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Winery Comparison Analysis

O'Brien Winery P18-00175-MOD & Conservation Regulations
Exception P18-00305
Planning Commission Hearing March 20, 2019

O'Brien Winery
Permit # P18-00175-Major MOD and Conservation Regulation Exception P18-00305
Summary of Location and Operation Criteria

LOCATIONAL CRITERIA	STAFF COMMENTS
Size of Parcel	26.93 acres
Proximity of Nearest Residence	675 feet
Number of Wineries Located Within One Mile	9
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	22.47 acres of grapes on-site (no production capacity increase requested).
Number of Proposed Variances	Conservation Regulation Exception for stream setback.
Wastewater Processed On-Site	Yes
Voluntary Greenhouse Gas Emission Reduction Measures Proposed	As part of this project, the applicant intends to install additional rooftop solar panels; planting of vegetation within the on-site unnamed blue line stream; implementation of a Transportation Demand Management Program; installation of a living roof; and the creation of permeable parking spaces. Fifteen measures already implemented.
Vanpools, Flexible Work Shifts, Shuttles, or Other Traffic Congestion Management Strategies Proposed	Yes
Violations Currently Under Investigation	Yes, see Attachment K.
High Efficiency Water Use Measures Proposed	Already implemented.
Existing Vineyards Proposed to be Removed	Yes, approximately 0.2 acres for driveway improvements.
On-Site Employee or Farmworker Housing Proposed	Owners live on-site.
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

O'Brien Winery
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Wineries Within 1 mile of APN 035-041-015

Name	Address	Bldg Size	Cave Size	Production	Tours/ Tastings	Weekly Visitors	Number of Marketing Events	Employees
Ashes and Diamonds	4106 Howard Lane	38,419	0	100,000	APPT	2,800	236	22
Trefethen Vineyards	1160 Oak Knoll Avenue	60,700	0	500,000	PUB	800	383	14
Laird Family Estate	5055 Solano Avenue	147,356	0	900,000	APPT	600	110	47
Ideology Cellars	5255 Solano Avenue	8,523	0	30,000	APPT	105	7	4
Shifflett Ranch and Vineyard	1195 Darms Lane	3,000	0	40,000	APPT	56	14	2
Phoenix Vineyards	3171 Dry Creek Road	2,580	0	5,000	TST APPT	0	0	2
Frisinger Vineyards	2275 Dry Creek Road	1,008	5,000	20,000	NO	0	0	2
Olney Family Winery	2253 Dry Creek Road	19,237	15,000	25,000	APPT	70	12	4

Proposed

Matthiasson Family Winery	3171 Dry Creek Road	7,494	2,835	18,000	APPT	119	4	10
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Existing and Proposed

