

March 11, 2020

Mr. Brad D. Beach
Supervising Agent In Charge
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 Alcoholic Beverage Control License, at 412 West Pacific Coast Highway.

Dear Mr. Beach:

At its October 23, 2018 meeting the Long Beach City Council voted to file a protest with the Department of Alcoholic Beverage Control concerning the subject application. Enclosed is a copy of the protest letter and excerpt of the minutes showing the action taken at the October 23, 2018 Council meeting for Agenda Item No. 35.

Please be advised that the Long Beach City Council, at its meeting held Tuesday, March 10, 2020, approved the action recommended by Mary Zendejas, Councilwoman for the First District, to rescind the action taken on October 23, 2018, and withdraw its protest for the subject application.

Please be advised that the Long Beach City Council, by this letter, is officially withdrawing its protest for the subject application for Norma Mora de Perez, dba Brite Spot Coffee Shop. A copy of the City Council documentation from March 10, 2020 is enclosed for your records.

The City of Long Beach thanks you for your assistance in this matter.

Respectfully submitted,



MONIQUE DE LA GARZA
CITY CLERK

Prepared by:
Pablo Rubio

Attachment

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



file

R-26

COUNCILWOMAN
MaryZendejas ★

DATE: March 10, 2020
TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL
FROM: Councilwoman Mary Zendejas, District 1 *MZ*
SUBJECT: Removal of Protest – ABC License, Brite Spot

RECOMMENDATION

Recommendation to authorize the City Manager or designee, to withdraw the on-file protest filed with Alcohol Beverage Control by the City in accordance with the direction of the City Council on October 23, 2018, against Brite Spot Restaurant located at 412 West Pacific Coast Highway in the First Council District.

DISCUSSION/BACKGROUND

The Brite Spot is a Long Beach business currently open and operating as a full-service restaurant on Pacific Coast Highway. The premises was licensed for a Type 41 (On-Sale Beer and Wine Eating Place) Alcohol Beverage Control license, from February 1995 through January 2, 2009 to an unrelated owner. The license was revoked due to multiple disciplinary actions. The current owner has been seeking a new alcohol license since April 2010.

The Alcoholic Beverage Control (ABC) has recommended approval of a new license with eleven (11) operating conditions that restrict time of alcohol service, type to be sold, amount that can be sold, and offers strictly enforceable limitations of activities outside of restaurant operations such as music, dancing, and games as well as the condition of the premises inside and out. The business owner has read and signed the conditions limiting the sales, service and consumption of alcoholic beverages.

The business owner has been complying and working with the Long Beach Police Department for almost a decade to improve their standing with the City, the community, and with the Long Beach Police Department. Regarding the recommendation of the Alcoholic Beverage Control and without protest from the nearby residents or school, we respectfully request the removal of the on-file protest against Brite Spot Restaurant.

This matter has been reviewed by Budget Manager Grace H. Yoon on February 26, 2020.

FISCAL IMPACT

This recommendation requests the City Manager to remove the on-file protest against Brite Spot Restaurant from the First Council District. The requested action is anticipated to require minimal level of staff hours beyond the budgeted scope of duties and is expected to have minimal impact on existing City Council priorities.

SUGGESTED ACTION

Approve the recommendation.



CITY OF LONG BEACH

OFFICE OF THE CITY CLERK

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

October 25, 2018

Mr. Brad D. Beach
Supervising Agent In Charge
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 Alcoholic Beverage Control License, at 412 West Pacific Coast Highway.

Dear Mr. Beach:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, October 23, 2018, approved 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,

MONIQUE DE LA GARZA
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-35

POLICE DEPARTMENT

400 WEST BROADWAY LONG BEACH CALIFORNIA 90802

Robert G. Luna
Chief of Police

October 23, 2018

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file 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. On June 21, 2016, the City Council protested the application 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.

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 once again recommends a Public Notice of Protest be submitted to ABC.

TIMING CONSIDERATIONS

City Council action is requested on October 23, 2018, to respond to the Department of Alcoholic Beverage Control by the October 31, 2018, due date.

FISCAL IMPACT

There is no fiscal impact associated with this recommendation.

HONORABLE MAYOR AND CITY COUNCIL
October 23, 2018
Page 2

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



ROBERT G. LUNA
CHIEF OF POLICE

RGL: WPL: ef

APPROVED:


PATRICK H. WEST
CITY MANAGER

HONORABLE MAYOR AND CITY COUNCIL
October 23, 2018

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 for an On-Sale Beer and Wine for a bona fide public eating place license.

Basis 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: 5
Number of licenses existing: 2

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 211. Crime in a reporting district must be at least 126 to qualify for a high crime protest.

Type of business: A restaurant.

Last day to request conditions and protest: October 31, 2018

**AN EXCERPT FROM THE MINUTES OF
THE LONG BEACH CITY COUNCIL MEETING
HELD TUESDAY, OCTOBER 23, 2018**

REGULAR AGENDA:

35. (18-0957) Recommendation to receive and file 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)
(09:31 PM)

Suggested Action: Approve recommendation.

Motion: Approve recommendation.

Moved by Councilwoman Gonzalez, seconded by Councilmember Pearce.

Vote: Approve recommendation.(Carried 8-0)

Yes: Councilwoman Gonzalez, Councilmember Pearce, Councilwoman Price, Councilmember Supernaw, Councilwoman Mungo, Councilmember Uranga, Councilman Austin, and Councilmember Richardson.

Absent: Vice Mayor Andrews.

CERTIFIED AS A TRUE AND CORRECT COPY



CITY CLERK OF THE CITY OF LONG BEACH

DATE: October 25, 2018

By: Pablo Rubio, City Clerk Analyst

Pablo Rubio

From: Fax2Mail Powered by OpenText <reports@reply.fax2mail.com>
Sent: Wednesday, March 11, 2020 5:33 PM
To: Pablo Rubio
Subject: ABC Withdrawing Protest - dba Brite Spot Coffee Shop, 412 West Pacific Coast Highway

-EXTERNAL-

MAIL2FAX DETAILED DELIVERY REPORT

Attention	DLA Admin
Job Number	1702165777
Sent By User	F2M/30565075606
Entered Fax2Mail System	03/11 17:29
Report Generated	03/11 17:32
Subject	ABC Withdrawing Protest - dba Brite Spot Coffee Shop, 412 West Pacific Coast Highway
Page Count	10 (including cover sheet)

SUMMARY

Sent: 1	Errors: 0	Cancelled: 0
Total: 1		

Destination	Status	Date	Time	Num. Retries
5629821396	SENT	03/11	17:32	1