



CITY OF LONG BEACH

POLICE DEPARTMENT

R-25

400 WEST BROADWAY • LONG BEACH • CALIFORNIA 90802 • (562) 570-7260 • FAX (562) 570-7114

Billy B. Quach
Chief of Police

February 2, 2010

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Determine that the application serves the public convenience and necessity, and receive and file the application of Fresh & Easy Neighborhood Market Incorporated, dba Fresh & Easy Neighborhood Market # 1417, for an original Alcoholic Beverage Control license, at 450 The Promenade North, with conditions. (District 1)

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 February 5, 2010. Accordingly, City Council action is required at the February 2, 2010 City Council meeting.

FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

BILLY B. QUACH
CHIEF OF POLICE

APPROVED:

PATRICK H. WEST
CITY MANAGER

HONORABLE MAYOR AND CITY COUNCIL
February 2, 2010

Council District: 1

Applicant: Fresh & Easy Neighborhood Market Incorporated
DBA: Fresh & Easy Neighborhood Market # 1417
Address: 450 The Promenade North

Type of Application: An original application for an Off-Sale Beer and Wine 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: 7th Street to the North
Broadway to the South
Alamitos Avenue/Martin Luther King Jr. to the East
Pine Avenue to the West

Number of licenses allowed: 4
Number of licenses existing: 10

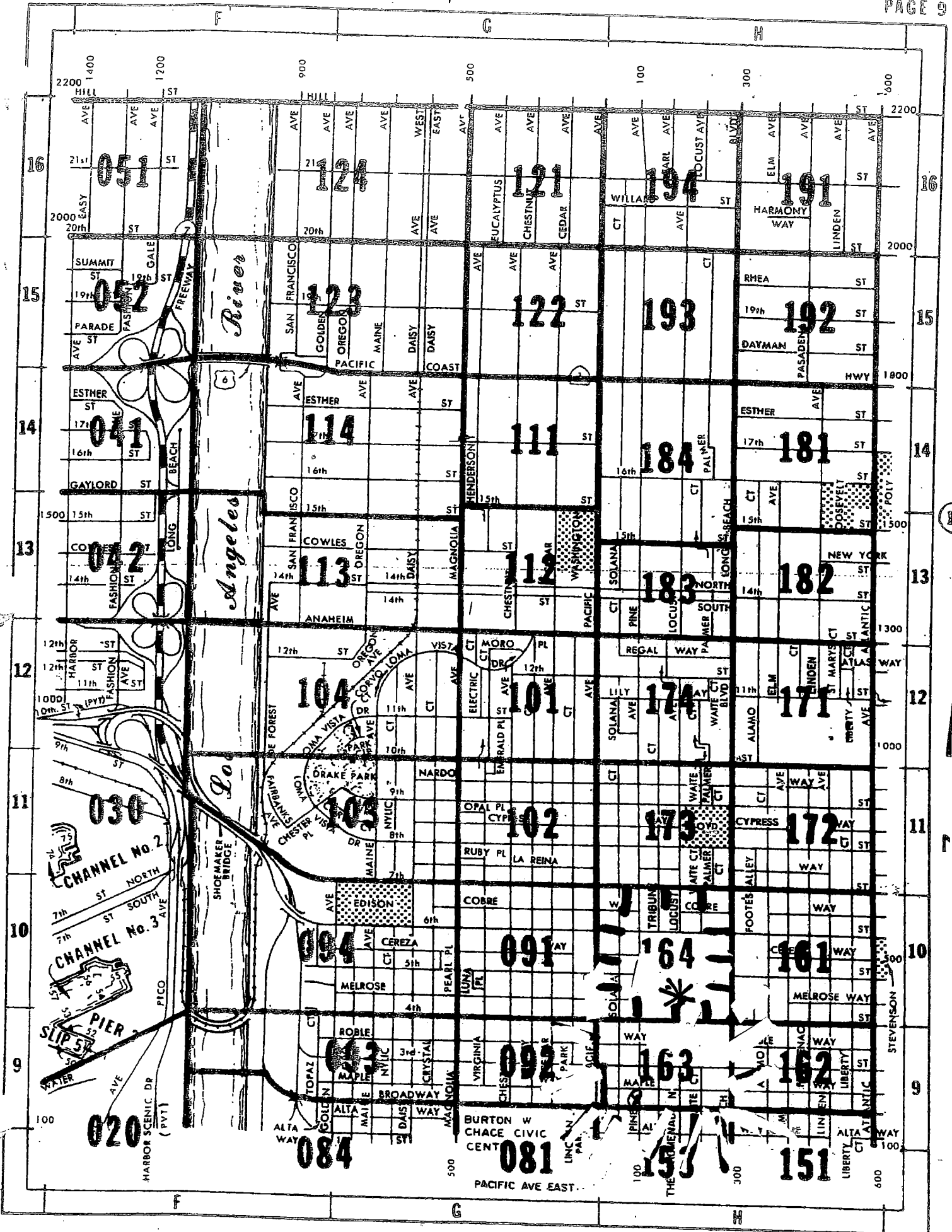
Police Reporting District: 164

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

Reported crimes in this district for ABC purposes are 552. Crime in a reporting district must be at least 191 to qualify for a high crime protest.

Type of business: A neighborhood market.

Last day to request conditions and protest: February 5, 2010



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Date: February 2, 2010
To: File
From: Dana Smith, Detective, Vice Investigations Section
Subject: **FRESH & EASY NEIGHBORHOOD MARKET # 1417, 450 THE PROMENADE NORTH**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (01/07/09-01/07/10)

1	459A	Audible Alarm Call	Bad Order Alarm
1	484	Petty Theft Call	Advised
1	Unwelcome	Unwelcome Call	Advised

- The above calls for service relate to the business that previously occupied this location.

ABC INSPECTIONS (past three years)

None

RESIDENCE WITHIN 100 FEET

155 East 4th Street Multi-Unit Complex

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

None

DBS:db
cfs.memo