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Winery Comparison Analysis

Dakota Shy Winery, Use Permit Major Modification
Application No. P19-00131-MOD
Planning Commission Hearing, February 17, 2021

Dakota Shy Winery
Use Permit Major Modification #P19-00131-MOD
Summary of Location and Operation Criteria

LOCATIONAL CRITERIA	STAFF COMMENTS
Size of Parcel	6 acres
Proximity of Nearest Residence	Approximately 300 feet from property line
Number of Wineries Located Within One Mile	13 producing, 1 approved, 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	Approx. 0.05 acre at northeastern corner of property, approx. 0.25 acre at southwestern corner of property
Located Within a Municipal Reservoir Watershed	No
Located Within a State Responsibility Area or Fire Hazard Severity Zone	Local Responsibility Area Moderate Fire Hazard Severity Zone
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	The winery operator intends for the winery to become a Certified Green Business or certified as a "Napa Green Winery."
Percentage of Estate Grapes Proposed	Not applicable. No vineyard on-site.
Number of Proposed Variances	None proposed with this major modification request.
Wastewater Processed On-Site	Yes
Voluntary Greenhouse Gas Emission Reduction Measures Proposed	Installation of roof-mount photovoltaic panels and electric vehicle charging station (already done). Offering of employee incentives for carpooling and bicycle use; bus transportation for marketing events (already doing). Installation of energy-conserving lighting fixtures and water-efficient landscaping and plumbing fixtures (already doing). Recycle 75% of waste, compost 75% of food and garden material, use of recycled materials, and education to staff and visitors on sustainable practices (already doing).
Vanpools, Flexible Work Shifts, Shuttles, or Other Traffic Congestion Management Strategies Proposed	Employee carpool and bike incentives, shuttles for transportation of guests of marketing events. One
Violations Currently Under Investigation	Not applicable.
High Efficiency Water Use Measures Proposed	Installation of water efficient plumbing and landscape irrigation fixtures.
Existing Vineyards Proposed to be Removed	Not applicable. No vineyard on-site.
On-Site Employee or Farmworker Housing Proposed	Yes. One winery employee currently resides in the single-family residence on the property.
Site Served by a Municipal Water Supply	Yes (primary and accessory residences only)

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Site Served by a Municipal Sewer System	No
Recycled Water Use Proposed	No. Wastewater to continue to be treated and dispersed on site via subsurface leachfield.
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)

Dakota Shy Winery
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Wineries within 1 Mile

Name	Address	Bldg Size	Cave Size	Production	Tours/ Tastings	Weekly Visitors	Number of Marketing Events	Employees
ZD WINES	8383 SILVERADO TRL	22956	0	120000	PUBLIC	1575	1575	30
HONIG CELLARS	850 RUTHERFORD RD	33837	0	300000	APPT	700	700	30
FROGS LEAP WINERY	8815 CONN CREEK RD	38568	0	240000	APPT	1100	1100	33
MUMM NAPA VALLEY	8445 SILVERADO TRL	140834	0	850000	PUBLIC	2900	2900	87
FRANK FAMILY VINEYARDS RUTHERFORD	8895 CONN CREEK RD	82350	0	475000	APPT	2800	2800	24
MARTIN ESTATE	8780 CONN CREEK RD	5420	0	20000	APPT	25	25	1
DAKOTA SHY WINERY	771 SAGE CANYON RD	6060	0	14000	APPT	112	112	10
RUTHERFORD HILL WINERY	200 RUTHERFORD HILL RD	72522	38100	640000	PUBLIC	0	0	46
QUINTESSA WINERY	1601 SILVERADO TRL	30430	17000	180000	APPT	500	500	12
KATHRYN HALL WINERY	60 AUBERGE RD	4600	13240	18000	APPT	105	105	2
LIEFF WINERY	40 AUBERGE RD	3200	0	3000	APPT	8	8	2
CONN CREEK WINERY	8711 SILVERADO TRL	30055	0	850000	PUBLIC	500	500	15
HEITZ WINE CELLARS 2	8649 SILVERADO TRL	6000		10000	NO	0	0	0
ROUND HILL CELLARS (RUTHERFORD RANCH)	1680 SILVERADO TRL	29685	0	1000000	APPT	250	250	27
SNOWDEN VINEYARDS	490 TAPLIN RD	8025	18900	30000	APPT	5	5	4
SLOAN WINERY	88 AUBERGE RD	3700	5593	15000	NO	0	0	0

