

From: [Carroll, John \(BOS\)](#)
To: [CPC.Referrals](#); [Salmonson, Joel \(POL\)](#); [sam@biritemarket.com](#); [Paola Horevicz Hurtado](#); [Carrie Peters](#)
Cc: [Alabanza, Analyn@ABC](#); [amarjit.tamber@abc.ca.gov](#); [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#); [Donovan, Dominica \(BOS\)](#); [Angulo, Sunny \(BOS\)](#); [Langlie, Michelle \(CPC\)](#); [Crayton, Monique \(BOS\)](#); [VanHouten, Ben \(ECN\)](#)
Subject: Liquor License Transfer - 2134-2140 Polk Street - Bi-Rite - BOS File No. 240327
Date: Friday, March 29, 2024 5:17:00 PM
Attachments: [image001.png](#)

Greetings,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license transfer. I'm referring this matter to you for response via the following linked document:

[Referral Letter - Planning and Police Departments – March 29, 2024](#)

You may review the entire matter on our [Legislative Research Center](#) by following the link below:

- [Board of Supervisors File No. 240327](#)

After receiving review from the Planning and Police Departments, the Public Safety and Neighborhood Services Committee may hear and consider public convenience or necessity findings for the application, to be forwarded to the California Department of Alcoholic Beverage Control for consideration in the license matter.

The Public Safety and Neighborhood Services Committee will tentatively schedule this hearing for a regular meeting in April of 2024.

I request the Planning Department's response before April 12, 2024. Please confirm receipt of this message.

You may review the fact sheet for public convenience or necessity requests from the San Francisco Board of Supervisors via the following link:

[Liquor License Public Convenience or Necessity Request](#)

Thanks for the review.

John Carroll
Assistant Clerk

Board of Supervisors
San Francisco City Hall, Room 244
San Francisco, CA 94102
(415)554-4445

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: March 29, 2024

AP Block/Lot Nos.: 0572/018A

Zoning: Polk NCD, 65-A

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

Quad: _____

Record No.: _____

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 April of 2024.

PLEASE EMAIL YOUR RESPONSE by April 12, 2024, to:

John Carroll, Public Safety and Neighborhood Services Committee Clerk.

john.carroll@sfgov.org ~ (415) 554-4445

Applicant name: BR Polk LLC

Business name: Bi-Rite

Application address: 2134-2140 Polk Street

Applicant contact info: Sam Mogannam
sam@biritemarket.com

Paola Horevicz Hurtado
paola@abclicensecompany.com

Carrie Peters
carrie@abclicensecompany.com

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.)



RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2024 MAR 26 AM 11:42

BY JA

Alisa Somera, Legislative Deputy Director
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102
415-554-4445

Re: Liquor License "PCN" Request
Type 21, Pending License No: 656916
2134-2140 Polk Street, San Francisco CA 94109 – Bi-Rite

To the Clerk of the Board,

The purpose of this letter is to respectfully request to be placed on the Board's calendar of the Public Safety and Neighborhood Services Committee for the required Public Convenience and Necessity approval regarding our Type 21 license. We are upgrading our license at our premises at 2134-2140 Polk Street where we will operate a grocery store for the neighborhood.

As a San Francisco institution since 1940, Bi-Rite Market has been in my family since 1964 and under my guidance since 1997. In 2019 we were inducted to the San Francisco Legacy Business registry. Over the past 25 years, Bi-Rite has become a family of successful businesses comprised of the original Market and world-renowned Creamery in the Mission, a second Market in the Western Addition, and a Catering commissary kitchen in the Bayview. We're excited to now be taking over the legacy established by the original Real Foods Co. on Polk Street, preserving its San Francisco Legacy business status, providing long-term continuity within the neighborhood, and ensuring the community continues to have access to nourishing, healthful food.

Integral to Bi-Rite's success over the past 25 years has been our unwavering commitment to building a healthier, more equitable, and sustainable community. Each year we support hundreds of local, San Francisco nonprofit organizations and schools with direct cash and product donations. We've helped incubate programs specifically designed to increase food security within San Francisco and the greater Bay Area, and we provide financial assistance to EBT Market Match programs through several San Francisco farmers markets. Our Markets serve as anchors in their neighborhoods, bringing people into the commercial corridors and creating meaningful synergies with the other merchants we partner and collaborate with.

Understanding that supporting a healthy community is only feasible when our staff is healthy, each member of Bi-Rite's 265+ staff receives full benefits, including employer-funded health care, 401(k) with company match, paid time off, and a 40% discount on food. And we became a Certified B Corporation in 2015, voluntarily being held accountable by the third-party to use our business as a force for good: serving our staff, guests, community, and planet responsibly.

