

# CITY OF LONG BEACH

POLICE DEPARTMENT

# R-29

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

Jim McDonnell  
Chief of Police

April 6, 2010

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive and file the application of Vino Direct LLC, dba Vino Direct LLC, for an original Alcoholic Beverage Control license, at 3605 Long Beach Boulevard Suite 200, with conditions. (District 8)

## 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 April 16, 2010. Accordingly, City Council action is required at the April 6, 2010 City Council meeting.

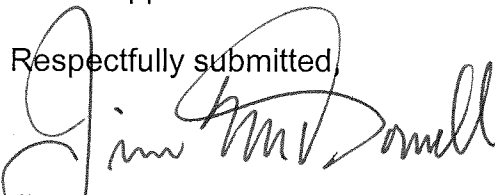
## FISCAL IMPACT

None.

## SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JIM McDONNELL  
CHIEF OF POLICE

JM:DBS:dbs

APPROVED:



PATRICK H. WEST  
CITY MANAGER

ADMINISTRATION BUREAU  
(562) 570-5830  
FAX (562) 570-5883

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  
April 6, 2010

Council District: 8

Applicant: Vino Direct LLC  
DBA: Vino Direct LLC  
Address: 3605 Long Beach Boulevard Suite 200

Type of Application: An original application for a Beer and Wine Importer license and a Beer and Wine Wholesaler license. This is a Non-Retail license for the business with no alcoholic beverages on the premises. Therefore this license cannot be protested.

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: 5720.02

Boundaries: Bixby Road to the North  
Wardlow Road to the South  
Atlantic Avenue to the East  
Metro Blue Line to the West

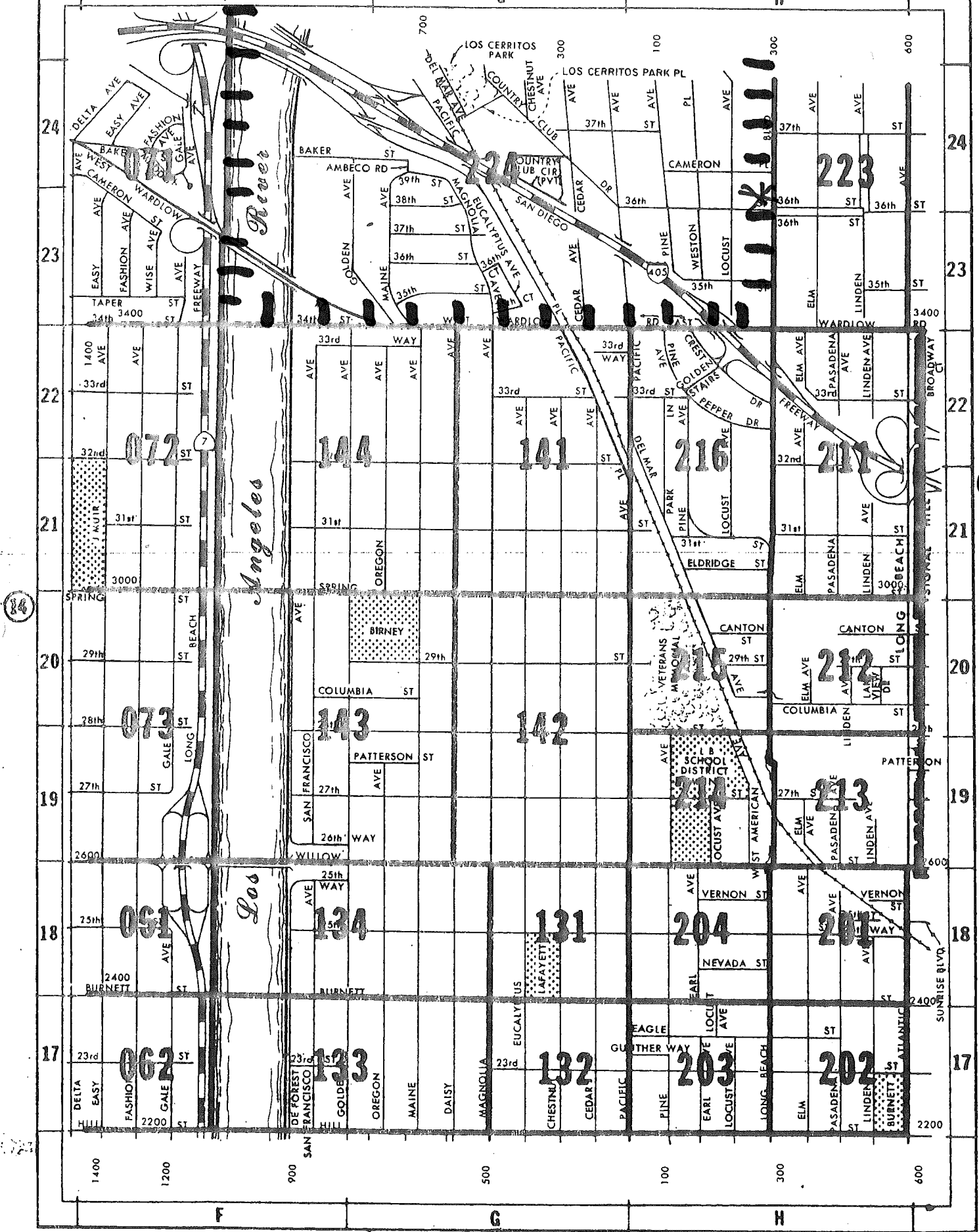
Number of licenses allowed: 3  
Number of licenses existing: 2

