



To: General Purposes Committee
From: W. Glenn McLaughlin
Chief Licence Inspector & Risk Manager
Re: **New Liquor Primary Licence Application**
Great Canadian Casinos Inc.
Unit #105 - 8888 River Road

Date: January 19, 2010

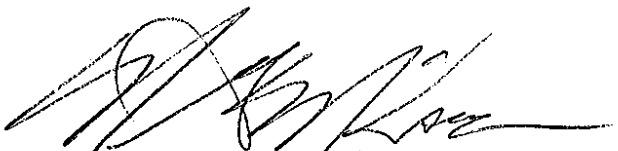
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Staff Recommendation

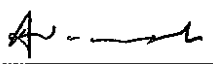
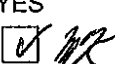

That the application from Great Canadian Casinos Inc., doing business as River Rock Casino Resort, for a Liquor Primary Licence at 8888 River Road Unit #105, to offer liquor service be supported, and a letter be sent to the Liquor Control and Licensing Branch advising that:

1. Council recommends the issuance of the proposed license based on the community responses received and that the operation will not have a significant negative impact on the community.
2. Council's comments on the prescribed review criteria are as follows:
 - a. The establishment is located on the ground floor of a 7 storey parking structure and Canada Line transit station. To the north is the River Rock Hotel and Casino. To the west and east are commercial buildings housing light industrial uses and to the south is a bus loop and commercial buildings.
 - b. The proximity to other social or recreational facilities and public buildings was considered as no schools or parks are within a 500-metre radius.
 - c. The application for a 200 person capacity operation with liquor service hours from 11:00 a.m. to 2:00 a.m. Monday to Sunday from where the game of poker is offered to patrons will not pose a significant negative impact on the community based on the lack of responses from the residents and businesses in the area.
 - d. The number and market focus or clientele of liquor primary licence establishments within a reasonable distance of the proposed location was considered.
 - e. There are no concerns regarding additional noise, traffic or parking in the area if the application is approved.
 - f. The zoning of the establishment, Casino Hotel Commercial (ZC17) – Bridgeport Village (City Centre), was reviewed and conforms to the regulations.
 - g. The 2008 population figure of 42,600 for the City Centre area with a projected growth to 90,000 by 2031 and relevant socio-economic information was considered.

- h. The impact on the community if the application is approved was considered.
3. As the operation of a licensed establishment may affect nearby residents the City gathered the views of the residents as follows:
 - a. As per City Policy, residents, property owners and businesses within a 100 metre radius of the subject property were contacted by letter detailing the application and were provided with instructions on how community comments or concerns could be submitted.
 - b. In addition, signage was posted at the subject property and three public notices were published in a local newspaper. This signage and notice provided information on the application and instructions on how community comments or concerns could be submitted.
 4. Council's comments and recommendations respecting the views of the residents are as follows:
 - a. Since there was no public responses received from residents within a 100-metre radius, Council considers that the application is acceptable to the majority of the residents in the nearby area.



W. Glenn McLaughlin
 Chief Licence Inspector & Risk Manager
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ROUTED TO:	CONCURRENCE		CONCURRENCE OF GENERAL MANAGER		
RCMP	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>			
LAW	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>			
DEVELOPMENT APPLICATIONS	Y <input checked="" type="checkbox"/>	N <input type="checkbox"/>			
REVIEWED BY TAG	YES <input checked="" type="checkbox"/> 	NO <input type="checkbox"/>	REVIEWED BY CAO DEPUTY 	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

Staff Report

Origin

The Provincial Liquor Control and Licensing Branch (LCLB) issues licences in accordance with the Liquor Control and Licensing Act (the "Act) and the Regulations made pursuant to the Act.

Local government is given opportunity to provide comments and recommendations to the LCLB with respect to liquor licence applications and amendments. For new Liquor Primary licences, the process requires local governments in providing comments with respect to the licence application to take into account 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 number and market focus or clientele of liquor primary licence establishments within a reasonable distance of the proposed location
- traffic, noise, parking and zoning
- population, population density and population trends
- relevant socio-economic information
- the impact on the community if the application is approved.

If the operation of the establishment as a licensed establishment may affect nearby residents, the local government must gather the views of the residents in accordance with Section 11.1(2)(c) of the Act.

