

**Ludwig, Nicole**

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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, July 09, 2013 5:15 PM  
**To:** s. 22(1) Personal and Confidential  
**Subject:** FW: Letter From Vancouver's Craft Brewers  
**Attachments:** Brewers Letter.2013.07.08.Signed.pdf

Thank you for your comments.

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Thank you.

**From:** s. 22(1) Personal and Confidential **On Behalf Of** Conrad Gmoser  
**Sent:** Monday, July 08, 2013 5:37 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Letter From Vancouver's Craft Brewers

Dear Mayor Robertson and Members of the City Council,

Please find attached our letter of support for the amendments to the zoning and development by-law to allow lounges as an accessory use to brewing and distilling.

Regards,

Conrad Gmoser  
Brassneck Brewery

July 8<sup>th</sup>, 2013

Dear Mayor Robertson and Members of the City Council,

We, the undersigned Vancouver breweries, support the proposed amendments to the Zoning and Development by-law as detailed in the policy report dated May 29, 2013. The amendments would allow for Lounges to be an accessory use to Brewing and Distilling.

We thank both the Mayor and Council for their support during the consultation process. We would also like to thank City Staff for working hard to produce their policy recommendations in a timely manner.

We recognize that the restrictions included in the recommendations were drafted with the intent of protecting the integrity of industrial and manufacturing zones. As manufacturers, we share the City's concern with protecting its industrial land base. We were consulted during the preparation of the proposed regulations and we believe that they are balanced and reasonable.

Vancouver is home to an enthusiastic and educated population of craft beer drinkers who share a particular love for locally produced beer. Brewery Lounges in Vancouver will encourage both local brewery visits and brewery tourism. The proposed amendments will help foster a local brewing industry that will be a cornerstone of a strong and vibrant beer culture in Vancouver.

Sincerely,

Vancouver's Craft Brewers

July 8, 2013

Page 2

s.22(1) Personal and Confidential

Josh Michnik  
33 Acres Brewing Company

s.22(1) Personal and Confidential

Dean Malle  
Bomber Brewing

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Conrad Gmoser  
Brassneck Brewery

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Ethan Allured  
Coal Harbour Brewing Company

s.22(1) Personal and Confidential

Vern Lambourne  
Granville Island Brewing

s.22(1) Personal and Confidential

Nigel Pike  
Main Street Brewing Company

s.22(1) Personal and Confidential

Anthony Frustagli  
Parallel 49 Brewing Company

s.22(1) Personal and Confidential

David Bowkett  
Powell Street Craft Brewery

s.22(1) Personal and Confidential

Rick Dellow  
R&B Brewing Co.

s.22(1) Personal and Confidential

Iain Hill  
Red Truck Beer Company

s.22(1) Personal and Confidential

James Walton  
Storm Brewing

## Ludwig, Nicole

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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, July 09, 2013 5:13 PM  
**To:** Nicole Vittoz  
**Subject:** RE: Letter supporting proposed changes to Light Industrial Zoning re Craft Breweries

Thank you for your comments.

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Thank you.

**From:** Nicole Vittoz s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 5:23 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Letter supporting proposed changes to Light Industrial Zoning re Craft Breweries

Mayor and Council,


This message is **in support of the proposed changes to Light Industrial Zoning**. These changes will better allow craft breweries and distilleries to showcase and sell their product on premises under the specific restrictions outlined therein.

After conversation with both consumers and producers of craft beer, I strongly recommend to City Council that they adopt the proposed changes. In so doing the city will equip Vancouver Craft Brewers with the right tools for the proper promotion of new, independent small businesses that are socially conscious and community engaged, provide good jobs, and raise the profile of our city.

Thank you for considering and approving these changes.

Sincerely yours,

s. 22(1) Personal and Confidential



## Ludwig, Nicole

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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, July 09, 2013 5:14 PM  
**To:** Gabriel Reinarz  
**Subject:** RE: Zoning and Development Bylaw to Accommodate Lounges as Accessory Use to Breweries and Distilleries

Thank you for your comments.

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Thank you.

**From:** Gabriel Reinarz s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 5:27 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Zoning and Development Bylaw to Accommodate Lounges as Accessory Use to Breweries and Distilleries

Dear Sirs/Mesdames:

Please make our city more vibrant, fun, and forward moving and allow brewery lounges in our town. We are grown ups after all, and we deserve a metropolitan city.

Sincerely,

Gabriel Reinarz, Vancouver BC

## Ludwig, Nicole

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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, July 09, 2013 5:15 PM  
**To:** Anne Sproull  
**Subject:** RE: Distillery Lounge Amendment

Thank you for your comments.

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Thank you.

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**From:** Anne Sproull s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 5:31 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Distillery Lounge Amendment

Dear Mayor and Council:

I am writing to you today in support of amending the Zoning and Development By-Law to allow lounge use accessory to a Brewing or Distilling use.

Vancouver enjoys a growing international reputation as a city where locally produced goods are highly valued and purchased by Vancouverites, and where the businesses that produce them are thus passionately supported. Locally crafted beverages and proximately grown/produced food are top of the list where local is concerned: they literally help to provide Vancouverites with our cultural identity and demonstrate that same identity to visitors who come for a taste of our city. It's how we've come to share our values to the rest of the world; after all, we know that we are what we eat - and drink.

Providing access to spaces and situations where these locally produced beverages can be sampled and enjoyed by both visitors and residents alike, while generating interest and revenue for the businesses that create them would be an effective and meaningful way to support to our local economy, as we toast and celebrate - amongst visitors and in our own communities - what makes Vancouver unique.

I trust that you will take this time, consideration – and opportunity - to craft Vancouver's brand more deeply as a city that is fully in the spirit of eating and drinking local by voting in favour of this amendment on July 9th 2013.

Sincerely,

Anne Sproull

s. 22(1) Personal and Confidential

**Ludwig, Nicole**

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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, July 09, 2013 3:03 PM  
**To:** s. 22(1) Personal and Confidential  
**Subject:** FW: I support of amending the Zoning and Development By-Law to allow lounge use accessory to a Brewing or Distilling use

Thank you for your comments.

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Thank you.

**From:** Josh Dunford s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 2:26 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** I support of amending the Zoning and Development By-Law to allow lounge use accessory to a Brewing or Distilling use

Dearest City Council:

I love Vancouver. I am an entrepreneur who has built a business in Vancouver over the last 13 years that employs 14 fine folks. I also love the entrepreneurial spirit of Vancouver startups that bring innovation forward despite the city being an occasionally challenging environment to do so. I also like it when reasonableness factors into city and By-law decisions.

