

File No. 130307

Committee Item No. 3

Board Item No. \_\_\_\_\_

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Neighborhood Services & Safety Date June 6, 2013

Board of Supervisors Meeting Date \_\_\_\_\_

#### Cmte Board

- |                                     |                          |                                              |
|-------------------------------------|--------------------------|----------------------------------------------|
| <input type="checkbox"/>            | <input type="checkbox"/> | Motion                                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Budget and Legislative Analyst Report        |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Analyst Report                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Youth Commission Report                      |
| <input type="checkbox"/>            | <input type="checkbox"/> | Introduction Form (for hearings)             |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/> | MOU                                          |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Form 126 – Ethics Commission                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Award Letter                                 |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Application                                  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Public Correspondence                        |

OTHER (Use back side if additional space is needed)

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Completed by: Derek Evans Date 5/31/13

Completed by: \_\_\_\_\_ Date \_\_\_\_\_

An asterisked item represents the cover sheet to a document that exceeds 25 pages.  
The complete document can be found in the file.




San Francisco Police Department  
**ABC Liaison Unit**



Alcoholic Beverage License -  
*Public Convenience or  
Necessity Recommendation*

**To:** The San Francisco Board of Supervisors' Committee on City  
Operations & Neighborhood Services

**Supervisor David Campos**  
**Supervisor Eric Mar**  
**Supervisor Norman Yee**

**From:** Inspector Nelly Gordon   
ABC Liaison Unit (ALU) 553-1049

**Date:** May 10, 2013

**Subject:** P.C.N. Investigation Regarding:

DBA: Blue Fog Market  
1552 Polk Street  
John Sutton  
916/337-3028

Blue Fog Markets, LLC has filed an application with the California Department of Alcoholic Beverage Control (ABC) seeking a Type 20 (Off-Sale Beer and Wine) for 1552 Polk street (located on the east side of Polk street).

It should be noted that during the application process, notification date for the 500' mailer was on April 1, 2013. The Notice to the Public was posted on March 28, 2013.

For the purposes of this hearing, the California Department of Alcoholic Beverage Control (ABC) seeks a determination from the Board of Supervisors as to the approval or denial of this license.

**Police Calls for Service:** From March 2012 to March 2013  
**4 Police calls**

**Police Reports:** From March 2012 to March 2013

**San Francisco Plot Information:**

This premise is located in Plot **535**

The High Crime area is defined as **86** or more police reports in a plot.

This plot had **166** police incidents recorded for 2012.

Applicant premises is located in a "High Crime" area.

**State Census Tract Information:**

This premise is located in Census Tract 0111.00

Population for this tract is: **5,164**

On-sale license authorized by census tract: **17**

Active on-sale licenses: **30**

Off-sale licenses authorized by census tract: **5**

Active off-sale licenses: **9**

Applicant premise is currently located in an "undue concentration" area.

**Letters of Protest:**

**0 recorded** with the California Department of Alcoholic Beverage Control, (ABC).

**Letters of Support:**

**1 recorded** with the California Department of Alcoholic Beverage Control, (ABC).

**Departmental Recommendation:**

No opposition from Northern Police station if the applicant agrees to the recommended conditions.

**ALU** recommends approval. The following conditions have been recommended to the California Department of Alcoholic Beverage Control, (ABC):

1. Sales, service and consumption of alcoholic beverages shall be permitted between the hours of 7:00 am to 10:00 pm daily.

2. No more than 15% of the square footage of the premises will be used for the display of alcoholic beverages.
3. Loitering (loitering is defined as "to stand idly about; linger aimlessly without lawful business") is prohibited on any sidewalks or property adjacent to the licensed premises under the control of the licensee as depicted on the ABC-257, dated \_\_\_\_\_.
4. The sale of beer or malt beverages in quantities of 22 oz., 24 oz., 40 oz., or similar size containers is prohibited, except for microbrews, craft brews, organic and specialty malt products sold under such designations as stout, porter, IPA and ESB. This condition is intended to eliminate high alcohol, low-cost products that are frequently abused, but not prevent the sale of specialty and craft beer products.
5. Wine shall not be sold in bottles or containers smaller than 375 ml.

Note: On 5/1/2013 John Sutton was contacted and stated that he agrees with the conditions.

Thank you



**California Department of Alcoholic  
Beverage Control  
License Query System Summary  
as of 4/7/2013**

<b>License Information</b>
<b>License Number:</b> 531227
<b>Primary Owner:</b> BLUE FOG MARKETS LLC
<b>ABC Office of Application:</b> 24 - SAN FRANCISCO
<b>Business Name</b>
<b>Doing Business As:</b> BLUE FOG MARKET
<b>Business Address</b>
<b>Address:</b> 1552 POLK ST <b>Census Tract:</b> 0111.00
<b>City:</b> SAN FRANCISCO <b>County:</b> SAN FRANCISCO
<b>State:</b> CA <b>Zip Code:</b> 94109
<b>Licensee Information</b>
<b>Licensee:</b> BLUE FOG MARKETS LLC
<b>Company Information</b>
<b>Officer:</b> SLACIK, FRANCIS KARL (MANAGER)
<b>Stock Holder:</b> SLACIK, FRANCIS KARL
<b>License Types</b>
<b>1) License Type:</b> 20 - OFF-SALE BEER AND WINE
<b>License Type Status:</b> PENDING
<b>Status Date:</b> 19-MAR-2013 <b>Term:</b> 12 Month(s)
<b>Original Issue Date:</b> <b>Expiration Date:</b>
<b>Master:</b> Y <b>Duplicate:</b> 0 <b>Fee Code:</b> P40
<b>License Type was Transferred On:</b> <b>FROM:</b> 20-397544
<b>Current Disciplinary Action</b>
<i>... No Active Disciplinary Action found ...</i>
<b>Disciplinary History</b>
<i>... No Disciplinary History found ...</i>
<b>Hold Information</b>
<b>Hold Date:</b> 19-MAR-2013 <b>Type:</b> FORM 220
<b>Escrow</b>
<b>Escrow:</b> GLEN OAKS ESCROW, 6100 SAN FERNANDO RD GLENDALE, CALIFORNIA 91201

--- End of Report ---

For a definition of codes, view our [glossary](#).



