

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
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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

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 ~ (415) 554-7711

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

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