So I am writing you today in support of amending the Zoning and Development By-Law to allow lounge use accessory to a Brewing or Distilling use.

The burgeoning craft brewing and distilling industry supports a key demand of local residents: to purchase merchandise from, and thereby support, local businesses.

Vancouver residents increasingly recognize the quality products being produced by local breweries and distilleries, but unfortunately have to retire to their homes to enjoy these products beyond a small sample.



Allowing lounges will encourage a sense of community around these new businesses, as well as award local producers a much-needed revenue stream, encouraging further expansion of this new niche.

Additionally, our rapidly increasing local brewery and distillery scene has drawn the attention of visiting tourists, many of whom are dismayed to learn that the extent of their sampling is limited to a single sample per day. Adopting an amendment that will erase this restriction, and bring Vancouver breweries and distilleries more inline with businesses in other jurisdictions will be extremely beneficial to local businesses and residents.

I trust that you will consider the interests of both local businesses and residents when you take this matter under consideration on July 9th, and vote in favour this amendment.

Yours truly,  
Josh Dunford

--

Josh Dunford  
Founder / Janitor

**BURNKIT**

5. 22(1) Personal and Confidential

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also: 1 2 3 4 5



**Ludwig, Nicole**

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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, July 09, 2013 3:18 PM  
**To:** s. 22(1) Personal and Confidential  
**Subject:** FW: Lounge Use at a Brewery  
**Attachments:** Paula Gould.vcf

Thank you for your comments.

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Thank you.

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**From:** Paula Gould s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 2:51 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Lounge Use at a Brewery

**Good Afternoon:**


I am a native of BC currently working in Fort McMurray, Alberta and plan to move back to the lower mainland in about 4 years. I own two apartments in the Yaletown area (1055 Homer and 1055 Richards) and love craft beer. When I visit Vancouver and spend my tourist money, I love to sample new craft beers in a lounge situation. As I am 43 years old, rarely am I out in a nightclub or care to stay out past 11pm.

I am writing you today in support of amending the Zoning and Development By-Law to allow lounge use accessory to a Brewing or Distilling use. The burgeoning craft brewing and distilling industry supports a key demand of local residents and people visiting the lower mainland: to purchase merchandise from, and thereby support, local businesses. Vancouver residents and visitors increasingly recognize the quality products being produced by local breweries and distilleries, but unfortunately have to retire to their homes to enjoy these products beyond a small sample. Allowing lounges will encourage a sense of community around these new businesses, as well as award local producers a much-needed revenue stream, encouraging further expansion of this new niche.

Additionally, our rapidly increasing local brewery and distillery scene has **drawn the attention of visiting tourists**, many of whom are dismayed to learn that the extent of their sampling is limited to a single sample per day. Adopting an amendment that will erase this restriction, and bring Vancouver breweries and distilleries more in line with businesses in other jurisdictions will be extremely beneficial to local businesses and residents.

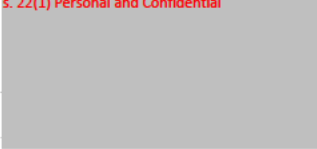
I trust that you will consider the interests of both local businesses and residents when you take this matter under consideration on July 9th, and vote in favor this amendment.

Thank you for your attention,  
Paula Gould



**Paula Gould**  
Manager, Administration  
Fort McMurray Housing Inc.

s. 22(1) Personal and Confidential



**Ludwig, Nicole**

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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, July 09, 2013 3:57 PM  
**To:** [REDACTED]  
**Subject:** FW: Distillery Lounge Amendment

Thank you for your comments.

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Thank you.

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**From:** Lisa Simpson [REDACTED] s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 3:28 PM  
**To:** Correspondence Group, City Clerk's Office  
**Cc:** [REDACTED] s. 22(1) Personal and Confidential  
**Subject:** Distillery Lounge Amendment

Dear City Council,

Further to the comments expressed below – I further advocate for your support concerning the Distillery Lounge Amendment. I have been on Granville Island every day for the past 24 months working hard with my trades people overseeing completion of our Distillery construction.

Not a day passes that I do not have long engaged discussions with both local residents and visiting tourists who are excited about the presence of The Liberty Distillery, asking if they will be able to sit and enjoy a cocktail while observing the process.

I cannot express enough how important the Distillery Lounge amendment is to the business and residential community to stimulate the local economy and foster the presence of a 'neighborhood', while simultaneously providing an educational experience.

Thank you for your consideration.

Kind Regards,  
**Lisa Simpson, MBA**  
Director, Operations

The Liberty Distillery

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s. 22(1) Personal and Confidential

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This e-mail is confidential, may be privileged and is intended solely for the named recipient(s).  
Any unauthorized disclosure, copying, distribution or use of this material is strictly prohibited.  
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Dear City Council,

I am writing you today in support of amending the Zoning and Development By-Law to allow lounge use accessory to a Brewing or Distilling use.  
The burgeoning craft brewing and distilling industry supports a key demand of local residents: to purchase merchandise from, and thereby support, local businesses.

Vancouver residents increasingly recognize the quality products being produced by local breweries and distilleries, but unfortunately have to retire to their homes to enjoy these products beyond a small sample. Allowing lounges will encourage a sense of community around these new businesses, as well as award local producers a much-needed revenue stream, encouraging further expansion of this new niche.

Additionally, our rapidly increasing local brewery and distillery scene has drawn the attention of visiting tourists, many of whom are dismayed to learn that the extent of their sampling is limited to a single sample per day. Adopting an amendment that will erase this restriction, and bring Vancouver breweries and distilleries more in-line with businesses in other jurisdictions will be extremely beneficial to local businesses and residents.

I trust that you will consider the interests of both local businesses and residents when you take this matter under consideration on July 9th, and vote in favour this amendment.

## Ludwig, Nicole

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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, July 09, 2013 4:10 PM  
**To:** Quinn Omori  
**Subject:** RE: TEXT AMENDMENT: To the Zoning & Development By-law to Accommodate Lounges as an Accessory Use to Breweries and Distilleries

Thank you for your comments.

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Thank you.

**From:** Quinn Omori s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 3:33 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Re: TEXT AMENDMENT: To the Zoning & Development By-law to Accommodate Lounges as an Accessory Use to Breweries and Distilleries

The Honourable Gregor Robertson and Vancouver City Council  
453 W. 12th Ave.  
Vancouver, BC

Dear Mayor Robertson and City Council

I am writing in support of the proposed zoning and development by-law changes to accommodate lounges as an accessory to a brewing or distilling house.

