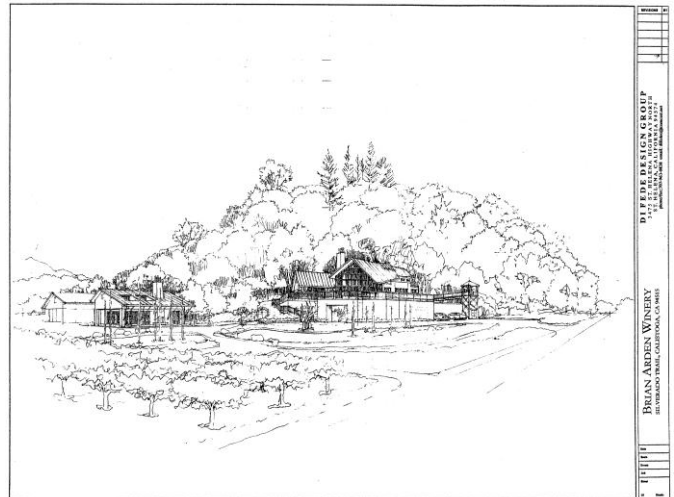
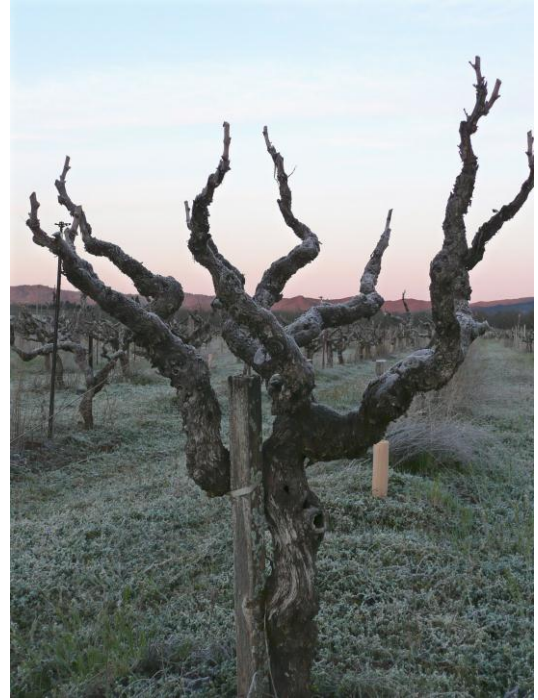


B R I A N



A R D E N



**WINERY & TASTING ROOM
REQUEST FOR CONCEPT APPROVAL**

**331 SILVERADO TRAIL, CALISTOGA
NAPA COUNTY, CA**

B R I A N  A R D E N

Planning Commission Hearing
June 22, 2011
Calistoga, CA

To: Jeff Manfredi, Paul Coates, Carol Bush, Matthew Moye and Nicholas Kite,

Brian Arden Wines currently has 2.25 acres of undeveloped land on the Silverado Trail in escrow. It is their intent to build a winery and hospitality center. Brian Arden Wines is formally requesting concept approval from the Planning Commission in order to proceed with 3rd party reports in preparation for obtaining a Conditional Use Permit. The planned facilities consist of:

Tank Room, Crush Pad & Operations Building
Barrel Room
Tasting Room & Hospitality Center
1 Cottage for Special Guests (no kitchen facilities)

Interior Spaces Will Include

Winery Laboratory
Dry Storage
Offices

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VIEW FROM THE SILVERADO TRAIL



REVISIONS	BY

DI FEDE DESIGN GROUP
 3475 ST. HELENA HIGHWAY NORTH
 ST. HELENA, CALIFORNIA 94574
 phone/fax: 707-963-0638 email: dffede@comcast.net

