

**C-22**

November 15, 2022

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Receive and file the application of Portfolio Coffeehouse, LLC, dba Alder & Sage, for an original application of an Alcoholic Beverage Control (ABC) License, at 366 Cherry Avenue. (District 2)

**DISCUSSION**

It is City Council policy to review applications for ABC 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 action is requested on November 15, 2022, to respond to the Department of Alcoholic Beverage Control by the November 16, 2022 due date.


**FISCAL IMPACT**

There is no fiscal impact associated with this recommendation.

**SUGGESTED ACTION:**

Approve recommendation.

Respectfully submitted,



WALLY HEBEISH  
CHIEF OF POLICE

ATTACHMENTS

APPROVED:



THOMAS B. MODICA  
CITY MANAGER

HONORABLE MAYOR AND CITY COUNCIL  
November 15, 2022

Council District: 2

Applicant: Portfolio Coffeehouse, LLC

DBA: Alder & Sage

Address: 366 Cherry Avenue

Type of Application: Type 41 - An Original Application for an On-Sale Beer and Wine for a Bona Fide Public Eating Place License.

Bases for possible protest: High crime  
Over concentration  
Residences within 100 feet  
School within 600 feet

**PUBLIC CONVENIENCE DETERMINATION:** A determination of Public Convenience and Necessity is not required for this application.

Census Tract: 5768.01

Boundaries: 7<sup>th</sup> Street/4<sup>th</sup> Street to the North  
3<sup>rd</sup> Street/Appleton Street to the South  
Molino Avenue to the East  
Cherry Avenue to the West

Number of licenses allowed: 4

Number of licenses existing: 18

Police Reporting District: 434

Boundaries: 4<sup>th</sup> Street to the North  
Broadway to the South  
Temple Avenue to the East  
Cherry Avenue to the West

Reported crimes in this district for ABC purposes are 99. Crime in a reporting district must be at least 97 to qualify for a high crime protest.

Type of business: A restaurant

Last day to request conditions and protest: November 16, 2022

Date: November 15, 2022

To: File

From: Jose Gonzalez, Detective, Vice Investigations Section

Subject: **ALDER & SAGE - 366 CHERRY AVENUE**

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (9/26/21 - 9/26/22)**

R594	Vandalism Report	Civil
R459	Burglary Report	Report Filed

**ABC INSPECTIONS (Past three years)**

Not applicable

**RESIDENCES WITHIN 100 FEET**

2027 East Florida Street	Multi Family Residence
2017 East Florida Street	Single Family Residence
2011 East Florida Street	Multi Family Residence
2003 East Florida Street	Single Family Residence
367 Cherry Avenue	Single Family Residence
362 Cherry Avenue	Single Family Residence
359 Cherry Avenue	Multi Family Residence
355 Cherry Avenue	Single Family Residence

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

501 Junipero Avenue	Luther Burbank Elementary School
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