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Cc: [Thomas Adams](#); [Joshua S. Devore](#)
Subject: RE: Davis Estates UP Mod P14-00411-MOD
Date: Wednesday, October 03, 2018 7:18:11 AM
Attachments: [Project Statement.pdf](#)

Good morning – attached is the Project Statement previously submitted. We would like to bring your attention to pages 2 and 3 regarding the discussion of the comparison chart which “focuses on wineries that are either located or approved to be located on state highways or county arterial/collector roads like Silverado Trail.”

Regards,

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**DAVIS ESTATES
4060 SILVERADO TRAIL, CALISTOGA
PROJECT STATEMENT
MODIFICATION OF USE PERMIT (Revised)
September 19, 2018**

Owner/Applicant: Davis Estates
4060 Silverado Trail
Calistoga, CA 94515

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APN: 021-010-003

Zoning: AW, Agricultural Watershed

PROJECT DESCRIPTION:

This application proposes a modification to the Davis Estate use permit approved in 2013, P13-00195. That permit authorized an increase in production to 30,000 gallons per year, new winery buildings and caves, an increase in visitation and marketing and a small increase in the number of employees. The specific requests of this modification are as follows:

An increase in annual production from 30,000 gallons to 100,000gallons.

An expansion of the caves with an additional 10,820 square feet for a total of 24,170 square feet.

The installation of two outdoor fermentation tanks on a previously approved outdoor work area.

A revision and expansion of the parking area to provide 31 total spaces

An increase in employees from 5 full time to 25 full time.

An increase in visitation from 20 on weekdays and 34 on weekends to the following:

- a. June 1-October 31: 200 max per day, 800 max per week.
- b. November 1-30, February 1-May 31: 100 max per day, 350 max per week.
- c. December 1-January 31: 75 average per day, 250 max per week.

An increase in monthly marketing events from 2 with 50 guests and 2 with 100 guests to the following:

24 annual events with up to 100 guests.

15 annual events with up to 200 guests.

The previous application approved in 2013 was tailored to keep visitation levels below the amount that would warrant the installation of a left turn lane on Silverado Trail. This was done to avoid this significant expense until such time as the winery had established the need for additional production and visitation. This application's production and visitation are largely based upon existing demand that the winery currently has not been able to accommodate due to its use permit limitations.

The previous business plan anticipated producing wine primarily from grapes grown on the applicant's vineyards.. Currently, the applicant has been supplementing its own estate grown grapes by purchasing grapes from 12 other Napa County vineyards. These Napa County vineyards have additional grapes available that would be used to increase production upon approval of this use permit modification. It is estimated that an additional \pm 1,140 tons could be available from these 12 other Napa County vineyards, which is more than the additional 300-400 tons necessary to increase production to 100,000 gallons per year and remain in compliance with the 75% grape source requirement.

Winery marketing trends have evolved over the past 10 years and now it is necessary for wineries to be able to provide a more personal experience to visitors in order meet customer expectations and to develop and maintain returning customers. The chart below compares recent new winery use permit approvals and winery use permit modifications that have been approved to expand their daily visitation and marketing plans. In order to provide a comparison of similarly situated wineries, the chart focuses on wineries that are either located or approved to be located on state highways or county arterial/collector roads like Silverado Trail. The chart demonstrates that wineries in similar locations to Davis Estates and approved in the past several years have an average production capacity of 122,560 gallons per year, average of 126 daily visitors and an average of 91 annual events of varying sizes. While the applicant is proposing a maximum of up to 200 daily visitors during the high season, it proposes reduced maximums of 100 to 75 daily visitors for 7 months of the year for an average maximum of 86 daily visitors. The chart demonstrates that this proposal is well within the ranges of recently approved projects. The proposed level of production, visitation and marketing are well suited to this property. The parcel is 114 acres in size and located on a major county road. The closest residences are over 1,000 feet away and shielded from the winery buildings by topography and dense native vegetation. All on-site road improvements are in full compliance with county standards. No exceptions or variances are needed for this proposal and addition of the left turn lane will ensure that there will be no traffic safety concerns.

Daily tours and tastings will continue to include the pairing of food and/or the sale of wine by the glass or bottle and private picnicking on the outdoor patios.

Davis Estates
 Project Statement
 Modification of Use Permit

Winery	Production	Max daily visitors	Total annual events
Krupp	50k	125	114
Cairdean	50k	25	50
Envy	50k	26	26
Swanson	100k	200	119
Paraduxx	200k	48	270
Caravanserai	100k	400	428
Rasmussen	100k	48	65
Quintessa	180k	100	13
Reata	800k	600	75
Odette	60k	131	96
Tamber Bey	60k	20	26
B Cellars	45k	60	12
Hartwell	36k	120	7
Honig	300k	100	8
Coquerel	75k	25	66
Robert Keenan	50k	35	241
Corona	100k	48	80
3737 Silv. Trail	60k	60	18
LMR	100k	50	32
CaNani	48k	75	32
Flora Springs	120k	100	317
Beautiful Day	30k	75	28
ZD Wines	70k	225	7
Baldacci	40k	100	34
Frog's Leap	240k	300	104
Average	122,560	124	91
Davis (proposed)	100k	200 (86 average)	39

Evening events on Fridays, Saturdays or days preceding a national holiday will cease by 10:00 p.m. with cleanup ceasing by 11:00 p.m. Evening tastings and events on all other days will cease by 9:00 p.m. with cleanup ceasing by 10:00 p.m. The nearest residence is over 1,000 feet from the winery and is shielded by the topography. Accordingly, it is not expected that any of the events or winery activities will disturb neighbors.

Summit Engineering has prepared a wastewater treatment feasibility analysis that shows that both process and domestic wastewater can be treated on the property. Omni-Means Engineering Solutions has prepared a traffic analysis that demonstrates that with the installation of the proposed left turn lane the increased traffic will not have an

adverse impact on traffic movements in the vicinity or cumulatively in the area and county.