

File No. 170428

Committee Item No. 1

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Comm: Public Safety & Neighborhood Services

Date: July 12, 2017

Board of Supervisors Meeting:

Date: _____

Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

OTHER

- Police Department Response - July 6, 2017
- Planning Department Response - May 8, 2017
- Referral Letter - April 17, 2017
- _____
- _____

Prepared by: John Carroll

Date: July 6, 2017

Prepared by: _____

Date: _____



San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
*Public Convenience or
Necessity Recommendation*

To: The San Francisco Board of Supervisors' Committee on Public Safety
and Neighborhood Services

Supervisor Hillary Ronen
Supervisor Jeff Sheehy
Supervisor Sandra Lee Fewer

From: A/C Lieutenant Nelly Gordon **Sgt. G. George #992** *tab*
Officer in Charge **SFPD Ops Bur / A.L.U.**
ABC Liaison Unit (ALU) 415-837-7273

Date: July 5, 2017

Subject: P.C.N. Investigation Regarding: Good Eggs, LLC
DBA: The Good Eggs
901 Rankin Street
San Francisco, CA. 94124-1626
Bentley Hall
(415) 487-7433

Mr. Bentley Hall on behalf of Good Eggs has filed an application with the California Department of Alcoholic Beverage Control seeking a -Type 21 (Off-Sale General) License at 901 Rankin Street, (located between Jerrold Ave. and Newcomb Ave.).

Hours of Operation:

6:00 am to 12:00 am daily.

Digest:

Good Eggs is an online grocer located at 901 Rankin Street in San Francisco in the Bayview district. Good Eggs has been in business since 2011 and located at 901 Rankin Street since April 2015. If approved, this license will allow Good Eggs to sell Off-Sale Beer, Wine and Distilled Spirits.

Letters of Protest:

No Record

Letters of Support:

No Record

Police Calls for Service:

From March 2016 to March 2017

0 call for service

Police Reports:

From March 2016 to March 2017

0 police report

San Francisco Plot Information:

This premise is located in Plot: **330**

A High Crime area is defined as **78** or more police reports in a plot for the year of **2016**.

This plot had **14** police reports for **2016**, which is **64** less than the Citywide "**High Crime**" average.

State Census Tract Information:

This premise is located in Census Tract: **9809.00**

Population for this tract is: **350**

On-sale license authorized by census tract: **1**

Active on-sale licenses: 10 with **0** pending

Off-sale licenses authorized by census tract: **0**

Active off-sale licenses: 11 with **0** pending

Departmental Recommendation:

Points of consideration: **0**

No opposition from **Bayview District**

Applicant premise is located in a "**Low Crime**" area.

Applicant premise is located in an "**undue concentration**" area.

0 - Record of protest.

