

STAFF REPORT TO COUNCIL

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DATE: January 12, 2024

TO: MAYOR AND COUNCIL

NAME AND TITLE: Deanna Wasnik, Director of Planning and Development

SUBJECT: Liquor License Application No. LL100192

APPLICANT: Ignite Night-Club Ltd., Inc. No. BC0955630

LOCATION: 1244-1232 3rd Avenue

ATTACHMENT(S): Location and Existing Zoning Map
Supporting Document
- Business Model (Rationale)
- Existing LCRB License & Occupancy Drawings

RECOMMENDATION(S):

THAT Council:

1. CONFIRMS that its comments on the Liquor and Cannabis Regulation Branch's prescribed considerations are as set out in the report dated January 12, 2024, from Deanna Wasnik, Director of Planning and Development for Liquor License Application LL100192;
2. CONFIRMS the methods used to gather the views of potentially affected property owners were in accordance with the *Liquor Control and Licensing Act* and that the views of affected residents are as summarized in the minutes of the Council Meeting held on February 5, 2024; and
3. SUPPORTS the approval of the Liquor License Application to change occupancy from 250 to 350 persons for Ignite Night Club located at 1244-1232 3rd Avenue, for the following reasons:

This application is not expected to have a negative impact on the community or produce any significant negative land use impacts on adjacent properties.

PURPOSE:

The applicant has applied to the Liquor and Cannabis Regulation Branch (LCRB) for a change to their existing liquor primary license to increase their occupancy from 250 to 350 persons at 1244-1232 3rd Avenue (subject property).

Background

Site Characteristics

Location	1244-1232 3 rd Avenue
Legal Description	Lots 13 & 14, Block 44, District Lot 343, Cariboo District, Plan 1268
Current Use	Ignite Night Club (Liquor Primary Establishment)
Site Area	629.5 m ²
Zoning	C1I: Downtown

Liquor and Cannabis License Policy

Type of License	Liquor Primary
Current License Occupancy	250 Persons
Proposed License Occupancy	350 Persons

Relevant Applications:

Liquor License Application No. LL100181: On June 13, 2022, Council approved the Liquor Primary License change at the subject property. This change was from the previously approved hours of 9:00 am to 1:00 am Monday to Sunday to 9:00 am to 3:00 am Monday to Sunday. Please find enclosed the existing Liquor Primary License # 310088.

STRATEGIC PRIORITIES:

This application is consistent with Council's strategic priority for economic growth by strengthening the sense of place and identity downtown through increased recreational functions.

POLICY / REGULATORY ANALYSIS:

Liquor and Cannabis Regulation Branch

The LCRB is the authority for liquor licensing and must therefore approve all liquor license applications. All liquor licenses and changes to existing licenses are approved and issued by the LCRB. The LCRB requires that the local government review the application, gather the views of residents that will be affected by the proposal and pass a resolution on the application. Once Council reviews this application, the resolution will be forwarded to the LCRB.

This application will facilitate an increase in liquor license, for the Ignite Night Club (previously known as Generator Entertainment Services Limited). The applicant has outlined the proposed business details in the supporting document attached.

City of Prince George Liquor and Cannabis License Policy

The City of Prince George Liquor and Cannabis Licensing Policy (LCLP) establishes guidelines for the operation of licensed liquor establishments and cannabis retail stores within the City. The LCLP provides guidelines on hours of operation and location. Administration has evaluated the criteria outlined in the LCLP and has considered their relevance to this application, as outlined below.

Occupant Load

The LCLP guidelines allow Liquor Primary Establishments in the downtown to have an occupant load no greater than 400. The applicant is proposing to increase the occupant load from 250 to 350 persons. A Qualified Professional has confirmed that a 350 person occupant load can be accommodated in the existing space.

Administration is supportive of this application as the proposed occupancy is consistent with the LCLP for downtown establishments.

Hours of Liquor Service

The LCLP guidelines allow for Liquor Primary Establishments downtown to offer hours of liquor service between 9:00 am and 3:00 am. The applicant's current liquor license issued by the LCRB (attached as a supporting document) is consistent with the LCLP guidelines and permits operation between Monday and Sunday from 9:00 am to 3:00 am. However, the applicant has indicated in their business model (rationale letter attached as a supporting document) that they typically only operate Fridays and Saturdays.

