

CITY OF CALISTOGA

STAFF REPORT

TO: CHAIRMAN MANFREDI AND PLANNING COMMISSIONERS

FROM: ERIK V. LUNDQUIST, SENIOR PLANNER

MEETING DATE: JUNE 22, 2011

SUBJECT: BRIAN ARDEN WINERY - CONCEPTUAL DESIGN REVIEW
(CDR 2011-01), 331 SILVERADO TRAIL (APN 011-050-030)

1
2 **ISSUE:**
3

4 Review of conceptual development plans for development of the Brian Arden Winery
5 and Tasting Room. Contemplated improvements on the 2.25 acre site include: a 6,000
6 square foot barrel and storage room; a 3,500 square foot hospitality center; a 2,600
7 square foot operations building; a 2,800 square foot tank room; a 600 square foot
8 cottage; a limo lounge tower; and approximately 2 acres of landscaping, driveways and
9 parking. The requested winery production is 10,000 cases annually. The project site is
10 located at 331 Silverado Trail (APN 011-050-030) within the "PD", Planned
11 Development Zoning District.
12

13 **INTRODUCTION:**
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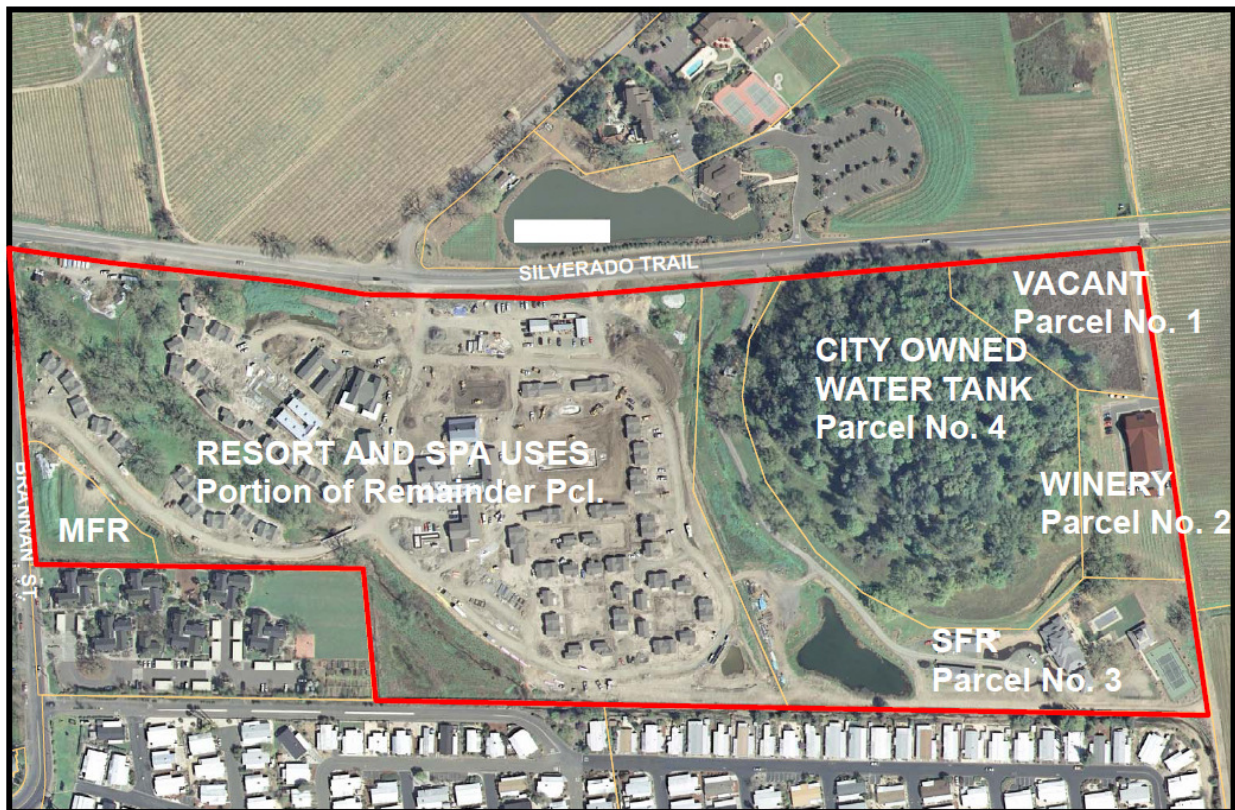
15 The Conceptual Design Review process provides an opportunity for a property owner or
16 developer to receive feedback on a development concept prior to submitting a formal
17 development application. The scope of Conceptual Design Review encompasses all
18 aspects of a project and allows for identification and discussion of potential issues at the
19 earliest stage in the development process. It is the City's expectation that the developer
20 will use the feedback received through this process as guidance when preparing the
21 formal development application.
22

