

# CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

# H-2

333 West Ocean Blvd • Long Beach, California 90802

March 6, 2012

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive the supporting documentation into the record, conclude the hearing and approve a One-Year Short-Term Permit on the application of Maria de Jesus Parra, DBA El Nuevo Altata Restaurant, 6800 Long Beach Blvd., for Entertainment without Dancing by Patrons. (District 9)

## 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 as a One-Year Short-Term permit subject to recommended conditions.
- The Fire Department finds that the building/location meets department requirements for the proposed use.

HONORABLE MAYOR AND CITY COUNCIL

March 6, 2012

Page 2

- 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 the 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 May of 2000.

This matter was reviewed by Deputy City Attorney Amy R. Webber on February 8, 2012.

#### TIMING CONSIDERATIONS

The hearing date of March 6, 2012, 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 \$15 (Development Services), Police Investigation \$1,159 (Police Department), and Labels \$90 (Financial Management Department).

The following fees will be collected if the application is approved: Business License \$321.97 and Regulatory \$273 (Financial Management Department).

#### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JOHN GROSS  
DIRECTOR OF FINANCIAL MANAGEMENT

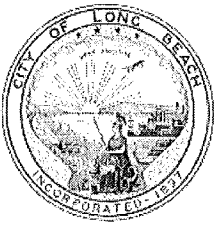
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K:\Exec\Council Letters\Business Relations\Hearing Letters\03-06-12 ccl - El Nuevo Altata Rest - 1-Yr Short-Term Pmt.doc

ATTACHMENTS

APPROVED:



PATRICK H. WEST  
CITY MANAGER



# CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT  
BUSINESS RELATIONS BUREAU

333 WEST OCEAN BOULEVARD 7<sup>TH</sup> FLOOR • LONG BEACH, CA 90802 • (562) 570-5596

## **Recommended Conditions of Operation** **Maria de Jesus Para, DBA El Nuevo Altata Restaurant** **6800 Long Beach Blvd.** **Application for Entertainment without Dancing**

In response to your request for a recommendation regarding the above named permit application for Entertainment without Dancing, the Department of Financial Management recommends **approval** of a **One-Year Short Term Permit** 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 21.15.110 LBMC, shall be conducted on the permitted premises.
- 3) The business shall not advertise, procure, nor allow any person, performance, show, wet t-shirt contest, promotion, or any other event or entertainment that exposes or promotes, encourages, or allows the exposure of the male or female genitals, cleft of the buttocks, the areola or any portion of the female breast below the areola, while at or inside the business.
- 4) Entertainment activities indicated on page #7 of your entertainment application shall be restricted to later than **11:00 P.M.** Sunday and **1:00 A.M.** Friday and Saturday.
- 5) 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 **10:00 P.M., whichever comes first**. Private functions not open to the public are exempt from this condition.
- 6) 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.

- 7) The establishment shall remain in compliance with all applicable sections of the Long Beach Noise Ordinance (LMBC Chapter 8.80).
- 8) 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) is not to consist solely of a screen or ventilated security door. **Sound shall not be audible within fifty feet (50') from the exterior of the premises in any direction.**
- 9) Outdoor amplified entertainment is prohibited.
- 10) 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.
- 11) 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.

- 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. This should be done by use of security guards and/or signage indicating, words to the effect of, "Please respect our neighbors."
- 13) 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.
- 14) 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.

- 15) 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.
- 16) 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.
- 17) 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.
- 18) The permittee shall not hire promoters with the intent to advertise/promote or hold any entertainment activities consistent with nightclub entertainment.
- 19) The business, 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 any time.
- 20) 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.
- 21) The permittee must submit an application for the renewal of the entertainment with dancing permit no later than November 6, 2012 or four (4) months prior to the One-Year Short-Term permit expiration date to continue to provide entertainment without a break.
- 22) 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.



# 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 Maria de Jesus Parra, DBA El Nuevo Altata Restaurant. Also attached are reports from various departments stating their recommended disposition of the subject application. These are summarized as follows:

### SUBMITTED FOR CITY COUNCIL ACTION

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

Questions concerning the above may be directed to the following:

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

Compiled by: Department of Financial Management  
Business 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

## FIVE YEAR HISTORY OF BUSINESS ESTABLISHMENT 6800 Long Beach Blvd.

Maria de Jesus Parra  
DBA: El Nuevo Altata Restaurant  
Lic#21030790  
10/10 – Pending

Entertainment Without Dancing

Maria de Jesus Parra  
DBA: El Nuevo Altata Restaurant  
Lic#21013560  
05/10 – Current

