



City and County of San Francisco
Entertainment Commission

Permit referral request

To SFPD EC Sound

Date 10/20/2025

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 Noel Von Joo of THE SECRET ALLEY INC

DBA THE SECRET ALLEY

Street address 180 CAPP ST UNIT 4

Hearing date 11/18/2025

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

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 Director of Pending Nonprofit

About you

We will use this information to contact you.

3.2

Name Noel Von Joo
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

1

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

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 Noel Von JooPercentage 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>

1174270

Business name (DBA) THE SECRET ALLEY

Ownership name THE SECRET ALLEY INC

Date of incorporation 09-01-2025

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>

1399178-09-251

Location street address 180 CAPP ST UNIT 4

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 Artist Studios

Food and alcohol

7.2

Will you be serving these items?

Choose one answer.

- ☐ Food
 - ☐  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
 - ☐  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
 - ☐  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 →

8. Proposed hours

Your business hours

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

Additional details:


Studio holders have access to building 24/7

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	12:00 AM - 11:59 PM
Tuesday	12:00 AM - 11:59 PM
Wednesday	12:00 AM - 11:59 PM
Thursday	12:00 AM - 11:59 PM
Friday	12:00 AM - 11:59 PM
Saturday	12:00 AM - 11:59 PM
Sunday	12:00 AM - 11:59 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:

8.2


Your proposed indoor entertainment hours.


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

Monday	9:00 AM - 11:00 PM
Tuesday	9:00 AM - 11:00 PM
Wednesday	<div></div> 9:00 AM - 11:00 PM
Thursday	<div></div> 9:00 AM - 11:00 PM
Friday	9:00 AM - 11:00 PM
Saturday	9:00 AM - 11:00 PM
Sunday	9:00 AM - 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.

Small artist showcases a few times a month including: musicians, bands, DJs, theater performances, comedy shows, drag shows, karaoke, fashion shows, or poetry readings

 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.

Stereo system equipped with small surround sound speakers. Small portable PA system, various instrument amplifiers. Performers may bring their own sound equipment, or some performances may be acoustic. We have double pane windows.

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**

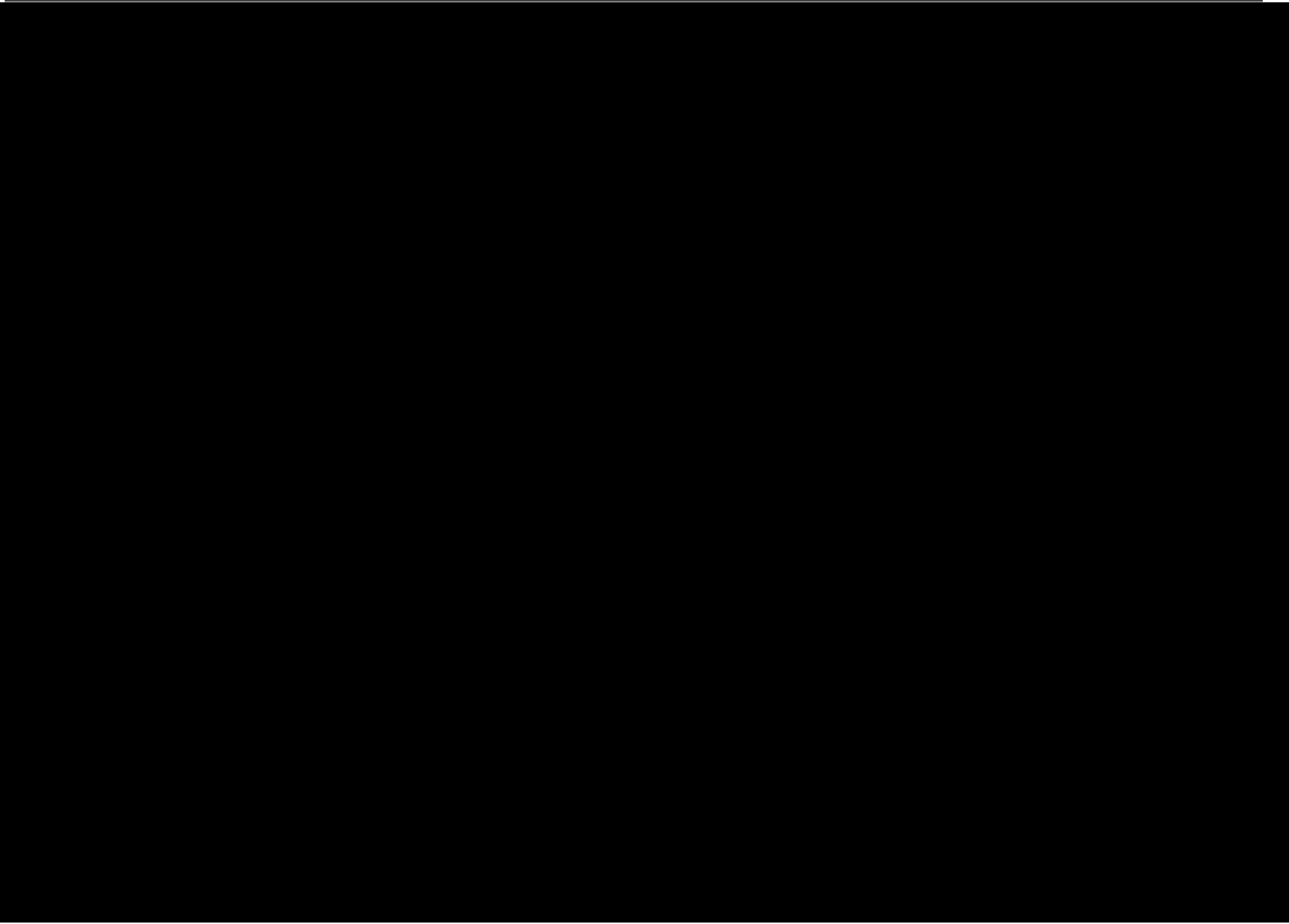
If you have a public assembly permit from the Fire Department, enter the occupancy you were approved for.