23 Upon completion of this review, this information should provide the applicant with
24 sufficient direction to begin processing this project. Please note that should this project
25 move through the formal review process, additional opportunity for review, comment
26 and application of any specific conditions or requirements will be provided.
27

28 **PROPERTY HISTORY:**
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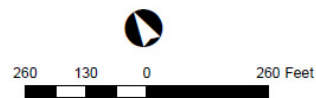
30 The property (APN 011-050-030) was created as the result of a Parcel Map filed on
31 behalf of Robert C. Maxfield in the Napa County Recorder's Office on April 8th, 1993 in
32 Book 19 of Parcel Map at Pages 81 and 82. The Parcel Map created 4 parcels and a

33 remainder parcel. The subject property, currently owned by Ronald and Judy Thomas,
34 is Parcel No. 1 and is currently vacant. Parcel 2 is developed with a 10,000 case winery
35 (owned by Mark and Teresa Aubert of RBC Wine Company whom is currently operating
36 the August Briggs Winery). Parcel 3 is developed with a single family residence, the
37 Helmer's property. Parcel 4 is owned by the City of Calistoga, who is in the process of
38 developing a 1.5 million gallon water tank. The remainder parcel has since been
39 divided and established with a resort and spa and a multi-family residential complex.
40



VICINITY MAP

Maxfield / Adams Beverage Company Properties



41
42 **PROJECT DESCRIPTION:**
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44 The subject property is approximately 2.25 acres and located on the southwestern side
45 of Silverado Trail at the base of Mt. Washington. The property has approximately 410
46 feet of frontage along Silverado Trail. The property is relatively flat with the exception of
47 the moderately sloping hillside of Mt. Washington at the western most property line.
48

49 Brian Arden Winery, as currently contemplated, includes winery administration,
50 hospitality and a winery producing 10,000 cases annually. In general terms the
51 proposed project consists of four structures; a ±9,500 square foot barrel storage and

52 hospitality center; a 2,600 square foot operations building; a 2,800 square foot tank
53 room; a 600 square foot cottage; a limo lounge tower; and approximately 2 acres of
54 landscaping, driveways and parking. The footprint of the proposed structures would be
55 approximately 11,200 square feet and would cover approximately 11.4% of the
56 property.

57
58 The first story of the barrel storage and hospitality center building includes 3,500 square
59 feet of gathering spaces, to accommodate winery administration, special events, wine
60 tasting sales and related support functions. The ground floor is reserved as the barrel
61 room and storage. The winery building (i.e. tank room) is connected to the operations
62 building by a covered breezeway. The operations building is intended to function as
63 the tasting room and administration offices during construction of the hospitality center.
64 Upon completion of the hospitality center the operations building would become a multi-
65 purpose use building with winery laboratory, private tasting and meeting room. The
66 small cottage would be provided for special guests. The frequency of these events are
67 unknown at this time.

68
69 Brian Arden Wines currently sources grapes from Napa, Sonoma and Lake County. It is
70 anticipated at full production 75% of all Brian Arden Wines will come from Napa County
71 vineyards.

72
73 Tasting room hours will vary seasonally with peak season hours estimated at seven
74 days/week 10:00 am to 5:00 pm. Wine production activities will occur generally before
75 the tasting room opens, except during harvest where activities may overlap for brief
76 periods. Special events may also extend beyond these general hours of operation and
77 may be related to weddings and social gatherings.

78
79 For this Conceptual Review application the project has not incorporated any
80 landscaping details other than storm water retention / water features. Furthermore, this
81 proposal has not secured a Growth Management Allocation and may not move forward
82 with a formal submittal until the Allocation has been received.

83
84 **DISCUSSION:**

85
86 The Brian Arden Winery offers an opportunity for economic development. However, if
87 the project is not done in an appropriate manner the proposed improvements and/or
88 uses may contrast greatly in scale and nature from our traditional small-town rural
89 character. Therefore, careful planning and design are essential if the winery is to attract
90 visitors and harmonize with the community. The challenge will be to guide the
91 development in a manner that limits undesirable effects on existing infrastructure,
92 sensitive natural resources, and our small town rural community character.

