



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: JUNE 28, 2012

Date: June 21, 2012
Case No.: **2011.1344C**
Project Address: **101 6th Street**
Zoning: SoMa NCT (South of Market Neighborhood Commercial Transit)
85-X Height and Bulk District
Block/Lot: 3725/081
Project Sponsor: Marsha Garland
535 Green Street
San Francisco, CA 94133
Staff Contact: Brittany Bendix – (415) 575-9114
brittany.bendix@sfgov.org
Recommendation: **Approval with Conditions**

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PROJECT DESCRIPTION

The Project is seeking Conditional Use authorization to intensify a non-conforming entertainment use by expanding it to the basement level of the approximately 3,111 square-foot bar. The proposal also seeks to extend hours of operation for both the bar and entertainment use from 2AM to 4AM daily. The proposal does not include any increase to the existing building envelope or changes to the façade. The use is not identified as a formula retail use. Alcohol cannot be served after 2AM by California State law.

SITE DESCRIPTION AND PRESENT USE

The project is located on the southeast corner of the intersection of 6th and Mission Streets, Lot 081 of Assessor's Block 3725. The subject property is located within the SoMa NCT (South of Market Neighborhood Commercial Transit) Zoning District and an 85-X Height and Bulk District. The lot is approximately 6,000 square feet and is developed with a one story commercial building that covers the entire lot. The building is split into four retail spaces and is occupied by a barber, an adult video store, a pawnbroker and the subject bar/entertainment venue (d.b.a. Monarch). The subject use occupies the corner unit consisting of approximately 3,111 square-feet of the ground floor and basement. The on-site entertainment includes performance space for local emerging and internationally renowned musical talent. There is also a dance floor.

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The project site is situated on the southeast corner of the intersection of 6th and Mission Streets, at the northern end of the South of Market Neighborhood Commercial Transit Zoning District. The other uses at this intersection include a restaurant (d.b.a. Miss Saigon) on the southwest corner, the Bayanihan Community Center on the northwest corner, and an adult entertainment video store (d.b.a. Golden Gate Adult Superstore) on the northeast corner. Beyond these establishments is a variety of uses including

personal services, restaurants, corner stores, light-industrial uses, offices, and non-profit organizations. Many properties, including the Miss Saigon and Bayanihan sites have Single Residential Occupancy (SRO) housing on the upper floors. Although residential hotel units characterize the upper story uses in the immediate vicinity, market rate condos and converted office space can be found in the neighborhood at-large. The broader area is characterized by varied zoning which includes C-3-G (Downtown, General Commercial), C-3-S (Downtown, Support), RSD (Residential/Service Mixed Use), RED (Residential Enclave), MUG (Mixed Use, General) and MUR (Mixed Use, Residential).

The site is well served by local and regional public transit. The 14-Mission Muni Bus line operates on Mission Street and stops on the same block as the subject property. Other Muni bus lines serving the subject property within a ¼-mile radius include the 5-Fulton, 9-San Bruno, 12-Folsom, 19-Polk, 27-Bryant and 31-Balboa. The site is also within ¼ mile from the Muni F-Line and Market Street lines, both the Civic Center and Powell BART stations, and connections to Golden Gate Transit and SamTrans.

ENVIRONMENTAL REVIEW

The Project is exempt from the California Environmental Quality Act (“CEQA”) as a Class 1 categorical exemption.

HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	May 25, 2012	May 23, 2012	22 days
Posted Notice	20 days	May 25, 2012	May 25, 2012	20 days
Mailed Notice	20 days	May 25, 2012	May 25, 2012	20 days

The proposal requires a Section 312-neighborhood notification, which was conducted in conjunction with the conditional use authorization process.

PUBLIC COMMENT

- To date, the Department has received ten letters in support of this project. All letters have indicated that Monarch is respectful of neighbors and that the expansion of the venue is a welcomed change in the neighborhood.
- The Department received four e-mails in opposition to the extension of hours prior to the scheduling of the initial June 14, 2012 hearing date. Stated issues of concern were public safety and noise. Upon receipt of these letters the Project Sponsor agreed to a continuance to provide time to engage concerned neighbors. A community meeting was held on June 21, 2012. Staff attended the meeting and residents appeared to appreciate the dialogue and better understood the proposed intensification. A second meeting between the Project Sponsor and community members with remaining concerns was held on June 20, 2012. At this meeting the Project Sponsor agreed to operate with extended hours for only four days a week, Thursday thru Sunday, and for a period of 9 months, after which they would seek the full seven days. Condition of Approval #12 reflects this agreement, adding that the case would return to the Planning Commission as an

Informational Presentation and the Zoning Administrator would have the authority to extend or reduce hours as directed.

ISSUES AND OTHER CONSIDERATIONS

- The proposal is to expand an existing entertainment and bar use. Although the entertainment use is non-conforming to the controls for the SoMa NCT zoning district, expansion of the use and intensification of the hours may be permitted so long as the use is code compliant and that the operation can demonstrate adequate soundproofing or insulation for noise so that noise shall be audible beyond the premises or in other sections of the building and fixed-source equipment noise shall not exceed the decibel levels specified in the San Francisco Noise Control Ordinance.
- The proposed changes are interior only and do not result in an expansion of the existing building envelope or square footage.
- The Police Department has indicated that the Monarch owners and management have been active in the community. Monarch's operations and have not resulted in any complaints; however, there are general concerns regarding the increase in patronage and public safety.
- The Entertainment Commission has granted extended hours event permits to the business on four occasions. No complaints were raised as a result of those events. Furthermore, should the business be granted the ability to stay open till 4AM daily, the Entertainment Commission would have the ability to apply additional restrictions as events came before their review.

REQUIRED COMMISSION ACTION

In order for the project to proceed, the Commission must grant Conditional Use authorization to allow the expansion and intensification of an entertainment and bar use within the SoMa NCT (South of Market Neighborhood Commercial Transit) Zoning District, pursuant to Planning Code Sections 186.1 and 303.

BASIS FOR RECOMMENDATION

- The existing entertainment use has adhered to, and will continue to adhere to the City's noise ordinance and meets all applicable requirements of the Planning Code.
- The expansion of the entertainment venue will enable the current business to expand and diversify its current programming while opening additional performance space.
- The expansion will also serve to foster the continued success of other arts and entertainment establishments clustered in this area.
- The District is well served by transit, therefore customers and employees should not impact traffic.
- The extended hours would promote a more active pedestrian environment at 6th and Mission Streets which will contribute to public safety and improved economic conditions.
- The Project maintains a viable business use in a building that is eligible for both state and federal designation as a historic resource.
- The business would serve the immediate neighborhood as well as the broader region and is not a Formula Retail use.
- The project is desirable for, and compatible with the surrounding neighborhood.

RECOMMENDATION: Approval with Conditions

Attachments:

- Parcel Map
- Sanborn Map
- Aerial Photographs
- Zoning Map
- Draft Motion
- CEQA Categorical Exemption Determination
- Public Correspondence

Attachment Checklist

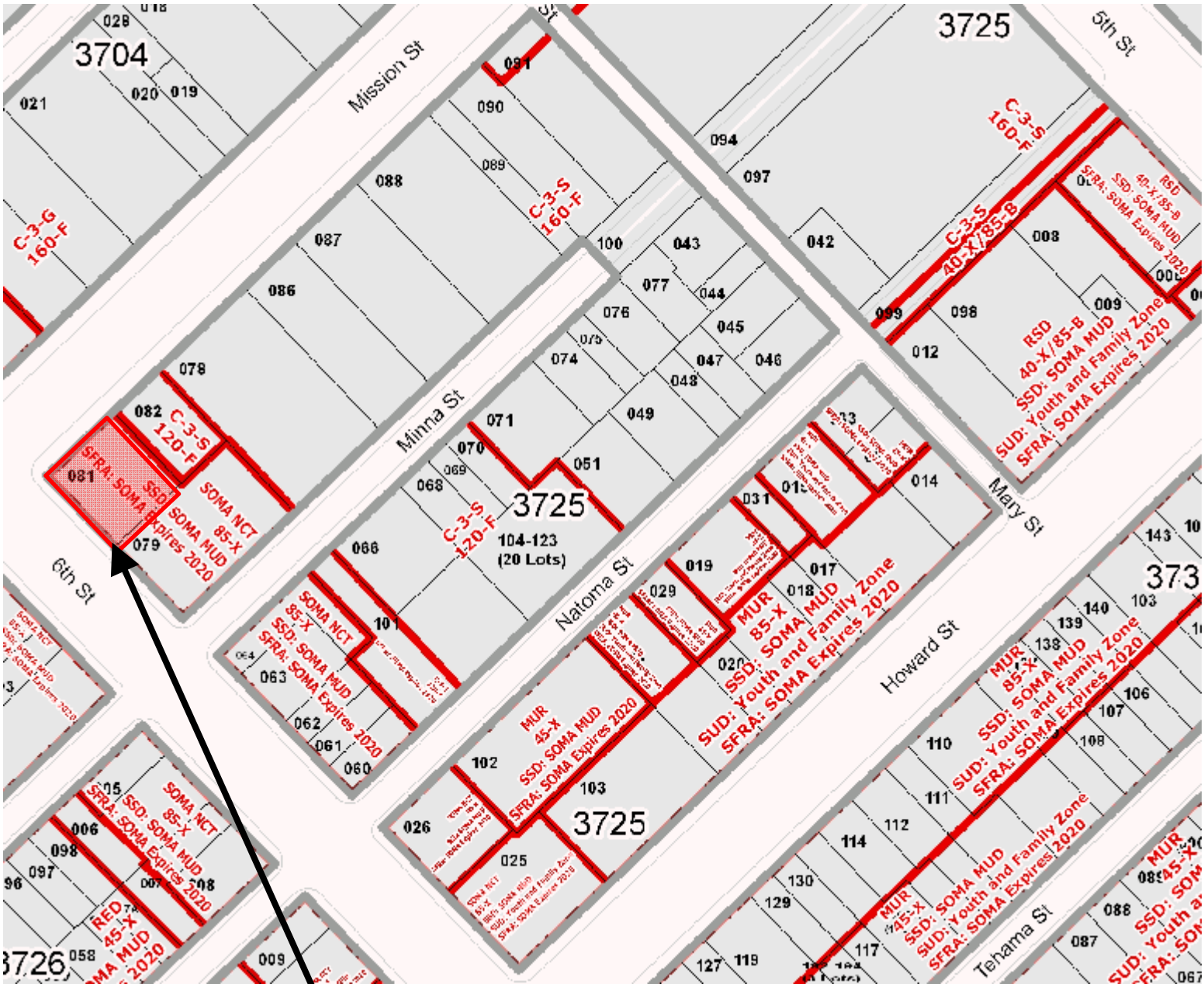
- | | |
|---|---|
| <input checked="" type="checkbox"/> Executive Summary | <input checked="" type="checkbox"/> Project sponsor submittal |
| <input checked="" type="checkbox"/> Draft Motion | Drawings: <u>Existing Conditions</u> |
| <input checked="" type="checkbox"/> Environmental Determination | <input checked="" type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Zoning District Map | Drawings: <u>Proposed Project</u> |
| <input checked="" type="checkbox"/> Height & Bulk Map | <input type="checkbox"/> Check for legibility |
| <input checked="" type="checkbox"/> Parcel Map | <input type="checkbox"/> Health Dept. review of RF levels |
| <input checked="" type="checkbox"/> Sanborn Map | <input type="checkbox"/> RF Report |
| <input checked="" type="checkbox"/> Aerial Photo | <input type="checkbox"/> Community Meeting Notice |
| <input type="checkbox"/> Context Photos | <input type="checkbox"/> Inclusionary Affordable Housing Program:
Affidavit for Compliance |
| <input type="checkbox"/> Site Photos | |

Exhibits above marked with an "X" are included in this packet

_____ **BB** _____
Planner's Initials

BB: G:\DOCUMENTS\Conditional Use\101 6th Street - Extended Hours\ExecutiveSummary.doc

