



THE ART BEHIND THE ATTRACTION OF WINERIES:

A LOOK AT NAPA VALLEY, CALIFORNIA

SENIOR PROJECT 2009



CARLY BRENNAN ~ LANDSCAPE ARCHITECTURE ~ UC DAVIS ~ JUNE 12, 2009

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry, no matter how small, should be recorded to ensure the integrity of the financial statements. This includes not only sales and purchases but also expenses and income. The text suggests that a systematic approach to record-keeping is essential for identifying trends and managing the business effectively.

In the second section, the author addresses the common challenge of reconciling bank statements with the company's ledger. It provides a step-by-step guide to identify discrepancies, such as timing differences or errors in recording. The importance of regular reconciliation is highlighted to prevent small errors from accumulating and causing significant issues at the end of the year.

The third part of the document focuses on budgeting and financial forecasting. It explains how to create a realistic budget based on historical data and market conditions. The author stresses that a budget is not just a constraint but a tool for planning and controlling the business. Regularly comparing actual performance against the budget allows for timely adjustments and better decision-making.

Finally, the document touches upon the importance of seeking professional advice when needed. It acknowledges that while many business owners can handle their own finances, complex situations may require the expertise of an accountant or financial advisor. Consulting professionals can provide valuable insights and ensure compliance with tax laws and regulations.

THE ART BEHIND THE ATTRACTION OF WINERIES: A LOOK AT NAPA VALLEY, CA

A Senior Project
Presented to the Faculty of
the Landscape Architecture Program at
the University of California, Davis
in Fulfillment of the Requirement for a
Bachelor of Science Degree in
Landscape Architecture

Presented by Carly Brennan
at the University of California, Davis
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ABSTRACT

The Napa Valley is a beautiful valley located in northern California. It is full of vineyards and wine culture. People travel from all over the state, country, and even the world to visit the Napa Valley and experience its wine country. When people think of the Napa Valley, images of vineyards and traditional Italian architecture may come to mind. Unbeknownst to many people, the Napa Valley contains a melting pot of architectural styles, which fill the landscape with character and history.

My senior project provides a little history about the Napa Valley, and discusses the architecture, characteristics, and overall information about eight different wineries within the Napa Valley. These eight wineries have particularly original architectural styles as well as interesting histories to compliment their originality. My project points out the characteristics about each winery that make it appealing to visitors, and the ultimate result is design guidelines as well as a rendered illustrative plan for a hypothetical winery in Livermore, CA. I conducted site visits to all of the wineries included in my project, as well as used books, the internet, and the help of my committee members to complete this project.

BIOGRAPHY



I was born in Busan, South Korea. My older sister and I were adopted and moved to the United States when we were two and a half years old and 18 months old, respectively. When I was a child, my family moved a lot. We started out in Los Angeles, moved to the San Francisco Bay Area, then up to Oregon, across the United States to Connecticut, and finally back to a few different cities within the S.F. Bay Area. With every move we acquired tons

of moving boxes, which I loved to use to make forts and houses. With those boxes, anything I could dream or imagine could become reality. I soon realized my passion for design and architecture. In Connecticut, my sisters, the neighbor kids, and I would spend countless hours outside in the woods creating forts, going on adventures, and playing games. Combine my love for design and architecture with my genuine passion for the outdoors, and it is easy to see how I came to be in the major of Landscape Architecture.

My senior project is about the Napa Valley because I enjoy wine and I enjoy the entire experience of visiting wineries. There is an art and a history to winemaking, and the more time I spend visiting wineries, the more I have grown to realize that every winery has a passion for winemaking. Knowing what went into creating the very wine I am drinking makes it even more enjoyable.

I took my passions for design and wine and came up with my senior project.

DEDICATION

My senior project is dedicated to my parents for their unfaltering love and support throughout my college career, and more importantly, throughout my life. They funded both of my trips to Italy, which is when my passion for wine and wine countries began. In addition, my parents allowed me to have my first underage sip of alcohol, which was wine from my very own wine glass. I ended up breaking the glass, but the wine tasting was an interesting experience that would change my life forever, and ultimately put me on course for this senior project years later.

Thank you, Mom and Dad. I love you so much.



My Parents and Me Wine Tasting

ACKNOWLEDGEMENTS

Thank you very much to my committee members. I appreciate your support, feedback and encouragement, and especially the time that you put aside for me. Thank you for helping me complete this project.

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Thanks also to my wonderful classmates and friends.
You all made my years here at UC Davis memorable and fun.
I will never forget the countless hours spent in studio with my fellow LDAers.
Thanks for everything!

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The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry, no matter how small, should be recorded to ensure the integrity of the financial statements. This includes not only sales and purchases but also expenses and income. The document also highlights the need for regular reconciliation of bank statements and the company's records to identify any discrepancies early on.

In addition, the document provides a detailed breakdown of the accounting cycle, from identifying the accounting entity to preparing financial statements. It explains how each step contributes to the overall accuracy and reliability of the financial data. The document also includes a section on the importance of internal controls, which are designed to prevent errors and fraud within the organization.

The second part of the document focuses on the practical application of these principles. It provides a series of examples and exercises that illustrate how to record and classify transactions in the general ledger. These examples cover a wide range of business activities, from the purchase of inventory to the sale of finished goods. The document also includes a section on the preparation of the trial balance, which is a key step in the accounting process used to verify the accuracy of the ledger accounts.

Finally, the document concludes with a summary of the key points discussed and a reminder of the importance of consistency and accuracy in all accounting work. It encourages the reader to apply these principles in their own work and to seek professional advice if they are unsure about any aspect of the process.

1. INTRODUCTION TO THE NAPA VALLEY



1.01 Map of California. The green box shows where the Napa Valley is located.

The Napa Valley is located in northern California, just north of the San Francisco Bay Area, and stretches about 30 miles long. The valley is oriented in a general north-south direction, with Highway 128, Highway 29, and the St. Helena Highway running through it. The Napa Valley has a long history of agriculture and wine growing, starting in the 1860's (Elliot-Fisk). There are over 300 wineries that reside in the Napa Valley today (Lapsley). Many grow and use their own grapes, while others purchase grapes from other growers in the valley.

The word "Napa" is derived from the language of the Native Wappo people, who are local to the region. "Napa" has come to mean "land of plenty" (Napa Valley Destination Council). The Napa Valley is

special because it is geologically different than other wine-growing regions. It is near the west edge of the tectonically active North American Plate, which, through compression, folding and faulting, created the Coastal Ranges and valley. The valley contains marine sedimentary rocks, which got there through infilling of low basins, volcanism, sea-level fluctuations and changes in river processes years ago. The Napa Valley filled up with alluvium containing a variety of rock types. The geology is complex, with different ages of formation and a high diversity in types of soils. The Carneros region in the southern most part of the valley has old coastal deposits, whereas the mountains contain volcanic rocks. Incredibly, the hills surrounding the valley were at once marine terraces, so they contain shells from approximately 250,000 years ago. The resulting soils allow for incredibly deep roots, are well drained, and consist of gravelly loam and clay loam soil types perfect for dry-farming. Grape vines require minimal or no irrigation, making them ideal crops for the Napa Valley. Because the geology and geography is so different, there is no other region in the world like the Napa Valley. As a result, the grapes grown, and ultimately, the wines made in the valley are unlike any others (Elliot-Fisk).

INTRODUCTION TO THE NAPA VALLEY



1.02 Map of the Napa Valley, CA

The Napa Valley has not always been a place of thriving wineries though. In the late 1800's, the area boomed and there were about 200 wineries in existence. However, at this same time, the valley was devastated by *Phylloxera vastatrix*, a small invasive insect that feeds on the roots of the *Vitis vinifera*, the type of grape vine grown in the valley for commercial wine production. Phylloxera crippled hundred

of wineries in existence in the valley at the time. In the early 1900's, Frenchman Georges de Latour started importing phylloxera-resistant rootstocks into the valley by the millions, and wine production continued (Lapsley, 9).

Cheryll Barron, author of the book, "Dreamers of the Valley of Plenty" describes the Napa Valley perfectly: "You go to Disneyland to wander in and out of other times and states of mind for a few hours, an entertainment like going to the movies [...] But in the Napa Valley people live their fantasies day in, day out. To house his winery, each dreamer has built or acquired his own monument to his fantasy-made-real-- in a style that is generally an import, because Napa is part of an America relatively starved of evocative connections to a past and culture all its own" (Barron, 15). The Napa Valley can be described as a melting pot of architectural styles and characteristics. Wineries have origins from not only the United States, but from countries all over the world. The wine industry in the valley evolved over time, and newer wineries are faced with options of staying true to tradition, or coming up with their own individual and original designs. With this being said, wineries also want to differentiate themselves. In addition, wineries want to reflect who they are, and what their philosophy is. Many older wineries and wineries that settled on sites with older buildings are also faced with challenges in regards to how to expand the winery without taking away from historical aspects or without completely changing the winery. Historic preservation is definitely an important

INTRODUCTION TO THE NAPA VALLEY



1.03 Sign Welcoming Visitors to the Napa Valley



1.04 View of the Napa Valley from Sterling Vineyards

idea to keep in mind when expanding a winery.

What really sets the Napa Valley apart from other winemaking regions is that it has a very strong sense of “place.” Long-term field experiments have been conducted on wine varietals grown in different sites, resulting in the birth of trellis systems and general farming practices in the area. The cumulative knowledge of viticulturalists and winemakers from over 150 years experience in the valley really gives the valley a sense of place and culture. It is a unique winegrowing region, as there is no same combination of knowledge and geography anywhere else. And knowledge leads to premium wines (Elliot-Fisk).

