

Introduction

Most residents of Holyrood have heard of the proposed brewery development proposed for the town. The Holyrood Town Council felt it would be prudent to provide residents with an update relative to the development and provide background information to those who may not have been fully aware of the development to date. As a council, we believe community is critical to the decision-making process and we must always ensure that we focus on listening to all the voices that come forward.

The Beach Head Brewery development was first brought to the Town of Holyrood in late 2018, with the proponents sending a letter to the Holyrood Town Council advising that the intent was to find a suitable location to develop a microbrewery in the community.

This began a 2-year process which endeavoured to recognize and respond to all relevant questions related to the brewery proposal, while a careful lens was applied to the development application.

After careful review and in-depth due diligence by town staff and the Holyrood Town Council, we are pleased to announce that the Holyrood Town Council has given approval in principle to the Beach Head Brewing Company application.



We Listened

Holyrood Town Council has been soliciting feedback from residents, business owners and community groups throughout the process. This feedback has been reviewed as received, and evaluated thoroughly. It is only through this process that the Holyrood Town Council can make a decision based on the entirety of the factual information.

Council listened to the varying perspectives using the responses to establish an overall understanding of the viewpoints of the community. Council received letters and emails from residents, who both supported the brewery concept at the proposed location and those who opposed. In response, Council invited the proponents to attend and present at a public hearing, where residents were given the opportunity to register and present their views directly to council.

The role of a municipal council is to make decisions that are in the best interests of the future sustainability of the Town, ensuring residents will receive the best possible, safe, reliable services. Our goal is to ensure the Town respects the past and embraces the future where our children and grandchildren can live, learn, work, play and invest in this place we call home.

Our decisions are a result of the overall viewpoints of residents as well as a review of how this development affects the future of Holyrood. Council does not blindly approve applications, but we take the time to evaluate and chart the best course of action for residents, businesses and community organizations.

Main Concerns and Workable Solutions

The feedback received throughout this process identified three main concerns; i) loss of space at the Festival Grounds, ii) loss of boat storage at the Holyrood Marina, and iii) impacts to town infrastructure (i.e. water, sewer, etc.).

Some residents raised concerns that the location would result in a loss of space for the Holyrood Festival Grounds. The Town of Holyrood had already engaged a consultant to propose a redesign of the festival grounds area through the Beach Boardwalk Project. The original design included a large curvature in the shoreline, through feedback received from members of the Holyrood Marina and the consulting team, it was identified that the curvature could be reduced to make up for any loss of space at the Holyrood Festival Grounds.

In fact, the findings result in expanded green space for the proposed family friendly park to include a splash pad area, a beach area, a new stage to replace the current structure that is a safety concern and to better incorporate the walking trails. This work is hoped to be completed through our phased projects by 2024. This process will include public consultations to solicit your suggestions for the family park.

In addition, the proponents brewery design allows for the free flow of people to and from the Holyrood Festival Grounds during events such as Squid Fest, Carnivals and other events, providing additional washroom capacity during these events if needed.

They have expressed to the town that they are willing to provide non-profit community organizations use of their 2nd floor mezzanine space, as well as their intent to work with community organizations towards regular markets & community-oriented events.

The loss of boat storage and the impacts on the Holyrood Marina were other areas of concern for some residents and Marina boaters. It is well understood by all parties involved that hampering the operations of the Holyrood Marina would not be in the best interest of the town and that solutions were needed to allow the Holyrood Marina to expand. There has been ongoing collaboration between the proponents, the Holyrood Marina and the Town of Holyrood to identify workable solutions. Many of these solutions will begin being implemented over the coming months. The net result of these efforts is no loss of boat storage space at the Holyrood Marina and the area will become a destination site for residents and visitors alike.

Finally, the proponents have spent a significant amount of time researching and speaking with Public Works staff to ensure that there is a full understanding of existing town infrastructure and the capacity to support such a development. They have sought to find solutions to drastically reduce the demand placed on town infrastructure by incorporating large water tanks, which will fill during non-peak hours (overnight), thereby reducing the demand on the town's water system. The proponents have included water line expenditures to aid fire capacity, benefitting the Holyrood Marina and the entire area.

Potential Economic Impacts

The positive economic impact that microbreweries are having in other parts of the province is well documented, we only need to look at communities such as Port Rexton or Dildo, who have seen a resurgence since microbreweries opened.

Breweries contribute on average \$13.668 million in economic impact to their communities and on average produce a 10:1 ratio of economic impact to initial brewery investment.

Conclusion

The Holyrood Town Council believes that by working collaboratively and finding solutions that this Approval in Principle will have a positive affect on our Towns ability to move with confidence into the future . We will remind residents an approval in principle carries with it a list of conditions which must be met before an actual development permit is granted. In this case there are conditions which include a completed provincially led environmental assessment, Ministerial approval for the sale of property, completion of a refined lease agreement with HMPC ensuring expanded boat storage capacity and a commitment to support the green space replacement plan.

We would like to thank all residents, businesses and organizations that contributed input throughout this process, and we would like to thank and congratulate the proponents for achieving this milestone. Council will continue to work with all concerned to make Beachhead Brewery a contributor to our local economy and one of our community minded business ventures.