<b>File No.</b> 250374
------------------------

Committee I	tem No.	1	
Board Item N	No.		

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

AGENDA PACKET CONTENTS LIST

Committee: Public Safety and Ngbh Services Board of Supervisors Meeting:  Date: May 8, 2025 Date:								
Cmte Board								
	Motion Resolution Ordinance Legislative Digest Budget and Legislative Analyst Re Youth Commission Report Introduction Form Department/Agency Cover Letter a MOU Grant Information Form Grant Budget Subcontract Budget Contract / DRAFT Mills Act Agreen Form 126 – Ethics Commission Award Letter Application Public Correspondence	nd/or R	eport					
OTHER								
	Police Department Report – 042325 Planning Department Review – 042 PC or N Referral to Planning and Pc PC or N Request Letter – 040725	125	41125					
Prepared by: Prepared by: Prepared by:	Monique Crayton Date Date Date Date	te:	y 2, 2025					



### 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:

April 22, 2025

Subject:

P.C.N. Investigation Regarding:

First Owner: El Chavo SuperMercado Corp.

DBA: El Chavo SuperMercado

15 Ocean Ave.

San Francisco CA. 94112 ABC File # 21-667836

El Chavo SuperMercado Corp., operating as "El Chavo SuperMercado", has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 21 (Off Sale General) license to be located at 15 Ocean Ave. (located between Alemany Blvd. and Persia Ave.)

### **Hours of Operation:**

7 am to 9 pm each day of the week.

### Digest:

"El Chavo SuperMercado." would like to operate a Off Sale (General) to be located at 15 Ocean Ave. 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 March 26, 2024 to March 26, 2025

2 calls for service

### **Police Reports:**

From March 26, 2024 to March 26, 2025

0 police reports

### San Francisco Plot Information:

This premise is located in Plot: 892B

A High Crime area is defined as 103 or more police reports in a plot for the year of 2024.

This plot had 222 police reports for 2024, which is 119 Higher than the Citywide "High Crime" average.

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

This premise is located in Census Tract: 261

Population for this tract is: 6890

On-sale license authorized by census tract: **24** Active on-sale licenses: 13 with 0 pending

Off-sale licenses authorized by census tract: **06** Active off-sale licenses: 4 with 0 pending

### **Departmental Recommendation:**

Points of consideration: 2

No opposition from Ingleside Station

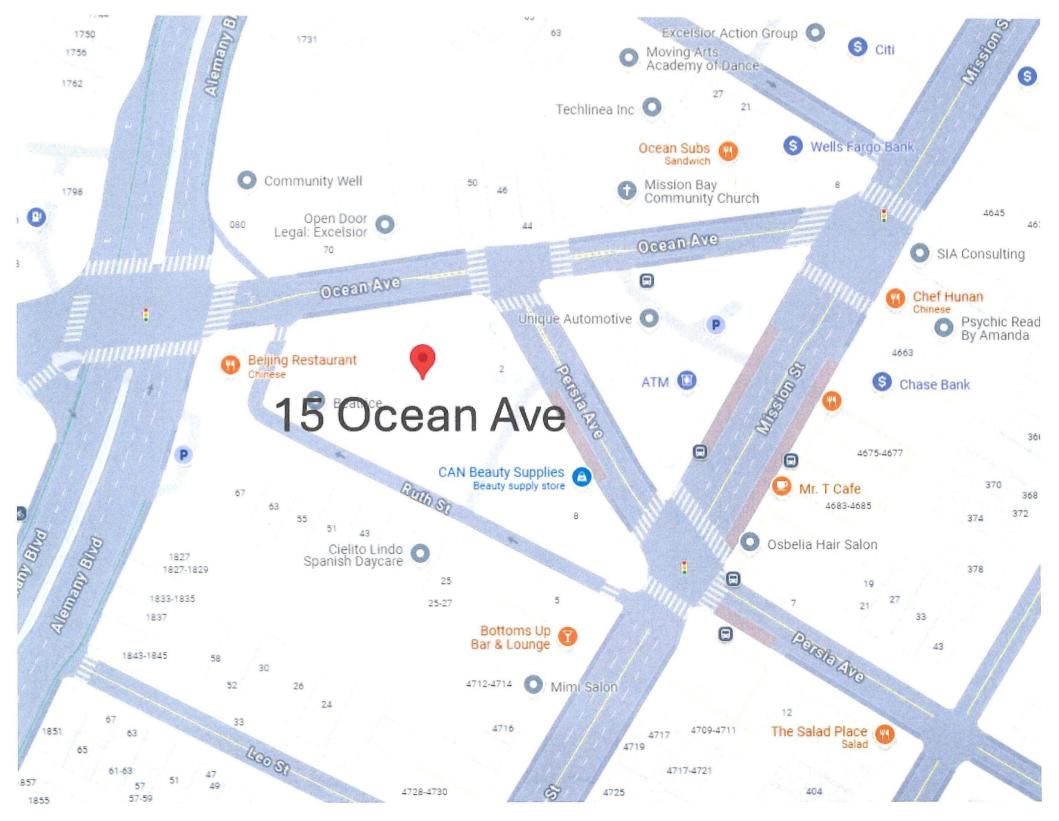
Applicant premise is located in a "High Crime" area.

