1 11C 11C. 2 10000	File No.	210853
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Committee Item	No.	2	
Board Item No.	23		

### **COMMITTEE/BOARD OF SUPERVISORS**

AGENDA PACKET CONTENTS LIST

Comm: Public Safety & Neighborhood Services Date: Sept. 9, 2021						
Board of Supervisors Meeting: Date: Sept. 21, 2021						
Cmte Boar	d					
	Motion Resolution Ordinance Legislative Digest Budget and Legislative Analyst Re Youth Commission Report Introduction Form Department/Agency Cover Letter MOU Grant Information Form Grant Budget Subcontract Budget Subcontract Budget Contract/Agreement Form 126 – Ethics Commission Award Letter Application Public Correspondence	•	ort			
OTHER						
	Police Department Response – Ma					
<ul> <li>✓ Planning Department Response – February 4, 2021</li> <li>✓ Referral – February 1, 2021</li> </ul>						
Referral – February 1, 2021  PC or N Request Letter – January 29, 2021						
Prepared by:	: John Carroll Da	<b>ate:</b> Sept.	3, 2021			
Prepared by:	Prepared by: John Carroll Date: Sept. 17, 2021					
Prepared by:	Prepared by: John Carroll Date:					

1	[Liquor License Transfer - 2695 San Bruno Avenue - La Loma Produce #7]
2	
3	Resolution determining that the transfer of a Type-21 off-sale general beer, wine,
4	and distilled spirits liquor license to La Loma #7, Inc., doing business as La Loma
5	Produce #7, located at 2695 San Bruno Avenue (District 9), will serve the public
6	convenience or necessity of the City and County of San Francisco; and
7	requesting that the California Department of Alcoholic Beverage Control impose a
8	condition on the issuance of the license.
9	
10	WHEREAS, La Loma #7, Inc., is seeking the Transfer of a Type-21 off-sale
11	general beer, wine, and distilled spirits liquor license to do business as La Loma
12	Porduce #7, located at 2695 San Bruno Avenue (District 9); and
13	WHEREAS, The Planning Department has verified that the area is properly
14	zoned and recommends approval; and
15	WHEREAS, The Police Department has filed one protests and zero letters of
16	support with the Department of Alcoholic Beverage Control under California Business
17	and Professions Code, Section 24013, and recommends that the Department of
18	Alcoholic Beverage Control issue the liquor license with conditions; and
19	WHEREAS, The condition recommended by the Police Department is the
20	following: 1) Petitioner(s) shall actively monitor the area under their control in an effort
21	to prevent the loitering of persons on any property adjacent to the licensed premises as
22	depicted on ABC-253; now, therefore, be it
23	RESOLVED, That in accordance with California Business and Professions Code,
24	Section 23958.4, the Board of Supervisors of the City and County of San Francisco
25	hereby determines that the transfer of a Type-21 off-sale general beer, wine, and

1	distilled spirits liquor license to La Loma #7, Inc., doing business as La Loma Produce
2	#7, located at 2695 San Bruno Avenue, will serve the public convenience or necessity
3	of the City and County of San Francisco; and, be it
4	FURTHER RESOLVED, That the Board of Supervisors of the City and County o
5	San Francisco hereby endorses and adopts the recommendations of the Police
6	Department listed above and recommends that the Department of Alcoholic Beverage
7	Control issue the license with the recommended condition.
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From: <u>Valerie Luu</u>
To: <u>Carroll, John (BOS)</u>

Subject:Support for La Loma #7's liquor licenseDate:Thursday, September 9, 2021 12:15:25 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources

#### Hello,

My name is Valerie Luu and I work as the Corridor Manager for San Bruno Avenue. I am employed by the Portola Neighborhood Association (PNA) to assist small businesses with loans, grants and City processes.

I hope that the Public Safety and Neighborhood Committee will approve La Loma #7's liquor license transfer application (case #210853).

La Loma #7 would be a good candidate for the liquor license because of their commitment to the neighborhood. They have contributed to neighborhood safety by installing security cameras on Bacon and San Bruno Avenue. They are also big supporters of the PNA's greening projects.

I hope the Public Safety and Neighborhood Services Committee will approve La Loma #7's liquor license application.

Best,

Valerie Luu Corridor Manager Portola Neighborhood Association From: <u>Maggie Weis</u>
To: <u>Carroll, John (BOS)</u>

Subject: Support for LaLoma #7s Liquor License

Date: Tuesday, September 7, 2021 2:12:20 PM

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#### Dear Mr. Carroll,

The Portola Neighborhood Association supports La Loma #7's liquor license transfer application. We support the family-run grocery store expanding their grocery store offerings to include alcoholic beverages. This will help La Loma #7 be a one-stop shop for patrons to get their groceries, house supplies and alcoholic beverages.

