



CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

H-2

333 West Ocean Blvd • Long Beach, California 90802

April 19, 2011

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive the supporting documentation into the record, conclude the hearing and grant a One-Year Short-Term Permit with conditions on the application of McCarthy's Bar Group, Inc., DBA Liquid Lounge, 3522 E. Anaheim Street, for Entertainment without Dancing by Patrons. (District 4)

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 is granted or denied.

The LBMC also requires that the City Council make a determination that the permit application is complete and truthful; the applicant and the officers and trustees of the entity are law-abiding persons who will operate and conduct the business activity in a lawful manner; and that public peace, welfare and safety will not be impaired. If this is so, the application shall be approved, a short-term entertainment permit shall be approved, or the application shall be denied.

The City Council has the authority to approve the following options: 1) grant the Permit, with or without conditions; or 2) grant a One-Year Short-Term Entertainment Permit, with or without conditions; or, 3) deny the Permit on the application.

City departments have conducted their investigations in accordance with the LBMC. Attached for your review are the departmental investigative reports, the business ownership and permit history, and the entertainment permit application.

The following summarizes departmental findings:

- The Police Department recommends that the permit for entertainment without dancing by patrons be approved subject to recommended conditions.
- The Fire Department finds that the building/location meets department requirements for the proposed use.

HONORABLE MAYOR AND CITY COUNCIL

April 19, 2011

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- The Health and Human Services Department finds that 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 that the building/location meets department requirements for the proposed use.

The Department of Financial Management, Business Relations Bureau, has reviewed all submitted department documents and correspondence and, after a thorough investigative process, recommends that the permit for entertainment without dancing by patrons be approved as a One-Year Short-Term Entertainment Permit subject to recommended 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 April of 2001.

TIMING CONSIDERATIONS

The hearing date of April 19, 2011, has been posted on the business location, with the applicant and property owners within 300 feet notified by mail.

This matter was reviewed by Deputy City Attorney Amy R. Burton on March 28, 2011.

FISCAL IMPACT

The following fees were collected with the application: Building Review \$20 and Zoning Review \$15 (Development Services), Police Investigation \$1,183 (Police Department), and Labels \$90 (Financial Management Department).

The following fees will be collected if the application is approved: Business License \$320.70 and Regulatory \$977 (Financial Management Department).

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



DAVID S. NAKAMOTO
ACTING DIRECTOR OF FINANCIAL MANAGEMENT

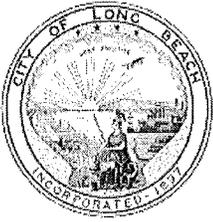
APPROVED:



PATRICK H. WEST
CITY MANAGER

DN: ES: AMK
K:\Exec\Council Letters\Business Relations\Hearing Letters\04-19-11 ccl - Liquid Lounge - 1-Yr Short-Term Pmt.doc

ATTACHMENTS



CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT
BUSINESS RELATIONS BUREAU

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

Recommended Conditions of Operation

McCarthy's Bar Group, Inc., DBA Liquid Lounge

3522 E. Anaheim Street

Application for Entertainment without Dancing

In regards to the above named permit application for Entertainment without Dancing, the Department of Financial Management recommends **approval subject to the following conditions:**

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) shall be conducted on the permitted premises.
- 3) Entertainment shall be limited to **karaoke only**, or single or duo acoustical performances. Entertainment shall be restricted to the hours of **10:00 a.m. to 12:00 a.m. midnight** Sunday through Thursday nights, and **10:00 a.m. to 1:00 a.m.** Friday and Saturday nights.
- 4) Patrons under twenty-one (21) years of age shall not be permitted to enter nor to remain on the premises after the restaurant (food services) portion of the establishment has closed, or **10 p.m., whichever comes first**. Private functions not open to the public are exempt from this condition.
- 5) 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.

- 6) The permittee shall not hire promoters with the intent to advertise/promote or hold any entertainment activities consistent with nightclub entertainment.
- 7) Due to the proximity of neighboring businesses and residences, all door(s) and windows shall be kept closed at all times during any musical entertainment, except in cases of emergency and to permit deliveries. Said door(s) are 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.**
- 8) The establishment shall remain in compliance with all applicable sections of the Long Beach Noise Ordinance (LMBC Chapter 8.80).
- 9) The permittee shall not allow employees to discard trash or beer bottles into the outside dumpster between the hours of 10 p.m. and 7 a.m.
- 10) The permittee shall provide a minimum of one (1) licensed 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 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.

- 11) 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 persona 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.
- 12) 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/or signs near all exit that encourage patrons to "respect our neighbors."
- 13) 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)
 - 14) At the conclusion of each event and at closing time, the permittee's staff shall remind patrons to refrain from loitering in the immediate area, littering, or making excessive noise. Patrons should be reminded to use trash receptacles and to walk directly and quietly to their cars or other transportation.
 - 15) 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.
 - 16) The permittee agrees to reimburse the City whenever excessive police services, as determined by the Chief of Police, are required as the result of any incident or nuisance arising out of or in connection with the permittee's operations.
 - 17) Liquid Lounge, its promoters, 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 agent and promoter's contracts, including names, addresses and phone numbers, on file at all times, and must be available for inspection at anytime.
 - 18) The permittee shall comply with all applicable laws, regulations, ordinances and stated conditions. In the event of a conflict with the requirements of this permit, the more stringent regulation shall apply.
 - 19) The permittee, shall, within ninety (90) days of an approved entertainment permit, submit proof of attending the LEAD program offered by the Department of Alcoholic Beverage Control. 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 submitted to the Long Beach Police Department Vice Investigations Section.
 - 20) The permittee must submit an application for the renewal of the entertainment without dancing permit not later than December 2011 or four (4) months prior to the One-Year Short-Term permit expiration date.



CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

SUMMARY OF APPLICATION FOR BUSINESS PERMIT

Attached for your review and action is an application for McCarthy's Bar Group, Inc., DBA Liquid Lounge. 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 Relations Bureau



CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

333 West Ocean Boulevard • Long Beach, CA 90802 • (562) 570-6211 • Fax (562) 570-5099

BUSINESS RELATIONS BUREAU

FIVE YEAR HISTORY OF BUSINESS ESTABLISHMENT 3522 E Anaheim St.

McCarthy's Bar Group Inc Entertainment Without Dancing
DBA: Liquid Lounge
Lic#21034890
08/10 – Pending

McCarthy's Bar Group Inc Pool Tables
DBA: Liquid Lounge
Lic#21034870
08/10 – Current

McCarthy's Bar Group Inc Restaurant With Alcohol
DBA: Liquid Lounge
Lic#21034880
08/10 – Current

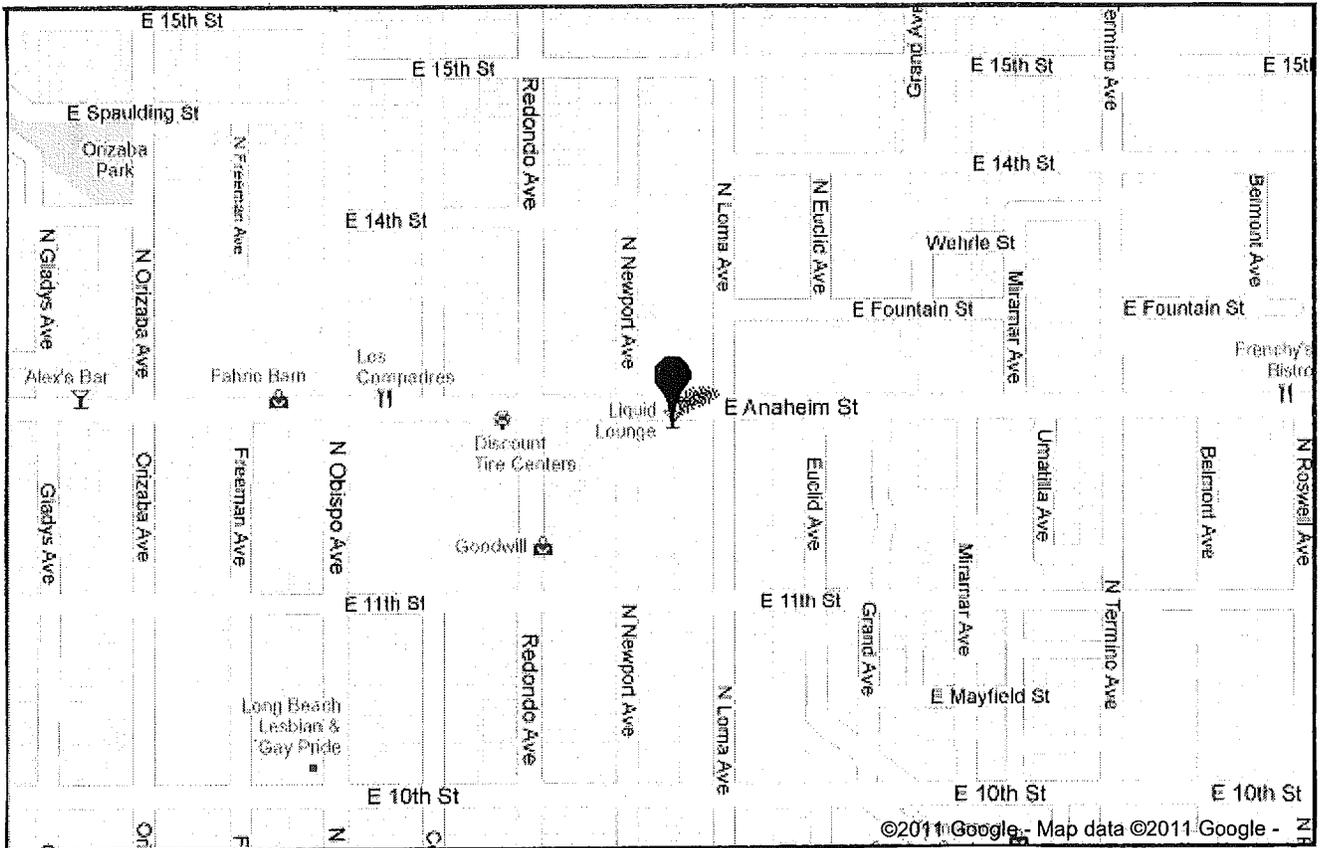
Diane Florence George Entertainment Without Dancing
DBA: Liquid Lounge
Lic#20304050
07/01 – 07/10

Diane Florence George Pool Tables
DBA: Liquid Lounge
Lic#20303990
04/01 – 08/10

Diane Florence George Restaurant With Alcohol
DBA: Liquid Lounge
Lic#20302350
04/01 – 0810

