



St. Mark Baptist Church of Long Beach
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7-24-12 H-1
 Lydia Hollie

City Council Members
 City of Long Beach
 333 W. Ocean Boulevard
 Long Beach, CA 90802

Lee Ware
 Chairman
 Deacon Board

Wilma Powell
 Chairperson
 Board of Trustees

Patricia Turner
 Financial Secretary

Birdie King
 Secretary/Clerk

Dear City Council Members:

I am writing you today concerning the appeal of the decision to deny a conditional use permit for the sale of beer and wine for off-site consumption (type 20 license) at an existing convenience store, located at 1030 E. Pacific Coast Highway, application no. 1202-18.

I ask that you deny the appeal.

Allowing yet another neighborhood convenience store to sell beer and wine will be detrimental to the growth and safety of that neighborhood and its residents. It has been researched and proven over the years that a neighborhood where there is a high density of places that sell alcohol, rate of violence is higher. That means, as the number of places that sell alcohol in the neighborhood increases, so does crime, particularly violent crimes.

This has me concerned for a few reasons. First, as Deacon Board Chair here at St. Mark, I'm concerned for the safety of the congregation of this church, and the churches in the surrounding area. I'm sure you all can empathize with me when I say, as people, we all need a safe place of refuge where we can meditate, perhaps meet with others of a like mind, and rejuvenate; be it attending church service, bible class, dinner with friends, or perhaps an afternoon in the park with family. My point is; we all require some sort of escape and release from the day to day drudge, and we should all have the right to do it in a safe environment, free from fear of harm. Second, Long Beach Poly High School is just around the corner. Youth enter to learn, play sports, make friends, and develop who they are as people, as well as develop relationships that can affect them the rest of their lives. How tragic would it be if an innocent child's life were to be drastically affected because of an increase in violent crimes in the surrounding neighborhood? Finally, with an increase in stores selling alcohol, the likelihood for underage drinking increases, potentially leading to teenage alcoholism and violent crimes among juveniles. The increase in violence will require more of our law enforcement personnel to keep the streets safe. More paramedics will be needed, as well as more fire department personnel—all of these circumstances causing property values to plummet in those neighborhoods.

Denying the appeal just makes good sense: for the residents of the neighborhood, for those who do business in the neighborhood, students, church goers, our young people, and the community as a whole.

Please help us as we do our best to continue to protect our neighborhoods.

Thank you so much for your time, and for your help.

Sincerely,

Deacon Lee Ware,
 Deacon Board Chair, St. Mark Baptist Church

July 24, 2012

Honorable Mayor and City Council
City of Long Beach
333 West Ocean Boulevard, 14th Floor
Long Beach, CA 90802

Attention: Mr. Larry Herrera, City Clerk

Re: **Application No.: 1202-18**
 ABC License No.: 519463

Subject: **Appeal Hearing**
 Support for the Planning Commission's Decision to Deny a Conditional
 Use Permit for the Sale of Beer and Wine for Off-Site Consumption (Type
 20 License) at World Market, 1030 East Pacific Coast Highway (District 6)

Honorable Mayor and Members of the City Council:

As the former Co-Chair Long Beach DHHS Weed and Seed Program Steering Committee and Long Beach resident who collaborated with others and worked ten years in the Central Area to reduce youth and gang violence and save lives, I urge you to uphold the Planning Commission's decision to deny the issuance of a conditional use permit to allow the sale of beer and wine for off-site consumption at World Market, 1030 East Pacific Coast Highway in the CHW zone.

I encourage the City Council to ask itself if whether it will be a protective factor or a risk factor to the neighborhoods where the World Market is located.

If you overturn the Planning Commission's decision and approve the Type 20 off-site license, then you will be the chief risk factor and primarily responsible for re-infecting these fragile neighborhoods with the very disease that community members have striven for years to eradicate which will hasten their demise.