**California Department of Alcoholic  
Beverage Control**  
*License Query System Summary*  
*as of 4/7/2013*

<b>License Information</b>
<b>License Number:</b> 397544
<b>Primary Owner:</b> AVRUTINA, FAINA
<b>ABC Office of Application:</b> 24 - SAN FRANCISCO
<b>Business Name</b>
<b>Doing Business As:</b> ISRAELS KOSHER MEAT MARKET & POULTRY
<b>Business Address</b>
<b>Address:</b> 5621 GEARY BLVD <b>Census Tract:</b> 0477.01
<b>City:</b> SAN FRANCISCO <b>County:</b> SAN FRANCISCO
<b>State:</b> CA <b>Zip Code:</b> 94121
<b>Licensee Information</b>
<b>Licensee:</b> AVRUTINA, FAINA
<b>License Types</b>
<b>1) License Type:</b> 20 - OFF-SALE BEER AND WINE
<b>License Type Status:</b> ACTIVE
<b>Status Date:</b> 03-APR-2003 <b>Term:</b> 12 Month(s)
<b>Original Issue Date:</b> 03-APR-2003 <b>Expiration Date:</b> 31-MAR-2013
<b>Master:</b> Y <b>Duplicate:</b> 0 <b>Fee Code:</b> P40
<b>Condition:</b> OPERATING RESTRICTIONS
<b>License Type was Transferred On:</b> 03-APR-2003 <b>FROM:</b> 20-84715
<b>License Type was Transferred On:</b> <b>TO:</b> 20-531227
<b>2) License Type:</b> TEMPORARY PERMIT
<b>License Type Status:</b> EXPIRED
<b>Status Date:</b> 26-FEB-2003 <b>Term:</b> 4 Month(s)
<b>Original Issue Date:</b> 26-FEB-2003 <b>Expiration Date:</b> 25-JUN-2003
<b>Master:</b> <b>Duplicate:</b> <b>Fee Code:</b>
<b>Condition:</b> OPERATING RESTRICTIONS
<b>License Type was Transferred On:</b> 03-APR-2003 <b>FROM:</b> 20-84715
<b>License Type was Transferred On:</b> <b>TO:</b> 20-531227
<b>Current Disciplinary Action</b>
<i>... No Active Disciplinary Action found ...</i>
<b>Disciplinary History</b>
<i>... No Disciplinary History found ...</i>
<b>Hold Information</b>

<i>... No Active Holds found ...</i>
<b>Escrow</b>
<i>... No Escrow found ...</i>

*--- End of Report ---*

For a definition of codes, view our [glossary](#).


export To  **New!**Records **1** through **4** of **4**

Call No	Report No	Received Date	Received Time	Priority	Call Type	Unit ID	Disposition	Location
<u>130652216</u>		03/06/2013	16:14:00	A	100M			1552 POLK ST
<u>130540512</u>		02/23/2013	04:40:31	B	100A	3E200	PAS	1552 POLK ST
<u>130451272</u>		02/14/2013	11:24:22	A	418	3E11C	HAN	1552 POLK ST
<u>130342057</u>		02/03/2013	17:13:58	C	000	3E13E	HAN	1552 POLK ST

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**End of document**

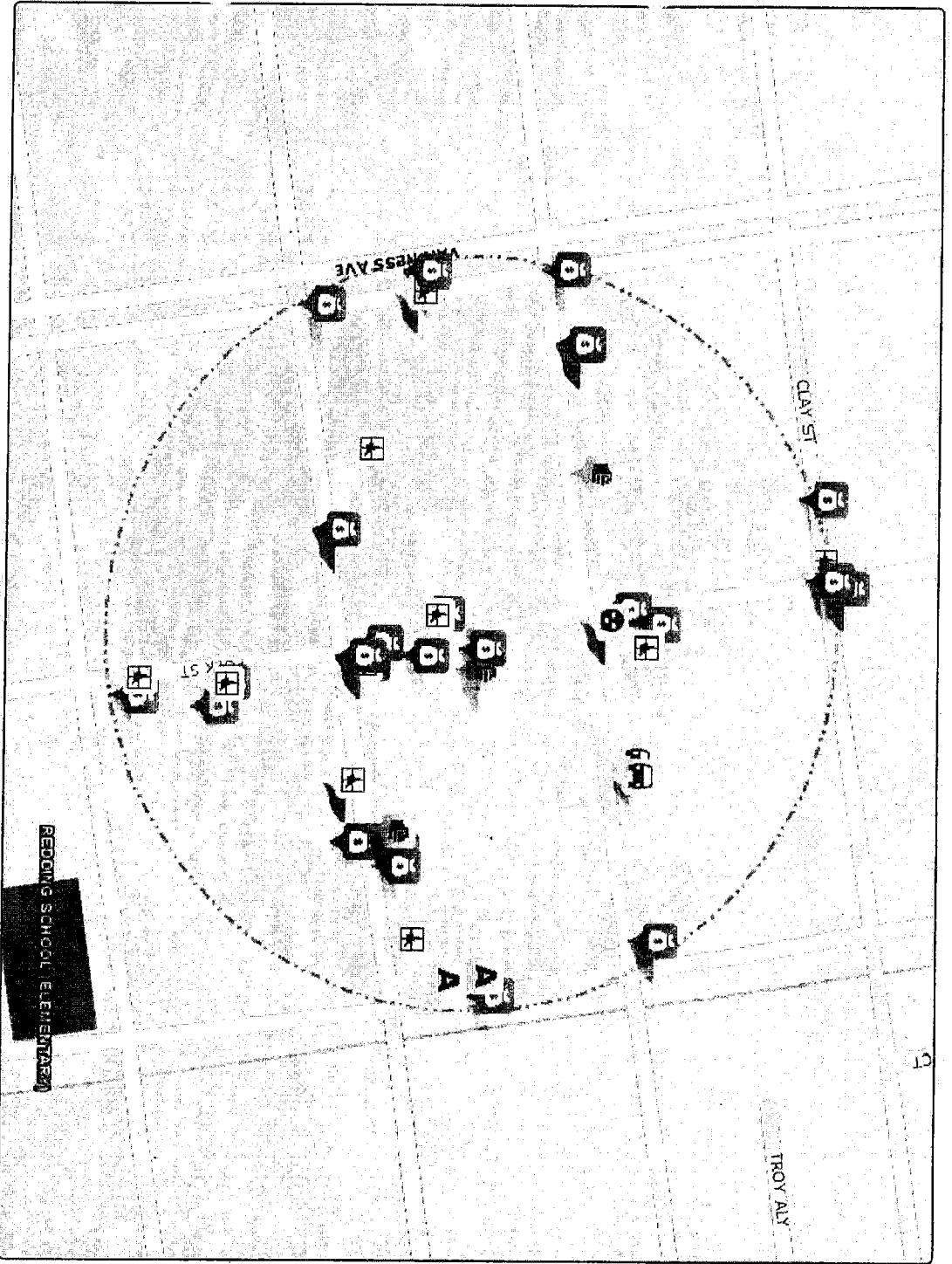


Call No	<input type="text"/>	Agency	<input type="text"/>	Call Type	<input type="text"/>	Disposition	<input type="text"/>
Report No	<input type="text"/>	Jurisdiction	<input type="text"/>	Dispatch Area	<input type="text"/>	# Prior Calls	<input type="text"/>
Unit ID	<input type="text"/>	Origin	<input type="text"/>	Dept ID	<input type="text"/>	Priority	<input type="text"/>
Rep Area	<input type="text"/>	Area	<input type="text"/>	Sector	<input type="text"/>		
Location	1552 POLK					Range	<input type="text"/>
Apartment	<input type="text"/>	City	<input type="text"/>				
Entry Oper	<input type="text"/>	Dispatch Oper	<input type="text"/>				
From Date	03/31/2012	To Date	09/30/2012	From Time	<input type="text"/>	To Time	<input type="text"/>
Comments	<input type="text"/>						
 Search							

