



# CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

# H-2

333 West Ocean Boulevard 7<sup>th</sup> Floor • Long Beach, CA 90802 • (562) 570-6200 • Fax (562) 499-1097

July 24, 2018

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive the supporting documentation into the record, conclude the public hearing, and grant an Entertainment Permit with conditions on the application of Doris Oneyda Salazar, dba Sirenita's Restaurant, 410 W. Willow Street, for entertainment without dancing. (District 6)

## DISCUSSION

The Long Beach Municipal Code (LBMC) requires an application be filed and a hearing be held before the City Council whenever this type of activity is requested and before an entertainment permit (Permit) is granted or denied.

The LBMC also requires the City Council to approve the issuance of the Permit if they find that: the issuance of the Permit at the proposed location is consistent with federal, state and local laws, rules, and regulations; it will not constitute an undue burden on the neighborhood; the applicant(s) or responsible persons have not been convicted of any misdemeanor involving moral turpitude or felony offense within the past five years; and, neither the applicant(s) or any responsible persons have a history of committing significant violations of the City code and have not provided false or misleading information on their application.

The City Council has the authority to approve the following options: 1) grant the Permit, with or without conditions; or 2) deny the Permit on the application. Once the Permit is granted, pursuant to LBMC 5.72.120.5, the Permit will be subject to an administrative review by the Financial Management Department every two years. This review process will consist of a multi-department analysis to determine compliance and identify if issues exist. This provision does not affect the City's ability to modify, revoke or suspend a permit at any time.

City departments have conducted their investigations in accordance with the LBMC. Attached for your review are the departmental investigative reports, history, entertainment permit application, and floor plan. To review entertainment forms online, you may visit <http://www.longbeach.gov/finance/services-and-permits/entertainment-permit>.

HONORABLE MAYOR AND CITY COUNCIL

July 24, 2018

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The following summarizes departmental findings:

- The Police Department recommends the permit for entertainment without dancing be approved subject to the conditions.
- The Fire Department finds the building/location meets department requirements for the proposed use.
- The Health and Human Services Department finds the building/location meets department requirements for the proposed use with the condition that the establishment remain in compliance with the Long Beach Noise Ordinance (LBMC Chapter 8.80).
- The Development Services Department finds the building/location meets department requirements for the proposed use.

The Financial Management Department, Business Services Bureau, has reviewed all submitted department documents and correspondence and, after a thorough review, recommends that the permit for entertainment without dancing be approved subject to conditions (attached).

In the event that any of the recommended conditions are in conflict with other permits or licenses, the permittee shall adhere to the strictest of the applicable conditions. This location has been licensed as a Restaurant with Alcohol since July 1997. The business changed ownership to Doris Oneyda Salazar in November 2017.

This matter was reviewed by Deputy City Attorney Amy R. Webber on June 25, 2018.

#### TIMING CONSIDERATIONS

The hearing date of July 24, 2018, has been posted on the business location, with the applicant and property owners within 300 feet notified by mail.

#### FISCAL IMPACT

The following fees were collected with the application: Building Review \$22.45 and Zoning Review \$33.00 (Development Services), Police Investigation \$1,310.00 (Police Department), Mailing List \$90.00 (Financial Management Department).

The following fees will be collected if the application is approved: Business License Annual Tax \$355.25, Employee Rate \$18.45 per employee, and Annual Entertainment Regulatory Fee \$310.00 (Financial Management Department).

HONORABLE MAYOR AND CITY COUNCIL  
July 24, 2018  
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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



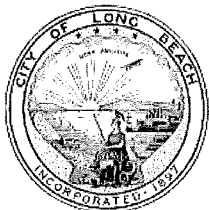
JOHN GROSS  
DIRECTOR OF FINANCIAL MANAGEMENT

JG:ea  
K:\FM-ADMIN\CITY COUNCIL LETTERS\BUSINESS SERVICES\2018\07-24-18 CCL - SERINITA'S RESTURANT - ENTERTAINMENT WITHOUT DANCING.DOCX

ATTACHMENTS

APPROVED:

  
\_\_\_\_\_  
PATRICK H. WEST  
CITY MANAGER



# CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT  
BUSINESS SERVICES BUREAU

333 WEST OCEAN BOULEVARD 7<sup>TH</sup> FLOOR • LONG BEACH, CA 90802 • (562) 570-6211

## Recommended Conditions of Operation

Doris Oneyda Salazar DBA Sirenita's Restaurant

410 W. Willow Street

Application for Entertainment Without Dancing

The Department of Financial Management recommends **approval** of the Permit subject to the following conditions:

### I. STANDARD CONDITIONS OF OPERATION

- 1) The operation of the establishment shall be limited to those activities and elements expressly indicated on the permit application and approved by the City Council. Any change in the operation, which exceeds the conditions of the approved permit, will require that a new permit application be submitted to the City Council for their review and approval.
- 2) Unless separately applied for, reviewed, and approved, no adult entertainment, as defined by Section 5.72.115(B) LBMC, shall be conducted on the permitted premises.
- 3) The establishment shall remain in compliance with all applicable sections of the Long Beach Noise Ordinance (LMBC Chapter 8.80).
- 4) This Entertainment Permit is accessory to the primary business, which is a restaurant. The authorization to provide entertainment on-site is subject to the use remaining as a restaurant, meaning a bona fide eating place serving actual and substantial meals.

"Meals" means the usual assortment of foods commonly ordered at various hours of the day; the service of such food only as sandwiches or salads shall not be deemed compliant with this requirement. Meals must consist of food prepared on the premises. Hours of sales of alcohol shall be limited to the hours when meals are available.

The premises must be equipped and maintained in good faith. The premises must possess working refrigeration, cooking equipment, utensils, menus, and enough food to make substantial meals.

In the event the primary business ceases operations, fails to operate as a bona fide eating place, fails to serve actual and substantial meals, or otherwise fails to comply with this condition, the Entertainment Permit becomes null and void.

- 5) Due to the proximity of neighboring businesses and residences, all door(s) and windows shall be kept closed at all times during any entertainment, except in cases of emergency and to permit deliveries. Said door(s) is not to consist solely of a screen or ventilated security door. **Sound shall not be audible beyond fifty feet (50') from the exterior of the premises in any direction.** Outdoor amplified entertainment is prohibited.

- 6) The permittee shall not allow employees to discard trash or beer bottles into the outside dumpster between the hours of 10:00 P.M. and 7:00 A.M.
- 7) Deliveries to and from the premises shall be limited to the hours of 8:00 A.M. to 10:00 P.M.
- 8) The permittee shall provide a minimum of one (1) uniformed security guard during all times that the entertainment activities are being conducted for crowds up to fifty (50) people. For crowds over fifty (50) people, the permittee shall provide a minimum of one (1) additional uniformed security guard per fifty (50) people. Patrons awaiting entry in a defined queue shall be counted toward the calculation of required security staffing levels.

The attire of each security guard shall clearly indicate the guard's affiliation with the establishment by means of a pin, shirt, or other visible form of identification. Should the permittee's operations give rise to a substantial increase in complaint/calls for police service, or trash left in the parking lot, the permittee shall increase security staff, implement the use of electronic metal detection equipment, increase outside lighting, or make other changes to the premises or operation as the Chief of Police determines are necessary to protect the safety of the public.

- 9) The permittee shall take reasonable measures to prohibit and prevent the loitering of persons immediately outside any of the entrance/exit doors and the parking lot, at all times while open for business. This should be done by use of security guards and signage indicating words to the effect of, "Please respect our neighbors" or something similar.
- 10) The permittee shall be responsible for maintaining free of litter the premises and the area adjacent to the licensed premises over which they have control.
- 11) The permittee agrees to reimburse the City for all costs associated with excessive police services, as determined by the Chief of Police, required as the result of any incident or nuisance arising out of or in connection with the permittee's operations.
- 12) Current occupancy loads shall be posted at all times, and the permittee shall have an effective system to keep count of the number of occupants present at any given time and provide that information to public safety personnel upon request. (LBMC section 18.48.320).
- 13) Any graffiti painted or marked upon the premises, or on any adjacent area under the control of the licensee, shall be removed or painted over within 24 hours of being applied.
- 14) The business, or agents, shall not distribute any advertising matter such as signs, posters, or promotional cards, in or upon any public property, or in or on any vehicle in any such place in the City. Distribution of any advertising matter upon private property shall adhere to the following guidelines: By placing the same matter in a receptacle, clip, or other device designed or intended to receive advertising matter.

The permittee shall keep all promoter contracts, including names, addresses, and phone numbers, on file at all times, and be available for inspection at any time.