As a lover of craft beer and an ardent supporter of local businesses, I have been delighted to see how the craft beer community in Vancouver has rapidly grown over the past few years. The opening of numerous micro and nano breweries as well as a large and growing number of bars and restaurants embracing the high quality beers being produced in the city is a benefit to Vancouver's economy, sense of community, and commitment to sustainability. In addition, establishments like the Alibi Room and award winning breweries like Parallel 49 and Powell Street Brewing (to name just a few businesses) are leading the way to raise Vancouver's profile as a craft

beer destination among beer enthusiasts across Canada and North America. The proposed amendments to allow brewery and distillery lounges can only help Vancouver's craft beer scene continue to grow and prosper.

I understand that there is a small contingent of voices that believe the proposed changes--and particularly the restrictions on closing time, size, and special event hosting--are unacceptable as is. I must vehemently disagree with that stance. While time may reveal that further changes would be in the best interest of the city, consumers, and businesses, I see nothing wrong with the measured approach that city staff are currently recommending. To the contrary, to have these changes tied up for months over those restrictions would be extremely detrimental to both eager consumers and a number of micro breweries currently hoping to build lounges or expand current tasting rooms.

I trust that you will consider all of the above when you take this matter under consideration on July 9th and vote in favour of this motion.

Sincerely,  
Quinn Omori

**Ludwig, Nicole**

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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, July 09, 2013 4:14 PM  
**To:** Tom Manning  
**Subject:** RE: Zoning and Development Bylaw to Accommodate Lounges as Accessory Use to Breweries and Distilleries

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Thank you.

**From:** Tom Manning s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 3:46 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Zoning and Development Bylaw to Accomodate Lounges as Accessory Use to Breweries and Distilleries

I am writing you today in support of amending the Zoning and Development By-Law to allow lounge use accessory to a Brewing or Distilling use.

Having recently visited Germany and experienced the amazing support of their local breweries by government, I'm saddened by the lack of support we have here in Vancouver. A more open and inclusive culture with respect to occasional liquor consumption by responsible adults is something we desperately need here to help foster a better sense of community and in the process enhance our quality of life.

Our rapidly increasing local brewery and distillery scene has drawn the attention of visiting tourists, many of whom are dismayed to learn that the extent of their sampling is limited to a single sample per day - in modern times this is ridiculous. Adopting an amendment that will erase this restriction, and bring Vancouver breweries and distilleries more inline with businesses in other jurisdictions will be extremely beneficial to local businesses and residents.

I trust that you will consider the interests of both local businesses and residents when you take this matter under consideration on July 9th, and vote in favour this amendment.

Sincerely,



**Ludwig, Nicole**

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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, July 09, 2013 4:15 PM  
**To:** [REDACTED] s. 22(1) Personal and Confidential  
**Subject:** FW: Amendment - SUPPORT

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Thank you.

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**From:** Jordan Magtoto [REDACTED] s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 3:48 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Amendment - SUPPORT

Dear Mayor and Council:

I am writing you today in support of amending the Zoning and Development By-Law to allow lounge use accessory to a Brewing or Distilling use.

I feel that by allowing beer lounges will encourage craft brewer business development, as well as enable small businesses to become self supporting and encourage local, sustainable entertainment. Restriction against this type of business discourages competition, and beer drinkers of this great city will suffer from lack of choice and lack of access if brewers are restricted from opening lounges.

I trust that you will consider the interests of both local businesses and residents when you take this matter under consideration on July 9th, and vote in favour this amendment.

Yours truly,

--

Jordan Magtoto  
Sent with Airmail

## Ludwig, Nicole

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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, July 09, 2013 4:29 PM  
**To:** s.22(1) Personal and Confidential  
**Subject:** FW: Brewery Lounge Public Hearing (July 9, 2013): Amendment of Zoning and Development Bylaw No. 3575

Thank you for your comments.

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Thank you.

**From:** Chad McCarthy s.22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 3:58 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Brewery Lounge Public Hearing (July 9, 2013): Amendment of Zoning and Development Bylaw No. 3575

I am writing in support of the proposed amendments to the above-noted Zoning and Development bylaw, allowing brewery- and distillery-attached lounges in Vancouver (the "Amendments").

I am a resident of Vancouver. I am also a Certified Cicerone® (beer sommelier certification), a National-ranked BJCP Beer Judge and a member of the VanBrewers homebrewing club, though I am writing strictly on my own behalf. I am unable to attend the July 9, 2013 council meeting due to a conflicting meeting, though I believe passionately in this issue.

First, I adopt the sentiments of many other craft beer-knowledgeable Vancouver residents, which you have undoubtedly seen in similar form:

*"The burgeoning craft brewing and distilling industry supports a key demand of local residents: to purchase merchandise from, and thereby support, local businesses.*

*Vancouver residents increasingly recognize and desire the high-quality products produced by local breweries and distilleries, but unfortunately have to retire to their homes to enjoy these products beyond a small sample. Allowing lounges will encourage a sense of community around these new businesses, and will support local*

*producers with a much-needed revenue stream, encouraging further expansion of this popular and valuable industry.*

*Additionally, our rapidly increasing local brewery and distillery scene has drawn the attention of visiting tourists, many of whom are dismayed to learn that the extent of their sampling is limited to a single sample per day. Adopting an amendment that will will erase this restriction, and bring Vancouver breweries and distilleries more inline with businesses in other jurisdictions, will be extremely beneficial to local businesses and residents, as it has been in such other jurisdictions.*

*I trust that you will consider the interests of both local businesses and residents such as myself when you address this matter on July 9th, and vote in favour this amendment."*

Further, craft breweries are often an important first step in the revitalization of urban industrial zones challenged by the perennial flight of businesses to less expensive lands in the suburbs and beyond. Unlike wineries, which are invariably located in prime rural, bucolic farm country, craft breweries are often set up in the light industrial zones of urban areas (and I believe in Vancouver, are required to locate in such zones), and are often leaders in the revival of communities in such areas. See, for example, the article at this link (the text is included at the end of this letter): <http://www.npr.org/templates/story/story.php?storyId=198724722>

Despite what might be alleged by unrelated industry groups or overly-concerned residents, 1) brewery lounges do not (and cannot) pose a competitive threat to Vancouver's huge and well-funded liquor-primary mega-clubs, and 2) brewery lounges will not spread large numbers of intoxicated persons (creating noise and mischief) outside of the designated downtown mega-club area known as the Granville Strip and surroundings. In fact, brewery lounges are the very antithesis of the drunkenness and disorderliness I often encounter in the Granville Strip region. Such brewery lounges attract local residents and tourists alike who are interested in craft beer and related products and services - that is, beverages that are imbibed and appreciated for their complex and subtle flavours rather than purely for their alcohol content. The personal, symbiotic relationship developed between a local brewer or distiller and his/her local and foreign clientele is one involving mutual admiration, pride of craftsmanship and support of local small business - never one of profit through drunkenness. I cannot recall attending a craft beer-related brewery, lounge, pub, festival or conference where truly excessive drunkenness, noise or other mischief has been an issue whatsoever.

