

Summary and Location of #1-101 Morrissey Road (Burb Cannabis)



Proposed location



storefront signage



pin-mounted channel letter illuminated storefront sign - powder coated metal
(image to show design intent)



opaque window film on storefront glazing



PIN-MOUNTED CHANNEL LETTER ILLUMINATED
STOREFRONT SIGN, WHITE POWDER COATED
METAL ON POWDER COATED METAL BACKING

STORE ENTRY

OPAQUE WINDOW FILM

CUSTOM VINYL WINDOW DECAL
SHOWING STORE HOURS

Staff Summary

Location and Land Use		Staff Comments
Zoned for Commercial Retail Use	✓	Zoned M1. Land Use Contract allows Commercial Retail.
Located at least 75 metres from sensitive uses (elementary, middle, and high schools, community centres playgrounds (public and strata)	✓	
Business License Requirements		
Interior sign informing customers of City smoking restrictions	n/a	(Content of sign provided by City and to be displayed at a later date when in operation).
Proof of monitored security and fire alarm contract, including video surveillance	✓	
design elements to help prevent crime, such as clear sightlines, low walls, and landscaping	✓	Natural surveillance at front entrance, neighboring businesses have clear sightlines of location.
visually appealing storefronts, consistent with the character of nearby buildings	✓	Located in existing building. Consistent with neighboring units. Refer to elevation.
adequate lighting within the retail space during and outside of operating hours.	✓	Illuminated storefront sign.
Aesthetics	✓	Refer to elevation.
Meets applicable Development Permit Area Design Guidelines	✓	Within an existing building. No building exterior changes are proposed.
Meets Sign Bylaw		Tbd
Business Proposal		
Name	✓	Burb Cannabis
Hours of operation	✓	9am - 11pm Monday to Sunday
Previous business/retail experience (general retail and Cannabis industry)	✓	Two provincial licensed cannabis retail stores in Port Coquitlam. Employees experience in cannabis retail in Vancouver.
Business structure (stand alone or franchise)	✓	Currently two other stores in Port Coquitlam with plans to have 8 locations in B.C.
Number of jobs created	✓	18 positions: 1 store manager, 5 team leaders, 2 inventory leaders, 10 budtenders, in addition to corporate team*
Accessibility	✓	Accessible from entrances & exits off of Murray St and loco Rd via both Suter Brook Way and Brew St.
Branding, Promotion, Marketing	✓	See business proposal.
Identifies how nuisance behaviour will be managed	✓	Training and standard operating procedures. Signage, incident report log.
Sustainability practices	✓	LED lighting, recycling program, encourage active transportation (allow dogs) and existing bike racks, use of post consumer waste paper products.

Community benefit/involvement	✓	Living wage for employees, community outreach efforts (including organized clean-ups, regularly attending local events), \$2500 annual scholarship to Port Moody Secondary School, \$5000 annual donation to Port Moody Foundation*
Intent to engage with neighbouring businesses	✓	Contact all Suter Brook Village businesses.
Opportunity to establish a head office in Port Moody	✓	Interest in establishing head office*
Timeline for establishing the proposed business	✓	60-75 days to complete tenant improvements, install all fixtures, hire and train staff.
Website	✓	www.shopburb.com

*Further details in business proposal

Business Proposal to City of Port Moody

The name under which the business will be operating: Burb

Hours of operation: 9am – 11pm, seven days a week

Description of business/retail experience:

Burb currently operates two provincially licensed retail cannabis stores in Port Coquitlam. We have been featured in Forbes (“8 luxury cannabis brands to know about”), BC Business, Georgia Straight, LA Weekly, Surface and more. Our board of advisors includes Cos La Porta who is the ex-Executive Vice President of Retail for Starbucks as well as Grant Froese the ex-COO of Loblaws, currently the CEO of Harvest One, a Canadian cannabis company with a Licensed Producer here in BC. Our co-founding team consists of accomplished entrepreneurs who have built companies from the ground-up (Foxfab Metal Works Inc, Foxfab Power Solutions), have ran federally licensed cannabis testing facilities (Northern Vine/Avalite Sciences/Emerald Health), and have significant experience in sell side mergers and acquisitions.

