

Re: PRIVATE LOUNGE FACILITY APPLICATION #1/76
LOUGHEED VILLAGE
9500 ERICKSON DRIVE

ITEM 14
MANAGER'S REPORT NO. 27
COUNCIL MEETING Apr. 26/76

Following is a report from the Director of Planning on an application for a licence to operate a private lounge facility.

Because the report by Watts Marketing Research Ltd. contains several pages and is of limited interest to the general public, it is attached only to those reports that are forwarded to Council. Any member of the public wishing to obtain a copy of the report may do so upon request at the Planning Department.

RECOMMENDATION:

1. THAT Council resolve to give favourably consideration to the subject application and that Council's resolution be forwarded in writing to the General Manager of the Liquor Administration Branch.

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PLANNING DEPARTMENT
APRIL 20, 1976

TO: MUNICIPAL MANAGER
FROM: DIRECTOR OF PLANNING
RE: GENERAL LICENCE APPLICATION #1/76
LOUGHEED VILLAGE
9500 ERICKSON DRIVE

1.0 INTRODUCTION

The Planning Department is in receipt of an application for a General Licence to operate a private lounge facility (The "Village Inn") within the Lougheed Village Apartment complex located on the north side of the Lougheed Highway, west of the Lougheed Mall (see attached location Sketch). A public survey has recently been conducted to determine the reactions of all residents and tenants within a half mile (six block) radius of the site. The results of this survey have been summarized and compiled in the attached Appendix "A". It is now appropriate to introduce this application to Council for consideration.

2.0 BACKGROUND

On May 5, 1975, Council approved the issuance of General Licences to recreation centres (privately and publically owned), community centres, municipal or provincially owned cultural centres, hotels, resorts and clubs pursuant to the recently amended Provincial Liquor Act. The proposed facility will be set up as a private club similar to a social or fraternal organization and will be restricted to

members and bonafide quests. General Licenced facilities of this nature are not required to observe the one mile radius condition as outlined in the Provincial Liquor Act. The one mile radius condition applies only to the locations of neighbourhood pubs in relation to other neighbourhood pubs and licenced public houses (beer parlours).

The applicant has engaged the services of Watts Marketing Research Ltd., who conducted the requisite canvass within a six block radius of the site. A covering letter, ballot form and pre-post paid envelope were distributed to all respective residents, tenants, schools and businesses within the prescribed area.

3.0 GENERAL DISCUSSION

3.1 Facility Description

The proposed facility will occupy approximately 9,000 sq. ft. within the commercial/recreation component of the apartment complex which consists of a health spa, swimming pool, saunas, gymnasium and limited commercial facilities situated on two enclosed floor levels between the apartment structures (see attached Sketch). The recreational facilities were developed and designed to serve the residents and commercial proprietors of the Lougheed Village complex and the tenants of the immediately adjacent properties on a day to day convenience basis as outlined in the comprehensive development plan for the site (Rezoning Reference #84/69 and 84A/69). The CD plan excluded exterior signage for facility promotion and did not require increased parking facilities since only pedestrian access is anticipated.

The proposed private club will provide for the sale of hard liquors, wine, draft and bottled beer and case beer for take out. Pool tables, shuffleboard, dart boards, electronic games, a dance floor and live entertainment of a refined, quiet nature will also be included. The facility will provide a seating capacity in excess of 400 patrons and will be open from 11:00 A.M. to 11:00 P.M. Monday through Thursday and from 11:00 A.M. to 12:00 P.M. Friday and Saturday.

3.2 Membership

The proposed facility will be managed by the owners of the Lougheed Village complex, Lougheed Village Holdings Ltd. and will be operated with union shop staff. Membership will be available to tenants of the Lougheed Village complex (to include the residents of the four existing apartment buildings, as well as the operators of the commercial facilities located within the complex) and to the residents of the immediately adjacent properties bounded by the Lougheed Highway, Cameron Street, Bell Avenue and Bartlett Court (see attached Sketch). Membership will be entirely separate from the "Lougheed Village" health facilities and will be based on a fee of \$25.00 per person per year. Membership fees will not apply to senior citizens 60 years of age or over. All members will be issued identification cards which will be checked by a receptionist during the hours of operation. Membership will be issued on a contractual application and approval basis requiring a listing of the

of the applicant's name, address, etc., and will be valid only as long as the member resides within the prescribed geographical area. A tenants list of the Lougheed Village complex will be available for cross checking of membership and an effort will be made by the owners to obtain tenants lists of adjacent apartments to ensure that memberships are issued in the prescribed fashion.

3.3 Public Survey Results

A total of 2,589 ballots were distributed to each household, business and institution within the prescribed one-half mile radius of the subject site. A total of 949 ballots were returned (or approximately 36.7%) of which 69.3% voted in favour of the facility and 30.7% voted not in favour. The following Table #1 summarizes the results. (The survey report is attached as Appendix "A".)

TABLE #1

	<u>% Response</u>	<u>No. of Responses</u>
In Favour	69.3	656
Not in Favour	30.7	290
TOTAL	100	946

3.4 The Burnaby detachment of the R.C.M.P. and the Municipal Engineer have been contacted by the Planning Department regarding their concerns with respect to the proposed facility. Both groups have expressed that they do not anticipate any adverse effects from the proposed facility.

4.0 CONCLUSION

In summary, the subject application has met successfully the necessary prequalifications for the establishment of a General Licenced private social club. The proposed facility provides a well designed, complementary use that is permitted within the original comprehensive development plan of the apartment complex. Restrictive use of the facility as outlined in the foregoing appears to preclude problems associated with increased vehicular traffic and will ensure that the pedestrian orientation on a localized basis, as originally intended, will be maintained. Most importantly, the majority of immediate residents of the area are in favour of the proposal, as demonstrated in the public survey results.


It is therefore necessary as outlined in the Provincial Liquor Act, for Council to consider this application and submit their resolution in writing to the General Manager of the Liquor Administration Branch in Victoria. The General Manager will then consider the subject application in the light of the Municipality's decision.

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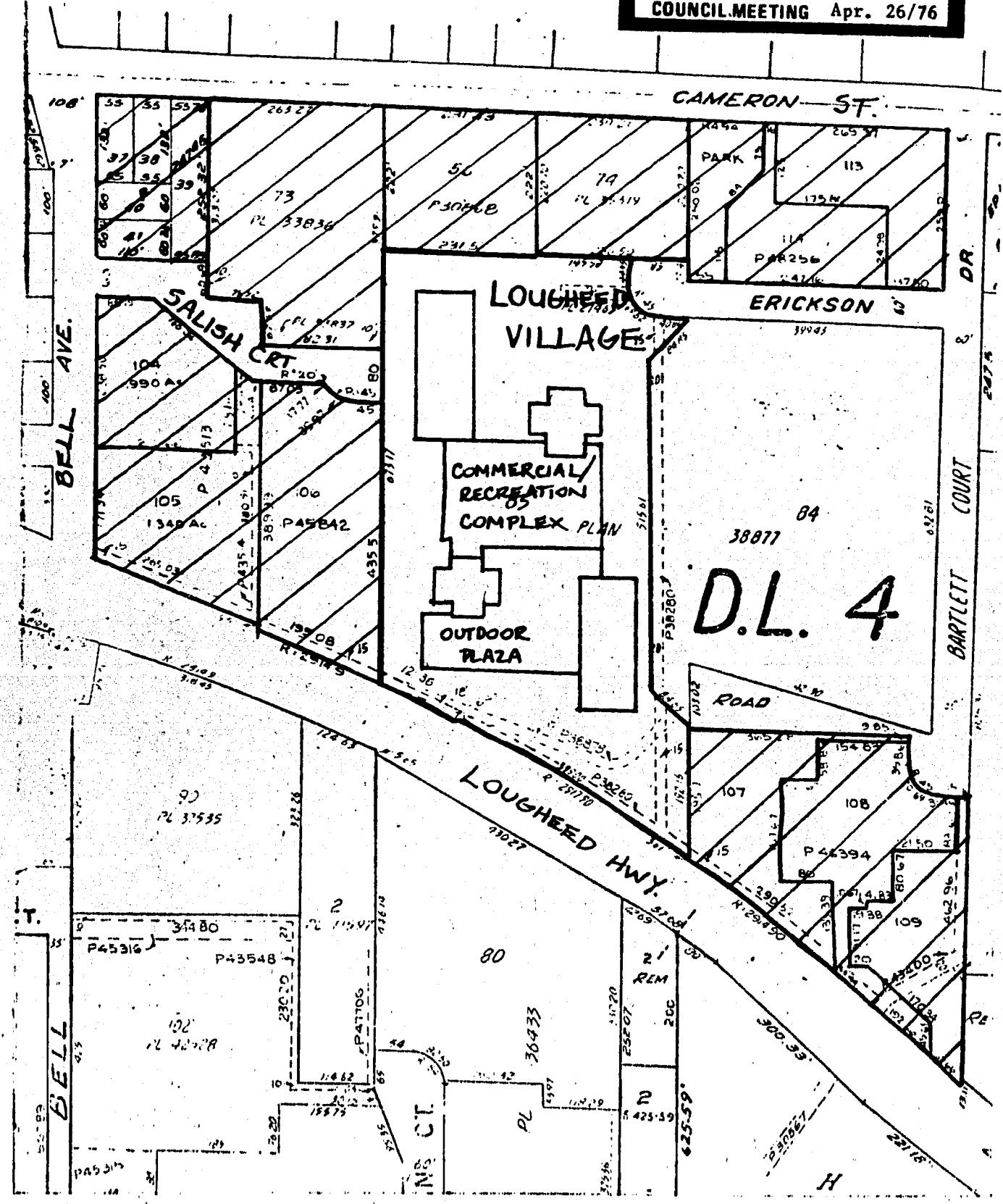
5.0 RECOMMENDATION

It is recommended THAT Council consider the report of the Planning Department and that Council resolve to give favourable consideration to the subject application and that Council's resolution be forwarded in writing to the General Manager of the Liquor Administration Branch.


A. L. Parr
DIRECTOR OF PLANNING

PDS:cw
Att.

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Date
 APRIL 76


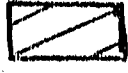
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Drawn By
 P.D.S.

Burnaby Planning Department

LOUGHEED VILLAGE INN

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 EXTENDED MEMBERSHIP