



# CITY OF LONG BEACH

## POLICE DEPARTMENT

400 WEST BROADWAY LONG BEACH CALIFORNIA 90802

# C-15

Robert G. Luna  
Chief of Police

October 2, 2018

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Receive and file the application of Hortencias Crestline, Incorporated, dba Hortencias Mexican and Seafood, for an original application of an Alcoholic Beverage Control (ABC) license, at 3502 Atlantic Avenue. (District 7)

### 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 October 2, 2018, to respond to the Department of Alcoholic Beverage Control by the October 3, 2018, due date.

### FISCAL IMPACT

There is no fiscal impact associated with this recommendation.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

ROBERT G. LUNA  
CHIEF OF POLICE

APPROVED:

  
PATRICK H. WEST  
CITY MANAGER

### ATTACHMENTS

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 2, 2018

Council District: 7

Applicant: Hortencias Crestline, Incorporated  
DBA: Hortencias Mexican and Seafood  
Address: 3502 Atlantic Avenue

Type of Application: An original application for an On-Sale Beer and Wine for a bona fide public eating place license.

Bases for possible protest: Over concentration.  
Residences within 100 feet.  
Church within 600 feet.  
School within 600 feet.

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

Census Tract: 5720.01

Boundaries: Bixby Road to the North  
City Limits/Wardlow Road to the South  
City Limits/Cherry Avenue to the East  
Atlantic Avenue to the West

Number of licenses allowed: 5  
Number of licenses existing: 6

Police Reporting District: 322

Boundaries: 36<sup>th</sup> Street to the North  
City Limits to the South  
Orange Avenue to the East  
Long Beach Boulevard to the West

Reported crimes in this district for ABC purposes are 54. Crime in a reporting district must be at least 126 to qualify for a high crime protest.

Type of business: A restaurant.  
Last day to request  
conditions and protest: October 3, 2018



**Date:** October 2, 2018  
**To:** File  
**From:** Jennifer Arzola, Detective, Vice Investigations Section  
**Subject:** **HORTENCIAS MEXICAN AND SEAFOOD – 3502 ATLANTIC AVENUE**

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**CALLS FOR SERVICE/ARRESTS AND INVESTIGATIONS (8/14/17-8/14/18)**

2	UNWELC	Unwelcome Subject	Advised
1	459A	Audible Burglar Alarm	Checks OK

**ABC INSPECTIONS (past three years)**

Not Applicable

**RESIDENCE WITHIN 100 FEET**

633 East 35 <sup>th</sup> Street	Single Family Dwelling
3505 North Lime Avenue	Single Family Dwelling
3510 North Lime Avenue	Single Family Dwelling

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

3501 Atlantic Avenue	Opportunities for Learning
3516 Linden Avenue	Praise Temple Church

JJA:jjja  
cfs.memo.Hortencias

