

## LIQUOR LICENSE REVIEW

**TO:** Planning Department **File:** 140850  
AnMarie Rodgers/CTYPLN/SFGOV  
Georgia Powell/CTYPLN/SFGOV@SFGOV  
Fax No.: 558-6409

**TO:** Police Department  
Lieutenant Edward Santos  
Officer Alberto Duarte  
Fax No.: 553-1463

**DATE:** July 23, 2014

---

This item is tentatively scheduled to be heard in four to six weeks.  
**PLEASE EMAIL YOUR RESPONSE BY:** August 27, 2014, to Derek Evans,  
Clerk, Neighborhood Services and Safety Committee.

**Derek.Evans@sfgov.org - Fax No: 554-7714**

---

**Applicant Name:** Seyed Jalal Heydari  
**and Business Name:** Alimento Deli  
(507 Columbus Avenue)

**Applicant Address:** 507 Columbus Avenue  
San Francisco, CA 94133  
**and Phone No.** (415) 726-8520

**PLANNING COMMENTS:**  Approval  Denial

**POLICE COMMENTS:**  Approval  Denial

July 22, 2014  
Attn: Clerk of the Board  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlet Place, Room 244  
San Francisco, CA. 94102

Re: PCN Request for the acquisition of a Type 20 Beer-Wine Off-Sale Liquor License.  
Alimento Deli 507 Columbus Ave. SF, CA. 94133

Dear Honorable Board of Supervisors,

Alimento is proud to serve the North Beach and surrounding SF communities.

We specialize in some of the finest deli cuts from around the world, and you will be amazed at some of the specialty dishes we create on a regular basis.

Our passion for business, food and people, is reflected in the quality of our food, the impeccable service we provide and an unparalleled value for the community.

The Market has been here in North Beach for over 6 years, and in this short time we have been fortunate to receive the praises of our customers, and the privilege to serve our community with passion and desire to see all merchants prosper.

Alimento Deli is intended to cater to folks visiting San Francisco's North Beach, as well as local and nearby residents.

We would greatly appreciate the support of the Board of Supervisors in our quest to incorporate a Type 20 Beer and Wine Liquor License to our Deli. We and our patrons believe this would serve as a Public Convenience and Necessity in that it would complement our fine food offerings with a high-end line of Craft Beers and Fine Wines.

If you have any additional questions or concerns regarding our North Beach business, and/or our application for a type 20 Beer and Wine license, please do not hesitate in contacting us.

Please contact:  
Seyed Jalal Heydari  
415-726-8520  
Jim Saxton  
925-689-6766  
David Villa-Lobos, CLA Consulting  
415-921-4192

Sincerely

  
Seyed Jalal Heydari

**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  
**Alimento LLC**

2. PREMISES ADDRESS (Street number and name, city, zip code)  
**507 Columbus St., San Francisco, CA 94133-2801**

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 type="checkbox"/> Other - describe:			

5. COUNTY POPULATION  
**812,820**

6. TOTAL NUMBER OF LICENSES IN COUNTY  
**980**     On-Sale     Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY  
 On-Sale     Off-Sale

8. CENSUS TRACT NUMBER  
**107**

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT  
**5**     On-Sale     Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT  
**8**     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  
**130**

14. TOTAL NUMBER OF REPORTING DISTRICTS  
**653**

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS  
**53,948**

16. AVERAGE NO. OF OFFENSES PER DISTRICT  
**83**

17. 120% OF AVERAGE NUMBER OF OFFENSES  
**99**

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT  
**162**

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, or an on-sale general (public premises) 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: **Board of Supervisors**

**FOR DEPARTMENT USE ONLY**

PREPARED BY (Name of Department Employee)  
**willie bulanadi**