Our current two Markets offer guests a full assortment of food and beverage offerings that make for a one-stop shop for all things food and drink. Specifically, guests have expressed a deep passion and appreciation for craft wine, beer, and distilled spirits. We offer beverage education and training and create a fun, safe environment to taste, learn, and buy, and our Markets provide a warm and welcoming shopping experience to every guest. We wish to provide the



EAT GOOD FOOD

same consistent consumer experience with the Polk Street Market, something we strongly believe the community desires and will appreciate.

Our planned hours of operation are 8:00am – 9:00pm, seven days a week, which is consistent with our two other Market locations. We will vigilantly monitor the surrounding area to always ensure the safety of our business and guests, and maintain a lawful business. Our experience in this area has allowed us to cultivate long-standing and meaningful relationships with community leaders and members. We have a Community Promise which details our standards for these relationships (<https://biritemarket.com/community/love-always-promise/>). Lastly, we intend to employ about 80 people for our operations at this location. Job creation is important to us, and we are proud to contribute to the City of San Francisco in this way.

We filed our application with the Department of ABC on February 29, 2024 with our opening date slated for summer 2024. Notification of our proposed license was sent to the surrounding neighborhood on March 14, 2024

We seek the SF Board of Supervisors' affirmative ruling that our application serves the public convenience and necessity of our City. Please notify us of our hearing date by sending a notification to me (sam@biritemarket.com) and to our consultants (Paola@abclicensecompany.com and Carrie@abclicensecompany.com).

Respectfully,

A handwritten signature in black ink, appearing to be "Sam Mogannam". The signature is stylized and somewhat abstract, with a large loop at the end.

Sam Mogannam
Founding Partner, Bi-Rite Family of Businesses

Department of Alcoholic Beverage Control
APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE
 ABC 211 (6/99)

State of California

Paola Hurtado

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

File Number: **656916** (510) 788-5881
 Receipt Number: **2874684**
 Geographical Code: **3800**
 Copies Mailed Date: **March 6, 2024**
 Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **BR POLK LLC**
 Name of Business: **BI-RITE**
 Location of Business: **2134-2140 POLK ST
 SAN FRANCISCO, CA 94109**

County: **SAN FRANCISCO**

Is Premises inside city limits: **Yes** Census Tract: **0109.02**

Mailing Address:(If different from premises address) **3505 20TH ST
 SAN FRANCISCO, CA 94110-2416**

Type of license(s): **21, 86** Dropping Partner: Yes No

Transferor's license/name: **628523 / BABY BOY SF INC**

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>	
86 - Instructional Tasting License	ORI	Y		
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	03/06/24	\$1,470.00
86 - Instructional Tasting License	ANNUAL FEE	NA	0	03/06/24	\$460.00
21 - Off-Sale General	ANNUAL FEE	NA	0	03/06/24	\$949.00
Total					\$2,879.00

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: February 29, 2024

Applicant Name(s)

BR POLK LLC

RECEIVED
 BOARD OF SUPERVISORS
 SAN FRANCISCO
 2024 MAR 11 AM 9:29
 BY *PA*

Introduction Form

(by a Member of the Board of Supervisors or the Mayor)

I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee (Ordinance, Resolution, Motion or Charter Amendment)
- 2. Request for next printed agenda (For Adoption Without Committee Reference)
(Routine, non-controversial and/or commendatory matters only)
- 3. Request for Hearing on a subject matter at Committee
- 4. Request for Letter beginning with "Supervisor _____ inquiries..."
- 5. City Attorney Request
- 6. Call File No. _____ from Committee.
- 7. Budget and Legislative Analyst Request (attached written Motion)
- 8. Substitute Legislation File No. _____
- 9. Reactivate File No. _____
- 10. Topic submitted for Mayoral Appearance before the Board on _____

The proposed legislation should be forwarded to the following (please check all appropriate boxes):

- Small Business Commission Youth Commission Ethics Commission
- Planning Commission Building Inspection Commission Human Resources Department

General Plan Referral sent to the Planning Department (proposed legislation subject to Charter 4.105 & Admin 2A.53):

- Yes No

(Note: For Imperative Agenda items (a Resolution not on the printed agenda), use the Imperative Agenda Form.)

Sponsor(s):

Clerk of the Board

Subject:

Liquor License Transfer - 2134-2140 Polk Street - Bi-Rite

Long Title or text listed:

Hearing to consider that the person-to-person, premise-to-premise transfer of a Type-21 off-sale general beer, wine, and distilled spirits liquor license to the BR Polk LLC, doing business as Bi-Rite, located at 2134-2140 Polk Street (District 3), will serve the public convenience or necessity of the City and County of San Francisco.

Signature of Sponsoring Supervisor:

Alisa Bornea