



# CITY OF LONG BEACH

# R-23

## POLICE DEPARTMENT

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

Jim McDonnell  
Chief of Police

August 24, 2010

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Receive and file the application of Fresh & Easy Neighborhood Market Incorporated, dba Fresh & Easy Neighborhood Market, for an original Alcoholic Beverage Control license, at Northeast Corner Atlantic Avenue and 33<sup>rd</sup> Street, with conditions. (District 7)

### 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

A Conditional Use Permit was approved by the Planning Commission on May 20, 2010. Accordingly, City Council action is required at the August 24, 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  
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INVESTIGATIONS BUREAU  
(562) 570-7350  
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PATROL BUREAU  
(562) 570-7214  
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SUPPORT BUREAU  
(562) 570-7342  
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HONORABLE MAYOR AND CITY COUNCIL  
August 24, 2010

Council District: 7

Applicant: Fresh & Easy Neighborhood Market Incorporated  
DBA: Fresh & Easy Neighborhood Market  
Address: Northeast Corner Atlantic Avenue and 33rd Street

Type of Application: An original application for an Off-Sale Beer and Wine license.

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: 5722.01

Boundaries: Wardlow Road to the North  
Spring Street to the South  
Atlantic Avenue to the East  
Los Angeles River to the West

Number of licenses allowed: 5  
Number of licenses existing: 2

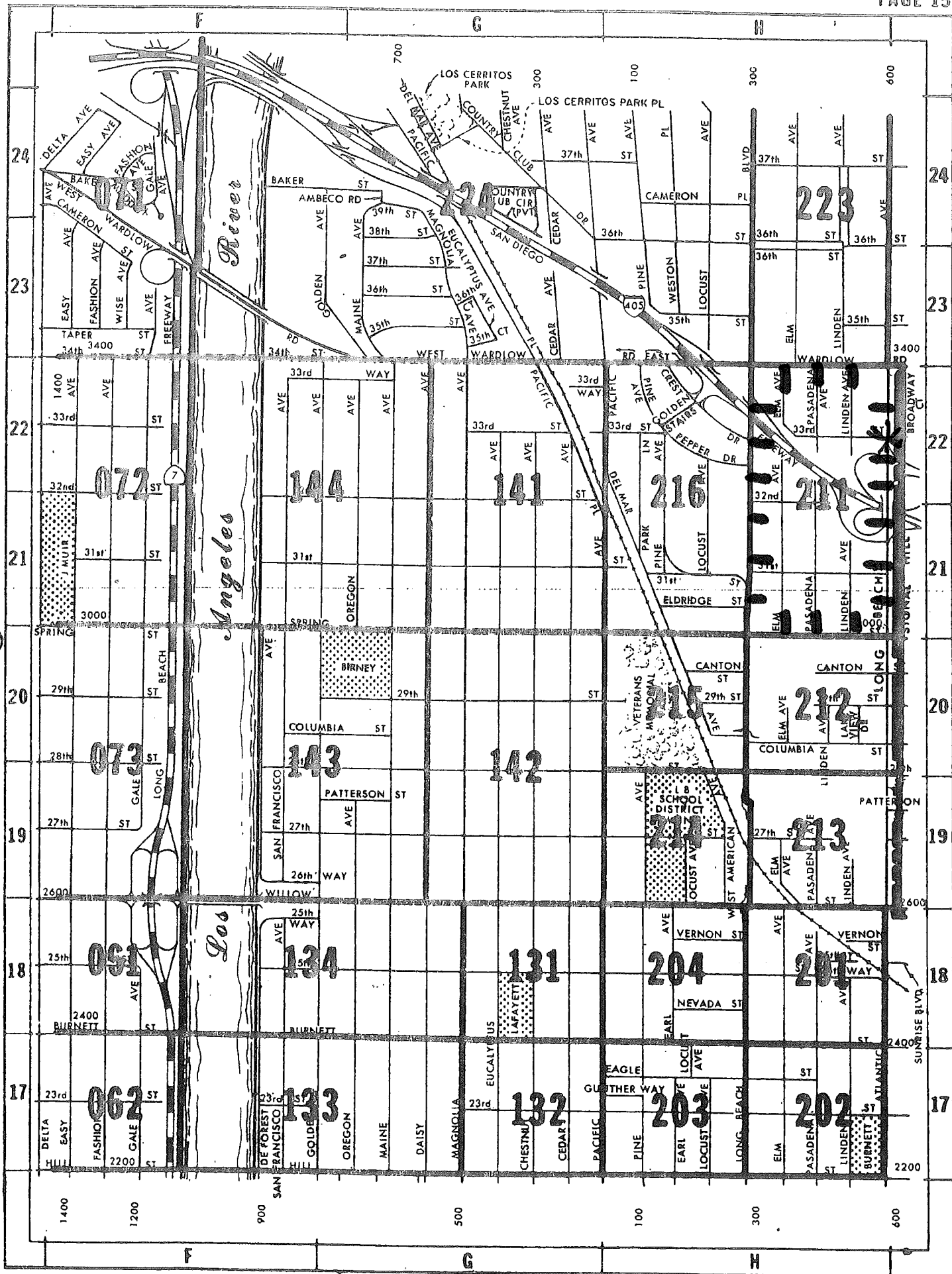
Police Reporting District: 211

Boundaries: Wardlow Road to the North  
Spring Street to the South  
City Limits to the East  
Long Beach Boulevard to the West

Reported crimes in this district for ABC purposes are 84. 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: September 3, 2010





**Date:** August 24, 2010  
**To:** File  
**From:** Dana Smith, Detective, Vice Investigations Section  
**Subject:** **FRESH & EASY NEIGHBORHOOD MARKET, NORTHEAST CORNER ATLANTIC AVENUE AND 33<sup>RD</sup> STREET**

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (08/05/09-08/05/10)**

None

**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