



# CITY OF LONG BEACH

## POLICE DEPARTMENT

# R-14

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

Jim McDonnell  
Chief of Police

April 23, 2013

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Receive the application of Norma Moradeperez, dba Brite Spot Coffee Shop, for an original Alcoholic Beverage Control (ABC) license, at 412 West Pacific Coast Highway, and submit a Public Notice of Protest to ABC on the bases of high crime in the reporting district, residences within 100 feet of the establishment, and a school within 600 feet of the establishment. (District 1)

### DISCUSSION

It is City Council policy to review applications for Alcoholic Beverage Control licenses to determine if bases for protest against the issuance of the license exists. Brite Spot was the site of violent criminal activity when they last owned an ABC license. Their ABC license was revoked in the past after numerous violations were observed. The owners re-applied for their ABC license in 2010, the City Council protested the application and their ABC license was denied.

Given the history of this location, the high crime in this reporting district, and the close proximity to a school and residences, the Police Department recommends a Public Notice of Protest be submitted to ABC.

### TIMING CONSIDERATIONS

City Council response is due to the Department of Alcoholic Beverage Control by April 24, 2013. Accordingly, City Council action is required at the April 23, 2013 City Council meeting.

### FISCAL IMPACT

None.

ADMINISTRATION BUREAU  
(562) 570-5830  
FAX (562) 570-5833

INVESTIGATIONS BUREAU  
(562) 570-7350  
FAX (562) 570-7175

PATROL BUREAU  
(562) 570-7214  
FAX (562) 570-7058

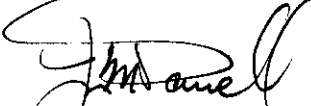
SUPPORT BUREAU  
(562) 570-7342  
FAX (562) 570-6018

HONORABLE MAYOR AND CITY COUNCIL  
April 23, 2013  
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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JIM McDONNELL  
CHIEF OF POLICE

JM:LBB:lbb

APPROVED:



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PATRICK H. WEST  
CITY MANAGER

HONORABLE MAYOR AND CITY COUNCIL  
April 23, 2013

Council 1

Applicant: Moradeperez, Norma  
DBA: Brite Spot Coffee Shop  
Address: 412 West Pacific Coast Highway

Type of Application: An original application for an On-Sale Beer and Wine for a bonafide eating place license.

Bases for possible protest: High crime.  
Residences within 100 feet.  
School within 600 feet.

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

Census Tract: 5754.01

Boundaries: Pacific Coast Highway to the North  
Anaheim Street to the South  
Pacific Avenue to the East  
Los Angeles River to the West

Number of licenses allowed: 4

Number of licenses existing: 3

Police Reporting District: 111

Boundaries: Pacific Coast Hwy to the North  
15th Street to the South  
Pacific Avenue to the East  
Magnolia Avenue to the West

Reported crimes in this district for ABC purposes are 313. Crime in a reporting district must be at least 168 to qualify for a high crime protest.

Type of business: A restaurant.

Last day to request

Conditions and protest: April 24, 2013



**Date:** April 23, 2013  
**To:** File  
**From:** Laurie Briney, Detective, Vice Investigations Section  
**Subject:** **BRITE SPOT COFFEE SHOP, 412 WEST PACIFIC COAST HIGHWAY**

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (03/25/12-03/25/13)**

2	UNWELC	Unwelcome Subject	Advised
1	647F	Intoxicated Subject	Assisted Other Agency
1	925	Suspicious Person	Advised
1	415	Dispute	Gone On Arrival
1	929O	Drug Overdose	Advised

