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David Morrison
Director

MEMORANDUM

To: Napa County Planning Commission	From: David Morrison, Director
Date: September 16, 2015	Re: Evaluating Winery Visitation

Over the past year, the Planning Commission has expressed an interest in developing a more refined process for evaluating proposed visitation and marketing proposals. Based on discussions in Commission hearings conducted throughout 2014, as well as working with individual Commission members, staff proposed a two-step approach at the March 4, 2015 meeting:

1. Create a baseline, using either average or median of the permitted annual production for other wineries within a standard range (plus or minus 5 or 10 percent) of the amount of production being proposed. Alternatively, a general standard could be used, based on other metrics, such as the Napa County Transportation and Planning Agency (NCTPA) study or other source.
2. Create a series of modifying factors that be applied to the baseline number. For each of these factors, the baseline amount of total visitation could be increased or decreased, either by a set percentage or on a case-by-case basis.

At the March 4th meeting, the Commission generally supported the two-step approach proposed by staff, but requested additional information. Specifically, the Commission requested that staff break out the baseline in more detail, to remove the pre-WDO wineries from the analysis. The Commission also asked that the modifying factors be expanded and grouped together into categories of "Locational" and "Operational" criteria.

At the May 20th meeting, the Commission requested that the visitation analysis be broken down into smaller categories of production, to provide greater detail than that provided by using quintiles. The Commission also asked that each category be analyzed in terms of agricultural zoning (AP and AW), pre-WDO and post-WDO, as well as by tasting and marketing visitors. Finally, the Commission directed staff to provide analysis regarding temporary events.

At the July 1st, meeting, the Commission requested more information regarding their relationship to the Agricultural Protection Advisory Committee (APAC), and efforts being undertaken to further improve the winery database. No specific direction was given with

regards to the methods by which visitation or marketing should be evaluated in future winery applications.

At the September 2nd meeting, the Commission made it clear that they were looking only at developing more information for considering individual applications within the context of prior comparable winery approvals in the past. The Commission was not interested in creating any new regulations with regards to tasting room, marketing, or temporary event visitation. It was their intent that this information not be used as a substitute for regulations, but rather as a means to ensure that the County is consistent in its consideration of individual applications.

RECOMMENDATIONS

In response to the direction provided by the Commission on September 2nd, staff proposes to modify the staff report template for the Commission’s consideration of all future winery applications, for both new facilities and modifications of existing facilities, as follows:

A. Comparing Wineries by Production:

In terms of comparing proposed wineries with those of similar production capacities, staff recommends that the table include the following features, and that the application be compared with other wineries within five percent of the proposed production range. If there are few wineries within the ten percent range, staff suggests that the table include those 10 wineries that are closest to the production range, in order to provide a minimum level of comparability.

Wineries Located with Similar Production Limits							
Winery Name	Location	Parcel Size	Production	Tasting Room Visitors (per Week)	Building Square Footage	Marketing Events (per Year)	Number of Employees

B. Comparing Wineries by Geography:

As it has done, staff will continue to provide those wineries that are located within one mile of the proposed project, using the same factors as those listed in the table above.

Wineries Located within One Mile of the Proposed Project							
Winery Name	Location	Parcel Size	Production	Tasting Room Visitors (per Week)	Building Room Footage	Marketing Events (per Year)	Number of Employees

C. Site Specific Analysis of the Proposed Winery:

Staff recommends that using the criteria developed by the Commission over the past several months, a new table be added to future staff reports which would summarize those key considerations in a simple format for easy reference. For each criterion, complex issues would be discussed in greater detail within the body of the staff report

