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Winery Comparison Analysis

**Wheeler Farms Major Modification
P19-00130
Summary of Location and Operation Criteria**

LOCATIONAL CRITERIA	STAFF COMMENTS
Size of Parcel	11.66 acres
Proximity of Nearest Residence	305 feet to southwest
Number of Wineries Located Within One Mile	19
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	Yes
Percentage of Estate Grapes Proposed	Approximately 10%
Number of Proposed Variances	None
Wastewater Processed On-Site	Yes
Voluntary Greenhouse Gas Emission Reduction Measures Proposed	Continue to incorporate the following : installation of solar panels which generate on-site renewable energy; planting of additional trees; use of alternative fuel and electrical vehicles in fleet; exceedance of Title 24 energy efficiency standards; implementation of a Vehicle Miles Traveled (VMT) reduction plan; use of solar hot water heating; installation of energy conserving lighting; and installation of an energy star/cool roof.
Vanpools, Flexible Work Shifts, Shuttles, or Other Traffic Congestion Management Strategies Proposed	Yes. Shuttles are provided for larger marketing events.
Violations Currently Under Investigation	Yes; part of voluntary winery code compliance program
High Efficiency Water Use Measures Proposed	Already implemented
Existing Vineyards Proposed to be Removed	Approximately 4,330 square feet
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

Wheeler Farms
P19-00130
Wineries Within One Mile of APN 030-260-016

Name	Address	Bldg Size	Cave Size	Production	Tours/ Tastings	Weekly Visitors	Number of Marketing Events	Employees
CASTELLUCCI FAMILY WINERY	3 Zinfandel Ln	12,376	0	30,000	APPT	210	19	10
FLEURY FAMILY WINERY	950 Galleron Ln	4,230	0	20,000	APPT	35	0	0
SUTTER HOME WINERY	100 St. Helena Hwy	CITY OF ST. HELENA						
WILLIAM HARRISON WINERY	1443 Silverado Trl	6,400	0	20,000	APPT	0	0	2
THE RANCH WINERY	105 Zinfandel Ln	242,606	0	1,252,000	NO	15	33	85
PELOSI WINERY	11 Zinfandel Ln	2,100	1,000	5,000	APPT	8	2	5
LOUIS M MARTINI WINERY	254 St. Helena Hwy	153,762	0	2,000,000	PUB	1,694	4	37
HALL WINERY	401 St. Helena Hwy	179,787	0	2,805,000	PUB	3,500	171	36
DELECTUS (MILAT WINERY)	1091 St. Helena Hwy	5,340	0	20,000	PUB	140	0	1
DEL DOTTO FAMILY WINERY	1445. St. Helena Hwy	4,200	15,163	48,000	APPT	200	31	4
CORISON WINERY	987 St. Helena Hwy	9,480	0	20,000	APPT	10	8	3
SUTTER HOME WINERY	277 St. Helena Hwy	41,000	0	2,000,000	PUB	3,500	0	101
V. SATTUI WINERY	1111 White Ln	38,290	0	72,000	PUB	8,544	437	59
PRAGER WINERY	1281 Lewelling Ln	3,352	0	8,500	APPT	42	0	4
RAYMOND VINEYARD	849 Zinfandel Ln	130,301	0	750,000	PUB	2,800	128	80
KELHAM WINERY	360 Zinfandel Ln	16,596	0	100,000	APPT	140	6	6
SULLIVAN FAMILY ESTATE	1090 Galleron Ln	5,894	0	22,500	APPT	7	0	6
THE PRISONER WINE CO.	1178 Galleron Ln	130,094	0	1,200,000	PUB	3,500	4,612	94
WHITEHALL LANE WINERY	1563 St. Helena Hwy	34,227	0	200,000	PUB	600	60	7

