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Applicant Supplemental Information
Documents

CALDWELL

VINEYARD

16 February 2018

Caldwell/Kreuzer Lane Neighbors

Pursuant to the comments made during the Caldwell Neighbor Meeting on February 6, 2018, we have categorized the neighbor concerns into three groups, and our comments are below.

A. Concerns pertaining to Neighbor Relations Only—Not in the Scope of the Use Permit

1. Public parking and wildfire watching in October, 2017.
 - Caldwells did not advocate the public coming to Kreuzer Lane, and are in agreement that this should not have occurred.
 - People drawn to watch a disaster should not be likened to visitors driving to scheduled appointments at the winery.
 - Breaking down the number of maximum visitors per day, dividing them by groups of 2-6 (typical for industry) in one vehicle, spreading them out over four scheduled appointments per day, with parking in the designated area only, should give some context here.
2. 4th Avenue, Imola, and Kreuzer Speed Limit
 - Caldwells are not responsible for a County road, but are supportive of speed calming measures at this corner.
 - Caldwells have been proactive in sourcing the accident report and meeting with County to discuss speed calming measures.
3. Kreuzer Lane Gate
 - The Kreuzer Lane gate that was installed and is maintained by Caldwell is not a condition of use permit.
 - The gate has been a source of occasional frustration for the four neighbors beyond the gate.
 - The gate is being handled, and the neighbors have regular communication from Caldwell Vineyard.

Proposed Solution to Concerns pertaining to Neighbor Relations Only—Caldwells to designate a point person as “Property Manager” for all neighbor

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relations. We have already done this for the gate, (Jeff, Caldwell Vineyard) and has been well received by the neighbors.

B. Concerns Pertaining to Napa County Requirements

1. Road exception, fire safety concerns and question of lack of adequate fire truck turnaround areas, etc.
 - The road exception request associated with the current use permit application has been reviewed by County's Engineering Division and the Fire Marshal's office and applies only to the private portion of Kreuzer Lane. Both the Fire Marshal and the Engineering Department visited the property as part of its review of the road exception request.
 - The road exception request was approved in part, but also denied portions of the request. As a result, certain sections of the private portion of Kreuzer Lane will be widened to current Napa County Road and Street Standards. The portions where the road exception request was granted have been determined to provide the same overall practical effect of the Road and Street Standards by providing defensible space and consideration towards life, safety, and public welfare.
 - There are no known issues relating to emergency vehicles, fire truck turnaround, etc. during the 2017 Wildfire Disaster. The current use permit modification will require additional road widening and safety improvements.
2. ADA Access Concern
 - ADA access requirements will be satisfied as a condition of the use permit prior to issuance of certificate of occupancy.
3. Ingress/egress concern if cave portal is on fire
 - Napa County requirements for ingress/egress of caves will be met as a condition of use permit (see Road Exception discussion above).
4. Concern regarding Paul Hobbs winery traffic study and appropriateness of such because it may not take into account traffic from 4th Avenue and sight lines at corner of 4th Avenue and Kruezer Lane
 - The County's traffic analysis included project specific traffic generation that was evaluated in conjunction with existing and future traffic

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conditions provided in the Paul Hobbs Winery traffic study. The County regarded the Paul Hobbs Winery traffic study as appropriate due to it providing recent information regarding the current and future Level of Service on area roads. That traffic information in conjunction with the project specific traffic generation data was used to determine that traffic conditions with the proposed project will remain acceptable and less than significant. The County has not identified any concerns with site lines from Kreuzer Lane, due to it connecting to Fourth Avenue at a location giving drivers clear visibility from both north and west at the subject corner.