This report deals with an application submitted to LCLB and the City of Richmond, by Great Canadian Casinos Inc. (the Applicant), doing business as River Rock Casino Resort and Hotel, from premises located at Unit #105 - 8888 River Road to operate the following:

- a 200-seat liquor primary establishment to sell all types of liquor from 11:00 a.m. to 2:00 a.m. This area will offer a 24-hour seven-day a week gaming facility, but liquor service will only be available from 11:00 a.m. until 2:00 a.m.

Analysis

The building at 8888 River Road is a 7-storey structure housing ground floor commercial units, 1500 public pay parking spaces and is the location of the Bridgeport Station for the Canada Line transit system. The structure is connected to the north hotel and casino by an enclosed skywalk (Attachment 1). There is a proposed future development of a 5-storey hotel over the parkade.

The Applicant, in consultation with the City, indicates this area is a relocation of existing poker areas located in the casino at 8811 River Road. This newly offered gaming room is a permitted use under the zoning bylaw and does not impact the Development Permit already approved by Council.

The Applicant has received approval from the British Columbia Lottery Corporation for the relocated poker room and a City Business Licence was issued for this operation on December 23, 2009.

The Applicant states that there has been an increase in popularity for the game of poker and they have hosted International Tournaments and multiple B.C. Poker Championships. By offering a “high-end” poker room, Great Canadian expects to meet the growing demands of current patrons and poker enthusiasts’ worldwide, and the new area will bring increased tourism to Richmond.

Summary of Application & Comments

To meet LCLB requirements, the City’s review process requires the public be notified of the application and given the opportunity to express any concerns.

The Public Consultation process calls for the applicant to post a sign in front of the business establishment with respect to the proposed application. The sign must be displayed for a minimum of 30 days. The Applicant must also place three notices in a local newspaper.

The City, on behalf of the Applicant, sends letters to businesses, residents and property owners within a 100-metre radius of the establishment (Attachment 2). The letter provides details of the proposed liquor licence application and requests the public to communicate any concerns to the City.

Following is a summary of the application process and dates:

ITEM	DETAILS
City of Richmond application received	December 10, 2009
Type	New Liquor Primary Licence
Location	8888 River Road Unit #105
Proposed Hours of Liquor Sales	11:00 a.m. to 2:00 a.m. Monday to Sunday
Zoning	Casino Hotel Commercial (ZC17) – Bridgeport Village (City Centre)
Business Owner	Great Canadian Casinos Inc.
Date Sign Posted	December 16, 2009
Newspaper Publication Dates	December 16,18,23, 2009
Letters to residents/businesses	December 16, 2009

The public consultation period for the application ended January 16, 2010.

Views of nearby residents, businesses and property owners

No responses were received from the seventy-nine (79) letters sent out to residents, businesses and property owners within a 100-metre radius through the public consultation process.

Potential negative impacts on the Community

The City relies, in part, on the response from the community to any negative impacts of the liquor licence application. The lack of response received on the application from all public

notifications indicates that, if a liquor licence is approved, it would not have a negative impact on the area.

Other agency comments

As part of the review process, staff requested comments from Vancouver Coastal Health, Richmond RCMP, Richmond Fire-Rescue and the City's Building Permit, Business Licence and Zoning Departments. These agencies generally provide comments on the compliance history of the Applicant's operations and premises.

No objections or concerns were received from the departments contacted.

Socio-Economic considerations

The Applicant's establishment is situated in the planning area of City Centre. As of January 2008, the City Centre's area has an estimated population of 42,600. The population growth for this area is projected to be 90,000 by 2031.

There are no public schools or parks within a 500-metre radius of the establishment that would be impacted by the application.

There are 10 hotels or entertainment establishments within 1,000 metres of the Applicants establishment that have a liquor primary licence.


Financial Impact

None

Conclusion

Following the public consultation period, staff have reviewed the application and considered it in light of the legislated review criteria.

Given that there were no issues related to non-compliance from the various agencies consulted, and lack of any negative feedback from the public, staff recommend that Council support this application for a Liquor Primary License with the hours of liquor service of 11:00 a.m. to 2:00 a.m. Monday to Sunday.


Joanne Hikida
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JMH:jmh