2. THE NAPA VALLEY SITE VISIT INFORMATION

The Napa Valley is known to some as the “Tuscany of California.” This can be interpreted in many ways, but the way I see the Napa Valley as being similar is only in the mutual love for all things wine. Most Tuscan wineries have the same architectural styles, resulting in the wineries all looking very similar. However, in California, and especially in the Napa Valley, there is no mold to wineries. This has resulted in a diversity of architectural styles. I conducted site visits in order to pin point what these architectural styles are as well as discover other characteristics and aspects of different wineries in Napa Valley. There are over 300 wineries located in the Napa Valley (Lapsley). In order to keep my project a reasonable size with the amount of time given, my committee members and I decided to narrow my visits down to eight wineries. These wineries were chosen because they have originality and are artistically designed, and many have interesting histories. The wineries I visited are:

Artesa (formerly Codorníu Napa), 1991

Beringer, 1876

Castello di Amorosa, 1993

Clos Pegase, 1955

Frog’s Leap, 1981

V. Sattui, 1885

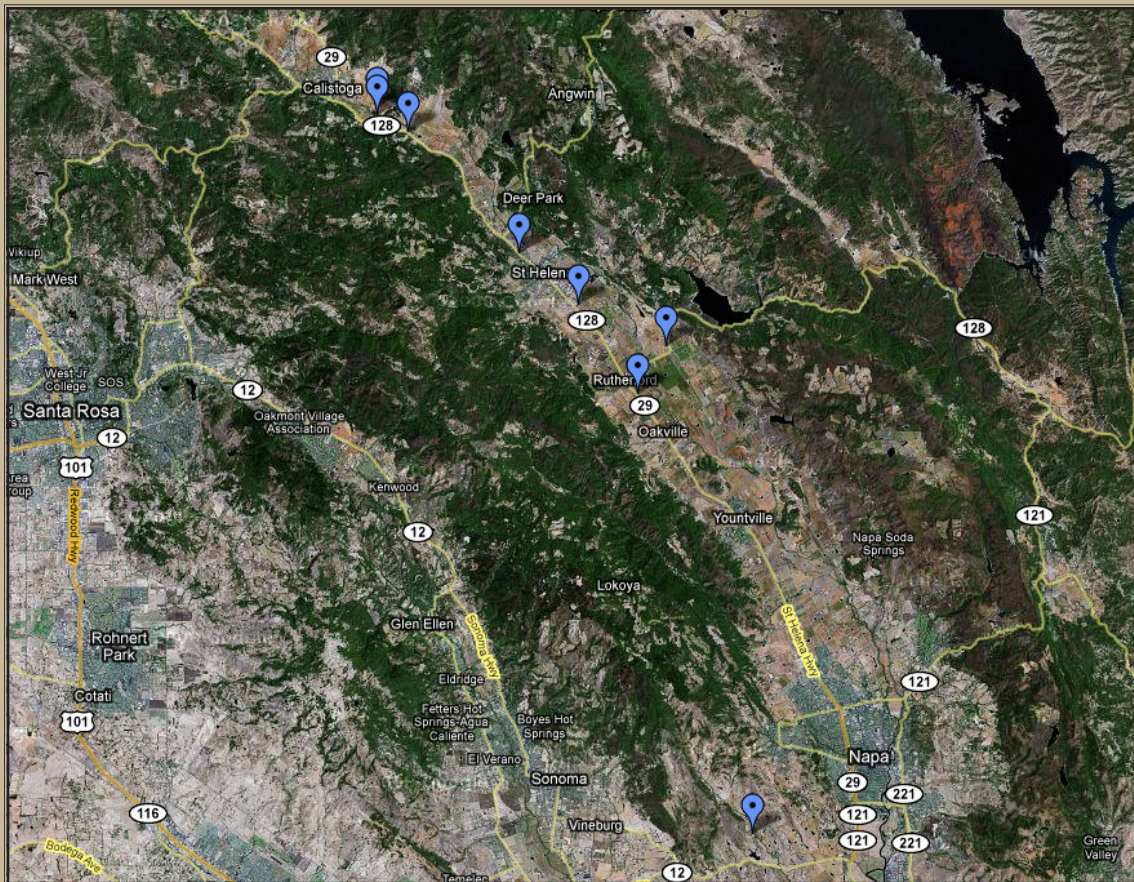
St. Supéry, 1970s

Sterling Vineyards, 1964

During site visits, I set out to find out a variety of information. I took photos of the buildings, any art or sculptures, site furnishings, landscapes and views, paving, gardens, and anything else I noticed that helped define a winery. I used the following prompts as guidelines during my site visits:

1. Defining Characteristics and Historical Aspects of Each Winery
2. Architectural Style: Entry, Signage, Building Placement, Building Scales, Site Furniture
3. Views: Roadway, Outdoor Spaces, Parking, Gardens, Vineyard Placement, Vineyard Scale, Walkways/Pathways, Surrounding Nature
4. Industrial Aspect: Winemaking

THE NAPA VALLEY SITE VISIT INFORMATION



2.01 Map of Eight Wineries Included in Project

I conducted full-day site visits in Napa Valley on three different days. During the first visit, I conducted site visits at Clos Pegase, Sterling, Beringer, and St. Supéry. During my second trip to Napa Valley, I started out in the Carneros region, visiting Artesa first. I then drove up the valley to Frog's Leap. On my third trip, I visited Castello di Amorosa and V. Sattui. During these three trips to Napa Valley I was able to record all of my visual and experiential findings as well as take tons of photos. I was able to speak with a few different people during some of my visits, which I will discuss further in my sections about each winery.

Overall, the site visits were very helpful, as this is the only way to truly be able to record experiential findings as well as information about site furnishings and scale of buildings. As for most of the historical and detailed information about each winery, the respective websites of each website, as well as books, were very helpful.

the 1990s, the number of people in the world who are under 15 years of age is expected to increase from 1.1 billion to 1.5 billion (United Nations 1994).

There are a number of reasons why the number of children in the world is increasing:

- (1) The number of children who are born is increasing.
- (2) The number of children who are dying is decreasing.
- (3) The number of children who are being adopted is increasing.

The number of children who are born is increasing because:

- (1) The number of people who are having children is increasing.
- (2) The number of children who are born to each woman is increasing.

The number of children who are dying is decreasing because:

- (1) The number of children who are dying from disease is decreasing.
- (2) The number of children who are dying from malnutrition is decreasing.
- (3) The number of children who are dying from violence is decreasing.

The number of children who are being adopted is increasing because:

- (1) The number of children who are being abandoned is increasing.
- (2) The number of children who are being adopted by people in other countries is increasing.

The number of children who are being abandoned is increasing because:

- (1) The number of people who are abandoning their children is increasing.
- (2) The number of children who are being abandoned by their parents is increasing.

The number of children who are being adopted by people in other countries is increasing because:

- (1) The number of people who are adopting children is increasing.
- (2) The number of children who are being adopted by people in other countries is increasing.

The number of children who are being adopted by people in other countries is increasing because:

- (1) The number of people who are adopting children is increasing.
- (2) The number of children who are being adopted by people in other countries is increasing.

3. ARTESA



3.01 Artesa Wine Bottles

The Codornú family that owns Artesa has a long history of winemaking, beginning back in 1551 when they began making wine in Sant Sadurní d'Anoia, Spain, just west of Barcelona. Artesa Winery opened up in the Carneros region of the Napa Valley in 1991. It was originally named Codornú Napa, and started out specializing in champagne. In 1997 the winery started making still wines, at which time the Codornú family decided to change the name to “artesa,” which means “craftsman” in Catalan. It took two years and \$30 million to complete Artesa’s building, which is built into the hillside. Artesa is very much known for the modern architecture of its building. The Codornú Group came to the Napa Valley and fell in love with the hills. They wanted

to open a winery, but did not want to create a building that would take attention away from the surrounding scenery. This is how they came upon the idea of building their winery into the hillside, and covering it with native grasses so that it would blend into the scenery of the valley. Spanish progressive architect Domingo Triay designed the winery. The architecture is a pyramidal, Mayan-like shape (Artesa).

As visitors are driving up to Artesa, they can see the original architecture built into the hillside. It is subtle yet intriguing. Once one drives up the winding driveway into the parking lot, arriving at the main entrance, the sculptures and art can be seen. The art is very modern and interpretive. Visitors can walk down a double staircase that has a raised planter in the center with water running down it in the same direction of the staircase. At the bottom of the stairs, there is a round fountain surrounded by sculptures by resident artist Gordon Heuther. If visitors go up a different staircase, similar to the one just described, they will find themselves at a large rectangular fountain. There is more artwork by Heuther in this area as well. The main entrance to Artesa is simple and open, with amazing views of the valley behind visitors as they approach the entrance.

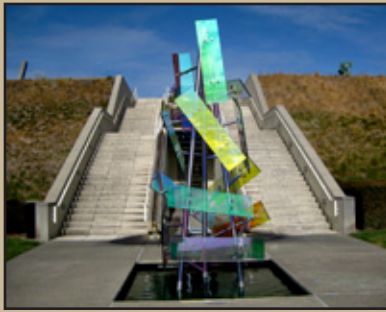
The layout of the interior was a bit confusing as a first-time visitor. Many times wineries have tasting rooms in obvious locations such as at the main entrance or within view as visitors

ARTESA

Figures 3.02- 3.07



Front Entry Sign



Sculpture at Main Entrance



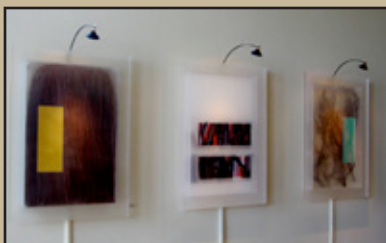
Fountain in Front of Winery



Sculpture in Front of Winery



Fountain in Front of Winery



Art by Huether Inside Winery

Figures 3.08- 3.13



Signage



Trash Receptacle



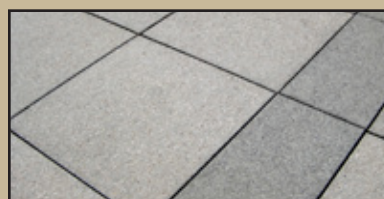
Chairs and Tables



Inner Courtyard



Furniture Inside



Paving

ARTESA



3.14 Tasting Terrace at Artesa

enter the winery. However the tasting room and terrace are down an open hallway, past a small gift shop area. Once I spent a bit of time wandering around the winery, it became easy to find my way around. Inside Artesa, visitors can find more modern art by Heuther. The tasting room is simplistic and minimalistic, which follows the views and passions of Huether. Many of the site furnishings, interior furnishings, interior art, and winery sculptures are also minimalistic. In addition,

there is a small, open-roof courtyard inside the winery. This courtyard contains more seating, as well as a square, in-ground fountain surrounded by large concrete cylindrical pillars. There are planters in the water with large shrubs growing out of them. Visitors can grab some wine in the tasting area and walk outside to the terrace where they will come across modern seating and a beautiful view. They can also touch and see the native grasses that grow on the eco-friendly building. The paving used at Artesa both in the front and on the terrace is a simple concrete in different shades of gray with score lines running through them.

The main theme of the winery is minimalism with simplistic art. This is supported by the very modern stainless steel art and site furnishings. Everything is modern and very interpretive, even down to the layout and architecture of the building. This theme is what defines Artesa from other wineries.

In conclusion, what makes the winery popular is its different architecture. It is modern yet visually friendly from afar. When visitors arrive at the winery and see it up-close, that is when they are really able to see the very modern art and architecture. Since Artesa has a resident artist, the art inside the winery is always changing as Heuther creates and changes out his artwork. What I enjoy about Artesa is the entertainment visitors get as they arrive at the winery and discover all of the different art, water features, and interesting details that make up the winery's building. It is almost like an art discovery adventure.

