



City and County of San Francisco
Entertainment Commission

Permit referral request

To SFPD EC Sound

Date 9/5/2025

We have received the attached application for a permit from the business listed below:

Permit(s) requested LLP

Entertainment Commission notes:

We have received the attached application for a Limited Live Performance permit

Name JOSE H BELTRAN of LA CANCHA MEDIA 1

DBA La Media Cancha 1

Street address 4995 MISSION ST

Hearing date 10/7/2025

Except for Planning, SFPD, and SF Port, we do not need a response before the hearing date.

Please enter your recommendation below.

Your department _____

Your recommendation:

Signature _____ Date _____

1. Permit type

Permit type

Entertainment may include musicians, bands, DJs, theater performances, comedy shows, drag shows, karaoke, fashion shows, or poetry readings. Entertainment does not include indoor pre-recorded music from a playlist, indoor trivia, music lessons or indoor magic shows.

1.1

Tell us what you want to do

Choose one answer.

- ☐ I want to host live entertainment until 2:00 am

You are applying for a Place of Entertainment (POE) permit.

i Before completing this application you must email the Entertainment Commission at email@sfgov.org and visit the Planning Information Counter inside the Permit Center at 49 South Van Ness Avenue.

- ☒ I want to host live entertainment until 10:00 or 11:00 pm

You are applying for a Limited Live Performance (LLP) permit.

- ☐ None of the above

A You only need to answer this if you selected "None of the above" on question 1.1 on page 2.

Amplified sound

Outdoor amplified sound includes TVs with sound, prerecorded music, and any amplified sound.

1.2

Do you want to host outdoor amplified sound, such as prerecorded music or TV with no live entertainment?

Choose one answer.

- ☐ Yes

If you only want outdoor amplified sound, you are applying for a Fixed Place Amplified Sound (FPAS) permit. If you want outdoor amplified sound and live entertainment it will be part of your LLP or POE permit.

i Before completing this application you must email the Entertainment Commission at email@sfgov.org and visit the Planning Information Counter inside the Permit Center at 49 South Van Ness Avenue.

- ☒ No

Continue **1. Permit type** on the next page →

Extended hours

1.3

Do you want to host entertainment or serve food after 2 am?

Choose one answer.

☐ Yes

You are applying for an Extended Hours Premises (EHP) permit.

i Before completing this application you must email the Entertainment Commission at email@sfgov.org and visit the Planning Information Counter inside the Permit Center at 49 South Van Ness Avenue.

☒ No

Pool tables

You need a permit only if you charge your customers to use the pool tables.

1.4

Do you want to have 1 or more pool table that you charge customers to use?

Choose one answer.

☐ Yes

You are applying for a Billiard Parlor (BP) permit

☒ No

Amusement devices

You need a permit if you are:

- A bar and charge your customers to use 2 or more paid machines, or
- Not a bar and have 11 or more paid machines.

1.5

Do you want to have 2 or more paid machines, such as pinball, skeeball, or other arcade style games?

Choose one answer.

☐ Yes

You are applying for a Mechanical Amusement Device (MAD) permit.vv


☒ No

To be completed by the Entertainment Commission.

Neighborhood outreach plan:

we will send a letter to our neighbors notifying them of the LLP permit application

2. Type of entertainment

 You only need to complete this section if you selected to apply for a Place of Entertainment (POE) or Limited Live Performance (LLP) permit on question 1.1, or an Extended Hours Premises (EHP) permit on question 1.3.

Type of entertainment

Outdoor amplified sound includes TVs with sound, prerecorded music, and any amplified sound.

Entertainment may include musicians, bands, DJs, theater performances, comedy shows, drag shows, karaoke, fashion shows, or poetry readings.

Entertainment does not include indoor pre-recorded music from a playlist, indoor trivia, music lessons, or indoor magic shows.

2.1

What type of entertainment would you like to provide?

Select all that apply

- ☒ Indoor entertainment
- ☐ Outdoor entertainment
- ☐ Outdoor amplified sound

3. About you

Complete this section as the person submitting the application on behalf of the business seeking an entertainment permit.

Your role

3.1

Tell us about your role.

Select one option.

- ☒ Business owner
- ☐ Business manager
- ☐ Nonprofit director
- ☐ Other role _____

About you

We will use this information to contact you.

3.2

Name JOSE H BELTRAN
Email [REDACTED] Phone [REDACTED]

4. Business owners

Number of owners

If you are a non-profit organization, list the number of your directors.

4.1

Number of people owning 10% or more of the business.

1

Business owners

Enter your director information if you are a non-profit organization, and leave the "Percentage owned" field blank.

4.2

Business owner 1

Name JOSE H BELTRAN Percentage owned 100

Email [REDACTED] Phone [REDACTED]

Residential address [REDACTED]

City [REDACTED] State [REDACTED] Zip [REDACTED]

Business owner 2 (if applicable)

Name Percentage owned

Email Phone

Residential address

City State Zip

Business owner 3 (if applicable)

Name Percentage owned

Email Phone

Residential address

City State Zip

Continue 4. Business owners on next page →

6. Business location

Business information

6.1

Business Account Number (BAN)

Your BAN is a 7-digit number. If you don't know it, find your BAN at <https://data.sfgov.org/Economy-and-Community/Registered-Business-Locations-San-Francisco/g8m3-pdis/data>

1131249

Business name (DBA) La Media Cancha 1

Ownership name LA CANCHA MEDIA 1

Date of incorporation 01-01-2022

Location information

6.2

Location identification number (LIN)

Your LIN is a 12-digit number. If you don't know it, find your LIN at <https://data.sfgov.org/Economy-and-Community/Registered-Business-Locations-San-Francisco/g8m3-pdis/data>

1295562-01-221

Location street address 4995 MISSION ST

License code (LIC) _____

7. Business activity

Business identity

7.1

Select what best describes your business.

Choose one answer.

- ☐ Bar
- ☒ Restaurant or cafe
- ☐ Live entertainment venue
- ☐ Retail
- ☐ Other _____

Food and alcohol

7.2

Will you be serving these items?

Choose one answer.

☒ Food

i Include a copy of your permit to operate from the Department of Public Health. You must provide this before a permit can be issued.

☐ Alcohol

i Include a copy of your permit to operate from the Department of Public Health. You must provide this before a permit can be issued.

☐ Both food and alcohol

i Include a copy of your permit to operate from the Department of Public Health. You must provide this before a permit can be issued.

☐ Neither

Continue 7. Business activity on next page →

 You only need to answer this if you selected "Alcohol" or "Both food and alcohol" on question 7.2.

Liquor license

7.3

Do you have a liquor license?

You need a liquor license to serve alcohol at your business.

Choose one answer.

- ☐ Yes, I have a liquor license
- ☐ Yes, I have a temporary liquor license
- ☐ No, but I have applied for a liquor license

 You only need to answer this if you selected "Alcohol" or "Both food and alcohol" on question 7.2.

Liquor license type

7.4

Liquor license type

Select all that apply.

- ☒ Type 41
- ☐ Type 47
- ☐ Type 48
- ☐ Type 90
- ☐ Other _____

 You only need to answer this if you selected "Alcohol" or "Both food and alcohol" on question 7.2.


Liquor license permit number

7.5

Liquor license permit number

If you don't know it, you can look it up at <https://www.abc.ca.gov/licensing/license-lookup/>

634381

 Attach a copy of your liquor license. You must provide this before a permit can be issued.

8. Proposed hours

Your business hours

Include all hours you are open even when you do not plan to have entertainment.


Additional details:

8.1

Your hours of operation for your business.

For each day you are open, enter your hours as 4 digits, like 09:00 am.

Monday	10:00 AM - 10:00 PM
Tuesday	10:00 AM - 10:00 PM
Wednesday	10:00 AM - 10:00 PM
Thursday	10:00 AM - 10:00 PM
Friday	10:00 AM - 10:00 PM
Saturday	10:00 AM - 10:00 PM
Sunday	10:00 AM - 10:00 PM

 You only need to answer this if you selected "Indoor entertainment" on question 2.1.

Indoor entertainment hours

Only include the hours you plan to have indoor entertainment.

Additional details:

Daily 12pm - 11pm

8.2


Your proposed indoor entertainment hours.


Enter your hours as 4 digits, like 09:00 am.

Monday	12:00 PM - 11:00 PM
Tuesday	12:00 PM - 11:00 PM
Wednesday	12:00 PM - 11:00 PM
Thursday	12:00 PM - 11:00 PM
Friday	12:00 PM - 11:00 PM
Saturday	12:00 PM - 11:00 PM
Sunday	12:00 PM - 11:00 PM

Continue 8. Proposed hours on next page →

9. Entertainment details

 You only need to complete this section if you selected to apply for a Place of Entertainment (POE) or Limited Live Performance (LLP) permit on question 1.1, a Fixed Place Amplified Sound (FPAS) permit on question 1.2, or an Extended Hours Premises (EHP) permit on question 1.3.


 You only need to answer this if you selected “Indoor entertainment” on question 2.1.

Indoor
entertainment
description

9.1

Describe your proposed indoor entertainment.

karaoke, DJs

 You only need to answer this if you selected “Indoor entertainment” on question 2.1.

Indoor sound
system


Soundproofing and testing are not required to receive a permit.

9.2

Describe your sound system, including soundproofing and testing you have done.

Our indoor sound system consists of high-quality speakers installed throughout the main dining and karaoke area, designed to provide clear and balanced sound at a moderate volume. We use a professional mixer and microphone system to manage audio levels effectively and avoid excessive noise. To minimize sound impact on neighboring businesses and residences, we have installed acoustic panels and insulation to reduce sound transmission. Doors and windows are kept closed during karaoke hours to contain the noise inside. We have conducted internal sound level tests during peak hours to ensure

Continue 9. Entertainment details on next page →

 You only need to answer this if you selected to apply for an Extended Hours Premises (EHP) permit on question 1.3, or “Indoor entertainment” on question 2.1.


