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## Winery Comparison Analysis

**Beaulieu Vineyards**  
**Permit # P17-00192-Major MOD**  
**APN 030-110-019; and 028**  
**Summary of Location and Operation Criteria**

LOCATIONAL CRITERIA	STAFF COMMENTS
Size of Parcel	13.46 acres (47 acres after proposed lot line adjustment)
Proximity of Nearest Residence	220 feet
Number of Wineries Located Within One Mile	15
Located Within the Napa Valley Business Park (AKA Airport Industrial Area)	No
Primary Road Currently or Projected to be Level of Service D or Below	No
Primary Road a Dead End	No
Located Within a Flood Zone	No
Located Within a Municipal Reservoir Watershed	No
Located Within a State Responsibility Area or Fire Hazard Severity Zone	No
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	Working to attain Napa Green Winery certification.
Percentage of Estate Grapes Proposed	None, but approximately 33 acres of vineyards after proposed lot line adjustment.
Number of Proposed Variances	None
Wastewater Processed On-Site	Yes
Voluntary Greenhouse Gas Emission Reduction Measures Proposed	Seven proposed including: bicycle incentives; installing water efficient fixtures; and using recycled materials. Seven measures already implemented.
Vanpools, Flexible Work Shifts, Shuttles, or Other Traffic Congestion Management Strategies Proposed	No
Violations Currently Under Investigation	No
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

**Beaulieu Vineyards**  
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**Wineries Within One Mile of APN 030-110-019; and 028**

Name	Address	Bldg Size	Cave Size	Production	Tours/ Tastings	Weekly Visitors	Number of Marketing Events	Employees
NIEBAUM COPPOLA ESTATE	1460 Niebaum Lane	30,090	N/A	50,000	APPT	15	41	8
NIEBAUM COPPOLA ESTATE HIGHWAY 29	1991 St. Helena Highway	74,879	18,400	250,000	PUBLIC	3,391	0	78
SWANSON VINEYARDS	1271 Manley Lane	8,480	N/A	42,500	APPT	100	0	4
CAKEBREAD CELLARS	8300 St. Helena Highway	61,173	N/A	500,000	APPT	3,240	732	64
SEQUOIA GROVE VINEYARDS	8338 St. Helena Highway	31,350	N/A	150,000	PUBLIC	600	22	28
DEL BONDIO WINERY	1333 Bella Oaks Lane	7,000	N/A	38,000	PVT	3	0	1
FOLEY JOHNSON WINERY	8360 St. Helena Highway	20,616	N/A	20,000	APPT	350	56	5
ST SUPERY VINEYARDS AND WINERY	8440 St. Helena Highway	93,750	N/A	450,000	PUBLIC	-	-	20
PEJU PROVINCE WINERY	8468 St. Helena Highway	26,866	N/A	120,000	APPT	450	12	16
GRGICH HILLS CELLARS	1849 St. Helena Highway	46,083	N/A	250,000	APPT	4,004	385	44
ALPHA OMEGA WINERY	1155 Mee Lane	17,419	N/A	100,000	PUBLIC	2,800	-	22
PROVENANCE VINEYARDS	1695 St. Helena Highway	39,925	N/A	180,000	PUBLIC	65	36	12
PESTONI FAMILY WINERY	1673 St. Helena Highway	7,900	N/A	35,000	PUBLIC	150	0	2

**Approved**

WHL Winery	1561 S. Whitehall Lane	8,042	N/A	10,000	NO	0	0	10
LMR RUTHERFORD ESTATE WINERY	1790 St. Helena Highway	33,453	N/A	10,000	APPT	330	32	8
ONE HOPE WINERY	8305 St. Helena Highway	15,006	N/A	20,000	APPT	100	38	9

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**Winery Comparison (1,000,000 to 2,600,000 gallons)**

**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
CARDINALE WINERY	172060	0	1280000	120	500	26000	600	6	26600	71.95	valley floor
RUTHERFORD RANCH	29685	0	1000000	35	250	13000	n/a	n/a	13000	17.37	valley floor
<b>AVERAGE CALCULATION</b>	<b>100873</b>	<b>0</b>	<b>1140000</b>	<b>78</b>	<b>375</b>	<b>19500</b>	<b>600</b>	<b>6</b>	<b>19800</b>	<b>44.66</b>	
<b>MEDIAN CALCULATION</b>	<b>100873</b>	<b>0</b>	<b>1140000</b>	<b>78</b>	<b>375</b>	<b>19500</b>	<b>600</b>	<b>6</b>	<b>19800</b>	<b>44.66</b>	
BEAULIEU VINEYARDS (APPROVED)	284940	0	1800000	450	3150	163800	3200	10	167000	13.46	valley floor
BEAULIEU VINEYARDS (PROPOSED)	284940	0	1800000	550	3850	200200	12850	206	213050	47.00	valley floor

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**Winery Comparison (1,000,000 to 2,600,000 gallons)**

**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
FRANCISCAN WINERY	130094	0	1200000	500	3500	182000	36040	4612	218040	19.73	valley floor
HALL WINERY	179787	0	1260000	500	3500	182000	7380	171	189380	32.91	valley floor
STERLING VINEYARDS	120362	41000	1500000	686	4807	250000	6700	547	256700	84.8	valley floor
DOMAINE CHANDON	326874	0	1980000	150	1050	54600	13582	29	68182	88.41	valley floor
LOUIS M MARTINI WINERY	153762	0	2000000	250	1694	88088	1000	4	89088	17.79	valley floor
<b>AVERAGE CALCULATION</b>	<b>182176</b>	<b>8200</b>	<b>1588000</b>	<b>417</b>	<b>2910</b>	<b>151338</b>	<b>12940</b>	<b>1073</b>	<b>164278</b>	<b>48.73</b>	
<b>MEDIAN CALCULATION</b>	<b>153762</b>	<b>0</b>	<b>1500000</b>	<b>500</b>	<b>3500</b>	<b>182000</b>	<b>7380</b>	<b>171</b>	<b>189380</b>	<b>32.91</b>	
BEAULIEU VINEYARDS (APPROVED)	284940	0	1800000	450	3150	163800	3200	10	167000	13.46	valley floor
BEAULIEU VINEYARDS (PROPOSED)	284940	0	1800000	550	3850	200200	12850	206	213050	47.00	valley floor

## Beaulieu Vineyards Summary of Changes

Existing Conditions	Proposed Request	Net Change Analyzed
<b>Visitation:</b>		
450 Visitors/Day	550 Visitors/Day	Net Increase of 100 Visitors/Day
3,150 Visitors/Week	3,850 Visitors/Week	Net Increase of 700 Visitors/Week
163,800 Visitors/Year	200,200 Visitors/Year	Net Increase of 36,400 Visitors/Year
<b>Marketing Program:</b>		
3 Events/Year @ 150 Guests	100 Events/Year @ 50 Guests	
3 Events/Year @ 250 Guests	30 Events/Year @ 75 Guests	
4 Events/Year @ 500 Guests	20 Events/Year @ 100 Guests	
	50 Events/Year @ 40 Guests	
	4 Events/Year @ 250 Guests	
	2 Events/Year @ 300 Guests	
10 Total Events	206 Total Events	Net Increase: 196 Total Events
3,200 Total Guests/Year	12,850 Total Guests/Year	Net Increase: 9,650 Total Guests/Year
<b>Number of Employees:</b>		
86 Full-Time	No Change	No Change