

File No. 240467

Committee Item No. 3

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Public Safety and Ngbh Services

Date: July 11, 2024

Board of Supervisors Meeting:

Date: _____

Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract / DRAFT Mills Act Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

OTHER

- Police Department Report – 052324
- Planning Department Review – 070124
- PC or N Referral to Planning and Police – 051324
- PC or N Request Letter – 051024
- _____
- _____
- _____
- _____
- _____

Prepared by: Monique Crayton

Date: July 5, 2024

Prepared by: _____

Date: _____

Prepared by: _____

Date: _____




San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
*Public Convenience or
Necessity Recommendation*

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

Supervisor Catherine Stefani
Supervisor Matt Dorsey
Supervisor Joel Engardio

From: Lt. Stephen Jonas #79 
Officer in Charge
ALU/Permits Unit 415-553-9550

Date: May 23, 2024

Subject: P.C.N. Investigation Regarding: First Owner: Ayob’s Community Market Corp.
DBA: Evergreen Market
3250 Mission St.
San Francisco CA. 94110
ABC File # 21-658277

Ayob’s Community Market Corp., operating as “Evergreen Market”, has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 21 (Off Sale General) license to be located at 3250 Mission St. (located between 29th St. and Tiffany St.)

Hours of Operation:

8am to 8pm each day of the week.

Digest:

“Ayob’s Community Market Group.” would like to operate a Supermarket to be located at 3250 Mission St. If approved, this license will allow them to sell Wine, Beer, and Distilled Spirits.

Letters of Protest

55

Letters of Support

0

Police Calls for Service:

From April 18, 2023 to April 18 ,2024

0 calls for service

Police Reports:

From April 18, 2023 to April 18, 2024

0 police reports

San Francisco Plot Information:

This premise is located in Plot: **803a**

A High Crime area is defined as **103** or more police reports in a plot for the year of **2023**.

This plot had 81 police reports for **2023**, which is 22 **Lower** than the **Citywide “High Crime”** average.

State Census Tract Information:

This premise is located in Census Tract: **253.00**

Population for this tract is: **4,412**

On-sale license authorized by census tract: **15**

Active on-sale licenses: 50 with 0 pending

Off-sale licenses authorized by census tract: **3**

Active off-sale licenses: 8 with 0 pending

Departmental Recommendation:

Points of consideration: **4**

No opposition from **Ingleside Station**.

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

Applicant premise **is** located in a “**High Concentration**” area.

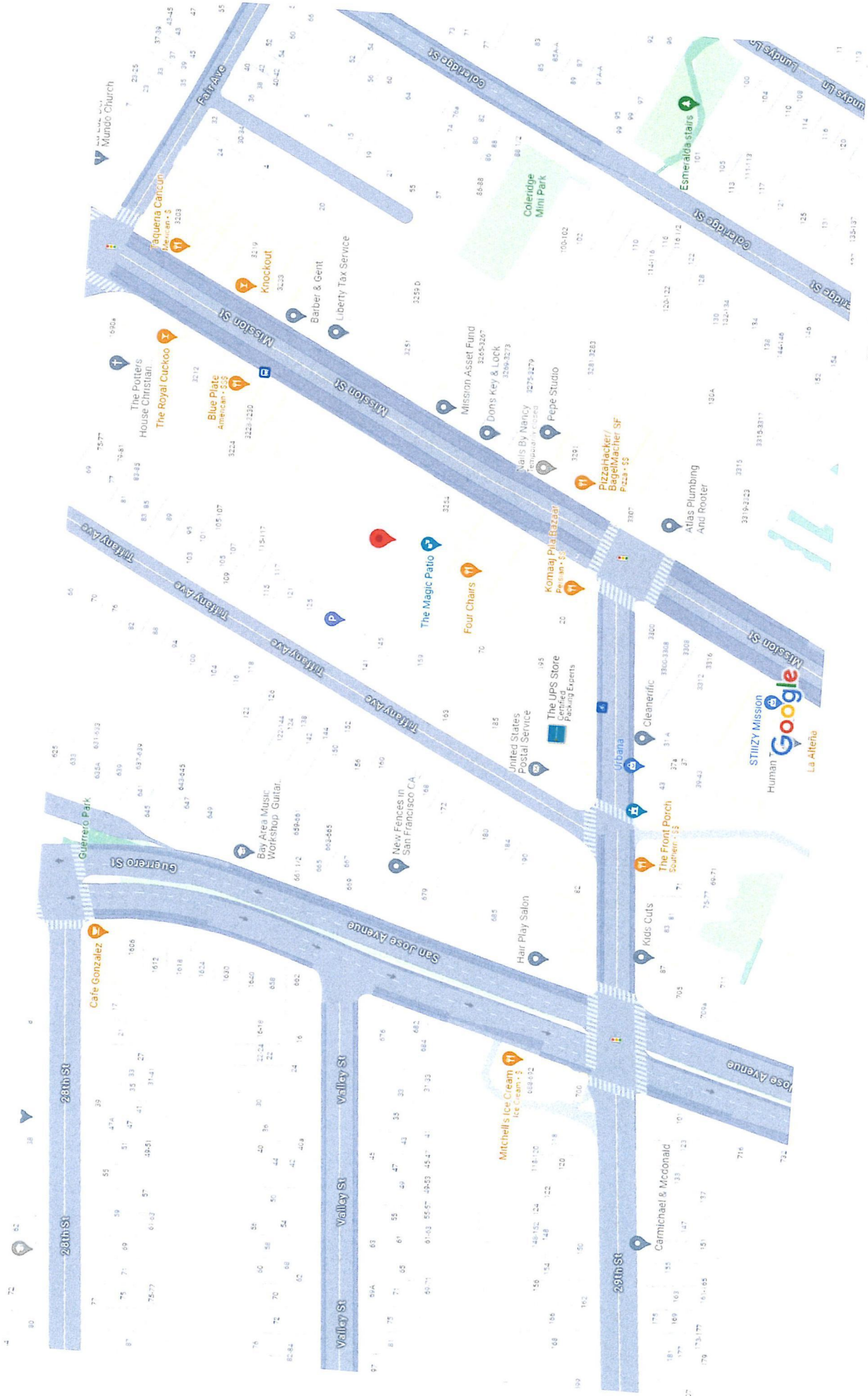
0 - Protest.

