



Phillips Brewing Co. Ltd
2010 Government St
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www.phillipsbeer.com

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,
Senior Planner
Sustainable Planning and Community Development
City of Victoria
1 Centennial Square, Victoria BC V8W 1P6



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,

Matt Phillips