9.3

What is the occupancy of your space?

49

 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 →

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.

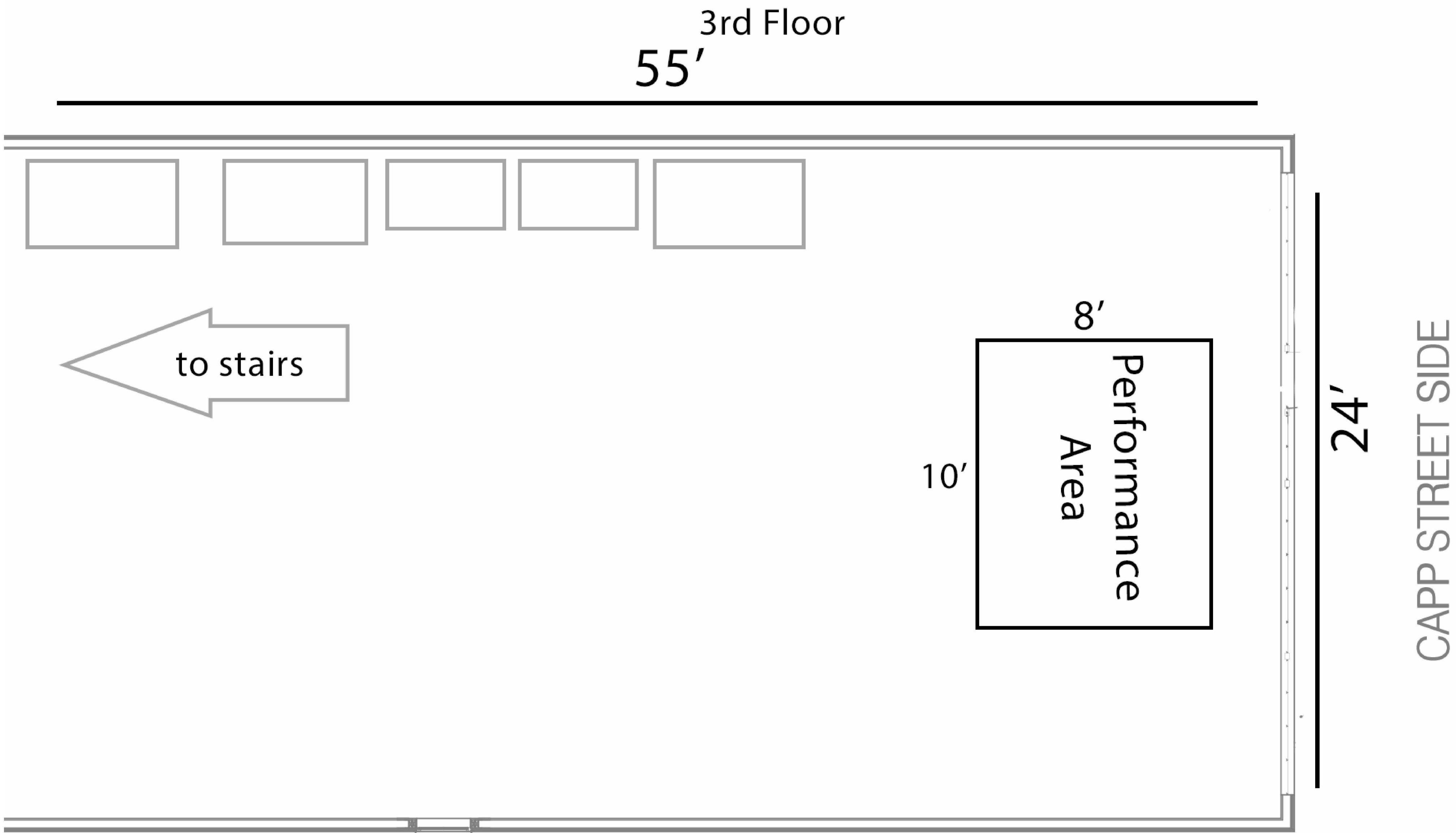
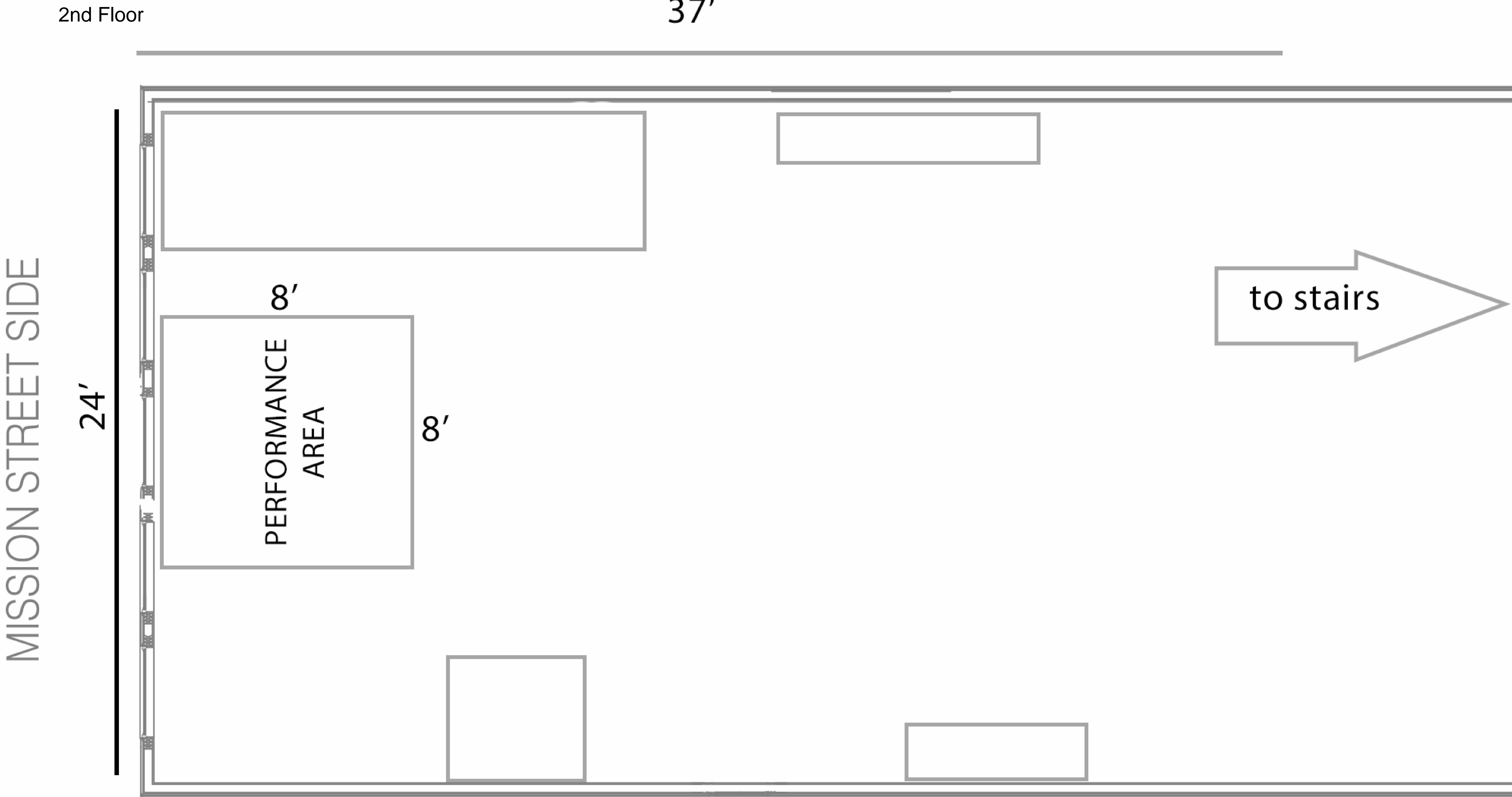
Security plan

