



# CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

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

November 3, 2010

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

Re: Application of Hebermehl Holdings Incorporated, dba Chronic Tacos  
Marina Shores, for an original Alcoholic Beverage Control License, at  
6602 East Pacific Coast Highway, with conditions.

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, November 2, 2010, received and filed the subject application with the attached conditions requested by Gary DeLong, Councilmember for the Third District. Transmitted for your files is a copy of the conditions, and this request that the conditions be applied to the license, as applicable under ABC rules and regulations.

The City of Long Beach thanks you for taking this request into consideration. 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: Gary DeLong, Councilmember, Third 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, NOVEMBER 2, 2010

REGULAR AGENDA: (4:16 PM)

13. (10-1187) Recommendation to receive and file the application of Hebermehl Holdings Incorporated, dba Chronic Tacos Marina Shores, for an original Alcoholic Beverage Control License, at 6602 East Pacific Coast Highway. (District 3) (4:19 PM)

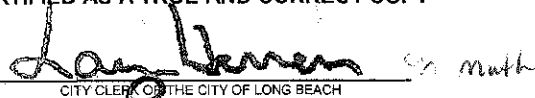
*Suggested Action: Approve recommendation.*

Distributed at the meeting: Conditions requested by Councilmember DeLong for transmittal to ABC.

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

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

CERTIFIED AS A TRUE AND CORRECT COPY

  
CITY CLERK OF THE CITY OF LONG BEACH

DATE: November 3, 2010



**CITY OF LONG BEACH**  
**POLICE DEPARTMENT**

**R-13**

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

Jim McDonnell  
Chief of Police

November 2, 2010

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Receive and file the application of Hebermehl Holdings Incorporated, dba Chronic Tacos Marina Shores, for an original Alcoholic Beverage Control license, at 6602 East Pacific Coast Highway. (District 3)

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 November 3, 2010. Accordingly, City Council action is required at the November 2, 2010 City Council meeting.

FISCAL IMPACT

None.

**SUGGESTED ACTION:**

Approve recommendation.

Respectfully submitted,

*R. Luvva*  
FOR

JIM McDONNELL  
CHIEF OF POLICE

JM:DBS:dbs

APPROVED:

*[Signature]*  
PATRICK H. WEST  
CITY MANAGER

HONORABLE MAYOR AND CITY COUNCIL  
November 2, 2010

Council District: 3

Applicant: Hebermehl Holdings Incorporated  
DBA: Chronic Tacos Marina Shores  
Address: 6602 East Pacific Coast Highway

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

Basis for possible protest: Over concentration.

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

Census Tract: 5776.01

Boundaries: 7th Street/Garden Grove Freeway to the North  
Long Beach Marina/San Gabriel River/County Line to the South  
County Line to the East  
Los Cerritos Channel/Marina Drive/Long Beach Marina to the West

Number of licenses allowed: 2  
Number of licenses existing: 29

Police Reporting District: 623

Boundaries: 2nd Street/Naples Island to the North  
Alamitos Bay/San Gabriel River to the South  
Pacific Coast Highway/County Line to the East  
Alamitos Bay to the West

Reported crimes in this district for ABC purposes are 167. 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: November 3, 2010



**Date:** November 2, 2010  
**To:** File  
**From:** Dana Smith, Detective, Vice Investigations Section  
**Subject:** **CHRONIC TACOS MARINA SHORES, 6602 EAST PACIFIC COAST HIGHWAY**

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (10/04/09-10/04/10)**

1            459A            Audible Alarm Call            Bad Order Call

**ABC INSPECTIONS (past three years)**

None

**RESIDENCE WITHIN 100 FEET**

None

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

None

DBS:dbs  
cfs.memo



**City of Long Beach**  
Working Together to Serve

**Memorandum**  
**3rd Council District**

**Date:** November 2, 2010

**To:** Honorable Mayor Foster and Members of the City Council

**From:** Gary DeLong, Councilmember, Third District *GD*

**Subject:** 6602 East Pacific Coast Highway, dba Chronic Taco, ABC License *R-13*

I am submitting the following conditions for your consideration for an original application of an On-Sale Beer and Wine license for a bonafide eating place.

1. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control.
2. The permittee shall not allow employees to discard trash or bottles into the outside dumpsters between the hours of 10 p.m. and 8 a.m.
3. There shall be no exterior advertising promoting or indicating the availability of alcoholic beverages.
4. Sound shall not be audible within fifty feet (50') from the exterior of the premises in any direction.
5. The permittee shall take reasonable measures to prohibit and prevent the loitering of persons immediately outside the establishment at all times.
6. Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 9:00 a.m. and 9:00 p.m. seven days a week.
7. The quarterly gross sales of alcoholic beverages shall not exceed the gross sales of food during the same period. The licensee shall at all times maintain records which reflect separately the gross sales of food and the gross sales of alcoholic beverages of the licensed business. Said records shall be kept no less frequently than on a quarterly basis and shall be made available to the Department on demand.
8. The sale of alcoholic beverages for consumption off the premises is strictly prohibited.
9. No "happy hour" type of reduced price alcoholic beverage promotion shall be allowed.