



To: General Purposes Committee **Date:** February 13, 2018
From: Carli Edwards, P.Eng.
Acting Senior Manager, Community Safety Policy & Programs and Licencing **File:** 12-8275-30-001/2018-Vol 01
Re: **Application for a New Liquor Primary Liquor Licence - Club Versante Management Ltd, Doing Business As: Club Versante, 8400 West Road, Unit 101**

Staff Recommendation

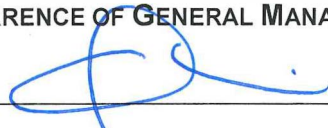


1. That the application from Club Versante Management Ltd., doing business as, Club Versante, for a new Liquor Primary Liquor Licence to operate a private club establishment, at premises located at 8400 West Road Unit 101, with liquor service, be supported for:
 - a) A new Liquor Primary Liquor Licence with primary business focus of entertainment, specifically a private club with total person capacity of 90 persons;
 - b) Family Food Service to permit minors in all licenced areas until 10:00PM when accompanied by a parent or guardian;
 - c) Liquor service hours for Monday to Sunday, from 9:00 AM to 2:00AM.
2. That a letter be sent to Liquor Control and Licensing Branch advising that:
 - a) Council supports the applicant's new Liquor Primary Liquor Licence application and the hours of liquor service with the conditions as listed above;
 - b) The total person capacity set at 90 persons is acknowledged;
 - c) Council's comments on the prescribed criteria (Section 71 of the Liquor Control and Licencing Regulations) are as follows:
 - i. The impact of additional noise and traffic in the area of the establishment was considered;
 - ii. The potential impact on the community was assessed through a community consultation process;
 - iii. Given that this is a new business, 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 did not generate any comments and views of residents, businesses and property owners.
- f) Council recommends the approval of the licence application for the reasons that this new application for a Liquor Primary Licence is acceptable to the majority of the residents, businesses and property owners in the area and community.



Carli Edwards, P.Eng.
Acting Senior Manager, Community Safety Policy & Programs and Licencing
Chief Licence Inspector
(604-276-4136)

Att. 1

REPORT CONCURRENCE	
CONCURRENCE OF GENERAL MANAGER 	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 
APPROVED BY CAO 	

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.

This report deals with an application to the LCLB and the City of Richmond by Club Versante Management Ltd., doing business as Club Versante, (hereinafter referred to as “Club Versante”) for a new Liquor Primary Liquor Licence to:

- operate, Monday to Sunday, 9:00 AM to 2:00 AM next day;
- permit a total person capacity of 90 persons indoor only;
- operate a private club establishment whiskey bar/lounge with admission primarily restricted to members and guests.

The City is given the opportunity to provide written comments by way of a resolution to the LCLB with respect to the proposed Liquor Primary application. Regulatory criteria a local government must consider are:

- 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.

Analysis

Location of the Establishment

The Liquor Primary Licence applicant is proposing to operate a private club to be located on the first floor of the new International Trade Centre building presently being constructed at 8400 West Road. This property is zoned High Rise Office Commercial (ZC33) – City Centre with the following permitted uses relevant to this application: liquor primary establishment, private club and restaurant.

This business is new and has no history in the City of Richmond. The primary focus of this establishment will be to operate a private club with a whiskey and wine bar. The target market for this business will be adults primarily over the age of 35, targeting residents of the lower mainland, the business community as well as tourists.

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 Club Versante. There is one liquor primary establishment within 235 meters of Club Versante.

Person capacity and Hours of Liquor Service of the Establishment

The applicant is proposing to operate Club Versante with an occupant load of 90 persons. The applicant's proposed operating hours of liquor service are Monday to Sunday, 9:00 AM to next day 2:00 AM 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 within a high-density, non-residential development offering 34,000 square feet of retail space 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 January 10, 2018 and three advertisements were published in the local newspaper, on January 11, 2018, January 18, 2018 and January 25, 2018.

In addition to the advertised signage and public notice requirements, staff sent letters to residents, businesses and property owners within a 50 meter radius of the new establishment. On January 12, 2018, a total of 34 letters were mailed out to residents, businesses and

property owners. The letter provided information on the proposed liquor licence application and contained instructions to comment on the application. The period for commenting for all public notifications ended February 13, 2018.

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

Other Agency Comments

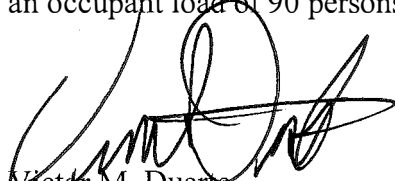
As part of the review process, staff requested comments from other agencies and departments such as Vancouver Coastal Health, Richmond R.C.M.P., Richmond Fire-Rescue and Building Approvals. These agencies and departments generally provide comments on the compliance history of the applicant's operations and premises. As this is a new business and development, no concerns were expressed from any of the agencies or departments regarding this application.