4. BERINGER



4.01 Rhine House on the Beringer Property

Beringer Vineyards was founded by brothers Frederick and Jacob Beringer in 1876. It is the oldest continually operating winery in the Napa Valley. The Beringer brothers, originally from Germany, immigrated to the United States, and ultimately to California and the Napa Valley. They found that the volcanic soils of the Napa Valley were ideal for growing grapes comparable to those used to make great wines in Europe. While the winery was being built, Jacob resided in an existing farmhouse on the property that was built in 1848. This house has been rigorously renovated, and is known as the “Hudson House.” In 1883, when Frederick decided to move permanently to the Napa Valley, the construction of a 17-room Victorian mansion began. This mansion, a re-creation of the original Beringer family home located near Germany’s Rhine River, was to be the home of Beringer’s wine tasting room. The building, nicknamed “Rhine House,” is where the winery’s reserve wine tastings occur. The winery, referred to as “Old Winery” was purposely built on a hillside so that it could be built as a gravity flow winery. The winery uses gravity flow methods to make its wine, methods like those of the family’s winery in the Rhine Valley in Germany (Beringer).

Beringer Vineyards is located off of Main Street just past downtown St. Helena. When visitors arrive at Beringer Vineyards, they drive past the Rhine House, along an ornamental black wrought iron fence, and they finally arrive at the parking lot and entrance of the winery. Visitors walk through a small information building where they find themselves at the bottom of a staircase, and surrounded by a small vineyard and flourishing plants. The stairs are made of stone, and the retaining walls are also stone. As visitors visually follow the staircase and look up onto the hill, they get their first impression of the Beringer winery. The building is huge to begin with, but its location up on the hillside gives it an even more epic appearance. The outside of the building consists of stone and stucco. The architecture is simple, yet attractive. The Beringer winery is less formal compared to the Rhine House. The winery’s architecture, concrete, finishes, and site furnishings are more historic-looking. One of the paving types found at the winery is cobblestone. Whereas, despite the Rhine House being older, it has been

BERINGER

Figures 4.02- 4.07



Front Sign



Architecture at Entrance



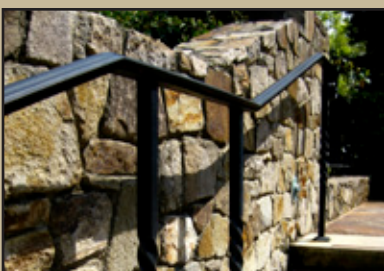
Architecture of Main Building



Planter



Trash Receptacle



Side Wall and Railing

Figures 4.08- 4.13



Paving



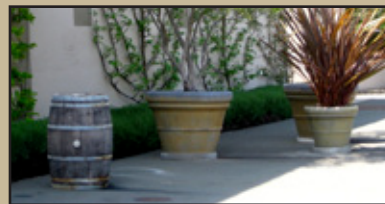
Bench Seating



Shade Feature



Chairs and Tables



Planters



Planter

BERINGER



4.14 Formal Garden with Hudson House in Background

restored, so it contains the formal garden, clean and sleek paving, and new furniture.

The buildings are spaced out. The Rhine House is near the entry of the property, with the Hudson House about 200 feet north of the Rhine House. Further up the driveway, visitors find the small information center with arches in it. Pass through the visitor's center and up the stairs, and this is where the large winery with main tasting room is located.

There are numerous site furnishings. From a pathway lined with wooden benches, to a rusting metal planter, there is

so much character. There are various paving types and finishes as well: cobblestone, concrete, slate, smooth, coarse, modern, and historic to name a few. There are wine barrel and pottery trash receptacles and planters. The plants and landscape ranged from a formal garden to vineyards and a hillside of various shrubs and trees. Around some of the Rhine House is a lawn area. The property is well manicured. There is a large valley oak, nicknamed the "Leaning Oak," on the Beringer property. This tree is an important part of the property because it, "has been designated a U.S. constitution Bicentennial Tree because it was alive at the time of the signing of the U.S. Constitution in 1787" (Beringer).

The winery's history and old age are continued in the winery's main theme today. The buildings are all original and very old. Original signage is also still present. Although the furniture and site furnishings are newer, they seem to be chosen with historic preservation in mind. Many furnishings are wood, iron, and reused items such as wine barrels.

Many people are drawn to the Beringer winery because it has so much history, and it is a household name. However, when visitors arrive at the winery, there is definitely no disappointment, and the winery holds up to its name and prestige. The buildings on the property are historic and beautifully restored. The property is well kept and there are many things for visitors to do. Visitors can wander through a formal garden, a vineyard, and around the different buildings. There are many different site furnishings and planters, but they all tie together to make up the Beringer winery.

5. CASTELLO DI AMOROSA



5.01 View From the Castle

Castello di Amorosa is one of the newest wineries in the Napa Valley. However, do not be mistaken, as this winery was commissioned to be built by Dario Sattui, great-grandson of Vittori Sattui, as in the V. Sattui winery. The V. Sattui winery is also included in this project, so it will be discussed in more detail later. However it is important to know that the Sattui Family has a long history of winemaking beginning in Italy over 120 years ago.

The construction of Castello di Amorosa began in 1993, and took 14 years to complete. The building itself is 121,000 square feet complete with 107 unique rooms. The castle consists of, “8,000 tons of hand-squared stones, 8 levels (4 below ground), 900 feet of caves, a completely hand-painted Great Hall, a drawbridge, moat, dungeon and torture chamber, a consecrated chapel, [and] one of the most impressive wine barrel rooms in the U.S. constructed with ancient brick Roman cross-vaulted ceilings” (Castello di Amorosa). The winery is surrounded by 30 acres of vineyards. The name of the winery, “Castello di Amorosa,” translates directly from Italian to English as “castle of love” or “castle of loving.”

The castle is located directly off of Highway 29. The entry driveway to the castle is subtle and even easy to miss. Visitors enter the property and start driving up a winding driveway through vineyards and tall Italian cypress trees. As they proceed up the driveway, visitors get the amazing first impression of Castello di Amorosa sitting up on the hillside. The castle is such a large and authentic structure that it is hard to believe that it is located in the Napa Valley. The winery is an authentic 12th century Tuscan castle. When people arrive at the winery they park and walk up some stairs, across a drawbridge, through large wooden doors, and inside the walls of the castle. The visitor’s center is easy to find through signage. At the visitor’s center guests pay for their entrance to the castle, which includes the tasting and access to a lot of the castle for a self-guided tour. In order to see more rooms though, visitors must pay more for an all-access guided tour of the castle. The castle is large with lots of open spaces and terraces with seating.

There are many different site furnishings and paving types throughout the castle and its surrounding area. On the side of the castle near the entrance there is an area filled with items

CASTELLO DI AMOROSA

Figures 5.02- 5.08



Front Sign



Vineyard along the Driveway up to the Winery



View Up Driveway



Paving



Lighting



Bench Seating

Figures 5.09- 5.14



Site Furnishing:
Old Chariot



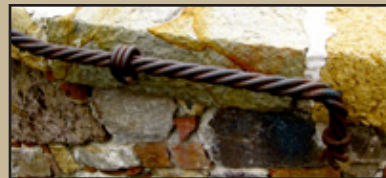
Chairs and
Tables



Site Furnishing:
Old Water
Barrel



Main Entrance



Railing



Planter

CASTELLO DI AMOROSA



5.15 Roman Cross-Vaulted Ceilings



5.16 Inside the Castle Walls



5.17 Moat Surrounding the Castle

that made up one of the sets in the Disney movie “Bedtime Stories.” Castle furnishings include stone benches, an old chariot, stone sculptures, protruding wooden support beams, wrought iron tables and chairs, hanging flags, and old rusted metal decorative pieces such as dragons to name a few. The site furnishings are so interesting because they are all very old so visitors are able to see and feel genuine historic furnishings as well as genuine historic materials such as the stones that make up the structure of the castle.

The theme of the castle is of authentic, historic Tuscany, Italy. This is consistent throughout the entire winery, from the architecture, materials, and site furnishings, to the landscape complete with a moat and everything. Unlike many other wineries, Castello di Amorosa has a theme and there are no site furnishings or details of any sort that stray from this theme. This winery is very different from most other wineries in the scale of its building. The castle is huge. Visitors are drawn to the winery because its architecture and landscaping is so impressive. Every hallway has something neat, and there are different stairways, viewing areas, and terraces that make the castle feel like it is a big playground for adults. There is something new and exciting around every corner, and the experience of walking around the winery is different than any of the wineries in this project. The attraction this winery provides to visitors is related to its scale and architecture, as well as the relation to the V. Sattui winery, which has a lot of history and prestige behind it.

the 1990s, the number of people with a diagnosis of schizophrenia has increased in many countries, including the United Kingdom (Murray and Lewis 1994).

There is a growing awareness of the need to improve the lives of people with schizophrenia. The World Health Organization (WHO) has developed a number of strategies to improve the lives of people with schizophrenia, including the development of community mental health teams (CMHTs) and the use of assertive case management (ACM) (WHO 1994).

ACM is a form of case management that involves a team of professionals working together to provide a range of services to people with schizophrenia. The team may include psychiatrists, nurses, social workers, and other professionals. The team works together to assess the needs of the individual and to develop a plan of care that addresses those needs.

ACM has been shown to be effective in reducing hospital admissions and improving the quality of life of people with schizophrenia (Murray and Lewis 1994). It is a cost-effective way of providing care to people with schizophrenia and is becoming increasingly used in many countries.

The purpose of this study was to evaluate the effectiveness of ACM in reducing hospital admissions and improving the quality of life of people with schizophrenia. The study was conducted in a large urban area in the United Kingdom.

The study was a randomized controlled trial. The participants were people with a diagnosis of schizophrenia who were referred to a CMHT. The participants were randomized to either the ACM group or the usual care group.

The ACM group received a range of services, including case management, medication management, and social support. The usual care group received the services that were available at the time of the study.

The primary outcome of the study was the number of hospital admissions. The secondary outcome was the quality of life of the participants. The study was conducted over a period of 12 months.

The results of the study showed that the ACM group had significantly fewer hospital admissions than the usual care group. The quality of life of the participants in the ACM group was also significantly better than that of the participants in the usual care group.

6. CLOS PEGASE



6.01 Wine Bottles

Clos Pegase winery was founded by a man named Jan Shrem. In 1955, Shrem took what was supposed to be a vacation to Japan. He ended up staying in Japan for thirteen years, at which time he met and fell in love with his wife, Mitsuko. He made a fortune translating and publishing books in Japan. His business did so well that in 1968, when he decided to sell his company and marry Mitsuko, the business was thriving and had grown to about 50 offices with around 2,000 employees. In 1980, Shrem did a complete

turnaround. He decided to take the large fortune that he gained through his publishing empire in Japan and devote the rest of his life to winemaking. He enrolled at the University of Bordeaux where he studied in the enology program and became very interested in winemaking practices such as combining practices with new, emerging winemaking technologies. Three years later, in 1983, Shrem purchased a 50-acre vineyard in Calistoga, CA. He later added 400 more acres to winery. These new plots of land are still located in the Napa Valley, but are in the northern and southern ends of the valley (Clos Pegase).