No hits found

# 1552 Polk

San Francisco Police Department 

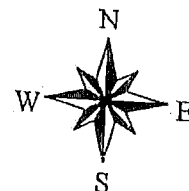
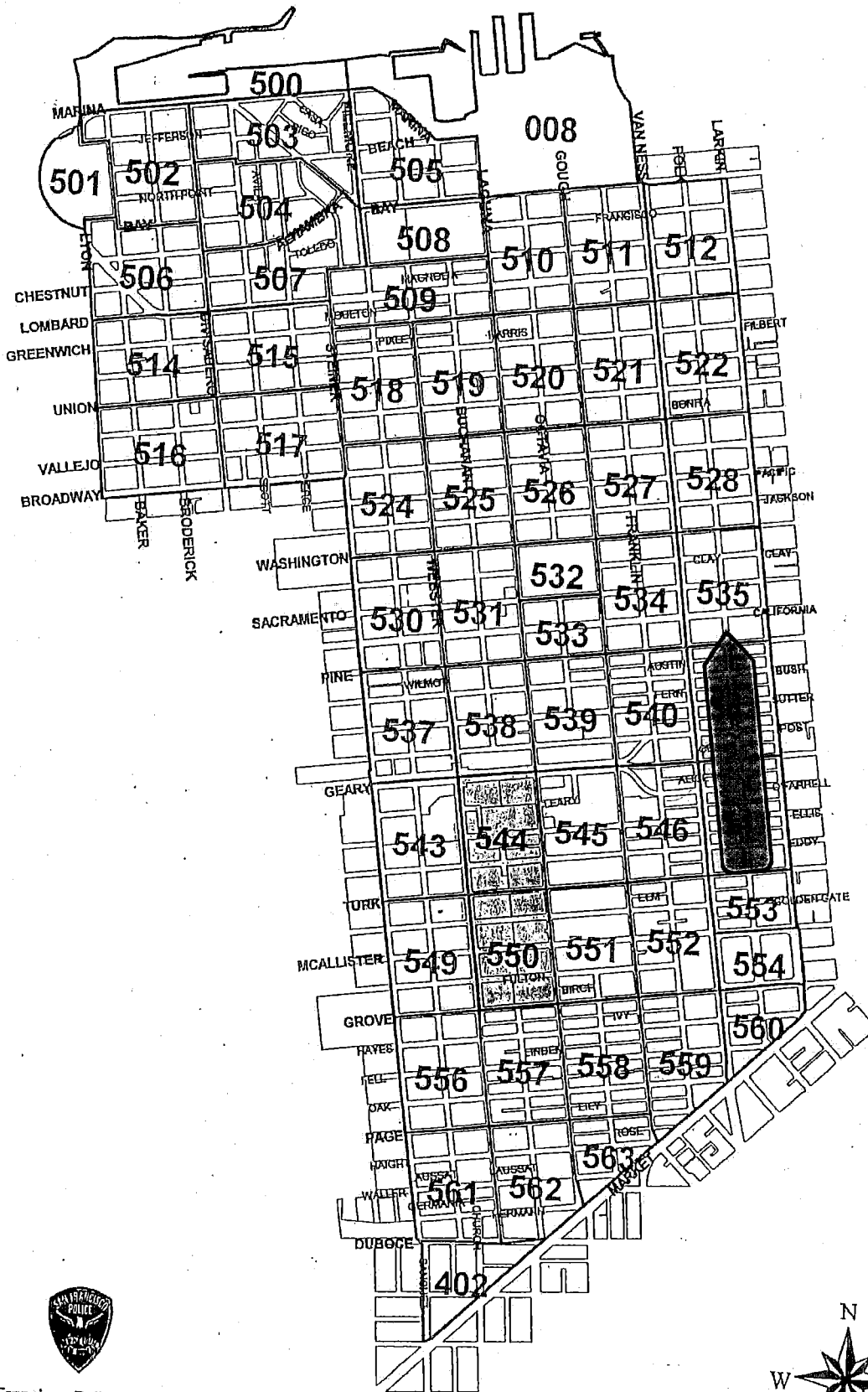


Map Legend	
	Incidents (117)
	Larceny/Theft (71)
	Burglary (23)
	Vehicle Theft (12)
	Assault (4)
	Robbery (4)
	Warrants (3)

All representations on this map are distributed and transmitted "AS IS" without warranties of any kind, either expressed or implied including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. In no event shall San Francisco Police Department become liable to users of these data for any loss or damages, consequential or otherwise, including but not limited to time, money, goodwill, arising from the use, operation or modification of the data. The visual presentation of data is being provided strictly as a courtesy, not as an obligation to its users.

WARNING: This map does not meet the national map accuracy standards.


