

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

DATE: August 27, 2025

TO: Planning Department

Attn: _____

Phone No. _____

AP Block/Lot Nos.: 3729/001

Zoning: WMUG – Wsoma Mixed Use-

General 55-X _____

TO: Police Department

Andrew Froines

Phone No. (415) 837-7254

Quad: Dist 6 _____

Record No.: 2025-008017MIS _____

Please submit your response within two weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in September of 2025.

PLEASE EMAIL YOUR RESPONSE by September 5, 2025, to:

Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.

monique.crayton@sfgov.org ~ (415) 554-7750

Applicant name: Royal Mart LLC

Business name: Unimart

Application address: 1201 Howard Street
San Francisco, CA 94103

Applicant contact info: Yahla Alalie
(415) 431-0362
myskills27@gmail.com

Christina Gonzalez
christina@liquorlicense.com
213-417-2357

PLANNING REVIEW: ☒ **Approval** ☐ **Denial**

Planning Staff Contact: Elizabeth Mau, (628) 652-7583

(Please add comments on a trailing page.)

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LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

POLICE REVIEW:

☐

Approval

☐

Denial

(Please add comments in a trailing report.)

Recommend approval - a Liquor Store/General Grocery Store (dba "Unimart") are both Retail Sales and Service Uses principally permitted in the WMUG Zoning District and the Western SoMa Special Use District per Planning Code Section 249.39 and 839.


Elizabeth Ma, SF Planning (628) 652-7583

July 29, 2025

City of San Francisco
Board of Supervisors
1 Dr. Carlton B. Goodlett Place
City Hall, Rm 244
San Francisco, CA 94102

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2025 JUL 31 PM03:53
JA

Re: Royal Mart, LLC
1201 Howard St.
San Francisco, CA 94103

To Whom It May Concern,

This letter is in regards to the California Business and Professions Code, Section 23958.4.

Mr. Yahya Alalie is applying for a type 21 Off-Sale General liquor license at 1201 Howard St., San Francisco, CA, 94103. This is a new license for the aforementioned premises. The DBA is Unimart. This license is being purchased from an existing licensee and transferred to this location. **The ABC pending license number is: 21-669317.** The ABC license application was filed on May 22, 2025, with the San Francisco ABC district office, located at 33 New Montgomery Street, Ste 1230, San Francisco, CA 94105, via FedEx. Proposed business hours are from 8:00 AM to 10:00 PM, seven days a week.

All residents within a 500-foot radius were notified via USPS mail delivery on July 28, 2025, with ABC form (ABC 207E), along with a posting notice of intent to engage in the sale of alcohol, dated July 22, 2025. The business in question will serve the community's convenience and necessity by allowing local residents and commercial employees to make small purchases for necessary items. We will also offer daily fresh deli-type foods and meats. The other local small stores do not offer deli and meat food items.

We are conveniently located on the corner of Howard and 8th Street. Unimart is strategically located in a high-density business and residential area, providing convenient access for local residents, office workers, and visitors. The addition of alcoholic beverages will complement its existing selection of goods and enhance its role as a one-stop shop for daily needs.

Thank you for your consideration regarding this request. You may contact me via mail at my mailing address stated above, email: myskills27@gmail.com, or telephone: (415) 431-0362 Alternatively, you may contact my consultant Christina Gonzales with Liquor License Specialist at 213-417-2357 or christina@liquorlicense.com.

Please note the ABC licensing representative contact is Gertie Reyes. Desk: 415-356-6599 and email: Gertie.Reyes@abc.ca.gov

Sincerely yours,



Yahya Alalie

Posting should be accomplished within 5 days from the date of application.

Investigation cannot progress until this completed form, Affidavit of Posting, has been received by this office.

Date of Filing Application: **May 22, 2025**

Name of Applicant(s): **ROYAL MART LLC**

Address of Premises: **1201 HOWARD ST
SAN FRANCISCO, CA 94103-2790**

License(s) Applied for: **21 - Off-Sale General**

I hereby certify under penalty of perjury that pursuant to the provisions of Section 23985 of the Alcoholic Beverage Control Act and Rule 109, Title 4, Chapter 1, California Code of Regulations, after filing an application to engage in the sale of alcoholic beverages at the above-designated premises, I did date the posting notice and on said date did post the notice in a conspicuous place on the premises and said notice shall remain posted for a period of at least 30 consecutive days.

