

## Spring Ridge/Neely Wine proposed sales/tasting room Summary ~~8/26/21~~ 11/11/21

### Facility

- Use existing 2474 sf metal barn on north side of 555 Portola Rd field adjacent to new vineyards
- Entrance from Portola Rd, separate from Windy Hill Open Space entrance
- **Entry will have separate address**
- Existing on-site base rock parking for 19 cars; requesting 13 additional spaces
- Commitment to no parking on Portola Rd
- No structural modification of building, minimal interior changes, make ADA compatible
- Neely Wine would add the building to 'wine premises' on California ABC Winegrower license, which permits on-site wine sales.
  - Harvest crush remains at the winery facility uphill.
  - Only grapes from the property can be processed (see CUP X7D-151 T&C).
  - Only our wines can be sold in the proposed tasting room.
- **CUP would add the building to winery and eliminate prohibition on sales and tasting**
- Remainder of building for limited wine case storage, tank or barrel storage, office, and workshop
- ~~Not applying for food facility permit~~ **May apply for food facility permit in order to serve cheese and light food (see below)**
- Fence and gate modifications (see Plan A-1.1)
  - Remove all fencing around the building for a more attractive setting and simpler access to garden and vineyards
  - Make fencing less conspicuous from Portola Rd and within the site. This includes moving the gate farther from Portola Road (which allows for better views of a specimen valley oak from the road and entrance) and removing existing fencing along the entrance drive.
  - Maintain and improve wildlife corridors
  - No new or residual fencing within side yard or front yard setback, so no fence permit required
- Cal Water tie-in proposed for domestic water; fire sprinklers supplied by storage tanks (see Plan A-1.2).

### Weekday visits

- Available Monday-Thursday 10am-6pm
- Limit of 30 by-appointment visitors per day (estimated 12 cars per day)
- Contact tasting room/winery for ~~appointment~~ **reservation**

### Weekend visits

- We will utilize a reservation system with set visit times.
- Visitors must have a reservation for access.

- Focus on a seated tasting experience
- Limit of 60 visitors on Friday and Sunday, 72 on Saturday
- Maximum of 30 visitors (estimated 12 vehicles) arriving in any single hour
- **Permissible range of hours to be open is 11a-6p Friday and Saturday, and 11a-4p Sunday, but hours must be limited to 16 hours per weekend (Fri-Sun)**
- ~~Proposed~~ **Initial** weekend hours:
 

<u>November-February</u>	<u>March-October</u>	<u>Visitor maximum</u>	<u>Vehicles (est)</u>
Friday 12p-5p	Friday 1p-6p	60	24
Saturday 12p-5p	Saturday 12p-6p	72	29
Sunday 12p-4p	Sunday 12p-4p	60	24
- ~~We may adjust these hours in response to experience, while maintaining 16 hr/wk maximum and overall visitor maximums shown above.~~
- ~~We have calculated our daily visitor maximum based on an average of 12 visitors per hour (children do not count against cap), which is an estimated 5 vehicles entering per hour. The reservation system should maintain a steady visitor rate, but if we regularly experience a greater demand during certain hours, we wish to weight reservations accordingly. We propose a maximum of 30 visitors (estimated 12 vehicles) in any single hour, while maintaining the daily limits.~~
- Holidays subject to Saturday visitor limits (**closed Thanksgiving, Christmas, and New Year's Day**)
- If sales successfully match or exceed our production, we will reduce days/hours.
- Wine Club Distribution Days and Community Days will supplant these visitor numbers, i.e. there will be no regular visits on a Distribution or Community Day.

### Ten larger gatherings

- In lieu of regularly scheduled public visits
- Essential to Neely Wine's success in the Direct to Consumer market
- 6 Wine Club Distribution Days with 144 visitors maximum and 6 staff will take place on three standard wine club release **weekends** per year, with two Distribution Days (generally Sat-Sun) for each standard release, so as not to overwhelm the site on a single day. We will ~~stagger arrivals~~ **utilize the reservation system** to control parking numbers. To be held approximately 12pm-5pm for an average of 29 visitors arriving per hour or 12 cars an hour. An attendant will oversee parking. **Caterer or food truck (limited to one) will be utilized. No tents larger than 10x10', play structures, bouncy houses, or additional generators (other than one food truck).**
- 3 Special Release Distribution Evenings with 90 visitors maximum and 6 staff, for the release of limited edition, member-exclusive wines. Distribution Evenings will run ~~5:30 to 9:30p~~ **4:30 to 8:30p** (staff departure by ~~9:30~~**10p**) with staggered arrivals over three hours (30 visitors/12 cars per hour).
- A Community Day will offer discounted tastings and sales to Portola Valley (and Sphere of Influence) residents who are not wine club members. Community Day would have the same format as a Wine Club Distribution Day.

