



CITY OF LONG BEACH
POLICE DEPARTMENT

R-30

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

Jim McDonnell
Chief of Police

December 6, 2011

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the application of Simmzys, LLC, dba Simmzys, for an original Alcoholic Beverage Control license, at 5271 East 2nd Street. (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 December 7, 2011. Accordingly, City Council action is required at the December 6, 2011 City Council meeting.

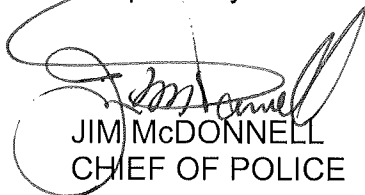
FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JIM McDONNELL
CHIEF OF POLICE

JM:DBS:dbs

APPROVED:



PATRICK H. WEST
CITY MANAGER

HONORABLE MAYOR AND CITY COUNCIL
December 6, 2011

Council District: 3

Applicant: Simmzys, LLC
DBA: Simmzys
Address: 5271 East 2nd Street

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

Bases 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: 5774.00

Boundaries: Vista Street to the North
Livingston Drive/2nd Street to the South
Nieto Avenue/Broadway/Los Cerritos Channel to the East
Ximeno Avenue to the West

Number of licenses allowed: 3
Number of licenses existing: 20

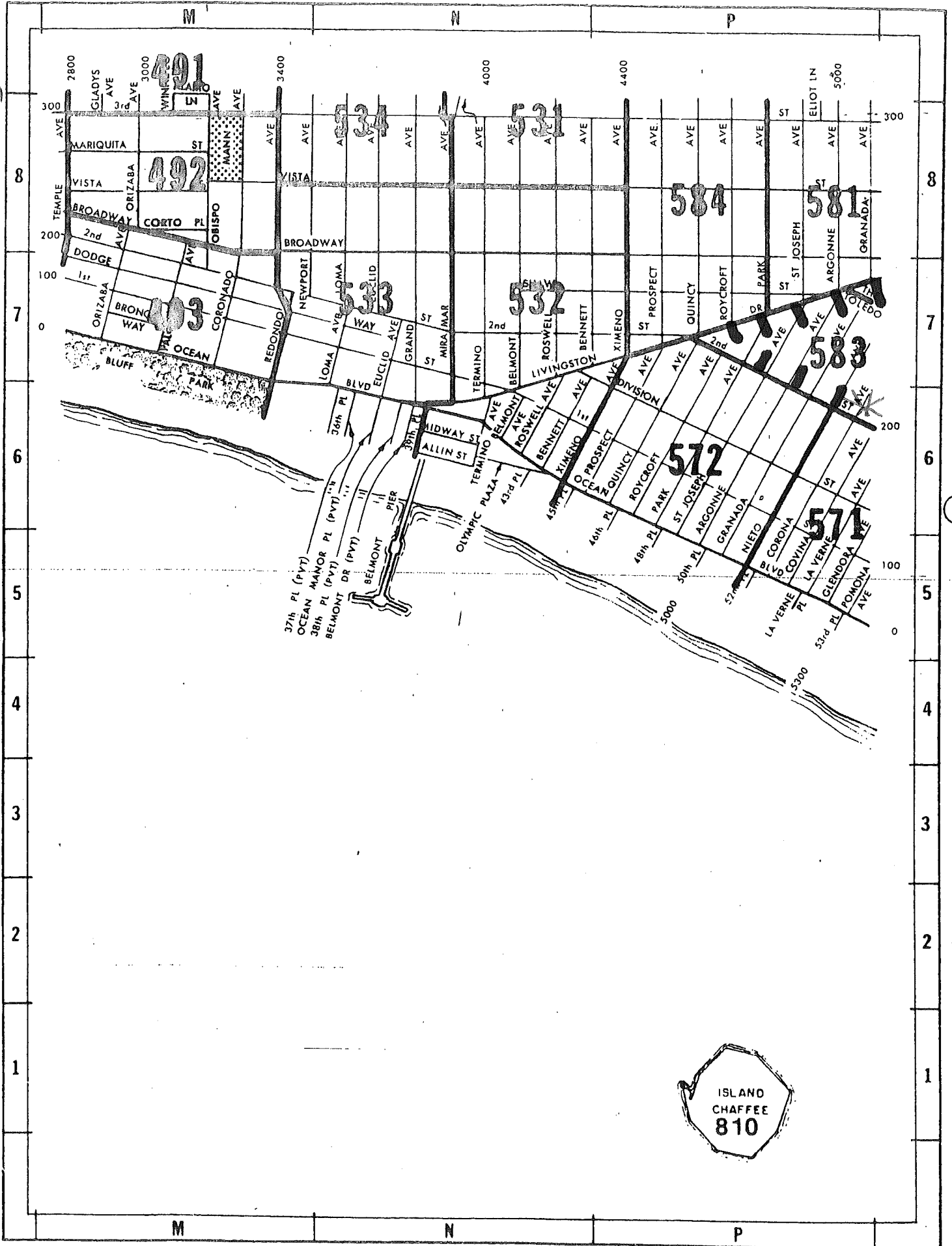
Police Reporting District: 583

Boundaries: Livingston Drive/The Toledo to the North
2nd Street to the South
Bay Shore Avenue to the East
Quincy Avenue to the West

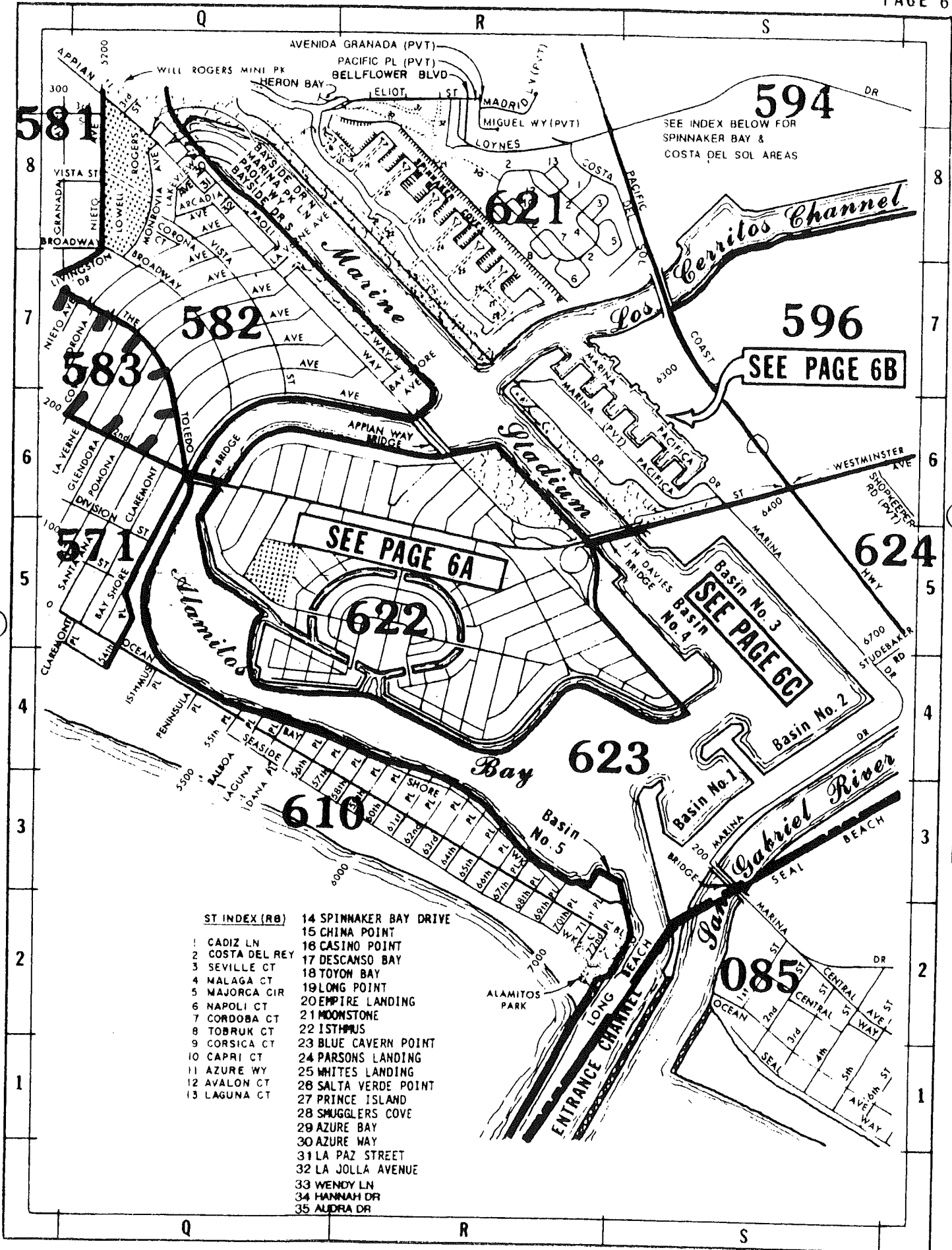
Reported crimes in this district for ABC purposes are 175. Crime in a reporting district must be at least 177 to qualify for a high crime protest.

