Historic Resources and Impact Memorandum

Beaulieu Vineyards P17-00192-MOD
Planning Commission Hearing June 6, 2018

Architectural
Resources Group

Pier 9, The Embarcadero, Suite 107
San Francisco, California 94111

argsf.com

Memorandum

To: Debra Dommen
VP, Government & Industry Affairs
Treasury Wine Estates Americas Company
555 Gateway Drive
Napa, California

Project: Historic Resource and Impacts Memorandum
Project No.: 17146
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Via: Email
From: Naomi Miroglio

1. INTRODUCTION

ARG has assembled this Historic Resource and Impacts Memorandum (Memo) for the Beaulieu Vineyard winery building in Napa County. Signum Architecture (Client) has requested an evaluation of the property's eligibility for listing in the California Register of Historical Resources (California Register) and an evaluation of proposed impacts for the purposes of the California Environmental Quality Act (CEQA). This Memo includes an overview historic context, a brief evaluation of the property for listing in the California Register, and a basic review of potential impacts and mitigations for the proposed project.

The Beaulieu Vineyards winery is located at Rutherford, California, in the Napa Valley. Set along St. Helena Highway, about half way between Calistoga to the north and Napa to the south, the winery complex is composed of several buildings. Constructed over several decades, these structures house the winery's offices, storage and fermentation facilities, laboratories, conference rooms, and tasting facility. Only the collection of buildings at the western edge of the complex will be addressed for the purposes of this study. These buildings were built in stages between 1885 and 1941 and consist of a combination of stone and reinforced concrete construction.

Figure 1. Study area outlined in yellow (2017 Google aerial view, amended by author).

2. HISTORICAL OVERVIEW

2.1 NAPA VALLEY WINE INDUSTRY

The following history of early winemaking and vineyards in Napa Valley is adapted from the "Complete California Wine History from the Early 1800s to Today" by the *Wine Cellar Insider*:

The Birth of the Wine Industry

Before the Napa Valley was known for producing quality wine, many of the most popular American wines came from New York, Virginia, Ohio, and Missouri. George Calvert Yount began planting vineyards as early as the 1830s, shortly after arriving in the Napa Valley. John Patchett established the first official vineyard and winery in the Valley in the 1850s, and many of the Napa Valley's most celebrated wineries were established between the ensuing decades. Buena Vista and Gundlach Bundschu, both located in Sonoma,

were founded in 1857 and 1858, respectively. Within the next three decades, the wineries of Charles Krug (1861), Schramsberg (1862), Beringer (1875), Inglenook (1879), Montelena (1882), along with nearly 150 others, both large and small, were established.

Early California wines, however, were not popular, partly due to their high price and low quality. The wines were mostly the product of field blends and inferior Mission grapes. At the time, a portion of California wines were fortified because consumers preferred sweeter tasting wines and the fortification acted as a preservative. Furthermore, shipping by train was costly, making California wine far too expensive to ship to the east coast, while imported wines from France and Italy were cheap due to low international tariffs.

The Gold Rush brought about great change to California, including to its burgeoning wine industry. Countless new settlers, merchants, farmers, and prospectors, as well as wealthy speculators moved into the area. San Francisco's population exploded from 1,000 residents to more than 25,000 residents in less than a year. People began moving from the big city populating many of the best wine growing regions in Napa County, Sonoma Country, and other viticultural areas.

California wine exports doubled from 100,000 cases to 225,000 cases by 1870. While many wines were exported to other countries throughout the world, most of the shipments were delivered to the East Coast, particularly New York, Philadelphia, Boston, and Baltimore. With time, wine from the Golden State became so popular, wineries from outside the state began labeling and selling their wine as California wine, bringing about the first national pure wine law.

Agoston Haraszthy, a Hungarian immigrant and founder of the Buena Vista Winery in Sonoma, revolutionized the California wine industry when he imported nearly 100,000 grape vine cuttings from Europe, mostly from Hungary, to the Napa Valley. These vines, which Mr. Haraszthy brought to California in 1852, were the first European vines. Prior to this, almost all vines planted in California were of the Mission variety. Mr. Haraszthy returned to Europe in 1861 to collect 200,000 more cuttings and vines consisting of 1,400 different grape varieties for his own winery as well as other vintners in the area. During the 1860s, the most popular California wines consisted of white wines, sweet wines, and, later, sparkling wines.

In late 1875, the three leading California wine making pioneers, Charles Krug, Henry Pellet, and Seneca Ewer established the St. Helena Viticultural Club, which later became the St. Helena Viticultural Society. The St. Helena Viticultural Club consisted of wine makers and vineyard owners who shared the same problems and dreams. Together they agreed that to improve the quality of California wines, they needed to remove the Mission grapes and plant French and Italian grape varieties, as well as reduce the need for chaptalization, increasing the alcohol in a wine by adding sugar to the must before or during

fermentation. The industry received an added boost thanks to the tariff act of 1864, which increased duties on imported wine, making California wine more attractive. To further aid and promote sales of California wine, and make it a more profitable industry, excise taxes were reduced to zero for producers.

The Phylloxera Epidemic

Just as the industry was expanding, a phylloxera epidemic broke in 1863. The spread of phylloxera likely came from native American grapes that were brought to the English Botanical Gardens. Because phylloxera is indigenous to North America, many American vines were able to develop resistance to phylloxera. However, it spread dramatically in Europe, destroying nearly 80 percent to 90 percent of many of Europe's most famous growing regions over the course of twenty years. While several cures were developed, the most popular and economical solution discovered was to graft the Vitis vinifera vines onto the American rootstock Vitis riparia.

Many California vineyards with old vines needed to be replanted. To avoid the same problem in the future, growers replanted their vineyards with V. vinifera, phylloxera resistant varieties, just as was done in Europe. One of the most popular varieties being planted after phylloxera was Zinfandel, which is why the Napa Valley has a significant number of old Zinfandel vines.

While phylloxera was one of the major issues facing growers of the day, none of the problems dulled the enthusiasm for making wine in the Golden State. Even the great depression of 1873 to 1876 did not curtail the growth of the California wine industry. Despite that, growers during this time still faced hard times and plummeting prices. Many previously successful vintners went bankrupt. Many years passed before the fledgling California wine industry recovered, due in part to the increased quality, the removal of Mission grapes, and better economic conditions. The high protectionist tariffs levied against French wine in 1879, thanks the lobbying efforts of California wineries, coupled with the small production of European wines due to the ravages of phylloxera made California wine more popular than ever. By the 1880s, the future of the California wine began to improve and, by 1890, the northern California area had grown in popularity so much that more than one hundred vineyards in St. Helena alone were producing wine.

Before the turn of the twentieth century, more than 200,000 acres of vines were planted, too much for America alone to consume. Another factor that led to problems with the burgeoning California wine industry was that much of the massive quantity being produced was done without thought to quality or grape varietal. This led to the creation of the California Wine Association (CWA) in 1894. The CWA, along with other wine trade organizations, endeavored to raise prices and demand and helped the Napa Valley become America's greatest wine producing region. For the first time, quality standards were enacted and, as a result, producers were able to charge more money. Labels began stating if the vineyard was planted on a hillside or the valley floor. More importantly, the Mission grape was rapidly being replaced with better European grape varieties. Wine quality was improving and this helped foster demand.

