



Job #:010233 & 010237

April 27, 2021

Deadfall Brewing Company Ltd.  
1733 Nicholson St. S.  
Prince George BC V2N 1V7

Email: [brandon@deadfallbrewing.com](mailto:brandon@deadfallbrewing.com)

Dear Brandon,

**Re: Approval in Principle (AIP) - Brewery Licence with *On-Site Store Endorsement***  
**Applicant Name: Deadfall Brewing Company Ltd.**  
**Proposed Establishment Name: Deadfall Brewing Company**  
**Proposed Location: 1733 Nicholson St. S. Prince George**  
**AIP Expiry Date: April 26, 2022**

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This letter is to acknowledge receipt of application and supporting documents by the Liquor and Cannabis Regulation Branch (the LCRB) for a brewery licence proposed to be located at the above-noted address.

I have had the opportunity to review your application and supporting material for criteria including business intent, eligibility and applicant suitability, as well as preliminary review of your manufacturing site and building floor plans.

Based on my review, your application is deemed complete as of today and Approval in Principle (AIP) for the manufacturing facility and on-site store endorsement is granted, and the plans have been signed and dated as such. This AIP allows you to proceed with construction/renovations of the manufacturing facility; this AIP does not allow you to begin manufacturing.

I have enclosed a copy of the AIP plan which includes the manufacturing facility and secured storage area outlined in red, and the on-site store and tasting area outlined in blue. You may construct or renovate the manufacturing area in accordance with the approved plan. If this is not an accurate assessment of the plan, or the plan changes significantly during construction, please contact the writer as new plans may be required to be submitted to determine if a new application is required.

Note that this approval is subject to, but not limited to, all local fire and building, zoning, jurisdictional bylaws, ALR restrictions/approvals, and health authority approvals as required in your area. You will also need to contact Canada Revenue Agency – Excise Duty Pacific Region to inquire about the federal brewery licence requirements if you have not done so already.

## **Terms and Conditions**

Terms and Conditions for the operation of the manufacturing facility and endorsement area(s) are detailed in the [Manufacturer Terms and Conditions Handbook](#), which is available on our website. Please ensure you review the handbook prior to scheduling a final inspection as it will also be an opportunity to discuss any questions that you may have regarding the operation of your manufacturing business in accordance with the *Liquor Control and Licensing Act* (the Act) and *Regulation* (the Regulations). **Note:** the guide is updated periodically – it is your responsibility to keep apprised of any changes that may occur.

## **Liquor Distribution Branch Manufacturer's Agreement**

The applicant is required to enter into a Manufacturer's Agreement with the Liquor Distribution Branch (LDB), which provides the authority for the applicant to make sales in the province and ensures the applicant understands the appropriate policies, procedures and reporting requirements associated with these sales. The LCRB has provided the LDB with a copy of your Manufacturers application, floor and site plans, and business proposal documents. LDB staff will be in contact with you to arrange for your signing of the LDB Manufacturer's Agreement. If you have questions relative to the LDB agreement and your obligations, contact [regemail@bcldb.com](mailto:regemail@bcldb.com) or 604-252-2877.

## **Signage**

Off-site directional signs are permitted provided the appropriate municipal or provincial approvals have been obtained. Drawings of directional signs must also be submitted to the LCRB for approval.

## **Serving It Right**

Serving It Right is a self-study course that educates licensees, managers and servers about their legal responsibilities when serving liquor and provides effective techniques to prevent problems related to over service. The course packages, exams and certificate numbers can be found online at [www.responsible-service-bc.ca](http://www.responsible-service-bc.ca), or by phoning 1-888-461-9080.

Serving It Right must be completed by all sales staff, servers, managers and licensees, before opening for business, and the certificates must be available at all times.

## **Final Inspection Requirements**

When construction/renovation of the manufacturing facility is complete and the manufacturing equipment is in place within the facility, contact Regional Manufacturing Inspector Doug Hufsmith by phone at 236-766-7708 or by email at [doug.hufsmith@gov.bc.ca](mailto:doug.hufsmith@gov.bc.ca) to arrange for a final inspection.

