
COMMUNITY DEVELOPMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

**SUBJECT: Proposed Expansion of an Existing Licensee Retail Store (LRS)
UNITS #108 AND 109 - 1899 ROSSER AVENUE, MADISON CENTRE
CD (RM5, P3, C3, C3H) DISTRICT (*Attached* SKETCHES #1 & 2)
BRENTWOOD TOWN CENTRE, SUB-AREA 1
X-REF. REZONING REF. #06-57 & #07-22**

RECOMMENDATION:

1. THAT a copy of this report be sent to Geoff Boyd, Director of Bar & Lounge, Joeys Restaurants, Suite 950/Box 90/ 505 Burrard Street, Vancouver, BC V7X 1M4

REPORT

The Community Development Committee, at its meeting held on 2009 March 24, received and adopted the *attached* report responding to a request for the proposed expansion of the existing LRS at Unit #109 – 1899 Rosser Avenue, Madison Centre for beer and wine sales.

Respectfully submitted,

Councillor C. Jordan
Chair

Councillor D. Johnston
Vice Chair

Councillor P. Calendino
Member

Copied to:	City Manager Chief Licence Inspector OIC, RCMP Director Planning & Building
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TO: CHAIR AND MEMBERS
COMMUNITY DEVELOPMENT
COMMITTEE

DATE: 2009 March 19

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 71130 20
Reference: BTC- Sub-Area 1
X-Ref: Rez 06-57 & 07-22

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PURPOSE: To respond to a request for the proposed expansion of the existing LRS at Unit #109 – 1899 Rosser Avenue, Madison Centre for beer and wine sales.

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REPORT

1.0 INTRODUCTION

On 2009 January 20, the Community Development Committee received a delegation from Mr. Geoff Boyd, Director, and Mr. Dockendorf, Manager, Joeys Restaurants, regarding a proposal to expand the currently approved Licensee Retail Store (LRS) at Unit #109 – 1899 Rosser Avenue (Madison Centre) into the adjacent CRU (Unit #108) for the operation of a specialty beer and wine store. Arising from discussion of the presentation, the Committee referred the subject proposal to staff for review. This report responds to that request.

2.0 BACKGROUND INFORMATION

- 2.1 On 1999 November 01, Council gave Final Adoption to Rezoning Reference #49/97, which permitted the construction of the Madison Centre, a major mixed-use development, including office and retail commercial, residential high-rise and townhouse uses.
- 2.2 On 1999 November 08, Council gave Final Adoption to Rezoning Reference #99-19, which permitted the specific development of a Restoration Public House (The Shark Club) with an accessory brewing facility, and an LRS within CRU #107 and #109, respectively.

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From: DIRECTOR PLANNING AND BUILDING
Re: Proposed Expansion of an Existing Licensee Retail Store (LRS)

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- 2.3 On 2006 May 15, Council adopted a Liquor Store Location Framework for Burnaby. The corner-stone of the Framework is to seek the establishment of a Liquor Distribution Branch (LDB) 'Signature' liquor store in each of Burnaby's four town centres as well as the establishment of an additional Signature store in the southwest quadrant in the Big Bend commercial precinct, and re-establishment of a neighbourhood scaled LDB store in the Kensington Shopping Centre area in North Burnaby as an interim step to a larger Signature store. As the town centres have the highest concentration of population and the broadest range of supporting commercial services in high density commercial cores, it was deemed appropriate to expect the largest liquor stores with the broadest selection and most stable pricing to locate in the town centres and to act as the 'anchors' for all other liquor stores in Burnaby. The framework established that consideration and support for additional, smaller, LRSs within a quadrant serving a supplementary, convenience role would occur only after the desired LDB store(s) has been established for that quadrant.
- 2.4 At the time the Burnaby Liquor Store Location Framework was adopted by Council, private wine stores licenced by the Liquor Distribution Board (LDB) were not considered in the same category as LRSs licenced by the Liquor Control Licencing Branch. As such, small private wine stores were excluded from the location framework policy.
- 2.5 On 2006 November 20, Council defeated Rezoning Reference #06-57, which proposed the expansion of the existing 1,623 sq. ft. Shark Club Beer and Wine Store at Unit #109 into the adjacent 1,542 sq. ft. CRU at Unit #108, on the basis that it was contrary to the intent of the adopted Liquor Store Location Framework.
- 2.6 On 2007 July 23, Council rejected Rezoning Reference #07-22, a re-submission of Rezoning Reference #06-57, on the basis that it was contrary to the intent of the adopted Liquor Store Location Framework.
- 2.7 On 2007 November 01, the licensing of new and existing private wine stores (VQA, independent retail wine outlets, and off-site retail wine store appointments) was transferred from the LDB to the LCLB and grouped under the single LRS classification. It is noted that the Provincial government has imposed a moratorium on all new LRS applications, which includes new private wine stores.
- 2.8 On 2008 March 17, in response to the wine store application defeated by Council in the Byrne Road and Marine Way area (Rezoning Reference #08-01), Council requested that staff undertake to review the relationship of wine stores to the Liquor Store Location Framework. Staff will be providing a report to Council on the matter in the near future.

3.0 JOEYS SPECIALTY WINE AND BEER PROPOSAL

- 3.1 The proposal is for the expansion of the existing 1,623 sq. ft. LRS (formerly occupied by the Shark Club Beer and Wine Store) at Unit #109 into the adjacent 1,542 sq. ft. CRU at Unit #108, for a total floor area of 3,165 sq. ft., in conjunction with the development of Joeys Restaurant at Unit #107. Details of the proposed development include:

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- The expanded LRS would include the retail sale of beer and wine only, with the option to revert back to a full service LRS within the floor area of the existing Council-approved LRS;
- The expanded LRS would focus a portion of sales on specialty market beer and wine products not sold through an LDB “Signature” store, along with convenience beer and wine sales;
- A collaborative and joint marketing approach would be pursued between the Joeys Restaurant and LRS to create a full service wine experience, as well as promote specialty beer and wine products. Services would include wine courses and seminars, educational tasting and dinner events, and wine clubs; and
- The targeted market of the proposed LRS would be restaurant clientele, as well as beer and wine customers shopping at Save-on Foods for a “one stop shop” experience.

It is noted by the proponents that the objectives of the proposal are to provide a service that is unique in its retail of specialty products, as well as provide a service that is not in direct competition with existing and/or future LDB stores.

3.2 A food primary licence which permits alcohol beverage service, from 11:00 am to 1:00 am, Monday to Sunday and liquor primary licence which permits alcohol beverage service from 11:00 am to 2:00 am, Monday to Sunday are currently issued for Unit #107, the ownerships for which have been transferred to the Joeys Restaurant. An LRS licence, which is held by the Joeys Restaurant concurrently with the liquor primary licence for Unit #107, is issued for Unit #109. Any changes to the above licences, including expansion of the approved floor space, would be subject to approval from the LCLB, as well as local government.

4.0 RELATIONSHIP TO THE BURNABY LIQUOR STORE LOCATION FRAMEWORK

4.1 The retail of beer and wine only (specialty store or otherwise) would be considered an LRS under the Burnaby Liquor Store Location Framework policy. The sections below review the potential for expanding the subject LRS.

4.2 The proposed LRS expansion is within the Brentwood Town Centre area (northwest quadrant), which is currently supported by two existing LDB neighbourhood stores (at Brentwood Mall and on Hastings Street near Willingdon Avenue) and two LRS’s (the subject location formerly occupied by the Shark Club Beer and Wine Store at the Madison Centre and the Heights Liquor Store on Hastings Street near Gilmore Avenue). An LDB “Signature” store, however, has not yet been established in the Town Centre.

4.3 As previously noted, the Framework policy established that consideration and support for additional, smaller, LRSs would occur only after the desired LDB “Signature” store(s) has been established for that quadrant/Town Centre. In view of the above, Council would

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be able to assess the merits of individual applications for a new or expanded LRSs within the Brentwood Town Centre area once the desired LDB “Signature” store has been established. At this point, however, the proposal to expand the subject LRS is contrary to the intent of the Council-adopted Liquor Store Location Framework policy as the Brentwood Town Centre does not yet have an established LDB “Signature” store. As such, the expansion of the existing LRS for the retail of wine and beer only would establish a precedent that is contrary to the established policy.

- 4.4 Given that the proposed expansion is contrary to the intent of the Council-adopted Liquor Store Location Framework inasmuch as the Brentwood Town Centre does not yet have an established LDB Signature Store, this Department could not support a rezoning for an expanded beer and wine store at the subject site if such an application were made.

5.0 CONCLUSION

While the objectives of the subject LRS are to sell wine and beer products only (in which a portion of sales would focus on specialty products) in collaboration with the adjacent Joeys Restaurant, as well as provide a convenient “one stop shop” for beer and wine customers shopping at Save-On-Foods, the proposed expansion is contrary to the intent of the Council-adopted Liquor Store Location Framework policy. Once the desired LDB “Signature” store has been established within the Town Centre, Council would be able to assess future individual LRS applications, including the expansion of existing LRSs. At this time, however, given that an LDB “Signature” Store has not been established in the Brentwood Town Centre, this Department could not support a rezoning to expand the subject LRS if such an application were made.

It is recommended a copy of this report be sent to Mr. Geoff Boyd and Mr. Dockendorf, Joeys Restaurants.

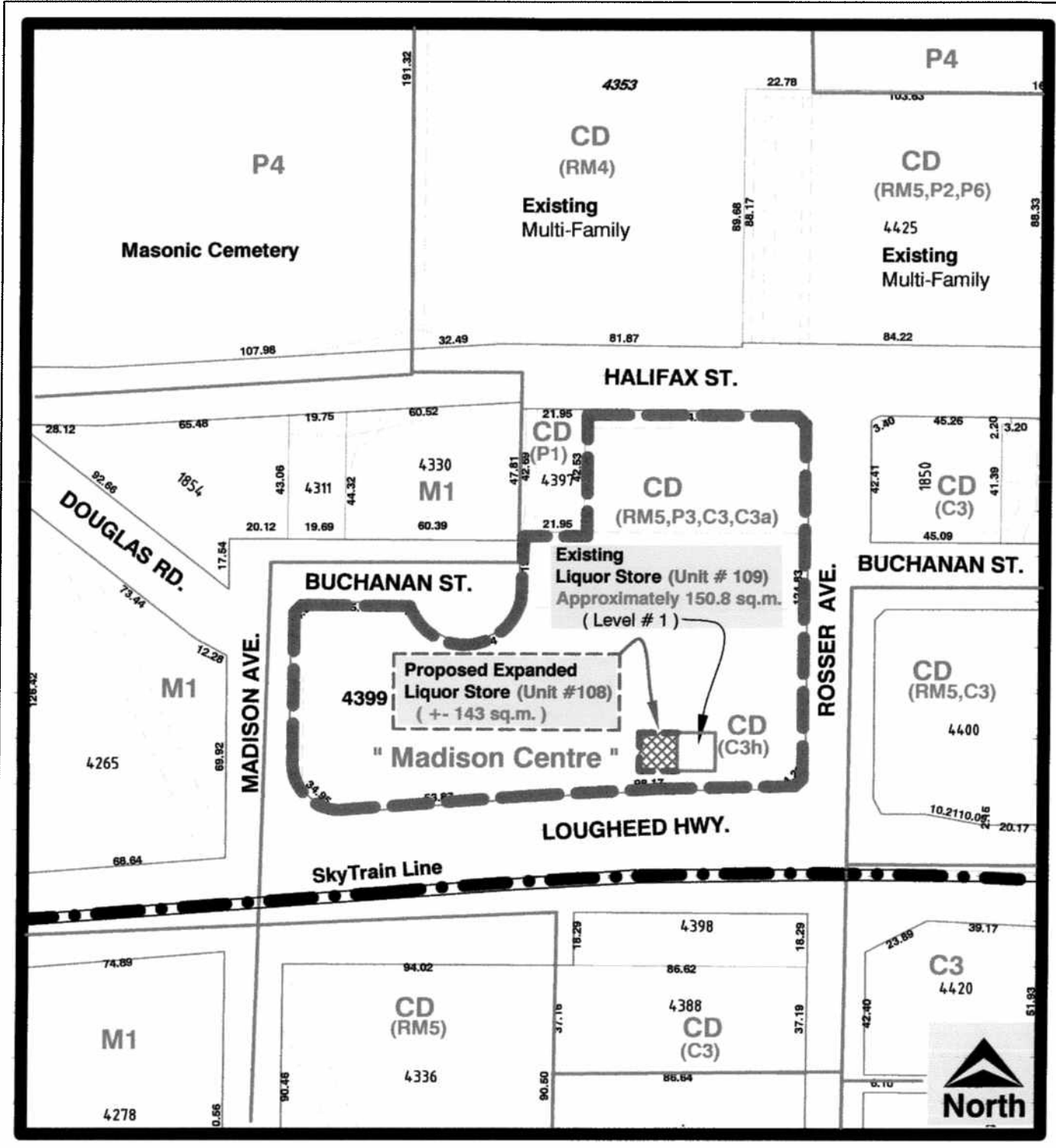


B. Luksun, Director
PLANNING AND BUILDING

ZM:gk

Attachment

cc: City Manager
Chief Licence Inspector
O.I.C. RCMP



Planning and Building Department

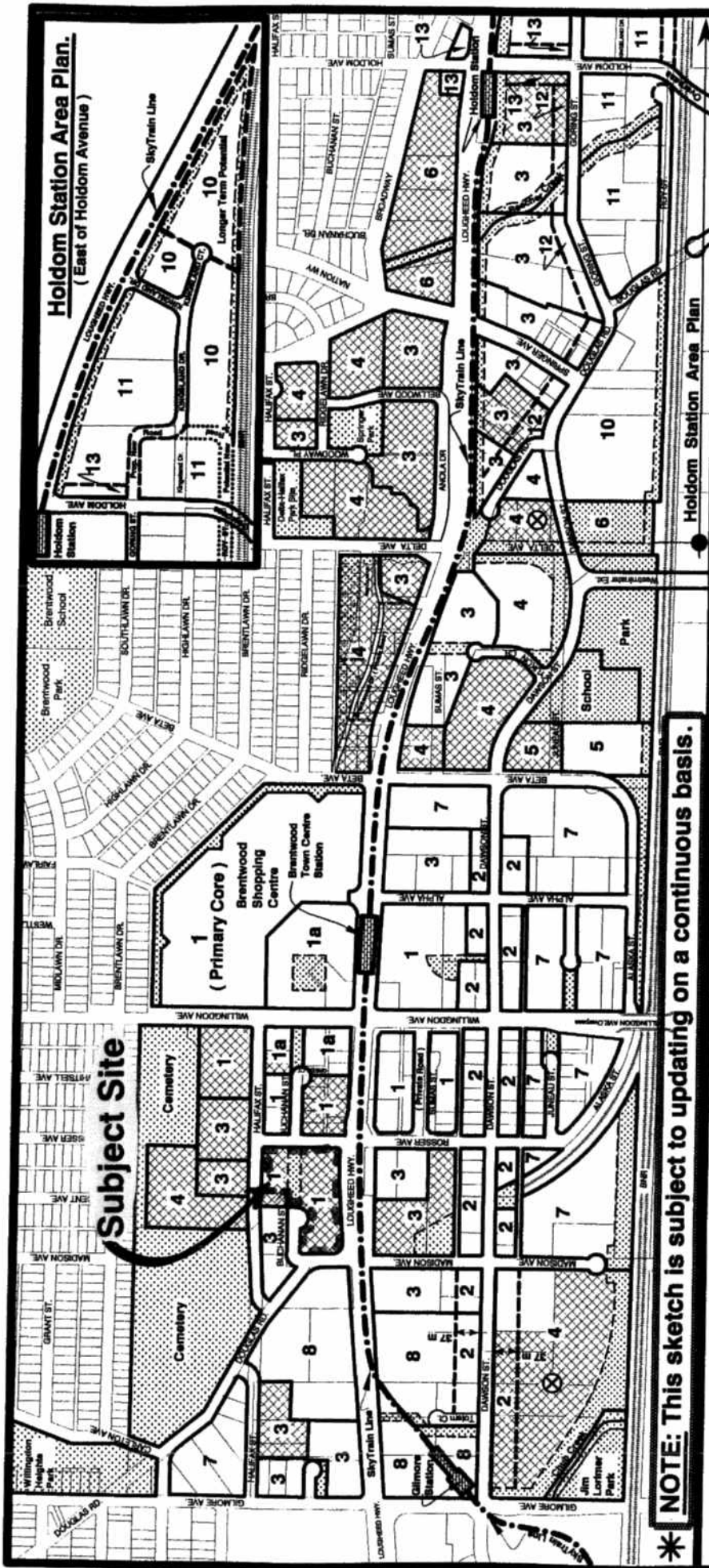
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Drawn By: J.P.C.

Date: March 2009

**Proposed Expansion to Private
Liquor Store in Madison Centre
1899 Rosser Ave. (Unit # 108)**

Sketch # 1



***NOTE:** This sketch is subject to updating on a continuous basis.

**Brentwood Town Centre
Developing Plan
(Including Holdom Station Area Plan)**

Land Use Concept

- LEGEND:**
- 1 → Core Development CD (C3, RM5) → 1a → CD (C3)
 - 2 → Village Street C9
 - 3 → Residential (High Density) CD (RM5)
 - 4 → Residential (Medium Density) CD (RM3)
 - 5 → Residential (Medium Density) CD (RM2)
 - 6 → Residential (Low-Density Townhousing) CD (RM1)
 - 7 → Succession (Industrial to Multiple Family Residential)
 - 8 → Secondary Commercial (Council Adopted on 00.12.11)
 - 9 → Existing Service Commercial
 - 10 → Suburban Business Centre (B1)
 - 11 → Urban Business Centre (B2)

- 12 → Live/Work or Townhouse Buffer
 - 13 → Street Front Commercial (See Holdom Station Area Guide PLAN)
 - ⊗ → Areas may include tower forms
 - ▨ → Park, School, Public Open Space, Buffer
- **Particular Clarification of Guidelines is Required with Planners for any serious development inquiries utilizing these Designated Guidelines as well as any specific Reports to Council.
- ▨ → Completed or Rezoned in Accordance with Development Guidelines

City of Burnaby
Planning and Building Department
North
1, 1996
Updated to March 2008

**Proposed Expansion to Private
Liquor Store in Madison Centre
1899 Rosser Ave. (Unit # 108)**