



ADMINISTRATIVE REPORT

Report Date: October 30, 2009  
Contact: Lucia Cumerlato  
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RTS No.: 08254  
VanRIMS No.: 08-2000-20  
Meeting Date: November 19, 2009

TO: Standing Committee on City Services and Budgets  
FROM: Chief Licence Inspector  
SUBJECT: 957 Granville Street - Granville Room Enterprises Ltd.,  
Liquor Primary Liquor Licence Application (Granville Room)

**CONSIDERATION**

- A. THAT Council, having considered the opinion of local area residents and business operators as determined by site signage, neighbourhood notifications, noise impacts and relevant Council policy as outlined in this Administrative Report dated October 30, 2009, entitled "957 Granville Street - Granville Room Enterprises Ltd., Liquor Primary Liquor Licence Application (Granville Room)", endorse the request by Granville Room Enterprises Ltd., for a 38 seat Liquor Primary liquor licence (Liquor Establishment Class 1) in conjunction with the existing Food Primary Liquor Licence (Licence #208836) at 957 Granville Street (Granville Room), subject to:
- i. A maximum capacity of 38 persons;
  - ii. Signing a Good Neighbour Agreement with the City prior to the issuance of the new business licence;
  - iii. A Time-limited Development Permit; and
  - iv. Standard hours of operation for the first six months are limited to 11 am to 2 am, seven days a week; after which time the Extended hours of operation may be considered which are limited to 9 am to 3 am, seven days a week.

OR

- B. THAT Council, having considered the opinion of local area residents and business operators as determined by site signage, neighbourhood notifications, noise impacts and relevant Council policy as outlined in this Administrative Report dated October 30, 2009, entitled "957 Granville Street - Granville Room Enterprises Ltd., Liquor Primary Liquor Licence Application (Granville Room)",

DOES NOT endorse the request by Granville Room Enterprises Ltd., for a 38 seat Liquor Primary liquor licence (Liquor Establishment Class 1) in conjunction with the existing Food Primary Liquor Licence (Licence #208836) at 957 Granville Street (Granville Room).

### ***GENERAL MANAGER'S COMMENTS***

The General Manager of Community Services submits the choice of A or B for CONSIDERATION.

### ***COUNCIL POLICY***

Council policy requires new Liquor Primary liquor licences to be subject to a Time-Limited Development Permit, Good Neighbour Agreement, and public consultation.

On May 16, 2006, Council enacted amendments to the Business Premises Regulation of Hours By-law that implements the Hours of Liquor Service policy for the city bars into by-law regulation.

On July 14, 2005, Council approved policy and guidelines relating to the size and location for new liquor establishments or for capacity increases to existing liquor establishments.

On November 18, 2004, Council adopted the Hours of Liquor Service Policy that established a new model for regulating hours of liquor service for Liquor Primary establishments, based on an area approach and incorporating a two-tiered licensing system and impact reduction measures.

On January 30, 2001, Council endorsed policy for the Entertainment District (700 to 1000 block Granville Street) to not grant favourable consideration to future applications in the Granville Street Theatre Row Entertainment District until the current supported applications are either open and operating or withdrawn, the community and city resource impacts of the new establishments are evaluated and staff report these findings to Council with recommendations for the Entertainment District.

### ***PURPOSE***

The applicant, Granville Room Enterprises Ltd., is requesting a Council resolution endorsing their application for a 38 seat Liquor Primary liquor licence (Liquor Establishment Class 1) in conjunction with the existing Restaurant Class 1 via the conversion of seats from the existing 80 seat Food Primary liquor licence at the Granville Room located at 957 Granville Street. The applicant is requesting extended hours of operation from 9 am to 3 am, 7 days a week.

### ***BACKGROUND***

#### ***Site History***

Granville Room has been operating for nine years as a Restaurant Class 1 with a Food Primary liquor licence and is managed by Donnelly Hospitality Management. The existing restaurant hours of operation are 12 pm to 2 am, seven days a week. The proposal is to convert 38 of the existing 80 seat Food Primary licensed seats to Liquor Primary.

The applicant currently operates several other licensed establishments in the city; Bar None (1222 Hamilton Street), Bimini Neighbourhood Pub (2018 West 4<sup>th</sup> Avenue), The Calling Public

House (1780 Davie Street), Library Square (330 West Georgia Street), Republic (958 Granville Street), The Modern (7 Alexander Street), Lamplighter Pub (210 Abbott Street), Pop Opera (686 West Hastings Street), The Met Pub (310 Abbott Street) and Smiley O'Neill's Pub (911 West Pender Street).

