



CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

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

H-1 REVISED

September 23, 2014

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive the supporting documentation into the record, conclude the hearing and grant an Entertainment permit with conditions on the application of Irene Castillo, DBA Ballroom Craze, 4102 Orange Avenue #115, for entertainment with dancing by patrons. (District 7)

DISCUSSION

The Long Beach Municipal Code (LBMC) requires an application be filed and a hearing be held before the City Council whenever this type of activity is requested and before an entertainment permit is granted or denied. Irene Castillo, DBA Ballroom Craze, began operating as a dance studio at 3092 Long Beach Boulevard in December 2005. They were granted a permit for entertainment with dancing at 3092 Long Beach Boulevard in April 2009. In October 2013, Irene Castillo, DBA Ballroom Craze, moved her dance studio business to 4102 Orange Avenue #115. They are currently applying for an entertainment permit with dancing for 4102 Orange Avenue #115.

The LBMC also requires that the City Council shall approve the issuance of the entertainment permit if they find that: the issuance of the permit at the proposed location is consistent with federal, state and local laws, rules, and regulations; it will not constitute an undue burden on the neighborhood; the applicant(s) or responsible persons have not been convicted of any misdemeanor involving moral turpitude or felony offense within the past five years; and, neither the applicant(s) or any responsible persons have a history of committing significant violations of the City code and have not provided false or misleading information on their application.

The City Council has the authority to approve the following options: 1) grant the Permit, with or without conditions; or 2) deny the Permit on the application. Once the Permit is granted, pursuant to LBMC 5.72.120.5, the Permit will be subject to an administrative review by the Department of Financial Management every two years. This review process will consist of a multi-department analysis to determine compliance and identify if issues exist. This provision does not affect the City's ability to modify, revoke or suspend a permit at any time.

City departments have conducted their investigations in accordance with the LBMC. Attached for your review are the departmental investigative reports, history, entertainment permit application and floor plan. To review all supportive documents, as well as the documents included in this report, you may visit www.longbeach.gov/finance/business_relations/entertainment.asp.

The following summarizes departmental findings:

- The Police Department recommends that the permit for entertainment with dancing by patrons be approved subject to the 16 conditions.
- The Fire Department finds that the building/location meets department requirements for the proposed use.
- The Health and Human Services Department finds that the building/location meets department requirements for the proposed use with the condition that the establishment remain in compliance with the Long Beach Noise Ordinance (LBMC Chapter 8.80).
- The Development Services Department finds that the building/location meets department requirements for the proposed use.

The Department of Financial Management, Business Relations Bureau, has reviewed all submitted department documents and correspondence and, after a thorough investigative process, recommends that the permit for entertainment with dancing by patrons be approved subject to conditions (attached).

In the event that any of the recommended conditions are in conflict with other permits or licenses, the permittee shall adhere to the strictest of the applicable conditions. This location has been licensed as a dance studio since December 2013.

This matter was reviewed by Deputy City Attorney Amy R. Webber on September 8, 2014.

TIMING CONSIDERATIONS

The hearing date of September 23, 2014, has been posted on the business location, with the applicant and property owners within 300 feet notified by mail.

FISCAL IMPACT

The following fees were collected with the application: Building Review \$22 and Zoning Review \$16 (Development Services), Police Investigation \$1,240 (Police Department), and Mailing List \$90 (Financial Management Department).

The following fees will be collected if the application is approved: Business License \$340.95 and Regulatory \$1,035 (Financial Management Department).

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JOHN GROSS
DIRECTOR OF FINANCIAL MANAGEMENT

JG/smc
K:\Exec\Council Letters\Business Relations\Hearing Letters\09-23-14 ccl -Ballroom Craze - Entertainment with Dancing.docx

ATTACHMENTS

APPROVED:



PATRICK H. WEST
CITY MANAGER



CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT
BUSINESS RELATIONS BUREAU

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

Recommended Conditions of Operation

Irene Castillo, DBA Ballroom Craze

4102 Orange Avenue #115

Application for Entertainment With Dancing

The Department of Financial Management recommends **approval** of the Permit subject to the following conditions:

