



**NAPA COUNTY**  
**CONSERVATION, DEVELOPMENT & PLANNING DEPARTMENT**  
 1195 Third Street, Suite 210, Napa, California, 94559 • (707) 253-4417

**APPLICATION FOR USE PERMIT**

FOR OFFICE USE ONLY

ZONING DISTRICT: AP Date Submitted: 4-23-09

REQUEST: to establish a 30,000 gal per yr Date Complete: \_\_\_\_\_

winery with caves. Date Published: \_\_\_\_\_

ZA CDPC BS APPEAL

Hearing \_\_\_\_\_

Action \_\_\_\_\_

**TO BE COMPLETED BY APPLICANT**

(Please type or print legibly)

Applicant's Name: J Cellars Investments, LLC, a California limited liability company

Telephone #: (707) 812 - 3441 Fax #: (727) 683 - 9485 E-Mail: \_\_\_\_\_

Mailing Address: 4455 Saint Helena Highway Calistoga, CA. 94515

Status of Applicant's Interest in Property: Owner

Property Owner's Name: Same as above.

Telephone #: ( ) - Fax #: ( ) - E-Mail: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Site Address/Location: 4455 Saint Helena Highway Calistoga, CA. 94515

Assessor's Parcel #: 020-180-058 Existing Parcel Size: 25.96

I certify that all the information contained in this application, including but not limited to the information sheet, water supply/waste disposal information sheet, site plan, floor plan, building elevations, water supply/waste disposal system site plan and toxic materials list, is complete and accurate to the best of my knowledge. I hereby authorize such investigations including access to County Assessor's Records as are deemed necessary by the County Planning Division for preparation of reports related to this application, including the right of access to the property involved.

Signature of Applicant

Date

Leo Bartholomew Irrevocable Trust for Joseph

M. Bartholomew Print Name

Its: Member

By: Joseph M. Bartholomew, Trustee

Signature of Property Owner

Date

Leo Bartholomew Irrevocable Trust for Joseph

M. Bartholomew Print Name

Its: Member

By: Joseph M. Bartholomew, Trustee

**TO BE COMPLETED BY CONSERVATION, DEVELOPMENT AND PLANNING DEPARTMENT**

\*Application Fee Deposit: \$ 8,260.<sup>00</sup> Receipt No. 73857 Received by: Phel Date: 23 Apr 09

\*Total Fees will be based on actual time and materials

## **PROJECT STATEMENT FOR JOSEPH CELLARS WINERY**

J. Cellars Investments, LLC ("Winery") proposes to establish a 30,000 gallon per year winery at 4455 St. Helena Highway, Calistoga, known as Napa County Assessor's Parcel Number 020-180-058. The 25.96 acre parcel is zoned Agricultural Watershed and currently contains an established Bed and Breakfast with a single family residence. This proposal contemplates the construction of caves and a two story building for the winery. In addition, Winery proposes to conduct private tours and tastings and marketing events.

### **Caves and Building**

Winery proposes to develop 15,798 sq. ft. of caves and a two-story winery building with 4702 square feet of interior space and a 2009 square foot viewing deck. The applicant currently plans to simultaneously construct both the caves and the winery building. But, in light of current economic conditions the applicant believes it prudently must anticipate the possibility of needing to develop the project in two phases and hereby requests approval for construction of a first phase comprised of the caves along with the two restrooms adjacent to the cave, the circulation roads, the complete sewage disposal system and the left-turn lane on Highway 29. In the event winery is constructed in two phases the retaining walls and portals that are visible from Highway 29 will be stained in an earth-tone color to reduce visibility.

In order to mitigate the impact of the fully-completed project, the winery building shall be built near the base of the slope, outside the required 600 ft. winery setback. In addition, the applicant has designed the winery building so it has reduced visibility to neighbors on the southern boundary, by orienting the building's perspective so it will face to the northeast, rather than toward the adjacent properties. Also, the caves will be designed to exceed the size of the winery building to minimize the mass of the project.

