

CITY OF OAKLAND
OFFICE OF THE CITY ADMINISTRATOR
SPECIAL BUSINESS PERMITS
1 FRANK H. OGAWA PLAZA—11th Floor
OAKLAND, CA 94612
510-238-3294

CABARET PERMIT CA14-011

DATE ISSUED: January 22, 2014

This permits is subject to the appeal provisions of Section 5.02 of the Oakland Municipal Code. An appeal may be filed against the granting of this permit within 14 days of the posting of this permit in the United States mail.

BELLA

561 11th Street
Oakland, CA 94607

SPECIAL BUSINESS PERMIT FOR: ARSIMONA LLC (Almaz Haile)

TO: OPERATE A CABARET

AT: 561 11th Street

UNDER THE NAME OF: BELLA

Conditions of Approval: *In accordance with the provisions of existing city ordinances, this permits is issued the with following conditions:*

1. Permittee shall comply will all the conditions in the attached "Conditions of Approval," including any supplemental conditions already on file with the office of the City Administrator.
2. Permittee shall comply with all applicable City, County and State laws and regulations pertaining to the operation of a cabaret.
3. Permittee shall comply with all conditions contained in all permits issued by the Department of Alcohol Beverage Control, Alameda Certificate with the City of Oakland.
4. Your occupancy load as identified by the Oakland Fire Department is: **145**
5. **Permit is subject to annual submission of Fire, Health and Business Tax certificates and prompt payment of Deemed Approved Fees (License # 20, 21, 40 42 & 48) and Cabaret fees. All documents and fees are due by January 15th of each succeeding year.**

Greg Minor, Assistant to the City Administrator
For
Deanna J. Santana, City Administrator

cc: ABAT, OPD Area Captain
OPD Special Events
City Council Representative
Business Tax

This Permit is not Transferable

**CABARET PERMIT
CONDITIONS OF APPROVAL**

1. Permittee shall not serve alcohol to any person who appears intoxicated or to minors. Further, the applicant shall take action to ensure that no alcoholic beverages are taken outside of the premises of the cabaret.
2. The occupancy of the premises shall not exceed the maximum occupancy level established and set forth in the Public Assembly Permit, issued by Oakland Fire Department and all conditions of the Public Assembly permit must be continuously enforced by Permittee.
3. Permittee shall comply with all General Use Permit Criteria, Special Use Permit Criteria, and Conditions of Approval of Conditional Use Permit Number **ZC130200**.
4. Any and all exterior remodeling, including exterior painting shall be approved by the Director of City Planning prior to the issuance of any building permits or the installation of any exterior remodeling. All exterior modifications or painting shall be of an architectural and visual quality and character that will harmonize and enhance the surrounding area.
5. Permittee shall not expand the premises either horizontally or vertically
6. Permittee shall post on the exterior of the cabaret, in a location that is clearly visible to people outside, a sign with a phone number to call to register complaints. This phone must be staffed during all operating hours and must be capable of taking messages during non-operating hours. Permittee shall maintain a log of the complaints listing date, time, nature of complaint, and, when possible, name of complainant. Unless complainant is anonymous or leaves no contact information, Permittee shall respond to after-hours complaints within 24 hours.
7. Permittee shall meet with representatives from any neighborhood associations or group if requested, and shall meet on at least a quarterly basis with the Neighborhood Crime Prevention Council for the area that includes the cabaret premises. Permittee shall report to the City Administrator's Office regarding discussions involving the cabaret at such meetings and action taken to resolve any complaints.
8. Within 30 days of the effective date of these conditions, Permittee shall submit to the City Administrator's Office a program to discourage loitering and to reduce littering, and the applicant shall put such program into effect. The litter control plan shall include at least the following:
 - a. The daily sweeping down, and washing as needed, of the frontage of the premises.
 - b. The daily collection of alcoholic beverage and fast food litter in the area immediately in front of and adjacent to the premises. All specifically designated off-street parking areas shall be kept litter free.
 - c. A plan to minimize potential nuisance effects created by exiting patrons.
9. Permittee shall, either jointly or severally with neighboring merchants, adequately

**CABARET PERMIT
CONDITIONS OF APPROVAL**

illuminate the exterior of the premises. This lighting shall not disturb adjacent residents' quiet enjoyment of their residences.