93
94 As such, the Planning Commission should carefully consider the following:
95

- 96 1. Does the project respond to the Maxfield/Adams Beverage Company planned
97 development goals?
98 2. Is a winery a reasonable and/or desirable use on this property? If so, is the
99 proposed winery subordinate to the primary agricultural uses? If not, what
100 amount of vineyard would be needed to provide an appropriate balance of
101 uses?
102 3. Is the project appropriately placed on the property?
103 4. Does the proposal promote the unique character and ambiance of Calistoga
104 and enhance the Entry Corridor?
105 5. Does the proposal present high quality design and layout to ensure
106 compatibility with the surrounding properties and hillside?
107 6. What, if any, design modifications should the applicant consider prior to
108 submittal of a formal application?
109

110 General Plan Consistency: The property is within the Rural Residential General Plan
111 land use designation. The Rural Residential land use designation allows crop
112 production, vineyards, light agricultural structures, and single family residences.
113 Wineries and visitor accommodations may occur with discretionary approval. The
114 suggested winery use is consistent with the Rural Residential designation.
115

116 Since this property is a key site within one of Calistoga's entry corridors, it has also
117 been designated within a Planned Development Overlay designation, the
118 *Maxfield/Adams Beverage Company Properties*. This designation is applied to achieve
119 a superior design and explain more specifically the development goals for the
120 properties. Page LU-29 through LU-30 of the General Plan Land Use Element states:
121

122 *"Development on these large parcels on the Silverado Trail shall be designed to*
123 *be visually suitable for its entry corridor location on the edge of town and should*
124 *contribute to the economic and/or community vitality of Calistoga.*
125 *Development on this site shall respond to the following issues:*

- 126 ■ *A balance of uses among various parts of the site.*
127 ■ *Sensitivity to the natural landscape, scenic vistas (particularly to the*
128 *Palisades) and site features, including adequate creek setbacks and*
129 *preservation of vegetation on Mount Washington.*
130 ■ *Protection of natural resources, including retention of on-site drainage,*
131 *mature trees and sensitive habitat.*
132 ■ *Clustering of development to allow for the retention of habitat-containing*
133 *open space.*
134 ■ *Minimization of grading.*
135 ■ *Minimization of impacts on adjacent land uses, including appropriate siting*
136 *of noise generators, lighting, and building location, height and style.*

- 137 ▪ *Incorporation of adequate landscaping, including provision of a landscaped*
138 *setback from Silverado Trail and a landscaped berm or other screening*
139 *along the boundary with the mobile home park.*
- 140 ▪ *Ensure that new development is of a scale subordinate to the agricultural*
141 *uses of properties located at these entry corridors.*
- 142 ▪ *Consideration of passive recreational opportunities on Mt. Washington and*
143 *a pedestrian pathway on the site to provide public access to this area. An*
144 *appropriate location for such a pathway may be along the boundary with the*
145 *mobile home park.*
- 146 ▪ *Adequate consideration, through submittal of geotechnical and preliminary*
147 *drainage plans with a project application, of geological and hydrological*
148 *constraints, including soil erosion and slope stability, drainage, flooding, and*
149 *drainage ditch maintenance.*
- 150 ▪ *Provision of on-site parking and circulation that includes safe access to*
151 *Silverado Trail.”*

152
153 Development of this site should respond to these aforementioned items. As such, the
154 Planning Commission should provide feedback regarding the applicability of these goals
155 and whether or not the project meets these goals.
156

157 The Planned Development Overlay designation also expresses that wineries and retail
158 wine sales are allowed in the Planned Development Overlay designation, “*provided that*
159 *these uses are clearly subordinate to the primary agricultural use*”. Is this balance
160 being achieved since vineyards are the predominate use of land in this area and in the
161 adjacent unincorporated areas?
162

163 Whether the Planning Commission believes that this proposal meets the meaning and
164 intent of the General Plan policy above is subject to interpretation. Staff believes that if
165 the winery was supported more prevalently by on-site vineyard, it could be found that
166 the property is consistent within the meaning and intent of the General Plan. Staff
167 believes that consolidating some of the planned facilities, but retaining their relative
168 scale in keeping with the surrounding area, may also provide a more sensible solution
169 to promote, protect and enhance Calistoga’s traditions as a rural small town.
170

171 The Planned Development Overlay designation further indicates that “*Development of*
172 *these parcels shall be varied and shall not include a single land use or predominant use*
173 *such as visitor accommodations or wineries on each lot*” and “*due to Mount*
174 *Washington’s visual and open space significance, private construction on its slopes*
175 *shall be prohibited.*” It is staff’s impression that the Brian Arden Winery, in addition to
176 the other developments, provides an adequate mix of uses in the designation. At the
177 time the General Plan was adopted the Mt. Washington property (Parcel No. 4) was
178 privately owned and concern about irresponsible development on its slopes was

