

Greg Minor  
Assistant to the City Administrator  
1 Frank Ogawa Plaza, 11<sup>th</sup> Floor  
Oakland, CA 94612

October 7, 2014

Dear Mr. Minor:

We live in the Old Town Square building in the Old Oakland neighborhood. This building has 99 residential condo units and one commercial owner. For as long as many of can remember, we have put up with the late night disturbances coming from nightclub patrons in our neighborhood. This noise has come primarily as people are arriving at the club (Bella Ultra Lounge) and blasting music, and between 1:15am and 2:30am, as people are leaving the club. The noise is from people getting drunk in their cars before they enter the club, and from when they continue to party (with music from car radios and yelling and screaming) after the club closes. We also have a front row seat to the fights that break out in the street, hear glass bottles and windows being broken routinely, and put up with revving engines. Our streets are left trashy many mornings, and strewn with broken bottles, promotional postcards, junk food wrappers and containers, vomit, urine, and feces.

We were saddened to learn that the reckless behavior has recently escalated to shootings and homicide. Recently, our building has been hit by stray bullets from the parking lot behind Bella Ultra Lounge, and some of our residents witnessed the fights leading up to the homicide on 10/1/14, and the immediate aftermath as well. This is distressing, and we will not feel safer until Bella Ultra Lounge and the activity that it is bringing to our neighborhood is closed down.

**We therefore support the Old Oakland Neighborhood (OON) NCPC's call to permanently revoke the cabaret license of Bella Ultra Lounge** which has proven, over a long period of time, unable to de-escalate their patrons' behavior both inside and outside the club. The owners have ignored many core conditions to their permit so we cannot trust them to adhere to even more conditions on their operations. OON and our building have made many documented attempts to work with the owners of Bella to improve operations, without success. For the safety of this neighborhood, we urge you to exercise the authority of your office to shut the club down permanently with all haste, before another shooting takes another life in this neighborhood.

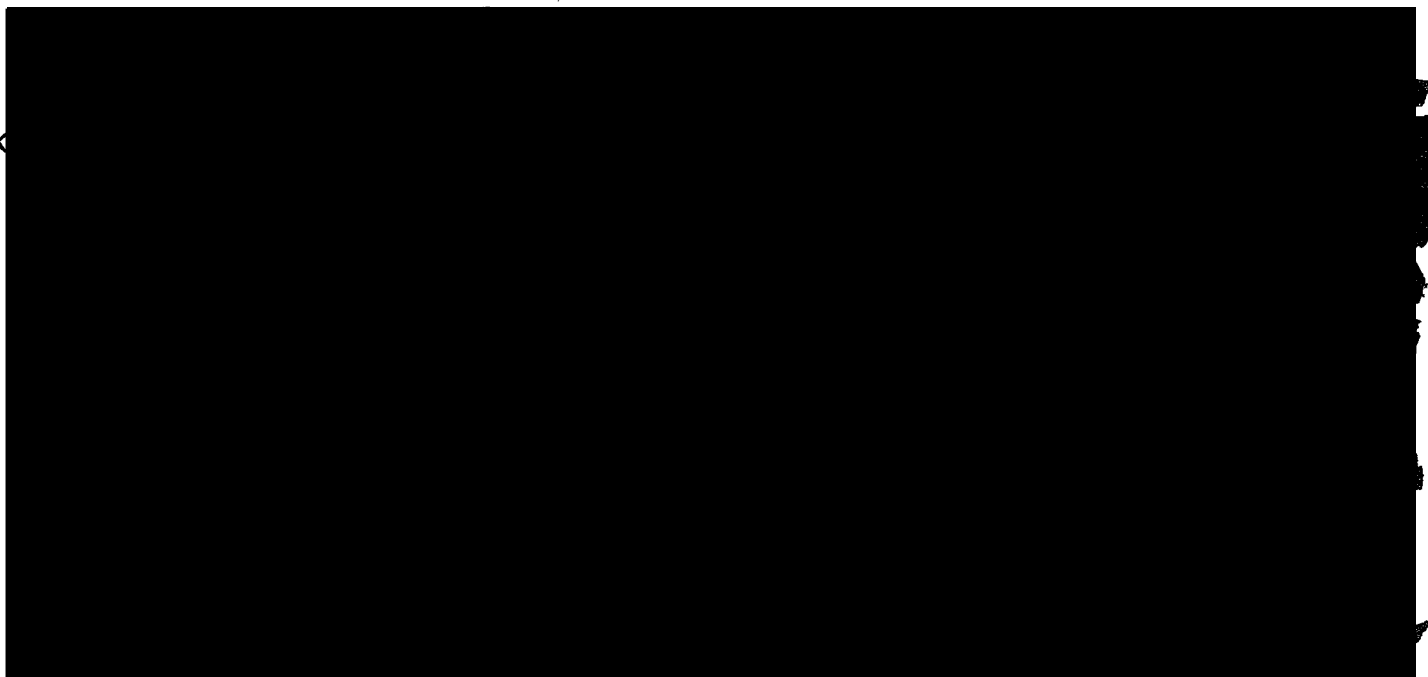
Sincerely,

Name

Phone/Email

Name

Phone/Email



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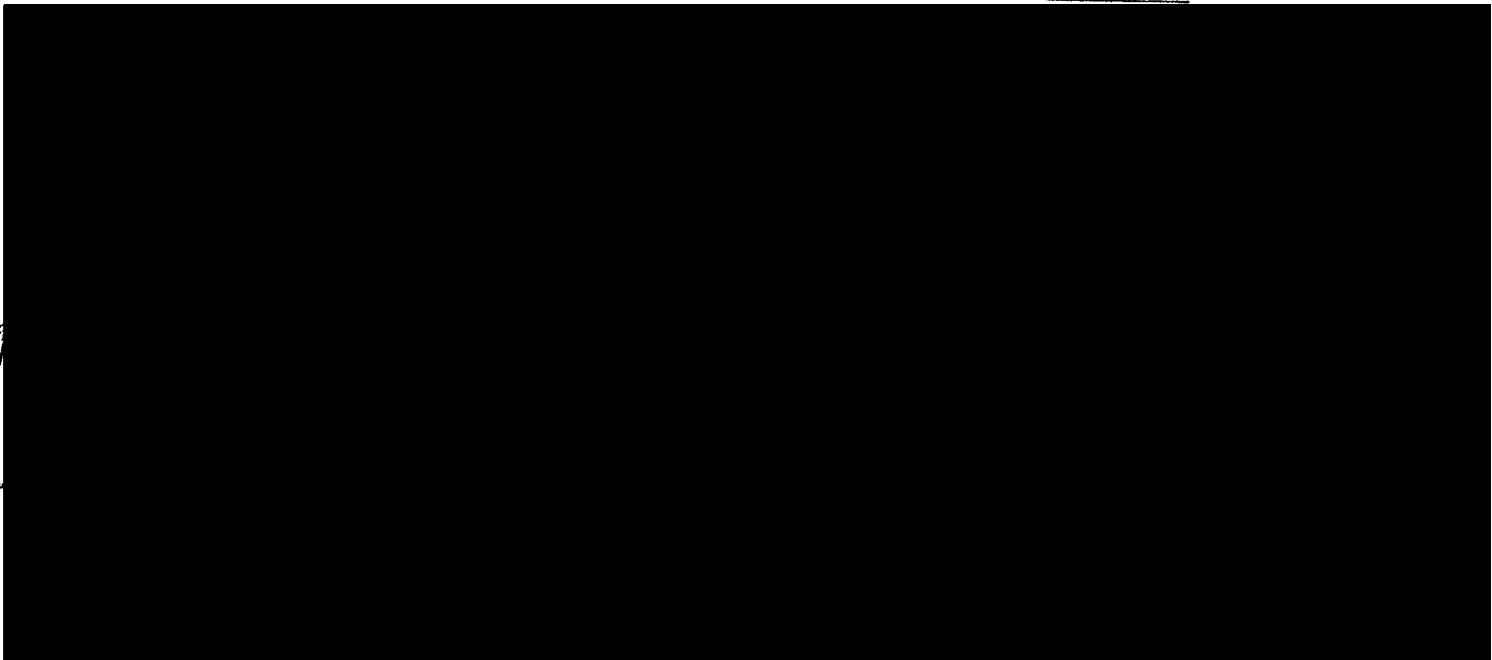
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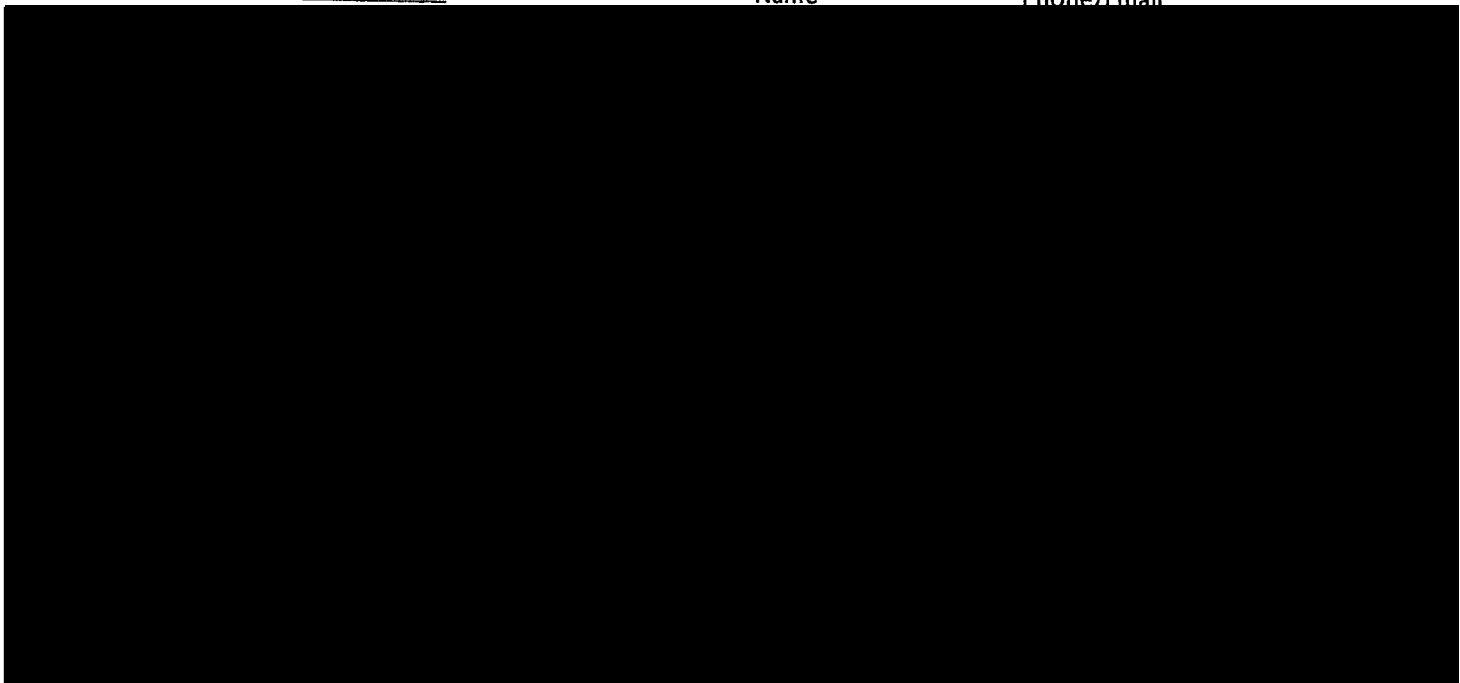
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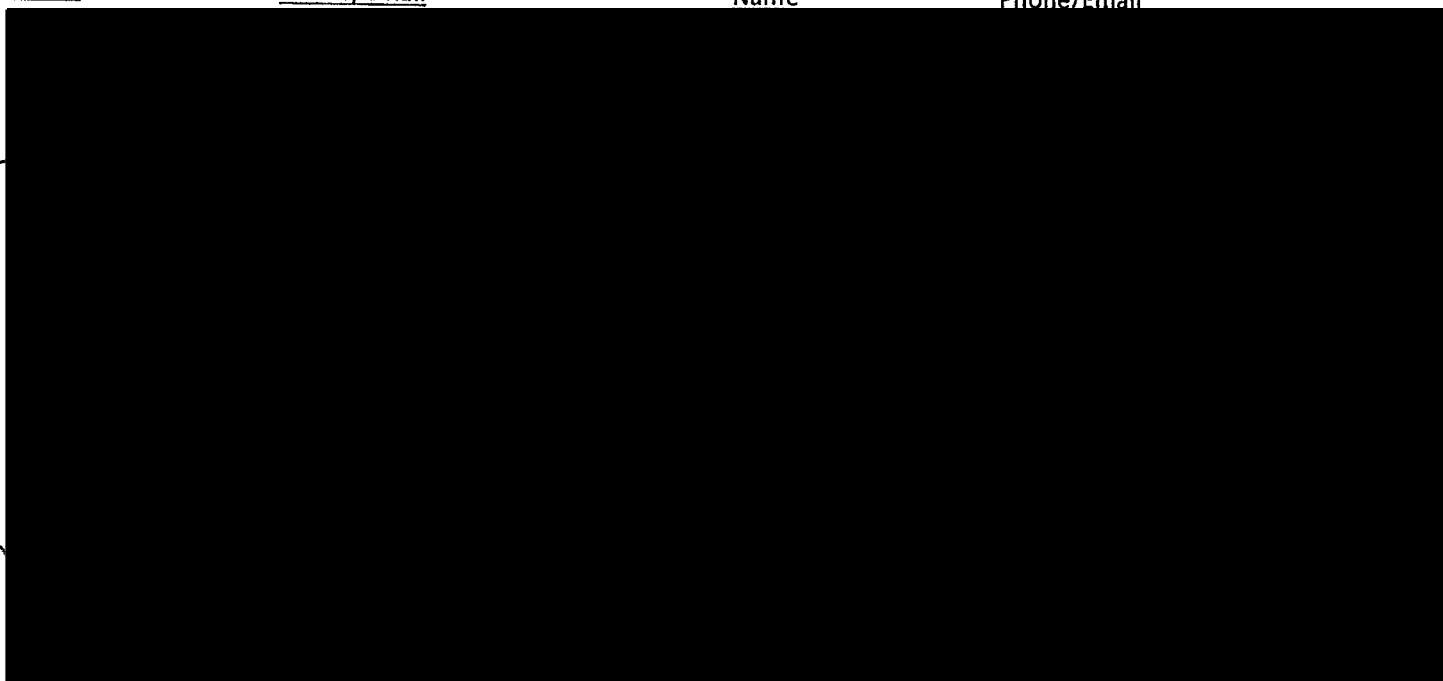
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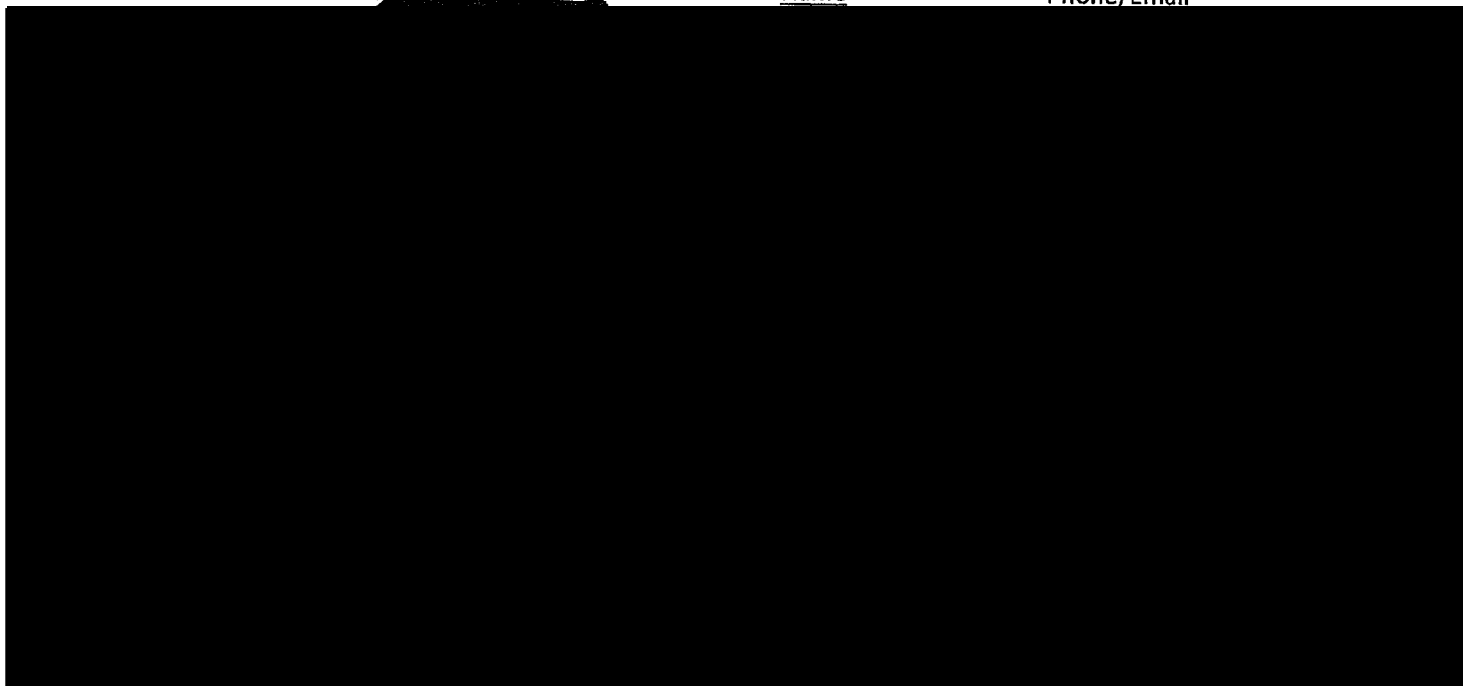
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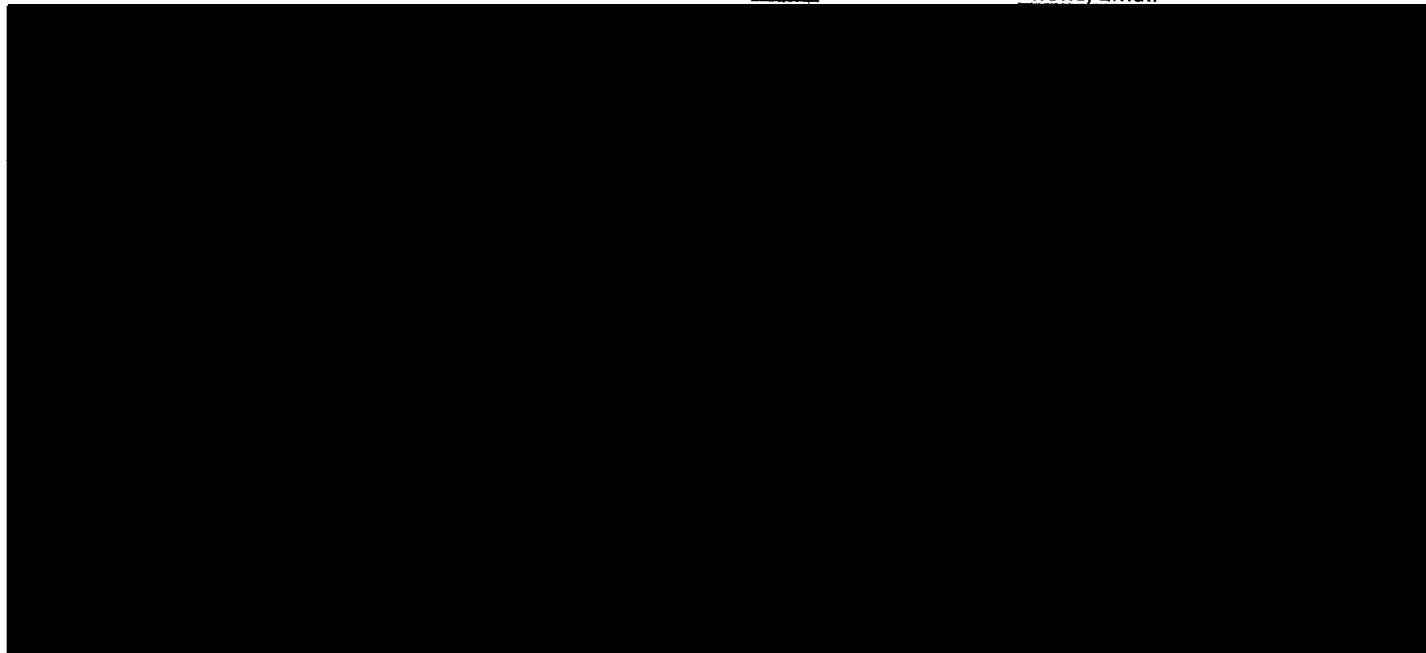
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Phone/Email