Liquid Lounge

3522 E. Anaheim Street



CITY OF LONG BEACH BUSINESS LICENSE APPLICATION

Fourth Floor, City Hall

333 W. Ocean Boulevard, Long Beach, CA 90802

www.longbeach.gov

(562) 570-6211

TDD (562) 570-6793

GENERAL INFORMATION

OWNER'S NAME (If corporation, use corporate name. If partnership - principal) **McCarthy's Bar Group Inc** DRIVER'S LICENSE NUMBER [REDACTED] STATE **CA**

BUSINESS NAME (D.B.A.) **Liquid Lounge** TYPE OF BUSINESS (Be specific) **RESTAURANT/ENTERTAINMENT** HOME OCCUPATION

BUSINESS ADDRESS **3522 E ANAHEIM ST** STREET **Long Beach** CITY **CA** STATE **90804** ZIP AREA CODE/TELEPHONE **562-494-7564**

MAILING ADDRESS (if different) [REDACTED] STREET CITY STATE ZIP AREA CODE/TELEPHONE

RESIDENCE ADDRESS (if different) STREET CITY STATE ZIP AREA CODE/TELEPHONE

LIST OF PRINCIPAL OFFICERS OR PARTNERS' NAMES AND ADDRESSES

Robert John McCarthy	President	PERCENT OWNERSHIP
Robert John McCarthy Sr	Treasurer	PERCENT OWNERSHIP

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

BUSINESS OPERATIONS INFORMATION

START DATE **8-16** NO. OF EMPLOYEES **5** NO. OF VEHICLES **26** SALES TAX/SELLERS PERMIT NUMBER [REDACTED]

Does your business have a Calif State Lic? Y N CLASSIFICATION(S) [REDACTED] RENEWAL DATE [REDACTED]

FOOD/ALCOHOL/ENTERTAINMENT

SERVICES/FUND RAISING

Do you plan to sell or serve food? (including pre-packaged) Y N Will you provide a towing service? Y N

If selling food, are there more than 10 square feet of food products displayed? Y N Will you offer massage, bodywrap, escort or other similar personal services? Y N

If serving food, how many seats? _____ Will you engage in fund raising? Y N

Do you plan to sell or serve alcoholic beverages? Y N Will you deal in coins, stamps, firearms, jewels, or second-hand property? Y N

If yes, ABC License number: **50116**

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

How many: **2** Type: **Pool**

Does your business have vending machines? Y N

How many: _____ Type: _____

Will you have: dancing, music (live or amplified)?

HAZARDOUS MATERIALS/MEDICAL WASTE

Will you use, store, or transport chemicals (new or waste state)? Y N

Will you manage or produce biohazardous materials or waste? Y N

BUILDING AND FACILITY INFORMATION

Business sq. ft.: **2500**

Do you own or rent/lease your business property?

Does your business require construction and/or remodeling? Y N

ACKNOWLEDGMENT

I have received a copy of "OPERATING A BUSINESS IN LONG BEACH". I understand that before I can operate my business in Long Beach, my establishment must comply completely or I will be in violation of the L. B. M. C., Section 3.80.421.5. I declare, under penalty of perjury, that I am authorized to complete this application. To the best of my knowledge and belief, the provided information and statements are true and correct.

- SIGN and return this statement with your remittance.
- Make checks payable to City of Long Beach


SIGNATURE

Owner or Authorized Agent

10/14/10 **Robert McCarthy** **President**
DATE PRINT NAME/TITLE

DO NOT WRITE BELOW THIS LINE

Review Path: Min Mod Com Inspection(s): Bldg Fire Hlth PD Oth Date/time: _____ Init: _____

Basic Tax = \$ _____	Prev Use: _____	Exp Date: _____
Employees # _____ @ \$ _____ = _____	Prev Lic: _____	
Vehicles # _____ @ \$ _____ = _____	Exp date: _____	
Other # _____ @ \$ _____ = _____	District: B	
DPIA, BSPA, BKBA base = _____	CRT: 306568	
PIA Employees # _____ @ \$ _____ = _____	SIC: _____	
Regulatory = _____	Entered by: 	
Investigation = _____	Date: 10/29/10	
Misc. Fees = _____	BU 21034890	
Sub Total = \$ _____		
Zoning = \$ _____		
Building Inspection = \$ _____		
Total = \$ _____		

Zoning Review

Y N N/A

By: _____

Date: _____

New construction House

Zone: _____

Comments: _____

NOTE: THIS IS NOT A BUSINESS LICENSE: DO NOT OPERATE UNTIL A VALID LICENSE HAS BEEN ISSUED

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.

