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Application Revision Memo
Pickett Road Wine Company Major
Modification
P19-00172-MOD

NEW ALBION SURVEYS, Inc

CONSULTING LAND SURVEYORS

1113 Hunt Avenue St. Helena, CA 95474

(707) 963-1217 ♦ FAX (707) 963-1829

E-Mail: jwebb@albionsurveys.com

August 12, 2021

Napa County Planning Commission
1195 Third Avenue, Suite 210
Napa, CA 94559
Via email to Trevor Hawkes

Re: Revised Marketing Plan, Major Modification to Pickett Road Wine Company, P19-00172-MOD

Dear Napa County Planning Commission:

Before the Commission on June 2, 2021 was the hearing for the Pickett Road Wine Company Major Modification, P19-00172-MOD.. During the hearing, several neighbors spoke about their concerns regarding the proposed Marketing events and the related traffic. The hearing was continued to allow the winery owner, Ms. Kelly Fleming, an opportunity to discuss a reduced marketing plan with her adjacent neighbor's, Mr. Armbruster and Mr. Levenstien. After several meetings with the neighbors, Ms. Fleming was able to strike an accord with Mr. Armbruster but she was unable to find common ground with Mr. Levenstien as he does not want any Marketing or Hospitality at the winery.

The proposed marketing plan had already reduced the approved 2-one-hundred and twenty-five person events to be held between the hours of 10 am-10pm to 1-one-hundred and twenty-five person event. The proposed marketing plan agreed upon with Mr. Armbruster will additionally reduce the proposed 10-sixty person events held between 10am-10pm to 5-sixty person events in total, 2-sixty person events to be held between the hours of 10 am-10pm and the remaining 3-sixty person events to be held between 10 am-4pm, and, the proposed 3-fifty person events held at night will remain but the times will be altered, 1-fifty person event to be held between the hours of 10 am-10pm and the remaining 2-fifty person events to be held between 10 am-4pm

Additionally, the proposed 10-twenty-four person events held between 10am-4pm has will be reduced to 8-twenty-four person events held between 10am-4pm.

In summary, the proposed Marketing events will be reduced from 24 events to 17 events, and 14 of the previously proposed marketing events which could take place in the evenings has been reduced to 4 possible evening marketing events.

Additionally, as stated at the hearing, Ms. Fleming will inform neighbors in advance about marketing events and provide a direct contact phone number of the marketing event manager on premises.

Ms. Fleming has also agreed to erect traffic signs directing visitors to the winery, away from the driveway leading to Mr. Armbruster and Mr. Levenstien's property.

Prepared by Albion Surveys, Inc for Pickett Road Wine Company,

Jon Webb

Jon M Webb

August 13, 2021