



# THE GRAPE CRUSHER

NAPA VALLEY COMMONS  
PROPERTY OWNERS ASSOCIATION

## UPCOMING BOARD MEETING

The next Board Meeting will be held on Thursday, January 15th, 2015, 11:00 a.m. at The Meritage Resort and Spa, 875 Bordeaux Way. All property owners are welcome!

## WELCOME OUR NEW NEIGHBORS: SHELL VACATIONS CLUB!

At the South end of Napa Valley Commons stands the beautiful Vino Bello Resort. With 182 rooms, including a mixture of studios and one and two bedroom suites, it's hard to miss! Vino Bello is just one of the beautiful properties available for the owners and guests of Shell Vacations Club, part of the Wyndham Vacation Ownership family — the largest vacation ownership company in the world. Shell Vacations Club includes 24 resorts as well as many great benefits for owners. As one may expect, Vino Bello Resort is one of the most sought after in the portfolio, with many owners taking advantage of the prime location at the south end of Napa.



Recently, Shell Vacations Club opened a new sales office at Carneros Commons, where they host current and prospective owners who wish to learn about Shell Vacations Club, its portfolio of resorts and the benefits of vacation ownership.

Many Napa residents are also Shell Vacations Club owners and take advantage of the portfolio of beautiful properties stretching across North America, whether they are looking to ski in Whistler, Canada or visit the sunny beaches in Puerto Vallarta, Mexico. Some local Napa residents even take advantage of Vino Bello's great location by hosting out-of-town guests at the resort with world-class accommodations and access to the beautiful pools, vineyard, Spa Terra and wine tasting room on property. Stop by the new Shell Vacations Club office to meet the team, welcome them to their new location and maybe even plan a vacation or two while you are there! For more information about Shell Vacations Club, stop by or visit [www.shellvacationsclub.com](http://www.shellvacationsclub.com).

## FREE WATER-WISE BUSINESS SURVEY TO SAVE YOU \$\$\$

The City of Napa has a free program called the the Water-Wise Business Survey to encourage commercial, industrial, and institutional customers to use their water and energy more efficiently. We encourage all Napa Valley Commons owners and tenants to participate. The City of Napa will come to your business and audit all water uses and provide recommendations to save you water and money. The program consists of:

- Water usage history and billing analysis
- Site visit by City water conservation specialists
- Evaluation of all water-using fixtures, appliances, and equipment
- Landscape irrigation audit



The follow up report then contains information about recommended equipment upgrades, water management improvements, identification of applicable rebate incentives and free replacement devices, cost/benefit analysis and payback periods for recommended efficiency measures.

To participate, contact the City of Napa Water Conservation Specialist at 707-257-9497 or email [pcostello@cityofnapa.org](mailto:pcostello@cityofnapa.org) to schedule your FREE Water-Wise Business Survey!

## TENANT SPOTLIGHT:

## The Perfect Purée® OF NAPA VALLEY

More than 26 years ago, Tracy Hayward began making fruit purees in her parents' kitchen in Southern California. From those humble beginnings, she grew her company, The Perfect Purée of Napa Valley, into the leading US manufacturer for fruit purees in the foodservice industry. After several years in St. Helena, The Perfect Purée moved to their current Napa Valley Commons location in 2002, which is company headquarters to just over 20 employees and warehouse space for fulfilling online orders.

The average consumer may not know The Perfect Purée by name; however, there is a good chance that many have consumed one of The Perfect Purée's flavors at a bar or restaurant without their knowledge of the brand. Their frozen fruit flavors are often the "secret ingredient" to a chef's or bartender's signature item, like a mango martini or pomegranate vinaigrette.

Remaining privately owned, The Perfect Purée has been able to focus on the quality of its product, which has made it a brand name to rely on. The company maintains relationships with growers directly, sampling all of the fruit before purchasing. As much domestic fruit as possible is sourced, and for those fruit varieties that do not grow in the United States, international growers are sourced. Due to the emphasis on quality, every production run is sampled and if the samples from that run do not meet the profile and expectations for that particular flavor, the production run will be rejected.

Currently, The Perfect Purée offers more than 40 flavors, plenty for a chef or bartender to choose from. The flavors in the product line run from the staple, Strawberry and Banana, to the exotic like Passion Fruit and Chipotle Sour. The Perfect Purée is available primarily through US foodservice distribution (specialty and gourmet food); however, their flavors are also distributed in Canada, Mexico and Japan, as well as far reaching countries like Dubai and Saudi Arabia through chain accounts.

