



# CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

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

September 11, 2013

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

Re: Application of Great Mex Grill, LLC, dba Great Mex, for an original  
Alcoholic Beverage Control License at 5530 Atherton Street.  
(District 4)

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, September 10, 2013, rescinded its action taken at the February 19, 2013 City Council meeting to protest the subject application, as requested by the City Council.

At its meeting of September 10, 2013, the Long Beach City Council took new action to receive and file the subject application with the attached conditions requested by Councilmember Patrick O'Donnell, Fourth District.

Enclosed is a copy of the City Council documentation and a certified excerpt of the minutes for your file.

The City of Long Beach thanks you for your assistance in this matter.

Respectfully submitted,

LARRY G. HERRERA  
CITY CLERK

Prepared by:  
Daisy Gomez

Attachment (1)

cc: Patrick O'Donnell, Councilmember, 4th 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 10, 2013

REGULAR AGENDA: (5:27 PM)

6. (13-0784) Recommendation to respectfully request City Council to: [1] rescind the previous action taken on February 19, 2013, (Legislative File 13-0148) regarding the application of Great Mex Grill, LLC dba Great Mex Grill, protesting an Original Alcoholic Beverage Control License; and [2] receive and file the application of Great Mex Grill, LLC dba Great Mex Grill for an Original Alcoholic Beverage Control License, at 5530 East Atherton, with attached conditions. (District 4) (5:49 PM)

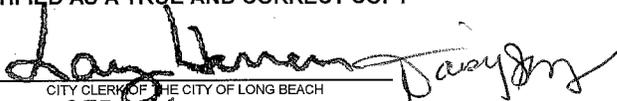
*Suggested  
Action:*

*Approve recommendation.*

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

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

CERTIFIED AS A TRUE AND CORRECT COPY

  
CITY CLERK OF THE CITY OF LONG BEACH  
DATE: SEP 11 2013



**Date:** September 10, 2013

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

**From:** Councilmember Patrick O'Donnell, Fourth District

**Subject:** **Original ABC License- Great Mex Grill**

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At the Council meeting of February 19, 2013, the Council voted to protest the original ABC license for Great Mex Grill, located at 5530 E. Atherton Street. At this time, I would like to recommend the withdrawal of this protest and submit conditions of approval including time restrictions for the serving of alcohol.

I request that the City of Long Beach impose the following conditions for an original license at Great Mex Grill:

1. The premises shall be maintained as a bona fide eating establishment and shall provide a menu containing an assortment of foods normally offered in such restaurants.
2. This original ABC license is for beer and wine only.
3. Sales, service and consumption of alcoholic beverage shall take place only between the hours of **5:00 pm-10:00 pm Monday through Friday, 9:00 am-9:00 pm on Saturday and 9:00 am – 8:00 pm on Sunday.**
4. The quarterly gross sales of alcoholic beverages shall not exceed the gross sales of food during the same period.
5. No alcoholic beverages shall be consumed on any property adjacent to the licensed premises under the control of the licensee, not licensed by ABC for such sales.
6. All beverages offered for sale at the premises shall be displayed and available for convenient inspection and purchase within the premises by the general public.
7. Happy hours and promotions will not be directly marketed to local college students (CSULB, LBCC).
8. There shall be no exterior advertising or sign of any kind or type, including advertising directed to the exterior from within, promoting or indicating the availability of alcoholic beverages.

9. The petitioner(s) shall be responsible for maintaining free of litter the premises and the area adjacent to the licensed premise over which they have control.
10. Any graffiti painted or marked upon the premises or on any adjacent area under the control of the licensee shall be removed or painted over within 24 hours of being applied.
11. To prevent loitering and other criminal activities exterior payphones are prohibited.
12. Petitioner(s) shall regularly police the area under their control in an effort to prevent loitering of persons about the premises.
13. A single jukebox or stereo may be maintained on the premises; however, the music shall not be audible outside the premises.
14. Doors shall remain closed during hours of operation to prevent noise disturbance.
15. Licensee shall not offer or permit or provide any type of live entertainment except as allowed by a valid Entertainment Permit issued by the city of Long Beach.

**Recommendation:**

Recommendation to respectfully request City Council to: [1] rescind the previous action taken on February 19, 2013, (Legislative File 13-0148) regarding the application of Great Mex Grill, LLC dba Great Mex Grill, protesting an Original Alcoholic Beverage Control License; and [2] receive and file the application of Great Mex Grill, LLC dba Great Mex Grill for an Original Alcoholic Beverage Control License, at 5530 E. Atherton, with attached conditions. (District 4).

# Fax Delivery Successful

## Fax Notification

Fax Notification			
To:	ABC	From:	Daisy Gomez/CC/CLB
Fax subject:	ABC License - Great Mex Grill, 5530 E. Atherton Street	Status:	
Fax number:	982-1396	Cover page:	Default
Date sent:	2013-09-11 16:29:46	Total pages sent:	6
Calling Station ID:	City of Long Beach		

## Advanced

Fax Notification			
Request number:	405840	Line number:	15
Number of retries:	0	Process time:	68 seconds

For more information follow this document link to the outbound log entry. 