### ***Application***

The applicant is requesting a Council resolution endorsing their application for a 38 seat Liquor Primary liquor licence (Liquor Establishment Class 1 - Lounge) via the conversion of seats from the existing 80 seat Food Primary liquor licence at 957 Granville Street (refer to Appendix B).

The requested hours of operation for the liquor primary are 9 am to 3 am (extended hours), seven days a week. The existing restaurant hours of operation are 12 pm to 2 am, seven days a week. The proposed hours of operation for the liquor primary (lounge) are from 9 am to 3 am, 7 days a week. These extended hours of operation may be considered once the six month trial period has elapsed and no issues/concerns arose during this time period. The hours of operation for the first six months will be the standard hours of liquor service. The establishment will be a lounge-restaurant style operation and will cater to clientele who are looking for a little more refined restaurant and lounge experience. The Granville room would like the ability to operate with greater flexibility which is what the Granville Entertainment District increasingly commands.

The City of Vancouver hours of service policy for this Primarily Commercial area allows for standard hours of liquor service from 11 am to 2 am, seven days a week. If certain criteria are satisfied, the operator can extend their hours of liquor service to their proposed hours of 9 am to 3 am, seven days a week. The applicant feels that there is a strong demand for this type of establishment which will provide quality food and beverage service in this unique style environment.

Due to the location of the premises, the applicant primarily caters to business professional clientele who work in the area and local residents. The applicant anticipates there will be a component of tourist customers as well. The applicant proposes that the operation will cater to those customers looking for an upscale option for lunch or dinner.

### ***Liquor Control and Licensing Branch (LCLB) Regulations and Policies***

Branch regulations allow liquor service between the hours of 9 am to 4 am seven days a week for Liquor Primary licences. The liquor licence capacity for a new establishment is based on the building capacity for the premise as determined by the local authority. Any new liquor licence application is subject to local government support.

### ***Area Surrounding Premises***

The subject site is located in Downtown District (DD) Zoning District and for the purposes of liquor policy, it is considered to be located in the Downtown Primarily Commercial Area. The surrounding area is a mixture of retail, office, neighbourhood pubs, cabarets, restaurants, residential, social housing, hotels, and other commercial uses (refer to Appendix A).

There is one Liquor Establishment Class 1 (38 seats), four Liquor Establishment Class 2 (584 total seats), nine Liquor Establishment Class 3 (1945 total seats), two Liquor Establishment Class 4 (806 total seats), one Liquor Establishment Class 5 (900 seats) and one Liquor Establishment Class 7-Private Club (325 seats) located within an 850' radius of the subject

site. There are also 34 licensed restaurants within the area which hold Food Primary liquor licences. Additionally, there is a full service Liquor Retail Store in the area.

### ***RESULTS OF NOTIFICATION***

A neighbourhood notification was conducted by circulating 800 notices in the survey area (refer to Appendix A). The original application included converting the entire 80 food primary seats to liquor primary seats. During the course of the notification process, the applicant decided to revise the application and only convert 38 seats to liquor primary seats and keep the remaining 42 seats food primary seats. A site sign was erected advising the community of the application to convert 38 seats to liquor primary seats and where to send concerns or comments.

One response was received from a business within the notification area opposing the application. The respondent felt that there are enough liquor establishments on Granville Street and the city should be promoting more “daytime” businesses so there is a balance on Granville Street.

### ***DISCUSSION***

#### ***Policy Issues***

The subject site is located in the Downtown Primarily Commercial Use Area. The proposed Liquor Establishment Class 1 venue is greater than 50 metres away from another Liquor Establishment Class 1 venue. Since there are no liquor establishments in this class within 50 metres of the site, the proposed establishment complies with Council’s liquor policy for venue size and location. The applicant contends to provide upscale food and beverage service in a unique lounge style environment.

The 900 block of Granville Street is in the heart of the Entertainment District. At present, while Liquor Primary establishments are a permitted use in the 900 block of Granville Street, City policy requires that there be an associated public benefit such as social housing or heritage retention. Preference will also be granted to applications relocating equivalent Liquor Primary liquor licence seats from an undesirable location within the City. City policy also allows for the following types of liquor establishments in the 900 block of Granville Street:

- Two cabarets and two neighbourhood pubs; or
- One cabaret and three neighbourhood pubs; or
- One cabaret, two neighbourhood pubs and one hotel pub/lounge.

There is a high concentration of liquor primary seats on this block with five licensed venues. If Council supports this conversion, other restaurants on this street will likely be interested in also applying to convert their food primary seats to liquor primary seats. While the revitalization of Granville Street has been assisted by the wide variety of night life, there is also a need for more businesses focused on serving food.

