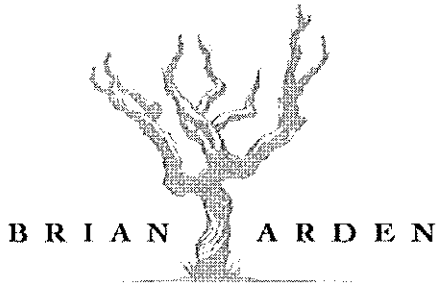




**CITY OF CALISTOGA  
PLANNING COMMISSION**

**WRITINGS OR DOCUMENTS PROVIDED TO A MAJORITY OF THE SUBJECT BODY AFTER DISTRIBUTION OF THE CITY OF CALISTOGA PLANNING COMMISSION AGENDA PACKET.**

	<b>Correspondence/ Date Received</b>	<b>Topic</b>
<b>1</b>	Correspondence from Arden Burt Harlan, Rcvd 07/8/11	Item I.1. CDR 2011-01– Brian Arden Winery
<b>2</b>	Correspondence from George Caloyannidis, Rcvd 07/8/11	Item I.1. CDR 2011-01– Brian Arden Winery
<b>3</b>	Correspondence from Kristin Martin, Rcvd 07/8/11	Item I.1. CDR 2011-01– Brian Arden Winery
<b>4</b>	Correspondence from Tom & Laurie Poggi, Rcvd 07/11/11	Item I.1. CDR 2011-01– Brian Arden Winery
<b>5</b>	Correspondence from Mark & Teresa Aubert, Rcvd 07/11/11	Item I.1. CDR 2011-01– Brian Arden Winery
<b>6</b>	Correspondence from Merrill Lindquist, Rcvd 07/12/11	Item I.1. CDR 2011-01– Brian Arden Winery



July 7, 2011

Erik Lundquist  
Calistoga City Planning

**Regarding:** Brian Arden Wine's Events

Dear Erik,

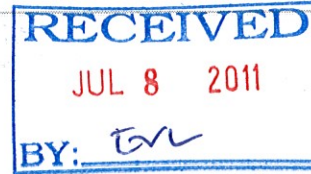
The proposal that we sent you for the Commission Meeting on July 13<sup>th</sup> incorrectly stated that we were anticipating having wedding events at the winery, an oversight on our part. It is not our intent to host any wedding events at the winery. If you could so note for the Commissioners, it would be appreciated.

Thanks,

Arden Burt Harlan  
Brian Arden Wines

**Erik Lundquist**

**From:** George Caloyannidis [gecalo@comcast.net]  
**Sent:** Sunday, July 10, 2011 11:53 AM  
**To:** Erik Lundquist  
**Subject:** Bryan Arden Winery



Dear Mr. Lundquist:

I have reviewed the changes that Bryan Arden has made to his project following Commission and public input. The project has been scaled back to a significant extent and is now surrounded by a vineyard.

The argument that no two similar activities should be permitted within that subdivision falls on its head because there are not enough "permitted" activities to satisfy different uses on six lots. Inevitably, this argument followed to its conclusion would result in a taking. It is therefore in need of a realistic interpretation.

I regret the fact that weddings will not be part of the contemplated project activities as Calistoga is in great need of such accommodating venues. When a few months ago the City of Calistoga opposed the changes in the Winery Definition Ordinance allowing commercial activities in county wineries, it argued that such a trend will ultimately siphon away such business from the cities to the county. This is the covenant - agriculture in the County, commercial activity in the cities - which has preserved Napa Valley's unique rural character which is the envy of the world. However, the Napa Valley cities lost the argument on account that they have failed to provide adequate venues to accommodate the commercial activities they want to preserve for themselves. Our cities and specifically Calistoga, have a duty to contribute to their economic viability and not bow to recurring NIMBY pressures which will ultimately result in the impoverishment of their commercial base; something anyone can witness on Lincoln Avenue. Nevertheless - for this time around - while we lost some commercial activities to the county, we were successful in rescuing the wedding business and keep it in the cities. But this will not last long unless we make a concerted effort to provide the appropriate venues. The Bryan Arden winery project would have been a significant step towards that goal.

