

# CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

# H-3

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

October 6, 2015

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive the supporting documentation into the record, conclude the hearing and grant an Entertainment Permit with conditions on the application of SMG Taverns, Inc., DBA Iguana Kelley's, 4306 East Anaheim Street, for entertainment without dancing. (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 shall approve the issuance of the entertainment 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 Department of Financial Management 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

October 6, 2015

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The following summarizes departmental findings:

- The Police Department recommends that the permit for entertainment without dancing be approved subject to the conditions.
- The Fire Department finds that the building/location meets department requirements for the proposed use.
- 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 Services Bureau, has reviewed all submitted department documents and correspondence and, after a thorough investigative process, 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 had been licensed as a bar/tavern/lounge business category since September 1998.

This matter was reviewed by Deputy City Attorney Amy R. Webber on September 9, 2015.

TIMING CONSIDERATIONS

The hearing date of October 6, 2015, 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 and Zoning Review \$16 (Development Services), Police Investigation \$1,240 (Police Department), and Mailing List \$90 (Financial Management Department).

The following fees will be collected if the application is approved: Business License \$345.55 and Regulatory \$300 (Financial Management Department).

HONORABLE MAYOR AND CITY COUNCIL  
October 6, 2015  
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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JOHN GROSS  
DIRECTOR OF FINANCIAL MANAGEMENT

JG/smc  
K:\Exec\Council Letters\Business Services\Hearing Letters\10-06-15 Ccl - Iguana Kelley's - Entertainment Without Dancing.Docx

ATTACHMENTS

APPROVED:



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PATRICK H. WEST  
CITY MANAGER



# CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

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## Recommended Conditions of Operation

**SMG Taverns Inc, DBA: Iguana Kelley's**

**4306 E Anaheim 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 21.15.110 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) 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.
- 5) 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.
- 6) Deliveries to and from the premises shall be limited to the hours of 8:00 A.M. to 10:00 P.M.
- 7) 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/

RECOMMENDED CONDITIONS OF OPERATION  
APPLICATION FOR ENTERTAINMENT WITHOUT DANCING  
SMG TAVERNS INC, DBA: IGUANA KELLEY'S  
4306 E ANAHEIM STREET

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.

- 8) 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.
- 9) At the conclusion of each night that entertainment is provided, 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 surrounding neighborhood.
- 10) 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.
- 11) 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).
- 12) 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.
- 13) All promoters must have or obtain a City of Long Beach Business License prior to conducting entertainment activities governed by this permit. The permittee shall be responsible for all entertainment activities at the locations, including those conducted by promoters.
- 14) The permittee must provide all promoters hired to conduct non-nightclub activities with a copy of the approved permit, and conditions. The permittee shall ensure the promoter has a City of Long Beach Business License prior to conducting entertainment activities governed by this permit.
- 15) 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.

- 16) The permittee shall maintain full compliance with all applicable laws, ordinances, and stated conditions. In the event of a conflict between the requirements for this permit, and your Alcoholic Beverage Control (ABC) license, the more stringent regulation shall apply.
- 17) 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 available for inspection at any time.
- 18) 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 and Innovation, and Director of Development Services. At the discretion of the Chief of Police, the permittee may be required to add additional video cameras.

## II. ADDITIONAL CONDITIONS OF OPERATION

- 1) Entertainment activities indicated on page #7 of your entertainment application shall be restricted to the hours of **12:00 PM to 10:00 PM** Sunday through Wednesday, and **12:00 PM to 12:00 AM (midnight)** Thursday through Saturday.
- 2) No owner, operator, or manager shall permit any person under the age of twenty-one (21) years within the premises, at any time, during the hours of operation.
- 3) The permittee shall ensure a security guard monitor the parking lot on an hourly basis after 8:00 PM, each night of the week that entertainment activities are provided. Security shall maintain order and prevent the unlawful consumption of alcohol. Security shall prevent any activity that would interfere with the quiet enjoyment of any nearby residential and business property. Security must be identifiable to Iguana Kelley's employees.
- 4) 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.
- 5) Interior lighting shall be sufficient to make easily discernible the appearance and conduct of all persons and patrons inside the business.



