

PROJECT STATEMENT
FOR A
WINERY USE PERMIT AND VARIANCE
FOR
MOUNTAIN PEAK VINEYARDS LLC
3265 SODA CANYON ROAD, NAPA, CA
APN 032-500-033

The proposed project is a new 100,000-gallon per year production winery proposed for a 41.76-acre parcel located at 3265 Soda Canyon Road, Napa. The applicant has targeted this winery for LEED Platinum status and the LEED Scorecard for the winery is included with this Project Statement. The wine caves will house approximately 80 percent of the overall winery uses, and play an important role in the LEED certification.

The proposed winery includes a total winery coverage area of 70,375 square feet of impervious surface, for an overall coverage of 3.8 percent of the overall site. The winery fermentation room and barrel storage will be contained within 65,224 square feet of wine caves, which will be Class III caves that also contain 10,955 sq. ft. of accessory space, with crush being done on a 15,015-sq. covered outdoor crush pad and work area.

Winery accessory uses will be housed within two at-grade structures, a 6,190-sq. ft. tasting room and winery administrative offices building and a second rectilinear structure of 2,719 sq. ft., which will house additional winery offices and tasting areas.

The production-to-accessory ratio for the proposed winery is 24.5 percent.

The winery improvements envisioned for the property also include various infrastructure and mechanical structures: winery access roads and parking areas (28 spaces including 3 ADA-accessible spaces); two water storage tanks of 100,000 gallons each (one of these an underground cistern with a 100,000-gallon capacity); emergency fire protection turnaround areas; a LYFE System wastewater treatment facility and sanitary wastewater treatment facilities; and several agricultural outbuildings associated with the vineyards on-site. There is an existing 3,000-sq. ft. building that is an approved viticulture offices and agricultural storage building that will continue in that capacity and is not part of the proposed winery uses.

The landscape concept for this winery includes beautiful Asian gardens that separate the hospitality structure and the winery administrative offices buildings, and which offer superb views of vineyards and mountains as backdrop. The gardens will also be complimentary to ten separate landscape (pervious surfaces) areas, features providing an outdoor experience for wine tasting and certain of the winery marketing events. Each of these areas represents an extension of the landscape gardens and are accessible via footpaths from both the gardens and the accessory structures.

Actions requested in this winery use permit include the following:

- (1) Approval of a use permit for the winery development improvements described above and herein, along with a Winery Marketing Plan;
- (2) Approval of a Variance to the 300-ft. road setback contained in the County's *Winery Definition Ordinance*, for a private road extending from Soda Canyon Road's termination and which serves more than one property owner;
- (3) An exception to the *Napa County Road Standards* for portions of the winey access road that are to be less than 20 feet in width, as noted in the Road Exception Request letter in the engineering reports;
- (4) Recognition of a Phasing Plan for the winery construction that will allow the winery to open for certain of its activities prior to completion of the overall project construction.

Project Setting and Surrounding Land Uses

The subject parcel is 41.76 acres in size and is located almost at the top of Soda Canyon Road, which extends eastward from the Silverado Trail just north of the City of Napa. The parcel contains approximately 28 acres of vineyards (Tract II Plan), a large residence that will be removed for siting of the winery, and several agricultural buildings. The most notable of the agricultural buildings is an approved viticulture offices that has served as the center for agricultural interests for Stagecoach Vineyards (Dr. Jan Krupp and Mr. Bart Krupp, former owners). The viticulture offices building will continue in its present capacity and is not proposed to include winery uses at this time.

The property is characterized by rolling hills and vineyards, with a cleared area near Soda Canyon Road for the residence and surrounding landscaping. This property is located within the Rector Reservoir Municipal Watershed Area, and so is subject to the County's 60/40 Percent Rule, which stipulates that no more than 40 percent of the overall parcel may be cleared of tree canopy and/or native shrubs and grasses, based on 1993 aerial mapping of the area. This property has reached that threshold; therefore, existing cleared areas associated with the previous owner's residence became the basis for the overall winery "footprint." The existing residence will be replaced by the proposed winery buildings.