**Wheeler Farms Major Modification
P19-00130
Winery Comparison (70,000-80,000 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
KULETO VILLA VINEYARDS	18,299	0	75,000	15	0	450	0	0	450	105.95	hillside
BURGESS NAPA CELLARS	14,500	0	75,000	0	0	0	0	0	0	50.64	valley floor
COQUEREL FAMILY WINERY	12,741	0	75,000	25	175	9,100	2,140	67	11,240	19.73	valley floor
FARM COLLECTIVE WINERY	13,865	0	80,000	30	210	10,920	1,300	13	12,220	0.15	industrial
HUDSON VINEYARDS WINERY	35,223	38,240	80,000	120	480	24,960	2,528	82	27,488	166.82	Carneros
VINCENT ARROYO	9,500	0	70,000	50	350	18,200	1460	20	19,660	22.62	valley floor
AVERAGE CALCULATION	17,355	6,373	75,833	40	203	10,605	1,238	30	11,843	60.99	
MEDIAN CALCULATION	14,183	0	75,000	28	193	10,010	1,380	17	11,730	36.63	
WHEELER FARMS (APPROVED)	31,085	0	50,000	32	224	11,648	1,452	52	13,100	11.66	valley floor
WHEELER FARMS (EXISTING)	31,085	0	50,000	32	224	11,648	1,692	54	13,340	11.66	valley floor
WHEELER FARMS (PROPOSED)	31,085	0	70,000	32	224	11,648	1,692	54	13,340	11.66	valley floor

**Wheeler Farms Winery Major Modification
P19-00130
Winery Comparison (70,000-80,000 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
ST CLEMENT VINEYARDS	6,600	0	72,000	0	490	25,480	0	0	25,480	4	hillside
ZD WINES	22,956	0	70,000	50	200	10,400	60	6	10,460	6	valley floor
RUDD ESTATE WINERY	10,088	22,000	75,000	80	250	13,000	702	33	13,702	9	valley floor
SILENUS VINTNERS	13,740	0	72,000	70	490	25,480	1,680	18	27,160	10	valley floor
LARKMEAD VINEYARDS	18,047	0	75,000	100	800	41,600	1,740	51	43,340	18	valley floor
BEAUCANON ESTATE	2,805	0	70,000	0	0	0	0	0	0	94	MST
AVERAGE CALCULATION	12,373	3,667	72,333	50	372	19,327	697	18	20,024	24	
MEDIAN CALCULATION	11,914	0	72,000	60	370	19,240	381	12	19,591	10	
WHEELER FARMS (APPROVED)	31,085	0	50,000	32	224	11,648	1,452	52	13,100	11.66	valley floor
WHEELER FARMS (EXISTING)	31,085	0	50,000	32	224	11,648	1,692	54	13,340	11.66	valley floor
WHEELER FARMS (PROPOSED)	31,085	0	70,000	32	224	11,648	1,692	54	13,340	11.66	valley floor

Wheeler Farms Summary of Changes

Prior Approval	Existing Conditions	Proposed Request	Net Change Analyzed (Existing Conditions v. Proposed Request)
Building Size:	Building Size:		
31,085 square feet	31,085 square feet	No Change	Net Increase: 0 square feet
Production:	Production:		
50,000 Gallons/Year	50,000 Gallons/Year	70,000 Gallons/Year	Net Increase: 20,000 gallons
Visitation:	Visitation:		
32 Visitor/Day	32 Visitors/Day	No Change	Net Increase: 0 visitors
224 Visitors/Week	224 Visitors/Week	No Change	Net Increase: 0 visitors
11,648 Visitors/Year	11,648 Visitors/Year	No Change	Net Increase: 0 visitors
Marketing Program:	Marketing Program:		
4 Events/Month @ 24 guests 4 Events/Year @ 75 Guests	4 Events/Month @ 24 guests 4 Events/Year @ 75 Guests 2 Events/Year @ 120 Guests	No Change	
52 Total Events	54 Total Events	No Change	Net Increase: 2 events
1,452 Total Guests/Year	1,692 Total Guests/Year	No Change	Net Increase: 240 guests
Number of Employees:	Number of Employees:		
2 Full-Time; 2 Part-Time	14 Full-Time; 8 Part-Time	15 Full-Time; 8 Part-Time	Net Increase: 1 Full-Time employee