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-253.



### **BOARD of SUPERVISORS**



# City Hall 1 Dr. Carlton B. Goodlett Place, Room 244 San Francisco 94102-4689 Tel. No. (415) 554-5184 Fax No. (415) 554-5163 TDD/TTY No. (415) 554-5227

## LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

**DATE: April 11, 2025** 

TO:	Planning Department Attn: Phone No. Police Department Andrew Froines	AP Block/Lot Nos.: 6955/033  Zoning: NCD – Excelsior Outer Mission Street Neighborhood Commercial District – 65 A  Quad: Dist 11					
	Phone No. (415) 837-7254						
		eeks. The Public Safety and Neighborhood Services or N hearing for a regular meeting in May of 2025.					
		pril 18, 2025, to: nd Neighborhood Services Committee Clerk.  State of Services Committee Clerk.  State of Services Committee Clerk.					
Applican	t name: El Chavo Supermercad	do Corp.					
Business	s name: El Chavo Supermercad	lo					
Applicati	on address: 15 Ocean Avenue San Francisco, CA	94112					
Applican	Applicant contact info: Ismael Ahmed (510) 575-1382 Ismaelahmed740@gmail.com						
PLANN	IING REVIEW:	Approval Denial					
Planning Staff Contact: Kurt Botn (Please add comments on a trailing page.)							
	E REVIEW:  dd comments in a trailing report.)	Approval Denial					

El Chavo Supermercado Corp. 15 Ocean Ave, San Francisco, CA. 94112 510-575-1382 Ismaelahmed740@gmail.com

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2025 APR 09 AM10:22

04.07.2025

### PUBLIC CONVENIENCE AND NECESSITY

To Clerk of the Board,

The purpose of this letter is to explain the operation of El Chavo Supermercado to the Department of ABC, and to show Public Convenience and Necessity. We are seeking an approval to transfer an existing Type-21 (off-sale) license.

We currently entered into an agreement to transfer this Type-21 license on April 03, 2025. We are hoping to serve the community every day from 7am to 9pm.

Although the premise is located in what the Department deems a high crime area for alcohol establishments, we feel that the growth of communities from certain countries such as Nicaraguan, Colombian, and Honduran Style Market qualifies for Public Convenience and Necessity, because of the following:

What will set us apart from all other off sale markets is that we sell authentic, Colombian, Peruvian, Honduran, Nicaraguan, and Brazilian style products imported from Peru, Brazil, and Argentina. We are a truly a Southern and Central American Market. Some of our specialty products include, alfajores, aji amarillo, panettone, achiote, rocotto, imported yerba mate, as well as imported chorizos/meat and dulce de leche. These are just a couple of our essential products that differentiates us.

- 1. The premise is in the Ocean Ave corridor in the City of San Francisco. The clientele will be drawn from residents, employees and customers of this residential-business friendly area of the Mission District and its offices. Recently, there has been a growing interest in imported spirits from these countries and we are trying our best to serve our community and give them what they request. We would like this supermarket to be a "one-stop shop" for our community and make it convenient and safe stop to do grocery shopping, especially during these unprecedented times.
- There are no other Type 21 Authentic true Honduran/Colombian/Nicaraguan Markets themed establishments in the area that will be offering our style of products. Additionally, there has been more openings of restaurants catering from those countries and have been expressing a demand for imported spirits in that area.
- 3. I will be sending my employees to the "L.E.A.D." training, so my employees will serve my customers responsibly.

