



City of PARKSVILLE

PO Box 1390, 100 E. Jensen Avenue, Parksville, BC V9P 2H3
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COMMITTEE OF THE WHOLE AGENDA

MONDAY, MARCH 9, 2009 - 6:00 P.M.

1. ADOPTION OF MINUTES

- a) of the February 9, 2009 minutes of the Committee of the Whole meeting - Pages 1 to 2

2. PUBLIC PRESENTATIONS

3. CORRESPONDENCE

4. DISCUSSION RELATED TO DELEGATIONS OR CORRESPONDENCE

5. STAFF PRESENTATIONS

- a) Manager of Engineering – Quarterly Report (verbal)
For January, February and March 2009
- b) Director of Community Planning - Identification Signage for City Hall - Pages 3 to 6
A motion was brought forward to the February 2, 2009 regular meeting of Council requesting the feasibility of erecting a sign that indicates "City Hall" on the corner of Jensen Avenue and Craig Street in front of the Parksville Civic and Technology Centre.

Recommendation: THAT the report from the Director of Community Planning dated February 24, 2009 regarding the identification of signage for City Hall be received;

AND THAT staff add informational way finding signs on the Island Highway, Alberni Highway and adjacent streets to direct residents and visitors to "City Hall".

- c) Director of Community Planning - Consideration of Recommendation Regarding "The Alphabet Walk" Project - Pages 7 to 11
At the February 16, 2009 regular Council meeting Council heard a presentation from the Executive Director of the Chamber of Commerce regarding a proposed project called the Alphabet Walk. Council passed a motion to support the project in principle and asked Staff to [review the proposal] and provide a recommendation to Council. Staff has done

so and has considered in particular whether this project is compatible with other core area initiatives and also how many City resources would be available to facilitate this project. This report addresses these topics.

Recommendation: THAT the report from the Director of Community Planning dated February 26, 2009 regarding the "Alphabet Walk" project be received;

AND THAT Staff continue to support the program in principal and ask that the Chamber provide more detailed information regarding the exact involvement of all parties so that the project can be brought from the concept to the project readiness stage with sufficient information for the City to know its exact involvement and be able to commit to specific tasks.

- d) Director of Community Planning - Consideration of City Position for a Change of Hours to a 'Liquor-Primary' Liquor Licence for Aaronco Holdings Inc. DBA Ocean Lounge [491 Island Highway East] - Pages 12 to 20

The owners of the Ocean Lounge and Liquor Store, Aaronco Holdings Inc., are seeking a Council resolution of support for their pending application to the Liquor Control and Licensing Branch to amend the hours of liquor sales.

Recommendation: THAT the report from the Director of Community Planning dated February 26, 2009 for consideration of the City's position with respect to a proposed permanent change of hours to the 'Liquor-Primary' liquor licence for the Ocean Lounge be received;

AND THAT Council direct Staff to advertise an opportunity for receiving written comment regarding the liquor-primary licence permanent change of hours application for Lot B, District Lot 4, Nanoose District, Plan 23567 (491 Island Highway East);

AND FURTHER THAT the written comment be received prior to deliberation on the application.

6. NEW BUSINESS

7. ADJOURNMENT

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TO BE ADOPTED

AGENDA
COMMITTEE

MAR 09 2009
DATE

CITY OF PARKSVILLE

February 9, 2009

Minutes of the Committee of the Whole meeting held in the Civic and Technology Centre, 100 E. Jensen Avenue, Parksville, BC, on Monday, February 9, 2009 at 6:00 p.m.

PRESENT: His Worship Mayor E. F. Mayne

Councillors: C. R Burger
A. R. Greir
M. Lefebvre
T. C. Patterson
S. E. Powell
C. J. Powell-Davidson

Staff: F. Manson, Chief Administrative Officer
L. Taylor, Director of Administrative Services
G. Jackson, Director of Community Planning
L. Butterworth, Director of Finance

1. **MINUTES**

Lefebvre - Patterson

THAT the minutes of the Committee of the Whole meeting held January 26, 2009 be adopted.

CARRIED.

2. **PUBLIC PRESENTATIONS** - Nil

3. **CORRESPONDENCE** - Nil

4. **DISCUSSION RELATED TO DELEGATIONS OR CORRESPONDENCE** - Nil

5. **STAFF PRESENTATIONS**

Mayor Mayne noted that all recommendations adopted by the Committee at this meeting will be forwarded to Council for consideration at their February 16, 2009 meeting.

RECOMMENDATIONS:

- a) **RCMP Staff Sergeant Brian Hunter**
Gave an overview of the Oceanside Detachment and provided statistical comparisons on crime rates and case loads for the 2008 year.
- b) **Director of Finance gave their Quarterly Report (verbal)**
For January, February and March 2009
- c) **Director of Finance gave the Quarterly Budget (verbal)**
For October, November and December 2008

d) **Director of Community Planning - Establish the City's level of Participation in the Provision of Affordable Housing Units**

Lefebvre - Greir

THAT the report from the Director of Community Planning dated January 26, 2009 to establish the City's level of participation in the provision of affordable housing units be received;

AND THAT this matter be referred to the Strategic Planning and Budgeting process for direction from Council.

CARRIED.

e) **Director of Administrative Services - Communities in Bloom**

Burger - Powell

THAT the report dated January 30, 2009 from the Director of Administrative Services entitled "Communities in Bloom" be received for information;

AND THAT City enter the Circle of Excellence non-competitive, non-evaluated category for the 2009 National Edition of the Communities in Bloom program at a cost of \$450.00.

CARRIED.

f) **Director of Administrative Services - Community Park Concession Lease Agreement for 2009**

Burger - Patterson

THAT the report from the Director of Administrative Services dated February 2, 2009 entitled "Community Park Concession Lease Agreement for 2009", be received;

AND THAT the City enter into an agreement with Matt Doran and Joan Hasell for the operation of the Community Park Concession for the 2009 season commencing May 15, 2009 and ending October 14, 2009 with an option to renew for one additional year;

AND FURTHER THAT the Mayor and Director of Administrative Services be authorized to execute the Community Park Concession Agreement on behalf of the City.

CARRIED.

6. **NEW BUSINESS**

7. **ADJOURNMENT**

Lefebvre - Burger

Rise and Report to Council at their February 16, 2009 meeting.

The meeting ended at 8:15 p.m.



Mayor

February 24, 2009

REPORT TO: F. C. MANSON, C.G.A., CHIEF ADMINISTRATIVE OFFICER

FROM: G. A. JACKSON, DIRECTOR OF COMMUNITY PLANNING

SUBJECT: IDENTIFICATION SIGNAGE FOR CITY HALL

Issue:

Consideration of adding a sign which reads "City Hall" to or near to the Parksville Civic and Technology Centre site

Executive Summary:

A motion was brought forward to the February 2, 2009 regular meeting of Council requesting the feasibility of erecting a sign that indicates "City Hall" on the corner of Jensen Avenue and Craig Street in front of the Parksville Civic and Technology Centre.

Background:

At the February 2nd Regular meeting of Council the following motion was passed:

"09-029 THAT staff investigate the feasibility of erecting a sign that indicates "City Hall" on the corner of Jensen Avenue and Craig Street in front of the PCTC and report back to Council on the proposed design and costs. CARRIED."

The present signage regime for the Parksville Civic and Technology Centre site reflects the original vision of the Parksville Civic and Technology Centre partnership, being that civic services would merge under a joint identity to offer a one-stop shopping model of government and other civic services. In keeping with this philosophy, the prominent site identification signage reads: Parksville Civic and Technology Centre.

Subordinate signage, identifying the specific tenants appears at the two main entrances; Jensen Avenue and Craig Street. At these locations the following are listed: City of Parksville, Vancouver Island University, School District 69 and the Vancouver Island Regional Library. Overall the signage on the site is minimal. In addition to the aforementioned, the Library has window signage indicating its presence. The Community Centre has a scrolling electronic message centre and there are some relatively small signs to indicate the presence of Emergency Social Services, Oceanside Community Policing, Citizens on Patrol and Emergency Radio. Bravenet does not have any identification signage.

Any major change to the existing signage regime on the site would be subject to partner approval and may raise equity issues and a revisiting of the entire regime.

IDENTIFICATION SIGNAGE FOR CITY HALL

In general terms, when considering signage, it is very important to identify the intended purpose. It is the purpose that will establish both the type of signage required and a suitable location. Discussion which preceded the above motion suggested that people are having difficulty 'finding' City Hall. This does not totally answer whether it is the site that they are having difficulty finding or the location within the building; or, perhaps, whether they are not identifying City Hall as being within the Parksville Civic and Technology Centre.

Options:

Council may:

1. Add an identification sign which reads "City Hall" on the Parksville Civic and Technology Centre property towards the corner of Jensen Avenue and Craig Street.
2. Add some banners along the Craig Street and/or Jensen Avenue elevations (with agreement of the School District which also shares the same wall area) to identify City Hall.
3. Add City identification banners to the existing Jensen Avenue and/or Craig Street lamp standards which hold banners.
4. Change the existing lettering on the Jensen Avenue and Craig Street elevations which reads "City of Parksville" to "City Hall" for further clarity.
5. Add informational way finding signs on the Island Highway, Alberni Highway and adjacent streets to direct residents and visitors to "City Hall".
6. Provide [non-signage] information to refresh the public's awareness and understanding of the Parksville Civic and Technology Centre concept.

Analysis:

Option 1

This would require approval of the Parksville Civic and Technology Centre partners. It is contrary to the original theme of merging several government bodies and as a result would likely open up a discussion of equity. An identification sign [similar to the Community Park sign] would cost in the order of \$5000.00. Such a sign would indicate the presence of the City Hall, but would not provide direction to its specific location within the building.

Option 2

These could be highly visible and decorative. They do not have a long lifespan before showing signs of wear and could be expected to cost in the magnitude of \$300 - \$400 per banner. Vandalism has been an issue with banners.

**IDENTIFICATION SIGNAGE
FOR CITY HALL**

Option 3

As with the above option the cost would be in the same range. These lamp standards are under City control so partner approval would be unnecessary.

Option 4

This would address a situation where someone does not equate City of Parksville with the "City Hall". It would not provide location guidance either within the site or to the building.

Option 5

The cost of this type of sign would be \$400.00 - \$600.00 depending on the number and location of signs required. It would provide general direction to the building with an indication that City Hall is located in the building. This can be funded out of the regular operating budget for signage. This option assumes that the problem is one of locating the City Hall site itself. It may result in requests by the Parksville Civic and Technology Centre partners for the same treatment.

Option 6

The request for tenant specific signage may be a symptom of the loss of the concept of the Parksville Civic and Technology Centre partnership. The Parksville Civic and Technology Centre partnership represented a very sophisticated concept and one which was one of the early forerunners of the entire concept of public/private partnerships. It was award winning and celebrated at the time of development and was and still is something to be proud of.

Financial Implications:

Adding informational signage will have some impact on City resources. If Option 4 or 5 are selected no additional funds need to be allocated to the current signage budget.

Sustainability/Environmental Analysis:

There are no identifiable implications.

Recommendation:

That the report from the Director of Community Planning dated February 24, 2009 regarding the identification of signage for City Hall be received;

And That staff add informational way finding signs on the Island Highway, Alberni Highway and adjacent streets to direct residents and visitors to "City Hall".




GAYLE A. JACKSON

GAJ/sh


IDENTIFICATION SIGNAGE
FOR CITY HALL

MANAGER OF OPERATIONS:



A. METCALF

CHIEF ADMINISTRATIVE OFFICER COMMENTS:



F. MANSON, C.G.A.

COMMITTEE OF THE WHOLE REPORT



February 26, 2009

REPORT TO: F. C. MANSON, C.G.A., CHIEF ADMINISTRATIVE OFFICER

FROM: G. A. JACKSON, DIRECTOR OF COMMUNITY PLANNING

SUBJECT: CONSIDERATION OF RECOMMENDATION REGARDING "THE ALPHABET WALK" PROJECT

Issue:

Consideration of recommendation regarding "The Alphabet Walk" project

Executive Summary:

At the February 16th regular Council meeting Council heard a presentation from the Executive Director of the Chamber of Commerce regarding a proposed project called the Alphabet Walk. Council passed a motion to support the project in principle and asked Staff to [review the proposal] and provide a recommendation to Council. Staff has done so and has considered in particular whether this project is compatible with other core area initiatives and also how many City resources would be available to facilitate this project. This report addresses these topics.

References:

Schedule A – Council meeting agenda February 16th, 2009

Background:

At the February 16th regular Council meeting Council received a presentation from Mike Bourcier, Executive Director of the Parksville and District Chamber of Commerce regarding the "Alphabet Walk" project. This presentation resulted in the following motion:

"09-032THAT Council support The Alphabet Walk, in principle, and that the proposal be referred to Staff for a recommendation to Council. CARRIED."

Schedule A provides an excerpt to the agenda containing the overview of the project which was previously provided. Staff has discussed this matter further with Mr. Bourcier to obtain additional information and is now in a position to respond to the above Council motion.

Overall it is believed that this initiative is compatible with the general principals for downtown revitalization as expressed in the Downtown Revitalization Strategy and the Downtown Master Plan. The Business Improvement Association is aware of the project and believes it to be compatible with its efforts too.

The project is an ambitious one, offering a number of the same administrative considerations that would be present with the Chemainus mural program or the Kirkland sculpture program. Some of the administrative components of such a project include:

Consideration of recommendation regarding "The Alphabet Walk" project

- Collection of sponsor funds to allocate towards bench purchase [with excess being directed to BLT [Building, Learning, Together];
- Arranging 'artist' paint-up [including content and quality control monitoring and theme consistency];
- Arranging the tender, purchase, delivery and payment for the benches;
- Establishing locations of the benches, considering sponsor proximity and technical practicalities;
- Establishing agreements pertaining to bench and art ownership and maintenance;
- On-going administration of the program, including making the 'passports' available, having a protocol for dealing with business transition and maintaining the benches.

It should be noted that the benches are not for the purpose of containing advertising and will only contain a small plaque crediting the sponsor. Discussions between Staff and Mr. Bourcier reveal that the above topics have been identified and given thought but may not be formalized into the final level of detail required.

It is expected that City involvement in this project will include:

- Staff assistance in checking and ensuring the suitability of a location from a technical perspective;
- Installation of the bench;
- Disseminating information of all types about the program (i.e. where can I get a passport, how can I paint up a bench, reports of damage?);
- Working with the Chamber to establish a suitable location for the 'brick wall' that will result from bricks gained with full passport books;
- Working through ownership detail and establishing easements and liability insurance if necessary;
- Formalizing an agreement or more detailed understanding about responsibilities being accepted by the Chamber and the City.

Options:

Council may:

1. Continue to support the proposal and direct Staff to work with the Chamber of Commerce in the above noted six task areas to implement the project.
2. Continue to support the program in principal and request that the Chamber provide a detailed agreement template indicating what each group's obligations and commitments will be.
3. Continue to support the program in principal and provide a City commitment to participation through having Staff assist in the technical evaluation of bench locations and by installing the benches only.
4. Continue to support the project in principal without offering any additional resources.

**Consideration of recommendation
regarding "The Alphabet Walk" project**

Analysis:

1. This project will have a lot of administrative detail associated. If this detail is coordinated by the Chamber then City Staff involvement will be limited to technical matters.
2. It appears that the Chamber has identified the same issues as has City Staff. The degree to which they have been worked through has not yet been demonstrated. Having the Chamber provide additional detail would provide assurance that required topic areas have been addressed and would permit a clearer evaluation as to the resource commitment that the City would need to make. This detail would bring the project from the concept phase to project readiness and will be required by the Chamber itself prior to commencement.
3. Minimal City resources would be necessary to offer support in evaluating bench location and installing benches. No additional funds would need to be assigned.
4. The program, by its very nature of involving City property, requires some City assistance. There is a perceived benefit to the program. It would enhance core area attraction in a novel manner.

Financial Implications:

The level of involvement will determine the resource commitment. It is possible to support the project and offer some support within the existing budget provided that the bulk of the project details are handled by the Chamber of Commerce.

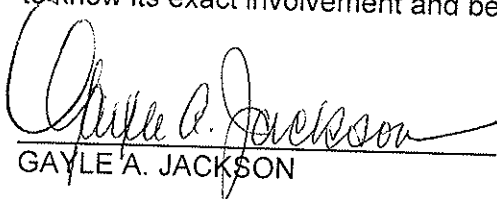
Sustainability Implications:

This project would add to the social fabric and enhance the core area experience offered.

Recommendation:

That the report from the Director of Community Planning dated February 26, 2009 regarding the "Alphabet Walk" project be received;

And That Staff continue to support the program in principal and ask that the Chamber provide more detailed information regarding the exact involvement of all parties so that the project can be brought from the concept to the project readiness stage with sufficient information for the City to know its exact involvement and be able to commit to specific tasks.


GAYLE A. JACKSON

GAJ/sh
Attachment

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Consideration of recommendation
regarding "The Alphabet Walk" project

MANAGER OF OPERATIONS COMMENTS:



A. METCALF

CHIEF ADMINISTRATIVE OFFICER COMMENTS:



F. MANSON, C.G.A.



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COUNCIL MEETING AGENDA

MONDAY, FEBRUARY 16, 2009 - 1:00 P.M.

1. ADOPTION OF MINUTES

- a) of the regular meeting of Council held February 2, 2009 - Pages 1 to 5

Recommendation: THAT the minutes of the regular meeting of Council held February 2, 2009 be adopted.

2. APPROVAL OF AGENDA

3. PRESENTATIONS

4. DELEGATIONS

- a) Mike Bourcier, Executive Director - Parksville and District Chamber of Commerce - The "Alphabet Walk" Project (PowerPoint Presentation) - Page 6
The Parksville & District Chamber of Commerce (PDCC), in partnership with the Building Learning Together (BLT) Coalition and the Qualicum Beach Chamber of Commerce (QBCC) is introducing to Council, for their consideration, the consent of an "Alphabet Walk".

The "Alphabet Walk" project would see 26 benches being strategically placed in the core centres of Parksville (16 benches – A to P) and Qualicum Beach (10 benches – Q to Z). These benches would be labeled from A to Z and painted by local artists within the framework of "Children Storybooks".

When people visit with their kids, the children will receive a "passport" displaying all the benches drawings as a coloring book. The passport will also have a spot for a stamp, which will be available in a location adjacent to each bench. The holder of the completed passport (all 26 or the 16 in Parksville and the 10 in Qualicum Beach) will be given a brick. These bricks can be colored and the name of the child can be posted on the brick, which will then be stacked in a given location in each community. These will form a brick wall and become permanent structures...creating the legacy.

5. UNFINISHED BUSINESS

6. CORRESPONDENCE

7. DISCUSSION RELATED TO DELEGATIONS OR CORRESPONDENCE

COMMITTEE OF THE WHOLE REPORT

AGENDA
COMMITTEE
MAR 09 2009
DATE

February 26, 2009

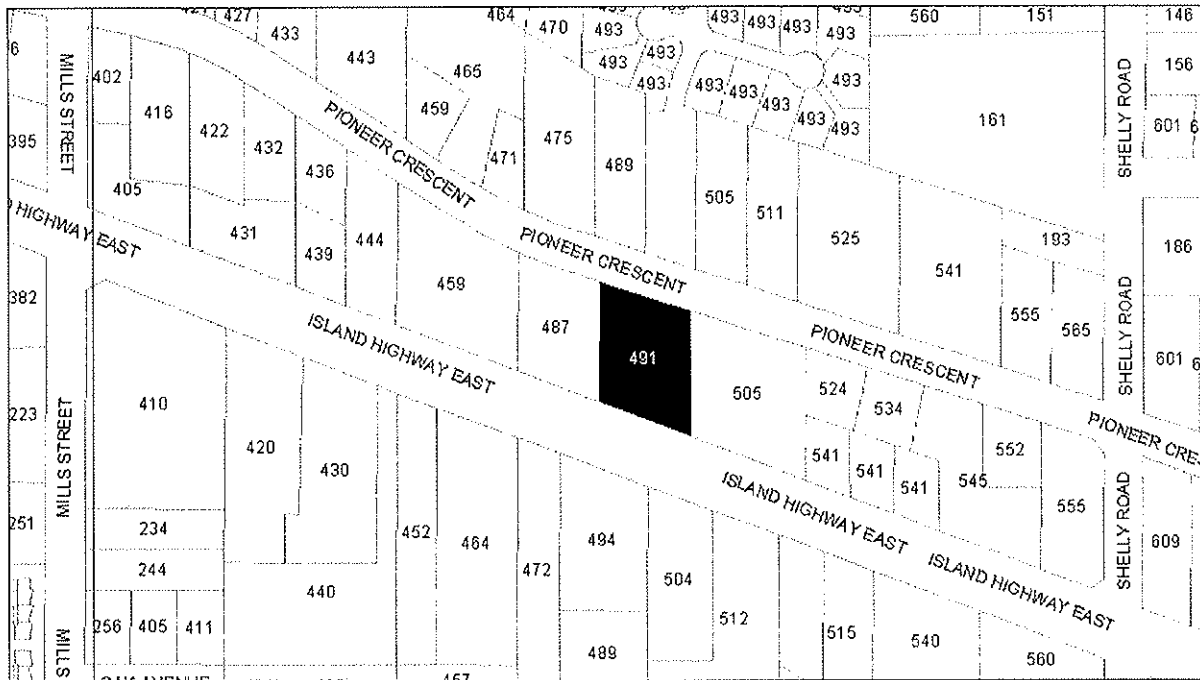
REPORT TO: F. C. MANSON, C.G.A., CHIEF ADMINISTRATIVE OFFICER

FROM: G. A. JACKSON, DIRECTOR OF COMMUNITY PLANNING

SUBJECT: CONSIDERATION OF CITY POSITION FOR A CHANGE OF HOURS TO A 'LIQUOR-PRIMARY' LIQUOR LICENCE FOR AARONCO HOLDINGS INC. (DBA OCEAN LOUNGE) AT LOT B, DISTRICT LOT 4, NANOOSE DISTRICT, PLAN 23567 (491 ISLAND HIGHWAY EAST) FILE NO.: 4320-50-491-ISL

Issue:

Consideration of the City's position with respect to a proposed permanent change of hours to their 'Liquor-Primary' liquor licence for the Ocean Lounge.



Executive Summary:

The owners of the Ocean Lounge and Liquor Store, Aaronco Holdings Inc., are seeking a Council resolution of support for their pending application to the Liquor Control and Licensing Branch to amend the hours of liquor sales.

Consideration of Permanent Change to the Liquor Licence for the Ocean Lounge

References:

Schedule A – Evaluation

Letter from the Aaronco Holdings Inc. (doing business as: Ocean Lounge and Liquor Store) dated February 10, 2009

Excerpt of Application for Permanent Change dated February 21 2009

Background:

As part of the provincially administered liquor licensing process the City has an opportunity to provide comments and recommendations to the Liquor Control and Licensing Branch on all Liquor-Primary Licence Applications. If the City wishes to provide a comment it must do so within 90 days and must address the following specific points within its resolution which are shown below:

- Is the zoning correct for the use;
- Is parking sufficient and are there any potential traffic issues;
- Are there any potential noise issues;
- What is the impact on the community;
- Is the location appropriate given its surroundings;
- Is the establishment in proximity to social or recreational facilities and public buildings where there may be a use conflict;
- What is the number and market focus or clientele of liquor-primary licence establishments within a reasonable distance of the proposed location;
- Population, population density and population trends; and
- Relevant socio-economic information.

An evaluation of these points is provided in the attached Schedule "A".

The City has the option of choosing not to comment which too must be done through a formal Council resolution. In the absence of City comment and public input the Liquor Control and Licensing Branch may undertake its own public consultation process to satisfy the provincial licensing requirements.

The ownership of the subject property has changed at least three times since a bylaw amendment application (rezoning) was completed in 2006 to permit a martini and wine lounge on the site. The original owner, 665068 B.C. Ltd, indicated at the time of rezoning that they were intending to operate a 35 person martini and wine lounge from 4 PM to 11 PM daily. The hours of liquor sales and occupancy were then reflected in the current liquor-primary licence as it was transferred to the subject property in 2007 as part of a separate liquor licence application that was made by then owner 741226 BC Ltd.

The current owners and applicant, Aaronco Holdings Inc. for the Ocean Lounge and Liquor Store are seeking to amend the hours of liquor sales permitted under the liquor-primary licence. The applicant indicates that the current hours are not meeting their patrons expectations, see attached letter.

Consideration of Permanent Change to the Liquor Licence for the Ocean Lounge

The proposed change to the hours of liquor sales for the lounge is as follows; no other changes to the licence are proposed:

Existing Hours of Liquor Sales:

Monday – Sunday, from 4:00 PM to 11:00 PM

Proposed Hours of Liquor Sales:

Monday – Sunday, from 11:00 AM to 2:00 AM

Public records of the Liquor Control and Licensing Branch do not indicate any proven contraventions against the licensee at 491 Island Highway East.

The Bylaw Compliance Section does not have any current enforcement files for this property.

Oceanside RCMP Operations NCO, Sergeant Dennis O'Gorman indicates that the department has no objections to the requested change. See attached e-mail correspondence dated February 19, 2009.

Options:

Council may:

1. Provide an opportunity for residents to comment and formulate a subsequent resolution that supports or denies the application. The resolution should address the specific items required and be in a format specified by the Liquor Control and Licensing Branch.
2. Provide a resolution without providing an opportunity for residents to comment, which recommends to the Liquor Control and Licensing Branch that the licence be denied.
3. Provide a resolution to opt out of commenting on this application.

Analysis:

1. The current 11:00PM closing is unusual for a Liquor-Primary Establishment. Of the seven other liquor primary licensees within Parksville four have hours of liquor sales that end at 1:00 AM and two have hours of liquor sales that end at 2:00 AM. Therefore the applicants request to extend their hours of liquor sales until 2:00 AM is not unexpected.

This option provides Council with an opportunity to consider neighbourhood concerns regarding the proposed change in hours prior to passing a resolution that provides comment to the Liquor Control and Licensing Branch. Council may consider receiving neighbourhood comment in writing in response to a public notice posted at the site and in local newspapers. Alternatively, Council may consider conducting a public hearing or holding a referendum. As this is an existing liquor-primary establishment and given the extent of the changes proposed, public notice and receiving written comment would, in Staff's opinion, be sufficient to address the licensing requirements for neighbourhood input. Written comments from the public could be received at the same Council meeting

Consideration of Permanent Change to the Liquor Licence for the Ocean Lounge

where deliberation on the application occurs. At a subsequent Council meeting, should Council choose this option, it must pass a resolution that follows the specific format required by the Liquor Control and Licensing Branch.

2. If Council believes that the proposed licence is contrary to the community interest, Council may consider providing a resolution to the Liquor Control and Licensing Branch that the application be denied, without taking public input. Should Council choose this option, it must pass a resolution that follows the specific format required by the Liquor Control and Licensing Branch.
3. Opting out of providing comment requires a resolution. In the absence of a formal City position the Liquor Control and Licensing Branch would make its own deliberation on the available facts. The Liquor Control and Licensing Branch could choose to seek resident input if it feels it is necessary. This option denies the City an opportunity to provide direct input with respect to the proposed liquor licence change. While this is a less resource intensive method of dealing with the application it does deny the City an opportunity to influence a situation that could have a community impact.

Sustainability:

There is no sustainability implications associated with the proposal to amend the hours of licensed liquor sales.

Financial Implications:


There are no financial implications to the City other than Staff time and the cost of advertising that is required by the Liquor Control and Licensing Branch process. A \$700.00 application fee was collected.

Recommendation:

That the report from the Director of Community Planning dated February 26, 2009 for consideration of the City's position with respect to a proposed permanent change of hours to the 'Liquor-Primary' liquor licence for the Ocean Lounge be received;

And That Council direct Staff to advertise an opportunity for receiving written comment regarding the liquor-primary licence permanent change of hours application for Lot B, District Lot 4, Nanoose District, Plan 23567 (491 Island Highway East);

And Further That the written comment be received prior to deliberation on the application.

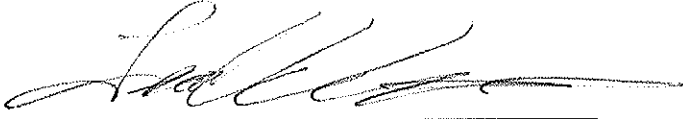

G. A. JACKSON

BR/sh
Attachments

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Consideration of Permanent Change to the
Liquor Licence for the Ocean Lounge

CHIEF ADMINISTRATIVE OFFICER COMMENTS:

A handwritten signature in black ink, appearing to read 'F. Manson', written over a horizontal line.

F. MANSON, C.G.A.

SCHEDULE "A"
EVALUATION

Location of the Establishment

The establishment is located at 491 Island Highway East, as part of a modest multi-tenant shopping centre. The site is bounded by other Highway Commercial zoned properties to the east and west. To the north (the back of the site) is Pioneer Crescent across from which are single family residential properties and to the south and fronting the property is Island Highway East. Across Island Highway East are more Highway Commercial zoned properties.

Proximity of the establishment to other social or recreational facilities and public buildings (within 2 blocks distance)

There does not appear to be any social facilities or public buildings within the immediate vicinity of the subject property. The nearest public building appears to be Woodwinds Secondary School which is located across Island Highway East and is separated by a distance of approximately 300 metres (980 feet).

The person capacity and hours of liquor service

Existing Hours of Liquor Sales:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Open	4:00 PM	4:00 PM	4:00 PM	4:00 PM	4:00 PM	4:00 PM	4:00 PM
Close	11:00 PM	11:00 PM	11:00 PM	11:00 PM	11:00 PM	11:00 PM	11:00 PM

Proposed Hours of Liquor Sales:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Open	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM
Close	2:00 AM	2:00 AM	2:00 AM	2:00 AM	2:00 AM	2:00 AM	2:00 AM

Based on the limited occupant load of 35 persons including staff, the target clientele and the RCMP comments received, it appears that the proposed change in the hours of liquor service are reasonable for this type of establishment, subject to public consultation.

The number and market focus or clientele of liquor-primary licence establishments within a reasonable distance of the location

There are no liquor-primary establishments in the immediate vicinity of the licensee. The closest liquor-primary establishments are the Sunset Lanes bowling alley, at approximately 540 metres to the east of the subject property, followed by the Parksville Curling Club at 925 metres to the west. These establishments would appear to cater to a different clientele, primarily those engaged in sports activity.

The applicant indicates their customer base consists of couples, professionals and tourists with a market focus on the 'sophisticated consumer' who enjoys wine or cocktail and a meal.

Traffic, noise, parking and zoning

Changes to the hours of operation are not expected to significantly alter existing traffic patterns. The establishment already meets the City's requirements with respect to road access and parking and the existing access to Island Highway West will remain the same. A change in hours of liquor sales will not alter this.

A martini and wine lounge is a permitted use on the subject property. No change in use is proposed. Given the limited number of patrons (35 persons) and the lounge type operation and type of clientele noise is not generally expected to be an issue provided the establishment is operated responsibly.

Population, population density and population trends

The population of the City has increased between the years of 2001 to 2006 by 6.5% from 10,323 to 10,993 persons (BC Stats). Based on these trends Staff estimates that the current population ranges between 11,300 to 11,600 persons with a density of approximately 7.84 to 8.04 persons per hectare. It does not appear that population would have any bearing on the proposed change in the hours of operation of an existing establishment.

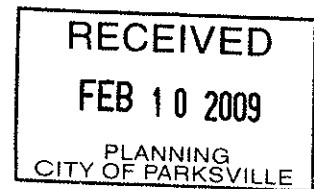
Relevant socio-economic information

In general there does not appear to be an indication of a problem with over-proliferation of licensed establishments in the community. The applicant indicates that the current early closing hours do not meet the expectations of their customers, which includes tourists.

The impact on the community

Given the small size of the establishment, at 70.93 m² (763.5 Sq. Ft.) in area with a maximum occupancy of 35 persons, no negative impact is expected if the application is approved provided it continues to be operated responsibly. In addition, there is potential to provide a social venue to tourist and locals. The establishment may have already served as a catalyst for the redevelopment of an existing shopping plaza.

GJ/4320-50/2009/491 Island Highway East/Agenda/Evaluation-1.



