



## APPENDIX A

Liquor Control and Licensing Branch  
PO Box 9292 Douglas St  
Victoria BC V8Z 3L1

15 August, 2017

Dear Sir/Madam

This letter of intent is being sent in support of Atomic Soap Lounge Ltd's application for a liquor license.

The primary focus of our business is as a creative space for our customers to craft their own soaps, lotions and other bodycare products. Customers have two options:

- they can make a self-directed "kit" with written instructions and assistance from an instructor, or
- they can attend an instructor-led formal workshop for the crafting of more complicated products.

Liquor service is not our primary focus, but in formulating our business plan, our market research told us that a typical customer is far more likely to attend a workshop if they can enjoy a beverage and a snack along with their chosen crafting project. The scenario of enjoying a glass of wine with friends while crafting a bodycare product was chosen as "highly favourable" by 96% of survey respondents, and we feel that a successful application for a liquor license is instrumental to our success.

Atomic Soap Lounge is forecast to operate between the hours of 10am and 10pm, with a last entry of 8pm. For the convenience, safety and security of our employees, guests and neighbours, we do not anticipate late evening openings. We intend to sell beverage and pre-packaged snack options in conjunction with the purchase of a crafting kit or instructor-led workshop.

The business does not plan for, and has not been designed for, any other forms of entertainment within its walls, such as live music or gatherings unrelated to the crafting of bodycare products, although it is feasible that, as our business matures, we may find the opportunity to offer related events, such as educational seminars not necessarily directly related to crafting.

Our food service will be limited to pre-packaged and shelf-stable snacks such as chips, cheese & crackers, hummus & pita, trail mix, etc. This offering may extend to prepackaged deli boxes from a local restaurant or licensed caterer. The bar will offer a range of alcoholic and non-alcoholic beverages, including locally produced soft drinks, teas and coffees, as well as a limited selection of wines and spirits. All Atomic Soap Lounge staff will be required to successfully complete the Serving It Right course as a condition of employment to ensure high standards of safety and service to our clients and community.

Atomic Soap Lounge Ltd is located within "The Union" residential development, and the neighbourhood is a mix of commercial and residential. Within "The Union" complex are a number of businesses including "Jusu" Juice Bar, La Roux Patisserie and Spinco Fitness Club.

- To the north of the building, Victoria's bustling Chinatown is a concentrated area of residential and commercial buildings
- To the south of the building, the Market Square development is home to a large number of office, restaurant, retail, pub, school and other businesses.
- To the west of the building is Swan's Brewpub and Liquor Store, the new Janion residential and commercial development, and the new Johnson St bridge public concourse area.
- To the east side of the building are the 500 and 600 blocks of Pandora Ave, with various residential, governmental and commercial establishments, including the McPherson Playhouse.

Any noise emanating from Atomic Soap Lounge is expected to be extremely minimal. The theme of the business is "mid century modern" with a low-level audio system providing muted, mellow background music, enabling normal conversational levels. The patio area in the summer months will extend the business area with a similar conversational level.

In terms of the licensing options listed in the Liquor Primary Application Guide, none of the options or endorsements are required, with one exception: Minors.

Atomic Soap Lounge is primarily intended for an adult audience, although we expect to see school-aged children accompany their parents for some of our product offerings, such as the crafting of self-directed kits. It is also a likely future development that we will create morning workshops for "summer camp" groups, in the classroom area. Therefore, the ability to allow minors into our business is instrumental to the success of the business. In the case of older, "teenaged" minors, Atomic Soap Lounge staff will all be trained to ensure compliance with provincial regulations, via the checking of ID.

Given that Atomic Soap Lounge will operate alongside a mix of commercial and residential neighbours, it is incumbent upon us to ensure that we become a welcomed member of the community. This will involve

a pre-opening introduction to the business, so that local residents will be familiar with us, and have phone, email and face-to-face access to the owners, managers and staff of the business, and hopefully become customers as well as neighbours. In this way, comments regarding noise or other disturbances, although extremely unlikely, can be easily communicated and promptly addressed.

Attached to this application you will find the requested floor plans, showing the workstations, bar, classroom, retail and product delivery stations.

I trust that the information included in this letter and attached application package meets all of your requirements, but if you require any clarifications, please contact me at the address below, or by phone at (250) 882-4942

Best regards

A handwritten signature in black ink, appearing to read 'Ian Cromack', with a stylized flourish at the end.

Ian Cromack

Co-founder, Atomic Soap Lounge Ltd

[ian@atomicsoapstudio.com](mailto:ian@atomicsoapstudio.com)

**ATOMIC SOAP LOUNGE LTD**

**Studio (office): 103-919 Fort Street, Victoria, BC V8V 1V1**

**Lounge: 530 Pandora Avenue, Victoria, BC V8W 1N6**