A staple in both good times and bad, cocktails continue to be popular and craft cocktails are a growing market area for The Perfect Purée. With the popularity of Food Network and the creativity of chefs and bartenders alike, The Perfect Purée will continue to be a popular favorite amongst many foodservice professionals and will likely appear in many food and beverage items throughout the country and world. Cheers to another specialty cocktail made with The Perfect Purée!



## NAPA PIPE SITE DEVELOPMENT PLANS PROGRESSING

The approval process is progressing with the County of Napa and City of Napa on approving the redevelopment of the former Napa Pipe site. The Napa Pipe site is located directly west of Napa Valley Commons, toward the river. As planned, the project will feature both residential and commercial elements. The plan calls for a Costco behind Napa Valley Commons. As you will note on the plan, the secondary vehicle access will be to Anselmo Court. The current development plans also include installing a landscape median on Kaiser Road. You can view more details at <http://www.countyofnapa.org/napapipe/>.

EXHIBIT D: PHASING PLAN

### PHASE 4

#### PREREQUISITE

- Dedication of block 19 for affordable housing parcel
- Moderate-Income Homes in all prior phases constructed proportional to Market-Rate Units constructed in all prior phases

#### PROJECT COMPONENTS

- Construct access roads, utilities, and streetscape for current development phase
- Construct Parks P4 and P5
- Construct approximately 10,000 square feet of commercial development immediately north of Hotel Site
- Construct up to 245 market rate and moderate income residential units on blocks 1, 2, 4, 5, 7, and 8
- Dedication of block 4 for affordable housing parcel

#### KEY TO LAND USES

- Publicly Accessible Parks and Open Space
- Farm
- Area for Seniors Housing (CCRC)
- Possible Location of Ground Floor Retail (Residential Above)
- Area for Community Buildings
- Area for Hotel and Accessory Uses
- Areas for Office, R&D, Warehouse, and/or Light Industrial Uses \*For industrial zoning district, see development agreement
- Area for Membership Warehouse Store
- Mix of Apartments, Condominiums, Rowhouses, Carriage Houses, and Single-Family Housing (Courtyard Homes)



NAPA PIPE | NAPA REDEVELOPMENT PARTNERS

JUNE 2014 |

## NAPA VALLEY COMMONS LED STREET LIGHTING CONVERSION COMPLETED

There are 54 street lights at Napa Valley Commons. With the assistance and support of the City of Napa, the Board has converted the 54 street lights to LED lighting. The new lights use much less energy than the old lights. The total cost of the project was \$20,250.00. The POA has received a PG&E rebate for the energy saving conversion of \$5,400.00. The reduced energy cost savings associated with the LED street lights are expected to fully repay the net project costs of the LED street light conversion project within 7 years. This is a very green project for Napa Valley Commons!



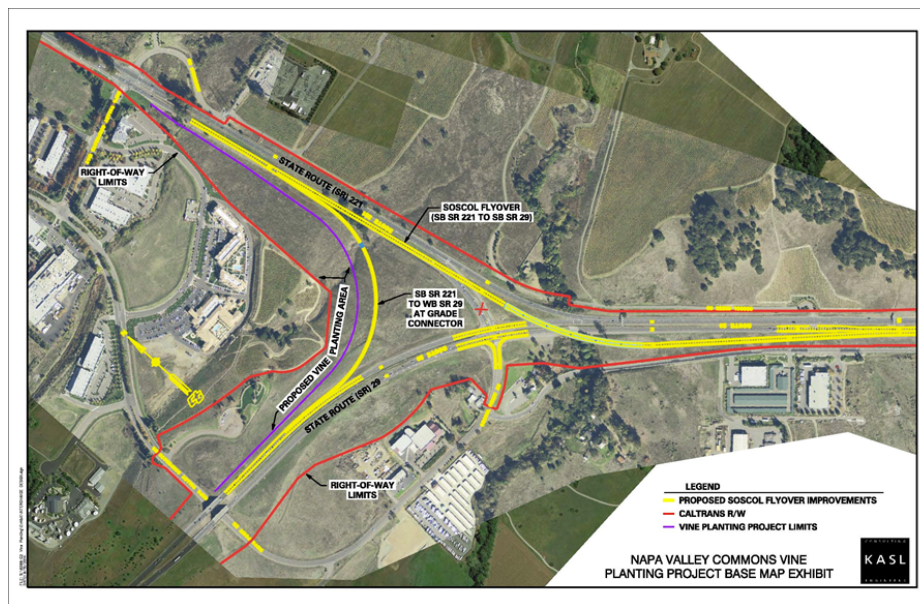
[www.napavalleycommons.com](http://www.napavalleycommons.com)

