

# CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

# H-5

333 West Ocean Blvd • Long Beach, California 90802

December 14, 2010

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive the supporting documentation into the record, conclude the hearing and grant a One-Year Short-Term Permit, with conditions on the application of Club Investment LP, DBA Ice Bar, 49 South Pine Avenue, for Entertainment With Dancing by Patrons at an existing Restaurant. (District 2)

## 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. If this is so, the application shall be approved, a short-term 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 Permit, with or without conditions; or, 3) deny the Permit on the application.

Attached for your review is the application from Club Investments LP, DBA Ice Bar. 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 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 as a One-Year Short-Term Permit subject to the standard entertainment conditions of the Downtown Dining and Entertainment District (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 restaurant with alcohol since July 2002.

This matter was reviewed by Deputy City Attorney Kendra Carney on November 22, 2010.

#### TIMING CONSIDERATIONS

The hearing date of December 14, 2010, has been posted on the business location, with the applicant and property owners within 300 feet notified by mail.

#### FISCAL IMPACT

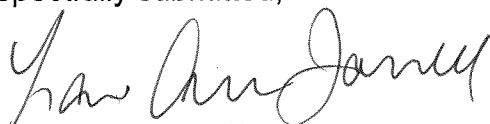
The following fees were collected with the application: Building Review \$20 and Zoning Review \$14 (Development Services Department), Police Investigation \$1,159 (Police Department), and Labels \$90 (Financial Management Department).

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

#### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



LORI ANN FARRELL  
DIRECTOR OF FINANCIAL MANAGEMENT/CFO

LAF:ES:AMK  
K:\Exec\Council Letters\Business Relations\Hearing Letters\12-14-10 ccl - Ice Bar.doc

APPROVED:



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PATRICK H. WEST  
CITY MANAGER

ATTACHMENTS



# 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) 570-6211

## Recommended Conditions of Operation

Club Investments LP, DBA Ice Bar

95 S Pine Avenue

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 subject to the following conditions:**

### CONDITIONS OF OPERATION

- 1) Indoor entertainment and outdoor non-amplified entertainment that otherwise conforms with the requirements of state and local laws and regulations may be offered pursuant to permit until 2 a.m., seven days a week.

Outdoor amplified entertainment is prohibited during the period of the pilot program, except for rooftop entertainment that was permitted at the time of the creation of this pilot program, or except in conjunction with a special events permit.

- 2) Each holder of an existing entertainment permit within the entertainment district and each new applicant for a downtown area entertainment permit, including an applicant who acquires an existing business through a change of ownership, shall, within ninety (90) days of application, attend a permit orientation session conducted by or at the direction of the City. Each new applicant for a downtown area entertainment permit, including an applicant who acquires an existing business through a change of ownership, shall, within ninety (90) days of application, submit proof of attending the LEAD program offered by the Department of Alcoholic Beverage Control.
- 3) The permittee shall comply with all applicable laws, regulations, ordinances and stated conditions. It is the intent of the City that each permittee make his or her own business decisions as to how to implement compliance; however, if the permittee fails to comply with the conditions of this permit, or if his or her operations result in excessive police service as defined below, the permittee will be required to operate under the more restrictive conditions described in Attachment "B" and made a permanent part of this permit without further hearing.
- 4) The permittee shall be responsible for all entertainment activities at the location, including those conducted by promoters. Each permittee and promoter conducting business within the City of Long Beach must have or obtain a City of Long Beach Business License prior to conducting entertainment activities governed by this permit. The permittee shall provide all promoters and agents hired to conduct entertainment activities with a copy of the approved permit, which shall include a copy of the approved conditions of operation.

- 5) 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 approval by City Council.
- 6) The permittee shall comply with the requirements of LBMC Sec. 8.80 (Noise) at all times. In addition, in response to a complaint, the Police Department will enforce Penal Code Section 415 (disturbing the peace) and all other state and local provisions related to the "public peace." Permittee shall conduct all aspects of his or her operation, including before and after-hours deliveries and maintenance, in consideration of residences located nearby. Permittee agrees that the following standard is reasonable: Noise emanating from Permittee's premises shall not be audible from the middle of the street adjoining the premises.
- 7) No adult entertainment, as defined by section 5.72.115(B) LBMC, shall be conducted on the permitted premises. The permittee shall not allow, permit, procure or encourage, anyone to expose 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.
- 8) Current occupancy loads shall be posted at all times, and the permittee shall have an effective system to keep count of the numbers of occupants present at any given time and provide that information to public safety personnel upon request. (LBMC section 18.48.320)
- 9) Should the permittee's operation give rise to a substantial increase in complaints/calls for police service, 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. In the event of a conflict on this issue between the requirements of this permit and any permit issued by the Alcoholic Beverage Commission, the more stringent regulation shall control.
- 10) The permittee shall be responsible for maintaining an adequate security staff to supervise patrons and those waiting to enter. Potential 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 inside (or in a defined queue waiting to enter) an establishment, the permittee shall provide a minimum of one (1) uniformed licensed security guard per floor. There shall be one additional guard for each subsequent increment or each partial increment of 50, plus one guard per each additional floor. (Example: a one-story establishment with 75 patrons present must have two guards. A two-story establishment with 75 patrons present must have three guards.) Potential patrons awaiting entry in a defined "queue" shall be counted toward the calculation of required security staffing levels. The Chief of Police may relax these staffing levels during daylight hours, or during hours in which the primary activity in the establishment is dining, if he determines that a lower level of security staffing is consistent with the protection of public health and safety.

The attire of each security guard shall clearly indicate the guard's affiliation with the establishment by means of a pin shirt, or other clearly-visible form of identification.

- 11) 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.

- 12) 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.
- 13) Patrons under eighteen (18) years of age shall not be permitted to enter nor permitted to remain on the premises after **10 p.m.**, unless accompanied by a parent or legal guardian.
- 14) The permittee shall establish a program to discourage loitering and littering outside any of the entrance/exit doors at all times open for business. This should be done by use of security guards and/or signs near all exits that encourage patrons to "respect or neighbors" and the provision of trash receptacles.
- 15) At the conclusion of each event and at closing time, the permittee's staff shall remind patrons to refrain from loitering in the immediate area, littering or making excessive noise. Patrons should be reminded to use trash receptacles and to walk directly and quietly to their cars or other transportation.
- 16) The permittee shall not distribute, post or attach, and shall be responsible for ensuring that its promoters and or agents do not distribute, post or attach, advertising matter on public property or on any vehicle on public property.
- 17) 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.
- 18) When the Chief of Police determines that excessive police services are required as the result of any incident or nuisance arising out of or in connection with the permittee's operations, the cost of such services shall be billed to the permittee as an expense of an emergency response. "Expense of an emergency response" means those costs incurred by the City of Long Beach in making any appropriate

emergency response to the incident, and shall be comprised of all costs directly arising because of the response to the particular incident including, but not limited to, the costs of providing police, firefighting, rescue, and emergency medical services at the scene of the incident, as well as the salaries of the personnel responding to the incident.

- 19) The quarterly gross sale of alcoholic beverages shall not exceed the gross sales of food during the same period. The licensee shall at all times maintain records which reflect separately the gross sale of food and the gross sales of alcoholic beverages of the licensed business. Said records shall be kept no less frequently than on a quarterly basis and shall be made available to the Department of Alcohol Beverage Control on demand.
- 20) No alcoholic beverages shall be consumed on any property adjacent to the licensed premises under the control of the licensee(s) as defined on the ABC-257 dated 11/18/08 and ABC-253 dated 11/18/08.
- 21) No alcoholic beverages shall be allowed to be brought onto the license area by the public nor shall alcoholic beverages be allowed to be taken off the licensed area by the public.
- 22) No changes shall be made in the interior premises without prior written approval from the Department of Alcoholic Beverage Control as defined on the ABC-257 dated 11/18/08 and ABC-253 dated 11/18/08.
- 23) The permittee shall install and maintain a video surveillance system that monitors no less than the front and rear of the business with full view of the public right-of-ways and any parking lot under the control of the permittee. The video system must be capable of delineating on playback the activity and physical features of persons and areas within the premises. Recordings shall be retained for a minimum of 30 days and be accessible via the Internet by the Long Beach Police Department. A Public Internet Protocol (IP) address and user name/password is also required to allow the Long Beach Police Department to view live and recorded video from these cameras over the internet. All video security cameras shall be installed to the satisfaction of the Chief of Police, Director of Technology Services, and Director of Development Services. At the discretion of the Chief of Police, the permittee may be required to add additional video cameras.
- 24) 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.

## Attachment "B"

### Tiered Conditions

This page contains progressively more stringent regulations on entertainment and related activities in the Dining and Entertainment District. By applying for a permit, the applicant agrees to the conditions contained here and understands that he or she is not entitled to a public hearing if these conditions are applied. The City Council may add further conditions not listed here, or revoke the permit, if the permittee does not comply with the conditions imposed in this permit.

The conditions on this attachment do not modify or limit in any way the authority of the Chief of Police to enforce Penal Code Section 415 (disturbing the peace) against any person, or of the Chief of Police or the Fire Marshal to immediately take action in the event of an imminent threat to public health or safety.

#### Tier 1 Conditions:

Permittee may have entertainment on the premises during the maximum hours permitted in the district, consistent with ABC requirements and conditions imposed under a Conditional Use Permit. As long as the primary requirements for safety and noise are met (Conditions 1-17), Permittee may choose the methods of meeting those requirements.

Noncompliance with Tier 1 conditions: when the Chief of Police determines that Permittee has violated the terms of the permit, including the Permittee's obligation to comply with all other laws and regulations, but believes those violations can be remedied through education and/or minor modifications to Permittee's operation, Permittee will be asked to attend a meeting with the involved departments, pilot program area residents and businesses, and other interested persons to address community concerns and discuss how the implementation of Tier 2 Conditions can be avoided.

#### Tier 2 Conditions:

##### Noise:

Following the receipt of 3 or more noise complaints that require a response by the Police Department within a 30-day period and which are found to violate the "middle of the street" standard for noise, Permittee will be notified that his or her premises must comply with those Tier 2 Noise Conditions which the Chief of Police determines are necessary to protect the public peace and to comply with the City's noise ordinance, from among the following list:

---Permittee must keep all doors and windows closed except while patrons are entering or exiting.

---Meet with Health Department staff to discuss best practices to be implemented to mitigate noise.

- No outdoor entertainment of any kind will be permitted after 10 p.m.
- No queue after midnight. Any persons gathering outside the establishment shall be considered to be loitering.

#### Security/Public Safety:

For the purposes of this section, an "incident" means a complaint or occurrence that requires a police or Fire Marshal response to Permittee's premises due to Permittee's noncompliance with the terms and conditions of the Entertainment Permit. Following 3 or more incidents within a 30-day period, the Chief of Police or Fire Marshal will notify Permittee of additional measures and conditions to be implemented. These additional measures will be some or all of the following:

- Additional security personnel at hours determined necessary by the Chief of Police to prevent Permittee's operations from creating a public nuisance.
- Additional security checks on incoming patrons.
- No queue after midnight. Any persons gathering outside the establishment shall be considered to be loitering.
- Any additional measures deemed necessary by the Chief of Police or the Fire Marshal to protect health and safety.

NOTE: upon the request of a permittee who has been required to implement Tier 2 conditions, the Chief of Police, in consultation with the Fire Marshal and the Health Department, shall review the permittee's recent compliance history and determine whether some or all conditions can be returned to Tier 1 levels consistent with the protection of public health and safety.

#### Tier 3 Conditions:

The failure of a permittee to resolve noise and/or security/public safety issues as directed by the Chief of Police or the Fire Marshal within a reasonable period, not to exceed 30 days in any case, shall result in the implementation of Tier 3 conditions:

#### Noise:

- No outdoor entertainment of any kind will be permitted at any time.
- Only non-amplified entertainment will be permitted at any time OR amplified entertainment will only be permitted until 10 p.m. any night.
- Contain all noise within the premises. No noise audible outside the establishment.
- Implement Health Department recommendations to mitigate noise. Provide pre- and post-implementation monitoring data collected by a certified noise expert approved by the Health Department.

#### Security/Public Safety:

- The establishment must cease entertainment not later than 10 p.m. on Sunday through Wednesday nights and no later than midnight on Thursday through Saturday nights. The Chief of Police is authorized to make adjustments of up to one hour in these times to protect the public peace.



---Permittee shall limit the queue outside the establishment to no more than 20 people. There shall be no queue within 2 hours of the lawful closing time. Any persons gathering outside the establishment shall be considered to be loitering.  
---Any additional measures determined necessary by the Chief of Police or the Fire Marshal to protect health and safety.

If the City determines that Permittee has not modified his or her operations in compliance with Tier 3 conditions and Permittee continues to fail to comply with the terms and conditions of the Entertainment Permit, the City shall begin revocation or suspension proceedings. Permittee is entitled to a hearing to contest such revocation or suspension.



# 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 Club Investments LP, DBA Ice Bar. Also attached are reports from various departments stating their recommended disposition of the subject application. These are summarized as follows:

### SUBMITTED FOR CITY COUNCIL ACTION

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

Questions concerning the above may be directed to the following:

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

Compiled by: Department of Financial Management  
Business Relations Bureau



# CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

333 West Ocean Boulevard • Long Beach, CA 90802 • (562) 570-6211 • Fax (562) 499-1099

BUSINESS RELATIONS BUREAU

## FIVE YEAR HISTORY OF BUSINESS ESTABLISHMENT 49 S. Pine Avenue

Club Investments LP  
DBA: Ice Bar  
Lic#21002350  
04/10 – Pending

Entertainment With Dancing

Global Parking System  
Lic#20913340  
04/09 – Current

Valet Parking

Club Investments LP  
DBA: Ice Bar  
Lic#20848190  
04/09 – 4/10

Entertainment With Dancing

Club Investments LP  
DBA: Ice Bar  
Lic#20845920  
09/08 – Active

Restaurant With Alcohol

Gourmet Properties  
DBA: Cave 49  
Lic#20419590  
04/04 – 08/08

Entertainment With Dancing

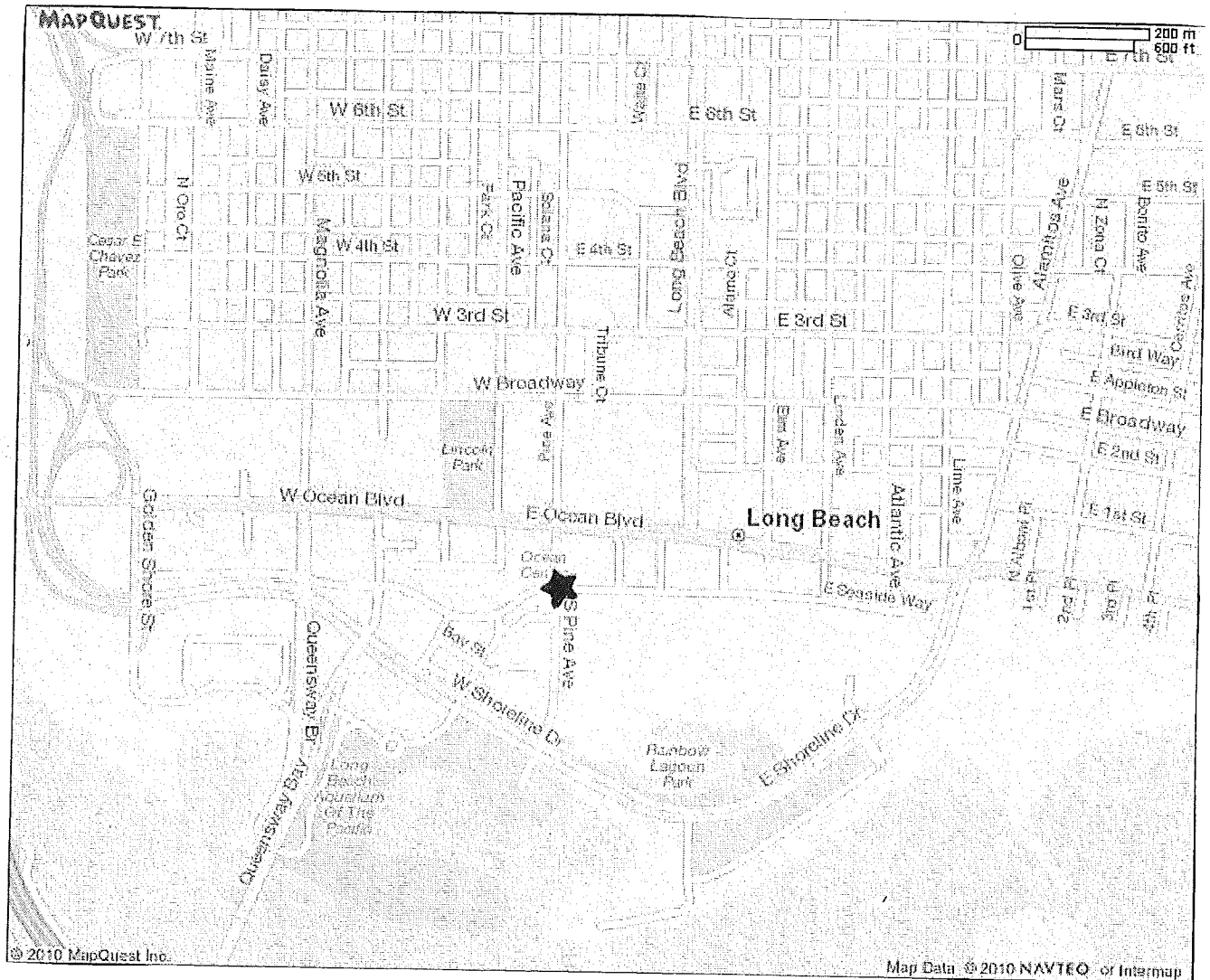
Gourmet Properties  
DBA: Cave 49  
Lic#20418290  
04/04 – 04/08

Restaurant With Alcohol

Gourmet Properties  
DBA: Club 49  
Lic#20418300  
04/04 – 05/06

Hall Rental

Ice Bar  
49 S. Pine Avenue





**CITY OF LONG BEACH BUSINESS LICENSE APPLICATION**  
 Fourth Floor, City Hall  
 333 W. Ocean Boulevard, Long Beach, CA 90802

[www.longbeach.gov](http://www.longbeach.gov)  
 (562) 570-6211

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GENERAL INFORMATION					
OWNER'S NAME (or corporate name, partnership name, or partners) <u>Bruce Alavi Club Investments LP</u>		DRIVER'S LICENSE NUMBER	STATE	SOCIAL SECURITY NUMBER	
BUSINESS NAME (D.B.A.) <u>ICE Bar</u>		TYPE OF BUSINESS (Be specific) <u>Restaurant &amp; Bar</u> <small>entertainment w/dance</small>			
BUSINESS ADDRESS	STREET	CITY	STATE	ZIP	AREA CODE/TELEPHONE
<u>49 S. pine Ave.</u>	<u>Long Beach</u>	<u>Ca</u>	<u>90802</u>	<u>562</u>	<u>495-8200</u>
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' OR PARTNERS' NAMES AND RESIDENTIAL ADDRESSES (IF MORE, PLEASE ATTACH A LIST)					% OWNERSHIP
<u>Bruce Alavi</u>					<u>owner</u>
<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"/> L.L.P. <input type="checkbox"/> L.L.C.		