- 15) The parking lot shall be equipped with lighting of sufficient power to illuminate and make easily discernible the appearance and conduct of all persons on or about the parking lot. The position of such lighting shall not disturb the normal privacy and use of any neighboring residences.
- 16) The permittee shall install and maintain a video surveillance system that monitors no less than the front and rear of the business with full view of the public right-of-ways and any parking lot under the control of the permittee. The video system must be capable of delineating on playback the activity and physical features of persons and areas within the premises. Recordings shall be retained for a minimum of 30 days and be accessible via the Internet by the Long Beach Police Department. A Public Internet Protocol (IP) address and user name/password is also required to allow the Long Beach Police Department to view live and recorded video from these cameras over the internet. All video security cameras shall be installed to the satisfaction of the Chief of Police, Director of Technology Services, and Director of Development Services. At the discretion of the Chief of Police, the permittee may be required to add additional video cameras.
- 17) The permittee shall ensure all employees attend an alcohol awareness class, such as the LEAD program offered by the Department of Alcoholic Beverage Control, within the first ninety (90) days of employment. In the event that the LEAD program class is not offered within this ninety day period, the permittee shall attend the next available class. Proof of completion shall be kept on file at the business and be available for inspection at any time.
- 18) The permittee shall maintain full compliance with all applicable laws, ABC laws, ordinances, and stated conditions. In the event of a conflict with the requirements of this permit, your conditional use permit, or your Alcoholic Beverage Control license, the more stringent regulation shall apply.

## II. ADDITIONAL CONDITIONS OF OPERATION

- 1) Entertainment activities indicated on Page 9 of your entertainment application **shall be restricted to Friday through Sunday, 6:00 p.m. to 10:00 p.m., including holidays.**
- 2) The permittee shall not convert the restaurant, or any portion thereof, into a dance/night club. All entertainment activities shall be conducted in conjunction with regular dining or pre-planned banquet activities. A banquet is defined as a function held at a bona fide eating place wherein complete and substantial meals are provided to the persons in attendance by the management of the restaurant where the function is being held. Fast food, snacks, and hors d'oeuvres shall not constitute a complete and substantial meal.

RECOMMENDED CONDITIONS OF OPERATION  
APPLICATION FOR ENTERTAINMENT WITHOUT DANCING  
DORIS ONEYDA SALAZAR  
DBA: SIRENITA'S RESTAURANT  
410 W. WILLOW STREET  
PAGE 4

- III. In the event that any of the recommended conditions attached to any permit or license is in conflict, the permittee shall adhere to the strictest of the applicable conditions. In addition, please be advised that your permit is subject to administrative review every two years from the date this permit is issued. If grounds exist for modification, revocation, or suspension of the permit, a hearing will be held.



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DEPARTMENT OF FINANCIAL MANAGEMENT

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## SUMMARY OF APPLICATION FOR ENTERTAINMENT PERMIT

Attached for your review and action is an application for Doris Oneyda Salazar DBA Sirenita's Restaurant. Also, attached are reports from various departments stating their recommended disposition of the subject application. These are summarized as follows:

### SUBMITTED FOR CITY COUNCIL ACTION

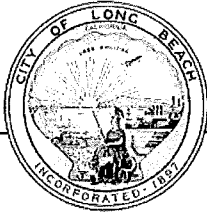
	<u>Without Concern</u>	<u>With Conditions</u>	<u>With Concerns</u>
Police Department		X	
Fire Prevention Bureau	X		
Health and Human Services Department/Noise Control		X	
Development Services Department	X		

Questions concerning the above may be directed to the following:

Police Department, Chief of Police .....	570-7301
Fire Department, Fire Prevention Bureau .....	570-2500
Health and Human Services Department, Noise Control.....	570-4130
Development Services Department.....	570-6623

Compiled by: Department of Financial Management  
Business Services Bureau





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## FIVE YEAR HISTORY OF BUSINESS ESTABLISHMENT 410 W. Willow Street

Doris Oneyda Salazar  
DBA: Sirenita's Restaurant  
Lic # BS21800606  
01/18 – Pending

Entertainment without Dancing (Alcohol)

Doris Oneyda Salazar  
DBA: Sirenita's Restaurant  
Lic # BU21707953  
11/17 – Current

Restaurant & Ready to Eat Foods (Alcohol)

Rithy Sieng  
DBA: Super Taco Burger & Burritos  
Lic # BU20451600  
10/04 – 11/17

Restaurant & Ready to Eat Foods (Alcohol)

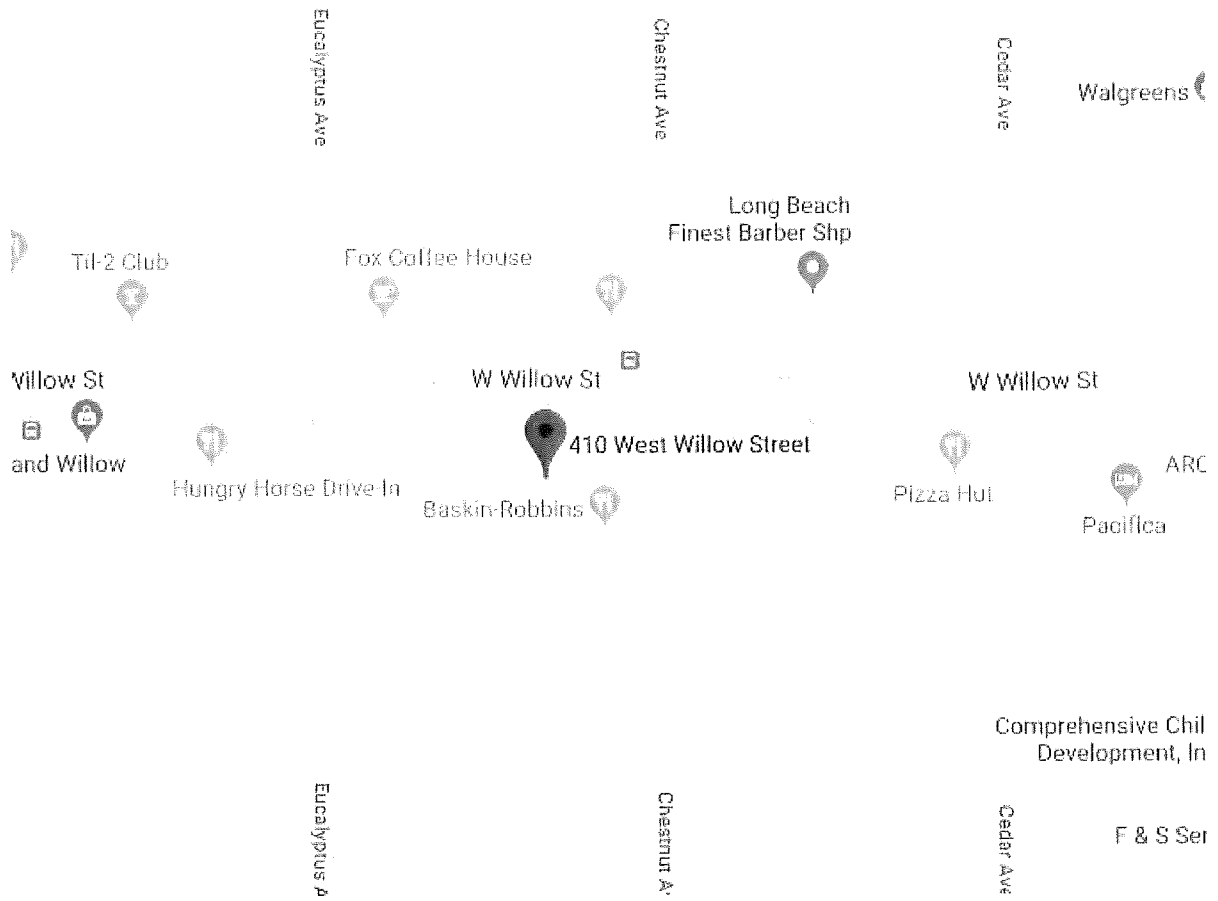
Farshad Baharinejad  
DBA: Super Taco Burger & Burritos  
Lic # BU97030590  
07/97 – 07/04

Amusement Machines

Farshad Baharinejad  
DBA: Super Taco Burger & Burritos  
Lic # BU97030560  
07/97 – 05/05

Restaurant & Ready to Eat Foods (Alcohol)

**Doris Oneyda Salazar**  
**DBA: Sirenita's Restaurant**  
**410 W. Willow Street**





CITY OF LONG BEACH BUSINESS LICENSE APPLICATION

Fourth Floor, City Hall

333 W. Ocean Boulevard, Long Beach, CA 90802

www.longbeach.gov

LBBIZ@LongBeach.gov

(562) 570-6211

**OWNER/ENTITY NAME:** DORIS ONEYDA SALAZAR

**DRIVER'S LICENSE NO:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **SOCIAL SECURITY NO.:** \_\_\_\_\_ **HOME OCCUPATION:**  Y  N

**BUSINESS NAME (D.B.A.):** SIRENITAS RESTAURANT

**TYPE OF BUSINESS (BE SPECIFIC):** ENTERTAINMENT AND DANCING

**BUSINESS ADDRESS:** 410 W Willow St

**CITY:** LB **STATE:** CA **ZIP:** 90806 **AREA CODE/TELEPHONE:** 562-427-4887

**RESIDENCE ADDRESS (if same write SAME):** \_\_\_\_\_ **CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_ **AREA CODE/TELEPHONE:** \_\_\_\_\_

**LIST OF PRINCIPAL OFFICERS, MEMBERS, PARTNERS AND RESIDENTIAL ADDRESSES (IF MORE, PLEASE ATTACH A LIST):**

NAME	TITLE	% OWNERSHIP

New Business  Address Change  Ownership Change  Secondary License  Sole Owner  Partnership  Corporation  L.L.P.  L.L.C.

