

1 [Liquor License Issuance - 1401 Haight Street - The Mellow SF]

2

3 **Resolution determining that the issuance of a Type-90 on-sale general music**
4 **venue liquor license to THE MELLOW LLC, to do business as The Mellow SF,**
5 **located at 1401 Haight Street (District 5), will serve the public convenience or**
6 **necessity of the City and County of San Francisco, in accordance with California**
7 **Business and Professions Code, Section 23958.4; and requesting that the**
8 **California Department of Alcoholic Beverage Control impose conditions on the**
9 **issuance of the license.**

10

11 WHEREAS, THE MELLOW LLC, is seeking the issuance of a Type-90 on-sale
12 general music venue liquor license to do business as The Mellow SF, located at 1401
13 Haight Street (District 5); 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 zero 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, The conditions recommended by the Police Department are the
21 following: 1) (1) Except as provided in Condition 2 below, no noise shall be audible
22 beyond the area under the control of the licensee. 2) (2) Any noise caused by
23 entertainment or amplified sound that is subject to the provisions of an active
24 Entertainment Permit issued by the San Francisco Entertainment Commission shall be
25 authorized in accordance with the limits established by that Entertainment Permit,

1 including any limitation on hours during which entertainment or amplified sound is
2 permitted. A violation of the entertainment or amplified sound noise conditions of the
3 Entertainment Permit, as determined by the San Francisco Entertainment Commission
4 (or any successor agency), shall be deemed to be a violation of this Condition. Any
5 noise that is not subject to, or is beyond the scope of, the Entertainment Permit shall be
6 subject to Condition 1 above. "Entertainment Permit" means any of the following: a Just
7 Add Music permit, a Limited Live Performance permit, a Place of Entertainment permit,
8 a Fixed Place Amplified Sound permit, or any similar such permit issued by the San
9 Francisco Entertainment Commission. 3) Petitioner(s) shall actively monitor the area
10 under their control in an effort to prevent the loitering of persons on any property
11 adjacent to the licensed premises as depicted on the ABC-257. 4) The petitioner(s) shall
12 be responsible for maintaining free of litter the area adjacent to the premises over which
13 they have control, as depicted on ABC-257; now, therefore, be it

14 RESOLVED, That in accordance with California Business and Professions Code,
15 Section 23958.4, the Board of Supervisors of the City and County of San Francisco
16 hereby determines that the issuance of a Type-90 on-sale general music venue liquor
17 license to THE MELLOW LLC, doing business as The Mellow SF, located at 1401
18 Haight Street, will serve the public convenience or necessity of the City and County of
19 San Francisco; and, be it

20 FURTHER RESOLVED, That the Board of Supervisors of the City and County of
21 San Francisco hereby endorses and adopts the recommendations of the Police
22 Department listed above and recommends that the Department of Alcoholic Beverage
23 Control issue the license with those conditions.

24
25

Letter of Public Convenience & Necessity

Re: 1401 Haight Street, San Francisco – Application for Type 90

3/27/2026

Clerk of the San Francisco Board of Supervisors

1 Dr. Carlton B. Goodlett Place, Room 244

San Francisco, CA 94102

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2026 APR 03 AM11:44

1. Purpose and Benefit

The Mellow SF respectfully requests a determination that issuing a Type 90 license at 1401 Haight Street will serve the public convenience and necessity. The license will allow limited, incidental alcohol service during our ticketed jazz performances, sustaining a valued cultural program and adding modest evening activation to the Haight Street commercial corridor.

2. About the Premises

- Current use: Coffee shop, plant and community retail space operating since 2021.
- Existing entertainment permit: Limited Live Performance (LLP) issued 2021.
- Occupancy: 49 persons maximum – no change proposed
- Construction: No remodel, expansion, or occupancy change is planned

3. Undue-Concentration Statement

1401 Haight Street is in Census Tract 016801. Granting a Type 90 will not add a standalone bar; alcohol service is restricted to the seated, ticketed music events already permitted under the LLP. The license therefore will not materially increase outlet density for general public premises in the tract.