- Additional Traffic Analysis: Caldwell Vineyard, in consultation with the County, has agreed to prepare an additional Traffic Study for the Caldwell Vineyard project. The Traffic Study will include: project traffic generation; traffic counts for Fourth Street and Kreuzer Lane; existing conditions on both roadways; collision records; existing plus project conditions on both roadways; evaluation of stop sign warrant at intersection of Fourth Street and Kreuzer Lane; and recommended to address any significant impacts identified.
5. Concern that WAA does not apply MST rules (based on the Caldwell Vineyard well being located outside of MST but using property within the MST to calculate recharge rates)
- The WAA was prepared per Napa County requirements. A conservative approach was used by the engineer when calculating the groundwater recharge rate. The lower MST recharge rate was applied to the entire property even though portions of the property are not within the MST area and are eligible for a higher recharge rate. The available water was purposefully underestimated on the subject properties to add an additional factor of safety that is over and above what is required by Napa County.
6. Concern that the WAA does not include 200 person events
- The WAA does account for water usage by a 200 person event. The WAA references “WW Calcs” for Water Use Calculations for Proposed Use under the Winery Domestic Water. Please see page 11 of the “Proposed Winery Wastewater Flow Calculations”. Near the bottom of the page “Special Event Visitor Volumes” are listed and you will see that the 200 person event is listed in this section along with its water usage.

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- This 35,000 gallon volume of water includes the 200 person event and was included in the WAA analysis by reference.
7. Public Water System Permit
 - The water system will comply with all county and state regulations.
 8. Wastewater Report underestimates water volume need more information on basis.
 - Wastewater volumes are based on peak volume usage rates provided by Napa County Staff. The wastewater report actually over estimates water volume needs because it assumes that all employee and visitor water usage will be taking place at the peak rate instead of the average rate. As noted above, the wastewater volumes also included the 200 person event.
 9. Lot Line Adjustment required because parcel lines split winery
 - The cave is located below ground and the County does not require the entire cave to be located on a single parcel. All above ground
 - winery improvements are located on a single parcel. There are numerous examples of winery caves being approved under similar circumstances throughout the County.
 10. Fire risk associated with increased visitation
 - This is determination is made by the Fire Marshall.
 11. Tailings from cave need to be properly disposed.
 - All spoils shall be removed in accordance with the approved grading permit and/or building permit. The use permit requires the cave spoils to be disposed of offsite.

C. Concerns Pertaining to an Increase in Visitation

1. Concern over increasing visitation from 8 to 60 visitors per day.
2. Concern over increasing marketing events from 13 to 19 annual events
3. Concern that the level was outside the range of other similar wineries and goes beyond “agricultural use”.
4. Winery Comparison Chart shows that visitation is too high
 - Upon further investigation it has been determined that the winery comparison chart prepared by the County did not accurately reflect

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the level of approved visitation at the Paul Hobbs Winery. The comparison chart states that the Paul Hobbs Winery was approved for 30 weekly visitors; however, they were actually approved for 30 daily visitors with 210 visitors per week. In addition, both the Castellucci Family Winery and Palmaz Winery are approved for 50 daily visitors. The Castellucci Family Winery also is allowed 19 marketing events. It should also be noted that many of the wineries listed were approved many years ago and the existing visitation and marketing plans may not reflect the actual business needs of those wineries necessary for them to be viable over the next 10 plus years. The Caldwell visitation numbers are intended to allow for a reasonable level of business growth over time reflecting the need for small wineries to take advantage of the direct to consumer business opportunities.

If you should have any further questions, or concerns, please do not hesitate to contact us.

Sincerely,

Susanne Madigan Heun

Susanne Madigan Heun

Consulting COO

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M: 707.363.3424

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VINEYARD

09 February 2018

Wyntress Balcher, Planner II
Via email transmission

RECEIVED
FEB 9 2018
Napa County Planning, Building
& Environmental Services

Re: Caldwell Vineyard Major Modification request #P17-00074-MOD

INCREASE IN VISITATION

Dear Ms. Balcher:

Pursuant to the comments made by neighbors, and Planning Commissioner Anne Cottrell during the hearing on January 17, regarding a "rationale for the increase in visitation," we have prepared the following comments.

TRANSLATING NUMBER OF VISITORS TO NUMBER OF PURCHASES

The purpose of visitation to a winery is to sell wine, and to spread the word to other potential buyers. In doing so, we not only maintain a small business, but we help improve the economy for the Coombsville District, and Napa County on the whole. Caldwell has managed to make a go of it, and we have modestly grown our wine club over the years, but our fifteen year plan necessitates an increase in onsite visitation.

It is estimated that for every two visitors to a winery, there is only one potential buyer; ie— one possible sale per household. Caldwell estimates an approximate 63% sell-through. That means that for every 8 visitors, 4 are potential buyers, and of these 4 buyers, we may achieve about 2.52 sales. Over the next fifteen years, this will clearly not be enough to keep Caldwell viable.

A MAXIMUM OF 60 GUESTS PER DAY

Caldwell is requesting a maximum of 60 guests per day, and a maximum of 420 guests per week. This request is to ensure that we remain in compliance during the peak months of May through October. We do not necessarily calculate that we will achieve 60 guests per day, 420 per week, during the months of November through April. The annual calculation of 21,840 visitors does not take into consideration the predictable ebb and flow of visitation to Napa Valley.

MARKETING PLAN CALCULATION REDUCES THE ANNUAL CALCULATION

The proposed increase to the Caldwell marketing plan from 13 to 19 events per year and a maximum of 1040 marketing guests annually. Please note that on marketing event days,

[38° 17' N. Latitude, 122° 14' W. Longitude]

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Caldwell is closed for tastings. 19 events (days) per year, multiplied by 60 tasting guests per day totals 1140 visitors. Therefore, the proposed marketing plan does not increase the annual visitation, but reduces it by 100 visitors annually. Hired transportation to and from marketing events is encouraged and preferred, by Caldwell. On-site parking is limited to the designated area known as "near the shop" in parcel 55. All marketing events are by invitation only.

NUMBER OF VEHICLES ON KREUZER LANE

A revised calculation of 21,740 maximum annual visitors does not translate into 21,740 vehicles on Kreuzer Lane. The average number of visitors per car is approximately 2.4, which translates to approximately 9,058 maximum vehicles annually, spread over 4 appointments per day; 2 hours apart. This equals a maximum busiest day of 6.2 passenger vehicles for each of the 4 daily appointments, assuming no carpooling or vans. Caldwell currently encourages guests to carpool using private drivers, and we will continue to do so. Sprinter type vans carrying up to 16 guests would further reduce the number of vehicles on Kreuzer Lane.

TOUR BUSES AND THE NATURE OF OUR VISITORS

Caldwell has necessarily developed a specific screening of interested visitors to improve the odds of a visit to the winery resulting in a wine purchase. For every appointment inquiry, we estimate that only 45% result in a visit to the winery. Our minimum purchase expectation of twelve bottles per couple, precludes about 55% of those interested in visiting, from ever doing so. Tour buses ferrying 52-80 casual winetasters are not the target clientele for Caldwell—even with the increase in visitation. Caldwell will continue to screen potential visitors, seeking out buyers and increasing sales. Quality of sale over quantity will continue to be the model.

In conclusion, the current use permit for Caldwell Vineyard dated 2004, allows Caldwell eight visitors per day and 40 visitors per week. Since 2004, Visit Napa Valley and Silicon Valley Bank show significant growth in the wine industry. There has been steady change all around us, and yet, there have been no modifications to our visitation allowance in 14 years to coincide with the pace of our industry. We are asking, at this time, that the Planning Commission approve this request for an increase in visitation to not only bring us current with our industry, but to see us through the next fifteen years and more.

If you should have any questions, please do not hesitate to contact me.

Sincerely,

Susanne Madigan Heun
Consulting COO
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M: 707.363.3424

[38° 17' N. Latitude, 122° 14' W. Longitude]

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FEB 9 2018

Napa County Planning Building
& Environmental Services

08 February 2018

Wyntress Balcher, Planner II
Via email transmission

Re: Caldwell Vineyard Major Modification request #P17-00074-MOD

SPEED CALMING MEASURES

Dear Ms. Balcher:

Pursuant to the comments made by the Planning Commissioners during the hearing on January 17, regarding speed calming measures on Kreuzer Lane, we have prepared the following comments.

Kreuzer Lane Private

Caldwell is amenable to speed calming measures on the private portion of Kreuzer Lane, including speed bumps and speed limit signs.

4th/Kreuzer

We have been in contact with Mike Hawkins, the traffic consultant for Napa County. It is unknown at this time if the County is requesting anything further from Caldwell regarding this public road and intersection.

Accident History

A review of the accident history for the intersection of 4th/Imola/Kreuzer revealed one non-injury accident in the last three years. The driver was a young adult, and not associated with visitation to Caldwell Vineyard.

If you should have any questions, please do not hesitate to contact me.

Sincerely,

Susanne Madigan Heun
Consulting COO
E: madiganheun@gmail.com
M: 707.363.3424

[38° 17 N. Latitude, 122° 14' W. Longitude]

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FEB 9 2018

Napa County Planning, Building
& Environmental Services
Napa County Planning, Building
& Environmental Services

09 February 2018

Wyntress Balcher, Planner II
Via email transmission

Re: Caldwell Vineyard Major Modification request #P17-00074-MOD

NEIGHBOR COMMUNICATION

Dear Ms. Balcher:

Pursuant to the comments made by the Planning Commissioners during the hearing on January 17, regarding more communication with the neighbors, we have prepared the following comments.

The Kreuzer Lane Neighbors were invited to an open-forum meeting, on the date and time of their choosing. We met Tuesday, February 6, 2018 from 6pm-7pm at Napa Chamber of Commerce. Fourteen neighbors were in attendance, and three Caldwell representatives: Tom Adams, DPF, Counsel for Caldwell, Kelvin Morasch, Construction Consultant, and Susanne Madigan-Heun, Consulting COO.

Caldwell Vineyard expressed the desire to simply listen and note what the neighbors had to say. They reiterated the concerns that they submitted to the County in writing. We are looking closely at the issues and what we may be able to do. We will reach back to the neighbors soon.

If you should have any questions, please do not hesitate to contact me.

Sincerely,

Susanne Madigan Heun
Consulting COO
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[38° 17 N. Latitude, 122° 14' W. Longitude]

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FEB 9 2018

Napa County Planning Building
& Environmental Services

30 January 2018

Neighbors of Caldwell Vineyard
Via email transmission

Re: Caldwell Vineyard Major Modification request #P17-00074-MOD

Dear Neighbors of Caldwell Vineyard:

There will be a meeting on Tuesday, February 6, 2018 at 6pm in the Upstairs Boardroom of the Napa Chamber of Commerce, 1556 First Street, Napa.

We will be discussing the Modification of Use Permit Request.

If you have any questions prior to the meeting, please do not hesitate to contact me.

Sincerely,



Susanne Madigan Heun
Consulting COO

E: madiganheun@gmail.com

M: 707.363.3424

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RECEIVED

FEB 9 2018

Napa County Planning Building
& Environmental Services

09 February 2018

Wyntress Balcher, Planner II
Via email transmission

Re: Caldwell Vineyard Major Modification request #P17-00074-MOD

RECLAIMED WATER

Dear Ms. Balcher:

Persuant to the comments made by a neighbor and Planning Commissioner Terry Scott during the hearing on January 17, we inquired about the feasibility of reclaimed water at Caldwell Vineyard, from Pridmore Brothers. The winery use permit increase in visitation and production results in an increased water demand of 0.33 acre-feet per year.

To bring reclaimed water to Caldwell Vineyard, we would need to expose the City reclaimed water line on Kreuzer Lane, do a live tap into the water supply, install a traffic rated box with a meter, sawcut and remove asphalt for a trench to be excavated in, excavate a trench, install 4" PVC schedule 40 for a distance of 5250 feet.

The bid is as follows: 5250 linear feet trenching; 4" pipe; traffic rated box for meter (meter not included); 4250 feet asphalt; 1000 feet gravel; trench to be filled with City approved backfill sand; repave and asphalt removed from trench. Total \$552,250

Pridmore estimates that Kreuzer Lane would be obstructed for 3-4 weeks with restricted access. Additional expenses would be engineering and permits; special inspections for compaction of trench; excavation and compaction for tank pad for reclaimed water; construction of two 10k gallon storage tanks; revalve and manifold vineyard irrigation system to separate from the existing well and install a new distribution pump; sight supervision and project management. Total \$107,500

This proposal and bid would achieve bringing reclaimed water to the vineyard only, and the vineyard is not apart of this request for modification of use permit.

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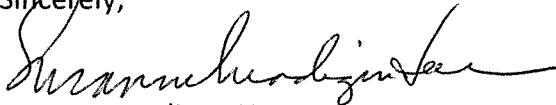
The winery could only participate in the reclaimed water program for two toilets—which would entail replumbing and redistributing water to the two toilet locations and replumbing the rest of the winery facility to isolate the two systems, the estimated cost of which is in excess of \$100k. The addition of reclaimed water to the winery toilets would have little impact and value.

In speaking to the senior engineer of the reclaimed water division, we learned that none of the Kreuzer Lane neighbors elected to participate in the reclaimed water program.

In conclusion, we found it beneficial to explore reclaimed water as a matter of interest, and appreciate the question. However, as you can see, bringing reclaimed water to the winery facility at an estimated cost in excess of \$759,750 is cost prohibitive.

If you should have any questions, please do not hesitate to contact me.

Sincerely,



Susanne Madigan Heun
Consulting COO

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M: 707.363.3424

From: [Jeff](#)
To: [Peter Menzel](#); [Susanne Madigan](#)
Cc: [Marie](#); [Daryl Chinn](#); [stacie_everingham@yahoo.com](#); [les.mcnamara@hotmail.com](#); [Tim McNamara](#); [Diane Madera Siebern](#); [stclair108@comcast.net](#); [Bruce Wilson](#); [kizzysmom1@hotmail.com](#); [Marissa & Lorenzo Mills Carlisle](#); [David Rude](#); [drude@aquasalt.com](#); [b2ghorst@aol.com](#); [Rich Stiltz](#); [Sabella Joseph](#); [Frank Sabella](#); [Matt Sabella](#); [bryant toth](#); [Ali Toth](#); [Bryant Toth](#); [Faith Daluisio](#); [rkjhome@gmail.com](#); [tothjillh@yahoo.com](#); [Sandra Buckley](#); [Balcher, Wyntress](#)
Subject: Update: Kreuzer Lane Private Gate
Date: Thursday, January 25, 2018 2:12:11 PM
Attachments: [B4F8F714-33BD-4D3A-82A2-AF6F5BD2DBF9F301.png](#)

All,

The gate has been repaired and is now functioning. AT&T has also cleaned up the phone line connection to the keypad, which has re-enabled remote access.

As before, the gate will remain open Monday-Saturday 6am-6pm. Outside of those hours, the code to open the gate remains #4130.

I have contacted the local gate companies, and hope to soon have quotes on replacing the keypad unit with a newer system, thus minimizing any future communication errors, and further bringing the gate into the modern age.

If you have any gate-related questions, please feel free to contact me (my contact information is below).