**BUSINESS INFORMATION**

**START DATE:** 12/15/17 **NO. OF EMPLOYEES:** 4 **NO. OF VEHICLES:** \_\_\_\_\_ **FEDERAL TAX ID. NUMBER:** \_\_\_\_\_ **SALES & USE TAX (SELLER'S PERMIT) NO.:** \_\_\_\_\_

**DOES YOUR BUSINESS HAVE A CALIFORNIA STATE LICENSE?**  Y  N **STATE LICENSE NO.:** \_\_\_\_\_ **CLASSIFICATION(S):** \_\_\_\_\_ **RENEWAL DATE:** \_\_\_\_\_

**HAVE YOU EVER HAD A BUSINESS LICENSE/PERMIT REVOKED OR SUSPENDED?**  Y  N **LICENSE/PERMIT NO.:** \_\_\_\_\_ **ISSUING AGENCY:** \_\_\_\_\_ **CLASSIFICATION & DATE OF SUSPENSION/REVOCATION:** \_\_\_\_\_

**FOOD / ALCOHOL / TOBACCO / ENTERTAINMENT**

Do you plan to sell or serve food? (Includes pre-packaged)  Y  N

If serving food, how many seats? \_\_\_\_\_

Do you plan to sell or serve alcoholic beverages?  Y  N

ABC License number: \_\_\_\_\_ Type: \_\_\_\_\_  Y  N

Conditions Included: (If yes, please attach to application) \_\_\_\_\_

Does your business have amusement machines, video games, vending machines, jukebox and/or pool tables?  Y  N

How many: \_\_\_\_\_ Type: \_\_\_\_\_ Owner: \_\_\_\_\_

Do you plan to sell tobacco products/paraphernalia?  Y  N

Do you plan to operate a Smoking Lounge?  Y  N

Will you deal with, use, store or transport Medical Marijuana?  Y  N

Will you have  Music  Dancing  Performers  Adult Entertainment? Will you use, store, or transport chemicals (new or waste state)?  Y  N

**SERVICES / FUND RAISING**

Will you offer massage, tanning, herbal therapy, escort or any other services that improve the health or well being of another?  Y  N

Will you engage in fund raising?  Y  N

Will you deal in coins, firearms, jewels or second-hand property?  Y  N

Will you perform Parking Management? If so, please attach a detailed list of all activities?  Y  N

**BUILDING AND FACILITY INFORMATION**

Property Owner's Name: \_\_\_\_\_

Business sq. ft.: \_\_\_\_\_ Warehouse on site?  Y  N

Do you:  Own or  Rent/Lease your business property?

**HAZARDOUS MATERIALS / MEDICAL WASTE**

Will you manage or produce bio-hazardous materials or waste?  Y  N

**ACKNOWLEDGEMENT TO BE COMPLETED BY SOLE OWNER, PRINCIPAL OFFICERS, MEMBERS OR PARTNERS**

I understand that before I can operate my business in Long Beach, my establishment must comply with applicable City departmental laws and regulations completely and I must obtain a business license and all necessary Federal State and local permits or I will be in violation of L. B. M. C. Chapter 3.80. I declare that I am authorized to complete this application and that the information and statements provided are true and correct. SIGN and return this statement with your remittance. Make checks payable to City of Long Beach.

Signature: Doris Salazar Date: \_\_\_\_\_ PRINT NAME/TITLE: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ PRINT NAME/TITLE: \_\_\_\_\_

**DO NOT WRITE BELOW THIS LINE**

Inspection(s): <input type="checkbox"/> Bldg <input type="checkbox"/> Fire <input type="checkbox"/> Health <input type="checkbox"/> HazMat <input type="checkbox"/> PD <input type="checkbox"/> Other	Prev Use: _____ Exp. Date: _____
Basic Tax	Prev Lic: _____
Employees # _____ @ \$ _____ =	Exp Date: _____
Vehicles # _____ @ \$ _____ =	District: _____
Other # _____ @ \$ _____ =	CRT: _____
PIA _____	SIC: _____
PIA Employees # _____ @ \$ _____ =	NAICS: _____
Regulatory	Entered by: _____
Investigation	Date: _____
Misc. Fees	By: _____
Sub Total	Date: _____
Zoning	Zone: _____
Building Review	Comments: _____
Total \$ _____	

**Zoning Review**  
Y N N/A

By: \_\_\_\_\_  
Date: \_\_\_\_\_  
New construction Reuse  
Zone: \_\_\_\_\_  
Comments: \_\_\_\_\_

Entered by: \_\_\_\_\_  
Date: \_\_\_\_\_  
\$ 21800606

**ATTENTION LICENSE APPLICANT**

**Business License Required (L.B.M.C. 3.80.210)**

Under the Long Beach Municipal Code (Section 3.80.210), any person operating a business in the City of Long Beach is required to obtain a business license and pay an annual business license tax, prior to the operation of that business.

**Term of License (L.B.M.C. 3.80.520)**

A business license is valid for one (1) year from the date of issuance (unless otherwise noted) and must be renewed each year. A renewal notice is sent to the licensee ten (10) days prior to the due date, and the licensee has thirty (30) days to pay without penalty. If a notice is not received by the licensee, he/she is still responsible for payment by the due date. If the licensee changes his/her mailing address during the year, he/she should contact the Business License Section to report the change.

**Penalties (L.B.M.C. 3.80.422)**

A penalty equivalent to twenty-five percent (25%) of the payment due applies to all delinquent licenses unpaid after thirty (30) days from the due date. An additional ten percent (10%) penalty is added on the first day of the calendar month following the imposition of the twenty-five percent (25%) penalty if the tax remains unpaid, up to a maximum of one hundred percent (100%) of the tax due. The postmark will govern the determination of whether or not a tax payment is delinquent. A delinquent tax will be deemed a debt to the City, and the licensee shall be liable for legal action if it remains unpaid.

**Multiple Businesses at one Location (L.B.M.C 3.80.420.6)**

When more than one business activity is engaged in at the same location, and the activity falls into a classification other than that of the original license, the licensee is required to obtain an additional license for each different business activity. If the licensee has more than one business license at the same location, he/she may choose to pay for all employees on one license. If so, the licensee will pay for the employees on the license with the higher employee rate.

**Definition of an Employee (L.B.M.C. 3.80.150)**

For the purpose of Business License taxation in the City of Long Beach, an employee is defined as: Every person engaged in the operation or conduct of any business in Long Beach, whether as owner, member of the owner's family, partner, associate, agent, manager or solicitor, and every person employed or working in such business, whether full-time, part-time, permanent or temporary, for a wage, salary, commission or room and board. The owner of a sole proprietorship shall not be deemed to be an "employee" of the business.

**Change of Location (L.B.M.C. 3.80.424)**

Every person possessing a City of Long Beach Business License who changes the location of his place of business shall, prior to engaging in such a business at the new location, have the City endorse the new location on the license.

**Display of License (L.B.M.C. 3.80.425.5)**

Every person having a license shall prominently display the license at the place of business. If the business is operated from a vehicle, an identifying decal issued by the City shall be affixed to the vehicle, and the business license shall be carried by the licensee.

**Refunds Prior to Start of Business (L.B.M.C. 3.80.427.5.F)**

Any application for refund must be made by the person entitled to the money within one year after payment of the money to the City. No refund shall be made of any moneys paid for the issuance or renewal of any license unless it is determined that such licensee has not engaged in, nor held himself out as being engaged in, such business or occupation at any time after the effective date of the license. The amount of the refund shall be the full amount of the license tax paid, less an amount determined by the Director of Financial Management, which shall cover the cost of investigation and issuance of the license.

**Sales or Use Tax**

Sales or Use Tax may apply to your business activity. You may seek advice regarding the application of the tax to your business by writing or calling the State Board of Equalization at:

16715 Von Karman Ave Suite #200  
Irvine, CA 92606  
(949) 440-3473

-or-

12440 E. Imperial Hwy. Suite 200  
Norwalk, CA 90651  
(562) 466-1694

**Inspections (The business license application must be available on site at time of inspection).**

When a business license inspection is scheduled, the business must be fully prepared to operate, and the business owner or operator must be on site for the entire scheduled time of inspection. If the business owner or operator is unprepared for or misses a scheduled business license inspection without giving a minimum of 24 hours notice to the appropriate City agency, a re-inspection fee will be assessed.

