



REPORT

Report Date: October 20, 2021
Contact: Sarah Hicks
Contact No.: 604-873-7546
RTS No.: 14715
VanRIMS No.: 08-2000-20
Meeting Date: November 17, 2021

[Submit comments to Council](#)

TO: Standing Committee on Policy and Strategic Priorities

FROM: Chief Licence Inspector

SUBJECT: 1464 West 7th Avenue (2nd Level) – Vancouver Masonic Centre Association
Liquor Primary Club Licence Application
Liquor Establishment Class 7 (Private Club)

RECOMMENDATION

THAT Council, having considered the opinion of area residents and business operators as determined by neighbourhood notification, site sign, noise impacts and relevant Council policy as outlined in this Administrative Report, endorse the application submitted by Rising Tide Consultants on behalf of the applicant and registered property owner, Vancouver Masonic Centre Association, for a new Liquor Primary Club liquor licence (Liquor Establishment Class 7 – Private Club) with an interior capacity of 351 persons located at 1464 West 7th Avenue – Second Level, subject to:

- i. A maximum total interior capacity of 351 persons;
- ii. Standard Hours of operation limited to 11 am to 12 am, Sunday to Thursday, and 11 am to 1 am, Friday and Saturday, for a minimum of three months;
- iii. Food service to be available while the establishment is operating;
- iv. A Time-Limited Development Permit;
- v. An acoustic report to be submitted certifying that the establishment meets Noise Control By-law requirements; and
- vi. Signing a Good Neighbour Agreement with the City prior to business licence issuance.

REPORT SUMMARY

Rising Tide Consultants, (representative for Vancouver Masonic Centre Association) has submitted an application requesting a Council resolution endorsing a new 351 person Liquor Primary Club liquor licence (Liquor Establishment Class 7 (Private Club)) located on the second level at 1464 West 7th Avenue (see Appendix A).

Hours of operation are 11 am to 12 am, Sunday to Thursday, and 11 am to 1 am, Friday and Saturday, which meet the Standard Hours of liquor service policy for this Non-Downtown – Primarily Mixed-Use area.

Staff is recommending Council endorse the applicant's request with the conditions outlined in the recommendation.

COUNCIL AUTHORITY/PREVIOUS DECISIONS

City role in Liquor Primary licence applications – The Liquor and Cannabis Regulation Branch (LCRB) of the Provincial Government has senior authority in approving liquor licence applications. Their regulations require the local government to provide a Council resolution on liquor primary licence applications unless the local government decides to opt out of the application review process. Council policy has been to consider the impact of the licence application on the community and to provide comment, generally in the form of a resolution. However, staff will opt out if there is a conflict of interest due to a licence application located on City property or if the local government is the applicant.

LCRB criteria for comment on applications – In providing comment, the location of the establishment; and the person capacity and hours of liquor service must be taken into account:

Size and Location of New Establishments (July 14, 2005) – Council Policy states that a Liquor Establishment Class 7 (Private Club) venue be allowed in all areas where “Club” is a permitted land use.

Hours of Service Policy (May 16, 2006) for this Non-Downtown – Primarily Mixed-Use area are:

Standard Hours of liquor service:

- 11 am to 12 am, Sunday to Thursday
- 11 am to 1 am, Friday and Saturday

Extended hours of liquor service:

- 9 am to 1 am, Sunday to Thursday
- 9 am to 2 am, Friday and Saturday

City approval process/ requirements – Council policy requires new Liquor Primary licences to be subject to a Time-Limited Development Permit, a Good Neighbour Agreement, an acoustic report and public consultation.

CITY MANAGER'S/GENERAL MANAGER'S COMMENTS

The City Manager recommends approval of the foregoing.

REPORT

Background/Context

The applicant, Vancouver Masonic Centre Association, with John (Jack) Barr listed as its President, has authorized the consulting firm of Rising Tide Consultants Ltd., to act as the representative for this application. If this application is approved, Vancouver Masonic Centre Association would become the Licensee (holder of the liquor licence) and they intend to operate and manage the business.

