

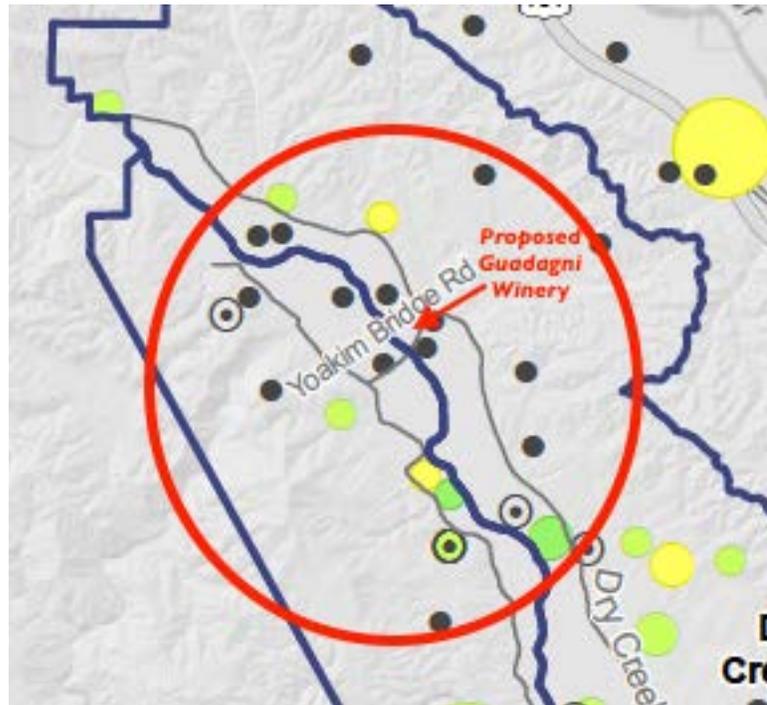
Attachment 10

Detailed Analysis of Compliance with Dry Creek Valley Citizen's Advisory Council's Guidelines

- a) *Concentration of Wineries.* The guidelines recognize that it is difficult to establish specific limits on concentrations and that projects not clustered around existing developed uses or are closer to major highways will be viewed as more favorable. General Plan Policy AR-6f considers local concentrations of visitor serving uses to be detrimental if there are traffic issues or joint access conflicts, impacts on groundwater, or if the proposed uses are incompatible to the rural character.

A standard as to how far to measure other projects has not been established by Permit Sonoma. Based on similar discussions on other wineries in the Dry Creek Valley as part of the hearing process, a radius of 1.5 miles was used to evaluate concentrations in this vicinity. Nearby winery uses are summarized below, sorted by size.

Map of Wineries Within 1.5 Mile Radius



List of Wineries Within 1.5 Mile Radius

	Wineries Within 1.5 miles	Location	Production Capacity – Cases	Public Tasting	Permitted Events
1	Ferrari Carrano	8761 Dry Creek Road UPE1-0054	500,000	No	4 industry-wide and 8 agricultural promotion requests
2	Dry Creek Coop of Family Wineries/Timber Crest Farms	4791 Dry Creek Rd UPE04-0148	65,000	Yes	4 events w/180 guests
3	Truett Hurst	5610 Dry Creek Rd UPE05-0006 (Approved 11-2006)	40,000	Yes	30 events w/200 guests
4	Proposed Guadagni Winery	2060 Yoakim Bridge Road	30,000	Yes	16 Ag promotional 8 industry-wide 200 guests at 2 seasonal
5	Lawton Pech Merle Winery – Ruby Dog LLC	4543 Dry Creek Road, Healdsburg Approved 4/2009. Extension of time Approved 11/2011. UP vested - determined by PRMD.	30,000	Yes	10 w/ 100 guests and 5 w/ 200 guests. Industry-wide events allowed (# not specified)
6	Mathy	8533 Dry Creek Road UPE01-0102	25,000	Yes	Public tours
7	Zichichi Family Vineyard	8626 West Dry Creek Road PLP04-0042	20,000	Yes	No
8	VC Cellars	6561 Dry Creek Road UPE07-0082	20,000	Yes	No
9	Chateau Diana	6195 Dry Creek Rd UPE05-0082 (Approved 9-2008)	15,000	Yes	Industry-wide unspecified number of guests
10	Adams (Bella)	9711 West Dry Creek UPE16-0046	15,000	Yes	6 ag promotional events up to 100; 10 industry-wide up to 200

