



CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802 • (562) 570-6101 • FAX (562) 570-6789

March 4, 2009

Mr. Vincent Cravens
District Administrator
Department of Alcoholic Beverage Control
3950 Paramount Boulevard, Suite No. 250
Lakewood, California 90712

Re: Application of F W S Corporation, dba Magnolia Cafe for an Original Alcoholic Beverage Control License at 632 Redondo Avenue

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, March 3, 2009, received and filed the subject application with the attached conditions requested by Councilmember Gary DeLong. Transmitted for your files is a copy of the conditions, and this request that the conditions be applied to the license, as applicable under ABC rules and regulations.

The City of Long Beach thanks you for taking this request into consideration. Enclosed is a copy of the City Council documentation for your file.

Respectfully submitted,

LARRY G. HERRERA
CITY CLERK

Prepared by:
Nancy Muth

Attachment

Cc: Councilmember Gary DeLong, Third District
City Prosecutor
Police Department (2) Chief & Vice
Referral File
FAX forwarded to ABC, (562) 982-1396



CITY OF LONG BEACH

R-23

POLICE DEPARTMENT

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

ANTHONY W. BATTS
Chief of Police

March 3, 2009

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the application of F W S Corporation, dba Magnolia Cafe, for an original Alcoholic Beverage Control license, at 632 Redondo Avenue, with conditions. (District 3)

DISCUSSION

It is City Council policy to review applications for Alcoholic Beverage Control licenses to determine if a basis for protest against the issuance of the license exists. The attached application lists the possible bases for protest.

TIMING CONSIDERATIONS

City Council response is due to the Department of Alcoholic Beverage Control by March 5, 2009. Accordingly, City Council action is required at the March 3, 2009 City Council meeting.

FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

Handwritten signature of Anthony W. Batts in black ink.

ANTHONY W. BATTS
CHIEF OF POLICE

APPROVED:

Handwritten signature of Patrick H. West in black ink, written over a horizontal line.
PATRICK H. WEST
CITY MANAGER

AWB:DBS:dbs
attachments

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

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

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

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

HONORABLE MAYOR AND CITY COUNCIL
March 3, 2009

Council District: 3

Applicant: F W S Corporation
DBA: Magnolia Cafe
Address: 632 Redondo Avenue

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

Basis for possible protest: Over concentration.
Residences within 100 feet.

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

Census Tract: 5771.00

Boundaries: 7th Street to the North
Vista Street to the South
Ximeno Avenue to the East
Obispo Avenue to the West

Number of licenses allowed: 6

Number of licenses existing: 6

Police Reporting District: 544

Boundaries: 7th Street to the North
4th Street to the South
Termino Avenue to the East
Redondo Avenue to the West

Reported crimes in this district for ABC purposes are 92. Crime in a reporting district must be at least 198 to qualify for a high crime protest.

Type of business: A restaurant.

Last day to request

conditions and protest: March 5, 2009



Date: March 3, 2009
To: File
From: Dana Smith, Detective, Vice Investigations Section
Subject: **MAGNOLIA CAFE, 632 REDONDO AVENUE**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (02/03/08-02/03/09)

| | | | |
|---|-------|----------------------------|-----------------|
| 1 | R594 | Vandalism Report | Will File Later |
| 1 | 245 | Assault With Deadly Weapon | Filed |
| 1 | Fight | Fight Call | Advised |
| 1 | 484 | Petty Theft | Advised |

ABC INSPECTIONS (past three years)

None

RESIDENCE WITHIN 100 FEET

645 Redondo Avenue Multi-Unit Complex

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

None

DBS:db
cfs.memo



Date: March 3, 2009

To: Honorable Mayor Foster and Members of the City Council

From: Gary DeLong, Councilmember, Third District 

Subject: Magnolia Café, 632 Redondo Avenue

I am submitting the following conditions for your consideration for an original application of an On-Sale Beer and Wine license for a bonafide eating place.

**Recommendation Conditions for ABC License:
An Original Application for an On-Sale Beer and Wine license
for a bonafide eating place**

For Census Tract 5771.00 whereas there are residences within 100 feet and over concentration, I am recommending the following:

1. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control.
2. The permittee shall not allow employees to discard trash or bottles into the outside dumpsters between the hours of 10 p.m. and 7 a.m.
3. There shall be no exterior advertising promoting or indicating the availability of alcoholic beverages.
4. Sound shall not be audible within fifty feet (50') from the exterior of the premises in any direction.
5. The permittee shall take reasonable measures to prohibit and prevent the loitering of persons immediately outside the establishment at all times.
6. Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 10:00 a.m. to 9:00 p.m. seven days a week.