

REPORT TO COUNCIL

LIQUOR LICENSE



Date: August 26, 2025
To: Council
From: City Manager
Address: 760 Vaughan Ave
File No.: LL25-0015

	Existing	Proposed
OCP Future Land Use:	MED – Mixed Employment District	MED – Mixed Employment District
Zone:	I2 – General Industrial	I2 – General Industrial

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 Rustic Reel Brewing Company Ltd for a Special Event Area Endorsement for Lot 2 Section 30 Township 26 ODYD Plan 23753, located at 760 Vaughan Ave, Kelowna, BC for the following reasons:
 - The proposed Special Event Area Endorsement complies with Council Policy 359 – Liquor Licensing Policy & Procedures as the capacity is less than 500 persons and the hours of operation do not exceed 2:00 am.
2. Council's comments on LCRB's prescribed considerations are as follows:
 - a) The location of the special event area:
The proposed location of the special event area is at the rear of the building away from the street. The proposed area is a large open warehouse which can be transformed for special events.
 - b) The proximity of the special event area to other social or recreational facilities and public buildings:
The proposed establishment is located within the Brewery District of Kelowna and the proposed endorsement will be well integrated into the neighbourhood. The Kelowna RCMP detachment is the closest public building.
 - c) The person capacity of the special event area:
The person capacity of 257 persons which is consistent with Council Policy 359 – Liquor Licensing Policy & Procedures.
 - d) Traffic, noise, parking and zoning:
Traffic, parking, and zoning are not anticipated to be a concern. The location of the endorsement area at the rear of the building creates distance from the residential buildings across the street and surface parking lots. A large portion of the endorsement area is located indoors which will help mitigate noise. There is a large bay door which leads to a small patio. Council Policy 359

requires that large enclosures and patios close by 11:00 pm further mitigating impacts from noise. The proposed endorsement is consistent with the I2 – General Industrial zone.

e) The impact on the community if the application is approved:

The potential for negative impacts is minimal as the neighbourhood is primarily industrial and commercial, with several similar uses. Additionally, the Official Community Plan and North End plan encourage tourist, local, and economic benefiting establishments.

2.0 Purpose

To seek Council's support for a Special Event Area endorsement on an existing manufacturing licence.

3.0 Development Planning

Staff support the request for a Special Event Area (SEA) endorsement to the existing manufacturing licence. Rustic Reel Brewing Company is located on Vaughan Avenue in the Brewery District surrounded by similar uses. The proposed endorsement will be located at the rear of the existing building, away from the patio and the street along the frontage.

SEA endorsements allow manufacturers to have events such as weddings, private parties, concerts, or other similar events. It allows the business to sell liquor in the proposed area with food, while offering an unlimited number of events throughout the year. The proposed SEA endorsement would be in use when hosting an event.

The proposed SEA endorsement meets the recommendations of Council Policy 359. The proposed capacity of the entire liquor licence is 257 persons. The applicant is not proposing any changes to the hours of operation, which is currently midnight closure.

4.0 Project Details

Current Hours:

		Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Open		9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM
Close	Indoor	12:00 AM	12:00 AM	12:00 AM	12:00 AM	12:00 AM	12:00 AM	12:00 AM
	Patio	11:00 PM	11:00 PM	11:00 PM	11:00 PM	11:00 PM	11:00 PM	11:00 PM

