



**APPLICATION FOR A LIQUOR PRIMARY
LICENCE FOR**

YUK YUK'S VICTORIA

Applicant: Licenced to Laugh Productions Inc.

**PROPOSED LOCATION:
665 DOUGLAS STREET,
VICTORIA, BC,**

PURPOSE

- **TO PROVIDE LIQUOR SERVICE AS AN ADDED AMENITY TO THE PRIMARY FOCUS OF THE BUSINESS WHICH IS A COMEDY CLUB.**
- **BOTH LIQUOR AND FOOD SERVICE IS PROVIDED TO PATRONS IN CONJUNCTION WITH THE LIVE COMEDY ENTERTAINMENT.**

BACKGROUND

- The proposed site is the previous location of Samuel's Dining Lounge which operated from 1982 until their closing in 2013.
- Samuel's had a patron capacity of 215 patrons and hours of liquor service from 11:00 am to 1:00 am Monday to Saturday.
- The site was the previous Queen Victoria Inn Hotel and the zoning for the property is CA-9 which permits a liquor primary licence.

Samuel's Dining Lounge Licence

BRITISH COLUMBIA
Liquor Control and Licensing Branch
Liquor Control and Licensing Act
FOOD PRIMARY LICENCE

Establishment Name: Samuel's Dining Lounge
Licence Name: Samuel's Dining Lounge
Mailing Address: 655 Douglas Street
Victoria, BC V8V 2P9

Location Address: 655 Douglas Street
VICTORIA, BC V8V 2P9

Issued to: Carmel Holdings Ltd.

Third Party Operator: N/A

Hours of Sale:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Open	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM	11:00 AM
Close	1:00 AM	1:00 AM	1:00 AM	1:00 AM	1:00 AM	1:00 AM	Midnight

Capacity: Patron01 70 Patron02 130 Patron03 15

TERMS AND CONDITIONS

- For the sale and consumption of all types of liquor in establishments with a primary focus on the service of food.
- The terms and conditions to which this licence is subject include the terms and conditions contained in the publication 'Guide for Liquor Licensees in British Columbia' as that publication is amended from time to time.
- Liquor may only be sold, served and consumed within the areas outlined in red on the official plan, unless otherwise endorsed or approved by the LCLB.

Local Government: VICTORIA (CITY OF)
LDR Address: GOVERNMENT STREET - VICTORIA
BLANSHARD SQUARE BCL #101

July 04, 2012
Printed Date

General Manager
General Manager

LCLB100 (Rev. 12/02)

HOURS OF LICENSING

- Yuk Yuk's is proposing to have hours of licensing from 11:30AM – 12Midnight from Sunday to Thursday and 11:30AM – 1:00AM Friday and Saturday

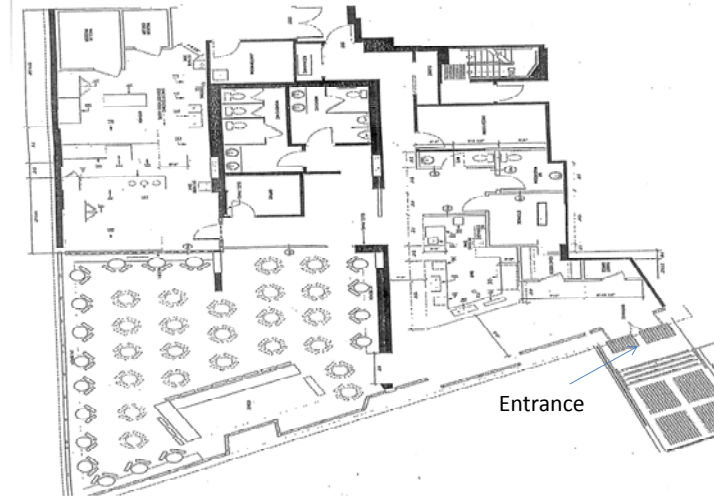
CAPACITY

- Samuel's Dining Lounge had a capacity of 215 patrons.
- Yuk Yuk's Victoria's proposed capacity will be 175 patrons.

FLOOR PLAN AND LAYOUT

- The layout of Yuk Yuk's consists of a covered entrance with an foyer and Lobby Bar area (similar to a theatre) where patrons can gather while waiting for their show to start. Food and beverage service is throughout the entire establishment. The main theatre consists of a small stage for the comedians and tables and chairs suitable for dining for the audience.
- NOTE: There is no dance floor, large stage, games area that are typical of a nightclub or bar.

Yuk Yuk's Floor Plan



DEMOGRAPHICS

- Yuk Yuk's Comedy Clubs caters to a mixed older (over 35) clientele. It caters to corporate events (Christmas parties, retirement parties, etc.), residents of the community (birthdays, etc.) and tourists visiting Victoria. It does not cater to a nightclub/bar crowd.
- The entire venue is focused on comedy entertainment and the sale and service of liquor and food is only an added amenity for the customer. Accordingly it compliments and doesn't compete with the restaurants, Lounges, Hotels in the area.

DEMOGRAPHICS (cont'd)

- Yuk Yuk's Victoria will work in harmony with the Victoria convention, corporate and tourist crowds.
- Yuk Yuk's International is an incubation centre for upcoming comedy entertainment. It provides comedians and actors a place to hone and perfect their craft.
- Yuk Yuk's will also complement the Film Industry in Victoria in that talent often auditions for parts in commercial and TV shoots as well as the motion picture industry.

