



# CITY OF LONG BEACH

OFFICE OF THE CITY CLERK

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802 • (562) 570-6101 •

May 8, 2017

Mr. Vincent Cravens  
District Administrator  
Department of Alcoholic Beverage Control  
3950 Paramount Boulevard, Suite No. 250  
Lakewood, California 90712

Re: Application of Cloud 9 Sports Bar L.B., LLC, dba Cloud 9 Sports Bar Long Beach, to Determine the Application does not serve the Public Convenience and Necessity for an original Application of an Alcoholic Beverage Control License, at 1740 East Artesia Boulevard.

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held May 2, 2017 approved the request of Vice Mayor, Rex Richardson, Ninth District, that a protest be filed regarding the subject application based on the following:

- 1) High crime.
- 2) Residents within 100 feet.

Enclosed is a copy of the City Council documentation and a certified excerpt of the minutes for your file.

The City of Long Beach thanks you for taking this request into consideration.

Respectfully submitted,

POORNAM DAVIS  
CITY CLERK

Prepared by:  
Pablo Rubio

Attachment

cc: Rex Richardson, Vice Mayor, Ninth District  
Mayor  
City Prosecutor  
Police Department (2) Chief & Vice  
Referral File  
FAX forwarded to ABC, (562) 982-1396

**AN EXCERPT FROM THE MINUTES OF  
THE LONG BEACH CITY COUNCIL MEETING  
HELD TUESDAY, MAY 2, 2017**

**REGULAR AGENDA: (10:00 PM)**

**20. (17-0328) Recommendation to receive the application of Cloud 9 Sports Bar L.B, LLC, dba Cloud 9 Sports Bar Long Beach, for an original Alcoholic Beverage Control (ABC) License, at 1740 East Artesia Boulevard, determine that the application does not serve the public convenience and necessity, and submit a Public Notice of Protest to ABC on the bases of high crime in the reporting district and residences within 100 feet of the establishment. (District 9)  
(09:47 PM)**

*Suggested Action: Approve recommendation.*

**Motion:** Approve recommendation.

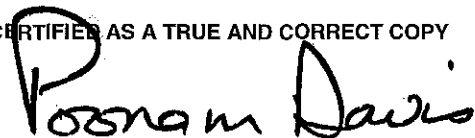
Moved by Vice Mayor Richardson, seconded by Councilmember Pearce.

**Vote:** Approve recommendation.(Carried 6-0)

Yes: Councilwoman Gonzalez, Councilmember Pearce, Councilwoman Price, Councilmember Supernaw, Councilman Austin, and Vice Mayor Richardson.

Absent: Councilwoman Mungo, Councilman Andrews, Councilmember Uranga.

CERTIFIED AS A TRUE AND CORRECT COPY



CITY CLERK OF THE CITY OF LONG BEACH

DATE: May 8, 2017

*p. Rubio*



# CITY OF LONG BEACH

POLICE DEPARTMENT

400 WEST BROADWAY LONG BEACH CALIFORNIA 90802

# R-20

Robert G. Luna  
Chief of Police

May 2, 2017

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive the application of Cloud 9 Sports Bar L.B, LLC, dba Cloud 9 Sports Bar Long Beach, for an original Alcoholic Beverage Control (ABC) license, at 1740 East Artesia Boulevard, determine that the application does not serve the public convenience and necessity, and submit a Public Notice of Protest to ABC on the bases of high crime in the reporting district and residences within 100 feet of the establishment. (District 9)

## DISCUSSION

It is City Council policy to review applications for ABC licenses to determine if a basis for protest against the issuance of the license exists. Cloud 9 Sports Bar Long Beach was the site of violent criminal activity when the owners last had a valid ABC license. Their ABC license was suspended in 2016, and the owner was issued a citation for continuing to operate without an ABC license.

Given the history of this location, the high crime in this reporting district, and the close proximity to residences, the Police Department recommends that the City Council determine that the application does not serve the public convenience and necessity and a Public Notice of Protest be submitted to ABC.

## TIME CONSIDERATIONS

City Council action is requested on May 2, 2017, to respond to the Department of Alcoholic Beverage Control by the May 13, 2017, due date.

