

From: Nadiah ALBAdri <nsalbadri@hotmail.com>
Sent: Tuesday, September 27, 2022 10:16 PM
To: Maryanne Cronin <Maryanne.Cronin@longbeach.gov>
Subject: Support for saltwater deck beer and wine license

-EXTERNAL-

Hi Maryanne,

I am writing to show support for salt water deck for their beer and wine license.

I own a condo in downtown Long Beach, take my godkids to the park right next to saltwater, and I'm on the beach a lot. We have a workout class and always go there afterwards for lunch. Plus I am part of my condo association, and we have done several events there. Gaucho Grill, which is opening in Alamitos Beach, is also right next to a kids park and I heard their liquor license got approved, so why not salt water deck? I love and support Long Beach, and Would be very disappointed to know that this will not be excepted by the city. Also, I see several vendors selling alcohol all along the beach boardwalk, and why are they allowed to do it? Please take this email as my support for salt water deck to get a beer and wine license. I appreciate your support and response. Thank you!!

Nadiah AlBadri
Aqua Tower resident
90808
Get [Outlook for iOS](#)

From: Dennis Beyrooty <DBeyrooty.expert@hotmail.com>
Sent: Wednesday, September 21, 2022 11:58 AM
To: Maryanne Cronin <Maryanne.Cronin@longbeach.gov>
Subject: Salt water deck support

-EXTERNAL-

Please be advised that we support this action

Thank you

Dennis Beyrooty
Owner
Expert Maintenance

9/21/2022

To Whom It May Concern:

As a former business owner of Expert Maintenance in Long Beach for over 10 years, I'm writing this letter in support of Saltwater Deck's application for a beer & wine license. This restaurant has been a great addition to our community, bringing good food at reasonable prices in an amazing location during the last few years. The addition of beer & wine to the menu would broaden the customer base immensely, therefore better serving a larger clientele in the Long Beach area. The addition of beer and wine to the menu would be a drawing point, specifically to the lunch customers and those wanting an after-work drink with their meal. This would not have a negative impact on the beach atmosphere as they close at 6 pm every night.

Sincerely,

Dennis Beyrooty

From: Nicole Bushong [mailto:nicole.bushong777@gmail.com]
Sent: Tuesday, October 4, 2022 9:13 AM
To: CityClerk <CityClerk@longbeach.gov>
Subject: SALTWATER DECK Alcohol sales

-EXTERNAL-

Hi my name is Nicole Bushong

I was voted best yoga instructor two years in a row and I meet all my clients on the sand in front of this restaurant for the past two years.

Amy and her team are one of the most responsible and cleanest crew members I have ever met.

I also take part in monthly beach cleans ups this restaurant sponsors to help keep the beach clean.

I can assure whoever is in question that this area/business/marine land is in good hands.

Thank you kind mam/ sir.

Nicole Bushong

7:03

5G+



nicolebushong



phoenixrise, c



Aa



*@nicolebushong
@g_team_mom*

From: anngadfly@aol.com [mailto:anngadfly@aol.com]

Sent: Monday, October 3, 2022 11:33 PM

To: CityClerk <CityClerk@longbeach.gov>; Council District 1 <District1@longbeach.gov>; Council District 2 <District2@longbeach.gov>; Council District 3 <District3@longbeach.gov>; Council District 5 <District5@longbeach.gov>; Council District 6 <District6@longbeach.gov>; Council District 7 <District7@longbeach.gov>; Council District 8 <District8@longbeach.gov>; Council District 9 <District9@longbeach.gov>; Mayor <Mayor@longbeach.gov>

Subject: Comments on Item 23, Oct. 4, 2022

-EXTERNAL-

To: Mayor and Council

From: Ann Cantrell

Re: Item 23

Recommendation to receive supporting documentation into the record, conclude the public hearing, and consider two, third-party, appeals by Melinda Cotton (APL22-005) and Shemaiah Sims and Franklin Sims (APL22-006); Determine that the project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15301 (Class 1 - Existing Facilities) of the CEQA Guidelines (CE-22-113); and Deny the appeals and approve a Conditional Use Permit (CUP22-002) for the onsite service of alcoholic beverages (Type 41 - On-Sale Beer and Wine - Eating Place) at the Junipero Concession Stand located at 2630 East Ocean Blvd in the Park (P) Zoning District. (District 2)

Alcohol has its place, but it is not in parks or beaches. There are many good reasons why Long Beach has long prohibited alcohol in these places. Granting an alcohol license to a concession stand which is on the beach, with a "new concrete boardwalk connecting the concession with **the bike path and a children's playground**" is ludicrous.

