



Experts in liquor licensing for the success of your business

APPLICATION FOR A LIQUOR PRIMARY LICENCE

**AT: "THE HUMBOLDT"
EXECUTIVE HOUSE
(DBA DOUBLE TREE BY HILTON
HOTEL AND SUITES)
777 DOUGLAS STREET,
VICTORIA, B.C. V8W 2B5**

APPLICANT: EXECUTIVE HOUSE LTD.

**LETTER OF INTENT
FOR THE APPLICATION FOR A LIQUOR PRIMARY LICENCE**

Submitted to:

**Liquor & Cannabis Regulation Branch
4th Floor – 645 Tyee Road
Victoria BC, V9A 6X5
Phone: 250-952-5787**

Submitted by:

**Rising Tide Consultants
1620-1130 West Pender Street
Vancouver, BC V6E 4A4
Phone: (604) 669-2928
Fax: (604) 669-2920**

INTRODUCTION/PRIMARY FOCUS

This Letter of Intent is provided in support of the Application for a Liquor Primary License submitted to the Liquor and Cannabis Regulation Branch and the City of Victoria for The Humboldt. The establishment is located at the Double Tree by Hilton Hotel and Suites, formerly the Executive House Hotel in the Downtown area of Victoria at 777 Douglas Street.

The Hotel has a long positive history in the City of Victoria and the primary business is to provide quality accommodation to hotel guests and the liquor licenses are added amenities to this primary focus of the establishment.

The rationale for this application for an additional liquor primary license is as follows:

The Licensee currently holds two liquor primary licenses and one food primary license. One liquor primary license is on the main (lobby level) of the hotel with a capacity of 30 persons. This license is number 305243 for Table 21. The second liquor primary license covers three areas on the lower floor of the hotel and this is the license involved with this application. A copy of this license number 064730 is attached along with the associated floor plan for the licensed areas. These areas include Bartholomew's Pub with a capacity of 163 and an associated patio of 32 persons. It also includes an area that was known as Doubles Oyster Bar with a capacity of 46 persons. On the liquor primary license number 064730 it has a third party operator for these areas who is Sweet Peas Fine Foods Inc. Moving forward Sweet Peas Fine Foods Inc. only want to be responsible for Bartholomew's Pub and Patio (Person Area 1 of 163 and the associated patio of 32). They do not want to be the third party operator or responsible for Patron Area 2 with a current capacity of 46 persons which was the former Doubles Oyster Bar area. Therefore, the Licensee is applying for an additional liquor primary license for Patron Area 2 of 46 persons to separate out this area from the area known as Bartholomew's Pub and Patio.

If this application for an additional liquor primary license is successful it will also result in a companion application to the Liquor Branch for a structural change to the existing liquor primary license 064730 to remove Patron Area 02 for 46 from this license to be on the new standalone license.

This will result in the liquor primary license 064730 being for the area doing business as Bartholomew's Pub and patio with Sweet Peas Fine Foods Inc being the third party operator.

Included with the application is a copy of the stamped and approved floor plan for this venue.

The hours of liquor sales and service requested for this application are 9:00am to 1:00am Sunday through Saturday which is the same as the existing liquor primary license number 064730.

The applicant is requesting a family food services minors' endorsement to allow minors to be present at the establishment accompanied by a parent or guardian to 10 pm.

FOOD AND BEVERAGE SERVICE

The establishment will have both food and beverage service available with an extensive menu.

Beverages range from local craft beers, wine, coolers, spirits and non-alcoholic soft drinks.

SITE LOCATION

The proposed licensed establishment is in the Downtown of Victoria which has a mix of restaurants, coffee shops, offices and tourist attractions. It is close to the Victoria Conference Centre and Legislative Buildings. The vibrant neighbourhood attracts both the residents of Greater Victoria and the tourists looking to enjoy the picturesque views in this historic commercial district.

