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BOARD OF SUPERVISORS

SAN FRANCISCO

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PUBLIC CONVENIENCE OR NECESSITY (PCN) SUPPORT LETTER
Proposed Community Market – 995 Ellis Street, San Francisco, CA 94109
Request for Type-21 Off-Sale General License

To the Honorable Members of the San Francisco Board of Supervisors and the California Department of Alcoholic Beverage Control:

I respectfully submit this statement in support of a finding of **Public Convenience or Necessity (PCN)** for the proposed community market to be located at **995 Ellis Street, San Francisco, California**, and the transfer of a **Type-21 Off-Sale General License** to this location.

This storefront has historically operated as a neighborhood-serving market with alcohol sales. The proposed business seeks to responsibly reactivate a currently vacant commercial space while introducing significantly expanded community-serving services that address daily neighborhood needs and improve convenience, food access, and quality of life for local residents.

The proposed market is intended to function primarily as a **community grocery and neighborhood convenience market**, with alcohol sales remaining a secondary and responsibly regulated component of the business.

Public Convenience & Community Benefit

The proposed market would provide meaningful and practical services to residents of the surrounding neighborhood, including many individuals and families who rely on walkable access to essential goods and services.

1. Improved Access to Fresh Food & Produce

A major focus of the proposed business will be increasing access to **fresh produce, healthy groceries, and affordable daily essentials** in an area where convenient food access can be limited.

The market plans to provide:

- Fresh fruits and vegetables displayed prominently near the entrance
- Seasonal produce and culturally diverse grocery items
- Dairy, bread, eggs, pantry staples, beverages, and household necessities
- Health-conscious and organic food options where feasible

The intent is to provide neighborhood residents with easier access to healthier food choices closer to home, reducing the need for longer travel for everyday grocery needs.

2. Fresh Prepared Food & Coffee

The market intends to offer freshly prepared sandwiches, ready-to-go meals, coffee, tea, beverages, and quick food options for local workers, residents, and community members seeking affordable and convenient meal choices nearby.

3. Multicultural grocery access

Reflecting San Francisco's diverse population, the proposed market plans to offer grocery products serving multiple cultural communities, including American, Asian, middle eastern, south Asian, mediterranean, and international food selections.

This would allow residents to access culturally familiar food and essentials without traveling significant distances.

4. Essential Neighborhood Services

The proposed market plans to provide additional community convenience services, including:

- western union money transfer services for domestic and international transactions
- bill payment services for utilities and essential needs
- secure package receiving and return services for neighborhood residents unable to receive deliveries at home
- potential shipping and package assistance through participating carriers

These services would be particularly beneficial for working residents, seniors, and households requiring convenient access to daily services.

5. Employment & Economic Activity

including hiring from the surrounding neighborhood whenever possible.

In addition, reopening a currently vacant commercial storefront would contribute positively to neighborhood economic activity and help activate an underutilized commercial space The proposed business intends to create local employment opportunities.

Responsible Operations & Community Commitments

The proposed market recognizes the importance of operating responsibly in a neighborhood that faces concerns regarding public safety, cleanliness, nuisance activity, and quality of life.

To proactively address these concerns, the business voluntarily commits to the following operational standards:

- Strict age verification and ID compliance for all alcohol sales
- No sales to intoxicated individuals
- No loitering policy enforced at the premises
- No open-container activity permitted around the storefront
- Exterior security cameras and professionally monitored safety measures
- Daily sidewalk maintenance and storefront cleanliness
- Staff training on responsible alcohol sales and compliance

The applicant fully understands the responsibilities associated with a Type-21 license and is committed to operating in a manner that prioritizes neighborhood safety, compliance, and respect for nearby residents and businesses.

Why Public Convenience or Necessity Exists Here

The proposed market offers substantial public convenience and neighborhood value that clearly outweighs potential concerns associated with the license transfer.

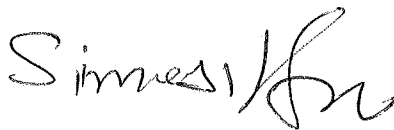
This proposal is not simply for an alcohol-focused business. Rather, it is a **community-serving neighborhood market** centered on fresh food access, grocery convenience, prepared food, community services, and responsible operations.

The business seeks to improve neighborhood convenience, reactivate a historically commercial storefront, expand access to essential services, and provide a professionally operated and community-conscious establishment.

