

# LIQUOR LICENSE REVIEW

**TO:** Planning Department  
AnMarie Rodgers/CTYPLN/SFGOV  
Georgia Powell/CTYPLN/SFGOV@SFGOV  
Fax No.: (415) 558-6409

**File:** 170410

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

**DATE:** April 11, 2017

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Please submit your response in four to six weeks for the matter to be heard.  
**PLEASE EMAIL YOUR RESPONSE BY:** May 10, 2017, to Erica Major, Public  
Safety and Neighborhood Services Committee Clerk.

[Erica.Major@sfgov.org](mailto:Erica.Major@sfgov.org) - Fax No: 554-7771

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**Applicant Name:** Target Corporation  
**and Business Name:** Target

**Applicant Address:** 233 Winston Drive  
San Francisco, CA 94132  
**and Phone No.** (415) 362-1215

**PLANNING COMMENTS:**  Approval  Denial

**POLICE COMMENTS:**  Approval  Denial



April 10, 2017

By Hand Delivery

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  
233 Winston Dr., San Francisco, CA 94132

Transfer of Type 21 license from 757 Larkin St., San Francisco, CA 94109

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 store opening this summer in the Stonestown Galleria. 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 Winston Drive and 20<sup>th</sup> Avenue, in the space previously occupied by the Sports Authority. The new 32,000 square-foot store will employ approximately 50 team members. The proposed store hours are 7a.m. to midnight, with extended store hours during the holiday season.

The new "flexible-format" store will be similar in concept to the Target stores in downtown San Francisco (225 Bush Street) and Oceanview (1830 Ocean Ave.). Smaller than a typical full-size Target, the flexible-format stores focus on quick-trip shopping targeted to the surrounding population. For example, the new store will offer an assortment of groceries, health, personal care and beauty products, portable technology products and accessories, apparel and home items.

In conjunction with the grocery selections, 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. In addition, the two flexible-format stores on Bush St. and Ocean Ave., as well as the traditional format Target stores in the Metreon and on Geary Blvd. all sell alcoholic beverages; it is a product customers expect to be able to purchase at Target.

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BY [Signature]

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Angela Calvillo  
Clerk of the Board  
April 10, 2017  
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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's proposed operations, please do not hesitate to call me.

Sincerely,



Beth Aboulafia