I have read and understand the **Inspection** requirements.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



Accepted By: \_\_\_\_\_ Date: \_\_\_\_\_  
 Zoning Approval By: \_\_\_\_\_ Date: \_\_\_\_\_

**APPLICATION FOR ENTERTAINMENT PERMIT**

(Please Print All Information – Incomplete Applications Will Not Be Accepted)

Applicant's Name (Legal Ownership Structure): SOLE PROPRIETORSHIP  
 Business Name (DBA): SIRENITA'S RESTAURANT Business Phone: 562 427-4887  
 Business Site Address: 410 W WILLOW ST. LONG BEACH, CA 90806  
 Date Business Proposes To Open: 12/15/2017  
 Days & Time Premises Are Open For Inspection: MONDAY THRU SUNDAY 8:00AM - 10:00PM

**Proposed Use(s):**

- Entertainment/Restaurant With Dancing  Without Dancing  Other (explain)  \_\_\_\_\_  
 Entertainment/Tavern With Dancing  Without Dancing   
 Entertainment/Retail  Social Club  Pool/Billiard Hall

Explain briefly the proposed use of the rooms within the building: RESTAURANT / ENTERTAINMENT

Contact Person(s) Name (authorized agent, manager, etc.): DORIS ONEYRA LAINEZ SALAZAR  
 Contact Person(s) Phone Number: [REDACTED] 562 427-4887 BUSINESS

**Type of Organization:**

- Corporation  Partnership  Individual  Unincorporated Association or Club  
 Trust  LLC  Other, explain: \_\_\_\_\_

**OFFICE USE ONLY**

Building  Fire  Health (Check Inspecting Department) Date Received: \_\_\_\_\_  
 Building/Location meets Department Requirements for the proposed use.  
 Building/Location meets Department Requirements for the proposed use subject to the following conditions:  
 \_\_\_\_\_  
 Building/Location does not meet Department requirements for the proposed use.  
 Inspection Completed On (date): \_\_\_\_\_ By: \_\_\_\_\_

**POLICE DEPARTMENT**

Police Department finds no basis for denial  Police Department finds basis for denial  
 Police Department finds no basis for denial with conditions

Conditions or Basis for Denial: \_\_\_\_\_  
 \_\_\_\_\_

By: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

**GENERAL INFORMATION (All Applicants)**

Principal place of business (if other than the address listed on page 1): \_\_\_\_\_

Fictitious business names(s) or dba(s) used: \_\_\_\_\_

SIRENITA'S RESTAURANT

Place and date of filing fictitious business name statement: \_\_\_\_\_

10/18/2017

County(ies) in which fictitious name statement is (are) filed: \_\_\_\_\_

LOS ANGELES COUNTY

Names and address of all agents and employees authorized to negotiate or otherwise represent individual in connection with any transaction with the City of Long Beach:

NIXSY ROCHELL ONIEDO LAINEZ

*same* →

Name and address of person (agent) authorized to accept service of process in California:

528 ST LOUIS AVE APT 301, LONG BEACH, CA 90814

State whether you are licensed by any governmental agency to engage in any business. If so, list each such license held, the city in which held, and expiration date thereof:

CALIFORNIA ABC 40 ON SALE BEER RESTAURANT

Is this applicant a subsidiary of a present corporation or business?  YES  NO  
If yes, explain:

How long has the corporation or business been in operation? SINCE 12/15/2017

Is the location: Owned?  Rented/Leased?

If Rented/Leased, state the name and address of property owners:

Name: MALCOLM H. HARRIS TESTAMENTARY TRUST

Address: 2337 ROSCOMARE RD # 2-502  
LOS ANGELES, CA 90077

**IF APPLYING AS AN INDIVIDUAL**

INFORMATION IS REQUESTED FOR POLICE DEPARTMENT IDENTIFICATION AND INVESTIGATION

Name:

Last: LAINER SALAZAR

First: DORIS

Middle: ONEYDA

Title(s) or AKA(s): N/A

Residence address:

[REDACTED]

Residence telephone number(s) (including area code):

[REDACTED]

Business address:

410 W WILLOW ST  
LONG BEACH, CA 90806

Business telephone number(s) (including area code):

562 427-4887

Race: [REDACTED] Sex: [REDACTED] Hair: [REDACTED] Eyes: [REDACTED] Height: [REDACTED] Weight: [REDACTED]

Date of Birth (mm/dd/yyyy): [REDACTED] Place of Birth: [REDACTED]

Driver's License or Identification Card Number: [REDACTED]

State of Issue: [REDACTED]

Federal Tax ID Number: [REDACTED]

Seller's Permit Number: BU 21707 953

# GENERAL OPERATING CONDITIONS

Complete Each Question

## ALCOHOL/FOOD/ADDITIONAL BUSINESSES

1. Will liquor be sold or consumed on the premises?  YES  NO

a. If Yes, complete the following box:

Check one box to indicate License Type

Alcohol Beverage Control License No.

Premises Type: (Club (restaurant) or Commercial (store))

On sale beer

40 - 588530

RESTAURANT

On sale beer and wine

On sale distilled spirits

2. Is a bonafide-eating place provided on the premises? (Bonafide eating place means a place which is regularly used for serving meals for compensation, which has suitable kitchen facilities containing conveniences for cooking an assortment of foods for ordinary meals other than fast foods, sandwiches or salads. The kitchen must contain proper refrigeration for food and must comply with all applicable regulations of the Health and Human Services Department.

YES  NO

a. If yes, list types of food sold:

MEXICAN FOOD / CENTRA AMERICA FOOD

b. If no, list any products (such as snacks sold):

3. Are non-alcoholic beverages sold?

YES  NO

4. How many tables for seating? 12

5. Are other types of businesses conducted on the premises?

YES  NO

a. If yes, list type(s):

6. Are pool tables provided?

YES  NO

a. If yes, indicate number:

7. Is there a license for the pool table?

YES  NO

a. If yes, license number:

8. Are amusement machine(s) and/or jukebox(es) provided?

YES  NO

a. If yes, indicate number and type:

Amusement Machines \_\_\_\_\_ Jukebox(es) \_\_\_\_\_

9. Is there a license for the amusement machine(s) and/or jukebox(es)?

YES  NO

a. If yes, decal number(s):

10. Owner of machine(s) and/or jukebox(es):

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone No. ( ) \_\_\_\_\_



## GENERAL OPERATING CONDITIONS (continued)

*Complete Each Question*

### SECURITY

11. Will security officers be provided?

YES  NO

a. If yes, number of security officers: \_\_\_\_\_

12. Is any other type of security provided?

YES  NO

a. If yes, describe type of security: \_\_\_\_\_

**Days and hours security officers or other security will be provided (fill out completely):**

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Hours of							
Security							

13. Will a private security firm be used?

YES  NO

a. If yes, provide the following information of the contracted security firm:

Name: \_\_\_\_\_ City Business License No.: \_\_\_\_\_

Address: \_\_\_\_\_ Telephone No.: ( ) \_\_\_\_\_

### ADMISSION and/or MEMBERSHIP FEES CHARGED

14. Will minors be allowed on the premises?

YES  NO

15. Will the premises be open to the general public?

YES  NO

16. Will an admission fee be charged?

YES  NO

a. If yes, fee schedule: \_\_\_\_\_

17. Is there a private area for exclusive use of members and their guests only?  YES  NO

a. If yes, types of membership fees: \_\_\_\_\_

18. Will guests of members pay an admission fee or other charges?

YES  NO

a. If yes, describe the fee schedule and other charges: \_\_\_\_\_

## GENERAL OPERATING CONDITIONS (continued)

Complete Each Question

### HOURS OF OPERATION

Establishment hours of operation by day (fill out completely):

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Open	8:00AM	8:00AM	8:00AM	8:00PM	8:00AM	8:00AM	8:00AM
Close	10:00PM	10:00PM	10:00PM	10:00PM	10:00PM	10:00PM	10:00PM

### PROXIMITY OF BUSINESSES AND RESIDENCES

19. Are there surrounding businesses?  YES  NO

a. What type? ICE CREAM SHOP

20. Are there surrounding residences?  YES  NO

a. Approximately how close? NEXT BLOCK

### PARKING FACILITIES AND ARRANGEMENTS

21. Is parking available?  YES  NO

a. If no, what is the street address of the off-premises parking facility? \_\_\_\_\_

b. Describe the business arrangement made with owner of the parking facility if not part of business premises. (Please attach a copy of parking contract or deed restriction) \_\_\_\_\_

c. Days and hours parking facility will be available:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
From	8:00AM	8:00AM	8:00AM	8:00AM	8:00AM	8:00AM	8:00AM
To	12:00AM	12:00AM	12:00AM	12:00AM	12:00AM	12:00AM	12:00AM

d. How many individual parking spaces (approximately)? 14

**END OF GENERAL OPERATING CONDITIONS SECTION – PLEASE CONTINUE TO NEXT SECTION**

## ENTERTAINMENT FACILITY AND ACTIVITY

Entertainment - Restaurant  Entertainment - Tavern (bar)  Entertainment - Other

**Does the Proposed Activity have:**

- Outdoor Entertainment?  Y  N
- Dancing by patrons, guests, customers, participants, attendees?  Y  N
- Dancing by performers?  Y  N
- Live music by more than two (2) performers?  Y  N
- Amplified music (live)?  Y  N
- Amplified music (recorded)?  Y  N
- Disc Jockey?  Y  N
- Karaoke?  Y  N
- Adult Entertainment as defined by LBMC Section 21.15.110?  Y  N
- Adult Entertainment as defined by LBMC Section 5.72.115 (B)?  Y  N
- Will the establishment serve as a family pool/billiard hall as provided in Section 5.69.090 of the LBMC?  Y  N
- Any other type of entertainment not listed above?  Y  N

If yes, briefly describe the entertainment activity. \_\_\_\_\_

Describe entertainment by performers: \_\_\_\_\_

Dance Floor?  Y  N

Stage?  Y  N

If yes, provide dimensions and type of material of dance floor. L \_\_\_\_\_ X W \_\_\_\_\_ = \_\_\_\_\_ sq ft.

