

ATTACHMENT A

This forms part of application

LL21-0009

Planner Initials **TC**



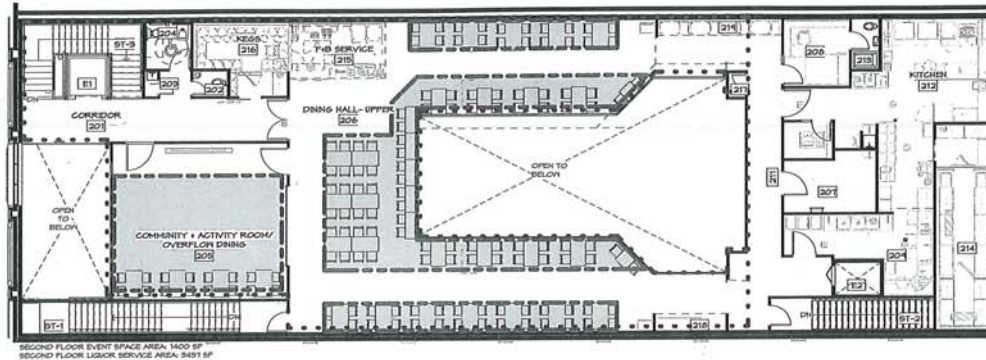
Subject to completion of construction to approved Building permit # **68412**



The Second floor has a net floor area of 321 m². The maximum occupant load shall be 267 persons, based on 1.2 m²/person

* liquor service area provided from the architect *

The Main floor has a net floor area of 501 m². The maximum occupant load shall be 418 persons, based on 1.2 m²/person

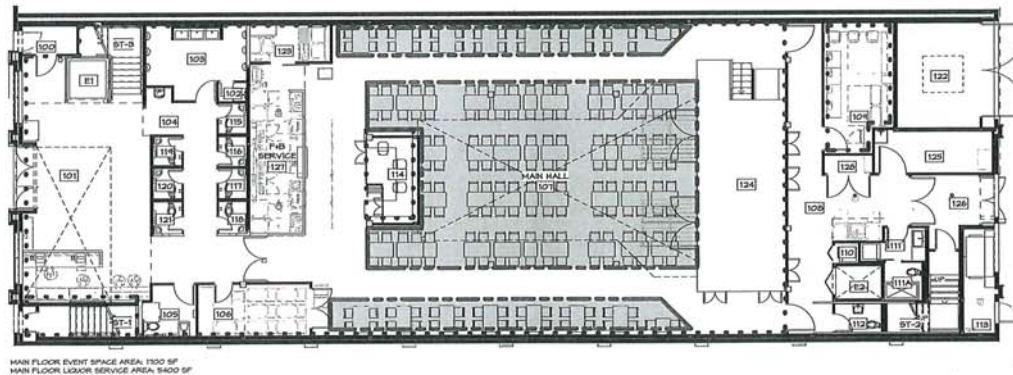


RED LINE GREEN LINE SECOND FLOOR PLAN SEATED EVENTS

C2 AO.4 SCALE 1:100

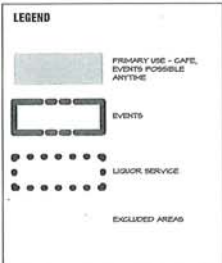
Reviewed by City of Kelowna Inspection Services*
06/01/2022
LP

- TOTAL OCCUPANT LOAD (PATRONS+STAFF)
MAIN FLOOR = 448
SECOND FLOOR = 230
- PANTRYROOM COUNT (ASSUMED THAT STAFF HAS ACCESS TO PATRONS PANTRYROOMS)
64117-4 (URINALS+19 TOILETS)
650A PANTRYROOM = 1 FISH FLOOR
- EXITS AND STAIRS (S.A.S.2)
TOTAL EXIT NORTH MAIN
445 PEOPLE X 0.3M² = 27140M²
TOTAL EXIT NORTH SECOND
230 PEOPLE X 0.3M² = 14034M²
TOTAL STAIRS NORTH
230 PEOPLE X 0.3M² = 14034M²
STAIR 101 NORTH
TOTAL STAIR NORTH/2 = 10412 = 4204M²
EXIT DOORS
FRONT DOOR EASTING 445/2=223
101 NORTH FRONT DOOR
223 X 0.3M² = 13360M²
BACK DOOR EASTING 445/2 = 223/2=111
101 NORTH BACK DOOR EXIT
111 X 0.3M² = 1938M²
MINIMUM WIDTH OF CORRIDORS 1100mm or MAIN FLOOR 445/3 X 0.3M² = 4288M²