#### ***Hours of Operation***

The hours of operation requested for the Liquor Primary liquor licence is 9 am to 3 am, seven days a week which are within the parameters of the Extended hours permitted in the Downtown Primarily Commercial Area.

### ***Positive Application Attributes***

- Very little is likely to change with respect to how the premise currently operates (food service shall continue to be encouraged throughout the premise);
- Should Council support the Liquor Primary application, then the applicant will simply have more flexibility to serve and accommodate those clients that only wish to consume alcohol;
- The applicant has a positive track record with this establishment and the operation of other entertainment facilities; and
- A time-limited development permit should provide adequate controls to ensure the land use/business remains compatible with the surrounding community.

### ***Negative Application Attributes***

- Will mean another 38 liquor primary seats on Granville Street without the ability to regulate clientele;
- Will only exacerbate significant policing issues on street particularly at closing time;
- Increase in street noise and other related nuisance behaviour for area residents and business operators;
- Negative synergy may result from the addition of another Liquor Primary establishment on Granville Street;
- There is a high concentration of liquor primary seats on this block with five licensed venues (1373 total seats); and
- If Council supports this conversion, other restaurants on this street will likely be interested in also applying to convert their food primary seats to liquor primary seats.

### ***Enforcement History***

The applicant has no enforcement history.

***FINANCIAL IMPLICATIONS*** There are no financial implications.

### ***COMMENTS***

***The Police Department*** has reviewed the application and has no concerns or issues with this application.

***The Development Services Department*** has reviewed the application and notes that this site is located in Sub-Area 'K1' of the Downtown District (DD) zoning. Our records confirm the approved use of this building as Restaurant Class 1.

The proposal for a "Neighbourhood Pub" (Liquor Primary) use at this location, would require a development permit application. The review process for this type of approval would involve an assessment of neighbourhood impacts, including compatibility with surrounding uses, hours of operation, social and policing impacts and noise control. As well, this application would be reviewed in accordance with the provisions of the Neighbourhood Public House Guidelines adopted by City Council.

***The Vancouver Fire Department*** has reviewed the application and issued an occupant load permit for 38 persons in the liquor primary portion of this establishment.

***The Social Development Department*** has no comments at this time.

*The Central Area Planning Department* has reviewed the application and does not support the conversion of food primary liquor licensed seats to liquor primary seats on this block of the Granville Entertainment district. There is a high concentration of liquor primary seats on this block with five licensed venues. If Council supports this conversion, other restaurants on this street will likely be interested in also applying to convert their food primary seats to liquor primary seats. While the revitalization of Granville Street has been assisted by the wide variety of night life, there is also a need for more businesses focused on serving food.

