

Greetings, we are Daniel van Netten and Alayna Briemon. We reside at 1209 Lyall Street and are the owners of Howl Brewing. We are writing to express our interest in applying for rezoning to allow for a small tasting room at our nano brewery. Howl Brewing opened in 2018 in North Saanich, brewing very small and unique batches of craft beer made with a focus on local ingredients and historic recipes. As per our approval, we have built and began brewing at our nano brewery at our home location 1209 Lyall Street. We closed our North Saanich location when we moved here in April 2024, and are currently the only employees of Howl Brewing.

Our home has a unique and interesting history as it was a small family owned storefront and business throughout the 1900s. It was formally called “Coton’s Grocery” and “Round the Corner”, which were both ran out of the same footprint we plan to use as our tasting room. We had not applied for a tasting room in our original application as we wanted to do things in stages to see how they were received. We have had a great amount of support from neighbours and feel that this very small tasting room would be a great addition to the neighbourhood. We have had many neighbours comment over the years that they remember shopping at some of the old stores located here, and we think it would be an exciting opportunity to bring back some of the old character to the area.

Since opening in Esquimalt, we have continued to participate in almost all Esquimalt and Gorge Farmers Markets this season, and it has given us an excellent opportunity to speak with a lot of our fellow Esquimalt residents about our hopes to open the tasting room. We have received an encouraging amount of positive support. Our current manufacturing licence already includes an on site store endorsement, but it is limited by our zoning and agreement with the Township.

Our goal is to maintain the same footprint that the past stores were occupying, which would allow for a maximum of 10 customers at one time, as per our architect consultation. The proposed tasting room is separated from the main living space by a wall already. We plan to be open daytime and early evening hours, likely only a couple weekdays and the weekends. We plan to sell taster flights, growler fills, and packaged beer to go. Under our current licence, the maximum on site consumption is 24 ounces per person per day. We also plan to market it as a walk up/bike up tasting room with short visits, minimalizing parking concerns. Customers will not have access to any part of the property beyond the tasting room. We had thought about potential brewery access for tours, but decided against that for liability purposes. We may put in a viewing window in the future.

The tasting room will have a focus on the history of Esquimalt and some of the old breweries in the area. We plan to have a small sign out front inspired by the “Round the Corner” sign from the archive photos, but ours plans to be called “Howl in the Wall”



We have lived in Esquimalt for almost 15 years and love the area more all the time. Getting to know our neighbours better through this project has been a pleasure. We are confident the tasting room will be a positive addition and great fit for Esquimalt.

Thank you for your time and consideration of this application, Daniel and Alayna.