If yes, provide dimensions and type of material of stage. L \_\_\_\_\_ W \_\_\_\_\_ H \_\_\_\_\_

Describe floor material and surface type: \_\_\_\_\_

Schedule of entertainment. Please provide days of the week and time of day. If entertainment is not provided the same days and times every week, please provide a detailed schedule of specific dates and times of entertainment. Attach an additional sheet if necessary: **(Fill Out Completely)**

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Entertainment Type					KARAOKE	KARAOKE	KARAOKE
Start Time					6:00pm	6:00pm	6:00pm
End Time					10:00pm	10:00pm	10:00pm

**RELEASE FORM**

The undersigned, on behalf of (applicant) DORIS CNEYDA LAINEZ SALAZAR, hereby authorizes the City of Long Beach, by and through its appropriate officers, agents and employees to verify and confirm the information contained in this application, and to conduct such other investigations as may be reasonably required by the City of Long Beach, its officers, agents and employees for the purpose of determining the capability, fitness and capacity of:

(DBA) SIRENITAS RESTAURANT to obtain the entertainment permit.

The applicant by signing this application consents service of any notice required or provided for by the laws, rules, regulations, or ordinances of the City of Long Beach upon the person at the address designated in this application as the business address, will constitute sufficient and legal notice. Any change in the person or the address listed in the application may be made only in writing to the Director of Financial Management.

The applicant consents and agrees full compliance will be made with all applicable State laws and City ordinances governing the conduct of the particular type of business activity for which a business license or permit is requested. **The applicant by signing this application understands any incomplete or false information may constitute grounds for denial.**

I swear under penalty of perjury I have read the forgoing application and all information and statements made by the undersigned/applicant regarding this applicant are true and correct.

Doris Cneyda Lainez  
(SIGNATURE OR AUTHORIZED AGENT)

OWNER  
(TITLE)

1/30/2018  
(DATE)

  
DRIVER'S LICENSE OR ID CARD NUMBER

  
STATE

Emily Armstrong  
ACCEPTED BY (CITY STAFF)

Admin. Analyst  
TITLE

2/5/18  
DATE



# CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

333 West Ocean Boulevard, 4<sup>th</sup> Floor

Long Beach, CA 90802 333

(562) 570-6212

FAX (562) 570-6180

## ADVISORY FORM AND PROBATIONARY PERMIT

The following list of conditions must be met in full to operate under a probationary permit for entertainment. (Referred to as Temporary Permit in the Long Beach Municipal Code (LBMC) Chapter 5.72)

1. A completed application for a regular entertainment or pool hall must be submitted.
2. A complete interior floor plan with dimensions indicating exits and parking areas must be submitted and approved by the Department of Long Beach Development Services.
3. Inspections by City Departments have been accomplished and no major health or safety conditions found.
4. Permittee must comply with all applicable federal, state, and local laws, including any conditions or restrictions placed upon any license issued to the permittee by the State of California Department of Alcoholic Beverage Control. If the issuance of this probationary Permit is in conflict with any other conditions or restrictions previously imposed on the activities of the business establishment by this or any other private or governmental body, this temporary permit shall be deemed void.
5. Any improvements made or any contractual agreements entered into by the permittee in anticipation of approval of a regular entertainment shall be at his/her own risk.
6. Unless specifically applied for, reviewed and approved, no adult entertainment, as defined by LBMC Sections 21.15.110 and 5.72.115 (B), shall be conducted on the premises.
7. Permittee shall employ their own discretion in determining the level of security necessary to prevent violation of law and any other disturbances arising out of or in connection with their business operations. If there is a substantial increase in complaints/calls for service, the permittee shall increase security as directed by the Chief of Police.
8. The establishment must remain in compliance with the all applicable sections of the Long Beach City Noise Ordinance (LBMC Chapter 8.80).

I have read the above stated conditions of operations under a probationary permit, and I agree to comply with these conditions.

If all conditions have been met, a probationary permit will be mailed in two (2) weeks.

BUSINESS NAME: SIRENTAS RESTAURANT

BUSINESS ADDRESS: 410 W WILLOW ST, LO

NAME: DORIS O LAINEZ SACAZAR TITLE: \_\_\_\_\_

SIGNATURE: Doris O. Lainez Sacazar DATE: \_\_\_\_\_

\*\*\*\*\*OFFICE USE ONLY\*\*\*\*\*

Accepted By: \_\_\_\_\_ Date: \_\_\_\_\_

### REGULAR PERMIT APPLICATION

### PROBATIONARY PERMIT

- Application Complete?  YES  NO
- Floor Plan Submitted?  YES  NO
- Zoning Approved?  YES  NO
- Departmental Inspections?  YES  NO

Approved By: \_\_\_\_\_  
Date Approved: \_\_\_\_\_

PERMIT VALID FOR 90 DAYS OR UNTIL REGULAR PERMIT IS APPROVED OR DENIED BY CITY COUNCIL, WHICHEVER COMES FIRST.

Comments: \_\_\_\_\_  
\_\_\_\_\_

STATE OF CALIFORNIA  
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL  
ALCOHOLIC BEVERAGE LICENSE

ON-SALE BEER

**VALID FROM**

Dec 15, 2017

LAINEZ SALAZAR, DORIS O  
528 ST LOUIS AVE  
APT 301  
LONG BEACH, CA 90814

**EXPIRES**

Nov 30, 2018

**TYPE NUMBER DUP**

40 588530

AREA CODE

1932 03

BUSINESS ADDRESS (IF DIFFERENT) DBA: SIRENITA'S RESTAURANT  
410 W WILLOW ST  
LONG BEACH, CA 90806

PER From:  
40-415930

CONDITIONS

OWNERS: LAINEZ SALAZAR, DORIS O

7



**IMPORTANT INFORMATION**

**EFFECTIVE PERIOD:** This license is effective only for the operating period shown above. A new license will be sent 4 to 6 weeks after the expiration date on your license if payment is timely. Your license status will remain in good standing for 60 days after the expiration date if the renewal payment was received timely. To check the status of your license, visit <http://www.abc.ca.gov/datport/LQSMenu.html>.

**RENEWAL NOTICES:** Renewal notices are sent to premises address unless a specific mailing address is requested. If a notice is not received 30 days before expiration date shown above, contact the nearest ABC office. To assure receipt of notices, advise your local ABC office of any change in address.

**RENEWAL DATES:** It is the licensee's responsibility to pay the required renewal fee by the expiration date shown above.  
A Penalty is charged for late renewal and the license can be automatically revoked for failure to pay.

**RENEWAL PAYMENTS:** Renewal payments can be made in person by visiting your local office or sent by mail to ABC Headquarters, 3927 Lennane Drive, Suite 100, Sacramento, CA 95834. If you do not have your renewal notice, your license number and the reason for payment (ex. "renewal") must be clearly indicated on the check. You can contact your local ABC office for your renewal fee amount.

**SEASONAL LICENSES:** It is the licensee's responsibility to pay the required renewal fee prior to the next operating period.

**POSTING:** Cover this license with glass or other transparent material and post it on premises in a conspicuous place.

**CONDITIONS:** A copy of all applicable conditions must be kept on premises.

**LICENSEE NAME:** Only 10 names will be printed on each license. If there are more names associated with the license, they will be indicated by "AND XX OTHERS". All names are on file and available upon request from your local ABC office.

**DBA:** If you change your business name please notify your local ABC office.

If you have any questions regarding this license, contact your local ABC office. You can find the contact information for each district office at <http://www.abc.ca.gov/dlstmap.html>.

**NOTE: CONTACT YOUR LOCAL ABC OFFICE IF YOUR LICENSED PREMISES WILL BE TEMPORARILY CLOSED FOR MORE THAN 16 DAYS OR WILL BE PERMANENTLY CLOSED.**

<http://www.abc.ca.gov>



@ca\_abc



CaliforniaABC

11/10/2011 10:00:00 AM

**BEFORE THE  
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL  
OF THE STATE OF CALIFORNIA**

IN THE MATTER OF THE APPLICATION OF

DORIS LAINEZ SALAZAR  
SIRENITA'S RESTAURANT  
410 W WILLOW ST  
LONG BEACH, CA 90806

} FILE 40-588530

}

} REG.

