



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

June 1, 2010

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the application of Norma Moradeperez, dba Brite Spot Coffee Shop, for an original Alcoholic Beverage Control license, at 412 West Pacific Coast Highway, with conditions. (District 1)

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 June 16, 2010. Accordingly, City Council action is required at the June 1, 2010 City Council meeting.

FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

Handwritten signature of Jim McDonnell in black ink.

JIM McDONNELL
CHIEF OF POLICE

APPROVED:

Handwritten signature of Patrick H. West in black ink, written over a horizontal line.

PATRICK H. WEST
CITY MANAGER

JM:DBS:dbs

HONORABLE MAYOR AND CITY COUNCIL
June 1, 2010

Council District: 1

Applicant: Norma Moradeperez
DBA: Brite Spot Coffee Shop
Address: 412 West Pacific Coast Highway

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

Bases for possible protest: High crime.
Residences within 100 feet.
School within 600 feet.

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

Census Tract: 5754.01

Boundaries: Pacific Coast Highway to the North
Anaheim Street to the South
Pacific Avenue to the East
Los Angeles River to the West

Number of licenses allowed: 5
Number of licenses existing: 3

Police Reporting District: 111

Boundaries: Pacific Coast Highway to the North
15th Street to the South
Pacific Avenue to the East
Magnolia Avenue to the West

Reported crimes in this district for ABC purposes are 431. Crime in a reporting district must be at least 199 to qualify for a high crime protest.

Type of business: A restaurant.

Last day to request
conditions and protest: Extended to June 16, 2010



Date: June 1, 2010
To: File
From: Dana Smith, Detective, Vice Investigations Section
Subject: **BRITE SPOT COFFEE SHOP, 412 WEST PACIFIC COAST HIGHWAY**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (04/27/09-04/27/10)

3	Unwelc	Unwelcome Call	BF/Advised
1	Fight	Fight Call	Unfounded
1	594	Vandalism Call	Will File Later
1	Custom	Customer Call	Advised

- Previous owner of the business had their business license revoked in 2009.

ABC INSPECTIONS (past three years)

2 No Violations Observed

RESIDENCE WITHIN 100 FEET

1762 Chestnut Avenue	Multi-Unit Complex
1776 Chestnut Avenue	Multi-Unit Complex

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

1794 Cedar Avenue	LBUSD School for Adults
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DBS:dbs
cfs.memo

