



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: June 1, 2015

Subject: P.C.N. Investigation Regarding: Target Corporation
DBA: Target Express- T3203
1830 Ocean Ave.
Beth Aboulafia
(415) 362-1215

Ms. Beth Aboulafia on behalf of Target Corporation has filed an application with the California Department of Alcoholic Beverage Control seeking a -Type 21 (Off-Sale General) License for 1830 Ocean Ave. (located between Dorado Terrace and Keystone Way).

Hours of Operation:

Daily 7 a.m.-11 p.m.

Digest:

Target Corp is introducing a new format to their existing presence in San Francisco. Target currently operates in the south of market at the Metreon, in the Richmond District in the old Mervyn's location and a Target Express in the Downtown area at 225 Bush Street. Target is opening a second Target Express format in the Taraval District. This is a smaller store with a more "neighborhood" approach to consumer needs similar to that of other national chain pharmacy retailers throughout the City. If approved, this license will allow Target Express to sell off-sale Beer, Wine and Distilled Spirits.

Letters of Protest:

No Record

Letters of Support:

No Record

Police Calls for Service:

From December 2013 to December 2014

2- Homeless related, Auto Boost related

Police Reports:

From December 2013 to December 2014

0

San Francisco Plot Information:

This premise is located in Plot **833**

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

This plot had **70** police reports for **2013**, which is **29** less than the **Citywide “High Crime”** average.

State Census Tract Information:

This premise is located in Census Tract 310.00

Population for this tract is: **3,494**

On-sale license authorized by census tract: **12**

Active on-sale licenses: **7** with **0** pending

Off-sale licenses authorized by census tract: **3**

Active off-sale licenses: **3** with **1** pending

Departmental Recommendation:

Points of consideration: 2

No opposition from **Taraval Station**

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

Applicant premise **is** 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)

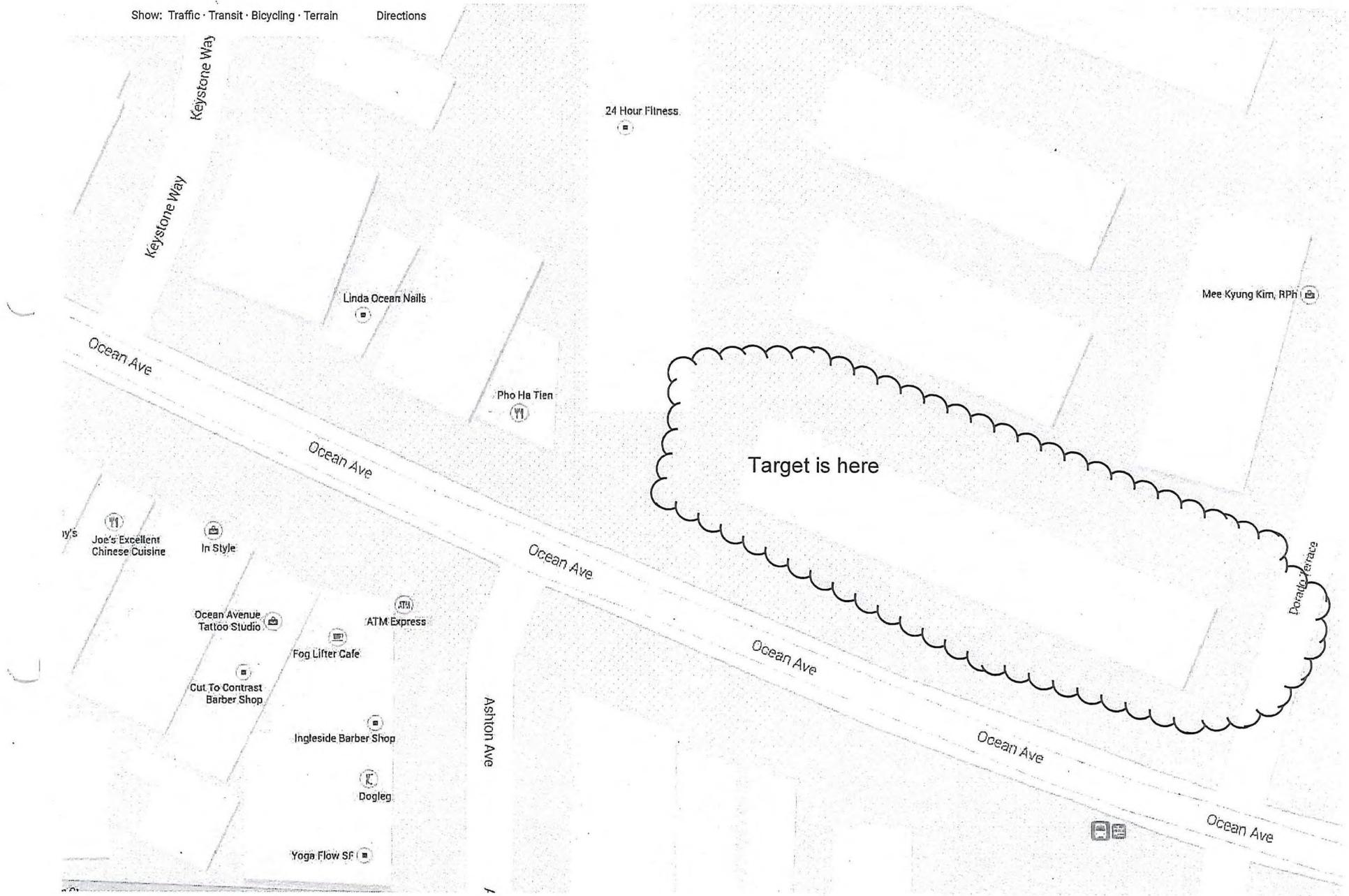
1. Sales of alcoholic beverages shall be permitted between the hours of 7:00 a.m. and 11:00 p.m. daily, except from Thanksgiving Day to New Year’s Day, sales of alcoholic beverages shall be permitted from 6:00 a.m. to 12:00 a.m. (midnight).
2. No more than 5% of the square footage of the public retail 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 375 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 six (6) per sale with the exception of wine coolers. Beer coolers which may be sold in manufacturer pre-packaged multi-unit quantities of four (4) or more.
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.
9. The sale, service and consumption of powder alcohol or like non-liquid alcoholic beverage based product is prohibited.

End

Incident Nc CAD	Incident Ty Reported	Call Type	District	Priority	Address
1.43E+08	SUSP HOM	#####	915 Taraval	C	1830 OCEAN AV
1.5E+08	AUTO BOO	#####	852 Taraval	B	1830 OCEAN AV

Show: Traffic · Transit · Bicycling · Terrain Directions



1844 Ocean Ave
San Francisco, California

Street View - Sep 2014

