

HERALD STREET

BREW WORKS

March. 5th, 2020.

Dear Mayor and Council Members,

Our vision for Herald Street Brew Works is to have an interior space where the patrons feel like they are sitting in amongst the action of a brewery. The main level will have an order station for beer to go, and an adjacent order station for beverages to enjoy onsite, with a deli cooler in between, offering prepared food to eat. There will be a mezzanine with another order station, where the patrons can overlook the brewhouse, bright tanks and fermentation tanks. Continuing up the stairs from the mezzanine, will be a rooftop deck so that Victoria's moderate climate can be enjoyed.

We are the operating partners that jointly own 72% of the shares, ensuring full control of all operations of the business. We would like to re-state that we will be operating the Brewery Lounge as we do the Drake, ensuring a safe and comfortable space that will be welcoming to all ages (all minors must be accompanied by an adult). There is absolutely no plan to create a "nightclub" or "frat-house" ambience as has been suggested by some.

Another fear that has been expressed is that we plan to sell HSBW upon approval of this application or shortly after opening. There is no plan to sell either The Drake Eatery or sell our new project, Herald Street Brew Works. In fact, we have a succession plan consisting of staff that currently work at The Drake Eatery (both of whom own shares in The Drake) already in place for both of our businesses to ensure their long continued operation.

The plan for Herald Street Brew Works is to build it out in 2 stages. The interior construction is almost done and the interior will open shortly. This DP is in reference to the exterior and the roof top deck. Over a third of our opening costs were spent on building upgrades to support a rooftop deck that would safely meet all building codes..

As shown in this DP, the rooftop deck will have a service bar as well as a kitchen to further enhance the family friendly experience. We have met with Chris Le Fevre to discuss how our business would affect his condo development (Iron Works) that is located behind our location. After those discussions we had our architect make some structural layout changes to locate the patrons away from the condos and mitigate sound travel. Chris stated he was in full support of our plan as laid out in this DP.

The patio addition at The Drake Eatery was an instant success and in the 3 plus years of operation (open until midnight) has received no complaints from neighbouring businesses and/or residents in adjacent condos. In fact it has been noted as having brought much needed vibrancy to the Market Square Courtyard. The very limited options for outdoor seating for Food & Beverage venues in Victoria is something that has been noted by locals and tourists alike.

Upon opening, HSBW will employ 10 staff. This rooftop deck would employ an additional of 10 staff.

After traveling and visiting world class craft breweries throughout North America, this project was born. It is a passion project! We want to bring another example of quality brewing to Victoria, and add to the culture experience of Victoria.

With kind regards,

Lee & Mike Spence
Owner/Operators of Herald Street Brew Works