By upholding the Planning Commission's decision and denying the Type 20 off-site license, then you will serve as the community's ultimate protector and thereby sustain nearly a decade of work toward building a stable, healthy, and vibrant community. A new norm has been established in the area without a store that sells alcoholic beverages for off-site consumption and good public policy would continue to vigorously and unanimously support that paradigm.

GROUNDS FOR PROTEST

1. **The use shall not be located within 500 feet of a public school or public park.** City Staff found that "[t]he subject site [is] located within 500 feet of the Long Beach Polytechnic High School campus boundaries. With the proximity of the school the opportunity exists for sales of beer and wine to students who are under age to drink, thus potentially creating a higher risk of a health and safety problem to the surrounding community." (Conditional Use Permit Findings, dated June 7, 2012; see also, Alcohol Beverage Control Act, Business and Professional Code Division 9, Section 23789(a)(b), effective January 1, 2007, (a) authorizes refusal of issuance within immediate vicinity of churches and hospitals; (b) authorizes refusal for issuance within 600 feet of public schools or parks).

With 4,835 students, Long Beach Polytechnic High School has the largest school population in the city (LBUSD School Accountability Report 2010-2011). World Market (hours of operation are 8am-9pm) is located approximately 350 feet (per city staff documentation referenced above) of the Long Beach Polytechnic High School boundary entrance near the south/west corner of Martin Luther King Boulevard. World Market is on the same route that youth travel to and from school. Studies have drawn a direct linkage between high density of alcohol outlets and anti-social youth behaviors.

City staff's finding as well as community concerns are also supported by the seminal research which has demonstrated a strong correlation between high density of alcohol outlets in areas where social and environmental inequities are present and a variety negative behaviors, including underage drinking, gang violence, and youth homicide [See, Parker, R. N. (2004, May 2). Alcohol and Violence: Connection, Evidence and Possibilities for Prevention. *Journal of Psychoactive Drugs*. Retrieved July 16, 2012, from stopyouthviolence.ucr.edu/pubs_by_topic; The Prevention Research Center. "Preventing Underage Alcohol Access: Essential Elements for Policy, Deterrence and Public Support." *Pacific Institute for Research and Evaluation*. Retrieved July 16, 2012, from resources.prev.org/resource_pub_pud.pdf; Stewart, K. How Alcohol Outlets Affect Neighborhood Violence. Prevention Research Center *Pacific Institute for Research and Evaluation*. Retrieved July 16, 2012, from www.resources.prev.org; University of California-Riverside (2011, September 7). Liquor Store Density Linked to Youth Homicides, U.S. Studies Find. *ScienceDaily*. Retrieved July 16, 2012, from <http://www.sciencedaily.com>; University of California-UC Newsroom (2007, December 13). Alcohol outlet density linked to gang violence. Retrieved July 16, 2012, from www.universityofcalifornia.edu/news/article/17015; Wisconsin Policy Research Institute Report (1995, May) Volume 8, Number 4. "Broken Bottles: Liquor, Disorder, and Crime in Wisconsin." Retrieved July 16, 2012, from www.wpr.org/Reports/Volume8/Vol8no4.pdf].

Therefore, if the Type 20 beer and wine license is granted, World Market will have a negative impact on the environment and youth from throughout the city who attend Long Beach Polytechnic High School. World Market will negate the fragile environmental quality that has been achieved as well as become an influence in anti-social behaviors and a magnet for underage drinkers. No other high school in the city of Long Beach will have the number of alcohol outlets at one intersection as Long Beach Polytechnic High School, which lies in the middle of Central Long Beach. World Market's request for a Type 20 license to sell beer and wine for off-site consumption must not be permitted because a positive finding cannot be made consistent with the criteria set forth in the Zoning Ordinance.

2. The proposed use will be detrimental to the surrounding community, including the public health, safety or general welfare, environmental quality or quality of life. City Staff found that "[t]he addition of off-site beer and wine sales at an existing convenience store could be detrimental to the surrounding community. With the proximity of Long Beach Polytechnic High School approximately 350 feet away from the proposed site, the potential exists or sales of beer and wine to students who are under age, potentially creating a health and safety problem to the surrounding community"(Conditional Use Permit Findings, dated June 7, 2012).

