

Erik Lundquist

Attachment 7

From: hhvineyards@aol.com
Sent: Thursday, June 09, 2011 2:16 PM
To: Erik Lundquist
Subject: Arden winery project on APN 011-050-030

Mitch and Tracey Hawkins
1910 Carli Drive
Calistoga, CA 94515
(707) 942-5998
June 9, 2011

City of Calistoga
Planning and Building Department
1232 Washington Street
Calistoga, CA 94515
Attention: Mr. Erik Lundquist, Associate Planner

Dear City of Calistoga;

It has recently come to our attention that there is a planned new development on the Calistoga property in front of Mt Washington, known as the Brian Arden Winery Project. While elements of the new development could be beneficial for the City, we have some very serious concerns about this particular development – at this site.

We are familiar with the City of Calistoga General Plan and many components of this design seem out of concert with that plan. First of all, the City plan specifically reads: Due to Mount Washington's visual and open space significance, private construction on its slopes shall be prohibited.

This seems to be in direct opposition to the design of this new development, which literally sits on Mt. Washington and, in fact, digs into Mt. Washington.

We drive this portion of Silverado Trail almost every day and treasure this pastoral view. A large development on this small lot would just seem extremely out of place and would forever change and degrade this natural Calistoga landmark. In addition, this massive development will dwarf the quaint and rural feeling of our City's scenic entry. It is also out of scale with the small August Briggs Winery which is on an adjacent lot.

Other and important concerns include: increase in traffic flow at an already busy and dangerous portion of Silverado Trail – and subsequently at the intersection of Silverado Trail and Lincoln Avenue/Lake Street/Hwy 29 at the North end of town; lack of mixed use, as outlined in the General Plan (especially with another grouping of wineries in the direct vicinity); the Arden winery project's intent to host weddings; parking and the view of parking; water and drainage – substantial issues for a winery; will the project be subject to and required to submit full SEQUA report.

6/9/2011

This plan as, it exists, is out of scale and not in keeping with many elements of the General Plan. It would seem that neighboring businesses will also strongly object to this development. We urge the City to proceed with extreme forethought and care in encouraging a development that may, in the end, not be viable, and could very well cost our City legal fees and embroilment with residents and other nearby businesses. Reckless actions by City have already cost this City many hundreds of thousands of dollars in legal fees in recent years – money that could have and should have gone back into revitalization of Calistoga, our parks and our children.

Sincerely,

Mitch Hawkins
Tracey Hawkins

Sent via e-mail

Jerry M. Baker
1802 Aurora Drive
Calistoga, CA 94515
707-942-9697

June 10, 2011

City of Calistoga
Planning and Building Department
1232 Washington Street
Calistoga, CA 94515
Attn: Mr. Erik Lundquist, Associate Planner

Dear Mr. Lundquist,

I've just recently learned of a new development project near my home, The Brian Arden Winery. I strongly oppose this project and I hope that the City will not go forward with the permitting process. I think once it becomes common knowledge this project is being considered, you'll be getting many lawyerly letters in opposition to this development, I'd like to appeal to your common sense and sense of community.

After visiting the Napa Valley for many years, I moved to Calistoga from Los Angeles/Orange County in 1992. I immediately fell in love with this little "one stoplight" town. In addition to the natural beauty of Calistoga and its surroundings, I was drawn to the idea that growth was measured and controlled. The General Plan at the time, as well as the one from 2003, assured citizens that we were not in danger of being "Orange-County-ized". However in the past ten years the development on the upper Silverado Trail has been alarming. In just the recent past we've had the Venge Winery, Solage, B Cellars, Lava Vine and a Church all built in just a mile or so of the upper Trail. It's one thing to allow new development where it fits into the General Plan but I believe that we have to draw the line at projects that are outside and over and above the General Plan. This development is clearly out of scale, too close to another winery and will alter forever the contours of the land and views. I also believe it violates a number of restrictions in the General Plan for the City. Please stop this development in its tracks, many Calistogans will appreciate it.

Best regards,
Jerry M. Baker

ARAUJO
ESTATE WINES

June 10, 2011

City of Calistoga

Planning and Building Department

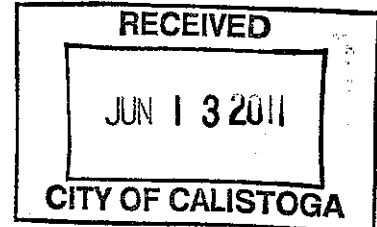
1232 Washington Street

Calistoga, CA 94515

Attn: Mr. Erik Lundquist, Associate Planner

Re: Brian Arden Wines Proposed Winery and Tasting Room

331 Silverado Trail, Calistoga, CA



Dear Mr. Lundquist and Members of the Planning Commission:

As a 20 year resident of the unincorporated area of Calistoga, and as a vineyard and winery owner, I am very familiar with the environs of Calistoga and the special appeal of our town. I have been involved in planning issues over the years, including serving as Chair of the Design Review Committee in the 1990's, and feel very protective of Calistoga in regards to the appearance of new development in our area.

There are a number of reasons I find to fault with this proposal. They are:

Lack of conformance with the Maxfield/Adams Planned Development in the 2003 General Plan. The plan calls for a mix of uses on the affected parcels, but this proposed winery will be directly adjacent to an existing winery and will give the effect of a winery subdivision. This is surely not what the framers of the General Plan had in mind for this parcel. Having two wineries side by side in such close proximity will destroy any sense of agricultural land.

Lack of conformance with the Entry Corridor Overlay (EC2). "It is important to preserve and protect the "country town" appearance of Calistoga by ensuring that new development is of a scale subordinate to the agricultural uses of properties located at these entry corridors." And further, in section F, "New buildings should reflect **small-scale, low-rise design characteristics with an understated visual appearance** (emphasis mine)..." The proposed development will appear massive and loom above the Silverado Trail, with a total height above ground level of 36 feet to top of roof of the hospitality building. This building will sit on top of a wall 14 feet high that stretches for 160 long! There is nothing small scale or low rise about this project. And rather than being understated, it is large, looming above the grade at the front of the building. Further, the proposed water features, including 'geysers', and the 'tower' all create an intrusive and blatantly commercial façade that screams for attention from the passersby. (The "South Elevation" (actually the East Elevation), seen from the Silverado Trail, has some heights indicated, but they do not show the total height of the lower floor (14 feet) or the total height of the tallest roof (36 feet).

