



CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

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

April 24, 2013

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

Re: Application of Norma Moradeperez, dba Brite Spot Coffee Shop, for an Original Alcoholic Beverage Control License at 412 West Pacific Coast Highway. (District 1)

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held April 23, 2013 approved the request of Vice Mayor, Robert Garcia, First District, that a protest be filed regarding the subject application based on the following:

- 1) High crime in the reporting district.
- 2) Residences within 100 feet.
- 3) School within 400 feet of the establishment.

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 taking this request into consideration.

Respectfully submitted,

LARRY G. HERRERA
CITY CLERK

Prepared by:
Pablo Rubio

Attachment

cc: Vice Mayor Robert Garcia, Councilmember, First 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, APRIL 23, 2013**

REGULAR AGENDA: (5:57 PM)

14. (13-0345) Recommendation to receive and file the application of Norma Moradeperez, dba Brite Spot Coffee Shop, for an original Alcoholic Beverage Control License, at 412 West Pacific Coast Highway, and submit a Public Notice of Protest to ABC on the bases of high crime in the reporting district, residences within 100 feet of the establishment, and a school within 600 feet of the establishment. (District 1) (6:32 PM)

Suggested Action: Approve recommendation.

Motion: Approve recommendation.

Moved by Garcia, seconded by DeLong.

Vote: Approve recommendation.

(Carried 9-0)

Yes: Garcia, Lowenthal, DeLong, O'Donnell, Schipske, Andrews, Johnson, Austin, and Neal.

CERTIFIED AS A TRUE AND CORRECT COPY


CITY CLERK OF THE CITY OF LONG BEACH

DATE: April 24, 2013 *P. Rubio*



CITY OF LONG BEACH

POLICE DEPARTMENT

R-14

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

Jim McDonnell
Chief of Police

April 23, 2013

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive the application of Norma Moradeperez, dba Brite Spot Coffee Shop, for an original Alcoholic Beverage Control (ABC) license, at 412 West Pacific Coast Highway, and submit a Public Notice of Protest to ABC on the bases of high crime in the reporting district, residences within 100 feet of the establishment, and a school within 600 feet of the establishment. (District 1)

DISCUSSION

It is City Council policy to review applications for Alcoholic Beverage Control licenses to determine if bases for protest against the issuance of the license exists. Brite Spot was the site of violent criminal activity when they last owned an ABC license. Their ABC license was revoked in the past after numerous violations were observed. The owners re-applied for their ABC license in 2010, the City Council protested the application and their ABC license was denied.

Given the history of this location, the high crime in this reporting district, and the close proximity to a school and residences, the Police Department recommends a Public Notice of Protest be submitted to ABC.

TIMING CONSIDERATIONS

City Council response is due to the Department of Alcoholic Beverage Control by April 24, 2013. Accordingly, City Council action is required at the April 23, 2013 City Council meeting.

FISCAL IMPACT

None.

HONORABLE MAYOR AND CITY COUNCIL


April 23, 2013

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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JIM McDONNELL
CHIEF OF POLICE

JM:LBB:ibb

APPROVED:



PATRICK H. WEST
CITY MANAGER

HONORABLE MAYOR AND CITY COUNCIL
April 23, 2013

Council 1

Applicant: Moradeperez, Norma
DBA: Brite Spot Coffee Shop
Address: 412 West Pacific Coast Highway

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

Bases for possible protest: High crime.
Residences within 100 feet.
School within 600 feet.

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

Census Tract: 5754.01

Boundaries: Pacific Coast Highway to the North
Anaheim Street to the South
Pacific Avenue to the East
Los Angeles River to the West

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

Police Reporting District: 111

Boundaries: Pacific Coast Hwy to the North
15th Street to the South
Pacific Avenue to the East
Magnolia Avenue to the West

Reported crimes in this district for ABC purposes are 313. 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: April 24, 2013



Date: April 23, 2013
To: File
From: Laurie Briney, Detective, Vice Investigations Section
Subject: **BRITE SPOT COFFEE SHOP, 412 WEST PACIFIC COAST HIGHWAY**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (03/25/12-03/25/13)

2	UNWELC	Unwelcome Subject	Advised
1	647F	Intoxicated Subject	Assisted Other Agency
1	925	Suspicious Person	Advised
1	415	Dispute	Gone On Arrival
1	9290	Drug Overdose	Advised

ABC INSPECTIONS (past three years)

None

RESIDENCES WITHIN 100 FEET

1762 Chestnut Avenue	Multi-Unit Complex
1776 Chestnut Avenue	Multi-Unit Complex

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

1794 Cedar Avenue	LBUSD School for Adults
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LBB:lbb
CFSmemoBriteSpot

Fax Delivery Successful

Fax Notification

Fax Notification			
To:	ABC License	From:	Pablo Rubio/CC/CLB
Fax subject:	ABC License Letter , Conditions and protest - Norma Moradeperez, dba Brite Spot Coffee Shop, at 412 West Pacific Coast Highway	Status:	
Fax number:	982-1396	Cover page:	Default
Date sent:	2013-04-24 18:29:54	Total pages sent:	8
Calling Station ID:	City of Long Beach		

Advanced

Fax Notification			
Request number:	371223	Line number:	23
Number of retries:	0	Process time:	92 seconds

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