

April 14, 2009

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Receive the supporting documentation into the record, conclude the hearing and grant the Permit, with conditions, on the application of Irene Castillo, DBA Ballroom Craze, 3092 Long Beach Blvd., for Entertainment With Dancing by Patrons at an existing Dance Studio. (District 7)

**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 application is complete and truthful; the applicant, the person interested in the ownership and operation of the entity, 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 the public peace, welfare, and safety will not be impaired.

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 Permit, with or without conditions; or, 3) deny the Permit on the application.

Attached for your review is the application from Irene Castillo, DBA Ballroom Craze. Also attached are reports from various departments and a summary of those reports, as well as the license history of the establishment.

City departments have conducted their investigation in accordance with the LBMC. The following summarizes their findings

- The Police Department recommends that the permit for entertainment with dancing by patrons be approved as a One-Year Short-Term permit subject to conditions.
- The Fire Department recommends that the permit for entertainment with dancing by patrons be approved.

- 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 recommends that the permit for entertainment with dancing by patrons be approved.

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 with dancing by patrons be approved subject to conditions (attached).

In the event that any of the recommended conditions attached to any permit or licenses are in conflict, the permittee shall adhere to the strictest of the applicable conditions. This location has been licensed as a Dance Studio since December 2005.

This item was reviewed by Deputy City Attorney Cristyl Meyers on March 26, 2009.

#### TIMING CONSIDERATIONS

The hearing date of April 14, 2009, 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 \$20 and Zoning Review \$14 (Development Services Department), Police Investigation \$1,060 (Police Department), Labels \$90 (Financial Management Department), and Health/Noise Control \$94 (Health and Human Services Department).

The following fees will be collected if the application is approved: Business License \$309.77 and Regulatory \$930 (Financial Management Department).

#### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



LORI ANN FARRELL  
DIRECTOR OF FINANCIAL MANAGEMENT/CFO

APPROVED:

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



# 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 Irene Castillo, DBA Ballroom Craze. 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) 570-5700 • Fax (562) 570-6867

