



# CITY OF LONG BEACH

OFFICE OF THE CITY CLERK

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

May 24, 2018

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

Re: Application of Promenade Hospitality Group, dba Ordinaire, for a premise to premise and person to person transfer of an Alcoholic Beverage Control License, at 210 The Promenade North.

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, May 22, 2018, received and filed the subject application for a premise-to-premise and person-to-person transfer.

Enclosed is a copy of the City Council documentation for your records

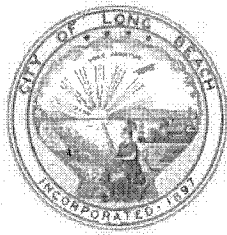
Respectfully submitted,

MONIQUE DE LA GARZA  
CITY CLERK

Prepared by:  
Pablo Rubio

Attachment

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



# CITY OF LONG BEACH

# C-7

## POLICE DEPARTMENT

400 WEST BROADWAY LONG BEACH CALIFORNIA 90802

Robert G. Luna  
Chief of Police

May 22, 2018

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Receive and file the application of Promenade Hospitality Group, LLC, dba Ordinaire for a premise to premise and person to person transfer of an Alcoholic Beverage Control (ABC) license, at 210 The Promenade North. (District 2)

### DISCUSSION

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

### TIME CONSIDERATIONS

City Council action is requested on May 22, 2018, to respond to the Department of Alcoholic Beverage Control by the May 25, 2018, due date.

### FISCAL IMPACT

There is no fiscal impact associated with this recommendation.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

ROBERT G. LUNA  
CHIEF OF POLICE

APPROVED:

  
PATRICK H. WEST  
CITY MANAGER

### ATTACHMENTS

RGL:jjj

HONORABLE MAYOR AND CITY COUNCIL  
May 22, 2018

Council District: 2

Applicant: Promenade Hospitality Group, LLC  
DBA: Ordinaire  
Address: 210 The Promenade North

Type of Application: A premise to premise and person to person transfer of an On-Sale General bona fide eating place license.

Bases for possible protest: High crime.  
Over Concentration.  
Park within 600 feet.  
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: 5762.00

Boundaries: 7<sup>th</sup> Street to the North  
Broadway to the South  
Martin Luther King Jr. Avenue/Alamitos Avenue to the East  
Pine Avenue to the West

Number of licenses allowed: 6  
Number of licenses existing: 32

Police Reporting District: 163

Boundaries: 4<sup>th</sup> Street to the North  
Broadway to the South  
Long Beach Boulevard to the East  
Pacific Avenue to the West

Reported crimes in this district for ABC purposes are 144. Crime in a reporting district must be at least 124 to qualify for a high crime protest.

Type of business: A restaurant.

Last day to request conditions and protest: May 25, 2018



**Date:** May 22, 2018  
**To:** File  
**From:** Jennifer Arzola, Detective, Vice Investigations Section  
**Subject:** **ORDINAIRE – 210 THE PROMENADE NORTH**

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (4/5/2017 to 4/5/2018)**

None

**ABC INSPECTIONS (past three years)**

None

**RESIDENCES WITHIN 100 FEET**

133 The Promenade	Multi-Unit Complex
150 The Promenade	Multi-Unit Complex
210 East 3 <sup>rd</sup> Street	Multi-Unit Complex

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

Harvey Milk Park	195 East 3 <sup>rd</sup> Street
The Promenade	210 East 3 <sup>rd</sup> Street

JJA:jjja  
CFSmemo.Ordinaire

## Pablo Rubio

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**From:** Fax2Mail Powered by EasyLink Services <reports@reply.fax2mail.com>  
**Sent:** Thursday, May 24, 2018 3:38 PM  
**To:** Pablo Rubio  
**Subject:** ABC License Letter - dba Ordinaire, 210 The Promenade North

MAIL2FAX DETAILED DELIVERY REPORT	
<b>Attention</b>	DLA Admin
<b>Job Number</b>	1439559654
<b>Sent By User</b>	F2M/30565075606
<b>Entered Fax2Mail System</b>	05/24 15:36
<b>Report Generated</b>	05/24 15:38
<b>Subject</b>	ABC License Letter - dba Ordinaire, 210 The Promenade North
<b>Page Count</b>	5 (including cover sheet)

SUMMARY		
<b>Sent: 1</b>	<b>Errors: 0</b>	<b>Cancelled: 0</b>
<b>Total: 1</b>		

Destination	Status	Date	Time	Num. Retries
5629821396	SENT	05/24	15:37	1