I am willing and able to meet anyone with The Department of ABC or the Board of Supervisors to address any concerns that they may have.

Sincerely, Ismael Ahmed

El Chavo Supermercado Corp 15 Ocean Ave, San Francisco, CA 94112

### Plannings Conditions of Approval:

Recommend Approval: General grocery store use is permitted per PC Section 720. General grocery store use may provide beer, wine, and/or liquor sales for consumption off the premises with a California Alcoholic Beverage Control Board License type 20 (off-sale beer and wine) or type 21 (off-sale general) that occupy less than 15% of the Occupied Floor Area of the establishment (including all areas devoted to the display and sale of alcoholic beverages).

General Grocery, Specialty Grocery, and Liquor Store uses with off-sale alcohol licenses shall observe the following good neighbor policies:

Liquor establishments shall provide outside lighting in a manner sufficient to illuminate street and sidewalk areas and adjacent parking, as appropriate to maintain security, without disturbing area residences;

Advertisements in windows and clear doors are not permitted, and no more than 25% of the square footage of the windows and clear doors of liquor establishments shall bear signage of any sort, and all signage shall be placed and maintained in a manner that ensures that law enforcement personnel have a clear and unobstructed view of the interior of the premises, including the area in which the cash registers are maintained, from the exterior public sidewalk or entrance to the premises.

### APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE

ABC 211 (6/99)

Frances Barron

frances@liquorlicense.com

213-417-2353

TO:Department of Alcoholic Beverage Control

33 NEW MONTGOMERY STREET

STE 1230

SAN FRANCISCO, CA 94105

(415) 356-6500

File Number: **667836** 

Receipt Number: 2983280

Geographical Code: 3800

Copies Mailed Date: March 26, 2025

Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner:

EL CHAVO SUPERMERCADO CORP

Name of Business:

**EL CHAVO SUPERMERCADO** 

Location of Business:

15 OCEAN AVE

SAN FRANCISCO, CA 94110

SAN FRANCISCO, CA 94110-2511

County

SAN FRANCISCO

Is Premises inside city limits

Yes

Census Tract:

Mailing Address:(If different

2539 MISSION ST

from premises address)

Type of license(s):

21

Dropping Partner: Yes\_\_\_ No\_x

Transferor's license/name:

605647 / WHOLE FOODS MARKET CALIFORNIA INC

<u>License Type</u> 21 - Off-Sale General	Transaction Type PER/PRM	<u>Master</u> Y	Secondary LT And Count		
License Type Application Fee	Transaction Description DBL TRF: PREMISES AND PERSON	Fee Code	Dup 0	<u>Date</u> 03/25/25	Fee \$1,525.00
21 - Off-Sale General	ANNUAL FEE	NA	0	03/25/25	\$984.00
				Total	\$2,509.00

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?

STATE OF CALIFORNIA

County of SAN FRANCISCO

Date: March 24, 2025

Applicant Name(s)

EL CHAVO SUPERMERCADO CORP

RECEIVED BOARD OF SUPERVISORS SAN FRANCISCO 2025 MAR 31 AM09:02

From: <u>Crayton, Monique (BOS)</u>

To: <u>CPC.Referrals</u>; <u>Ghanem, Sakher (POL)</u>; <u>Ismael Ahmed</u>

Cc: Alabanza, Analyn@ABC; amarjit.tamber@abc.ca.gov; Goff, David (POL); Dahl, Bryan (BOS); Ebadi, Mahanaz

(BOS); Donovan, Dominica (BOS); Tam, Madison (BOS); Sciammas, Charlie (BOS); Chin, Linshao (BOS); Prager,

Jackie (BOS); Ho, KC (BOS)

Subject: Liquor License Transfer - 15 Ocean Ave - El Chavo Supermercado - BOS File No. 250374

**Date:** Friday, April 11, 2025 12:40:00 PM

### Greetings,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license transfer. I'm referring this matter to you for response via the following linked document:

Referral Letter - Planning and Police Departments - April 11, 2025

You may review the entire matter on our <u>Legislative Research Center</u> by following the link below:

Board of Supervisors File No. 250374

After receiving review from the Planning and Police Departments, 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 consideration in the license matter.

