

## King gained more than conceded regarding LCBO

I cannot speak for each member of council as to their rationale for accepting the LCBO's ultimatum on design, but I can review my own.

First, the reality of the LCBO's monopolistic position cannot be ignored; their product line is only available from them. In contrast most, if not all other merchants, are not the "only source," so one can choose to refuse their design choices and pursue an alternate. Second, the LCBO is a destination shop and when shoppers go to a destination shop they frequently visit other businesses in the area and spend money there. I learned this economic lesson years ago from friends in a small town who were thrilled that they had been able to position their book store across from the LCBO.

Third, this building is located at the back of the lot under development. There will be at least one other building and parking spaces between the LCBO and the sidewalk. In other words, it is not in a prime spot in terms of visibility.

Fourth, LCBO has agreed to additional landscaping in front of the store. The additional greenery will be wonderful for a shopper crossing the parking lot.

I have no trouble believing that we have gained more than we conceded. And, I don't believe that we have set the stage for serious compromises with other applicants.

**Debbie Schaefer**

Ward 5 Councillor