**Indoor
occupancy**

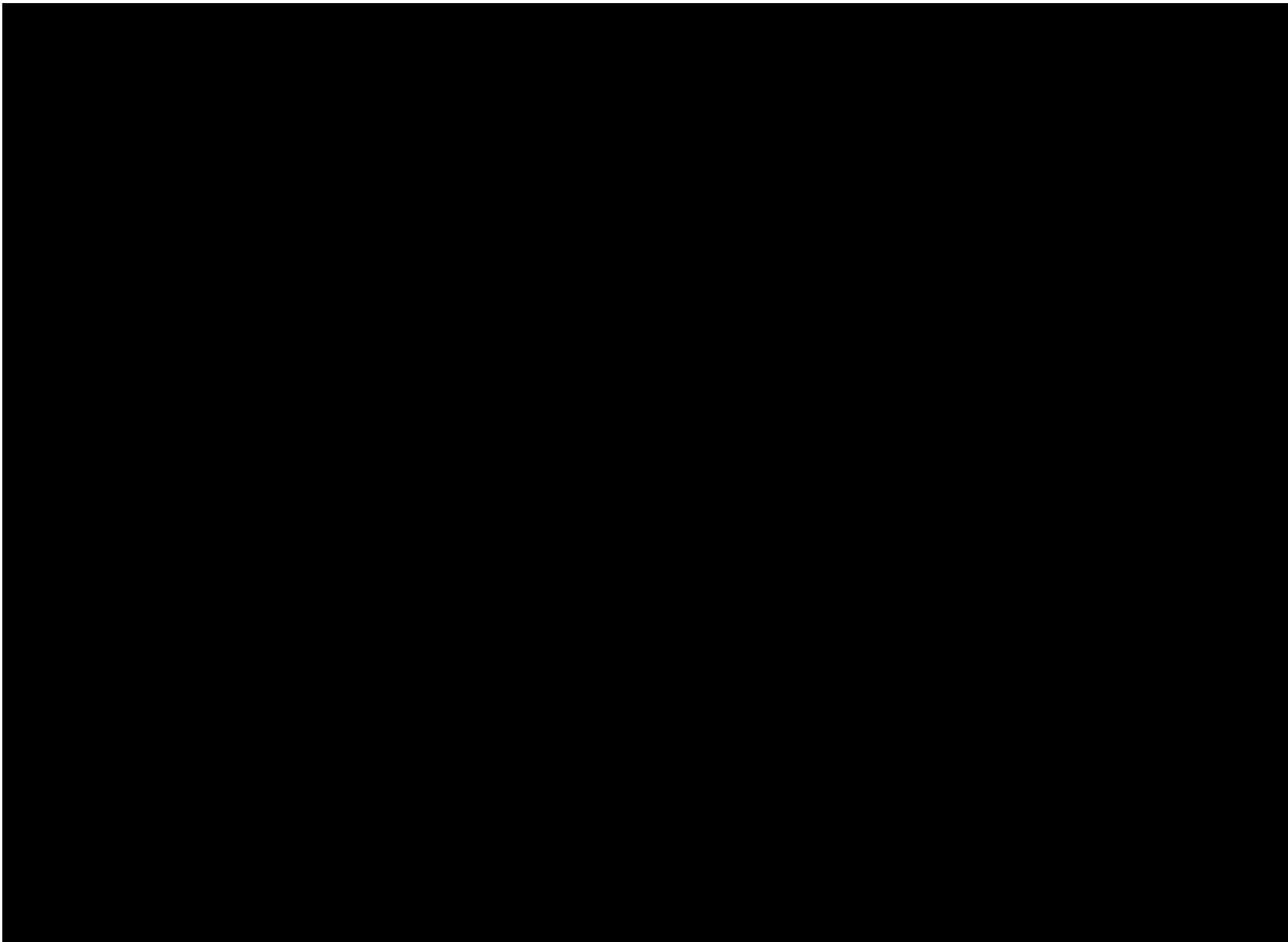
If you have a public assembly permit from the Fire Department, enter the occupancy you were approved for.

9.3

What is the occupancy of your space?

40

 If the occupancy is 50 or greater, attach a copy of your public assembly permit from the Fire Department. You must provide this before a permit can be issued.



Continue 9. Entertainment details on next page →

13. Security

⚠ You only need to complete this section if you selected to apply for a Place of Entertainment (POE) permit on question 1.1 or an Extended Hours Premises (EHP) permit on question 1.3.

Security plan

A security plan usually includes day-to-day policies, measures, and protocols for managing specific situations. If you don't have one yet, don't worry. We will ask you some questions to help you create one.

13.1

Do you have a security plan document?

Choose one answer.

☐ Yes

i If you have a security plan, submit it with this application and skip the remainder of the questions in this section.

☒ No

⚠ You only need to answer this question if you selected "no security plan document" on question 13.1 above.

Number of Exits

13.2

How many exits do you have on site?

One at front

⚠ You only need to answer this question if you selected "no security plan document" on question 13.1 above.

Security staff

Based on your occupancy and events programming, the law requires you to hire at least one security staff for every 100 customers during entertainment.

13.3


How many security staff will be on site each weekday and on weekends? And what are their roles?

1 security at front of busines Friday - Sunday 5pm - 11pm

and any time there is a scheduled private event with entertainment

They will monitor inside and outside and ensure no loitering and patrons are being respectful of neighbors

Continue 13. Security on the next page →

 You only need to answer this question if you selected "no security plan document" on question 13.1.


Staffing at exits

Include if all of your exits are staffed every day of the week, or if this changes depending on the day or entertainment being provided.

13.4

Describe your staffing at each exit and if it differs day to day.

1 security at front door 5pm -11pm Friday - Sunday and during scheduled private events

 You only need to answer this question if you selected "no security plan document" on question 13.1.


Crowd control

Describe how you let customers in and how you exit and disburse them.

13.5

How do you plan to control lines or crowds in front of your business?

We don't have lines to get in because we are a primarily a restaurant

 You only need to answer this question if you selected "no security plan document" on question 13.1.

Site security


The law requires that you secure your entire perimeter 100 feet in all directions. This includes things like picking up trash or calling 911 if there is an incident.

13.6

Describe your plan for securing your site.

Security guard will be at front of business and monitoring sidewalk during scheduled hours

Continue **13. Security** on the next page →

 You only need to answer this question if you selected “no security plan document” on question 13.1.


Emergency plan

You are required to turn off sound, turn on lights, and have staff help customers find an exit.

13.7

Describe your plan for exiting customers in case of an emergency.

We will turn any music off and help patrons get out of the business safely

 You only need to answer this question if you selected “no security plan document” on question 13.1.

Security type


You are liable for the actions of your security personnel on your site. You must provide proof of insurance for your business that includes security. This will be required before issuing a permit.

13.8


What type of security will you be using?


Choose one answer.

☒ In-house security

 You must provide proof of insurance coverage for your business that includes security with your application.

☒ Hiring a security company

 You must provide proof of insurance coverage for your security company with your application.

 You only need to answer this question if you selected “no security plan document” on question 13.1.

Security training

You must follow state law SB741. Learn more about security guards from the CA Department of BSIS.

13.9

What kind of training or certifications does your security staff have?

Select all that apply.


☐ LEAD Training

☒ Guard Card

☐ Other _____

Examples of other training include ABC Responsible Beverage Service Training or CPR training.

Continue 13. Security on the next page →

 You only need to answer this question if you selected “no security plan document” on question 13.1.


Door policies

Examples include ID check, pat downs, bag checks, or metal detectors. Include if these door policies happen daily, or only during certain hours.

13.10

Describe your door policies

N/A

 You only need to answer this question if you selected “no security plan document” on question 13.1.

Smoking area


13.11

Do you have a designated area for smoking customers?

Choose one answer.

☐ Yes

☒ No

 You only need to answer this question if you selected “no security plan document” on question 13.1.

Smoking area description

Examples include ID check, pat downs, bag checks, or metal detectors. Include if these door policies happen daily, or only during certain hours.


13.12

Describe the smoking section and how it will be monitored.

Smoking section outside at curb. Security will remind people to throw cigarette butts away and be mindful of neighbors

Continue **13. Security** on the next page →

13. Security

 You only need to answer this question if you selected “no security plan document” on question 13.1.


Customer ages

Only some liquor licenses allow people of all ages to enter your business. For example, you cannot allow anyone under 21 if you have a type 48 liquor license.

13.13**Will you allow customers of all ages to enter your business?**

Choose one answer.

☒ Yes☐ No

 You only need to answer this question if you selected “yes, you will allow customers of all ages” on question 13.13 above.

Additional security

Examples include issuing wristbands or stamps or designating certain areas of the space for certain age groups.

13.14**What additional security will you have, and will your security plan change?**


Always check ID before serving anyone alcohol

15. Legal agreements

Legal agreements

15.1


- ☒ I declare under penalty of perjury that the foregoing is true and correct. I understand that any false or incomplete information provided by me in connection with this application constitutes cause to either deny the requested permit or revoke the permit if granted.

 You only need to answer this if you selected to apply for a Fixed Place Amplified Sound (FPAS) permit on question 1.2, or either "Outdoor entertainment" or "Outdoor Amplified Sound (OAS)" on question 2.1.

Outdoor noise levels

15.2


- ☐ I hereby certify that the business shall comply with the maximum noise levels as established under Municipal Police Code, Article 15.1 Sec. 1060.16 for this outdoor premises, unless otherwise conditioned by the Entertainment Commission.

 You only need to answer this if you selected "Indoor entertainment" on question 2.1.

Indoor noise levels

15.3

- ☒ I hereby certify that the business shall comply with the maximum noise levels as established under Municipal Police Code Article 29 Sec. 2909(b) for indoor entertainment, unless otherwise conditioned by the Entertainment Commission.

 You only need to answer this if you selected to apply for a Place of Entertainment (POE) permit on question 1.1, or an Extended Hours Premises (EHP) permit on question 1.3.

Security plan

15.4

- ☐ I hereby certify that the business shall adhere to the Security Plan approved by the Entertainment Commission.

Continue **15. Legal agreements** on the next page →

Shared spaces	15.5	<input checked="" type="checkbox"/> I acknowledge that if my entertainment is hosted in an approved Shared Spaces, Tables and Chairs, or Parklet location, my entertainment permit is only valid with a current permit from the appropriate program or a Temporary Use Authorization (TUA) from the Planning Department.
Property owner's approval	15.6	<input checked="" type="checkbox"/> I hereby certify that I have the property owner's approval to host the entertainment described in this application on the property.
Signature	15.7	Signature <u>JOSE H BELTRAN</u> Date <u>9/5/2025</u>



PERMIT TO OPERATE AND CERTIFICATE OF SANITARY INSPECTION

Issued according to provisions of the San Francisco Health Code

AUTHORIZING conduct of the following class of Business

Permit #: 06745102
TTX Class Code: H24

ISSUED:

Type of Operation: H24 - RESTAURANT UNDER 1,000 SQFT

Business Account Number: 1131249

Owner: LA CANCHA MEDIA 1

DBA: LA CANCHA MEDIA 1

Street Address: 4995 MISSION ST
SAN FRANCISCO, CA 94112-3415

DEPARTMENT OF PUBLIC HEALTH

Environmental Health Branch
City and County of San Francisco

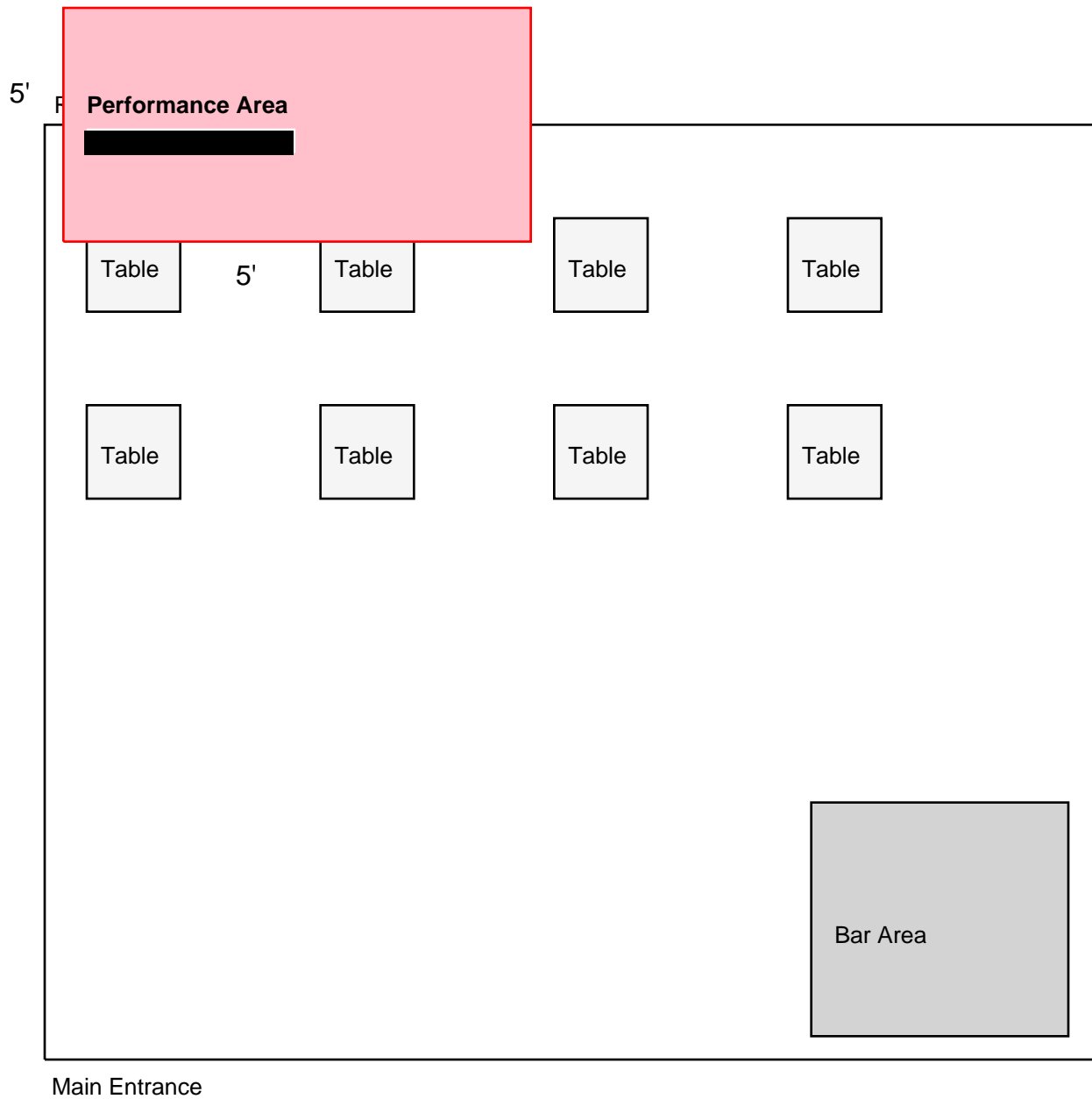
A handwritten signature in black ink, appearing to read "Patrick Fosdahl".

Patrick Fosdahl
Director of Environmental Health

Display this Permit prominently. Valid only when accompanied by a receipt from the Tax Collector showing payment of current license fee. THIS PERMIT TO OPERATE MAY BE REVOKED OR SUSPENDED FOR CAUSE AND IS NOT TRANSFERABLE. CHANGE OF OWNERSHIP must be reported immediately. See reverse for additional information.

Indoor Site Plan – Limited Live Performance Area

Media Cancha Restaurante
4995 Mission St, San Francisco, CA



Note: Performance area does not exceed 200 sq ft as required for the permit.

Diagram is not to scale. Representation based on interior layout for permit purposes.

LA CANCHA MEDIA 1

Notification Letter - LLP Application

September 9, 2025

Dear Neighbor,

My name is Jose Beltran, and I am the Owner of La Cancha Media 1, located at 4995 Mission St, San Francisco, CA 94112. This letter is to notify you that we are applying for a Limited Live Performance (LLP) permit with the San Francisco Entertainment Commission.

We are applying for the LLP permit so we can host karaoke. The LLP permit requires that entertainment must end by 11:00 pm. Additionally, we are required to follow the Entertainment Commission's Good Neighbor Policy (GNP), which is included with this letter for your reference.

Our goal is to create a safe and positive space for community members to enjoy music and entertainment. We believe this activity will provide neighbors and families with a healthy recreational option, while also contributing to the local neighborhood culture and economy. We are committed to ensuring that all programming will be respectful of our neighbors and in full compliance with city regulations.

Our permit application will be heard by the Entertainment Commission on October 7, 2025, at 5:30 pm in City Hall Room 416. If you have any questions, please feel free to contact me directly, or you may contact the Entertainment Commission at entertainment.commission@sfgov.org.

Thank you very much for your time and consideration.

Sincerely,

Jose Beltran
Owner, La Cancha Media 1
Phone: 415-347-7247
Email: jose.beltran1812@yahoo.com

LA CANCHA MEDIA 1

Carta de Notificación - Solicitud LLP

Septiembre 9, 2025

Estimado/a Vecino/a,

Mi nombre es Jose Beltran y soy el Propietario de La Cancha Media 1, ubicada en 4995 Mission St, San Francisco, CA 94112. Por medio de la presente le notifico que estamos solicitando un permiso de Limited Live Performance (LLP) con la Comisión de Entretenimiento de San Francisco.

Estamos solicitando este permiso para poder realizar presentaciones de karaoke.

El permiso LLP requiere que todo entretenimiento finalice antes de las 11:00 pm. Además, estamos obligados a seguir la Política de Buen Vecino (Good Neighbor Policy - GNP) de la Comisión de Entretenimiento, la cual se adjunta a esta carta para su referencia.

Nuestro objetivo es crear un espacio seguro y positivo para que los miembros de la comunidad disfruten de la música y el entretenimiento. Creemos que esta actividad brindará a los vecinos y familias una opción recreativa saludable, al mismo tiempo que contribuirá a la cultura y economía local del vecindario. Nos comprometemos a asegurar que toda la programación sea respetuosa con nuestros vecinos y en total cumplimiento con las regulaciones de la ciudad.

Nuestra solicitud de permiso será escuchada por la Comisión de Entretenimiento el 7 de octubre de 2025 a las 5:30 pm en el Ayuntamiento, sala 416. Si tiene alguna pregunta, no dude en ponerse en contacto conmigo directamente, o bien con la Comisión de Entretenimiento al correo electrónico entertainment.commission@sfgov.org.

Muchas gracias por su tiempo y consideración.

Atentamente,

Jose Beltran
Propietario, La Cancha Media 1
Teléfono: 415-347-7247
Correo: jose.beltran1812@yahoo.com



Good Neighbor Policy



1. While hosting entertainment, permit holder shall always have a staff member on site who is able to provide proof of permit, is trained in every aspect of venue operation, and is aware of all permit conditions.
2. Permit holder is responsible for the safety and security of venue patrons and the surrounding neighborhood. The Commission approved security plan shall be followed, and permit holder shall secure the sidewalk for a 100-foot radius in all directions around the premises of the business to prevent injury to persons and/or damage to property.¹ Security staff shall be placed at all entrances and exits during the period from 10:00pm to such time past closing that all patrons have left the vicinity.
3. Permit holder shall post easily visible signs outside each entrance and exit instructing patrons to:
 - a) Respect the neighborhood by keeping voices low,
 - b) Follow City & County of SF smoking regulations², and
 - c) Obey City & County of SF anti-loitering regulations.³

All signs and walkways shall be well lit. Sidewalks shall be kept clear for pedestrians. Cars shall not be double parked.
4. Permit holder shall provide a phone number to all interested neighbors for immediate contact with a staff member on site who has direct authority over the premises, knowledge of all permit conditions, and shall respond in a timely manner to address concerns.
5. Permit holder shall maintain, and be prepared to verify, records at the premises of current L.E.A.D certification⁴ for all persons working at the premises.
6. Permit holder shall maintain all entrances and exits to the building and all sidewalks within 100 feet of the premises in a clean and sanitary condition. At some point between 30 minutes after closing and 8:00am, permit holder shall walk the area within 100 feet of the property and dispose of any litter that may have been left by patrons.
7. Permit holder shall take measures to reduce the amount of sound that escapes the venue. All doors and windows must be kept closed while hosting entertainment, unless otherwise conditioned on the permit. Permit holder shall be familiar with, and abide by, sound ordinances enforced by the Entertainment Commission, including but not limited to, the following:
 - a) Regulation of Noise - Noise Limits
 - 1) Commercial & Industrial Property⁵
 - 2) Public Property⁶
 - b) Outdoor Amplified Sound Regulations⁷
 - c) Unnecessary Noise⁸
8. Within 24 hours of any violent incident, or any time SFPD responds to a call for service at the premises, permit holder shall complete and send an incident report⁹ to (1) their SFPD District Station Permit Officer and (2) the Entertainment Commission.

¹ SF Municipal Police Code Article 15.1 "security plan" definition

² SF Health Code Article 19F SEC. 1009.22(i)(1)

³ SF Municipal Police Code Article 2 Section 121(b)

⁴ https://www.abc.ca.gov/programs/LEAD/Online_LEAD_Training.html

⁵ SF Municipal Police Code Article 29 Section 2909(b)

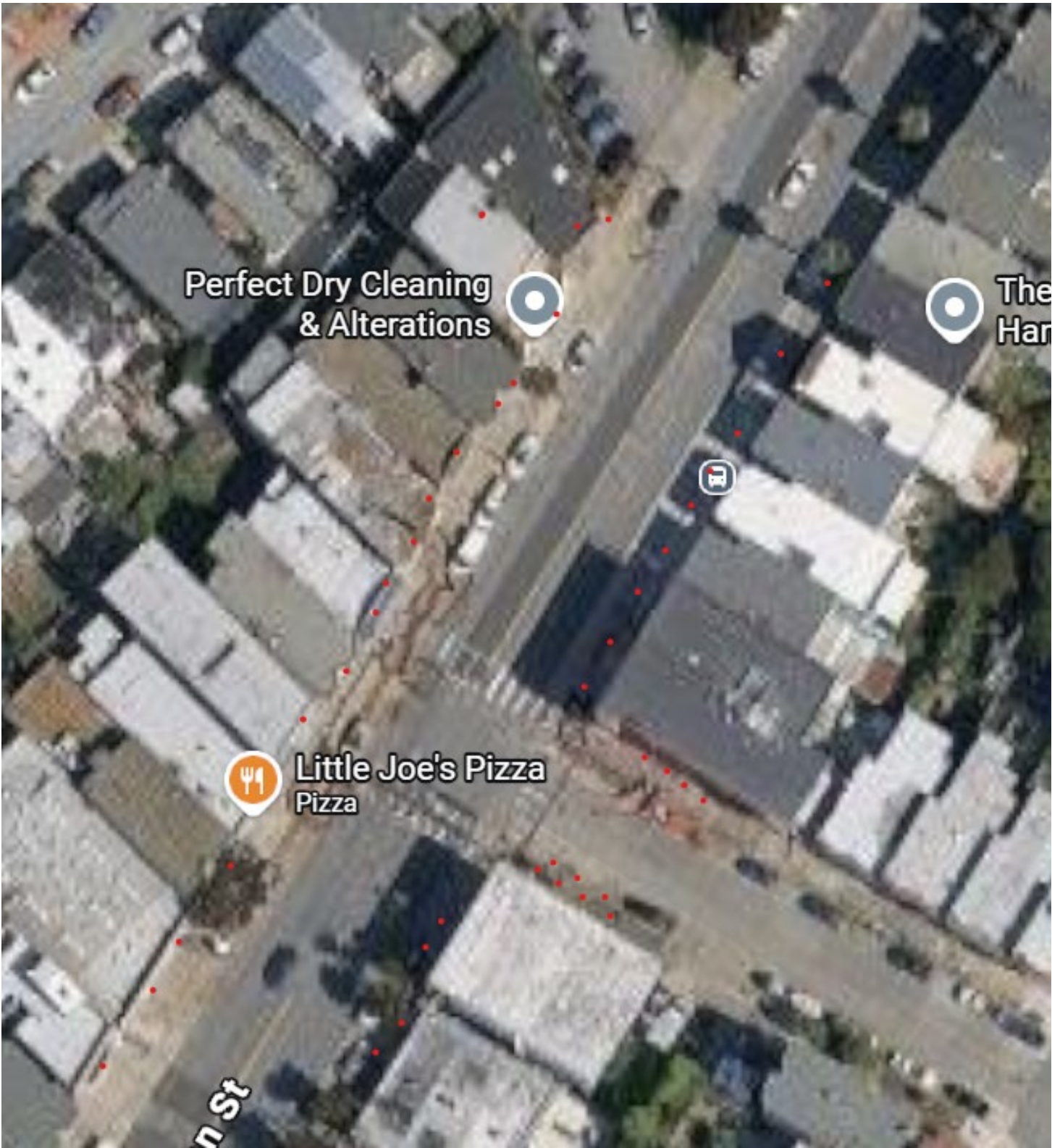
⁶ SF Municipal Police Code Article 29 Section 2909(c)