The Public Safety and Neighborhood Services Committee will tentatively schedule this hearing for a regular meeting in May of 2025.

I request the Planning Department's response on or before April 18, 2025. Please confirm receipt of this message.

You may review the fact sheet for public convenience or necessity requests from the San Francisco Board of Supervisors via the following link:

Liquor License Public Convenience or Necessity Request

Thanks for the review.

### Monique C. Crayton (she/her)

#### **Assistant Clerk**

Board of Supervisors - Clerk's Office 1 Dr. Carlton B. Goodlett Place, Room 244 San Francisco, CA 94102 (415) 554-7750 | Fax: (415) 554-5163 monique.crayton@sfgov.org | www.sfbos.org

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

### **BOARD of SUPERVISORS**



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## LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

**DATE: April 11, 2025** 

TO:	Planning Department Attn: Phone No.	AP Block/Lot Nos.: 6955/033  Zoning: NCD – Excelsior Outer Mission Street Neighborhood Commercial District – 65 A							
то:	Police Department Sakher Ghanem Phone No. (415) 553-1115	Quad: Record No.:							
Committe	Please submit your response within two weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in May of 2025.  PLEASE EMAIL YOUR RESPONSE by April 18, 2025, to:  Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.								
Applican	monique.crayton@ at name: El Chavo Supermercad	<u>@sfgov.org</u> ~ (415) 554-7750 do Corp.							
Business	s name: El Chavo Supermercac	lo							
Applicati	ion address: 15 Ocean Avenue San Francisco, CA	94112							
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PLANN	PLANNING REVIEW:								
	Planning Staff Contact: (Please add comments on a trailing page.)								
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I am willing and able to meet anyone with The Department of ABC or the Board of Supervisors to address any concerns that they may have.

Sincerely, Ismael Ahmed

El Chavo Supermercado Corp 15 Ocean Ave, San Francisco, CA 94112

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ABC 211 (6/99)

Frances Barron

frances@liquorlicense.com

213-417-2353

TO:Department of Alcoholic Beverage Control

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SAN FRANCISCO, CA 94105

(415) 356-6500

File Number: **667836** 

Receipt Number: 2983280

Geographical Code: 3800

Copies Mailed Date: March 26, 2025

Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner:

EL CHAVO SUPERMERCADO CORP

Name of Business:

**EL CHAVO SUPERMERCADO** 

Location of Business:

15 OCEAN AVE

SAN FRANCISCO, CA 94110

SAN FRANCISCO, CA 94110-2511

County

SAN FRANCISCO

Is Premises inside city limits

Yes

Census Tract:

Mailing Address:(If different

2539 MISSION ST

from premises address)

Type of license(s):

21

Dropping Partner: Yes\_\_\_ No\_x

Transferor's license/name:

605647 / WHOLE FOODS MARKET CALIFORNIA INC

<u>License Type</u> 21 - Off-Sale General	Transaction Type PER/PRM	<u>Master</u> Y	Secondary LT And Count		
License Type Application Fee	Transaction Description DBL TRF: PREMISES AND PERSON	Fee Code	Dup 0	<u>Date</u> 03/25/25	Fee \$1,525.00
21 - Off-Sale General	ANNUAL FEE	NA	0	03/25/25	\$984.00
				Total	\$2,509.00

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?

STATE OF CALIFORNIA

County of SAN FRANCISCO

Date: March 24, 2025

Applicant Name(s)

EL CHAVO SUPERMERCADO CORP

RECEIVED BOARD OF SUPERVISORS SAN FRANCISCO 2025 MAR 31 AM09:02

Supervisor Matt Dorsey, Chair Public Services and Neighborhood Safety Committee San Francisco Board of Supervisors 1 Dr. Carlton B Goodlett Place San Francisco, CA 94102

April 24, 2025

Re: Letter of Recommendation

Dear Chair Dorsey,

I am a local business and property owner at 4742 Mission Street, writing in support of the Public Convenience or Necessity (PCN) application submitted by Ismael Ahmed, owner of El Chavo Supermercado Corporation, for an off-sale liquor license at 15 Ocean Avenue.