The area along Soda Canyon Road is generally characterized as vineyard property, with several wineries, some grazing lands, a school, and a number of single-family rural residences. Soda Canyon Road is a County-maintained road up to almost the point where it terminates near the primary entry for the proposed winery.

There are a number of wineries of varying sizes along Soda Canyon Road and the Silverado Trail. Among those are: William Hill Estate, Darioush, Hagafen, Van Der Heyden, Reynolds Family, and Black Stallion Wineries.

Napa County Geographic Information Systems (GIS) Data

A review of the County's GIS data base for this parcel yields the following as an environmental setting and constraints inventory.

Alquist Priolo Faults: None found.

Archaeology: No archaeological sites or cultural resources found.

CalVeg: NX-Mixed hardwoods.

WalWater Watershed: HR: San Francisco Bay
HU: San Pablo
HA: Napa River
HSA: Napa River
SPW: Lower Napa River
PW: Rector Reservation *

- Subject property is within the Rector Municipal Watershed; therefore, Napa County's 60/40 Percent Rule for maximum cleared area applies.

Faults: No faults found.

FEMA Flood Zone: Parcel not in FEMA Flood Zone.

Fire Hazard Severity: Very high fire hazard severity (SRA). Compliance with Chapter 7A of the *California Building Code* is required for all new construction.

Groundwater Ordinance: Parcel not in Groundwater Deficient Area.

Landslides: No landslides found.

Local Drainage: Rector Reservoir

Soil Type: Boomer loam, 2 to 15 percent slopes.

Special Species: No special species found.

Spotted Owls: No Spotted Owls found.

HazMat Releases – Local Oversight Program (LOP) (within 1,500 ft.):
No Non-LOP hazardous materials releases found.

County Zoning: AW (Agricultural Watershed) See subsequent discussion on zoning.

Schools within 0.25 Mile Radius: No schools within 0.25-mile radius.

Relationship to Local Plans and Ordinances

General Plan Land Use Element and Zoning: The land use designation for the subject property in the *Napa County General Plan* is AW (Agricultural Watershed). The zoning district is also AW. The AW District allows the growing of agricultural products, including wine grapes. On parcels of ten acres or larger, it also allows wineries as an agricultural processing use, with an approved winery use permit. In addition to wineries, several types of residential uses are allowed: (1) one primary residence of any size; (2) a guest house of up to 1,000 sq. ft. in size (but without a kitchen); (3) a “second unit” of up to 1,200 sq. ft. in size (may have a kitchen and can be rented for 30 days or more, but not as a vacation rental); and (4) any number of farm worker or caretaker units, so long as the units meet County development standards and the occupants of said units qualify according to their job descriptions and income levels.

Winery Definition Ordinance (WDO): The *Napa County Winery Definition Ordinance (WDO)* defines wineries and describes the parameters for the design and development of wineries, as well as describing the activities that may occur at wineries. A winery is allowed on any agriculturally zoned property of ten acres or greater, but requires an approved winery use permit.

A winery may not exceed 25 percent of the overall land area of the parcel, including all structures and other impervious surfaces, including roads and parking areas. Another coverage threshold is the production-to-accessory ratio for winery structures, which is 60 percent for production (minimum) and a 40 percent (maximum) for accessory uses (tasting rooms, kitchens, winery offices, etc.)

Mountain Peak Vineyards LLC has an overall coverage of 70,375 square feet (includes existing viticulture building for grading/drainage consideration), with an overall coverage of 1.62 acres of winery development area or 3.8 percent of the parcel size. This falls considerably below the maximum coverage of 25 percent allowed in the County’s *WDO*. Production facilities are housed in the wine caves and include the covered (structural) crush pad area for a total of 52,399 square feet. The accessory uses are accommodated in two at-grade structures proposed on the site, which total 12,825 square feet in area. The resulting production-to-accessory ratio is 24.5 percent, considerably lower than the maximum 40 percent accessory use allowed in the County’s *WDO*.