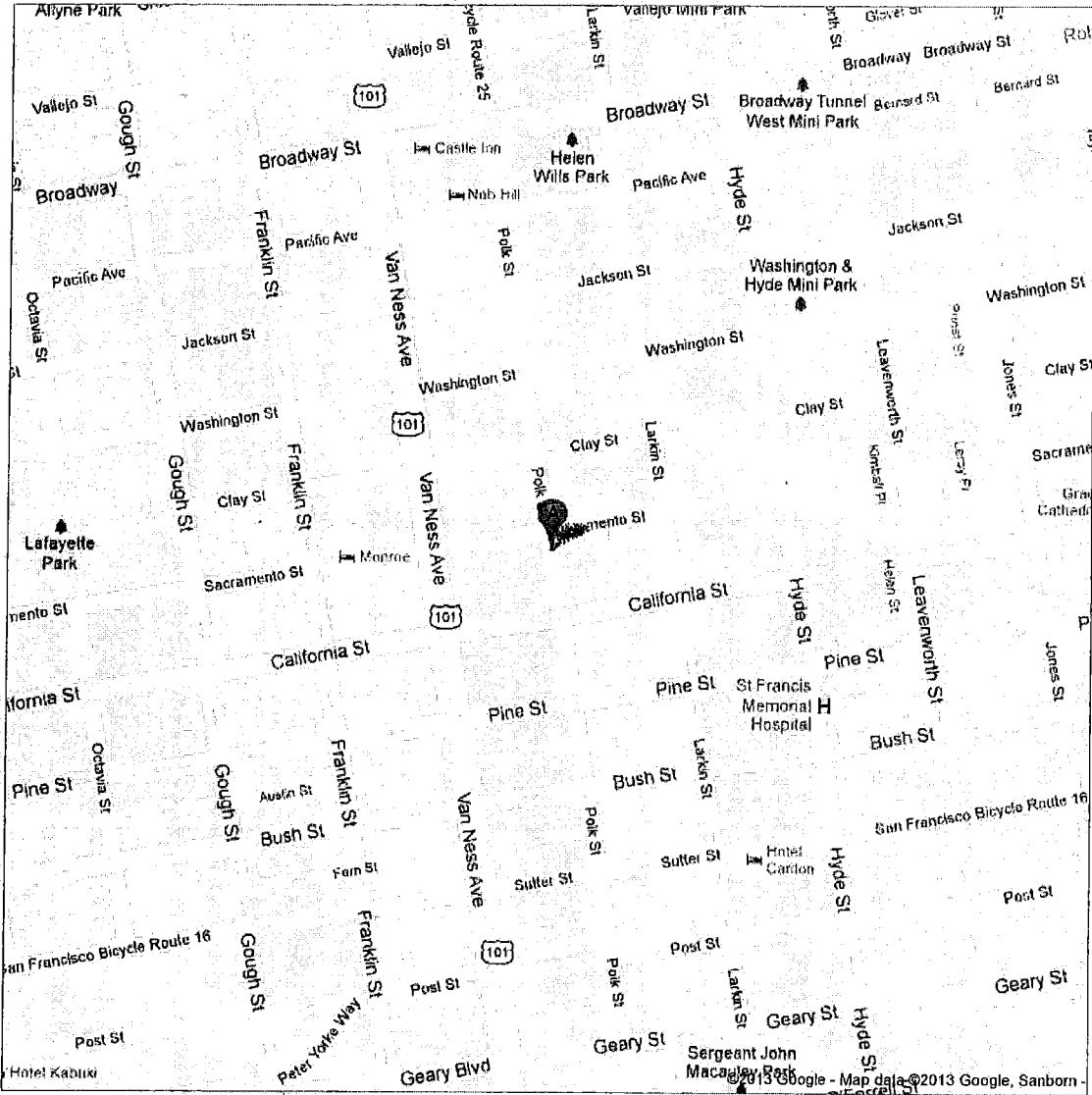
# NORTHERN DISTRICT Major Streets & Reporting Plots

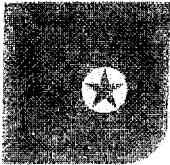




Address 1552 Polk St  
San Francisco, CA 94109

Get Google Maps on your phone  
Text the word "GMAPS" to 466453



**middle polk  
neighborhood association**

November 16, 2012

Mr. Frank Slacik  
Blue Fog Market  
1552 Polk Street  
San Francisco, CA 94109

Dear Frank:

The Middle Polk Neighborhood Association is excited about the upcoming opening of the Blue Fog Market on Polk and Sacramento. We thank you for presenting to our members at our September Middle Polk meeting and being available for questions at our October meeting. As you know, you have great support for your business within the neighborhood.

We appreciate the keen eye you are paying that corner in keeping it spotless, even before your official opening. We believe the neighborhood will greatly benefit from your business which will offer gourmet coffee service and pastries, prepared artisan foods for take-out, and a limited off-sale wine and beer selection to compliment the prepared take-out food (note: wine and beer shall be locked in the display cases after 10:00PM every night and will not be sold after that time). Our neighborhood is in the process of working on legislation to address the proliferation of alcohol sales within Middle Polk. We believe your business will be neighborhood-serving and will be fully in line with this forward-looking legislation.

We look forward to Blue Fog Market being a great addition to our neighborhood. Please let us know if we can be of any assistance to you. Thank you.

Kindest regards,  
*Dawn S. Trennert*  
Dawn Trennert  
Chair

**dawn@middlepolk.org 415.314.0772**  
**www.middlepolk.org**

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

Blue Fog Markets, LLC  
Frank Slacik  
Managing Member  
1552 Polk Street  
San Francisco, CA 94109  
cell: (415) 706-7639

**BLUE FOG MARKET**  
**PUBLIC CONVENIENCE AND NECESSITY**

To The San Francisco Board of Supervisors:

This letter describes the operations of Blue Fog Market and shows Public Convenience and Necessity.

Although our store, at 1552 Polk Street, is located in what the ABC deems an over-concentrated area for alcohol establishments, we feel that our specialty-food market qualifies for Public Convenience and Necessity.

1. I've been in close contact with the Dawn Trennert and Frank Cannata of the Middle Polk Neighborhood Association while planning the renovation and opening of the store. I've presented to the members of the association and they support my ABC application. See enclosed letter.
2. Our hours of operation are 7:00AM – 9:00PM Sunday through Thursday. On Friday and Saturday nights we stay open later, but I've agreed with the Middle Polk Neighborhood Association to stop selling alcohol at 10:00PM. We will lock the coolers at that time.
3. The premises are located in the Middle Polk corridor, below Nob Hill one block north of California Street. Customers are drawn from the many residents, shop employees and office workers in this residential and commercial business-friendly area.
3. Blue Fog Market ([www.bluefogmarket.com](http://www.bluefogmarket.com)) is a gourmet deli and upscale café, with deli sandwiches, custom salads, espresso coffee, pastry, grab & go dinners, cheese and hors d'heuvres sold for carry-out.
4. The management of Blue Fog Markets has experience with alcohol sales. We currently have a Type 21 license at our other store located in Pacific Heights/Cow Hollow at 2567 Gough Street. Less than 10% of Blue Fog's sales come from wine and beer sales.

5. At 1552 Polk Street, as at Gough Street, we'll carry predominantly boutique wines and specialty micro-brew beers for single-bottle purchase, and stock simply a single cooler of each, red wine, white wine and beer.