4. Public Convenience

- Cultural access – Over 280 live jazz sets presented annually, providing affordable arts experiences for residents and visitors.
- Economic vitality – Evening programming keeps storefront lights on, increases foot traffic, and supports neighboring merchants.
- Artist support – More than \$125,000 paid in performer fees last year, sustaining local and touring musicians.
- Employment – Seven part-time operations, management, bar and support positions will be added.
- Eyes on the street – Active use during evening hours enhances pedestrian safety on Haight Street.

5. Neighborhood Compatibility and Controls

Category	Measures in Place
Hours	Alcohol sales 6 p.m. to 11 p.m., never later than 30 minutes after last set. No daytime sales.
Sound	Jazz ensembles only, minimal amplification, windows and doors closed. Interior acoustic panels installed.
Security	Trained staff on duty from 6 p.m. until close, exterior patrol every 30 minutes, no re-entry after 10 p.m., RBS-certified staff only.
Good-Neighbor Practices	Sidewalk sweep nightly, “please respect our neighbors” signage, no smoking or loitering in front, 24-hour manager phone posted.

6. Community Outreach and Support

- ABC noticing – Public notice posted 02-03-2026 through 03-04-2026; 712 notice letters mailed 02-09-2026 to addresses within 500 ft.
- Results – ABC Inspector Mikhael De Los Santos confirmed zero protests or objections on 03-27-2026.

7. Responsible Beverage Service

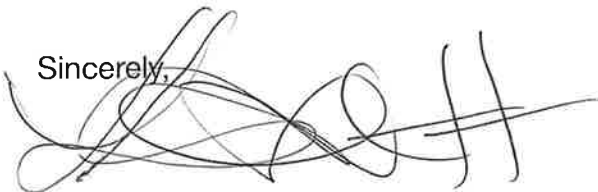
All managers and servers will complete ABC Responsible Beverage Service (RBS) training before the first day of alcohol service and maintain current certificates on site.

8. Conclusion

Our six-year track record shows no complaints or violations from SFPD Park Station, ABC, or the Entertainment Commission. With strict hours, professionally trained staff, sound controls, and a proven commitment to community programming, the requested Type 90 license will enhance public convenience without compromising neighborhood quiet enjoyment. We respectfully ask the Board to adopt findings in support of issuance.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lorena Cortez', written over a horizontal line.

Lorena Cortez

Owner / Applicant – The Mellow SF

1401 Haight Street, San Francisco CA 94117

(805) 698-5252 | lo@themellowsf.com

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE

ABC 211 (6/99)

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

File Number: **676361** Lorena Cortez
Receipt Number: **3076323** 805.698.5252
Geographical Code: **3800** lo@themellowsf.com
Copies Mailed Date: **January 26, 2026**
Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **THEMELLOW LLC**
Name of Business: **THE MELLOW SF**
Location of Business: **1401 HAIGHT STREET
SAN FRANCISCO, CA 94117**

County **SAN FRANCISCO**

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

Mailing Address:(If different
from
premises address)

Type of license(s): **90** Dropping Partner: Yes No

Transferor's license/name:

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
90 - On-Sale General Music Venue	ORI	Y			

<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	ADD PRIMARY LICENSE TYPE	NA	0	01/26/26	\$19,840.00
Application Fee	FEDERAL FINGERPRINTS	NA	2	01/26/26	\$48.00
Application Fee	STATE FINGERPRINTS	NA	2	01/26/26	\$78.00
90 - On-Sale General Music Ven	ANNUAL FEE	P40	0	01/26/26	\$1,545.00
Total					\$21,511.00

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: January 26, 2026

Applicant Name(s)

THEMELLOW LLC

**RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2026 JAN 29 AM09:47**



From: [Crayton, Monique \(BOS\)](#)
To: [CPC.Referrals](#); [Erickson, Brandon \(POL\)](#); [Ciudad, Albern \(POL\)](#); [lo@themellowsf.com](#)
Cc: [amarjit.tamber@abc.ca.gov](#); [Goff, David \(POL\)](#); [Dahl, Bryan \(BOS\)](#); [Ebadi, Mahanaz \(BOS\)](#); [Donovan, Dominica \(BOS\)](#); [Tam, Madison \(BOS\)](#); [Cooper, Raynell \(BOS\)](#); [Logan, Samantha \(BOS\)](#); [Macfie, William \(BOS\)](#)
Subject: Liquor License Issuance - 1401 Haight Street - The Mellow SF - BOS File No. 260352
Date: Friday, April 3, 2026 12:17:00 PM

Greetings,

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

[Referral Letter - Planning and Police Departments – April 3, 2026](#)

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

-

Board of Supervisors [File No. 260352](#)

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 May of 2026.