I. STANDARD CONDITIONS OF OPERATION

- 1) The operation of the establishment shall be limited to those activities and elements expressly indicated on the permit application and approved by the City Council. Any change in the operation, which exceeds the conditions of the approved permit, will require that a new permit application be submitted to the City Council for their review and approval.
- 2) Unless separately applied for, reviewed, and approved, no adult entertainment, as defined by section 5.72.115(B) LBMC shall be conducted on the permitted premises.
- 3) The establishment shall remain in compliance with all applicable sections of the Long Beach Noise Ordinance (LMBC Chapter 8.80).
- 4) Due to the proximity of neighboring businesses and residences, all door(s) and windows shall be kept closed at all times during any entertainment, except in cases of emergency and to permit deliveries. Said door(s) is not to consist solely of a screen or ventilated security door. **Sound shall not be audible beyond fifty feet (50') from the exterior of the premises in any direction.** Outdoor amplified entertainment is prohibited.
- 5) The permittee shall not allow employees to discard trash or beer bottles into the outside dumpster between the hours of 10:00 P.M. and 7:00 A.M.
- 6) Deliveries to and from the premises shall be limited to the hours of 8:00 A.M. to 10:00 P.M.
- 7) Anytime the permittee allows social dancing, the permittee shall be responsible for maintaining an adequate security staff to supervise patrons inside the establishment and the parking lot. For crowds up to fifty (50) people, the permittee shall provide a minimum of one (1) security guard. For crowds over fifty (50) people, the permittee shall provide a minimum of one (1) additional security guard per fifty (50) people.

The attire of each security guard shall clearly indicate the guard's affiliation with the establishment by means of a pin, shirt, or other visible form of identification. Should the permittee's operations give rise to a substantial increase in complaint/calls for police service, or trash left in the parking lot, the permittee shall increase security staff, implement the use of electronic metal detection equipment, increase outside lighting, or make other changes to the premises or operation as the Chief of Police determines are necessary to protect the safety of the public.

- 8) The permittee shall take reasonable measures to prohibit and prevent the loitering of persons immediately outside any of the entrance/exit doors and the parking lot, at all times while open for business. This should be done by use of security guards and signage indicating words to the effect of, "Please respect our neighbors" or something similar.
- 9) At the conclusion of each event, the permittee shall take reasonable measures to ensure that exiting patrons walk directly to their vehicles, and not loiter in the front of the establishment, the parking lot or the immediate area.
- 10) The permittee agrees to reimburse the City for all costs associated with excessive police services, as determined by the Chief of Police, required as the result of any incident or nuisance arising out of or in connection with the permittee's operations.
- 11) Current occupancy loads shall be posted at all times, and the permittee shall have an effective system to keep count of the number of occupants present at any given time and provide that information to public safety personnel upon request. (LBMC section 18.48.320).
- 12) Any graffiti painted or marked upon the premises, or on any adjacent area under the control of the licensee, shall be removed or painted over within 24 hours of being applied.
- 13) The permittee must provide all promoters, independent contractors, and dancers, hired to conduct entertainment activities with a copy of the approved permit, which shall include a copy of the approved conditions of operation. The permittee shall not hire promoters with the intent to advertise/promote or hold any entertainment activities consistent with nightclub entertainment.
- 14) The business, or agents, shall not distribute any advertising matter such as signs, posters, or promotional cards, in or upon any public property, or in or on any vehicle in any such place in the City. Distribution of any advertising matter upon private property shall adhere to the following guidelines: By placing the same matter in a receptacle, clip, or other device designed or intended to receive advertising matter.

- 15) If the permittee utilizes an independent third party event promoter to provide entertainment related services resulting in any public safety call for service, the City reserves the right to remove and/or restrict the use of independent third party promoters.
- 16) 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.

II. ADDITIONAL CONDITIONS OF OPERATION

- 1) Entertainment activities indicated on page 9 of your entertainment application **shall be restricted to no later than 10:00 P.M. Sunday through Thursday nights, and 12:00 A.M. (midnight) Friday and Saturday nights. Private dance instruction within the scope of your Dance Studio Business License is exempt from these restricted hours.**
- 2) Sales, service, or consumption of Alcohol shall not be allowed on the premises or any area under control of the permittee.
- 3) The permittee shall not allow any employee, patron, or entertainer to exit or loiter near the rear door(s) leading to the alley at any time during business hours.
- 4) The permittee shall be responsible for any and all activities conducted on the property including any events by private parties. The permittee shall understand that excessive police services may result in the revocation of the business licenses and/or permits.



CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

SUMMARY OF APPLICATION FOR BUSINESS PERMIT

Attached for your review and action is an application for Irene Castillo, DBA Ballroom Craze. Also, attached are reports from various departments stating their recommended disposition of the subject application. These are summarized as follows:

SUBMITTED FOR CITY COUNCIL ACTION

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

Questions concerning the above may be directed to the following:

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

Compiled by: Department of Financial Management
Business Relations Bureau



CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

333 West Ocean Boulevard • Long Beach, CA 90802 • (562) 570-6211 • Fax (562) 570-5099

BUSINESS RELATIONS BUREAU

FIVE YEAR HISTORY OF BUSINESS ESTABLISHMENT 4102 Orange Avenue #115

Irene Castillo
DBA: Ballroom Craze
Lic#21407540
03/14 – Pending

Entertainment With Dancing

Irene Castillo
DBA: Ballroom Craze
Lic#21338370
12/13 – Current

Dance Studio

Diana D. Gonzalez
DBA: International Real Estate
Lic#20646420
09/06 – 09/07

Real Estate

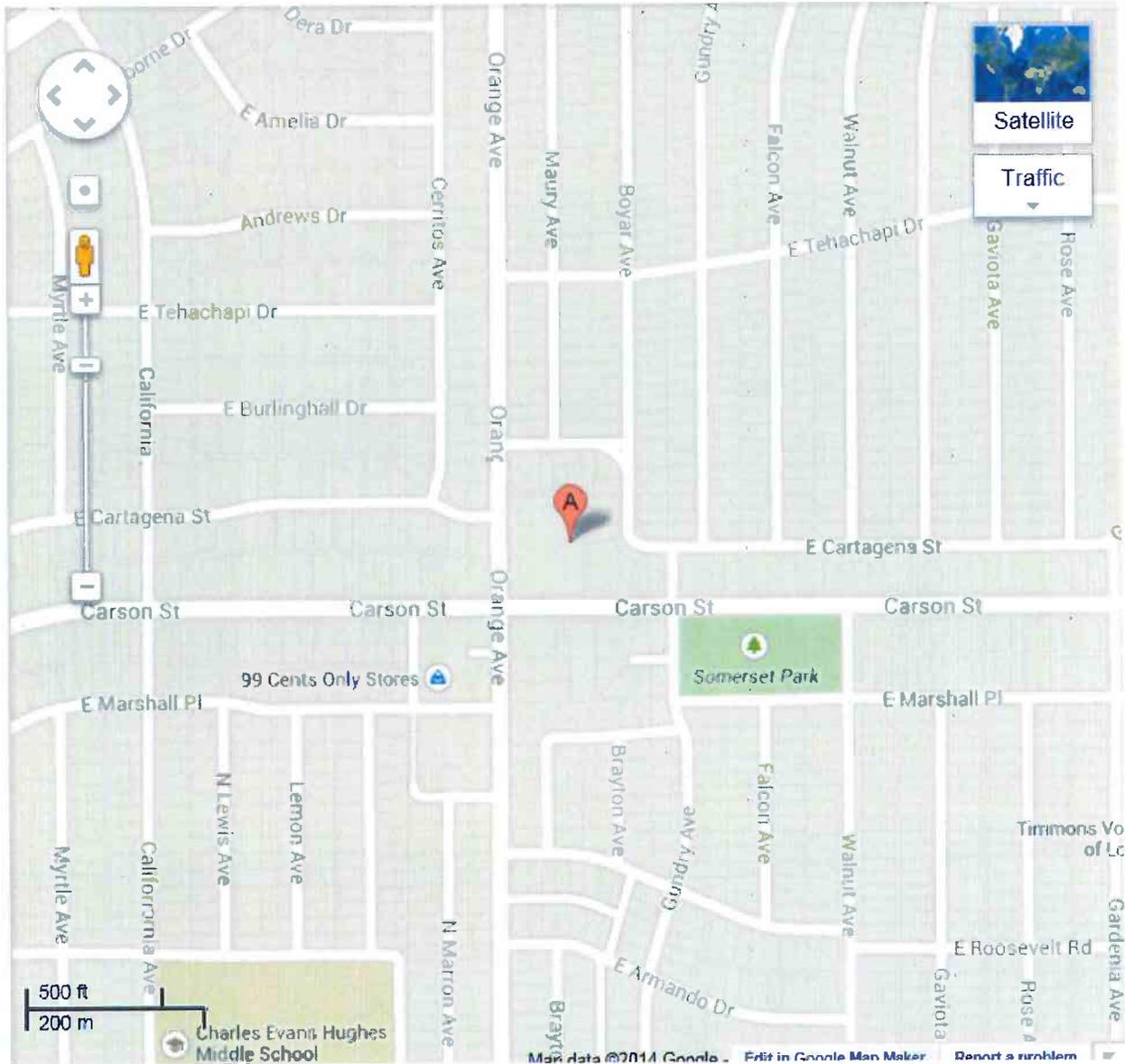
Sam Min
DBA: Nutrifit
Lic#20620140
04/06 – 04/07

