

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 11, 2025

TO: Planning Department
Attn: _____
Phone No. _____

AP Block/Lot Nos.: 6955/033
Zoning: NCD – Excelsior Outer
Mission Street Neighborhood
Commercial District – 65 A

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

Quad: Dist 11
Record No.: 2025-003073MIS

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 2025.

PLEASE EMAIL YOUR RESPONSE by April 18, 2025, to:

Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.
monique.crayton@sfgov.org ~ (415) 554-7750

Applicant name: El Chavo Supermercado Corp.

Business name: El Chavo Supermercado

Application address: 15 Ocean Avenue
San Francisco, CA 94112

Applicant contact info: Ismael Ahmed
(510) 575-1382
Ismaelahmed740@gmail.com

PLANNING REVIEW: ☒ Approval ☐ Denial

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

POLICE REVIEW: ☐ Approval ☐ Denial

(Please add comments in a trailing report.)

El Chavo Supermercado Corp.
15 Ocean Ave,
San Francisco, CA. 94112
510-575-1382
Ismaelahmed740@gmail.com

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2025 APR 09 AM10:22

04.07.2025

PUBLIC CONVENIENCE AND NECESSITY

To Clerk of the Board,

The purpose of this letter is to explain the operation of El Chavo Supermercado 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 April 03, 2025. We are hoping to serve the community every day from 7am to 9pm.

Although the premise is located in what the Department deems a high crime 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 Ocean Ave 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

El Chavo Supermercado Corp
15 Ocean Ave,
San Francisco, CA 94112

Plannings Conditions of Approval:

Recommend Approval: General grocery store use is permitted per PC Section 720. General grocery store use may provide beer, wine, and/or liquor sales for consumption off the premises with a California Alcoholic Beverage Control Board License type 20 (off-sale beer and wine) or type 21 (off-sale general) that occupy less than 15% of the Occupied Floor Area of the establishment (including all areas devoted to the display and sale of alcoholic beverages).

General Grocery, Specialty Grocery, and Liquor Store uses with off-sale alcohol licenses shall observe the following good neighbor policies:
Liquor establishments shall provide outside lighting in a manner sufficient to illuminate street and sidewalk areas and adjacent parking, as appropriate to maintain security, without disturbing area residences;

Advertisements in windows and clear doors are not permitted, and no more than 25% of the square footage of the windows and clear doors of liquor establishments shall bear signage of any sort, and all signage shall be placed and maintained in a manner that ensures that law enforcement personnel have a clear and unobstructed view of the interior of the premises, including the area in which the cash registers are maintained, from the exterior public sidewalk or entrance to the premises.

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE

ABC 211 (6/99)

Frances Barron

213-417-2353

frances@liquorlicense.com

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

File Number: **667836**
Receipt Number: **2983280**
Geographical Code: **3800**
Copies Mailed Date: **March 26, 2025**
Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO**First Owner: EL CHAVO SUPERMERCADO CORP****Name of Business: EL CHAVO SUPERMERCADO**

**Location of Business: 15 OCEAN AVE
SAN FRANCISCO, CA 94110**

County: SAN FRANCISCO**Is Premises inside city limits: Yes** **Census Tract:**

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

Type of license(s): 21 **Dropping Partner: Yes___ No_x****Transferor's license/name: 605647 / WHOLE FOODS MARKET CALIFORNIA INC**

<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	03/25/25	\$1,525.00
21 - Off-Sale General	ANNUAL FEE	NA	0	03/25/25	\$984.00
Total					\$2,509.00

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 24, 2025****Applicant Name(s)****EL CHAVO SUPERMERCADO CORP**

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2025 MAR 31 AM09:02



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 - 15 Ocean Ave - El Chavo Supermercado

Long Title or text listed:

Hearing to consider that the person-to-person, premise-to-premise transfer of a Type-21 off-sale general beer, wine, and distilled spirits liquor license to El Chavo Supermercado Corp, doing business as El Chavo Supermercado, located at 15 Ocean Avenue (District 11), will serve the public convenience or necessity of the City and County of San Francisco.

250374

Signature of Sponsoring Supervisor:

