

REPORTS OF COMMITTEES

3. Committee of the Whole – October 19, 2017

1. Rezoning Application No. 00569 and Development Permit with Variances Application No. 00044 for 540 Discovery Street and 2000 & 2010 Government Street

Motion:

It was moved by Councillor Coleman, seconded by Councillor Alto:

Rezoning Application No. 00569

That Council instruct staff to prepare the necessary Zoning Regulation Bylaw Amendment that would authorize the proposed development outlined in Rezoning Application No. 00569 for 540 Discovery Street and 2000 & 2010 Government Street, that first and second reading of the Zoning Regulation Bylaw Amendment be considered by Council and a Public Hearing date be set.

Development Permit with Variances Application No. 00044

That Council after giving notice and allowing an opportunity for public comment at a meeting of Council and after the Public Hearing for Rezoning Application No. 005569, if it is approved, consider the following motion:

"That Council authorize the issuance of Development Permit Application No. 00044 for 540 Discovery Street and 2000 & 2010 Government Street, in accordance with:

1. Plans date stamped July 13, 2017.
2. Development meeting all *Zoning Regulation Bylaw* requirements, except for the following variances:
 - i. Part 7.45, Section 4(1): reduce the width of access at the street from 5m to 4.36m;
 - ii. Schedule C, Section C and D: reduce the required number of parking spaces from 45 to 5;
 - iii. Sign Bylaw No. 14-097, Part 4, Section 18(4): to allow the sign to project above and over the wall to which it is attached;
 - iv. Sign Bylaw No. 14-097 Part 4 Section 18(7): increase the width of a projecting sign at its base from 0.40m to 0.58m;
3. The Development Permit lapsing two years from the date of this resolution.
4. Register a Section 219 Covenant on the property located at 513 Pembroke Street to secure this lot for employee parking from the brewery located at 540 Discovery and 2000/2010 Government Street.

Carried Unanimously

3. CONSENT AGENDA

Motion: It was moved by Councillor Alto, seconded by Councillor Loveday, that the following items be approved without further debate:

3.1 Rezoning Application No. 00569 for 540 Discovery Street and 2000 & 2010 Government Street

Committee received a report dated October 5, 2017, from the Director of Sustainable Planning and Community Development regarding an application to amend the zone to add “brewpub” as a permitted use in the zone.

Motion: It was moved by Councillor Alto, seconded by Councillor Loveday, that Council instruct staff to prepare the necessary Zoning Regulation Bylaw Amendment that would authorize the proposed development outlined in Rezoning Application No. 00569 for 540 Discovery Street and 2000 & 2010 Government Street, that first and second reading of the Zoning Regulation Bylaw Amendment be considered by Council and a Public Hearing date be set.

CARRIED UNANIMOUSLY 17/COTW



Committee of the Whole Report For the Meeting of October 19, 2017

To: Committee of the Whole **Date:** October 5, 2017
From: Jonathan Tinney, Director, Sustainable Planning and Community Development
Subject: Rezoning Application No. 00569 for 540 Discovery Street and 2000 & 2010 Government Street

RECOMMENDATION

That Council instruct staff to prepare the necessary Zoning Regulation Bylaw Amendment that would authorize the proposed development outlined in Rezoning Application No. 00569 for 540 Discovery Street and 2000 & 2010 Government Street, that first and second reading of the Zoning Regulation Bylaw Amendment be considered by Council and a Public Hearing date be set.

LEGISLATIVE AUTHORITY

In accordance with Section 479 of the *Local Government Act*, Council may regulate within a zone the use of land, buildings and other structures, the density of the use of the land, building and other structures, the siting, size and dimensions of buildings and other structures as well as the uses that are permitted on the land and the location of uses on the land and within buildings and other structures.

EXECUTIVE SUMMARY

The purpose of this report is to present Council with information, analysis and recommendations for a Rezoning Application for the properties located at 540 Discovery Street and 2000 & 2010 Government Street. The proposal is to amend the existing M-G-3 Zone, Government Light Industrial 3 District, by adding "brewpub" as a permitted use in the zone.

The following points were considered in assessing this application:

- the proposal is consistent with the *Official Community Plan*, which designates the subject properties as *Core Employment* and supports light industrial, commercial and complementary retail uses.
- the proposal is consistent with the *Downtown Core Area Plan*, which designates the subject properties as *Rock Bay District* and supports a range of commercial and light industrial businesses that provides a diversified and resilient employment base.
- the *Burnside Gorge Neighbourhood Plan* designates the subject properties as *Industrial Employment*, which supports light industry, including production and distribution on the ground floor, with ancillary retail or offices uses limited to those that support the primary

use.

- the applicant has been operating a brewery at this location for over ten years, which currently employs approximately 65 people.
- the applicant would like to expand the existing brewery by adding a brewpub (i.e. tasting room/lounge) for patrons visiting the brewery. The applicant has applied for a Primary Liquor License, which is being dealt with in a separate Liquor License Application.
- the proposed brewpub would have up to 134.

BACKGROUND

Description of Proposal

This Rezoning Application is to amend the existing M-G-3 Zone, Government Light Industrial 3 District, by adding “brewpub” as a permitted use in the zone.

Sustainability Features

The applicant has not identified any sustainability features associated with this proposal.

Active Transportation Impacts

The applicant is proposing to install 16 new Class 1 (secure and enclosed) bicycle parking spaces and six new Class 2 bicycle parking spaces, which supports active transportation.

Public Realm Improvements

No public realm improvements are proposed in association with this Rezoning Application.

Accessibility Impact Statement

The British Columbia Building Code regulates accessibility as it pertains to buildings.

Land Use Context

The area is characterized by mix of commercial, light industrial and residential uses.

Existing Site Development and Development Potential

The site is presently occupied by a brewery including a warehouse and wholesales, and a complimentary liquor retail store. Under the current M-G-3 Zone, the property could be developed into a five storey building consisting of commercial (retail, restaurants and professional services), light industrial (manufacturing, processing and assembly) and/or high tech uses.

Data Table

The following data table compares the proposal with the existing M-G-3 Zone. An asterisk is used to identify where the proposal is less stringent than the existing zone. Two asterisks are used to identify where the proposal is non-conforming.

Zoning Criteria	Proposal	Existing Zone M-G-3 Zone
Site area (m ²) - minimum	2681.70	n/a
Density (Floor Space Ratio) - maximum	0.82:1	1.5:1
Total floor area (m ²) - maximum	2204.04	4022.55
Total floor area for liquor retail store (m ²) - maximum	105.00	105.00
Height (m) - maximum	9.58	15.00
Storeys - maximum	2.00	n/a
Setbacks (m) – minimum:		
Front (Government Street)	Nil**	Nil – except 3m diagonal line from intersection
Rear	4.36	Nil
Side (north)	3.66	3.00 or nil
Side (south)	Nil**	Nil – except 3m diagonal line from intersection
Parking - minimum	5*	45
Loading Zone (m) – minimum		
Width	4.19	4.00
Depth	9.00	9.00
Access between a street	4.36*	5.00
Driveway within 3m of a street (degree angles)	0**	45°
Bicycle parking stalls (minimum)		
Class 1	16	n/a (existing building)
Class 2	6	n/a (existing building)

Community Consultation

Consistent with the *Community Association Land Use Committee (CALUC) Procedures for Processing Rezoning and Variances Applications*, the applicant has consulted the Burnside Gorge CALUC at a Community Meeting held on February 20, 2017. A letter dated February 24, 2017 is attached to this report.

ANALYSIS

Official Community Plan

The Official Community Plan Urban Place Designation for the subject property is *Core Employment*, which supports light industrial, commercial and complimentary retail uses. A floor space ratio (FSR) up to approximately 3:1 is supportable. The applicant is not proposing to increase the floor area; therefore, no increase in the current FSR of 0.82:1. The proposed land use (brewpub) is appropriate for the area, as it supports the brewery operation and is consistent with the broader vision and changing land use trends in the Rock Bay area. The inclusion of the brewery has served to retain and strengthen the industrial heritage of the area while accommodating appropriate transitional uses.

Local Area Plans

The *Downtown Core Area Plan* designates the subject properties as *Rock Bay District*, which supports a range of commercial and light industrial businesses that provide a diversified and resilient employment base. The brewery currently employs approximately 65 people at the Victoria location. The applicant has completed some exterior upgrades to the building, including the addition of large windows along the Discovery and Government Street frontages to activate the commercial street frontage.

The Burnside Gorge Neighbourhood Plan designates the subject properties as Industrial Employment, which supports light industry, including production and distribution on the ground floor, with ancillary retail or offices uses limited to those that support the primary use.

The proposal fits with the overall policy directions outlined in the Local Area Plans.

Regulatory Considerations

The current M-G-3 Zone allows for a wide range of light industrial and commercial uses, including brewery, distillery, liquor retail store and restaurant; however, it does not permit a brewpub (lounge/tasting room), which allows alcohol to be served exclusively (no food). The proposed floor area of the tasting room/lounge is 173.6m². The zoning amendment would limit the size of the brewpub to 200m². Any future deviations from the maximum floor area requirement for a brewpub would require a variance.

CONCLUSIONS

The proposal to amend to existing M-G-3 Zone to permit a brewpub is in compliance with the applicable land use policies and would allow for the applicant to grow the brewery operation at this location by expanding the public element of the business. Limiting the size of the floor area associated with the brewpub will ensure that it remains secondary to the light industrial uses on the subject properties. Staff recommend for Council's consideration that the Application advance to a Public Hearing.


ALTERNATE MOTION

That Council decline Rezoning Application No. 00569 for the property located at 540 Discovery Street and 2000 & 2010 Government Street.

Respectfully submitted,



Leanne Taylor
Senior Planner
Development Services Division



Jonathan Tinney, Director
Sustainable Planning and Community
Development Department

Report accepted and recommended by the City Manager.

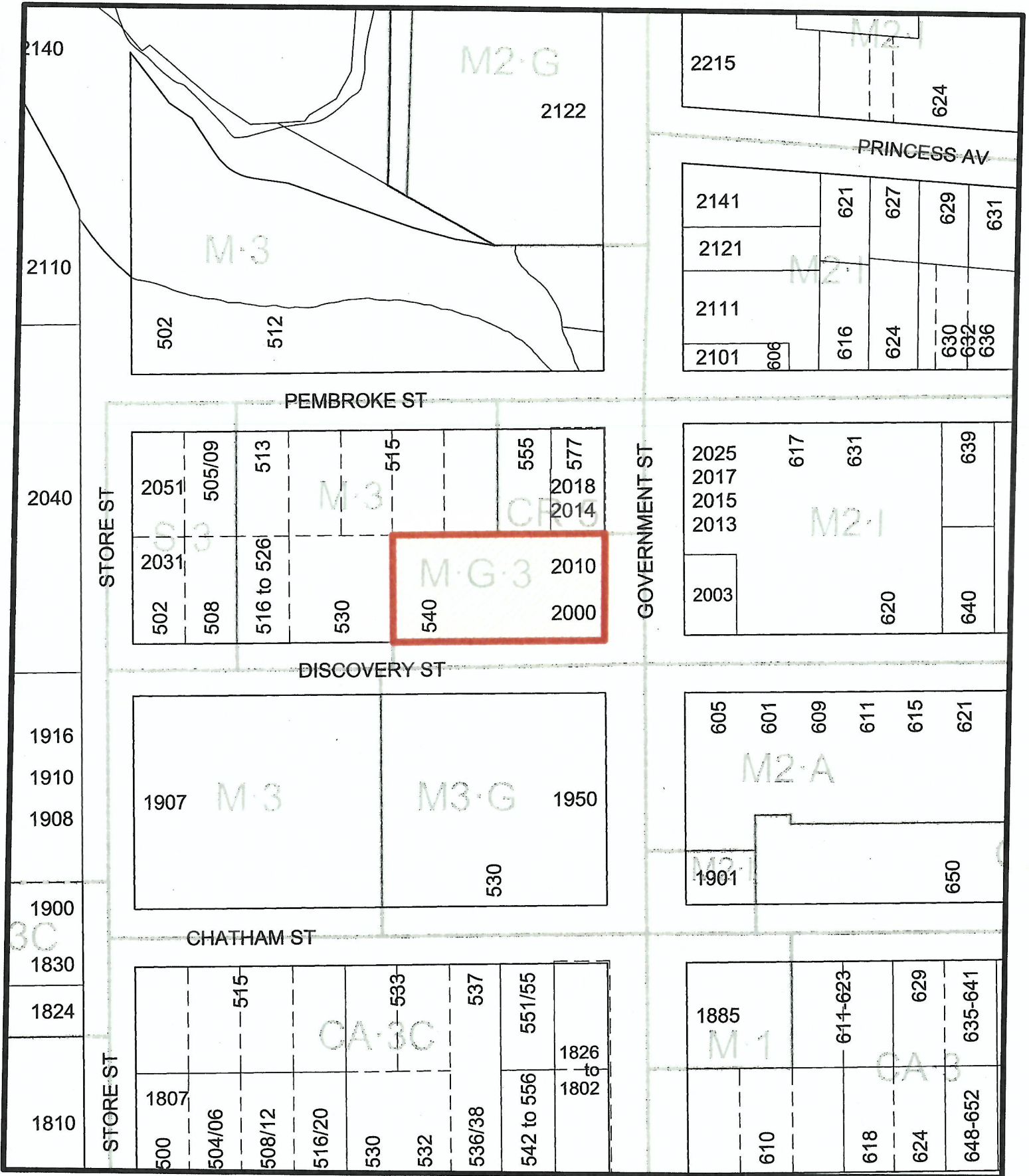


Date:

Oct 11, 2017

List of Attachments

- Attachment A: Subject Map
- Attachment B: Aerial Map
- Attachment C: Plans date stamped July 13, 2017
- Attachment D: Letters from applicant to Mayor and Council dated February 25, 2017 and April 19, 2017
- Attachment E: Parking Study prepared by WATT Consulting Group dated October 4, 2017
- Attachment F: Community Association Land Use Committee Comments dated February 24, 2017.



540 Discovery Street and
 2000 & 2010 Government Street
 Rezoning No.00569





540 Discovery Street and
2000 & 2010 Government Street
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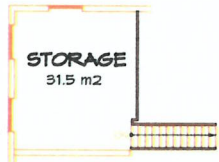


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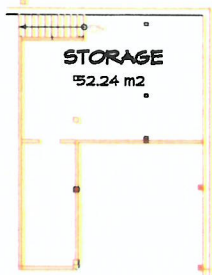
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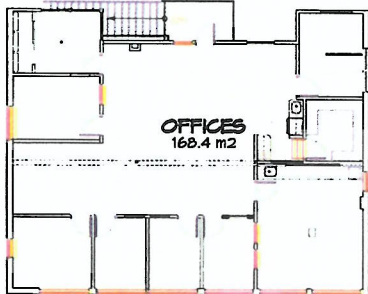
6 Partial Second Floor Plan
Scale: 1/8" = 1'-0"



5 Partial Second Floor Plan
Scale: 1/8" = 1'-0"



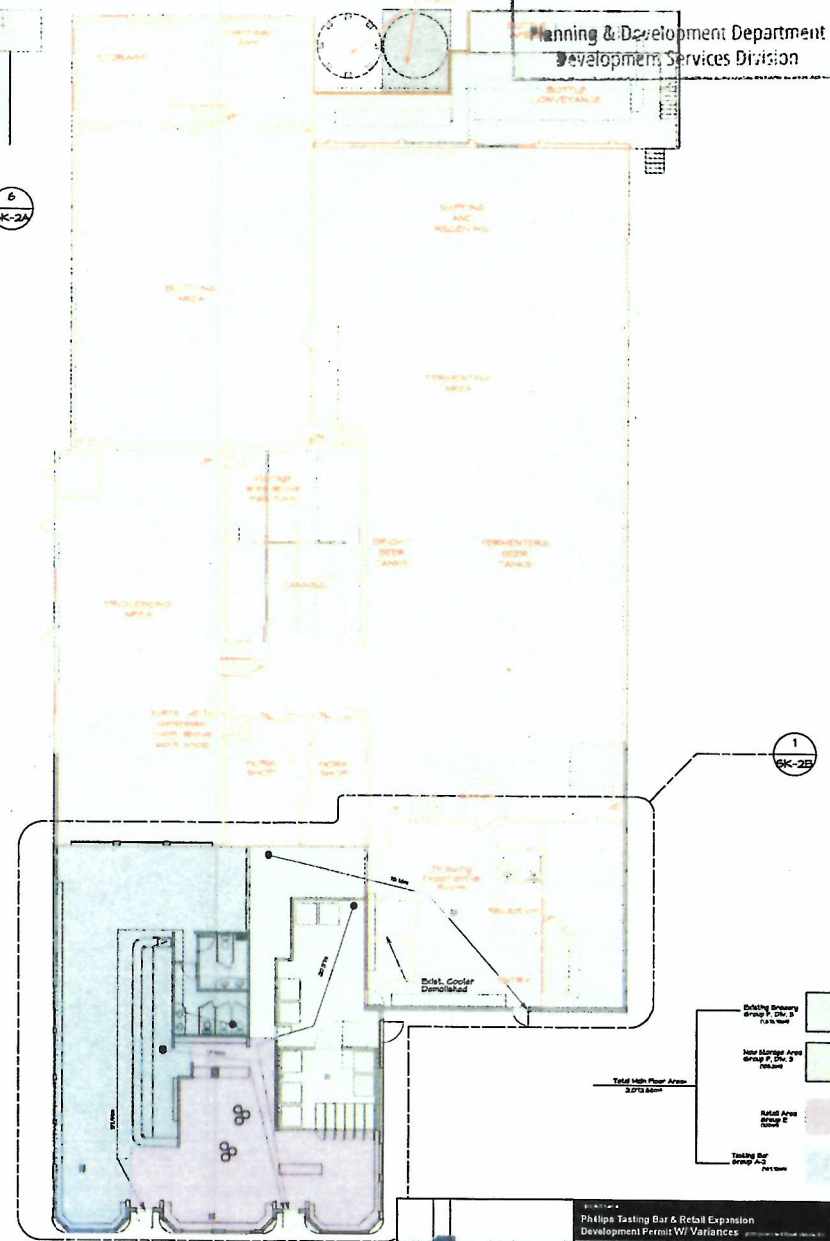
4 Partial Second Floor Plan
Scale: 1/8" = 1'-0"



