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**APPLICATION FOR A LOUNGE ENDORSEMENT
FOR A MANUFACTURING FACILITY**

**AT: HUDSON TAPHOUSE & GRILL BREWERY AND DISTILLERY
785 CALEDONIA AVENUE,
VICTORIA, B.C.
V8T 0C2**

APPLICANT: HUDSON BREW CORP.

**LETTER OF INTENT
FOR AN APPLICATION FOR A LOUNGE ENDORSEMENT FOR A
MANUFACTURING FACILITY**

Submitted to:

**Liquor and Cannabis Regulation Branch
4th Floor – 645 Tye Road
Victoria, B.C. V9A 6X5
Tel: (250) 952-5787**

Submitted by:

**Rising Tide Consultants
1620 - 1130 West Pender Street,
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PRIMARY FOCUS OF THE BUSINESS

The Hudson Taphouse & Grill is proposed to be a dual manufacturing facility whereby both the brewery and distillery applied for, are proposed to have a lounge, tasting and retail endorsement on each license. The concept is open plan and all endorsements areas are to overlap.

The vision comes from a hospitality industry veteran, Grant Turner who owns and operates the Yates Street Taphouse. Mr. Turner has positioned the Hudson Brewery and distillery along Blanshard Street frontage of the newly constructed 15 story Hudson Walk Two rental tower in the City of Victoria.

The applicant's mission is to establish an image and position their product in order to generate recognition. Hudson Taphouse & Grill expects to position itself as a leading brewer/distiller in British Columbia by creating a destination in the heart of the Hudson District of Victoria. The Hudson District houses many offices in the area and people are excited about another establishment to go to for lunch or after work for food and beverages. The Save-on Foods Memorial Centre is situated nearby and there will be clientele seeking out a place to go for dinner and drinks if attending an event at the arena. Although it is estimated there will be 2,000 residents occupying the 900 units within the tower after completion, the applicant realizes resident clientele is not enough to sustain their business model, and is determined to create a gathering point for both locals and tourists. Victoria has a smart and educated beer and liquor populace that demands a breadth of selection and the applicant intends to be a small-batch brewer and distiller who can pivot to meet demand as needed. They will offer a boutique, artisan approach to all of their products.

Featuring massive windows facing the street, high ceilings in the brewhouse and glass walls, the space will feature a unique blend of West Coast décor and casual inviting brew pub ambiance. The multi-level facility is situated over 3 floors and is very much an open concept inviting model. Below is a breakdown of each levels intended use:

Main level: Guests walk directly into the lounge on main level. Here they will be able to choose from comfortable built-in banquettes, long table family style seating or smaller two tops to offer quaint and comfortable seating. The applicant is proposing two patio areas directly off the main level lounge. Patio 1 is to be located at the back of the facility adjacent to the retail and tasting space. Patio 2 is to be located directly at the front of the facility facing busy Blanshard Street. Both patios are proposed to be bound with glass railings to control patron access. They will also have dedicated staff for the areas, and clean sightlines from the interior liquor services bar through the large grade windows. This main level is the hub of the brewery's manufacturing operations. Guests will be able to watch the brewing and distilling processes right from their seats.

Lower Level: Guests can walk past the main liquor service bar and access a stairwell to the lower floor lounge. Here guests will find cozy built in booths along with two pool tables. They will also have the ability to watch the rest of the manufacturing plan operations for the brewery. There will be a liquor service bar on this level as noted on the floor plan to directly serve guests.

Upper Mezzanine: The upper mezzanine area is intended to be used as a tasting area where guests can book the space and learn about the products that are manufactured on site. To access the mezzanine, guests take the stairway directly adjacent to the retail and tasting area. There is no liquor service bar proposed at this level. The food and beverages would be delivered directly from wait staff from the main floor. This area may also serve as overflow for the lounge space.

Retail: The retail area is located on the main level towards the back of the facility, adjacent to the back patio. Guests can access the retail space either by way of the lounge or through the adjacent access door that leads into a common exterior area for surrounding walking traffic. The retail service area will have one point of sale till located on the service bar, as indicated by marked up drawings attached. The applicant wishes to also allow for growler fills and tastings to be conducted within this area.

The applicant is proposing a interior capacity of approximately 278 persons along with two patios totaling 80 persons and a total capacity of approximately 358 persons. The breakdown is as follows:

- Lower Area: 44 persons
- Main Level: 192 persons
- Mezzanine Tasting: 32 persons
- Retail/Tasting: 10 persons
- Patio 1: 50 persons
- Patio 2: 30 persons

HOURS OF OPERATION

The proposed hours of licensing for this liquor primary establishment are 9:00 a.m. to 1:30 a.m., 7 days per week.

