

ITEM 8
MANAGER'S REPORT NO. 27
COUNCIL MEETING 85/04/09

RE: CLASS "D" NEIGHBOURHOOD PUBLIC HOUSE APPLICATION
5820 MARINE DRIVE
NEIGHBOURHOOD PUBLIC HOUSE APPLICATION NO. 1/85

MUNICIPAL MANAGER'S RECOMMENDATION:

1. THAT the recommendation of the Director Planning & Building Inspection be adopted.

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TO: MUNICIPAL MANAGER 1985 April 03

FROM: DIRECTOR PLANNING &
BUILDING INSPECTION

SUBJECT: CLASS "D" NEIGHBOURHOOD PUBLIC HOUSE APPLICATION
5820 MARINE DRIVE
NEIGHBOURHOOD PUBLIC HOUSE APPLICATION #1/85

RECOMMENDATIONS:

1. THAT Council endorse the selection of Watts Marketing Research Ltd. to conduct the required Neighbourhood Pub Survey for a fee not to exceed \$6,285.00.
2. THAT the general methodology used to conduct the survey as outlined in this report be approved.
3. THAT a copy of this report be sent to the Marketing Research companies outlined in Section 2.2 of this report and the applicants, Mr. D. Chung and Mr. D.M. Herd.
4. THAT the applicants deposit \$6,285.00 with the Municipality to cover the survey costs in order to initiate the public survey.

REPORT

1.0 BACKGROUND INFORMATION:

- 1.1 The Municipality is in receipt of a formal application to establish a Class "D" Neighbourhood Public House within a new freestanding building to be constructed at the above referenced address (refer to attached sketch). Preclearance for the proposed pub has been issued by the Liquor Control & Licensing Branch.
- 1.2 The subject property is presently zoned C2 Community Commercial District and is presently occupied by a lumber supply establishment. Rezoning will not be necessary since neighbourhood public houses are permitted in the C2 District.

1.3 It is now necessary to have the requisite survey conducted amongst all of the eligible voting residents living within a ½ mile radius of the proposed neighbourhood pub site. The results of the survey will be submitted to Council for consideration prior to a resolution being made on the neighbourhood pub application.

2.0 GENERAL DISCUSSION:

2.1 The Planning & Building Inspection Department has received proposals from three reputable Marketing Research Companies who have bid on the required public survey. Each company has essentially outlined a research methodology that coincides with the method approved by the Liquor Control and Licensing Branch and utilized on previous neighbourhood public surveys conducted in Burnaby and in other Lower Mainland Municipalities.

The following general methodology for the survey will be utilized:

- a) The survey will be conducted amongst all of the residents within a half-mile or more specifically a 2,640 foot radius of the site, to be calculated from its legal property lines. Residents will include all those persons of eligible drinking age (19 years or older) whose residence is within the prescribed area including all businesses, industry etc. to which one ballot will be issued and executed by the manager/proprietor.

Owners of property within the prescribed area who do not reside thereon will not be balloted.

- b) A complete enumeration will be conducted within the prescribed area in which the name and address of every resident and business will be recorded and numbered on a master enumeration list.

At the time of enumeration, an Information Sheet, a Ballot and a Self-Addressed Pre-post Paid Envelope will be left for each eligible voter. The information sheet will include a description of the pub proposal and instructions on how to execute and return the ballot.

The enumeration will take place at a suitable time such as the dinner hour (over several days) in order to contact as many of the residents as possible.

- c) The ballot may then be executed by the respective voters at the time of the enumeration or at a later time by returning the executed ballot in the provided pre-post paid, self-addressed envelope which will be mailed to the marketing firm.

- d) In the case of residents who are not at home when the enumerator calls, the information sheet as described above and an Out-Left Notice Card will be left. This card will instruct the resident to record the names of all eligible voters within the residence, sign the card, indicate the address, and return it postage paid to the marketing firm.

Upon receipt of this Out-Left Notice Card by the marketing firm, appropriate names, addresses and associated ballot numbers will be recorded on the master enumeration list. Confirmed eligible voters will receive necessary materials and ballots in the mail.

The ensure the credibility of the information contained in the Out-Left Notice Cards, it will be necessary for one of the residents listed to verify the information provided. Ballot execution, recording and checklisting will be undertaken as outlined above.

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e) The results of the survey will be detailed in a report submitted by the marketing firm which will include a full description of the research methods and a letter certifying proper performance of the work.

2.2 The three marketing research firms submitted the following bids:

Watts Marketing Research Ltd.	\$6,285.00
Marktrend Marketing Research Inc.	\$6,950.00
Canadian Facts	\$7,900.00

3.0 CONCLUSIONS:

In view of the foregoing information, it is recommended that Watts Marketing Research Ltd., the lowest bidder be selected to conduct the Neighbourhood Public House Survey.