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>Noel Von Joo</u> Date <u>10/20/2025</u>





THE SECRET ALLEY

180 Capp St., San Francisco, CA 94110
www.thesecretalley.com

October 31, 2025

Dear neighbor,

My name is Noel Von Joo and I am the Director of The Secret Alley, a creative artist workspace located at 180 Capp St. 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 this permit so that we can host occasional live performances during art experiences. The LLP permit requires that entertainment must end by 11pm. Additionally, we are required to follow the Entertainment Commission's Good Neighbor Policy (GNP), which is included with this letter for your reference.

Our permit application will be heard by the Entertainment Commission on November 18 at 5:30pm in City Hall room 416. If you have any questions, please feel free to contact me, or you may contact the Entertainment Commission directly: entertainment.commission@sfgov.org.

Thank you,

Noel Von Joo
Director, The Secret Alley
415.944.1283
noel@thesecretalley.com



NOTIFICATION PACKAGE

180 Capp St, San Francisco

APNs 37.763861, -122.418636 (measured from coordinates)

INCLUDES:

150' RESIDENT/OCCUPANT LIST

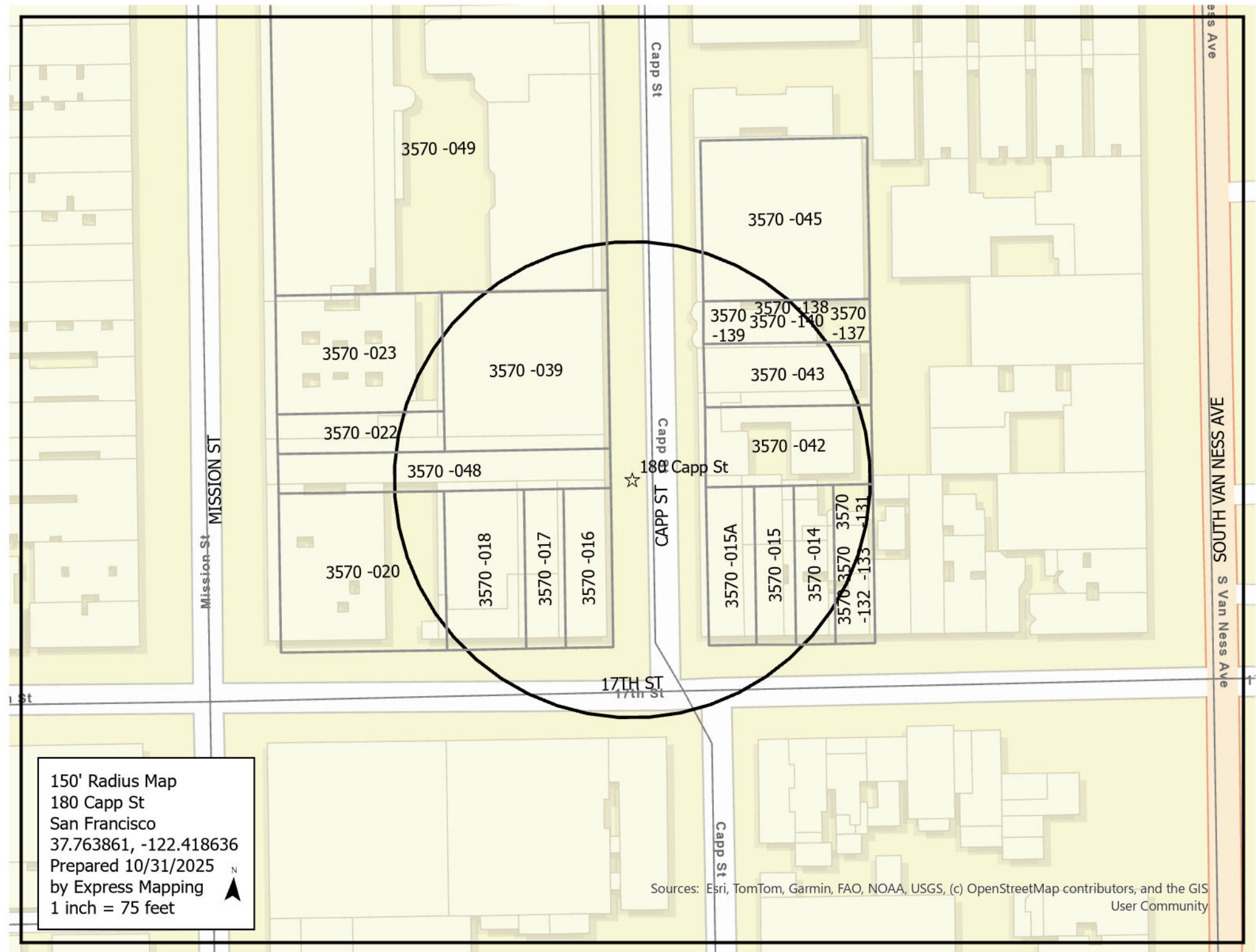
150' RADIUS MAP

CERTIFICATION

COUNT: 247 (duplicates consolidated)

PREPARED 10/31/2025

FILE #5038



150' Radius Map
180 Capp St
San Francisco
37.763861, -122.418636
Prepared 10/31/2025
by Express Mapping
1 inch = 75 feet

Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community

EXPRESS MAPPING
4000 BARRANCA PKWY #250, IRVINE CA 92604
PHONE OR TEXT (949) 771-0051