**ABC INSPECTIONS (past three years)**

None

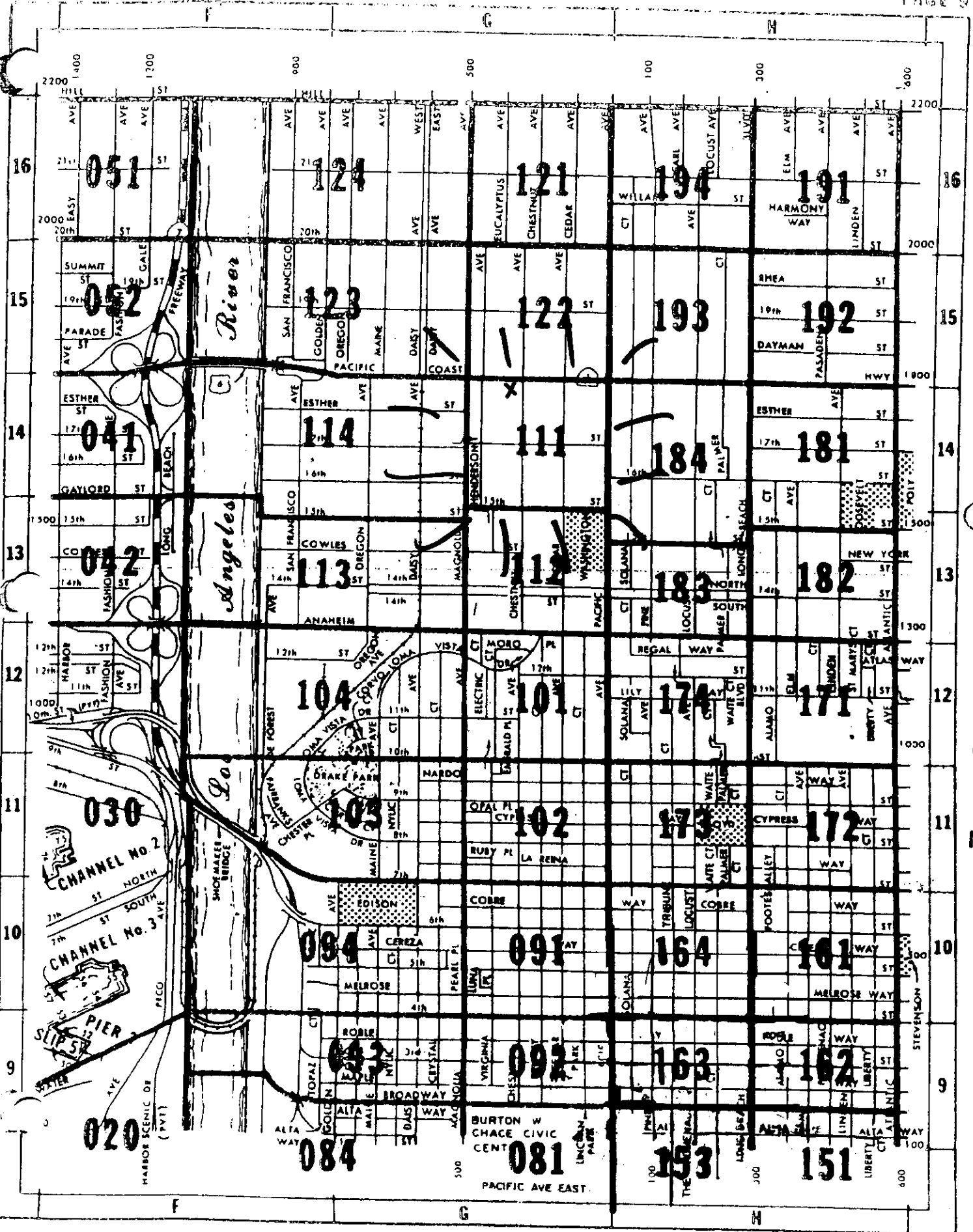
**RESIDENCES WITHIN 100 FEET**

1762 Chestnut Avenue	Multi-Unit Complex
1776 Chestnut Avenue	Multi-Unit Complex

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

1794 Cedar Avenue	LBUSD School for Adults
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LBB:ibb  
CFSmemoBriteSpot



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River  
Angeles

CHANNEL NO. 2

CHANNEL No. 3

PIER

HARBOR SCENIC DE (PVT)

PACIFIC AVE EAST