



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 11/6/2013

Agenda Placement: 9C

Napa County Planning Commission Board Agenda Letter

TO: Napa County Planning Commission

FROM: Charlene Gallina for Parkinson, Pete - Interim Director
Planning, Building and Environmental Services

REPORT BY: Sean Trippi, Principal Planner - 299-1353

SUBJECT: Woolls Ranch Winery

RECOMMENDATION

WOOLLS RANCH WINERY / WOOLLS RANCH, LLC - USE PERMIT AND AN EXCEPTION TO THE COUNTY'S ROAD AND STREET STANDARDS (P13-00187)

CEQA status: Consideration and possible adoption of a Subsequent Negative Declaration. According to the proposed Subsequent Negative Declaration, the proposed project would have no potentially significant environmental impacts. The project is not included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5.

Request: Approval of a use permit to establish a new winery with an annual production capacity of 50,000 including: (1) construct three new winery buildings with approximately 17,432 sq. ft. of floor area, including 13,060 sq. ft. for production uses and 4,372 for hospitality/administrative uses, including a commercial kitchen; (2) create approximately 7,454 sq. ft. of outdoor work area including a 3,450 sq. ft. covered crush pad; (3) provide on-site parking for 19 vehicles; (4) establish a Marketing Plan with four (4) events per month for a maximum of 30 guests at each event; two (2) events per month for a maximum of 100 guests at each event; four (4) events per year for a maximum of 200 guests at each event; and, participation in the wine auction; (5) allow tours and tastings, which may include food paring(s), by appointment only for a maximum of 60 visitors per day; (6) establish hours of operation from 8:00 AM to 8:00 PM (10:00 AM to 5:00 PM tasting and 8:00 AM to 8:00 PM, non-harvest production), 7 days a week; (7) allow on-premise consumption pursuant to the Evans Bill (AB2004); (8) employ 10 or fewer people full-time; (9) install a new on-site winery process and domestic wastewater treatment system; and, (10) provide new landscaping, driveway improvements and signage. The request also includes an exception to the County's Road and Street Standards (RSS) to allow the use of an existing 14' wide access drive for a length of approximately 400-feet (of a 6,700-foot long access drive) with a proposed turnout meeting County standards. The remainder of the access drive will meet County standards. The 236.66 acre project site is located on the east side of Mt. Veeder Road, approximately 1,000 feet north of its intersection with Redwood Road within an Agricultural Watershed (AW) zoning district. APN: 035-010-054. (No site address) Mt. Veeder Road, Napa.

Staff Recommendation: Adopt the subsequent negative declaration and approve the requested RSS exception and use permit with the proposed conditions of approval.

Staff Contact: Sean Trippi, 707-299-1353 or sean.trippi@countyofnapa.org

Applicant Contact: Brian Russell, Phone: (707) 294-2775 or brussell@aklandlaw.com

EXECUTIVE SUMMARY

Proposed Actions:

That the Planning Commission:

1. Adopt the Subsequent Negative Declaration based on Findings 1-6 of Exhibit A;
2. Approve the Road and Street Standards Exception based on Findings 7-8 of Exhibit A; and
3. Approve the Use Permit (#P12-00187) based on Findings 9-13 of Exhibit A and subject to the Conditions of Approval (Exhibit B).

Discussion:

The applicant requests approval of a use permit to allow construction of a new 50,000 gallon per year winery with approximately 17,432 sq. ft. of floor area and 7,454 sq. ft. of outdoor work area including a covered crush pad on a 236.66 acre parcel on the northeast of the Mt. Veeder/Redwood Road intersection. The proposed winery would have up to 60 by-appointment tours and tastings visitors daily and a marketing plan with with four (4) events per month for a maximum of 30 guests at each event; two (2) events per month for a maximum of 100 guests at each event; four (4) events per year for a maximum of 200 guests at each event; and, participation in the wine auction. The request also includes an exception to the County's Road and Street Standards to allow the use of an existing 14' wide access drive for a length of approximately 400-feet (of a 6,700-foot long access drive) with a proposed turnout meeting County standards. Staff recommends approval of the project as conditioned.

FISCAL IMPACT

Is there a Fiscal Impact? No

ENVIRONMENTAL IMPACT

Subsequent Negative Declaration Prepared. A previous Mitigated Negative Declaration (MND) was adopted on May 27, 2009, associated with the Erosion Control Plan (P08-00436-ECPA) for the Woolls Vineyard Conversion project. The previous MND addressed the potential impacts related to vineyard development which encompassed the proposed winery development area. This Initial Study analyzes the incremental effects of the proposed winery development to the previously approved Erosion Control Plan (ECP). The "baseline" against which such impacts are measured is the buildout of the previously approved ECP. Impacts of the proposed winery are measured against this baseline. The County adopted mitigation measures in connection with its approval of the ECP. These mitigation measures are being carried forward and will be incorporated into this project.

According to the proposed Subsequent Negative Declaration, the proposed project would have no potentially

significant environmental impacts or potential impacts that were not addressed by the previous environmental document. This project site is not on any of the lists of hazardous waste sites enumerated under Government Code Section 65962.5.

BACKGROUND AND DISCUSSION

Owner / Applicant : Woolls Ranch, LLC

Owner's Representative: Brian Russell, (707) 294-2775

Zoning: Agriculture, Watershed & Open Space (AWOS)

General Plan Designation: Agricultural Watershed (AW)

Filed: June 5, 2013

Declared Complete: September 11, 2013

The Proposal Includes the Following:

Production capacity - 50,000 gallons per year

Building size - +/- 17,432 sq. ft. of enclosed floor area with a +/- 3,450 sq. ft. covered crush area

Development Area - approximately 17,820 sq. ft.

Winery Coverage - approximately 180,690 sq. ft. or 4.15 acres (+/- 1.7% of parcel)
(winery coverage is a maximum of 25% of parcel or 15 acres, whichever is less)

Production Facility - approximately 13,060 sq. ft.

Accessory Use - approximately 4,372 sq. ft. (does not include 3,450 sq. ft. of covered unenclosed area identified on the application and floor plans)

Accessory to Production Ratio - proposed: 33%
(accessory to production ratio is a WDO maximum of 40%)

Marketing - Four (4) events/month for a maximum of 30 guests, two (2) events/month for a maximum of 100 guests, four (4) events/year for a maximum 200 guests, and participation in the wine auction. Food for the marketing events will be catered.

Visitation - Tours and tastings with food pairings by appointment only for a maximum of 60 visitors per day (maximum of 420 visitors per week) are proposed.

Number of employees - 10 or fewer full-time

Hours of operation - Visitation 10:00 AM - 5:00 PM (7 days a week); Non-Harvest Production 8:00 AM - 8:00 PM (Monday - Friday)

Parking - 19 off-street spaces

Setting:

The 236.66 acre project site is located on the east side of Mt. Veeder Road, approximately 1,000 feet north of its intersection with Redwood Road. The area of the proposed project is in areas previously used for livestock grazing, as were the previously approved vineyard blocks. Most of the undeveloped natural vegetation on the parcel would remain in its existing condition. The project site is currently developed with approximately 32 acres of vines and associated infrastructure. An existing paved road provides access to the subject parcel and an existing gravel road provides access to the winery development area. The road will be improved in compliance with the County’s Road and Street Standards except as noted below.

North/northeast of the project site are three properties ranging in size from 114 to 502 acres with 3 homes and vineyards. Southeast of the project site are five properties ranging in size from 4.8 to 18.9 acres; three properties with homes. South/southwest are five properties ranging in size from 1.5 to 135 acres with 7 homes, with vineyards on the largest property. East of the project site are ten properties ranging in size from 3.4 to 79.6 acres with seven homes and vines on two of the properties.

Producing wineries within about a mile to a mile and a half of the project site include Hess Collection winery to the west, Hendry Ranch winery to the south, and Phoenix Vineyards, Anthem winery, and Frisinger Vineyards to the east. Also to the east is Olney Family winery which is approved but not producing.

Nearby Wineries:

Winery	Address	Floor Area (square feet)	Production gal / year	Tours & Tastings visitors / week (average)	Employees
Hess Collection Winery	4411 Redwood Road	92,369	1,000,000	650 (public)	35
Hendry Ranch Winery	3104 Redwood Road	21,000	59,000	20 (appt)	4
Phoenix Vineyards	3175 Dry Creek Road	2,580	5,000	10 (appt)	2
Anthem Winery	3454 Redwood Road	2,000	30,000	5 ^	1
Frisinger Vineyards	2275 Dry Creek Road	1,584	20,000	0^^	4
Olney Family Winery*	2253 Dry Creek Road	34,237	25,000	70 (appt)	4
Woolfs Ranch Winery	No site address	17,432	50,000	240 maximum (appt)	10

* Approved/entitled but not producing

** First use permit

^ Number authorized to industry visitors only

^^ No visitation was approved (small winery exemption)

Adjacent General Plan Designation/ Zoning / Land Use:

North:

AWOS General Plan designation, AW zoning -

The project site is shaped like an upside down "V" and comes to a point at its northern end. Adjoining the project site to the north (and a bit to the east) are three properties with about 12 to 13 acres each with a single family home on each lot. North and slightly to the west is a 173 acre property with vineyards and two residences.

South:

AWOS General Plan designation, AW zoning -

There are three lots south of the project site within the opening at the bottom of the upside down "V" ranging in size from 2.5 to 28.9 acres. Two of the properties are undeveloped, one lot has a home. There are another six lots across Redwood and Mt. Veeder Roads ranging in size from 4.9 to 135 acres. Four lots are undeveloped, the one lot has a home and the other lots have homes and vineyards.

East:

AWOS General Plan designation, AW zoning -

There are eight properties along the west side of the project site ranging in size from 3.4 acres to close to 80 acres. Two of the properties are planted in vines (one has a home), three of the other lots have homes and the remaining three lots are undeveloped.

West:

AWOS General Plan designation, AW zoning -

A 114.9 acre property adjoins the project site along its western boundary and is developed with a single family home and vineyards. Further west is a 504 acre property planted in vines with a single-family home.

Compliance History:

Based on a review of the Planning Division's files, there are no records of any code compliance issues on this property.

Discussion:

1. Use Permit: The applicant is proposing a 50,000 gallon per year winery with approximately 17,432 sq. ft. of enclosed floor area. The new production building will have a generally rectangular shape with two halves. Barrels, case goods and mechanical equipment will be housed in one half; tanks, offices and storage in the other half. Each half will be under a corrugated metal shed roof. In between and connecting the two halves is a crush pad covered by a flat roof and open at both ends, effectively creating a single structure. The exterior of the building will be clad in horizontal metal panels. The highest point of the building will be a little over 25 feet from finished grade.

The new hospitality and administrative buildings will be a little over 1,000-feet, as the crow flies, east of the production building. These two buildings are also rectangular, clad in plaster and capped with corrugated metal roofs, with a maximum height of approximately 17'-9".

Parking for 11 vehicles will be provided at the production building and 8 parking spaces will be provided at the hospitality and administrative building.

As noted above, the project site is currently developed with about 32 acres of vineyards.

2. Visitation and Marketing: Tours and tastings visitation to the proposed winery would be by-appointment, with a maximum of 60 visitors per day and a maximum of 420 week. In addition, a marketing program is proposed for the facility, including four (4) events/month for a maximum of 30 guests, two (2) events/month for a maximum of 100 guests, four (4) events/year for a maximum of 200 guests, and participation in the wine auction. Food for the marketing events will be catered.

Staff has provided a table comparing marketing and tours and tastings visitation at other wineries with annual production of 50,000 gallons, below. The proposed visitation program falls roughly into the upper quarter amongst its peer group of wineries with an approved production capacity of approximately 50,000 gallons per year. The table also provides a comparison of winery building floor area for the wineries listed. As can be seen, the floor area for the proposed winery relative to its production capacity is near the upper end of spectrum at 17,432 square feet, with other wineries ranging in size from a little over 4,000 square feet to over 30,000 square feet.

Winery	Approved Production	Floor Area (sq. ft.)	Tours & Tastings	Tours & Tastings visitors/week (average)	Marketing Events per year*
Altamura winery	50,000	11,800	By Appt	20	no data
Ballentine winery	50,000	21,640	By Appt	10	24
Bennett Lane winery	50,000	17,550	By Appt	168	no data
Brown Estate Vineyards	50,000	8,023	By Appt	2	9
Buehler Vineyards	50,000	14,008	n/a	n/a	no data
Envy Wines	50,000	4,199	By Appt	56	391
Folie A Duex	50,000	10,000	Public	350	no data
Frazier winery	50,000	30,700	By Appt	50	6
Hagafen Cellars	50,000	6,800	By Appt	150	12
Krupp	50,000	18,200	By Appt	744 max / 420 avg	115
Mont St John Cellars	50,000	13,210	Public	3,500	no data
Niebaum Copolla Estate (Niebaum Ln)	50,000	19,920	By Appt	15	no data
Outpost winery	50,000	9,155	By Appt	140 (max / wk)	7
Pride Mountain Vineyards	50,000	5,362	By Appt	20	48
Robert Keenan winery	50,000	9,455	By Appt	no data	no data
Sequoia Grove Vineyards	50,000	12,937	Public	600	no data
Villa Andriana / Summers winery	50,000	8,250	By Appt	70	no data
Woolfs Ranch winery (proposed)	50,000	17,432	By Appt	420 (max / wk)	76

