

# CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

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

April 8, 2010

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

Re: Application of VREJ Enterprises Incorporated, dba 4th Street Deli for an Original  
Alcoholic Beverage Control License at 450 Pine Avenue.

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, April 6, 2010, received and filed the subject application with the attached conditions, as requested by Councilmember Robert Garcia, First 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.

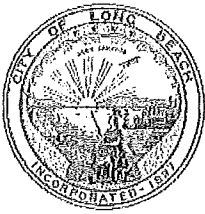
Respectfully submitted,

LARRY G. HERRERA  
CITY CLERK

Prepared by:  
Carolyn Harris

Attachment

cc: Councilmember Robert Garcia, First District  
City Prosecutor  
Police Department (2) Chief & Vice  
Referral File  
FAX forwarded to ABC, (562) 982-1396



# CITY OF LONG BEACH

POLICE DEPARTMENT

**R-25**

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

Jim McDonnell  
Chief of Police

April 6, 2010

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive and file the application of VREJ Enterprises Incorporated, dba 4<sup>th</sup> Street Deli, for an original Alcoholic Beverage Control license, at 450 Pine Avenue, with conditions. (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 April 9, 2010. Accordingly, City Council action is required at the April 6, 2010 City Council meeting.

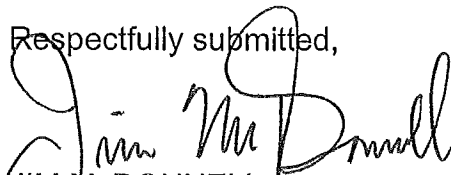
## FISCAL IMPACT

None.


## SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

  
JIM McDONNELL  
CHIEF OF POLICE

APPROVED:

  
PATRICK H. WEST  
CITY MANAGER

JM:DBS:dbs

ADMINISTRATION BUREAU  
(562) 570-5830  
FAX (562) 570-5883

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  
April 6, 2010

Council District: 1

Applicant: VREJ Enterprises Incorporated  
DBA: 4th Street Deli  
Address: 450 Pine Avenue

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

Bases for possible protest: High crime.  
Over concentration.  
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: 5762.00

Boundaries: 7th Street to the North  
Broadway to the South  
Alamitos Avenue/Martin Luther King Jr. Avenue to the East  
Pine Avenue to the West

Number of licenses allowed: 5  
Number of licenses existing: 20

Police Reporting District: 164

Boundaries: 7th Street to the North  
4th Street to the South  
Long Beach Boulevard to the East  
Pacific Avenue to the West

Reported crimes in this district for ABC purposes are 757. Crime in a reporting district must be at least 199 to qualify for a high crime protest.

Type of business: A restaurant.  
Last day to request  
conditions and protest: April 9, 2010



**Date:** April 6, 2010  
**To:** File  
**From:** Dana Smith, Detective, Vice Investigations Section  
**Subject:** 4<sup>TH</sup> STREET DELI, 450 PINE AVENUE

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (03/11/09-03/11/10)**

1	459A	Audible Alarm Call	Bad Order Alarm
1	Unwelcome	Unwelcome Call	Gone On Arrival

**ABC INSPECTIONS (past three years)**

None

**RESIDENCE WITHIN 100 FEET**

115 East 4 <sup>th</sup> Street	Multi-Unit Complex
490 Pine Avenue	Multi-Unit Complex

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

None

DBS:db  
cfs.memo



City of Long Beach  
Working Together to Serve

Office of Robert Garcia  
Council Member, First District

**Date:** April 6, 2010  
**To:** Honorable Mayor and Members of the City Council  
**From:** Council Member Robert Garcia, First District  
**Subject:** **Fourth Street Deli, ABC License Conditions**

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I am submitting the following conditions for an original ABC On-Sale Beer and Wine for bonafide eating place License for VREJ Enterprises, dba the Fourth Street Deli at 450 Pine Avenue:

- No advertising visible from the exterior indicating the availability of alcohol is permitted.
- Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 11am and 9pm each day of the week.
- All alcohol sold on the premises shall be consumed on the premises. Sale of alcohol for consumption off the premises is strictly prohibited.
- No bar or lounge for alcohol consumption is permitted
- Full meals must be available at all times alcohol is sold or consumed.
- No "happy hour" type of reduced price alcoholic beverage promotion is allowed.
- Any music shall not be audible from more than 50' outside the premises
- Quarterly gross sales of alcoholic beverages shall not exceed gross sales of food for the same period. Licensee shall maintain records that reflect separately the sales of food and of alcohol.
- There will be no dancing allowed on premises
- No pool, billiards, amusement machines or video games are permitted on premises
- The sale of beer or malt in quantities greater than 16 ounces is prohibited.
- No person under the age of 21 shall sell or deliver alcoholic beverages.

If any of these conditions are not accepted by ABC Board, all other conditions shall still apply.