6. Employees will go to ABC LEAD training, so they will serve customers responsibly.

The license we are applying for and transferring is a Type 20, off-sale beer & wine license. It is being transferred from 5621 Geary Blvd 94121 (Israel's Kosher Meat & Poultry) to 1552 Polk Street 94109.

I'm very happy to meet with members of the Board of Supervisors to discuss any concerns they may have.

Sincerely,

Frank Slacik  
Managing Member  
Blue Fog Markets, LLC

cc: Supervisor David Chiu  
Dawn Trennert, MPNA

**From:** Frank Slacik <frank@bluefogmarket.com>  
**To:** <david.frias@sfgov.org>  
**Date:** Monday, April 08, 2013 10:56AM  
**Subject:** Blue Fog Market - Type 20 License - 1552 Polk Street

---

Officer Frias,

Thanks for calling me back to discuss my ABC application.

Its a Type 20, off sale of beer and wine, for my new location at 1552 Polk Street. I've had contact with Dawn Trennert and the Middle Polk Neighborhood Association. She has provided me a letter from the association supporting my application, which I've attached to this email.

I've also attached the letter I sent with the official ABC notice to 1300 neighbors as part of the application process.

I posted the ABC window sign in my window on Thursday March 28, and the mailing to the neighborhood occurred on Monday April 1.

Another point of reference for you regarding me is Mike Amoroso, who I know from the Saint Vincent de Paul elementary school where our children attend.

I look forward to meeting you when you stop by. I can be reached at the number below.

Take care,

**Frank Slacik**  
Managing Member  
Blue Fog Markets, LLC  
www.bluefogmarket.com  
(415) 706-7639

Attachments:

Middle Polk - Support for ABC    BFM Polk - Neighborhood ABC    BFM Polk.jpeg  
Applic.pdf    Letter.docx





March 28, 2013

Dear Neighbors,

I've applied for an ABC Type 20 license for the off-sale of beer and wine by Blue Fog Market here at 1552 Polk Street.

Naturally, I've spoken with the Middle Polk Neighborhood Association. They support my ABC application, and I've assured them that I will cease all sales of beer and wine by 10PM each night.

I understand the current environment along Polk Street and the sentiments that many people have towards liquor sales in the area. Blue Fog Market is not a destination spot for alcohol, and I will not allow it to become one.

I assure you that beer and wine sales are a minor part of Blue Fog Market's business, amounting to less than 10% of sales. However, craft beer and boutique wine are natural compliments to the artisan sandwiches, gourmet dinners, cheese and hors d'heuvres we provide, and so while minor, they are an important and sophisticated part of our product offering. I invite you to visit our other store at 2567 Gough Street to better understand this aspect of Blue Fog's business.

Thank you for the friendly welcome we received when we opened this store in January. We look forward to a long relationship with the Polk neighborhood. Please contact me if I can answer any questions for you or assist you in any manner.

Best regards,

Frank Slacik  
Managing Member  
Blue Fog Markets, LLC  
frank@bluefogmarket.com

**middle polk  
neighborhood association**

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Kindest regards,

*Dawn S. Trennert*

Dawn Trennert  
Chair

**dawn@middlepolk.org 415.314.0772**  
**www.middlepolk.org**



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Best regards,

Frank Slacik  
Managing Member  
Blue Fog Markets, LLC  
frank@bluefogmarket.com

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

# PUBLIC NOTICE OF APPLICATION TO SELL ALCOHOLIC BEVERAGES

APPLICANT BLUE FOG MARKETS LLC

TYPE OF LICENSE 20 - off sale Beer and Wine

BUSINESS NAME Blue Fog Market

ADDRESS OF PREMISES 1552 Polk St., San Francisco, CA 94109

APPLICANT HAS FILED FOR: NEW LICENSE PREMISES TO PREMISES TRANSFER PERMITS TO PERSON  
CHANGE IN LICENSE PRIVILEGES

**IF A VERIFIED PROTEST IS TO BE MADE AGAINST THIS APPLICATION, IT MUST BE RECEIVED BY ANY OFFICE OF THE DEPARTMENT OR DEPARTMENTAL HEADQUARTERS, 1997 LEHMAN DRIVE, SUITE 100, SACRAMENTO 95834, WITHIN 30 DAYS OF DATE POSTED. PROTESTS MUST BE VERIFIED. FURTHER INFORMATION REGARDING THIS APPLICATION AND VERIFICATION FORMS MAY BE OBTAINED AT**

04/11/2013

SAN FRANCISCO A.B.C. DIST. OFFICE  
33 NEW MONTGOMERY ST., SUITE 1280  
SAN FRANCISCO, CA 94104  
TEL. 415-359-6900

**WARNING**  
Every person who intentionally advises, influences, or causes another to do so, to file a protest or to file a protest form, without good cause, shall be liable to the State for the costs of the protest and the cost of the protest form.

**PREMISES ARE (NOT NOW) LICENSED TO SELL ALCOHOLIC BEVERAGES.**

04/11/2013



BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. 554-5184  
Fax No. 554-5163  
TDD/TTY No. 544-5227

## PROOF OF ON-SITE POSTING

Legislative File Nos. 120361 & 120363

Description of Items:

File No. 120361      **Summary Street Vacation - Portion of San Jose Avenue  
Between 27th Street and Cesar Chavez Street - California  
Pacific Medical Center: St. Luke's Campus**

File No. 120363      **Land Transfer Agreement - Sale of a Portion of San Jose  
Avenue Between 27th Street and Cesar Chavez Street - Sutter  
West Bay Hospitals - California Pacific Medical Center: St.  
Luke's Campus**

I, DEBORA HANLEY, an employee of the City and  
County of San Francisco, posted the above described document(s) in at least three (3)  
public places along the street(s) to be affected at least fourteen (14) days in advance of  
the hearing (pursuant to CA Streets and Highways Code, Section 970.5):

Date: 05/31/13

Time: NOON

Location: SAN JOSE AVE @ CESAR CHAVEZ  
@ INTERSECTION W/  
27th STREET

Signature: [Signature]

Instructions: Upon completion, original must be filed in the above referenced file.

## LIQUOR LICENSE REVIEW

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

**File:** 130307

Block/lot: 0649 / ~~001~~

Zoning: ~~WED~~ Polk

Quad: NE

Map # 1300464

**TO:** Police Department  
Inspector Nelly Gordon  
Inspector Joseph Fong  
Fax No.: 553-1463

**DATE:** April 3, 2013

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This item is tentatively scheduled to be heard in four to six weeks.  
**PLEASE EMAIL YOUR RESPONSE BY:** May 15, 2013, to Derek Evans, Clerk,  
Neighborhood Services and Safety Committee.

