



To: General Purposes Committee **Date:** February 24, 2021
From: Cecilia Achiam,
General Manager, Community Safety **File:** 12-8275-30-001/2021-
Vol 01
Re: **Application To Amend Liquor Manufacturer Licence # 306407 to include a
Lounge Endorsement - 0873663 BC Ltd Doing Business as: Country Vines -
12900 Steveston Hwy.**

Staff Recommendation

1. That the application from 0873663 BC Ltd., doing business as, Country Vines, for an amendment to Liquor Manufacturer Licence # 306407 to operate its winery manufacturing facility to include an outdoor Lounge endorsement at the premises located at 12900 Steveston Hwy., be supported for:
 - a) Outdoor Lounge with total person capacity set at 65 persons;
 - b) Proposed hours of liquor sales from Monday to Sunday, from 10:00 AM to 10:00 PM; and
2. That a letter be sent to Liquor and Cannabis Regulation Branch, which includes the information attached as Appendix A, advising that Council recommends the approval of the licence amendment for the reasons that this amendment has been determined, following public consultation, to be acceptable in the area and community.

Cecilia Achiam
General Manager, Community Safety
(604-276-4122)

Att. 4

REPORT CONCURRENCE	
SENIOR STAFF REPORT REVIEW	INITIALS:
APPROVED BY CAO 	

Staff Report

Origin

The Provincial Liquor and Cannabis Regulation Branch (LCRB) issues licences in accordance with the *Liquor Control and Licensing Act* (the Act) and the Regulations made pursuant to the Act. This report deals with an application to the LCRB and the City of Richmond by 0873663 BC Ltd., doing business as Country Vines, (hereinafter referred to as “Country Vines”) for an amendment to the Liquor Manufacturer Licence to:

- add an outdoor lounge area adjacent to the tasting room;
- establish hours of liquor service, Monday to Sunday, from 10:00 AM to 10:00 PM; and
- total person capacity for the lounge area to be set at 65 occupants.

The City of Richmond is given the opportunity to provide written comments by way of a resolution to the LCRB with respect to the liquor licence applications and amendments. For an amendment to the Manufacturer Licence, the process requires the local government to provide comments with respect to the following criteria:

- the potential for noise;
- the impact on the community; and
- whether the amendment may result in the establishment being operated in a manner that is contrary to its primary purpose.

This application relates to Country Vines Winery, a licenced land-based winery manufacturing facility. Country Vines is an agriculture farm based winery. Due to the overwhelming feedback and requests from clients and visitors, Country Vines is looking at enhancing the visit experience by offering glasses of wine with the pairing of food options to contribute to the wine tasting experience and responsible wine consumption.

This report supports Council’s Strategic Plan 2018-2022 Strategy #7 A Supported Economic Sector:

Facilitate diversified economic growth through innovative and sustainable policies, practices and partnerships.

Analysis

Country Vines is situated at 12900 Steveston Hwy., which is East of Highway 99 and zoned Agriculture (AG1), which allows a wide range of farming and compatible uses consistent with the provisions of the Agricultural Land Reserve and Roadside Stand (CR) for larger roadside fruit and vegetables retailing in agricultural area. Lounge endorsement is consistent with the permitted uses for Agricultural Winery Manufacturer Licence.

Due to COVID-19 and the Provincial and Municipal governments allowing businesses to operate in a safer manner, Temporary Outdoor Patios were introduced. As this was a success, Country Vines is now looking to make this temporary use permanent.

Impact of Noise on the Community

The location of this establishment is such that there should be no noise impact on the community. The lounge endorsement must end by 10:00 PM and the establishment should not operate contrary to its primary purpose as an agricultural winery manufacturing facility.

Impact on the Community

The community consultation process for reviewing applications for liquor related licences is prescribed by the Development Application Fees Bylaw No. 8951 which under Section 1.8.1 calls for:

- 1.8.1 Every **applicant** seeking approval from the **City** in connection with:
- (a) a licence to serve liquor under the *Liquor Control and Licensing Act and Regulations*; must proceed in accordance with subsection 1.8.2.
- 1.8.2 Pursuant to an application under subsection 1.8.1, every **applicant** must:
- (a) post and maintain on the subject property a clearly visible sign which indicates:
 - (i) type of licence or amendment application;
 - (ii) proposed person capacity;
 - (iii) type of entertainment (if application is for patron participation entertainment); and
 - (iv) proposed hours of liquor service; and
 - (c) publish a notice in at least three consecutive editions of a newspaper that is distributed at least weekly in the area affected by the application, providing the same information required in subsection 1.8.2(b) above.

The required signage was posted on January 19, 2021 and three advertisements were published in the Richmond News newspaper on January 21, 2021, January 28, 2021 and February 4, 2021.

In addition to the advertised signage and public notice requirements, staff sent letters to businesses, residents and property owners within a 50 meter radius of the establishment. On January 20, 2021, 10 letters were sent to residents, businesses and property owners. The letter provided information on the proposed lounge endorsement application and contained instructions to comment on the application. The period for commenting for all public notifications ended February 24, 2021.

As a result of the community consultative process described, the City has not received any responses opposed to this application and has received two letters of support.

Other Agency Comments


As part of the review process, staff requested comments from other agencies and departments such as Vancouver Coastal Health, the Richmond RCMP, Richmond Fire-Rescue, the Building Approvals Department and the Business Licence Department. These agencies and departments generally provide comments on the compliance history of the applicant's operations and premises. No concerns were provided by any of the agencies or departments.

Financial Impact


None.

Conclusion

The results of the community consultation process of Country Vines amendment application for a Lounge endorsement for the Manufacturer Licence was reviewed based on the LCRB criteria. The analysis concluded there should be no noticeable potential impact from noise, no significant impact to the community and no negative comments or views received from the neighboring residents, businesses or property owners. Staff therefore, recommend approval of the application from Country Vines to operate an outdoor lounge with liquor service from Monday to Sunday from 10:00 AM to 10:00 PM, with an occupant load of 65 persons.



Victor M. Duarte
Supervisor, Business Licences
(604-276-4389)



Carli Williams, P. Eng.
Manager, Business Licence and Bylaws
(604-276-4136)

VMD:vmd

- Att. 1: Appendix A
2: Letter of Intent
3: Arial Map with 50m buffer area
4: Letters of Support

Appendix A

**Re: Application For An Amendment To Add An Outdoor Lounge Area Endorsement –
0873663 BC Ltd. - 12900 Steveston Hwy., Richmond BC**

1. That the application from 0873663 BC Ltd., doing business as, Country Vines, operating at 12900 Steveston Hwy., requesting a permanent change to Manufacturer Licence No. 306407 for an outdoor lounge endorsement to enable patrons to enjoy a glass of wine with some food options and service, be supported, and;
2. That a letter be sent to Liquor and Cannabis Regulation Branch advising that:
 - a) Council supports the amendment for an outdoor lounge endorsement on the Manufacturer Licence No. 306407 as the endorsement should not have a negative impact on the community;
 - b) The hours of liquor sales will be set at, Monday to Sunday, 10:00 AM to 10:00 PM;
 - c) The seating capacity will be set at 65 occupants.
3. Council's comments on the prescribed criteria (Section 71 of the Liquor Control and Licencing Regulations) are as follows:
 - a) The impact of additional noise and traffic in the area of the establishment was considered;
 - b) The potential impact on the community was assessed through a community consultation process; and
 - c) Given that there has been no history of non-compliance with the operation, the amendment for permanent change to provide an outdoor lounge area endorsement under the Manufacturer Licence should not change the establishment such that it is operated contrary to its primary purpose;
 - d) As the operation of a licenced establishment may affect nearby residents, businesses and property owners, the City gathered the views of the community through a community consultation process as follows:
 - i) Residents, businesses and property owners within a 50 meter radius of the establishment were notified by letter. The letter provided information on the application with instructions on how to submit comments or concerns; and
 - ii) Signage was posted at the subject property and three public notices were published in a local newspaper. The signage and public notice provided

information on the application with instructions on how to submit comments and concerns.

- e) Council's comments on the general impact of the views of residents, businesses and property owners are as follows:
 - i) The community consultation process was completed within 90 days of the application process; and
 - ii) The community consultation process did not generate any negative comments and views of residents, businesses and property owners.
- f) Council recommends the approval of the permanent change to add an outdoor Lounge endorsement, to the Manufacturer Licence, for reasons that the addition of the endorsement proposed is acceptable to the majority of the residents, businesses and property owners in the area and the community.



**MANUFACTURER LICENCE
LOUNGE ENDORSEMENT APPLICATION**

**AT: COUNTRY VINES WINERY
12900 STEVESTON HIGHWAY
RICHMOND BC.**

**APPLICANT: 0873663 B.C. LTD.
LICENCE NO. 306407**

**LETTER OF INTENT FOR A
MANUFACTURER LICENCE LOUNGE ENDORSEMENT
DECEMBER 16, 2020**

Submitted to:

**Liquor Control & Licensing Branch
400-645 Tyee Road
Victoria, B.C.V9A 6X5**

Submitted by:

**Rising Tide Consultants Ltd.
1620 - 1130 West Pender Street,
Vancouver BC V6E 4A4
Tel: (604) 669-2928
Fax: (604) 669-2920**

COMPOSITION OF NEIGHBOURHOOD

This area's most prominent use is a farming community with some urban commercial and upcoming residential areas.

The location is current zoned appropriately for both the manufacturing facility including the lounge endorsement and no changes are required.

There are no other manufacturing facilities within a 3 block radius of this location.

NOISE IN THE COMMUNITY

The applicant will not permit the Country Vines Winery to be detrimental to the area in anyway.

The applicant must follow the City of Richmond noise by-laws and ensure they are not a noise nuisance to surrounding neighbors. The applicant feels it is in their best interest to ensure no noise will negatively impact the surrounding community, as they are focused on attracting the surrounding residential community as their client base. Based on the above noted information, the applicant feels this Lounge within the community will not create additional noise.

OTHER FACTORS

The applicant also submits the following additional factors for consideration:

- The size of the proposed lounge is a maximum of 65 persons on the patio;
- The applicant wishes to allow for minors if accompanied by a parent or guardian

All of which is respectfully submitted this 16th day of December, 2020.

Edna Lizotte
Manager of Licensing
Rising Tide Consultants Ltd.
1620-1130 West Pender Street



2/25/2021, 2:18:26 PM

Lines

Override 1

Points

Override 1

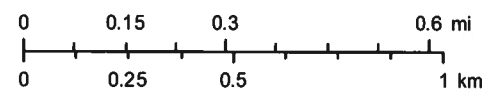
Areas

Override 1

Select properties based on spatial relation to a layer _Query result

CNCL - 172

1:18,056



Barbara Hunter

*106, 6651 Lynas Lane
Richmond, BC V7C 3K8
604.272.3955*

**The City of Richmond
Business License Division
LIQUOR LICENSE APPLICATIONS
6991 No. 3 RD
Richmond, BC, V6Y 2C1**

February 22, 2021

To whom it may concern,

My family has been a resident of Richmond for the past 28 years. We enjoy the city and all it has to offer, including the Country Vines winery.

Over the years we have frequented Richmond Country Farms, the Pumpkin Patch, the Sunflower Festival and the Country Vines Winery. This winery offers an excellent gathering space to relax and visit with family and friends. I have on several occasions brought guests, both from out of town and province, and locally to this locale to share in the activities and show what Richmond has to offer.

Many of my friends and family look forward to coming back to the winery to have a picnic and enjoy the area. We often comment on how it would be excellent if there were more opportunities to come back to the winery for other events, or just to pop in and share a bite to eat.

We would love to support this business in enhancing their service of food and beverages. This is a gem location for Richmond and would add a great deal to the community.

I am extremely excited to hear about the plans for the new changes and experiences to be offered at this location and I ask you to please approve the lounge endorsement and expanded picnic area at Country Vines Winery.

Sincerely,

Barbara Hunter

Alexandra Rodriguez

#107-8120 Colonial Dr.
Richmond, BC
(604) 312-9917

**The City of Richmond
Business License Division
LIQUOR LICENSE APPLICATIONS
6991 No. 3 RD
Richmond, BC, V6Y 2C1**

February 21st, 2021

To Whom it May Concern,

Thank you for taking the time to read this letter. I am a current employee at Richmond Country Farms in the tasting room of Country Vines Winery. My bosses do not know I am writing to you today.

To emphasize a little more why I write this letter, I should explain a bit about myself. I have worked for the Hoglers for almost two years now but have known the farm and family business my whole life. Country Farms has always been a destination for our family from weekly shopping visits, to losing a rain boot in the mud of the pumpkin patch almost every October. Being able to share these experiences with my brothers and sisters growing up, and more recently my friends and my husband at the winery, has created cherished memories for us in our community. Now, contributing to the family-run business as a team member has been a source of additional gratification for myself, as I humbly get to share my experiences with guests of the winery and their families, and spend more time with my fellow Richmondites. I frequently run into people I know; friends of my parents, my old babysitter, and my boss at another job, to name a few. And more often than not, the next time I see them they emphatically tell me of their joyous visit.

Country Vines has that effect: an atmosphere that radiates good times with good people. The smell of the grass and trees, taste of the delicious wines, and the vibrant vines growing around the patio fill your senses so that you can hardly remember you're in the city. At sunset, the orange patio lights and flickering fire tables make the winery glow with a warmth that makes you never want to leave. The idea that you can support local and Canadian all year round, be so close to home, and safely enjoy your own backyard is intoxicating – pun intended.

Some time ago, before the pandemic, a client that frequents my other job ran into me at Country Vines. Each time I had seen her afterwards, she had expressed her constant infatuation with the winery, and her desire to show more and more people the beauty of the farm and its quite impressive

collection of wines – there's something for everyone! She does not visit as often at the moment, but we hope to see more of her. We hope to see more of everyone.

The expansion of the liquor license for Country Vines will undoubtedly create these memorable moments for more guests and their families. Being able to provide additional items and space for our guests will help them enjoy their visit even further, and it would be a blessing for me to be able to share it with more of my friends, family, coworkers, and others in my community. I would like to express how important it is to me that everyone gets to experience the same love for Country Vines that I, and many others, have.

It is understandable to take my completely bias opinion with a grain of salt, but the winery can speak for itself. The current success of the winery in the past few years (even the 2 years that I have seen) is a testament to the love and passion that is put into the business by the family and its staff. Over the past 2 years alone, the wine club has grown from 2 members, to over 140 wine-loving Richmond and Vancouver families. The community has supported us through Covid, which gave us an opportunity to set up an online store, and we will be partnering with delivery companies in the future. The winery has hosted two successful Sunflower Fests and been featured in many magazines and news outlets. And among the many loyal guests we see daily, is a chance for us to give back. The winery gives back by sponsoring local events and donating to charities such as the Movember and the Breast Cancer Awareness campaigns, and to various small businesses with their charity events. Growing with our community, we have partnered with other Richmond small businesses, like Sinfully the Best chocolatiers, PICNIC Platters and Catering, and Fuggles&Warlock as a few of our friends. All of this successful community influence is granted to our wonderful guests and their positive experiences at the winery. We only hope to provide more!

Please consider the continued growth of Country Vines as a success for Richmond as a whole. It's a shared desire for our community to continue to have a safe, fun, and memorable family-run business to visit. This license approval will ensure we can offer that to more and more people and spread the love, so to speak. During these uncertain times, we can offer an outlet. A space to relax and enjoy the fresh air, unique wines and some food, without travelling to do so. As someone who lives in Richmond, I feel the people of Richmond deserve another home away from home and I know Country Vines can be that place for us.

Kind Regards,

Alexandra Rodriguez