



CITY OF LONG BEACH
POLICE DEPARTMENT

R-16

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

Jim McDonnell
Chief of Police

June 14, 2011

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 WFM-WO Incorporated, dba Whole Foods Market, for a person-to-person and premise-to-premise transfer of an Alcoholic Beverage Control license, at 6550 East Pacific Coast Highway, 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 June 15, 2011. Accordingly, City Council action is required at the June 14, 2011 City Council meeting.

FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

R. Luna for J McDonnell

JIM McDONNELL
CHIEF OF POLICE

APPROVED:

[Signature]
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
June 14, 2011

Council District: 3

Applicant: WFM-WO Incorporated
DBA: Whole Foods Market
Address: 6550 East Pacific Coast Highway

Type of Application: A person-to-person and premise-to-premise transfer of an Off-Sale General license. This license is being transferred from Mrs. Goochs Natural Food Markets Incorporated to WFM-WO Incorporated. This business is upgrading from a Beer and Wine to a General 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: 7

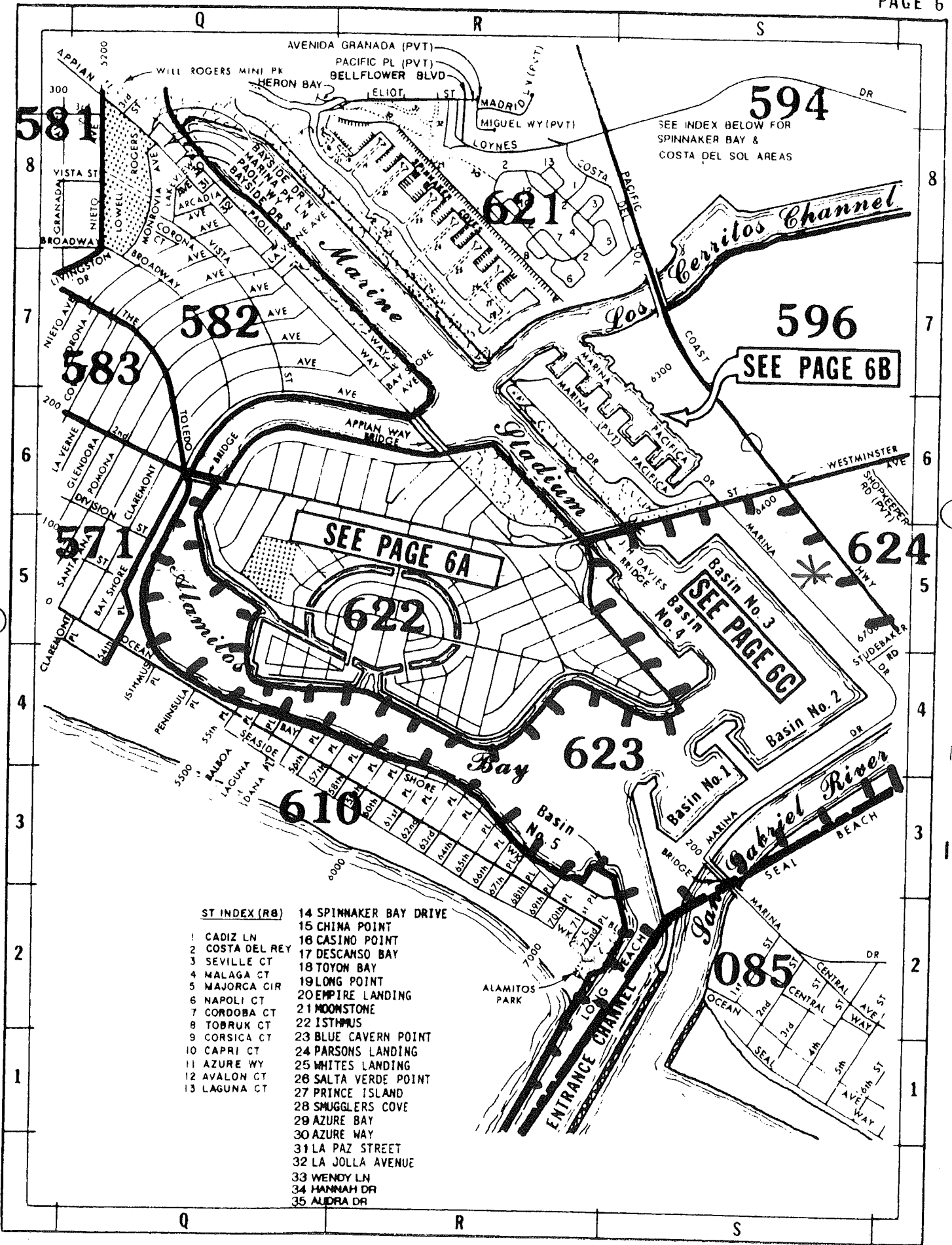
Police Reporting District: 623

Boundaries: 2nd Street/Naples Island to the North
Alamitos Bay/San Gabriel River to the South
Pacific Coast Highway/County Line to the East
Alamitos Bay to the West

Reported crimes in this district for ABC purposes are 108. Crime in a reporting district must be at least 177 to qualify for a high crime protest.

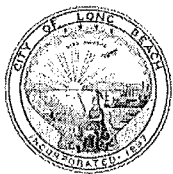
Type of business: A neighborhood market.

Last day to request conditions and protest: June 15, 2011



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1 CADIZ LN	14 SPINNAKER BAY DRIVE
2 COSTA DEL REY	15 CHINA POINT
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
	31 LA PAZ STREET
	32 LA JOLLA AVENUE
	33 WENDY LN
	34 HANNAH DR
	35 AUDRA DR



Date: June 14, 2011
To: File
From: Dana Smith, Detective, Vice Investigations Section
Subject: **WHOLE FOODS MARKET, 6550 EAST PACIFIC COAST HIGHWAY**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (05/16/10-05/16/11)

13	Unwelcome	Unwelcome Call	ADV/GOA/CIVIL
3	211S	Silent Robbery Alarm	BOA
2	925	Suspicious Person	ADV/GOA
2	Dispute	Dispute Call	GOA
2	Ckwel	Check the Well Call	GOA
1	Ast	Assist Call	ADV
1	484	Petty Theft	ADV
1	487	Grand Theft	ACIT
1	415	Disturbance Call	ADV
1	R594	Vandalism Report	ADV
1	647FD	Person Using Drugs	GOA
1	242	Battery	ADV

ABC INSPECTIONS (past three years)

None

RESIDENCE WITHIN 100 FEET

None

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

None

DBS:dbs
cfs.memo