



HOSPITALITY SOLUTIONS INC.

604.314.0176 | rebecca@rebeccahardin.ca
DP - 2019 - 00718

September 4, 2019

City of Vancouver
Planning & Development Services
515 W 10th Ave,
Vancouver BC V5Z 4A8



Re: 460 Granville Street, Cannabis Retail Store Application LCRB Job # 002549

The applicant, Muse Cannabis Stores is seeking City of Vancouver approval with respect to a development permit for the purposes of opening a cannabis retail store at the above noted property.

The Liquor Cannabis and Regulation Branch has communicated direct to Kathryn Holm within the City that the initial phase of the cannabis application has been completed with the LCRB. 460 Granville Street, Vancouver is zoned DD.

For the purposes of the Development Application, please accept this letter as the written design rationale as per the checklist. Additionally, we further outlined Muse's operational proposal to accompany the application through the City of Vancouver.

Background

Muse Cannabis Store concept has been developed by JAK's Beer Wine Spirits. JAK's Beer Wine & Spirits is a fourth-generation family business that operates ten liquor stores in Metro Vancouver with additional locations in Penticton and Vancouver Island. JAK's employs 110 team members at its various locations and further employs a corporate head office based out of New Westminster. JAK's is uniquely positioned to participate in the non-medical cannabis industry because of its extensive experience within retailing and more specifically JAK's commitment to compliance of retailing a controlled substance.

The LCRB issued Muse Cannabis a non-medical cannabis retail store license on May 14, 2019, with the City of Vancouver issuing a business license shortly thereafter. Muse opened its first cannabis location in July 2019. Attached is an image overview of their operating store. The objective of the attached is to outline to City staff the aesthetic, high-end build out and proposed signage and marketing material. Muse seeks to provide an unparalleled shopping experience for customers in both product offers, guest services, education and esthetic.

Muse is positioned to showcase product and accessories in an elevated shopping environment focused on consumer education and shopping. Muse customers are affluent and looking to be informed on this emerging market. They are seeking a one on one assistance with their shopping to shop in a safe, well lit, relaxed environment.

The Muse concept has been adapted to offer a welcoming environment where guests are made to feel comfortable in a cannabis store. Often customers have never been in such a store before. They want to be safe, comfortable, engaged and have their questions answered. Muse Cannabis Stores will be constructed with an open refreshing concept that will allow guests who visit and shop for the purposes of learning within this new environment.

Hours of Operations

The applicant is expecting its business hours to be from 9am – 11pm, seven days per week.

Name of Operator

Muse Cannabis Stores Inc is owned and operated by Mr. Mike Mckee. The owner may be contacted at 778.881.1524 with an email address of: mike.mckee@jaks.com

Relaxation Rationale

The applicant believes it meets all of the non-medical cannabis retail regulations as set out by the City of Vancouver; therefore, no relaxation is required.

Employees / Staff

Muse will employ approximately 12 to 15 employees at the facility and an estimated 200 clients per day. There will always be a designated person in charge who will take the lead for security matters. Muse intends to staff its store with multiple employees per shift to ensure customer are assisted one on one and can be educated as they shop in a relaxed environment.

Security Plan

While security and safety are the utmost of importance, guests will not be made to feel as though they are being monitored. The environment will be welcoming and well lit. Glass cases will be locked and will require employee only access. Guests will be able to browse within the space in a comfortable shopping environment. Muse Cannabis prides itself on safety and security within its establishments. As part of its focus to be an industry leader, please find enclosed within this application, Muse's in-depth Security Plan.

Parking and Loading Strategy

The applicant is not seeking any parking / loading relaxation with respect to the application. Products delivered are relatively small and will be loaded into the store via the loading area of the building.

Line-ups

Muse does not anticipate line ups within its store. General customers access the retail store and wander around. They will engage with team members to ask questions and find assistance. Orders can be placed at the POS terminal and paid for. A team member will package the purchase where the customer will then immediately leave the retail store.

Summary

Muse Cannabis Stores are focused on guest experience and shopping. They are dedicated to compliance and public safety and look forward to their retail growth within the City of Vancouver. Should you require any further details or information, do not hesitate to contact the applicant at anytime.

Kind Regards,

Rebecca Hardin

Rebecca Hardin,
Consultant