Parcel Map

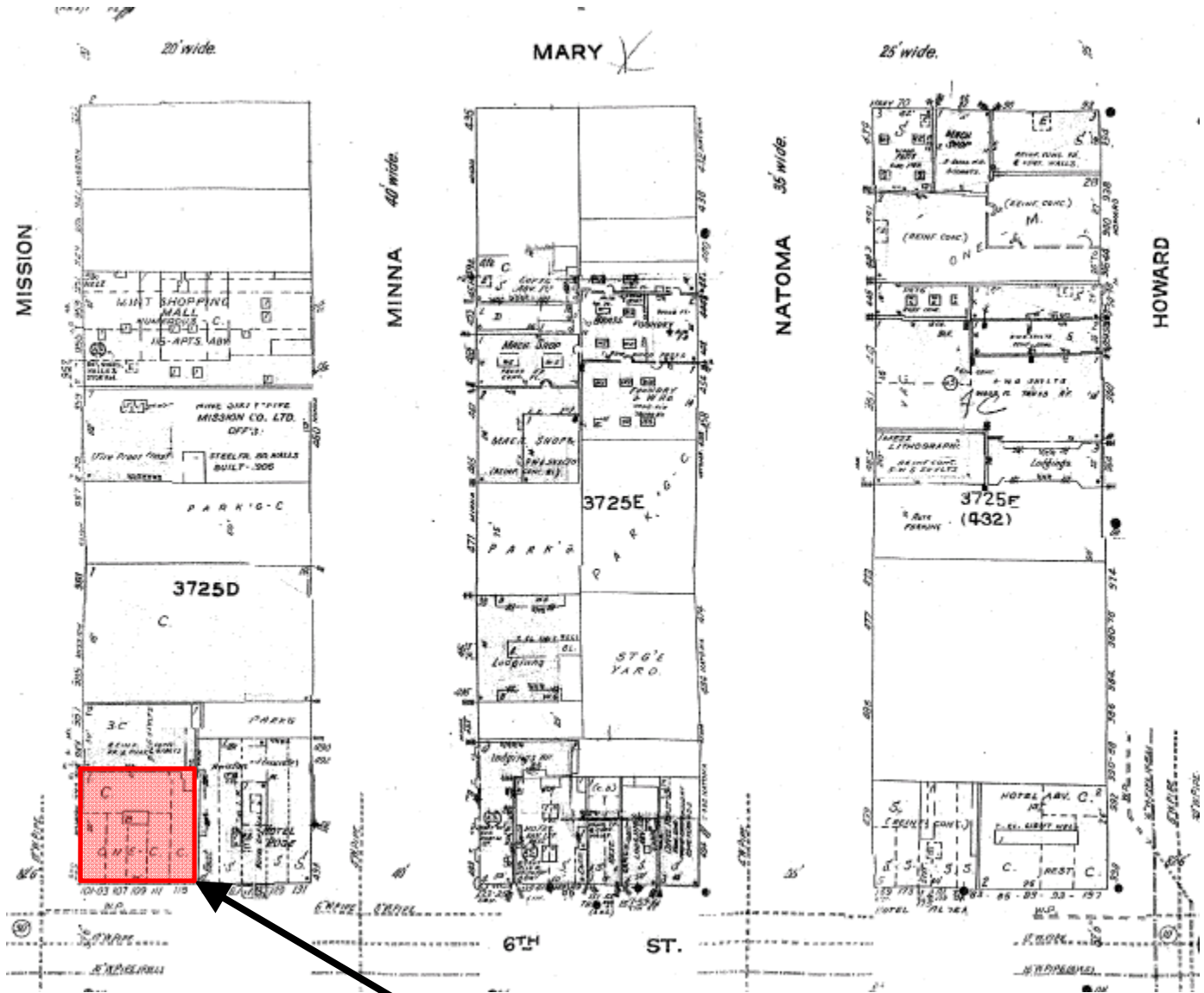


SUBJECT PROPERTY



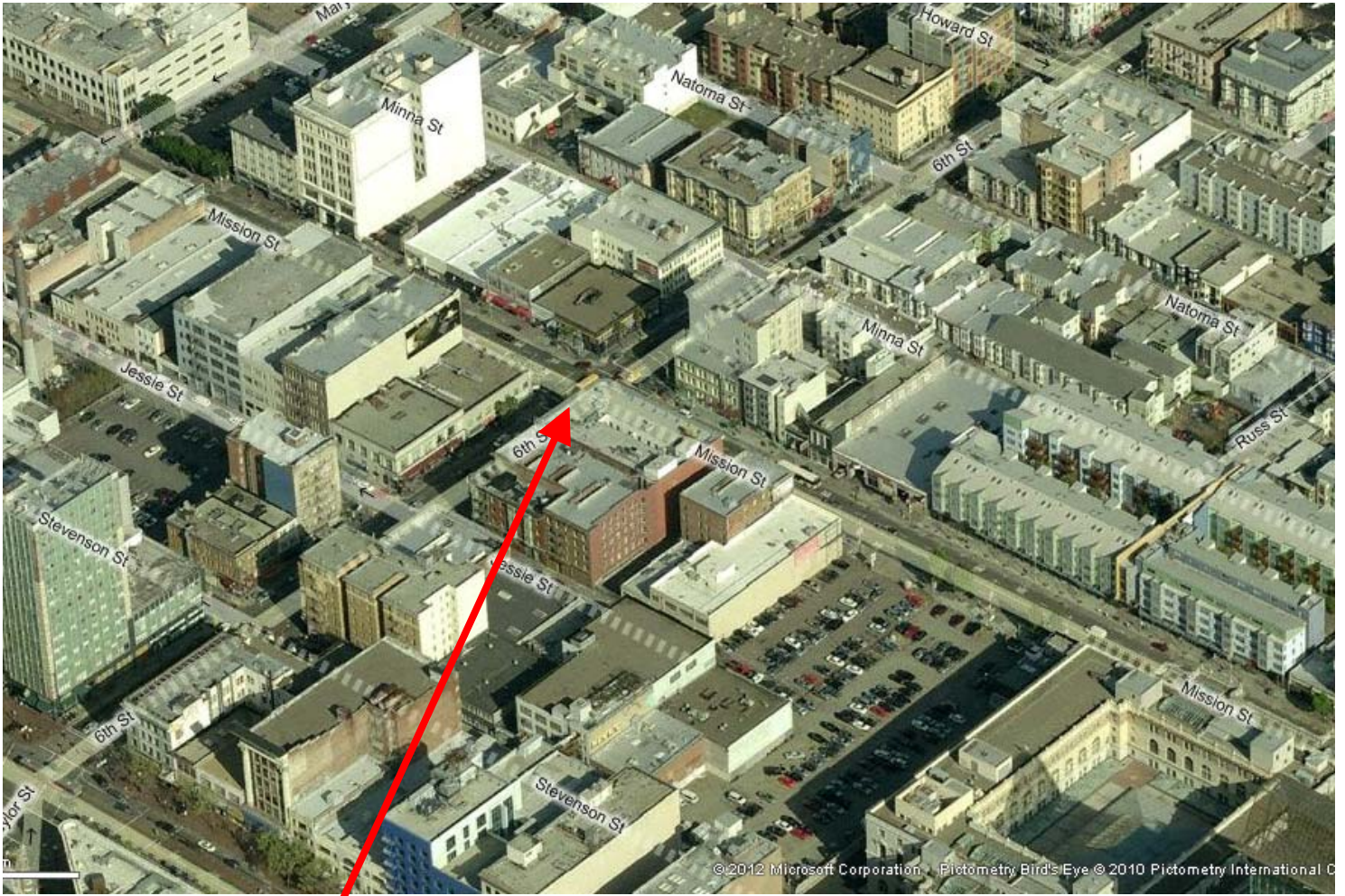
Conditional Use Authorization
 Case Number 2011.1344C
 Monarch – Extension of Hours, Expansion of Use
 101 6th Street

Sanborn Map*



Conditional Use Authorization
Case Number 2011.1344C
Monarch – Extension of Hours, Expansion of Use
101 6th Street

Aerial Photo

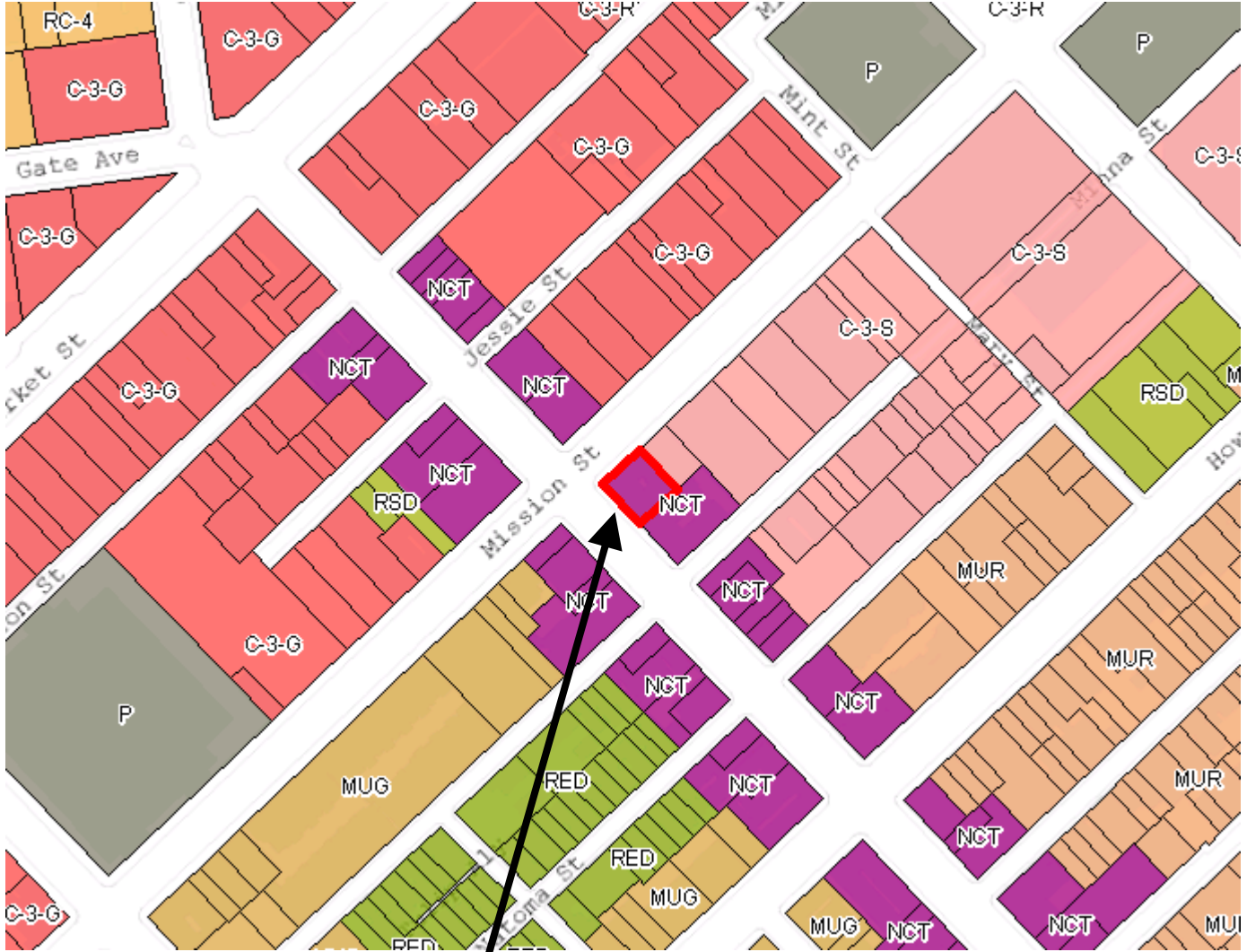


SUBJECT PROPERTY



Conditional Use Authorization
Case Number 2011.1344C
Monarch – Extension of Hours, Expansion of Use
101 6th Street

Zoning Map

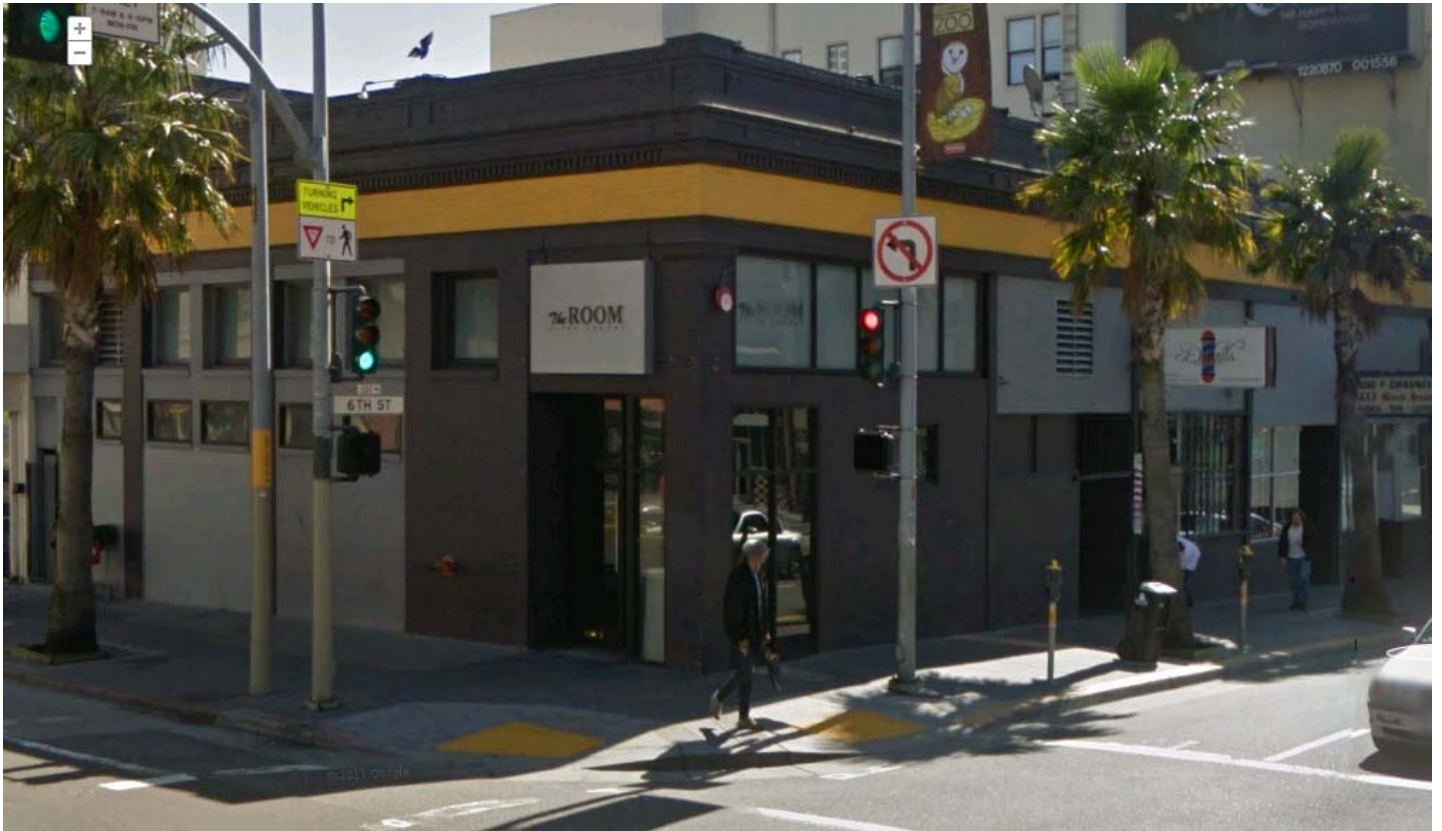


SUBJECT PROPERTY



Conditional Use Authorization
Case Number 2011.1344C
Monarch – Extension of Hours, Expansion of Use
101 6th Street

Site Photo





SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- | | |
|--|--|
| <input type="checkbox"/> Affordable Housing (Sec. 415) | <input type="checkbox"/> First Source Hiring (Admin. Code) |
| <input type="checkbox"/> Jobs Housing Linkage Program (Sec. 413) | <input type="checkbox"/> Child Care Requirement (Sec. 414) |
| <input type="checkbox"/> Downtown Park Fee (Sec. 412) | <input type="checkbox"/> Other |

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Planning Commission Draft Motion

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ADOPTING FINDINGS RELATING TO THE APPROVAL OF CONDITIONAL USE AUTHORIZATION PURSUANT TO SECTIONS 186.1 AND 303 OF THE PLANNING CODE TO INTENSIFY A NON-CONFORMING ENTERTAINMENT USE (D.B.A. MONARCH) WITHIN THE SOMA NCT (SOUTH OF MARKET NEIGHBORHOOD COMMERCIAL TRANSIT) ZONING DISTRICT AND AN 85-X HEIGHT AND BULK DISTRICT.