179 looming. It is staff's impression that the General Plan direction was not intended to
180 preclude situations such as the contemplated development. Aside from this, the
181 Planning Commission should consider the appropriateness of the placement of the
182 structure on the property amongst Mt. Washington. It should be noted that the City will
183 discourage the encroachment of construction on the City's property.
184

185 Lastly, the property is also within an Entry Corridor Overlay designation as described in
186 the 2003 General Plan Update. "Entry Corridor: 2 Downvalley Silverado Trail" states
187 that development in the area along Silverado Trail should preserve vineyards and
188 existing trees and conform to the rural quality of the area.
189

190 Planned Development Zoning District: The City's Zoning Ordinance designates this site
191 as "PD", Planned Development; however there are no formal zoning standards that
192 regulate its development, such as permitted or conditionally permitted uses. Under
193 State law, a local agency is required to provide standards for the development of
194 parcels in all zoning districts as a means of informing property owners and the general
195 public of their development rights and the development potential of property. Several
196 of the former Maxfield/Adams Beverage Company properties (i.e. Mt. Washington,
197 Palisades, Helmer's property, Silver Rose Inn and August Briggs Winery) have
198 encountered this same issue. In order to resolve this issue, all of these properties have
199 been rezoned to accommodate development and/or potential development. Staff has
200 discussed this situation with the developer indicating the need to establish its own
201 unique planned development district, which would be reviewed and considered by the
202 Planning Commission and City Council. Upon receiving appropriate direction for the
203 Planning Commission, through this conceptual review process, Staff will work with the
204 Developer to bring forward a preliminary development plan to support a new planned
205 development district.
206

207 Site Plan and Architectural Design: The Developer's Architect has designed the
208 structure to fit within the rural context of the surrounding environment while considering
209 Calistoga's architectural history and site constraints, as described in the Developer's
210 project narrative. As one example, a septic system is planned in the northeast corner
211 of the property to provide adequate distance to the well on Parcel 2 and since the City
212 discourages the discharge of untreated winery waste into the City's sanitary sewer
213 system. The placement of the septic systems has caused the buildings to be located
214 closer to Mt. Washington. Staff believes that it is actually beneficial to place the
215 structures at the base of Mt. Washington to ensure that the views of the wooded hillside
216 are not block by an imposing structure along Silverado Trail.
217

218 Aesthetically, the structures have been designed to replicate but not duplicate
219 Calistoga's historical architecture into a modern design. The Architect was given more
220 latitude in birthing this design concept design concept since no development standards
221 exit, as previously mentioned. Although in considering the concept and approving a
222 planned development, the Planning Commission may require higher standards or allow

223 lower standards for the PD district than may be required for use, height, parking, traffic
224 circulation, landscaping and other elements with which the zoning regulations are
225 concerned. Absent established planned development standards, the Planning
226 Commission should consider practically whether the project presents a high quality
227 design and site layout that will ensure compatibility with the surrounding properties and
228 hillside. This can be in terms of landscape sufficiency, parking adequacy, height
229 limitations, scaling and massing of structures, etc.

230
231 Parking: The planned parking configuration could be found to comply with the off street
232 parking ordinance (CMC Chapter 17.36) with exception to perhaps parking availability
233 during special events. Since special events have not been thoroughly defined, the
234 Planning Commission may wish to discuss and provide feedback regarding the
235 foreseeable demand and potential impact on adjoining properties.

236
237 **ENVIRONMENTAL REVIEW:**

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239 The project will be subject to environmental review under the California Environmental
240 Quality Act (CEQA) and will require the preparation of an Initial Study to assess
241 potential environmental impacts. In order to assess potential impacts, the applicant has
242 been advised that various studies will need to be prepared to determine compliance
243 with City regulations and CEQA review. Anticipated studies include: a traffic study; a
244 water and wastewater needs assessment; an arborist report; a preliminary soil report; a
245 greenhouse gas emissions analysis; a historical, cultural, and archeological resources
246 study; and infrastructure and drainage studies. Other studies may also be required once
247 more information is received from the Applicant and comments have been received
248 from agencies and other City departments. Once these studies are formally submitted,
249 the initial study will be completed to determine all potential impacts associated with this
250 project and to identify appropriate mitigation measures to be applied. Opportunity for
251 public review of this environmental assessment will be provided prior to any action of
252 the formal application.

