



San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
*Public Convenience and
Necessity Recommendation*

To: The San Francisco Board of Supervisors' Committee on Public Safety
and Neighborhood Services

Supervisor Jane Kim
Supervisor John Avalos
Supervisor David Campos

From: Lieutenant Dave Falzon 
Officer in Charge
ABC Liaison Unit (ALU) 415-837-7576

Date: October 25, 2016

Subject: P.C.N. Investigation Regarding: Mainland Market CO.
DBA: Mainland Market CO.
5601 Geary Blvd. SF, 94121
Brad Christian

Mr. Brad Christian on behalf of **Mainland Market CO.** has filed an application with the California Department of Alcoholic Beverage Control seeking a -Type 20 (Off- Sale Beer and Wine) License for 5601 Geary Street (located between 20TH Ave. and 21St Ave).

Hours of Operation:

7:00 am – 10:00 pm Daily

Digest:

Mainland Market CO. is seeking to apply for an Alcohol Beverage License to its existing Grocery Store in the Outer Richmond District of San Francisco. Mainland Market CO has been in business at its current location for 1 1/2 years and prior to this business this location was a produce market for 4 years. If approved, this license will allow Mainland Market CO. to sell Off-Sale Beer and Wine only.

Letters of Protest:

1 valid

Letters of Support:

No Record

Police Calls for Service:

From January 2015 to January 2016

5 calls for service

Police Reports:

From January 2015 to January 2016

1 police reports

San Francisco Plot Information:

This premise is located in Plot **734**

A High Crime area is defined as **106** or more police reports in a plot for the year of **2015**.

This plot had **35** police reports for **2015**, which is **71** under the **Citywide "High Crime"** average.

State Census Tract Information:

This premise is located in Census Tract: **477.00**
Population for this tract is: **4,334**

On-sale license authorized by census tract: **15**
Active on-sale licenses: **12** with **0** pending

Off-sale licenses authorized by census tract: **4**
Active off-sale licenses: **5** with **0** pending

Departmental Recommendation:

Points of consideration: **1**

No opposition from **Richmond Station**

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

Applicant premise **is** located in an “**undue concentration**” area.

1 - Record of protest.

0 - Record of support.

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

Conditions for Type 20 Off-Sale Beer and Wine

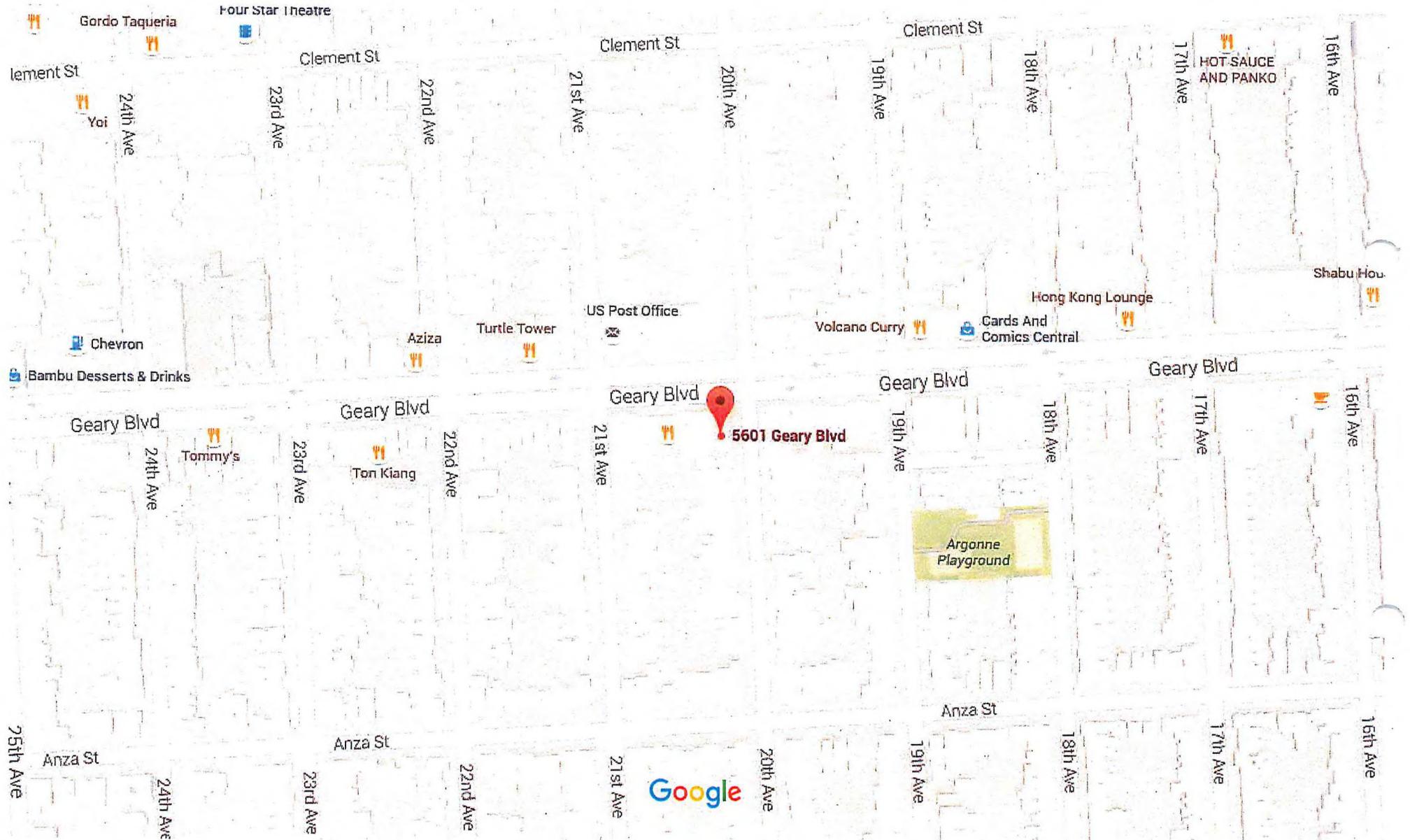
1. Sales of alcoholic beverages shall be permitted between the hours of 7:00 am to 10:00 pm each day of the week. .
2. No beer or malt beverages shall be sold in quantities of less than manufacturer pre-packaged six packs per sale with the exception of wine-coolers, beer coolers which must be sold in manufacturer pre-packaged multi-unit quantities of four (4) or more.