FOOD SERVICE

The Hudson Taphouse & Grill will provide exceptional food and beverage service in a modern pub culture environment. The menu will pair craft beer and distilled product selections with fresh sustainable comfort food. They will have on their menu a full selection of appetizers and entrees that are a mix of hot and cold and that have been procured by Chef James Work.

ENTERTAINMENT

The entertainment in this establishment will include background music along with some live entertainment. From time to time a local musician or local DJ's will be featured. The Hudson Taphouse & Grill is proposing a dance area and have denoted the space on the floor plan. There will be TV monitors available for guests to enjoy seasonal sporting events and this will enhance the Hudson Taphouse & Grill focus of providing a comfortable atmosphere. Additionally, the applicant is proposing two pool tables to be positioned on the lower level for guests to enjoy.

COMPOSITION OF NEIGHBOURHOOD

This area's most prominent use is urban commercial and upcoming residential. Located in the Hudson District which is bordered by Fisgard, Douglas and Blanshard streets, the area is centered on the former Hudson's Bay Department Store, which was converted to a residential and ground floor commercial complex in 2009. Since then the district has grown to include the 12-storey, 120-unit Hudson Mews rental tower, the 16-storey, 178 unit Hudson Walk One rental tower, and nearing completion at the corner of Caledonia Avenue and Blanshard Street, the 15-storey, 106-unit Hudson Walk Two rental tower. Planned on the site of the former Hudson's Bay parkade are two additional residential towers (dubbed Hudson Place, one of which is destined to become the City of Victoria's tallest building at 24-storeys (or taller). Upon build-out the district will include approximately 900 residences.

The closest manufacturer licensed establishments are located as follows:

- Philips Brewing and Malting, 2010 Government St, Victoria, BC V8T 4P1, which is 609.52 m. away from this location; and
- Swans Brewery Pub & Hotel, 506 Pandora Ave, Victoria, BC V8W 1N6 which is 737.96 m. away from this location;

NOISE IN THE COMMUNITY

The applicant is an experienced operator, who has a well-established history with the Liquor Control and Licensing Branch. While it is the applicant's intent to have live music from time to time, the applicant will not permit the Hudson Taphouse & Grill to be detrimental to the area in anyway. The applicant has taken construction measures to ensure sound proofing to adjacent floors would not be transferred.

In addition to construction, the applicant must follow the City Victoria noise by-laws and ensure they are not a noise nuisance to surrounding neighbors. Additional measures such as evening security will also be in place to ensure disbursement of guests in the evenings is done in a safe and quiet manner. The applicant feels it is in their best interest to ensure no noise will negatively impact the surrounding community, as they are focused on attracting the surrounding residential community as their client base.

Based on the above noted information, the applicant feels their presence within the community will not create additional noise.