⁷ SF Municipal Police Code Article 15.1 Section 1060.16(b)(3)

⁸ SF Municipal Police Code Article 1 Section 49(b)

⁹ https://sfgov.org/entertainment/sites/default/files/Incident_Report.pdf

Approved 2/5/19



5 ITALY AVE.

7 ITALY AVE.

11 ITALY AVE.

8 LEFT IN MAILBOXES AT 2 ITALY AVE.

1 LEFT IN MAILSLOT – “PERFUMES MARGOTH” FLOWER SHOP

4987 MISSION – ONE IN EACH MAIL SLOT

4983 MISSION – IN MAIL SLOT (LOWER BUSINESS & UPPER RESIDENTIAL)

4979 MISSION – IN MAIL SLOT (GARAGE)

4977 MISISON – BUSINESS

4977 MISSION – RESIDENTIAL

4971 MISSION – BUSINESS

4971 MISSION – RESIDENTIAL

4967 MISSION – BUSINESS

4967 MISSION – RESIDENTIAL

4963 MISSION – RESIDENTIAL

4963 MISSION – BUSINESS

4961 MISSION – RESIDENTIAL

4961 MISSION – BUSINESS

4951 MISSION - BUSINESS

4960 – MISSION -LOWER

4960 MISSION – UPPER

4964 – RESIDENTIAL

4964 – BUSINESS

4970 – RESIDENTIAL

4972 – RESIDENTIAL

4975 – BUSINESS

4980 – RESIDENTIAL
4984 – RESIDENTIAL
4988 – RESIDENTIAL
4990 – RESIDENTIAL
4992 – COMMERCIAL
4994 – COMMERCIAL (VACANT – LEFT IN SLOT)
4998 – VACANT – LEFT IN MAIL SLOT
5000 MISSION – LEFT IN BUSINESS SLOT AND RESIDENTIAL BOX
5006 MISSION – IN MAIL SLOT
5010 MISSION – IN MAIL SLOT
5012 – BUSINESS – IN SLOT
5016 MISSION – BUSINESS
5020 MISSION – RESIDENTIAL
5022 MISSION – RESIDENTIAL
5024 MISSION – BUSINESS
5026 MISSION – RESIDENTIAL (2 TOTAL)
5028 MISSION – RESIDENTIAL (3)
5032 MISSION – RESIDENTIAL
5034 MISSION – RESIDENTIAL
5032 A MISSION – BUSINESS
5036 MISSION – BUSINESS
5038 MISSION – RESIDENTIAL
5040 MISSION – RESIDENTIAL
5042 MISSION - RESIDENTIAL
5044 MISSION – RESIDENTIAL
5046 MISSION – BUSINESS

5051 MISSION – BUSINESS

5017 MISSION – BUSINESS

From: [Azevedo, Kaitlyn \(ADM\)](#)

Subject: RE: Public Comment-Opposition-Limited Live performance permit-La Cancha Media 1 (Hearing 10/22/2025)
Date: Tuesday, October 7, 2025 11:45:00 AM

Hi [REDACTED]

I will include your updated letter in the applicants' file.

Regarding your request – the EC doesn't measure sound from other buildings. We follow Police Code Article 29 and that directs us to take sound measurements at the front property plane of a business. My inspector is trying to schedule the sound test for this Sunday, so if approved for the permit, they will know their maximum operating volume. Please note that the sound limit will be a condition on their permit, and exceeding the volume we set may lead to enforcement action.

Thanks,
Kaitlyn

Kaitlyn Azevedo (she/her)

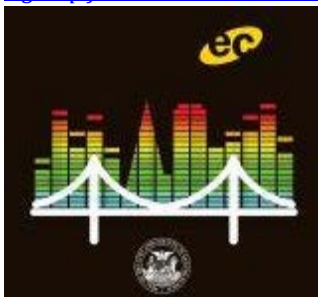
Deputy Director
San Francisco Entertainment Commission
49 South Van Ness, Suite 1482
San Francisco, CA 94103
628-652-6038 (direct line) | 628-652-6030 (EC main line)

Kaitlyn.Azevedo@sfgov.org

[Facebook](#) | [Website](#)

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From: [REDACTED]

Sent: Tuesday, October 7, 2025 10:24 AM

To: Azevedo, Kaitlyn (ADM) <kaitlyn.azevedo@sfgov.org>

Cc: [REDACTED]

Subject: Re: Public Comment-Opposition-Limited Live performance permit-La Cancha Media 1
(Hearing 10/22/2025)

Hi Kaitlyn,

Thanks for your prompt reply. We really appreciate it and will need all the help we can get from the Entertainment Commission.

> They let me know that they've not received any complaints directly, so they were surprised to learn of your concerns.

There have been numerous nights on which my dad has to knock on door of La Media Cancha because the restaurant is playing loud music well beyond 10pm. I am really disappointed by this blatant lie by La Media Cancha. It further demonstrated that they are not to be trusted with complying with the rules and regulations set forth by the Entertainment Commission, and should not be granted the permit.

> My inspector responded to the complaint on Saturday, 10/4 at 9pm and during his inspection he observed indoor prerecorded music playing.

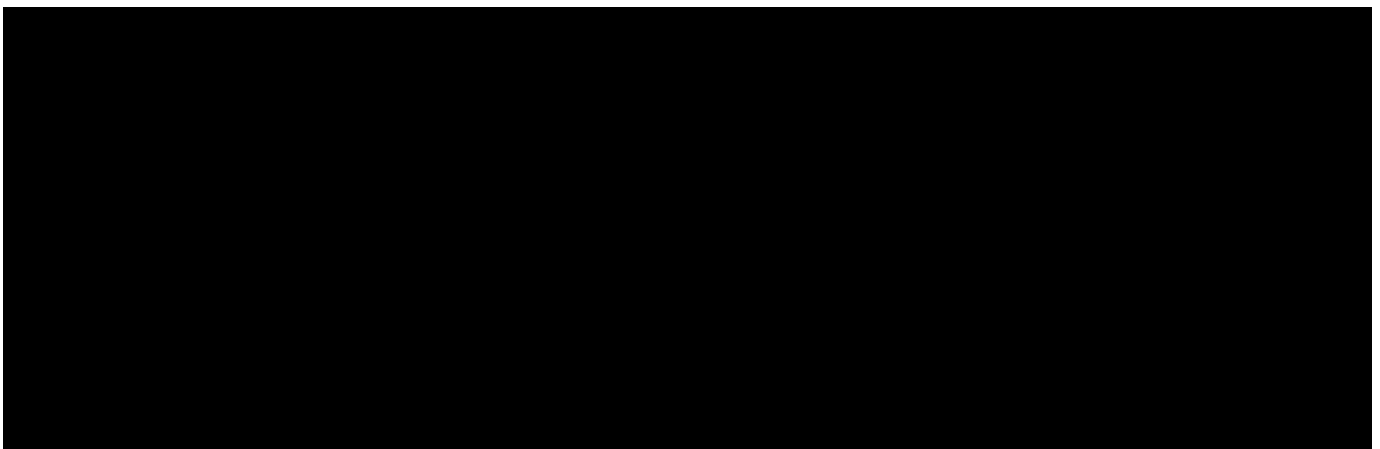
I'd like to request that your inspector visit neighboring properties and assess the adequacy of the soundproofing that La Media Cancha has currently:

████ (4987 Mission Street) share a common border (zero lot line) with La Media Cancha

* Perfumes Margoth (4995 Mission St) is in the same building as La Media Cancha, and shares a common indoor wall.

Best,

████



From: [Azevedo, Kaitlyn \(ADM\)](#)
To: [REDACTED]
Subject: RE: Public Comment-Opposition-Limited Live performance permit-La Cancha Media 1 (Hearing 10/22/2025)
Date: Tuesday, October 7, 2025 9:49:00 AM
Attachments: [EC Agenda October 7 2025 hybrid FINAL.pdf](#)

[REDACTED]

I am confirming receipt of your letters of concern regarding La Media Cancha's LLP permit that will be heard before my Commission tonight. These letters will be included in their file as well. Please note that they were originally slated to be on the consent agenda, but due to your messages, I am recommending to my Commission that they vote to move them to the regular agenda, so there is an opportunity for further review. You are welcome to attend tonight's hearing and speak during public comment on this item. You may attend in person or remotely via Teams (agenda is attached), and each person will have 3 minutes to speak during public comment. Please know that the Commission nor the applicant can respond to your comments as it's not an opportunity for discussion.

I also wanted to let you know that I sent your emails (with personal information redacted) to the owner, Jose, and his consultant, Jorge. They let me know that they've not received any complaints directly, so they were surprised to learn of your concerns.

Regarding the 311 complaints that Joyce submitted, Jorge let me know that the owner cleans up after his customers, but sometimes there is waste left by homeless individuals or those using the bus stop directly in front of the business. He also said there is a city cleaning crew that passes along Mission Street almost daily to pick up trash accumulated overnight and helps keep the sidewalks clean. I do want to mention that the complaints about human feces do not fall under the EC's purview and should be directed to the Department of Public Works (DPW).

I'll also note that we did receive a 311 sound complaint about the business on Thursday, October 2nd at 10:56pm. My inspector responded to the complaint on Saturday, 10/4 at 9pm and during his inspection he observed indoor prerecorded music playing. The manager on duty was familiar with the LLP permitting process and said he understood they were not permitted to have entertainment unless the Commission approved their permit, so they've been playing prerecorded music only.

