

Greetings, we are Daniel van Netten and Alayna Briemon. We reside at 1209 Lyall Street and are the owners of Howl Brewing. We are 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 last 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. 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. 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.

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 our plans are to call it “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 support, Daniel and Alayna.

HOWL BREWING - TASTING ROOM

PROJECT INFORMATION

CIVIC ADDRESS: 1209 LYALL STREET
LEGAL ADDRESS: LOT 3, SECTION 11, EQUIWALT DISTRICT, PLAN 840
P.D. 084-774-701

EXISTING OCP:
LAND USE DESIGNATION: LOW DENSITY RESIDENTIAL
EXISTING ZONING: RS-4 SINGLE FAMILY DADU RESIDENTIAL
ZONING AMENDMENT: D14M NO. 3082
ADD MICRO BEVERAGE MANUFACTURE TO PERMITTED USES
PROPOSED REZONING: TO PERMIT COMMERCIAL (BREWERY TASTING ROOM)

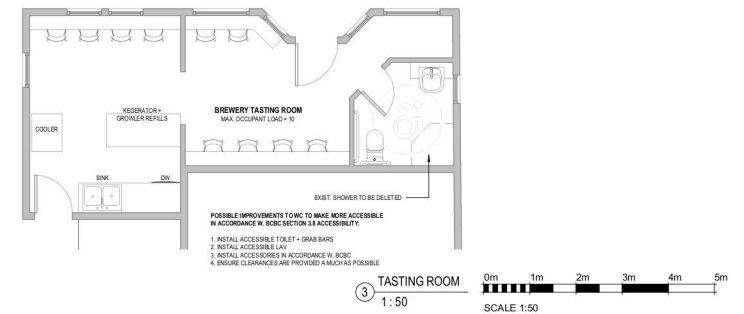
SITE AREA: 707m²
RESIDENTIAL AREA: 171m² (2 LEVELS + GARAGE)
BREWERY AREA: 64m² (TASTING ROOM + NANO BREWERY)
FLOOR AREA RATIO: PERMITTED = MAX. 0.35
PROPOSED = 0.33



CONTEXT PLAN
0m 20m 40m 60m 80m 100m
SCALE 1:1000



EXISTING STREET VIEW



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HOWL BREWING - TASTING ROOM

1209 LYALL STREET
VICTORIA BC
PROJECT NUMBER 23-009

PLANS + PROJECT INFO

2024.07.25 - ISSUED FOR REZONING
2024.11.01 - REVISED TO SHOW BIKE RACK OPTIONS

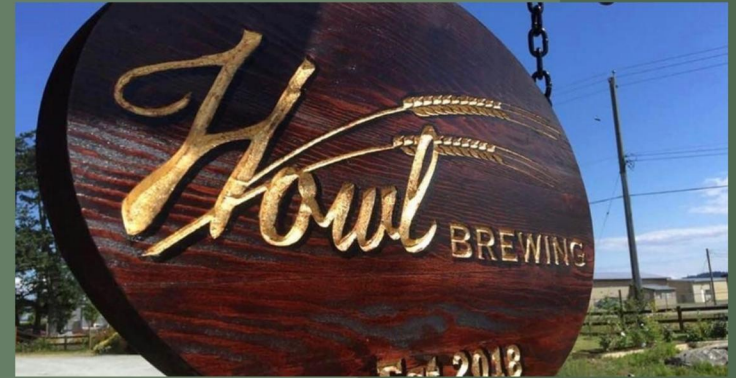


Howl Brewing

“Howl in the Wall” Tasting Room & On-Site Store

Our Proposal:

- To open a small Tasting Room & On-Site Store to compliment the existing brewery
- Maximum 10 person customer capacity as per architect consultation
- Walk up/Bike up focused with a provided bike rack on the property (see architect plans)
- Community focused highlighting the significant history of the house as a small business



We will
offer for
sale:



Taster Flights

4 x 4 ounce glasses or
single glass servings up to
24 ounces max person/day
as per LDB regulations for
on-site store



Growler fills

1 or 2 Litre Fills
New bottles available for
purchase



Off Sales

473 ml cans &
650 ml bottles to go

Hours

- LDB allows for the on-site store (once approved) to be open from 9 am – 11 pm 7 days per week.
- Our starting hours would likely be Wednesday & Friday 3 pm – 7 pm, Saturday 11 am – 6 pm, with the odd Sunday 12 pm – 5 pm (especially if a long weekend).
- We plan to continue to vend at Esquimalt Farmers Market every Thursday during the season
- We would be comfortable agreeing to being open a maximum 40 hours /week between 11 am – 8 pm, maximum 5 days in the week, with no limits on which days of the week, to accommodate for flexibility but also to be considerate of the neighbourhood.