BUSINESS OPERATIONS INFORMATION					
START DATE <u>1/21/10</u>	NO. OF EMPLOYEES <u>12</u>	NO. OF VEHICLES <u>0</u>	FEDERAL TAX ID. NUMBER	SALES TAX (SELLER'S PERMIT) NUMBER	
Does your business have a Calif State Lic? <input checked="" type="checkbox"/> Y <input type="checkbox"/> N		STATE LICENSE NUMBER	CLASSIFICATION(S)	RENEWAL DATE	

FOOD / ALCOHOL / TOBACCO / ENTERTAINMENT	
Do you plan to sell or serve food? (including pre-packaged)	<input checked="" type="checkbox"/> Y <input type="checkbox"/> N
If serving food, how many seats? <u>67</u>	
Do you plan to sell wholesale food?	<input type="checkbox"/> Y <input checked="" type="checkbox"/> N
Do you plan to sell or serve alcoholic beverages	<input checked="" type="checkbox"/> Y <input type="checkbox"/> N
If yes, ABC License number: <u>471483</u>	
Does your business involve amusement machines, video games, vending machines, jukebox and/or pool tables?	<input type="checkbox"/> Y <input checked="" type="checkbox"/> N
How many: _____ Type: _____ Owner: _____	
Do you plan to sell tobacco products or tobacco paraphernalia?	<input type="checkbox"/> Y <input checked="" type="checkbox"/> N
Will you have:	
<input checked="" type="checkbox"/> Music <input checked="" type="checkbox"/> Dancing <input checked="" type="checkbox"/> Performers <input checked="" type="checkbox"/> Adult Entertainment	<u>NO</u>

SERVICES / FUND RAISING	
Will you offer massage, tanning, body-wrap, escort or other similar personal services?	<input type="checkbox"/> Y <input checked="" type="checkbox"/> N
Will you provide a towing service?	<input type="checkbox"/> Y <input checked="" type="checkbox"/> N
Will you engage in fund raising?	<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
BUILDING AND FACILITY INFORMATION	
Property Owner's Name: <u>Ocean Center</u>	
Business sq. ft.: _____ Warehouse on site?	<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?	
Does your business require construction and/or remodeling?	<input type="checkbox"/> Y <input checked="" type="checkbox"/> N
HAZARDOUS MATERIALS / MEDICAL WASTE	
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 _____	Date <u>1/20/10</u> PRINT NAME/TITLE <u>Bruce Alavi Owner</u>
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				
Basic Tax	\$ _____	Prev Use: <u>same</u>	Exp Date: _____		
Employees # _____ @ _____ \$ _____ = _____		Prev Lic: <u>20848190</u>			
Vehicles # _____ @ _____ \$ _____ = _____		Exp Date: <u>4/21/10</u>			
Other # _____ @ _____ \$ _____ = _____		District: <u>15</u>			
PIA _____		CRT: <u>300507</u>			
PIA Employees # _____ @ _____ \$ _____ = _____		SIC: <u>5813</u>			
Regulatory Investigation		Entered by: <u>LV</u>			
Misc. Fees <u>mailing labels</u>		Date: <u>01/22/10</u>			
Sub Total		BU <u>21002350</u>			
Zoning					
Building Review					
Total	\$ _____				

Zoning Review	
<input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> N/A	
By: _____	
Date: _____	
<input type="checkbox"/> New construction <input type="checkbox"/> Reuse	
Zone: _____	
Comments: _____	

**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: _____	Date: _____
Zoning Approval By: _____	Date: _____

## APPLICATION FOR ENTERTAINMENT PERMIT

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

**Applicant's Name (Legal Ownership Structure):** Club investments LP

**Business Name (DBA):** Ice Bar **Business Phone:** 949-735-8267

**Business Site Address:** 49 S. Pine Ave., Long Beach, Ca. 90802

**Date Business Proposes To Open:** Dec. 1st, 2009

**Days & Time Premises Are Open For Inspection:** M<sup>through</sup> Sunday (7 days)

**Proposed Use(s):**

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

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

Offices, Gorges, Entertainment, dancing

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

**Contact Person(s) Phone Number:** (949) 735-8267

**Type of Organization:**

- Corporation       Partnership       Individual       Unincorporated Association or Club
- Trust               LLC               Other, explain: L.P.

**OFFICE USE ONLY**

Building       Fire       Health      (Check Inspecting Department)      Date Received: \_\_\_\_\_

Building/Location meets Department Requirements for the proposed use.

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

\_\_\_\_\_

\_\_\_\_\_

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

Inspection Completed On (date): \_\_\_\_\_ By: \_\_\_\_\_

**POLICE DEPARTMENT**

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

Conditions or Basis for Denial: \_\_\_\_\_

\_\_\_\_\_

By: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

GENERAL INFORMATION (All Applicants)

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

49 S. Pine Ave, Long Beach, Ca. 90802

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

Club Investments Lp (Ice Bar Sushi)

Place and date of filing fictitious business name statement:

Norwalk / LA 10/9/08

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:

Mark Akhavan / Jimmy

100 Wilshire Blvd # 2050, Santa Monica Ca.

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

Mark Akhavan

State whether you are licensed by any governmental agency to engage in any business. If so, list each such license held, the city in which held, and expiration date thereof:

N/A

Is this applicant a subsidiary of a present corporation or business?

YES

NO

If yes, explain:

How long has the corporation or business been in operation?

July 12th 2008

Is the location: Owned?  Rented/Leased?

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

Name:

Ocean Center LP

Address:

110 West Ocean Blvd  
Long Beach, Ca. 90802

**IF APPLYING AS A CORPORATION**

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

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

Name of Corporation:     Club investments LP  
Corporation Number:     [REDACTED] EIN  
Date and Place of Incorporation:     12 / July 08 Los Angeles  
Location Headquarters:     49 Spine Ave, Long Beach, Ca. 90802

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

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

Name	Title	Address	Telephone
<u>Bruce Behrooz</u>	<u>owner</u>	<u>[REDACTED]</u>	<u>[REDACTED]</u>
<u>Alan</u>		<u>[REDACTED]</u>	<u>( )</u>
			<u>( )</u>
			<u>( )</u>

Numbers of shares issued by Corporation:     [REDACTED]  
Number of share retained by Corporation:     [REDACTED]

Name and addresses of shareholders, if ten (10) or less state also the number and type of shares:  
Bruce Behrooz Alan     [REDACTED]     [REDACTED]

Name and address of agent for service of process designated by Corporation with the Secretary of State of California:  
Jimmy Santian     310 - 458 - 2002  
100 Wilshire Blvd #2050  
Santa Monica, Ca



**IF APPLYING AS A CORPORATION**

**INFORMATION IS REQUESTED FOR POLICE DEPARTMENT IDENTIFICATION AND INVESTIGATION**

**CORPORATE OFFICER I**

Name: Bruce Behrman Alexi Title: Owner  
Residence Address: [REDACTED] Phone: [REDACTED]  
Business Address: 49 S. Pine Ave, L.B. CA 90802 Phone: 562 495-8200  
Race: [REDACTED] Sex: [REDACTED] Hair: [REDACTED] Eyes: [REDACTED] Height: [REDACTED] Weight: [REDACTED]  
Date of Birth (mm/dd/yyyy): [REDACTED] Place of Birth: [REDACTED]  
Driver's License Number: [REDACTED] Issuing State: [REDACTED]

**CORPORATE OFFICER II**

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

**CORPORATE OFFICER III**

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

**CORPORATE OFFICER IV**

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

# GENERAL OPERATING CONDITIONS

Complete Each Question

## ALCOHOL/FOOD/ADDITIONAL BUSINESSES

1. Will liquor be sold or consumed on the premises?  YES  NO

a. If Yes, complete the following box:

Check one box to indicate License Type	Alcohol Beverage Control License No.	Premises Type: (Club (restaurant) or Commercial (store))
On sale beer <input type="checkbox"/>	_____	_____
On sale beer and wine <input checked="" type="checkbox"/>	<del>471483</del> m.A	_____
On sale distilled spirits <input checked="" type="checkbox"/>	471483	_____

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: Sushi

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

3. Are non-alcoholic beverages sold?  YES  NO

4. How many **tables** for seating? 67

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: \_\_\_\_\_ 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: 8 employees
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	AM 9-2 <sup>AM</sup>	AM 9-2 <sup>AM</sup>	AM AM 9-2 <sup>AM</sup>	AM AM 9-2 <sup>AM</sup>	AM 9-2 <sup>AM</sup>	AM 9-2 <sup>AM</sup>	AM 9-2 <sup>AM</sup>
Security	4	4	4	6	8	8	6

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 Through Sunday  
depends on the activity

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	2 AM	2 AM	2 AM	2 AM	2 AM	2 AM	2 AM

### PROXIMITY OF BUSINESSES AND RESIDENCES

19. Are there surrounding businesses?

YES  NO

a. What type?

