

File No. 240467

Committee Item No. 3

Board Item No. 47

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Public Safety and Ngbh Services

Date: July 11, 2024

Board of Supervisors Meeting:

Date: July 23, 2024

#### Cmte Board

- |                          |                                     |  |
|--------------------------|-------------------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/>            | Motion                                       |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/> | <input type="checkbox"/>            | Ordinance                                    |
| <input type="checkbox"/> | <input type="checkbox"/>            | Legislative Digest                           |
| <input type="checkbox"/> | <input type="checkbox"/>            | Budget and Legislative Analyst Report        |
| <input type="checkbox"/> | <input type="checkbox"/>            | Youth Commission Report                      |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Introduction Form                            |
| <input type="checkbox"/> | <input type="checkbox"/>            | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/>            | MOU  |
| <input type="checkbox"/> | <input type="checkbox"/>            | Grant Information Form                       |
| <input type="checkbox"/> | <input type="checkbox"/>            | Grant Budget                                 |
| <input type="checkbox"/> | <input type="checkbox"/>            | Subcontract Budget                           |
| <input type="checkbox"/> | <input type="checkbox"/>            | Contract / DRAFT Mills Act Agreement         |
| <input type="checkbox"/> | <input type="checkbox"/>            | Form 126 – Ethics Commission                 |
| <input type="checkbox"/> | <input type="checkbox"/>            | Award Letter                                 |
| <input type="checkbox"/> | <input type="checkbox"/>            | Application                                  |
| <input type="checkbox"/> | <input type="checkbox"/>            | Public Correspondence                        |

#### OTHER

- |                                     |                                     |   |
|-------------------------------------|-------------------------------------|---|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Police Department Report – 052324</u>                |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Planning Department Review – 070124</u>              |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>PC or N Referral to Planning and Police – 051324</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>PC or N Request Letter – 051024</u>                  |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <u>Comment Ltrs</u>                                     |
| <input type="checkbox"/>            | <input type="checkbox"/>            | <u> </u>  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | <u> </u>  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | <u> </u>  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | <u> </u>  |

Prepared by: Monique Crayton

Date: July 5, 2024

Prepared by: Monique Crayton

Date: July 19, 2024

Prepared by:  

Date:

1 [Liquor License Transfer - 3250 Mission Street - Evergreen Market]

2  
3 **Resolution determining that the transfer of a Type-21 off-sale general beer, wine,**  
4 **and distilled spirits liquor license to Ayob's Community Market Corp., doing**  
5 **business as Evergreen Market, located at 3250 Mission Street (District 9), will**  
6 **serve the public convenience or necessity of the City and County of San**  
7 **Francisco, in accordance with California Business and Professions Code,**  
8 **Section 23958.4; and requesting that the California Department of Alcoholic**  
9 **Beverage Control impose conditions on the issuance of the license.**

10  
11 WHEREAS, Ayob's Community Market Corp, is seeking the transfer of a Type-21  
12 off-sale general beer, wine, and distilled spirits liquor license to do business as  
13 Evergreen Market, located at 3250 Mission Street (District 9); and

14 WHEREAS, The Planning Department has verified that the area is properly  
15 zoned and recommends approval; and

16 WHEREAS, The Police Department has filed 55 protests and 19 letters of  
17 support with the Department of Alcoholic Beverage Control under California Business  
18 and Professions Code, Section 24013, and recommends that the Department of  
19 Alcoholic Beverage Control issue the liquor license with conditions; and

20 WHEREAS, The conditions recommended by the Police Department are the  
21 following: 1) Petitioner(s) shall actively monitor the area under their control in an effort  
22 to prevent the loitering of persons on any property adjacent to the licensed premises as  
23 depicted on the ABC-253; 2) The petitioner(s) shall be responsible for maintaining free  
24 of litter the area adjacent to the premises over which they have control, as depicted on  
25

1 ABC-253; and 3) Sales, service and of alcoholic beverages shall be permitted between  
2 the hours of 08:00 am and 8:00 pm daily.; now, therefore, be it

3 RESOLVED, That in accordance with California Business and Professions Code,  
4 Section 23958.4, the Board of Supervisors of the City and County of San Francisco  
5 hereby determines that the transfer of a Type-21 off-sale general beer, wine, and  
6 distilled spirits liquor license to Ayob's Community Market Corp, doing business as  
7 Evergreen Market, located at 3250 Mission Street, will serve the public convenience or  
8 necessity of the City and County of San Francisco; and, be it

9 FURTHER RESOLVED, That the Board of Supervisors of the City and County of  
10 San Francisco hereby endorses and adopts the recommendations of the Police  
11 Department listed above and recommends that the Department of Alcoholic Beverage  
12 Control issue the license with those conditions.




