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| ITEM | 16 |
| MANAGER'S REPORT NO. | 71 |
| COUNCIL MEETING | 94/12/19 |

TO: CITY MANAGER 1994 DECEMBER 14

FROM: DIRECTOR PLANNING AND BUILDING

SUBJECT: CLASS "G" LICENSEE RETAIL STORE
 4343 LOUGHEED HIGHWAY (SEE ATTACHED SKETCH)
 LOUGHEED HOTEL
 LIQUOR LICENCE APPLICATION #4/94

PURPOSE: To provide Council with the results of the required neighbourhood survey conducted in connection with the subject application for a retail beer and wine store.

RECOMMENDATIONS:

1. **THAT** Council resolve to approve the subject retail beer and wine store, as Council considers that the majority of the local residents are in favour of granting the liquor licence, subject to Rezoning Reference #53/93 receiving Final Adoption.
2. **THAT** a copy of the report be sent to the applicant, Mr. Doug Bromage, Still Creek Management, 503 - 221 W. Esplanade Street, North Vancouver, B.C. V7M 3J3 and the Liquor Licensing Committee, Liquor Control & Licensing Branch, 1019 Wharf Street, Victoria, B.C. V8V 1X4.

REPORT

1.0 BACKGROUND INFORMATION:

- 1.1 On 1993 September 27 Council received a report on Rezoning Reference #53/93, which was submitted in order to seek permission to establish a retail beer and wine store on the subject site. The report noted that on 1990 March 26 Council received a report on Rezoning Reference #5/90, which involves a major mixed use redevelopment over a large land assembly, including the subject site. The first phase of the proposal involved an interim retail beer and wine store within the existing hotel. A Public Hearing report was submitted to Council on 1991 October 7 outlining a major, phased, mixed-use redevelopment plan, including significant lot assembly and servicing, Rezoning Reference #5/90 was given Second Reading by Council on 1991 November 4 and while not being actively pursued is still active.

- 1.2 Due to the retail beer and wine store being a component of the active rezoning (Rezoning Reference #5/90) which has been given Second Reading, the applicant has been able to pursue Preliminary Site and Applicant Approval from the Liquor Control & Licensing Branch. The applicant received Preliminary Site and Applicant Approval from the Branch on 1993 March 31, subject to the Class "C" Cabaret being converted to restaurant use and the completion of certain upgrading and renovation improvements to the hotel.

The 1993 September 27 Council report concluded that in light of the minimal impacts anticipated by the establishment of the retail beer and wine store, this Department supports the proposed rezoning. At that time Council authorized staff to work with the applicant towards the preparation of a suitable plan of development.

- 1.3 On 1994 May 2 Council received the Public Hearing report for Rezoning Reference #53/93, which provided details of the proposed development. The proposed beer and wine store is proposed to have a floor area of 150.7 m² (1,623 sq.ft.) and is located within the existing hotel at its eastern end facing the Lougheed Highway with a small storage addition in the rear. The report stated that after Second Reading has been given to this rezoning and Preliminary Site and Applicant Approval has been confirmed by the Liquor Control & Licensing Branch, the applicant would deposit sufficient monies to cover the costs of the required neighbourhood survey, which would be conducted by an independent marketing firm under the supervision of Burnaby's Consultant for Public Input for Liquor Licence Applications. On 1994 June 13, Council gave Second Reading to Rezoning Reference #53/93 and Preliminary Site and Applicant Approval has been confirmed.
- 1.4 It is standard procedure to process liquor licence applications which also require rezoning in a concurrent manner, with the neighbourhood survey being conducted after Council has given the rezoning Second Reading. In this case, the Liquor Control & Licensing Branch has granted Preliminary Site and Applicant Approval and once the Branch receives a resolution from Council on the application, the Liquor Licensing Committee will consider granting pre-clearance approval to the application. The neighbourhood survey has been completed and the results have been reviewed, as follows.

2.0 SURVEY RESULTS:

- 2.1 Council will recall that on 1991 October 15, Council authorized staff to engage Cinnamon, Jang, Willoughby and Company as the City's Consultant on the

Public Opinion Process for Liquor Licence Applications. Marktrend Research Inc., which was previously pre-selected by Cinnamon, Jang, Willoughby and Company and approved by Burnaby to conduct neighbourhood surveys for liquor licence applications in Burnaby, was chosen to conduct this survey after Second Reading of the rezoning. The applicant then deposited sufficient monies to cover the cost of conducting the survey and the Consultant's review of the survey as stipulated in the rezoning report to Council.

A total of 1,234 ballots were distributed to eligible voters within the prescribed area (550 meter radius from the proposed establishment), of which 697 or 56.5% of the total distributed ballots were returned. The results are summarized as follows:

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| BALLOTS RETURNED | 697 |
| SPOILED BALLOTS | 49 |
| VALID BALLOTS | 648 |
| YES VOTES | 485 or 74.8% |
| NO VOTES | 163 or 25.2% |

- 2.2 Cinnamon, Jang, Willoughby and Company have now completed their review and submitted their report to this Department. With regard to the response rate, it is noted that Marktrend performed an additional call to respondents who were not at home on the first or second visit before leaving a Not-at-Home package. This was done at the request of and expense of the liquor licence applicant in order to enable a better response rate and approved by Cinnamon, Jang, Willoughby and Company. The Consultant reviewed in detail the survey materials and methodology utilized by the marketing company, observed the ballot count, conducted interviews and made observations within the survey area, investigated areas of concern, and performed statistically based sampling of addresses and votes cast to form their opinion on the quality of the survey. The Consultant's report concluded:

"In our opinion, Marktrend has conducted a well organized and thorough enumeration of the survey area. We believe that it is reasonable to rely on the results of their survey."

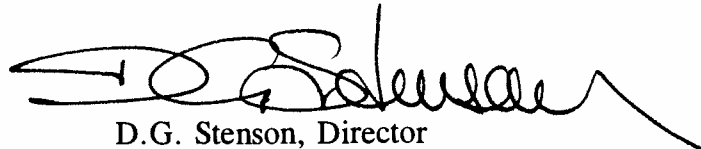
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- 2.3 It should be noted that in the past, surveys conducted under the jurisdiction of the Liquor Control & Licensing Branch required 60% of the valid ballots to indicate that the persons voting were in favour of the proposal for the application to be considered further. However, Burnaby has not to date stipulated a specific minimum level of support in a survey, but rather has evaluated the results of each survey on its own merit as an indication of local area response to a liquor licence application.
- 2.4 In addition, in accordance with standard processing procedures for liquor licence applicants, other pertinent staff and City Departments were contacted to solicit comments or objections to the application. No City Departments, including the R.C.M.P., Burnaby Detachment registered any objections to the proposal. The R.C.M.P. did request that the owner/manager of the hotel contact their Crime Prevention Section to conduct a security survey of the premises during the construction.

3.0 CONCLUSION:

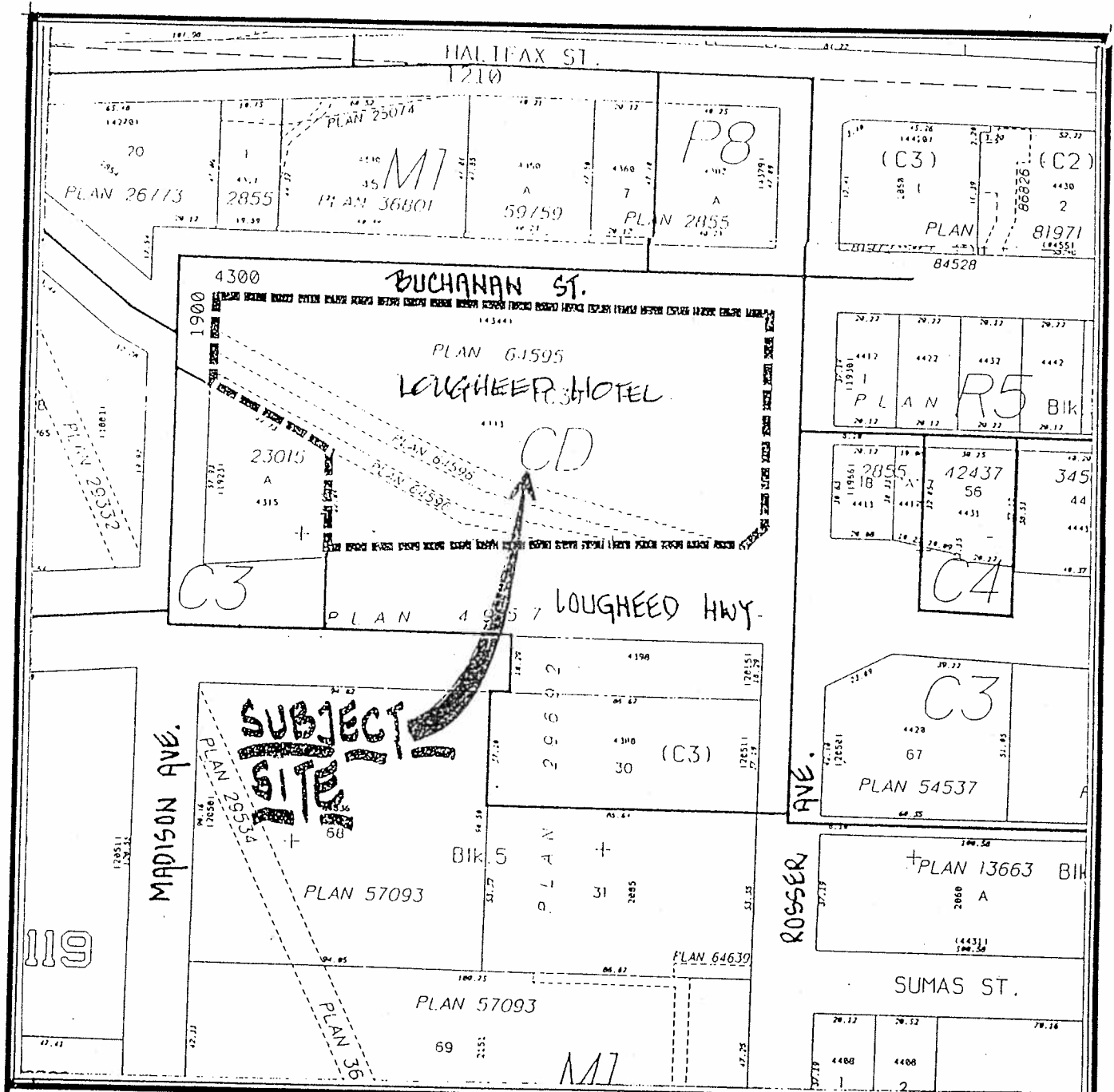
- 3.1 In light of Council granting Second Reading to the pertinent rezoning amendment bylaw and the favourable results of the neighbourhood survey, the Planning and Building Department recommends that Council resolve to approve Liquor Licence Application #4/94, subject to Rezoning Reference #53/93 receiving Final Adoption. It is noted that the Liquor Control & Licensing Branch has previously advised staff that the Council resolution for the application must clearly indicate whether or not Council considers local residents to be in favour of granting the licence.

If Council concurs in this recommendation, the subject rezoning application may then be advanced to Third Reading, pending substantial completion of the prerequisite conditions and to Final Adoption upon completion of the prerequisite conditions.

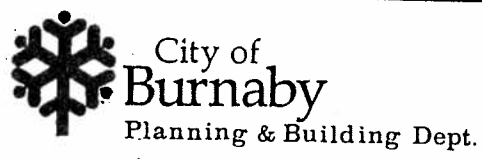


D.G. Stenson, Director
Planning and Building

BW:yg
Attach.



Date: **Aug. 1994**
 Scale: **1:2000**
 Drawn By:



Liquor Licence Application 4/94
Proposed Beer and Wine Store



