

Liquor Licences for Non-Traditional Businesses

Municipal Policy Development

November 21, 2017

RESORT MUNICIPALITY OF WHISTLER

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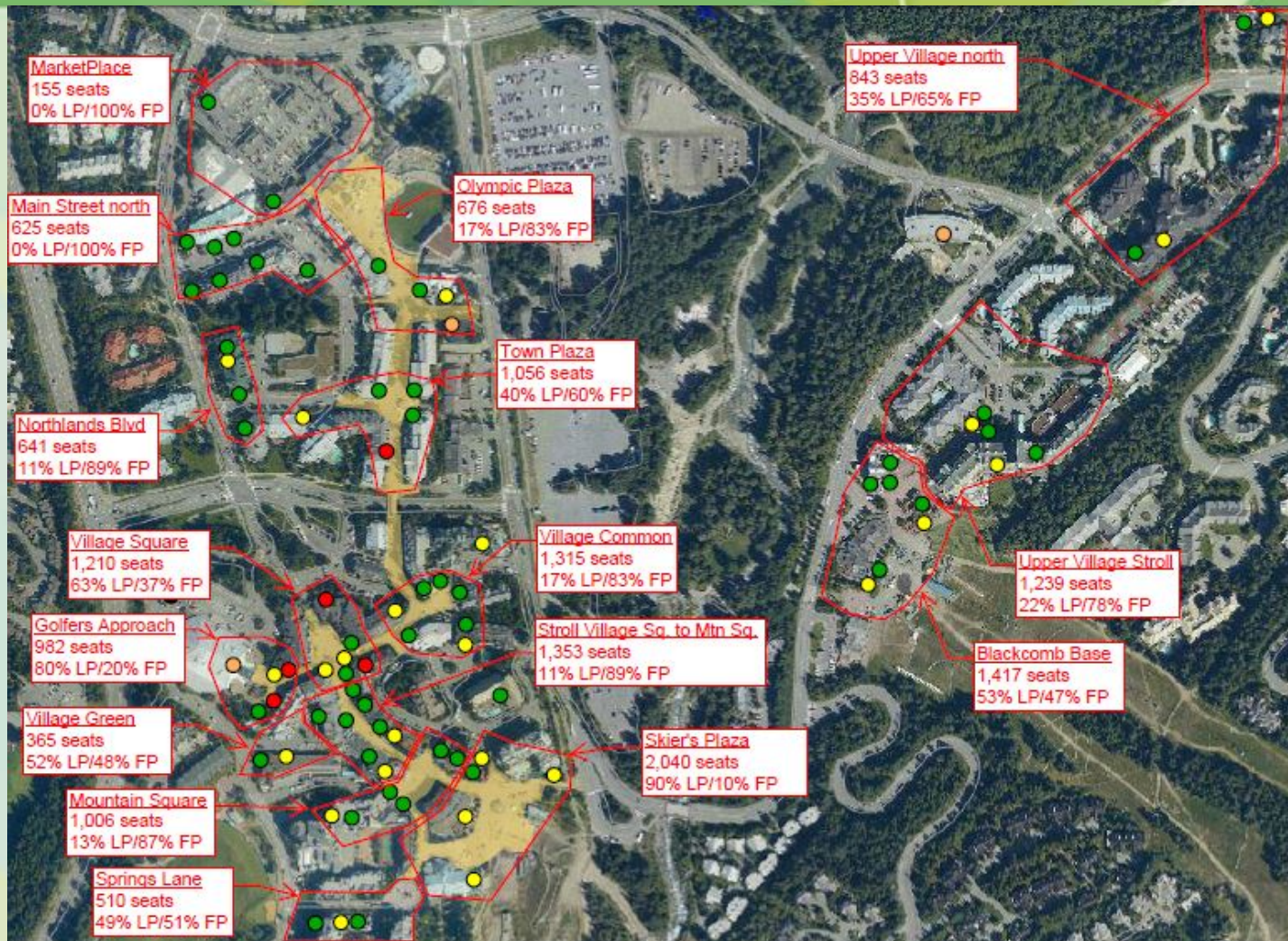
Liquor Licence Types

- **Food primary**
- **Liquor primary**
- Manufacturing
- Catering
- Special Event Permits
- Retail liquor sales

Current Whistler Licences

	Number of Establishments		Capacity			% of Total	
	LP	FP	LP	FP	Total	LP	FP
Village Centre	20	28	4,574	5,183	9,757	47%	53%
Village North	4	18	610	2,569	3,179	19%	81%
Upper Village	6	10	1,319	2,180	3,499	38%	62%
Whistler Creek	3	8	598	1,278	1,876	32%	68%
Other Areas	2	7	115	591	706	16%	84%
Total Establishments	35	71	7,216	11,801	19,017	38%	62%
Event-driven Facilities	3	0	5,786	0	5,786	100%	0%
Hotels Banquet Areas	0	9	0	8,465	8,465	0%	100%
On-Mountain Day Lodges	0	4	0	6,031	6,031	0%	100%
Grand Total	38	84	13,002	26,297	39,299	33%	67%

