

May 13, 2021

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 La Ceiba L.B., incorporated dba La Ceiba, for a person to person and premise to premise transfer of an Alcoholic Beverage Control License, at 400 East Anaheim Street, Suite A.

Dear Mr. Beach:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, May 11, 2021 approved the request to file a protest regarding the subject application based on the fact that licensing the premises would be contrary to City of Long Beach zoning ordinances, since a Conditional Use Permit (CUP) is required.

The City Council also approved the City Manager to withdraw the protest if the City's Planning Commission approves a Conditional Use Permit Exception (CUPEX) and if no appeal is made during the 10-day appeal period for the CUPEX. It is anticipated that the CUPEX will be acted upon by the Planning Commission, and once the appeal period has elapsed, a letter will be transmitted to ABC withdrawing the City's protest.

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 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

**C-12**

May 11, 2021

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Receive the application of La Ceiba L.B., Incorporated, dba La Ceiba, for a person to person and premise to premise transfer of an Alcoholic Beverage Control (ABC) license, at 400 East Anaheim Street, Suite A; submit a Public Notice of Protest to ABC; and, direct the City Manager to withdraw the protest if a Conditional Use Permit Exemption (CUPEX) is granted. (District 3)

**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.

**TIMING CONSIDERATIONS**

The Department of Alcoholic Beverage Control received the above application on March 26, 2021. The applicant is still in the planning stages and has not yet received a CUPEX. Provided the Planning Commission approves the CUPEX, the recommendation includes a request to direct the City Manager to withdraw the Public Notice of Protest. City Council action is requested on May 11, 2021, to respond to the Department of Alcoholic Beverage Control by the May 15, 2021 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

ATTACHMENTS

APPROVED:



THOMAS B. MODICA  
CITY MANAGER

HONORABLE MAYOR AND CITY COUNCIL  
May 11, 2021

Council District: 1  
Applicant: La Ceiba L.B., Incorporated  
DBA: La Ceiba  
Address: 400 East Anaheim Street, Suite A  
Type of Application: A person to person and a premise to premise transfer of an On-Sale Beer and Wine Bona Fide Eating Place license.  
Bases for possible protest: High crime  
Over concentration  
Residences within 100 feet  
Hospital within 600 feet

**PUBLIC CONVENIENCE DETERMINATION:** A determination of Public Convenience and Necessity **is not** required for this application.

Census Tract: 5763.01  
Boundaries: Anaheim Street to the North  
7<sup>th</sup> Street to the South  
Atlantic Avenue to the East  
Pine Avenue to the West  
Number of licenses allowed: 4  
Number of licenses existing: 5  
Police Reporting District: 171  
Boundaries: Anaheim Street to the North  
10<sup>th</sup> Street to the South  
Atlantic Avenue to the East  
Long Beach Boulevard to the West

Reported crimes in this district for ABC purposes are 143. Crime in a reporting district must be at least 97 to qualify for a high crime protest.

Type of business: A restaurant  
Last day to request conditions and protest: May 15, 2021

Date: May 11, 2021  
To: File  
From: Jose Gonzalez, Detective, Vice Investigations Section  
Subject: **LA CEIBA – 400 EAST ANAHEIM STREET, SUITE A**

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (3/26/20-3/26/21)**

Unwelc                      Unwelcome Guest                      Assisted Citizen

**ABC INSPECTIONS (Past three years)**

Not applicable

**RESIDENCES WITHIN 100 FEET**

1227 Linden Avenue	Single Family Residence
1225 Linden Avenue	Single Family Residence
1221 Linden Avenue	Single Family Residence
1219 Linden Avenue	Single Family Residence
1217 Linden Avenue	Single Family Residence
1209 Linden Avenue	Single Family Residence
1132 Linden Avenue	Multi Family Residence
1100 Linden Avenue	Multi Family Residence
221 Frontenac Court	Single Family Residence

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

1050 Linden Avenue                      St. Mary's Medical Center

**AN EXCERPT FROM THE MINUTES OF  
THE LONG BEACH CITY COUNCIL MEETING  
HELD TUESDAY, MAY 11, 2021**

CONSENT CALENDAR: **(05:04 PM)**

12. (21-0413) Recommendation to receive the application of La Ceiba L.B., Incorporated, dba La Ceiba, for a person to person and premise to premise transfer of an Alcoholic Beverage Control (ABC) License, at 400 East Anaheim Street, Suite A; submit a Public Notice of Protest to ABC; and, direct City Manager to withdraw the protest if a Conditional Use Permit Exemption (CUPEX) is granted. (District 1)

*Suggested Action: Approve recommendation.*

**Motion:** Approve Consent Calendar Items 1 - 15, except for Item 11.  
Moved by Councilmember Uranga, seconded by Councilman Austin.

**Vote:** Approve Consent Calendar Items 1 - 15, except for Item 11.(Carried 9-0)  
Yes: Councilwoman Zendejas, Councilwoman Allen, Councilwoman Price,  
Councilman Supernaw, Councilwoman Mungo, Councilwoman Saro,  
Councilmember Uranga, Councilman Austin, and Vice Mayor Richardson.

CERTIFIED AS A TRUE AND CORRECT COPY



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CITY CLERK OF THE CITY OF LONG BEACH

DATE: May 13, 2021

By: Kyle Smith, City Clerk Specialist

## Kyle J. Smith

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**From:** Fax2Mail Powered by OpenText <reports@reply.fax2mail.com>  
**Sent:** Thursday, May 13, 2021 4:06 PM  
**To:** Kyle J. Smith  
**Subject:** ABC License Letter - dba La Ceiba 400 East Anaheim Street, Suite A

**-EXTERNAL-**

### MAIL2FAX DETAILED DELIVERY REPORT

<b>Attention</b>	DLA Admin
<b>Job Number</b>	1693327254
<b>Sent By User</b>	F2M/30565075606
<b>Entered Fax2Mail System</b>	05/13 16:04
<b>Report Generated</b>	05/13 16:05
<b>Subject</b>	ABC License Letter - dba La Ceiba 400 East Anaheim Street, Suite A
<b>Page Count</b>	6 (including cover sheet)

### SUMMARY

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

<b>Destination</b>	<b>Status</b>	<b>Date</b>	<b>Time</b>	<b>Num. Retries</b>
5629821396	SENT	05/13	16:05	1