



August 20, 2019

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
1690 Folsom St., San Francisco 94103

Dear Ms. Calvillo:

Target Corporation ("Target") has applied to the Department of Alcoholic Beverage Control for a Type 21 Off-Sale General license for the new Target store opening this fall in West SOMA. 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 northwest corner of Folsom Street and 13th Street, in the space previously occupied by the Sports Authority. The new 40,000 square-foot store will employ approximately 80 team members. The proposed store hours are 7a.m. to midnight.

The new "small-format" store will be similar in concept to the Target stores in downtown San Francisco (225 Bush Street), Oceanview (1830 Ocean Ave.) and the Stonestown Galleria (233 Winston Dr.). Smaller than a typical full-size Target, the small-format stores focus on quick-trip shopping targeted to the surrounding population. Target will provide neighborhood residents and visitors with a broad selection of goods and every-day necessities in one convenient location. This will include a mix of grocery items, household essentials, apparel and accessories, health and beauty products, party supplies, toys, school and office supplies, and electronics.

In conjunction with its grocery assortment, 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 three small-format stores mentioned above, 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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Target has engaged in community outreach both with regard to the new store in general and, specifically, the liquor license, and has not received any negative feedback. As part of the outreach for the liquor license, Target mailed notices of its license application to some 180 residents who live within 500 feet of the premises. No objections were received. Target has also reached out to the SoMa West CBD regarding its license application.

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