Retail Sales

A Star Distributors, Inc.
Lic#20431780
07/04 – 08/06

Retail Sales

Irene Castillo
DbA: Ballroom Craze
4102 Orange Avenue #115





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): Inene Castillo
 Business Name (DBA) Ballroom Craze Business Phone: (562) 989-1831
 Business Site Address: 4102 Orange Ave Ste 115 Long Beach Ca. 90807
 Date Business Proposes To Open: existing
 Days & Time Premises Are Open For Inspection: Monday thru Wednesday 11:00 A to 3:00 P
 Proposed Use(s): dance studio
 Entertainment/Restaurant With Dancing Without Dancing Other (explain)
 Entertainment/Tavern With Dancing Without Dancing
 Entertainment/Retail Social Club Pool/Billiard Hall

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

Contact Person(s) Name (authorized agent, manager, etc.): [REDACTED]
 Contact Person(s) Phone Number: [REDACTED]

Type of Organization:

Corporation Partnership Individual Unincorporated Association or Club
 Trust LLC Other, explain: _____

OFFICE USE ONLY

Building Fire Health (Check Inspecting Department) Date Received: _____
 Building/Location meets Department Requirements for the proposed use.
 Building/Location meets Department Requirements for the proposed use subject to the following conditions:

 Building/Location does not meet Department requirements for the proposed use.
 Inspection Completed On (date): _____ By: _____

POLICE DEPARTMENT

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

Conditions or Basis for Denial: _____
 By: _____ Title: _____ Date: _____

GENERAL INFORMATION (All Applicants)

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

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

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

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

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

Fe Mendoza [Redacted]
Robert Montilla [Redacted]

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

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:

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? 9 years

Is the location: Owned? Rented/Leased?

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

Name: Summit Management

Address: P.O. Box 3338

Fullerton, Ca. 92834

IF APPLYING AS AN INDIVIDUAL

INFORMATION IS REQUESTED FOR POLICE DEPARTMENT IDENTIFICATION AND INVESTIGATION

Name:

Last:

Castillo

First:

Irene

Middle:

Q.

Title(s) or AKA(s):

Residence address:

[REDACTED]

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

Business address:

4102 Orange Ave Ste 115
Long Beach Ca. 90807

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

562 - 989 - 1831

Race:

Sex:

Hair:

Eyes:

Height:

Weight:

Date of Birth (mm/dd/yyyy):

Place of Birth:

Driver's License or Identification Card Number:

State of Issue:

Federal Tax ID Number:

Seller's Permit Number:

GENERAL OPERATING CONDITIONS

Complete Each Question

ALCOHOL/FOOD/ADDITIONAL BUSINESSES

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

a. If Yes, complete the following box:

Check one box to indicate License Type

Alcohol Beverage Control License No. _____

Premises Type: (Club (restaurant) or Commercial (store)) _____

On sale beer

On sale beer and wine

On sale distilled spirits

2. Is a bonafide-eating place provided on the premises? (Bonafide eating place means a place which is regularly used for serving meals for compensation, which has suitable kitchen facilities containing conveniences for cooking an assortment of foods for ordinary meals other than fast foods, sandwiches or salads. The kitchen must contain proper refrigeration for food and must comply with all applicable regulations of the Health and Human Services Department.

