

LIQUOR LICENSE REVIEW

TO: Planning Department **File:** 150013
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: 558-6409

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

DATE: January 5, 2015

This item is tentatively scheduled to be heard in four to six weeks.
PLEASE EMAIL YOUR RESPONSE BY: February 2, 2015, to Derek Evans,
Clerk, Neighborhood Services and Safety Committee.

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

Applicant Name: Beth Aboulafia
and Business Name: Target Corporation, dba Target Express
(225 Bush Street)

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



January 5, 2015

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
225 Bush St., San Francisco 94104

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2015 JAN -5 PM 2:29

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 in the financial district this spring. 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 southwest corner of Bush and Sansome Streets next to the Montgomery BART Station. The new 18,000 square-foot store will occupy the lower level of the historic 22-story office building (previously occupied by Wells Fargo) and will employ approximately 30 team members. The proposed store hours are 7am – 11pm, with extended store hours during the holiday season.

The new store will be one of the first Target Express stores in California. The new smaller-format Target Express stores offer everyday essentials in a convenient and accessible format. The San Francisco Target Express, centrally located in the heart of the financial district, will provide office workers, downtown residents and commuters, convenient access to everyday essentials. The new store will offer a selection of grocery products including produce, dairy, frozen foods, snacks and beverages, and will feature a large ready-made food area that includes sandwiches, salads, breakfast items and mid-day snacks to serve the needs of commuters and nearby office workers. 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.

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 both sell alcoholic beverages; it is a product customers expect to be able to purchase Target.

Angela Calvillo
Clerk of the Board
January 5, 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,



Beth Aboulafia