I request the Planning Department's response before April 15, 2026. 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: April 3, 2026

TO: Planning Department
Attn: _____
Phone No. _____

AP Block/Lot Nos.: 1244/001
Zoning: NCD – Haight Street
Neighborhood Commercial

TO: Police Department
Officer Brandon Erickson
Phone No. (415) 837-7232

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 May of 2026.

PLEASE EMAIL YOUR RESPONSE by April 15, 2026, to:
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.
monique.crayton@sfgov.org ~ (415) 554-7750

Applicant name: The Mellow LLC

Business name: The Mellow SF

Application address: 1401 Haight Street
San Francisco, CA 94117

Applicant contact info: Lorena Cortez
(805) 698-5252
lo@themellowsf.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.)

From: [Crayton, Monique \(BOS\)](#)
To: [CPC.Referrals](#); [Erickson, Brandon \(POL\)](#); [Ciudad, Albern \(POL\)](#); [lo@themellowsf.com](#)
Cc: [amarjit.tamber@abc.ca.gov](#); [Goff, David \(POL\)](#); [Dahl, Bryan \(BOS\)](#); [Ebadi, Mahanaz \(BOS\)](#); [Donovan, Dominica \(BOS\)](#); [Tam, Madison \(BOS\)](#); [Cooper, Raynell \(BOS\)](#); [Logan, Samantha \(BOS\)](#); [Macfie, William \(BOS\)](#)
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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

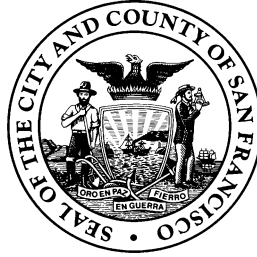
San Francisco, CA 94102

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LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

DATE: April 3, 2026

TO: Planning Department
Attn: _____
Phone No. _____

AP Block/Lot Nos.: 1244/001 Zoning: NCD
– Haight Street Neighborhood
Commercial

TO: Police Department
Officer Brandon Erickson
Phone No. (415) 837-7232

Quad: Dist 5 _____
Record No.: 2026-002943MIS _____

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 May of 2026.

PLEASE EMAIL YOUR RESPONSE by April 15, 2026, to:
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.
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Business name: The Mellow SF

Application address: 1401 Haight Street
San Francisco, CA 94117

Applicant contact info: Lorena Cortez
(805) 698-5252
lo@themellowsf.com

PLANNING REVIEW: **Approval** **Denial**

Planning Staff Contact: Elizabeth Gordon Jonckheer
(Please add comments on a trailing page.)

Recommend Approval for Type 90 license permitted in conjunction with music venue use.
The subject property offers Live Limited Performances per PC Sec 703 within the Haight Street Zoning District and is considered a music entertainment facility. Type 90 Licenses are permitted in the Haight Street Alcohol Restricted Use SUD per PC Sec 781.9.

POLICE REVIEW: **Approval** **Denial**
(Please add comments in a trailing report.)

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE

ABC 211 (6/99)

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

File Number: **676361** Lorena Cortez
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DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **THEMELLOW LLC** 1244/001
 Name of Business: **THE MELLOW SF** Dist 5
 Location of Business: **1401 HAIGHT STREET** NCD
SAN FRANCISCO, CA 94117 2026-000788MIS

County **SAN FRANCISCO**

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

Mailing Address:(If different from premises address)

Type of license(s): **90** Dropping Partner: Yes___ No **X**

Transferor's license/name:

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
90 - On-Sale General Music Venue	ORI	Y			
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90 - On-Sale General Music Ven	ANNUAL FEE	P40	0	01/26/26	\$1,545.00
Total					\$21,511.00

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: January 26, 2026

Applicant Name(s)

THEMELLOW LLC

Recommend Approval for ABC - Type 90 license permitted in conjunction with music venue use. The subject property offers Live Limited Performances per PC Sec 703 within the Haight Street Zoning District and is considered a music entertainment facility. Type 90 Licenses are permitted in the Haight Street Alcohol Restricted Use SUD per PC Sec 781.9.

