

CITY OF CALISTOGA

STAFF REPORT

TO: CHAIRMAN MANFREDI AND MEMBERS OF THE
PLANNING COMMISSION

FROM: ERIK V. LUNDQUIST, SENIOR PLANNER

MEETING DATE: APRIL 24, 2013

SUBJECT: BOUNSALL & WRIGHT WINERY PROJECT AND EVENT
CENTER - CONCEPTUAL DESIGN REVIEW CDR 2008-04

REQUEST

Conceptual Design Review of the proposed Bounsall & Wright Winery and Events Center Project at 414 Foothill Boulevard (APNs 011-260-045 through 011-260-076).

PURPOSE OF REVIEW

The Calistoga Municipal Code encourages Conceptual Design Review for any project that would benefit from early consultation with the Planning Commission and is required for any subdivision project. Project recommendations provided by the Planning Commission in this process are intended to serve as guidance only and shall not be considered an approval of an application.

BACKGROUND & PROJECT DESCRIPTION

The Bounsall & Wright Winery and Events Center is a planned commercial/industrial development. The proposed uses consist of two wineries, deli/wine tasting with indoor and outdoor seating, a farm/fruit stand to showcase local product, and a hospitality/events area. A total of six buildings having a total square footage of 70,503 square feet are proposed on the property. The site is accessed from an existing roadway cut at the southwest corner of the property. The site circulates in somewhat of a grid pattern with a central rotary. Parking is provided around the perimeter of the uses rather than in a large parking lot. An EVA at the southeast corner of the site and a bicycle/pedestrian path to the Napa River are also proposed.

The Bounsall Family Winery project continues to evolve in an effort to capture and address issues raised by City staff, the public and the Planning Commission. As a result of the Planning Commission's most recent review of the project on

31 April 14, 2010, the Bounsall Family has redefined Building C (Winery #1). As
32 shown in the Concept Review Square Footage Comparison Worksheet (see
33 Attachment No. 3), all other components of the project are consistent with the
34 2010 conceptual plans, with the exception of clarifying the uses in Building A
35 (Deli/Wine Shop) and Building B (Retail/Office). The Concept Review Square
36 Footage Comparison Worksheet shows an overall reduction of 18,609 square
37 feet from the original conceptual plans.

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39 Winery #1 has been redesigned by reducing the overall building square footage
40 by 5,887 square feet and altering its architecture and composition. The structure
41 has also been pulled back further from Foothill Boulevard. The structure is now
42 composed of three distinct structures (i.e., wine tasting/office, barrel storage and
43 tank room) connected by a covered trellis. The total square footage including the
44 verandas and decks will be approximately 13,546 square feet. The total annual
45 production capacity for Winery #1 is anticipated to be 25,000 cases.

46
47 Architecturally, the structures have been redesigned to resemble a farmstead.
48 The front wine tasting and office building mimics a turn-of-the-century ranch style
49 house while the barrel structure and tank room duplicate a barn and outbuilding.
50 The wine tasting and office building would be two stories with steep gable roofs.
51 The barrel storage and tank room are single story buildings.

52
53 In the revised project description (see Attachment No. 2) the proposed uses for
54 Building A and Building B have been clarified. Building A would be used for
55 wine tasting, sales and a delicatessen with indoor and outdoor seating. Building
56 B would be a farm stand used for retail sales of specialty fruit, gourmet foods and
57 related retail.

58 **DISCUSSION**

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60
61 General Plan: The project site remains within the General Plan Land Use
62 designation of Light Industrial and is located within Entry Corridor EC1 –
63 Downvalley Foothill Boulevard, as described in the January 1, 2009 Staff Report.
64 Since the Planning Commission's 2010 review the City Council amended the
65 General Plan, removing the property's Planned Development Overlay and
66 placing it within the State Highway 29 Character Area.

67
68 The State Highway 29 Character Area extends along State Highway 29 from
69 Pine Street east to the city limits. This area is the most important and established
70 entry to Calistoga for travelers and visitors. It should announce a sense of arrival
71 to Calistoga and convey a transition from agricultural countryside to a rural small
72 town community. Development should complement the dominant agricultural
73 character with active related uses that integrate the agricultural qualities of the
74 upper Napa Valley, including viticulture and orchards, vistas of surrounding lands
75 and preservation of open space. Development should also embrace the Napa

76 River on the north side and the forested hillside which defines the valley edge on
77 the south side.

78
79 In addition, the State Highway 29 Character Area includes policies regarding
80 *Land Use Considerations, Development and Design Consideration and*
81 *Connectivity Considerations*. Most relevant to the Bounsall's project are the
82 following:

- 83
84 • In areas designated for commercial or light industrial uses,
85 uses related to agriculture and tourism such as wineries,
86 country stores with picnic grounds and production of other
87 agricultural products produced on- or off-site are appropriate.
88 Small vineyards, gardens, orchards and livestock pastures
89 related to the commercial use are encouraged.
90
- 91 • As a means to encourage agricultural preservation, allow the
92 Bounsall and Bingham Ranch properties to be developed
93 with a mix of commercial uses, including wineries, wine
94 tasting and sales, an inn, a venue for special events, and
95 small workshops or offices (provided that they are accessory
96 and subordinate to the principal use of the property).
97
- 98 • Future development of the Bounsall and Enchanted Resort
99 properties shall include frontage improvements that provide
100 a sense of entry into Calistoga. Site and design elements
101 along each frontage must be appropriately scaled,
102 imaginative and of the highest quality.
103
- 104 • The design of major new development on the north side of
105 State Highway 29 must be inviting with farm-like structures
106 of authentic design. Traditional materials such as stone,
107 redwood, stucco and sheet metal should be utilized.
108
- 109 • As part of larger development proposals, consider
110 opportunities to establish a pedestrian and bicycle
111 connection between State Highway 29 and lower
112 Washington Street via a pedestrian and bicycle bridge
113 crossing over the Napa River.
114

115 Given the recent General Plan Character Area policies as noted above, staff is
116 recommending Commission discussion on whether or not the proposed mix of
117 uses and functions to be provided on a daily basis or periodic basis, as well as
118 the proposed scale and intensity of the uses will meet the desired character for
119 this property.
120

121 Zoning: The property remains in the Light Industrial Zoning District, as described
122 in the staff report dated January 1, 2009. On March 6, 2012, the City Council
123 adopted Ordinance No. 679, Grape Sourcing that, among other things, clarifies
124 the definition of a “winery.” The Light Industrial Zoning District conditionally
125 permits wineries, including public tours and tasting, winery events and private
126 wine marketing events. Although wineries may be authorized in the Light
127 Industrial Zoning District, the proposed farm/fruit stand and deli are not allowed
128 uses in the Light Industrial Zoning District.

129
130 To maintain consistency with the updated General Plan within a reasonable time
131 the property should be rezoned to a zoning district that allows those uses
132 identified in the General Plan. As such, staff has discussed with the Applicant
133 that this project will require approval of a “PD” Planned Development (i.e.
134 rezone), and the processing of a preliminary and final development plan. It
135 should be noted that this project merely requires approval of a PD because of the
136 inconsistency between the General Plan policy and the zoning district
137 designation for the project site. In processing a PD, this mechanism will allow for
138 the maximum flexibility to accommodate the development proposal while
139 achieving consistency with the General Plan.

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141 **RECOMMENDATION**

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143 Staff recommends that the Planning Commission consider the historic record,
144 discuss the concept plan modifications, receive public comment and provide
145 feedback to the Applicant and staff regarding the concept plans as revised, giving
146 particular attention to massing, scale, height and compatibility of land uses.

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148 It should be noted that the Planning Commission comments received during
149 conceptual design review are advisory only and should not be considered by the
150 applicant to be requirements or an endorsement of the project until a complete
151 application is considered through the formal review process.

152

153 **ATTACHMENTS:**

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- 155 1. Vicinity Map
- 156 2. Revised Project Description received April 18, 2013
- 157 3. Concept Review Square Footage Comparison Worksheet received April 18,
158 2013
- 159 4. Revised Project Plans received January 2013 (Site Plan, Floor Plans &
160 Elevations)
- 161 5. General Plan Character Area Overlay Districts Map (Figure LU-7 G.P.)
- 162 6. General Plan State Highway Character Area (Pages LU-59 to LU 62 G.P.)
- 163 7. Letter from Marshall Seymour and Peter Hurd dated March 12, 2013
- 164 8. Planning Commission Meeting Minutes Excerpt dated April 14, 2010
- 165 9. Abbreviated Planning Commission Staff Report dated April 14, 2010

- 166 10. Project Plans received March 31, 2012 (Version No. 2)
167 11. Planning Commission Meeting Minutes Excerpt dated February 11, 2009
168 12. Project Plans received May 13, 2009 (Version No.1)
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170 *The Planning Commission Staff Reports of January 28, 2009, February 11, 2009*
171 *and April 14, 2010 are available upon request or via the City's website at*
172 *www.ci.calistoga.ca.us at the link to past events on Planning Commission*
173 *agendas and minutes web page.*
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