It's important to note that the liquor license was purchased from Charlie's Kwik Stop, located down the street. This means the number of liquor licenses has not increased in our neighborhood. We hope the Public Safety and Neighborhood Services Committee will approve La Loma #7's liquor license application.

LaLoma has consistently been a good neighbor and wonderful neighborhood market. Thank you for all you can do to help their business remain viable.

#### Best regards, Maggie Weis, Chair

stewardship of our vibrant community

cell: (415) 420-7603

#### portolasf.org

sign up for our email list

become a steward of the community - join the PNA



# Customer Support We support La Loma #7 Market Inc. Alcoholic Beverage Sale in the store

Board of Supervisors File #210853

Name:	Address:
JOSE GARTIA	2856 SAN PRUNGAV
JOHAND AZUNDEZ	415-286-47-20
alejandro Orozco	323 Silliman St. 94184
Della Bautista	2958 San Bruno 94134
Rasa Gonsalez	576 Sillman st - 94134
Yedith Pico	3000 San Bruno Ave Unit A94134
Mayra Romero	270 TOPEKA 94134
Edvardo Torres	1130 Guerrero et 9410
Salvador Goreila	756 Topeka st. 94134
Claudia Preciado	9845 San Brom AVE.
uaira nivorato	2879. San bruno.
Ramon Roman	251 Alabania st. 9410
Friberto Lopéz	552 Silver Ave 9449
Inelda Sontiago	726 217h St. ST. 9410 x
Robert Hamilton	3691 Girald St. 94134 -
Joseph Rangel	2156 Racon 94134
Sentiago Ramirez	756 Brussels st 94 134

### Customer Support We support La Loma #7 Market Inc. Alcoholic Beverage Sale in the store

Board of Supervisors File # 210853

Name:	Address:
Iny Parez	6458 Mission St. 94014
Pall Romero	2511 San Bruno INC.
Jose Rosas	1326 Wayland st 94174
Raul Ramirez	1430 Siliman st. 94134
tony CACERES	626 Mission Bay Blod N. SFEA 94158. 2056 Mission St. 94110
CIRILD RAMIREZ	2056 Mission St. 94110
Vicalas Sanchez	256 Girald st 94134
Maria L. Ruedas	5963 Brussels St. 9413
Loisa /Calderon Rojas	3625 Barren St. 94134
BHE	1721 Sosemile Ave Sit
Rogelio Alvarado	756 Silven Av. 94134
Julio Jaramillo	251 Way land St. 94134
Ani Zgrate	1757 San Bruno Av.94134
Ernesto Gonzalez	1783 Cherch St 94131
Neffal: Bevistain	1695 25 th st 94107

## Customer Support We support La Loma #7 Market Inc. Alcoholic Beverage Sale in the store

Board of Supervisors File#216853

Name:	Address:
Pardo Terez	Ave. San Bruno 1983
Angrel Frence	1326 Silver Av. 94134
Anselma Lopez	1859 Egberth Av. 94134
Odilon Aguiro	1256 San Bruno Av. 9413A
Norma Gonzalez	151 wayland st 94134
Golanda Garcia	136 Baron St. 94134
Christy pavera	147 Bacon St. 94134
Alex Henrida	191 OAKRIDGE DR 94014
Tuthe	325. Silver av. 94134
Lim- mex	2701 San Bruno 94134
JESUS CANEDO	233 Sillinan st 94134.
Jose enz	408 Amhrst St. 94134
De Ila	2706 Son bruno AVE
Hiller Maizel	269 GIRARD STr. San Francisco. 64
Kyny Cujas	269 GIRARD STr. San Francisco. 64 415 = 987-8165.2554. son Bruna-
ASSPITO PENE	
Esar Anolina	Shorther 1559 are PHAN
	1124

From: Carroll, John (BOS)

agustinmartinez66@yahoo.com; "Lovett, Li (BOS)"; Beinart, Amy (BOS); Monge, Paul (BOS); Lerma, Santiago To:

(BOS)

Cc: Alabanza, Analyn@ABC; Rose.Meyer@ABC.ca.gov; edgar.oropeza@sfgov.org; CPC.Referrals; Salmonson, Joel

Subject: RE: Liquor License Transfer - 2695 San Bruno Avenue - La Loma Produce #7

Date: Wednesday, September 1, 2021 12:11:00 PM

Attachments: image001.png

#### Good afternoon,

The Police Department has completed their review of the subject public convenience or necessity request and has forwarded their recommendations. For your convenience, I have the review available from the link below:

#### Police Department Response – September 1, 2021

The Police Department's ALU is recommending approval with the following 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 ABC-253.

