



San Francisco Police Department  
**ABC Liaison Unit**



Alcoholic Beverage License -  
*Public Convenience and  
Necessity Recommendation*

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

**Supervisor Jane Kim**  
**Supervisor John Avalos**  
**Supervisor David Campos**

**From:** Lieutenant Dave Falzon  
Officer in Charge  
ABC Liaison Unit (ALU) 415-837-7287

**Date:** November 30, 2016

**Subject:** P.C.N. Investigation Regarding: Whole Foods Market California Inc  
DBA: Whole Foods Market  
1150 Ocean Ave  
(415) 226-1400

Jackie Renteria on behalf of Whole Foods Market, has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 21 (Off Sale General Package store) License for 1150 Ocean Ave (Located between Lee and Brighton Avenues).

Hours of Operation:

8:00 am to 10:00pm

Daily

**Digest:**

Whole Foods Market would like to sell beer, wine and distilled spirits. If approved, this license will allow Whole Foods Market to sell off sale beer, wine and distilled spirits

**Letters of Protest:**

**0**

**Letters of Support:**

**0**

**Police Calls for Service:**

From March 2015 to March 2016

**50 Calls for service**

**Police Reports:**

From March 2015 to March 2016: 19

**San Francisco Plot Information:**

This premise is located in Plot **847**

A High Crime area is defined as **99** or more police incidents in a plot for the year of **2015**.

This plot had **86** police incidents for **2015**, which is **13 under** the **Citywide “High Crime”** average.

**State Census Tract Information:**

This premise is located in Census Tract **310.00**

Population for this tract is: 3,494

On-sale license authorized by census tract: **12**

Active on-sale licenses: **8**

Off-sale licenses authorized by census tract: **3**

Active off-sale licenses: **5**

**Departmental Recommendation:**

Points of consideration: Three consideration points

**Taravel Station has no opposition .**

Applicant premise **is** located in a “**low crime**” area.

Applicant premise **is** located in an “**undue concentration**” area.

**0** - Record of protest.

**0** - Record of support.

ALU Recommendation: Approval with the following conditions:

1. Sales, Service, and consumption of alcoholic beverages shall be permitted only between the hours of 8:00 a.m to 10:00 p.m each day of the week.
2. Loitering (loitering is defined as “to stand idly about; linger aimlessly without lawful business”) is prohibited on any sidewalks or property adjacent to the licensed premises under the control of the licensee(s) as depicted on the ABC-257 form dated 4-5-12

It should be noted that the applicant has agreed with the above listed recommended conditions.