COMMERCIAL SERVICES DIVISION

## FIVE YEAR HISTORY OF BUSINESS ESTABLISHMENT 3092 Long Beach Blvd.

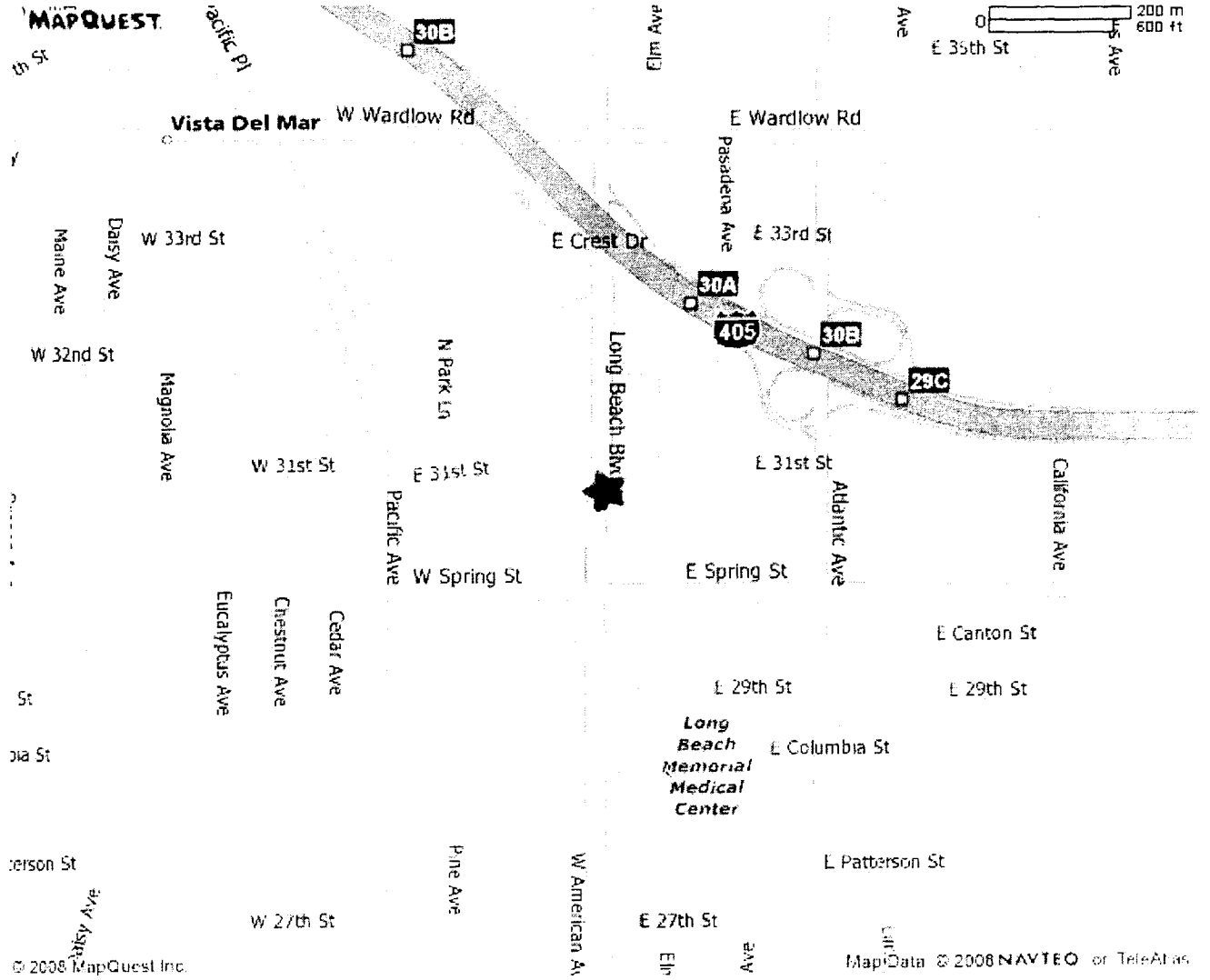
Irene Castillo  
DBA: Ballroom Craze  
Lic#20852240  
10/07 – Pending

Entertainment With Dancing

Irene Castillo  
DBA: Ballroom Craze  
Lic#20566570  
12/05 – Active

Dance Studio

# Ballroom Craze 3092 Long Beach Blvd.





**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

GENERAL INFORMATION					
OWNER'S NAME (or corporate name, partnership name, or partners) <i>Irune Q. Castillo</i>		DRIVER'S LICENSE NUMBER [REDACTED]	STATE <i>ca</i>	SOCIAL SECURITY NUMBER [REDACTED]	
BUSINESS NAME (D.B.A.) <i>Dallnoon Craze</i>		TYPE OF BUSINESS (Be specific) <i>Dance Studio</i>		HOME OCCUPATION <input type="checkbox"/>	
BUSINESS ADDRESS <i>3092 Long Beach Blvd Long Beach ca. 90807</i>		STREET	CITY	STATE	ZIP
BILLING ADDRESS (if different) <i>21923 Acacias Ave Carson ca. 90745</i>		STREET	CITY	STATE	ZIP
RESIDENCE ADDRESS (if different)		STREET	CITY	STATE	ZIP
LIST OF PRINCIPAL OFFICERS' OR PARTNERS' NAMES AND RESIDENTIAL ADDRESSES (IF MORE, PLEASE ATTACH A LIST)					
TITLE					
% OWNERSHIP					
<input type="checkbox"/> New Business <input type="checkbox"/> Address Change <input type="checkbox"/> Ownership Change <input checked="" type="checkbox"/> Secondary License <input checked="" type="checkbox"/> Sole Owner <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> LLP <input type="checkbox"/> LLC					

BUSINESS OPERATIONS INFORMATION					
START DATE <i>11/06/2008</i>	NO. OF EMPLOYEES	NO. OF VEHICLES	FEDERAL TAX ID. NUMBER [REDACTED]	SALES TAX/CELEBRITY PERMIT NUMBER [REDACTED]	
Does your business have a Calif State Lic? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N		STATE LICENSE NUMBER	CLASSIFICATION(S)	RENEWAL DATE	