Respectfully,

Jeff

Jeffrey van de Pol
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From: [Susanne Madigan](#)
To: [Marie](#); [Daryl Chinn](#); [stacie_everingham@yahoo.com](#); [les.mcnamara@hotmail.com](#); [Tim McNamara](#); [Diane Madera Siebern](#); [stclair108@comcast.net](#); [Bruce Wilson](#); [kizzysmom1@hotmail.com](#); [Marissa & Lorenzo Mills Carlisle](#); [David Rude](#); [drude@aquasalt.com](#); [b2ghorst@aol.com](#); [Rich Stiltz](#); [Sabella Joseph](#); [Frank Sabella](#); [Matt Sabella](#); [bryant toth](#); [Ali Toth](#); [Bryant Toth](#); [Faith Daluisio](#); [rkjhome@gmail.com](#); [tothjillh@yahoo.com](#); [sandrabuckley@att.net](#); [peter@menzelpphoto.com](#)
Cc: [Balcher, Wynntress](#); [Jeff](#)
Subject: Kreuzer Lane Private Gate
Date: Thursday, January 18, 2018 1:23:22 PM

Good afternoon:

Apologies in advance for emailing any who are not directly affected by the gate at the Private Lane.

The gate company met with Jeff van de Pol of Caldwell Vineyard, today.

As you may know, there were innumerable power surges during the wildfires. The Kreuzer Lane gate was affected, to the extent that it requires a new transformer. The parts have been ordered and an estimated time line of the work performed--approximately two weeks. The gate company also found the phone line service inadequate, and there will be follow up with AT&T.

I know there were questions and innuendo concerning the timing of the gate not working. I humbly ask that you allow that this is really part and parcel with the recovery process--post wildfire. The gate company and phone service companies have been inundated with these types of maintenance issues. The Caldwell Management team has been working on this since November 3, 2017.

If you have any questions or concerns about the gate specifically, your contact is Jeff van de Pol, a member of the Management Team at Caldwell Vineyard. Jeff can be best reached at jeff@caldwellvineyard.com. I do ask that you not contact Mr. and Mrs. Caldwell about this matter.

Thank you for your kind attention.

Susanne Madigan Heun
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From: [Susanne Madigan](#)
To: [Marie](#); [Daryl Chinn](#); [stacie_everingham@yahoo.com](#); [les.mcnamara@hotmail.com](#); [Tim McNamara](#); [Diane Madera Siebern](#); [stclair108@comcast.net](#); [Bruce Wilson](#); [kizzysmom1@hotmail.com](#); [Marissa & Lorenzo Mills Carlisle](#); [David Rude](#); [drude@aquasalt.com](#); [b2ghorst@aol.com](#); [rich@topnotchelectric.biz](#); [Sabella Joseph](#); [fsabella1@comcast.net](#); [Matt Sabella](#); [bryant.toth](#); [aswitzer@gmail.com](#); [bryant.a.toth@gmail.com](#); [Faith Daluisio](#); [rkjbhome@gmail.com](#); [tothjillh@yahoo.com](#); [sandrabuckley@att.net](#); [peter@menzelphoto.com](#)
Cc: [Greenwood-Meinert, Scott](#); [Balcher, Wyntress](#)
Subject: P17-00074-MOD-Caldwell Vineyard Major Modification
Date: Wednesday, January 17, 2018 2:52:38 PM

Good afternoon:

Following the Continuance of the Hearing today and request from the Napa County Planning Commission, I am reaching out to Kreuzer and 4th Avenue Neighbors with regard to a Neighbor Meeting. (If you notice that this email list is missing any interested parties, please don't hesitate to let me know.)

Caldwell Vineyard would like to propose a meeting on Tuesday, January 30 or Tuesday February 6, 2018--with a time of your choosing.

If there is a "chairperson" (or similar) for your group, would you be so kind as to gain agreement for the date and time? I will then reserve the meeting room to hold the number of attendees anticipated, and mail a notice to the mailing list.

I am reiterating at this time, that Caldwell Vineyard, LLC has designated me as the winery and project representative. If you have any questions or concerns, please reach out to me directly. Although I anticipate the gate to be fully functional tomorrow--if there are any concerns about the gate, please contact Jeff@caldwellvineyard.com.

Thank you for your kind attention.

Susanne Madigan Heun
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