Financial Impact

None.

Conclusion

The results of the community consultation process of Club Versante Liquor Primary Licence application was reviewed based on the LCLB criteria. The analysis concluded there should be no noticeable potential impact from noise, no significant impact to the community and there were no concerns raised by City departments or other agencies. Staff recommend approval of the application from Club Versante to operate a Liquor Primary Licence with liquor service Monday to Sunday from 9:00 AM to next day 2:00 AM, with an occupant load of 90 persons.

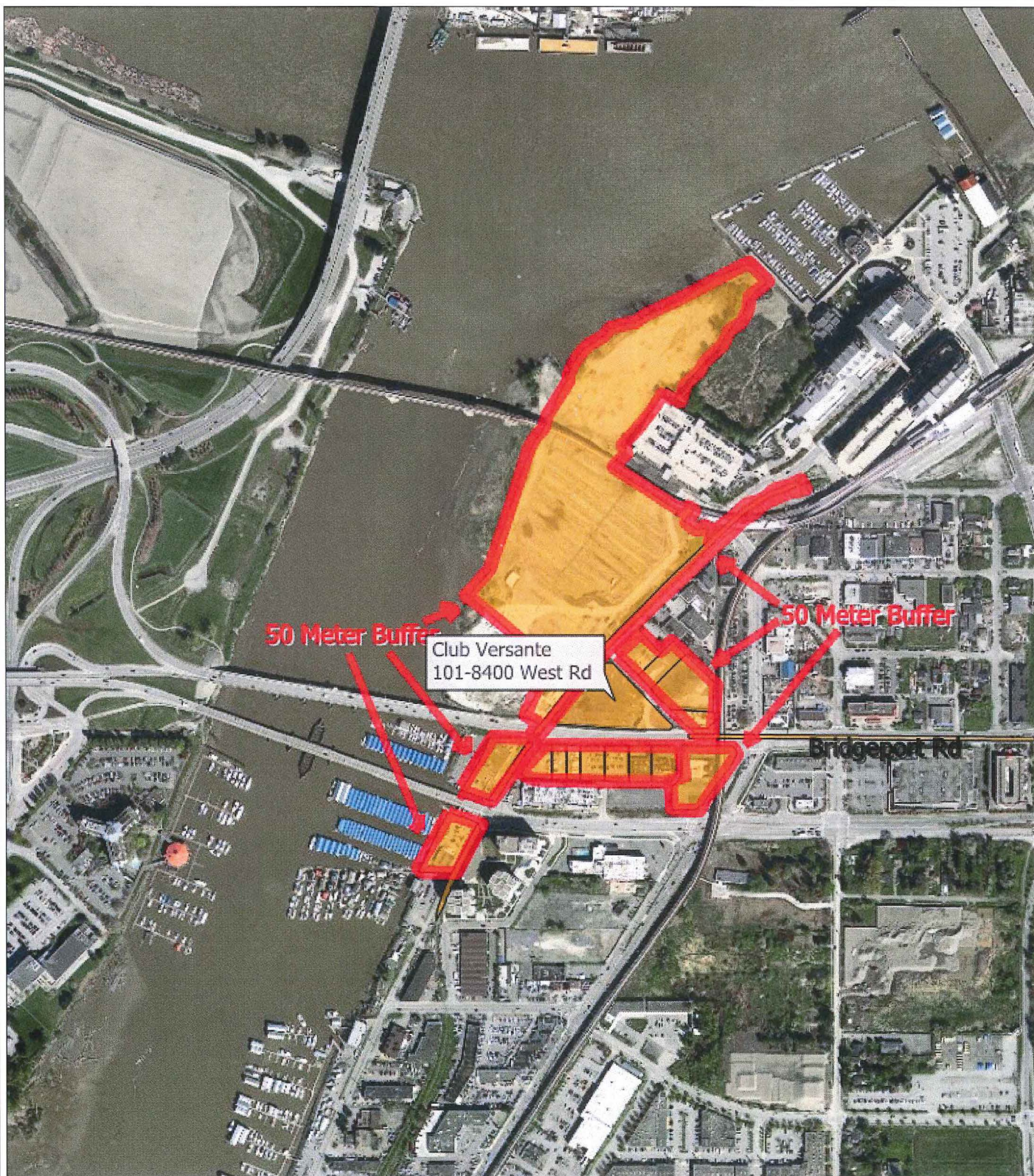


Victor M. Duarte
Supervisor, Business Licences
(604-276-4389)

VMD:vmd

Att. 1: Ariel Map with 50 meter buffer area

City of Richmond Interactive Map



321.2 0 160.60 321.2 Meters

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.