

File No. 210853

Committee Item No. 2

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Comm: Public Safety & Neighborhood Services

Date: Sept. 9, 2021

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/Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

OTHER

- Police Department Response – March 18, 2021
- Planning Department Response – February 4, 2021
- Referral – February 1, 2021
- PC or N Request Letter – January 29, 2021
- _____

Prepared by: John Carroll

Date: Sept. 3, 2021

Prepared by: John Carroll

Date: _____

Prepared by: John Carroll

Date: _____

Customer Support
We support La Loma #7 Market Inc.
Alcoholic Beverage Sale in the store

Board of
Supervisors
File # 210853

Name:	Address:
JOSE GARCIA	2856 SAN BRUNO AV.
JOHANA ALVAREZ	415-286-47-20
Alejandro Orozco	323 Silliman St. 94134
Della Bautista	2958 San Bruno 94134
Rosa Gonzalez	576 Silliman st. 94134
Yurith Rico	3009 San Bruno Ave Unit A 94134
Mayra Romero	270 TOPEKA 94134
Edvardo Torres	1130 Guerrero st 94110
Salvador Goveida	756 Topeka st. 94134
Claudia Preciado	9845 San Bruno AVE.
Maíra Alborado	2879. San Bruno
Ramon Roman	251 Alabama st. 94110
Eriberto Lopez	552 Silver Ave. 94134
Inelda Santiago	726 21 th st. ST. 94110
Robert Hamilton	3691 Giraldo St. 94134
Josept Rangel	2156 Bacon 94134
Santiago Ramirez	756 BRUSSELS st 94134

Customer Support
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 Supervisors
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Name:

Address:

Name:	Address:
Zmy Perez	6458 Mission St. 94014
Raul Romero	2511 San Bruno Ave.
Jose Rosas	1326 Wayland st 94134
Raul Ramirez	1430 Silliman st. 94134
Josy CACERES	626 MISSION BAY Blvd N. SF CA 94158.
CIRILO RAMIREZ	2056 Mission St. 94110
Nicolas Sanchez	256 Giraldo st 94134
Maria Le Ruedas	5963 Brussels st. 94134
Leisa Calderon Rojas	3625 Bacon st. 94134
Rafael	1721 Yosemite Ave SF
Rogelio Alvarado	756 Silver Av. 94134
Julio Jaramillo	251 Wayland St. 94134
Anai Zarate	1757 San Bruno Av. 94134
Ernesto Gonzalez	1783 Church St 94131
Neftali Beristain	1695 25th st 94107

Customer Support
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Board of
 Supervisors

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Name:

Address:

Paloma Perez	Ave. San Bruno 1983
Angel Perez	1326 Silver Av. 94134
Anselmo Lopez	1859 Egberth Av. 94134
Odilon Aquino	1256 San Bruno Av. 94134
Norma Gonzalez	151 Wayland St 94134
Yolanda Garcia	136 Bacon St. 94134
Chrissy Pavera	147 Bacon St. 94134
Alex Hernandez	191 OAKRIDGE DR 94014
Julia	325. Silver av. 94134
Ling-mey	2701 San Bruno 94134
JESUS CANEDO	233 Silliman St 94134.
Jose Cruz	408 Amherst St. 94134
Jose Villa	2706 San Bruno AVE
Hiller Maizel	269 GIRARD ST. San Francisco, CA
Rena Casas	415 = 987-8165.2554. San Bruno - 94134
AGAPITO PEREZ	415 6 COVLAND 1201
Besar Anolino	Shofther 1559 ave 94134

From: [Carroll, John \(BOS\)](#)
To: [agustinmartinez66@yahoo.com](#); "[Lovett, Li \(BOS\)](#)"; [Beinart, Amy \(BOS\)](#); [Monge, Paul \(BOS\)](#); [Lerma, Santiago \(BOS\)](#)
Cc: [Alabanza, Analyn@ABC](#); [Rose.Meyer@ABC.ca.gov](#); [edgar.oropeza@sfgov.org](#); [CPC.Referrals](#); [Salmonson, Joel \(POL\)](#)
Subject: RE: Liquor License Transfer - 2695 San Bruno Avenue - La Loma Produce #7
Date: Wednesday, September 1, 2021 12:11:00 PM
Attachments: [image001.png](#)

Good afternoon,

The Police Department has completed their review of the subject public convenience or necessity request and has forwarded their recommendations. For your convenience, I have the review available from the link below:

[Police Department Response – September 1, 2021](#)

The Police Department's ALU is recommending approval with the following 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 ABC-253.

The Public Safety and Neighborhood Services Committee may schedule this hearing for a regular remote meeting on September 9, 2021.

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 210853](#)

Thanks for the review.