Lack of organized, adequate parking and circulation plan and screened parking areas. Parking is poorly laid out and is not screened from the Silverado Trail. Nor is parking on the south side of the property screened from the neighbors' view to the south or east. Parking is also totally inadequate for weddings and other events, which the developer is proposing, leading to unsafe conditions for ingress and egress when no parking can be found. This site really cannot accommodate the level of activity proposed. It is less than two acres net!

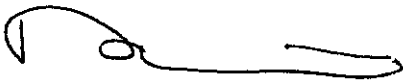
EISELE VINEYARD
NAPA VALLEY

Winery is dependent on grapes from outside Napa Valley. The website for Brian Arden Wines lists four different wines, only one of which is made from Napa Valley grapes. Having a winery on the Silverado Trail in Calistoga that is predominately making wine from out of valley grapes does not enhance the Calistoga reputation. Rather, it is taking advantage of a location that implies a local wine.

In closing, this proposal would create a 'winery subdivision' on the Silverado Trail in an important entry corridor. It is oversized for its location in building coverage as well as planned activities (weddings, tasting room, etc.); the scale and height of the buildings are not in keeping with Calistoga. The parking is disjointed, unscreened and potentially dangerous. The proposed winery is taking advantage of a location while not producing Napa Valley wines.

Given the above serious flaws, my husband Bart and I respectfully request that this proposal be denied.

Sincerely,

A handwritten signature in black ink, appearing to read 'Daphne Araujo', with a long horizontal flourish extending to the right.

Daphne Araujo, co-owner

Araujo Estate Wines

Jim Wycoff
2028 Grant Street
Calistoga, CA 94515

June 12, 2011

City of Calistoga
Planning and Building Department
1232 Washington Street
Calistoga, CA 94515
Attn: Mr. Erik Lundquist, Planner

Re: Brian Arden Winery project parcel #011-050-031

Dear Planning Commission,

I am opposed to the Brian Arden Winery project because it is not consistent with the 2003 General Plan, and therefore, should not be allowed in the Maxfield/Adams Planned Development.

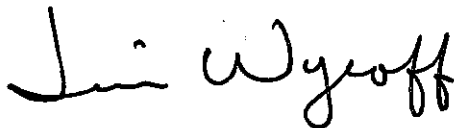
This project is too big in scale and is too close to Mount Washington. Also, our scenic corridor is important to protect as it preserves the rural character of Calistoga. This project does not maintain any existing rural and open space qualities as per the 2003 General Plan.

The project's parcel is located too close to another existing winery in the Maxfield/Adams Planned Development and will appear more like a "winery neighborhood" rather than what was originally planned for parcels within the Maxfield/Adams Planned Development.

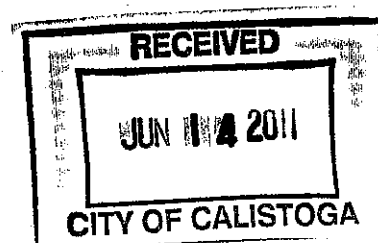
Per the 2003 General Plan, the buildings are not at all small-scale nor do they have low-rise design characteristics with understated visual appearances. Also, the parking is not concealed. Overall, this project does not complement the surrounding rural setting in this area of Calistoga.

Please do not approve this project—it is not a good fit for Calistoga.

Sincerely,



Jim Wycoff



Erik Lundquist

From: George Blanckensee [blanknc@gmail.com]
Sent: Sunday, June 12, 2011 1:21 PM
To: Erik Lundquist
Subject: Brian Arden Project

Hello Mr. Lundquist,

I was recently made aware and reviewed the proposals of the above mentioned project at the Maxfield/Adams Beverage Company Properties. I am a recent (two years) resident of the valley, and employed in Calistoga. Part of the charm and allure of Calistoga is the rural feel, natural beauty, relaxed pace of life, and friendly people. As a work resident of town, I've felt this. Every day, my short drive from St. Helena up the Silverado Trail gives me pause and reflection of just how beautiful it is, and thank God every day that I am here to work.

A benefit to "up valley" vs "down valley" is the Calistoga charm. The lighter traffic, comfortable pace, and natural surroundings. I've seen this proposal, and feel it deeply compromises all of this. I'm all for development and growth, but at a consideration of the town's standards being upheld, as well as the economic impact to the area. We have seen a number of businesses come and go; others that struggle, even in that corridor by the Calistoga water plant.

(please do something with The Silver Rose Inn). Developing new buildings and properties while existing old and new structures sit empty is not smart progress in today's soft economy, and with no immediate fix in sight. In fact, I feel it grossly negligent that the town would consider this while leaving these vacant buildings without purpose. That is an eyesore and a bad statement for visitors that Calistoga is not a healthy city, but ailing.

Further, I have seen on their proposal request for events, such as weddings; which I believe is detrimental to the traffic flow and concentration as to our core business in the valley. As the other wineries are prohibited and adhere to, why would this be an exception?

In looking at the proposal, and the town's documented guidelines and restrictions on development use of such parcels, and see many contradictions should the town move forward with the proposal, I would rather my plea as to the overall concern and care for the general welfare of Calistoga be considered.

Thank you for your time, and hope Calistoga and the committee see it appropriate to re shift Brian Arden's efforts to another location.

Sincerely,

George Blanckensee
1328 Stockton St.
St. Helena, Ca. 94574

RICHARD STADELHOFFER

PO Box 252
Calistoga, CA 94515
Phone (707) 942-4298
Fax (707) 942-4977
Scinc3@aol.com

June 13, 2011

City of Calistoga
Planning and Building Department
1232 Washington Street
Calistoga, CA 94515
Attn: Mr. Erik Lundquist, Planner

Re: Brian Arden Winery proposed winery located at 331 Silverado Trail, Calistoga, CA

Dear Planning Commission:

I am opposed to the Brian Arden Winery proposal located at the above address for the following reasons:

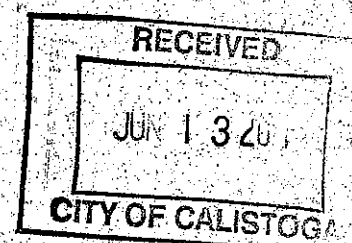
1. The proposed development is too intense for the Maxfield/Adams Rural Residential Planned Development.
 - a. The building and parking should be orientated away from the Silverado Trail and away from Mount Washington.
2. The proposed development goes against the 2003 General Plan.
3. Three side-by-side wineries (August Briggs and the proposed Brian Arden Winery Phase I and Phase II wineries) on these small parcels sharing the same easement is irresponsible planning.
4. It appears that the Brian Arden Winery project is constructed into Mount Washington which is prohibited per the 2003 General Plan.
5. This development does not fit in with the 2003 General Plan's scenic corridor parameters.
6. My knowledge of the parcel is that it is very wet and even with their proposed water retention features; it may cause significant storm drainage impacts on such a small parcel adjacent to the Silverado Trail.