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## SUMMARY OF APPLICATION FOR BUSINESS PERMIT

Attached for your review and action is an application for SMG Taverns Inc, DBA Iguana Kelley's. Also, attached are reports from various departments stating their recommended disposition of the subject application. These are summarized as follows:

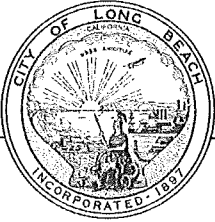
### SUBMITTED FOR CITY COUNCIL ACTION

	<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



# CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

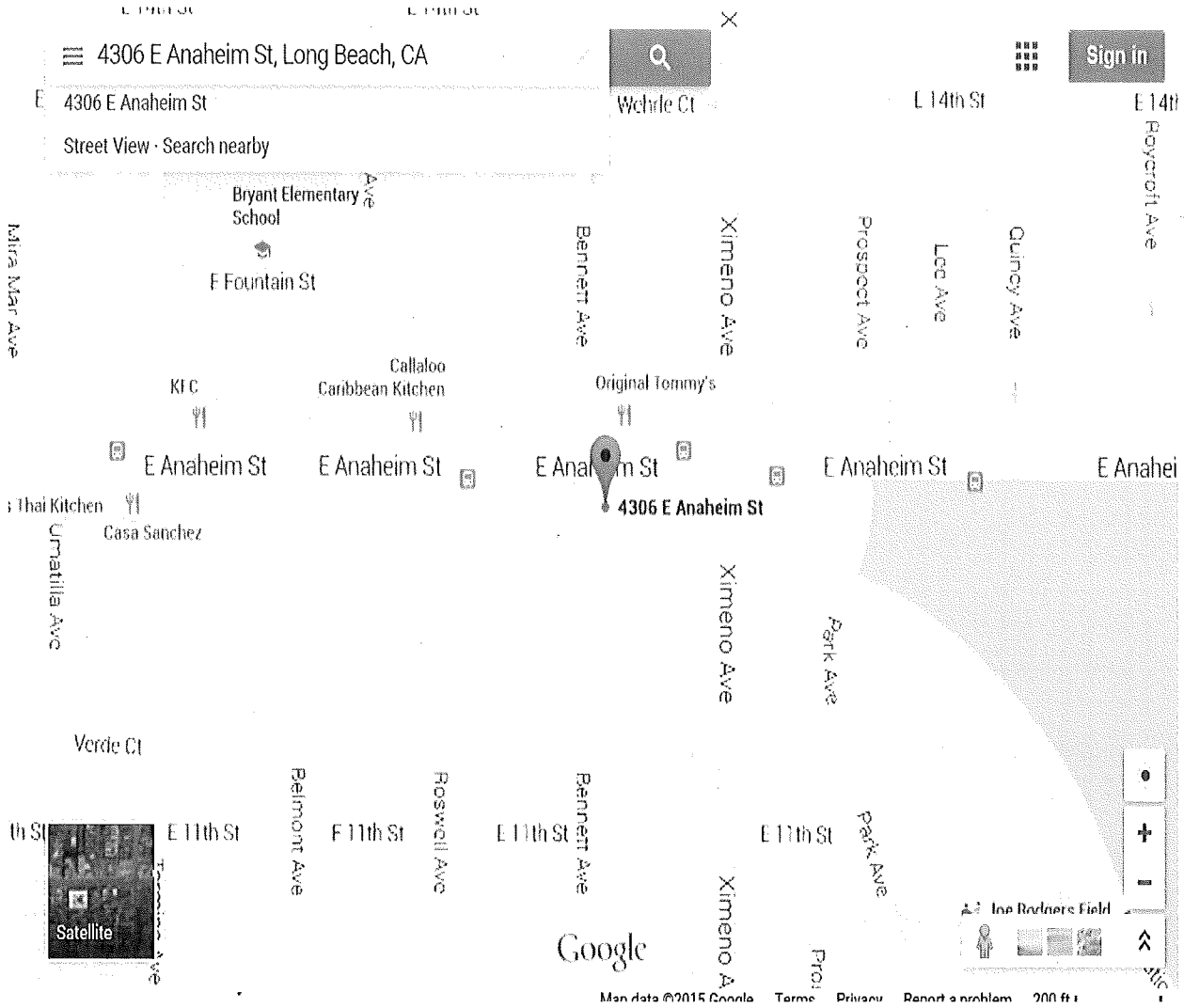
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## FIVE YEAR HISTORY OF BUSINESS ESTABLISHMENT 4306 E Anaheim Street

