

Quackenbush, Alexandria

From: Ringel, Matthew
Sent: Wednesday, December 6, 2023 7:52 AM
To: PlanningCommissionClerk
Subject: FW: Vida Valiente

Just received this public comment for Vida Valiente Winery.

Best,

Matt Ringel

Planner II

Planning, Building and Environmental Services County of Napa 1195 Third Street, Suite 210 Napa, CA 94559 Matthew.Ringel@countyofnapa.org, (707) 299-1351

-----Original Message-----

From: Susan E <sjeisenbergmd@gmail.com>
Sent: Wednesday, December 6, 2023 5:13 AM
To: Ringel, Matthew <matthew.ringel@countyofnapa.org>
Subject: Vida Valiente

[External Email - Use Caution]

Dear Matt

I am also a neighbor at 481 Crystal Springs

My neighbors have very eloquently described the issue we have with the scope of the project proposed by Vida Valiente

Our neighborhood is very rural and the road is very poorly maintained. I find it difficult to simply pass another vehicle at the end closest to Sanitarium. I cannot imagine large trucks and numerous passenger cars coming for custom crush and for a large winery anticipating significant foot traffic. Numerous planned events and parties are also going to place a huge strain on our roads and impact the quiet neighborhood significantly. This just seems like project which is much too large for this small rural neighborhood. The planned project is so big I would also anticipate years of construction noise and congestion.

This project simply is ill conceived in this small neighborhood with a road which can barely support two normal cars passing each other. I truly hope the planning commission will consider all the detailed comments provided by my neighbors when they make their decision. This planned winery

is far too large and will actually represent danger to neighbors trying to walk dogs and simply drive to their homes

Susan Eisenberg MD
481 Crystal Springs Rd

Quackenbush, Alexandria

From: Ringel, Matthew
Sent: Wednesday, December 6, 2023 8:05 AM
To: PlanningCommissionClerk
Subject: FW: Support for the Vida Valiente winery project

Just received this public comment.

Matt Ringel
Planner II
Planning, Building and Environmental Services
County of Napa 1195 Third Street, Suite 210 Napa, CA 94559
Matthew.Ringel@countyofnapa.org, (707) 299-1351



A Tradition of Stewardship
A Commitment to Service

From: Elliot Bell <elliott@charliesnv.com>
Sent: Wednesday, December 6, 2023 8:04 AM
To: Ringel, Matthew <matthew.ringel@countyofnapa.org>
Subject: Support for the Vida Valiente winery project

[External Email - Use Caution]

Hello Mr. Ringel,

My name is Elliot Bell, my family and I recently opened Charlie's restaurant in the old Cindy's backstreet kitchen named after our Son.

I am writing to express my support for the Vida Valiente Winery project up for a hearing on December 6th.

Vida Valiente is a vineyard and wine brand started by Hayes and Susana Drumwright, as well as Sam and Nancy Kaplan. They are wonderful people and are very interested in promoting our community.

The Vida Valiente Foundation creates scholarships and opportunities for first generation students at Stanford. This mission of supporting the next generation and giving back is an important component of the ethos of Vida Valiente. This is a subject that is close to my heart as I would not have been able to go to school to study hospitality management if it wasn't for the scholarships I received. With young children and my wife being a teacher in the Napa Valley school district education for everyone is very important to us as a family.

As a small business owner in the community of St. Helena, projects like the Vida Valiente winery are crucial to supporting my small business and encouraging visitors to St Helena. I would like to lend my support of the Vida Valiente winery project. Thank you for your consideration!

Sincerely,
Elliot Bell

7A

Comments on Vida Valiente Winery
Project Statement – Revised November 12, 2022
P20-00079
407 Crystal Springs Road, St. Helena, CA 94574
APN 021-410-013-000 and 021-372-001-000
Submitted by Larry Vermeulen
670 Crystal Springs Road, St. Helena, CA 94574

I only recently discovered this REVISED Project Statement at the very back of Attachment “D” in the packet for the Vida Valiente Use Permit Hearing. It was easy to overlook because it follows 7 pages of Voluntary Best Management Checklist that the applicant left largely incomplete. Furthermore,

The original Planning Application Form is unsigned, and undated, with the exception that there is date stamp of “02/19” at the bottom of the pages.

The Voluntary Best Management Checklist is undated and the contact information fields are blank.

The Project Statement – REVISED November 12, 2022, is unsigned and gives no indication as to authorship.

It seems to me that in order to make informed decisions on submitted documents such as these, all documents should be signed and dated by the author. Aside from that, there are some significant problems with this REVISED Project Statement:

The Project Statement – REVISED November 12, 2022, opens with a paragraph describing how the Applicant has chosen to downsize the project in response to concerns of the neighbors. However, comparing the original application of 02/19 to the REVISED Project Statement reveals no downsizing but rather an INCREASE in “Larger Auction-related Events”.

The opening sentence of the REVISED Project Statement states, “The originally proposed project was a new 40,000-gallon per year winery located at the above address.” It then goes on to say that Applicant has reduced that request to 30,000 gallons. However, on the Planning Application Form dated 02/09, “Proposed Production Capacity” is listed as 30,000 gallons, not 40,000.

Page 5 of the Project Statement – REVISED November 12, 2022, lists “winery development area” and “production space” figures that are identical to those listed on the Planning Application Form dated 02/09. “Total winery coverage” is reduced, but that appears to be a typo.

Page 9 of the Project Statement – REVISED November 12, 2022, has a subheading entitled, Grape Sourcing for Crystal Vines Winery. “Crystal Vines Winery” is used again on page 10. The introduction of “Crystal Vines Winery” begs the question of what project is before the Planning Commission at this time.

On Page 10 of the Project Statement – REVISED November 12, 2022, Applicant states that the “Originally Proposed Winery Marketing Plan included:

- Wine and Food Pairings: A maximum of four (4) per month, with a maximum of 24 persons at any single event.
- Wine Release/Wine Club Events: A maximum of six (6) events per year, with up to 60 persons attending any single event.
- Larger Auction-related Events: A maximum of two (2) events per year with up to 125 persons attending any single event.

However, the “Marketing Program” section of the Planning Application Form, dated 02/19 lists these events:

- Wine and Food Pairings: Maximum of two (2) per month with 24 persons each as maximum number
- Release and Wine Club Events: Maximum of three (3) per year with maximum 60 guests each.
- Larger Auction-related Events: One (1) per year with a maximum of 125 persons.

So, not only has Applicant NOT REDUCED the number of marketing events, but they have also INCREASED the “Larger Auction-related Events” from 1 to 2 per the Staff Report.

Now the Applicant may have originally contemplated a capacity of 40,000 gallons and more Marketing Events than they ultimately submitted with their original Planning Application Form, but to suggest that the Project Statement – REVISED November 12, 2022, reflects reductions “since the initial submittal” is misleading and disingenuous at best. It is unfortunately typical of the numerous inconsistencies found throughout Applicant’s submittals.

Without consistent, fact-based data, the Planning Commission cannot possibly make an informed decision on this project at this time.

Respectfully submitted,

Larry Vermeulen
December 5, 2023