



CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802 • (562) 570-6101 • FAX (562) 570-6789

March 21, 2012

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

Re: Application of Quen Ma, dba World Market, for an premise-to-premise transfer of
an Alcoholic Beverage Control License at 1030 East Pacific Coast Highway

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held March 20, 2012 approved the request of Councilman Dee Andrews, Sixth District, to file a protest regarding the subject application based on the fact that licensing the premises would be contrary to City of Long Beach zoning ordinances, since a Conditional Use Permit (CUP) is required.

The City Council also approved the City Manager to withdraw the protest if the City's Planning Commission approves the CUP and if no appeal is made during the 10-day appeal period for the CUP. It is anticipated that sometime in May the CUP will be acted upon by the Planning Commission, and once the appeal period has elapsed, a letter will be transmitted to ABC withdrawing the City's protest.

Enclosed is a copy of the City Council documentation and a certified excerpt of the minutes for your file. The City of Long Beach thanks you for your assistance in this matter.

Respectfully submitted,

LARRY G. HERRERA
CITY CLERK

Prepared by:
Nancy Muth

Attachments

Cc: Councilman, Dee Andrews, Sixth District
City Prosecutor
Police Department (2) Chief & Vice
Referral File
FAX forwarded to ABC, (562) 982-1396

**AN EXCERPT FROM THE MINUTES OF
THE LONG BEACH CITY COUNCIL MEETING
HELD TUESDAY, MARCH 20, 2012**

REGULAR AGENDA: (6:36 PM)

17. (12-0230) Recommendation to receive and file the application of Quen Ma, dba World Market, for a premise-to-premise transfer of an Alcoholic Beverage Control (ABC) License, at 1030 East Pacific Coast Highway, submit a Public Notice of Protest to ABC, and direct City Manager to withdraw the protest if a Conditional Use Permit is granted by the Planning Commission and passes without an appeal. (District 6) (6:45 PM)

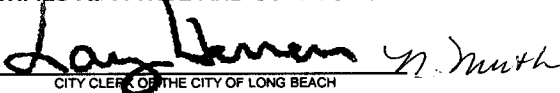
Suggested Action: Approve recommendation.

Councilman Andrews spoke.

Motion: Approve recommendation.
Moved by Andrews, seconded by Garcia.

Vote: Approve recommendation. (Carried 8-0)
Yes: Garcia, Lowenthal, O'Donnell, Schipske, Andrews, Johnson, Gabelich, and Neal.
Absent: DeLong.

CERTIFIED AS A TRUE AND CORRECT COPY


CITY CLERK OF THE CITY OF LONG BEACH

DATE: March 21, 2012



CITY OF LONG BEACH

R-17

POLICE DEPARTMENT

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

Jim McDonnell
Chief of Police

March 20, 2012

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the application of Quen Ma, dba World Market, for a premise-to-premise transfer of an Alcoholic Beverage Control (ABC) license, at 1030 East Pacific Coast Highway, submit a Public Notice of Protest to ABC, and direct the City Manager to withdraw the protest if a Conditional Use Permit is granted by the Planning Commission and passes without an appeal. (District 6)

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

The Department of Alcoholic Beverage Control (ABC) received the above application on February 29, 2012. The applicant applied for a Conditional Use Permit (CUP) with the City on February 22, 2012. City Council response is due to ABC by March 30, 2012; however, the request for a CUP will not be heard by the Planning Commission until approximately May 2012. Provided the CUP is approved by the Planning Commission and is not appealed within the required 10-day appeal period, the recommendation includes a request to direct the City Manager to withdraw the Public Notice of Protest.

FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

R. Luma for JMcD.

JIM McDONNELL
CHIEF OF POLICE

APPROVED:



PATRICK H. WEST
CITY MANAGER

JM:CNA:cna
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

5:00 PM 3/20/12

HONORABLE MAYOR AND CITY COUNCIL

March 20, 2012

Council District: 6

Applicant: Quen Ma
DBA: World Market
Address: 1030 East Pacific Coast Highway

Type of Application: A premise-to-premise transfer of an Off-Sale Beer and Wine license.

Basis for possible protest: School within 600 feet.
Church within immediate vicinity.
Residence within 100 feet.
Licensing the premises would be in contrary to Long Beach Zoning Ordinances.

PUBLIC CONVENIENCE DETERMINATION: A determination by the City of public convenience for necessity **is** required for this application.

Census Tract: 5752.01

Boundaries: Pacific Coast Highway to the North
Anaheim Street/15th Street to the South
Gundry Avenue/Walnut Avenue to the East
Martin Luther King Jr. Avenue to the West

Number of licenses allowed: 4
Number of licenses existing: 3

Police Reporting District: 301

Boundaries: Pacific Coast Highway to the North
15th Street to the South
Orange Avenue to the East
Martin Luther King Jr. Avenue to the West

Reported crimes in this district for ABC purposes are 173. Crime in a reporting district must be at least 177 to qualify for a high crime protest.

Type of business: A grocery store.

Last day to request

Conditions and protest: March 30, 2012



Date: March 20, 2012
To: File
From: Chris Anderson, Detective, Vice Investigations Section
Subject: **WORLD MARKET, 1030 EAST PACIFIC COAST HIGHWAY**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (02/29/11-02/29/12)

1	459A	Burglary Alarm	Canceled
1	459A	Burglary Alarm	Bad Order Alarm
1	Unwelc	Unwelcome Subject	Booked File Later
1	Unwelc	Unwelcome Subject	Advised

ABC INSPECTIONS (past three years)

None

RESIDENCE WITHIN 100 FEET

1780 Lewis Avenue
1776 Lewis Avenue
1777 Lewis Avenue
1771 Lewis Avenue

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

St. Mark Baptist Church – 1703 Lemon Avenue
Poly High School – 1600 Atlantic Avenue

CNA:cna
cfs.memo

***** -IND. XMT JOURNAL- ***** DATE JAN-17-1996 ***** TIME 16:56 *****

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COMM.RESULT = OK
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FILE No. = 095
MODE = MEMORY TRANSMISSION
DESTINATION = 99821396
RECEIVED ID = D.A.B.C. / 562 982 1396
RESOLUTION = STD

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