APPT: tours & tastings by appointment only
NO: no tours or tastings permitted
PUBLIC: open to the public, no appointment needed

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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	
JERICO CANYON WINERY	7,160	4,100	20,000	10	15	780	120	4	900	131.05	hillside	
YOUNG WINERY	8,384	-	20,000	1	2	104	-	-	104	99.88	Pope Valley	
ABREU HOWELL MTN VINEYARDS	5,144	13,200	20,000	-	12	624	170	7	794	33.62	Angwin	
HOWELL AT THE MOON WINERY	2,495	-	20,000	4	10	520	170	7	690	20.36	Angwin	
BEHRENS FAMILY WINERY	7,319	-	20,000	32	224	11,648	340	8	11,988	19.96	hillside	
AMICI CELLARS	5,000	-	20,000	25	5	260	100	6	360	11.97	hillside	
DUNN VINEYARDS	2,050	6,000	20,000	-	20	1,040	-	-	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	-	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	-	20,000	15	75	3,900	375	7	4,275	55.59	hillside	
CORISON WINERY	9,480	-	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	-	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	-	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	-	20,000	20	90	4,680	570	12	5,250	7.85	hillside	
MARTIN ESTATE	5,420	-	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	-	20,000	20	50	2,600	320	14	2,920	47.69	valley floor	
COLGIN PARTNERS WINERY	18,686	-	20,000	10	25	1,300	175	5	1,475	124.81	hillside	
3646 SMR VINEYARD	10,456	-	20,000	12	84	4,368	584	27	4,952	56.75	hillside	

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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	-	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	-	20,000	10	25	1,300	210	7	1,510	18.14	valley floor
SAM JASPER WINERY	17,400	-	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	-	20,000	10	70	3,640	480	12	4,120	11.18	hillside
FOLEY JOHNSON WINERY	20,616	-	20,000	50	350	18,200	1,700	56	19,900	39.78	valley floor
KENEFICK WINERY	3,840	-	20,000	12	84	4,380	350	11	4,730	44.28	hillside
O'BRIEN WINERY	8,457	-	20,000	12	84	624	300	10	924	7.51	valley floor
McVICAR WINERY	1,731	-	20,000	12	84	624	300	10	924	7.51	valley floor
AVERAGE CALCULATION	8212	2524	20000	14	66	3178	359	12	3517	34.75	
MEDIAN CALCULATION	6,811	0	20,000	12	42	1,586	300	10	1,972	19.72	
DAKOTA SHY WINERY (Existing)	8,888	0	14,000	20	112	5,824	80	2	5,904	6	hillside
DAKOTA SHY WINERY (Proposed)	8,888	0	20,000	48	250	13,000	205	3	13,205	6	hillside

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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
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

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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	
DAKOTA SHY WINERY (Existing)	8,888	0	14,000	20	112	5,824	80	2	5,904	6	hillside
DAKOTA SHY WINERY (Proposed)	8,888	0	20,000	48	250	13,000	205	3	13,205	6	hillside

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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

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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
DAKOTA SHY WINERY (Existing)	8,888	0	14,000	20	112	5,824	80	2	5,904	6	hillside	hillside
DAKOTA SHY WINERY (Proposed)	8,888	0	20,000	48	250	13,000	205	3	13,205	6	hillside	hillside

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Summary of Changes

EXISTING ENTITLEMENT	REQUESTED ENTITLEMENT	NET CHANGE ANALYZED
Production (Gallons)		
14,000	20,000	6,000
Visitation		
20 visitors/day	48 visitors/day	Net increase of 28 visitors/day
112 visitors/week	250 visitors/week	Net increase of 138 visitors/week
Marketing Program		
Two events/year @ 40 guests/event	Two events/year @ 40 guests/event	
	One event/year @ 125 guests	Net Increase of one/year @ 125 guests
	Three total events	Net increase of one event/year
	205 marketing guests/year	Net increase of 125 marketing event guests