BRIAN ARDEN WINERY
 SILVERADO TRAIL, CALISTOGA, CA 94515

Date: _____
 Scale: _____
 Drawn: _____
 Job: _____
 Sheet: _____

Of _____ Sheets

Section I

Development Overview

Location:	331 Silverado Trail, Calistoga, CA, Napa County
Parcel Information:	2.25 gross acres of PD zoned land (1.95 net acres).
Zoning:	PD (Planned Development). Permits commercial uses including winery, farming and related operations.
Sewer & Water:	Water is located at the front of the subject parcel along the Silverado Trail. Sewer is 400' south at the SE corner of Parcel 2 (#011-050-031).
Drainage:	Approximately 700' south at the SE corner of Parcel 3.
Phase I Development:	Tank room, crush pad, temporary barrel room and small tasting room. Once the permanent tasting room is built the temporary tasting room will be converted to a multi-purpose room with winery laboratory, private tasting and meeting room.
Phase II Development:	Permanent barrel room, tasting room with hospitality center and a small cottage for special guests.
SF Ground Level:	Tank Room – 2,800 SF (70'x40') Operations Room - 1,800 SF (30'x60') Barrel Room & Storage – 6,000 SF (50'x120') Cottage – 600 SF (20'x30' - no kitchen facilities)
Total Footprint:	11,200 SF
Site Coverage:	11.4% of Parcel Acreage (Building footprint only)
2nd Level Space:	Hospitality Center – 3,500 SF (35'x100') Offices & Multi-purpose – 800 SF
Total Building Area:	15,503 SF (Includes ground and 2 nd level structures)
Floor Area Ratio:	15.8% of Parcel Acreage (Total Building Area / Total Land Area)
Time Frames:	Phase I completed by June of 2012. Phase II completed by summer of 2013 or 2014



Section II

Winery Operations

Projected Wine Sales:	4,000 to 6,000 cases per year. Drop-in customers will be welcome, but the primary marketing focus will be ‘By Appointment’.
Current Production:	2,000 cases of Cabernet, Cab Franc, Syrah, Zinfandel, Sauvignon Blanc, Viognier and Grenache.
Requesting Permit For:	10,000 cases
Fruit Sourcing (Current):	Brian Arden Wines currently sources grapes from Howell Mountain in Napa County, Boyd Family in Napa County, Chalk Hill & Limerick Lane in Sonoma County, and the Kelseyville Bench in Lake County (Harlan family vineyards).
Fruit Sourcing (Future):	Brian Arden Wines intends to expand production using primarily Napa County fruit. It is of particular interest for financial projections, grower relations, and marketing strategy to source grapes Napa County. It is anticipated that at full production 75% of all Brian Arden Wines will come from Napa County vineyards.
Events, Weddings & Food:	The Hospitality Center will have a small commercial kitchen for the preparation of food pairings and catered events related to weddings and social gatherings. No commercial food service or restaurant type operation will be conducted at the winery.
General Observations:	Locations on the Silverado Trail must reconcile tourist traffic against production, price-points and quality. A balance must be struck between moving wine inventory, taking advantage of the exposure, but not compromising on wine quality. High production of simply ‘good’ wine would not benefit Calistoga or Brian Arden.
Strategic Plan:	Brian Arden Wines plans to adhere to their original strategic plan of producing great wine by seeking great fruit and handling it with great care. The subject property on the Silverado Trail doesn’t change the business plan. Their desire remains the same, to become one of Napa Valley’s premier wineries.



Section III

The Design Process

*“Cause if you don’t know where you’re going, you might end up somewhere else”
≈ Toby Keith*

The design process leading to the site plan and architectural sketches in front of you is the result of months of research, thought, contemplation and just a little dreaming. Brian and I never assumed we would ever have the opportunity to develop a winery and tasting room on a “gateway parcel of unique beauty” when we started our winery four years ago. It’s been said that, “when you reach the fork in road, take it,” and so here we are.

We began by reading Calistoga planning and development documents for core values and a sense of place. This gave us parameters, boundaries and guidelines to explore design concepts, which Carlo Di Fede has brilliantly expressed. We made a ‘wish list’ with all of the wonderful things that we’ve seen and experienced during our time in the Valley and hope to share. We captured hundreds of photographs of wineries, country estates, architectural wonders, pasted them on 3x5 cards and spread them as a collage across very large tables (including one at the Calistoga Roastery). With just a little help from our friends, we divided those images into 5 categories:

- Hate or really dislike
- Like, but not well enough
- Really like or love, but won’t work or isn’t Calistoga
- Really like and might work for our site
- Absolutely love and would work and fit in Calistoga

Then with a leap of faith we brought on a team of engineers to explore drainage, wastewater, traffic and circulation issues and concerns. The site has challenges, and we needed to be certain there were options and solutions (there are), and that we understood the physical boundaries (we do).

