

# LIQUOR LICENSE REVIEW



**TO:** Planning Department **File:** 160251  
AnMarie Rodgers/CTYPLN/SFGOV  
Georgia Powell/CTYPLN/SFGOV@SFGOV  
Fax No.: (415) 558-6409

*Block/Lot: 0503/106*

**TO:** Police Department  
Inspector Nelly Gordon  
Phone: (415) 837-7273

*Zoning: NC-3  
Quad: NW*

**DATE:** March 16, 2016

*Record # 2016-003450 MMS*

This item is tentatively scheduled to be heard in four to six weeks.  
**PLEASE EMAIL YOUR RESPONSE BY:** April 20, 2016, to Erica Major, Public Safety and Neighborhood Services Committee Clerk.

**Erica.Major@sfgov.org - Fax No: 554-7771**

**Applicant Name:** Najib Saliba and Hanan Saliba  
**and Business Name:** Franklin Market  
(2836 Franklin Street)  
**Applicant Address:** 2836 Franklin Street  
San Francisco, CA 94123  
**and Phone No.** (415) 567-1194  
(415) 921-4192 (Consultant)

**PLANNING COMMENTS:**

Approval  Denial

*ABC license Type 21 is permitted in conjunction with the existing retail grocery/specialty grocery store use. (Note: Sale and display of alcohol restricted to 15% of gross square footage 120 sq ft). - Damon Young 3/21/16*

**POLICE COMMENTS:**

Approval  Denial

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

2016 MAR 15 PM 3:42

BY           u          

February 18, 2016

Attn: California Alcoholic Beverage Control  
33 New Montgomery Street, Ste. 1233  
San Francisco, CA. 94102

Re: PCN Hearing Request - Type 21 Beer/Wine/Distilled Spirits Off-Sale Liquor License  
DBA: Franklin Market, 2836 Franklin Street, San Francisco, CA. 94123

Dear California Alcoholic Beverage Control (ABC), San Francisco Board of Supervisors,


Franklin Market is proud to serve the Pacific Heights, Cow Hollow and surrounding SF communities. We specialize in the finest deli products, artisan sandwiches, local craft beers and wines, grocery and household products. Our passion for business, and people, is reflected in the impeccable service we provide and an unparalleled value for the community.

The Franklin Market has been here in Pacific Heights for over 26 years, and in this time we have been fortunate to receive the praises of our customers, and the privilege to serve our community with passion and desire. Franklin Market is intended to cater to folks residing in San Francisco's Pacific Heights and Cow Hollow, as well as neighboring communities.

We would greatly appreciate your support in our quest to accommodate what we and our patrons believe would serve as a Public Convenience and Necessity by complementing our fine food and grocery products with a high-end line of Craft Beers, Fine Wines and Premium Distilled Spirits.

If you have any additional questions or concerns regarding our beloved Franklin Market business, or/and our application for a type 21 Beer and Wine license, please do not hesitate in contacting us.

Hours of Operation:  
8: AM to 2: AM Monday-Sunday

Please contact:  
Najib & Hanan Saliba   
415-567-1194  
Jim Saxton, Liquor Licenses of San Francisco Bay Area  
925-689-6766  
David Villa-Lobos, CLA Consulting  
admin@CommunityLeadershipAlliance.net  
415-921-4192

Sincerely

Najib Saliba

160751

**From:** CommunityLeadershipAlliance [mailto:admin@communityleadershipalliance.net]  
**Sent:** Thursday, February 04, 2016 11:06 PM  
**To:** Farrell, Mark (BOS) <mark.farrell@sfgov.org>  
**Cc:** Stefani, Catherine <catherine.stefani@sfgov.org>; Montejano, Jess (BOS) <jess.montejano@sfgov.org>  
**Subject:** IMPORTANT: D-2 Supervisor's Office Assistance Request

Dear/Honorable Supervisor Mark Farrell, and/or Legislative Aides-

Our office is currently processing a type 21 liquor license sale and application for Franklin Street at Lombard. In addition to the mandated mailer we were hoping to perform community outreach to established neighborhood-merchant groups serving/representing the Franklin/Lombard area of District 2.

We thought that your office might provide us with the e-mail contacts for associations and groups in the subject area of D-2. The Planning Department's list provides e-mail and phone contact information for groups with interest in the Pacific Heights and Marina; we were hoping to reach groups located near and around Franklin and Lombard.

In addition, we will be requesting a meeting with your office to discuss in detail this liquor license application as mandated by the BOS 'Neighborhood Service and Public Safety Committee' in advance of the PCN hearing.

Your assistance would be very much appreciated.

Respectfully

**DAVID VILLA-LOBOS**  
**CLA CONSULTING**  
**Licensing & Permitting**  
P.O.BOX 642201 SF, CA.94164  
415.921.4192 Direct  
<http://www.communityleadershipalliance.net/>  
[www.facebook.com/LiquorLicensingSF](http://www.facebook.com/LiquorLicensingSF)

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----- Forwarded Message -----

**From:** "Stefani, Catherine" <catherine.stefani@sfgov.org>  
**To:** CommunityLeadershipAlliance <admin@communityleadershipalliance.net>; "Farrell, Mark (BOS)" <mark.farrell@sfgov.org>  
**Cc:** "Montejano, Jess (BOS)" <jess.montejano@sfgov.org>; robert bardell <bbardell@comcast.net>  
**Sent:** Friday, February 5, 2016 11:09 AM  
**Subject:** RE: IMPORTANT: D-2 Supervisor's Office Assistance Request

Dear David,

This market falls in the boundaries of the Golden Gate Valley Neighborhood Association. Their president is Bob Bardell and he can be reached at [bbardell@comcast.net](mailto:bbardell@comcast.net). I've also copied him above.

I'm happy to speak with you about the liquor license transfer over the phone. I believe the owner of the new owner of the market is Rajib Saliba. I don't see the liquor license being an issue as the previous market had one before. Please feel free to call me to discuss.

Thanks!

Catherine Stefani  
Legislative Aide  
Office of Supervisor Mark E. Farrell  
City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102-4689  
Phone: (415) 554-7752  
Fax: (415)554-7843

Sign Up For Our Newsletter!  
<http://new-markfarrell.nationbuilder.com/join>

**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 *Saliba, Najib / Saliba, Hanan*

2. PREMISES ADDRESS (Street number and name, city, zip code) *2836 Franklin St, San Francisco, CA 94123* 3. LICENSE TYPE *21*

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 checked="" 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 *845,600* 6. TOTAL NUMBER OF LICENSES IN COUNTY  On-Sale  Off-Sale 7. RATIO OF LICENSES TO POPULATION IN COUNTY *1060*  On-Sale  Off-Sale

8. CENSUS TRACT NUMBER *0129-01* 9. NO. OF LICENSES ALLOWED IN CENSUS TRACT *2*  On-Sale  Off-Sale 10. NO. OF LICENSES EXISTING IN CENSUS TRACT *4*  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 *511* 14. TOTAL NUMBER OF REPORTING DISTRICTS *653* 15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS *53,160*

16. AVERAGE NO. OF OFFENSES PER DISTRICT *81* 17. 120% OF AVERAGE NUMBER OF OFFENSES *97* 18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT *68*

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) *J Ad*