



**Project Description**  
**Bounsall Foothill Project**  
(3/30/10)

**Overview**

The Bounsall Foothill Project is a planned commercial/industrial development located at 414 Foothill Boulevard in Calistoga, California. As discussed below, the project represents a balance amongst the site's: parcel configuration, uses allowed under the industrial land use designation and, the applicable General Plan policies.

The project acts as a bridge between the agricultural uses of the neighboring, unincorporated areas of the county and the more concentrated visitor serving uses of central downtown. This linkage is accomplished through the inclusion of the wine processing/industrial use of the site and the careful selection of wine related and special event commercial uses. These uses are meant to augment not compete, with the visitor serving, retail and lodging uses of downtown Calistoga.

The site is laid out in a quad configuration with the buildings and on-site circulation respecting the boundaries and street pattern of the underlying subdivision. Five (5) buildings are proposed on four parcels. The total building square footage is  $\pm 76,390$  sq. ft. The building footprint is  $\pm 49,373$  sq. ft. on  $\pm 7.0$  acres site, which yields a building site coverage of  $\pm 17\%$ .

The proposed uses consist of: two wineries, deli/wine tasting with in-door, deck and out-door seating, farm/fruit stand with related retail, in-door reception and, a special events area.

The site is accessed from an existing roadway cut at the southwest corner of the property. The site circulates in a grid pattern with a central rotary. Truck traffic will be restricted to the outer rim. Parking is spread around the perimeter of the uses rather than concentrated 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.

**Existing Site Conditions**

Visually, the site appears as a  $\pm 7.0$  acre, unattended walnut orchard bounded by Foothill Boulevard on the south and Napa River to the north. Rural residential development exists to the east and rural and agricultural development exists to the west.

However, in fact, the site consists of 31 separate, previously perfected certificate parcels (separate lots). Although not the family's intention, each of these parcels could be separately conveyed. The proposed project would merge these thirty-one (31) parcels into four (4) parcels.

The site is currently improved with two residences, two sheds, a shop building and a singlewide trailer. All of these structures will be removed or demolished concurrent with the development.

Although within the city limits of Calistoga, there is no public sewer or water to the site. Currently, waste disposal is by individual septic systems and water is supplied by an on-site well.

Topographically, the site slopes gently from the southwest to the northeast towards the Napa River. A portion of the site is within the 100-year floodway/flood plain. The location of this area, as determined under FEMA, is depicted on the site plan.

### **Zoning and General Plan**

The site is designated Light Industrial in the General Plan and zoned "I" Light Industrial. Two General Plan overlay designations, Planned Development and Entry Corridor, also apply to the property.

General Plan Overlay Designation Policy D addresses the issue of hierarchy amongst land use designations and overlay designations. Policy D reads:

"The General Plan includes three overlay designations that provide special design and development guidance for key sites in Calistoga. Except where specified differently below, allowable uses for overlay designations are the same as those of the underlying designation." (Emphasis added).

As can be seen from the above policy, it is the land use designation that defines the allowable uses and the overlay designations that provide design and development guidance.

The Planned Development Overlay permits the use of innovative design standards to achieve superior design. The concern of the Entry Corridor Overlay is community identity.

The General Plan policy specific to the Bounsall Property is under the section entitled Planned Development Goals. Therefore, the policy sets forth a number of goals to be used in guiding the design and development of the property. The goals expressed are:

- The property is a "gateway" property. "As such, its appearance and land use can play a key role in maintaining Calistoga's rural, small town character."

- Development shall convey the agricultural qualities of the upper Napa Valley.
- Winery and/or inn are appropriate uses scaled proportionately to the amount of open space.

Upon review of the above goals, the guiding design and development principles are gateway, agricultural heritage and appropriate scale.

**Project Specifics**

♦ **Use and Design Consistency**

The project, as designed, celebrates the agricultural heritage of the area through the inclusion of two wineries, wine tasting, a farm-stand/fruit stand and areas to show case local products. The site design and project architecture respect and enhance the gateway to the city. The site plan depresses the parking and screens it from view through landscaping. Views to the hills are maintained and framed through careful building placement. The architecture of the buildings is endemic to the city of Calistoga and the buildings themselves are to be constructed of high quality building materials.

♦ **Intensity - Coverage**

As directed by the General Plan, the base from which to judge the appropriateness of scale is measured from that which is allowed by the industrial land use designation and zoning district. If the project was developed under the industrial zoning regulations, 40% of the site could be covered by structures. Only 17% of the site is covered by structures under the proposed plan. The industrial designations do not require project open space. The Bounsall Winery and Event Center maintains nearly 46% of the site in open space.

♦ **Intensity – Proposed Use**

As depicted on the site plan, the following uses are proposed for the site.