John Carroll

Assistant Clerk

Board of Supervisors

San Francisco City Hall, Room 244

San Francisco, CA 94102

(415) 554-4445

(VIRTUAL APPOINTMENTS) To schedule a virtual meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

Due to the current COVID-19 health emergency and the Shelter in Place Order, the Office of the Clerk of the Board is working remotely while providing complete access to the legislative process and our services.

 Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.



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 Gordon Mar
Supervisor Catherine Stefani
Supervisor Matt Haney

From: A/Lt. M. Sainez #139 *MSS #139*
Officer in Charge
ALU/Permits Unit 415-553-9550

Date: September 1, 2021

Subject: P.C.N. Investigation Regarding: La Loma #7, Inc.
DBA: LA LOMA PRODUCE #7
2695 San Bruno Ave.
San Francisco, CA. 94134-1506

La Loma Produce #7 has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 21 (Off-Sale General) license to be located at 2695 San Bruno Ave. (located Bacon St. and Burrows St.)

Hours of Operation:

7:00 am to 8:00 pm each day of the week.

Digest:

La Loma Produce would like to operate a Liquor store/Grocery to include Beer, Wine and Distilled Spirits sales, located at 2695 San Bruno Ave. If approved, this license will allow them to sell Off-Sale General.

Letters of Protest

1

Letters of Support

0

Police Calls for Service:

From June 2020 to June 2021

6 calls for service

Police Reports:

From June 2020 to June 2021

2 police reports

San Francisco Plot Information:

This premise is located in Plot: **382**

A High Crime area is defined as **84** or more police reports in a plot for the year of **2020**.

This plot had **62** police reports for **2020**, which is **22 lower** than the **Citywide "High Crime"** average

State Census Tract Information:

This premise is located in Census Tract: **257.02**

Population for this tract is: **4,665**

On-sale license authorized by census tract: **16**

Active on-sale licenses: 10 with 0 pending

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

Active off-sale licenses: 5 with 0 pending

Departmental Recommendation:

Points of consideration: **0**

No opposition from **Bayview Station**.

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

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

1 - Protest.

0 - Support

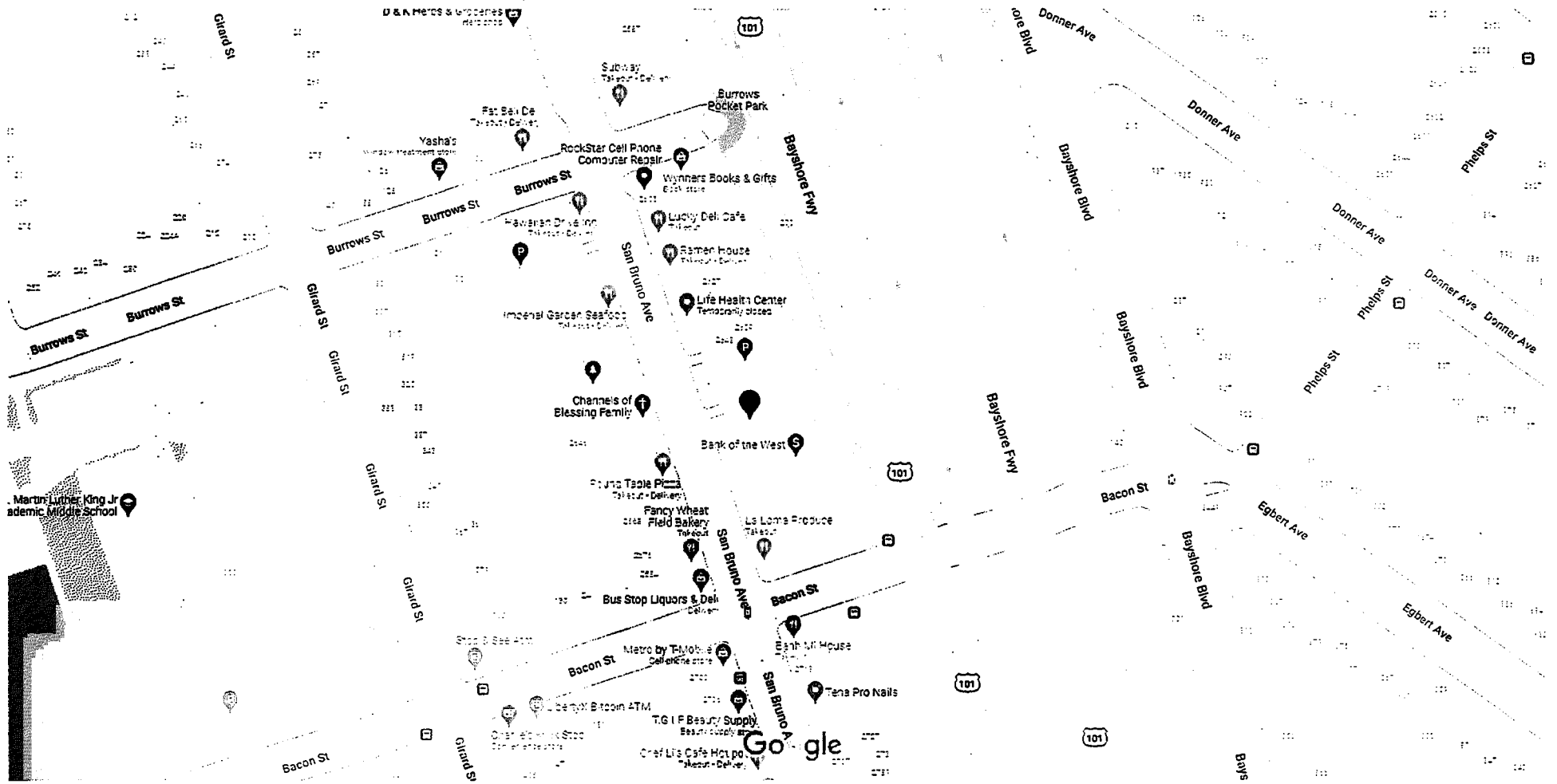
ALU Recommendation: **Approval with following conditions:**