San Francisco Police Department  
**ABC Liaison Unit**



Alcoholic Beverage License -  
*Public Convenience or  
Necessity Recommendation*

**To:** The San Francisco Board of Supervisors' Committee on Public Safety  
and Neighborhood Services

**Supervisor Catherine Stefani**  
**Supervisor Matt Dorsey**  
**Supervisor Joel Engardio**

**From:** Lt. Stephen Jonas #79   
Officer in Charge  
ALU/Permits Unit 415-553-9550

**Date:** May 23, 2024

**Subject:** P.C.N. Investigation Regarding: First Owner: Ayob's Community Market Corp.  
DBA: Evergreen Market  
3250 Mission St.  
San Francisco CA. 94110  
ABC File # 21-658277

Ayob's Community Market Corp., operating as "Evergreen Market", has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 21 (Off Sale General) license to be located at 3250 Mission St. (located between 29<sup>th</sup> St. and Tiffany St.)

**Hours of Operation:**

8am to 8pm each day of the week.

**Digest:**

"Ayob's Community Market Group." would like to operate a Supermarket to be located at 3250 Mission St. If approved, this license will allow them to sell Wine, Beer, and Distilled Spirits.

**Letters of Protest**

55

**Letters of Support**

0

**Police Calls for Service:**

From April 18, 2023 to April 18, 2024

**0 calls for service**

**Police Reports:**

From April 18, 2023 to April 18, 2024

**0 police reports**

**San Francisco Plot Information:**

This premise is located in Plot: **803a**

A High Crime area is defined as **103** or more police reports in a plot for the year of **2023**.

This plot had 81 police reports for **2023**, which is 22 **Lower** than the **Citywide “High Crime”** average.

**State Census Tract Information:**

This premise is located in Census Tract: **253.00**

Population for this tract is: **4,412**

On-sale license authorized by census tract: **15**

Active on-sale licenses: 50 with 0 pending

Off-sale licenses authorized by census tract: **3**

Active off-sale licenses: 8 with 0 pending

**Departmental Recommendation:**

Points of consideration: **4**

No opposition from **Ingleside Station**.

Applicant premise **is** located in a “**Low Crime**” area.

Applicant premise **is** located in a “**High Concentration**” area.

**0** - Protest.

**0** - Support

ALU Recommendation: **Approval with the condition:**

1. Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the ABC-253.
2. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control, as depicted on ABC-253.
3. Sales, service and of alcoholic beverages shall be permitted between the hours of 08:00 am and 8:00pm daily.



**From:** [Froines, Andrew \(POL\)](#)  
**To:** [Crayton, Monique \(BOS\)](#)  
**Subject:** Fw: AYOB'S COMMUNITY MARKET CORP 21-658277  
**Date:** Thursday, June 27, 2024 10:54:02 AM  
**Attachments:** [image001.png](#)

---

Ofc. Andrew Froines #2050  
SFPD Alcohol Liaison/Permit Unit  
1245 3<sup>rd</sup> St. 5<sup>th</sup> Floor  
(415) 837-7254

---

**From:** Bernardino, Joan@ABC <Joan.Bernardino@abc.ca.gov>  
**Sent:** Wednesday, June 26, 2024 6:54 PM  
**To:** Froines, Andrew (POL) <Andrew.Froines@sfgov.org>  
**Subject:** AYOB'S COMMUNITY MARKET CORP 21-658277

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hi Officer Andy,

The Department received the following support:

- 1 letter of support from Calle 24 Latino Cultural District.
- 19 letters of support from nearby residents.

