

REPORT TO COUNCIL



Date: May 31, 2022

To: Council

From: City Manager

Department: Development Planning

Application: LL22-0003

Owner: R 252 Enterprises LTD.,
INC.NO. 480003

Address: 102 – 1865 Dilworth Dr

Applicant: Dre's Hair Salon & Beauty
Supply

Subject: Liquor Licence Application

Existing OCP Designation: UC - Urban Centre

Existing Zone: C4 – Urban Centre Commercial

1.0 Recommendation

THAT Council directs Staff to forward the following Recommendation to the Provincial Liquor and Cannabis Regulation Branch (LCRB):

In accordance with 'Division 9 (71)' of the Liquor Control and Licensing Regulation and Council Policy 359, BE IT RESOLVED THAT:

1. Council recommends support of an application from Dre's Hair Salon and Beauty Supply for a liquor primary license for Strata Lot 3 District Lot 127 ODYD Strata Plan KAS2071 Together with an Interest in the Common Property in Proportion to the Unit Entitlement of the Strata Lot as shown on Form 1, located at 102 – 1865 Dilworth Drive, Kelowna, BC for the following reasons:
 - Liquor licensing regulations allow for barbershops, salons and other establishments to apply for a new liquor primary license;
 - Council Policy No. 359 recommends supporting alternative entertainment options and/or establishments which are less focused on alcohol consumption;
2. Council's comments on LCLB's prescribed considerations are as follows:

Criteria for new Liquor Primary:

 - a. The location of the establishment:
The proposed location is suitable for a small establishment liquor primary license as the property is within an Urban Centre.

- b. The proximity of the establishment to other social or recreational facilities and public buildings:
The location is adjacent to major shopping center and a mixture of medium and high density residential.
 - c. The person capacity and hours of liquor service of the establishment:
The hours are consistent with the existing salon hours of operation and other businesses within the commercial plaza with an occupancy of 30 persons.
 - d. The number and market focus or clientele of liquor-primary license establishments within a reasonable distance of the proposed location:
This location is not in close proximity to other liquor primary establishments.
 - e. The impact of noise on the community in the immediate vicinity of the establishment:
The potential impact for noise is minimal and would be compatible with surrounding land uses.
 - f. The impact on the community if the application is approved:
The potential for negative impacts is minimal.
3. Council's comments on the views of residents are as contained within the minutes of the meeting at which the application was considered by Council. The methods used to gather views of residents were as per Council Policy #359 "Liquor Licensing Policy and Procedures".

2.0 Purpose

To seek Council's support for a new Liquor Primary License for a personal service establishment with an occupant load of 30 persons.

3.0 Development Planning

Staff support the request for a new Liquor Primary License for the existing personal service establishment. There have been a number of businesses in Kelowna that have applied under the Provincial Liquor Licensing Regulations, which allow for a variety of business types to apply for liquor primary license. Such businesses include barbershops, salons, bookstores, galleries and a variety of similar business types. This establishment is located within a mixed used building in the Midtown Urban Centre. The impact on the surrounding community will be minimal and noise is not an anticipated issue due to a combination of factors including:

- Maximum occupancy of 30 persons,
- Maintaining existing hours of operation in line with current store hours,
- Centrally located in Midtown Urban Centre (compatible with surrounding land uses).

Council Policy No. 359 recommends supporting entertainments options, and/or establishments which are less focused on alcohol consumption to add a mix of entertainment options in Urban Centres.

4.0 Proposal

4.1 Project Description

Dre's Hair Salon and Beauty Supply has been in operation at this location since 2018 and offers a variety of hair cutting services and product supplies. The applicant is seeking to expand the customer experience by introducing a liquor component. The applicant has indicated that all staff will be equipped with the necessary

training to serve alcohol through Serving-It-Right. A small snack bar will be provided for snacks and non-alcohol drinks.

Operating Hours:

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Open	12:00pm	12:00pm	12:00pm	12:00pm	12:00pm	12:00pm	12:00pm
Close	9:00pm	9:00pm	9:00pm	9:00pm	9:00pm	9:00pm	9:00pm

4.2 Site Context

The subject property is located within the Midtown Urban Centre. The neighbourhood has a Future Land Use Designation of UC – Urban Centre. The surrounding area is predominantly C6 - Region Commercial and C4 - Urban Centre Commercial zones.

Specifically, adjacent land uses are as follows:

Orientation	Zoning	Land Use
North	C6 – Regional Commercial	Retail Store, General
East	RM5 – Medium Density Multiple Housing	Residential
South	C4 – Urban Centre Commercial	Vacant
West	C6 – Regional Commercial	Retail Store, General

Subject Property Map: 102 - 1865 Dilworth Drive



5.0 Current Development Policies

5.1 Council Policy No. 359

Small establishments (with person capacity less than 100 persons) should not be located beside another liquor primary establishment.

Where appropriate, support alternative entertainment options, and/or establishments which are less focused on alcohol consumption (including event-drive establishments, and Food Primary establishments with the Patron Participation Entertainment Endorsement) to add a mix of entertainment options in Urban Centres. Consider limiting potential community impacts via license terms and conditions (hours, capacity, etc.)

6.0 Technical Comments

6.1 RCMP

No specific policing concerns

6.2 Fire Department

No Objections.

7.0 Application Chronology

Date of Application Accepted: March 18, 2022

Date Public Consultation Completed: April 22, 2022

Report prepared by: Jason Issler, Planner I

Reviewed by: Lydia Korolchuk, Urban Planning Manager

Reviewed by: Terry Barton, Development Planning Department Manager

Approved for Inclusion: Ryan Smith, Divisional Director, Planning & Development Services

Attachments:

Attachment A: Site Plan & Floor Plan / Occupant Load

Attachment B: Letter of Rationale