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Winery Comparison Analysis and Summary of Changes

Davis Estates
Use Permit Modification, Permit #P14-00411-MOD
Locational and Operational Criteria

LOCATIONAL CRITERIA	STAFF COMMENTS
Size of Parcel	114.32
Proximity of Nearest Residence	1,100 feet (southwest)
Number of Wineries Located Within One Mile	11
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	Yes
Located Within an Area of Expansive Soils	No
Located Within a Protected County Viewshed	Yes
Result in the Loss of Sensitive Habitat	No
OPERATIONAL CRITERIA	STAFF COMMENTS
Napa Green Certified or Other Related Program	Napa Green and Fish Friendly Farming Certified
Percentage of Estate Grapes Proposed	25% of 100,000 gallons would be estate grown fruit
Number of Proposed Variances	None
Wastewater Processed On-Site	Yes
Voluntary Greenhouse Gas Emission Reduction Measures Proposed	Yes, 10 Measures
Vanpools, Flexible Work Shifts, Shuttles, or Other Traffic Congestion Management Strategies Proposed	Yes
Violations Currently Under Investigation	No
High Efficiency Water Use Measures Proposed	Yes; water efficient landscape and fixtures
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	Yes
New Vineyards Plantings Proposed	No
Hold & Haul Proposed: Temporary (Duration of Time) or Permanent	No
Trucked in Water Proposed	No

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Winery Comparison 100,000 gallons per year

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
KENT RASMUSSEN WINERY	18554	0	100000	48	336	17472	2177	64	19649	5.67	Hillside
KENT RASSMUSSEN WINERY CARNEROS ESTATES	17162	0	100000	24	168	8736	1602	54	10338	11.55	Carneros
SUMMERS WINERY	13948	0	100000	20	140	7280	240	8	7520	25.3	Valley Floor
KELHAM WINERY	16596	0	100000	20	140	7280	180	6	7760	10.9	Valley Floor
ASHES AND DIAMONDS	38419	0	100000	400	2800	145600	5616	236	151216	30.21	Valley Floor
ELEVEN ELEVEN WINES	24200	0	100000	20	140	7280	345	9	7625	11.65	Valley Floor
PAHLMAYER WINERY	56057	0	100000	20	70	3640	1490	7	5130	221.8	Hillside
ROUND POND WINERY	33755	0	100000	60	360	18720	12300	30	31020	46.23	Valley Floor
SWANSON WINERY	46100	0	100000	200	1400	72800	30834	119	103634	73.99	Valley Floor
CORONA WINERY	31428	0	100000	48	280	14560	2428	80	16988	49.05	Valley Floor
LMR RUTHERFORD ESTATE WINERY	21504	0	100000	50	330	17160	1400	32	18560	29.57	Valley Floor
MOUNTAIN PEAK	8046	33424	100000	60	275	14300	275	3	14575	41.76	Hillside
TRUCHARD FAMILY WINERY	33702	0	100000	40 (M-F)/60(S-SU)	320	16640	1320	28	17960	11.52	Carneros
AVERAGE CALCULATION	27652	2571	100000	81	520	27036	4631	52	31690	43.78	
MEDIAN CALCULATION	24200	0	100000	48	280	14560	1490	30	16988	29.57	
Davis Estates	28771	24170	100000	75 - 200*	250 - 800*	27475	5400	39	32875	114.32	Hillside

* 200 Visitors/Day (800/Week) June 1 to Oct. 31
100 Visitors/Day (350/Week) Nov. 1 to Nov. 31
100 Visitors/Day (350/Week) Feb. 1 to May 31
75 Visitors/Day (250/Week) Dec. 1 to Jan. 31

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PUBLIC WINERY PERMITS (PRE WDO)

Name	Bldg Size	Cave Size	Production	Daily Visitors	Weekly Visitors	Annual Visitors	Annual Marketing Visitors	Number of Marketing Events	Total Visitors	Acres	Location
BLACK STALLION	43600	0	100000	50	350	18200	N/A	N/A	18200	11.28	Valley floor
TRINCHERO NAPA VALLEY	35211	2296	100000	0	930	48360	1100	11	49460	21.03	Hillside
ANDRETTI WINERY	15500	0	100000	20	100	5200	N/A	N/A	5200	52.98	Valley floor
MONTICELLO CELLARS (CORLEY FAMILY)	11500	0	100000	12	84	4368	N/A	N/A	4368	81.28	Valley floor
MOSS CREEK WINERY	7600	15500	100000	100	600	31200	N/A	N/A	31200	21.09	Hillside
ALPHA OMEGA WINERY	17419	0	100000	400	0	50800	2800	N/A	53600	10.79	Valley floor
DARIOUSH WINERY	21252	0	100000	100	400	20800	5280	428	26080	31.49	Valley floor
MOUNTAIN PEAK	8046	33424	100000	60	275	14300	275	3	14575	41.76	Hillside
AVERAGE CALCULATION	20016	6403	100000	93	342	24154	2364	147	25335	33.96	
MEDIAN CALCULATION	16460	0	100000	55	313	19500	1950	11	22140	26.29	
Davis Estates	28771	24170	100000	75 - 200*	250 - 800*	27475	5400	39	32875	114.32	Hillside

* 200 Visitors/Day (800/Week) June 1 to Oct 31
100 Visitors/Day (350/Week) Nov. 1 to Nov. 31
100 Visitors/Day (350/Week) Feb. 1 to May 31
75 Visitors/Day (250/Week) Dec. 1 to Jan. 1

**Davis Estates
Summary of Changes**

Existing Conditions	Proposed Request	Net Change Analyzed
Production:		
30,000 Gallons/Year	100,000 Gallons/Year	Net Increase of 70,000 Gallons/Year
Visitation:		
20 Visitors/Day Monday-Friday 34 Visitors/Day Saturday, Sunday & Holidays	200 Visitors/Day (800/Week) June 1 to Oct. 31 100 Visitors/Day (350/Week) Nov. 1 to Nov. 31 100 Visitors/Day (350/Week) Feb. 1 to May 31 75 Visitors/Day (250/Week) Dec. 1 to Jan. 31	Net Increase of 166 - 180 Visitors/Day Net Increase of 66 - 80 Visitors/Day Net Increase of 41 - 55 Visitors/Day
168 – 182 Visitors/Week	250 – 800 Visitors/Week	Net Increase of 82 – 618 Visitors/Week
8,876 Visitors/Year (w/10 Holidays)	27,475 Visitors/Year	Net Increase of 18,599 Visitors/Year
Marketing Program:		
2 Events/Month @ 50 Guests	24 Events/Year @ 100 Guests	
2 Events/Year @100	15 Events/Year @ 200 Guests	
14 Total Events	39 Total Events	Net Increase: 25 Total Events
1,400 Total Guests/Year	5,400 Total Guests/Year	Net Increase: 4,000 Total Guests/Year
Number of Employees:		
5 Full-Time	25 Full-Time	Net Increase of 20 Full-Time employees