



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 Danny Sauter
Supervisor Alan Wong**

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

FOR LT. GOFF A/SGT. CHUNG #214

Date: December 29, 2025

Subject: P.C.N. Investigation Regarding: First Owner: The Love Potion Library LLC
DBA: The Love Potion Library LLC

284 Noe Street
San Francisco, CA 94114
ABC File # 42 - 674987

The Love Potion Library LLC., operating as “The Love Potion Library LLC”, has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 42 On-Sale Beer and Wine-Public Premises) license to be located at 284 Noe Street. (located between Beaver Street and 16th Street).

Hours of Operation:

9 am to 11 pm seven days a week (Sunday – Saturday).

Digest:

“The Love Potion Library LLC” would like to operate a bookstore and bar to be located at 284 Noe Street. If approved, this license will allow them to sell Beer and Wine.

Letters of Protest

0

Letters of Support

0

Police Calls for Service:

From November 26, 2024 to November 26, 2025

0 calls for service

Police Reports:

From November 26, 2024 to November 26, 2025

0 police reports

San Francisco Plot Information:

This premise is located in Plot: **411**

A High Crime area is defined as **81** or more police reports in a plot for the year of **2024**.

This plot had 25 police reports for **2024**, which is 56 **Lower** than the **Citywide “High Crime”** average.

State Census Tract Information:

This premise is located in Census Tract: **169**
Population for this tract is: **3,425**

On-sale license authorized by census tract: **12**
Active on-sale licenses: 27 with 0 pending

Off-sale licenses authorized by census tract: **2**
Active off-sale licenses: 8 with 0 pending

Departmental Recommendation:

0 Points of consideration

No opposition from **Park Station**.

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

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

0 - 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.
2. 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.
3. When the said outdoor patio area of the premises is being utilized for the sales, service and consumption of alcoholic beverages, a premise employee shall be in attendance and maintain continuous supervision at all times of said area to ensure orderly conduct of patrons.