



# CITY OF LONG BEACH

POLICE DEPARTMENT  
400 WEST BROADWAY LONG BEACH CALIFORNIA 90802

# R-14

Robert G. Luna  
Chief of Police

July 19, 2016

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive the application of Zeyad, Incorporated, dba California Heights Market, for a person-to-person and premise-to-premise transfer of an Alcoholic Beverage Control (ABC) license, at 3766 Orange Avenue, determine the application serves the public convenience and necessity, submit a Public Notice of Protest to ABC, and direct the City Manager to withdraw the protest if a Conditional Use Permit (CUP) is granted. (District 7)

## 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. The attached application lists the possible bases for protest. This license is being transferred from a liquor store in the city of Pasadena, and will be an upgrade to the existing license at the premises.

## TIMING CONSIDERATIONS

The Department of Alcoholic Beverage Control received the above application on June 10, 2016. The applicant is still in the planning stage, and has not yet received a CUP. Provided the Planning Commission approves the CUP, the recommendation includes a request to direct the City Manager to withdraw the Public Notice of Protest. City Council action is requested on July 19, 2016 to respond to the Department of Alcoholic Beverage Control by the July 29, 2016 due date.

## FISCAL IMPACT

There is no fiscal impact associated with this recommendation.

## SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

ROBERT G. LUNA  
CHIEF OF POLICE

APPROVED:

  
PATRICK H. WEST  
CITY MANAGER

HONORABLE MAYOR AND CITY COUNCIL  
July 19, 2016

Council District 7

Applicant: Zeyad, Incorporated  
DBA: California Heights Market  
Address: 3766 Orange Avenue

Type of Application: A Person-to-Person and Premise-to-Premise transfer of an Off-Sale General license.

Bases for possible protest: Over concentration.  
Residences within 100 feet.  
School within 600 feet.  
Church within 600 feet.  
Licensing this premises would be in contrary to Long Beach Zoning Ordinances.

**PUBLIC CONVENIENCE DETERMINATION:** A determination by the City of public convenience and necessity is required for this application.

Census Tract: 5720.01

Boundaries: Bixby Road to the North  
City Limits to the South  
Cherry Avenue to the East  
Atlantic Avenue to the West

Number of licenses allowed: 3  
Number of licenses existing: 6

Police Reporting District: 401

Boundaries: Bixby Road to the North  
36<sup>th</sup> Street to the South  
Cherry Avenue to the East  
Orange Avenue to the West

Reported crimes in this district for ABC purposes are 30. Crime in a reporting district must be at least 140 to qualify for a high crime protest.

Type of business: A liquor store.

Last day to request conditions and protest: July 29, 2016