

Khaled Mashal
260 King Street unit 1605
San Francisco CA 94107
October

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2021 OCT 26 PM 3:21
BY CM

To whom it may concern, I would like to file a PCN for a liquor license premises to premises transfer from 498 O'Farrell Street to 453 O'Farrell St.

1) Applicant's name and contact information, including a daytime phone number and email address;

- **Khaled Mashal**
- **415.202.3965**
- **Mashalh@yahoo.com**

2) The name and address for the applicant's business

- **Xpress Market Inc DBA Wally's Community Market and Deli**
- **453 O'Farrell Street**

3) The applicant's mailing address (if different from the above)

- **260 King Street Unit 1605 San Francisco CA 94107**

4) The license type the applicant is seeking from the California Department of Alcoholic Beverage Control, and whether the license will be a new issuance or a transfer of an existing license

- **Type 21**
- **This is a premises to premises transfer from 498 O'Farrell St o 453 O'Farrell Street for an existing license**

5) The proposed business hours of operation;

- **6AM to 2AM daily**

6) When and how the applicant filed the application for the liquor license with the California Department of Alcoholic Beverage Control

- **In person at ABC San Francisco Office on Sept 13, 2021 for a premises to premises transfer.**

7) When and how the applicant completed the noticing requirements for the liquor license, pursuant to state law

- **ABC Poster on window 10/26/2021**
- **500 Foot radius Mailer to be sent out on 10/29/2021**

8) An explanation for how the license will serve the public convenience or necessity in the neighborhood and city-wide.

This community market and deli at 453 O'Farrell Street will be one stop shopping for many residents in the surrounding area with the added benefit of live nutrition from the deli, fruits and vegetables that will be offered. Such nutrition is rarely found in tenderloin stores as most stores simply serve frozen and/or processed and prepackaged goods. Furthermore, SF Planning has revealed a large housing project across the street from this location at 450 O'Farrell Street. This influx of people to the neighborhood will only further the need for such a community market. Also, after these unprecedented times, Covid 19 has claimed many retail businesses in this wake. The city of San Francisco is going through what some supervisors have called retail death. This can only be remedied by allowing new business to open.

Previously this license was four doors down at 498 O'Farrell street since the early 1980's as Xpress Market. With a sparkling track record with the ABC and SFPD (please see attached

commendation from SFPD) our services have been an integral part of the community in this corridor of the tenderloin. Everyone in this neighborhood knows me and my family by name and I would simply like the opportunity to move 40 feet away and move my business to a space where the rent is more reasonable, and I can continue to serve the same community.



LONDON N. BREED
MAYOR

CITY AND COUNTY OF SAN FRANCISCO
POLICE DEPARTMENT
HEADQUARTERS
1245 3RD Street
San Francisco, California 94158



WILLIAM SCOTT
CHIEF OF POLICE

December 18, 2019

XPRESS MARKET INC
C/O XPRESS MARKET
498 O'FARRELL ST
SAN FRANCISCO CA 94102
ABC LICENSE: 21-510609

Dear ABC Licensee/Owner,

On December 14, 2019 an alcohol minor decoy program was conducted at your business. The operation consisted of a decoy (a minor, 20 years old or younger) entering your business and purchasing or attempting to purchase an alcoholic beverage.

Your location refused the sale of an alcoholic beverage to a minor. We commend you on your diligence!

- OR -

You or your employee sold an alcoholic beverage to a minor. You or your employee was cited and the alcoholic beverage or sample of said was seized as evidence.

The San Francisco Police Department in conjunction with the California Department of Alcoholic Beverage Control (ABC) operates this program.

If you or your employee was cited, the citation will be reviewed by the District Attorney's Office. It should be noted that regardless of how the cited individual is processed by the District Attorney's Office, the California Department of Alcoholic Beverage Control (ABC) may contact the business owner and may require the business owner to appear before them.

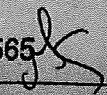
In the event you or your employee refused the sale of an alcoholic beverage to a minor, we would like to congratulate you on your effort. Further, we suggest that you remind your employees that this is an on-going program.

Questions regarding this incident may be referred to the SFPD ABC Liaison Unit at (415) 553 1190.

Working together, San Francisco will be an unwelcome place for underage drinkers.

Sincerely,

William Scott
Chief of Police

By: LT. GEORGIA SAWYER #1565 
Lieutenant Georgia Sawyer
Officer in Charge
ABC Liaison/Permits Unit