

DURNEY
VINEYARD

A Wine Estate
Carmel Valley

March 15, 1982

Mr. John A. Linthicum
Specialist, Research and
Regulations Branch
Department of the Treasury
Bureau of Alcohol, Tobacco and
Firearms, Room 6237
Washington, D.C. 20226

Dear Mr. Linthicum:

We enclose our revised petition for the proposed Carmel Valley viticultural area. In response to your letter of December 31, 1980 and your recent conversation with Kitty Maguire of our office, I enclose a list of names and mailing addresses of landowners in the proposed area who at present are growing grapes or who plan to do so in the future so that notice of this petition may be forwarded to them by your office. We have obtained current U.S.G.S. maps and have prominently marked the boundaries of the proposed area on them. The boundary description has been changed in accordance with the boundaries appearing on the maps.

In response to the questions posed in your letter, I submit the following information:

- 1. Approximate total acreage of proposed area.....19,200 acres
- 2. Approximate acreage of grapes in the proposed area..... 120 acres
- 3. Projected growth within next five (5) years..... 110 acres
- 4. Number of grapegrowers in proposed area..... 2 growers
- 5. Projected number of grapegrowers within next five (5) years..... 3 growers
- 6. Number of bonded wineries in proposed area..... 1 winery

You may contact other growers in our area at the following addresses:

Mr. Clement Gallante
C. S. Cliff Drive
San Francisco, CA 94121

Mr. Merv Griffin
Merv Griffin Productions
1541 North Vine
Hollywood, CA 90028
Attn: Mr. John Hale

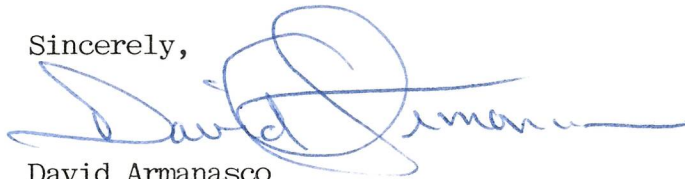
Mr. Linthicum
page two
March 15, 1982

The local newspaper in which legal notices are most frequently published is the Salinas Californian. Material to be published should be sent to the attention of Ms. Karen Roddick, Legal Notices/Classified, Post Office Box 81091, Salinas, California, 93912. This paper is used most frequently for legal purposes as it is published in the county seat of Monterey County and reaches the widest range of interested parties.

Please feel free to contact either myself or Miss Maguire should you be in need of any additional information or assistance.

In Great Wine!

Sincerely,

A handwritten signature in blue ink, appearing to read "David Armanasco", with a large, stylized flourish above the name.

David Armanasco
General Manager

DA/km
Enclosures

REVISED
APPLICATION FOR THE ESTABLISHMENT
OF THE
"CARMEL VALLEY"
VITICULTURAL AREA

made to the

DIRECTOR

Bureau of Alcohol, Tobacco and Firearms
Post Office Box 385
Washington, D.C. 20044

March 15, 1982

CONTENTS

Application 1-7
Footnotes 8,9
Additional References 10
U.S.G.S. Maps 11

APPLICATION FOR THE ESTABLISHMENT OF THE
'CARMEL VALLEY' VITICULTURAL AREA

TO: Director
Bureau of Alcohol, Tobacco and Firearms
Post Office Box 385
Washington, D.C. 20044

Pursuant to the provisions of 27CFR, Part 4, with regard to the establishment of viticultural areas, we respectfully apply for the establishment of the CARMEL VALLEY viticultural area.

In support of this application, we submit the foregoing information.

I. Evidence that the name of the CARMEL VALLEY viticultural area is locally and nationally known as well as historically documented as referring to the area specified herein.

Historical. Historically, the area presently termed Carmel Valley was named simply "Carmel" around the time of the discovery of the Carmel River by Vizcaino in 1603. Modern "Carmel-by-the-Sea (the official name of the City of Carmel, once known as "Carmel City") was so designated to distinguish it from the area which is now known as Carmel Valley.¹

The commercial history of significant grape growing and winemaking in recent history began in Carmel Valley in 1968 with the planting of approximately 20 acres of Cabernet Sauvignon vines by Durney Vineyard. From 1972 to 1975 the grapes grown on this acreage were sold to Gemello

Winery, Mirassou Vineyards, Monterey Peninsula Winery and San Martin Winery for their use in the production of premium varietal wines. Vineyard acreage at Durney Vineyard in Carmel Valley has since grown to 115 acres.^{2,3} Projected planting by other potential Carmel Valley growers will increase total vineyard acreage by 110 acres in the next 5 years.

