

monteverdi CONSULTING

PLANNING + PERMITTING + PROJECT MANAGEMENT

November 14, 2017

VIA HAND DELIVERY

Napa County Planning Commission
c/o Dana Ayers, Planner
Napa County Planning, Building & Environmental Services
1195 Third Street
Napa, CA 94559

Re: Minor Revisions to Project Scope, Regusci Winery, Use Permit Major Modification Application (P16-00307) 5584 Silverado Trail, Napa, CA 94558 (APN: 039-030-023)

Dear Planning Commissioners:

On behalf of Regusci Winery, please accept this letter which requests two slight revisions to the project scope as previously described:

Change #1: Tours & Tasting (T&T) on weekend days to end at 5pm. The previous project description stated weekend T&T would end at 4pm. Note that this request continues to establish the T&T closing time outside of the weekend Peak Traffic Hour of 1:45pm to 2:45pm.

Change #2: Removal of Food and Wine Pairings (FWPs) from the proposed Marketing Program. Regusci intends to conduct FWPs as part of their normal T&T operations. As such, these visitors will be accounted for as part of their daily T&T visitation numbers (maximum of 150 persons/day; 400 persons/week). Note that the project comparison data distributed as part of the Staff Report includes the FWP visitors as Hospitality Events/Visitors. As such, this change reduces the Number of Marketing Events from 224 to 16 persons (93% reduction), and the Annual Marketing Visitors from 3,946 to 1,450 persons (63% reduction).

I hope that this information is useful to you and, based on your considered analysis of the application, you will support approval of the Modification application.

Please contact me directly with any questions regarding this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "G. Monteverdi", with a long horizontal flourish extending to the right.

George H. Monteverdi, Ph.D.
Monteverdi Consulting, LLC

Cc: Mr. James Regusci, Regusci Winery

From: george@monteverdiconsulting.com
To: [Ayers, Dana](#); [Gallina, Charlene](#); [Smith, Vincent \(PBES\)](#)
Subject: Regusci Changes to Project Description
Date: Tuesday, November 14, 2017 5:26:52 PM
Attachments: [Regusci - Regusci Revision to Project Scope 11 14 17.pdf](#)

Dana:

Attached is the letter requesting slight changes to the project scope of the Regusci UP MOD.
Please distribute.

Thank you,
GM

MONTEVERDI CONSULTING, LLC
Planning + Permitting + Project Management

George H Monteverdi, Ph.D.
Principal
PO Box 6079
Napa, CA 94581
707-761-2516

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November 14, 2017

VIA HAND DELIVERY

Dana Ayers, Planner
Napa County Planning, Building & Environmental Services
1195 Third Street
Napa, CA 94559

Re: **Additional information for Planning Commissioners, Regusci Winery, Use Permit Major Modification Application (P16-00307) 5584 Silverado Trail, Napa, CA 94558 (APN: 039-030-023)**

Dear Dana:

On behalf of Regusci Winery, please accept this additional information regarding the above referenced application. To this email, I have attached two spreadsheets that provide additional context for the Regusci Use Permit Modification request that will be before you tomorrow. These spreadsheets will be included in my presentation at the hearing.

The first spreadsheet evaluates the list of (non-pre-WDO and non-Airport area) 50k gpy wineries based on maximum annual visitors per winery parcel acre. As you will note, Regusci is ranked 11th (out of 23) with respect to visitor intensity of use.

The second spreadsheet performs this same analysis based on the total contiguous acreage owned by the Reguscis. In this analysis, Regusci is ranked 15th (out of 23) with respect to intensity of use.

I hope that this information is useful to you and, based on your considered analysis of the application, you will support approval of the Modification application.

Please contact me directly with any questions regarding this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "G. Monteverdi", with a long horizontal flourish extending to the right.

George H. Monteverdi, Ph.D.
Monteverdi Consulting, LLC

Exhibits:

Cc: Mr. James Regusci, Regusci Winery

Attachments

Ranking of 50,000 gpy Wineries Based on Intensity of Use (Winery Parcel acreage only)