**Table 1: Proposed Uses**

<b>Building</b>	<b>Approximate Size</b>	<b>Intended Use</b>	<b>Estimated # of Employees</b>
<b>Building A Deli/Wine Tasting and Sales</b>	16,583 sq. ft.	Wine tasting, sales, delicatessen	6

<b>Building B Retail /Office</b>	15,174 sq. ft.	Specialty fruit, farm stand, gourmet foods and related retail, out door deck seating	6
<b>Building C Winery #1 with tank building</b>	19,433 sq. ft.	10,000 – 40,000 cases	4
<b>Building D Reception</b>	6,753 sq. ft.	Events hall	1
<b>Building F Winery #2</b>	18,447 sq. ft.	10,000 – 40,000 cases	3

♦ **Intensity – Use – Assumptions**

In order to assess the intensity of the use, certain operating assumptions must be made. The following are proposed <sup>1</sup>:

Wineries: 10,000 to 40,000 cases per winery with a combined total of 50,000 cases.

Special Events: 100 events per year with a maximum of 150 persons per event.

Visitors: All uses other than special events – estimated peak of 500 persons per day.

♦ **Intensity – Use- Trip Generation**

A measurement of project intensity can be the amount of traffic that is likely to be generated by the proposed uses. Although a detailed traffic study and parking analysis will be done at the time of Use Permit submittal, the following is offered as a measurement of the main activities occurring on the site. It does not represent a traffic analysis nor is it a comprehensive analysis of all site activity. The numbers used in this section of the project description were based on information extrapolated from a 2009 Traffic Analysis prepared by TJKM Transportation Consultants for a winery and events center in Sonoma County and other traffic studies and measurements used by the industry.

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<sup>1</sup> We believe these assumptions to be likely. However, they could change when additional analysis and project details are developed at the time of Use Permit submittal.

### Truck Traffic – Wineries

#### Harvest

Based on winery trip generation studies, it would take approximately 43 round trips (one trip into the site and one trip out) to deliver enough grapes for a 50,000 case winery (two wineries having a combined total of 50,000 cases at maximum production) over a typical six-week harvest period with crews working six days per week. If this were averaged evenly over the harvest period it would amount to 1.2 round trips per day. Assuming that grape deliveries are not spread out evenly over the harvest period but are delivered in half the time (over 18 working days instead of 36 working days) the truck trip generation figures would be 3 round trips per day over 18 days within a 42 day period (36 working days, 42 calendar days).

#### Winery Operations

In addition to grape delivery at harvest, there is truck traffic related to winery operations such as glass delivery, wine shipping, delivery and disposal of barrels, etc. According to industry estimates, a 50,000 case production would require approximately 75 non-harvest truck trips during the balance of the year. This equates to 1.6 truck trips per week.

#### Tasting Room – Deli – Retail Visitor Traffic

It is assumed that the tasting room, fruit stand, associated retail operation will be open seven days per week from 9:00 am to 6:00 pm. At an assumed peak visitor count of 500 persons, this would equate to 56 persons per hour. Traffic studies of vehicle occupancies of visitors to winery tasting rooms show an average visitor vehicle occupancy of 2.64 persons per vehicle. Based on this average, approximately 21 vehicles would arrive during an average hour on a peak visitor day.

#### Special Events Traffic:

The project proposes 100 special events per year with a maximum of 150 persons per event. Events could take place through out the week and could be held during the day or in the evening. It is assumed that events are likely to be clustered around the weekends and may have a 75/25 split between daytime and evening. Traffic studies developed for special events show an assumed occupancy of 2 persons per vehicle. Therefore, a special event at maximum occupancy would generate 75 vehicles.

#### Possible Worst Case Scenario:

Average hour during a peak visitor day coupled with a maximum occupancy special event with all vehicles arriving in one hour during harvest: Results - 96 vehicles (21 visitors and 75 special events) 3 winery trucks, 1 retail delivery truck. Vehicles associated with employees, catering service etc. would already be at the site therefore they would not be arriving at peak hour. As designed, the project has 125 parking spaces, sufficient to handle a peak event.

### Management Measures:

As the operational details of the project become further developed and a professional traffic and parking analysis is prepared, the project proponents will develop Operation Management Measures. These measures may include limiting the size, time and days of special events during harvest, use of shuttle services for certain size events during certain times of the year, on-site parking attendant, on-site traffic manager during harvest etc. This level of detail will be developed at the time of Use Permit submittal and during the environmental review process.

### Project Phasing:

The project is to be developed in three phases:

#### Phase One:

- Winery #1 or winery #2
- Winery tasting room/deli
- Special events area
- Possibly the fruit stand/gourmet foods retail building

#### Phase Two:

- Remaining winery
- Fruit stand/gourmet foods/retail building if not constructed in Phase One.

#### Phase Three:

- Reception

Development of the project in phases will also provide the possibility of fine-tuning the Operation Management Measures. These measures are likely to take the form of recorded project CC&Rs.