10. Unless exempted by the Oakland Police Department, Permittee shall post **No Loitering** signs that cite the applicable City of Oakland regulation or law.
11. Permittee or her/his designee shall take reasonable action to actively enforce the **No Loitering** plan inside and outside of the premises.
12. Permittee shall provide adequate security, at no less than a ratio of one security staff person to every 50 patrons, to ensure the safety of patrons and the general public, and to secure the premises of the cabaret and adjacent businesses. Security staff shall be holders of valid California guard cards and Oakland watchman's permits. Should excessive Oakland police resources be required to maintain order in or around the cabaret, permittee shall be liable for the cost of these services.
13. Permittee shall keep noise within the establishment and on the outdoor patio area, when it is being accessed by cabaret patrons, at a level that will not adversely affect other businesses or residents in the surrounding area.
14. Permittee shall limit the cabaret activities to the following hours:

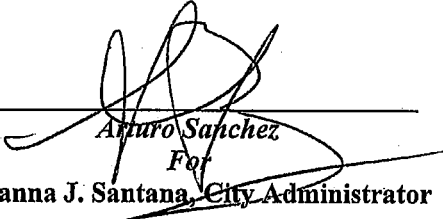
Monday – Sunday 11am – 1:30am.

If more restricted operating hours were established in the conditional use permit issued by the City Planning Commission and Zoning Division, such hours shall supersede the hours cited above. The violation of the cabaret permit condition pertaining to operating hours is an infraction, and a \$100.00 fine is assessed for this violation.
15. At least one week prior to the end of each month Permittee shall submit to the Special Events unit of the Oakland Police Department, via fax at 510-777-8979 unless other arrangements are made, the schedule of planned cabaret activities for the following month. As soon as possible after scheduling, Permittee shall fax notice of any activities that are scheduled subsequent to submission of the monthly activities schedule.
16. Should permittee plan an activity that would qualify as a Special Event, as defined by OMC chapter 9.52, either through their own scheduling or through that of a promoter, cabaret will provide at least 3 weeks notice to the OPD Special Events Unit. OPD will confer with permittee regarding the size and demographics of the expected crowd, in regard for the need for private security, OPD resources, traffic control, and crowd control.
17. Permittee shall establish a system to ensure that minors do not have access to alcohol.
18. Permittee shall abide by and enforce the California state laws and Oakland Municipal Code sections pertaining to smoking and tobacco.
19. Permittee shall not lease the premises to others for the purposes of conducting cabaret activities without first acquiring a Special Events permit and any other permits that may be necessary for the specific activity. Permittee shall notify the City of any such events according to term numbers 15 and 16.
20. Permittee shall comply with all applicable state and local laws and with the terms of permittee's ABC license.

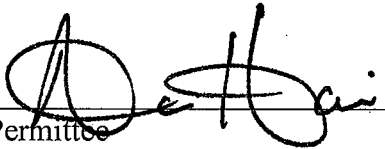
**CABARET PERMIT
CONDITIONS OF APPROVAL**

21. No pyrotechnic devices are allowed. Open flames, including candles, require a special permit issued by the Oakland Fire Department or conditions of the Public Assembly Permit.
22. Caterers utilized by Permittee must be licensed by the Alameda County Health Dept.
23. The City Administrator's Office shall retain the authority to suspend or revoke this permit or impose additional conditions after notice and public hearing and a finding that:
 - a. Permittee has violated any of the conditions contained herein.
 - b. The operation of the cabaret creates a public nuisance.
 - c. Violations of other applicable state laws and City regulations exist, including the Zoning Regulations and the Building Code.
 - d. The operation of the business has adversely affected police calls-for-service in the immediate area. This will be judged by reviewing calls-for-service to the level of calls in a six-(6) month period prior to the granting of this permit. Permittee understands that the City may, at its discretion, invoice for excessive police services.
 - e. The operation of the business creates a risk to public safety.
24. Whenever reference is made in these conditions to the City or City Administrator, the Hearing Officer shall be responsible for the City or City Administrator performing the actions required.
25. Whenever reference is made to any City Official in these conditions, that City Official may appoint a designee.
26. The City Administrator's Office shall review every ongoing permit every two years or on request to ensure compliance with the conditions contained therein. The primary basis for the revocation or suspension of the ongoing permit is whether the cabaret activities create substantial adverse impacts on the peace, order, and welfare of the public or police resources.
27. The applicant shall surrender the permit to the City Administrator's Office within seven (7) days of suspension or revocation thereof.
28. The conditions contained herein maybe added to, changed or modified by the City Administrator or his designee in response to findings made regarding complaints from neighboring residents, City agencies or the general public.
29. The applicant shall defend, indemnify, and hold harmless the City of Oakland, or its agents, officers, and employees from any claim, action, or proceeding (including legal costs and attorney's fees) against the City or its agents, officers, or employees to attack, set aside, void, annul, this approval by the City. The City may elect, in its discretion, to participate in the defense of any action.

