

- a) Church
- b) Church
- c) Existing Pub (Penny Lane)

- Notification Boundary
- Zoning Boundary

Site : 5680 Main Street DE 407396



PENNYLANE PUB

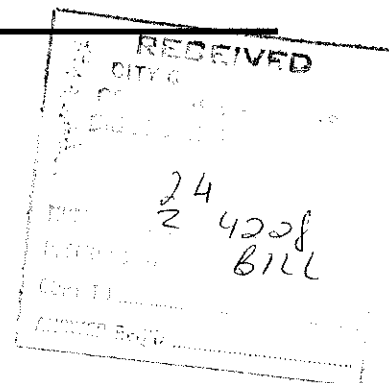
(PLP Enterprises Ltd.)

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November 24, 2003

City of Vancouver
453 West 12th Avenue
Vancouver, B.C. V5Y 1V4

Attention: Bill Boons



RE: Development Permit Application for Beer Store at 5686 Main Street

We provide the following information relating to our application to open a beer store at 5686 Main Street:

GENERAL BACKGROUND

The Penny Lane Pub has been in its current location for approximately 20 years. It has provided a convenient locale for people in the community to gather in a safe liquor primary setting. I have been involved with the business for about one year. Brian Hunter has been an owner for about 10 years. During that time, the Pub has been involved in numerous community activities, supporting sporting and charity events. It has also provided the venue for numerous charitable organizations to hold fundraising functions.

It is important to note that during this time, there have been none of the problems that sometimes arise in settings where liquor is consumed. There have no fights. There have been no car crashes or impaired driving incidents. There have been no incidents of liquor served to minors. We support the City's ban on smoking and do not allow smoking at any time in our pub. The business is run in a professional manner by Brian and the staff, all of whom have significant experience in the liquor primary industry.

The Pub has the ability to sell, and does sell, liquor to the public for consumption off premise, what is commonly referred to as "off sales". This has been in place from the outset of business in this location. By opening the beer store, we do not anticipate that our volume of sales will increase dramatically. Although we do expect an increase in sales, we expect that our sales will be less than 1% of the sales at the government liquor store closest to us. The major advantage to us is that the price at which we buy product is less if it is for sale at a licensee retail store, allowing us to sell to the public at a lower price than our "off sales".

A major challenge to business has been the lack of cooler storage space. With limited cooler space, we have had to have two deliveries per week to ensure a constant supply of product for our customers. With the application for the expansion of our business next door, we are able to add a total of 685 square feet, 295 of which is retail space and 390 square feet of cooler space. This more than triples the size of available cooler space. The importance of this is that we can store enough product on site to satisfy our needs for one week at a time. This means we will be able to reduce delivery to one time per week. Because our order size increases, our beer supplier, Brewers Distributing Ltd., is now prepared to deliver to us in a smaller truck, 33 feet in length, rather than the semi-trailer vehicle which is currently used to make deliveries to several locations in one trip. This truck is 43 feet in total length. Increasing the size of our order allows less frequent delivery in a smaller truck. This allows the delivery to be made without the delivery vehicle having to park on city streets, which is what is now happening with the 43 foot semi-trailer.

SPECIFIC ISSUES

1. I confirm that we will limit our retail business to the sale of beer. Our hours of operation will be from 9:00 am to 11:00 pm every day.
2. Our premises layout provides for pallet deliveries through the side door. Our operational plan relating to empty returns is to pallet the empties in the south west corner of the cooler and remove the empties into the transport vehicle directly from that location. There will be no outside storage of empties or any other product.
3. We have negotiated with our landlord and have obtained one five minute parking spot directly in front of our store for our customers. Because of the convenience nature of the business, we do not anticipate that there will be any parking issues arising.
4. Two of the three other businesses in our mall open at 10:00. We open the Pub at 11:00. The other business, a grocery/convenience store, does not open at a regular time, but never opens before 9:00 am.
5. The Brewers Distributors Ltd. delivery would be scheduled for 8:00 am on Mondays, before any other business in our Mall is open, and before any customer vehicles would be in the parking area (see copy of BDL letter attached).
6. Although we anticipate a slight increase in business over our current "off sales", we do not expect the increase to be such as to attract "panhandlers" or any other undesirable elements into the community.

Yours truly,

Pennylane Pub

per:

Carlos Brito