Restaurant, Convention Center, Bars, Clubs

20. Are there surrounding residences?

YES  NO

a. Approximately how close?

\_\_\_\_\_

### 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	2 AM	2 AM	2 AM	2 AM	2 AM	2 AM	2 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 *m.A*
- Adult Entertainment as defined by LBMC Section 5.72.115 (B)?  Y  N *m.A*
- 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. concert

Describe entertainment by performers: Life Band and singers

Dance Floor?  Y  N Stage?  Y  N

If yes, provide dimensions and type of material of dance floor. L 22 X W 27 = 594 sq ft.

If yes, provide dimensions and type of material of stage. L 10 W 18 H 18"

Describe floor material and surface type: concert

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 Band	live Band	Band live, k	live band DJ	live		live band DJ
Start Time	6 PM	6 PM	6 PM	6 PM	6 PM	6 PM	6 PM
End Time	2 AM	2 AM	2 AM	2 AM	2 AM	2 AM	2 AM

**RELEASE FORM**

The undersigned, on behalf of (owner('s)) Club investments LP, 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) Ice Bar

to obtain the (entertainment type) ~~with~~ entertainment w/ dancing permit/license.

The applicant by signing this application consents service of any notice required or provided for by the laws, rules, regulations, or ordinances of the City of Long Beach upon the person at the address designated in this application as the business address, will constitute sufficient and legal notice. Any change in the person or the address listed in the application may be made only in writing to the Director of Financial Management.

The applicant consents and agrees full compliance will be made with all applicable State laws and City ordinances governing the conduct of the particular type of business activity for which a business license or permit is requested. **The applicant by signing this application understands any incomplete or false information may constitute grounds for denial.**

I swear under penalty of perjury I have read the forgoing application and all information and statements made by the undersigned/applicant regarding this applicant are true and correct.

[Signature] \_\_\_\_\_ Owner \_\_\_\_\_ 1/20/10  
(SIGNATURE OR AUTHORIZED AGENT) (TITLE) (DATE)

[Redacted] \_\_\_\_\_ [Redacted] \_\_\_\_\_  
DRIVER'S LICENSE OR ID CARD NUMBER STATE

[Signature] \_\_\_\_\_ CSR III \_\_\_\_\_ 1/21/10  
ACCEPTED BY (CITY STAFF) TITLE DATE

**BEFORE THE  
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL  
OF THE STATE OF CALIFORNIA**

**In the Matter of the Application of:**

ALAVI, Bruce Behrooz  
Dba: Ice Bar  
49 S Pine Ave  
Long Beach, CA 90802-4723



**File:** 47-471483

**Reg:**

**PETITION FOR  
CONDITIONAL  
LICENSE**

For issuance of an On-Sale General Eating Place License

Under the Alcoholic Beverage Control Act

**WHEREAS**, petitioner(s) has/have filed an application for the issuance of the above-referred-to license(s) for the above-mentioned premises; and,

**WHEREAS**, pursuant to Section 23958 of the Business and Professions Code, the Department may deny an application for a license where issuance would result in or add to an undue concentration of licenses; and,

**WHEREAS**, the proposed premises are located in Census Tract 5760 where there presently exists an undue concentration of licenses as defined by Section 23958.4 of the Business and Professions Code; and,

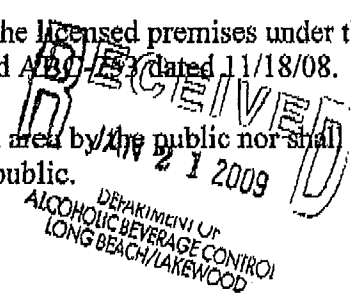
**WHEREAS**, the proposed premises are located in a crime reporting district that has a 20% greater number of reported crimes, as defined in subdivision (c) of Section 23958.4, than the average number of reported crimes as determined from all crime reporting districts with the jurisdiction of the local law enforcement agency; and,

**WHEREAS**, the petitioner(s) stipulate(s) that by reason of the aforementioned high crime and over concentration of licenses, grounds exist for denial of the applied-for license(s); and,

**WHEREAS**, the petitioner(s) stipulate(s) that by reason of the aforementioned over concentration of licenses, grounds exist for denial of the applied-for license(s); and,

**NOW THEREFORE**, the undersigned petitioner(s) do/does hereby petition for a conditional license as follows, to-wit:

1. The quarterly gross sales of alcoholic beverages shall not exceed the gross sales of food during the same period. The licensee shall at all times maintain records which reflect separately the gross sale of food and the gross sales of alcoholic beverages of the licensed business. Said records shall be kept no less frequently than on a quarterly basis and shall be made available to the Department on demand.
2. No alcoholic beverages shall be consumed on any property adjacent to the licensed premises under the control of the licensee(s) as defined on the ABC-257 dated 11/18/08 and ABC-257 dated 11/18/08.
3. No alcoholic beverages shall be allowed to be brought onto the licensed area by the public nor shall alcoholic beverages be allowed to be taken off the licensed area by the public.



Page 2  
ALAVI, Bruce Behrooz  
#47-471483

- 4. Petitioner(s) shall not share any profits, or pay any percentage or commission to a promoter or any other person, based upon money collected as a door charge, cover charge, or any other form of admission charge, including minimum drink orders, or the sale of drinks.
- 5. Petitioner(s) shall make no changes in the premises interior without prior written approval from the Department as defined on the ABC-257 dated 11/18/08 and ABC-253 dated 11/18/08.

This petition for conditional license is made pursuant to the provisions of Sections 23800 through 23805 of the Business and Professions Code and will be carried forward in any transfer at the applicant-premises.

Petitioner(s) agree(s) to retain a copy of this petition on the premises at all times and will be prepared to produce it immediately upon the request of any peace officer.

The petitioner(s) understand(s) that any violation of the foregoing condition(s) shall be grounds for the suspension or revocation of the license(s).

DATED THIS 19th DAY OF JAN, 2009.

  
 \_\_\_\_\_  
 Applicant/Petitioner

\_\_\_\_\_  
 Applicant/Petitioner



# SELLER'S PERMIT



ACCOUNT NUMBER

2/1/2009 SR EA [REDACTED]

CLUB INVESTMENTS LP  
BRUCE BEHROZ ALAVI  
49 PINE AVE  
LONG BEACH, CA 90802-4718

**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

**State of California**  
**Secretary of State**



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

That the attached transcript of 1 page(s) has been compared with the record on file in this office, of which it purports to be a copy, and that it is full, true and correct.



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

JUN 28 2008

Handwritten signature of Debra Bowen in cursive script.

DEBRA BOWEN  
Secretary of State

200817700008



State of California Secretary of State

LP-1

File #

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

JUN 24 2008

CERTIFICATE OF LIMITED PARTNERSHIP

A \$70.00 filing fee must accompany this form.

IMPORTANT - Read instructions before completing this form.

This Space For Filing Use Only

ENTITY NAME (End the name with the words "Limited Partnership" or the abbreviation "LP" or "L.P.")

1. NAME OF LIMITED PARTNERSHIP

CLUB INVESTMENTS, L.P.

INITIAL DESIGNATED OFFICE ADDRESS (Do not abbreviate the name of the city.)

2. ADDRESS OF INITIAL DESIGNATED OFFICE IN CALIFORNIA

CITY

STATE ZIP CODE

INITIAL AGENT FOR SERVICE OF PROCESS (If the initial agent is an individual, the agent must reside in California and both items 3 and 4 must be completed. If the initial agent is a corporation, the agent must have on file with the California Secretary of State a certificate pursuant to Corporations Code section 1505 and item 3 must be completed (leave item 4 blank).)

3. NAME OF INITIAL AGENT FOR SERVICE OF PROCESS

Corporation Service Company which will do business in California as CSC-Lawyers Incorporating Service

4. IF AN INDIVIDUAL, ADDRESS OF INITIAL AGENT FOR SERVICE OF PROCESS IN CA

CITY

STATE ZIP CODE

CA

GENERAL PARTNERS (Enter the names and addresses of all the general partners. Attach additional pages, if necessary.)

5a. NAME

ADDRESS

CITY

STATE ZIP CODE

Bruce Behrooz Alavi

5b. NAME

ADDRESS

CITY

STATE ZIP CODE

ADDITIONAL INFORMATION

B. ADDITIONAL INFORMATION SET FORTH ON THE ATTACHED PAGES, IF ANY, IS INCORPORATED HEREIN BY THIS REFERENCE AND MADE A PART OF THIS CERTIFICATE.

EXECUTION (This certificate must be signed by all of the general partners. If additional signature space is necessary, the signatures may be made on an attachment to this certificate.)

