

Kettle River Brewing Company – Lounge Endorsement

Letter of Intent

Purpose

Adding a lounge endorsement to our facility would allow us to better serve the wishes of our patrons. Currently, customers, new and returning, often comment negatively regarding the sampling size limits and lack of a patio, but are always impressed with the space and atmosphere we have created. This endorsement would not only allow us to serve beyond sample sizes, but also serve a limited amount of non-beer alcoholic beverages to those patrons who come in with other guests that may not be craft beer enthusiasts.

Aside from better serving our customers, other small businesses would also benefit. We would rely partially on food trucks and other food catering services to provide food for our patrons. Having a lounge endorsement with patio would encourage patrons stay longer making it more likely they'll want food there by making it more lucrative for a food vendor to operate at our establishment.

This endorsement would also allow us the ability to provide entertainment in the way of games, trivia, and occasional live entertainment.

Target Market

In operating our on-site store, we have been given a glimpse into what our target market looks like and it is by no means limited to any certain group. That said, a lounge endorsement would most likely have the greatest affect on young to middle-aged urban locals who are always looking for a relaxing but social atmosphere that serves a quality local product.

Neighbourhood Composition

Our location is primarily surrounded by light industrial/commercial businesses however 2 separate residential neighbourhoods are positioned less than 3 blocks away. We are within walking distance from downtown and near to 2 other breweries, 2 wineries, and a cidery, positioning us very well as a tourism hub. While being a great location to attract patrons, we are also isolated enough that any moderate noise or traffic produced would not create an issue for near by residences/businesses. Our neighbouring businesses are generally closed during our busy open hours and therefore will not be affected significantly by any added traffic /noise.

Street Map

See map attached. A radius of 3 city blocks was chosen based on encompassing the relevant surrounding neighbourhood. Social/public facilities are marked by a blue dot with the corresponding facility name above. The relevant neighbourhood does not contain any schools, healthcare facilities, senior facilities, fire halls, libraries, or government buildings.

Benefits to the Community

A lounge endorsement for our establishment would compliment the already vibrant, up and coming tourist hub that is Kelowna's north end. With 2 other breweries, 2 wineries, a distillery and a cidery in close proximity, the neighbourhood has become a staple for visitors interested in more than just wine. Having this endorsement would make us unique for the area and would not only give visiting tourists the

option to sit down and enjoy a drink and snack or just have a sample, but also encourage locals to come out and support local businesses.

We would be the only liquor establishment of this type within a 2 block radius, and the closest to Kelowna's north end community.

Locals have expressed time and time again, just how much they enjoy our space, atmosphere, and product, and have encouraged us directly to apply for this endorsement.

Impact of Noise on the Surrounding Area

As we do not intend to use our endorsement to operate as a typical bar or club would, we have limited our open hours to 10pm in the evening. Combine that with the fact that the closest residences are 2 blocks away, and surrounding businesses are closed during the majority of open hours, any additional noise generated from adding this endorsement will have a very limited affect on the surrounding community.

Other Impacts on the Surrounding Community

The only other impact affecting the local community that we foresee is increased use of adjacent street parking. Since though, the majority of our lounge open hours will not coincide with the neighbouring businesses hours, we do not see this causing any significant issues.



Manufacturer Lounge and/or Special Event Areas Endorsement Licence Application

Liquor Control and Licensing Form LCL B049a

Instructions:

To apply, please complete all applicable fields then submit with payment as outlined in Part 8 of this form. You may complete this form online, then print. If you are completing this form by hand, please print clearly using dark ink.

- If you have any questions about completing this application, call the branch toll-free at **1-866-209-2111**
- LCLB forms and supporting materials referred to in this document can be found at: **www.pssg.gov.bc.ca/lclb**
- **Please note:** The application process may take **7 to 12 months** to conclude.

PART 1: Type of Application

Please check (✓) the applicable boxes below to indicate the type of application(s) you are submitting.