When Shrem named his winery, he decided on “Clos Pegase.” The inspiration for the name of the winery comes from Bacchus, the Roman god of wine. Bacchus is not only known as the god of wine, but as a mischief-maker and someone who horses around a lot. This led Shrem to think of Pegasus, the ancient mythological winged horse whose hooves apparently brushed the earth, in turn unleashing the spring of muses which enabled the earth to grow grapevines to create wine. The term “clos” is French, meaning “enclosed vineyard—an estate winery, where every wine is made from that vineyard’s own grapes” (Clos Pegase). The term “pegase” because of the story above, and also because they thought it sounded nice with “clos.”

When visitors arrive at Clos Pegase, they see a large building surrounded by larger-than-life art pieces. The building is the result of an architecture competition and the help of the San Francisco Museum of Modern Art. Princeton architect, Michael Graves, won the competition, and he then designed the “temple to wine and art” that is now Clos Pegase winery. The winery houses Shrem’s large collection of international art pieces. Graves also designed a home for Shrem, which rest up on the hill overlooking the winery. The architecture of the winery is a modern take on a temple, with large columns and art that visitors can see, touch,

CLOS PEGASE

Figures 6.02- 6.07



Front Sign



Entry View from Parking Lot



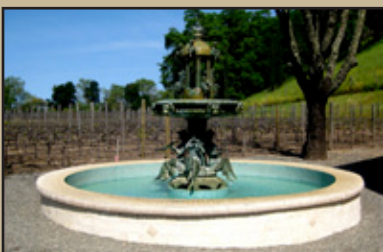
Art in Front



Main Entrance



View Inside Winery



Italian Fountain

Figures 6.08- 6.12



Tables and Chairs



Bench Seating



Building Facade



Italian Art



Caves Inside Winery

CLOS PEGASE



6.13 View of Courtyard



6.14 Banquet Room in the Caves

and enjoy. The winery has a banquet room inside its caves, which serves anything from banquets and receptions, to famous people such as Dick Cheney.

The site furnishings and artwork are all very different. There is a large, circular fountain that was imported from Florence, Italy, as well as a sculpture piece of Bacchus, also imported from Italy. Other art pieces include a large thumb protruding from the ground, as well as a sculpture that looks like a cluster of grapes, but is actually a cluster of breasts, supposedly to represent fertility or similar (Clos Pegase). There are many more sculptures and art outside and within the winery. Other site furnishings include concrete benches, metal chairs and tables, and similar signage throughout the winery.

The theme for the winery's design competition, which was a dedication to wine and art, is also the theme and inspiration of Clos Pegase. The winery is home to an abundance of expensive art pieces. Shrem wants visitors to experience and appreciate his pieces of art, which is why the art throughout the winery is not behind glass, but out in the open for people to touch and see up-close. Clos Pegase has a tasting

room where visitors can taste the wine made from the winery's very own vineyards. Visitors can learn all they need to know about the winery through the winery's free tours.

The owner of Clos Pegase is very passionate about art and wine. He brought his large fortune from abroad to the United States to open a winery in the Napa Valley, which ultimately enabled him to share his life passions with others. Visitors are very aware of all of the art around the winery, as well as the passion that goes into the winemaking at Clos Pegase. I enjoyed walking around and interacting with all of the artwork and discovering all of the art within the winery. It is important that wineries choose some sort of theme, and this wineries theme of a combination of art and wine attracts visitors from all over.

the 1990s, the number of people in the world who are under 15 years of age is expected to increase from 1.1 billion to 1.5 billion (United Nations, 1994).

As a result of the demographic changes, the number of children in the world is expected to increase from 1.1 billion in 1990 to 1.5 billion in 2000 (United Nations, 1994).

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7. FROGS LEAP



7.01 Inside the "Farm House"

The large red barn on the property where Frog's Leap winery now resides was built in 1884. The barn was originally built for the Adamson Winery. In 1994, the building was renovated, and it became the home of Frog's Leap winery. The winery is surrounded by 40 acres of organic vineyards, and it owns and farms more land in the valley as well. The winery was founded by the Williams family, and established on a plot of land known as the frog farm, hence the name of their winery, "Frog's Leap." John Williams, a native New Yorker and former dairy farmer, is at the winery on a daily basis. Williams is a graduate of the Viticulture and Enology Masters program at UC Davis. He worked at a couple of other wineries before starting his own. He and fellow winemaker Paula

Moschetti handcraft and produce about 50,000 cases of wine each year (Frog's Leap). Frog's Leap is a very welcoming, home-like winery that is comfortable and accommodating to visitors.

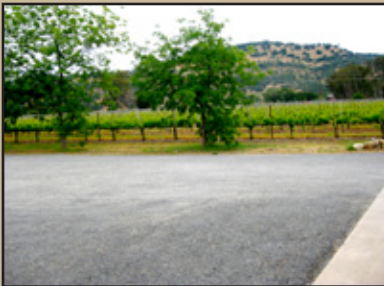
Frog's Leap stands out among other wineries because it has a different philosophy compared to others. When visitors arrive at Frog's Leap, it seems as if they are arriving at a farm. The winery is very unpretentious. Visitors drive up a dirt and aggregate driveway, and find themselves in a gravel parking lot. They must then use visual cues to find their way to the entrance of the tasting room, as signage is kept to a minimum. Next to the parking lot is a small grove with seating, surrounded by 3 very old olive trees. This grove is meant to allow arriving visitors to sit and relax, and not feel rushed into the winery. The tasting room is located in a newer building that is only three years old. The architecture of the building is meant to make it look like a farmhouse. The building is meant to match the old red barn in scale, but not be a replica. The color of the new building is a muted grey, so as not to take away attention from the red barn. The orientation of the buildings allow for a courtyard-like area, where there is a frog pond, pathways, planters, and seating. Interestingly, a Feng Shui consultant was brought in when the courtyard area was being landscaped. As a result, some planters were rounded out,

FROGS LEAP

Figures 7.02- 7.06



Front Entry Sign



Gravel Paving



Red Barn:
Barrel Storage
&
Wine Mixing



Edible Garden



Chicken Coop

Figures 7.07- 7.12



Frog Pond



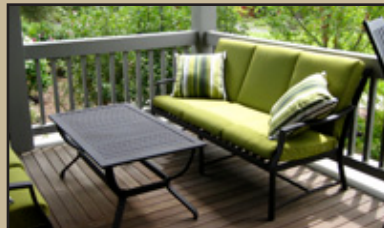
Table and Chairs



Signage



Bench Seating



Seating on
Visitors Center
Porch



Visitors Center

FROGS LEAP



7.13 Grove Next to the Parking Lot



7.14 View of Chickens on the Farm



7.15 Planter in Place of a Water Feature

and some pathways were moved so as to keep with the ways of Feng Shui. The landscaping on the property is drought tolerant. Frog's Leap practices sustainable and dry farming. They have minimized their economic footprint while also producing amazing wines.

Site furnishings on the property include the use of recycled lumbar for benches, chairs, and tables. There are chairs made out of old barrels. There are also newer site furnishings such as iron tables and chairs. The furnishings are all pretty simple and homely. There are fences surrounding the farm area of the winery. The winery not only has a vineyard, but it produces organic foods as well.

All in all, I thoroughly enjoyed my visit to Frog's Leap. This winery is very different than most wineries in the Napa Valley. The staff and owner are friendly, and the winery prides itself on its green outlook and organic foods and vineyards. The winery is interesting because the owner, Williams, decided to keep the old red barn on the property, and just renovate it instead of tearing it down. In addition, Williams expanded the winery by adding a building that now serves as the tasting room. This building is neat because it looks like a farmhouse, but is brand new and furnished in a modern, yet warm and comfortable feeling fashion. I will take the comfortable feeling and green outlook of this winery and incorporate it into the hypothetical plan for a Livermore winery.

the 1990s, the number of people with a mental health problem has increased in the UK, and the number of people with a mental health problem who are in contact with mental health services has also increased (Mental Health Act 1983, 1990).

There is a growing awareness of the need to improve the lives of people with a mental health problem. This has led to a number of initiatives, including the development of mental health services, the development of mental health care plans, and the development of mental health care teams. The aim of this paper is to describe the development of mental health care plans and to discuss the implications for practice.

The paper is divided into three sections. The first section describes the development of mental health care plans. The second section discusses the implications for practice. The third section discusses the implications for research.

The first section describes the development of mental health care plans. The development of mental health care plans has been a gradual process, and it is still in its early stages. However, there are a number of factors that have led to the development of mental health care plans.

One of the main factors is the increasing awareness of the need to improve the lives of people with a mental health problem. This has led to a number of initiatives, including the development of mental health services, the development of mental health care plans, and the development of mental health care teams.

Another factor is the increasing awareness of the need to improve the lives of people with a mental health problem who are in contact with mental health services. This has led to a number of initiatives, including the development of mental health care plans, the development of mental health care teams, and the development of mental health care networks.

A third factor is the increasing awareness of the need to improve the lives of people with a mental health problem who are in contact with mental health services. This has led to a number of initiatives, including the development of mental health care plans, the development of mental health care teams, and the development of mental health care networks.

The second section discusses the implications for practice. The development of mental health care plans has a number of implications for practice. These include the need to improve the lives of people with a mental health problem, the need to improve the lives of people with a mental health problem who are in contact with mental health services, and the need to improve the lives of people with a mental health problem who are in contact with mental health services.

The third section discusses the implications for research. The development of mental health care plans has a number of implications for research. These include the need to improve the lives of people with a mental health problem, the need to improve the lives of people with a mental health problem who are in contact with mental health services, and the need to improve the lives of people with a mental health problem who are in contact with mental health services.

The fourth section discusses the implications for policy. The development of mental health care plans has a number of implications for policy. These include the need to improve the lives of people with a mental health problem, the need to improve the lives of people with a mental health problem who are in contact with mental health services, and the need to improve the lives of people with a mental health problem who are in contact with mental health services.

The fifth section discusses the implications for practice. The development of mental health care plans has a number of implications for practice. These include the need to improve the lives of people with a mental health problem, the need to improve the lives of people with a mental health problem who are in contact with mental health services, and the need to improve the lives of people with a mental health problem who are in contact with mental health services.

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The eighth section discusses the implications for practice. The development of mental health care plans has a number of implications for practice. These include the need to improve the lives of people with a mental health problem, the need to improve the lives of people with a mental health problem who are in contact with mental health services, and the need to improve the lives of people with a mental health problem who are in contact with mental health services.

