



CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

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

October 16, 2013

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

Re: Application of SoCal Native Sun Cruises LLC, dba South Bay Cruises, for an original Alcoholic Beverage Control License, at 555 Pico Avenue Dock 3, with conditions.

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, October 15, 2013, received and filed the subject application with the attached conditions, as requested by Vice Mayor Robert Garcia, Councilmember, First District. Transmitted for your files is a copy of the conditions, and this request that the conditions be applied to the license, as applicable under ABC rules and regulations.

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

Respectfully submitted,

LARRY G. HERRERA
CITY CLERK

Prepared by:
Carolyn Hill

Attachment

cc: Vice Mayor Robert Garcia, Councilmember, First District
City Prosecutor
Police Department (2) Chief & Vice
Referral File
FAX forwarded to ABC, (562) 982-1396



CITY OF LONG BEACH
POLICE DEPARTMENT

R-12

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

Jim McDonnell
Chief of Police

October 15, 2013

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the application of SoCal Native Sun Cruises LLC, dba South Bay Cruises for an original Alcoholic Beverage Control license, at 555 Pico Avenue Dock 3, with conditions. (District 1)

DISCUSSION

It is City Council policy to review applications for Alcoholic Beverage Control licenses to determine if a basis for protest against the issuance of the license exists. The attached application lists the possible basis for protest.

TIMING CONSIDERATIONS

City Council response is due to the Department of Alcoholic Beverage Control by October 23, 2013. Accordingly, City Council action is required at the October 15, 2013 City Council meeting.

FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

R. Luna for JMCD.

JIM McDONNELL
CHIEF OF POLICE

APPROVED:


PATRICK H. WEST
CITY MANAGER

JM:LBB:lbb

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
October 15, 2013

Council 1

Applicant: SoCal Native Sun Cruises LLC
DBA: South Bay Cruises
Address: 555 Pico Avenue Dock 3

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

Basis for possible protest: Over concentration.

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

Census Tract: 9800.33

Boundaries: 14th Street to the North
Pacific Ocean to the South
Los Angeles River to the East
City Limits to the West

Number of licenses allowed: 0

Number of licenses existing: 19

Police Reporting District: 030

Boundaries: Anaheim Street to the North
Pacific Ocean to the South
Los Angeles River to the East
City Limits to the West

Reported crimes in this district for ABC purposes are 41. Crime in a reporting district must be at least 168 to qualify for a high crime protest.

Type of business: Boat Cruise.

Last day to request
conditions and protest: October 23, 2013



Date: October 15, 2013
To: File
From: Laurie Briney, Detective, Vice Investigations Section
Subject: **SOUTH BAY CRUISES – 555 PICO AVENUE DOCK 3**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (09/03/12-09/03/13)

None

ABC INSPECTIONS (past three years)

