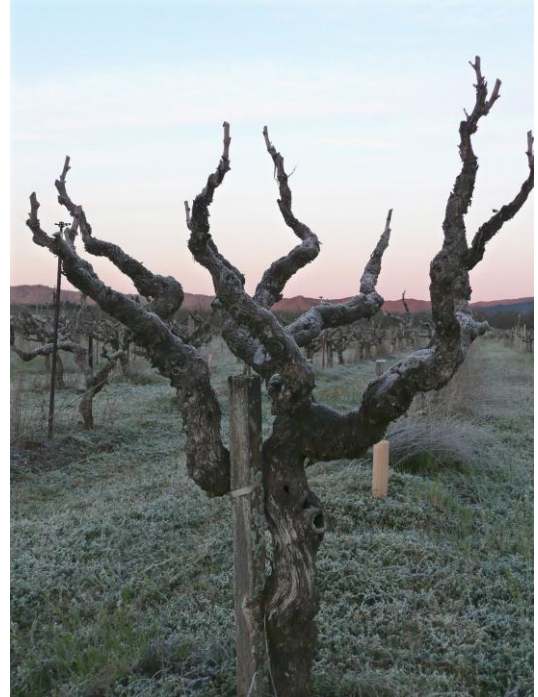


B R I A N



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
July 13, 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 with operations building. 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:

Barrel & Tank Room with Lab
Crush Pad Area
Winery Operations Building

Operations Will Include

Dry Storage
Offices
Tasting Room
Kitchen

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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.
Proposed Development:	Barrel and Tank room building with crush pad and laboratory. Winery Operations Building with dry goods storage, company offices, tasting room and small commercial kitchen for winery related events.
Square Footage:	Barrel & Tank Room – 4,000 (100'x40') Operations Building with offices and tasting room – 3,150 SF (35'x90')
Total Footprint:	7,180 SF
Site Coverage:	7.3% of land area
Parking:	Currently 19 spaces -The building code requires 12, so there may be some minor adjustments as vineyard and landscaping plans are prepared.
Agriculture:	The project as proposed is of a “Scale subordinate to agricultural uses” as required under the Maxfield/Adams PD Overlay.
Time Frames:	Construction to begin in 2012 and be completed in 2013 subject to avoiding construction during the crush and rain delays.



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 Vineyards 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 from 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 Operations Building Center will have a small commercial kitchen for the preparation of food pairings and a limited number of catered events annually. No commercial food service or restaurant type operation will be conducted at the winery.
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.



V - SILVERADO TRAIL AERIALS



V - SILVERADO TRAIL AERIALS

