



CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802 • (562) 570-6101 • FAX (562) 570-6789

August 4, 2010

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

Re: Application of PRL Enterprise LLC, dba Easy Market, for an original Alcoholic Beverage Control License, at 1370 West Willow Street (District 7)

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, August 3, 2010, received and filed the subject application with the attached conditions requested by James Johnson, Councilmember for the Seventh District. Transmitted for your files is a copy of the conditions, and this request that the conditions be applied to the license, as applicable under ABC rules and regulations.

The City of Long Beach thanks you for taking this request into consideration. Enclosed is a copy of the City Council documentation for your file.

Respectfully submitted,

LARRY G. HERRERA
CITY CLERK

Prepared by:
Nancy Muth

Attachment

cc: James Johnson, Councilmember, Seventh District
City Prosecutor
Police Department (2) Chief & Vice
Referral File
FAX forwarded to ABC, (562) 982-1396



CITY OF LONG BEACH

POLICE DEPARTMENT

R-41

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

Jim McDonnell
Chief of Police

August 3, 2010

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the application of PRL Enterprise LLC, dba Easy Market, for an original Alcoholic Beverage Control license, at 1370 West Willow 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

City Council response is due to the Department of Alcoholic Beverage Control by August 6, 2010. Accordingly, City Council action is required at the August 3, 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) 570-5883

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
August 3, 2010

Council District: 7

Applicant: PRL Enterprise LLC
DBA: Easy Market
Address: 1370 West Willow Street

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

Bases for possible protest: Over concentration.
Church within immediate vicinity.
Residences within 100 feet.

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

Census Tract: 5727.00

Boundaries: Willow Street to the North
Hill Street to the South
Los Angeles River to the East
Webster Avenue to the West

Number of licenses allowed: 5
Number of licenses existing: 9

Police Reporting District: 061

Boundaries: Willow Street to the North
Burnett Street to the South
Los Angeles River to the East
Santa Fe Avenue to the West

Reported crimes in this district for ABC purposes are 126. Crime in a reporting district must be at least 199 to qualify for a high crime protest.

Type of business: A restaurant.
Last day to request conditions and protest: August 6, 2010



Date: August 3, 2010
To: File
From: Dana Smith, Detective, Vice Investigations Section
Subject: **EASY MARKET, 1370 WEST WILLOW STREET**

CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (07/08/09-07/08/10)

3	459A	Audible Alarm Call	Bad Order Alarm
3	211S	Silent Robbery Alarm	Bad Order Alarm
1	Unwelcome	Unwelcome Call	Released Not Booked

ABC INSPECTIONS (past three years)

None

RESIDENCE WITHIN 100 FEET

2553 Easy Avenue	Single Family Residence
2565 Easy Avenue	Single Family Residence
2575 Easy Avenue	Single Family Residence

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

1455 West Willow Street Willow Street Church Of God

DBS:dbs
cfs.memo



Date: August 3, 2010

To: Honorable Mayor and Members of the City Council

From: Councilmember James Johnson, Seventh District

Subject: **Item 41 – 10-0815: PRL Enterprise LLC dba Easy Market, which is located at 1370 West Willow Street**

I request that the City of Long Beach impose the following conditions for PRL Enterprise LLC dba Easy Market, which is located at 1370 West Willow Street:

1. The premises shall be maintained as a bona fide eating establishment and shall provide a menu containing an assortment of foods normally offered in such restaurants.
2. Sales, service and consumption of alcoholic beverage shall take place only between the hours of:
 - a. 10:00 am and 8:00 pm, Sunday - Thursday
 - b. 10:00 am and 11:00 pm, Friday - Saturday
3. The quarterly gross sales of alcoholic beverages shall not exceed the gross sales of food during the same period.
4. The petitioner(s) shall be responsible for maintaining the foliage and keeping free of litter the premises and the area adjacent to the licensed premise over which they have control, including weed abatement.
5. Any graffiti painted or marked upon the premises or on any adjacent area under the control of the licensee shall be removed or painted over within 24 hours of being applied.
6. Petitioner(s) shall regularly police the area under their control in an effort to prevent loitering of persons about the premises.
7. A single jukebox or stereo may be maintained on the premises; however, the music shall not be audible outside the premises.
8. Doors shall remain closed during hours of operation to prevent noise disturbance, including rear service door.
9. Licensee shall not offer or permit or provide any type of live entertainment except as allowed by a valid Entertainment Permit issued by the city of Long Beach.