3 Partial Second Floor Plan
Scale: 1/8" = 1'-0"



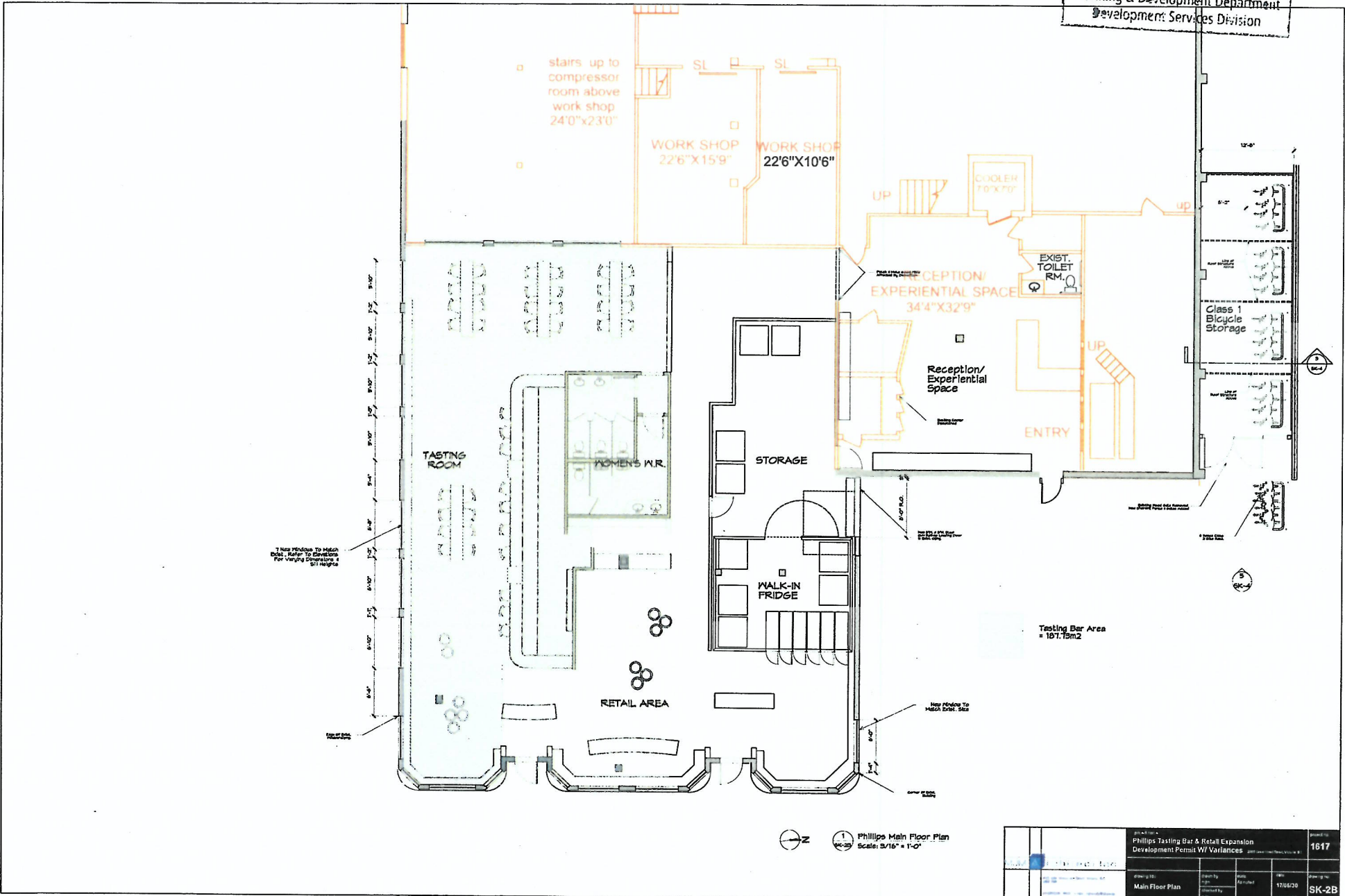
2 Reference/Key Plan, Second Floor
Scale: 1/32" = 1'-0"



1 Reference/Key Plan, Main Floor
Scale: 1/32" = 1'-0"

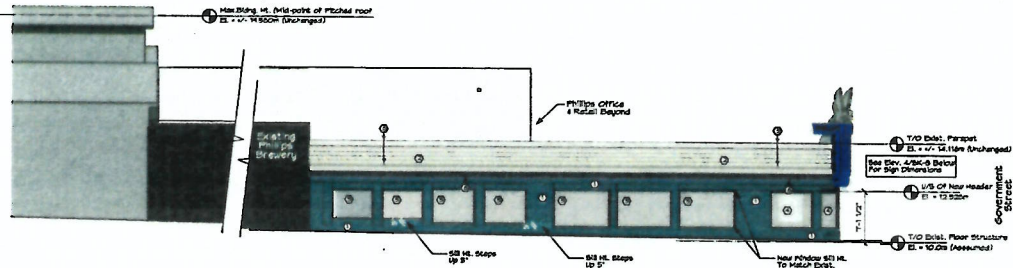
PHILLIPS TASTING BAR & RETAIL EXPANSION Development Permit W/ Variances				1617
Project No: Reference Plans	Date: 17/06/20	Status: Approved	Date: 17/06/20	Plan No: SK-2A

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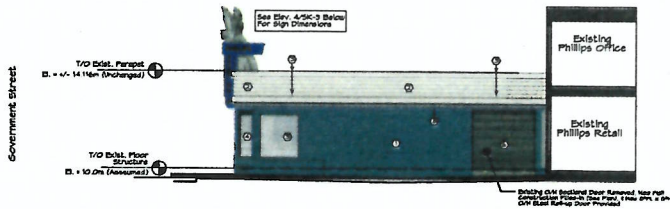


PHILLIPS TASTING BAR & RETAIL EXPANSION Development Permit W/ Variances				1617
Main Floor Plan	1706/20	1706/20	1706/20	SK-2B

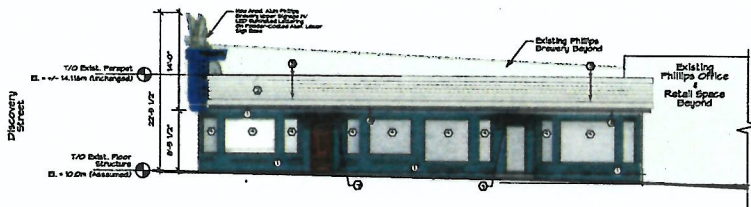
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7 SOUTH ELEVATION
Scale: 1/8" = 1'-0"