## FISCAL IMPACT

There is no fiscal impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



ROBERT G. LUNA  
CHIEF OF POLICE

APPROVED:



PATRICK H. WEST  
CITY MANAGER

RGL:jjja

HONORABLE MAYOR AND CITY COUNCIL  
May 2, 2017

Council 9

Applicant: Cloud 9 Sports Bar L.B., LLC  
DBA: Cloud 9 Sports Bar Long Beach  
Address: 1740 East Artesia Boulevard

Type of Application: An original application for an On-Sale Beer license.

Basis for possible protest: High Crime.  
Residences within 100 feet.

**PUBLIC CONVENIENCE DETERMINATION:** A determination by the City of public convenience and necessity **is** required for this application.

Census Tract: 5705.02

Boundaries: Artesia Boulevard to the North  
South Street to the South  
Paramount Boulevard to the East  
Walnut Avenue to the West

Number of licenses allowed: 6

Number of licenses existing: 5

Police Reporting District: 422

Boundaries: Artesia Boulevard to the North  
Harding Street to the South  
Cherry Avenue to the East  
Orange Avenue to the West

Reported crimes in this district for ABC purposes are 141. Crime in a reporting district must be at least 138 to qualify for a high crime protest.

Type of business: A bar.

Last day to request  
conditions and protest: May 13, 2017



**Date:** May 2, 2017  
**To:** File  
**From:** Jennifer Arzola, Detective, Vice Investigations Section  
**Subject:** **CLOUD 9 SPORTS BAR LONG BEACH – 1740 EAST ARTESIA BOULEVARD**

---

**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (03/24/16-03/24/17)**

1	925	Suspicious Person	Gone on Arrival
1	242	Battery	Booked and Filed
1	594	Vandalism	Filed
1	261	Rape	Filed
1	647F	Public Intoxication	Booked and Filed
2	459A	Audible Burglar Alarm	Bad Order Alarm

**ABC INSPECTIONS (past three years)**

8/17/16	Undercover Inspection	Citation issued for serving alcohol With No ABC license
4/25/15	Undercover Inspection	No Violations Observed
2/11/15	Undercover Inspection	No Violations Observed
3/7/14	ABC Undercover Inspection	Citation issued for No ABC license posted

**RESIDENCE WITHIN 100 FEET**

1712 East Artesia Boulevard	Single Family Dwelling
1717 East Artesia Boulevard	Single Family Dwelling
1724 East Artesia Boulevard	Single Family Dwelling
1815 East Artesia Boulevard	Multi-Unit Complex
6558 Rose Avenue	Single Family Dwelling
6559 Rose Avenue	Single Family Dwelling
6566 Rose Avenue	Single Family Dwelling
6569 Rose Avenue	Single Family Dwelling
6572 Rose Avenue	Single Family Dwelling
6574 Rose Avenue	Single Family Dwelling
6575 Rose Avenue	Single Family Dwelling

**CHURCHES, SCHOOLS, PARKS, HOSPITALS AND PLAYGROUNDS WITHIN  
600 FEET**

None

## Pablo Rubio

---

**From:** Fax2Mail Powered by EasyLink Services <reports@reply.fax2mail.com>  
**Sent:** Monday, May 08, 2017 6:01 PM  
**To:** Pablo Rubio  
**Subject:** ABC License Letter - dba Cloud 9 Sports Bar Long Beach, 1740 East Artesia Boulevard

### MAIL2FAX DETAILED DELIVERY REPORT

<b>Attention</b>	DLA Admin
<b>Job Number</b>	1560769579
<b>Sent By User</b>	F2M/37283576077
<b>Entered Fax2Mail System</b>	05/08 17:56
<b>Report Generated</b>	05/08 18:00
<b>Subject</b>	ABC License Letter - dba Cloud 9 Sports Bar Long Beach, 1740 East Artesia Boulevard
<b>Page Count</b>	7 (including cover sheet)

### SUMMARY

<b>Sent: 1</b>	<b>Errors: 0</b>	<b>Cancelled: 0</b>
<b>Total: 1</b>		

<b>Destination</b>	<b>Status</b>	<b>Date</b>	<b>Time</b>	<b>Num. Retries</b>
5629821396	SENT	05/08	18:00	1