



Wild Ambition Brewing  
1 - 3314 Appaloosa Rd  
Kelowna

Application for Lounge

Revised February 24, 2020

The LOUNGE  
has a net floor area of  
N/A m<sup>2</sup>. The maximum  
occupant load shall be  
30 persons, based on  
SEATING PROVIDED

Reviewed  
by City of Kelowna  
Inspection Services

*all*

**RECEIVED**  
FEB 24 2020

# Letter of Intent

**RE: Wild Ambition Brewing Lounge Endorsement**



To Whom It May Concern,

Please find below the description of the proposed lounge for Wild Ambition Brewing at 1-3314 Appaloosa Road, Kelowna, BC.

## Food

Wild Ambition intends to provide light meal options to accompany our ales. Inspired by the Belgian Brew Café model, a variety of hot and cold sandwiches with a selection of locally made pastries will service our industrial neighbourhood with well needed lunch time fare. These food options will aim to feature local ingredients and transition well to service our afternoon and evening patrons seeking a post shift meal with their beer. For non-alcoholic beverages, we intend for water and specialty sodas along with a selection of teas and coffee to be available to all guests.

## Entertainment

Entertainment is not the focus of this brewery. However, we do envision a well-rounded community gathering place where locals and visitors alike can celebrate Kelowna's vibrant beer, food, and arts offerings - as well as each other! We see this taking the form of the occasional live music or poetry performance, along with trivia or craft nights, possibly accompanied by stable of board games.

## Neighbourhood

The Mill Creek Industrial Park and surrounding area is composed primarily of contractor facing industrial operations. Wild Ambition would be included in a handful of other public facing businesses with manufacturing or industrial storage needs. Our neighbours primarily operate during daytime hours Monday to Friday with a few exceptions who continue their operations overnight and/or on weekends.

## Potential Noise or Disturbances

Due to the existing composition of the neighbourhood, there are unlikely to be major concerns regarding potential noise or disturbances. The neighbouring businesses are already accustomed to large trucks making deliveries and the sounds of heavy machinery at all hours. Any noise produced by our patrons or entertainment offerings would likely be inconsequential.

**Measures**

As there is always the potential for unforeseen impacts, we will ensure that we respond to any concerns or complaints raised by any involved party and work promptly to identify a mutually agreeable solution.

**Other Information**

We are not expecting the transition from our existing retail shop and tasting area to retail shop and lounge to be particularly dramatic. The existing serving limit of three 125ml tasting pours disappoints our customers who would like the opportunity to sample more than three beers from our extensive beer list or have a larger serving of a single beer. Our goal is to offer them that choice in an environment that continues to promote responsible alcohol consumption with the addition of quality food service and casual entertainment.

Thank you for your time and consideration of our proposal. Please do not hesitate to reach out to me directly with any concerns.

Regards,



**Theresa Cashen**

**Director**

**250-575-0787**

**theresa.cashen@wildambition.beer**