Located within the Fairview community, this application is for a 351 person Liquor Primary Club establishment which will offer food and beverage service to club members and their guests only.

The Masonic Centre's pre-existing building built in 1974, is being replaced with a new four-storey building attached to an 18-storey residential tower with secured rental, developed in partnership with BC Housing. This establishment had been previously licensed with a 597 patron capacity Liquor Primary Club licence in its prior location at 1495 West 8th Avenue. The liquor licence remained in dormant status during the redevelopment of this site and was eventually cancelled as the dormancy period had lapsed.

This application applies only to the second level of the Masonic Centre, which is used for ceremonial purposes, meetings and private events. It is not a nightclub or bar; and the licensed area is not open to the public. There is no outdoor patio proposed with this application. Under a Liquor Primary Club licence, liquor sales are restricted to club members and their guests.

The establishment will offer a variety of food and beverages. Entertainment will consist of television screens with sports and film, and gaming options such as darts and billiards. There could be the occasional live music or a local musician.

The initial proposal for this application was for Extended Hours of liquor service, which are 9 am to 1 am, Sunday to Thursday, and 9 am to 2 am, Friday and Saturday. Through the public notification process, negative public feedback concerning the proposed establishment's proximity to residential, the extended hours and venue size, including the potential impacts related to noise, parking, nuisance, and safety were raised. In recognition of these concerns the applicant amended their proposal and will operate within the Standard Hours of liquor service, which are 11 am to 12 am, Sunday to Thursday, and 11 am to 1 am, Friday and Saturday.

Extended Hours of liquor service, which may be considered after the business has operated for at minimum three months under the Standard Hours of liquor service. The timeframe will provide an evaluation period to monitor the business' ability to review and address any potential issues before an application for Extended Hours can be considered. The approval process for Extended Hours would require the submission of a business licence application, where staff would review the operational history of the business and assess whether to grant the extension. If there are significant concerns, staff will determine whether to require further public consultation and further restrictions to the conditions of the business licence.

In addition, a Time-Limited Development Permit and a Good Neighbour Agreement will be required, to ensure the premise operates in a manner conducive to the surrounding area. An acoustical report is to be submitted and reviewed to ensure the operation of the business meets the Noise Control By-law.

Vancouver Masonic Centre Association is a registered charity and donates close to \$500,000 annually to various charities across British Columbia. They also fund and support community services including the BC Learning Centre for Children with Dyslexia, which will be housed in the new building. The new building is expected to receive approval for occupancy this fall.

Strategic Analysis

Staff support the proposed application based on the following analysis.

Public Input – Results of Neighbourhood Notification

A neighbourhood notification advising of the Liquor Primary application was conducted by distributing 1049 postcard notifications to property owners within the notification area of approximately 750 ft. radius (see Appendix B). A site sign was installed on the site advising the community of the application and where to send concerns or comments. Staff allowed three weeks for the community to respond with concerns or support for the application.

A total of 94 pieces of feedback (emails and phone messages) were received from the public in response to the liquor application: 3 responses in support; 90 responses in opposition; and 1 response with neutral comments were received. All responses were from within the notification area.

Respondents in support of the application expressed how this facility will enliven and enrich the surrounding area; and to encourage business growth, employment opportunities, modernization, housing development and densification. It was also noted that Broadway and Granville is a significant commercial hub in Vancouver and that role will only grow when the future subway station opens.

Respondents in opposition expressed concerns regarding the extended hours, venue size, and the potential for increased noise, parking and traffic concerns, and public nuisances, as well as safety issues, in a neighbourhood surrounded by residential. Some felt the establishment should operate only under the standard hours or earlier while the majority were strongly against the extended hours. Respondents were seeking clarification on the renderings of the building. A number of respondents also commented on their negative experiences from the Club's previous operation prior to its redevelopment, with most citing noise levels and disturbances as being the main issues. At their previous location, the Club received five (5) noise complaints over a four (4) year period, related to events and music noise, with the last noted complaint received in 2017. Vancouver Police Department noted that in the past decade, there have been no noise disturbance calls to the establishment.