The detrimental nature of this use to the public health, safety or general welfare, environmental quality or quality of life is reflected by academic research which has found that high alcohol outlet density is also linked to domestic violence and sexual assault, theft, robbery, vandalism, automobile collisions, urban decay, and economic decline, including a dilatory impact on preexisting businesses. [See: Commission to Build a Healthier America (2008 September). *Where We Live Matters for Our Health. Issue Brief: Neighborhoods and Health. Robert Wood Johnson Foundation.* Retrieved July 16, 2012, from commissiononhealth.org/pdf; Institute for Public Strategies. *Research Summary: Evaluating the Impact of Outlet Density on Crime. Funded by County of San Bernardino Department of Behavioral Health, Office of Prevention & Early Intervention.* Retrieved July 16, 2012, from www.archsinstitute.org/documents/Attachment10OutletDensityandCrime-ResearchSummary_000pdf; Scribner, R.A., Cohen, D.A., Fisher, W. (2000, February; 23(2):188-95). Abstract: Evidence of a Structural Effect for Alcohol Outlet Density: A Multilevel Analysis. *Alcohol Clinical Experimental Research.* Retrieved July 16, 2012, from www.ncbi.nlm.nih.gov/pubmed/10698371; Teh, B. (2007, December 11). *Do Liquor Stores Increase Crime and Urban Decay?* Retrieved July 16, 2012, from websv03b.colgate.edu/].

Applicant World Market is located within the former Weed and Seed target community (east to Cherry Avenue, west to the Los Angeles River, north to Hill Street and south the Anaheim Street). This community, within Police Beats 4 and 5, was comprised of a population of approximately 46,000 whose median yearly income is \$21,000 and where 52% subsist on \$15,000 annually or less. The subject census tract has among the highest percentage of youth, the largest number of children in poverty, high school dropout, and the pipeline to jail/prison is among highest based on arrest rates. Yet, through community-driven efforts, the city received an initial award of \$1 million for the federal Weed and Seed Program (50% to the community and 50% to the LBPD) as well as \$400,000 (approximately one-third to LBPD) in supplemental CalGRIP Grant One funds to reduce violent crime, gang activity, and address reentry and neighborhood restoration issues in the Central Long Beach. Between 2007-2011 Weed and Seed leveraged \$1.2 million to restore beleaguered neighborhoods in the target area. A well-developed and respected community-police collaboration implemented the Weed and Seed Program strategies and comprehensive programmatic efforts which significantly contributed the 24% reduction in violent crimes as well as an overall improvement in the quality of life in the target community. When the program concluded on September 30, 2011, the Weed and Seed target area residents fully expected the city to provide assistance with measures to continue reduce the risk factors that plague McBride Park and King Park neighborhoods-in-transition.

On July 23, 2011, the city took direct action to eliminate a leading risk factor to that was detrimental to environmental quality, neighborhood stability, and restoration toward economic growth was Whistler Liquor Store, also known as the "Highway Center," located at 941 E. Pacific Coast Highway. For decades, that business defined Central Long Beach as a high crime area with "bad neighborhood" reputation, and was a menace to the surrounding neighborhoods north and south of the PCH/MLK intersection. Chronic violence and homicides were a regular occurrence at that location while the neighborhoods endured unmerited suffering. According to the former Redevelopment Agency, law enforcement responded to 1200 calls for service and graffiti removal between 2004 and 2009.

