

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

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

**DATE:** May 13, 2024  
**AP Block/Lot Nos.:** 6596/017  
**Zoning:** NCD - Mission Bernal  
Neighborhood Commercial District  
**Quad:** \_\_\_\_\_  
**Record No.:** \_\_\_\_\_

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

---

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 June of 2024.

**PLEASE EMAIL YOUR RESPONSE by May 24, 2024, to:**  
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.  
[monique.crayton@sfgov.org](mailto:monique.crayton@sfgov.org) ~ (415) 554-7750

---

**Applicant name:** AYOB'S COMMUNITY MARKET CORP.  
**Business name:** EVERGREEN MARKET  
**Application address:** 3250 MISSION ST  
**Applicant contact info:** Ismael Ahmed  
510-575-1382  
Ismaelahmed740@gmail.com

**PLANNING REVIEW:**  Approval  Denial

Planning Staff Contact: \_\_\_\_\_  
(Please add comments on a trailing page.)

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

**From:** [Crayton, Monique \(BOS\)](#)  
**To:** [CPC.Referrals](#); [Froines, Andrew \(POL\)](#); [Ismaelahmed740@gmail.com](mailto:Ismaelahmed740@gmail.com)  
**Cc:** [Alabanza, Analyn@ABC](#); [amarjit.tamber@abc.ca.gov](mailto:amarjit.tamber@abc.ca.gov); [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#); [Logan, Sam \(BOS\)](#); [Ferrigno, Jennifer \(BOS\)](#); [Herrera, Ana \(BOS\)](#); [Chung Hagen, Sheila \(BOS\)](#); [Prager, Jackie \(BOS\)](#); [Carroll, John \(BOS\)](#)  
**Subject:** Liquor License Transfer - 3250 Mission Street - Evergreen Market- BOS File No. 240467  
**Date:** Monday, May 13, 2024 2:40:00 PM

---

Greetings,

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

- [Referral Letter - Planning and Police Departments – May 13, 2024](#)

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

- Board of Supervisors [File No. 240467](#)

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 June of 2024.**

**I request the Planning Department's response before May 24, 2024. 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.

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

2024 MAY -9 AM 10: 23

BY \_\_\_\_\_



Ayob's Community Market Corp.  
3250 Mission St,  
San Francisco, CA. 94110  
510-575-1382  
Ismaelahmed740@gmail.com

05.08.2024

**PUBLIC CONVENIENCE AND NECESSITY**

To Clerk of the Board,

The purpose of this letter is to explain the operation of Evergreen Supermarket 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 February 23, 2024. We are hoping to serve the community every day from 8am to 9pm.

Although the premise is located in what the Department deems an over-concentrated 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 Mission St 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

**Evergreen Market**  
3250 Mission St,  
San Francisco, CA 94110

*ISMAEL AHMED*

Department of Alcoholic Beverage Control  
**APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE**  
 ABC 211 (6.99)

State of California

JB

ISMAEL AHMED

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

File Number: **658277**      510 575 1382  
 Receipt Number: **2885334**  
 Geographical Code: **3800**  
 Copies Mailed Date: **April 18, 2024**  
 Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **AYOB'S COMMUNITY MARKET CORP.**

Name of Business: **EVERGREEN MARKET**

Location of Business: **3250 MISSION ST  
 SAN FRANCISCO, CA 94110**

County **SAN FRANCISCO**

Is Premises inside city limits **Yes**      Census Tract: **0253.00**

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

Type of license(s): **21**      Dropping Partner: Yes \_\_\_ No

Transferor's license/name: **204567 / AZAR, SIMON SHUKRY**

<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	04.18.24	\$1,470.00
21 - Off-Sale General	ANNUAL FEE	NA	0	04.18.24	\$949.00
Total					\$2,419.00

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: April 18, 2024

Applicant Name(s)

**AYOB'S COMMUNITY MARKET CORP.**

RECEIVED  
 BOARD OF SUPERVISORS  
 SAN FRANCISCO  
 2024 APR 24 AM 8:34  
 BY 

JB

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE

ABC 211 (6.99)

ISMAEL AHMED

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

File Number: 658277
Receipt Number: 2885334
Geographical Code: 3800
Copies Mailed Date: April 18, 2024
Issued Date: 510 575 1382

DISTRICT SERVING LOCATION: SAN FRANCISCO
First Owner: AYOB'S COMMUNITY MARKET CORP.
Name of Business: EVERGREEN MARKET
Location of Business: 3250 MISSION ST SAN FRANCISCO, CA 94110
County: SAN FRANCISCO
Is Premises inside city limits: Yes
Mailing Address: 2539 MISSION ST SAN FRANCISCO, CA 94110-2511
Type of license(s): 21
Transferor's license/name: 204567 / AZAR, SIMON SHUKRY

Table with columns: License Type, Transaction Type, Master, Secondary LT And Count, License Type, Transaction Description, Fee Code, Dup, Date, Fee. Includes application and annual fees totaling \$2,419.00.

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: April 18, 2024

Applicant Name(s)
AYOB'S COMMUNITY MARKET CORP.

Approved per Planning Code Sections 102, 740 and 249.60(1)(B) for transfer of Type 21 license from outside of district for accessory use to new non-formula retail grocery store...

Laura Ajello, Planner (628) 652-7353 Laura Ajello