As a result of the concerns expressed in the feedback, the applicant held a community meeting on August 19, 2021, from 6 pm to 8 pm, in a commercial office space located at 1687 West Broadway. Approximately 22 residents attended the meeting as well as 10 Masonic members. The applicant set up storey boards and a model of the building was on display.

Rising Tide Consultants provided a presentation and explained the details of the application which included a question and answer session (See Appendix C for presentation). Concerns regarding the proposed hours of operation, capacity, potential noise, parking and increased traffic for the area, public nuisances, and public safety and security issues for the community were noted. Other concerns brought up by attendees were related to the other uses of the building such as the banquet facilities and outdoor patio areas. The consultant explained that these uses are not part of this application, and clarified that the other establishments would be under a Food Primary liquor licence, where the primary purpose is the service of food with liquor as an additional service.

During the presentation, it was made clear that the development has a substantial residential component inside the new building and that the operator will ensure the licensed establishment will not negatively impact on the residents. The applicant team indicated that the new build has implemented noise reduction measures including higher quality insulation and triple-paned and laminated windows. The proposed establishment is also a fully enclosed, self-contained space with no patios or operable windows. Pedestrian access to the residential tower is a separate entrance on West 8th Avenue. Parking will be provided to members and their guests within the building in the underground parking levels. There will be around the clock property management, including a security system. The Vancouver Masonic Centre Association is committed to creating a positive relationship with the area residents and the community, to help mitigate any concerns and minimize potential negative impacts.

The table below outlines the applicant’s response to the concerns raised at the meeting.

Applicant Response to Concerns	
Capacity	The capacity is calculated on the square footage of the floor area and is not a true reflection of the amount of people that will regularly be in attendance. The meeting rooms can be used by members for meetings by various clubs throughout the city (as long as they are members), and can generally expect 15 - 30 persons at any one meeting. There are two meeting rooms in the lodge so they expect not to typically have more than 60 persons in the venue at any one time.
Noise issues	This application is for a Liquor Primary Club licence on the second floor of the building which is completely enclosed (no opening windows; no patios). Most concerns were in regard to the banquet space on the fourth floor; the fourth floor patio and the rooftop deck, all of which will not be licensed under this application.
Closing Hours	Many were confused as the site sign reflected the originally requested hours of operation which were the extended hours. The hours of liquor service for the establishment will be the standard hours.
Intoxicated Individuals	The Masonic Lodge provides a code of conduct based on moral and ethical standards. Members are expected to act and behave in a respectable and responsible manner, and exemplify good character and integrity.
Smoking	Smoking is not permitted in the building per the City of Vancouver Health By-law. This application does not have a patio to be concerned with in regard to smoking.
Parking and Traffic	All members will be given parking passes and there are 100 parking stalls available within the building. Parking was taken into consideration during

	the development permit stage and it was ensured there would be ample parking to accommodate this Liquor Primary Club licence.
Crime	Level 2 of the Masonic Centre is restricted to members of the Vancouver Masonic Centre Association and their guests, many of which attend meetings for philanthropic or networking reasons. There will also be a security system and 24 hour property management.
Residential Neighbourhood	This is a mixed-use area and the application would not produce late hours or excessive music. There is a substantial residential component to the building; disruptive events will not be permitted on the second level of the Vancouver Masonic Centre.

Location of Establishment

The subject site is located in the CD-1 zoning (Comprehensive Development) District and for the purposes of liquor policy, it is considered to be located in the Non-Downtown – Primarily Mixed-Use area. Council Policy allows for a Liquor Establishment Class 7 venue (Private Club) be allowed in all areas where “Club” is a permitted land use. The surrounding area is mixed-use, containing smaller-scaled commercial buildings and residential towers (see Appendix B).

