

ATTACHMENT C

Winery Comparison Chart

LOCATIONAL CRITERIA	STAFF COMMENTS
Size of Parcel	±42.96 acres and ±40.11 acres
Proximity of Nearest Residence	1,000 feet
Number of Wineries Located Within One Mile	FOUR (4)
Located Within the Napa Valley Business Park (AKA Airport Industrial Area)	N/A
Primary Road Currently or Projected to be Level of Service D or Below	NO
Primary Road a Dead End	YES
Located Within a Flood Zone	NO
Located Within a Municipal Reservoir Watershed	NO
Located Within a State Responsibility Area or Fire Hazard Severity Zone	YES
Located Within an Area of Expansive Soils	NO
Located Within a Protected County Viewshed	NO
Result in the Loss of Sensitive Habitat	NO
OPERATIONAL CRITERIA	STAFF COMMENTS
Napa Green Certified or Other Related Program	NO
Percentage of Estate Grapes Proposed	100
Number of Proposed Variances	0
Wastewater Processed On-Site	YES

Voluntary Greenhouse Gas Emission Reduction Measures Proposed	Voluntary best management practices proposed: intend to use energy conserving lighting and connect to recycled water and already do: energy star roof/living roof/cool roof; connection to recycled water; install water efficient fixtures; low impact development; water efficient landscape; recycle 75% of all waste; compost 75% food and garden material; implement a sustainable purchasing and shipping programs; site design that is oriented and designed to optimize conditions for natural heating, cooling, and day lighting of interior spaces, and to maximize winter sun exposure, such as a cave; limit the amount of grading and tree removal during construction of the required access road improvements; local food production; education to staff and visitors on sustainable practices; use 70-80% cover crop; and retain biomass removed via pruning and thinning by chipping the material and reusing it rather than burning on-site. All winery activities are conducted within an existing cave which has been oriented to the south where the portal entry is shaded trees.
Vanpools, Flexible Work Shifts, Shuttles, or Other Traffic Congestion Management Strategies Proposed	NO
Violations Currently Under Investigation	NONE
High Efficiency Water Use Measures Proposed	YES
Existing Vineyards Proposed to be Removed	NO
On-Site Employee or Farmworker Housing Proposed	NO
Site Served by a Municipal Water Supply	NO
Site Served by a Municipal Sewer System	NO
Recycled Water Use Proposed	NO
New Vineyards Plantings Proposed	NO
Hold & Haul Proposed: Temporary (Duration of Time) or Permanent	NO
Trucked in Water Proposed	NO

Name	Address	Bldg Size	Cave Size	Production	Tours/ Tastings	Weekly Visitors	Number of Marketing Events	Employees
Porter Vineyards	1187 Green Valley Rd, Napa	3,000	21,000	12,000	APPT	2.3	0	1
Paul Hobbs-Nathan Coombs Winery	2184 Imola Ave, Napa	17,625	0	60,000	APPT	210	4	9
Griggs Winery	1020 Third Ave, Napa	541	0	2,000	APPT	0	0	0
Star Hill Winery	1075 Shady Brook Lane, Napa	800		2,090	APPT	0	0	1