☒ 1. Lounge Endorsement:

office use only

Sub job: (LP Flow)

Application Fee: \$330.00; Annual Fee: \$330.00 (prorated first year to March 31)

A lounge is an indoor and/or patio area within or immediately adjacent to a licensed manufacturing facility where patrons may purchase and consume liquor products. Food and non-alcoholic beverages must be available at reasonable prices to customers. Hours of service, capacity and patios are subject to local government/First Nation comment and LCLB approval. Lounge endorsements are subject to annual renewal fees as show on the manufacturer's licence renewal form each year.

- Complete this application form and provide all documents requested in Part 6.

☒ 2. Special Event Area Endorsement:

office use only

Sub job: (LP Flow)

Application Fee: \$110.00 if you already have an approved lounge endorsement area.

Application Fee: \$330.00 if you do not have an approved lounge endorsement area.

Annual Fee: \$110.00 (prorated first year to March 31)

Note: If you are applying for both lounge and special event area endorsements at the same time with this form you pay the \$110 special event area fee for a total of \$440 for both lounge and special event area endorsements.

A special event area is an indoor and/or outdoor area on the manufacturing site where patrons may purchase and consume liquor products during special events such as concerts, wine tasting events, special meals/dinners or weddings. *Special event areas are event-driven only.* Food and non-alcoholic beverages must be available at reasonable prices to customers. Hours of sale are subject to local government/First Nation comment and LCLB approval. Special event area endorsements are subject to annual renewal fees which will appear on the manufacturer's licence renewal form each year.

- Complete this application form and provide all documents requested in Part 6.

NOTE - when relocating a manufacturing facility: Endorsements for lounges or special event areas cannot transfer location without local government/First Nation comment and LCLB approval. This is required because the local government/First Nation must be provided an opportunity to reconsider the impact of the endorsement on the community given the new location. Use this form to reapply but **do not** pay the application fee(s).

Are you submitting an application to transfer the location of the manufacturing facility with this application? ☐ Yes ☐ No

If Yes, your relocation application may go forward and be approved while waiting for these endorsements to be considered. In such cases, the manufacturing facility may operate at the new location if approved, while the endorsement application(s) are being processed.

PART 2: Application Contact Information

The applicant authorizes the person below to be the primary contact for the duration of the application process only.

Name: Russell Burnell-Higgs

Phone number: 250-488-2796

Fax number:

E-mail address: russ@kettleriverbrewing.ca

PART 3: Licensee Information

Manufacturer Licence #: 306879

Manufacturer Name: Kettle River Brewing Company Ltd

Manufacturer Location Address:

731 Baillie Ave

Street

Kelowna

City

BC

Province

V1Y 7E9

Postal Code

Licensee Name (as shown on liquor licence): Kettle River Brewing Company

PART 4: Endorsement Information

For all endorsement requests: Does current zoning permit the sale and consumption of liquor in a lounge or special event area?

☒ Yes ☐ No - rezoning is required

1. Lounge Endorsement

Legal description of endorsement site: Plan: 1014 Lot: 37

(Legal description and parcel identifier (PID) or Strata Plan number of the endorsement site if located on separate legal parcel than manufacturing site. It is on the property tax notice or can be obtained from the Land Titles office.)

Local government or First Nation: City of Kelowna

	Area 1	Area 2	Area 3	Area 4
Proposed interior capacity:	30	30		
	Patio 1	Patio 2	Patio 3	Patio 4
Proposed patio capacity:	12			

Note: Occupant load for the proposed areas is required on the floor plan you provide

Note: The person capacity (patrons plus staff) of a licensed area(s) must equal the occupant load. Capacity must be approved by LCLB and is subject to local government/First Nation comment. (See Part 9 for an explanation of the application process.) See Part 6, #5 of this application for floor plan occupant load requirements.

Note: The ALR regulation may restrict the size of a lounge and/or patio lounge area. If you are located on ALR land, applicants must verify that their proposed lounge area does not exceed the limit prior to submitting an application.

