

**From:** [Crayton, Monique \(BOS\)](#)  
**To:** [CPC.Referrals](#); [Froines, Andrew \(POL\)](#); [luke@lukeslocal.com](mailto:luke@lukeslocal.com); [scott@lukeslocal.com](mailto:scott@lukeslocal.com); [abaird@bairdholdings.com](mailto:abaird@bairdholdings.com)  
**Cc:** [Alabanza, Analyn@ABC](mailto:Alabanza_Analyn@ABC); [amarjit.tamber@abc.ca.gov](mailto:amarjit.tamber@abc.ca.gov); [Ghanem, Sakher \(POL\)](#); [Goff, David \(POL\)](#); [Dahl, Bryan \(BOS\)](#); [Ebadi, Mahanaz \(BOS\)](#); [Donovan, Dominica \(BOS\)](#); [Tam, Madison \(BOS\)](#); [Farrah, Michael \(BOS\)](#); [Fieber, Jennifer \(BOS\)](#); [Hare, Emma \(BOS\)](#); [Low, Jen \(BOS\)](#)  
**Subject:** Liquor License Transfer - 1266 9th Avenue - Luke's Local - BOS File No. 250151  
**Date:** Wednesday, February 12, 2025 12:22:00 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 transfer. I'm referring this matter to you for response via the following linked document:

[Referral Letter - Planning and Police Departments – February 12, 2025](#)

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

- Board of Supervisors [File No. 250151](#)

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 March of 2025.**

**I request the Planning Department's response on or before February 21, 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](#)

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

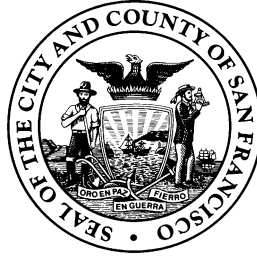
San Francisco, CA 94102

(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



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: February 12, 2025  
AP Block/Lot Nos.: 1742/043  
Zoning: NCD- Inner Sunset  
Neighborhood Commercial- 40-X

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

Quad: \_\_\_\_\_  
Record No.: \_\_\_\_\_

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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 March of 2025.

**PLEASE EMAIL YOUR RESPONSE by February 21, 2025**, 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:** Luke’s Local Inc.

**Business name:** Luke’s Local

**Application address:** 1266 9<sup>th</sup> Avenue

**Applicant contact info:** Scott  
[scott@lukeslocal.com](mailto:scott@lukeslocal.com)

Amanda Baird  
[abaird@bairdholdings.com](mailto:abaird@bairdholdings.com)  
415-299-2964

**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.)

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

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2025 FEB 05 PM 12:01

From: Luke's Local Inc.  
960 Cole St.  
San Francisco, CA 94117

1/28/25 RE: Letter of Public Convenience & Necessity – 1266 9th Ave. San Francisco, CA 94122

To whom it may concern,

Luke's Local Inc., in preparation for opening our fourth full-service grocery store within San Francisco at 1266 9th Ave., has requested a TYPE 21 Off-Sale General License. We are applying for a transfer of an existing license. Our application was submitted with the SF ABC office on 12/20/24. We notified neighbors and surrounding businesses by sending out the required ABC mailers on 1/28/25 and posted required signage at the premises on 1/24/25, which will remain up for the 30-day posting period. Our proposed business hours at 1266 9th Ave. will be 8am – 9pm, 7 days/wk.

Luke's Local is a full-service grocery store with our first neighborhood market in Cole Valley having been established in December of 2016, our second at 2190 Union St in Cow Hollow in November of 2020 and our third in North Beach in March of 2023. We offer a wide selection of affordable foods and grocery products, ready-made meals from our commissary kitchen, a full-service butcher and deli counter, local and organic produce, specialty cheese, and a grocery delivery service. Since the opening of our first neighborhood market we have become a hub for our community and a much-loved grocer within the Cole Valley, Cow Hollow, and most recently North Beach communities. We hope to do the same within the Inner Sunset community with the opening of our fourth location in May 2025 at 1266 9th Ave.

We currently offer a well curated selection of Wine, Beer, and Spirits at Cole, Union, and Green St. and hope to continue this offering at 1266 9th Ave. We are a family friendly business and encourage responsible behavior from our customers as well as staff. Our staff are trained to follow all applicable laws and guidelines regarding the sale and non-consumption of alcohol products in or around the store. If granted, we expect approximately 7% of revenue to come from Alcohol sales with the remaining 93% coming from food products and household goods.