In summary, this parcel is just too small for this type of development and contradicts the 2003 General Plan. For reasons given above, this project should be rejected.

Sincerely,



Richard Stadelhofer



Erik Lundquist

From: carolyn and rich czapleski [canardvineyards@yahoo.com]
Sent: Monday, June 13, 2011 7:52 AM
To: Erik Lundquist
Cc: carolyn@CanardVineyard.com
Subject: Out of county winery permit

June 19, 2009

The Honorable Jack Gingles
Mayor
City of Calistoga
City Hall
1232 Washington Street
Calistoga , CA 94515

SUBJECT: CONSISTANCY BETWEEN CITY & COUNTY ON WINE-RELATED POLICIES

Dear Mr. Gingles:

It has been brought to our attention that a New Winery is being proposed on Silverado Trail inside the city limits. Our concern, as small vineyard and winery is not only the impact of such a large scale on a very samll parcel but more importantly, that the sourcing of their grapes. The majority of their garpes are sourced from Lake County. This impacts our whole economy and perception of our first class Napa Valley wines.

The Napa Valley Vintners (NVV) respectfully requests that the City of Calistoga adopt wine-related policies that are consistent with existing associated Napa County policies. The NVV is making a similar request to other cities within our county that either do not have these wine-related policies in place, or whose policies vary greatly from the County of Napa 's.

Napa Valley Grape Sourcing Requirements

A long-established and successful provision of Napa County 's Winery Definition Ordinance (WDO) requires a minimum of 75% of the grapes used in a winery's production must come from Napa county vineyards.

The WDO provision mandating the 75% minimum Napa county grapes is of great importance, as this rule plays a critical part in protecting the integrity of the Napa Valley appellation and, thus, in protecting the economic base of our community. This fact is clearly evident in reviewing the statewide Grape Crush Report, which shows grape prices throughout the state much less stable than Napa Valley grapes, which continue to increase in price. This economic strength can be attributed to our world-renowned quality, and we respectfully ask the City of Calistoga to continue to partner with the county and the wine industry groups in protecting our appellation by adopting the minimum 75% Napa county grape policy for all new wineries.

Downtown Wine Tasting Facilities

6/14/2011

The NVV also encourages cities to adopt winery tasting room ordinances that are consistent with associated and existing Napa County ordinances. It is the NVV's belief that you should be permitted to pour samples of, and sell whatever wines you are able to produce at your Napa county-based winery.

NVV is concerned with maintaining the integrity and authenticity of the "Napa Valley brand." Permitting winemakers from outside the Napa Valley to capitalize on Napa Valley's reputation by setting up tasting rooms in town and pouring and selling exclusively non-Napa Valley appellation wines is harmful to the Napa Valley brand and may detract from Calistoga's authentic feel.

As the non-profit trade association of nearly 350 Napa Valley wineries, we thank you for taking these policy ideas under consideration.

Sincerely,

Carolyn and Rich Czapleski
Owners
Canard Vineyard
1016 Dunaweal Lane
Calistoga, CA 94515

Erik Lundquist

From: Laurie Shelton [lauriemshelton@yahoo.com]
Sent: Tuesday, June 14, 2011 9:39 PM
To: Erik Lundquist
Subject: Proposed Brian Arden winery project on APN 011-050-030

Dear City of Calistoga,

I am writing to you as a property owner in Calistoga, 3959 Silverado Trail, for over 15 years.

It has been brought to my attention that another winery is being proposed on the Silverado Trail.

I am not against new wineries in the Napa Valley, however I am concerned with the look of our valley and that the natural landscape be preserved as much as possible. I cannot imagine two wineries built nearly on top of each other.

Not only do I find the size of the project absurd, but I can't believe that the City would allow for two wineries to be situated so close to each other.

I am very familiar with the little August Briggs winery. It represents the charm of Calistoga and Napa Valley. It would be a crime for a large high usage winery to be granted a permit to be built; not only for the Aubert's winery but for all of us on the Silverado Trail. I enjoy living north of Deer Park because the traffic is so much less than the rest of the Valley and the views so natural. Please don't allow these people to build a Via Sattui style winery in this still charming part of the valley.

Thank you,

Laurie Shelton

6/15/2011

6/14/11

To: Jeff Manfredi, Paul Coates, Nick Kite, Matt Moye, & Carol Bush @ Calistoga Planning Commission

From: Joe Briggs @ August Briggs Winery, 333 Silverado Trail, Calistoga, CA 94515

RE: Conceptual Review of the Brian Arden Winery on APN 011-050-030

Hello to You All!

Since the revelation that a winery project was being contemplated on the open parcel (011-050-030) in front of the present August Briggs Winery (011-050-031), now owned by Mark & Teresa Aubert, I have been asked by a number of people to explain the planning commission's and the City of Calistoga's view and requirements for gaining my original permit to build my winery back in 2003. I know some of you were present on the commission or members on the city council in 2003, and remember my project.

The five parcels that make up the original Maxfield/Adams Beverage Company Properties (of which these two parcels are included) were designated to be within a "Gateway to the Community" of Calistoga with a "Planned Development" overlay which spelled out a number of goals outlined in the 2003 General Plan, Land Use Element (LU-25 thru LU-35). At the time, it was the City's view that each of the five parcels would be developed for a distinct and different use. At present, I believe the City has maintained that view, Solage-Resort, Helmer's-Private Residence, August Briggs-Winery, City of Calistoga-Water Storage Facility, Thomas Property-Presently Vacant.

I received a permit for the construction of an 8,000 sq/ft winery (7,000 sq/ft building footprint) on 2.0 usable acres to produce 10,000 cases of wine yearly, this included the ability to sell wine retail from a small tasting room within the winery building. Eight parking spaces were designated with a drive circling the winery building to allow for fire and safety vehicles.

