



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: February 10, 2006
Author: Bill Boons
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VanRIMS No.: 11-3500-10
Meeting Date: March 2, 2006

TO: Standing Committee on Planning and Environment

FROM: Director of Current Planning

SUBJECT: 3669 West 4th Avenue - Private Liquor Store
Development Application Number DE409920

CONSIDERATION

A. THAT the Director of Planning be advised that Council would not favour approval of Development Application Number DE409920 for a Private Liquor Store (Type 1- Wine only) at 3669 West 4th Avenue.

OR

B. THAT the Director of Planning be advised that Council would favour approval of Development Application Number DE409920 for a Private Liquor Store (Type 1 - Wine only) at 3669 West 4th Avenue.

GENERAL MANAGER'S COMMENTS

The General Manager of Community Services submits the foregoing for CONSIDERATION.

COUNCIL POLICY

On April 8, 2003, Council adopted Policies and Guidelines for the review of Liquor Store applications in the City of Vancouver, including the following:

- (i) submission of Liquor Control and Licensing Branch (LCLB) preliminary approval letter;
- (ii) neighbourhood notification of affected neighbours;
- (iii) that Development Permits be time-limited;
- (iv) applications deemed controversial by the Director of Planning may be referred to Council for advice; and
- (v) Liquor Stores to be separated by a minimum of 150 m from other Liquor Stores, and Schools (public and private), Churches, and Parks.

At the same time, Council instructed the Director of Planning to favourably consider development applications for Liquor Stores selling beer and wine, or hard liquor to "only" those sites in the city currently approved as Liquor Stores.

On November 2, 2004, Council resolved that the Liquor Store Guidelines be amended as necessary to allow consideration of two categories of Liquor Store as follows:

Type 1 (Boutique) Stores:

- 280 m² (3,000 sq. ft.) gross or less, that sells any combination of beer and wine.
- Maximum of one (1) store to be considered in each identified Local Shopping Area (LSA) that currently has no liquor store of any type.
- In Downtown and Central Broadway (where there are no identified LSAs) stores to be a minimum of 500 m from any Type 1 or Type 2 store.

Type 2 (Regular) Stores:

- more than 280 m² (3,000 sq. ft.) gross, that sells any combination of beer, wine, or spirits.
- only where Type 2 stores currently exist, but may be relocated within the same LSA, or general commercial area.

A Type 1 or Type 2 (but not both) to replace each of the two recently closed liquor stores (Robson and Denman Streets, and Victoria Drive and East 49th Avenue, or close by) and in each of the two emerging neighbourhoods (Southeast False Creek and East Fraserlands).

Guidelines to also be amended to provide a separation of 150 m from family-oriented uses including elementary or secondary schools, community centres, neighbourhood houses, churches, and parks.

SUMMARY

In accordance with the Council resolution of November 2, 2004, this development application is being referred to Council for advice as the proposal is contrary to the Liquor Store Guidelines with regard to the number of stores within any Local Shopping Area. As the store would be limited to a small wine-only operation, the Director of Planning is inclined to support the proposal, however, before making a final decision, the application is being referred to Council for advice.

PURPOSE

This report seeks Council's advice on a development application to change the use of a portion of the ground level of an existing two-storey building on this site to provide for a new private Liquor Store (Type 1 - Wine only).

SITE DESCRIPTION AND CONTEXT

The Liquor Store is proposed for the ground level in this existing two-storey commercial building located on the north side of West 4th Avenue, between Dunbar Street and Alma Street. The site is zoned C-2. The site and surrounding zoning are shown on the attached Appendix "A".

Staff carried out a land use survey of the surrounding area, similar to that which would be done for a liquor-licensed premises, as covered by Council Policy. The survey area contains a mix of commercial and residential uses. The site is located within a Local Shopping Area (West 4th Avenue; Collingwood Street to Highbury Street). The closest existing Liquor Stores are an existing Government Liquor Store (#101-2083 Alma Street) within the same Local Shopping Area, in the Jericho Village Shopping Centre at West 4th Avenue and Alma Street, and the private liquor store adjacent to the Darby Dawes Pub at 2001 MacDonald Street. The Government Store is approximately 122 m (400 ft.) from the proposed store and the private store at Darby Dawes Pub is approximately 1.26 kilometres (0.8 miles) from the proposed store.

DISCUSSION

The applicant seeks approval to alter and change the use of the ground floor in this existing building to provide for a new private Liquor Store (Type 1 - Wine only) having a total area of approximately 89 square metres (950 sq. ft.).

The applicant's submission includes a declaration that the liquor store would be used for the sale of Vinters Quality Alliance (VQA) Wine products only, and has indicated proposed hours of operation of the store to be 10:00 a.m. to 10:00 p.m. Monday to Saturday and from 12:00 noon to 8:00 p.m. on Sundays and holidays. The applicant's operational letter is attached as Appendix "B".