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:

680 W. Knox St., 2nd Floor
Torrance, CA 90508
(310) 516-4300

-or-

12440 E. Imperial Hwy.
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 **Inspections** requirements.


Signature

6/14/00
Date



Accepted By: PRE Approval [Signature] Date: 10/20/10 CCP Zone
 Zoning Approval By: PRE [Signature] Date: 10/20/10

APPLICATION FOR ENTERTAINMENT PERMIT

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

Applicant's Name (Legal Ownership Structure): MCCARTHY'S BAR GROUP INC
 Business Name (DBA): Liquid Lounge Business Phone: (562) 494-7564
 Business Site Address: 3522 E ANAHEIM ST LONG BEACH CA 90804
 Date Business Proposes To Open: EXISTING
 Days & Time Premises Are Open For Inspection: Monday - Sunday 11a-5p

Proposed Use(s):

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

Explain briefly the proposed use of the rooms within the building:

POOL ROOM/GAME ROOM RESTAURANT

Contact Person(s) Name (authorized agent, manager, etc.): ROBERT MCCARTHY

Contact Person(s) Phone Number: [REDACTED]

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 for basis for denial Police Department finds basis for denial
 Police Department finds no for 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: Liquid Lounge

Place and date of filing fictitious business name statement: 6/23/10 LA COUNTY RECORDER

County(ies) in which fictitious name statement is (are) filed: Los Angeles

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:

ROBERT MCCARTHY [Redacted]
ROBERT MCCARTHY II [Redacted]

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

Robert McCarthy

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:

NO

Is this applicant a subsidiary of a present corporation or business? YES NO

How long has the corporation or business been in operation? JUNE 17, 2010

Is the location: Owned? Rented/Leased?

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

Name: JAMES W. MCCULLAH

Address: 273 Euclid AVE
Long Beach, CA 90805

IF APPLYING AS A CORPORATION

Check One Box: For-Profit Corporation Non-Profit Corporation

(If a Non-Profit Corporation, please attach copies of both State and federal Tax Exemption Certificates)

Name of Corporation: MCCARTHY'S BAR GROUP INC

Corporation Number: [REDACTED]

Date and Place of Incorporation: 6-17-2010 CALIFORNIA

Location Headquarters: LONG BEACH CALIFORNIA

Please attach certified copies of Articles of Incorporation and By-Laws, and all amendments thereto this application.

Name and Residence Address of Corporation Officers (members of the executive board):

Name	Title	Address	Telephone
Robert J McCarthy	PRESIDENT	[REDACTED]	[REDACTED]
Robert J McCarthy II	TREASURER	[REDACTED]	[REDACTED]
			()
			()

Numbers of shares issued by Corporation: 100,000

Number of share retained by Corporation: @

Name and addresses of shareholders, if ten (10) or less state also the number and type of shares:

SAME AS ABOVE

Name and address of agent for service of process designated by Corporation with the Secretary of State of California:

ROBERT J MCCARTHY 51 LINDSAY CREEK LN LONGVIEW HILLS CA 92653

IF APPLYING AS A CORPORATION

INFORMATION IS REQUESTED FOR POLICE DEPARTMENT IDENTIFICATION AND INVESTIGATION

CORPORATE OFFICER I

Name: Robert J McCarthy Title: President
 Residence Address: [REDACTED] Phone: [REDACTED]
 Business Address: 3522 E ANAHEIM ST Long Beach 90804 Phone: 562 494-7564
 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 Number: [REDACTED] Issuing State: [REDACTED]

CORPORATE OFFICER II

Name: Robert J McCarthy II Title: TREASURER
 Residence Address: [REDACTED] Phone: [REDACTED]
 Business Address: 3522 E ANAHEIM ST Long Beach 90804 Phone: 562 494-7564
 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 Number: [REDACTED] Issuing State: [REDACTED]

CORPORATE OFFICER III

Name: _____ Title: _____
 Residence Address: _____ Phone: _____
 Business Address: _____ Phone: _____
 Race: _____ Sex: _____ Hair: _____ Eyes: _____ Height: _____ Weight: _____
 Date of Birth (mm/dd/yyyy): _____ Place of Birth: _____
 Driver's License Number: _____ Issuing State: _____

CORPORATE OFFICER IV

Name: _____ Title: _____
 Residence Address: _____ Phone: _____
 Business Address: _____ Phone: _____
 Race: _____ Sex: _____ Hair: _____ Eyes: _____ Height: _____ Weight: _____
 Date of Birth (mm/dd/yyyy): _____ Place of Birth: _____
 Driver's License Number: _____ Issuing State: _____

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 <input type="checkbox"/>	_____	<u>BAR / RESTAURANT</u>
On sale beer and wine <input type="checkbox"/>	_____	↓
On sale distilled spirits <input checked="" type="checkbox"/>	<u>47-50110</u>	_____

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: CHICKEN WINGS / FROZEN FOODS

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

3. Are non-alcoholic beverages sold? YES NO

4. How many tables for seating? 15

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: 2

7. Is there a license for the pool table? YES NO

a. If yes, license number: 21034870

8. Are amusement machine(s) and/or jukebox(es) provided? YES NO

a. If yes, indicate number and type: _____ Amusement Machines 1 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: TERRY DE STOLKHE

Address: _____

Telephone No. (849) 442-9389

GENERAL OPERATING CONDITIONS (continued)

Complete Each Question

SECURITY

- 11. Will security officers be provided? YES NO
 - a. If yes, number of security officers: 1
- 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					9p-1a	9p-1a	
Security					1	1	

- 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? *til 5 o'clock* 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	11am	11am	11am	11am	11am	11am	11am
Close	1am	1am	1am	1am	2am	2am	1am

PROXIMITY OF BUSINESSES AND RESIDENCES

19. Are there surrounding businesses? YES NO

a. What type? INDUSTRIAL / WAREHOUSE

20. Are there surrounding residences? YES NO

a. Approximately how close? 100 YARDS

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	11am	11am	11am	11am	11am	11am	11am
To	1am	1am	1am	1am	2am	2am	1am

d. How many individual parking spaces (approximately)? 25

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: UP TO TWO GUITARS

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 5 W 12 H 80

Describe floor material and surface type: CEMENT / INDUSTRIAL CARPET

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				Solo guitar	Karaoke	KARAOKE	
Start Time				9pm	9pm	9pm	
End Time				12am	1am	1am	

RELEASE FORM

The undersigned, on behalf of (owner(s)) [Signature] MCCARTHY'S BAR, GROUP INC. 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) Liquid Lounge

to obtain the (entertainment type) ENTERTAINMENT W/DANCING permit/license.