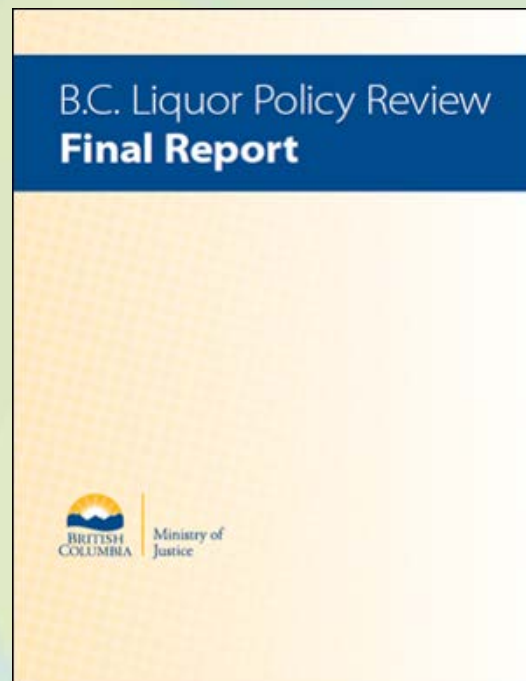
Village Establishments by Area



● Restaurant with table service
 ● Pub/lounge
 ● Nightclub
 ● Event-driven Liquor Primary

Provincial Liquor Policy Review

- Stakeholder consultation and Council input in 2013
- 73 recommendations for change announced in 2014
- 90% of recommendations now in force
- RMOW input during implementation



Major Provincial Policy Changes

- Liquor can be sold in grocery stores
- “Happy Hour” permitted
- Restaurant patrons not required to order food
- Minors permitted in pubs/lounges until 10 p.m.
- Retail liquor sales at farmers’ markets, competitions
- Ski area/golf course Temporary Use Area (TUA) endorsement
- Serving It Right program expanded
- Dual licensing – restaurant can transition to bar at night
- **“Any business” can apply for FP or LP licence**

Provincial Policy: Non-Traditional Businesses

- “Any business, even businesses without a primary focus on food service, can now apply for a **food primary licence**.
 - ✓ Local government comment not required; floor plans must be stamped by municipal fire authority for occupant load.
- “Any business, except those that operate in a motor vehicle or are primarily directed at minors, can now apply for a **liquor primary licence**.”
 - ✓ Local government must obtain the views of residents and provide a Council resolution/recommendation

Municipal Liquor Policy Framework

- Council Policy G-17, Municipal Liquor Licensing Policy
 - ✓ Guiding principles for municipal role in liquor licensing
 - ✓ Policy guidelines for hours, capacity and specific licensing decisions
 - ✓ Application process and fees
- Zoning Bylaw
- Business Regulation Bylaw
- Business Licensing Bylaw

Municipal Policy: Non-Traditional Businesses

- Liquor service complementary and subordinate
- Liquor service only when primary business operating
- No liquor service past 10 p.m.
- Access by minors must be considered
- Impacts on community must be considered/mitigated
- Community support for liquor primary licences
- Serving It Right certification required

Potential Community Concerns

- What types of businesses are appropriate for a liquor licence?
- Are there public or customer safety risks?
- Impacts on Village atmosphere, visitor experience, resort reputation?
- Impacts on business of licensed establishments?
- Impacts of increased availability of alcohol?
- Impacts on youth and young adults?
- What if primary business closes, moves, changes focus, is sold?

City of Vancouver Policy

- Concerned about expanded access to liquor
- Surveyed residents and stakeholder groups
- Policy recommendation – a cautious approach:
“Given City liquor policy aims to balance access to liquor with the goal to protect public health and safety, only applications from arts and cultural organizations will be considered on a case by case basis.”

Proposed Regulation – Temporary Use Permits

- Considered on case-by-case basis, provide flexibility, are discretionary
- Valid for limited period of times, but can be renewed
- Do not establish permanent uses – unlike zoning
- Could satisfy policy objectives for regulation of liquor licences for non-traditional businesses
- Previously used in 2010 for Games-related activities
- Now used to regulate home-based artist studios

What Does the Community Think?

- Which types and locations of non-traditional businesses should be considered?
- What conditions should be imposed?
- What are the potential benefits to the resort?
- What are the potential negative impacts?
- Comments on proposed regulation by Temporary Use Permits

Proposed Next Steps

- Open house to inform community and solicit input
 - ✓ Liquor Licence Advisory Committee (LLAC) members
 - ✓ Whistler Chamber, member businesses
 - ✓ Business associations
 - ✓ Tourism Whistler, Arts Whistler
 - ✓ Health and social services organizations
 - ✓ Whistler residents
- Evaluate input and prepare draft policy
- LLAC review and recommendations
- Council consideration of policy and bylaw amendments

Recommendation

That Council authorize staff to convene an open house to engage the community as input to the development of municipal policy and regulations with respect to liquor licences for non-traditional businesses.