



CITY OF LONG BEACH

OFFICE OF THE CITY CLERK

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

April 4, 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. Gooch's Natural Foods Markets, Incorporated, dba Whole Foods Market, 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, April 2, 2019, received and filed the subject application for a premise-to-premise and person-to-person transfer.

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

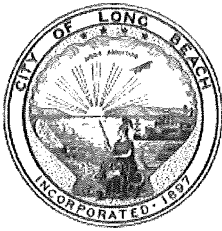
Respectfully submitted,

MONIQUE DE LA GARZA
CITY CLERK

Prepared by:
Pablo Rubio

Attachment

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

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: 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 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**

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.

Pablo Rubio

From: Fax2Mail Powered by EasyLink Services <reports@reply.fax2mail.com>
Sent: Thursday, April 4, 2019 11:39 AM
To: Pablo Rubio
Subject: ABC License Letter - dba Whole Foods Market, 6400 East Pacific Coast Highway

| MAIL2FAX DETAILED DELIVERY REPORT | |
|-----------------------------------|--|
| Attention | DLA Admin |
| Job Number | 1716532323 |
| Sent By User | F2M/30565075606 |
| Entered Fax2Mail System | 04/04 11:37 |
| Report Generated | 04/04 11:38 |
| Subject | ABC License Letter - dba Whole Foods Market, 6400 East Pacific Coast Highway |
| Page Count | 5 (including cover sheet) |

| SUMMARY | | |
|----------|-----------|--------------|
| Sent: 1 | Errors: 0 | Cancelled: 0 |
| Total: 1 | | |

| Destination | Status | Date | Time | Num. Retries |
|-------------|--------|-------|-------|--------------|
| 5629821396 | SENT | 04/04 | 11:38 | 1 |