



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 Gordon Mar**  
**Supervisor Catherine Stefani**  
**Supervisor Matt Haney**

**From:** A/Lt. M. Sainez #139 *MSS #139*  
Officer in Charge  
ALU/Permits Unit 415-553-9550

**Date:** September 1, 2021

**Subject:** P.C.N. Investigation Regarding: La Loma #7, Inc.  
DBA: LA LOMA PRODUCE #7  
2695 San Bruno Ave.  
San Francisco, CA. 94134-1506

La Loma Produce #7 has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 21 (Off-Sale General) license to be located at 2695 San Bruno Ave. (located Bacon St. and Burrows St.)

**Hours of Operation:**

7:00 am to 8:00 pm each day of the week.

**Digest:**

La Loma Produce would like to operate a Liquor store/Grocery to include Beer, Wine and Distilled Spirits sales, located at 2695 San Bruno Ave. If approved, this license will allow them to sell Off-Sale General.

**Letters of Protest**

1

**Letters of Support**

0

**Police Calls for Service:**

From June 2020 to June 2021

**6 calls for service**

**Police Reports:**

From June 2020 to June 2021

**2 police reports**

**San Francisco Plot Information:**

This premise is located in Plot: **382**

A High Crime area is defined as **84** or more police reports in a plot for the year of **2020**.

This plot had **62** police reports for **2020**, which is **22 lower** than the **Citywide "High Crime"** average

**State Census Tract Information:**

This premise is located in Census Tract: **257.02**

Population for this tract is: **4,665**

On-sale license authorized by census tract: **16**

Active on-sale licenses: 10 with 0 pending

Off-sale licenses authorized by census tract: **3**

Active off-sale licenses: 5 with 0 pending

**Departmental Recommendation:**

Points of consideration: **0**

No opposition from **Bayview Station**.

Applicant premise **is** located in a “**Low Crime**” area.

Applicant premise **is** located in a “**High Concentration**” area.

**1** - Protest.

**0** - Support

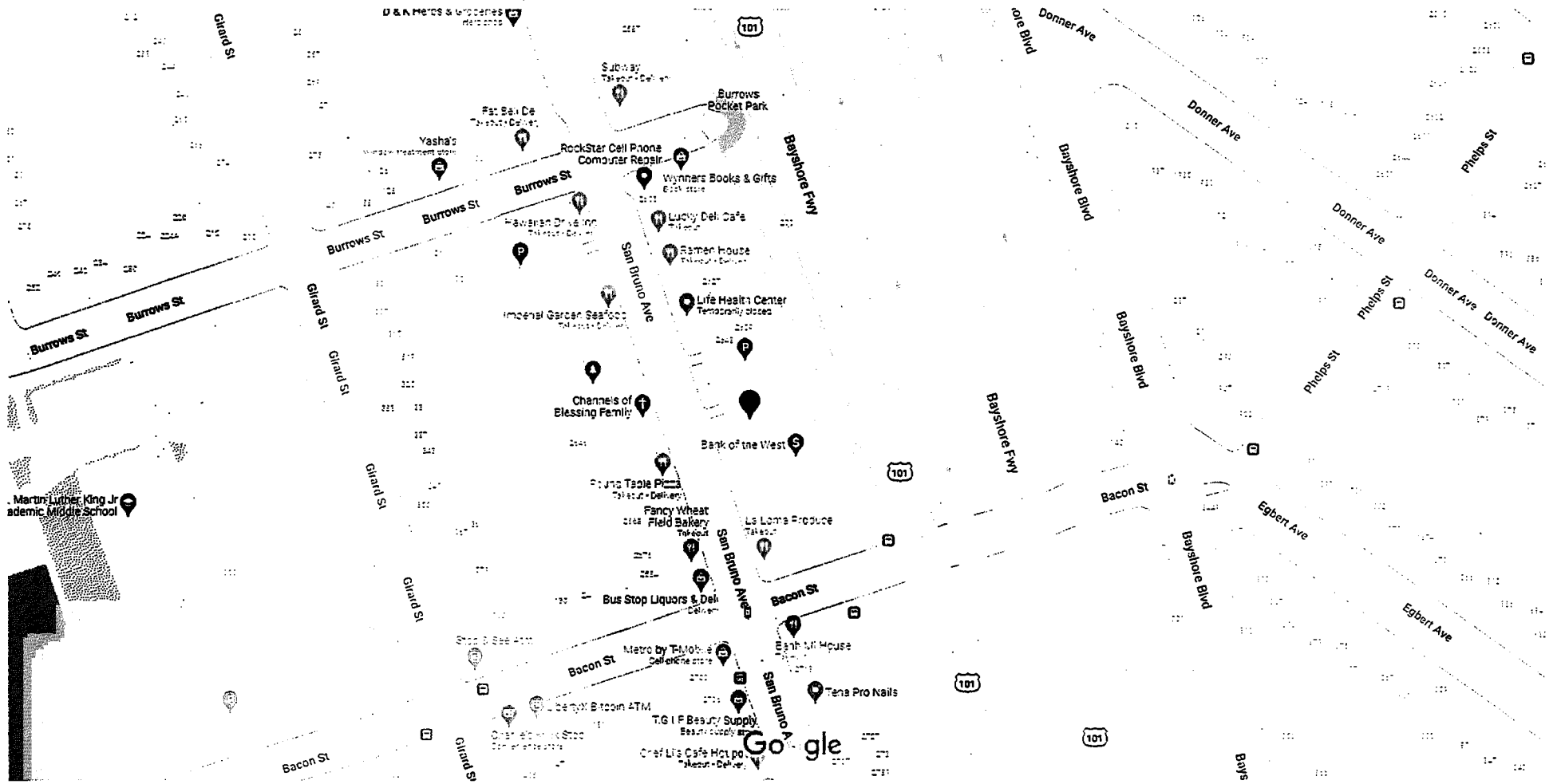
ALU Recommendation: **Approval with following conditions:**

**Conditions for Type 21- Off-Sale General**

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 ABC-253.

It should be noted that as of June 28, 2021 the applicant had agreed to the above listed recommended condition.

# Google Maps 2659 San Bruno Ave



Map data ©2021 Google 50 ft