

7-24-12 #1  
Councilman Andrews

# World Market

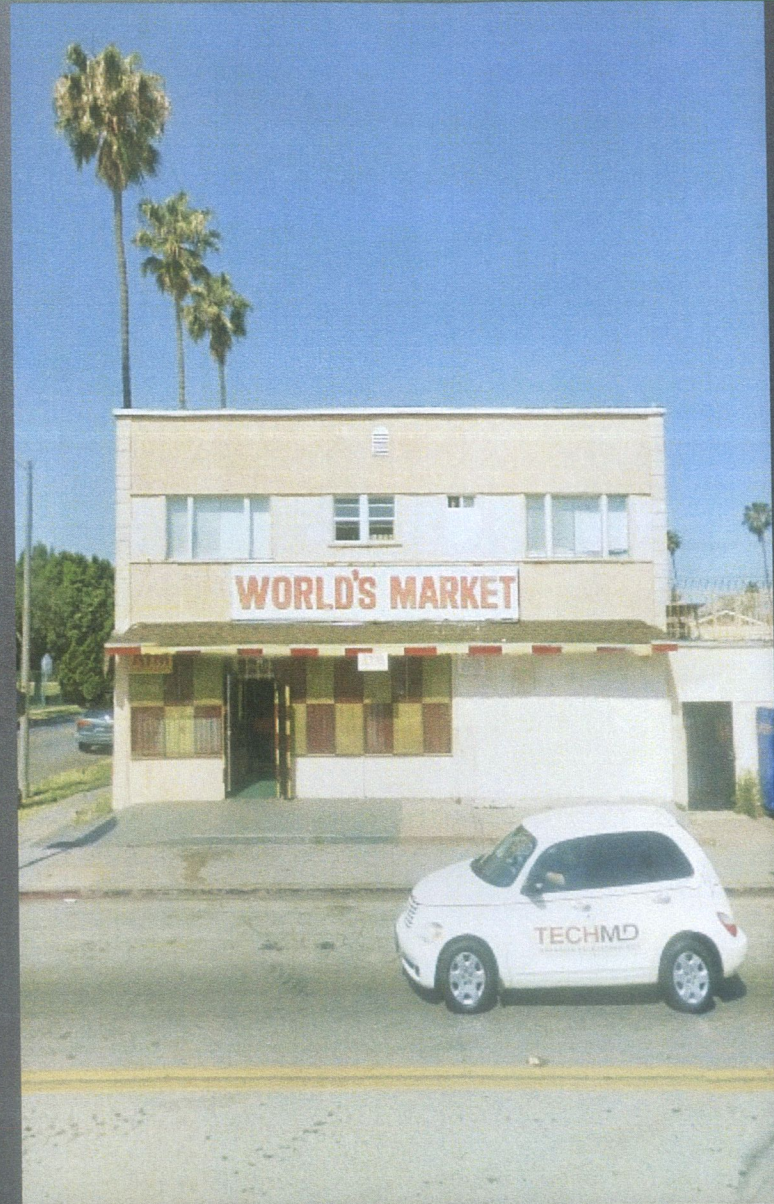
Conditional Use Permit



# World Market

2003 Orange Ave

- Successfully operated business for 20 Years
- Late 2011 Mr. Ma approached CD6 Council office with problem
- Property Owner 2003 Orange Ave more than doubled rent. Mr. Ma could
  - Sell license to property owner & continue to have bear & wine store operate at this location
  - Move business to a more suitable Location
  - Go out of business.





# World Market

Directly across the street (83) feet from  
Mary Butler Elementary School  
East 20<sup>th</sup> Street





