



# CITY OF LONG BEACH

# R-17

## POLICE DEPARTMENT

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

ANTHONY W. BATTS  
Chief of Police

May 19, 2009

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Receive and file the application of Heineken USA Incorporated, dba Heineken USA, for a premise-to-premise transfer of an Alcoholic Beverage Control license, at 3780 Kilroy Airport Way Suite 500 & 510, 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 May 22, 2009. Accordingly, City Council action is required at the May 19, 2009 City Council meeting.

### FISCAL IMPACT

None.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

ANTHONY W. BATTS  
CHIEF OF POLICE

APPROVED:

  
PATRICK H. WEST  
CITY MANAGER

AWB:DBS:dbs  
attachments

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

HONORABLE MAYOR AND CITY COUNCIL  
May 19, 2009

Council District: 5  
Applicant: Heineken USA Incorporated  
DBA: Heineken USA  
Address: 3780 Kilroy Airport Way Suite 500 & 510

Type of Application: A premise-to-premise transfer of a Beer and Wine Importer's General license.  
This license is being transferred from El Segundo, California to 3780 Kilroy Airport Way Suite 500 & 510.

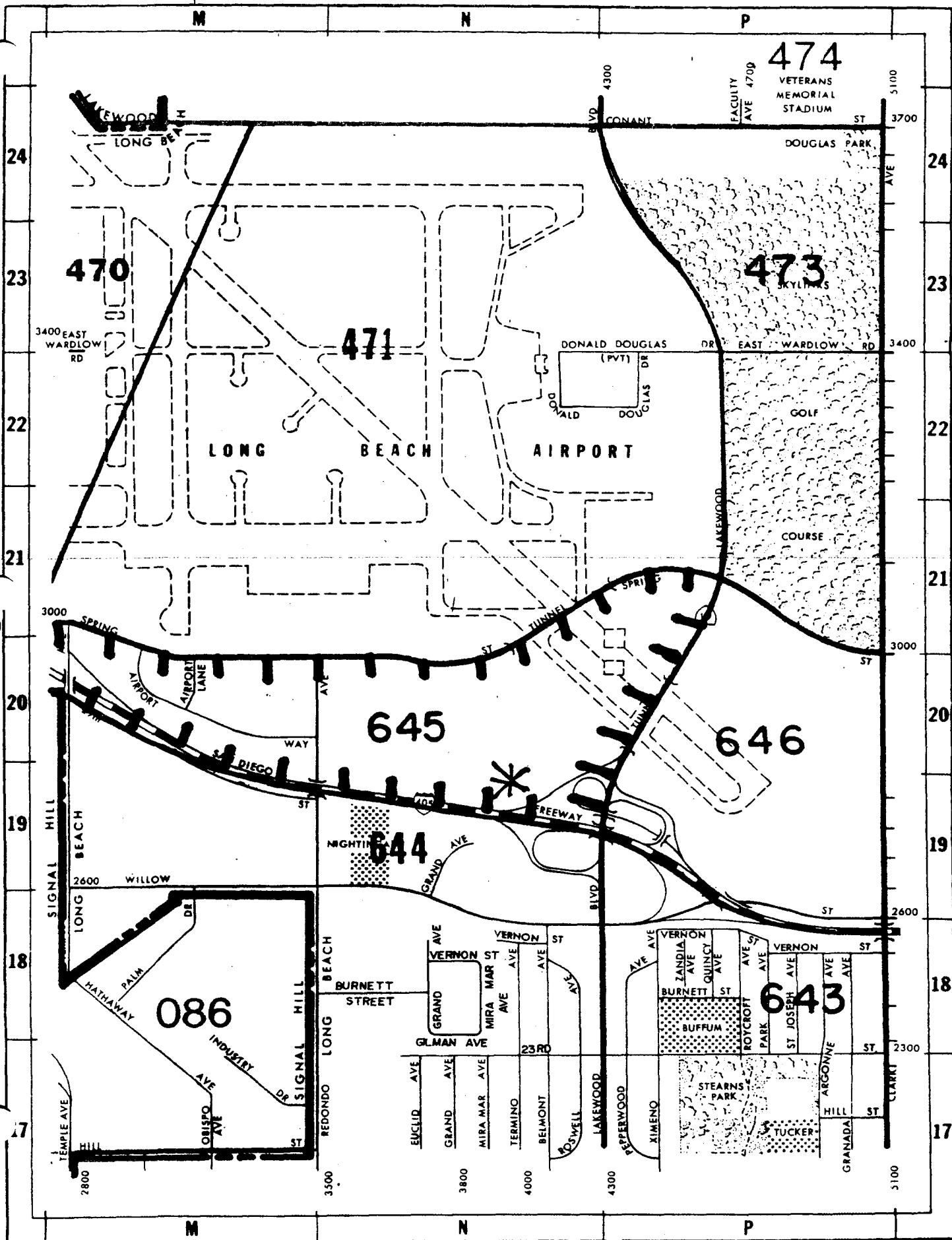
Basis for possible protest: None.

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

Census Tract: 5735.00  
Boundaries: Carson Street to the North  
Willow Street to the South  
Clark Avenue to the East  
California Avenue to the West  
Number of licenses allowed: 1  
Number of licenses existing: 0  
Police Reporting District: 645  
Boundaries: Spring Street to the North  
San Diego Fwy to the South  
Lakewood Blvd to the East  
Junipero Avenue to the West

Reported crimes in this district for ABC purposes are 41. Crime in a reporting district must be at least 198 to qualify for a high crime protest.

Type of business: Beer and Wine Importer  
Last day to request conditions and protest: May 22, 2009





**Date:** May 19, 2009  
**To:** File  
**From:** Dana Smith, Detective, Vice Investigations Section  
**Subject:** HEINEKEN USA, 3780 KILROY AIRPORT WAY SUITE 500 & 510

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (04/24/08-04/24/09)**

None

**ABC INSPECTIONS (past three years)**

None

**RESIDENCE WITHIN 100 FEET**

None

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

None

DBS:db  
cfs.memo