

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. (415) 554-5184
Fax No. (415) 554-5163
TDD/TTY No. (415) 554-5227

LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

TO: Planning Department
Attn: _____
Phone No. _____

DATE: November 8, 2022

AP Block/Lot Nos.: 0196 / 016
Zoning: C-2 Community Business
Quad: _____
Record No.: _____

TO: Police Department
Joel Salmonson
Phone No. (415) 553-1115

Please submit your response within three weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for the regular meeting of January 12, 2023.

PLEASE EMAIL YOUR RESPONSE by January 4, 2023, to:

Alisa Somera, Public Safety and Neighborhood Services Committee Clerk.

alisa.somera@sfgov.org ~ (415) 554-7711

Applicant name: Postscript Collective LLC

Business name: Postscript

Application address: 499 Jackson Street
San Francisco, CA 94111

Applicant contact info: Justin Zucker (Reuben, Junius & Rose, LLP)
jzucker@reubenlaw.com ~ (415) 567-9000

PLANNING REVIEW: Approval Denial

Planning Staff Contact: _____
(Please add comments on a trailing page.)

POLICE REVIEW: Approval Denial

(Please add comments in a trailing report.)

REUBEN, JUNIUS & ROSE, LLP

Justin Zucker
jzucker@reubenlaw.com

Delivered Via Messenger

Ms. Angela Calvillo
Clerk of the Board
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102

RECEIVED
November 1, 2022 @ 11:10 am
SF Board of Supervisors
JB

Re: Liquor License "PCN" Request
499 Jackson Street, Ground Floor
Our File No.: 11961.01

Dear Ms. Calvillo:

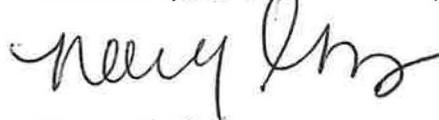
Per Justin Zucker's request, please find enclosed PCN request to the Board of Supervisors related to the above referenced matter.

Please note, Reuben, Junius & Rose, LLP retains an electronic copy only of these documents, and the original documents are for your records.

Should you have any questions, do not hesitate to contact our office.

Very truly yours,

REUBEN, JUNIUS & ROSE, LLP



Nancy Gutierrez
Legal Assistant to Attorney

REUBEN, JUNIUS & ROSE, LLP

Justin A. Zucker
jzucker@reubenlaw.com

November 1, 2022

Delivered Via Messenger

Ms. Angela Calvillo
Clerk of the Board
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102

**Re: Liquor License “PCN” Request
499 Jackson Street, Ground Floor
Our File No.: 11961.01**

Dear Ms. Calvillo:

Our office represents Postscript Collective LLC (“**Postscript**”), the project sponsor of a new specialty grocery store at 499 Jackson Street, ground floor (the “**Project**”). Postscript applied for a building permit for the new store on June 30, 2022, which was by the Department of Building Inspection on October 3, 2022 (BPA No. 2022.06.30.7538). The Planning Department issued a Class 1 Categorical Exemption Determination for the Project on September 22, 22 (Planning Case No. 2022-0027763PRJ).

Postscript is seeking a type-21 (off-sale general) license from the California Department of Alcoholic Beverage Control (“**ABC**”). Postscript has filed an application with the ABC for a license transfer. The type-21 license would be transferred from Piccolo Pete located at 2155 Bayshore Boulevard (previous license No. 21-212843). Due to the overconcentration of this type of ABC license in this census tract and the Project’s location in a high crime reporting district, Postscript must obtain a determination by the Board of Supervisors that the public convenience and necessity will be served by the issuance of this license for operations at 499 Jackson Street, ground floor.

The Project will establish a locally owned and operated specialty grocery store at 499 Jackson Street, within an existing building at the southeast corner of intersection of Jackson and Montgomery Streets. The existing tenant space has been vacant since 2019. Postscript proposes interior renovations to the ground floor and basement tenant space to convert approximately 3,906 square feet of the existing retail space to a new specialty grocery store at the ground floor, including a coffee shop, with a back of house space at the basement level. The Project is anticipated to primarily serve local residents and workers in the area.

San Francisco Office
One Bush Street, Suite 600, San Francisco, CA 94104
tel: 415-567-9000 | fax: 415-399-9480

Oakland Office
492 9th Street, Suite 200, Oakland, CA 94607
tel: 510-527-5589

www.reubenlaw.com

The specialty grocery store will sell specialty goods, including fresh baked pastries, cheese, on-site roasted coffee, and artisanal goods, to neighborhood residents in addition to grab-and-go items such as freshly prepared on-site sandwiches, salads, grain bowls, tartines, and fresh juice for off-site consumption by workers in the area. Typical business hours will be approximately 7 a.m. to 7 p.m. daily. Business hours may be extended in advance of major holidays to accommodate increased demand and for the convenience of customers.

Postscript was founded locally earlier this year and will be locally operated. The new specialty grocery store at 499 Jackson Street, ground floor will offer a range of specialty grocery products—including freshly prepared to-go meals, cheese, charcuterie, jams and preserves, dairy, fresh juice, on-site roasted coffee beans and drip coffee, and alcohol. Including beer, wine, and liquor in the store's offerings would serve the public convenience and necessity by increasing the variety of goods offered at this location—creating a well-rounded specialty grocery store to the neighborhood.