#### The Public Safety and Neighborhood Services Committee may schedule this hearing for a regular remote meeting on September 9, 2021.

I invite you to review the entire matter on our Legislative Research Center by following the link below:

#### Board of Supervisors File No. 210853

Thanks for the review.

#### John Carroll **Assistant Clerk**

**Board of Supervisors** San Francisco City Hall, Room 244 San Francisco, CA 94102 (415) 554-4445

(VIRTUAL APPOINTMENTS) To schedule a virtual meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

Due to the current COVID-19 health emergency and the Shelter in Place Order, the Office of the Clerk of the Board is working remotely while providing complete access to the legislative process and our services.



Click here to complete a Board of Supervisors Customer Service Satisfaction form.



### 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 Gordon Mar Supervisor Catherine Stefani Supervisor Matt Haney

From:

A/Lt. M. Sainez #139 0/15#135

Officer in Charge

ALU/Permits Unit 415-553-9550

Date:

September 1, 2021

Subject:

P.C.N. Investigation Regarding:

La Loma #7, Inc.

DBA: LA LOMA PRODUCE #7

2695 San Bruno Ave.

San Francisco, CA. 94134-1506

La Loma Produce #7 has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 21 (Off-Sale General) license to be located at 2695 San Bruno Ave. (located Bacon St. and Burrows St.)

#### **Hours of Operation:**

7:00 am to 8:00 pm each day of the week.

#### **Digest:**

La Loma Produce would like to operate a Liquor store/Grocery to include Beer, Wine and Distilled Spirits sales, located at 2695 San Bruno Ave. If approved, this license will allow them to sell Off-Sale General.

#### **Letters of Protest**

1

#### **Letters of Support**

0

#### Police Calls for Service:

From June 2020 to June 2021

6 calls for service

#### **Police Reports:**

From June 2020 to June 2021

#### 2 police reports

#### San Francisco Plot Information:

This premise is located in Plot: 382

A High Crime area is defined as 84 or more police reports in a plot for the year of 2020.

This plot had **62** police reports for **2020**, which is 22 **lower** than the **Citywide "High Crime"** average

#### **State Census Tract Information:**

This premise is located in Census Tract: 257.02

Population for this tract is: 4,665

On-sale license authorized by census tract: **16** Active on-sale licenses: 10 with 0 pending

Off-sale licenses authorized by census tract: 3 Active off-sale licenses: 5 with 0 pending

#### **Departmental Recommendation:**

Points of consideration: 0

No opposition from Bayview Station.

Applicant premise is located in a "Low Crime" area.

Applicant premise is located in a "High Concentration" area.

- 1 Protest.
- 0 Support

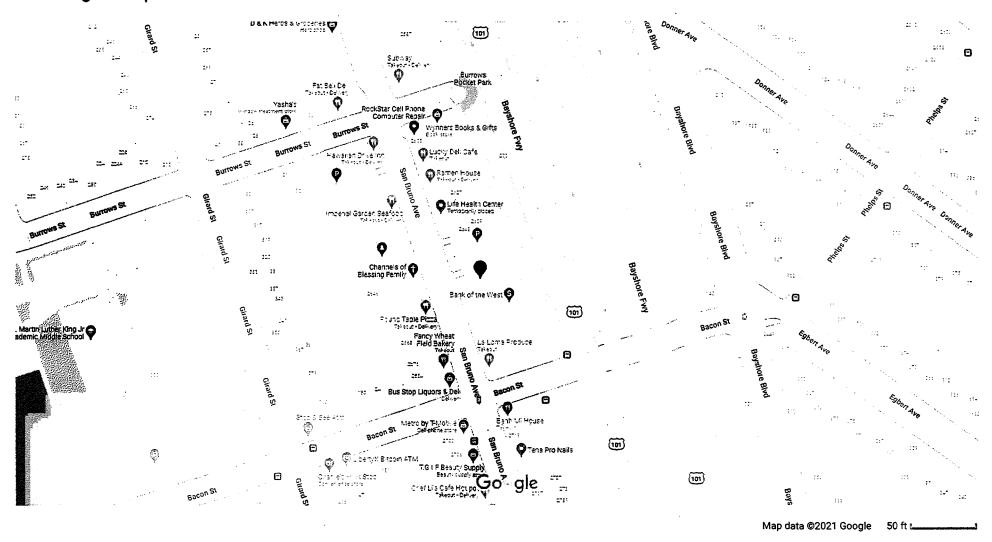
ALU Recommendation: **Approval with following conditions:** 

#### **Conditions for Type 21- Off-Sale General**

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 ABC-253.