Records dating from 1881 indicate that "vines have been successfully planted in Carmel Valley"⁴ and that around 1879 "about nine miles up the canyon (on the San Francisquito Land Grant, a section of which is now occupied by Durney Vineyard) two retired sea-captains, Anson Smith and Jonathon Wright, were trying their luck at. . .the growing of grapes. . ." ⁵

Current. At present, the words "Carmel Valley" are part of the name of the 91-year old commercial village located in the Valley, are part of the name of a U. S. Postal Service office and Zip Code Area (93924), are part of the names of the fire station and of an official National Weather Service Observation Station in addition to being part of the names of numerous commercial establishments and enterprises.

Recognition of Carmel Valley as a viticultural area is manifested in numerous references and articles in newspapers, magazines and books having local, national and international distribution.⁶

II. Historic or current evidence that the boundaries of the Carmel Valley viticultural area are as specified herein.

The area included in this application has been historically and currently delimited by the United States Geological Survey in the Carmel Valley 7.5 Quadrangle, the Mt. Carmel 7.5 Quadrangle, the Ventana Cones 7.5 Quadrangle, The Chews Ridge 7.5 Quadrangle, and the Rana Creek 7.5 Quadrangle. Boundaries of the Carmel Valley are determined by the course of the Carmel River and the ridges of the California Coastal Range, both distinguishing geographical features, as referred to in the ATF position in the final rule on the Augusta Viticultural Area petition, as follows:

" . . .the use of political boundaries and survey lines is appropriate where they coincide with the distinguishing geographical features or where they reasonably describe an area which possesses a distinguishing viticultural characteristic. . ."
[Emphasis added]

The proposed Carmel Valley viticultural area lies within the political boundaries of Monterey County; however the climatic, geological and topographical elements which distinguish the viticultural features of Carmel Valley are sufficiently unique and different from the overall features of Monterey County to warrant a Carmel Valley designation.

III. Evidence relating to the geographical features: climate soil, elevation, physical features, etc., which distinguish the viticultural features of the proposed area from the surrounding areas.

A. Soil Characteristics

The Carmel Valley viticultural area as proposed is distinguished by deposits of the following soil types which

differ significantly from soil types found in the immediately surrounding areas which lie outside of the proposed boundaries. A summary of Carmel Valley soil types follows:^{7,8}

SAN BENITO (SdF) clay loam, 30-50% slopes
JUNIPERO (JaF) loamy sand, 30-50% slopes
SANTA LUCIA (SfF) shaly clay loam, 30-50% slopes
CINEBA (CcG) fine gravelly sandy loam, 30-70% slopes
SAN ANDREAS (SgC) fine sandy loam, 30-75% slopes
SHERIDAN (SoG) coarse sandy loam, 30-75% slopes
JUNIPERO (JbG) sandy loam, 30-75% slopes
SANTA LUCIA-RELIZ ASSOCIATION (Sg) loamy and
shallow loamy complex, 30-75% slopes
SAN BENITO (SdG) clay loam, 50-75% slopes
JUNIPERO-SUR (Jc) complex, 50-85% slopes

These well-drained soils are particularly well-suited to viticulture.

B. Climatic Characteristics

Climatic characteristics are decisively influenced by the unique topographical features of Carmel Valley. The ridges which, at their base, form the Valley create a climate quite different from the climate outlying the Coastal Range and from the Pacific Ocean coastline and Salinas Valley climate areas. Precipitation, wind velocity and temperatures are all strongly influenced by the land formations and elevations in Carmel Valley. Specific data regarding these features is as follows:

1. General. The weather in Carmel Valley is characterized as "Mediterranean" by climatologists. Daily variations in the Valley climate are created by the effects of the nearby Pacific Ocean; interaction between maritime and continental air masses create generally up-valley breezes in the daytime and weak down-valley breezes at night and in the early morning hours.⁸ Yearly average wind velocity is 6.8 m.p.h.⁹