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.

[Signature]
(SIGNATURE OR AUTHORIZED AGENT)

Propriet
(TITLE)

10/14/10
(DATE)

[Redacted]
DRIVER'S LICENSE OR ID CARD NUMBER

[Redacted]
STATE

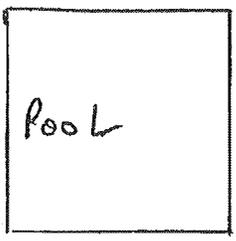
[Signature]
ACCEPTED BY (CITY STAFF)

AAA
TITLE

10/29/10
DATE

PATIO DINING

PATIO
ENTRANCE/
EXIT



EXIT

Dining

REST ROOM

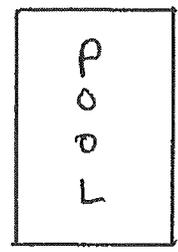
REST ROOM

KITCHEN

BAR

REST ROOM

13'



DINING

16'

ENTRANCE

EXIT

KARAOKE
STAGE
ENTERTAINMENT

GAME/
DINING

40'

60'

J
D
R
K
H
Z
O
LOT 25 spaces

State of California
Secretary of State



I, DEBRA BOWEN, Secretary of State of the State of California, hereby certify:

That the attached transcript of 1 page(s) is a full, true and correct copy of the original record in the custody of this office.

IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of

JUN 17 2010



Debra Bowen

DEBRA BOWEN
Secretary of State

3297271

ENDORSED - FILED
in the office of the Secretary of State
of the State of California

MAY 18 2010

ARTICLES OF INCORPORATION
OF
McCARTHY's BAR GROUP, INC.

I

The name of this corporation is McCARTHY's BAR GROUP, INC.

II

The purpose of this corporation is to engage in any lawful act or activity for which a corporation may be organized under the General Corporation Law of California other than the banking business, the trust company business or the practice of a profession permitted to be incorporated by the California Corporations Code.

III

The name and address in the State of California of this corporation's initial agent for service of process is:

ROBERT JOHN McCARTHY
59 Laurel creek Lane
Laguna Hills, California 92653

IV

This corporation is authorized to issue only one class of shares of stock; and the total number of shares which this corporation is authorized to issue is 100,000.



John T. Borje

JOHN T. BORJE, Incorporator

ORIGINAL

This page is part of your document - DO NOT DISCARD



20100861100



Pages:
0002

Recorded/Filed in Official Records
Recorder's Office, Los Angeles County,
California

06/23/10 AT 01:32PM

FEES :

TAXES :

OTHER :

PAID :



LEADSHEET



201006231230021

00002555788



002745952

SEQ:

02

DAR - Counter (Hard Copy)



THIS FORM IS NOT TO BE DUPLICATED

YOUR RETURN MAILING ADDRESS

NAME: LIQUID LOUNGE
ADDRESS: 3522-24 E. ANAHEIM STREET
CITY: LONG BEACH STATE: CA ZIP CODE: 90804



RK

FICTITIOUS BUSINESS NAME STATEMENT

TYPE OF FILING AND FILING FEE (Check one)
[X] Original- \$23.00 (FOR ORIGINAL FILING WITH ONE BUSINESS NAME ON STATEMENT)
[] Refile- \$18.00 (NO CHANGES IN THE FACTS FROM ORIGINAL FILING)
[] New Filings \$23.00 (CHANGES IN FACTS FROM ORIGINAL FILING-REQUIRES PUBLICATION)
\$4.00- FOR EACH ADDITIONAL BUSINESS NAME FILED ON SAME STATEMENT, DOING BUSINESS AT THE SAME LOCATION \$4.00- FOR EACH ADDITIONAL OWNER IN EXCESS OF TWO OWNERS
The following person(s) is (are) doing business as:

*1. LIQUID LOUNGE
2.
Print Fictitious Business Name(s)
**3522-24 E. ANAHEIM STREET
Street address of principal place of business
Mailing address if different
LONG BEACH, CA 90804, LOS ANGELES
City State Zip COUNTY LA City State Zip

Articles of Incorporation or Organization number (if applicable): AI #ON C3297271

***REGISTERED OWNER(S):

McCARTHY's BAR GROUP, INC.