It is recommended that an authorized signatory attend the final inspection; however, you may ask someone to attend on your behalf. Please ensure that the person attending the final inspection can make a decision or answer questions with respect to any compliance concerns on behalf of the licensee.

**At the final inspection:**

- Provide the Inspector with a colour copy of the stamped AIP floor and site plans and a copy of this letter;
- The Inspector will verify that the establishment matches the approved floor plan
- The Inspector will take photographs of the manufacturing facility, manufacturing equipment and on-site store endorsement and tasting area

The final inspection report, photographs and confirmed floor plan will then be forwarded to me for review and if all is in order, I can proceed with final approval.

**Licensing fee:** Upon completing the final review phase of the application, you will receive a notice on your portal dashboard allowing you to pay the first-year licensing fee pro-rated to March 31<sup>st</sup>.

**This AIP expires on April 27, 2022.** An extension to this approval will only be considered where a written request is received by the LCRB no less than 30 days prior to the expiry of the AIP. The request should be accompanied by evidence demonstrating that the delay is beyond the control of the applicant. Where another authority is responsible for the delay, a letter from that authority outlining current status and schedule for completion should accompany the request for extension. Failure to request an extension will result in the application being considered abandoned and therefore, terminated on the expiry date noted. No further notice will be given.

Should you have any questions please contact me by email at [darlene.spencer@gov.bc.ca](mailto:darlene.spencer@gov.bc.ca) or by phone at 778.698.9071

Sincerely,



Darlene Spencer  
Senior Licensing Analyst  
Liquor and Cannabis Regulation Branch

cc: Doug Hufsmith, Regional Manufacturing Inspector  
Liquor Distribution Branch [regemail@bclddb.com](mailto:regemail@bclddb.com)  
Excise Duty Pacific Region [94ANP270G2@cra-arc.gc.ca](mailto:94ANP270G2@cra-arc.gc.ca)  
BC Assessment [connect@bcassessment.ca](mailto:connect@bcassessment.ca)




# Liquor and Cannabis Licensing

## Provide Comment on Lounge Area Endorsement Application

A lounge area endorsement permits the sale and service of liquor for on-site consumption.

The lounge can be an indoor area, with or without a patio attached to the interior lounge, or it may be a stand-alone patio located at the manufacturing site. A lounge may overlap in whole, or in part, a sampling area and/or on-site store.


 If you leave this page, the information you input will be saved. You can continue later from the dashboard.

### BEFORE STARTING THE APPLICATION

The application fee of \$330 must be submitted with your application.

Please note: If your endorsement(s) application is approved, a first year licensing fee of \$330 (pro-rated to March 31) will be required for each endorsement before the LCRB will issue your endorsement.

**Prior to payment, your application will be submitted to your local government/Indigenous Nation for their comment and assessment. Please ensure you have reviewed their policy to ensure your successful submission.**

 If you have any questions about this application, call the Liquor and Cannabis Regulation Branch (LCRB) toll-free at: 1 866 209 2111.

### ESTABLISHMENT DETAILS

**Establishment Name**

**LOCATION ADDRESS**  
The licensed establishment is currently located at the following address:  
**Address**  
  

<b>City</b>	<b>Province</b>	<b>Postal Code</b>
<input type="text" value="Prince George"/>	<input type="text" value="British Columbia"/>	<input type="text" value="V2N 1V7"/>

  
**Country**  
  
  
**Parcel Identifier (PID)**

### LETTER OF INTENT

Provide a letter describing your proposed lounge and/or special event area. Your letter must include:

- Describe the type of food service your endorsement area(s) will offer.  
Manufacturers must provide, at a minimum, a variety of hot or cold snacks and

- non-alcoholic beverages during all hours of operation.
- Identify all types of entertainment that may be offered in your endorsement areas (e.g. films, darts, DJ booth, dance floor, gambling, karaoke, live music, pool)
- Describe the composition of the neighbourhood (e.g. commercial, residential, industrial).
- Describe the potential for noise and other types of disturbance.
- Describe the measures you will implement to ensure nearby residents are not disturbed by your establishment or patrons of your establishment.
- Include any other information that may be relevant to your application.

