

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: June 17, 2025

TO: Planning Department  
Attn: \_\_\_\_\_  
Phone No. \_\_\_\_\_

AP Block/Lot Nos.: 0193/025 Zoning:  
CNRC- Chinatown – Residential –  
Neighborhood Commercial – 50-N

TO: Police Department  
Sakher Ghanem  
Phone No. (415) 553-1115

Quad: Dist 3  
Record No.: 2025-005493MIS

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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 July of 2025.

**PLEASE EMAIL YOUR RESPONSE by June 27, 2025, to:**

Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.  
[monique.crayton@sfgov.org](mailto:monique.crayton@sfgov.org) ~ (415) 554-7750

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**Applicant name:** Jumbo Trading Company LLC

**Business name:** Jumbo Trading Company LLC

**Application address:** 761 Jackson Street  
San Francisco, CA 94133

**Applicant contact info:** Name: Chunmei Lei  
Phone: (415)867-3387  
Email: Vipjumbo@gmail.com

**PLANNING REVIEW:** ☒ Approval ☐ Denial

Planning Staff Contact: Honora Montano  
(Please add comments on a trailing page.)

**POLICE REVIEW:** ☐ Approval ☐ Denial  
(Please add comments in a trailing report.)



# San Francisco Planning

49 South Van Ness Avenue, Suite 1400  
San Francisco, CA 94103  
628.652.7600  
[www.sfplanning.org](http://www.sfplanning.org)

6/24/2025

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

Re: BOS referral - Liquor License Public Convenience or Necessity Referral for Jumbo Trading Company– 761 Jackson Street., Planning Department Files No. **2025-005493MIS**

To Whom It May Concern:

The Planning Department is recommending approval of the attached Type 21 License (off-sale general), which is permitted association with Retail/General grocery use, permitted in the Chinatown Residential-Neighborhood Commercial District per PC Sec. 812.

If you have any questions related to Planning's evaluation, please contact me at [honora.montano@sfgov.org](mailto:honora.montano@sfgov.org).

Sincerely,

*Honora Montano*

Honora Montano (she/her), Planner  
District 3, Current Planning Division  
San Francisco Planning  
49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103  
Direct: 628.652.7402 | General Inquiries: [pic@sfgov.org](mailto:pic@sfgov.org) | [www.sfplanning.org](http://www.sfplanning.org)  
[San Francisco Property Information Map](#) | [San Francisco Permit Center](#)

**From:** [Crayton, Monique \(BOS\)](#)  
**To:** [CPC.Referrals](#); [Ghanem, Sakher \(POL\)](#); [Vipjumbo@gmail.com](mailto:Vipjumbo@gmail.com)  
**Cc:** [Alabanza, Analyn@ABC](#); [amarjit.tamber@abc.ca.gov](mailto:amarjit.tamber@abc.ca.gov); [Goff, David \(POL\)](#); [Dahl, Bryan \(BOS\)](#); [Ebadi, Mahanaz \(BOS\)](#); [Donovan, Dominica \(BOS\)](#); [Tam, Madison \(BOS\)](#); [Bell, Tita \(BOS\)](#); [Lee, Amy \(BOS\)](#); [Nagano, Tomio \(BOS\)](#); [Andrews, Michelle \(BOS\)](#)  
**Subject:** Liquor License Transfer - 761 Jackson Street - Jumbo Trading Company LLC - BOS File No. 250675  
**Date:** Tuesday, June 17, 2025 1:57:00 PM

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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 – June 17, 2025](#)

You may review the entire matter on our [Legislative Research Center](#) by following the link below:

- Board of Supervisors [File No. 250675](#)

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 July 2025**

**I request the Planning Department's response before June 27, 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](mailto:monique.crayton@sfgov.org) | [www.sfbos.org](http://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.

# JUMBO TRADING COMPANY LLC

761 Jackson Street  
San Francisco, California 94133

## Re: Letter of Request for Public Convenience or Necessity Determination for Liquor License

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

To whom it may concern,

I am writing to request a determination of Public Convenience or Necessity in connection with my application for the transfer of a liquor license from the California Department of Alcoholic Beverage Control. The following information is provided as per the requirements outlined in the California Business and Professions Code, Section 23958.4:

### 1. Applicant Information:

**Name:** Chunmei Lei  
**Phone:** (415)867-3387  
**Email:** Vipjumbo@gmail.com

### 2. Business Information:

**Business Name:** Jumbo Trading Company LLC  
**Business Address:** 761 Jackson Street, San Francisco, California 94133

**3. Mailing Address:** 761 Jackson Street, San Francisco, California 94133

### 4. License Information:

**License Type:** Type 21 Off-Sale General; and it is a transfer of Existing License

### 5. Proposed Business Hours of Operation:

Daily (Monday - Sunday): 9:00 AM to 6:00 PM

### 6. Application Filing Date and Method:

The application for the liquor license was submitted in person at the ABC office on May 7, 2025.