- 1. Full Name/Corp/LLC
Residence Address
City State Zip
If Corporation or LLC -- Print State of Incorporation/Organization
2. Full Name/Corp/LLC
Residence Address
City State Zip
If Corporation or LLC -- Print State of Incorporation/Organization
3. Full Name/Corp/LLC
Residence Address
City State Zip
If Corporation or LLC -- Print State of Incorporation/Organization
4. Full Name/Corp/LLC
Residence Address
City State Zip
If Corporation or LLC -- Print State of Incorporation/Organization

IF MORE THAN FOUR REGISTRANTS, ATTACH ADDITIONAL SHEET SHOWING OWNER INFORMATION

****THIS BUSINESS IS CONDUCTED BY: (Check one)

- [] an Individual [] a General Partnership [] a Limited Partnership [] a Limited Liability Company
[] an Unincorporated Association other than a Partnership [X] a Corporation [] a Trust [] Copartners
[] Husband and Wife [] Joint Venture [] State or Local Registered Domestic Partners [] a Limited Liability Partnership

****The registrant commenced to transact business under the fictitious business name or names listed above on N/A
(Insert N/A above if you haven't started to transact business)

I declare that all information in this statement is true and correct.
(A registrant who declares as true information which he or she knows to be false is guilty of a crime.)

REGISTRANTS/CORP/LLC NAME (PRINT) McCARTHY's BAR GROUP, INC. TITLE ROBERT JOHN McCARTHY, PRES.

REGISTRANT SIGNATURE [Signature]

If corporation, also print corporate title of officer. If LLC, also print title of officer or manager.

This statement was filed with the County Clerk of LOS ANGELES on the dated indicated by the filed stamp in the upper right corner.

NOTICE -- IN ACCORDANCE WITH SUBDIVISION (a) OF SECTION 17920, A FICTITIOUS NAME STATEMENT GENERALLY EXPIRES AT THE END OF FIVE YEARS FROM THE DATE ON WHICH IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK, EXCEPT, AS PROVIDED IN SUBDIVISION (b) OF SECTION 17920, WHERE IT EXPIRES 40 DAYS AFTER ANY CHANGE IN THE FACTS SET FORTH IN THE STATEMENT PURSUANT TO SECTION 17913 OTHER THAN A CHANGE IN THE RESIDENCE ADDRESS OF A REGISTERED OWNER. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THE EXPIRATION.

THE FILING OF THIS STATEMENT DOES NOT OF ITSELF AUTHORIZE THE USE IN THIS STATE OF A FICTITIOUS BUSINESS NAME IN VIOLATION OF THE RIGHTS OF ANOTHER UNDER FEDERAL, STATE, OR COMMON LAW (SEE SECTION 14411 ET SEQ., BUSINESS AND PROFESSIONS CODE).

I HEREBY CERTIFY THAT THIS COPY IS A CORRECT COPY OF THE ORIGINAL STATEMENT ON FILE IN MY OFFICE.

W159331

STATE OF CALIFORNIA
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
ALCOHOLIC BEVERAGE LICENSE
ON-SALE GENERAL EATING PLACE

VALID FROM

Aug 11, 2010

MCCARTHYS BAR GROUP INC
3522-24 E ANAHEIM ST
LONG BEACH, CA 90804

EXPIRES

Jul 31, 2011

TYPE NUMBER DUP

47 501110

AREA CODE

1932 03

BUSINESS ADDRESS DBA: LIQUID LOUNGE
(IF DIFFERENT)

OWNERS: MCCARTHYS BAR GROUP INC

ORI

CONDITIONS

7



IMPORTANT INFORMATION

EFFECTIVE PERIOD This license is effective only for the operating period shown above. A new license will be sent to you within 30 days of the expiration date on your license if payment is timely.

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

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.

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

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.

NOTE: CONTACT YOUR LOCAL ABC OFFICE IF YOUR LICENSED PREMISES WILL BE TEMPORARILY CLOSED FOR MORE THAN 15 DAYS OR WILL BE PERMANENTLY CLOSED.

DISPLAY CONSPICUOUSLY AT PLACE OF BUSINESS FOR WHICH ISSUED

CALIFORNIA STATE BOARD OF EQUALIZATION

SELLER'S PERMIT



ACCOUNT NUMBER

8/1/2010 SR [REDACTED]

LIQUID LOUNGE
MCCARTHY'S BAR GROUP, INC.
3522 E ANAHEIM ST
LONG BEACH, CA 90804-4088

*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 Information Center at 800-400-7115.

For information on your rights, contact the Taxpayers' Rights Advocate Office at 888-324-2798 or 916-324-2798.

BOE-442-R REV. 15 (2-06)

A MESSAGE TO OUR NEW PERMIT HOLDER

As a seller, you have rights and responsibilities under the Sales and Use Tax Law. In order to assist you in your endeavor and to better understand the law, we offer the following sources of help:

- Visiting our website at www.boe.ca.gov
- Visiting a district office
- Attending a Basic Sales and Use Tax Law class offered at one of our district offices
- Sending your questions in writing to any one of our offices
- Calling our toll-free Information Center at 800-400-7115

As a seller, you have the right to issue resale certificates for merchandise that you intend to resell. Conversely, you have the responsibility of not misusing resale certificates. While the sales tax is imposed upon the retailer,

- You have the right to seek reimbursement of the tax from your customer
- You are responsible for filing and paying your sales and use tax returns timely
- You have the right to be treated in a fair and equitable manner by the employees of the Board
- You are responsible for following the regulations set forth by the Board

As a seller, you are expected to maintain the normal books and records of a prudent businessperson. You are required to maintain these books and records for no less than four years, and make them available for inspection by a Board representative when requested. You are also expected to notify us if you are buying, selling, adding a location, or discontinuing your business, adding or dropping a partner, officer, or member, or when you are moving any or all of your business locations. If it becomes necessary to surrender this permit, you should only do so by mailing it to a Board office, or giving it to a Board representative.