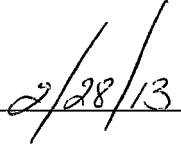
CABARET PERMIT
CONDITIONS OF APPROVAL



Arturo Sanchez
For
Deanna J. Santana, City Administrator



Cabaret Permittee



Date

SECURITY PLAN FOR BELLA ULTR LOUNGE:

SECURITY PLAN KEY FACTS:

NUMBER OF EXITS: 3

KEY POINTS:

BELLA WILL HAVE SIGNAGE OUT FRONT AND IN FOYER AREA

EXPLAINING "DRESS CODE AND RULES OF CONDUCT FOR BELLA"

FRONT ENTRANCE SECURITY NUMBER WILL BE 1 -2

ALL ENTERING FOR BELLA WILL HAPPEN ON EAST SIDE

OF THE BUILDING ON CLAY STREET. THE LINE WILL BE ON CLAY STREET TO THE NORTH AND THEN WRAP AROUND ON 11th STREET TOWARDS JEFFERSON STREET

ALL ENTERING FOR BELLA WILL HAPPEN ON CLAY STREET

*NOTE ALL START TIMES ARE BASED ON EVENTS

IN THE BUILDING

SECURITY OFFICER NUMBER (MIN-MAX) SECURITY OFFICERS IS 3-7 FOR

3 ARMED AND 4 UNARMED

*ALL NUMBERS ARE BASED OFF A RATIO OF 1 SECURITY PERSON PER

50 ANTICIPATED ATTENDEE.

SUPERVISOR OF SECURITY/ JOHN PAYNE

DOORMEN COREY LYONS

MONITOR AND MANAGE ALL SECURITY PERSONNEL, HANDLE ALL REPORTS AND INCIDENTS LEAD TRAINING AND TEAM MEETINGS.

Keeps order at the entrance, and checks IDs to ensure that people seeking entrance have a valid government issued photo ID, and are of legal age. They also deny entry to persons who are visibly intoxicated, or don't meet the club's dress code, or who are known to have previously caused problems, and/or been barred by management. MUST MAINTAIN AN ACCURATE COUNT OF PATRONS INSIDE TO AVOID OVERCROWDING

ON CLOCK THIRTY MINUTES BEFORE EVENT

END OF EVENT

CLEAR OFF ALL PATRONS IN FRONT UNTIL 30 MINS AFTER CLOSING OR LONGER IF NECESSARY

SECURITY/ FRONT DOOR, LINE

CHECK ID, MONITORS OUTSIDE, SEARCHES W/ HANDS AND WAND FIRST LINE OF DEFENSE.

Keeps order at the entrance, and checks IDs to ensure that people seeking entrance have a valid government issued photo ID, and are of legal age. They also deny entry to persons who are visibly intoxicated, or don't meet the club's dress code, or who are known to have previously caused problems, and/or been barred by management.

ON CLOCK 30 MINUTES BEFORE EVENT

SECURITY INTERIOR

GOAL: To deter patrons from becoming unruly.

Be visible presence, alertness and interaction with guests and staff, observing and assessing all that goes on within their sight and hearing. plus Verbal and/or physical intervention if necessary. Communicate with other security and staff of problem individuals. Deterrence and prevention first!

SECURITY GUARDS WILL BE TRAINED IN TECHNIQUES TO DE-ESCALATE

POTENTIAL VIOLENT ENCOUNTERS AND DIFFICULT SITUATIONS.

BELLA WILL MANDATE THAT SECURITY SEPARATE AND REMOVE ALL

POTENTIALLY VIOLENT PATRONS IN A MANNER, CONSISTENT WITH THE LAW THAT IS DESIGNED TO PREVENT A CONTINUATION OF VIOLENT ACTIVITY INSIDE OR WITHIN 20 FEET OF THE PREMISE.

CALLS WILL BE MADE TO 911 TO REPORT CRIMINAL ACTIVITY, WHICH IS OBSERVED ON THE STREET AND IN THE PARKING LOTS SURROUNDING BELLA.

MAY CALL 911 OR OTHERWISE NOTIFY POLICE FOR ASSISTANCE IN THESE

CIRCUMSTANCES.

SIMILARLY, CALL 911 TO REPORT SERIOUS MEDICAL EMERGENCIES SUCH AS DRUG OVERDOSES OR INTOXICATED INDIVIDUALS WHO CANNOT CARE FOR THEIR OWN SAFETY.

ALL SECURITY GUARDS WILL BE DISTINCTIVELY AND UNIFORMLY ATTIRED – TO BE EASILY IDENTIFIED.

