

# CITY OF LONG BEACH

POLICE DEPARTMENT

# R-41

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

Jim McDonnell  
Chief of Police

August 3, 2010

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive and file the application of PRL Enterprise LLC, dba Easy Market, for an original Alcoholic Beverage Control license, at 1370 West Willow Street, with conditions. (District 7)

## 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 August 6, 2010. Accordingly, City Council action is required at the August 3, 2010 City Council meeting.

## FISCAL IMPACT

None.

## SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

  
JIM McDONNELL  
CHIEF OF POLICE

APPROVED:

  
PATRICK H. WEST  
CITY MANAGER

JM:DBS:dbs

ADMINISTRATION BUREAU  
(562) 570-5830  
FAX (562) 570-5883

INVESTIGATIONS BUREAU  
(562) 570-7350  
FAX (562) 570-7175

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

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

HONORABLE MAYOR AND CITY COUNCIL  
August 3, 2010

Council District: 7

Applicant: PRL Enterprise LLC  
DBA: Easy Market  
Address: 1370 West Willow Street

Type of Application: An original application for an On-Sale Beer and Wine for bonafide eating place license.

Bases for possible protest: Over concentration.  
Church within immediate vicinity.  
Residences within 100 feet.

**PUBLIC CONVENIENCE DETERMINATION:** A determination by the City of public convenience and necessity **is not** required for this application.

Census Tract: 5727.00

Boundaries: Willow Street to the North  
Hill Street to the South  
Los Angeles River to the East  
Webster Avenue to the West