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8. V. SATTUI



8.01 Deli Inside V. Sattui Winery

V. Sattui winery was opened in 1976, however the Sattui family has over 100 years of winemaking history. Their family winemaking story begins back in 1882 when Italian winemaker Vittorio Sattui moved to San Francisco with his new wife, Kattarina. Vittorio was born in Genoa, Italy, and was actually a baker like his father in the small town of Carsi, Italy before he came to the United States. When Vittorio and Kattarina arrived in San Francisco, they saved enough money to open up a boarding house in the

Italian North Beach area of the city. In his spare time, Vittorio made wine, which he served to patrons in his boarding house. The reputation of the quality wines Vittorio made spread quick, and as a result, he was able to pursue a full-time career in winemaking and quit his bakery business. He named his business St. Helena Wine Cellars, after the city from which he purchased his grapes. At the time his shop was located on what is now Columbus Avenue in San Francisco. Vittorio did not only purchase his grapes, but during the harvest he would select grapes and transport them by horse and wagon to Napa, where he would then ship them to San Francisco. He moved his family and his winery to a different location in San Francisco, at which time he changed the name of his winery to V. Sattui Wine Company. The business thrived, selling to people even outside the state of California (V. Sattui).

All good things must come to an end though, at least temporarily, and this was the case for V. Sattui Wine Company. The Prohibition Act in 1920 caused Vittorio to close his family business, as he was adamant about obeying the law. The winery lay inactive for many years, and Vittorio continued to live in the building and grow old, until he died at the age of 94. Finally, in 1976, almost 60 years after Vittorio's winery was closed, his great-grandson Dario opened a new winery. It took a few years for Dario to find someone willing to invest in his new winery, but he did eventually find someone, and so began the reincarnation of the V. Sattui Winery. The winery produces about 70 percent of the grapes that it needs and uses for its wines. This lowers the cost of making the wines, and allows the winery to focus more on the quality of the wines.

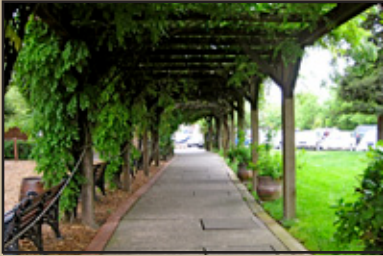
V. Sattui is in a very convenient location right off of Highway 29 just before you reach St. Helena. There is no grand driveway entrance to this winery, and visitors arrive at a long,

V. SATTUI

Figures 8.02- 8.07



Front Sign



Trellis Walkway



Signage



Fountain



Paving



Trash Receptacle

Figures 8.08- 8.14



Site Furnishing:
Old Wagon



Planters



Bench Seating



Building
Architecture



Picnic Area

V. SATTUI



8.15 V. Sattui Winery



8.16 Large Valley Oak Tree

narrow parking lot. Visitors follow a trellis-covered pathway, past site furnishings, and arrive at a large round fountain, which serves as the “grand entrance furnishing”. They can then sit and have a lunch, or proceed into the tasting room and deli. The winery has tons of almost natural looking landscaping as well as ivy growing on the buildings. The winery has very inexpensive tastings, starting at only \$5 for a flight. This may be one of the reasons that the winery gets so much tourism. There are many wineries within the Napa Valley do not allow people to eat or picnic on their property. On the other hand, V. Sattui Winery has many picnic tables that lay in shaded areas, as well as a full deli full of fresh authentic Italian meats and cheeses. Visitors can purchase various other food items as well. The ability to relax and have a picnic, coupled with the fact that V. Sattui has a full deli and food area is very ideal to visitors, and seems to attract them more. I visited the winery on a Monday morning and it was packed. It was the one and only winery that I had to wait at, out of the many wineries that

I visited on the different days that I was in the Napa Valley.

The theme of the winery is of the family’s long history. The site furnishings are older looking and there are not any modern furnishings present. There are 250-year-old Oak trees on the property, as well as landscaping that is manicured but looks like it has been growing for years. I enjoyed the welcoming and laid back feel of this winery. Its site furnishings include wooden chairs, wooden picnic tables, and reused wine barrel planters. Everything has character and that is what I find attractive about this winery, among other reasons. This winery is successful in a sense that many people relate food and wine, and this winery enables visitors to enjoy both.

9. ST. SUPÉRY



9.01 Interactive Area Inside St. Supéry

The Skalli family owns St. Supéry Vineyards and Winery. In the 1970's, Robert Skalli was traveling through the Napa Valley when he became inspired by the valley to create a winery. The Skalli family has been making wines for several generations, and has origins in France. The winery owns land in Rutherford and on a historic cattle and horse ranch called Dollarhide. At the Dollarhide property, vineyards are planted with varieties of grapes from Bordeaux, France. The Rutherford property contains vineyards with

Cabernet Sauvignon grapes. St. Supéry does not purchase any grapes. All of its wines are made from estate-grown grapes, and as a result, the winery is able to control the entire process of the creation of their wines (St. Supéry).

St. Supéry is located just off of Highway 29. It has signage that is easy to read, and a grand tree-lined driveway entrance. Visitors drive down the driveway and get a clear view of the white Queen Anne Victorian house, called the Atkinson house. The Atkinson House was built in 1882. Visitors then arrive at the parking lot. The ground is decomposed granite, with art installations by artist Benbow Bullock (St. Supéry). The sculptures at the front are neat and described by Bullock as stationary kinetic sculptures because they have no moving parts, but when the sun shines through them the different colors reflect onto the ground, creating a mellow light show for visitors. The main building, where the art gallery, tastings, and self-guided tours are, is a square building partly covered in ivy. The building largely contrasts the Atkinson house in both size and architecture.

Site furnishings include metal tables and chairs, and simple bench seating. There did not seem to be much of a theme present outside. There is a display vineyard with a wooden bridge and natural bioswale-looking drainage area that are aesthetically pleasing. Other than that, the landscaping and site furnishings are simple and do not really give visitors a sense of comfort. Near the display vineyard there is trellis that provides shade for visitors. The winery seems to focus more on bringing visitors inside, where there is a very interesting and informative self-guided tour waiting for them. The tour leads visitors upstairs where there is an interactive

ST. SUPERY

Figures 9.02- 9.06



Front Sign



Tree-Lined
Entrance
Driveway



Seating and
Open Area
at Entrance



Building
Architecture
&
Main Entrance



Trash
Receptacle

Figures 9.07- 9.11



Art at
Entrance



Building
Architecture



Bench Seating



Signage &
Display Vineyard



Trellis Shade
Structure

ST. SUPÉRY



9.12 Outside View



9.13 View From Entry Area

area, as well as art and educational displays.

I did not see much of a theme at St. Supéry, except for the apparent simplistic furnishings. The Atkinson house is beautiful. The Atkinson house and the demonstration vineyard are the most interesting and aesthetically pleasing from the outside for visitors. And the indoor walking tour is definitely interesting and different from other wineries. What I am going to take from St. Supéry is the tree-lined driveway and the learning self-guided, art gallery area. In addition, the outside art installations are interesting, as well as St. Supéry's front sign.

10. STERLING



10.01 View From the Aerial Tram

Sterling Vineyards was founded in 1964 by Peter Newton. Newton did not have years of experience making wines at the time, but was a, “British international paper broker, Oxford University graduate, and former London Financial Times writer” (Sterling). What drew Newton to the Napa Valley was the quality of Californian wines, and the beauty of the valley. He proceeded to purchase 50 acres of land in Calistoga with a vineyard already on it. He soon purchased more land and expanded his vineyards. In 1971, the construction of the winery begins. Martin Waterfield designed

the Mediterranean-style building. The inspiration for the architecture of the winery stems from Mykonos, a Greek island where Newton has lived. The winery opened to the public in 1972, but the visitor’s center did not open until 1973. This is also when the aerial tram that Sterling is now famous for opened. The tram takes visitors from the parking lot up to the area with the tasting room, self-guided walking tour, and winery.

When visitors arrive at Sterling Vineyards, they drive down a long, tree-lined driveway and around a building where they arrive at the parking lot. They can then proceed to the tram ticket window and purchase a tramway ride up the hill, which includes a tasting of a flight of wine in the price. The tram allows visitors to see from a bird’s eye view. Visitors then arrive at the top of the hill where they exit the tram and find themselves at the large winery. At this point visitors have the choice of following the self-guided tour or going up a set of stairs into the tasting room and gift shop area. The self-guided tour starts with leading visitors along the outside of the winery along a wraparound porch-like area, and into the winery. The tour leads visitors through the winery, and finally outside onto the terrace area filled with seating and a spectacular view of the valley. Ironically, there are signs saying “no picnics” in this area, despite the tables and chairs, and seemingly perfect spot for a picnic. Another negative I noticed about Sterling Vineyards is that the tasting terrace has a wide handrail that sits at viewing height when seated. This prevents visitors from seeing much while tasting wines. However, the view of the valley makes up for these areas where Sterling is seemingly lacking.

STERLING

Figures 10.02- 10.07



Front Sign



Tree-Lined
Entrance
Driveway



Tramway
up to
Visitors Center
& Winery



Building
Architecture
& Trellis
Shade Structure



Building
Architecture
&
Site Furnishings



Trash
Receptacle

Figures 10.08- 10.13



Signage



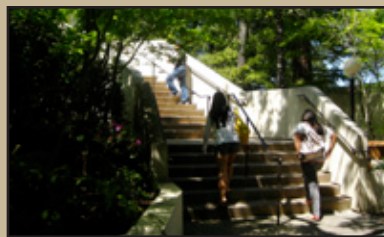
Paving



Railing



Site Furnishing:
Old Cabinet



Staircase



Railing

STERLING



10.14 Map of Sterling Vineyards



10.15 View Inside the Winery

Sterling Vineyards is very different from all of the other wineries in the Napa Valley in a few different ways. First of all, it is the only winery with an aerial tram. It is also the only winery that has a giant, Greek-inspired winery built up on a hill. Other wineries have self-guided walking tours, but Sterling Vineyard's tour is interesting because it leans visitors through the building where they find themselves in a large area looking down on barrels, passing artwork, and out into an open terrace area. This all leads to the general theme of the winery, which is a contemporary take on a historical architectural style. The tram is a relaxing way to make one's way up to the winery. It is a fun experience wandering around the winery and discovering new areas. The winery attracts many visitors looking for that different and original wine country experience, and these aspects make it popular and memorable.

