



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**

**From:** Lt. Steve Jonas #79  
Officer in Charge  
ALU/Permits Unit 415-553-9550

**Date:** May 5, 2022

**Subject:** P.C.N. Investigation Regarding: Blu Ice Entertainment, LLC  
DBA: Roccapulco  
3140 Mission St.  
San Francisco, CA. 94110-4504

Blu Ice entertainment LLC has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 48 (On-Sale General Public Premise) license to be located at 3140 Mission St. (located between Cesar Chavez and Precita Ave.)

**Hours of Operation:**

10:00 a.m. to 2:00 a.m. each day of the week.

**Digest:**

Blu Ice Entertainment LLC would like to operate a Bar at 3140 Mission St. If approved, this license will allow them to sell Beer, Wine and Distilled Spirits.

**Letters of Protest**

2

**Letters of Support**

0

**Police Calls for Service:**

From January 2020 to January 2021

**1 call for service**

**Police Reports:**

From January 2020 to January 2021

**1 police report**

**San Francisco Plot Information:**

This premise is located in Plot: **803**

A High Crime area is defined as **84** or more police reports in a plot for the year of **2020**.

This plot had 70 police reports for **2020**, which is 14 **lower** than the **Citywide “High Crime”** average

**State Census Tract Information:**

This premise is located in Census Tract: **253.00**

Population for this tract is: **4,362**

On-sale license authorized by census tract: **15**

Active on-sale licenses: 49 with 0 pending

Off-sale licenses authorized by census tract: **3**

Active off-sale licenses: 9 with 0 pending

**Departmental Recommendation:**

Points of consideration: **0**

No opposition from **Ingleside Station**.

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

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

**2** - Protest.

**0** - Support

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

**1. Conditions for Type 48- On-Sale General Public Premise**

1. 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 ABC-253.
2. The sale of alcoholic beverages for off-sale consumption is strictly prohibited.
3. No noise shall be audible at any nearby residence.
4. At any time, the premise is providing live entertainment, the petitioner(s) shall have two (2) uniformed security guard(s) on the premises and shall maintain order therein to prevent any activity which would interfere with the quiet enjoyment of their nearby residents, or the surrounding community. The uniform security guards must be licensed by the State of California Department of Consumer Affairs.



APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)  
ABC 211 (6/99)

Atty. MARK RENNIE,  
Consultant

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

File Number: 623407  
Receipt Number: 2660147  
Geographical Code: 3800  
Copies Mailed Date: January 15, 2021  
Issued Date:

(415) 981-5700

DISTRICT SERVING LOCATION: SAN FRANCISCO 6574/001B  
First Owner: BLU ICE ENTERTAINMENT LLC NCD  
Name of Business: ROCCAPULCO SE  
Location of Business: 3140 MISSION ST 2021-000741MIS  
SAN FRANCISCO, CA 94110-4504  
County: SAN FRANCISCO

Is Premises inside city limits? Yes Census Tract: 0253.00

Mailing Address: (If different from premises address)

Type of license(s): 48 Dropping Partner: Yes  No

Transferor's license/name: 511096 / BLOSSOM HILL GROUP LLC

License Type	Transaction Type	Master	Secondary LT And Count		
48 - On-Sale General Public Premises	PER/PRM	Y			
License Type	Transaction Description	Fee Code	Dup	Date	Fee
Application Fee	DBL TRF. PREMISES AND PERSON	NA	0	01/15/21	\$1,250.00
48 - On-Sale General Public Prem	ANNUAL FEE	P40	0	01/15/21	\$1,235.00
Total					\$2,485.00

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: January 15, 2021

Applicant Name(s)

BLU ICE ENTERTAINMENT LLC

Recommendation for Approval for 3140 Mission Street for an ABC Type 48 license under Planning Section Code 740

*Elton Wu*

Elton Wu 1-28-2021 628-652-7415

RECEIVED

JAN 29 2021

Department of Alcoholic Beverage Control  
San Francisco