### 7. Noticing Requirements:

The noticing requirements for the liquor license were fulfilled by posting a poster notice on the premise on May 12, 2025, and mailing the ABC-207-E notices to residents and property owners within a 500' radius on May 16, 2025.

### 8. Public Convenience or Necessity Justification:

The approval of a liquor license for our business serves a distinct and essential public convenience and necessity, separate from that of bars, restaurants, or liquor stores. Unlike venues primarily focused on on-site alcohol consumption, a supermarket provides a broad range of household necessities and fresh foods, offering alcohol sales as a supplemental convenience to customers seeking to complete their shopping in a single, efficient visit. For working families, seniors, and residents without reliable transportation, this integration of services reduces the need to travel to multiple locations, thereby increasing accessibility and promoting safer, more efficient purchasing patterns.

In areas that experience higher levels of reported crime, responsibly operated supermarkets can contribute positively to community stability and revitalization. A supermarket with a liquor license typically implements strict security protocols, such as trained staff, ID verification, and surveillance systems, which help ensure compliance with alcohol regulations and promote public safety. Unlike establishments focused on entertainment or nightlife, supermarkets tend to have limited hours for alcohol sales, minimal risk of loitering or nuisance behavior, and a family-oriented customer base. As a result, they are far less likely to contribute to the types of problems often associated with over-concentration.

# JUMBO TRADING COMPANY LLC

761 Jackson Street  
San Francisco, California 94133

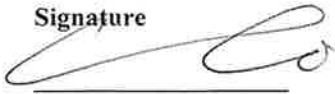
City-wide, allowing a well-managed supermarket in a higher-need area to offer alcohol alongside groceries supports equity in consumer access. It ensures that residents in all neighborhoods — not just those with lower reported crime — can benefit from the convenience and dignity of full-service shopping. Denying such a license solely due to geographic concentration may unintentionally reinforce disparities in economic opportunity and service availability.

Thank you for considering our application. If you require any additional information or documentation, please do not hesitate to contact me at 415-867-3387 or via email at [Vipjumbo@gmail.com](mailto:Vipjumbo@gmail.com).

Sincerely,

CHUNMEI LEI  
Manager  
Jumbo Trading Company LLC

Signature



Date

6/5/2025

# JUMBO TRADING COMPANY LLC

761 Jackson Street  
San Francisco, California 94133

## **Additional Contact Information:**

If you have difficulties contacting the primacy contact above, you can reach the following contact:

Hoa Ly  
Accountant  
415-731-9395

**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: **668904**  
 Receipt Number: **2995258**  
 Geographical Code: **3800**  
 Copies Mailed Date: **May 7, 2025**  
 Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**First Owner: **JUMBO TRADING COMPANY LLC**

Name of Business:

Location of Business: **761 JACKSON ST.**  
**SAN FRANCISCO, CA 94133**

County **SAN FRANCISCO**Is Premises inside city limits **Yes**Census Tract: **0611.02**

Mailing Address:(If different  
 from  
 premises address)

Type of license(s): **21**

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

Transferor's license/name: **501871 / CITY SUPER LLC**

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
21 - Off-Sale General	PER/PRM	Y			
<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	FEDERAL FINGERPRINTS	NA	2	05/06/25	\$48.00
Application Fee	STATE FINGERPRINTS	NA	2	05/06/25	\$78.00
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	05/06/25	\$1,525.00
21 - Off-Sale General	ANNUAL FEE	NA	0	05/06/25	\$984.00
Total					\$2,635.00

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: **May 6, 2025**

Applicant Name(s)

**JUMBO TRADING COMPANY LLC**

Recommend approval of Type 21 ABC License (off-  
 sale general) in association with Retail/General grocery  
 use, permitted in the Chinatown Residential-  
 Neighborhood Commercial District per PC Sec. 812.

RECEIVED  
 BOARD OF SUPERVISORS  
 SAN FRANCISCO  
 2025 MAY 09 AM 09:07


*Honora Montano*

✓

6/24/2025

Honora.montano@sfgov.org