



Planning Commission Mtg.

NOV 04 2015

Agenda Item # 10A

November 1, 2015

Planning Commission  
County of Napa  
1195 Third Street  
Napa, CA 94559

RE: Agenda Item # 10A: APAC Recommendation regarding Temporary Events

Dear Chair Phillips and Fellow Commissioners:

Including temporary events in winery use permits is, in fact, a solution to a broader discussion on the range and intensity of uses at a winery. Sadly APAC never had the time to adequately address the issue of temporary events despite the fact that this was one of the specific topics identified by the Board of Supervisors. In addition, over the months APAC met, we had both citizen and committee members reiterate the importance of defining the problem(s) before recommending solutions.

Winery permits already contain almost 30,000 marketing events. These marketing events must be related, incidental, and subordinate to the primary use of the winery (for all wineries except those pre-WDO with pre-existing events). Sizes and activities are not monitored by the County, no notice is given to surrounding parcels, no one ensures traffic, parking, accessibility, security, water, fire or safety concerns are addressed.

Temporary events have a broader range of activities and can be held anywhere in the County –not just at wineries. Napa County's Minimum Standards Table addresses all the issues listed above. Should we even allow temporary events (not relating to wine) at wineries when other venues exist? Many years ago temporary events were required to provide a benefit to the community – but this no longer exists as a condition!

It is often very difficult for neighboring property owners or the general public to recognize the difference between a permitted marketing event and a temporary event. Music concerts, political and organizational fundraisers, holiday parties & dinners at wineries are advertised, with tickets sold. Marketing event or Temporary event?

So, what is the problem we are trying to solve? What are the desired outcomes, benefits, unintended consequences? I strongly recommend that the Planning Commission take the time to understand this issue before recommending solutions. Given the time constraints, maybe the best option is to recommend to the Board that marketing and temporary events at wineries have its own workshop with industry & community input at a later date.

Thanks and regards,

Eve Kahn, Chair  
Get a Grip on Growth  
PO Box 805  
Napa, CA 94559



# US WINNERIES

Planning Commission Mtg.

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Agenda Item # 104



	<u>Napa</u>	<u>Sonoma</u>	<u>CA</u>	<u>Washington</u>	<u>Oregon</u>	<u>US</u>
2000	230	190	1,450	163	139	2,904
2014	450	277	4,285	704	632	10,417
% Change	+95%	+46%	+195%	+331%	+354%	+258%

# Napa Valley Grape vs. Bottle Pricing



Napa Cabernet

Duckhorn Napa

Avg. Price per Ton

Cabernet Bottle SRP

2000                      \$3,123

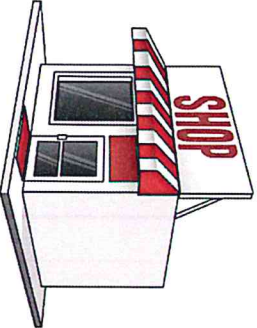
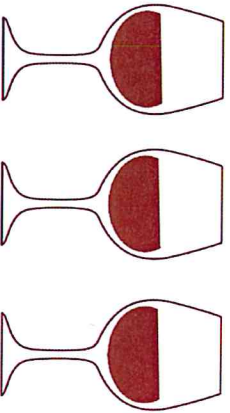

                                 \$45.00

2014                      \$5,836

                                 \$72.00

% Change	+88%	+60%
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# The Importance of Direct to Consumer

Traditional 3-Tier		DTC		
Wholesale/Trade		Visitor Centers		
Restaurants		Clubs		
Retailers		Web/Mail		
				
Wholesale	\$50	SRP	\$100	Average Return To the Winery
Price per Bottle		Price per Bottle		
# of Bottles Sold	3,000 75%	# of Bottles Sold	1,000 25%	Total Bottles Sold
				4,000 100%





## Marketing(M) vs Temporary(T) Events

- Hours
  - M=Same as permitted tours/tastings
  - T= After hours 10PM/Midnight max, neighbors informed
- Size
  - M= Capacity of parking, water, access
  - T=exceeds capacity needs oversight & mitigation plans
- Purpose
  - M=Winery specific
  - T=AVA, Regional, AuctionNV etc.
- Control
  - M=Use permit
  - T=Temp. permit may require regional coordination, max. allotted per year/per winery *site*





Establish a process for the approval of use permits for small wineries as defined in Napa County's Local Procedures for implementing California Environmental Quality Act (CEQA):

- a. Include less than 5,000 square feet of enclosed building space;
- b. Involve no more than 5,000 square feet of cave excavation, with all of the excavated cave spoils to be used on site;
- c. Produce 30,000 gallons of wine or less per year;
- d. Generate less than 40 passenger vehicle (or equivalent) trips per day, except on those days when marketing events are taking place, or host no more than 15 tasting room visitors per day;
- e. Hold no more than 10 marketing events per year, each with no more than 30 attendees, as well as one Auction Napa Valley event with no more than 100 attendees;
- f. Produce at least 75 percent of wine production from grapes grown on site ("estate grapes"), unless the farm has experienced a catastrophic event;
- g. The use permit may not be modified for at least 5 years after initial approval by the County, to discourage speculation and/or a piece meal project, to the extent allowed by law; and
- h. If any of the above criteria are exceeded in either the initial application or future modifications, the request may not be considered categorically exempt and will be heard by the Planning Commission as the decision making body.

Amend Policy AG/LU-2 as follows:

"Agriculture" is defined as the raising of crops, trees, and livestock; the production and processing of agricultural products; and related marketing, sales and other accessory uses. Marketing activities and other accessory uses shall remain incidental, subordinate, and related to the main use. Agriculture also includes farm management businesses and farm worker housing.

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