Proximity to other Liquor Primary Establishments

There are no other Class 7 (Private Club) establishments within the immediate vicinity. The nearest private clubs are The University Women’s Club of Vancouver at Hycroft (1489 McRae Avenue) and Vancouver Lawn Badminton Club (1630 West 15th Avenue). These establishments are located approximately one kilometre from the Masonic Centre. The nearest liquor primary establishment (pub) is the Storm Crow Alehouse Ltd. (1619 West Broadway).

Person Capacity and Hours of Operation

The proposed capacity for this Liquor Primary Club licence is 351 persons (see Appendix A). Final occupancy calculations will be provided in accordance with Building and Fire codes. Final occupant load calculation will not increase beyond what Council approves. Any future request to increase occupancy will be reviewed against current liquor policies and regulations as well as determining further public consultation needs.

The hours of operation for the Liquor Primary Club licence are 11 am to 12 am, Sunday to Thursday, and 11 am to 1 am, Friday and Saturday, which are within the parameters of the Standard Hours permitted in the this Non-Downtown – Primarily Mixed-Use area.

Noise

Staff have considered the impact for noise on the community and have no concerns at this time. The operators have advised that they do not intend on having loud music playing and that the location is located on a fully enclosed second floor unit. An acoustical report certifying that the establishment meets Noise Control By-law requirements will be required and should mitigate potential negative community impacts due to noise. It is also a condition of the licence and will support compliance and enforcement efforts if necessary.

Impact on the Community

A Time-Limited Development Permit will be required which will provide ongoing reviews to ensure the land-use and business remains compatible with the surrounding community. The permit review process will involve an assessment of neighbourhood impacts, including compatibility with surrounding uses, hours of operation, social and policing impacts and noise control. In addition, the Good Neighbour Agreement will set out City expectations that the business needs to be responsive in dealing with any issues and responsible for creating a positive relationship with the community.

The Vancouver Police Department has reviewed the application and have no concerns with this application.

Implications/Related Issues/Risk

Financial

There are no financial implications.

CONCLUSION

Staff recommend Council endorse the applicant's request to operate a new 351 person Liquor Primary Club liquor licence, located on the second level at 1464 West 7th Avenue, subject to the conditions noted in this report. Staff experience generally shows that liquor service in these private club venues is an amenity for members and not the primary focus of the business. The requirement for a Time-Limited Development Permit, a Good Neighbour Agreement and submission of an acoustical report will provide the necessary controls to ensure the premise operates in a manner that will mitigate impacts to the neighbourhood and surrounding area.

* * * * *

1000 WEST 8TH AVENUE
VANCOUVER, BC V6H 1T3
TEL: 604-681-1111
WWW.SHAPEARCHITECTURE.COM

GENERAL NOTES

1. This plan is to be used in conjunction with the approved permit and all other relevant documents.
2. All dimensions are in millimeters unless otherwise specified.
3. All areas are to be finished in accordance with the approved specifications.
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NOTES

ROOF FLOOR OVER THE GARAGE
EXISTING CONSTRUCTION, UNBUILT
CONSTRUCTION PERMIT.

NO.	DESCRIPTION	DATE
1	Issued for Building Permit	Dec 21-17
2	Issued for Building Permit	Dec 21-17
3	Final Construction	Dec 21-17
4	Final Construction	Dec 21-17
5	Final Construction	Dec 21-17
6	Final Construction	Dec 21-17
7	Final Construction	Dec 21-17
8	Final Construction	Dec 21-17
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12	Final Construction	Dec 21-17
13	Final Construction	Dec 21-17
14	Final Construction	Dec 21-17
15	Final Construction	Dec 21-17