PROMOTING THE TALENT

- Many comedians have had their start with Yuk Yuk's International. Some well known names are:
 - Jim Carrey
 - Howie Mandell
 - Russell Peters
 - Brent Butt
 - Norm McDonald

LETTERS OF SUPPORT

Council will have received letters of support for this application from:

- ❖ Tourism Victoria;
- ❖ Victoria Chamber of Commerce;
- ❖ Vancouver Island South Film & Media Commission;
- ❖ DTZ Victoria Real Estate Ltd.;

WHY THIS LOCATION?

- Rent is affordable;
- Extremely close to Victoria Conference Centre, Major Hotels, Restaurants, Royal BC Museum, and the Inner Harbour to accommodate residents, tourists and corporate events (easy walking distance to all);
- It was quite difficult trying to find a location with a clear line of site from one end of the room to the other (without columns or walls) so all patrons can clearly see the entertainer on stage;
- This site already has a full kitchen and washroom infrastructure in place from the time as Samuel's Dining Lounge;

WHO ARE YUK YUK'S

- Yuk Yuk's International started almost 40 years ago;
- It is dedicated to building a Canadian comedy industry by nurturing the comics who perform and to give them the freedom to say whatever they like on our stages;

WHO ARE YUK YUK'S (cont'd)

- Yuk Yuk's has 15 locations in Canada now. They have a savvy knowledge of how a great comedy room should be designed and operated;
- Yuk Yuk's is proud of our unique contribution to Canadian culture on stage, TV, radio, satellite and the Film Industry;

LIQUOR PRIMARY VERSUS FOOD PRIMARY

- In British Columbia, we have two types of Liquor licenses for the Sale and Service of Liquor for on premises consumption (Liquor Primary and Food Primary).
- Samuel's Dining Lounge was a Food Primary Licence.
- We would not be here if we were applying for a Food Primary Licence.
- Yuk Yuk's could qualify and operate with a Food Primary Licence because:
 - It has hours consistent with restaurant licensing;
 - Food Menu;
 - Commercial Kitchen;
 - Tables and Chairs suitable for dining;
 - Comedy entertainment is permitted in a Food Primary Licensed establishment;

LIQUOR PRIMARY VERSUS FOOD PRIMARY (cont'd)

- BUT we cannot be a Food Primary Licence for the following reasons:
 - With a Food Primary it is mandatory that the establishment has to permit minors of all ages to enter and be in the Food Primary Licensed establishment. If they did we would not be here.
 - Yuk Yuk's is an adult venue in that they do not censor the jokes from the Comedians, which would be required if we were a Food Primary Licence.
 - Also, Yuk Yuk's caters to an older mature audience that would not want young children in the audience.

CONSULTATION PROCESS

- This application was scheduled to be before Council back in November, however, we requested it be delayed until we had an opportunity to meet with the community association;
- During the consultation process with the community the following issues arose:
 - NOISE
 - PARKING
 - TRAFFIC

NOISE

- To reduce the possibility of noise, in addition to reducing the hours of operation and the capacity of the establishment compared to the previous establishment (Samuel's Dining Lounge), we have created an entry/foyer where patrons can wait inside for their show to start;
- Arranged for a canopy to be installed outside to baffle any noise from entry;

NOISE (cont'd)

- The acoustics of a Comedy Club is that of a person speaking to a small crowd (only 175 if a full house), therefore, noise will not be a factor. However, the applicant and landlord will put in extra sound dampening materials in the establishment to ensure no sound escapes from the room;
- Out of an abundance of caution, we have also increased the insulation in the ceiling at the establishment to avoid noise escaping through the ceiling;
- Will comply with the City of Victoria Noise Bylaw;

PARKING

- Most patrons to this establishment will either walk from the Inner Harbour Tourist area, an office in the area or come by taxi. Robbins Parking has agreed to allow a reduce parking rate at both the St. Anne's Academy site as well as the Royal BC Museum for the patrons this venue. Although they will not be designated parking spots for this venue, there are plenty of spaces to accommodate Yuk Yuk's patrons. Yuk Yuk's operates in the early evening after the Government offices in the area are closed.

TRAFFIC

- The majority of the traffic to and from the venue will be in the direction of the City Centre and Inner Harbour area.

Restrictions on the Terms and Conditions of the Liquor Licence:

- To restrict this location from becoming a nightclub or Pub, the applicant is proposing that a Term and Condition be placed on the licence that any transfer of ownership or change of use from being used as a Comedy Club would require City of Victoria and Liquor Control and Licensing Branch approval. The focus of the business be on COMEDY ENTERTAINMENT with liquor sales and service as an added amenity.
- The Hours will be restricted to Sunday to Thursday 11:30 am to 12 Midnight and Friday and Saturday 11:30 am to 1:00 am.

Restrictions on the Terms and Conditions of the Liquor Licence (cont'd): :

- Will comply with the City of Victoria Good Neighbour Agreement;
- Will comply with the requirements of our lease with Concert Properties to be a good neighbour to the Residents in the building;

OTHER CONSIDERATIONS

- The landlord supports this application for a liquor licence and the proposed use of the space
- The location has a history of being a licensed establishment and the zoning does permit this use as a liquor primary licensed establishment. The Zoning and history as a licensed establishment has existed here for decades.