



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 Danny Sauter
Supervisor Alan Wong

From: Lt. David Goff #1465
Officer in Charge
ALU/Permits Unit 415-553-9550

Off. Erickson #2707 / For Lt. Goff.

Date: July 8, 2026

Subject: P.C.N. Investigation Regarding: First Owner: HJMW Enterprise LLC
DBA: Hello Mart
2135 Buchanan St
San Francisco, CA 94115
ABC File # 20 - 679120

HJMW Enterprise LLC, operating as "Hello Mart", has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 20 (Off-Sale Beer and Wine) license to be located at 2135 Buchanan St (located between Sacramento St and California St).

Hours of Operation:

Sunday to Saturday: 8:00 AM to 6:00 PM

Digest:

"Hello Mart" would like to operate an Off-Sale Beer and Wine convenience market to be located at 2135 Buchanan St. If approved, this license will allow them to sell Beer and Wine.

Letters of Protest

0

Letters of Support

0

Police Calls for Service:

From May 19, 20025 to May 19, 2026

1 call for service

Police Reports:

From May 19, 2025 to May 19, 2026

0 police reports

San Francisco Plot Information:

This premise is located in Plot: **531**

A High Crime area is defined as **81** or more police reports in a plot for the year of **2025**.

This plot had 37 police reports for **2025**, which is 44 **Lower** than the **Citywide “High Crime”** average.

State Census Tract Information:

This premise is located in Census Tract: **135.00**

Population for this tract is: **2,912**

On-sale license authorized by census tract: **10**

Active on-sale licenses: 13 with 0 pending

Off-sale licenses authorized by census tract: **2**

Active off-sale licenses: 6 with 0 pending

Departmental Recommendation:

Points of consideration: **2266 California St. – Congregation Sherith Israel**
2012 Pine St. – Japanese Community Youth Council

No opposition from **Northern Station**.

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

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

0 - Protest.

0 - Support

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

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
2. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control, as depicted on ABC-257.