NOTICE DATED AND POSTING: _____

SIGNATURE OF APPLICANT: _____ DATE _____

Please return within five (5) days to:

**Department of Alcoholic Beverage Control
33 NEW MONTGOMERY STREET
STE 1230
SAN FRANCISCO, CA 94105
(415) 356-6500**

Section 23985 and Rule 109,

Section 23985. POSTING NOTICE. After filing an application to engage in the sale of any alcoholic beverage at any premises, notice of intention to so commence shall be posted in a conspicuous place at the entrance to the premises. The applicant shall notify the department of the date when such notice is first posted. No License shall be issued for the premises until the notice has been so posted for at least 30 consecutive days. The notice shall be in such form as the department shall prescribe.

Notice of the application for a license pursuant to Section 24044 shall be posted at the proposed premises after the application is filed and shall remain so posted for at least 30 consecutive days. The applicant shall notify the department of the date when such notice is first posted.

Rule 109. POSTING NOTICE. After filing an application to sell alcoholic beverages at any premises, the applicant shall post on the proposed premises notice of intention to sell alcoholic beverages. The notice shall be at least two feet in length and fourteen inches in width. This notice shall be posted in a conspicuous place which can be readily observed by ordinary passersby at or near the entrance to the premises. In the case of a vacant lot, posting shall be on a post or stake of permanent material, at the midpoint of the largest boundary fronting on a public thoroughfare at a point not more than ten (10) feet from the sidewalk, or roadway in the absence of any sidewalk. This notice must be mounted upon heavy cardboard or wood backing affixed to the post or stake so as to be readily visible from the sidewalk or roadway.

The notice shall remain posted for at least 30 consecutive days.

21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in this area. You may attach a separate sheet or additional documentation, if desired. Do *not* proceed to Part 3.

22. APPLICANT SIGNATURE	23. DATE SIGNED
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The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e. an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance.

Please complete items #24 to #30 below and certify or affix an official seal, or attach a copy of the Council or Board resolution or a signed letter on official letterhead stating whether or not the issuance of the applied for license would serve as a public convenience or necessity.

4. WILL PUBLIC CONVENIENCE OR NECESSITY BE SERVED BY ISSUANCE OF THIS ALCOHOLIC BEVERAGE LICENSE?

☒ Yes ☐ No ☐ See Attached (i.e., letter, resolution, etc.)

25. ADDITIONAL COMMENTS, IF DESIRED (may include reasons for approval or denial of public convenience or necessity):

[illegible]

26. CITY/COUNTY OFFICIAL NAME	27. CITY/COUNTY OFFICIAL TITLE	28. CITY/COUNTY OFFICIAL PHONE NUMBER
29. CITY/COUNTY OFFICIAL SIGNATURE	30. DATE SIGNED	

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE

ABC 211 (6/99)

Christina Gonzales

213-417-2357

christina@liquorlicense.com

TO: Department of Alcoholic Beverage Control
33 NEW MONTGOMERY STREET
STE 1230
SAN FRANCISCO, CA 94105
(415) 356-6500

File Number: **670868**
Receipt Number: **3001676**
Geographical Code: **3800**
Copies Mailed Date: **May 22, 2025**
Issued Date:

GR

DISTRICT SERVING LOCATION: **SAN FRANCISCO**First Owner: **ROYAL MART LLC**Name of Business: **UNIMART**Location of Business: **1201 HOWARD ST
SAN FRANCISCO, CA 94103-2790**County **SAN FRANCISCO**Is Premises inside city limits **Yes**Census Tract: **0178.03**Mailing Address: (If different
from
premises address)Type of license(s): **21**Dropping Partner: Yes ☐ No ☒Transferor's license/name: **557759 / SINGH, AMANDEEP**

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>
21 - Off-Sale General	PER/PRM	Y	

<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	07/24/25	\$1,525.00
21 - Off-Sale General	ANNUAL FEE	NA	0	07/24/25	\$984.00
Total					\$2,509.00

Have you ever been convicted of a felony? **No**Have you ever violated any provisions of the Alcoholic Beverage Control Act, or regulations of the
Department pertaining to the Act? **No**STATE OF CALIFORNIA County of **SAN FRANCISCO**Date: **July 24, 2025**

Applicant Name(s)

ROYAL MART LLC

fyi amended.

only license # has changed.

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2025 JUL 28 AM 08:48

JA