As the establishment is located close to Government Street leading down to the waterfront, this will provide a significant amount of foot traffic. It is also located a short distance to the Johnson Street Bridge, the docks on David Foster Way and Wharf area.

COMPOSITION OF THE NEIGHBOURHOOD

The proposed licensed establishment is located on Douglas Street, in Downtown Victoria. The site is in the commercial district.

The establishment management will not permit the facility to impact negatively on the community and the nearby social facilities and public buildings.

The area is a commercial district with other restaurants and liquor establishments nearby, so the impact to the local community is minimal.

This application will not result in an increase in liquor primary licensed capacity at the hotel or in the hours of liquor service.

The applicant for this license is a hotel and the primary business of the hotel is the provision of quality hotel accommodation for guests at the hotel.

IMPACT OF NOISE ON THE COMMUNITY

The establishment will adhere to the City of Victoria Noise Control Bylaw, and will make sure that noise is kept to a minimum. The City of Victoria will assess this when the application is reviewed. The hotel has a very positive record with the City of Victoria and the Liquor & Cannabis Regulation Branch.

This is a lounge style establishment and not a night club, so the ethos is to provide a relaxed and homely style atmosphere that caters to people who wish to enjoy local food and drink.

TARGET MARKET

This proposed liquor primary licensed establishment will primarily cater to adults nineteen (19) years of age and older, however minors will be allowed until 10 pm when accompanied by a parent or guardian. The target markets are the guests of the hotel, residents of Victoria, along with its many visitors. The establishment will also be used for cocktail receptions and private events.

HOSPITALITY/TOURISM DEVELOPMENT FACTORS

The proposed establishment will support the hospitality/tourism development factors by adding a different type of establishment to Douglas Street. This liquor primary licensed area will be located inside the existing hotel which contributes substantially to the City of Victoria Hospitality/Tourism Development. The hotel is directly across the street from the Victoria Conference Centre and is within two blocks of the Royal British Columbia Museum, the Inner Harbour, and Legislative Buildings. It is within walking distance to many tourist attractions. Therefore, this licensed area will contribute to the Victoria Hospitality/Tourism Industry as it will provide an additional venue to support Hospitality and Tourism.

BENEFITS TO THE COMMUNITY

There will be many positive benefits to the community as the establishment will be a destination for patrons wanting to enjoy food and beverages in a relaxed setting. The benefits will also include:

- Tax revenue to all levels of Government;
- Direct and indirect employment opportunities for residents of Victoria;
- Provide an interesting and new venue for events, fundraisers, and community events;
- Local charity support, which is something the applicant is currently involved in, within the community.
- Further support the diversity of options for food and beverage services in the community.

TRAFFIC IN THE VICINITY

The proposed venue will not impact negatively on traffic as this is already a destination that patrons visit. We are merely splitting the existing liquor primary license into two separate licenses. It is in the core Downtown area with existing vehicle and foot traffic.

PARKING

The Executive House Hotel dba Double Tree by Hilton Hotel & Suites satisfies the City of Victoria parking bylaw with ample on-site parking for

the hotel. In addition there is substantial street parking and public parkades in the immediate area. Again, it should be noted that this application is merely to separate out one area on the existing license to a separate standalone license.

PROXIMITY TO OTHER LIQUOR PRIMARY LICENSED ESTABLISHMENTS

The closest liquor primary licensed establishments are:

Bartholomew's Pub in the same hotel, the Victoria Conference Centre, the Empress Hotel, The Strathcona Hotel and Chateau Victoria Hotel.

The proposed liquor primary license will not impact on the above licensed establishments as they are not in direct competition.

