

Staff Memorandum



To	Mayor A. Nuttall and Members of Council
Subject	New Liquor Licence Application Review – Pinot's Palette Barrie – 62 Commerce Park Drive, Unit N
Ward(s)	7
Date	October 29, 2025
Department Head Approval	W. Cooke, City Clerk/Director of Legislative and Court Services
Executive Member Approval	Not applicable
CAO Approval	Not applicable

The purpose of this Memorandum is to advise members of Council that an Alcohol and Gaming Commission (AGCO) Municipal Information Form and an associated City of Barrie Liquor Licence Application Questionnaire were received from a business named Pinot's Palette Barrie located at 62 Commerce Park Drive, Unit N. Upon receipt, the documents were circulated to City Departments and community stakeholders.

Concerns regarding zoning, non-compliance with by-laws, or general objections to the application may be directed to the Alcohol and Gaming Commission of Ontario (the issuer of liquor licences) through the City Clerk as follows:

Alcohol and Gaming Commission of Ontario
c/o Wendy Cooke, City Clerk/Director of Legislative and Court Services
The City of Barrie
P.O. Box 400
70 Collier Street
Barrie ON L4M 4T5
Fax: (705) 739-4243
Email: cityclerks@barrie.ca

All comments received will be compiled and submitted to the Alcohol and Gaming Commission of Ontario for review and consideration as part of the Commission's liquor sales licence issuance process.

Appendix:

Appendix A - Municipal Information Form and City of Barrie Liquor Licence Application Questionnaire

Memo Author: Tara McArthur, Coordinator of Elections and Special Projects

File #: P09 - Licences

Pending #: Not Applicable

Appendix A

Municipal Information Form and City of Barrie Liquor Licence Application Questionnaire



Alcohol and Gaming Commission of Ontario
90 Sheppard Avenue East, Suite 200
Toronto ON M2N 0A4
Tel.: 416-326-8700 • Fax: 416-326-8711
Toll free in Ontario: 1-800-522-2876
Inquiries: www.agco.ca/lagco
Website: www.agco.ca

Municipal Information for Liquor Sales Licences

The information requested below is required in support of all applications for a new Liquor Sales Licence or outdoor areas being added to an existing Liquor Sales Licence.

Section 1 – Application Details

Premises Name

Pino's Palette Barrie

Premises Phone Number (include area code)

Premises Address

62 Commerce Park Dr., Unit #N

City/Town

Barrie

Province

ON

Postal Code

L4N 8W8

Contact Name

Shiqiang Peng

Contact's Phone Number (include area code and extension)

Contact's Email Address

Does the application for a Liquor Sales Licence include indoor areas and/or outdoor areas?



Indoor Areas



Outdoor Areas

Section 2 – Municipal Clerk's Official Notice of Application for a Liquor Sales Licence in your Municipality.

Municipal Clerk:

Please confirm the "wet/damp/dry" status below.

Name of village, town, township or city where taxes are paid.

(If the area where the establishment is located was annexed or amalgamated, provide the name that the village, town, township or city was known as.)

City of Barrie

Is the area where the establishment is located "wet", "damp" or "dry"? Please select one.



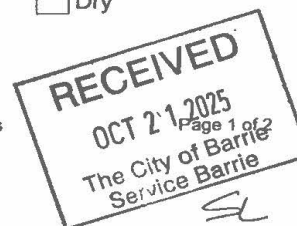
Wet (for spirits, beer, wine)



Damp (for beer and wine only)



Dry



- **Note:** Specific concerns regarding zoning or non-compliance with by-laws must be clearly outlined in a separate submission or letter within 30 days of this notification.

Address of Municipal Office

Date (dd/mm/yyyy)

Title

Signature of Municipal Official



New Liquor Sales Licence Application Questionnaire

Name of Establishment: (Registered name and Operating name, if different)	Joe's Studio Inc. o/a Pinot's Palette Barrie
Street Address of Establishment:	62 Commerce Park Dr., Unit #N, Barrie, ON L4N 8W8
Closest Intersection:	
Mailing Address: (If different from the location of the establishment)	Same as above
Name of Owner: (Indicate individual sole proprietor, partnership, or corporation (as appropriate) If partnership or corporation, provide names and contact information for all shareholders)	Xiao Peng, 100% Owned
Name of Applicant: (if different from owner)	Shiqiang Peng
Mailing Address for Applicant:	
Applicant Business Phone/Fax Number:	
Applicant Business E-mail address:	

Section 1: Purpose of the Liquor Sales Licence Application

- ☒ New establishment
- ☐ New owner/operator of an existing establishment
- ☐ If applicable, name of previous business _____
- ☐ Change to indoor occupant load/seating capacity (including addition or alteration to interior)
- ☐ Change to outdoor occupant load/seating capacity (including addition or alteration to outdoor patio)
- ☐ Other (If yes, describe below)

Note: If you require more space, please attach additional documentation to this form.