During construction forty nine (49) trees will be removed, many of which have impaired health and none of which are protected species. Winery had Pacific Tree Care evaluate the conditions of the trees and make recommendations regarding tree replacement. Winery agrees to implement all of the listed recommendations set forth in the Pacific Tree Care Report, including evaluation and monitoring all trees before removal to ensure they do not provide habitat for protected species.

Finally, the applicant contemplates that the cave spoils will be wholly utilized for all of the road beds and other fill on-site. Should off-site disposal be required the applicant will submit its proposed disposal sites and truck circulation plan to the Planning and Public Works Department for review and approval.

## **Parking Area**

The project will have one parking area with twelve (12) spaces located adjacent to Cave Portal No. 1. Winery will prepare and submit a landscape plan for approval by the Planning Department that will cause the parking area to be fully screened by the planting of the replacement trees adjacent to and below the parking area.

## **Private Tasting**

Winery proposes to develop one private tasting room in the caves and additional tasting areas in the winery building. The maximum number of guests for private tastings shall not exceed seventy five (75) persons per day. The tasting areas shall be open seven (7) days a week from 10 a.m. until 6 p.m. The caves will be constructed to meet all current Type III requirements including automatic fire sprinkling.

## **Marketing Events**

Winery proposes to hold two (2) private wine and food pairing activities per week with a maximum forty (40) person attendance. In addition, winery will conduct up to two (2) wine auction and release party events per year with a maximum of two hundred (200) guests per event (which events will have portable toilet facilities and shuttles to the site, when necessary). Foods for wine pairings and private lunches and dinners will be prepared in the kitchen located on the second floor of the winery building, or catered. In addition, all of the dishware and utensils utilized for these meals shall be cleaned at the Winery unless removed by any caterers (the sewage disposal availability analysis conservatively assumes that all cleaning activities will occur on-site). There will be no amplified outdoor music and the marketing events will conclude no later than 10 p.m. with clean-ups completed no later than 11 p.m. All marketing events shall be scheduled to avoid peak traffic times. In light of the Type III classification for the caves Winery intends to conduct some of its marketing events within the caves.

To minimize impacts on the adjacent vineyard, Winery has intentionally minimized the regular parking area for the project. During Monday through Friday business hours the marketing event guests will count toward the maximum seventy five (75) person per day visitation level requested in this application, so the parking for the marketing event attendees will park in the regular parking area. For evening marketing events, or marketing events scheduled for the weekend when production activities will not be undertaken, the circulation area below the winery building will be utilized for marketing event guests.

### **Employee Kitchen**

Winery proposes to establish an employee kitchen and break room for use solely by its employees. This kitchen and break room shall be located on the first floor of the two story building.

### **Bed and Breakfast**

The bed and breakfast/single family residence has been in existence for more than twenty five (25) years and is operating under Use Permit No. BB-38485. In addition, all transient occupancy taxes have been paid. In the event that any Bed and Breakfast guests visit the Winery, such persons shall be counted toward tasting and marketing event limits.

### **Employees**

Winery proposes to hire four (4) full time and four (4) part time employees for a total of eight (8) employees. The hours of operation for all employees in the office shall be from 8 a.m. to 6 p.m.

### **Water and Wastewater Analysis**

The Phase 1 Water Analysis clearly shows there is more than enough water for the production, events, visitors, bed and breakfast/single residence and tasting visitors. The allowable water limit is 19.7 AF per year and the estimated proposed use is 5.6 AF per year.

Applied Civil Engineering also prepared a wastewater analysis that encompassed the proposed project along with the existing bed and breakfast/single family residence. The analysis includes proposals for three (3) wastewater systems, any of which can accommodate peak wastewater on the parcel.