ALL SECURITY GUARDS WILL BE SPREAD THROUGHOUT BELLA EXTERIOR SURROUNDINGS AND NOT

JUST AT THE DOOR.

PERPETRATORS WILL BE DETAINED BY SECURITY THROUGH LAWFUL MEANS.

WITNESSES WILL BE ENCOURAGED TO WAIT FOR THE POLICE TO ARRIVE IN ORDER TO ASSIST IN THE INVESTIGATION. AT A MINIMUM, THEY WILL BE ASKED TO PROVIDE THEIR IDENTIFYING INFORMATION SO THAT THE POLICE MAY CONTACT THEM IN THE FUTURE. THEY WILL ALSO BE ENCOURAGED TO MAKE A STATEMENT TO BELLA PERSONNEL REGARDING THE INCIDENT. BELLA WILL ACT AS COMPLAINANTS IN APPROPRIATE CASES.

BELLA WILL ENCOURAGE EMPLOYEE WITNESSES TO GO TO COURT AND TESTIFY WHEN REQUESTED, AND PAY WAGES TO THEM FOR THEIR TIME.

DIGITAL VIDEO OF ANY UNLAWFUL CONDUCT WILL BE IDENTIFIED AND PROVIDED TO THE OPD WHEN REQUESTED.

IDENTIFYING INFORMATION ON EJECTED AND/OR ARRESTED PATRONS WILL BE RETAINED ON A "BANNED LIST" DATABASE. THESE PATRONS WILL NOT BE ALLOWED SUBSEQUENT RE-ENTRY.

BELLA WILL MAINTAIN PROPERLY WORKING DIGITAL CAMERAS THAT WILL BE

MOUNTED TO EXTERIOR OF BUILDING PER RECOMMENDATION BY OPD

BELLA WILL ENSURE THAT LEVELS OF LIGHTING INSIDE AND OUTSIDE THE

PREMISE IS SUFFICIENT FOR OBSERVATION BY SECURITY.

ALL THOSE AWAITING ADMISSION WILL BE PLACED IN A LINE, NOT BLOCKING THE SIDEWALK. ALL INDIVIDUALS ON ADMISSION LINES WILL BE INFORMED THAT IF THEY ARE NOT ORDERLY, THEY WILL NOT BE ADMITTED. INDIVIDUALS WHO WILL NOT BE ADMITTED WILL BE ENCOURAGED TO LEAVE THE AREA.

AT CLOSING, SECURITY WILL ENSURE ORDERLINESS WHEN PATRONS ARE
EXITING THE VENUE & WALK THE ENTIRE BLOCK TO ENSURE IT IS CLEARED.

WHEN METAL DETECTORS ARE USED, EVERY PATRON WILL GET MAG'ED IN

ACCORDANCE WITH VENUE POLICY. VIP'S, DJ'S, PROMOTERS, ENTOURAGES, ETC. WILL NOT RECEIVE SPECIAL TREATMENT AND WILL LIKEWISE BE MAG'ED.

BELLA WILL SAFEGUARD EVIDENCE CONNECTED WITH COMMISSION OF A CRIME ON THE PREMISES AND WILL MAINTAIN THE INTEGRITY OF ANY CRIME SCENE.

BELLA SPOT CHECKS OF EMPLOYEES WILL BE CONDUCTED TO ENSURE COMPLIANCE WITH VENUE'S POLICIES AND APPLICABLE LAWS AND RULES, INCLUDING INTEGRITY TESTS FOR FALSE ID AND UNDERAGE SALES.

SECURITY RESPONSIBILITIES AFTER CLOSING:

A MINIMUM OF 3 GUARDS SHALL WALK THE BLOCKS FROM CLAY STREET TO 10TH STREET AT CLOSING TIME TO ENSURE THAT PATRONS LEAVING THE CLUB DO NOT LOITER IN THE AREA AND CREATE A NUISCANCE TO THE COMMUNITY.

EMPLOYEES

ALL EMPLOYEES WILL HAVE A PHOTO ID ON FILE IN THE LOCATION, WITH A
DESCRIPTION OF HIS/HER POSITION AND CONTACT INFORMATION..

BELLA WILL DESIGNATE A PERSON TO BE IN CHARGE OF THE PREMISES. THE

NAME AND PHONE NUMBER OF BOTH THE MANAGER AND THE PERSON

DESIGNATED TO BE IN CHARGE OF THE PREMISES, IF DIFFERENT, DURING THE HOURS OF OPERATION, WILL BE AVAILABLE TO APPROPRIATE GOVERNMENT

AGENCIES.

BELLA WILL DESIGNATE CLEANUP CREWS INSIDE AND OUTSIDE THE VENUE. ALL FLYERS, HANDBILLS, CUPS, DEBRIS, ETC. WILL BE CLEANED FROM IN FRONT OF THE PREMISES THROUGHOUT THE NIGHT.

BELLA WILL DESIGNATE SPECIFIC EMPLOYEES TO CONDUCT OCCUPANCY

COUNTS PERIODICALLY THROUGHOUT THE NIGHT.

MANAGERS WILL IDENTIFY THEMSELVES TO RESPONDING GOVERNMENT

AGENCIES.

INTOXICATION

STATE LAW AND COMMON SENSE PROHIBIT PREMISES FROM SERVING ALCOHOL TO A PERSON WHO IS VISIBLY INTOXICATED, OR PERMITTING SOMEONE ELSE TO SERVE THE INTOXICATED PERSON. IT IS OF COURSE IN THE BEST INTEREST OF EVERYONE INVOLVED TO PREVENT THE KINDS OF BEHAVIOR WHICH ARE ASSOCIATED WITH INTOXICATED PATRONS, AND ALL EMPLOYEES WILL BE HIGHLY AWARE OF THE SIGNS OF INTOXICATION:

SPEECH SLURRED, THICK, CONFUSED, ABUSIVE, PROFANE, ANTAGONISTIC OR INCOHERENT APPEARANCE IN DISARRAY, CLOTHING STAINED
BALANCE UNSTEADY, OR BODY SWAYING, USING A WALL OR FURNITURE AS A PROP, FACE PALE OR FLUSHED EYES BLOODSHOT, RED, OR PUFFY
FUMBLING OR DROPPING OF GLASS, ID, CASH, ETC., OR MISJUDGING DISTANCE UNUSUAL PHYSIOLOGICAL SYMPTOMS, E.G., VOMITING,
EXCESSIVE HICCUPPING, LOSING FOCUS, SLEEPY OR FAINTING\

ALL EMPLOYEES WILL MAINTAIN CONTINUAL AWARENESS OF THE LEVEL OF

INTOXICATION OF PATRONS, AS WELL AS WHETHER INDIVIDUALS ARE BUYING

DRINKS FOR OTHERS WHO MAY HAVE IN FACT BEEN CUT OFF.

PROMOTERS

BELLA WILL ONLY WORK WITH PROMOTERS WHO ARE PROFESSIONAL.

PROMOTERS WILL BE REQUIRED TO PROVIDE FULL CONTACT INFORMATION FOR THEMSELVES AND ANYONE THEY HIRE TO WORK AT THE PREMISE. IF THE PROMOTER IS INSURED, BELLA WILL BE LISTED AS ADDITIONALLY INSURED ON ALL RELEVANT POLICIES.

MANAGEMENT WILL REQUIRE THAT ALL PROMOTIONAL MATERIALS BE

APPROVED BY BELLA PRIOR TO BEING PUBLISHED OR RELEASED TO THE

PUBLIC.

MANAGEMENT WILL MAKE ABSOLUTELY CLEAR TO PROMOTERS WHAT THEIR

POLICIES ARE, ESPECIALLY REGARDING NON ADMISSION OF THOSE UNDER 21 YEARS OLD, AND MAKE CLEAR THAT PROMOTERS ARE EXPECTED TO FULLY ADHERE TO THESE POLICIES.

MANAGEMENT WILL HAVE REPRESENTATION AT THE DOOR TO ENSURE THAT

PROMOTERS AND THEIR EMPLOYEES ADHERE TO ALL DOOR POLICIES.

MANAGEMENT WILL RESERVE THE RIGHT TO REFUSE ENTRANCE TO ANY GUEST PURSUANT TO THEIR EXISTING ADMISSION POLICIES.

ALL GUESTS OF THE PROMOTIONAL TEAM MUST BE TREATED AS ANY OTHER

PATRON, CONSISTENT WITH BELLA'S SEARCH AND ID POLICIES, WITHOUT

EXCEPTION, AND INCLUDING THE PROMOTERS THEMSELVES, DJ'S AND

EMPLOYEES.

MANAGEMENT WILL CHECK THE PAST PERFORMANCE OF PROMOTERS BEFORE CONSIDERING CONTRACTING WITH THEM, BY INQUIRING WITH OTHER VENUES ABOUT WHAT TYPE OF CROWD THEY ATTRACT, HOW THEY OPERATE, HOW RESPONSIVE THEY ARE TO PROBLEMS OR CONCERNS, ETC.

A PROFESSIONAL LOOKING SIGN CONTAINING PATRON CODE OF CONDUCT

RULES WILL BE DISPLAYED INSIDE THE PREMISE.

BELLA WILL KEEP ALL PERMITS UP TO DATE AND READILY AVAILABLE IF

NEEDED.

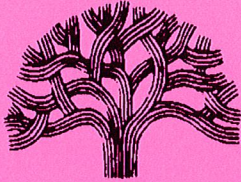
MANAGEMENT WILL ENSURE THAT CLUB POLICIES ARE ADHERED TO.

IF A CRIMINAL INCIDENT OCCURS, AN INCIDENT REPORT LISTING FULL DETAILS WILL BE GENERATED AND MAINTAINED FOR THREE YEARS.

POLICE/CITY – COMMUNICATION RELATIONS

A LIST OF ALL SCHEDULED EVENTS WILL BE SENT TO THE OPD SPECIAL EVENTS OFFICE AND CITY OF OAKLAND CABERT OFFICE.

A SIGN WILL BE AFFIXED TO THE OUTSIDE OF THE PERMISE WITH A PHONE NUMBER TO CALL FOR THE COMMUNITY TO REGISTER COMPLAINTS DURING HOURS OF OPERATION AND SPEAK WITH THE MANAGER REGARDING NUISANCE ACTIVITY.



CITY OF OAKLAND
OFFICE OF THE CITY ADMINISTRATOR
SPECIAL ACTIVITY PERMITS
1 Frank H. Ogawa Plaza – 11th Floor
Oakland, CA 94612
510-238-3294

CABARET PERMIT: CA15-035

DATE ISSUED: April 10, 2015

BELLA
561 11th St.
Oakland, CA 94607

This permit is subject to the appeal provisions of Section 5.02 of the Oakland Municipal Code. An appeal may be filed against the granting of the permit within 14 days of the posting of this permit in the United States mail.

SPECIAL BUSINESS PERMIT FOR: ARSIMONA LLC (Almaz Haile)

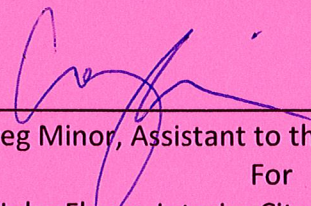
TO: OPERATE A CABARET

AT: 561 11th Street

UNDER THE NAME OF: BELLA

CONDITIONS OF APPROVAL: In accordance with the provisions of existing city ordinances, this permit is issued with the following conditions:

1. Permittee shall comply with all the conditions including any supplemental conditions already on file with the City Administrator's Office. **Including CPTED recommendations issued on November 7, 2014.**
2. Permittee shall comply with all applicable City, County and State laws and regulations pertaining to the operation of a cabaret.
3. Permittee shall comply with all conditions contained in permits issued by the Department of Alcoholic Beverage Control.
4. Your occupancy load is identified by the Oakland Fire Department as: **140**
5. Your hours of operation are: **Monday - Sunday 11am – 1:30am**
6. Permit is subject to annual submission of Fire, Health and Business Tax certificates and promptly payment of Deemed Approved Fees (License #20, 21, 40, 42 & 48) and cabaret fees. **All documents and fees are due by January 15th of each succeeding year.**



Greg Minor, Assistant to the City Administrator
For
John Flores, Interim City Administrator

THIS PERMIT IS NOT TRANSFERABLE

cc: ABAT, OPD Area Captain, OPD Special Events
City Council Representative, City County At-Large

**CRIME PREVENTION THROUGH
ENVIRONMENTAL DESIGN**

**Bella Ultra Lounge
561 11th St, Oakland, CA**

November 07, 2014

Prepared by: OFC J. Sena, 8375

Introduction:

Crime prevention through environmental design (CPTED) techniques are utilized to manipulate the physical environment naturally and mechanically to improve the quality of life for the public.

Bella Ultra Lounge is located at 561 11th St., Oakland, CA. The premise is located on the south side of 11th Ave., on the south-west corner of Clay St and 11th St. The premise is located in a two-story building and occupies the 2nd story with an office and large seating area, and bar (unused) located on the 3rd story. There is metered street parking in which customers can park directly in front of and on the side of the property.

The front entrance is located on Clay Street by way of two separate glass doors. The doors are located in-between two ground level businesses located at 1015 Clay Street and 1019 Clay Street. Directly inside of the glass doors is an elevator and a set of stairs leading up to the second story.

The premise is designed to be used as a full service restaurant, with a single bar, lounge seating, and a dance floor. The premise provides on-sale (type 47) sales of beer, wine, and distilled spirits. Minors under the age of 21 years old are allowed to enter the premise; however the operators state that minors are not allowed to enter the premise during cabaret events. The manager of the business is Temesghen "Tem" Kiflit. The listed license with the Department of Alcoholic Beverage Control (47-519517) is Arsimona LLC with Haile, Almaz G listed as the (manager).

