



CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

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

June 16, 2010

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

Re: Application of Norma Moradeperez, dba Brite Spot Coffee Shop, for an original Alcoholic Beverage Control License at 412 West Pacific Coast Highway

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held June 15, 2010 approved the request of Councilmember Robert Garcia, First District, that the subject application be protested based on: (1) high crime area, (2) proximity to residences and schools, and (3) the City's potential denial of the business license.

Enclosed is a copy of the City Council documentation and a certified excerpt of the minutes for your file. The City of Long Beach thanks you for taking this request into consideration.

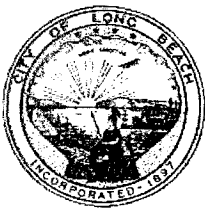
Respectfully submitted,

LARRY G. HERRERA
CITY CLERK

Prepared by:
Nancy Muth

Attachments

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



CITY OF LONG BEACH

POLICE DEPARTMENT

~~R-18~~

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

UB-24

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,

JIM McDONNELL
CHIEF OF POLICE

APPROVED:

PATRICK H. WEST
CITY MANAGER

JM:DBS:dbs

ADMINISTRATION BUREAU
(562) 570-5830
FAX (562) 570-5883

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
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
-------------------	-------------------------

DBS:dbs
cfs.memo

AN EXCERPT FROM THE MINUTES OF
THE LONG BEACH CITY COUNCIL MEETING
HELD TUESDAY, JUNE 15, 2010

UNFINISHED BUSINESS: (6:05 PM)

24. (10-0544) Recommendation to 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) (6:05 PM)

Suggested Action: Approve recommendation.

Motion: To file a protest with ABC on the basis of high crime, proximity to residences and schools, as well as a potential denial of the business license based inconsistent and incomplete information provided in the business license application.

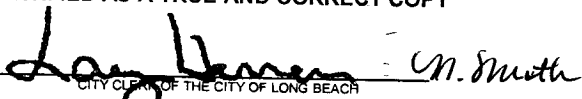
Moved by Garcia, seconded by DeLong.

Vote: To file a protest with ABC on the basis of high crime, proximity to residences and schools, as well as a potential denial of the business license based inconsistent and incomplete information provided in the business license application. (Carried 8-0)

Yes: Garcia, DeLong, O'Donnell, Schipske, Andrews, Reyes Uranga, Gabelich, and Lerch.

Absent: Lowenthal.

CERTIFIED AS A TRUE AND CORRECT COPY


CITY CLERK OF THE CITY OF LONG BEACH

DATE: June 16, 2010

***** -IND. XMT JOURNAL- ***** DATE JUN-16-2010 ***** TIME 11:31 *****

DATE/TIME = JUN-16-2010 11:29
JOURNAL No. = 66
COMM.RESULT = OK
PAGE(S) = 005/005
DURATION = 00:00'43
FILE No. = 050
MODE = MEMORY TRANSMISSION
DESTINATION = 99821396
RECEIVED ID = D.A.B.C. / 562 982 1396
RESOLUTION = STD

***** - ***** - *****