YES NO

a. If yes, list types of food sold: _____

b. If no, list any products (such as snacks sold): water & soda

3. Are non-alcoholic beverages sold? YES NO

4. How many tables for seating? 19

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

a. If yes, list type(s): dance lessons

6. Are pool tables provided? YES NO

a. If yes, indicate number: _____

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

a. If yes, license number: _____

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

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

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

a. If yes, decal number(s): _____

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

Name: _____

Address: _____

Telephone No. () _____

GENERAL OPERATING CONDITIONS (continued)

Complete Each Question

SECURITY

11. Will security officers be provided? YES NO

a. If yes, number of security officers: _____

12. Is any other type of security provided? YES NO

a. If yes, describe type of security: _____

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

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Hours of							
Security							

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

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

Name: _____ City Business License No.: _____

Address: _____ Telephone No.: () _____

ADMISSION and/or MEMBERSHIP FEES CHARGED

14. Will minors be allowed on the premises? YES NO

15. Will the premises be open to the general public? YES NO

16. Will an admission fee be charged? YES NO

a. If yes, fee schedule: \$ 12.00

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

a. If yes, types of membership fees: _____

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

a. If yes, describe the fee schedule and other charges: \$ 12.00

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	10:00 AM	10:00 AM	10:00 AM	10:00 AM	10:00 AM	10:00 AM	10:00 AM
Close	1:00 AM	1:00 AM	1:00 AM	1:00 AM	1:00 AM	1:00 AM	1:00 AM

PROXIMITY OF BUSINESSES AND RESIDENCES

19. Are there surrounding businesses? YES NO

a. What type? Pet shop, Martial arts, Dentist
beauty salon

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)

parking lot on the business site

c. Days and hours parking facility will be available:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
From	10:00 AM	10:00 AM	10:00 AM	10:00 AM	10:00 AM	10:00 AM	10:00 AM
To	1:00 AM	1:00 AM	1:00 AM	1:00 AM	1:00 AM	1:00 AM	1:00 AM

d. How many individual parking spaces (approximately)? 146

END OF GENERAL OPERATING CONDITIONS SECTION – PLEASE CONTINUE TO NEXT SECTION

RELEASE FORM

The undersigned, on behalf of (applicant) Irene Cortillo, hereby authorizes the City of Long Beach, by and through its appropriate officers, agents and employees to verify and confirm the information contained in this application, and to conduct such other investigations as may be reasonably required by the City of Long Beach, its officers, agents and employees for the purpose of determining the capability, fitness and capacity of:

(DBA) Ballroom Craze to obtain the entertainment permit.

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

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

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

[Redacted Signature]

(SIGNATURE OR AUTHORIZED AGENT)

owner

(TITLE)

3/4/14

(DATE)

[Redacted License Number]

DRIVER'S LICENSE OR ID CARD NUMBER

[Redacted State]