BY APPOINTMENT WINERIES

Name	Bldg Size	Cave Size	Production	Daily Visitors	Weekly Visitors	Annual Visitors	Annual Marketing Visitors	Number of Marketing Events	Annual Visitation	Acres	Location
CASTELLUCCI FAMILY WINERY	12,376	0	30,000	50	210	10,920	830	19	11,750	19.30	valley floor
HILLVIEW VINEYARD	7,700	0	30,000	16	112	5,824	1,430	27	7,254	16.01	valley floor
YOUNTVILLE WASHINGTON STREET WINERY	5,264		30,000	25	175	9,100	400	11	9,500	10.50	valley floor
FANTESCA ESTATE	4,700	6,900	30,000	18	100	5,200	1,205	43	6,405	52.56	hillside
JUDD'S HILL WINERY	7,108	0	30,000	8	28	1,456	0	0	1,456	20.05	valley floor
CHATEAU LANE WINERY	10,548	0	30,000	21	147	7,644	270	9	7,914	11.37	MST
FONTANELLA WINERY	7,569	0	30,000	4	10	520	220	5	740	26.44	hillside
H and L WINERY	5,000	0	30,000	20	140	7,280	400	11	7,680	41.15	valley floor
WALLIS FAMILY ESTATE	11,711	0	30,000	18	108	5,616	225	3	5,841	0.00	hillside
EAGLE EYE WINERY	8,800	0	30,000	16	112	5,824	1,452	53	7,276	13.16	Gordon Valley
VIADER VINEYARDS	4,714	14,100	32,000	0	0	288	36	3	324	45.84	hillside
PALMAZ WINERY	0	55,000	35,000	50	350	18,200	130	3	18,330	122.12	hillside
NEAL WINERY	8,150	7,132	35,000	15	35	1,820	300	7	2,120	12.71	Angwin
ROCKY RIDGE WINERY	18,280	16,600	35,000	8	40	2,080	970	28	3,050	20.00	Angwin
MADRIGAL VINEYARDS	7,617	0	36,000	4	20	1,040	170	7	1,210	10.16	valley floor
STAGLIN WINERY	28,108	28,483	36,000	10	100	5,200	740	9	5,940	10.05	valley floor
HARTWELL WINERY	8,000	5,000	36,000	24	120	6,240	465	8	6,705	29.81	valley floor
NAPA HARVEST WINERY	5,120	7,440	36,000	20	50	2,600	140	4	2,740	10.81	Wooden Valley
DEL BONDIO WINERY	7,000	0	38,000	0.6	3	156	0	0	156	31.10	valley floor
AVERAGE CALCULATION	8,830	7,814	32,579	18	103	5,106	552	15	5,600	26.48	
MEDIAN CALCULATION	7,617	0	30,000	17	104	5,200	400	9	5,940	19.30	

CALDWELL VINEYARDS (Approved)	0	18,438	25,000	8	40	2,080	270	13	2,350	42.96	MST
CALDWELL VINEYARDS (Proposed)	0	21,865	35,000	35	245	12,075	1,040	19	13,115	42.96	MST

PRE-WDO WINERIES

Name	Bldg Size	Cave Size	Production	Daily Visitors	Weekly Visitors	Annual Visitors	Annual Marketing Visitors	Number of Marketing Events	Annual Visitation	Acres	Location
PARADIGM WINERY	4616	0	30000	10	15	780	30	1	810	26.25	valley floor
STAR VINEYARDS	2800	0	30000	0	20	1,040	0	0	1,040	1.44	valley floor
GOSECROSS CELLARS	7151	0	30000	50	350	18,200	710	15	18,910	11.31	valley floor
PESTONI FAMILY	7900	0	35000	20	150	7,800	0	0	7,800	5.47	valley floor
AVERAGE CALCULATION	5617	0	31250	20	134	6,955	185	4	7,140	11.12	
MEDIAN CALCULATION	5884	0	30000	15	85	4,420	15	1	7,800	5.47	

CALDWELL VINEYARDS (Approved)	0	18438	25000	8	40	2,080	270	13	2,350	42.96	MST
CALDWELL VINEYARDS (Proposed)	0	21865	35000	35	245	12,075	1040	19	13,115	42.96	MST

Existing Conditions	Proposed Request	Net Change Analyzed
Visitation:		
8 Visitors/Day	35 Visitors/Day (except 19 marketing days)	Net increase of 27 Visitors/Day
40 Visitors/Week	245 Visitors/Week	Net increase of 205 Visitors/Week
2080 Visitors/Year (40 x 52 wks)	12,075 Visitors/Year (245 x 52 wks, minus 19 x 35)	Net increase of 9,995 Visitors/Year (480%)
Marketing Program:		
10 promotional Events/year @ max. 10 guests = 100	12 small events/year @ 28 guests = 336	
Two(2) Release Events/year @ max. 60 guests = 120	3 small events/year @ max. 68 guests = 204	
One (1) wine auction event/year @ max. 50 guests= 50	3 medium events/year @ max. 100 guests = 300	
	One (1) large event/year @ max. 200 guests = 200	
13 Total Events	19 Total Events	Net increase 6 Total Events
270 Total Marketing Guests/Year	1040 Marketing Guests/year	Net increase 770 Marketing guests (285%)
Employees:		
Two (2) full-time employees	six (6) full time employees	Net increase of four (4) full-time employees
Two (2) part-time employees	six (6) part-time employees	Net increase of four (4) part-time employees