SMG Taverns, Inc. DBA: Iguana Kelley's Lic#21317890 05/15 – Pending	Entertainment without Dancing
SMG Taverns, Inc. DBA: Iguana Kelley's Lic#21313980 05/13 - Current	Bar/Lounge/Tavern
SMG Taverns, Inc. DBA: Iguana Kelley's Lic#21313990 05/13 - Current	Pool Table (2)
Cooke Consulting LLC DBA: Iguana Kelley's Lic#98034450 09/98 – 08/13	Bar/Lounge/Tavern
Cooke Consulting LLC DBA: Iguana Kelley's Lic#98034460 09/98 – 08/13	Pool Table (2)
Cooke Consulting LLC DBA: Iguana Kelley's Lic#98034440 09/98 – 08/13	Amusement Machines



**SMG Taverns Inc.**  
**Db: Iguana Kelley's**  
**4306 E Anaheim Street**



21317890



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

**APPLICATION FOR ENTERTAINMENT PERMIT**

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

JUN 13 2013

Applicant's Name (Legal Ownership Structure): SMG Taverns, Inc

Business Name (DBA): Iguana Kelley's Business Phone: (562) 434-0447

Business Site Address: 4306 E Anaheim St.

Date Business Proposes To Open: Currently Open

Days & Time Premises Are Open For Inspection: Monday - Friday 10:00 AM - 5:00 PM

**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: Karaoke

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

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 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): N/A

Fictitious business names(s) or dba(s) used: Iguana Kelley's

Place and date of filing fictitious business name statement: Norwalk, CA 3/15/13

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:  
Stefan Guillen Melissa Guillen

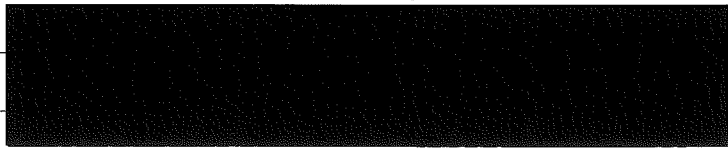
Name and address of person (agent) authorized to accept service of process in California:  
Stefan Guillen 

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:  
N/A

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? Corp - 3 months Business - 60 years

Is the location: Owned?  Rented/Leased?

If Rented/Leased, state the name and address of property owners:  
Name: Russel A. Cooke  
Address: 

IF APPLYING AS A CORPORATION

INFORMATION IS REQUESTED FOR POLICE DEPARTMENT IDENTIFICATION AND INVESTIGATION

**CORPORATE OFFICER I**

Name: Stefan Guillen Title: President  
Residence Address: [REDACTED] Phone: [REDACTED]  
Business Address: [REDACTED] Phone: [REDACTED]  
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: Melissa C. Guillen Title: Secretary & Treasurer  
Residence Address: [REDACTED] Phone: [REDACTED]  
Business Address: [REDACTED] Phone: [REDACTED]  
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: N/A Title: N/A  
Residence Address: N/A Phone: \_\_\_\_\_  
Business Address: N/A 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: N/A Title: N/A  
Residence Address: N/A Phone: \_\_\_\_\_  
Business Address: N/A Phone: \_\_\_\_\_  
Race: \_\_\_\_\_ Sex: \_\_\_\_\_ Hair: \_\_\_\_\_ Eyes: \_\_\_\_\_ Height: \_\_\_\_\_ Weight: \_\_\_\_\_  
Date of Birth (mm/dd/yyyy): \_\_\_\_\_ Place of Birth: \_\_\_\_\_  
Driver's License Number: \_\_\_\_\_ Issuing State: \_\_\_\_\_

**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: SMB Taverns, Inc

Corporation Number: [REDACTED]

Date and Place of Incorporation: 3/8/13 California

Location Headquarters: [REDACTED]

Federal Tax ID Number: [REDACTED]

Seller's Permit Number: [REDACTED]

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
<u>Stefan Guillen</u>	<u>President</u>	<u>[REDACTED]</u>	<u>[REDACTED]</u>
<u>Melissa C. Guillen</u>	<u>Secretary</u>	<u>[REDACTED]</u>	<u>[REDACTED]</u>
<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>( ) N/A</u>
<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>( ) N/A</u>

Numbers of shares issued by Corporation: 15,965

Number of share retained by Corporation: 15,965

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

<u>Stefan Guillen</u>	<u>[REDACTED]</u>	<u>3,587 Common Share</u>
<u>Melissa Guillen</u>	<u>[REDACTED]</u>	<u>3,587 Common Shares</u>
<u>SMB Taverns Inc.</u>	<u>[REDACTED]</u>	<u>Stefan Guillen 8,791 Common Shares</u>

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

Stefan Guillen [REDACTED]

