



November 30, 2018

City of Victoria
Sustainable Planning and Community Development
Development Services Division
1 Centennial Square
Victoria, BC V8W 1P6

Re: Application to Rezone to allow additional use - Brewpub

Dear Mayor Helps and Council,

Vancouver Island Brewing would like to incorporate a lounge/tasting room within the current footprint of our existing Brewery Store. There will be no construction or renovations to the building, we would simply like to change how we operate within our existing space in order to have the ability to engage more fully with our customers and surrounding community. For this reason, we are proposing a rezoning of 2330 Government street to allow for a brewpub as a designated use.

Vancouver Island Brewing is located on the brewery walk, ideally situated between Phillips Brewery on Government Street and Driftwood and Hoyne Breweries on Bridge Street. This area draws a large number of tourist and locals alike looking to have an authentic craft brewery experience. We believe that this experience entails more than just buying a 6 pack from a brewery. Having the option to sit back and enjoy multiple samples while watching the brewers work in the Brewhouse, or talk to the Operations Manager as he's passing through the area are experiences that our guests are currently missing.

To that end, in conjunction with this rezoning application we are working with the BC Liquor and Cannabis Regulatory Branch to obtain a Brewery Lounge Endorsement. Our current licence allows us to sell guests no more than 12 ounces of beer in serving sizes no larger than 4 ounces. With a zoning and licence change, we will be able to serve guests a full 12 ounce glass, or allow them to taste all beers made at our brewery. It will be a true tasting room.

VANCOUVER ISLAND BREWING

2330 Government St., Victoria, BC V8T 5G5

250-361-0007 | 1-800-663-6383 | info@vibrewing.com



The brewery is in a leased space with other tenants occupying office and retail space. The area is in the Rock Bay District and zoned to permit breweries, restaurants, light industrial, retail and office uses. Additionally, the site falls within the Activity Noise District, which allows for more noise than the 'Intermediate' or 'Quiet' districts. The site is bounded to the North and West by the Ocean Concrete's work yard, to the South by an empty lot owned by BC Hydro, and to the East by residential and light industrial/ service commercial use.

While our aim is to increase business, we do not anticipate higher traffic volumes until after 5pm on weekdays and all day on weekends. We currently have 25 parking spaces reserved for brewery use with 6 currently dedicated for customer use. The majority of the parking lot is empty after 5pm weekdays and all day on weekends leaving ample parking space for customers during those times. We are also located near major bus routes and have multiple bike racks in our parking lot.

Additionally, we do not believe that the new designated use of our existing space would create additional noise above our current operations. Our intent is to improve access to the brewery and to familiarize customers with new and existing products, not to create a loud, high traffic area. While we may occasionally feature local live music, given the small space which is completely confined within the building, the level of entertainment will be subdued. Any additional entertainment will be limited to simple games (board games, etc.) that consumers can play in a group at their table.

We will have seating for 40 guests and hours will not change from what is currently allowed in our license (daily 9am to 11pm) with actual operating hours starting at 11:00 and ending by 10:00 or earlier depending on consumer demand. We are requesting longer hours as we are often approached by other business and community organizations to host private functions. Some of these events would be cocktail type events in the evening, with food pairings available throughout the space. Seating would be removed and we could see capacity up to our occupancy load of 86 people (inclusive of staff and patrons). We would also be hosting various beer education events run by our brewing staff. The frequency of these hosted events would be bi-weekly or weekly at the most, with larger special events only occurring as often as semi-annually and would be held after hours (5pm-11pm) when neighbouring businesses have vacated the parking spots. These events would be hosted within the building with minimal spill over into our parking lot.



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Despite the zoning allowing for a brewpub, the primary focus of the business will remain manufacturing (production brewery). While we understand a requirement of the lounge endorsement is to provide hot or cold food options for customers, it is not our intention to become a dining destination. We plan to have limited offerings that will enhance the craft beer experience, such as various meat, cheese and cracker offerings produced by other local business. Additionally, we will have non-alcoholic beverages and gluten-free alcoholic options.

It is my hope that this application for rezoning can be supported. I am available at your convenience should you have any questions on this project.

Sincerely,

David Nicholls
General Manager
Vancouver Island Brewing



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