LOCAL GOVERNMENT/INDIGENOUS NATION AND POLICE JURISDICTION

Enter the local government (or Indigenous Nation) and police jurisdiction where the establishment will be located. Suggestions will be provided after you type the first three characters of the name.

Local Government/Indigenous Nation

Prince George

Selected Local Government/Indigenous Nation

Name: Prince George

Please ensure you have made yourself familiar with the application requirements for this local government (or Indigenous Nation) prior to submitting your application. You may need to contact them prior to submitting to ensure your successful submission.

Police Jurisdiction

Type to search and then select a value

No Police Jurisdiction selected

Zoning

Please provide proof from your local government that the proposed location has been:

- appropriately zoned to operate a licence, or
- is in the process of being appropriately zoned

You are responsible for obtaining the appropriate zoning from your local government to operate a licence at your proposed location. Prior to issuing a licence at the new location, LCRB will require confirmation from your local government that the location is zoned appropriately to operate a licence.

[Zoning\\_1.pdf\(api/file/ab46a507-4333-eb11-b823-005056836bf0/download-file/application/Zoning\\_1.pdf?serverRelativeUrl=%2Fadoxio\\_application%2F010238\\_AB46A5074333EB11B823005056836BF0%2FZoning\\_1.pdf&documentType=Zoning\).kb](#)

908Delete

Is your establishment located on the Agricultural Land Reserve (ALR)?

☐ Yes ☐ No

ESTABLISHMENT CONTACT DETAILS

The phone and email address used to contact your establishment:

Establishment Email

brandon@deadfallbrewing.cc

Establishment Phone

(778) 349-9234

APPLICATION DETAILS

You confirm that the patio service area(s) bounding is sufficient:

- ☐ \* For you to monitor and control patron entry and exit, and
- ☐ \* To visually and physically define the service area.

In opening this patio area you confirm that:

- ☐ \* You will take appropriate measures to maintain care and control over the service area and conduct.

Describe the location of the patio in relationship to the interior service area. \*

What is the status of the patio area construction? \*

Ready to Operate

In Progress

Not Started

If construction has not yet started or is in progress, when do you expect it to be complete?

yyyy-mm-dd

- ☐ The patio is currently the subject of a Temporary Expanded Service Area (TESA) Authorization

Indicate the months you expect to operate the patio (note: if approved, your patio will be licensed for the full year, within the limits of LG/IN bylaws and permits):

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December

Describe how patrons will access the patio (ie. from interior). \*

Will servers have to carry liquor through any unlicensed areas to get to the patio?

☐ Liquor will be carried through any unlicensed area to get to the patio.

If yes, please explain. Only servers are permitted to carry liquor through unlicensed areas.

Liquor will primarily be served from: \*

Fixed service bar(s) on patio

Portable service bar(s) on patio

The interior service bar(s)

Floor Plan

Provide one 11" x 17" and one 8.5" x 11" floor plan. Your application will only be considered if your floor plans include occupant load.

Plans must show all service areas and the following details:

- Labels for each room
- Patio(s)
- Liquor service bars
- Dance floor
- Stage
- Sound or DJ booth
- Washrooms
- Stairs
- Entrances/exits

Plans must also show the physical separation (e.g., pony wall or full-height wall) between the proposed endorsement area(s) and unlicensed areas as well as any area licensed as Food Primary, Liquor Primary or Licensee Retail Store.

All lounge areas, interior, and patio require occupant load. All occupant loads and person capacities will be considered by the local government and/or First Nation.