N/A

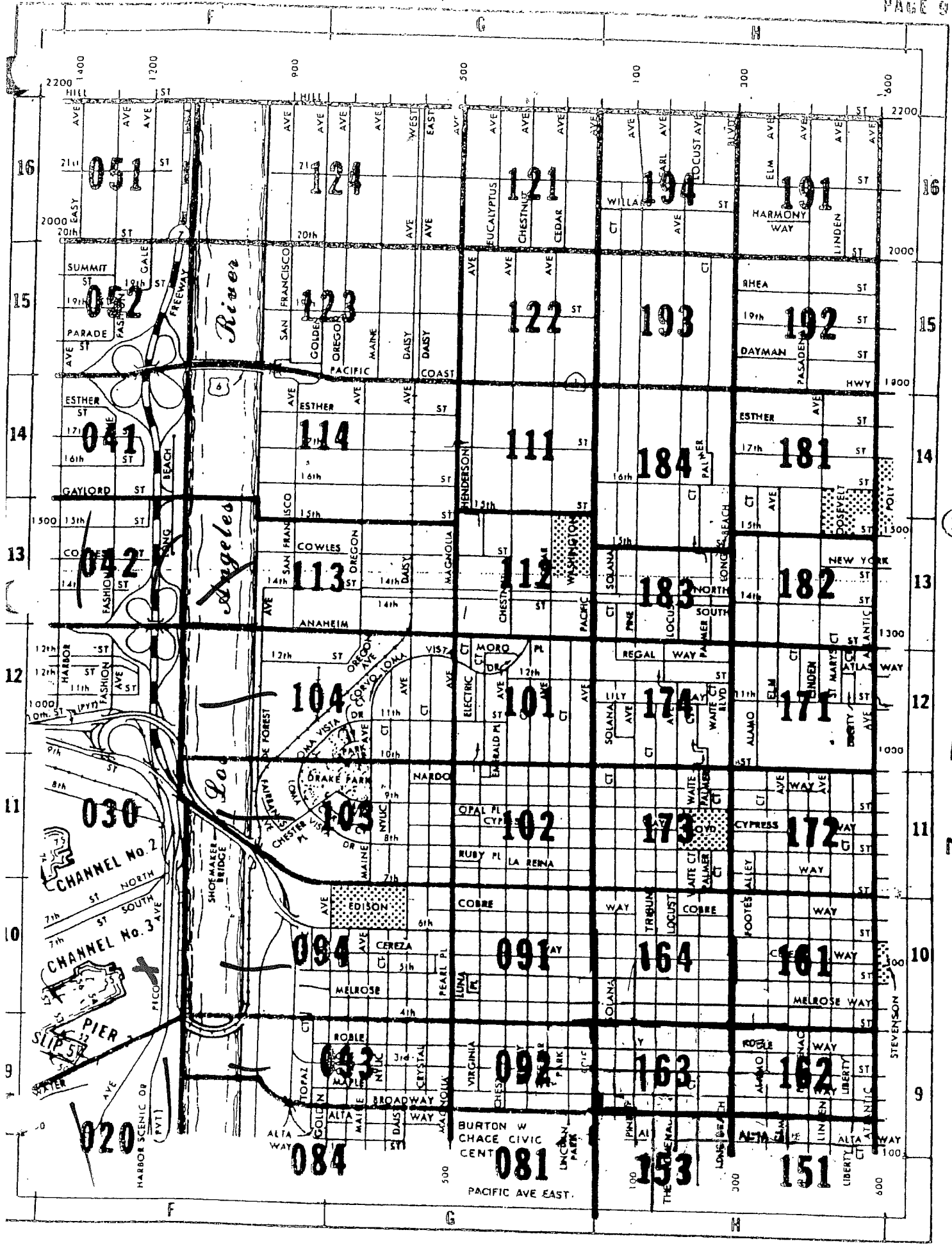
RESIDENCES WITHIN 100 FEET

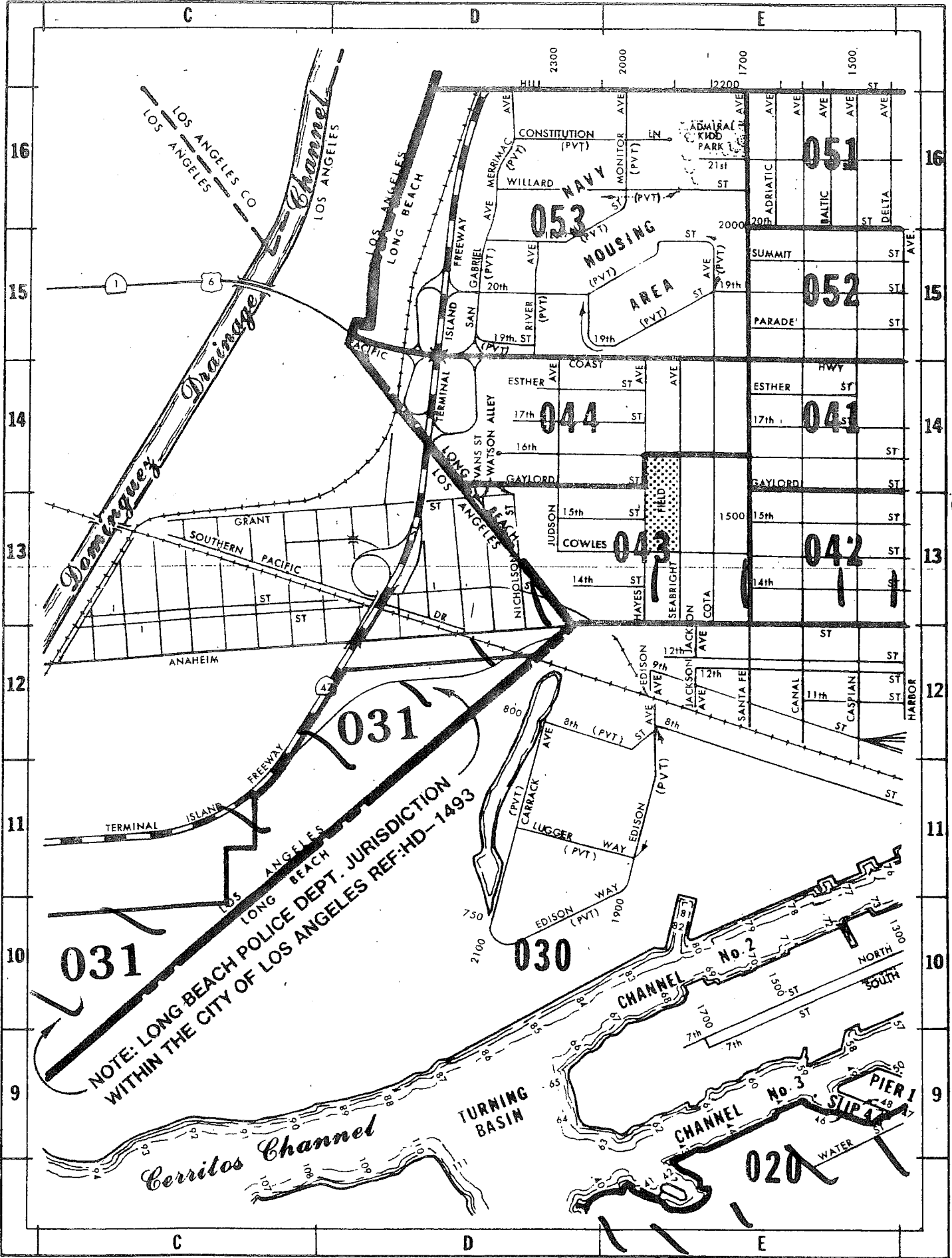
None

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

None

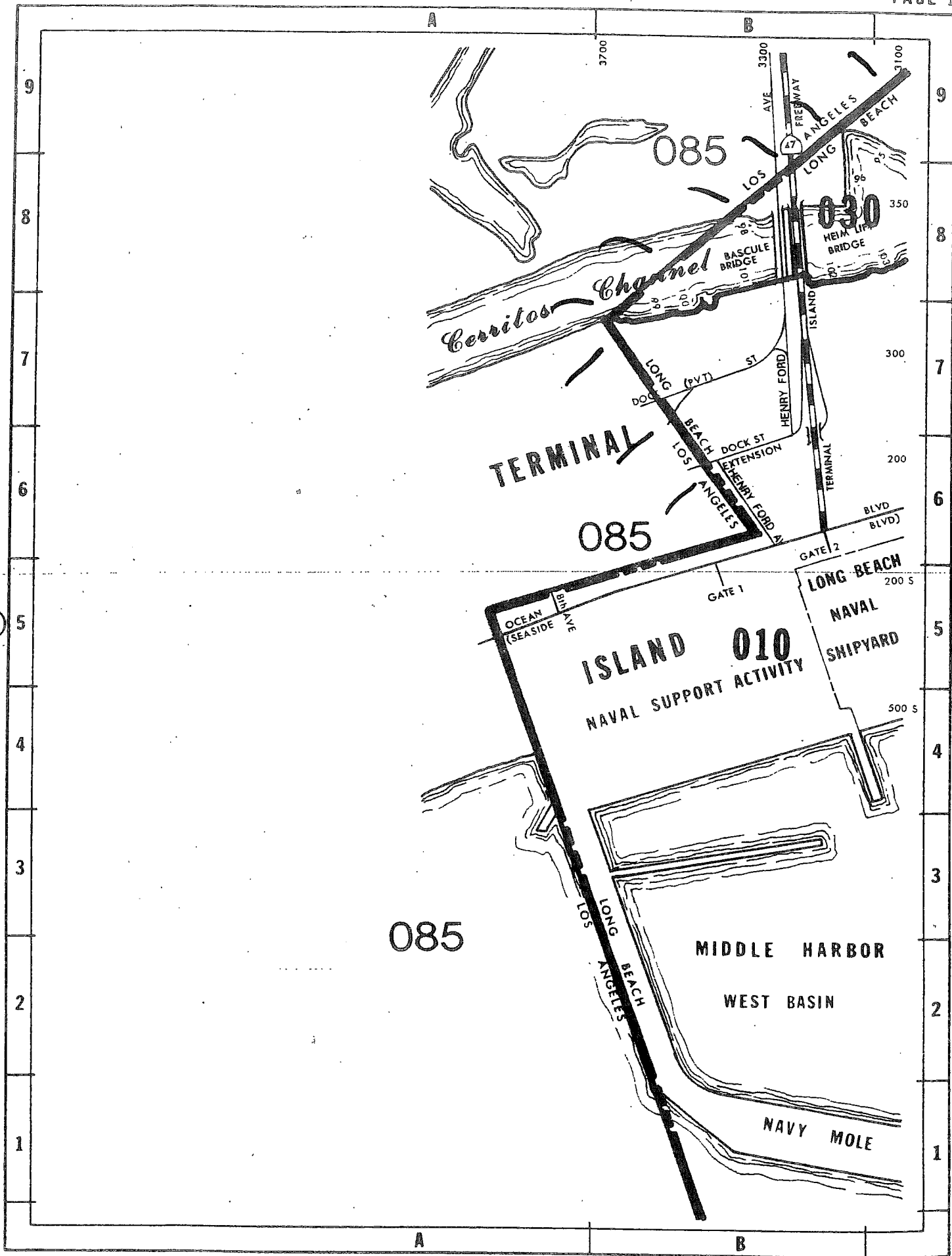
LBB:lb
CFSmemoSouthBayCruises

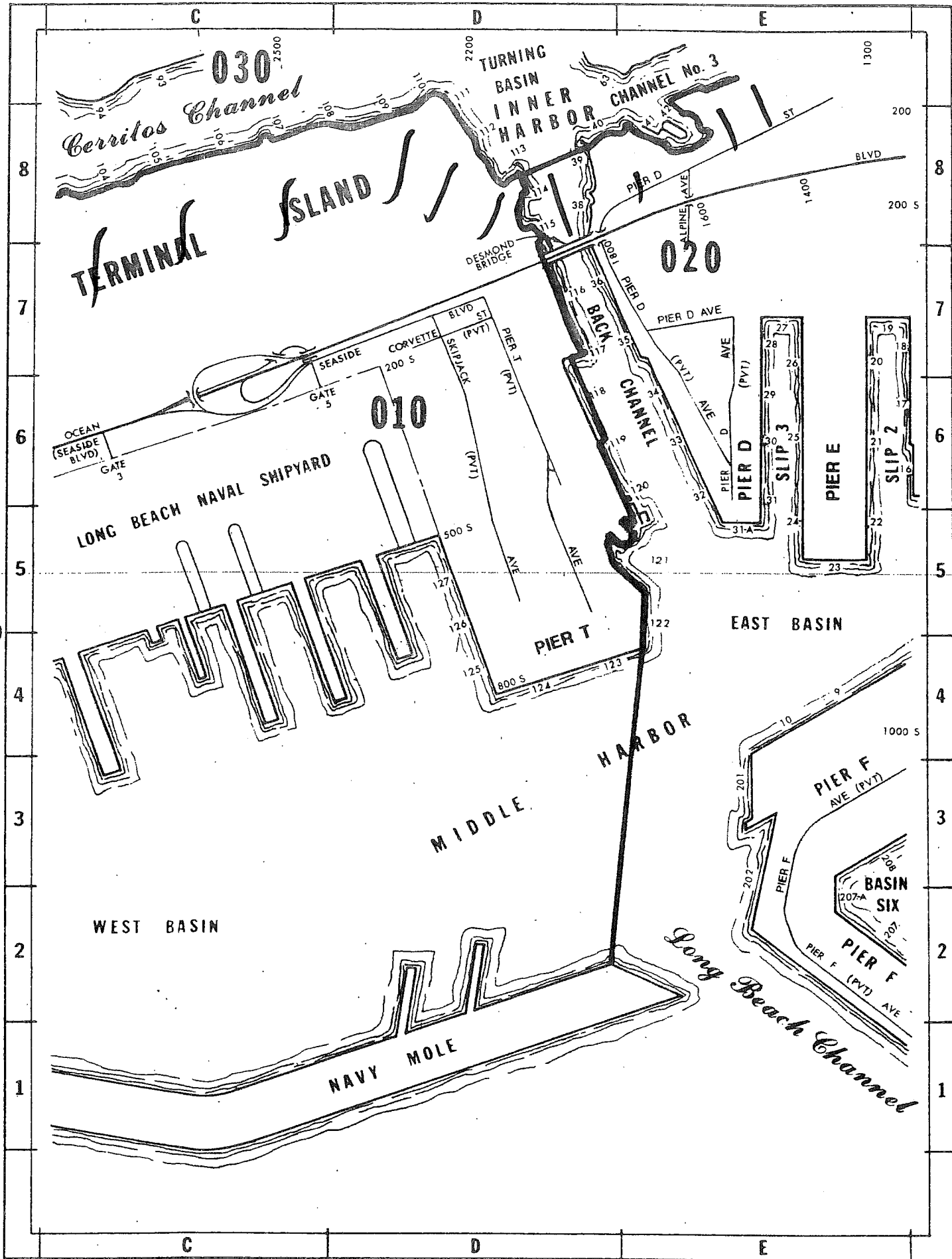




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**Requested Alcoholic Beverage License Conditions
Original application of SoCal Sun Cruises LLC
dba South Bay Cruises
for an On-Sale General for a boat license at
555 North Pico Avenue, Dock 3**