11. WINERY DESIGN GUIDELINES

DESIGN CHARACTERISTICS AND GUIDELINES

1. A **grand entrance** makes a wonderful impression to visitors driving through the valley. An impressive entrance can draw in visitors who may have otherwise been merely passing by.
2. The winery must have at least one **main aspect that defines it**, ie: art from around the world, a tram ride, original architecture, etc. Defining characteristics attract new visitors as well as make a winery more memorable, encouraging repeat visitors.
3. **Shady seating areas with either a view or significant water feature.**
4. Winery-guided or self-guided **tours** that allow visitors to learn about and see the winery and its surrounding grounds.
5. **Ease** when parking and finding the main entrance and/or visitors center. Wineries that are difficult or confusing to navigate may discourage visitors.
6. A **general theme of site furnishings** helps pull together the winery as well as helps define a winery, as mentioned above.
7. **Picnic** areas. People love to enjoy their wine with good food.
8. When adding new buildings, decide whether to keep the architectural styles consistent and focus on **historic preservation**, or whether to add a **completely new architectural style** to the site. Choose wisely.
9. Defining and clear winery **signage**. This is the first thing visitors see as they drive past or arrive at a winery.
10. A **vineyard** that visitors can see, and even better, walk through or touch.
11. Landscape that includes **gardens** and well-manicured landscaping.
12. **Sustainable practices** such as building with LEED certification in mind. This includes sustainable buildings, landscapes, water use and energy use.



11.01 Interactive Area at St. Supéry

“LEED is an internationally recognized certification system that measures how well a building or community performs across all the metrics that matter most: energy savings, water efficiency, CO2 emissions reduction, improved indoor environmental quality, and stewardship of resources and sensitivity to their impacts.”

- U.S. Green Building Council

12. WINERY DESIGN

SITE INFORMATION

The Napa Valley has bloomed into a thriving viticultural area. Even though Napa County is one of the smallest counties in California, it is one of the most well-known and most frequently visited areas. Nearly 5 million people visit the Napa Valley each year, while Livermore only receives about 500,000 visitors a year. Napa does have over 300 wineries, which dwarfs the 50 or so wineries that Livermore has. But do not let this mislead you, because many wineries in Livermore have been in existence longer than many wineries in the Napa Valley have, such as Concannon Winery, which was established in 1883. My goal was to find out what characteristics, both physical and experiential, attract so many visitors to the Napa Valley. With these findings, I was able to develop my new plan for a hypothetical winery in Livermore, CA.

Livermore is also located in northern California. It is part of the same climate zone as the Napa Valley; both are part of Sunset's Zone 14 (Brenzel, 46). Livermore is east of the San Francisco Bay Area, about 30 miles inland. It is only about an hour and a half drive away from the Napa Valley, however Livermore does not receive nearly as many tourists as the Napa Valley does. The scope of my project does not include information pertaining to why the Napa Valley is a more popular tourist destination, however it addresses aspects of wineries in the Napa Valley that are aesthetically pleasing or are innovative and different. In addition, my project points out the characteristics about each winery that make it appealing to visitors. The ultimate results are the design guidelines in the previous section, as well as a rendered illustrative plan for a hypothetical winery in Livermore, CA and accompanying graphics.

When referring to my new design, the word "successful" can have many different definitions. When I refer to creating a successful new design for a hypothetical winery in Livermore, I use the word successful to refer to a design that will attract visitors, based upon my findings from my site visits in the Napa Valley. During my site visits to the wineries in the Napa Valley, I searched for any elements or themes at each winery that seemed interesting or like they kept reappearing in more than one winery. I took note of these elements as well as the general layout of the wineries and came up with my new design for my hypothetical winery, named "Livermore Winery".

The new design incorporates sustainable practices in addition to design elements that I found ideal in the other wineries visited. One main aspect about the site that I chose for this hypothetical winery is that it is in a location on a hill. Views are very important, and the site chosen is right off of a street that is slightly uphill. The site is about 15 acres in size.

WINERY DESIGN

WINERY LAYOUTS

The following images are aerial photos of each winery taken from Google Maps. Each image has the break down of the vehicular circulation and parking (yellow), the buildings (red), and the water features (blue) at each winery. The purpose of these images is to show general information about the site each winery is located on. The scale is shown on the bottom left, center, or right of each photo.



12.01 Artesa Aerial Photo



12.02 Beringer Aerial Photo

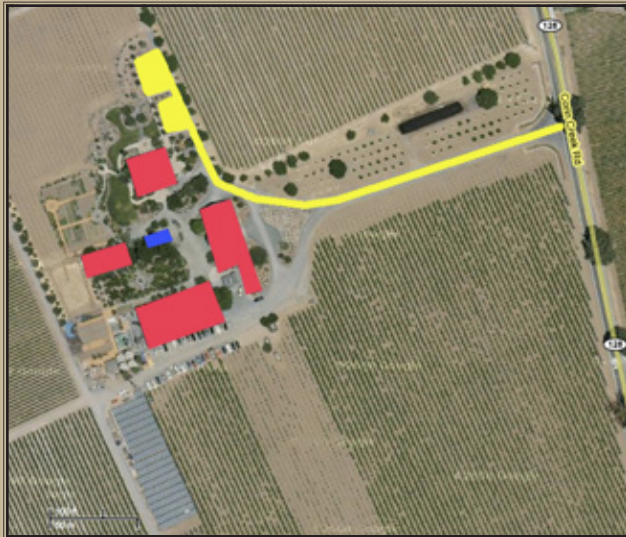


12.03 Clos Pegase Aerial Photo



12.04 Castello di Amorosa Aerial Photo

WINERY DESIGN



12.05 Frog's Leap Aerial Photo



12.06 V. Sattui Aerial Photo



12.07 St. Supéry Aerial Photo



12.08 Sterling Aerial Photo



WATER



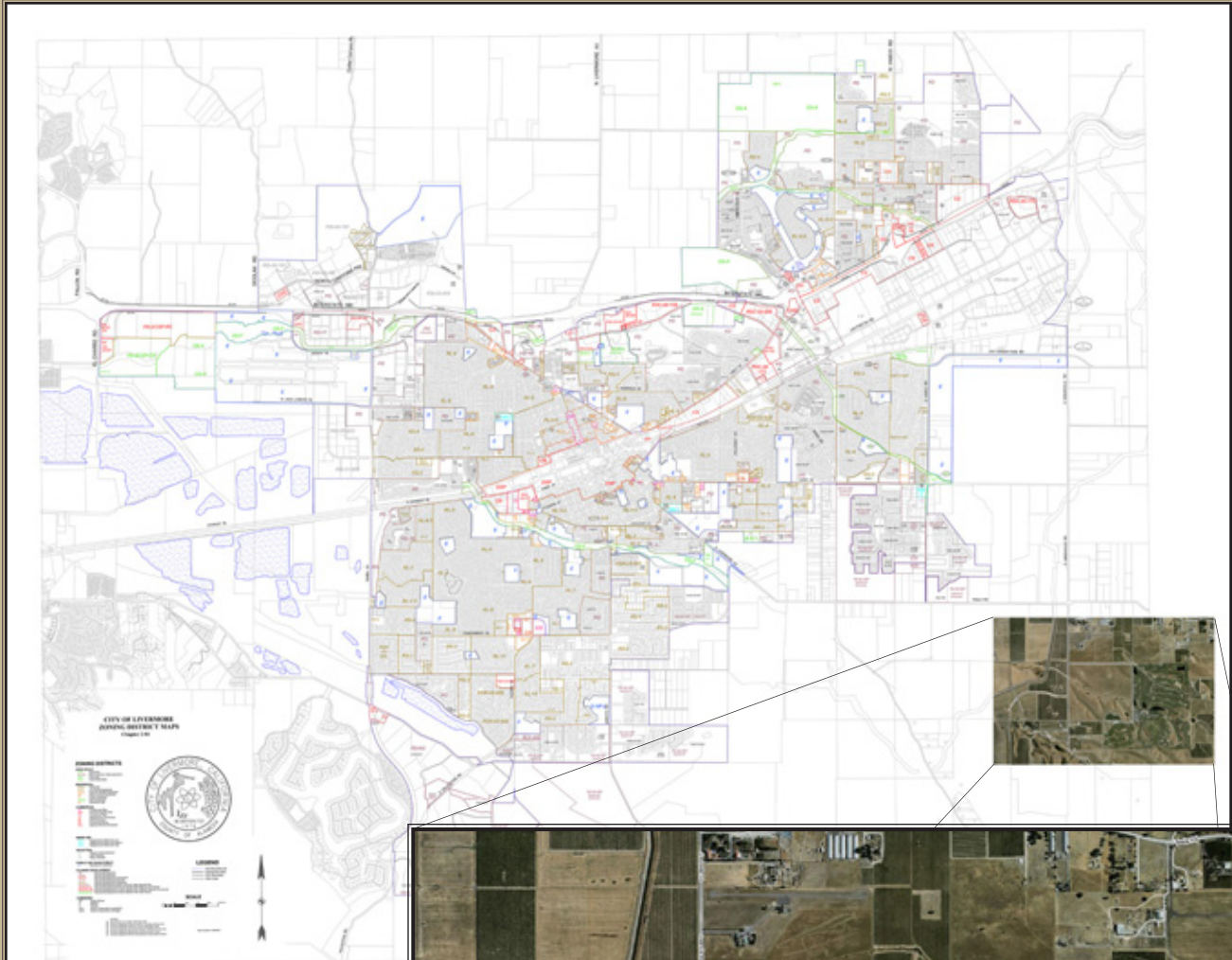
ROADS
&
PARKING



BUILDINGS

WINERY DESIGN

LIVERMORE SITE



12.09 Large Map of Livermore with the Site in Context



Site for Hypothetical Winery

WINERY DESIGN

NEW DESIGN



12.10 Livermore Winery Design

WINERY DESIGN

DESIGNGRAPHICS

12.11 Example Images Collage



WINERY DESIGN

DESIGN DESCRIPTION

I created the new design to be as green, sustainable, and environmentally friendly as possible for the large site and big plans I had in store for the winery. To do this, the buildings are all designed very tall so their footprints can be smaller. The landscaping would be xeriscaped except for a large edible garden and the larger trees, and the winery would have a solar farm on its property. The new design has three main buildings. One building contains the winery where all of the winemaking takes place. Another building contains the visitors' center, which includes the tasting room, self-guided tour, and gift shop. The last building contains the administrative offices.

The winery design was inspired by the other wineries in various ways. The amount of buildings is influenced by the way I enjoyed the way different buildings were used at wineries such as Beringer and V. Sattui. To increase the amount of LEED certification points possible, there would be a shower on the property as well as bike parking, similar to what Frog's Leap did. The site furnishings are similar to what I saw during my winery site visits, which are contemporary and comfortable. The trash receptacles are old wine barrels. I included a shaded trellis system like the one I saw at V. Sattui. This shade structure would allow visitors to taste wine and enjoy the organically grown foods on the property during the hotter months in a more comfortable fashion. There is a main, tree-lined driveway that leads up to the winery's main building. The inspiration for this design came from the tree-lined driveways at St. Supéry and Castello di Amorosa.

