

ORIGINALS  
ATTACHMENTS

Revised

Tasting Room at

CA 95450

### 1. GENERAL DESCRIPTION.

Applicants, Lester & Linda Schwartz (Fort Ross Vineyard), request a use permit for a tasting room for agricultural products grown on their property at 15001 Meyers Grade Road, Jenner, California. The property is currently used for the production of wine grapes, forestry and residential purposes.

The tasting room will be part of an existing wine grape growing operation on a 246.38 acre parcel which is one of 6 contiguously owned parcels with a total land area of 977.56 acres owned. Applicants presently have 50 acres of vineyard on their property and currently produce on average between 5,000 and 7,000 cases per year of Pinot Noir, Chardonnay and Pinotage wines under their Fort Ross label made exclusively from their estate grown grapes. The vineyard has a capacity to produce fruit sufficient to make approximately 15,000 cases in years when the weather permits but the crop is substantially culled to produce high quality luxury premium wines. The wines are currently vinified at an offsite winery facility. The tasting room will be in a new barn style building with a floor plate of approximately 1800 sq. ft. located approximately 200 feet east of Meyers Grade Road on an existing private drive that serves the property. The tasting room will be used to promote and sell Fort Ross wines made with estate grown grapes and will include tours of the vineyard. Retail sales of wine and wine related items are also proposed. Tasting patrons other than members of the wine club or members of the wine trade will be charged a tasting fee.

### 2. ZONING.

The tasting room is proposed in an area zoned Resources and Rural Development RRD-B6 and under Sec 26-10-010 of the Sonoma County Zoning Regulations. The uses permitted with a use permit include "(e) Tasting rooms for agricultural products which are grown or processed on site."

### 3. NEW BUILDING

The tasting room facility will consist of a new barn style building that includes a tasting room area, men's and women's ADA-compliant bathrooms, offices, kitchen, cleanup and storage areas. The floor plate of the new building will be approximately 1,800 sq.ft. (30x60) with an attached outdoor deck on the main floor level of approximately 840 sq.ft.). The tasting room will be located in the center portion of the main floor of the building and will be approximately 900 sq.ft. (30 x 30) with a tasting counter. The tasting area in front of the tasting counter will measure approximately 600 sq.ft. An ancillary private tasting room of approximately 175 sq.ft. will be located near the tasting counter. The total amount of floor area devoted to tasting within the building is approximately 1075 sq. ft. (outside the bar counter). A basement storage area of approximately 1500 sq. ft. will located partially underground and beneath the main floor. Attic space above the main floor is designated for HVAC, mechanical systems and future storage or office space. The main floor will be connected to the basement storage and attic by means of a stairwell contained within in a water tower-like structure.

The total developed area including the building, accessory structures and parking areas will be less than one acre.

#### 4. PROMOTIONAL AND SPECIAL EVENTS

Two types of events are proposed, promotional and special.

Promotional events, typical of most Sonoma County wineries, will be for wine club members, restaurateurs, chefs, buyers, distributors and other members of the wine trade. These events will be by invitation only. Catered meals may be provided for these events and select wines will be served as a means to interest those attending to promote, support and purchase Fort Ross wines.

Ten Promotional events per year are proposed of which two events would have up to one hundred and fifty people and the remaining eight events would have up to one hundred people attending. These promotional events will occur predominantly during the spring, summer, and early fall months (April through November). Promotional events during the winter months (December through March) will occur during tasting room hours.

Special events are proposed to allow some use of the property and where Fort Ross Vineyard wines will likely be consumed and will be open to persons other than wine club members and the wine trade. These types of events will include charitable, fundraising and other private and public events and will be by invitation only. Some entrance fee could be charged and catered food may be provided.

Eight Special events per year are proposed of which two events would have up to two hundred people and the remaining six events would have up to one hundred people attending. These types of events will occur only during the spring, summer and fall months (April through November).

Most promotional and special events are expected to be accommodated inside and around the tasting room building with a few larger summer time events being held at an outdoor events location in an open meadow and adjoining redwood grove which is located north of the tasting room building and approximately 1,063 feet from the nearest neighboring residence. Amplified and acoustic entertainment would occur inside the tasting room facility and may occur in the outdoor events location.

#### 5. DAYS AND HOURS OF OPERATION

In the winter months (December 1 through March 31) it is proposed that the tasting room will be open to the public five (5) days a week from 10 a.m. to 5 p.m. On the shortest winter day daylight ends at 5.30 p.m. and by closing at 5 p.m. there will be ample time for patrons to return to Highway One or their other destinations during daylight hours.

During the spring, summer and fall months (April 1 through November 30) when it often stays light until 9.30 p.m. it is proposed that the tasting room will be open 7 days a week during the hours of 10 a.m. to 6 p.m. and events will be scheduled to end no later than 8.30 p.m. to coincide with the changing sunset conditions..

There will be 1 full time and 1 part time employee.

#### 6. TRAFFIC ANALYSIS & PARKING

A traffic analysis has concluded that the proposed tasting room project will have an imperceptible impact on current traffic conditions and the existing facilities will adequately support the additional trips associated with the implementation of the proposed project.

