



**CITY OF LONG BEACH**  
**POLICE DEPARTMENT**

~~R-30~~  
~~UB-36~~

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

ANTHONY W. BATTS  
Chief of Police  
November 22, 2005

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Receive and file the application of Creama LLC, dba Creama, for an original alcoholic beverage control license, at 440 Pine Avenue, with conditions. (District 1)

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 November 25, 2005. Accordingly, City Council action is required at the November 22, 2005 City Council meeting.


FISCAL IMPACT

None.

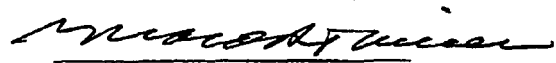
**SUGGESTED ACTION:**

Approve recommendation.

Respectfully submitted,

  
ANTHONY W. BATTS  
CHIEF OF POLICE

APPROVED:

  
GERALD R. MILLER  
CITY MANAGER

AWB:JA:ja  
attachments

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

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  
November 22, 2005

Council District: 1

Applicant: Creama LLC  
DBA: Creama  
Address: 440 Pine Avenue

Type of Application: An original application for an On-Sale Beer for beer pub license.

Bases for possible protest: High crime.  
Residences within 100 feet.  
Over concentration.

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

Census Tract: 5762.00

Boundaries: 7th Street to the North  
Broadway to the South  
Alamitos Avenue/Martin Luther King Jr. Avenue to the East  
Pine Avenue to the West

Number of licenses allowed: 5  
Number of licenses existing: 16

Police Reporting District: 164

Boundaries: 7th Street to the North  
4th Street to the South  
Long Beach Boulevard to the East  
Pacific Avenue to the West

Reported crimes in this district for ABC purposes are 498. Crime in a reporting district must be at least 194 to qualify for a high crime protest.

Type of business: A beerpub/coffee house.  
Last day to protest: November 25, 2005