Michelle Taylor
 Michelle Taylor
 2/11/26

MD



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 Alan Wong

From: Lt. David Goff #1465
Officer in Charge
ALU/Permits Unit 415-553-9550

For Lt. Goff / Ofc. Erickson 2707

Date: April 9, 2026

Subject: P.C.N. Investigation Regarding: First Owner: The Mellow LLC
DBA: The Mellow SF

1401 Haight Street
San Francisco, CA 94117
ABC File # 90-676361

The Mellow LLC, operating as "The Mellow SF", has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 90 (On-Sale Music Venue) license to be located at 1401 Haight Street. (located between Masonic Avenue and Ashbury Street)

Hours of Operation:

Sunday to Friday: 11:00 AM to 6:00 PM
Saturday: 11:00 AM to 7:00 PM

Digest:

"The Mellow SF" would like to operate a On-Sale General Music Venue to be located at 1401 Haight Street. If approved, this license will allow them to sell Wine, Beer, and Distilled Spirits.

Letters of Protest

0

Letters of Support

0

Police Calls for Service:

From January 26, 2025 to January 26, 2026

1 call for service

Police Reports:

From January 26, 2025 to January 26, 2026

0 police reports

San Francisco Plot Information:

This premise is located in Plot: **664**

A High Crime area is defined as **81** or more police reports in a plot for the year of **2025**.

This plot had 122 police reports for **2025**, which is 41 **Higher** than the **Citywide “High Crime”** average.

State Census Tract Information:

This premise is located in Census Tract: **166.01**

Population for this tract is: **3,133**

On-sale license authorized by census tract: **10**

Active on-sale licenses: 9 with 0 pending

Off-sale licenses authorized by census tract: **2**

Active off-sale licenses: 5 with 0 pending

Departmental Recommendation:

Points of consideration: **4**

No opposition from **Park Station**.

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

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

0 - Protest.

