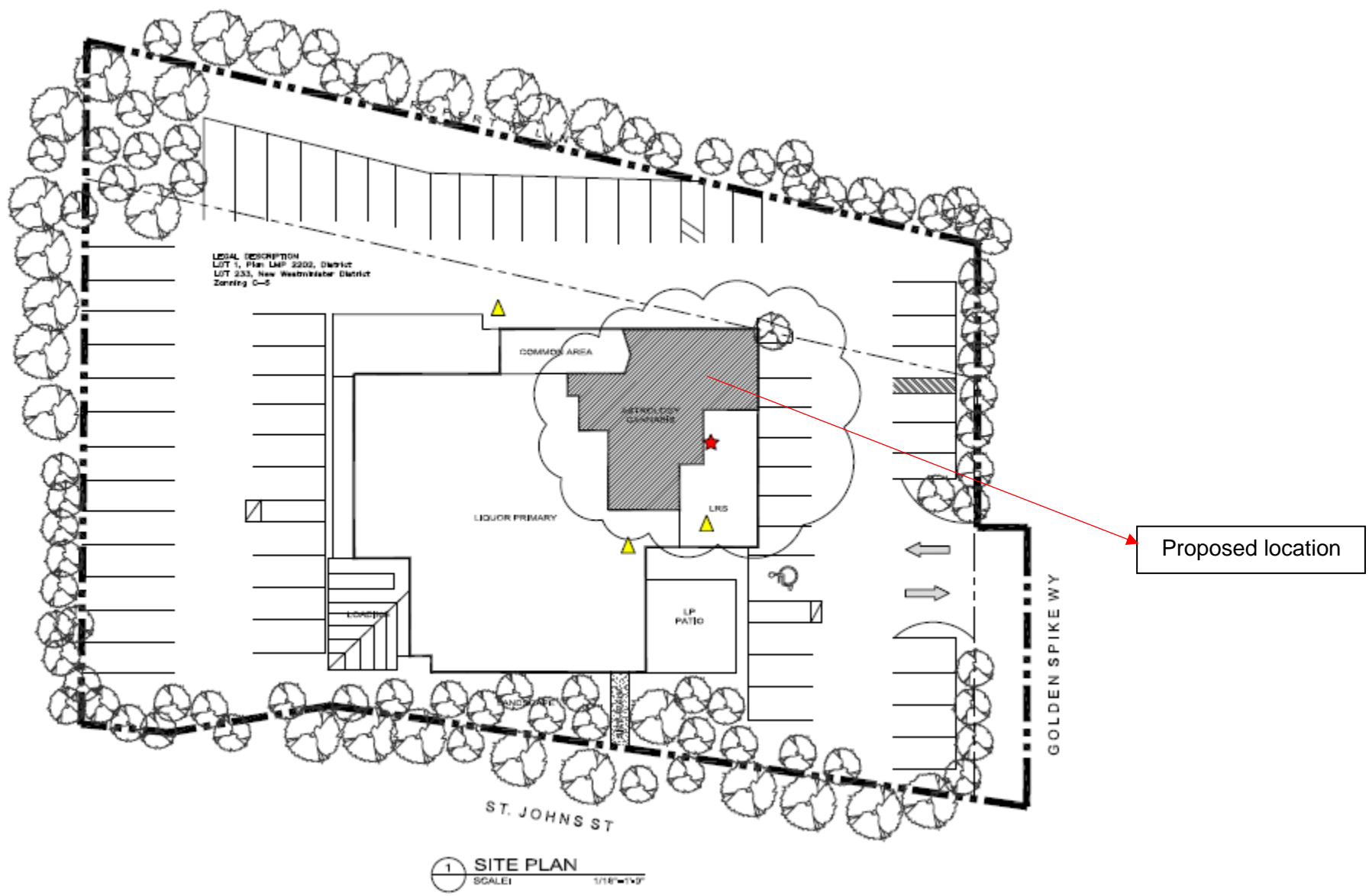
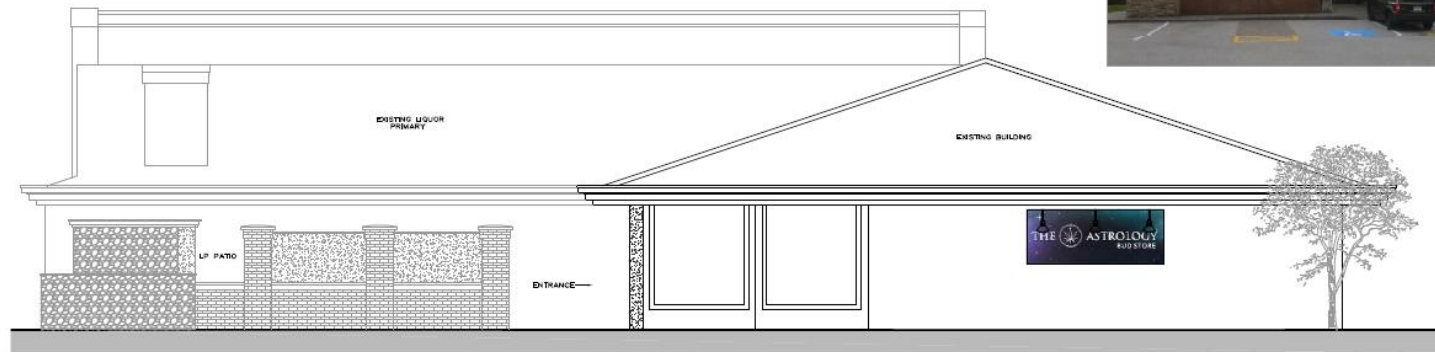


