

CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

333 West Ocean Boulevard • Long Beach, California 90802 • (562) 570-6101 • FAX (562) 570-6789

September 24, 2010

Vincent Cravens
District Administrator
Department of Alcoholic Beverage Control
3950 Paramount Boulevard, Suite 250
Lakewood, California 90712

Re: Application of Super Center Concepts Incorporated, dba Superior Grocers, to Determine the Application Serves the Public Convenience and Necessity for a premise-to-premise transfer of an Alcoholic Beverage Control License at 5450 Cherry Avenue

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, September 21, 2010, received and filed the subject application with conditions, as requested by Councilwoman Gabelich, Eighth 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 concurrent action to determine and find that the subject application would serve the public convenience and necessity.

Enclosed is a copy of the City Council documentation for your file.

Respectfully submitted,

LARRY G. HERRERA
CITY CLERK

Prepared by:
Carolyn Harris

Attachments

cc: Councilwoman Rae Gabelich, Eighth District
City Prosecutor
Police Department (2) Chief & Vice
Referral File
FAX forwarded to ABC, (562) 982-1396



CITY OF LONG BEACH
POLICE DEPARTMENT

R-33

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

Jim McDonnell
Chief of Police

September 21, 2010

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 Super Center Concepts Incorporated, dba Superior Grocers, for a premise-to-premise transfer of an Alcoholic Beverage Control license, at 5450 Cherry Avenue, with conditions. (District 8)

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 October 1, 2010. Accordingly, City Council action is required at the September 21, 2010 City Council meeting.

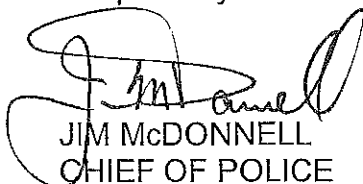
FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


JIM McDONNELL
CHIEF OF POLICE

APPROVED:


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
September 21, 2010

Council District: 8
Applicant: Super Center Concepts Incorporated
DBA: Superior Grocers
Address: 5450 Cherry Avenue

Type of Application: A premise-to-premise transfer of an Off-Sale General license. This license is being transferred from Super Center Concepts Incorporated to Super Center Concepts Incorporated.

Bases for possible protest: High crime.
Over concentration.
Residences within 100 feet.

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

Census Tract: 5706.03
Boundaries: South Street to the North
City Limits to the South
City Limits to the East
Cherry Avenue to the West
Number of licenses allowed: 3
Number of licenses existing: 3
Police Reporting District: 524
Boundaries: South Street to the North
City Limits to the South
City Limits to the East
Cherry Avenue to the West

Reported crimes in this district for ABC purposes are 326. Crime in a reporting district must be at least 199 to qualify for a high crime protest.

Type of business: A neighborhood market.
Last day to request conditions and protest: October 1, 2010



Date: September 21, 2010
To: File
From: Dana Smith, Detective, Vice Investigations Section
Subject: **SUPERIOR GROCERS, 5450 CHERRY AVENUE**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (09/01/09-09/01/10)

4	Unwelcome	Unwelcome Call	Advised/Filed
3	Dispute	Dispute Call	GOA/Advised/ACIT
3	211S	Silent Robbery Alarm	Bad Order Alarm
1	415	Disturbance Call	Will File Later
1	273.5	Spousal Abuse	Unfounded
1	R484	Petty Theft Report	Advised
1	470	Forgery	Advised
1	996T	Bomb Threat	Unfounded

ABC INSPECTIONS (past three years)

None

RESIDENCE WITHIN 100 FEET

2301 East Market Street Multi-Unit Complex

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

None

DBS:dbs
cfs.memo



Date: September 21, 2010

To: Mayor and Members of the City Council

From: Councilmember Rae Gabelich, Eighth District

Subject: Superior Grocers, 5450 Cherry Avenue, Request for ABC License Conditions
(Agenda Item R-33)

I am requesting the following conditions for a premise-to-premise transfer of an Off-Sale General license for Superior Center Concepts Incorporated dba Superior Grocers at 5450 Cherry Avenue:

1. No exterior advertising promoting or indicating the availability of alcoholic beverages
2. No alcoholic beverages shall be consumed on the property, or on adjacent properties under control of licensee
3. No sales to any person appearing to be or actually being intoxicated shall be allowed
4. Licensee shall take all reasonable measures to prohibit and prevent any loitering on the premises
5. Any graffiti on the premises shall be removed or painted over within 24 hours
6. All sales of alcohol shall be directly supervised by an authorized employee of the licensee, aged at least 21 years, including inspection of identification to verify age of purchaser, and observation of purchaser to ensure no sales to intoxicated persons
7. No beer or malt beverages shall be sold, regardless of container size, in quantities of less than three per sale
8. The sale of beer or malt beverages in quantities of quarts, 22 oz, 32 oz, 40 oz, or similar size is prohibited
9. Wine shall not be sold in bottles or containers smaller than 750 ml. other than dessert wines in 375 ml. bottles
10. Request the applicant to utilize security video cameras on the premises

***** -IND. XMT JOURNAL- ***** DATE SEP-24-2010 ***** TIME 11:51 *****

DATE/TIME = SEP-24-2010 11:48
JOURNAL No. = 51
COMM.RESULT = OK
PAGE(S) = 005/005
DURATION = 00:00'49
FILE No. = 177
MODE = MEMORY TRANSMISSION
DESTINATION = 99821396
RECEIVED ID = D.A.B.C. / 562 982 1396
RESOLUTION = STD

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