

Residents, Businesses and Interested parties,

You are invited to object to the below application for a **Hotel liquor license, and a tavern liquor license in Melville on Main Rd and Fifth Ave.**

Application number: GLB7000017145, FG CORner, Melville, HERBeline Investments cc, 20 Main Road, Melville, Lodged 05 May 2023, **Tavern license, 082 445 5989** riaan@liqspecialists.co.za

Application number: GLB7000017144, Melville Hotel, Melville Hotel (PTY) LTd, 4, Fifth Avenue, lodged 5 May 2023, Melville **HOTEL license, AGENT CONTACT DETAILS: 082 445 5989** riaan@liqspecialists.co.za

You have the grounds, amongst other personal reasons, to object based on the following:

1. Failure to prove Need, Reasonableness, Desirability and Public Interest:

The application does not address need, reasonableness, desirability and public interest. There is a documented **over supply** of liquor licensed establishments in the area. The applicant doesn't sufficiently address why this license is in the public interest. There are more than **60 active licenses** in Melville. Additional licenses are NOT in the public interest, and few are trading within their prescribed conditions set out by the Liquor Act.

2. Lack of infrastructure and resources. Melville and the Hursthill area are suffering from a well-documented extreme water scarcity. Until urgent upgrades are conducted on the water infrastructure in the area, the suburb absolutely cannot support additional development. Supplying alcohol in a hotel is only going to further deplete already overtaxed resources.

3. Several complaints have been made to the Melville Sector Crime Forum, JMPD, the Residents Association, the Ward Councillor, the Department of Economic Development, and the Gauteng Liquor Board over the past few years for numerous instances of noise nuisance and public drinking for multiple establishments in Melville. **None** of the disturbances or public drinking or increased crimes has been addressed by any of the Gauteng Departments tasked to do so (SAPS, JMPD, DED, GLB). Two establishments have a court order against them to cease trading, yet neither have been compliant nor made to comply by relevant authorities. This demonstrates that there are myriad issues surrounding the trading of liquor in the suburb, which are not managed, nor are bylaws enforced by local authorities.

Melville HOTEL RELEVANT

1. The applications are not complete, nor accurate with regard to the neighborhood. The application does not list ALL of the available BNBS, or other lodgings within the radius. There is no demonstrated NEED for additional lodgings in the area, given the oversaturation of hotels, bed and breakfasts, and this property is on a residential street.
2. The parking available is not enough for all guests in the hotel – there is not ample street parking, and the entrance from Main Rd onto 5th Ave is one way (toward Main Rd, not into 5th Ave). This is going to cause considerable car traffic and traffic disruption on this residential street.
3. There is NO demonstrable need for an additional licensed premises in Melville. The applicant has not canvassed, nor sought resident and business input to demonstrate adequately that there is a NEED. Therefore, there is NO DEMONSTRABLE NEED.
4. An objection from COJ TOWN PLANNING is included in the application – this states that ERF 457 is zoned Residential 3, which means it cannot operate as a business. This should immediately lead to the application's rejection. This contradictory information should be clarified by the applicant before

the GLB considers this application. The onus is on the applicant to provide true and up to date information.

RELEVANT TO FG CORNER (TAVERN):

1. The applicant has not demonstrated that they have special consent for live entertainment.
2. The description of the establishment structure does not match that which is visible from the street.
3. The application is almost nearly identical to that of the Melville Hotel – it is difficult to discern whom is running each entity.
4. The application is incomplete with other similar licenses. There are more than 64 licenses in Melville – not all are listed here, nor are the current traders listed appropriately.
5. The goal to supply liquor as a primary income is not one that the suburb needs. There is a bottle store only 300m from the proposed tavern. JMPD and SAPS are already unable to control the various disturbances and crime that emanate from the establishment. The ability to provide alcohol next to a residential street is only going to increase crime for nearby homeowners and residents.
6. The application refers to Melville Hotel in several areas, but this is inconsistent with a separate lodged application. The onus is on the applicant to ensure the information provided is true and valid. This is not the case for this application. It is requested that the Honourable Board does not consider incomplete and misrepresentative applications.

DEADLINE 26 MAY 2023

**NB!!!! Please do not copy paste the reasons above verbatim!
Select the points that apply to your objections, and **add any points based on your own experience and views.** If objections are identical they are treated as a single petition, not multiple objections and are not considered.**

Anyone who visits, works, or lives in the suburb can lodge an objection if it will affect your amenity of the suburb, your house prices, your work, or your access to services.

TEMPLATE for resident objection is below:

I, as an affected resident, formally object to the application for a [REPLACE WITH TYPE] of Liquor Licence at [REPLACE WITH ESTABLISHMENT ADDRESS], Melville on the following grounds:

- 1.
- 2.
- 3.

4. [delete this line and include additional points as you see fit]

I thank the Gauteng Liquor Board for the opportunity to object. Please note that these are summary points and that I reserve the right to expand on them or make additional points at the hearing.

Please acknowledge receipt of the objection and kindly notify me timeously of the date of the hearing of this matter.

NAME:

ADDRESS:

CONTACT DETAILS/EMAIL:

[DELETE THIS LINE AND BELOW IF USING THIS TEMPLATE]

Should you wish to object please email and cc mra-liquor@ilovemelville.co.za
Palesa.Makhabane@gauteng.gov.za, riaan@liqspecialists.co.za

Riaan Liquor Specialists is representing BOTH Hotel & Tavern applications. The objections MUST BE SENT AS SEPARATE OBJECTIONS/EMAILS with the GLB application number in the subject line of the email.

PLEASE NOTE! In order for your objection to be valid it must include contact details. The above template contains this information.