




San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
*Public Convenience and
Necessity Recommendation*

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

Supervisor Eric Mar
Supervisor David Campos
Supervisor Julie Christensen

From: Lieutenant Dave Falzon 
Officer in Charge
ABC Liaison Unit (ALU) 553-1049

Date: March 4, 2015

Subject: P.C.N. Investigation Regarding: Esperanza Gudino
DBA: Golden State Market & Deli
4448 Mission Street
San Francisco, CA 94112
(415) 334-3344

M. Esperanza Gudino on behalf of Golden State Market and Deli has filed an application with the California Department of Alcoholic Beverage Control seeking a -Type 21 (Off-Sale General) License for 4448 Mission Street (located at the corner of Excelsior Street).

Hours of Operation:

Daily 7 a.m. - 1:30 a.m.

Digest:

Golden State Market and Deli was operating in at 298 Munich Street. Ms. Gudino found a new opportunity at 4448 Mission Street. Ms. Gudino will bring the same "neighborhood" approach, where she will operate a place to purchase groceries and a warm meal. Ms Gudino has invested into a roasting oven and full stove. If approved, this license will allow Golden State Market and Deli to sell off-sale Beer, Wine and Distilled Spirits.

Letters of Protest:

No Record

Letters of Support:

No Record

Police Calls for Service:

From January 2014 to January 2014

1/ Suspicious person

Police Reports:

From January 2014 to January 2014

0

San Francisco Plot Information:

This premise is located in Plot **881**

A High Crime area is defined as **99** or more police reports in a plot for the year of **2013**.

This plot had **142** police reports for **2013**, which is **99** over the **Citywide “High Crime”** average.

State Census Tract Information:

This premise is located in Census Tract **255**

Population for this tract is: **8471**

On-sale license authorized by census tract: **29**

Active on-sale licenses: **6** with **0** pending

Off-sale licenses authorized by census tract: **8**

Active off-sale licenses: **5** with **0** pending

Departmental Recommendation:

Points of consideration: 5- Corpus Christy Church/ The Mission Preparatory School/ Excelsior Branch Library/ The Boys and Girls Club of America/ SF Community Alternative School

No opposition from **Ingleside Station**

Applicant premise **is** located in a “high crime” area.

Applicant premise **is not** located in an “undue concentration” area.

0 - Record of protest.

0 - Record of support.

ALU Recommendation: **Approval with the following conditions**

Conditions for Type 21 (Off Sale General)

1. Sales of alcoholic beverages shall be permitted between the hours of 7:00 a.m. and 12:00 midnight Sunday through Thursday and 7:00 a.m. to 1:30 a.m. Friday and Saturday.
2. No more than 5% of the square footage of the public retail space (not including the storage area) of the premises will be used for the display of alcoholic beverages
3. The sale of distilled spirits in sizes smaller than 200 ml is strictly prohibited.
4. No malt beverage shall be sold with an alcoholic content great than 5.7% by volume, except for microbrews, craft brews, organic and specialty malt products sold under such designations as stout, porter, IPA, and ESB. This condition is intended to eliminate high alcohol, low-cost products that are frequently abused, but not prevent the sales of specialty and craft beer products.
5. Beer, malt beverages and wine coolers in containers larger than 32 oz. are strictly prohibited.
6. No beer or malt beverages shall be sold in quantities of less than the manufacturer pre-packaged four (4) packs per sale. No wine-coolers or beer coolers shall be sold in less than the manufacturer pre-packaged multi-unit quantities of four (4).
7. No wine shall be sold with an alcoholic content of great than 15% by volume except for “Dinner Wines” which have been aged two years or more and maintained in corked bottles.

8. Wine shall not be sold in bottles or containers smaller than 750 ml, unless sold in manufacturer pre-packaged multi-unit quantities.