## Summary and Location of 3324 St. Johns Street (The Astrology Bud Store)



Proposed location





1 EXISTING WEST ELEVATION  
SCALE: N.T.S.



1 EXISTING NORTH ELEVATION  
SCALE: N.T.S.

Location and Land Use		Staff Comments
Zoned for Commercial Retail Use	✓	
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	✓	CPTED principles submitted including lighting, landscaping and security measures.
visually appealing storefronts, consistent with the character of nearby buildings	✓	Located in existing building. Refer to elevation.
adequate lighting within the retail space during and outside of operating hours.	✓	Lighting in parking lot, building entrances, walkways, interior well lit.
Aesthetics	✓	Refer to elevation.
Meets applicable Development Permit Area Design Guidelines	✓	Located within existing building. No building exterior changes are proposed.
Meets Sign Bylaw		Tbd
Business Proposal		
Name	✓	The Astrology Bud Store
Hours of operation	✓	9:00 am-11 pm, Monday- Sunday
Previous business/retail experience (general retail and Cannabis industry)	✓	25+ years of experience within the hospitality industry of liquor service
Business structure (stand alone or franchise)	✓	Stand-alone
Number of jobs created	✓	10-15 employees
Accessibility	✓	Located at grade and has accessible parking stalls.
Branding, Promotion, Marketing	✓	Plan to build a reputation on product selection, guest services and consumer education.
Identifies how nuisance behaviour will be managed	✓	Policies and procedures to mitigate any possible issues such as traffic, public safety and aesthetics.
Sustainability practices	✓	Waste management and HVAC system.

Community benefit/involvement	✓	Previous support to local food banks and Canuck Place and will continue.
Intent to engage with neighbouring businesses	✓	Engaged with surrounding businesses.
Opportunity to establish a head office in Port Moody	✓	No – head office currently located in Langley, BC
Timeline for establishing the proposed business	✓	90 days upon approval
Website	✓	n/a

\*Further details in business proposal





ASTROLOGY HOLDINGS Ltd

Business Proposal  
Port Moody, BC

**Proposed name**

Astrology Cannabis

**Proposed Hours of operation**

Monday to Sunday 9am – 11pm (unless otherwise dictated by the City)

**Description of Business**

The Berezan Hospitality Group (BHG) is a proven leader within the community of Port Moody and across the Province of British Columbia in a highly regulated business. We are a diverse group of businesses with a focus on providing an elite level of customer service within hospitality industries in a socially responsible manner. While BHG has no prior experience yet with retailing cannabis, Astrology Cannabis will fall under the umbrella of the Berezan Hospitality Group and will be managed based upon decades of prior liquor regulatory experience. Learn more about our company at [www.berezanhg.com](http://www.berezanhg.com)

The business intends to operate in full compliance of all local, provincial and federally regulated laws and policies and furthermore, Astrology prides itself on setting high standards and continually meeting or exceeding its operational expectations.

**Store Overview**

Astrology will be built out to be an open plan concept with a focus on consumer education and social responsibility. Customers can expect to be immediately welcomed when they walk into the store. The store design will allow for customers to move around from cabinet to cabinet<sup>1</sup> and to engage with employees to further promote learning and awareness. Interior design will be focused on a bright well-lit space that promotes comfortable learning and shopping, within a safe and secure environment.