Anthem Winery and Vineyards	3454 Redwood Road	13,620	29,053	50,000	APPT	256	36	12
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O'Brien Winery
Permit # P18-00175-Major MOD and Conservation Regulation Exception P18-00305
Winery Comparison (20,000 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
JERICHO CANYON WINERY	7160	4,100	20,000	10	15	780	120	4	900	131.05	hillside
YOUNG WINERY	8384	0	20,000	1	2	104	0	0	104	99.88	Pope Valley
ABREU HOWELL MTN VINEYARDS	5144	13,200	20,000	0	12	624	170	7	794	33.62	Angwin
HOWELL AT THE MOON WINERY	2495	0	20,000	4	10	520	170	7	690	20.36	Angwin
BEHRENS FAMILY WINERY	7319	0	20,000	32	224	11,648	340	8	11,988	19.96	hillside
AMICI CELLARS	5000	0	20,000	25	5	260	100	6	360	11.97	hillside
DUNN VINEYARDS	2050	6,000	20,000	0	20	1,040	0	0	260	39	Angwin
THE VINEYARDIST	5700	7,500	20,000	15	20	1,040	300	10	1,340	40	hillside
CLARK CLAUDON VINEYARD	6277	4,100	20,000	4	8	416	220	7	636	67.25	hillside
MANSFIELD WINERY	15688	0	20,000	20	120	6,240	624	19	6,864	2	hillside
KENNEFICK RANCH WINERY	4740		20,000	14	98	5,096	350	11	5,396	44.28	valley floor
VENGE VINEYARDS	19298	9,000	20,000	20	140	7,280	180	8	7,460	12.37	valley floor
ADAMVS	14509	6,000	20,000	32	150	7,800	521	11	8,321	68.33	Angwin
BRAVANTE WINERY	8100	2,300	20,000	4	20	1,040	220	8	1,260	20.44	Angwin
MARCIANO WINERY	10675	0	20,000	15	75	3,900	375	7	4,275	55.59	hillside
CORISON WINERY	9480	0	20,000	25	10	520	106	8	626	9.5	valley floor
MERUS WINES	4580	6,947	20,000	25	125	6,500	130	10	6,630	52.58	hillside
SCHWEIGER VINEYARDS	15664	0	20,000	8	48	2,496	125	3	2,621	45.04	hillside
MORLET FAMILY ESTATE	4121	5,000	20,000	12	25	1,300	185	8	1,485	10.18	hillside
KAPCSANDY WINERY	11820	0	20,000	6	36	1,872	1,020	27	2,892	19.47	valley floor
BROMAN CELLARS	3648	4,375	20,000	2	10	520	195	10	715	11.47	hillside
V MADRONE WINERY	6461	0	20,000	20	90	4,680	570	12	5,250	7.85	hillside
MARTIN ESTATE	5420	0	20,000	25	25	1,300	312	16	1,612	11.57	valley floor
RELIC WINERY	8641	2,458	20,000	20	120	4,180	278	11	4,458	10.31	Soda Canyon
PERATA WINERY	4780	0	20,000	20	50	2,600	320	14	2,920	47.69	valley floor
COLGIN PARTNERS WINERY	18686	0	20,000	10	25	1,300	175	5	1,475	124.81	hillside
3646 SMR VINEYARD	10456	0	20,000	12	84	4,368	584	27	4,952	56.75	hillside

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Winery Comparison (20,000 Gallons)

Name	Bldg Size	Cave Size	Production	Daily Visitors	Weekly Visitors	Annual Visitors	Annual Marketing Visitors	Number of Marketing Events	Annual Visitation	Acres	Location
WILLIAM COLE WINERY	5040	4,000	20,000	5	10	520	185	8	705	5.72	hillside
VIOLET VINEYARD	5666	0	20,000	10	12	624	560	14	1,184	13.52	valley floor
DEL DOTTO WINERY	7422	2,364	20,000	10	50	2,600	500	10	3,100	6.65	MST
HDV	5100	0	20,000	10	25	1,300	210	7	1,510	18.14	valley floor
SAM JASPER WINERY	17400		20,000	25	160	8,320	550	23	8,870	10.23	valley floor
CHATEAU 15 WINERY	2828	11,338	20,000	4	36	1,872	460	14	2,332	12.33	MST
GARGIULO WINERY	4420	0	20,000	10	70	3,640	480	12	4,120	11.18	hillside
FOLEY JOHNSON WINERY	20616	0	20,000	50	350	18,200	1,700	56	19,900	39.78	valley floor
GANDONA WINERY	6277	4,716	20,000	12	72	3,744	700	13	4,444	11.5	hillside
MCVICAR WINERY	1731	0	20,000	12	84	624	300	10	924	7.51	valley floor
AVERAGE CALCULATION	8184	2,669	20,000	14	66	3,267	360	12	3,605	35.50	
MEDIAN CALCULATION	6277	0	20,000	12	36	1,872	300	10	2,757	15.83	
O'BRIEN WINERY (Approved)	8446	0	20,000	0	0	0	0	0	0	26.93	valley floor
O'BRIEN WINERY (Existing)	8446	0	20,000	40	280	14,560	360	12	14,920	26.93	valley floor
O'BRIEN WINERY (Proposed)	8457	0	20,000	40	280	14,560	360	12	14,920	26.93	valley floor

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Winery Comparison (20,000 Gallons on Valley Floor)