Type of business: A restaurant.

Last day to request
conditions and protest: December 7, 2011



ISLAND
CHAFFEE
810



- ST INDEX (RB)**
- | | |
|-----------------|------------------------|
| 1 CADIZ LN | 14 SPINNAKER BAY DRIVE |
| 2 COSTA DEL REY | 15 CHINA POINT |
| 3 SEVILLE CT | 16 CASINO POINT |
| 4 MALAGA CT | 17 DESCANSO BAY |
| 5 MAJORCA CIR | 18 TOYON BAY |
| 6 NAPOLI CT | 19 LONG POINT |
| 7 CORDOBA CT | 20 EMPIRE LANDING |
| 8 TOBRUK CT | 21 MOONSTONE |
| 9 CORSICA CT | 22 ISTHMUS |
| 10 CAPRI CT | 23 BLUE CAVERN POINT |
| 11 AZURE WY | 24 PARSONS LANDING |
| 12 AVALON CT | 25 WHITES LANDING |
| 13 LAGUNA CT | 26 SALTA VERDE POINT |
| | 27 PRINCE ISLAND |
| | 28 SMUGGLERS COVE |
| | 29 AZURE BAY |
| | 30 AZURE WAY |
| | 31 LA PAZ STREET |
| | 32 LA JOLLA AVENUE |
| | 33 WENDY LN |
| | 34 HANNAH DR |
| | 35 AUDRA DR |

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SEE INDEX BELOW FOR SPINNAKER BAY & COSTA DEL SOL AREAS

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SEE PAGE 6B

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SEE PAGE 6A

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SEE PAGE 6C

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085



Date: December 6, 2011
To: File
From: Dana Smith, Detective, Vice Investigations Section
Subject: **SIMMZYS, 5271 EAST 2ND STREET**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (11/07/10-11/07/11)

4	Unwelc	Unwelcome Call	Advised/Gone On Arrival
3	ASTF	Assist Fire Department	UNF/WFL/AOA
2	Dispute	Dispute Call	Advised
1	484	Petty Theft	Cited
1	927B	Open Door	Unfounded
1	Fight	Fight Call	Gone On Arrival
1	242	Battery	Advised
1	647F	Intoxicated Person	Unable To Locate

ABC INSPECTIONS (past three years)

None

RESIDENCE WITHIN 100 FEET

204 La Verne Avenue	Single Family Residence
205 La Verne Avenue	Single Family Residence
206 La Verne Avenue	Single Family Residence
207 La Verne Avenue	Single Family Residence
208 La Verne Avenue	Single Family Residence
209 La Verne Avenue	Single Family Residence
204 Covina Avenue	Single Family Residence
2041/2 Covina Avenue	Single Family Residence
206 Covina Avenue	Single Family Residence

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

None

DBS:db
cfs.memo