In order to access the only area on the parcel that is conducive to wine caves, and to adhere to the strict 60/40 Percent Rule for municipal watershed areas, the winery was sited on a previously disturbed portion of the parcel that is also located adjacent to the area that works for wine caves. The wine caves are an important consideration in the applicant’s objective of having the winery LEED Platinum certified and approximately

80 percent of the winery operations will occur in the wine caves as proposed. This results in the necessity of requesting a variance to the 300-ft. public or private road setback contained in the County's *WDO*. When the winery was first submitted, encroachment into the setback of Soda Canyon Road and the private access road necessitated two variances. However, the applicant has elected to refine the design of the winery so that portions of two at-grade structures are now within the 300-ft. setback and the water storage tank previously proposed next to Soda Canyon Road is now fully underground.

The remaining variance is necessary in order to maximize the efficiency of the winery operations, to best utilize the area conducive to wine caves for operations, to minimize visual impact and the proliferation of at-grade structures, and to adhere to the previously disturbed area that is part of the 60/40 Percent Rule as "cleared area" as per the 1993 aerial mapping. The Variance application and draft findings in support of that variance are included in this application.

Response on Napa County 75 Percent Grape Source Requirement: The County's *WDO* requires an applicant to agree that a minimum of 75 percent of all fruit processed at the winery will be fruit originating in Napa County. This applicant's objective is to have more than 75 percent of his fruit coming from Napa County. The 28 acres of vineyards on-site will provide estate-grown wine and there are plans to expand the yield for some of the 28 acres of vineyards via replanting. In addition, at the time of this application submittal the applicant is negotiating the sale of another nearby vineyard. As for additional fruit necessary should the winery achieve its long-range production level of 100,000 gallons per year, there are numerous existing vineyards along Soda Canyon Road, and the applicant's objective would be to purchase fruit grown in proximity to the winery site from other growers as necessary. It is critical to the applicant's marketing plan and commitment to quality to utilize Napa grown grapes to the greatest extent possible. To that end, the applicant maintains a current and future spreadsheet breaking down the necessary fruit source relative to varietal, vineyard blocks, acreage, appellation, estimated tons/acre, estimated tons for current harvest translated into gallons and cases.

Napa County Conservation Regulations: The proposed project is consistent with the *Napa County Conservation Regulations*, which apply in all agriculturally zoned districts. One aspect of the project is its relationship to the 60/40 Percent Rule, which is a function of the parcel's location in an area designated as part of a Municipal Watershed Area (Rector Reservoir, which provides potable water to the City of Napa). This rule provides that no more than 40 percent of a property (based on 1993 aerial mapping) may be cleared of tree canopy or naturally occurring groundcover. This includes all impervious areas, vineyard plantings and other ornamental landscaping, roads, wineries and residences. This property has reached, but has not exceeded the 60/40 Percent Rule threshold and this condition is analyzed in the 60/40 Percent Rule Analysis included in the civil engineering reports. The winery development area falls within the 60/40 Percent Rule area related to existing vineyards and the residence, the latter of which will be replaced by the winery improvements.

Napa County Street and Road Standards: This proposal includes a request for a road exception to the *Napa County Street and Road Standards*, as a portion of the proposed winery access road will not meet the required 20-ft. width. A detailed description of the road exception request is contained in the engineering reports. The current private driveway averages approximately 12 feet in width and is lined with many mature black and live oak trees and Douglas firs. The goal is to minimize any potential road improvements to preserve as many of the existing trees as possible and also to retain the rural appearance and character of this private driveway. In addition to the trees, there is an existing rock wall on the south side of the private driveway that would require demolition and removal, significantly modifying (if not removing) the adjacent neighbor's entry gate. Finally, another benefit of utilizing the existing driveway is the ability to minimize the extent of grading and paving on-site.

Other County Departmental Regulations: The winery use permit will also be subject to regulations of Napa County Environmental Management and the Napa County Building Department, integral with the Planning Department. All required regulations will be satisfied as part of the proposed project, if approved.

Winery Development Area Improvements

As described above, this winery is housed almost exclusively within the wine caves for its production activities and a significant part of its accessory uses. A covered crush pad segues into the wine caves. All fermentation and barrel storage will occur within the caves. Additional accessory winery uses will be housed within two proposed at-grade structures. All necessary infrastructure and other facilities related to the winery are as described below, per County Code.

