

Pedro Gil

3400 Cesar Chavez St

San Francisco, CA 94110

415-871-5145

415-713-6319

April 7, 2025

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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**

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