Prohibition

The California wine industry was beginning to prosper until the 18th Amendment, better known as Prohibition, was ratified in 1919. The amendment, which outlawed the sale and production of alcoholic beverages, nearly destroyed the California wine industry. For instance, prior to 1919, more than 2,500 wineries were licensed to make wine in America. By 1933, the year Prohibition was repealed, less than one hundred remained.

Many vintners abandoned their land and allowed their vines to die. The few that remained were reduced to selling sacramental wines or dry must, better known as raisin cakes, to home winemakers who produced their own wine for religious purpose. The raisin cakes were sold with explicit instructions how not to allow the product to develop any degree of alcohol, which of course was a code, informing consumers how to make wine. There was also demand for what was known as industrial wine, which, for example, was sold to tobacco companies for use in macerating tobacco. A few growers survived by selling their fruit as table grapes. However, with special permits from the Prohibition Department, a limited number of producers were legally permitted to make wine and brandy during Prohibition.

Even though grape prices promptly escalated, this was not enough to keep the wine industry afloat. The Great Depression of 1929 added even more problems to the California wine industry and conditions did not begin to improve until the late 1930s. By the 1940s, the Napa Valley had come to be fairly active again, with nearly 6,000 acres planted with vines. At the time, some of the most popular were Beaulieu, Beringer, Inglenook, Wente, Concannons, and Louis Martini. It was also in the 1940s that winemakers in the Napa region began to realize that Cabernet Sauvignon and the Napa Valley were a "match made in heaven."[1] Napa Valley's winemakers also realized that they would be more successful working together than individually, and in 1944 formed the Napa Valley Vintners trade association.

Late 20th Century

If a single event can be credited with Napa Valley's rise to fame in the latter half of the 20th century, it was the Paris Tasting of 1976. This was a blind, comparative tasting pitting Callifornia's Cabernet Sauvignon and Chardonnay against the best wines of Bordeaux and Burgundy. Ultimately, the judges gave top honors to Chateau Montelena Chardonnay and Stag's Leap Wine Cellars Cabernet Sauvignon, and Napa Valley would never be the same. Following the competition, the number of wineries grew from a few dozen to the several hundred that exist today.[2]

[1] The Wine Cellar Insider," Complete California Wine History from the Early 1800's to Today," http://www.thewinecellarinsider.com/california-wine/california-wine-history-from-early-plantings-in-1800s-to-today/ (accessed 8 September 2017).
[2] Napa Valley Vintners, "History of Wine in the Napa Valley," https://napavintners.com/napa_valley/history.asp (accessed 8 September 2017).

2.2 STONE CONSTRUCTION IN NAPA VALLEY

The following summary of stone construction in Napa Valley is quoted from the Draft J.C. Weinberger Winery National Register Nomination:

> Stone for constructing buildings in Napa Valley became a much-desired material for commercial and industrial buildings beginning in the 1870s, particularly winery buildings, due to its availability and the need for fire protection and climate control. Sandstone and volcanic tufa were available from several local quarries in Napa Valley. Chinese, Italian, Scottish, Swiss and English laborers participated in quarrying and stone masonry construction throughout the region from the 1870s-1910s and their work is still evident in many buildings, bridges and stone walls throughout Napa County. As St. Helena prospered in the 1880s through the 1900s, brick and stone commercial buildings began to replace wood frame buildings along Main Street. The use of stone in construction demonstrated the owner's intention in the permanence of their businesses and offered fire and theft protection and climate control. Several stone winery buildings and warehouses were constructed in the St. Helena area, indicating the healthy state of St. Helena's economy and viticulture industry during this time period. Stone wineries were erected by Charles Krug (1873), Beringer Brothers (1876), F. Kraft/Spottswood (1884), B. Ehlers (1886), William Bourn/Greystone Cellars (1885), V. Sattui (1890), Carlo Rossini (1891) and Lombardi Cellars (1899). Designers included local craftsmen such as Pithie and Birkett, G. Rossi, S. N. Harrison, W.A. Harrison, John C Money, C.C. Bale, J.C. Mixon and Hamden McIntyre, who is recognized as the most talented of these architects.[3]

2.3 BEAULIEU WINERY

Ewer-Atkinson Winery

Former California State Senator Seneca Ewer settled in St. Helena in 1870 after a career in politics. He soon became active in the community and is credited with establishing the Bank of St. Helena, promoting wine-growing interests in the Napa Valley, and for his role in establishing St. Helena's water supply.[4] Ewer partnered with Joseph B. Atkinson to create a wine business in the 1880s, and in 1885 they constructed a stone winery building at Rutherford. The Valley View winery, as it was called, gained an excellent reputation for red wine. Atkinson owned a 126-acre parcel to the south of the winery where he had planted a 115-acre vineyard and built a residential estate. Today this is the site of the St. Supery winery. Difficult times in the 1890s led Atkinson to lose his estate in 1899. Ewer then reorganized his business as

[3] J.C. Weinberger Winery National Register Nomination, Draft (10 March 2014), page 16.

[4] Napa-Butte County, CA Archives Biographies "Seneca Ewer," Chicago: The Lewis Publishing Company, 1891. File at: http://files.usgwarchives.net/ca/napa/bios/ewer626nbs.txt

S. Ewer & Son, creating a partnership with his son, Frederich (Fred).[5] Fred Ewer carried on the family business after his father's death in 1904, but the winery ceased operations in 1918. Georges de Latour purchased the winery in 1923.

The original winery building was built from native stone taken from a quarry on Howell Mountain. Today, this building forms the historic core of the Beaulieu Winery complex. As originally constructed, the stone winery was 100 x 126 feet with two floors.[6] Some sources indicate that the original winery was designed by Hamden McIntyre, the most widely acclaimed winery architect in 19th Century California; however, this has not been confirmed by primary source documents.[7]

Beaulieu Vineyards

Georges de Latour (1856-1940) was born in the Perigord region of France on October 20, 1856. He was educated in his home country before coming to the United States in 1883, where he located first in San Francisco. His initial interest was in mining, but he eventually established a business making cream of tartar, for which he bought key ingredients from local wineries. Georges de Latour's efforts were successful, and he soon established cream of tartar factories in San Jose, Healdsburg, Fresno, and Rutherford.[8]

In 1898, Georges married Fernande Romer, the daughter of a German immigrant, and the couple soon settled in Healdsburg, California. It was then that Georges began pursuing his interest in the wine business. In 1900, De Latour acquired the original portion of what would become Beaulieu Vineyards. The property, purchased from Charles P. Thompson, was planted with wheat, fruit trees, and a small section of vineyards; it also contained a Victorian house and several accessory buildings.[9] Located at Rutherford, the initial purchase consisted of about one acre of land, but an additional acquisition would soon follow.[10] In 1903, Charles Thompson sold de Latour an additional 127 acres of land at Rutherford, and de Latour soon planted it to vineyard. This new property was contiguous to the homestead, purchased in 1900, so the de Latours called the estate Home Ranch or Beaulieu Vineyards (BV) Ranch #1.[11]

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[5] Charles L. Sullivan, A Companion to California Wine: An Encyclopedia of Wine and Winemaking from the Mission Period to the Present (Berkeley: University of California Press, 1998), 106.
[6] William F. Heintz, "The Beaulieu Winery, Rutherford, California: A Brief Historical Study, 1890-1950 (St. Helena, CA: Napa Valley Wine Library Archives), 71.
[7] Anthony R. Kilgallin, Napa: An Architectural Walking Tour, Arcadia Publishing, 2001.
[8] Georges de Latour (obit.), *Oakland Tribune*, 10 March 1940.
[9] "Europe Grape Stock Started Beaulieu," undated newspaper article from Napa County Historical Society Archives. Note: Though Beaulieu Vineyards did not formally incorporate until 1904, the year 1900 is generally considered the year the winery was founded.
[10] Rod Smith, *Beaulieu Vineyard and the Rise of Napa Valley Private Reserve*, 29
[11] Rod Smith, *Beaulieu Vineyard and the Rise of Napa Valley Private Reserve*, 75

