



# CITY OF LONG BEACH

## POLICE DEPARTMENT

# R-27

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

ANTHONY W. BATTS  
Chief of Police  
July 10, 2007

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Determine that the application serves the public convenience and necessity, and receive and file the application of Beverages and More Inc., dba Beverages and More, for an original alcoholic beverage control license and a person-to-person (premise-to-premise) alcoholic beverage control license, at Pacific Coast Highway and 2<sup>nd</sup> Street Southeast Corner, 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 July 13, 2007. Accordingly, City Council action is required at the July 10, 2007 City Council meeting.

### FISCAL IMPACT

None.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

Handwritten signature of Anthony W. Batts in cursive.

ANTHONY W. BATTS  
CHIEF OF POLICE

APPROVED:

Handwritten signature of Christine F. Shippey in cursive.

CHRISTINE F. SHIPPEY  
ASSISTANT CITY MANAGER

AWB:DBS:dbs

ADMINISTRATION BUREAU  
(562) 570-5830  
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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  
July 10, 2007

Council District: 3

Applicant: Beverages & More Incorporated  
DBA: Beverages & More  
Address: Pacific Coast Highway and 2nd Street Southeast Corner

Type of Application: A person-to-person and premise-to-premise transfer of an Off-Sale General license and an original application for an On-Sale Beer and Wine public premise license.

Basis for possible protest: Over concentration

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

Census Tract: 5776.01

Boundaries: 7th Street/Garden Grove Freeway to the North  
Long Beach Marina/San Gabriel River/County Line to the South  
County Line to the East  
Los Cerritos Channel/Marina Drive/Long Beach Marina to the West

Number of licenses allowed: 1  
Number of licenses existing: 6

Police Reporting District: 624

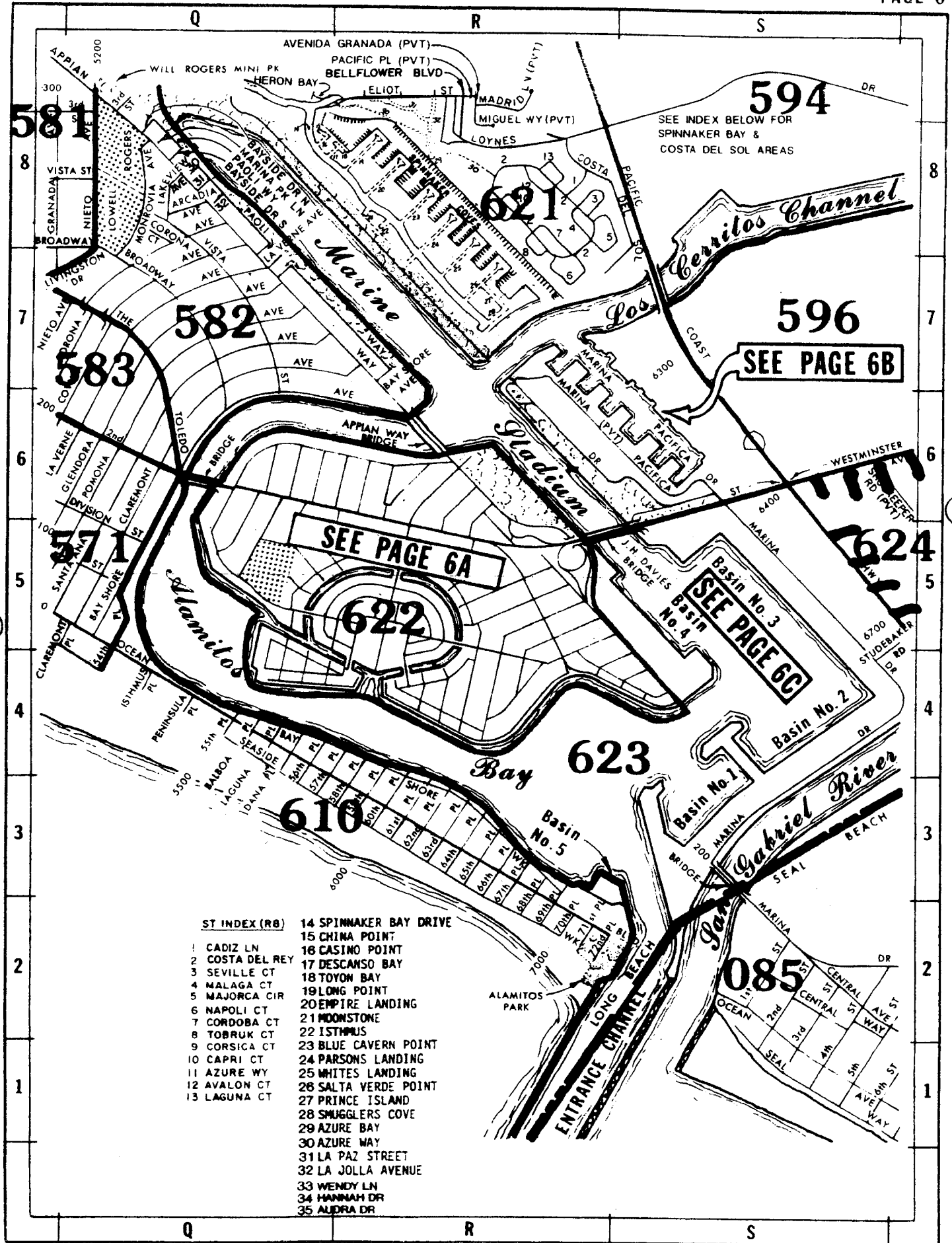
Boundaries: Westminster Avenue to the North  
County Line to the South  
Windjammer Court/Spinnaker Way to the East  
Pacific Coast Highway to the West

Reported crimes in this district for ABC purposes are 52. Crime in a reporting district must be at least 191 to qualify for a high crime protest.

Type of business: A liquor store.

Last day to request conditions and protest: July 13, 2007





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| 1 CADIZ LN      | 14 SPINNAKER BAY DRIVE |
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| 3 SEVILLE CT    | 16 CASINO POINT        |
| 4 MALAGA CT     | 17 DESCANSO BAY        |
| 5 MAJORCA CIR   | 18 TOYON BAY           |
| 6 NAPOLI CT     | 19 LONG POINT          |
| 7 CORDOBA CT    | 20 EMPIRE LANDING      |
| 8 TOBRUK CT     | 21 MOONSTONE           |
| 9 CORSICA CT    | 22 ISTHMUS             |
| 10 CAPRI CT     | 23 BLUE CAVERN POINT   |
| 11 AZURE WY     | 24 PARSONS LANDING     |
| 12 AVALON CT    | 25 WHITES LANDING      |
| 13 LAGUNA CT    | 26 SALTA VERDE POINT   |
|                 | 27 PRINCE ISLAND       |
|                 | 28 SMUGGLERS COVE      |
|                 | 29 AZURE BAY           |
|                 | 30 AZURE WAY           |
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Basin No. 2

Bay 623

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