Staff states: "While parks and open space uses are the primary land uses permitted in this land use district, accessory commercial uses, such as a food and beverage concession stand, are also permitted **if** intended to preserve natural areas, **promote the mental and physical health of the community**, and improve the park/beach visitor's overall experience". I have never heard that alcohol promotes mental and physical health--in fact, just the opposite.

You are being asked to grant a Conditional Use Permit (CUP) because:

1. The city ordinance that no alcohol can be served within **500 feet of a public park** except: (1) locations in the greater downtown area; or
- (2) stores of more than twenty thousand (20,000) square feet, . . .

This concession stand has no full table service permitted within the dining/seating area, located on the sand and customers get their orders at a take-out window. It is doubtful that signs will prevent them from taking the food and drink out to the beach. (Be sure to look at the "dining area" photos). When seeing that alcohol is being sold on the beach, most beach goers will question why only those who can afford to pay are allowed to drink wine and beer in a no alcohol area.

2. *The subject property is located within Census Tract 5767 ABC recommends a **maximum of four** on-sale alcohol licenses for this census tract based on the current population within the tract. There are currently **nine** active alcohol licenses for on-site consumption sales within this Census Tract (Attachment H – Map of ABC Licenses). **There is no need for another license in an already over-concentrated area.***

3. *"The site is located within Police Reporting District 433 within the East Division. The crime rate for this reporting district is 246, with the average being 97. Pursuant to Section 21.15.1338, "high crime" means a crime rate in a crime reporting district that is **20 percent above the City-wide average for all crimes**. The threshold for high crime is 116. Therefore, **this area is considered to be a high crime area**. Section 21.52.201 of the Zoning Code requires that a new CUP for alcohol sales not be approved in a reporting district with a high crime rate as reported by the LBPD. The project site is in a high crime area." No need to worry--according to staff, lights and cameras will solve the high crime problem!*

Staff states: "Alcoholic beverage sales would generate a small percentage of the overall sales as the primary use is a concession stand. The proposed alcohol license at this location would be limited to beer and wine." Sales will be permitted between 10 a.m. and 7 p.m. I can see no good reason why beach goers cannot go for a few hours without alcohol, especially if spending the day at the beach with family.

This CUP will allow alcohol where it is now prohibited, in a Census Tract with an excess of 5 licenses and in a high crime area. Any one of these would be reason to deny. Please do not allow this prescient-setting permit.

Sincerely,
Ann Cantrell

From: JRealty <jerid.erickson@gmail.com>
Sent: Friday, September 16, 2022 3:02 PM
To: Maryanne Cronin <Maryanne.Cronin@longbeach.gov>
Subject: Saltwater Deck support

-EXTERNAL-

Hello Maryanne,

Please see attached for my support letter.

Thank you,

--

Jerid Erickson
CaBRE# 01898580
Century 21 Realty Masters

Privileged And Confidential Communication. This electronic transmission, and any documents attached hereto, (a) are protected by the Electronic Communications Privacy Act (18 USC §§ 2510-2521), (b) may contain confidential and/or legally privileged information, and (c) are for the sole use of the intended recipient named above. If you have received this electronic message in error, please notify the sender and delete the electronic message. Any disclosure, copying, distribution, or use of the contents of the information received in error is strictly prohibited.

09/16/2022

Maryanne Cronin

Long Beach City Planner

411 W Ocean Blvd

Long Beach, CA 90802

To Maryanne Cronin of the Long Beach city planning department,

My name is Jerid Erickson and I strongly support the approval of a wine and beer license to the establishment named Saltwater Deck located at 2630 E Ocean Blvd. I believe this will enhance the enjoyment of this unique location and venue as well as add to the tax revenues of the city. The owners and management of Saltwater deck have added much enjoyment to Junipero Beach in the form of fantastic food and space for our community to socialize. I often enjoy nice walks along the beach and finish my afternoon with a good meal. To have the option of a relaxing beverage in the late afternoon or early evening would make this experience even more enjoyable.