REVIEWED BY

Vancouver Masonic Centre
1495 West 8th Avenue
Vancouver, BC V6H 1C9

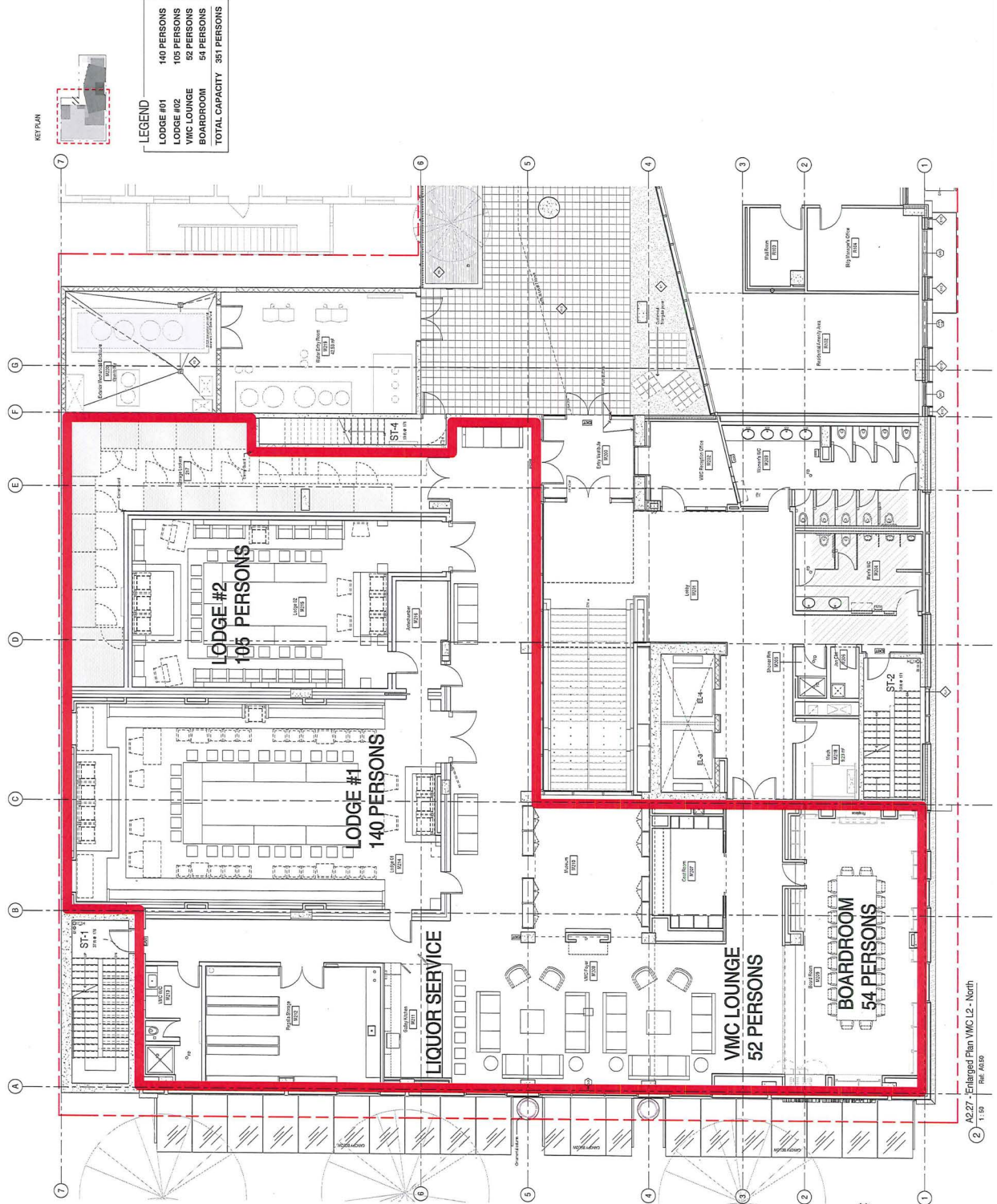
Partial Floor Plan
VMC L2

DESIGNED BY: MPP/DAVID J. J. J.