7. I DECLARE I AM THE PERSON WHO EXECUTED THIS INSTRUMENT, WHICH EXECUTION IS MY ACT AND DEED.

05/24/08

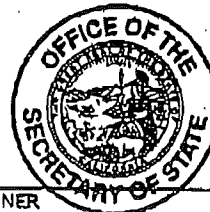
DATE

Handwritten signature of Bruce Behrooz Alavi

SIGNATURE OF GENERAL PARTNER

Bruce Behrooz Alavi

TYPE OR PRINT NAME OF GENERAL PARTNER



SIGNATURE OF GENERAL PARTNER

TYPE OR PRINT NAME OF GENERAL PARTNER

This page is part of your document - DO NOT DISCARD



20081814441

Pages:  
002



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

Fee: 23.00

Tax: 0.00

Other: 0.00

Total: 23.00

10/09/08 AT 03:22PM

2363933

200810090550018 Counter

**TITLE(S) : FICTITIOUS NAME STATEMENT**



LEAD SHEET

**Assessor's Identification Number (AIN)**

To be completed by Examiner OR Title Company in black ink.

Number of AIN's Shown

Empty rectangular boxes for entering Assessor's Identification Number (AIN) and Number of AIN's Shown.

YOUR RETURN MAILING ADDRESS

NAME: Bruce Alavi  
ADDRESS: [REDACTED]  
CITY: [REDACTED]  
STATE: [REDACTED] ZIP CODE: [REDACTED]

LOS ANGELES REGISTRAR RECORDER/ COUNTY CLERK

10/09/08



20081814441

### FICTITIOUS BUSINESS NAME STATEMENT

TYPE OF FILING AND FILING FEE (Check one)

- Original- \$23.00 (FOR ORIGINAL FILING WITH ONE BUSINESS NAME ON STATEMENT)  New Filings- \$23.00-
- Refile- \$18.00 (NO CHANGES IN THE FACTS FROM ORIGINAL FILING)  (CHANGES IN FACTS FROM ORIGINAL FILING-REQUIRES PUBLICATION)
- \$4.00- FOR EACH ADDITIONAL BUSINESS NAME FILED ON SAME STATEMENT, DOING BUSINESS AT THE SAME LOCATION \$4.00- FOR EACH ADDITIONAL OWNER IN EXCESS OF ONE OWNER

The following person(s) is (are) doing business as:

\*1. club investments LP (Ice Bar)  
Print Fictitious Business Name(s)

\*\* 49 pine Ave  
Street address of principal place of business

Long Beach, Ca. 90802 LA  
City State Zip COUNTY City State Zip

Articles of Incorporation or Organization Number (if applicable): AI #ON \_\_\_\_\_

\*\*\* REGISTERED OWNER(S):

1. Bruce Alavi Full Name/Corp/LLC  
49 Pine Ave Residence Address (P.O. Box not accepted)  
Long Beach Ca 90802 City State Zip  
If Corporation or LLC - Print State of Incorporation/Organization

2. \_\_\_\_\_ Full Name/Corp/LLC  
\_\_\_\_\_  
Residence Address (P.O. Box not accepted)  
\_\_\_\_\_  
City State Zip  
If Corporation or LLC - Print State of Incorporation/Organization

3. \_\_\_\_\_ Full Name/Corp/LLC  
\_\_\_\_\_  
Residence Address (P.O. Box not accepted)  
\_\_\_\_\_  
City State Zip  
If Corporation or LLC - Print State of Incorporation/Organization

4. \_\_\_\_\_ Full Name/Corp/LLC  
\_\_\_\_\_  
Residence Address (P.O. Box not accepted)  
\_\_\_\_\_  
City State Zip  
If Corporation or LLC - Print State of Incorporation/Organization

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

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

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

\*\*\*\*\* The registrant commenced to transact business under the fictitious business name or names listed above on 10/1  
(Insert N/A above if you haven't started to transact business)

I declare that all information in this statement is true and correct.

(A registrant who declares as true information which he or she knows to be false is guilty of a crime.)

REGISTRANTS/CORP/LLC NAME (PRINT) Bruce Alavi TITLE owner

REGISTRANT SIGNATURE [Signature] IF CORP OR LLC, PRINT NAME \_\_\_\_\_

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

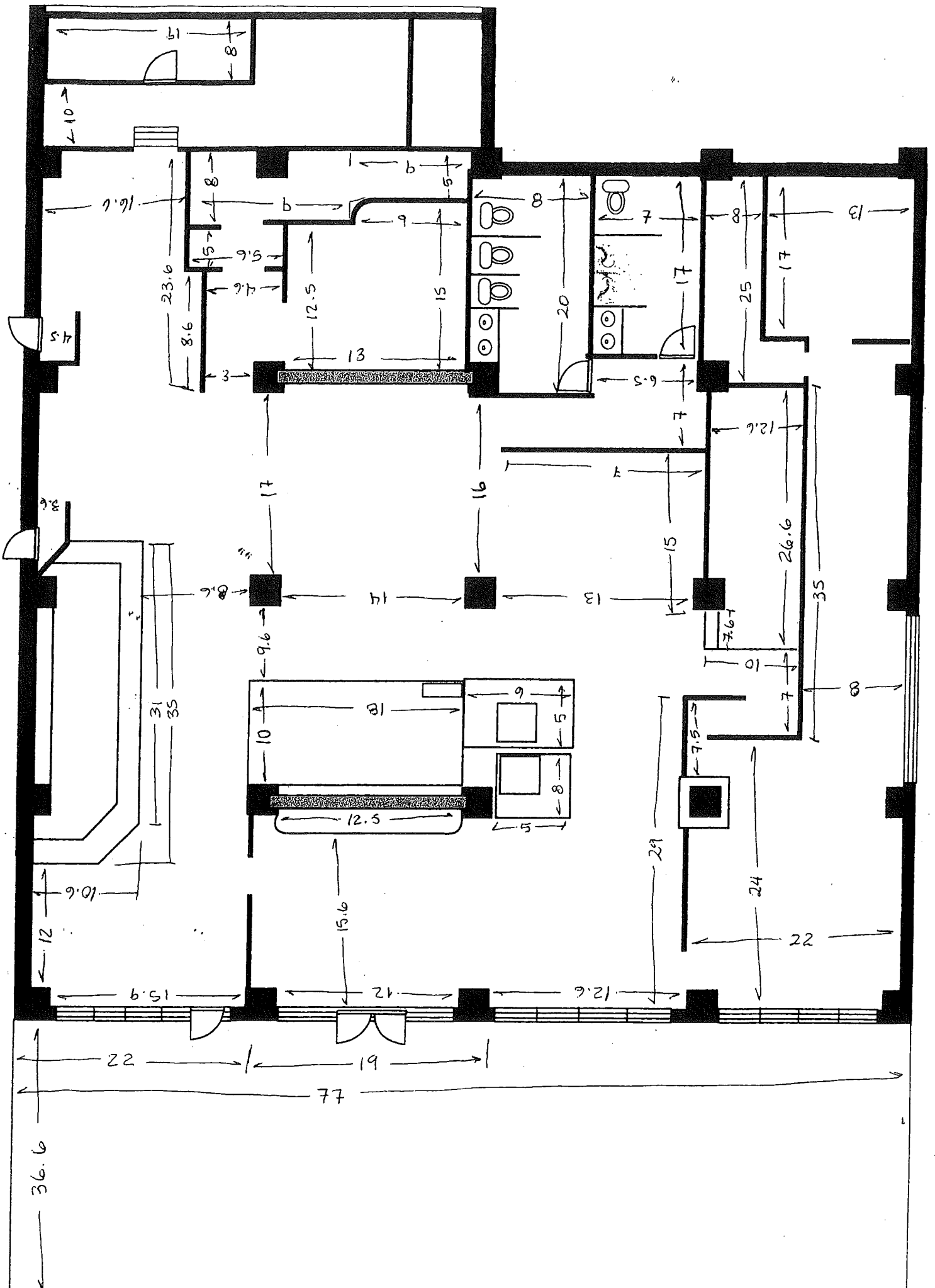
This statement was filed with the County Clerk of LOS ANGELES on the date indicated by the filed stamp in the upper right corner.  
NOTICE - IN ACCORDANCE WITH SUBDIVISION (a) OF SECTION 17920, A FICTITIOUS NAME STATEMENT GENERALLY EXPIRES AT THE END OF FIVE YEARS FROM THE DATE ON WHICH IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK, EXCEPT, AS PROVIDED IN SUBDIVISION (b) OF SECTION 17920, WHERE IT EXPIRES 40 DAYS AFTER ANY CHANGE IN THE FACTS SET FORTH IN THE STATEMENT PURSUANT TO SECTION 17913 OTHER THAN A CHANGE IN THE RESIDENCE ADDRESS OF A REGISTERED OWNER. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THE EXPIRATION.