One has only to look south to the states of Washington, Oregon and California - and in particular Portland, OR - to see the unbridled success of urban and suburban breweries with attached lounges and few restrictions. Residents see these as cultural and community hubs, as anchor businesses in their areas, and as truly valuable assets. I strongly recommend that council look to other jurisdictions that have successfully implemented brewery lounges for guidance in this and related areas. Again, starting with Portland, OR.

In addition, I urge council not to deny the proposed amendment on the basis that it is too restrictive, as I believe several members of the Campaign For Culture have suggested you do. While I agree that the proposed limits on brewery lounges should be lessened, council should not delay the implementation of the Amendments and send them "back to the drawing board" at this late stage; new, small breweries are relying upon the Amendments to get themselves off the ground (e.g. 33 Acres Brewing and Brassneck Brewery), and any delay could harm or destroy their successful launches. Changes to the program can take place in a subsequent amendment.

I would consider it a tragedy should a handful of vocal, ill-informed residents and competition-averse businesses were to derail this vital step towards Vancouver becoming a more friendly, welcoming and liveable community; encouraging local, sustainable small businesses; and in particular realizing the immense benefits of a healthy craft beer tourism and brewing industry.

Council, thank you for considering this material, and please pass the Amendments on July 9.

Yours very truly,

C. Chad McCarthy, J.D., B.A.Sc. (EE)

s. 22(1) Personal and Confidential

<http://www.npr.org/templates/story/story.php?storyId=198724722>

## **A Tale Of 6 Cities Craft Brewers Helped Transform**

by THE ASSOCIATED PRESS

July 04, 2013 12:01 PM

In once rundown urban districts across the country, craft breweries have helped to transform the neighborhoods around them.

Small business owners tackled the hard work of transforming industrial buildings, many of which had sat empty as demographic changes pulled manufacturers and residents to the suburbs.

Small-time, independent brewers have been one of the beer market's growth drivers. The number of breweries in the U.S. catapulted from 92 in 1980 to 2,514 as of May 2013, according to craft beer trade group Brewers Association. Barrels shipped have more than doubled in the past decade, and craft beer now makes up nearly 7 percent of a U.S. beer market that is growing slowly overall, according to trade publication Beer Marketer's Insights.

As the breweries churned out beer, they drew visitors and eventually new, young residents — and more small businesses.

Here's a look at six breweries whose presence helped to change their surroundings:

**DOWNTOWN DIGS:** Boulevard Brewing opened in 1989 in its Kansas City, Mo. Westside neighborhood, creating a brewery out of a building that had been a railroad's laundry. While it probably would have been cheaper for the company to be in the suburbs, the brewery's managers are "committed urbanists" who like the idea of contributing to the vitality of the central city as opposed to building on undeveloped land in the suburbs, says Boulevard's CFO, Jeff Crum.

The building's renovation ranged from replacing pipes to cutting out a skylight to make room for tanks. And in order to grow, Boulevard had to buy the land around it from different owners, get approvals from neighbors and get the city to rezone the land around it.

The brewery, at first, struggled to attract visitors, but now draws about 50,000 people annually as the area around it picked up alongside a broader renewal in nearby downtown Kansas City.

"Not very many years ago this would be an area you'd stay the hell away from," says Danny O'Neill, who started a coffee roaster, the Roasterie, down the street from Boulevard in 1993. Boulevard helped him find his building, and nowadays the coffee factory and brewery host tours and weddings. "Somebody has to go in there first, and I think that's the role that Boulevard played," O'Neill says.

**ON THE WATERFRONT:** Harpoon Brewery opened on the South Boston waterfront in 1986, when it was surrounded by auto body shops and little else. Now the brewery draws more than 85,000 people a year from

tours and tastings, and thousands more from festivals. These days, the city is focused on redeveloping the area. New apartment and office buildings, restaurants and a convention center sit nearby.

Harpoon recently negotiated a 50-year lease with the city. The rent will rise over time, but generally, long leases provide protection from spikes that can happen when an area becomes so popular that property values skyrocket.

**RUST BELT REVAMP:** Great Lakes opened in Cleveland's Ohio City neighborhood in 1988. The downtown neighborhood was "perceived as dangerous and blighted" into the 1980s, says Eric Wobser. He works for Ohio City Inc., a nonprofit that promotes residential and commercial development while trying to preserve the neighborhood's older buildings.

Great Lakes built a brewery and a brewpub. Other breweries and businesses — a pasta maker, a bike shop, a tortilla factory, as well as restaurants and bars — followed. Newcomers flock to the neighborhood, even though Cleveland's overall population is still declining. The city repaved the quiet street next to the brewery, Market Ave., with cobblestones, and poured millions into renovating a nearby 19th-century market.

**BREWERY BUBBLE:** In the waterfront Ballard section of Seattle, home to fishing shops, shipyards and boat fueling facilities for decades, six breweries have sprung up in the past two years. They joined Hale's Ales and Maritime Pacific Brewing, which both opened in Ballard in the 1990s.

Hale's Ales in 1995 took over a facility that had housed an industrial hose manufacturer and before that a maker of engines.

The neighborhood has become "softer," says Hale's Ales manager Phil O'Brien. "What used to be fishing shops are little restaurants — what used to be hardware stores are now coffee shops."

While Ballard is still a hub of maritime industry, it has landed higher-income apartment buildings and has attracted restaurants and nightlife.

**BROOKLYN BRANDS:** When Brooklyn Brewery opened in the Williamsburg section of the New York City borough in 1996, its neighbors were mostly deserted warehouses and factories. Today, Brooklyn Brewery is surrounded by modern apartment buildings, trendy bars, shops and restaurants. There's still some graffiti, but that hasn't deterred the influx of new residents willing to spend a lot of money to live there. In the past decade, home values in the Brewery's neighborhood have more than doubled — up 145 percent, according to real estate appraiser Miller Samuel. Brooklyn Brewery and another local craft brewer, Kelso, worry that rising property values will eventually force them out of their current neighborhoods.