Food options:



Small Snacks

We will have small packaged snacks available that are sourced from local small business



Promotion of Local Eateries

We will have a recommendation board with all local eateries and hours posted in the tasting room for those that want a meal or another drink

Howl Brewing uses on average 95% BC grown ingredients and will continue to prioritize sourcing locally grown first.

- Spent grain is donated to a local farm for feed
- Cooling water from the heat exchanger is captured and reused for the next batch
- All unusable organic waste is donated to a farm for composting



Historical Significance

- 1209 Lyall street is one of the last remaining and best preserved examples of a turn-of-the-20th-century storefront in Esquimalt.
- It was operated as a store from 1909 – 1975
- We plan to feature the special historical value by displaying archival photos in the tasting room.
- We look forward restoring, maintaining and beautifying the property as time goes on.

OUT OF THE PAST

COTON'S GROCERY

1209 Lyall St. was a small neighbourhood grocery store operated by Mr. & Mrs. Leonard Coton. There had been a business on the premises prior to 1930 but was not operational at the time the Cotons took it over. It was to be called "Round the Corner", and one of the Coton daughters was dispatched around the neighbourhood with flyers announcing the opening. The store eventually became known as "Cotton's Grocery" and remained in operation till shortly after the Second World War. At present it is used as a private residence.

Glady Durrant



EDITORIAL

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THE LEADER, Wednesday, July 1, 1964 4

Len Cotton...35 years of service

Small Grocery Store Has 64-Year History

by KEN JONES

Some businesses grow large over the years and some grow smaller and fade out of the consciousness of the community, but for about 64 years Len Cotton's compact grocery store on Lyall Street has remained a part of the neighbourhood.

For the past 35 years Len and Gladys have run the store in the same way serving the neighbourhood clientele with daily items for their grocery needs. The store was first opened around 1900, but Mr. Cotton cannot remember who opened it at the time of the country.

Leonard Cotton was 11 years old when he came to Canada from London, England in 1909. It was when they discovered he was over 40 years of age. He has experienced both success and failure in his career. Len was with the Light and Traction Company when he was sent home from England. His first job after war was to help build up German relations in World War I was declared. Two groups of the 8th were sent to Portland on the west coast of the island to be clear and bring in the German living around that area who were wanted. As the end of the war was declared he came home to try and to start his business. The past 35 years have been somewhat quiet for the Cottons. Len now works on the coast collecting and looking for sub-

YOUR LEADER CARRIER

Gary Green

the main axis of the building, this well-kept bungalow is a good example of the type.

1153 LYALL STREET

1153 Lyall Street is a highly visible house. It was probably built in 1911 for John Murray. Though some new windows have been added, the character of the house is intact and eminently restorable. This house is very important in the streetscape of Lyall Street.

1209 LYALL STREET

1209 Lyall Street is the best-preserved storefront in Esquimalt. It was probably built in 1911 by Charles Hine. Before he bought the property it changes hands seven times in two years. The entire building seems to have survived to this date unscathed - the glass and siding appears to be original.

1221 LYALL STREET

The plainness of the design of this two storey house indicate an early date. It was probably built in the 1890's. Everything appears to have been preserved and maintained very well - only the front door appears new. This building holds a prominent place in the very interesting 1200 block of Lyall Street.

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STATEMENT OF SIGNIFICANCE

Civic Address:
1209 Lyall Street, Esquimalt, BC

Legal Description of Property:
Lot 5, Section 11, Esquimalt District, Plan 946

Description of Historic Place

1209 Lyall Street (1209) was built in ¹⁹⁰⁹~~1911~~. It is a wood sided gabled roofed home with a number of large multi-paned glass windows across the front facade of the home. 1209 is located on the north property line right beside the Lyall Street sidewalk.

Heritage Value

1. Architectural Significance

1209 is one of the last remaining examples of a turn-of-the-century store front in Esquimalt. The lot was purchased in 1896 by Captain D.D. Roop. 1209 changed hands many times until 1911 when the current structure was built by Charles Hine.

2. Social Significance

Notwithstanding the age of the lot and structure, 1209's true heritage values stem from its use as a grocery store. 1209 is one of the last remaining examples of a turn-of-the-century store front in Esquimalt. It was Charles Hines' wife, Mary Ann, who is listed as grocer. The Hines had the store until 1923 when Helen Cook purchased the property and continued to run a store there. Mr & Mrs Coton purchased 1209 in ~~1929~~ and 1931 continued to run a store there. Records indicate that Coton daughters first advertised the new grocery business as the "Round the Corner" store. Photographic records and anecdotal recollections of local residents indicate that 1209 became known as "Coton's Grocery". It remained in business as a grocery store until sometime after the Second World War. A "Coton" owned the property from 1941 to 1975.

3. Cultural Significance

Today 1209 is a private home. It is not in pristine condition; windows need new glazing putty, siding and barge boards need filling and paint. However, 1209 remains largely intact and worth being identified as a commercial and residential establishment of significant value.

spend Round The Corner
1932

Thank you
for your time
and
consideration!