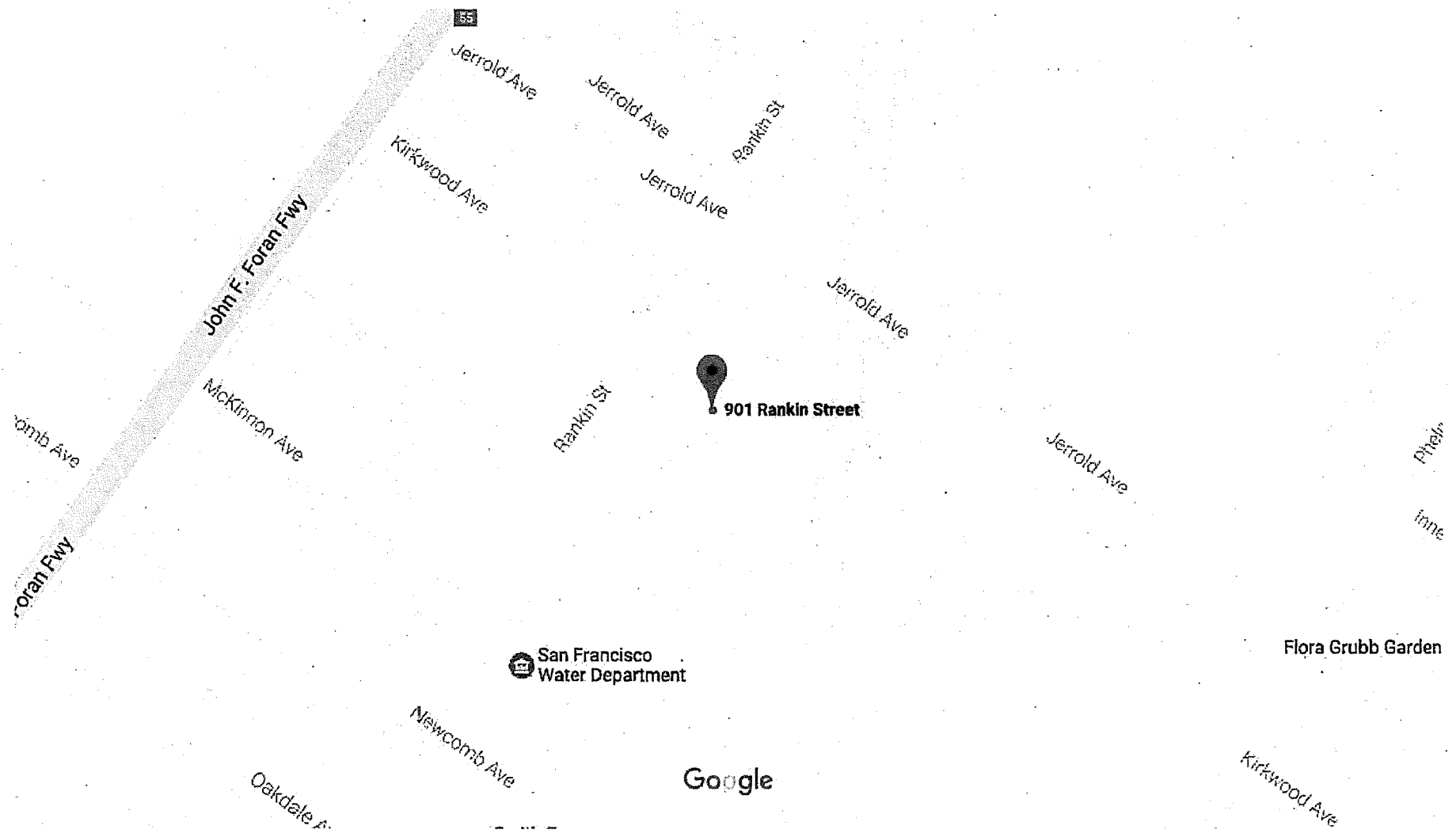
0 - Record of support.

ALU Recommendation: **Approval with following conditions**

1. Sales of alcoholic beverages shall be permitted between the hours of 6:00 am to 12:00 am each day of the week.
2. No person under the age of 21 shall deliver alcoholic beverages

❖ **It should be noted that the Applicant agrees with the above recommended condition.**