End

FROM: PT00ALUB ISN: 1 ITIME: 02/26/2015 10:10:19
TO: PP00ALUZ OSN: 0 OTIME: 02/26/2015 10:10:19

Original Message

FROM: CABLE ISN: 18480 DATE: 02/26/15 TIME: 10:10:12 ADMIN MSG
TO: PT00ALUB OSN: 00000 DATE: 02/26/15 TIME: 10:10:17

S A N F R A N C I S C O P O L I C E D E P A R T M E N T
G E O G R A P H I C L O C A T I O N S Y S T E M

REQUESTED LOCATION => 4448 /MISSION /ST

TYPE => PREMISE ADDRESS

HOUSE NUMBER => 4448

STREET NAME => MISSION

STREET TYPE => STREET

STREET NUMBER => 1154

LOW HOUSE NUMBER => 0001

HIGH HOUSE NUMBER => 5990

HIGH HOUSE ON BLOCK => 4466

BLOCKFACE NUMBER => 17959

HIGH CROSS STREET => 0590

INTERSECTION NUMBER => 04717

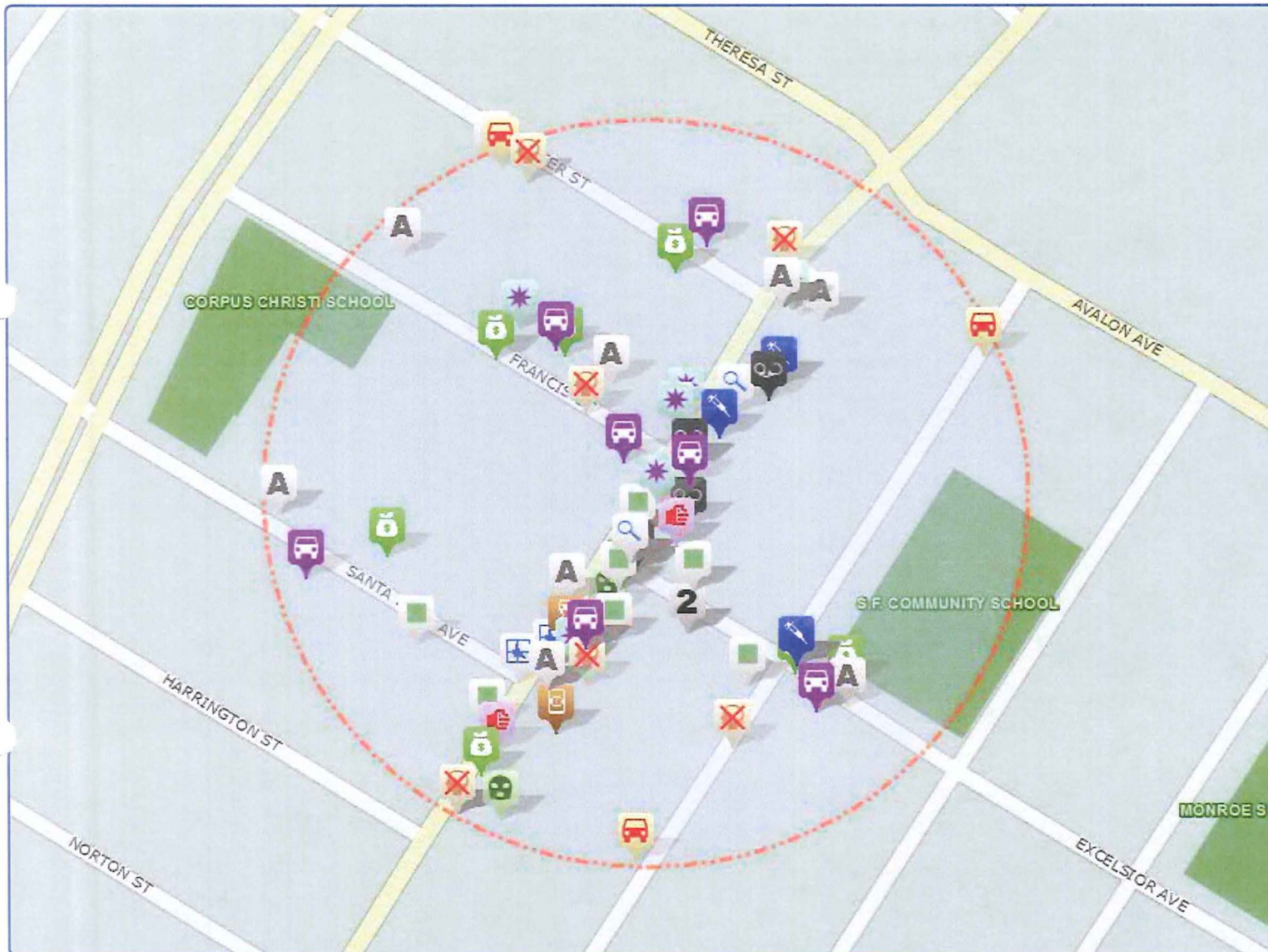
REPORTING AREA => 881

DISTRICT => INGLESIDE

CENSUS TRACT => 000255






















4448 Mission St
01/08/2014-01/08/2014

San Francisco Police Department 



Map Legend

Incidents (232)

-  Other Offenses (48)
-  Drug/Narcotic (29)
-  Warrants (28)
-  Warrants (27)
-  Larceny/Theft (16)
-  Assault (13)
-  Vandalism (11)
-  Vehicle Theft (10)
-  Non-Criminal (9)
-  Recovered Vehicle (7)
-  Robbery (7)
-  Weapon Laws (5)
-  Burglary (4)
-  Fraud (3)
-  Secondary Codes (3)
-  Missing Person (3)
-  D.U.I. (2)
-  Sex Offenses, Forcible (2)
-  Drunkenness (2)
-  Kidnapping (2)
-  Liquor Laws (1)