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

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

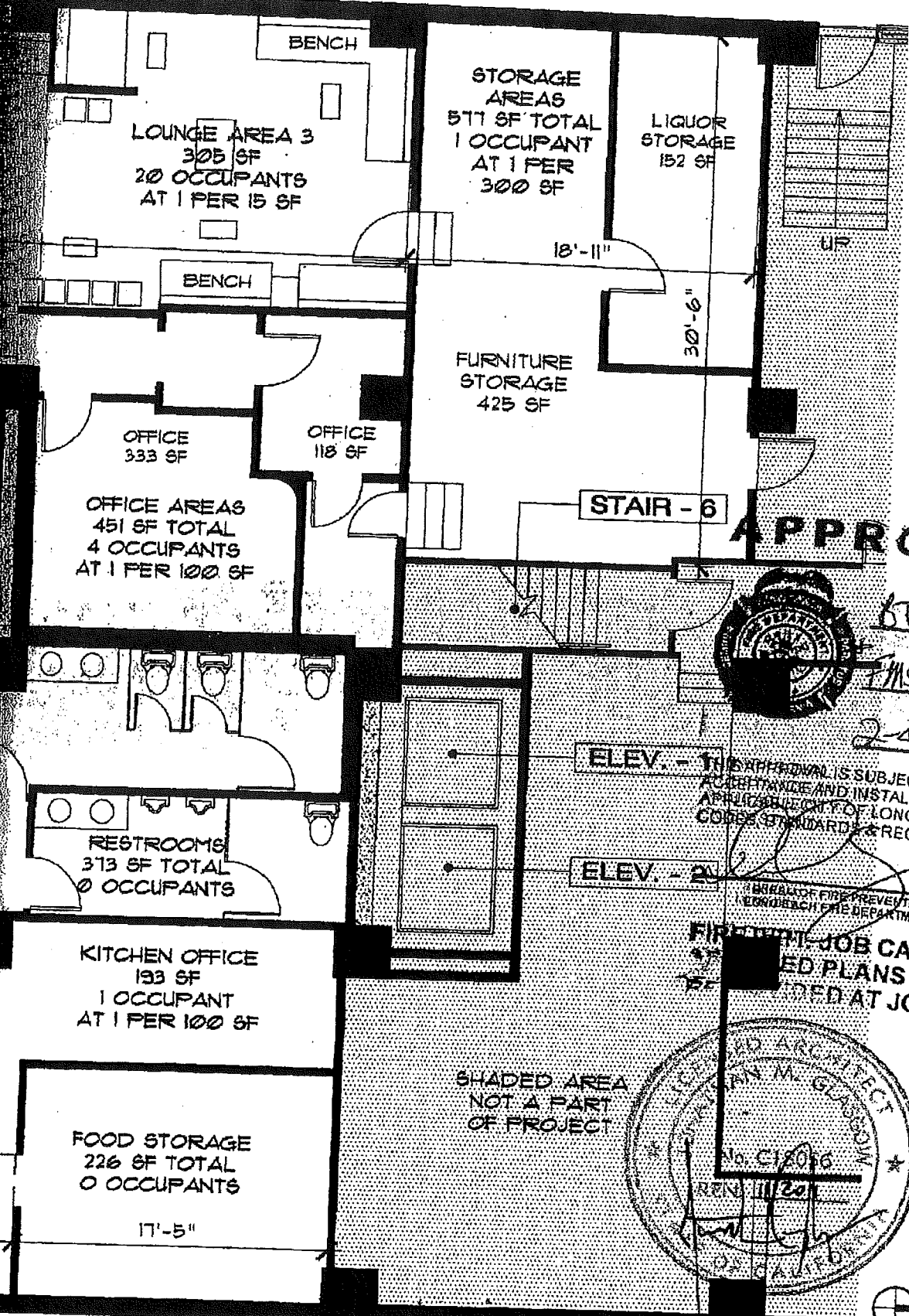
DEAN C. LOGAN, LOS ANGELES COUNTY CLERK

BY: \_\_\_\_\_, Deputy



www.interflex-1b  
1322 colonado av  
long beach, ca 9  
562.438.0

*Handwritten:* ADA: Anne



**APPROVED**



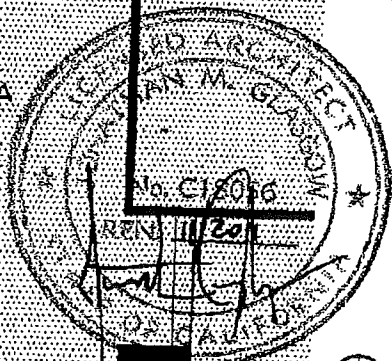
*Handwritten:* BTJ

*Handwritten:* FMS 3823

*Handwritten:* 2-4-10

ELEV. - THIS APPROVAL IS SUBJECT TO ACCEPTANCE AND INSTALLATION PER APPLICABLE CODES, STANDARDS & REQUIREMENTS

ELEV. - 20  
BUREAU OF FIRE PREVENTION  
LONG BEACH FIRE DEPARTMENT  
**FIRE FIGHT JOB CARD AND APPROVED PLANS SHALL BE PROVIDED AT JOB SITE**



© Conware 2010  
Project Number: 4015  
Date: 01.26.10  
Drawn: [ ]  
Client Approval: [ ]  
Issued: 02.01.10

CA 90101  
1/8/14  
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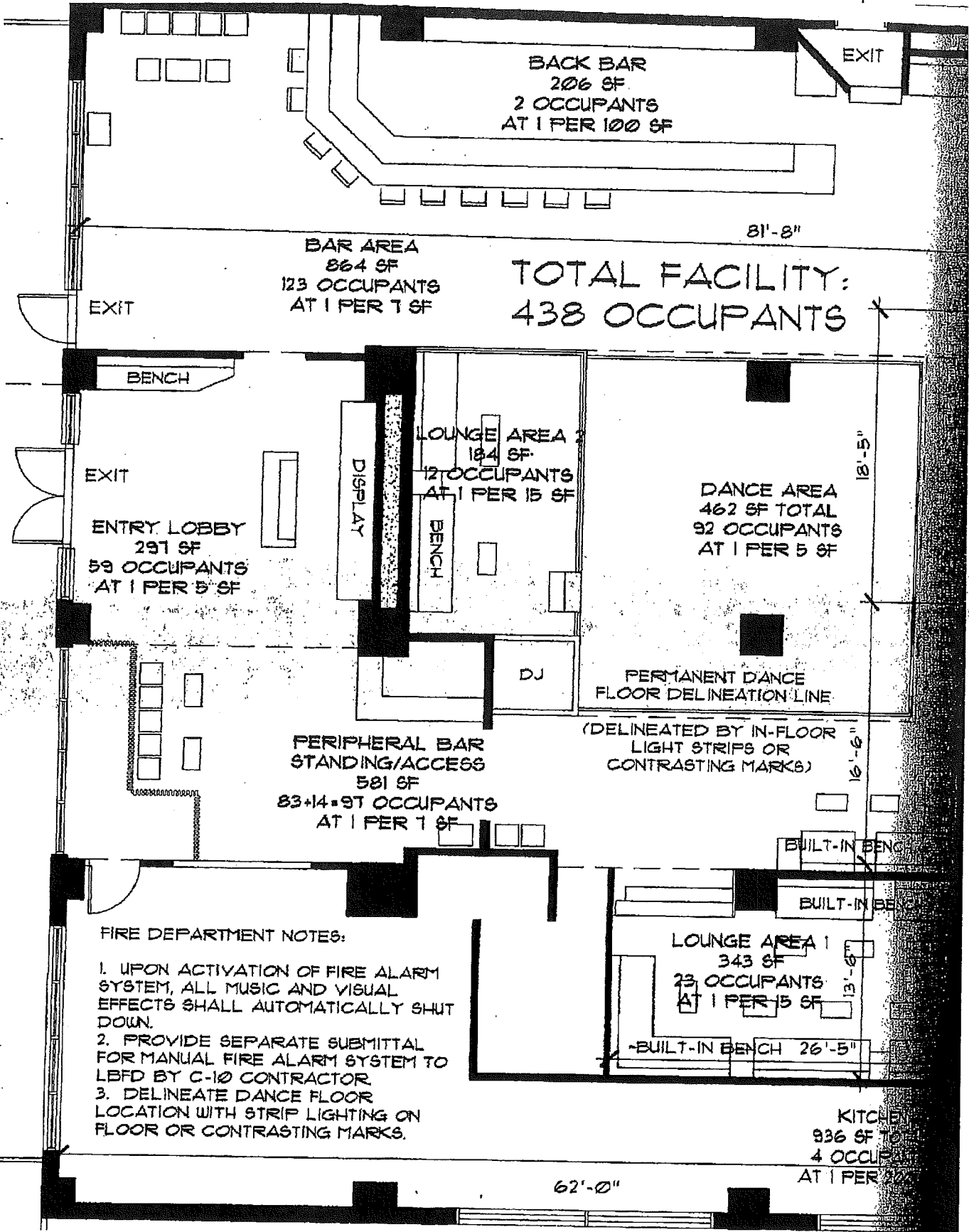
49 SOUTH PINE AVENUE  
LONG BEACH, CA 90802

AREA CALCULATIONS

**A1.0**







TOTAL FACILITY:  
438 OCCUPANTS

- FIRE DEPARTMENT NOTES:**
1. UPON ACTIVATION OF FIRE ALARM SYSTEM, ALL MUSIC AND VISUAL EFFECTS SHALL AUTOMATICALLY SHUT DOWN.
  2. PROVIDE SEPARATE SUBMITTAL FOR MANUAL FIRE ALARM SYSTEM TO LBFD BY C-10 CONTRACTOR.
  3. DELINEATE DANCE FLOOR LOCATION WITH STRIP LIGHTING ON FLOOR OR CONTRASTING MARKS.