End



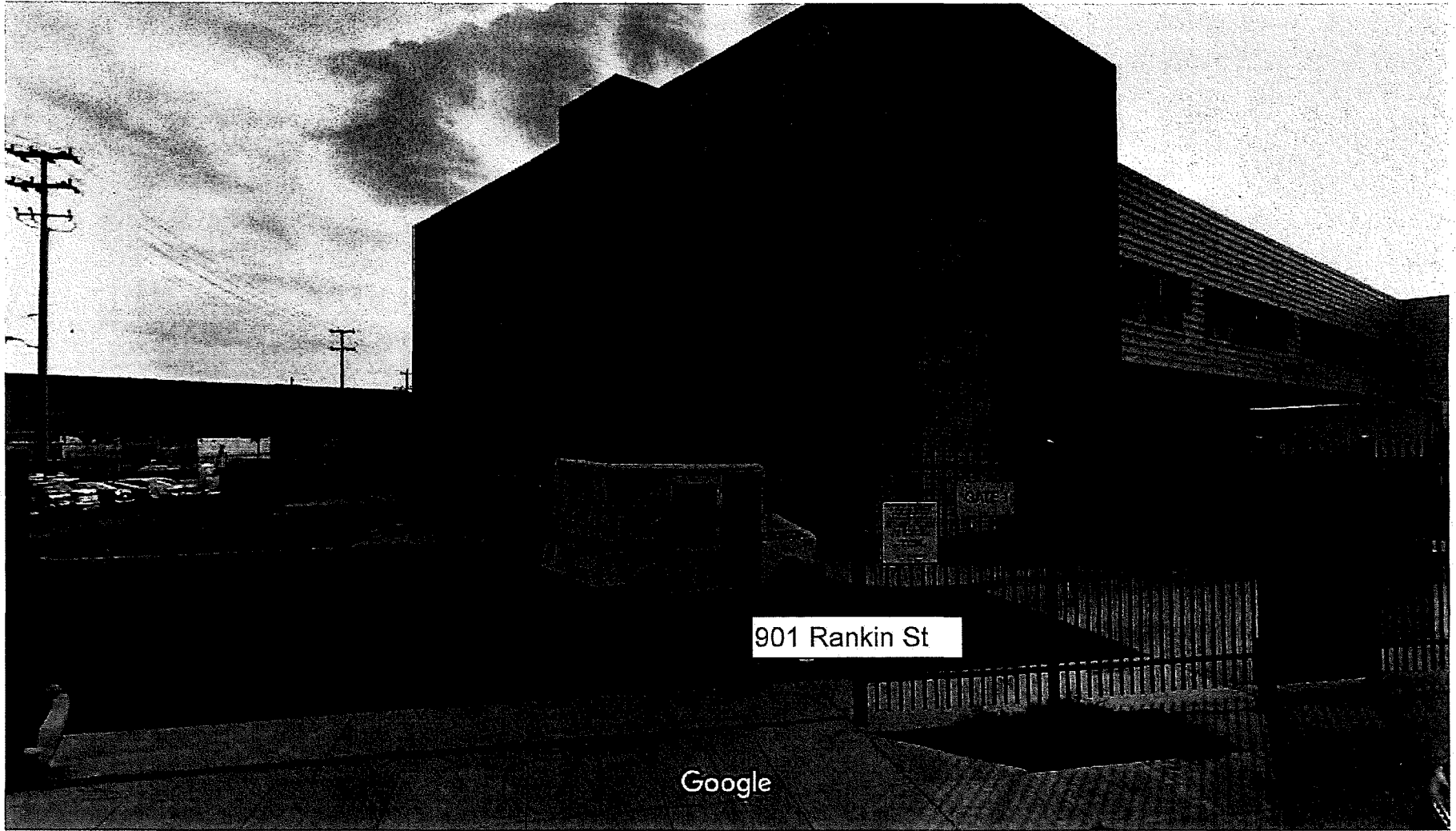


Image capture: Nov 2016 © 2017 Google

San Francisco, California

Street View - Nov 2016

RECEIVED



APR 17 2017

LIQUOR LICENSE REVIEW

CITY & COUNTY OF S.F.
PLANNING DEPARTMENT
NEIGHBORHOOD PLANNING

TO: Planning Department
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: (415) 558-6409

File: 170428

Block/lot: 5281/003

Zoning: PDR-2

Quad: SE

Reward # 2017-00501C

MIS

TO: Police Department
Inspector Nelly Gordon
Phone: (415) 837-7273

DATE: April 17, 2017

Please submit your response in four to six weeks for the matter to be heard.
PLEASE EMAIL YOUR RESPONSE BY: May 17, 2017, to Erica Major, Public
Safety and Neighborhood Services Committee Clerk.

Erica.Major@sfgov.org - Fax No: 554-7771

Applicant Name: Good Eggs, Inc.
and Business Name: Good Eggs

Applicant Address: 901 Rankin Street
San Francisco, CA 94124
and Phone No. (415) 483-7344

PLANNING COMMENTS: Approval Denial

me 5/9/17
Approved Planning Dept. Michael Christensen

POLICE COMMENTS: Approval Denial

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2017 APR 14 PH 2:24

AK



April 12th, 2017

Re: Request for Resolution of Public Convenience or Necessity

Dear Board of Supervisors:

On March 9, 2017, Good Eggs, Inc. Which Will Do Business in California as Good Eggs Technology, Inc. filed an application with the Department of Alcoholic Beverage Control for a Type 21, General Off-Sale License at 901 Rankin Street, San Francisco 94124. This license is a person-to-person, premise-to-premise transfer within District 10 (from Ralph's Grocery Company), so no additional license will be added to the district.

According to the census tract data, our district has an "undue" concentration of off-sale licenses under Section 23958.4 of the Business and Professions Code. We are requesting that the Board of Supervisors determine that the public convenience or necessity will be served by the issuance of this Type 21 license.

Good Eggs is an online grocer that delivers fresh, local, organic food directly to Bay Area customers, seven days a week. Our goal is to make it easy for busy people to eat well. Our customers expect and want to be able to buy alcoholic beverages along with their groceries, and to meet their needs and support our growth, we would like to add a curated selection of alcohol. In line with our mission to grow and sustain local food systems, our alcohol assortment will focus on local craft producers of wine, beer and spirits—including many Bayview producers such as Gratta Wines, Sequoia Sake and Laughing Monk Brewery.