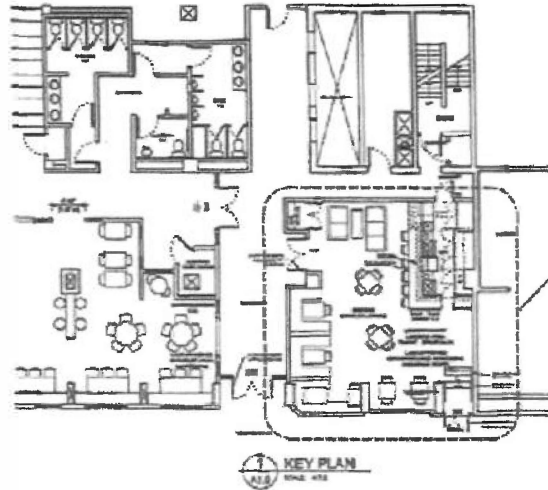
This application is for a small lounge type establishment in the hotel in an existing licensed area that was Doubles Oyster Bar.

OTHER FACTORS

- The addition of a liquor primary license to the establishment will contribute to the tourism, and hospitality in the community;
- The applicant is requesting a family food services minors' endorsement to allow minors to be present at the establishment accompanied by a parent or guardian to 10 pm.
- The purpose of this application is to separate out this area onto its own separate liquor primary license to be Independent of the existing liquor primary license which has Sweet Peas Fine Foods Inc. as the Third Party Operator.
- The venue will support the hotel and better serve its patrons.

All of which is respectfully submitted this 11th day of February, 2020.

Bert Hick
Rising Tide Consultants
1620-1130 West Pender Street
Vancouver BC V6E 4A4



LOUIS PRINCE LOUNGE AREA

EXISTING WALL

TO BE DEMOLISHED - EXISTING

DOUBLES LOUNGE OCCUPANT LOAD:

TOTAL LOUIS PRINCE LOUNGE AREA / 150 sq ft PER PERSON

1500 sq ft / 150 = 10

LOUIS PRINCE LOUNGE OCCUPANT LOAD: 10 PERSONS

2 SCOPE OF PROJECT
A1.0

City of Victoria - Fire Department
* Occupant Load Reviewed Under Current BC Fire Code Only

Maximum Occupant Load is:	Fire Prevention Officer:
Main Floor: 46 Persons	Name: Brad S. Fort
Mezzanine: 1 Persons	Signature: [Signature]
Patio/Deck: 1 Persons	Date: January 24, 2020
Total: 46 Persons	

PROJECT INFORMATION

LEGAL ADDRESS: 1471 1/2 QUINCY ST. STE. 200 & 1070A
VICTORIA, BC V8M 1G8

CIVIC ADDRESS: 777 DOUGLAS STREET
VICTORIA, B.C.

ZONING DATA

ZONING: C248 CENTRAL AREA COMMERCIAL OFFICE DISTRICT
DOUBLES LOUNGE FLOOR AREA: 1500 sq ft (1500 sq ft)
OCCUPANCY: GROUP A-2 (EXISTING & PROPOSED)
DOUBLES LOUNGE OCCUPANT LOAD: 46 PERSONS (EXISTING & PROPOSED)
FIRE PROTECTION: SPRINKLERED

WATER CLOSETS

REQUIRED

148 PEOPLE

48 PEOPLE

178 PEOPLE (130 - 178)

30 MALE: 2 W.C.

30 FEMALE: 2 W.C.

EXISTING

2 W.C. + 3 URINALS

POSSIBLE

2 W.C.

UNIVERSAL

1 W.C.

NOTE: BATHROOMS AND DOUBLES SHARE WATER CLOSETS

Geographic: These drawings are not to be used for any other purpose without the written consent of the Architect/Engineer.