## CALTRANS INTERSECTION IMPROVEMENTS PLANS – STATE ROUTE 221 AND STATE ROUTE 29

The Napa Valley Commons POA has actively participated in the public process by Napa County Transportation and Planning Agency to study the State Route (SR) 29 corridor for future transportation improvement. We are pleased to report that based on the findings and recommendations in this study, preliminary reports from Caltrans indicate that they are moving forward with plans to improve the intersection of SR 29 with SR 221 (Soscol). This intersection is currently signalized, with a freeflow configuration from northbound SR 29 to northbound SR 221. High traffic volumes cause the intersection to perform at level of service F (the worst rating) in both the AM and the PM peak hours.

Caltrans has studied potential improvements to this intersection and is currently completing a Draft EIR (Environmental Impact Report) that studies two alternatives: a partial and a fully grade-separated interchange. The partial grade-separated solution would involve a flyover in the southbound direction only, allowing southbound traffic on SR 221 to continue free-flow traffic onto southbound SR 29. The traffic signal for other turning movements would be left in place. The fully grade separated interchange would eliminate the traffic signal and construct a single-lane connector ramp for southbound Soscol traffic to flow onto northbound SR 29, with movement onto Soscol Ferry Road restricted to right-in/right-out only. The full interchange design improves level of service to A (the best rating).

In October 2014, the Napa County Transportation and Planning Agency completed a study of the State Route 29 corridor. The study recommends the full interchange configuration for the SR 29/SR 221 (Soscol) intersection, which is consistent with Caltrans' preference. Based on available traffic data, the study rated this intersection as the worst intersection in the study corridor. The EIR for this project has not been finalized; preliminary impacts include a possible visual impact of the elevated structure on the "grape crusher" statue, which lies just northwest of the current intersection and is seen as an aesthetic resource and a key gateway element to the Napa Valley. Once approved, the final project will likely not be completed for several years. We will keep you posted as plans proceed.



## 2014 TREE CARE COMPLETED

You have no doubt seen Arborwell vehicles and personnel on the property in the past month. They have been working on the largest number of trees cared for in the tree maintenance program. Arborwell has completed the trimming and pruning of a little over 260 of the nearly 1,200 trees in the Park. We hope that this important work has not caused any disruption to your business. This season's tree care work was done with a view to safety, clearance and the health of our trees at Napa Valley Commons.



## NEW DESIGN GUIDELINES UNDER DEVELOPMENT

Our current design guidelines are now more 30 years old. At the last Board Meeting, the Board of Directors retained WATG ([www.watg.com](http://www.watg.com)), a premier architecture and landscape design firm to develop new design guidelines for Napa Valley Commons. Lance Walker, Associate Vice President, is heading the project.

The new design guidelines are intended to strengthen and improve the building design guidelines and landscape design guidelines at Napa Valley Commons to meet the present and future needs of the premier business park in Napa. The landscape design guidelines are envisioned to include a planting palette that is less water intensive and more California native. They will include the vision for pedestrian walkways.

It is anticipated that the first draft of the design guidelines will be presented at the January 2015 Board Meeting. Come and share in the discussion as we plan for the future of Napa Valley Commons!

## ARE YOUR SIGNS IN COMPLIANCE WITH THE NEW PROGRAM?

In 2010, the City of Napa approved a new Master Sign Program for Napa Valley Commons. The new master sign program provides comprehensive guidelines for all signs in Napa Valley Commons. You may have noticed that some of the property owners have already replaced signage, working in conjunction with the City of Napa to ensure that all replacement signage is in compliance with the new Association guidelines. A copy of the new signage guidelines is posted at [www.napavalleycommons.com](http://www.napavalleycommons.com). The Board of Directors of the Napa Valley Commons Property Owners Association (POA) commissioned a comprehensive report that documents all non-compliant signage within the Park. At the April 2013 Board Meeting, the Board of Directors approved a two year timeframe to work with all property owners to bring all non-compliant property/building signage into compliance. If your property signs are not in compliance, you will have received your 2nd written notification from the POA.

### Where can I find a copy of the Napa Valley Commons Master Sign Program?

A PDF copy of the Master Sign Program is located in the document library of the Napa Valley Commons website [www.napavalleycommons.com](http://www.napavalleycommons.com). Alternatively, you can call Dawn Friesen with Advanced Property Management by phone at 866-946-0800 ext. 89 or by email at [dawn@advancedmgmt.com](mailto:dawn@advancedmgmt.com).

