

LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

TO: Planning Department
Phone No. (415) 558-6371

DATE: September 21, 2021

AP Block/Lot Nos.: 3615/024

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

Zoning: Mission Street NCT 65-B

Quad: SE Planning Team

Record No.: _____

Please submit your response within three weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in October of 2021.

PLEASE EMAIL YOUR RESPONSE BY October 1, 2021, to John Carroll, Public Safety and Neighborhood Services Committee Clerk.

john.carroll@sfgov.org - Phone No: 554-4445

Applicant name: ISH'S COMMUNITY MARKET CORP.

Business name: Evergreen Market

Application address: 2539 Mission Street
San Francisco, CA 94110

Applicant contact info: Ismael Ahmed
(510)575-1382
ismaelahmed740@gmail.com

PLANNING REVIEW: Approval Denial

Planning Staff Contact: _____

Please print review comments on a trailing page.

POLICE REVIEW: Approval Denial

Please print review comments in a trailing report.

Ish's Community Market Corp.
2539 Mission St,
San Francisco, CA. 94110

9.14.2021

PUBLIC CONVENIENCE AND NECESSITY

To Clerk of the Board,

The purpose of this letter is to explain the operation of Evergreen Supermarket. to the Department of ABC, and to show Public Convenience and Necessity.

Although the premise is located in what the Department deems high crime and/or an over-concentrated area for alcohol establishments, we feel that our specialty Peruvian, Argentinean, and Brazilian Style Market qualifies for Public Convenience and Necessity, because of the following:

What will set us apart from all other off sale markets is that we sell authentic, Peruvian, Argentinean, and Brazilian style products imported from Peru, Brazil, and Argentina. We are a truly a Southern American Market. Some of our specialty products include, alfajores, aji amarillo, rocoto, imported yerba mate, as well as imported chorizos/meat and dulce de leche. These are just a couple of our essential products that differentiates us.

1. The premise is in the Mission St corridor in the City of San Francisco. The clientele will be drawn from residents, employees and customers of this residential-business friendly area of the Mission District and its offices. Recently, there has been a growing interest in imported spirits from these countries and we are trying our best to serve our community and give them what they request. We would like this supermarket to be a "one-stop shop" for our community and make it convenient and safe stop to do grocery shopping, especially during these unprecedented times.
2. There are no other Type 21 Authentic true Peruvian/Brazilian/Argentine Markets themed establishments in the area that will be offering our style of products.
3. I will be sending my employees to the "L.E.A.D." training, so my employees will serve my customers responsibly.

I am willing and able to meet anyone with The Department of ABC or the Board of Supervisors to address any concerns that they may have.

Sincerely,
Ismael Ahmed



Evergreen Market
2539 Mission St,
San Francisco, CA 94110