The Liquor Store has been assessed against the applicable provisions of the Zoning and Development By-law and the Parking By-law. Staff have also reviewed the application against the guidelines Council amended on November 2, 2004, for the review of these types of applications involving Liquor Stores. The following summarizes the results of the review process:

Local Shopping Areas (LSA) No.2- West 4th Avenue - Collingwood to Highbury Streets.

The Local Shopping Area (LSA) in this portion of West 4th Avenue includes the C-2 zoning on both sides of West 4th Avenue, from Collingwood Street on the west to Highbury Street on the east. The proposed location is within these boundaries, however there is an existing Government Liquor Store in the same LSA.

Separation from Family-Oriented Uses

The location is not within 150 m of any of the family-oriented uses specified in the Liquor Store Guidelines.

Parking/Loading provisions

The site contains a two-storey building having Retail and Office uses. The site provides a total of fifteen (15) off-street parking spaces and one (1) off-street loading space. The applicant's operational letter describes how and where the wine product deliveries would be made, such that the trucks would not utilize surrounding streets, or block the lane, during the delivery procedures.

Simplified plans, including a site plan and floor plan of the location, are included in Appendix "C".

Notification

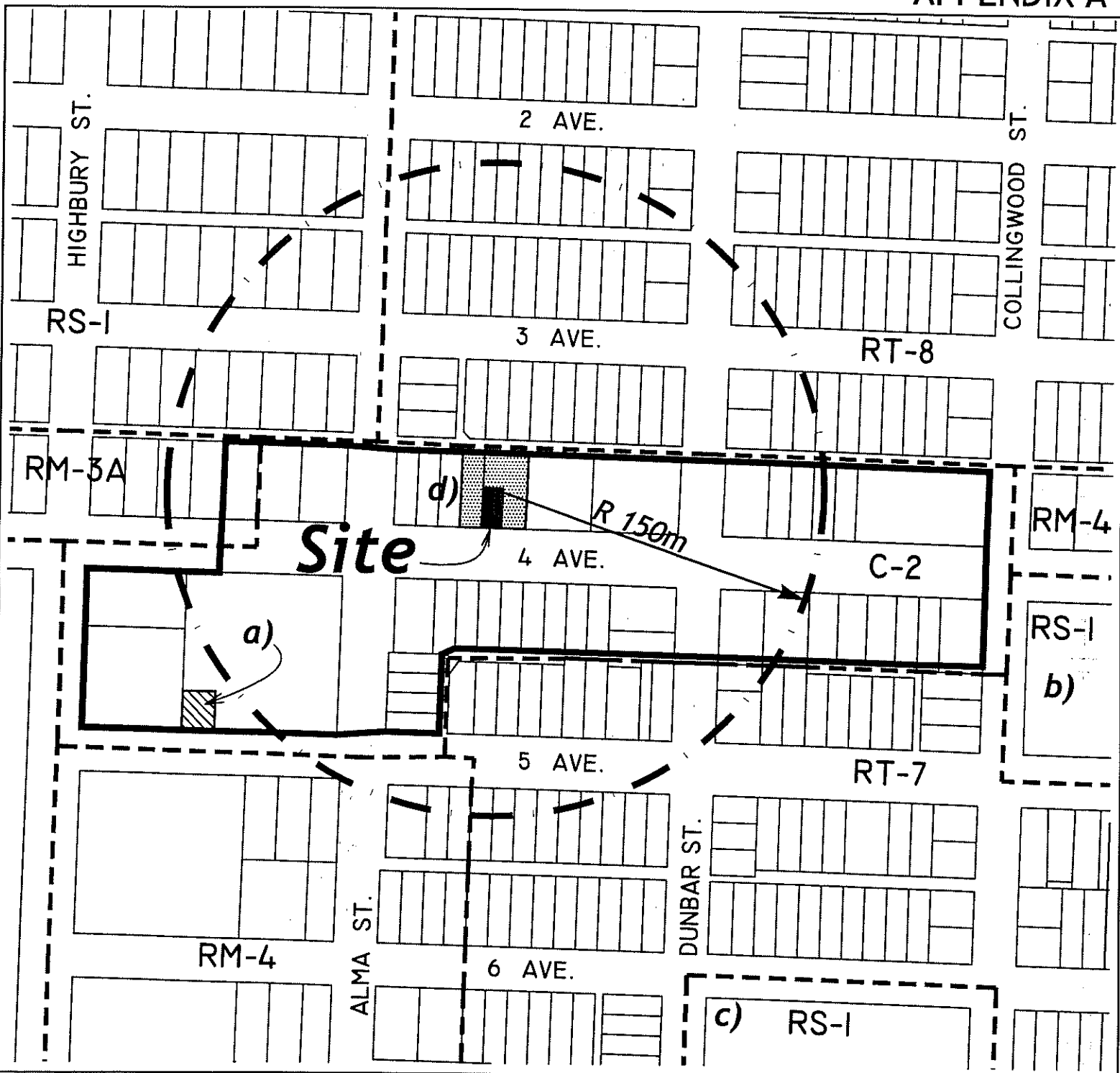
As part of the review of this development application, 233 neighbouring property owners were notified of the proposal. The Director of Planning received just 1 individual letter expressing concerns with the proposal. The lone respondent indicated that they did not believe the area needed another liquor store, noting the existing store nearby and also cited concerns with the proximity to the existing neighbourhood pub at 3681 West 4th Avenue. The notification area is included in the attached Appendix "A" map.

POLICE DEPARTMENT COMMENTS

The Vancouver Police Department has reviewed this proposal and has not expressed any concerns.

CONCLUSION

The proposal meets the technical requirements of the Zoning and Development By-law and the Parking By-law, but does not meet the requirements in the Council-approved guidelines with regard to the number of stores located within a Local Shopping Area. There have not been any significant concerns raised by the neighbourhood. The Director of Planning is inclined to support the proposal, but is seeking any advice which Council may wish to provide.



a) Jericho Village Shopping Centre
(Unit 101- Gov. Liquor Store)

b) McBride Park

c) Bayview Elementary School

d) Jeremiah's Neighbourhood Pub

--- Notification Area

—— Local Shopping Area Boundary

- - - Zoning Boundary

Site: 3669 W 4th Avenue, DE409920

Date: 2006 February 13

City of Vancouver Planning Department

Scale: 0 25m 50m 100m



October 24, 2005

City of Vancouver
Community Services Development Services
453 West 12th Avenue
Vancouver, B.C.

Re: Development Permit Application for Wine Only License

This is an application for a license to operate a Wine Store (only) at 3669 West 4th Avenue, Vancouver. The application is specifically for the operation of a wine store specializing in VQA products. The license is limited and does not provide any sale of beer or spirits.

The license has come about from a recent separation of an original allocation of licenses. The Provincial Government endorses the creation of these new licenses in order to promote the sale of quality British Columbia wines. Harry McWatters, the President of Okanagan Estate Wine Cellars, is the owner of the license. Mr. McWatters has screened prospective licensees and has visited the proposed wine store.

Harry McWatters, the founder of Sumac Ridge Winery, was recently inducted into the BC Restaurant Hall of Fame. He has been credited with the creation of the BC Wine Institute and the VQA programme. The proposed wine store will reflect the VQA model.

The proposed wine store is one of 4 (four) stores in a two-story commercial complex. The complex is well maintained and houses a variety of retail stores. The proposed retail wine store is less than 950 square feet (including storage). The store does not have a prominent appearance to passers by as the complex is set well back from the sidewalk.

There is substantial dedicated parking for each tenant in the commercial complex. The proposed wine store has customer parking at the rear of the building. Deliveries of new stock will be by a small courier van sent directly from a winery or a wine agent. The van will either enter from the rear of the proposed wine store or directly through the front of the proposed store.

There is ample 2 (two) hour parking on both sides of 4th Avenue between Collingwood and Highbury. A traffic light assists pedestrians crossing 4th Avenue or arriving by bus (the bus stop being immediately across the street from the proposed store). The location also has two bicycle lock-up facilities within a few feet of the proposed store for those who travel by this mode of transport.

The security of the store includes excellent outside lighting (front and rear) and metal gates will secure the windows at the front and the inside of the rear door after hours.

We acknowledge that there is a liquor store located in the parking lot of the Jericho

Village mall which backs on to 5th Avenue. During our discussions with neighbours, we have learned that many of them do not frequent the liquor store because of its location, unpleasant surroundings and limited selection of BC wines.

Following the VQA model, the proposed wine store will provide staff who have superior knowledge of BC wines and are able to assist customers with their questions including information about wine pairing. Customers will notice the many wines represented by wineries which cannot be found in the liquor store. Tastings (including certified organic award winning BC wines) and special events are a weekly feature.

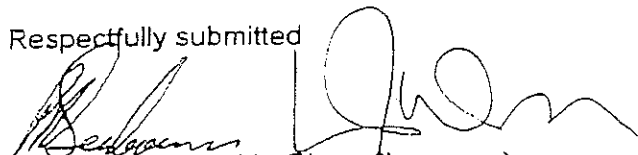
The proposed store will also provide gift baskets, gift certificates, gift wrapping and other merchandise including glassware, decanters and other accessories.

In accord with Council's Policy, this application is for a "Type 1 (Boutique) store 3000 square feet or less". The specific proposal is for the sale of high quality BC wine only at the proposed store in a location defined as "Local Shopping Area #2 west 4th Avenue: Highbury to Collingwood. "

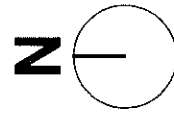
The proposed wine store location does not conflict with the City Council's guidelines relating to family oriented uses including schools, neighbourhood houses, churches, or parks.

In consideration for the neighbourhood, including other commercial tenants, there will be no wine bottle returns. The store's hours are proposed to be Monday to Saturday 10:00 am to 10:00 pm with Sunday and holiday hours 12 noon to 8pm.

Respectfully submitted



P. Seabourne and L. Olsen (licensees)

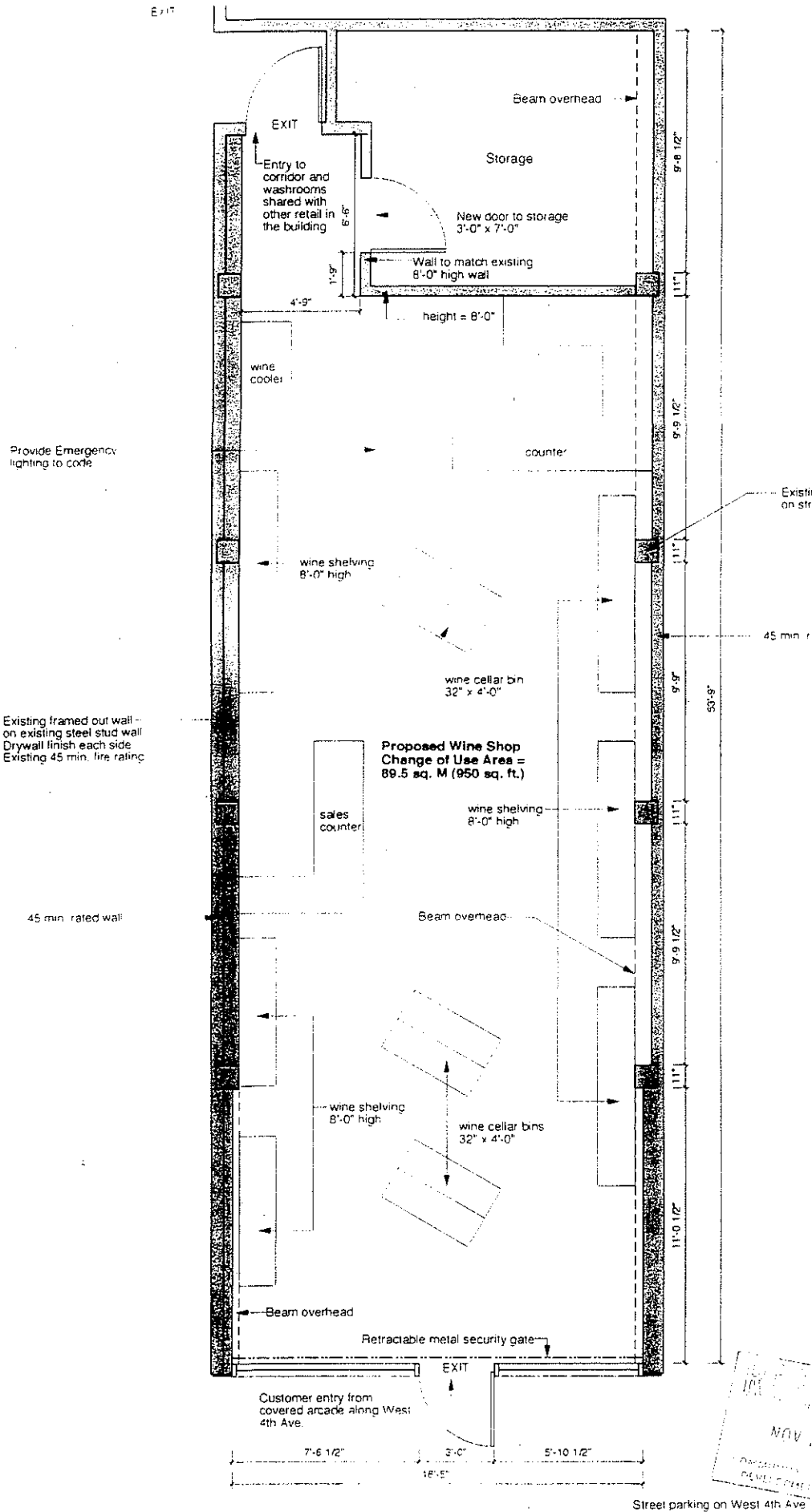


Site Location Plan in Context of City Block

3669 West 4th Ave



Rear parking and lane access



NOV 10 2011
CITY OF DENVER
PLANNING DEPARTMENT

Floor Plan - Proposed Wine Shop



Site Location Photo

3005 WEST 100th

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