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## Minor, Gregory

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**From:** [REDACTED]  
**Sent:** Sunday, October 05, 2014 10:39 PM  
**To:** otssecurity@outlook.com  
**Cc:** Minor, Gregory; Lindsey, Drennon  
**Subject:** Oakland Shooting

To Whom It May Concern:

This e-mail is in regards to the July 23rd shooting that occurred on 11th St in downtown Oakland. As a result of this disturbance, a bullet entered our unit (report number: 14-037089). My roommate and I have subsequently moved out of our unit located at 555 10th St because we no longer felt safe even in our own home. I was not home when this incident occurred because I was out of town visiting family. However, my roommate informed me of the terrible news the following morning. This created much fear and anxiety, and I quickly returned to Oakland to proceed with moving out of our unit. This incident caused me to spend a lot of time and money to travel back to Oakland from Southern California especially since I moved out without having another place to move into. After having seen the location of the bullet hole in the wall, I became very concerned and fearful because we have had friends stay over that have slept in that general area of where the bullet entered. There have been other disturbances that have occurred, and this was the incident that finally pushed us to leave the area.

Prior to this incident, I have been woken up numerous times in the middle of the night due to loud fights and flashing police lights. The fights almost always spill into the streets and block traffic. One night I looked out the window to see police officers with their guns drawn and yelling at an individual. I have seen a man drive around and try to solicit women who are going out for the night. These are things that we should not have to witness especially with young children living in the building.

When I first moved to Oakland last year, I was hesitant because of the bad things I heard about it. However, I was pleased with the Old Oakland neighborhood. It is a convenient place to live with many nice things to do. It is a great community, and I wish that I did not have to leave the area because of these safety issues.

I reach out to you all now because of the recent shooting that occurred outside of Bella nightclub. Just the thought of how close this crime occurred is unsettling. I sympathize with the residents of Old Oakland concerning the danger that this nightclub brings to the community. The nightclub's patrons are a nuisance to the community. How many more complaints need to be made, how many more reports need to be filed, and how many more bullets through our walls will it take to address this pressing situation?

Sincerely,  
[REDACTED]



**Marcus, Nancy**

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**From:** [REDACTED]  
**Sent:** Friday, October 10, 2014 8:29 AM  
**To:** Minor, Gregory; Ferran, Elias  
**Subject:** Fwd: complaint about Bella Ultra Lounge at 11th and Clay Streets

-----Original Message-----

**From:** [REDACTED]  
**To:** greg.minor <[greg.minor@oaklandnet.com](mailto:greg.minor@oaklandnet.com)>; jjsena <[jjsena@oaklandnet.com](mailto:jjsena@oaklandnet.com)>; eferran <[eferran@oaklandcityattorney.com](mailto:eferran@oaklandcityattorney.com)>  
**Cc:** [REDACTED]  
**Sent:** Thu, Oct 9, 2014 9:55 pm  
**Subject:** complaint about Bella Ultra Lounge at 11th and Clay Streets

October 9, 2014

Greg Minor  
Assistant to the City Administrator  
1 Frank Ogawa Plaza, 11th Floor  
Oakland, CA 94612

Dear Mr. Minor:

I live at [REDACTED] 12th street [REDACTED] in the Old Oakland neighborhood. This building is 3 blocks away from Bella Ultra. For as long as I can remember, I have put up with the late night disturbances coming from nightclub patrons in our neighborhood. This noise has come primarily as people are arriving at the club (Bella Ultra Lounge) and blasting music, and between 1:15am and 2:30am, as people are leaving the club. The noise is from people getting drunk in their cars before they enter the club, and from when they continue to party (with music from car radios and yelling and screaming) after the club closes. I also have a front row seat to the fights that break out in the street, hear glass bottles and windows being broken routinely, and put up with revving engines. Our streets are left trashy many mornings, and strewn with broken bottles, promotional postcards, junk food wrappers and containers, vomit, urine, and feces. I feel very unsafe walking home from the Bart station at 11th and Broadway when I have to pass through the neighborhood at night, and the patrons of the Bella Ultra are seen in parked cars, blasting music, engaging in illegal drug use, cursing, and fighting. On several occasions I have witnessed gang fights.

I was angered and saddened to learn that the reckless behavior has recently escalated to shootings and homicide. Recently, our building has been hit by stray bullets from the parking lot behind Bella Ultra Lounge, and some of our residents witnessed the fights leading up to the homicide on 10/1/14, and the immediate aftermath as well. This is distressing, and I will not feel safer until Bella Ultra Lounge and the activity that it is bringing to our neighborhood is closed down.

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Sincerely  
[REDACTED]

**Marcus, Nancy**

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**From:** Concerned Citizen [REDACTED]  
**Sent:** Friday, October 10, 2014 5:45 AM  
**To:** Minor, Gregory  
**Subject:** Permanently Revoke Bella Ultra's Cabaret Permit NOW!

Dear Greg Minor,

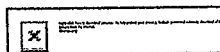
I just signed Old Oakland Neighbors's petition "[Help us permanently revoke Bella Ultra's Cabaret Permit.](#)" on Change.org.

Permanently Revoke Bella Ultra's Cabaret Permit

Sincerely,  
Concerned Citizen New City, New York

There are now 10 signatures on this petition. Read reasons why people are signing, and respond to Old Oakland Neighbors by clicking here:

<http://www.change.org/p/help-us-permanently-revoke-bella-ultra-s-cabaret-permit/responses/new?response=0bd504144c2c>



548 Market St #29993, San Francisco, CA 94104-5401, USA

[Contact us](#) · [Privacy policy](#)



**Marcus, Nancy**

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**From:** [REDACTED]  
**Sent:** Friday, October 10, 2014 1:18 AM  
**To:** Minor, Gregory  
**Subject:** Permanently Revoke Bella Ultra's Cabaret Permit NOW!

Dear Greg Minor,

I just signed Old Oakland Neighbors's petition "[Help us permanently revoke Bella Ultra's Cabaret Permit.](#)" on Change.org.

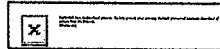
Permanently Revoke Bella Ultra's Cabaret Permit

Sincerely,

[REDACTED]

There are now 9 signatures on this petition. Read reasons why people are signing, and respond to Old Oakland Neighbors by clicking here:

<http://www.change.org/p/help-us-permanently-revoke-bella-ultra-s-cabaret-permit/responses/new?response=0bd504144c2c>



548 Market St #29993, San Francisco, CA 94104-5401, USA

[Contact us](#) · [Privacy policy](#)



**Marcus, Nancy**

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**From:** [REDACTED]  
**Sent:** Thursday, October 09, 2014 11:54 PM  
**To:** Minor, Gregory; Sena, Jennifer; Ferran, Elias  
**Cc:** [REDACTED]  
**Subject:** re: Bella Ultra Lounge

Dear Greg Minor,

I am writing this letter to recommend the closure of Bella Ultra Lounge. I live at the condominium complex nearby at [REDACTED] 10th St and I have been on the board of the Old Oakland Neighbors for two years. These are the reasons I feel the club should be closed:

- \* As you may know, there has been a major escalation of violent events associated with club patrons in the past year culminating in a recent murder by gunfire. This is just the most recent of a long series of events and we feel that enough is enough.
- \* The club does not follow the rules restricting flyering and we have found flyers littering the ground for multiple days a week and for nearly all weeks throughout the year. This is just one of the many activities that the club engages in that aren't permitted by current regulations. I feel these violations taken together should be enough to have the club closed down.
- \* One anecdote pertaining to how the club impacts the neighborhood is as follows: A friend and I were eating at nearby El Gusano restaurant, and the thuggish appearance and actions/words of the patrons loitering outside of the club made my dinner companion uncomfortable and not want return to the restaurant. Thus nearby businesses pay the penalty for the faults of the club.
- \* We have lived in the neighborhood for 6 years, and the first 3 years felt perfectly safe. Then more clubs and businesses moved in and this attracted crime because patrons became targets. However Bella Ultra Lounge compounds the problem because the type of patrons it attracts seem to have a higher propensity for criminal activity. Previously we lived across the street at [REDACTED] 9th St on an upper floor facing ninth street. At that time Bella was called Arsimona (we have heard that the ownership is the same) and by the fourth year the club began to attract a great many more patrons who would cause problems. The street noise nightly grew to a very high level and I had a terrible time trying to sleep. This culminated in several side shows. I was terrified cars would hit our building and hit people in the street. Often I was up until 3 or 4 in the morning completely anxious often resulting in me getting no sleep for the night. This was the main motivation for me to move across the street to an interior facing unit.
- \* We are lucky we currently live in a unit facing our interior courtyard and therefore avoid the noise that the club patrons generate late at night. However with the escalation of gun related incidents we are extremely worried that bullets may hit our unit as they have hit two other units. We are friends of the owner of one of the units, and her tenant moved out within a few days of the unit being shot into since the tenant became terrified of this neighborhood.

We have heard that the club is potentially not even operating with the required permits, and thus we hope that quick action can be taken to enforce the law and shut it down.

Best regards,

Marcus, Nancy

**From:** [REDACTED]  
**Sent:** Thursday, October 09, 2014 11:48 PM  
**To:** Minor, Gregory; Sena, Jennifer; Ferran, Elias  
**Cc:** [REDACTED]  
**Subject:** Over capacity - Bella advertised capacity of 200-55 people over their allowable limit

Hi Gregory -

I'm writing to let you know that [purplepass.com](http://purplepass.com) has over a dozen events listed in 2014 for comedy shows and other entertainment at Bella. Two of these events are scheduled for December - Tickets are on sale now! I wanted to alert you to the fact that on the Purple Pass website, **the event promoters list the Venue capacity at 200 for all of the Bella events, which is 37% MORE than the 145 listed in the conditions of approval for their cabaret license.** See images below. It seems the most recent event was on September 19th. All of the events promoted in the attached images are sponsored by Go Baby Productions.

<https://www.purplepass.com/#u14922/GoBabyProductions.html>

[https://www.purplepass.com/#14081/GoBabyProductions-](https://www.purplepass.com/#14081/GoBabyProductions-GoBabyproductions_presents_%22Ricco_Da_Great%22_Raw&Uncut-Bella_Ultra_Lounge-September-20-2014.html)

[GoBabyproductions\\_presents\\_%22Ricco\\_Da\\_Great%22\\_Raw&Uncut-Bella\\_Ultra\\_Lounge-September-20-2014.html](https://www.purplepass.com/#14081/GoBabyProductions-GoBabyproductions_presents_%22Ricco_Da_Great%22_Raw&Uncut-Bella_Ultra_Lounge-September-20-2014.html)

The screenshot shows a web browser displaying a Purple Pass event page. The URL in the address bar is [https://www.purplepass.com/#14081/GoBabyProductions-GoBabyproductions\\_presents\\_%22Ricco\\_Da\\_Great%22\\_Raw&Uncut-Bella\\_Ultra\\_Lounge-September-20-2014.html](https://www.purplepass.com/#14081/GoBabyProductions-GoBabyproductions_presents_%22Ricco_Da_Great%22_Raw&Uncut-Bella_Ultra_Lounge-September-20-2014.html). The page features a header with the event title "Ricco Da Great" and "GoBabyProductions presents". Below this, the date and time are listed: "Saturday, September 20th at 7:00pm PST" and "Presale Ends: 09/20/14 at 0:00pm PST". A "Buy Tickets" button is visible. The venue is listed as "Bella Ultra Lounge, 561 1st St, Oakland, CA". The page also includes a "Share" button, a "Email" button, and a "View on Map" button. The "Talent" section lists "Ricco Da Great". The "Description" section mentions "GoBabyProductions Raw&Uncut". The "Hours" section indicates "7:00pm to 10:00pm". The "Price" section shows "General Admission: \$12.00". The "Age" section lists "18+". The "Venue" section provides the address "Bella Ultra Lounge, 561 1st St, Oakland, CA 94612". The "Capacity" section lists "200". The "Info Line" section shows "510-931-6304".

https://www.purplepass.com/#16115/GoBabyProductions-GoBabyProductions\_Christmas\_Comedy-Bella\_Ultra\_Lounge-Drempp-DB-2014

# GoBabyProductions Christmas Comedy

Presented By GoBabyProductions

Saturday, December 6th at 7:00pm PST  
 Pressed Event: 120074 at 6:00pm PST

Bella Ultra Lounge  
 381 16th St  
 Oakland, CA

Buy Tickets

Share Email


★ 0 0 0 0  
 1 Like 0 Tweet 0+1 Post

**Talent**  
 \* Mark Prince

**Description**  
 GOBABYPRODUCTIONS

**Additional Information**  
 gobabyproductions

**Presented By**




**Hours**  
 7:00pm to 10:00pm

**Price**  
 General Admission: \$25.00

**Age**  
 18+

**Venue**  
 Bella Ultra Lounge  
 381 16th St  
 Oakland, CA 94612

**Capacity**  
 200



https://www.purplepass.com/v/14922/GoBabyProductions.html

GoBabyProductions Christmas Comedy

Mark Prince better known as the Prince of comedy... His high energy style will leave your left and right side sore from laughter... Come hang out with us and Mark Prince

GoBabyProductions Oakland, CA Buy Tickets

DEC 5 FRI

GoBabyProductions Christmas Comedy

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GoBabyProductions Oakland, CA Buy Tickets

DEC 6 SAT

**Past Events**

GoBabyProductions presents "Ricco Da Great" Raw&Uncut

This fast pace style of Ricco will leave your side hurting with laughter... Born and raised in Berkeley CA, he moves from the state capital and quickly became the city's favorite comedian... You won't be disappointed...

GoBabyProductions Oakland, CA Buy Tickets

SEP 20 SAT

GoBabyProductions present "Ricco Da Great" Raw&Uncut

This fast pace style of Ricco will leave your side hurting with laughter... Born and raised in Berkeley CA, he moves from the state capital and quickly became the city's favorite comedian... You won't be disappointed...