Restaurant With Alcohol

Raymundo O. Rosa  
DBA: Rosa's Mexican Restaurant  
Lic#20437220  
08/04 – 05/10

Amusement Machines

Raymundo O. Rosa  
DBA: Rosa's Mexican Restaurant  
Lic#20437200  
08/04 – 08/08

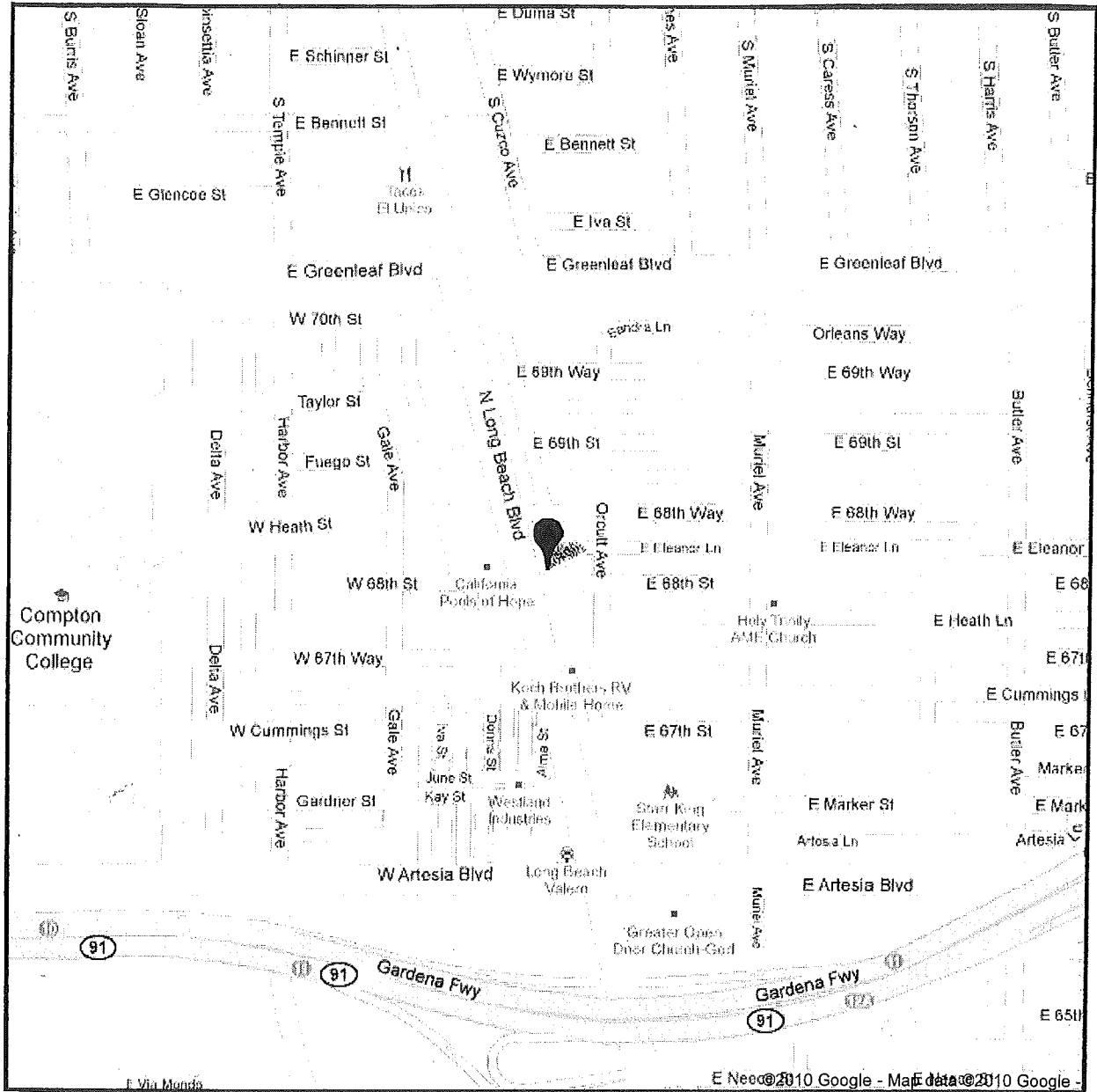
Pool Tables

Raymundo O. Rosa  
DBA: Rosa's Mexican Restaurant  
Lic#20018990  
05/00 – 05/10

Restaurant With Alcohol

# El Nuevo Altata Restaurant

6800 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

OWNER/ENTITY NAME (e.g., Sole Owner, Corporation, LLP, LLC, Partnership) <i>Maria de Jesus Parra</i>		DRIVER'S LICENSE NO.	STATE	SOCIAL SECURITY NO.	HOME OCCUPATION <input checked="" type="checkbox"/> Y <input type="checkbox"/> N
BUSINESS NAME (D.B.A.) <i>El Nuevo Altata Rest.</i>		TYPE OF BUSINESS (Be specific) <i>Entertainment without Dancing.</i>			
BUSINESS ADDRESS <i>6800 Long Beach Blvd Long Beach CA 90805</i>		STREET	CITY	STATE	ZIP AREA CODE/TELEPHONE <i>(310) 638-1961</i>
BILLING ADDRESS (if different)		STREET	CITY	STATE	ZIP AREA CODE/TELEPHONE
RESIDENCE ADDRESS (if different)		STREET	CITY	STATE	ZIP AREA CODE/TELEPHONE
LIST OF PRINCIPAL OFFICERS, MEMBERS, PARTNERS AND RESIDENTIAL ADDRESSES (IF MORE, PLEASE ATTACH A LIST)				TITLE	% OWNERSHIP
				TITLE	% OWNERSHIP

New Business  Address Change  Ownership Change  Secondary License  Sole Owner  Partnership  Corporation  LLP  LLC

START DATE <i>10-1-10</i>	NO. OF EMPLOYEES <i>1</i>	NO. OF VEHICLES <i>2</i>	FEDERAL TAX ID. NUMBER	SALES & USE TAX (SELLER'S PERMIT) NO.
DOES YOUR BUSINESS HAVE A CALIFORNIA STATE LICENSE? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N		STATE LICENSE NO.	CLASSIFICATION(S)	RENEWAL DATE
HAVE YOU EVER HAD A BUSINESS LICENSE/PERMIT REVOKED OR SUSPENDED? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N		LICENSE/PERMIT NO.	ISSUING AGENCY	CLASSIFICATION & DATE OF SUSPENSION/REVOCAION

Do you plan to sell or serve food? (Includes pre-packaged) If serving food, how many seats?: _____ <input checked="" type="checkbox"/> Y <input type="checkbox"/> N	Will you offer massage, tanning, herbal therapy, escort or any other services that improve the health or well being of another? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N
Do you plan to sell or serve alcoholic beverages? ABC License number: <i>488998</i> Type: <i>41</i> <input type="checkbox"/> Y <input checked="" type="checkbox"/> N	Will you engage in fund raising? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N