Patio Description:

1. Describe the perimeter that will bound and control entry and exit (e.g. fencing, planters, hedges):

The perimeter of the patio will be delimited by a 1 1/2" Pipe Railing complete with lockable gate.

2. Describe floor composition (e.g., grass, gravel, flooring):

The floor of the Patio will be concrete

3. Describe how your staff will manage and control the patio from the interior licensed area

The patio will only be open when it is suitable to have the large bay door open. With this bay door open, staff will be able to monitor the patio via sight/sound even when behind the bar.

4. ☐ Attach a photo if the patio is already built.

Part 4 continued on next page...

Proposed hours of sale for the Lounge Endorsement

Complete the table below by entering the opening and closing times proposed for the establishment. Hours requested must fall between 9:00 a.m. and 4:00 a.m. of each business day. All hours requested will be reviewed by your local government/First Nation council before they are approved by the Liquor Control and Licensing Branch.

Monday	10am	10am	10am	10am	10am	10am	10am
Tuesday	10pm	10pm	10pm	10pm	10pm	10pm	10pm

2. Special Event Area Endorsement

Legal description of endorsement site: Plan: 1014 Lot: 37

(Legal description and parcel identifier (PID) or Strata Plan number of the endorsement site if located on separate legal parcel than manufacturing site. It is on the property tax notice or can be obtained from the Land Titles office.)

Local government or First Nation: City of Kelowna

Proposed interior capacity: 30

Note: Occupant load for the proposed licensed areas is required on the floor plans you provide for interior area(s) and outdoor patio(s) only.

Proposed patio capacity: NA

Note: the person capacity of a licensed area(s) must equal the occupant load (as determined by the authority in your area).

1. Describe the perimeter that will bound and delineate the special event area when events are taking place:

The perimeter of the SEA will be delimited by the interior building walls as well as temporary stantion type barriers to deter public from approaching sensitive equipment.

2. Describe how staff will supervise this exterior area when events are taking place:

During an event, atleast 2 staff will be on hand with at least 1 of those staff present in the SEA at all times.

Proposed hours of sale for your Special Event Area Endorsement

Complete the table below by entering the opening and closing times proposed for the establishment. Hours requested must fall between 9:00 a.m. and 4:00 a.m. of each business day. All hours requested will be reviewed by your local government/First Nation council before they are approved by the Liquor Control and Licensing Branch.

Monday	10am	10am	10am	10am	10am	10am	10am
Tuesday	10pm	10pm	10pm	10pm	10pm	10pm	10pm

PART 5: Letter of Intent (Functions and Services to be Provided)

Explain the functions and services your facility or venue will provide. The information you provide in the letter of intent must address all of the factors indicated below.

☒ I have attached a separate sheet.

1. Purpose

Describe the purpose of the endorsement including beverage service, entertainment and hospitality services you intend to provide:

2. Describe the target market. Your proposed endorsement area may serve some of the following:

☒ Urban locals ☒ Suburban locals ☒ Rural locals ☒ Neighbouring communities ☒ Tourists

☐ Other (please specify):

3. Describe the composition of the neighbourhood. The composition of the neighbourhood may include some of the following:

☒ Commercial ☒ Residential ☒ Industrial ☒ Light Industrial ☒ Urban ☒ Downtown ☐ Suburban

☐ Rural ☐ Agricultural Land Reserve (ALR) ☐ First Nations' Land ☐ Neighbouring residents

☐ Other (please specify):

4. Provide a street map of the area surrounding the manufacturing site which identifies the following social and public facilities within a reasonable distance* (see below):

- All other licensed liquor primary or liquor primary club establishments
- Churches
- Clubs
- Schools (K-12, colleges, universities)
- Preschools
- Day care centres
- Health care facilities
- Seniors facilities
- Recreational/sports facilities
- Neighbouring residents
- Police stations
- Fire halls
- Libraries
- Government buildings
- Any other relevant local public or private facilities

*Note: What constitutes a reasonable distance will vary depending on individual circumstances.