## Noise

- No outside amplified music. Outdoor musical groups limited to 1-4 non-amplified musicians playing background, not concert, music.
- Musicians will be located indoors or at east end of covered patio, facing west (to limit noise carrying east across Portola Rd or north).
- Caterer will be located indoors or on west side of building (to limit noise carrying across Portola Rd). Food truck (limited to one) also would be located on west side of building; electric outlet is available, but if generator, will use 'quiet' type, or straw bale barrier if needed.
- All noise will comply with Portola Valley Municipal Code Chapter 9.10. Planning staff will investigate noise complaints.

## Additional information about visits

- Visitors to the tasting facility are there for the principal purpose of wine tasting, wine purchase, and connecting with the story and terroir of the winery.
- No weddings. No event rentals.
- Private/family parties must conform to stated visitor caps.
- Groups may make block reservations within visitor limits (maximum 30).
- Guests may come to the existing winery production facility for tours and wine tasting (including barrel sampling). Visitors may arrive only via a guided walk on the property from the tasting room to the production facility. Visitors will count toward the tasting room daily visitor cap.
- The tasting room may serve cheese, charcuterie, and other small bites to accompany wine tastings. Food cannot be purchased independently of wine tastings. On-site preparation of food must be kept to a minimum. Any limited final food prep must occur indoors, except as described for events. The building may not have a dedicated kitchen, except for glass washing and as required by the county health department for limited food service. Applicants will work with planning staff and county health to conform to code.

## Parking and traffic

- Absolutely no parking along Portola Road (signs as needed)
- 19 existing spaces (base rock) adjacent to building (1 to be asphalted for ADA compliance)
- 13 additional spaces (base rock) proposed for a separate location would be utilized 10 times per year, i.e. only for the larger gatherings. Two options (A and B) are shown in the site plans. Our preference is Option B, west of the building near the north property boundary. (The previously proposed unimproved overflow parking has been eliminated.)
- Maximum expected traffic is 12 vehicles per hour.
- No large buses allowed
- Maximum 32 visitor vehicles parked on site at any time

- No parking will be visible from Portola Road.
- ~~Pathway lights for driveway are not needed, due to very limited evening activity.~~ Temporary solar pathway lights will be used for the new parking area if needed for the 3 evening gatherings.

### **Signage and Safety (see Plan A-1.3)**

- 4 sf two-sided blade sign at head of driveway, proposed between public trail and road north of driveway, as shown on Plan A-1.3
- Small, low warning/stop sign adjacent to Portola Rd trail upon exit, as shown on Plan A-1.3
- Safety improvements in both private property and public right-of-way:
  - Widen first 25' of private driveway (base rock) by up to 3' each side to allow 2 cars side-by-side, obviating need for vehicles entering to wait while car exits
  - A turn-around area near entry, but away from public trail
  - Vegetation removal along both sides of town trail south of driveway to improve sight lines, following traffic consultant and public works recommendations; including removal of one small oak (<12") in right of way south of driveway, and removal of 30" oak stump at property boundary
  - Lower 'berms' along trail to approximate level of trail, to improve visibility, but trail itself will not be altered

### **Community Benefits**

- Maintenance of the property in open space and agriculture
- Community access to scenic vistas, vineyards, and gardens
- Connection to and investment in local agriculture
- Community Day
- Discounted tasting fees and purchases for residents
- Local place to take out-of-town guests
- Vineyards and gardens as destination for local school field trips, within walking distance

### **Ongoing Review**

- ~~Visitor data will be reviewed on a regular basis with the town and public~~ We will provide quarterly visitor data to planning staff during the first 2 years after the tasting room opens. Performance of the CUP will be reviewed regularly by planning staff or the Planning Commission.
- After first and second evening events we will contact neighbors within 1000' for feedback and review with designated commissioners.
- We will maintain a neighborhood e-mail distribution list to inform neighbors quarterly of event schedules