PREAMBLE

On December 1, 2011, Marsha Garland, (hereinafter “Project Sponsor”) filed an application with the Planning Department (hereinafter “Department”) for Conditional Use Authorization under Planning Code Section(s) 186.1 and 303 to intensify a non-conforming entertainment use (d.b.a. Monarch) within the SoMa NCT (South of Market Neighborhood Commercial Transit) Zoning District and an 85-X Height and Bulk District.

On June 28, 2012, the San Francisco Planning Commission (hereinafter “Commission”) conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2011.1344C.

The Project is exempt from the California Environmental Quality Act (“CEQA”) as a Class 1 categorical exemption

The Commission has heard and considered the testimony presented to it at the public hearing and has further considered written materials and oral testimony presented on behalf of the applicant, Department staff, and other interested parties.

MOVED, that the Commission hereby authorizes the Conditional Use requested in Application No. 2011.1344C, subject to the conditions contained in "EXHIBIT A" of this motion, based on the following findings:

FINDINGS

Having reviewed the materials identified in the preamble above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

1. The above recitals are accurate and constitute findings of this Commission.
2. **Site Description and Present Use.** The project is located on the southeast corner of the intersection of 6th and Mission Streets, Lot 081 of Assessor's Block 3725. The subject property is located within the SoMa NCT (South of Market Neighborhood Commercial Transit) Zoning District and an 85-X Height and Bulk District. The lot is approximately 6,000 square feet and is developed with a one story commercial building that covers the entire lot. The building is split into four retail spaces and is occupied by a barber, an adult video store, a pawnbroker and the subject bar/entertainment venue (d.b.a. Monarch). The subject use occupies the corner unit consisting of approximately 3,111 square-feet of the ground floor and basement. The on-site entertainment includes performance space for local emerging and internationally renowned musical talent. There is also a dance floor.
3. **Surrounding Properties and Neighborhood.** The project site is situated on the southeast corner of the intersection of 6th and Mission Streets, at the northern end of the South of Market Neighborhood Commercial Transit Zoning District. The other uses at this intersection include a restaurant (d.b.a. Miss Saigon) on the southwest corner, the Bayanihan Community Center on the northwest corner, and an adult entertainment video store (d.b.a. Golden Gate Adult Superstore) on the northeast corner. Beyond these establishments is a variety of uses including personal services, restaurants, corner stores, light-industrial uses, offices, and non-profit organizations. Many properties, including the Miss Saigon and Bayanihan sites have Single Residential Occupancy (SRO) housing on the upper floors. Although residential hotel units characterize the upper story uses in the immediate vicinity, market rate condos and converted office space can be found in the neighborhood at-large.

The broader area is characterized by varied zoning which includes C-3-G (Downtown, General Commercial), C-3-S (Downtown, Support), RSD (Residential/Service Mixed Use), RED (Residential Enclave), MUG (Mixed Use, General) and MUR (Mixed Use, Residential). The intent of the South of Market Neighborhood Commercial Transit District is to provide a limited selection of convenience goods for the residents of the South of Market. Eating and drinking establishments are considered to contribute to the street's mixed-use character and streetscape activity during the evening hours.

The site is well served by local and regional public transit. The 14-Mission Muni Bus line operates on Mission Street and stops on the same block as the subject property. Other Muni bus lines serving the subject property within a ¼-mile radius include the 5-Fulton, 9-San Bruno, 12-Folsom, 19-Polk, 27-Bryant and 31-Balboa. The site is also within ¼ mile from the Muni F-Line and Market Street lines, both the Civic Center and Powell BART stations, and connections to Golden Gate Transit and SamTrans.

4. **Project Description.** The Project is seeking Conditional Use authorization to intensify a non-conforming entertainment use by expanding it to the basement level of the approximately 3,111 square-foot bar. The proposal also seeks to extend hours of operation for both the bar and entertainment use from 2AM to 4AM daily. The proposal does not include any increase to the existing building envelope or changes to the façade. The use is not identified as a formula retail use. Alcohol cannot be served after 2AM by California State law.
5. **Public Comment.** To date, the Department has received ten letters in support of this project. All letters have indicated that Monarch is respectful of neighbors and that the expansion of the venue is a welcomed change in the neighborhood.

The Department received four e-mails in opposition to the extension of hours prior to the scheduling of the initial June 14, 2012 hearing date. Stated issues of concern were public safety and noise. Upon receipt of these letters the Project Sponsor agreed to a continuance to provide time to engage concerned neighbors. A community meeting was held on June 21, 2012. Staff attended the meeting and residents appeared to appreciate the dialogue and better understood the proposed intensification. A second meeting between the Project Sponsor and community members with remaining concerns was held on June 20, 2012. At this meeting the Project Sponsor agreed to operate with extended hours for only four days a week, Thursday thru Sunday, and for a period of 9 months, after which they would seek the full seven days. Condition of Approval #12 reflects this agreement, adding that the case would return to the Planning Commission as an Informational Presentation and the Zoning Administrator would have the power to extend or reduce hours as directed.

6. **Planning Code Compliance:** The Commission finds that the Project is consistent with the relevant provisions of the Planning Code in the following manner:
 - A. **Bar Use.** Planning Code Section 735.41 requires Conditional Use Authorization to establish a bar within the South of Market Neighborhood Commercial Transit District.

Prior to the establishment of the South of Market Neighborhood Commercial Transit District in 2008, the bar use at this property was principally permitted pursuant the controls of its prior zoning - the Residential/Service Mixed Use District. Additionally, the bar use had already expanded to the basement prior to the rezoning under building permit application number 2007.09.12.2472. Alcohol will not be served after 2AM.

- B. Entertainment Use.** Planning Code Section 735.48 does not permit new entertainment uses within the South of Market Neighborhood Commercial Transit District.

The entertainment use on site is considered legally non-conforming and was established in 2000 by Board of Appeals No. 00-132. The Planning Department had recommended denial of a Police Permit Inspection Recommendation that would allow deejays to play music, a use classified as "nighttime entertainment" which was not permitted under the former RSD (Residential/Service Mixed Use) Zoning. Upon hearing the facts of the case, the Board of Appeals chose to overrule the denial with a finding that "the permit request (was) for a permit to operate the music system as this has been a pre-existing non-conforming use, and on Condition that the individual operating the music system not be advertised as a deejay."

Since the ruling of the Board of Appeals, the site has undergone a series of different owners. During this time the entertainment use expanded beyond what was initially permitted to a venue that advertises deejays and has a dance floor in the basement level. In addition to requesting an expansion of hours of operation, the current owners are seeking to legalize this intensification by means of Planning Code Section 186.1 which enables the Planning Commission to approve the intensification of legally non-conforming uses.

- C. Exemption of Non-Conforming Uses in Neighborhood Commercial Districts.** Planning Code Section 186.1 enables the expansion and intensification of non-conforming uses in Neighborhood Commercial Districts by Conditional Use Authorization. Expansions may be considered so long as the use does not expand beyond the existing lot boundaries and the use does not expand upward above the story or stories which it lawfully occupies. Additionally, intensifications may be considered so long as the use does not result in a greater height, bulk or floor area ratio, less required rear yard or open space, or less required off-street parking space or loading space than permissible under the limitations set forth in the Planning Code for the district in which the use is located.

The Project seeks Conditional Use Authorization to both expand into the basement of the existing commercial unit and to intensify the use by extending its hours of operation. The lawfully non-conforming entertainment use will expand to the basement level and does not include any expansion to the existing building envelope. Additionally, the intensification does not result in physical changes and does not lessen any required open area or required parking facilities as required by the Planning Code. Therefore, the Project can seek Conditional Use authorization in combination with the authorization required to extend the hours pursuant to Planning Code Section 735.27.

- D. Hours of Operation.** Planning Code Section 735.27 requires Conditional Use authorization for any business within the South of Market NCT Zoning District that seeks hours of operation between 2AM and 6AM. The extension of hours for entertainment uses must also comply with Planning Code Section 303(c)(5) which mandates the activity's compliance with the San Francisco Noise Control Ordinance.

The existing bar and entertainment venue operates daily from 5:30PM to 2AM. The business is seeking Conditional Use authorization to extend their closing hours to 4AM on a daily basis. The

intent of the extended hours, seven days a week, is not to operate in that manner but to provide flexibility in booking various performers. The Project Sponsor has stressed that staying open till 4AM on a daily basis is not a sustainable business model. Furthermore, the business has been granted extended hours permits by the Entertainment Commission on four occasions, none of which resulted in complaints from neighbors or an observable decrease in public safety. The extended hours of the entertainment use and its expansion into the basement will comply with the applicable Conditions of Approval and the criteria of Section 303 as discussed below.

7. **Planning Code Section 303** establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use approval. On balance, the project does comply with said criteria in that:

- A. The proposed new uses and building, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable, and compatible with, the neighborhood or the community.

The site currently meets all Police Department soundproofing requirements; no physical changes will be made as a result of this proposal. Because the dance floor (the location of the proposed amplified entertainment) is located on the basement level (one story below grade) the noise impact of both the existing entertainment and the proposed entertainment is and will be minimized. Furthermore, Monarch is located on a corner lot, and thus has fewer abutting properties which could be negatively impacted by an intensification of the on-site activities. The closest residential units to the property are on opposite sides of 6th or Mission Streets which are heavily used transit and vehicular arteries at all hours. Furthermore "Good Neighbor" conditions will ensure that the operation is compatible with surrounding properties.

- B. The proposed project will not be detrimental to the health, safety, convenience or general welfare of persons residing or working in the vicinity. There are no features of the project that could be detrimental to the health, safety or convenience of those residing or working the area, in that:

- i. Nature of proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;

The site currently meets all Police Department soundproofing requirements; no physical changes will be made as a result of this proposal. Because the dance floor (the location of the proposed amplified entertainment) is located on the basement level (one story below grade) the noise impact of both the existing entertainment and the proposed entertainment is and will be minimized. Furthermore, Monarch is located on a corner lot, and thus has fewer abutting properties which could be negatively impacted by an intensification of the on-site activities. The closest residential units to the property are also on opposite sides of 6th or Mission Streets which are heavily used transit arteries at all hours.

- ii. The accessibility and traffic patterns for persons and vehicles, the type and volume of such traffic, and the adequacy of proposed off-street parking and loading;

The proposed activity will not significantly affect traffic patterns for persons or vehicles, as the use is currently operating. No increase in the size or capacity of the facility is proposed. The proposed extension of hours would occur at a time when pedestrian and vehicular traffic is minimal. This proposal may actually enhance pedestrian accessibility and pedestrian traffic patterns by the increased numbers of club patrons who will provide 'eyes on the street' at all hours, thus making Sixth and Mission Streets safe, and consequently more appealing, for pedestrian traffic.

- iii. The safeguards afforded to prevent noxious or offensive emissions such as noise, glare, dust and odor;

Noxious or offensive omissions will continue to be prevented through stringent Conditions of Approval. As discussed above, the facility currently meets all Police soundproofing requirements. Monarch's corner location, as well as the basement-level location of the dance floor also serve to minimize noise impacts.

- iv. Treatment given, as appropriate, to such aspects as landscaping, screening, open spaces, parking and loading areas, service areas, lighting and signs;

By allowing the facility to expand hours of operation, exterior lighting will remain active for a greater length of time and security personnel will have an extended presence in the area, ensuring greater safety. Furthermore, Conditions of Approval guarantee that any adverse impacts of increased patronage during after-hours operations will be mitigated both by litter removal, maintenance of the sidewalk, and signage requesting patrons be respectful of neighbors.

