

# REUBEN, JUNIUS & ROSE, LLP

John Kevlin  
jkevin@reubenlaw.com

July 16, 2025

**Delivered Via Messenger**

Ms. Angela Calvillo  
Clerk of the Board  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2025 JUL 17 PM 12:05



**Re: Liquor License "PCN" Request**  
**350 Bay Street**  
Our File No.: 8864.05

Dear Ms. Calvillo:

Our office represents Grocery Outlet ("**Grocery Outlet**"), the project sponsor of a grocery store at 350 Bay Street (the "**Property**"). Grocery Outlet has recently leased a tenant retail space at the Property and intends to establish a grocery store serving the North Beach neighborhood in a location that had previously been a Safeway grocery store which closed in 2023 (the "**Project**"). The addition of alcohol sales will help ensure the Project's long-term viability and provide the neighborhood with a convenient one-stop shop for food, household supplies, and beverages.

Grocery Outlet now seeks a type-21 off-sale general license from the California Department of Alcoholic Beverage Control ("**ABC**"). Grocery Outlet has filed an application with the ABC for license transfer of an existing license which had been obtained by CVS Pharmacy for their location at 1 Jefferson Street (previous License No. 21-543933) with a new License No. 669652. Due to the overconcentration of type-21 ABC licenses in this census tract and the Project's location in a high crime reporting district, Grocery Outlet must obtain a determination by the Board of Supervisors that the public convenience or necessity will be served by the issuance of the type-21 license for operations at 350 Bay Street. (See Form ABC-245 for the Project, attached.)

The Project will establish a Grocery Outlet to be locally owned and independently operated at the Property in a retail tenant space last occupied by a Safeway grocery store. Grocery Outlet would occupy an approximately 30,000 square foot tenant space within the Northpoint Center, a shopping mall in the North Beach neighborhood. The Project is anticipated to primarily serve local and Citywide residents in addition to tourists, as is typical of stores located in this area. Grocery Outlet would sell daily needs and desirable goods and services to neighborhood residents including hygienics (e.g. toilet paper, paper towels, soaks, etc.), fresh and local produce, fresh meats and deli products, organics, and some grab-and-go foods. Adding alcoholic beverages to the offerings of

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One Bush Street, Suite 600, San Francisco, CA 94104  
tel: 415-567-9000 | fax: 415-399-9480

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tel: 510-527-5589

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this proposed neighborhood market will serve the public convenience and necessity of the neighborhood by increasing the variety of goods offered at this location. Area workers and residents will have a new full-service grocery store that will provide a convenient shopping experience. The proposed hours of operation are 8 a.m. to 11 p.m. daily.

Grocery Outlet is committed to providing a much needed, full-service grocery store to the North Beach neighborhood. Grocery Outlet's tenant improvements will also include the installation of new security cameras covering the liquor aisles, check stands, lobbies, entrances, exits, and other areas within the store. Higher resolution cameras will be going in the liquor area. Additionally, as a locally owned and operated grocery store, the operator will be able to respond to any security issues that may come up. Although safety or security issues on the property are not anticipated, these measures will ensure that alcohol sales will not result in any negative impacts on the surrounding neighborhoods.

For the reasons outlined above, Grocery Outlet respectfully requests that this letter be forwarded to the Public Safety and Neighborhood Services Committee of the Board and that the Committee and the full Board of Supervisors make a determination under California Business & Professions Code Section 23958.4 that the public need or convenience would be served by the issuance of a type-21 off-sale general license to Grocery Outlet.

Please contact me at 415-567-9000 with any questions.

Very truly yours,

**REUBEN, JUNIUS & ROSE, LLP**

A handwritten signature in blue ink, appearing to read "John Kevlin", written over a horizontal line.

John Kevlin

Enclosures

**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**

Grocery Outlet, Inc.

**2. PREMISES ADDRESS (Street number and name, city, zip code)**

350 Bay St. San Francisco, CA 94133

**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 checked="" type="checkbox"/> Supermarket                 | <input type="checkbox"/> Membership Store  | <input type="checkbox"/> Service Station               | <input type="checkbox"/> Swap Meet/Flea Market |
| <input 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**

875010

**6. TOTAL NUMBER OF LICENSES IN COUNTY**☐ On-Sale ☐ Off-Sale**7. RATIO OF LICENSES TO POPULATION IN COUNTY**

1136

☐ On-Sale ☒ Off-Sale**8. CENSUS TRACT NUMBER**

101.01

**9. NO. OF LICENSES ALLOWED IN CENSUS TRACT**

1

☐ On-Sale ☒ Off-Sale**10. NO. OF LICENSES EXISTING IN CENSUS TRACT**

7

☐ 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**

110

**14. TOTAL NUMBER OF REPORTING DISTRICTS**

648

**15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS**

55745

**16. AVERAGE NO. OF OFFENSES PER DISTRICT**

86.02

**17. 120% OF AVERAGE NUMBER OF OFFENSES**

103.23

**18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT**

454

**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, an on-sale general (public premises) license, or an on-sale general music venue 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:

**FOR DEPARTMENT USE ONLY**

PREPARED BY (Name of Department Employee)

ROR

ABC-245 (rev. 03-23)

**APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE**

ABC 211 (6/99)

Mike Brewer

951-698-6868

mike@calabc.com

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

File Number: **669652**  
Receipt Number: **3007662**  
Geographical Code: **3800**  
Copies Mailed Date: **June 5, 2025**  
Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**First Owner: **GROCERY OUTLET INC**Name of Business: **GROCERY OUTLET**Location of Business: **350 BAY ST  
SAN FRANCISCO, CA 94133**County **SAN FRANCISCO**Is Premises inside city limits **No** Census Tract: **0101.01**Mailing Address:(If different  
from  
premises address) **5650 HOLLIST ST  
EMERYVILLE, CA 94608-2597**Type of license(s): **21** Dropping Partner: Yes\_\_\_ No xTransferor's license/name: **543933 / GARFIELD BEACH CVS LLC**

<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	06/05/25	\$1,525.00
21 - Off-Sale General	ANNUAL FEE	NA	0	06/05/25	\$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: **June 5, 2025**

Applicant Name(s)

**GROCERY OUTLET INC**

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