

Our Vision



unique – natural – sustainable

Project Team

Chemist & Creative Director: Katherine Ghilotti

Farm Manager: Mario Ghilotti

Perfumist: Yosh Han

Distillation: Carole & Scott Goyne

Civil Engineer: Adobe & Associates

Biologist: Huffman & Associates

Traffic Engineer: W Trans

Hydrogeologist: Hurvitz & Associate

Land Use Counsel: Ragghianti Freitas



Project Overview

- ~9 acres / 22,0000 lavender plants
- Processing lavender onsite for production of natural products
- Custom essential oil and perfume blends
- Subscription-based, grass-fed organic lamb
- Year-round grazing sheep
- Direct-to-consumer experiences and events





Project Timeline

- 2019 Purchased property
- 2021 Ag. Barn Permit & Construction
 - Our wedding
 - Code enforcement action
- January 2022 – Submitted CUP
- February 2022 – Spring 2024 CEQA studies
- July 2024 – NMD Circulated
- February 2025 – BZA Hearing



Agriculture as Primary Use

- **Land area:** 88% of the property will be producing agriculture land
- **Time:** 97% of the year the barn will be used for processing, drying, packing, and sales
- **Sales:** Events will be a main source of product sales. All event guests will be required to purchase VV product. Products will be showcased, highlighted, and retail open during events.



Crops at Villa Vanto

- English Lavender
- Intermedia Lavender

Other plants grown on-site, utilized for products and perfume:

- Olive Orchards
- Rosemary
- Roses
- Lemon
- Lemongrass
- Grapefruit
- Mandarin
- Bergamot
- Jasmine
- Gardenia



Lavender Lifecycle

We leased 2 acres from our neighbor

- **Planted:** November
- **Harvested:** May

Proposed:

- 22,000 Plants
- Two harvests per year
- Drought Tolerant
- Fire resistant





Grazing

- 75 sheep on 35 acres of the property year round
- High intensity rotational grazing through permanent and temporary fencing
- Enables native species to better compete
- Potential native grassland ecosystem restoration



Regenerative Farming Practices:

- Recycled water
- Cover Cropping
- Companion Crops
- Crop Rotation
- High Intensity Rotational Grazing
- Composting

Water:

- Restore land surface, preventing erosion
- Significant water quality benefit to the downstream San Antonio Creek Watershed
- Ground water recharge through bioswales and retention pond
- Capture of runoff from neighboring areas ensures slow release of water into the creek

American
Society of
Landscape
Architects

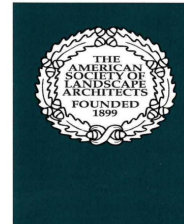
Merit Award

Design Unrealized
Institutional, Corporate or Commercial

in recognition
of outstanding
professional
achievement

Sovi Landscape Architecture
Madhavi Sonar

presented by



Villa Vanto
Petaluma, California

A stylized, handwritten signature in dark ink, likely belonging to the President of the ASLA Texas Chapter.

President, ASLA Texas Chapter

April 26, 2024



Villa Vanto Perfume

- Small batch signature scents, 100% created onsite
- Natural, organic ingredients
- Scent creation experience for farm guests using oils from plants grown onsite.

Villa Vanto Olive Oil

- Small batch olive oil

Villa Vanto Lamb

- Local, organic, grass fed lamb

Villa Vanto Honey

- Small batch honey from the farm



The Washington Post
Democracy Dies in Darkness

Subscribe

Fragrances may seem harmless. But the research is raising alarm.

Scientists have linked a group of chemicals used in fragrances to numerous adverse health outcomes, including insulin resistance and cardiovascular disease.

December 2, 2024

Secondary & Incidental: Volume of production

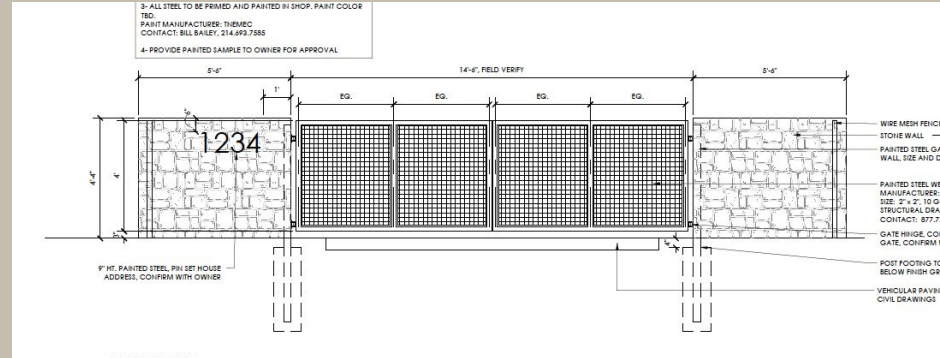
<u>Product</u>	<u>Unit</u>	<u>Farm Annual Production Qty.</u>
Lavender:		
Oil (English)	5 ml	5,670
Oil (Intermedia)	5 ml	47,250
Hydrosol	4 Oz	6,400
Sachets	.5 LB	1,250
Bundles	Each	15,000
Bath salts	32 Oz Jar	5,000
Honey	8 Oz	200
Villa Vanto Signature Scent	1 Oz	400
Olive Oil Grown & distilled onsite:		
- Rosemary olive oil	16.9 Oz	11,361
- Sweet basil olive oil	16.9 Oz	11,361