Winery requests approval of this use permit application to establish a 30,000 gallon per year winery with a maximum of seventy five (75) guests per day for private tours and tastings, marketing events to include two (2) private food and wine events per week with a maximum of forty (40) guests in attendance with all meals prepared at the winery and two (2) wine auction and event release events with a maximum of two hundred (200) in attendance and the construction of caves and a two-story winery building.

## **MARKETING PLAN**

1. Private Wine and Food Pairings prepared in the kitchen or catered:
  - a. Frequency – 2 per week
  - b. Maximum number in attendance – 40
  - c. Location – two story winery building and caves
  - d. Restrictions –
    - i. no outdoor amplified music
    - ii. events to end no later than 10 p.m. with clean-ups to end no later than 11 p.m.
    - iii. For all events held Monday – Friday before 6 p.m., all guests shall be counted against the maximum number of 75 guests per day allowed for private tours and tastings by appointment only
2. Wine Auction Event:
  - a. Frequency – 1 per year
  - b. Maximum number in attendance – 200
  - c. Location – two story winery building and caves
  - d. Restrictions –
    - i. no outdoor amplified music
    - ii. events to end no later than 10 p.m. with clean-ups to end no later than 11 p.m.
    - iv. For all events held Monday – Friday before 6 p.m., all guests shall be counted against the maximum number of 75 guests per day allowed for private tours and tastings by appointment only
    - v. Shuttle service and portable toilets will be provided when required
3. Wine Release Event:
  - a. Frequency – 1 per year
  - b. Maximum number in attendance – 200
  - c. Location – two story winery building and caves
  - d. Restrictions –
    - i. no outdoor amplified music
    - ii. events to end no later than 10 p.m. with clean-ups to end no later than 11 p.m.
    - vi. For all events held Monday – Friday before 6 p.m., all guests shall be counted against the maximum number of 75 guests per day allowed for private tours and tastings by appointment only
    - vii. Shuttle service and portable toilets will be provided when required

### **Supplemental Information Sheet Cont.**

6. Winery Development Area:
  - a. Phase 1: Will the project involve construction of additional facilities beyond the winery development area? No.
  - b. Phase 2: Will the project involve construction of additional facilities beyond the winery development area? No.
7. Total Winery Coverage:
  - a. Phase 1 –
    - i. square feet/ acres: 27925/.64 acres
    - ii. percent of total parcel: 2%
  - b. Phase 2 -
    - i. square feet/ acres: 56001 sq. ft./1.29 acres
    - ii. percent of total parcel: 5%
8. Production Facility:
  - a. Phase 1 square feet: 15216 sq. ft.
  - b. Phase 2 square feet: 19140 sq. ft.
9. Accessory Use:
  - a. Phase 1 –
    - i. square feet: 1407 sq. ft.
    - ii. percent of production facility: 9%
  - b. Phase 2 –
    - i. square feet: 4820 sq. ft.
    - iii. percent of production facility: 25%

**USE PERMIT APPLICATION**  
**SUPPLEMENTAL INFORMATION SHEET**  
**FOR WINERY USES**

1. **Operations.** (In the blank in front of each operation, place an "E" for Existing, a "P" for Proposed, an "X" for Expanding, or an "N" for None.)

- |   |   |
|---|---|
| a. <u>P</u> crushing                              | g. <u>*</u> underground waste disposal                  |
| b. <u>P</u> fermentation                          | h. <u>*</u> above-ground waste disposal                 |
| c. <u>P</u> barrel ageing                         | i. <u>P</u> administration office                       |
| d. <u>P</u> bottling                              | j. <u>P</u> laboratories                                |
| e. <u>P</u> case goods storage                    | k. <u>N</u> daycare                                     |
| f. <u>P</u> caves:                                | l. <u>P</u> tours/tastings:                             |
| <u>use:</u>                                       | <u>N</u> public drop-in                                 |
| <u>P</u> barrel storage                           | <u>P</u> public by appointment                          |
| <u>P</u> case goods storage                       | <u>P</u> wine trade                                     |
| <u>P</u> other <u>tasting room</u>                | m. <u>P</u> retail wine sales                           |
| <u>accessibility to public:</u>                   | <u>N</u> public drop-in                                 |
| <u>none</u> – no visitors/tours/events            | <u>P</u> public by appointment                          |
| <u>P</u> guided tours only                        | n. <u>N</u> public display of art or wine-related items |
| <u>public access</u> – no guides/unescorted       | o. <u>P</u> food preparation                            |
| <u>P</u> marketing events and/or temporary events |   |

\*Please refer to wastewater report.