**Comments to Satisfy LCLB Resolution Requirements:**

**Location:** as noted previously.

**Person capacity and hours of operation:** as outlined above.

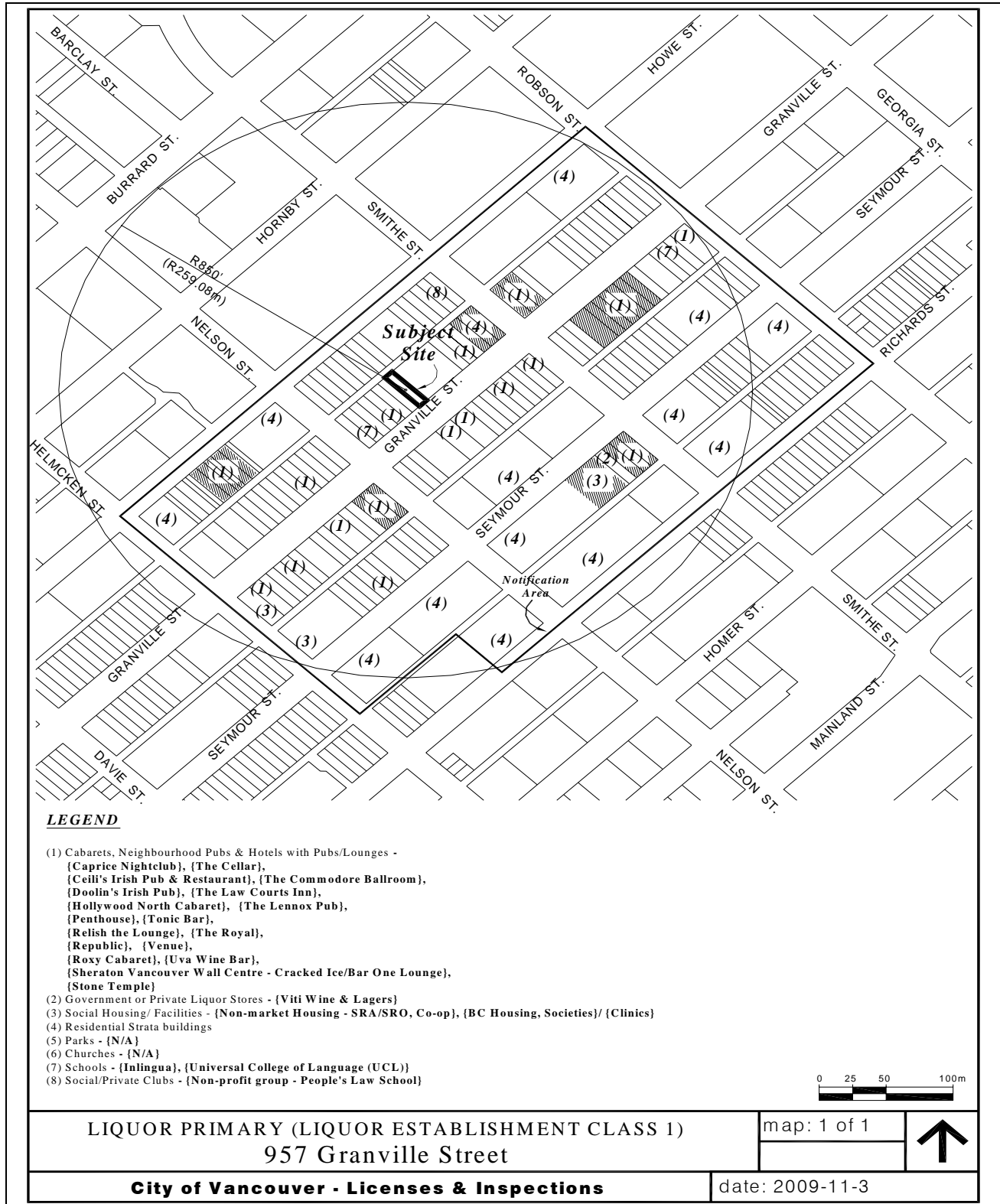
**Market Analysis:** The City of Vancouver has no authority to regulate an operator's clientele/target market. As a result, commenting or basing a decision on Market Analysis is an unproductive use of staff time.

**Traffic, noise, parking and zoning:** staff have considered traffic, noise, parking and zoning matters. Staff have no concerns with traffic and zoning at this time. The zoning is DD (Downtown) which considers "lounge" use a "conditional" use within this zone. The traffic and zoning matters will be considered further as part of the Development Permit process. With respect to parking, there is no parking on this site.

**CONCLUSION**

This application for a Liquor Primary liquor licence at 957 Granville Street has some positive aspects and the operator's track record would generally result in staff supporting the request. Unfortunately, the location of the establishment on Granville Street will exacerbate the problems in this area and further impact the limited Police resources currently available to deal with issues. Therefore, staff have put this application forward for Council's consideration due to the high concentration of liquor primary seats on this block with five licensed venues. If Council supports this conversion, other restaurants on this street will likely be interested in also applying to convert their food primary seats to liquor primary seats. While the revitalization of Granville Street has been assisted by the wide variety of night life, there is also a need for more businesses focused on serving food.

\* \* \* \* \*



**LEGEND**

- (1) Cabarets, Neighbourhood Pubs & Hotels with Pubs/Lounges -  
 {Caprice Nightclub}, {The Cellar},  
 {Ceili's Irish Pub & Restaurant}, {The Commodore Ballroom},  
 {Doolin's Irish Pub}, {The Law Courts Inn},  
 {Hollywood North Cabaret}, {The Lennox Pub},  
 {Penthouse}, {Tonic Bar},  
 {Relish the Lounge}, {The Royal},  
 {Republic}, {Venuue},  
 {Roxy Cabaret}, {Uva Wine Bar},  
 {Sheraton Vancouver Wall Centre - Cracked Ice/Bar One Lounge},  
 {Stone Temple}
- (2) Government or Private Liquor Stores - {Viti Wine & Lagers}
- (3) Social Housing/ Facilities - {Non-market Housing - SRA/SRO, Co-op}, {BC Housing, Societies}/ {Clinics}
- (4) Residential Strata buildings
- (5) Parks - {N/A}
- (6) Churches - {N/A}
- (7) Schools - {Inlingua}, {Universal College of Language (UCL)}
- (8) Social/Private Clubs - {Non-profit group - People's Law School}

LIQUOR PRIMARY (LIQUOR ESTABLISHMENT CLASS 1)  
 957 Granville Street

map: 1 of 1



**City of Vancouver - Licenses & Inspections**

date: 2009-11-3