1. LOUIS PRINCE
2. DOUBLES
3. BATHROOM
4. MEZZANINE
5. PATIO/DECK
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999. ELEVATOR
1000. ENTRANCE

plan architect inc.
1110-1220 B.C.
VICTORIA, B.C. V8M 1G8
TEL: 250-383-1111
FAX: 250-383-1112
WWW.PLANARCHITECT.COM

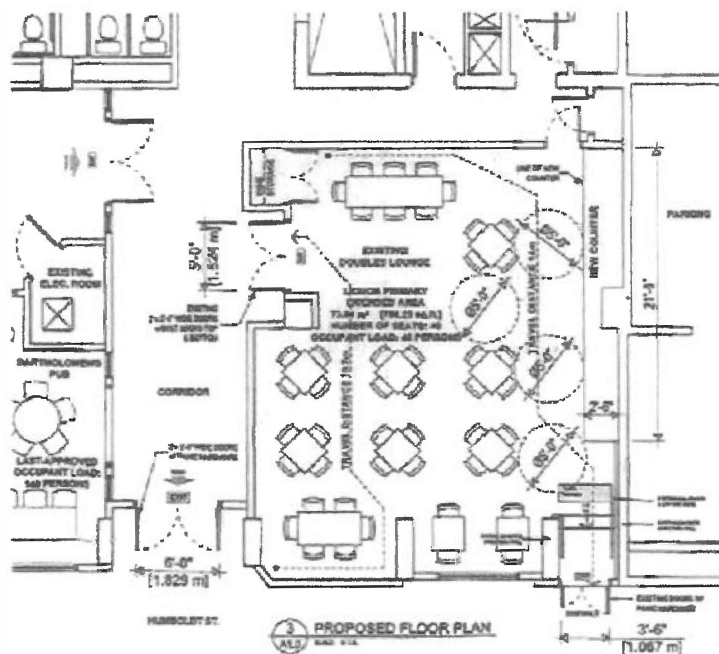
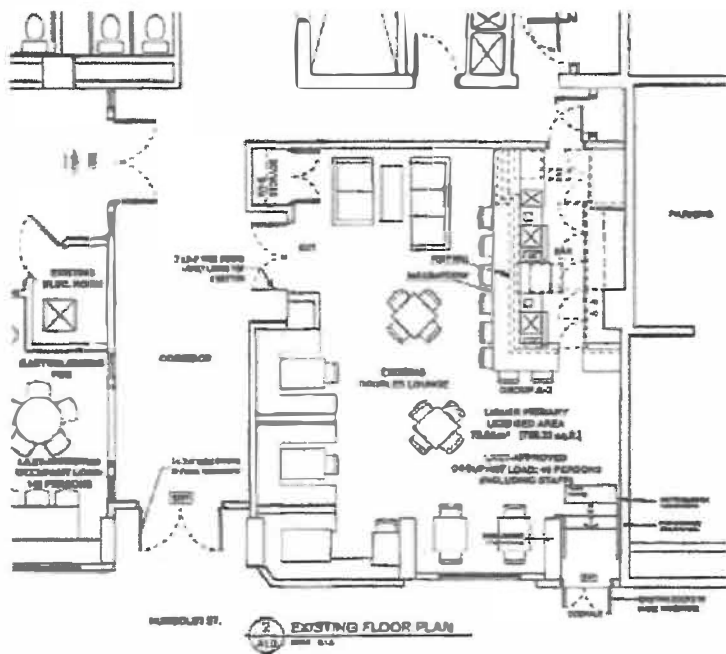


1471 1/2 QUINCY STREET - HOTEL
DOUBLES LOUNGE RE-NO

EXISTING / PROPOSED
FLOOR PLANS

project no.: 19-001
date: 10/10/2019
author: [Name]
checked: [Name]
approved: [Name]
scale: 1/8" = 1'-0"

A1.0





Liquor and Cannabis Regulation Branch

Liquor Primary Licence #064730

Expires on February 28, 2021

Establishment Name: Executive House
Licence Name: Executive House
Location Address: 777 Douglas St
VICTORIA, BC V8W 2B5
Issued to: Executive House Ltd.
Third Party Operator: Sweet Peas Fine Foods Inc.