I urge the Commission to encourage the applicant to revisit accommodating weddings in a much reduced scale of the originally contemplated related venues.

Sincerely,

George Caloyannidis  
2202 Diamond Mountain Road  
Calistoga

RECEIVED  
JUL 8 2011  
BY: EVL

KRISTIN MARTIN DESIGN

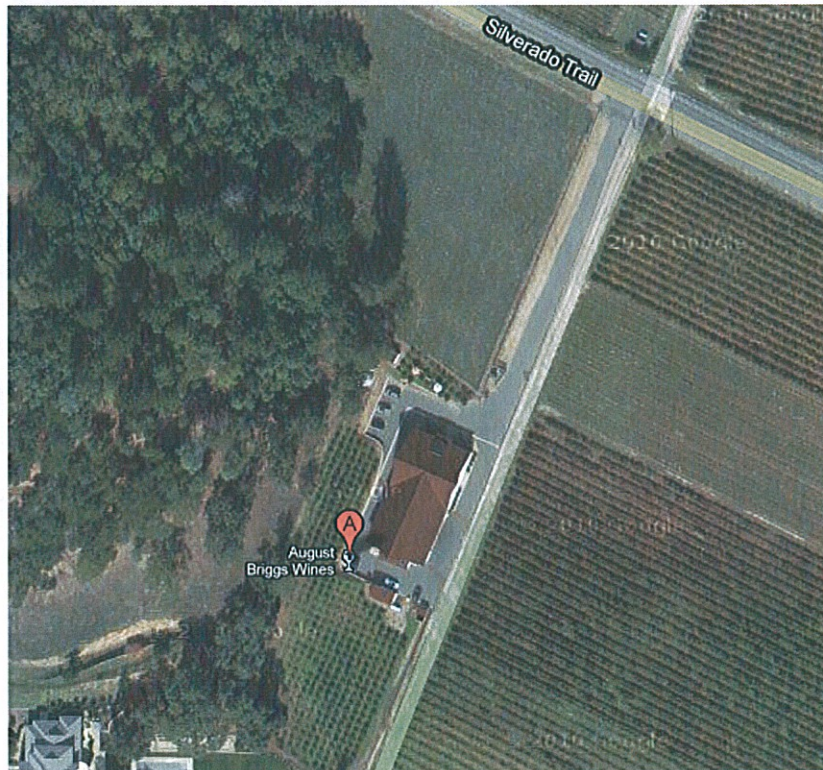


July 8, 2011

To Mr. Lundquist and The City of Calistoga Planning and Building Department,

I am writing to you to once again express my strong opposition to the Brian Arden winery project on the Silverado Trail.

I am aware of the architectural changes to the overall plan. While reviewing the new plan, the one thing that stands out the most to me is the close proximity to the existing August Briggs Winery. While I respect that the overall structure has been downsized, it seems very clear that having two wineries so close together goes against the general plan. The Maxfield/Adams Planned Development specifically states: *"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; and a balance of uses among various parts of the site."* As you can see by the picture below, both parcels are too small and too close together for each parcel to have a winery.



In addition, the new Brian Arden plan calls for the parking lot to be right in front of the entrance door to August Briggs. This, again, shows complete disregard and lack of respect for Mark and Teresa Aubert and detracts significantly from the rural look and feel of August Briggs.

It seems very clear that the Brian Arden project, or any other new winery project simply does not belong on the parcel at 331 Silverado Trail. I urge you to decline any new winery project on this property and preserve the rural beauty of Calistoga.

Thank you,

Kristin Martin

Kristin Martin Design

July 11, 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

Subject: Brian Arden Winery Project and Second Request for Concept Design Approval

Dear Mr. Lundquist,

We are 7+year residents of Calistoga. We are located at 30 Rosedale Road, less than one mile south of the proposed Brian Arden development site. This is our second letter objecting to the above referenced project.