Locational Criteria	Staff Comments
Size of parcel	
Proximity of nearest residence	
Number of wineries located within one mile	
Located within the Airport Industrial Area	
Primary road currently or projected to be Level of Service D or below	
Primary road a dead end	
Located within a flood zone	
Located within a municipal reservoir watershed	
Located within a State Responsibility Area or Fire Hazard Severity Zone	
Located within an area of expansive soils	
Located within a protected County view shed	
Result in the loss of sensitive habitat	
Operational Criteria	Staff Comments
Napa Green certified	
Percentage of estate grapes proposed	
Number of proposed variances	
Wastewater processed on-site	
Voluntary greenhouse gas emission reduction measures proposed	
Vanpools, flexible work shifts, shuttles, or other traffic congestion management strategies proposed	
Violations currently under investigation	
High efficiency water use measures proposed	
Existing vineyards proposed to be removed	
On-site employee or farmworker housing proposed	
Site served by a municipal water supply	
Site served by a municipal sewer system	
Recycled water use proposed	
New vineyard plantings proposed	

D. Comparing Wineries on an Industry-Wide Basis:

Staff proposes to update the overall industry comparison that has been previously provided to the Commission on a semi-annual basis. The updated table would not be provided to the Commission with every staff report, but would be submitted every six months for the Commission’s reference in use on specific applications.

	Average Annual Tasting Visitors	Mean Annual Tasting Visitors	Average Annual Marketing Visitors	Mean Annual Marketing Visitors	Average Annual Production	Mean Annual Production
0 - 9,999 Gallons Production						
50 Wineries	728	208	72	0	5,031	5,000
4 Cities	0	0	0	0	5,233	5,355
26 Pre-WDO	454	0	18	0	5,020	5,000
24 Post-WDO	934	312	115	49	5,043	5,000
10 AP	780	0	28	0	5,240	5,000
34 AW	731	208	77	0	4,771	5,000
10,000 – 19,999 Gallons Production						
70 Wineries	2,411	1,300	256	151	13,053	12,000
3 Airport	5,737	7,020	207	200	12,500	13,667
12 Pre-WDO	1,105	416	128	0	13,042	12,250
58 Post-WDO	2,681	1,508	283	190	13,055	12,000
13 AP	1,388	520	316	144	12,462	12,000
54 AW	2,194	1,378	222	140	13,170	12,000
20,000-29,999 Gallons Production						
116 Wineries	2,289	1,040	262	106	20,837	20,000
3 Cities	347	1,040	67	100	24,200	24,400
2 Airport	7,644	7,644	5,450	5,450	20,000	20,000
58 Pre-WDO	1,220	286	40	0	20,379	20,000
58 Post-WDO	3,240	1,872	417	300	21,295	20,000
37 AP	1,450	520	519	106	20,824	20,000
72 AW	2,672	1,040	263	103	20,768	20,000
30,000-39,999 Gallons Production						
43	5,312	3,640	561	270	31,256	30,000

Wineries						
1 Cities	0	0	100	100	30,000	30,000
6 Pre-WDO	7,973	1,820	370	15	30,833	30,000
37 Post-WDO	4,593	4,680	580	258	31,324	30,000
16 AP	5,514	4,940	371	155	31,563	30,000
26 AW	3,934	3,120	502	350	31,115	30,000
40,000-49,999 Gallons Production						
19 Wineries	4,621	1,176	869	410	44,781	48,000
8 Pre-WDO	3,846	720	285	0	44,313	45,250
11 Post-WDO	7,128	2,912	1,294	660	45,122	48,000
8 AP	6,981	5,148	265	50	42,668	41,250
11 AW	2,904	1,040	1,309	660	46,318	48,000
50,000-59,999 Gallons Production						
30 Wineries	8,869	5,096	1,215	823	51,233	50,000
1 Airport	0	0	0	0	50,000	50,000
9 Pre-WDO	8,938	3,640	1,256	325	52,111	50,000
21 Post-WDO	8,840	7,280	1,258	920	50,857	50,000
10 AP	10,208	6,370	1,365	860	50,900	50,000
19 AW	8,019	3,640	1,124	720	51,474	50,000
60,000-69,999 Gallons Production						
16 Wineries	11,595	6,474	700	460	60,625	60,000
2 Airport	1,170	1,170	250	250	60,000	60,000
10 Pre-WDO	14,532	4,550	489	32	60,100	60,000
6 Post-WDO	6,699	8,008	1,051	864	60,000	60,000
7 AP	18,308	6,240	761	500	60,714	60,000
7 AW	4,554	3,900	693	63	60,714	60,000
70,000-79,999 Gallons Production						
9 Wineries	13,946	10,400	702	60	73,222	75,000
6 Pre-WDO	19,327	19,240	697	381	72,333	72,000
3 Post-WDO	3,183	450	713	0	75,000	75,000
7 AP	14,226	10,400	663	60	73,143	75,000
2 AW	12,965	12,965	840	840	72,500	72,500
80,000-89,999 Gallons Production						
4 Wineries	21,500	19,210	1,642	20	81,625	80,750
1 Airport	10,920	10,920	1,300	1,300	80,000	80,000