2. **Marketing Activities.** (Describe the nature of any marketing or educational events not listed above including the type of events, whether public or private, frequency of events, average attendance, etc. Differentiate between existing and proposed activities. Attach additional sheets if necessary): Please refer to attached project statement and marketing plan.

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3. **Food Service.** (Describe the nature of any food service including type of food, whether public or private, whether profit or non-profit, frequency of service, whether prepared on site or not, kitchen equipment, eating facilities, etc. Differentiate between existing and proposed food service. Attach additional sheets if necessary): Please refer to attached project statement and marketing plan.

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4. **Production Capacity.**

- a. existing capacity: 0 date authorized: N/A
- b. current maximum actual production (year): N/A ( )
- c. proposed capacity: 30,000

5. **Grape Origin.** (Fill out a "Initial Statement of Grape Source" form if establishing a new winery or expanding an existing winery development area and include with application form.)

## WATER SUPPLY/WASTE DISPOSAL INFORMATION SHEET

I. WATER SUPPLY	<u>Domestic</u>	<u>Emergency</u>
A. Proposed source of Water (eg., spring, well, mutual water company, city, district, etc.):	<u>Well</u>	<u>Well/Storage Tank</u>
B. Name of Proposed Water Supplier (if water company, city, district): annexation needed?	N/A Yes___ No <u>X</u>	N/A Yes___ No <u>X</u>
C. Current Water Use (in gallons/day): Current water source:	600 <u>Well</u>	N/A <u>Well</u>
D. Anticipated Future Water Demand (in gallons/day):	<u>1,400</u>	<u>N/A</u>
E. Water Availability (in gallons/minute):	<u>30</u>	<u>200</u>
F. Capacity of Water Storage System (gallons):	<u>0</u>	<u>36,000 (min)</u>
G. Nature of Storage Facility (eg., tank, reservoir, swimming pool, etc.):	<u>Tank</u>	<u>Tank</u>
F. Completed Phase I Analysis Sheet (Attached):		
II. LIQUID WASTE	<u>Domestic (sewage)</u>	<u>Other (Winery PW) (please specify)</u>
A. Disposal Method (e.g., on-site septic system on-site ponds, community system, district, etc.):	<u>On Site Septic System</u>	<u>On Site Septic System</u>
B. Name of Disposal Agency (if sewage district, city, community system): annexation needed?	N/A Yes___ No <u>X</u>	N/A Yes___ No <u>X</u>
C. Current Waste Flows (peak flow in gallons/day):	<u>600 (Res. / B&amp;B)</u>	<u>N/A</u>
D. Anticipated Future Waste Flows (peak flows in gallons/day):	<u>945 (Winery)</u>	<u>1,000</u>
E. Future Waste Disposal Capacity (in gallons/day):	<u>1,545</u>	<u>1,000</u>
III. SOLID WASTE DISPOSAL		
A. Operational Wastes (on-site, landfill, garbage co., etc.):	<u>Garbage Co.</u>	
B. Grading Spoils (on-site, landfill, construction, etc.):	<u>On Site</u>	
IV. HAZARDOUS/TOXIC MATERIALS (Please fill out attached hazardous materials information sheet, attached)		
A. Disposal Method (on-site, landfill, garbage co., waste hauler, etc.):	<u>N/A</u>	
B. Name of Disposal Agency (if landfill, garbage co., private hauler, etc.):	<u>N/A</u>	





