

From: [Crayton, Monique \(BOS\)](#)
To: [CPC.Referrals](#); [Ghanem, Sakher \(POL\)](#); [Pedro Gil](#)
Cc: [Alabanza, Analyn@ABC](#); [amarjit.tamber@abc.ca.gov](#); [Goff, David \(POL\)](#); [Dahl, Bryan \(BOS\)](#); [Ebadi, Mahanaz \(BOS\)](#); [Donovan, Dominica \(BOS\)](#); [Tam, Madison \(BOS\)](#); [Ferrigno, Jennifer \(BOS\)](#); [Kilgore, Preston \(BOS\)](#); [Han, Feng \(BOS\)](#); [Gaona, Sasha \(BOS\)](#)
Subject: Liquor License Transfer - 3400 Cesar Chavez Street - Casa Guadalupe Supermarket 2- BOS File No. 250376
Date: Friday, April 11, 2025 4:26:00 PM

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 – April 11, 2025](#)

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

-

Board of Supervisors [File No. 250376](#)

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 in May of 2025.

I request the Planning Department's response on or before April 18, 2025. 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.

Monique C. Crayton (she/her)

Assistant Clerk

Board of Supervisors - Clerk's Office

1 Dr. Carlton B. Goodlett Place, Room 244

San Francisco, CA 94102

(415) 554-7750 | Fax: (415) 554-5163

monique.crayton@sfgov.org | www.sfbos.org

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

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

DATE: April 11, 2025

TO: Planning Department
Attn: Edgar Oropeza
Phone No. edgar.oropeza@sfgov.org

AP Block/Lot Nos.: 6569/004
Zoning: NCT- Mission
Neighborhood Commercial Transit –
55X

TO: Police Department
Sakher Ghanem
Phone No. (415) 553-1115

Quad: D 9 / D10
Record No.: _____

Please submit your response within two weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in May of 2025.

PLEASE EMAIL YOUR RESPONSE by April 18, 2025, to:
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.
monique.crayton@sfgov.org ~ (415) 554-7750

Applicant name: Casa Guadalupe Supermarket 2

Business name: Casa Guadalupe Supermarket 2

Application address: 3400 Cesar Chavez Street
San Francisco, CA 94110

Applicant contact info: Pedro Gil
don.pedrogil@gmail.com
415-871-5145
415-713-6319

PLANNING REVIEW: ☒ Approval ☐ Denial

Planning Staff Contact: Edgar Oropeza
(Please add comments on a trailing page.)

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

Pedro Gil

3400 Cesar Chavez St

San Francisco, CA 94110

415-871-5145

415-713-6319

April 7, 2025

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2025 APR 09 AM10:22

San Francisco Board of Supervisors

Office of the Clerk of the Board of Supervisors

1 Dr. Carlton B. Goodlett Place, City Hall, Room 244

San Francisco, CA 94102

415-554-5184

Subject: Request for Public Convenience or Necessity (PC/N) Determination for Type 20 Beer & Wine License Transfer

Dear Honorable Members of the Board of Supervisors,

I, Pedro Gil, am writing to formally request a determination of **Public Convenience or Necessity (PC/N)** for the transfer of a **Type 20 (Off-Sale Beer & Wine)** license to my grocery store Casa Guadalupe Supermarket 2 (located below), a trusted Mission District establishment for 35 years. My business is also pending designation as part of San Francisco's Legacy Business Program, reflecting our deep ties to the community and commitment to preserving neighborhood character.

Casa Guadalupe Supermarket 2

3400 Cesar Chavez St. San Francisco, CA 94110

License Details:

License Type: Type 20 – Off-Sale General Beer & Wine

License Action: Transfer of an existing license (not a new issuance)

Proposed Hours of Operations: 8:00 AM – 8:00 PM, daily

Application & Noticing Compliance:

I filed my application with the California Department of Alcoholic Beverage Control (ABC) on 3/4/25, via in-person.

I completed the required public noticing for this license transfer on 3/12/25, in according with code.