For these reasons, I respectfully request favorable consideration of a finding of **Public Convenience or Necessity** for the proposed market at **995 Ellis Street, San Francisco, California**.

Thank you for your time and thoughtful consideration.

Respectfully Submitted,
Proposed Operator / Applicant
995 Ellis Street
San Francisco, CA 94109



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

MS SINGH LIQUOR INC.

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

995 Ellis St., San Francisco,

3. LICENSE TYPE

21

4. TYPE OF BUSINESS

☐ Full Service Restaurant☐ Hofbrau/Cafeteria☐ Cocktail Lounge☐ Private Club☐ Deli or Specialty Restaurant☐ Comedy Club☐ Night Club☐ Veterans Club☐ Cafe/Coffee Shop☐ Brew Pub☐ Tavern: Beer☐ Fraternal Club☐ Bed & Breakfast:☐ Theater☐ Tavern: Beer & Wine☐ Wine Tasting Room☐ Wine only☐ All☐ Supermarket☐ Membership Store☐ Service Station☐ Swap Meet/Flea Market☒ Liquor Store☐ Department Store☐ Convenience Market☐ Drive-in Dairy☐ Drug/Variety Store☐ Florist/Gift Shop☐ Convenience Market w/Gasoline☐ Other - describe:

5. COUNTY POPULATION

842,027

6. TOTAL NUMBER OF LICENSES IN COUNTY

☐ On-Sale☐ Off-Sale

293

☒ On-Sale☐ Off-Sale

8. CENSUS TRACT NUMBER

0160.00

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

2

☐ On-Sale☒ Off-Sale

2

☐ 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 equals or 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

546

14. TOTAL NUMBER OF REPORTING DISTRICTS

648

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

44,840

16. AVERAGE NO. OF OFFENSES PER DISTRICT

8,602

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

150

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 a 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, an on-sale general (public premises) license, or an on-sale general music venue license, advise the applicant to take this form 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:

FOR DEPARTMENT USE ONLY

PREPARED BY (Name of Department Employee)

L.Lew

PART 2 - TO BE COMPLETED BY THE APPLICANT (If box #20b is checked)

21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in this area. You may attach a separate sheet or additional documentation, if desired. Do *not* proceed to Part 3.

22. APPLICANT SIGNATURE

23. DATE SIGNED

PART 3 - TO BE COMPLETED BY LOCAL OFFICIALS (If box #20c is checked)

The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e., an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance.

Please complete items #24 to #30 below and certify or affix an official seal, or attach a copy of the Council or Board resolution or a signed letter on official letterhead stating whether or not the issuance of the applied for license would serve as a public convenience or necessity.

24. WILL PUBLIC CONVENIENCE OR NECESSITY BE SERVED BY ISSUANCE OF THIS ALCOHOLIC BEVERAGE LICENSE?

☐ Yes

☐ No

☐ See Attached (i.e., letter, resolution, etc.)

25. ADDITIONAL COMMENTS, IF DESIRED (may include reasons for approval or denial of public convenience or necessity):

26. CITY/COUNTY OFFICIAL NAME

27. CITY/COUNTY OFFICIAL TITLE

28. CITY/COUNTY OFFICIAL PHONE NUMBER

29. CITY/COUNTY OFFICIAL SIGNATURE

30. DATE SIGNED

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: **679080**
Receipt Number: **3110406**
Geographical Code: **3800**
Copies Mailed Date: **May 15, 2026**
Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**First Owner: **MS SINGH LIQUOR INC**Name of Business: **COLLEGE MARKET**Location of Business: **995 ELLIS ST
SAN FRANCISCO, CA 94109-7714**County **SAN FRANCISCO**Is Premises inside city limits **Yes** Census Tract: **0160.00**Mailing Address:(If different
from
premises address) **2164 GREENDALE DR
SOUTH SAN FRANCISCO, CA 94080**Type of license(s): **21** Dropping Partner: Yes___ No___Transferor's license/name: **628465 / HJL PACIFIC 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	DBL TRF: PREMISES AND PERSON	NA	0	05/15/26	\$1,565.00
Application Fee	FEDERAL FINGERPRINTS	NA	3	05/15/26	\$72.00
Application Fee	STATE FINGERPRINTS	NA	3	05/15/26	\$117.00
21 - Off-Sale General	ANNUAL FEE	NA	0	05/15/26	\$1,009.00
Total					\$2,763.00

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 15, 2026**

Applicant Name(s)

MS SINGH LIQUOR INC