1 Pre-WDO	27,500	27,500	200	200	81,500	81,500
3 Post-WDO	19,500	10,920	19,500	1,550	80,167	80,000
1 AP	27,500	27,500	200	200	81,500	81,500
2 AW	23,790	23,790	2,533	2,533	82,500	82,500
90,000-99,999 Gallons Production						
3 Wineries	159,913	32,850	32,800	3,000	94,000	96,000
2 Pre-WDO	223,444	223,444	47,700	47,700	96,000	96,000
1 Post-WDO	32,850	32,850	3,000	3,000	90,000	90,000
1 AP	32,850	32,850	3,000	3,000	90,000	90,000
2 AW	223,444	223,444	47,700	47,700	96,000	96,000
100,000-124,999 Gallons Production						
28 Wineries	23,846	17,316	3,150	982	105,000	100,000
1 Airport	0	0	0	0	120,000	120,000
17 Pre-WDO	29,273	20,800	1,229	480	105,882	100,000
11 Post-WDO	15,458	10,920	6,120	1,440	103,636	100,000
18 AP	20,904	17,836	3,300	1,250	104,444	100,000
8 AW	28,919	12,740	3,388	662	105,000	100,000
125,000-149,999 Gallons Production						
9 Wineries	9,556	2,600	2,206	1,212	133,444	130,000
6 Pre-WDO	10,261	2,860	1,933	125	137,667	139,500
3 Post-WDO	8,147	4,368	2,754	2,500	125,000	125,000
3 AP	2,080	1,872	1,237	1,212	126,000	125,000
6 AW	13,295	10,660	2,691	2,400	137,167	139,500
150,000-174,999 Gallons Production						
9 Wineries	22,574	27,300	8,745	2,860	152,233	150,000
7 Pre-WDO	24,707	31,200	11,173	3,100	152,150	150,000
2 Post-WDO	15,106	15,106	248	248	152,254	152,524
3 AP	19,171	21,840	3,058	2,860	153,333	150,000
6 AW	24,275	29,250	11,589	1,843	151,683	150,000
175,000-199,999 Gallons Production						
5 Wineries	23,993	26,000	5,490	1,730	181,000	180,000
1 Cities	29,640	29,640	0	0	190,000	190,000
3 Pre-WDO	21,441	26,000	8,960	3,600	178,333	180,000
2 Post-WDO	27,820	27,820	285	285	185,000	185,000
3 AP	21,441	26,000	8,960	3,600	178,333	180,000
1 AW	26,000	26,000	570	570	180,000	180,000