In 1904, Georges de Latour incorporated his burgeoning wine business as Beaulieu Vineyards. [12] Four years later, the young winery established a long-term contract with the Catholic Archdiocese of San Francisco to produce altar wines.[13] This arrangement would serve to carry Beaulieu through Prohibition in the 1920s and early 1930s, when many other wineries would suffer or close. Georges de Latour's relationship with the church also led to his acquisition of 146 additional acres in 1910, purchased from the Catholic Archdiocese (BV Ranch #2). [14]

As his business expanded and the demand for sacramental wines increased, de Latour found himself in the market for a large winery to replace his smaller Beaulieu estate facility. For some time, de Latour had been eying the former Ewer-Atkinson winery, a large stone structure across the county road from the family's estate. This building, constructed for Seneca Ewer and John Atkinson in 1885, had ceased operations in 1918 and was at the time owned by Seneca Ewer's son, Fred.[15] Georges de Latour purchased that property from Fred Ewer in 1923, and the first crush for the new Beaulieu winery came that fall. An estimated 300,000 gallons of wine were made that winter.[16]

Georges de Latour further expanded his land holdings in the early 1920s with purchases of 19.1 and 91 acres from the Catholic Church (BV Ranch # 3), and production increased dramatically. To accommodate this growth, Georges de Latour expanded the stone winery building in 1926 to handle a cooperage of over 1 million gallons. Exclaimed a newspaper article about the expansion, "That he should be forced to enlarge his facilities so soon indicates again that his business was growing at an incredible rate."[17] According to the article:

> One of the most convenient and modern wineries in California has just been completed at Rutherford by the Lindgren & Swinerton Co., of San Francisco, for the Beaulieu Vineyard Co,. of which G. de Latour is the head and principal owner. Winemaking was begun at the new cellar last week and is now in full swing upwards of 500 tons of grapes having already been crushed.
>
> The new winery occupies a site of four acres purchased a year or more ago from the Fred S. Ewer Co. and adjoins and is made a part of the former Ewer cellar of two stories, a substantial stone structure and well equipped with cooperage. This building is 100 x 126 feet in size and has been reinforced so as to admit of heavier cooperage on the second floor. The new building is of reinforced concrete. It has a frontage of 176 feet extending from the stone building south…and it is 155 feet deep. The building is tall, but of only one story and presents a substantial and

[12] Charles L. Sullivan, *Napa Wine: A History from Mission Days to Present* (San Francisco: The Wine Appreciation Guild, 2008), 163.
[13] "A Beaulieu Vineyard Timeline," *San Francisco Chronicle,* 10 October 2008.
[14] "Europe Grape Stock Started Beaulieu," undated newspaper article from Napa County Historical Society Archives.
[15] "Europe Grape Stock Started Beaulieu," undated newspaper article from Napa County Historical Society Archives.
[16] William F. Heintz, "The Beaulieu Winery, Rutherford, California: A Brief Historical Study, 1890-1950 (St. Helena, CA: Napa Valley Wine Library Archives), 72.
[17] "Wine Making Plant: Huge Structure at Rutherford Completed and in Use," *St. Helena Star*, 17 September 1926.

> architecturally neat appearance, having been designed by J. R. Miller and F.L. Pflueger of San Francisco, who drew the plans for the new Pacific Telephone and Telegraph Co. buildings and other fine structures in the bay metropolis.
>
> On the 8th of July, Joseph Dominion, foreman for the Lindgren & Swinerton Co., visited the site for the new winery, and with plans in hand, decided the preliminary arrangements to actual work. A few days later graders were engaged in preparing the site and the construction was started. Just sixty days later the large building was completed…
>
> Monday, a Star representative visited the huge plant and was shown through the building by Mr. Dominion…and J. Ponti, who for twenty years, has been the very efficient foreman of the de Latour wineries.
>
> Mr. Dominion…was very courteous and painstaking in explaining the details of the big building, which he says is the very [latest work] in a wine-making plant. Including the old building, the winery covers over one acre of ground, not including the shed under which the crushers are placed or the separate buildings for the platform scales and boiler.
>
> The new building is absolutely fireproof, being reinforced concrete, cement floors, iron covered doors, and asbestos roof. The capacity at the big plant is estimated at 1,000,000 gallons.
>
> Mr. Dominion called our attention to the many conveniences for winemaking, everything being arranged so that it can be operated by machinery, thus minimizing labor costs. The machinery, including two crushers, presses, the conductors for carrying the juice of the grapes to the many fermenting tanks, was installed by the California Press Company.
>
> Mr. de Latour expects…to tear down the large frame winery near his country residence as soon as the wine contained therein is sold and shipped. It is expected that in about two years all the extensive operations of the Beaulieu Vineyard Co. will be carried on at the new plant, a spur track having been built by the Southern Pacific Company across the highway to accommodate grapes and wine shipments.[18]

The winery expanded again in 1930 with an L-shaped addition to the north and east of the stone winery building. A 1928 newspaper article describes the new addition:

> This already large building is to be greatly increased in capacity and the contract has been let to G. O. Jursch, of St. Helena, who staked the addition out yesterday and immediately put a force of men at work digging the foundation. The addition…calls for a structure just north of the stone [wine cellar] building and extending around the rear of the old cellar two stories in height. The architecture will be in harmony with the addition built two years ago.

[18] "Wine Making Plant: Huge Structure at Rutherford Completed and in Use," *St. Helena Star*, 17 September 1926.

> The addition to the north will be 26 x 170 feet and the extension at the rear of the stone building 45 x 125 feet. The entire structure will be of heavily reinforced concrete with the second floor of the same material and strong enough to support as many tanks of 1,000 to 5,000 gallons capacity as can be crowded into the building. The first floor will also be of concrete and reinforced columns will rise above the roof for the support for the support of two water tanks of 9,000 gallons capacity each. The building will have an asbestos roof.
>
> The new addition on the north side will be made into a shipping department. A spur track will be built close to the building and a platform will be erected at a convenient height for rolling the barrels from the winery into the cars.[19]

The country emerged from Prohibition in the early 1930s, and Beaulieu, one of the few wineries that survived the so-called "noble experiment", was thriving. In 1935, Beaulieu wines won four gold and four silver medals at the California State Fair. In 1936, a favorable harvest produced the inaugural vintage of Georges de Latour Private Reserve Cabernet and Beaulieu's Claret won another gold medal at the State Fair.[20] Beaulieu also won top awards in the 1937 and 1938 State Fairs. The most significant awards for the winery, however, came in 1939, when de Latour won four gold medals (Cabernet Sauvignon, Burgundy, Moselle, and Chablis) at the 1939 Treasure Island Golden Gate International Exposition. This was the first national wine judging in the United States since the 1915 Panama Pacific Exposition. Beaulieu also received four silver medals at the 1939 Exposition, and the winery was one of only two to receive the "Grand Sweepstakes Award."[21]

The year 1938, just prior to the Golden Gate International Exposition, was another important year for Beaulieu. It was this year that de Latour brought Andre Tchelistcheff, a French-trained Russian enologist, to Beaulieu Vineyards. Tchelistcheff's hiring was part of an effort to further improve the production and quality of Beaulieu's wine offerings, and the new enologist soon implemented many modern wine making techniques at Beaulieu. Rod Smith, author of *Private Reserve*, describes Tchelistcheff's innovations and importance:

> Andre's impact on the California wine industry was immense. He effected a major boost in basic quality simply by his insistence on sanitation. As a second-generation devotee of the nineteenth-century microbiology pioneer Louis Pasteur, he understood the presence of an invisible world of microbes that had to be managed just as much as the vineyards. His introduction of temperature-controlled fermentation helped make white wine a viable commercial product in

[19] "G. de Latour Will Build Addition to His Large Winery at Rutherford," *St. Helena Star*, 7 December 1928.
[20] William F. Heintz, "The Beaulieu Winery, Rutherford, California: A Brief Historical Study, 1890-1950 (St. Helena, CA: Napa Valley Wine Library Archives), 109.
[21] William F. Heintz, "The Beaulieu Winery, Rutherford, California: A Brief Historical Study, 1890-1950 (St. Helena, CA: Napa Valley Wine Library Archives), 110.

> California for the first time. And because white wines could be delivered to the marketplace earlier after the vintage than reds, the flow of cash to the wineries and growers increased dramatically, enabling further widespread improvements in vineyards and wineries. Andre's insistence on converting the BV vineyards to European methods of cultivation and pruning had an immense and obvious effect on wine quality. He also pioneered the use of the laboratory as a multi-faceted winemaking tool. His rigorous approach to enology was felt throughout the California wine world well into the 1980s.[22]

Georges de Latour died in 1940 and Beaulieu operations were taken over by his wife, Fernande. To honor her husband's memory, Fernande renames "Beaulieu Burgundy" as the Georges de Latour Private Reserve Cabernet and releases the 1936 vintage commercially. This becomes California's first "private reserve" Cabernet Sauvignon.[23] His obituary credits Georges de Latour with doing "more than any one man to improve the quality and attract fame to California's wines."[24]

Beaulieu continued to expand following Georges de Latour's death, most notable with a new addition to the north side of the complex in 1941. The new section was built of cement block and measured 40 feet by 166 feet deep, with a tower in the northwest corner. An article in the periodical *Country Life* contained the following description:

> [The almost completed new wing contained] the spacious, sunlit laboratory assigned to Mr. Tchelistcheff, the new bins, designed to hold 200,000 additional bottles, the extra space to contain one thousand 50-gallon barrels insulated to remain at constant temperatures the year round, the new labeling and shipping room, and the reception room where visitors and wine-tasters can relax in Old World surroundings and sample the choicest wines."[25]

In 1947, a fire causing $500,000 worth of damage swept through the winery. The old stone section of the winery was spared, as was the new fermentation room in the 1941 addition, but the middle of the winery, containing 600,000 gallons of wine was destroyed.[26] According to a newspaper article reporting on the fire:

> Wine 'flowed like a river' from burning and exploding cooperage in the Beaulieu Winery at Rutherford…yesterday afternoon, in a three-hour blaze that was fought by nearly 100 firemen from five communities. The fire, of undetermined origin, started at 4pm in the roof of the main storage room containing 25 tanks of 20,000 gallons each. Shortly after the blaze was discovered, the roof collapsed, igniting the cooperage. As the tanks burned, the wine became heated and expanded. The huge tanks exploded in turn and wine cascaded from doors and windows and flowed eastward for a

[22] Rod Smith, *Beaulieu Vineyard and the Rise of Napa Valley Private Reserve*, 95.
[23] "A Beaulieu Vineyard Timeline," *San Francisco Chronicle,* 10 October 2008.
[24] "Hundreds Attend Requiem Mass," *San Francisco Chronicle*, 2 March 1940.
[25] Jean Fay, "California's Liquid Gold," *Country Life*, January 1942.
[26] Rod Smith, *Beaulieu Vineyard and the Rise of Napa Valley Private Reserve*, 120.

half-mile, emptying into the Napa River. Firemen, trapped near the building when the tanks broke, fought the blaze waist deep in wine.[27]

The burned portion of the building was rebuilt immediately, and expansion continued through the following decades. Upon Fernande de Latour's death in 1951, the winery business is taken over by the de Latour's daughter Helene, known by that time as the Marquise de Pins.[28] As the California wine industry expanded in the latter half of the 20th century, corporate entities began to aquire wineries and other alcoholic beverage operations. Beaulieu resisted until 1960, but ultimately sold out to Heublein, Inc. for $8.4 million.

Tchelistcheff, frustrated by the conditions of corporate ownership, retired from Beaulieu in 1973, and bgan consulting to wineries in Washington (Ste. Michelle), Oregon (Erath and Wynquist), and California (Simi, Buena Vista, Stag's Leap Wine Cellars, Hoffman Mountain Ranch, Firestone, Jordan).[29] With Tchelistcheff's departure, wine quality at Beaulieu declines through early 1980s. In the early 1930s, Beaulieu appoints a new wine director to improve quality and production. Today, Beaulieu continues as a fixture in the Napa Valley wine industry, and was acquired by Treasury Wine Estates in 2015.

3. CONSTRUCTION CHRONOLOGY

Figure 2. Construction chronology (ARG). Note: the 1885 building appears to have been completed in two sections, but research did not identify a concrete date of construction beyond 1885.

[27] "$500,000 Winery Fire," *Oakland Tribune*, 5 August 1947.
[28] Rod Smith, *Beaulieu Vineyard and the Rise of Napa Valley Private Reserve*, 123
[29] Rod Smith, *Beaulieu Vineyard and the Rise of Napa Valley Private Reserve*, 146

Figure 3. This diagram shows current names for most spaces in the study area (Space 1 and 2 named by ARG for identification purposes).

3.1 Alterations

Space 1 – (1941 addition)

In general, the overall form and exterior walls of this addition remain intact, but several alterations have been made to the interior and exterior.

Exterior Alterations:

- West (primary) elevation:
  - oculus window on tower infilled with A/C unit (only one original stained glass window remains intact on the north elevation of the tower)
  - full window replacement, 2nd story
  - modern window replacement at former vehicular/freight entry, ground level
- North elevation, 1st story:
  - original wood windows appear intact at ground level
  - several new window openings near center of elevation with modern sash

- North elevation, 2nd story:
    - all original windows replaced
    - two modern door openings and exterior metal staircases added

Interior

- Spiral staircase entrance lobby intact from original construction
- Most or all other interior spaces altered and new finishes/features installed including at ground floor office area and 2nd floor laboratory

Space 2 – (1930 addition)

The original form and exterior walls of this addition were significantly altered when the north addition was completed in 1941. In addition, the interiors of this building have been altered to accommodate modern use.

Exterior

- Alterations from 1941 addition:
    - Original front gable/eave and gable window removed; replaced with flat cornice topped by clay tiled pent roof
    - Original stylized cornice detail replaced with dentils
    - Board-formed concrete façade faced with Haydite unit veneer
    - Rectangular freight door converted to round arched freight door
- Modern alterations:
    - Both original ground level openings (window and freight door) on front elevation altered/infilled with modern picture windows
    - 2nd story windows replaced

Interior

- Interiors altered for computer room use (front) and employee area (rear); structural walls remain exposed/visible on interior

Room A/B – (1885 Seneca Ewer-era original construction)

The front elevation and gable of the Room A building have been altered from the original design. The east stone gables of both Room A and Room B have been altered. The north and east exterior walls have also been covered or altered. The original front-facing gabled roof form of the Room B section of the 1885 building remains intact, as does the front exterior wall. The south and east elevations of the Room B building have been covered or altered.

Exterior

- Original north wall altered and interior spaces reconfigured when 1930 addition was constructed
- Alterations from 1941 addition:
    - Original front gable/eave and gable window removed; replaced with flat cornice topped by clay tiled pent roof (Room A building)

  - Original front gable/eave altered, roofline at front capped with clay tiles and new eave detailing (Room B building)
  - Southernmost ground floor window replaced with round-arched freight door (Room A building)
- Modern alterations:
  - Original freight doors replaced with modern/compatible freight doors
  - Vented cupolas on roof removed, date unknown (Room B building)

Interior

- All modern equipment installed, Rooms A and B
- Reconfigure/remodel storage areas at Building B interior (remove and replace stairway, remove tanks remove and replace floor, remove dressing room)
- Room A building: Modern interior structural system, additional columns and beams installed; 2nd floor: new flooring poured over original wood flooring
- Room B building: New interior structural system – steel columns and beams replace original timber framing, new concrete floor at ground level, structural system modified at second floor
- Locations and stone surrounds of most original window/door openings appear intact; many window openings infilled with cement
- Interior spaces near front of building reconfigured for use as office/conference/storage areas; some areas of stone wall remain visible

Room C/K – (1926 BV-era addition)

Exterior

- Front (west) elevation appears generally intact
- Roof systems replaced following fire in 1940s
- Alteration to south wall of Room K section to accommodate addition of Room L building in 1974:
  - Infill all holes and openings except doorways
  - Build up against exterior wall of historic building

Interior

- Full interior structural system replacement after fire in 1940s
- Modern equipment

Room L – (1974 – non-historic addition)

- See above for alterations to south exterior wall of Room K during 1974 construction

4. EVALUATION OF SIGNIFICANCE

4.1 California Register of Historical Resources

The California Register of Historical Resources (California Register) is the authoritative guide to the State's significant historical and archeological resources. It serves to identify, evaluate, register, and protect

California's historical resources. The California Register program encourages public recognition and protection of resources of architectural, historical, archeological and cultural significance, identifies historical resources for state and local planning purposes, determines eligibility for historic preservation grant funding and affords certain protections under the California Environmental Quality Act. All resources listed on or formally determined eligible for the National Register of Historic Places (National Register) are automatically listed on the California Register. In addition, properties designated under municipal or county ordinances are eligible for listing in the California Register.

The California Register criteria are modeled on the National Register criteria discussed above. An historical resource must be significant at the local, state, or national level under one or more of the following criteria:

1. It is associated with events or patterns of events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States.
2. It is associated with the lives of persons important to local, California, or national history.
3. It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master, or possesses high artistic values.
4. It has yielded, or has the potential to yield, information important to the prehistory or history of the local area, state or the nation.

Like the National Register, evaluation for eligibility to the California Register requires an establishment of historic significance before integrity is considered. California's integrity threshold is slightly lower than the federal level. As a result, some resources that are historically significant but do not meet National Register integrity standards may be eligible for listing on the California Register.

Second, for a property to qualify under the California Register's Criteria for Evaluation, it must also retain "historic integrity of those features necessary to convey its significance." While a property's significance relates to its role within a specific historic context, its integrity refers to "a property's physical features and how they relate to its significance." Since integrity is based on a property's significance within a specific historic context, an evaluation of a property's integrity can only occur after historic significance has been established. To determine if a property retains the physical characteristics corresponding to its historic context, the National Register has identified seven aspects of integrity:

- Location is the place where the historic property was constructed or the place where the historic event occurred.
- Setting is the physical environment of a historic property.

- Design is the combination of elements that create the form, plan, space, structure, and style of a property.
- Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
- Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
- Feeling is a property's expression of the aesthetic or historic sense of a particular period of time.
- Association is the direct link between an important historic event or person and a historic property.

4.2 Evaluation

Below is an evaluation of the property's significance under each California Register criterion:

California Register Criterion 1 [Association with Significant Events]

The subject property appears to be significant for its association with early winemaking in Napa Valley. The original stone portion of the existing building dates to the construction of the Ewer-Atkinson winery in 1885. This prominent winery was well-known in the late 19th and early 20th centuries and operated through 1918. Upon purchase in 1923 by Georges de Latour, the winery building became the primary processing facility for Bealieu Vineyards, an influential establishment that helped shape the Napa Valley wine industry in the early 20th century. Beaulieu Vineyards won several gold prizes at the 1939 Treasure Island Golden Gate International Exposition and was one of only two to receive the "Grand Sweepstakes Award" at this event. Beaulieu is also credited with the first commercial release of a "private reserve" wine, when they released the 1936 vintage of the Georges de Latour Private Reserve Cabernet in 1941. Cabernet Sauvignon. For these reasons, the subject property appears to be significant under Criterion 1 for its association with the early wine industry in Napa Valley.

California Register Criterion 2 [Association with Significant Persons]

In addition to Beaulieu's importance for association with Georges de Latour, the winery is also significant for association with the Russian enologist Andre Tchelistcheff. Many significant advances in the early wine industry are credited to Tchelistcheff who implemented sanitation, fermentation, and cultivation techniques that not only improved Beaulieu's wines, but influenced the production techniques of other west coast wineries as well. Thus, the Beaulieu Winery complex appears eligible for the California Register under Criterion 2 for association with Georges de Latour and Andre Tchelistcheff.

California Register Criterion 3 [Architectural Significance]

Though the stone structures at the center of the existing complex remain in place, they have been notably altered over time through a series of modernizations and additions, and are not notable examples of stone winery construction in the Napa Valley. As such, the Beaulieu winery is not eligible for the California Register under this criterion.

California Register Criterion 4 [Potential to Yield Information]
Criterion 4 is generally applied to archaeological resources and evaluation of the subject property for eligibility under this criterion was beyond the scope of this report.

Period of Significance
The Period of significance for the study area is 1885-1973, encompassing the original stone construction of the Ewer-Atkinson winery through the end of Andre Tchelistcheff's tenure at Beaulieu.

Evaluation of Integrity
Integrity is the authenticity of a historical resource's physical identity evidenced by the survival of characteristics that existed during the resource's period of significance. Integrity involves several aspects including location, design, setting, materials, workmanship, feeling, and association. These aspects closely relate to the property's significance and must be primarily intact for eligibility.

In general, a property important for association with a historical pattern (Criterion 1) or person (Criteria 2) ideally might retain *some* features of all seven aspects of integrity, however, the retention of physical integrity is less important than if a property were found to be significant for its design and architecture.

The subject property has not been moved and maintains its original use as a winery building, thus it retains integrity of location and association. Though new buildings have been constructed in the vicinity of the subject property over time, it still general maintains its rural surroundings and therefore maintains integrity of setting and feeling. As the Beaulieu winery expanded over the years, the focus appears to have been on function over aesthetics, and additions were completed in a piecemeal manner rather than with a broad architectural vision. As such, the subject property's integrity of design, materials, and workmanship have been significantly diminished over time.

Character-Defining Features
A character-defining feature is an aspect of a building's design, construction, or detail that is representative of the building's historical significance. Though the building has undergone significant alteration over time, those aspects of the site that communicate the building's significance for association with the early wine industry, and with Georges de Latour and Andre Tchelistcheff are as follows:

- Location of winery along St. Helena Highway and rural setting
- Overall scale and two-story height of existing buildings
- Stone exterior walls of 1885 building (both sections), including door and window openings, stone window and door surrounds

- Large, open interior spaces for wine storage and production
- Remnants of original interior timber framing

5. Proposed Project

5.1 Proposed Project Description

The proposed project at Beaulieu Vineyards involves adaptive reuse of the historic winery for long overdue modernization of winemaking facilities. The project will highlight the original 1885 stone structures by converting existing offices for hospitality use. The proposed design will create a more enjoyable visitor experience that emphasizes BV's historic and central role in Napa Valley's agricultural history. Currently, access to the historic portion of the winery is inhibited by the existing building/site design which pushes tasting areas to the south, away from the historic winery.

The proposed design is described in the Beaulieu Vineyards Use Permit Modification documents prepared by Signum Architecture, LLP, dated September 15, 2017. The project includes adaptive reuse of the historic core of the complex. The historic core of the building included in the project consists of the original 1885 stone structure and adjacent c.1885 stone addition, the 1930s concrete structure that wraps the north and east facades of the stone buildings, and the 1941 addition across the north end of the 1930s addition. A summary of the proposed design is summarized, below:

- **1941 Addition:** Removal of the 2-story 1941 addition while retaining a 1-story portion in the northeast corner. The tile-clad mansard roof of this addition that extends in front of the adjacent structures along the east facade will also be removed. This removal will make it possible to reconstruct the original gable end of the c.1885 stone addition.
- **1930 Addition:** Removal of the section of the 1930 addition that is adjacent to the stone structure; the east portion of the addition including the exterior walls and structural system will be retained, as will the west façade. Removal of the south section will reveal the north stone wall of the 1885 addition, and the original openings in this wall will be restored.
- **c.1885 Addition**: Rehabilitation of the c.1885 stone addition
- **1885 Original Winery:** Adaptive reuse of the 1885 stone winery structure:
    - Removal of the non-historic floor and altered roof structure
    - Preservation and restoration of the perimeter stone walls
    - Development of a contemporary new public tasting room and courtyards within the footprint of the original winery structure
- Associated landscape and courtyard elements

Existing condition documentation will be carried out on the entire complex to provide a record of the existing buildings. An extensive interpretive display will be a part of the new design, to ensure communication of the significant people that have been associated with the property.

5.2 Project Impacts

Introduction

As a historical resource, the Beaulieu Vineyard (BV) project is subject to review under the California Environmental Quality Act (CEQA). Generally, under CEQA, a project that follows *Standards for Rehabilitation* (*Rehabilitation Standards*) contained within *The Secretary of the Interior's Standards for the Treatment of Historic Properties* is considered to have mitigated impacts to a historical resource to a less-than-significant level (CEQA Guidelines 15064.5).

Secretary of the Interior Standards Compliance

The compliance of the proposed work at the BV project is reviewed below with respect to the *Rehabilitation Standards*. Each of the Standards are listed below in italics, with a response providing a discussion regarding the proposed project's consistency or inconsistency with each standard.

1. *A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.*

The proposed project is consistent with this Standard. The BV site will remain in use as a winery complex. The historic portion of the existing site has undergone numerous additions and alterations over time, as outlined in Section 3 Construction Chronology. Each subsequent addition to the original 1885 structure engulfed the previous adjacent structure. The 1931 L-shaped addition wrapped the north and rear facades of the stone buildings. The 1941 addition covered the entire north end of the 1930 addition, and the tile-clad mansard roof destroyed the gable ends of the 1885 and 1930 primary elevations. The entire historic complex has undergone extensive interior alterations over many decades, as well. Although the proposed changes to the site are not minimal, they will serve to reveal the original 1885 stone structures and make them accessible to the public, while retaining portions of each of the subsequent additions.

Where new construction is proposed, it has been designed as contemporary elements, clearly distinguished from the existing character of the complex.

2. *The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.*

The proposed project is consistent with this Standard. The building/site is significant for its role in early winemaking in the Napa Valley, and for association with owner, Georges de Latour, and winemaker Andre Tchelistcheff, both of whom where important within the Napa Valley wine industry. The proposed demolition and alterations would not significantly affect the property's overall ability to communicate these aspects of significance, because the historic character-defining features outlined above will be maintained.

3. *Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.*

The proposed project is consistent with this Standard. No conjectural features or architectural elements that would create a false sense of history are proposed. The reconstruction of the east gable on the 1885 structure, that was demolished during construction of the 1941 addition, will be completed based on pictorial and archival evidence.

4. *Most properties change over time; those changes that have achieved historic significance in their own right shall be retained and preserved.*

The proposed project is consistent with this Standard. The additions that are being removed, although constructed under the tenure of de Latour and Tchelistcheff, have undergone extensive alterations and have not achieved historic significance in their own right. The interior structure of the original 1885 structure that is being removed was constructed in 1982, when the original heavy timber structure was replaced and/or altered.

5. *Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.*

The proposed project is consistent with this Standard. The distinctive character defining features listed in the evaluation section above will be maintained, including the finishes and construction techniques of the original 1885 stone structures. The c.1885 addition, the structure that remains most intact, and that includes the historic masonry walls and heavy timber interior structure typical of winery buildings of the period, will be rehabilitated. Portions of the 1930 concrete and 1941 cement block additions will also be retained to illustrate the evolution of the complex over time.

6. *Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in*

design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

The proposed project is consistent with this Standard. Minimal maintenance work is required on historic features throughout the complex. As mentioned in #3, reconstruction of the 1885 Addition east gables, that was removed as part of the 1941 addition, will be based on pictorial and archival evidence.

7. *Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.*

The proposed project is consistent with this Standard. Surface cleaning of the historic masonry surfaces will be carried out using the gentlest means possible.

8. *Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.*

The proposed project is consist with this Standard. No known archaeological resources exist on the site and all proposed work will take place on previously disturbed soil. If resources are uncovered during the course of construction, an archaeologist will be brought in to provide on-site monitoring.

9. *New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.*

The proposed project is consistent with this Standard. As described above, the proposed alterations would not significantly affect the property's overall ability to communicate its historical significance, since the character-defining features will be maintained, including the historic core of the winery. The proposed new design elements are contemporary in character. They are compatible in massing, size, and scale of the original buildings, but are clearly differentiated from the existing.

10. *New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.*

The proposed project is consistent with this Standard. The proposed project removes additions that have obscured the form and integrity of the original 1885 structures, and that have diminished integrity from

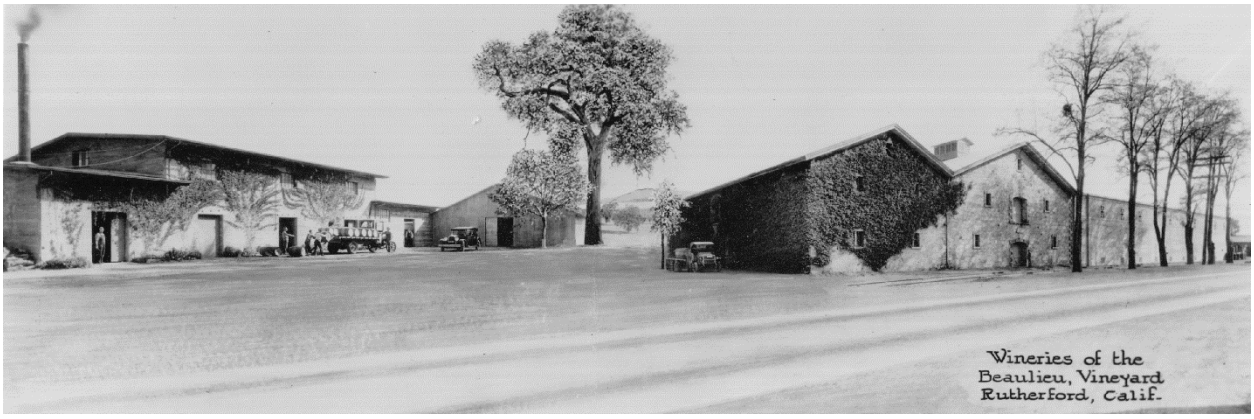
alteration over time. Further, the significance of the subject property is related to its association with significant events and people, and not for its architectural design. Thus the proposed alterations will not impair the ability of the property to communicate its significance.The proposed new design elements could be removed in the future.

Conclusion

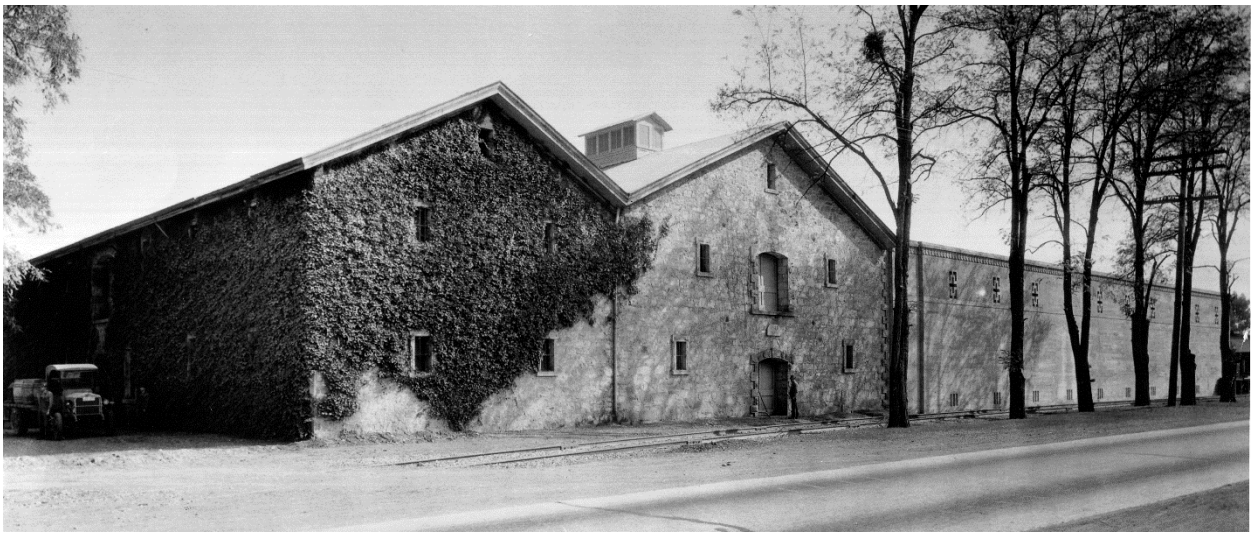
As described above, the proposed project meets the Secretary of the Interior Standards for Rehabilitation. As a result of meeting the Standards, the project can be considered as mitigated to a level of less than a significant impact on the historic resource. The building/site is significant for association with early winemaking in Napa Valley. It is also significant for association with owner, Georges de Latour, and winemaker, Andre Tchelistcheff, both of whom where important within the Napa Valley wine industry. The proposed demolition and alterations would not significantly affect the property's overall ability to communicate its historical significance. In order to present a comprehensive account of the property's change over time, the owner proposes to document the existing complex prior to demolition. They also propose extensive and publically-accessible interpretive exhibits that will further highlight the property's history, development, and significance to the history of Napa Valley.

APPENDIX A: PHOTOGRAPHS AND GRAPHICS

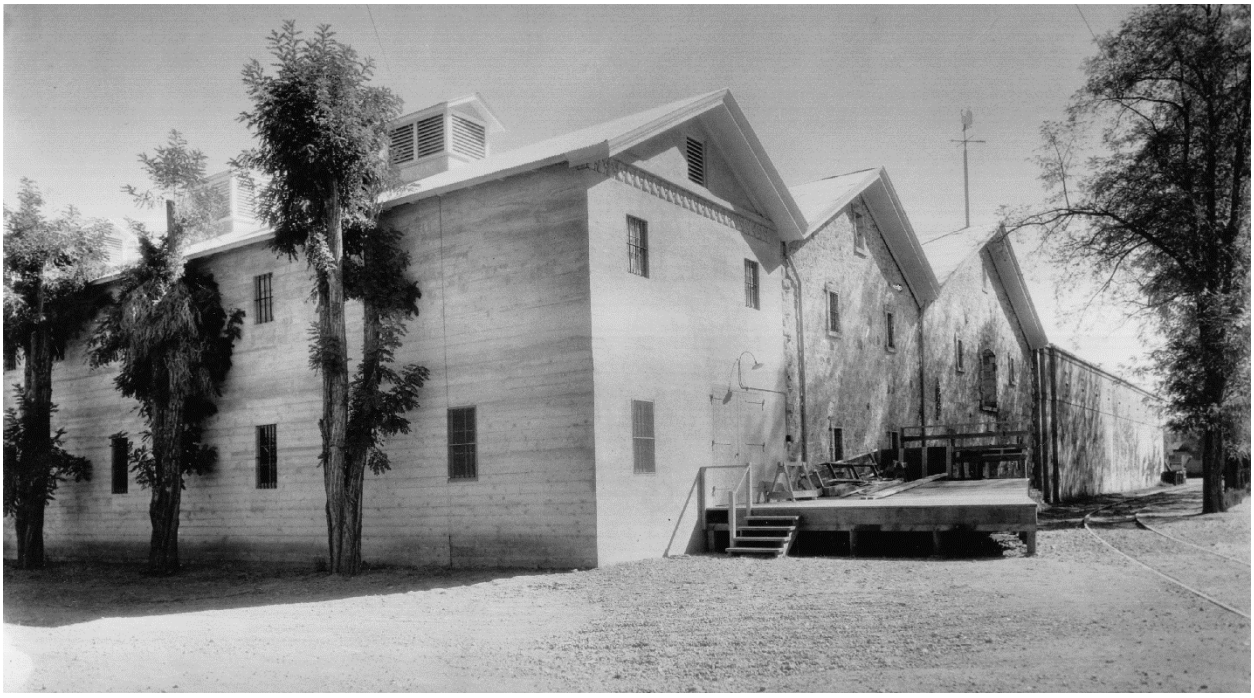
Visual Construction Chronology



Late 1920s view (after construction of 1926 addition) of Beaulieu Winery (Photo: Napa County Historical Society)

