

## Carroll, John (BOS)

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**From:** Carroll, John (BOS)  
**Sent:** Friday, May 19, 2023 4:54 PM  
**To:** CPC.Referrals; Salmonson, Joel (POL)  
**Cc:** Alabanza, Analyn@ABC; amarjit.tamber@abc.ca.gov; Wong, Joanne (POL); Jonas, Stephen (POL); Donovan, Dominica (BOS); Logan, Sam (BOS); Del Rosario, Mick (BOS); Rosas, Lorenzo (BOS); DPH-Infoebbetstogoodtogo-mff; Balba, Ryan (CPC)  
**Subject:** Liquor License Transfer - 2398 Webster Street - Ales Unlimited - BOS File No. 230591  
**Categories:** 230591

Greetings,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license transfer. I'm referring this matter to you for response via the following linked document:

[Referral Letter - Planning and Police Departments – May 19, 2023](#)

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

[Board of Supervisors File No. 230591](#)

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 on July 13, 2023.**

**I request the Planning Department's response before June 9, 2023. 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](#)

Thanks for the review.

**John Carroll**  
**Assistant Clerk**  
Board of Supervisors  
San Francisco City Hall, Room 244  
San Francisco, CA 94102  
(415) 554-4445

**(VIRTUAL APPOINTMENTS)** To schedule a virtual meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

*Due to the current COVID-19 health emergency and the Shelter in Place Order, the Office of the Clerk of the Board is working remotely while providing complete access to the legislative process and our services.*

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

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

DATE: May 19, 2023

AP Block/Lot Nos.: 0604/027

Zoning: RH-2, 40-X

TO: Police Department  
Joel Salmonson  
Phone No. (415) 553-1115

Quad: \_\_\_\_\_

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

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Please submit your response within three weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for the regular meeting of July 13, 2023.

**PLEASE EMAIL YOUR RESPONSE by June 9, 2023, to:**

John Carroll, Public Safety and Neighborhood Services Committee Clerk.

[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) ~ (415) 554-4445

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**Applicant name:** Ales Unlimited LLC

**Business name:** Ales Unlimited

**Application address:** 2398 Webster Street

**Applicant contact info:** Steve Smith  
415-346-6849  
415-260-6034  
[info@alesunlimited.com](mailto:info@alesunlimited.com)

**PLANNING REVIEW:**  Approval  Denial

Planning Staff Contact: \_\_\_\_\_  
(Please add comments on a trailing page.)


**POLICE REVIEW:**  Approval  Denial

(Please add comments in a trailing report.)

Ales Unlimited, LLC  
DbA Ales Unlimited  
2398 Webster Street  
San Francisco, CA 94115

May 16<sup>th</sup>, 2023

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

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2023 MAY 18 PM 2:35  
BY 

Dear Board of Supervisors,

We respectfully request your support in a Type 42 Premise to Premise Transfer (ABC License #568319) to be added to our current Type 21 License (ABC License #520456).

In April 2023 we received an Eviction Notice at the premises where our ABC license #568319 is attached. The Bldg. got foreclosed during the pandemic and the new landlord did neglect the bldg. and a Task Force was send out. Supervisor Dean Preston and his Legislative Aide, Kyle Smeallie visited our location in the past and have been trying to support us to stay at the location. We also had support from Deputy City Attorney, Wade Chow but unfortunately, we not been able to communicate with the landlord for almost a year to find a resolution.

Please accept this letter as a part of our PCN application for the Type 42 Premise to Premise transfer. We have completed the application with the ABC on March 6<sup>th</sup>, 2023, and all fees are paid and up to date. We also have completed the appropriate mailings to residents within 500 feet and on March 6<sup>th</sup>, 2023, same day as the filling of the application, we posted our application on front window of our Business. Our license representative at ABC, Ethan McGriff, said that the only missing link would be ABC-245, Part 3 to be filled out by The Board of Supervisors.

We hold the Type 21 license at our location since July 3<sup>rd</sup>, 2009. Our hours of operation are Daily from 10am to 10pm. The hours will remain the same when we add the Type 42 license. We had the Type 42 license at the location where we got evicted since July 25<sup>th</sup>, 2016. Both locations never had any infractions.

With Type 21 license at our current location our distributors, winery and beer representatives are unable to provide us with sufficient tastings to materially help our business to grow and generate revenue to compensate for the steady rent increase in San Francisco. After speaking to ECN and CPC we been advised to transfer our Type 42 license to our existing location which has the Type 21 license so that we could offer Wine and Beer tastings too our customers and schedule educational lesson from our suppliers. Tastings is necessary for us since we sell many small batch wines, and we focus on product lines from smaller producers which most patrons are unfamiliar with. We would need to be able to serve them a glass or flight of wines or beers

to taste in order to show them a selection of what we offer. About 60% of our products are from Northern California.

We had to make minor changes to our store layout to accommodate the Type 42 license, which ABC already reviewed. This upgrade to our store will have no negative impact to the community as we already been asked when we would start offering the service since existing customers and neighbors seen the posting at our store and the letter, we send out to notify them.