- Over 20,000 units produced annually

<u>Product</u>	<u>Unit</u>	<u>Retail Pricing</u>	<u>Event</u>	<u>Quantity</u>	<u>Total</u>
<u>Pricing</u>					
Lavender:					
Oil (English)	5 ml	—\$27	\$14		
Oil (Intermedia)	5 ml	—\$12	\$6		
Hydrosol	4 Oz	—\$16	\$8		
Sachets	.5 LB	—\$10	\$5		
Bundles	Each	—\$12	\$6		
Bath salts	32 Oz Jar	—\$35	\$18		
Honey	8 Oz	—\$30	\$15		
Villa Vanto Signature Scent	1 Oz	—\$68	\$34		
Olive Oil Grown & distilled onsite:					
- Rosemary olive oil	16.9 Oz	—\$30	\$15		
- Sweet basil olive oil	16.9 Oz	—\$30	\$15		
Custom Perfume Scent Development:					
Experience and 3 Trial of Development	Ea.	\$5,000	\$2,500		
Each Development Prototype	Ea.	\$1,000	\$500		
100 Min Production Per Order	Ea.	\$25 to \$40			
Farm-to-table of on-site Culinary Garden:					
Min. 15 Person cost	Ea.	\$150 —\$200			
Farm Education + Tours:					
Private Sensory Experience	Ea.	—\$50	\$25		
Educational Local Farmers	Ea.	—\$20	\$10		
				Total	



- Parking relocated to avoid line of sight
- Parking spread out to avoid clustering
- Enhanced landscaping plan
- Modest entry to blend with neighboring properties



Concessions made from two BZA Hearings:

1. Reduce the event count from 28 to 12
2. Reduce annual event guest headcount from 4,600 to 1,500 (68%)
3. Added a condition so that no overnight or multiple-day events
4. Reduced the on-site parking from 150 to a maximum of 90 vehicles
5. Integrated the parking within the ag use, so there are no dedicated parking lots.
6. Added an agricultural production verification provision that requires PRMD staff to verify production before events can commence
7. Update the landscape around the barn so every plant can be distilled. No ornamental plants. Updated plant plans so everything is drought-tolerant.
8. Events approved for a limit of 5 years subject to Use Permit renewal



