REUBEN, JUNIUS & ROSE, LLP

John Kevlin
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July 16, 2025

Delivered Via Messenger

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

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

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

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.

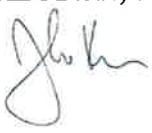
Grocery Outlet is committed to providing a much needed, full-service grocery store to the North Beach neighborhood. Grocery Outlet's tenant improvements will also include the installation of new security cameras covering the liquor aisles, check stands, lobbies, entrances, exits, and other areas within 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 do 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



John Kevlin

Enclosures

Department of Alcoholic Beverage Control

State of California
Gavin Newsom, Governor

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

[ ] Full Service Restaurant	[ ] Hofbrau/Cafeteria	[ ] Cocktail Lounge	[ ] Private Club
[ ] Deli or Specialty Restaurant	[ ] Comedy Club	[ ] Night Club	[ ] Veterans Club
[ ] Cafe/Coffee Shop	[ ] Brew Pub	[ ] Tavern: Beer	[ ] Fraternal Club
[ ] Bed & Breakfast:	[ ] Theater	[ ] Tavern: Beer & Wine	[ ] Wine Tasting Room
[ ] Wine only [ ] All			
[x] Supermarket	[ ] Membership Store	[ ] Service Station	[ ] Swap Meet/Flea Market
[ ] Liquor Store	[ ] Department Store	[ ] Convenience Market	[ ] Drive-in Dairy
[ ] Drug/Variety Store	[ ] Florist/Gift Shop	[ ] Convenience Market w/Gasoline	
[ ] Other - describe:			

5. COUNTY POPULATION	6. TOTAL NUMBER OF LICENSES IN COUNTY	7. RATIO OF LICENSES TO POPULATION IN COUNTY
875010	[ ] On-Sale [ ] Off-Sale	1136 [ ] On-Sale [x] Off-Sale
8. CENSUS TRACT NUMBER	**9. NO. OF LICENSES ALLOWED IN CENSUS TRACT**	**10. NO. OF LICENSES EXISTING IN CENSUS TRACT**
101.01	1 [ ] On-Sale [x] Off-Sale	7 [ ] On-Sale [x] 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?)

[x] 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?

[x] Yes (Go to Item #13) [ ] No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER	14. TOTAL NUMBER OF REPORTING DISTRICTS	15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS
110	648	55745
16. AVERAGE NO. OF OFFENSES PER DISTRICT	**17. 120% OF AVERAGE NUMBER OF OFFENSES**	**18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT**
86.02	103.23	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)

[x] 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 conjuction 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.

[x] 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

Department of Alcoholic Beverage Control

State of California

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__x

Transferor's license/name: **543933 / GARFIELD BEACH CVS LLC**

License Type	Transaction Type	Master	Secondary LT And Count
21 - Off-Sale General	PER/PRM	Y	

License Type	Transaction Description	Fee Code	Dup	Date	Fee
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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BOARD OF SUPERVISORS
SAN FRANCISCO
2025 JUN 09 AM09:21

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 - 350 Bay Street - Grocery Outlet

Long Title or text listed:

Hearing to consider that the person-to-person, premise-to-premise transfer of a Type-21 off-sale general beer, wine, and distilled spirits liquor license to Grocery Outlet Inc, doing business as Grocery Outlet, located at 350 Bay Street (District 3), will serve the public convenience or necessity of the City and County of San Francisco.

250793

Signature of Sponsoring Supervisor: Alisa Somera