GoBabyProductions Oakland, CA Buy Tickets

SEP 19 FRI

GoBabyProductions presents "Poetic Passion" poetry show

Known the Poet is one of the fastest rising poet in America... Ladies hold on to your seat because he will make you shake in 2... you don't want to miss this very moving performance

GoBabyProductions Oakland, CA Buy Tickets

AUG 23 SAT

GoBabyProductions Comedy Super Fest July 27th 8pm

A Celebration of Comedy, GoBabyProductions Presents The First Annual Comedy Super Fest Weekend. A showcase of explosively funny and popular comedians from East Coast to West Coast. One weekend 3 nights 6 shows. We have something for

GoBabyProductions Oakland, CA Buy Tickets

JUL 27 SUN

		<b>GoBabyProductions Comedy Super Fest July 27th 8pm</b> A Celebration of Comedy. GoBabyProductions Presents The First Annual Comedy Super Fest Weekend. A showcase of explosively funny and popular comedians from East Coast to West Coast. One weekend 3 nights 6 shows. We have something for GoBabyProductions	<b>JUL 27 SUN</b> <a href="#">Buy Tickets</a>
		<b>GoBabyProductions Comedy Super Fest July 27th</b> A Celebration of Comedy. GoBabyProductions Presents The First Annual Comedy Super Fest Weekend. A showcase of explosively funny and popular comedians from East Coast to West Coast. One weekend 3 nights 6 shows. We have something for GoBabyProductions	<b>JUL 27 SUN</b> <a href="#">Buy Tickets</a>
		<b>GoBabyProductions Comedy Super Fest July 26th.</b> A Celebration of Comedy. GoBabyProductions Presents The First Annual Super Comedy Fest Weekend. A showcase of explosively funny and popular comedians from East Coast to West Coast. One weekend 3 nights 6 shows. We have something for GoBabyProductions	<b>JUL 26 SAT</b> <a href="#">Buy Tickets</a>
		<b>GoBabyProductions Comedy Super Fest. July 26th</b> A Celebration of Comedy. GoBabyProductions Presents The First Annual Comedy Super Fest Weekend. A showcase of explosively funny and popular comedians from East Coast to West Coast. One weekend 3 nights 6 shows. We have something for GoBabyProductions	<b>JUL 26 SAT</b> <a href="#">Buy Tickets</a>
		<b>GoBabyProductions Comedy Super Fest. July 25th 8pm</b> GOBABYPRODUCTIONS Comedy Super Fest Weekend... 6 Shows 6 Different Inn Upa GoBabyProductions	<b>JUL 25 FRI</b> <a href="#">Buy Tickets</a>
		<b>GoBabyProductions Comedy Super Fest. July 25th 6pm</b> Kabir "Kabenz" Singh is one of the fastest rising Stand-Up Comedians in America. Headlining sold out nights at some of the most famous clubs in California including the Hollywood Improv, Hollywood Laugh Factory, Long Beach Laugh Factory SF GoBabyProductions	<b>JUL 25 FRI</b> <a href="#">Buy Tickets</a>

Best,  
A Concerned Neighbor

Marcus, Nancy

---

From: [REDACTED]  
Sent: Thursday, October 09, 2014 3:37 PM  
To: Minor, Gregory; Sena, Jennifer; Ferran, Elias  
Cc: [REDACTED]  
Subject: Old Oakland Neighbors is seeking your help

Hi All!

During the last 18 months, homes in our area have been burglarized, 2 fatal shootings (at 11th and Clay and 9th and Clay), 2 stray bullets into 2nd floor office buildings and 2 residential units on the 3rd and 4th floor and multiple shots fired by club patrons, recent I had my bike stolen inside of my garage and broken in cars. As you can imagine, we are very concerned about this trend and really hope you will help us. All the incidents have occurred on around **Bella Ultra Lounge** (upstairs at 10th and Clay).

It is clear that this place is not good for our safety in our neighborhood. We are taxpayers and residents of Oakland and we think we deserve a better neighborhood. Several of us have met to organize a neighborhood watch program, but we feel we need more help that we can muster alone. We think that increasing police patrols at these vulnerable times and having volunteers remain in the neighborhood on some nights might help. In any case, we need to learn how to protect our homes and streets better. Old Oakland is a beautiful growing working community that needs a better care and safety around us. We don't need Cabare **Bella Ultra Lounge** (upstairs at 10th and Clay), operations brings crime, drugs, burglars, prostitution in our Old Downtown Oakland. We need a respectful and safe neighborhood. Please help us.

Thank you

[REDACTED]  
Old Downtown resident



**Marcus, Nancy**

---

**From:** [REDACTED]  
**Sent:** Thursday, October 09, 2014 2:54 PM  
**To:** Senà, Jennifer; Minor, Gregory; Ferran, Elias  
**Cc:** [REDACTED]  
**Subject:** Re: Subject: Re Bella Ultra Lounge

Gregory Minor  
Assistant to the City Administrator  
Nuisance Abatement/Special Activity Permits Division  
1 Frank H. Ogawa Plaza, 11<sup>th</sup> Floor  
October 9, 2014  
Dear Sir:

I am a resident of a homeowners' association in the historical Swans Marketplace building. I have lived there since its inception in 2000 and support the many attempts to get Old Oakland neighborhood up and thriving entrepreneurially and culturally.

I live in one of two units that overlooks Clay Street between 9<sup>th</sup> and 10<sup>th</sup> Streets. For many years I had to endure the 1:30 to 2:00 a.m. outpouring of patrons from the nightclubs in the neighborhood from Thursday through Sunday. Many continued their "partying" by their cars parked right below my bedroom window, which consisted of drunken behavior, loud talking, yelling, playing very loud music, and gunning the motors when finally driving away. I have a few times called the OPD to come out because I don't know how long the ruckus will continue or whether it will result in some sort of confrontation. I have attended a few meetings with the cabaret licensing division, starting with retired Barbara Killey, and whenever I called the police, I sent a followup email to the licensing division informing it of the disruption because of the nightclubs.

In addition to the regular disruption at night, the trash left behind around the Swans Marketplace is enormous because it is surrounded by clubs. When I used to walk my dog around the block on those mornings after, I would pick up empty beer, wine, and liquor bottles and recycle them. The enormous amount of strewn postcard-size ads for the next nightclub event was difficult for anyone, including the professional janitorial service for Swans, to sweep up. Each postcard had to be picked up by hand, so often it wasn't. Other kinds of debris would be fast food, clothing, spiked heels, purses, and broken auto glass because of burglaries. There was once an abandoned automobile on 9<sup>th</sup> in front of Swans for almost a week until I called OPD and provided the license plate number. Turned out it was a stolen car.

In my experience, the nightclubs have proven to be disruptive because the people they attract have no regard for the neighborhood environment in which they are in. They attract people who prey on innocent, responsible patrons of other Old Oakland businesses. The nightclub owners apparently have very little influence on their patrons and rent the service of commercial security companies who have no real authority nor training to enforce civil behavior.

If we are to see our neighborhood transform and thrive in a healthy and safe manner, nightclubs are a business class that only seems to detract, rather than enhance. I support the closure of Bella Ultra Lounge.

Yours,

[REDACTED]  
Swans Market CoHousing  
[REDACTED]  
[REDACTED]

On Thursday, October 9, 2014 11:48 AM, [REDACTED] wrote:

To whom it may concern:

I am writing on behalf of the Old Oakland at Swans Cohousing Homeowners Association to recommend the permanent closure of the Bella Ultra Lounge which has proven to be a neighborhood nuisance of monumental proportions. Our homes are one block away from the Bella Ultra Lounge and we have suffered through the fighting, yelling, littering, vomiting, public urinating, and shooting in the wee hours of the morning from the patrons of this neighborhood nuisance for long enough.

It makes no sense in a city as short of police as Oakland is to waste community police resource on the many calls to deal with issues related to the Bella Ultra Lounge. We have other nightclubs in the neighborhood who have learned to be better neighbors and manage their patrons more effectively. Please protect our neighborhood from this nuisance.

Sincerely,  
[REDACTED]  
[REDACTED]  
[REDACTED]

**Marcus, Nancy**

---

**From:** [REDACTED]  
**Sent:** Thursday, October 09, 2014 12:13 PM  
**To:** Minor, Gregory; Sena, Jennifer; Ferran, Elias  
**Cc:** [REDACTED]  
**Subject:** Bella Ultra Lounge cabaret license

October 9<sup>th</sup>, 2014

[REDACTED]  
[REDACTED]  
[REDACTED]

Dear Greg Minor,

I have been a resident of the Old Oakland neighborhood at Old Town Square for the past 3 years. My condominium faces Clay Street near the corner of 10<sup>th</sup> and Clay. I'm writing to encourage you to consider revoking the cabaret license for the Bella Ultra Lounge night club at the corner of 11<sup>th</sup> and Clay Streets. I see and hear patrons of the club on Clay street directly outside of my unit in OTS drinking, shouting and fighting on Friday and Saturday nights and occasionally on Tuesday nights, including the early morning of Wednesday, October 2<sup>nd</sup> the night when a man was shot and killed in the street in front of the club. The pre- and after parties that occur on Clay street on the nights the club is open make it very difficult to sleep, make the neighborhood feel less safe and overall are a public nuisance; not to mention the litter, broken glass, urine, vomit and other refuse that litters Clay Street after club patrons leave for the night. Please take these things into consideration in your decision of whether or not to suspend Bella Ultra Lounge's cabaret license permanently.

Thank you for your consideration of this request.

Sincerely,

**Marcus, Nancy**

---

**From:** [REDACTED] >  
**Sent:** Thursday, October 09, 2014 11:49 AM  
**To:** Sena, Jennifer; Minor, Gregory  
**Cc:** Ferran, Elias; [REDACTED]  
**Subject:** Subject: Re Bella Ultra Lounge.

To whom it may concern:

I am writing on behalf of the Old Oakland at Swans Cohousing Homeowners Association to recommend the permanent closure of the Bella Ultra Lounge which has proven to be a neighborhood nuisance of monumental proportions. Our homes are one block away from the Bella Ultra Lounge and we have suffered through the fighting, yelling, littering, vomiting, public urinating, and shooting in the wee hours of the morning from the patrons of this neighborhood nuisance for long enough.

It makes no sense in a city as short of police as Oakland is to waste community police resource on the many calls to deal with issues related to the Bella Ultra Lounge. We have other nightclubs in the neighborhood who have learned to be better neighbors and manage their patrons more effectively. Please protect our neighborhood from this nuisance.

Sincerely,

[REDACTED]  
[REDACTED]  
[REDACTED]

**Marcus, Nancy**

---

**From:**

[REDACTED]  
Thursday, October 09, 2014 10:00 AM

**Sent:**

**To:**

Minor; Gregory

**Cc:**

Marcus, Nancy; [REDACTED]

**Subject:**

Bella - please confirm you're receiving large attachments from [REDACTED]

Greg,

[REDACTED] sent you a couple of large files yesterday. I know the City email servers often have a limit on what they can accept (no emails > 5 Mb, and email inboxes have some very low limits). If you haven't received these docs, please let us know.

I can print them and bring hard copies to you.

Thanks,

**Marcus, Nancy**

---

**From:**

**Sent:**

**To:**

**Cc:**

**Subject:**

[REDACTED]  
Thursday, October 09, 2014 9:59 AM

Minor, Gregory; Sena, Jennifer; Ferran, Elias

[REDACTED]  
Public Hearing on Bella Ultra

As a resident of the Old Oakland neighborhood I support closing down Bella Ultra Lounge. These types of establishments provide a welcomed service to Oakland residents and many operate without incident. However, Bella Ultra Lounge isn't one of them. Based on multiple incident reports the Bella Ultra Lounge seems to attract some clients that resort to violence. There are thousands of individuals that live in the Old Oakland neighborhood that don't patronize the Bella Ultra Lounge, but our safety is at risk when incidents of violence occur and I support the closing of Bella Ultra Lounge.

Thank you,  
[REDACTED]

**Marcus, Nancy**

---

**From:** Seal, Zach  
**Sent:** Thursday, October 09, 2014 8:54 AM  
**To:** Minor, Gregory  
**Subject:** FW: [oldoakland] Re: Shootings and homicides in Old Oakland - TAKE ACTION

Sure you've seen this already, but FYI

---

**From:** [REDACTED]  
**Sent:** Thursday, October 09, 2014 12:19 AM  
**To:** [REDACTED]  
**Subject:** Re: [oldoakland] Re: Shootings and homicides in Old Oakland - TAKE ACTION

[REDACTED]

On Wed, Oct 8, 2014 at 9:32 AM [REDACTED]

**Can you take one of these actions:**  
Created by enerchlu

1. Write a Letter or Email to the people listed below.
2. Attend the public hearing on Friday, 10/17, at 10am at City Hall
3. Speak publicly at the 10/17 hearing
4. Sign on to a group letter. (This is easiest, but least effective).

**Neighbors:**

**PUBLIC HEARING to close down Bella Ultra**  
**FRIDAY, OCTOBER 17, 10AM, HEARING ROOM 2, CITY HALL**  
**Write A Letter \* Come to the Hearing \* Speak Out**

Did you know there have been at least 13 gun related incidents in the past 18 months? These incidents include:

- Multiple shots fired by club patrons
- 2 fatal shootings (at 11th and Clay and 9th and Clay)
- 2 stray bullets into 2nd floor office buildings and 2 residential units on the 3rd and 4th floor

Help end the violence in Old Oakland by asking City Administrator's office to close down Bella Ultra Lounge (upstairs at 10th and Clay). The City has only temporarily suspended their cabaret license because of the recent October 1 shooting death of a club patron by another patron and the fighting in the streets in the 90 minutes that led up to the shooting. A final decision will be made based on the City Attorney's presentation, evidence presented by OPD and resident testimonies at the public hearing. The Hearing Officer has the power to revoke the cabaret permit if there is a finding that:

- The operation of the cabaret creates a public nuisance
- The operation of the business has adversely affected police calls for service in the immediate area
- The operation of the business creates a risk to public safety

Old Oakland Neighbors is seeking your help to put an end to the lawless, dangerous and chaotic situation that occurs from the spill-in and out of the Bella Ultra Lounge whenever it is open. The chaos has reached the point where the situation has imperiled the health and safety of our families and neighbors. It is also severely impacting our quality of life and ability to get a good night sleep.

As you know, patrons have been seen and heard fighting, loitering drinking and breaking bottles all over our neighborhood, urinating, vomiting, leaving trash and nightclub postcards all over the street and screaming and yelling well past 2am. The police have been called out multiple times and the club is taking up important resources of the OPD, paid by the taxpayers. But we need your help to share your experience with the city.

We are urgently seeking your help to close down or fix this situation for good. Here's how to get involved:

1. **Write a letter** to Greg Minor, assistant to the City Manager and ask him to revoke it's cabaret license. (See attached sample letter)

- Email to: Greg Minor [gminor@oaklandnet.com](mailto:gminor@oaklandnet.com); Off Jennifer Sena [jsena@oaklandnet.com](mailto:jsena@oaklandnet.com) and Eli Ferran [eferran@oaklandcityattorney.org](mailto:eferran@oaklandcityattorney.org)
- [REDACTED]

If you cannot write an email, mail your letter to  
Assistant to the City Administrator  
Nuisance Abatement/Special Activity Permits Division  
1 Frank H. Ogawa Plaza, 11<sup>th</sup> Floor

**Please take a few moments to detail what it's like living in the same neighborhood as Bella Ultra Lounge. What have you seen and heard and how that affected you? How does this compare to the nights when Bella is closed? Please try to send your letter before Friday October 10th.**

2. **Show your support.** Attend the hearing on October 17th at 10am so that the Hearing Officer understands that the neighborhood unanimously supports the revocation of the permit. If you do not want to speak, please bring a written statement to share with the hearing officer.

