

# CITY OF LONG BEACH

POLICE DEPARTMENT

**R-25**

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 VREJ Enterprises Incorporated, dba 4<sup>th</sup> Street Deli, for an original Alcoholic Beverage Control license, at 450 Pine Avenue, with conditions. (District 1)

## 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 9, 2010. Accordingly, City Council action is required at the April 6, 2010 City Council meeting.

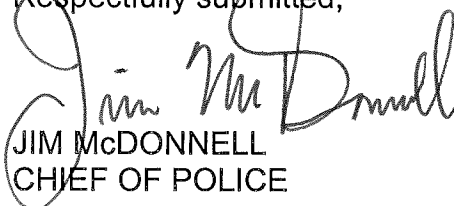
## FISCAL IMPACT

None.

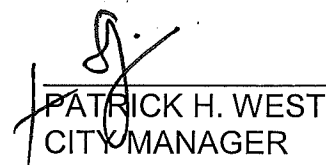
## SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

  
JIM McDONNELL  
CHIEF OF POLICE

APPROVED:

  
PATRICK H. WEST  
CITY MANAGER

JM:DBS:dbs

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

INVESTIGATIONS BUREAU  
(562) 570-7350  
FAX (562) 570-7175

PATROL BUREAU  
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SUPPORT BUREAU  
(562) 570-7342  
FAX (562) 570-6018

HONORABLE MAYOR AND CITY COUNCIL  
April 6, 2010

Council District: 1

Applicant: VREJ Enterprises Incorporated  
DBA: 4th Street Deli  
Address: 450 Pine Avenue

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

Bases for possible protest: High crime.  
Over concentration.  
Residences within 100 feet.

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

Census Tract: 5762.00

Boundaries: 7th Street to the North  
Broadway to the South  
Alamitos Avenue/Martin Luther King Jr. Avenue to the East  
Pine Avenue to the West

Number of licenses allowed: 5  
Number of licenses existing: 20

Police Reporting District: 164

Boundaries: 7th Street to the North  
4th Street to the South  
Long Beach Boulevard to the East  
Pacific Avenue to the West

Reported crimes in this district for ABC purposes are 757. Crime in a reporting district must be at least 199 to qualify for a high crime protest.

Type of business: A restaurant.

Last day to request  
conditions and protest: April 9, 2010





**Date:** April 6, 2010  
**To:** File  
**From:** Dana Smith, Detective, Vice Investigations Section  
**Subject:** 4<sup>TH</sup> STREET DELI, 450 PINE AVENUE

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (03/11/09-03/11/10)**

1	459A	Audible Alarm Call	Bad Order Alarm
1	Unwelcome	Unwelcome Call	Gone On Arrival

**ABC INSPECTIONS (past three years)**

None

**RESIDENCE WITHIN 100 FEET**

115 East 4 <sup>th</sup> Street	Multi-Unit Complex
490 Pine Avenue	Multi-Unit Complex

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

None

DBS:db  
cfs.memo