TERMS AND CONDITIONS

HOURS OF SALE

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Open	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM
Close	1:00 AM	1:00 AM	1:00 AM	1:00 AM	1:00 AM	1:00 AM	1:00 AM

CAPACITY

Patio1	32	Patron02	46	Person01	163
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- The terms and conditions to which this licence is subject include the terms and conditions contained in the licensee Terms and Conditions Handbook, which is available on the Liquor and Cannabis Regulation Branch website. The Terms and Conditions Handbook is amended from time to time.
- Liquor may only be sold, served and consumed within the service areas outlined on the official plan, unless otherwise endorsed or approved by the LCRB.
- Subject to terms and conditions specified in the restriction or approval letter(s). A copy of restriction or approval letter (s) to be kept with current liquor licence.
- Patio extension permitted as outlined in red on the official plan.
- Family Foodservice term and condition permits minors accompanied by a parent or guardian in all service areas until 10 PM when meal service is available.
- Only servers are permitted to carry liquor through an unlicensed area.
- Patio must be vacated no later than 11:00 PM nightly.

YOUR CURRENT VALID LICENCE MUST BE PROMINENTLY DISPLAYED AT ALL TIMES. TAMPERING, ALTERING OR DEFACING THIS LICENCE IN ANY MANNER MAY RESULT IN THE LICENCE BEING CANCELLED.

Licence issued by the General Manager under the authority of the Liquor Control and Licensing Act.

Licence Printed: January 17, 2020

Date Issued: November 7, 2014

LP Licence #064730

General Manager

License # 064720
Job # 694053-036

1. INTERNAL AND LOSING BRANCH
APPROVED, IN PRINCIPLE
 (Subject to the terms and conditions specified in the report
 at principal meeting) dated: Oct 30/14

Approved: _____
 Submitted: _____
 Date: _____

NO CHANGES TO PATROL
D2 = 46 PATROLS

ARCADE FLOOR FULLY SPRINKLERED

BARTHOLOMEWS

Area 234.24 sq.m.
current license - 28 on patio
112 in pub
subtotal 140 people
proposed license
- 234.24 ÷ 12 = 195 people
32 on patio 163 in Pub

DOUBLE5

Area 59.0 sq.m.
current license = 46 people
proposed license = $59 \div 1.2 = 49$ people

TOTAL:
current license = 156 people
proposed license = 244 people

WASHROOMS:

Females • existing 4 fixtures services 100 women
Males • existing 5 fixtures services 250 men
One new accessible washroom services 10
Total served by new or existing washrooms 360

For 244 people required washrooms are:
One accessible washroom services 10 (5 males/ 5 females)
117 females required 5 fixtures
117 males required 3 fixtures
Washrooms and short 1 female fixture and
113 additional male fixtures

EOTS

1. ARCADE OCCUPANCY LOAD
ASSEMBLY - 100

Only servers are permitted to carry liquor across the unlicensed hallway between the Doubles Lounge and Bartholomews main area