DATE: 1422

JOB NUMBER: 1422

A2.27



2 A2.27 - Enlarged Plan VMC L2 - North
1:15
REF: A2.05

Liquor Primary (Liquor Establishment Class 7 - Private Club)

Vancouver Masonic Centre Association, 1464 West 7th Avenue, Level 2



LEGEND

-  Subject Site
-  228.6 metres (750 feet) radius from Subject Site
-  Notification Area
- 1** Liquor Primary Establishments (*none*)
- 2** Liquor Stores (*none*)
- 3** Residential (social, non-market and market housing)
- 4** Parks (Granville Loop Park)
- 5** Schools (*none*)

Vancouver Masonic Centre

Liquor License Open House

Jaraad Marani, Development Manager | Colliers

Jack L. Barr, President | Vancouver Masonic Centre Association

Accelerating success.



What is Freemasonry?

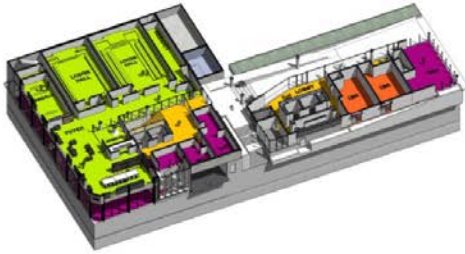
Freemasonry is a non-denominational fraternal organization focused on promoting morality, ethics, and philanthropy.

The organization is a registered charity and donates close to \$500,000 annually to various charities across British Columbia.

They also fund and support community services including the BC Learning Centre for Children with Dyslexia, which will be housed in the new building.



Project Context



Level 2
Masonic Centre – Residential – CRU

The Vancouver Masonic Centre Association has partnered with BC Housing and the City of Vancouver to provide affordable rental housing to the South Granville neighborhood. This portion of the building has been branded as W8 Living.

The commercial portion of the building houses the Vancouver Masonic Centre Association, a learning centre for children with dyslexia, a banquet hall, and an architecture firm.

The liquor license only applies to Level 2 of the Vancouver Masonic Centre, which is used for freemason ceremonies and small-scale private events. It is not a nightclub or bar, and attendance is strictly limited to members.

Addressing the Feedback

The feedback received brought up concerns in the following categories:

- Hours of Operation
- Capacity
- Noise
- Impact on Residential Neighborhood
- Parking
- Crime/Security



Addressing the Feedback (continued)

Comment	Response
Building is open too late which will be disruptive to the neighborhood.	The hours of operations requested were based on standard City of Vancouver liquor primary hours. Events will be held primarily between 7:00-10:00 PM.
The building capacity of 351 is excessive.	The capacity provided was the total maximum for the space, however, the majority of masonic events will have no more than 20-30 attendees at one time.
Noise levels are a concern, especially late at night on weekdays.	The space in which these events will be hosted is a fully enclosed, self-contained space with no patios or operable windows. The new build has implemented noise-reduction measures including higher-quality insulation and triple-paned and laminated windows.
As this is a residential neighborhood, drinking establishments are not desired as it may impact the community feel of the area.	The applicant agrees this is a residential neighborhood in transition with the new Skytrain station under construction. This is not a public venue with late hours or excessive music.
The increased traffic could take away street parking from local residents and businesses.	100 underground parking stalls have been built all of which intend to be used for members and guests of the building.
Crime could be an issue if intoxicated patrons are entering and leaving the premises at late hours in the night.	VMC Level 2 is restricted to members of the Vancouver Masonic Association and their guests. Many of the members of the club attend for philanthropic or networking reasons. There will also be security systems and a 24-hour property manager.



Conclusion

The Vancouver Masonic Centre Association would like to thank you for your attendance and feedback on the proposed liquor license application.

Please take a few minutes to review the boards, ask questions, and fill out comment cards provided.