

“J”

Winery Comparison Analysis and Summary of Changes

Matthiasson Winery
Permit #P17-00394-UP and #P19-00190
Summary of Location and Operation Criteria

LOCATIONAL CRITERIA	STAFF COMMENTS
Size of Parcel	5.78
Proximity of Nearest Residence	225
Number of Wineries Located Within One Mile	7 approved and 1 pending
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	State Responsibility Area Moderate Fire Hazard Severity Zone
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	The winery intends to become a Certified Green Business or certified as a "Napa Green Winery" and/or certified as "Napa Green Land".
Percentage of Estate Grapes Proposed	3.65 acres - approximately 3,300 gallons - 18%
Number of Proposed Variances	None
Wastewater Processed On-Site	Yes
Voluntary Greenhouse Gas Emission Reduction Measures Proposed	Installation of energy conserving lighting and water efficient fixtures; installation of solar panels; installation of electrical vehicle charging station(s); implementing bicycle incentives; constructing low-impact development for storm water management; installing water efficient landscaping including planting native plant habitat and working with Healthy Soils Program of the CDFA; recycling 75% of all waste and composting 75% of food and garden materials; educating staff and visitors on sustainable practices; and implementing a sustainable purchasing and shipping program. The winery currently uses 70-80% cover crop; retains biomass for reuse on site; utilizes two electric vehicles; and has shade trees in close proximity to the building.
Vanpools, Flexible Work Shifts, Shuttles, or Other Traffic Congestion Management Strategies Proposed	No
Violations Currently Under Investigation	No
High Efficiency Water Use Measures Proposed	Installation of water efficient fixtures

Matthiasson Winery
Permit #P17-00394-UP and #P19-00190
Summary of Location and Operation Criteria

Existing Vineyards Proposed to be Removed	Yes - Approximately 0.2 acres
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. Wastewater to be treated and dispersed on site
New Vineyards Plantings Proposed	No
Hold & Haul Proposed	No
Trucked in Water Proposed	No
Closest fire station(s)	Approximately 2.5 miles (City of Napa) Approximately 5.4 miles (CalFire - Yountville)

Matthiasson Winery
Permit #P17-00394-UP and #P19-00190
Wineries within 1 Mile

Name	Address	Bldg Size	Cave Size	Production	Tours/ Tastings	Weekly Visitors	Number of Marketing Events	Employees
OBRIEN FAMILY VINEYARD	1200 ORCHARD AVE	6,279	-	20,000	APPT	280	12	5
FRISINGER VINEYARDS	2275 DRY CREEK RD	1,008	5,000	20,000	NO	0	0	2
SIMONE WINERY	1100 ORCHARD AVE	3,000	-	5,000	NO	0	0	0
ANTHEM WINERY AND VINEYARDS	3454 REDWOOD RD	1,680	-	30,000	NO	0	52	0
ANTHEM WINERY (Proposed Mod)	3454 REDWOOD RD	13,620	29,053	50,000	APPT	256	36	12
OLNEY FAMILY WINERY	2253 DRY CREEK RD	19,237	15,000	25,000	APPT	70	12	4
WOOLLS RANCH WINERY	1022 MT VEEDER RD	20,882	-	50,000	APPT	350	76	10
O'CONNELL FAMILY WINERY	4110 DRY CREEK RD	27,280	-	90,000	APPT	410	30	24