* No Data - Attributed to older wineries with no marketing program proposed or approved.

** Number authorized to industry visitors only.

3. Access/Road Modification - Access to the proposed winery is from an existing driveway on Redwood Road. The request includes an exception to the County's Road and Street Standards to allow an existing portion of the access drive to remain at its 14-foot width for a length of approximately 400-feet (of a 6,700-foot long access drive) with a proposed turnout meeting County standards where the driveway is flanked by steep, highly erodible, slopes. The remainder of the access drive will be improved as necessary to meet County standards. The requested exception has been reviewed by the Fire Department and the Engineering Services Division; both have concluded that it meets findings.

The project proposal includes removing the embankment along the southeast corner of the driveway. However, the attached traffic study points that it is uncertain that the necessary sight distance of 250 feet when exiting the site looking to the south will be achieved. A condition of approval is recommended to reevaluate the driveway sight distance and provided any additional recommendations prior to occupancy of the winery.

4. Greenhouse Gas Reduction Strategies - In 2011, the Bay Area Air Quality Management District (BAAQMD)

released California Environmental Quality Act (CEQA) Project Screening Criteria and Significance of Thresholds related to greenhouse gas emissions (GHG) for new development. The District's screening table (BAAQMD Air Quality Guidelines, Table 3.1) suggests that similar projects such as a quality restaurant and light industrial uses with less than 9,000 sq. ft. and 121,000 square feet of floor area, respectively, would not generate GHG in excess of the significance criterion (1,100 metric tons of carbon dioxide equivalents per year). By comparison a high quality restaurant is considered comparable to a winery tasting room for purposes of evaluating air pollutant emissions, but grossly overstates emissions associated with other portions of a winery, such as office, barrel storage and production, which generate fewer vehicle trips. Therefore, a general light industry comparison has also been used for other such uses. The proposed floor area is well below the floor area thresholds established by the BAAQMD.

In addition to the project being below the Air District's thresholds of significance and screening criteria, the applicant proposes to incorporate GHG reduction methods including: energy conserving lighting, cool roof, bicycle racks, water efficient fixtures, water efficient landscaping, composting, and constructing a trellis on the south side of the building to reduce direct sun exposure. As noted above, the buildings have been sited in existing or previously cleared areas reducing grading and resulting in no tree removal. There are also wildlife corridors that were developed as part of the vineyard project. The applicant also proposes the use of recycled materials, utilizing locally produced foods, educating staff and visitors on sustainable practices and use of 70-80% cover crops in the vineyards.

5. Grape Sourcing - The project site contains approximately 32 acres of vineyards on the 236.7 acre site. Including the vineyards planted on site, the project owners have 110 planted acres of vineyard in Napa County which should be adequate for the proposed winery's production capacity.

Consistency with Standards:

Zoning - The project is consistent with AW (Agricultural Watershed) zoning district regulations. A winery (as defined in Napa County Code § 18.08.640) and uses in connection with a winery (see Napa County Code § Section 18.20.030) are permitted in the AW district with an approved use permit. This application complies with the Winery Definition Ordinance.

The Fire Department, Engineering Services Division, Public Works Department, and Environmental Health Division have all recommended approval of the project as conditioned.

SUPPORTING DOCUMENTS

- A . Findings
- B . Conditions of Approval
- C . Review Agency Comments
- D . Subsequent Negative Declaration
- E . CEQA Memo
- F . Adopted Mitigation Measures
- G . GHG Checklist
- H . Traffic Impact Analysis
- I . Application Materials
- J . Graphics

Napa County Planning Commission: Approve

Reviewed By: John McDowell