Again, this decision will be a great enhancement to the already appreciated improvement of Junipero Beach. I believe the local community and visitors alike will enjoy this addition to their coastal outings and I am hopefully to see this license get its approval soon.

Thank you for your time and consideration,

Jerid Erickson

Realtor and local Patron of Saltwater Deck

-----Original Message-----

From: Jan Jackson [mailto:janjackson039@gmail.com]

Sent: Friday, September 23, 2022 12:55 PM

To: CityClerk <CityClerk@longbeach.gov>

Subject: Saltwater Deck c/o Marvin Youssef

-EXTERNAL-

I concur with the people who are opposing the sale of alcohol. This restaurant is in a city park and for good reasons the sale and use of alcohol has been prohibited in city parks. It is quite close to a playground and there already is quite a bit of noise from that place which impacts the residential homes across the street.

From: corlisslee@aol.com [mailto:corlisslee@aol.com]

Sent: Tuesday, October 4, 2022 2:22 PM

To: CityClerk <CityClerk@longbeach.gov>; Council District 1 <District1@longbeach.gov>; Council District 2 <District2@longbeach.gov>; Council District 3 <District3@longbeach.gov>; Council District 4 <District4@longbeach.gov>; Council District 5 <District5@longbeach.gov>; Council District 6 <District6@longbeach.gov>; Council District 7 <District7@longbeach.gov>; Council District 8 <District8@longbeach.gov>; Council District 9 <District9@longbeach.gov>; Mayor Garcia <MayorGarcia@longbeach.gov>

Subject: RE: agenda item 23 22-1143 Alcohol on the beach

-EXTERNAL-

City Clerk - please include the attached letter to agenda item 23 opposing alcohol on the beach.

Corliss Lee

FROM: Corliss Lee

10/4/22

TO: City Council Members

RE: agenda item 23 22-1143 Conditional Use Permit (CUP22-002) for the onsite service of alcoholic beverages (Type 41 - On-Sale Beer and Wine - Eating Place) at the Junipero Concession Stand located at 2630 East Ocean Blvd in the Park (P) Zoning District. (District 2

The staff report on this item seem to have very little in the way of truthful information but the line below should be enough to stop the approval of the CUP.

- 1) **“This location is located within a park zone, in a high-crime area, and in a census tract that is overconcentrated.”**

The staff report seems less truthful as it goes on.

- 2) **“The proposed sale of alcoholic beverages would not represent an intensification of use but would add menu items to an existing accessory use.”**

THIS IS MINIMIZING WHAT IS BEING PROPOSED, WHICH IS TO BRING ALCOHOL ONTO PARKLAND/THE BEACH. THIS ISN'T A “MENU ITEM” FOR CHILDREN AND TEENAGERS BUT THEY WILL BE SUBJECTED TO THE OUTCOME, WHICH MOST CERTAINLY WILL BE EXPERIENCES WITH INEBRIATED ADULTS ON THE BEACH.

WHY WOULD WE WANT TO SUBJECT CHILDREN TO DRUNKENESS WHEN THEY CAME FOR A DAY ON THE BEACH? SHOULDN'T WE BE PROTECTING OUR YOUTH – NOT TO MENTION THE REST OF THE POPULATION THAT DOESN'T ENJOY DRUNKEN SCENES.

“City staff believe that approval of the CUP for alcohol sales would have a minimal impact on the surrounding community....”

CONTROL OF ALCOHOL IS AN OXYMORON. A GOOD PART OF THE POPULATION HAVE TROUBLE STOPPING ONCE THEY START. ALCOHOL RELEASES INHIBITIONS. IT CAUSES REFLEXES AND REACTION TIME PROBLEMS. THOSE DRINKING WILL BE PARKING IN THE AREA AND THERE WILL MOST CERTAINLY BE ACCIDENTS RELATED TO CONSUMPTION OF ALCOHOL. THERE WILL MOST CERTAINLY BE DAMAGE TO PROPERTY, INAPPROPRIATE BEHAVIOR, UGLY SCENES AND POSSIBLE HURT OR HARM TO RESIDENTS.

IMHO, THE ONLY ADVANTAGE TO APPROVING THIS CUP IS ADDITIONAL PROFITS FOR THE VENDOR AND TAXES FOR THE CITY.

