



PHILLIPS BREWERY EXPANSION PARKING STUDY

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

Prepared by: **Watt Consulting Group**

Our File: **2096**

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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 "grow ler" is a container used to transport beer poured from a keg. Grow lers 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 allow s (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

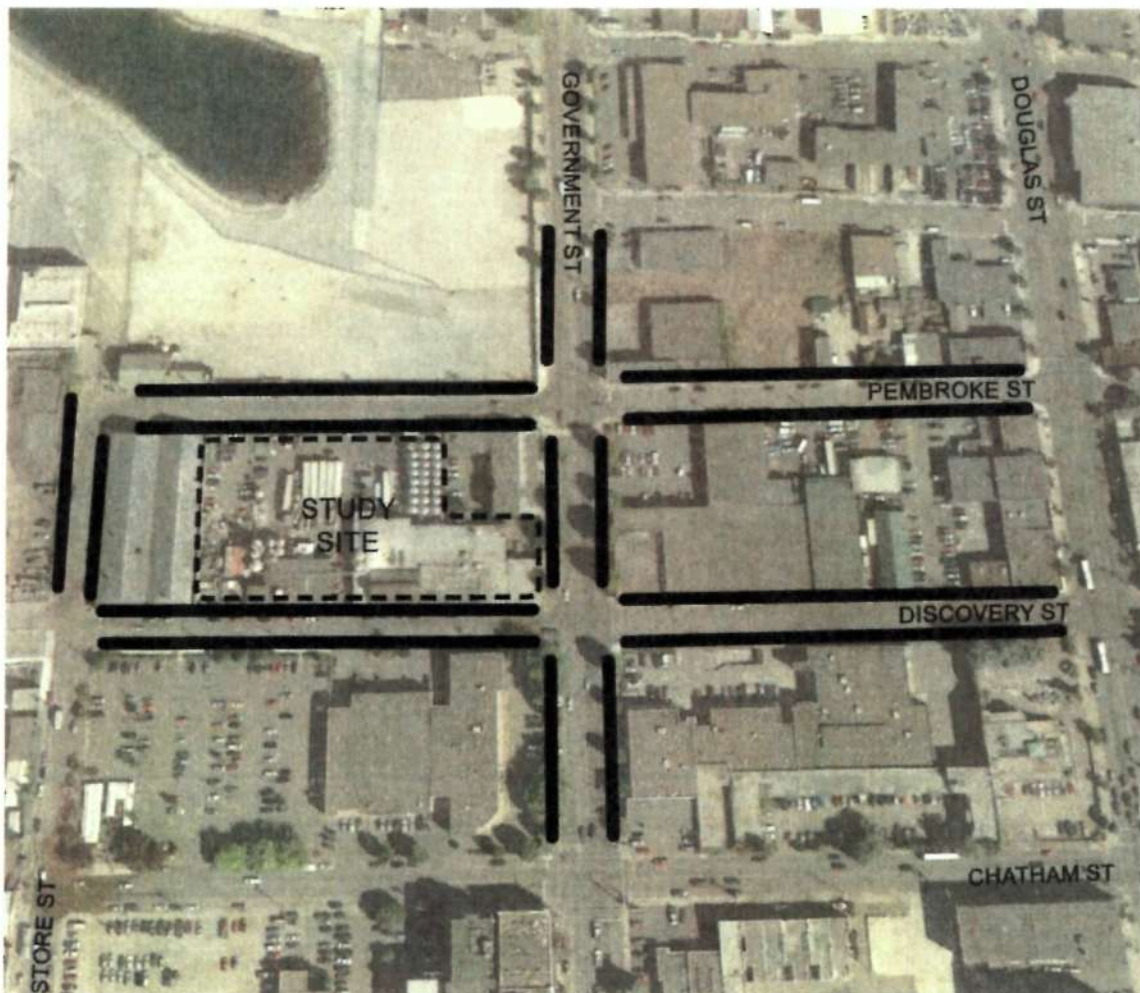
5. On-Street Parking Conditions

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



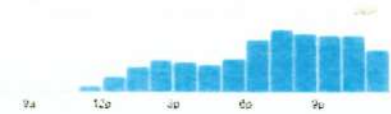
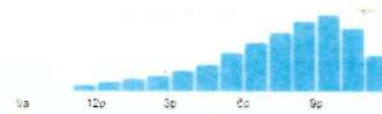
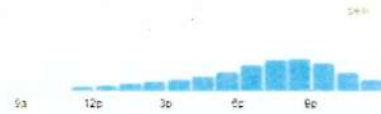
- 1 **BOMBER BREWING CO.**
1488 Adanac Street
- 2 **DOAN'S CRAFT BREWING CO.**
1830 Powell Street
- 3 **FACULTY BREWING CO.**
1830 Ontario Street
- 4 **PARALLEL 49 BREWING CO.**
1950 Triumph Street

APPENDIX B.