We pride ourselves in offering both specialty as well as common grocery products and being a one-stop shop for our customers weekly grocery trips. We believe the convenience of being able to pick up your favorite bottle of wine along with a fresh baguette and prime cut of meat from our

butcher counter is vital to offering great service to our community. We recognize the high density of liquor licenses in the San Francisco area, but believe if approved for this license, we would act as a net positive within this new community by bringing new foot traffic to surrounding businesses and a full service grocery store that the community has requested and that is complementary to the existing offering.

We also seek to be a great neighbor within the community to both our business neighbors as well as adjacent residential neighbors. Our feedback from both businesses on the street as well as residential customers has been wonderful so far; everyone seems very excited to have a small business grocer coming in. We couldn't be more excited to be a part of this unique neighborhood and look forward to serving it for many years to come!

We thank you for your consideration of our application in this matter.

Sincerely,

Luke's Local Staff and Management

If you have any further question, feel free to reach out to: [luke@lukeslocal.com](mailto:luke@lukeslocal.com) & [scott@lukeslocal.com](mailto:scott@lukeslocal.com)

C: 415-633-6904

**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  
 Luke's Local, Inc.

2. PREMISES ADDRESS (Street number and name, city, zip code)  
 1266 9th Ave. San Francisco, CA 94122

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		

Supermarket

<input type="checkbox"/> Liquor Store	<input type="checkbox"/> Membership Store	<input type="checkbox"/> Service Station	<input type="checkbox"/> Swap Meet/Flea Market
<input type="checkbox"/> Drug/Variety Store	<input type="checkbox"/> Department Store	<input type="checkbox"/> Convenience Market	<input type="checkbox"/> Drive-in Dairy
<input type="checkbox"/> Other - describe:	<input type="checkbox"/> Florist/Gift Shop	<input type="checkbox"/> Convenience Market w/Gasoline	

5. COUNTY POPULATION  
 875010

6. TOTAL NUMBER OF LICENSES IN COUNTY

<input type="checkbox"/> On-Sale	<input type="checkbox"/> Off-Sale	293	<input type="checkbox"/> On-Sale	<input checked="" type="checkbox"/> Off-Sale
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7. RATIO OF LICENSES TO POPULATION IN COUNTY

8. CENSUS TRACT NUMBER  
 302.02

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

<input type="checkbox"/> On-Sale	<input checked="" type="checkbox"/> Off-Sale	6	<input type="checkbox"/> On-Sale	<input checked="" type="checkbox"/> Off-Sale
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10. NO. OF LICENSES EXISTING IN CENSUS TRACT

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  
 909

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  
 185

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

**PART 2 - TO BE COMPLETED BY THE APPLICANT (If box #20b is checked)**

21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in this area. You may attach a separate sheet or additional documentation, if desired. Do *not* proceed to Part 3.

see attached

22. APPLICANT SIGNATURE



Luke Chappell Oppenheim

23. DATE SIGNED

1/31/25

**PART 3 - TO BE COMPLETED BY LOCAL OFFICIALS (If box #20c is checked)**

The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e., an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance.

Please complete items #24 to #30 below and certify or affix an official seal, or attach a copy of the Council or Board resolution or a signed letter on official letterhead stating whether or not the issuance of the applied for license would serve as a public convenience or necessity.

24. WILL PUBLIC CONVENIENCE OR NECESSITY BE SERVED BY ISSUANCE OF THIS ALCOHOLIC BEVERAGE LICENSE?

Yes

No

See Attached (i.e., letter, resolution, etc.)

25. ADDITIONAL COMMENTS, IF DESIRED (may include reasons for approval or denial of public convenience or necessity):

26. CITY/COUNTY OFFICIAL NAME

27. CITY/COUNTY OFFICIAL TITLE

28. CITY/COUNTY OFFICIAL PHONE NUMBER

29. CITY/COUNTY OFFICIAL SIGNATURE

30. DATE SIGNED

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

State of California

*JB*

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

File Number: **665852**  
Receipt Number: **2961509**  
Geographical Code: **3800**  
Copies Mailed Date: **December 30, 2024**  
Issued Date:

*Amanda Baird*  
*415 299 2964*

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **LUKE'S LOCAL, INC.**  
Name of Business: **LUKE'S LOCAL**  
Location of Business: **1266 9TH AVE**  
**SAN FRANCISCO, CA 94122-2307**

County **SAN FRANCISCO**

Is Premises inside city limits **Yes** Census Tract: **0302.02**

Mailing Address:(If different from premises address) **960 COLE ST**  
**SAN FRANCISCO, CA 94117-4316**

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

Transferor's license/name: **589326 / SMART & FINAL STORES 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	12/30/24	\$1,470.00
21 - Off-Sale General	ANNUAL FEE	NA	0	12/30/24	\$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: **December 30, 2024**

Applicant Name(s)

**LUKE'S LOCAL, INC.**

*[Signature]*  
RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2025 JAN 17 PM03:28