3. **Speak out** and share your story at the public hearing. Describe your experience and concerns and explain how the bar has affected your life. Bring a copy of your testimony to share with the hearing officer. **We have been told by the City Attorney's office that personal testimonies describing experiences directly related to Bella Ultra from neighboring residents are the most convincing evidence we can present to the officer.**

If you cannot commit to any of these requests, please email [OTSsecurity@outlook.com](mailto:OTSsecurity@outlook.com) to learn about other ways you can get involved and support our efforts. For future security notices and neighborhood news, sign up for our yahoo group at: [WWW.OLDOAKLANDNEIGHBORS.ORG](http://WWW.OLDOAKLANDNEIGHBORS.ORG)

Sincerely,  
Concerned Neighbors

--  
**Casey Farmer**  
**Yes on Measure Z**  
**Campaign Manager**  
**cell 510-863-4059**  
**[caseyfarmer@gmail.com](mailto:caseyfarmer@gmail.com)**

**Campaign Office - 542 9th Street #B in Old Oakland**

Posted by: casey farmer <[caseyfarmer@gmail.com](mailto:caseyfarmer@gmail.com)>

Reply via web post • Reply to sender • Reply to group • Start a New Topic • Messages in this topic ()

VISIT YOUR GROUP

• New Members 1

☐ 10/10/2008 10:00 AM  
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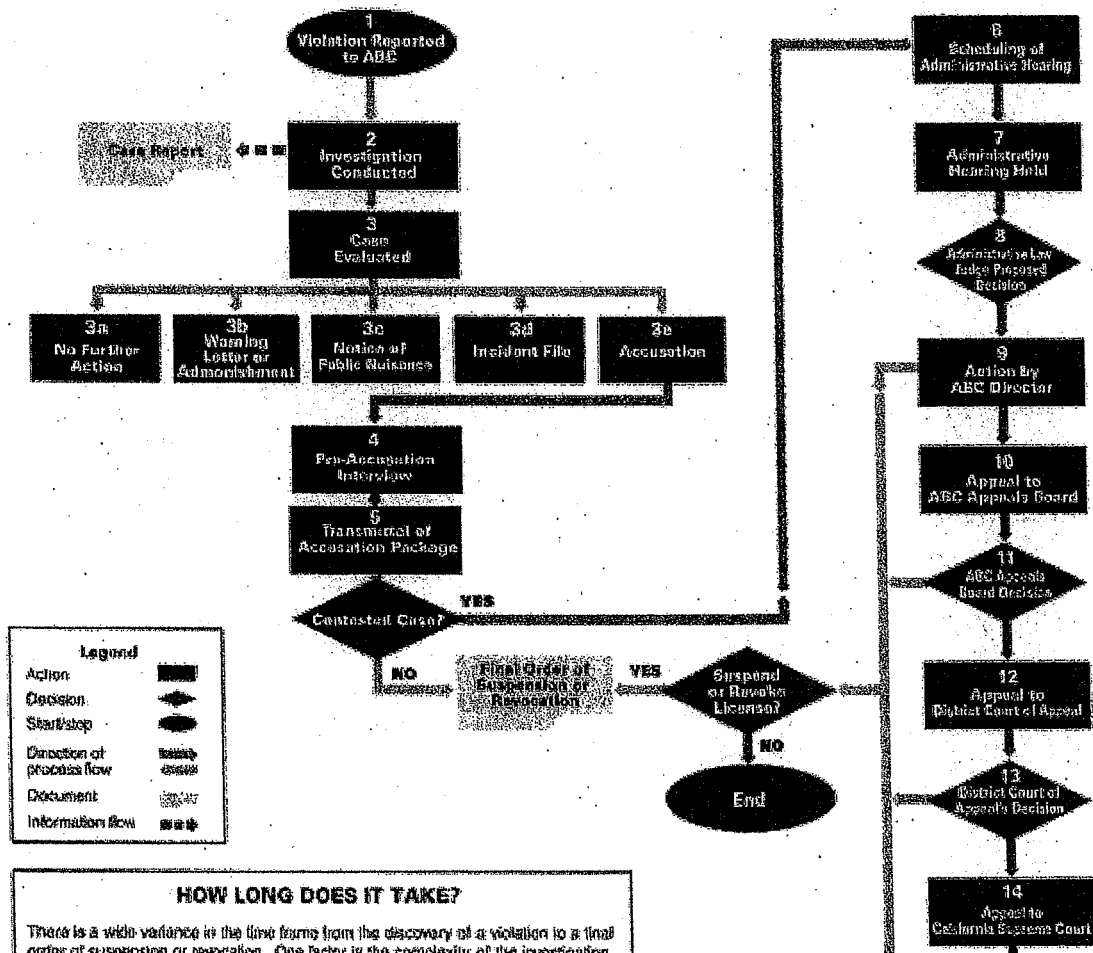
**Marcus, Nancy**

**From:** [REDACTED]  
**Sent:** Thursday, October 09, 2014 12:29 AM  
**To:** Minor, Gregory; Ferran, Elias; Steinberger, Allan  
**Cc:** [REDACTED]  
**Subject:** Club Activity @ Bella

Hi all -

Given that it seems their ABC permit is only for an "eating establishment" is there anyway the City can submit a report of violation to the ABC since they have been consistently operating a club? Included below are the events and promoters on July 23, when the bullets flew into the living rooms and Sept 30 (last week) when the young man was shot to death. It seems DJ Rotation was spinning both nights... I also included some other references to demonstrate that they are definitely operating a club on an ongoing basis.

This should be more than enough evidence to prompt an immediate suspension of their ABC license, right? Am I missing something? Would the City be willing to take the lead in reporting the violation and starting the process?



<https://www.youtube.com/watch?v=vuJu33bkR9M>

<https://www.youtube.com/watch?v=ZjATqvyK8Ik>

<https://www.youtube.com/watch?v=PKveQTfyzl8>

alevents.in OAKLAND

Log in | sg, concerts in new york

## HAPPY AFTER HOURS (Win a pair of Rock the Bell Tickets!!!)

TIME: Tue Jul 23 2013 at 04:00 pm to Wed Jul 24 2013 at 01:00 am

VENUE: Beta Ultra Lounge, 561 11th Street, Oakland, United States

CREATED BY: KASH KONCEPTS

Are you going to this event?

Spread the word

Who's going?

Featured Events

\*\*\*DOWNLOAD "PARTYWIRES" APP NOW AVAILABLE IN THE ANDROID MARKET & ITUNES FOR FREE ENTRY\*\*\*

SOLO TRENDZ & KASH KONCEPTS PRESENTS: TUESDAY'S HAPPY AFTER HOURS

COME OUT AND ENTER FOR YOUR CHANCE TO WIN A PAIR OF TICKETS TO ROCK THE BELLS 2013!!

\*\*\*FREE ENTRY ALL NIGHT\*\*\*

TUESDAY TEASERS/FOOD & DRINK SPECIALS

EXTENDED HAPPY HOUR 4PM-8PM

55 MARTINI'S 5-6PM

AFTER HOURS 6PM-1:30AM

BIRTHDAY CELEBRATIONS

COME WATCH THE GAME ON 10 65" PLASMA SCREENS & 200X200 HD SCREENS! The only one in the Bay!

\$5 APPLETINI'S | DIRTY MARTINIS | COSMOS

FREE ROUND OF SHOTS ON US (GROUPS OF ATLEAST 10+)

MUSIC BY:

DJ LASH & DJ ROTATION SPINNING THE HOTTEST REGGAE | HIP HOP | R&B

CALL/TEXT 510-274-1648 FOR BOTTLE SERVICE

MAP: 9 Bella Ultra Lounge, 561 11th Street, Oakland, United States



DISCUSSION



Report a problem

DJ LASH DJ ROTATION

# HAPPY AFTER HOUR

WEDNESDAY 10PM - 1AM  
THURSDAY 10PM - 1AM  
FRIDAY 10PM - 1AM  
SATURDAY 10PM - 1AM

9 BELLA ULTRA LOUNGE

561 11TH STREET, OAKLAND, CA 94612

CALL/TEXT 510-274-1648 FOR BOTTLE SERVICE

OAKLAND'S HOTTEST NIGHTLIFE (SATURDAY 10PM - 1AM)



KASH KONCEPTS

BELLA ULTRA LOUNGE  
561 11th St Oakland  
EVERY TUESDAY  
Happy Hour 5-9pm  
After Hour 9-2am  
\$2 Tacos | \$3 Beer  
\$4 Wings | \$5 Margaritas

About  
Kash Concepts provides a network of professionals to help you grow your business and bring you some of the hottest events in the Bay Area via our app "PartyWire"

Connect





Karla V.  
Santa Clara, CA  
2 friends  
18 reviews



1/27/2014

This place is disgusting and a mess. Not only did they allow the place to become so crowded to where it had to be a violation of fire department regulations but the wet and sticky floors, drunk people falling all over the place and fights breaking out. The kicker is the security is completely out of control. Two security guards came onto the dance floor and pushed a girl to the floor twice then kicked her out. The security guard later came back and said my friend and I needed to leave for fighting in his club. Not only was this untrue but the security guard manhandled us and took us to an elevator. When we got inside the elevator, no button was pressed and the security guards proceeded to handcuff us and talk to us in the most disrespectful way. I asked the security guard if he was a police officer and he said yes. I asked him what I was being arrested for and he told us to shut the f\*\*\* up. Not only were their hands in inappropriate places but they took my purse and went through it with no explanation. They proceeded to take us outside and sit us in front of the club. I again asked why were handcuffed and demanded they call the police as this behavior was unacceptable. They again told us to shut the f\*\*\* up and proceeded to take us to a dark side of the building away from where anyone could see or hear us. This went on for several minutes and I began yelling they needed to call the police ASAP or take the handcuffs off. I told them I would be filing complaints against the establishment and them

individually, he was not concerned and said go ahead and try you've been drinking who are they going to believe? This is not the first time he's heard this before. I have filed a complaint with the Oakland PD for the inappropriate touching in the elevator (this is a form of sexual assault) and the mistreatment by these two security guards and will be following up with the BBB as well as the club management. This is completely unacceptable and I'm sure my friend and I were not the first ladies to be mistreated by staff! I will also be uploading pictures of the injuries I sustained after being manhandled by the security guards

Was this review ...?



Useful 10



Funny



Cool

FLAWLESS



FLAWLESS



SATURDAY  
08.09.14  
AUGUST

LINE UP WITH  
DJ RICK LEE

\$10 BEFORE 10:30 ON THE QUEST LIST  
BATH-DAV UP PRESERVATION GUEST LIST  
TEXT/CALL 925.813.6335 OR 415.756.3646  
WWW.BELLAULTRA.COM  
551 11TH STREET | OAKLAND

SATURDAY  
08.09.14  
AUGUST

LINE UP WITH  
DJ RICK LEE

\$10 BEFORE 10:30 ON THE QUEST LIST  
BATH-DAV UP PRESERVATION GUEST LIST  
TEXT/CALL 925.813.6335 OR 415.756.3646  
WWW.BELLAULTRA.COM  
551 11TH STREET | OAKLAND



RICK LEE  
August 9 · Edited

Tonight Saturday August 9th come celebrate your B Day at Bella Lounge 551 11th street downtown Oakland for the "FLAWLESS" party... 10% KMET, \$50 DJ Rick Lee in the VIDEO mix... 21 & up... dress code enforced... drink specials all night long... Get on my guest list at 415-756-3646... @1\_Fly\_Lady got you on the Rick for @GoDorkMagazine  
Brought to you by DS & PG events... [THIS SAT] OCT 11TH BEAUTIFUL FIRST SATURDAY PARTY! CLUB VINYL KMET'S RICK LEE

Like Comment Share



Write a comment...

People You May Know

See All



Sheila Humboldt Houston  
18 mutual friends  
Add Friend



Michelle 'mish' Madzini  
7 mutual friends  
Add Friend



Kable Crawford  
5 mutual friends  
Add Friend



### 5 reviews for Bella Ultra Lounge that are not currently recommended

Note: The reviews below are not factored into the business's overall star rating.



Christine M.  
Richmond, CA  
43 friends  
★ 1 review

8/12/2014

This place has the worst security! The first night I came to Bella lounge, I saw the security throw a woman down to the ground. On a different night, I have seen a security guard push a woman down the stairs. In that situation, I saw that woman talking to the security guard, and then BAM! He pushed her down the stairs and threaten to arrest her afterwards. On another night, a security guard humiliated a woman by throwing her purse out into the reception area. Her wallet and all of her belonging fell out, which she had to pick up her self.

As a woman, I am horrified I am shocked that a simple confrontation could not be handled in a RESPECTFUL manner! I am shocked that they have not been sued or worse shut-down completely. One thing I know is that if the "Bella lounge" plans to stay open, they better start rethinking who they have working there, and what kind of message are they sending out when physical altercations like these take place

I DEFINITELY WILL NOT BE RETURNING & I WARN EVERYONE, ESPECIALLY WOMEN TO BE CAUTIOUS! As a woman, I would not feel safe coming here but if you decide to then you have to be careful. Otherwise, DON'T WASTE YOUR MONEY ON PLACE LIKE THIS!

**Marcus, Nancy**

---

**From:** [REDACTED]  
**Sent:** Wednesday, October 08, 2014 10:16 PM  
**To:** Minor, Gregory; Sena, Jennifer; Ferran, Elias  
**Cc:** [REDACTED]  
**Subject:** recent violence (please keep my address private)

Greg Minor, Jennifer Sena and Eli Ferran:

I just wanted to let you know how concerned and frightened I am about the recent violence related to Ultra Bella Lounge. I will not be able to attend the hearing. I work as a public school teacher in Alameda.

I live at Swans Cohousing and I have an interior unit overlooking a courtyard. I have lived in Old Oakland since 2000 and in Oakland for over 25 years. I have never been so frightened. I have recently viewed my unit from the street to see if gunshot could enter our home from 9th Street (they can) and out bed (they could).

In the past I have often gunshots, loud fighting, drunken arguments, bottles smashing, screeching tires, motorcycles .... I have cleaned up bottles and promo cards from the sidewalks around our building. I have called OPD several times over the past several years. I have attended numerous meetings with OPD as well as club owners with promises of improvement. Little has happened and now another man is dead.

I heard the fighting on the the night of 9/30/14 about 1:30 AM (on Wednesday). It went on for 5-10 minutes. It was extremely loud. I had to work the next day so I fell asleep. I did not call OPD that night.

Ultra Bella is a major nuisance to our neighborhood. And it has been for several years. The club needs to be closed immediately for the safety of the residents of Old Oakland.

Thank you for considering this serious matter.

[REDACTED]



**Marcus, Nancy**

---

**From:** [REDACTED]  
**Sent:** Wednesday, October 08, 2014 6:52 PM  
**To:** Minor, Gregory  
**Cc:** Sena, Jennifer; Ferran, Elias; [REDACTED]  
**Subject:** Please CLOSE Bella Ultra Lounge

Dear Greg Minor,

The murder and gun play emanating from the Old Oakland neighborhood clubs, especially Ultra Bella Lounge, is completely unacceptable and will destroy the hope that Old Oakland now represents for the economy of the city.

Please close this dangerous place. The families that live here are afraid to walk out of their homes after sundown because of the presence of Bella Ultra. It needs to leave our neighborhood. We urge you to shut it down.

Thank you.

[REDACTED]

**Marcus, Nancy**

---

**From:**

**Sent:**

**To:**

**Subject:**

[REDACTED]  
Wednesday, October 08, 2014 5:27 PM

Minor, Gregory; Sena, Jennifer; efferran@oaklandcityattorney.org;

[REDACTED]  
Bella Ultra Lounge

[REDACTED]

October 8, 2014

Assistant to the City Administrator  
Nuisance Abatement/Special Activity Permits Division  
1 Frank H. Ogawa Plaza, 11th Floor  
Oakland City Hall  
Oakland, CA 94612

Dear Assistant,

The situation from the spill-in and out of the Bella Ultra lounge has increased to a dangerous point, especially in view of the killing last week. I do feel that as a neighbor of the Lounge, I want to put forward my thoughts on this.

Many neighbors are in favor as asking that the Bella Ultra Lounge be closed. But I feel that if they would take the measures required of the other night clubs in the area and the violence was stopped, that I would be satisfied. The Old Oakland Neighborhood Association has met with the other night clubs and they all watch out that their businesses do not negatively impact our lives. If Bella Ultra Lounge could do the same with some oversight from your department, I would be very grateful.

Perhaps a meeting could be set up with and neighborhood residents with the owner/s to discuss this and see if a solution can be arranged.

Sincerely,  
[REDACTED]

**Marcus, Nancy**

---

**From:** [REDACTED]  
**Sent:** Wednesday, October 08, 2014 5:18 PM  
**To:** Minor, Gregory; Ferran, Elias, [REDACTED]  
**Subject:** Club aftermath

More crap - literally - and vomit that the neighbors have been putting up with.