253
254 Consideration of the Pre-Application Consultation and Conceptual Design Review
255 application is not subject to the California Environmental Quality Act (CEQA) as no
256 approvals or entitlements are being requested or will be granted.

257
258 **AGENCY COMMENTS:**

259
260 The City of Calistoga Public Works and Fire Department's provided comments related
261 to this concept design, see Attachments 4 and 5. These City comments are provided in
262 order to ensure that the developer has advance notice of the many various studies and
263 design specifications that must be adhered to or incorporated into the formal application
264 review process. These analyses may vary slightly depending on the ultimate design.

265
266

267 **PUBLIC COMMENTS:**

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269 Many public comments were received in the form of letters and emails resulting from
270 posting notice for this public meeting. The correspondence received as of June 17,
271 2011 are attached for the Planning Commission's review. In summary, the concerns
272 addressed, include but are not limited to, General Plan consistency, neighborhood
273 compatibility, traffic impacts, imposing scale, affect on rural character, parking
274 inadequacy, grape sourcing from out of Napa County and storm water.

275
276 **RECOMMENDATION:**

277
278 Staff recommends that the Planning Commission review the conceptual plan and
279 program, receive comments from the applicant and the public, and provide preliminary
280 comments to the applicant and staff on the following as well as other issues of
281 commission concern.

- 282
- 283 1. Does the project respond to the Maxfield/Adams Beverage Company planned
284 development goals?
 - 285 2. Is a winery a reasonable and/or desirable use on this property? If so, is the
286 proposed winery subordinate to the primary agricultural uses? If not, what
287 amount of vineyard would be needed to provide an appropriate balance of
288 uses?
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291 and enhance the Entry Corridor?
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293 compatibility with the surrounding properties and hillside?
 - 294 6. What, if any, design modifications should the applicant consider prior to
295 submittal of a formal application?
- 296

297 It should be noted that the Planning Commission comments received during conceptual
298 design review are advisory only and should not be considered by the Applicant to be
299 requirements or an endorsement of the project until a complete application is
300 considered through the formal review process.

301
302 **NEXT STEPS AND ENTITLEMENTS:**

303
304 With the input received through this concept review, the developer will use the feedback
305 received as guidance when preparing the formal development application. The formal
306 approval process will likely include the Planning Commission and the City Council's
307 consideration of the following:

- 308
- 309 • A Preliminary Development Plan: and

- 310 • Zoning Ordinance Text Amendment to establish Planned Development Zoning
311 District Regulations; and
312 • A Final Development Plan; and
313 • Conditional Use Permit & Design Review.
314

315 It should be noted that the above requests will likely be processed concurrently, unless
316 determined during this concept review that some entitlements such as the Final
317 Development Plan for particular buildings or components of the project may be phased
318 within the terms of an approved Preliminary Development Plan.
319

320 **ATTACHMENTS:**

- 321
322 1. Vicinity Map
323 2. Developers Project Description and Narratives received June 15, 2011
324 3. Conceptual Plan Reduction (11" X 17") of Site Plan, Rendering, Hospitality Center
325 Building South Elevation, Hospitality Building West Elevation and Tank Room /
326 Phase I Tasting Room Elevations
327 4. City of Calistoga Public Works Department Memorandum dated June 9, 2011
328 5. City of Calistoga Fire Department Memorandum dated June 13, 2011
329 6. California Historical Resources Information System letter dated June 14, 2011
330 7. Mitch and Tracey Hawkins email/letter dated June 9, 2011
331 8. Jerry Baker letter dated June 10, 2011
332 9. Araujo Winery letter dated June 10, 2011
333 10. Jim Wycoff letter dated June 12, 2011
334 11. George Blanckensee email dated June 12, 2011
335 12. Richard Stadelhoffer letter dated June 13, 2011
336 13. Rich and Carolyn Czapleski email dated June 13, 2011
337 14. Laurie Shelton email dated June 14, 2011
338 15. Joe Briggs letter dated June 14, 2011
339 16. Karen Jensen Roberts letter dated June 14, 2011
340 17. Tom and Laurie Poggi letter dated June 14, 2011
341 18. Dave Dexter letter received June 14, 2011
342 19. Emily Baker letter dated June 15, 2011
343 20. Merrill Lindquist email dated June 15, 2011
344 21. David Goodrich letter dated June 15, 2011
345 22. Mark and Teresa Aubert letter dated June 15, 2011
346