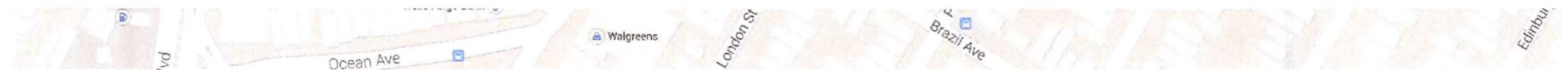
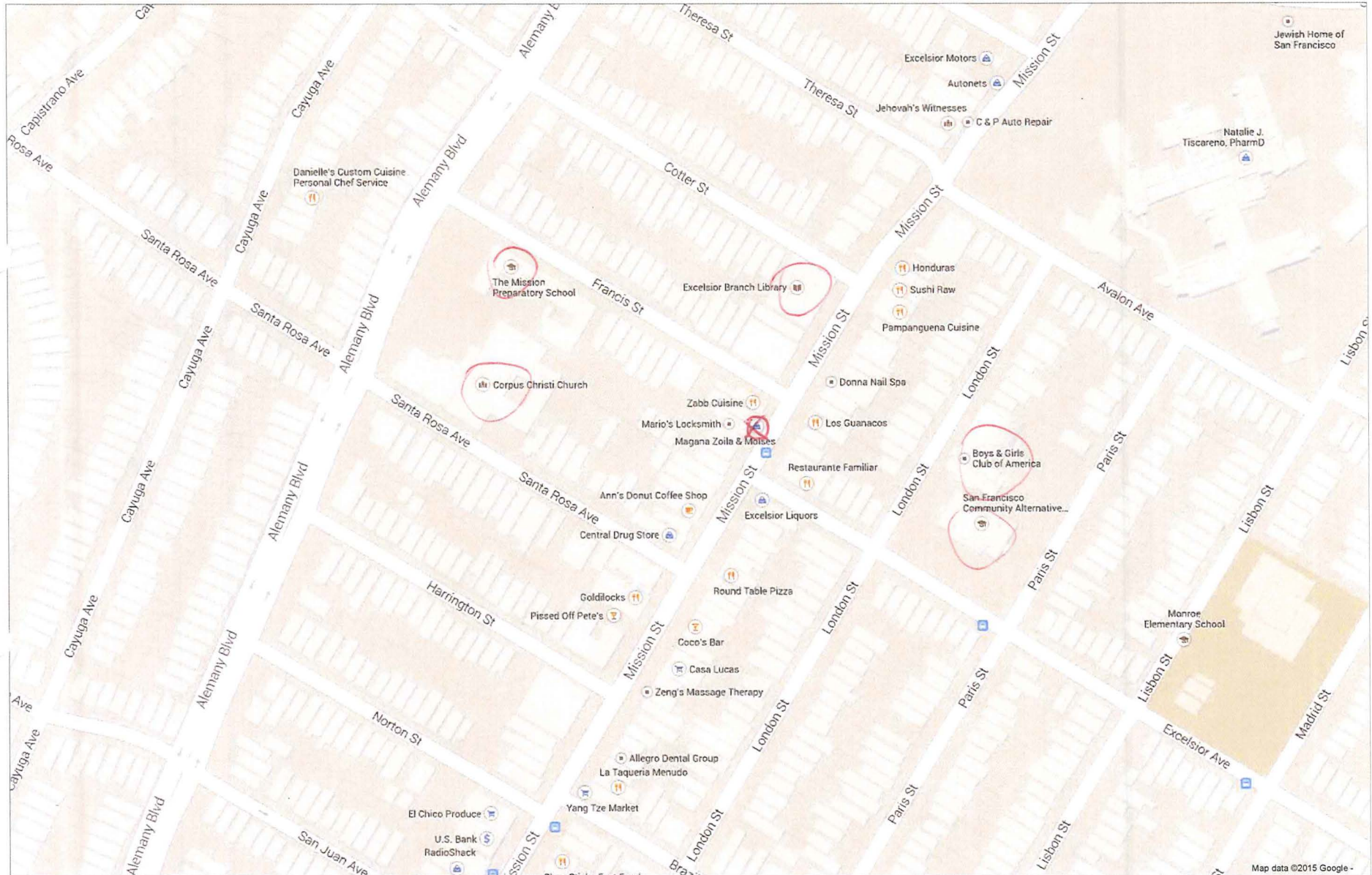
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WARNING: This map does not meet the national map accuracy standards.

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