



ATTACHMENT A

This forms part of application
LL22-0002

Planner Initials

City of Kelowna
DEVELOPMENT PLANNING





THE VIEW
WINERY & VINEYARD

City of Kelowna
Community Planning
1435 Water Street, Kelowna
V1Y 1J4



ATTACHMENT		B
This forms part of application		
# LL22-0002		
Planner Initials	JI	 City of Kelowna <small>DEVELOPMENT PLANNING</small>

February 16, 2022

To whom it concerns.

I am writing this letter of intent to describe three proposed Special Event Areas at our winery establishment. Please note that only one Special Event Area would ever be used at one time.

Area 1 – Vineyard Block 11: The first area would be used for Vineyard dinners in which we provide catered meals to guests.

Area 2 – Open Space Between Blocks 3 and 4: The second area would be used for group activities such as yoga and fitness sessions followed by alcoholic and non-alcoholic refreshments and light snacks. This area may also be used for intimate events such as wedding ceremonies and celebrations of life followed by refreshments as well as intimate musical or theatre events where beverages and snacks would be provided.

Area 3 – Orchard Picnic Area: The third area would overlap our current Picnic Area Endorsement and would be used for live music performances and Cider/Wine Maker lunches and dinners. Charcuterie and light snacks as well as non-alcoholic beverages are available in this area.

The View Winery is in a rural, agricultural area in South-East Kelowna. We sit on 88 acres of orchard and vineyard with no immediate neighbors to the north or west. We do have neighboring acreages to the south and east of our property, but the residences are set back away from our proposed Special Event Areas and potential for noise and disturbances is minimal. The look and feel of our historic family-owned estate celebrates agriculture and pays homage to 5 generations of farming. Our intention is not to conduct loud, raucous parties on our land, but rather to be able to provide a relaxed, authentic experience where guests have an opportunity to experience the beauty of our orchards and vineyards while enjoying the wines and ciders made from our crops. We do not wish to hold large events on our property. The maximum person capacity for each area would be 50 people. Our intent would be to host events in any of the three areas only during daylight hours which will minimize any possible disturbances to neighboring properties.

Thank you for your consideration. If you have any questions, please do not hesitate to reach out to me directly.

Warm regards,

Jennifer Molgat
President

The View Winery

The View Winery and Vineyard
#1 2287 Ward Road Kelowna, BC V1W 4R5 250-860-0742
www.theviewwinery.com



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ATTACHMENT B	
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Planner Initials Jl	 City of Kelowna DEVELOPMENT PLANNING



February 16, 2022

To whom it concerns.

I am submitting this **Project Rationale** to illustrate the benefits and possible challenges of licensing three proposed Special Event Areas at our winery/cidery establishment. Please note that only one Special Event Area would ever be used at one time.

The View Winery is set on an 88 acre, fifth-generation, family-owned property 15 minutes from downtown Kelowna. We own adjacent orchards and vineyards on a separate parcel which brings our acreage up to 103 acres in total. We are committed to making our family farmland viable for generations to come. Currently we employ 20 full time staff. Part of our business model is creating unique events for guests that allow them to experience our agricultural property in an authentic way. The events we hope to offer with this project feature opportunities for guests to immerse themselves in the sights, sounds and feel of our orchards and vineyards while enjoying a glass of wine or cider made from the fruit grown here. As an example of the uptake in authentic, experiential opportunities for visitors; this winter we are offering snowshoeing tours through our orchard rows and vines followed by a simple cheese and chocolate fondue. We were thrilled to be booked solid for the month of January and saw 400% increase in wine and cider sales from our onsite-retail store compared to previous years during this time frame. February continues to be very busy. Approximately half of our guests are out of town visitors. We realize that authentic guest experiences appeal, not only to our local guests, but also to out of town guests.

Benefits:

With this project we hope to provide unique, memorable winery and cidery visits which ultimately contribute to healthy agritourism, winery and cidery industries and benefit our local economy.

Possible problems:

- Impact on neighbours – noise, parking
- Proximity to main building - toilets

Area 1 – Vineyard Block 11: There are no nearby neighbors that would be affected by events held in this location as Area 1 is set in the inner areas of our vineyard/orchard. The concept is that guests would meet in our tasting room and then be guided through the orchard/vineyard to the long-table setting. A parking area on the winery premises is available. Portable toilets and handwash stations would be available in the orchard/vineyard.

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