



CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

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

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August 19, 2009

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

Re: Application of Donna Rene Lozano and Francisco Lozano, dba Brulee Café and Bakery, for an Original Alcoholic Beverage Control License at 6204 East Pacific Coast Highway

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, August 18, 2009, received and filed the subject application with the attached conditions requested by Councilmember Gary DeLong, 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.

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,

A handwritten signature in black ink, appearing to read "Larry Herrera".

LARRY G. HERRERA
CITY CLERK

Prepared by:
Nancy Muth

Attachment

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



CITY OF LONG BEACH

R-20

POLICE DEPARTMENT

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

ANTHONY W. BATTS
Chief of Police

August 18, 2009

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the application of Donna Renee Lozano and Francisco Lozano, dba Brulee Cafe and Bakery, for an original Alcoholic Beverage Control license, at 6204 East Pacific Coast Highway, 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 August 21, 2009. Accordingly, City Council action is required at the August 18, 2009 City Council meeting.

FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

ANTHONY W. BATTS
CHIEF OF POLICE

AWB:DBS:dbs
attachments

APPROVED:

PATRICK H. WEST
CITY MANAGER

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 18, 2009

Council District: 3

Applicant: Donna Renee Lozano and Francisco Lozano
DBA: Brulee Cafe and Bakery
Address: 6204 East Pacific Coast Highway

Type of Application: An original application for an On-Sale Beer and Wine for bonafide eating place license.

Basis for possible protest: Residences within 100 feet.

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

Census Tract: 5776.03

Boundaries: 7th Street to the North
Vista Street/Nieto Avenue/Broadway/Los Cerritos Channel to the South
Pacific Coast Highway to the East
Ximeno Avenue to the West

Number of licenses allowed: 7
Number of licenses existing: 5

Police Reporting District: 621

Boundaries: Colorado Street to the North
Westminster Avenue to the South
Pacific Coast Highway/County Line to the East
Marine Stadium to the West

Reported crimes in this district for ABC purposes are 124. Crime in a reporting district must be at least 191 to qualify for a high crime protest.

Type of business: A restaurant.

Last day to request conditions and protest: August 21, 2009



Date: August 18, 2009
To: File
From: Dana Smith, Detective, Vice Investigations Section
Subject: **BRULEE CAFE AND BAKERY, 6204 EAST PACIFIC COAST HIGHWAY**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (07/22/08-07/22/09)

1	459A	Audible Alarm Call	Bad Order Alarm
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ABC INSPECTIONS (past three years)

None

RESIDENCE WITHIN 100 FEET

6139 Laguna Court	Single Family Residence
6143 Laguna Court	Single Family Residence
6147 Laguna Court	Single Family Residence
6151 Laguna Court	Single Family Residence
6155 Laguna Court	Single Family Residence
6159 Laguna Court	Single Family Residence
6163 Laguna Court	Single Family Residence

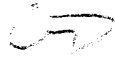
CHURCHES, SCHOOLS, PARKS, HOSPITALS AND PLAYGROUNDS WITHIN 600 FEET

None

DBS:db
cfs.memo



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Date: August 18, 2009
To: Honorable Mayor Foster and Members of the City Council
From: Gary DeLong, Councilmember, Third District 
Subject: Brulee Café and Bakery original Alcoholic Beverage Control License

I am submitting the following conditions for your consideration for an original application of an On-Sale Beer and Wine license for a bonafide eating place.

For Census Tract 5776.03 whereas there are residences within 100 feet, I am recommending the following:

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 permittee shall not allow employees to discard trash or bottles into the outside dumpsters between the hours of 10 p.m. and 8 a.m.
3. There shall be no exterior advertising promoting or indicating the availability of alcoholic beverages.
4. Sound shall not be audible within fifty feet (50') from the exterior of the premises in any direction.
5. The permittee shall take reasonable measures to prohibit and prevent the loitering of persons immediately outside the establishment at all times.
6. Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 10:00 a.m. and 9:00 p.m. Monday through Saturday and 8:00 a.m. to 9:00 p.m. on Sundays.
7. The quarterly gross sales of alcoholic beverages shall not exceed the gross sales of food during the same period. The licensee shall at all times maintain records which reflect separately the gross sales of food and the gross sales of alcoholic beverages of the licensed business. Said records shall be kept no less frequently than on a quarterly basis and shall be made available to the Department on demand.
8. The sale of alcoholic beverages for consumption off the premises is strictly prohibited.
9. No "happy hour" type of reduced price alcoholic beverage promotion shall be allowed.