Reasonable Distance Guidelines:

- In a densely populated city or municipality, reasonable distance is probably a 2 block radius;
- In a pocket community having no adjacent developed regional areas (e.g. Gold River, Tumbler Ridge, Whistler, Valemont) reasonable distance is probably the whole community;
- In a rural area having large acre parcels, reasonable distance is probably up to 8 km (five miles);
- In a moderately populated area of developed subdivisions, suburbs, reasonable distance is probably 1.5 or 2 km (1 mile).

On the same map, please mark the boundaries of the neighbourhood of the proposed location as per the reasonable distance guidelines above. State what distance measure you chose.

5. Benefits to the Community

Describe the community/market need you are addressing by providing an additional licensed area within the community (e.g. the proposed lounge will support tourism activities at the manufacturing facility OR there are currently no licensed establishments in the area).

6. Impact of Noise on the Surrounding Community

Describe the noise impact expected from your proposed endorsement area and describe the measures you will take to ensure others, including neighbouring residents, are not disturbed if the endorsement area is approved (e.g. entertainment will not involve amplified music given the bylaws in place; noise from outdoor patio will be addressed by closing patio at 10 p.m.; outdoor lighting and cameras will be installed; additional traffic should not create additional noise given the location and size of the endorsement).

7. Other Impacts on the Surrounding Community

Describe any further impacts of the new licensed area(s) on the surrounding community if the endorsement application is approved.

8. Other Information and Requests

Provide any additional information or requests that might be relevant to your manufacturer endorsement application (such as zoning restrictions, bylaw restrictions, entertainment, etc.)

PART 6: Required Documents

To be considered a "complete application" the following documents must be provided:

- ☒ 1. Completed *Application for a Manufacturer Licence Endorsement (lounge and/or special event areas)* (LCLB049a).
- ☒ 2. Application fee. See Part 8.
- ☒ 3. A large (11" x 17" preferred) official site map of the city, municipality, regional district or First Nation property with the proposed site clearly marked. Identify (by location and address) nearby social facilities, other licensed facilities (including other manufacturers with these endorsements), residential and industrial areas, churches, schools and parks (as per #4 of letter of intent).
- ☒ 4. (a) A detailed site plan of the manufacturing site (11" x 17" preferred) showing the proposed endorsement area(s). Clearly detail and label exact dimensions of the endorsement areas, as well as access/egress, driveways, vineyards or crops and other buildings on the manufacturing site.
(b) If there are other businesses operating and/or leasing space on the proposed manufacturing site, please identify the building(s) on the site plan and provide details regarding the businesses.
- ☒ 5. A large (11" x 17" preferred) scaled floor plan with detailed furniture layout of the proposed interior endorsement area(s) and outdoor patios and the occupant load marked/stamped ON the plan by provincial fire or building authorities (or designate). An alternate qualified professional may only be used in locations where fire and building authorities have opted not to provide an occupant load and written authorization has been provided.
- ☒ 6. Preliminary concept drawings and photos showing the location and the appearance of the proposed endorsement area(s) relative to the manufacturing facility. You are cautioned not to construct or build until you are granted Branch approval to do so.
- ☐ 7. A sketch of all proposed exterior signs only if you are making changes to your current approved signage. Signs are subject to LCLB approval.
 - ☒ No signage changes proposed at this time.

NOTE: Local government zoning must permit the sale and service of manufactured product in the area(s) proposed for licensing. If the proposed site is within the Agricultural Land Reserve (ALR), ensure that you confirm that the intended use of the site and size of the proposed endorsement area meets statutory and policy provisions for land use in the ALR. For more information, contact the Commission office at (604) 660-7000 or visit the Agricultural Land Commission web site: www.alc.gov.bc.ca.

PART 8: Application Fees (non-refundable)

FEES:

Lounge Endorsement Application	\$330
Special Event Area Endorsement Application (if you already have a lounge endorsement).....	\$110
Special Event Area Endorsement Application (if you do not have a lounge endorsement).....	\$330
Special Event Area and Lounge Endorsement Areas Application.....	\$440

TOTAL FEE SUBMITTED: \$ 440

In accordance with Payment Card Industry Standards, the branch is no longer able to accept credit card information via email.