**Astrology Business**

Astrology Cannabis has applications pending with the province for additional non-medical retail cannabis stores. It is the intent of the applicant to apply for multiple locations across the province. The maximum quantity permitted by the province is 8.

**Staffing Roles, Responsibilities and Job Creation**

The applicant intends to have approximately 10-15 employees dedicated and certified to work within the store. Employees will be on a management created schedule and will be placed depending upon daily sales volumes. Employees are the stores front line to deter theft and mitigate risk.

Staff roles and responsibilities are to greet every customer and engage in a dialogue to assist the customer and to further educate and provide an enhanced experience. They will be in charge of completing a sale from start to finish as well as some in store administrative functions. All staff must be accredited by the province of British Columbia to work within a cannabis retail store.

**Accessibility**

The store is located at grade and is accessible for guests to enter. Additionally allotted parking stalls, as indicated on the floor plan are provided for accessibility.

**Branding**

The name of the business and exterior signage must comply with all federal, provincial and municipal requirements and be approved by the Branch. All business names and signage must comply with the advertising terms and conditions and cannot mislead the public as to what type of business the licensee operates. With respect to marketing, it is the applicant's intent to work within the community to bring awareness to the brand by building a reputation on product selection, guest services and consumer education.

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<sup>1</sup> All cabinets are locked and secured. Consumers will not have access to products. See security plan.

**Impact on the Area / Nuisance Behaviour**

It is expected that there would be little no impact to the surrounding area. The proposed retail space is located within a small commercial complex that has ample parking and access. The unit itself is small in size and will be constructed from some of the liquor store square footage. This retail space has been used before for commercial business and it would be expected to see the same traffic pattern within the facility. Additional monitoring and surveillance of the exterior has also been contemplated to ensure public safety is a priority. It is because of the applicant's prior experience in liquor, they have generated detail policies and procedures to mitigate any possible issues such as traffic, public safety and aesthetic

**Compliance / Enforcement**

While not one of the requested categories within the rezoning submission requirements, the applicant believes it should be noted that it takes impact to minors seriously. Should an employee suspect a minor, they will immediately ask for two pieces of ID. If only a single ID or no ID is able to be produced the customer will be immediately asked to leave the building. Minors will not be permitted at anytime and Astrology has a zero-tolerance policy. This is a role and responsibility of each and every worker of Astrology cannabis.

**Community Benefits**

The Berezan Hospitality Group has worked closely for decades with community partners including charitable organizations across the province such as local food banks and Canuck Place. BHG is committed to ongoing community contributions and involvement. They hire local individuals who have knowledge of the community and who are looking to be a part of an organization that offers an unprecedented level of guest service. These best practices will continue to flow through to the Astrology Brand as it develops and continues over many years.

**Neighboring businesses**

The surrounding businesses on the property are actively involved with ownership group. Astrology will follow the same guidelines as outlined by its parent company to continually work with and be good neighbours to business. While provincial restrictions do not permit a lot of marketing, it is the intent of the applicant to continue to support local businesses where it can, hire local team members and maintain its longstanding partnerships within the community with its charitable contributions.

**Head Office**

The BHG currently has a head office located in Langley, BC. However, there will be an administrative office created onsite to run both the liquor store and cannabis store that are co-located on the site. It should also be noted that BHG has owned and worked on the property since the late 1980's the cannabis store is proposed to continue to be situated on this site for long term.

**Sustainability Practices / Waste Mitigation**

Astrology follows a best practice standard when dealing with products. Smell jars hold a nominal amount of product and are contained within a fully sealed receptacle that has a few small holes at the top. Consumers must pick up the smell jar and be in very close proximity to receive the odour. All other product is delivered by way of pre sealed containers direct from the Liquor Distribution Branch. There is not a case where product would be free in the store. Should a package get ripped or torn, Astrology follows a best practice to render the material "unfit for human consumption". To destroy the material, an employee would pour water on the product and mix in food waste along with kitty litter to ensure no odour would be released. Additionally, standard HVAC equipment is within the unit to add climate control all air is carried out and circulated appropriately.

**Timelines**

If granted the municipal approvals required, Astrology will immediately undertake steps for construction once proper permits and approvals are in place. It is estimated a construction timeline of 90 from the time of all approvals would be sufficient to have the store open, inspected and fully operational.