

BOARD of SUPERVISORS



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## LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

**TO:** Planning Department  
Attn: \_\_\_\_\_  
Phone No. \_\_\_\_\_

**DATE:** March 9, 2022

**AP Block/Lot Nos.:** 6574 / 001B  
**Zoning:** NCD Mission Bernal  
**Quad:** SE Planning Team  
**Record No.:** \_\_\_\_\_

**TO:** Police Department  
Joel Salmonson  
Phone No. (415) 553-1115

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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 the regular meeting of May 12, 2022.

**PLEASE EMAIL YOUR RESPONSE by Wednesday, May 4, 2022, to:**  
Alisa Somera, Public Safety and Neighborhood Services Committee Clerk.  
[alisa.somera@sfgov.org](mailto:alisa.somera@sfgov.org) ~ (415) 554-7711

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**Applicant name:** Blue Ice Entertainment, LLC  
**Business name:** Roccapulco  
**Application address:** 3140 Mission Street  
San Francisco, CA 94110-4504  
**Applicant contact info:** Mark Rennie, Legal Counsel  
(415) 981-4500 / [mark@markrennielaw.com](mailto:mark@markrennielaw.com)

**PLANNING REVIEW:**  Approval  Denial

Planning Staff Contact: \_\_\_\_\_  
(Please add comments on a trailing page.)

**POLICE REVIEW:**  Approval  Denial  
(Please add comments in a trailing report.)

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BY

*gls*

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870 MARKET STREET  
THE FLOOD BUILDING, SUITE 1260  
SAN FRANCISCO, CALIFORNIA 94102

(415) 981-4500

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February 24, 2022

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

Re: Blue Ice Entertainment, LLC dba Roccapulco  
California ABC Liquor License Transfer  
3140 Mission Street, San Francisco, CA 94110-4504

**Public Convenience and Necessity Determination Request**

*ABC Type 48 License—On-Sale General Public Premises*

*Premise to Premise/ Person to Person Transfer from 440 Broadway St, SF CA  
To 3140 Mission Street SF CA 94110*

Dear Ms. Calvillo:

This office represents Blue Ice Entertainment, LLC dba Roccapulco. My clients have applied to the California Department of Alcoholic Beverage Control (ABC) for a premise to premise / person to person transfer of a Type 48 ABC license owned by their sister company Blossom Hill Group, LLC to their Roccapulco nightclub at 3140 Mission Street, San Francisco. This transfer is to allow Roccapulco to operate as a Type-48 (over 21) nightclub and music venue instead of as a Type-47 nightclub and restaurant (bonafide eating place).

Roccapulco was shuttered between March 16, 2020 and August 2021 due to the COVID-19 pandemic lockdown. The business is located on Mission Street and has a long bus stop in front of the venue, so we have not been able to build a parklet in front of the business. The pandemic has severely impacted the business. The food operation/ restaurant portion of the operation consistently loses money and my clients hopes that by converting to a Type-48 ABC license (twenty-one and over) and closing the restaurant, that the business will be able to survive after the venue is allowed to reopen.

The area surrounding Roccapulco is densely populated and there are residences within 100 ft. of the business. Our location has been a beloved Latin Music venue, nightclub and restaurant for

many decades and has served the Mission community well. This request is to allow the Roccapulco to change its operation to a nightclub and venue only and to close the restaurant portion of the business. This will help the long-term economic viability of the business. The existing type-47 ABC license will be sold to pay off debt, if this new Type-48 license privilege is approved by this Board and the California ABC.

The area is properly zoned [NCD- Mission Bernal Neighborhood Commercial District] for this type of license and we do not foresee any problems with the San Francisco Police Department approving this change in our 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.

Roccapulco is one of the few Latin-focused nightclubs and venues left in the Mission District of San Francisco. Our continued operation in the Mission District will benefit many residents and tourists who might otherwise have to travel to other Bay Area cities for a similar musical experience.

The nightclub is locally owned, and thus revenue and taxes will stay in the community. Conversion of our ABC license will also maintain jobs for local residents. This license will allow us to remain open and we believe will sustain the pedestrian traffic to the venue which keeps more eyes on the street and makes the neighborhood safer. There are no similar Salsa and Tejano nightclubs and concert venues in San Francisco.

The revitalized Roccapulco will give back to the community. Our hospitality group owns several other nightclubs in San Francisco, including Club 6 and 550 Barneveld. We have always raised money for charities and intend to donate food and monies to local charities including La Cocina, Mission Cultural Center and The Community Housing Partnership.

Allowing this license to issue to this location, in accordance with § 23958.4 of the California Business and Professions code, will allow the residents of San Francisco and tourists to continue enjoying Salsa and Tejano concerts in the Mission District, have a great concert experience, and enjoy a glass of wine, or cocktail. Approval of this license will definitely serve the public convenience and necessity of our Mission District neighbors and of the people of the City and County of San Francisco, California.

Thank you in advance for your consideration of this request.

Yours Truly,



Mark Rennie

Corporate Counsel

Blue Ice Entertainment, LLC