Public Convenience of Necessity Justification:

As a 35-year-old Mission District small business and future Legacy Business, this license transfer will

1. **Preserve a Community Institution** – Our store has served generations of residents: adding beer/wine sales ensures we remain viable amid rising costs while maintaining the neighborhood's cultural fabric.
2. **Meet Neighborhood Demand** – Residents currently lack convenient access to responsibly sold beer/wine. Our long-standing presence ensures sales will be conducted safely and ethically.
3. **Enhance Public Safety & Community Collaboration** – We maintain **close ties with Mission Station Captain Liza Johansen**, ensuring awareness of alcohol-related concerns as she deploys foot-beat officers in our area. Additionally, we work with **Santiago Lerma, Mission Street Crisis Response Coordinator (DEM)**, to address homeless encampments and the needs of unhoused individuals—aligning alcohol sales with harm reduction and neighborhood well-being.
4. **Uphold Responsible Sales** – With decades of experience, we enforce **strict ID checks**, staff training, and refuse service to intoxicated persons. Our partnerships with city agencies further our commitment to safe alcohol distribution.
5. **Support Local Culture & Legacy** – The Mission's vibrant food and small business scene benefits from grocery stores like ours offering culturally relevant products, including beer/wine for family gatherings and celebrations.

This transfer aligns with the city's goals to **protect legacy businesses**, promote equitable access to amenities, and foster collaborative solutions to neighborhood challenges. I urge the Board's approval to help sustain our community-serving business.

Thank you for your time and consideration. Please contact me at 415-713-6319 / don.pedrogil@gmail.com with any questions.

Sincerely,

A handwritten signature in dark ink, appearing to read "Pedro V. Gil", with a stylized flourish at the end.

Pedro V. Gil

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE

ABC 211 (6/99)

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

File Number: **667446**
Receipt Number: **2979220**
Geographical Code: **3800**
Copies Mailed Date: **March 10, 2025**
Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO**First Owner: CASA GUADALUPE SUPERMARKET 2****Name of Business:****Location of Business: 3400 CESAR CHAVEZ ST
SAN FRANCISCO, CA 94110****County SAN FRANCISCO****Is Premises inside city limits Yes****Census Tract: 0209.00****Mailing Address:(If different
from
premises address)****Type of license(s): 20****Dropping Partner: Yes___ No___****Transferor's license/name: 394431 / GIL, PEDRO VALDEMAR**

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
20 - Off-Sale Beer And Wine	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	DBL TRF: PREMISES AND PERSON	NA	0	03/10/25	\$1,105.00
20 - Off-Sale Beer And Wine	ANNUAL FEE	NA	0	03/10/25	\$490.00
Total					\$1,595.00

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 10, 2025****Applicant Name(s)****CASA GUADALUPE SUPERMARKET 2**

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2025 MAR 12 AM08:56



Introduction Form

(by a Member of the Board of Supervisors or the Mayor)

I hereby submit the following item for introduction (select only one):

- ☐ 1. For reference to Committee (Ordinance, Resolution, Motion or Charter Amendment)
- ☐ 2. Request for next printed agenda (For Adoption Without Committee Reference)
(Routine, non-controversial and/or commendatory matters only)
- ☒ 3. Request for Hearing on a subject matter at Committee
- ☐ 4. Request for Letter beginning with "Supervisor _____ inquiries..."
- ☐ 5. City Attorney Request
- ☐ 6. Call File No. _____ from Committee.
- ☐ 7. Budget and Legislative Analyst Request (attached written Motion)
- ☐ 8. Substitute Legislation File No. _____
- ☐ 9. Reactivate File No. _____
- ☐ 10. Topic submitted for Mayoral Appearance before the Board on _____

The proposed legislation should be forwarded to the following (please check all appropriate boxes):

- ☐ Small Business Commission ☐ Youth Commission ☐ Ethics Commission
- ☐ Planning Commission ☐ Building Inspection Commission ☐ Human Resources Department

General Plan Referral sent to the Planning Department (proposed legislation subject to Charter 4.105 & Admin 2A.53):

- ☐ Yes ☐ No

(Note: For Imperative Agenda items (a Resolution not on the printed agenda), use the Imperative Agenda Form.)

Sponsor(s):

Clerk of the Board

Subject:

Liquor License Transfer - 3400 Cesar Chavez Street - Casa Guadalupe Supermarket 2

Long Title or text listed:

Hearing to consider that the person-to-person, premise-to-premise transfer of a Type-20 off-sale general beer and wine liquor license to Casa Guadalupe Supermarket 2 located at 3400 Cesar Chavez Street (District 9), will serve the public convenience or necessity of the City and County of San Francisco.

250376

Signature of Sponsoring Supervisor:

