

“ A ”

Application Submittal Package

VINUM[™] CELLARS

September 11, 2019

Erin Morris, AICP
Planning and Code Enforcement Manager
City of Napa Community Development Department
1600 First Street
Napa, CA 94559

RE: Greenwood Mansion Project
Project Revisions to Address Council Comments
499 Devlin Road

Dear Ms. Morris;

As you are aware, on Tuesday, May 21st, 2019 the Napa City Council considered my request to establish a small café with wine tasting facility within the old Victorian era former residence located in Napa County's airport area industrial park at 499 Devlin Road. My project is subject to review by the City of Napa because it involves an amendment to the County's specific plan to allow the café. The wine tasting component of the project is allowed under specific plan rules.

Council members expressed concern with the operating hours and events component of my proposal, questioning whether they were in keeping with a business park serving use. In response to their concerns as well as comments received from neighbors regarding parking, I have revised the project to address the concerns as follows:

1. The original application proposed 18 and then was redesigned to accommodate 25. We have redesigned it again to accommodate 35 cars.
2. The Café hours will now be Monday – Friday from 6am – 8pm. Additionally, the hours of amplified music will be reduced to 8am – 6pm daily, Monday – Friday.
3. All special events have been eliminated.

I am hopeful that with these changes my project that the City will view my proposal as truly a business area serving use and will offer their support for the proposal. I believe there is tremendous need for a small café to serve businesses within the industrial area, and its operation will not be detrimental to the success of the City of Napa in any manner. I look forward to the City Council's review of my revised project.

Attached are revised draft conditions of approval from Napa County that limit the scope of the project, including incorporation of the changes noted above. Please review and comment. If these changes are acceptable to City Staff, I respectfully request that my revised proposal be forwarded for City Council consideration at your earliest convenience. Please contact me if you have any question or comments.

Sincerely,



Richard Bruno
President
Vinum Cellars
499 Devlin Rd.
Napa, CA 94114
707-254-8313



October 24, 2018

VIA EMAIL AND U.S. MAIL

Rick Tooker
Community Development Director
City of Napa
P.O. Box 660
Napa, CA 94559-0660
rtooker@cityofnapa.org

John McDowell
Napa County Planning Department
County of Napa
1195 Third Street, 2nd Floor
Napa, CA 94559
John.McDowell@countyofnapa.org

Re: Greenwood Mansion Project
Devlin Road, Napa County

Dear Mr. Tooker and Mr. McDowell:

As you are aware, our firm represents Vinum Cellars (“Vinum”), the owner of 499 Devlin Road, Napa, California, located at the northwest corner of Devlin Road and Airport Boulevard (“Property”). There is an existing two-story 3,090 sq. ft. historic farmhouse located on the site that has been used as office space since the early 1990s. Vinum is seeking approval of a Conditional Use Permit (“CUP”) to renovate the existing farmhouse and surrounding grounds to be used as a café, a wine-tasting room, and an office, as well as a new wine production facility of approximately 680 square feet (“Project”). The Project provides natural support for the Napa County Airport Industrial Area (“AIA”) and gives life to an underutilized historic resource; the Greenwood Mansion.

The Project’s proposed uses as requested in the refined application are the result of consultations with the County and City staff to shape a noble project that functionally serves the AIA, features a beautiful historic resource and is consistent with the Gateway Commercial Node designation (“Node”). The Property is located with the Napa Valley Business Park Specific Plan (“Specific Plan”), and is designated Business/Industrial Park (“B/IP”), which authorizes the proposed uses with the approval of a CUP within those B/IP areas designated as the Node. Because the Property is not located within the Node, Vinum is also seeking approval of a modification to the Specific Plan to include the Property within the Node.

Rick Tooker
John McDowell
October 24, 2018
Page 2 of 4

As noted, the Property is also located within an area of Napa County (“County”) known as the AIA. Properties located in the AIA are subject to the Memorandum of Agreement Between the City of Napa and Napa County Regarding Regional Housing Needs Allocations for Future Housing Element Planning Periods (“RHNA Agreement”). The RHNA Agreement requires the County to limit land uses within the AIA to those uses that are consistent with the applicable zoning in effect on October 8, 2013, unless the land use changes are mutually agreed to by the City of Napa (“City”) and the County. For the reasons stated below, the Project is consistent with the intent of the RHNA Agreement, and Vinum respectfully requests the City to support the Project.

