

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: September 27, 2024

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

AP Block/Lot Nos.: 0355/007  
Zoning: C-3-G- Downtown General  
80-X  
Quad: \_\_\_\_\_ Dist 6  
Record No.: 2024-008804MIS

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

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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 October of 2024.

**PLEASE EMAIL YOUR RESPONSE by October 9, 2024, to:**  
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.  
[monique.crayton@sfgov.org](mailto:monique.crayton@sfgov.org) ~ (415) 554-7750

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**Applicant name:** Club Allure Inc.

**Business name:** AJ's Bar

**Application address:** 1250 Market Street

**Applicant contact info:** AJ Syed  
415 205 9126  
ajcpa@hotmail.com

**PLANNING REVIEW:** ☒ Approval ☐ Denial

Planning Staff Contact: Vincent W. Page II | (628) 652-7396 | [vincent.w.page.ii@sfgov.org](mailto:vincent.w.page.ii@sfgov.org)  
(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 \(POL\)](#); [A J](#)  
**Cc:** [Alabanza, Analyn@ABC](#); [amarjit.tamber@abc.ca.gov](#); [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#); [Logan, Sam \(BOS\)](#); [Dahl, Bryan \(BOS\)](#); [Ebadi, Mahanaz \(BOS\)](#); [Owen, David \(BOS\)](#); [Tam, Madison \(BOS\)](#)  
**Subject:** Liquor License Issuance - 1250 Market Street - AJ's Bar - BOS File No. 240948  
**Date:** Friday, September 27, 2024 4:21:00 PM

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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 – September 27, 2024](#)

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

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Board of Supervisors [File No. 240948](#)

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 October of 2024.**

**I request the Planning Department's response before October 9, 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.

Board of Supervisors

09/16/2024

Hello,

I am a Certified Public Accountant (CPA) and I began my working career as a cashier at McDonalds. With limited resources and my starting salary was very small, I learned how to manage my life very efficiently. I incorporated this philosophy into my 16 years as the owner and manager of Club 93. Our most famous item was having free pizza for customers. This allowed customers not only to enjoy a free meal but also relax with their family or colleagues. Upon completion of our lease in July 2022, we started looking for a better location and a reasonable priced rent. I am very lucky to lease a property at 1250 Market Street, suite 101 as our new location and will be using DBA of AJ'S Bar. We are moving approximately a block away (from 93 9th street) and we will be in the same district.

The main reason of the move was because of the Illegal activities around the previous location and degradation condition of the building. Over the years we have followed the laws also made sure we do not allow any illegal activities in our premise. AJ'S bar will be following the 2010 pricing model since we are surprised to see that drinks cost around \$12 to \$25. Our house drinks and personal pan pizza will be costing around \$6 plus tax. We will be serving breakfast sandwiches for \$4 plus tax and coffee/tea for \$2 plus tax. With this pricing our business will be a necessity for middle class residents of San Francisco.

Proposed Hours of operations are as follows.

10. OPERATING HOURS:	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Opening Time	11:00 AM	07:00AM	07:00AM	07:00AM	07:00AM	07:00AM	07:00AM
Closing Time	10:00PM	12:00AM	12:00AM	12:00AM	01:45 AM	01:45 AM	01:45 AM

I was not aware that we must request permission to move the bar within the same district. Based on these rules I am requesting this meeting/permission. We have applied for license 48 transfer with ABC( Premise to premise) around September 22<sup>nd</sup> and posted the transfer sign on the premise on 09/09/2024.

Looking forward to any suggestions, input, and ideas.

Thank you,

AJ Syed

AJ's Bar

1250 Market Street, Suite 101

San Francisco CA 94102

415 205 9126

[aicpa@hotmail.com](mailto:aicpa@hotmail.com)

Re: PC or N determinations

SOS Number of Corp: C3105819

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2024 SEP 17 PM 2:36  
BY [Signature]

**APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE**

ABC 211 (6/99)

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

File Number: **661666**  
 Receipt Number: **2926157**  
 Geographical Code: **3800**  
 Copies Mailed Date: **August 26, 2024**  
 Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **CLUB ALLURE INC**  
 Name of Business: **AJ'S BAR**  
 Location of Business: **1250 MARKET ST  
 SUITE 101  
 SAN FRANCISCO, CA 94102**