Conditions for Type 21- Off-Sale General

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 ABC-253.

It should be noted that as of June 28, 2021 the applicant had agreed to the above listed recommended condition.

Google Maps 2659 San Bruno Ave



Map data ©2021 Google 50 ft

From: [Carroll, John \(BOS\)](#)
To: [Salmonson, Joel \(POL\)](#)
Cc: ["Lovett, Li \(BOS\)"; Beinart, Amy \(BOS\); Monge, Paul \(BOS\); Lerma, Santiago \(BOS\); "Alabanza, Analyn@ABC"; "Rose.Meyer@ABC.ca.gov"; "agustinmartinez66@yahoo.com"; "eugene.lau@sfgov.org"; "edgar.oropeza@sfgov.org"; CPC.Referrals](#)
Subject: RE: Liquor License Transfer - 2695 San Bruno Avenue - La Loma Produce #7
Date: Friday, August 6, 2021 4:08:00 PM
Attachments: [image001.png](#)

Good afternoon,

The Planning Department has completed their review of the subject application, and has forwarded their recommendation for approval. For your convenience, I have the review available from the link below:

[Planning Dept. Response - Received July 28, 2021](#)

The matter is now awaiting review by the Police Department's ALU.

After receiving review from the Police Department, 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 their consideration in the license matter.

The Public Safety and Neighborhood Services Committee may tentatively schedule this hearing for a regular remote meeting in September of 2021.

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 210853](#)

Thanks for the review.

John Carroll
Assistant Clerk

Board of Supervisors
San Francisco City Hall, Room 244
San Francisco, CA 94102
(415) 554-4445

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**LIQUOR LICENSE
PUBLIC CONVENIENCE OR
NECESSITY REFERRAL**

TO: Planning Department
Phone No. (415) 558-6371

DATE: July 21, 2021
AP Block/Lot Nos.: 5449/032
Zoning: San Bruno NCD 40-X
Quad: SE Planning Team
Record No.: 2021-007522MIS

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

Please submit your response within three weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in September of 2021.

PLEASE EMAIL YOUR RESPONSE BY August 6, 2021, to John Carroll,
Public Safety and Neighborhood Services Committee Clerk.
john.carroll@sfgov.org - Phone No: 554-4445

Applicant name: LA LOMA #7, INC.
Business name: La Loma Produce #7
Application address: 2695 SAN BRUNO AVE
San Francisco, CA 94134
Applicant contact info: Agustin J Martinez
(415) 515-2128
agustinmartinez66@yahoo.com

PLANNING REVIEW: Approval Denial

Planning Staff Contact: Edgar Oropeza edgar.oropeza@sfgov.org

Please print review comments on a trailing page.

POLICE REVIEW: Approval Denial

Please print review comments in a trailing report.

Recommend to approved with the following conditions:

- principally classified as a General Grocery, a Specialty Grocery,
- Gross Floor Area devoted to alcoholic beverages that is within the applicable accessory use limits for the use district in which it is located.
- o Pursuant to Planning Code Section 703, areas dedicated to alcoholic sales and displays are limited to no more than one-third of the total floor area occupied by the grocery store.

La Loma Produce #7
2695 San Bruno Avenue
San Francisco CA 94134
(415) 515-2138
agustinmartinez66@yahoo.com

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2021 JUL 19 PM 4:08

BY 

July 14, 2021

Board of Supervisors
1 Dr Carlton B Goodlett Pl #244
San Francisco CA 94102
(415) 554-5184

Dear Board of Supervisors,

My name is Agustin Martinez and I own La Loma Produce #7 with my wife Rosa Sandoval. We've operated our family business since 2003 along with our four children.

