

File No. 210111

Committee Item No. 2

Board Item No. \_\_\_\_\_

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Comm: Public Safety & Neighborhood Services

Date: March 25, 2021

Board of Supervisors Meeting:

Date: \_\_\_\_\_

#### Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

#### OTHER

- Police Department Response – March 18, 2021
- Planning Department Response – February 17, 2021
- Referral – February 1, 2021
- PC or N Request Letter – January 29, 2021
- \_\_\_\_\_

Prepared by: John Carroll

Date: March 19, 2021

Prepared by: John Carroll

Date: \_\_\_\_\_

Prepared by: John Carroll

Date: \_\_\_\_\_

**From:** [Carroll, John \(BOS\)](#)  
**To:** [Jaclyn Hirschfeld Alpizar](#); "[Lovett, Li \(BOS\)](#)"; [RivamonteMesa, Abigail \(BOS\)](#); [Mahogany, Honey \(BOS\)](#); [Mcdonald, Courtney \(BOS\)](#)  
**Cc:** [Alabanza, Analyn@ABC](#); [Rose.Meyer@ABC.ca.gov](#); [Langlie, Michelle \(CPC\)](#); [CPC.Referrals](#); [Salmonson, Joel \(POL\)](#); [Sainez, Maricela \(POL\)](#)  
**Subject:** RE: Liquor License Transfer - 845 Market Street - Bloomingdale"s  
**Date:** Friday, March 19, 2021 10:55:00 AM  
**Attachments:** [image001.png](#)

---

Good morning,

The Police Department has completed their review of the subject public convenience or necessity request and has forwarded their recommendations. For your convenience, I have the review available from the link below:

[Police Department Response – March 18, 2021](#)

The Police Department's ALU is recommending approval with the following conditions:

- 1) No distilled beverages shall be sold in bottles or containers of less than 200 milliliters;
- 2) No wine shall be sold in bottles or container less than 750 milliliters;
- 3) Beer or malt beverage products, regardless of size, shall only be sold in prepackaged multi-unit quantities;
- 4) The following alcoholic beverages shall not be sold in quantities of fewer than three individual containers per sale:
  1. Beer, including malt beverages and malt liquor products, in containers of 16 ounces or less;
  2. Pre-mixed wine products commonly known as "wine coolers;"
  3. Pre-mixed distilled spirits-based cocktails; and
- 5) Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the most recently certified ABC-253.

**This matter is now agendized for a hearing on March 25, 2021. Here is a copy of the agenda for your information:**

[Public Safety and Neighborhood Services Committee- Regular Meeting Agenda – March 25, 2021](#)

**Please respond to this message and let me know who to expect in attendance at our remote meeting. I will send invitations midweek next week with instructions on how to attend and be heard during the meeting.**

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 210111](#)

Thanks for the review.

**John Carroll**

**Assistant Clerk**

Board of Supervisors  
San Francisco City Hall, Room 244  
San Francisco, CA 94102  
(415) 554-4445

**(VIRTUAL APPOINTMENTS)** To schedule a virtual meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

*Due to the current COVID-19 health emergency and the Shelter in Place Order, the Office of the Clerk of the Board is working remotely while providing complete access to the legislative process and our services.*



Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

**Disclosures:** *Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy.*

---

**From:** Carroll, John (BOS)

**Sent:** Monday, February 22, 2021 9:56 AM

**To:** Jaclyn Hirschfeld Alpizar <jaclyn.alpizar@gray-robinson.com>; Macchi, Patrick (POL) <patrick.macchi@sfgov.org>; Salmonson, Joel (POL) <joel.r.salmonson@sfgov.org>; Wong, Joanne (POL) <joanne.k.wong@sfgov.org>; Sainez, Maricela (POL) <maricela.sainez@sfgov.org>; Sawyer, Georgia (POL) <georgia.sawyer@sfgov.org>

**Cc:** 'Lovett, Li (BOS)' <li.lovett@sfgov.org>; RivamonteMesa, Abigail (BOS) <abigail.rivamontemesa@sfgov.org>; Mahogany, Honey (BOS) <honey.mahogany@sfgov.org>; Mcdonald, Courtney (BOS) <courtney.mcdonald@sfgov.org>; Alabanza, Analyn@ABC <Analyn.Alabanza@abc.ca.gov>; Rose.Meyer@ABC.ca.gov; Langlie, Michelle (CPC) <Michelle.Langlie@sfgov.org>; CPC.Referrals <CPC.Referrals@sfgov.org>

**Subject:** RE: Liquor License Transfer - 845 Market Street - Bloomingdale's



San Francisco Police Department  
**ABC Liaison Unit**

Alcoholic Beverage License -  
*Public Convenience or  
Necessity Recommendation*

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

**Supervisor Gordon Mar**  
**Supervisor Catherine Stefani**  
**Supervisor Matt Haney**

**From:** Lt. Georgia Sawyer #1565  
Officer in Charge  
ALU/Permits Unit 415-553-9550

**Date:** March 18, 2020

**Subject:** P.C.N. Investigation Regarding: Bloomingdales Inc.  
DBA: BLOOMINGDALES  
845 Market St, First Floor  
San Francisco, CA. 94103-1923

Bloomingdales Inc. has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 21 (Off-Sale General) license to be located at 845 Market St. (located 4th St. and 5th St.)