0 - Support

ALU Recommendation: **Approval with the condition:**

1. Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the ABC-253.
2. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control, as depicted on ABC-253.
3. Sales, service and of alcoholic beverages shall be permitted between the hours of 08:00 am and 8:00pm daily.

Google Maps 3250 Mission St



Map data ©2024 Google 50 ft

From: [Froines, Andrew \(POL\)](#)
To: [Crayton, Monique \(BOS\)](#)
Subject: Fw: AYOB'S COMMUNITY MARKET CORP 21-658277
Date: Thursday, June 27, 2024 10:54:02 AM
Attachments: [image001.png](#)

Ofc. Andrew Froines #2050
SFPD Alcohol Liaison/Permit Unit
1245 3rd St. 5th Floor
(415) 837-7254

From: Bernardino, Joan@ABC <Joan.Bernardino@abc.ca.gov>
Sent: Wednesday, June 26, 2024 6:54 PM
To: Froines, Andrew (POL) <Andrew.Froines@sfgov.org>
Subject: AYOB'S COMMUNITY MARKET CORP 21-658277

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hi Officer Andy,

The Department received the following support:

- 1 letter of support from Calle 24 Latino Cultural District.
- 19 letters of support from nearby residents.

Thanks,

Joan Bernardino
Lic. Rep. II
joan.bernardino@abc.ca.gov
(415) 356-6613 Desk
(415) 356-6599 Fax



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

TO: Planning Department
Attn: _____
Phone No. _____

DATE: May 13, 2024
AP Block/Lot Nos.: 6596/017
Zoning: NCD - Mission Bernal
Neighborhood Commercial District
Quad: _____
Record No.: _____

TO: Police Department
Andrew Froines
Phone No. (415) 837-7254

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 June of 2024.

PLEASE EMAIL YOUR RESPONSE by May 24, 2024, to:
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.
monique.crayton@sfgov.org ~ (415) 554-7750

Applicant name: AYOB'S COMMUNITY MARKET CORP.
Business name: EVERGREEN MARKET
Application address: 3250 MISSION ST
Applicant contact info: Ismael Ahmed
510-575-1382
Ismaelahmed740@gmail.com

PLANNING REVIEW: Approval Denial

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

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

From: [Crayton, Monique \(BOS\)](#)
To: [CPC.Referrals](#); [Froines, Andrew \(POL\)](#); Ismaelahmed740@gmail.com
Cc: [Alabanza, Analyn@ABC](#); amarjit.tamber@abc.ca.gov; [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#); [Logan, Sam \(BOS\)](#); [Ferrigno, Jennifer \(BOS\)](#); [Herrera, Ana \(BOS\)](#); [Chung Hagen, Sheila \(BOS\)](#); [Prager, Jackie \(BOS\)](#); [Carroll, John \(BOS\)](#)
Subject: Liquor License Transfer - 3250 Mission Street - Evergreen Market- BOS File No. 240467
Date: Monday, May 13, 2024 2:40:00 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 – May 13, 2024](#)

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

- Board of Supervisors [File No. 240467](#)

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 June of 2024.

I request the Planning Department's response before May 24, 2024. 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.

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2024 MAY -9 AM 10: 23

BY _____



Ayob's Community Market Corp.
3250 Mission St,
San Francisco, CA. 94110
510-575-1382
Ismaelahmed740@gmail.com

05.08.2024

PUBLIC CONVENIENCE AND NECESSITY

To Clerk of the Board,

The purpose of this letter is to explain the operation of Evergreen Supermarket to the Department of ABC, and to show Public Convenience and Necessity. We are seeking an approval to transfer an existing Type-21 (off-sale) license.

