

October 18, 2021

Mr. Brad D. Beach  
Supervising Agent In Charge  
Department of Alcoholic Beverage Control  
3950 Paramount Boulevard, Suite No. 250  
Lakewood, California 90712

Re: Application of Plunge Restaurant, LLC, dba Plunge, for a person to person and premise to premise transfer of an Alcoholic Beverage Control License, at 1900 East Ocean Boulevard.

Dear Mr. Beach:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, October 12, 2021 approved the request to file a protest regarding the subject application based on the fact that licensing the premises would be contrary to City of Long Beach zoning ordinances, since a Conditional Use Permit (CUP) is required.

The City Council also approved the City Manager to withdraw the protest if the City's Planning Commission approves a Conditional Use Permit (CUP) and if no appeal is made during the 10-day appeal period for the CUP. It is anticipated that the CUP will be acted upon by the Planning Commission, and once the appeal period has elapsed, a letter will be transmitted to ABC withdrawing the City's protest.

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 your assistance in this matter.

Respectfully submitted,



MONIQUE DE LA GARZA  
CITY CLERK

Prepared by:  
Pablo Rubio

Attachment

cc: Cindy Allen, Councilwoman, Second District  
Mayor  
City Prosecutor  
Police Department (2) Chief & Vice  
Referral File  
FAX forwarded to ABC, (562) 982-1396

October 12, 2021

**C-12**

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Receive the application of Plunge Restaurant, LLC, dba Plunge, for a person to person and premise to premise transfer of an Alcoholic Beverage Control (ABC) license, at 1900 East Ocean Boulevard; submit a Public Notice of Protest to ABC; and, direct the City Manager to withdraw the protest if a Conditional Use Permit (CUP) is granted. (District 2)

**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. The attached application lists the possible bases for protest.

**TIMING CONSIDERATIONS**

The Department of Alcoholic Beverage Control received the above application on August 25, 2021. The applicant is still in the planning stages and has not yet received a CUP. Provided the Planning Commission approves the CUP, the recommendation includes a request to direct the City Manager to withdraw the Public Notice of Protest. City Council action is requested on October 12, 2021, to respond to the Department of Alcoholic Beverage Control by the October 14, 2021 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:



THOMAS B. MODICA  
CITY MANAGER

ATTACHMENTS

HONORABLE MAYOR AND CITY COUNCIL  
October 12, 2021

Council District: 2  
Applicant: Plunge Restaurant, LLC  
DBA: Plunge  
Address: 1900 East Ocean Boulevard  
Type of Application: A Person to Person and a Premise to Premise Transfer of an On-Sale General Bona Fide Eating Place license.  
Bases for possible protest: High crime  
Over concentration  
Residences within a 100 feet  
Parks within 600 feet

**PUBLIC CONVENIENCE DETERMINATION:** A determination of Public Convenience and Necessity **is not** required for this application.

Census Tract: 5766.02  
Boundaries: Appleton Street/Ocean Boulevard to the North  
San Pedro Bay to the South  
Junipero Avenue/18<sup>th</sup> Place to the East  
Esperanza Avenue to the West  
Number of licenses allowed: 4  
Number of licenses existing: 9  
Police Reporting District: 352  
Boundaries: Broadway to the North  
Ocean Boulevard/San Pedro Bay to the South  
Cherry Avenue/15<sup>th</sup> Place to the East  
Falcon Avenue to the West

Reported crimes in this district for ABC purposes are 176. Crime in a reporting district must be at least 97 to qualify for a high crime protest.

Type of business: A restaurant  
Last day to request conditions and protest: October 14, 2021

Date: October 12, 2021

To: File

From: Jose Gonzalez, Detective, Vice Investigations Section

Subject: **PLUNGE - 1900 EAST OCEAN BOULEVARD**

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (8/25/20 - 8/25/21)**

(2)	INFO	Information General Broadcast	Advised
(2)	Music	Music Disturbance	Advised

**ABC INSPECTIONS (Past three years)**

Not applicable

**RESIDENCES WITHIN 100 FEET**

1830 East Ocean Boulevard	Multi-Unit Complex
1900 East Ocean Boulevard	Multi-Unit Complex
25 South 15 <sup>th</sup> Place	Multi-Unit Complex

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

Bixby Park	130 Cherry Avenue
Bluff Park	Ocean Boulevard from 20th Place to 36th Place

**AN EXCERPT FROM THE MINUTES OF  
THE LONG BEACH CITY COUNCIL MEETING  
HELD TUESDAY, OCTOBER 12, 2021**

**CONSENT CALENDAR: (07:24 PM)**

12. (21-1053) Recommendation to receive the application of Plunge Restaurant, LLC, dba Plunge, for a person to person and premise to premise transfer of an Alcoholic Beverage Control (ABC) License, at 1900 East Ocean Boulevard; submit a Public Notice of Protest to ABC; and, direct City Manager to withdraw the protest if a Conditional Use Permit (CUP) is granted. (District 2)

*Suggested Action: Approve recommendation.*

**Motion:** Approve Consent Calendar Items 2 - 14.  
Moved by Councilmember Uranga, seconded by Councilwoman Saro.

**Vote:** Approve Consent Calendar Items 2 - 14.(Carried 8-0)  
Yes: Councilwoman Zendejas, Councilwoman Allen, Councilwoman Price, Councilman Supernaw, Councilwoman Mungo, Councilwoman Saro, Councilmember Uranga, and Councilman Austin.  
Absent: Vice Mayor Richardson.

**CERTIFIED AS A TRUE AND CORRECT COPY**



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CITY CLERK OF THE CITY OF LONG BEACH

DATE: October 18, 2021

By: Pablo Rubio, Sr. City Clerk Analyst

## Pablo Rubio

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**From:** Fax2Mail Powered by OpenText <reports@reply.fax2mail.com>  
**Sent:** Monday, October 18, 2021 9:56 AM  
**To:** Pablo Rubio  
**Subject:** ABC License Letter - dba Plunge, 1900 East Ocean Boulevard

**-EXTERNAL-**

### MAIL2FAX DETAILED DELIVERY REPORT

<b>Attention</b>	DLA Admin
<b>Job Number</b>	1856765923
<b>Sent By User</b>	F2M/30565075606
<b>Entered Fax2Mail System</b>	10/18 09:54
<b>Report Generated</b>	10/18 09:56
<b>Subject</b>	ABC License Letter - dba Plunge, 1900 East Ocean Boulevard
<b>Page Count</b>	6 (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	10/18	09:55	1