It should be noted that as of June 28, 2021 the applicant had agreed to the above listed recommended condition.

#### Go gle Maps 2659 San Bruno Ave



From: Carroll, John (BOS) To: Salmonson, Joel (POL)

"Lovett, Li (BOS)"; Beinart, Amy (BOS); Monge, Paul (BOS); Lerma, Santiago (BOS); "Alabanza, Analyn@ABC"; Cc:

"edgar.oropeza@sfgov.org"; CPC.Referrals

Subject: RE: Liquor License Transfer - 2695 San Bruno Avenue - La Loma Produce #7

Date: Friday, August 6, 2021 4:08:00 PM

Attachments: image001.png

#### Good afternoon,

The Planning Department has completed their review of the subject application, and has forwarded their recommendation for approval. For your convenience, I have the review available from the link below:

#### Planning Dept. Response - Received July 28, 2021

The matter is now awaiting review by the Police Department's ALU.

After receiving review from the Police Department, 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 their consideration in the license matter.

#### The Public Safety and Neighborhood Services Committee may tentatively schedule this hearing for a regular remote meeting in September of 2021.

I invite you to review the entire matter on our Legislative Research Center by following the link below:

#### Board of Supervisors File No. 210853

Thanks for the review.

#### John Carroll **Assistant Clerk**

**Board of Supervisors** San Francisco City Hall, Room 244 San Francisco, CA 94102 (415) 554-4445

(VIRTUAL APPOINTMENTS) To schedule a virtual meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

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Click here to complete a Board of Supervisors Customer Service Satisfaction form.

# LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

TO:	Planning Departme Phone No. (415) 55		DATE:	July 21, 2021 ock/Lot Nos.: 5449/032	
ТО:	Police Department Joel Salmonson Phone No. (415) 55	53-1115	Zoning	g: San Bruno NCD 40-X SE Planning Team	
Neigh		ommittee will tent	atively s	the Public Safety and schedule the PC or N hearing	
	Safety and Neighbo		Committ		
Appli	cant name:	LA LOMA#7, IN	IC.		
Busin	ess name:	La Loma Produ	ıce #7		
Appli	cation address:	2695 SAN BRU San Francisco,			
Appli	cant contact info:	Agustin J Mart (415) 515-2128 agustinmartine		ahoo.com	
PLA	NNING REVIE	<b>W</b> : ☑ Appr	oval	□ Denial	
Plann	ing Staff Contact:	Edgar Oro	peza	edgar.oropeza@sfgov.org	
	Please print r	eview comm	nents	on a trailing page.	
POLICE REVIEW:   Approval  Denial  Please print review comments in a trailing report.					

Recommend to approved with the following conditions:

- principally classified as a General Grocery, a Specialty Grocery,
- Gross Floor Area devoted to alcoholic beverages that is within the applicable accessory use limits for the use district in which it is located.
- o Pursuant to Planning Code Section 703, areas dedicated to alcoholic sales and displays are limited to no more than one-third of the total floor area occupied by the grocery store.

La Loma Produce #7
2695 San Bruno Avenue
San Francisco CA 94134
(415) 515-2138
agustinmartinez66@yahoo.com

29/21 JUL 19 PM 4:08

July 14, 2021

Board of Supervisors 1 Dr Carlton B Goodlett PI #244 San Francisco CA 94102 (415) 554-5184

Dear Board of Supervisors,

My name is Agustin Martinez and I own La Loma Produce #7 with my wife Rosa Sandoval. We've operated our family business since 2003 along with our four children.

La Loma #7 is a family store where customers can get almost anything they need: ready-to-eat food in our taqueria, fresh meat from our butcher counter, baked goods made in-house, as well as grocery store staples such as fruits and vegetables. We also sell over-the-counter medicine, cooking equipment and other home goods.

During those years, we have built up a dedicated and diverse clientele. Though we specialize in Latin food and produce, we also service the multicultural Portola community -- for example, we offer Sing Tao Daily, a Chinese newspaper everyday and sell American groceries.