The following design tree was used to guide our planning process and help us build consensus on what would be good for Brian Arden Wines, Calistoga and our neighbors. It gave us direction, set boundaries and provided subjective evaluation criteria. To the east of us is the home of Clarence and Thelma Luvisi. Every day as they go about their work in the vineyard, or enjoy their backyard, our project will be visible. Mark Aubert is at the end of the easement, and he was concerned about having us build down into the southeast corner, we will not. The mountain is beautiful as a backdrop, and our building profile and setbacks allow the mountain to frame our structures.

At every turn, at every decision point, we asked ourselves if it worked, was it functional, would it fit in Calistoga, is it truly going to be a “Gateway parcel of unique beauty?” If the answer was ‘No’ we modified, changed, or deleted.



Section IV
WINERY & TASTING ROOM
DESIGN & DEVELOPMENT FRAMEWORK

CALISTOGA DESCRIPTORS per City Documents	
Traditional & More Conservative	More Modern & Contemporary
Historic Rural Small Town	Unique Independent Eclectic
City Design Criteria	
Harmony Integrity Ambiance Scale Complimentary Preservation	
Subject Property Descriptors	
Gateway Beautiful Unique	
Design Constraints & Opportunities	
Constraints	Opportunities
Mountain Scale Slopes Tree Line Ingress & Egress August Briggs Public Services	Mountain Backdrop Slopes Tree Line Exposure & Visuals Energy Source Silverado Trail



Section IV - Continued
WINERY & TASTING ROOM
DESIGN OBJECTIVES

Design Objectives	
Capture Traffic	Create Traffic
<p>Generally based upon what you see from the road, visual impact:</p> <p style="text-align: center;">Structural Design</p> <p style="text-align: center;">Architectural Elements (Towers, Colors, Materials)</p> <p style="text-align: center;">Landscaping Features – Hard & Soft (Trees, Fountains, Ponds & Gardens)</p>	<p>In addition to visual appearance, a focus on what goes on inside the facilities:</p> <p style="text-align: center;">Wine Reputation</p> <p style="text-align: center;">Tasting Room experience (Tours, Pairings, Barrel Tastings)</p> <p style="text-align: center;">Recommendations</p> <p style="text-align: center;">Tourist Services & Concierges</p> <p style="text-align: center;">Atmosphere & Ambiance</p> <p style="text-align: center;">Events</p>
Other Considerations	
<p>Tourist Season – May through October (Warm to Hot)</p> <p>Hours of Operation – 10:00 AM to 5:00 PM (Heat & Light)</p> <p>Night visuals can be controlled by lighting</p> <p style="text-align: center;">Day visuals by design</p> <p style="text-align: center;">Winter Visitors</p> <p>Looking for warmth, comfort, ambiance, special attention</p> <p style="text-align: center;">Approach visuals from Silverado Trail</p>	



Section V
SUBJECT PHOTO'S – SILVERADO TRAIL



SUBJECT PHOTO's – HOSPITALITY VIEW





Triade Design Studio

Planning Commission Hearing

June 22, 2011

Calistoga, CA

To: Jeff Manfredi, Paul Coates, Carol Bush, Matthew Moye and Nicholas Kite,

Re: Brian Arden Winery

Architectural Considerations:

The architectural typology that I followed to develop the conceptual design for Brian Arden Winery was no different than the one followed by many local wine makers: the "Territory".



Page 2...

From the very beginning, both Burt and Brian Harlan, have expressed their desire to create a facility that was a reflection of its locale. They wanted the buildings to be sensitive to the surroundings, and to be a reflection of the City of Calistoga.

Being that the site is so strategically located as to represent the Entry Gate to the City, we all felt that the building design should function as such; to emanate a sense of what Calistoga is all about, and in so doing create a series of buildings that would become a beacon for the City and something that the entire Calistoga Community would be proud of.

I envisioned the building to embody the wine industry's relationship to both tradition and innovation.

Having lived in the area (my home is only 3 miles south of the City of Calistoga) for the past 33 years, I felt I had an understanding of what Calistoga is about: a rural town, laid back, emanating relaxation and yet with a very strong sense of community. A City that is strongly and proudly tied to its history, its territory and its values.

In developing an architectural vernacular for the buildings I was about to design, I asked myself: what is Calistoga architectural vernacular? Which buildings best characterize or embody the essence of Calistoga?