11	Preston	9206 West Dry Creek Road	12,000	No	No
12	Mathy Vineyards	8325 West Dry Creek UPE01-0102	10,000	Yes	No
13	Trattore Farms Tasting Room (Bucher)	7878 Dry Creek Road Bp 2013 has tasting room UPE11-0014	10,000	Yes	6 special events max 100 guest, four industry-wide
14	Cast Wines	8500 Dry Creek Road PLP12-0020	10,000	Yes	14 promotional 4 industry-wide No weddings
15	Seaton	7412 West Dry Creek	10,000	Yes	24 special events up to 60
16	David Coffaro Vineyard and Winery	7485 Dry Creek Road UPE99-0031	7,000	Yes	No
17	Forchini	5141 Dry Creek Rd UPE09-0032	5,000	Yes	4 events w/60 guests
18	Mary Roy	7191 West Dry Creek Road	5,000	Yes	8 special events
19	Piccetti	8843 West Dry Creek UPE01-0088	5,000	No	No
20	Burr Vineyards	8339 West Dry Creek UPE12-0001	5,000	Yes	8 industry-wide 8 wine club events/ 60 people annually
21	Yoakim Bridge Winery	7209 Dry Creek Road UPE99-0100	3,000 cases	Yes	12 Special events
22	Kachina	4551 Dry Creek Rd UPE07-0072	2,500	No-Appointment Only	12 events w/30 guests
23	Talty Vineyards and Winery	7127 Dry Creek Road BP for winery bldg. in 2000 but no record of UPE00-0058	2,000	Yes Appointment only	No
24	Goepfrich	7564 West Dry Creek UPE00-0089	1,500	Yes Appointment only	8 special events up to 100

Adding one more winery and tasting room in this vicinity along Yoakim Bridge Road does not result in an overconcentration based on the following factors:

- The closest winery (Yoakim Bridge Winery on Dry Creek Road) is over 2,000 feet away. The proposed winery is not clustered near other wineries.
- The closest residences are 450 – 810 feet measured to the residential property line.
- The project takes direct access from Yoakim Bridge Road near the intersection of Dry Creek Road. There are no joint access conflicts as the project does not share a private driveway.

b) *Access and Traffic:* The DCVCAC Guidelines state that a) access to the parcel on public roadways of at least 18 feet in width is preferred for use permits with visitor serving agricultural uses, and b) there is adequate ingress and egress to the property, including adequate site distances to the entrance and distance from crossroads and other driveways. The highest volume of expected visitors can enter and exit the property safely without traffic backup on public roadways.

Direct access is from Yoakim Bridge Road which is 21 feet in width. The Traffic Study concluded that roadway segments and intersections in the vicinity would not fall below LOS C with the addition of winery and event traffic. The Study also concluded that the longest queue length would be 52 feet at the westbound (Dry Creek Road) approach to Dry Creek Road and Yoakim Bridge Road, and that this queue length (two vehicles) is reasonable for an all-way stop controlled intersection. Collision rates were also analyzed with the conclusion that *“there does not appear to be a safety problem associated with the above-average incidence of collisions, though increased enforcement to reduce speeding might be beneficial”*.

The Traffic Study also analyzed queuing and sight distances for the access driveway off Yoakim Bridge Road. The Study concluded that no queues are projected to form on Yoakim Bridge Road. Drivers are expected to be able to enter the driveway making right turns from Yoakim Bridge Road with little, if any, delay based on the highest volumes for the largest event. For left turns, no queuing is expected, and adequate stopping distance is available should a single vehicle stop at the driveway. A left-turn lane is not warranted at the site’s driveway on Yoakim Bridge Road. Sight distance to the north (towards Dry Creek Road) from the site driveway is adequate, but seven redwood trees obscure sight lines toward oncoming traffic from the south (from West Dry Creek Road). A condition of approval requires that trees be trimmed to provide adequate sight distance.

The proposed driveway will not change the rural character of the area.

c) *Site Characteristics:* General Plan Policy AR-6d provides guidelines for approval of visitor serving uses in agricultural areas. The DCVCAC guidelines contain similar, but more specific, guidance and the project’s compliance with DCVCAC guidelines is summarized below.

Site Characteristics Guidelines	Project
Parcels of at least 20 acres are preferred for use permits with visitor serving agricultural uses.	The project is 41.45 acres in size.
The majority of the usable land is in agriculture, some portion of which is pertinent to the visitor serving agricultural uses.	The majority of the property is planted in vineyards.
There is sufficient water on the parcel to support all new visitor serving agricultural uses without negatively impacting neighboring properties.	The project is located in a Groundwater Availability Class 1 (Major Groundwater Basins) and Dry Creek Valley is not a SGMA priority basin. An existing onsite well will serve the winery and tasting room.
All parking is on-site. There is no parking along public roadways	All parking is on-site. Parking for events is provided in the vineyards. An event traffic control and parking management plan is required to ensure congestion does not occur at the project entrance.
Parking plans that utilize road easements have the written agreement of all neighbors who share those easements.	Not applicable to this project.

d) *Number and Size of Events*: The project's compliance with the DCVCAC guidelines related to number and size of events is summarized below:

Number and Size of Events Guidelines	Project
All activities and events will promote agricultural products grown or processed in the local area.	Yes.
All activities and events will be hosted by the proprietor, with on-site management by the proprietor's staff. The facility will not be rented out for use by a 3rd party and no rental fees will be charged	Yes. Conditions of approval will ensure the facility will not be rented out to a third party.
New use permits that support the guidelines below will be viewed as more favorable. Relevant guidelines:	
<ul style="list-style-type: none"> Direct sales during regular hours limited to maximum number in use permit and hours of operation 10 am – 5 pm. 	Tasting room hours are 10 am – 5 pm. <i>Number of persons at one time is not specified.</i>
<ul style="list-style-type: none"> Direct sales outside of regular hours limited to 50 visitors at one time, 12 times a year, 2 per month, hours 8 am – 10 pm. 	2 release parties (125 people) 4 quarterly wine club member pickup parties (125 people) <i>Project has less number of events but larger size.</i>
<ul style="list-style-type: none"> Trade marketing activities limited to maximum number in use permit and hours of 8 am – 10 pm. 	4 winemaker dinners (125 people) 4 wine and food educational seminars (15-20 people)
<ul style="list-style-type: none"> Agricultural promotional events maximum of 2 days per quarter and hours of 8 am – 10 pm. (8 total) 	2 seasonal events (200 people) <i>The applicant revised the project to propose a maximum of 200 guests for seasonal events, instead of the 300 originally proposed.</i>

<ul style="list-style-type: none"> • Association sponsored events up to 15 event days per year limited to between the hours 10 am – 5 pm. 	8 industry-wide events days.
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- e) *Noise*. Compliance with the General Plan 2020 Noise Element is the primary guideline. Projects with greater than required distances from property lines and existing residences are more favorable. The guidelines state that all outdoor amplified music should end by 9:00 pm. The Noise Study concludes that noise generated by the project will meet County standards, mostly due to the fact that the closest residences are 450-810 feet from the proposed winery. Conditions of approval will ensure that outdoor amplified music will end at 9:00 pm.
- f) *Food Service*. The project’s compliance with the DCVCAC guidelines related to food service is summarized below:

Food Service Guidelines	Project
Food service is allowed for wine and food pairings and in conjunction with activities and events, however operating as a restaurant is prohibited.	The winery will host 4 winemaker dinners per year. Food service will not be operated as a restaurant.
Catering and commercial kitchens are acceptable, including indoor or outdoor equipment such as stoves, wood-fired ovens and barbecues.	The commercial kitchen will support catered events as well as providing kitchen for smaller food/wine educational seminars (pairing) events.
Wine and food pairing offered to the general public is allowed between the hours of 10 am and 5 pm. Showcasing site or locally grown foods is encouraged.	Winery will showcase locally grown foods. Conditions of approval will ensure wine and food educational seminars (pairings) to the general public will occur between 10 am and 5 pm.
Sale of pre-packaged foods is allowed.	The tasting room will sell olives, meat, cheeses, baked goods and other items that are locally produced.

- g) *Facility Characteristics*. The project’s compliance with the DCVCAC guidelines related to facility characteristics is summarized below:

Facility Guidelines	Project
The area under roof dedicated to public tasting facilities does not exceed 2500 square feet.	The tasting room building is 2,500 square feet in size.
New projects with proposed case production that fits with the scale of existing wineries in the Dry Creek Valley will be viewed favorably. Permitted case production for existing wineries in the Dry Creek Valley ranges from 500 cases to 350,000 annually. Eighty percent of the wineries in Dry Creek Valley fall in the range of 3,600 to 30,000 permitted cases	The winery will produce up to 30,000 cases.
Facilities are sited to minimize visual impact. Projects with buildings and landscaping that are of an appropriate scale to the area will be considered favorably	The proposed winery building and tasting room will be setback 680 feet from Yoakim Bridge Road and will be minimally visible from either Yoakim Bridge Road or Dry Creek Road. The proposed buildings would be constructed with

	<p>earth-tone colors and will have an agrarian feel. The proposed buildings will be partially screened from Yoakim Bridge Road by existing redwood trees.</p>
<p>Nighttime lighting levels are at the minimum necessary to provide for security and safety of the use and users. Exterior lighting that minimizes glare and spillover onto neighboring parcels will be considered favorably.</p>	<p>Since the buildings are at least 450 feet from neighboring residences, glare and spillover should not be experienced. Conditions of approval will ensure downward casting and fully shielded lighting and submittal of a lighting plan.</p>
<p>Marketing accommodations for private guests are allowed, provided that the use promotes, or markets agricultural products grown or processed on the site, the scale of the use is appropriate to the production and/or processing use and no commercial use of private guest accommodations is allowed</p>	<p>Accommodations for private guests are not proposed.</p>