**Derek.Evans@sfgov.org - Fax No: 554-7714**

---

**Applicant Name:** Frank Slacik  
**and Business Name:** Blue Fog Markets, LLC  
(1552 Polk Street)

**Applicant Address:** 1552 Polk Street  
San Francisco, CA 94109  
**and Phone No.** (415) 706-7639

**PLANNING COMMENTS:**  Approval  Denial

Permitted use of Type 20 licenses per Section  
790.102(a)(b) of the Planning Code

James Shambay  
5/28/13

**POLICE COMMENTS:**  Approval  Denial

8-6392

BOS-11  
Leg Desk

March 29, 2013

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

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2013 MAR 29 PM 2:50

**BLUE FOG MARKET  
1552 POLK STREET  
PUBLIC CONVENIENCE AND NECESSITY**

Dear San Francisco Board of Supervisors:

This letter describes the operations of Blue Fog Market and shows Public Convenience and Necessity. Although our store, at 1552 Polk Street, is located in what the ABC deems an over-concentrated area for alcohol establishments, we feel that our specialty-food market qualifies for Public Convenience and Necessity.

1. I've been in close contact with the Dawn Trennert and Frank Cannata of the Middle Polk Neighborhood Association while planning the renovation and opening of the store. I've presented to the members of the association and they support my ABC application. See enclosed letter.
2. Our hours of operation are 7:00AM – 9:00PM Sunday through Thursday. On Friday and Saturday nights we stay open later, but I've agreed with the Middle Polk Neighborhood Association to stop selling alcohol at 10:00PM. We will lock the coolers at that time.
3. The premises are located in the Middle Polk corridor, below Nob Hill one block north of California Street. Customers are drawn from the many residents, shop employees and office workers in this residential and commercial business-friendly area.
3. Blue Fog Market ([www.bluefogmarket.com](http://www.bluefogmarket.com)) is a gourmet deli and upscale café, with deli sandwiches, custom salads, espresso coffee, pastry, grab & go dinners, cheese and hors d'heuvres sold for carry-out.
4. The management of Blue Fog Markets has experience with alcohol sales. We currently have a Type 21 license at our other store located in Pacific Heights/Cow Hollow at 2567 Gough Street. Less than 10% of Blue Fog's sales come from wine and beer sales.

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5. At 1552 Polk Street, as at Gough Street, we'll carry predominantly boutique wines and specialty micro-brew beers for single-bottle purchase, and stock simply a single cooler of each, red wine, white wine and beer.

6. Employees will go to ABC LEAD training, so they will serve customers responsibly.

The license we are applying for and transferring is a Type 20, off-sale beer & wine license. It is being transferred from 5621 Geary Blvd 94121 (Israel's Kosher Meat & Poultry) to 1552 Polk Street 94109.

I'm very happy to meet with members of the Board of Supervisors to discuss any concerns they may have.

Sincerely,

A handwritten signature in black ink, appearing to read "Frank Slacik". The signature is stylized and cursive.

Frank Slacik  
Managing Member  
Blue Fog Markets, LLC  
1552 Polk Street  
San Francisco, CA 94109  
frank@bluefogmarket.com  
cell: (415) 706-7639

cc: Supervisor David Chiu  
Dawn Trennert, MPNA





**middle polk  
neighborhood association**

November 16, 2012

Mr. Frank Slacik  
Blue Fog Market  
1552 Polk Street  
San Francisco, CA 94109

Dear Frank:

The Middle Polk Neighborhood Association is excited about the upcoming opening of the Blue Fog Market on Polk and Sacramento. We thank you for presenting to our members at our September Middle Polk meeting and being available for questions at our October meeting. As you know, you have great support for your business within the neighborhood.

We appreciate the keen eye you are paying that corner in keeping it spotless, even before your official opening. We believe the neighborhood will greatly benefit from your business which will offer gourmet coffee service and pastries, prepared artisan foods for take-out, and a limited off-sale wine and beer selection to compliment the prepared take-out food (note: wine and beer shall be locked in the display cases after 10:00PM every night and will not be sold after that time). Our neighborhood is in the process of working on legislation to address the proliferation of alcohol sales within Middle Polk. We believe your business will be neighborhood-serving and will be fully in line with this forward-looking legislation.

We look forward to Blue Fog Market being a great addition to our neighborhood. Please let us know if we can be of any assistance to you. Thank you.

Kindest regards,  
*Dawn S. Trennert*  
Dawn Trennert  
Chair

**dawn@middelpolk.org 415.314.0772  
www.middelpolk.org**



March 28, 2013

Dear Neighbors,

I've applied for an ABC Type 20 license for the off-sale of beer and wine by Blue Fog Market here at 1552 Polk Street.

Naturally, I've spoken with the Middle Polk Neighborhood Association. They support my ABC application, and I've assured them that I will cease all sales of beer and wine by 10PM each night.