Number of licenses allowed: 5  
Number of licenses existing: 9

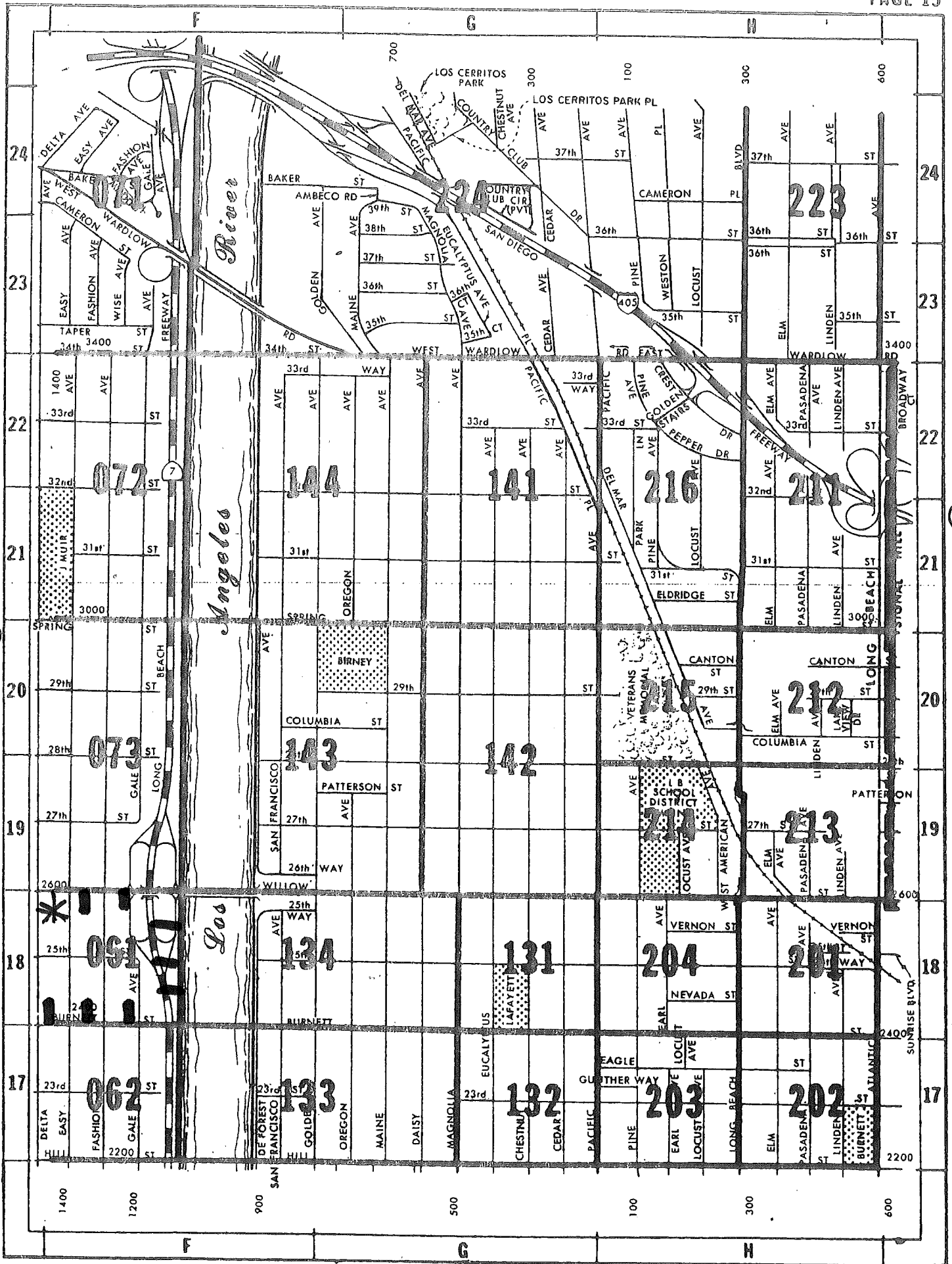
Police Reporting District: 061

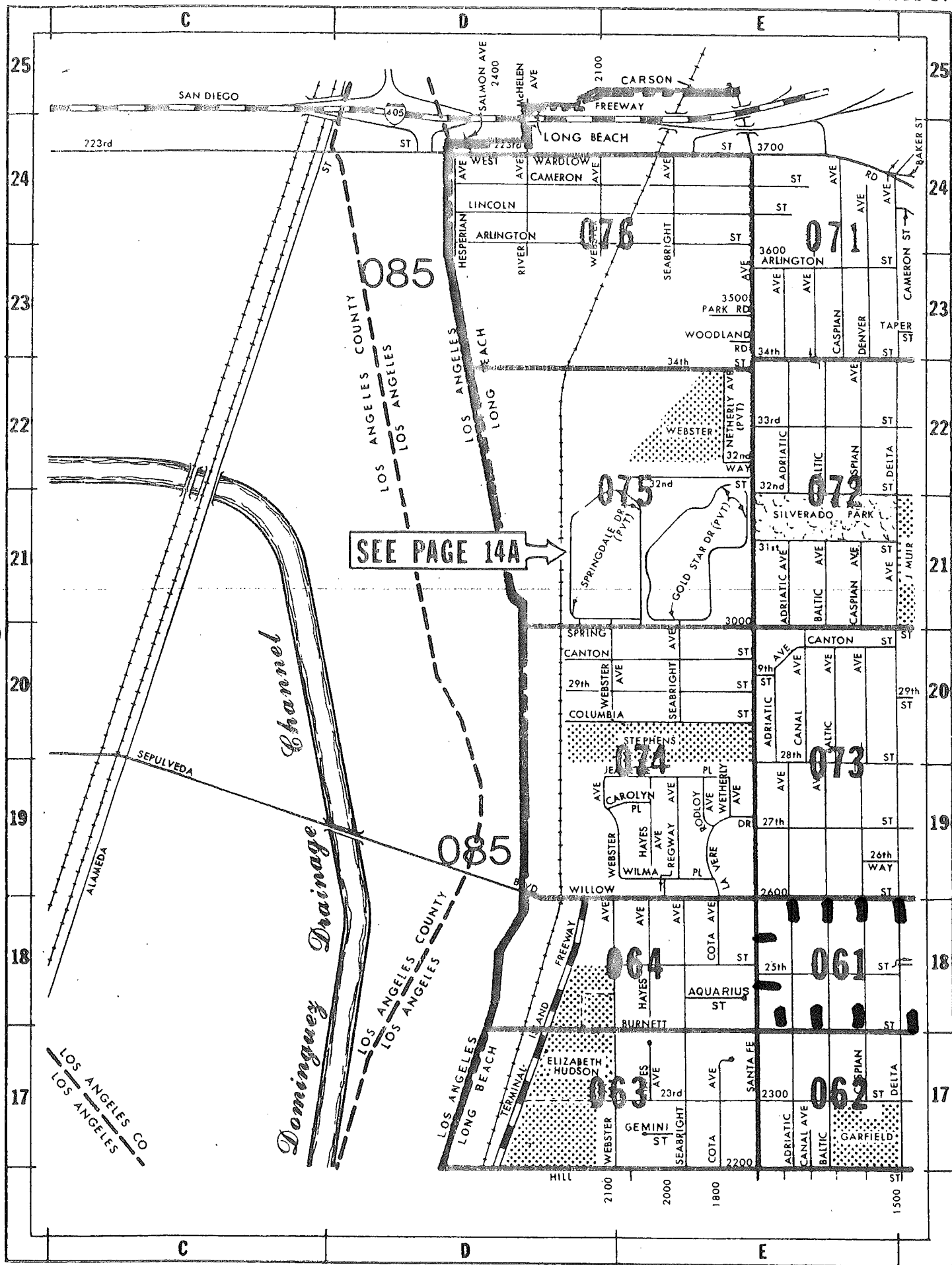
Boundaries: Willow Street to the North  
Burnett Street to the South  
Los Angeles River to the East  
Santa Fe Avenue to the West

Reported crimes in this district for ABC purposes are 126. Crime in a reporting district must be at least 199 to qualify for a high crime protest.

Type of business: A restaurant.

Last day to request conditions and protest: August 6, 2010





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**Date:** August 3, 2010  
**To:** File  
**From:** Dana Smith, Detective, Vice Investigations Section  
**Subject:** **EASY MARKET, 1370 WEST WILLOW STREET**

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (07/08/09-07/08/10)**

3	459A	Audible Alarm Call	Bad Order Alarm
3	211S	Silent Robbery Alarm	Bad Order Alarm
1	Unwelcome	Unwelcome Call	Released Not Booked

**ABC INSPECTIONS (past three years)**

None

**RESIDENCE WITHIN 100 FEET**

2553 Easy Avenue	Single Family Residence
2565 Easy Avenue	Single Family Residence
2575 Easy Avenue	Single Family Residence

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

1455 West Willow Street	Willow Street Church Of God
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DBS:dbs  
cfs.memo