Begin forwarded message:

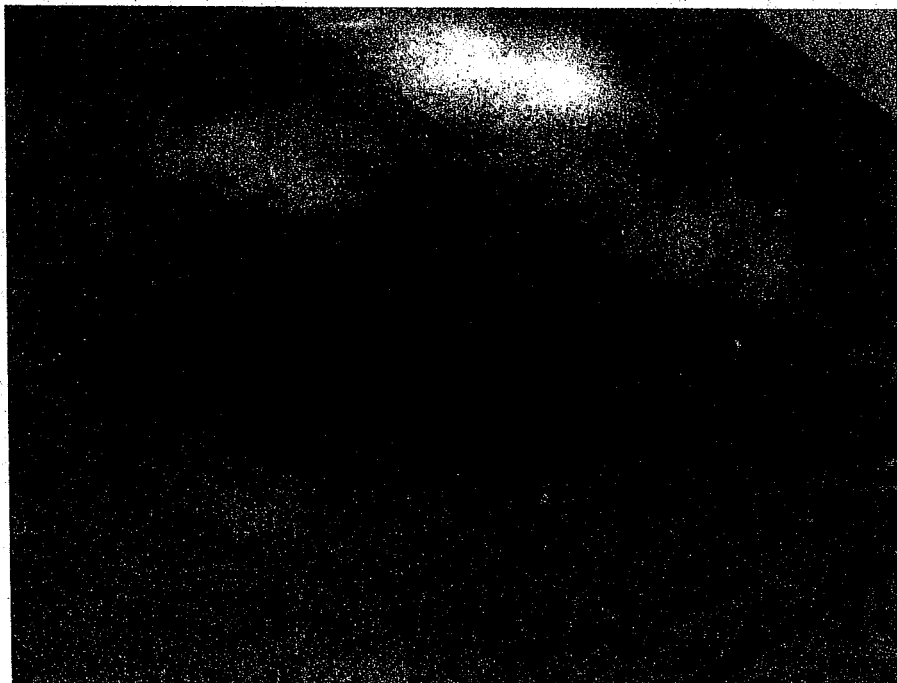
**From:** [REDACTED]  
**Subject:** FW: Old Town Square  
**Date:** October 6, 2014 at 12:46:31 PM PDT  
**To:** [REDACTED]

**From:** [REDACTED]  
**Sent:** Friday, October 03, 2014 5:51 PM  
**To:** [REDACTED]  
**Subject:** Old Town Square

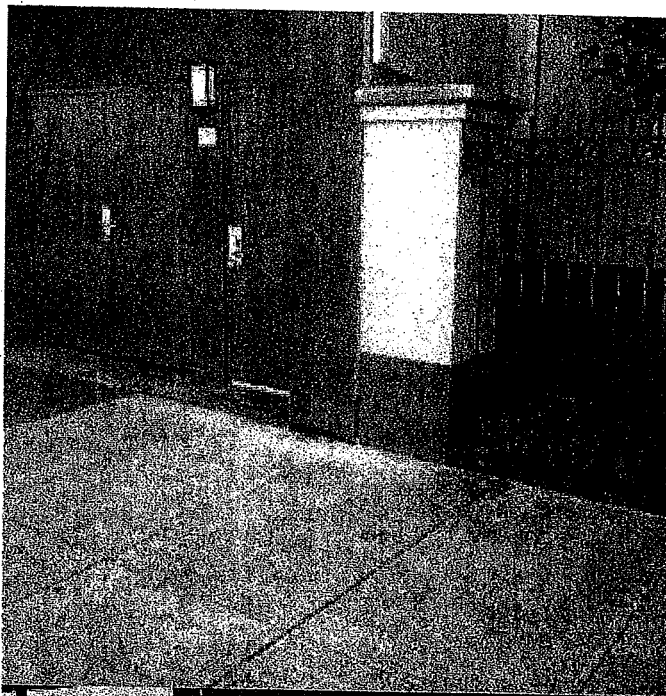
Chris,

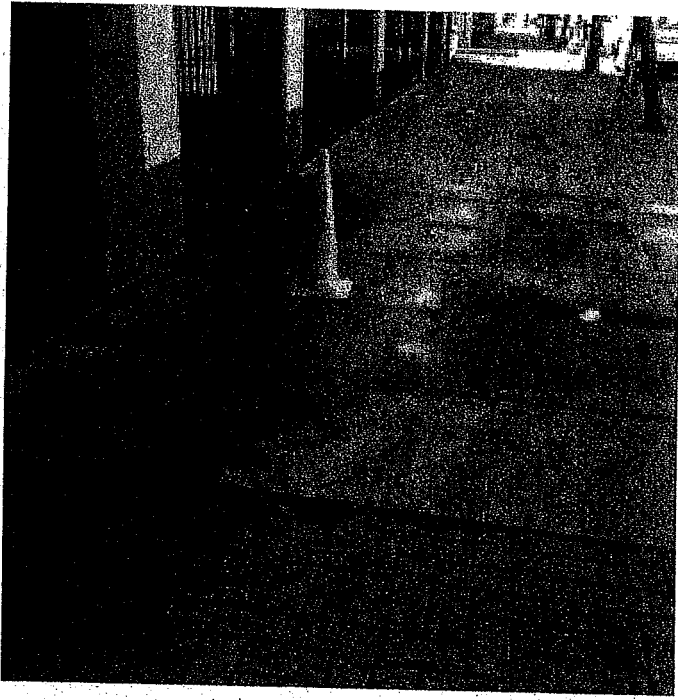
Here is the 2<sup>nd</sup> set of pictures for you. I'll send 1 more set to make sure they get to you.

Kay









**Marcus, Nancy**

---

**From:** [REDACTED]  
**Sent:** Wednesday, October 08, 2014 5:17 PM  
**To:** Minor, Gregory; Ferran, Elias [REDACTED]  
**Subject:** Fwd: Old Town Square  
**Attachments:** image001.jpeg; ATT1232577.htm; Old Town Square #3903 (1).JPG; ATT1232578.htm; Old Town Square #3903 (2).JPG; ATT1232579.htm; Old Town Square #3903 (3).JPG; ATT1232580.htm; Old Town Square #3903 (4).JPG; ATT1232581.htm; Old Town Square #3903 (5).JPG; ATT1232582.htm; Old Town Square #3903 (6).JPG; ATT1232583.htm; Old Town Square #3903 (7).JPG; ATT1232584.htm; Old Town Square #3903 (8).JPG; ATT1232585.htm; Old Town Square #3903 (9).JPG; ATT1232586.htm

More images cleaning up after the weekend.

Begin forwarded message:

**From:** [REDACTED]  
**Subject:** FW: Old Town Square  
**Date:** October 6, 2014 at 12:46:31 PM PDT  
**To:** [REDACTED]

**Marcus, Nancy**

---

**From:** [REDACTED]  
**Sent:** Wednesday, October 08, 2014 5:16 PM  
**To:** Minor, Gregory; Ferran, Elias; [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Bella's impact on maintenance logs from adjacent block - Revoke their permit!  
**Attachments:** #1451 - (1).jpeg; ATT1232377.htm; #1451 - (2).jpeg; ATT1232378.htm; #1451 - (3).jpeg; ATT1232379.htm; #1451 - (4).jpeg; ATT1232380.htm; #1451 - (5).jpeg; ATT1232381.htm; Old Town Square (1).JPG; ATT1232382.htm; Old Town Square (2).JPG; ATT1232383.htm; Old Town Square (3).JPG; ATT1232384.htm; Old Town Square (4).JPG; ATT1232385.htm

Hi Eli and Greg -

Thank you for all your assistance helping us revoke Bella's permit to operate a night club. This information was sent to me by the HOA management company that manages [REDACTED], CC'd above manages this 99-unit condo building, which includes 1 commercial unit. It is on the block directly adjacent to the block where Bella Ultra Lounge is and these residents bear the brunt of the club noise, litter, vomit, street fights, gun shots, etc.... Here is an itemized list from their maintenance vendor that includes additional work done to clean up after club activities, which seem to happen throughout the week, not just on weekends. This log only goes back about a year, but the complaints and incidents actually go back much farther if you really want even more details. Part of the problem is that there are no garbage cans on the sidewalks outside Bella or on the entire block, for that matter. Please follow up directly with [REDACTED] or the company owner, Bill Bavelas. I believe they can provide further evidence of owner complaints against the club and the impact that the bullets into units has had for the overall sense of security felt by the owners and tenants.

In addition to the added burden to clean up after partygoers, these nuisances affect the property values of owners. Open Houses are generally held on Sundays and often there is not enough time to call out a maintenance crew to clean up the sidewalks and litter from the night before.

Please forward this information onto the hearing officer as evidence that the club is directly impacting the upkeep and appearance of the neighborhood.

PLEASE CONFIRM RECEIPT. These files are large so I had to break it up.

Best,  
Concerned HOA Board Member

[REDACTED]

9/16/13 - work request #1451 - clean the main entry area and include planter boxes, corners and posts, and area all along the loading dock, strong urine odor reported and many complaints received

Work completed on 9/18/13 - pictures attached with job #



7/3/14 – work request #3613 – clean the sidewalk area outside the trash room on Clay St. – human feces reported in that area – we were on site, same day service

Work completed on 7/3/14 – see pictures attached and these do NOT have the job # on them

7/24/14 – work request #3813 – urine on the wall all along the street – strong odor reported – Hose down, clean the wall and disinfect the area

Work completed on 7/30/14 – pictures attached with job # on them

8/5/14 – work request #3903 – clean main entry area – strong urine smell reported, lots of complaints from residents, & realtors – clean front door area, planters, ramp, etc. \*Check regularly to keep this issue under control – it is becoming a constant problem

Work completed on 8/6/14 – see pictures attached with job # on them

8/17/14 – Sunday emergency call – work request #3983 – come out and clean 3 corners of the building – strong urine smell and feces are reported in these locations – crew sent that day to clean  
This work was invoiced #6274 and I can send a copy if you need one

Work completed on Sunday 8/17/14 as requested – see pictures attached with job # on them

**Marcus, Nancy**

---

**From:**

**Sent:**

**To:**

**Cc:**

**Subject:**

[REDACTED]  
Wednesday, October 08, 2014 4:02 PM

Minor, Gregory

Sena, Jennifer; Ferran, Elias; [REDACTED]

Revoke license of Bella Ultra Lounge

Dear Mr. Minor:

I live in Old Town Square [REDACTED]. I have the good fortune to live at the [REDACTED] of the building, so I seldom hear the the noise from Bella Ultra Lounge in my apartment, but their existence markedly compromises my ability to walk in peace in my neighborhood and I hate what it is doing to my neighbors. I don't want to be afraid to leave my apartment and I don't want to live in a place where all around me worry about their safety.

When Bella Ultra's predecessor arrived on the scene, I thought it would be a welcome and lively addition to Old Oakland. I was soon disabused of that idea. It is hard to think of anything positive the lounge contributes and the negatives are overwhelming. The patrons are noisy and rude. They leave trash and every bodily fluid you can name on the sidewalks. They fight with each other and drive at high speeds. Now they are shooting each other, and if they are doing that, we know that most of their shots are going to miss and land in a local building or person.

I very much support the idea of there being businesses in downtown Oakland that provide entertainment in many forms to various audiences; the entertainment value of Bella Ultra, however, is vanishingly small. It is simply a nuisance. We in this neighborhood have tried to accommodate Bella Lounge, and Arsimona before it, even though those businesses have provided no services used by people who live here and have substantially interfered with our lives. The time has come, however, to bring this all to an end.

I am not suggesting that this business be moved somewhere else. No one deserves to live in a place where such a nuisance exists. I am requesting that their license be permanently revoked and all possible steps be taken to see that the owners of this business not be granted any licenses to operate any business in Oakland again.

[REDACTED]

**Marcus, Nancy**

---

**From:** [REDACTED]  
**Sent:** Wednesday, October 08, 2014 3:03 PM  
**To:** Minor, Gregory  
**Subject:** Permanently Revoke Bella Ultra's Cabaret Permit NOW!

Dear Greg Minor,

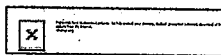
I just signed Old Oakland Neighbors's petition "[Help us permanently revoke Bella Ultra's Cabaret Permit.](#)" on Change.org.

Permanently Revoke Bella Ultra's Cabaret Permit

Sincerely,  
[REDACTED]

There are now 5 signatures on this petition. Read reasons why people are signing, and respond to Old Oakland Neighbors by clicking here:

<http://www.change.org/p/help-us-permanently-revoke-bella-ultra-s-cabaret-permit/responses/new?response=0bd504144c2c>



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**Marcus, Nancy**

---

**From:**

**Sent:**

**To:**

**Subject:**

Wednesday, October 08, 2014 3:03 PM

Minor, Gregory

New petition to you: Permanently Revoke Bella Ultra's Cabaret Permit NOW!

Dear Greg Minor,

Old Oakland Neighbors started a petition "Help us permanently revoke Bella Ultra's Cabaret Permit." addressed to you on Change.org that's starting to pick up steam.

Change.org is the world's largest petition platform that gives anyone, anywhere the tools they need to start, join and win campaigns for change. Change.org never starts petitions on our own – petitions on the website, like "Help us permanently revoke Bella Ultra's Cabaret Permit.", are started by users.

While "Help us permanently revoke Bella Ultra's Cabaret Permit." is active, you'll receive an email each time a signer leaves a comment explaining why he or she is signing. You'll also receive periodic updates about the petition's status.

Here's what you can do right now to resolve the petition:

Review the petition. Here's a link:

<http://www.change.org/p/help-us-permanently-revoke-bella-ultra-s-cabaret-permit>

See the 5 signers and their reasons for signing on the petition page.

Respond to the petition creator by sending a message here:

<http://www.change.org/p/help-us-permanently-revoke-bella-ultra-s-cabaret-permit/responses/new?response=0bd504144c2c>

Sincerely,

There are now 5 signatures on this petition. Read reasons why people are signing, and respond to Old Oakland Neighbors by clicking here:

<http://www.change.org/p/help-us-permanently-revoke-bella-ultra-s-cabaret-permit/responses/new?response=0bd504144c2c>

**Marcus, Nancy**

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**From:** [REDACTED]  
**Sent:** Wednesday, October 08, 2014 2:23 PM  
**To:** Ferran, Elias  
**Cc:** [REDACTED] Minor, Gregory; Ferran, Elias; Sena, Jennifer  
**Subject:** Re: Bella Ultra Lounge, et al.

Eli,

I just realized that in one of our our email blasts, we had your email incorrect. It was listed as oaklandnet.com instead of to oaklandcityattorney.org.

Do you know if both those emails work for you? If so, I won't correct it. But if the oaklandnet.com emails don't get to you, then I will fix. Hopefully, Greg can forward you any emails that you may miss.

Sorry for the inconvenience.

[REDACTED]

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**From:** [REDACTED]  
**To:** gminor@oaklandnet.com; jsena@oaklandnet.com; eferran@oaklandnet.com  
**Cc:** [REDACTED]  
**Sent:** Wednesday, October 8, 2014 2:10 PM  
**Subject:** Bella Ultra Lounge, et al.

Dear Mr. Minor:

I am a resident of the Old Oakland neighborhood and live at [REDACTED]. When I moved here about three years ago, I was thrilled with the location. First, because it was walking distance to my job (I was formerly at the City of Oakland as an aide to Councilmember Nadel), and second because of the convenience to all the things I like to do (JLS, Uptown, the library, the museum, etc.). although I am no longer at the City, I am still walking distance to my job at the Port of Oakland.

Unfortunately, my happiness with my home has been tainted because of the weekly, sometimes nightly disturbances in the area. I cannot tell you how many times I have been awakened by loud voices, fights, and gunshots. I understand that the noise originates from the various nightclubs in the area, most notably the club located at the corner of 11th and Clay, Bella Ultra Lounge. The disturbances usually occur between 1:15 and 2:30 a.m., so I assume it is as people are leaving the club(s).

I was deeply saddened to learn of the recent homicides in the area, but fully expected them because of the many times I have heard (and reported) gunshots. I knew that eventually, someone would be killed. I also learned from neighbors that our building has been hit by stray bullets, and that terrifies me. We should have a reasonable expectation of safety in the privacy of our own homes, but it appears that we do not.

If this behavior is an indirect result of the clientele that frequents Bella Ultra Lounge and other clubs in the area, then the clubs should be held responsible.

**I therefore support the Old Oakland Neighborhood (OON) NCPC's call to permanently revoke the cabaret license of Bella Ultra Lounge** which has proven, over a long period of time, to be unable to de-escalate their patrons' behavior both inside and outside the club. The owners have ignored many core conditions to their permit so we obviously cannot trust them to adhere to even more conditions on their operations. OON and our building have made many documented attempts to work with the owners of Bella to improve operations, without success. For the safety of this neighborhood, we urge you to exercise the authority of your office to shut the club down permanently with all haste, before another shooting takes another life in this neighborhood.

Sincerely,

A black rectangular redaction box covering the signature of the sender.

**Marcus, Nancy**

---

**From:** [REDACTED]  
**Sent:** Wednesday, October 08, 2014 2:11 PM  
**To:** Minor, Gregory; Sena, Jennifer; Ferran, Elias  
**Cc:** [REDACTED]  
**Subject:** Bella Ultra Lounge, et al.

Dear Mr. Minor:

I am a resident of the Old Oakland neighborhood and live at [REDACTED]. When I moved here about three years ago, I was thrilled with the location. First, because it was walking distance to my job (I was formerly at the City of Oakland as an aide to Councilmember Nadel), and second because of the convenience to all the things I like to do (JLS, Uptown, the library, the museum, etc.). although I am no longer at the City, I am still walking distance to my job at the Port of Oakland.

Unfortunately, my happiness with my home has been tainted because of the weekly, sometimes nightly disturbances in the area. I cannot tell you how many times I have been awakened by loud voices, fights, and gunshots. I understand that the noise originates from the various nightclubs in the area, most notably the club located at the corner of 11th and Clay, Bella Ultra Lounge. The disturbances usually occur between 1:15 and 2:30 a.m., so I assume it is as people are leaving the club(s).

I was deeply saddened to learn of the recent homicides in the area, but fully expected them because of the many times I have heard (and reported) gunshots. I knew that eventually, someone would be killed. I also learned from neighbors that our building has been hit by stray bullets, and that terrifies me. We should have a reasonable expectation of safety in the privacy of our own homes, but it appears that we do not.

If this behavior is an indirect result of the clientele that frequents Bella Ultra Lounge and other clubs in the area, then the clubs should be held responsible.

**I therefore support the Old Oakland Neighborhood (OON) NCPC's call to permanently revoke the cabaret license of Bella Ultra Lounge** which has proven, over a long period of time, to be unable to de-escalate their patrons' behavior both inside and outside the club. The owners have ignored many core conditions to their permit so we obviously cannot trust them to adhere to even more conditions on their operations. OON and our building have made many documented attempts to work with the owners of Bella to improve operations, without success. For the safety of this neighborhood, we urge you to exercise the authority of your office to shut the club down permanently with all haste, before another shooting takes another life in this neighborhood.

Sincerely,

[REDACTED]

**Marcus, Nancy**

---

**From:** [REDACTED]  
**Sent:** Wednesday, October 08, 2014 2:04 PM  
**To:** Minor, Gregory  
**Cc:** Ferran, Elias, [REDACTED]  
**Subject:** Bella Ultra Lounge - letter from EBALDC  
**Attachments:** EBALDC letter of support old oakland neighbors bella 10-06-14.pdf

Greg and Eli,

Attached, please find a letter of support for closing down Bella. Let me know if questions.

We are gathering letters now, and will be sending you more over the next few days. Thanks,

[REDACTED]



**Marcus, Nancy**

---

**From:**

**Sent:**

**To:**

**Subject:**

[REDACTED]  
Wednesday, October 08, 2014 11:59 AM

Minor, Gregory

Permanently Revoke Bella Ultra's Cabaret Permit NOW!