330 Conditions of Approval Highlights

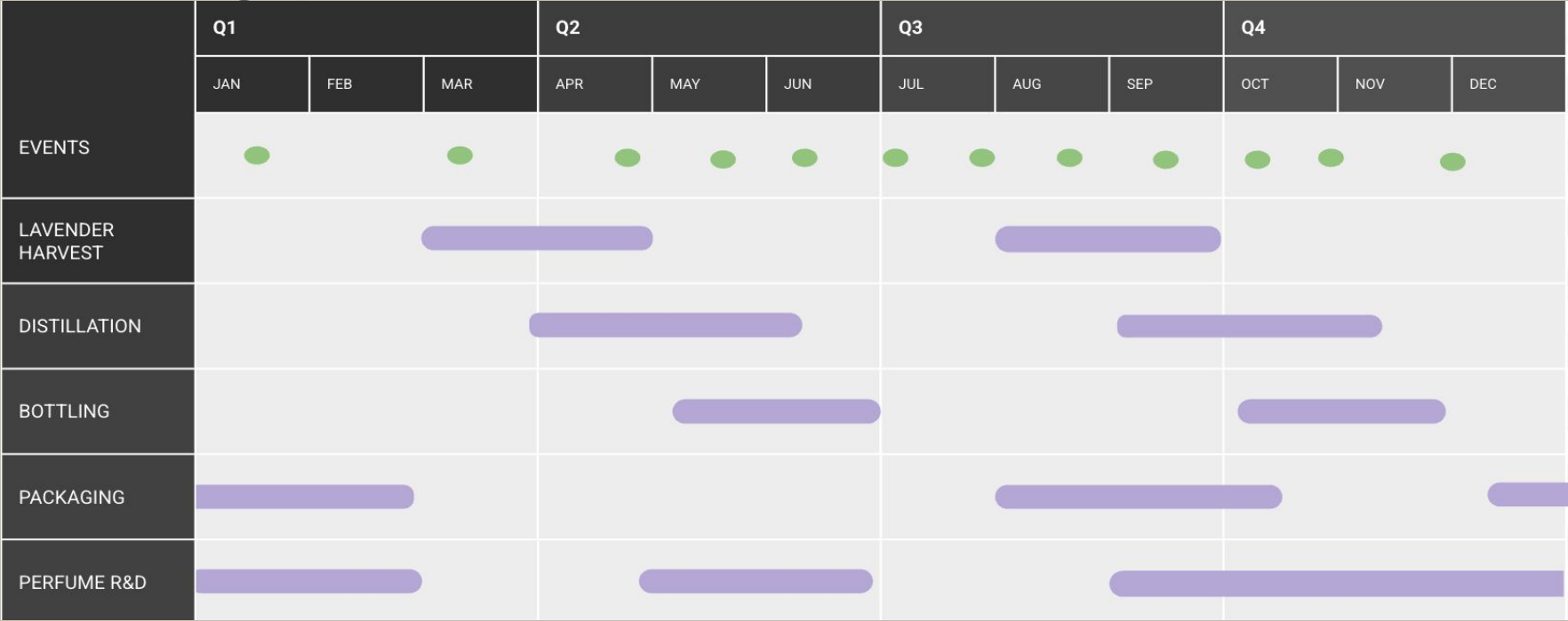
- Emergency vehicle access plan and design
- Emergency water supply for fire protection.
- Vegetation Management Plan.
- Annual fire safety inspections.
- Ongoing well testing and monitoring as required by the Regional Water Quality Control Board (RWQCB).
- Wastewater coordination & monitoring with RWQCB and Project Review Health Specialist.
- Groundwater monitoring
- Water Conservation Plan
- Greenhouse Gas Emissions Reduction Plan.
- Events approved for a limited term of five (5) years, subject to Use Permit renewal.
- Permit Sonoma verification of crop maturity and ag production before issuance of CUP
- No more than two (2) event days per month and no more than two (2) events within any seven (7)-day period are permitted.



Secondary & Incidental

Time: The Barn will be used for processing, drying, packing and sales 97% of the year

- **Passive Ag.:** Crops and Sheep growing 100%
- **Active Ag. Operations:**



Secondary & Incidental:

Area of Site:

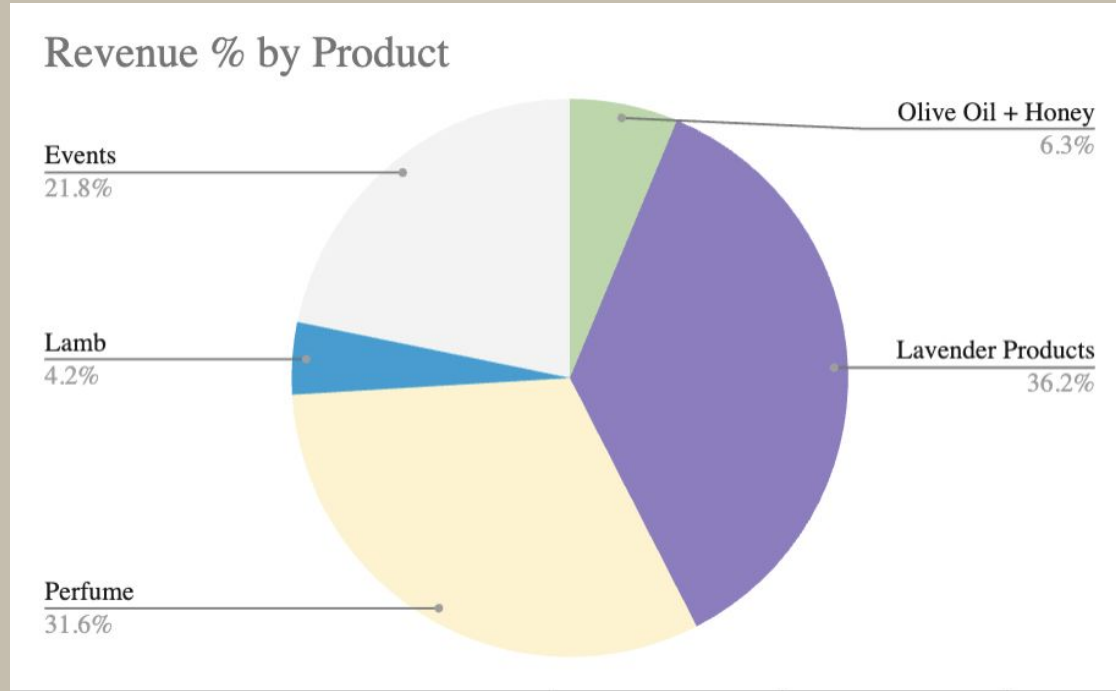
88% of the property will be producing agriculture land

AREA TABULATION

	DESCRIPTION	ACREAGE
(19)	SHEEP GRAZING, 76 HEAD	30.08
(7)	FENCED GRAZING PASTURE	2.42
(7A)	UNIMPROVED EVENT PARKING	0.5
(12)	LAVENDER CROP	9.72
(10) (11)	OLIVE TREES, ORCHARDS	4.58
(14)	FUTURE PRIMARY DWELLING, ASSOCIATED USES	0.25
(16)	SECONDARY ACCESS ROAD, BRIDGE	1.5
(15)	PROCESSING BARN, LANDSCAPING, GRAVEL PARKING AREA	1.5
(6)	AGRICULTURAL BARN, CORRALS	0.10
(5) (9)	PRIMARY DWELLING (FUTURE AG. EMPLOYEE DWELLING), LANDSCAPING, DRIVEWAY	0.15
(9)	ACCESS ROAD	0.50
(2) (3) (17) (20)	UNDESIGNATED LAND (POND, RIPARIAN, FORESTED)	5.46
AG. TOTAL		56.51
NON-AG. TOTAL		0.25
TOTAL AREA		56.76



Secondary & Incidental:



- Limited events necessary for success of agriculture
- 30% of product sales at retail counter during events



Recent Promotional Event CUP Approvals

Production per acre per event

- **Bees & Bloom CUP March 2023**
 - 4 acres planted
 - Permitted for 7 events
 - *Ratio of 1.75 events / acre*
- **Proposed Villa Vanto CUP**
 - 9 acres planted (not including 5 acres of olives + 35 acres of grazing)
 - Proposed 12 events
 - *Ratio of 1.33 events / acre*



Recent Promotional Event CUP Approvals

Gross Ag. Production per event

- **Gambonini CUP March 2024**

Gross Ag Production \$149,000

Events Approved - 25

Ag Production \$ / Total Events: $\$149,000 / 25 = \$5,960$

- **Villa Vanto CUP**

Gross Ag Production: \$303,359

Events Proposed - 12

Ag Production \$ / Total Events: $\$303,359 / 12 = \$25,279$



BZA Approval

- Unanimous approval of the project
- 330+ Conditions of approval
 - Events shall not occur until the lavender crops are harvest-ready, grazing has commenced, and olive trees planted.
 - Reduction of promotional ag events from 28 to 12.
 - Headcount reduced by 68% of original
 - Limited term of five years and subject to Use Permit renewal.
 - 20 day buffer between events



Requested Changes: Reduced Event Count & Attendees

Proposed			
Events Annually		Max Attendees	Total Guest County / Yr
1		120	120
2		150	300
10		120	1200
15		200	3000
Total Events / Yr:	28	Total Guest / Yr:	4,620

Current			
Events Annually		Max Attendees	Total Guest County / Yr
3		50	150
3		100	300
3		150	450
3		200	600
Total Events / Yr:	12	Total Guest / Yr:	1,500

Total Guest Count Reduction 68%

Zoning Goals & Primary Use

Policy AR-1a: Solution: Twelve different products

Policy AR-5: Support of non-viticulture processing

Policy AR-5g: No impacts of water, traffic, etc.

Policy AR-6a: Promote products grown in the county

Thank you.
We look forward to hearing your feedback.

– Mario & Katherine

APPENDIX





VILLA VANTO

Market Opportunity

1. 2/3 of perfumes contain synthetic ingredients today
2. The global Organic Perfumes Market size is projected to grow from USD **9 billion in to USD 12.7 billion by 2031**
3. The United States **lavender oil market is estimated to be worth \$15.5 million in 2024**