ATA Anne



Att! Anne

intersti  
architec

AREA  
Services & Building

EXIT

42" HIGH OPEN FENCE

42" GATE W/  
PANIC HDWE  
OR EQUIVALENT

24'-8"

34'-6"

EXTERIOR SMOKING  
AREA  
851 SF  
57 OCCUPANTS  
AT 1 PER 15 SF

EXIT

BENCH

BENCH

BENCH

EXIT

EXTERIOR ENTRY  
AREA  
1,442 SF  
96 OCCUPANTS  
AT 1 PER 15 SF

BENCH

36'-9"

TOTAL  
EXTERIOR  
AREAS:

153 OCCUPANTS

BENCH

BENCH

EXTERIOR EXIT WIDTH ANALYSIS  
CBC TABLE 1005.1:  
(439 INTERIOR X .75) + (153 EXTERIOR) X  
.2 INCHES/OCCUPANT = 96"  
126 INCHES PROVIDED = OK

42" GATE W/  
PANIC HDWE

42" GATE W/  
PANIC HDWE

Area  
As per  
D.R.

next  
moved  
xor  
set  
c/x.

S  
ZL

www.interstices  
1322 coronado  
long beach, ca  
562.438

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Sheet 0128.10  
Revised  
Scale 1/8" = 1'-0"

CADD ID NO. A2  
PLT SCALE: 1/8"

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ICE BAR

49 SOUTH PINE AVENUE  
LONG BEACH, CA 90802

AREA CALCULATIONS



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

## APPLICATION FOR ENTERTAINMENT PERMIT

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

**Applicant's Name (Legal Ownership Structure):** Club Investments LP

**Business Name (DBA):** Ice Bar **Business Phone:** (949) 735-8267

**Business Site Address:** 49 S. Pine Ave., Long Beach, Ca. 90802

**Date Business Proposes To Open:** Dec. 1st, 2009

**Days & Time Premises Are Open For Inspection:** M <sup>through</sup> Sunday (7 days)

**Proposed Use(s):**

Entertainment/Restaurant With Dancing  Without Dancing

Entertainment/Tavern With Dancing  Without Dancing

Social Club  Pool or Billiard Hall  Other (explain)

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

Offices, garages, entertainment, dancing

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

**Contact Person(s) Phone Number:** (949) 735-8267

**Type of Organization:**

Corporation  Partnership  Individual  Unincorporated Association or Club

Trust  LLC  Other, explain: L.P.

**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: [Signature]

Title: Police Chief

Date: 9-23-10



**Date:** May 4, 2010  
**To:** Erik Sund, Bureau Manager, Business Relations Bureau  
**From:** Jim McDonnell, Chief of Police   
**Subject:** **APPLICATION FOR ENTERTAINMENT WITH DANCING AT THE ICE BAR  
49 SOUTH PINE AVENUE**

---

In response to your request for a recommendation regarding the above named permit application for Entertainment with Dancing, the Police Department recommends **approval**, subject to the following seventeen (17) standard conditions of the Downtown Dining and Entertainment District:

The Ice Bar is located on Pine Avenue south of Ocean Boulevard. The business is a for-profit corporation, Club Investment LP, dba Ice Bar. The corporation is owned and operated by Bruce Alavi and currently holds a Type 47 (On Sale General Eating Place) Alcoholic Beverage Control license. The establishment serves a Japanese food menu and will provide live entertainment during the evening hours. Based on the Police Department's investigation, and the South Division Patrol Commander's recommendation, the Long Beach Police Department does not believe the issuance of an Entertainment Permit with Dancing will have an adverse impact on Patrol Division resources.

**CONDITIONS OF OPERATION**

- 1) Indoor entertainment and outdoor non-amplified entertainment that otherwise conforms with the requirements of state and local laws and regulations may be offered pursuant to permit until 2 a.m., seven days a week.

Outdoor amplified entertainment is prohibited during the period of the pilot program, except for rooftop entertainment that was permitted at the time of the creation of this pilot program, or except in conjunction with a special events permit.

- 2) Each holder of an existing entertainment permit within the entertainment district and each new applicant for a downtown area entertainment permit, including an applicant who acquires an existing business through a change of ownership, shall, within ninety (90) days of application, attend a permit orientation session conducted by or at the direction of the City. Each new applicant for a downtown area entertainment permit, including an applicant who acquires an existing business through a change of ownership, shall, within ninety (90) days of application, submit proof of attending the LEAD program offered by the Department of Alcoholic Beverage Control.

ENTERTAINMENT WITH DANCING AT THE ICE BAR

49 SOUTH PINE AVENUE

Page 2

- 3) The permittee shall comply with all applicable laws, regulations, ordinances and stated conditions. It is the intent of the City that each permittee make his or her own business decisions as to how to implement compliance; however, if the permittee fails to comply with the conditions of this permit, or if his or her operations result in excessive police service as defined below, the permittee will be required to operate under the more restrictive conditions described in Attachment "B" and made a permanent part of this permit without further hearing.
- 4) The permittee shall be responsible for all entertainment activities at the location, including those conducted by promoters. Each permittee and promoter conducting business within the City of Long Beach must have or obtain a City of Long Beach Business License prior to conducting entertainment activities governed by this permit. The permittee shall provide all promoters and agents hired to conduct entertainment activities with a copy of the approved permit, which shall include a copy of the approved conditions of operation
- 5) The operation of the establishment shall be limited to those activities expressly indicated on the entertainment permit application and approved by the City Council. Any change in the operation that exceeds the conditions of the approved permit will require approval by City Council.
- 6) The permittee shall comply with the requirements of LBMC Sec. 8.80 (Noise) at all times. In addition, in response to a complaint, the Police Department will enforce Penal Code Section 415 (disturbing the peace) and all other state and local provisions related to the "public peace." Permittee shall conduct all aspects of his or her operation, including before and after-hours deliveries and maintenance, in consideration of residences located nearby. Permittee agrees that the following standard is reasonable: Noise emanating from Permittee's premises shall not be audible from the middle of the street adjoining the premises.
- 7) No adult entertainment, as defined by section 5.72.115(B) LBMC shall be conducted on the permitted premises. The permittee shall not allow, permit, procure, or encourage, anyone to expose 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.
- 8) 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)

ENTERTAINMENT WITH DANCING AT THE ICE BAR

49 SOUTH PINE AVENUE

Page 3

- 9) Should the permittee's operations give rise to a substantial increase in complaint/calls for police service, 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. In the event of a conflict on this issue between the requirements of this permit and any permit issued by the Alcoholic Beverage Commission, the more stringent regulation shall control.
  
- 10) The permittee shall be responsible for maintaining an adequate security staff to supervise patrons and those waiting to enter. Potential patrons awaiting entry in a defined "queue" shall be counted toward the calculation of required security staffing levels. For up to fifty (50) people inside (or in a defined queue waiting to enter) an establishment, the permittee shall provide a minimum of one (1) uniformed licensed security guard per floor. There shall be one additional guard for each subsequent increment or each partial increment of 50, plus one guard per each additional floor. (Example: a one-story establishment with 75 patrons present must have two guards. A two-story establishment with 75 patrons present must have three guards.) Potential patrons awaiting entry in a defined "queue" shall be counted toward the calculation of required security staffing levels. The Chief of Police may relax these staffing levels during daylight hours, or during hours in which the primary activity in the establishment is dining, if he determines that a lower level of security staffing is consistent with the protection of public health and safety.  
  
The attire of each security guard shall clearly indicate the guard's affiliation with the establishment by means of a pin, shirt, or other clearly-visible form of identification.
  
- 11) If an establishment is licensed as a restaurant, all entertainment activities shall be conducted in conjunction with regular dining or pre-planned banquet activities. A banquet is defined as a private function held at a bona fide eating-place wherein complete and substantial meals are provided to the persons in attendance by the management of the restaurant where the function is being held. Fast food, snacks and hors d'oeuvres shall not constitute a complete and substantial meal. Taverns are not subject to this requirement.
  
- 12) Persons under eighteen (18) years of age shall not be permitted to enter nor permitted to remain on the premises after 10 p.m., unless accompanied by a parent or legal guardian.

ENTERTAINMENT WITH DANCING AT THE ICE BAR

49 SOUTH PINE AVENUE

Page 4

- 13) The permittee shall establish a program to discourage loitering and littering outside any of the entrance/exit doors at all times open for business. This should be done by use of security guards and/or signs near all exits that encourage patrons to "respect our neighbors" and the provision of trash receptacles.
- 14) At the conclusion of each event and at closing time, the permittee's staff shall remind patrons to refrain from loitering in the immediate area, littering or making excessive noise. Patrons should be reminded to use trash receptacles and to walk directly and quietly to their cars or other transportation.
- 15) The permittee shall not distribute, post or attach, and shall be responsible for ensuring that its promoters and or agents do not distribute, post or attach, advertising matter on public property or on any vehicle on public property.
- 16) 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.
- 17) When the Chief of Police determines that excessive police services are required as the result of any incident or nuisance arising out of or in connection with the permittee's operations, the cost of such services shall be billed to the permittee as an expense of an emergency response. "Expense of an emergency response" means those costs incurred by the City of Long Beach in making any appropriate emergency response to the incident, and shall be comprised of all costs directly arising because of the response to the particular incident, including, but not limited to, the costs of providing police, firefighting, rescue, and emergency medical services at the scene of the incident, as well as the salaries of the personnel responding to the incident."