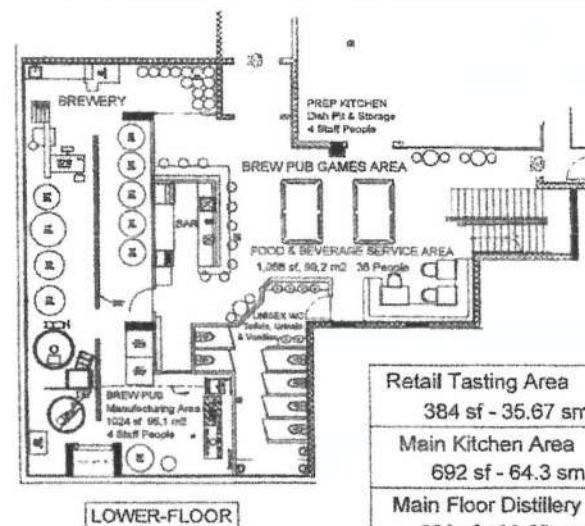
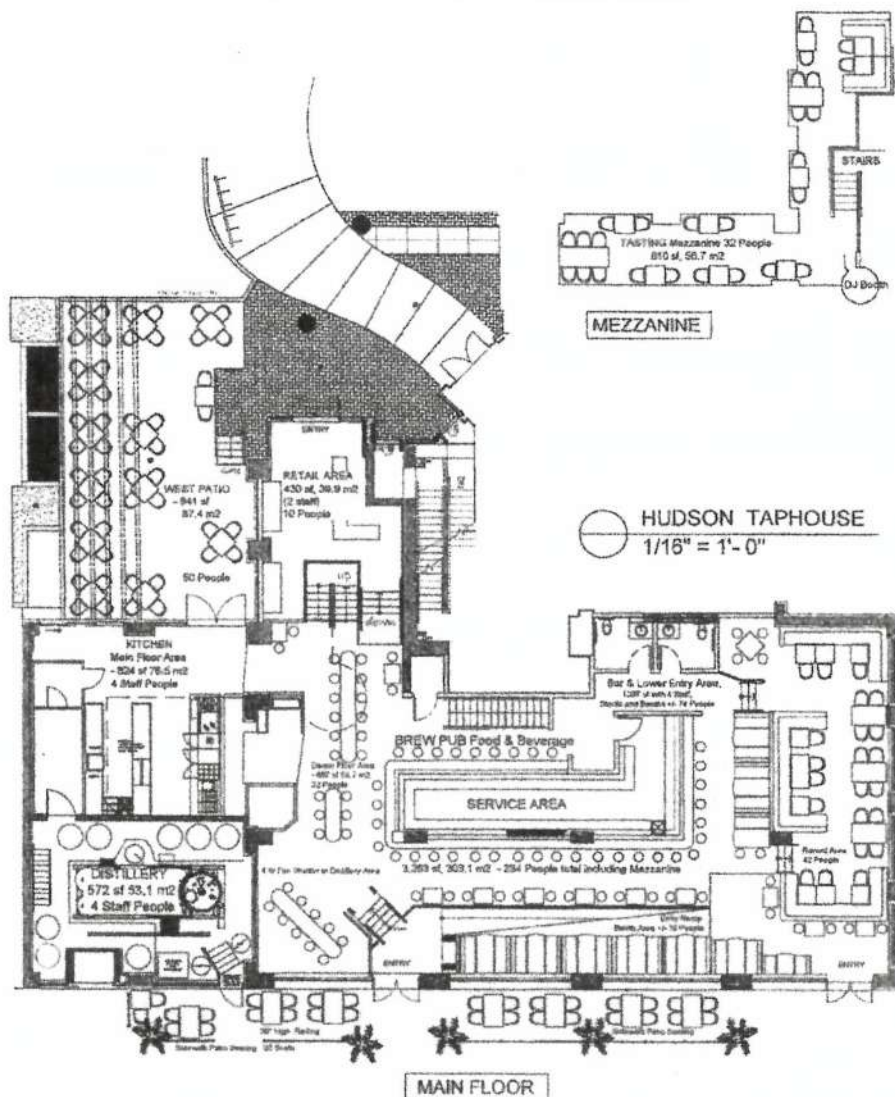
OTHER FACTORS

The applicant also submits the following additional factors for consideration:

- The size of the proposed venue is 278 persons in the interior plus 2 exterior patios totaling 80 persons;
- The proposed Brewery/Distillery will be a modern establishment with tasting, retail and lounge areas. The applicant is not proposing a nightclub;
- The applicant wishes to allow for minors if accompanied by a parent or guardian
- There will be extensive food service available and a commercial grade kitchen;
- Utilizing state-of-the-art micro brewing technology (designed for the purposes of enabling breweries to situate in mixed-use, residential and commercial areas) Key features are: mitigate odors and added soundproofing
- The applicant is an experienced operator running a liquor primary Taphouse nearby.
- The applicant wishes to be permitted to sell the products from this distillery and brewery in his other liquor primary establishment Liquor Primary # 044231

All of which is respectfully submitted this 24th day of September, 2018.

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Retail Tasting Area 384 sf - 35.67 sm	10 People
Main Kitchen Area 692 sf - 64.3 sm	4 People
Main Floor Distillery 688 sf - 63.92 sm	4 People
Bar Area 1397 sf - 129.78 sm	74 People
Entries / Ramp Area 1397 sf - 129.78 sm	36 People
Raised Seating Area 618 sf - 57.41 sm	42 People
Dance Flex Area 697 sf - 64.7 sm	32 People
Tasting Mezz. Area 610 sf - 56.7 sm	32 People
Total Main Floor & Mezzanine Area	234 People
Games Rm. Area 1,038 sf - 96.43 sm	36 People Lwr Floor
Brewery / Prep Kitchen 1,014 sf - 94.2 sm	8 People Lwr Floor
Total Lower Floor incl. Brewery / Kitchen Area	44 People
Patio Areas 950 sf - 88.25 sm	80 People

DISCLAIMER:
It is the responsibility of the contractor to check and confirm all drawings, details and specifications prior to the commencement of any work and report any and all errors, omissions and discrepancies to the designer. In addition, all measurements must be confirmed on site.

