



# CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT  
BUSINESS RELATIONS BUREAU

**H-1**  
**Revised**  
**Attachment**

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

## Recommended Conditions of Operation LJB Bishop Enterprises, Inc., DBA Shore Ultra Lounge 6400 E. Pacific Coast Highway Application for Entertainment with Dancing

In response to your request for a recommendation regarding the above named permit application for Entertainment with Dancing, the Department of Financial Management recommends **approval** of a **One-Year Short-Term Permit** subject to the following conditions:

### CONDITIONS OF OPERATION

- 1) No owner, operator or manager shall permit any person under the age of twenty-one (21) years within the premises at any time during the hours of operation. *{Issued per One-Year Short-Term permit dated 7/7/09; see condition #6}*
- 2) An identification card scanner shall be used for all patrons entering the establishment after 10:00 PM for the sole purposes of verifying patron age and/or authenticity of a patron's driver's license or identification card. *{New}*
- 3) 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. *{Issued per One-Year Short-Term permit dated 7/7/09; see condition #17}*
- 4) During the hours of operations, the rear door(s) of the establishment shall remain closed at all times except to accept deliveries and in cases of emergency. The rear door(s) shall be constructed of a solid material to help reduce noise pollution and shall not consist solely of a screen or ventilated security door. *{New}*
- 5) Noise **generated on-site from the permitted entertainment uses** or emanating from the Permittee's premises shall not be heard beyond 50 feet from the exterior of the premises in any direction. The permittee shall be responsible for determining how to meet this requirement, by keeping doors and windows shut, limiting hours of entertainment or offering non-amplified entertainment. *{Combined condition #8 from the permit issued 7/7/09 and a new condition}*
- 6) **Deliveries to and from** or shipping and/or receiving activities the premises shall be limited to the hours of 8:00 AM to 10:00 PM. *{Combined condition #18 from the One-Year Short-Term permit issued 7/7/09 and a new condition}*
- 7) Trash and refuse collection shall be limited to the hours of 8:00 AM to 10:00 PM. *{Similar to condition #19 of the One-Year Short-Term permit issued 7/7/09}*
- 8) Employees and independent contractors providing services at the subject premises shall not discard trash or bottles into the outside dumpster between the hours of

10:00 PM and 8:00 AM. *{Similar to condition #20 of the One-Year Short-Term permit issued 7/7/09}*

- 9) The establishment shall remain in compliance with all applicable sections of the Long Beach Noise Ordinance (LBMC Chapter 8.80). *{Issued per One-Year Short-Term permit dated 7/7/09; see condition #21}*
- 10) The sale of alcoholic beverages for consumption off-premises is strictly prohibited. *{Issued per One-Year Short-Term permit dated 7/7/09; see condition #22}*
- 11) The property shall be maintained in a neat, quiet, and orderly condition and operated in a manner so as not to be detrimental to adjacent properties and occupants. This shall encompass the maintenance of exterior facades of the building, designated parking areas serving the use, fences and the perimeter of the site (including all public parkways). The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control. *{Combined condition #23 of the One-Year Short-Term permit issued 7/7/09 and a new condition}*
- 12) There shall be no exterior advertising or sign of any kind or type, including advertising directed to the exterior of the establishment from within the establishment, promoting or indicating the availability of alcoholic beverages. *{Similar to condition #27 of the One-Year Short-Term permit issued 7/7/09}*
- 13) No alcoholic beverages shall be consumed on any property adjacent to the licensed premises under the control of the licensee. *{Issued per One-Year Short-Term permit dated 7/7/09; see condition #26}*
- 14) In the event that the business begins food service, the premises shall be maintained as a full service restaurant providing an assortment of full meals normally offered in such establishments. If once the business becomes a restaurant and then restaurant operations cease, the entertainment permit shall be null and void. *{New}*
- 15) In the event that the business begins food service, during all business hours, including permitted entertainment activities, the Permittee shall operate the establishment as a licensed bona fide commercial restaurant used and kept open for the cooking and serving of an assortment of full meals to guests for compensation. Fast food, snacks and hors d'oeuvres shall not constitute a full meal. *{New}*
- 16) Entertainment provided shall end by 2:00 AM, or earlier, seven days a week. Entertainment shall not begin earlier than 7:00 PM Monday through Friday and 1:00 PM Saturday and Sunday. *{New}*
- 17) No employee, independent contractor providing services, patron or entertainer, shall exit or loiter near the rear of the business or on East Marina Drive and/or East Pacific Coast Highway after 10:00 PM, except in the case of an emergency. Additionally, no employee, independent contractor providing services, patron, or entertainer shall loiter in the parking lots adjacent to the establishment on both sides of East Marina Drive and/or East Pacific Coast Highway, ensuring that exiting patrons walk directly to their vehicles and not loiter in the parking lots or the