Certificate of Preparation

The attached list includes the names and addresses of all RESIDENT/OCCUPANT within 150' from the exterior boundaries of the following COORDINATES.

ADDRESS: 180 Capp St, San Francisco

APNs: 37.763861, -122.418636 (measured from coordinates)

This information was obtained through First American Core Logic, a data source utilizing the county assessor rolls and other available resources. This information is generally deemed reliable, but is not guaranteed. Return of property addresses that are deemed undeliverable by the United States Postal Service, is therefore, a possibility.

Express Mapping is not responsible for providing further investigation of said labels. Acceptance of this package acknowledges this fact.



Laura Emerson
Express Mapping
orders@expressmapping.com

Date: 10/31/2025

3570 -049
Resident
120 Capp St #309
San Francisco CA 94110

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3570 -049
Resident
120 Capp St #311
San Francisco CA 94110

3570 -049
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San Francisco CA 94110

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3570 -049
Occupant
2029 Mission St
San Francisco CA 94110

3570 -049
Occupant
2031 Mission St
San Francisco CA 94110

3570 -049
Occupant
2035 Mission St
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3570 -049
Occupant
2041 Mission St
San Francisco CA 94110

3570 -049
Resident
2045 Mission St
San Francisco CA 94110

3570 -131
Resident
3236 17Th St #1
San Francisco CA 94110

3570 -132
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3236 17Th St #2
San Francisco CA 94110

