

**PENCE
INVESTMENT
CORPORATION**

October 12, 2009

VIA FACSIMILE
(805) 965-4333

Santa Barbara County Board of Supervisors
105 East Anapamu Street
Santa Barbara, California 93101

Re: Firestone Consistency Rezone and
Conditional User Permit for Special Events at
Crossroads, 07CUP-00000-00026

Gentlemen:

I have been a resident of Santa Ynez Valley for nearly ten years. I am the owner of a vineyard, Rancho Rita Vista, and I am writing to express my support for your approval of the Conditional Use Permit to allow 25 events per year at Crossroads.

Over the past ten years, I have had the privilege and pleasure of attending numerous events at Crossroads. Moreover, as a former neighbor (my former ranch was located at the corner of Ballard Canyon Road and Highway 154), I am very familiar with the minimal effort these events had upon the area. Relative to their benefits to the community, the impact was negligible.

With local wineries entitled to 12 "for profit" events per year by right and up to 40 commercial events per year with a Conditional Use Permit, allowing Crossroads to provide the service that it has given this community is appropriate. This is a necessary venue for the community. It is unique and the organizations around the County have relied on Crossroads for years as a beautiful, rural setting where they can gather without adversely impacting neighbors. The roadways are more than adequate to handle the traffic and surrounding properties are either vineyard or large ranches. County requirements already limit the hours for the events and control noise levels.

With the existing vineyard on the property, agriculture will continue without interruption from the events. At an average rate of 2 events per month, agriculture remains the primary use of the property. The events simply supplement the owner's income enough to pay to keep up the improvements, while promoting the owner's wines. It's a win-win for the owner and for the community.

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The past landowner and the current owner are generous to offer this venue to non-profits for their fundraisers. I do not know what many charitable groups would have done without Crossroads. Being located in the heart of the Valley, Crossroads is perfect because non-profits can attract attendees from both North and South County. They depend upon Crossroads for continuing revenue so they can provide their valuable services to County residents.

The commercial events at Crossroads not only promote Firestone and Foley wines, they promote tourism throughout Santa Barbara County, but particularly for Santa Ynez Valley.

Please vote in favor of the Crossroads Conditional Use Permit.

Sincerely,

RANCHO RITA VISTA, LLC

By:



J. Blair Pence, II

JBPII/ask



La Fleur Weddings & Events
Jill La Fleur PO Box 1080 Buellton, CA 93427 805-688-7805

Santa Barbara County Board of Supervisors
105 East Anapamu Street
Santa Barbara, CA 93101

Re: Firestone Consistency Rezone and Conditional User Permit for Special
Events and Crossroads, 07CUP-00000-00026

Dear Honorable Supervisors:

I have been a resident of the Santa Ynez Valley for 8 years. I am the owner of La Fleur Weddings & Events, a full-service wedding and event planning company specializing in high-end destination weddings primarily here in Santa Barbara County but also throughout California and Hawaii. I am writing to express my support for your approval of the Conditional Use Permit to allow 25 events per year at Crossroads.

I am very familiar with Crossroads and have worked at and attended many weddings and community events there over many years. Without this venue, the wedding and event industry for one would be devastated. This location has been considered one of the most beautiful wedding locations in the Santa Ynez Valley and because of that, has provided a great deal of work and revenues for the many vendors that are hired to help put on these beautiful events, as well as providing exposure and revenues for our Valley including it's hotels, restaurants and wineries. If Crossroads is forced to eliminate these weddings and events from happening, it will be a huge loss to my business, to many, many vendors in our community from florists to photographers to caterers, and to our Community as a whole. This is a unique property. There just are no other comparable properties and these weddings and events would have no choice but to look outside of this area for something comparable.

Please vote in favor of the Crossroads Conditional Use Permit.

Sincerely,

Jill La Fleur
Owner/Wedding & Event Planner
La Fleur Weddings & Events
www.lafleurweddings.com jill@lafleurweddings.com