

Kenwood Vineyards Tasting Room Building

Project Description

February, 2016

General Overview

Kenwood Vineyards is located at 9592 Sonoma Highway in Kenwood, CA (APN 051-160-033) and is owned by Pernod Ricard Kenwood, Inc. who purchased the winery in 2014. The property was originally incorporated in 1906 as the Pagani Brothers Winery and operated as such until it was acquired by Kenwood Vineyards in 1970. The facility currently operates under use permit UPE 01-0135 which allows production of 500,000 cases of wine, and as was common at the time, allows public tours and tastings though it does not specifically identify visitation. The facility has a long history of providing retail sales of wine produced onsite, tours, tasting and agricultural promotional events. The winery has a food facility permit to prepare meals in an existing onsite kitchen for events held onsite.

In 2014, Pernod Ricard purchased Kenwood Vineyards with the intent of building on the success of the winery's long history in the community of Kenwood. Pernod Ricard Kenwood proposes to upgrade the visitor experience by replacing and relocating the existing visitor facilities. No increase in wine production is proposed with this application.

Existing Conditions

The facility is located on a 33 acre parcel, (APN 051-160-033) which is zoned DA B6 20, HD SR. The primary zoning is Diverse Agriculture with three combining districts: B6 District which specifies a minimum of 20 acre per dwelling unit, Historic District and Scenic Resource District.

The property includes: a winery with public tasting room and retail sales, winery production buildings, administrative offices, parking and circulation areas, a scale, a well, water storage tanks, pomace disposal area, in-ground process and sanitary disposal systems and a frost protection pond.

No residential structures are located on the property. The property is planted with approximately 25 acres of vines. The southwestern half of the site is generally flat: a small hill approximately 70 feet in elevation occupies the northeastern portion of the property. The winery structures are located on the south west slope of the hillside.

Kenwood winery is adjacent to the unincorporated community of Kenwood. Much of the land adjacent to the winery and along the east side of Highway 12 is developed with vineyards, wineries and rural residential properties.

The proposed improvements for the parking area are located approximately 300 ft from the nearest residence to the north and the main structure of the proposed improvements, the new tasting room, is approximately 550 ft from the nearest residence.

Access to the existing winery facility is on the southwest end of the parcel from Highway 12. The access road has a dedicated turn signal and a left turn pocket. Kenwood Vineyards shares this entrance and access road with the Kinnybrook subdivision.

The retail sales and tasting room hours are currently 9:00am to 5:00pm, seven days a week.

The facility has an existing food facility permit for a kitchen located in the administrative offices building. The kitchen provides food for hospitality events at the existing tasting room and onsite administrative activities.

The existing use permit identifies 60 employees. No changes in employee numbers are proposed.

Grapes for the existing winery will continue to be sourced from a combination of sources including: grapes grown on site, grapes from other Sonoma County vineyards owned by Pernod Ricard, and grapes purchased from Sonoma and other surrounding counties.

Pernod Ricard owns approximately 211 acres of vineyard (planted) in Sonoma County, which represents approximately 960 tons of grapes or 12.8 % of the total production approved in the existing use permit. No increase to winery production is proposed by the permit application.

Proposed Project

The proposed project would replace and relocate the existing tasting room, along with ancillary improvements as follows:

- New 5,200+/- sf tasting room and retail sales building
- New access drive and parking for tasting room and retail sales building
- New landscaping and trees in the improvement area
- Replacement of the existing water storage tanks and pumps in a new location closer to the winery.
- New subsurface sanitary sewage treatment system for the new tasting room and retail sales building
- Demolition of an existing agricultural garage and storage building
- Removal of 4 acres of vineyard

Facility Design

The new tasting room will be a one story building sited on the hillside east of the winery. The site and design were selected to take advantage of the views of the valley and to be unobtrusive to adjacent properties.

The new location allows separation of production traffic and visitor traffic. After entering the site and passing the scale, visitors are directed to the right, on a new road which parallels the vineyards. The road climbs the hill to arrive at the parking area on a knoll. The approach to the building steps down approximately 8 feet below the parking area to an entry court. A green roof is being considered, which would blend the building into the surrounding landscape. The green roof, if implemented, would be planted with a perennial grass meadow which would blend into the plantings surrounding the building.

Building materials include concrete and weathering steel walls. The south side of the tasting room is primarily glass while the opposite side is cut in to the hillside. The building is oriented towards the south. A continuous outdoor tasting terrace wraps the south and east perimeter of the building.

The parking area will be screened with trees and landscaping planting.

The building will include a public tasting room, a VIP tasting room, outdoor tasting/event areas, retail sales space, restrooms, full kitchen, outdoor oven, storage and other ancillary support spaces. An additional food facilities permit will be obtained for the kitchen and outdoor oven at the proposed tasting room building.

Existing Tasting Room

The existing tasting room consists of wood framed construction and concrete foundation and was originally constructed as a barn. The existing tasting room is not scalable or conducive for the needs of the winery hospitality function. It is located in the center of the production facility which inhibits the needed improvements. The existing tasting room will not be used as a tasting room nor for events, once the new tasting room is constructed. It will continue to be used for winery operations.

