

# Letter of Public Convenience & Necessity

Re: 1401 Haight Street, San Francisco – Application for Type 90

3/27/2026

Clerk of the San Francisco Board of Supervisors

1 Dr. Carlton B. Goodlett Place, Room 244

San Francisco, CA 94102

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2026 APR 03 AM 11:44

## 1. Purpose and Benefit

The Mellow SF respectfully requests a determination that issuing a Type 90 license at 1401 Haight Street will serve the public convenience and necessity. The license will allow limited, incidental alcohol service during our ticketed jazz performances, sustaining a valued cultural program and adding modest evening activation to the Haight Street commercial corridor.

## 2. About the Premises

- Current use: Coffee shop, plant and community retail space operating since 2021.
- Existing entertainment permit: Limited Live Performance (LLP) issued 2021.
- Occupancy: 49 persons maximum – no change proposed
- Construction: No remodel, expansion, or occupancy change is planned

## 3. Undue-Concentration Statement

1401 Haight Street is in Census Tract 016801. Granting a Type 90 will not add a standalone bar; alcohol service is restricted to the seated, ticketed music events already permitted under the LLP. The license therefore will not materially increase outlet density for general public premises in the tract.

#### 4. Public Convenience

- Cultural access – Over 280 live jazz sets presented annually, providing affordable arts experiences for residents and visitors.
- Economic vitality – Evening programming keeps storefront lights on, increases foot traffic, and supports neighboring merchants.
- Artist support – More than \$125,000 paid in performer fees last year, sustaining local and touring musicians.
- Employment – Seven part-time operations, management, bar and support positions will be added.
- Eyes on the street – Active use during evening hours enhances pedestrian safety on Haight Street.

#### 5. Neighborhood Compatibility and Controls

Category	Measures in Place
Hours	Alcohol sales 6 p.m. to 11 p.m., never later than 30 minutes after last set. No daytime sales.
Sound	Jazz ensembles only, minimal amplification, windows and doors closed. Interior acoustic panels installed.
Security	Trained staff on duty from 6 p.m. until close, exterior patrol every 30 minutes, no re-entry after 10 p.m., RBS-certified staff only.
Good-Neighbor Practices	Sidewalk sweep nightly, “please respect our neighbors” signage, no smoking or loitering in front, 24-hour manager phone posted.

#### 6. Community Outreach and Support

- ABC noticing – Public notice posted 02-03-2026 through 03-04-2026; 712 notice letters mailed 02-09-2026 to addresses within 500 ft.
- Results – ABC Inspector Mikhael De Los Santos confirmed zero protests or objections on 03-27-2026.

## 7. Responsible Beverage Service

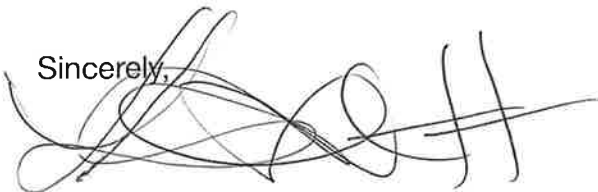
All managers and servers will complete ABC Responsible Beverage Service (RBS) training before the first day of alcohol service and maintain current certificates on site.

## 8. Conclusion

Our six-year track record shows no complaints or violations from SFPD Park Station, ABC, or the Entertainment Commission. With strict hours, professionally trained staff, sound controls, and a proven commitment to community programming, the requested Type 90 license will enhance public convenience without compromising neighborhood quiet enjoyment. We respectfully ask the Board to adopt findings in support of issuance.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lorena Cortez', written over a horizontal line.

Lorena Cortez

Owner / Applicant – The Mellow SF

1401 Haight Street, San Francisco CA 94117

(805) 698-5252 | lo@themellowsf.com

**APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE**

ABC 211 (6/99)

**TO:** Department of Alcoholic Beverage Control  
33 NEW MONTGOMERY STREET  
STE 1230  
SAN FRANCISCO, CA 94105  
(415) 356-6500

File Number: **676361** Lorena Cortez  
Receipt Number: **3076323** 805.698.5252  
Geographical Code: **3800** lo@themellowsf.com  
Copies Mailed Date: **January 26, 2026**  
Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **THEMELLOW LLC**  
Name of Business: **THE MELLOW SF**  
Location of Business: **1401 HAIGHT STREET  
SAN FRANCISCO, CA 94117**

County **SAN FRANCISCO**

Is Premises inside city limits **Yes** Census Tract:

Mailing Address:(If different from premises address)

Type of license(s): **90** Dropping Partner: Yes  No

Transferor's license/name:

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
90 - On-Sale General Music Venue	ORI	Y			
<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	ADD PRIMARY LICENSE TYPE	NA	0	01/26/26	\$19,840.00
Application Fee	FEDERAL FINGERPRINTS	NA	2	01/26/26	\$48.00
Application Fee	STATE FINGERPRINTS	NA	2	01/26/26	\$78.00
90 - On-Sale General Music Ven	ANNUAL FEE	P40	0	01/26/26	\$1,545.00
Total					\$21,511.00

Have you ever been convicted of a felony? **No**

Have you ever violated any provisions of the Alcoholic Beverage Control Act, or regulations of the Department pertaining to the Act? **No**

STATE OF CALIFORNIA County of SAN FRANCISCO

Date: January 26, 2026

Applicant Name(s)

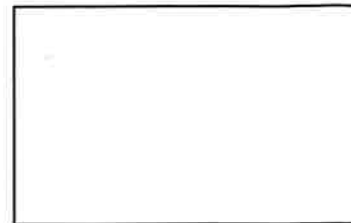
**THEMELLOW LLC**

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**Introduction Form**

(by a Member of the Board of Supervisors or the Mayor)



I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee (Ordinance, Resolution, Motion or Charter Amendment)
- 2. Request for next printed agenda (For Adoption Without Committee Reference)  
*(Routine, non-controversial and/or commendatory matters only)*
- 3. Request for Hearing on a subject matter at Committee
- 4. Request for Letter beginning with "Supervisor \_\_\_\_\_ inquiries..."
- 5. City Attorney Request
- 6. Call File No. \_\_\_\_\_ from Committee.
- 7. Budget and Legislative Analyst Request (attached written Motion)
- 8. Substitute Legislation File No. \_\_\_\_\_
- 9. Reactivate File No. \_\_\_\_\_
- 10. Topic submitted for Mayoral Appearance before the Board on \_\_\_\_\_

The proposed legislation should be forwarded to the following (please check all appropriate boxes):

- Small Business Commission     Youth Commission     Ethics Commission
- Planning Commission     Building Inspection Commission     Human Resources Department

General Plan Referral sent to the Planning Department (proposed legislation subject to Charter 4.105 & Admin 2A.53):

- Yes                       No

(Note: For Imperative Agenda items (a Resolution not on the printed agenda), use the Imperative Agenda Form.)

Sponsor(s):

Clerk of the Board

Subject:

Liquor License Issuance - 1401 Haight Street - The Mellow SF

Long Title or text listed:

Hearing to consider that the issuance of a Type-90 on-sale general music venue liquor license to THE MELLOW LLC, to do business as The Mellow SF located at 1401 Haight Street (District 5), will serve the public convenience or necessity of the City and County of San Francisco.

*Alvia Gomez*