Richard Sucre, Deputy Director San Francisco Planning has reviewed our proposal and advised us that we do not need a conditional use permit at our location.

The quality of our wine and beer selection over the past 14 years is both exquisite and unique. Our new marketing is targeted to our patrons in Pacific Heights and adding beer and wine tasting will enhance our unique lineup and we hope to increase traffic. Our patrons will be able to sample and purchase and enjoy our unique lineup at home.

We believe the Type 42 license is essential to our survival so clients can purchase tasted wines or beer before committing on buying a bottle or case.

Respectfully,

A handwritten signature in black ink, appearing to read "Steve Sub". The signature is written in a cursive, flowing style.

Ales Unlimited, LLC  
Dba Ales Unlimited  
P: (415) 346-6849 M: (415) 260-6034  
Email: [info@alesunlimited.com](mailto:info@alesunlimited.com)

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)

ABC 211 (6/99)

MR. STEVE SMITH

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

File Number: 520456
Receipt Number: 2781874
Geographical Code: 3800
Copies Mailed Date: March 6, 2023
Issued Date:

(415) 346-6849

BY [Signature]

2023 MAR -9 AM 9:06

RECEIVED BOARD OF SUPERVISORS SAN FRANCISCO

DISTRICT SERVING LOCATION: SAN FRANCISCO
First Owner: ALES UNLIMITED LLC
Name of Business: ALES UNLIMITED LLC
Location of Business: 2398 WEBSTER ST SAN FRANCISCO, CA 94115-1807
County: SAN FRANCISCO

Is Premises inside city limits? Yes Census Tract: 0135.00

Mailing Address:(If different from premises address)

Type of license(s): 42 Dropping Partner: Yes No [X]

Transferor's license/name: 568319 / ALES UNLIMITED LLC

Table with 4 columns: License Type, Transaction Type, Master, Secondary LT And Count. Row 1: 42 - On-Sale Beer And Wine - Public P PRM, Y

Table with 6 columns: License Type, Transaction Description, Fee Code, Dup, Date, Fee. Row 1: Application Fee, PREMISES TO PREMISES TRF, NA, 0, 03/06/23, \$855.00. Row 2: Total, \$855.00

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: March 6, 2023

Applicant Name(s)

ALES UNLIMITED LLC



CALIFORNIA DEPARTMENT OF

# Alcoholic Beverage Control

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**Report Date:** Friday, May 19, 2023

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## LICENSE INFORMATION

**License Number:** 520456 **Primary Owner:** ALES UNLIMITED LLC

**Office of Application:** 24 - SAN FRANCISCO

## BUSINESS NAME

ALES UNLIMITED LLC

## BUSINESS ADDRESS

2398 WEBSTER ST , SAN FRANCISCO, CA, 94115

**County:** SAN FRANCISCO **Census Tract:** 0135.00

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## LICENSEE INFORMATION

**Licensee:** ALES UNLIMITED LLC

### Company Information

OFFICER: SMITH, STEVE (MEMBER)

MEMBER: SMITH, STEVE

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## LICENSE TYPES

Allow up to six weeks for expiration date updates after fee waiver or renewal fee

submittal.

## 21 - OFF-SALE GENERAL

**License Type Status:** ACTIVE **Status Date:** 08-MAY-2012 **Term:** 12 Month(s)

**Original Issue Date:** 07-MAY-2012 **Expiration Date:** 31-JUL-2023 **Master:** Y **Duplicate:**

From License Number: [21-480358](#)

**Fee Code:** P40 **Transfers:** Transferred On: 07-MAY-2012

## 42 - ON-SALE BEER AND WINE - PUBLIC PREMISES

**License Type Status:** PENDING **Status Date:** 06-MAR-2023 **Term:** 12 Month(s)

**Original Issue Date:** **Expiration Date:** **Master:** Y **Duplicate:** **Fee Code:** P40

**Transfers:** From License Number: [42-568319](#)

## 42 - ON-SALE BEER AND WINE - PUBLIC PREMISES

**License Type Status:** WITHDRAWN **Status Date:** 07-FEB-2013 **Term:** 12 Month(s)

**Original Issue Date:** **Expiration Date:** **Master:** Y **Duplicate:** **Fee Code:** P40

**Transfers:**

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## OPERATING RESTRICTIONS:

No Operating Restrictions found

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## DISCIPLINARY ACTION:

No Active Disciplinary Action found



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## DISCIPLINARY HISTORY:

No Disciplinary History found.

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**HOLDS:**

**Hold Type:** FORM 220 **Hold Date:** 06-MAR-2023 **Hold Type:**

BOARD OF EQUALIZATION HOLD **Hold Date:** 30-MAY-2019 **Hold Type:**

BOARD OF EQUALIZATION HOLD **Hold Date:** 30-MAY-2019 **Hold Type:** FORM 220

**Hold Date:** 10-AUG-2012

**ESCROWS:**

No Escrow found