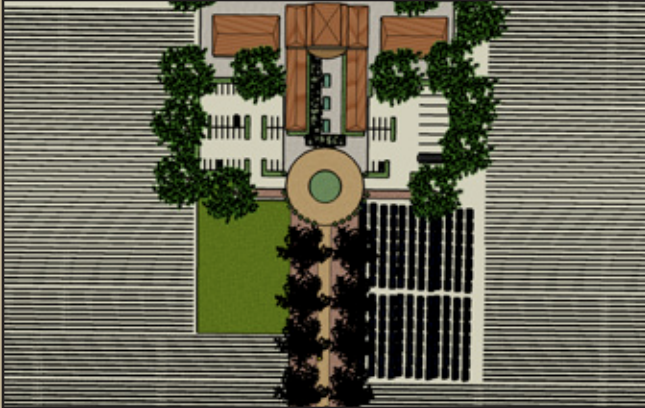
The design is large yet fairly simple. The main driveway leads visitors to a roundabout where they go left if they are in cars, or right if they are in a bus. There is a solar farm, vineyard, and edible garden, all of which visitors are able to walk through. Although it is not visible from the plan and graphics, I would include an art gallery and self-guided walking tour inside the main tasting room building. Hopefully all of this, coupled with comfortable seating and a friendly staff, would attract visitors and help promote Livermore as another winemaking region in California.

PLANT INFORMATION

Livermore falls in Sunset Western Garden Book's Zone 14 Climate Zone. This zone is defined as "Northern California's Inland Areas with Some Ocean Influence" (Brenzel, 45). As always, native, drought-tolerant plants that require little or no irrigation are always ideal. This goes along with the green and sustainable mindset that I tried to maintain throughout the design of my winery. Xeriscaping would be used as much as possible. Non-xeriscaping plants that would be included are those used in the edible garden, and the large trees on the property.