STATE

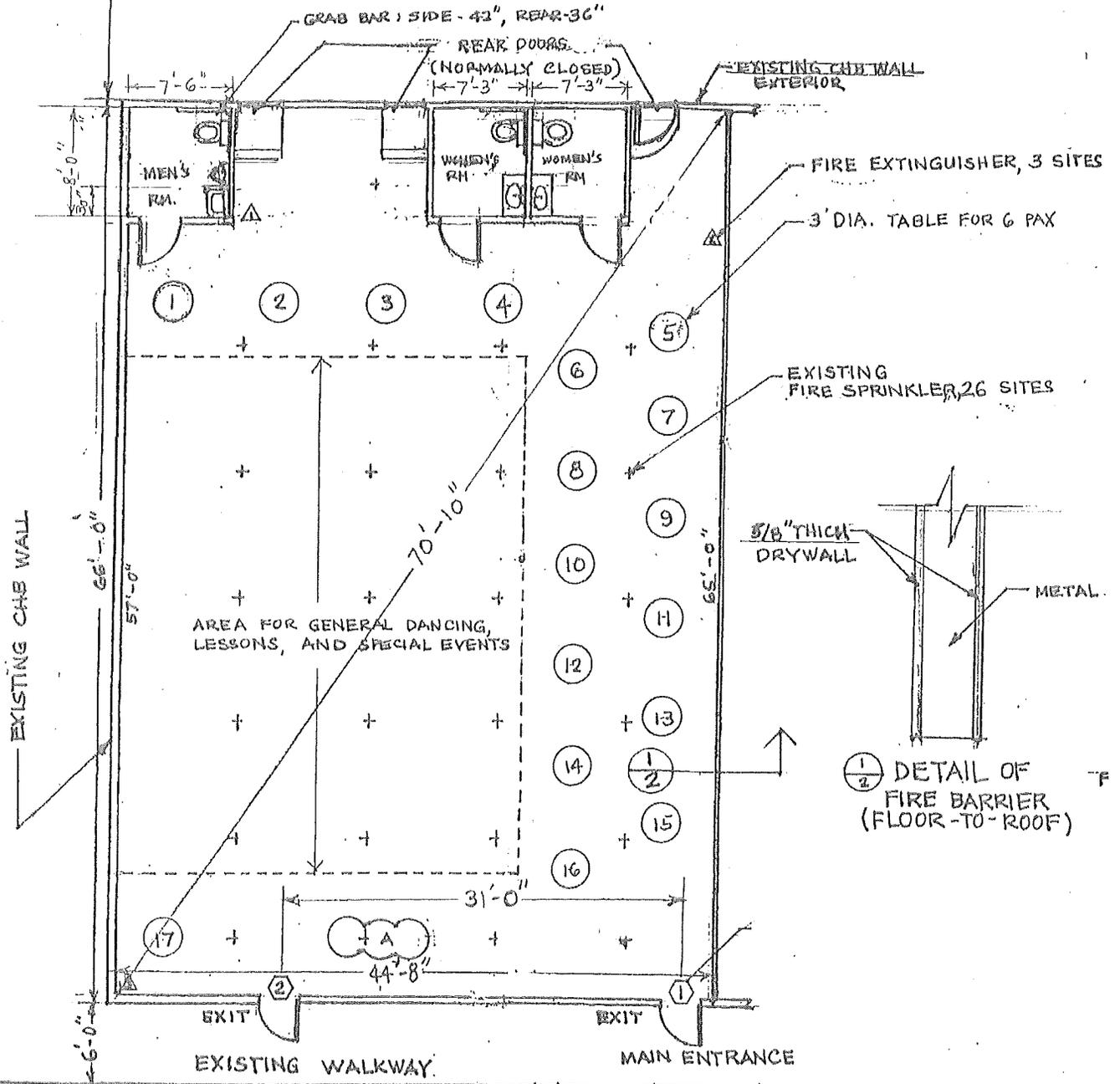
ACCEPTED BY (CITY STAFF)

TITLE

DATE

FENCE LINE

ALLEY BEHIND STRUCTURE



PLUMBING NOTES:

OCCUPANT LOAD FACTOR = 15
 TABLE A, 2010 CALIFORNIA PLUMBING
 CODE, GROUP A-1
 OCCUPANT LOAD BASED ON SEATING

FLOOR PLAN

SCALE: 1/8" = 1'-0"

FIRE DEPARTMENT NOTES:

1. (1) PROVIDE EXIT DOOR WITH LIGHT AND SIGN THAT READS: "THIS EXIT OPEN DURING BUSINESS HOURS", A



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): Inene Castillo
 Business Name (DBA): Ballroom Chazc Business Phone: (562) 989-1831
 Business Site Address: 4102 Orange Ave bte 115 Long Beach Ca. 90801
 Date Business Proposes To Open: existing
 Days & Time Premises Are Open For Inspection: Monday thru Wednesday 11:00A to 3:00P

- Proposed Use(s): dance studio
- Entertainment/Restaurant: With Dancing Without Dancing Other (explain) _____
 Entertainment/Tavern: With Dancing Without Dancing
 Entertainment/Retail Social Club Pool/Billiard Hall

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

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

- Type of Organization:
- Corporation Partnership Individual Unincorporated Association or Club
 Trust LLC Other, explain: _____

OFFICE USE ONLY

Building Fire Health (Check Inspecting Department) Date Received: _____
 Building/Location meets Department Requirements for the proposed use.
 Building/Location meets Department Requirements for the proposed use subject to the following conditions:

 Building/Location does not meet Department requirements for the proposed use
 Inspection Completed On (date): _____ By: _____

POLICE DEPARTMENT

Police Department finds no basis for denial Police Department finds basis for denial
 Police Department finds no basis for denial with conditions
 Conditions or Basis for Denial: SEE ATTACHED

By: [Signature] Title: CHIEF OF POLICE Date: 4-29-14



Date: May 7, 2014
To: Jason MacDonald, Bureau Manager, Business Relations Bureau
From: Jim McDonnell, Chief of Police 
Subject: APPLICATION FOR AN ENTERTAINMENT WITH DANCING PERMIT
BALLROOM CRAZE – 4102 ORANGE AVENUE #115

In response to your request for a recommendation regarding the above named permit application for an Entertainment with Dancing Permit, the Police Department recommends **approval** of an **Entertainment with Dancing Permit**, subject to the conditions that follow.