**ACROSS THE BAY:** The tech boom has made one brewpub's growth plans more complicated. In San Francisco, 21st Amendment brewery is two blocks from AT&T Park where baseball's Giants play. Along with the bustling technology sector, 21st Amendment helped to transform the city's SoMa neighborhood.

"People refer to use as the granddaddy of the neighborhood," says 21st Amendment founder Nico Freccia.

Now the company wants to build an 80,000-square-foot brewery — but property values are too high. The company has opened offices in the East Bay, and is scouting space there for the brewery, hoping to help revitalize an Oakland neighborhood.



## Ludwig, Nicole

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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, July 09, 2013 4:32 PM  
**To:** Matthew Naylor s. 22(1) Personal and Confidential  
**Subject:** FW: Proposed Brewery Lounges

Thank you for your comments.

All public comments submitted for the public hearing that are received not more than 15 minutes after the close of the speakers list for that public hearing will be distributed to members of Council for their consideration. The public comments must include the name of the writer.

In addition, these public comments will also be posted on the City's website ([http://vancouver.ca/ctyclerk/councilmeetings/meeting\\_schedule.cfm](http://vancouver.ca/ctyclerk/councilmeetings/meeting_schedule.cfm)).

Please note that your contact information will be removed from the comments, with the exception of the writer's name. Comments received after the start of the public hearing should not exceed 1500 words.

Public comments submitted for the public hearing that are received more than 15 minutes after the close of the speakers list, will not be distributed until after Council has made a decision regarding the public hearing application and the related bylaw is enacted, if applicable.

For more information regarding Public Hearings, please visit [vancouver.ca/publichearings](http://vancouver.ca/publichearings).

Thank you.

**From:** Matthew Naylor s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 4:05 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Proposed Brewery Lounges

Dear Mayor and Council;

I wish to express my strong support for the proposal to permit brewery lounges to operate in the city of Vancouver. I have been delighted to see positive steps being taken on this front.

I would rather the proposed restrictions that the lounges must close by 11pm, must be smaller than 860 square feet, and may not host more than two special events per month be not imposed. However, this should not be taken as opposition to the project as a whole. I am very supportive of any positive motion, and while I would like to see unrestricted lounges, I do not want my opposition to the precise form of the regulations be taken as opposition to having lounges.

I wish to see a consistent liberalization of liquor laws in Vancouver. I hope that the restrictions will be brought in line with provincial regulations, but believe that either the proposal as it stands or the more liberal option I view as ideal are preferable to the status quo.

Regards,

--  
Matthew Naylor



## Ludwig, Nicole

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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, July 09, 2013 4:33 PM  
**To:** Glen Marshall  
**Subject:** RE: Support for zoning and development by-law for craft brewers and distillers lounges

Thank you for your comments.

All public comments submitted for the public hearing that are received not more than 15 minutes after the close of the speakers list for that public hearing will be distributed to members of Council for their consideration. The public comments must include the name of the writer.

In addition, these public comments will also be posted on the City's website ([http://vancouver.ca/ctyclerk/councilmeetings/meeting\\_schedule.cfm](http://vancouver.ca/ctyclerk/councilmeetings/meeting_schedule.cfm)).

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Thank you.

-----Original Message-----

**From:** Glen Marshall s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 4:06 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Support for zoning and development by-law for craft brewers and distillers lounges

Dear elected representatives of the City of Vancouver,

I am a Vancouver resident and a participating consumer in the fast-growing local industry of production of fine craft ales. I already take advantage of sales directly from those breweries that offer it, with my re-usable "growler" containers. It offers me a direct connection with those who produce the ales; I know where the ingredients come from and I know what and who have made them so delicious.

Along with our grown children, my wife and I have enjoyed visiting similar establishments in other cities such as Seattle and Portland. Our craft brewers in Vancouver are hobbled in comparison, in part by the existing city regulations. Extending the closing hours to 11 pm and limiting the size of the Vancouver craft ale lounges seem like a very reasonable step, and will encourage a fledgling industry with tremendous growth potential. This will attract visitors and tourists to our city and thereby foster the associated economic benefits.

We urge you to vote in favor of the amendment when you have the opportunity to do so on July 9. To miss out on this chance would be, in my opinion, an unfortunate mistake.

With my sincere thanks,

Glen Marshall

## Ludwig, Nicole

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**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, July 09, 2013 4:39 PM  
**To:** Paddy  
**Subject:** RE: Support for Zoning & Development By-law to Accommodate Lounges as an Accessory Use to Breweries and Distilleries

Thank you for your further inquiry, which has been forwarded to the attention of the Public Hearing Mtg Coordinator.

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**From:** Paddy s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 4:16 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Re: Support for Zoning & Development By-law to Accommodate Lounges as an Accessory Use to Breweries and Distilleries

I am curious as to why my letter has not registered as support on the Public Hearing Agenda webpage? I see many registered under the opposed from today but no knew support emails. I know several have been sent in.

cheers  
Paddy Treavor

**From:** Correspondence Group, City Clerk's Office  
**Sent:** Monday, July 08, 2013 3:02 PM  
**To:** Paddy  
**Subject:** RE: Support for Zoning & Development By-law to Accommodate Lounges as an Accessory Use to Breweries and Distilleries

Thank you for your comments.

All public comments submitted for the public hearing that are received not more than 15 minutes after the close of the speakers list for that public hearing will be distributed to members of Council for their consideration. The public comments must include the name of the writer.

In addition, these public comments will also be posted on the City's website ([http://vancouver.ca/ctyclerk/councilmeetings/meeting\\_schedule.cfm](http://vancouver.ca/ctyclerk/councilmeetings/meeting_schedule.cfm)).

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Public comments submitted for the public hearing that are received more than 15 minutes after the close of the speakers list, will not be distributed until after Council has made a decision regarding the public hearing application and the related bylaw is enacted, if applicable.

For more information regarding Public Hearings, please visit [vancouver.ca/publichearings](http://vancouver.ca/publichearings).

Thank you.

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**From:** Paddy s. 22(1) Personal and Confidential  
**Sent:** Saturday, July 06, 2013 2:25 PM

**To:** Correspondence Group, City Clerk's Office

**Subject:** Support for Zoning & Development By-law to Accommodate Lounges as an Accessory Use to Breweries and Distilleries

Mayor Robertson and Vancouver City Council

I am writing this letter in support of the motion for changes to current zoning and development by-laws that would allow for breweries and distilleries to operate on-site lounges. As an avid craft beer consumer and supporter of our thriving local craft beer industry, I see these changes as a big step forward for our growing local craft beer scene. By allowing these lounges to exist, Vancouver will have the opportunity to become a tourist destination for craft beer lovers from around the world similar to what you see in Portland, Oregon where over 50 craft breweries exist within Portland city limits, due in large part to the fact they can help support their businesses and showcase their products in on-site beer lounges.

