

**LIQUOR LICENSE  
PUBLIC CONVENIENCE OR  
NECESSITY REFERRAL**

**TO:** Planning Department  
Phone No. (415) 558-6371

**DATE:** July 19, 2021  
**AP Block/Lot Nos.:** 0644/012  
**Zoning:** Polk Street NCD 65-X  
**Quad:** NE Planning Team  
**Record No.:** \_\_\_\_\_

**TO:** Police Department  
Inspector Georgia Sawyer  
Phone No. (415) 553-9550

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Please submit your response within three weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in September of 2021.

**PLEASE EMAIL YOUR RESPONSE BY August 6, 2021, to John Carroll,**  
Public Safety and Neighborhood Services Committee Clerk.  
[john.carroll@sfgov.org](mailto:john.carroll@sfgov.org) - Phone No: 554-4445

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**Applicant name:** Bitter Badger Inc.  
**Business name:** Soda Popinski's  
**Application address:** 1548 California Street  
San Francisco, CA 94109  
**Applicant contact info:** Mark E. Rennie  
870 Market Street Suite 1260  
(415) 981-4500  
[rennie23@gmail.com](mailto:rennie23@gmail.com)

**PLANNING REVIEW:**     Approval     Denial

Planning Staff Contact: \_\_\_\_\_

**Please print review comments on a trailing page.**

**POLICE REVIEW:**     Approval     Denial

**Please print review comments in a trailing report.**

MARK E. RENNIE  
ATTORNEY AT LAW  
870 MARKET STREET  
THE FLOOD BUILDING, SUITE 1260  
SAN FRANCISCO, CALIFORNIA 94102

(415) 981-4500  
TELECOPIER (415) 981-3334

July 5, 2021

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

Re: Bitter Badger, Inc. dba Soda Popinski's  
California ABC Liquor License Transfer  
1548 California St., San Francisco, CA 94109-47082

**Public Convenience and Necessity Determination Request**

*ABC Type 21 License—Off-Sale General*

*Premise to Premise Transfer from 1100 Valencia Street to 1548 California St.,  
SF CA 94109 [reduction of current bar/lounge to allow an adjacent small liquor store].*

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2021 JUL 13 PM 4:12  
BY [Signature]

Dear Ms. Calvillo:

This office represents Bitter Badger, Inc. ("Bitter Badger") dba **Soda Popinski's**. My clients have applied to the California Department of Alcoholic Beverage Control (ABC) for a premise-to-premise transfer of a Type 21 Off-Sale General license. Bitter Badger currently operates a Type-48 On-Sale General Public Premises license at this premise and plans to build a small craft spirits package store on adjacent to their bar business. Soda Popinski's will, if approved, shrink the size of their current bar/lounge to allow room for a small (200 sq ft.) store.

There are surrounding residences within 100 ft. of the proposed new package store. The area is densely populated. Our location has been a bar and lounge for many years and has served the community well for many years. This request is to allow Soda Popinski's to create a small off-sale liquor store at the same address.

The area is properly zoned [NCD-Polk: Polk Street Neighborhood Commercial] but requires a conditional use authorization (CU) from San Francisco Planning. This CU for this type of license is pending and we do not foresee any problems with the San Francisco Police Department approving this new ABC license, with conditions. We have the support for this application from many of our neighbors, and are open to the imposition of conditions, if necessary, to this license. We have the support also from the Discover Polk CBD.

This new craft spirits package store will benefit many residents who might otherwise have to travel to another neighborhood for a similar shopping experience. The Soda Popinski's store will also serve visitors from other San Francisco neighborhoods.

Soda Popinski's is locally owned, and thus revenue and taxes will stay in the community. This ABC license will also maintain jobs for local residents. This new ABC license will allow us to remain open and we believe will sustain the pedestrian traffic to the café which keeps more eyes on the street and makes the neighborhood safer. Like many small businesses in San Francisco, the COVID-19 shutdown has had devastating to the business. .

Soda Popinski's is part of the Tonic Beverage Group which has owned and managed ten bars and restaurants in San Francisco, including Tonic and Dr. Teeth. All these businesses have been well-managed and non-problematic. The Soda Popinski's package store will give also give back to the community. The Tonic Group regularly offers their spaces at no cost to community groups. Their most effective fundraising has been their "Guest Bartending" program which has raised over \$500,000.00 to non-profits and charities since 2009. Partner Ben Bleiman is active in the SF entertainment community and currently serves as the President of the San Francisco Entertainment Commission.

In summary, allowing this license to issue to this new location, in accordance with § 23958.4 of the California Business and Professions code, will allow the nearby residents and visitors from the surrounding neighborhood to have a quality purveyor with a great selection of wines and spirits. Approval of this transfer will definitely serve the **public convenience and necessity** of our neighbors and of the people of the City and County of San Francisco, California.

Thank you for your consideration of this request.

Yours Truly,

A handwritten signature in cursive script that reads "Mark E. Rennie". The signature is written in dark ink and is positioned above the printed name.

Mark E. Rennie

MER/mb