

1 [Liquor License Expansion – 3821-24th Street]

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3 **Resolution determining that the issuance of a Type 42 on-sale beer and wine**  
4 **public premises license to James Mead, for Noe Valley Wine Merchants, located**  
5 **at 3821-24th Street (District 8); will serve the public convenience or necessity of**  
6 **the people of the City and County of San Francisco, in accordance with Section**  
7 **23958.4 of the California Business and Professions Code, with conditions.**

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9 WHEREAS, James Mead is seeking the issuance of a Type 42 on-sale beer and  
10 wine public premises license for Noe Valley Wine Merchants, located at 3821-24th  
11 Street; and,

12 WHEREAS, The Planning Department has verified that the area is properly  
13 zoned; and,

14 WHEREAS, The Police Department recommends that the liquor license  
15 application be approved with conditions; now, therefore, be it

16 RESOLVED, That in accordance with Section 23958.4 of the California Business  
17 and Professions Code, the Board of Supervisors of the City and County of San  
18 Francisco hereby determines for the foregoing reasons that the issuance of a Type 42  
19 on-sale beer and wine public premises license to James Mead for Noe Valley Wine  
20 Merchants, located at 3821-24th Street, will serve the public convenience or necessity  
21 of the people of the City and County of San Francisco.

22 Conditions: (1) The two licenses, Types 21 and 42, shall operate in conjunction  
23 with one another and shall not be separated. (2) Sales, service and consumption of  
24 alcoholic beverages shall be permitted only between the hours of 10:00 a.m. to 9:00  
25 p.m. Monday to Saturday and 9 a.m. to 9:00 p.m. Sunday. (3) Service and

1 consumption of alcoholic beverages shall be permitted only at the "tasting area" as  
2 depicted on ABC-257, except for private events that are closed to the public with  
3 signage posted. (4) The "tasting area" must be sectioned off with "No One Under 21 is  
4 Allowed" sign clearly posted. (5) Tasting of wine shall be limited to not more than three  
5 servings per person per day and a single tasting of wine shall not exceed one ounce.  
6 (6) The on-sale service or consumption of beer and/or malt product(s) is strictly  
7 prohibited. (7) The sale of distilled spirits in sizes smaller than 200 ml is strictly  
8 prohibited. (8) The sale of beer or malt beverages in quantities of 16 oz., 20 oz., 22  
9 oz., 32 oz., 40 oz., or similar size containers is prohibited, except for microbrews, craft  
10 brews, organic and specialty malt products sold under such designations as stout,  
11 porter, IPA and ESB. This condition is intended to eliminate high alcohol, low-cost  
12 products that are frequently abused, but not prevent the sale of specialty and craft beer  
13 products. (9) No person under the age of 21 shall serve or deliver alcoholic beverages.

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**City and County of San Francisco**

**Tails  
Resolution**

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

**File Number:** 110927

**Date Passed:** November 22, 2011

Resolution determining that the issuance of a Type 42 on-sale beer and wine public premises license to James Mead, for Noe Valley Wine Merchants, located at 3821-24th Street (District 8), will serve the public convenience or necessity of the people of the City and County of San Francisco, in accordance with Section 23958.4 of the California Business and Professions Code, with conditions.

November 14, 2011 City Operations and Neighborhood Services Committee - PREPARED IN COMMITTEE AS A RESOLUTION APPROVING THE REQUEST WITH CONDITIONS

November 14, 2011 City Operations and Neighborhood Services Committee - RECOMMENDED..

November 22, 2011 Board of Supervisors - ADOPTED

Ayes: 11 - Avalos, Campos, Chiu, Chu, Cohen, Elsbernd, Farrell, Kim, Mar, Mirkarimi and Wiener

File No. 110927

I hereby certify that the foregoing Resolution was ADOPTED on 11/22/2011 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo  
Clerk of the Board

Mayor Edwin Lee

Date Approved