I walked the streets of the City and over and over again what I saw was what I call the "Western Facades" with their covered porches and walkways. I recalled the City's history with the mining of the Cinnabar and the connection of the Community with the water, the Geyser and the mud baths.

I also sensed the desire for the City to maintain its ties to the past, but eager to plan for the future. I borrowed all these elements and I tried to incorporate their essence into my design.



When I looked at the site and at the immediate surroundings, I notice the rural character of the area.

Looking at Mount Washington, with its pristine vegetation, I did not want to place a building there that would negatively affect its natural beauty. It became clear that by actually placing the structure tight against the slopes of the Mountain, I would have been able to make the building disappear in comparison to the scale of the heavily wooded slopes behind. Had I placed the buildings in the foreground, they would have appeared larger than they really are, and would have also blocked the view of the mountain.



We did not want to subscribe to the approach: " here I am look at me", but rather we wanted to blend in with the surroundings. I placed the Hospitality Center above the Barrel Room for the obvious reasons:

- 1) by placing the Barrel Room against the slopes of Mount Washington, it will allow the terrain to maintain that portion of the building naturally cool and humid,
- 2) the Barrel Room being at the ground level is easier to be serviced by fork lift and trucks,
- 3) the Barrel Room below, larger than the Hospitality center above, allowed me to develop terraces at the Upper Level, from which visitor can overlook the beautiful surrounding vineyards.

The Barrel Room with its strong walls, would become the base, the anchor of the building to the ground. The Hospitality center would then be the main body and the roof the hat. As Frank Lloyd Wright taught, "*..a building must have feet, a body and a hat...*"

The center portion of the Hospitality Center will house the Main Tasting Room. I designed it by borrowing the traditional elements of the local rural buildings, gabled roof/barn like structure.



Page 5...

However, I incorporated innovative elements as well, as in the large glazed area from where one can experience the full views of the vineyards and surrounding hills; and covered it with an asymmetric roof to promote dynamism and energy, versus being motionless and static. Our product, the entire wine industry, is continuously evolving, our buildings needed to reflect that.

I flanked the tasting Room with an office wing to the North-East that echoes the local western facades. I am envisioning a contemporary accent by finishing the exteriors with the proper selection of materials.

To the South-West, I placed a wing with a covered porch that would recall the covered porticos all so popular along Lincoln Avenue in downtown Calistoga. This wing will house a living room like space, where the visitors can stretch their legs after a long day of winery hopping, relax and experience the area.

It was upon the client special request to provide an area, where the limousine drivers could also relax while their guests enjoy their wine tasting experience at our facility; and also a space where they could sit down at a computer to check their appointments and schedules. The concept of a tower invaded my mind. Being native Italian, my background took me to the idea of a city gate with the prominent watch tower.

I did not want, however, to create another version of the overly borrowed water towers, instead I looked back at the history of Calistoga and recalled the mining that took place in the early formation of the City. With Mount Washington as our backdrop I placed, what could be interpreted as, a mining tower at the Northern corner of the property looking towards Mount St. Helena, where most of the mining took place, and provided it with a shed at the lower level to house the Limo Lounge. I provided an accessible ramp to access the Vista Point, at the upper level of the tower. The City Gate concept was now completed.

The Tank Farm building, along with its twin sister Phase-I Tasting Room, are a more innovative approach to a traditional farm building.



With August Briggs Winery as our neighbor to the West, we wanted to be sensitive to their facility and their traditional design, so we borrowed the barn concept, but we chose to add and dressed it up with more innovative clothes. The two buildings are linked together by a covered, translucent Breezeway that will function at times as a Crush Pad, at times for bottling. The structure supporting the covered Breezeway would aesthetically match the accessible ramp design at the tower.

We carefully chose to place these two buildings on the site, in such a manner, that the visual cone from August Briggs Winery, toward the Silverado Trail, will not be blocked by our structures.

I wanted the building to blend-in with the surroundings rather than contrast with the beautiful mountain behind. Rather than selecting contrasting colors, I adopted materials that would complement the heavily wooded hill. Placing the building tacked against the slopes of Mount Washington, helped reduce the scale of the structure while at the same time harmonize its relationship with the mountain; like other wineries have been able to accomplish.



The use of water elements on our site is very important to the clients. Water has become synonymous, along with wine and spas, for the City of Calistoga. We wanted to create a pond feature that would function as both storm water retention, as well as a landscape feature.

I am proposing two river like water features, (symbolizing the Napa River) located in such a fashion as to suggest to the visitor of bridging over upon their arrival to the site, thinking of the many historical bridges of Napa Valley.



I have also included vertical water spouts to recall the Geyser at the North end of town.



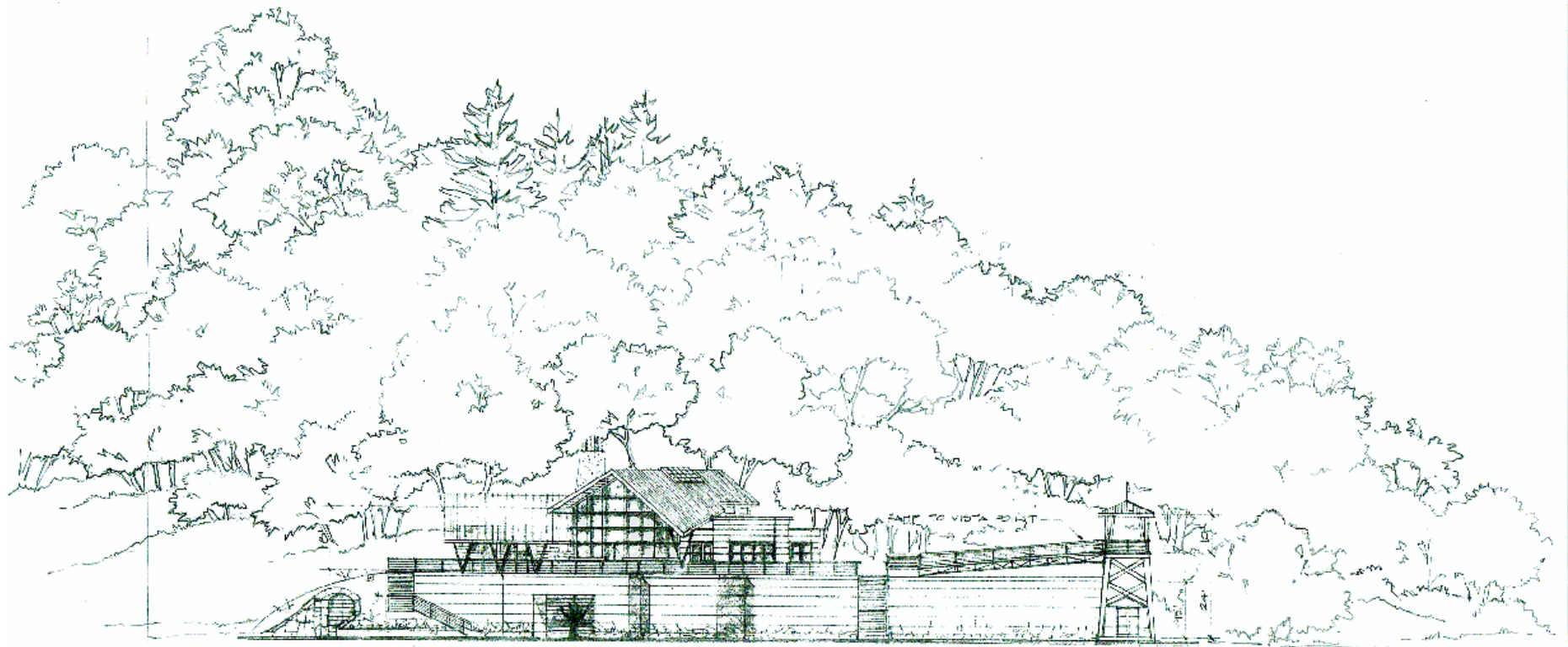


I like to believe that I have successfully designed a facility that, although innovative, is at the same time very much a part of Calistoga and speaks loudly of the City's character and traditions. Hope you will feel the same.

Sincerely

Carlo Di Fede
Principal/Owner
Triade Design Studio

VII - FUTURE BRIAN ARDEN WINERY



CAVE LIKE
ENTRANCE

ONE

BARREL ROOF BELOW W/HOSPITALITY CENTER ABOVE STAIRS RETAINING WALL & PARKING

LIMO
LOUNGE

BRIAN ARDEN WINERY

1/61 - 11 - 01

PHASE II – BARREL ROOM & HOSPITALITY CENTER

RZB00K 24

DIFEDE DESIGN GROUP
 3475 ST. HELENA HIGHWAY NORTH
 ST. HELENA, CALIFORNIA 94774
 phone: 707.939.4433 email: difede@difede.com

BRIAN ARDEN WINERY
 SIXTRADO TRAIL, CALISTOGA, CA 94915

DATE: _____
 DRAWN: _____
 CHECKED: _____
 SCALE: _____
 SHEET: _____
 TOTAL: _____

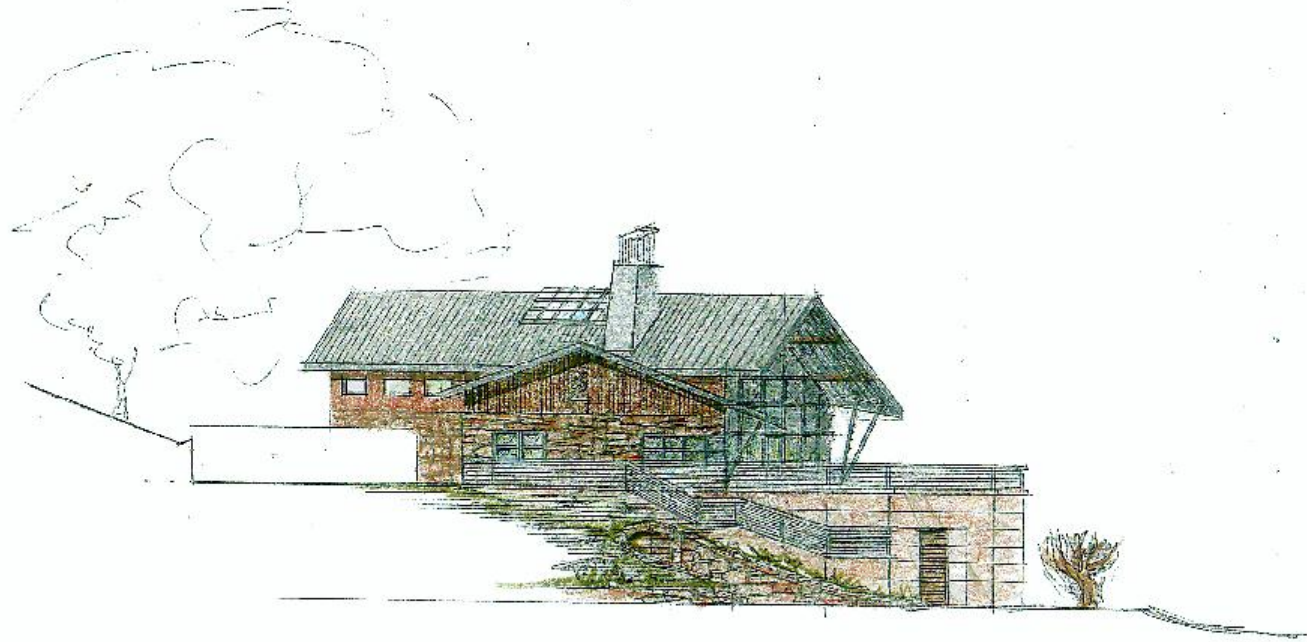


CAVE LIKE ENTRANCE 6'x12' BARREL ROOM BELOW L/ HOSPITALITY CENTER ABOVE STAIR RESTAINING WALL & PARKING LOT TO LOUNGE

SOUTH ELEVATION

1/8" = 1'-0"

PHASE II – BARREL ROOM & HOSPITALITY CENTER (Side View)



WEST ELEVATION
10/15/17

DATE	
SCALE	
SHEET	
NO.	
APP.	

DI FEDE DESIGN GROUP
3473 ST. HELENA HIGHWAY NORTH
ST. HELENA, CALIFORNIA 94574
phone: 530.942.5028 email: dfe@di-fededesign.com

BRIAN ARDEN WINERY
SILVERADO TRAIL, CALISTOGA, CA 94015

VIII - SILVERADO TRAIL AERIALS



VIII - SILVERADO TRAIL AERIALS

