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4/28/2017

Attn: California Alcoholic Beverage Control 33 New Montgomery Street, Ste. 1233

San Francisco, CA. 94102

Re: Type 42 Application [Proposed Hours of Operation:12:PM-2:AM]

930 Geary Street. dba: Amsterdam Café

San Francisco, CA. 94102

Attn: California Alcoholic Beverage Control, San Francisco Board of Supervisors, and San Francisco Police Department ABC Liaison Unit-

The purpose of this letter is to convey to you the background behind our request for a Type 42 beer and wine license. Our business – Amsterdam Café – was forced to move from its space directly across the street due to a substantial increase in rent. The long awaited return of this San Francisco legacy business - Amsterdam Café, will once again be offering specialty high-end local craft beers and regional wines. Our aim and hope is to provide a modern, comfortable space which will facilitate community engagement and involvement through special events, community meetings and exhibitions by local artists.

Having the ability to again offer Amsterdam Cafe's local craft beers and regional wines will help us create a New Amsterdam Café space that neighborhood residents and visitors will find inviting, calming and comfortable. Our staff will be carefully selected for beverage service experience and knowledge as well as their dedication to providing our guests with gracious and courteous service.

We wholeheartedly believe that the Amsterdam Cafe's return to Geary Street with a Type 42 liquor license will serve as a Public Convenience and Necessity for both locals as well as visitors to the city of San Francisco.

Respectfully, Mulmy full

Mohammad Awadalla, Applicant/Owner

415.678.9490/mohammadawadalla@yahoo.com

David Villa-Lobos, CLA Consulting

415.921.4192/Admin@CommunityLeadershipAlliance.net

P.O. Box 642201-San Francisco-CA.-94164

INFORMATION AND INSTRUCTIONS -

SECTION 23958.4 B&P

Instructions

This form is to be used for all applications for original issuance or premises to premises transfer of licenses.

Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.

Part 2 is to be completed by the applicant, and returned to ABC.

Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

PART 1 - TO BE COMPLETED BY ABC						
1. APPLICANT'S NAME AMSterdam Cafe LLC						
2. PREMISES ADDRESS (Street number and name, cit	y, zipsode) an Fran	cisco, 94 9	74/09 3. LICENSE T	YPE		
4. TYPE OF BUSINESS Full Service Restaurant	Hofbrau/Cafeteria	Cocktail Lounge	Private	Club		
Deli or Specialty Restaurant	Comedy Club	Night Club	Veteran			
Cafe/Coffee Shop	Brew Pub	Tavern: Beer	Fraterna			
Bed & Breakfast:	_	岩 -				
	_ Theater	Tavern: Beer & Wine	VVIIIe 12	asting Room		
Wine only All						
Supermarket	Membership Store	Service Station	Swap M	eet/Flea Market		
Liquor Store	Department Store	Convenience Market	Drive-in	Dairy		
Drug/Variety Store	Florist/Gift Shop	Convenience Market w/	Gasoline			
Other - describe:				. 4.		
5. COUNTY POPULATION	6. TOTAL NUMBER OF LICENSES IN	On-Sale Off-Sale	7. RATIO OF LICENSES TO POP	ULATION IN COUNTY On-Sale Off-Sale		
8. CENSUS TRACT NUMBER 0/22 02	9. NO. OF LICENSES ALLOWED IN	CENSUS TBACT On-Sale Off-Sale	10. NO. OF LÍCENSES EXISTING	On-Sale Off-Sale		
11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)						
Yes, the number of existing licenses exceeds the number allowed						
No, the number of existing licenses is lower than the number allowed						
12. DOES LAW ENFORCEMENT AGENCY MAINTAIN Yes (Go to Item #13)	No (Go to Item #20)					
13. CRIME REPORTING DISTRICT NUMBER	14. TOTAL NUMBER OF REPORTIN	G DISTRICTS	15. TOTAL NUMBER OF OFFENS	SES IN ALL REPORTING DISTRICTS		
547	653		50,779	Ĺ		
16. AVERAGE NO. OF OFFENSES PER DISTRICT	17. 120% OF AVERAGE NUMBER O	F OFFENSES	18. TOTAL NUMBER OF OFFENS	SES IN REPORTING DISTRICT		
78	70		005	- Andread and a second a second and a second a second and		
19. IS THE PREMISE'S LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)						
Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17						
No, the total number of offenses in the reporting district is lower than the total number in item #17						
20. CHECK THE BOX THAT APPLIES (check only one box)						
a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.						
b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjuction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filling the application or as soon as possible thereafter.						
c. If " <u>Yes</u> " is checked in either item # sale beer license, an on-sale beer an to the local governing body, or its des ABC in order to process the application	d wine (public premises) licens ignated subordinate officer or b	e, or an on-sale general (pub	ilic premises) license, advise	e the <i>applicant to take this form</i>		
Governing Body/Designated Subordinate Name: Brand of Super Vision						
FOR DEPARTMENT USE ONLY						
PREPARED BY (Name of Department Employee)						
ABC-245 (rev. 01-11)						

PART 2 - TO BE COMPLETED BY THE	HE APPLICANT (If box #20b i	is checked)		
21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in				
April 1997 Add 1997 April 1997 Add 1997	<u> </u>			
	Me.			
######################################				
22. APPLICANT SIGNATURE			23. DATE SIGNED	
DADT 2 TO BE COMPLETED BY I	DCAL DEEDLALS (If how #20	s is observed)		
PART 3 - 70 BE COMPLETED BY LO			a premises where undue concentration exists (i.e.,	
Code). Sections 23958 and 23958.4 c governing body of the area in which th days of notification of a completed app Please complete items #24 to #30 belo	of the Business and Profession te applicant premises are locat plication that public convenienc ow and certify or affix an officia	ns Code requires the De ted, or its designated su be or necessity would be al seal, or attach a copy	ction 23958.4 of the Business and Professions epartment to deny the application unless the local ubordinate officer or body, determines within 90 se served by the issuance. Yof the Council or Board resolution or a signed uld serve as a public convenience or necessity.	
24. WILL PUBLIC CONVENIENCE OR NECESSITY BE	SERVED BY ISSUANCE OF THIS ALCOHO	_	had (i.e. letter resolution etc.)	
25. ADDITIONAL COMMENTS, IF DESIRED (may inclu			hed (i.e., letter, resolution, etc.)	
	,			
	,		11.50	
26. CITY/COUNTY OFFICIAL NAME	27. CITY/COUNTY OFFICIAL TITLE	AAA	28. CITY/COUNTY OFFICIAL PHONE NUMBER	
20 CITY/COUNTY DESICIAL SIGNATURE			Lag. DATE SIGNED	
29. CITY/COUNTY OFFICIAL SIGNATURE			GO. DATE SIGNED	