8 NORTH ELEVATION
Scale: 1/8" = 1'-0"



4 EAST ELEVATION
Scale: 1/8" = 1'-0"



9 PHOTO OF SOUTH VIEW
Not To Scale



2 PHOTO OF NORTH VIEW
Not To Scale



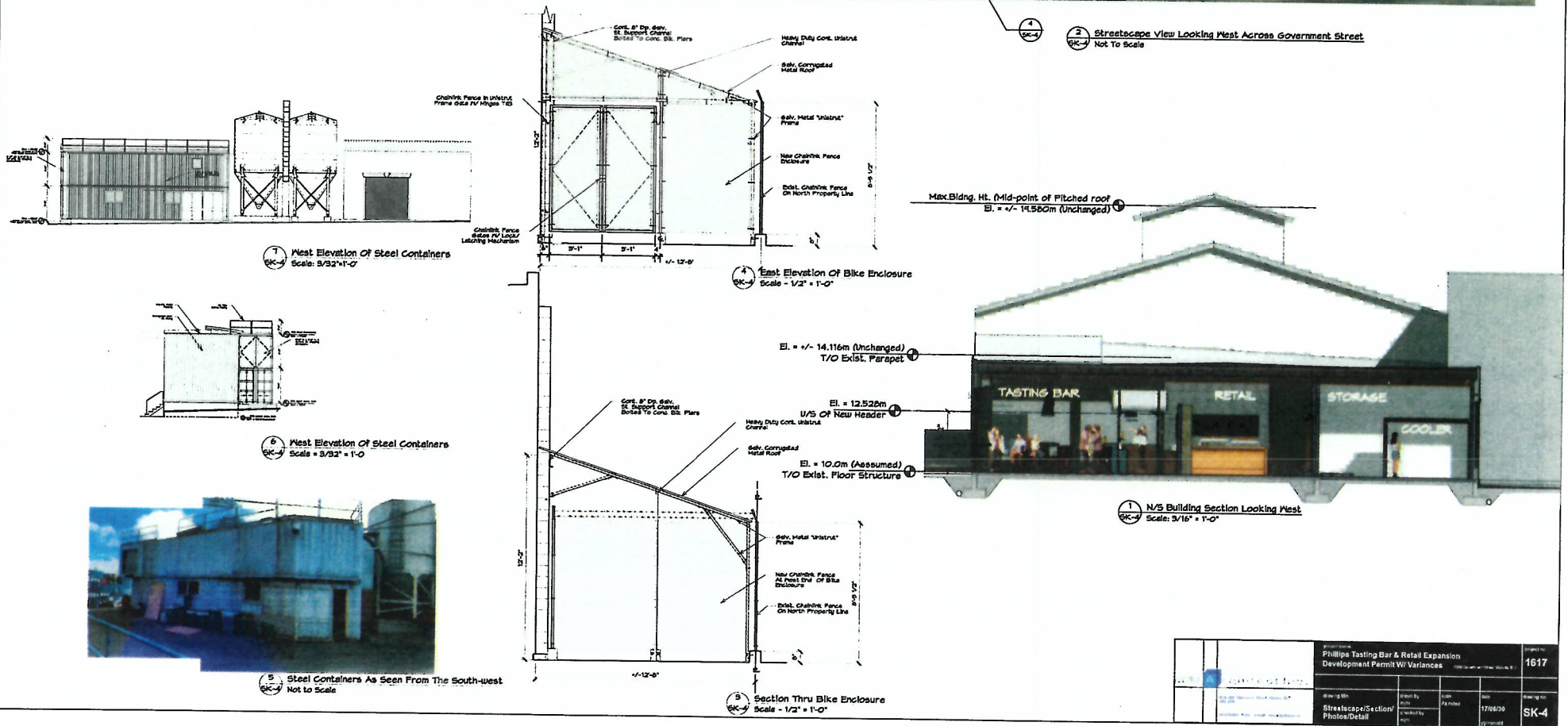
1 PHOTO OF EAST VIEW
Not To Scale

1	3 Coat Anolyt Stone System (New Anolyt Stone Reported an Existing Area)
2	3 Coat Anolyt Stone System (New Anolyt Stone Reported an Existing Area)
3	3 Coat Anolyt Stone System (New Anolyt Stone Reported an Existing Area)
4	3 Coat Anolyt Stone System (New Anolyt Stone Reported an Existing Area)
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6	3 Coat Anolyt Stone System (New Anolyt Stone Reported an Existing Area)
7	3 Coat Anolyt Stone System (New Anolyt Stone Reported an Existing Area)
8	3 Coat Anolyt Stone System (New Anolyt Stone Reported an Existing Area)

Project Name	Philipps Testing Bar & Retail Expansion, Development Permit W/ Variance, 3000 Government Street, Victoria, B.C.	Project No.	1617
Drawn By	Elvations	Checked By	1/10/2017
Scale	As Shown	Project No.	SK-3

JUL 13 2017

Planning & Development Department
Development Services Division



1 Streetscape View Looking West Across Government Street
Not To Scale

West Elevation Of Steel Containers
Scale = 3/32" = 1'-0"

East Elevation Of Bike Enclosure
Scale = 1/2" = 1'-0"

West Elevation Of Steel Containers
Scale = 3/32" = 1'-0"

N/S Building Section Looking West
Scale: 3/16" = 1'-0"

Steel Containers As Seen From The South-west
Not to Scale

Section Thru Bike Enclosure
Scale = 1/2" = 1'-0"

PHILLIPS TASTING BAR & RETAIL EXPANSION DEVELOPMENT PERMIT WITH VARIANCES		PROJECT NO. 1617
DRAWING TITLE Streetscape/Section/ Photos/Detail	DRAWING NO. 1776620	SHEET NO. SK-4



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July 13, 2017

Dear Mayor and Council

Please accept this application for a Development Permit with Variances to accompany the rezoning we have applied for to allow for a tasting lounge endorsement to our brewery license at 2000 Government St. The variances address 3 issues, Parking, Loading and our proposed Sign.

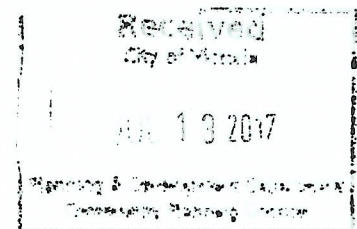
As our current building doesn't have enough parking to support use of any sort, we have secured an easement to allow parking for 31 staff spots in an adjacent lot (515 Pembroke). This still doesn't give us adequate parking for patrons, therefore necessitating a variance. To support this request, we engaged Watt consulting to look the guest parking needs of the addition of a tasting room to our facility. Their study concluded that our likely peak hours of operation are likely to be later in the day, which is currently when parking around our facility is ample. They recommend that the combination of the 5 available spots in addition to the available on street parking will be adequate for our intended use. Additionally, we are proposing to build covered bike parking for patrons, and additional secured and covered bike parking for staff. As such, we ask that a variance be granted modifying the number of spaces required for this use.

We are also applying for a relaxation of loading zone, to allow it to be 4.62m from the street instead of 5m, and to allow the driveway side boundary of 45 degrees within 3m to no boundary, allowing this space to be at the back (western edge) of the brewery. Currently our actual loading happens at 515 Pembroke, where we have 5 dedicated truck parking spaces.

Finally, in our redevelopment of the site, we have tried to stay true to the art deco style of the building. In keeping with that look, we have designed a sign inspired by cinemas, diners and theatres of that era. Our design extends above the valence of the exterior wall, and additionally, is .58m thick, while the bylaw specifies that it not be wider than .4m. We are hoping that we could get a variance both for height and width to accentuate the character of the building.

Thank you in advance,

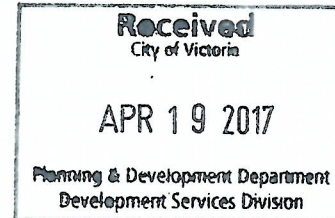
Matt Phillips, Founder





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Leanne Taylor,
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Re: rezoning of 540 Discovery Street

April 13, 2017

Dear Leanne

Thank you for your review of our application to rezone 540 Discovery street to allow for an onsite Brewery Tasting Lounge. The following actions have been undertaken to address the conditions prior to a committee of the whole.

- A Parking Variance will be applied for in conjunction with this rezoning. Our landlords have confirmed that they are willing to sign a covenant allowing parking on 515 Pembroke to accommodate employee parking as long as the site is used for brewing and tasting room purposes, to be registered in favour of 540 Discovery st. Additionally, a study done by Watt Consulting Group has concluded that there is sufficient street parking for the public parking requirement associated with the increased use from the proposed tasting room. This study is appended to the application.
- Elevations have been updated to show changes to colour, trim, signage and window placement/alignment
- Roll up delivery door has been shown on north facing elevations
- No heat/air exchange equipment to be visible on roof. All heating and cooling to be from existing plant utilities and heat reclamation.
- Garbage and recycling has been shown on plan

I hope these revisions give clarity to the project, please let me know if there is any more information required.


Cheers, Matt



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February 25, 2017

Dear Mayor Helps and Council

I am writing to propose a rezoning of 2000 government street to allow for a brewery tasting lounge as an accessory to the main brewing operations at Phillips Brewing Co. We are proud to be a part of the vibrant Victoria craft brewing community, which is well known as a destination for beer tourists and aficionados alike. We are hoping that by opening a tasting room, we will give one more reason for beer aficionados to visit Victoria.

Due to the unusual legal framework in which craft breweries were originally licensed, British Columbia craft breweries were allowed either to sell their beer offsite, or to sell beer to patrons onsite only. This has changed in the last 5 years, with rules permitting distributing breweries to offer draft onsite when visiting the brewery through a “brewery tasting lounge” endorsement. This brings the rules much closer to those found in many other jurisdictions in North America. Vancouver breweries have enthusiastically embraced this model with great success and has driven the beer culture in that city, as well as being a tourist draw.

If successful in the rezoning, we will be renovating the site to allow not only a tasting room, but also an interactive brewery tour centre to give a richer experience to the increasing number of tourists that visit our facility, and a redesigned retail space to give a better experience for our customers. These other uses fit into our existing zoning.

The proposed lounge would seat up to 134 patrons and would operate from 11am to 11 pm. While we don’t anticipate, noise concerns due to its location and orientation, it would of course be operated in a manner to minimize these sorts of concerns.

The renovation anticipates adding a number of new windows along the north and south exposures, helping to animate the street corner and improving the neighborhood safety by increasing pedestrian traffic and through exterior lighting.

Since this is a renovation, we are hoping to reuse as many materials as possible, thereby reducing the impact of this work. We are also anticipating using surplus reclaimed heat from our process to heat the space, and upgrading windows and insulation to become a more energy efficient space.



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We realize that parking is always a concern, and that we don't have enough space onsite to accommodate the anticipated parking requirements of our patrons from this additional use. As such, we have engaged Watt consulting to study our requirements and how this use might be accommodated with a mix of our existing customer parking and the available on street parking. Due to the hours of operation and anticipated busy times being the opposite of the current loads for onstreet parking, the report concludes that there is ample parking for this use. Further, we will be encouraging pedestrian and bicycle use, building covered bike storage with tools and compressed air for public access.

I hope that this is a project and rezoning that can be supported, and welcome any questions you might have on this proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Matt Phillips", is written over a horizontal line.

Matt Phillips



PHILLIPS BREWERY EXPANSION PARKING STUDY

Prepared for: **Phillips Brewing + Malting Co.**

Prepared by: **Watt Consulting Group**

Our File: **2096**

Date: **October 04, 2017**

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APPENDICES

Appendix A.

Map of Comparison Tasting Rooms in Vancouver

Appendix B.

Summary of Google “Popular Times” for Representative Brewery / Tasting Rooms

Appendix C.

Summary of Site Parking / Customer Observations

Appendix D.

Summary of On-Street Parking Observations

1. Overview

Watt Consulting Group was retained by Phillips Brewing + Malting Co to undertake a parking study for the proposed new Tasting Room into the 2000 Government Street building. The study presents an understanding of the site and immediate context, expected parking demand by time-of-day, and impacts on nearby on-street parking.

1.1 Subject Site

The Phillips Brewery site is located at 2010 Government Street. See **Map 1**. The Brewery also encompasses properties at 513, 515 Pembroke Street and 516, 530, 540 Discovery Street.

1.2 Site Characteristics

Location | The subject site is at the south end of the “Burnside Gorge” neighbourhood, and approximately 125m north of the “Downtown” neighbourhood boundary at Chatham Street.

Walkability | The subject site has a Walkscore¹ of 98 (out of 100) and is considered “a Walker’s Paradise so daily errands do not require a car”. The site is approximately 600m to the centre of downtown Victoria (approximately eight blocks)² and one block from bus stops on Douglas Street at Discovery Street.

Bicycle Network | Cyclists may access the subject site via existing bike lanes on Government Street (north of Fisgard St) and Douglas Street south of Herald St). East-west cycling is accommodated via partial bike lanes on Bay Street, Caledonia Avenue, and Pandora Avenue (protected bike lanes to be completed Spring 2017). Further, an “All Ages and Abilities³” cycling route is proposed for Government Street (Pandora Ave to Bay St) as Phase 2 of the “Biketoria” cycling network plan, which would provide a fully separated cycling facility along the subject site’s frontage.

Public Transit | Transit is accessed from two bus stops on Douglas Street at Discovery Street (northbound and southbound) approximately 200m from the site. Service is provided to these stops by two Regional Routes (50, 70), two Frequent Routes (4, 14) and five Local Routes (11, 21, 22, 30, 31), resulting in high service frequency to a number of regional destinations (Downtown Victoria, Saanich / Uptown, Western Communities, Saanich Peninsula, University of Victoria).

¹ www.walkscore.com/score/2010-government-st-victoria-bc-canada

² Measured from Douglas Street / Yates Street

³ Definition of an “All Ages and Abilities” cycling route available here: www.victoria.ca/EN/main/community/cycling.html

MAP 1. PHILLIPS BREWERY SITE + SURROUNDING AREA



2. Land Use

2.1 Existing Land Use

The site currently consists of 2,204 m² GFA (23,724 sqft). See Table 1. Approximately 20% of the site's floor area is Retail and Office uses, the remaining 80% is Manufacturing and Storage.

The off-street parking supply includes five parking spaces accessed from Government Street and intended for customers / visitors to the Retail / Sales area. Staff parking is accommodated in secured areas accessed from Pembroke Street and consists of 46 parking spaces⁴.

2.2 Proposed Land Use

The proposal is for a new Tasting Room in place of the existing Retail / Storage space at the 2000 Government Street site (previously a pet store / care business) accessed by front doors on Government Street and a hallway corridor from the existing retail / sales area.

No additional parking is proposed.

The use and general function of key spaces is as follows⁵:

- Tasting Room: The tasting room will be a beer-focused restaurant that serves a variety of drinks (alcoholic and non-alcoholic, focused on Phillips beer) and basic complementary food items (i.e., snack food). Full meals will not be available as there is no kitchen / preparation area.
- Retail / Sales: The retail area is for the sale of beer, filling of growlers⁶, and sales of merchandise and related items (similar to existing Retail / Sales space).
- Storage: Storage area is for on-site storage of beer and related products.

⁴ Off-street parking supply figures provided by Phillips Brewing + Malting Co staff by email, Nov 29 2016

⁵ Description of the use / function of each proposed space confirmed by Phillips Brewing + Malting Co staff by email, November 28 2016

⁶ A "growler" is a container used to transport beer poured from a keg. Growlers are typically brown glass and have 1.9L capacity.

3. Parking Requirement

The required off-street parking supply is dictated by the City's *Zoning Regulation Bylaw (No. 80-159), Off-Street Parking ("Schedule C")*. The required parking supply for the site is 45 spaces. See **Table 1**. This represents an increase of 21 spaces from the current requirement.

TABLE 1. SUMMARY OF PARKING REQUIREMENT

Land Use	Quantity	REQUIREMENT	
		Rate	Total
Tasting Room	187.7 m ² (assumes 134 seats ⁷)	1 space per 5 seats	27
Retail	105 m ²	1 space per 37.5m ²	3
Office	168 m ²	1 space per 65 m ²	3
Brewing	578 m ²	1 space per 140 m ²	4
Warehouse / Storage	710.64 m ²	1 space per 93m ²	8
Total			45 spaces

The "Eating and Drinking Establishments" minimum parking supply rate is used to determine the Tasting Room parking requirement. This rate is the same as would be applied to a restaurant where the majority of the customers are assumed to not consume alcohol and are therefore fit to drive upon exit. The majority of Tasting Room customers will consume alcohol and will not be fit to drive upon exit, suggesting that the parking supply should be less than a restaurant.

Further, off-street parking is not required in the CA-3, CA-3C and CA-4 zones that are applied to the majority of the parcels in downtown Victoria. The downtown designation extends as far north as Chatham Street, one block south of the subject site.

⁷ Estimated number of seats per City of Victoria Zoning Plan Check, July 13 2017

4. Expected Parking Demand

Expected customer parking demand is determined for each of the proposed new land uses in the following sections based on research, observations at the existing Brewery, and survey at similar sites Tasting Rooms.