FOOD / ALCOHOL / TOBACCO / ENTERTAINMENT	SERVICES / FUNDRAISING
Do you plan to sell or serve food? (including pre-packaged) <input checked="" type="checkbox"/> Y <input checked="" type="checkbox"/> N	Will you offer massage, tanning, body-wrap, escort or other similar personal services? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N
If serving food, how many seats?: _____	Will you provide a towing service? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N
Do you plan to sell wholesale food? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N	Will you engage in fund raising? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N
Do you plan to sell or serve alcoholic beverages? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N	Will you deal in coins, stamps, firearms, jewels, or second-hand property? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N
If yes, ABC License number: _____	<b>BUILDING AND FACILITY INFORMATION</b>
Does your business involve amusement machines, video games, vending machines, jukebox and/or pool tables? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N	Property Owner's Name: <i>Selvation Realty</i>
How many: _____ Type: _____ Owner: _____	Business sq. ft.: <i>2,080</i> Warehouse on site? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N
Do you plan to sell tobacco products or tobacco paraphernalia? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N	Do you: <input type="checkbox"/> Own or <input checked="" type="checkbox"/> Rent/Lease your business property?
Will you have: <input checked="" type="checkbox"/> Music <input checked="" type="checkbox"/> Dancing <input type="checkbox"/> Performers <input type="checkbox"/> Adult Entertainment	Does your business require construction and/or remodeling? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N
	<b>HAZARDOUS MATERIALS / MEDICAL WASTE</b>
	Will you use, store, or transport chemicals (new or waste state)? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N
	Will you manage or produce bio-hazardous materials or waste? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N

**ACKNOWLEDGMENT**  
 I understand that before I can operate my business in Long Beach, my establishment must comply with applicable City departmental laws and regulations completely and obtain a business license or I will be in violation of L. B. M. C., Section 3.80. 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*

OWNER(S) OR AUTHORIZED AGENT	
Signature <i>[Signature]</i>	Date <i>11/7/08</i> PRINT NAME/TITLE <i>Irune Castillo Owner</i>
Signature _____	Date _____ PRINT NAME/TITLE _____

**DO NOT WRITE BELOW THIS LINE**

Inspection(s): <input type="checkbox"/> Bldg <input type="checkbox"/> Fire <input type="checkbox"/> Health <input type="checkbox"/> HazMat <input type="checkbox"/> PD <input type="checkbox"/> Other	Prev Use: <i>Dance Studio</i> Exp Date: <i>11/28/09</i>
Basic Tax \$ _____	Prev Lic: _____
Employees # _____ @ \$ _____ = _____	Exp Date: _____
Vehicles # _____ @ \$ _____ = _____	District: <i>30</i>
Other # _____ @ \$ _____ = _____	CITY: <i>CR00518</i>
PIA _____	SIC: <i>5813</i>
PIA Employees # _____ @ \$ _____ = _____	Entitled by: <i>[Signature]</i>
Regulatory Investigation	Date: <i>11/11/08</i>
Misc. Fees <i>1272.00</i>	BU: <i>20852240</i>
Sub Total <i>424.00</i>	
Zoning <i>140</i>	
Building Review <i>20.00</i>	
Total <i>1790.00</i>	

**Zoning Review**

Y  N  NA

By: *[Signature]*

Date: \_\_\_\_\_

New construction  Reuse

Zone: \_\_\_\_\_

Comments: *[Signature]*

**NOTE: THIS IS NOT A BUSINESS LICENSE: DO NOT OPERATE UNTIL A VALID LICENSE HAS BEEN ISSUED THIS INFORMATION IS AVAILABLE IN AN ALTERNATIVE FORMAT BY CONTACTING (562) 570-6211**



Accepted By: Floir Jarama Date: 11/11/08  
 Zoning Approval By: [Signature] Date: 11/11/08

**APPLICATION FOR ENTERTAINMENT PERMIT**

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

Applicant's Name (Legal Ownership Structure): Irene Castillo  
 Business Name (DBA): Ballroom Craze Business Phone: 662 989-1831  
 Business Site Address: 3092 Long Beach Blvd. Long Beach Ca. 90807  
 Date Business Proposes To Open: existing  
 Days & Time Premises Are Open For Inspection: Mondays & Tuesdays 12:00 - 3:00 P.M.