The proposed hours of liquor service are consistent with the LCLP for downtown establishments.

Location of Establishment

The subject property is located within the Downtown. Downtown is intended to function as the civic and cultural centre of Prince George. As such, the proposed occupant load increase is not anticipated to have negative impacts on the surrounding area and adjacent land uses. Administration has considered potential community impacts regarding noise, parking and traffic below.

Surrounding Land Use Table

North	Laneway; Surface parking lot; 2 nd Avenue
South	3 rd Avenue; Commercial tenancies (Nancy O's, Homework, Betulla Burning, TLC Family Law Practice, White Goose Bistro)
East	Commercial tenancies (Service, Personal; Mission Thrift Store); Dominion Street
West	Vacant land; H&R Block Canada; Intersect Youth and Family Services

The surrounding land uses include commercial (east, west and south) and a surface parking lot (north). Due to the hours of operation compared to surrounding commercial businesses (i.e., Monday to Friday from 9:00 am to 5:00 pm) and the indoor nature of the proposed business, the proposed occupancy increase is not expected to negatively impact the surrounding commercial uses.

Community Impacts

In addition to the above, Administration has considered typical land use impacts associated with the proposed increase in occupancy to the existing liquor primary established including proliferation, noise, parking and traffic.

Proliferation of Uses

The nearest liquor primary establishment is "Club 1177" (previously the Lambda Cabaret) located at 1177 3rd Avenue, which is located approximately 65 m east of the subject property. Both the subject property and "Club 1177", have existing licenses for Liquor Primary Establishments. As such, the increased occupancy at the existing establishment will not increase the number of liquor primary establishments in the area.

Noise

The subject property is bordered by a laneway and surface parking lot (north), 3rd Avenue (south), an undeveloped parcel (west), and commercial tenancies (east). During the consideration of the previously approved Liquor License Application, the applicant advised there are sound abatement measures in the existing building, which will reduce potential noise impacts to the surrounding uses.

It is not anticipated that the proposed occupancy increase will disrupt surrounding land uses through increased noise or public nuisance.

Parking and Traffic

The subject property fronts approximately five on-street parking stalls while off-street, surface parking is available at the rear (north) of the subject property. The subject property is located within an active transit catchment area with buses running on Dominion Street and Quebec Street. Further to this, typical hours of operation will be

outside of standard office and commercial business hours (i.e., Monday to Friday from 9:00 am to 5:00 pm). As such, an increase in occupancy is not expected to create adverse effects on parking or traffic circulation downtown.

Administration supports this application as the proposed liquor license is consistent with LCLP direction and is not expected to negatively impact surrounding uses.

Referrals

This application was referred to internal City divisions and external agencies for comments.

RCMP

The RCMP has indicated a concern for potential increased criminal activity associated with increasing the occupancy of a downtown night club by an additional 100 persons.

Property Title

A review of the legal title of the subject property indicated no encumbrances or restrictions that would affect this application.

Statutory Notification and Public Consultation

Members of the public wanting to provide comment on the application may submit written correspondence to Council. As per the requirements set out in the *Liquor Control and Licensing Act/Cannabis Control and Licensing Act*, and “City of Prince George Development Procedures Bylaw No. 9423, 2023”, the City of Prince George will mail or otherwise deliver a public notice to property owners and tenants whose interests may be affected by this application. Written submissions received in response to the public notice for this application will be provided to Council for their consideration at the time the application is being considered. Submissions received after the Council meeting agenda has been published will be provided to Council as a handout on the day of the Council meeting for consideration during deliberations on the application.

ALTERNATIVES:

1. Approve the resolution
2. Approve the resolution as amended
3. Refuse the resolution
4. Defer or otherwise deal with the resolution

Administration recommends that Council approve the resolution as written in the recommendation.

SUMMARY AND CONCLUSION:

The applicant has applied for an increase in occupancy for an existing Liquor Primary License at 1232-1244 3rd Avenue from 250 to 350 persons. Administration recommends that Council approve the recommendations and forward it to the LCRB as the application is consistent with the LCLP.

RESPECTFULLY SUBMITTED:

Deanna Wasnik, Director of Planning and Development

PREPARED BY: Bryce Deveau, Planner I

APPROVED:

Walter Babicz, City Manager

Meeting Date: 2024/02/05