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Subject: Motion ED3.11: Fostering Economic Development in Toronto's Craft Beer Sector
Date: Monday, April 27, 2015 5:09:34 PM
Attachments: [halo_email_logo_small.png](#)

Hello,

I am writing with regards to motion ED3.11 - Fostering Economic Development in Toronto's Craft Beer Sector which will be presented to City Council for vote on May 5, 2015. I would like to encourage all city councillors to vote in support of this motion.

I am the co-founder of a small Toronto brewpub in planning called Halo Brewery. I know all too well the unique red tape and barriers that we and fellow craft brewers face when trying to establish brewpubs in Toronto.

More specifically, there are nearly insurmountable issues related to zoning and building permits. Unfortunately there are major discrepancies between the old City of Toronto zoning bylaw and the new 2013 zoning bylaw with regards to brewpubs in commercial zones. Furthermore, there is both a lack of clarity and differing interpretations within the city bureaucracy when it comes to how a brewpub should be zoned and what process is required.

For example, our colleague at Lansdowne Brewery went through all the appropriate channels to apply for a zoning variance and obtain the requisite permits to open his brewpub, and yet has still seen his opening delayed close to a year as a result of issues with the city that are out of his control. This is a major disincentive for myself and other brewers around the city who are looking to open small businesses here. We face uncertainty as to how long we may have to wait in bureaucratic limbo and watch our bank accounts run dry before we might be allowed to legally open our doors.

Existing craft breweries like Bellwoods Brewery and Indie Alehouse have demonstrated themselves to be great community members and employers in Toronto, and I hope we can work together to resolve a number of major issues that would truly allow the Toronto to become a tourist destination for craft beer as Vancouver and dozens of American cities have already become.

Thanks,

Eric Portelance
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