

Sierra North Enterprises Ltd
O/A Charlie Lake General Store
12677 Charlie Lake Frontage Road
Charlie Lake, BC V0C 1H0

Peace River Regional District
9505 100th Street
Fort St. John, BC V1J 4N4



To whom it may concern;

Please accept this letter for consideration and discussion related to the proposal to repeal the Peace River Regional District Zoning Amendment Bylaw No. 2316, 2018 and replace it with the Peace River Regional District Zoning Amendment Bylaw No. 2377, 2020.

The proposed Amendment Bylaw No. 2377 has a number of definitions including:

Where permitted, cannabis retail stores may not be located on properties within:

- i. 200 metres from a parcel containing a school or day care; and
- ii. 100 metres from any parcel containing a park, place of worship, medical clinic, rehabilitation centre, or other cannabis-related business

It is our intention to request further amend to the proposed bylaw amendment to remove the requirement to be more than 100m from a place of worship. The proposed restrictions will, in fact, prohibit the ability to operate a retail cannabis establishment in the Charlie Lake Community. We have been working with the bylaw officer, the environmental team and the North Peace Land Use Planner to explore possible locations. We have found almost all of the C2 zoned properties that conform to these restrictions are already occupied by either farm or industrial equipment shops; the only other possible location could be at the strip mall along the Alaska Highway. Unfortunately, the owner of the building is not open to exploring this opportunity. All other C2 zoned parcels within the Charlie Lake community are either within 200m of the school or within 100m of a park or place of worship. In essence, the bylaws you plan to introduce for the regulation of cannabis retail establishments in the PRRD will restrict and prohibit the ability to operate a retail cannabis establishment in any reasonable C2 zone site within the Charlie Lake community.

The City of Fort St. John and the City of Dawson Creek have both limited the proximity restrictions only to school or college and to parks; neither municipality have any restrictions to proximity of a place of worship. We are hopeful that the Peace River Regional District will enable the same allowance.

The lot at 12687 Charlie Lake Frontage Road is our proposed site to open a retail cannabis store. It's close proximity to Charlie Lake General Store is the ideal setting and will allow us the protection of a well known and heavy trafficked business. The store is an established business with a fully operational security system that includes multiple cameras inside and out. The store is open from 5:30am to 11:00pm daily and always has a minimum of 6 staff on site during those times. The Charlie Lake General Store has been a part of the Charlie Lake community since 1977. The store has always done it's best to supply the essentials and beyond to keep our residents from having to travel outside of the community whenever possible. In the last two years we have completely reimagined the store to be a one-stop-shop for grocery, fuel, liquor and take-out.

We want to ensure that the expansion to Charlie Lake is executed with a well-developed retail platform that will allow customers to interact with knowledgeable staff and provide them with a safe and responsible experience. We own and operate 4 retail liquor stores; we know how to train and manage staff to navigate safely and responsibly in a high-risk market that requires diligence in ensuring our customers are neither under age or over served. This is our business and we do it well. Having a retail cannabis store located in Charlie Lake would further reduce the need to travel outside of the community. This store would create 6 – 8 new jobs adding to the 20-person staff we currently employ at the Charlie Lake General Store; the majority of which reside in Charlie Lake themselves.

We are currently in negotiations to purchase the parcel at 12687 Charlie Lake Frontage Road. We plan to subdivide as required to conform to the Peace River Regional District bylaw regulations. This opportunity may not be possible under the current restrictions noted in the proposed Bylaw 2377. That being said, the lot in question is only meters away, in either direction, from adhering to the proposed bylaw compliance.

The Peace River Regional District has always had the safety of its residence in the forefront; this is another positive point to our proposed location. Our experience in the retail liquor industry has shown us that isolated areas are more prone to robbery and other undesirable behaviors. A well populated commercial district provides a safer environment; safer for employees, customers and the community in general.

The motivation to repeal the existing bylaw is well received and supported; however, further amendments are required in order to be a functioning guidance. We want to ensure you that we are responsible owners that are ready to take on this opportunity with the care and responsibility a project of this nature requires. We are a part of the community and want to add further value – not degrade it in any way. We have no plans to display any distasteful signage or advertising. A market for cannabis sales already exists; we just want the opportunity to service it locally. We welcome a chance to engage in an open discussion with you about any concerns you may have and how we plan to ensure this is a successful enterprise for the community and our business growth.

Kind Regards,

John Hynes