

Updated: March 10, 2023

Liquor and Cannabis Regulations Branch,
400-645 Tyee Road,
Victoria, B.C. V9A 6X5

RE: Letter of Intent, Liquor Primary Licence Application for Unit 106, 601 Bruce Avenue, Nanaimo, B.C.

To whom it may concern,

Introduction:

This letter of intent is submitted in support of the application to the Liquor Control & Licensing Branch for a new liquor primary licence to be located at **Sip Pub Inc**. The proposed licensed establishment will be a new neighbourhood pub located at #106- 601 Bruce Avenue, Nanaimo.

Located in the heart of South Nanaimo's University District, Sip Pub Inc will offer the community a relaxing space to enjoy fresh local food and drink for lunch and dinner that will host small events such as karaoke, tv sports, comedy night, trivia, BCLC Keno and solo musicians.

Our liquor licencing request is for 10:00am to 1:00am, 7 days a week but we would only open past midnight for special events such as New Year's Eve and so the request for 1:00am is so we do not need to do special event application each time.

The seasonal outdoor patio hours of operation will be a maximum 10:00am to 11:00pm. This aligns with the covenant on the property to have the patio closed by 11:00pm as well.

It is anticipated that customer demand will be slower on various days throughout the week and in the low season so hours of closing will typically be reduced as well. We would like to reiterate that we are a casual gathering place for good food and drink and not a party venue.

Description of primary business focus:

The primary focus for Sip Pub is food, local entertainment, and liquor service. SIP Pub Inc is a locally owned and operated full kitchen and service pub specialising in providing fresh local food, craft beer and cocktails for lunch and dinner. The menu will have traditional pub offerings including appetisers, hot and cold entrees as well as desserts and nonalcoholic beverages.

Target market:

The target market for Sip Pub Inc is aimed at neighbourhood adults and tourists. Adults looking for a casual place to enjoy delicious food, local entertainment, craft beer and cocktails in a relaxing atmosphere.

R E C E I V E D
LA152
2023-MAR-10
Current Planning

Hospitality/Tourism Development Factors:

Affectionately known by locals as "Harewood," the University District was once a predominantly rural area.

Today, this up and coming neighbourhood is attracting a different demographic: first-time homeowners, young families, university students, and amidst long time residences. In the last decade, the city has made enormous strides to improve the livability of this area for students and residents alike. Old shopping plazas like University Village Mall where we are located have been refreshed with major renovations, derelict buildings removed to make way for new developments, as well as new homes popping up all over the neighbourhood and major projects of densification in the neighbourhood.

University District Highlights:

- Great location near Vancouver Island University & Downtown
- Home to the Nanaimo Aquatic Centre and Nanaimo Ice Centre
- Increase in new high density developments
- Many remodelled single-family homes
- High potential for investment properties
- University Village Mall shopping
- Average house price is \$500,000
- The location is a public transit node for the city.

Benefits to the Community:

- Employment opportunities
- Added amenity for residents, visitors and students
- Further diversify the hospitality and culinary options in the area
- Involvement in community sponsorships and activities
- Support the local food and beverage industry

Potential noise issues and solution:

Sip Pub will have an outdoor patio where noise could be a concern to the surrounding neighbourhood. To mitigate the possibility of noise the patio will be surrounded by a 6' high fence to provide a noise barrier to surrounding residences. In addition to this, the latest hours of operation for the patio would be to 11:00pm but keep in mind this would be only in the high season. In the low season the patio would not be open at all.

It is also our concern that road traffic noise would be bothersome to patio patrons from enjoying their meal and conversations on the patio and a noise barrier fence is also important to manage this.

The entrance to the patio is controlled from within the pub and as a result patrons can not come and go as they wish. In addition, the patio faces the mall plaza on two sides and one side borders along the busy Bruce Avenue which means the residences mainly exposed to the patio are on the other side of Bruce Ave. which is also a very busy street.

The potential for noise disturbance to the few surrounding residences is quite minimal given the distance and dividing streets to any home.

There will be no live entertainment outside but there will be music speakers on the patio and the speaker volume will be set to a comfortable level for patio patrons to enjoy resulting in that noise being contained within the patio and not affecting surrounding residences.

Capacity and hours of Operation

The licencing capacity proposed is 84 persons. Sip Pub also has an outdoor patio with a maximum capacity of 59 persons. This is not in addition to the proposed 84.

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It is anticipated that customer demand will be slower on various days throughout the week and in the low season so hours of closing will typically be reduced as well. We would like to reiterate that we are a casual gathering place for good food and drink and not a party venue.

Anticipated hours of operations :

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Indoor Dining	11:00 – 22:00	11:00 – 22:00	11:00 – 22:00	11:00 – 23:00	11:00 – 23:00	11:00 – 24:00	11:00 – 24:00
Outdoor Patio	11:00 - 22:00	11:00 – 22:00	11:00 – 22:00	11:00 – 23:00	11:00 – 23:00	11:00 – 23:00	11:00 – 23:00