**Hours of Operation:**

10:00 am to 9:00 pm each day of the week.

**Digest:**

Bloomingdales would like to operate a liquor store to include Beer, Wine and Distilled spirits sales, located at 845 Market St. If approved, this license will allow them to sell Off-Sale General.

**Letters of Protest**

0

**Letters of Support**

0

**Police Calls for Service:**

From March 2019 to March 2020

**186 calls for service**

**Police Reports:**

From March 2019 to March 2020

**44 police reports**

**San Francisco Plot Information:**

This premise is located in Plot: **210**

A High Crime area is defined as **107** or more police reports in a plot for the year of **2019**.

This plot had **1,374** police reports for **2019**, which is **1,267 higher** than the **Citywide "High Crime"** average

**State Census Tract Information:**

This premise is located in Census Tract: **176.01**

Population for this tract is: **7,630**

On-sale license authorized by census tract: **27**

Active on-sale licenses: 93 with 0 pending

Off-sale licenses authorized by census tract: **6**

Active off-sale licenses: 14 with 0 pending

**Departmental Recommendation:**

Points of consideration: **0**

No opposition from **Tenderloin Station**.

Applicant premise **is** located in a “**High Crime**” area.

Applicant premise **is** located in a “**High Concentration**” area.

**0** - Protest.

**0** - Support

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

**Conditions for Type 21- Off-Sale General**

1. No distilled beverages shall be sold in bottles or containers of less than 200 ml.
2. No wine shall be sold in bottles or container less than 750 ml.
3. Beer or malt beverage products, regardless of size, shall only be sold in pre-packaged multi-unit quantities.
4. The following alcoholic beverages shall not be sold in quantities of fewer than three (3) individual containers per sale:
  1. Beer, including malt beverages and malt liquor products, in containers of 16 oz or less;
  2. Pre-mixed wine products commonly known as “wine coolers”;
  3. Pre-mixed distilled spirits-based cocktails.
5. Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the most recently certified ABC-253.

It should be noted that as of March 17, 2021 the applicant had not signed to the above listed recommended conditions.



**From:** [Carroll, John \(BOS\)](#)  
**To:** [Jaclyn Hirschfeld Alpizar](#); [Macchi, Patrick \(POL\)](#); [Salmonson, Joel \(POL\)](#); [Wong, Joanne \(POL\)](#); [Sainez, Maricela \(POL\)](#); [Sawyer, Georgia \(POL\)](#)  
**Cc:** ["Lovett, Li \(BOS\)"](#); [RivamonteMesa, Abigail \(BOS\)](#); [Mahogany, Honey \(BOS\)](#); [Mcdonald, Courtney \(BOS\)](#); [Alabanza, Analyn@ABC](#); [Rose.Meyer@ABC.ca.gov](#); [Langlie, Michelle \(CPC\)](#); [CPC.Referrals](#)  
**Subject:** RE: Liquor License Transfer - 845 Market Street - Bloomingdale's  
**Date:** Monday, February 22, 2021 9:55:00 AM  
**Attachments:** [image001.png](#)

---

Good morning,

The Planning Department has completed their review of the subject application, and has forwarded their recommendation for approval. For your convenience, I have the review available from the link below:

[Planning Dept. Response - Received February 17, 2021](#)

The matter is now awaiting review by the Police Department's ALU.

After receiving review from the Police Department, the Public Safety and Neighborhood Services Committee may hear and consider public convenience or necessity findings for the application, to be forwarded to the California Department of Alcoholic Beverage Control for their consideration in the license matter.

**The Public Safety and Neighborhood Services Committee may tentatively schedule this hearing for a regular meeting in March of 2021.**

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 210111](#)

Thanks for the review.

**John Carroll**  
**Assistant Clerk**

Board of Supervisors  
San Francisco City Hall, Room 244  
San Francisco, CA 94102  
(415) 554-4445

**(VIRTUAL APPOINTMENTS)** To schedule a virtual meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

*Due to the current COVID-19 health emergency and the Shelter in Place Order, the Office of the Clerk of the Board is working remotely while providing complete access to the legislative process and our services.*

 Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.