Lastly, if you don't already have direct lines of communication with Jose, please let me know if you'd like me to send an intro email. I'd be happy to connect you all so you can voice your concerns directly as well.

Thank you,
Kaitlyn

Kaitlyn Azevedo (she/her)

Deputy Director

San Francisco Entertainment Commission

49 South Van Ness, Suite 1482

San Francisco, CA 94103

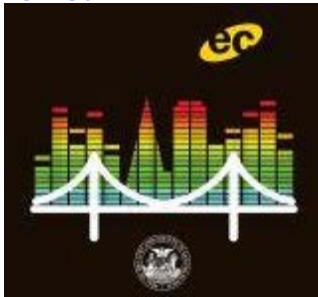
628-652-6038 (direct line) | 628-652-6030 (EC main line)

Kaitlyn.Azevedo@sfgov.org

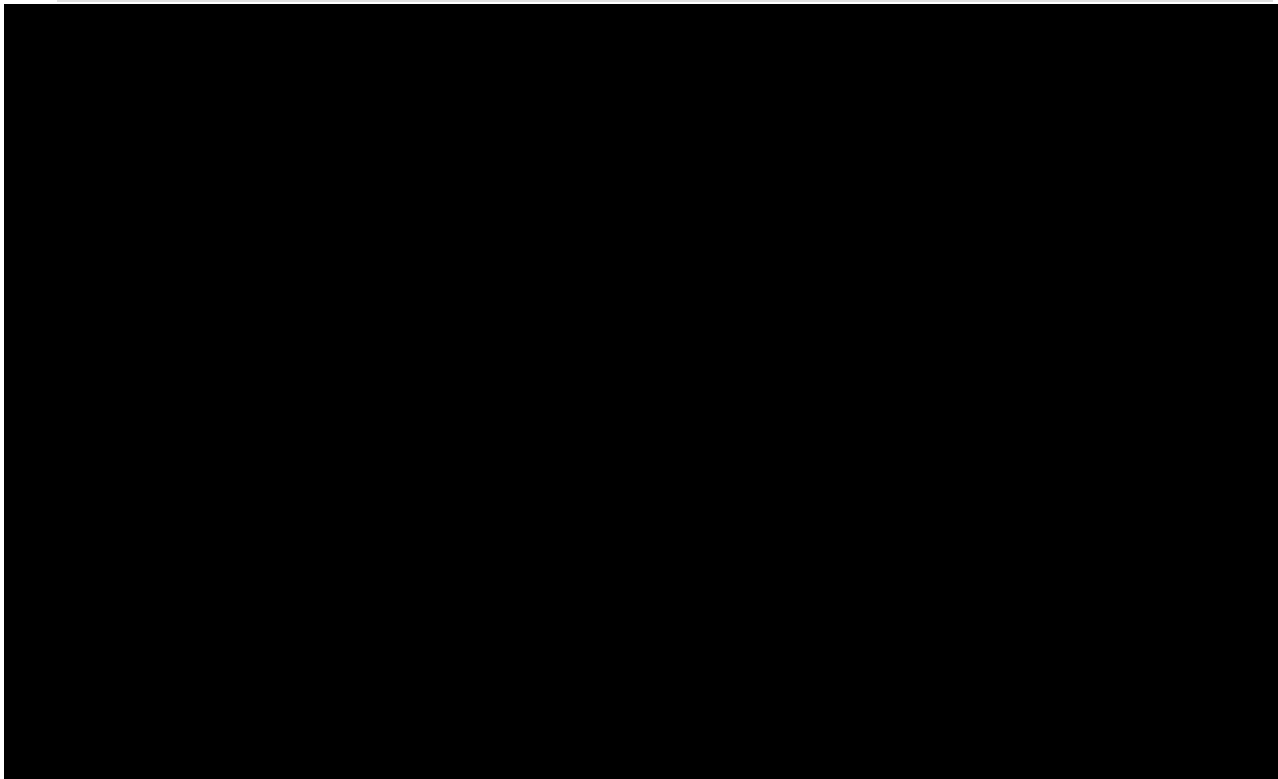
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From: [Jorge Leyva](#)
To: [Azevedo, Kaitlyn \(ADM\)](#)
Cc: [LA CANCHA MEDIA 1](#)
Subject: RE: Public Comment-Opposition-Limited Live performance permit-La Cancha Media 1 (Hearing 10/22/2025)
Date: Monday, October 6, 2025 4:02:37 PM

Hello Kaitlyn,

Thank you for informing me about the letters. It's strange, as to date no one has filed any complaints or notified the owner of any issues, either at the establishment or through any other means.

José will not need an interpreter. Regarding the business, it began operating in 2021 and has no connection to MAMA COCO, the previous establishment.

Last Saturday, October 4th, he mentioned that a city inspector visited due to a complaint about "loud music" and "karaoke." However, none of those activities were taking place at that time, and the inspection report should reflect this.

As for the trash and other debris accumulating in front of the business, the owner cleans up after his customers, but he cannot be held responsible for the waste left by homeless individuals or those using the bus stop directly in front. Additionally, there is a city cleaning crew that passes along Mission Street almost daily to pick up trash accumulated overnight. This city program helps keep the sidewalk clean from the unscrupulous individuals who leave waste during the night.

There are always people who may speak negatively about the business—perhaps something common within the community—but I hope the commission carefully considers the possibility of ill-intentioned motives behind such complaints.

Best regards,

Jorge L. Leyva Torres | *Accounting Services*



4951 Mission Street, San Francisco, CA 94112
O: (415) 239-6984 | D: (415) 239-6987
jorge@ausejotaxes.com | www.ausejotaxes.com

Check out our [2024 Tax News Letter](#) for updates!

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From: Azevedo, Kaitlyn (ADM) <kaitlyn.azevedo@sfgov.org>

Sent: Monday, October 6, 2025 3:08 PM

To: Jose Beltran <jose.beltran1812@yahoo.com>; Jorge Leyva <jorge@ausejotaxes.com>

Subject: FW: Public Comment-Opposition-Limited Live performance permit-La Cancha Media 1 (Hearing 10/22/2025)

Importance: High

Hi Jose and Jorge,

I'm reaching out about a few things:

1. I have received 3 letters of opposition about your Limited Live Performance (LLP) permit application – see emails below. As such, I am going to recommend to my Commission that they move your application from the consent agenda to the regular agenda at tomorrow's hearing. This means that you will need to speak to the Commission directly after I introduce your permit agenda item. You should plan to give a 1-2 minute overview of your business and how you plan to use your permit, as well as address the concerns from the neighbors. **Will you be able to provide your own translator at the hearing?** As you may recall, during our intake meeting Jose declined my offer to have a Spanish interpreter/translator present, and unfortunately with this late of notice, I won't be able to schedule one for tomorrow.
2. Please confirm how long Jose has owned the business. I recall us having numerous sound complaints when the business was Mama Coco's – did Jose own that business as well? Please advise when the change from Mama Coco's to La Media Cancha happened.
3. Have any of your neighbors contacted you to express concerns with your business or patrons? When was the last time you interacted with them?
4. Please send me an email responding to the neighbors' concerns that are outlined below, and I will send it to them on your behalf. It's important that you are responsive to any questions or concerns related to your permit application, and I'll include your message in your file for my Commission to review. I will also see if the neighbors are willing to speak with you directly.

Thank you,

Kaitlyn

Kaitlyn Azevedo (she/her)

Deputy Director

San Francisco Entertainment Commission

49 South Van Ness, Suite 1482

San Francisco, CA 94103

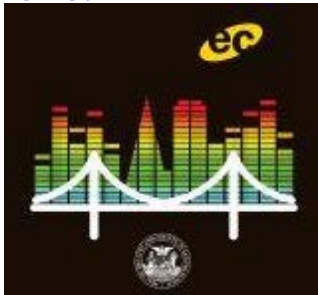
628-652-6038 (direct line) | 628-652-6030 (EC main line)

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From: <>

Sent: Monday, October 6, 2025 11:01 AM

To: Azevedo, Kaitlyn (ADM) <kaitlyn.azevedo@sfgov.org>

Cc: <>

Subject: Re: Public Comment-Opposition-Limited Live performance permit-La Cancha Media 1 (Hearing 10/22/2025)

Dear Deputy Director Kaitlyn Azevedo and Members of the Entertainment Commission,

I am writing to submit supplemental evidence regarding my opposition to the Limited Live Performance Permit application by La Cancha Media 1.

As requested, here are several 311 complaint case numbers I personally filed concerning human feces and sanitation hazards directly outside this location:

- Case #101001639126 (March 2025) – Human feces remained for 3 days; City closed the case without cleaning.
- Case #101001627676 (March 2025) – Human feces at the entrance; case marked “resolved,” but no cleaning occurred.
- Case #101001563900 (February 2025) – Human feces on the sidewalk; case closed “no work needed.”
- Case #101000418481 (2024) – Human feces reported; case closed without action.

Attached are screenshots from the 311 system showing the conditions and case records. These incidents demonstrate that the City has repeatedly failed to provide adequate enforcement and sanitation response, leaving the burden on the landlord and residents. Families and children are exposed to these hazardous conditions daily.

This is clear proof that current enforcement is already insufficient. If a Limited Live Performance Permit is granted, the problems of intoxicated patrons, public disorder, and sanitation hazards will only increase, creating an even greater risk to community health and safety.

For these reasons, I respectfully urge the Commission to deny this permit application.

Sincerely,

<>

On Sunday, October 5, 2025 at 11:00:34 PM PDT, <> wrote:

Thank you, <>, for bringing this to our attention. We were unaware of the permit application until only last week.

Dear Kaitlyn,

My name is <>. I live in the <>. Our property <> with the La Cancha Media restaurant. As a family who suffer daily from the noise disturbance and nuisance caused by the restaurant, we vehemently oppose granting the La Cancha Media restaurant the permit for live performances. The restaurant's owners have a terrible track record of working with the residents to address issues caused by the business: since the restaurant's opening in around 2022, we have been complaining to the restaurant's business owners, the property owner of the restaurant's building, 311, the local police, and we even sent complaint to the Entertainment Commission (entertainment.enforcement@sfgov.org) as well as the office of the San Francisco Board of Supervisors. But to no avail. The restaurant's owners continue to bully the nearby residents.

In addition to opposing the permit, we implore the Entertainment Commission to finally listen to the complaints from nearby residents and take actions to regulate the restaurant, as we believe it is the Entertainment Commission's responsibility to protect the residents from the restaurant's bullying.

In this email, you will find:

1. Reasons that we oppose granting the restaurant the permit for live performances.
2. Evidence of how the restaurant has been causing many problems in the neighborhood. Note: it seems that 311.org is missing older complaints. Also, you won't find too many recent complaints because the nearby residences have

found 311 complaints to be ineffective. After all, the restaurant has been causing the same issues for more than 3 years with no authorities willing to intervene.

Noise Disturbance – The restaurant already plays music at excessive volume. Many a night, the restaurant would play music at high volume well past 11PM. Recently, the restaurant illegally built a karaoke room that keeps its patrons entertained well past midnight. Our property <>. Every single day and night, we suffer from the high volume music with intense bass. You can feel the walls shaking at times. My mother has suffered from hearing problems because of the noise disturbance. (We have doctor's notes, which we can provide as proof in a more private correspondence.)