Payment is by (check ☒ one):

☐ Cheque, payable to Minister of Finance (if cheque is returned as non-sufficient funds, a \$30 fee will be charged)

☐ Money order, payable to Minister of Finance

☒ Credit card: ☒ VISA ☐ MasterCard ☐ AMEX

☒ I am submitting my application by email and I will call with my credit card information. I will call Victoria Head Office at 250-952-5787 or 1-866-209-2111 and understand that no action can proceed with my application until the application fee is paid in full.

☐ I am submitting my application by fax or mail and have given my credit information in the space provided at the bottom of the page.

Liquor Control and Licensing Branch

Location: 4th Floor, 3350 Douglas St., Victoria BC V8Z 3L1

For Mail Only: PO Box 9292 Stn Prov Govt Victoria, BC V8W 9J8

Phone: 250 952-5787 Fax: 250 952-7066 Web: www.pssg.gov.bc.ca/lclb E-mail: liquor.licensing@gov.bc.ca

Part 9. What happens next?

The Lounge and Special Event Area Endorsement process:

1. The applicant must submit a complete application package and fee to the Victoria Liquor Control and Licensing Branch Head Office.
2. The Liquor Control and Licensing Branch (LCLB) staff will review the application package for completeness and will advise the applicant by phone or mail, of any information/documentation required before the application can be processed.
3. LCLB staff will request your local liquor inspector to conduct a site inspection and provide comments regarding your application.
4. LCLB staff will provide the applicant with a summary of their application requesting any comment or corrections before the application summary is forwarded to the relevant local government or First Nation for consideration.
5. Your local government or First Nation will be asked to provide a resolution commenting on your application. They have 90 days to respond and may ask for an extension of this period. The local government may also choose not to participate in the process but must provide a resolution explaining this decision.
6. Once a resolution has been received, LCLB will review the resolution and the application. If a site and community assessment is granted, the applicant may be asked to provide more detailed floor plans with occupant load for lounges/patios and interior special event areas as determined by local authorities.
7. The applicant will receive notification of floor and/or site plan approval in principle (AIP) and be asked to go ahead with construction as necessary.
8. When construction is complete, the applicant should contact the local liquor inspector for a final inspection of the endorsement area(s).
9. If the endorsement area(s) pass the inspection, the applicant will be asked to submit a pro-rated annual endorsement fee(s) to the Victoria LCLB head office and an amended licence and validated floor plan(s) will be issued detailing the new endorsement(s).

Freedom of Information and Privacy Act - The information requested on this form is collected for the purpose of obtaining or making changes to a liquor licence application. All personal information is collected under the authority of Section 15 of the Liquor Control and Licensing Act (RSBC 1996, c.267). Questions should be directed to: Liquor Control and Licensing Branch, Freedom of Information Officer, PO Box 9292 STN PROV GOVT, Victoria, BC V8W 9J8. Ph: In Victoria, 250 952-5787 Outside Victoria, 1 800 209-2111. Fax: 250 952-7066

LCLB049a

7 of 7

Lounge and/or Special Event Area Endorsement

Credit Card Information (To be submitted by fax or mail only)

