



# CITY OF LONG BEACH

OFFICE OF THE CITY CLERK

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

February 6, 2019

Mr. Brad D. Beach  
Supervising Agent In Charge  
Department of Alcoholic Beverage Control  
3950 Paramount Boulevard, Suite No. 250  
Lakewood, California 90712

Re: Application of Mrs. Goochs Natural Food Markets, Incorporated, dba Whole Foods Market, to determine the application serves the public convenience and necessity, for a premise to premise and person to person transfer of an Alcoholic Beverage Control License, at 6400 East Pacific Coast Highway.

Dear Mr. Beach:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, February 5, 2019 received and filed the subject application.

At the same meeting, the Long Beach City Council took the concurrent action to determine and find that the subject application would serve the public convenience and necessity.

Enclosed is a copy of the City Council documentation for your file.

Respectfully submitted,

  
MONIQUE DE LA GARZA  
CITY CLERK

Prepared by:  
Pablo Rubio

Attachments

cc: Suzie Price, Councilwoman, Third District  
Mayor  
City Prosecutor  
Police Department (2) Chief & Vice  
Referral File  
FAX forwarded to ABC, (562) 982-1396



# CITY OF LONG BEACH

POLICE DEPARTMENT

400 WEST BROADWAY LONG BEACH CALIFORNIA 90802

Robert G. Luna  
Chief of Police

February 5, 2019

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Receive and file the application of Mrs. Goochs Natural Food Markets, Incorporated, dba Whole Foods Market, at 6400 East Pacific Coast Highway, for a premise to premise and person to person transfer of an Alcoholic Beverage Control (ABC) license; and, determine that the application serves the public convenience and necessity. (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.

**TIME CONSIDERATIONS**

City Council action is requested on February 5, 2019, to respond to the Department of Alcoholic Beverage Control by the February 5, 2019 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

**ATTACHMENTS**

ADMINISTRATION BUREAU  
(562) 570-5830  
FAX (562) 570-5833

FINANCIAL BUREAU  
(562) 570-7447  
FAX (562) 570-5833

INVESTIGATIONS BUREAU  
(562) 570-7350  
FAX (562) 570-5837

PATROL BUREAU  
(562) 570-7214  
FAX (562) 570-7058

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

HONORABLE MAYOR AND CITY COUNCIL  
February 5, 2019

Council 3

Applicant: Mrs. Goochs Natural Food Markets, Incorporated  
DBA: Whole Foods Market  
Address: 6400 East Pacific Coast Highway

Type of Application: A Premise to Premise and Person to Person Transfer of an Off-Sale General license.

Bases for possible protest: Over Concentration.  
High Crime.

**PUBLIC CONVENIENCE DETERMINATION:** A determination of public convenience and necessity **is** 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: 0

Number of licenses existing: 5

Police Reporting District: 623

Boundaries: 2<sup>nd</sup> 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 119. Crime in a reporting district must be at least 115 to qualify for a high crime protest.

Type of business: A grocery store.

Last day to request conditions and protest: February 5, 2019.



**Date:** February 5, 2019  
**To:** File  
**From:** Jennifer Arzola, Detective, Vice Investigations Section  
**Subject:** **WHOLE FOODS MARKET – 6400 EAST PACIFIC COAST HIGHWAY**

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (12/10/17-12/10/18)**

None.

**ABC INSPECTIONS (past three years)**

Not Applicable.

**RESIDENCE WITHIN 100 FEET**

None.

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

None.

## Pablo Rubio

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**From:** Fax2Mail Powered by EasyLink Services <reports@reply.fax2mail.com>  
**Sent:** Wednesday, February 6, 2019 12:20 PM  
**To:** Pablo Rubio  
**Subject:** ABC License Letter - dba Whole Foods Market, 6400 East Pacific Coast Highway

MAIL2FAX DETAILED DELIVERY REPORT	
<b>Attention</b>	DLA Admin
<b>Job Number</b>	1502460650
<b>Sent By User</b>	F2M/30565075606
<b>Entered Fax2Mail System</b>	02/06 12:18
<b>Report Generated</b>	02/06 12:19
<b>Subject</b>	ABC License Letter - dba Whole Foods Market, 6400 East Pacific Coast Highway
<b>Page Count</b>	5 (including cover sheet)

SUMMARY		
<b>Sent: 1</b>	<b>Errors: 0</b>	<b>Cancelled: 0</b>
<b>Total: 1</b>		

Destination	Status	Date	Time	Num. Retries
5629821396	SENT	02/06	12:19	1