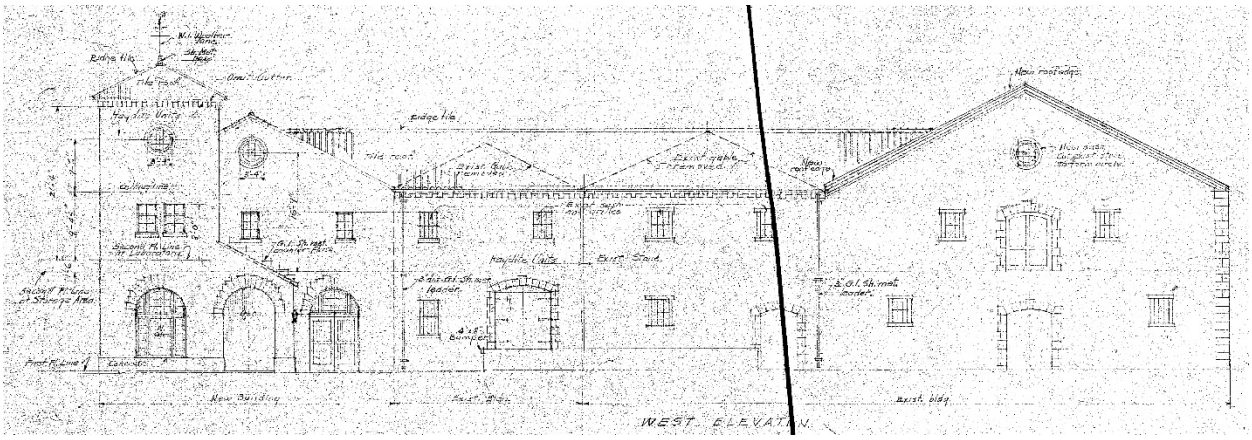


Late 1920s view (after construction of 1926 addition) of Beaulieu Winery (Photo: Napa County Historical Society)



c. 1930 view (after construction of 1930 addition) of Beaulieu Winery (Photo: Napa County Historical Society)

c.1938-1940 view of Beaulieu Winery (Photo: Napa County Historical Society)



1941 Addition drawing detail (Original drawing by W. Adhian, structural Engineer)

Following completion of concrete masonry unit addition in 1941 (Photo: Napa County Historical Society)

Existing conditions – Google Street View, 2017 (some distortion of 1941 building roof form in this view)

1941 addition, existing conditions (Google Street View, 2017)

Existing Conditions Photographs (ARG, 2017)

1941 addition entrance, looking roughly north

View south along front (west) elevation, from office entrance

View south along front (west) elevation, 1885 stone winery section at left

View north along front (west) elevation, 1885 stone winery section at right

View north along front (west) elevation from southwest corner

View east along south elevation, 1974 addition

South elevation of 1974 addition

North elevation, tower at northwest corner

View west down north elevation of 1941 addition

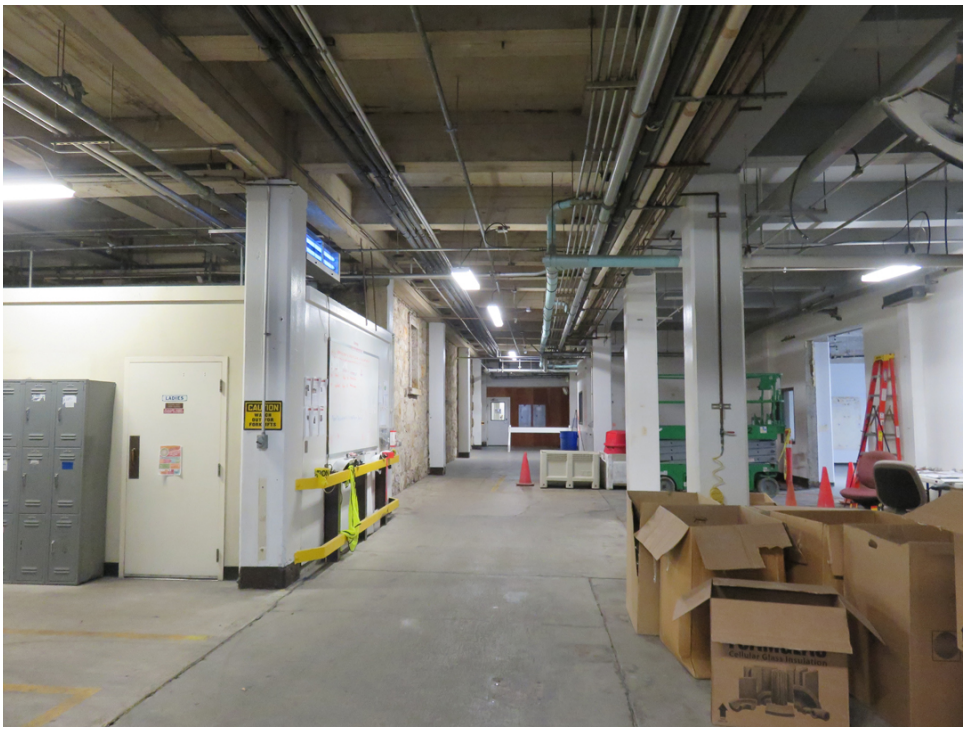
View south down rear elevation of 1941 addition

Main entrance lobby, 1941 addition

Office and reception spaces off of entrance lobby, 1941 addition

Spiral staircase, 1941 addition

Converted office areas, front of 1930 addition



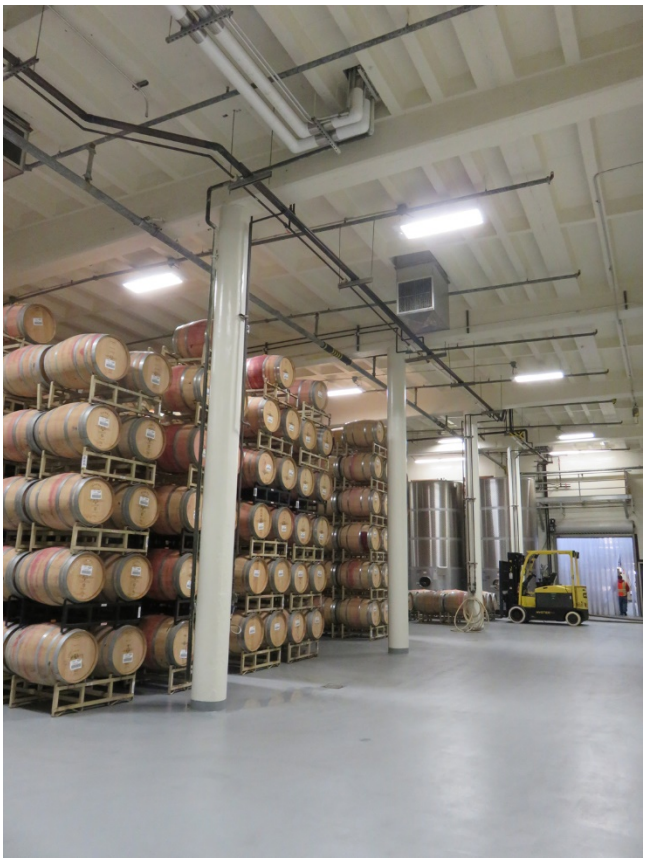
Back of house utilitarian spaces, 1930 addition (central) and 1914 addition (right)

1930 addition office areas (right) and former exterior wall c.1885 winery addition (left), note sandblasted stone walls and window removal

Tasting room, rear of Room A

Tasting room, rear of Room A – note window infill and original timber structure.

Interior of 1885 building (Room B) looking roughly west



Interior of 1926 addition, Room C

Interior of 1926 addition, Room K

Interior of 1974 addition, Room L