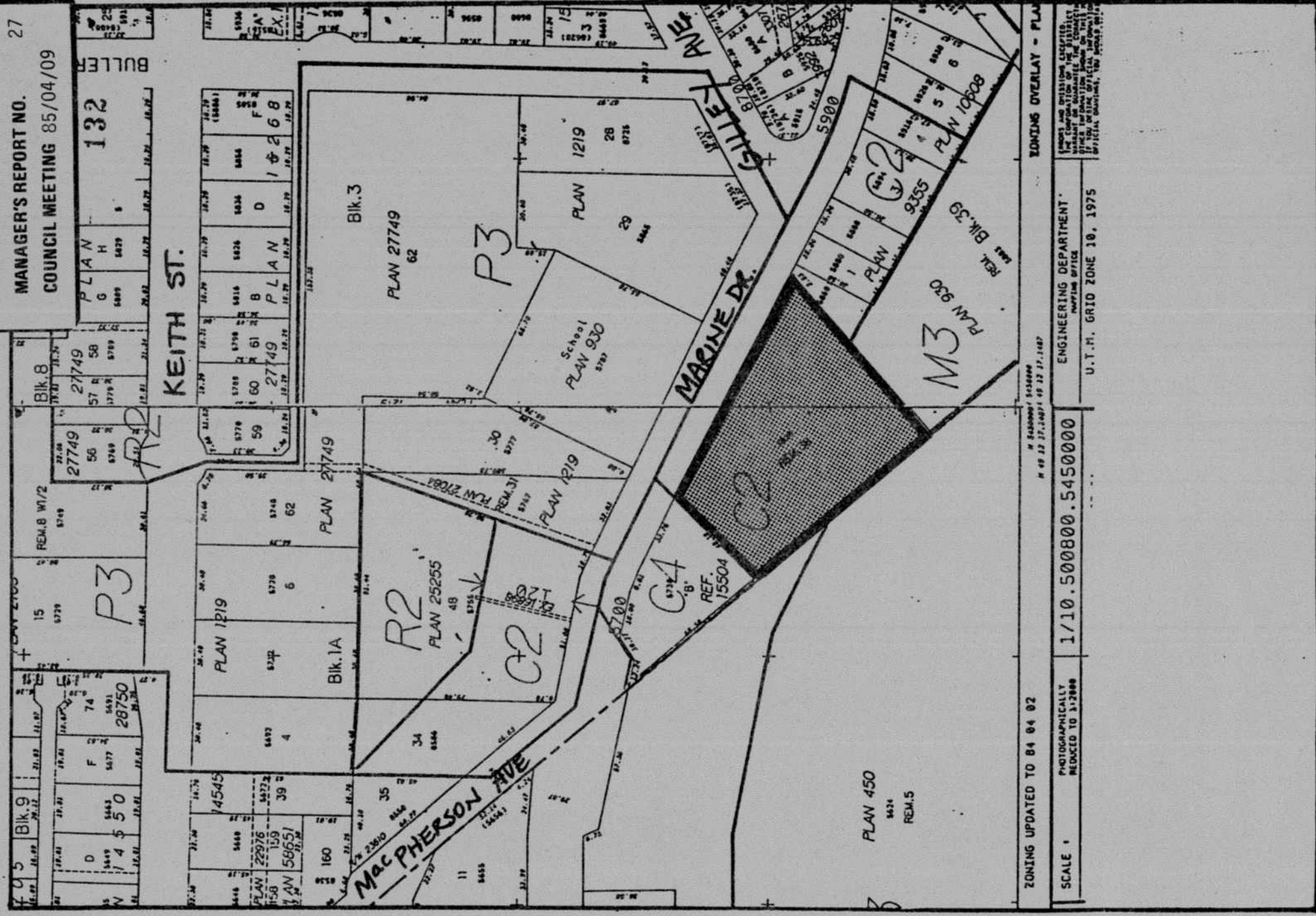
A. L. Parr,
DIRECTOR PLANNING &
BUILDING INSPECTION

PDS/js

Attachment

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PLAN 132



ZONING OVERLAY - PLAN
 PHOTOGRAPHICALLY REDUCED TO 3:2000
 ENGINEERING DEPARTMENT
 U.T.M. GRID ZONE 10, 1975



Burnaby Planning Department

Date	1985 APRIL
Scale	1:2000
Drawn By	

NEIGHBOURHOOD PUB REF # 1/85
 5820 MARINE DR.