This is an original On-Sale General for a boat alcoholic beverage control license. The location is located in an over-concentration area as defined by ABC guidelines. In order to mitigate these issues we are requesting the following conditions be attached to the license.

1. There shall be no sales of alcoholic beverages while the boat is at any dock except for sales to passengers one-half hour prior to departing on scheduled trips or charters
2. All beverages offered for sale at the premises shall be displayed and available for convenient inspection and purchase within the premises by the general public.
3. The petitioner(s) shall be responsible for maintaining free of litter the boat or equipment and the area adjacent to the licensed premise over which they have control.
4. Any graffiti painted or marked upon the boat or equipment or any adjacent area under the control of the licensee shall be removed or painted over within 24 hours of being applied.
5. Petitioner(s) shall regularly police the area under their control (the dock) in an effort to prevent loitering of persons.
6. A single jukebox or stereo may be maintained on the premises; however, the music shall not be audible outside the boat when inside the Marina.
7. Licensee shall not offer or permit or provide any type of live entertainment except as allowed by a valid entertainment permit issued by the City of Long Beach.

Fax Delivery Successful

Fax Notification

Fax Notification	
To:	From: Carolyn Hill/CC/CLB
Fax subject: SoCal Native Sun Cruises LLC, dba South Bay Cruises	Status:
Fax number: 5629821396	Cover page: Default
Date sent: 2013-10-16 18:08:12	Total pages sent: 11
Calling Station ID: City of Long Beach	

Advanced

Fax Notification	
Request number: 415311	Line number: 1
Number of retries: 0	Process time: 170 seconds

For more information follow this document link to the outbound log entry. 