

ITEM	10
MANAGER'S REPORT NO.	39
COUNCIL MEETING	91/06/17

TO: MUNICIPAL MANAGER 1991 JUNE 11

FROM: DIRECTOR PLANNING & BUILDING INSPECTION

SUBJECT: NEIGHBOURHOOD SURVEY
PROPOSED RETAIL BEER AND WINE STORE
7557 EDMONDS STREET
REZONING REFERENCE #6/91 (SEE ATTACHED SKETCH)

PURPOSE: To seek Council approval to proceed with the neighbourhood survey required for the proposed retail beer and wine store in accordance with the administrative procedure outlined in this report.

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RECOMMENDATIONS:

- 1) THAT Council endorse the administrative procedure outlined in Section 2.2 of this report for conducting the neighbourhood survey required for the proposed retail beer and wine store.
- 2) THAT a copy of this report be sent to the applicant, Mr. R. Shulman, Berger & Nelsen, #300 - 171 Water Street, Vancouver, B.C. - V6B 1A7.

R E P O R T

1.0 BACKGROUND INFORMATION:

- 1.1 On 1991 June 03, Council gave Second Reading to a rezoning amendment bylaw (Rezoning Reference #6/91), which involves a request to rezone the property at 7557 Edmonds Street from C1 Neighbourhood Commercial District and C4 Service Commercial District to CD Comprehensive Development District (based on C2a Community Commercial District guidelines) for the purpose of permitting the establishment of a beer and wine store on the site. It is now appropriate for the applicant to satisfy the prerequisite conditions. One prerequisite condition is the completion of the required neighbourhood survey.
- 1.2 On 1990 April 30, Council received a report on the Municipal Role in Seeking Public Input on Liquor Licence Applications. At that time, Council adopted a procedure for obtaining public opinion on liquor licence applications. Included in the adopted procedure was a requirement that a neighbourhood survey be conducted within a radius of 550 m (1,804.5 ft.) of all proposed liquor stores (including beer and wine stores).

The report also stated that with the potential increase in the number of liquor licence applications that would require a neighbourhood survey and the intensive, but irregular work involved for staff in coordinating the surveys, including conducting a necessary audit, it was considered necessary for the Planning and Building Inspection Department, in consultation with the Purchasing Agent, to hire an independent Consultant to coordinate and supervise neighbourhood surveys for future liquor licence applications.

In addition, Council approved the requirement that applicants for liquor licences which require a neighbourhood survey be required to deposit sufficient monies to cover all anticipated costs associated with seeking public input on a liquor licence application, including the necessary audit and administrative work. This was considered necessary in order to ensure that the cost of obtaining public opinion on liquor licence applications is not a burden on the Municipality, but instead, is borne by the applicant.

2.0 GENERAL DISCUSSION:

2.1 Since Council adopted the above-noted policy regarding public input on liquor licence applications, staff have developed a comprehensive outline of the requirements for administering the public opinion process. The document, entitled "Terms Of Reference For the Administration Of The Process For Determining Public Opinion For Liquor Licence Applications", outlines the basic survey methodology requirements, administration requirements and the survey review requirements.

The Purchasing Agent sent this material to a number of major management/accounting firms, seeking bids to administer the process for determining public opinion on liquor licence applications for a two-year period. Unfortunately, none of the firms contacted chose to bid at that time. Staff have re-oriented their target firms and the Purchasing Agent has recently sent the Terms Of Reference to a number of other, smaller accounting firms. It is expected that if the current process is successful in retaining an acceptable Consultant to administer the public opinion process, it could be several months before the Consultant has been engaged, the methodology has been approved, the Consultant engages a marketing firm(s) to conduct neighbourhood surveys and their methodology is approved.

2.2 In consideration of the above, it is recommended that for the neighbourhood survey for the proposed beer and wine store at 7557 Edmonds Street, staff administer the process for determining public opinion on this application and seek bids from three independent marketing firms to conduct the neighbourhood survey. Staff would then recommend one marketing firm to conduct the survey, based on the comprehensiveness of the proposal, the proposed methodology, the firm's experience, and the cost.

This is consistent with the procedure utilized for neighbourhood surveys for liquor licence applications in the past, with the exception that final responsibility (including any survey reviewing) previously lay with the Provincial authorities. Once the accountant/management Consultant has been engaged to administer the public opinion process for the two-year period, staff would be in a position to consider utilizing the Consultant to review the survey for the subject application and to verify the validity of the results.

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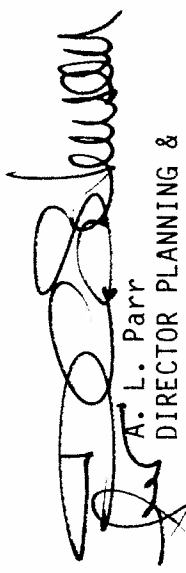
- 2.3 With regards to the Council policy that liquor licence applicants who require a neighbourhood survey to be conducted, be required to pay for all associated costs, it is proposed that the staff time spent on the neighbourhood survey be documented in order for the applicant to bear the full costs of determining public opinion on the application. The applicant will also be responsible for depositing sufficient monies to cover the costs associated with the survey itself and the necessary survey review.

3.0 CONCLUSION:

- 3.1 In light of the fact that a Consultant has not yet been engaged to supervise neighbourhood surveys for liquor licence applications, it is recommended that staff administer the process for the subject application and select an independent marketing firm directly to conduct the neighbourhood survey, as an interim procedure. A further report will be submitted to Council once staff are in a position to recommend the selection of an independent marketing firm.

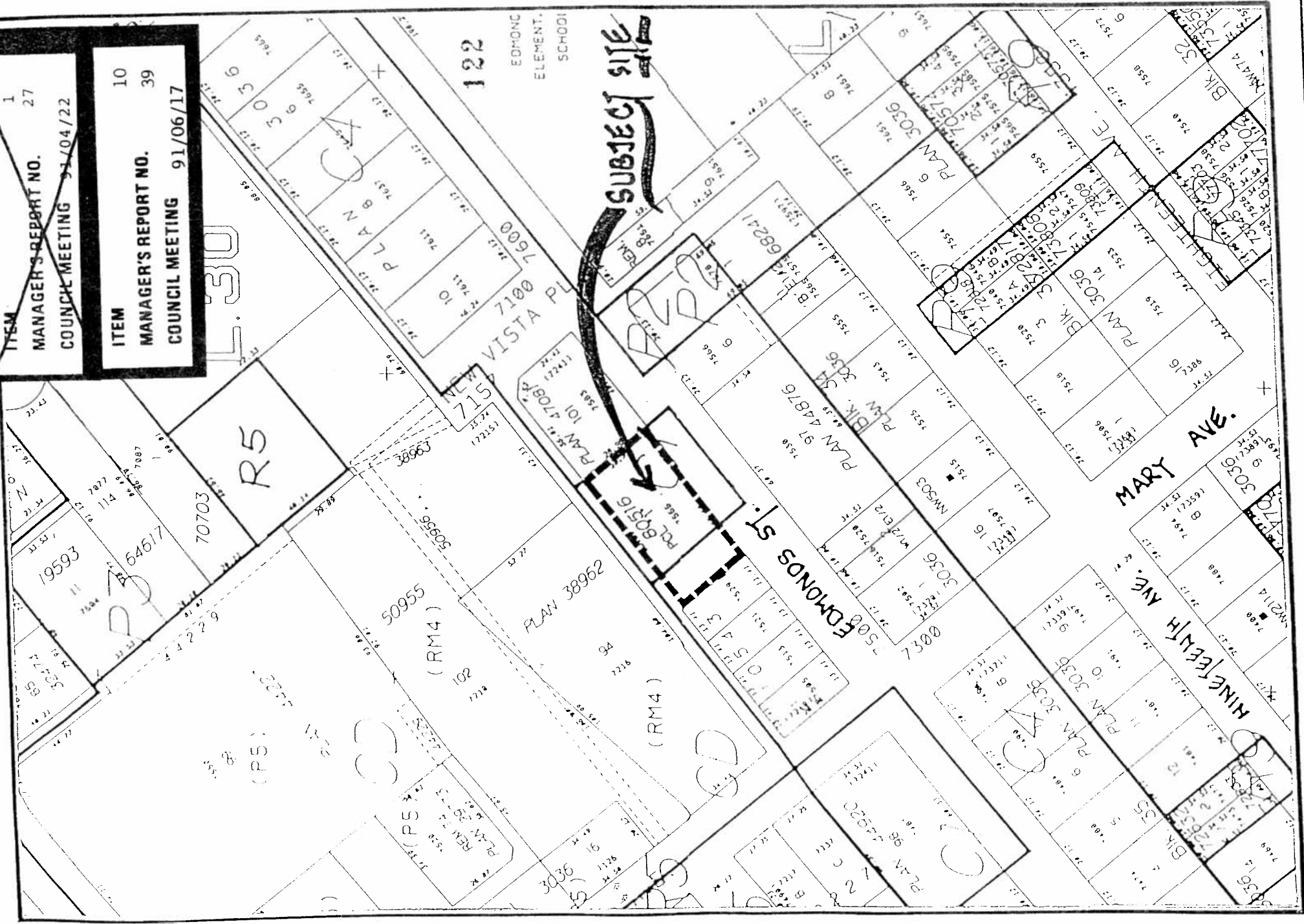
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c.c. Purchasing Agent


A. L. Parr
DIRECTOR PLANNING &
BUILDING INSPECTION

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BURNABY
Planning &
Building Inspection
Department



North

Date: June 1991

Scale: N.F.S.

Drawn By: J.P.C.

REZONING REFERENCE # 6/91