RED LINE GREEN LINE MAIN FLOOR PLAN SEATED EVENTS

A2 AO.4 SCALE 1:100



OCCUPANT LOAD (SEATED EVENTS AND CAFE)
MAIN FLOOR: 192 PATRONS
SECOND FLOOR: 119 PATRONS
OCCUPANT LOAD STAFF: 19

PROJECT TITLE
Revelry Food + Music Hub
1383 Ellis Street
Kelowna, BC

DRAWING TITLE
RED LINE AND GREEN LINE PLANS SEATED

SCALE: As Indicated
DRAWN: AT
CHECKED: NG
OCT '21
21-074
A0.4

08 August 2022

Mr. Tyler Caswell, Planner I
City of Kelowna
1435 Water Street
Kelowna, BC V1Y 1J4

ATTACHMENT	B
This forms part of application # LL21-0009	
Planner Initials	TC
 City of Kelowna DEVELOPMENT PLANNING	

Re: Dual License (Food Primary, Liquor Primary) 1383 Ellis Street, Kelowna BC V1Y 1Z9

Background

The applicant, Lee Simon of Revelry Events Kelowna Ltd., is planning to open a new food, beverage and entertainment business within Kelowna's Downtown Cultural District. The proposed business model offers a privately funded solution to address the arts and cultural facilities shortfall that has been widely recognized throughout Kelowna. Mr. Simon has extensive experience in the hospitality and live music sectors, pulling from both areas of expertise to develop the Revelry Food+Music Hub business concept.

Concept

Revelry Food+Music Hub combines the elements of an *Everyday Café*, *Urban Events Hall* and *Music Hall*, expanding opportunities for artists and patrons to engage with live music while enjoying selections from a full range of food and beverage options. The integration of these typically separate operations under one roof provides new event and experience prospects. Further, grafting these business concepts together yields a revenue model necessary for sustainability at a time when traditional operating models in the live music and foodservice sectors are struggling.

- The proposed project meets many of the objectives outlined in both the 2020-2025 City of Kelowna Cultural Plan and Central Okanagan Music Strategy report.
- The operation was considered and discussed by Council during the April 20th, 2021, Development Permit/Development Variance permit public hearing, and approved unanimously by the Mayor and Councillors with strong words of support shared in closing.
- The applicant has already been coordinating with Tourism Kelowna and other community organizations regarding future use of the facility.

It is envisioned that the proposed establishment will become a central gathering place for community members and artists alike to meet, eat, socialise and share. What has been proposed is a multi-purpose space capable of supporting food, beverage, engagement and entertainment in varying formats – much like a hotel ballroom. Revelry Food+Music Hub is not a nightclub and will not be targeting a late-night drinking crowd. Rather, the business goals are to be the *primary* stop in a patron's evening, leaving other establishments to cater to the late-night drinking crowd. The applicant's voluntary restriction of operating hours supports this objective.

Classification and Operation

The applicant has applied to the Liquor and Cannabis Regulation Branch (LCRB) for a Dual License – Food Primary Liquor License and Liquor Primary License. This format was coordinated with the LCRB and deemed most appropriate under current regulations to allow for seated and standing patron engagements, and to comply with the LCRB’s “focus on food” requirements while entertainment is offered. A full food menu will always be available when alcohol is served.

Hours of Operation

MON: 7:00am* to 5:00pm *Food Primary*, 5:00pm to 12:00am *Liquor Primary*

TUE: 7:00am* to 5:00pm *Food Primary*, 5:00pm to 12:00am *Liquor Primary*

WED: 7:00am* to 5:00pm *Food Primary*, 5:00pm to 12:00am *Liquor Primary*

THU: 7:00am* to 5:00pm *Food Primary*, 5:00pm to 12:00am *Liquor Primary*

FRI: 7:00am* to 5:00pm *Food Primary*, 5:00pm to 1:00am *Liquor Primary*

SAT: 7:00am* to 3:00pm *Food Primary*, 3:00pm to 1:00am *Liquor Primary*

SUN: 7:00am* to 3:00pm *Food Primary*, 3:00pm to 12:00am *Liquor Primary*

**Note: Service of alcohol will begin at 9:00am or later; events without alcohol may start earlier*

***Note: Ending times listed indicate hours of service, including for artists and post-event engagement experiences. Main events will end at least 30 minutes prior to end of service.*

Family Foodservice Endorsement

The applicant will be seeking a Family Foodservice term and condition, allowing accompanied minors to enter the premises until 10:00pm. This condition was coordinated with the LCRB prior to resubmission of the Dual License application. No other endorsements are understood to be required for the operation described.