New Liquor Sales Licence Application Questionnaire

Section 2: Size and Location

Note: If any changes have occurred since the previous occupant load inspection, you must provide the required information at the time of application.

	Current Indoor Area	Proposed Indoor Area	Current Outdoor Area	Proposed Outdoor Area
What is the size (floor area) of the establishment?	107m ² ft ² /m ²	66m ² ft ² /m ²	_____ ft ² /m ²	_____ ft ² /m ²
What is the occupant load and/or seating capacity of the establishment?	40 Occupant Load	40 Occupant Load	_____ Occupant Load	_____ Occupant Load
	40 Licensed Capacity	40 Licensed Capacity	_____ Licensed Capacity	_____ Licensed Capacity
	36 Seating Capacity	36 Seating Capacity	_____ Seating Capacity	_____ Seating Capacity

Is the entire operation enclosed? (For example: the operation is interior space only)

Yes ☒ No ☐

Section 3: Drawing Requirements:

An accurately scaled floor plan indicating the proposed location of ALL licenced area(s) must be attached to this questionnaire. Your floor plan should include exit door locations, washroom counts, and square footage of the unit, and should show both indoor and outdoor areas.

3.1 What is the distance to the closest other establishment(s) serving alcohol? N/A ft/m

3.2 Please provide the operating names(s) and describe the target market of other establishments serving alcohol within 120 m (approximately 400 ft) radius of the proposed location:

3.3 What is the distance to the closest residential dwelling unit? N/A ft/m

3.4 Does the subject property contain residential units? Yes ☐ No ☒
If yes, please describe below:

Note: If you require more space, please attach additional documentation to this form.



New Liquor Sales Licence Application Questionnaire

Section 4: Operating Hours, Target Market, Nature of Business

	Indoor Area	Outdoor Area
Hours of Operation of the Business?	10am to 12am	N/A
Hours of Operation associated with alcohol sales?	11am to 11pm	N/A

- 4.1 What is the primary nature of the establishment? (For example, family restaurant, fine dining, lounge/nightclub, bar/tavern, coffee house, etc.)

Before 10:00 pm:

Paint & Sip Studio

After 10:00 pm:

Paint & Sip Studio

Describe your target market:

We offer paint & sip classes for public and private numbers. We mainly focus on adults.

- 4.2 Describe the proposed security both internally and externally to the establishment (For example, total number of staff, training or experience of staff, number of security persons):

Before 10:00 pm:

3 staffs each class.

After 10:00 pm:

3 staffs each class.

- 4.3 Are all security personnel trained and licensed? Yes ☐ No ☒

If you answered yes, please describe below. (For example, in-house or hired service)

Note: If you require more space, please attach additional documentation to this form.



New Liquor Sales Licence Application Questionnaire

4.4 Are exterior lineups (queues) anticipated for your establishment? Yes ☐ No ☒

4.5 Is either internal or external video surveillance planned for the establishment?

Yes ☐ No ☒

If yes, please describe below:

4.6 Describe your plans for crowd management:

Before 10:00 pm:

Reservations only

After 10:00 pm:

Reservations only

4.7 Is a cover charge to enter the premises proposed? Yes ☐ No ☒

4.8 What is the anticipated percentage of liquor sales to gross sales?

Less than 15%.

Note: If you require more space, please attach additional documentation to this form.



New Liquor Sales Licence Application Questionnaire

Describe the nature of the proposed seating for the venue (i.e. dining tables, cocktail tables, stand up bar):	Indoor Area 6-foot rectangle tables
	Outdoor Area N/A
Describe any food preparation facilities for the venue:	Indoor Area None
	Outdoor Area N/A
Describe any other type of business to be operated from the establishment on a permanent basis, or from time to time (i.e. bakeshop, variety store, grocery store, billiard hall, take-out restaurant, adult entertainment, non- motorized refreshment vehicles, etc?):	Indoor Area None
	Outdoor Area N/A
If yes, are the businesses physically separated from the licensed area(s) so that access or exits to and from the other business are not through the licensed area(s)?	Indoor Area Nope
	Outdoor Area N/A
Describe any ancillary, entertainment (for example, video games, pool tables, etc.).	Indoor Area None
	Outdoor Area N/A

Note: If you require more space, please attach additional documentation to this form.