We have reached out to the restaurant's owners numerous times to ask them to lower the volume and improve soundproofing. To our dismay and outrage, they continue to bully us with loud music all day and all night.

Evidence against 4995 MISSION ST, SAN FRANCISCO, CA 94112:

- 311 Case # 101002720187: noise
- Police case # 15111039: noise
- Correspondence the office of the San Francisco Board of Supervisors. Our contact was Lauren Chung <lauren.l.chung@sfgov.org>.
- Complaint sent to entertainment.enforcement@sfgov.org on Dec 13, 2022, 9:51 PM from email address <>

Public Health Concerns – Patrons of the La Media Cancha often urinate, smoke, and gather in front of neighbors' houses. These behaviors are disruptive and are public health concerns. They make the neighborhood feel dirty and unsafe. We have video recordings of patrons of the restaurant urinating in front of nearby houses.

Evidence against 4995 MISSION ST, SAN FRANCISCO, CA 94112:

- Correspondence starting from Mar 17, 2022 with Lauren Chung <lauren.l.chung@sfgov.org> from the office of the Board of Supervisors.
- Video evidence:
 - Urinating:
 - Urinating_2:
 - Vomiting:
 - Smoking:

Traffic and Parking Problems – The restaurant's operation already causes congestion and parking shortages in the area. Oftentimes, motorcycles belonging to patrons of the restaurants are parked on the public sidewalk in front of the restaurant, which is a violation of city ordinance and it is certainly a public safety hazard. Additional live performances would only make this worse.

Evidence against 4995 MISSION ST, SAN FRANCISCO, CA 94112:

- 311 case # 101001899994: blocked sidewalk
- 311 case # 101002299954: illegal parking

Best regards,

On Sat, Oct 4, 2025 at 10:17 PM <> wrote:

Hi Kaitlyn,

Thanks for confirming the receipt of my email.

I am including my neighbor <>(copied in CC), who resides at <>. As the closest affected resident, <> strongly opposes granting this permit and intends to provide additional information regarding the serious negative impacts already experienced, including late-night noise, intoxicated behavior, and disturbances that directly affect our ability to rest and feel safe at home.

It is critical that the Commission give full weight to the objections raised by the immediate neighbors, who are the most directly impacted by this application. Please ensure that both my opposition and Jaye's opposition are formally recorded in the file for the Commission's review.

If this permit were to be granted, we will continue to file formal complaints, escalate the matter to enforcement agencies, and take all necessary actions to protect our community.

Thank you for your attention.

Best regards,

<>

Sent from my iPhone

On Oct 2, 2025, at 9:01 AM, Azevedo, Kaitlyn (ADM) <kaitlyn.azevedo@sfgov.org> wrote:

Hi good morning, <>

I am confirming receipt of your letter of opposition for La Media Cancha 1's Limited Live Performance (LLP) permit application, and will include it in their file for my Commission to review.

Additionally, I wanted to let you know that I looked at our complaint history for 2024 and 2025, and we have never received a sound complaint about this location. Are you using 311 or contacting SFPD non-emergency? What are the complaints about?

There was no other opposition or concern voiced about this application, but I did want to let you know that should the permit be approved, they would have to adhere to the Good Neighbor Policy (GNP, attached) which, among other things, requires the doors to stay closed during entertainment. Additionally, they'd have to adhere to an approved indoor sound limit (there is no outdoor programming nor speakers proposed under this application), and the business would fall under my Commission's purview for enforcement. I have inspectors who work in the field to respond to complaints in real time (mostly on weekend nights) and if the business is found in violation of their permit, we have an enforcement escalation policy that starts with education, but can also result in citations with a monetary fine. Additionally, if there are ongoing issues, my Commission can require the business to reappear before them at a hearing to potentially recondition their permit to have more restrictive days/times of entertainment.

Please let me know if you have specific questions for me, or if you'd like me to connect you with the owner directly. I strongly encourage this as I've found that neighbors having direct lines of communication with the business is often the most effective way to mitigate any issues.

Thanks,

Kaitlyn

Kaitlyn Azevedo (she/her)

Deputy Director

San Francisco Entertainment Commission

49 South Van Ness, Suite 1482

San Francisco, CA 94103

628-652-6038 (direct line) | 628-652-6030 (EC main line)

Kaitlyn.Azevedo@sfgov.org

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<image001.jpg>

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public records and, as such, are subject to the [Sunshine Ordinance](#) and can be requested by the public. If this happens, personal information such as Social Security numbers and phone numbers, will be redacted.

From: <>

Sent: Wednesday, October 1, 2025 12:03 PM

To: Commission, Entertainment (ADM) <entertainment.commission@sfgov.org>

Cc: Azevedo, Kaitlyn (ADM) <kaitlyn.azevedo@sfgov.org>

Subject: Public Comment-Opposition-Limited Live performance permit-La Cancha Media 1 (Hearing 10/22/2025)

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San Francisco Entertainment Commission

49 South Van Ness Avenue, Suite 1482

San Francisco, CA 94103

October 1, 2025

Re: Opposition to Limited Live Performance Permit – La Cancha Media 1 (Hearing

October 22, 2025, 5:30 PM, Room 416)

Dear Deputy Director Kaitlyn Azevedo and Members of the Commission,

Please include this letter in the public record for the Limited Live Performance Permit application for

La Cancha Media 1 / La Media Cancha 1.

I am a resident of this neighborhood and I strongly oppose the above-referenced application. This area

is primarily residential, and the community is already suffering from severe disturbances: large groups

loitering outside, public drinking and intoxication, and even public urination. These activities present

serious public safety and sanitation concerns.

In addition, loud music and crowd noise frequently extend late into the night, making it difficult for

families, children, and working residents to rest. Young children are especially impacted—the constant

noise disrupts sleep and harms their ability to study and concentrate.

I have submitted multiple noise and nuisance complaints to 311. Despite these complaints, the

problems persist. If a Limited Live Performance permit is granted, it will likely exacerbate the impacts

and create further disruption for the neighborhood.

For these reasons, I respectfully and firmly request that the Entertainment Commission deny this

application.

If the Commission nonetheless considers approval, I request the following mandatory conditions to

protect neighboring residents:

- No bands or DJs. No drum kits, brass, subwoofers, or amplified entertainment of any kind.

Entertainment is limited to acoustic solo or duo without amplification.

- Indoor only. Entertainment must be entirely indoors within an area ≤ 200 sq ft. No outdoor

entertainment or speakers. Doors and windows must remain closed during entertainment.

- Frequency cap. No more than 2 nights per week and 8 nights per month; no more than 2

consecutive nights.

- Hours cap. Entertainment may not start before 10:00 AM. All entertainment must end by 9:00 PM

(Sun–Thu) and 10:00 PM (Fri–Sat).

- Sound control. Install a locked sound-level limiter on all audio chains, calibrated by a qualified

technician. Keep digital logs available upon request. At the property line, comply with Police Code

Article 29: not to exceed ambient +8 dBA and ambient +8 dBC.

- Security & loitering management. Provide staffed line management on busy nights; prevent

loitering; post signage; perform nightly sidewalk cleanup within 50 feet of the premises.

- Neighbor communications. Post a 24/7 complaint phone number and email; maintain a complaint

log and respond within 24 hours.

- Six-month review & enforcement. Schedule a mandatory 6 month review hearing. Any verified violation should trigger an automatic reappearance for potential modification, suspension, or revocation.

Thank you for your consideration. Please confirm receipt and inclusion in the public record.

Please include this email and the attached letter in the public record.

Sincerely,

From: [REDACTED]
To: [Azevedo, Kaitlyn \(ADM\)](#)
Subject: Opposition to limited live Performance - La Media Cancha 1
Date: Tuesday, October 7, 2025 1:50:47 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

[REDACTED]

My business is just on a par with the business called "La Media Cancha," and I have had many problems with both the owner and the customers there.

The owner has offended me and is a person with whom one cannot talk.

Customers there are constantly urinating or vomiting in front of my business, and I must be washing the sidewalk every day, other than those customers have insulted me, and I have even called the police.

I ask that the place be inspected because it is not right as they are handling it.

I add a photo of the letter from my neighbor [REDACTED], in which I agree with all its contents.
Thank you.

[REDACTED]

From: [REDACTED]
To: [Azevedo, Kaitlyn \(ADM\)](#)
Subject: Pending photos
Date: Tuesday, October 7, 2025 1:57:46 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Given these ongoing and serious problems, granting this permit will very likely worsen the situation and negatively impact the peace, safety, and well-being of our community.

For these reasons, we respectfully urge the Commission to deny this permit application.

Thank you for your time and for considering the concerns of local residents.



Opposition to Limited Live Performance Permit – La Media Cancha 1

To the San Francisco Entertainment Commission,

We are residents near the La Media Cancha restaurant. We are writing to formally oppose the Limited Live Performance Permit application submitted by La Media Cancha 1.

Our concerns are based on ongoing disturbances that La Media Cancha restaurant has inflicted on our neighborhood. Granting the permit will only worsen the residents' well being.

1. **Noise Disturbance** – The restaurant already plays music at excessive volume. Many nights, the restaurant continues playing music at high volume well past 11PM.

2. **Public Health Concerns** – Patrons of the La Media Cancha often urinate, smoke, and gather in front of neighbors' houses. These behaviors are disruptive and are public health concerns. They make the neighborhood feel dirty and unsafe. We have video recordings of patrons of the restaurant urinating in front of nearby houses.

3. **Repeated Complaints Without Improvement** – Since 2022, there have been numerous complaints filed against the restaurant on 311 and the local police. We have also reached out to the Entertainment Commission for help with the noise issue. Furthermore, we have referred the violations to the office of the Board of Supervisors representing District 11. To our dismay, we have not received much help, and the restaurant's owners continued to ignore the neighbors complaints and disturb the neighbors' lives on a daily basis.

4. **Traffic and Parking Problems** – The restaurant's operation already causes congestion and parking shortages in the area. Oftentimes, motorcycles belong to patrons of the restaurants are parked on the public sidewalk in front of the restaurant, which is a violation of city ordinance and it is certainly a public safety hazard. Additional live performances would only make this worse.

5. **Public Safety Concerns** – Large gatherings and late-night activity increase the risk of disorderly conduct and disturbances in the community.

NO ORINARSE Y
NO VOMITAR EN
ESTE NEGOCIO,
DE LO CONTRARIO
PUBLICAREMOS
SU CARA EN
REDES SOCIALES.
GRACIAS!!

[Yahoo Mail: Search, Organize, Conquer](#)

From: [yan liu](#)
To: [Azevedo, Kaitlyn \(ADM\); F YU](#)
Cc: [lijaye88@gmail.com](#)
Subject: Re: Public Comment-Opposition-Limited Live performance permit-La Cancha Media 1 (Hearing 10/22/2025)
Date: Tuesday, October 7, 2025 2:57:37 PM

Dear Kaitlyn:

Thank you for taking the time to review our community's concerns. Please include this email in the record. This message supplements my prior submission sent on 10/6/2025; I am not re-attaching those exhibits (311 screenshots, camera stills, evidence log).