**Proposed Use(s):**

Entertainment/Restaurant With Dancing  Without Dancing

Entertainment/Tavern With Dancing  Without Dancing

Social Club  Pool or Billiard Hall  Other (explain)  ballroom social dancing

Explain briefly the proposed use of the rooms within the building: dance lessons & social dancing

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

Contact Person(s) Phone Number: (310) 818-1238

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

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

Fictitious business names(s) or dba(s) used: Ballroom Craze

Place and date of filing fictitious business name statement: Norwalk, California  
11/2006

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

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

Dan Baltazar - [REDACTED]  
Irene Castillo - [REDACTED]

Name and address of person (agent) authorized to accept service of process in California:  
Irene Castillo [REDACTED]

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:

Ballroom Craze Long Beach Calif. 11/28/09

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? 2 years + plus

Is the location: Owned?  Rented/Leased?

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

Name: Salvation Army  
Address: 455 East Spring St.  
Long Beach, Ca. 90806



**IF APPLYING AS AN INDIVIDUAL**

INFORMATION IS REQUESTED FOR POLICE DEPARTMENT IDENTIFICATION AND INVESTIGATION

Name:

Last: Castillo

First: Irene

Middle: Q.

Title(s) or AKA(s):

owner

Residence address:

[REDACTED]

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

[REDACTED]

Business address:

3092 Long Beach Blvd Long Beach Ca.  
90809

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

562. 989-1831

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

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

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

State of Issue: [REDACTED]

# 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 type="checkbox"/>	_____	_____

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): water & soda

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): dance lessons

6. Are pool tables provided?  YES  NO

a. If yes, indicate number: \_\_\_\_\_

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

a. If yes, license number: \_\_\_\_\_

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

a. If yes, indicate number and type: \_\_\_\_\_ Amusement Machines \_\_\_\_\_ Jukebox(es)

9. Is there a license for the amusement machine(s) and/or jukebox(es)?  YES  NO

a. If yes, decal number(s): \_\_\_\_\_

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

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

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

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

## GENERAL OPERATING CONDITIONS (continued)

*Complete Each Question*

### SECURITY

11. Will security officers be provided?  YES  NO
- a. If yes, number of security officers: \_\_\_\_\_
12. Is any other type of security provided?  YES  NO
- a. If yes, describe type of security: \_\_\_\_\_

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

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Hours of							
Security							

13. Will a private security firm be used?  YES  NO
- a. If yes, provide the following information of the contracted security firm:
- Name: \_\_\_\_\_ City Business License No.: \_\_\_\_\_
- Address: \_\_\_\_\_ Telephone No.: ( ) \_\_\_\_\_

### ADMISSION and/or MEMBERSHIP FEES CHARGED

14. Will minors be allowed on the premises?  YES  NO
15. Will the premises be open to the general public?  YES  NO
16. Will an admission fee be charged?  YES  NO
- a. If yes, fee schedule: Monday & Tuesdays \$ 10.00  
Wednesday - Sunday \$ 12.00
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	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM
Close	1:00 AM	1:00 AM	1:00 AM	1:00 AM	1:00 AM	1:00 AM	1:00 AM

**PROXIMITY OF BUSINESSES AND RESIDENCES**

19. Are there surrounding businesses?  YES  NO

a. What type? dollar store, plumbing, dialysis center

20. Are there surrounding residences?  YES  NO

a. Approximately how close? 300 feet

**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)

parking lot for the business site and big parking lot on the adjacent bldg. owned by the Salvation Army

c. Days and hours parking facility will be available:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
From	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM
To	1:00 AM	1:00 AM	1:00 AM	1:00 AM	1:00 AM	1:00 AM	1:00 AM

d. How many individual parking spaces (approximately)? 50

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

## ENTERTAINMENT FACILITY AND ACTIVITY

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

**Does the Proposed Activity have:**

Outdoor Entertainment?  Y  N

Dancing by patrons, guests, customers, participants, attendees?  Y  N

Dancing by performers?  Y  N

Live music by more than two (2) performers?  Y  N

Amplified music (live)?  Y  N

Amplified music (recorded)?  Y  N

Disc Jockey?  Y  N

Karaoke?  Y  N

Adult Entertainment as defined by LBMC Section 21.15.110?  Y  N

Adult Entertainment as defined by LBMC Section 5.72.115 (B)?  Y  N

Will the establishment serve as a family pool/billiard hall as provided in Section 5.69.090 of the LBMC?  Y  N

Any other type of entertainment not listed above?  Y  N

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

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

Dance Floor?  Y  N

Stage?  Y  N

If yes, provide dimensions and type of material of dance floor. L 37' 1/2 x W 30 = 1000 sq ft.

