

**LIQUOR LICENSE
PUBLIC CONVENIENCE OR
NECESSITY REFERRAL**

TO: Planning Department
Phone No. (415) 558-6371

DATE: July 21, 2021
AP Block/Lot Nos.: 5449/032
Zoning: San Bruno NCD 40-X
Quad: SE Planning Team
Record No.: 2021-007522MIS

TO: Police Department
Joel Salmonson
Phone No. (415) 553-1115

Please submit your response within three weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in September of 2021.

PLEASE EMAIL YOUR RESPONSE BY August 6, 2021, to John Carroll,
Public Safety and Neighborhood Services Committee Clerk.
john.carroll@sfgov.org - Phone No: 554-4445

Applicant name: LA LOMA #7, INC.
Business name: La Loma Produce #7
Application address: 2695 SAN BRUNO AVE
San Francisco, CA 94134
Applicant contact info: Agustin J Martinez
(415) 515-2128
agustinmartinez66@yahoo.com

PLANNING REVIEW: Approval Denial

Planning Staff Contact: Edgar Oropeza edgar.oropeza@sfgov.org

Please print review comments 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

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2021 JUL 19 PM 4:08

BY 

July 14, 2021

Board of Supervisors
1 Dr Carlton B Goodlett Pl #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.

Best,

Agustin Martinez, owner



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, city, zip code) 2695 San Bruno Ave, San Francisco, CA 94134

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 checked="" type="checkbox"/> Liquor Store	<input type="checkbox"/> Department Store	<input 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 897,806

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

7. RATIO OF LICENSES TO POPULATION IN COUNTY
1,171 On-Sale Off-Sale

8. CENSUS TRACT NUMBER 0257.02

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

10. NO. OF LICENSES EXISTING IN CENSUS TRACT
5 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

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?
 Yes (Go to Item #13) No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER 382

14. TOTAL NUMBER OF REPORTING DISTRICTS 654

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS 15,022

16. AVERAGE NO. OF OFFENSES PER DISTRICT 84.13

17. 120% OF AVERAGE NUMBER OF OFFENSES 100.8

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT 87

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

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) BA 6/15/21

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