A survey completed on Monday, February 20 2017 found that staff parking demand is 31 vehicles. This is accommodated in the off-street secured parking area at the rear of the lot accessed via Pembroke Street (46 spaces). Further, staffing for the broader site are reduced significantly on evenings and weekends when the increase in staff parking demand associated with the proposed use may be experienced. Accordingly, estimates in this section refer primarily to customer parking demand and assume that staff parking will continue to be accommodated in the off-street area on Pembroke Street.

4.1 Tasting Room

Overview

The Tasting Room will be a beer-focused restaurant that serves a variety of drinks (focused on Phillips beer) and basic food items (i.e., snack food). Full meals will not be available and it is anticipated that the majority of customers will consume alcohol and be unfit to drive upon exit.

Study sites were identified in a similar context (i.e., industrial area adjacent downtown or urban area) and operating similar to the proposed Tasting Room (i.e., beer-focused, no meals). Interviews with ownership / management were completed for four sites in Vancouver – Bomber Brewing, Doan's Craft Brewing, Faculty Brewing, Parallel 49 Brewing⁸. The address and location of the Vancouver sites are included in **Appendix A**. The size of the tasting room (seats, floor area) and peak parking demand were determined for each site through interviews.

Other brewery sites with similar locations adjacent downtown Victoria are not good representations of the proposed Tasting Room because they do not offer a tasting room for consumption on-site (Hoyne, Driftwood, Vancouver Island) or are brewpubs that serve full meals (Spinnakers, Moon Under Water, Canoe, Swans). Other breweries in Greater Victoria are known to operate tasting rooms (Category 12, Caledonia) but are not in urban locations and not representative of travel habits at the subject site.

⁸ Other Vancouver tasting room locations were identified as possible study sites, but were unwilling to participate or unable to be reached (33 Acres Brewing, Main Street Brewing, Brassneck Brewery)

Interview Results

Average peak parking demand among the four study sites is 11.25 vehicles per 100m² floor area. See Table 2. Applied to the proposed Tasting Room floor area, this suggests peak customer parking demand will be approximately 21 vehicles (21.12 rounded down).

The data collection exercise also yields a “seat density” measure (i.e., number of seats per unit floor area). The average seat density of the four study sites is one seat per 1.57m² floor area, and suggests that approximately 119 seats may be reasonably accommodated⁹. The average peak parking demand among customers at the four study sites is 0.18 vehicles per seat. Applied to the subject site, the expected customer parking demand is 21 vehicles (21.42 rounded down).

TABLE 2. SUMMARY OF CUSTOMER PARKING DEMAND AT TASTING ROOMS

Site	TASTING ROOM SIZE		PEAK PARKING DEMAND	PARKING DEMAND RATE	
	Capacity	Floor Area		Vehicles per Seat	Vehicles per 100m ²
Bomber Brewing	25 seats	35m ²	4	0.16	11.4
Doan’s Craft Brewing	23 seats	40m ²	6	0.26	14.9
Faculty Brewing	30 seats	42m ²	3	0.10	7.1
Parallel 49 Brewing	50 seats	86m ²	10	0.20	11.6
AVERAGE				0.18	11.25

The interviews also revealed that similar Tasting Room uses experience a significant demand for bicycle parking among customers. The subject site currently has one “Class 2” bicycle parking area adjacent the Retail / Sales entrance. Consideration should be given to increasing the number of Class 2 bicycle parking spaces provided, and in a high-profile location for customers accessing the Tasting Room from the doorways on Government Street. Given the “zero setback” of the building on both the Government Street and Discovery Street frontages, the applicant and City may consider options to accommodate bicycle parking in the sidewalk or as a bike parking corral in one or two on-street parking spaces along the site frontage.

⁹ Seat estimate is less than the Building Code allows (140)

Parking Demand by Time-of-Day

Customer time-of-day trends were collated for representative brewery / tasting room sites using the Google “popular times” information, which is based on visitation data from Google users who have opted in to the “location history” function¹⁰. See **Appendix B**. Results suggest that customer visitation is generally highest on Friday evenings from 6:00pm to 10:00pm and Saturday afternoons / evenings from 4:00pm to 8:00pm. This supports general feedback received during interviews with brewery ownership / management. Visitation is generally less than 50% of the peak on Friday and Saturday outside the identified peak periods. Weekday visitation is generally 30% to 50% of the peak between 5:00pm and 9:00pm, and is 20% or less prior to 5:00pm.

Peak parking demand factored to reflect different time periods over the course of the week are summarized in **Table 3** and referenced throughout the remainder of this report.

TABLE 3. TASTING ROOM PARKING DEMAND BY TIME-OF-DAY (% OF PEAK)

	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	11pm	12am
Weekday	20% 4 vehicles			40% 8 vehicles				20% 4 vehicles					
Friday	25% 5 vehicles			50% 11 vehicles		100% 21 vehicles			50% 11 vehicles				
Saturday	25% 5 vehicles			100% 21 vehicles				50% 11 vehicles					

4.2 Retail / Sales

Overview

Parking demand for the Retail / Sales space was calculated based on the existing Retail / Sales space. The existing space consists of growler fills and beer / merchandise sales, consistent with the function of the proposed space.

Two data collection exercises were undertaken as the basis for calculating parking demand, as follows:

1. Observations of the Government Street parking area (5 spaces) were completed over the course of typical business days; and

¹⁰ More on the Google “popular times” information is available at: <https://support.google.com/business/answer/6263531?hl=en>

2. Observations of customer accumulation (i.e., the number of customers in the Retail / Sales space at one time) were completed over the course of typical business days.

Observation Results

The on-site parking supply was observed to be well used between the 2:00pm and 5:00pm observations. Prior to 2:00pm the on-site parking supply generally accommodates two or fewer vehicles, and the observations at 5:30pm or later show a decline in parking demand as the Brewery nears closing. The peak hour (i.e., two busiest consecutive observation periods) was experienced during the 3:00 - 3:30 observations.

On-site parking utilization was higher during the Friday / Saturday observations as compared to the Tuesday – Thursday observations. If considered for the 2:00pm to 5:00pm observations, the Friday / Saturday observations yielded an average of 2.57 vehicles (51% occupied) as compared to 1.95 vehicles (39% occupied) during the Tuesday – Thursday observations. Similarly, if considered for the peak hour (3:00 / 3:30 observations), the Friday / Saturday observations yield an average of 3.17 vehicles as compared to 2.17 vehicles during the Tuesday – Thursday observations.

Among the 94 observations, only twice were all five on-site parking spaces observed full - Wednesday at 3:30pm, Friday at 3:00pm.

Full results from the observations are included in **Appendix C**.

Summary of Retail / Sales Parking Demand

The average peak hour parking utilization during the Friday / Saturday observations was 3.17 vehicles, a rate of 3.01 vehicles per 100m². This represents both the current and future parking demand for the Retail / Sales space.

4.3 Storage

The storage area is for storing of beer and related products. The City's requirement results in eight parking spaces, where the Institute of Transportation Engineers (ITE) *Parking Generation, 4th Edition* suggests parking demand will be 4 vehicles (3.9 rounded up)¹¹. Parking demand associated with the Storage area is attributed to staff, and assumed to be accommodated in the secured on-site parking area.

¹¹ Parking demand rate of 0.51 vehicles per 1,000 sqft GFA is recommended in ITE *Parking Generation, 4th Edition*, land use 150, "Warehousing", p 41

5. On-Street Parking Conditions

5.1 Overview

On-street parking conditions were reviewed for an approximately one-block radius surrounding the subject site to determine the quantity of on-street parking available to customers. See Map 2. Observation time periods were focused on two time periods:

1. Peak periods for on-street parking utilization in the area surrounding the subject site (weekday mid-day); and
2. Peak periods for the proposed Tasting Room, assumed to be Friday and Saturday evening (refer to Section 4).

MAP 2. ON-STREET PARKING OBSERVATION AREA



5.2 Results

The following is a summary of on-street parking observations for Weekday, Friday and Saturday with consideration of the impact of the proposed brewery expansion on on-street parking conditions. Full results from the on-street parking observations are included in **Appendix D**.

Weekday

Results suggest that peak on-street parking utilization occurs weekday early-afternoon when on-street parking is approximately 90% occupied (16 spaces unoccupied). Up to an additional four vehicles are expected during weekday daytime as a result of the proposed Tasting Room, resulting in one vehicle seeking parking on-street when on-site parking is fully occupied. This would increase on-street parking to approximately 91% occupied (15 spaces unoccupied).