County **SAN FRANCISCO**Is Premises inside city limits **Yes**

Census Tract:

Mailing Address:(If different  
 from  
 premises address) **1188 MISSION ST  
 APT 1609  
 SAN FRANCISCO, CA 94103**

Type of license(s): **48, 58**Dropping Partner: Yes ☐ No ☒Transferor's license/name: **473410 / CLUB ALLURE INC**

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>
48 - On-Sale General Public Premises	PRM	Y	58[ 1 ]
58 - Caterer Permit	PRM	N	

<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	08/26/24	\$920.00
Application Fee	FEDERAL FINGERPRINTS	NA	1	09/09/24	\$24.00
Application Fee	STATE FINGERPRINTS	NA	1	09/09/24	\$39.00
Total					\$983.00

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? **Yes**

STATE OF CALIFORNIA County of **SAN FRANCISCO**Date: **August 26, 2024**

Applicant Name(s)

**CLUB ALLURE INC**

Recommend approval for Type 48 and 58 ABC Licenses for a proposed Bar (d.b.a.  
 AJ's Bar). Bars are principally permitted within the C-3-G (Downtown General) zoning  
 districts pursuant to Planning Code Section 210.2.



Planning Department  
 Vincent W. Page II  
 vincent.w.page.ii@sfgov.org  
 (628) 652-7396



## Public Convenience or Necessity Determinations

### Issuance or Transfer of Certain Liquor Licenses in the City and County of San Francisco

#### California Business and Professions Code, Section 23958.4

**The Police Department  
may recommend  
conditions on the  
issuance of the liquor  
license.**

The San Francisco Police Department has an Alcoholic Beverage Control Liaison Unit ("ALU"). The ALU reviews all liquor licenses within the City and County of San Francisco. The ALU may recommend conditions on the issuance by the state ABC Office.

Police Code, Section 1298

**PC or N determinations  
are heard in Committee.**

PC or N determinations are heard in the Public Safety and Neighborhood Services Committee, and may be recommended as resolutions to the Board of Supervisors for adoption.

**The Board of  
Supervisors has 90  
days to act on  
PC or N requests.**

The Board should make its determination of public convenience or necessity by resolution within 90 days of the receipt of a valid request from the applicant. If the Board does not make a determination within the 90-day period, the state ABC Office may issue a license—if the applicant shows that PC or N would be served by the issuance.



## Public Convenience or Necessity Determinations

### Issuance or Transfer of Certain Liquor Licenses in the City and County of San Francisco

#### California Business and Professions Code, Section 23958.4

#### What to File:

To request a PC or N determination, an applicant must provide the following information by letter:

- 1) Applicant's name and contact information, including a daytime phone number and email address;
- 2) The name and address for the applicant's business;
- 3) The applicant's mailing address (if different from the above);
- 4) The license type the applicant is seeking from the California Department of Alcoholic Beverage Control, and whether the license will be a new issuance or a transfer of an existing license;
- 5) The proposed business hours of operation;
- 6) When and how the applicant filed the application for the liquor license with the California Department of Alcoholic Beverage Control;
- 7) When and how the applicant completed the noticing requirements for the liquor license, pursuant to state law; and
- 8) An explanation for how the license will serve the public convenience or necessity in the neighborhood and city-wide.

*NOTE 1: Applicants must first apply for a license with the California Department of Alcoholic Beverage Control, before requesting a determination of public convenience or necessity.*

*NOTE 2: The letter requesting a determination of public convenience or necessity must be signed by the applicant.*

RECEIVED  
CLERK OF SUPERVISOR  
SAN FRANCISCO  
2024 SEP 17 PM 2:35  
BY: [Signature]



## Public Convenience or Necessity Determinations

### Issuance or Transfer of Certain Liquor Licenses in the City and County of San Francisco

California Business and Professions Code,  
Section 23958.4

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**Where to File:**

Office of the Clerk of the Board of Supervisors:

- 1 Dr. Carlton B. Goodlett Place,  
City Hall, Room 244  
San Francisco, CA 94102
- (415) 554-5184