Matthiasson Winery
Permit #P17-00394-UP and #P19-00190
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	4100	20000	10	15	780	120	4	900	131.05	hillside
YOUNG WINERY	8,384	0	20,000	1	2	104	0	0	104	99.88	Pope Valley
ABREU HOWELL MTN VINEYARDS	5,144	13,200	20,000	0	12	624	170	7	794	33.62	Angwin
HOWELL AT THE MOON WINERY	2,495	0	20,000	4	10	520	170	7	690	20.36	Angwin
BEHRENS FAMILY WINERY	7,319	0	20,000	32	224	11,648	340	8	11,988	19.96	hillside
AMICI CELLARS	5,000	0	20,000	25	5	260	100	6	360	11.97	hillside
DUNN VINEYARDS	2,050	6,000	20,000	0	20	1,040	0	0	260	39	Angwin
THE VINEYARDIST	5,700	7,500	20,000	15	20	1,040	300	10	1,340	40	hillside
CLARK CLAUDON VINEYARD	6,277	4,100	20,000	4	8	416	220	7	636	67.25	hillside
MANSFIELD WINERY	15,688	0	20,000	20	120	6,240	624	19	6,864	2	hillside
GANDONA WINERY	7,994	4,716	20,000	12	72	3,744	700	13	4,444	114.72	valley floor
VENGE VINEYARDS	19,298	9,000	20,000	20	140	7,280	180	8	7,460	12.37	valley floor
ADAMVS	14,509	6,000	20,000	32	150	7,800	521	11	8,321	68.33	Angwin
BRAVANTE WINERY	8,100	2,300	20,000	4	20	1,040	220	8	1,260	20.44	Angwin
MARCIANO WINERY	10,675	0	20,000	15	75	3,900	375	7	4,275	55.59	hillside
CORISON WINERY	9,480	0	20,000	25	10	520	106	8	626	9.5	valley floor
MERUS WINES	4,580	6,947	20,000	25	125	6,500	130	10	6,630	52.58	hillside
SCHWEIGER VINEYARDS	15,664	0	20,000	8	48	2,496	125	3	2,621	45.04	hillside
MORLET FAMILY ESTATE	4,121	5,000	20,000	12	25	1,300	185	8	1,485	10.18	hillside
KAPCSANDY WINERY	11,820	0	20,000	6	36	1,872	1,020	27	2,892	19.47	valley floor
BROMAN CELLARS	3,648	4,375	20,000	2	10	520	195	10	715	11.47	hillside
V MADRONE WINERY	6,461	0	20,000	20	90	4,680	570	12	5,250	7.85	hillside
MARTIN ESTATE	5,420	0	20,000	25	25	1,300	312	16	1,612	11.57	valley floor
RELIC WINERY	8,641	2,458	20,000	20	120	4,180	278	11	4,458	10.31	Soda Canyon
PERATA WINERY	4,780	0	20,000	20	50	2,600	320	14	2,920	47.69	valley floor
COLGIN PARTNERS WINERY	18,686	0	20,000	10	25	1,300	175	5	1,475	124.81	hillside
3646 SMR VINEYARD	10,456	0	20,000	12	84	4,368	584	27	4,952	56.75	hillside

Matthiasson Winery
Permit #P17-00394-UP and #P19-00190
Winery Comparison 20,000 Gallons

BY APPOINTMENT WINERIES (continued)											
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	5,040	4,000	20,000	5	10	520	185	8	705	5.72	hillside
VIOLET VINEYARD	5,666	0	20,000	10	12	624	560	14	1,184	13.52	valley floor
DEL DOTTO WINERY	7,422	2,364	20,000	10	50	2,600	500	10	3,100	6.65	MST
HDV	5,100	0	20,000	10	25	1,300	210	7	1,510	18.14	valley floor
SAM JASPER WINERY	17,400	0	20,000	25	160	8,320	550	23	8,870	10.23	valley floor
CHATEAU 15 WINERY	2,828	11,338	20,000	4	36	1,872	460	14	2,332	12.33	MST
GARGIULO WINERY	4,420	0	20,000	10	70	3,640	480	12	4,120	11.18	hillside
FOLEY JOHNSON WINERY	20,616	0	20,000	50	350	18,200	1,700	56	19,900	39.78	valley floor
KENEFICK WINERY	3,840	0	20,000	12	84	4,380	350	11	4,730	44.28	hillside
McVICAR WINERY	1,731	0	20,000	12	84	624	300	10	924	7.51	valley floor
AVERAGE CALCULATION	8,386	2,669	20,000	14	64	3,290	362	12	3,630	36.27	
MEDIAN CALCULATION	7,160	0	20,000	12	36	1,872	289	10	2,477	15.83	
PHOENIX VINEYARDS (Existing Small Winery)	2,500	0	5,000	0	0	0	0	0	0	5.78	hillside
MATTHIASSON WINERY (Proposed)	4,800	3,800	18,000	17	119	6,205	170	5	6,375	5.78	hillside