Now, less than one year after Whistler's Liquor Store was demolished, the city has given an initial green light to three requests for Type 20 beer and wine licenses at the MLK/PCH intersection; one has been granted with two appealing for approval. astonishingly permitted three Type 20 licenses to emerge on three of the four corners of the PCH/MLK intersection which will completely negating the well-documented hard work engaged through community-police collaborations to reduce violent crime and improve the quality of life through the former Long Beach DHHS Weed and Seed Program from 2007-2011, to wit:

- a. Dragon Express, a restaurant, 1001 East Pacific Coast Highway. Type 20 License to sell beer and wine granted on January 21, 2012.
- b. PCH Market, 1821 Martin Luther King. Type 20 License to sell beer and wine for off-site consumption is requested and appeal pending.
- c. World Market, 1030 East Pacific Coast Highway. Type 20 License to sell beer and wine for off-site consumption is requested and appeal pending.

The city will recreate conditions that are ripe for the resurgence of crime and criminality historically associated with off-site consumption of alcoholic beverages in the subject area. The additional tax revenue potentially generated by these Type 20 licenses will be negated by the fiscal impact resulting from an increase of calls for service placing an additional burden on an understaffed Police Department and a greater strain on the city's limited economic resources. How many units of beer and wine would need to be sold to justify the perceived tax revenues generated by these sells? And at what cost to the city and the surrounding community?

3. A determination of public convenience and/or necessity is unfounded. There is an overconcentration of alcohol outlets with six (6) preexisting locations within a 1 to 8 block radius of the World Market location:

- a. Dragon Express Restaurant, 1001 East Pacific Coast Highway, Ste. 129
- b. CVS Pharmacy and Store, 1250 East Pacific Coast Highway and Orange Avenue
- c. Richie's Liquor Store and Market, 1700 Alamitos (adjacent to Orange Avenue)
- d. London Market, a convenience store, 1814 Atlantic Avenue (adjacent to PCH)
- e. Smart and Final, 1320 Atlantic Avenue (adjacent to New York Street in Poly Plaza)
- f. John's Liquor & Jr. Market, 1320 Atlantic Avenue (adjacent to New York Street in Poly Plaza)

Therefore, granting World Market with a Type 20 off-site license at the subject location will increase the density of alcohol outlets. Nor will it serve a need in the subject community that currently is not being met by the six alcohol outlets already operating in the surrounding community.

4. According to city staff's conditional use permit findings, dated June 7, 2012, "[t]he existing convenience store [World Market] is identified as consistent with the requirements of this [Land Use District #8N–Shopping Nodes Strip], therefore the principal use of the site is consistent with the General Plan. No specific plan applies to the subject site. The request is to allow the sale of beer and wine for off-site

consumption at an existing convenience store which is consistent with requirements of the plan. The project is consistent with zoning regulations of the CHW zoning district, as the off-site sale of alcoholic beverages at an existing convenience store is allowed through the Conditional Use Permit process in this district."

However, under the leadership of the previous Sixth District City Council administration, a document detailing a comprehensive strategic plan for the Sixth District, inclusive of the subject site, was prepared. Consulting that document would have confirmed whether staff's above finding is consistent with the vision for the Sixth District. Secondly, five (5) community surveys were conducted by the Long Beach DHHS Weed and Seed Program target community during the 2007-2011 funding cycle in conjunction with CSU Long Beach and UCLA graduate students. The findings of those surveys highlighted key areas of concern, such as: safe places for children, alcohol outlets near schools and parks, drug and alcohol abuse, gang activity, increased safety, employment for youth and adults, access to fresh fruit and vegetables, pothole repair, lighting in alleys, enforcement of codes on apartment buildings/landlords, permit parking for residents, as well as walk-ability and bike-ability in the neighborhoods. Community members have a reasonable expectation that governmental decisions are made to protect the community's well-being as well as encourage business development that addresses the need for goods and services that matters most to the community.

