

TO: CITY MANAGER **DATE:** 1998 NOVEMBER 19

FROM: DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

SUBJECT: LIQUOR LICENSE APPLICATION - BILL COPELAND CENTRE PUBLIC SURVEY RESULTS

PURPOSE: To request Council to endorse the results of the public survey on Bill Copeland Sports Centre and to forward a copy of the attached report to the Liquor Control and Licensing Board.

RECOMMENDATIONS:

1. THAT the results of the public survey as outlined in the attached report be endorsed.
2. THAT a copy of the attached report be forwarded to the Liquor Control and Licensing Board.

REPORT

At its meeting of 1998 November 18, the Parks and Recreation Commission received the attached staff report on the above subject and adopted the two recommendations contained therein.



KATE FRIARS
DIRECTOR PARKS, RECREATION
AND CULTURAL SERVICES

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Attachment
c:\data\wp\council\ 981119

cc: Director Planning & Building
Officer in Charge - RCMP
City Solicitor
Director Engineering
Deputy City Manager-Corporate Services

SUBJECT: LIQUOR LICENSE APPLICATION - BILL COPELAND CENTRE PUBLIC SURVEY RESULTS

RECOMMENDATION:

1. THAT Council endorse the results of the public survey as outlined in this report.
2. THAT a copy of this report be forwarded to the Liquor Control and Licensing Branch.

REPORT

At its meeting of 1998 April 22, Commission received a report outlining a proposal for a Class "E" Liquor License at the Bill Copeland Sports Centre (Attachment #1). The report also requested that Council pass a resolution with respect to the license application as per guidelines established through Liquor Control & Licensing Branch. Shortly thereafter, the resolution was adopted by Council.

To facilitate the liquor licensing application for the Sports Centre a public survey has been conducted of the businesses and residents surrounding the facility to ensure acceptance of the application. A letter was prepared outlining our licensing proposal for the Centre and delivered to the surrounding residents and businesses (Attachment #2). A radius of 550 metres was utilized as per the City of Burnaby Planning Department guidelines for license applications (Attachment #3). The letter was delivered on Thursday, October 22nd, 1998 to businesses and residents within the survey area and as of November 9th, 1998 no objections or concerns have been received.

This public survey is hoped, and anticipated to be, in place of what is generally required following the "Preliminary Licensing Approval" step. It is anticipated, through the above survey process, that a newspaper and sign advertisement process will not be required. The Liquor Licensing Administrator has been informed of the survey and accepts this as a valid alternative although does not necessarily guarantee the public advertisement process will be eliminated. While the City has not yet been given a preliminary approval, it is anticipated this will be received shortly.

The results of the survey will be shared with Liquor Control and Licensing as part of the application process. While there are few residences and businesses within close proximity to the Sports Centre, it appears there are no specific objections from individuals living or working within the region.

It is anticipated that the completion of this survey will provide evidence of public support and assist in the process of securing a Class "E" Liquor License for the Sports Centre. It is hoped the licensing application process will be concluded by the end of the year.

LS:mc:hh

Attachments (3)

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cc. Director Planning & Building
Officer in Charge - RCMP
City Solicitor
Director, Engineering
Deputy City Manager, Corporate Services

(SUPPLEMENTARY)	
ITEM	9
DIRECTOR'S REPORT NO.	08
COMMISSION MEETING	98/04/22

SUBJECT: BILL COPELAND SPORTS CENTRE - APPLICATION FOR LIQUOR LICENSE

RECOMMENDATION:

1. THAT Council be requested to pass a resolution regarding an application to Ministry of the Attorney General for the licensing of the Bill Copeland Sports Centre under the terms and conditions as outlined in this report.

REPORT

The following report relates to the Bill Copeland Sports Centre and a proposal to provide the sale of beer and cider through a "Class E" Liquor License. Presently, alcoholic beverages can only be offered at this location through the issuing of a Special Occasion License to a facility user group (i.e. Burnaby Lacrosse). The Special Occasion License permits consumption and sale of beer and cider within a restricted area.

