



Project Rationale for New MFR New Outdoor Patio LCRB: 0191161

Project Title: Azhadi (Okanagan Valley) Wines Ltd. New Patio

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This forms part of ap	plication
# LL25-0009	
	City of
Planner Initials CM	Kelowna

Project Overview: The new iconic vineyard/ Winery building including the patio currently under construction. It is designed to offer visitors an elegant and scenic space to enjoy our premium wines while overlooking the vineyard and Okanagan Lake. The patio will feature comfortable seating and a relaxing atmosphere to enhance the wine and food experience.

Purpose of the Project: The Azhadi Vineyards Patio aims to elevate the winery experience by creating a relaxing, outdoor environment where guests can experience not only our premium wines but enjoy the picturesque beauty on the Okanagan. This extension will not only provide a world class guest experience but also showcase Kelowna and the Okanagan to broader audiences including tourists wine enthusiasts, and locals looking for a premium outdoor experience. The patio will be a community gathering place with the beauty of the vineyard in the comfort of an outdoor patio.

Key Objectives:

- 1. Enhance the Customer Experience: Provide a truly unique and stylish outdoor space where locals and tourists can gather, socialize, enjoy wine and food in in the beauty of the vineyard and views of Okanagan Lake.
- 2. Increase Winery Visits: Attract more cliental looking for a outdoor space for gatherings or events in the middle of an picturesque winery setting, thus boosting winery sales and brand awareness.
- 3. Support the Local Economy: To create more local jobs and provide a space to showcase local farms and producers.
- 4. Sustainability and Aesthetic Appeal: Ensure the patio design highlights the winery's aesthetic by integrating with the surrounding natural environment.

Target Audience:

- Wine enthusiasts who are looking for a truly one-of-a-kind, immersive experience that combines
 premium wines with a welcoming atmosphere.
- Increase tourism to the area by providing a memorable destination for wine tastings with food pairings.
- Local residents looking for an upscale venue for casual dining and connecting with others in the community.
- Providing an area for organizers looking for a winery setting for weddings, corporate events or community gatherings.

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Justification for Endorsement:

- Community Engagement: The project provides a platform to support local farms and artists through meaningful engagement while fostering a sense of community cultural exchange.
- Market Demand: The demand for outdoor spaces has increased significantly as people seek safe, open-air environments for dining and socializing. The patio addition aligns with this trend and increases the winery's appeal, offering a competitive edge in the ever-growing wine tourism sector.
- **Economic Impact:** The patio will provide greater flexibility to host groups leading to increased sales and grow the customer base. It will also generate new employment opportunities in hospitality and maintenance.
- **Brand Enhancement:** A unique well thought out, picturesque outdoor patio space will elevate the winery's image positioning it as a premier destination for wine lovers and tourists seeking a venue for relaxation and socializing while experiencing the beauty of the vineyard.

Conclusion: Azhadi Vineyards Patio space offers the winery an opportunity to expand the winery's offerings and to enhance the guest experience. With creating a space where visitors can immerse themselves not only in the wine experience but immerse themselves in the beauty of the surrounding environment. The patio endorsement will drive guest engagement, increase visitation promote community engagement and contribute to the winery's growth. By endorsing this project will not only meet current market demand but also position the winery as a premium destination for locals and tourists looking for a world class wine experience in the beauty of the Okanagan.



ATTACHMENT C This forms part of application # LL25-0009 City of Kelowna Planner CM Initials

Public Notification & Neighbour Consultation

In accordance with Council Policy No. 367 and 359 a Liquor licence application has been submitted to the City of Kelowna for a winery building currently under construction located at 3778 Hilltown Drive. This application is to allow for a new lounge endorsement of a manufacturer with a capacity of 68 persons indoor and 68 persons outdoor for Azhadi Vineyards Ltd.

This vineyard property is 41 acres in size. The principal winery building is located in the centre of the site on top of a large bedrock knoll that boast expansive 360° views, incorporating wine production, hospitality tasting experience, Restaurant, farm and wine education for guests. The winery is more than 300m from any adjacent buildings or residences.

