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LIQUOR LICENSE REVIEW

TO: Planning Department **File:** 091424
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@sfgov
Fax No: 558-6409

Block/lot: 3707/011

TO: Inspector Dave Falzon
Police Department
Fax No: 970-3088

Zoning: C-3-0

Quad: NE

DATE: January 5, 2010

MB# 1000007

This item is scheduled to be heard at a meeting on January 25, 2010. **PLEASE E-MAIL OR FAX YOUR RESPONSE BY:** January 19, 2010 to Victor Young, Clerk of City Operations and Neighborhood Services Committee.
Fax No: 554-7714 or victor_young@sfgov.org

Applicant Name: Nassir A. Zughayir
and Business Name: Sammy's on 2nd

Applicant Address: 84 Second Street
and Phone No. 415-624-6751

PLANNING COMMENTS: Approval Denial

per P Code section 218 (6)

[Signature]
Rick Crawford

POLICE COMMENTS: Approval Denial

Sammy's on 2nd
84 Second Street
San Francisco, CA 94105
Telephone: (415) 398-7889
Cell: (415) 624-6751

File 091424

December 8, 2009

Clerk of the Board
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102-4689

Re: Liquor License "PCN" Request

Dear Board Members:

I am writing to request a liquor license for public convenience and necessity for the proposed business named Sammy's on 2nd, located at 84 Second Street, San Francisco, California, 94105, telephone number (415) 398-7889.

The type of license I am applying for is a 21 Off Sale General license premise to premise transfer. I am transferring my current business license from a business named Sammy Snacks and Deli, currently located at 213 Sutter Street, San Francisco, California to the new location at 84 Second Street.

The hours of operation for Sammy's on 2nd will be Monday thru Thursday from 7:00 a.m. to 8:00 p.m., Fridays from 7:00 a.m. to 12:00 a.m., Saturdays from 10:00 a.m. to 12:00 a.m. and Sundays we will be closed for business.

It is my belief that approval of this license will enhance the neighborhood and bring more reputable businesses in the area. As a result, it will improve the entire image of the neighborhood. My hope is that this business will bring more people and generate more revenue to the neighborhood which in turn will generate more tax dollar to the City and County of San Francisco.

Furthermore, the license will not hinder the neighborhood as there are no residential properties within the business location. This business will be a public convenience as it

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Clerk of the Board
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will be beneficial for people who work late and have the option to purchase alcoholic beverages to take home, eliminating an additional stop so they can go directly home.

With respect to the crime issue, I have been very vigilante in my current location and have had an impeccable record and reputation with the local authorities. Therefore, I believe that there will not be an issue with the new business and I will abstain from carrying malt liquor, wine coolers and any other inexpensive alcoholic beverages. Moreover, I envision that my alcohol sales will not exceed 30% of the total business.

As stated above, this license will be practiced in the same identical manner as that at the previous location. Sammy's on 2nd will be a business that envelopes gourmet sandwiches, unique Mediterranean taste and will have an excellent selection of high end wines and spirits. In addition, no violations were issued in the entire 15 years at the 213 Sutter Street location; the Police were never called and/or visited for any unruly incident; and no conditions were imposed on the current license due to the impeccable record and reputation.

Finally, please note that we have already obtained pre-approval for the new location from the Police Captain who is assigned to the Southern District. Thank you for your consideration and I look forward to hearing from you.

Very truly yours,



Nassir A. Zughayir

NAZ:tez

Sammy's at 2nd
84 Second Street, San Francisco

I. The Business

Our overall objective is to open a delicatessen/café and convenience store which includes upscale wine, imported beer and fine selection of liquor.

II. Operating Procedures

Sammy's will be targeting local professionals, retail workers and tourists who are seeking quality food at a reasonable price. In addition, Sammy's will cater to people working the swing shift, since currently the area provides a limited choice to these workers since most eateries in this neighborhood shut down after lunch time. We believe this business will serve the public in a positive and more convenient basis.

III. Management

The management would be led by the owner (Nassir "Sammy" Zughayir), an industry veteran. His café/convenience experience began in the early 1980's. Sammy opened and operated successfully his current business, which is located at 213 Sutter Street, San Francisco, approximately 15 years ago.