Matthiasson Winery
Permit #P17-00394-UP and #P19-00190
Winery Comparison 20,000 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
BARNETT VINEYARDS	1,800	3,276	20,000	0	0	0	0	0	0	39.96	hillside
ARAUJO ESTATES WINERY	8,703	9,700	20,000	18	126	6,552	573	15	7,125	162.23	valley floor
LA JOTA VINEYARD	5,000	5,700	20,000	0	4	208	0	0	208	6.57	Angwin
FLEURY FAMILY WINERY	4,230	0	20,000	0	0	1,800	0	0	1,800	10.12	valley floor
THE TERRACES	1,964	0	20,000	2	10	520	0	0	520	21.19	hillside
POPE VALLEY WINERY	4,836	0	20,000	0	20	1,040	0	0	1,040	36.41	Pope Valley
COOK FAMILY WINERY	2,789	0	20,000	0	34	1,747	0	0	1,747	26.44	hillside
PINA CELLARS	3,000	0	20,000	0	30	1,560	0	0	1,560	23.19	hillside
SCREAMING EAGLE WINERY	22,333	16,000	20,000	5	15	780	0	0	780	73.13	valley floor
SEAVEY VINEYARD	12,085	0	20,000	15	6	312	50	1	362	143.42	hillside
LODESTONE VINEYARDS	8,752	7,230	20,000	35	245	12,740	390	8	13,130	42.1	hillside
MT VEEDER WINERY	3,300	0	20,000	0	2	104	0	0	104	20.44	hillside
DANA ESTATES	8,886	19,000	20,000	6	20	1,040	240	4	1,280	26.54	valley floor
TRES SABORES	2,150	780	20,000	4	4	208	0	0	208	24.7	hillside
QUIXOTE WINERY	8,050	0	20,000	10	70	3,640	0	0	3,640	42.39	valley floor
SIGNORELLO WINERY	2,320	0	20,000	20	120	6,240	240	12	6,480	56.59	valley floor
RAZI WINERY	4,600	0	20,000	15	50	2,600	0	0	2,600	14.55	valley floor
SODARO WINERY	4,900	0	20,000	0	0	0	148	13	148	21.3	MST
THEOREM WINERY	23,458	0	20,000	15	105	5,460	220	4	5,680	41.45	hillside
CARVER SUTRO WINERY	3,265	6,700	20,000	20	120	6,240	370	10	6,610	86	hillside
ONE HOPE WINERY	17,063		20,000	20	100	5,200	1,595	38	6,795	10.21	valley floor
ENVY WINES	7,242	0	20,000	8	56	2,912	1,460	26	4,372	18.76	valley floor
DELECTUS (MILAT WINERY)	5,340	0	20,000	20	140	7,280	0	0	7,280	10.5	valley floor
DUTCH HENRY WINERY	2,600	4,500	20,000	10	50	2,600	0	0	2,600	9.29	hillside
Wermuth Winery/Rancho De Las Flores	775	0	20,000	30	100	5,200	0	0	5,200	7.44	hillside
VILLA HELENA	5012	0	20,000	15	20	1,040	70	2	110	4	valley floor

Matthiasson Winery
Permit #P17-00394-UP and #P19-00190
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	20,000	10	56	2,962	206	5	3,130	37.67	
MEDIAN CALCULATION	4,868	0	20,000	9	32	32	1,774	0	1,774	24	
PHOENIX VINEYARDS (Existing Small Winery)	2,500	0	5,000	0	0	0	0	0	0	5.78	hillside
MATTHIASSEN WINERY (Proposed)	3,600	3,800	18,000	17	119	6,205	170	5	6,375	5.78	hillside