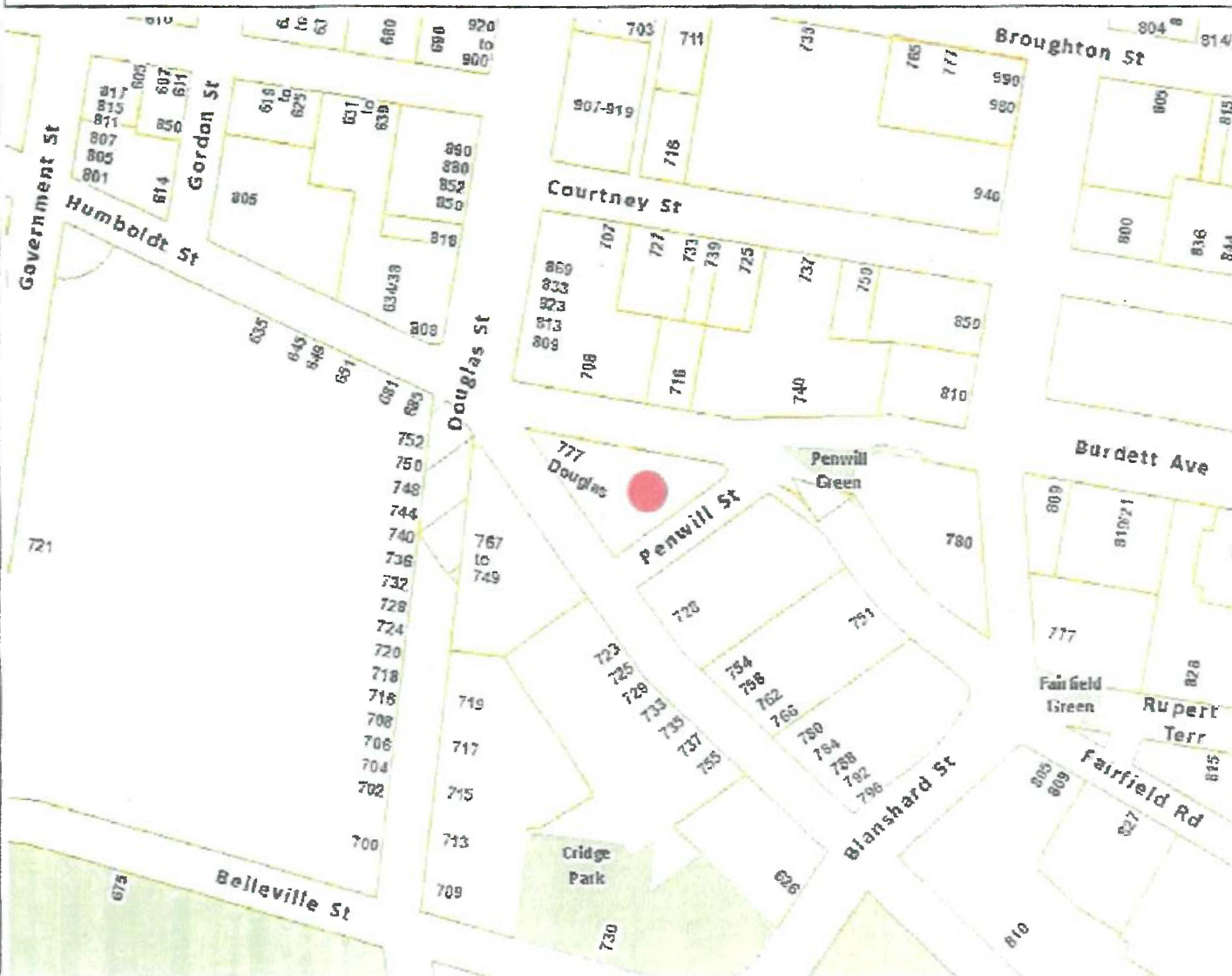
777 Douglas Street, Victoria, B.C.

02/10/2020



Legend

Victoria Parcels



1: 2,360



Notes

777 Douglas Street, Victoria, B.C.

120 0 60 120 Meters

NAD_1983_CSRS_UTM_Zone_10N

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THIS MAP IS NOT TO BE USED FOR NAVIGATION