Everyday Café

In the Everyday Café format, guests will order a la carte at one of the food and beverage service counters. Two service stations are located on the first floor, and a third service station is located on the second floor. Dining capacity is 300 in the Main Hall, plus 50 in the Function Room. Closing time during non-event evenings is anticipated to be 10:00pm but could be adjusted as the neighbouring community evolves.

- The fast casual menu is centred on main meal selections of handheld pies (comparable in portion to a burrito or large wrap) and baked bowls, complemented by sandwiches, wraps, salads, sides and desserts.
- Once the ordered items are placed on a service tray, patrons are free to dine in any open seat within the dining room – first floor or second floor.
- Often, live music will be featured during café hours without charge to the guest.

Revelry Food+Music Hub’s menu is a departure from the normal “bar food” offerings one might expect in a typical music venue. Inspired by the applicant’s own health constraints and his wife’s experience as a board certified holistic nutritionist, the menu features healthful food options and preparation methods, focusing on local and regional ingredients where possible.

- Most menu items will be produced on site within our state-of-the-art, all-electric full-service kitchen designed to support a cook-chill production methodology utilizing equipment such as combination oven-steamers, cook-and-hold ovens and a blast chiller/shock freezer.
- The menu structure will remain constant, with a mix of static and rotating menu items throughout the various categories. Several operational initiatives have been planned to reduce the operation's environmental footprint.

During Everyday Café operating hours, the second-floor meeting space (575sf) may be used as part of the dining area or for separate programming.

- Private meetings, meal functions and operationally focused events will be scheduled within this Function Room at various times.
- When not in use, a large-scale door will open, connecting the Function Room to the rest of the second-floor dining and viewing area for overflow seating.

Urban Events Hall

Primarily during weekday mornings, the *Urban Events Hall* capabilities of our facility will be available for use by local businesses and other community organizations for meetings, presentations and similar gatherings.

- Food and beverage options will be offered during these events, comparable to those that might be offered in a hotel banquet facility – but with a branded twist on offerings and presentation.
- Unique urban, casual space will offer an alternative location for functions typically held in hotel ballrooms.
- Both private and semi-private event options will be possible, with various configurations of the second floor utilized to support a variety of guest engagement formats.
- For expo-style events, the total facility capacity for patrons is 600, which would include use of all available public guest areas at once.

Music Hall

Finally, the *Music Hall* configuration, not unlike that of a hotel ballroom, will be host the following event formats:

- Standing room performances in the establishment's main hall – estimated 550 patrons.
- Seated performances, dining style – estimated 275 patrons (configurations vary)
- Seated performances, theatre style – estimated 350 patrons (configurations vary)

The main stage will feature local, national and international artists, similar to the Kelowna Community Theatre – just a block away and with 50% greater capacity than Revelry Food+Music Hub. Most Music Hall main shows are planned to start at 8:00pm (doors at 7:00pm), yielding a likely end time of 10:30pm or 11:00pm. If multiple shows are planned in an evening, start times will be moved earlier to ensure all events are completed within the stated operating hours.

Facility and Neighbourhood

Revelry Food+Music Hub is located at 1383 Ellis Street, within Kelowna's Cultural District. Mr. Simon owns the property, along with his wife, and is in possession of a building permit for the works proposed. Construction has commenced.

The subject property is zoned C7 and located adjacent to the evolving intersection of Doyle and Ellis, which is poised to be home to several new tower projects and UBC Okanagan's downtown campus. The surrounding area is a high traffic area with multiple commercial spaces, hotels, tourist attractions and residential properties within a 2km radius. Allowed usages for 1383 Ellis Street include, but are not limited to:

- Spectator Entertainment Establishment
- Theatre Restaurant
- Hotel

Plans submitted and approved as part of the building permit confirm the applicant's commitment to considering the environment during both initial construction and throughout daily operations. A new mass timber structure is being added to create the new second floor. Foodservice equipment selections avoid the use of fossil fuels and help reduce food waste throughout all phases of the production process. The facility includes the following components:

First Floor

- Entry Lobby
- Washrooms
- Food and Beverage Service Counter, two points of service
- First Floor Dining/Event Hall
- Stage
- Green Room
- Back-of-House Support Facilities

Second Floor

- 575sf Function Room
- Food and Beverage Service Counter, one point of service
- Second Floor Dining/Event Hall
- Washrooms
- Main Kitchen
- Offices
- Back-of-House Support Facilities

The applicant has been approved for a maximum capacity of 600 patrons situated over both levels of the business, plus a maximum of 75 staff and artists – a number anticipated for special events only. Patron capacity for standing shows is expected to be 550.

