

**C-11**

June 15, 2021

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Receive and file the application of Bixby Market, LLC, dba Mom & Bert's, for an original application of an Alcoholic Beverage Control (ABC) license, at 232 Cherry Avenue. (District 2)

**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.

**TIMING CONSIDERATIONS**

City Council action is requested on June 15, 2021, to respond to the Department of Alcoholic Beverage Control at the first opportunity, after the June 15, 2021 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:



THOMAS B. MODICA  
CITY MANAGER

ATTACHMENTS

HONORABLE MAYOR AND CITY COUNCIL  
June 15, 2021

Council District: 2  
Applicant: Bixby Market, LLC  
DBA: Mom & Bert's  
Address: 232 Cherry Avenue  
Type of Application: An original application of an On-Sale Beer and Wine license  
Bases for possible protest: Over concentration  
Residences within 100 feet  
School within 600 feet  
Park within 600 feet

**PUBLIC CONVENIENCE DETERMINATION:** A determination of Public Convenience and Necessity **is not** required for this application

Census Tract: 5766.02  
Boundaries: Appleton Street to the North  
Ocean Boulevard/San Pedro Bay to the South  
Junipero Avenue/18<sup>th</sup> Place to the East  
Esperanza Avenue/Queensway Bay to the West  
Number of licenses allowed: 4  
Number of licenses existing: 9  
Police Reporting District: 434  
Boundaries: 4<sup>th</sup> Street to the North  
Broadway to the South  
Lindero Avenue/Carroll Park to the East  
Cherry Avenue to the West

Reported crimes in this district for ABC purposes are 86. Crime in a reporting district must be at least 97 to qualify for a high crime protest.

Type of business: A restaurant  
Last day to request conditions and protest: June 15, 2021

Date: June 15, 2021

To: File

From: Jose Gonzalez, Detective, Vice Investigations Section

Subject: **MOM & BERT'S – 232 CHERRY AVENUE**

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (4/26/20-4/26/21)**

DISPUE	Dispute	Advised
ASTF	Assist Fire	Assisted Other Agency
927I	Incomplete 911	Advised

**ABC INSPECTIONS (Past three years)**

Not applicable

**RESIDENCES WITHIN 100 FEET**

2027 East Broadway	Single Family Residence
2015 East Broadway	Multi-Unit Complex
2000 East Appleton Street	Multi-Unit Complex
245 Cherry Avenue	Single Family Residence

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

2000-2098	Cherry Skate Park Long Beach
1836 East 3 <sup>rd</sup> Street	Alamitos Neighborhood Library
130 Cherry Avenue	Bixby Park



- 1 CARROLL PARK NORTH
- 2 CARROLL PARK WEST
- 3 CARROLL PARK EAST
- 4 CARROLL PARK SOUTH
- 5 LOWENA DRIVE

