



CITY OF LONG BEACH

POLICE DEPARTMENT

R-23

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

Jim McDonnell
Chief of Police

February 15, 2011

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the application of EJM Mini Mart Incorporated, dba EJM Mini Mart Incorporated, for an original Alcoholic Beverage Control license, at 2221 Palo Verde Avenue Suite 1G, and submit a Public Notice of Protest. (District 4)

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 February 25, 2011. Accordingly, City Council action is required at the February 15, 2011 City Council meeting.

FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


JIM McDONNELL
CHIEF OF POLICE

JM:DBS:dbs

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
February 15, 2011

Council District: 4
Applicant: EJN Mini Mart Incorporated
DBA: EJN Mini Mart Incorporated
Address: 2221 Palo Verde Avenue Suite 1G

Type of Application: An original application for an Off-Sale General license. This business is upgrading from a Beer and Wine to a General license.

Bases for possible protest: Over concentration.
Residences within 100 feet.
Licensing the premises would be contrary to Long Beach Zoning Ordinances.

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

Census Tract: 5743.00
Boundaries: Spring Street to the North
Stearns Street/Atherton Street to the South
Woodruff Avenue/Palo Verde Avenue to the East
Bellflower Boulevard/San Vicente/Fanwood Avenue to the West

Number of licenses allowed: 4
Number of licenses existing: 5

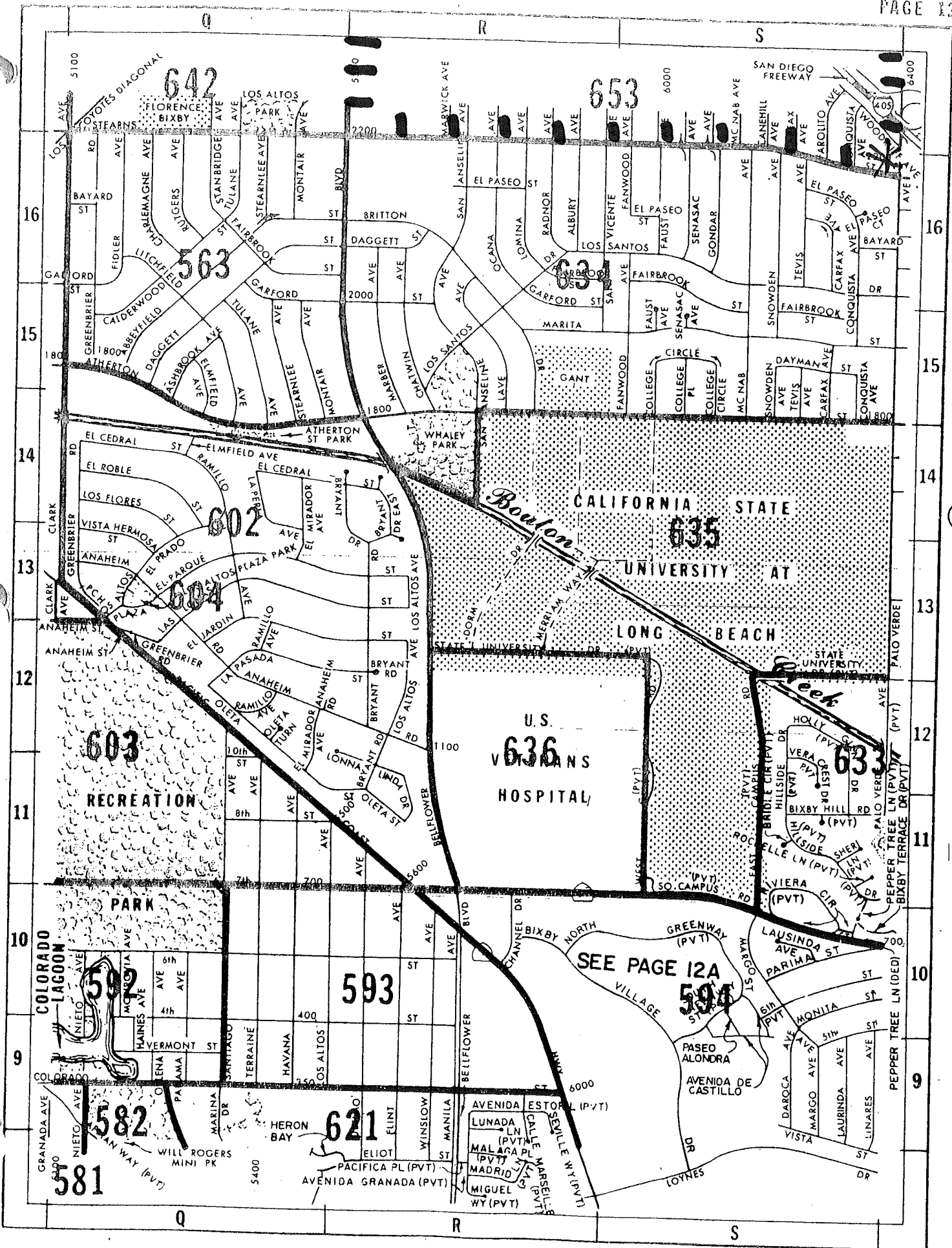
Police Reporting District: 653

Boundaries: Willow Street to the North
Stearns Street to the South
Palo Verde Avenue to the East
Bellflower Boulevard to the West

Reported crimes in this district for ABC purposes are 142. Crime in a reporting district must be at least 177 to qualify for a high crime protest.

Type of business: A neighborhood market.