200,000-299,999 Gallons Production						
18 Wineries	55,490	23,140	4,246	1,271	223,056	205,000
13 Pre-WDO	56,297	27,375	4,658	1,720	225,000	225,000
5 Post-WDO	53,394	18,200	3,174	900	218,000	200,000
12 AP	63,965	31,200	5,794	2,666	216,667	200,000
6 AW	38,541	11,544	1,151	846	235,833	245,000
300,000-399,999 Gallons Production						
11 Wineries	21,040	13,000	2,516	600	324,091	315,000
1 Airport	0	0	400	400	310,000	310,000
7 Pre-WDO	32,617	36,400	3,805	1,760	320,000	300,000
4 Post-WDO	780	260	259	268	331,250	327,500
5 AP	27,640	20,800	1,900	600	318,000	300,000
5 AW	18,647	2,600	3,554	275	333,000	340,000
400,000-499,999 Gallons Production						
6 Wineries	40,300	29,900	567	0	446,167	450,000
5 Pre-WDO	44,720	41,600	680	0	440,400	450,000
1 Post-WDO	18,200	18,200	0	0	475,000	475,000
3 AP	42,467	18,200	767	0	458,333	450,000
3 AW	38,133	41,600	367	0	434,000	432,000
500,000-599,999 Gallons Production						
3 Wineries	105,553	106,600	15,918	5,100	521,500	500,000
3 Pre-WDO	105,553	106,600	15,918	5,100	521,500	500,000
3 AP	105,553	106,600	15,918	5,100	521,500	500,000
600,000-699,999 Gallons Production						
4 Wineries	16,550	7,800	4,289	3,778	610,000	600,000
3 Airport	6,067	5,200	4,067	2,600	600,000	600,000
2 Pre-WDO	25,300	25,300	2,778	2,778	620,000	620,000
2 Post-WDO	7,800	7,800	5,800	5,800	600,000	600,000
1 AW	48,000	48,000	4,955	4,955	640,000	640,000
700,000-799,999 Gallons Production						
2 Wineries	79,300	79,300	4,585	4,585	735,000	735,000
2 Pre-WDO	79,300	79,300	4,585	4,585	735,000	735,000
1 AP	145,600	145,600	9,170	9,170	750,000	750,000
1 AW	13,000	13,000	0	0	720,000	720,000
800,000-899,999 Gallons Production						
3 Wineries	58,933	26,000	8,323	4,450	860,000	850,000
1 Airport	0	0	0	0	880,000	880,000

2 Pre-WDO	88,400	88,400	12,485	12,485	850,000	850,000
1 Post-WDO	0	0	0	0	880,000	880,000
2 AP	88,400	88,400	12,485	12,485	850,000	850,000
900,000-999,999 Gallons Production						
2 Wineries	61,360	61,360	8,537	8,537	900,000	900,000
1 Pre-WDO	91,000	91,000	11,714	11,714	900,000	900,000
1 Post-WDP	31,200	31,200	5,360	5,360	900,000	900,000
1 AP	91,000	91,000	11,714	11,714	900,000	900,000
1 AW	31,200	31,200	5,360	5,360	900,000	900,000
1,000,000 Gallons Production or More						
17 Wineries	90,424	54,600	6,375	2,450	5,336,471	2,000,000
3 Cities	48,533	0	0	0	32,470,000	33,266,667
1 Airport	3,640	3,640	2,640	2,640	44,500,000	44,500,000
12 Pre-WD0	106,997	83,044	7,586	2,835	2,711,667	1,650,000
5 Post-WDO	50,648	3,640	3,468	0	11,636,000	3,700,000
10 AP	117,425	125,944	8,781	4,575	3,054,000	1,850,000
3 AW	71,240	78,000	5,973	3,220	1,900,000	1,000,000

E. Comparing Wineries within an Historic Context:

Similar to the industry-wide comparison, staff would provide a table summary of all winery use permit applications considered by the Planning Commission since January 1, 2006. The table would be updated and presented to the Commission on a semi-annual basis. The table would also be accompanied by a brief analysis comparing the cumulative approvals to the projections included in the General Plan Environmental Impact Report.

Staff has prepared a first draft of this chronology, but it is still being checked for accuracy and quality control. It will be provided to the Commission within the next two months.

Approval Date	Winery	New or Modified Permit	Net Increase in Production (Gallons)	Net Increase in Annual Tasting Room Visitation	Net Increase in Annual Marketing Visitors	Variances or Exceptions