Dear Greg Minor,

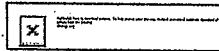
I just signed Old Oakland Neighbors's petition "[Help us permanently revoke Bella Ultra's Cabaret Permit.](#)" on Change.org.

Permanently Revoke Bella Ultra's Cabaret Permit

Sincerely,

[REDACTED]  
There are now 4 signatures on this petition. Read reasons why people are signing, and respond to Old Oakland Neighbors by clicking here:

<http://www.change.org/p/help-us-permanently-revoke-bella-ultra-s-cabaret-permit/responses/new?response=0bd504144c2c>



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**Marcus, Nancy**

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**From:** [REDACTED]  
**Sent:** Wednesday, October 08, 2014 11:49 AM  
**To:** Minor, Gregory  
**Subject:** Permanently Revoke Bella Ultra's Cabaret Permit NOW!

Dear Greg Minor,

I just signed Old Oakland Neighbors's petition "[Help us permanently revoke Bella Ultra's Cabaret Permit.](#)" on Change.org.

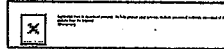
Permanently Revoke Bella Ultra's Cabaret Permit

Sincerely,

[REDACTED]

There are now 3 signatures on this petition. Read reasons why people are signing, and respond to Old Oakland Neighbors by clicking here:

<http://www.change.org/p/help-us-permanently-revoke-bella-ultra-s-cabaret-permit/responses/new?response=0bd504144c2c>



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**Marcus, Nancy**

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**From:**

**Sent:**

Wednesday, October 08, 2014 11:44 AM

**To:**

Minor, Gregory; Sena, Jennifer; Ferran, Elias

**Cc:**

**Subject:**

Bella Ultra Lounge

Dear City Manager(s),

As you may have heard, on early Wed morning (~1:15am, a man was shot at 11th and Clay after coming out of Bella Ultra Lounge. Initial reports seem to indicate that he was shot by a man that he had had an argument with inside the club. Here's a link to the story,

[http://www.contracostatimes.com/contracosta-times/ci\\_26641139/berkeley-man-fatally-shot-outside-oakland-nightclub](http://www.contracostatimes.com/contracosta-times/ci_26641139/berkeley-man-fatally-shot-outside-oakland-nightclub)

Unfortunately, this is the 13th known shooting incident in our neighborhood since March 2013, and the second homicide.

I live in the [REDACTED], with my 2-year old daughter and wife. We love Oakland, and our neighborhood, and ask that you help us keep it safe.

Clearly Bella Ultra Lounge is not taking their responsibility for maintaining public order seriously. I ask that you remove their license to operate, and shut down this bad actor.

Best regards,

**Marcus, Nancy**

---

**From:** [REDACTED]  
**Sent:** Wednesday, October 08, 2014 11:12 AM  
**To:** Minor, Gregory  
**Subject:** Permanently Revoke Bella Ultra's Cabaret Permit NOW!

Dear Greg Minor,

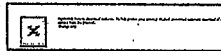
I just signed Old Oakland Neighbors's petition "[Help us permanently revoke Bella Ultra's Cabaret Permit.](#)" on Change.org.

Permanently Revoke Bella Ultra's Cabaret Permit

Sincerely,  
[REDACTED]

There are now 2 signatures on this petition. Read reasons why people are signing, and respond to Old Oakland Neighbors by clicking here:

<http://www.change.org/p/help-us-permanently-revoke-bella-ultra-s-cabaret-permit/responses/new?response=0bd504144c2c>



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**Marcus, Nancy**

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**From:** [REDACTED]  
**Sent:** Tuesday, October 07, 2014 11:35 PM  
**To:** Minor, Gregory  
**Cc:** Steinberger, Allan; [REDACTED] Sze, Sun-Kwong (Michael); Marcus, Nancy; Sena, Jennifer;  
**Subject:** Kroushour, Joe; Ferran, Elias; [REDACTED]  
Re: Bella ABC License and conditions

Greg,

Nice meeting you today, and thanks to you and Lt. Steinberger and Eli for being prepared to answer all of the questions we had about process, etc.

This document that [REDACTED] sent seems to indicate that they have seriously violated their ABC license. Hopefully the hearing officer will take this into account. Not sure how they were able to get a cabaret license when their ABC license is only for restaurant use.

We'll keep forwarding evidence to you and Eli as we get it.

[REDACTED]

---

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** "Minor, Gregory" <GMinor@oaklandnet.com>; [REDACTED] "Steinberger, Allan" <ASteinberger@oaklandnet.com>; "Gonzalez, Carlos" <CGonzalez@oaklandnet.com>; "Weisenberg, Michael" <MWeisenberg@oaklandnet.com>; "Rubio, Lea" <LRubio@oaklandnet.com>; [REDACTED] "Sze, Sun-Kwong (Michael)" <ssze@oaklandnet.com>; "Lindsey, Drennon" <DLindsey@oaklandnet.com>; "Marcus, Nancy" <NMarcus@oaklandnet.com>; "Sena, Jennifer" <JSena2@oaklandnet.com>; "Kroushour, Joe" <JKroushour@oaklandnet.com>; "Ferran, Elias" <EFerran@oaklandcityattorney.org>  
**Sent:** Tuesday, October 7, 2014 7:13 PM  
**Subject:** Re: Bella ABC License and conditions

Hmmm... Am I really reading this correctly that they do not have an ABC permit to operate as a night club? Is that really possible or did they change permit types? Which use type restrictions takes priority, the city's or the ABC's?

[REDACTED]

Sent from my phone.

On Oct 7, 2014, at 6:24 PM, [REDACTED]

Attached find details on Bella ABC license and operating restrictions. The cabaret permit includes requirements for Bella to conform to ABC restrictions. Due to proximity to Lafayette Square Park and the high number of ABC licenses in this census tract the conditions were imposed by ABC.  
Bella is clearly not conforming to these conditions.

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> See attached for conditions of approval, and my draft memo.  
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>  
> <Bella Permit & Conditions 02-06-13.pdf>  
> <memo bella ultra lounge coas 10-01-14.docx>  
> <PastedGraphic-2.png>

Greg Minor  
Assistant to the City Administrator  
1 Frank Ogawa Plaza, 11<sup>th</sup> Floor  
Oakland, CA 94612

October 10, 2014

Dear Mr. Minor:

I own and live in a condo in the Market Square building in the Old Oakland neighborhood. This building is 2 blocks away from the Bella Ultra Lounge.

My unit is at the [REDACTED] and I am regularly annoyed, disturbed and woken up by the loud noises late at night (midnight through about 2 AM) from nightclub patrons in our neighborhood. The noise takes various forms - loud arguments and threatening conversations, revving motorcycles and cars, and extremely loud music. I also regularly hear loud fights accompanied by screams and yells, to the point where every backfire sounds like a gunshot. There is also a ton of leftover trash in the streets from the partying. I often walk past drunk and belligerent club patrons as I am out walking my dog around 11 PM through midnight.

Then a few days back, I was angered, saddened and frankly scared to learn of the recent homicide two blocks from my place, outside the Bella Ultra Lounge. I do not think I can feel truly safe in this neighborhood unless Bella Ultra Lounge and the associated uncivil and criminal behavior it brings to the Old Oakland neighborhood is closed down.

Hence, I support the Old Oakland Neighborhood (OON) NCPC's call to permanently revoke the cabaret license of Bella Ultra Lounge. For the safety of this neighborhood, I urge you to exercise the authority of your office to shut the club down permanently with all haste, before another shooting takes another life in this neighborhood.

Sincerely,

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**Marcus, Nancy**

---

**From:** Minor, Gregory  
**Sent:** Friday, October 10, 2014 4:00 PM  
**To:** Marcus, Nancy  
**Subject:** FW: Shooting incident/Bella Ultra Lounge cabaret permit

---

**From:** [REDACTED]  
**Sent:** Friday, October 10, 2014 3:54 PM  
**To:** Minor, Gregory  
**Cc:** [REDACTED]  
**Subject:** Shooting incident/Bella Ultra Lounge cabaret permit

Mr. Greg Minor, Assistant to City Manager  
Oakland, California

Dear Mr. Minor,

I am the owner-occupant a [REDACTED] unit a [REDACTED] in downtown Oakland. My apartment [REDACTED] directly across from two ground level parking lots presenting a wide open area from 11th Street to the wall of my building. These lots are a short distance west on 11th Street from the Bella Ultra Lounge at the corner of Clay Street.

On Wednesday, July 23, 2014 I awoke to find the frame of the right side bay window in my living room torn apart (right bottom quadrant) and the outer glass pane shattered. Debris of the smashed frame covered the window sill and floor and what appeared to be a spent bullet sat on the window sill.

I reported the above by phone on 7/23/14 to the Oakland Police Department and later that afternoon two police officers responded, inspected the damage, took a photo, confirmed the presence of a spent bullet (which they collected as evidence) and advised me on how to obtain a copy of the Incident Report. That Incident Report is Number 14-037089 and I can provide you with a copy if you wish. I was also visited that same day by the occupant of Unit 317 (apartment directly below mine), who told me that a shot came through the living room wall of that unit sometime during the early morning hours of 7/23/14 and that she reported that to the police who then recovered a spent bullet from that unit also. While I am still in the process of obtaining repair estimates for the damage to my Unit, I believe the minimum costs of replacing the frame and window will reach \$500 or more.

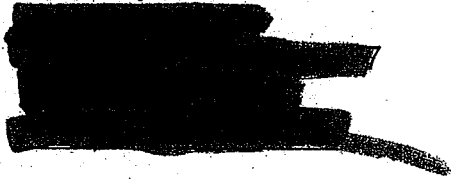
On 7/24/14 an email (to our building's Yahoo! group), related that a member of our condominium's Board of Directors heard 6 or 7 gunshots fired at 1:40a.m. on 7/23/14 from the direction of 11th Street and immediately phoned in a report of the gunshot sounds to the Oakland Police Department where documentation of that emergency call should be available. While I don't claim expertise in gunshot trajectories, a common sense inspection of the bullet's entry point suggests an origin in the reported gunfire sounds from 11th Street. Stray bullets in a confused melee of some fight on 11th. street would have a clear path across the open parking lots to my window frame and this would be even more true for the bullet which entered the mid point of the wall of Unit 317 (on 3rd. floor directly below my apartment). The entry point of the bullet was only 1 foot from the wall (4 feet from the window) of the bedroom where I was asleep at the reported time of the gunshot sounds.



There have been 13 known shooting incidents in our Old Oakland Neighborhood since March, 2013 including two homicides at least one of which (Oct. 1, 2014), is apparently linked to a fight originating at the Bella Ultra Lounge. At least several of the disturbances and shootings appear to have occurred at or near closing time of the BUL cabaret located upstairs at the corner of 11th and Clay streets. I believe that it was just such an altercation which resulted in gunshots damaging my apartment and potentially placing me in danger.

Given my personal experience and losses as documented above and the long history of neighborhood disturbances resulting from the operations of Bella Ultra Lounge as a cabaret, I respectfully request that the present cabaret permit for this business be permanently revoked. I also request that, unless it is legally mandatory that my personal identification be made public, that my name and residence Unit # be redacted from the public record.

Sincerely,

A large, irregular black redaction mark covering the signature area.

**Marcus, Nancy**

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**From:** Minor, Gregory  
**Sent:** Friday, October 10, 2014 4:01 PM  
**To:** Marcus, Nancy  
**Subject:** FW: Bella Ultra Lounge

**From:** [REDACTED]  
**Sent:** Friday, October 10, 2014 4:00 PM  
**To:** Minor, Gregory; Sena, Jennifer; Ferran, Elias  
**Cc:** [REDACTED]  
**Subject:** Bella Ultra Lounge

Hi Greg, Jennifer and Eli,

I wanted to share my thoughts on the Bella Ultra lounge. As a nearby resident, my condo overlooks the back parking lot of the Bella Ultra lounge. There is always commotion including loud music and side shows in the parking lot as the club closes for the night. I frequently walk my dogs late at night before I go to bed and know especially on the weekends to 'hurry up' and walk the dogs before 2am to avoid any drama. I actually fear for my safety when I see cars flying down the street screaming profanities.

On Tuesday when the murder occurred I was in bed trying to sleep. The weather was nice so I left my windows opened as I do most nights. I heard some arguing mostly in a female voice and I had a feeling something terrible was going to happen. After a few minutes of arguing, I heard a gunshot! My heart dropped and I knew it was bad because the female's voice got even louder in panic. I jumped to the window and to my surprise there was a cop already on the scene within seconds. I sat in my window to see about 7 more cops surrounding the blocks around the club, while the sirens flashed in my dark room. I sat in the window until about 3am watching nothing by police lights.. not a fun experience.

This was not the first time I've heard gun shots in the middle of the night. The craziest experience was when I heard about 10 shots from a machine gun! Not knowing where it was coming from, all I could do was hope it wasn't coming in my direction. I know I live in a large urban city and I LOVE it here but I hate the CRIME! I picked to live in Old Oakland because of all the cute restaurants, shops and friendly neighbors. If I don't even feel safe walking to a nearby great bar like Parliament because I have to walk by Bella Ultra lounge that is not right. It's not fair to the other wonderful bars and businesses nearby, or anyone living in this neighborhood! Please close down Bella Ultra lounge we do not need this drama in our beautiful Old Oakland neighborhood!

Thanks, [REDACTED]

**Marcus, Nancy**

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**From:** Minor, Gregory  
**Sent:** Monday, October 13, 2014 8:12 AM  
**To:** Marcus, Nancy  
**Subject:** FW: Closing of Bella Ultra Lounge

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**From:** [REDACTED]  
**Sent:** Friday, October 10, 2014 8:33 PM  
**To:** Minor, Gregory; Ferran, Elias  
**Cc:** [REDACTED]  
**Subject:** Closing of Bella Ultra Lounge

Dear Mr. Minor,

I am a resident of the Old Oakland Neighborhood at [REDACTED] I have live at this residence since it was built in 1998. My husband and I purchased this property to become part of the revitalization of downtown Oakland. Our building was the first of several condo projects built in the last 16 years. We moved here in a effort to escape the violence that had become so pervasive in East Okland, where I had resided for many years. This location was ideal, quiet, accessible to freeways and public transportation. It was within walking distance to my job and a short drive to most of my husbands jobs. I have watched the neighborhood blossom over the years into a much sought after area for dining out, going to the Farmers market and just a great place to live and play. However, also over the past few years the peace and serenity of the area has been shattered and residence made nervous and fearful due the late night antics of patrons of nearby club, the Bella Ultra lounge, previously know as Arsemona. We have experienced shootings, loud music after the club has closed, loud verbal confrontations from patrons on the streets in front of our residence. This occurs every weekend. We have called and reported these disturbances to the Oakland Police Department. We have met with reps. from the OPD at our homeowners meetings and we have met and spoken with the owners of the club, but things have only gotten worse with the recent homicide on 10/1/14 behind the club. Our building has been hit by stray bullets, and guns have been found outside of our building on the window sills.

Since the owners refuse to take any responsibility for what's happening in and around their establishment, I feel the only solution would be to revoke this establishments cabaret license and close the club permanently.

Thank you for you immediate consideration of this request.

Sincerely,

[REDACTED]

[REDACTED]  
[REDACTED]

October 11, 2014

Greg Minor  
Assistant to the City Administrator  
1 Frank Ogawa Plaza, 11<sup>th</sup> Floor  
Oakland, CA 94612

Dear Mr. Minor,

I have been a resident of Oakland since 1977 and a resident in the [REDACTED] building in the Old Oakland neighborhood for five years. I am distressed about the recent crimes and significant disturbances in our community. As a senior, I have felt comfortable walking alone at night and would like to continue to feel safe in my neighborhood. That may not be possible until some action is taken to get the nightclubs under control, particularly the Bella Ultra Lounge which has created serious problems.

I know that other residents have written about the noise, fights, shootings, and homicide resulting from club activities that have not been controlled by the club. I would like to voice additional concerns. Oakland has long had a poor reputation, which has been improving. When we have bullets coming into living room windows and murders down the street, the reputation of Oakland is damaged. We will not be able to attract businesses, builders, or residents. Our property values, which have finally come up from down under, will fall. People will move away and our neighborhood will deteriorate.

All of this is very bad for our city and our community. Old Oakland is a wonderful place to live. Oakland is a fabulous city, often maligned. Let us not live up to the reputation of Oakland as a place of crime and death. We need to reach our goal of attracting businesses and residents and continue to improve our living conditions.

To that end, I support the Old Oakland Neighborhood's (OON) NCPC's call to revoke the city cabaret license of Bella Ultra Lounge which is creating an extremely unsafe and untenable situation. For the safety of the community and the reputation and well being of our city, I cannot urge you strongly enough to exercise the authority of your office to shut this club down permanently and immediately before another life is taken in our neighborhood.

Sincerely,

[REDACTED]  
[REDACTED]

## Marcus, Nancy

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**From:** Minor, Gregory  
**Sent:** Monday, October 13, 2014 8:12 AM  
**To:** Marcus, Nancy  
**Subject:** FW: Old Oakland Cabarets

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**From:** [REDACTED]  
**Sent:** Saturday, October 11, 2014 8:37 AM  
**To:** Minor, Gregory; Sena, Jennifer; Ferran, Elias; [REDACTED]  
**Subject:** Old Oakland Cabarets

To Oakland City Hall, Oakland City Council, and anyone else to whom it concerns:

I have lived in Old Town Oakland for six years. My husband has lived on the same block in Old Oakland for fourteen years.