We have to look no further than to the Okanagan where these style of lounges have made the area a destination for wine tourists.

I am hoping Vancouver City will have the foresight to make the recommended changes to allow for on-site lounges in breweries, distilleries and wineries which creates a win-win-win situation for the City of Vancouver, the local craft beer and artisan distillery industries and the consumers of their products.

sincerely

**Paddy Treavor**

s. 22(1) Personal and Confidential

Ludwig, Nicole

1 regular letter - yes

**From:** Correspondence Group, City Clerk's Office  
**Sent:** Tuesday, July 09, 2013 6:01 PM  
**To:** Public Hearing  
**Subject:** FW: Support Lounges for Breweries and Distilleries, But Don't Tie Their Hands

**From:** Jeremy McElroy s. 22(1) Personal and Confidential  
**Sent:** Tuesday, July 09, 2013 5:59 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Support Lounges for Breweries and Distilleries, But Don't Tie Their Hands

Hello Mayor Robertson and City Councillors,

My name is Jeremy McElroy and I am writing today in support of the allowance of lounges for breweries and distilleries in Vancouver. I am a part of the Campaign for Culture ([www.campaignforculture.ca](http://www.campaignforculture.ca)), a grassroots organization that wants to see more modern, sensible liquor laws in Vancouver and in the province as a whole.

When we heard about the proposed changes to Vancouver's zoning bylaws to allow these lounges we were at first ecstatic, happy to hear that the distillery and brewery tasting culture that has helped shape cities like Portland and Seattle into internationally-renowned craft beer and spirit hotspots was finally coming to Vancouver.

We were dismayed, however, when we learned that these spaces would be subject to many of the status quo restrictions that have perpetuated what many have deemed a "War on Fun" in "No Fun Vancouver", namely limiting hours of operation to 11:00pm, and the number of special events to two per month. When considered alongside the 860 square foot size restriction, we feel that there is little room, quite literally, for these spaces to fully embrace the tasting lounge culture that Portland and Seattle both enjoy.

It is for these reasons that we are asking City Council to allow lounges in Vancouver, but without these restrictions.

The provincial legislation approved in February allows lounges to be open until 4:00am, and places no restrictions on the number of special events outside of standard Special Occasion Licensing rules, and we feel that Vancouver shouldn't needlessly add these additional restrictions.

We have been fighting this War on Fun for years now, and we know we have an ally in City Council, but we want to make sure that we get this right the first time around, and allow distilleries and breweries greater flexibility in enhancing the social and cultural fabric of our city. Thanks for taking the time to consider my input.

Cheers,

Jeremy McElroy  
Campaign for Culture

## Ludwig, Nicole

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**From:** CAMRA President 5.22(1) Personal and Confidential  
**Sent:** Tuesday, July 09, 2013 7:48 AM  
**To:** Correspondence Group, City Clerk's Office; Communications Director  
**Subject:** Beer lounge licencing

Dear Mayor and Councillors,

I would like to throw my support behind the changes which would allow Vancouver breweries to open lounges which goes to public consultation later today. I do believe that this is a great step forward.

I do believe that the restrictions that are being applied are very fair, at this time.

I hope there are no further delays in the process.

Many thanks for your time and effort and my apologies for not being available to speak due to being out of the country.

Adam Chatburn  
President, CAMRA BC - Vancouver Chapter.

5 regular

## Ludwig, Nicole

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**From:** Wes Regan s. 22(1) Personal and Confidential  
**Sent:** Tuesday, July 09, 2013 8:58 AM  
**To:** Correspondence Group, City Clerk's Office  
**Cc:** Jackson, Brian (CSG)  
**Subject:** Writing in support of Brassneck  
**Attachments:** BreweryLougLOS.pdf

Hello Mayor and Council,

I'm pleased to provide the following letter of support regarding the proposed bylaw revisions to include lounges as an accessory use to breweries and distilleries.

Please see attached.

Thank you and have a great day,

Wes Regan  
Executive Director  
Hastings Crossing BIA

s. 22(1) Personal and Confidential





July 9, 2013

To: Mayor and Council, City of Vancouver  
Cc: Brian Jackson, General Manager, Planning and Development Services  
Re: Letter in support of Zoning & Development By-law to Accommodate Lounges as an Accessory Use to Breweries and Distilleries

Dear Mayor and Council,

I'm very pleased to offer this Letter of Support regarding the by-law revisions coming forward in today's public hearing to accommodate lounges as accessory uses to breweries and distilleries.

Throughout BC craft brewing is in the midst of a renaissance. Our craft beer brands, our brewers, the products they make and the destination restaurants that serve them have become renowned throughout our immediate Cascadian region and internationally.

These breweries are overwhelmingly small, independently owned businesses that take pride in their local roots and contribute to the local economy in a more integrated way than major international brands. Proposed changes such as these only help to support this growing but still relatively nascent sector in Vancouver, create local jobs, and once again chip away at the negative and paternalistic image of Vancouver as 'No Fun City'.

These changes will be good for our tourism sector, good for our food & beverage sector, and no doubt appreciated by Vancouverites too, who have demonstrated great enthusiasm and pride in our brewing community and the quality, creativity and professionalism they have come to be defined by.

If you have any questions please do not hesitate to contact me.

Sincerely,

Wes Regan, Executive Director  
Hastings Crossing BIA

s.22(1) Personal and Confidential

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s.22(1) Personal and Confidential

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## Ludwig, Nicole

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**From:** Elizabeth Coish <sup>5.22(1) Personal and Confidential</sup>  
**Sent:** Tuesday, July 09, 2013 11:01 AM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Zoning and Development Bylaw to Accommodate Lounges as Accessory Use to Breweries and Distilleries

Dear Council and Mayor,

I am writing you today in support of amending the Zoning and Development By-Law to allow lounge use accessory to a Brewing or Distilling use.

I, and other Vancouver residents, enjoy the products being produced by local breweries and distilleries, but find it difficult to try new brands and flavors without brewery lounges. Allowing lounges will encourage a sense of community around these new businesses, as well as award local producers a much-needed revenue stream, encouraging further expansion of this new niche.

This new set-up offers an alternative for consumers such as myself, and tourists looking to experience Vancouver's charm, to bars and clubs. Although the restrictions are frustrating, especially the limitations to lounge size and closing time, I hope you vote in favor of the amendment today.

Your Constituent,  
Elizabeth Lesley Coish

**Ludwig, Nicole**

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**From:** Eeva Valiharju s. 22(1) Personal and Confidential  
**Sent:** Tuesday, July 09, 2013 12:09 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Support for Beer Lounge Recommendations

Dear Mayor Robertson and City Council:

I am sending this e-mail as a sign of my support for the proposed changes to by-laws to allow breweries and distilleries to have lounges. As a long-time resident of Vancouver and a fan of craft beers I think that allowing for these lounges will impact the city in a positive way. I believe this will help the local craft beer and distilleries in growing their business and have the extended benefit of affecting tourism. As a resident, being able to visit local breweries with a lounge is another way for myself to enjoy the craftsmanship of local beers. Vancouver is a world-class city, however, there are a few areas where it does need to "catch up" with other international cities. I firmly believe that allowing for the proposed changes will be another step in Vancouver achieving that goal.

Thank you for your time accepting my support in this endeavour and I trust that the best decision will be tabled.

Regards,

Eeva Valiharju  
Vancouver resident.

## Ludwig, Nicole

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**From:** John F. Boyce s. 22(1) Personal and Confidential  
**Sent:** Tuesday, July 09, 2013 6:22 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** By-Law to allow lounge use accessory to a Brewing or Distilling use

To Whom It May Concern:

This note is in support of amending the Zoning and Development By-Law to permit lounge use in addition to brewing or distilling use. The local craft brewing and distillery industry is an important contributor to making Vancouver the desirable city it is to live in and visit. The current regulations restricting the ability to sample and taste these innovative local products harkens back to prohibition times where one had to hide at home to discretely enjoy alcoholic beverages. Permitting lounge use at craft brewing or distillery locations supports local business and enriches neighbourhoods by catering to the needs of local residents and visitors. I'm tired of the long drive to Portland to enjoy this type of social activity.

I urge you to support local business and residents on July 9<sup>th</sup> by voting in favour of this amendment.

Sincerely,

John Boyce

s. 22(1) Personal and Confidential

**Ludwig, Nicole**

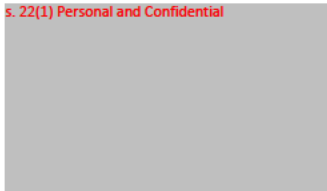
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**From:** Adam O'Neill s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 7:32 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** I support the brewery lounge by-law

As an assistant brewer at Coal Harbour Brewing in East Vancouver I support council's proposed by-law to allow small brewery lounges. I would love to be able to share my passion for our beer first hand with customers, daily.

Thank you for your time,  
Sincerely,  
Adam O'Neill

s. 22(1) Personal and Confidential



8 regular  
for

**Ludwig, Nicole**

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**From:** James Tyson s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 8:39 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Zoning and Development Bylaw to Accommodate Lounges as Accessory Use to Breweries and Distilleries

Dear Sirs/Mesdames:

I am writing you today in support of amending the Zoning and Development By-Law to allow lounge use accessory to a Brewing or Distilling use.

I love craft beer and craft brewing and I want to be able to purchase merchandise from, and thereby support, local businesses.

Vancouver residents increasingly recognize the quality products being produced by local breweries and distilleries, but unfortunately have to retire to their homes to enjoy these products beyond a small sample. Allowing lounges will encourage a sense of community around these new businesses, as well as award local producers a much-needed revenue stream, encouraging further expansion of this new niche. Plus not all craft beer can be purchased in bottles

Additionally, our rapidly increasing local brewery and distillery scene has drawn the attention of visiting tourists, many of whom are dismayed to learn that the extent of their sampling is limited to a single sample per day. Adopting an amendment that will erase this restriction, and bring Vancouver breweries and distilleries more inline with businesses in other jurisdictions will be extremely beneficial to local businesses and residents.

I trust that you will consider the interests of both local businesses and residents when you take this matter under consideration on July 9th, and vote in favour this amendment.

Yours truly,

James Tyson

**Ludwig, Nicole**

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**From:** Vancouver Brewery Tours s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 9:33 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Zoning and Development Bylaw to Accommodate Lounges as Accessory Use to Breweries and Distilleries

Dear Sirs/Madames:

My name is Ryan Mackey and I own a new local business called Vancouver Brewery Tours. As the name suggests, my company introduces locals and tourists to the growing craft brewery market in Vancouver by offering tours. I am writing to express my support in amending the zoning and development By-Law to allow lounge use accessory to a Brewing or Distilling use.

Vancouver residents increasingly recognize the quality products being produced by local breweries and distilleries, but unfortunately have to retire to their homes to enjoy these products beyond a small sample. Allowing lounges will encourage a sense of community around these new businesses, as well as award local producers a much-needed revenue stream, encouraging further expansion of this new niche.

Additionally, our rapidly increasing local brewery and distillery scene has drawn the attention of visiting tourists, many of whom are dismayed to learn that the extent of their sampling is limited to a single sample per day. Adopting an amendment that will erase this restriction, and bring Vancouver breweries and distilleries more inline with businesses in other jurisdictions will be extremely beneficial to local businesses and residents.

I trust that you will consider the interests of both local businesses and residents when you take this matter under consideration on July 9th, and vote in favour this amendment.

Yours truly,

Ryan

Ryan Mackey  
Owner/Operator

s. 22(1) Personal and Confidential





## Ludwig, Nicole

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**From:** Eric Edington-Hryb s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 9:08 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Brewery Lounge vote

Hello, Mayor and Council,

I am a first time writer. I have heard of the proposed changes to the brewery laws and must say they have my complete support, and I'm certain I speak for many of my friends as well. I don't understand why there is even (apparently) a debate on the subject; why should breweries not be allowed to sell their own products for immediate consumption? It is a service I'm certain people desire, and it would provide a great revenue stream for local businesses. I'm certain the city will make money from licensing and whatnot, as well as add to the local culture. A great many other places outside of Vancouver do this and have no problems at all of which I am aware. I have no problem with any of the proposed restrictions; they are, after all, not pubs. The craft beer movement in Vancouver and in British Columbia is still in its adolescence, and could use your support.

Sincerely,  
Eric Edington-Hryb

A Vision Vancouver voter and beer lover.

## Ludwig, Nicole

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**From:** Yannick Gingras s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 10:14 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Vancouver Brewery Lounges

Mr Mayor and distinguished councilors,  
I am a Canadian currently living in San Francisco and moving to Vancouver at the end of August.