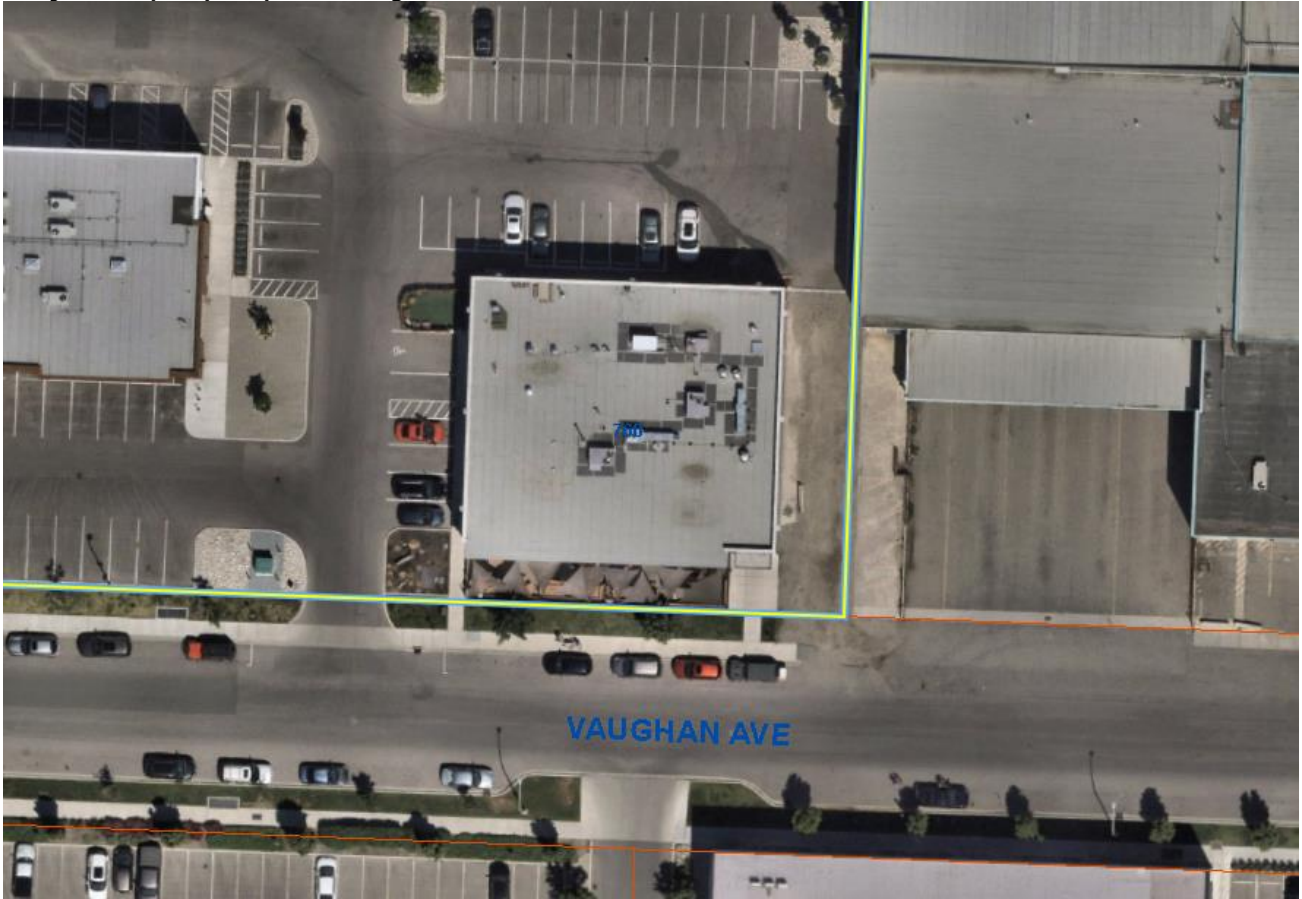
Occupant Load:

	Existing	Proposed
Indoor	100	150
Outdoor	95	107

5.0 Site Context & Background

Orientation	Zoning	Land Use
North	I2 – General Industrial	General Industrial
East	I2 – General Industrial	General Industrial
South	CA1 – Core Area Mixed Use	Apartment Housing / Retail / Food Primary
West	I2 – General Industrial	Alcohol Production Facility

Subject Property Map: 760 Vaughan Ave



The subject property is located on Vaughan Avenue, between Richter Street and Ethel Street. The surrounding area is a mix of commercial, industrial, and residential uses. Rustic Reel Brewing is located within 215m of a transit stop on Clement Avenue, which is a Transit Supportive Corridor, and the Downtown Urban Centre.

6.0 Current Development Policies

6.1 Council Policy #359 – Liquor Licensing Policy and Procedures

The following sections of Policy #359 are applicable to this application:

- Within the Central Area, an outdoor patio at a licenced establishment may not operate later than 11:00 PM.
- Liquor service for a licenced establishment within the Central Area may be permitted between the hours of 9:00 AM and 2:00 AM.
- A licenced establishment within the Central Area that closes later than midnight, must limit capacity to 500 persons.

7.0 Technical Comments

7.1 R.C.M.P.

No comment

8.0 Application Chronology

Application Accepted: April 22, 2025

Neighbourhood notification complete: June 2, 2025

Report prepared by: Jason Issler, Planner II

Reviewed by: Adam Cseke, Development Planning Manager

Reviewed by: Nola Kilmartin, Development Planning Department Manager

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

Attachments:

Attachment A: Letter of Rationale

Attachment B: Floor Plan/Site Plan/Occupant Load

Attachment C: Neighbourhood Notification

For additional information, please visit our Current Developments online at www.kelowna.ca/currentdevelopments.