}

}

}

}

} **PETITION FOR CONDITIONAL  
LICENSE**

For Issuance of an On-Sale Beer - License

Under the Alcoholic Beverage Control Act

WHEREAS, petitioner(s) has/have filed an application for the issuance of the above-referred-to license(s) for the above-mentioned premises; and,

WHEREAS, the proposed premises and/or parking lot, operated in conjunction therewith, are located within 100 feet of residences(s); and,

WHEREAS, issuance of the applied-for license without the below-described conditions would interfere with the quiet enjoyment of the property by nearby residents and constitute grounds for the denial of the application under the provisions of Rule 61.4, of Chapter 1, Title 4, of the California Code of Regulations; and,

WHEREAS, the proposed premises is within 600 feet from Holy Innocents School and La Fayette Elementary School; and,

WHEREAS, issuance of an unrestricted license without the below-described conditions may interfere with the public use of the above-mentioned consideration point; and,

WHEREAS, pursuant to Section 23958 of the Business and Professions Code, the Department may deny an application for a license where issuance would result in or add to an undue concentration of licenses; and,

WHEREAS, the proposed premises are located in census Tract 5731 where there presently exists an undue concentration of licenses as defined by Section 23958.4 of the Business and Professions Code

WHEREAS, the petitioner(s) stipulate(s) that by reason of the aforementioned over concentration of licenses, grounds exist for denial of the applied-for license(s); and,

WHEREAS, the issuance of an unrestricted license would be contrary to public welfare and morals;

DLS

Initials

NOW, THEREFORE, the undersigned petitioner(s) do/does hereby petition for a conditional license as follows, to-wit:

1. Sales, service or consumption of alcoholic beverages shall be permitted only between the hours of 8:00AM and 10:00 PM each day of the week.
2. There shall be no bar or lounge area upon the licensed premises maintained for the purpose of sales, service and consumption of alcoholic beverages directly to patrons for consumption.
3. The quarterly gross sales of alcoholic beverages shall not exceed the gross sales of food during the same period. The licensee shall at all times maintain records which reflect separately the gross sales of food and the gross sales of alcoholic beverages of the licensed business. Said records shall be kept no less frequently than on a quarterly basis and shall be made available to the Department on demand.
4. A single jukebox or stereo may be maintained upon the premises; however, the music shall not be audible outside the premises.
5. The sale of beer for consumption off the premises is strictly prohibited.
6. The subject alcoholic beverage license shall not be exchanged for a public premises type license.
7. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the licensed premises under the control of the licensees.
8. No alcoholic beverages shall be consumed on any property adjacent to the licensed premises under the control of the licensees.
9. There shall be no exterior advertising of any kind or type, including advertising directed to the exterior from within, promoting or indicating the availability of alcoholic beverages.
10. Petitioners shall regularly police the area under their control in an effort to prevent the loitering of persons about the premises.
11. No pay phone will be maintained on the interior or exterior of the premises.

This petition for conditional license is made pursuant to the provisions of Sections 23800 through 23805 of the Business and Professions Code and will be carried forward in any transfer at the applicant-premises.

Petitioner(s) agree(s) to retain a copy of this petition on the premises at all times and will be prepared to produce it immediately upon the request of any peace officer.



The petitioner(s) understand(s) that any violation of the foregoing condition(s) shall be grounds for the suspension or revocation of the license(s).

DATED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 20\_\_\_\_\_.

Doris Anexda Lainez Salazar  
Applicant/Petitioner

\_\_\_\_\_  
Applicant/Petitioner

CALIFORNIA STATE BOARD OF EQUALIZATION

SELLER'S PERMIT



ACCOUNT NUMBER

10/18/2017 SR AA 103-163406

SIRENITA'S RESTAURANT  
DORIS O LAINEZ SALAZAR  
410 W WILLOW ST  
LONG BEACH, CA 90806-2804

**NOTICE TO PERMITTEE:**  
*You are required to obey all Federal and State laws that regulate or control your business. This permit does not allow you to do otherwise.*

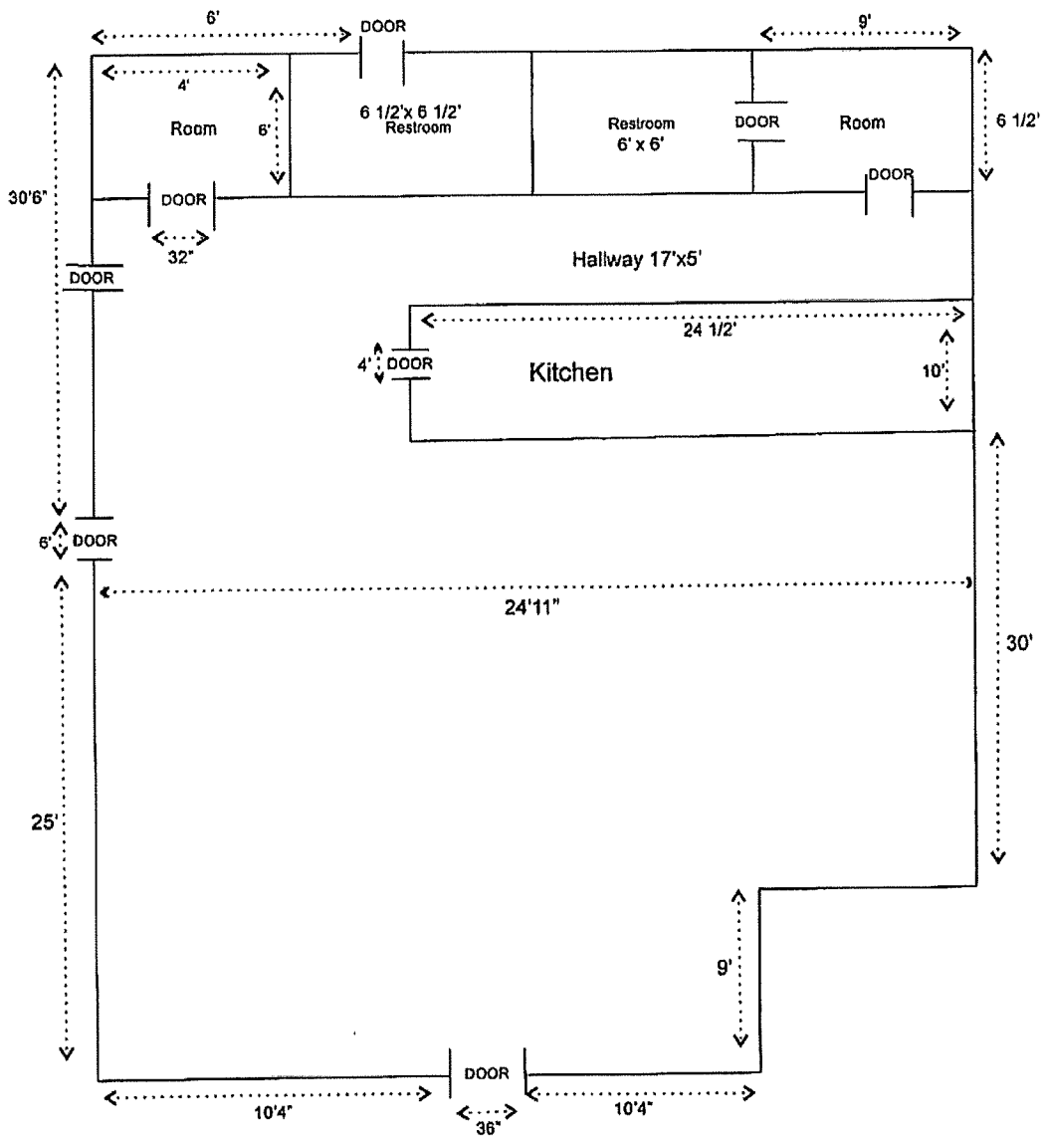
IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION. THIS PERMIT IS VALID ONLY AT THE ABOVE ADDRESS.

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELED AND IS NOT TRANSFERABLE. IF YOU SELL YOUR BUSINESS OR DROP OUT OF A PARTNERSHIP, NOTIFY US OR YOU COULD BE RESPONSIBLE FOR SALES AND USE TAXES OWED BY THE NEW OPERATOR OF THE BUSINESS.