Having worked in this neighborhood for over a fifteen years—and operated my own business here for the past five years—I've witnessed firsthand the challenges our commercial corridors face. We've seen a troubling increase in storefront vacancies, including the recent closure of long-standing institutions like Bank of America. That's why I fully support Ismael's decision to invest in this area.

I've personally visited Ismael's other stores in Mission and Bernal Heights. His markets are among the best community grocers I've encountered—well-run, well-stocked, and responsibly operated, including locations that already offer off-sale liquor.

I've also met with Ismael and can say with confidence that he is committed to being a positive presence in the neighborhood. He provides clean, high-quality markets with fresh food and a genuine commitment to the communities he serves.

The property at 15 Ocean Avenue has unfortunately become a site of blight and disuse. It urgently needs an operator with vision and care—qualities Ismael has demonstrated time and again.

Ismael and his team deserve the opportunity to expand their grocery operations and continue offering responsibly managed off-sale liquor in support of local convenience and economic revitalization.

Sincerely,

Yosef Tahbazof

Atlas Property Group

4742 Mission Street

San Francisco, CA 94112



Supervisor Matt Dorsey, Chair Public Services and Neighborhood Safety Committee San Francisco Board of Supervisors 1 Dr. Carlton B Goodlett Place San Francisco, CA 94102

April 21, 2025

Re: Letter of Recommendation 15 Ocean Avenue, SF, CA 94112

Dear Chair Dorsey,

I am a local business and property owner located at 4653 Mission Street. I am writing this letter to support the Public Convenience or Necessity (PCN) application of Ismael Ahmed, owner of El Chavo Supermercardo Corporation DBA El Chavo Supermercardo for an offsale liquor license at 15 Ocean Avenue.

I have worked in this neighborhood for over 20 years and owned my own business here for the past 5. I have seen Ismael's other locations in the Mission and in Bernal and they are top notch operations. His groceries stories are some of the best I've seen, and locations that also have off-sale liquor sales.

I have met with Ismael and know based on his previous investments in other neighborhoods he is committed to the community. First, he provides a clean, well-stocked market where neighbors can always get essential food and produce items, plus many unique food products that are difficult to find elsewhere. His food is fresh and high quality.

Finally, 15 Ocean Avenue, formerly the Bank of America, has become a source of blight and neglect and is in desperate need of investment and a new business and I can't think of a better operation that a local grocery store and someone like Ismael to be the operator.

Ismael and his partners deserve the opportunity to expand their grocery stores and continue to offer off-sale liquor as responsible owners.

Sincerely,

Reza Khoshnevisarr

**RKD Consulting** 

4653 Mission Street

San Francisco, CA 94112

### **Introduction Form**

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

I here	by subn	nit the following item for introduction (select only one):	
	1.	For reference to Committee (Ordinance, Resolution, Motion or Charter Amendm	ent)
	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 pi	roposed	legislation should be forwarded to the following (please check all appropriate box	es):
	□ Sm	nall Business Commission	on
	□ Pla	anning Commission   Building Inspection Commission   Human Resource	es Department
Genera	al Plan I	Referral sent to the Planning Department (proposed legislation subject to Charter 4	1.105 & Admin 2A.53)
	☐ Ye		,
(Note:	For Im	perative Agenda items (a Resolution not on the printed agenda), use the Imperativ	e Agenda Form.)
Spons	or(s):		
Clerk	of the	Board	
Subjec	et:		
Liquo	r Licen	se Transfer - 15 Ocean Ave - El Chavo Supermercado	
Long 7	Title or 1	text listed:	J
gene as El	ral beer Chavo	onsider that the person-to-person, premise-to-premise transfer of a Type-2 r, wine, and distilled spirits liquor license to El Chavo Supermercado Corp, Supermercado, located at 15 Ocean Avenue (District 11), will serve the pu e or necessity of the City and County of San Francisco.	doing business
250374			)

Signature of Sponsoring Supervisor: