

ATTACHMENT

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This forms part of application

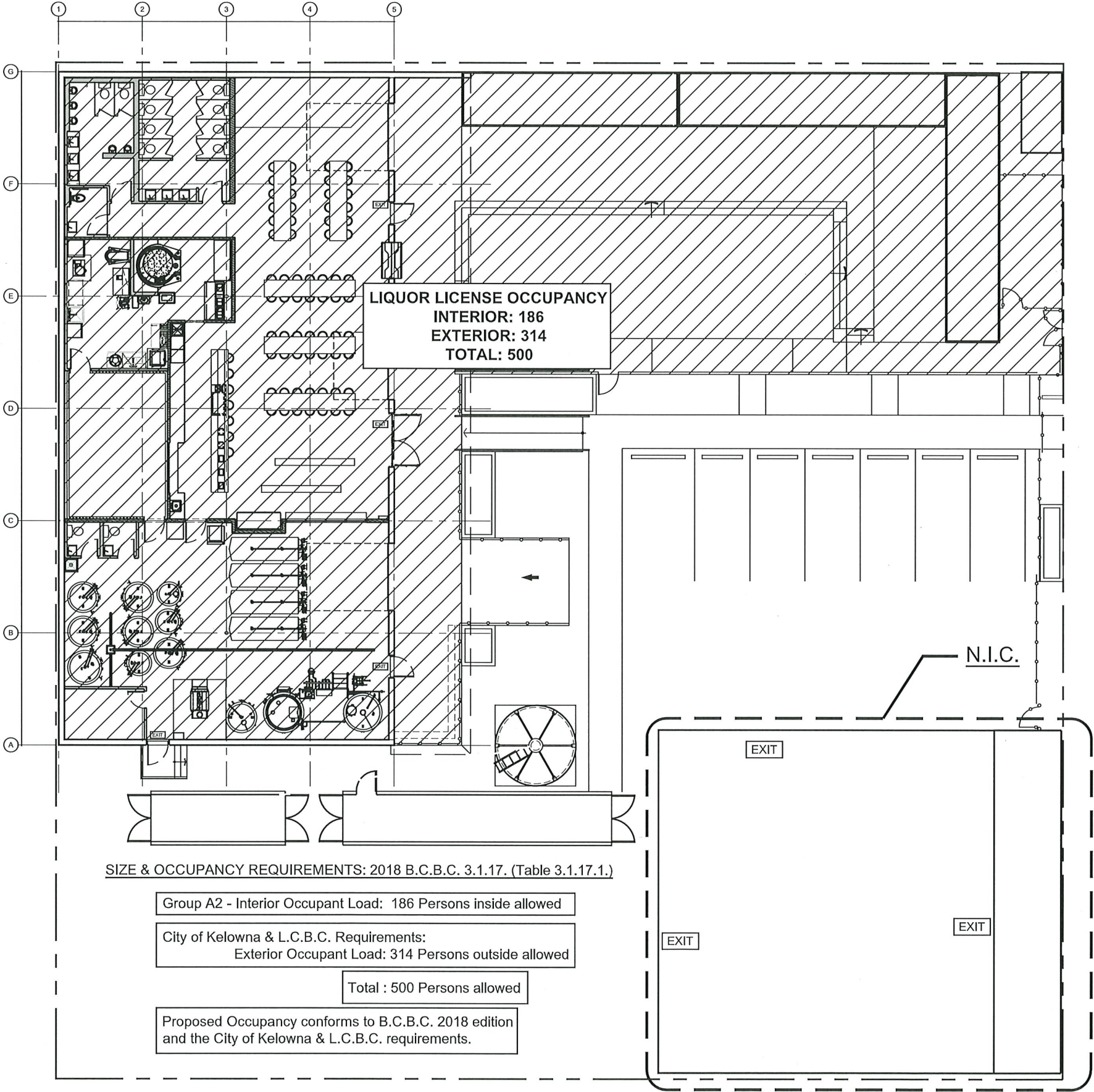
LL20-0009

Planner
Initials

AF

City of
Kelowna

COMMUNITY PLANNING



SIZE & OCCUPANCY REQUIREMENTS: 2018 B.C.B.C. 3.1.17. (Table 3.1.17.1.)

Group A2 - Interior Occupant Load: 186 Persons inside allowed

City of Kelowna & L.C.B.C. Requirements:
Exterior Occupant Load: 314 Persons outside allowed

Total : 500 Persons allowed

Proposed Occupancy conforms to B.C.B.C. 2018 edition
and the City of Kelowna & L.C.B.C. requirements.

Notes:
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All drawings shall be read in conjunction with specifications and consultant details.
All work shall be carried out in accordance with Canadian Standards, specifications, British Columbia Building Code (Current Edition) and local authority by-laws and regulations.
Tabulated scales refer to Arch D size drawing sheet.
This drawing must not be scaled.
Contractors shall verify all dimensions prior to commencement of work.
Any omissions or discrepancies shall be reported to the architect.



No.	Date	Description
06	2021-04-08	Occupancy Update
05	2021-03-31	Occupancy Update
04	2021-03-05	Issued for Construction
03	2020-06-25	Issued for Building Permit
02	2020-06-25	Re-issued for Development Permit
01	2019-12-11	Issued for Development Permit

Revisions



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project title
RED BIRD BREWING
BREWERY EXPANSION
1080-1090 RICHTER STREET
KELOWNA, B.C.

project no. 3394

drawing title
MAIN FLOOR PLAN
OUTLINING LICENSED
AREAS

designed	scale
	N.T.S.
drawn	
checked	PMC
drawing no.	