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

Describe floor material and surface type: Commercial Laminate Flooring

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	ballroom dancing	ballroom dancing	ballroom dancing	ballroom dancing	ballroom dancing	ballroom dancing	ballroom dancing
Start Time	8:30 PM	8:30	8:30	8:30	7:30	7:30	8:30 PM
End Time	12:30 AM	12:30	12:30	12:30	12:30	12:30	12:30 AM

**RELEASE FORM**

The undersigned, on behalf of (owner(s)) Irene Q. Castillo, 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) Ballroom Craze

to obtain the (entertainment type) Dance Hall 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.

<u>Irene Q. Castillo</u> (SIGNATURE OR AUTHORIZED AGENT)	<u>owner</u> (TITLE)	<u>11/10/08</u> (DATE)
<u>[REDACTED]</u> DRIVER'S LICENSE OR ID CARD NUMBER	<u>[REDACTED]</u> STATE	

<u>Robin Garcia</u> ACCEPTED BY (CITY STAFF)	<u>CSR III</u> TITLE	<u>11/10/08</u> DATE
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## **Recommended Conditions of Operation**

### **Ballroom Craze, 3092 Long Beach Boulevard Application for Entertainment with Dancing**

- 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 activities indicated on page #7 of your entertainment application shall be restricted to no later than 12 midnight Sunday through Saturday. Private dance instruction within the scope of your Dance Studio Business License is exempt from these restricted hours.
- 4) Noise emanating from the permittee's premises shall not be audible 50 feet or more from the exterior of the premises. The permittee shall be responsible for determining how to best meet this requirement, either by keeping doors and windows shut, limiting hours of entertainment or by offering non-amplified entertainment.
- 5) Sales, service of consumption of alcohol shall not be allowed at anytime on the premises or any area under control of the permittee.
- 6) During any entertainment activity listed on page #7 of the application, the permittee shall be responsible for maintaining an adequate security staff to supervise patrons inside the establishment and the parking lot. For crowds up to 50 people, the permittee shall provide a minimum of one security guard. For crowds over 50 people, the permittee shall provide a minimum of one additional security guard per 50 people. Security guards must be identifiable as "Ballroom Craze employees." Should the permittee's operations give rise to a substantial increase in complaints/calls for service, or trash left in the parking lot, the permittee shall increase staff, or employ uniformed licensed security guards, as directed by the Chief of Police.
- 7) 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.
- 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 open for business. This should be done by use of security guards and/or signage indicating, words to the effect of, "Please respect our neighbors."

- 9) The permittee shall not allow employees to discard trash or bottles into the outside dumpster between the hours of 10 PM and 7 AM.
- 10) 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.
- 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) The permittee shall not hire promoters with the intent to advertise/promote or hold any entertainment activities consistent with nightclub entertainment.
- 13) Ballroom Craze, 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.
- 14) 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.
- 15) The permittee shall be responsible for any and all activities conducted on the property including any events by private parties. The permittee shall understand that excessive police services may result in the revocation of all business licenses and/or permits.
- 16) The applicant is now requesting an entertainment permit to allow open instruction after group lessons are completed. The open instruction format will allow couples already enrolled in the group lessons to practice at the studio after class. During the open instruction times, instructors are available to provide more personal instruction. It will also allow dance instructors not directly affiliated with "Ballroom Craze" to bring their students, for a fee, to the studio for instruction after group lessons are over. As many of the clients taking lessons are at work during the day, the applicant has requested that the studio remain open until midnight on a daily basis. So long as the applicant operates as described above, Planning Bureau recommends that the entertainment permit with dancing for "Ballroom Craze" be approved, as no additional parking is needed.





