

Date: March 19, 2026

To: **Mayor and Council.**

Name and title: Deanna Wasnik, Director of Planning and Development

Subject: Liquor License Application No. LL100207

Applicant: (The Coast Prince George) APA Hotel Canada Inc., Inc. No. BC0105008

Location: 770 Brunswick Street

Attachment(s): Location and Existing Zoning Map
Rationale Letter

Recommendation(s):

THAT Council:

1. CONFIRMS that its comments on the Liquor and Cannabis Regulation Branch’s prescribed considerations are as set out in the report dated March 19, 2026, from Deanna Wasnik, Director of Planning and Development for Liquor License Application No. LL100207;
2. SUPPORTS the approval of the Patron Participant Entertainment Endorsement for APA Hotel Canada Inc., Inc. No. BC0105008 located at 770 Brunswick Street for the following reasons:

This application is not expected to have a negative impact on the community or produce any significant negative land use impacts on adjacent properties.

Purpose:

The applicant has applied to the Liquor and Cannabis Regulation Branch (LCRB) to add patron participation to the existing food primary liquor license at 770 Brunswick Street (subject property) for The Coast Prince George Hotel by APA. This includes hosting karaoke, trivia, dance events, and similar forms of entertainment within their previously established food primary establishment license conditions. The applicant has provided a rationale letter outlining the intent for the proposed patron participation.

Background

Site Characteristics

Location	770 Brunswick Street
Legal Description	Lot A, District Lot 343, Cariboo District, Plan EPP108820
Current Use	Accommodation
Site Area	5,525 m ² (1.37 acres)
Zoning	C1I: Downtown

Liquor and Cannabis License Policy

Type of License	Food Primary Liquor License
Current Hours of Service	Monday to Saturday 11:00 am to 1:00 am Sunday 11:00 am to 12:00 am
Occupancy Load	Range between 20-570

Policy / Regulatory Analysis:

Liquor and Cannabis Regulation Branch

The LCRB is the provincial authority for liquor licensing and is regulated by the *Liquor Control and Licensing Act* and the *Liquor Control and Licensing Regulation*. All liquor licenses and changes to existing licenses are approved and issued by the LCRB. The LCRB requires that the local government reviews the application, gathers the views of residents that will be affected by the proposal and passes a resolution on the application. The applicant has concurrently applied to the LCRB for an amendment to the liquor primary license. Once Council reviews this application, a resolution from Council will be forwarded to the LCRB.

City of Prince George Liquor and Cannabis License Policy

The [City of Prince George Liquor and Cannabis Licensing Policy](#) (LCLP) establishes guidelines for the operation of licensed liquor establishments and cannabis retail stores within the City. The LCLP provides guidelines on hours of operation and location. Staff have evaluated the criteria outlined in the LCLP and have considered their relevance to this application, as noted below.

Patron Participation Entertainment

The LCLP guidelines state that the following types of patron participation entertainment may be permitted in food primary establishments such as karaoke, comedy club, music club and dinner theatre. This application is to permit special events with patron participation at The Coast Prince George Hotel, which is consistent with the LCLP.

Location of Establishment

The subject property is located at 770 Brunswick Street, which is identified as Downtown within the Official Community Plan (OCP). This designation is intended to accommodate uses that will support the heart of the Community.

Surrounding Land Use Table

North	7 th Avenue; Commercial
South	Civic Plaza
East	Two Rivers Gallery; Canada Games Way
West	Brunswick Street

Community Impacts

In addition to the above, Administration has considered typical land use impacts associated with the proposed hours of liquor primary uses including over proliferation, noise, parking, and traffic.

Proliferation of Uses

As the OCP identifies Downtown as the primary entertainment center of the City, there are several locations which have active Liquor and Food Primary licenses or have the potential for a liquor license within 200 m of the subject property (Black Clover, The Twisted Cork, Winston's Resto-Bar, Mulino Kitchen & Craft Cocktails, The Keg Steakhouse).

This application is consistent with OCP policy direction and is typical of other uses occurring within the Downtown designated area.

Noise

The subject property is bordered by 7th Avenue to the north, the Civic Plaza to the south, Canada Games Way to the east, and Brunswick Street to the west, providing a buffer between the subject property and adjacent properties. Additionally, operations are completely contained within the existing building, and as such, alleviates potential noise impacts that may result from the patrons.

Parking and Traffic

The subject property is located along 770 Brunswick Street which has available on-street parking. It is not anticipated that the proposed extension of hours will have any significant impacts on traffic or parking in the area.

Administration supports this application as the proposed liquor license is consistent with LCLP direction and is not expected to negatively impact surrounding uses.

Referrals

This application was referred to internal City divisions and external agencies, including RCMP and LCRB, for comments. No concerns were expressed with respect to this application.

Property Title

As the owner of the subject property is a registered company, a BC Company Search has been conducted to provide the names of the company directors. The following is provided for Council's information:

Incorporation Number	BC0105008
Name of Company	APA HOTEL CANADA INC.
Director Information	Hirano, Yoshihiro; Machiura, Takamasa; and Murai, Yoko

A review of the legal title of the subject property indicated no encumbrances or restrictions that would affect this application.

Statutory Notification and Public Consultation

Members of the public wanting to provide comment on the application may submit written correspondence to Council. As per the requirements set out in the *Liquor Control and Licensing Act*, the City of Prince George will mail or otherwise deliver a public notice to property owners and tenants whose interests may be affected by this application. Written submissions received in response to the public notice for this application will be provided to Council for their consideration at the time the application and granting of the permit is being considered. Submissions received after the Council meeting agenda has been published will be provided to Council as a handout on the day of the Council meeting for consideration during deliberations on the application.

Alternatives:

1. Approve the resolution
2. Approve the resolution as amended
3. Refuse the resolution
4. Defer or otherwise deal with the resolution

Administration recommends that Council approve the resolution as written in the recommendation.

Summary and Conclusion:

The applicant has applied to add patron participation to the subject property. Administration recommends that Council approve the recommendation and forward it to the LCRB as the application is consistent with the OCP and LCLP.

Respectfully submitted:

Deanna Wasnik, Director of Planning and Development

Prepared by: Colin Benny, Planner I

Approved:

Andy Beesley, Acting City Manager/
Director of Civic Facilities and Events

Meeting date: 2026/04/13