The new Postscript will provide area residents, nearby workers, and visitors with an elevated convenient shopping option for freshly prepared meals, snacks, and beverages on the go. While there are five (5) other establishments in the census tract with type-21 off-sales licenses, none are specialty grocery stores serving freshly prepared to-go meals. For the most part, they are liquor stores, corner markets/bodegas and a luxury menswear retailer. While there are two markets in the census tract, one (David's Food Store) is a small "corner" market/bodega with limited inventory and the other (Hang Fung Tai Corporation) is an international/Asian grocery store, neither of which provide freshly prepared to-go meals, fresh juice, fresh baked pastries, or on-site roasted coffee. Postscript would be the only specialty grocery store selling freshly prepared to-go meals with an off-sale license in the census tract.

Including alcohol in the offerings of this store would also serve the public convenience and necessity by establishing an alcohol retailer that is a responsible retailer with training and a management policy as well as equipment for controlling the sale of alcohol. Postscript will extensively train its employees related to alcohol sales at new hire orientations, including acknowledgement of the store's alcohol sale policy. The store will be equipped with smart registers programmed to lock upon an alcohol sale until the cashier enters the customer's birthdate to confirm she/he is of age before proceeding. In addition, the store will be equipped with a state-of-the-art camera system with 90-day memory storage.

Postscript has completed the ABC noticing requirements pursuant to state law. Postscript sent mailed notice regarding the proposed ABC license to all residents with 500 feet of the Project on October 26, 2022, and posted notice on the Project site on the same day. Postscript has received a favorable reaction by the neighborhood to the store.

For the reasons outlined above, I respectfully request that this letter be forwarded to the Public Safety and Neighborhood Services Committee of the Board and that the Committee and the full Board of Supervisors make a determination under California Business & Professions Code

Angela Calvillo
Clerk of the Board of Supervisors
November 1, 2022
Page 3 of 3

§23958.4 that the public need or convenience would be served by the issuance of a type-21 off-sale general license to Postscript.

Please contact me at 415-567-9000 with any questions.

Very truly yours,

REUBEN, JUNIUS & ROSE, LLP



Justin A. Zucker

Enclosures

CA



CALIFORNIA DEPARTMENT OF

Alcoholic Beverage Control

Report Date: Thursday, October 27, 2022

LICENSE INFORMATION

License Number: 212843 **Primary Owner:** SIRI, JOHN CLAYTON **Office of Application:**
24 - SAN FRANCISCO

BUSINESS NAME

PICCOLO PETE

BUSINESS ADDRESS

2155 BAYSHORE BLVD , SAN FRANCISCO, CA, 94134

County: SAN FRANCISCO **Census Tract:** 0610.00

LICENSEE INFORMATION

Licensee: SIRI, JOHN CLAYTON

LICENSE TYPES

Allow up to six weeks for expiration date updates after fee waiver or renewal fee submittal.

21 - OFF-SALE GENERAL

License Type Status: ACTIVE **Status Date:** 16-AUG-2021 **Term:** 12 Month(s)

Original Issue Date: 17-FEB-1988 **Expiration Date:** 31-MAR-2023 **Master:** Y **Duplicate:** 0

Fee Code: P40 **Transfers:** To License Number: 21-642719

OPERATING RESTRICTIONS:

No Operating Restrictions found

DISCIPLINARY ACTION:

No Active Disciplinary Action found

DISCIPLINARY HISTORY:

No Disciplinary History found.

HOLDS:

No Active Holds found

ESCROWS:

No Escrow found

CA



CALIFORNIA DEPARTMENT OF

Alcoholic Beverage Control

Report Date: Thursday, October 27, 2022

LICENSE INFORMATION

License Number: 642719 **Primary Owner:** POSTSCRIPT COLLECTIVE LLC

Office of Application: 24 - SAN FRANCISCO

BUSINESS ADDRESS

499 JACKSON ST GROUND FL, SAN FRANCISCO, CA, 94111

County: SAN FRANCISCO **Census Tract:** 0611.01

LICENSEE INFORMATION

Licensee: POSTSCRIPT COLLECTIVE LLC

Company Information

OFFICER: MCLAUGHLIN, BENJAMIN JOHN (CHIEF EXECUTIVE OFFICER)

OFFICER: PETERSON, STUART LEONARD (MANAGER)

MEMBER: STUART L. PETERSON AND GINA R. PETERSON 2002 REVOCABLE TRUST

LICENSE TYPES

Allow up to six weeks for expiration date updates after fee waiver or renewal fee submittal.

21 - OFF-SALE GENERAL

License Type Status: PENDING **Status Date:** 07-OCT-2022 **Term:** 12 Month(s)

Original Issue Date: **Expiration Date:** **Master:** Y **Duplicate:** **Fee Code:** P40 **Transfers:**

From License Number: 21-212843

OPERATING RESTRICTIONS:

No Operating Restrictions found

DISCIPLINARY ACTION:

No Active Disciplinary Action found

DISCIPLINARY HISTORY:

No Disciplinary History found.

HOLDS:

Hold Type: FORM 220 **Hold Date:** 07-OCT-2022

ESCROWS:

CALIFORNIA BUSINESS ESCROW INC, 1748 MAIN ST ESCALON,CALIFORNIA 95320