



CITY OF LONG BEACH

R-30

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:

Receive and file the application of New Craft Industries LLC, dba New Craft Cellars, for an original Alcoholic Beverage Control license, at 7002 East Rendina Street, 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 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

JM:DBS:dbs

APPROVED:

PATRICK H. WEST
CITY MANAGER

HONORABLE MAYOR AND CITY COUNCIL
September 21, 2010

Council District: 3
Applicant: New Craft Industries LLC
DBA: New Craft Cellars
Address: 7002 East Rendina Street

Type of Application: An original application for a Beer and Wine Wholesaler license. This is a Non-Retail license; therefore this license cannot be protested.

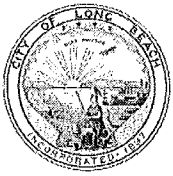
Basis for possible protest: None.

PUBLIC CONVENIENCE DETERMINATION: A determination by the City of public convenience and necessity **is not** required for this application.

Census Tract: 5745.00
Boundaries: Stearns Street to the North
Garden Grove Freeway/Anaheim Road to the South
San Gabriel River/County Line to the East
Palo Verde Avenue/Los Cerritos Channel to the West
Number of licenses allowed: 0
Number of licenses existing: 4
Police Reporting District: 632
Boundaries: Atherton Street to the North
7th Street to the South
San Gabriel River to the East
Palo Verde Avenue to the West

Reported crimes in this district for ABC purposes are 56. Crime in a reporting district must be at least 199 to qualify for a high crime protest. A protest may not be filed on a Non-Retail license.

Type of business: Beer and Wine Wholesaler
Last day to request conditions: October 01, 2010



Date: September 21, 2010
To: File
From: Dana Smith, Detective, Vice Investigations Section
Subject: **NEW CRAFT CELLARS, 7002 EAST RENDINA STREET**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (09/02/09-09/02/10)

None

ABC INSPECTIONS (past three years)

None

RESIDENCE WITHIN 100 FEET

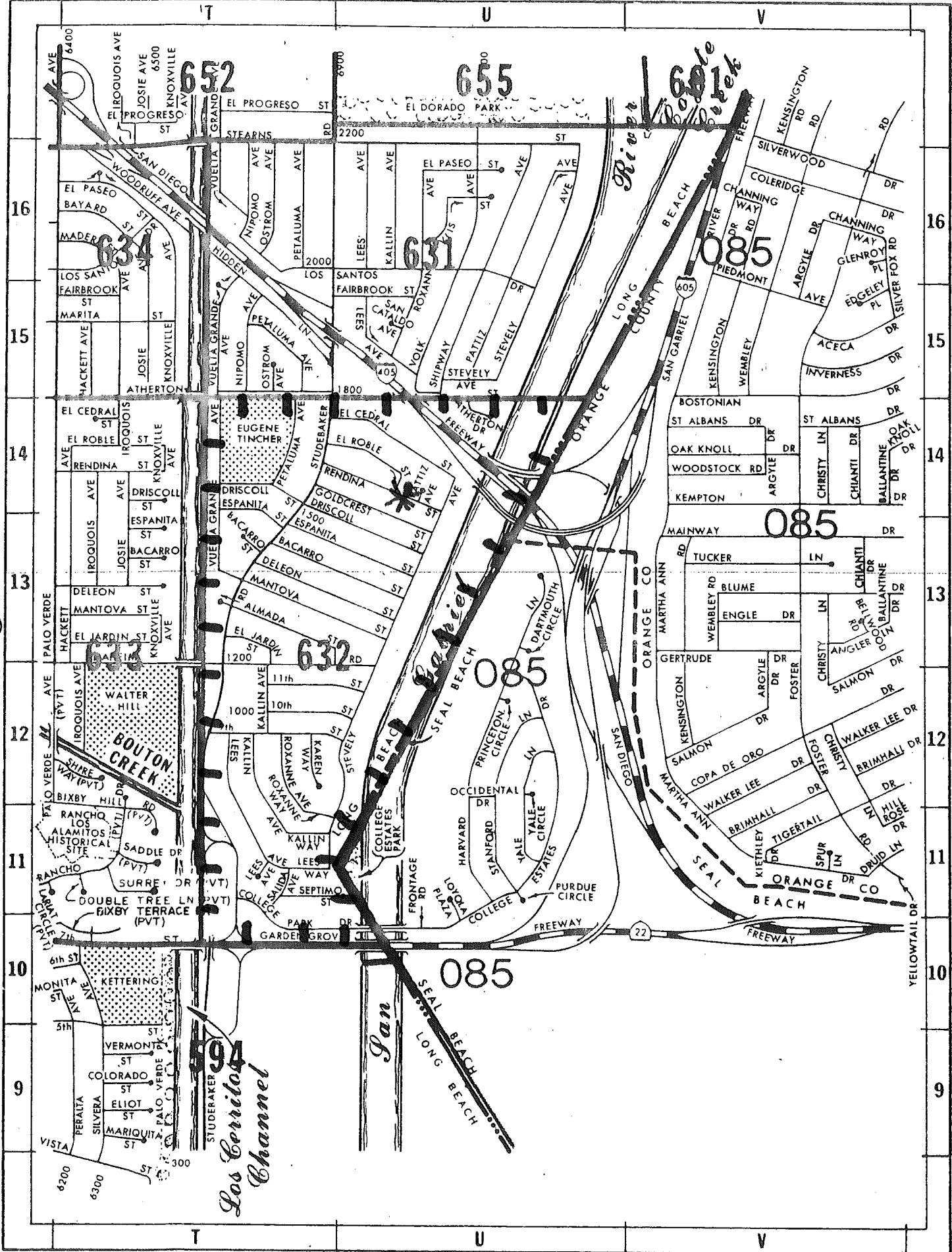
Not applicable

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

Not applicable

DBS:dbs
cfs.memo

19



7