- C. That the use as proposed will comply with the applicable provisions of the Planning Code and will not adversely affect the General Plan.

The Project complies with all relevant requirements and standards of the Planning Code and is consistent with objectives and policies of the General Plan as detailed below.

- D. That the use as proposed would provide development that is in conformity with the stated purpose of the applicable Neighborhood Commercial District.

The proposed project is consistent with the stated purpose of the South of Market Neighborhood Commercial Transit District in that the expansion of the existing use will serve as a transition between the business and entertainment activities of the Downtown Commercial Districts to the East and the more moderate scale mixed use and residential districts to the West. Additionally, the existing entertainment use will continue to provide compatible convenience goods by means of performance and exhibition activities to the immediately surrounding neighborhood and the extended hours will promote safety along both 6th and Mission Streets.

- E. That any entertainment use open between two a.m. and six a.m. be adequately soundproofed or insulated for noise and operated so that incidental noise shall not be audible beyond the premises or in other sections of the building and fixed-source equipment noise shall not exceed the decibel levels specified in the San Francisco Noise Control Ordinance.

The cement walls provide sufficient dampening and there is a sound curtain under the staircase which prevents leaks from the basement's dance and performance space. Furthermore, the sound system is directional which eliminates sound bleed. Monarch has been operating since December 2011 without any noise complaints.

Crowd and line control is handled on the Mission Street side of the building, where there are no residential buildings within 500 feet. Lines are also rare, as the ground story bar accommodates patrons waiting to enter the basement level. Presently, at 2AM, when the patrons exit at once, Monarch's staff focuses on crowd control and assisting clients in leaving the area.

8. **General Plan Compliance.** The Project is, on balance, consistent with the following Objectives and Policies of the General Plan:

EAST SOMA (SOUTH OF MARKET) AREA PLAN

Objectives and Policies

OBJECTIVE 1.1

ENCOURAGE PRODUCTION OF HOUSING AND OTHER MIXED-USE DEVELOPMENT IN EAST SOMA WHILE MAINTAINING ITS EXISTING SPECIAL MIXED-USE CHARACTER.

Policy 1.1.9:

Require active commercial uses and encourage a more neighborhood commercial character along 4th and 6th Streets.

The intensification of the existing use will result in increased neighborhood livability in regards to a variety of quality of life issues. In particular, allowing the facility to operate until 4AM will provide more 'eyes on the street' and create a safer urban environment during a greater portion of the day. The 6th Street Corridor currently suffers from a lack of destination commercial establishments of any type. Drawing customers from within and beyond the immediate neighborhood, during regular or after-hours, will not only increase safety on public streets, but will also foster the gradual economic revitalization of the area.

OBJECTIVE 1.3

INSTITUTE FLEXIBLE "LEGAL NONCONFORMING USE" PROVISIONS TO ENSURE A CONTINUED MIX OF USES IN EAST SOMA.

Policy 1.3.1:

Continue existing legal nonconforming rules, which permit pre-existing establishments to remain legally even if they no longer conform to new zoning provisions, as long as the use was legally established in the first place.

Policy 1.3.2:

Recognize desirable existing uses in the former industrial areas which would no longer be permitted by the new zoning, and afford them appropriate opportunities to establish a continuing legal presence.

The nonconforming entertainment use was legally established and now seeks to expand into the basement, as well as extend the hours of operation. As previously mentioned, this intensification will not result in physical changes to the building or result in lessening any required open area or required parking facilities as required by the Planning Code.

COMMERCE AND INDUSTRY ELEMENT

Objectives and Policies

OBJECTIVE 1:

MANAGE ECONOMIC GROWTH AND CHANGE TO ENSURE ENHANCEMENT OF THE TOTAL CITY LIVING AND WORKING ENVIRONMENT.

Policy 1.1:

Encourage development which provides substantial net benefits and minimizes undesirable consequences. Discourage development which has substantial undesirable consequences that cannot be mitigated.

Policy 1.2:

Assure that all commercial and industrial uses meet minimum, reasonable performance standards.

Policy 1.3:

Locate commercial and industrial activities according to a generalized commercial and industrial land use plan.

Allowing the requested intensification of the existing entertainment use will allow for greater recreational and entertainment choices for those who live and work in the City. Conditions of Approval guarantee containment of any significant noise generated by the use during both regular and after-hours operation.

OBJECTIVE 2:

MAINTAIN AND ENHANCE A SOUND AND DIVERSE ECONOMIC BASE AND FISCAL STRUCTURE FOR THE CITY.

Policy 2.1:

Seek to retain existing commercial and industrial activity and to attract new such activity to the city.

Policy 2.3:

Maintain a favorably social and cultural climate in the city in order to enhance its attractiveness as a firm location.

The intensification of this establishment will create an improved social and cultural environment by providing expanded entertainment offerings in a transitional neighborhood. Furthermore, this approval will allow the economic growth of an established business, thus assisting in the gradual economic revitalization of the 6th Street Corridor. Finally, Conditions of Approval guarantee the Sponsor's participation in economic development that will not only ensure improved conditions at the subject property, but will also contribute to an enhanced commercial district.

OBJECTIVE 3:

PROVIDE EXPANDED EMPLOYMENT OPPORTUNITIES FOR CITY RESIDENTS, PARTICULARLY THE UNEMPLOYED AND ECONOMICALLY DISADVANTAGED.

Policy 3.1:

Promote the attraction, retention and expansion of commercial and industrial firms which provide employment improvement opportunities for unskilled and semi-skilled workers.

At present, Monarch has a total of 18 employees, both full and part time, all of whom are from the San Francisco area. While their overall number of staff will most likely not change, they will need to utilize the staff they have for longer periods of time due to the longer hours. In addition to the regular staff, Monarch also employs a security team of six members, several of whom live in the immediate 6th Street area.

OBJECTIVE 6:

MAINTAIN AND STRENGTHEN VIABLE NEIGHBORHOOD COMMERCIAL AREAS EASILY ACCESSIBLE TO CITY RESIDENTS.

Policy 6.1:

Ensure and encourage the retention and provision of neighborhood-serving goods and services in the City's neighborhood commercial districts, while recognizing and encouraging diversity among the Districts.

The retention of a commercial use at this site ensures the provision of a diversity of neighborhood-serving goods and services.

Policy 6.2:

Promote economically vital neighborhood commercial districts which foster small business enterprises and entrepreneurship and which are responsive to the economic and technological innovation in the marketplace and society.

The expansion of the entertainment use and extension of hours will contribute to the success of the present operation; however, it will also pull in new customers outside of the neighborhood and bring attention to the transition taking place along the 6th Street corridor. Associated noise will be insulated per the City's requirements and the associated Conditions of Approval. Furthermore, added security presence at this

intersection will assist in maintaining safe conditions in an area that can help build a safe pedestrian corridor between both sides of Market Street.

ARTS ELEMENT

Objectives and Policies

OBJECTIVE I-2:

INCREASE THE CONTRIBUTION OF THE ARTS TO THE ECONOMY OF SAN FRANCISCO.

Policy I-2.1:

Encourage and promote opportunities for the arts and artists to contribute to the economic development of San Francisco.

Policy I-2.2:

Continue to support and increase the promotion of the arts and arts activities throughout the City for the benefit of visitors, tourists, and residents.

The expansion of the existing entertainment use will enable the venue to provide a performance space on-site and provide more varied forms of music on a regular basis. This increase in use also enhances San Francisco's arts sector and supplies residents, tourists and visitors with a greater diversity of entertainment offerings.

OBJECTIVE VI-1:

SUPPORT THE CONTINUED DEVELOPMENT AND PRESERVATION OF ARTISTS' AND ARTS ORGANIZATIONS' SPACES.

Policy VI-1.2:

Support and expand programs directed at enabling arts organizations and artists to comply with City building and safety codes to rehabilitate arts spaces.

Policy VI-1.4:

Preserve existing performing spaces in San Francisco.

Policy VI-1.9:

Create opportunities for private developers to include arts spaces in private developments city-wide.

Policy VI-1.11

Identify, recognize and support existing arts clusters and wherever possible, encourage the development of clusters of arts facilities and arts related businesses through the city.

Combined, the expansion of the entertainment space and extension of hours will enable the current business to provide new opportunities for various entertainers. Additionally, the site is situated among many notable theatres and performance spaces. The extended hours will contribute to greater pedestrian

activity in the general vicinity, in addition to added security presence. And the added performance space in the basement is adequately soundproofed to minimize disruption to activities beyond the site and current operations.

9. **Planning Code Section 101.1(b)** establishes eight priority-planning policies and requires review of permits for consistency with said policies. On balance, the project does comply with said policies in that:

- A. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses be enhanced.

The site has provided an entertainment use in this neighborhood for a number of years, providing patronage for other neighborhood businesses. However, there would be no direct impact on the neighborhood serving retail uses as a result of this Conditional Use authorization.

- B. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods.

The Project will not change the existing housing or neighborhood character since it involves an existing nighttime entertainment use.

- C. That the City's supply of affordable housing be preserved and enhanced,

The Project will not affect the supply of affordable housing.

- D. That commuter traffic not impedes MUNI transit service or overburden our streets or neighborhood parking.

The Project will not impact traffic or create a higher demand for parking spaces than the existing use.

- E. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced.

The Project will not displace or alter any elements of the City's industrial or service sectors.

- F. That the City achieves the greatest possible preparedness to protect against injury and loss of life in an earthquake.

The proposed project will comply with the City Codes to achieve the proper preparedness in the event of an earthquake.

- G. That landmarks and historic buildings be preserved.

The project will allow the continued viability of an existing business which is located within a historically rated building, thus ensuring the continued use and maintenance of a historical resource which is located in a transitional neighborhood where other businesses may not succeed.

- H. That our parks and open space and their access to sunlight and vistas be protected from development.

The proposed project will not have a negative effect on existing parks and open space.

10. The Project is consistent with and would promote the general and specific purposes of the Code provided under Section 101.1(b) in that, as designed, the Project would contribute to the character and stability of the neighborhood and would constitute a beneficial development.
11. The Commission hereby finds that approval of the Conditional Use authorization would promote the health, safety and welfare of the City.

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **APPROVES Conditional Use Application No. 2011.1344C** subject to the following conditions attached hereto as "EXHIBIT A" in general conformance with plans on file, dated May 7, 2012, and stamped "EXHIBIT B", which is incorporated herein by reference as though fully set forth.

APPEAL AND EFFECTIVE DATE OF MOTION: Any aggrieved person may appeal this Conditional Use Authorization to the Board of Supervisors within thirty (30) days after the date of this Motion No. XXXXX. The effective date of this Motion shall be the date of this Motion if not appealed (After the 30-day period has expired) OR the date of the decision of the Board of Supervisors if appealed to the Board of Supervisors. For further information, please contact the Board of Supervisors at (415) 554-5184, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on June 28, 2012.

Linda D. Avery
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED:

EXHIBIT A

AUTHORIZATION

This authorization is for a conditional use to intensify an entertainment use (d.b.a. Monarch) located at 101 6th Street pursuant to Planning Code Section(s) 186.1 and 303 within the SoMa NCT (South of Market Neighborhood Commercial Transit) Zoning District and an 85-X Height and Bulk District and subject to conditions of approval reviewed and approved by the Commission on June 28, 2012 under Motion No. XXXXX. This authorization and the conditions contained herein run with the property and not with a particular Project Sponsor, business, or operator.

RECORDATION OF CONDITIONS OF APPROVAL

Prior to the issuance of the building permit or commencement of use for the Project the Zoning Administrator shall approve and order the recordation of a Notice in the Official Records of the Recorder of the City and County of San Francisco for the subject property. This Notice shall state that the project is subject to the conditions of approval contained herein and reviewed and approved by the Planning Commission on June 28, 2012, under Motion No. XXXXX.

PRINTING OF CONDITIONS OF APPROVAL ON PLANS

The conditions of approval under the 'Exhibit A' of this Planning Commission Motion No. XXXXX shall be reproduced on the Index Sheet of construction plans submitted with the Site or Building permit application for the Project. The Index Sheet of the construction plans shall reference to the Conditional Use authorization and any subsequent amendments or modifications.

SEVERABILITY

The Project shall comply with all applicable City codes and requirements. If any clause, sentence, section or any part of these conditions of approval is for any reason held to be invalid, such invalidity shall not affect or impair other remaining clauses, sentences, or sections of these conditions. This decision conveys no right to construct, or to receive a building permit. "Project Sponsor" shall include any subsequent responsible party.

CHANGES AND MODIFICATIONS

Changes to the approved plans may be approved administratively by the Zoning Administrator. Significant changes and modifications of conditions shall require Planning Commission approval of a new Conditional Use authorization.

Conditions of Approval, Compliance, Monitoring, and Reporting

PERFORMANCE

1. **Validity and Expiration.** The authorization and right vested by virtue of this action is valid for three years from the effective date of the Motion. A building permit from the Department of Building Inspection to construct the project and/or commence the approved use must be issued as this Conditional Use authorization is only an approval of the proposed project and conveys no independent right to construct the project or to commence the approved use. The Planning Commission may, in a public hearing, consider the revocation of the approvals granted if a site or building permit has not been obtained within three (3) years of the date of the Motion approving the Project. Once a site or building permit has been issued, construction must commence within the timeframe required by the Department of Building Inspection and be continued diligently to completion. The Commission may also consider revoking the approvals if a permit for the Project has been issued but is allowed to expire and more than three (3) years have passed since the Motion was approved.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org.

