



# CITY OF LONG BEACH

# C-15

## POLICE DEPARTMENT

400 WEST BROADWAY LONG BEACH CALIFORNIA 90802

Robert G. Luna  
Chief of Police

April 2, 2019

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Receive and file the application of Mrs. Gooch's 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. (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 April 2, 2019, to respond to the Department of Alcoholic Beverage Control by the April 4, 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

April 2, 2019

Council District: 3

Applicant: Mrs. Gooch's 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 On-Sale General Bona Fide Eating Place license.

Bases for possible protest: Over concentration.  
High crime.

**PUBLIC CONVENIENCE DETERMINATION:** A determination of public convenience and necessity **is not** 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: 1

Number of licenses existing: 26

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: April 4, 2019.



**Date:** April 2, 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 (2/15/18 - 2/15/19)**

None.

**ABC INSPECTIONS (past three years)**

Not applicable.

**RESIDENCES WITHIN 100 FEET**

None.

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

None.

