

LIQUOR LICENSE REVIEW

TO: Planning Department
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: (415) 558-6409

File: 160836

TO: Police Department
Inspector Nelly Gordon
Phone: (415) 837-7273

DATE: July 25, 2016

This item is tentatively scheduled to be heard in four to six weeks.

PLEASE EMAIL YOUR RESPONSE BY: August 31, 2016, to Erica Major, Public Safety and Neighborhood Services Committee Clerk.

Erica.Major@sfgov.org - Fax No: 554-7771

Applicant Name: Najwa Corporation
Alimento
and Business Name: (507 Columbus Avenue)
Applicant Address: 507 Columbus Avenue
San Francisco, CA 94107
and Phone No. (415) 609-2793

PLANNING COMMENTS: Approval Denial

POLICE COMMENTS: Approval Denial

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

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BY

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Re: Liquor License Request – Alimento
Najwa Corporation dba Alimento, 507 Columbus Ave, San Francisco, CA, 94107

Dear Deputy Clerk:

The purpose of this letter is to respectfully request to be placed on the Board's calendar for Public Convenience and Necessity approval with regard to our pending application to transfer an existing Type-21 ABC license from San Francisco News and Gifts, 350 California St, San Francisco, CA 94104 to Alimento, 507 Columbus Ave, San Francisco, CA, 94107.

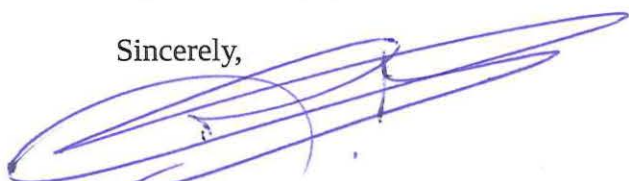
Our company, Najwa Corporation, operates two long-established off-sale sites – Coit Liquors and Alimento. We are currently applying for a Type-21 license to be transferred from SF News and Gifts to Alimento.

Alimento is a delicatessen that serves sandwiches, gelato, and other foods as well as non-alcoholic beverages and beer and wine. We are located along the busy Columbus Avenue corridor in the North Beach neighborhood of San Francisco. The purpose of this license transfer is to give our customers a better and more convenient selection of beverages at their request. The Najwa Corporation has been in the business of selling alcohol-related products for almost 9 years and has done so in a manner that is safe and not a nuisance to the local community. We are very diligent and vigilant to ensure the safety of our employees and customers and to comply to the laws under which we must operate. Our employees will oversee the premises to prevent loitering and any instances of drinking in public or over-intoxication. Any and all incidents or infractions will be immediately reported to local law enforcement. Approval of this PCN request will provide nearby residents, visitors, and workers with a convenient location to purchase alcoholic and non-alcoholic beverages to compliment the high-quality food items that they are used to getting from us. We feel this would be a great addition to the high-traffic area in which we operate and be a great compliment to the existing businesses in this area.

As part of the license transfer process, every resident within 500 feet of the address was informed of our proposed license change. All protests received by the ABC pertaining to the license transfer were addressed and have been withdrawn. We seek the Board of Supervisor's affirmative ruling that our application serves the public convenience and necessity of our City.

If you have any questions, please call me at 415-609-2793 for approval to proceed with Alimento.

Sincerely,



Shadi Zughayar
President, Najwa Corporation

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