2. **Extension.** This authorization may be extended at the discretion of the Zoning Administrator only where failure to issue a permit by the Department of Building Inspection to perform said tenant improvements is caused by a delay by a local, State or Federal agency or by any appeal of the issuance of such permit(s).

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

MONITORING

3. **Enforcement.** Violation of any of the Planning Department conditions of approval contained in this Motion or of any other provisions of Planning Code applicable to this Project shall be subject to the enforcement procedures and administrative penalties set forth under Planning Code Section 176 or Section 176.1. The Planning Department may also refer the violation complaints to other city departments and agencies for appropriate enforcement action under their jurisdiction.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

4. **Revocation due to Violation of Conditions.** Should implementation of this Project result in complaints from interested property owners, residents, or commercial lessees which are not resolved by the Project Sponsor and found to be in violation of the Planning Code and/or the specific conditions of approval for the Project as set forth in Exhibit A of this Motion, the Zoning Administrator shall refer such complaints to the Commission, after which it may hold a public hearing on the matter to consider revocation of this authorization.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

OPERATION

5. **Garbage, Recycling, and Composting Receptacles.** Garbage, recycling, and compost containers shall be kept within the premises and hidden from public view, and placed outside only when being serviced by the disposal company. Trash shall be contained and disposed of pursuant to garbage and recycling receptacles guidelines set forth by the Department of Public Works.
For information about compliance, contact Bureau of Street Use and Mapping, Department of Public Works at 415-554-5810, <http://sfdpw.org>
6. **Sidewalk Maintenance.** The Project Sponsor shall maintain the main entrance to the building and all sidewalks abutting the subject property in a clean and sanitary condition in compliance with the Department of Public Works Streets and Sidewalk Maintenance Standards.
For information about compliance, contact Bureau of Street Use and Mapping, Department of Public Works, 415-695-2017, <http://sfdpw.org>
7. **Noise Control.** The premises shall be adequately soundproofed or insulated for noise and operated so that incidental noise shall not be audible beyond the premises or in other sections of the building and fixed-source equipment noise shall not exceed the decibel levels specified in the San Francisco Noise Control Ordinance.
*For information about compliance with the fixed mechanical objects such as rooftop air conditioning, restaurant ventilation systems, and motors and compressors with acceptable noise levels, contact the Environmental Health Section, Department of Public Health at (415) 252-3800, www.sfdph.org
For information about compliance with the construction noise, contact the Department of Building Inspection, 415-558-6570, www.sfdbi.org
For information about compliance with the amplified sound including music and television contact the Police Department at 415-553-1012 or 415-5530123, www.sf-police.org*
8. **Community Liaison.** Prior to issuance of a building permit to construct the project and implement the approved use, the Project Sponsor shall appoint a community liaison officer to deal with the issues of concern to owners and occupants of nearby properties. The Project Sponsor shall provide the Zoning Administrator with written notice of the name, business address, and telephone number of the community liaison. Should the contact information change, the Zoning Administrator shall be made aware of such change. The community liaison shall report to the Zoning Administrator what issues, if any, are of concern to the community and what issues have not been resolved by the Project Sponsor.
For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org
9. **Notices Posted at Bars and Entertainment Venues.** Notices urging patrons to leave the establishment and neighborhood in a quiet, peaceful, and orderly fashion and to not litter or block driveways in the neighborhood, shall be well-lit and prominently displayed at all entrances to and exits from the establishment.
For information about compliance, contact the Entertainment Commission, at 415 554-6678, www.sfgov.org/entertainment

10. **Other Entertainment.** The Other Entertainment shall be performed within the enclosed building only. The building shall be adequately soundproofed or insulated for noise and operated so that incidental noise shall not be audible beyond the premises or in other sections of the building and fixed-source equipment noise shall not exceed the decibel levels specified in the San Francisco Noise Control Ordinance. Bass and vibrations shall also be contained within the enclosed structure. The Project Sponsor shall obtain all necessary approvals from the Entertainment Commission prior to operation. The authorized entertainment use shall also comply with all of the conditions imposed by the Entertainment Commission.

For information about compliance, contact the Entertainment Commission, at 415 554-6678, www.sfgov.org/entertainment

11. **Lighting.** All Project lighting shall be directed onto the Project site and immediately surrounding sidewalk area only, and designed and managed so as not to be a nuisance to adjacent residents. Nighttime lighting shall be the minimum necessary to ensure safety, but shall in no case be directed so as to constitute a nuisance to any surrounding property.

For information about compliance, contact Code Enforcement, Planning Department at 415-575-6863, www.sf-planning.org

12. **Informational Presentation.** The Planning Department will conduct a public information hearing at the Planning Commission on the compliance of these Conditions of Approval six (9) months from the first day of extended hours. After this public information hearing and with the advice and input of the Planning Commission, the Zoning Administrator may extend or reduce the permitted hours of the entertainment activity.



SAN FRANCISCO
PLANNING
DEPARTMENT

CEQA Categorical Exemption Determination

Property Information/Project Description

PROJECT ADDRESS 101 6th Street	BLOCK/LOT(S) 3725/081
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CASE NO. 2011-1344C	PERMIT NO.	PLANS DATED 5/7/12
------------------------	------------	-----------------------

- Addition/ Alteration (detailed below) Demolition (requires HRER if over 50 years old) New Construction

STEP 1 EXEMPTION CLASS

- Class 1: Existing Facilities**
Interior and exterior alterations; additions under 10,000 sq.ft.; change of use if principally permitted or with a CU.
- Class 3: New Construction**
Up to three (3) single family residences; six (6) dwelling units in one building; commercial/office structures under 10,000 sq.ft.; accessory structures; utility extensions.

NOTE:
If neither class applies, an *Environmental Evaluation Application* is required.

STEP 2 CEQA IMPACTS (To be completed by Project Planner)

If ANY box is initialed below an *Environmental Evaluation Application* is required.

_____ **Transportation:** Does the project create six (6) or more net new parking spaces or residential units? Does the project have the potential to adversely affect transit, pedestrian and/or bicycle safety (hazards) or the adequacy of nearby transit, pedestrian and/or bicycle facilities?

_____ **Air Quality:** Would the project add new sensitive receptors (specifically, schools, colleges, universities, day care facilities, hospitals, residential dwellings [subject to Article 38 of the Health Code], and senior-care facilities)?

_____ **Hazardous Materials:** Would the project involve 1) change of use (including tenant improvements) and/or 2) soil disturbance; on a site with a former gas station, auto repair, dry cleaners, or heavy manufacturing use, or on a site with underground storage tanks?
Phase I Environmental Site Assessment required for CEQA clearance (E.P. initials required)

_____ **Soil Disturbance/Modification:** Would the project result in the soil disturbance/modification greater than two (2) feet below grade in an archeological sensitive area or eight (8) feet in non-archeological sensitive areas?
Refer to: EP ArcMap > CEQA CatEx Determination Layers > Archeological Sensitive Areas

_____ **Noise:** Does the project include new noise-sensitive receptors (schools, colleges, universities, day care facilities, hospitals, residential dwellings, and senior-care facilities) fronting roadways located in the noise mitigation area?
Refer to: EP ArcMap > CEQA CatEx Determination Layers > Noise Mitigation Area

_____ **Subdivision/Lot-Line Adjustment:** Does the project site involve a subdivision or lot-line adjustment on a lot with a slope of 20% or more?
Refer to: EP ArcMap > CEQA CatEx Determination Layers > Topography

NOTE:
Project Planner must initial box below before proceeding to Step 3.

Project Can Proceed With Categorical Exemption Review.

The project does not trigger any of the CEQA Impacts and can proceed with categorical exemption review.

GO TO STEP 3

BB

STEP 3 PROPERTY STATUS - HISTORICAL RESOURCE

Property is one of the following: (Refer to: San Francisco Property Information Map)

- Category A: Known Historical Resource** **GO TO STEP 5**
- Category B: Potential Historical Resource** (over 50 years of age) **GO TO STEP 4**
- Category C: Not a Historical Resource or Not Age Eligible** (under 50 years of age) **GO TO STEP 6**

STEP 4 PROPOSED WORK CHECKLIST (To be completed by Project Planner)

If condition applies, please initial.

- BB 1. **Change of Use and New Construction** (tenant improvements not included).
Expansion of use
- BB 2. **Interior alterations/interior tenant improvements.** Note: Publicly-accessible spaces (i.e. lobby, auditorium, or sanctuary) require preservation planner review.
- _____ 3. **Regular maintenance and repair** to correct or repair deterioration, decay, or damage to the building.
- _____ 4. **Window replacement** that meets the Department's *Window Replacement Standards* (does not include storefront window alterations).
- _____ 5. **Garage work**, specifically, a new opening that meets the *Guidelines for Adding Garages and Curb Cuts*, and/or replacement of garage door in an existing opening.
- _____ 6. **Deck, terrace construction, or fences** that are not visible from any immediately adjacent public right-of-way.
- _____ 7. **Mechanical equipment installation** not visible from any immediately adjacent public right-of-way.
- _____ 8. **Dormer installation** that meets the requirements for exemption from public notification under *Zoning Administrator Bulletin: Dormer Windows*.
- _____ 9. **Additions** that are not visible from any immediately adjacent public right-of-way for 150' in each direction; does not extend vertically beyond the floor level of the top story of the structure or is only a single story in height; does not have a footprint that is more than 50% larger than that of the original building; and does not cause the removal of architectural significant roofing features.

NOTE:
Project Planner must check box below before proceeding.

- Project is not listed:
GO TO STEP 5
- Project does not conform to the scopes of work:
GO TO STEP 5
- Project involves 4 or more work descriptions:
GO TO STEP 5
- Project involves less than 4 work descriptions:
GO TO STEP 6

STEP 5 CEQA IMPACTS - ADVANCED HISTORICAL REVIEW (To be completed by Preservation Planner)

If condition applies, please initial.

- _____ 1. Project involves a **Known Historical Resource (CEQA Category A)** as determined by Step 3 and conforms entirely to Scope of Work Descriptions listed in Step 4. (Please initial scopes of work in STEP 4 that apply.)
- _____ 2. **Interior alterations to publicly-accessible spaces.**

3. **Window replacement** of original/historic windows that are not "in-kind" but are consistent with existing historic character.

4. **Façade/storefront alterations** that do not remove, alter, or obscure character-defining features.

5. **Raising the building** in a manner that does not remove, alter, or obscure character-defining features.

6. **Restoration** based upon documented evidence of a building's historic condition, such as historic photographs, plans, physical evidence, or similar buildings.

7. **Addition(s)**, including mechanical equipment that are minimally visible from a public right of way and meets the *Secretary of the Interior's Standards for Rehabilitation*.

8. **Other work consistent with the Secretary of the Interior Standards for the Treatment of Historic Properties**

Specify:

* 9. **Reclassification of property status to Category C.**

a. Per Environmental Evaluation, dated:

* Attach Historic Resource Evaluation Report

b. Other, please specify:

* Requires initial by Senior Preservation Planner / Preservation Coordinator

NOTE:

If ANY box is initialed in STEP 5, Preservation Planner MUST review & initial below.

Further Environmental Review Required.

Based on the information provided, the project requires an *Environmental Evaluation Application* to be submitted.

GO TO STEP 6

Preservation Planner Initials

Project Can Proceed With Categorical Exemption Review.

The project has been reviewed by the Preservation Planner and can proceed with categorical exemption review.

GO TO STEP 6

Preservation Planner Initials

STEP 6 CATEGORICAL EXEMPTION DETERMINATION (To be completed by Project Planner)

Further Environmental Review Required.
Proposed Project does not meet scopes of work in either:

(check all that apply)

- Step 2 (CEQA Impacts) or
- Step 5 (Advanced Historical Review)

STOP!

Must file *Environmental Evaluation Application*.

No Further Environmental Review Required. Project is categorically exempt under CEQA.

Brittany Bendix
Planner's Signature
Brittany Bendix
Print Name

6/5/12
Date

Once signed and dated, this document constitutes a categorical exemption pursuant to CEQA Guidelines and Chapter 31 of the Administrative Code.

December 20, 2011

Mr. Christopher Smith, Managing Partner
Monarch
101 Sixth Street
San Francisco, CA 94103

Re: Support for Monarch's Extended Hours Permit Application

Dear Mr. Smith:

This letter is to put in writing what we discussed at our last two board meetings, i.e., offering a letter of support for your business' application for a conditional use permit for extended hours until 4 am daily.

Even though your business does not fall within the boundaries of the Central Market Community Benefit District (CBD), it is a very close neighbor nonetheless. The issues that plague businesses in this area are common to us all.

We are grateful to see the improvements you have already made at 101 – 6th Street, including fresh paint, a mural, lighting, security, and surveillance cameras. We believe that having additional eyes and ears at Sixth and Mission Streets will help deter criminal activity.

We agree that for your business plan to make financial sense you need to stay open daily until 4 am. The extended hours will allow Monarch to be competitive in booking international artists for events that go beyond 2 am. Having extended hours will allow patrons to slowly trickle out of the venue in small groups, which is much better for the neighborhood and for safety. We understand, of course, that you are not allowed to serve alcohol after 2 am but will continue serving soft drinks and providing your patrons with entertainment.

Given all of the foregoing, please accept this as a letter of support on behalf of the Central Market Community Benefit District.

