

LIQUOR LICENSE REVIEW

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

File: 150520

TO: Police Department
Lieutenant Dave Falzon
Inspector Nelly Gordon
Fax No.: 553-1463

DATE: May 18, 2015

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

PLEASE EMAIL YOUR RESPONSE BY: June 22, 2015, to Derek Evans, Clerk,
Public Safety and Neighborhood Services Committee.

Derek.Evans@sfgov.org - Fax No: 554-7714

Applicant Name: Beth Aboulaflia
and Business Name: Target Express
(1830 Ocean Avenue)

Applicant Address: 260 California Street, Suite 700
San Francisco, CA 94111
and Phone No. (415) 362-1215

PLANNING COMMENTS: Approval Denial

POLICE COMMENTS: Approval Denial

Bos 11, 003,
CP/22

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO



260 CALIFORNIA STREET, SUITE 700 SAN FRANCISCO, CA 94111 TEL: 415.362.1215 FAX: 415.362.1494

11 SEP 14 11:53

ll

May 14, 2015

By Hand Delivery

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

Re: Request for Resolution of Public Convenience or Necessity
Target Corporation, dba Target Express
1830 Ocean Ave., San Francisco 94112

Dear Ms. Calvillo:

Target Corporation ("Target") has applied to the Department of Alcoholic Beverage Control for a Type 21 Off-Sale General license at the new Target Express store opening this fall in the Balboa Park neighborhood. Because the new store is located in a census tract that has an "undue concentration" of off-sale licenses under Section 23958.4 of the Business and Professions Code, Target is requesting a determination by the Board of Supervisors that public convenience or necessity will be served by issuance of the license.

Target has applied for a person-to-person, premises-to-premises transfer of an existing Type 21 license to its new store location at the northwest corner of Ocean Ave. and Dorado Terrace. The new 17,000 square-foot store will employ approximately 50 team members. The proposed store hours are 7am – 11pm, with extended store hours during the holiday season.

The new store will be second Target Express store in San Francisco. The first Target Express, at the corner of Bush and Montgomery, opened in March. The new smaller-format Target Express stores offer everyday essentials in a convenient and accessible format. The new Target Express, located in the small-scale commercial district along Ocean Ave., with easy access to BART and MUNI, will provide office workers, local residents and shoppers, convenient access to everyday essentials. The new store will offer a selection of grocery products including produce, dairy, frozen foods, snacks and beverages. The store will also offer items from Target's home, beauty and electronics departments, including selections from Target's own brands, as well as a pharmacy and a Starbucks.

Along with its grocery and food offerings, Target would like to be able to offer customers the ability to purchase alcoholic beverages. While alcoholic beverages will be only a small component of the overall product mix, the ability to purchase alcoholic beverages along with food items is a convenience shoppers expect. Having the ability to sell alcoholic beverages will allow Target to provide its customers with the convenience of one-stop shopping. Additionally, the two San Francisco CityTargets and the new Target Express on Bush St. all sell alcoholic beverages; it is a product customers expect to be able to purchase at Target.

Angela Calvillo
Clerk of the Board
May 14, 2015
Page 2

For these reasons, we respectfully request that the Board of Supervisors make a finding that issuance of the Type 21 license will serve public convenience or necessity. If you have any questions about Target Express' proposed operations, please do not hesitate to call me.

Sincerely,

A handwritten signature in cursive script that reads "Beth Aboulafia".

Beth Aboulafia