

File No. 220165

Committee Item No. 1

Board Item No. 17

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Comm: Public Safety & Neighborhood Services

Date: April 14, 2022

Board of Supervisors Meeting:

Date: April 26, 2022

#### Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

#### OTHER

- Public Convenience or Necessity Request Letter
- Public Convenience or Necessity Referral, dtd 2/16/22
- Planning Department Recommendation, dtd 2/25/22
- Police Department Recommendation, dtd 4/7/22
- \_\_\_\_\_

Prepared by: Alisa Somera

Date: April 8, 2022

Prepared by: \_\_\_\_\_

Date: \_\_\_\_\_

1 [Liquor License - 3218 Fillmore Street - Dad & Son’s Market]

2

3 **Resolution determining that the issuance of a Type-21 off-sale general beer, wine,**  
4 **and distilled spirits liquor license to Dad & Son’s Market, located at 3218 Fillmore**  
5 **Street (District 2), will serve the public convenience or necessity of the City and**  
6 **County of San Francisco; and requesting that the California Department of**  
7 **Alcoholic Beverage Control impose a condition on the issuance of the license.**

8

9 WHEREAS, Dad & Son’s Market is seeking the Type-21 off-sale general beer,  
10 wine, and distilled spirits liquor license, located at 3218 Fillmore Street (District 2); and

11 WHEREAS, The Planning Department has verified that the area is properly  
12 zoned and recommends approval; and

13 WHEREAS, The Police Department has filed 10 protests and 187 letters of  
14 support with the Department of Alcoholic Beverage Control under California Business  
15 and Professions Code, Section 24013, and recommends that the Department of  
16 Alcoholic Beverage Control issue the liquor license with conditions; and

17 WHEREAS, The condition recommended by the Police Department is, as  
18 follows: Petitioner(s) shall actively monitor the area under their control in an effort to  
19 prevent the loitering of persons on any property adjacent to the licensed premises as  
20 depicted on ABC-253; now, therefore, be it

21 RESOLVED, That in accordance with California Business and Professions Code,  
22 Section 23958.4, the Board of Supervisors of the City and County of San Francisco  
23 hereby determines that the Type-21 off-sale general beer, wine, and distilled spirits  
24 liquor license to Dad & Son’s Market, 3218 Fillmore Street (District 2), will serve the  
25 public convenience or necessity of the City and County of San Francisco; and, be it

1            FURTHER RESOLVED, That the Board of Supervisors of the City and County of  
2 San Francisco hereby endorses and adopts the recommendations of the Police  
3 Department listed above and recommends that the Department of Alcoholic Beverage  
4 Control issue the license with that condition.

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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 Gordon Mar**  
**Supervisor Catherine Stefani**  
**Supervisor Matt Haney**

**From:** Lt. Steve Jonas #79  
Officer in Charge  
ALU/Permits Unit 415-553-9550

**Date:** April 7, 2022

**Subject:** P.C.N. Investigation Regarding: Assi, Adel  
DBA: Dad & Son's Market  
3218 Fillmore St.  
San Francisco, CA. 94123-3403

Adel Assi (Dad & Son's Market) has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 21 (Off-Sale General) license to be located at 3218 Fillmore St. (located Moulton St. and Greenwich St.)

**Hours of Operation:**

8:00 a.m. to 2:00 a.m. each day of the week.

**Digest:**

Dad & Son's Market would like to operate a small grocery store at 3218 Fillmore St. If approved, this license will allow them to sell Off-Beer, Wine and Distilled Spirits.

**Letters of Protest**

10

**Letters of Support**

187 (signature petition)

**Police Calls for Service:**

From December 2020 to December 2021

**0 calls for service**

**Police Reports:**

From December 2020 to December 2021

**0 police reports**

**San Francisco Plot Information:**

This premise is located in Plot: **509**

A High Crime area is defined as **84** or more police reports in a plot for the year of **2020**.

This plot had 183 police reports for **2020**, which is **99 higher** than the **Citywide “High Crime”** average

**State Census Tract Information:**

This premise is located in Census Tract: **129.02**

Population for this tract is: **3,376**

On-sale license authorized by census tract: **11**

Active on-sale licenses: 19 with 0 pending

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

Active off-sale licenses: 4 with 1 pending (revocation)

**Departmental Recommendation:**

Points of consideration: **0**

No opposition from **Northern Station**.

