



CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

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

September 11, 2013

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

Re: Application of ADR DUE LLC., dba Aroma di Roma, for an original Alcoholic Beverage Control License, at 4708 East 2nd Street, with conditions. (District 3)

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, September 10, 2013, received and filed the subject application with the attached conditions, as requested by Gary DeLong, Councilmember, Third District. 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.

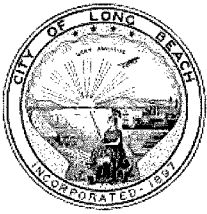
Respectfully submitted,

LARRY G. HERRERA
CITY CLERK

Prepared by:
Daisy Gomez

Attachment

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



City of Long Beach
Working Together to Serve

Memorandum
3rd Council District

Date: September 10, 2013

To: Honorable Mayor Foster and Members of the City Council

From: Gary DeLong, Councilmember, 3rd District

Subject: 4708 East 2nd Street, dba Aroma di Roma, ABC License

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

1. Sales, service, and consumption of alcoholic beverages shall be permitted only between the hours of 11:00 am until 10:00 pm Sunday through Thursday and only between the hours of 11:00 am until 11:00 pm Friday and Saturday.
2. The quarterly gross sales of alcoholic beverages shall not exceed five percent of the gross sales of food during the same period. The licensee shall at all times maintain records which reflect separately the gross sale of food and gross sales of alcoholic beverages of the licensed business. Said records shall be kept no less frequently than on a quarterly basis and shall be made available on demand.
3. There shall be no exterior advertising or sign of any kind or type, including advertising directed to the exterior from within, promoting or indicating the availability of alcoholic beverages. Interior displays of alcoholic beverages or signs which are clearly visible to the exterior shall constitute a violation of the condition.
4. The licensee shall provide night lighting and other security measures to the satisfaction of the police.
5. The licensee shall prevent loitering or other activity in and near the premises that could be nuisance to adjacent uses and/or residential neighborhoods.
6. The seating shall consist of tables and/or booths. There shall be no sitting or standing bar area.
7. There shall be no pool or billiards tables, amusement machines, video game devices, or coin operated game machines on the premises at any time.
8. Entertainment provided shall not be audible more than fifty feet beyond the interior of the premises. No live entertainment or dancing, no disc jockey and no amplified music shall be permitted on the premises at any time.

9. The playing of audio signals (public address type announcements or music, etc.) through loud speakers shall be prohibited.
10. The licensee shall be responsible for maintaining free of litter and graffiti the area adjacent to the premises over which they have control. All graffiti on the premises shall be removed or covered with in 24 hours of its appearance.
11. The rear doors of the premises shall be maintained closed with solid doors at all times, except for deliveries or merchandise and removal of trash, garbage, and other waste or recyclable material.
12. The licensee shall ensure that shipping and/or receiving activities occur only between 8 am and 10pm.
13. The licensee shall ensure that trash and other refuse is deposited in closed containers, outside and in the rear of the premises, and only between 8 am and 10 pm.
14. The licensee shall ensure that outside trash and refuse containers are serviced by sanitation companies only between 8 am and 10 pm.
15. The licensee shall ensure that alleys, streets, or other public areas are not used by employees and/or contractors of the licensee for equipment or utensil cleaning or other sanitary purposes.
16. No "happy hour" type of reduced price alcohol beverage promotion shall be allowed.

GD: CV



R-19

CITY OF LONG BEACH

POLICE DEPARTMENT

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

Jim McDonnell
Chief of Police

September 10, 2013

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the application of ARD DUE LLC., dba Aroma di Roma, for an original Alcoholic Beverage Control license, at 4708 East 2nd Street, 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 September 24, 2013. Accordingly, City Council action is required at the September 10, 2013 City Council meeting.

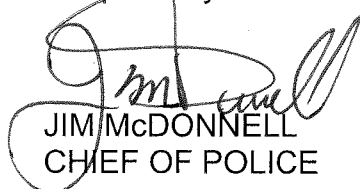
FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


JIM McDONNELL
CHIEF OF POLICE

APPROVED:


PATRICK H. WEST
CITY MANAGER

JM:LBB:ibb

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
September 10, 2013

Council 3

Applicant: ADR DUE LLC
DBA: Aroma di Roma
Address: 4708 East 2nd Street

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

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

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

Census Tract: 5773.00

Boundaries: Livingston Drive/2nd Street to the North
Pacific Ocean to the South
Bayshore Avenue to the East
Termino Avenue to the West

Number of licenses allowed: 5
Number of licenses existing: 23

Police Reporting District: 572

Boundaries: Livingston Drive/Second Street to the North
Pacific Ocean to the South
Nieto Avenue to the East
Ximeno Avenue to the West

Reported crimes in this district for ABC purposes are 226. 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: September 24, 2013



Date: September 10, 2013
To: File
From: Laurie Briney, Detective, Vice Investigations Section
Subject: **AROMA DI ROMA – 4708 EAST 2ND STREET**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (08/05/12-08/05/13)

1	422	Terrorist Threats	Cancelled
1	Unwelc	Unwelcome Guest	Advised
1	459A	Audible Burglary Alarm	Bad Order Alarm
1	5150	Mentally Ill Investigations	Field Interviewed

ABC INSPECTIONS (past three years)

N/A

RESIDENCES WITHIN 100 FEET

184 Roycroft Avenue	Single Family Dwelling
186 Roycroft Avenue	Single Family Dwelling

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

None

LBB:ibb
CFSmemoAromaDiRoma

Fax Delivery Successful

Fax Notification

Fax Notification

To:	ABC	From:	Daisy Gomez/CC/CLB
Fax subject:	ABC License - Aroma di Roma, 4708 E. 2nd Street	Status:	
Fax number:	982-1396	Cover page:	Default
Date sent:	2013-09-11 16:36:08	Total pages sent:	8
Calling Station ID:	City of Long Beach		

Advanced

Fax Notification

Request number:	405843	Line number:	18
Number of retries:	0	Process time:	87 seconds

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