Wine Caves: The proposed wine caves are a total of 65,224 square feet and will be drilled in separate phases, as per the phasing plan submitted with this application. The applicant envisions all wine production activities, with the exception of grape receiving and crush, to be accommodated within the wine caves. The wine caves will also be used for tours and tastings and for some of the winery marketing events and several winery administrative offices located in a mezzanine area, so will be designated Class III caves, with the appropriate fire protection mitigation. This includes sprinklers within the caves and the appropriate exiting signs/lighting and other required life safety measures.

Caves spoils amounts are estimated at 46,248 cubic yards. Spoils areas are indicated on the winery development area site plan. One large area is indicated to the southwest of the vineyard blocks on the parcel. Another temporary spoils area is located in proximity to the drill area of one of the cave portals. All cave spoils will be utilized on-site in vineyard rows, for roads, or as part of the overall building design materials. Appropriate Best Management Practices and erosion control plan measures will be in place prior to the drilling of the wine caves and removal of spoils. It is anticipated that all spoils from the cave will be utilized on-site, for vineyard roads and uses.

The size of the wine caves is predicated on two factors. First, it provides a wine production capability almost in total, alleviating the need for an additional at-grade production related structure. This is a very important consideration as relates to both visual impact and ground disturbance, particularly in consideration of the applicable 60/40 Percent Rule in the municipal watershed. Second, the larger cave area allows the applicant the ability to achieve a low stack for at least two vintages of red wine, a consideration in his approach to quality control in winemaking and wine aging.

Winery Accessory Structures: Two structures are proposed for the purposes of wine tasting and hospitality and for winery administrative offices. The larger of these structures is a total of 6,190 square feet. The ground level will provide a reception area and reception office, two tasting room areas, a commercial kitchen and accessory storage areas, and visitor restrooms. A basement level in this structure a wine library, restroom facilities, and elevator shaft and a mechanical room. This structure is flanked with outdoor patio areas on the ground floor and a covered terrace at the basement area, all of which may be utilized for wine tastings when weather is accommodating.

The second accessory structure is located across the proposed garden area and is 2,719 square feet in size. This structure will provide administrative winery office space for employees of the winery. It includes a reception area, two smaller multi-purpose conference and wine tasting rooms that anchor the building, five winery offices, storage area for winery files, and an equipment room and elevator shaft. At either end of this structure are patio or terrace areas that provide outdoor areas for wine tastings and outdoor areas for winery employees to take their breaks or enjoy lunch.

As stated earlier, the accessory use coverage for this winery is 24.5 percent.

Winery Infrastructure and Outbuildings/Facilities: In addition to the two proposed winery structures, there will be two 100,000-gallons (each) water tanks. One of these will be designated exclusively for fire protection water sources and the other will provide potable water and water for irrigation of vineyards and landscaping. One of these water storage tanks, the one designated for fire protection, is located within the 300-ft. setback to Soda Canyon Road, but the tank is not a structure but a wholly underground cistern with only a cover at-grade. The tank is sited outside the 48-ft. setback requirement from the roadway. The reason for this location is so that a gravity-feed condition can be achieved for the water tank for firefighting purposes.

There is an existing structure on-site that is an approved viticulture office, originally permitted by the previous owner of the property. This structure will continue its present use as a viticulture office. Therefore, it has not been calculated into the proposed winery uses but has been considered in the overall coverage calculations for the Appendix A: Grading and Drainage analysis. The size of this structure is approximately 3,000 sq. ft.

Winery Access Road: As indicated in the site plan and addressed in the civil engineer's road exception request, the proposed winery includes an access road entering the property from a point extending beyond the County-maintained portion of Soda Canyon Road,

where the present property access is located. The road is designed to meet *Napa County Road and Street Standards* requirements for a winery access road, except in those segments where environmental degradation would be involved, such as the removal of existing mature trees and old rock walls. An effort has been made to minimize the extent of impervious surface on-site, in recognition of the constraints of the 60/40 Percent Rule for municipal watershed districts, but also in recognition of the importance of limited such surfacing as relates to the Greenhouse Gas Emissions Checklist.