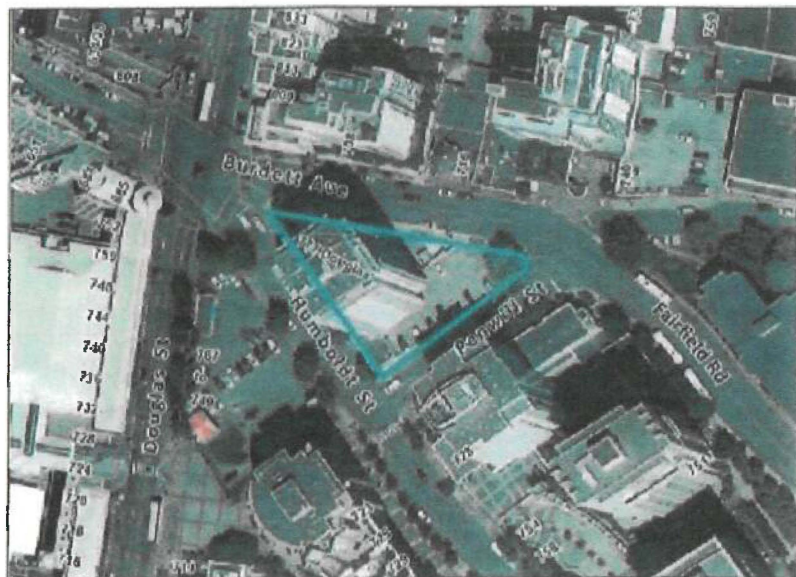


Map data ©2020



City of Victoria
City Hall: 1 Centennial Square
Victoria, BC, V8W 1P6
www.victoria.ca

Property Report
Produced by the City of Victoria
VicMap: victoria.ca/map
February 10, 2020



Property Information

Address: 777 DOUGLAS ST Unit: N/A

PID: 000-023-469

Folio: 01029001

Legal Information: LOT 1, PLAN 17151, VICTORIA

Planning

Zoning: CA-11

Development Permit Area: DPA 9 (HC)

Land Use Contract: N/A

Councillor Liaison: CHARLAYNE THORNTON-JOE
250.361.0219

Heritage Status: N/A

Area Planner: MIKO BETANZO 250.361.0604

Special Restrictions: N/A

Sign Zone Planning: Refer to map.

Neighbourhood: DOWNTOWN

Current Applications

Development Applications:

DPM00280	PL-DEVELOPMENT PERMIT MINOR	777 Douglas Street	6/9/2014 12:00:00 AM
DP000136	PL-DEVELOPMENT PERMIT	777 Douglas Street	7/3/2008 12:00:00 AM

REZ00074	PL-REZONING	777 Douglas Street	2/2/2006 12:00:00 AM
DP000324	PL-DEVELOPMENT PERMIT	777 Douglas Street	8/13/2013 12:00:00 AM
DPM00140	PL-DEVELOPMENT PERMIT MINOR	777 Douglas Street	4/11/2012 12:00:00 AM
DP000561	PL-DEVELOPMENT PERMIT	777 Douglas Street	7/19/2019 12:00:00 AM
DPM00249	PL-DEVELOPMENT PERMIT MINOR	777 Douglas Street	2/11/2014 12:00:00 AM
DPM00342	PL-DEVELOPMENT PERMIT MINOR	777 Douglas Street	5/25/2015 12:00:00 AM

Assessment & Tax Summary Information

Year	Assessment Type	Land Value	Improvement Value	Total Value	Exempt Amount	Tax Amount
2019	GENERAL	\$8,709,000	\$18,516,000	\$25,225,000	\$10,000	\$435,066
2019	SCHOOL	\$8,709,000	\$18,516,000	\$25,225,000	\$10,000	\$435,066
2018	GENERAL	\$8,861,000	\$16,594,000	\$23,455,000	\$10,000	\$433,458
2018	SCHOOL	\$8,861,000	\$16,594,000	\$23,455,000	\$10,000	\$433,458
2017	GENERAL	\$6,523,000	\$14,456,000	\$20,979,000	\$10,000	\$424,288
2017	SCHOOL	\$6,523,000	\$14,456,000	\$20,979,000	\$10,000	\$424,288
2016	GENERAL	\$5,624,000	\$8,375,000	\$13,999,000	\$10,000	\$305,008
2016	SCHOOL	\$5,624,000	\$8,375,000	\$13,999,000	\$10,000	\$305,008

Services

Water Service Size (Inches): 3

Water Meter Reader Notes: IN FRNT OF BART'S DOORS

Garbage Collection Zone: Zone 1

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