Ballroom Craze is a dance instruction studio located on the northeast corner of Orange Avenue and Carson Street. The business is owned and operated by Irene Castillo and has been in operation for nine years. This business was previously located at 3092 Long Beach Boulevard, where it operated under One-Year Short Term Dance Hall Permits. The business relocated to 4102 Orange Avenue #115 on March 4, 2014. On March 4, 2014, Ballroom Craze applied for an Entertainment with Dancing Permit, requesting dancing by patrons and performers, live and recorded amplified music, and a disc jockey from 7:30 P.M. until 12:30 A.M. every night of the week.

Based upon the Vice Section's investigation, residential contacts, North Division Patrol Commander's recommendation, and the crime analysis, the Long Beach Police Department has determined the public's peace, safety, and welfare would not be adversely impacted by the issuance of this permit, provided the appropriate conditions are imposed and observed by the applicant. The Police Department recommends approval of an Entertainment with Dancing Permit.

CONDITIONS OF OPERATION

- 1) The operation of the establishment shall be limited to those activities and elements expressly indicated on the permit application and approved by the City Council. Any change in the operation, which exceeds the conditions of the approved permit, will require that a new permit application be submitted to the City Council for their review and approval.
- 2) Unless separately applied for, reviewed and approved, no adult entertainment, as defined by section 5.72.115(B) LBMC shall be conducted on the permitted premises.
- 3) Entertainment activities indicated on page #9 of your entertainment application shall be restricted to no later than 10:00 P.M. Sunday through Thursday nights, and 12:00 midnight on Friday and Saturday nights. Private dance instruction within the scope of your Dance Studio Business License is exempt from these restricted hours.

ENTERTAINMENT WITH DANCING PERMIT
BALLROOM CRAZE – 4102 ORANGE AVENUE #115
Page 2

- 4) Due to the proximity of neighboring businesses and residences, all door(s) and window(s) shall be kept closed at all times during any musical entertainment, except in cases of emergency and to permit deliveries. Said door(s) is not to consist solely of a screen or ventilated security door. **Sound shall not be audible beyond fifty feet (50') from the exterior of the premises in any direction.**
- 5) Sales, service, or consumption of Alcohol shall not be allowed at any time on the premises or any area under control of the permittee.
- 6) Anytime the permittee allows social dancing, the permittee shall be responsible for maintaining an adequate security staff to supervise patrons inside the establishment and the parking lot. For crowds up to fifty (50) people, the permittee shall provide a minimum of one (1) security guard. For crowds over (50) fifty people, the permittee shall provide a minimum of one (1) additional security guard per fifty (50) people. Security guards must be identifiable as "Ballroom Craze" employees. Should the permittee's operations give rise to a substantial increase in complaints/calls for service, or trash left in the parking lot, the permittee shall increase staff, or uniformed licensed security guards, as directed by the Chief of Police.
- 7) At the conclusion of each event, the permittee shall take reasonable measures to ensure that exiting patrons walk directly to their vehicles, and not loiter in the parking lot or the immediate area.
- 8) The permittee shall take reasonable measures to prohibit and prevent the loitering of persons immediately outside any of the entrance/exit doors, the parking lot, and alley at all times open for business. This should be done by use of security guards and/or signage indicating, words to the effect of, "Please respect our neighbors."
- 9) The permittee shall not allow any employee, patron, or entertainer to exit or loiter near the rear door(s) leading to the alley at any time during business hours.
- 10) The permittee shall not allow employees to discard trash into the outside dumpster between the hours of 10:00 P.M. and 7:00 A.M.
- 11) 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.

ENTERTAINMENT WITH DANCING PERMIT
BALLROOM CRAZE – 4102 ORANGE AVENUE #115
Page 3

- 12) 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.
- 13) The permittee shall not hire promoters with the intent to advertise/promote or hold any entertainment activities consistent with nightclub entertainment.
- 14) Ballroom Craze, or its agents, shall not distribute any advertising matter in or upon any public property, or in/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.
- 15) 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.
- 16) The permittee shall be responsible for any and all activities conducted on the property including any events by private parties. The permittee shall understand that excessive police services may result in the revocation of all business licenses and/or permits.