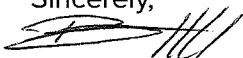
Good Eggs anticipates that sales of alcoholic beverages will generate a minimum \$1 million in annual revenue. The storage and display of alcohol beverages would occupy 6% of the total floor area. This would allow us to continue to create great food jobs for people in Bayview and the surrounding area, where about 16% of our 140 person team resides.

We have reviewed our plans with many Bayview community groups and the San Francisco police, and they have both expressed their support for our alcohol license. While Good Eggs is not within the Third Street Restricted Use District, we want to respect the concerns this code highlights. The community has been an integral part in forming our training and retail plans. For example, all employees will sign the Clerk's Affidavit and team members conducting alcohol sales will receive Responsible Beverage Service training. We are, and will remain, a positive member of the community and are committed to serving our neighbors and visitors in a responsible manner.

For the reasons set forth above, we respectfully request that the Board of Supervisors make a finding that issuance of the Type 21 license to Good Eggs will serve the public convenience or necessity.

Should you have any questions or concerns, please contact me: bentley@goodeggs.com 415-483-7433.

Sincerely,


Bentley Hall
CEO

7344

MON-SUN = 10AM-9PM



goodeggs.com | 415.483.7433
901 Rankin Street, San Francisco, CA 94124

170478

LIQUOR LICENSE REVIEW

TO: Planning Department
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: (415) 558-6409

File: 170428

TO: Police Department
Inspector Nelly Gordon
Phone: (415) 837-7273

DATE: April 17, 2017

Please submit your response in four to six weeks for the matter to be heard.
PLEASE EMAIL YOUR RESPONSE BY: May 17, 2017, to Erica Major, Public
Safety and Neighborhood Services Committee Clerk.

Erica.Major@sfgov.org - Fax No: 554-7771

Applicant Name: Good Eggs, Inc.
and Business Name: Good Eggs

Applicant Address: 901 Rankin Street
San Francisco, CA 94124
and Phone No. (415) 483-7344

PLANNING COMMENTS: Approval Denial

POLICE COMMENTS: Approval Denial



**California Department of Alcoholic Beverage
Control**
License Query System Summary
as of 4/13/2017

| |
|---|
| License Information |
| License Number: 579375 |
| Primary Owner: GOOD EGGS, INC. |
| ABC Office of Application: 24 - SAN FRANCISCO |
| Business Name |
| Doing Business As: GOOD EGGS |
| Business Address |
| Address: 901 RANKIN ST Census Tract: 9809.00 |
| City: SAN FRANCISCO County: SAN FRANCISCO |
| State: CA Zip Code: 94124 |
| Licensee Information |
| Licensee: GOOD EGGS, INC. |
| <i>Company Information</i> |
| OFFICER: HALL, BENTLEY HILAND (CHIEF EXECUTIVE OFFICER) |
| OFFICER: SALANT, ALON JAY (CHIEF FINANCIAL OFFICER) |
| OFFICER: HALL, BENTLEY HILAND (DIRECTOR) |
| OFFICER: SALANT, ALON JAY (DIRECTOR) |
| OFFICER: VASISHTH, VISHAL (DIRECTOR) |
| OFFICER: INDEX VENTURES VI (JERSEY), L.P. (LIMITED PARTNERSHIP) |
| STOCKHOLDER: INDEX VENTURES VI (JERSEY), L.P. |
| STOCKHOLDER: OBVIOUS VENTURES II L.P. |
| OFFICER: OBVIOUS VENTURES II L.P. (LIMITED PARTNERSHIP) |
| OFFICER: HALL, BENTLEY HILAND (PRESIDENT/SECRETARY) |
| License Types |
| 1) License Type: 21 - OFF-SALE GENERAL |
| License Type Status: PENDING |
| Status Date: 09-MAR-2017 Term: 12 Month(s) |

| | |
|---|-------------------------------|
| Original Issue Date: | Expiration Date: |
| Master: Y | Duplicate: 0 |
| Fee Code: P40 | |
| License Type was Transferred On: | FROM: <u>21-407197</u> |
| Current Disciplinary Action | |
| <i>... No Active Disciplinary Action found ...</i> | |
| Disciplinary History | |
| <i>... No Disciplinary History found ...</i> | |
| Hold Information | |
| Hold Date: 09-MAR-2017 | Type: FORM 220 |
| Escrow | |
| Escrow: CALIFORNIA BUSINESS ESCROW, 1748 MAIN ST ESCALON, CALIFORNIA 95320 | |

--- End of Report ---

For a definition of codes, view our [glossary](#).