

**CITY OF LONG BEACH**  
POLICE DEPARTMENT

**R-27**

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 SWH Corporation, dba Mimi's Cafe 0057, for a person-to-person and premise-to-premise transfer of an Alcoholic Beverage Control license, at 6670 East Pacific Coast Highway, with conditions. (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 April 14, 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  
(562) 570-7214  
FAX (562) 570-7058

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

HONORABLE MAYOR AND CITY COUNCIL  
April 6, 2010

Council District: 3

Applicant: SWH Corporation  
DBA: Mimi's Cafe 0057  
Address: 6670 East Pacific Coast Highway

Type of Application: A person-to-person and premise-to-premise transfer of an On-Sale General for bonafide eating place license. This license is being transferred from Next USA LLC to SWH Corporation. This license is an upgrade from a Beer and Wine license to a General 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

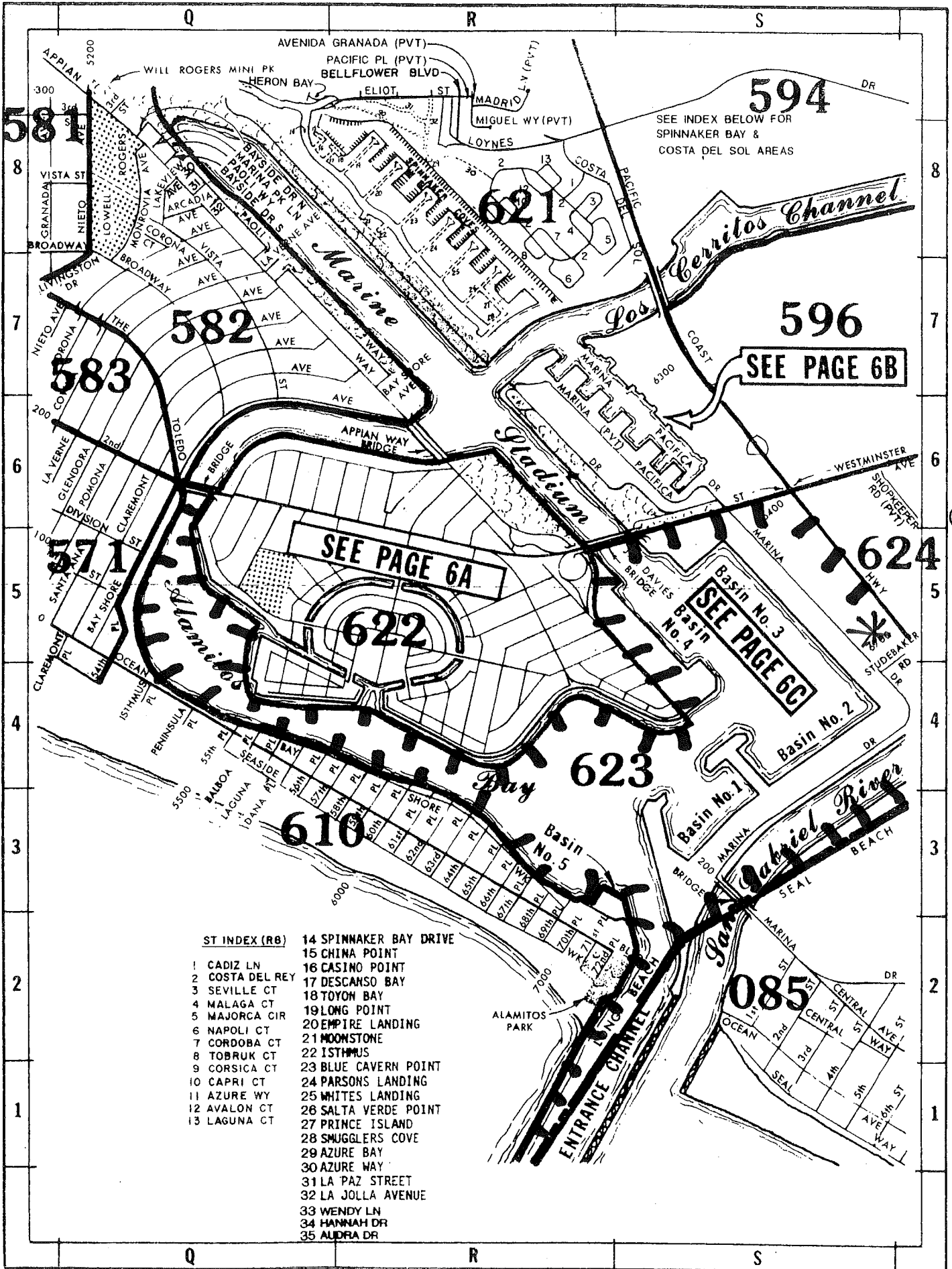
Number of licenses allowed: 2  
Number of licenses existing: 25

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: April 14, 2010



ST INDEX (RB)

- 1 CADIZ LN
- 2 COSTA DEL REY
- 3 SEVILLE CT
- 4 MALAGA CT
- 5 MAJORCA CIR
- 6 NAPOLI CT
- 7 CORDOBA CT
- 8 TOBRUK CT
- 9 CORSICA CT
- 10 CAPRI CT
- 11 AZURE WY
- 12 AVALON CT
- 13 LAGUNA CT
- 14 SPINNAKER BAY DRIVE
- 15 CHINA POINT
- 16 CASINO POINT
- 17 DESCANSO BAY
- 18 TOYON BAY
- 19 LONG POINT
- 20 EMPIRE LANDING
- 21 MOONSTONE
- 22 ISTHMUS
- 23 BLUE CAVERN POINT
- 24 PARSONS LANDING
- 25 WHITES LANDING
- 26 SALTA VERDE POINT
- 27 PRINCE ISLAND
- 28 SMUGGLERS COVE
- 29 AZURE BAY
- 30 AZURE WAY
- 31 LA PAZ STREET
- 32 LA JOLLA AVENUE
- 33 WENDY LN
- 34 HANNAH DR
- 35 AUDRA DR



**Date:** April 6, 2010  
**To:** File  
**From:** Dana Smith, Detective, Vice Investigations Section  
**Subject:** **MIMI'S CAFE 0057, 6670 EAST PACIFIC COAST HIGHWAY**

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (03/15/09-03/15/10)**

2          459A          Audible Alarm Call          Bad Order Alarm

**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