CITY OF LONG BEACH



POLICE DEPARTMENT

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

Billy B. Quach Chief of Police

December 15, 2009

HONORABLE MAYOR AND CITY COUNCIL City of Long Beach California

RECOMMENDATION:

Receive and file the application of Avina Wine Company LLC, dba Avina, for an original Alcoholic Beverage Control license, at 3260 Petaluma Avenue, with conditions. (District 5)

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 December 18, 2009. Accordingly, City Council action is required at the December 15, 2009 City Council meeting.

FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

BILLY B. QUACH CHIEF OF POLICE

BBQ:DBS:dbs attachments

APPROVED:

HONORABLE MAYOR AND CITY COUNCIL

December 15, 2009

Council District: 5

Applicant: Avina Wine Company LLC

DBA: Avina

Address: 3260 Petaluma Avenue

Type of Application: An original application for a Beer and Wine Wholesaler license, a Beer and

Wine Importer license and an Off-Sale Beer and Wine license. This is a Non-Retail license for Internet sales with no alcoholic beverages on the premises.

Therefore this license cannot be protested.

Bases for possible protest: None

PUBLIC CONVENIENCE DETERMINATION: A determination by the City of public

convenience and necessity is not required

for this application.

Census Tract: 5740.00

Boundaries: Wardlow Road to the North

Spring Street to the South San Gabriel River to the East

Shadypark Drive/Los Coyotes Diagonal to the West

Number of licenses allowed: 4 Number of licenses existing: 4

Police Reporting District: 664

Boundaries: Wardlow Road to the North

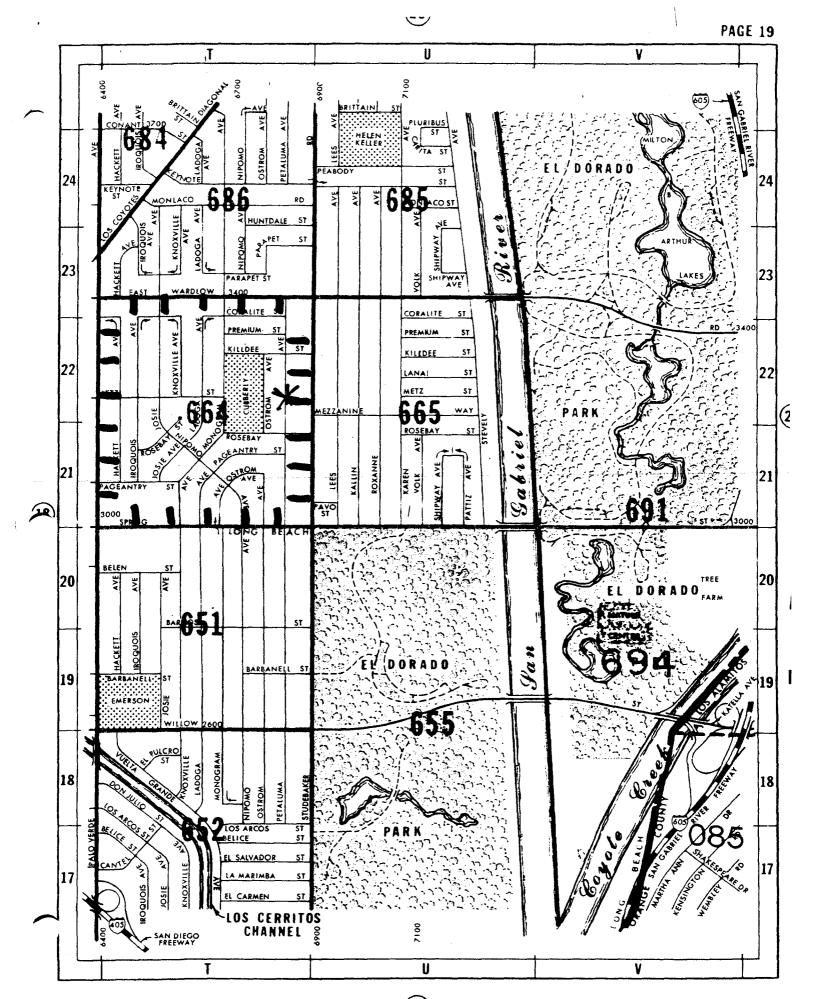
Spring Street to the South Studebaker Road to the East Palo Verde Avenue to the West

Reported crimes in this district for ABC purposes are 64. Crime in a reporting district must be at least 191 to qualify for a high crime protest.

Type of business: Importer and Wholesaler

Last day to request

conditions and protest: December 18, 2009





Date:

December 15, 2009

To:

File

From:

Dana Smith, Detective, Vice Investigations Section

Subject:

AVINA, 3260 PETALUMA AVENUE

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (11/19/08-11/10/09)

None

ABC INSPECTIONS (past three years)

None

RESIDENCE WITHIN 100 FEET

3248 Petaluma Avenue 3249 Petaluma Avenue	Single Family Residence
3254 Petaluma Avenue	Single Family Residence Single Family Residence
3255 Petaluma Avenue	Single Family Residence
3261 Petaluma Avenue 3302 Petaluma Avenue	Single Family Residence
6821 Killdee Street	Single Family Residence Single Family Residence
3309 Studebaker Road	Single Family Residence
3315 Studebaker Road	Single Family Residence
3327 Studebaker Road	Single Family Residence

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

3200 Monogram Street

Cubberley Elementary School

DBS:dbs cfs.memo