



CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

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

January 18, 2012

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

Re: Application of Viva Enterprises, Incorporated, (No Active dba), for a Person-to-Person and Premise-to-Premise Transfer of an Alcoholic Beverage Control License at 230 East 3rd Street. (District 2)

Dear Ms. Griffin:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, January 17, 2012, received and filed the subject application with the attached conditions, as requested by Vice Mayor Suja Lowenthal, 2nd District Councilmember. 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,

LARRY G. HERRERA
CITY CLERK

Prepared by:
Nancy Muth

Attachments

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

City of Long Beach
Working Together to Serve

Suja Lowenthal
Vice Mayor



Memorandum

To: Mayor and City Council

January 17, 2012

From: Dr. Suja Lowenthal, Second District 

Subject: Viva Enterprises, Incorporated, 230 E. Third Street

REQUESTED ACTION:

Request to receive and file the application for Viva Enterprises Incorporated with ABC and include the following conditions:

- 1) Trash shall not be emptied between the hours of 10:00 pm and 7:00 am.
- 2) The petitioner shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control.
- 3) The sale of alcoholic beverages for consumption off the premises is strictly prohibited.



CITY OF LONG BEACH

R-18

POLICE DEPARTMENT

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

Jim McDonnell
Chief of Police

January 17, 2012

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the application of Viva Enterprises, Incorporated, (No Active dba), for a person-to-person and premise-to-premise transfer of an Alcoholic Beverage Control license, at 230 East 3rd Street, with conditions. (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 January 20, 2012. Accordingly, City Council action is required at the January 17, 2012 City Council meeting.

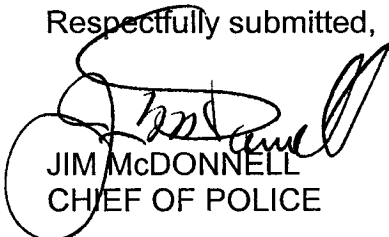
FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JIM McDONNELL
CHIEF OF POLICE

APPROVED:



PATRICK H. WEST
CITY MANAGER

JM:CNA:cna

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
January 17, 2012

Council District: 2

Applicant: Viva Enterprises Incorporated
DBA: No Active dba
Address: 230 East 3rd Street

Type of Application: A person-to-person and premise-to-premise transfer of an On-Sale General for bonafide eating place license.

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 not** required for this application.

Census Tract: 5762.00

Boundaries: 7th Street to the North
Broadway to the South
Alamitos Avenue/Martin Luther King Jr. to the East
Pine Avenue to the West

Number of licenses allowed: 5
Number of licenses existing: 22

Police Reporting District: 163

Boundaries: 4th Street to the North
Broadway to the South
Long Beach Boulevard to the East
Pacific Avenue to the West

Reported crimes in this district for ABC purposes are 404. Crime in a reporting district must be at least 177 to qualify for a high crime protest.

Type of business: A restaurant.

Last day to request

Conditions and protest: January 20, 2012



Date: January 17, 2012
To: File
From: Chris Anderson, Detective, Vice Investigations Section
Subject: **VIVA ENTERPRISES INCORPORATED, 230 EAST 3RD STREET**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (12/22/10-12/22/11)

None

ABC INSPECTIONS (past three years)

None

RESIDENCE WITHIN 100 FEET

225 Long Beach Boulevard
210 East 3rd Street

Multi-Unit Complex
Multi-Unit Complex

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

None

CNA:cna
cfs.memo

***** -IND. XMT JOURNAL- ***** DATE JAN-18-2012 ***** TIME 15:16 *****

DATE/TIME = JAN-18-2012 15:15
JOURNAL No. = 24
COMM.RESULT = OK
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DURATION = 00:00'40
FILE No. = 099
MODE = MEMORY TRANSMISSION
DESTINATION = 99821396
RECEIVED ID = D.A.B.C. / 562 982 1396
RESOLUTION = STD

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