

**From:** [Crayton, Monique \(BOS\)](#)  
**To:** [CPC.Referrals](#); [Erickson, Brandon \(POL\)](#); [Ciudad, Albern \(POL\)](#); [lo@themellowsf.com](#)  
**Cc:** [amarjit.tamber@abc.ca.gov](#); [Goff, David \(POL\)](#); [Dahl, Bryan \(BOS\)](#); [Ebadi, Mahanaz \(BOS\)](#); [Donovan, Dominica \(BOS\)](#); [Tam, Madison \(BOS\)](#); [Cooper, Raynell \(BOS\)](#); [Logan, Samantha \(BOS\)](#); [Macfie, William \(BOS\)](#)  
**Subject:** Liquor License Issuance - 1401 Haight Street - The Mellow SF - BOS File No. 260352  
**Date:** Friday, April 3, 2026 12:17:00 PM

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Greetings,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license issuance. I'm referring this matter to you for response via the following linked document:

[Referral Letter - Planning and Police Departments – April 3, 2026](#)

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

-

Board of Supervisors [File No. 260352](#)

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 May of 2026.**

**I request the Planning Department's response before April 15, 2026. 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

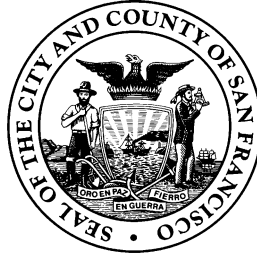
San Francisco, CA 94102

(415) 554-7750 | Fax: (415) 554-5163

[monique.crayton@sfgov.org](mailto:monique.crayton@sfgov.org) | [www.sfbos.org](http://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.

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

DATE: April 3, 2026

TO: Planning Department  
Attn: \_\_\_\_\_  
Phone No. \_\_\_\_\_

AP Block/Lot Nos.: 1244/001 Zoning: NCD  
– Haight Street Neighborhood  
Commercial

TO: Police Department  
Officer Brandon Erickson  
Phone No. (415) 837-7232

Quad: Dist 5 \_\_\_\_\_  
Record No.: 2026-002943MIS \_\_\_\_\_

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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 May of 2026.

**PLEASE EMAIL YOUR RESPONSE by April 15, 2026, to:**  
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.  
[monique.crayton@sfgov.org](mailto:monique.crayton@sfgov.org) ~ (415) 554-7750

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**Applicant name:** The Mellow LLC

**Business name:** The Mellow SF

**Application address:** 1401 Haight Street  
San Francisco, CA 94117

**Applicant contact info:** Lorena Cortez  
(805) 698-5252  
lo@themellowsf.com

**PLANNING REVIEW:**  **Approval**  **Denial**

Planning Staff Contact: Elizabeth Gordon Jonckheer  
(Please add comments on a trailing page.)

Recommend Approval for Type 90 license permitted in conjunction with music venue use.  
The subject property offers Live Limited Performances per PC Sec 703 within the Haight Street Zoning District and is considered a music entertainment facility. Type 90 Licenses are permitted in the Haight Street Alcohol Restricted Use SUD per PC Sec 781.9.

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

**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: **676361** Lorena Cortez  
Receipt Number: **3076323** 805.698.5252  
Geographical Code: **3800** lo@themellowsf.com  
Copies Mailed Date: **January 26, 2026**  
Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **THEMELLOW LLC** 1244/001  
Name of Business: **THE MELLOW SF** Dist 5  
Location of Business: **1401 HAIGHT STREET** NCD  
**SAN FRANCISCO, CA 94117** 2026-000788MIS

County **SAN FRANCISCO**

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

Mailing Address:(If different from premises address)

Type of license(s): **90** Dropping Partner: Yes\_\_\_ No X

Transferor's license/name:

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
90 - On-Sale General Music Venue	ORI	Y			
<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	ADD PRIMARY LICENSE TYPE	NA	0	01/26/26	\$19,840.00
Application Fee	FEDERAL FINGERPRINTS	NA	2	01/26/26	\$48.00
Application Fee	STATE FINGERPRINTS	NA	2	01/26/26	\$78.00
90 - On-Sale General Music Ven	ANNUAL FEE	P40	0	01/26/26	\$1,545.00
<b>Total</b>					<b>\$21,511.00</b>

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: January 26, 2026

Applicant Name(s)

**THEMELLOW LLC**

Recommend Approval for ABC - Type 90 license permitted in conjunction with music venue use. The subject property offers Live Limited Performances per PC Sec 703 within the Haight Street Zoning District and is considered a music entertainment facility. Type 90 Licenses are permitted in the Haight Street Alcohol Restricted Use SUD per PC Sec 781.9.