Aaronco Holdings Inc DBA
Ocean Lounge & Liquor Store
491 East Island Hwy
PO BOX 317
Parksville, BC V9P 2G5
February 5, 2009

City Of Parksville
Local Government
100 East Jensen Avenue
PO BOX 1390
Parksville, BC V9P 2H3

Dear Local Government:

We are writing this letter to request an extension of our existing business hours. We are the owners of Ocean Lounge & Liquor Store. Currently Ocean Lounge is operating from 4pm to 11pm 7 days a week. Due to the nature of our business (Lounge) it would be in the best interest of our customers if we increased our hours of operation. We have had many requests to increase our late night hours and complaints about our late opening hours. Other venues in our area, such as our neighbours Amrikko's and Boston Pizza have Food Primary Licenses that allow them to remain open until 2am at their discretion.

We are a Liquor Primary Licencee and we also provide a wide variety food menu. We cater to a sophisticated crowd who like to enjoy a nice meal with a glass of wine or cocktail. Our typical customers include couples, professionals and tourists. We provide a safe and fun environment for our patrons. Unfortunately we are unable to give our patrons the enjoyment they look forward to with a closing time of 11pm. Most of our evening clientele, come into our venue feeling rushed and unable to relax knowing we will be closing in a few short hours. This therefore affects our business. We feel that there is a need and a demand for an establishment such as ours to remain open longer.

If you have questions about our request or would like to speak with us, please call us at (604) 307-1471 (daytime) or (604) 325-3030 (evenings). We look forward to hearing your position on this issue.

Please find enclosed a copy of our application for change of hours of sale and confirmation of receipt of application. Thank you for your time.

Sincerely,

Ocean Lounge
Per: Sunny Dhillon

PART 11. CHANGE TO HOURS OF SALE

C3 - LIC

(Liquor-Primary Liquor-Primary Club, Food Primary & Winery endorsements)

Pursuant to Section 12(3) of the Liquor Control and Licensing Act, the general manager may limit the days and hours that an establishment is permitted to be open for the sale of liquor.

Hours of liquor sales for Food-Primary establishments must be in keeping with the dining habits of the clientele expected. Liquor must not be served unless the establishment is open for the service of a varied selection of menu items.

Licenses may apply to revise hours of sale, subject to any restrictions within the *Liquor Control and Licensing Act*, Regulations, branch policies and/or original terms and conditions of licensing. In some instances, the general manager of the Liquor Control and Licensing Branch may require the licensee to post public notices before a decision to alter licence hours is considered.

Check (✓) the appropriate change, and provide the requested information and documents:

- (a) Food Primary – request to change hours of liquor sales before midnight: complete proposed hours of sale table below

Fee: \$110 per licence x licences = \$

- (b) Food-Primary – request to extend hours of liquor sales later than midnight

(Note: patron participation entertainment must end by midnight)

- complete proposed hours of liquor sale table below, and
- request a local government/First Nation resolution commenting on the application (local government must complete Part 16 of this form; for further information on local government resolutions, read Part 15)

Fee: \$330 per licence x licences = \$

- (c) Liquor-Primary, Liquor-Primary Club or Winery Lounge – any change to hours of sale (earlier opening or later closing)

Fee: \$330 per licence x 1 licence = \$330

- complete proposed hours of liquor sale table below, and
- request a local government/First Nation resolution commenting on the application (local government must complete Part 16 of this form; for further information on local government/First Nation resolutions, read Part 15)

Please complete the table below, indicating proposed hours of liquor sales and days closed:

Current Hours of Liquor Sale:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Open	4:00 PM	4:00 PM	4:00 PM	4:00 PM	4:00 PM	4:00 PM	4:00 PM
Close	11:00 PM	11:00 PM	11:00 PM	11:00 PM	11:00 PM	11:00 PM	11:00 PM

Proposed Hours of Liquor Sale:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Open	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM
Close	2:00 AM	2:00 AM	2:00 AM	2:00 AM	2:00 AM	2:00 AM	2:00 AM

Reason for change in hours:

DUE TO CUSTOMER REQUESTS & CUSTOMER DEMAND/ PROFITABILITY

Are you submitting an application to transfer the location of a Food-Primary licence with this application? yes no

Note – Relocating a Food-Primary establishment An endorsement for hours of liquor service after midnight cannot transfer location without local government/First Nations comment and LCLB approval. Use Part 11b (above) to reapply for the endorsement but do not pay the application fee(s). OR, use Part 10b (on page 5) to reapply for Patron Participation. **Also complete Parts 13 and 14**

PART 12. REQUEST FOR A CHANGE IN TERMS AND CONDITIONS

C3 - LIC

Fee \$110 per licence x licences = \$

This section may be used for special requests to the general manager of LCLB for exceptions to policy related to the terms and conditions of a liquor licence. Please attach

- A letter of intent describing, in detail, the proposed change to your licence and the reasons for the request

Also complete Parts 13 and 14