We both love the neighborhood, love the community, love the ready access to concerts, movies, restaurants, public transit, and beautiful spaces.

During the week, it is a very peaceful place to live. But on the weekends, on club nights, that completely changes.

On club nights, people park wherever they can, and talk loudly in the neighborhood as they head to the clubs. People pour out of the clubs around 2am and they are still ready to party. They bump their music as loud as their car speakers can go. Car alarms go off and aren't silenced. People yell loudly at each other, sit around drinking on the sidewalks, and even dance next to their cars. It's rare that I am not woken up these nights. The noise is infuriating.

Three weekends ago, I was awoken by the noise around 1:45am. A car alarm was blaring. A car parked immediately across from my home was playing music loudly. A young woman and a young man sat on the sidewalk next to the car and yelled greetings loudly to everyone who passed, while they shared a bottle of what I assume was alcohol. On the other side of the car, a young woman and man were making out against the car. Many cars were driving past and honking and yelling to each other. I just stood at my window and glared, furious that this is a reality most weekend nights in my home.

I have witnessed people driving the wrong way on the one way streets, I find broken bottles on the sidewalks multiple days most weekends, and I am woken up more club nights than not by the sheer noise of it all. On hot summer nights, I sleep with earplugs.

This is only describing the nuisance brought from the clubs, which is unacceptable in its own rights. Occasionally, as well as intolerable nuisance, our neighborhood turns truly violent.

My husband and I both woke up on the morning of March 11, 2013. The sound of those four gunshots is set in my mind. We rushed to our balcony in time to see a man bleeding on the street, maybe 100 feet from us. Our downstairs neighbor was outside, trying to get help to him. We saw the police show up, saw the medical

examiner pronounce him dead and cover him with a sheet. We watched for another hour as the scene was processed. We walked past his blood for weeks until it fully faded. We went to the neighborhood meeting asking what can be done, but nothing really changed. We were told not to complain, because it is worse in other neighborhoods in the city.

Two weeks ago, my husband told me he'd heard another shooting, and that he's learned it was fatal. I was lucky to have slept through that one, but it doesn't make it any less traumatic to know that there have been thirteen shootings in our neighborhood in the last nineteen months, and that two of them have been fatal within two blocks of our home.

I am currently pregnant with our first child, and we're facing the tough choice of whether to raise her here, in our home we own and we love, or whether to sell and move somewhere, anywhere else, to avoid what has become a blight and a risk.

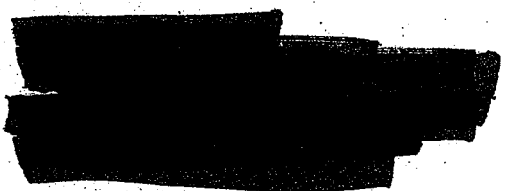
I blame the club scene in our neighborhood for the change that happens every weekend night. Things improved when Air Lounge shut down, but Arismona seems to have gotten all of the club goers who no longer can go to Air. Things were quieter this past Friday night, which I directly link to Arismona temporarily losing its alcohol license.

This neighborhood has changed in the time I have lived here. There are more and more young families, including soon myself and my husband. We should not be driven away from our homes because of a few bad businesses.

Arismona, and any other cabarets in the neighborhood, should have their cabaret licenses revoked and be permanently closed. They have been a blight on the community for too long, and bring violence that risks everyone in the neighborhood.

It is my hope to be able to attend the City Hall meeting on October 17th. If I cannot, it is my hope that this letter will be seriously considered.

Sincerely,

A large, solid black rectangular redaction box covering the signature and name of the sender.

**Marcus, Nancy**

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**From:** Minor, Gregory  
**Sent:** Monday, October 13, 2014 8:13 AM  
**To:** Marcus, Nancy  
**Subject:** FW: Request to Revoke Permit for Bella Ultra Lounge

**From:** [REDACTED]  
**Sent:** Saturday, October 11, 2014 11:11 AM  
**To:** Ferran, Elias; Minor, Gregory; Sena, Jennifer; [REDACTED]  
**Subject:** Request to Revoke Permit for Bella Ultra Lounge

Dear Mr. Minor, Ms. Sena, and Mr. Ferran,

I live at [REDACTED] in the Old Oakland neighborhood. For years, my partner and I have been woken up by late night disturbances coming from nightclub patrons in our neighborhood. The noise comes primarily as people are arriving at the Bella Ultra Lounge (formerly Arsimonia). From about 10pm to 11pm, patrons park their cars, sit with doors open and music blasting, and drink. Then when the club closes around 2am, club patrons again blast music and hang out around their cars with doors wide open. It is impossible not to be woken and bothered by the noise. I have also observed numerous fights in the street, have heard glass bottles broken, and observed trash and urine on the street the next morning.

Recently, these problems have escalated into violence. The recent homicide just outside our door is unacceptable. Our building has also been hit by stray bullets from the parking lot behind Bella Ultra Lounge. This is extremely alarming, and I will not feel safe until Bella Ultra Lounge and the activity that it is bringing to our neighborhood is closed down.

**I therefore support the Old Oakland Neighborhood (OON) NCPC's call to permanently revoke the cabaret license of Bella Ultra Lounge.** It is clearly unable to de-escalate patrons' behavior both inside and outside the club. The measures they claim to have taken so far have clearly been insufficient, and we cannot trust that they will successfully implement others. OON and our building have made many documented attempts to work with the owners of Bella to improve operations, without success. For the safety of this neighborhood, we urge you to exercise the authority of your office and shut the club down permanently with all haste, before another shooting takes another life in this neighborhood.

Sincerely  
[REDACTED]

**Marcus, Nancy**

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**From:** [REDACTED]  
**Sent:** Sunday, October 12, 2014 1:01 AM  
**To:** Minor, Gregory  
**Cc:** Marcus, Nancy  
**Subject:** Uh, oh

Greg -

It would appear that Bella Ultra Lounge has found the volume switch to their sound system. After a blissful week of quiet, the bar has pumped up the volume to the point I can, once again, hear the drum beat / percussion inside my closed-window home. It is not conducive to the quiet enjoyment of my home, nor does it afford unaided sleep.

Just to be sure it wasn't something else, I got up, dressed, and walked around the block. It was Bella, with two back windows open, plus the back stairwell door on 11th Street propped open, but with the metal gate closed. There weren't many cars in the immediate block, so I don't believe there are a lot of patrons to warrant such loudness - - though they did have a small red velvet rope outside, plus two guys smoking near the corner.

This is my standing, on-going, more than once a week, complaint topic.

[REDACTED]



## Marcus, Nancy

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**From:** Minor, Gregory  
**Sent:** Monday, October 13, 2014 8:14 AM  
**To:** Marcus, Nancy  
**Subject:** FW: Concerns about crime in Old Oakland

-----Original Message-----

**From:** [REDACTED]  
**Sent:** Saturday, October 11, 2014 2:49 PM  
**To:** Minor, Gregory; Sena, Jennifer; Ferran, Elias  
**Cc:** [REDACTED]  
**Subject:** Concerns about crime in Old Oakland

Greg Minor  
Assistant to the City Administrator  
1 Frank Ogawa Plaza, 11th Floor  
Oakland, CA 94612

Dear Mr. Minor:

I live in the Old Town Square building in the Old Oakland neighborhood.

I live [REDACTED] and last year I heard the shots from a gun that killed a man at my corner. I've lived in this amazing neighborhood since 1998, I've seen it go from being a "ghost town" to a thriving living/business district and last year was the first time I had ever witnessed a man laying dead in the street. My family moved to Oakland in 1970 from Berkeley and it's was the first time in my life I had ever witnessed anything like this.

Just about a month ago, I heard a commotion outside my window late at night on a weekend night. I heard a voice yelling "Freeze" and then what looked like police, (I quickly realized they were security from Bella), had a man pinned against the Market Square Building saying "tell us where the gun is and we won't call OPD!" He said "I don't have a gun, it's a cell phone" they responded "You don't need a holster for a cell phone". They went on back and forth with him for a few more minutes even saying "think about if a kid finds it and what could happen" and then one of the security guards said "He ran went down this way" looking over at my building and down 9th street, which I guess he had turned down 9th street from Clay and then ran back down Clay St. They looked for the gun and found it in my neighbors townhouse yard. The first townhouse on 9th street from Clay. They then they said "call OPD" and started walking with the suspect back towards Bella down Clay St.

For years, we, my neighbors and I, have put up with the late night disturbances coming from nightclub patrons in our neighborhood. This noise has come primarily, for me, as people are leaving the club (Bella Ultra Lounge) and blasting music and hanging out talking loud between 1:15am and 2:30am. We believe the noise is from people getting drunk in their cars before they enter the club, and from when they continue to party (with music from car radios and yelling and screaming) after the club closes. We also have a front row seat to the fights that break out in the street, hear glass bottles and windows being broken routinely, and put up with revving engines. Our streets are left trashy many mornings, and strewn with broken bottles, promotional postcards, junk food wrappers and containers, vomit, urine, and feces.

I was saddened to learn that the reckless behavior has recently escalated to more shootings and another homicide. Recently, our building has been hit by stray bullets from the parking lot behind Bella Ultra Lounge, and some of our

residents witnessed the fights leading up to the homicide on 10/1/14, and the immediate aftermath as well. This is distressing, and we will not feel safer until Bella Ultra Lounge and the activity that it is bringing to our neighborhood is closed down.

I consider Oakland my hometown because I've lived here almost all of my life. I am a huge proponent of Oakland, when others from SF or the suburbs put my great city down, I am always in defense of her. We must have responsible businesses that attract the type of customers that make my neighborhood and this city safe and enjoyable.

I, therefore, support the Old Oakland Neighborhood (OON) NCP's call to permanently revoke the cabaret license of Bella Ultra Lounge which has proven, over a long period of time, to be unable to de-escalate their patrons' behavior both inside and outside the club. The owners have ignored many core conditions to their permit so we cannot trust them to adhere to even more conditions on their operations. OON and our building have made many documented attempts to work with the owners of Bella to improve operations, without success. For the safety of this neighborhood, we urge you to exercise the authority of your office to shut the club down permanently with all haste, before another shooting takes another life in this neighborhood.

Sincerely,  


**Marcus, Nancy**

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**From:** Minor, Gregory  
**Sent:** Monday, October 13, 2014 8:17 AM  
**To:** Marcus, Nancy  
**Subject:** FW: Please close down Bella Ultra Lounge

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**From:** [REDACTED]@net]  
**Sent:** Sunday, October 12, 2014 10:40 AM  
**To:** Minor, Gregory; Sena, Jennifer; Ferran, Elias  
**Cc:** [REDACTED]  
**Subject:** Please close down Bella Ultra Lounge

Dear Mr. Minor,

I am writing to you because my elderly mother lives [REDACTED] Oakland. She has long complained about being woken up at 2:00 A.M. when the nearby club (Bella Ultra Lounge) closes. She talks about how the bar patrons are yelling, playing very loud music, revving up their cars and being rowdy. She comments that the club patrons sound like they are drunk. She also has long complained that each morning the previously clean sidewalks and gutters near the club and all around the block, including along her street, are littered with trash, bottles, paper, vomit and other body fluids littered by the club goers. She complains this makes her neighborhood look trashy and less valuable and negates the work of the street cleaners. Now she is talking about the escalating gun violence which has become commonplace, and listening to gunshots being fired. Most recently, the neighbor down the hall from her unit recently had gunshots fired through his window and land in his living room! Fortunately he was not hit. It will cost the neighbor thousands of dollars to repair his window and it is really frightening to think that gunshots could be fired into my mother's living room or bedroom. This is completely unacceptable! I am very afraid for my mother's safety. She often sits in her living room by the window or is in her bedroom, both of which face the street and are susceptible to these lawless gunshots.

My mother has long been an Oakland booster, telling friends that Oakland is a safe and good place to live, especially downtown. She enjoys living in Old Oakland and has lived there fourteen years. But this escalating noise, public disturbance, trash, fighting, and now gunshots bring frightening violence and a bad element to Old Oakland where it was previously a very quiet and safe neighborhood.

Please close the Bella Ultra Lounge. It brings unsightly extra trash (and worse), loud nighttime noise, rowdiness, public nuisance and now, most worrisome, demonstrated gun violence. It reinforces the negative image of Oakland and now is bringing real violence and fear into this previously quiet, safe and well-regarded neighborhood. No good comes from having this club in the neighborhood. I fear for my mother's safety. I respectfully ask that you close down Bella Ultra Lounge.

For safety reasons, please do not disclose the name or address of my mother. I also wish to remain anonymous and do not want my name, address or email address or phone number made public either. Thank you.

Sincerely,  
[REDACTED]

**Marcus, Nancy**

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**From:** Minor, Gregory  
**Sent:** Monday, October 13, 2014 8:18 AM  
**To:** Marcus, Nancy  
**Subject:** FW: permanently revoke the cabaret license of Bella Ultra Lounge

**From:** [REDACTED]  
**Sent:** Sunday, October 12, 2014 10:53 AM  
**To:** Ferran, Elias; Minor, Gregory; Sena, Jennifer  
**Cc:** [REDACTED]  
**Subject:** permanently revoke the cabaret license of Bella Ultra Lounge

Greg Minor  
Assistant to the City Administrator  
1 Frank Ogawa Plaza, 11<sup>th</sup> Floor  
Oakland, CA 94612

Dear Mr. Minor:

I live in the [REDACTED] in the Old Oakland neighborhood [REDACTED]. My family moved to Old Oakland two years ago from out of state. My husband and I live here with our two young children and, because of our children's safety, I'd like our names to remain confidential.

Since we've moved to the neighborhood, we have experienced several minor disturbances (our bike was stolen and our car window has been smashed in twice). We brushed off these incidents as annoyances that made us feel vulnerable, but were also things that can be expected to happen if you live in Oakland, no matter what part of town. However, this last year, as gun violence has escalated, we feel frightened to live here. We have two more years on our lease and are not able to move away because of our financial status. Knowing there is shrapnel lodged in our building's walls and that a loaded weapon could have just as easily been dropped into our front gate instead of the one just a few gates down is truly terrifying.

My husband often works late at night and has to walk home through this neighborhood from the 12th Street BART station to [REDACTED] and I feel nervous about his walk every night. Every night of the week we are kept up by the sounds of drunken yelling, fighting, and car engine revving and stereo blasting between the hours of 11pm and 2:30 am. Our bedroom windows look out onto the street where many club patrons park. One recent night, we endured an escalating angry fight right outside and we were afraid to be so close to the giant glass windows right beside our bed. The string of gun violence crosses the line. Now we are not talking about an annoyance that comes with living in a downtown neighborhood. This has become an epidemic danger that will keep this wonderful neighborhood from thriving.

We can avoid going outside very late at night, sure, but we will inadvertently suffer in other ways, too. If wonderful businesses and restaurants decide this part of town is too crime-ridden and dangerous a place to be, then the many wonderful benefits of living here (its walkability, its culture, its one-of-a-kind shops and restaurants) will dwindle, too.

I love living here, but I don't want to be afraid to live here, and I am. Now, as I walk the lovely neighborhood streets, lined with trees, container gardens, and restaurants like Le Cheval and El Gustano on my way to the post office, I know that I step over the spot where a man was shot and killed, a spot recently puddled with a man's blood.

**We therefore support the Old Oakland Neighborhood (OON) NCPC's call to permanently revoke the cabaret license of Bella Ultra Lounge** which has proven, over a long period of time, to be unable to de-escalate their patrons' behavior both inside and outside the club. The owners have ignored many core conditions to their permit so we cannot trust them to adhere to even more conditions on their operations. OON and our building have made many documented attempts to work with the owners of Bella to improve operations, without success. For the safety of this neighborhood, we urge you to exercise the authority of your office to shut the club down permanently with all haste, before another shooting takes another life in this neighborhood.

Sincerely,



**Marcus, Nancy**

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**From:** Minor, Gregory  
**Sent:** Monday, October 13, 2014 8:18 AM  
**To:** Marcus, Nancy  
**Subject:** FW: Concerns about Bella Lounge

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**From:** [REDACTED]  
**Sent:** Sunday, October 12, 2014 4:18 PM  
**To:** Minor, Gregory; Ferran, Elias; Sena, Jennifer  
**Cc:** [REDACTED]  
**Subject:** Concerns about Bella Lounge

This is a letter to Greg Minor, Ofc. Jennifer Sena, and Eli Ferran.

I own a condo in downtown Oakland in [REDACTED]

My two sons were born there, and I have always loved the neighborhood and felt safe at home.

Two years ago I had to move to Portland for family reasons. In the meantime, I have incredible renters living in my place, a young couple who is pregnant with their first baby and due in January. They told me they would like to buy the condo if I decide not to move back. Right now condos in downtown Oakland attract the people you want to living in downtown Oakland to keep it a wonderful, respectable, and responsible neighborhood.

Businesses should contribute to the neighborhood, not detract. Bella Lounge does more than detract. It endangers.

Venues like the Bella Lounge that repeatedly and severely disrespect the neighborhood, utilize valuable police resources, and pose a consistent and unabated safety threat to the residents of downtown Oakland, have no business keeping their business open.

I strongly urge you to take action and closing down Bella lounge. Invite in another business to this booming area which will contribute.

