

File No. 250666

Committee Item No. 1

Board Item No. \_\_\_\_\_

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Public Safety and Ngbh Services

Date: July 10, 2025

Board of Supervisors Meeting:

Date: \_\_\_\_\_

#### Cmte Board

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Motion                                       |
| <input type="checkbox"/> | <input type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance                                    |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest                           |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report        |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report                      |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form                            |
| <input type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU  |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form                       |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Budget                                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Subcontract Budget                           |
| <input type="checkbox"/> | <input type="checkbox"/> | Contract / DRAFT Mills Act Agreement         |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter                                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Application                                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Public Correspondence                        |

#### OTHER

- |                                     |                          |   |
|-------------------------------------|--------------------------|---|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Police Department Report – 061825</u>                |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Planning Department Review – 061625</u>              |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>PC or N Referral to Planning and Police – 061125</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>PC or N Request Letter – 052825</u>                  |
| <input type="checkbox"/>            | <input type="checkbox"/> | _____   |
| <input type="checkbox"/>            | <input type="checkbox"/> | _____   |
| <input type="checkbox"/>            | <input type="checkbox"/> | _____   |
| <input type="checkbox"/>            | <input type="checkbox"/> | _____   |
| <input type="checkbox"/>            | <input type="checkbox"/> | _____   |

Prepared by: Monique Crayton

Date: July 3, 2025

Prepared by: \_\_\_\_\_

Date: \_\_\_\_\_

Prepared by: \_\_\_\_\_

Date: \_\_\_\_\_



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:** June 17, 2025

**Subject:** P.C.N. Investigation Regarding: First Owner: Barbary Coast Merchants, LLC  
DBA: Amador Liquors And Wines.  
550 Montgomery St 2<sup>nd</sup> Floor  
San Francisco CA. 94111  
ABC File # 21-665636

Barbary Coast Merchants, LLC., operating as "Amador Liquors And Wines.", has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 21 Off Sale General) license to be located at 550 Montgomery St 2<sup>nd</sup> Floor. (located between Commercial St and Clay St.)

**Hours of Operation:**

11 am to 6 pm each day of the week

**Digest:**

"Amador Liquors And Wines." would like to operate a package store to be located at 550 Montgomery St 2<sup>nd</sup> Floor. 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 Dec 20th 2023 to Dec 20th 2024

**13 calls for service**

**Police Reports:**

From Dec 20<sup>th</sup> 2023 to Dec 20<sup>th</sup> 2024

**1 police reports**

**San Francisco Plot Information:**

This premise is located in Plot: 150C

A High Crime area is defined as **103** or more police reports in a plot for the year of **2023**.

This plot had 181 police reports for **2023**, which is 78 **Higher** than the **Citywide “High Crime”** average.

**State Census Tract Information:**

This premise is located in Census Tract: **611.01**

Population for this tract is: **2,008**

On-sale license authorized by census tract: **7**

Active on-sale licenses: 81 with 0 pending

Off-sale licenses authorized by census tract: **1**

Active off-sale licenses: 7 with 0 pending

**Departmental Recommendation:**

Points of consideration: **1 (Church)**

No opposition from **Central Station**.