Thanks,

Joan Bernardino  
Lic. Rep. II  
[joan.bernardino@abc.ca.gov](mailto:joan.bernardino@abc.ca.gov)  
(415) 356-6613 Desk  
(415) 356-6599 Fax





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. \_\_\_\_\_

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

**DATE:** May 13, 2024  
**AP Block/Lot Nos.:** 6596/017  
**Zoning:** NCD - Mission Bernal  
Neighborhood Commercial District  
**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 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](#)  
**Cc:** [Alabanza, Analyn@ABC](#); [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*

State of California – Alcoholic Beverage Control  
33 New Montgomery St., Suite 1230  
San Francisco, CA 94105

June 8, 2024

Re: Letter of Recommendation

Dear ABC,

We are residents of 642 Capp St. in San Francisco. We are writing this letter to support the PCN application of Ismael Ahmed, the owner Community Market DBA Evergreen Market.

We have lived next door to the Evergreen Market for 15 years. Since Ismael has taken ownership of the market, he has made vast improvements both inside and outside the market, including to ensure safety and cleanliness. As his next-door neighbor, we couldn't be more appreciative of all that he has done, which has improved our own standard of living.

Ismael has contributed to the neighborhood in many ways. First, he provides a clean, well-stocked market where we can always get the essential food and produce items, we need plus many unique food products that are difficult to find elsewhere. His food is fresh and high quality.

As importantly, Ismael is committed to the community. He is part of our community messaging group and has supported our efforts to make the community more livable. Whether its allowing us to use his parking lot for our block party, letting us hang a mural on his fence, donating food to our events, or simply engaging us as a neighbor, we appreciate him as one of the community.

Ismael and his improvements to the Evergreen Market have been a great addition to our neighborhood and we believe that he will be a great addition to improve any neighborhood.

Very truly yours,

Mark Butler & Kerry Hopkins  
Residents and Owners of 642 Capp St.

To whom it may concern,

I would like to add my name to the roster of neighbors in support of Ismael Ahmed (Ayob's Community Market DBA Evergreen Market) and his proposal. I live at 662 Capp Street, just four doors down from Evergreen's back parking lot. His market has been very convenient when I need some fresh produce in a pinch, and I've always found it clean and inviting. Also, Ismail has been a good neighbor, engaging with neighbors and supporting our local neighborhood initiatives. One example is offering the use of his market's back fence for a community mural. We could not ask for a better neighbor. I hope his new business is approved and he is afforded the opportunity to expand in the Mission.

Thanks,  
Jason Schlachet  
662 Capp Street

Dear members of the San Francisco Board of Supervisors, I am writing to express my committed support for my friend Ishmael Ahmed proposal to obtain a Liquor License for his new supermarket on Mission and 29<sup>th</sup> Streets.

I met Ishmael in 2021, when he took over ownership of Evergreen Market, on Mission and 21<sup>st</sup> Street. I've been a customer of that market since 2011 and I can't even remember the name of the previous owner.

Prior to Ishmael taking over, Evergreen Market was a run down, dirty and disorganized market. The previous employees looked sad and subdued. That has all changed under Ishmael management. Today, Evergreen Market is a nice, clean place with happy workers.

Ishmael took great care in spending time introducing himself to customers and asking us "what would we like to have at the market". He has always greeted me with a smile and so does his employees. I often bring out-of-town friends to shop at Evergreen, because of the customer care and because they carry quality Brazilian products at reasonable prices.

Ishmael has integrated in our Mission District community. He has extended credit, landed a hand, and given support to myself and others. He has helped make improvements to our neighborhood by allowing the neighbors to install a mural on his parking lot. He donated food and drinks to our neighborhood block party and allowed us to use his parking lot to bbq. Most recently we had an emergency at home and Ishmael delivered what we needed, himself, at our house on an extreme short notice.

Ishmael is our dear friend. He is responsible, caring, engaging, smart, and charismatic. He speaks Spanish in addition to English and his native language (Arabic). Being fluent in Spanish, in the Mission District is very crucial since our community predominantly speaks Spanish and a lot of people feel isolated when in a supermarket where there are no Spanish speakers.

For all the reasons above, I am confident that Ishmael will manage liquor sales at the new market with the same level of care he manages it at Evergreen Market.

