

File No. 250881

Committee Item No. 3

Board Item No. 5

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Public Safety and Ngbh Services

Date: December 11, 2025

Board of Supervisors Meeting:

Date: January 6, 2026

Cmte Board

<input type="checkbox"/>	<input type="checkbox"/>	Motion
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Resolution
<input type="checkbox"/>	<input type="checkbox"/>	Ordinance
<input type="checkbox"/>	<input type="checkbox"/>	Legislative Digest
<input type="checkbox"/>	<input type="checkbox"/>	Budget and Legislative Analyst Report
<input type="checkbox"/>	<input type="checkbox"/>	Youth Commission Report
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Introduction Form
<input type="checkbox"/>	<input type="checkbox"/>	Department/Agency Cover Letter and/or Report
<input type="checkbox"/>	<input type="checkbox"/>	MOU
<input type="checkbox"/>	<input type="checkbox"/>	Grant Information Form
<input type="checkbox"/>	<input type="checkbox"/>	Grant Budget
<input type="checkbox"/>	<input type="checkbox"/>	Subcontract Budget
<input type="checkbox"/>	<input type="checkbox"/>	Contract / DRAFT Mills Act Agreement
<input type="checkbox"/>	<input type="checkbox"/>	Form 126 – Ethics Commission
<input type="checkbox"/>	<input type="checkbox"/>	Award Letter
<input type="checkbox"/>	<input type="checkbox"/>	Application
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Public Correspondence

OTHER

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	PCN Request 073125
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	PCN Referral 082725
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Planning Response 120325
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	SFPD Response 090225
<input type="checkbox"/>	<input type="checkbox"/>	
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<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	

Prepared by: Monique Crayton

Date: January 2, 2026

Prepared by: Monique Crayton

Date: December 5, 2025

Prepared by: _____

Date: _____

1 [Liquor License Transfer - 1201 Howard Street - Unimart]

2
3 **Resolution determining that the person-to-person, premise-to-premise transfer of**
4 **a Type-21 off-sale general beer, wine, and distilled spirits liquor license to Royal**
5 **Mart LLC, doing business as Unimart, located 1201 Howard Street (District 6), will**
6 **not serve the public convenience or necessity of the City and County of San**
7 **Francisco; and requesting that the California Department of Alcoholic Beverage**
8 **Control deny the issuance of the license, in accordance with California Business**
9 **and Professions Code, Section 23958.4.**

10
11 WHEREAS, Royal Mart LLC, is seeking the person-to-person, premise-to-
12 premise transfer of a Type-21 off-sale general beer, wine, and distilled spirits liquor
13 license to do business as Unimart, located at 1201 Howard Street (District 6); and

14 WHEREAS, The Planning Department has verified that the area is properly
15 zoned and recommends approval; and

16 WHEREAS, The Police Department has filed seven protests and zero letters of
17 support with the Department of Alcoholic Beverage Control under California Business
18 and Professions Code, Section 24013, and recommends that the Department of
19 Alcoholic Beverage Control issue the liquor license with conditions; and

20 WHEREAS, On December 11, 2025, the Public Safety and Neighborhood
21 Services Committee held a hearing on the application; at that hearing the Committee
22 heard public comment from numerous neighbors opposed to the application because of
23 existing street conditions immediately outside the business and concern that the
24 transfer of this license will exacerbate those conditions; and

1 WHEREAS, The site is located in an area with an undue concentration of liquor
2 licenses; now, therefore, be it

3 RESOLVED, That in accordance with California Business and Professions Code,
4 Section 23958.4, the Board of Supervisors of the City and County of San Francisco
5 hereby determines that the person-to-person, premise-to-premise transfer of a Type-21
6 off-sale general beer, wine, and distilled spirits liquor license to Royal Mart LLC, doing
7 business as Unimart, located at 1201 Howard Street (District 6), will not serve the public
8 convenience or necessity of the City and County of San Francisco; and, be it

9 FURTHER RESOLVED, That the Board of Supervisors of the City and County of
10 San Francisco hereby respectfully requests that the Department of Alcoholic Beverage
11 Control deny the issuance of the license.

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
-------------------------	-----------------

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):

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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

From: [Crayton, Monique \(BOS\)](#)
To: [CPC.Referrals](#); [Erickson, Brandon \(POL\)](#); [Villatoro-Crain, Natalie \(POL\)](#); myskills27@gmail.com; christina@liquorlicense.com
Cc: [Alabanza, Analyn@ABC](mailto:Alabanza_Analyn@ABC); amarjit.tamber@abc.ca.gov; [Goff, David \(POL\)](#); [Dahl, Bryan \(BOS\)](#); [Ebadi, Mahanaz \(BOS\)](#); [Donovan, Dominica \(BOS\)](#); [Tam, Madison \(BOS\)](#)
Subject: Liquor License Transfer- 1201 Howard Street - Unimart - BOS File No. 250881
Date: Wednesday, August 27, 2025 3:36:00 PM

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 – August 27, 2025](#)

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

-

[Board of Supervisors File No. 250881](#)

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 September 2025.

