



City of Phoenix

To: Ginger Spencer
Deputy City Manager

Date: March 24, 2025

From: Denise Archibald
City Clerk

Subject: REQUEST TO REVISE ITEM 7 ON THE MARCH 26, 2025 FORMAL AGENDA -
LIQUOR LICENSE – ASH LOUNGE

This item was originally submitted as a recommendation for approval; however, the Police Department has changed their recommendation to disapproval based on Title IV violations, failure to maintain the safety of a performer on the premises and falsification of the City questionnaire regarding Adult Use at the location. Therefore, staff has changed its recommendation to disapproval.

Approved by:

Ginger Spencer
Deputy City Manager

3/25/2025
Date

LIQUOR LICENSE DISAPPROVAL FORM

Police Department Liquor License Disapproval Recommendation

Application Information

Business Name	Ash Lounge	District	4
Business Location	4516 N. 19th Avenue	Series Type	06
Applicant Name	Hector Rivera		

The Police Department recommends disapproval of this liquor license application for the following reasons:

While investigating Hector Rivera, AZDLLC, State Liquor received citizen complaints including dancer violations, prostitution and illicit drug dealing on the premises. On 3/15/25 DLLC state agents went into Ash Lounge in an undercover capacity and witnessed Title IV violations of 4-244.23, serving more than the law allows. Report #25-000452

Mr. Hector Rivera, agent and owner of 4576 LLC, failed to protect a dancer at Ash Lounge. Between 3/5/25 and 3/9/25, the dancer was kidnapped, assaulted and held against her will at the home of Leonard Sutton in Laveen. She escaped through an unlocked door, however on approximately, 3/11/25, Mr. Sutton entered Ash Lounge where he again assaulted the dancer by kicking and stomping her head and dragging her by the hair off the stage at Ash Lounge. Report #20-633184

Mr. Rivera failed to protect the dancer and therefore, is not qualified, capable nor reliable to hold a liquor license in the City of Phoenix. In addition, based on the information found in the Police Report cited, the applicant falsified the city questionnaire and did not indicate the property is used for Adult Use.

This recommendation for disapproval is submitted by: Det. C. Butler #7108

SIGNATURES

Administrative Licensing Investigator	I. Alonge A4289	<i>I. Alonge</i>
Liquor Enforcement Detail Supervisor	Sgt. M. Walter 8360	<i>M. Walter</i>