Thirdly, even if the proposed use is consistent with the General Plan and no specific plan applies to the subject site, consideration must be given to existing and adjacent land use patterns in the vicinity of the subject location:

- (a) In January 2012, the City Council approved a Type 20 license for Dragon Express which is located directly across World Market on the north side of East Pacific Coast Highway. In addition to World Market, you will be considering another Type 20 license request for PCH Market on August 7. These actual and proposed land uses are not warranted in a sensitive area within 500 feet of Long Beach Polytechnic High School, St. Mark Church, the Lewis Avenue residential neighborhood, and at the same intersection where the Whistler's Liquor Store was demolished.
- (b) There are five businesses that are children- and youth-friendly. Each of these businesses will be adversely impacted if World Market is granted a Type 20 license for off-site sell of beer and wine at the subject location:

- 1) C.C. Express Indoor Playground and Fitness Center (1028 E. PCH) is immediately adjacent to World Market. This woman-owned business is designed to combat childhood obesity to eliminate diabetes among toddlers to early teens. Both health challenges are prevalent in the African-American and Latino populations.
- 2) Vacancy (1026 E. PCH)
- 3) Coast Health Care Medical Clinic (1024 E. PCH)
- 4) Thank You Thrift Store (1022 E. PCH)
- 5) VIP Records (1020 E. PCH)

Therefore, the city has an obligation to support and protect existing local businesses as well as an attempt to effectively manage adverse impacts on adjacent activities. For example, if you grant World Market a Type 20 license, then ability for C.C. Express to remain in business to serve a vital community health-related need will be severely undermined. Not only will you sacrifice five existing businesses for one, but you will also convey the message that the city will contravene its own policies, putting both local businesses and residents at risk for increased tax revenue generated by profit earned for selling beer and wine in fragile neighborhoods that was only recently removed from life support through the dedicated efforts of Long Beach DHHS Weed and Seed Program during its 2007-2011 funding cycle.

5. Pursuant to city staff, "[t]he existing building is approximately 3,500 square feet in size. Per zoning code section 21.41.216, parking for a retail store is at (4) spaces per 1,000 square feet of floor area. The current establishment has (14) parking spaces and conforms to current code" (Conditional Use Permit Findings, dated June 7, 2012).

The adequacy of the parking lot is called into question based on the fact that there are (13) spaces, including one space reserved for the handicapped. There are five other businesses for a total of six, including World Market. All retail space being equal, there is only (2.1) spaces per business (13 spaces divided by 6 equals 2.16 spaces per business). Additionally, Williams Gym and Mr. Baker's Barber Shop share these spaces, further reducing available spaces in the parking lot. Therefore, inadequate parking for these businesses potentially impacts residential parking because patrons must enter both World Market and the parking lot on Lewis Avenue.

6. World Market's sole interest in the neighborhood is to sell beer and wine and nothing else.

At the Planning Commission meetings, May 17 and June 7, Quen Ma, owner of World Market, testified that he "could not remain in business unless he sold beer and wine." Since the Planning Commission unanimously denied the Type 20 License request, World Market has not been opened on a consistent during a regular business day at the

at the 1030 East Pacific Coast Highway location. By all accounts, Mr. Ma appears to have neither an interest in establishing a regular customer base to serve the community as a market with access to healthy foods nor any incentive to remain open for business other than to extract profits from the sale of beer and wine license at the expense of public safety, restoration, and revitalization of the surrounding community and businesses.

In closing, I urge you to (1) follow the ABC Control Act, Sections (a) and (b) restricting the issuance of a permit in the immediate vicinity of churches as well as within 600 feet of public schools and parks; (2) follow the city's Conditional Use Permit findings, dated June 7, 2012, prohibiting the use of a Type 20 beer and wine license 500 feet within a public school, specifically Long Beach Polytechnic High School; (3) protect our youth and ensure a safe passage to and from school; (4) protect the surrounding neighborhoods within a fragile social environment; and (5) sustain the good work that has been undertaken by the Weed and Seed community-police collaboration by upholding the Planning Commission's decision to deny the issuance of a conditional use permit to allow the sale of beer and wine for off-site consumption at World Market, 1030 East Pacific Coast Highway in the CHW zone.

Let us continue working together to establish model communities, one neighborhood at a time so that Long Beach becomes the "safest large city" in the nation.