I request the Planning Department's response before September 5, 2025. 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.

Monique C. Crayton (she/her)

Assistant Clerk

Board of Supervisors - Clerk's Office

1 Dr. Carlton B. Goodlett Place, Room 244

San Francisco, CA 94102

(415) 554-7750 | Fax: (415) 554-5163

monique.crayton@sfgov.org | www.sfbos.org

(VIRTUAL APPOINTMENTS) To schedule a “virtual” meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

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

BOARD of SUPERVISORS



City Hall
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

POLICE REVIEW:

☐

Approval

☐

Denial

(Please add comments in a trailing report.)

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


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.

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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.

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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
-------------------------	-----------------

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?

<input checked="checked" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> See Attached (i.e., letter, resolution, etc.)
--	-----------------------------	--

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

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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

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.)

BOARD of SUPERVISORS



City Hall
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

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




San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
*Public Convenience or
Necessity Recommendation*

To: The San Francisco Board of Supervisors' Committee on Public Safety
and Neighborhood Services

Supervisor Matt Dorsey
Supervisor Bilal Mahmood
Supervisor Danny Sauter

From: Lt. David Goff #1458 
Officer in Charge
ALU/Permits Unit 415-553-9550

Date: September 2, 2025

Subject: P.C.N. Investigation Regarding: First Owner: Royal Mart LLC
DBA: Unimart

1201 Howard Street
San Francisco, CA 94103-2790
ABC File # 21-669317

Royal Mart LLC., operating as "Unimart", has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 21 (Off-sale General) license to be located at 1201 Howard Street. (located between 8th Street and 9th Street).

Hours of Operation:

8 am to 10 pm each day of the week (Sunday-Saturday).

Digest:

"Unimart" would like to operate a Convenience Market to be located at 1201 Howard Street. If approved, this license will allow them to sell Wine, Beer, and Distilled Spirits.

Letters of Protest

7

Letters of Support

0

Police Calls for Service:

From May 22, 2024 to May 22 2025

14 calls for service

Police Reports:

From May 22, 2024 to May 22, 2025

1 police report

San Francisco Plot Information:

This premise is located in Plot: **230**

A High Crime area is defined as **103** or more police reports in a plot for the year of **2024**.

This plot had 114 police reports for **2024**, which is 11 **Higher** than the Citywide **“High Crime”** average.

State Census Tract Information:

This premise is located in Census Tract: **0178.03**

Population for this tract is: **2,254**

On-sale license authorized by census tract: **7**

Active on-sale licenses: 21 with 0 pending

Off-sale licenses authorized by census tract: **1**

Active off-sale licenses: 3 with 0 pending

Departmental Recommendation:

0 Points of consideration

No opposition from **Southern Station**.

Applicant premise **is** located in a “**High Crime**” area.

Applicant premise **is** located in a “**High Concentration**” area.

7 - Protest

0 - Support

ALU Recommendation: **Approval with the condition:**

1. Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the ABC-257.

From: [Shaun Aukland](#)
To: [Crayton, Monique \(BOS\)](#)
Subject: File #250881 - Unimart @ 1201 Howard St
Date: Thursday, September 18, 2025 3:10:34 PM
Attachments: [Protest Submission - ROYAL MART LLC \(UNIMART\) - 1201 Howard St, San Francisco.pdf](#)

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

Hi,

If this is not already on file in relation to the request at 1201 Howard Street, please see below and attached.

Thank you,
Shaun Aukland

----- Forwarded message -----

From: **Shaun Aukland** <shaun.aukland@gmail.com>
Date: Fri, Aug 1, 2025 at 6:29 PM
Subject: Protest Submission - ROYAL MART LLC (UNIMART) - 1201 Howard St, San Francisco
To: <SanFrancisco@abc.ca.gov>

To Whom It May Concern:

Please find attached my formal protest regarding the application by ROYAL MART LLC for a Type 21 Off-Sale General License at the premises located at 1201 HOWARD ST, SAN FRANCISCO, CA 94103-2790.

The attached PDF file, "ABC Protest.pdf," contains the completed and signed Protest Against Alcoholic Beverage License Application form (ABC-510-A) and my detailed letter outlining the grounds for this protest.

Thank you for your time and consideration of this important community matter.

Sincerely,

Shaun Aukland
725 Tehama St #3, San Francisco, CA 94103

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

- Refer to Form ABC-510, Information Regarding ABC License Application and Protests (Rev. January 2014), before completing and submitting your protest. The ABC-510 is located at www.abc.ca.gov and in each district office.
- **Please print legibly or type.** Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter whether or not your protest is accepted.
- If the Department recommends licensure, you will be afforded the opportunity to request a hearing on your protest.
- If a hearing is scheduled as to whether or not a license should be granted, you or your authorized representative will need to attend the hearing to testify and/or present evidence to support your protest, or your protest will be deemed abandoned.
- All protests submitted to the ABC are public records and are open to inspection pursuant to the California Public Records Act (CPRA). (Gov. Code sec. 6254 *et seq.*)
- A copy of all valid and verified protests (ABC-510-A) and Protestant's/Complainant's Declaration (ABC-128) will be provided to the applicant as part of the licensing process.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

(Name(s) of Applicant(s))

For premises at:


(Exact address of proposed premises)

on the grounds that:

☐ Check here if additional sheets attached

I, _____, declare under penalty of perjury:
PRINT (Name of Protestant)

- (1) That I am the Protestant herein;
- (2) That I have read the above protest and know the contents thereof; and
- (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.


PROTESTANT'S SIGNATURE

TELEPHONE NUMBER (Optional & non-public)

262-930-7200

SIGNED AT (City and State)

DATE SIGNED

08/01/2025

PROTESTANT'S ADDRESS (Full address - Street name & number, Unit or Apt. No., City, State, & Zip Code)

August 1, 2025

Department of Alcoholic Beverage Control
San Francisco District Office
33 New Montgomery Street, Ste 1230
San Francisco, CA 94105

Re: Protest of Type 21 Off-Sale General License Application

Applicant: ROYAL MART LLC (UNIMART)

Premises: 1201 HOWARD ST, SAN FRANCISCO, CA 94103

To Whom It May Concern:

I am a resident of the South of Market neighborhood writing to formally protest the issuance of a Type 21 Off-Sale General alcoholic beverage license to Royal Mart LLC at 1201 Howard Street.

First, I want to state my support for the new owners of this business. I appreciate their investment in our neighborhood and the significant improvements they have made to the store. A successful convenience store that provides groceries and other necessities is a vital asset to a dense, walkable community, and I support their continued success with their existing license to sell beer and wine.

My protest is not against the business itself, but is a targeted objection specifically to the addition of distilled spirits. My goal is to ensure that our neighborhood develops in a way that enhances public safety and livability for the thousands of residents who call SoMa home. The addition of hard liquor at this specific, troubled corner would directly undermine that goal.

Grounds for Protest:

1. **Aggravation of a Law Enforcement Problem & Creation of a Public Nuisance:** For a dense urban neighborhood to be successful, a baseline of public safety is essential. The issuance of this license would aggravate an existing police problem at a known hotspot for criminal activity. The sale of hard liquor would escalate the severity of incidents such as:
 - A physical assault that occurred at this corner on June 25, 2025.
 - A man menacing people with a weapon outside the premises on June 27, 2025.
 - Constant open-air drug use and public intoxication.
2. **Interference with Quiet Enjoyment of a Dense Residential Area:** My residence is in the immediate vicinity of the premises. The success of dense housing depends on residents' ability to have quiet enjoyment of their property. Patrons already create a nuisance by walking onto the residential 700 block of Tehama Street to urinate and defecate, a problem that increased access to hard liquor would worsen, degrading the livability of our community.
3. **Undue Concentration of Licenses:** A healthy neighborhood needs a balanced mix of commercial uses. This area is already saturated with alcohol outlets, which strains public

safety resources. There is no public convenience or necessity for another license, especially one for distilled spirits, which would tip the balance from commercial vibrancy to public nuisance.

4. **Contrary to a Valid Zoning Ordinance:** The issuance of this license would be contrary to the provisions of the City of San Francisco's zoning ordinance. The property is in the WMUG (Western SoMa Mixed Use General) zone, which requires a Conditional Use authorization from the SF Planning Commission for this type of establishment, demonstrating it is not a permitted-by-right use.

I am a strong advocate for the growth of our neighborhood, including new housing and businesses that contribute positively to our community. It is precisely because I want SoMa to succeed as a dense, safe, and desirable place to live that I must object to this specific application.

I declare under penalty of perjury that the foregoing is true and correct. I am available to testify at any hearings on this matter.

