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January 22, 2021

VIA FEDERAL EXPRESS

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

Re: Request for Public Convenience or Necessity Determination
For Bloomingdale's, Inc. Pending Type 21 License Application

Dear Sir/Madam:

Our office is assisting our client, Bloomingdale's, Inc. the their pending Type 21 Off-Sale General permit application with the California Department of Alcoholic Beverage Control ("CA ABC"). The CA ABC has requested that we contact your office for a Public Convenience or Necessity Determination for their pending application. In accordance with the San Francisco Public Necessity Process guidelines provided by your office, please review the following information:

Applicant: Bloomingdale's, Inc.

Contact for Applicant: Jaclyn Hirschfeld Alpizar, Esq.
(813) 273-5074
jaclyn.alpizar@gray-robinson.com

Premises Address: 845 Market Street, 1st Floor, San Francisco, CA 94103

Applicant Mailing Address: 145 Progress Place Attn: Acctg Serv. Business License,
Springdale, OH 45246

ABC License Type: 21 Off-Sale General (Package Store)
(Transfer of Existing License / Purchased)

Proposed Business Hours: Monday – Sunday, 10:00 a.m. – 9:00 p.m.

ABC Application Status Date: March 16, 2020

Notice Requirements: (1) Notice of Posting at premises to be licensed on October 9, 2020
(ABC-293)

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BY [Signature]

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- (2) Declaration of Service by Mail (ABC-207F) sent to all residents of real property within 500 ft. of premises to be licensed on October 12, 2020
- (3) Notice of Intended Transfer (ABC-227) recorded with San Francisco Assessor-Recorder December 2, 2019

Public Convenience or Necessity Information for pending license application:

Bloomingtondale's was founded in 1861, and the San Francisco location serves as its West Coast flagship location. Bloomingtondale's prides itself on providing a complete and enjoyable shopping experience for our customers along with superior customer service. This department store contains an extensive home section which includes a dedicated wine and bar accessories section, as well as an extensive line of drinkware and other fine serveware. The addition of this license will provide a convenience for our customers by providing a one-stop shopping location to purchase their wine or spirits in conjunction with their accessory items. In the busy and congested downtown area, it is a convenience for our customers to be able to purchase all of their items in one location, and not have to go to a second or even third location, saving both travel time and parking issues. By offering these additional products, we can provide more of the experience our clients expect.

While it is understood that the census-tract is over-concentrated, there are no other similar locations in the vicinity offering the same full and high-end shopping opportunities as the applied-for premises, making this a unique location for shoppers. In addition, while the number of licenses is deemed over-concentrated for the residential population, this does not account for the numerous people that come to this highly popular area, nearby to Union Square, for work, entertainment, and tourism (estimated at over 26 million in 2019), thereby creating an increased need for services, including those such as offered by the applicant.

This company has a long history as a reputable operator, and will implement policies, procedures and a training program to prevent any alcohol-related incidents. The issuance of the applied-for license will not create or add to law enforcement problems in the area.

Based on the above, we believe the applicant has met the requirements for Public Convenience or Necessity. Attached please find ABC-245 to be completed and signed by the Board of Supervisors on Part 3 and returned to my office.

If you have any questions or require additional information, please do not hesitate to contact me. Thank you for your assistance.

Sincerely yours,



Angela T. Rotella, FRP
Licensing Specialist

Encs.

**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

Bloomingtons Inc

2. PREMISES ADDRESS (Street number and name, city, and code)

845 Market St, 1st Fl, San Francisco, CA 94103

3. LICENSE TYPE

21

4. TYPE OF BUSINESS

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Holbrau/Cafeteria | <input type="checkbox"/> Cocktail Lounge | <input type="checkbox"/> Private Club |
| <input type="checkbox"/> Deli or Specialty Restaurant | <input type="checkbox"/> Comedy Club | <input type="checkbox"/> Night Club | <input type="checkbox"/> Veterans Club |
| <input type="checkbox"/> Cafe/Coffee Shop | <input type="checkbox"/> Brew Pub | <input type="checkbox"/> Tavern: Beer | <input type="checkbox"/> Fraternal Club |
| <input type="checkbox"/> Bed & Breakfast: | <input type="checkbox"/> Theater | <input type="checkbox"/> Tavern: Beer & Wine | <input type="checkbox"/> Wine Tasting Room |
| <input type="checkbox"/> Wine only | <input type="checkbox"/> All | | |

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Supermarket | <input type="checkbox"/> Membership Store | <input type="checkbox"/> Service Station | <input type="checkbox"/> Swap Meet/Flea Market |
| <input checked="" type="checkbox"/> Liquor Store | <input type="checkbox"/> Department Store | <input type="checkbox"/> Convenience Market | <input type="checkbox"/> Drive-in Dairy |
| <input type="checkbox"/> Drug/Variety Store | <input type="checkbox"/> Florist/Gift Shop | <input type="checkbox"/> Convenience Market w/Gasoline | |
| <input type="checkbox"/> Other - describe: | | | |

5. COUNTY POPULATION

883,869

6. TOTAL NUMBER OF LICENSES IN COUNTY

- On-Sale Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

1,132

- On-Sale Off-Sale

8. CENSUS TRACT NUMBER

0176.01

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

6

- On-Sale Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

9

- On-Sale 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?)

- 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?

- Yes (Go to Item #13) No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

210

14. TOTAL NUMBER OF REPORTING DISTRICTS

257

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

55,022

16. AVERAGE NO. OF OFFENSES PER DISTRICT

84.13

17. 120% OF AVERAGE NUMBER OF OFFENSES

100.8

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

1432

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)

- 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 conjunction 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.
- 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, or an on-sale general (public premises) 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:

Board of Supervisors

FOR DEPARTMENT USE ONLY

PREPARED BY (Name of Department Employee)

[Handwritten initials]

