



# CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802 • (562) 570-6101 • FAX (562) 570-6789

September 19, 2012

Mr. Vincent Cravens  
District Administrator  
Department of Alcoholic Beverage Control  
3950 Paramount Boulevard, Suite No. 250  
Lakewood, California 90712

Re: Application of Phik Cheng Lin, dba PCH Market, to Determine the Application  
Serves the Public Convenience and Necessity for an Original Alcoholic Beverage  
Control License at 1821 Martin Luther King Jr. Avenue

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held Tuesday,  
September 18, 2009 received and filed the subject application.

At the same meeting, the Long Beach City Council took the concurrent action to  
determine and find that the subject application would serve the public convenience and  
necessity.

Enclosed is a copy of the City Council documentation for your file.

Respectfully submitted,

LARRY G. HERRERA  
CITY CLERK

Prepared by:  
Nancy Muth

Attachment

Cc: Councilman Dee Andrews, Sixth District  
City Prosecutor  
Police Department (2) Chief & Vice  
Referral File  
FAX forwarded to ABC, (562) 982-1396

AN EXCERPT FROM THE MINUTES OF  
THE LONG BEACH CITY COUNCIL MEETING  
HELD TUESDAY, SEPTEMBER 18, 2012

REGULAR AGENDA: (6:19 PM)


22. (12-0807) Recommendation to determine that the application serves the public convenience and necessity, and receive and file the application of Phik Cheng Lin, dba PCH Market, for an Original Alcoholic Beverage Control License, at 1821 Martin Luther King Jr. Avenue, with conditions. (District 6) (7:43 PM)

*Suggested Action: Approve recommendation.*

**Motion:** Approve recommendation.  
Moved by Andrews, seconded by O'Donnell.

**Vote:** Approve recommendation. (Carried 6-1)  
Yes: Garcia, Lowenthal, O'Donnell, Schipske, Andrews, and Johnson.  
No: Austin.  
Absent: DeLong, Neal.

CERTIFIED AS A TRUE AND CORRECT COPY

  
CITY CLERK OF THE CITY OF LONG BEACH *Ch. Smith*

DATE: September 19, 2012



# CITY OF LONG BEACH

## POLICE DEPARTMENT

# R-22

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

Jim McDonnell  
Chief of Police

September 18, 2012

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Determine that the application serves the public convenience and necessity, and receive and file the application of Phik Cheng Lin, dba PCH Market, for an Original Alcoholic Beverage Control license, at 1821 Martin Luther King Jr. Avenue, with conditions. (District 6)

### 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. A Conditional Use Permit (CUP) for the sale of beer and wine for off-site consumption (Type 20 license), with the conditions proposed by the Planning Commission, was approved by the City Council on August 7, 2012.

### TIMING CONSIDERATIONS

City Council response is due to the Department of Alcoholic Beverage Control by September 28, 2012. Accordingly, City Council action is required at the September 18, 2012 City Council meeting.

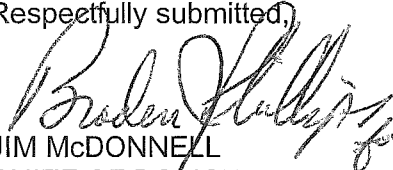
### FISCAL IMPACT

None.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

  
JIM McDONNELL  
CHIEF OF POLICE

APPROVED:

  
PATRICK H. WEST  
CITY MANAGER

JM:CNA:cna

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  
September 18, 2012

Council District: 6

Applicant: Phik Cheng Lin  
DBA: PCH Market  
Address: 1821 Martin Luther King Jr. Avenue

Type of Application: An original application for an Off-Sale Beer and Wine license.

Bases for possible protest: Residence within 100 feet.  
School within 600 feet.  
Church within immediate vicinity.

**PUBLIC CONVENIENCE DETERMINATION:** A determination by the City of public convenience and necessity **is** required for this application.

Census Tract: 5732.02

Boundaries: Hill Street to the North  
Pacific Coast Highway to the South  
Martin Luther King Jr. Avenue to the East  
Long Beach Boulevard to the West

Number of licenses allowed: 4

Number of licenses existing: 2

Police Reporting District: 314

Boundaries: 20th Street to the North  
Pacific Coast Hwy to the South  
Martin Luther King Avenue to the East  
Atlantic Avenue to the West

Reported crimes in this district for ABC purposes are 113. Crime in a reporting district must be at least 171 to qualify for a high crime protest.

Type of business: A neighborhood market.

Last day to request  
conditions and protest: September 28, 2012



**Date:** September 18, 2012  
**To:** File  
**From:** Chris Anderson, Detective, Vice Investigations Section  
**Subject:** PCH MARKET, 1821 MARTIN LUTHER KING JR. AVENUE

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (08/29/11-08/29/12)**

None

**ABC INSPECTIONS (past three years)**

None

**RESIDENCE WITHIN 100 FEET**

917 Dayman Street	1847 Linsley Court
916 Dayman Street	1849 Linsley Court
924 Dayman Street	1851 Linsley Court
925 Dayman Street	1853 Linsley Court
930 Dayman Street	1855 Linsley Court
931 Dayman Street	
943 Dayman Street	

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

Grace Memorial Baptist Church – 1021 E. 19<sup>th</sup> Street  
Poly High School – 1600 Atlantic Avenue

CNA:cna  
cfs.memo

\*\*\*\*\* -IND. XMT JOURNAL- \*\*\*\*\* DATE SEP-19-2012 \*\*\*\*\* TIME 16:01 \*\*\*\*\*

DATE/TIME = SEP-19-2012 16:00  
JOURNAL No. = 49  
COMM.RESULT = OK  
PAGE(S) = 005/005  
DURATION = 00:00'40  
FILE No. = 043  
MODE = MEMORY TRANSMISSION  
DESTINATION = 99821396  
RECEIVED ID = D.A.B.C. / 562 982 1396  
RESOLUTION = STD

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