Respectfully submitted,



Lydia A. Hollie, JD/MAED
Former Chair

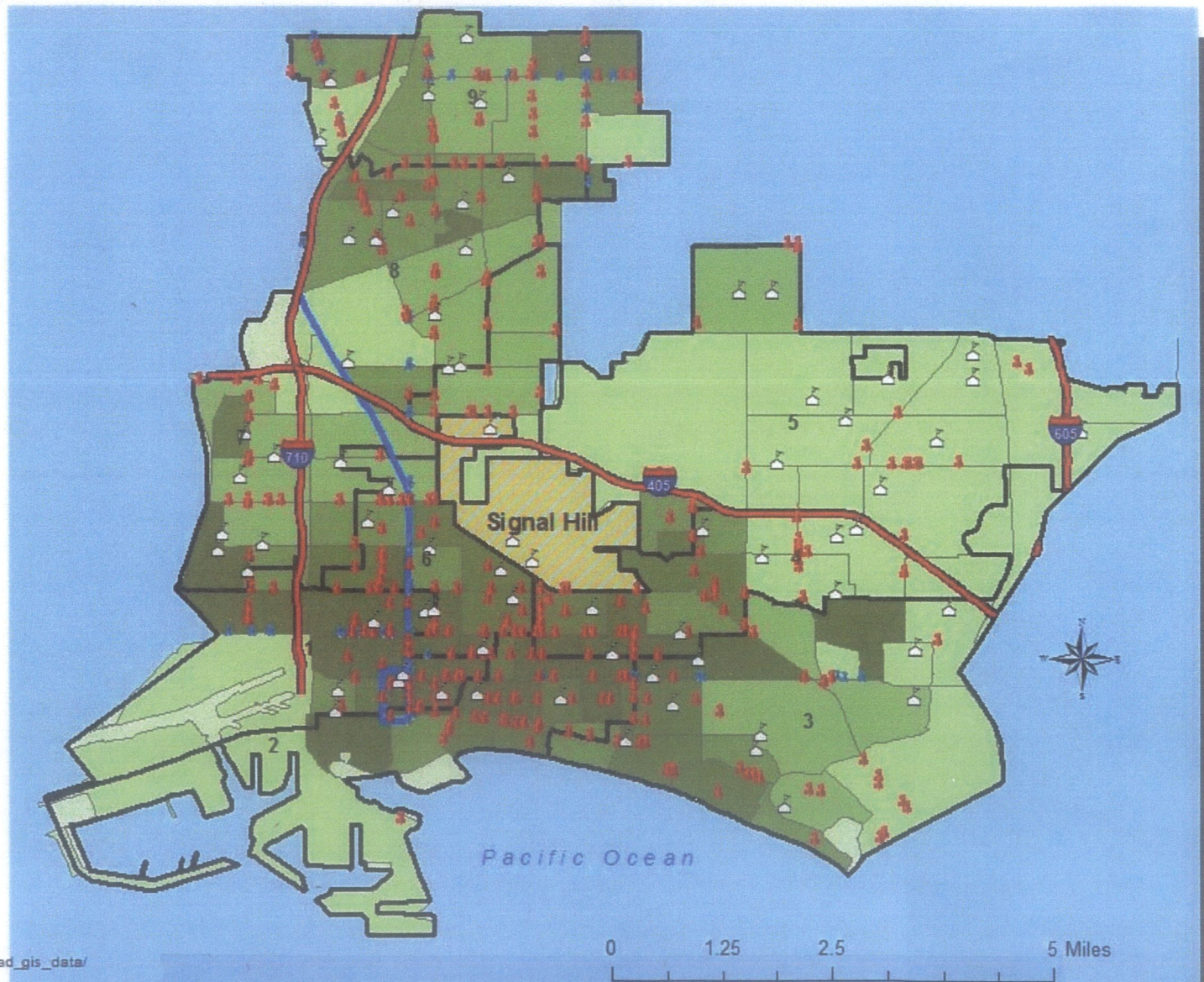
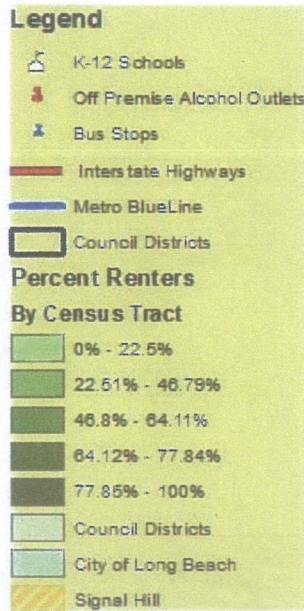
Long Beach DHHS Weed and Seed Program Steering Committee (2007-2011)

