

ARAUJO
ESTATE WINES

April 24, 2013

VENGE LAND VENTURES LLC
4708 Silverado Tr
Calistoga, CA 94515

Dear Venge Land Ventures LLC:

Araujo Estate Wines is reaching out to our Pickett Road neighbors to advise each of you that we have applied for a modification to our winery use permit. We anticipate the hearing at the Napa County Planning Commission will occur sometime in mid-July. Our intent is to provide you with information on the use permit modification in advance of the notice you will receive from Napa County, and also to invite you to meet with us to discuss the application, if you wish. Araujo Estate Wines has always tried to be a good neighbor on Pickett Road and we want to assure each of you that this will continue to be an important objective for us. As you know, Bart and I live at 2155 Pickett Road, where our vineyard and winery are located.

The reason the modification was required is two-fold. First, we wanted to update our use permit to reflect the number of employees now working at the winery (12). Second, we wish to revise our winery marketing plan so that it is more in keeping with the direct marketing that many other Napa Valley wineries are engaged in. I can assure you that this revision is entirely in keeping with the visitation at other similarly sized small family wineries in Napa County, and that it will continue to reflect Araujo Estate Wines' commitment to focused and quality-oriented presentation of the wines we make on the estate. The proposed Winery Marketing Plan is reflected below, along with the currently approved Plan numbers noted in parentheses, for sake of comparison.

By-appointment Tours & Tastings: Proposed maximum of 18 per day or 7 vehicles
(Maximum of 24/year with 5 persons each)

Food-and-Wine Pairings: Maximum of 4 per month with maximum of 24 persons each
(Maximum of 12/year with a maximum of 24 persons each)

Wine Club/Release Events: Maximum of 4/ year with a maximum of 80 persons each)
(These events not in currently approved Marketing Plan.)

Auction-related Events: Maximum of 2/year with a maximum of 80 persons each)
(No change in number of events, but proposed with 125 persons
each event, consistent with provisions of Napa Valley Vintners
Association numbers.)

EISELE VINEYARD
NAPA VALLEY

Araujo Estate Wines commissioned the firm of Omni-means to do a traffic study which evaluated the traffic generation represented by the number of existing employees, in combination with the numbers proposed in the revised Marketing Plan. This study also evaluated the cumulative traffic from the other wineries on Pickett Road, as well as two existing wineries and the Silver Rose Resort project on Silverado Trail, which are located in the City of Calistoga. The summary of that report states:

The project-generated traffic would represent an increase of less than one percent (0.007) over the existing Silverado Trail volume of 4,715 daily trips. All project study intersections would operate at Level of Service B (free-flowing traffic) or better under existing plus proposed project conditions, during both weekday and weekend peak hour conditions. With near-term (approved and pending) development traffic volumes, the near-term plus proposed project-generated conditions would continue to operate acceptably.

Left-turn warrants at the Araujo Driveway/Pickett Road intersection were evaluated for existing plus proposed project and near-term plus proposed project conditions. Based on Napa County warrants, a left-turn lane would not be warranted on Pickett Road at the proposed project driveway under either scenario."

Other than a minor improvement to extend the winery's wastewater treatment leach field, the modification includes no new construction and no increase in wine production. It is our commitment to continue as a small winery and to maintain the existing natural landscape appearance that we have created since our ownership beginning in 1990.

If you would like more information or have any concerns you would like to express, I encourage you to call me at (707) 709-2361, or speak with our office manager, Michelle Fishing at (707) 709-2362, to discuss or to schedule an appointment to discuss our use permit modification. Alternatively, you may also contact our planning consultant, Donna Oldford of Plans4Wine at (707) 963-5832, with any questions about the use permit process.

Thank you for your kind consideration of our use permit modification request.

Sincerely,

A handwritten signature in black ink, appearing to read 'Daphne Araujo', with a stylized, elongated final stroke.

Daphne Araujo
Araujo Estate Wines

June 18, 2013

Mr. Chris Cahill
Planner III
Napa County Dept. of Planning, Engineering & Environmental Management
1195 Third Street, 2nd Floor
Napa, CA 94559

SUBJECT: ARAUJO ESTATE WINES USE PERMIT MODIFICATION

Dear Mr. Cahill:

We are writing as neighbors of the Araujo Estate Wines property to express our support for the winery's application to modify its use permit and wine marketing plan. The winery has historically been a good neighbor on Pickett Road. The property is beautifully maintained and the owners have always been very sensitive to maintaining the rural ambiance and quiet nature of this part of the valley.

Daphne and Bart Araujo recently sent us a letter advising that they have filed a proposed use permit modification with Napa County to add some tours, tastings, and marketing events to their current winery marketing plan. The proposed changes to the marketing plan were described in detail in the letter. We do not see this as a significant increase in Araujo Estate Wines' current modest marketing plan, and do not think that the proposed changes will alter the rural ambiance of Pickett Road in any way.

Napa Valley wineries need to be able to perform reasonable marketing functions to insure that grape growing and winemaking continue to be the primary land uses in this famous wine region. Viable wineries are an integral part of the preservation of agriculture in the Napa Valley. The Araujos are great neighbors and exemplary stewards of their land, and we are pleased to support their application for use permit modification.

Thank you for your consideration of our support for our neighbor and this winery.

Sincerely,



Keith & Priscilla Geeslin
2121 Pickett Road
Calistoga, CA 94515

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JUN 21 2013

Napa County Planning, Building
& Environmental Services