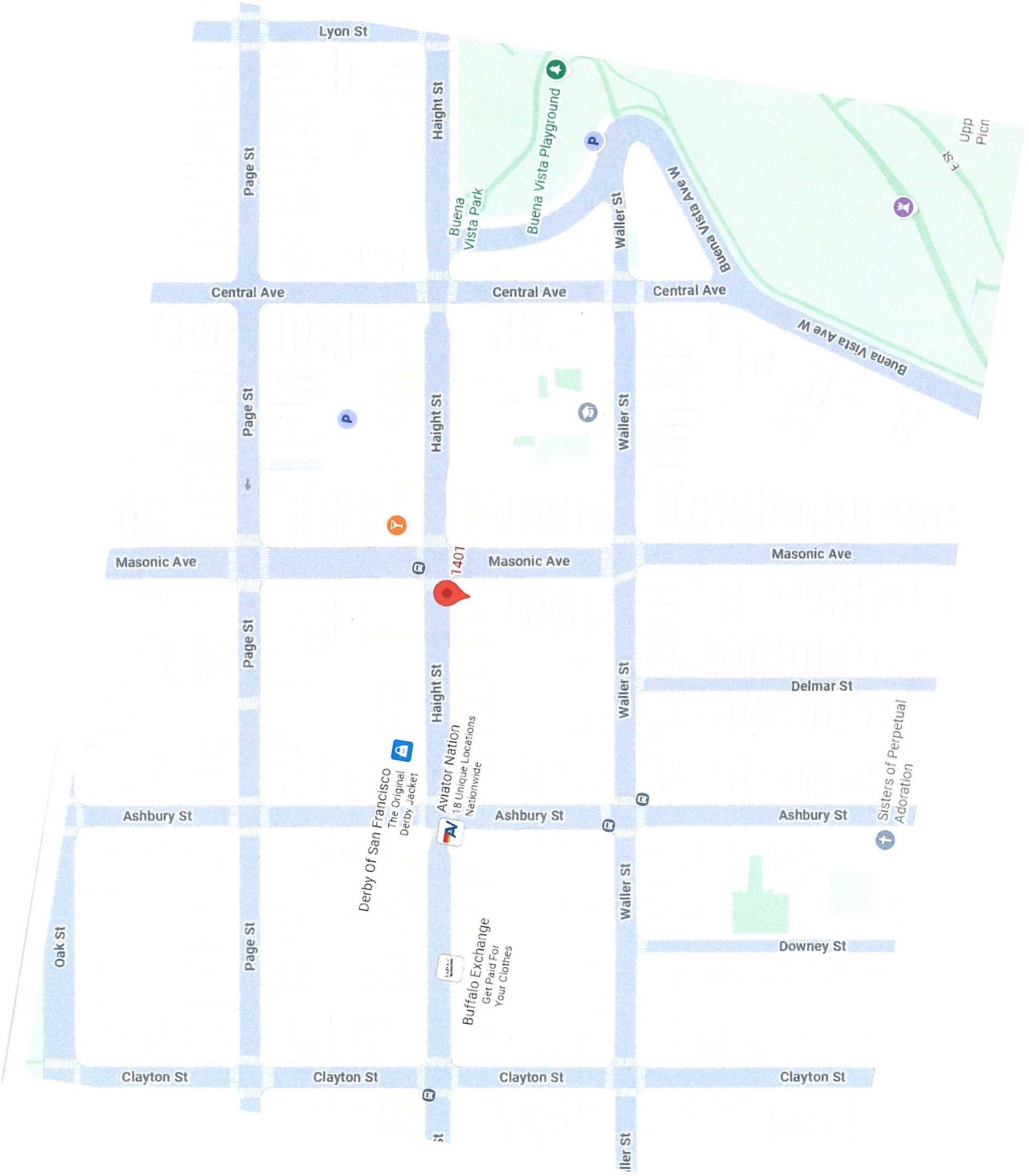
0 - Support

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

1. (1) Except as provided in Condition 2 below, no noise shall be audible beyond the area under the control of the licensee. (SF district office only).

2. (2) Any noise caused by entertainment or amplified sound that is subject to the provisions of an active Entertainment Permit issued by the San Francisco Entertainment Commission shall be authorized in accordance with the limits established by that Entertainment Permit, including any limitation on hours during which entertainment or amplified sound is permitted. A violation of the entertainment or amplified sound noise conditions of the Entertainment Permit, as determined by the San Francisco Entertainment Commission (or any successor agency), shall be deemed to be a violation of this Condition. Any noise that is not subject to, or is beyond the scope of, the Entertainment Permit shall be subject to Condition 1 above. “Entertainment Permit” means any of the following: a Just Add Music permit, a Limited Live Performance permit, a Place of Entertainment permit, a Fixed Place Amplified Sound permit, or any similar such permit issued by the San Francisco Entertainment Commission. (SF district office only).

3. 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
4. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control, as depicted on ABC-257.



Lyon St

Page St

Haight St

Buena Vista Park

Buena Vista Playground

Waller St

Buena Vista Ave W

Upp Picn

Central Ave

Central Ave

Central Ave

Buena Vista Ave W

Page St

Haight St

Waller St

Masonic Ave

Masonic Ave

Masonic Ave

1401

Page St

Haight St

Waller St

Delmar St

Derby of San Francisco
The Original Derby Jacket

Aviator Nation
18 Unique Locations Nationwide

Ashbury St

Ashbury St

Sisters of Perpetual Adoration

Oak St

Page St

Haight St

Waller St

Downey St

Buffalo Exchange
Get Paid For Your Clothes

Clayton St

Clayton St

Clayton St

Clayton St

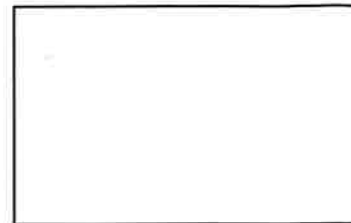
Haight St

Waller St

Waller St

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 Issuance - 1401 Haight Street - The Mellow SF

Long Title or text listed:

Hearing to consider that the issuance of a Type-90 on-sale general music venue liquor license to THE MELLOW LLC, to do business as The Mellow SF located at 1401 Haight Street (District 5), will serve the public convenience or necessity of the City and County of San Francisco.

Alvia Gomez