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

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

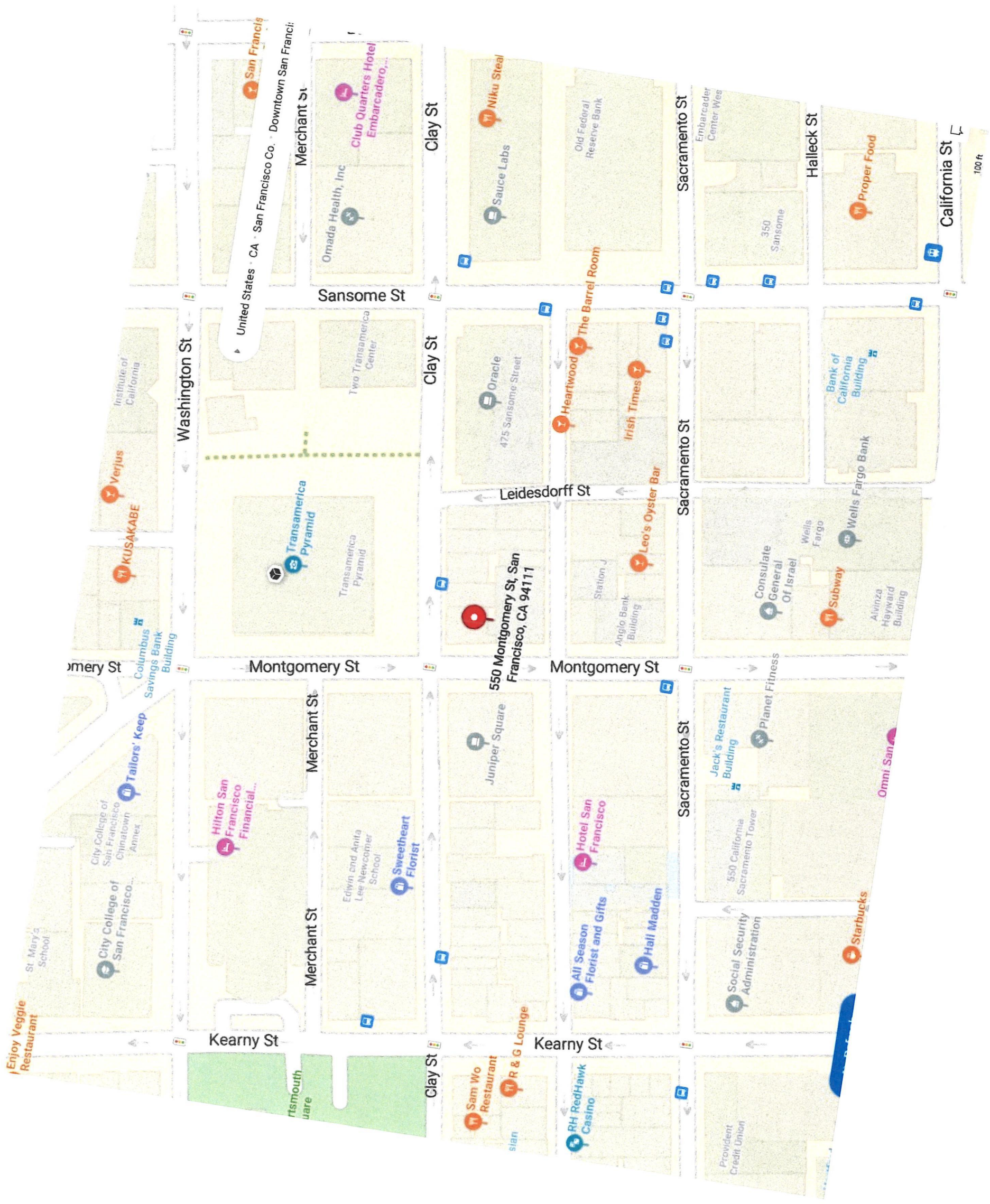
**0** - Protest.

**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-257.





United States · CA · San Francisco Co. · Downtown San Francisco

Clay St

Clay St

Clay St

Sacramento St

Sacramento St

Sacramento St

Halleck St

California St

100 ft

Sansome St

Montgomery St

Montgomery St

Kearny St

Kearny St

Merchant St

Merchant St

550 Montgomery St, San Francisco, CA 94111

Juniper Square

Hotel San Francisco

All Season Florist and Gifts

Hall Madden

Sam Wo Restaurant

R & G Lounge

RH Red Hawk Casino

Provident Credit Union

Social Security Administration

550 California Sacramento Tower

Jack's Restaurant Building

Consulate General Of Israel

Wells Fargo

Subway

Alvinza Hayward Building

Bank of California Building

Proper Food

350 Sansome

Old Federal Reserve Bank

Sauce Labs

Niku Steak

Heartwood The Barrel Room

Irish Times

Leo's Oyster Bar

Anglo Bank Building

Oracle

475 Sansome Street

Omada Health, Inc

Club Quarters Hotel Embarcadero,...

Transamerica Pyramid

Transamerica Pyramid

Hilton San Francisco Financial...

City College of San Francisco Chinatown Annex

City College of San Francisco

Columbus Bank Savings Building

Tailors' Keep

KUSAKABE

Verjus

Institute of California

Enjoy Veggie Restaurant

St Mary's School





6/16/2025

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 Amador Liquors and Wines – 550 Montgomery Street., 2<sup>nd</sup> Floor, Planning Department Files No. 2025-005272MIS.**

To Whom It May Concern:

The Planning Department is recommending approval of the attached ABC Type 21 (Off Sale General) at 550 Montgomery Street, 2<sup>nd</sup> Floor. Type 21 is permitted with retail use as a continuation of existing use in the C-3-O District, per PC 210.2.