Matthiasson Winery
Permit #P17-00394-UP and #P19-00190
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	20,000	APPT	32	224	11,648	10,800	213	22,448	1	industrial
PEJU	12,800	0	20,000	APPT	10	70	3,640	100	1	3,740	1	industrial
SMALL WINERY EXEMPTION 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
HELENA VIEW - JOHNSTON VINEYARDS	1,200	0	20,000	TST APPT	-	-	-	-	-	-	6.25	hillside
SEARS WINERY	4,765	3,600	20,000	APPT	16	112	5,824	300	10	6,124	65.18	Angwin
AETNA SPRING CELLARS	2,500	0	20,000	TST APPT	0	0	0	0	0	0	41.18	Pope Valley
BOND ESTATES	4,402	10,400	20,000	TST APPT	0	0	0	0	0	0	38.79	hillside
DOMAINE CHARBAY WINERY	7,500	0	20,000	APPT	0	0	0	0	0	0	10.56	hillside
SPRING MOUNTAIN VINEYARDS #2	8,550	0	20,000	TST APPT	0	0	0	0	0	0	270.2	hillside
PHILIP VINEYARD	5,000	0	20,000	TST APPT	0	0	0	0	0	0	22.37	hillside
FRISINGER VINEYARDS	1,008	5,000	20,000	NO	0	0	0	0	0	0	20.21	hillside
MARIO PERELLI MINETTI	6,400	0	20,000	TST APPT	0	0	0	0	0	0	8.8	valley floor
HARLAN ESTATE I	10,797	0	20,000	TST APPT	0	0	0	0	0	0	80.17	hillside
BERINGER WINE ESTATES	5,400	0	20,000	TST APPT	0	0	0	0	0	0	20.55	valley floor
WINERY OF THE ROSES	4,500	0	20,000	TST APPT	0	0	0	0	0	0	11.15	Valley
ASTRALE E TERRA WINERY	864	0	20,000	TST APPT	0	0	0	0	0	0	62.27	SodaCanyon
WHITE ROCK VINEYARDS	0	6,000	20,000	TST APPT	0	0	0	0	0	0	15	hillside
VOLKER EISELE FAMILY ESTATE	2,400	0	20,000	NO	0	0	0	0	0	0	275.89	Chiles Valley
HAKANSON WINERY	720	0	20,000	NO	0	0	0	0	0	0	29.73	hillside
DAVIANA WINERY	4,840	1,200	20,000	NO	0	0	0	0	0	0	24.23	MST
KATES VINEYARD	1,200	0	20,000	NO	0	0	0	0	0	0	4.15	valley floor
HOPPER CREEK WINERY	3,300	0	20,000	NO	0	0	0	0	0	0	8	valley floor
VILLA RAGAZZI	916	0	20,000	NO	0	0	0	0	0	0	25.33	valley floor
LA VALLETTE WINERY	1,600	0	20,000	NO	0	0	0	0	0	0	6.57	SodaCanyon

Matthiasson Winery
Permit #P17-00394-UP and #P19-00190
Winery Comparison 20,000 Gallons

NO VISITATION WINERIES												
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	20,000	NO	0	0	0	0	0	0	40.47	Angwin
WHITFORD CELLARS	4,291	1,414	20,000	NO	0	0	0	0	0	0	43.36	MST
DOMAINE MONTREAUX	7,956	0	20,000	NO	0	0	0	0	0	0	31.7	valley floor
OBRIEN FAMILY VINEYARD	4,200	0	20,000	NO	0	0	0	0	0	0	26.93	valley floor
W H SMITH WINES	798	4,730	20,000	NO	0	0	0	148	13	148	41.64	Angwin
PHOENIX VINEYARDS (Existing Small Winery)	2,500	0	5,000	NO	0	0	0	0	0	0	5.78	hillside
MATTHIASSON WINERY (Proposed)	3,600	3,800	18,000	YES	17	119	6,205	170	5	6,375	5.78	hillside

Matthiasson Winery
Permit #P17-00394-UP and #P19-00190
Summary of Changes

EXISTING CONDITIONS - Small Winery Exemption	PROPOSED REQUEST - Use Permit	NET CHANGE ANALYZED
Production (Gallons)		
5,000	18,000	13,000
Visitation		
No public or by appointment visitation	17 Visitors/Day	Net increase of 17 Visitors/Day
	119 Visitors/Week	Net increase of 119 Visitors/Week
Trade - Anticipated 2/Day 10/Week		Trade/Industry visitation included in total permitted visitation
Marketing Program		
None	Four (4) events/year @ 30 guests	Net Increase of four (4) events/year @ 30 guests
	One (1) event/year @ 50 guests	Net Increase of one (1) event/year @ 50 guests
	5 Total Events	Net increase 5 Total Events
	170 Marketing Guests/year	Net increase 170 Marketing guests
Employees:		
Two (2) full-time employees	four (4) full time employees	Net increase of two (2) full-time employees
	three (3) part-time employees	Net increase of three (3) full-time employees