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

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

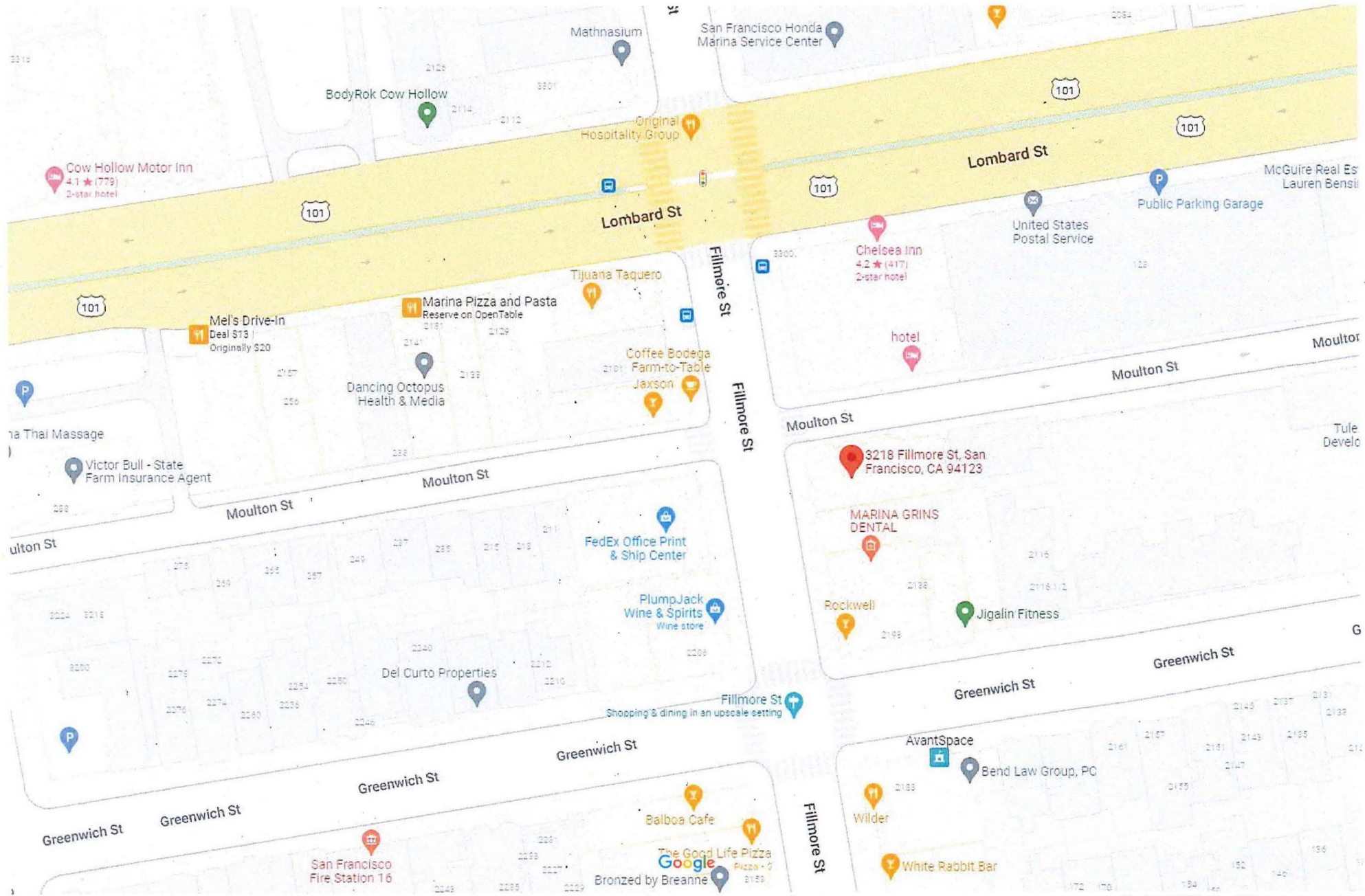
**10** - Protest.

**187** – Support (signature petition)

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

**Conditions for Type 21- Off-Sale General**

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 ABC-253.



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: Sharon Young  
Phone No. (628) 652-7349

**DATE:** February 16, 2022

**AP Block/Lot Nos.:** 0509 / 008  
**Zoning:** NCD Union Street  
**Quad:** NW Planning Team  
**Record No.:** 2021-012804MIS  
/ 2022-001365MIS

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

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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 April 14, 2022.