Accepted By: [Signature] Date: 11/11/08  
 Zoning Approval By: [Signature] Date: 11/11/08

**APPLICATION FOR ENTERTAINMENT PERMIT**

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

Applicant's Name (Legal Ownership Structure): Irene Castillo  
 Business Name (DBA): Ballroom Chaze Business Phone: 562 989-1831  
 Business Site Address: 3092 Long Beach Blvd. Long Beach Ca. 90807  
 Date Business Proposes To Open: existing  
 Days & Time Premises Are Open For Inspection: Mondays & Tuesdays 12:00 - 3:00 PM.

**Proposed Use(s):**

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

Explain briefly the proposed use of the rooms within the building: dance lessons & social dancing

Contact Person(s) Name (authorized agent, manager, etc.): Irene Castillo  
 Contact Person(s) Phone Number: 319 818-1238

**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: Anthony W Batts Title: COP Date: 12-24-08



**Date:** January 7, 2009  
**To:** Erik Sund, Manager, Business Relations Bureau  
**From:** Anthony W. Batts, Chief of Police <sup>AWB</sup>  
**Subject:** **APPLICATION FOR A DANCE HALL PERMIT AT BALLROOM CRAZE  
3092 LONG BEACH BOULEVARD**

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In response to your request for a recommendation regarding the above named permit application for Entertainment with Dancing, the Police Department recommends **approval** of a **One-Year Short-Term** permit, subject to the following fifteen (15) conditions of operation:

Ballroom Craze is a dance instruction studio located on the southeast corner of Long Beach Boulevard and 31<sup>st</sup> Street. The business is owned and operated by Irene Castillo and has been in operation for almost three years. Because of Commander R. Luman's expressed concern regarding the potential for violence at Ballroom Craze, the Police Department believes a one-year short-term dance hall permit would be in the best interest for 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 activities indicated on page #7 of your entertainment application shall be restricted to no later than 10 PM Sunday through Thursday nights, and 12 midnight on Friday and Saturday nights. Private dance instruction within the scope of your Dance Studio Business License is exempt from these restricted hours.
- 4) Noise emanating from the permittee's premises shall not be audible 50 feet or more from the exterior of the premises. The permittee shall be responsible for determining how to best meet this requirement, either by keeping doors and windows shut, limiting hours of entertainment or by offering non-amplified entertainment.
- 5) Sales, service or consumption of Alcohol shall not be allowed at anytime on the premises or any area under control of the permittee.

APPLICATION FOR A DANCE HALL PERMIT AT BALLROOM CRAZE  
3092 LONG BEACH BOULEVARD

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- 6) During any entertainment activity listed on page #7 of the application, the permittee shall be responsible for maintaining an adequate security staff to supervise patrons inside the establishment and the parking lot. For crowds up to fifty (50) people, the permittee shall provide a minimum of one (1) security guard. For crowds over (50) fifty people, the permittee shall provide a minimum of one (1) additional security guard per fifty (50) people. Security guards must be identifiable as "Ballroom Craze employees." Should the permittee's operations give rise to a substantial increase in complaints/calls for service, or trash left in the parking lot, the permittee shall increase staff, or employee uniformed licensed security guards, as directed by the Chief of Police.
- 7) 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.
- 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 open for business. This should be done by use of security guards and/or signage indicating, words to the effect of, "Please respect our neighbors."
- 9) The permittee shall not allow employees to discard trash or bottles into the outside dumpster between the hours of 10 p.m. and 7 a.m.
- 10) 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.
- 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) The permittee shall not hire promoters with the intent to advertise/promote or hold any entertainment activities consistent with nightclub entertainment.
- 13) Ballroom Craze, 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.

- 14) 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.
- 15) The permittee shall be responsible for any and all activities conducted on the property including any events by private parties. The permittee shall understand that excessive police services may result in the revocation of all business licenses and/or permits.



