



CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802 • (562) 570-6101 • FAX (562) 570-6789

August 24, 2011

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

Re: Application of Noah David Buffett, dba CA Wine Room, to Determine the Application Serves the Public Convenience and Necessity for an Original Alcoholic Beverage Control License at 194 Marina Drive Suite 101

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, August 23, 2011, received and filed the subject application with the attached conditions requested by Gary DeLong, Councilmember for the Third 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.

At the same meeting, the Long Beach City Council took the subsequent action to determine and find that the subject application would serve the public convenience and necessity.

The City of Long Beach thanks you for taking this request into consideration. Enclosed is a copy of the City Council documentation for your file.

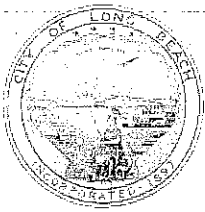
Respectfully submitted,


LARRY G. HERRERA
CITY CLERK

Prepared by:
Nancy Muth


Attachment

cc: Gary DeLong, Councilmember, Third District
City Prosecutor
Police Department (2) Chief & Vice
Referral File
FAX forwarded to ABC, (562) 982-1396



Date: August 23, 2011

To: Honorable Mayor Foster and Members of the City Council

From: Gary DeLong, Councilmember, 3rd District 

Subject: 194 North Marina Drive Suite 101, dba CA Wine Room, ABC License

R-18

I am submitting the following conditions for your consideration for the original application of an On-Sale Beer and Wine license for public premises license.

1. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control.
2. No alcoholic beverages shall be consumed on any property adjacent to the licensed premises under the control of licensee.
3. All sales of alcoholic beverages shall be made within the premises.
4. All beverages offered for sale at the premises shall be displayed and available for convenient inspection and purchase within the premises by the general public.
5. No drive thru window shall be maintained on the premises and no sale of alcoholic beverages shall be made to any person in a motor vehicle.
6. Any graffiti painted or marked upon the premises or on any adjacent area under the control of the licensee shall be removed or painted over within 24 hours of being applied.
7. There shall be no exterior advertising promoting or indicating the availability of alcoholic beverages.
8. The permittee shall take reasonable measures to prohibit and prevent the loitering of persons immediately outside the establishment at all times.
9. No beer or malt beverage products shall be sold, regardless of container size, in quantities of less than four per sale.
10. The sales of beer or malt beverages in quantities of quarts, 22 oz., 32 oz., or 40 oz., or similar size containers are prohibited.
11. Beer, malt beverages, and wine coolers in containers of 16 oz. Or less cannot be sold by single containers, but must be sold in manufacturer pre-packaged multi-unit quantities.

12. There shall be no cups, glasses, or similar receptacles commonly used for drinking of beverages, sold, furnished, or given away at the applicant's premises in quantities of less than their original multi-container package.

13. No pay phone will be maintained on the exterior of the premises.

14. There shall be no amplified music on the premises at any time

GD:jt



CITY OF LONG BEACH
POLICE DEPARTMENT

R-18

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

Jim McDonnell
Chief of Police

August 23, 2011

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Determine that the application serves the public convenience and necessity, and receive and file the application of Noah David Buffett, dba CA Wine Room, for an original Alcoholic Beverage Control license, at 194 Marina Drive Suite 101, with conditions. (District 3)

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 September 2, 2011. Accordingly, City Council action is required at the August 23, 2011 City Council meeting.

FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

R. Luna for JMCD.

JIM McDONNELL
CHIEF OF POLICE

APPROVED:

[Signature]
PATRICK H. WEST
CITY MANAGER

JM:DBS:dbs

ADMINISTRATION BUREAU
(562) 570-5830
FAX (562) 570-5833

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 23, 2011

Council District: 3

Applicant: Noah David Buffett
DBA: CA Wine Room
Address: 194 Marina Drive Suite 101

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

Basis for possible protest: Over concentration.

PUBLIC CONVENIENCE DETERMINATION: A determination by the City of public convenience and necessity **is** required for this application.

Census Tract: 5776.01

Boundaries: 7th Street/Garden Grove Freeway to the North
Long Beach Marina/San Gabriel River/County Line to the South
County Line to the East
Los Cerritos Channel/Marina Drive/Long Beach Marina to the West

Number of licenses allowed: 2
Number of licenses existing: 28

Police Reporting District: 623

Boundaries: 2nd Street/Naples Island to the North
Alamitos Bay/San Gabriel River to the South
Pacific Coast Highway/County Line to the East
Alamitos Bay to the West

Reported crimes in this district for ABC purposes are 108. Crime in a reporting district must be at least 177 to qualify for a high crime protest.

Type of business: A Wine Room
Last day to request conditions and protest: September 2, 2011



Date: August 23, 2011
To: File
From: Dana Smith, Detective, Vice Investigations Section
Subject: **CA WINE ROOM, 194 MARINA DRIVE SUITE 101**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (08/03/10-08/03/11)

None

ABC INSPECTIONS (past three years)

None

RESIDENCE WITHIN 100 FEET

None

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

None

DBS:dbs
cfs.memo