It is recommended that an application be submitted to the Ministry of the Attorney General that would allow for the complete licensing of the Bill Copeland Sports Centre. Sale of beer and cider would be provided through City-operated concessions by City Food Services staff. While the complete licensing of the Sports Centre would allow for beer/cider consumption in the stands, the actual areas designated for consumption would be agreed upon by the City and the applicable user group. Attached is a diagram indicating the areas within the Bill Copeland Sports Centre proposed to be covered through the "Class E" License.

Other considerations pertaining to this proposal are as follows:

1. Sale of alcoholic beverages would not be available during events or activities deemed to be unsuitable by either the City or the related Arena user group. Suitable events may include but are not limited to Burnaby Senior Lacrosse Games, Burnaby Bulldogs Junior Hockey Games and special events such as the El Zapotal Cup
2. Similar to Swangard Stadium, all staff involved in the sale of beer and/or cider will have received training relating to situations involving excessive liquor consumption. Staff will also have completed the "Serving it Right" program.

An expansive license for the Bill Copeland Sports Centre is seen as being supportable for the following reasons:

1. Provides an additional service to Sports Centre patrons.
2. Provides greater flexibility in customizing liquor sales for special events.
3. Contributes to greater concession sales at this site.

Controls would be in place to ensure that alcohol related situations would be minimized. In past years, City staff involved in the dispensing of beer and cider have received thorough training in order to act proactively in diffusing potentially difficult situations. This training would be continued in preparation for the license approval.

As indicated above, licensing of the entire facility would provide flexibility in the provision of beer and cider at various events and activities. Events deemed to be inappropriate by both the City and event organizers would not have liquor service available.

Upon approval of the recommendation and ratification by City Council, an application will be forwarded to the Ministry of the Attorney General for their consideration. If all proceeds favorably, it is hoped that a liquor license could be in place at the Bill Copeland Sports Centre by late summer 1998.

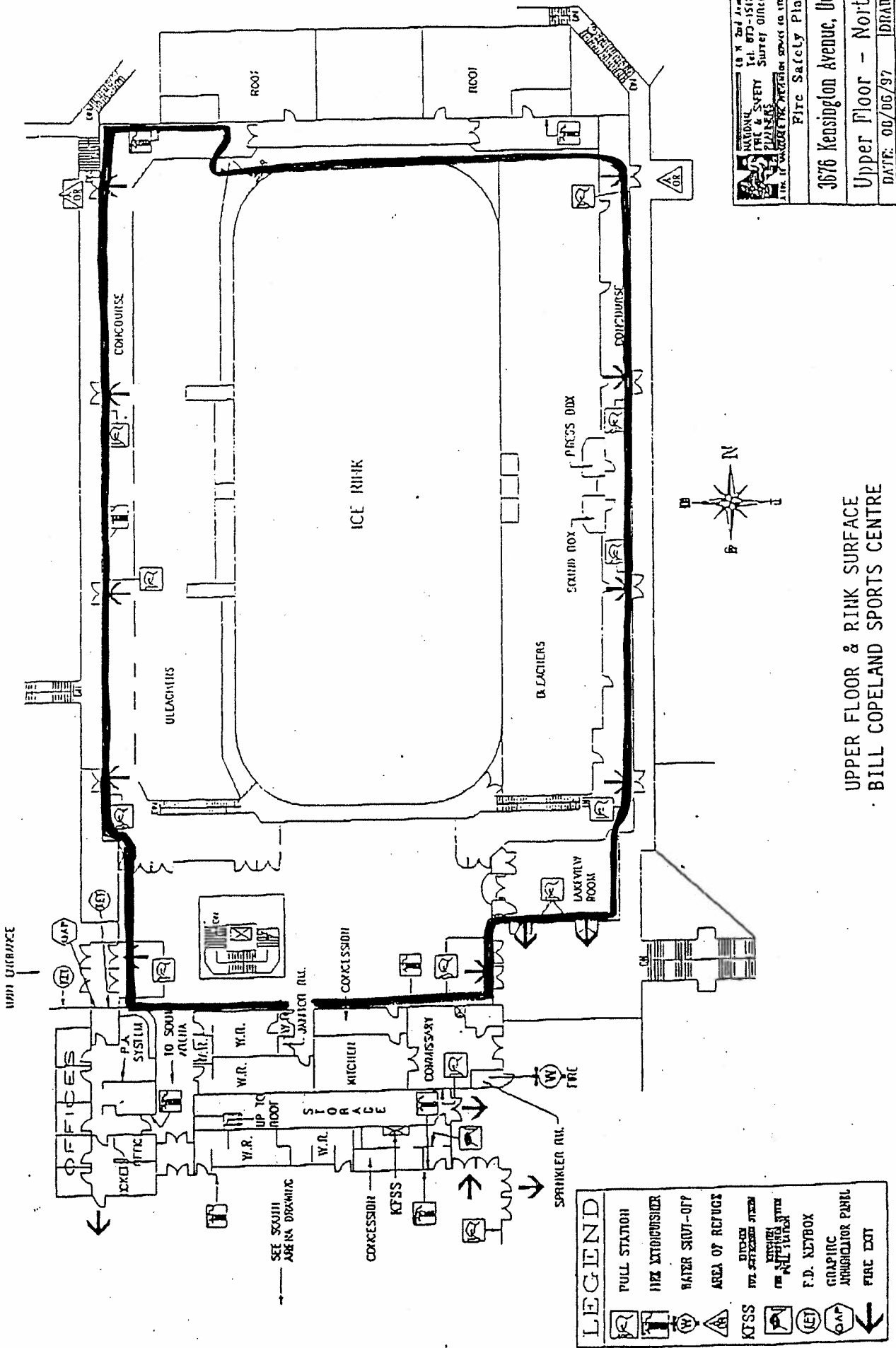
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Attachment

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cc: Director Planning and Building
Officer in.Charge - R.C.M.P.
Director Engineering
Deputy City Manager - Corporate Labour Relations
City Solicitor

Proposed area to be licensed
has been outlined





City of Burnaby

ATTACHMENT #2

Parks & Recreation Department
BURNABY LAKE SPORTS COMPLEX
Bill Copeland Sports Centre & Burnaby Lake Arena
3676 Kensington Avenue
Burnaby, BC V5B 4Z6

Telephone: (604) 291-1261
Fax: (604) 291-0979

October 22, 1998

DEAR OCCUPANT:

RE: LIQUOR LICENSE APPLICATION - BILL COPELAND SPORTS CENTRE

The City of Burnaby currently has made application to the Ministry of the Attorney General - Liquor Licensing & Control for a Class E Liquor License at the Bill Copeland Sports Centre located at 3676 Kensington Avenue.

The License would allow for sales of alcohol beverages at the Sports Centre and their consumption in various areas of the facility with the approval of the specific user groups. The sale of alcohol beverage would be "event" driven and only allowed for those activities deemed appropriate.

It is anticipated that alcohol beverages would be available to the public on a limited, occasional basis only and would not be operated daily throughout the year. Service would be provided on an intermittent schedule somewhere between the hours of 11:00 am and 12:00 midnight.

The purpose of this notice is to inform and invite general comments from the local businesses and general public regarding the application in place. Letters of concern should be addressed to the Bill Copeland Sports Centre at the address noted on this letterhead and marked "Liquor License Application."

Personal comments or clarification regarding this application for the Bill Copeland Sports Centre should be directed to:

Ms. Lezlie Smith
Manager of Food Services
Bill Copeland Sports Centre
Telephone: 320-2203

It would be appreciated if comments could be received by Friday, November 6, 1998.

Thank you.