Sincerely,



Daniel Hurtado
Executive Director
Central Market Community Benefit District



6-6-2012

Re: Monarch Bar/Club 101 Sixth Street
Case Number: 2011.1344

Dear San Francisco Planning Commission-

It's with great pleasure that the Community Leadership Alliance offers its support of the Monarch Club's application to you for an after/extended hours permit. The good folks of Monarch have demonstrated a genuine-high regard for community, and the city that they have chosen to do business. They have made safety and security their top priority at their sixth-Mission streets business.

In addition, this entertainment venue has in a most significant way, contributed to the revitalization of the sixth street corridor. It makes perfect sense on a safety standpoint to have late night club crowds to disperse in smaller numbers, as opposed to forcing large crowds of club patrons out in to the streets at one time. This is a tried-and-true method of mitigating noise, crowds, and petty crimes.

We respectfully urge the commission to support, and to approve the Monarch's application for an after/extended hours permit.

Sincerely

David J. Villa-Lobos

David J. Villa-Lobos, Executive Director
www.communityleadershipalliance.net
415-921-4192

somba South of Market Business Association

1083 Mission Street, 2nd Floor • San Francisco, CA 94103 • www.sfsomba.org

Phone: 415.553.4433 x 115 • Fax: 415.553.4434 • e-mail: info@sfsomba.com

February 29, 2012

San Francisco Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Re: Conditional Use Permit Application for Monarch at 101 – 6th Street

Dear Planning Commissioners:

We are excited to have Monarch at the corner of 6th and Mission. Monarch is a beacon of light playing a key role in the transformation of the area. Businesses like Monarch are pioneers for real change who will ultimately attract new restaurants and shops to the 6th Street corridor.

In a very short time Monarch has made significant improvements to the corner of 6th and Mission, including new lighting, fresh paint and surveillance cameras. The presence of Monarch's security team outside of the establishment has brought a sense of safety and order to the area.

In order for Monarch to be competitive in the nightlife marketplace, the venue requires an extended hours license. This will allow Monarch to effectively compete with other venues across the city, many of which are vying for the same talent bookings.

We urge the Planning Commission to support Monarch's request for extended hours in order to ensure the success of their business model. Monarch needs every advantage it can get to enable the business to compete, and ultimately remain a positive force for the neighboring area.

Sincerely,



Henry Karnilowicz
President



Date: 5.15.12

Mr. Christopher Smith, Managing Partner
Monarch
101 Sixth Street
San Francisco, CA 94103

Re: Support for Monarch's Extended Hours

To Whom It May Concern:

We are excited to have Monarch as a neighbor on the corner of 6th and Mission Street. Businesses like Monarch are pioneers for real change who will ultimately attract new restaurants and shops to the 6th Street corridor.

In a short time Monarch has made significant improvements to the corner of 6th and Mission, including new lighting, fresh paint and surveillance cameras. The presence of Monarch's security team outside of the establishment has brought a sense of safety and order to the area.

In order for Monarch to be competitive in the nightlife marketplace, the venue requires an extended hours license. This will allow Monarch to effectively compete with other venues across the city, many of which are vying for the same talent bookings.

We urge the Planning Commission to support Monarch's request for extended hours, in order to ensure the success of their business model. Monarch needs every advantage it can get to enable the business to compete, and ultimately remain a positive force for the neighboring area.

Sincerely,

A handwritten signature in black ink, appearing to read 'Matt Semmelhack', written in a cursive style.

Matt Semmelhack
Owner, Manager
AQ Restaurant & Bar
1085 Mission Street SF, CA 94103



May 24, 2012

San Francisco Planning Commission
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Re: Conditional Use Permit application for Monarch-101 6th Street

Dear Planning Commissioners:

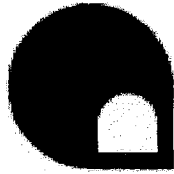
I am writing this letter in support of Monarch's request for an extended hours permit for their club. It is important for them to be able to compete fairly with other businesses offering entertainment and to hold special events. It would also allow for a gradual exit for their patrons rather than a sudden surge at 2:00 AM.

They have done a fantastic job remodeling the building they are in and are responsible business owners providing security at all times during opening hours. The property has security cameras and is well lighted. They are a great addition to this neighborhood and one more step in the right direction. The neighborhood is definitely in transition and I believe with careful planning and the right decisions this area can become a destination neighborhood. It already has theatre, museums, art galleries and new restaurants and clubs. I urge you to approve their request for extended hours to help ensure their success.

Respectfully,

A handwritten signature in black ink that reads "Kurt Abney". The signature is written in a cursive, flowing style.

Kurt Abney
Dottie's True Blue Café
28 6th Street
San Francisco, CA 94103



**GRAY AREA
FOUNDATION
FOR THE ARTS**

Date: May 13th, 2012

San Francisco Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Re: Conditional Use Permit Application for Monarch at 101 - 6th Street

Dear Planning Commissioners:

Gray Area Foundation for the Arts is very pleased to have Monarch open at the corner of 6th and Mission. Monarch is a wonderful new establishment playing a key role in the transformation of the Mid-Market area. New businesses like Monarch are helping create real change and will ultimately attract additional restaurants and shops to the 6th Street corridor.

Since its opening several months ago Monarch has made significant improvements to the corner of 6th and Mission, including new lighting, fresh paint and surveillance cameras. The presence of Monarch's security team outside of the establishment has brought a sense of safety and order to the area.

In order for Monarch to be competitive in the nightlife marketplace, the venue requires an extended hours license. This will allow Monarch to effectively compete with other venues across the city, many of which are vying for the same talent bookings.

We urge the Planning Commission to support Monarch's request for extended hours in order to ensure the success of their business model. Monarch needs every advantage it can get to enable the business to compete, and ultimately remain a positive force for the neighboring area.

Sincerely,

Melissa Wilson
Director of Special Projects



444 JESSIE STREET | SAN FRANCISCO, CA 94103
T 415.625.8880 | F 415.625.8887 | MEZZANINESF.COM

Date: 5.22.12

San Francisco Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Re: Conditional Use Permit Application for Monarch at 101 - 6th Street

Dear Planning Commissioners:

We are excited to have Monarch at the corner of 6th and Mission. Monarch is a beacon of light playing a key role in the transformation of the area. Businesses like Monarch are pioneers for real change who will ultimately attract new restaurants and shops to the 6th Street corridor.

In a very short time Monarch has made significant improvements to the corner of 6th and Mission, including new lighting, fresh paint and surveillance cameras. The presence of Monarch's security team outside of the establishment has brought a sense of safety and order to the area.

In order for Monarch to be competitive in the nightlife marketplace, the venue requires an extended hours' license.

Since Mezzanine already has an extended hours' license around the corner, Monarch having one as well will help keep our neighborhood a safe and vibrant area in the city for those who want to stay out. (Also, keeping customers in one area if they want a choice of venues to go to late-night)

We urge the Planning Commission to support Monarch's request for extended hours in order to ensure the success of their business model and remain a positive force for the neighboring area.

Sincerely,

A handwritten signature in black ink, appearing to read "Deborah Jackman".

Deborah Jackman

General Manager, Mezzanine
444 Jessie Street
SF, CA 94103

Date: May 14, 2012



San Francisco Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Re: Conditional Use Permit Application for Monarch at 101 – 6th Street

Dear Planning Commissioners:

We are very happy to have Monarch as a new neighbor on 6th Street. They've done amazing work improving both their façade and their space in general. It's also been a pleasure to meet the owners and staff. As a whole, they're bright, energetic and committed to running a respectable business here on 6th Street, a historically blighted area being transformed by the hard work of several new businesses like Monarch doing business on 6th Street.

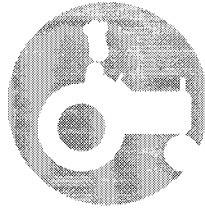
As you know, Monarch is applying for an extended hour license. The license is very important to Monarch's success for a variety of reasons. The license will enable direct and fair competition with like businesses able to stay open until 4am in San Francisco, help to ease what is currently one large outflow of people at 2am and bring additional revenue to the business. Extra revenue that is necessary for a business like Monarch dealing with challenges on 6th Street that business elsewhere simply do not have to concern themselves with.

Monarch's success not only positively impacts their section of the 6th Street corridor, but the block as a whole. We support Monarch and urge the Planning Commission to support Monarch's request for extended hours

Sincerely,

A handwritten signature in black ink, appearing to read "CN", is written over a light blue horizontal line.

Christian Noto, Principal
Split Pea Seduction



Small Potatoes
Catering & Events

May 9, 2012

San Francisco Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Re: Conditional Use Permit Application for Monarch at 101 – 6th Street

Dear Planning Commissioners:

We are excited to have Monarch at the corner of 6th and Mission. Monarch is a beacon of light playing a key role in the transformation of the area. Businesses like Monarch are pioneers for real change who will ultimately attract new restaurants and shops to the 6th Street corridor.

In a very short time Monarch has made significant improvements to the corner of 6th and Mission, including new lighting, fresh paint and surveillance cameras. The presence of Monarch's security team outside of the establishment has brought a sense of safety and order to the area.

In order for Monarch to be competitive in the nightlife marketplace, the venue requires an extended hours license. This will allow Monarch to effectively compete with other venues across the city, many of which are vying for the same talent bookings.

We urge the Planning Commission to support Monarch's request for extended hours in order to ensure the success of their business model. Monarch needs every advantage it can get to enable the business to compete, and ultimately remain a positive force for the neighboring area.

Regards,

Michael & Elaine Jennings
Small Potatoes Catering & Events, Inc.
35 Sixth Street
San Francisco CA 94103

The Shree Hotel

San Francisco

San Francisco Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Re: Conditional Use Permit Application for Monarch at 101 - 6th Street

Dear Planning Commissioners:

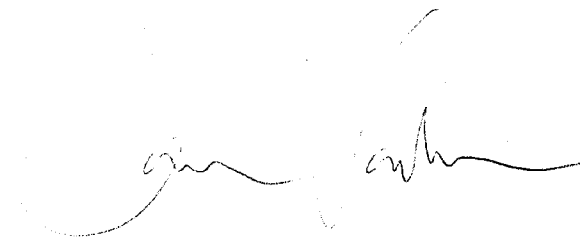
Monarch has made significant improvements to the corner of 6th and Mission, including new lighting, fresh paint and surveillance cameras. The presence of Monarch's security team outside of the establishment has brought a sense of safety and order to the area.

When the building at 6th and Mission was called "ultra lounge room", there were problems almost every weekend. I have personally noticed that the customer base is different. I've also noticed the atmosphere is much nicer. It is nice having Monarch as an inspiration of what the right people can do if they really want to help change the area.

I feel that Monarch has proven it can run venues without any problem. Thus, I feel that giving them an extended hour's license will not only help them, but will help the other buenessess in the neighborhood.

I urge the Planning Commission to support Monarch's request for extended hours

Sincerely,



Craig Carlos-Valentino
Manager: Shree Hotel



ABD6 Executive Committee Meeting Minutes with Monarch on 6-20-12

ABD SIX

to:

Brittany Bendix, Christopher Smith

06/21/2012 11:24 AM

Cc:

Stefano Cassolato, Marsha Garland

Show Details

Christopher or Todd: If you feel we left anything out in these minutes please let me know. -Michael Nulty

Alliance for a Better District 6

Executive Committee Meeting

Wednesday, June 20th @ 3:30PM

230 Eddy Street, Tenant Office

Draft Meeting Minutes

Meeting to discuss and mitigate community concerns regarding: 101 6th Street - southeast corner of the intersection of 6th and Mission Streets, Lot 081 in Assessor's Block 3725 - Request for Conditional Use Authorization under Planning Code Sections 186.1 and 303 to intensify a non-conforming entertainment use (d.b.a. Monarch). The proposal will expand the entertainment use to the basement of the approximately 3,111 square-foot bar and extend hours of operation for both the bar and entertainment use from 2AM to 4AM daily.

In Attendance: Todd Cortell, Christopher Smith, Susan Bryan, Marvis Phillips, and Michael Nulty (Chaired the meeting)

1) Reviewed Security Plan and requested that certain updates be implemented. JSP Security & Protection and their new head of Security Harold Johnson will forward at a latter time a complete version of their Security Plan protocols. Michael Nulty is it furnish Christopher Smith with a copy of King of Thai Noodle House Security Plan by e-mail so Monarch has additional information on procedures they may wish to adopt into their security plan. Marvis Phillips gave his thoughts on what provision would be helpful.

- 2) Reviewed all existing conditions and policies already in place that Monarch needs to compile with. Some pictures were provided documenting recent lapses in safety. Monarch owners expressed that their staff does their best to compile with all conditions. And they want to hear from the community when situations arise so they can address them.

- 3) Reviewed signage to post both inside and outside of venue: No Smoking by entrance, No Loitering, and Notice urging patrons to leave the establishment and neighborhood in a quiet, peaceful, and orderly fashion and not to litter or block driveways in the neighborhood that is required by the entertainment commission. Marvis Phillips ran down the how to acquire them or what they need to say. And Monarch commented on where each sign should be posted.

- 4) Marvis discussed his support for the for Conditional Use Authorization. And all parties expressed their support.

- 5) After some discussion Marvis finally agreed to allow the extended after hours of operation for both the bar and entertainment use from on Thursdays, Fridays, Saturdays, and Sundays after hours from 2AM to 4AM. Michael Nulty added that he would support that if it also included that Monarch serve "complimentary" bar snacks be served to patrons during the after hours. Everyone was in agreement.