Conceptual Rendering - Azhadi Vineyards



Site Plan



Please contact the applicant or the City of Kelowna if you have any questions or concerns with the proposed application. Please note any comments can be sent to city for consideration by deadline of April 14th. All Contacts info are provided below:

Azhadi Vineyards

Mike Azhadi Proprietor 250-859-5267 mike.azhadi@azhadivineyards.com

City of Kelowna

Carson Mackonka Planner II | City of Kelowna 250-469-8468 Cmackonka@kelowna.ca

Neighbour Notification Form Initials (Council Policy No. 367)

A summary of neighborhood notification efforts, feedback and response must be provided to City staff, identifying how the efforts meet the objective of this form of notification. This information must be provided to City staff a minimum of 20 days prior to Council initial consideration of the application(s) for inclusion in the report to Council or this information must be provided to the delegate authorized to issue minor Development Variance Permits 14 days prior the decision of the delegate.

I,Michael Azl	nadi ,	_the applicant for Applica	tion No. LL25-0009	
for Liquor Lic. Appli 68 persons outd	oor	nge endorsement of a manufa scription of proposal)	acturer with a capacity of 68 persons	indoor and
at 3778 Hilltown Driv	ve Azhadi Vineyards (address) ordance with Council Polic		e required neighbour	
occupants v My parcel is l occupants v	within a 300m radius	nanent Growth Boundary ai	and I have notified all owners & nd I have notified all owners & Mailed letter of notification, Copy	attached
Location of MA Detailed de MA Visual rend Website for MA Contact inf Contact inf MA For Develop details on h	the development site escription of the proposal is ering or site plan of the protect the proposal (if available formation for the applicant formation for Staff coment Variance Permits -	e) t Delegated Minor, the neigh	Ç	

Please return this form, along with any feedback, comments, or signatures to the File Manager 20 days prior to the anticipated initial consideration by Council date or 14 days prior to the delegates decision. On the back of this form please list those addresses that were notified.

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This forms part of application # LL25-0009



Mailing List

Planner Initials CM

Unit	Street	Street Name	Spoke with	Left Package	Date
Number	Number		Owner and/or	with Owner	
			Occupant	and/or	
				Occupant	
	3545	Boxwood Rd		X	March 31 ^{st,}
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	3555	Boxwood Rd		X	March 31 ^{st,}
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	3560	Boxwood Rd		X	March 31 ^{st,}
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	3565	Boxwood Rd		X	March 31 ^{st,}
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	3570	Boxwood Rd		X	March 31 ^{st,}
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	3575	Boxwood Rd		X	March 31 ^{st,}
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	3580	Boxwood Rd		X	March 31 ^{st,}
					2025
	3585	Boxwood Rd		X	March 31 ^{st,}
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	3590	Boxwood Rd		X	March 31 ^{st,}
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	3595	Boxwood Rd		X	March 31 ^{st,}
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	3600	Boxwood Rd		X	March 31 ^{st,}
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	3605	Boxwood Rd		X	March 31 ^{st,}
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	3610	Boxwood Rd		X	March 31 ^{st,}
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	3620	Boxwood Rd		X	March 31 ^{st,}
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	3640	Boxwood Rd		X	March 31 ^{st,}
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	2700	Finch Rd		X	2025 March 31 ^{st,}
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	3892	Finch Rd		X	March 31 ^{st,}
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	3902	Finch Rd		X	March 31 ^{st,}
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City of
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DEVELOPMENT PLANNING