DP2.01

plotted April 8, 2021 10:13 AM



Red Bird Brewing Inc.
1086 Richter St.
Kelowna, BC
V1Y 2K5
adam@redbirdbrewing.com



May 06, 2021

Attention: Mr. Andrew Ferguson BES, MLA- Planner II City of Kelowna
Subject: Red Bird Expansion-Community Impact

Business Model

Red Bird is a brewery taproom with a focus on providing a solid line-up of core beers developed since 2017 complimented with seasonal and specialty beers released at various times throughout the year.

Our primary business model is a taproom, over-the-counter, bricks and mortar approach. Our customers visit the brewery directly to have a flight or a glass in a social community environment. Distribution of canned products is a small portion of our business, however we have several local community liquor stores that carry our product and indicate positive customer response to our products.

In terms of economic value, we staff 20 part time employees and salary 5 people. These frontline personnel are the face of our business and the first interaction our customers have entering our brewery. Other economic impacts are realized through freight/transport, food/snack vendors, food trucks, mobile market products such as flowers, musicians and others.

We have been and will continue to be an important social anchor in the community since 2017. Individuals or groups visit us to enjoy a friendly and community-focused, casual experience. Our goal of community first lies in all brewery decisions. We welcome families and tell stories of young parents with babies meeting up at the brewery on a Sunday afternoon to catch up and visit. We welcome pets to our patio and have stories of pet owners with common interests meeting at the brewery and having pet get togethers outside the brewery. We are emotional about this topic and it has been an over whelming ride since the doors opened.

Our venue is well suited to support cultural activities. Culture is a broad term, and we aim to support and be a part of its development in Kelowna. Food, traditions, holidays, architecture, lifestyle, art, music and other cultural activities will be promoted and nurtured at Red Bird. The

ideas are endless and to date, with our resources and venue, we started by focusing on music. We were the first in the local brewery community to bring on a music director to curate the local talent and book artists. The community response to our music program has been amazing. Past performances hold a place in the heart of our customers, and we look forward to continuing and expanding our cultural impact on our community.

The brewery is and will continue to be a place for everyone.

Production Area

This one third of the total square footage of the building is dedicated to beverage production activities. It is well organized with quality production equipment that will produce beer for years to come. We included two staff washrooms in this area.

Indoor Space

Upon entering the front door of the brewery taproom you will be in an organized queue for service. This service line-up has a large viewing window into the brewing production area located at the South end of the building. The customers will be able to see the brewhouse, tanks and production activities such as canning, keg-washing and more.

The taproom space will be a comfortable casual environment. Community tables and overall layout is designed to promote conversation and interaction between groups. It is an open atmosphere with a cozy feel year-round. The warmer months will allow us to open our overhead doors and let some outside spill into the inside environment.

We allowed for more than the required number of washroom facilities to facilitate improved customer experience during our busy season and allow for potential growth in the future.

The indoor stage is designed for live performances with engineered sound delivery to the audience. We also have a retractable screen for projecting sporting, music and other cultural events.

The kitchen is fitted with an authentic Italian forno (wood fired) pizza oven. This type of oven is of the highest quality and will deliver a wide range of menu items for years to come with an emphasis on local sourcing and freshness of ingredients.

Outdoor Area

This outdoor space will predominantly be used from April to October as the weather allows.

The outdoor area can be accessed from outside the taproom prior to the main entrance or from the inside through one of the two overhead doors or a single person door.

Once outside, the upper patio will have several seating areas with and without gas fireplaces. There is perimeter seating above a lower artificial turf area. The lower turfed area will have seating and will be utilized for picnic-style ground seating and/or games. This lower area has perimeter bench seating as well to accommodate a casual, "back yard" feel.

There is an outdoor stage at the West end of the patio areas designed for live music and other artistic performances. This stage will also have a dedicated, engineered lighting and sound system. The outdoor stage use will be intermittent depending on the season with a focus on the warmer months from June to September.

A dog run area is included for patrons with access from the lower patio area adjacent to the stage. This will include a fresh water tap for quenching the thirst of our customer's pets during the warm summers.

Community Impact

Red Bird has a history of positive community impact. This type of track record is earned, and we plan to maintain it.

The existing noise bylaws are understood and adhered to. Over the years we have operated several outdoor parking lot events with live music. We conducted area sound checks 360 degrees to our location to be sure we were not impacting properties outside of our industrial zone. No complaints have been received since opening in 2017. We understand that City bylaws are in place for operations such as our brewery and they are respected by our team at Red Bird.

The ownership group of Red Bird Brewing also owns this property. We are long term focused and intend to be a positive impact on the immediate and surrounding community. Three of the partners own Cellar-Tek across the street from the brewery as well as that property. This further attaches us to this community every day.

Operational Plan

The existing Red Bird location in Building A with a current occupancy of 99 is required to close to meet City Council policy 359. The goal is to promote the new brewery building with the 500 person occupancy. This occupancy is well under what the facility is designed for and what the property will support.

The design promotes operational efficiency in the service to our customers and helps to deliver the Red Bird experience of community to all of our guests.

Hours of Operation

We completed the application for change of hours from 1200 to 1200 Monday through Sunday to 0900 to 1200 Monday through Sunday. The intention here is to have breakfast/brunch options in the future.

Sincerely,

Adam Semeniuk
Red Bird Brewing
778-821-0404