



# CITY OF LONG BEACH

POLICE DEPARTMENT

# C-9

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

Billy B. Quach  
Chief of Police

March 16, 2010

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive and file the application of La Mexicana Grocers Incorporated, dba La Mexicana Meat Market, for a person-to-person transfer of an Alcoholic Beverage Control license, at 1318 Pine Avenue, with existing conditions. (District 1)

## DISCUSSION

It is City Council policy to review applications for Alcoholic Beverage Control licenses. This Person-to-Person Transfer application is placed on the Consent Calendar for your information only; conditions that were placed on the original license continue to be enforceable. Additional information and a map are attached.

## TIMING CONSIDERATIONS

The Department of Alcoholic Beverage Control will finalize this transfer on March 18, 2010. Accordingly, City Council action is required at the March 16, 2010 City Council meeting.

## FISCAL IMPACT

None.

## SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

BILLY B. QUACH  
CHIEF OF POLICE

APPROVED:

  
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PATRICK H. WEST  
CITY MANAGER

HONORABLE MAYOR AND CITY COUNCIL  
March 16, 2010

Council District: 1

Applicant: La Mexicana Grocers Incorporated  
DBA: La Mexicana Meat Market  
Address: 1318 Pine Avenue

Type of Application: A person-to-person transfer of an Off-Sale Beer and Wine license. This license is being transferred from DJ Food Incorporated to La Mexicana Grocers Incorporated.

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: 5

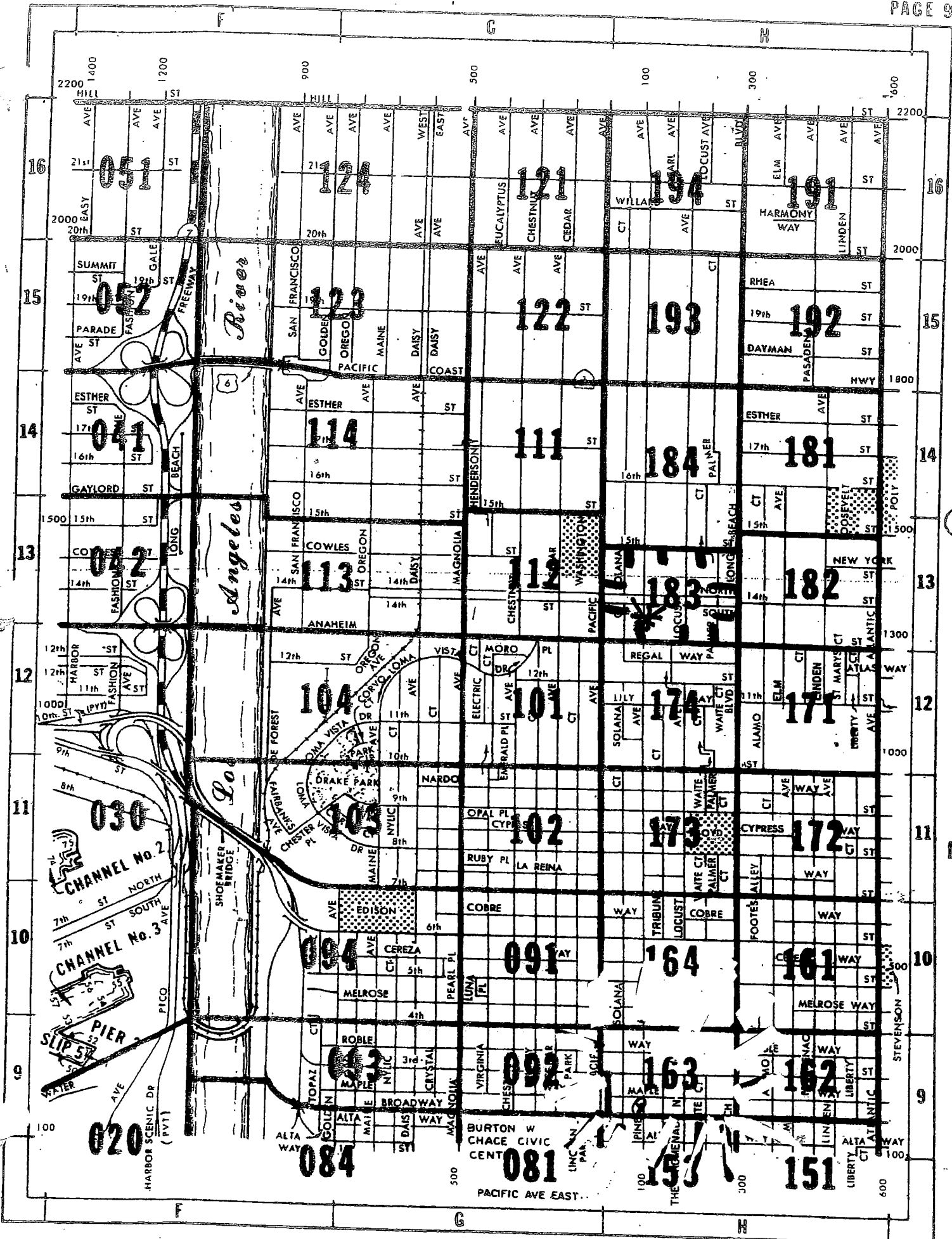
Police Reporting District: 183

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 452. Crime in a reporting district must be at least 191 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: March 18, 2010



PACIFIC AVE EAST



**Date:** March 16, 2010  
**To:** File  
**From:** Dana Smith, Detective, Vice Investigations Section  
**Subject:** LA MEXICANA MEAT MARKET, 1318 PINE AVENUE

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (02/16/09-02/16/10)**

25	Unwelcome	Unwelcome Call	Advised/Gone On Arrival
12	Group	Group Call	Advised/Gone On Arrival
8	927I	Incomplete 911 Call	Gone On Arrival/BOC/Advised
2	647F	Intoxicated Person	Advised/Cited
2	Fight	Fight Call	Advised
1	273.5	Spousal Abuse Call	Booked and Filed
1	415	Disturbance Call	Advised
1	927	Unknown Trouble Call	Advised

**ABC INSPECTIONS (past three years)**

None

**RESIDENCE WITHIN 100 FEET**

Not applicable

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

Not applicable

DBS:dbs  
cfs.memo