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
VENGE VINEYARDS	19298	9,000	20,000	20	140	7,280	180	8	7,460	12.37	valley floor
CORISON WINERY	9480	0	20,000	25	10	520	106	8	626	9.5	valley floor
MERUS WINES	4580	6,947	20,000	25	125	6,500	130	10	6,630	52.58	hillside
SCHWEIGER VINEYARDS	15664	0	20,000	8	48	2,496	125	3	2,621	45.04	hillside
KAPCSANDY WINERY	11820	0	20,000	6	36	1,872	1,020	27	2,892	19.47	valley floor
MARTIN ESTATE	5420	0	20,000	25	25	1,300	312	16	1,612	11.57	valley floor
PERATA WINERY	4780	0	20,000	20	50	2,600	320	14	2,920	47.69	valley floor
VIOLET VINEYARD	5666	0	20,000	10	12	624	560	14	1,184	13.52	valley floor
DEL DOTTO WINERY	7422	2,364	20,000	10	50	2,600	500	10	3,100	6.65	MST
HDV	5100	0	20,000	10	25	1,300	210	7	1,510	18.14	valley floor
SAM JASPER WINERY	17400		20,000	25	160	8,320	550	23	8,870	10.23	valley floor
CHATEAU 15 WINERY	2828	11,338	20,000	4	36	1,872	460	14	2,332	12.33	MST
FOLEY JOHNSON WINERY	20616	0	20,000	50	350	18,200	1,700	56	19,900	39.78	valley floor
MCVICAR WINERY	1731	0	20,000	12	84	624	300	10	924	7.51	valley floor
AVERAGE CALCULATION	9415	2,281	20,000	18	82	4,008	462	16	4,470	21.88	
MEDIAN CALCULATION	6544	0	20,000	16	49	2,184	316	12	2,757	12.95	
O'BRIEN WINERY (Approved)	8446	0	20,000	0	0	0	0	0	0	26.93	valley floor
O'BRIEN WINERY (Existing)	8446	0	20,000	40	280	14,560	360	12	14,920	26.93	valley floor
O'BRIEN WINERY (Proposed)	8457	0	20,000	40	280	14,560	360	12	14,920	26.93	valley floor

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Winery Comparison (20,000 Gallons)

Name	Bldg Size	Cave Size	Production	Daily Visitors	Weekly Visitors	Annual Visitors	Annual Marketing Visitors	Number of Marketing Events	Annual Visitation	Acres	Location
AVERAGE CALCULATION	6,710	2,915	20000	10	56	2,962	206	5	3,918	37.67	
MEDIAN CALCULATION	4,868	0	20000	9	32	32	1,774	0	1,774	24	
O'BRIEN WINERY (Approved)	8446	0	20,000	0	0	0	0	0	0	26.93	valley floor
O'BRIEN WINERY (Existing)	8446	0	20,000	40	280	14,560	360	12	14,920	26.93	valley floor
O'BRIEN WINERY (Proposed)	8457	0	20,000	40	280	14,560	360	12	14,920	26.93	valley floor

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Winery Comparison (20,000 Gallons)

NAPA VALLEY BUSINESS PARK (AKA AIRPORT INDUSTRIAL AREA) WINERY PERMITS												
Name	Bldg Size	Cave Size	Production	Tours/ Tastings	Daily Visitors	Weekly Visitors	Annual Visitors	Annual Marketing Visitors	Number of Marketing Events	Total Visitors	Acres	Location
ROCCA FAMILY WINERY	11,770	0	20000	APPT	32	224	11648	10800	213	22,448	1	industrial
PEJU	12,800	0	20000	10	10	70	3640	100	1	3,740	1	industrial
SMALL WINERY EXEMPTION PERMITS												
Name	Bldg Size	Cave Size	Production	Tours/ Tastings	Daily Visitors	Weekly Visitors	Annual Visitors	Marketing Visitors	Marketing Events	Total Visitors	Acres	Location
HELENA VIEW - JOHNSTON VINEYARDS	1,200	0	20000	TST APPT	0	0	0	0	0	0	6.25	hillside
SEARS WINERY	4,765	3,600	20000	APPT	16	112	5824	300	10	6,124	65.18	Angwin
AETNA SPRING CELLARS	2,500	0	20000	TST APPT	0	0	0	0	0	0	41.18	Pope Valley
BOND ESTATES	4,402	10,400	20000	TST APPT	0	0	0	0	0	0	38.79	hillside
DOMAINE CHARBAY WINERY	7,500	0	20000	APPT	0	0	0	0	0	0	10.56	hillside
SPRING MOUNTAIN VINEYARDS #2	8,550	0	20000	TST APPT	0	0	0	0	0	0	270.2	hillside
PHILIP VINEYARD	5,000	0	20000	TST APPT	0	0	0	0	0	0	22.37	hillside
FRISINGER VINEYARDS	1,008	5,000	20000	NO	0	0	0	0	0	0	20.21	hillside
MARIO PERELLI MINETTI	6,400	0	20000	TST APPT	0	0	0	0	0	0	8.8	valley floor
HARLAN ESTATE I	10,797	0	20000	TST APPT	0	0	0	0	0	0	80.17	hillside
BERINGER WINE ESTATES	5,400	0	20000	TST APPT	0	0	0	0	0	0	20.55	valley floor
WINERY OF THE ROSES	4,500	0	20000	TST APPT	0	0	0	0	0	0	11.15	Wooden Valley
ASTRALE E TERRA WINERY	864	0	20000	TST APPT	0	0	0	0	0	0	62.27	Soda Canyon
WHITE ROCK VINEYARDS	0	6,000	20000	TST APPT	0	0	0	0	0	0	15	hillside
VOLKER EISELE FAMILY ESTATE	2,400	0	20000	NO	0	0	0	0	0	0	275.89	Chiles Valley
HAKANSON WINERY	720	0	20000	NO	0	0	0	0	0	0	29.73	hillside
DAVIANA WINERY	4,840	1,200	20000	NO	0	0	0	0	0	0	24.23	MST
KATES VINEYARD	1,200	0	20000	NO	0	0	0	0	0	0	4.15	valley floor
HOPPER CREEK WINERY	3,300	0	20000	NO	0	0	0	0	0	0	8	valley floor
VILLA RAGAZZI	916	0	20000	NO	0	0	0	0	0	0	25.33	valley floor
LA VALLETTE WINERY	1,600	0	20000	NO	0	0	0	0	0	0	6.57	Soda Canyon

NO VISITATION WINERIES

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Winery Comparison (20,000 Gallons)

Name	Bldg Size	Cave Size	Production	Tours/ Tastings	Daily Visitors	Weekly Visitors	Annual Visitors	Annual Marketing Visitors	Number of Marketing Events	Total Visitors	Acres	Location
CANDLESTICK RIDGE VINEYARD	3,018	0	20000	NO	0	0	0	0	0	0	40.47	Angwin
WHITFORD CELLARS	4,291	1,414	20000	NO	0	0	0	0	0	0	43.36	MST
DOMAINE MONTREAUX	7,956	0	20000	NO	0	0	0	0	0	0	31.7	valley floor
W H SMITH WINES	798	4,730	20000	NO	0	0	0	148	13	148	41.64	Angwin
O'BRIEN WINERY (Approved)	8446	0	20,000	No	0	0	0	0	0	0	26.93	valley floor
O'BRIEN WINERY (Existing)	8446	0	20,000	APPT	40	280	14,560	360	12	14,920	26.93	valley floor
O'BRIEN WINERY (Proposed)	8457	0	20,000	APPT	40	280	14,560	360	12	14,920	26.93	valley floor

O'Brien Winery Summary of Changes

Prior Approval	Existing Conditions	Proposed Request	Net Change Analyzed (Existing Conditions v. Proposed Request)
Building Size:	Building Size:		
8,446 square feet	8,446 square feet	8,457 square feet	Net Increase: 11 square feet
Production:	Production:		
20,000 Gallons/Year	20,000 Gallons/Year	20,000 Gallons/Year	No change
Visitation:	Visitation:		
0 Visitors/Day	40 Visitors/Day	40 Visitors/Day	No change – recognition of existing condition
0 Visitors/Week	280 Visitors/Week	280 Visitors/Week	No change – recognition of existing condition
0 Visitors/Year	14,560 Visitors/Year	14,560 Visitors/Year	No change – recognition of existing condition
Marketing Program:	Marketing Program:		
0 Events/Year	12 Events/Year @ 30 Guests	12 Events/Year @ 30 Guests	No change – recognition of existing condition
0 Total Events	12 Total Events	12 Total Events	No change – recognition of existing condition
0 Total Guests/Year	360 Total Guests/Year	360 Total Guests/Year	No change – recognition of existing condition
Number of Employees:	Number of Employees:		
1 Full-Time & 1 Part-Time	4 Full-Time & 3 Part-Time	4 Full-Time & 3 Part-Time	No change – recognition of existing condition