Cell: 562.714.7473

Email: Savinglivesreducingviolence@gmail.com

Attachment: Map of Long Beach Liquor Stores, Public Transportation and K-12 School
Source: *Building a Model Community: An In-Depth Community Assessment of the MacArthur Park Neighborhood (2011)*
Presented by UCLA Social Welfare Graduate Students and the Long Beach DHHS Weed and Seed Program
[Legend: Long Beach Off-Premise Alcohol Outlets = red indicators
K-12 Schools = white indicators]

2008 Long Beach Liquor Stores, Public Transportation and K-12 Schools



Data Sources:
 Alcohol Outlets
<http://www.abc.ca.gov/>
 Metro Bus Stops and Blue Line
http://developer.metro.net/gisdata/download_gis_data/
 LA County Interstate Highways
<http://gis.ats.ucla.edu/>
 2008 Long Beach Police Department Annual Part I Crime Report
<http://www.longbeach.gov/police/>
 Geolytics 2008 Projections By Census Tract
<http://www.geolytics.com/USCensus/Estimates-Projections>Data,Variables,Products.asp>

Building a Model Community: An In-Depth Community Assessment
 of the MacArthur Park Neighborhood (2011)
 Presented by UCLA Social Welfare Graduate Students
 and the Long Beach DHHS Weed and Seed Program

Jessica Tovar
 MSW Candidate
 March 2011

July 24, 2012

The Honorable Mayor and Long Beach City Council
333 West Ocean Boulevard, 14th Floor
Long Beach, CA 90802

Attention: Mr. Larry Herrera, City Clerk

Re: **Application No.: 1202-18**
 ABC License No.: 519463

Subject: **Appeal Hearing**
 Support for the Planning Commission's Decision to Deny a Conditional Use Permit
 for the Sale of Beer and Wine for Off-Site Consumption (Type 20 License) at World
 Market, 1030 East Pacific Coast Highway (District 6)

Dear Mayor and City Council:

My home is five homes to the north of the entrance of the World Market on Lewis Avenue. I urge you to approve the Planning Commission's recommendation to deny the issuance of a conditional use permit to allow the sale of beer and wine for off-site consumption at 1030 Pacific Coast Highway in the CHW zone.

- When my husband (later deceased) and I came to Long Beach more than 50 years ago, Central Long Beach consisted of stable, vibrant neighborhoods. For more than 30 years many neighborhoods have suffered and endured entrenched drug activity and violence in the Sixth District. In my neighborhood on the 1700 block of Lewis Avenue, drug activity has been known to exist. If the City Council does not uphold the Planning Commission's decision to deny the conditional use permit for World Market, then my neighborhood will be trapped with a liquor store on one end and drug activity on the other.
- World Market or its supporters cannot establish public convenience. The Central Long Beach area has ample establishments that are convenient for those who desire to purchase alcoholic beverages. To add another will be detrimental to the health, well-being, and quality of life of my neighborhood. Customers who are interested in purchasing beer and wine can walk east three blocks to either CVS on PCH and Orange Avenue or Richie's Liquor & Market on 17th Street and Orange Avenue.
- Over the past five years, I have witnessed a dramatic improvement in the health and stability of the area, especially with the reduction of street gang violence. You must protect my neighborhood from reliving the insufferable experiences of the past. Please do not replace the demolished (year ago) Hi-Way Center Liquor Store (also known as Whistler's Liquor), located on the northwest corner of Pacific Coast Highway and Martin Luther King Jr. Avenue, with the sale of beer and wine on the southeast corner of Pacific Coast Highway and Lewis Avenue.

