



# CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

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

July 5, 2012

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

Re: Application of Yolanda Beatrice Menjivar, dba Playas El Salvador Restaurant,  
for an Original Alcoholic Beverage Control License at 1640 Orange Avenue  
(District 6)

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, July 3, 2012, received and filed the subject application with the attached conditions, as requested by Councilman Dee Andrews, Fourth 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.

Respectfully submitted,

  
LARRY G. HERRERA  
CITY CLERK

Prepared by:  
Nancy Muth

Attachment (1)

Cc: Councilman Dee Andrews  
City Prosecutor  
Police Department (2) Chief & Vice  
Referral File  
FAX forwarded to ABC, (562) 982-1396



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

**Office of Dee Andrews**  
**Council Member, Sixth District**  
**Memorandum**

**Date:** July 3, 2012

**To:** HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

**From:** Dee Andrews, Councilmember Sixth District

**Subject:** R-27 Original Alcoholic Beverage Control license at 1640 Orange Avenue

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**RECOMMENDATION**

To approve recommendation to support the Original ABC license at 1640 Orange Avenue. With the following conditions

**CONDITIONS OF APPROVAL**

1. This permit and all development rights hereunder shall terminate one year from the effective date of this permit unless construction is commenced or time extension is granted, based on a written and approved request submitted prior to the expiration of the one year period as provided in Section 21.21.406 of the Long Beach Municipal Code.
2. This permit shall be invalid if the owner(s) and/or applicant(s) have failed to return written acknowledgment of their acceptance of the conditions of approval on the *Conditions of Approval Acknowledgement Form* supplied by the Planning Bureau. This acknowledgment must be submitted within 30 days from the effective date of approval (final action date or, if in the appealable area of the Coastal Zone, 21 days after the local final action date).

**Special Conditions:**

3. Hours of operation shall be limited from 10:00 AM to 11:00 PM Monday-Thursday and 10:00 AM to 12:00 AM Friday-Sunday. The applicant may submit for a modification of this condition after one year of this application's final action date for the administrative consideration of the removal of this condition through the ABC conditional modification application.
4. Windows shall not be obscured by placement of signs, dark window

tinting, shelving, racks or similar obstructions.

5. The address shall be painted at the side of the building, to the satisfaction of the Long Beach Police Department.
6. There shall be no exterior advertising promoting or indicating the availability of alcoholic beverages.
7. The permittee shall maintain full compliance with all applicable laws, ABC laws, ordinances, and stated conditions. In the event of a conflict between the requirements of this permit, and the Alcoholic Beverage Control license, the more stringent regulation shall apply.
8. No publicly accessible telephones shall be maintained on the exterior of the premises. Any existing publicly accessible telephones shall be removed.
9. Adult entertainment shall be prohibited.
10. The operator shall install an alarm system at the exit doors.
11. The sale of alcoholic beverages for consumption off-premises is strictly prohibited.
12. The operator of the approved use shall prevent loitering along the sidewalk area including landscaping areas serving the use during and after hours of operation. The operator must clean the sidewalk areas of trash and debris on a daily basis. Failure to comply with this condition shall be grounds for permit revocation. If loitering and/or noise problems develop, the Director of Development Services may require additional preventative measures such as, but not limited to, private security guards. The applicant may submit for a modification of this condition after one year of this application's final action date for administrative consideration of removal of this condition.
13. The operator shall install exterior video security cameras at the front and rear of the business with full view of the public right-of-way and shall install exterior security video cameras that provide full view of any areas where operator provides parking for its patrons. The cameras shall record video for a minimum of 30 days and be accessible via the Internet by the LBPD. A Public Internet Protocol (IP) address and user name/password to allow LBPD to view live and recorded video from the cameras over the Internet are also required. All video security cameras shall be installed to the satisfaction of the Police Chief, Director of Technology Services, and Director of Development Services.



# 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

July 3, 2012

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Receive and file the application of Yolanda Beatrice Menjivar, dba Playas El Salvador Restaurant, for an original Alcoholic Beverage Control license, at 1640 Orange Avenue. (District 6)

### 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 July 6, 2012. Accordingly, City Council action is required at the July 3, 2012 City Council meeting.

### FISCAL IMPACT

None.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

A handwritten signature of Jim McDonnell in black ink.

JIM McDONNELL  
CHIEF OF POLICE

JM:CNA:cna

APPROVED:

A handwritten signature of Patrick H. West in black ink.

PATRICK H. WEST  
CITY MANAGER

HONORABLE MAYOR AND CITY COUNCIL  
July 3, 2012

Council District: 6

Applicant: Yolanda Beatrice Menjivar  
DBA: Playas El Salvador Restaurant  
Address: 1640 Orange Avenue

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

Bases for possible protest: Residence within 100 feet.  
Church within immediate vicinity.  
Public playground within 600.

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

Census Tract: 5752.01

Boundaries: Pacific Coast Highway to the North  
Anaheim Street to the South  
Gundry Avenue/Walnut Avenue to the East  
Martin Luther King Jr. Avenue to the West

Number of licenses allowed: 5  
Number of licenses existing: 2

Police Reporting District: 384

Boundaries: Pacific Coast Highway to the North  
15th Street to the South  
Walnut Avenue to the East  
Orange Avenue to the West

Reported crimes in this district for ABC purposes are 85. Crime in a reporting district must be at least 171 to qualify for a high crime protest.

Type of business: A restaurant.

Last day to request  
conditions and protest: July 06, 2012



**Date:** July 3, 2012  
**To:** File  
**From:** Chris Anderson, Detective, Vice Investigations Section  
**Subject:** **PLAYAS EL SALVADOR RESTAURANT, 1640 ORANGE AVENUE**

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (6/7/11-6/7/12)**

None

**ABC INSPECTIONS (past three years)**

None

**RESIDENCE WITHIN 100 FEET**

1612 Orange Avenue	Single Family Residence
1622 ½ Orange Avenue	Single Family Residence
1205 East 17 <sup>th</sup> Street	Single Family Residence
1224 East 17 <sup>th</sup> Street	Single Family Residence
1225 East 17 <sup>th</sup> Street	Single Family Residence

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

1632 Orange Avenue	Liberty Church
16 <sup>th</sup> Street and Alamitos Avenue	Rosa Parks Park

CNA:cna  
cfs.memo

\*\*\*\*\* -IND. XMT JOURNAL- \*\*\*\*\* DATE JUL-05-2012 \*\*\*\*\* TIME 14:48 \*\*\*\*\*

DATE/TIME = JUL-05-2012 14:47  
JOURNAL No. = 34  
COMM.RESULT = OK  
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DURATION = 00:00'38  
FILE No. = 198  
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DESTINATION = 99821396  
RECEIVED ID = D.A.B.C. / 562 982 1396  
RESOLUTION = STD

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