Thank you for considering my support for Ishmael while making your decision.

Regards,

Monica Pereira

3120 21<sup>st</sup> Street, SF, CA 94110



To the members of the SF board of supervisors,

I am writing this letter of support for our friend Ismael, and his effort to get a liquor license in his proposed new location on mission and 29th st.

Since he took over the management of the Evergreen Market just a hundred yards from our home, he has continually made it better and better. It is cleaner and more organized and most importantly to me, just smells good instead of bad when i go in there.

He contributes the neighborhood in many other ways as well. I have personally witnessed him give opportunities to people that were struggling even when im pretty sure he did not need help or the extra labor cost. he lends credit for food when its questionable if he will ever get paid and has donated to and participated local charity events without any self-promotion. He even donated space for a beautiful mural that is enjoyed by everyone who passes that way.

It's not often that a store owner takes that much effort to weave himself into the community. Having once held a liquor license in the city myself, I know what it means to be a responsible owner who cares about his customers and his neighbors. Ismael gets my support and deserves your trust in this application process.

Kevin Dolan

3122 21st street

June 10, 2024

To Whom It May Concern:

This is a letter in support of Ismael Ahmed, owner of Ayob's Community Market DBA Evergreen Market, located at 2539 Mission St, San Francisco, CA 94110. I write to you not only as a neighbor and resident (I live at 619 Capp St; Mr. Ahmed's market has a rear parking lot which cars enter from Capp St, directly across the street from my home); I am also the neighborhood watch block captain for the 600 block of Capp St. It is with this background that I write this letter of strong support for Mr. Ahmed's plans to open a new market at 29<sup>th</sup> and Mission.

Evergreen Market is a wonderful asset to our local community, selling fresh fruits, vegetables and meats as well as a whole host of other pantry items. I can't tell you how many times I've needed a last-minute ingredient or two for dinner and it's been so convenient to go to Evergreen Market to get those items. What's more, his market sells a variety of Latin American products that are hard to find elsewhere, adding to the market's value and convenience, as I'm sure he'll do for the residents around Mission and 29<sup>th</sup> as well.

Beyond that, I can attest to the fact that Evergreen Market has never been any sort of nuisance to the community. Mr. Ahmed always keeps the market and the rear parking lot clean and secure, and we've never had any issues with customers loitering or causing other disturbances, either in the rear or front of Evergreen Market. On top of that, Mr. Ahmed is a member of our neighborhood watch group and has supported various neighborhood efforts to improve and keep the neighborhood safe and vibrant. For example, in 2023, neighbors collaborated with Mr. Ahmed (and a local SF school) to produce and install a mural on the 600 block of Capp St. Not only did Mr. Ahmed help financially support this venture, he allowed us to install the mural on the East facing side of Evergreen's parking lot fence. This mural has become a wonderful addition to our neighborhood, and it is now even included on Mission mural tours that take place through Precita Eyes and other organizations. On top of that, Mr. Ahmed allowed us to use his parking lot during our annual block party last year, which helped us keep the food, drinks and grill off street (a requirement of our permit with the city). Time and time again, Mr. Ahmed has been an invaluable asset to the neighborhood, and I would expect nothing less in the proposed new location on Mission and 29<sup>th</sup>.

On behalf of the residents of the 600 block of Capp, we strongly support Mr. Ahmed's new business venture on Mission and 29<sup>th</sup> St. The residents of that area will benefit greatly from the products Mr. Ahmed provides and will also be lucky to gain Mr. Ahmed as a neighbor, friend and member of their community. If you have any follow up questions, don't hesitate to reach out.

Best,



Emily Kurland

600 Block Captain and resident of Capp St

[ebkurland@gmail.com](mailto:ebkurland@gmail.com)

PCN – Board of Supervisors  
1 Dr Carlton B Goodlett Pl #244  
San Francisco, CA 94102  
June 10, 2024

Re: Letter of Recommendation

Dear Board of Supervisors,

I would like to write a letter of support for Ismael Ahmed (Ayob's Community Market DBA Evergreen Market) and his expansion.

I live directly behind Evergreen's back parking lot. His market has been very convenient when I need some fresh produce or meat, and I've always found it clean and safe. I have also found very niche products in this market that I am not able to find elsewhere.

