



CITY OF LONG BEACH
POLICE DEPARTMENT

UB-16

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

ANTHONY W. BATTS
Chief of Police

October 16, 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 and premise-to-premise transfer of an alcoholic beverage control license, at 3020 Woodruff Avenue, with conditions. (District 5)

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 bases for protest.

TIMING CONSIDERATIONS

City Council response is due to the Department of Alcoholic Beverage Control by October 18, 2007. Accordingly, City Council action is required at the October 16, 2007 City Council meeting.

FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

ANTHONY W. BATTS
CHIEF OF POLICE

APPROVED:

PATRICK H. WEST
CITY MANAGER

AWB:DBS:dbs
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
October 16, 2007

Council District: 5

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

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

Basis for possible protest: Residence within 100 feet.

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

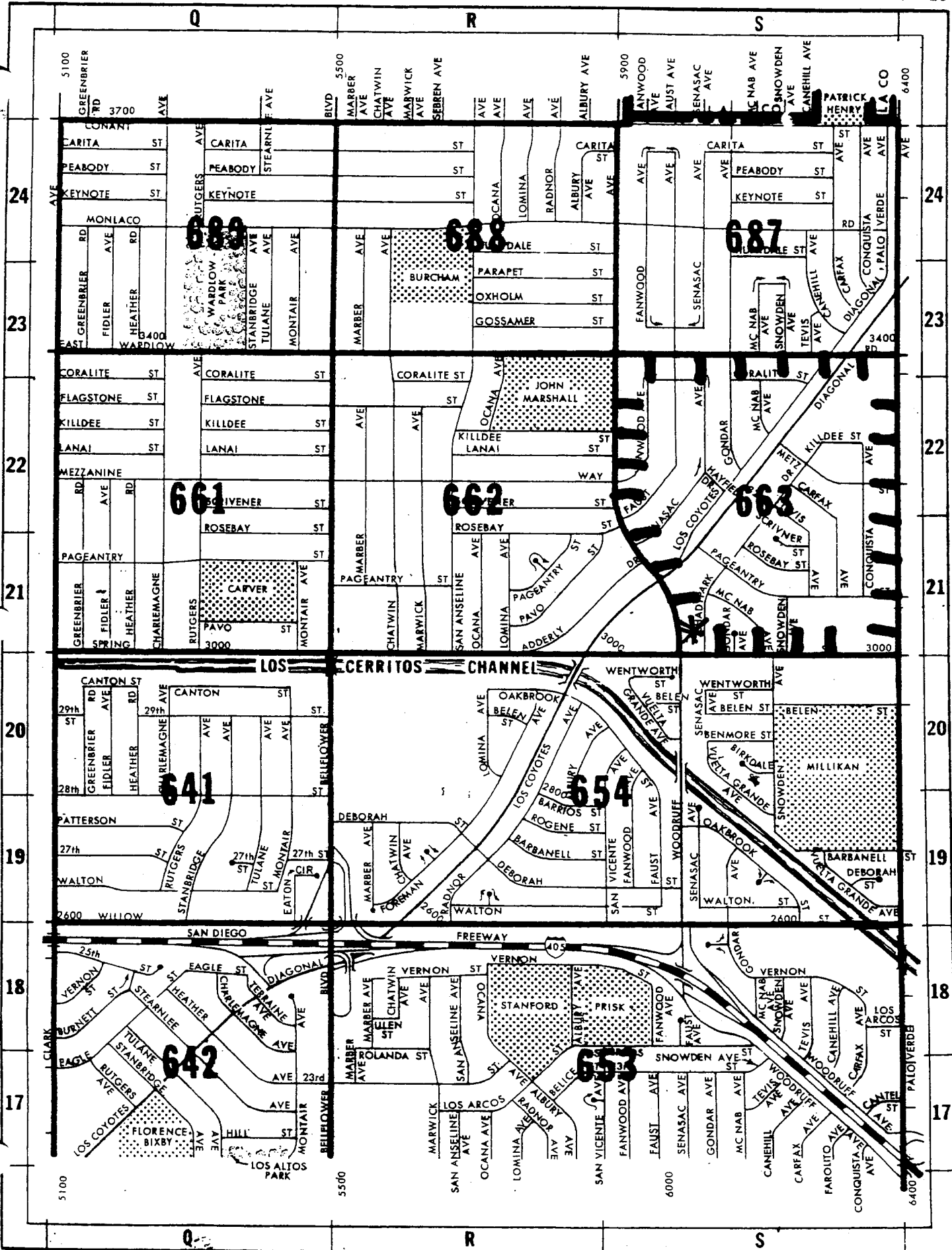
Police Reporting District: 663

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.

Type of business: A bar.

Last day to request conditions and protest: October 18, 2007



(19)



Date: October 16, 2007
To: File
From: Dana Smith, Detective, Vice Investigations Section
Subject: **ROCKS SPORTS BAR, 3020 WOODRUFF AVENUE**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (08/30/06-08/30/07)

3	459A	Audible Alarm Call	Bad Order Alarm
1	Unwelc	Unwelcome Subject	Field Interviewed
1	647F	Drunk Subject	Advised
1	242	Battery	Will File Later
1	245	Assult with Deadly Weapon	Filed
1	23152	Drunk Driver	Unable to Locate
1	Unwelc	Unwelcome Subject	Booked and Filed
1	R242	Battery Report	Gone on Arrival
1	Unwelc	Unwelcome Subject	Gone on Arrival
2	242	Battery	Advised
1	415	Disturbance	Field Interviewed
1	Disput	Dispute	Booked and Filed
1	242	Battery	Assisted Citizen
1	417	Person with a Gun	Unfounded

ABC INSPECTIONS (past three years)

3 No Violations Observed

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

None

RESIDENCE WITHIN 100 FEET

3003 Shadypark Drive Single Family Dwelling
3009 Shadypark Drive Single Family Dwelling

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October 2, 2007

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RESIDENCE WITHIN 100 FEET (CONTINUED)

3015 Shadypark Drive	Single Family Dwelling
3021 Shadypark Drive	Single Family Dwelling
3025 Shadypark Drive	Single Family Dwelling
3031 Shadypark Drive	Single Family Dwelling
3037 Shadypark Drive	Single Family Dwelling
3043 Shadypark Drive	Single Family Dwelling
3049 Shadypark Drive	Single Family Dwelling
3055 Shadypark Drive	Single Family Dwelling
3059 Shadypark Drive	Single Family Dwelling
3065 Shadypark Drive	Single Family Dwelling
3071 Shadypark Drive	Single Family Dwelling
3077 Shadypark Drive	Single Family Dwelling
3081 Shadypark Drive	Single Family Dwelling

DBS:db
cfs.mem