



Winery Comparison Analysis

Maxville Lake Winery P17-00225-MOD & Conservation Regulations
Exception P18-00189
Planning Commission Hearing August 1, 2018

Maxville Lake Winery
Permit # P17-00225-Major MOD and Conservation Regulations Exception P18-00189
APN 025-020-023

Summary of Location and Operation Criteria

LOCATIONAL CRITERIA	STAFF COMMENTS
Size of Parcel	247.5 acres
Proximity of Nearest Residence	855 feet
Number of Wineries Located Within One Mile	0
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	Northern area of site within 100-year flood zone.
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	No
Percentage of Estate Grapes Proposed	95 acres of grapes on-site (approximately 39% of requested production capacity).
Number of Proposed Variances	Conservation Regulation Exception for stream setback.
Wastewater Processed On-Site	Yes
Voluntary Greenhouse Gas Emission Reduction Measures Proposed	Three proposed including: lake restoration plan, additional EV charging stations, and water floating solar systems. Seven measures already implemented.
Vanpools, Flexible Work Shifts, Shuttles, or Other Traffic Congestion Management Strategies Proposed	Yes, required by mitigation measures.
Violations Currently Under Investigation	No
High Efficiency Water Use Measures Proposed	Already implemented.
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

Maxville Lake Winery
Permit # P17-00225-Major MOD and Conservation Regulations Exception P18-00189
Wineries Within Two Miles of APN 025-020-023

Name	Address	Bldg Size	Cave Size	Production	Tours/ Tastings	Weekly Visitors	Number of Marketing Events	Employees
La Jota Vineyard	1100 Las Posadas Road	5,000	5,700	20,000	APPT	4	0	1
W H Smith Wines	1181 Las Posadas Road	798	4,730	20,000	NO	0	148	2

Proposed

Castlevale Winery	3450 Chiles Pope Valley Road	21,795	2,965	30,000	APPT	126	17	6
-------------------	------------------------------	--------	-------	--------	------	-----	----	---

Maxville Lake Winery
Permit # P17-00225-Major MOD and Conservation Regulation Exception P18-00189
APN 025-020-023

Winery Comparison (225,000 to 250,000 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
ALTAMURA VINEYARDS	30232	0	250000	10	150	7800	240	8	8040	42.72	Wooden Valley
TURNBULL WINE CELLARS	40543	0	250000	350	400	20800	1090	22	21890	21.64	valley floor
LIANA ESTATES WINERY	34511	0	250000	75	525	27375	3612	63	30987	49.67	Carneros
FROGS LEAP WINERY	38568	0	240000	50	350	18200	900	36	19100	38.92	valley floor
AVERAGE CALCULATION	35964	0	247500	121	356	18544	1461	32	20004	38.24	
MEDIAN CALCULATION	36540	0	250000	63	375	19500	995	29	20495	40.82	
MAXVILLE LAKE WINERY (APPROVED)	29404	14995	59000	30	210	10920	300	4	11220	247.5	Chiles Valley
MAXVILLE LAKE WINERY (PROPOSED)	29404	14995	240000	25	325	16900	9150	128	26050	247.5	Chiles Valley

Maxville Lake Winery
Permit # P17-00225-Major MOD and Conservation Regulations Exception P18-00189
APN 025-020-023

Winery Comparison (225,000 to 250,000 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
CASTELLO DI AMOROSA	119460	30000	250000	200	600	31200	0	0	31200	40	hillside
NIEBAUM COPPOLA ESTATE HWY 29	74879	18400	250000	484	3391	176332	N/A	N/A	176332	81.81	hillside
KIEU HOANG WINERY	28965	0	240000	28	51	2652	N/A	N/A	2652	9.92	Carneros
BOUCHAINE VINEYARDS	44485	0	225000	250	1150	44850	7870	136	52720	102.28	Carneros
GRGICH HILLS CELLARS	46083	0	250000	572	4004	208208	20590	385	228798	13.24	valley floor
OPUS ONE WINERY	131906	0	250000	200	1450	26000	2850	35	28850	49.17	valley floor
AVERAGE CALCULATION	74296	8067	244167	289	1774	81540	9487	68	86759	49.40	
MEDIAN CALCULATION	60481	0	250000	225	1300	38025	7870	136	41960	44.59	
MAXVILLE LAKE WINERY (APPROVED)	29404	14995	59000	30	210	10920	300	4	11220	247.5	Chiles Valley
MAXVILLE LAKE WINERY (PROPOSED)	29404	14995	240000	25	325	16900	9150	128	26050	247.5	Chiles Valley

Maxville Lake Winery Summary of Changes

Existing Conditions	Proposed Request	Net Change Analyzed
Production:		
59,000 Gallons/Year	240,000 Gallons/Year	Net Increase of 181,000 Gallons/Year
Visitation:		
30 Visitors/Day	25 Visitors/Day Monday – Thursday and 75 Visitors/Day Friday - Sunday	Net Increase of 45 Visitors/Day
210 Visitors/Week	325 Visitors/Week	Net Increase of 115 Visitors/Week
10,920 Visitors/Year	16,900 Visitors/Year	Net Increase of 5,980 Visitors/Year
Marketing Program:		
4 Events/Year @ 75 Guests	96 Events/Year @ 30 Guests	
	24 Events/Year @ 95 Guests	
	6 Events/Year @ 100 Guests	
	2 Events/Year @ 75 Guests	
	4 Events/Year @ 75 Guests	
4 Total Events	132 Total Events	Net Increase: 128 Total Events
300 Total Guests/Year	6,210 Total Guests/Year	Net Increase: 5,910 Total Guests/Year
Number of Employees:		
10 Full-Time	15 Full-Time and 9 Part-Time	Net Increase of 5 Full-Time employees and 9 Part-Time employees