- 6) Monarch agreed to consider a nine month waiting period before seeking the remaining days of Mondays, Tuesdays and Wednesdays, after hours from 2AM to 4AM with a proviso that those days be granted extended hours only if there are no incidents or reports to the police department within the said nine month period. This period is to be followed with input from various community groups and with a memo from the San Francisco Police Department, Southern District, to the San Francisco Planning Commission that Monarch, the project sponsor, has met all requirements.

- 7) We asked Monarch to consider what possible changes could be made to have visibly marked security uniforms. They agreed to consult with their security contractor JSP Security & Protection.

- 8) Marvis wanted Monarch to be consider reviewing Disability Access Codes and become compliant. Marvis gave some suggestions and asked Monarch to follow-up with the city planner for more information.

- 9) Everyone seemed happy to share their ideas and concerns and wanted everything to move forward. Monarch and community members present agreed to continue to work together for a

least the next 5 years. And Monarch also agreed to maintain its current Benefactor Membership with the Alliance for a Better District 6 for the next 5 years. Monarch wants to hear more about Alliance for a Better District 6.

10) Meeting Adjourned.

Michael Nulty

Executive Director

ALLIANCE FOR A BETTER DISTRICT 6
P.O. Box 420782; San Francisco, CA 94142-0782
(415) 820-1560 Voice / (415) 820-1565 Fax

<http://allianceforabetterdistrict6.blogspot.com/>

<http://groups.yahoo.com/group/District6inSF>

<http://womenoftheyear.cfsites.org/>

To incorporate the interests of District 6's low income households onto San Francisco public, social and land use policy.

<http://www.linkedin.com/in/michaelnulty>

<http://www.facebook.com/michael.nulty>

<http://twitter.com/sfdistrict6>

<http://sfdistrict6.slide.com>



Re: Fwd: Conditional Use request of 101 6th Street (Monarch)
Tenants Unite
to:
Christopher Smith
06/20/2012 09:33 PM
Cc:
brittany.bendix
Show Details

1 Attachment



--static--bg_starsblue_1.gif

Mr. Smith:

We (Tenants Unite) your neighbors want to encourage our permitting entities to guide new businesses like Monarch to have all of the necessary operational tools to succeed.

It seems in your case some critical tools were not mentioned or were not being considered as part of you operating model.

And it took community activists to intervene to avoid further mishaps. We are grateful for allowing us work out our concerns.

At this point we understand a compromise was work out. And fully support those terms.

A) Update Security Plan

B) Clearly indentified Security personal

C) Post of Sign: No Loitering, No Smoking, and Notice urging patrons to leave the establishment and neighborhood in a quiet, peaceful, and orderly fashion and not to litter or block driveways in the neighborhood.

D) To look into suggested Disability Access Codes and become compliant

E) Allow Thursday, Friday, Saturday, and Sunday after hours from 2AM to 4AM

F) During after hours from 2AM to 4AM that "complimentary" bar snacks be served to patrons.

G) To allow the Conditional Use Request

H) To have a 9 month trial period then revisit

To adhere to all existing conditions and policies already in place.

Just wanted to add a special thank you to the our community partners at the Alliance for a Better District 6 who volunteered their time to work with all those concerned.

Sincerely,

Kevin Monroe

Tenants Unite

-- On Fri, 6/8/12, Christopher Smith <chris@monarchsf.com> wrote:

From: Christopher Smith <chris@monarchsf.com>
Subject: Fwd: Conditional Use request of 101 6th Street (Monarch)
To: tenantsunite@yahoo.com
Date: Friday, June 8, 2012, 12:47 PM

Dear Kevin:

Thank you for your recent letter concerning our proposed conditional use permit hearing for extended hours at Monarch, 101 – 6th Street. As you are no doubt aware, this item has been continued until June 28, 2012.

After carefully reviewing your letter, my partners and I would like to ask if you could support extended hours being granted for Thursdays, Fridays, Saturdays and Sundays. Those days are the important days for the sustainability of our business model.

As to the remaining days of Mondays, Tuesdays and Wednesdays, would you be willing to consider a six month waiting period with a proviso that those days be granted extended hours only if there are no incidents or reports to the police department within the said six month period. This period is to be followed with input from your community group and with a memo from the San Francisco Police Department, Southern District, to the San Francisco Planning Commission that Monarch, the project sponsor, has met all requirements.

We thank you for your time and consideration.

Sincerely,

Christopher Smith

CHRISTOPHER SMITH

MANAGING PARTNER / MONARCH

////////////////////////////////////
101 6TH STREET
San Francisco, CA 94103
////////////////////////////////////
cell: 415.846.1503
chris@om-records.com

From: Tenants Unite <tenantsunite@yahoo.com>
To: brittany_bendix@sfgov.org
Date: 06/05/2012 03:59 PM
Subject: RE: Conditional Use request of 101 6th Street (Monarch)

San Francisco Planning Department

Planner Brittany Bendix

1650 Mission Street, Suite 400

San Francisco, CA 94102

RE: Conditional Use request of 101 6th Street (Monarch)

Brittany Bendix:

We have concerns about a fairly new venue that has been operating as a bar and night club.

First, the actual public entrance to Monarch is on Mission Street which is confusing when the public receives a Notice of Hearing from the Planning Department.

Second, a quick review of Monarch perimeter on June 4th shows no outside cameras installed. Which causes us grave concern for the safety of current and future patrons.

Third, we must strongly protest a request for 7 days a week extended hours of operation for both the bar and the entertainment use from 2AM to 4AM. Because this neighborhood is a high density neighborhood it seems like 2-3 days a week and holidays would be acceptable.

We look forward in hearing what the planning department and commission does in mitigating our fellow neighbors concerns.

Tenants Unite actively supports the plight of low-income residents for many years and continues to do so.

Kevin Monroe

cc: Planning Division

Tenants Unite

**Tenant Associations Coalition
of San Francisco**

(TAC)

P. O. Box 420846
San Francisco, CA 94142-0846

Phone: (415) 339-8327

tac_s_f@yahoo.com

TenantAssociationsCoalition

@Yahoogroups.com

<http://10thanniversarytac.blogspot.com/>

<http://tenantassociationscoalition.blogspot.com/>

June 19, 2012

San Francisco Planning Department
Planner Brittany Bendix
1650 Mission Street, Suite 400
San Francisco, CA 94102-2479

RE: Case No. 2011.1344C 101 6th Street (Monarch)

Dear Ms Bendix:

The Tenant Associations Coalition of San Francisco (TAC) held a special meeting of resident stakeholders after hearing a presentation from Monarch on June 12th. Many of our concerns were talked about. We still have public safety and security concerns. We now support Monarch 4-day (Thurs, Fri, Sat, Sun) after hours permit compromise for Monarch nightclub. TAC also voted to support the expansion of the non-conforming entertainment use conditional use permit. We want Monarch to: succeed, continue reaching out to fellow community members, and maintain a positive entertainment destination TAC will continue to improve community relations for all involve.

If there are any questions about this letter we can be reached at (415) 339-8327.

Sincerely,

Susan Bryan

Susan Bryan

cc: Planning Department
Coalition Members
File

Coalition Members

Representatives affiliated with

205 Jones Apartments
381 Turk Street
Alder Hotel
Alexander Tenants Association, Inc.
Alliance For A Better District 6
Altamont
Ambassador Hotel
Antonia Manor
Baldwin House Hotel
Bayanihan House
Blackstone Apartments
Cadillac Hotel
Cambridge
Canon Kip Community House
Coatrice Ploite
Cecil Williams Housing
Central Towers
Civic Center Residence
Conard House
Crescent Manor
Dalt Residence
Desmond Hotel
Derek Silva Community
Donnelly Hotel
Dorothy Day Community
Franciscan Towers
Hamlin Hotel
Henry Hotel
Herald Apartments
Hillsdale Hotel
Hurley Hotel
Iroquois Residence Tenant Council
Jefferson Hotel
Havell Hotel
La Nain Hotel
Leland Apartments
Lyric
Manor Advocates
Maria Manor
Marina Cove Apartments
Market Heights Apartments
Marlton Manor Tenants Association, Inc.
Mission Hotel
Oaktree Hotel
Pacific Bay Inn
Padre Apartments
Parkview Hotel
Peter Claver Community
Ritz Hotel
San Cristina Residence
Senator Hotel
Seneca Hotel
Shoreview Residents Associations, Inc.
Silvercrest Residence
South Park Residence
Sunnyside Hotel
Supportive Housing Network
The Knox
The Rose
Warfield Hotel
Washburn Residence
Winsor Hotel
(Partial List)



Case No. 2011.1344C 101 6th Street (Monarch) Conditional Use Request
TL Summit II

to:

planning, cwu.planning, wordweaver21, plangsf, rm, mooreurban, hs.commish
06/06/2012 11:45 AM

Cc:

Brittany.Bendix

Show Details

History: This message has been replied to and forwarded.

June 6, 2012

San Francisco Planning Department & Commission

Planner Brittany Bendix

1650 Mission Street, Suite 400

San Francisco , CA 94102-2479

RE: Case No. 2011.1344C 101 6th Street (Monarch) Conditional Use Request

Brittany Bendix and Commissioners:

The TL SUMMIT Coordinating Council members met at the request of neighborhood activists to review concerns being requested by Monarch at 101 6th Street .

Several concerns around public safety were expressed including: noise abatement, traffic, pedestrian safety, and outside loitering and harassing of Monarch customers while waiting to enter or exist the Bar/Night Club.

We insist that be some sort of **respect the community** by patrons be posted.

Other concerns of not knowing what security measures has Monarch management created to control both inside and outside.



Changes requested by 101 Sixth Street
solarite

to:

Brittany.Bendix, planning, cwu.planning, wordweaver21, plangsf, rm, mooreurban,
hs.commish

06/06/2012 03:44 PM

Show Details

History: This message has been replied to.

Dear San Francisco Planning Commissioners:

I understand there will be a hearing to discuss the changes to 101 Sixth Street venue.

It seems to me that doubling the size of a bar will impact the quality of life in our neighborhood especially when the owners are requesting to operate longer hours also.

I can not support giving both to 101 Sixth Street. Certain restrictions need to be imposed to balance everyone concerns including mind and my neighbors who do not have access to the internet.

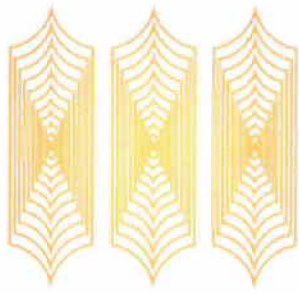
If you approve a larger capacity bar, then you need to restrict the hours of operation.

Our neighborhood does not need more problems during early morning hours. No matter how much security and safety measures are taken it is all most impossible to control a large crowd of people...just look at what happen in the Mission recently when the business storefronts were destroyed by protesters.

Because of scheduling conflicts I will not be able to attend the hearing. Instead I am writing this correspondence in the hopes that it reaches the decision-makers.

Mary Snyder

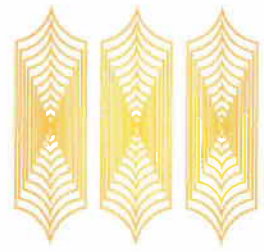
Resident



MONARCH

101 6TH STREET
SAN FRANCISCO





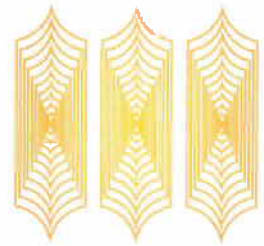
MONARCH



Before



After



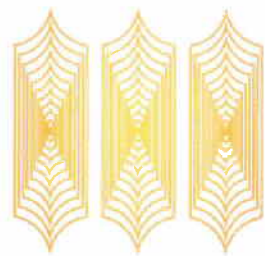
MONARCH



Before



After



MONARCH

Press Highlights



Winner "Best Small Club"

California Music and Culture Association Awards 2012



Winner "Best Sound System"

SF Weekly Awards 2012



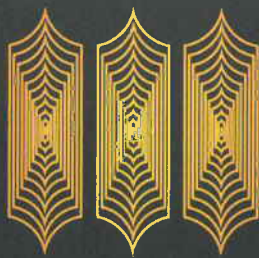
"Monarch is having an impact on the revival of 6th Street, and on SF nightlife as a whole"

URBANDADDY

"...a great addition to the 6th Street area, which is in dire need of new bars and restaurants."



"...a more civilized vibe than the former tenants in the space, with more of a cocktail focus."



MONARCH

Nominated for Best Design - CMAC 2012 Awards

APRIL 16 2012
ONE NATION UNDERGROUND

FRIDAY FEBRUARY 3
MONARCH PRESENTS
TROY PIERCE
M-MUSIC ITEMS & THINGS-BEGLIN
DEAD SEAL
NO. 19 CROSSTOWN REBELS-SF
SAFWORD
DESSOUS BAD ANIMAL PASO-SF
MONARCH - 101 SIXTH ST. SF
\$15 DOOR \$10 ADVANCE TICKETS AT
WWW.MONARCHSF.COM

FRIDAY MARCH 2, 2012
FRANCOIS K
WAVE MUSIC, DEEP SPACE / NYC
GALEN
SUMMIT MUSIC CENTER BLOSSOM
JASON KENDIG
MONEY GUNDSYSTEM MO INTL
DISCO LOUNGE
MIKE BEE **JP SOUL**
TRIPLE OVERCAST DUBM RECORDINGS
CHAD MITCHELL
BOAM RECORDINGS

MAYA JAMES COLES
MACEDO COLES
PLEX
BRIAN BEJARANO
LISISON

THURSDAY APRIL 5
HABITS

TIEFSCHWARZ

SATURDAY APRIL 7 2012
DEEP BLUE PRESENTS CLUB BAD FEATURING
TIEFSCHWARZ
BASTI / SOUVENIR-MUSIC.COM
ROOB
DEEPBLUE/DIRDOZ.COM
BO
TEX-TAK-TOE

MARCH 9 2012
EATS EVERYTHING & CLAUDE VON STROKE

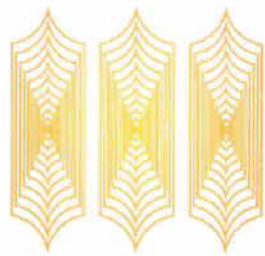
FRIDAY MARCH 30
MARQUES WYATT

MONARCH PRESENTS
MARQUES WYATT
DEEP-LA.COM
DAVID HARNES
JAYVI VELASCO
MONARCH - 101 6TH STREET
SAN FRANCISCO
\$99 DOOR \$10 ADV / \$15 DOOR

CARL CRAIG

FRIDAY MARCH 10
LUKE SOLOMON

M3
MRS. SMITH & JIMMY B.