We attended the June 22 Planning Commission meeting, listened carefully to the presentations made by Mr. Arden Burt Harlan and Mr. DiFede, the comments expressed by the members of the Planning Commission and the concerns of the public, including those expressed in written form. We acknowledge the efforts (but question the haste of the same) made by Mr. Harlan and his son to scale back and redesign operations/project buildings to meet the community concerns for visual and functional quality. However, while we certainly can appreciate the persistence and ambition of Mr. Harlan and his son, what was made so abundantly clear at the last meeting is still at issue and should not be ignored -- "location, location, location" matters.

We remain opposed to this project, even in its revised plan, given the parcel size, adjacency to the August Briggs winery (not to mention, B-Cellars across the Silverado Trail) and the easement that this parcel shares with the August Briggs Winery. Furthermore, we oppose any new winery operation / tasting room on this parcel, with the reasons for opposition being as previously stated.

As we understand the development objectives for the Maxfield/Adams Beverage Properties, they aim to achieve:

- **Varied** development of the applicable parcels to preclude "a single land use or predominate use such as visitor accommodations or wineries on each lot", and,
- A "**balance of uses** among various parts **of the site**".

Notwithstanding the small parcel size, which is further magnified by the backdrop of Mount Washington, agreeing to develop this parcel for a new winery operation/tasting room throws the Maxfield/Adams Area out of balance and compromises the natural setting and open space at a key juncture within this important entry corridor.

Beyond what we view as the obvious points of opposition for any further consideration of the Brian Arden Winery and Tasting Room development project at this location in Calistoga, is the lack of specificity in a business plan, underscored by the speed at which the plans have been revised and

certain concepts so easily disregarded, suggest to us a business plan / model that is not fully developed, perhaps even rushed (one might even say "momentum-driven" vs. strategic). Certainly there are many successful entrepreneurs who have based their businesses on old / existing concepts, drawing on competitor locations and business offerings however, one needs a clear strategy and to identify and embrace their own key competitive advantages before simply repeating an existing idea. Selecting the location for a business many argue is the most important decision for success in a business that has a retail component. Toward this end, we encourage the Harlan's to refocus their efforts on further developing/refining their concept (i.e. commit to hosting wedding or not etc) and evaluating the corresponding industry market factors, in so doing, they will get a better idea of where to locate their business and how best to design space and layout (e.g. business driving location selection not the other way around). A business concept which includes weddings, large scale events will certainly drive a different location decision than a pure-play wine operation.

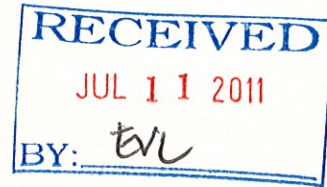
The Harlan's commitment and desire to launch the Brian Arden Winery and Tasting Room is strong and we wish them much success. Unfortunately, we cannot, and do not, support the Harlan's choice in site selection. This important entry corridor is on the way to achieving what the 2003 General Plan and 2010 Urban Design Plan are striving to achieve: a pleasant ambiance, a mix of uses that is slowly diversifying, authentic local retailers and vintners, a sense of local connection, open agricultural space together with an upscale resort and another in development (both resorts having ability to draw visitors and events to Calistoga). It takes a long, long time to create this kind of entry and a lot of work and commitment to maintain the same. The balance in this area is fragile and can so easily be upset by one wrong development action in the same way that "clear cutting changes a mature forest". All planning starts with a vision and is maintained through a strong, unwavering commitment to that vision. We support the vision set forth in the 2003 General Plan and 2010 Urban Design Plan. We encourage you to do the same. Please reject this planned development.

Thank you for your consideration.

Sincerely,

Tom & Laurie Poggi  
707-942-1310

*Aubert*



July 11, 2011

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

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

Dear Members of the Planning Commission:

**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. For reasons explained below, we purchased our property believing the General Plan precluded development of another winery just a few yards away. Regardless, even as revised, we are very much concerned about the potentially adverse impacts upon ourselves and our neighborhood from special events, and are deeply troubled by the effect of the project upon our view across the Silverado Trail.