Sincerely,

Shaun Aukland

From: [David Singer](#)
To: [Crayton, Monique \(BOS\)](#)
Subject: File #250881 - Unimart @ 1201 Howard St
Date: Thursday, September 18, 2025 9:21:18 AM
Attachments: [RoyalMart objection.pdf](#)

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

Dear Sirs

I write to you concerning the application by RoyalMart aka Unimart, for a type 21, general liquor license, as I believe there is an upcoming Supervisor's hearing on it.

I think this license is a bad idea and have filed opposition with the ABC (attached).

In summary,

(a) we have a significant problem with loitering and public drinking at this corner already, with consequent public urination.

(b) The Unimart aims to attract those looking for cheap alcohol – they have a sign outside advertising “bargain WINE & BEER market” already. They also do not manage their sidewalk, often having drinkers and other loiterers outside the store, with consequent significant litter problems. They have made little attempt to be good neighbors; there have been many police calls.

(c) this is an unsuitable location even for a well-managed store. It is opposite a long-established shelter (the Sanctuary) who often have people who are trying to maintain sobriety. There are other centers in the immediate neighborhood, including new sober youth housing.

Given this, I question whether they should retain their 20 beer and wine license; they surely should not have spirits.

Thank you

David Singer

singer@mac.com

(...continuation

First, this corner already attracts loitering and public drinking and drug use at the adjacent bus stop, and, until recently, people sitting and drinking at the Royal Mart loading dock. The loading dock was recently closed off, which is an improvement, but the underlying problem remains. Drunkenness on the "public sidewalk abutting a licensed premises" constitutes a nuisance (B&P Code 24200), and exacerbates the public urination problem at the telephone pole at the adjacent corner of Tehama Street. We already have a significant problem with discarded beer and wine containers, and plastic and single-use spirits bottles from other outlets, in this area. We do not need more.

Second, this facility attracts problems, more than it deals with them. It already has a banner advertisement outside reading "bargain WINE & BEER market". Only after many months of the problems described above, resulting in many police calls, did the loading dock get closed, around the time the application for a spirits license was filed.

Third, this is an unsuitable location for liquor sales. It is closer than 600 feet to a non-profit facility (B&P Code 24200) which houses people struggling with alcohol addiction: the Episcopal Sanctuary, which has been opposite the Royal Mart location since the 1980s. I have been asked by a resident of the Sanctuary to help address public drinking in this area, as it is a problem for him and others trying to maintain sobriety. It is also too close to other service facilities: the drug treatment facility on Howard, the dense network of supportive housing around this area, and the new youth housing on Folsom St. Its proximity to 6th Street (only two blocks away) is liable to worsen, and spread out, the issues on that street that the city is spending so much time and money to address.

In summary, this is not a suitable location for spirits sales, and the 21-Off-Sale General License should not be granted.

From: [Lauren J](#)
To: [Crayton, Monique \(BOS\)](#)
Subject: File #250881 - Unimart @ 1201 Howard St
Date: Wednesday, September 24, 2025 1:15:56 PM

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

Hello, I am a resident within 500 feet of Unimart (719 Clementina St, B) and my husband and I (both voters) are against any upgrading of their liquor license, as they have attracted and fail to control a constant element of people hanging out in the sidewalks, throwing trash around and harassing passersby.

Thank you!
Lauren Jacob

From: [Ismene Grohmann](#)
To: [Ismene Grohmann](#)
Cc: [Crayton, Monique \(BOS\)](#)
Subject: File #250881 - Unimart @ 1201 Howard St
Date: Wednesday, September 24, 2025 2:44:06 PM
Attachments: [ABC-510-A.pdf](#)

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

Apologies - here with the correct reference number.

On Sep 24, 2025, at 2:42 PM, Ismene Grohmann
<ismene.grohmann@gmail.com> wrote:

Hello Monique,

I hope you don't mind me forwarding this form directly to you as one of my neighbors has indicated you are working with this case on the side of the board of supervisors.

Below is what I have filed with ABC. I'd like to share my complaint with the board of supervisors as well.

Thank you for your consideration.
Ismene Grohmann

Begin forwarded message:

From: Ismene Grohmann <ismene.grohmann@gmail.com>
Date: August 5, 2025 at 8:18:11 AM PDT
To: gertie.reyes@abc.ca.gov
Subject: Fwd: Filing ABC-510-A re. Royal Mart LLC, 2101 Howard St, San Francisco 94103

Hello Gertie,

I hope you don't mind me forwarding this form directly to you as one of my neighbors has indicated you are the agent dealing with this

case and shared your email.

I have also filed the complaint with SanFrancisco@abc.ca.gov. We currently don't have a case number yet.

Thank you very much for considering my protest.

