



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 Bilal Mahmood
Supervisor Alan Wong

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

For Lt. Goff / Ofc. Erickson 2707

Date: April 9, 2026

Subject: P.C.N. Investigation Regarding: First Owner: The Mellow LLC
DBA: The Mellow SF

1401 Haight Street
San Francisco, CA 94117
ABC File # 90-676361

The Mellow LLC, operating as "The Mellow SF", has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 90 (On-Sale Music Venue) license to be located at 1401 Haight Street. (located between Masonic Avenue and Ashbury Street)

Hours of Operation:

Sunday to Friday: 11:00 AM to 6:00 PM
Saturday: 11:00 AM to 7:00 PM

Digest:

"The Mellow SF" would like to operate a On-Sale General Music Venue to be located at 1401 Haight Street. If approved, this license will allow them to sell Wine, Beer, and Distilled Spirits.

Letters of Protest

0

Letters of Support

0

Police Calls for Service:

From January 26, 2025 to January 26, 2026

1 call for service

Police Reports:

From January 26, 2025 to January 26, 2026

0 police reports

San Francisco Plot Information:

This premise is located in Plot: **664**

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

This plot had 122 police reports for **2025**, which is 41 **Higher** than the **Citywide “High Crime”** average.

State Census Tract Information:

This premise is located in Census Tract: **166.01**

Population for this tract is: **3,133**

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

Active on-sale licenses: 9 with 0 pending

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

Active off-sale licenses: 5 with 0 pending

Departmental Recommendation:

Points of consideration: **4**

No opposition from **Park Station**.

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

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

0 - Protest.

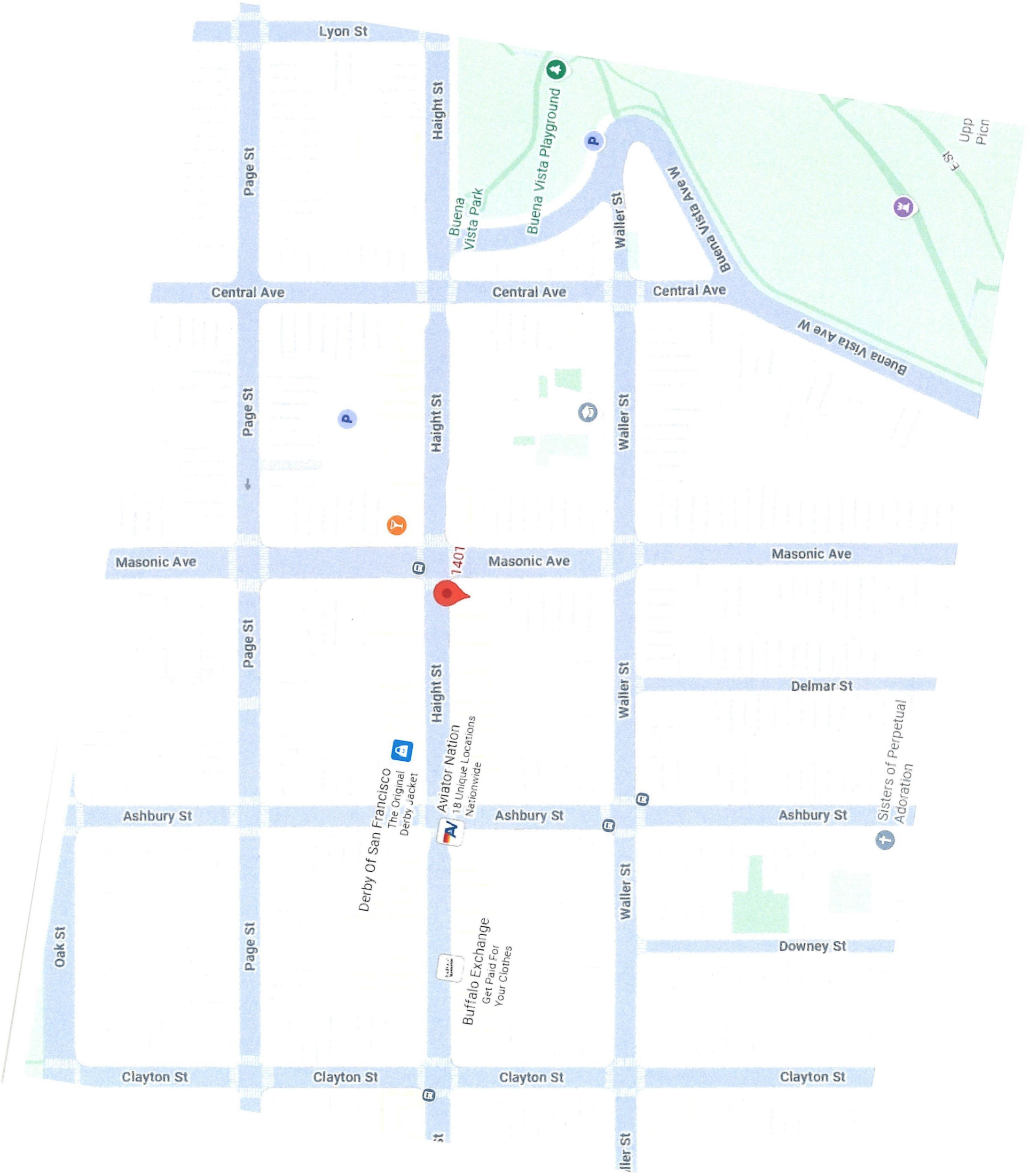
0 - Support

ALU Recommendation: **Approval with the condition:**

1. (1) Except as provided in Condition 2 below, no noise shall be audible beyond the area under the control of the licensee. (SF district office only).

2. (2) Any noise caused by entertainment or amplified sound that is subject to the provisions of an active Entertainment Permit issued by the San Francisco Entertainment Commission shall be authorized in accordance with the limits established by that Entertainment Permit, including any limitation on hours during which entertainment or amplified sound is permitted. A violation of the entertainment or amplified sound noise conditions of the Entertainment Permit, as determined by the San Francisco Entertainment Commission (or any successor agency), shall be deemed to be a violation of this Condition. Any noise that is not subject to, or is beyond the scope of, the Entertainment Permit shall be subject to Condition 1 above. “Entertainment Permit” means any of the following: a Just Add Music permit, a Limited Live Performance permit, a Place of Entertainment permit, a Fixed Place Amplified Sound permit, or any similar such permit issued by the San Francisco Entertainment Commission. (SF district office only).

3. 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
4. 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.



Lyon St

Page St

Haight St

Buena Vista Park

Buena Vista Playground

Waller St

Buena Vista Ave W

Upp Picn

Central Ave

Central Ave

Central Ave

Buena Vista Ave W

Page St

Haight St

Waller St

Masonic Ave

Masonic Ave

Masonic Ave

1401

Page St

Haight St

Waller St

Delmar St

Derby of San Francisco
The Original Derby Jacket

Aviator Nation
18 Unique Locations Nationwide

Ashbury St

Ashbury St

Sisters of Perpetual Adoration

Oak St

Page St

Haight St

Waller St

Downey St

Buffalo Exchange
Get Paid For Your Clothes

Clayton St

Clayton St

Clayton St

Clayton St

Waller St