



CITY OF LONG BEACH

OFFICE OF THE CITY CLERK

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

November 18, 2015

Mr. Vincent Cravens
District Administrator
Department of Alcoholic Beverage Control
3950 Paramount Boulevard, Suite No. 250
Lakewood, California 90712

Re: Application of 444 W Ocean Cafe, LLC, dba Aroma di Roma
Centro, for an original Alcoholic Beverage Control License, at 444
West Ocean Boulevard, Suite 110.

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, November 17, 2015, received and filed the subject application with the attached conditions, as requested by Vice Mayor Suja Lowenthal, Councilmember, Second District. Transmitted for your files is a copy of the conditions, and this request that the conditions be applied to the license, as applicable under ABC rules and regulations.

The City of Long Beach thanks you for taking this request into consideration.

Respectfully submitted,

Maria de la Luz Garcia
MARIA DE LA LUZ GARCIA
CITY CLERK

Prepared by:
Megan Wiegelman

Attachment

cc: Suja Lowenthal, Vice Mayor, Second District
Mayor
City Prosecutor
Police Department (2) Chief & Vice
Referral File
FAX forwarded to ABC, (562) 982-1396



CITY OF LONG BEACH

R-22

POLICE DEPARTMENT

400 WEST BROADWAY LONG BEACH CALIFORNIA 90802

Robert G. Luna
Chief of Police

November 17, 2015

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the application of 444 W Ocean Café, LLC, dba Aroma di Roma Centro, for an original application of an Alcoholic Beverage Control license, at 444 West Ocean Boulevard, Suite 110. (District 2)

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 December 4, 2015. Accordingly, City Council action is required at the November 17, 2015 City Council meeting.

FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

ROBERT G. LUNA
CHIEF OF POLICE

APPROVED:

PATRICK H. WEST
CITY MANAGER

RGL:LBB:ibb

HONORABLE MAYOR AND CITY COUNCIL
November 17, 2015

Council District: 2

Applicant: 444 W Ocean Café, LLC
DBA: Aroma di Roma Centro
Address: 444 West Ocean Boulevard, Suite 110

Type of Application: An original application for an On-Sale Beer and Wine Public Premise license.

Bases for possible protest: Over Concentration.
High Crime.
Park within 600 feet.

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

Census Tract: 5760.01

Boundaries: Broadway to the North
Queensway Bay to the South
Alamitos Avenue/Shoreline Drive to the East
Los Angeles River to the West

Number of licenses allowed: 4
Number of licenses existing: 76

Police Reporting District: 082

Boundaries: Ocean Boulevard to the North
Queensway Bay to the South
Pine Avenue/Rainbow Harbor to the East
Queens Way/Queens Way Bridge to the West

Reported crimes in this district for ABC purposes are 464. Crime in a reporting district must be at least 149 to qualify for a high crime protest.

Type of business: A restaurant.

Last day to request conditions and protest: December 4, 2015



Date: November 17, 2015
To: File
From: Laurie Barajas, Detective, Vice Investigations Section
Subject: **AROMA DI ROMA CENTRO – 444 WEST OCEAN BOULEVARD, SUITE 110**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (10/15/14 to 10/15/15)

None

ABC INSPECTIONS (past three years)

Not Applicable

RESIDENCES WITHIN 100 FEET

None

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

Victory Park

448 East Ocean Boulevard

LBB:lbb
CFSmemoAromadiRomaCentro



Memorandum

To: Mayor and City Council
From: Suja Lowenthal, Second District
Subject: Aroma di Roma Centro, 444 West Ocean Blvd

November 17, 2015

REQUESTED CONDITIONS:

I respectfully request Council concurrence and ABC approval of the following conditions:

1. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control.
2. The sale of alcoholic beverages for consumption off the premises is strictly prohibited.
3. Trash shall not be emptied into outside containers between the hours of 12:00 am – 7:00 am.
4. Remove graffiti from premises within 72 hours (3 days) of application

Please do not hesitate to contact my office should you have additional questions at (562) 570-668

Megan Wiegelman

From: Fax2Mail Powered by EasyLink Services <reports@reply.fax2mail.com>
Sent: Wednesday, November 18, 2015 2:05 PM
To: Megan Wiegelman
Subject: ABC License Letter - Aroma di Roma Centro, 444 W. Ocean Blvd., Suite 110

MAIL2FAX DETAILED DELIVERY REPORT

Attention	DLA Admin
Job Number	1674378905
Sent By User	F2M/37283576077
Entered Fax2Mail System	11/18 16:50
Report Generated	11/18 17:04
Subject	ABC License Letter - Aroma di Roma Centro, 444 W. Ocean Blvd., Suite 110
Page Count	6 (including cover sheet)

SUMMARY

Sent: 1	Errors: 0	Cancelled: 0
Total: 1		

Destination	Status	Date	Time	Num. Retries
5629821396	SENT	11/18	17:04	2