

Liquor Strategy: Quick Start Initiatives

Standing Committee on City Finance and Services

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Introduction



Photo: vapourtrails



Photo: Urban Mixer



Photo: Erin McGuire

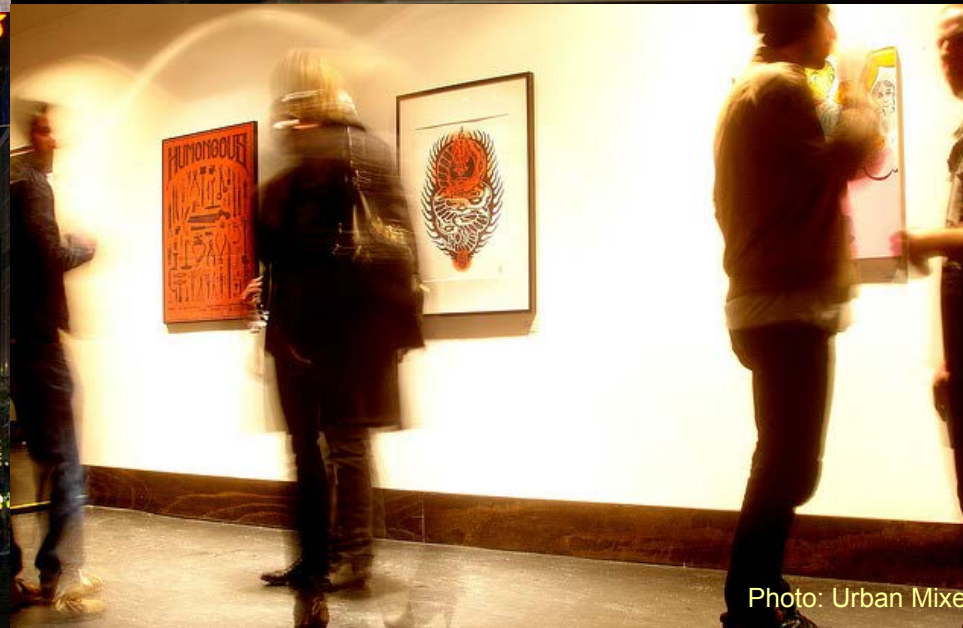


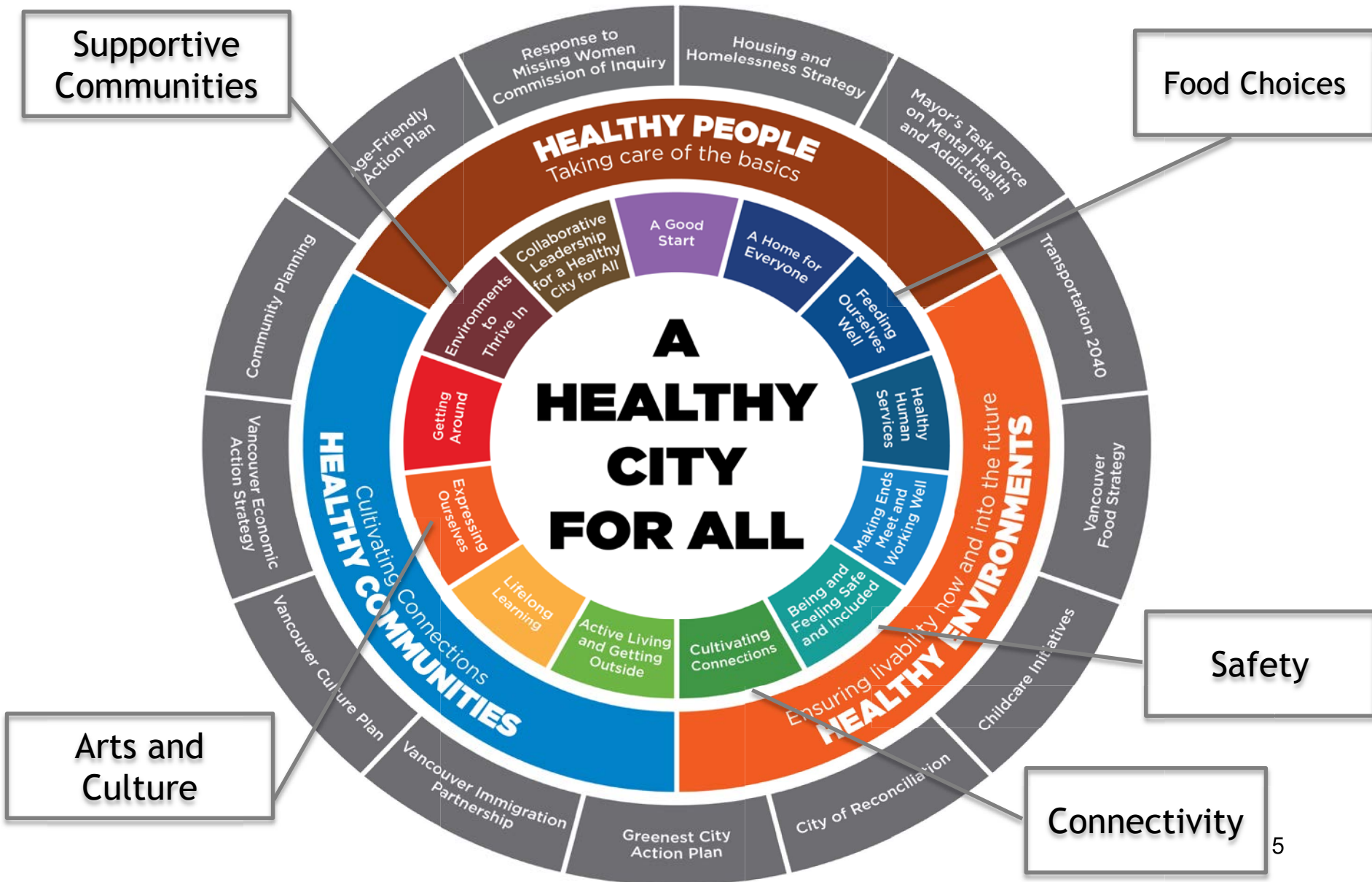
Photo: Urban Mixer



Statutory Roles

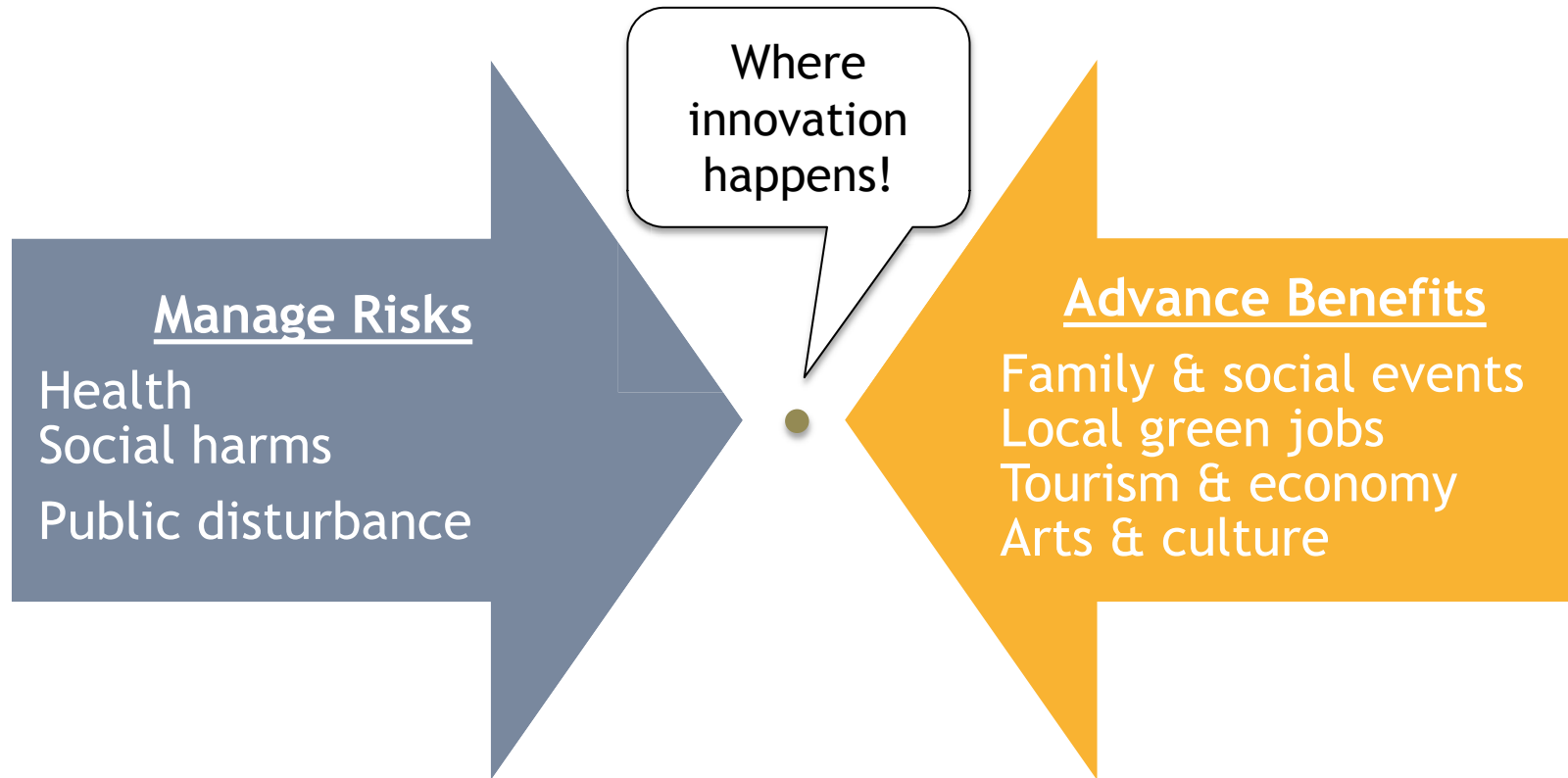
Provincial Government	City of Vancouver	
Liquor Control and Licensing Branch (LCLB)	Input to license approval process Regulate land use & businesses	
Role: evaluate applicant, community impact and limit number of liquor stores	Role: regulate location of land use, size (sq. ft., seats), building safety, staffing levels and even hours of operation	
Relevant Legislation / Regulations	Relevant Bylaws	Relevant Policies
Liquor Control and Licensing Act and Regulations	Zoning, Licensing, Building, Fire, Hours	Liquor Store Guidelines, locational policies, moratorium areas