**LIQUOR LICENSE  
PUBLIC CONVENIENCE OR  
NECESSITY REFERRAL**

**TO:** Planning Department  
Phone No. (415) 558-6371

**DATE:** February 1, 2021  
**AP Block/Lot Nos.:** 3705/050  
**Zoning:** C-3-R  
**Quad:** NE Planning Team  
**Record No.:** \_\_\_\_\_

**TO:** Police Department  
Inspector Georgia Sawyer  
Phone No. (415) 553-9550

---

Please submit your response within three weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in March of 2021.

**PLEASE EMAIL YOUR RESPONSE BY** February 19, 2021, to John Carroll, Public Safety and Neighborhood Services Committee Clerk.  
[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) - Phone No: 554-4445

---

**Applicant name:** BLOOMINGDALE'S INC

**Business name:** BLOOMINGDALE'S

**Application address:** 845 Market Street  
San Francisco, CA 94103

**Applicant contact info:** Jaclyn Hirschfeld Alpizar, Esq.  
(813) 273-5074  
[jaclyn.alpizar@gray-robinson.com](mailto:jaclyn.alpizar@gray-robinson.com)

**PLANNING REVIEW:**  Approval  Denial

Planning Staff Contact: Michelle Langlie

**Please print review comments on a trailing page.**

**POLICE REVIEW:**  Approval  Denial

**Please print review comments in a trailing report.**

GRAY ROBINSON  
ATTORNEYS AT LAW

SUITE 2700  
401 E. JACKSON STREET (33602)  
POST OFFICE BOX 3324  
TAMPA, FL 33601-3324  
TEL 813-273-5000  
FAX 813-273-5145  
gray-robinson.com

BOCA RATON  
FORT LAUDERDALE  
GAINESVILLE  
JACKSONVILLE  
KEY WEST  
LAKELAND  
MELBOURNE  
MIAMI  
NAPLES  
ORLANDO  
TALLAHASSEE  
TAMPA

813-273-5161

ANGELA.ROTELLA@GRAY-ROBINSON.COM

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](mailto:jaclyn.alpizar@gray-robinson.com)

Premises Address: 845 Market Street, 1<sup>st</sup> 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)

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2021 JAN 25 PM 4:44  
BY [Signature]

Board of Supervisors  
January 22, 2021  
Page 2

- (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) [Signature]





# San Francisco Planning

49 South Van Ness Avenue, Suite 1400  
San Francisco, CA 94103  
628.652.7600  
[www.sfplanning.org](http://www.sfplanning.org)

2/17/2021

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

Re: BOS referral - Liquor License Public Convenience or Necessity Referral  
Planning Department File No. 2021-001126MIS

To Whom It May Concern:

The Planning Department is recommending approval of the pending Type 21 Off-Sale General application. Per the attached ABC referral response, Retail Sales & Services are permitted in the C-3-R Zoning District per Planning Code Section 210.2.

If you have any questions related to Planning's evaluation, please contact me at 628-652-7410.

Sincerely,

*Michelle Langlie*

**Michelle M. Langlie (she/her/hers)**  
**Senior Preservation Planner | PIC Specialist**  
**Northeast Team | Current Planning**

San Francisco Planning  
49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103  
Direct: 628.652.7410 | General Inquiries: [pic@sfgov.org](mailto:pic@sfgov.org) | [www.sfplanning.org](http://www.sfplanning.org)  
[San Francisco Property Information Map](#)

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)

ABC 211 (6/99)

*Ruthie Carter*

TO: Department of Alcoholic Beverage Control  
33 NEW MONTGOMERY STREET  
STE 1230  
SAN FRANCISCO, CA 94105  
(415) 356-6500

File Number: 615897  
Receipt Number: 2632315  
Geographical Code: 3800  
Copies Mailed Date: March 25, 2020  
Issued Date:

*(415) 793-6988*

DISTRICT SERVING LOCATION: **SAN FRANCISCO** 3705/050  
First Owner: **BLOOMINGDALES INC** NE  
Name of Business: C-3-R  
Location of Business: **845 MARKET ST** 2020-004435MIS  
**1ST FL**  
**SAN FRANCISCO, CA 94103-1923**  
County: **SAN FRANCISCO**  
Is Premises inside city limits? **Yes** Census Tract: **0176.01**  
Mailing Address:(If different from premises address) **7 W 7TH ST**  
**17TH FL**  
**BUSINESS LICENSE**  
**CINCINNATI, OH 45202**  
Type of license(s): **21** Dropping Partner: Yes  No   
Transferor's license/name: **557759 / SINGH, AMANDEEP**

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
21 - Off-Sale General	PRM/FID	Y			
<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	DBL TRF: PREMISES AND FIDUCIARY NA		0	03/16/20	\$880.00
			Total		\$880.00

Have you ever been convicted of a felony? **No**  
Have you ever violated any provisions of the Alcoholic Beverage Control Act, or regulations of the Department pertaining to the Act? **No**

STATE OF CALIFORNIA County of SAN FRANCISCO Date: March 16, 2020

Applicant Name(s)

**BLOOMINGDALES INC**

Recommend approval. Type 21 Liquor license for Off-Sale General. Retail Sales & Services permitted in C-3-R per PC Section 210.2.

*Michelle Langlie*

M. Langlie, Senior Planner  
SF Planning

**From:** [Carroll, John \(BOS\)](#)  
**To:** [CPC.Referrals](#); [Sawyer, Georgia \(POL\)](#)  
**Cc:** [Jaclyn Hirschfeld Alpizar](#); ["Lovett, Li \(BOS\)"; RivamonteMesa, Abigail \(BOS\)](#); [Mahogany, Honey \(BOS\)](#); [Mcdonald, Courtney \(BOS\)](#); [Alabanza, Analyn@ABC](#); [Rose.Meyer@ABC.ca.gov](#); [Macchi, Patrick \(POL\)](#); [Salmonson, Joel \(POL\)](#); [Wong, Joanne \(POL\)](#); [Sainez, Maricela \(POL\)](#); [Langlie, Michelle \(CPC\)](#)  
**Subject:** Liquor License Transfer - 845 Market Street - Bloomingdale's  
**Date:** Monday, February 1, 2021 1:47:00 PM  
**Attachments:** [image001.png](#)

---

Greetings,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license. This matter is being referred to you for response via the following linked document:

[Referral Letter - Planning and Police Departments – February 1, 2021](#)

You may review the entire matter on our [Legislative Research Center](#) by following the link below:

-

[Board of Supervisors File No. 210111](#)

After receiving review from the Planning and Police Departments, the Public Safety and Neighborhood Services Committee may hear and consider public convenience or necessity findings for the application, to be forwarded to the California Department of Alcoholic Beverage Control for consideration in the license matter.

**The Public Safety and Neighborhood Services Committee may tentatively schedule this hearing for a regular remote meeting in March of 2021.**

**I request the Planning Department's response before February 19, 2021. Please confirm receipt of this message.**

You may review the fact sheet for public convenience or necessity requests from the San Francisco Board of Supervisors via the following link:

[Liquor License Public Convenience or Necessity Request](#)

Thanks for the review.

**John Carroll**

**Assistant Clerk**

Board of Supervisors

San Francisco City Hall, Room 244

San Francisco, CA 94102

(415) 554-4445

**(VIRTUAL APPOINTMENTS)** To schedule a virtual meeting with me (on Microsoft Teams), please ask and I can



**LIQUOR LICENSE  
PUBLIC CONVENIENCE OR  
NECESSITY REFERRAL**

**TO:** Planning Department  
Phone No. (415) 558-6371

**DATE:** February 1, 2021  
**AP Block/Lot Nos.:** 3705/050  
**Zoning:** C-3-R  
**Quad:** NE Planning Team  
**Record No.:** \_\_\_\_\_

**TO:** Police Department  
Inspector Georgia Sawyer  
Phone No. (415) 553-9550

---

Please submit your response within three weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in March of 2021.

**PLEASE EMAIL YOUR RESPONSE BY** February 19, 2021, to John Carroll, Public Safety and Neighborhood Services Committee Clerk.  
[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) - Phone No: 554-4445

---

**Applicant name:** BLOOMINGDALE'S INC  
**Business name:** BLOOMINGDALE'S  
**Application address:** 845 Market Street  
San Francisco, CA 94103

**Applicant contact info:** Jaclyn Hirschfeld Alpizar, Esq.  
(813) 273-5074  
[jaclyn.alpizar@gray-robinson.com](mailto:jaclyn.alpizar@gray-robinson.com)

**PLANNING REVIEW:**     Approval     Denial

Planning Staff Contact: \_\_\_\_\_

**Please print review comments on a trailing page.**

**POLICE REVIEW:**     Approval     Denial

**Please print review comments in a trailing report.**

GRAY ROBINSON  
ATTORNEYS AT LAW

SUITE 2700  
401 E. JACKSON STREET (33602)  
POST OFFICE BOX 3324  
TAMPA, FL 33601-3324  
TEL 813-273-5000  
FAX 813-273-5145  
gray-robinson.com

BOCA RATON  
FORT LAUDERDALE  
GAINESVILLE  
JACKSONVILLE  
KEY WEST  
LAKE LAND  
MELBOURNE  
MIAMI  
NAPLES  
ORLANDO  
TALLAHASSEE  
TAMPA

813-273-5161

ANGELA.ROTELLA@GRAY-ROBINSON.COM

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](mailto:jaclyn.alpizar@gray-robinson.com)

Premises Address: 845 Market Street, 1<sup>st</sup> 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)

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2021 JAN 25 PM 4:44  
BY [Signature]

Board of Supervisors  
January 22, 2021  
Page 2

- (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]*