OFFICE USE ONLY

Accepted By: Steve Garcia Date: 11/11/08

Zoning Approval By: [Signature] Date: 11/11/08

**APPLICATION FOR ENTERTAINMENT PERMIT**

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

Applicant's Name (Legal Ownership Structure): Irene Costello

Business Name (DBA): Ballroom Craze Business Phone: (310) 989-1831

Business Site Address: 3092 Long Beach Blvd. Long Beach Ca. 90801

Date Business Proposes To Open: existing

Days & Time Premises Are Open For Inspection: Mondays & Tuesdays 12:00 - 3:00 PM

**Proposed Use(s):**

Entertainment/Restaurant With Dancing  Without Dancing

Entertainment/Tavern With Dancing  Without Dancing

Social Club  Pool or Billiard Hall  Other (explain)  ballroom social dancing

Explain briefly the proposed use of the rooms within the building: dance lessons & social dancing

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

Contact Person(s) Phone Number: (310) 918-1238

**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: 12/17/08

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): 1/16/09 By Wendy Lutz

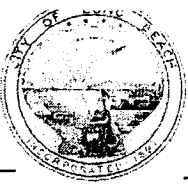
**POLICE DEPARTMENT**

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 562-570-6930

ENVIRONMENTAL HEALTH  
NOISE OFFICE

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

Date: 11/10/08

Name of Business (DBA): Ballroom Craze

Name of Business Owner: Imene Casfillo

Business Address: 3092 Long Beach Blvd  
Long Beach, Ca. 90807

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 Owner

Phone # ~~562-310-869-1448~~

310-818-1238  
310-834-8020

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



Accepted By: John Duen Date: 11/11/08  
 Zoning Approval By: [Signature] Date: 11/11/08

### APPLICATION FOR ENTERTAINMENT PERMIT

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

Applicant's Name (Legal Ownership Structure): Irene Castillo  
 Business Name (DBA): Dallroom Chaze Business Phone: 562 989-1831  
 Business Site Address: 3092 Long Beach Blvd. Long Beach Ca. 90807  
 Date Business Proposes To Open: existing  
 Days & Time Premises Are Open For Inspection: Mondays & Tuesdays 12:00 - 3:00 P.M.

**Proposed Use(s):**

Entertainment/Restaurant With Dancing  Without Dancing

Entertainment/Tavern With Dancing  Without Dancing

Social Club  Pool or Billiard Hall  Other (explain)  dallroom social dancing

Explain briefly the proposed use of the rooms within the building: dance lessons & social dancing

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

Contact Person(s) Phone Number: (310) 818-1238

**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.  
John Duen 11-11-2008

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: \_\_\_\_\_

545503



**Date:** December 2, 2008  
**To:** Richard I. Bartlett, Business Services Officer, Commercial Services Bureau  
**From:** Derek Burnham, Current Planning Officer   
**Subject:** REVIEW OF ENTERTAINMENT LICENSE REQUEST

**Site Address:** 3092 Long Beach Blvd  
Long Beach, CA 90807

**Applicant:** Irene Q. Castillo  
DBA Ballroom Craze

**Zoning District:** PD-29 (Long Beach Boulevard Planned Development District)

**Proposed Use:** Entertainment with Dancing

The Community Design and Development Division of Department of Development Services has the following comments:

A review of the permit history for 3092 Long Beach Boulevard, indicates that a building permit was issued in 2006 for a major tenant improvement to change the use of the tenant space from retail to a dance studio. Subsequently, a business license was issued for a dance studio at the subject location.

The property is located within Subarea 1 of the Long Beach Boulevard Planned Development District (PD-29) and a dance studio is a permitted use. The applicant is now requesting an entertainment permit to allow open instruction after group lessons are completed. The open instruction format will allow couples already enrolled in the group lessons to practice at the studio after class. During the open instruction times, instructors are available to provide more personal instruction. It will also allow dance instructors not directly affiliated with "Ballroom Craze" to bring their students, for a fee, to the studio for instruction after group lessons are over. As many of the clients taking lessons are at work during the day, the applicant has requested that the studio remain open until midnight on a daily basis. So long as the applicant operates as described above, Planning Bureau recommends that the entertainment permit with dancing for "Ballroom Craze" be approved as no additional parking is needed.

If you have any questions regarding this response, please call Angie Zetterquist, Planner, at (562) 570-6553.