New Liquor Sales Licence Application Questionnaire

Describe any musical entertainment to be provided (for example, dance floor, live/recorded music, amplified sound, etc.).	Indoor Area <u>Dance floor</u> Yes ☐ No ☒ <u>Live Music</u> Yes ☐ No ☒ <u>Recorded Music</u> Yes ☒ No ☐ <u>Amplified Sound</u> Yes ☒ No ☐ <u>Unamplified Sound</u> Yes ☒ No ☐
	Outdoor Area <u>Dance floor</u> Yes ☐ No ☐ <u>Live Music</u> Yes ☐ No ☐ <u>Recorded Music</u> Yes ☐ No ☐ <u>Amplified Sound</u> Yes ☐ No ☐ <u>Unamplified Sound</u> Yes ☐ No ☐

Note: If you require more space, please attach additional documentation to this form.



New Liquor Sales Licence Application Questionnaire

Section 5 Ownership / Management Information

- 5.1 Describe the owner or operator's performance record including any by-law violations, building, health, fire code deficiencies noted on an inspection report, and any pending charges or convictions or liquor licence offences within the last 3 years:

None.

- 5.2 Has a principal officer of the business or a manager of the business been charged with or convicted of a liquor licence related offence?

Yes ☐ No ☒

If yes, provide details of a pending charge or conviction below:

- 5.3 Do any of the principal officer(s) or managers of the business have a criminal record?

Yes ☐ No ☒

If yes, provide a copy of the criminal records check below:

- 5.4 Is there a pending charge or conviction against the business related to a liquor-related offence?

Yes ☐ No ☒

If yes, please describe below:

- 5.5 List the names and addresses of any other license establishments in Canada owned or operated by the same operator or owner:

Pinot's Palette Toronto, Woodbridge and Scarborough

Note: If you require more space, please attach additional documentation to this form.



New Liquor Sales Licence Application Questionnaire

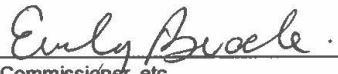
Section 6 Affidavit of Liquor Sales Licence Application Questionnaire

I, **Shiqiang Peng** (name of applicant/owner), hereby certify that the information provided pursuant to this liquor sale licence application questionnaire is true, accurate and complete to the best of my knowledge and ability.

I understand and acknowledge that if the information with respect to the establishment changes materially, I am responsible for completing and submitting an updated questionnaire. I further understand and acknowledge that the submission of an incomplete questionnaire or the inclusion of false statements is deemed to be a breach of any business licence issued by the City and may be grounds for such licence to be revoked.

Sworn (Affirmed) before me
at the City of Barrie,
in the Province of Ontario
on the 17th day of
October, 2022.


Signature of Applicant


A Commissioner, etc.

Emily Anne Brooke
A Commissioner, etc.
Province of Ontario, for the
Corporation of the City of Barrie
Expires July 15, 2028

NOTE: This is a sworn (affirmed) affidavit of the deponent only. No investigation has been conducted by this authority to confirm or verify the above sworn information.

The CRIMINAL CODE OF CANADA provides that: everyone commits perjury who, with intent to mislead, makes before a person who is authorized by law to permit it to be made before him a false statement under oath or solemn affirmation by affidavit, solemn declaration or deposition or orally, knowing that the statement is false, is guilty of an indictable offence and liable to a term of imprisonment not exceeding fourteen years (Section 131, 132), or by summary conviction (Section 134).

Personal information on this form is collected to determine any concerns with zoning, non-compliance with any by-laws, or general objections to the application by City Council, the municipality, residents, and/or organizations within the municipality. The document and any associated submissions will be made available on the City's website and distributed to various stakeholder organizations and resident associations as well as the Alcohol and Gaming Commission of Ontario. This document is a public record, despite anything in the *Municipal Freedom of Information and Protection of Privacy Act (1990)*, and, until its destruction, may be inspected by any person at the City Clerk's Office at a time when the office is open. Questions about this collection can be directed to the City Clerk, 70 Collier Street, Barrie, Ontario L4M 4T5 (705) 739-4220 Ext 4421.

Personal information contained on this form is collected under the authority of the Ontario Building Code, Ontario Regulation 332/12 as amended and the City of Barrie By-law 2009-141 and will be used to respond to requests for information on properties.

Note: If you require more space, please attach additional documentation to this form.