**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"/>	_____	_____
On sale beer and wine <input type="checkbox"/>	_____	_____
On sale distilled spirits <input checked="" type="checkbox"/>	<u>48-532322</u>	<u>Bar/Tavern</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: \_\_\_\_\_

b. If no, list any products (such as snacks sold): Peanuts, Trail Mix & Popcorn

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: 2

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

a. If yes, license number: Pending

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

a. If yes, indicate number and type: 0 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): Pending

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

Name: Play-time Amusement, Inc  
Address: 1556 W. 134th St Gardena CA 90247  
Telephone No. (800) 350-5893

**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	9:00 <sup>PM</sup>	9:00 <sup>PM</sup>	9:00 <sup>PM</sup>	9:00 <sup>PM</sup>	9:00 <sup>PM</sup>	9:00 <sup>PM</sup>	9:00 <sup>PM</sup>
Security	2:30 <sup>AM</sup>	2:30 <sup>AM</sup>	2:30 <sup>AM</sup>	2:30 <sup>AM</sup>	2:30 <sup>AM</sup>	2:30 <sup>AM</sup>	2:30 <sup>AM</sup>

13. Will a private security firm be used?  YES  NO

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

Name: N/A City Business License No.: N/A

Address: N/A Telephone No.: ( ) N/A

**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: N/A

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

a. If yes, types of membership fees: N/A

18. Will guests of members pay an admission fee or other charges?  YES  NO

a. If yes, describe the fee schedule and other charges: N/A

**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	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM
Close	2:00 AM	2:00 AM	2:00 AM	2:00 AM	2:00 AM	2:00 AM	2:00 AM

**PROXIMITY OF BUSINESSES AND RESIDENCES**

19. Are there surrounding businesses?  YES  NO

a. What type? Retail, Glass Shop, Donut Shop, Auto Mech

20. Are there surrounding residences?  YES  NO

a. Approximately how close? 100 - 200 Feet From Rear Door

**PARKING FACILITIES AND ARRANGEMENTS**

21. Is parking available?  YES  NO

a. If no, what is the street address of the off-premises parking facility? N/A

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) N/A

c. Days and hours parking facility will be available:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
From							
To	<u>All DAY * * * *</u>						

d. How many individual parking spaces (approximately)? 12

**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. N/A

Describe entertainment by performers: Acoustic, Karaoke, Disc Jockey & Amplified Music

Dance Floor?  Y  N

Stage?  Y  N

If yes, provide dimensions and type of material of dance floor.

L N/A X W N/A = N/A sq ft

If yes, provide dimensions and type of material of stage.

L N/A W N/A H N/A

Describe floor material and surface type

N/A

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	Acoustic Karaoke Disc Jockey & Amplified Music	" "	" "	" "	" "	" "	" "
Start Time	12:00 PM	" "	" "	" "	" "	" "	" "
End Time	12:00 AM	" "	" "	" "	" "	" "	" "

RELEASE FORM




The undersigned, on behalf of (applicant) SMG Taverns, 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) Tziana Kellox's 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.