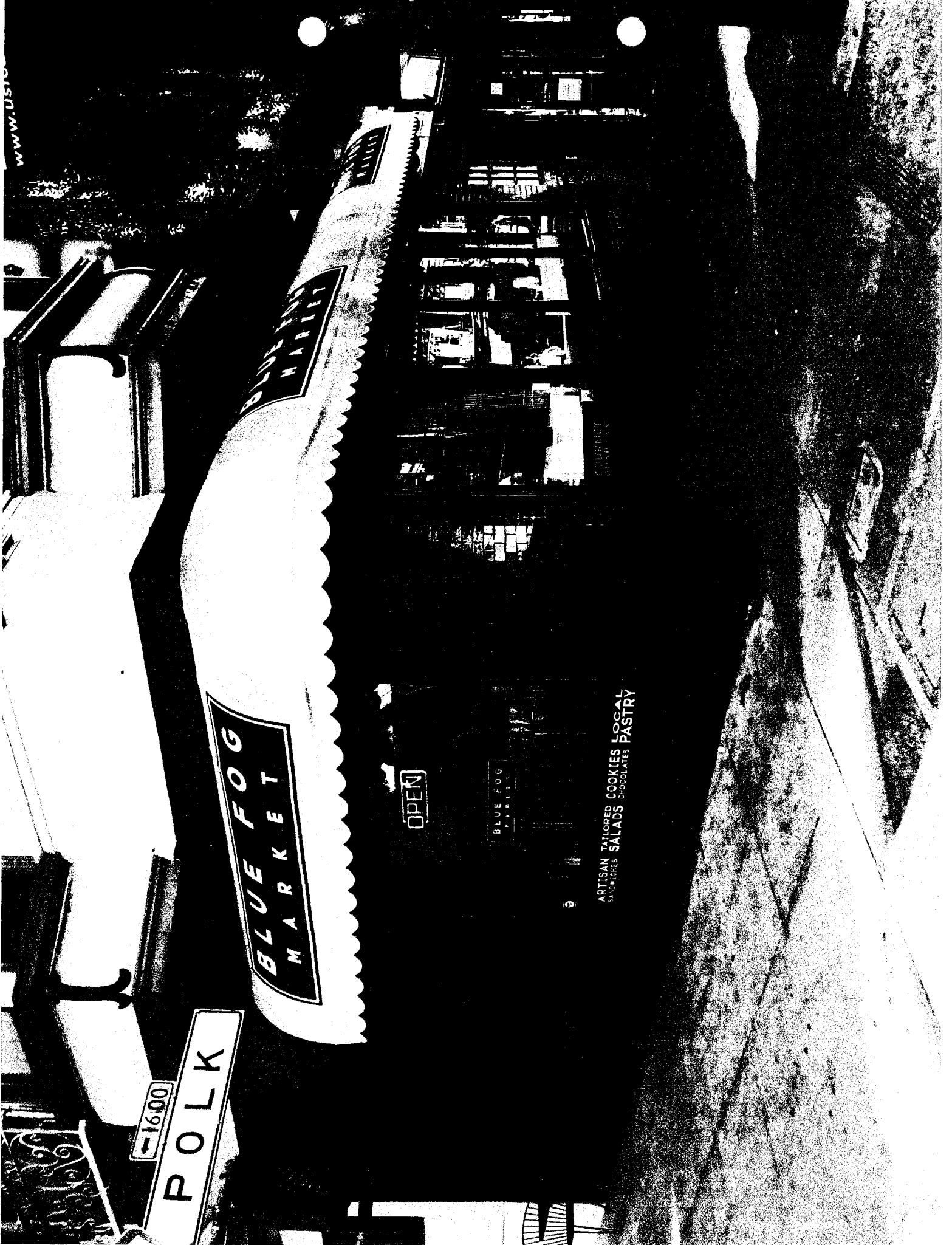
I understand the current environment along Polk Street and the sentiments that many people have towards liquor sales in the area. Blue Fog Market is not a destination spot for alcohol, and I will not allow it to become one.

I assure you that beer and wine sales are a minor part of Blue Fog Market's business, amounting to less than 10% of sales. However, craft beer and boutique wine are natural compliments to the artisan sandwiches, gourmet dinners, cheese and hors d'heuvres we provide, and so while minor, they are an important and sophisticated part of our product offering. I invite you to visit our other store at 2567 Gough Street to better understand this aspect of Blue Fog's business.

Thank you for the friendly welcome we received when we opened this store in January. We look forward to a long relationship with the Polk neighborhood. Please contact me if I can answer any questions for you or assist you in any manner.

Best regards,

Frank Slacik  
Managing Member  
Blue Fog Markets, LLC  
frank@bluefogmarket.com



WWW.USTO

1600

POLK

BLUE FOG  
MARKET

OPEN

BLUE FOG  
MARKET

ARTISAN TAILORED COOKIES LOCAL  
SANDWICHES SALADS CHOCOLATES  
GOURMET PASTRY

## Evans, Derek

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**From:** Frank Slacik [frank@bluefogmarket.com]  
**Sent:** Sunday, June 02, 2013 5:08 PM  
**To:** Evans, Derek  
**Subject:** Re: Blue Fog Market docs

Derek,

I struck me today that a couple pictures of my Polk store may be useful to the Board members, since those other than Supervisor Chiu may not have visited the store. It may help to know I have an upscale and clean store that has improved the look of the neighborhood. I'm sending you three emails that have three pictures attached , 1) the current look as a Blue Fog Market, 2) the previous look as Nob Hill Beverages (red), and 3) a current picture of the inside of the market.

Take care,

Managing Member  
Blue Fog Markets, LLC  
(415) 706-7639

[www.bluefogmarket.com](http://www.bluefogmarket.com)

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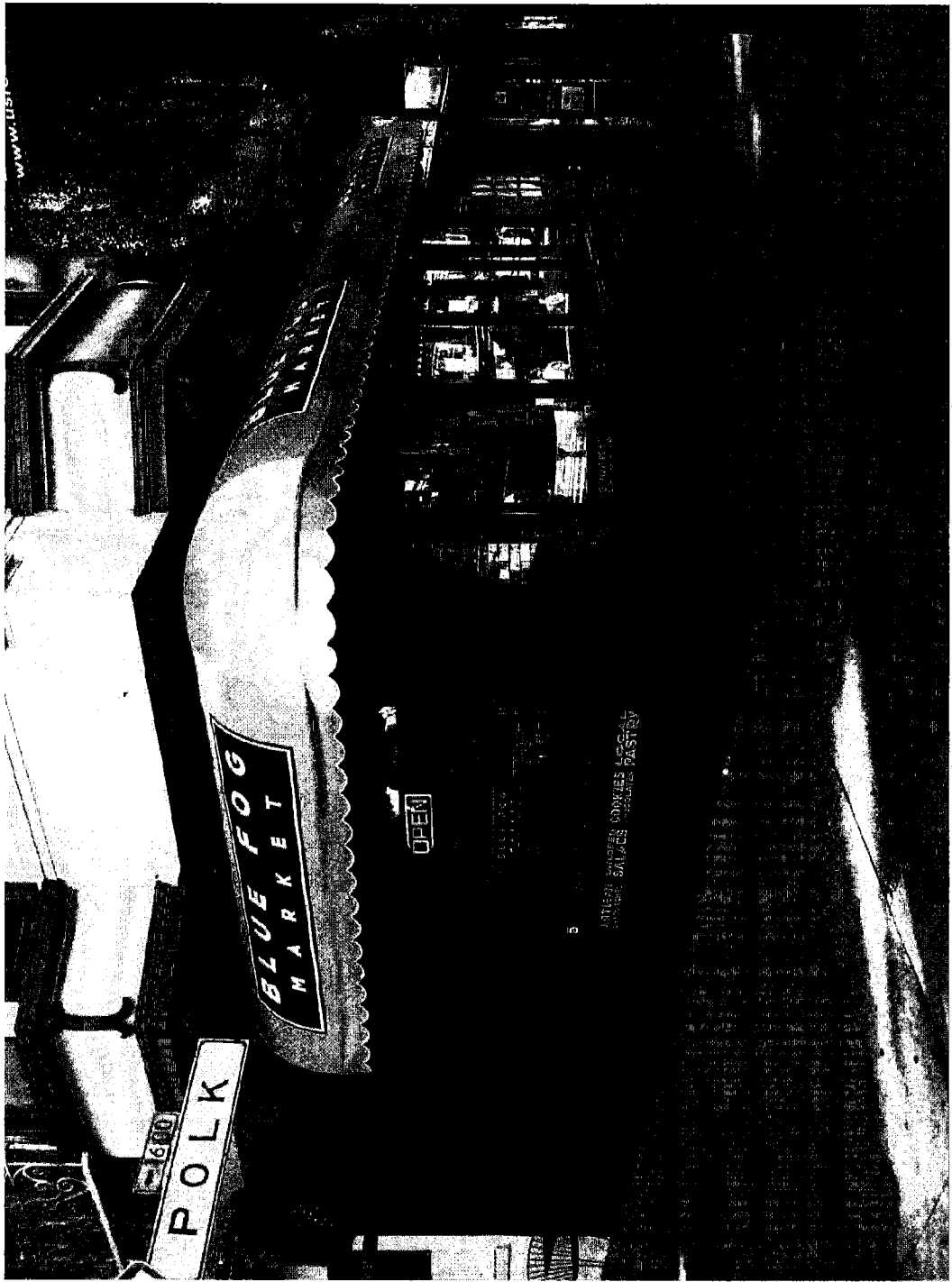
**From:** Frank Slacik <frank@bluefogmarket.com>  
**Date:** Friday, May 31, 2013 4:31 PM  
**To:** <derek.evans@sfgov.org>  
**Subject:** Blue Fog Market docs