La Loma #7 is a family store where customers can get almost anything they need: ready-to-eat food in our taqueria, fresh meat from our butcher counter, baked goods made in-house, as well as grocery store staples such as fruits and vegetables. We also sell over-the-counter medicine, cooking equipment and other home goods.

During those years, we have built up a dedicated and diverse clientele. Though we specialize in Latin food and produce, we also service the multicultural Portola community -- for example, we offer Sing Tao Daily, a Chinese newspaper everyday and sell American groceries.

Having a liquor license would allow us to be even *more* of a one-stop shop for our customers. For the last 18 years, our regulars have asked us to carry alcoholic beverages in our store -- especially busy moms who like to get all their shopping done at one place. It makes them feel safe shopping in a family business that they've known for years and that is close to their home.

In the past year, we've been regarded as an essential business. Many people depended on us to get groceries and sanitization supplies. We worked really hard to keep up with the demand -- waiting in long lines at restaurant supply stores and even traveling to Los Angeles to restock on PPE. And despite mass layoffs in many industries, we were able to retain all sixteen of our employees during this busy and stressful time. The addition of a liquor license would allow us to create new jobs.

It has been an honor serving this community, especially during the last year. We hope that you will consider our application so that we can continue being a resource for Portola residents. Thank you for your time.

Best,

Agustin Martinez, owner



INFORMATION AND INSTRUCTIONS -

SECTION 23958.4 B&P

- Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.
- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
 - Part 2 is to be completed by the applicant, and returned to ABC.
 - Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

PART 1 - TO BE COMPLETED BY ABC

1. APPLICANT'S NAME La Loma #7, Inc

2. PREMISES ADDRESS (Street number and name, city, zip code) 2695 San Bruno Ave, San Francisco, CA 94134

3. LICENSE TYPE 21

4. TYPE OF BUSINESS

<input type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Hofbrau/Cafeteria	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Private Club
<input type="checkbox"/> Deli or Specialty Restaurant	<input type="checkbox"/> Comedy Club	<input type="checkbox"/> Night Club	<input type="checkbox"/> Veterans Club
<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Brew Pub	<input type="checkbox"/> Tavern: Beer	<input type="checkbox"/> Fraternal Club
<input type="checkbox"/> Bed & Breakfast:	<input type="checkbox"/> Theater	<input type="checkbox"/> Tavern: Beer & Wine	<input type="checkbox"/> Wine Tasting Room
<input type="checkbox"/> Wine only <input type="checkbox"/> All			
<input type="checkbox"/> Supermarket	<input type="checkbox"/> Membership Store	<input type="checkbox"/> Service Station	<input type="checkbox"/> Swap Meet/Flea Market
<input checked="" type="checkbox"/> Liquor Store	<input type="checkbox"/> Department Store	<input type="checkbox"/> Convenience Market	<input type="checkbox"/> Drive-in Dairy
<input type="checkbox"/> Drug/Variety Store	<input type="checkbox"/> Florist/Gift Shop	<input type="checkbox"/> Convenience Market w/Gasoline	
<input type="checkbox"/> Other - describe:			

5. COUNTY POPULATION 897,806

6. TOTAL NUMBER OF LICENSES IN COUNTY
 On-Sale Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY
1,171 On-Sale Off-Sale

8. CENSUS TRACT NUMBER 0257.02

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT
3 On-Sale Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT
5 On-Sale Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)
 Yes, the number of existing licenses exceeds the number allowed
 No, the number of existing licenses is lower than the number allowed

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?
 Yes (Go to Item #13) No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER 382

14. TOTAL NUMBER OF REPORTING DISTRICTS 654

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS 15,022

16. AVERAGE NO. OF OFFENSES PER DISTRICT 84.13

17. 120% OF AVERAGE NUMBER OF OFFENSES 100.8

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT 87

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)
 Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17
 No, the total number of offenses in the reporting district is lower than the total number in item #17

20. CHECK THE BOX THAT APPLIES (check only one box)
- a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.
 - b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.
 - c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name: Board of Supervisors

FOR DEPARTMENT USE ONLY
PREPARED BY (Name of Department Employee) BA 6/15/21

Agustin J Martinez

(415) 515-2128

agustinmartinez66@yahoo.com

La Loma #7 INC

2695 San Bruno Avenue

San Francisco CA 94134

Transfer license number 21-627362

Operation hours: 7am-8pm

Application submitted: By mail June 9, 2021

Requirements met: We displayed the announcement on the window sent by ABC and we sent letters throughout the neighborhood on June 28, 2021