IV. Mission Statement

Sammy's is a business that envelopes gourmet sandwiches and unique Mediterranean taste and will have an excellent selection of high end wines and spirits. The mission is not only to have great tasting food, but have efficient and friendly service. The environment will not only be welcoming and sophisticated, it will be unique in design with state of the art equipment, fixtures and cabinetry. We believe that all of these features will leave a good impression on the clientele as well as the neighborhood. We will concentrate on customer satisfaction and quality food that is always fresh and specially selected. We want Sammy's to be a place where people could enjoy a good meal at a good price. Furthermore, we believe the addition of this business at this location will enhance the neighborhood and bring more reputable businesses in the area. As a result, it will improve the entire image of the neighborhood. Our hope is that this business will bring more people and generate more business to the neighborhood which in turn generates more tax dollar to the City and County of San Francisco.

V. Testimonial Statement

- No violations in the entire 15 years at 213 Sutter Street location
- Police were never called and/or visited for any unruly incident
- Abstain from carrying malt liquor, wine coolers or any other inexpensive alcoholic beverages
- Total sales of alcoholic beverages amount to less than 30 percent of total sales
- No conditions were imposed on current license due to impeccable record and reputation

INFORMATION AND INSTRUCTIONS -

SECTION 23958.4 B&P

Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.

- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
- Part 2 is to be completed by the applicant, and returned to ABC.
- Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

PART 1 - TO BE COMPLETED BY ABC

1. APPLICANT'S NAME *Nassir Abdel Razak Zughayir*

2. PREMISES ADDRESS (Street number and name, city, zip code) *84 2nd St., San Francisco, CA 94105*

3. LICENSE TYPE *21*

4. TYPE OF BUSINESS

<input type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Hofbrau/Cafeteria	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Private Club
<input type="checkbox"/> Deli or Specialty Restaurant	<input type="checkbox"/> Comedy Club	<input type="checkbox"/> Night Club	<input type="checkbox"/> Veterans Club
<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Brew Pub	<input type="checkbox"/> Tavern: Beer	<input type="checkbox"/> Fraternal Club
<input type="checkbox"/> Bed & Breakfast	<input type="checkbox"/> Theater	<input type="checkbox"/> Tavern: Beer & Wine	<input type="checkbox"/> Wine Tasting Room
<input type="checkbox"/> Wine only	<input type="checkbox"/> All		

<input type="checkbox"/> Supermarket	<input type="checkbox"/> Membership Store	<input type="checkbox"/> Service Station	<input type="checkbox"/> Swap Meet/Flea Market
<input type="checkbox"/> Liquor Store	<input type="checkbox"/> Department Store	<input checked="" type="checkbox"/> Convenience Market	<input type="checkbox"/> Drive-in Dairy
<input type="checkbox"/> Drug/Variety Store	<input type="checkbox"/> Florist/Gift Shop	<input type="checkbox"/> Convenience Market w/Gasoline	
<input type="checkbox"/> Other - describe:			

5. COUNTY POPULATION *534*

6. TOTAL NUMBER OF LICENSES IN COUNTY On-Sale Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY On-Sale Off-Sale

8. CENSUS TRACT NUMBER *076-02*

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT *1* On-Sale Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT *0+2* On-Sale Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)

Yes, the number of existing licenses exceeds the number allowed

No, the number of existing licenses is lower than the number allowed

3x publication

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

Yes (Go to Item #13) No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER *214*

14. TOTAL NUMBER OF REPORTING DISTRICTS *654*

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS *120,367*

16. AVERAGE NO. OF OFFENSES PER DISTRICT *184*

17. 120% OF AVERAGE NUMBER OF OFFENSES *221*

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT *245*

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)

Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17

No, the total number of offenses in the reporting district is lower than the total number in item #17

PC & N required

20. CHECK THE BOX THAT APPLIES (check only one box)

a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.

b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.

c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name: *Board of Supervisors*

FOR DEPARTMENT USE ONLY
PREPARED BY (Name of Department Employee) *AD 12/2/09*

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