MONARCH

Monarch Yelp Page - 91 Reviews, 4 Stars

Monarch - SOMA - San Francisco, CA

www.yelp.com/biz/monarch-san-francisco?query=monarch%2Fsf

Search for (e.g. taco, cheap dinner, Max's) **Near** (Address, Neighborhood, City, State or Zip) **San Francisco, CA** **Search**

Welcome About Me Write a Review **Find Reviews** Find Friends Messaging Talk Events Member Search

Monarch 91 reviews [Rating Details](#)

Categories: Dance Clubs, Music Venues, Lounges

101 6th St
(between Minna St & Mission St)
San Francisco, CA 94103
Neighborhood: SOMA

(415) 284-9774
<http://www.monarchsf.com>

Hours: Mon-Fri 5:30 pm - 2 am
Sat-Sun 7 pm - 2 am
Good for Kids: No
Accepts Credit Cards: Yes
Parking: Street
Good for Groups: Yes

Price Range: \$\$
Outdoor Seating: No
Music: DJ
Best Nights: Fri, Sun, Sat
Happy Hour: Yes
Alcohol: Full Bar
Smoking: No

Coat Check: Yes
Good For Dancing: Yes
Ages Allowed: 21+
Ambience: Hipster, Trendy
Has TV: No

[View Larger Map/Directions](#)

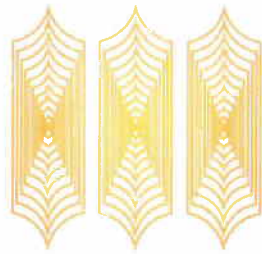
Browse Nearby:
Restaurants | Nightlife | Shopping | Movies | All

Deals Nearby [More >](#)

- \$99 for \$149 Deal
Isla Studio Photography
San Francisco, CA
- \$95 for \$150 Deal
Elizabeth Rose Psychic & Tarot
San Francisco, CA

91 reviews for Monarch **Reviews Matching:** monarch sf **Search Reviews**

People Who Viewed This Also Viewed...



MONARCH

Sample Yelp Reviews



Elite '12

230

95

Courtney A.
San Francisco, CA

★★★★★ 5/10/2012 1 Check-in Here

So happy to have joined the yelp elite squad! As fun as free food is, half of the awesomeness is getting to learn about new locations in the City that I may have not ever frequented on my own. Monarch is one of those places. 6th and Mission is an intersection that falls under the "you'd have to pay me - and give me an armed guard" type of status, but walking over there actually wasn't bad and what a cool little venue!

Excited to welcome Jon A to the SF crew and having someone doing splits on a spinning ring right above the bar (yes, think about that) definitely set the tone for a fun evening with friends. I'll be back for the dancing.

Was this review ...? Useful Funny Cool

Bookmark Send to a Friend Link to This Review

Add owner comment



Elite '12

80

169

Tim G.
San Francisco, CA

★★★★★ 5/10/2012 3 photos 1 Check-in Here

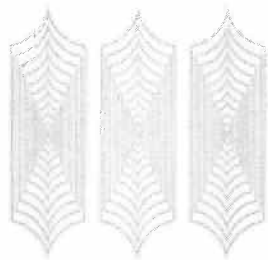
It's another awesome Yelp event! I'll admit walking down to Monarch on 6th Street seemed a bit sketchy but hey, they're trying! Nevermind the bums, weirdos and crackheads that fill up this area. Just keep heading down 6th Street and you'll see Monarch at the corner of Mission.

Tamale Tuesday would be a great way to get people to come here. The chicken tamales were tasty, complimented by the chips and salsa too. The drinks were good too and props to the bartenders who were pouring drinks through the night. They were doing a swell job and people were tipping them well, which is the cool thing to do at these events. We also got to enjoy a show by an aerialist on a hoop doing various balancing acts. That was quite a treat.

Was this review ...? Useful Funny Cool

Bookmark Send to a Friend Link to This Review

Add owner comment



MONARCH

Summary Security Plan

Updated June 19, 2012

General/Contact Information

Basic Information

Monarch Address: 101 6th Street, San Francisco CA 94103

Upstairs Bar Open 5:30pm – 2am 7 Days/Week

Downstairs Club Open: 8pm – 2am on days when a show is calendared
8pm - 4am during extended hours events

Capacity: 204 guests

Managing Partners: Tadd Cortell 415-279-8150
Chris Smith 415-846-1503
Manny Alferez 415-596-7896

Manager: Kawika Kukua 415-786-5913

Security **JSP Security & Protection**
Head of Security: Harold Johnson 415-879-0240

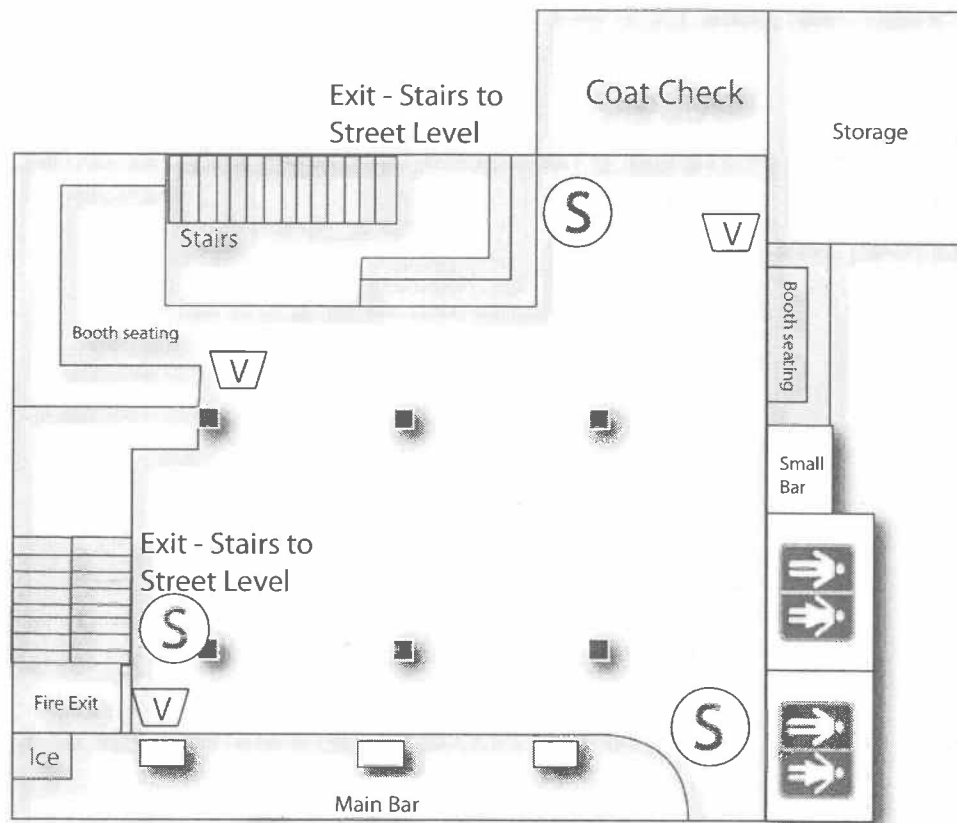
Security Positions Overview

Size of Security Team:	6 security personnel total during peak hours 2 security personnel during off peak hours
Exterior Positions:	6pm - 8pm: 1 security personnel outside 8pm until ½ hour before close: 2-3 security personnel outside to monitor patrons in line (Mission Street) and the side of the building down 6 th Street. Closing: 4 security personnel outside to disperse patrons, flag taxis, walk patrons to cars and ensure overall safety. *In the event the club is open for Extended Hours (2am-4am) there will be 2-3 security personnel outside for the duration of the event. At the close of the event there will be 2-4 security personnel outside depending on remaining crowd size.
Interior Positions:	7pm - 9pm: 2 security personnel inside (upstairs only) 10pm - Close: 3-4 security personnel inside, 1 upstairs positions and 2-3 downstairs positions At the close of the evening 2 security personnel will be diverted to outside to facilitate closing. *In the event the club is open for Extended Hours (2am-4am) there will be 3-4 security personnel inside for the duration of the event. At the close of the event 1-2 security personnel will be diverted outside to facilitate closing (depending on remaining crowd size).
Video Surveillance:	8 Surveillance cameras total, operating and recording 24/7 3 Outside cameras 5 Inside cameras Recordings are kept for 10 days

Monarch - Downstairs Security Positions

 = Security Position

 = Video Camera



REVISIONS

No.	Description	Date
1	planning	5.7.12

Monarch

Site Plan

Project number 7

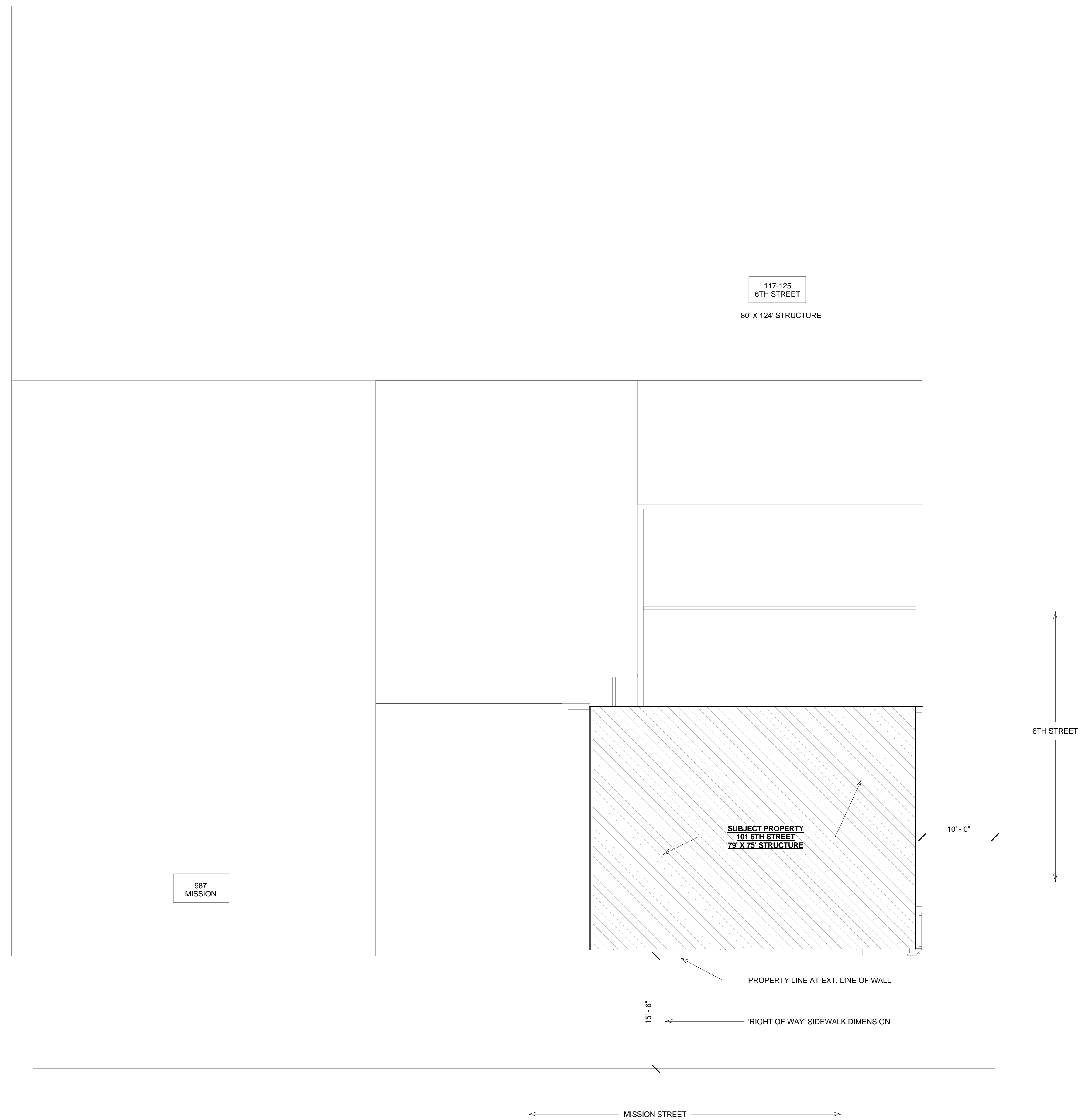
Date

Drawn by cto

Checked by -

A101

Scale AS SHOWN



1 Site
1/8" = 1'-0"