It is expected that the vast majority of all traffic to the tasting room will originate from Highway One and will return to Highway One.

#### 7. PARKING

All parking will be provided on site. A total of 31 marked parking spaces including 2 handicap accessible spaces are provided and will be sufficient to adequately accommodate the total parking demand for visitors and employees. There are additional parking areas available for event participants and vehicles can be accommodated in meadows, along vineyard roads and in flat areas near the tasting room facility and the Outside Events Location. These additional parking areas are large enough to easily accommodate up to 124 vehicles, in addition to the 31 at the tasting room, and are sufficient to accommodate all Promotional and Special events parking needs.

#### 7. NEAREST NEIGHBORING RESIDENCES

The distance from the Tasting Room to the closest neighboring residence is approximately 760 lineal feet and the distance from the Outdoor Events Location to the closest nearest neighboring residence is approximately 1063 lineal feet.

#### 9. GENERAL PLAN POLICY.

General Plan policy supports the marketing and promotion of agricultural products grown and/or processed throughout the County. This proposal is consistent with the adopted policy. The Sonoma Coast has become an important grape growing region with a renowned reputation in the wine world. Applicants' wines are emblematic of the vineyard and its terroir which fall within the boundaries of the Sonoma Coast AVA and will be included in the proposed Fort Ross-Seaview AVA which is currently pending before the Federal Tariffs and Trade Bureau.

## Project Proposal Statement

Tasting Room at 15001 Meyers Grade, Jenner, CA 95450  
APN 109-160-020

Applicants, Lester & Linda Schwartz (Fort Ross Vineyard), seek permission to establish a tasting room for agricultural products grown on their property known as 15001 Meyers Grade Road, Jenner California. Applicants own a total 977.56 acres of land consisting of 6 contiguous parcels including the subject Assessor's Parcel Number 109-160-20 measuring 246.38 acres on which the tasting room is proposed. Applicants presently have 50 acres of vineyard on the property and currently produce on average between 5,000 and 7,000 cases per year of Pinot Noir, Chardonnay and Pinotage wines under their Fort Ross label made exclusively from their estate grown grapes. The vineyard has a capacity to produce fruit sufficient to make approximately 15,000 cases in years when the weather permits but the crop is substantially culled to produce high quality luxury premium wines. The wines are currently vinified at an offsite custom crush facility.

The vineyard is known for its unique terroir including the fact that it is the closest wine grape vineyard to the ocean in California, being less than a mile from the ocean. Applicants receive numerous requests from members of the trade, existing customers and the public in general to visit the vineyard and taste wines at a tasting room on the property but do not have such a facility presently available.

The tasting room is proposed in an area zoned Resources and Rural Development RRD-B6 and under Sec 26-10-010 of the Sonoma County Zoning Regulations the uses permitted with a use permit include "(e) Tasting rooms for agricultural products which are grown or processed on site."

The tasting room will be used to promote and sell Fort Ross wines made with estate grown grapes and will include tours of the vineyard. Retail sales of wine related items are also proposed. It is proposed that tasting room is to be open to the public seven (7) days a week from 10 a.m. to 5 p.m. during the winter months (December 1 through March 31) and 10 a.m. to 6 p.m. during the spring, summer and fall months (April 1 through November 30) when it often stays light until 9.30 p.m.. There will be 1 full time and 2 part time employees. Twelve (12) promotional trade events per year are requested for wine club members, brokers, distributors, retailers, chefs, journalists, and other persons involved in food and wine. Twelve (12) special events per year are also requested.

The property is currently used for the production of wine grapes, forestry and residential purposes. The use proposed would include the construction and use of the tasting room and associated landscaping.

The tasting room will consist of a two story barn like structure with wood or wood like siding and a corrugated metal or composition roof measuring approximately 50 feet long by 30 feet wide with a roof ridge height of approximately 26 feet and consisting of a

tasting room area, men's and women's ADA-compliant bathrooms, offices, catering kitchen, cleanup and storage areas. The total developed area including the building, accessory structures and parking areas will be less than one acre.

The tasting area in front of the counter will measure approximately 600 sq. ft. A total of 31 parking spaces, including 2 handicap spaces, will be provided.

Most traffic other than for trade customers is expected to be regular traffic that travels on Highway One and diverts itself onto Meyers Grade as well as traffic travelling on Meyers Grade itself. The site is approximately 2.5 miles north off Highway One. On the 2.5 mile stretch of County road between the entrance from Highway One onto Meyers Grade and the site are two residences with driveways off the County road. Approximately ½ mile north of the site is a cluster of 6 residential lots with houses some of which are occupied full time and others of which are partially or seasonally occupied.

General Plan policy supports the marketing and promotion of agricultural products grown and/or processed throughout the County. This proposal is consistent with the adopted policy. The Sonoma Coast has become an important grape growing region with a renowned reputation in the wine world. Applicants' wines are emblematic of the vineyard and its terroir which fall within the boundaries of the Sonoma Coast AVA and will be included in the proposed Fort Ross-Seaview AVA which is currently pending before the Federal Tariffs and Trade Bureau.