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	3942	Finch Rd	X	March 31 ^{st,}
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3942	Finch Rd	X	March 31 ^{st,}
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4355	Finch Rd	X	March 31 ^{st,}
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3850	Glenmore Rd	X	March 31 ^{st,}
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3500	Hilltown Dr	X	March 31 ^{st,}
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(W OF)	McKinley	X	March 31 ^{st,}
	Beach Dr		2025
3527	McKinley	X	March 31 ^{st,}
	Beach Dr		2025
3530	McKinley	X	March 31 ^{st,}
	Beach Dr		2025
3535	McKinley	Х	March 31 ^{st,}
	Beach Dr		2025
3538	McKinley	Х	March 31 ^{st,}
333	Beach Dr		2025
3543	McKinley	Х	March 31 ^{st,}
33.13	Beach Dr		2025
3546	McKinley	Х	March 31 ^{st,}
354-	Beach Dr		2025
3551	McKinley	Х	March 31 ^{st,}
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3559	McKinley	X	March 31 ^{st,}
3333	Beach Dr		2025
3567	McKinley	X	March 31 ^{st,}
33-7	Beach Dr		2025
3575	McKinley	X	March 31 ^{st,}
33/3	Beach Dr		2025
3576	McKinley	Х	March 31 ^{st,}
33/5	Beach Dr		2025
3583	McKinley	X	March 31 ^{st,}
3303	Beach Dr		2025
3586	McKinley	X	March 31 ^{st,}
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3587	McKinley	X	March 31 ^{st,}
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3600	McKinley	X	March 31 ^{st,}
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City of Kelowna

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		Beach Dr		2025 CM
	3615	McKinley	X	March 31 ^{st,}
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	3620	McKinley	X	March 31 ^{st,}
	3020	Beach Dr		2025
	3625	McKinley	X	March 31 ^{st,}
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	3645	McKinley	X	March 31 ^{st,}
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	3649	McKinley	X	March 31 ^{st,}
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	3650	McKinley	X	March 31 ^{st,}
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	3653	McKinley	X	March 31 ^{st,}
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	3657	McKinley	X	March 31 ^{st,}
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	3663	McKinley	X	March 31 ^{st,}
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	3667	McKinley	X	March 31 ^{st,}
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	3675	McKinley	X	March 31 ^{st,}
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	3683	McKinley	X	March 31 ^{st,}
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	3700	McKinley	X	March 31 ^{st,}
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	3750	McKinley	X	March 31 ^{st,}
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	3518	Sagehill Ct	X	March 31 ^{st,}
	33.5	Jageriii Ct		2025
	2510	Sagehill Ct	X	March 31 ^{st,}
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	3528	Sagehill Ct	X	March 31 ^{st,}
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3569	Sagehill Ct	X	March 31 ^{st,}
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3598	Sagehill Ct	X	March 31 ^{st,}
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3618	Sagehill Ct	X	March 31 ^{st,}
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3628	Sagehill Ct	X	March 31st,
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3638	Sagehill Ct	X	March 31 ^{st,}
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3608	Vine Ct	X	March 31 ^{st,}
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3647	Vine Ct	X	March 31 ^{st,}
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3651	Vine Pl	X	March 31 ^{st,}
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3562	Wild Rose Rd	X	March 31 ^{st,}
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3572	Wild Rose Rd	X	March 31st,
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3582	Wild Rose Rd	X	March 31st,
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3592	Wild Rose Rd	X	March 31st,
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3653	Wild Rose Rd	Х	March 31 ^{st,}
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3615-3625	Boxwood Rd	Х	March 31 ^{st,}
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	2527	Maiden Grass	X	March 31 ^{st,}
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	3617	Maiden Grass	X	March 31 ^{st,}
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	3624	Maiden Grass	X	March 31 ^{st,}
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	3634	Maiden Grass	X	March 31 ^{st,}
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	3778	Hilltown Dr	Х	March 31 ^{st,}
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This forms part of application # LL25-0009

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City of
Kelowna
DEVELOPMENT PLANNING

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2	3599	McKinley	Х	March 31 ^{st,}
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		Beach Dr		2025
2	3610	McKinley	Х	March 31 ^{st,}
		Beach Dr		2025
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2	3612	Wild Rose Rd	X	March 31 ^{st,}
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