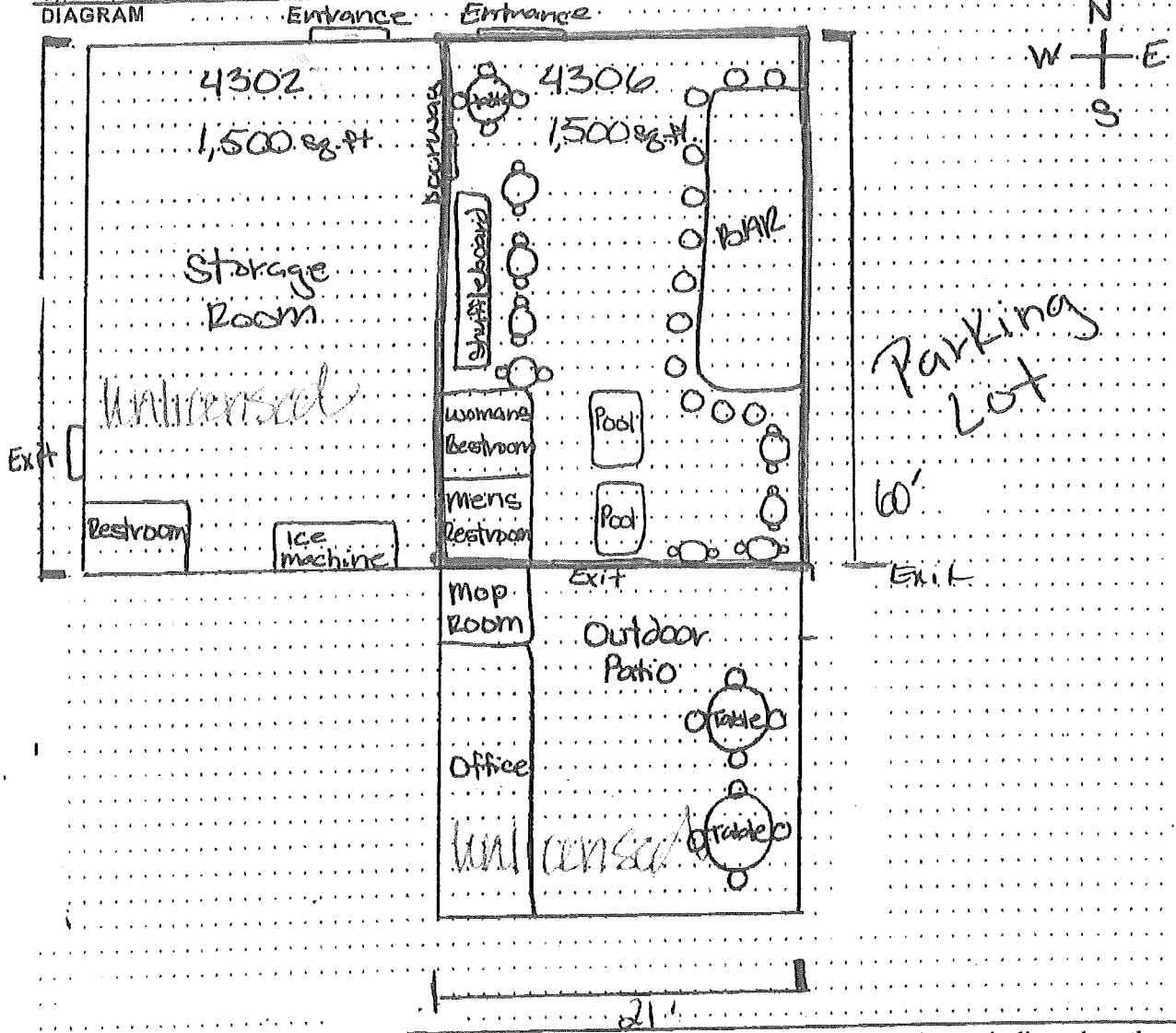
 _____ (SIGNATURE OF AUTHORIZED AGENT)	<u>President</u> _____ (TITLE)	<u>5/13/15</u> <u>SK</u> _____ (DATE)
 _____ DRIVER'S LICENSE OR ID CARD NUMBER	 _____ STATE	
_____ ACCEPTED BY (CITY STAFF)	_____ TITLE	_____ DATE

Department of Alcoholic Beverage Control  
**LICENSED PREMISES DIAGRAM (RETAIL)**

State of California

1 APPLICANT NAME (Last, first, middle) <b>SMG Taverns Inc.</b>	2 LICENSE TYPE <b>48</b>
3 PREMISES ADDRESS (Street number and name, city, zip code) <b>4306 E. Anaheim St., Long Beach, CA 90804</b>	4. NEAREST CROSS STREET <b>Ximeno Ave.</b>

The diagram below is a true and correct description of the entrances, exits, interior walls and exterior boundaries of the premises to be licensed, including dimensions and identification of each room (i.e., "storeroom", "office", etc.).



It is hereby declared that the above-described boundaries, entrances and planned operation as indicated on the reverse side, will not be changed without first notifying and securing prior written approval of the Department of Alcoholic Beverage Control. I declare under penalty of perjury that the foregoing is true and correct.

APPLICANT SIGNATURE (Only one signature required) <i>[Signature]</i>	DATE SIGNED <b>4/16/13</b>
FOR ABC USE ONLY	
CERTIFIED CORRECT (Signature) <i>[Signature]</i>	INSPECTION DATE <b>4/30/13</b>
PRINTED NAME <b>Sharonda Harden</b>	