2. Precipitation. Normal annual precipitation (NAP) in Carmel Valley ranges from 16.5" to 22.5".^{8,10} This is a unique feature of the Valley in that the NAP of Monterey County overall is 10" annually, which climatologists classify as "desert" climate.⁹

3. Temperatures. The Valley is characterized by a generally moderate climate with warm, dry summers and mild, rainy winters,⁸ with temperatures ranging as follow in an average year (1977, selected as most typical of temperatures by Professor R.J. Renard, Chairman of the Meterology Department of the U.S. Naval Post Graduate School, Monterey, California and official observer for the National Weather Service):⁹

MONTH	AVG. HIGH*	AVG. LOW	MEAN
January	64.2°	39.5°	51.9°
February	68.9°	41.6°	55.3°
March	61.6°	37.5°	49.6°
April	69.7°	41.4°	55.4°
May	66.2°	44.1°	55.2°
June	73.4°m**	49.8°m	61.6°m
July	78.7°	49.2°	64.0°
August	76.4°	52.4°	64.4°
September	77.3°	50.0°	63.7°
October	76.9°	45.9°	61.4°
November	71.7°	43.0°	57.4°
Decmeber	65.8°	44.2°m	55.0°m
ANNUAL	70.9°	44.9°	57.8°***

*recorded in ° Farenheit

**indicates data missing at point of observation

***all data recorded at Carmel Valley National Weather Service station

4. Elevation. The Carmel Valley is bounded by ridges of the California Coastal Range. Elevations within the Valley vary from just above sea level to over 2000 feet at the peripheral ridge lines.⁸

IV. The specific boundaries of the viticultural area based on features which can be found on a U.S. Geological Survey map of the largest applicable scale.

The foregoing description is based upon features found on maps provided by the U.S. Geological Survey for the Carmel Valley 7.5 Quadrangle, the Mt. Carmel 7.5 Quadrangle, the Ventana Cones 7.5 Quadrangle, the Chews Ridge 7.5 Quadrangle, and the Rana Creek 7.5 Quadrangle and includes 19,300 acres, as follows:

1. Beginning at the Northeast corner of Section 5, T. 17 S., R. 2 E., said point also being an angle point in the Westerly boundary of Rancho Los Laureles (Boronda), thence;
2. SOUTHERLY, along said Rancho line to an angle point in Section 8, T. 17 S., R. 2 E., MDBM, thence;
3. EASTERLY, along the Southern boundary of Rancho Los Laureles to the Northwest corner of Section 10, T. 17 S., R. 2 E., MDBM, thence;
4. SOUTHERLY, along the Western boundary of Sections 10, 15, & 22, to the Southwest corner of Section 22, T 17 S., R. 2 E. MDBM, thence;
5. EASTERLY, along the Southern boundary of Section 22, to the Southeast corner of Section 22, T. 17 S., R. 2 E., thence;
6. SOUTHERLY, along Western boundary of Section 26 to the Southwest corner of Section 26, T. 17 S., R. 2 E., thence;
7. EASTERLY along the Southerly boundry of Section 26 to the Southeast corner thereof, thence;
8. SOUTHERLY, along the Western boundary of Section 36, T. 17 S., R. 2 E., to the S.W. corner thereof, being on the Township line between T 17 S., & T. 18 S., R. 2 E., said point, also being on the Northerly boundary of Los Padres National Forest, thence;

9. EASTERLY, along said Township line and along the Southern boundary of Section 36 T. 17 S., R. 2 E., to the Northwest corner of Section 6, T. 18 S., R. 3 E., thence;
10. SOUTHERLY, along the Western boundary of Sections 6 & 7, to the Southwest corner of Section 7, T. 18 S., R. 3 E., also being an angle point in the boundary of Los Padres National Forest,
11. EASTERLY, along the Southern boundary of Sections 7,8,9, 10 & 11, to the Southeast corner of Section 11, T. 18 S., R. 3 E., thence;
12. NORTHERLY, along the Eastern boundary of Sections 11 & 12, T. 18 S., R. 3 E., to the Northeast corner of Section 2, T. 18 S., R. 3 E., on said Township line, thence;
13. WESTERLY, along the Northern boundary of Section 2, T. 18 S., R. 3 E., along said Township line to the Southeast corner of Section 34, T. 17 S., R. 3 E., thence;
14. NORTHERLY, along the Eastern boundary of said Section 34, to the Rancho line of Rancho Los Tularcitos, also being the Northeast corner of Section 34, T. 17 S., R. 3 E., thence;
15. NORTHWESTERLY, along said Rancho line to an angle point therein, also being in Section 14, T. 17 S., R. 2 E., thence;
16. NORTHWESTERLY, along said Rancho line to the Carmel River, thence;
17. NORTHERLY, along the Carmel River to a point where said River intersects with the Rancho line between Rancho Los Tularcitos and Rancho Los Laureles, thence;
18. NORTHEASTERLY, along said Rancho line between Rancho Los Laureles and Rancho Los Tularcitos, to the Township line between T. 16 S., & T. 17 S., R. 2 E., MDBM, thence;
19. WESTERLY along said Township line to the point of beginning.

V. A copy of the appropriate map (s) with the boundaries prominently marked.

Copies of the aforementioned U.S. Geological Survey maps are attached with the area described in Section IV of this application prominently marked.

We trust that our application will receive your favorable consideration. Should you have additional questions or wish to

clarify any matters in this application, please contact us either by mail at our business office, Post Office Box 222016, Carmel, California, 93922-2016, or by telephone at (408) 625-5433.

Respectfully,

A handwritten signature in blue ink, appearing to read "David Armanasco", with a large circular flourish above the name.

DURNEY VINEYARD
David Armanasco, General Manager

F O O T N O T E S

1. California Place Names, The Origin and Etymology of Current Geographical Names. Erwin G. Gudde, 3d edition, revised and enlarged; University of California Press, Berkeley and Los Angeles, California, 1969
2. Monterey County Annual Crop Report 1980. Compiled by the Monterey County Agricultural Commission, Richard W. Nutter Commissioner; Salinas, California, April 1981.
3. California Grape Acreage 1980. Compiled by the California Crop and Livestock Reporting Service, United States Department of Agriculture, Economics and Statistics Survey and State of California Department of Food and Agriculture, Bureau of Agricultural Statistics; Sacramento, California, March 10, 1981.
4. History of Monterey County, California with Illustrations Descriptive of Its Scenery, Farms, Residences and Public Buildings. In facsimile edition published by Valley Publishers, a division of Book Publishers, Inc., 1979 from the original edition published by Elliott & Moore, San Francisco, California, 1881.
5. Monterey: The Presence of the Past. Augusta Fink, published by Chronicle Books, San Francisco, California, 1979.
6. Periodicals, Newspapers and Trade Journals
 - Carmel Valley Outlook. "Business" column, article entitled "Durney Vineyard Called a 'Jewel'" by Steve Hellman, October 9, 1980.
 - Connoisseur's Guide to California Wine. Volume 6, Issues 1 and 2, 1981; San Francisco, California.
 - The Evening Bulletin. "Your Wine" column by Donald Breed; Providence, Rhode Island, May 7, 1980.
 - Los Angeles Times. "Home Magazine" "Wine Connoisseur" column by Robert Lawrence Balzer; Los Angeles, California, July 20, 1980.
 - New York Daily News. "Wine" column by Barbara Ensrud; New York, New York, May 28, 1980.
 - New York Times. "Sunday Magazine" "Wine" column by Terry Robards; New York, New York, September 27, 1981.
 - Salinas Californian. Article entitled "Durney Vineyard Honors Traditions of Winemaking" by Tom Watson, Salinas, California, October 13, 1980.

San Diego Union. "Savoring Wine" by Dan Berger, from the Copley News Service syndicate; San Diego, California, September 4, 1980.

San Francisco Examiner. "Wine" column by Harvey Steiman, Wine & Food Editor; San Francisco, California, November 23, 1981.

San Jose Mercury-News. "Enjoying Wine" column by Paul Gillette; San Jose, California, August 6, 1980.

Wine World. "California Corner" by Jerry D. Mead; January/February issue, 1981.

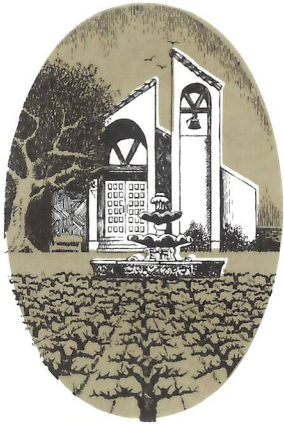
Wines & Vines Magazine. P. Hiaring, Sr., editor and publisher; San Rafael, California, September and October, 1981.

7. Soil Survey of Monterey County, California. Compiled and published by the United States Department of Agriculture Soil Conservation Service in cooperation with the U.S. Forest Service and University of California Agricultural Experiment Station; April 1979.
8. Carmel Valley Master Plan. Compiled by the Carmel Valley Master Plan Study Committee, approved by the Monterey County Planning Commission and adopted by the Monterey County Board of Supervisors. Published October 24, 1979.
9. Climatological Data 1977. Monthly reports and annual summary, compiled at the National Climate Center, Asheville, North Carolina from data gathered from official National Weather Service observation points; published by the National Oceanic and Atmospheric Administration of the United States Department of Commerce.
10. Comparisons of Durney Vineyard and Los Padres Dam Weather Data. Based on September, October and November 1981 readings at Durney Vineyard and 19 years of records obtained from the California-American Water Company, prepared by Raymond E. Watson, III, December 17, 1981.

A D D I T I O N A L R E F E R E N C E S

Monterey Peninsula Weather Averages. Based on 30 years of records, January 1952 through June 1981. Compiled by Professor R. J. Renard, Chairman, Department of Meteorology, Naval Post Graduate School, Monterey, California, for the National Weather Service.

Geology of the Coast Ranges of California. From Geology of Northern California, Bulletin No. 190, article by B. Page; California Division of Mines and Geology, Sacramento, California, 1966.



DURNEY

VINEYARD

A Wine Estate
Carmel Valley

March 31, 1982

Mr. John A. Linthicum
Specialist, Research and
Regulations Branch
Department of the Treasury
Bureau of Alcohol, Tobacco and
Firearms, Room 6237
Washington, D.C. 20226

Dear Mr. Linthicum:

As you have requested over the telephone, I provide below some information on heat summation for the Carmel Valley area as well as for Salinas, California and King City, California, both located in the Salinas Valley area of Monterey County. The heat summation data was calculated by the method developed by Professors Amerine and Winkler of the University of California at Davis as referred to in General Viticulture by A. J. Winkler, et al., revised and enlarged edition, 1974, p. 60 and ff. Temperature data was obtained from Climatological Data 1977 compiled at the National Climate Center, Asheville, North Carolina from data gathered from official National Weather Service observation points and published by the National Oceanic and Atmospheric Administration of the United States Department of Commerce. The months included in calculations are April through October, considered to be the actual growing months for grapes. I have used the year 1977 as a typical year as suggested by Professor R. J. Renard of the Naval Postgraduate School here in Monterey and as further described on page 5 of our revised application.

	Carmel Valley Mean	Salinas Mean	King City Mean
APRIL 1977	55.4°	55.9°	59.6°
MAY 1977	55.2°	54.4°	58.3°
JUNE 1977	61.6°	58.3°	67°
JULY 1977	64.0°	60.5°	68.5°
AUGUST 1977	64.4°	63.2°	68.9°
SEPTEMBER 1977	63.7°	64°	68.2°
OCTOBER 1977	61.4°	60.8°	67°

Mr. Linthicum
March 31, 1982
page two

These mean temperatures, when converted to heat summation as degree days above 50°F. provide the following information:

Carmel Valley Heat Summation	2317
Salinas Heat Summation	2148
King City Heat Summation	3085

It becomes evident from these figures that the climatic characteristics of Carmel Valley are distinct from those of the Salinas Valley viticultural area, with Salinas showing placement in the lower segment of Region I and King City being placed in the lower Region III climatic scales as determined by heat summation.

It should also be taken into consideration that "other factors, such as rainfall, fog, humidity, and duration of sunshine may have effects", as stated in General Viticulture. There are generally more sunny days in the Carmel Valley region due to the elevations which prevent the fog incursion found to occur more frequently in the Salinas Valley area.

Please do not hesitate to contact me should you need any further information regarding our revised Application for the Establishment of the Carmel Valley Viticultural Area as submitted to you on March 15th. I hope to hear from you regarding the progress of this application from time to time.

Cordially,



Kitty Maguire
Public Relations Director

/km