Does your business have amusement machines, video games, vending machines, jukebox and/or pool tables? How many: <i>1</i> Type: _____ Owner: _____ <input checked="" type="checkbox"/> Y <input type="checkbox"/> N	Will you deal in coins, firearms, jewels or second-hand property? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N
Do you plan to sell tobacco products/paraphernalia? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N	Property Owner's Name: <i>Raymundo Rosa</i> Business sq. ft.: <i>4,160</i> Warehouse on site? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N
Do you plan to operate a Smoking Lounge? <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 deal with, use, store or transport Medical Marijuana? <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
Will you have <input checked="" type="checkbox"/> Music <input checked="" type="checkbox"/> Dancing <input type="checkbox"/> Performers <input type="checkbox"/> Adult Entertainment? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N	Will you use, store, or transport chemicals (new or waste state)? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N

I understand that before I can operate my business in Long Beach, my establishment must comply with applicable City departmental laws and regulations completely and I must obtain a business license and all necessary Federal State and local permits or I will be in violation of L. B. M. C. Chapter 3.80. I declare, 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 *Maria Parra* Date *9/23/10* PRINT NAME/TITLE *Maria de Jesus Parra*  
 Signature \_\_\_\_\_ Date \_\_\_\_\_ PRINT NAME/TITLE *owner*

**DO NOT WRITE BELOW THIS LINE**

Inspection(s): <input type="checkbox"/> Bldg <input type="checkbox"/> Fire <input type="checkbox"/> Health <input type="checkbox"/> HazMat <input type="checkbox"/> PD <input type="checkbox"/> Other	Prev Use: _____ Exp. Date: _____
Basic Tax _____	Prev Lic: _____
Employees # _____ @ \$ _____ = _____	Exp Date: _____
Vehicles # _____ @ \$ _____ = _____	District: <i>30</i>
Other # _____ @ \$ _____ = _____	CRT: <i>30050 B</i>
PIA _____	SIC: <i>6813</i>
PIA Employees # _____ @ \$ _____ = _____	Entered by: <i>AK</i>
Regulatory _____	Date: <i>9/23/10</i>
Investigation _____	BU <i>21030790</i>
Misc. Fees _____	
Sub Total _____	
Zoning _____	
Building Review _____	
Total \$ _____	

**Zoning Review**

Y  N  N/A

By: *PRE OR JR*

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

New construction  Reuse

Zone: *CCM*

Comments: *No Dancing*

**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: PRE OF JK Date: 9/23/10  
 Zoning Approval By: JK PRE OF Date:                     

**APPLICATION FOR ENTERTAINMENT PERMIT**

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

Applicant's Name (Legal Ownership Structure): Maria de Jesus Parra  
 Business Name (DBA): El Nuevo Altata Rest Business Phone: 310 638-1961  
 Business Site Address: 6800 Long Beach Blvd Long Beach CA 90805  
 Date Business Proposes To Open: open - 10-1-10  
 Days & Time Premises Are Open For Inspection: 7 days 10:AM to 11:PM

Proposed Use(s): M.P.  
 Entertainment/Restaurant With Dancing  Without Dancing   
 Entertainment/Tavern With Dancing  Without Dancing   
 Social Club  Pool or Billiard Hall  Other (explain)  with live music

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

Contact Person(s) Name (authorized agent, manager, etc.): Maria de Jesus Parra

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): \_\_\_\_\_

Fictitious business names(s) or dba(s) used: El Nuevo Altata Restaurant

Place and date of filing fictitious business name statement: 5/4/10  
Los Angeles California

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:

Maria de Jesus Parra



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

f

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:

f

Is this applicant a subsidiary of a present corporation or business?  
If yes, explain:

YES

NO

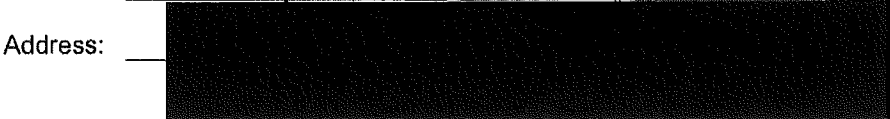
How long has the corporation or business been in operation?

3/8/10

Is the location: Owned?  Rented/Leased?

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

Name: Raymundo Rosa



**IF APPLYING AS AN INDIVIDUAL**

INFORMATION IS REQUESTED FOR POLICE DEPARTMENT IDENTIFICATION AND INVESTIGATION

Name:

Last: Parra, Ramirez

First: Maria

Middle: De Jesus

Title(s) or AKA(s):

OWNER

Residence address:

[REDACTED]

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

[REDACTED]

Business address:

6800 Long Beach Blvd  
Long Beach CA 90805

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

(310) 638-1961

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

On sale beer and wine

On sale distilled spirits

488998

restaurant

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 M.P.

a. If yes, list types of food sold: Mexican & Sea Food

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

3. Are non-alcoholic beverages sold?  YES  NO

4. How many tables for seating? 38

5. Are other types of businesses conducted on the premises?  YES  NO

a. If yes, list type(s): \_\_\_\_\_

6. Are pool tables provided?  YES  NO

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

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

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

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

a. If yes, indicate number and type: 1 Amusement Machines CD 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: Alejandro Rocolas

Address: Not provided

Telephone No. (562) 618-8058

## GENERAL OPERATING CONDITIONS (continued)

Complete Each Question

### SECURITY

11. Will security officers be provided?  YES  NO  
 a. If yes, number of security officers: 3
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					7-1 <sup>30</sup> <sub>AM</sub>	7-1:30 <sub>AM</sub>	7-1:30 <sub>AM</sub>
Security					3	3	3

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

### ADMISSION and/or MEMBERSHIP FEES CHARGED

14. Will minors be allowed on the premises?  YES  NO  
 15. Will the premises be open to the general public?  YES  NO  
 16. Will an admission fee be charged?  YES  NO  
 a. If yes, fee schedule: \_\_\_\_\_

17. Is there a private area for exclusive use of members and their guests only?  YES  NO  
 a. If yes, types of membership fees: \_\_\_\_\_

18. Will guests of members pay an admission fee or other charges?  YES  NO  
 a. If yes, describe the fee schedule and other charges: \_\_\_\_\_

**GENERAL OPERATING CONDITIONS (continued)**

Complete Each Question

**HOURS OF OPERATION**

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

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Open	9 AM	9 AM	9 AM	9 AM	9 AM	9: AM	9: AM
Close	12 AM	12 AM	12 AM	12 AM	1:30 AM	1:30 AM	1:30 AM

**PROXIMITY OF BUSINESSES AND RESIDENCES**

19. Are there surrounding businesses?  YES  NO

a. What type? Market, Clothing store, Therapy.

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) \_\_\_\_\_

c. Days and hours parking facility will be available:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
From	9 AM	9 AM	9 AM	9 AM	9 AM	9: AM	9 AM
To	12 AM	12 AM	12 AM	12 AM	1:30 AM	1:30 AM	1:30 AM

d. How many individual parking spaces (approximately)? 23

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: live musicians

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 12      W 5      H 2 FT

Describe floor material and surface type: Tile

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					live music	live music	live music
Start Time					2:PM	2:PM	12:PM
End Time					1:AM	1:AM	12:AM



**RELEASE FORM**

The undersigned, on behalf of (owner(s)) Maria de Jesus Parra, 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) El Nuevo Altata Restaurant

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.

Maria Parra  
(SIGNATURE OR AUTHORIZED AGENT)

OWNER  
(TITLE)

9/13/10  
(DATE)

████████████████████  
DRIVER'S LICENSE OR ID CARD NUMBER

██████████  
STATE

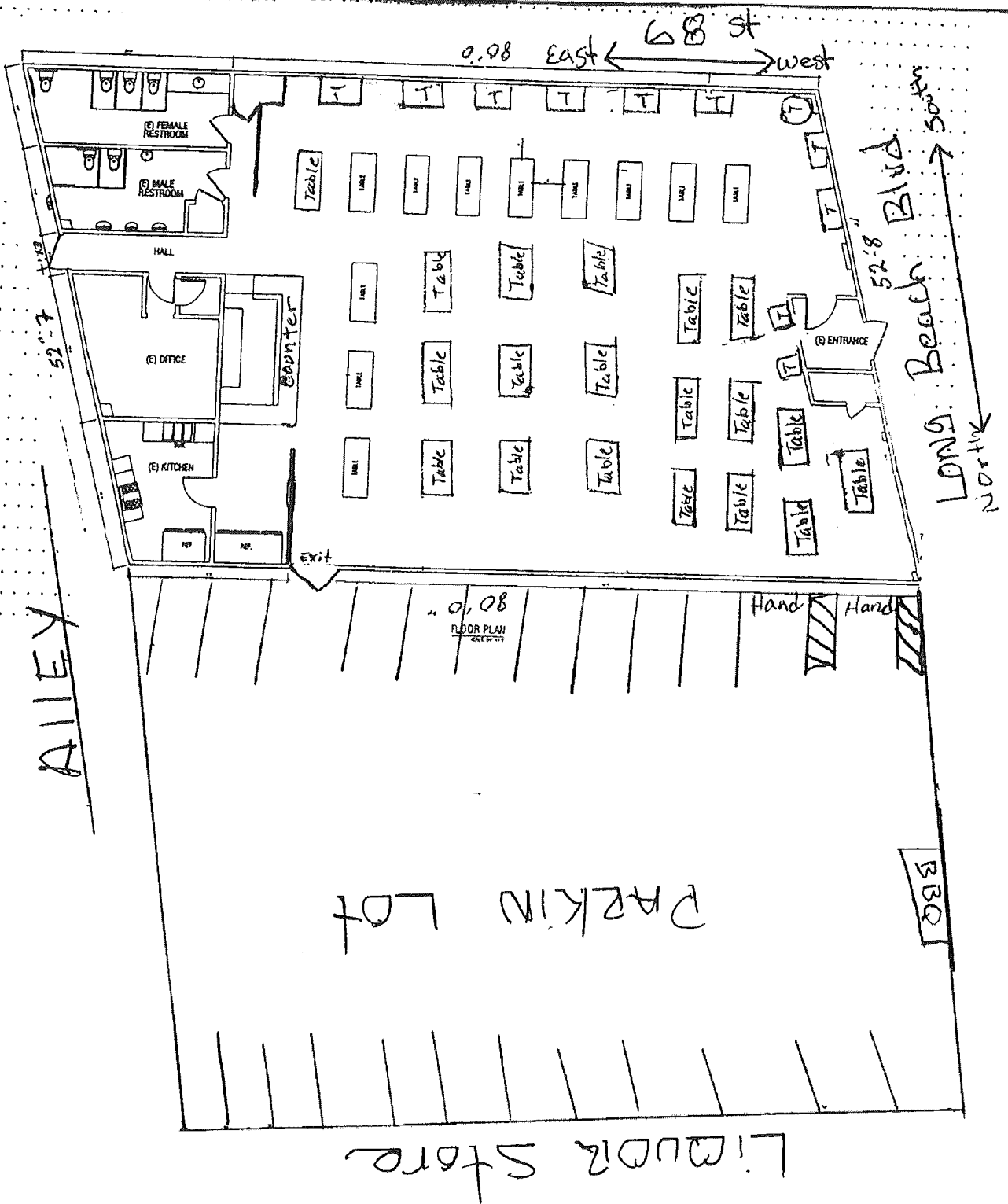
[Signature]  
ACCEPTED BY (CITY STAFF)

AAA  
TITLE

9/23/10  
DATE

CCA zone  
 4500  
 7800 hrs  
 25/100  
 12/1000  
 4/160

El NUEVO Altata Restaurant  
 6800 Long Beach Blvd  
 Long Beach CA 90805



DISPLAY CONSPICUOUSLY AT PLACE OF BUSINESS FOR WHICH ISSUED

CALIFORNIA STATE BOARD OF EQUALIZATION

**SELLER'S PERMIT**



ACCOUNT NUMBER

4/1/2010 SR AA

EL NUEVO ALTATA RESTAURANT  
MARIA DE JESUS PARRA  
6800 LONG BEACH BLVD  
LONG BEACH, CA 90805-1134

*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](http://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

This page is part of your document - DO NOT DISCARD



20100608465



Pages:  
0002

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

05/04/10 AT 03:02PM

FEEs :

TAXES :

OTHER :

PAID :



LEADSHEET



201005040500004

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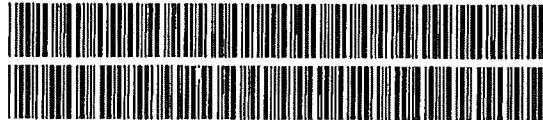


002666732

SEQ:

29

DAR - Mail (Hard Copy)



THIS FORM IS NOT TO BE DUPLICATED

(When required)  
RECORDING REQUESTED BY AND MAIL TO:

**DAILY COMMERCE**  
~ SINCE 1917 ~

915 E FIRST ST, LOS ANGELES, CA 90012  
Mailing Address: P.O. Box 54026, Los Angeles, California 90054-0026  
Telephone (213) 229-5300 / Fax (213) 229-5481

This space for filing stamp only

2



\*20100608465\*

MARIA DE JESUS PARRA  
6800 LONG BEACH BLVD  
LONG BEACH, CA - 90805

DC#: 1836417

**FICTITIOUS BUSINESS NAME STATEMENT**

File No. 20100330580  
The following person(s) is (are) doing business as:  
EL NUEVO ALTATA RESTAURANT, 6800 LONG BEACH BLVD, LONG BEACH, CA 90805  
MARIA DE JESUS PARRA, 6800 LONG BEACH BLVD, LONG BEACH, CA 90805  
This business is conducted by an individual  
The registrant(s) commenced to transact business under the fictitious business name or names listed above on N/A.  
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.)

S/MARIA DE JESUS PARRA  
This statement was filed with the County Clerk of Los Angeles County on 03/10/2010.

NOTICE-This Fictitious Name Statement expires five years from the date it was filed in the office of the County Clerk. A New Fictitious Business Name Statement must be filed before that time.  
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).  
First Filing  
4/8, 4/15, 4/22, 4/29/10

DC-1836417#

**PROOF OF PUBLICATION**

(2015.5 C.C.P.)

State of California )  
County of Los Angeles ) ss

Notice Type: FNS - FIRST FILING

Ad Description: EL NUEVO ALTATA RESTAURANT

I am a citizen of the United States and a resident of the State of California; I am over the age of eighteen years, and not a party to or interested in the above entitled matter. I am the principal clerk of the printer and publisher of the DAILY COMMERCE, a newspaper published in the English language in the city of LOS ANGELES, county of LOS ANGELES, and adjudged a newspaper of general circulation as defined by the laws of the State of California by the Superior Court of the County of LOS ANGELES, State of California, under date 10/30/1981, Case No. 599760. That the notice, of which the annexed is a printed copy, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

04/08/2010, 04/15/2010, 04/22/2010, 04/29/2010

Executed on: 04/29/2010  
At Los Angeles, California

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Signature



STATE OF CALIFORNIA  
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL  
ALCOHOLIC BEVERAGE LICENSE  
ON-SALE BEER AND WINE - EATING PLACE

VALID FROM

Jun 07, 2010

RAMIREZPARRA, MARIA DEJESUS  
6800 LONG BEACH BLVD  
LONG BEACH, CA 90805

EXPIRES

May 31, 2011

TYPE NUMBER DUP

41 488998

AREA CODE

1932 03

BUSINESS ADDRESS (IF DIFFERENT) DBA: EL NUEVO ALTATA RESTAURANT

TRANSFER  
44-381753

CONDITIONS

OWNERS RAMIREZPARRA, MARIA DEJESUS

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.**



Accepted By: PRE ON [Signature] Date: 9/23/10  
 Zoning Approval By: [Signature] Date:                     

**APPLICATION FOR ENTERTAINMENT PERMIT**

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

Applicant's Name (Legal Ownership Structure): Maria de Jesus Parra  
 Business Name (DBA): El Nuevo Altata Rest Business Phone: 310 638-1961  
 Business Site Address: 6800 Long Beach Blvd Long Beach CA 90805  
 Date Business Proposes To Open: OPEN - 10-1-10  
 Days & Time Premises Are Open For Inspection: 7 days 10:AM to 11:PM

**Proposed Use(s):**

Entertainment/Restaurant With Dancing  Without Dancing  M.P.  
 Entertainment/Tavern With Dancing  Without Dancing   
 Social Club  Pool or Billiard Hall  Other (explain)  with live music

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

Contact Person(s) Name (authorized agent, manager, etc.): Maria de Jesus Parra  
 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 basis for denial with conditions

Conditions or Basis for Denial:                     

By: [Signature] Title: POLICE CHIEF Date: 10-6-11



**Date:** October 7, 2011  
**To:** Erik Sund, Bureau Manager, Business Relations Bureau  
**From:** Jim McDonnell, Chief of Police   
**Subject:** **APPLICATION FOR ENTERTAINMENT WITHOUT DANCING**  
**EL NUEVO ALTATA RESTAURANT – 6800 LONG BEACH BOULEVARD**

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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 twenty (20) conditions:

El Nuevo Altata Restaurant is located on the northeast corner of Long Beach Boulevard and 68<sup>th</sup> Street. The establishment serves Mexican and Seafood cuisine for lunch and dinner. They have a parking lot with 23 spaces on the north side of the business. The business is owned by Maria de Jesus Parra who currently holds a Type 41 (On-Sale Beer and Wine Eating Place) Alcoholic Beverage Control license. On August 18, 2011, El Nuevo Restaurant applied for an Entertainment without Dancing Permit, requesting live amplified music, a disc jockey, and karaoke.

Based upon the Vice Section's investigation, the North Division Patrol Commander's recommendation, and input from neighborhood residents, the Long Beach Police Department has determined the public peace, safety, and welfare would not be adversely impacted by the issuance of this permit provided the appropriate conditions are imposed and observed by the applicant. Because of the concern of potential noise complaints from nearby residents, the 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.



ENTERTAINMENT PERMIT WITHOUT DANCING  
EL NUEVO ALTATA RESTAURANT – 6800 LONG BEACH BOULEVARD  
Page 2

- 3) El Nuevo Altata Restaurant shall not advertise, procure, nor allow any person, performance, show, wet t-shirt contest, promotion, or any other event or entertainment that exposes or promotes, encourages, or allows the exposure of the male or female genitals, cleft of the buttocks, the areola or any portion of the female breast below the areola, while at or inside the business.
- 4) **Entertainment activities indicated on page #7 of your entertainment application shall be restricted to no later than 11 PM, Sunday through Thursday nights, and 1:30 AM, Friday and Saturday nights. Outdoor entertainment is prohibited.**
- 5) 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. The business must offer substantial sales of meals, during the normal meal hours that the business is 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 the business does not open by 6:00 p.m., complete and substantial meals shall be offered the entire time the business is open, or for a minimum of three hours. In the event the primary business ceases operations or fails to comply with this condition, the entertainment permit becomes null and void.

- 6) 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.
- 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) is not to consist solely of a screen or ventilated security door. **Sound shall not be audible within fifty feet (50') from the exterior of the premises in any direction.**
- 8) 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.
- 9) The establishment shall remain in compliance with all applicable sections of the Long Beach Noise Ordinance (LBMC Chapter 8.80).

ENTERTAINMENT PERMIT WITHOUT DANCING  
EL NUEVO ALTATA RESTAURANT – 6800 LONG BEACH BOULEVARD  
Page 3

- 10) 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 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 El Nuevo Altata Restaurant 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 are necessary.

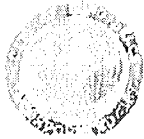
- 11) The permittee shall take reasonable measures to prohibit and prevent the loitering of persons immediately outside any of the entrance/exit doors and the parking lot, at all times while open for business. This should be done by utilizing security guards and signage with verbiage such as, "Please respect our neighbors," or something similar.
- 12) 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.
- 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. This information shall be provided to public safety personnel upon request.
- 14) The permittee agrees to reimburse the City of Long Beach 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.
- 15) The permittee shall not hire promoters with the intent to advertise/promote or hold any entertainment activities consistent with nightclub entertainment.
- 16) El Nuevo Altata Restaurant, or its agents, shall not distribute any advertising matter such as signs, posters, or promotional cards, in or upon any public property, any vehicle or in any other such place in the City of Long Beach. Distribution of any advertising matter upon private property shall adhere to the following guidelines: By placing the same matter in a receptacle, clip, or other device designed or intended to receive advertising matter. The permittee shall keep all agent contracts, including names, addresses, and phone numbers, on file at all times, and be available for inspection at any time.

ENTERTAINMENT PERMIT WITHOUT DANCING  
EL NUEVO ALTATA RESTAURANT – 6800 LONG BEACH BOULEVARD  
Page 4

- 17) 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.
- 18) 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.
- 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, 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.

# 1050 770

4552710



Accepted By: PRE OK Date: 9/23/10  
 Zoning Approval By: PRE OK Date: \_\_\_\_\_

### APPLICATION FOR ENTERTAINMENT PERMIT

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

Applicant's Name (Legal Ownership Structure): Maria de Jesus Parra  
 Business Name (DBA): El Nuevo Altamira Rest Business Phone: 310 638-1961  
 Business Site Address: 6800 Long Beach Blvd Long Beach CA 90805  
 Date Business Proposes To Open: open - 10-1-10  
 Days & Time Premises Are Open For Inspection: 7 days 10:00 to 11:00 PM  
 Proposed Use(s): M.P.  
 Entertainment/Restaurant With Dancing  Without Dancing   
 Entertainment/Tavern With Dancing  Without Dancing   
 Social Club  Pool or Billiard Hall  Other (explain)  with live music  
 Explain briefly the proposed use of the rooms within the building:

Contact Person(s) Name (authorized agent, manager, etc.): Maria de Jesus Parra  
 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) Data 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): 1/11/12 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 | 562-570-6513 FAX 562-570-6930

ENVIRONMENTAL HEALTH  
NOISE OFFICE

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

Date: 9/13/10

Name of Business (DBA): El Nuevo Altata Restaurant

Name of Business Owner: Maria de Jesus Parra Ramirez

Business Address: 6800 Long Beach Blvd.  
Long Beach CA 90805

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) Maria Parra

Title owner

Phone # [REDACTED]

FAX # [REDACTED]



Accepted By: PRE OK Date: 9/23/10  
 Zoning Approval By: PRE OK Date: 9/23/10

**APPLICATION FOR ENTERTAINMENT PERMIT**

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

**Applicant's Name (Legal Ownership Structure):** Maria de Jesus Parra  
**Business Name (DBA):** El Nuevo Altavista Rest Business Phone: 714 638-1961  
**Business Site Address:** 6800 Long Beach Blvd Long Beach CA 90805  
**Date Business Proposes To Open:** open - 10-1-10  
**Days & Time Premises Are Open For Inspection:** 7 days 10:AM to 11:PM

**Proposed Use(s):** M.P.  
 Entertainment/Restaurant With Dancing  Without Dancing   
 Entertainment/Tavern With Dancing  Without Dancing   
 Social Club  Pool or Billiard Hall  Other (explain)  with live music

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

Contact Person(s) Name (authorized agent, manager, etc.): Maria de Jesus Parra

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: 9-23-10

Building/Location meets Department Requirements for the proposed use.

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

Will need Tenant Improvement permit for stage.

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

Inspection Completed On (date): 9-23-10 By: DXN

**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:** September 9, 2011  
**To:** Erik Sund, Manager of Business Relations Bureau  
**From:** Derek Burnham, Planning Administrator   
**Subject:** REVIEW OF ENTERTAINMENT LICENSE REQUEST

**Site Address:** 6800 Long Beach Blvd  
Long Beach, Ca 90805

**Applicant:** Maria de Jesus Parra  
DBA El Nuevo Altata Restaurant

**Zoning District:** CCA (Community Automobile Oriented District)

**Proposed Use:** Entertainment without Dancing

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

A review of the permit history for 6800 Long Beach Blvd, indicates that one Conditional Use Permit Exemption (Case No. 16-2000) was approved for alcohol sales with meals only at an existing restaurant..

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 in the CCA zone. No extra parking is required.

Planning Bureau recommends that the entertainment permit without dancing for "El Nuevo Altata Restaurant" be approved.

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