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](#)

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 11, 2025

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

AP Block/Lot Nos.: 0228/024  
Zoning: C-3-O - downtown- office – 75-  
X

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

Quad: \_\_\_\_\_  
Record No.: \_\_\_\_\_

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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 20, 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:** Barbary Coast Merchants, LLC

**Business name:** Amador Liquors and Wines

**Application address:** 550 Montgomery Street, 2<sup>nd</sup> Floor  
San Francisco, CA 94111

**Applicant contact info:** Evan Krow  
415-310-2751  
ekrow@amadorclub.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.)

**From:** [Crayton, Monique \(BOS\)](#)  
**To:** [CPC.Referrals](#); [Ghanem, Sakher \(POL\)](#); [ekrow@amadorclub.com](#)  
**Cc:** [Ebadi, Mahanaz \(BOS\)](#); [Donovan, Dominica \(BOS\)](#); [Dahl, Bryan \(BOS\)](#); [Tam, Madison \(BOS\)](#); [Goff, David \(POL\)](#); [Bell, Tita \(BOS\)](#); [Lee, Amy \(BOS\)](#); [Nagano, Tomio \(BOS\)](#); [Andrews, Michelle \(BOS\)](#)  
**Subject:** Liquor License Transfer - 550 Montgomery Street - Amador Liquors and Wines - BOS File No. 250666  
**Date:** Wednesday, June 11, 2025 1:42:00 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 issuance. I'm referring this matter to you for response via the following linked document:

[Referral Letter - Planning and Police Departments – June 11, 2025](#)

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

- Board of Supervisors [File No. 250666](#)

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 of 2025.**

**I request the Planning Department's response before June 20, 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](#)

**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.



To: San Francisco Board of Supervisors

1 Dr. Carlton B. Goodlett Place  
City Hall, Room 244  
San Francisco, CA 94102

From: Barbary Coast Merchants, LLC  
550 Montgomery Street, 2nd Floor  
San Francisco, CA 94111

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2025 MAY 28 PM04:10



Barbary Coast Merchants LLC Main Address  
550 Montgomery Street, 10<sup>th</sup> Floor  
San Francisco, CA 94111

Evan Krow  
415-310-2751  
[ekrow@amadorclub.com](mailto:ekrow@amadorclub.com)

License type 21 – moving from the 1<sup>st</sup> floor of 550 Montgomery Street to the 2<sup>nd</sup> floor.  
Operation hours will be 10:00 AM to 7:00 PM  
Application was filled December 2024  
Posting and Mailing notifications were completed in January 2025

The 21 license has been on the first floor of 550 Montgomery for over 11 years. The space was host to the whisky and wine shop and other shops on that floor. The other shops have already moved to the second floor of the building. The space on the first floor will soon become a bar and lounge as part of the Amador Club.

We are looking to move the store (21 license) from the first floor to the second floor so that the Amador Club can use the space. The second floor currently has the other shops that used to be on the first floor which include B&B Menswear, 11<sup>th</sup> State Clothiers, LPC Custom Golf and Barber Joe Roberts.

Name: Evan Krow  
Date: May 28<sup>th</sup>, 2025

Signed: \_\_\_\_\_



Department of Alcoholic Beverage Control  
**APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE**  
ABC 211 (6/99)

State of California

*GR*  
*Evan Kraw 415-310-2751*

**TO:** Department of Alcoholic Beverage Control  
33 NEW MONTGOMERY STREET  
STE 1230  
SAN FRANCISCO, CA 94105  
(415) 356-6500

File Number: **665636**  
Receipt Number: **2959968**  
Geographical Code: **3800**  
Copies Mailed Date: **December 20, 2024**  
Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **BARBARY COAST MERCHANTS, LLC**

Name of Business: **AMADOR LIQUORS AND WINES**

Location of Business: **550 MONTGOMERY ST  
2ND FLOOR  
SAN FRANCISCO, CA 94111**

County **SAN FRANCISCO**

Is Premises inside city limits **Yes**

Census Tract:

Mailing Address:(If different  
from  
premises address) **550 MONTGOMERY ST  
10TH FLR  
SAN FRANCISCO, CA 94111**

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

Dropping Partner: Yes\_\_\_ No *P*

Transferor's license/name: **638604 / BARBARY COAST MERCHANTS, LLC**

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
21 - Off-Sale General	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	PREMISES TO PREMISES TRF	NA	0	12/20/24	\$920.00
			Total		\$920.00

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: **December 20, 2024**

Applicant Name(s)

**BARBARY COAST MERCHANTS, LLC**

Recommend approval of Type  
21 License at 550 Montgomery  
2nd Floor.

*Honora Montano*

6/16/2025

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2024 DEC 30 PM04:06  
*JA*