



**CITY OF LONG BEACH**  
**POLICE DEPARTMENT**

**R-29**

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

Jim McDonnell  
Chief of Police

June 19, 2012

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Receive and file the application of Luna Rosa Tequila, LLC, dba Luna Rosa Tequila, for an original Alcoholic Beverage Control license, at 1328 West 16<sup>th</sup> Street. (District 1)

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 June 20, 2012. Accordingly, City Council action is required at the June 19, 2012 City Council meeting.

FISCAL IMPACT

None.

**SUGGESTED ACTION:**

Approve recommendation.

Respectfully submitted,

*R. Luna for JMCD.*

JIM McDONNELL  
CHIEF OF POLICE

JM:CNA:cna

APPROVED:

  
PATRICK H. WEST  
CITY MANAGER

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  
June 19, 2012

Council District: 1  
Applicant: Luna Rosa Tequila LLC  
DBA: Luna Rosa Tequila  
Address: 1328 West 16th Street

Type of Application: An original application for a Distilled Spirits Importer license and a Distilled Spirits Wholesaler license. This is a Non-Retail License.

Basis for possible protest: Over concentration.

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

Census Tract: 5755.00  
Boundaries: Pacific Coast Highway to the North  
Anaheim Street to the South  
Los Angeles River to the East  
City Limits to the West  
Number of licenses allowed: 1  
Number of licenses existing: 4  
Police Reporting District: 041  
Boundaries: Pacific Coast Highway to the North  
Gaylord Street to the South  
Los Angeles River to the East  
Santa Fe Avenue to the West

Reported crimes in this district for ABC purposes are 45. Crime in a reporting district must be at least 171 to qualify for a high crime protest.

Type of business: other.  
Last day to request  
conditions and protest: June 20, 2012



**Date:** June 19, 2012  
**To:** File  
**From:** Chris Anderson, Detective, Vice Investigations Section  
**Subject:** LUNA ROSA TEQUILA, 1328 WEST 16<sup>TH</sup> STREET

