

C-9

March 8, 2022

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the application of Velvet Yogurt, Incorporated, dba Active Culture Café, for an original application of an Alcoholic Beverage Control (ABC) License, at 6420 Pacific Coast Highway, Suite 170. (District 3)

DISCUSSION

It is City Council policy to review applications for ABC 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 action is requested on March 8, 2022, to respond to the Department of Alcoholic Beverage Control by the March 11, 2022 due date.

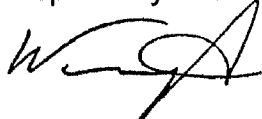
FISCAL IMPACT

There is no fiscal impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



WALLY HEBEISH
CHIEF OF POLICE

ATTACHMENTS

APPROVED:



THOMAS B. MODICA
CITY MANAGER

HONORABLE MAYOR AND CITY COUNCIL
March 8, 2022

Council District: 3
Applicant: Velvet Yogurt, Incorporated
DBA: Active Culture Café
Address: 6420 East Pacific Coast Highway, Suite 170
Type of Application: An original application of an On-Sale Beer & Wine Bona Fide Eating Place License
Bases for possible protest: High crime
Over concentration
Park within 600 feet

PUBLIC CONVENIENCE DETERMINATION: A determination of Public Convenience and Necessity **is not** required for this application.

Census Tract: 5776.04
Boundaries: Marine Stadium to the North
County Line to the South
Pacific Coast Highway/County Line to the East
Marine Stadium to the West
Number of licenses allowed: 1
Number of licenses existing: 47
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 128. Crime in a reporting district must be at least 97 to qualify for a high crime protest.

Type of business: A restaurant and cafe
Last day to request conditions and protest: March 11, 2022

Date: March 8, 2022

To: File

From: Jose Gonzalez, Detective, Vice Investigations Section

Subject: **ACTIVE CULTURE CAFÉ - 6420 PACIFIC COAST HIGHWAY, SUITE 170**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (1/20/21 - 1/20/22)

None

ABC INSPECTIONS (Past three years)

Not applicable

RESIDENCES WITHIN 100 FEET

None

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

2nd Street/Marina Drive

Dennis Williams Greenway Park

