

Supervisor Matt Dorsey, Chair
Public Services and Neighborhood Safety Committee
San Francisco Board of Supervisors
1 Dr. Carlton B Goodlett Place
San Francisco, CA 94102

April 24, 2025

Re: Letter of Recommendation

Dear Chair Dorsey,

I am a local business and property owner at 4742 Mission Street, writing in support of the Public Convenience or Necessity (PCN) application submitted by Ismael Ahmed, owner of El Chavo Supermercado Corporation, for an off-sale liquor license at 15 Ocean Avenue.

Having worked in this neighborhood for over a fifteen years—and operated my own business here for the past five years—I’ve witnessed firsthand the challenges our commercial corridors face. We’ve seen a troubling increase in storefront vacancies, including the recent closure of long-standing institutions like Bank of America. That’s why I fully support Ismael’s decision to invest in this area.

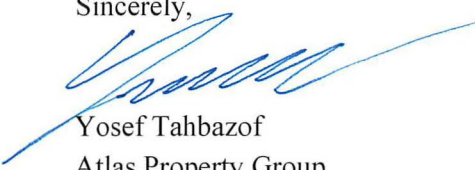
I’ve personally visited Ismael’s other stores in Mission and Bernal Heights. His markets are among the best community grocers I’ve encountered—well-run, well-stocked, and responsibly operated, including locations that already offer off-sale liquor.

I’ve also met with Ismael and can say with confidence that he is committed to being a positive presence in the neighborhood. He provides clean, high-quality markets with fresh food and a genuine commitment to the communities he serves.

The property at 15 Ocean Avenue has unfortunately become a site of blight and disuse. It urgently needs an operator with vision and care—qualities Ismael has demonstrated time and again.

Ismael and his team deserve the opportunity to expand their grocery operations and continue offering responsibly managed off-sale liquor in support of local convenience and economic revitalization.

Sincerely,



Yosef Tahbazof
Atlas Property Group
4742 Mission Street
San Francisco, CA 94112



Supervisor Matt Dorsey, Chair
Public Services and Neighborhood Safety Committee
San Francisco Board of Supervisors
1 Dr. Carlton B Goodlett Place
San Francisco, CA 94102

April 21, 2025

Re: Letter of Recommendation 15 Ocean Avenue, SF, CA 94112

Dear Chair Dorsey,

I am a local business and property owner located at 4653 Mission Street. I am writing this letter to support the Public Convenience or Necessity (PCN) application of Ismael Ahmed, owner of El Chavo Supermercado Corporation DBA El Chavo Supermercado for an off-sale liquor license at 15 Ocean Avenue.

I have worked in this neighborhood for over 20 years and owned my own business here for the past 5. I have seen Ismael's other locations in the Mission and in Bernal and they are top notch operations. His groceries stores are some of the best I've seen, and locations that also have off-sale liquor sales.

I have met with Ismael and know based on his previous investments in other neighborhoods he is committed to the community. First, he provides a clean, well-stocked market where neighbors can always get essential food and produce items, plus many unique food products that are difficult to find elsewhere. His food is fresh and high quality.

Finally, 15 Ocean Avenue, formerly the Bank of America, has become a source of blight and neglect and is in desperate need of investment and a new business and I can't think of a better operation than a local grocery store and someone like Ismael to be the operator.

Ismael and his partners deserve the opportunity to expand their grocery stores and continue to offer off-sale liquor as responsible owners.

Sincerely,

A handwritten signature in black ink, appearing to read "Reza Khoshnevisan", enclosed within a hand-drawn oval.

Reza Khoshnevisan
RKD Consulting
4653 Mission Street
San Francisco, CA 94112



Excelsior Action Group
35 San Juan
San Francisco, CA 94112
ben@tngsf.com
415.999.5053

April 15, 2025

San Francisco Board of Supervisors
Public Safety and Neighborhood Services Committee
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

RE: Letter of Support for Off-Sale Liquor License – El Chavo Market, 15 Ocean Avenue

Dear Chair and Members of the Public Safety and Neighborhood Services Committee,
On behalf of the Excelsior Action Group (EAG), I am writing to express our enthusiastic support for the approval of an off-sale liquor license for El Chavo Market, a new locally owned business proposed at 15 Ocean Avenue in San Francisco.

The site—an abandoned former Bank of America building—has long stood vacant at a key intersection between the Excelsior and Mission Terrace neighborhoods. The activation of this property by El Chavo Market represents a vital opportunity to reinvigorate a prominent, underutilized corner and to establish a new community-serving anchor.

We are particularly supportive of this project because of the experience and integrity of its operator, Ismael, who has a proven track record of responsible business operations and deep commitment to serving neighborhood needs. His vision for El Chavo Market goes well beyond retail—it includes providing fresh, high-quality products in a welcoming environment, while also contributing to the social and economic vibrancy of the corridor.

At EAG, our mission is to foster equitable neighborhood revitalization and economic development. We believe El Chavo Market will help realize that mission by filling a longstanding vacancy, creating local jobs, and providing much-needed amenities in an area underserved by quality grocery options. The inclusion of an off-sale liquor license will support the viability of the business while aligning with the character and needs of the surrounding community.

We urge the Committee to approve this application and help bring this important project to life.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ben Bleiman', with a long horizontal line extending to the right.

Ben Bleiman
Executive Director
Excelsior Action Group (EAG)

Supervisor Matt Dorsey, Chair
Public Services and Neighborhood Safety Committee
San Francisco Board of Supervisors
1 Dr. Carlton B Goodlett Place
San Francisco, CA 94102

May 1, 2025

Re: Letter of Recommendation

Dear Chair Dorsey,

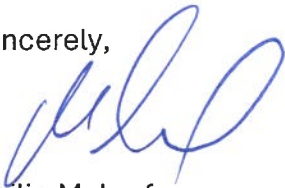
I am a local property owner of several commercial properties on Mission Street in the Excelsior district. I am writing this letter to support the Public Convenience or Necessity (PCN) application of Ismael Ahmed, owner of El Chavo Supermercado Corporation DBA El Chavo Supermercado for an off-sale liquor license.

For over 40 years, we have owned several properties in this neighborhood that have tenants such as Walgreens, Goodwill, T-Mobile, Chase Bank and Tala Wines, to name a few. I have seen the changing nature of this neighborhood, along with many vacant storefronts; the closings of Walgreens and Bank of America were a surprise. My properties are immediately adjacent to this location and I have seen an uptick in vagrancy, crime and homelessness at this site.

I have met Ismael and know he is committed to the community and wants to be a good business operator. He owns other properties and successful businesses throughout San Francisco Bay Area. I welcome him to the Excelsior community.

Ismael and his partners deserve the opportunity to expand their grocery stores and continue to offer off-sale liquor as responsible owners.

Sincerely,



Philip Malouf
415.272.0668
Pmalouf2003@yahoo.com