



# CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

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

October 8, 2014

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

Re: Application of Golden Bites, Incorporated, dba Cesar's Bistro, for  
an original Alcoholic Beverage Control License, at 6240 East  
Pacific Coast Highway.

Dear Mr. Cravens:

Please be advised that the Long Beach City Council, at its meeting held Tuesday, October 7, 2014, received and filed the subject application with the attached conditions, as requested by Suzie Price, Councilwoman, Third 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.

Respectfully submitted,

LARRY HERRERA-CABRERA  
CITY CLERK

Prepared by:  
Megan Wiegelman

Attachment

cc: Suzie Price, Councilwoman, Third District  
Mayor  
City Prosecutor  
Police Department (2) Chief & Vice  
Referral File  
FAX forwarded to ABC, (562) 982-1396



# CITY OF LONG BEACH

# R-17

## POLICE DEPARTMENT

400 WEST BROADWAY LONG BEACH CALIFORNIA 90802

Jim McDonnell  
Chief of Police

October 7, 2014

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Receive and file the application of Golden Bites, Incorporated, dba Cesar's Bistro, for an original application of an Alcoholic Beverage Control license, at 6240 East Pacific Coast Highway. (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 14, 2014. Accordingly, City Council action is required at the October 7, 2014 City Council meeting.


### FISCAL IMPACT

None.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JIM McDONNELL  
CHIEF OF POLICE

APPROVED:



PATRICK H. WEST  
CITY MANAGER

JM:LBB:lbb

ADMINISTRATION BUREAU  
(562) 570-5830  
FAX (562) 570-5833

FINANCIAL BUREAU  
(562) 570-7447  
FAX (562) 570-5833

INVESTIGATIONS BUREAU  
(562) 570-7350  
FAX (562) 570-5837

PATROL BUREAU  
(562) 570-7214  
FAX (562) 570-7058

SUPPORT BUREAU  
(562) 570-7342  
FAX (562) 570-6018

HONORABLE MAYOR AND CITY COUNCIL  
October 7, 2014

Council District: 3

Applicant: Golden Bites, Incorporated  
DBA: Cesar's Bistro  
Address: 6240 East Pacific Coast Highway

Type of Application: An original application for an On-Sale Beer and Wine for a bonafide eating place 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: 5776.03

Boundaries: 7th Street to the North  
Vista Street/Broadway/Bayshore Avenue to the South  
Pacific Coast Highway to the East  
Ximeno Avenue/Nieto Avenue to the West

Number of licenses allowed: 7

Number of licenses existing: 7

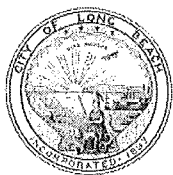
Police Reporting District: 621

Boundaries: Colorado Street to the North  
2<sup>nd</sup> Street to the South  
Pacific Coast Highway/County Line to the East  
Marine Stadium to the West

Reported crimes in this district for ABC purposes are 145. Crime in a reporting district must be at least 155 to qualify for a high crime protest.

Type of business: A restaurant.

Last day to request  
conditions and protest: October 14, 2014



**Date:** October 7, 2014  
**To:** File  
**From:** Laurie Barajas, Detective, Vice Investigations Section  
**Subject:** **CESAR'S BISTRO – 6240 EAST PACIFIC COAST HIGHWAY**

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (8/25/13 to 8/25/14)**

None

**ABC INSPECTIONS (past three years)**

None

**RESIDENCES WITHIN 100 FEET**

None

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

None

LBB:lb  
CFSmemoCesarsBistro



**City of Long Beach**

*Working Together to Serve*

**Memorandum  
3rd Council District**

**Date:** October 07, 2014  
**To:** Honorable Mayor Garcia and Members of the City Council  
**From:** Suzie Price, Councilwoman, Third District

**Subject:** **ABC Liquor License for Golden Bites, dba Cesar's Bistro  
6240 East Pacific Coast Highway, Long Beach, CA**

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I am submitting the following conditions for your consideration for an original application for an On-Sale Beer and Wine license for a bona fide eating place.

1. Sales, service, and consumption of alcoholic beverages shall be permitted only between the hours of 8:00am until 11:00pm Sunday through Saturday.
2. The quarterly gross sales of alcoholic beverages shall not exceed the gross sales of food during the same period. The licensee shall at all times maintain records which reflect separately the gross sale of food and gross sales of alcoholic beverages of the licensed business. Said records shall be kept no less frequently than on a quarterly basis and shall be made available on demand.
3. There shall be no exterior advertising or sign of any kind or type, including advertising directed to the exterior from within, excluding menus promoting or indicating the availability of alcoholic beverages.
4. No "happy hour" type of reduced price alcohol beverage promotion shall be allowed.
5. The sale of alcoholic beverages for consumption off the premises is strictly prohibited
6. The licensee shall prevent loitering or other activity in and near the premises that could be nuisance to adjacent uses and/or residential neighborhoods.
7. The seating shall consist of tables and/or booths. There shall be no designated sitting or standing bar area.
8. The use of any amplified system or device is prohibited on the outside of the premises, and the use of any such system or device inside the premises shall not be audible outside the premises.

## Megan Wiegelman

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**From:** Fax2Mail Powered by EasyLink Services <reports@reply.fax2mail.com>  
**Sent:** Wednesday, October 08, 2014 2:49 PM  
**To:** Megan Wiegelman  
**Subject:** ABC License Letter and Conditions - Cesar's Bistro, 6240 East Pacific Coast Highway

### MAIL2FAX DETAILED DELIVERY REPORT

<b>Attention</b>	DLA Admin
<b>Job Number</b>	1619439434
<b>Sent By User</b>	F2M/37283576077
<b>Entered Fax2Mail System</b>	10/08 17:46
<b>Report Generated</b>	10/08 17:48
<b>Subject</b>	ABC License Letter and Conditions - Cesar's Bistro, 6240 East Pacific Coast Highway
<b>Page Count</b>	6 (including cover sheet)

### SUMMARY

<b>Sent: 1</b>	<b>Errors: 0</b>	<b>Cancelled: 0</b>
<b>Total: 1</b>		

<b>Destination</b>	<b>Status</b>	<b>Date</b>	<b>Time</b>	<b>Num. Retries</b>
5629821396	SENT	10/08	17:48	1