Ismene Grohmann

----- Forwarded message -----

From: **Ismene Grohmann** <ismene.grohmann@gmail.com>

Date: Tue, Aug 5, 2025 at 7:25 AM

Subject: Filing ABC-510-A re. Royal Mart LLC, 2101 Howard St,
San Francisco 94103

To: <SanFrancisco@abc.ca.gov>

Dear Madam/Sir,
Please see attached.
Best regards,
Ismene Grohmann

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

- Refer to Form ABC-510, Information Regarding ABC License Application and Protests (Rev. January 2014), before completing and submitting your protest. The ABC-510 is located at www.abc.ca.gov and in each district office.
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- A copy of all valid and verified protests (ABC-510-A) and Protestant's/Complainant's Declaration (ABC-128) will be provided to the applicant as part of the licensing process.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

(Name(s) of Applicant(s))

For premises at:

(Exact address of proposed premises)

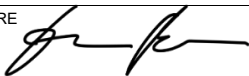
on the grounds that:

☐ Check here if additional sheets attached

I, _____, declare under penalty of perjury:
PRINT (Name of Protestant)

- (1) That I am the Protestant herein;
- (2) That I have read the above protest and know the contents thereof; and
- (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE



TELEPHONE NUMBER (Optional & non-public)

SIGNED AT (City and State)

DATE SIGNED

Aug 5, 2025

PROTESTANT'S ADDRESS (Full address - Street name & number, Unit or Apt. No., City, State, & Zip Code)

239 8th St #4, San Francisco, CA 94103
ABC-510-A (Rev. April 2010)

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PROTESTANT'S SIGNATURE

TELEPHONE NUMBER (Optional & non-public)

SIGNED AT (City and State)

DATE SIGNED

Aug 7, 2025

PROTESTANT'S ADDRESS (Full address - Street name & number, Unit or Apt. No., City, State, & Zip Code)

239 8th St #4, San Francisco, CA 94103

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For premises at:

(Exact address of proposed premises)

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TELEPHONE NUMBER (Optional & non-public)

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DATE SIGNED

Aug 7, 2025

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TELEPHONE NUMBER (Optional & non-public)

SIGNED AT (City and State)

DATE SIGNED

Aug 7, 2025

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239 8th St #4, San Francisco, CA 94103

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TELEPHONE NUMBER (Optional & non-public)

SIGNED AT (City and State)

DATE SIGNED

Aug 7, 2025

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(Name(s) of Applicant(s))

For premises at:

(Exact address of proposed premises)

on the grounds that:

☐ Check here if additional sheets attached

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PRINT (Name of Protestant)

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TELEPHONE NUMBER (Optional & non-public)

SIGNED AT (City and State)

DATE SIGNED

Aug 7, 2025

PROTESTANT'S ADDRESS (Full address - Street name & number, Unit or Apt. No., City, State, & Zip Code)

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I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

Royal Mart LLC

(Name(s) of Applicant(s))

For premises at:

1201 Howard St, San Francisco, CA 94103-2790

(Exact address of proposed premises)

on the grounds that:

The issuance of this liquor license would be contrary to public welfare and morals as defined in Section 23958 of the Business and Professions Code, specifically due to SoMa's documented public safety challenges. SFPD crime data shows this section of Howard Street and surrounding blocks consistently experiences higher rates of alcohol-related incidents, public intoxication, and quality-of-life violations compared to city averages. The area struggles with street disorder and substance abuse issues. The SoMa neighborhood has a significant concentration of supportive housing and social services, serving vulnerable populations who would be adversely impacted by additional alcohol retail outlets. This establishment has been documented operating through the night, burdening already strained SFPD Southern Station resources and compromise neighborhood safety.

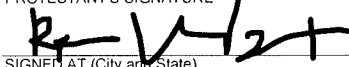
☐ Check here if additional sheets attached

I, **Rachel Wrightson**, declare under penalty of perjury:

PRINT (Name of Protestant)

- (1) That I am the Protestant herein;
- (2) That I have read the above protest and know the contents thereof; and
- (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE



SIGNED AT (City and State)

San Francisco, CA

TELEPHONE NUMBER (Optional & non-public)

DATE SIGNED

Aug 7, 2025

PROTESTANT'S ADDRESS (Full address - Street name & number, Unit or Apt. No., City, State, & Zip Code)

239 8th St #4, San Francisco, CA 94103

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 - 301 5th Street - Unimart

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 Royal Mart LLC, doing business as Unimart, located 1201 Howard Street (District 6), will serve the public convenience or necessity of the City and County of San Francisco.

Signature of Sponsoring Supervisor:

