

December 20, 2021

Development Services | Planning Bureau
Long Beach Development Services
411 W. Ocean Blvd
Long Beach CA 90802

Re: Viking 4111 LLC - Application No. 2109-12 (CUP 21-018)

Dear Mr. Gutierrez,

Viking Llc (Cali Chilli) is a full-service casual fine dining restaurant, open daily from 7 am to 12am serving the surrounding community of Northeast Long Beach / Lakewood and visiting patrons Sunday thru Saturday. The premises are located at 4111 Viking Way, Long Beach, in Village Park shopping center of favorite retailers plus dining, specialty retail shops and services. Framed by Carson Street, Bellflower Boulevard, The Village Park Shopping Center comprises 116,000 square feet of specialty shops, along with the Eyecare Center and an array of independent gourmet food, fashion, and lifestyle shops.

We are providing this letter regarding ABC Section 23958.4 B&P - Public Convenience or Necessity guidelines for Over-Concentration and High Crime areas. We understand the burden of proof is on us to show why we believe the issuance of a liquor license will benefit the community, and will not over burden the area, or add to any existing crime concerns. Following we will give you specific examples of what is included in our menu, as well as why we are different from other restaurants in the area, and how our space will not increase crime.

The restaurant offers a unique Fine Dining experience offering Celebrity Chef driven authentic Indian cuisine along the Pacific Coast.

While alcoholic beverage sales generate a small percentage of the overall sales, the CUP for a type 47 liquor license is requested as a service and convenience to the customers as an integral part of the dining experience. The inclusion of a license for incidental alcohol sales with food allow patrons the same service that they experience at other local restaurants.

Over-concentration:

Our restaurant will be extremely desirable and unique to the public in this area by providing area residents, visitors and workers with a Fine Dining, Authentic Indian, Celebrity Chef driven experience like none other found in the local community.

The old restaurant (Dog House) was upgraded with a fresh coat of paint and redesigned bar created specifically for this location while maintaining all the seating arrangements, bar as well as kitchen. The new design is uniquely modern and integrates one of a kind operational aspects including a Tandoor grill and a cooking line which can cater to both Indian cuisine and local bar bites. The design also integrates old world Indian references from the upholstery in its fixtures, and multiple unique seating options.

From a food perspective, the menu is unique to the community in several ways. First, it is the only Indian fine dining restaurant in the tract. Casual Fine dine is characterized by the high level of fit and finish of construction design, a more formal high service level related to reservations, service standards, onsite culinary team, and a cuisine that is recognized by media as industry leading. As detailed by our research below, all of the other options differ in food type, service level or type, and buildout style. Second, the menu will be the only Indian menu in the area. This style of cooking and cuisine integrates pan Indian cooking styles and techniques, into one menu format utilizing high end ingredients and is offered in traditional format. Rather than traditional North Indian kitchen, which has a narrow focus on Mughlai cooking of chicken and lamb proteins, a progressive new Indian menu has a broad range of pan Indian culinary items executed in a more complex format in terms of spice, protein types, fruit and vegetable type as well as the techniques and presentation style. The menu is developed and designed by Michelin Star Chef Manjunath Mural. He has travelled the length and breadth of India in search of the unique tastes and flavors of the various regions. That provided the inspiration for many of the recipes in the menu. Among other laurels, Chef Manjunath Mural has been decorated with Michelin star for The Song of India continuously from 2016 to 2019 up till the Covid intervention of normalcy. These aspects are not only unique to the tract but also to the entire City of Long Beach and Lakewood and we believe will be a special addition to the community.

Based on research of Census Tract, there are currently no fine dining, progressive new Indian, celebrity chef driven restaurants providing breakfast lunch and dinner menus.

The management of our restaurant and the executive chef, Vignesh Selvam has over 10 years' experience in the restaurant industry, and has overseen operations at locations in Orange County, Seattle and Palm Beach that are licensed with the ABC. They fully understand ABC rules and regulations and understand the responsibility of holding a liquor license.

The restaurant will strive to be an award-winning venue, valuable member of the community, and will work with community leaders and business organizations to help the neighborhood achieve their development goal and continually improve the character of the area they are in.

The overall goal of our restaurant is to operate in the spirit of excellence. We are committed to being among the best in the industry, with a spirit of hospitality for all our guests. We will serve upscale, progressive food, and maintain high quality standards.

High Crime:

Safety of our customers, workers, law enforcement and the surrounding community is of the utmost importance to our establishment. Our restaurant offers a safe and quiet environment for guests to visit during their time with us as well as entering and exiting the property.

The intended operation of this business is to be open between the hours of 7:00am- 12:00am seven days a week. The restaurant does not have live entertainment that would contribute to the over consumption of alcohol or irresponsible behavior of our customers. In fact, the upscale atmosphere and higher priced menu will encourage the type of guest that tends to be more responsible.

The restaurant is located adjacent to erstwhile Cirivellos Sports Bar which closed some time back and hence having a type 47 license will not be new to the tract. Moreover, the existence of a liquor store in the same tract suggests a responsible neighborhood. The Village Park has a well-lit and safe parking structure for self-parking with a total 432 parking spaces of which 306 are off street and 126 are on street including 4 car ADA and 7 Van ADA parking. Security cameras are installed at all areas inside the restaurant, as well as any entrance/exit areas. All areas indoor and outdoor will be well lit. Specific entrance and exit signage will be clearly visible from inside and outside the restaurant.

There will be always a general manger on the premises, including overseeing any delivery of food and supplies to make sure all local ordinances are adhered to. The onsite general manager has over 5 years' experience running this type of full-service upscale restaurant and understands the responsibilities of overseeing operations at a location carrying an ABC license.

All bartending staff will be trained and required to pass a "liquor training" certification to make sure they understand the issues of over-serving, and identification requirements, of any customers asking to purchase alcoholic beverages.

We feel the years of experience of the restaurant management, combined with the training of our bartenders and staff: will allow us to minimize any additional calls to the local police, which will allow our facility to not cause any additional burden on local law enforcement.

If you have any further questions or require any additional information, please do not hesitate to contact me.

Thank you for your assistance.

Sincerely

Praveen Nair
Viking 4111 Llc.
dba Cali Chilli