IT'S YOUR JOB AS COUNCIL MEMBERS TO PROTECT THE CITIZENS AND ENSURE QUALITY OF LIFE IN PUBLIC PLACES.

THIS PROPOSAL HAS WAY MORE DOWNSIDE THAN UPSIDE. PLEASE UPHOLD THE APPEAL AND DENY THE CUP.

Respectfully,

Corliss Lee

From: Mimi Masher <mmasher@pedalmovement.com>
Sent: Friday, September 16, 2022 2:43 PM
To: Maryanne Cronin <Maryanne.Cronin@longbeach.gov>
Subject: Saltwater Deck Support

-EXTERNAL-

The city made a wise choice putting Saltwater Deck on the beach.
They are rocking it out here.

-

Mimi Masher

Beach Rental Stand & Events Manager, [Pedal Movement](#)

Personal Pronouns: she, her, hers

To Whom it may concern,

My name is Mimi Masher and I have been on the beach running the rental stand next door to Saltwater Deck since they opened. Working closely with Amy, Marvin and their staff days on end at the beach. We could not have asked for a more conscientious, diligent team intently focused on providing the best service possible all while navigating a public, destination space such as the beach.

The owners have consistently done the right thing and always have the beach in mind. We here believe in helping the folks around us and making a safe space for all to enjoy. There is nobody better to tackle the idea of legal beer and wine sales on the beach than Saltwater Deck. Let's be real, people are already drinking out here illegally. Many do it responsibly, some do not. Why not allow a diligent team the opportunity to provide a much desired service?

Junipero Beach is already so family friendly, bathrooms, parking, playground for the kids, bike rentals for the teens and a nice dinner and drinks for mom and dad. Long Beach is ripe with places to hang out and get a drink. But, nowhere can you relax with a cold one on the beach, and that's the true crime. Drinks really the bread and butter of any real thriving business. Why not help this business thrive just a little bit more?

Sincerely,
Mimi Masher

Wheelhouse Rentals Manager
562-248-4218
MMasher@pedalmovement.com

From: Mina Moawad <minamoawad04@gmail.com>
Sent: Thursday, September 15, 2022 2:02 PM
To: Maryanne Cronin <Maryanne.Cronin@longbeach.gov>
Subject: Saltwater Deck Support

-EXTERNAL-

Hi Maryanne,

I am writing this letter of support for Saltwater Deck because they have been an incredible addition to the community. Aside from their excellent service and food they make an effort to keep our beautiful beach clean. I frankly love taking my clients there for lunch and think it would be an excellent idea to give them a beer and wine license because it will attract plenty more visitors to their wonderful establishment and our beautiful beach. So far in just their first year Marvin and Amy have proven to be an asset to the city of Long Beach and its residents. I fully support them receiving their beer and wine license and trust that they are some of the more responsible owners and operators in the city.

Thank you for your consideration

Mina Moawad

From: Mike N <mike@wdi4k.com>
Sent: Tuesday, October 4, 2022 9:20 AM
To: Maryanne Cronin <Maryanne.Cronin@longbeach.gov>
Subject: Saltwater Grill is Amazing!!

-EXTERNAL-

Hello,

I am writing to let you know about my very positive experiences with Saltwater Grill in Long Beach, CA. I have never seen so much care, community love, and hard working individuals as I have seen with the ownership and staff of Saltwater Grill. They have partnered with the community and local business to help clean up Junipero Beach; promote other Long Beach Businesses, and partnered with local nonprofits that impact the community in a positive manner. I have taken several of my clients over the last year to Saltwater Deck and they love the fact the their are vegan and non-vegan options directly on the beach. It is a very impressive establishment and I will be doing business their for a long time. Thank you for your time.