Friday + Saturday

Results suggest that on-street parking is approximately 45% occupied (91 spaces unoccupied) on Friday evening during the peak demand period for the Tasting Room (7:00pm to 10:00pm). Up to 16 vehicles may seek parking on-street on a Friday evening as a result of the proposed Tasting Room, which can be accommodated on-street while bringing on-street parking to approximately 55% occupied (75 spaces unoccupied).

A similar quantity of Tasting Room customers will seek parking on-street on Saturday nights as compared to Friday nights. On-street parking utilization was observed lower on Saturday.

6. Summary

Phillips Brewing is proposing a new Tasting Room in the adjacent 2000 Government Street site (formerly a pet care / store business). The City's Zoning Bylaw requires that the site include 45 off-street parking spaces, largely resulting from the Tasting Room (174m²) which is required to supply parking consistent with a restaurant according to the "Eating and Drinking Establishments" minimum parking supply rate. The proposal includes the existing five parking spaces.

This study consisted of the following data collection and analysis tasks:

1. A series of interviews with similar uses in Vancouver to establish an expected parking demand rate for the Tasting Room;
2. Observations of parked vehicles and customers in the existing Retail / Sales space as a basis for parking demand in the proposed Retail / Sales space; and
3. Observations of existing on-street parking conditions nearby the site to assess availability of public parking in case of spillover.

Results concluded that peak parking demand will be 21 vehicles, and experienced during Friday and Saturday evenings. On-site parking will otherwise be empty during these periods (five spaces), leaving up to 16 vehicles seeking nearby on-street parking. Less than half of the on-street parking within a one-block radius of the site is occupied during these periods and spillover from the subject site can be accommodated while retaining sufficient on-street parking availability.

Weekday parking demand for the proposed Tasting Room is expected to be 40% or less of the Friday/Saturday peak period. The subject site is expected to contribute parking spillover of up to one vehicle during the Weekday 2:00pm to 5:00pm period. This would increase on-street parking utilization for the approximately one-block surrounding the site from 90% occupancy (16 spaces unoccupied) to 91% occupied (15 spaces unoccupied).

The proposal to add a new Tasting Room without increasing customer parking supply is supported for the following reasons:

1. Only a small number of vehicles will seek parking off-site during Weekdays when on-street utilization is high. The site will contribute the largest number of vehicles to nearby on-street parking on Friday and Saturday evenings when nearby on-street parking utilization is low. This will result in a more effective use of the under-utilized public parking resource during off-peak periods, and help bring people into the area after-hours.
2. The Tasting Room will be a beer-focused establishment where the majority of customers will consume alcohol and should not drive upon exit. Introducing a level of inconvenience to driving by providing a limited customer parking supply will help discourage impaired driving, consistent with community safety objectives. The survey of Tasting Rooms in Vancouver (four sites) revealed that none have off-street parking available to customers and that the large majority of customers walk, use bicycles, or public transit.

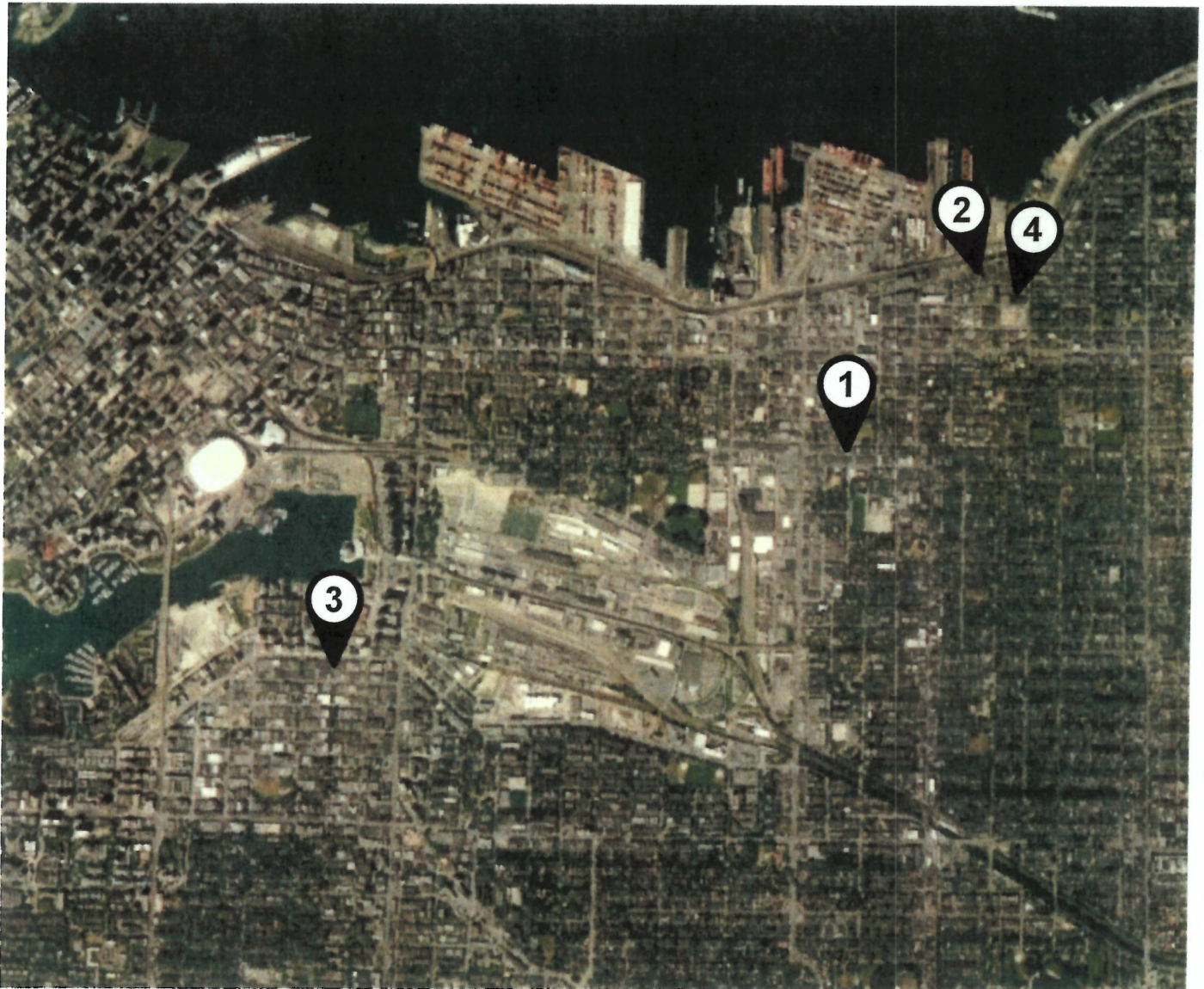
6.1 Recommendations

The following are the recommendations of this study:

1. That the City approve the proposed Tasting Room with no additional off-street parking supply; and
2. That the applicant provide at least twelve Class 2 bicycle parking spaces (i.e., two 6-space bike racks) oriented to Tasting Room customers.

APPENDIX A.

Map of Comparison Tasting Rooms
in Vancouver



- 1 **BOMBER BREWING CO.**
1488 Adanac Street
- 2 **DOAN'S CRAFT BREWING CO.**
1830 Powell Street
- 3 **FACULTY BREWING CO.**
1830 Ontario Street
- 4 **PARALLEL 49 BREWING CO.**
1950 Triumph Street

APPENDIX B.