---

**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (05/21/11-05/21/12)**

None

**ABC INSPECTIONS (past three years)**

None

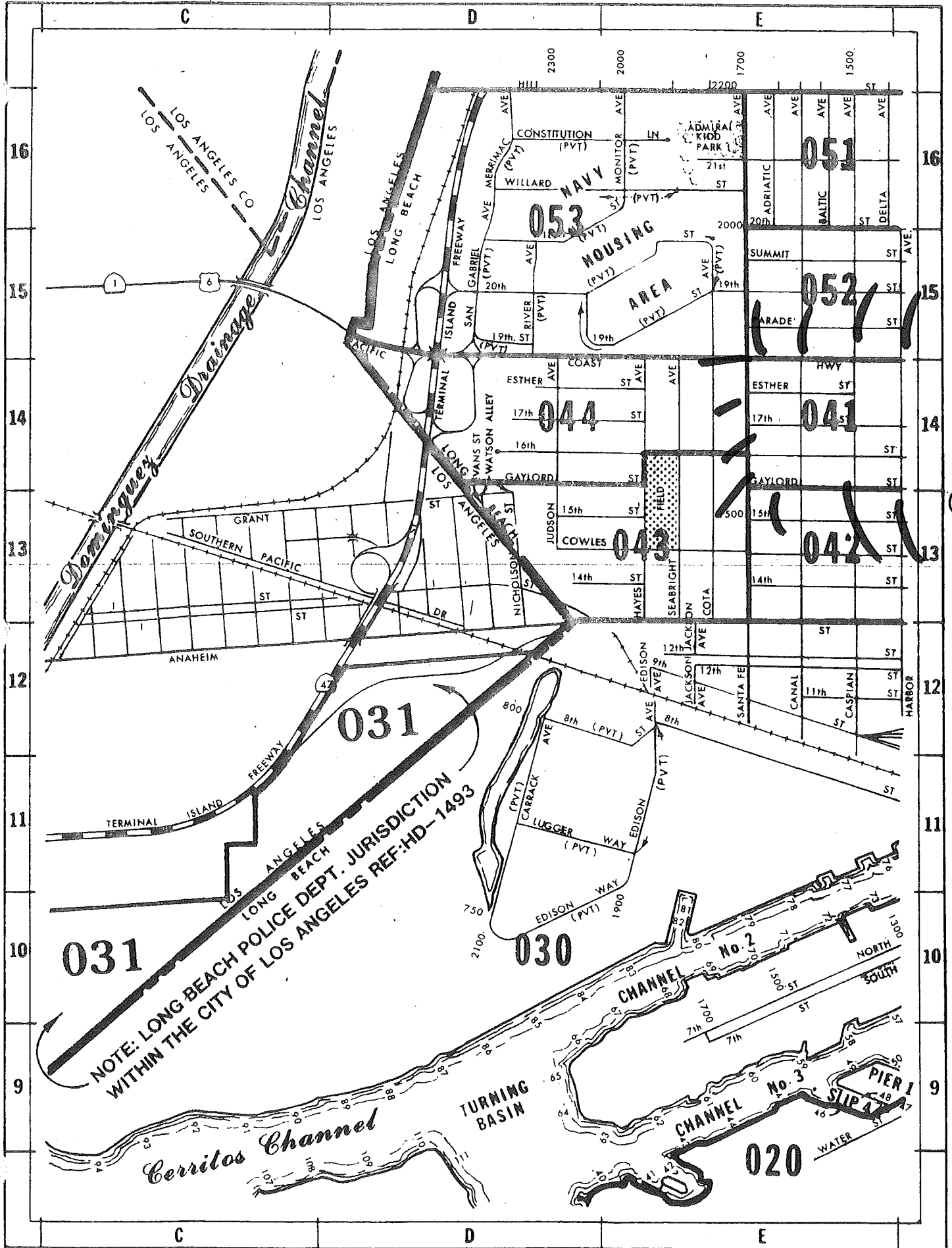
**RESIDENCE WITHIN 100 FEET**

None

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

None

CNA:cna  
cfs.memo



031

031

030

043

044

042

041

053

051

052

020

NOTE: LONG BEACH POLICE DEPT. JURISDICTION  
WITHIN THE CITY OF LOS ANGELES REF: HD-1493

Cerritos Channel

TURNING BASIN

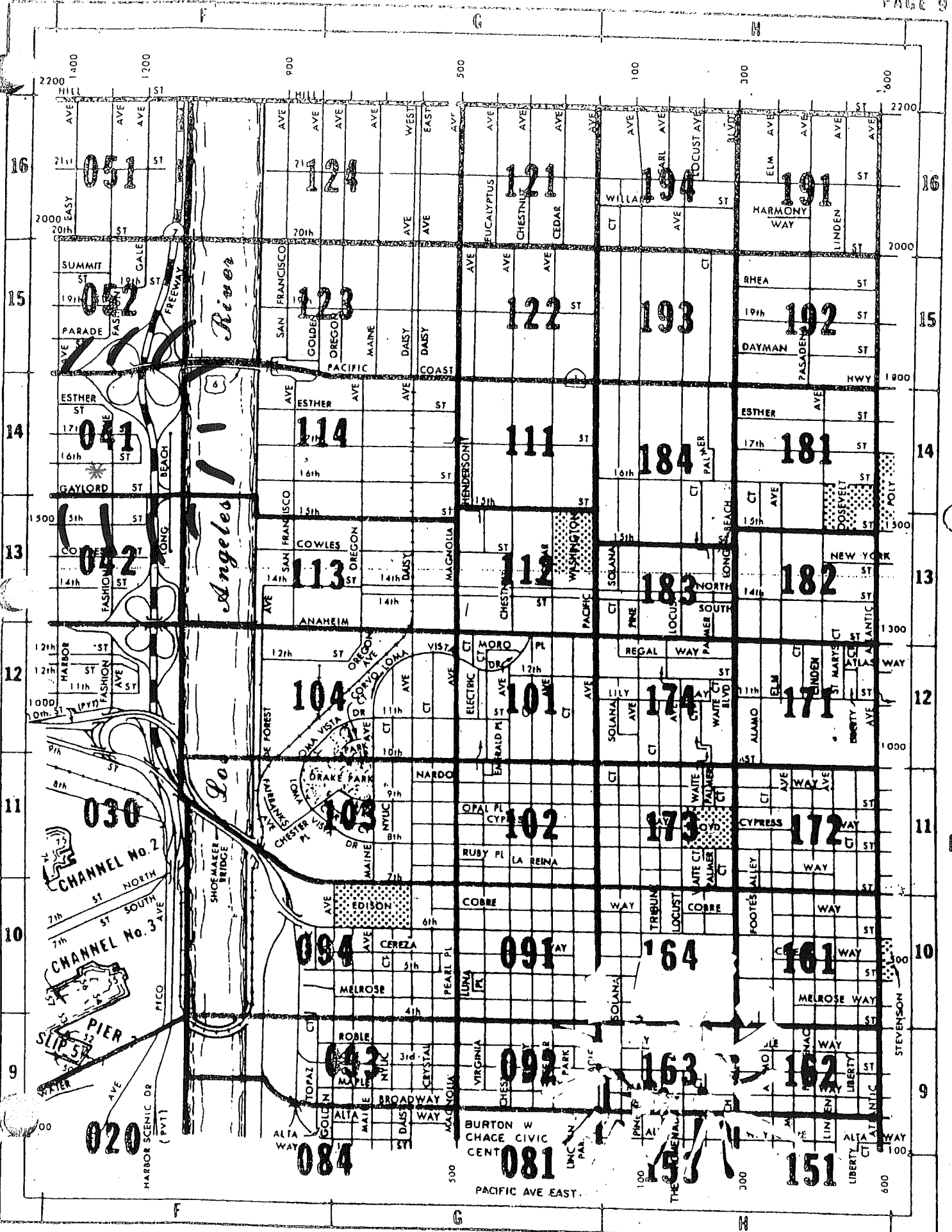
CHANNEL No. 2

CHANNEL No. 3

PIER 1  
SLIP A

9

2



(B)

7

PACIFIC AVE EAST