



CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

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

February 4, 2015

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

Re: Application of Super Mex Restaurants Incorporated, dba Super Mex, for an original Alcoholic Beverage Control License, at 4709-4711 East 2nd Street.

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, February 3, 2015, received and filed the subject application with the attached conditions, as requested by Suzie Price, Councilwoman, 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 HERRERA-CABRERA
CITY CLERK

Prepared by:
Pablo Rubio

Attachment

cc: Suzie Price, Councilwoman, Third District
Mayor
City Prosecutor
Police Department (2) Chief & Vice
Referral File
FAX forwarded to ABC, (562) 982-1396



CITY OF LONG BEACH

R-15

POLICE DEPARTMENT

400 WEST BROADWAY LONG BEACH CALIFORNIA 90802

Robert G. Luna
Chief of Police

February 3, 2015

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the application of Super Mex Restaurants, Incorporated, dba Super Mex, for an original application of an Alcoholic Beverage Control license, at 4709-4711 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 February 4, 2015. Accordingly, City Council action is required at the February 3, 2015 City Council meeting.

FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

ROBERT G. LUNA
CHIEF OF POLICE

APPROVED:

PATRICK H. WEST
CITY MANAGER

RGL:LBB:lb

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

FINANCIAL BUREAU
(562) 570-7447
FAX (562) 570-5833

INVESTIGATIONS BUREAU
(562) 570-7350
FAX (562) 570-5837

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

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

HONORABLE MAYOR AND CITY COUNCIL

February 3, 2015

Council District: 3

Applicant: Super Mex Restaurants, Incorporated

DBA: Super Mex

Address: 4709-4711 East 2nd Street

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

Bases for possible protest: High crime.

Over concentration.

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

Reported crimes in this district for ABC purposes are 186. Crime in a reporting district must be at least 155 to qualify for a high crime protest.

Type of business: A restaurant.

Last day to request

conditions and protest: February 04, 2015



Date: February 3, 2015
To: File
From: Laurie Barajas, Detective, Vice Investigations Section
Subject: **SUPER MEX – 4709-4711 EAST 2ND STREET**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (12/16/13 to 12/16/14)

2 484 Petty Theft Will File Later

ABC INSPECTIONS (past three years)

None

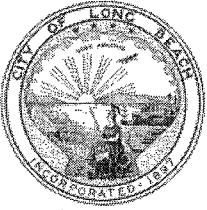
RESIDENCES WITHIN 100 FEET

205 Park Avenue	Single Family Residence
205 ½ Park Avenue	Single Family Residence
207 Park Avenue	Single Family Residence
207 ½ Park Avenue	Single Family Residence

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

Livingston Drive Playground	Livingston Drive/Park Avenue
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R-15 Revised Conditions



City of Long Beach

Working Together to Serve

Memorandum
3rd Council District

Date: February 03, 2015

To: Honorable Mayor Garcia and Members of the City Council

From: Suzie Price, Councilwoman, 3rd District

Subject: ABC License for 4709-4711 East 2nd Street, Super Mex Restaurants, Inc. dba SuperMex

I am submitting the following conditions for your consideration for an original application for an On-Sale General license for a bona fide eating place.

1. Sales, service, and consumption of alcoholic beverages shall be permitted only between the hours of 9:00 am and 12:00 midnight each day of the week. The patio hours 9:00 am to 10:00 pm, each day of the week.
2. The premises shall be equipped and maintained in good faith as a restaurant and shall possess, in operative condition, such convenience for cooking foods as stove, ovens, broilers, and other devices as well as pots, pans or containers which can be used for cooking or heating foods on the type of heating device employed.
3. The premises shall possess the necessary utensils, table service and condiment dispensers with which to serve meals to the public.
4. The licensee shall comply with the provisions of Section 23038 of the Business and Professions Code and acknowledges the incidental, sporadic, or infrequent sales of meals or a mere offering of meals without actual sales of meals or a mere offering of meals without actual sales shall not be deemed sufficient to consider the premises in compliance with the aforementioned code section.
5. Food facilities must be maintained in a sanitary condition and the premises must be equipped with a proper amount of refrigeration for keeping food on the premises and be equipped with such other facilities are necessary to comply with all regulations of the local health department.
6. There shall be no bar or lounge area upon the licensed premises maintained for the purpose of sales, service or consumption of alcoholic beverages directly to patrons for consumption.
7. No pool or video games or coin-operated amusement devices maintained upon the premises.

8. A single jukebox or stereo may be maintained upon the premises; however, the music shall not be audible outside the premises or in the patio dining area.
9. There shall be no live entertainment, amplified music or dancing permitted on the premises at any time.
10. The sale of alcoholic beverages for consumption off the premises is strictly prohibited.
11. The subject alcoholic beverage license shall not be exchanged for a public premises type license nor operated as a public premises.
12. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control, as depicted on the ABC-257 dated 11-6-14 and ABC-253 dated 11-6-14.
13. Loitering is prohibited on or around these premises or this area under the control of the licensee(s) as depicted on the ABC-257 dated 11-6-14 and ABC-253 dated 11-6-14.
14. Alcoholic beverages may be sold to and consumed by patrons in the patio area only while they are seated at tables and with the consumption of food..
15. The licensee(s) or an employee of the licensee(s) will be present in the patio at all times that alcoholic beverages are being served or consumed.
16. Upon sale or transfer of this license, the conditions included herein, will be subject to review and possible modification of operating hours and specific conditions of alcohol sales.

Pablo Rubio

From: Fax2Mail Powered by EasyLink Services <reports@reply.fax2mail.com>
Sent: Wednesday, February 04, 2015 4:52 PM
To: Pablo Rubio
Subject: ABC License Letter and Conditions - dba SuperMex, 4709-4711 East 2nd Street

MAIL2FAX DETAILED DELIVERY REPORT

Attention	DLA Admin
Job Number	1730493856
Sent By User	F2M/37283576077
Entered Fax2Mail System	02/04 19:49
Report Generated	02/04 19:52
Subject	ABC License Letter and Conditions - dba SuperMex, 4709-4711 East 2nd Street
Page Count	7 (including cover sheet)

SUMMARY

Sent: 1	Errors: 0	Cancelled: 0
Total: 1		

Destination	Status	Date	Time	Num. Retries
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