

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, 2022

AP Block/Lot Nos.: _____

Zoning: _____

TO: Police Department
Joel Salmonson
Phone No. (415) 553-1115

Quad: _____

Record No.: _____

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 _.

PLEASE EMAIL YOUR RESPONSE by July 1, 2022, to:

Alisa Somera, Public Safety and Neighborhood Services Committee Clerk.

alisa.somera@sfgov.org ~ (415) 554-7711

Applicant name: Golden Stage Consulting, LLC

Business name: dba Oliva

Application address: 304 Clement Street
San Francisco, CA 94118

Applicant contact info: Samuel Ray, Colla & Ray LLP
sam@collaray.com ~ (415) 579-1413

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.)

City and County of San Francisco Board of Supervisors
c/o Clerk of the Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Rm 244
San Francisco, California 94102

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

MAY -6 AM 9:31

BY



May 3, 2022

**Re: Golden Stage Consulting, LLC d/b/a Olive - Liquor License "PCN" Request, Type 21,
Pending License 637262, 304 Clement Street, San Francisco, California 94118**

To the Clerk of the Board:

The purpose of this letter is to respectfully request that Golden Stage Consulting, LLC d/b/a Olive ("Olive") be placed on the Board's Calendar for Public Convenience and Necessity approval with regard to its transfer of California Department of Alcoholic Beverage Control Type 21 liquor license to 304 Clement Street in District 1.

Olive is a new and locally owned specialty grocer that will carry products from Turkey, the Middle East, and other Mediterranean countries. Olive also aspires to sell specialty liquors, beers, and wines from those regions. While the Inner Richmond is a large and diverse neighborhood, it is lacking in ethnic grocers that specialize in foods and beverages from the Mediterranean region. As such, approval of this license transfer will be beneficial to the distinctive and diverse character of the Inner Richmond and harmonious to the overall objectives of District 1 as a whole, both culturally and aesthetically.

Additionally, although alcoholic beverages are expected to comprise a minor fraction of Olive's sales and floor space, it is nonetheless necessary in order to provide its customers with a complete range of products. Thus, alcoholic beverages are a key element of Olive's business model. By ensuring a whole host of products, including alcoholic beverages, are readily available to customers at Olive, the public convenience of the neighborhood will be served.

Furthermore, diversity and small businesses are some of this City's greatest strengths. Olive is a locally owned small business that endeavors to carry and sell unique products that are not otherwise available in San Francisco. It is also important to note that Olive purchased this Type 21 license from a CVS store. Surely the benefit to public is greater now that the license will be operated by a small business offering diverse and unique products, rather than a generic box store.

As part of the ABC License transfer process, Olive has notified all residents within 500 feet of the building of its ABC application. Olive now seeks the Board of Supervisors' affirmative ruling that its application serves a public convenience and necessity of our City.

Please contact me to schedule a hearing date. I can be reached at 415-579-1413 or via email at sam@collaray.com. Thank you in advance for your time and consideration.

Very Truly Yours,

Samuel Ray
Samuel Ray
Colla & Ray LLP