### Do I need approval to change my signage?

Yes. The Board of Directors of the Napa Valley Commons Property Owners Association (POA) must approve proposed signage before work can commence. The first step in the process is to submit a Request for Architectural, Signage or Landscape Change Certificate and Agreement (form is available at [www.napavalleycommons.com](http://www.napavalleycommons.com)). Once a complete application and check are received by Advanced Property Management, the Association's signage consultant will review your application for compliance with the Master Sign Program. When the signage consultant's review is complete, the Board of Directors of the POA will review your application for approval. Once you receive written approval from the POA, work can commence by your signage contractor.

### Experienced Napa Valley Commons Signage Contractors

The following vendors are capable of providing both design and installation services should you or your tenant wish to pursue the installation of additional appropriate signage in accordance with the Napa Valley Commons Master Sign Program:

Martin Kindred  
Principal  
**G N U Group**  
3445 Mt. Diablo Boulevard  
Lafayette, CA 94549  
925-444-2026 - D  
415-314-5816 - C  
925-444-2020 - O

Michelle Luporini  
Project Team Coordinator  
**JSJ Electrical Display Corporation**  
167 Grobric Court  
Fairfield, CA 94534  
Phone 707-747-5595  
Fax 707-747-5599  
[www.jsjdisplay.com](http://www.jsjdisplay.com)

Rochelle Zatkun  
**Architectural Signs & Associates**  
918 Enterprise Way, Ste. A  
Napa, CA 94558  
Tel 707-258-0771  
Fax 707-258-0781  
[www.asagraphics.com](http://www.asagraphics.com)

### Your APM Team – [www.advancedmgmt.com](http://www.advancedmgmt.com)

Advanced Property Management (APM) was established in 1986 and is a full service property management company. APM has been managing the common areas at Napa Valley Commons since November 15, 2005. One of the primary objectives was to assist in the formation of a Property Owners Association (POA). Now we are working with the new Board of Directors to address the key issues facing the POA. The APM team dedicated to Napa Valley Commons consists of the following persons:

#### Principal—Relationship Manager

Bob Breitenstein  
1-866-946-0800 ext. 803  
[bob@advancedmgmt.com](mailto:bob@advancedmgmt.com)

#### Principal—Assistant Relationship Manager

Jay Spangenberg  
1-866-946-0800 ext. 88  
[jay@advancedmgmt.com](mailto:jay@advancedmgmt.com)

#### Project Manager—Property Specialist

Suzanne Infald  
1-866-946-0800 ext. 84  
[suzanne@advancedmgmt.com](mailto:suzanne@advancedmgmt.com)

#### Owner Liaison—Customer Service Contact

Dawn Friesen  
1-866-946-0800 ext. 89  
[dawn@advancedmgmt.com](mailto:dawn@advancedmgmt.com)

#### Accounting

Denise Babich  
1-866-946-0800 ext. 804  
[accounting@advancedmgmt.com](mailto:accounting@advancedmgmt.com)

#### Vendor Team

The vendor team assembled to care for the POA includes:

#### Landscaping:

#### Tree Care:

#### Management:

#### Legal Team:

#### Street Sweeping/Sign Maintenance:

#### Litter Removal:

#### Electrical:

Pacific Landscapes, Inc.

Arborwell

Advanced Property Management

Brian Bonney, Esq. and Dennis Klimmek, Esq.

Universal Site Services

Pacific Landscapes, Inc.

Long Electric

#### Board of Directors

#### President:

#### Vice President:

#### Treasurer:

#### Secretary:

#### Director:

Kory Kramer, The Meritage Resort and Spa

Elizabeth Trowbridge, LBA Realty

Ned Pike, The Pike Company

Melody Thebeau, LBA Realty

Betsy Busch, The Meritage Resort and Spa

*If you haven't yet had the opportunity to log in to our new website at [www.napavalleycommons.com](http://www.napavalleycommons.com), we recommend you do so.*

*With a few clicks of a mouse, you can submit and track a service request, update your personal information, view association documents, and locate important community resources such as emergency contacts, city offices, contacts for local utility companies, medical offices, transportation and more. You can also do your part for the environment by requesting that the Association send all documents (newsletters, budgets, notices, etc. to the extent legally permitted) to you by e-mail.*

*If you haven't had a chance to sign the Electronic Consent form that was mailed to you, please sign it and send it in. Once the signed consent is received by the Association, you'll receive an electronic invitation to access the website along with your personal user ID and password. If you've misplaced your form, you can obtain another copy by contacting Dawn at [dawn@advancedmgmt.com](mailto:dawn@advancedmgmt.com).*

[www.napavalleycommons.com](http://www.napavalleycommons.com)