1. Illegal entertainment already operating. The business has run karaoke/entertainment without a permit, showing blatant disregard for the law and this Commission's authority.
2. Public-health hazards caused by patrons. Neighbors' cameras captured patrons urinating and vomiting in front of homes; numerous 311 reports were closed without cleanup and landlords had to wash sidewalks themselves. (311 case numbers previously provided, incl. #101001639126, #101001627676, #101001563900, #101000418481; noise #101002720187.)
3. Incompatible with mixed-use residential. Families, seniors, and children share a common wall; amplified entertainment here is fundamentally incompatible with residential use.
4. Enforcement has already failed; approval would worsen harms. Problems persist despite repeated 311 reports.
5. From two houses away, we can clearly hear the amplified music and party shouting late at night even with window closed. This level of propagation shows the site is fundamentally incompatible with mixed-use residential neighbors.

For these reasons, I respectfully urge the Commission to deny the LLP application for La Media Cancha.

Thank you for your consideration and for supporting the health, safety, and peace of nearby residents.

Joyce

On Tuesday, October 7, 2025 at 12:14:42 PM PDT, F YU <petdodobird@gmail.com> wrote:

Hi Kaitlyn,

Because our properties directly abut with zero physical setback or open space between them, I believe that measuring the noise "outside of the property plane," as described in San Francisco Police Code Article 29, must occur at the shared property line to accurately reflect the impact on the neighboring property.

An exterior measurement taken away from the shared wall (for example, in front of the building or across the

street) would not represent the actual exposure at the property boundary. The shared wall functions as the property plane, and transmission through that wall is the main pathway of disturbance.

I respectfully request that any compliance sound check or inspection include measurements:

- * At or immediately adjacent to the shared property line, and
- * Within the affected interior space, consistent with San Francisco Police Code Article 29 § 2909(a)(2), which allows interior measurement in attached residential units when the noise source is in another building or dwelling.

This approach would align with the intent of Article 29, which evaluates whether noise levels exceed the allowed limits "outside the property plane," while acknowledging that in a zero-lot-line situation, that location is effectively the common wall.

I appreciate your time and understanding and would be glad to coordinate access.

Best,
Fei

On Tue, Oct 7, 2025 at 11:46 AM Azevedo, Kaitlyn (ADM) <kaitlyn.azevedo@sfgov.org> wrote:

Hi Fei,

I will include your updated letter in the applicants' file.

Regarding your request – the EC doesn't measure sound from other buildings. We follow Police Code Article 29 and that directs us to take sound measurements at the front property plane of a business. My inspector is trying to schedule the sound test for this Sunday, so if approved for the permit, they will know their maximum operating volume. Please note that the sound limit will be a condition on their permit, and exceeding the volume we set may lead to enforcement action.

Thanks,

Kaitlyn

Kaitlyn Azevedo (she/her)

Deputy Director

San Francisco Entertainment Commission

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San Francisco, CA 94103

628-652-6038 (direct line) | 628-652-6030 (EC main line)

Kaitlyn.Azevedo@sfgov.org

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Opposition to Limited Live Performance Permit – La Media Cancha 1

To the San Francisco Entertainment Commission,

We are residents near the La Media Cancha restaurant. We are writing to formally oppose the Limited Live Performance Permit application submitted by **La Media Cancha 1**.

Our concerns are based on ongoing disturbances that La Media Cancha restaurant has inflicted on our neighborhood. Granting the permit will only worsen the residents' well being.

1. **Noise Disturbance** – The restaurant already plays music at excessive volume. Many nights, the restaurant continues playing music at high volume well past 11PM.

2. **Public Health Concerns** – Patrons of the La Media Cancha often urinate, smoke, and gather in front of neighbors' houses. These behaviors are disruptive and are public health concerns. They make the neighborhood feel dirty and unsafe. We have video recordings of patrons of the restaurant urinating in front of nearby houses.

3. **Repeated Complaints Without Improvement** – Since 2022, there have been numerous complaints filed against the restaurant on 311 and the local police. We have also reached out to the Entertainment Commission for help with the noise issue. Furthermore, we have referred the violations to the office of the Board of Supervisors representing District 11. To our dismay, we have not received much help, and the restaurant's owners continued to ignore the neighbors complaints and disturb the neighbors' lives on a daily basis.

4. **Traffic and Parking Problems** – The restaurant's operation already causes congestion and parking shortages in the area. Oftentimes, motorcycles belong to patrons of the restaurants are parked on the public sidewalk in front of the restaurant, which is a violation of city ordinance and it is certainly a public safety hazard. Additional live performances would only make this worse.

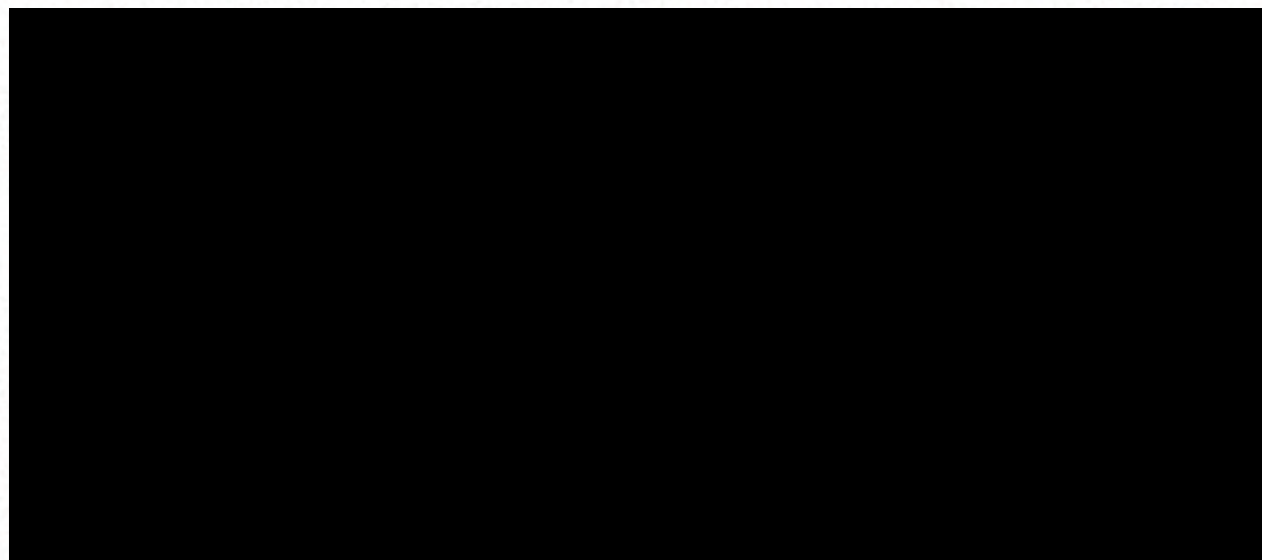
5. **Public Safety Concerns** – Large gatherings and late-night activity increase the risk of disorderly conduct and disturbances in the community.

Given these ongoing and serious problems, granting this permit will very likely worsen the situation and negatively impact the peace, safety, and well-being of our community.

For these reasons, we respectfully urge the Commission to deny this permit application.

Thank you for your time and for considering the concerns of local residents.

Sincerely,



Neighbor Signatures

Name	Address	Signature
Zhen Li		
JULIE YING		
GERNETA RIVER		
YI LIN		
Ana DiA		
Carlos.		
Diang Yu		



City and County of San Francisco
Entertainment Commission

Permit referral request

To SFPD EC Sound

Date 9/5/2025

We have received the attached application for a permit from the business listed below:

Permit(s) requested LLP

Entertainment Commission notes:

We have received the attached application for a Limited Live Performance permit

Name JOSE H BELTRAN of LA CANCHA MEDIA 1

DBA La Media Cancha 1

Street address 4995 MISSION ST

Hearing date 10/7/2025

Except for Planning, SFPD, and SF Port, we do not need a response before the hearing date.

Please enter your recommendation below.

Your department

Ingleside Station

Your recommendation:

Signature

[Signature] #445

Entertainment Commission

Date

9-11-25

Permit referral request

**Items submitted
after
October 10, 2025**



LIMITED LIVE PERFORMANCE

Entertainment Commission - Sound Abatement Test Results

**EC-1889: La Media
Cancha
4995 Mission St.**

APPROVED

Internal Limit:
91 dBA / 98 dBC
(measured inside to the right of the front door)

Date of Inspection:
Sunday, October 12th, 2025

Time of Inspection:
3:30 PM

Meter:
Cirrus – CR:171B

Ambient Avg:
68.6 dBA / 76.7 dBC
(measured from curb on Mission St.)

Measures shall be taken to reduce the amount of sound that escapes a permitted venue. All doors and windows must be kept closed while hosting entertainment, unless otherwise conditioned on the permit. Permit holder shall be familiar with and abide by sound ordinances enforced by the Entertainment Commission including, but not limited to the following:

1. Regulation of Noise - Noise Limits
 - a. Commercial & Industrial Property - [SF MPC Article 29 Section 2909\(b\)](#)
 - b. Public Property - [SF MPC Article 29 Section 2909\(c\)](#)
2. Outdoor Amplified Sound Regulations - [SF MPC Article 15.1 Section 1060.16\(b\)\(3\)](#)
3. Unnecessary Noise - [SF MPC Article 1 Section 49\(b\)](#)

NOTE:

Entertainment Commission must be notified of any modification to sound system.

Andrew Zverina
Inspector

From: [REDACTED]
To: [Azevedo, Kaitlyn \(ADM\)](#)
Subject: 4995 Mission St, San Francisco CA, 94112
Date: Wednesday, October 22, 2025 10:02:40 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Good morning, I'm Ana Diaz. I know we have a phone call meeting now, but I won't be able to attend. I know that even though I don't agree with the permit for my neighbor's business, I'm deeply affected.

Customers of that business urinate in front of my door or leave the entrance dirty. I'm emotionally affected and need to be well. I want you to take my words into account because I don't think it's fair that I'm a taxpayer who isn't being listened to. Thank you very much!

From: [Azevedo, Kaitlyn \(ADM\)](#)
To: ["Jose L. Gonzalez"; Jose Beltran](#)
Cc: [REDACTED]
Subject: RE: Setting up community meeting for La Media Cancha 1, 4995 Mission Street
Date: Wednesday, October 29, 2025 8:33:00 AM

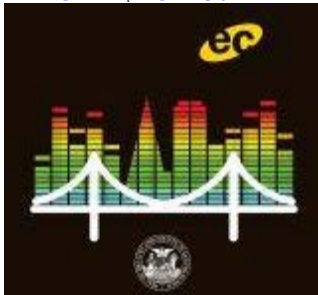
Hi Jose,

Got it – thanks for confirming.

Best,
Kaitlyn

Kaitlyn Azevedo (she/her)

Deputy Director
San Francisco Entertainment Commission
49 South Van Ness, Suite 1482
San Francisco, CA 94103
628-652-6038 (direct line) | 628-652-6030 (EC main line)
Kaitlyn.Azevedo@sfgov.org
[Facebook](#) | [Website](#)
[Instagram](#) | [Sign up for the Entertainment Commission e-mail list](#)



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From: Jose L Gonzalez <jlgadvisor@gmail.com>
Sent: Wednesday, October 29, 2025 8:19 AM
To: Azevedo, Kaitlyn (ADM) <kaitlyn.azevedo@sfgov.org>; Jose Beltran
[REDACTED]
Cc: [REDACTED]
Subject: Re: Setting up community meeting for La Media Cancha 1, 4995 Mission Street

Good morning Kaitlyn,

The concession is to lower the volume of prerecorded music at 10:00pm and abide by the commission established sound limits during entertainment.

