

HONORABLE MAYOR AND CITY COUNCIL  
February 21, 2006

Council District: 8

Applicant: Crestmark Entertainment LLC  
DBA: Rocks  
Address: 3445 Long Beach Boulevard

Type of Application: A person-to-person transfer of an On-Sale General for public premises license.

Basis for possible protest: None.

**PUBLIC CONVENIENCE DETERMINATION:** A determination by the City of public convenience and necessity **is not** required for this application.

Census Tract: 5720.02

Boundaries: Bixby Road to the North  
Wardlow Road to the South  
Atlantic Avenue to the East  
Metro Blue Line to the West

Number of licenses allowed: 4  
Number of licenses existing: 5

Police Reporting District: 224

Boundaries: Bixby Road/San Antonio Drive to the North  
Wardlow Road/34th Street to the South  
Long Beach Boulevard to the East  
Long Beach Freeway to the West

Reported crimes in this district for ABC purposes are 186. Crime in a reporting district must be at least 194 to qualify for a high crime protest. A protest may not be filed on a person-to-person transfer application.

Type of business: A bar.  
Last day to request conditions: February 23, 2006



