



CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

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

February 20, 2013

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

Re: Application of Great Mex Grill, LLC, dba Great Mex, for an original
Alcoholic Beverage Control License at 5530 Atherton Street.
(District 4)

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, February 19, 2013 approved the request of Councilmember Patrick O'Donnell, Fourth District, that a protest be filed regarding the subject application based on the following:

- 1) Concentration of licenses in the area.
- 2) High crime in the area.
- 3) Close proximity to residential, school, and church locations.

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 your assistance in this matter.

Respectfully submitted,

LARRY G. HERRERA
CITY CLERK

Prepared by:
Pablo Rubio

Attachment (1)

cc: Patrick O'Donnell, Councilmember, 4th District
City Prosecutor
Police Department (2) Chief & Vice
Referral File
FAX forwarded to ABC, (562) 982-1396



CITY OF LONG BEACH

POLICE DEPARTMENT

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

Jim McDonnell
Chief of Police

February 19, 2013

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the application of Great Mex Grill, LLC, dba Great Mex, for an original Alcoholic Beverage Control license, at 5530 Atherton Street. (District 4)

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 February 22, 2013. Accordingly, City Council action is required at the February 19, 2013 City Council meeting.

FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


JIM McDONNELL
CHIEF OF POLICE

JM:CNA:cna

APPROVED:


PATRICK H. WEST
CITY MANAGER

HONORABLE MAYOR AND CITY COUNCIL
February 19, 2013

Council 4

Applicant: Great Mex Grill, LLC
DBA: Great Mex
Address: 5530 Atherton Street

Type of Application: An original application for an On-Sale Beer and Wine for bonafide eating place license.

Bases for possible protest: High crime.
Over concentration.
Residence within 100 feet.
School within 600 feet.
Church within immediate vicinity.
Public playground within immediate vicinity.

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

Census Tract: 5749.01

Boundaries: Stearns Street to the North
Atherton Street/Bellflower Boulevard/California State University to the South
Fanwood Avenue/Marita Street/San Vicente Avenue to the East
Clark Avenue to the West

Number of licenses allowed: 3
Number of licenses existing: 6

Police Reporting District: 634

Boundaries: Stearns Street to the North
Atherton Street/Bouton Creek/California State University to the South
Los Cerritos Channel to the East
Bellflower Boulevard to the West

Reported crimes in this district for ABC purposes are 207. Crime in a reporting must be at least 168 to qualify for a high crime protest.

Type of business: A restaurant.

Last day to request conditions and protest: February 22, 2013



Date: February 19, 2013
To: File
From: Chris Anderson, Detective, Vice Investigations Section
Subject: **GREAT MEX, 5530 ATHERTON STREET**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (1/24/12-1/24/13)

1	ASTF	Assist Fire	Assisted Other Agency
1	CUSTOM	Customer	Gone on Arrival
2	459A	Burglar Alarm	BO Alarm

ABC INSPECTIONS (past three years)

None

RESIDENCE WITHIN 100 FEET

5500 Atherton Multi-Unit Complex

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

5550 Atherton	Montessori Children's House Pre-School & Elementary
5550 Atherton	Los Altos United Church of Christ
5620 Atherton	Whaley Park

CNA:cna
cfs.memo

R-20
CORRESPONDENCE



February 12, 2013

To whom it may concern,

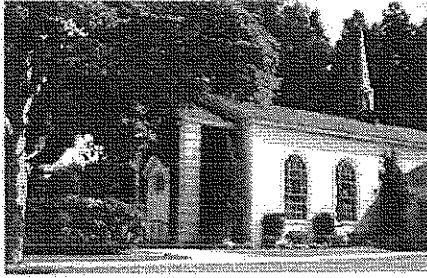
We currently operate a private Preschool and Elementary school that serves children ages 2 ½ years to 6th grade at 5550 E. Atherton Street. Our operating hours are from 7:00 a.m. to 6:00 p.m.

We have been made aware that the neighboring restaurant, Great Mex Grill, has applied for a license to sell beer and wine. That raises some safety concerns for us. The intersection of Atherton Street and Bellflower Blvd. sees a very steady flow of traffic especially when the University (CSULB) is in session. As it is right now, Great Mex's parking lot is very small. During the height of their lunch hour, there are cars that are constantly coming in and out of this parking lot. The parking stalls are perpendicular to our playground, which means the cars are backing out of the stalls towards the playground. There have been patrons that will also park their cars against our playground fence. Adding alcohol to that mix concerns us.

Having been in business for the past 45 years in Long Beach, we do understand and respect their desire to be successful in doing business and to grow economically.