Thank you,

Jose L Gonzalez
[REDACTED]

On Oct 29, 2025 at 8:14 AM -0700, Azevedo, Kaitlyn (ADM) <kaitlyn.azevedo@sfgov.org>, wrote:

Morning Jose,

Thanks for letting me know about the speaker.

To clarify - does Mr. Beltran have plans to end entertainment by 10pm any night of the week as a concession for the neighbor? Reminder that my commission cannot impose a condition about lowering/ending the prerecorded music starting at 10pm - they can only condition relative to entertainment.

Thanks,
Kaitlyn

Get [Outlook for iOS](#)

From: Jose L Gonzalez [REDACTED]
Sent: Wednesday, October 29, 2025 12:03:04 AM
To: Jose Beltran [REDACTED]; Azevedo, Kaitlyn (ADM) <kaitlyn.azevedo@sfgov.org>
Cc: [REDACTED]
[REDACTED]
Subject: Re: Setting up community meeting for La Media Cancha 1, 4995 Mission Street

Hello Kaitlyn,

I just had a conversation with Mr. Beltran and he is in the process of relocating the speaker from the left side wall by the entry door. Additionally, he will agree to lower the volume of prerecorded music after 10:00pm.

Have a good night.

Jose L Gonzalez
[REDACTED]

On Oct 28, 2025 at 6:22 PM -0700, Azevedo, Kaitlyn (ADM)

<kaitlyn.azevedo@sfgov.org>, wrote:

Thank you, Jose.

Would you like to respond to the neighbor's request to turn all music off at 10pm?

Also wondering if you have moved the speaker off the left wall yet?

Thanks,
Kaitlyn

Get [Outlook for iOS](#)

From: Jose Beltran [REDACTED]
Sent: Tuesday, October 28, 2025 5:59:57 PM
To: Azevedo, Kaitlyn (ADM) <kaitlyn.azevedo@sfgov.org>
Cc: [REDACTED]
[REDACTED]
Subject: Re: Setting up community meeting for La Media Cancha 1, 4995 Mission Street

Hello all
Her is the telephone number you requested

1 option [REDACTED] 2 option [REDACTED]

Thank you

Jose

On Tuesday, October 28, 2025 at 11:49:12 AM PDT, Azevedo, Kaitlyn (ADM) <kaitlyn.azevedo@sfgov.org> wrote:

Hello,

I am following up on this email here.

[REDACTED] please reply to this email with the best # for neighbors to contact the business in real time & how you'd like to respond to the request to turn all music off

at 10pm. Reminder that my Commission can **only** condition hours of entertainment, and not prerecorded music. For example, my Commission could condition your permit to end entertainment at 10pm Monday – Thursday and at 11pm Friday – Sunday, but these hours would not apply to prerecorded music. If you want to make a commitment to ending prerecorded music by 10pm on certain days of the week, that would be an agreement between you and the neighbors.

I ask that you please respond by noon tomorrow, October 29th as I need to prepare the staff memo for the Commission meeting.

Thank you,
Kaitlyn

Kaitlyn Azevedo (she/her)

Deputy Director

San Francisco Entertainment Commission

49 South Van Ness, Suite 1482

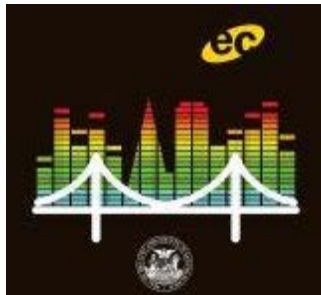
San Francisco, CA 94103

628-652-6038 (direct line) | 628-652-6030 (EC main line)

Kaitlyn.Azevedo@sfgov.org

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From: Azevedo, Kaitlyn (ADM)

Sent: Friday, October 24, 2025 10:36 AM

To: [REDACTED]

Cc: 'Jose L Gonzalez'

Subject: RE: Setting up community meeting for La Media Cancha 1, 4995 Mission Street

Good morning,

Thank you all for taking the time to meet on Wednesday to discuss La Media Cancha's LLP permit application. Below is a summary of the meeting:

The business is taking following measures:

- Adding an ash tray outside
- Adding a security guard to the front door from 5pm -11pm Friday - Sunday and during scheduled private events
- Continue to sweep the street and keep it clean in front of the business
- Moving speaker off of left hand side of restaurant and move it to the right side of the restaurant

[REDACTED] stated the following:

- Improvement in volume of music decreasing after 10:30pm
- Saw employees cleaning the sidewalk
- He states he can still hear the prerecorded music in his home & has heard customers shouting outside at 11:30pm

Next steps: [REDACTED] asked for the contact # to the restaurant & if Jose is willing to turn the music off at 10pm every night

[REDACTED] please reply to this email with the best # for neighbors to contact the business in real time & how you'd like to respond to the request to turn all music off at 10pm. Reminder that my Commission can **only** condition hours of entertainment, and not prerecorded music. For example, my Commission could condition your permit to end entertainment at 10pm Monday – Thursday and at 11pm Friday – Sunday, but these hours would not apply to prerecorded music. If you want to make a commitment to ending prerecorded music

by 10pm on certain days of the week, that would be an agreement between you and the neighbors.

If you have questions, let me know.

Thank you,
Kaitlyn

Kaitlyn Azevedo (she/her)

Deputy Director

San Francisco Entertainment Commission

49 South Van Ness, Suite 1482

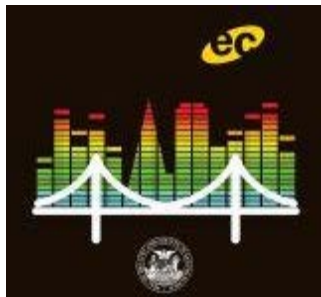
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Kaitlyn.Azevedo@sfgov.org

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From: Azevedo, Kaitlyn (ADM)

Sent: Tuesday, October 14, 2025 8:05 PM

To: [REDACTED]

Cc: Jose L Gonzalez [REDACTED]

Subject: RE: Setting up community meeting for La Media Cancha 1, 4995 Mission Street

Hi all –

I just sent the Teams meeting invite for our community meeting on 10/22 from 12 – 12:45pm. Please forward the invite to anyone who'd like to attend.

Previous community meetings that I have hosted were a discussion format; everyone introduces themselves and then the business owner gives an update on their programming plans and the neighbors voice their questions and concerns and the business owner responds. I can answer questions that come up relative to the EC's purview, and can help mediate and keep the discussion on track and be our time keeper.

Fei – yes, neighbors may send me questions or comments in advance of the meeting if they'd like. I'd ask for those by 10/21 so I can have them compiled. Hopefully these folks can also attend the meeting so they can speak with Jose directly.

Following this meeting, I plan to reschedule La Media Cancha to our hearing on **Tuesday, November 4th**. The business will need to repost a yellow notice to the public in advance of their hearing.

Please let me know if you have any questions.

Thank you,
Kaitlyn

Kaitlyn Azevedo (she/her)

Deputy Director

San Francisco Entertainment Commission

49 South Van Ness, Suite 1482

San Francisco, CA 94103

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From: [REDACTED] >
Sent: Tuesday, October 14, 2025 10:37 AM
To: Azevedo, Kaitlyn (ADM) <kaitlyn.azevedo@sfgov.org>
Cc: [REDACTED] Jose L Gonzalez
[REDACTED]

Subject: Re: Setting up community meeting for La Media Cancha 1, 4995 Mission Street

Hi Kaitlyn,

Let's do 12pm on 10/22 then. I'd appreciate your moderating the meeting.

What would be the format of the meeting? Will there be a chance for the neighbors to submit questions and comments before the meeting should they be unavailable to attend?

Best,



On Tue, Oct 14, 2025 at 9:47 AM Azevedo, Kaitlyn (ADM) <kaitlyn.azevedo@sfgov.org> wrote:

Hi [REDACTED]

I normally host the community meetings during business hours, however, if there is a strong need to do this after 5pm I could be amenable. Do you know of other neighbors who are planning to join this meeting? At this time, you're the only person I've received confirmation from. I'll also note that I don't have to be present if there's a date/time that works better for folks outside of my normal work week, but am happy to join if that's what is preferred.

Does a 30 minute block on 10/22 between 11am – 1pm work for you? If so, I'll put a hold on my calendar. FYI that my schedule is already booking up for next week so we should try and get something pinned down in the next day or so.

Thanks,

Kaitlyn

Kaitlyn Azevedo (she/her)

Deputy Director

San Francisco Entertainment Commission

[49 South Van Ness, Suite 1482](#)

[San Francisco, CA 94103](#)

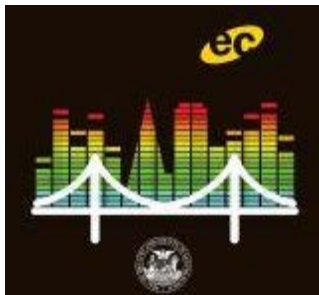
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Kaitlyn.Azevedo@sfgov.org

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From: [REDACTED]
Sent: Monday, October 13, 2025 8:53 AM
To: Jose L Gonzalez [REDACTED] >
Cc: Azevedo, Kaitlyn (ADM) <kaitlyn.azevedo@sfgov.org>;
[REDACTED]
Subject: Re: Setting up community meeting for La Media Cancha 1, [4995 Mission Street](#)

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Hi Kaitlyn,

Would it be possible to set up the community meeting at a later time of the day, say after 5:30pm? A midday meeting may preclude those who have to work during those hours from participating.

Best,

[REDACTED]

On Sat, Oct 11, 2025 at 3:33 PM Jose L Gonzalez [REDACTED] > wrote:

Hello Kaitlyn,

I Am available the 22nd around 11 am to 1 pm. Lease let me know if that works for you both.

If so, I can confirm with Mr. Beltran.

Thank you,

Jose L Gonzalez
[REDACTED]

On Oct 9, 2025 at 4:28 PM -0700, Azevedo, Kaitlyn (ADM)
<kaitlyn.azevedo@sfgov.org>, wrote:

Hi Jose and [REDACTED]

Thank you both for attending the Entertainment Commission hearing on Tuesday, October 7th. As you know, my Commission voted to continue the LLP permit application for La Media Cancha 1 to a future hearing date to allow time for the business to submit a security plan and provide an opportunity for community engagement.

For the community engagement, I'd like to schedule a virtual meeting for the business and neighbors to have an open discussion. This will be an opportunity for neighbors to voice their concerns and the business to be responsive, but also open up the lines for ongoing and future communication. If you'd like me to be present for this meeting, I'd be happy to host on Microsoft Teams the week of October 20th during regular business hours.

Please let me know if this plan works for you both, and feel free to invite others to this thread. From there, we can talk about dates for the meeting.

Best,
Kaitlyn

Kaitlyn Azevedo (she/her)

Deputy Director