

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: June 11, 2025

TO: Planning Department
Attn: _____
Phone No. _____

AP Block/Lot Nos.: 0228/024
Zoning: C-3-O - downtown- office – 75-
X

TO: Police Department
Sakher Ghanem
Phone No. (415) 553-1115

Quad: _____
Record No.: _____

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 July of 2025.

PLEASE EMAIL YOUR RESPONSE by June 20, 2025, to:
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.
monique.crayton@sfgov.org ~ (415) 554-7750

Applicant name: Barbary Coast Merchants, LLC

Business name: Amador Liquors and Wines

Application address: 550 Montgomery Street, 2nd Floor
San Francisco, CA 94111

Applicant contact info: Evan Krow
415-310-2751
ekrow@amadorclub.com

PLANNING REVIEW: ☒ Approval ☐ Denial

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

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



6/16/2025

Assistant Clerk of the Board of Supervisors
City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102

Re: BOS referral - Liquor License Public Convenience or Necessity Referral for Amador Liquors and Wines – 550 Montgomery Street., 2nd Floor, Planning Department Files No. 2025-005272MIS.

To Whom It May Concern:

The Planning Department is recommending approval of the attached ABC Type 21 (Off Sale General) at 550 Montgomery Street, 2nd Floor. Type 21 is permitted with retail use as a continuation of existing use in the C-3-O District, per PC 210.2.

If you have any questions related to Planning's evaluation, please contact me at honora.montano@sfgov.org.

Sincerely,

Honora Montano

Honora Montano (she/her), Planner
District 3, Current Planning Division

San Francisco Planning
49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103
Direct: 628.652.7402 | General Inquiries: pic@sfgov.org | www.sfplanning.org
[San Francisco Property Information Map](#) | [San Francisco Permit Center](#)

From: [Crayton, Monique \(BOS\)](#)
To: [CPC.Referrals](#); [Ghanem, Sakher \(POL\)](#); [ekrow@amadorclub.com](#)
Cc: [Ebadi, Mahanaz \(BOS\)](#); [Donovan, Dominica \(BOS\)](#); [Dahl, Bryan \(BOS\)](#); [Tam, Madison \(BOS\)](#); [Goff, David \(POL\)](#); [Bell, Tita \(BOS\)](#); [Lee, Amy \(BOS\)](#); [Nagano, Tomio \(BOS\)](#); [Andrews, Michelle \(BOS\)](#)
Subject: Liquor License Transfer - 550 Montgomery Street - Amador Liquors and Wines - BOS File No. 250666
Date: Wednesday, June 11, 2025 1:42:00 PM

Greetings,

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

[Referral Letter - Planning and Police Departments – June 11, 2025](#)

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

-

Board of Supervisors [File No. 250666](#)

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 July of 2025.

I request the Planning Department's response before June 20, 2025. 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](#)

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.

To: San Francisco Board of Supervisors

1 Dr. Carlton B. Goodlett Place
City Hall, Room 244
San Francisco, CA 94102

From: Barbary Coast Merchants, LLC
550 Montgomery Street, 2nd Floor
San Francisco, CA 94111

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BOARD OF SUPERVISORS
SAN FRANCISCO
2025 MAY 28 PM04:10



Barbary Coast Merchants LLC Main Address
550 Montgomery Street, 10th Floor
San Francisco, CA 94111

Evan Krow
415-310-2751
ekrow@amadorclub.com

License type 21 – moving from the 1st floor of 550 Montgomery Street to the 2nd floor.
Operation hours will be 10:00 AM to 7:00 PM
Application was filled December 2024
Posting and Mailing notifications were completed in January 2025

The 21 license has been on the first floor of 550 Montgomery for over 11 years. The space was host to the whisky and wine shop and other shops on that floor. The other shops have already moved to the second floor of the building. The space on the first floor will soon become a bar and lounge as part of the Amador Club.

We are looking to move the store (21 license) from the first floor to the second floor so that the Amador Club can use the space. The second floor currently has the other shops that used to be on the first floor which include B&B Menswear, 11th State Clothiers, LPC Custom Golf and Barber Joe Roberts.

Name: Evan Krow
Date: May 28th, 2025

Signed: _____



Department of Alcoholic Beverage Control
APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE
ABC 211 (6/99)

State of California

GR
Evan Kraw 415-310-2751

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

File Number: **665636**
Receipt Number: **2959968**
Geographical Code: **3800**
Copies Mailed Date: **December 20, 2024**
Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **BARBARY COAST MERCHANTS, LLC**

Name of Business: **AMADOR LIQUORS AND WINES**

Location of Business: **550 MONTGOMERY ST
2ND FLOOR
SAN FRANCISCO, CA 94111**

County **SAN FRANCISCO**

Is Premises inside city limits **Yes**

Census Tract:

Mailing Address:(If different
from
premises address) **550 MONTGOMERY ST
10TH FLR
SAN FRANCISCO, CA 94111**

Type of license(s): **21**

Dropping Partner: Yes___ No *P*

Transferor's license/name: **638604 / BARBARY COAST MERCHANTS, LLC**

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
21 - Off-Sale General	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	PREMISES TO PREMISES TRF	NA	0	12/20/24	\$920.00
			Total		\$920.00

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: **December 20, 2024**

Applicant Name(s)

BARBARY COAST MERCHANTS, LLC

Recommend approval of Type
21 License at 550 Montgomery
2nd Floor.

Honora Montano

6/16/2025

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2024 DEC 30 PM04:06
JA