Thank you for your consideration,

[REDACTED]

~~~~~  
[REDACTED]

Sent from my iPhone.

**Marcus, Nancy**

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**From:** Minor, Gregory  
**Sent:** Monday, October 13, 2014 8:19 AM  
**To:** Marcus, Nancy  
**Subject:** FW: Bella Ultra Lounge Hearing

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**From:** [REDACTED]  
**Sent:** Sunday, October 12, 2014 6:48 PM  
**To:** Minor, Gregory; Sena, Jennifer; Ferran, Elias  
**Cc:** [REDACTED]  
**Subject:** Bella Ultra Lounge Hearing

Mr. Greg Minor  
Assistant to the City Administrator  
1 Frank Ogawa Plaza, 11th Floor  
Oakland, California

Dear Mr. Minor,

This letter is in support of closing Bella Ultra Lounge, per the public hearing on October 17, 2014.

I live at the [REDACTED] Oakland, around the corner from Bella Ultra Lounge. I recently heard about the homicide at 11th St. and Clay, which started inside Bella Ultra Lounge.

I will cut to the chase: 13 gun related incidents in the past 18 months at Bella Ultra Lounge is not only crazy but it's a mass murder waiting to happen. After 13 comes 14, 15, 16...and could mean many more people killed. It only takes one nut with many bullets. Oakland already has a bad reputation for violence but a massacre inside a business (licensed by the City of Oakland) is nightmare waiting to happen, and maybe a massive lawsuit that the City or citizens can not afford.

Oakland simply can not allow this to happen. It can be prevented by common sense and leadership: shut down a dangerous, violent pattern before something happens that can't be reverse. Do nothing and have blood on your hands.

I urge the City of Oakland to be proactive and revoke Bella Ultra Lounge's business license immediately. Oakland simply can not afford more dead, let alone the potential for a massacre.

Sincerely,

[REDACTED]

**Marcus, Nancy**

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**From:** Minor, Gregory  
**Sent:** Monday, October 13, 2014 8:20 AM  
**To:** Marcus, Nancy  
**Subject:** FW: Subject: Re Bella Ultra Lounge  
**Attachments:** Letter to City.docx; ATT1572675.htm

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**From:** [REDACTED]  
**Sent:** Sunday, October 12, 2014 9:02 PM  
**To:** Sena, Jennifer; Ferran, Elias; Minor, Gregory  
**Cc:** [REDACTED]  
**Subject:** Subject: Re Bella Ultra Lounge

To whom it may concern, please see the attached letter regarding Bella Ultra Lounge on Clay Street in Old Oakland.



**Please do not publish my name or business and home locations.**

10/12/14

[REDACTED]

[REDACTED]

To Whom It May Concern:

This is a letter to Greg Minor, Off. Jennifer Sena, and Eli Ferran.

My name is [REDACTED] and along with my husband I own a loft at [REDACTED] in Old Oakland [REDACTED] I also own a business [REDACTED]

My daughter was eleven when we moved into our loft in 2000; my family and I have always loved the Old Oakland neighborhood. We have felt safe at home and I have felt safe in my business. We understand the reality of city life and are committed to supporting our residential and business friends and neighbors.

I have two tenants in my business and all three of us have thriving businesses that attract a clientele that also enjoys the restaurants and shops in Old Oakland. Negative publicity from businesses such as Bella Ultra Lounge can deter our clienteles from feeling safe in our neighborhood and discourage them to continue to patronize our fellow business neighbors and us.

As a small business owner I am dependent on my clientele for my income. My success equals success for Oakland as a business taxpayer and a homeowner.

As businesses we should contribute to the neighborhood, not detract. Bella Ultra Lounge does more than detract. It endangers all of us.

I strongly urge you to take action to close down Bella Ultra Lounge.

Sincerely,

[REDACTED]

**Marcus, Nancy**

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**From:** Minor, Gregory  
**Sent:** Monday, October 13, 2014 9:27 AM  
**To:** Marcus, Nancy  
**Subject:** Fwd: Revoke Cabernet license for Bella Ultra Lounge

Sent from my iPhone

Begin forwarded message:

**From:** [REDACTED] <[REDACTED]@us>  
**Date:** October 11, 2014 at 7:39:13 AM PDT  
**To:** "jjsena@oaklandnet.com" <jjsena@oaklandnet.com>, "gminor@oaklandnet.com" <gminor@oaklandnet.com>, "eferran@oaklandcityattorney.org" <eferran@oaklandcityattorney.org>  
**Cc:** [REDACTED]  
**Subject:** Revoke Cabernet license for Bella Ultra Lounge

Greg Minor  
Assistant to the City Administrator  
1 Frank Ogawa Plaza, 11<x-apple-data-detectors://16/1>th<x-apple-data-detectors://16/1>  
Floor<x-apple-data-detectors://16/1>  
Oakland, CA 94612<x-apple-data-detectors://16/1>

Dear Mr. Minor:

I live in [REDACTED] Dating back to when we moved into the building in 2007, my wife and I have had to tolerate late night disturbances from the club goers at the nightclub on the corner of 11th and Clay. Loud arguments and fights occur on a regular basis, some of which escalate to violence. The club patrons also trash the street, leaving behind garbage, urine, feces, and vomit after nights at the club.

Recently, the level of violence has escalated to the point that I am concerned for the safety of residents in our building. Stray bullets fired from the parking lot behind Bella Ultra Lounge recently struck our building, and a homicide occurred outside of Bella Ultra Lounge on 10/1/14. The threat of violence is ever present on weekend nights, and it has become a real safety issue for residents in the neighborhood.

We therefore support the Old Oakland Neighborhood (OON) NCPC's call to permanently revoke the cabaret license of Bella Ultra Lounge. The Bella Ultra Lounge has never acted as a good neighbor in all my years as a resident in Old Oakland, as they appear incapable of controlling the behavior of their patrons. The owners have proven negligent in regards to the core conditions of their permit, and should thereby be stripped of their license to run a cabaret. OON and our building have made many documented attempts to work with the owners of Bella to improve

operations, without success. The residents of Old Oakland urge you to shut down this dangerous club immediately, before more violence occurs in our neighborhood.

Sincerely,

A black rectangular redaction mark covering the signature of the sender.

**Marcus, Nancy**

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**From:** Minor, Gregory  
**Sent:** Monday, October 13, 2014 10:13 AM  
**To:** Marcus, Nancy  
**Subject:** FW: Please close down Bella Ultra Lounge

-----Original Message-----

**From:** [REDACTED]  
**Sent:** Monday, October 13, 2014 9:44 AM  
**To:** Minor, Gregory; Sena, Jennifer; Ferran, Elias  
**Cc:** [REDACTED]  
**Subject:** Please close down Bella Ultra Lounge

Dear Greg, Eli and Officer Sena,

I am writing to urge you to permanently revoke Ultra Bella Lounge's cabaret permit. I am an owner resident at Old Town Square, [REDACTED] I have lived [REDACTED] and have generally been thrilled to see more businesses open nearby. But Ultra Bella Lounge - just like the previous club Arsimona - has caused nothing but trouble, and now makes me literally fear for my life and that of my visitors. When I tell friends where I live, I get worried looks and questions about "all the shootings in that neighborhood." My boy-friend no longer wants to spend nights at my place because there is routinely so much noise on weekend nights that it's impossible to sleep, and now you even have to worry that another few stray bullets will actually hit you in your sleep! It's been sheer luck that nobody was injured when stray bullets hit some of our units recently. Another problem is the litter Ultra Bella Lounge's patrons leave behind. I have adopted the storm drains on Clay Street @ 9th Street to keep litter from going down the storm drains and into our creeks, but it's discouraging to do this when I see loads of wrappers, cigarette butts, alcohol bottles, disposable cups and other trash left behind every weekend. I am quite concerned about my condo's value as well, as fewer people want to buy in an area where you can't sleep and won't be safe at night. I am all in favor of supporting local businesses, including clubs, but they need to add to the quality of life in \*my\* neighborhood, not detract from it. Their patrons don't live here. They bring their problems and then leave it up to us local residents to deal with the fallout. Not right!! The only solution I can see is to revoke their cabaret license and I urge you to support Old Oakland neighbors in our effort to achieve this and help locals feel safe again.

Sincerely,

[REDACTED]

**Marcus, Nancy**

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**From:** Minor, Gregory  
**Sent:** Monday, October 13, 2014 2:51 PM  
**To:** Marcus, Nancy  
**Subject:** FW: Bella Ultra Lounge

**From:** [REDACTED]  
**Sent:** Monday, October 13, 2014 1:15 PM  
**To:** Ferran, Elias; Minor, Gregory; Sena, Jennifer  
**Cc:** [REDACTED]  
**Subject:** Bella Ultra Lounge

To Whom it May Concern:

I live in [REDACTED] in the Old Oakland neighborhood. I am writing in support of a revocation of the cabaret license for Bella Ultra Lounge. My wife and I have lived in this building for over a year, [REDACTED]. In this time, we have been witness to weekly examples of bad behavior by club patrons, completely uncontrolled by club security, which includes:

- Loud music as patrons return to their cars.
- Loud conversations and smoking on the sidewalk in front of our unit.
- Gunshots on two occasions, including in to units directly above ours.
- Revving and racing of car engines.
- Aggressive behavior by club patrons.
- Felony arrests at gunpoint in front of our unit.

For the safety of our neighborhood, and for more efficient use of our limited policing resources, we urge you to shut this club down.

Sincerely,

[REDACTED]  
[REDACTED]

**Marcus, Nancy**

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**From:** Minor, Gregory  
**Sent:** Monday, October 13, 2014 2:54 PM  
**To:** Marcus, Nancy  
**Subject:** FW: Bella Ultra Lounge

**From:** [REDACTED]  
**Sent:** Monday, October 13, 2014 2:26 PM  
**To:** Ferran, Elias; Minor, Gregory; Sena, Jennifer  
**Cc:** [REDACTED]  
**Subject:** Bella Ultra Lounge

Dear Mr. Ferran, Mr. Minor and Officer Sena:

We live in [REDACTED] the Old Oakland neighborhood. Since the time that we moved in to the building about nine years ago, we have encountered continual late night disturbances coming from nightclub patrons in our neighborhood. This noise has come primarily as people are arriving at the club (Bella Ultra Lounge) and blasting music, and between 1:15am and 2:30am, as people are leaving the club. The noise is from people getting drunk in their cars before they enter the club, and from when they continue to party (with music from car radios and yelling and screaming) after the club closes.

Residents in the building also have a front row seat to the fights that break out in the street, hear glass bottles and windows being broken routinely, and put up with revving engines. Our streets are left trashy many mornings, and strewn with broken bottles, promotional postcards, junk food wrappers and containers, vomit, urine, and feces. We were saddened to learn that the reckless behavior has recently escalated to shootings and homicide. Recently, our building has been hit by stray bullets from the parking lot behind Bella Ultra Lounge, and some of our residents witnessed the fights leading up to the homicide on 10/1/14, and the immediate aftermath as well. This is distressing, and we will not feel safer until Bella Ultra Lounge and the activity that it is bringing to our neighborhood is closed down.

We also do not feel safe going out at night regardless of whether we drive home or walk home from BART. We choose to live in downtown Oakland for its vibrance, diversity and convenience. The ongoing safety issue in the neighborhood however dampens the desire to go out at night and at times raises questions as to whether the neighborhood is desirable for residence. This is of course not helpful for other Oakland business (e.g. restaurants which do not have patron behavior issues) and harm Oakland's reputation and economy.

We therefore support the Old Oakland Neighborhood (OON) NCP's call to permanently revoke the cabaret license of Bella Ultra Lounge which has proven, over a long period of time, to be unable to de-escalate their patrons' behavior both inside and outside the club. The owners have ignored many core conditions to their permit so we cannot trust them to adhere to even more conditions on their operations. OON and our building have made many documented attempts to work with the owners of Bella to improve operations, without success. For the safety of this neighborhood, we urge you to exercise the authority of your office to shut the club down permanently with all haste, before another shooting takes another life in this neighborhood.

Finally, I am requesting that I remain confidential with respect to the submission of this email.

Thank you for taking the time to listen to our experience and concern regarding safety in the neighborhood.

Sincerely,  
[REDACTED]

## **Marcus, Nancy**

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**From:** Minor, Gregory  
**Sent:** Monday, October 13, 2014 11:18 PM  
**To:** Marcus, Nancy  
**Subject:** Fwd: Shootings and homicides in Old Oakland - Bella Ultra Lounge

Sent from my iPhone

Begin forwarded message:

**From:** [REDACTED]  
**Date:** October 13, 2014 at 11:06:08 PM PDT  
**To:** [eferran@oaklandcityattorney.org](mailto:eferran@oaklandcityattorney.org), [gminor@oaklandnet.com](mailto:gminor@oaklandnet.com), [jjseena@oaklandnet.com](mailto:jjseena@oaklandnet.com)  
**Cc:** [REDACTED]  
**Subject:** Shootings and homicides in Old Oakland - Bella Ultra Lounge

Greg Minor  
Assistant to the City Administrator  
1 Frank Ogawa Plaza, 11th Floor  
Oakland, CA 94612

Dear Mr. Minor:

I live in [REDACTED] in the Old Oakland neighborhood. For the six years I have lived here, there have been late night disturbances by nightclub patrons in our neighborhood, primarily on Thursday to Sunday nights. This noise is directly related to patrons of the Bella Ultra Lounge arriving and blasting music, then later, between 1:15am and 2:30am, as people are leaving the club. I have a front row seat to the fights that break out in the street, people yelling, glass bottles and windows being broken routinely, and revving engines and music from motorcycles and cars.

I am disappointed that the reckless behavior has recently escalated to shootings and homicide. Recently, our building has been hit by stray bullets from the parking lot behind Bella Ultra Lounge.

From my bedroom window, I could hear loud voices and fights leading up to the homicide on 10/1/14, and the immediate aftermath as well. Unfortunately, this was not the first incident.

This is distressing, and I will not feel safer until Bella Ultra Lounge and the activity that it is bringing to our neighborhood is closed down.

I therefore support the Old Oakland Neighborhood (OON) NCPC's call to permanently revoke the cabaret license of Bella Ultra Lounge which has proven, over a long period of time, to be unable to de-escalate their patrons' behavior both inside and outside the club. The owners have ignored many core conditions to their permit so we cannot trust them to adhere to even more conditions on their operations. OON and our building have made many documented attempts to

# STRADA

INVESTMENT GROUP

October 13, 2014

Greg Minor  
Assistant to the City Administrator  
1 Frank Ogawa Plaza, 11<sup>th</sup> Floor  
Oakland, CA 94612

Dear Mr. Minor:

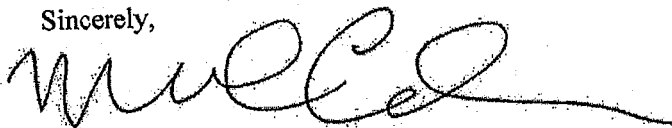
Strada Investment Group is a Bay Area real estate firm deeply invested in Oakland. Since 2012, our firm has been the owner and operator of 505 14<sup>th</sup> Street and 1300 Clay Street in City Center. Strada also has an Exclusive Negotiating Agreement with the City of Oakland to develop a substantial mixed-use project on the sites known as T-5/T-6, located on the block bounded by 11<sup>th</sup> Street, 12<sup>th</sup> Street, Clay Street, and the 1111 Broadway office building. Through these projects, we are committed to bringing new institutional capital, new residents and workers, and new vitality to downtown Oakland.

Last week, we were distressed to learn about a homicide that occurred across the street from our development site on 11<sup>th</sup> Street and Clay Street, outside of Bella Ultra Lounge. As part of our pre-development efforts for T-5/T-6, we have been working with the Old Oakland Neighbors (OON) community group on ways that our project can meet the needs of the surrounding neighborhood. OON has highlighted safety as an important concern and has cited at least 13 separate shootings within this immediate area over the last 18 months.

As Strada continues to make major investments in City Center, attempting to attract new residents and commercial tenants, it is critical to us that the City of Oakland takes action to address the violence and help create a safer neighborhood. It is also our understanding from OON that after repeated appeals to improve security, Bella Ultra Lounge has been unable to curb violent activity spilling out from its premises.

We therefore support OON's initiative to revoke permanently the cabaret license of Bella Ultra Lounge. We believe such action is necessary to support City Center and Old Oakland as safe, 24/7 communities.

Sincerely,



Michael Cohen  
Principal

cc: Ener Chiu, Old Oakland Neighbors



[REDACTED]

October 8, 2014

Assistant to the City Administrator  
Nuisance Abatement/Special Activity Permits Division  
1 Frank H. Ogawa Plaza, 11<sup>th</sup> Floor  
City Hall  
Oakland, CA 94612

Dear Assistant,

The situation from the spill-in and out of the Bella Ultra Lounge has increased to a dangerous point, especially in view of the killing last week. I do feel that as a neighbor of the Lounge, I want to put forward my thoughts on this.

Many neighbors are in favor of asking that the Bella Ultra Lounge be closed. But I feel that if they would take the measures required of the other night clubs in the area and the violence was stopped, that I would be satisfied. The Old Oakland Neighborhood Association has met with the other night clubs and they all watch out that their businesses do not negatively impact our lives. If Bella Ultra Lounge could do the same with some oversight from your department, I would be very grateful.

Perhaps a meeting could be set up with you and neighborhood residents with the owner/s to discuss this and see if a solution can be arranged.

Sincerely,

[REDACTED]

Cc: Greg Minor, Jennifer Sena and Eli Ferran

RECEIVED OCT 13 2014