It was a goal of the city & neighbors that over half of the usable acreage be dedicated to agricultural use (1.1 acres of working vineyard), a minimal cut was made into the slope of Mt. Washington (winery building, parking, and drives were located to the southeast side of the parcel away from the slope), the winery building was to look like it had been there for a long time (white washed barn with a rust finished roof).

Because at the time the winery parcel was greater than 1000' from the mainline for water & sewer, we were allowed to drill a cold water supply well and install a 50' X 100' primary leach field (to comply with guidelines, we designated an additional 50' X 100' site for a reserve leach field in the event the primary leach field failed).

Property drainage was accomplished by draining the parcel to the southwest corner of the property, then via an existing ditch on the Luvisi and Frediani Properties down to the river (as part of the approval

of the drainage plan we were required to upgrade part of the ditch system downstream from the winery parcel).

After looking at the Conceptual Plan for Parcel 011-050-030 it is my personal opinion that the Brain Arden Winery Project is:

1. Not a distinct and different use from the other four Maxfield/Adams Beverage Parcels.
2. Not in line with the goals of the 2003 General Plan, Land Use Elements LU25 thru 35).

This conceptual plan looks a lot like the plan submitted by Ron Thomas, and rejected by the planning commission for a resort on this parcel a number of years back, extremely over built for the size of the parcel (because of the 40' wide traffic and utilities easement on the south end of the parcel, as well as the Silverado Trail setback, this parcel has well under 2 acres of usable space).

If you have questions about the permitting process, construction, or operation of the August Briggs Winery, please give me a call anytime.

All the best!

Joe (707-688-7363)

karen JENSEN roberts

ARCHITECTURE

June 14, 2011

Erik Lundquist
City of Calistoga Planning and Building Department
1232 Washington Street
Calistoga, CA 94515

Dear Erik:

As a resident of Calistoga for eleven years and of the Napa Valley for over 35 years, I am writing to express opposition to the proposed Brian Arden Winery & Tasting Room Development at 331 Silverado Trail in Calistoga.

The Entry Corridor Overlay to Calistoga will be negatively impacted by this project. Every inch of the site will be covered by some sort of structure, paved surface, storm water treatment or septic field. The scope is extraordinarily burdensome to the small parcel on which it is proposed. Mount Washington currently shines as a symbol of welcome to Calistoga. This proposed project will obscure this natural landmark.

The proposal is in conflict with the Maxfield/Adams Planned Development. This area is supposed to reflect a mixed use; however, this would develop a new winery right in front of an existing winery. We would now have four wineries within a half mile of each other. Also this new development will not be of a scale that is subordinate to the agricultural uses of the other properties within the entry corridor. In addition, the Brian Arden vine logo bears an extremely close resemblance to that of Lava Vine located less than a mile up the road.

Having read the "Request for Concept Approval" supplied by the applicant, it is hard to believe that they "began by reading Calistoga planning and development documents for core values and a sense of place". Promoting drop-in tastings and weddings will create huge traffic impacts on the Silverado Trail and will not maintain the existing small town rural quality. Lastly, Brian Arden Winery sources most of its fruit from Sonoma and Lake County. I realize that the paperwork for this project suggests that they will purchase fruit from our local farmers, but nothing will require this winery to fulfill this promise.

Thank you for your consideration,



Karen Jensen Roberts
Architect, AIA

P.O. Box 1084, Calistoga, CA 94515
Voice (707) 942-8267 Fax (707) 942-6887

June 14, 2011

VIA ELECTRONIC DELIVERY
to elundquist@ci.calistoga.ca.us

City of Calistoga
Planning and Building Department
1232 Washington Street
Calistoga, CA 94515
Attn: Mr. Erik Lundquist, Associate Planner

Dear Mr. Lundquist,

INTRODUCTION:

We are 7+ year residents of Calistoga. We are writing this letter to express our concern and objection to the Brian Arden winery and hospitality center proposed for 331 Silverado Trail (e.g. APN 011-050-0300). We are located at 30 Rosedale Road, less than one mile south of the proposed Brian Arden development site, and view the proposed scale and use as "out-of-place" and contradictory to that contemplated in the 2003 General Plan as well as the Urban Design Plan dated January 19, 2010.

- We view Calistoga's small town character/rural atmosphere as its key competitive advantage and key differentiator among other Napa Valley destinations;
- We embrace the recently established AVA for "Calistoga" as further distinction within the prestigious Napa Valley appellation;
- We support innovation, particularly the kind that contributes to a strong local economy;
- We encourage development and we embrace change; we fully support the Bald Mountain Development project that is being proposed directly across the street from the proposed Brian Arden project, at the site of the former Silver Rose Resort. We are strong supporters and Members of the Solage Resort;
- We appreciate the "little gem" that is Calistoga today and believe in the Calistoga of tomorrow, as contemplated in the 2003 Development Plan and, more recently, in the 2010 Urban Design Plan. Our town is at key point in its development history, one might even argue, at a crossroads. We must be very thoughtful and selective in approving projects making sure to balance the desire for short-term growth and economic expansion as a "magnet for new business" with longer term, sustainable development that does not compromise the integrity of plan design/development;
- What's more, we understand and can appreciate the desire by many to share in this untapped potential through retail and other business development opportunities. However, for us, the preservation of those elements that so effectively differentiate Calistoga from other wine country towns (i.e., a sense of community, small-town character and genuine rural identity) should always come first.

We do not advocate trading on the hard work and quality reputation of longtime vintners, growers and business operators in Calistoga to further one's own business purpose. We do, however, advocate services and ventures that have genuine local appeal and the potential to drive additional business to our downtown community—in essence, supporting Calistoga as the visitor destination.

REQUEST:

It is our hope that the Calistoga Planning Department continue to innovate and encourage new business in the City of Calistoga and rural adjacencies however, we ask that serious consideration be given to rejecting the proposed Brian Arden Winery Project. We believe that further consideration and approval of this project, will only create the opportunity for future efforts that are in direct conflict with the objectives of the 2003 Development Plan and the 2010 Urban Design Plan.

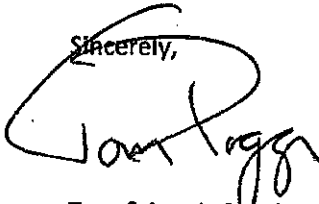
To be clear, our goal is not to discourage innovation or business development in Calistoga. We are hoping for a very specific and clear outcome: to promote local based initiatives and businesses in support of a strong local economy while maintaining the spirit and integrity of the development plan. We recognize that the June 22 conceptual design review hearing does not mandate a final acceptance or rejection of this project for issuance of Conditional Use Permit, however, we believe that there are compelling reasons to reject this project from further review/consideration at this time:

- The placement of a large scale winery, tasting room and hospitality center as proposed dwarfs the already existing August Briggs Winery and does not complement the signature resort objective for this particular area (reference Solage and the proposed Bald Mountain development) but rather distracts from this identity. [Ref. Character Area 5: Resort in the Calistoga 2010 Urban Design Plan, "Other commercial uses should be limited in size and be complementary to the signature resorts and residential neighborhoods..." Overall, development must reflect a low intensity pattern with generously landscaped setbacks..." Ref. 2003 General Plan – "New buildings should reflect small-scale, low-rise design characteristics with an understated visual appearance, and should maintain existing small-town rural and open space qualities."]
- The proposed scale, 2-story plan does not "respect the community's small scale" which is of particular significance, as one progresses from the more rural to the resort-populated area along this Silverado Entry Corridor. The mass / density of this project feels too abrupt given that it is "sandwiched" between the August Brigg Winery and the Solage Resort. The planned Brian Arden project design simply does not integrate well with the surroundings or lot size. [ref. 2003 General Plan – Entry Corridor Overlay "...all development in this area should maintain existing rural and open space qualities. Appropriate site layout, architecture and setbacks should be used to create an understated visual appearance for development visible from the roadway."].
- "Hospitality Center" and "Limo Lounge" suggest a manufactured "wine country" experience rather than one with roots / ties to the land. Furthermore, this concept conflicts with the resort character/identity and objectives for this particular area of Calistoga. [ref. Character Area 5: Resort in the Calistoga 2010 Urban Design Plan]. While Solage currently hosts wedding events, these are ancillary to its primary use.

- The proposed design/plan does not adequately address impact on traffic volume/flow nor does it address parking requirements. Unlike a resort with overnight accommodations, this proposed development has the potential to significantly increase commuter traffic on the Silverado Trail to the Silverado Trail Gateway, the "second most established entry to Calistoga for travelers and visitors." Also, in contrast to the neighboring resort, Solage, and the proposed Bald Mountain development site, this project cannot accommodate on-site parking for large group functions. [ref. 2010 Urban Design Plan – "Intensive vehicular traffic is not desired along the Lincoln Avenue and Silverado Trail corridors and efforts must be made to divert commuter traffic including rerouting of State Highway 29".]
- Based upon information provided by Brian Arden Wines (See Winery Tasting Room Request for Concept Approval, Section II, Winery Operations), Brian Arden Wines has not identified local fruit sourcing targets. Additionally, they anticipate that "50% or more of all Brian Arden Wines will come from Napa Valley". Given the recent grant of the Calistoga AVA designation, we feel it important that winery approval should support local growers with a higher percentage of grapes being sourced from Calistoga as well as Napa Valley.

Thank you in advance for your consideration. We plan on attending the June 22, 2011 conceptual design review hearing and hope for a favorable action on behalf of the residents and visitors of the "country town" of Calistoga.

Sincerely,



Tom & Laurie Poggi
942-1310

City of Calistoga

Planning and Building Department

1232 Washington St.

Calistoga, CA 94515

ATTN: Mr. Erik Lundquist, Associate Planner

Phone: [707] 942-2827

Fax: [707] 942-2831

Email: elundquist@ci.calistoga.ca.us

Dear Mr. Lundquist,

I am encouraging you to review the scale, style and conformity of the proposed Brian Arden winery project on APN 011-050-030.

As an important gateway to our community I feel that it is out of scale and does not reflect the character of Calistoga. At 16,500 square feet it is better suited on a large property in keeping with its intention.

As a Calistoga resident I am concerned with the winery's location on the Silverado Trail and the accompanying traffic and parking. Please review this project as it relates to the 2003 General Plan.

Thanks for your consideration, respectfully,

Dave Dexter

3055 Myrtledale Rd.

Calistoga, CA 94515

Emily Baker, L&SW, M.A., Ed.S.
1802 Aurora Drive
Calistoga, CA 94515
(707) 942-9697

June 15 2011

City of Calistoga
Planning and Building Department
1232 Washington Street
Calistoga, CA 94515
Attn: Mr. Erik Lundquist, Associate Planner

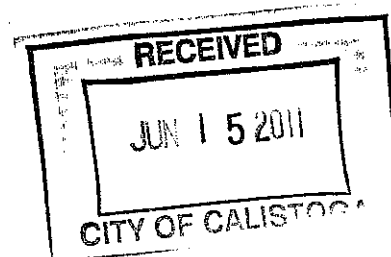
Dear Mr. Lundquist,

I am writing to express opposition to The Brian Arden Winery development project currently proposed at 331 Silverado Trail, Calistoga. This development does not appear to be consistent with the General Plan. The proposed construction will detract from the scenic beauty of Calistoga and will commercialize our rural small town environment due to its size and proximity to already existing businesses.

As a long time resident of Calistoga, I am deeply concerned that we preserve the beauty of our small town and adhere to the city plans that were thoughtfully created to ensure that Calistoga remains a small, quaint and beautiful place for visitors and residents. I urge you to honor the ideas that are expressed in the General Plan and to uphold the wishes of Calistoga residents and the community at large.

Sincerely,

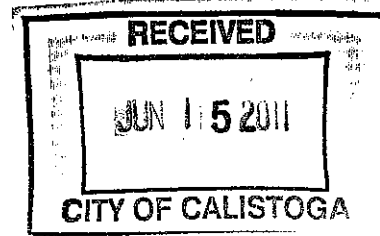
Emily Baker
Emily P. Baker



Merrill Lindquist

From: Merrill Lindquist [merrill@emhvineyards.com]
Sent: Wednesday, June 15, 2011 3:21 PM
To: 'elundquist@ci.calistoga.ca.us'
Subject: Proposed Brian Arden Winery Project

City of Calistoga
 Planning and Building Department
 1232 Washington Street
 Calistoga, CA 94515



Attn: Erik Lundquist

Dear M. Lundquist:

I have reviewed the proposal for a winery and tasting room as submitted by the Brian Arden Winery, including the detailed site plan as conceived by the DiFede Design Group.

I must say my first reaction was to drive out to the proposed site, as I could not envision a site that was adequate for such an immense winery and hospitality program as the one proposed by the above mentioned group. As an 11 year resident of Calistoga who lives and farms not a mile away from the proposed site, and who travels in and out of "downtown" Calistoga multiple times daily, I just could not imagine which vacant piece of land could house such an elaborate facility. I must have made a dozen trips past the site in the ensuing days, and with each trip the sense of inappropriateness of this venture increases.

My objections include but are not limited to the following:

The proposed project is in direct conflict with key elements of the City of Calistoga General Plan, specifically:

-- In regards to the Entry Corridor guidelines, The Plan calls for "ensuring that new development is of a scale SUBORDINATE to the agricultural uses of properties located at these entry corridors." The proposed two-story structures and the site coverage/floor ratios do not tell the whole story. Anyone who has worked at a winery knows that forklifts, trucks, cars, and workers all add to the active footprint of a winery location. The structures and the activities related to the business they house will use up nearly every foot of the proposed space, creating a scale of business that DOMINATES the space and the surrounding agricultural environment.

and

The call to "preserve and protect the 'country town' appearance of Calistoga" will be completely trumped by the proposed Limousine Lounge area which, along with several parking spaces, is to be housed right at the edge of the property as it fronts Silverado Trail.

--The Plan specifically calls for the development of this parcel to "be varied and shall not include a single land use or predominant use such as visitor accommodations or wineries on each lot." As the existing August Briggs Winery (now owned by Aubert) is already an operating winery, the development of this parcel for another winery is clearly in violation of the conditions set forth in The Plan. As an aesthetic consideration, I would urge caution in allowing two separate entities to share what is in effect a single parcel. As a former resident of Silicon Valley, where development includes wide use of the construction of two buildings per lot which are accessed by a common drive, I can assure you that the density afforded by this style of development does not contribute positively to the quality of life. Those of us who have purchased property here in Napa Valley, and pay taxes accordingly, have done so as a clear alternative to the Silicon Valley lifestyle. Let's continue to preserve the rural, small town culture that Calistoga is to its residents, and not replace it with a congested, noisy, citified existence.

--The Plan calls for "minimization of impacts on adjacent land uses." Our neighborhood (which is bound by the laws of the Agricultural Preserve) is already impacted by the development of the Solage Resort, and is bracing for

6/15/2011

the re-development of the Silver Rose property. Adding another venue on such a small piece of land that includes a guest cottage, encourages limousine traffic and "lounging," and specifically looks to book weddings (is this even legal?) is not appropriate for what has become an already highly trafficked area since the development of Solage.

Additionally, their proposed hours of operation (10:00 a.m. -- 5:00 p.m.) could not possibly be adhered to. The naiveté shown by the Brian Arden folks here is evident: any winegrower or winery who has experienced a single harvest season knows that grape deliveries occur early in the morning, and winemaking activities during the crush season can be a 24x7 proposition. Add the "hospitality" function that is being proposed (which wedding has anyone been to that ends at 5:00 p.m.?), and we neighbors will experience noise and lighting round the clock. Is anyone asking where the wedding or function goers are going to park? The encroachment on private and agricultural land is virtually guaranteed.

These are only a few items which quickly come to mind which make it clear to me that this project as it has been proposed needs to be rejected. It is not well conceived, it threatens Calistogans' quality of life as we know it, and there are multiple KEY factors that put the proposal in violation of the terms of The General Plan.

I strongly urge wholesale rejection of the Brian Arden Winery Proposal.

Sincere regards-


Merrill Lindquist, owner

EMH Vineyards
25 Rosedale Road
Calistoga, CA 94515
707-942-1393
www.emhvineyards.com

6/15/2011

City of Calistoga
 Planning and Building Department
 ATTN: Mr. Erik Lundquist, Associate Planner
 1232 Washington Street
 Calistoga, California 94574

June 15, 2011

Mr. Erik Lundquist:

I have prepared this letter to stridently oppose the outsized winery project proposed by Brian Arden Winery (the "Project").

In preparing this letter, I would like to examine the Project from a couple of perspectives: (1) as a vineyard owner/operator who has lived in Calistoga for over a decade as well as (2) a retired financial executive.

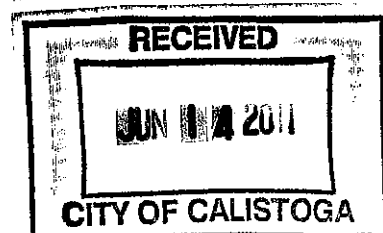
Vineyard Owner/Operator

As a vineyard owner/operator (and local business owner), I have two primary questions/concerns with regard to ANY proposal converting agricultural land to an alternative use: (1) does the proposed alternative use reflect the "highest and best use" of the property as well as (2) are there any adverse environmental impacts.

Highest and Best Use

Generally, I steadfastly support new wineries as they could, potentially, be new customers. However, the Project (as a new winery) does not appear to fulfill the concept of the "highest and best use" of the property as follows:

1. The Project is subject to a multitude of regulations in the 2003 General Plan as part of the Maxfield/Adams Planned Development:
 - a. First and foremost, the Maxfield/Adams Planned Development clearly states: "**development of these parcels shall be varied and not include a single land use or predominant use such as visitor accommodations or wineries on each lot**". Clearly, the proposed project will be contiguous to the August Briggs Winery (soon to be Aubert Winery) which is inconsistent with the primary tenet of the Maxfield/Adams Planned Development;
 - b. The Maxfield/Adams Planned Development requires improvements that "**preserve vegetation on Mount Washington**". The Project is not sensitive to this requirement;
 - c. The Maxfield/Adams Planned Development requires improvements maximizing the "**retention of on-site drainage**". The Project is not sensitive to this requirement (especially draining into contiguous parcels as well as accelerating runoff velocity toward the Silverado Trail);
 - d. The Maxfield/Adams Planned Development requires improvements with a "**minimization of grading**". The Project is not sensitive to this requirement (please see associated discussion of Mount Washington, below);
 - e. The Maxfield/Adams Planned Development requires improvements minimizing "**impacts on adjacent land uses**". The Project is absolutely insensitive to this