JM:CNA:cna  
AppvlCondIceBar

Attachment

## Attachment "B"

### Tiered Conditions

**This page contains progressively more stringent regulations on entertainment and related activities in the Dining and Entertainment District. By applying for a permit, the applicant agrees to the conditions contained here and understands that he or she is not entitled to a public hearing if these conditions are applied. The City Council may add further conditions not listed here, or revoke the permit, if the permittee does not comply with the conditions imposed in this permit.**

**The conditions on this attachment do not modify or limit in any way the authority of the Chief of Police to enforce Penal Code Section 415 (disturbing the peace) against any person, or of the Chief of Police or the Fire Marshal to immediately take action in the event of an imminent threat to public health or safety.**

#### Tier 1 Conditions:

Permittee may have entertainment on the premises during the maximum hours permitted in the district, consistent with ABC requirements and conditions imposed under a Conditional Use Permit. As long as the primary requirements for safety and noise are met (Conditions 1-17), Permittee may choose the methods of meeting those requirements.

Noncompliance with Tier 1 conditions: when the Chief of Police determines that Permittee has violated the terms of the permit, including the Permittee's obligation to comply with all other laws and regulations, but believes those violations can be remedied through education and/or minor modifications to Permittee's operation, Permittee will be asked to attend a meeting with the involved departments, pilot program area residents and businesses, and other interested persons to address community concerns and discuss how the implementation of Tier 2 Conditions can be avoided.

#### Tier 2 Conditions:

##### Noise:

Following the receipt of 3 or more noise complaints that require a response by the Police Department within a 30-day period and which are found to violate the "middle of the street" standard for noise, Permittee will be notified that his or her premises must comply with those Tier 2 Noise Conditions which the Chief of Police determines are necessary to protect the public peace and to comply with the City's noise ordinance, from among the following list:

---Permittee must keep all doors and windows closed except while patrons are entering or exiting.

---Meet with Health Department staff to discuss best practices to be implemented to mitigate noise.

- No outdoor entertainment of any kind will be permitted after 10 p.m.
- No queue after midnight. Any persons gathering outside the establishment shall be considered to be loitering.

#### Security/Public Safety:

For the purposes of this section, an "incident" means a complaint or occurrence that requires a police or Fire Marshal response to Permittee's premises due to Permittee's noncompliance with the terms and conditions of the Entertainment Permit. Following 3 or more incidents within a 30-day period, the Chief of Police or Fire Marshal will notify Permittee of additional measures and conditions to be implemented. These additional measures will be some or all of the following:

- Additional security personnel at hours determined necessary by the Chief of Police to prevent Permittee's operations from creating a public nuisance.
- Additional security checks on incoming patrons.
- No queue after midnight. Any persons gathering outside the establishment shall be considered to be loitering.
- Any additional measures deemed necessary by the Chief of Police or the Fire Marshal to protect health and safety.

NOTE: upon the request of a permittee who has been required to implement Tier 2 conditions, the Chief of Police, in consultation with the Fire Marshal and the Health Department, shall review the permittee's recent compliance history and determine whether some or all conditions can be returned to Tier 1 levels consistent with the protection of public health and safety.

#### Tier 3 Conditions:

The failure of a permittee to resolve noise and/or security/public safety issues as directed by the Chief of Police or the Fire Marshal within a reasonable period, not to exceed 30 days in any case, shall result in the implementation of Tier 3 conditions:

#### Noise:

- No outdoor entertainment of any kind will be permitted at any time.
- Only non-amplified entertainment will be permitted at any time OR amplified entertainment will only be permitted until 10 p.m. any night.
- Contain all noise within the premises. No noise audible outside the establishment.
- Implement Health Department recommendations to mitigate noise. Provide pre- and post-implementation monitoring data collected by a certified noise expert approved by the Health Department.

#### Security/Public Safety:

- The establishment must cease entertainment not later than 10 p.m. on Sunday through Wednesday nights and no later than midnight on Thursday through Saturday nights. The Chief of Police is authorized to make adjustments of up to one hour in these times to protect the public peace.



---Permittee shall limit the queue outside the establishment to no more than 20 people. There shall be no queue within 2 hours of the lawful closing time. Any persons gathering outside the establishment shall be considered to be loitering.

---Any additional measures determined necessary by the Chief of Police or the Fire Marshal to protect health and safety.

If the City determines that Permittee has not modified his or her operations in compliance with Tier 3 conditions and Permittee continues to fail to comply with the terms and conditions of the Entertainment Permit, the City shall begin revocation or suspension proceedings. Permittee is entitled to a hearing to contest such revocation or suspension.



# APPLICATION FOR ENTERTAINMENT PERMIT

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

Applicant's Name (Legal Ownership Structure): Club investments LP  
 Business Name (DBA): Ice Bar Business Phone: 949-735-8267  
 Business Site Address: 49 S. Pine Ave. Long Beach, Ca. 90802  
 Date Business Proposes To Open: Dec. 1st. 2009  
 Days & Time Premises Are Open For Inspection: through M. Sunday (7 days)

### Proposed Use(s):

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

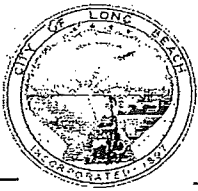
Explain briefly the proposed use of the rooms within the building:  
Offices, Storage, Entertainment, dancing

Contact Person(s) Name (authorized agent, manager, etc.): Bruce Alavi  
 Contact Person(s) Phone Number: (949) 735-8267

### Type of Organization:

- Corporation  Partnership  Individual  Unincorporated Association or Club  
 Trust  LLC  Other, explain: L.P.

OFFICE USE ONLY	
<input type="checkbox"/> Building	<input checked="" type="checkbox"/> Fire
<input type="checkbox"/> Health	(Check Inspecting Department) Date Received: <u>3/11/2010</u>
<input checked="" type="checkbox"/> Building/Location meets Department Requirements for the proposed use.	
<input type="checkbox"/> Building/Location meets Department Requirements for the proposed use subject to the following conditions:	
<input type="checkbox"/> Building/Location does not meet Department requirements for the proposed use.	
Inspection Completed On (date): <u>7/15/2010</u>	By: <u>Wendy Dantz</u>
<b>POLICE DEPARTMENT</b>	
<input type="checkbox"/> Police Department finds no for basis for denial	<input type="checkbox"/> Police Department finds basis for denial
<input type="checkbox"/> 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: 4/20/10

Name of Business (DBA): Ice Bar

Name of Business Owner: Bruce Belmezy Alavi

Business Address: 49 S. Pine Ave  
Long Beach, Ca. 90802

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) 

Title Owner

Phone # 949) 735-8267

FAX # 562) 495-1600



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

### APPLICATION FOR ENTERTAINMENT PERMIT

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

Applicant's Name (Legal Ownership Structure): Club investments LP  
 Business Name (DBA): Ice Bar Business Phone: 949-735-8267  
 Business Site Address: 49 S. Pine Ave. Long Beach, Ca. 90802  
 Date Business Proposes To Open: Dec. 1st, 2009  
 Days & Time Premises Are Open For Inspection: through M-Sunday (7 days)

**Proposed Use(s):**  
 Entertainment/Restaurant With Dancing  Without Dancing   
 Entertainment/Tavern With Dancing  Without Dancing   
 Social Club  Pool or Billiard Hall  Other (explain)

Explain briefly the proposed use of the rooms within the building:  
Offices, Storage, Entertainment, dancing

Contact Person(s) Name (authorized agent, manager, etc.): Bruce Alavi  
 Contact Person(s) Phone Number: (949) 735-8267

**Type of Organization:**  
 Corporation  Partnership  Individual  Unincorporated Association or Club  
 Trust  LLC  Other, explain: L.P.

**OFFICE USE ONLY**

Building  Fire  Health (Check Inspecting Department) Date Received: 1/22/10

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

Building/Location does not meet Department requirements for the proposed use.  
 Inspection Completed On (date): 1/22/2010 By: [Signature]  
 \* NO CHANGES IN USE \*


**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:** March 10, 2010  
**To:** Erik Sund, Manager of Business Relations Bureau  
**From:** Derek Burnham, Current Planning Officer   
**Subject:** REVIEW OF ENTERTAINMENT LICENSE REQUEST

**Site Address:** 49 S. Pine Avenue  
Long Beach, Ca 90802

**Applicant:** Club Investment LP, DBA Ice Bar

**Zoning District:** PD-6  
(Downtown Shoreline Planned Development District)

**Proposed Use:** Entertainment with Dancing

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

No CUPs or AUPs were found for the subject site.

The subject site was previously approved for an entertainment permit with dancing in November 2008. Based on floor plans submitted with the previous application and the current application, there have been no significant changes made to the floor plan.

The subject site is located within PD-6, the Downtown Shoreline Planned Development District. Entertainment, including dancing by patrons as an accessory use to a restaurant, is a permitted use in this zone except in the outdoor patio area, where dancing is prohibited.

Planning Bureau recommends that the entertainment permit with dancing for "Ice Bar" be approved.

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