- immediate area. *{Issued per One-Year Short-Term permit dated 7/7/09; see condition #28}*
- 18) Any exterior doors other than the entrance door shall not be used for any type of deliveries, including loading or unloading of any performer's equipment, between the hours of 10:00 PM and 7:00 AM. *{New}*
  - 19) There shall be no "queue" allowed after 12 midnight, Sunday through Wednesday nights, and 1:00 AM Thursday, Friday, and Saturday nights. All persons gathering outside after the allowed hours shall be considered to be loitering. The public right of way (sidewalk), or an entrance to any business shall not be blocked at any time. *{New}*
  - 20) The permittee shall be responsible for maintaining an adequate security staff to supervise patrons inside the establishment, those waiting to enter and in the parking lot. Patrons awaiting entry in a defined "queue" shall be counted toward the calculation of required security staffing levels. For crowds up to fifty (50) people, the permittee shall provide a minimum of one (1) uniformed security guard. For crowds over (50) fifty people, the permittee shall provide a minimum of one (1) additional uniformed security guard per fifty (50) people. Security guards must be identifiable as "Shore Ultra Lounge" 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 security as directed by the Chief of Police. *{Issued per One-Year Short-Term permit dated 7/7/09; see condition #9}*
  - 21) The permittee shall ensure that a security guard monitor and check the property adjacent to, and the parking lots on each side of East Marina Drive or East Pacific Coast Highway on an hourly basis after 8:00 p.m., each night of the week. Security shall maintain order and prevent the unlawful consumption of alcohol. Security shall prevent any activity that would interfere with the quiet enjoyment of any nearby residential property. Security guards must be identifiable as "Shore Ultra Lounge" employees. *{Similar to condition #29 of the One-Year Short-Term permit dated 7/7/09}*
  - 22) 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 Long Beach City public safety personnel upon request. (LBMC section 18.48.320). *{Issued per One-Year Short-Term permit dated 7/7/09; see condition #5}*
  - 23) 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. *{Issued per One-Year Short-Term permit dated 7/7/09; see condition #6}*
  - 24) Shore Ultra Lounge, its promoters, or agents shall not distribute any advertising matter, such as signs, posters, or promotional cards, in or upon any public property, or in or on any vehicle in any such place in the City. Distribution of any advertising matter upon private property shall adhere to the following guidelines: by placing the same matter in a receptacle, clip, or other device designed or intended to receive

advertising matter. The permittee shall keep all promoter contracts, including names, addresses and phone numbers, on file at all times, and must be available for inspection at anytime. *{Issued per One-Year Short-Term permit dated 7/7/09; see condition # 14}*

- 25) The permittee shall maintain full compliance with all applicable federal, state and local laws and stated conditions attendant to all required licenses and permits issued for the establishment. In the event of a conflict, the more stringent regulation shall apply. *{Similar to condition #15 of the One-Year Short-Term permit dated 7/7/09}*
- 26) 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. *{Issued per One-Year Short-Term permit dated 7/7/09; see condition #16}*
- 27) 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. *{Issued per One-Year Short-Term permit dated 7/7/09; see condition #1}*
- 28) The permittee shall install and maintain a video surveillance system to assist with monitoring the property. The permittee shall contact the Long Beach Police Department for a copy of the Video Surveillance System Guidelines for guidance on camera location and equipment specifications. Recordings shall be retained for no less than 10 days. *{New}*
- 29) The permittee shall maintain security cameras at all entrances and facades of the building. Recorded video shall be viewable upon request. *{Issued per One-Year Short-Term permit dated 7/7/09; see condition #30}*
- 30) The permittee shall not allow patrons to enter the establishment after 1:00 AM. Entrance closure does not restrict normal hours of operation. *{New}*
- 31) 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. *{Issued per One-Year Short-Term permit dated 7/7/09; see condition #2}*
- 32) All independent contractors and promoters must have, or obtain a City of Long Beach Business License prior to conducting entertainment activities governed by this permit. The permittee shall be responsible for all entertainment activities at the location, including those conducted by promoters or independent contractors. *{Issued per One-Year Short-Term permit dated 7/7/09; see condition #12}*
- 33) The permittee must provide all promoters and independent contractors hired to

conduct entertainment activities at the property with a copy of the herein approved permit, which shall include a copy of the approved conditions of operation. *{Issued per One-Year Short-Term permit dated 7/7/09; see condition #13}*

- 34) The permittee must submit an application for the renewal of the entertainment with dancing permit not later than four (4) months prior to the One-Year Short-Term permit expiration date. *{New}*
- 35) 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. *{Issued per One-Year Short-Term permit dated 7/7/09; see condition #10}*
- 36) Shore Ultra Lounge 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 at or inside the business. *{Issued per One-Year Short-Term permit dated 7/7/09; see condition # 3}*
- 37) There shall be no outdoor entertainment allowed at any time. *{Issued per One-Year Short-Term permit dated 7/7/09; see condition #7}*
- 38) The use of speakers to provide amplified sound on the patio shall be prohibited at all times. This restriction shall not apply to a self-contained unit, such as a portable radio, so long as the speaker size does not exceed six (6) inches, and the sound cannot be heard more than 50 feet from the patio. *{New}*

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