



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

**R-18**

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

Jim McDonnell  
Chief of Police

October 11, 2011

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Receive and file the application of Sparkys Cheesesteaks, dba Philly's Best, for an original Alcoholic Beverage Control license, at 1998 Ximeno Avenue Suite B. (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 October 13, 2011. Accordingly, City Council action is required at the October 11, 2011 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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HONORABLE MAYOR AND CITY COUNCIL  
October 11, 2011

Council District: 4

Applicant: Sparkys Cheesesteaks  
DBA: Philly's Best  
Address: 1998 Ximeno Avenue Suite B

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

Basis for possible protest: Over concentration.

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

Census Tract: 5749.02

Boundaries: Stearns Street to the North  
Outer Traffic Circle/Pacific Coast Highway to the South  
Clark Avenue to the East  
Lakewood Boulevard to the West

Number of licenses allowed: 5  
Number of licenses existing: 7

Police Reporting District: 562

Boundaries: Stearns Street to the North  
Outer Traffic Circle/Atherton Street to the South  
Clark Avenue to the East  
Lakewood Boulevard to the West

Reported crimes in this district for ABC purposes are 166. Crime in a reporting district must be at least 177 to qualify for a high crime protest.

Type of business: A restaurant.

Last day to request conditions and protest: October 13, 2011





**Date:** October 11, 2011  
**To:** File  
**From:** Dana Smith, Detective, Vice Investigations Section  
**Subject:** **PHILLY'S BEST, 1998 XIMENO AVENUE SUITE B**

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (09/13/10-09/13/11)**

None

**ABC INSPECTIONS (past three years)**

None

**RESIDENCE WITHIN 100 FEET**

None

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

None

DBS:db  
cfs.memo