We oppose the revised Brian Arden Winery Proposal ("Arden Project") for the following reasons:

**Reasons for opposition:**

The Project is Inconsistent with the Maxfield/Adams Planned Development General Plan Policies:

When we purchased the August Briggs winery property, we were informed that the City would not allow another winery next door. In fact, at the time the August Briggs use permit was approved, Planning Commission Chairman Montez stated that "as this is the gateway to the City only one winery should be allowed in this area and that no other wineries should be allowed." [Minutes of 8/28/02]. Similarly, at a subsequent meeting Chairman Montez commented that "the intent of Planned Development is to encourage a broad mix of uses and it is necessary to encourage a mix of projects on the Maxfield/Adams PD. The Briggs approval is for one winery, and the object is to not set a trend for further wineries here. The Planning Commission will address this as part of the General Plan in October to ensure the diversity in uses." [Minutes 9/11/02]



As adopted, the Maxfield/Adams Planned Development General Plan policies specifically call for “a balance of uses among various parts of the site. 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.” Furthermore, these same policies call for the minimization of impacts on adjacent parcels [General Plan policy LU-29].

The Proposed Site Plan Will Adversely Affect the August Briggs Winery Parcel.

Even as revised, the Brian Arden Winery development area obstructs the views from August Briggs and blankets the common boundary with a new parking area.

The Project is Too Intense for the Site.

The August Briggs Winery use permit limits that winery to a total of 8 parking spaces in order to limit the impacts of the tasting room on the neighborhood. By contrast, the Brian Arden proposal includes both special events and at least 19 parking spaces. The footprint of the proposed Brian Arden Winery is over 11,000 square feet with the breezeway included. The footprint of the August Briggs Winery is 7,000 square feet. Given that the two parcels are nearly identical in size, and the greater sensitivity that comes with construction between Mt. Washington and the Silverado Trail, it seems completely out of keeping with the relevant General Plan policies to allow a more intense use on the Brian Arden parcel than was allowed on the Briggs parcel.

**Conclusion:**

The revised Brian Arden Winery proposal is simply too much for this small, rural entry corridor parcel and its surroundings. The negative impacts on our business and views are substantial, and the conflicts with the General Plan are both significant and numerous. We ask that the Planning Commission emphasize the need for conformance with the General Plan and provide feedback to the applicant consistent with the need to minimize impacts on neighboring properties.

Sincerely,



Mark & Teresa Aubert  
Owners  
AUBERT WINES

## Erik Lundquist

**From:** Merrill Lindquist [merrill@emhvineyards.com]  
**Sent:** Tuesday, July 12, 2011 2:06 PM  
**To:** Erik Lundquist  
**Subject:** Revised/Proposed Brian Arden Winery Project

Please confirm receipt of this email for consideration at the July 13 Planning Commission meeting. Thank you.

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

Attn: Erik Lundquist

Dear Mr. Lundquist:

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

It appears that the Arden folks have listened to the criticism of their original plan, and have omitted many troublesome references in their revised plan.

Anyone who was at the meeting last month and who witnessed the passion the Arden folks have for their dream destination winery would surmise that the dreams live on - they have just been omitted from the revised plan. There is still reference to "events" including "weddings," but only as a sidebar. Items such as hours of operation, guest accommodations, limo lounges, etc. have merely been omitted, and not dealt with in any thoughtful manner. Where would one park the cars for a wedding? On Silverado Trail? On private vineyard lands owned by those of us who farm locally, who already must be diligent in maintaining our right to farm and our right to privacy, in an effort to deter trespassers?

The layout of the new buildings encroaches upon the Briggs Winery's domain in every way: it limits views, it challenges free access, and aesthetically it has the appearance of being shoe-horned into a place that it was never destined for.

The Arden folks are passionate in their dream, but they need to realize that dream winery at a location that is appropriate to all they have in mind. To leave out key elements of what they have dreamed of and planned for is only to tempt non-conformance at a later date. It would be much easier for the Planning Commission to deny permission for the winery right now, rather than to have all the encroachments dealt with one by one after the winery is in operation.

The revised plan and its conflict with key elements of the General Plan is still evident. Specifically, as I outlined in my previous letter:

-- 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

7/12/2011

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 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.

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

Sincere regards-

***Merrill Lindquist, owner***

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