- In addition, World Market is on a route that youth take on their way to and from Long Beach Polytechnic High School, which is only 350 feet away from school property per city staff's report. The city has an obligation to ensure the safety of its youth as well as minimize to the extent possible undue risk of harm caused by negative influences resulting the ease of accessibility of beer and wine to and from school. Without the sale of beer and wine at the World Market, safety will be substantially increased and negative influences will be significantly reduced for youth in the vicinity.
- Even though the World Market has a PCH address, its entrance is on Lewis Avenue, which is a residential neighborhood. In the immediately vicinity, you will find families and children, including elderly residents and mothers with young children, and a church. Each of us are at risk and vulnerable residents will no longer feel safe to walk in their own neighborhood or to patronize the businesses on the Pacific Coast Highway frontage without fear of potential harm from purchasers of beer and wine. (See Photograph of Entrance.)
- Granting the requested conditional use permit to World Market with a Type 20 license is not an upgrade, but a detriment to the neighborhood. The Lewis Avenue neighborhood which lies between East Pacific Coast Highway to the north and East 17th Street to the south will be especially hard hit. The consequences of beer and wine sales for off-consumption will consign the residents to an endless flow of foot and vehicular traffic, noise, debris, and other types of nuisance behavior between the stated hours of business operations, 8am to 9pm. Residents are also at greater risk of property loss. Expect increased calls for police service if this conditional use permit request is granted.
- There are six (6) preexisting businesses on the PCH frontage that are adjacent to World Market, including an indoor playground to address childhood obesity, ages 1 to 14 years during the hours of 10am-7pm. This business (C.C. Express, 1028 E. PCH) was operating six (6) months prior to World Market start-up. Parents from throughout the city bring their children there. If you approve the conditional use permit, you will be responsible for hastening the failure of a woman-owned small business because no parent, grandparent, or primary caretaker will bring their children to a facility that is immediately adjacent to a beer and wine store.
- Also, the sale of alcoholic beverages for off-site consumption in a residential neighborhood has a negative impact on property values. It takes away from the neighborhood appeal to others who would desire to relocate to the Central Long Beach area.
- Lastly, the Hi-Way Center Liquor Store, also known as Whistler's Liquor (located at the northwest corner of PCH/MLK intersection), was a well-known neighborhood menace, a magnet for crime and criminality, as well as an eyesore for over 30 years in the King Park and McBride Park neighborhoods. According to published reports, 1200 calls for service.

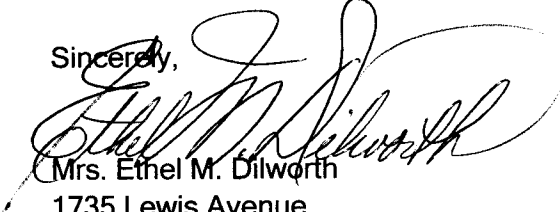
The Honorable Mayor and Long Beach City Council
Re: World Market Appeal Hearing

July 24, 2012
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- *Note: This appeal is not in isolation. On August 7, 2012, you will be considering a similar appeal from PCH Market, located on 1821 Martin Luther King Boulevard (immediately adjacent to Dayman Street), which is located diagonally across in the PCH/MLK intersection from the World Market. (See attached Photograph.)*

For these reasons, I urge you to approve the Planning Commission's decision and deny the World Market's conditional use permit request to sell beer and wine at 1030 East Pacific Coast Highway. Please do not turn back the hands of time and consign my neighborhood and the immediate vicinity to crime and criminality.

Sincerely,



Mrs. Ethel M. Dilworth
1735 Lewis Avenue
Long Beach, CA 90813



Entrance to World Market on Lewis Avenue, a residential neighborhood



View of PCH Market from the southeast corner of Pacific Coast Highway and Lewis Avenue