The Oakland Police Department has determined that if CPTED recommendations are implemented throughout the property, it is likely to assist the owners and managers with providing a safer environment for their guests, employees, and neighboring community.

I. Access Control

Access Control is the use of natural and mechanical barriers to define the property, restrict prohibited areas, and to define the areas of ingress/egress.

A. Fencing

Not Applicable, the business does not have fencing.

B. Egress and ingress of premise

The main entrance is located on Clay Street. The sidewalk in front of the main entrance is approximately 14 feet wide. According to the manager, temporary rope barriers are set up at about 4 ½ feet from the building to allow for patrons to line up in front of the building to enter during cabaret events. The line starts just north of the front door on the sidewalk and then wraps around to 11th

**CRIME PREVENTION THROUGH
ENVIRONMENTAL DESIGN**

**Bella Ultra Lounge
561 11th St, Oakland, CA**

November 07, 2014

Prepared by: OFC J. Sena, 8375

Street on the side of the building in a west direction. According to security who works at Bella, patrons are searched and their identifications are checked within view of a camera above the front door prior to entering the premise. This appears to be an appropriate ingress plan.

It is recommended that once the premise reaches its full occupancy that any remaining patrons in line be advised that "the club is full and no other patrons will be allowed entry". Patrons should then be asked to leave the area so they do not create a disturbance to the surrounding neighborhood.

Egress to the club should be made through the front doors on Clay Street during normal business hours. Patrons stepping outside to smoke cigarettes should be directed to 11th Street in a designated smoking area that is beyond 25 feet of any open doors or windows as required by 8.30.060 (B) OMC. Patrons smoking should be re-checked by security to ensure that weapons or illegal items are not brought into the club.

C. Egress and ingress of parking lot

Not Applicable, Bella Ultra Lounge does not rent or own parking lots.

**There is a parking lot located adjacent to the building occupied by Bella Ultra Lounge. The parking lot is located at 577 11th St. This parking lot appears to be operated by Central Parking, 1624 Franklin St. Suite 1110, Oakland, CA 94612. The lot is open 24 hours a day and has insufficient lighting, broken fencing, and is unattended. It is recommended that a CPTED Assessment be conducted at the parking lot to assist the parking lot operator and owner with recommendations to abate nuisance activity associated with its operation.*

D. Addressing

The physical address for Bella Ultra Lounge is 561 11th Street. The address number is located on a canvass canopy with "Arsimona Bar & Grill" affixed to the front. This doorway is not used as an entrance to the premise and is an emergency exit only.

It is recommended to remove "Arsimona Bar & Grill" affixed to the canopy and create a sign that states "Bella Ultra Lounge, entrance on Clay Street" with an arrow directing around the corner. This will assist both patrons and emergency personnel with easy identification of the front entrance location which is located on Clay Street. The street address numbers "561" should remain clearly visible and affixed to the canopy or relocated to the side of the door on a back lighted addressing mount. The numbers located on the addressing mount should be large enough to be clearly visible from the street.

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E. Lighting-Exterior

The current lighting which is affixed to the building appears to be adequate to illuminate the front of the premise when working in conjunction with city street lamps which are on two sides of the building (east and north). There are three additional lights located on the west side of the building which faces the parking lot. These lights illuminate the side of the building and a portion of the private parking lot operated by Central Parking. The lighting which faces the parking lot appears to be adequate to illuminate persons within 20 feet of the building.

The current lighting of the sidewalks appear to allow for the visible presence of any person near the premises during the hours of darkness. All lights should be maintained in good working order.

F. Landscaping

There is no landscaping on the exterior of the premise.

G. Visibility-Exterior

There are glass windows that are located on the second story of the premise. The visibility is clear from the windows looking outside. There is limited visibility from the outside looking in due to the height of the windows and the presence of canopies affixed to other windows and doorways of businesses located on the ground level. It is recommended to avoid signage on the 2nd story windows that would block the line of sight.

H. Signage

It is recommended that an illuminated sign displaying the business name be affixed near the front door (on Clay Street) that states "Bella Ultra Lounge Entrance". This sign should be affixed so guests and first responders can determine the entrance of the premise by viewing the sign.

