

**HONORABLE MAYOR AND CITY COUNCIL**

February 14, 2006

Council District: 1

Applicant: DJ Food Incorporated

DBA: La Mexicana

Address: 1318 Pine Avenue

Type of Application: A person-to-person transfer of an On-Sale Beer and Wine license.

Basis for possible protest: None.

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

Census Tract: 5754.02

Boundaries: Pacific Coast Highway to the North  
Anaheim Street to the South  
Long Beach Boulevard to the East  
Pacific Avenue to the West

Number of licenses allowed: 3

Number of licenses existing: 6

Police Reporting District: 183

Boundaries: 15th Street to the North  
Anaheim Street to the South  
Long Beach Boulevard to the East  
Pacific Avenue to the West

Reported crimes in this district for ABC purposes are 893. Crime in a reporting district must be at least 194 to qualify for a high crime protest. A protest may not be filed on a person-to-person transfer application.

Type of business: A neighborhood market.

Last day to request conditions: February 17, 2006