# World Market

Directly across the street (62) feet from  
Martin Luther King Park

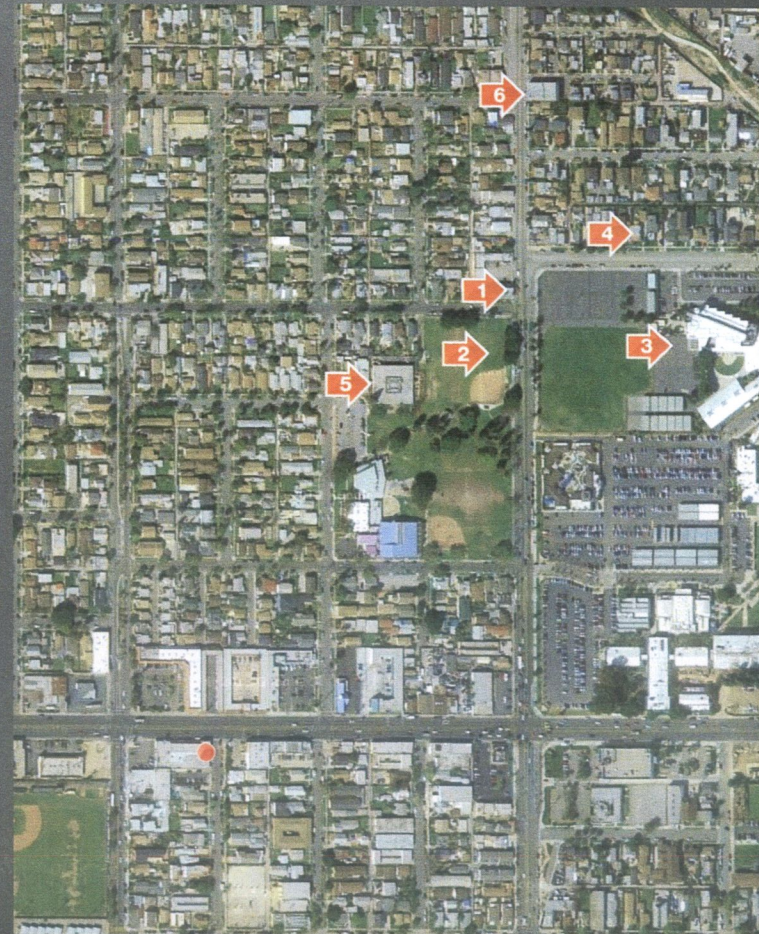
East 20<sup>th</sup> Street





# World Market 2003 Orange Ave

- Deep in a residential neighborhood
- Across the street from elementary school and MLK park.
- Less than 300 feet from Temple
- Less than 400 feet from Health Department Daycare at MLK Park
- Less than 600 feet from Masjid Al-Shareef Mosque
- Less than 400 feet from LBCC







2003 Orange Location Proximity to Neighborhood



# Long Beach City Council

## March 20, 2012

- First step was to receive & file application for premise-to-premise transfer ABC License at 1030 East Pacific Coast Highway
- Second Step direct the City Manager to withdraw protest if CUP was agreed to by Planning Commission
- Approved by City Council

AN EXCERPT FROM THE MINUTES OF  
THE LONG BEACH CITY COUNCIL MEETING  
HELD TUESDAY, MARCH 20, 2012

REGULAR AGENDA: (6:36 PM)

17. (12-0230) Recommendation to receive and file the application of Quen Ma, dba World Market, for a premise-to-premise transfer of an Alcoholic Beverage Control (ABC) License, at 1030 East Pacific Coast Highway, submit a Public Notice of Protest to ABC, and direct City Manager to withdraw the protest if a Conditional Use Permit is granted by the Planning Commission and passes without an appeal. (District 6) (6:45 PM)

*Suggested Action:* Approve recommendation.

Councilman Andrews spoke.

**Motion:** Approve recommendation.  
Moved by Andrews, seconded by Garcia.

**Vote:** Approve recommendation. (Carried 8-0)  
Yes: Garcia, Lowenthal, O'Donnell, Schipske, Andrews, Johnson, Gabelich, and Neal.  
Absent: DeLong.



# Planning Commission Meeting

## May 17, 2012

- Staff Recommended Approval of CUP
- Over 33 conditions
  - The beer and wine sales shall be limited to one cooler and shall not be expanded
  - Security Cameras w/ LBPD
  - No beer or malt beverages shall be sold, regardless of container size, in packages of less than three per sale.

For purposes of ABC License this area is:

- Not High Crime Area
- Not Over Concentration



## Planning Commission Meeting May 17, 2012 Staff Findings

The subject site is located within 500 feet of Poly High school property boundaries. However, the school offices and classrooms are approximately 2,000 feet away from the entrance of the store southerly corner of the school, away from the entrance of the school. Thus, staff is recommending that the Planning Commission waive this finding. Staff consulted with LBUSD for this application and they expressed no opposition to approval of this permit.



Planning Commission Meeting - Continued  
May 17, 2012

Result: Planning Commission overturned Staff recommendation directing preparation of negative findings for 4/7/12 Planning Commission Meeting.



# Planning Commission Meeting

## June 7, 2012

- Based on Planning Commission direction from the May 17<sup>th</sup> meeting, staff came back with a negative recommendation
- CUP was denied based on proximity of school
- Appeal filed on behalf of applicant in support of premise-to-premise license transfer



## Liquor Store V. Neighborhood Market Selling Beer & Wine

### Whistler Liquor Store

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- Wall to wall liquor store 16,000 square feet
- Distilled spirit such as Brandy, Whiskey, & Vodka
- Sold as individual bottles including malt beverages & wine over 15% proof
- No CUP limiting business activity
- Between 2004 & 2009, more than 1,200 calls for service at this location
- Late hours of operation

### Neighborhood Market

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- Neighborhood Market offers variety of products and service
- Small business that caters to local market.
- Food & produce available
- Limited and controlled sale of beer and wine



# Whistler Liquor Store





# Background Information & Conclusion

- No daycare licensed in immediate neighborhood
- PCH is a commercial corridor.
- Neighborhood Market is suitable for this location
- Supports Small Businesses
- Location has high vacancy rate and having leased store fronts attracts other businesses.