Department of Alcoholic Beverage Control  
**SUPPLEMENTAL DIAGRAM**

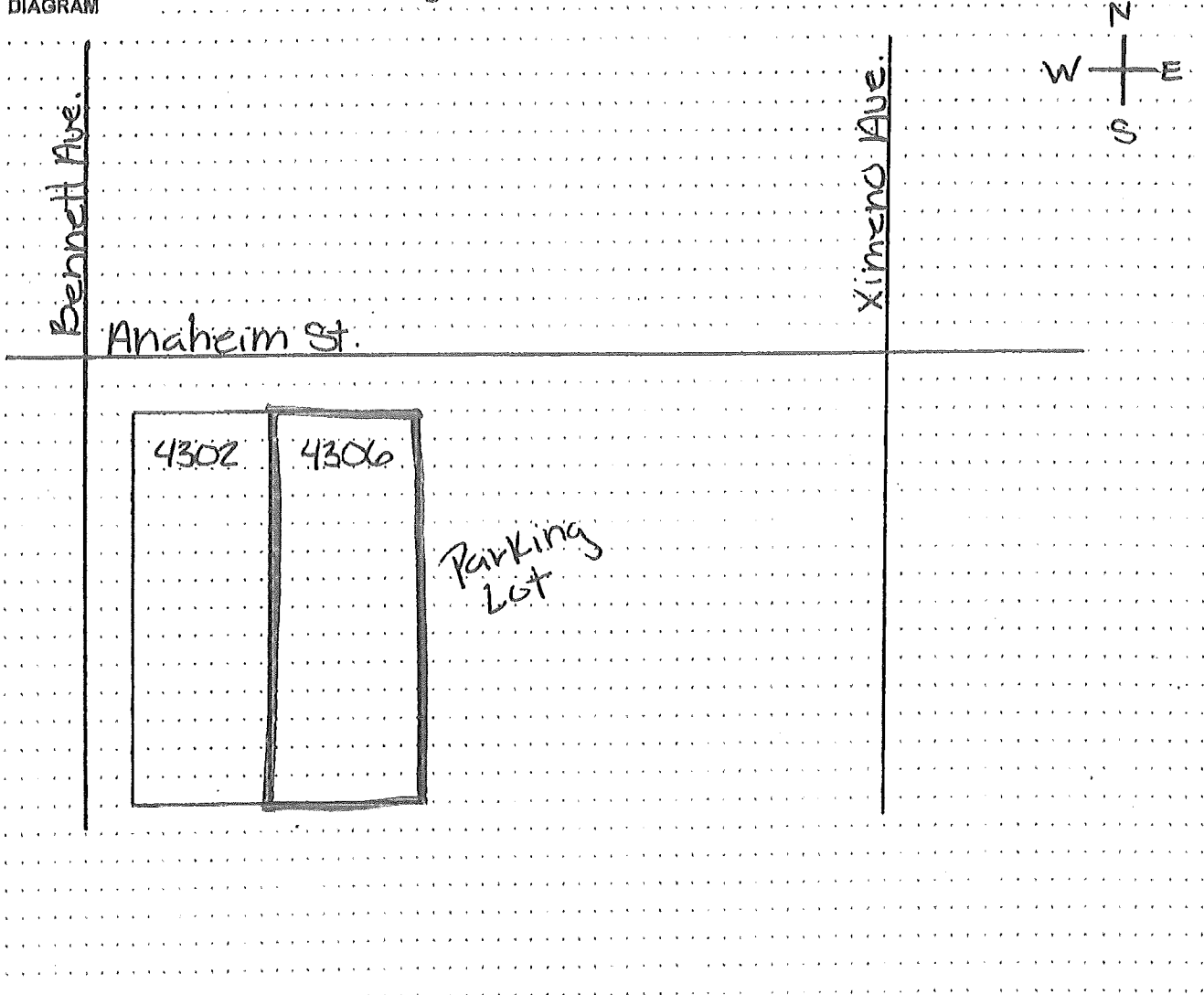
State of California  
 Edmund G. Brown Jr., Governor

**Instructions to Applicant:**

Draw a sketch of the area on which the licensed premises is or will be located. Show adjacent structures and nearest cross streets. *If this is an event for a daily license, catering authorization or miscellaneous use, show the area where sales and consumption of alcoholic beverages will occur. Post a copy of this diagram with Daily License, Catering Authorization or Event Authorization where the event is held. Sales and consumption of alcoholic beverages must be confined to the area designated in the diagram and supervised to prevent violations of the Alcoholic Beverage Control Act.*

1 APPLICANT NAME (Last, first, middle) <b>SMG Taverns Inc.</b>	2 LICENSE TYPE <b>48</b>
3 PREMISES ADDRESS (Street number and name, city, zip code) <b>4306 E. Anaheim St., Long Beach, CA 90804</b>	4 NEAREST CROSS STREET <b>Ximeno Ave.</b>

**DIAGRAM**



I have read the above instructions and I declare under penalty of perjury that the above diagram is true and correct.