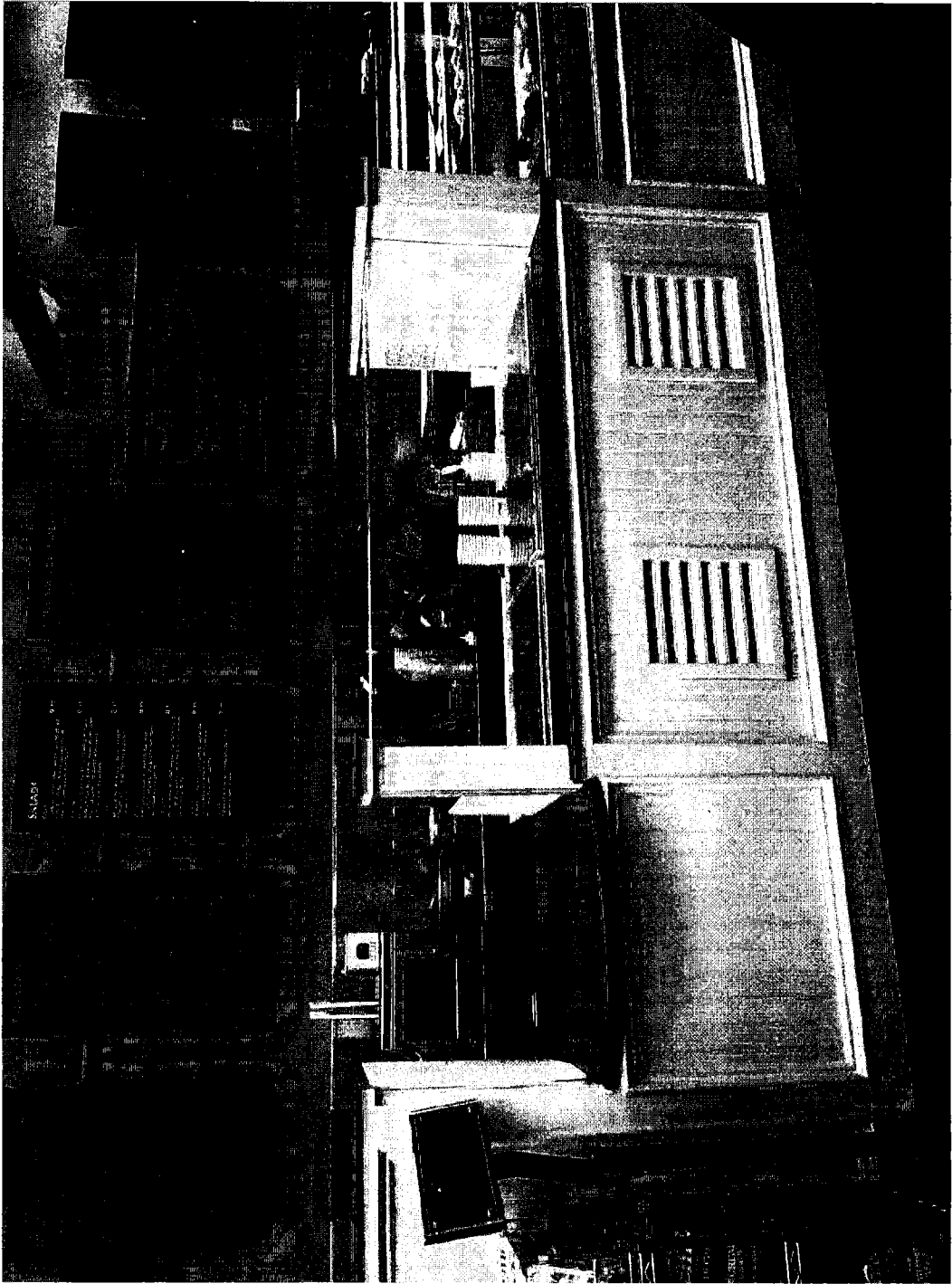
Derek,

I've attached the letter of support from the Middle Polk Neighborhood Assoc, and the open letter to the neighborhood I posted in my store window alongside the ABC notice for 30 days. The PCN letter too.

**Frank Slacik**  
Managing Member  
Blue Fog Markets, LLC  
(415) 706-7639

[www.bluefogmarket.com](http://www.bluefogmarket.com)







## LIQUOR LICENSE REVIEW

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

**File:** 130307

**TO:** Police Department  
Inspector Nelly Gordon  
Inspector Joseph Fong  
Fax No.: 553-1463

**DATE:** April 3, 2013

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This item is tentatively scheduled to be heard in four to six weeks.

**PLEASE EMAIL YOUR RESPONSE BY:** May 15, 2013, to Derek Evans, Clerk,  
Neighborhood Services and Safety Committee.

**Derek.Evans@sfgov.org - Fax No: 554-7714**

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**Applicant Name:** Frank Slacik  
**and Business Name:** Blue Fog Markets, LLC  
(1552 Polk Street)

**Applicant Address:** 1552 Polk Street  
San Francisco, CA 94109  
**and Phone No.** (415) 706-7639

**PLANNING COMMENTS:**       Approval       Denial

**POLICE COMMENTS:**       Approval       Denial