

February 7, 2014

John McDowell, Deputy Planning Director Napa County Planning, Building and Environmental Services 1195 Third Street, Suite 210 Napa, CA 94559

Re: Use Permit Application No. P11-00156

Raymond Vineyard & Cellar; APN 030-270-013 and 030-050-031

Dear Mr. McDowell:

Enclosed please find a projected employee census for the Raymond Vineyard & Cellar ("Raymond") property when the proposed project is implemented.

The Raymond facility does not require 90 full-time employees. However, the proposed Marketing Plan for Raymond requires more labor than typical tasting room models, due to the unique nature of the Raymond approach. This approach involves many customized educational experiences, classes and tours, which often take place simultaneously throughout the property. By projecting 90 employees, Raymond hopes to have the flexibility to execute the Marketing Plan without compromising the quality of the experience for visitors. The duties of employees on the property are split between marketing/hospitality, production and administration. The proposed parking plan improvements and Traffic Study address the increase in employees.

The Raymond marketing approach involves the creation of unique guest experiences that not only educate but also allow it to sell its wines. Raymond has found that different people like to learn about and enjoy wine in different ways and the collection of Raymond tasting rooms, seminars and experiences allow visitors to choose the format that best suits their tastes and interests. Whether the Raymond visitation is increased, or not, the five small separate tasting areas will continue to allow Raymond to creatively host guests to ensure the best possible experience for the guests. Raymond believes that it is the number of guests, not the number of opportunities for the guests to enjoy the wine, which should be the focus of any impact assessment.

Thank you for your continued assistance with this project.

Very truly yours,

John G. Mackie

JGM/hd Enclosures

cc (via email): Jean-Charles Boisset

Alain Leonnet Lisa Heisinger Tom Blackwood

Jeff Redding, Land Use Consultant Laura Anderson, Deputy County Counsel

100 B Street, Suite 400, Santa Rosa, California 95401 · tel: (707) 526.4200 fax: (707) 526.4707

PROJECTED EMPLOYEE CENSUS AT RAYMOND VINEYARD & CELLAR APN 030-270-013 and APN 030-050-031

PRODUCTION: 30-35 people

Winemaking & Lab (5)
Winegrowing & Vineyard (8)
Cellar (10-12)
Bottling (6)
Production/Facility Mgmt (2-3)

SALES/MARKETING/HOSPITALITY: 35-40 people

Sales/Marketing (12) TR/Club/Customer Service (17-22) Culinary/Events (4-6)

ADMINISTRATION: 15 people

Executive Management (3)
Accounting/Business Analyst (6)
Orders/HR/Office Admin (6)

January 31, 2014

160 - 3200

Napa County Planning, Building & Environmental Services

VIA ELECTRONIC & U.S. MAIL

Kirsty Gerosa, Planner
Napa County Planning, Building and
Environmental Services
1195 Third Street, Suite 210
Napa, CA 94559
(kirsty.gerosa@countyofnapa.org)

Re: Use Permit Application No. P11-00156

Raymond Vineyard & Cellar; APN 030-270-013 and 030-050-031

Dear Ms. Gerosa:

This firm represents Raymond Vineyard & Cellar ("Raymond") in connection with the above-referenced Application. As you know, you and your colleagues have been in communication with Raymond, its various consultants and us, since the June, 2012 public hearing on this Application. Since that time, a number of analyses have been conducted, issues addressed, and the proposed project modified in response.

This proposed project is located at the Raymond winery site, located on 60.72 acres, on the south side of Zinfandel Lane, approximately 0.3 miles east of its intersection with State Route 29. The winery and project is located on Napa County APNs 030-270-013 and 030-270-031, and known as 849 Zinfandel Lane, St. Helena, California 94574. The project is within an Agricultural Preserve ("AP") zoning district.

Our October 16, 2013, letter to former Director, Hillary Gittleman, advised you that Raymond was deleting the proposed increase in winery production from the Application.

Since October 16, 2013, you and your colleagues have been working with Raymond and us to refine the submissions and analyses in your file pertinent to the Application. You have also asked us to restate and update the project description now being proposed.

The proposed project, as modified, is as follows:

- (1) Increase visitation from 400 public visitors to 500 total visitors per day (400 public and 100 by-appointment only).
- (2) Adoption of a marketing plan to allow 50 total events, not to exceed eight per month, with one weekend per month between May and October not to have an event in excess of 100

CARLE, MACKIE, POWER & ROSS LLP

Kirsty Gerosa, Planner Napa County Planning, Building and Environment Services January 31, 2014 Page 2

people: (a) 2 events per year for up to 500 people; (b) 4 events per year for up to 250 people; (c) 6 events per year for up to 150 people; (d) 12 events per year for up to 100 people; and (e) 26 events per year for up to 50 people. (Among other conditions, Raymond has agreed to (i) compile an e-mail list of anyone wishing to be notified of events expected to be larger than 100 attendees; and (ii) provide a shuttle from an off-site parking location for 500 person events.)

- (3) Expansion of the domestic wastewater treatment capacity.
- (4) Construction of 50 additional parking spaces for a total of 130 parking spaces. (Raymond will provide valet parking service for events expected to be larger than 100 attendees and parking on Wheeler Lane will be prohibited and actively monitored.)
- (5) Inclusion of food and wine pairing along with an outdoor demonstration kitchen as a part of tours and tasting.
 - (6) Construction of a left-hand turn lane on Zinfandel Lane.
- (7) Remodel of the existing 855 sq. ft. pool house to be converted to a private tasting space.
 - (8) Construction of a vineyard viewing platform.
- (9) Increase the tours and tastings hours of operation from 10 am to 4 pm to 10 am to 6:30 pm.
- (10) Increase the production hours of operation from 6 am to 6 pm to 6 am to 10 pm thirty days out of a calendar year.
 - (11) Increase the number of employees (by 66) from 24 to 90.
- (12) Construction of approximately 15,000 sq. ft. of production space by enclosing the existing exterior work area.
- (13) Interior modifications, including the conversion of 10,670 sq. ft. of production space to accessory space and relocating an entitled commercial kitchen from building "C" to building "A".
- (14) Modify the existing conditions of approval to allow for outdoor events (with conditions).

CARLE, MACKIE, POWER & ROSS LLP

Kirsty Gerosa, Planner Napa County Planning, Building and Environment Services January 31, 2014 Page 3

- (15) Remove the existing swimming pool and replace with landscaping.
- (16) Display public art within one-acre of landscape.
- (17) Allowance for outdoor consumption of wine pursuant to AB 2004 (Evans), in locations identified in the attached site plan.
- (18) Addition of more on-site signage to better direct guests and service vehicles to their destinations.

The enclosed site plan presents the proposed project in graphic form.

The wastewater and traffic analyses have been updated for purposes of this revised project and are being submitted to you separately, along with the GHG Form and an employee census by activity.

We believe the other analyses prepared on the originally proposed project and modified or updated after consultation with you or your colleagues, remain applicable to the revised project. In essence, as revised, most impacts are less than originally analyzed. We believe that the Department and Raymond are now in a position to schedule the Commission for a continuation of its public hearing. We look forward to your continued review.

Thank you again, to you and your colleagues, for your assistance.