APPLICANT SIGNATURE <i>[Signature]</i>	DATE SIGNED <b>4/16/13</b>
CERTIFIED CORRECT (Signature) <i>[Signature]</i>	FOR ABC USE ONLY PRINTED NAME <b>Sharonda Harden</b>
	INSPECTION DATE <b>4/30/13</b>

Emergency  
Exit

Mens RR

Womens RR

T  
A  
B  
L  
E  
P  
O  
O  
L

T  
A  
B  
L  
E  
P  
O  
O  
L

9' x 8'  
Entertainment Area

Iguana Kelley's  
4308 E. Anaheim St.  
Long Beach, CA 90804

<<<<< 57' >>>>>

B  
O  
O  
T  
H

B  
A  
R

B  
O  
O  
T  
H

Entrance  
Exit

<<<<< 19' >>>>>

21317890



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

**APPLICATION FOR ENTERTAINMENT PERMIT**

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

JUN 13 2013

Applicant's Name (Legal Ownership Structure): SMG Taverns, Inc

Business Name (DBA): Iguana Kelley's Business Phone: (562) 434-0447

Business Site Address: 4306 E Anaheim St

Date Business Proposes To Open: Currently Open

Days & Time Premises Are Open For Inspection: Monday - Friday 10:00 AM - 5:00 PM

**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: Karaoke

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

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 basis for denial  Police Department finds basis for denial

Police Department finds no basis for denial with conditions

Conditions or Basis for Denial: SEE ATTACHMENT

By: R. Luma Title: Police Chief Date: 7.15.15



**Date:** July 24, 2015  
**To:** Jason MacDonald, Bureau Manager, Business Services Bureau  
**From:** Robert G. Luna, Chief of Police *R. Luna*  
**Subject:** **APPLICATION FOR AN ENTERTAINMENT WITHOUT DANCING PERMIT AT  
IGUANA KELLEY'S – 4306 EAST ANAHEIM STREET**

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In response to your request for a recommendation regarding the above named permit application for an Entertainment without Dancing Permit, the Police Department recommends **approval** of an **Entertainment without Dancing Permit**, subject to the following twenty-one (21) conditions:

Iguana Kelley's is a bar/tavern located on the southeast corner of Anaheim Street and Bennett Avenue. The owners also have control over 4302 East Anaheim, which is used strictly for storage. There is an outdoor patio area in the south portion of the establishment that has 2 tables, a small storage room, and an office. The business has been owned by SMG Taverns, Incorporated since June 2013 and currently holds a Type 48 (On-Sale General) Alcoholic Beverage Control (ABC) license. The ABC License does not include 4302 East Anaheim Street, or the outdoor patio of 4306 East Anaheim Street. Iguana Kelley's applied for an Entertainment without Dancing Permit, requesting live music by more than two performers, live and recorded amplified music, a disc jockey, and karaoke seven nights a week from 12:00 PM (noon) to 12:00 AM (midnight).

Based upon the crime analysis, Vice Section's investigation, the East Division Patrol Commander's recommendation, and resident contacts, the Long Beach Police Department has determined the public's peace, safety, and welfare will not be adversely impacted by the issuance of this permit, provided the appropriate conditions are imposed and observed by the applicant.

**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 a new permit application to 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 activities indicated on page #7 of your entertainment application shall be restricted to the hours of **12:00 PM to 10:00 PM** Sunday through Wednesday, and **12:00 PM to 12:00 AM (midnight)**, Thursday through Saturday.
- 4) Patrons under twenty-one (21) years of age shall not be permitted to enter the premises.
- 5) 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) and window(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.**
- 6) 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 utilizing security guards and signage with verbiage such as, "Please respect our neighbors," or something similar.
- 7) 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.
- 8) Iguana Kelley's, 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 agent contracts, including names, addresses, and phone numbers on file at all times, and have available for inspection at any time.
- 9) The permittee shall provide a minimum of one (1) uniformed licensed security guard during all times that 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 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.

Security guards must be identifiable as Iguana Kelley's employees. Should the permittee's operations give rise to a substantial increase in complaints/calls for police service, the permittee may be required to 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 necessary.



- 10) The permittee shall ensure a security guard monitor the parking lot on an hourly basis after 8:00 PM, each night of the week that entertainment activities are provided. Security shall maintain order and prevent the unlawful consumption of alcohol. Security shall prevent any activity that would interfere with the quiet enjoyment of any nearby residential and business property. Security must be identifiable to "Iguana Kelley's" employees.
- 11) At the conclusion of each night that entertainment is provided, 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 surrounding neighborhood.
- 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) Interior lighting shall be sufficient to make easily discernible the appearance, and conduct of all persons and patrons inside the business.
- 14) 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. This information shall be provided to public safety personnel upon request.
- 15) The permittee agrees to reimburse the City of Long Beach whenever excessive police services, as determined by the Chief of Police, are required as a result of any incident, or nuisance arising out of, or in connection with, the permittee's operations.
- 16) The permittee shall not hire any promoters with the intention of holding nightclub activities.
- 17) The permittee must provide all promoters hired to conduct non-nightclub activities with a copy of the approved permit, and conditions. The permittee shall ensure the promoter has a City of Long Beach Business License **prior to** conducting entertainment activities governed by this permit.
- 18) The permittee shall maintain full compliance with all applicable laws, ABC laws, ordinances, and stated conditions. In the event of a conflict between the requirements of this permit, your conditional use permit, or your Alcoholic Beverage Control license, the more stringent regulation shall apply.

- 19) Any graffiti painted or marked upon the premises, or on any adjacent area under the control of the permittee, shall be removed or painted over within 24 hours of being applied.
- 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-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 are 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) 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.

21317890



Accepted By: _____	Date: _____
Zoning Approval By: _____	Date: _____

**APPLICATION FOR ENTERTAINMENT PERMIT**  
 (Please Print All Information - Incomplete Applications Will Not Be Accepted)

JUN 13 2013

Applicant's Name (Legal Ownership Structure): SMG Taverns, Inc

Business Name (DBA): Iguana Kelley's Business Phone: (562) 434-0447

Business Site Address: 4306 E Anaheim St

Date Business Proposes To Open: Currently Open

Days & Time Premises Are Open For Inspection: Monday - Friday 10:00 AM - 5:00 PM

**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: Karaoke

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

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): 7-28-15 By: [Signature]

**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: \_\_\_\_\_



# CITY OF LONG BEACH

DEPARTMENT OF HEALTH AND HUMAN SERVICES

100 W BROADWAY STE 400 | LONG BEACH, CA 90802 | 562-570-0013 FAX 562-570-5533

ENVIRONMENTAL HEALTH  
NOISE OFFICE

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

Date: 5/13/15 *lge*

Name of Business (DBA): Iguana Kelley's

Name of Business Owner: SMB Taverns, Inc

Business Address: 4306 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 generated by 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) [Redacted]  
Stefan Guiller

Title President

562- Phone # [Redacted]

FAX # N/A

21317890



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

**APPLICATION FOR ENTERTAINMENT PERMIT**  
 (Please Print All Information - Incomplete Applications Will Not Be Accepted)

JUN 18 2013

Applicant's Name (Legal Ownership Structure): SMG Taverns, Inc

Business Name (DBA): Iguana Kelley's Business Phone: (562) 434-0447

Business Site Address: 4306 E Anaheim St.

Date Business Proposes To Open: Currently Open

Days & Time Premises Are Open For Inspection: Monday - Friday 10:00 AM - 5:00 PM

**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: Karaoke

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

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: 5-19-15

Building/Location meets Department Requirements for the proposed use.

Building/Location meets Department Requirements for the proposed use subject to the following conditions:

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Building/Location does not meet Department requirements for the proposed use.

Inspection Completed On (date): 5-27-15 By: PXN

**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: \_\_\_\_\_

8645177530



**Date:** May 22, 2015  
**To:** Jason MacDonald, Manager of Business Relations Bureau  
**From:** Jeff Winklepleck, Current Planning Officer *JW*  
**Subject:** REVIEW OF ENTERTAINMENT LICENSE REQUEST

**Site Address:** 4306 E. Anaheim Street  
Long Beach, Ca 90804

**Applicant:** SMG Taverns, Inc  
DBA Iguana Kelly's

**Zoning District:** CCN (Community Automobile-Oriented District)

**Proposed Use:** Entertainment without Dancing

The Planning Bureau of the Department of Development Services has the following comments:

No CUPs or AUPs were found for the subject site.

The applicant is seeking to obtain a permit for entertainment without dancing. An entertainment permit without dancing is allowed as an accessory use at a restaurant and or bar in the CCN zone.

Planning Bureau recommends that the entertainment permit without dancing for "Iguana Kelly's" be approved.

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