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Mr. John McDowell, Deputy Planning Director
Planning, Building and Environmental Services
1195 Third Street, Room 210
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**Re: Adjusted Application Visitation and Marketing Limits
Bell Wine Cellars Use Permit Major Modification Application #P13-00055**

Dear Planning Staff:

This letter provides you with modified visitation and marketing numbers for the Bell Wine Cellars application. These modifications to what has been previously set forth in the application are based on input from each of you in conference, what we heard from the Commission in the April 1st hearing, and further analysis by the applicant of its direct to consumer business needs. On behalf of the applicant, we believe the modifications set forth below are realistic and much clearer for everyone involved, including those in the public who seem to have trouble accurately stating visitation numbers when providing comment.

Visitation:

1. Maximum visitors per day throughout the year, 100 persons;
2. May 1 through October 31, average 355 persons per week, with a maximum week of 400 persons;
3. November 1 through April 30, average of 175 persons per week, with a maximum week of 250 persons;
4. Notwithstanding the above, the total annual visitation maximum, including the 24 marketing events but excluding the 4 marketing events of up to 200 persons, would be 13,780 persons (an annual average of 265 visitors per week);
5. Weekend tasting appointments will continue to be offered from 10:00am to 4:00pm daily;
6. 2 marketing events a month of up to 40 persons, with the persons included within the weekly, daily and annual maximums;
7. Hours of operation Sunday through Wednesday will be until 7pm, subject to harvest and production hour needs;
8. For the marketing events, the applicant may serve lunch or dinner.

The application requests related to the four larger marketing events remain unchanged.

The current winery marketing plan provides for daily tastings from 10:00am to 4:00pm. The requirement to alter tasting hours to eliminate key periods of business during the weekend found in

draft condition of approval Section 2, H.3 do not make business sense, would eliminate a major revenue generation opportunity and would significantly offset some of the visitation sought with this permit modification. The applicant's winery is located on a stretch of Highway 29 that is not surrounded by wineries, is located on a frontage road with access to Highway 29 from two different locations. The traffic study analyzed current traffic and future traffic expectations and determined the winery's visitation plans (being further limited by the proposition in this letter) will have limited impact on the traffic on that section of Highway 29.

Tasting appointments from 10:00am to 4:00pm, as currently permitted, are necessary in order to be able to achieve the visitation requested without altering the education component that each visitor receives at Bell Wine Cellars, as explained to staff and to the commissioners by letter from Mr. Bell and on site visits. The educational component for guests is both something that Bell Wine Cellars believes is intrinsic the winery's mission, but also necessary to bring guests to the winery that are interested in wine in its broadest sense—which is the type of guest that both Napa Valley and Bell Wine Cellars want visiting and visiting again.

Please note that staff's assistance with interpreting what a marketing event means, which could use clarification or development in the ordinances, has been helpful with the modified marketing event requests set forth in this letter.

The visitation levels requested in this revision letter reflect the seasonality of winery visitation in Napa Valley; a number not accurately reflected in the primary application. Failure to recognize the seasonal nature of winery visitation overstates total winery visitation and the revised visitation request attempts to put this seasonal visitation in an annual perspective while ensuring that the applicant remains in compliance with daily and weekly approved visitation levels. The visitation levels requested reduce the annual visitation numbers for this application from 21,840 to 13,780, and reduce marketing events from 212 to 28, which is a modest increase of ten marketing events from what is currently permitted.

Those matters in our application that are not specifically addressed in this letter remain unchanged.

Thank you for your time and attention to this letter and our application. Please do not hesitate to contact us with any questions, comments or concerns, so that we can address them for you.

Sincerely,

DICKENSON, PEATMAN & FOGARTY



Scott Greenwood-Meinert

cc: Anthony Bell
Commissioner Heather Phillips
Commissioner Michael Basayne
Commissioner Anne Cottrell
Commissioner Terry Scott
Commissioner Matt Pope