Utilities

Water is provided by an existing well, which will continue to serve the buildings and vineyard operations including the new tasting room building. The water storage tanks are currently located on top of the small hill in the footprint of the proposed parking. The tanks will be replaced and located closer to the winery. The tanks will include potable water and irrigation storage. The increased water use anticipated as a result of this project is approximately 2.2 acre feet per year. Four acres of vineyards are being removed by the project, which have historically used approximately 0.39 acre feet of water per year. Therefore, the net water increase in water use is anticipated to be 1.8 acre feet per year.

A new subsurface drip sanitary sewer system will be installed to provide disposal for the new tasting room.

The existing well has been satisfactory for historical demand and is anticipated to be adequate for the potential increases in water demand as a result of the proposed tasting room. The well has a yield of 200 gpm. The replacement water tank will be sized to meet the storage requirements of the State's public water system requirements based on the water demands of the proposed project and existing facility.

Stormwater runoff generated by the proposed project will be mitigated with several bio-retention low impact development (LID) facilities located throughout the project site. The LID facilities will infiltrate

any additional stormwater runoff generated by the project for the design storms specified in the county's LID requirements. The LID facilities are to be located a minimum of 180 ft away from the unnamed creek to the south of the property and overflows from the LID facilities will travel through vegetated vineyards buffers prior to reaching the creek.

Marketing and Events

Kenwood Vineyards historically and currently holds agricultural promotional events throughout the year including approximately 8 marketing events per year. Kenwood Vineyards proposes to increase the number of marketing events to 22 per year. The events will be focused on promotion of the agricultural products grown and produced onsite. No weddings or rental of the facility for events are proposed. Food for the events and visitors will be either prepared offsite by caterers or prepared on site in the existing and proposed kitchens and the outdoor pizza oven. Event functions will occur between the hours of 7 a.m. and 10 p.m. The enclosed events summary includes a detailed breakdown of the proposed events and anticipated attendees.

The new retail sales and tasting room hours of operation will be unchanged, and will be 9:00 am until 5:00 pm daily. Three visitor areas are proposed. The tasting room will offer a seated or standing wine tasting with flights of wines offered at the bar area. The second area, the VIP tasting room, will have seated tasting of wines offered with food pairings specifically selected to complement the wines. A third tasting area will be on the outdoor terrace.

Kenwood Vineyards proposes the following food service, focused on promotion of the agricultural products, grown and produced onsite in three distinctive tasting experiences.

1. Samples or tastes of pre-prepared packaged food, such as crackers, nuts or other palette cleansers, featuring local foods and food products offered in conjunction with wine tasting.
2. Prepared meals or appetizers featuring local foods and food products offered in conjunction with agricultural promotional events, such as wine club parties, and winemaker dinners, and with food and wine pairings.
3. Retail sales of pre-packaged food, not associated with the activities described in items 1 and 2 above, in conjunction with wine tasting.
4. Food and wine pairing will be limited to the area identified as the VIP tasting room on accompanying architectural plans. Seating in the VIP tasting room shall be limited to 20 seats serving up to 20 persons three times a day. Food and wine pairings shall be selected by the winery with no menu options allowed. Such pairing shall be limited to small appetizer-like portions, at specified times avoiding the lunch hour and shall not be open to drop in guests.

Kenwood Vineyards plans to continue to participate in industry wide promotional events as identified in the attached marketing plan.

Events will take place at the tasting room building and the outdoor patio area. Amplified outdoor music is proposed in the patio area.

Circulation, Parking and Traffic:

Facility access will continue to be served by the signalized intersection at Highway 12. No improvements are proposed in the Caltrans right of way. The new tasting room parking lot will provide 43 standard parking stalls and 2 accessible parking stalls. Overflow parking will be provided onsite for events according to the Event Parking Plan.

A traffic study has been completed for the project. A traffic signal with a left turn lane and dedicated left turn arrow for the Kenwood Driveway currently exists at the entrance on Highway 12. This site is a good location for hosting visitors because of the existing traffic signal. The traffic study demonstrates that the existing infrastructure will be adequate for the proposed traffic.

Landscaping and Vineyard

The landscape design preserves site features, topography, and large oak trees. Landscaping has been selected to complement the existing surroundings. The entry road weaves between, and preserves two mature Valley Oaks. Additional olive trees are proposed along the new entrance drive as it leads to the tasting room. The parking area is graded to match the existing terrain and landscaping trees will be planted at the perimeter to minimize its visibility from neighboring properties.

Native grasses are proposed around the building.

A Valley Oak is preserved adjacent to the south east corner of the tasting terrace.

Four acres of vineyard will be removed in the footprint of the improvements which will decrease water demand on the property. No new vineyard area is proposed.

Soils

The area has been reviewed by a geotechnical engineer for feasibility. A letter has been prepared and is included in the use permit application.