



# CITY OF LONG BEACH

## POLICE DEPARTMENT

400 WEST BROADWAY LONG BEACH CALIFORNIA 90802

# C-17

Robert G. Luna  
Chief of Police

November 7, 2017

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Determine the application serves the public convenience and necessity, and receive and file the application of M & M Studios, Incorporated, dba Pinot's Palette, for an original application of an Alcoholic Beverage Control (ABC) license, at 470 Pine Avenue. (District 1)

### 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.

### TIME CONSIDERATIONS

City Council action is requested on November 7, 2107, to respond to the Department of Alcoholic Beverage Control by the November 15, 2017, due date.

### FISCAL IMPACT

There is no fiscal impact associated with this recommendation.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

ROBERT G. LUNA  
CHIEF OF POLICE

APPROVED:

  
PATRICK H. WEST  
CITY MANAGER

RGL:ija

HONORABLE MAYOR AND CITY COUNCIL  
November 7, 2017

Council District 1

Applicant: M & M Studios, Incorporated  
DBA: Pinot's Palette  
Address: 470 Pine Avenue

Type of Application: An original application of an On-Sale Beer and Wine for public premises license.

Bases for possible protest: High crime.  
Over concentration.  
Residences within 100 feet.

**PUBLIC CONVENIENCE DETERMINATION:** A determination by the City of public convenience and necessity **is** required for this application.

Census Tract: 5762.00

Boundaries: 7<sup>th</sup> Street to the North  
Broadway to the South  
Alamitos Avenue/Martin Luther King Jr. Avenue to the East  
Pine Avenue to the West

Number of licenses allowed: 6  
Number of licenses existing: 31

Police Reporting District: 164

Boundaries: 7<sup>th</sup> Street to the North  
4<sup>th</sup> Street to the South  
Long Beach Boulevard to the East  
Pacific Avenue to the West

Reported crimes in this district for ABC purposes are 237. Crime in a reporting district must be at least 138 to qualify for a high crime protest.

Type of business: A bar.

Last day to request  
conditions and protest: November 15, 2017

HONORABLE MAYOR AND CITY COUNCIL  
November 7, 2017

Council District 1

Applicant: M & M Studios, Incorporated  
DBA: Pinot's Palette  
Address: 470 Pine Avenue

Type of Application: An original application of an On-Sale Beer and Wine for public premises license.

Bases for possible protest: High crime.  
Over concentration.  
Residences within 100 feet.  
Churches within 600 feet.

**PUBLIC CONVENIENCE DETERMINATION:** A determination by the City of public convenience and necessity **is** required for this application.

Census Tract: 5762.00

Boundaries: 7<sup>th</sup> Street to the North  
Broadway to the South  
Alamitos Avenue/Martin Luther King Jr. Avenue to the East  
Pine Avenue to the West

Number of licenses allowed: 6  
Number of licenses existing: 31

Police Reporting District: 164

Boundaries: 7<sup>th</sup> Street to the North  
4<sup>th</sup> Street to the South  
Long Beach Boulevard to the East  
Pacific Avenue to the West

Reported crimes in this district for ABC purposes are 237. Crime in a reporting district must be at least 138 to qualify for a high crime protest.

Type of business: A bar.

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