Napa County Department of Environmental Management  
CUPA-Related Business Activities Form

Business Name: J Cellars Investments LLC

Business Address: 4455 Saint Helena Highway Calistoga, CA 94515

Contact: Joseph M. Bartholomew

Phone #: 707.812.3441

**A. HAZARDOUS MATERIALS**

Have on site (for any purpose) hazardous materials at or above 55 gallons for liquids, 500 pounds for solids, or 200 cubic feet for compressed gases (include liquids in AST's and UST's or handle radiological materials in quantities for which an emergency plan is required pursuant to 10 CFR Parts 30, 40 or 70?

☐ YES ☒ NO

**B. UNDERGROUND STORAGE TANKS (UST's)**

1. Own or operate underground storage tanks?

☐ YES ☒ NO

2. Intend to upgrade existing or install new UST's?

☐ YES ☒ NO

**C. ABOVE GROUND STORAGE TANKS (AST's)**

Own or operate AST's above these thresholds:

- Any tank capacity with a capacity greater than 660 gallons, or
- The total capacity for the facility is greater than 1,320 gallons?

☐ YES ☒ NO

**D. HAZARDOUS WASTE**

1. Generate hazardous waste?

☐ YES ☒ NO

2. Recycle more than 220 lbs/month of excluded or exempted recyclable materials (per H&SC §25143.2)?

☐ YES ☒ NO

3. Treat hazardous waste on site?

☐ YES ☒ NO

4. Treatment subject to financial assurance requirements (for Permit by Rule and Conditional Authorization)?

☐ YES ☒ NO

5. Consolidate hazardous waste generated at a remote site?

☐ YES ☒ NO

**E. OTHER**

1. Does the business activity include car/fleet washing, mobile detailing, auto-body related activities?

☐ YES ☒ NO

2. Does the business handle Extremely Hazardous Substances in amounts that would qualify for the Risk Management Program? Some examples and their thresholds common to Napa County include: Anhydrous - 500 lbs, Sulfur Dioxide - 500 lbs, Chlorine - 500 lbs.

☐ YES ☒ NO

1,200 GALLON PROPANE TANK

☒ YES

**INITIAL STATEMENT OF GRAPE SOURCE**  
**(Napa County Zoning Ordinance Sections 12419(b) and (c))**

I hereby certify that the current application for establishment or expansion of a winery pursuant to the Napa County Winery Definition Ordinance will employ sources of grapes in accordance with the requirements of Section 12419(b) and/or (c) of that Ordinance.

J Cellars Investments LLC, a California limited liability company

By: Leo Bartholomew Irrevocable Trust for Joseph M. Bartholomew

Its: Member

By: \_\_\_\_\_

Joseph M. Bartholomew **Signature**

Its: Trustee

\_\_\_\_\_  
April 17, 2009  
**Date**

Letters of commitment from grape suppliers and supporting documents will be required prior to issuance of any building permits for the project. Recertification of compliance will be required on a periodic basis. Recertification after initiation of the requested wine production may require the submittal of additional information regarding individual grape sources. Proprietary information will not be disclosed to the public.

## INDEMNIFICATION AGREEMENT

Pursuant to Chapter 1.30 of the Napa County Code, as part of the application for a discretionary land use project approval for the project identified below, Applicant agrees to defend, indemnify, release and hold harmless Napa County, its agents, officers, attorneys, employees, departments, boards and commissions (hereafter collectively "County") from any claim, action or proceeding (hereafter collectively "proceeding") brought against County, the purpose of which is to attack, set aside, void or annul the discretionary project approval of the County, or an action relating to this project required by any such proceeding to be taken to comply with the California Environmental Quality Act by County, or both. This indemnification shall include, but not be limited to damages awarded against the County, if any, and cost of suit, attorneys' fees, and other liabilities and expenses incurred in connection with such proceeding that relate to this discretionary approval or an action related to this project taken to comply with CEQA whether incurred by the Applicant, the County, and/or the parties initiating or bringing such proceeding. Applicant further agrees to indemnify the County for all of County's costs, attorneys' fees, and damages, which the County incurs in enforcing this indemnification agreement.