Last day to request conditions and protest: February 25, 2011



CALIFORNIA STATE
UNIVERSITY AT
LONG BEACH

U.S.
VETERANS
HOSPITAL

SEE PAGE 12A

COLORADO LAGOON PARK

581
582

593

621

594

635

633

642

653

563

634

602

604

603

RECREATION

PARK

592

581

Beek Creek

PASEO ALONDRA

AVENIDA DE CASTILLO

AVENIDA GRANADA (PVT)

AVENIDA ESTORIL (PVT)
LUNADA LN (PVT)
MALARAGA PL (PVT)
MADRID (PVT)
MIGUEL WY (PVT)

LAUSINDA AVE

PARIMA ST

MONITA ST

51th AVE

LAURINDA AVE

LINARES ST

VISTA DR

6th AVE

4th AVE

3rd AVE

2nd AVE

1st AVE

6000

400

300

200

1100

5600

5500

5400

2200

2000

1800

1600

6000

6000

6000

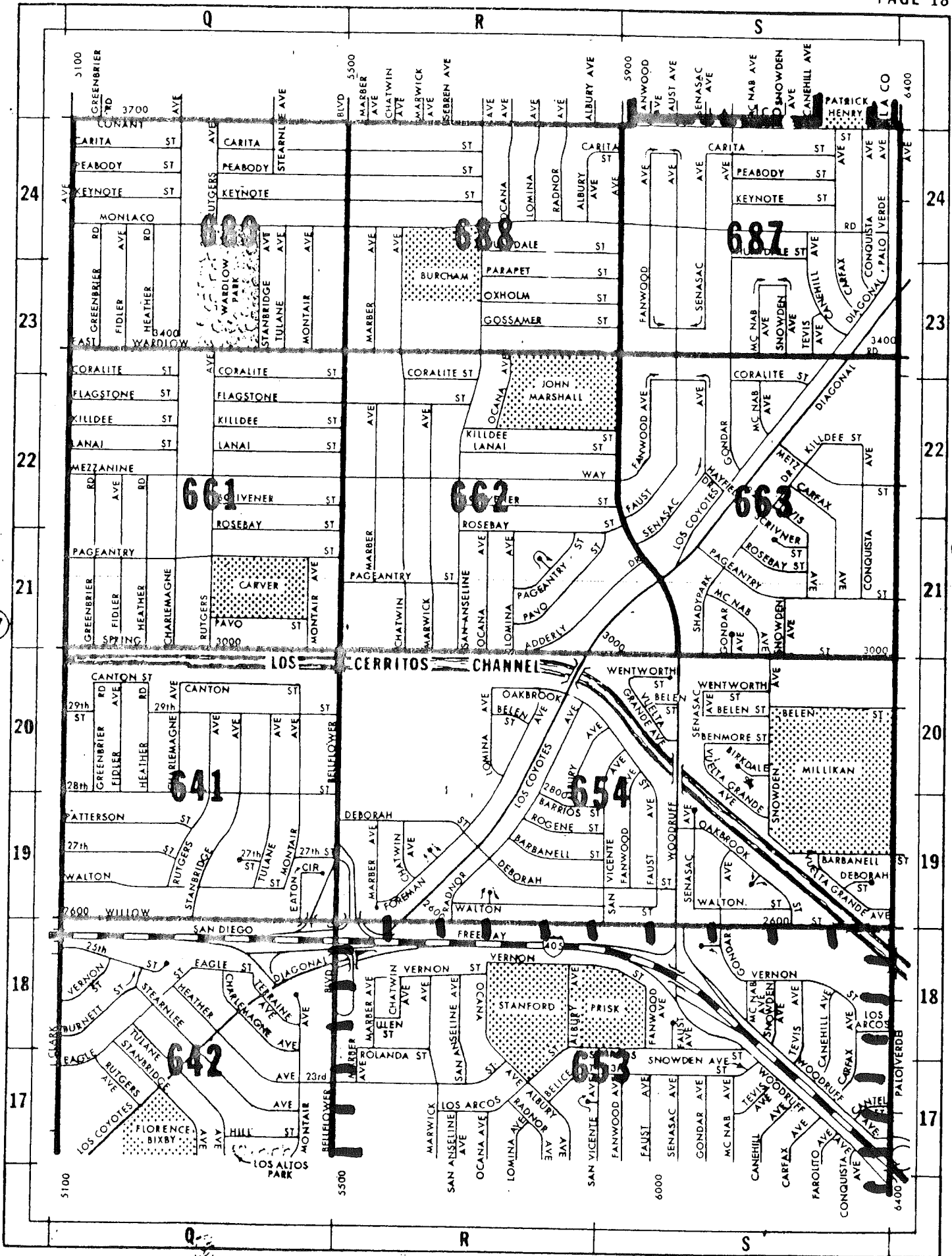
6400

6000

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17

1



Date: February 15, 2011
To: File
From: Dana Smith, Detective, Vice Investigations Section
Subject: **EJN MINI MART INCORPORATED, 2221 PALO VERDE AVENUE SUITE 1G**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (01/26/10-01/26/11)

1	925	Suspicious Person	Will File Later
1	459A	Audible Alarm Call	Bad Order Alarm

ABC INSPECTIONS (past three years)

None

RESIDENCE WITHIN 100 FEET

2200 Conquista Avenue	Single Family Residence
2204 Conquista Avenue	Single Family Residence
2208 Conquista Avenue	Single Family Residence
2214 Conquista Avenue	Single Family Residence
2218 Conquista Avenue	Single Family Residence
2222 Conquista Avenue	Single Family Residence
2226 Conquista Avenue	Single Family Residence
2234 Conquista Avenue	Single Family Residence

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

None

DBS:dbs
cfs.memo