

From: Jeff Redding [<mailto:jreddingaicp@comcast.net>]
Sent: Monday, June 07, 2010 2:51 PM
To: St. Claire, Linda
Subject: Re: Frogs Leap Revision

Thanks Linda for being so flexible.

Jeff

On Jun 7, 2010, at 2:44 PM, St. Claire, Linda wrote:

I hear you Jeff, thanks. I'll bring this up tomorrow when I meet with John and Laura to go over the mod. I'll let you know what I hear.

Cheers, Linda

-----Original Message-----

From: Jeff Redding [<mailto:jreddingaicp@comcast.net>]
Sent: Monday, June 07, 2010 2:29 PM
To: St. Claire, Linda
Subject: Frogs Leap Revision

Linda per my voice mail, the only change to what you have is that the client now would like to add four new marketing events for wine club members. Hopefully this can be processed within the same time frame as you are set up to do with the application already on file.

Sorry for the confusion but the client is always right . . .

Thanks

Jeff

St. Claire, Linda

From: Jeff Redding [jreddingaicp@comcast.net]
Sent: Tuesday, June 08, 2010 10:51 AM
To: St. Claire, Linda
Cc: Doug DeMerritt
Subject: Re: Frogs Leap Revision

Linda, very straightforward I think. I have prepared the summary below noting the requested changes in marketing.

Approved Marketing Program

- 36 events per year (3/month maximum for 25 attendees) per use permit #93397-UP

Proposed Marketing Program

- 36 events per year (3/month maximum for 25 attendees) per use permit #93397-UP +
- 4 [additional] events per year (for 175 attendees) proposed as part of current use permit modification application

When the current limitation on marketing event sizes was adopted in 1994, the winery did not have an established wine club. Now that it has a successful one, Frogs Leap needs to be able to market its wines to larger groups such as the wine club and wine club member events. Hence the need to amend the marketing plan to allow it do market to larger groups. Typically these events are held on weekends or other off-peak periods.

Let me know how your meeting with John and Laura goes and how best to integrate this request with the existing use permit modification.

Thanks

Jeff

On Jun 7, 2010, at 3:04 PM, St. Claire, Linda wrote:

I wanted to reply right away so that you knew I heard you. Now I'd like you to fill me in a bit more about the four new marketing events for the wine club they want to include.

I ask because their original use permit is so odd and different.

Thanks, Linda

-----Original Message-----



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Hillary Gitelman
Director

8 June, 2010

Re: Frog's Leap Winery Mod P10-00157
PO Box 189
Rutherford, CA 94573

Dear Sirs,

I wanted to touch base with you since the meeting I had this morning with John McDowell and Laura Anderson and the subsequent meeting with Rick Marshall and Jeanette Doss of Public Works regarding the revisions to the Frog's Leap Winery Modification application P10-00157.

From my meeting with John and Laura:

We first looked at the project from an environmental point of view to see if we could go with a Categorical Exemption. Because of new Green House Gas Emissions standards set by the State, we will not be able to go that route and will need to move to an Initial Study. Noise levels and traffic will change as well and will need to be reviewed in the Initial Study.

Secondly, the revision to the project creates more traffic which may impact the project in a big way (or may not). Because of this factor it will be necessary to get traffic analysis for the project.

Rick Marshall agreed with this assessment. By adding the additional marketing events, it may or may not have a huge impact but we are unable to make a clear judgment without some traffic numbers. He asks for an analysis which includes existing + proposed project numbers and also asks that you contact Sandy Finegen at CalTrans and build her concerns into the scope of the analysis.

John had also noted that both Round Pond and Hoenig were required to add left hand turn lanes. I'm not sure what use numbers they were proposing but if CalTrans is going to push Frog's Leap in this direction, best to know now.

At this time, I am unable to move forward with the project or set a hearing date until I receive the traffic analysis. I will look forward to moving ahead with you on the project when this item arrives.

I know this isn't the greatest news to hear and I hope that we can move quickly. Let me know how this is received and when you are ready I will crank out the Initial Study and zoom ahead with the project.

Sandy can be reached at Sandra_finegan@dot.ca.gov.

Thanks and Best Wishes,

Linda St. Claire
Planner

A handwritten signature in cursive script, appearing to read "Linda St. Claire".

Cc: Chron, Jeff Redding 2423 Renfrew, Napa, CA 94558

St. Claire, Linda

From: Jeff Redding [jreddingaicp@comcast.net]
Sent: Wednesday, June 09, 2010 9:51 AM
To: St. Claire, Linda
Cc: McDowell, John; Doug DeMerritt
Subject: Frogs Leap Winery UP Mod

Linda, to confirm our telephone conversation, we would like to proceed only with our request to open on Sundays as stated in our April 2010 submittal. We do not wish to pursue any changes to our approved marketing plan at this time.

Thank you so much for vetting our trial balloon yesterday. We hope that you are still able to meet the original target for a hearing on our application in late July.

Kind regards,

Jeff