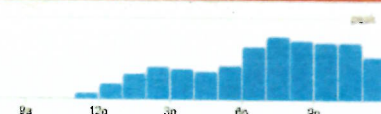
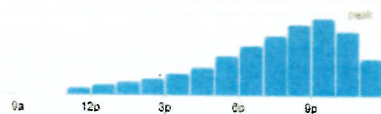
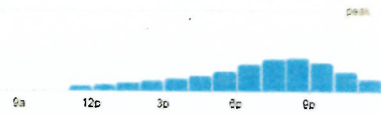
Summary of Google "Popular Times" for
Representative Brewery / Tasting Room Sites

Weekday

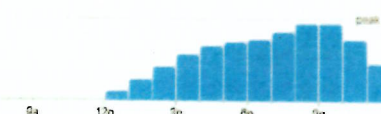
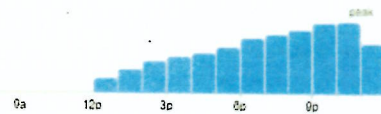
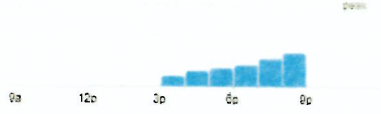
Friday

Saturday

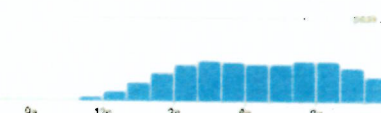
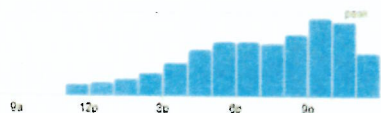
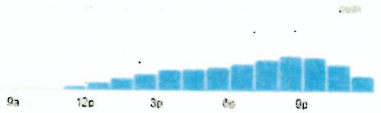
The Drake Eatery
517 Pandora Ave,
Victoria



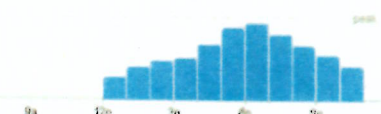
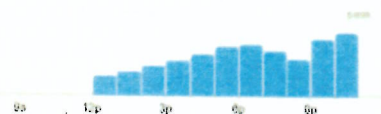
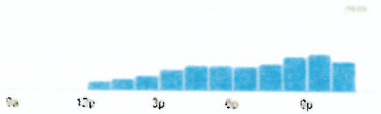
White Sails Brewing
125 Comox Rd,
Nanaimo



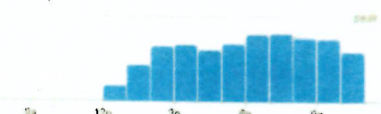
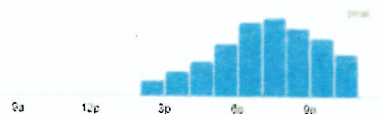
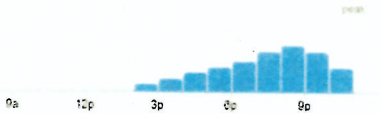
Gladstone Brewing
244 4th Street,
Courtenay



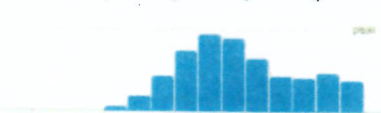
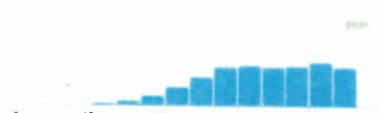
Bomber Brewing
1488 Adanac St,
Vancouver



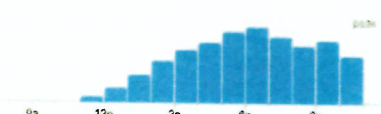
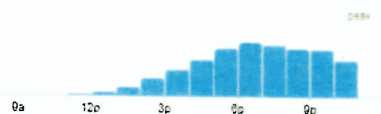
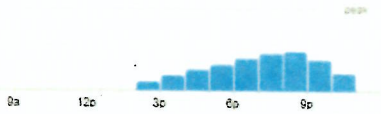
Brassneck Brewery
2148 Main St,
Vancouver



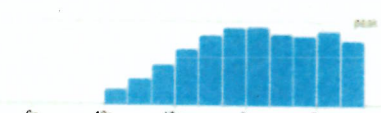
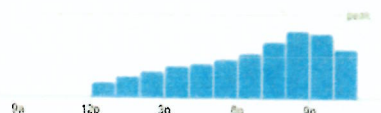
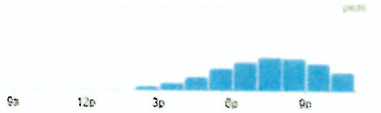
**Doan's Craft
Brewing**
1830 Powell St,
Vancouver



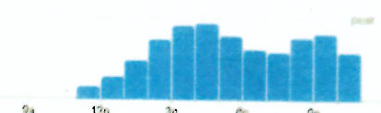
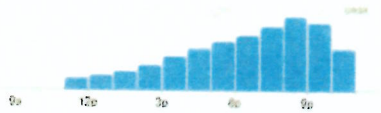
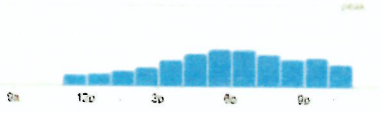
Faculty Brewing
1830 Ontario St,
Vancouver



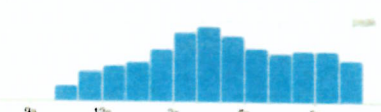
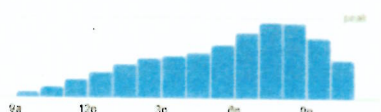
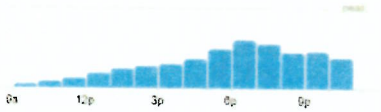
Main Street Brewing
261 East Seventh
Ave, Vancouver



Parallel 49 Brewing
1950 Triumph St,
Vancouver



33 Acres Brewing
15 West 8th Ave,
Vancouver



APPENDIX C.

Summary of Site
Parking / Customer Observations

APPENDIX D.

Summary of On-Street Parking Observations

Block	Side	Supply* (spaces)	Restriction	OBSERVED VEHICLES				
				Fnday, Dec 02 @ 8.30pm	Monday, Dec 05 @ noon	Wednesday, Dec 07 @ 1.30pm	Friday, Dec 09 @ 8.00pm	Saturday Dec 10 @ 5.00pm
Government St Princess Ave to Pembroke St	E		N/A	-	-	-	-	-
	W	7	2 HR 8am-6pm Mon-Sat	0	5	5	0	3
Government St Pembroke St to Discovery St	E	5	1 HR 8am-6pm Mon-Sat	3	5	6	0	2
	W	4		2	4	3	3	2
Government St Discovery St to Chatham St	E	10	2 HR 8am-6pm Mon-Sat	8	7	10	2	3
	W	9		7	7	9	5	8
Store St Pembroke St to Discovery St	E	8	1 HR 8am-6pm Mon-Sat	4	3	7	4	7
	W	8		4	7	8	0	4
Pembroke St Store St to Government St	N	13	1 HR 8am-6pm Mon-Sat	8	11	13	4	3
	S	12		5	6	10	2	6
Pembroke St Government St to Douglas St	N	10	2 HR 8am-6pm Mon-Sat	0	7	10	3	3
	S	13		0	7	12	1	1
Discovery St Store St to Government St	N	19	1 HR 8am-6pm Mon-Sat	9	18	19	3	12
	S	18		12	10	17	7	7
Discovery St Government St to Douglas St	N	14	1 HR 8am-6pm Mon-Sat	5	7	10	4	5
	S	15		7	9	10	0	0
		165		74	113	149	38	66

* Note: Parking supply does not include Loading Zones. Loading Zones in the study area are generally restricted to loading from 7:00am to 6:00pm from Monday to Saturday, after which time they are available as general parking. The overall parking supply increases by approximately 8 parking spaces (4 loading zones) after 7:00pm.

February 24, 2017

Dear Mayor and Council:

CALUC Community Meeting: Rezoning Application for 2000 Government Street

On February 20, 2017, the Burnside Gorge Community Association (BGCA) hosted a CALUC community meeting that was advertised to discuss the proposal to change the site specific zoning of the existing brewery (at 2010 Government Street) to expand into additional space (at 2000 Government Street). The proposed change in use would allow for the addition of a brewery lounge and expand the brewery's current retail operation.

Matthew Phillips of Phillips Brewing Co. presented as the owner. The details of the proposal are summarized below:

Traffic/ parking

- No plans to add additional vehicle parking on site. The owner commissioned a traffic study, which suggested that street parking after 5 pm will be sufficient for the proposed use.
- Plan to provide covered bicycle parking in the alley between the existing retail building and Pembroke Mews building.

Brewery Lounge Design

- New space at 2000 Government Street is 4400 sq ft and will be divided into several areas including a bottling hall, tasting area, retail area, and growler bar.
- Proposed hours of the brewery lounge would be 11 am - 11 pm. Don't anticipate it to be busy during the day, except perhaps on Saturday afternoons.
- Capacity of the brewery lounge will be 134 seats.
- Brewery lounge will offer limited food for purchase. The owner also plans to have a food truck on site; patrons could bring food into the tasting area.
- Will be adding 7 new windows on the Discovery Street side.

Attendees also provided the following comments:

- I recommend working with the City to provide bicycle parking on the Discovery Street side.

Respectfully,

Carolyn Gisborne

Land Use Committee Chair
 Burnside Gorge Community Association

cc: Sustainable Planning and Community Development Department
 Matthew Phillips, Phillips Brewing Co.