



# CITY OF LONG BEACH

## POLICE DEPARTMENT

# C-25

400 WEST BROADWAY • LONG BEACH • CALIFORNIA 90802 • (562) 570-7260 • FAX (562) 570-7114

ANTHONY W. BATTS  
Chief of Police

September 18, 2007

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Receive and file the application of Crestmark Entertainment LLC, dba Rocks Sports Bar, for a person-to-person transfer of an alcoholic beverage control license, at 3020 Woodruff Avenue, with existing conditions. (District 5)

### DISCUSSION

It is City Council policy to review applications for Alcoholic Beverage Control licenses. This Person-to-Person Transfer application is placed on the Consent Calendar for your information only; conditions that were placed on the original license continue to be enforceable. Additional information and a map are attached.

### TIMING CONSIDERATIONS

The Department of Alcoholic Beverage Control will finalize this transfer on September 28, 2007. Accordingly, City Council action is required at the September 18, 2007 City Council meeting.

### FISCAL IMPACT

None.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

ROBERT G. LUNA  
ACTING CHIEF OF POLICE

APPROVED:

ANTHONY W. BATTS  
CITY MANAGER

RGL:CNA:cna  
attachments

ADMINISTRATION BUREAU  
(562) 570-5830  
FAX (562) 570-5833

INVESTIGATIONS BUREAU  
(562) 570-7350  
FAX (562) 570-7175

PATROL BUREAU  
(562) 570-7214  
FAX (562) 570-7058

SUPPORT BUREAU  
(562) 570-7342  
FAX (562) 570-6018

HONORABLE MAYOR AND CITY COUNCIL  
September 18, 2007

Council District: 5

Applicant: Crestmark Entertainment LLC  
DBA: Rocks Sports Bar  
Address: 3020 Woodruff Avenue

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: 5741.00

Boundaries: Wardlow Road to the North  
Spring Street to the South  
Shady Park Drive/Pageantry Street/Los Coyotes Diagonal to the East  
Clark Avenue to the West

Number of licenses allowed: 5

Number of licenses existing: 3

Police Reporting District: 663

Boundaries: Wardlow Road to the North  
Spring Street to the South  
Palo Verde Avenue to the East  
Woodruff Avenue to the West

Reported crimes in this district for ABC purposes are 79. Crime in a reporting district must be at least 191 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: September 28, 2007