3570 -133
Resident
3236 17Th St #3
San Francisco CA 94110

3570 -133
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3242 17Th St
San Francisco CA 94110

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Resident
157 Capp St
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163 Capp St
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3570 -015
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3248 17Th St
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Occupant
190 Capp St
San Francisco CA 94110

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Occupant
3250 17Th St
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3250A 17Th St
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Resident
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2061 Mission St #8
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3570 -023
Resident
2061 Mission St #9
San Francisco CA 94110

3570 -023
Occupant
2063 Mission St
San Francisco CA 94110

3570 -023
Occupant
2065 Mission St
San Francisco CA 94110

3570 -039
Occupant
154 Capp St
San Francisco CA 94110

3570 -039
Occupant
160 Capp St
San Francisco CA 94110

3570 -042
Resident
177 Capp St #1
San Francisco CA 94110

3570 -042
Resident
177 Capp St #10
San Francisco CA 94110

3570 -042
Resident
177 Capp St #11
San Francisco CA 94110

3570 -042
Resident
177 Capp St #12
San Francisco CA 94110

3570 -042
Resident
177 Capp St #14
San Francisco CA 94110

3570 -042
Resident
177 Capp St #15
San Francisco CA 94110

3570 -042
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177 Capp St #16
San Francisco CA 94110

3570 -042
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177 Capp St #2
San Francisco CA 94110

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177 Capp St #3
San Francisco CA 94110

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177 Capp St #4
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177 Capp St #5
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177 Capp St #6
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177 Capp St #7
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177 Capp St #8
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3570 -042
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177 Capp St #9
San Francisco CA 94110

3570 -043
Occupant
165 Capp St
San Francisco CA 94110

3570 -045
Occupant
145 Capp St
San Francisco CA 94110

3570 -045
Occupant
151 Capp St
San Francisco CA 94110

3570 -045
Occupant
155 Capp St
San Francisco CA 94110

3570 -048
Occupant
180 Capp St #1
San Francisco CA 94110

3570 -048
Occupant
180 Capp St #2
San Francisco CA 94110

3570 -048
Occupant
180 Capp St #3
San Francisco CA 94110

3570 -048
Occupant
180 Capp St #4
San Francisco CA 94110

3570 -048
Occupant
180 Capp St #5
San Francisco CA 94110

3570 -048
Occupant
180 Capp St #6
San Francisco CA 94110

3570 -048
Occupant
2073 Mission St
San Francisco CA 94110

3570 -048
Occupant
2075 Mission St
San Francisco CA 94110

3570 -049
Resident
120 Capp St #101
San Francisco CA 94110

3570 -049
Resident
120 Capp St #102
San Francisco CA 94110

3570 -049
Resident
120 Capp St #103
San Francisco CA 94110

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120 Capp St #104
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San Francisco CA 94110

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120 Capp St #114
San Francisco CA 94110

3570 -049
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San Francisco CA 94110

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San Francisco CA 94110

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120 Capp St #214
San Francisco CA 94110

3570 -049
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120 Capp St #301
San Francisco CA 94110

3570 -049
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120 Capp St #302
San Francisco CA 94110

3570 -049
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120 Capp St #303
San Francisco CA 94110

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120 Capp St #304
San Francisco CA 94110

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120 Capp St #305
San Francisco CA 94110

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120 Capp St #306
San Francisco CA 94110

3570 -049
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120 Capp St #307
San Francisco CA 94110

3570 -049
Resident
120 Capp St #308
San Francisco CA 94110



City and County of San Francisco
Entertainment Commission

Permit referral request

To **SFPD** **EC Sound**

Date 10/20/2025

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 Noel Von Joo of THE SECRET ALLEY INC

DBA THE SECRET ALLEY

Street address 180 CAPP ST UNIT 4

Hearing date 11/18/2025

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

Please enter your recommendation below.

Your department

SFPD

Your recommendation:

**MISSION STATION HAS NO CONCERNS REGARDING THIS
LOCATION AT THIS TIME**

Signature

[Handwritten Signature]

Date

10.28.2025

Entertainment Commission

Permit referral request