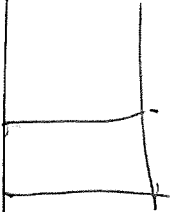
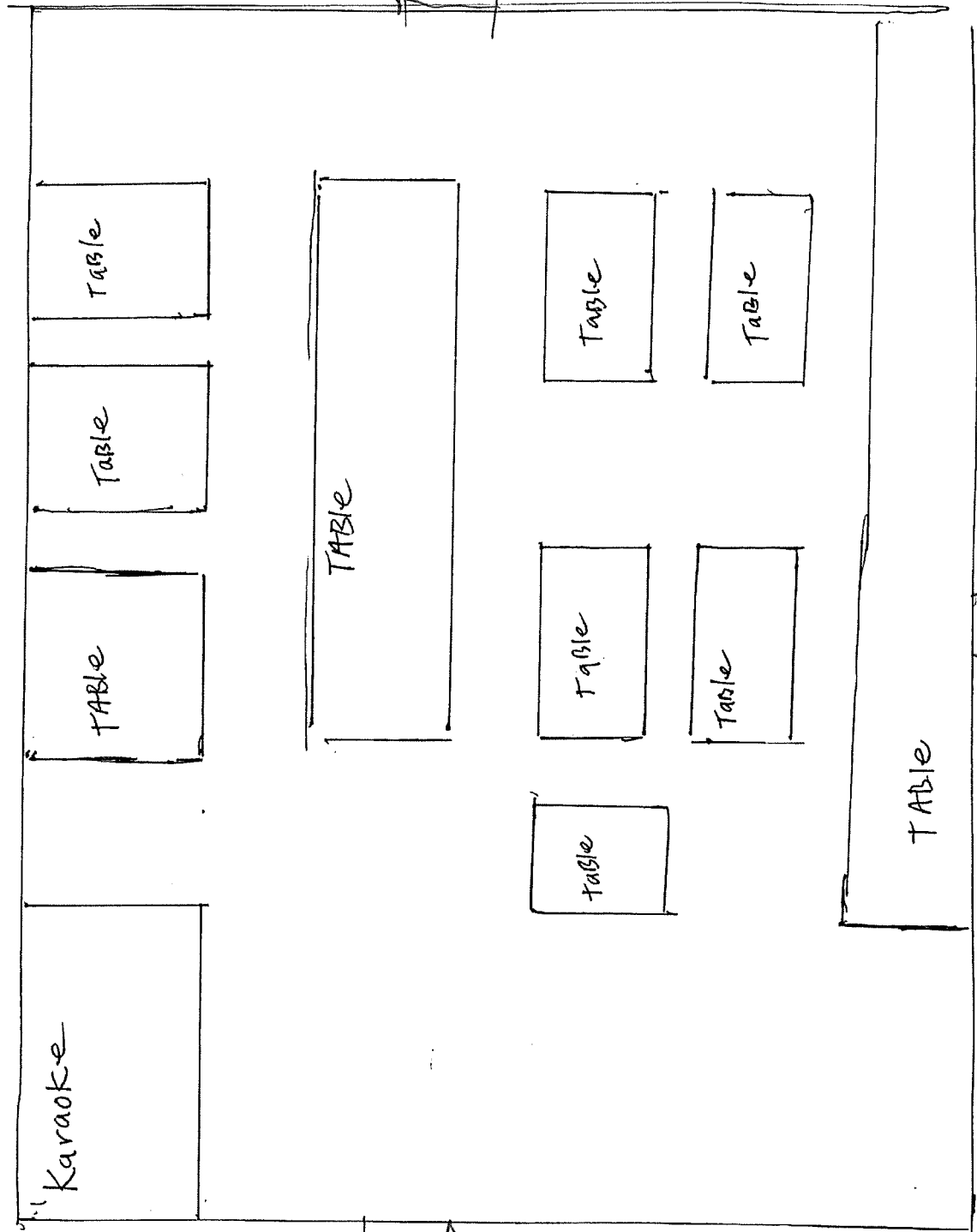
*Not valid at any other address*

**For general tax questions, please call our Customer Service Center at 1-800-400-7115 (TTY:711).  
For information on your rights, contact the Taxpayers' Rights Advocate office at 1-888-324-2798 or 1-916-324-2798.**

BOE-442-R REV. 16 (11-14)



Page 0/11: M





# CITY OF LONG BEACH

DEPARTMENT OF HEALTH AND HUMAN SERVICES

100 W BROADWAY STE 400 ! LONG BEACH, CA 90802 ! 562-570-6513 FAX 562-570-6930

ENVIRONMENTAL HEALTH  
NOISE OFFICE

## DEPARTMENT OF HEALTH AND HUMAN SERVICES ENTERTAINMENT PERMIT APPLICATION REQUIREMENTS

Date: 4/5/18

Name of Business (DBA): Serenitas Restaurant

Name of Business Owner: Doris Onexda Lainez

Business Address: 410 W Willow Street

Dear New Business Owners:

The Entertainment establishment must abide by the Long Beach Municipal Code Noise Ordinance, Chapter 8.80.

You must make sure that the noise generating inside your business is not impacting adjacent residences.

If loud music is to be played as part of the entertainment permit, you must also post a sign in the customer area in a conspicuous location that states:

**Warning: Sound Levels Within May Cause Permanent Hearing Impairment.**

I understand that in order to provide Entertainment, my establishment must comply with the Long Beach Noise Ordinance (LBMC Chapter 8.80)

Owner or Authorized Agent Signature(s) Doris Onexda Lainez

Title \_\_\_\_\_

Phone # \_\_\_\_\_

FAX # \_\_\_\_\_



6/26/2018 11:03

**INFORMATION - LICENSE # BS21800606**

*License Type* BS  
*Application Type* Secondary Business License  
*Description*  
*Primary Applicant* DORIS ONEYDA  
*Primary Applicant Last Name* SALAZAR  
*Address Location* 410 W WILLOW ST LONG BEACH CA 90806  
 License is Pending.  
 Current milestone is Council Approval.  
 Current unpaid amount of \$0.00.  
 Account: BS21800606

**License Description**

**Status Dates**

*Processed Date* 1/30/2018 15:42  
*by* Cory Kyle  
*Start Date* 12/15/2017 00:00  
*by* Cory Kyle  
*Inactive Date*  
*by*  
*Last Renewal*  
*by*  
*Next Renewal*  
*Expires*  
*Grace Exp*  
*End Date*

**License Description**

*Property Type* COM  
*License Category* 300508  
*Business Name* DORIS ONEYDA SALAZAR  
*DBA Name* SIRENITA'S RESTAURANT  
 Detailed Description of Business Activities  
 ENTERTAINMENT W/O DANCING  
*Application Reason* NEWLICENSE  
*Description* Entertainment Without Dancing (Alcohol)

**License Details**

(Tab Not Loaded)

**Endorsements**

(Tab Not Loaded)

**Reviews**

Record Results

**Reviews**

Review #	Review Type	# Add Date	Result	Comments	Result By	Completed	Completed By	Review Description	Started	Started By	Due Date
48365	BUSLIC	1 1/30/2018	APPROVED		EMARMST	6/26/2018 10:11	EMARMST	Business License			4/25/2018
48532	BUILDING	1 2/5/2018	APPROVED	Approval as existing established	CLASTUA	4/19/2018 15:42	CLASTUA	Building Dept Review			3/20/2018

48533	FIRE	1	2/5/2018	INSPECT	restaurant without dancing floor and no physical construction.	SYSTEM	2/5/2018 15:44		Fire Dept Review	5/1/2018
48534	HEALTH	1	2/5/2018	INSPECT		SYSTEM	2/5/2018 15:44		Health Dept Review	5/1/2018
48535	POLICE	1	2/5/2018	INSPECT		SYSTEM	2/5/2018 15:44		Police Dept Review	5/1/2018
48536	PLANNING	1	2/5/2018	APPROVED		JORAMIR	4/5/2018 16:52	JORAMIR	Planning Dept Review	3/20/2018
53160	COUNCIL	1	6/26/2018						Council	
53161	HEARINGPRE	1	6/26/2018						Hearing Prep	

**Inspections**

Record Results

**Inspections**

Add Date	Inspection #	Inspection Type	Inspection Description	#	Result	Comments	Resulted By	Completed	Call	Due Date	Time Preference	As To
4/19/2018	65637	FIRE	Fire	1	APPROVED	updated due date	dazine	6/22/2018 14:04		6/4/2018 00:00		dazi
4/19/2018	65638	HEALTH	Health	1	APPROVED	ENTERTAINMENT LICENSE APPROVED PROVIDED ALL PROVISIONS OF THE CITY'S NOISE ORDINANCE, LONG BEACH MUNICIPAL CODE 8.80, ARE ABIDED BY.	MIYAMAD	5/3/2018 08:31		7/12/2018 00:00		MIY.
4/19/2018	65639	POLICE	Police	1	APPRWCOND	assigned to jennifer arzola	JEARZOL	6/4/2018 08:08		6/4/2018 00:00		JEA

**Periodic Inspection Schedules**  
(No Data)

**Conditions**

(Tab Not Loaded)

**Fees**

(Tab Not Loaded)

**Applicants**

(Tab Not Loaded)

**Sites**

(Tab Not Loaded)

**Employees**

(Tab Not Loaded)

**Related Records**

(Tab Not Loaded)

**Logs**

(Tab Not Loaded)

**Attachments**

(Tab Not Loaded)



**Date:** June 4, 2018  
**To:** Robert G. Luna, Chief of Police  
**From:** Richard Conant, Deputy Chief, Investigations Bureau  
**Subject:** **APPLICATION FOR AN ENTERTAINMENT WITHOUT DANCING PERMIT AT SIRENITA'S RESTAURANT – 410 WEST WILLOW**

---

The Police Department recommends **approval** of the application for an Entertainment without Dancing Permit by Doris Oneyda Salazar, dba Sirenita's Restaurant, located at 410 West Willow, subject to the conditions provided in the attached memorandum.

**Background**

Sirenita's Restaurant is a restaurant that serves Mexican and Centro American cuisine, and is located on the southeast corner of Chestnut Avenue and Eucalyptus Avenue. Doris Salazar took over the restaurant in November 2017. Sirenita's Restaurant currently holds an active Type 40 (On-Sale Beer) Alcoholic Beverage Control license. On February 5, 2018, Sirenita's Restaurant applied for an entertainment without dancing permit to include karaoke.

**Crime Analysis**

As part of the investigation, Vice Detectives examined calls for service, crime reports, and arrests for a two-year period from April 5, 2016 to April 5, 2018. The report shows there have been three calls for service, three crime reports, and one arrest during the investigative period.

The calls for service consisted of one commercial burglary to the business, one vandalism to the business, and a grand theft. The three crime reports were filed for a theft of a purse taken from a table inside the restaurant, a burglary report and vandalism to a window at the restaurant.

