



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 #1465
Officer in Charge
ALU/Permits Unit 415-553-9550

Date: June 17, 2025

Subject: P.C.N. Investigation Regarding: First Owner: Barbary Coast Merchants, LLC
DBA: Amador Liquors And Wines.
550 Montgomery St 2nd Floor
San Francisco CA. 94111
ABC File # 21-665636

Barbary Coast Merchants, LLC., operating as "Amador Liquors And Wines.", has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 21 Off Sale General) license to be located at 550 Montgomery St 2nd Floor. (located between Commercial St and Clay St.)

Hours of Operation:

11 am to 6 pm each day of the week

Digest:

"Amador Liquors And Wines." would like to operate a package store to be located at 550 Montgomery St 2nd Floor. 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 Dec 20th 2023 to Dec 20th 2024

13 calls for service

Police Reports:

From Dec 20th 2023 to Dec 20th 2024

1 police reports

San Francisco Plot Information:

This premise is located in Plot: 150C

A High Crime area is defined as **103** or more police reports in a plot for the year of **2023**.

This plot had 181 police reports for **2023**, which is 78 **Higher** than the **Citywide “High Crime”** average.

State Census Tract Information:

This premise is located in Census Tract: **611.01**

Population for this tract is: **2,008**

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

Active on-sale licenses: 81 with 0 pending

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

Active off-sale licenses: 7 with 0 pending

Departmental Recommendation:

Points of consideration: **1 (Church)**

No opposition from **Central 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. 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.

