### 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/iagco
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 Na   | me  |  | Premises          | Phone N   | umber (include  |
| Pinot's Palette   | e Barrie  |  | area code         | :)        |   |
| Premises Add  |   | City/Town                                      | P                 | rovince   | Postal Code   |
| 62 Commerce   | e Park Dr., Unit #N   | Barrie   |                   | ON        | L4N 6VV6  |
| Contact Nam   | e   |  | 04                | Dh N      |   |
| Shiqiang Pen  | g   |  | area code         |           | umber (include<br>ension)                                   |
| Contact's Em  | nail Address  |  |                   |           |   |
| Licence in<br>Municipal C<br>Please conf<br>Name of village | firm the "wet/damp/dry" st<br>ge, town, township or city when     | ratus below.                                   |                   |           |   |
|   | there the establishment is locat<br>wn, township or city was know |  | malgamated        | , provide | the name that   |
| City of Barrie  |   |  |                   |           |   |
| 0 0   | here the establishment is locator spirits, beer, wine)            | ed "wet", "damp" or "d<br>Damp (for beer and w |                   | Dry       | p1  |
| 2085E (2020/12)   | © Queen's Printer for Ontario, 2020                               | Dispor   | nible en français | REC       | CEIVED<br>CT 2.1 2025<br>e City of Barrie<br>Service Barrie |

| Address of Municipal Office | Date (dd/mm/yy                  | уу)  |
|-----------------------------|---------------------------------|------|
| Title                       | Signature of Municipal Official |      |
|                             |                                 |      |
|                             |                                 |      |
|                             |                                 |      |
|                             |                                 |      |
|                             |                                 |      |
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| Name of Establishment:<br>(Registered name and Operating<br>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:<br>(If different from the location of the<br>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:<br>(if different from owner)   | Shiqiang Peng                                     |
| Mailing Address for Applicant:  |   |
| Applicant Business Phone/Fax<br>Number:   |   |
| Applicant Business E-mail address:  |   |

| $\checkmark$ | 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.

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OCT 21 2025

The City of Barrie
Service Barrie



#### Size and Location Section 2: Note: If any changes have occurred since the previous occupant load inspection, you must provide the required information at the time of application. Current Proposed Current **Proposed** Indoor Area Indoor Area **Outdoor Area Outdoor Area** What is the size (floor 107m2 66m2 ft2/m2 ft2/m2 ft2/m2 ft2/m2 area) of the establishment? What is the occupant 40 40 load and/or seating Occupant Load Occupant Load Occupant Load Occupant Load capacity of the establishment? 40 40 **Licensed Capacity** Licensed Capacity Licensed Capacity **Licensed Capacity** 36 36 Seating Capacity Seating Capacity Seating Capacity Seating Capacity Is the entire operation enclosed? (For example: the operation is interior space only) 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. What is the distance to the closest other establishment(s) serving alcohol? 3.1 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: What is the distance to the closest residential dwelling unit? $\begin{tabular}{ll} N/A \\ \hline \end{tabular}$ 3.3 3.4 Does the subject property contain residential units? If yes, please describe below:



#### **Operating Hours, Target Market, Nature of Business** Section 4: **Outdoor Area** Indoor 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? If you answered yes, please describe below. (For example, in-house or hired service)



| 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 V  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?  |
| 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.  |



| 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                                 |
|  | Indoor Area                         |
| Describe any food  | None                                |
| preparation facilities for the venue:  | Outdoor Area                        |
|  | N/A                                 |
| Describe any other type of   | Indoor Area                         |
| business to be operated from the establishment on a permanent basis, or from time to time (i.e. bakeshop, variety store,   | None                                |
| grocery store, billiard hall, take-out restaurant, adult entertainment, non-motorized  | Outdoor Area                        |
| refreshment vehicles, etc?):   | N/A                                 |
|  | Indoor Area                         |
| 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)? | Nope                                |
|  | Outdoor Area                        |
|  | N/A                                 |
|  | Indoor Area                         |
| Describe any ancillary,  | None                                |
| entertainment (for example, video games, pool tables, etc.).   | Outdoor Area                        |
|  | N/A                                 |
| <del></del>  |                                     |



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



#### 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 liquor licence and the business or a manager of the business been charged with or convicted of a liquor licence related offence?  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.   |



#### 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 11/10 C day of October 21 202 5

Signature of Applicant

Emily Anne Brooke
A Commissioner, etc.
Province of Ontario, for the
Corporation of the City of Barrier
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 bylaws, 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.