Revisions

JC Scott eco Design

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PROJECT
Hudson Taphouse

TITLE
LCB Seating Plans

DATE
17 September 2018

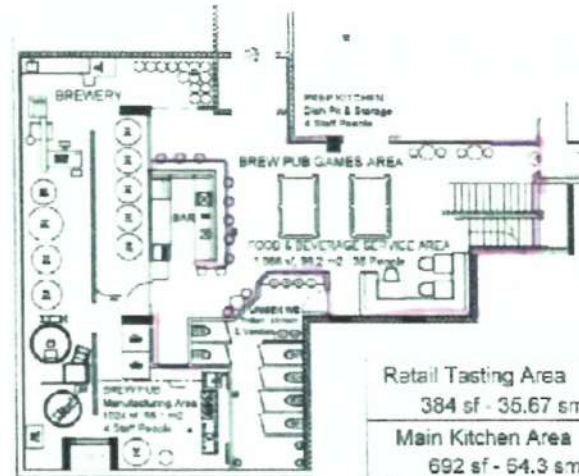
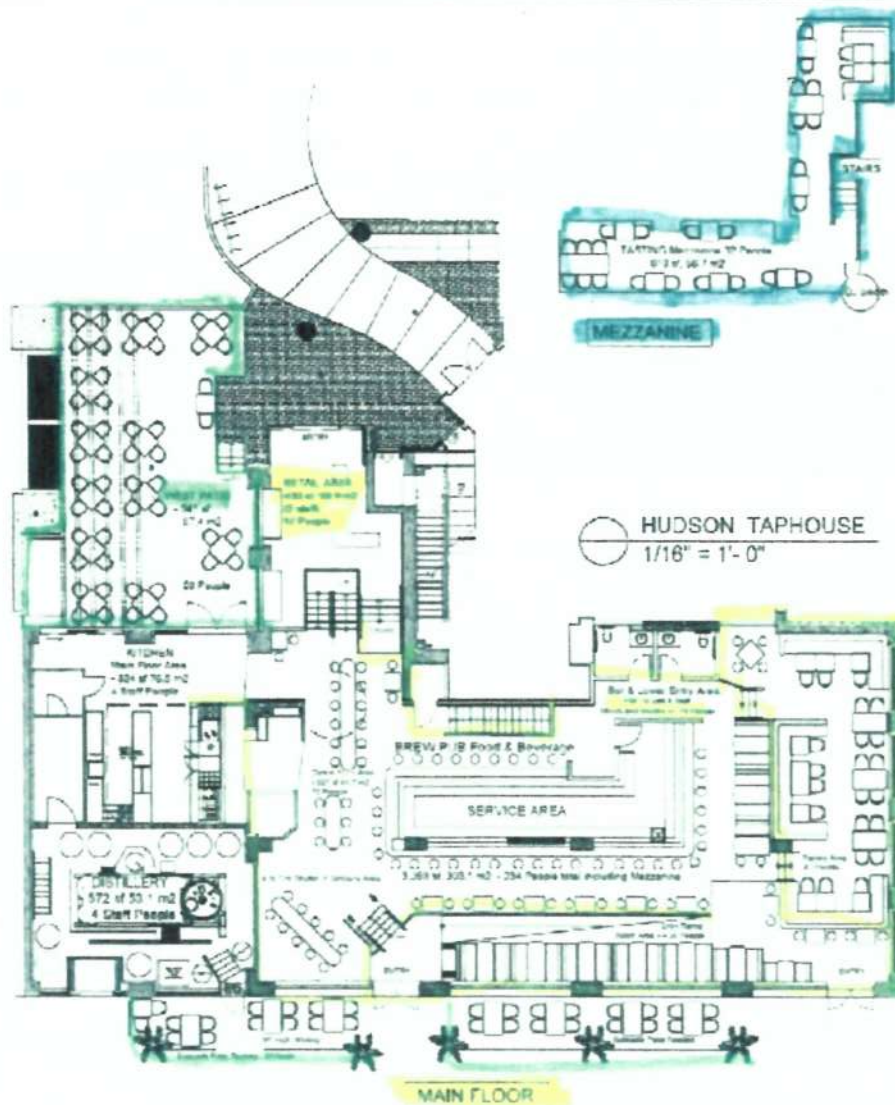
SCALE
1/16" = 1'-0"

DRAWN BY
JCS

CHECKED BY

DRAWING #
ID 1:01

Marked Up Floor Plan



Retail Tasting Area	10 People
384 sf - 35.67 sm	
Main Kitchen Area	4 People
692 sf - 64.3 sm	
Main Floor Distillery	4 People
688 sf - 63.92 sm	
Bar Area	74 People
1397 sf - 129.78 sm	
Entries / Ramp Area	36 People
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REVISIONS

JC Scott eco Design

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PROJECT
Hudson Taphouse

TITLE
LBR Seating Plans

DATE
15 September 2018

SCALE
1/16" = 1'-0"

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JCS

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DRAWING #
ID 1:01

Patio areas
Mezzanine
Main level
Lower level.