



Winery Comparison Analysis

Ballentine Vineyards Use Permit Major Modification P18-00382 &
Variance P19-00006
Planning Commission Hearing September 2, 2020

Ballentine Vineyards
Permit # P18-00382 and P19-00006

APN 022-200-003

Summary of Location and Operation Criteria

LOCATIONAL CRITERIA	STAFF COMMENTS
Size of Parcel	21.12 acres
Proximity of Nearest Residence	Approximately 1,000 feet
Number of Wineries Located Within One Mile	21
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	Yes, intersection of SR-29/Deer Park Road LOS F
Primary Road a Dead End	No
Located Within a Flood Zone	Yes
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	Yes
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	15 acres of vineyards on-site
Number of Proposed Variances	Winery setback variance from SR-29 for covered work area and covered pomace bin.
Wastewater Processed On-Site	Yes
Voluntary Greenhouse Gas Emission Reduction Measures Proposed	12 additional measures proposed such as: installation of approximately 1,500 square feet of additional solar panels adding approximately 20kWh to the current capacity of 75kWh capacity; construction of approximately 350 linear feet of a vertical living garden within an existing paved area; installation of four bicycle racks; installation of an electric vehicle charging station; and minimizing grading by only disturbing previously disturbed areas as part of the project
Vanpools, Flexible Work Shifts, Shuttles, or Other Traffic Congestion Management Strategies Proposed	Yes
Violations Currently Under Investigation	Yes; part of voluntary winery code compliance program
High Efficiency Water Use Measures Proposed	No, applicant intends to implement
Existing Vineyards Proposed to be Removed	Yes, partial removal of one vine row
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

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Wineries Within One Mile of APN 022-200-003

Name	Address	Bldg Size	Cave Size	Production	Tours/ Tastings	Weekly Visitors	Annual Visitors	Number of Marketing Events	Annual Visitation	Employees
STREBLOW WINERY	2849 Spring Mountain Rd	360	0	25,000	APPT	0	0	0	0	1
FANTESCA ESTATE	2600 Spring Mountain Rd	4,700	6,900	30,000	APPT	100	5,200	43	6,405	8
BERINGER VINEYARDS	2000 Main Street	CITY OF ST. HELENA								
SPRING MOUNTAIN VINEYARDS	2805 Spring Mountain Rd	14,000	19,660	48,000	APPT	0	0	0	0	6
VAROZZA	514 Pratt Avenue	CITY OF ST. HELENA								
EHLERS ESTATE WINERY	3200 Ehlers Lane	11,350	11,220	25,000	PUB	5	300	41	1,405	8
MELKA WINERY	2900 Silverado Trail	6,359	0	10,000	APPT	30	1,560	3	1,720	5
SAINT HELENA WINERY	100 Pratt Avenue	CITY OF ST. HELENA								
REVANA WINERY	2910 N. St. Helena Hwy	6,624	0	15,000	APPT	40	2,080	12	2,338	3
FREEMARK ABBEY	3022 N. St. Helena Hwy	30,232	0	60,000	PUB	1,800	93,600	0	93,600	12
MARKHAM WINERY	2812 N. St. Helena Hwy	73,983	0	429,000	PUB	450	73,400	81	30,400	18
VINEYARD 29	2929 N. St. Helena Hwy	17,804	14,038	48,500	APPT	30	1,560	17	2,220	4
ST CLEMENT VINEYARDS	2867 St. Helena Hwy	6,600	0	72,000	PUB	490	25,480	0	25,480	13
TITUS VINEYARDS	2971 Silverado Trail	18,450	0	48,000	APPT	350	18,200	20	19,900	11
BRASSWOOD NAPA VALLEY	3125 N. St. Helena Hwy	24,370	16,500	95,000	APPT	175	9,100	50	10,500	12
CHARLES KRUG WINERY	2800 Main Street	CITY OF ST. HELENA								
WILLIAM COLE WINERY	2849 N. St. Helena Hwy	5,040	4,000	20,000	APPT	10	520	8	705	2
DUCKHORN VINEYARDS	1000 Lodi Lane	32,933	0	160,000	PUB	626	32,552	167	32,727	42
GRACE FAMILY WINERY	1210 Rockland Drive	2,960	0	7,000	APPT	20	1,040	0	1,040	1
TRINCHERO NAPA VALLEY	3070 St. Helena Hwy	35,211	2,296	100,000	PUB	930	48,360	11	49,460	14
MORLET FAMILY ESTATE	2825 N. St. Helena Hwy	4,121	5,000	20,000	APPT	25	1,300	8	1,485	6

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Winery Comparison (115,000 to 135,000 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
DOMINUS ESTATE WINERY	48000	0	125000	5	36	1872	1212	49	8040	61.61	valley floor
NICKEL AND NICKEL WINERY	62565	0	125000	75	350	18200	1550	161	22750	32.19	valley floor
AVERAGE CALCULATION	55283	0	125000	40	36	1872	1381	105	15395	46.90	

MEDIAN CALCULATION	55283	0	125000	40	193	10036	1381	105	15395	46.90	
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Ballentine Vineyards (Approved)	7400	0	50000	1	10	520	120	24	640	21.12	valley floor
Ballentine Vineyards (Existing)	7400	0	50000	21	147	7664	325	6	7969	21.12	valley floor
Ballentine Vineyards (Proposed)	8105	0	125000	55	390	20280	3400	112	23680	21.12	valley floor

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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
CHATEAU MONTELENA WINERY	18162	25900	125000	-	-	-	-	-	-	15.17	valley floor
NEWTON VINEYARD	19800	14400	130000	60	420	21840	0	0	21840	43.69	hillside
FLORA SPRINGS WINERY	23065	13500	120000	100	700	36400	14310	317	50710	203	hillside
PEJU PROVINCE WINERY	26866	0	120000	64	450	23400	480	12	23880	30	valley floor
ZD WINES	22956	0	120000	225	1575	81900	1090	7	82990	5.75	valley floor
CLIFF LEDE VINEYARDS	26430	31300	120000	145	1015	52780	1355	18	54135	25.27	valley floor
JOEL GOTT WINES	13490	0	120000	17	85	4420	0	0	4420	10	valley floor
SAINTSBURY	13150	0	135000	12	24	1248	250	9	30987	1498	Carneros
AVERAGE CALCULATION	20490	10638	123750	89	610	31713	2498	52	38423	228.86	
MEDIAN CALCULATION	21378	6750	120000	64	450	23400	480	9	30987	27.64	

Ballentine Vineyards (Approved)	7400	0	50000	1	10	520	120	24	640	21.12	valley floor
Ballentine Vineyards (Existing)	7400	0	50000	21	147	7664	325	6	7969	21.12	valley floor
Ballentine Vineyards (Proposed)	8105	0	125000	55	390	20280	3400	112	23680	21.12	valley floor

Ballentine Vineyards Summary of Changes

Prior Approval	Existing Conditions	Proposed Request	Net Change Analyzed (Existing Conditions v. Proposed Request)
Building Size:	Building Size:		
7,400 square feet	7,400 square feet	8,105 square feet	Net Increase: 705 square feet
Production:	Production:		
50,000 Gallons/Year	50,000 Gallons/Year	125,000 Gallons/Year	Net Increase: 75,000 gallons
Visitation:	Visitation:		
1 Visitor/Day	21 Visitors/Day	55 Visitors/Day	Net Increase: 34 visitors
10 Visitors/Week	147 Visitors/Week	390 Visitors/Week	Net Increase: 243 visitors
520 Visitors/Year	7,664 Visitors/Year	20,280 Visitors/Year	Net Increase: 12,616 visitors
Marketing Program:	Marketing Program:		
24 Events/Year @ 5 guests	5 Events/Year @ 50 Guests 1 Event/Year @ 75 Guests	96 Events/Year @ 25 Guests 12 Events/Year @ 50 Guests 4 Events/Year @ 100 Guests	
24 Total Events	6 Total Events	112 Total Events	Net Increase: 106 events
120 Total Guests/Year	325 Total Guests/Year	3,400 Total Guests/Year	Net Increase: 3,075 guests
Number of Employees:	Number of Employees:		
4 Full-Time	11 Full-Time	15 Full-Time	Net Increase: 4 Full-Time employees