We currently entered into an agreement to transfer this Type-21 license on February 23, 2024. We are hoping to serve the community every day from 8am to 9pm.

Although the premise is located in what the Department deems an over-concentrated area for alcohol establishments, we feel that the growth of communities from certain countries such as Nicaraguan, Colombian, and Honduran Style Market qualifies for Public Convenience and Necessity, because of the following:

What will set us apart from all other off sale markets is that we sell authentic, Colombian, Peruvian, Honduran, Nicaraguan, and Brazilian style products imported from Peru, Brazil, and Argentina. We are a truly a Southern and Central American Market. Some of our specialty products include, alfajores, aji amarillo, panettone, achiote, rocotto, imported yerba mate, as well as imported chorizos/meat and dulce de leche. These are just a couple of our essential products that differentiates us.

1. The premise is in the Mission St corridor in the City of San Francisco. The clientele will be drawn from residents, employees and customers of this residential-business friendly area of the Mission District and its offices. Recently, there has been a growing interest in imported spirits from these countries and we are trying our best to serve our community and give them what they request. We would like this supermarket to be a "one-stop shop" for our community and make it convenient and safe stop to do grocery shopping, especially during these unprecedented times.
2. There are no other Type 21 Authentic true Honduran/Colombian/Nicaraguan Markets themed establishments in the area that will be offering our style of products. Additionally, there has been more openings of restaurants catering from those countries and have been expressing a demand for imported spirits in that area.
3. I will be sending my employees to the "L.E.A.D." training, so my employees will serve my customers responsibly.

I am willing and able to meet anyone with The Department of ABC or the Board of Supervisors to address any concerns that they may have.

Sincerely,
Ismael Ahmed

Evergreen Market
3250 Mission St,
San Francisco, CA 94110

ISMAEL AHMED

Department of Alcoholic Beverage Control
APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE
 ABC 211 (6.99)

State of California

JB

ISMAEL AHMED

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

File Number: **658277** 510 575 1382
 Receipt Number: **2885334**
 Geographical Code: **3800**
 Copies Mailed Date: **April 18, 2024**
 Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **AYOB'S COMMUNITY MARKET CORP.**

Name of Business: **EVERGREEN MARKET**

Location of Business: **3250 MISSION ST
 SAN FRANCISCO, CA 94110**

County **SAN FRANCISCO**

Is Premises inside city limits **Yes** Census Tract: **0253.00**

Mailing Address:(If different from premises address) **2539 MISSION ST
 SAN FRANCISCO, CA 94110-2511**

Type of license(s): **21** Dropping Partner: Yes ___ No

Transferor's license/name: **204567 / AZAR, SIMON SHUKRY**

<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	DBL TRF: PREMISES AND PERSON	NA	0	04/18/24	\$1,470.00
21 - Off-Sale General	ANNUAL FEE	NA	0	04/18/24	\$949.00
Total					\$2,419.00

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: April 18, 2024

Applicant Name(s)

AYOB'S COMMUNITY MARKET CORP.

RECEIVED
 BOARD OF SUPERVISORS
 SAN FRANCISCO
 2024 APR 24 AM 8:34
 BY 

JB

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE

ABC 211 (6.99)

ISMAEL AHMED

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

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Copies Mailed Date: **April 18, 2024**
Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO** 6596/017
First Owner: **AYOB'S COMMUNITY MARKET CORP.** Dist 9
Name of Business: **EVERGREEN MARKET** Mission Bernal NCD
Location of Business: **3250 MISSION ST** 2024-003495MIS
SAN FRANCISCO, CA 94110
County **SAN FRANCISCO**
Is Premises inside city limits **Yes** Census Tract: **0253.00**
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STATE OF CALIFORNIA County of SAN FRANCISCO Date: April 18, 2024

Applicant Name(s)

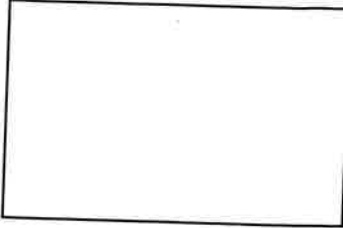
AYOB'S COMMUNITY MARKET CORP.

Approved per Planning Code Sections 102, 740 and 249.60(1)(B) for transfer of Type 21 license from outside of district for accessory use to new non-formula retail grocery store (change of use permitted per permit number 202403198189). Pursuant to grocery store definition under the Planning Code, no more than 15% of occupied floor area may be devoted to alcohol display and sales.

Laura Ajello, Planner (628) 652-7353 *Laura Ajello*

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 - 3250 Mission Street - Evergreen Market

Long Title or text listed:

Hearing to consider that the transfer of a Type-21 off-sale general beer, wine, and distilled spirits liquor license to Ayob's Community Market Corp., doing business as Evergreen Market, located at 3250 Mission Street (District 9), will serve the public convenience or necessity of the City and County of San Francisco.

240467

Signature of Sponsoring Supervisor: