



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** November 3, 2022
From: Mark Corrado **File:** 12-8275-30-001/2022-
 Director, Community Bylaws and Licencing Vol 01
Re: **Application for a New Liquor Primary Licence –**
Birdie Indoor Golf Centre Ltd., dba Birdie Indoor Golf Centre at 4280 No. 3
Road Unit 120

Staff Recommendation

1. That the application from Birdie Indoor Golf Centre Ltd., doing business as Birdie Indoor Golf Centre, new Liquor Primary Licence to operate Indoor Golf Simulation Centre at 4280 No. 3 Road Unit 120, with liquor service, be supported for:
 - a) a new Liquor Primary Liquor Licence with total person capacity of 53 persons; and
 - b) proposed hours of liquor sales from Sunday to Saturday, from 9:00AM to 2:00 AM.

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 liquor licence application for the reasons that this new application for a Liquor Primary Liquor Licence has been determined, following public consultation, to be acceptable in the area and community.

Mark Corrado
 Director, Community Bylaws and Licencing
 (604-204-8673)
 Att. 3

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Fire Rescue RCMP Building Approvals	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

The Provincial Liquor and Cannabis Regulation Branch (LCRB) issues licenses in accordance with the *Liquor Control and Licensing Act* (Act) and the Regulations made pursuant to the Act.

This report considers an application to the LCRB and the City of Richmond by Birdie Indoor Golf Centre Ltd., dba Birdie Indoor Golf Centre, (Birdie) for a new Liquor Primary Liquor Licence to:

- Operate an indoor golf simulation center;
- Establish hours of liquor service, Monday to Sunday, from 9:00AM to 2:00AM; and
- Operate with a total person capacity of 53 persons.

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 a new Liquor Primary Licence, the process requires the local government provide comments with respect to the following criteria:

- the location of the establishment;
- the proximity of the establishment to other social or recreational facilities and public buildings;
- the person capacity and hours of liquor service of the establishment;
- the impact of noise on the community in the immediate vicinity of the establishment; and
- the impact on the community if the application is approved.

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

Location of the Establishment

The Liquor Primary Licence applicant is proposing to operate a recreation centre with seven golf simulator machines and a full time golf instructor for private lessons. Birdie is located at 4280 No. 3 Road Unit 120. This property is zoned Auto-Oriented Commercial (CA) with the following permitted uses relevant to this application: liquor primary establishment, restaurant and recreation, indoor.

The intent of this new liquor primary licensed golf simulation centre will be to allow the clientele to have light meals and beverage while providing a space for golf simulation experience. Birdie expects to cater to tourists, businesses and Richmond residents.

Proximity of the Establishment to Other Social, Recreational and Public Building

There are no schools, parks or other public buildings within 500 meters of proposed location for Birdie.

Person capacity and Hours of Liquor Service of the Establishment

The applicant is proposing to operate Birdie with a total occupant load of 53 person capacity. The applicant's proposed operating hours of liquor service are Sunday to Saturday, 9:00AM to next day 2:00AM, which is consistent with the City's Policy 9400.

The Impact of noise on the Community in the Immediate Vicinity of the Establishment

The proposed establishment will be located in an area already impacted by aircraft noise. It is staff's belief that no noticeable increase in noise would be present if the liquor primary licence application is supported.

The Impact on the Community if the Application is Approved

The community consultation process for reviewing applications for liquor related licences is prescribed by the Development Application Fees Bylaw 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:
 - (b) 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 September 1, 2022 and three advertisements were published in the Richmond News newspaper on September 1, 2022, September 8, 2022 and September 15, 2022.

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 August 31, 2022, 713 letters were sent to residents, businesses and property owners. The letter provided information on the proposed liquor licence amendment application and contained instructions to comment on the application. The period for commenting for all public notifications ended October 1, 2022.

As a result of the community consultation process described, the City has not received any responses opposed to this application.

Other Agency Comments

As part of the review process, staff requested comments from other departments and agencies such as Business Licence Department, Building Approvals Department, Richmond Fire-Rescue (RFR), Richmond RCMP, and Vancouver Coastal Health (VCH). These agencies and departments provide additional due diligence regarding applicant's operations and premises.

As this is a brand new development and business, no concerns were raised or comments provided by RCMP, VCH, and Business Licence Department. Building Approvals has commented that the premises is still under renovations and tenant improvements are still being conducted under permits. RFR has commented that the Fire Code is not in effect until building approvals concludes all permit work and grants occupancy.

Financial Impact

None

Conclusion

The results of the community consultation process for Birdie's proposed Liquor Primary Licence application 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 comments or views from the neighboring residents, businesses or property owners. Staff therefore, recommend approval of the application from Birdie to operate a Liquor Primary Licence with liquor service from Sunday to Saturday from 9:00AM to next day 2:00AM, with an occupant load of 53 persons.



Christine Chen
Sign/Business Lic Inspector
(604-276-4153)

MC:cc

- Att. 1: Appendix A
- 2: Letter of Intent
- 3: Aerial Map with 50 Metre Buffer Area

Appendix A

Re: Application for a New Liquor Primary Licence– Birdie Indoor Golf Centre Ltd., DBA: Birdie Indoor Golf Centre at 4280 No 3 Road Unit 120, Richmond B.C.

1. That the application from Birdie Indoor Golf Centre Ltd., DBA: Birdie Indoor Golf Centre, operating at, 4280 No 3 Road Unit 120, requesting for a new Liquor Primary Licence, be supported for:
 - a) Proposed hours of liquor sales from Sunday to Saturday, from 9:00AM to 2:00AM,
 - b) Total person capacity proposed at 53 persons;
and
2. That a letter be sent to Liquor and Cannabis Regulation Branch advising that:
 - a) Council supports the applicants request for a new Liquor Primary Licence, with the proposed hours of liquor service;
 - b) The total person capacity is accepted and acknowledged at 53 persons;
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 this is a new application for a new establishment, there is no history of non-compliance with this establishment;
 - 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 generated no comments opposed to this application.
- f) Council recommends the approval of the new liquor licence application with the person capacity set at 53 persons and the hours of liquor service set at Sunday to Saturday, 9:00AM to 2:00AM, for the reasons that this application for a new Liquor Primary Licence is acceptable to the majority of the residents, businesses and property owners in the area and community.

August 31, 2022

City of Richmond
Business Licences and Community Bylaws
6911 No. 3 Road
Richmond BC V6Y 2C1

AEGIR Consulting Inc
LIQUOR AND CANNABIS LICENSING SPECIALISTS
Box 21136
2306 HIGHWAY 6
VERNON B.C. V1T 9T7
TELEPHONE: 778.885.6582
WWW.AEGIRCONSULTING.CA

Attention: Christine Chen

via email: chen1@richmond.ca

LETTER OF INTENT
Application for New Liquor Primary Licence (Recreation Facility)
Applicant: Birdie Indoor Golf Center Ltd..
Db a Birdie Indoor Golf Center
at: 120 - 4280 No. 3 Road Richmond BC

Please be advised that we are the duly authorized representative for the applicant and as such, pursuant to application guidelines, this is the written submission in support of the Liquor Primary Licence application as required.

1. Purpose:

The applicant is submitting this application for a Liquor Primary licence (Recreation Center) for Birdie Indoor Golf Center at 120- 4280 No. 3 Road, Richmond .

The primary focus of this establishment will be providing an indoor golf simulation experience using video golf simulators. This recreation centre will include:

- 7 golf simulator machines in 4 open golfing bays and 3 private golfing bay rooms.
- A putting green.
- A full-time golf pro for private lessons for all ages.
- A variety of course options from around the world.

This establishment will offer light meals and beverages to its patrons as an accompaniment to the golfing experiences. There will be no other entertainment offered in the establishment.

The proposed hours of licensing are 9 a.m. to 2:00 a.m. Monday to Sunday.

The proposed person capacity of this establishment is 53 including staff. The confirmed occupant load will be confirmed by the City of Richmond.

2. TARGET MARKET:

The target demographic will be patrons from all income levels. Tourists, locals and regular customers will patronize the establishment to have light meals, drinks and use the golf simulators, using their own clubs or those provided by the establishment. The focus of the establishment will be to attract locals to the establishment, including residents of Richmond and Vancouver.

3. Composition of the Neighbourhood

This neighbourhood is mixed residential and commercial use. The zoning for this area is specifically for commercial use. The City of Richmond has zoned this area to permit commercial uses including liquor primary establishments.

Please see the attached map for details of the neighbourhood characteristics, including social facilities, schools and public buildings. There are no social facilities within a two block radius of the site.

This establishment shares the block with other commercial businesses including an oil change shop, and several restaurants.

We have used a distance guideline of two city blocks, given that this located in the City of Richmond, in a built-up residential and commercial area. .

4. BENEFITS TO THE COMMUNITY:

The addition of a licensed golf simulator centre to this neighbourhood in the City of Richmond will be a positive addition to the community. In addition, it will also provide for:

- employment opportunities for residents of the community;
- a potential location for fundraising and small community events;
- payment of provincial and city taxes;
- a further diversification the hospitality venues available in Richmond.
- an additional recreational venue for all ages.

5. Impact of noise on the surrounding community

The establishment is in the ground level of a commercial building complex formerly occupied by an e-gaming business . As such, the noise impact to the neighborhood will be minimal and noise will only be generated when people enter and exit the establishment.

The focus of this establishment is recreation and there will be no noise impacting the community.

6. Other Impacts on the surrounding community

This is a small recreation centre located in a commercial area of Richmond, adjacent to a major road artery and Skytrain line . The impact on parking is minimal. There is parking available at the rear of the establishment and the existing business complies with City parking bylaws

The centre will be staffed by three staff on a daily basis as well as a manager. Each of the staff members will be trained and certified by "serving it right". The operational controls will ensure a safe and orderly environment to be enjoyed by the patrons.

There are no public buildings or facilities that would be impacted by the lounge and lounge operations. We have provided site maps of the neighbourhood, identified as a two block radius. There are no other liquor primary establishments located in close proximity to the establishment.

7. Other information and Request to Permit Minors in the establishment

The applicant will be operating under and complying with all City bylaws, including those related to noise and licensed establishments.

The proposed establishment space will have some ability to provide hot food service to patrons however will not have a full kitchen. There will be a focus on Chinese pub-style food including sandwiches and chicken wings. The applicant believes that this will enhance the experience for customers and also will promote responsible liquor service.

The applicant is applying to permit minors into this recreational facility during the hours of 9 a.m. to 8 p.m. in the company of a parent or guardian.

As the focus of the establishment is on recreation, it is not believed that there is a public safety risk to this occurring. It is anticipated that minors will attend the facility for golf lessons during the daytime hours and will also accompany their parents to participate in this recreational activity for birthday parties and other family gatherings. The establishment will not provide any entertainment that is not suitable for minors such as gaming or adult entertainment. Golf is a game for all ages and accordingly the applicant wishes to be able to provide their services to all-ages.

The applicant would be amenable to a licensing condition that permits minors in the company of a parent or guardian.

The applicant believes that after 8 pm there will be an older demographic frequenting the establishment, and accordingly wishes to prohibit minors entry after that time. The applicant believes that this will permit the establishment to meet the needs of the community while mitigating any risks to public safety.

In addition, the establishment will have video cameras located throughout it to provide security to patrons and also to assist in monitoring the licensed areas.

The applicant will complete any public consultation required by the Branch related to this request.

We look forward to working with you to complete this project.

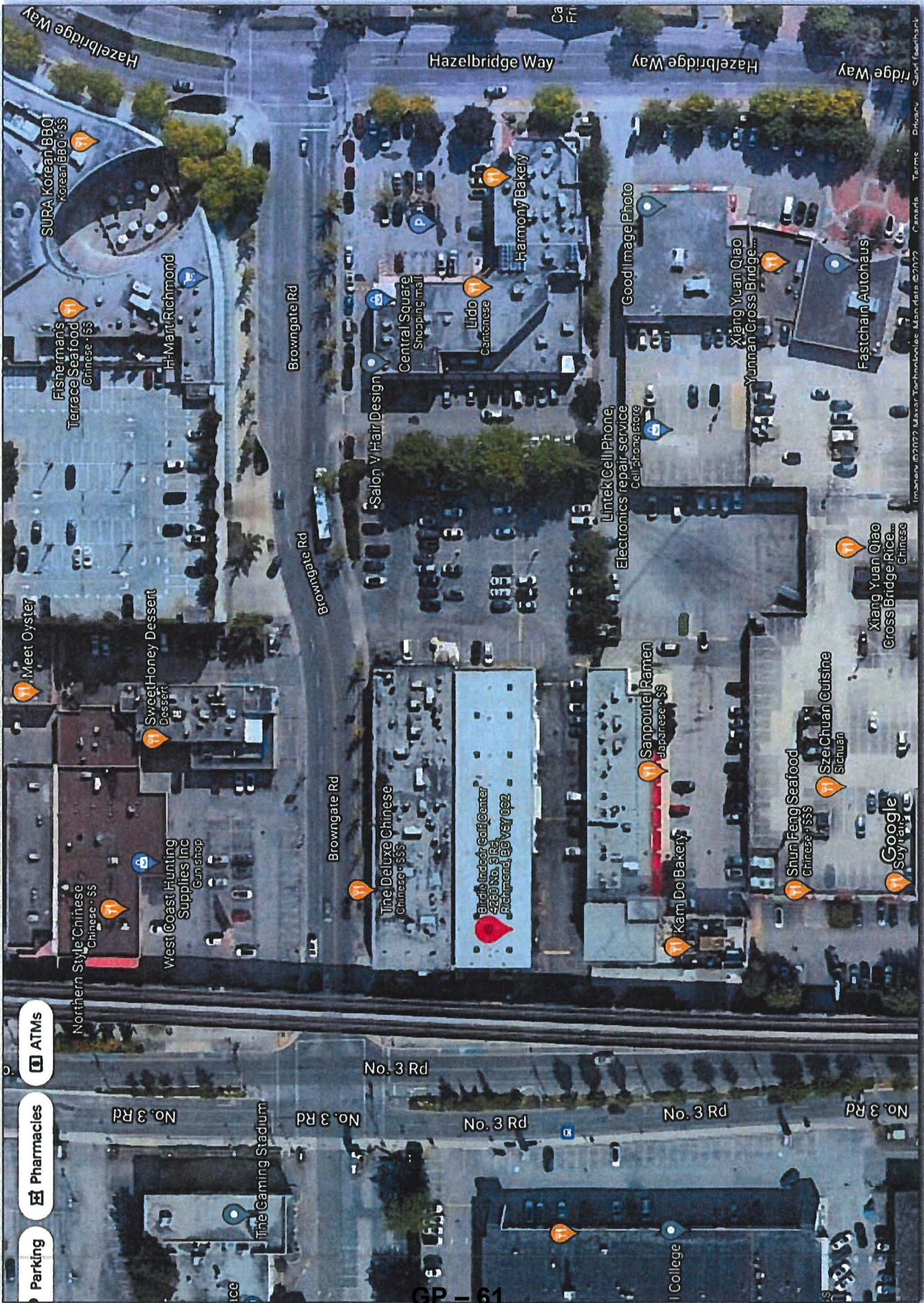
Should you have any questions or require anything further, please contact me directly at 778-885-6582 or steve@aegirconsulting.ca

Regards,

Aegir Consulting Inc.

A handwritten signature in black ink, appearing to read "Stephen Barron", with a long horizontal line extending to the right.

Stephen Barron
Encl.



ATMs

Pharmacies

Parking

Northern Style Chinese
Chinese · \$\$

West Coast Hunting
Supplies Inc
Gun shop

Sweet Honey Dessert
Dessert

Meet Oyster

Fisherman's
Terrace Seafood
Chinese · \$\$\$

Hi-Mart Richmond

SURA Korean BBQ
Korean BBQ · \$\$\$

Browngate Rd

Time Deluxe Chinese
Chinese · \$\$\$

Bird's Nest Golf Center
5280 No. 3 Rd,
Richmond, BC V6Y 0G2

Browngate Rd

Salon V Hair Design

Central Square
Shopping mall

Lido
Cantonese

Harmony Bakery

Hazelbridge Way

Lintek Cell Phone,
Electronics repair service
Cell phone store

Good Image Photo

Sanpoutel Ramen
Japanese · \$\$

Kam Do Bakery

Shun Feng Seafood
Chinese · \$\$\$

Sze Chuan Cuisine
Sichuan

Xiang Yuan Qiao
Cross Bridge Rice
Chinese

Faschain Autohaus

Yunnan Cross Bridge

Xiang Yuan Qiao

No. 3 Rd

No. 3 Rd

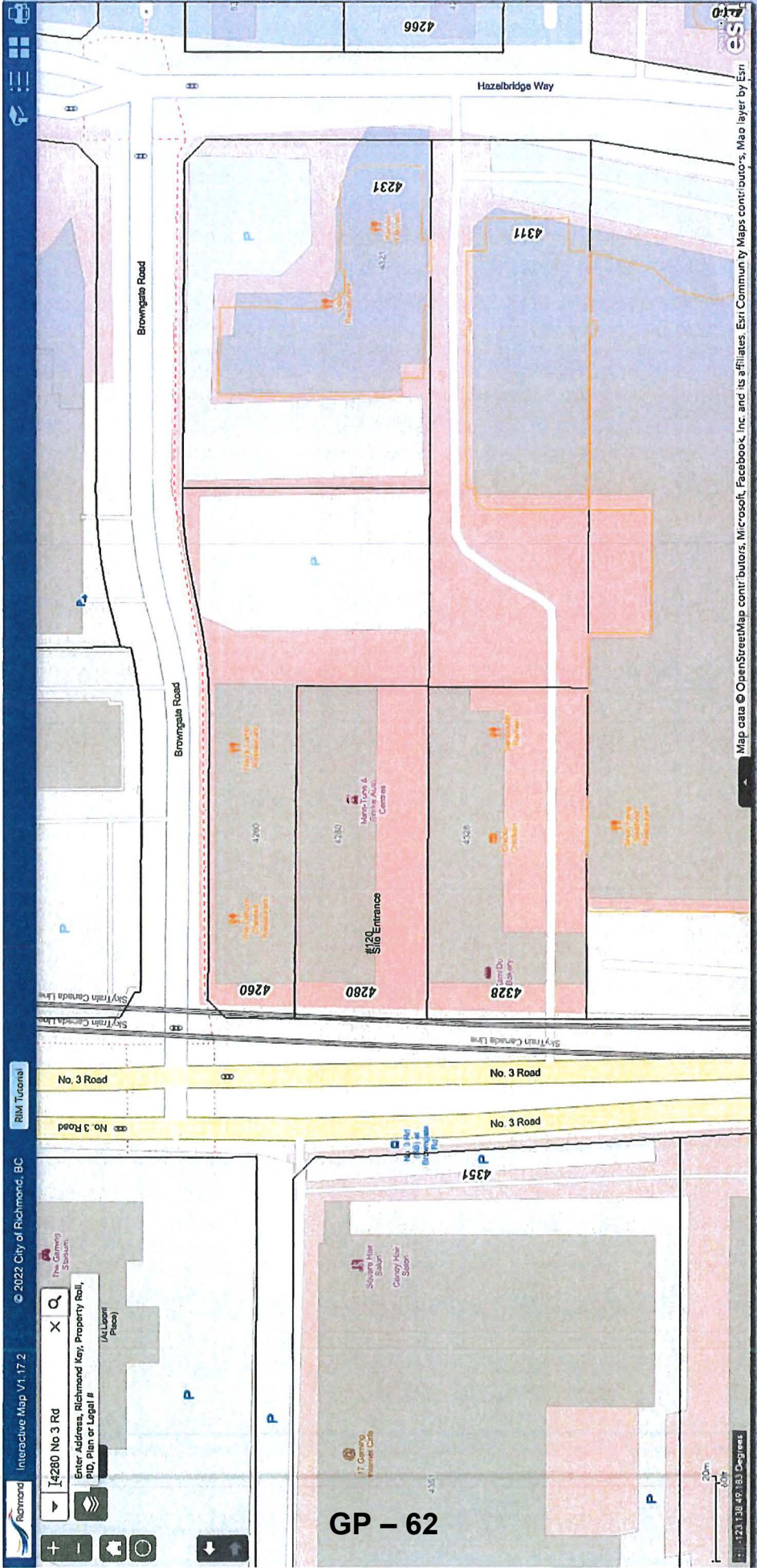
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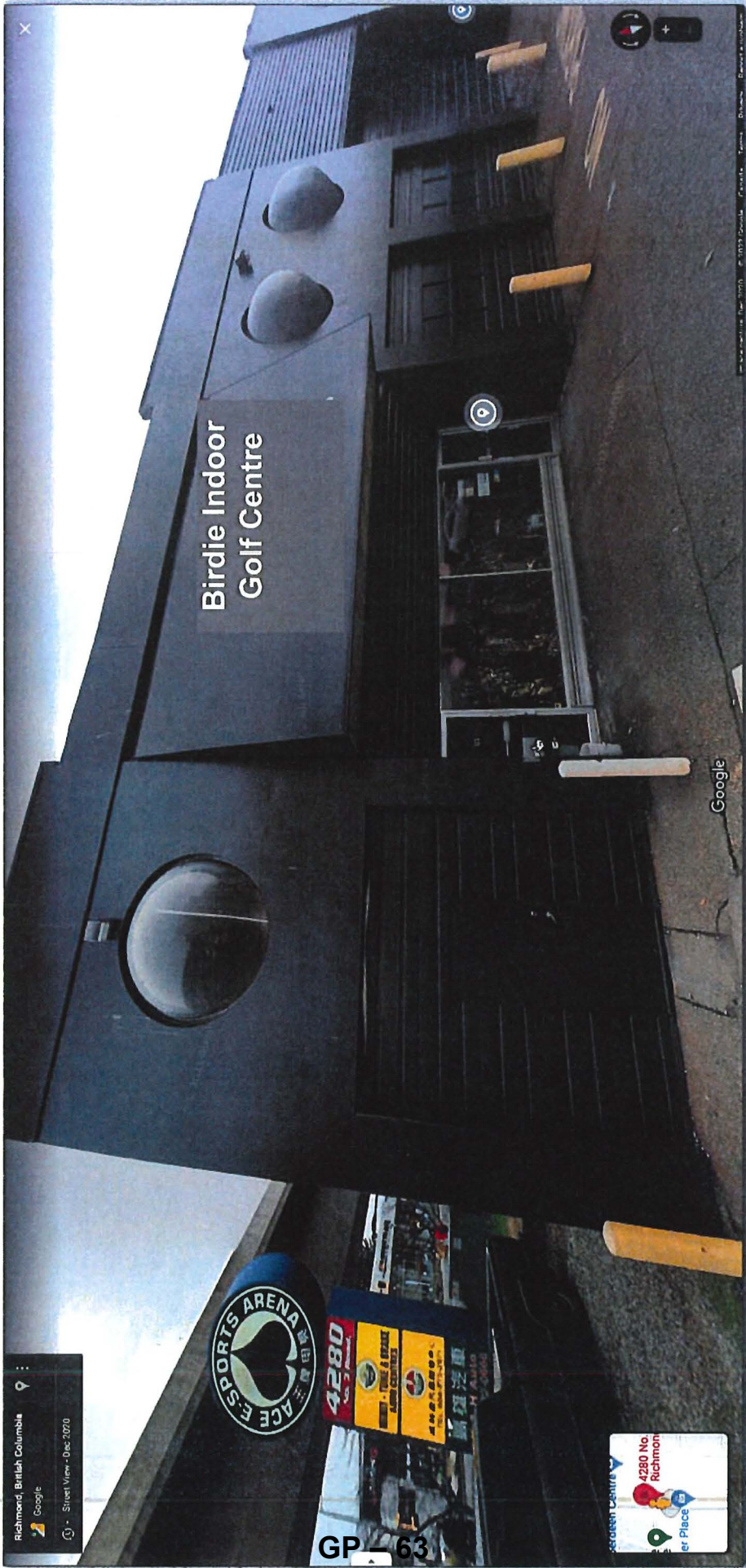
No. 3 Rd

The Gaming Stadium

College

GP - 61





Birdie Indoor
Golf Centre

Richmond, British Columbia
Google
Street View - Dec 2020



4280 RICHMOND
RICHMOND • TELUS & PEAK
ALPHA CENTRAL

Search Centre
4280 No
Richmond
er Place

GP 63

Google

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Lines

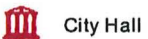
— Override 1

Points

● Override 1

■ Select properties based on spatial relation to a layer _Query result

4280 No 3 Rd Unit 120



GP - 64