Also, Ismael has been a good neighbor, engaging with neighbors and supporting our block programs. He tries his best to be a supportive business owner to his neighborhood by catering to their needs. Feel free to contact me at [feilopp@yahoo.com](mailto:feilopp@yahoo.com) With any concerns.

Thanks,  
Yezid Rincon  
Local Capp Resident

Nabeel Silmi  
3470 25th Street  
San Francisco, CA 94110  
Jun 11, 2024

Subject: Letter of Support for Evergreen Market at 3250 Mission

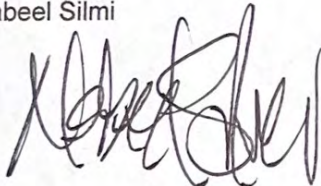
Dear Board of Supervisors,

My name is Nabeel Silmi. I live at 3470 25th Street and I work at 2544 Mission Street. I am writing this letter both as a resident of the Mission District and as a business owner.

I'd like to express my full support for the addition of Evergreen Market to our business/shopping thoroughfare along Mission Street.

In these trying economic times we should be encouraging small businesses and allowing them the opportunity to thrive in a market that faces the challenges of competing with online delivery and big box retailers. By allowing Evergreen Market the opportunity to attain all necessary permits in order to run a fully comprehensive business that serves all members of our community, it will be greatly beneficial to our neighborhood and city by offering an easily accessible location to the community, creating more jobs for those living in the neighborhood, and broadening our tax base.

Sincerely,  
Nabeel Silmi

A handwritten signature in black ink, appearing to read 'Nabeel Silmi', written in a cursive style.



6-18-24

To Whom it may Concern

My Name is Leticia Luna, a Resident of  
San Francisco I am Very familiar with Everybrians  
Market I own. 2575 Mission St it Been a  
Pleasure. Having The Market in The Same Block  
with the owner not only owning it But  
Running it which make a Big Difference  
I understand he is Trying To Go To  
Berkeley Height on Mission St I  
Know it would only Be a great asset  
To The community especially with banking  
I also own 3140 Mission St Down The  
Block

Thank You.

Leticia Luna  
415-786-2940

June 10, 2024

To Whom It May Concern:

This is a letter in support of Ismael Ahmed, owner of Ayob's Community Market DBA Evergreen Market, located at 2539 Mission St, San Francisco, CA 94110. I write to you not only as a neighbor and resident (I live at 619 Capp St; Mr. Ahmed's market has a rear parking lot which cars enter from Capp St, directly across the street from my home); I am also the neighborhood watch block captain for the 600 block of Capp St. It is with this background that I write this letter of strong support for Mr. Ahmed's plans to open a new market at 29<sup>th</sup> and Mission.

Evergreen Market is a wonderful asset to our local community, selling fresh fruits, vegetables and meats as well as a whole host of other pantry items. I can't tell you how many times I've needed a last-minute ingredient or two for dinner and it's been so convenient to go to Evergreen Market to get those items. What's more, his market sells a variety of Latin American products that are hard to find elsewhere, adding to the market's value and convenience, as I'm sure he'll do for the residents around Mission and 29<sup>th</sup> as well.

Beyond that, I can attest to the fact that Evergreen Market has never been any sort of nuisance to the community. Mr. Ahmed always keeps the market and the rear parking lot clean and secure, and we've never had any issues with customers loitering or causing other disturbances, either in the rear or front of Evergreen Market. On top of that, Mr. Ahmed is a member of our neighborhood watch group and has supported various neighborhood efforts to improve and keep the neighborhood safe and vibrant. For example, in 2023, neighbors collaborated with Mr. Ahmed (and a local SF school) to produce and install a mural on the 600 block of Capp St. Not only did Mr. Ahmed help financially support this venture, he allowed us to install the mural on the East facing side of Evergreen's parking lot fence. This mural has become a wonderful addition to our neighborhood, and it is now even included on Mission mural tours that take place through Precita Eyes and other organizations. On top of that, Mr. Ahmed allowed us to use his parking lot during our annual block party last year, which helped us keep the food, drinks and grill off street (a requirement of our permit with the city). Time and time again, Mr. Ahmed has been an invaluable asset to the neighborhood, and I would expect nothing less in the proposed new location on Mission and 29<sup>th</sup>.

