

CITY OF CALISTOGA

STAFF REPORT

TO: CHAIRMAN MANFREDI AND MEMBERS OF THE
PLANNING COMMISSION

FROM: CHARLENE GALLINA, PLANNING DIRECTOR

MEETING DATE: FEBRUARY 11, 2009

SUBJECT: SUPPLEMENTAL STAFF REPORT - PRE-APPLICATION
CONSULTATION (PA 2008-04) CONCEPTUAL REVIEW
(CDR 2008-04) OF THE BOUNSALL & WRIGHT WINERY
& EVENT CENTER

REQUEST:

Conceptual Design Review for the proposed Bounsall & Wright Winery and Event Center on a 7 acre site to be developed in three phases. The project proposes to feature two wineries, a tasting room with a delicatessen and outside picnic areas, two retail buildings, winery office space, and a special event area with an adjacent reception building for a site total of 80,289 square feet. The project site is located at 414 Foothill Boulevard (APNs 011-260-045 through 011-260-076) within the "I" Light Industrial Zoning District.

BACKGROUND:

At the request of the applicant, the Planning Commission continued this item to allow for a site visit of the subject property and to provide the project team additional time to review the staff report and prepare their presentation. This continuance also afforded the opportunity for staff to provide additional information on wineries located in Calistoga and the Napa Valley for comparison purposes, as well as provide staff's overall recommendation on the proposed project as presented.

PURPOSE OF REVIEW:

The Conceptual Design Review process provides an opportunity for a property owner or developer to receive feedback on a development concept prior to submitting a formal development application. The scope of Conceptual Design Review encompasses all aspects of a project and allows for identification and discussion of potential issues at the earliest stage in the development process. It is the City's expectation that the property owner will use the feedback received

through this process as guidance when preparing the formal development application.

Upon completion of this review, staff will be presenting this conceptual design to the City Council for review to determine the desire to process a Development Agreement for this proposal and its potential elements. Should the City Council express interest, staff will then provide the Applicant with a final letter that identifies potential issues associated with the project proposal, and any specific studies or detailed information needed to process this proposal in the future. Afterwards, the Bounsall Family and their Project Team will have sufficient information to begin the processing of this project. Please note that as this project moves through the formal review process, additional opportunity for review, comment and application of any specific conditions or requirements will be provided.

STAFF ANALYSIS:

A detailed analysis of the project proposal was provide on January 28, 2009 and should be utilized during review and discussion of this item. Provide below is additional information prepared by staff to assist the Commission in your review.

Winery Comparison

Within Napa County, with exception of Calistoga, there are approximately 457 wineries that exist today. Out of this number, wine production in the Valley ranges between 600 gallons to 43 million gallons. These production ranges are as follows:

Production Representation

600 - 10,000 gallons	13%
10,000 - 25,000 gallons	40%
50,000 - 100,000 gallons	13%
100,000 - 500,000 gallons	13%
500,000 - 1 million gallons	18%
1 million - 43 million gallons	3%

Attachment 2 of this report provides a summary table of select wineries located in Calistoga and in the Napa Valley. It should be noted that the majority of this information was obtained by the County of Napa and represents a summary of winery operations that have been reported by the wineries themselves or through the processing of planning permits. Please note that this information in some cases may not be completely accurate, however, its general purpose is to provide the Commission a perspective of how wineries are being operated in

Napa Valley based upon their facility size, operation characteristics and production capabilities. Visitor and event information has also been provided for comparison purposes.

Please note that for production conversion purposes (gallons to number of cases) staff has used a conversion calculation of 2.34 gallons per case to determine the total of cases produced at a winery. However, it should be noted that this number may fluctuate year to year based upon the number of grapes grown, the type of wine produced and stored (whites versus reds), and the winery's desired aging process for their wines.

Assessment of Project

As presented in the original staff report prepared for this item, staff finds that this project has substantial merit and should be encouraged. Staff further finds the architectural design to be of high quality and characteristic of the buildings found in the Napa Valley and Calistoga.

Although the General Plan designation for this site is Light Industrial, which promotes heavy commercial and light industrial uses with ancillary retail and office uses, this site is also within the City's main Entry Corridor which states that new buildings should reflect small scaled, low rise design characteristics and maintain existing small-town and open space qualities. Furthermore, such policies also dictate that parking areas should not be visible to the entry corridor roadway (State Highway 29/128). In addition, the Planned Development Overlay designation for this site calls for the development of the property to have a winery and/or inn scaled proportionately to the amount of open space and set within vineyards or orchards as a means to encourage agricultural preservation.

Given these General Plan policies, staff does have concerns with this development proposal with respect to the proposed scale and intensity of the two wineries (each to produce up to 40,000 cases) coupled with proposed intensity of the retail component, as well as the special events to occur on the project site, especially if all these activities occur at the same time that the two wineries are at their peak operation. It should be noted, however, that the Applicant has clarified to staff that the proposed winery operations have not been set at this time and could be in the range of 10,000 to 40,000 cases dependent upon the type of wines to be produced (whites versus reds), as well as the desired aging process of the wines to be produced. (More information through the Applicant's presentation will be provided at the meeting on this issue.) The Applicant's representative has also clarified to staff this past week that the number of special events estimated to occur on-site per year is 100 events. Once again, staff is recommending Commission discussion on whether or not the proposed mix of uses and functions to be provided on a daily basis (retail sales) or special events,

as well as the proposed scale and intensity of two wineries (each to produce 40,000 cases) will meet the desired character for this key entry corridor property.

With respect to the scale of development on the site, the project is dedicating 39% in total area to open space/landscaped areas. The remaining 61% has been dedicated to building coverage, hardscape treatment and pavement for vehicular circulation and parking. Staff finds this appropriate given that this site is designated as Industrial. However, staff is recommending Commission discussion on whether or not the Applicant should scale down of the project to provide a better proportion of building area to open space once all site functions are clearly define.

Public Comments

Attached for Commission review and discussion are written comments that have been received on this application to date.

RECOMMENDATION:

Staff recommends that the Planning Commission review the conceptual site plan and elevations, receive comments from the applicant and the public, and provide preliminary comments to the Applicant and staff on the following as well as other issues of commission concern.

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

ATTACHMENTS:

1. Aerial Vicinity Maps
2. Winery Comparison Table
3. Public Comments
 - Kristin Casey, dated January 28, 2009
 - Paul Smith, dated February 3, 2009

PREVIOUSLY DISTRIBUTED

4. January 28, 2008 Planning Commission Staff Report