Having a liquor license would allow us to be even *more* of a one-stop shop for our customers. For the last 18 years, our regulars have asked us to carry alcoholic beverages in our store -- especially busy moms who like to get all their shopping done at one place. It makes them feel safe shopping in a family business that they've known for years and that is close to their home.

In the past year, we've been regarded as an essential business. Many people depended on us to get groceries and sanitization supplies. We worked really hard to keep up with the demand -- waiting in long lines at restaurant supply stores and even traveling to Los Angeles to restock on PPE. And despite mass layoffs in many industries, we were able to retain all sixteen of our employees during this busy and stressful time. The addition of a liquor license would allow us to create new jobs.

It has been an honor serving this community, especially during the last year. We hope that you will consider our application so that we can continue being a resource for Portola residents. Thank you for your time.

39. H

Best,

Agustin Martinez, owner

ABC-245 (rev. 01-11)

#### **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 LA LOMA # 7. Inc							
2. PREMISES ADDRESS (Street number and name, ci	ty, zip code)	isco, A	941	3. LICENSE TYPE			
4. TYPE OF BUSINESS Full Service Restaurant	Hofbrau/Cafeteria	Cocktail Lounge	•	. / Private Clu	b		
Deli or Specialty Restaurant	Comedy Club	Night Club		Veterans C			
Cafe/Coffee Shop	Brew Pub	Tavern: Beer		Fraternal C			
Bed & Breakfast:	Theater	Tavern: Beer &	Wine	Wine Tastir			
Wine only All	,		***************************************		ng rioom		
				· · · · · · · · · · · · · · · · · · ·			
Supermarket	Membership Store	Service Station			/Flea Market		
Liquor Store	Department Store	Convenience M		Drive-in Da	iiry -		
Drug/Variety Store	Florist/Gift Shop	Convenience M	arket w/G	lasoline			
Other - describe:  5. COUNTY POPULATION	6. TOTAL NUMBER OF LICENSES IN	COLINITY		7. RATIO OF LICENSES TO POPULA	TION IN COUNTY	/	
ROLL RPG	6. FOTAL NUMBER OF CIOCHSES IN		ff-Sale	1. 171	On-Sale	Off-Sale	
8. CENSUS TRACT NUMBER	9. NO. OF LICENSES ALLOWED IN C			10. NO. OF LICENSES EXISTING IN (	LJ	- Care	
0257 02	3	On-Sale	ff-Sale	5	On-Sale	Off-Sale	
11. IS THE ABOVE CENSUS TRACT OVERCONCEN	TRATED WITH LICENSES? (i.e., does the	ratio of licenses to popula	ition in the c	ensus tract exceed the ratio of licenses	s to population for	the entire county?)	
Yes, the number of existing licenses e	exceeds the number allowed				,		
No, the number of existing licenses is							
12. DOÉS LAW ENFORCEMENT AGENCY MAINTAIN	——————————————————————————————————————						
Yes (Go to Item #13) No (Go to Item #20)  13. CRIME REPORTING DISTRICT NUMBER  14. TOTAL NUMBER OF REPORTING DISTRICTS  15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS							
13. Chimic reporting districts 114. Total number of reporting districts 115. Total number of Offices in all Reporting districts							
16. AVERAGE NO. OF OFFENSES PER DISTRICT 17. 120% OF AVERAGE NUMBER OF OFFENSES 18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT							
84-13 /10.8							
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	e reporting district is lower than t	he total number in it	em #17				
20. CHECK THE BOX THAT APPLIES (check only one	•	000 (				11.1	
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 " <u>Yes</u> " is checked in either item #11 <u>or</u> item #19, <u>and</u> 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 conjuction with a beer manufacturer's license, or winegrower's license, advise the <u>applicant to complete Section 2</u> and bring the completed form to ABC when filing the application or as soon as possible thereafter.							
c. If " <u>Yes</u> " is checked in either item #11 <u>or</u> item #19, <u>and</u> 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 <u>applicant to take this form</u> 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.							
		Board o	f $G$	upervisors			
PREPARED BY (Name of Department Employee)							
(e) (s/2)							

Agustin J Martinez (415) 515-2128 agustinmartinez66@yahoo.com

La Loma #7 INC 2695 San Bruno Avenue San Francisco CA 94134

Transfer license number 21-627362

Operation hours: 7am-8pm

Application submitted: By mail June 9, 2021

Requirements met: We displayed the announcement on the window sent by ABC and we sent letters throughout the neighborhood on June 28, 2021