Overview of experience in the cannabis retail industry:

Currently operate two provincially licensed retail cannabis stores in Port Coquitlam. Our team of 30+ employees includes several employees who worked for legal cannabis retail shops in Vancouver whom wished to work closer to home—when Burb was licensed, they jumped at the opportunity.

Whether the business is stand-alone or part of a franchise:

We are a private stand-alone business with plans to grow to the maximum (8) stores in BC.

Staffing roles, responsibilities, and number of jobs created:

At the store level, we have the following positions:

Store Manager (1) - oversees the operations of a store; manages, trains, all store level employees

Team Leader (5) - fills in for store manager when not present; trains and leads budtenders

Inventory Leader (2) - ensures inventory is correctly received, replenished, and handled

Budtender (10) - front line employee who is providing sales support to customers

Total anticipated jobs created: 18

The above store level employees are supported by a corporate team that consists of the following positions:

CEO - creating overall direction of the company; leads brand and marketing direction

COO - oversees all operations of the business and provincial relations

CFO - oversees all finances of the business and municipal relations

Financial Controller - manages the day to day finances of the business

Multi-unit Store GM - leads and oversees all store managers and leads HR (hiring, training, etc).

Procurement Manager - leads purchasing strategy with BCLDB; creates standard operating procedures related to purchasing and receiving of cannabis products

How business will be accessible:

The location (1 - 101 Morrissey Rd) is in Suter Brook Village and is accessible from entrances & exits off of Murray St and Ioco Rd via both Suter Brook Way and Brew St. Sidewalks are in great condition and contribute to factors that are very positive for walking and cycling traffic.

Branding, promotion and marketing plan for the retail store:

Retail cannabis stores are limited in their ability to promote and market as per federal and provincial regulations. Our signage on the exterior of our building will help promote the brand. We will primarily use our age-gated website (www.shopburb.com), community outreach efforts (including organized clean-ups, regularly attending local events, and more) to drive traffic. Unpaid media coverage of the store opening will also assist in garnering attention. It will be the customer experience that will drive repeat customers and word of mouth referrals.

How potential nuisance behaviour will be mitigated:

Training and standard operating procedures are key to handling potential nuisance behaviours. An example would be consumption of a cannabis product close to our store entrance. We will have both exterior and interior signage. Interior signage will advise that no consumption of the product is allowed in the store. Exterior signage will ask consumers to follow the local smoking bylaw as well as being respectful to our neighbours. Nuisance behaviours will be logged in our incident report log and appropriate measures will be taken to mitigate them.

Sustainability practices:

- Use of LED lighting inside the store.
- All our stores partner with Tweed (Canopy Growth) and Terracycle to offer a free recycling program inside our stores. A receptacle is provided for customers to drop-off their empty packaging.
- We encourage an active lifestyle and are happy to have dog owners bring their dogs inside our stores while on their walks, and cyclists to lock-up their bikes on the bike racks outside 201 Morrissey St and come visit us.
- Use of post-consumer-waste (PCW) paper products

Community benefit/involvement:

Payment of a “living wage” to all full-time employees.

Very active in community events and initiating clean-up efforts.

Provide an annual scholarship of \$2500 to Port Moody Secondary school

Provide a charitable donation of \$5000 annually to the Port Moody Foundation

Intent to engage with neighbouring businesses:

We plan to introduce ourselves and provide a background on our business, our history, and how we plan to safely sell cannabis. As a starting point, we would contact every business within Suter Brook Village.

Opportunity to establish a head office in Port Moody:

Burb is interested in establishing a head office in Port Moody. Currently, we have six corporate employees working out of our flagship location back office, and two corporate employees working remotely. We are in need of additional office space and will actively look in Port Moody.

Timeline for establishing a proposed business:

Upon receiving approval to proceed as a retail cannabis business from the City, we would take 60-75 days to complete tenant improvements, install all fixturing, hire and train staff, and open our doors.