

TO: CITY MANAGER

2001 NOVEMBER 07

FROM: DIRECTOR PLANNING AND BUILDING

**SUBJECT: REZONING REFERENCE #01-27
4800 KINGSWAY
RESPONSE TO PUBLIC HEARING POINTS**

PURPOSE: To respond to the points raised at the Public Hearing for Rezoning Reference #01-27.

RECOMMENDATION:

1. **THAT** a copy of this report be sent to all those recorded as speaking at or submitting correspondence to the 2001 October 30 Public Hearing for Rezoning Reference #01-27.

R E P O R T

1.0 BACKGROUND INFORMATION:

- 1.1 On 2001 October 30 the Public Hearing was held for the subject rezoning application, which involves a request to rezone 4800 Kingsway to Amended CD Comprehensive Development District (based on C3 & C3a General Commercial District guidelines) in order to permit a government liquor store within the Metrotown Centre shopping mall. At the Public Hearing, representatives from the B.C. Liquor Distribution Branch (LDB), a retail consultant, and a union organization representing liquor store employees, in addition to the applicant, appeared before Council in support of the subject rezoning application. Also at the Public Hearing, Council received three letters from residents opposed to the subject rezoning application. Council members also raised a number of points of enquiry.

On 2001 November 05 Council gave Second Reading to the bylaw amendment and directed staff to respond to the points raised at the Public Hearing. This report is in response to that request.

2.0 GENERAL DISCUSSION:

- 2.1 The following information is provided in response to the points which were raised at the Public Hearing.

- a) *Impacts on the liquor stores at Old Orchard and South Slope shopping centres*

Written correspondence from three residents cited concerns about the proposed liquor store's impacts on the existing government liquor store at the Old Orchard Shopping Centre. As a part of the rationalization for a new liquor store in the Metrotown Centre shopping mall, Thomas Consultants, a consulting firm specializing in the retail industry,

was retained by the proponents. The consultant concluded that Metrotown Centre would be a good location for a convenience-type liquor store, and that such a liquor store would generally have its own independent market which is separate from that of other existing local liquor outlets in the south Burnaby sector (e.g., Old Orchard, Royal Oak/Rumble and Middlegate).

Furthermore, the LDB has provided assurances that the proposed liquor store in Metrotown Centre is not intended to replace the existing store at the Old Orchard shopping Centre, as exhibited by their current negotiations to extend their lease at that location. At the time of writing, it is noted that the LDB had put forth a fresh offer to renew their lease with Old Orchard, and are currently awaiting a response from Prospero (the landlord). Similar assurances that the proposed liquor store will not affect the plans (i.e., remaining operational) for the existing outlet at Royal Oak Avenue and Rumble Street (South Slope) have also been provided. The applicant has agreed to keep staff abreast of the lease negotiations regarding Old Orchard shopping centre.

b) *Suitability of a liquor store at this location*

The Advisory Planning Commission (APC) indicated that it does not support the subject rezoning application as it questioned the suitability of the outlet being located in a regional mall which attracts significant youth activity and traffic. The APC also cited the lack of written guarantees that none of the existing government liquor outlets would be closed as a result of a new liquor store in Metrotown Centre (this was addressed above in Section (a)). In terms of the proposed store's location in a regional mall, it is noted that many enclosed shopping centres in the lower mainland now accommodate liquor stores. Given that Metrotown Centre is a part of the largest enclosed shopping complex in B.C. attracting some 40,000 customers each day, that it is a significant tourist destination (cited as being a "world class complex"), and that the immediate area including the mall itself constitutes a major concentration of employment, a convenience-oriented liquor store is considered appropriate in light of this unique market, according to the applicant's retail consultants. It is because of this regional orientation that the consultants conclude the proposed liquor store would not impact other community-based local outlets (most patrons for the proposed store being from other parts of the City and region).

With respect to the presence of youth in the mall, it is noted that because the liquor store is internalized, the mall's management has the authority to ensure security is adequately maintained. The mall employs a substantial and highly visible security staff. It is also noted that the LDB, in conjunction with mall security, has a zero tolerance policy with respect to checking identification to verify age and to not serving, and removing from the premises if necessary, clientele which cause a disturbance. Moreover, the RCMP

indicated they had no concerns with such an arrangement when the proposal was evaluated during the usual CPTED review process. Further, there is no evidence to suggest that such problems exist in other malls which currently have government liquor stores. This regional complex is intended to meet the retail shopping needs of the full range of patrons of all ages and all family and non-family types.

c) *Support for the proposed liquor store*

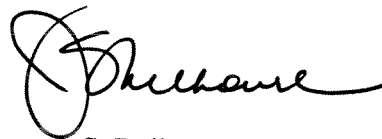
There were also expressions of support for this proposal at the Public Hearing. As indicated above, a retail consultant's study concluded that a liquor store in Metrotown Centre would be a valuable addition to the regional mall and not detract from existing government liquor outlets in this sector.

Two speakers representing the B.C. Public Employees Union (Local 503 representing 1,400 employees in B.C. liquor stores) appeared before Council to express their support for the subject rezoning application. In general, their support is based on the LDB's history as an efficient, socially responsible and community-oriented business. The union representatives also based their support on the added employment likely to be generated by a new liquor store in the area, and by virtue of the fact that the workforce in general would be expanded.

3.0 CONCLUSION:

This report responds to the various points raised at the Public Hearing. Regarding Points 2.1 (a) and (b), it is noted that the proposed liquor store is not intended to replace any of the existing community-based liquor stores in this sector. A retail consultant appearing on behalf of the applicant indicated that the market for the proposed liquor store in Metrotown and existing liquor stores were considered to be separate. Concerns regarding safety and the youth traffic associated with the mall can be readily addressed by shopping centre security, given the strictly internal nature of the proposed liquor store. The applicant will be proceeding with satisfying the prerequisite condition to the rezoning.

This is for the information of Council.



J. S. Belhouse
Director Planning and Building

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cc: Director Engineering
City Clerk