A. The Greenwood Mansion Project Is Designed To Serve The Needs of the AIA.

One of the stated purposes of the RHNA Agreement, which balances the allocation of 80% of the County’s RHNA obligations to the City beginning in the 2022 Housing Element cycle with the County’s willingness to preserve agricultural lands in the County, is to “prevent urban sprawl, direct growth and development into existing cities, and promote infill and smart growth.” (RHNA Agreement, Recital E.) The Project is consistent with and in some cases even furthers the efforts to achieve these goals.

1. The Project Location Is a Natural Extension of the Existing, But Yet to be Realized Potential of the Gateway Commercial Node

The Specific Plan already recognizes that there is a need to allow for development of ancillary restaurant uses that are designed to serve the needs of the AIA. It contemplates the development of potentially several distinct restaurant uses of up to 6,500 square feet in size with up to 150 seats within the Node. But to date, only a Springhill Suites hotel (which does not include a restaurant) and a business services agency have located within the current Node boundaries. As the Project site is located adjacent to the western boundary of the Node, the extension of this boundary to include the Project site would allow for the Project to fulfill a need that was expected at this location in the Specific Plan, but has yet to see its first restaurant become operational. The Project café will be open as wine service is available, providing breakfast and lunch late into the afternoon, thereby supporting the tenants and visitors of the industrial park in the AIA.

Also, the Project applicant is considering the feasibility of bringing Jump Bikes to the AIA, with a station strategically placed at the Project and other locations throughout the AIA.

Furthermore, the Node already allows up to 35,000 square-feet of retail/service and restaurant commercial uses, with as much as 75,000 square-feet under specified circumstances, so long as they are “business park serving uses.” Since the first “business-park-serving” retail/service and restaurant commercial use has not been built within the Node, the approval of

the Project would not actually increase the total amount of these commercial uses that are already allowed within the Node.

2. The Project Furthers the Goal of Directing Growth Into Existing Cities

While this may seem counter-intuitive on the surface, the Project furthers the long-term goal of directing growth to the City of Napa. The Napa County Airport is a shared community resource that the City and the County affirmed as a desired location for industrial development in the RHNA Agreement. Thus, the County has a strong interest in the success of the AIA and is undoubtedly a part of the County's willingness to enter into this mutually beneficial agreement. Part of the AIA's success is to make it an attractive place for new businesses to locate and existing ones to expand. As this occurs, these businesses will need to entice high-quality talent that will be attracted to the idea that they can grab a quick bite to eat or drink, network with colleagues, or sit down with current or potential clients at a place that is conveniently located from work. The Project helps to fill that need by providing variety to the options that these employees will demand when choosing to accept an employment offer.

3. The Project Promotes Smart Growth and Reduces Sprawl

The principles of smart growth and the reduction of sprawl encourage the location of complementary uses near each other. The Project café will support this by serving the employees and visitors of the industrial park. The benefits also include the reduction of vehicle miles travelled ("VMT") due to the reduced need to use one's car to reach the destinations that fulfill those day-to-day needs, such as grabbing a bite to eat for breakfast or lunch, buying that item that was forgotten at home, or just a place to relax for a little while before heading back to the office. Consequently, reduced VMT leads to improved air quality and the reduction in greenhouse gas emissions; reduced local road congestion; improved health through increased walking and biking; and an increase in overall economic activity through passer-by retail sales.

The Project will promote these goals by spurring the development of ancillary beneficial uses within the AIA. As a service that would be well located adjacent to an already vibrant multi-tenant facility, the Project will provide a much-needed service that will improve the options for existing area users to remain within the AIA for lunch; rather than jump in their cars to find somewhere to eat. This will lead to additional similar uses locating within the Node, thereby creating the kind of smart growth environment envisioned in the Specific Plan.

Rick Tooker
John McDowell
October 24, 2018
Page 4 of 4

B. Conclusion

We appreciate the City and County's collaboration with us on this Project and the opportunity to discuss these points with you. Once again, based on the foregoing, the Project serves the needs of the AIA and is consistent with the principles of smart growth. Please let us know if there is any other information that we can provide and we look forward to presenting this matter to the City Council as soon as it can be placed on the calendar.

Very truly yours,


Diane G. Kindermann

DKH/wj

cc: Client