- requirement as it will clearly have extremely adverse economic affect (which is incurable in any time frame) on August Briggs Winery (soon to be Aubert Winery);
- f. The Maxfield/Adams Planned Development requires improvements **“provision...a landscaped setback from Silverado Trail”**. The Project is not sensitive to this requirement;
 - g. The Maxfield/Adams Planned Development requires improvements **“Provision...on-site parking and circulation that includes safe access to Silverado Trail”**. The Project is not sensitive to this requirement as it will not only require an extended turning lane (given the parking spread out all over the Project in undersized “clusters”) but extend the traffic problems already present with all the other development in the immediate area; and
 - h. Finally, **“private construction on the slopes of Mount Washington is prohibited”**. In order to build at the proposed scale, the Project requires not only excavating a portion of Mount Washington but, upon completion, obstructing a large portion of the scenic entry area of Mount Washington. This also appears to flout the tenets of the Maxfield/Adams Planned Development.
2. As one approaches Calistoga from Dunaweal Lane (along Silverado Trail), there are several wineries including: Phifer-Pavitt Wines, Venge Vineyards as well as August Briggs Winery (soon to be Aubert Winery). All of these wineries either are part of, or “transition into”, the Downvalley Silverado Trail Entry Corridor, as outlined in the 2003 General Plan, and they ALL **“preserve and protect the ‘country town’ appearance of Calistoga by ensuring...development is of a scale subordinate to the agricultural uses of properties located at...entry corridors”**.
- a. Initially, the Project does not attempt to adhere in any way to this overriding Entry Corridor guideline;
 - b. Additionally, the 2003 General Plan requires incorporation of the following Entry Corridor features:
 - i. **“Setbacks shall be wide in order to preserve rural characteristics”**. The Project is not sensitive to this Entry Corridor requirement;
 - ii. **“Stands of mature trees shall be maintained or replaced with similar vegetation”**. The Project is not sensitive to this Entry Corridor requirement;
 - iii. **“Unique natural features shall be preserved and remain visible”**. The devastating excavation and subsequent blocking of THE most unique feature of the Downvalley Silverado Trail Entry Corridor (Mt. Washington) unmistakably reflects insensitivity to this Entry Corridor requirement;
 - iv. **“New buildings should reflect small-scale low-rise design characteristics”**. The Project is not sensitive to this Entry Corridor requirement; and
 - v. **“Parking areas should not be visible from the entry corridor roadway”**. Based upon my review, approximately 84% of the total parking area will be readily visible from the entry corridor roadway. This also appears to ignore the tenets of the Entry Corridor requirements.

When I consider ALL these issues, the Project is NOT the “highest and best use” of the property and should negatively affect the decision as to whether to approve the Project concept.

Environmental Impact

As evidenced by the discussion of the “highest and best use” of the property, the Project will have a severe impact on the environment including:

1. Excessive destruction of native vegetation;
2. Proposed drainage plans with negative effects to the property as well as surrounding (contiguous) properties;
3. Widespread grading;
4. Extensive excavation of Mount Washington; as well as
5. The loss of MOST of the mature trees on the property.

To me, these environmental impacts are too great to ignore and should negatively affect the decision as to whether to approve the Project concept.

As a vineyard owner/operator, the combination of the lack of any evidence this Project was the “highest and best use” of the property (**including ignoring the majority of the requirements for both the Maxfield/Adams Planned Development as well as the Downvalley Silverado Trail Entry Corridor**) as well as the widespread negative Environmental Impacts prevents, in any way, the approval of the Project concept.

Retired Financial Executive (Certified Public Accountant (CPA))

As a retired financial executive who provides gratis consulting services to multiple viticultural and enological enterprises (including consulting on Williamson Act and other conservation measures) as well as various not-for-profits in Calistoga (including the Calistoga Boys & Girls Club, the Calistoga Community Swimming Pool, Calistoga Wildcat Athletic Boosters, Calistoga Cub Football, etc), I have witnessed first-hand how the current status of the economy is adversely affecting Calistoga.

In my mind, the question becomes: “Does the Project in any way alleviate, or at least moderate, the economic issues of Calistoga?” This question can be broken down into several components:

1. Does the Project concept appear to support local competing businesses (competing wineries) or act independently? It is self-evident the proposed project does not match, in any way, the winery designs in the local area and, in point of fact, appears to want to adopt a commercial, almost “wine resort” type character. This concept does not appear to indicate any desire to be part of the “Calistoga winery community” (which has already had several painful failures of the “wine resort” concept) and, as a result, detracts from the total community.
2. Will the Project adversely affect local competing businesses (competing wineries)? Given the fact there are already TEN wineries within 3,000 feet of the project (Lava Vine Winery, Phifer-Pavitt Wines, Kenefick Ranch Winery, Zahtila Vineyards, Kelly Fleming Wine, Araujo Estate Wines, Cali 351, B Cellars, Silver Rose Winery Resort), including August Briggs Winery (soon to be Aubert Winery) which is contiguous to the Project, it appears as though the Project will be hard-pressed to be a “net contributor” to the local Calistoga economy due to the dilution of “tasting dollars/on-site wine purchases” across all wineries (especially those with an enduring competitive advantage (ratings/quality)). Ultimately, this will likely lead to business failure of a scale that devastates both the local economy (similar to the loss of Calistoga Water as well as the ongoing problems at Silver Rose Winery Resort) as well as the Downvalley Silverado Trail Entry Corridor.

3. Does the Project support local vertical businesses (vineyards)? The Project appears to be inside the brand new Calistoga Appellation yet, after years of project development by the applicants as well as a stated desire "to source grapes from within the immediate Calistoga area", there is no evidence of even attempting to acquire local fruit (which is especially troubling given the availability of affordable Calistoga Appellation fruit in the current economy).
4. Does the Project support local unrelated business? Given the "self-contained" nature of the business it appears as though the Project will be a "net take away" from dollars spent in the local Calistoga economy.

Unfortunately, these economic issues/impacts are also too great to ignore and should negatively affect the decision as to whether to approve the Project concept.

As evidenced by these two separate and distinct perspectives, this Project presents too many infringements on the values and character of Calistoga (including violations of a majority of the requirements for both the Maxfield/Adams Planned Development as well as the Downvalley Silverado Trail Entry Corridor) in addition to the multitude of negative economic issues/impacts.

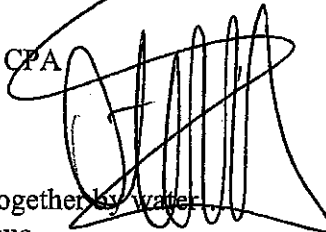
As a result, I strongly oppose the outsized winery project proposed by Brian Arden Winery and call for a "no" vote on the Request for Concept Approval.