[Floor Plan 1.pdf \(api/file/ab46a507-4333-eb11-b823-005056836bf0/download-file/application/Floor Plan 1.pdf?serverRelativeUrl=%2Fadoxio\\_application%2F010238\\_AB46A5074333EB11B823005056836BF0%2FFloor%20Plan\\_1.pdf&documentType=FloorPlan\)](#)

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[Floor Plan 2.pdf \(api/file/ab46a507-4333-eb11-b823-005056836bf0/download-file/application/Floor Plan 2.pdf?serverRelativeUrl=%2Fadoxio\\_application%2F010238\\_AB46A5074333EB11B823005056836BF0%2FFloor%20Plan\\_2.pdf&documentType=FloorPlan\)](#)

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SERVICE AREAS

Area No.	Area/Floor Level	Indoor	Patio	Proposed Capacity
1	First floor taproom	<input type="checkbox"/>	<input type="checkbox"/>	30

Area No.	Area/Floor Level	Indoor	Patio	Proposed Capacity
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Total Requested Capacity: 30

Do you currently hold another manufacturer licence at the same site that is already endorsed for the same area?

Yes

No

Site Plan

Provide a site plan that shows the proposed location of all outdoor endorsement(s), the manufacturing building, all features of the property, any personal residences, parking and road access.

The site plan must also identify any other liquor licences and businesses operating at the same site.

Site Plan 1.pdf (api/file/ab46a507-4333-eb11-b823-005056836bf0/download-file/application/Site Plan 1.pdf?serverRelativeUrl=%2Fadoxio\_application%2F010238\_AB46A5074333EB11B823005056836BF0%2FSite%20Plan\_1.pdf&documentType=SitekbPlan). 5663

HOURS OF SALE

Indicate the proposed hours of sales below.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Open	0: ▾	0: ▾	0: ▾	09:C ▾	0 ▾	C ▾	0 ▾
Close	2: ▾	2: ▾	2: ▾	23:C ▾	2 ▾	2 ▾	2 ▾

APPLICATION CONTACT DETAILS

Please provide contact information for the contact that the LCRB should communicate with regarding this application.

First Name \*

Brandon

Last Name \*

Baerwald

Title/Position

President, Head Brewer

Phone Number (main) \*

Email \*

By submitting the email address, you agree that the Liquor and Cannabis Regulation Branch can use it to communicate with you about this application.

DECLARATIONS

The application must only be submitted by an individual with the authority to bind the applicant. The branch relies on the applicant to ensure that the individual who submits this application is authorized to do so. Typically, an appropriate individual in a corporation will be a duly authorized signatory who will usually be an officer or, in some cases, a director

Note: A lawyer or consultant, may NOT submit this application on behalf of the applicant.

☐ \* I understand and affirm that I am authorized to submit the application



Section 20 (1) of the Liquor Control and Licensing Act states: "The general manager may refuse to issue, renew, transfer or amend a licence if the applicant fails to disclose a material fact required by the application or makes a false or misleading statement in the application."

☐ \* I understand and affirm that all of the information provided for this application is true and complete