If this license does go forward, we ask that at the very least, a restriction be put on the time of sale of beer and wine. We request that any alcohol, including beer and wine is not sold any earlier than 5:00 p.m. on any given day.

Sincerely,
Montessori Children's House



Los Altos United Church of Christ

5550 Atherton Street • Long Beach, CA 90815
Tel. (562) 596-6718 Fax (562) 596-5528
www.losaltosucc.org



Rev. Dr. Paul A. Lance, Pastor

LosAltosPastor@gmail.com

Alonzo and Betsey Densmore
Great Mex Grill LLC
5530 E Atherton Street
Long Beach, CA 90815

*This copy is for
Councilman Patrick O'Donnell
so he knows of our desire
that the weekday sales hours
are restricted.*

*Thank you
Paul Lance
Pastor*

October 29, 2012

Dear Mr & Mrs. Densmore,

We understand that you spoke with our tenant, Malki Moonesinghe, owner of the Montessori Children's House, and received her school's permission to sell beer & wine at the Great Mex Grill (with food) after 5:00 PM Monday through Friday, and on weekends. Since her school playground is adjacent to your alley-way property line, receiving Mrs. Moonesinghe's permission for you to apply for the license is of primary concern to us.

Our Leadership Council voted on October 16, 2012, to support your request for a beer & wine alcohol sales license with the following stipulation: **beer and wine sales will not begin before 5:00 PM Monday through Friday.** On Saturdays and Sundays, we intend no such restriction on your selling hours. We hope this addition to your menu will enhance your business opportunities and not cause any deterioration of the good relations you have with our neighborhood.

We wish you the best of luck and continued business success.

For the Leadership Council of the Los Altos United Church of Christ,

I am sincerely yours,

Rev. Dr. Paul A. Lance, Pastor



Opposed to Great Mex Grill license to sell alcohol

John Njoroge

to:

bridget.sramek@longbeach.gov

02/17/2013 07:56 AM

Hide Details

From: John Njoroge <maarifa@gmail.com>

To: "bridget.sramek@longbeach.gov" <bridget.sramek@longbeach.gov>

History: This message has been replied to.

Dear councilman Patrick O'Donnell

My daughter attends Pre-School at Montessori children's house.
I believe that it is not in the best interest for the school or the neighboring
community to grant Great Mex Grill license to sell alcohol at this time.

Thanks

John Njoroge, Long Beach resident and parent.



Fw: NO to Great Mex Grill Liquor License Application

CLB Info to: Bridget Sramek

Sent by: info@longbeach.gov

Please respond to info

02/19/2013 08:54 AM

The following e-Mail was received by the City Webmaster. The request is forwarded to your office for action based on the message content.

Please respond directly to the requesting party.

Thank you,

Webmaster

— Forwarded by Info on 02/19/2013 08:52 AM —



Cicelyn Pesarillo <ceefate@yahoo.com>

02/15/2013 09:01 PM

To "district4@longbeach.gov"
<district4@longbeach.gov>,
"info@longbeach.gov"
<info@longbeach.gov>,
"bridget.sramek@longbeach.gov"
<bridget.sramek@longbeach.gov>

cc

Subject: NO to Great Mex Grill Liquor License Application

Councilman O'Donnell,

We were just informed by our son's Pre-school that Great Mex Grill located on Atherton has applied for a license to sell alcohol. As parents of a child that attends Montessori Children's House which is located next door from Great Mex we feel that this is NOT in the best interest of the children that frequent near the location of the restaurant.

Great Mex is very close to Cal State Long Beach, directly next door to two separate primary schools and two parks. The possibilities of an alcohol-related accident occurring would greatly increase if this restaurant was able to serve alcohol. Just recently two accidents including a fatality occurred at/near the intersection of Atherton and Belleflower which proves how dangerous and busy this intersection is already!

I urge you to re-consider allowing Great Mex to hold a license for alcohol. That is NOT the environment our children should have to be threatened by and be in the presence of. Please deny the

Fax Delivery Successful

Fax Notification

Fax Notification			
To:	ABC	From:	Daisy Gomez/CC/CLB
Fax subject:	Original ABC License - Great Mex Grill, LLC, dba Great Mex, 5530 Atherton Street	Status:	
Fax number:	982-1396	Cover page:	Default
Date sent:	2013-02-20 16:12:02	Total pages sent:	10
Calling Station ID:	City of Long Beach		

Advanced

Fax Notification			
Request number:	353569	Line number:	19
Number of retries:	0	Process time:	141 seconds

For more information follow this document link to the outbound log entry. 