All the Best,

Mike Nymn
Founder at WDI4K



Email:
mike@wdi4k.com
www.wdi4kicks.com

From: Linda Scholl <lscholl2011@gmail.com>

Sent: Monday, October 3, 2022 11:22 AM

To: Council District 8 <District8@longbeach.gov>; Council District 2 <District2@longbeach.gov>; Council District 1 <District1@longbeach.gov>; Council District 4 <District4@longbeach.gov>; Council District 7 <District7@longbeach.gov>; Council District 5 <District5@longbeach.gov>; Council District 6 <District6@longbeach.gov>; Council District 3 <District3@longbeach.gov>; Council District 9 <District9@longbeach.gov>; CityClerk <CityClerk@longbeach.gov>

Cc: Linda Scholl <lscholl2011@gmail.com>

Subject: Item 22-1143 Appeal Hearing, Junipero Beach (Topic 23 on City Council Oct 4, 2022 Agenda)

-EXTERNAL-

Dear City Clerk,

Please include with meeting items for topic 22-1143 for the upcoming City Council Meeting Oct. 4, 2023

Dear City Council Members,

Re: Appeal Hearing, Junipero Beach

We ask you to oppose approval of the alcohol license application for the Junipero Beach concession stand. It is a notorious area for angry encounters, car racing, noise violations. We do not understand why the Planning Commission approved the permit and believe such approval is contrary to all existing guidance and to requirements for a safe neighborhood. Please consider the city staff data that you received:

- 1. The zoning code already REQUIRES Disapproval of this alcohol licenses because it is in a “high crime” area.** As per the staff report, this area is deemed already as “high crime,” rated at 246, with the average being 92.
2. The ABC recommendations limit the on- sale alcohol licenses to 4 for this tract. Yet there are already 9 alcohol licenses for this area! How does the city council justify such excess violations of the Alcohol Beverage Commission recommendation?
- 3. No alcohol is otherwise allowed on the beach.** There are bike paths and walking paths. Alcohol is a safety issue for walkers and bikers.

Please place the priority concern for the residents’ and beach goers’ safety and be consistent with existing beach guidelines.

Linda Scholl
Long Beach, CA

From: anna melissa [mailto:asilva0523@gmail.com]
Sent: Tuesday, October 4, 2022 10:40 AM
To: CityClerk <CityClerk@longbeach.gov>
Subject: Saltwater Deck

-EXTERNAL-

To Whom it May Concern,

My name is Anna Silva and I am writing this email to show my support towards Saltwater Deck obtaining a beer and wine license. I am huge fan of the restaurant and the location is absolutely spectacular. You can't beat enjoying delicious food right on the sand with those beautiful ocean views. Now adding a nice, cold beer with that and I'd say it's a perfect way to spend a day! I believe allowing the beer and wine option will not only add more visitors to the beach but be a great benefit to the business. What better way to make sure people are consuming alcohol in a safe manner and in a controlled space, rather than drinking illegally and openly on the beach?

The City of Long Beach is a treasure, known for so many unique entertainment options and I have no doubt Saltwater Deck will be a great addition for them.

Sincerely,
Anna Silva

From: Julie Youssef <hmstyleinc@gmail.com>
Sent: Friday, September 16, 2022 4:47 PM
To: Maryanne Cronin <Maryanne.Cronin@longbeach.gov>
Subject: Saltwaterdeck Support

-EXTERNAL-

To Whom It May Concern:

Hi my name is Julie Youssef, and I am a small business owner of HM Style Inc. I recently moved from Orange County to Long Beach. I am really enjoying all of what Long Beach has to offer. I am loving all the events and activities that the city continuously puts on. It is quite a lovely city.

This brings me to my next topic of discussion. I have been frequenting Saltwater Deck off Junipero. What a charming little place right on the beach. I mean, who could ask for more? That being said, I am totally in favor of its acquisition of a beer and wine license. I really enjoy bringing my clients to visit Saltwater Deck because of the delicious food and its extraordinary location. All that is missing is their beer and wine license. As I am sure you know, the casual atmosphere and dipping your toes in the sand, brings so much enjoyment to all who visit including my clients. I am in favor of adding a liquor license to this thriving business as I believe it will bring an even larger audience to Saltwater Deck. I believe, in turn, it will bring this already booming business the extra boost it needs and will also be fruitful to the City of Long Beach. Saltwater Deck has already added much to the city as they enjoy participating within the community. I am truly impressed at how far they have come in one short year.

Please do consider approving their liquor license. It will not only keep them in business much longer, but it will add to the tourism of Long Beach. Thank you for taking the time to hear my plea. I believe that your decision will be a positive spin in supporting this flourishing business.

My Best Regards,

Julie H Bundakji