LOCAL GOVERNMENT/INDIGENOUS NATION CONFIRMATION OF RECEIPT OF APPLICATION

LG/IN

Prince George

Name of Official

Title/Position

Phone

(000) 000-0000

Email

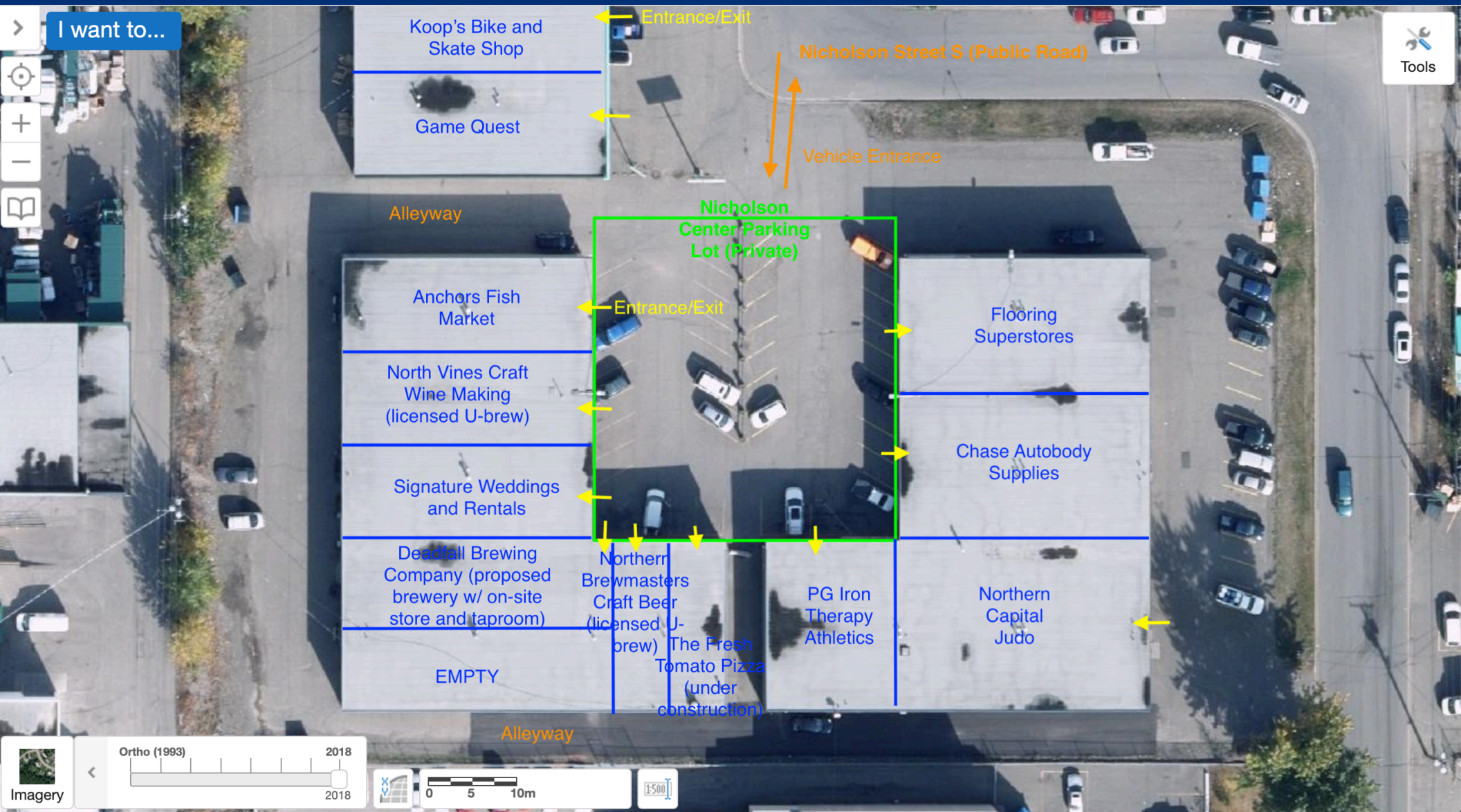
This serves as notice that an application for a lounge and/or special event area endorsement is being made within your community. The Liquor and Cannabis Regulation Branch requests that you consider this application (application form, letter of intent, and floor plan) and provide the Branch with resolution within 90 days of the above received date. Alternatively, local governments/First Nations (LG/IN) can delegate staff with the authority to provide comment.

- If there are any major issues (e.g., zoning), LG/FN may hold off approving the application until the issues are resolved or they have a plan to deal with the issues.
- When LG/FN is comfortable with the application proceeding, LG/FN staff will approve the application. LG/IN will keep a copy of the approved application and all supporting documents.
- Branch staff will contact LG/FN to confirm receipt of the application and identify the Branch staff responsible for processing the application.
- Branch staff and LG/FN staff will advise each other if there are any concerns with the proposed application.