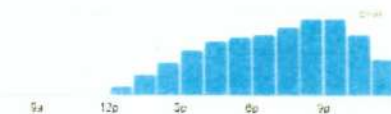
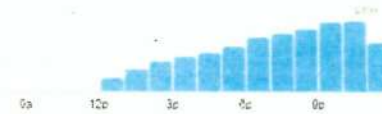
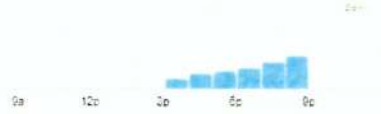
Summary of Google "Popular Times" for
Representative Brewery / Tasting Room Sites

	Weekday	Friday	Saturday
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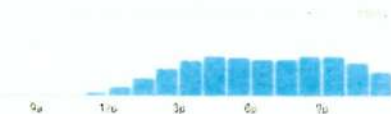
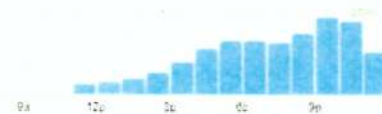
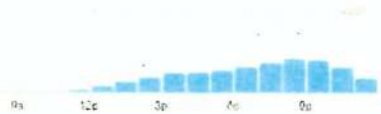
The Drake Eatery
517 Pandora Ave,
Victoria



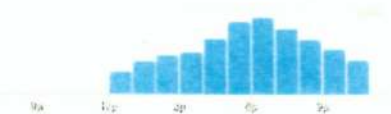
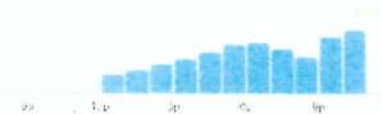
White Sails Brewing
125 Comox Rd,
Nanaimo



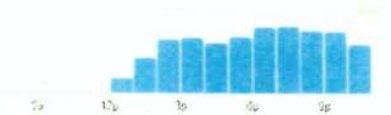
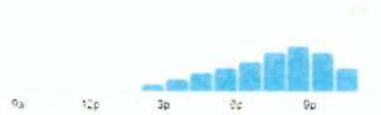
Gladstone Brewing
244 4th Street,
Courtenay



Bomber Brewing
1488 Adanac St,
Vancouver



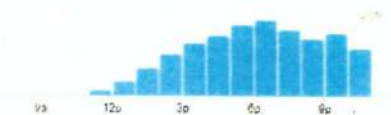
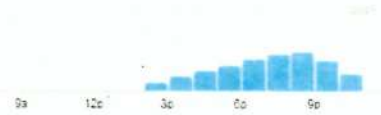
Brassneck Brewery
2148 Main St,
Vancouver



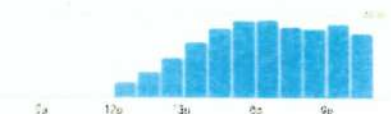
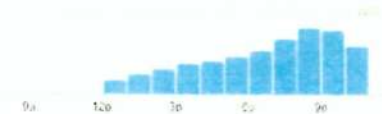
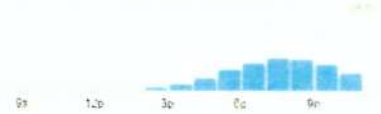
**Doan's Craft
Brewing**
1830 Powell St,
Vancouver



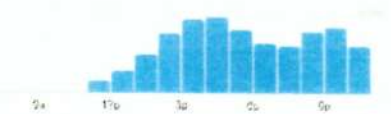
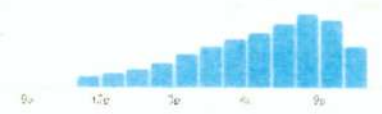
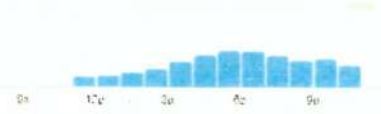
Faculty Brewing
1830 Ontario St,
Vancouver



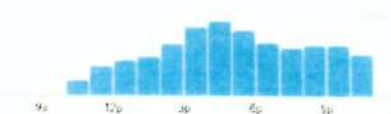
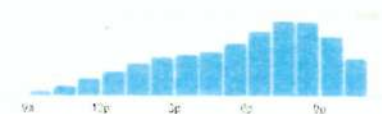
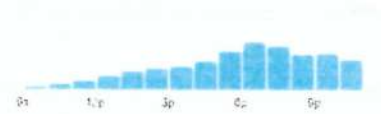
Main Street Brewing
261 East Seventh
Ave, Vancouver



Parallel 49 Brewing
1950 Triumph St,
Vancouver



33 Acres Brewing
15 West 8th Ave,
Vancouver



APPENDIX C.

Summary of Site
Parking / Customer Observations

Phillips Brewery, 2010 Government St

[illegible]

APPENDIX D.

Summary of On-Street Parking Observations

Block	Side	Supply* (spaces)	Restriction	OBSERVED VEHICLES				
				Friday, Dec 02 @ 8:30pm	Monday, Dec 05 @ noon	Wednesday, Dec 07 @ 1:30pm	Friday, Dec 09 @ 8:00pm	Saturday, Dec 10 @ 5:00pm
	E		N/A	-	-	-	-	-
Government St Princess Ave to Pembroke St	W	7	2 HR 8am-6pm Mon-Sat	0	5	5	0	3
	E	5	1 HR 8am-6pm Mon-Sat	3	5	6	0	2
Government St Pembroke St to Discovery St	W	4		2	4	3	3	2
	E	10	2 HR 8am-6pm Mon-Sat	8	7	10	2	3
Government St Discovery St to Chatham St	W	9		7	7	9	5	8
	E	8	1 HR 8am-6pm Mon-Sat	4	3	7	4	7
Store St Pembroke St to Discovery St	W	8		4	7	8	0	4
	N	13	1 HR 8am-6pm Mon-Sat	8	11	13	4	3
Pembroke St Store St to Government St	S	12		5	6	10	2	6
	N	10	2 HR 8am-6pm Mon-Sat	0	7	10	3	3
Pembroke St Government St to Douglas St	S	13		0	7	12	1	1
	N	19	1 HR 8am-6pm Mon-Sat	9	18	19	3	12
Discovery St Store St to Government St	S	18		12	10	17	7	7
	N	14	1 HR 8am-6pm Mon-Sat	5	7	10	4	5
Discovery St Government St to Douglas St	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.