Very truly yours,

John G. Mackie

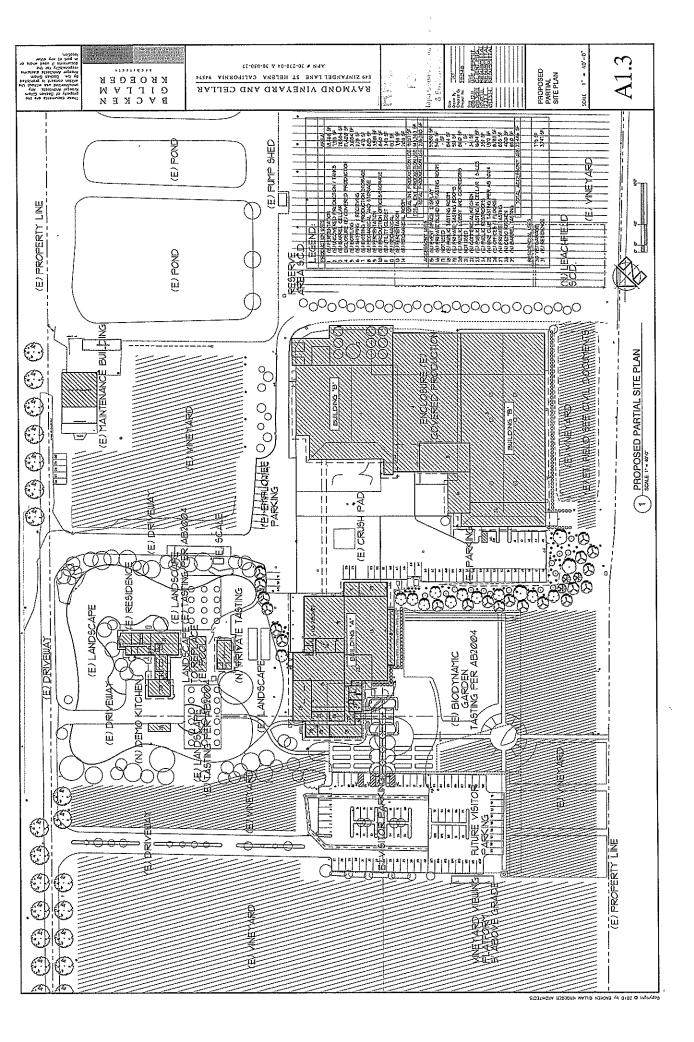
JGM/hd Enclosure

cc (via email): Jean-Charles Boisset

Alain Leonnet Lisa Heisinger Tom Blackwood

Jeff Redding, Land Use Consultant

John McDowell, Deputy Planning Director Laura Anderson, Deputy County Counsel



100 B Street, Suite 400 Santa Rosa, California 95401 Tel:(707) 526-4200 Fax: (707) 526-4707

October 16, 2013

VIA ELECTRONIC & U.S. MAIL

Hillary Gitelman, Director
Napa County Planning, Building and
Environmental Services
1195 Third Street, Suite 210
Napa, CA 94559
(Hillary.Gitelman@countyofnapa.org)

Re:

Use Permit Modification Application No. P11-00156

Raymond Vineyard & Cellar; APN 030-270-013 and 030-050-031

Dear Ms. Gitelman:

I have been authorized by our client, Raymond Vineyard & Cellar ("Raymond"), to inform you that Raymond wishes to delete from its Use Permit Modification Application any proposed increase in winery production. Raymond reaffirms its application for the marketing and hospitality elements of its Use Permit Modification Application.

Raymond believes that in the near future its business will require production capacity of 1.5 million gallons per year. As we have discussed, however, the need is not immediate. What is of more immediate concern to you, and to us, is that Raymond become compliant with the so-called "75% Rule," for Napa grapes in wine being produced or bottled at the Raymond facility. It is the intention of Raymond to become compliant with the 75% Rule by the end of 2014. Once Raymond has become compliant with the 75% Rule, it is the intention of Raymond to reapply for a Use Permit Modification for the increased production. At that time, Raymond would indicate the time period over which it would grow its production to 1.5 million gallons per year, and Raymond would provide information on how it would meet the 75% Rule at the increasing production increments.

We appreciate the time that you and your staff have devoted to this matter. We would like to discuss with you the process to complete the review of the Application for Use Permit Modification. We understand that you will be leaving the Department as of the close of business on October 18, 2013. We wish you well in your new venture. We have copied John McDowell,

CARLE, MACKIE, POWER & ROSS LLP

Hillary Gitelman, Director Napa County Planning, Building and Environment Services October 16, 2013 Page 2

Deputy Planning Director, with this letter because he has been identified as the person who will assume project management responsibilities for this Application. Do not hesitate to contact us with any questions or comments.

Very truly yours,

MM. Clar

John G. Mackie

JGM/hd

cc (via email): John McDowell, Deputy Planning Director

Laura Anderson, Deputy County Counsel

Jean-Charles Boisset Alain Leonnet

Lisa Heisinger Tom Blackwood

Jeff Redding, Land Use Consultant



Kirsty Shelton, Planner
Napa County Conservation, Development &
Planning Commission
July 31, 2013
Page 2



compliant. One important element in becoming compliant would be the increase in permitted production contained in the Application for a revised use permit.

- 6. <u>Employee Numbers</u>. Employees on site are devoted approximately one-third to production, one-third to hospitality and marketing, and one-third to administration. As noted below in response to issue 8 (Number of Tasting Rooms), the Raymond hospitality program provides a multiplicity of opportunities for consumers to learn about wine in a variety of different tasting environments.
- 7. <u>Dog Kennel</u>. The Applicant acknowledges that a building permit is needed for the Frenchie Winery (dog run). This is not a kennel, but rather a place for a temporary stay by dogs accompanying visitors. The structure measures 16' x 20' (320 sq. ft.). The eve of the roof is 9' high. The structure is not enclosed (there is no wall on the north side) and has a dirt/pea gravel floor. Upon approval of its revised Use Permit, Applicant will move forward with the building permit.
- 8. <u>Number of Tasting Rooms</u>. Enclosed is a brochure provided to visitors when they visit Raymond. This gives a sense of the intensity of hospitality activities and the variety of opportunities for consumers to learn about the Raymond wines.
- 11. <u>Floor Plan</u>. As discussed in our recent meeting, we believe that the site plan previously provided shows the detail you need.
- 12. Signage Plan. The Applicant is not proposing the revision of its signage program. As noted in the June 2012 Planning Commission hearing by neighbors on Wheeler Lane, the Applicant has added the following signs (photographs are enclosed) to improve traffic flow and lessen the possibility of winery guests and production trucks incorrectly turning onto the neighbors' properties:
 - (a) Raymond Tasting Room directional arrow 24" x 18"
 - (b) Raymond Tasting Room 24" x 18"
 - (c) Raymond Winery 24" x 18"
 - (d) Raymond Tasting Room 24" x 24"



CARLE, MACKIE, POWER & ROSS LLP

Kirsty Shelton, Planner
Napa County Conservation, Development &
Planning Commission
July 31, 2013
Page 3



AUG - 3 2013

Napa County Planning Building & Environmental Services

- 13. <u>Vineyard Viewing Platform</u>. The Applicant has not made a final decision about the construction of an expanded viewing platform. When and if an application is made to the County for a building permit for such a platform, the plans will reflect ADA compliance.
- 14. <u>Number of Kitchens</u>. There are not three kitchens in the project. There is a commercial kitchen to be created within the main hospitality building that will supply needs throughout the site. There is a mobile demonstration kitchen that will be used in the wine and food education activities. However, as noted, this kitchen will not be used to produce and serve food to visitors. The area that was potentially understood to be a third kitchen is in a house and is not to be used as a kitchen.

We hope this responds to your requests. We look forward to further conversations with you about these issues.

Very truly yours,

John G. Mackie

JGM/hd Enclosures

cc (via email): Jean-Charles Boisset

Alain Leonnet Lisa Heisinger

Jeff Redding, Land Use Consultant



May 2, 2013

RECEIVED

MAY 7 2013

Kirsty Shelton, Planner
Napa County Conservation, Development &
Planning Department
1195 Third Street, Suite 210
Napa, CA 94559

Napa County Planning, Building & Environmental Services

Re: Us

Use Permit Application No. P11-00156

Raymond Vineyard & Cellar; APN 030-270-013 and 030-050-031

Dear Ms. Shelton:

This letter is being submitted on behalf of our client, Raymond Vineyard & Cellar, Inc. ("Raymond"), the applicant in the above-referenced Conditional Use Permit amendment application. This letter is intended to reaffirm the application of Raymond submitted as Use Permit Application No. P11-00156 (the "Application"), and to respond to your letters of June 29, 2012, and March 25, 2013.

The Application was submitted to you in May of 2011. Since that date, there have been public meetings, public hearings and discussions in person and via correspondence and email with Napa County staff and concerned citizens. It is our hope that, with this letter, we can clarify what Raymond is asking for in the Application, respond to your requests for information and move forward with this Application.

PROJECT DESCRIPTION

As you know, there were vineyards and winery-related uses on the Raymond site for many years prior to 1991. Raymond currently operates under Use Permit No.U-89-46, which was issued by Napa County on February 25, 1991. That Use Permit allows for production of 750,000 gallons of wine per year, averaged annually over a rolling 3-year period, with no annual production to be in excess of 900,000 gallons. The 1991 Use Permit also addressed many production, marketing, visitor-serving and other use changes and improvements to the Raymond property. The current Marketing Plan was also approved as a part of the 1991 Use Permit.

The Application requests a number of changes in the existing Use Permit, including an increase in permitted wine production to a maximum of 1,500,000 gallons per year, revisions to the Marketing Plan, changes to physical spaces and improvements in and around the property. In



CARLE, MACKIE, POWER & ROSS LLP

Kirsty Shelton, Planner
Napa County Conservation, Development &
Planning Commission
May 2, 2013
Page 2

some cases, Raymond is asking for a decrease in the permitted activity in response to clarification of its own needs and the requests of Napa County staff and concerned citizens.

The following is a restatement of the requested amendments to the 1991 Use Permit, in light of staff and public discussions.

Visitation:

Raymond requests the following modifications in the visitation limitations:

- Increase daily visitation by adding 100 by-appointment only visitors, for a total of 400 public and 100 by-appointment only visitations (except as noted below); and
- Modify hours for tour and tasting from 10:00 a.m. to 4:00 p.m., to 10:00 a.m. to 6:30 p.m.

Marketing:

Raymond requests a reduction in, and clarification of, the number of marketing events approved in 1991. The requested events are as follows:

- 2 events per year for up to 500 people, (2 evening events indoor or outdoor);
- 4 events per year for up to 250 people (3 evening events, 1 daytime event)
- 6 events per year for up to 150 people (3 evening events and 3 daytime events);
- 12 events per year for up to 100 people (8 evening events and 4 daytime events);
- 26 events per year for up to 50 people (18 evening and 8 daytime events);

Raymond agrees that the number of marketing events shall not exceed eight (8) per month. Raymond further agrees that, for at least one weekend a month during the peak season of May through October, there will be no event with greater than 100 guests on such weekend. All events, whether indoor or outdoor, with or without amplified music, will end no later than 10:00 p.m.



Kirsty Shelton, Planner
Napa County Conservation, Development &
Planning Commission
May 2, 2013
Page 3

Production Hours:

Raymond requests an increase in production hours from the 6:00 a.m. to 6:00 p.m. timeframe allowed under the 1991 Permit to an allowable timeframe of 6:00 a.m. to 10:00 p.m. Raymond conducts production operations, such as bottling, between 6:00 a.m. to 10:00 p.m. daily. However, in an effort to address concerns expressed by neighbors, Raymond will limit these extended hours to only thirty (30) days annually. During the balance of the year, production operations would end by 6:00 p.m.

Advance Notice of Upcoming Events:

Raymond will compile an email list of anyone wishing to be notified of large (greater than 100 person) evening events and will provide notice to anyone requesting such notice. In addition, a contact person at Raymond will be identified and will be available by phone during these larger events. A contact phone number will be provided to both the County and to persons requesting notice of these events.

Traffic:

Raymond will provide shuttle service from an off-site location for any 500 person event (held twice a year).

Off-Site Signage:

Although it may not be a use permit issue, Raymond has agreed to support its neighbors in petitioning the County to modify speed limits on Zinfandel Lane and/or signage that limit truck traffic within adjacent neighborhoods. It should be noted that the speed limit has recently been reduced to 45 mph from 55 mph in response to these efforts.

On-Site Signage:

Raymond will add additional on-site signage to better direct guests and service vehicles to their destinations.



Kirsty Shelton, Planner
Napa County Conservation, Development &
Planning Commission
May 2, 2013
Page 4

Wastewater and Runoff:

All wastewater treatment facilities are designed with sufficient drainage to divert runoff. Please refer to the enclosed Wastewater Feasibility Study for details.

Visitor Serving Facilities:

Raymond requests permission to modify its visitor serving facilities as follows:

- Construct a left turn lane on Zinfandel Lane to improve traffic flows and safety on Zinfandel Lane; (a preliminary design prepared by Summit Engineering was submitted to the County);
- Construct 50 additional parking spaces for a total of 130 on-site parking spaces;
 Raymond will provide valet parking service for all events with attendees greater than 100; parking on Wheeler Lane will be prohibited and actively monitored;
- Remodel the existing 855 sq. ft. pool house to be used for private tastings;
- Remove the existing swimming pool and replace with landscaping (which may include a fountain);
- Display outdoor art;
- Construct a vineyard-viewing platform;
- Conduct food and wine pairings as a part of tours and tastings, including use of an
 outdoor demonstration kitchen located near the guest house (as shown on the
 enclosed revised site plan; the demonstration kitchen will be used to demonstrate
 cooking techniques but will not be used to prepare and serve food to the public);
 and
- Designate locations for on-site wine sale and consumption pursuant to AB 2004.

Additional Changes:

Raymond requests the following additional changes to the 1991 Use Permit:

- Increase the number of employees to 90;
- Allow for outdoor events; and

Carle, Mackie, Power & Ross LLP

Kirsty Shelton, Planner
Napa County Conservation, Development &
Planning Commission
May 2, 2013
Page 5

• Construct a commercial kitchen within the existing winery Building A in the location currently used as an employee lounge (which will be the only commercial kitchen used for on-site food preparation for the public).

It should be noted that Raymond has already proceeded with efforts to reduce emissions and "green" its operations. A solar-powered system generating up to 750kw should be functional by June 1, 2013.

RESPONSE TO JUNE 29, 2012 LETTER:

- 1. <u>Supplemental Traffic Analysis</u>. Enclosed is an Updated Traffic Study, dated April 5, 2013, and prepared by Omni Means, Ltd.
- 2. <u>Noise Analysis</u>. Enclosed is a Noise Analysis and Acoustical Study of Environmental Noise Issues, dated December 15, 2012, and prepared by Jerald R. Hydee, FASA, FIOA.
- 3. <u>Ground Water</u>. The Phase 1 water study prepared by Summit Engineering estimated ground water usage of 53.55 acre feet. The groundwater use threshold used by the County to assess the need for additional study is 1 acre-foot per acre or 60.72 acre-feet based upon a parcel size of 60.72 acres. Therefore, Raymond believes that no additional analysis is required at this time.
- 4. Storm Water & Wastewater Feasibility Analysis. Enclosed is a Wastewater Feasibility Study, dated May 9, 2011, revised as of April 4, 2013, and prepared by Summit Engineering, Inc. In addition to wastewater issues, the enclosed Study addresses the potential impact of storm run-off in connection with any wastewater discharge. As a result of these studies, Raymond believes that the improvements proposed in the Application, once implemented, will not yield a net increase of storm water discharging off-site.
- 5. <u>Grape Production</u>. Enclosed are copies of the California Department of Food and Agriculture Grape Crush Reports. Enclosed also is a Summary of Grapes Crushed 2009 to 2011. This Summary has been prepared by Raymond. Raymond is familiar with the Napa County local content rules and intends to comply with them when and if it increases production.
- 6. <u>Employee Numbers</u>. The Raymond facility does not require 90 full-time employees. However, the proposed Marketing Plan for Raymond requires more labor than typical tasting room models, due to the unique nature of the Raymond approach. This approach



Kirsty Shelton, Planner
Napa County Conservation, Development &
Planning Commission
May 2, 2013
Page 6

involves many customized educational experiences, classes and tours, which often take place simultaneously throughout the property. By requesting approval of 90 employees, Raymond hopes to have the flexibility to execute the Marketing Plan without compromising the quality of the experience for visitors. The duties of employees on the property are split between marketing/hospitality, production and administration. The proposed parking plan improvements and Traffic Study address the increase in employees.

- 7. <u>Dog Kennel</u>. The Frenchie Winery identified in the June 29, 2012, letter, is not a dog kennel but a dog run used only by winery employees and guests of Raymond. The dog that was the subject of the cited article, was owned by Mr. Boisset and no longer visits the site. A kennel is defined as a place where dogs or cats are bred, raised, trained or boarded. The Frenchie Winery is none of those things. It is merely intended as a place where the owner, employees or guests might temporarily place their dog while on site. It is intended as an alternative to keeping dogs within vehicles on hot days. Raymond does not believe that this violates the ordinances or policies of Napa County.
- 8. Number of Tasting Rooms. The Raymond marketing approach involves the creation of unique guest experiences that not only educate but also allow it to sell its wines. Raymond has found that different people like to learn about and enjoy wine in different ways and the collection of Raymond tasting rooms, seminars and experiences allow visitors to choose the format that best suits their tastes and interests. Whether the Raymond visitation maximum is increased from 400 guests per day to 500, as requested in the Application, or not, the five small separate tasting areas will continue to allow Raymond to creatively host guests to ensure the best possible experience for the guests. Raymond believes that it is the number of guests, not the number of opportunities for the guests to enjoy the wine, which should be the focus of any impact assessment.
- 9. <u>Marketing Events</u>. The desired clarification of marketing events has been described above. Marketing events may run from 10:00 a.m. to 4:00 p.m. or from 6:00 p.m. to 10:00 p.m. Raymond agrees to close its tasting rooms if and when it holds the 500 guest events described above.
- 10. <u>Valet Parking Plan</u>. As described above, Raymond will organize special events so that guests will not park on Wheeler Lane.
- 11. <u>Floor Plans</u>. Floor plans and a site plan were provided as part of the Application. Several changes to such plans are warranted by changes to the proposed improvements described



CARLE, MACKIE, POWER & ROSS LLP

Kirsty Shelton, Planner
Napa County Conservation, Development &
Planning Commission
May 2, 2013
Page 7

in this letter, as compared with the plans submitted with the Application. Revised plans are enclosed.

The kitchen in the existing residence is not intended for commercial purposes. Rather, Raymond proposes to construct a commercial kitchen within winery Building A, as noted above. It will be designed and constructed to conform to commercial kitchen standards and will be the only kitchen used for any on-site food preparation for the public. The septic systems for the existing residence and the winery are separate and will remain so.

We look forward to working with you as you update your staff report and your initial study to reflect the results of this information.

Thank you very much for your assistance in this matter.

Very truly yours,

John G. Mackie

JGM/hd Enclosures

cc: Jean-Charles Boisset

Alain Leonnet Lisa Heisinger

Jeff Redding, Land Use Consultant