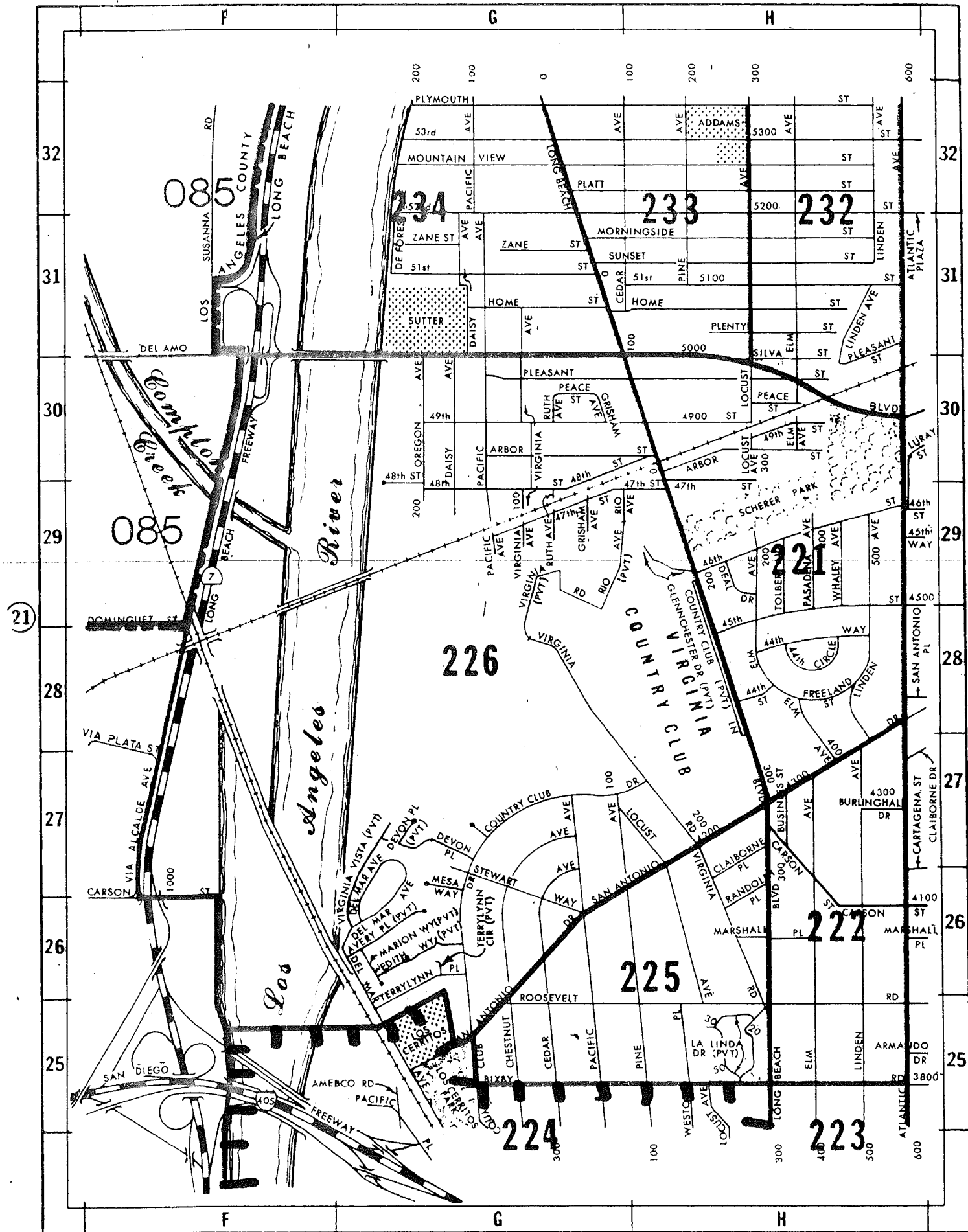
Police Reporting District: 224

Boundaries: Bixby Road/San Antonio Drive to the North  
Wardlow Road/34th Street to the South  
Long Beach Boulevard to the East  
Long Beach Freeway to the West

Reported crimes in this district for ABC purposes are 207. Crime in a reporting district must be at least 199 to qualify for a high crime protest.

Type of business: Importer and Wholesaler business.  
Last day to request  
conditions and protest: April 16, 2010







**Date:** April 6, 2010  
**To:** File  
**From:** Dana Smith, Detective, Vice Investigations Section  
**Subject:** VINO DIRECT LLC, 3605 LONG BEACH BOULEVARD SUITE 200

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (03/17/09-03/17/10)**

None

**ABC INSPECTIONS (past three years)**

None

**RESIDENCE WITHIN 100 FEET**

None

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

3610 Locust Avenue  
3650 Long Beach Boulevard  
3635 Elm Avenue  
3601 Linden Avenue

Long Beach Masonic Temple  
Light & Life Christian Fellowship  
Temple Beth Shalom Church & School  
Grace Brethren Church & School

DBS:db  
cfs.memo