Healthy City Strategy





Liquor Policy Approach



Whole system approach to manage risks, reduce health harms and community disruption while advancing arts and culture, commerce, social well being, sustainability and a healthy, fun City



Policy Changes - Implemented

	Province	City
2005: size & location for new LPs	✓	✓
2006: extension to LP hours	✓	✓
2007: sidewalk patios for LPs		✓
2009: consistent FP hours	✓	✓
2013: live performance venue pilot		✓
2013: lounges in manufacturers	✓	✓
2014/15: extensions to patio hours		✓
2015: liquor at farmers' markets	✓	✓
2015: arts & culture indoor events		✓

Policy Changes - Pending

Manufacturers' off-site retailing



Liquor service in variety of businesses



FP converts to LP at night



Work to date

- Background research, mapping, data analysis, best practices
- Some industry & stakeholder consultation
- Pilots followed by formal Council adoption (Farmers' Markets, Arts & Culture Indoor Events)

Conclusions so far

- Incremental changes have been made in Vancouver and have been successful so far
- There are opportunities to harness liquor policy to promote arts, culture, economy, tourism, sustainability
- Piloting programs allows us to assess impact before final adoption

Still to do

- Community & stakeholder engagement
- Finalize specific bylaws and policy recommendations
- Bring recommendations to Council



September 29, 2015: prior to the holiday season, staff directed to bring back “quick start” actions including:

- allow wine in grocery stores
- allow liquor manufacturers to serve liquor they do not produce on site

1. Wine in Grocery Stores Pilot
2. Manufacturers' Lounges Updates
3. Retail Sale of Liquor at Artisans' Markets



- Provincial regulations:
 - 100% BC wine products sold in grocery stores >10,000 sq. ft.
 - Up to 50% of total sales revenue
 - No distancing requirement from other liquor retail stores
 - One single display location per store (no limit to size of display area)
 - Serving It Right training for cashiers, security plan to guard against theft and sale to minors
 - Hours of operation must be comparable to liquor store, even if grocery store is open longer

- City pilot requirements:
 - Zoning must allow both Grocery Store and Liquor Store uses
 - Not allowed in Downtown Eastside/Gastown Liquor Retail Restricted Area
 - Pilot to be limited to 5 stores
 - Must obtain a time-limited conditional Development Permit and a Business Licence
- Staff to report back in one year



Wine in Grocery Stores Pilot

- Learned from other municipalities:
 - Examples in Surrey, White Rock, Tsawwassen and Langley

- Proposed Vancouver Evaluation will include:
 - Sales to minors incidents
 - Community feedback
 - Coastal Health will be involved



- Provincial regulations:
 - Manufacturers' lounges may serve liquor produced off-site, up to 20% of total value of liquor served per quarter
- City clarification
 - This is currently allowed under Zoning and Development By-law



Photo: Province of BC

- Provincial regulations:
 - Artisans' markets defined as goods sold by their local producer
 - Artisanal markets must have at least 6 vendors that do not sell liquor
 - Markets selling used goods or general commercial are not eligible
 - A single event market may operate up to 35 consecutive days
 - A recurring market may operate up to 3 times per week
 - Liquor vendors may offer samples (not full liquor service for immediate consumption)

- City requirements:
 - Modeled on successful Farmers' Markets pilot
 - Artisan markets allowed up to 3 local liquor retailers
 - Use existing licensing and permitting processes for approval:
 - On private land - obtain special event time limited business licence issued by the Chief Licence Inspector
 - On public land - obtain permit issued by FEST
 - Expected at events such as Christmas Market, not block parties

Liquor Strategy:

- Review underway expected to bring forward recommendations in 2016
- Still to do:
 - General consultation on specific actions
 - Adjust and finalize recommendations for Council

Quick start initiatives recommended:

- Smaller scale and lower complexity
- Suitable in advance of comprehensive Liquor Strategy
- Staff will monitor and report back