Ffern



The Washington Post
Democracy Dies in Darkness

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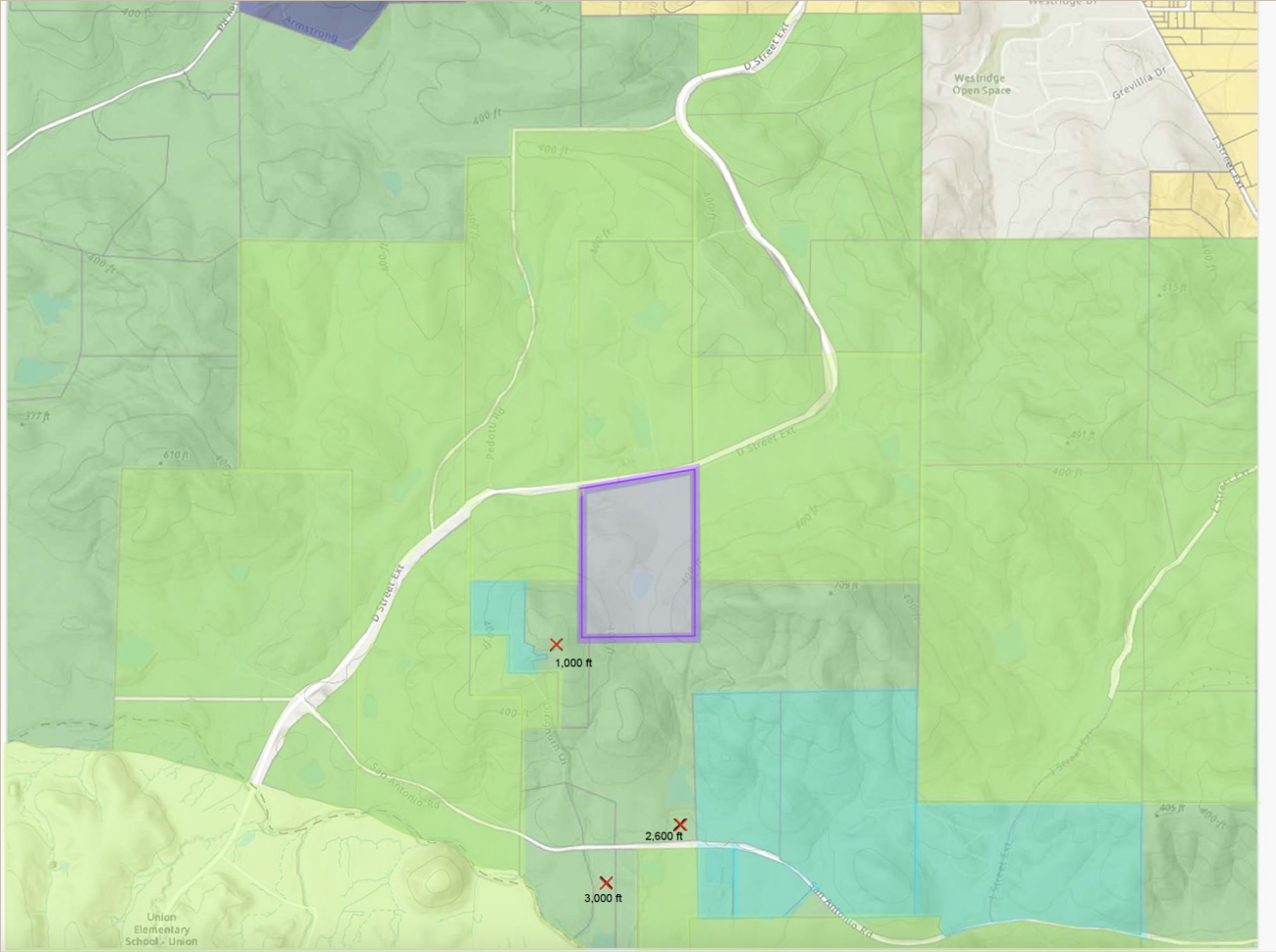
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December 2, 2024



Neighboring Support



Ecosystem Benefits:

- UC Cooperative Extension, Specialty Crops Advisor
 - Lavender provides food and habitat for pollinators
 - Other crops will increase on-farm plant species diversity - varied roots help conserve and improve soil health over time.
 - The olive grove and other trees store carbon in woody biomass.
 - Bee hives will provide shelter for pollinators on site.
 - Owl and bat boxes will increase predator habitat to encourage natural control of pests such as mosquitoes and rodents.
 - Educational events will increase public awareness of ecological benefits of diversified farm systems.
- Sovi Landscape Architecture
 - Focus on native plant species
 - Increase in Coastal and Valley Oak habitat on property
 - Disturbed areas reseeded with local native grasses.



Direct to Consumer

“Farm to Fragrance”

Industry-Specific Experiences

- Lavender harvesting and scent creation education
- Onsite group sensory experiences
- Farm-to-table dinners hosted by local chefs and incorporating ingredients from Villa Vanto gardens and other local farms

Group Gatherings

- Annual perfume industry experiences
- Private events
- Must integrate an agricultural element
- Events will be a main source of product sales

