



# CITY OF LONG BEACH

## POLICE DEPARTMENT

# R-28

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

ANTHONY W. BATTS  
Chief of Police

March 18, 2008

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Receive and file the application of Merced Huerta, dba Merced Restaurant, for an original Alcoholic Beverage Control license, at 1064 East Broadway, with conditions. (District 2)

### 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 March 21, 2008. Accordingly, City Council action is required at the March 18, 2008 City Council meeting.

### FISCAL IMPACT

None.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

ANTHONY W. BATTS  
CHIEF OF POLICE

APPROVED:

  
PATRICK H. WEST  
CITY MANAGER

AWB:DBS:dbs  
attachments

ADMINISTRATION BUREAU  
(562) 570-5830  
FAX (562) 570-5833

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  
March 18, 2008

Council District: 2

Applicant: Merced Huerta  
DBA: Merced Restaurant  
Address: 1064 East Broadway

Type of Application: An original application for an On-Sale Beer and Wine for bonafide eating place license.

Bases for possible protest: High crime.  
Residence within 100 feet.

**PUBLIC CONVENIENCE DETERMINATION:** A determination by the City of public convenience and necessity **is not** required for this application.

Census Tract: 5766.01

Boundaries: Appleton Street to the North  
Ocean Boulevard to the South  
Esperanza Avenue to the East  
Alamitos Avenue to the West

Number of licenses allowed: 4  
Number of licenses existing: 3

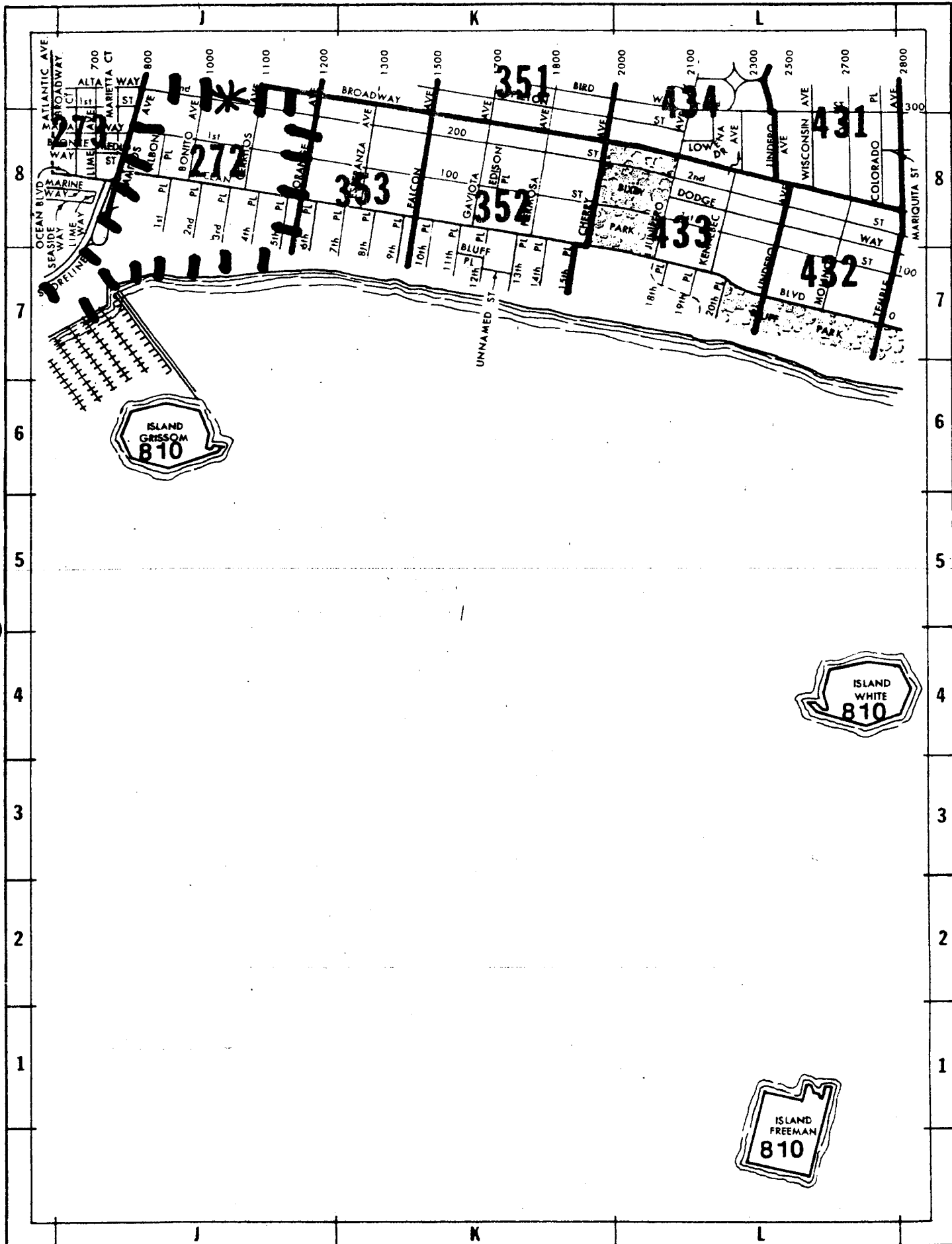
Police Reporting District: 272

Boundaries: Broadway to the North  
Pacific Ocean to the South  
Orange Avenue to the East  
Alamitos Avenue/Shoreline Drive to the West

Reported crimes in this district for ABC purposes are 258. Crime in a reporting district must be at least 198 to qualify for a high crime protest.

Type of business: A restaurant.

Last day to request conditions and protest: March 21, 2008





**Date:** March 18, 2008  
**To:** File  
**From:** Dana Smith, Detective, Vice Investigations Section  
**Subject:** **MERCED RESTAURANT, 1064 EAST BROADWAY**

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (02/21/07-02/21/08)**

None

**ABC INSPECTIONS (past three years)**

None

**RESIDENCE WITHIN 100 FEET**

1071 East Broadway	Multi-Unit Complex
1066 East Broadway	Multi-Unit Complex
1061 East Broadway	Multi-Unit Complex
1056 ½ East Broadway	Single Family Dwelling
1056 East Broadway	Single Family Dwelling
1055 East Broadway	Multi-Unit Complex
1054 East Broadway	Single Family Dwelling
1052 East Broadway	Single Family Dwelling
1050 East Broadway	Single Family Dwelling
1073 East 2 <sup>nd</sup> Street	Single Family Dwelling
1069 East 2 <sup>nd</sup> Street	Single Family Dwelling
1059 East 2 <sup>nd</sup> Street	Multi-Unit Complex
1055 East 2 <sup>nd</sup> Street	Single Family Dwelling
1053 East 2 <sup>nd</sup> Street	Single Family Dwelling
1051 East 2 <sup>nd</sup> Street	Single Family Dwelling
1049 East 2 <sup>nd</sup> Street	Single Family Dwelling

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

None

DBS:dbs  
cfs.mem