**Resident Contacts**

As part of this investigation, Vice Detectives contacted residents living within 100 feet of the establishment. Detectives determined there were two single family residents were within this distance. Both residents were not home at the time of investigation, but letters were left, requesting they call and speak with detectives to share their concerns.

Detectives also went to this location in an undercover capacity on two occasions. On both occasions, the patrons were plentiful while eating and drinking in the in the bar and dining area. The volume of the music playing throughout the speaker system was moderate, making it easy to converse. The music could not be heard from outside the opened main entry doors. The establishment staff appeared adequate for the well-behaved patrons.



Entertainment without Dancing Permit  
Sirenita's Restaurant  
410 West Willow Street  
Page 2 of 2

**Patrol Division**

West Division Patrol Commander Jeffery Berkenkamp was contacted for an opinion regarding the issuance of this permit. He advised there have not been any issues of concern with this location. Commander Berkenkamp does not foresee the approval of an entertainment permit having a negative impact on patrol resources. Commander Berkenkamp recommends approval of an Entertainment without Dancing Permit at Sirenita's Restaurant.

**Vice Investigations**

Detectives with Vice Investigations Section met with the owner of Sirenita's Restaurant. The owner gave detectives a tour of the facility and discussed their business model, types of events they will host, and how they plan on combating problems in the parking lot. Detectives discussed the potential recommended entertainment permit conditions.

**Recommendation**

Based upon the crime analysis, Vice Section's investigation, the West Division Patrol Commander's recommendation, and the residents, the Long Beach Police Department has determined the public peace, safety, and welfare would not be adversely impacted by the issuance of this permit, provided the appropriate conditions are imposed and observed by the applicant. The Police Department recommends approval of an Entertainment without Dancing Permit.

RC:JJA:JJA  
Appvls.Sirenita'sRestaurant



**Date:** June 4, 2018  
**To:** Sandy Tsang-Palmer, Business Services Bureau Manager  
**From:** Robert G. Luna, Chief of Police  
**Subject:** **APPLICATION FOR AN ENTERTAINMENT WITHOUT DANCING PERMIT AT THE SIRENITA'S RESTAURANT – 410 WEST WILLOW STREET**

---

In response to your request for a recommendation regarding the above named permit application for Entertainment without Dancing, the Police Department recommends **approval** of an Entertainment without Dancing Permit, subject to the following conditions:

Sirenita's Restaurant is a restaurant that serves Mexican and Centro American cuisine, and is located on the southeast corner of Chestnut Avenue and Eucalyptus Avenue. Doris Salazar took over the restaurant in November 2017. Sirenita's Restaurant currently holds an active Type 40 (On-Sale Beer) Alcoholic Beverage Control license.

On February 5, 2018, Sirenita's Restaurant applied for an entertainment without dancing permit, Doris is requesting karaoke. The hours of entertainment will be Friday through Sunday 6:00pm-10:00pm.

Based upon the crime analysis, Vice Section's investigation, and the West Division Patrol Commander's recommendation, the Long Beach Police Department has determined the public peace, safety, and welfare would not be adversely impacted by the issuance of this permit, provided the appropriate conditions are imposed and observed by the applicant. The Police Department recommends approval of an Entertainment without Dancing Permit.

**CONDITIONS OF OPERATION**

- 1) The operation of the establishment shall be limited to those activities and elements expressly indicated on the permit application and approved by the City Council. Any change in the operation, which exceeds the conditions of the approved permit, will require that a new permit application be submitted to the City Council for their review and approval.
- 2) Unless separately applied for, reviewed, and approved, no adult entertainment, as defined by section 5.72.115(B) LBMC shall be conducted on the permitted premises.
- 3) This Entertainment Permit is accessory to the primary business, which is a restaurant. The authorization to provide entertainment on-site is subject to the use remaining as a restaurant, meaning a bona fide eating place serving actual and substantial meals.

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- 4) "Meals" means the usual assortment of foods commonly ordered at various hours of the day; the service of such food only as sandwiches or salads shall not be deemed compliant with this requirement. Meals must consist of food prepared on the premises. Hours of sales of alcohol shall be limited to the hours when meals are available.

The premises must be equipped and maintained in good faith. The premises must possess working refrigeration, cooking equipment, utensils, menus, and enough food to make substantial meals.

In the event the primary business ceases operations, fails to operate as a bona fide eating place, fails to serve actual and substantial meals, or otherwise fails to comply with this condition, the Entertainment Permit becomes null and void.

- 5) The permittee shall not convert the restaurant, or any portion thereof, into a dance/night club. All entertainment activities shall be conducted in conjunction with regular dining or pre-planned banquet activities. A banquet is defined as a function held at a bona fide eating place wherein complete and substantial meals are provided to the persons in attendance by the management of the restaurant where the function is being held. Fast food, snacks, and hors d'oeuvres shall not constitute a complete and substantial meal.
- 6) Entertainment activities indicated on page #9 of your entertainment application shall be restricted to 6:00 PM to 10:00 PM on Friday through Sunday.
- 7) The establishment shall remain in compliance with all applicable sections of the Long Beach Noise Ordinance (LBMC Chapter 8.80).
- 8) The permittee agrees to reimburse the City for all costs associated with excessive police services, as determined by the Chief of Police, required as the result of any incident or nuisance arising out of or in connection with the permittee's operations.
- 9) Due to the proximity of neighboring businesses and residences, all door(s) and window(s) shall be kept closed at all times during any musical entertainment, except in cases of emergency, and to permit deliveries. Said door(s) shall not consist solely of a screen or ventilated security door. **Sound shall not be audible beyond fifty feet (50') from the exterior of the premises in any direction.**
- 10) Current occupancy loads shall be posted at all times, and the permittee shall have an effective system to keep count of the number of occupants present at any given time and provide that information to public safety personnel upon request.

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- 11) Any graffiti painted or marked upon the premises, or on any adjacent area under the control of the licensee, shall be removed or painted over within 24 hours of being applied.
- 12) The parking lot shall be equipped with lighting of sufficient power to illuminate and make easily discernible the appearance and conduct of all persons on or about the parking lot. The position of such lighting shall not disturb the normal privacy and use of any neighboring residences.
- 13) The permittee shall ensure that all employees attend an alcohol awareness class such as TIPS or LEAD, within the first ninety (90) days of employment. The permittee shall keep employee's proof of completion on file, and be available for inspection at any time.
- 14) The permittee shall maintain full compliance with all applicable laws, ABC laws, ordinances and stated conditions. In the event of a conflict with the requirements of this permit, the more stringent regulation shall apply.
- 15) The permittee shall comply with the requirements of LBMC Sec. 8.80 (Noise) at all times. In addition, in response to a complaint, the Police Department will enforce Penal Code Section 415 (disturbing the peace) and all other state and local provisions related to the "public peace." Permittee shall conduct all aspects of his or her operation, including before and after-hours deliveries and maintenance, in consideration of residences located nearby. Permittee agrees that the following standard is reasonable: Noise emanating from Permittee's premises shall not be audible from the middle of the street adjoining the premises.
- 16) Outdoor amplified entertainment is prohibited.
- 17) Entertainment is permitted until 10:00 PM on holidays that fall on a Friday through Sunday.
- 18) Sirenita's Restaurant, or its agents, shall not distribute any advertising matter such as signs, posters, or promotional cards, in or upon any public property, any vehicle or in any other such place in the City of Long Beach. Distribution of any advertising matter upon private property shall adhere to the following guidelines: By placing the same matter in a receptacle, clip, or other device designed or intended to receive advertising matter. The permittee shall keep all promoter contracts, including names, addresses, and phone numbers, on file at all times, and be available for inspection at any time.
- 19) The permittee shall take reasonable measures to prohibit and prevent the loitering of persons immediately outside any of the entrance/exit doors and the parking lot, at all times while open for business. This should be done by use of security guards and signage indicating words to the effect of, "Please respect our neighbors" or something similar.

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- 20) The permittee shall be responsible for installing and maintaining a video surveillance system that monitors no less than the front and rear of the business, with full view of the public right-of-way, and any parking lot under the control of the permittee. These cameras shall record video for a minimum of 30 days and be accessible via the Internet by the Long Beach Police Department. A Public Internet Protocol (IP) address and user name/password is also required to allow the Long Beach Police Department to view live and recorded video from these cameras over the internet. All video security cameras shall be installed to the satisfaction of the Chief of Police, Director of Technology Services, and Director of Development Services. At the discretion of the Chief of Police, the permittee may be required to add additional video cameras
  
- 21) During any entertainment activity listed on page #9 of the application, the permittee shall be responsible for maintaining an adequate security staff to supervise patrons inside the establishment and the parking lot. For crowds up to fifty (50) people, the permittee shall provide a minimum of one (1) security guard. For crowds over (50) fifty people, the permittee shall provide a minimum of one (1) additional security guard per fifty (50) people. Security guards must be identifiable as "Ashley's employees." Should the permittee's operations give rise to a substantial increase in complaints/calls for service, or trash left in the parking lot, the permittee shall increase staff, or employee uniformed licensed security guards, as directed by the Chief of Police.