Thank you for this opportunity.

Please do not hesitate to contact me with any questions/comments.

Sincerely,

/s/David M. Goodrich, CPA
David M. Goodrich
CEO/Manager
La' Oasi Vigna LLC
Wine is sunlight held together by water
1597 Greenwood Avenue
Calistoga, California 94515



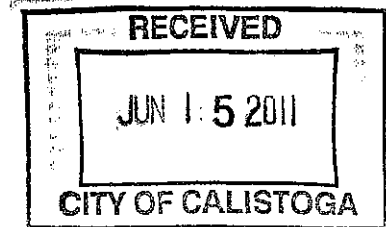
davidgoodrich@aol.com
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Office: (866) 814-0498
Mobile: (707) 974-4159



June 15, 2011

Calistoga Planning Commission
 Attn: Mr. Ken McNab, Planning Manager
 City of Calistoga
 1232 Washington Street
 Calistoga, CA 94515



RE: Conceptual Review of the Brian Arden Winery Proposal on APN 011-050-0030

Dear Members of the Planning Commission and Mr. McNab:

Introduction:

We purchased the property located at 333 Silverado Trail in Calistoga (currently the home of August Briggs Winery) on August 13, 2010. Our winery property is part of the Maxfield/Adams Planned Development in the 2003 General Plan. We are upvalley residents who have loved living here for over 40 years and own local properties including vineyards in Calistoga and St. Helena.

We are vehemently opposed to the Brian Arden Winery Proposal ("Arden Project") adjacent to our winery for the following reasons:

Reasons for opposition:

Nonconformance with the Maxfield/Adams Planned Development in the 2003 General Plan.

- Two wineries side by side on small parcels (each less than 2 net buildable acres) using the same easement should not be allowed and would be undesirable planning. The Arden Project Phase I development is proposed to be within 10 feet of our property line and is approximately twice the size of our winery. As a condition of approval for the August Briggs winery use permit, approximately 50% of the buildable area on our parcel is devoted to vineyard, but the Arden Project uses all of the developable space with no provision for any agriculture. Locating a winery with this intensity of use next to our property is more consistent with a "winery industrial park" than the balanced development called for your 2003 General Plan. *[ref LU-30-31 "Development of these parcels shall be varied and shall not include a single land use or predominant use such as visitor accommodations or wineries on each lot."; ref LU-29 "A balance of uses among various parts of the site."]*
- The Arden Project would have significant adverse impacts on our property and our business. The Arden Project will lead to disarray, confuse and/or discourage visitors looking for our winery as there is no clear separation between the two wineries which

- necessarily share a common driveway. [ref LU-29 "Minimization of impacts on adjacent land uses..."]
- The Arden Project proposal has no local agrarian business appeal and is out of scale with the surrounding agricultural uses. Again, our use permit requires the use of 50% of our parcel for a vineyard; the Arden Project proposal before you includes none. The Arden Project is more appropriately suited for a larger parcel of land where the uses could be subordinate to primary agricultural use. [ref LU-29 "Ensure that new development is of a scale subordinate to the agricultural uses of properties located at these entry corridors."; ref LU-31 "...related uses such as wineries and retail wine sales, provided that these uses are clearly subordinate to the primary agricultural use."]
 - The Maxwell/Adams area is well known for its challenging storm water drainage problems. Overdevelopment of the Arden Project parcel has potential for significant adverse impacts on ourselves and other neighbors in the event of intense winter rains. [ref LU-30 "Adequate consideration, through submittal of geotechnical and preliminary drainage plans with a project application, of geological and hydrological constraints, including soil erosion and slope stability, drainage flooding, and drainage ditch maintenance."]
 - The Arden Project's business plan clearly contemplates high-volume visitor traffic, and expressly includes weddings and other traffic-intensive events. The parking and circulation component of the conceptual plan is entirely inadequate for the intended use. Furthermore, our Easement and Maintenance Agreement that goes with our parcel will be compromised under this plan. [ref LU-30 "Provision of on-site parking and circulation that includes safe access to Silverado Trail."]

Nonconformance with the Entry Corridor Overlay:

- Calistoga's Entry Corridor is very important as it immediately introduces visitors to our town's identity. The proposed overdevelopment of the Arden Project parcel will subtract from the natural beauty of its surroundings, especially the lovely vista presented by Mount Washington. [ref LU-26 "Entry Corridor Overlay, The principal entrance points into Calistoga provide a unique opportunity for community identity..."; ref LU-32 "All development in this area should maintain existing rural and open space qualities."]
- The Arden Project conceptual plan neither screens parking from view nor provides adequate setbacks from the Silverado Trail. [ref LU-32 "Setbacks shall be wide in order to preserve rural characteristics and shall be landscaped with trees, vineyards and/or native vegetation. These setbacks shall not be deducted from the calculation of net density (i.e. the same amount of development is permitted, shifted elsewhere on the property)"; ref LU-33 "Parking areas should not be visible from the entry corridor roadway."]

- The Arden Project will create visual obstruction of Mount Washington which is this area's most unique and identifying feature. [ref LU-32 "Unique natural features shall be preserved and remain visible."; ref LU-31 "due to Mount Washington's visual and open space significance, private construction on its slopes shall be prohibited."]
- The Arden Project winery proposal is neither small-scale nor low-rise, and is thus inconsistent with the General Plan. [ref LU-33 "New buildings should reflect small-scale, low-rise design characteristics with an understated visual appearance, and should maintain existing small-town rural and open space qualities."]

Aubert's Easement Issues:

- Our winery and the Arden Project property share a driveway; we have a 40 foot easement over that property. The conceptual plan shows development/improvements located within our easement in an area in which we have underground utilities. We believe this proposed development within our easement may prevent us from repairing, maintaining or replacing our existing underground utilities. No development should be allowed within our deeded easement.

Summary:

The Arden Project proposal is simply too much for this small, rural and entry corridor parcel and its surroundings. The conflicts with the General Plan are both significant and numerous. More particularly, we believe a significant portion of their property should be reserved for vineyard. We ask that the Planning Commission emphasize the need for conformance with the General Plan and not allow this intensity of use. In addition, the Arden Project proposal does nothing to complement the 2010 Urban Design Plan. Therefore with all reasons considered, we respectfully request that this project be denied.

Sincerely,



Mark & Teresa Aubert
Owners
AUBERT WINES