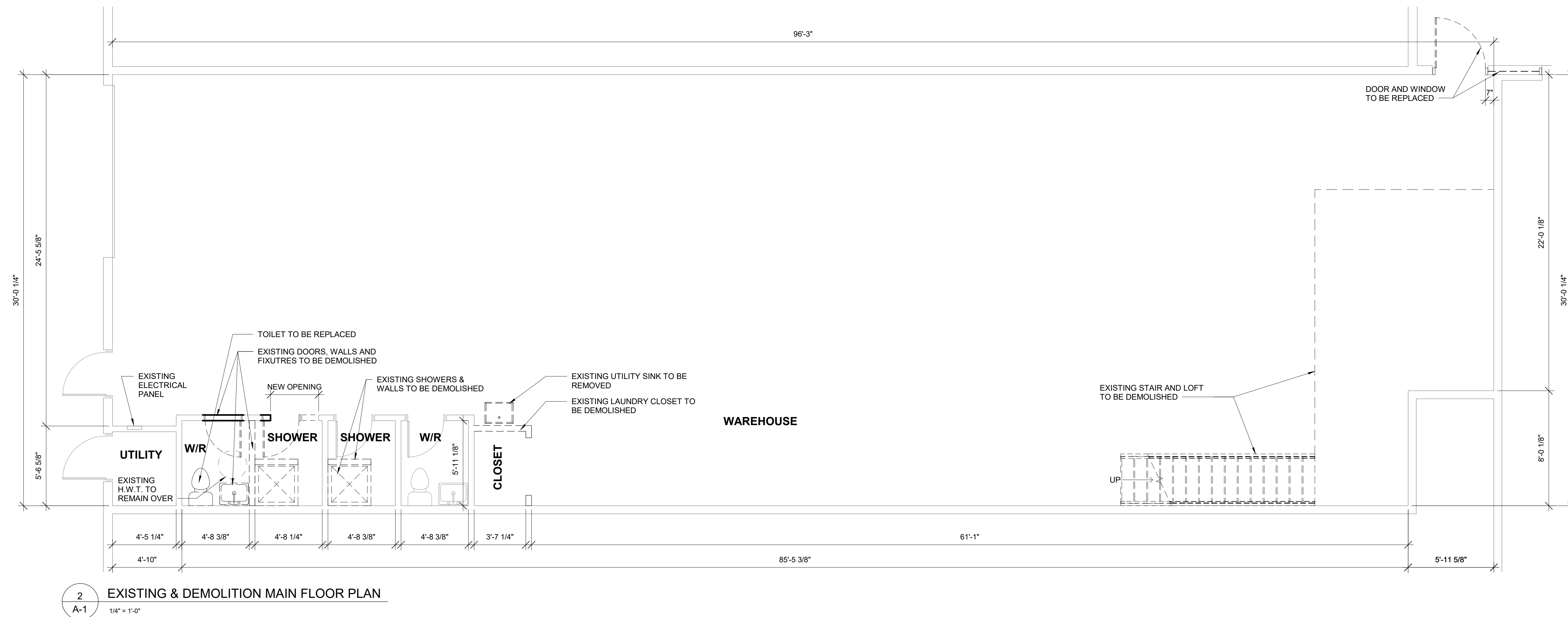
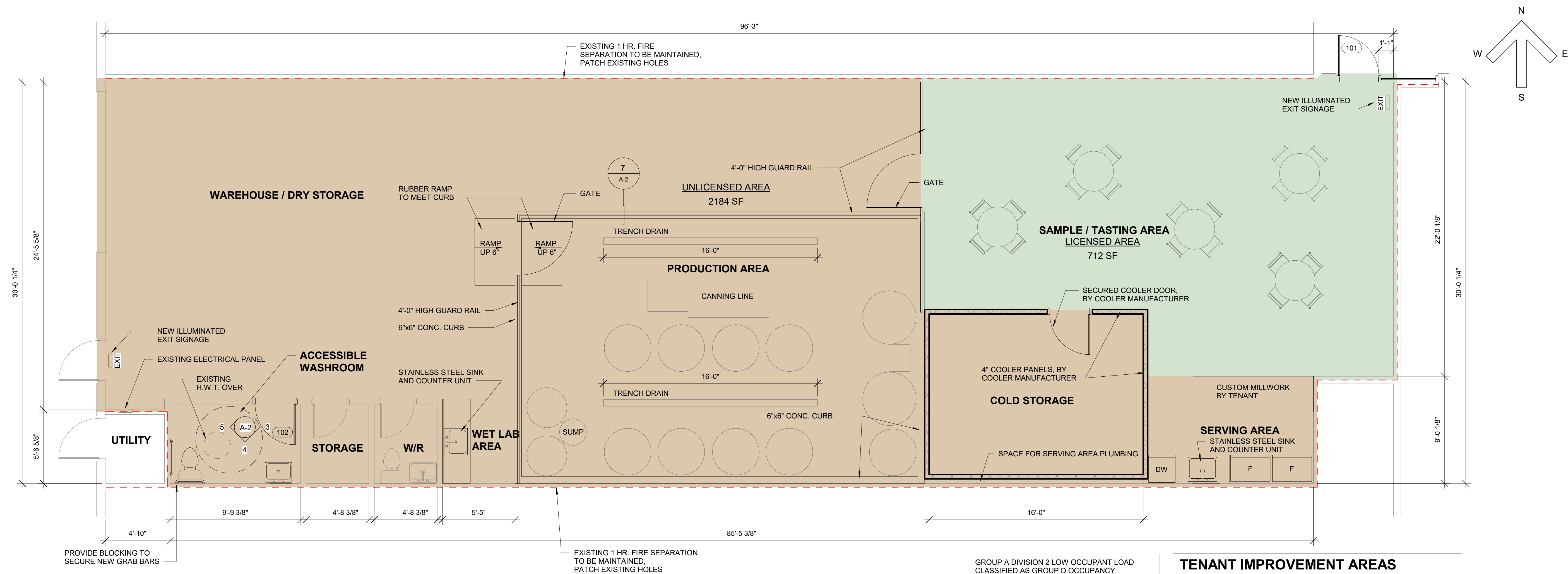
To provide a resolution or comment:

- Gather public input for the community within the immediate vicinity of the establishment.
- Consider these factors which must be taken into account when providing resolution/comment:
  - The location of the establishment.
  - The person capacity and hours of liquor service of the establishment.
- Provide a resolution/comment with comments on:
  - The impact of noise on nearby residents.
  - The impact on the community if the application is approved.
  - The views of residents and a description of the method used to gather views.
  - The LG/FN recommendations (including whether or not the application should be approved) and the reasons on which they are based.
- Provide any reports that are referenced in, or used to determine, the resolution/comment.
- If more than 90 days is required, provide a written request for extension to the Branch.
- If LG/FN opts out, or is the applicant, the Branch will gather public input and contact LG/FN staff for information to assist the Branch in considering the regulatory criteria.
- If you have any questions, or the establishment is located on Treaty First Nation land, please call the Branch toll-free at 1-866-209-2111 to speak to a Senior Licensing Analyst.

TO UPLOAD DOCUMENTS, DRAG FILES HERE OR [BROWSE](#).







1 31/05/21 ISSUED FOR  
ZONING  
AMENDMENT

No.    DATE    REVISION  
(ddmmyy)

PROJECT TITLE  
**DEADFALL  
BREWING**

1733 NICHOLSON ST  
S  
PRINCE GEORGE, BC

© Copyright reserved. this plan and design is and at all times remains the exclusive property of Chernoff Thompson Architects North and cannot be used without the architects consent.

All dimensions on the project must be checked by the contractor.

This drawing must not be used for construction purposes until here counter-

ctan: date:

SHEET TITLE

MAIN FLOOR  
PLAN

PROJECT No.	557-21
DRAWN	J.S. / D.K.
CHECKED	T.B.
SCALE	1/4" = 1'-0"
DATE	03/05/2021
PRINTED	31/05/2021 4:22:38 PM

REVISION No. 1

**A-1**

230-177 VIC TORIA STREET, PRINCE GEORGE BC V2L 5R8  
PHONE: (250) 564-7285 FAX: (250) 564-7286  
ADMIN@ARCHITEC.TSNORTH.CA WWW.ARCHITEC.TSNORTH.CA

CHERNOFF THOMPSON ARCHITECTS NORTH