I am delighted to learn that Vancouver is working on updating its zoning by-law to allow on premise consumption of craft beer. As a homebrewers myself and as the former secretary of the Montréal homebrewer's club, this is indeed an issue that I have at heart. Over the years, I've seen many follow two inspiring paths: the beer lovers who decided to start making their own beer after tasting some fine craft beer at their local brew pub and the home brewer who decides to go pro after making increasingly more delicious beers at home. It's all part of the same eco system indeed: it's by tasting a lot of different beers that these artisans develop the fine palate that's required to produce world class products. When I go to my local grocery store in the Mission district and that I see some bottles of Dieu du Ciel ale, I get a bit nostalgic from my home town and I recall the days when I would stop at this tiny brew pub for a quick pint after work with my coworkers to talk about that crazy day that we just had. Of course I buy a six-pack and this is my way to send the message back home: I appreciate this fine product full of stories and dedication.

Surely, this is the kind of sensory outreach that Vancouver wants to be famous for and by the time I arrive in Vancouver, brewery lounges will already be established and thriving.

Thank you for your hard work!

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Yannick Gingras  
Production Engineer – Cache  
Facebook

## Ludwig, Nicole

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**From:** Kieran Kennedy s. 22(1) Personal and Confidential  
**Sent:** Monday, July 08, 2013 10:44 PM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** In Support of Brewery Lounge Licences

Dear Mayor and Council:

I am writing you today in support of amending the Zoning and Development By-Law to allow lounge use accessory to a Brewing or Distilling use.

As a resident of the lower Mount Pleasant area known as Brewery Creek, I have witnessed firsthand how the burgeoning craft brewing industry supports a key demand of local residents: to purchase merchandise from, and thereby support, local businesses.

Vancouver residents increasingly recognize the quality products being produced by local breweries and distilleries, but unfortunately have to retire to their homes to enjoy these products beyond a small sample. While I can seek out pints at pubs which offer local options, it's rare to find a pub that would carry a full range of beers from a new, unestablished brewery. Allowing lounges will give local producers a much-needed revenue stream, but it will also allow producers to connect with consumers in a way we rarely see outside of our city's great farmers' markets.

The lounges will also allow local producers to showcase their products to visitors from outside the city. Word of mouth from the lounges will increase export demand for the producer's products and establish our city as a destination for beer connoisseurs.

I trust that you will consider the interests of both local businesses and residents when you take this matter under consideration on July 9th, and vote in favour this amendment.

Yours truly,

Kieran Kennedy

s. 22(1) Personal and Confidential

## Ludwig, Nicole

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**From:** Jan Lintag s. 22(1) Personal and Confidential  
**Sent:** Tuesday, July 09, 2013 12:03 AM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Brewery Lounges

Hello to you, the fine folks that run this fine city. I write to you in support of allowing Breweries and Distilleries to have lounges, and to make your city just a little more interesting to city visitors.

Let me start this by saying that I am not a Vancouverite (although I would certainly like to be). I am simply a person who, on an almost-weekly basis, commutes to your city to spend my money on your locally-made beer and the services that make my experience better. I am never alone when I do this; I always come with a group, all of whom are similarly with loose and generous wallets.

I imagine that there are plenty others like myself because I was encouraged to write this letter to you by a complete stranger. We all believe that a lounge, in any way, shape or form, will bring more interest in Vancouver's brewery and distillery industry. I understand that there is an impetus for delaying this amendment for the intentions of improving upon it. However, as an interested consumer, I believe that the passing of this amendment even with its restrictions, will be a good place to start. Any improvements will of course be welcome in the coming years.

I have never written a politically-inclined letter in my entire life, but I was motivated to express my opinions to you because I believe that both you and I ultimately want the same thing: to add both cultural and economic value to the city of Vancouver.

Thank you very much for your time. Sincerely yours,

Jan Lintag

## Ludwig, Nicole

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**From:** Julian Christians s. 22(1) Personal and Confidential  
**Sent:** Tuesday, July 09, 2013 12:04 AM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Zoning and Development By-Law to allow lounge use accessory to a Brewery

Hi

I am writing you today in support of amending the Zoning and Development By-Law to allow lounge use accessory to a Brewing or Distilling use. Such an amendment will make it substantially easier to support local businesses. For example, I live about a 15 minute walk away from Storm Brewing, and yet their beer is not available in bottles and I know few places nearby that serve it. Furthermore, a friend wanted to get a couple of kegs from Storm for his wedding reception, but the liquor license did not allow this because Storm did not have a store front (in contrast, we were allowed to get a keg from Central City Brewing or Granville Island, both much further away). Potentially, a brewery lounge could fulfill the role of store front, and enable the use of small breweries such as Storm for licensed events. In addition to the benefits for local residents and businesses, brewery lounges could be another draw for tourists, helping to rehabilitate our reputation as "No Fun City".

While the advantages of allowing brewery lounges are obvious, it is difficult for me to see any downside. Brewery lounges would be a place to enjoy a local, quality product, not to get drunk.

I trust that you will consider the interests of both local businesses and residents when you take this matter under consideration on July 9th, and vote in favour this amendment.

Yours truly,

Julian Christians

s. 22(1) Personal and Confidential

**Ludwig, Nicole**

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**From:** Carl Ott s.22(1) Personal and Confidential  
**Sent:** Tuesday, July 09, 2013 9:10 AM  
**To:** Correspondence Group, City Clerk's Office  
**Subject:** Zoning and Development Bylaw to Accommodate Lounges as Accessory Use to Breweries and Distilleries

Dear Sirs/Mesdames:

I am writing you today in support of amending the Zoning and Development By-Law to allow lounge use accessory to a Brewing or Distilling use.

The burgeoning craft brewing and distilling industry supports a key demand of local residents: to purchase merchandise from, and thereby support, local businesses.

Vancouver residents increasingly recognize the quality products being produced by local breweries and distilleries, but unfortunately have to retire to their homes to enjoy these products beyond a small sample. Allowing lounges will encourage a sense of community around these new businesses, as well as award local producers a much-needed revenue stream, encouraging further expansion of this new niche.

Additionally, our rapidly increasing local brewery and distillery scene has drawn the attention of visiting tourists, many of whom are dismayed to learn that the extent of their sampling is limited to a single sample per day. Adopting an amendment that will erase this restriction, and bring Vancouver breweries and distilleries more inline with businesses in other jurisdictions will be extremely beneficial to local businesses and residents.

I trust that you will consider the interests of both local businesses and residents when you take this matter under consideration on July 9th, and vote in favour this amendment.

I would also like to add that I personally have been upset by this rule on granville island.

Yours truly,

Carl Ott