3. No wine shall be sold with an alcoholic content of great than 15% by volume except for "Dinner Wines" which have been aged two years or more and maintained in corked bottles.

 4. Loitering (loitering is defined as "to stand idly about; linger aimlessly without lawful business") is prohibited on any sidewalks or property adjacent to the licensed premises under the control of the licensee.
- It should be noted that the applicant has agreed with the above listed conditions.

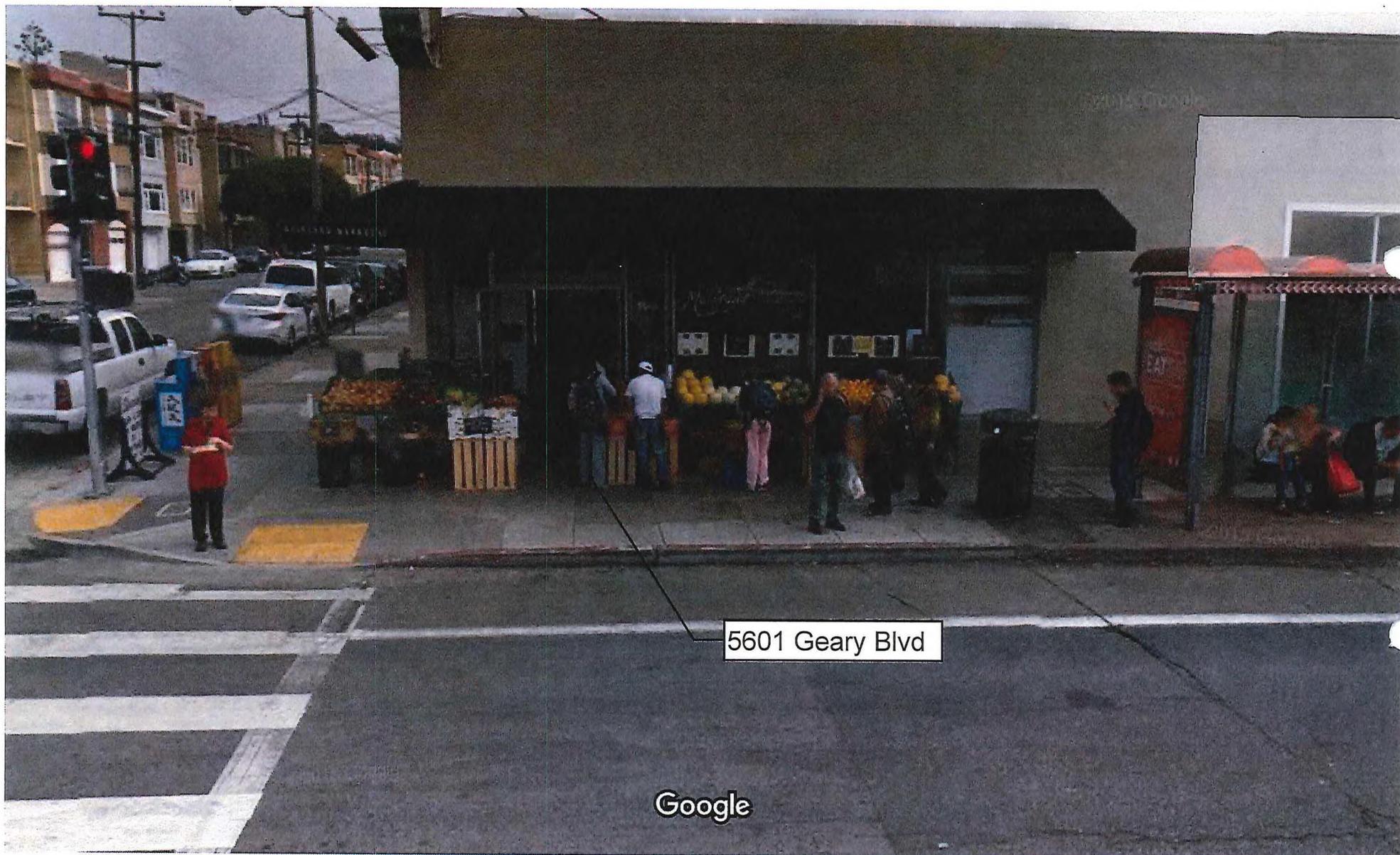
End

Google Maps 5601 Geary Blvd



Map data ©2016 Google 200 ft

Google Maps Geary Blvd



5601 Geary Blvd

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