Alcohol Service Scope and Area

Alcohol is not a primary focus of the business. Rather, alcohol is offered to those guests wishing to drink responsibly while enjoying Revelry Food+Music Hub's planned programming. The primary business model targets GenX and Millennial patrons, with all others welcome. A hypothetical customer wishes to enjoy a fun evening on the town – perhaps have a glass of wine or two with food – and then return home well before midnight to relieve the babysitter. The applicant is intentionally avoiding anything that might target the late-night crowd focused on drinking as the a primary activity. In contrast, within the proposed business – food and music are the focus.

To further emphasize this point, the applicant's planned alcohol offering is more restricted than many nearby restaurants which operate as Food Primary establishments. Local beer (8 flavours) and wine (8 flavours) will be offered. Alcohol options will be limited to the 5-6 local spirits and up to 4 pre-mixed beverages. During Everyday Café hours, the 4 pre-mixed beverage taps will be used for non-alcoholic options such as cold brew, kombucha or house-mixed iced teas. Beverages will be served on tap to help reduce the operation's environmental impact.

The proposed liquor service area is for both levels, varying in execution based on the event type. A plan has been submitted outlining the service areas. There is no patio area or patron access to the roof.

Entertainment

The applicant's business model was developed to provide new revenue opportunities for artists and unique engagement opportunities for patrons. Further, the business concept itself introduces multiple new revenue streams, essential for stability at a critical time when the hospitality and live music sectors are facing challenges unlike any they have seen in the past. Both industry segments were struggling before the pandemic, with impacts exacerbated since that time. As many facilities that host live music events have closed across the country in recent years, Revelry Food+Music Hub is a rare exception – opening, with an improved and more sustainable operations concept.

The applicant will have various forms of entertainment, primarily focused on live music. Local, national and international artists will perform. Revelry Food+Music Hub provides a rare, year-round home for musical experiences throughout all seasons. This contrasts with most musical opportunities currently offered throughout the region which are based on a festival format (often outdoors) or subordinated below the focus on food in Food Primary establishments.

Public Safety

The applicant is committed to practices that promote public safety, meeting and exceeding standards on this front throughout the process to date. Not only is safety in the best interest of the surrounding community and the business, but it lowers the liability for the applicant as well – a goal at all times for Mr. Simon.

Noise

The applicant has focused on noise mitigation from the project's outset, seeking to minimize any inconvenience for the immediate neighbourhood. Initial sound testing on site revealed negligible sound transfer to the adjacent property, and this was prior to incorporation of any sound mitigating

strategies or materials that are included within the current renovation effort. Noise concerns were discussed during the public hearing held on April 20th, 2021.

Bar Flush

The applicant is aware of concerns expressed by Staff, the RCMP and nearby residents concerning “bar flush” – understood to mean immediate emptying of large and rowdy crowds, and the history of past operations in downtown Kelowna. To confirm, Revelry Food+Music Hub is not a nightclub. It’s operation and departure protocol would be like that of the Kelowna Community Theatre, just a few hundred meters away. The earlier show times will avoid late night inconveniences as well. The applicant’s unique business model and voluntary restriction on operating hours were among initial steps taken to combat “bar flush” fears. The applicant has also committed to leave the main hall open a minimum of 30 minutes (targeting one hour) after a Music Hall event ends to avoid an immediate rush of patrons into the adjacent streets.

Community Relations

The applicant has offered to develop and present a Good Neighbour Agreement to any nearby residents. Such an agreement would confirm limitations offered by Mr. Simon on hours of operation, roof access by patrons and other concerns expressed during the applicant’s engagement with worried neighbours. Additionally, it is anticipated that such an agreement would also confirm the applicant’s right to operate a legal, approved business in a location that was zoned for the proposed operation at the time of purchase.

- Revelry Food+Music Hub will help ensure that Responsible Beverage Service standards are followed, and that risk to patrons, staff, third parties and ownership is mitigated.
- Mr. Simon has offered to collaborate with Staff, Kelowna Public Safety, the Downtown Kelowna Association, the LCRB, the RCMP and neighbouring businesses to discuss and develop strategies that minimize risk and inconvenience without restricting operations.

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