



☎ 250.563.6969
✉ gm@theatrenorthwest.com
📍 www.theatrenorthwest.com

January 25, 2024

Liquor Cannabis Regulation Branch
4th Floor 645 Tye Road,
Victoria BC

Re: LCRB Letter of Intent: Theatre NorthWest

Proposed Address: #36 556 North Nechako Road, Prince George BC V2K 1A1

Background

Theatre NorthWest is proposing to add a Liquor Primary to their not-for-profit organization. As part of their business plan, they wish to provide an added amenity to patrons, and to continue to fundraise on site with events that include liquor.

Hours of Operation

The applicant is seeking hours of operation from 12noon – 23:00 Sunday to Wednesday, and 12noon – 01:00am Thursday, Friday, and Saturdays.

Site Layout & Proposed Service Area

The proposed liquor primary is at #36 556 North Nechako Road. The site is approximately 14,000sqft including, lobby, seating area (the house), changing rooms, bathrooms, offices, workshops, and storage. Patrons enter the lobby through the front door. Most, but not all of our events have assigned seating. Some events, especially fundraisers, include standing and mingling.

The applicant is seeking liquor services throughout the entire space to allow for movement and group practice.

Entertainment

The applicant wishes to offer the community of Prince George a theatre experience that includes the option of an alcoholic beverage. The focus of the business is to bring live professional theatre to Prince George. There might be a dance floor at fundraisers only. At fundraisers there will be background music.

Proposed Capacity

Theatre NorthWest #36 – 556 North Nechako Road Prince George BC, V2K 1A1



 250.563.6969
 gm@theatrenorthwest.com
 www.theatrenorthwest.com

The applicant is seeking the capacity of 300 Persons.

Food Services

The applicant does not have a kitchen on site but will have snacks and desserts available to guests. There will also be a mixture of snacks on hand as well as non alcoholic beverages.

Composition of Neighbourhood

Theatre NorthWest is located in the Parkhill Centre in a light industrial area of Prince George. There are few residential units near this location.

Noise Disturbance Mitigation

The applicant is not proposing any exterior service areas. Our core business and fundraisers happened after our neighbor's standard working hours. To the best of our knowledge, in our 29+ years of operation, we have never had a noise complaint.

Endorsement

Minor service will be permitted in the service area during our theatrical productions, but not for fundraisers. Food service will be available when minors are present.

Yours truly,
Marnie Hamagami
Artistic Producer, Theatre NorthWest