



June 30, 2021

RE: Liquor Retail and Tasting Room Rezoning Application- 450 Hillside Avenue and 2740 Bridge Street

Dear Mayor & Council:

Please accept this letter as part of our Rezoning Application for Hoyne Brewery located at 450 Hillside Ave and 2740 Bridge Street. We respectfully request a site-specific zone that allows for all uses permitted in the M-BP (Brew Pub Industrial District) Zone while allowing the liquor retail store to be a maximum floor area of 50 m². bringing the existing liquor retail store into compliance and to permit on-site product tasting. There will be no other changes to the site.

The site formally housed both Hoyne and Driftwood breweries. As of April 1st, 2021, Driftwood has moved to a new, larger location, and Hoyne has assumed the additional space vacated by Driftwood to provide more and improved space to meet business needs.

We note that the plan attached shows a small retail space of 22.46 m². The zoning request is for a modest 50 m² area that will allow for future flexibility in the design and layout of the retail space. Hoyne has also hosted tasting events from time to time. Tasting opportunities are increasingly part of micro-brewing activities and are anticipated experiences provided to customers. The zoning request includes provision for tasting room use.

GOVERNMENT POLICIES

The proposed site-specific zone will comply with the OCP Urban Place Designation of "Industrial Employment." For example, the following characteristics of "Industrial Employment" Urban Place Designations align with the proposed buildings on the site:

- Built Form: light industrial ranging from one storey to approximately four storeys
- Place Character Features: Ground-oriented buildings and off-street parking
- Uses: Predominantly light industrial uses as well as accessory retail or office uses, on the ground floor
- Density: Total floor space ratios up to 3:1 in the Burnside Gorge neighbourhood west of Bridge Street

It is noted that the Burnside Gorge Neighbourhood Plan highlights breweries as providing "well-paying jobs outside of the tourism. government and professional services sectors found downtown, while supporting the broader economy" (2017). The Burnside Gorge Community Land Use Committee has reviewed the application and a letter of support has been provided and is attached to the application.

Hoyne Brewing Company

#101-2740 Bridge St. Victoria. BC V8T5C5

250-590-5758

www.hoynebrewing.ca

As a member of the Victoria Tourism Association, our site is a promoted stop on the "BC Ale Trail." It plays a significant role in the revitalization of the Rock Bay neighborhood, bringing in trade & commerce from local customers and tourists alike.

The Hoyne Brewery Liquor retail store entrance is located at the corner of Hillside and Bridge Street. It is accessed via an existing street frontage pedestrian sidewalk. The site is located in a highly walkable/bikeable location. Onsite parking is compliant with Schedule C parking requirements and short-term on-street parking stalls is also readily available.

SAFETY AND SECURITY

This site is not situated within a 200m proximity of any elementary or secondary schools. Access to the retail store is via the existing street frontage with direct viewing and adjacency with the street, meeting CPTED guidelines.

LIQUOR REGULATION

Under the terms of our Liquor Manufacturers agreement with the Liquor & Cannabis Regulatory Branch (LCRB), Hoyne Brewery is a licensed establishment that permits on-site retail of our product.

IMPACTS AND INFRASTRUCTURE

Due to the nature of this application, there will be no additional or cumulative impacts on the surrounding area and municipal infrastructure.

CONCLUSION

Rezoning 450 Hillside Avenue and 2740 Bridge Street to a site-specific zone will result in no changes other than bringing the existing liquor retail store into compliance. This application's success will enable this niche market to continue to thrive and contribute significantly as a draw to other local businesses in the area.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sean Hoyne', with a stylized flourish at the end.

Sean Hoyne
Hoyne Brewery