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): Inene Castillo
 Business Name (DBA): Ballroom Craze Business Phone: (562) 989-1831
 Business Site Address: 4102 Orange Ave Ste 115 Long Beach Ca. 90807
 Date Business Proposes To Open: existing
 Days & Time Premises Are Open For Inspection: Monday thru Wednesday 11:00A to 3:00P

- Proposed Use(s): dance studio
- Entertainment/Restaurant With Dancing Without Dancing Other (explain) _____
 Entertainment/Tavern With Dancing Without Dancing
 Entertainment/Retail Social Club Pool/Billiard Hall

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

Contact Person(s) Name (authorized agent, manager, etc.): Inene Castillo
 Contact Person(s) Phone Number: (310) 818-1238

- Type of Organization:
- Corporation Partnership Individual Unincorporated Association or Club
 Trust LLC Other, explain: _____

OFFICE USE ONLY

Building Fire Health (Check Inspecting Department) Date Received: _____
 Building/Location meets Department Requirements for the proposed use.
 Building/Location meets Department Requirements for the proposed use subject to the following conditions:

 Building/Location does not meet Department requirements for the proposed use
 Inspection Completed On (date): 3/11/14 By: [Signature]

POLICE DEPARTMENT

Police Department finds no basis for denial Police Department finds basis for denial
 Police Department finds no basis for denial with conditions
 Conditions or Basis for Denial: _____

 By: _____ Title: _____ Date: _____



CITY OF LONG BEACH

DEPARTMENT OF HEALTH AND HUMAN SERVICES

100 W BROADWAY STE 400 | LONG BEACH, CA 90802 | 562 570-6513 FAX 562-570-6930

ENVIRONMENTAL HEALTH
NOISE OFFICE

DEPARTMENT OF HEALTH AND HUMAN SERVICES ENTERTAINMENT PERMIT APPLICATION REQUIREMENTS

Date: 3/4/14

Name of Business (DBA): Ballroom Craze

Name of Business Owner: Imene Cortillo

Business Address: 4102 Orange Ave Ste 115
Long Beach, Ca 90807

Dear New Business Owners:

The Entertainment establishment must abide by the Long Beach Municipal Code Noise Ordinance, Chapter 8.80.

You must make sure that the noise generating inside your business is not impacting adjacent residences.

If loud music is to be played as part of the entertainment permit, you must also post a sign in the customer area in a conspicuous location that states:

Warning: Sound Levels Within May Cause Permanent Hearing Impairment.

I understand that in order to provide Entertainment, my establishment must comply with the Long Beach Noise Ordinance (LBMC Chapter 8.80)

Owner or Authorized Agent Signature(s) 

Title owner

Phone # 

FAX # _____



Date: August 15, 2014
To: Dennis Strachota, Manager of Business Relations Bureau
From: Jeff Winklepleck, Planning Administrator *JW*
Subject: REVIEW OF ENTERTAINMENT LICENSE REQUEST

Site Address: 4102 Orange Ave Suite 115
Long Beach, Ca 90807

Applicant: Irene Castillo
DBA Ballroom Craze

Zoning District: CCA (Community Automobile Oriented District)

Proposed Use: Entertainment with Dancing

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

A review of the permit history for 4102 Orange Ave Suite 115, indicates there have been no CUPs or AUPs approved for the subject property.

The applicant is seeking to obtain a permit for entertainment with dancing. An entertainment permit with dancing is allowed as an accessory use to an existing ballroom dance studio business. Based on the submitted floor plan no extra parking is required.

Planning Bureau recommends that the entertainment permit with dancing for "Ballroom Craze" be approved.

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



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): Inene Castillo
 Business Name (DBA): Ballroom Craze Business Phone: (562) 989-1831
 Business Site Address: 4102 Orange Ave Ste 115 Long Beach Ca. 90807
 Date Business Proposes To Open: existing
 Days & Time Premises Are Open For Inspection: Monday thru Wednesday 11:00 A to 3:00 P

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

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

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

Type of Organization:
 Corporation Partnership Individual Unincorporated Association or Club
 Trust LLC Other, explain: _____

OFFICE USE ONLY

Building Fire Health (Check Inspecting Department) Date Received: 3-10-14
 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): 4-22-14 By: DXW

POLICE DEPARTMENT

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

Conditions or Basis for Denial: _____

 By: _____ Title: _____ Date: _____

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