It is required to post two permanent signs, not less than 12" x 24" in size with lettering at least two inch in height, black lettering, with a white background reading:

No Loitering Is Allowed On Or In Front Of These

Premises 602 (L) PC

Oakland Police Department

(510) 777-3333

**CRIME PREVENTION THROUGH
ENVIRONMENTAL DESIGN**

**Bella Ultra Lounge
561 11th St, Oakland, CA**

November 07, 2014

Prepared by: OFC J. Sena, 8375

Signs must be at least 12" x 24" in overall size, with a white background and a minimum of 2" of black lettering.

The signs must be posted at or near the entrance of the premise and at a prominent place near the physical address of 561 11th Street.

An additional sign must be posted near the entrance with a phone number to call to register complaints regarding the business.

A sign should be posted in the interior of the premise within public view of the maximum occupancy number of the premise, currently at 145 persons. (1004.3 CFC)

A sign should be posted near the exterior of the premise during cabaret activity which displays the "code of conduct" expected of the patrons. The sign should include the following items however not limited to:

- Dress Code (if required)
- Prohibition of weapons [including guns, knives, electronic weapons (taser), and pepper spray]
- Reminder to respect the neighborhood when leaving the establishment.

I. Trash Receptacle

Not Applicable

J. Graffiti

There was graffiti located on the canopy at 561 11th Street. Any graffiti affixed to the building, including the side facing the parking lot should be painted over within 72 hours.

II. Surveillance

Surveillance when used appropriately through both mechanical and natural devices can provide good visibility and enhance security.

A. Closed Circuit Television Cameras (CCTV)

There is currently good coverage of the interior of the premise which records to a hard drive for 72 hours. There is a single camera located on Clay Street near the glass doors.

It is recommended that additional cameras be installed on the exterior of the premise. A minimum of 3 cameras should be installed on the exterior of the building to capture footage of the sidewalk and parking lot adjacent to the building. One camera should be affixed to the west side of the

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building facing the parking lot at 577 11th Street operated by Central Parking. The 2nd camera should cover sidewalk on 11th Street facing Clay Street, and 3rd camera should cover the sidewalk on 11th Street facing Jefferson Street. Cameras should have the ability to provide good color rendition during daylight; cameras should be able provide footage during the hours of darkness.

All security camera footage should be stored on a recording device. The recordings should be retained for a minimum of 10 days and be made available to law enforcement for review as requested.

Prior to the placement of security cameras the lights and cameras should be tested during the hours of darkness to ensure that the lights do not create halos and/or blind spots on the CCTV feed.

B. Security Guards

Security guards are currently being utilized at the premise during cabaret events. It is recommended that guards utilize a security plan to minimize potential nuisance effects caused by patrons entering and exiting the premise.

Security is responsible for keeping an accurate count of the number of patrons inside of the premise by using a hand held mechanical counting device.

Security is responsible for ensuring that patrons do not enter the premise with prohibited weapons of any type. In the event that a prohibited weapon is discovered, security should contact OPD to report the incident.

Immediately after cabaret activity has ceased, it is recommended that one guard monitor foot traffic on Clay Street, one guard monitor foot traffic on 10th Street, and one guard monitor traffic on 11th Street including the parking lot area (577 11th Street). Guards should walk the surrounding block as necessary in an effort to disburse patrons safely. Guards should immediately report any suspicious activity, loud disturbances, fights, etc. to the Oakland Police Department (OPD). Guards should not leave their respective areas until the crowds have disbursed; unless it is required that they leave the area to assist another guard or employee with a disruptive patron.

In the event that a patron or individual becomes disruptive, security should take steps to diffuse the situation as necessary. In the event that security conducts a citizen's arrest, OPD should be contacted for a police officer to respond and record the incident. Security should be available to assist OPD with investigations related to the incident by giving statements and directing the officer to any other involved patrons or witnesses.

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The security supervisor should keep written daily logs of any activity occurring during cabaret events. Included in the logs should be the count of the number of patrons who attended the cabaret. The management of Bella Ultra Lounge should review the security logs and retain them for 1 year. Security logs should be made available to OPD upon request.

III. Misc.

A. Sound Level (audio level)

Currently there is a free standing podium in the front of the dance floor in which a Disc Jockey can access amplified sound to play music during cabaret events. There is a door next to the podium in which a mother sound board is installed.

It is recommended that management control the decibel level of amplified music in order to prevent sound from being audible beyond the area of control of the premise and becoming a nuisance to the area residents. Management should calibrate the maximum level of sound on the mother board and not allow Disc Jockey's access to the mother board by locking the door in which it is located.

IV. Conclusion

Preventative measures listed in this report serve as suggestions that can reduce or deter criminal activity around this property. It is recommended that all of the provisions of this report be implemented at the above listed premise.

Officer Jennifer Sena, 8375

Oakland Police Department, Alcoholic Beverage Action Team

November 7, 2014