Name of cardholder (as it appears on card): _____

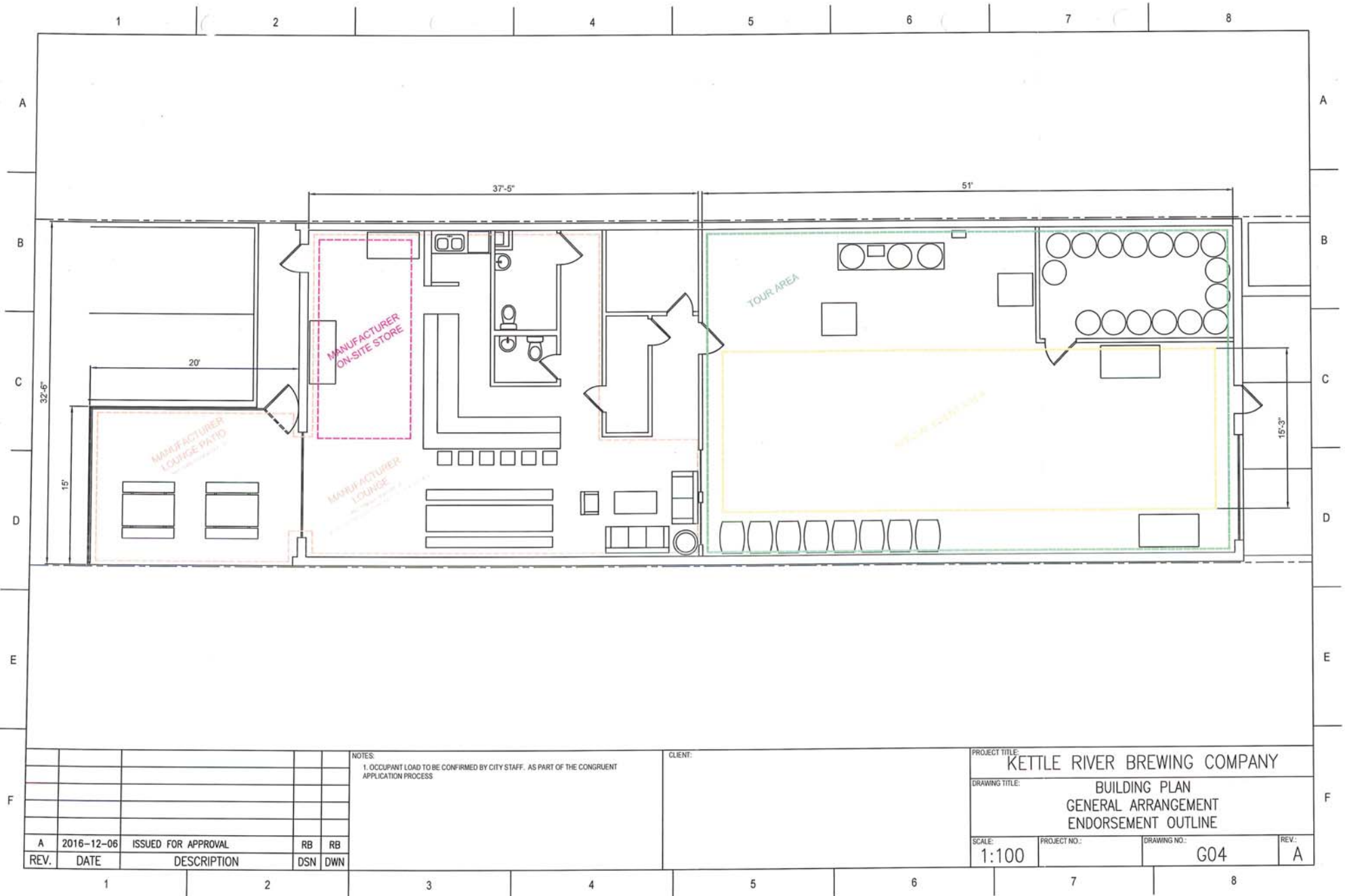
Credit card number: _____

Expiry date: _____ / _____

(Month)

(Year)

Signature: _____



NOTES:
1. OCCUPANT LOAD TO BE CONFIRMED BY CITY STAFF, AS PART OF THE CONGRUENT APPLICATION PROCESS

CLIENT:

PROJECT TITLE:
KETTLE RIVER BREWING COMPANY
DRAWING TITLE:
**BUILDING PLAN
GENERAL ARRANGEMENT
ENDORSEMENT OUTLINE**

A	2016-12-06	ISSUED FOR APPROVAL	RB	RB
REV.	DATE	DESCRIPTION	DSN	DWN

SCALE: 1:100	PROJECT NO.:	DRAWING NO.: G04	REV.: A
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