



MEMO

Date: November 5, 2019
ITEM: No. 1 / 3:00 PM
From: Hannah Spencer, Project Planner
Subject: PLP18-0004 Seghesio Wine Tasting Facility
Stephanie Wycoff, for Seghsio Family Vineyards
24035 Chianti Rd., Cloverdale
APN 118-090-013

Project Proposal

The project proposes to convert the existing Seghesio family homestead to a wine tasting facility in three phases as described below. The homestead consists of a 1,915 square foot Victorian home (qualifying historic resource), a 529 square foot garage with an attached 200 square foot shed, a 1,343 square foot barn (qualifying historic resource), a 1,669 square foot original Seghesio winery building which has since been converted to a barn, a 331 square foot old "Chianti Station" building (qualifying historic resource), and a 985 square foot modular home currently unoccupied. There will be no changes to existing building footprint.

1. Phase One (Hospitality Suite):

Restore the exterior of the garage with attached shed to match the Victorian style of the original Seghesio Homestead. The interior of these two buildings will be converted to a modern tasting room with a restroom and serving station, accommodating up to 30 guests daily, by appointment only. Wine and food pairing will be offered in the tasting room.

2. Phase Two (Old Winery Building):

Restore and repurpose the old winery building into a one-room Reserve Tasting Room. The exterior of the building will be preserved and restored as needed while the interior will be repurposed to accommodate larger group tastings, retail sales, and restroom facilities. The reserve tasting room will act as the central hub for arriving guests upon the completion of phase three.

3. Phase Three (Victorian Homestead – qualifying historic resource):

Preserve and restore the exterior of the Victorian home. The interior will be repurposed to allow for three private tasting parlors for small group seating for up to 50 guests daily by appointment only, a small prep kitchen, restroom facilities, and a residential guest suite to be used by the property owners and their guests. Wine and food pairings will be offered in each tasting parlor.

Hours of Operation and Employees:

Tasting Rooms: 10AM to 5PM, seven days a week. Industry Wide Events: 10AM to 5PM. Agricultural Promotional Events: 8AM to 10PM. Employees: 6 full time employees for regular tasting room operations and up to 15 employees for events.



Parking and Access:

All parking will be done on-site. All access and egress for vehicles will be via an existing entrance directly off of Chianti Road. Parking will need to meet the 50-foot Riparian Corridor setback.

- Guests: 10 gravel parking spaces and 1 improved ADA parking space
- Employees: 6 gravel parking spaces
- Overflow event parking: 74 temporary parking stalls along driveway and vineyard roads

Bicycle Parking:

6 proposed bike stalls, shown on Sheet 2 of 3 Grading.

Events:

The project will host 6 industry wide event days and 12 agricultural promotional events per year with amplified music. Industry wide events will use the tasting room parlors whereas agricultural promotional events (winemaker dinners) will use the Reserve Tasting Room building and patio.

Staff's Recommendation:

- Determine whether the property is a significant historic resource and qualifies as a Historic Landmark for HD (Historic District) Zoning.
- Provide design direction to applicant.

Analysis:

Historic Survey:

The applicant submitted a Historic Resource Evaluation of the Seghesio Home Ranch, prepared by Alice P. Duffee, Historic Preservation Planner, in September 2019. The Historic Resource Evaluation concludes that the main residence (Victorian Home), the barn, and the "Chianti Station" qualify as historic resources.

Setting:

The project site comprises 28.5 acres located on the northern extent of the Alexander Valley, on gentle slopes draining east towards Chianti Road and the valley. Elevation onsite ranges from approximately 250 feet to 290 feet above sea level. Rolling hills covered in vineyard and oak woodland form a backdrop to the site. A tributary to the Russian River enters the property through the western property line, borders the building complex to the south, and exits through the eastern property line. Valley Oak trees and riparian shrubs periodically line the stream bank throughout the property. The remainder of the site is covered in vineyard. The property lies in a Community Separator and is visible from both Chianti Road and Highway 101.

Surrounding Uses:

The site is surrounded by vineyard properties ranging from 2 acres to over 100 acres in size. Nearby residences are located over 1,000-feet from the Seghesio homestead. The project owner, Pine Ridge



Winery LLC, owns adjacent vineyard parcels to the north and south and another parcel located across Highway 101.

Exterior Building Colors and Materials:

For the Victorian home and garage/shed (Victorian Homestead and Hospitality Suite): Proposed exterior building colors are light tan – to match the existing Victorian style homestead. New roofing material will be composite shingle in a dark gray color.

For the Old Winery Building (Reserve Tasting Room): board and batten siding in light gray. New roofing material will be metal in dark gray.

Landscaping:

The Victorian home is currently landscaped with 3 mature redwood trees, a few medium sized ornamental trees, and shrubs. The project proposes to retain the existing trees and install additional landscaping throughout the entire building complex. Proposed landscaping includes footpaths and patios surrounded by native shade trees, accent trees, small to large shrubs, grasses, groundcovers and vines. Proposed plant palate ranges from Very Low to Moderate water use, according to Water Use Classification of Landscape Species. An existing patio located outside of the old winery building will be restored to allow outside seating, planter boxes and a water fountain. No changes are proposed to the vineyards and riparian area surrounding the site.

Community Separator Criteria:

The Community Separator protects expansive view sheds of vineyard and hills located between the City of Healdsburg, the unincorporated community of Geyserville, and the City of Cloverdale. The General Plan (Policy OSRC-1f) requires new structures within Community Separators to minimize cuts and fills on hills and ridges, minimize vegetation removal, design structures to use building materials and color schemes that blend with the surroundings, use existing landforms and vegetation for screening, cluster structures within existing built areas, and utilize undergrounding of utilities where economically practical.

General Plan and Zoning:

The General Plan designates the site as Land Intensive Agriculture. Zoning for the property is LIA (Land Intensive Agriculture), B6 40-acre density, Z (Accessory Unit Exclusion), RC50/50 (Riparian Corridor with 50-foot setbacks), SR (Scenic Resources), VOH (Valley Oak Habitat). The proposed project complies with the General Plan Land Use and Agriculture Resource policies, as well as the LIA zoning designation and combining zones.

Utilities:

The project is served by existing overhead utilities. Project conditions of approval will require utilities are placed underground, if economically feasible.

Septic:

The application currently proposes offsite leach fields (primary and reserve). Staff is requesting the proposed leach fields be moved onto the project site to comply with the Onsite Wastewater Treatment System (OWTS) Manual. Otherwise, project conditions of approval will require a lot line adjustment or



voluntary merger for the purpose of including the leach fields on the project site. Approximately ¼ of an acre of vineyard would be removed to accommodate the leach fields on either property.

Attachments

1. ☒ Project Packet - Proposal and Plans
2. ☒ Historic Resource Evaluation Seghesio Home Ranch, prepared by Alice P. Duffee, Historic Preservation Planner, September 2019
3. ☒ Determination of consistency with “Secretary’s Standards” for redevelopment of the Seghesio Home Ranch, prepared by Alice P. Duffee, September 30, 2019