

To: Office of the Clerk of the Board of Supervisors
1 Dr. Carlton B. Goodlett Place, City Hall, Room 244
San Francisco, CA 94102

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2020 SEP -8 AM 11:30

BY 

From: Luke's Local Inc.
960 Cole St.
San Francisco, CA 94117

9/3/20

RE: Letter of Public Convenience & Necessity – 2190 Union St. San Francisco, CA 94123

To whom it may concern,

Luke's Local Inc., in preparation for opening our second full-service grocery store within San Francisco at 2190 Union St., has requested a TYPE 20 Off-Sale Beer and Wine License. We are applying for a transfer of an existing license. Our application was submitted with the SF ABC office on 8/26/20. We notified neighbors and surrounding business by sending out the required ABC mailers on 9/3/2020 and posted required signage at the premises on 9/3/2020, which will remain up for the 30-day posting period. Our proposed business hours at 2190 Union will be 8am – 9pm, 7 days/wk.

Luke's Local is a full-service grocery store with our first neighborhood market in Cole Valley having been established in December of 2016. We offer a wide selection of affordable foods and grocery products, ready-made meals from our commissary kitchen, a full-service butcher and deli counter, and a delivery service. Since the opening of our first neighborhood market we have become a hub for our community and a much-loved grocer within the Cole Valley neighborhood. We hope to do the same within the Cow Hollow neighborhood with the opening of our second location this November at 2190 Union St.

We currently offer a well curated selection of Wine, Beer, and Spirits at Cole St. and hope to continue this offering at Union St., limited to Wine and Beer. We are a family friendly business and encourage responsible behavior from our customers as well as staff. Our staff are trained to follow all applicable laws and guidelines regarding the sale and non-consumption of alcohol products in or around the store. In our nearly 4 years in business at Cole we have been a responsible retailer with no incident related to the sale of alcohol. If granted, we expect approximately 10% of revenue to come from Alcohol sales with the remaining 90% coming from food products and household goods.

We pride ourselves in offering both specialty as well as common grocery products and being a one-stop shop for our customer's weekly grocery trips. We believe the convenience of being able to pick up your favorite bottle of wine along with a fresh baguette and prime cut of meat from our butcher counter is vital to offering great service to our community. We recognize the high density of liquor licenses in the San Francisco area, but believe if approved for this license, we

would act as a net positive within this community by providing a reliable, affordable grocery which is notably missing from the surrounding area.

We also seek to be a great neighbor within the community to both our business neighbors as well as adjacent residential neighbors. Our feedback from both businesses on the street as well as residential customers has been wonderful so far; everyone seems very excited to have a small business grocer coming in. We have also spoken to the convenience store directly next door to 2190 and they expressed excitement with "it's going to really revitalize this block and bring more business to all the existing retailers". We agree with this sentiment and believe the business we will bring to the block, as well as the jobs we will create within the community, can really revitalize an area that has been hit hard by the current economic environment.

We thank you for your consideration of our application in this matter!

Sincerely,

Luke's Local Staff and Management

Luke Chappell 

If you have any further question, feel free to reach out to:

Luke@lukeslocal.com & Scott@lukeslocal.com

C: 415-633-6904

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

LUKE'S LOCAL, INC.

2. PREMISES ADDRESS (Street number and name, city, zip code)

2190 UNION ST SAN FRANCISCO, CA 94123-4004

3. LICENSE TYPE

20

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 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 checked="" type="checkbox"/> Other - describe: SPECIALTY GROCERY | | | |

5. COUNTY POPULATION

4,044,883,869

6. TOTAL NUMBER OF LICENSES IN COUNTY

On-Sale Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

1,132 On-Sale Off-Sale

8. CENSUS TRACT NUMBER

130

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

3 On-Sale Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

10 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

518

14. TOTAL NUMBER OF REPORTING DISTRICTS

654

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

55,022

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

85

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 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 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)

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WE

