

ITEM	2
MANAGER'S REPORT NO.	66
COUNCIL MEETING	1978 09 25

Re: NEIGHBOURHOOD PUBS
VOTING ELIGIBILITY FOR SURVEYS

Following is a report from the Director of Planning regarding voting qualifications relative to surveys involving neighbourhood pubs.

RECOMMENDATION:

1. THAT the report of the Director of Planning be received for information purposes.

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TO: MUNICIPAL MANAGER 1978 SEPTEMBER 20
FROM: DIRECTOR OF PLANNING
RE: NEIGHBOURHOOD PUBLIC HOUSE/SURVEY REQUIREMENTS
REZONING REFERENCE #12/78
BARNET ROAD/PANDORA STREET

RECOMMENDATION:

1. THAT this report be received for information purposes.

REPORT

At its meeting of 1978 September 11, Council requested information regarding the manner in which the requisite pub survey is to be conducted and specifically who is entitled to cast their vote.

Pursuant to Council's enquiry, the Planning Department advises that the Liquor Control and Licensing Act specifically states that the requisite survey must be conducted amongst the residents within a six block or one-half mile radius of the proposed site. Upon further clarification from Mr. Munkley, the Director of Licensing of the Liquor Control and Licensing Branch and the Municipal Solicitor, all residents of property within the prescribed area who are of eligible drinking age (19 years or older) are entitled to cast their vote. With respect to businesses that may be in the prescribed area to be surveyed, it is intended that one ballot will be issued to each enterprise to be executed by the person in charge. Owners of property within the prescribed area who do not reside thereon are not obliged to vote and as such are not intended to be balloted.

In view of the potential problems of maintaining the credibility of the survey and more specifically obtaining the bonafide response of all people entitled to vote, it may be necessary for the marketing firm retained to conduct the survey to appropriately enumerate

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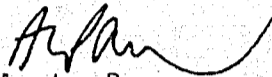
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the area involved. As such, the survey costs could likely be greater than those that have been conducted in the past.

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The Planning Department is in the process of preparing an appropriate methodology in which the survey will be conducted and will be receiving bids from several marketing firms. Upon receipt of these bids based on an appropriate methodology or methodologies, all relevant information will be presented to Council for consideration prior to commencement of the survey.

This is for the information of Council.


A. L. Parr
DIRECTOR OF PLANNING

PDS/nb

cc: Municipal Solicitor