Applicant further agrees, as a condition of project approval, to defend, indemnify and hold harmless the County for all costs incurred in additional investigation of or study of, or for supplementing, redrafting, revising, or amending any document (such as an EIR, negative declaration, specific plan, or general plan amendment) if made necessary by said proceeding and if the Applicant desires to pursue securing approvals which are conditioned on the approval of such documents.

In the event any such proceeding is brought, County shall promptly notify the Applicant of the proceeding, and County shall cooperate fully in the defense. If County fails to promptly notify the Applicant of the proceeding, or if County fails to cooperate fully in the defense, the Applicant shall not thereafter be responsible to defend, indemnify, or hold harmless the County. The County shall retain the right to participate in the defense of the proceeding if it bears its own attorneys' fees and costs, and defends the action in good faith. The Applicant shall not be required to pay or perform any settlement unless the settlement is approved by the Applicant.

J Cellars Investments LLC, a California limited liability company

By: Leo Bartholomew Irrevocable Trust for Joseph M. Bartholomew

Its: Member Same as applicant.

By: Joseph M. Bartholomew

Its: Trustee Property Owner (if other than Applicant)

020-180-058

Date 4/19/09 Project Identification

**TRAFFIC INFORMATION**

Project Trip Generation							
Personnel / Visitors				Vehicle Trips			
	Operations Daily M - F	Marketing Events Minimum Weekends	Maximum		Operations Daily M - F	Marketing Events Minimum Weekends	Maximum
Operating Hours							
Employees				Employee Trips			
Full-Time	4	2	4	Full-Time	8.4	4	8
Seasonal Peak	4	2	4	Seasonal Peak	3.8	4	8
Peak Hours ( P . M . )	4 - 5	3 - 4	3 - 4	Peak Hours	7.6	N/A	N/A
Total Employees	8	4	8	Total Employee Trips	19.8	8	16
Event Support Staff				Event Support Staff			
Full-Time	N/A	N/A	N/A	Full-Time	N/A	N/A	N/A
Seasonal Peak	N/A	2	4	Seasonal Peak	N/A	4	8
Total Support Staff	N/A	2	4	Total Support Staff Trips	N/A	4	8
Visitors (NOTE 1)	75	95	115	Visitor Trips	24.8	37.3	51.6
Peak Hours ( P . M . )	4 - 5	3 - 4	3 - 4	Peak Hours	32.9	30.5	30.5
Total Visitors	75	95	115	Total Visitor Trips	57.7	67.8	82.1
				Total Trucks - Deliveries, Shipping, etc. Trips	4	4	8
				Ex. Res / B&B	22	22	22
Grand Total	83	101	127		104	106	137
Provide supporting documentation for trip generation rates				*See supporting			
Submit separate spreadsheets for existing & proposed				Calculations			
operations, include a trip generation grand total.							

Number of People Onsite					
	Full-Time	Peak	Seasonal Min. Marketing Events	Avg. Marketing Events	Max. Marketing Events
No. Employees	4	8	4	6	8
Support Staff, caterers, clean-up, etc.	N/A	N/A	2	3	4
Visitors (Note 1)	75	75	95	105	115
Residents / B&B	8	8	8	8	8
Grand Total	87	91	109	122	135

APPS-Traffic Information

**NOTES :**

- Number of visitors = 75 max. for daily visitors, 75 + 20 for min. event day and 75 + 40 for max event day.

