



# CITY OF LONG BEACH

OFFICE OF THE CITY CLERK

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

June 23, 2016

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

Re: Application of Norma Mora de Perez, dba Brite Spot Coffee Shop, for an original Application of an Alcoholic Beverage Control License, at 412 West Pacific Coast Highway.

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held June 21, 2016 approved the request of Councilwoman, Lena Gonzalez, First District, that a protest be filed regarding the subject application based on the following:

- 1) High crime in the reporting district.
- 2) Residence within 100 feet of the establishment.
- 3) School within 600 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,

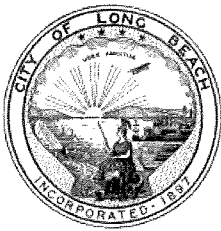
*Maria de la Luz Garcia*

MARIA DE LA LUZ GARCIA  
CITY CLERK

Prepared by:  
Pablo Rubio

Attachment

cc: Lena Gonzalez, Councilwoman, First District  
Mayor  
City Prosecutor  
Police Department (2) Chief & Vice  
Referral File  
FAX forwarded to ABC, (562) 982-1396



# CITY OF LONG BEACH

# R-27

## POLICE DEPARTMENT

400 WEST BROADWAY LONG BEACH CALIFORNIA 90802

Robert G. Luna  
Chief of Police

June 21, 2016

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Receive the application of Norma Mora de Perez, 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 ABC licenses to determine if a basis for protest against the issuance of the license exists. Brite Spot Coffee Shop was the site of violent criminal activity when the owners last had a valid ABC license. Their last ABC license was both suspended and eventually revoked in the past after numerous violations were observed. The owners applied for an ABC license in both 2010 and 2013, the City Council protested the application, and their ABC license was denied.

Given the history of this location, the high crime in the 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 action is requested on June 21, 2016, to respond to the Department of Alcoholic Beverage Control by the June 26, 2016 due date.

### FISCAL IMPACT

There is no fiscal impact associated with this recommendation.

ABC Application  
Brite Spot Coffee Shop – 412 West Pacific Coast Highway  
June 21, 2016

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



ROBERT G. LUNA  
CHIEF OF POLICE

APPROVED:



PATRICK H. WEST  
CITY MANAGER

RGL:LBB:bb

HONORABLE MAYOR AND CITY COUNCIL  
June 21, 2016

Council District: 1

Applicant: Norma Mora de Perez  
DBA: Brite Spot Coffee Shop  
Address: 412 West Pacific Coast Highway

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

Bases for possible protest: High Crime.  
School within 600 feet.  
Residence within 100 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: 5  
Number of licenses existing: 3

Police Reporting District: 111

Boundaries: Pacific Coast Highway the North  
15<sup>th</sup> Street to the South  
Pacific Avenue to the East  
Magnolia Avenue to the West

Reported crimes in this district for ABC purposes are 243. Crime in a reporting district must be at least 140 to qualify for a high crime protest.

Type of business: Restaurant.  
Last day to request conditions and protest: June 26, 2016



**Date:** June 21, 2016  
**To:** File  
**From:** Laurie Barajas, Detective, Vice Investigations Section  
**Subject:** **BRITE SPOT COFFEE SHOP – 412 WEST PACIFIC COAST HIGHWAY**

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (5/25/15 to 5/25/16)**

2	242	Battery	Advised
1	Unwelc	Unwelcome Subject	Gone On Arrival
1	Dispute	Dispute	Advised

**ABC INSPECTIONS (past three years)**

Not Applicable

**RESIDENCES WITHIN 100 FEET**

1776 Chestnut Avenue          Single Family Residence

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

Educational Partnerships High School          1794 Cedar Avenue

LBB:lbb  
CFSmemoBriteSpot

**AN EXCERPT FROM THE MINUTES OF  
THE LONG BEACH CITY COUNCIL MEETING  
HELD TUESDAY, JUNE 21, 2016**

**REGULAR AGENDA: (07:39 PM)**

**27. (16-0572) Recommendation to receive the application of Norma Mora de Perez, 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) (09:19 PM)**

*Suggested Action: Approve recommendation.*

**Motion:** Approve recommendation.


Moved by Councilwoman Gonzalez, seconded by Councilman Austin.

**Vote:** Approve recommendation.(Carried 7-0)

Yes: Councilwoman Gonzalez, Vice Mayor Lowenthal, Councilwoman Price, Councilmember Supernaw, Councilwoman Mungo, Councilman Austin, and Councilmember Richardson.

Absent: Councilman Andrews, Councilmember Uranga.

CERTIFIED AS A TRUE AND CORRECT COPY

  
CITY CLERK OF THE CITY OF LONG BEACH *P. Rubio*

DATE: June 23, 2016

## Pablo Rubio

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**From:** Fax2Mail Powered by EasyLink Services <reports@reply.fax2mail.com>  
**Sent:** Thursday, June 23, 2016 5:28 PM  
**To:** Pablo Rubio  
**Subject:** ABC License Letter - dba Brite Spot Coffee Shop, 412 West Pacific Coast Highway

### MAIL2FAX DETAILED DELIVERY REPORT

<b>Attention</b>	DLA Admin
<b>Job Number</b>	1609911755
<b>Sent By User</b>	F2M/37283576077
<b>Entered Fax2Mail System</b>	06/23 17:24
<b>Report Generated</b>	06/23 17:27
<b>Subject</b>	ABC License Letter - dba Brite Spot Coffee Shop, 412 West Pacific Coast Highway
<b>Page Count</b>	7 (including cover sheet)

### SUMMARY

<b>Sent: 1</b>	<b>Errors: 0</b>	<b>Cancelled: 0</b>
<b>Total: 1</b>		

Destination	Status	Date	Time	Num. Retries
5629821396	SENT	06/23	17:27	1