



# CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

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

April 25, 2013

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

Re: Application of Norma Moradeperez, dba Brite Spot Coffee Shop, for an Original Alcoholic Beverage Control License at 412 West Pacific Coast Highway. (District 1)

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held April 23, 2013 approved the request of Vice Mayor, Robert Garcia, First District, that a protest be filed regarding the subject application based on the following:

- 1) High crime in the reporting district.
- 2) Residences within 100 feet.
- 3) School within 600 feet of the establishment.

Enclosed is a copy of the City Council documentation and a certified excerpt of the minutes for your file.

The City of Long Beach thanks you for taking this request into consideration.

Respectfully submitted,

LARRY G. HERRERA  
CITY CLERK

Prepared by:  
Pablo Rubio

Attachment

cc: Vice Mayor Robert Garcia, Councilmember, First District  
City Prosecutor  
Police Department (2) Chief & Vice  
Referral File  
FAX forwarded to ABC, (562) 982-1396



# CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

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COPY

April 24, 2013

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Department of Alcoholic Beverage Control  
3950 Paramount Boulevard, Suite No. 250  
Lakewood, California 90712

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Original Alcoholic Beverage Control License at 412 West Pacific Coast  
Highway. (District 1)

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held April 23, 2013 approved the request of Vice Mayor, Robert Garcia, First District, that a protest be filed regarding the subject application based on the following:

- 1) High crime in the reporting district.
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COPY

AN EXCERPT FROM THE MINUTES OF  
THE LONG BEACH CITY COUNCIL MEETING  
HELD TUESDAY, APRIL 23, 2013

REGULAR AGENDA: (5:57 PM)

14. (13-0345) Recommendation to receive and file the application of Norma Moradeperez, dba Brite Spot Coffee Shop, for an original Alcoholic Beverage Control 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) (6:32 PM)

*Suggested Action: Approve recommendation.*

**Motion:** Approve recommendation.

Moved by Garcia, seconded by DeLong.

**Vote:** Approve recommendation.

(Carried 9-0)

Yes: Garcia, Lowenthal, DeLong, O'Donnell, Schipske, Andrews, Johnson, Austin, and Neal.

CERTIFIED AS A TRUE AND CORRECT COPY

  
CITY CLERK OF THE CITY OF LONG BEACH

DATE: April 24, 2013 P. Rubio



# CITY OF LONG BEACH

## POLICE DEPARTMENT

**R-14**  
**COPY**

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.

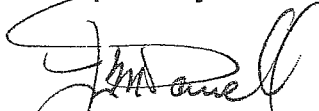
### FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JIM McDONNELL  
CHIEF OF POLICE

JM:LBB:ibb

APPROVED:



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PATRICK H. WEST  
CITY MANAGER

COPY

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



COPY

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 | 9290   | 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 |
|-------------------|-------------------------|

LBB:lbb  
CFSmemoBriteSpot

# Fax Delivery Successful

## Fax Notification

| Fax Notification    |  |                   |                    |
|---------------------|--|-------------------|--------------------|
| To:                 | ABC License  | From:             | Pablo Rubio/CC/CLB |
| Fax subject:        | ABC License Letter ,<br>Conditions and protest<br>CORRECTION - Norma<br>Moradeperez, dba Brite Spot<br>Coffee Shop, at 412 West<br>Pacific Coast Highway | Status:           |                    |
| Fax number:         | 982-1396   | Cover page:       | Default            |
| Date sent:          | 2013-04-25 18:15:48  | Total pages sent: | 9                  |
| Calling Station ID: | City of Long Beach   |                   |                    |

## Advanced

| Fax Notification   |        |               |             |
|--------------------|--------|---------------|-------------|
| Request number:    | 371496 | Line number:  | 1           |
| Number of retries: | 0      | Process time: | 106 seconds |

For more information follow this document link to the outbound log entry. 