On behalf of the residents of the 600 block of Capp, we strongly support Mr. Ahmed's new business venture on Mission and 29<sup>th</sup> St. The residents of that area will benefit greatly from the products Mr. Ahmed provides and will also be lucky to gain Mr. Ahmed as a neighbor, friend and member of their community. If you have any follow up questions, don't hesitate to reach out.

Best,



Emily Kurland

600 Block Captain and resident of Capp St

[ebkurland@gmail.com](mailto:ebkurland@gmail.com)





Dear California Department of Alcoholic Beverage Control,

I am writing to express my enthusiastic support for Evergreen's application for an ABC liquor license for their new location. As the Executive Director of Calle 24 Latino Cultural District, I have had the pleasure of witnessing Evergreen's positive impact on our community. I am confident that their expansion will continue to benefit our local area in numerous ways. Evergreen is a valued local produce store known for its commitment to providing high-quality, fresh, and locally sourced products. Their dedication to supporting local farmers and sustainable practices aligns with our mission at Calle 24 to promote cultural, economic, and social vitality within our community. By obtaining an ABC liquor license, Evergreen will be able to enhance its offerings, providing customers with a wider range of products, including carefully selected alcoholic beverages that complement its existing inventory.

The addition of an ABC liquor license at Evergreen's new location will not only diversify its product range but also contribute to the local economy. It will attract more customers, increase foot traffic, and support neighboring businesses. This is particularly important as we continue to recover from the economic challenges of the recent pandemic. Moreover, Evergreen has consistently demonstrated a strong commitment to responsible business practices and community engagement. They have actively participated in local events, supported community initiatives, and provided a welcoming space for residents to gather. I do not doubt that they will manage the sale of alcoholic beverages with the same level of care and responsibility that they apply to all their operations.

In conclusion, I strongly support Evergreen's application for an ABC liquor license for its new location. Their presence has been and will continue to be an asset to our community. I am confident that granting this license will enable Evergreen to further contribute to the vibrancy and economic health of our district. Thank you for considering this application. Please feel free to contact me if you require any further information.

Sincerely,

A handwritten signature in black ink, appearing to read "Susana Rojas", is written over the word "Sincerely,".

Susana Rojas  
Executive Director  
Calle 24 Latino Cultural District  
[susana@calle24sf.org](mailto:susana@calle24sf.org)  
(415) 518-9101

## 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 FRANCISCOFirst Owner: AYOB'S COMMUNITY MARKET CORP.Name of Business: EVERGREEN MARKETLocation of Business: 3250 MISSION ST  
SAN FRANCISCO, CA 94110County SAN FRANCISCOIs Premises inside city limits Yes Census Tract: 0253.00Mailing Address: (If different  
from  
premises address) 2539 MISSION ST  
SAN FRANCISCO, CA 94110-2511Type of license(s): 21 Dropping Partner: Yes      No XTransferor'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? NoHave you ever violated any provisions of the Alcoholic Beverage Control Act, or regulations of the  
Department pertaining to the Act? NoSTATE OF CALIFORNIA County of SAN FRANCISCODate: April 18, 2024

Applicant Name(s)

AYOB'S COMMUNITY MARKET CORP.

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



**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**

6596/017

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

Dist 9

Name of Business: **EVERGREEN MARKET**

Mission Bernal NCD

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

2024-003495MIS

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.

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 (change of use permitted  
 per permit number 202403198189). Pursuant to grocery store definition under the Planning Code, no  
 more than 15% of occupied floor area may be devoted to alcohol display and sales.

Laura Ajello, Planner (628) 652-7353

*Laura Ajello*

## 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 - 3250 Mission Street - Evergreen Market

Long Title or text listed:

Hearing to consider that the transfer of a Type-21 off-sale general beer, wine, and distilled spirits liquor license to Ayob's Community Market Corp., doing business as Evergreen Market, located at 3250 Mission Street (District 9), will serve the public convenience or necessity of the City and County of San Francisco.

240467

Signature of Sponsoring Supervisor:

