

LIQUOR LICENSE REVIEW

TO: Planning Department
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Fax No.: (415) 558-6409

File: 160681

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

DATE: June 13, 2016

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

PLEASE EMAIL YOUR RESPONSE BY: July 27, 2016, to Erica Major, Public Safety and Neighborhood Services Committee Clerk.

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

Applicant Name: Trader Joe's Company
and Business Name: (10-4th Street)
Applicant Address: 10-4th Street
San Francisco, CA 94103
and Phone No. (415) 713-8182

PLANNING COMMENTS: Approval Denial

POLICE COMMENTS: Approval Denial

ART RODRIGUEZ & Associates

709 E. Colorado Boulevard, Suite 200, Pasadena, CA 91101

VIA UPS

June 9, 2016

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

Clerk Angela Calvillo:

Trader Joe's seeks to operate under a Type-21 ABC license obtained via a transfer from Hana Mohammed Abbushi and Mohammed Subhi Abbushi to Trader Joes Company. The license was previously located at 454 Capitol Ave., San Francisco, CA 94112, and will now be transferred to 10 4th Ave., Basement LVL, San Francisco, CA 94103.

This Trader Joe's Company is to be located within a busy South of Market neighborhood of downtown San Francisco, at the basement level of the structure on the southwest corner of 4th Street and Market St. The establishment will provide nearby residents with a variety of goods including fresh meat and produce, and specialty food items. Trader Joe's takes great pride in providing for its shoppers and neighbors a safe convenient option for affordable yet high quality food items as well as alcoholic and non-alcoholic beverages. The company looks to continue in this role in their new San Francisco location. Allowing the sale of a full line of alcoholic beverages will enable Trader Joe's to compete with local businesses, while providing customers with an enhanced shopping experience. The hours of operation are to be 8:00am – 10:00pm daily.

While there are nine other alcohol-serving establishments operating within the vicinity, the area is very densely populated, and thus able to support a multitude of retail businesses. Trader Joe's Company is very experienced in serving alcohol in many of their stores nationwide, and they are well-versed in how to do so in a manner that best serves the community while minimizing nuisances and crime. The applicant will ensure alcohol sales are conducted in a safe and secure manner. Trader Joe's 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 high-quality food items as well as alcoholic and non-alcoholic beverages. Further, Trader the addition of a popular and well-known market like Trader Joe's will increase the population around this area, increasing eyes on the streets and public safety. It is prudent that the City of San Francisco use this opportunity to create a safer, and more secure living environment for local residents.

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Approval of this application meets the Department's consensus for Public Convenience and Necessity because it allows for the sale of alcohol to be conducted in a regulated manner. The client is willing to take this next step in building a productive relationship with both the city and local residents.

The ABC posting for this location was posted on May 18th, 2016. The mailers of notice to all residents within 500 feet, as per ABC requirements, were sent out on May 19th, 2016.

Enclosed please find ABC-245 form. Trader Joe's will comply with any and all requests of SFPD, and any other applicable San Francisco City or County requirements. Thank you, and I hope to hear from you soon.

Sincerely,



David Weissglass
Associate Planner
Art Rodriguez & Associates
(626) 683-9777
david@aralicenses.com

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
Trader Joes Company

2 PREMISES ADDRESS (Street number and name, city, zip code) **10 4th St., Basement LVL., San Francisco CA 94103** 3 LICENSE TYPE **21**

4 TYPE OF BUSINESS

<input type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Hofbrau/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		

Supermarket Membership Store Service Station Swap Meet/Flea Market

Liquor Store Department Store Convenience Market Drive-in Dairy

Drug/Variety Store Florist/Gift Shop Convenience Market w/Gasoline

Other - describe:

5 COUNTY POPULATION **845,602** 6 TOTAL NUMBER OF LICENSES IN COUNTY **1060** 7 RATIO OF LICENSES TO POPULATION IN COUNTY
On-Sale Off-Sale On-Sale Off-Sale

8 CENSUS TRACT NUMBER **176.01** 9 NO. OF LICENSES ALLOWED IN CENSUS TRACT **7** 10 NO. OF LICENSES EXISTING IN CENSUS TRACT **9**
On-Sale Off-Sale 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 **653** 15 TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS **53,160**

16 AVERAGE NO. OF OFFENSES PER DISTRICT **81** 17 120% OF AVERAGE NUMBER OF OFFENSES **97** 18 TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT **1292**

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)