If you would like to know more about your rights as a taxpayer, or if you are unable to resolve an issue with the Board, please contact the Taxpayers' Rights Advocate Office for help by calling toll-free, 888-324-2798 or 916-324-2798. Their fax number is 916-323-3319.

Please post this permit at the address for which it was issued and at a location visible to your customers.

STATE BOARD OF EQUALIZATION

Sales and Use Tax Department



Accepted By: <u>PRC [Signature]</u>	Date: <u>10/29/10</u>	<u>CCP Zone</u>
Zoning Approval By: <u>PRC [Signature]</u>	Date: <u>10/29/10</u>	

APPLICATION FOR ENTERTAINMENT PERMIT

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

Applicant's Name (Legal Ownership Structure): MCCARTHY'S BAR GROUP INC
 Business Name (DBA): Liquid Lounge Business Phone: 562 444-7564
 Business Site Address: 3522 E ANAHEIM ST LONG BEACH CA 90804
 Date Business Proposes To Open: EXISTING
 Days & Time Premises Are Open For Inspection: Monday - Sunday 11a-5p

Proposed Use(s):

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

Explain briefly the proposed use of the rooms within the building:
POOL ROOM/GAME ROOM RESTAURANT

Contact Person(s) Name (authorized agent, manager, etc.): ROBERT MCCARTHY

Contact Person(s) Phone Number: [REDACTED]

Type of Organization:

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

OFFICE USE ONLY	
<input type="checkbox"/> Building <input type="checkbox"/> Fire <input type="checkbox"/> Health (Check Inspecting Department)	Date Received: _____
<input type="checkbox"/> Building/Location meets Department Requirements for the proposed use.	
<input type="checkbox"/> Building/Location meets Department Requirements for the proposed use subject to the following conditions: _____ _____	
<input type="checkbox"/> Building/Location does not meet Department requirements for the proposed use.	
Inspection Completed On (date): _____	By: _____
POLICE DEPARTMENT	
<input type="checkbox"/> Police Department finds no for basis for denial <input type="checkbox"/> Police Department finds basis for denial	
<input checked="" type="checkbox"/> Police Department finds no for basis for denial with conditions	
Conditions or Basis for Denial: _____	
By: <u>[Signature]</u>	Title: <u>POLICE CHIEF</u> Date: <u>1-7-11</u>



Date: January 7, 2011
To: Erik Sund, Acting Director of Financial Management
From: Jim McDonnell, Chief of Police *Erik Sund*
Subject: **APPLICATION FOR ENTERTAINMENT WITHOUT DANCING AT LIQUID LOUNGE – 3522 EAST ANAHEIM 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 a **One-Year Short-Term** permit, subject to the following eighteen (18) conditions:

Liquid Lounge is located on the south side of East Anaheim Street between Loma Avenue and Newport Avenue, and serves American cuisine for lunch and dinner. The business has been in operation since July of 2001, and had a valid entertainment permit. Their parking lot is located on the west side of the business, and has approximately 25 parking spaces. McCarthy's Bar Group Inc., which is owned by Robert McCarthy, recently purchased the business. Their existing ABC conditions only allow karaoke of a single or duo acoustical performer. Based upon the Police Department's investigation, the East Division Patrol Commander's recommendation, and input from neighborhood residents, the Long Beach Police Department recommends a One-Year Short-Term Entertainment without Dancing permit would be in the best interests of the surrounding community and the City of Long Beach.

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) Entertainment shall be limited to **karaoke only**, or single or duo acoustical performances. Entertainment shall be restricted to the hours of **10:00 AM to 12 Midnight**, Sunday through Thursday nights, and **10:00 AM to 1:00 AM**, Friday and Saturday nights.
- 4) Patrons under twenty-one (21) years of age shall not be permitted to enter, nor to remain on the premises, after the restaurant (food services) portion of the establishment has closed, or **10 p.m., whichever comes first**. Private functions not open to the public are exempt from this condition.

- 5) Due to the proximity of neighboring businesses and residences, all door(s) and windows shall be kept closed at all times during any musical entertainment, except in cases of emergency and to permit deliveries. Doors are 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.**
- 6) The permittee shall not hire promoters with the intent to advertise/promote or hold any entertainment activities consistent with nightclub entertainment.
- 7) The permittee shall not allow employees to discard trash or beer bottles into the outside dumpster between the hours of 10 p.m. and 7 a.m.
- 8) The permittee shall provide a minimum of one (1) licensed security guard during all times that the entertainment activities are being conducted for crowds up to fifty people. For crowds over fifty people, the permittee shall provide a minimum of one (1) additional 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 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-ways, 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

ENTERTAINMENT WITHOUT DANCING AT LIQUID LOUNGE
3522 EAST ANAHEIM STREET
Page 3

- 10) 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. This should be done by use of security guards and/or signage indicating, words to the effect of, "Please respect our neighbors."
- 11) At the conclusion of each event, the permittee shall take reasonable measures to ensure that exiting patrons walk directly to their vehicles, and not loiter in the parking lot or the immediate area.
- 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.
- 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) Liquid Lounge, or its agents, shall not distribute any advertising matter 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 agent contracts, including names, addresses and phone numbers, on file at all times, and must be available for inspection at any time.
- 15) This Entertainment Permit is accessory to the primary business, which is a restaurant. The premises must possess working refrigeration, cooking equipment, utensils, menus, and enough food to make substantial meals. You must offer substantial sales of meals, during the normal meal hours that you are open. Fast food, snacks, and hors d'oeuvres shall not constitute a substantial meal. Normal meal hours are: Breakfast 6:00 a.m. – 9:00 a.m., Lunch 11:00 a.m. – 2:00 p.m., and Dinner 6:00 p.m. – 9:00 p.m.

If you do not open by 6:00 p.m., you shall offer complete and substantial meals the entire time you are open for business, or for a minimum of three hours. In the event the primary business ceases operations or you fail to comply with this condition, your entertainment permit becomes null and void.
- 16) The permittee agrees to reimburse the City whenever excessive police services, as determined by the Chief of Police, are required as the result of any incident or nuisance resulting from the permittee's operations.

ENTERTAINMENT WITHOUT DANCING AT LIQUID LOUNGE
3522 EAST ANAHEIM STREET
Page 4

- 17) The permittee shall maintain full compliance with all applicable laws, ordinances, and stated conditions. In the event of a conflict with the requirements of this permit, the more stringent regulation shall apply.
- 18) The permittee, shall, within ninety (90) days of an approved entertainment permit, submit proof of attending the LEAD program offered by the Department of Alcoholic Beverage Control. 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 submitted to the Long Beach Police Department Vice Investigations Section.

JM:CNA:cna
Appv\CondLiquidLouonge



Accepted By: <u>PRC Approval [Signature]</u>	Date: <u>10/24/10</u>	<u>CCP Line</u>
Zoning Approval By: <u>PRC [Signature]</u>	Date: <u>10/26/10</u>	

APPLICATION FOR ENTERTAINMENT PERMIT

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

Applicant's Name (Legal Ownership Structure): MCCARTHY'S BAR GROUP INC
 Business Name (DBA): Liquid Lounge Business Phone: (562) 494-7564
 Business Site Address: 3522 E ANAHEIM ST LONG BEACH CA 90804
 Date Business Proposes To Open: EXISTING
 Days & Time Premises Are Open For Inspection: Monday - Sunday 11-5p

Proposed Use(s):

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

Explain briefly the proposed use of the rooms within the building:

POOL ROOM/GAME ROOM RESTAURANT

Contact Person(s) Name (authorized agent, manager, etc.):

ROBERT MCCARTHY

Contact Person(s) Phone Number:



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: 11/1/10

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): 11/1/10 By: [Signature]

POLICE DEPARTMENT

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

Conditions or Basis for Denial: _____

By: _____ Title: _____ Date: _____



CITY OF LONG BEACH

DEPARTMENT OF HEALTH AND HUMAN SERVICES

100 W BROADWAY STE 400 | LONG BEACH, CA 90802 | 562-570-6513 FAX 562-570-6530

ENVIRONMENTAL HEALTH
NOISE OFFICE

DEPARTMENT OF HEALTH AND HUMAN SERVICES ENTERTAINMENT PERMIT APPLICATION REQUIREMENTS

Date: 3/30/11

Name of Business (DBA): Liquid Lounge

Name of Business Owner: MCCARTHY BAR GROUP

Business Address: 3522 E ANAHEIM ST
LONG BEACH CA 90804

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.

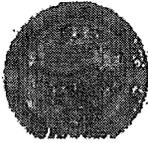
I understand that in order to provide Entertainment, my establishment must comply with the Long Beach Noise Ordinance (LBMC Chapter 8.80)

Owner or Authorized Agent Signature(s) [Signature]

Title President

Phone # 949/413-1813

FAX # 562/597-6084



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): MCCARTHY'S BAR GROUP INC
 Business Name (DBA): Liquid Lounge Business Phone: (562) 494-7564
 Business Site Address: 3522 E ANAHEIM ST LONG BEACH CA 90804
 Date Business Proposes To Open: EXISTING
 Days & Time Premises Are Open For Inspection: MONDAY - SUNDAY 11a-5p

Proposed Use(s):

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

Explain briefly the proposed use of the rooms within the building:

Contact Person(s) Name (authorized agent, manager, etc.): ROBERT MCCARTHY

Contact Person(s) Phone Number: [REDACTED]

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: 10/29/10

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): 10/29/10 By: [Signature]

POLICE DEPARTMENT

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

Conditions or Basis for Denial: _____

By: _____ Title: _____ Date: _____



Date: November 18, 2010
To: Erik Sund, Manager of Business Relations Bureau
From: Derek Burnham, Current Planning Officer *DB*
Subject: REVIEW OF ENTERTAINMENT LICENSE REQUEST

Site Address: 3522 E. Anaheim Street
Long Beach, Ca 90804

Applicant: McCarthy's Bar Group Inc.,
DBA Liquid Lounge.

Zoning District: CCP (Community Pedestrian-Oriented District)

Proposed Use: Entertainment without Dancing

The Current Planning Division of the Department of Development Services has the following comments:

No CUPs or AUPs were found for the subject site: however, a CUP Exemption (Case 01-19) was approved for alcohol sales at an existing legal nonconforming tavern.

The applicant is seeking to obtain a permit for entertainment without dancing. An entertainment permit without dancing is allowed as an accessory use to a lounge in the CCP zone. No extra parking is required.

Planning Bureau recommends that the entertainment permit without dancing for "The Liquid Lounge" be approved.

If you have any questions regarding this response, please call Jorge Ramirez, Planner, at (562) 570-6952