The winery access road system includes the necessary fire protection access measures, including either clear access for structures or the required fire engine turnaround areas. The roadway also recognizes the needs of pull-out and turnaround areas in proximity to designated parking areas.

Parking: Parking for winery employees is located in proximity to the accessory use structures and also in a separately designated area (for agricultural workers) located adjacent to the existing viticulture structure. These areas are envisioned as being of pervious surfaces, with the exception of the ADA-accessible parking spaces that will be paved and striped according to regulation. There are 28 total parking spaces provided, three of them ADA-accessible and two accessible for loading and unloading an ADA van. The area for agricultural worker parking, next to the existing viticulture structure, can accommodate another approximately 10 spaces.

Parking for the larger marketing events will be available along vineyard roads and valet parking and/or shuttle bus service may be available from legally designated parking areas off-site for the largest of the marketing events.

ADA-accessible Facilities: The winery hospitality structure will include an elevator that allows access to both the hospitality areas and the wine caves. A total of three ADA-accessible parking spaces are part of the parking concept. Two of these spaces will allow loading and unloading of an ADA-compatible van. Garden areas and outdoor tasting landscape features are similarly ADA-accessible, with compacted decomposed granite or other ADA-acceptable surface for wheelchairs.

Water Supply/Storage/Fire Protection: A *Phase One Water Availability Analysis* has been provided for the proposed winery, and it shows that the winery and all on-site water uses fall below the County's threshold. The parcel currently contains a residence (which will be replaced by the proposed winery), vineyards and miscellaneous agricultural structure/infrastructure associated with vineyard operations. The property has an existing groundwater well with a reported 30-gpm yield. The current water use on the property is 13,168 gallons per day. The proposed water use with the new winery would be 17,096 gallons per day.

In order to meet the requirements of the *Transient Non-Community Water System* predicated by employees and winery visitors, the applicant is drilling a second groundwater well that will meet the requirements of a 51-foot seal. This use permit

application includes a *Transient Non-Community Water System Feasibility Analysis*, which is included in the civil engineering reports binder.

In summary, the estimated water demand for the proposed use permit at this location is projected to be less than the allowable water allotment for the parcel, in accordance with Napa County Water Availability Policy. Therefore, a Phase Two Analysis is not required.

Water storage tanks will contain water for potable uses, irrigation, and fire protection. Two tanks are proposed: (1) 100,000-gallon underground tank dedicated exclusively for fire protection; and (2) 100,000-gallon tank for potable and irrigation water. The location for these two water storage tanks is noted in the winery site plan.

Process and Sanitary Wastewater Treatment Systems: As mentioned above, the *Phase One Water Analysis* shows that there is an adequate water allotment in support of a 100,000-gallon per year winery on the subject parcel. This will be accomplished by utilizing a LYFE Technologies Package pre-treatment system to treat the combined process wastewater and the sanitary sewer wastewater effluent and dispose of treated effluent through surface drip irrigation to the vineyard, or alternative methods of disposing of sanitary sewer effluent as detailed in the *Wastewater Disposal Feasibility Study* submitted with this application in the civil engineering studies binder. The analysis has considered winery production levels, winery employees and visitors in the Winery Marketing Plan, and the proposal for a commercial kitchen in its assumptions.

Entry Gate/Winery Signage: This use permit application requests approval of the winery entry gate and winery identification signage, as detailed in the exhibits provided by SWA Group. The winery wall is a 4-foot tall rock wall, which has an 8-ft. “see-through” deer fencing behind it. The winery entry gate is a “see-through” gate of corresponding 8-foot height, to prevent deer from entering the vineyards. The required 24-foot of width has been provided in association with the gate, as per CDF standards. A Knox box entry will be located at the entry gate, as per CDF requirements, as well.

The winery identification sign is embedded in the rock wall to the right of the entry. Its size is 30 square feet, consistent with County Code. The winery identification sign will bear the name of the winery, language advising that the winery tours and tastings are by appointment only, and a contact number for the winery. The winery sign will include low-level lighting that creates a soft wash of light on the winery identification.

Winery Design: The winery design was prepared by the San Francisco architectural firm of BAR Architects. Elevations of all proposed winery structures are included with this application. The following narrative is representative of the architect’s vision for achieving the owners’ objectives for the winery design.

The fundamental goal behind the design of the Mountain Peak Winery is to create a design in balance with the beautiful natural Atlas Peak location and in support of the Napa and northern California lifestyle. The intent in the design is to maintain the character of the rural valley setting through minimizing the impact of new structures

while creating a visitor experience that emphasizes and enhances the experience of the site, nature, the vineyards and the architecture. A unique Asian garden approach to the outdoor space is used to integrate structural and landscape and to achieve the design intent.

A natural rock outcropping with mature oaks and an existing two-story residence provided a logical choice for the tasting rooms and offices. The location serves to minimize the potential impact of new at-grade structures while providing a natural garden-like setting around the structures, as well as providing a location for the structures where the dominant element is the towering black oak trees next to the buildings, not just the buildings themselves. The sloping hillside adjacent to the tasting room and offices, in the corner of the vineyard, provides opportunity for a production-oriented wine cave and is also the most visually discreet location for the covered crush pad and other working aspects of the winery.

The tasting room is designed to be accessible through the oak tree garden, in such a way as to provide a sequence of memorable experiences for the visitor. Upon arrival, the tasting room is designed to open and extend outward into the garden and to distant views of the Napa Valley and Mt. St. Helena. The offices are similarly tucked beneath the oak trees and design to provide a similar garden approach, proximity and views.

The low one-story architecture of simple, solid planes in combination with glass links in a natural palette of stone, wood, and non-reflective metals are all in support of the primary design intent of doing nothing to detract from the garden and agricultural landscape experience. It represents a painterly approach to design of structures that are in harmony with the landscape.

Landscape Concept/Features: The site plan was assisted and the landscape concept for the project provided by the firm of SWA in Sausalito. The overall landscape concept is to create an Asian garden landscape and integrate it with the surrounding natural elements of the site. The following narrative is representative of the landscape architect's vision for achieving the owners' objectives for the landscape plan.

As visitors emerge from Soda Canyon, the landscape opens to the Foss Valley and the watershed for Rector Canyon. Mountain Peak Vineyards sits at an elevation of 1,350 feet above sea level, commanding some of the most dramatic views of Napa north to Mt. St. Helena, west to Haystack, and east to Atlas Peak. The site gently slopes from elevation 1,385 ft. in the east to the rim of Rector Canyon, at elevation 1,300 ft. in the west. The new tasting room lies to the east, at elevation 1,350 ft., offering views over the daily operations of the vineyard. The new tasting room sits among a grove of existing native California black oaks, remnant of the historic landscape of the area and which will be retained as an integral part of the overall landscape concept.

The landscape plan enhances the natural quality of the regional landscape. The plant list reflected in the palette accompanying the concept exhibit emphasizes plants native or adaptive to the area, with special emphasis on the black oak woodland landscape. SWA

has provided two plant lists in order to differentiate between the general landscape setting and the understory planting within the black oak woodland. Each landscape zone will have separate irrigation requirements and have been considered in the WELO calculations for the project. In addition, the selection of plant materials has recognized Napa County requirements for plant materials that do not provide favorable conditions for pests that are detrimental to wine grape vineyards.

Visitors will arrive at the entry gate to the winery via the alley of existing black oak and live oak trees. The entry will incorporate a cluster of black oaks and will provide a simple stone wall set back from the road. The four-foot tall rock wall will be of natural stone. The entry gate will be a simple “see-through” metal picket affording unobstructed views into the vineyard beyond. The 8-foot height of the entry gate, in combination with an 8-foot tall deer fence (“see-through”) behind the entry wall, will prevent deer from accessing the vineyards. Landscape lighting of a subtle low-level wash will illuminate the winery identification sign (30 sq. ft. in size) that will be imbedded in the rock wall.

Visitors will be directed through the vineyards and offered views of the Vaca Mountain Range to the west. As visitors approach the winery, they arrive at the grove of existing black oaks and a “portal” into the Asian gardens beyond. The portal and associated landscape will direct the visitor through the garden as the initial experience of the winery. The arrival and tasting experience will be carefully focused to feature the setting. The garden paths (largely pervious surfaces), landscape features and integrated structures will provide an aesthetically pleased and coherent experience for the visitor’s wine tour and tasting or wine pairing experience.

A key aspect to the landscape concept is creating the opportunity for winery visitors to enjoy the beautiful outdoor experience offered by this property’s setting. A series of landscape features is shown on the site plan, areas where winery visitors may enjoy an outdoor wine tasting, wine and food pairing, or a picnic (A.B. 2004 “Picnic” Ordinance) as part of their visit. These landscape features may be open air in some instances and covered in others, but all surfaces will be pervious. Some of the outdoor areas will feature beverage bars, where wine tastings can be staged. The intent of these outdoor areas is to maximize the experience of a beautiful California landscape for winery visitors, weather permitting. To that end, these areas are open air or only partially covered, are strategically located to segue from the winery gardens and other natural areas, and are landscape features rather than structural elements.

A prototype of possibilities for these landscape features is included along with the overall landscape concept and plant palette in drawings and elevations.

Winery Dynamics and Winery Marketing Plan

The winery will be open seven days per week. This application proposes hours of 6:00 A.M. until 6:00 P.M. for overall agricultural and production operations, with one flexible-hours work shift. Visitation hours are proposed from 10:00 A.M. until 6:00 P.M.

Evening events will commence after 6:00 P.M., to avoid the commute peak-hour traffic condition, and will conclude by 10:00 P.M. in the evenings.

Winery Employees: The total number of winery employees, assumed for long-range planning purposes, is 19 full-time employees; four part-time employees; and an additional 4 part-time winery employees during the harvest season.

Winery Marketing Plan: As per the provisions of the County's *Winery Definition Ordinance*, Mountain Peak Vineyards LLC proposes a Winery Marketing Plan consistent with similarly sized production wineries in Napa County, as follows.

Wine tours & Tastings: A maximum of 80 persons daily, by appointment only.

Food-and-Wine Pairing Events: A maximum of 6 per month, three of which will have up to 12 persons attending and the other three of which will have up to 24 persons attending.

Wine Club/Release Events: A maximum of 4 per year, with up to 75 persons attending at each event.

Larger Auction-related Events: Two per year with up to 125 persons attending each. (Portable restroom facilities will be utilized for these events. Valet parking and/or shuttle bus transport may be utilized for these larger events.)

The application requests approval for the winery to serve light fare in association with its wine tastings, as well as approval of Assembly Bill 2004 "Picnic" Ordinance allowing the consumption of alcoholic beverages on-site.

The application proposes a commercial kitchen in the winery hospitality structure. Food served with wine tastings and marketing events may be prepared in the commercial kitchen. At times, licensed caterers will be used and the commercial kitchen utilized as a caterers' staging kitchen. The applicant envisions light fare service with wine tastings for perhaps half of the total tastings. The larger Auction-related events will likely be catered events, with the commercial kitchen serving as a staging area.

Special events will be requested via a separate application, consistent with Napa County's policies and regulations governing same.

There will be no outdoor amplified music in connection with winery marketing events, consistent with Napa County standard conditions for wineries.

Winery Phasing Plan

The use permit application requests recognition of a phasing plan that would allow the winery to achieve occupancy prior to the complete build-out of all winery facilities. The phasing plan envisioned is reflected in an exhibit accompanying this application. This could involve the drilling of phases one and two of the wine caves at the outset of

construction efforts, along with a temporary version of the covered crush pad at the cave portal. Subsequent phases would involve construction of one or both of the winery accessory structures, as well as the completion of the wine caves. The intent is to provide the opportunity for an occupancy permit for doing crush and having visitors in areas that have been specifically constructed for same, without the winery necessarily being completely built out at that stage of the construction.