TRAFFIC INFORMATION SUPPORTING CALCULATIONS  
FOR  
**Joseph Cellars Winery**

LOCATED AT:  
4455 Saint Helena Highway  
Calistoga, CA 94515  
NAPA COUNTY APN 020-180-058

PREPARED BY:  
Applied Civil Engineering Incorporated  
2074 West Lincoln Avenue  
Napa, California 94558  
Telephone: (707) 320-4968  
[www.appliedcivil.com](http://www.appliedcivil.com)

**NON-MARKETING EVENT DAY TRAFFIC CHARACTERISTICS**

**Assumptions:**

1. Per Napa County Winery Traffic Generation Characteristics, use 2.2 trips/day non-peak and 1.0 trip/day peak for full-time employees with an hour lunch (total 3.2 trips/day).
2. Per Napa County Winery Traffic Generation Characteristics, use 1.0 trips/day non-peak and 1.0 trip/day peak for part-time employees with a half hour lunch (total 2 trips/day).
3. Per Napa County Winery Traffic Generation Characteristics, use 1.05 employees per automobile.
4. Per Napa County Winery Traffic Generation Characteristics, use 2.6 visitors per automobile (for the purpose of this analysis, the use of 2.8 visitors per automobile on weekends made a negligible difference and thus the more conservative number was used).
5. Per Napa County Winery Traffic Generation Characteristics, 57% of visitor traffic occurs during peak hours.
6. For trips/day totals including a fraction of a trip, round up to the next whole number of trips/day.
7. For purposes of this analysis, "seasonal staff" row on the Napa County Traffic Information Form is used for part-time employee information.
8. Per Napa County Winery Traffic Generation Characteristics for service vehicles, assume 1.52 trips/1,000 gallons/season for grape deliveries; 1.47 trips/1,000 gallons/year for material supplies and 0.8 trips/1,000 gallons/year for case goods. Assume 2 trips/day for non agricultural deliveries such as FedEx.
9. Assume 10 trips per day for existing residence (1 peak) and 12 trips per day for the existing three room bed and breakfast (6 peak)

**Grape Deliveries**

**Total gallons produced from onsite grapes:**

$$(8.4 \text{ Acres of Vineyard}) * \frac{4 \text{ tons of grapes}}{\text{Acre of Vineyard}} * \frac{165 \text{ gallons of wine}}{\text{ton of grapes}} = 5,500 \text{ gallons}$$

## **MARKETING EVENT DAY TRAFFIC CHARACTERISTICS**

### **Assumptions:**

1. Per Napa County Winery Traffic Generation Characteristics, use 2.0 trips/day non-peak for "seasonal" or event staff.
2. Per the proposed marketing plan, all events will occur during non-peak hours.
3. Per Napa County Winery Traffic Generation Characteristics, assume that visitors per automobile are similar to a weekend rate and use 2.8 visitors per automobile.
4. For trips/day totals including a fraction of a trip, round up to the next whole number of trips/day.
5. For purposes of this analysis, "seasonal staff" row on the Napa County Traffic Information Form is used for part-time employee information.
6. During marketing events, assume 1 employee or support staff per automobile and a trip generation of 2 trips/day.
7. Assume 10 trips per day for existing residence (1 peak) and 12 trips per day for the existing three room bed and breakfast (6 peak)
8. Assume number of visitors includes 75 for daily tours and tastings plus 20 for a minimum marketing event or 40 for a maximum marketing event.
9. Assume that 43% of trips due to daily visitors are off peak.

### **SUMMARY TABLE: (NON-PEAK ONLY)**

	Minimum Event Number	Maximum Event Number	No. People/ Automobile	Trip Generation (Trips/Day)	Minimum Event Trips/Day	Maximum Event Trips/Day
Employees	4	8	1	2	8.0	16.0
Support Staff	2	4	1	2	4.0	8.0
Event Visitors	20	40	2.8	2	14.3	28.6
Daily Visitors	75	75	2.8	2	23.0	23.0
Deliveries	2	4	N/A	2	4	8
Existing Residence / Bed & Breakfast	N/A	N/A	See Note 7		15	15
				<b>TOTAL</b>	<b>69</b>	<b>99</b>