*Michelle Taylor*  
Michelle Taylor  
2/11/26

MD

# Letter of Public Convenience & Necessity

Re: 1401 Haight Street, San Francisco – Application for Type 90

3/27/2026

Clerk of the San Francisco Board of Supervisors

1 Dr. Carlton B. Goodlett Place, Room 244

San Francisco, CA 94102

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2026 APR 03 AM11:44

## 1. Purpose and Benefit

The Mellow SF respectfully requests a determination that issuing a Type 90 license at 1401 Haight Street will serve the public convenience and necessity. The license will allow limited, incidental alcohol service during our ticketed jazz performances, sustaining a valued cultural program and adding modest evening activation to the Haight Street commercial corridor.

## 2. About the Premises

- Current use: Coffee shop, plant and community retail space operating since 2021.
- Existing entertainment permit: Limited Live Performance (LLP) issued 2021.
- Occupancy: 49 persons maximum – no change proposed
- Construction: No remodel, expansion, or occupancy change is planned

## 3. Undue-Concentration Statement

1401 Haight Street is in Census Tract 016801. Granting a Type 90 will not add a standalone bar; alcohol service is restricted to the seated, ticketed music events already permitted under the LLP. The license therefore will not materially increase outlet density for general public premises in the tract.

#### 4. Public Convenience

- Cultural access – Over 280 live jazz sets presented annually, providing affordable arts experiences for residents and visitors.
- Economic vitality – Evening programming keeps storefront lights on, increases foot traffic, and supports neighboring merchants.
- Artist support – More than \$125,000 paid in performer fees last year, sustaining local and touring musicians.
- Employment – Seven part-time operations, management, bar and support positions will be added.
- Eyes on the street – Active use during evening hours enhances pedestrian safety on Haight Street.

#### 5. Neighborhood Compatibility and Controls

Category	Measures in Place
Hours	Alcohol sales 6 p.m. to 11 p.m., never later than 30 minutes after last set. No daytime sales.
Sound	Jazz ensembles only, minimal amplification, windows and doors closed. Interior acoustic panels installed.
Security	Trained staff on duty from 6 p.m. until close, exterior patrol every 30 minutes, no re-entry after 10 p.m., RBS-certified staff only.
Good-Neighbor Practices	Sidewalk sweep nightly, “please respect our neighbors” signage, no smoking or loitering in front, 24-hour manager phone posted.

#### 6. Community Outreach and Support

- ABC noticing – Public notice posted 02-03-2026 through 03-04-2026; 712 notice letters mailed 02-09-2026 to addresses within 500 ft.
- Results – ABC Inspector Mikhael De Los Santos confirmed zero protests or objections on 03-27-2026.

## 7. Responsible Beverage Service

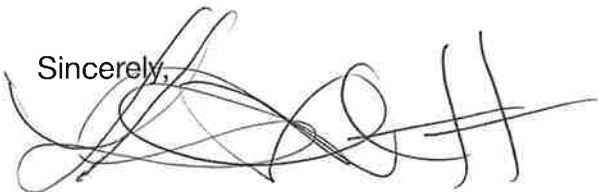
All managers and servers will complete ABC Responsible Beverage Service (RBS) training before the first day of alcohol service and maintain current certificates on site.

## 8. Conclusion

Our six-year track record shows no complaints or violations from SFPD Park Station, ABC, or the Entertainment Commission. With strict hours, professionally trained staff, sound controls, and a proven commitment to community programming, the requested Type 90 license will enhance public convenience without compromising neighborhood quiet enjoyment. We respectfully ask the Board to adopt findings in support of issuance.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lorena Cortez', written over a horizontal line.

Lorena Cortez

Owner / Applicant – The Mellow SF

1401 Haight Street, San Francisco CA 94117

(805) 698-5252 | lo@themellowsf.com

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STATE OF CALIFORNIA      County of SAN FRANCISCO

Date: January 26, 2026

Applicant Name(s)

**THEMELLOW LLC**

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BOARD OF SUPERVISORS  
SAN FRANCISCO  
2026 JAN 29 AM09:47**