WINERY DESIGN

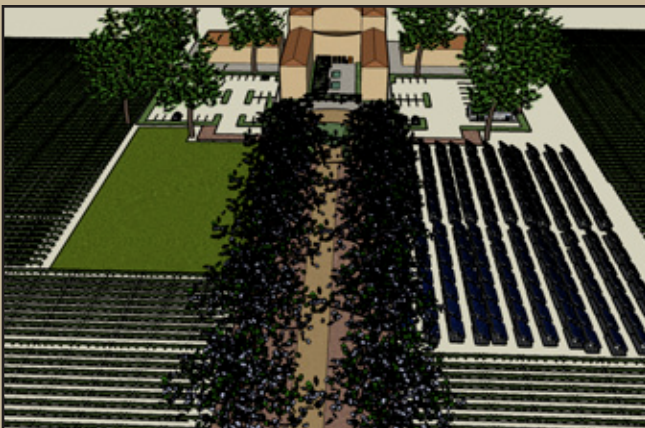
DESIGN PERSPECTIVES



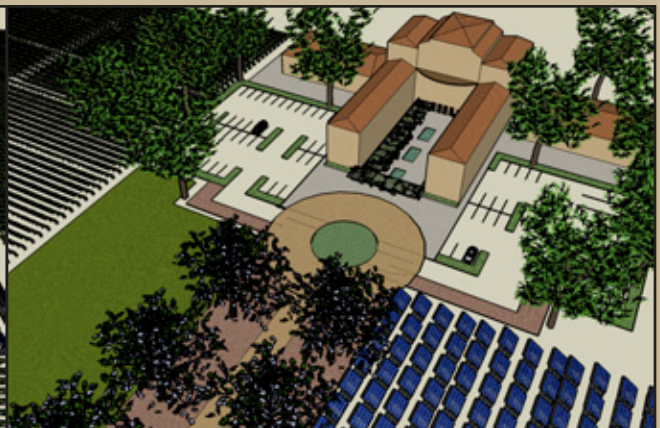
12.12 Aerial View of Winery



12.13 Tree Lined Driveway



12.14 Front Perspective



12.15 Parking Lots

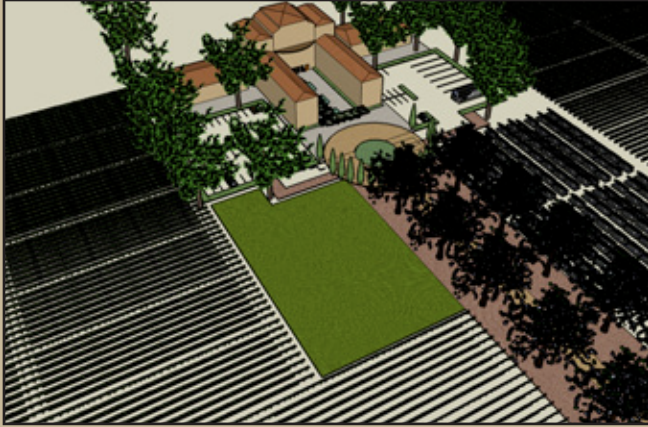


12.16 Winery Courtyard

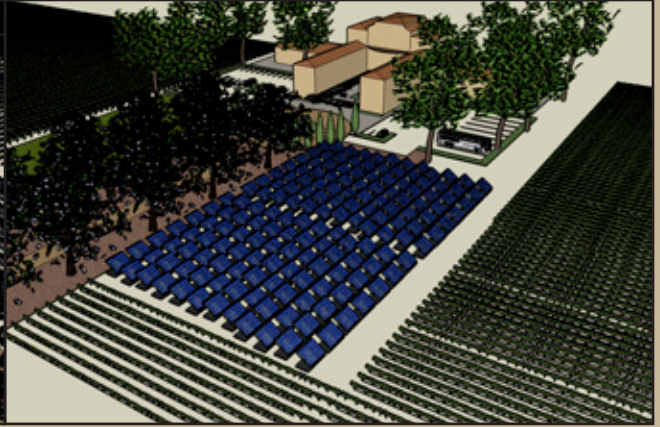


12.17 Courtyard Furniture

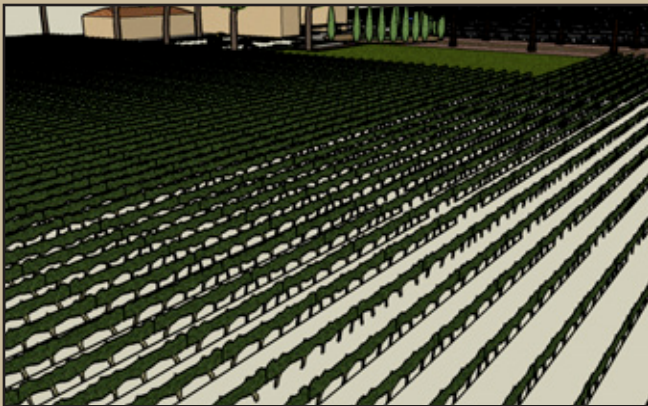
WINERY DESIGN



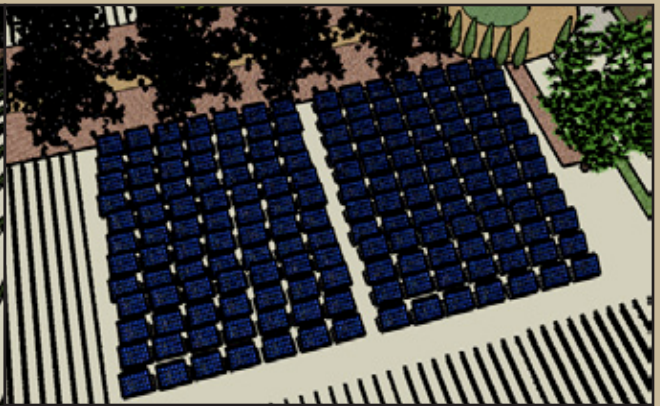
12.18 Bird's Eye View From Left



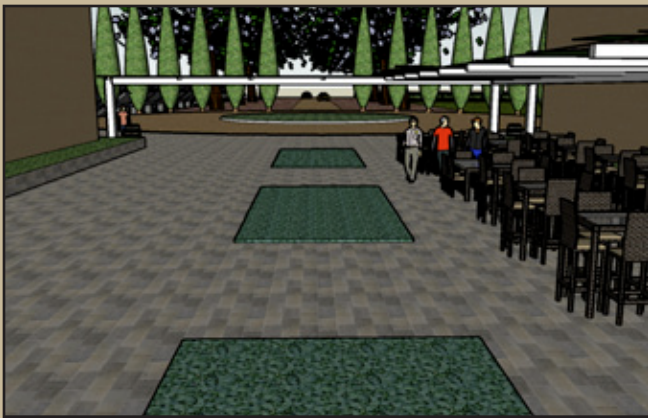
12.19 Bird's Eye View From Right



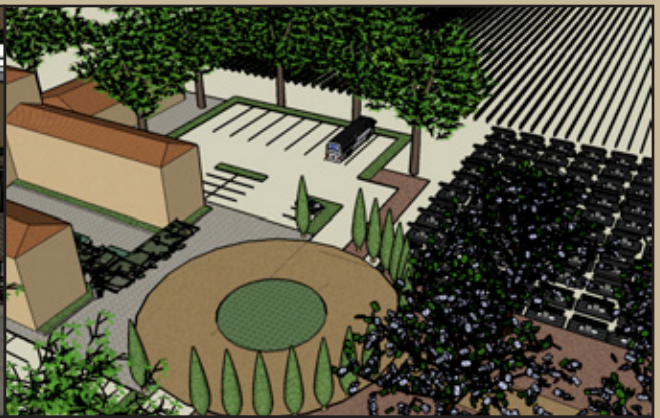
12.20 Vineyard



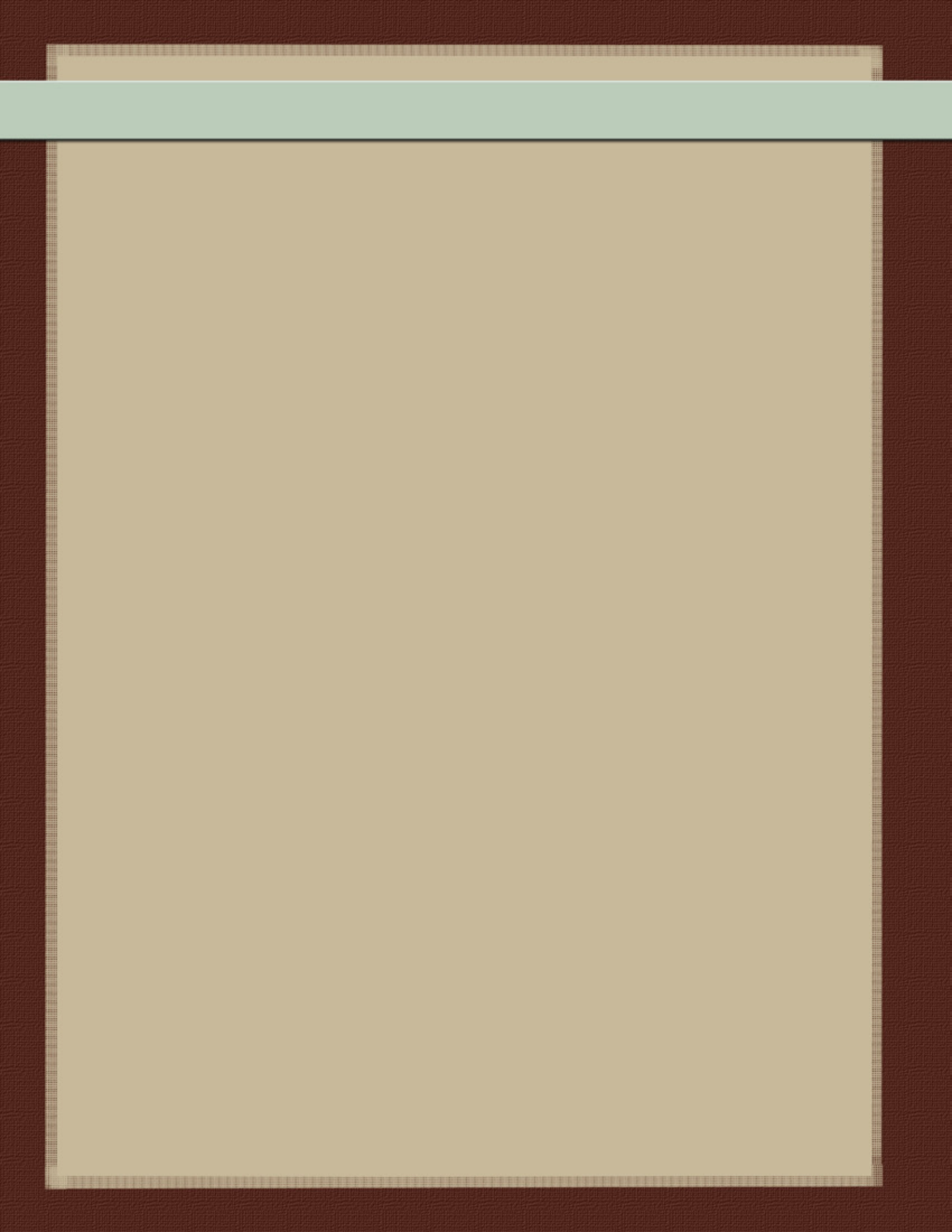
12.21 Solar Farm



12.22 View from Inside Courtyard



12.23 View of Bus Parking Lot



GLOSSARY

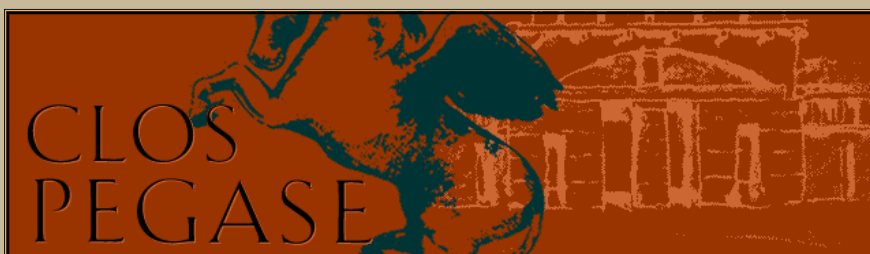
- Aesthetic: Concerned with beauty or the appreciation of beauty.
- Agritourism: A style of vacation that normally takes place on a farm or ranch. Considered to be a niche or uniquely adapted form of tourism and is often practiced in wine growing regions such as Australia, Italy, Portugal, Spain, and North America.
- Architecture: The complex or carefully designed structure of something.
- Art: In the title of my project, this means the creative process and ultimate design of the architecture, landscape, and various characteristics of wineries.
- Landscape: All the visible characteristics of an area of countryside or land, often considered in terms of their aesthetic appeal.
- Napa: A commercial city in north central California, hub of winemaking.
- Phylloxera: Fatal vine pest which destroys the soft vine roots of *Vitis vinifera* cultivars. The only remedy is to replant on phylloxera-resistant rootstocks. The roots of most Native American & hybrid vines are immune to the effects of the pest., the main species of grapes grown to make wine.
- Signage: Signs collectively, especially commercial or public display signs.
- Vineyard: A plantation of grapevines, typically producing grapes used in winemaking.
- Viticulture: The cultivation and study of grapevines.
- Winery: An establishment where wine is made.
- Xeriscape: A style of landscape design requiring little or no irrigation or other maintenance, used in arid regions.

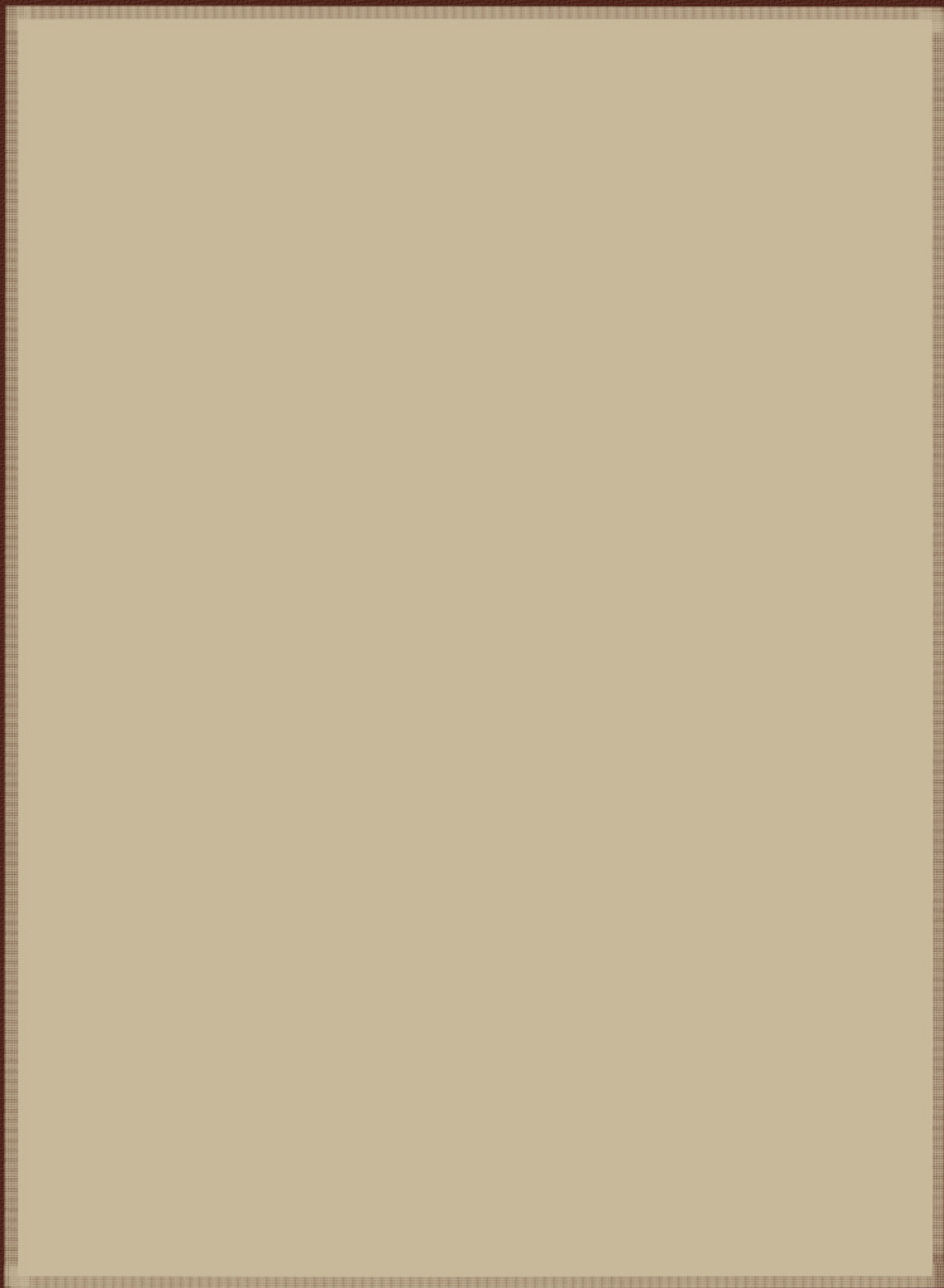
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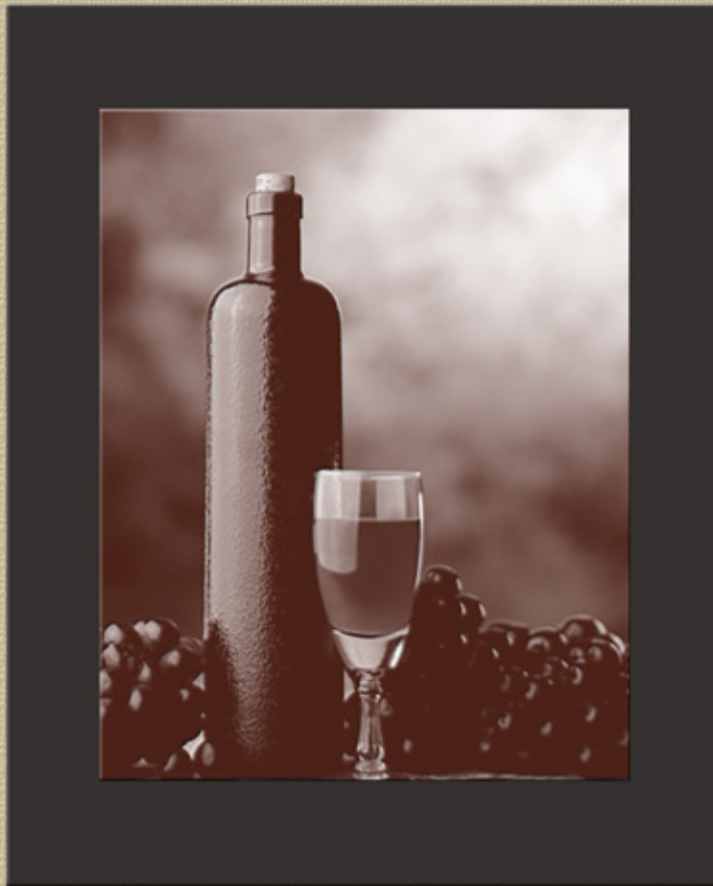
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WINERIES INCLUDED IN PROJECT

Napa Valley, California







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"Making good wine is a skill. Fine wine is an art." Robert Mondavi