



# CITY OF LONG BEACH

# R-33

## POLICE DEPARTMENT

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

Jim McDonnell  
Chief of Police

September 21, 2010

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 Super Center Concepts Incorporated, dba Superior Grocers, for a premise-to-premise transfer of an Alcoholic Beverage Control license, at 5450 Cherry Avenue, with conditions. (District 8)

### 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 October 1, 2010. Accordingly, City Council action is required at the September 21, 2010 City Council meeting.

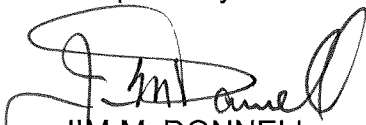
### FISCAL IMPACT

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) 570-5833

INVESTIGATIONS BUREAU  
(562) 570-7350  
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PATROL BUREAU  
(562) 570-7214  
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SUPPORT BUREAU  
(562) 570-7342  
FAX (562) 570-6018

HONORABLE MAYOR AND CITY COUNCIL  
September 21, 2010

Council District: 8

Applicant: Super Center Concepts Incorporated  
DBA: Superior Grocers  
Address: 5450 Cherry Avenue

Type of Application: A premise-to-premise transfer of an Off-Sale General license. This license is being transferred from Super Center Concepts Incorporated to Super Center Concepts Incorporated.

Bases for possible protest: High crime.  
Over concentration.  
Residences within 100 feet.

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

Census Tract: 5706.03

Boundaries: South Street to the North  
City Limits to the South  
City Limits to the East  
Cherry Avenue to the West

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

Police Reporting District: 524

Boundaries: South Street to the North  
City Limits to the South  
City Limits to the East  
Cherry Avenue to the West

Reported crimes in this district for ABC purposes are 326. Crime in a reporting district must be at least 199 to qualify for a high crime protest.

Type of business: A neighborhood market.  
Last day to request conditions and protest: October 1, 2010



**Date:** September 21, 2010  
**To:** File  
**From:** Dana Smith, Detective, Vice Investigations Section  
**Subject:** SUPERIOR GROCERS, 5450 CHERRY AVENUE

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (09/01/09-09/01/10)**

|   |           |                      |                  |
|---|-----------|----------------------|------------------|
| 4 | Unwelcome | Unwelcome Call       | Advised/Filed    |
| 3 | Dispute   | Dispute Call         | GOA/Advised/ACIT |
| 3 | 211S      | Silent Robbery Alarm | Bad Order Alarm  |
| 1 | 415       | Disturbance Call     | Will File Later  |
| 1 | 273.5     | Spousal Abuse        | Unfounded        |
| 1 | R484      | Petty Theft Report   | Advised          |
| 1 | 470       | Forgery              | Advised          |
| 1 | 996T      | Bomb Threat          | Unfounded        |

**ABC INSPECTIONS (past three years)**

None

**RESIDENCE WITHIN 100 FEET**

2301 East Market Street                      Multi-Unit Complex

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

None

DBS:dbs  
cfs.memo