Name	Acres	Annual T&T Visitors	Annual Marketing Visitors	Number of Marketing Events	Maximum Total Annual Visitation	Maximum Visitors per Parcel Acre	Location
REFUGE WINERY	13.2	45,136	3,370	115	48,506	3,666	Valley Floor
GAMBLE FAMILY VINEYARDS	11.2	15,600	1,410	34	17,010	1,523	Valley Floor
BENNETT LANE WINERY	10.0	10,400	2,495	55	12,895	1,290	Valley Floor
WHEELER FARMS WINERY	11.7	11,648	1,452	52	13,100	1,123	Valley Floor
HAGAFEN CELLARS	12.3	7,800	725	12	8,525	694	Valley Floor
ROBERT FOLEY VINEYARDS	13.0	3,120	244	14	3,364	258	Angwin
OUTPOST WINES	37.6	9,360	325	9	9,685	258	Angwin
SHUTTERS WINERY	13.4	2,080	1,000	26	3,080	231	Hillside
CAIRDEAN WINERY	50.3	9,100	1,400	50	10,500	209	Hillside
LAST RESORT WINERY	55.4	7,280	720	12	8,000	144	Pope Valley
REGUSCI WINERY	162.8	20,800	1,450	16	22,250	137	Hillside/Valley Floor
WOOLLS RANCH WINERY	236.7	18,200	4,640	76	22,840	97	Hillside
PRIDE MOUNTAIN VINEYARDS	22.3	1,040	1,060	49	2,100	94	Hillside
ROBERT KEENAN WINERY	147.4	12,740	1,050	21	13,790	94	Hillside
NORMAN ALUMBAUGH WINERY	80.9	7,280	244	8	7,524	93	Pope Valley
ITALICS WINERY	46.0	2,600	390	8	2,990	65	MST
LOKOYA	72.6	3,640	720	24	4,360	60	Hillside
TWO ROCKS WINERY	46.7	780	920	13	1,700	36	Hillside
NIEBAUM COPPOLA ESTATE NIEBAUM LN	78.8	780	1,170	41	1,950	25	Hillside
BALLENTINE WINERY	21.1	520	0	0	520	25	Valley Floor
ALTAMURA WINERY	58.6	1,040	0	0	1,040	18	Wooden Valley
BROWN ESTATE VINEYARDS	130.5	104	220	9	324	2	Chiles Valley
BUEHLER VINEYARDS	47.8	0	0	0	0	0	Hillside
AVERAGE CALCULATION	60.0	7,739	1,071	29	8,809	441	
MEDIAN CALCULATION	46.7	5,460	823	18	5,942	97	

Ranking of 50,000 gpy Wineries Based on Intensity of Use (Total Contiguous Acreage)

Name	Acres	Annual T&T Visitors	Annual Marketing Visitors	Number of Marketing Events	Maximum Total Annual Visitation	Maximum Visitors per Parcel Acre	Location
REFUGE WINERY	13.2	45,136	3,370	115	48,506	3,666	Valley Floor
GAMBLE FAMILY VINEYARDS	11.2	15,600	1,410	34	17,010	1,523	Valley Floor
BENNETT LANE WINERY	10.0		2,495	55	12,895	1,290	Valley Floor
WHEELER FARMS WINERY	11.7	11,648	1,452	52	13,100	1,123	Valley Floor
HAGAFEN CELLARS	12.3	7,800	725	12	8,525	694	Valley Floor
ROBERT FOLEY VINEYARDS	13.0	3,120	244	14	3,364	258	Angwin
OUTPOST WINES	37.6	9,360	325	9	9,685	258	Angwin
SHUTTERS WINERY	13.4	2,080	1,000	26	3,080	231	Hillside
CAIRDEAN WINERY	50.3	9,100	1,400	50	10,500	209	Hillside
LAST RESORT WINERY	55.4	7,280	720	12	8,000	144	Pope Valley
WOOLLS RANCH WINERY	236.7	18,200	4,640	76	22,840	97	Hillside
PRIDE MOUNTAIN VINEYARDS	22.3	1,040	1,060	49	2,100	94	Hillside
ROBERT KEENAN WINERY	147.4	12,740	1,050	21	13,790	94	Hillside
NORMAN ALUMBAUGH WINERY	80.9	7,280	244	8	7,524	93	Pope Valley
REGUSCI WINERY	282.8	20,800	1,450	16	22,250	79	Hillside/Valley Floor
ITALICS WINERY	46.0	2,600	390	8	2,990	65	MST
LOKOYA	72.6	3,640	720	24	4,360	60	Hillside
TWO ROCKS WINERY	46.7	780	920	13	1,700	36	Hillside
NIEBAUM COPPOLA ESTATE NIEBAUM LN	78.8	780	1,170	41	1,950	25	Hillside
BALLENTINE WINERY	21.1	520	0	0	520	25	Valley Floor
ALTAMURA WINERY	58.6	1,040	0	0	1,040	18	Wooden Valley
BROWN ESTATE VINEYARDS	130.5	104	220	9	324	2	Chiles Valley
BUEHLER VINEYARDS	47.8	0	0	0	0	0	Hillside
AVERAGE CALCULATION	65.2	7,739	1,071	29	8,809	438	
MEDIAN CALCULATION	46.7	5,460	823	18	5,942	94	

From: george@monteverdiconsulting.com
To: [Ayers, Dana](#); [Gallina, Charlene](#); [Smith, Vincent \(PBES\)](#)
Subject: Additional comparison info for Regusci UP MOD
Date: Tuesday, November 14, 2017 5:08:12 PM
Attachments: [Regusci Additional Comparison Information.pdf](#)

Dana:

Attached to this email is the letter to the Commissioners which provides additional comparative analysis of winery data.

Please distribute to the Commissioners.

Thank you,

GM

MONTEVERDI CONSULTING, LLC
Planning + Permitting + Project Management

George H Monteverdi, Ph.D.

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