**PLEASE EMAIL YOUR RESPONSE by Monday, April 4, 2022, to:**  
Alisa Somera, Public Safety and Neighborhood Services Committee Clerk.  
[alisa.somera@sfgov.org](mailto:alisa.somera@sfgov.org) ~ (415) 554-7711

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**Applicant name:** Adel Assi  
Ivan Lozada (Consultant)

**Business name:** Dad & Son's Market

**Application address:** 3218 Fillmore Street  
San Francisco, CA 94123

**Applicant contact info:** (415) 941-9794  
(424) 207-1489  
[ivan@liquorlicenseagents.com](mailto:ivan@liquorlicenseagents.com)

**PLANNING REVIEW:**  Approval  Denial

Planning Staff Contact: Sharon Young 2/25/2022  
(Please add comments on a trailing page.)

**POLICE REVIEW:**  Approval  Denial  
(Please add comments in a trailing report.)



*Ivan Lozada*

*(310) 975-8508*

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

File Number: 634019  
Receipt Number: 2699197  
Geographical Code: 3800  
Copies Mailed Date: December 20, 2021  
Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO 0509/008  
First Owner: ASSI, ADEL NW  
Name of Business: DAD & SONS MARKET NCD  
Location of Business: 3218 FILLMORE ST 2021-012804MIS  
SAN FRANCISCO, CA 94123-3403

County: SAN FRANCISCO

Is Premises inside city limits? Yes Census Tract: 0129.02

Mailing Address:(If different from premises address)

Type of license(s): 21 Dropping Partner: Yes  No

Transferor's license/name: 600026 / SINGH, HARPINDERJIT

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
21 - Off-Sale General	PER/PRM	Y			
<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	STATE FINGERPRINTS	NA	1	12/20/21	\$39.00
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	12/20/21	\$1,250.00
Application Fee	FEDERAL FINGERPRINTS	NA	1	12/20/21	\$24.00
21 - Off-Sale General	ANNUAL FEE	NA	0	12/20/21	\$814.00
			Total		\$2,127.00

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: December 20, 2021

Applicant Name(s)

ASSI, ADEL

ABC License Type 21 is permitted in conjunction with a retail sales and service (non-formula retail) convenience store permitted on the ground floor per Planning Code Section 725 within the Union Street Neighborhood Commercial Zoning District. (The Gross Floor Area devoted to alcoholic beverages shall not exceed the accessory use requirements per Planning Code Section 703.)

*Sharon Young*

Sharon Young  
San Francisco Planning Department 1/20/2022

Board of Supervisors  
City of San Francisco

Request for a Public Convenience and Necessity Determination

Re Dad & Son's Market 21-634019  
3218 Fillmore St  
San Francisco CA 94123

Owner: Adel Assi (415) 941-9794  
Mailing Address: 7453 Sutter St Apt 402 San Francisco CA 94109

The above applicant applied for a Type 21 ABC License (Off-Sale General) on 12/20/2021.  
Notice of Intention to Engage in the Sale of Alcoholic Beverages completed on 01/05/2022.

The small grocery store will be operating under the name Dad & Son's Market. The hours of operation will be from 8:00am – 2:00am daily. As the name suggests this is a father and son led small business. The applicant is currently operating as a neighborhood grocery store. The grocery store shall offer nearby residents all the comforts of large chain grocery stores with more convenience and accessibility at fair prices.

Dad & Son's Market offers a long list of items such as:

- Flowers
- Frozen Meals
- Canned food
- Dried foods(Pasta, Nuts, Fruit etc)
- \* Water
- \* Fruit Juice
- \* Eggs
- \* Produce

Unlike other markets that boast about their wide selection of liquor our market will have a small section behind the counter dedicated to the sale of alcoholic beverages We estimate that alcohol sales(beer, wine & distilled spirits) will be less than 15% of our sales. Our estimate is based on the size and location of our alcoholic beverage storage. Our distilled spirits storage will be located behind the counter visible to customers but accessible to employees. Beer and wine will be stored in the coolers and overall alcohol will be less than 15% of the items listed in our market.

Dad & Son's Market will be an enriching addition to the surrounding community. Overall, it will employ at least 2 residents throughout the grocery store impacting the employment opportunities for the community, which is consistent with the General Plan to enhance future opportunities for residential employment and growth. The request for incidental alcohol sales is requested as a convenience to those current customers of the store. The Adel Assi does not intend to advertise alcoholic products to the exterior public. Their target customers are only those currently shopping at the location. The goal is to become a one stop shopping experience for the clients so they will not need to make multiple stops along their route.

It is respectfully requested that the Board of Supervisors supports and finds that a Public Convenience and Necessity would be served by the issuance of the Type 21 liquor license at the subject premise.

If you have any further questions or require any additional information, please do not hesitate to contact me directly.

Thank you for your assistance.

Sincerely,

*Adel Assi*

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