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Winery Comparison Analysis & Summary of Changes

Madonna Estate Winery
Permit #P19-000167-MOD
Summary of Location and Operation Criteria

LOCATIONAL CRITERIA	STAFF COMMENTS
Size of Parcel	4.37 acres
Proximity of Nearest Residence	Approximately 460' to the north
Number of Wineries Located Within One Mile	6
Located Within the Napa Valley Business Park (AKA Airport Industrial Area)	N/A
Primary Road Currently or Projected to be Level of Service D or Below	Yes -Old Sonoma Road
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	Vineyard Management - A Member of California Certified Organic Farmers
Percentage of Estate Grapes Proposed	1 acre vineyard on site. The remaining source of grapes (98%) comes from their estate vineyard located in Carneros.
Number of Proposed Variances	None - PreWDO Winery
Wastewater Processed On-Site	Yes
Voluntary Greenhouse Gas Emission Reduction Measures Proposed	Noted only one measure. 90% of winery visitors arrive by bus or shuttle transportation.
Vanpools, Flexible Work Shifts, Shuttles, or Other Traffic Congestion Management Strategies Proposed	90% of winery visitors arrive by bus or shuttle transportation.
Violations Currently Under Investigation	Yes - Participant in Code Compliance Program; Life Safety Items have been corrected.
High Efficiency Water Use Measures Proposed	No
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 - Existing treated wastewater is dispersed on site.
New Vineyards Plantings Proposed	No
Hold & Haul Proposed: Temporary (Duration of Time) or Permanent	No
Trucked in Water Proposed	No

Madonna Estate Winery
Permit #P19-00167-MOD
Wineries Within One Mile of APN 017-110-016

Name	Address	Bldg Size	Cave Size	Production	Tours/ Tastings	Weekly Visitors	Number of Marketing Events	Employees
MAHONEY WINERY	1134 DEALY LN	9410	0	30000	APPT	84	12	2
HYDE WINERY	1044 LOS CARNEROS AVE	12690	0	30000	APPT	575	11	7
SAINTSBURY WINERY	1500 LOS CARNEROS AVE	19530	0	160000	APPT	450	8	19
KIEU HOANG WINERY	1285 DEALY LN	28965	0	240000	PUBLIC	51	0	10
CUVAISON	1221 DUHIG RD	34404	0	340000	APPT	1260	38	45
DOMAINE CARNEROS WINERY	1240 DEALY LN	74160	0	432000	PUBLIC	3860	16	38

Madonna Estate Winery
#P19-00167-MOD
Winery Comparison (50,000 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 WINERY	11800	3115	50000	0	20	1040	0	0	1040	58.59	Wooden Valley
BUEHLER VINEYARDS	12187	0	50000	0	0	0	0	0	0	47.76	hillside
OUTPOST WINES	9155	0	50000	30	180	9360	325	9	9685	37.61	Angwin
NIEBAUM COPPOLA ESTATE NIEBAUM	30090	0	50000	20	15	780	1170	41	1950	78.76	hillside
PRIDE MOUNTAIN VINEYARDS	5400	14000	50000	20	20	1040	1060	49	2100	22.27	hillside
ROBERT KEENAN WINERY	10006	0	50000	35	245	12740	1050	21	13790	147.4	hillside
ROBERT FOLEY VINEYARDS	1760	12350	50000	10	60	2120	244	14	3364	13.04	Angwin
BENNETT LANE WINERY	17550	0	50000	32	200	10400	2495	55	12895	10	valley floor
LOKOYA	16712	0	50000	30	70	3640	720	24	4360	72.55	hillside
HAGAFEN CELLARS	6800	0	50000	25	150	7800	725	12	8525	12.28	valley floor
ITALICS WINERY	15880	16500	50000	20	50	2600	390	8	2990	45.98	MST
BROWN ESTATE VINEYARDS	2704	6000	50000	2	2	104	220	9	324	130.5	Chiles Valley
TWO ROCKS WINERY	6950	20682	50000	6	15	780	920	13	1700	46.66	hillside
NORMAN ALUMBAUGH WINERY	21052	0	50000	20	140	7280	244	8	7524	80.92	Pope Valley
GAMBLE FAMILY VINEYARDS	32760	0	50000	30	300	15600	1410	34	17010	11.17	valley floor
SHUTTERS WINERY	9034	11600	50000	18	40	2080	1000	26	3080	13.36	hillside
LAST RESORT WINERY	9839	0	50000	20	140	7280	720	12	8000	55.44	Pope Valley
WOOLLS RANCH WINERY	20882	0	50000	60	350	18200	4640	76	22840	236.7	hillside
REFUGE WINERY	18875	0	50000	124	868	45136	3370	115	48506	13.23	valley floor
REGUSCI WINERY	26500	0	50000	150	400	20800	1450	16	22250	162.6	valley floor
SIGNORELLO ESTATE WINERY	11084	15906	50000	60	350	18200	2011	53	20211	56.59	valley floor
AVERAGE CALCULATION	14144	4769	50000	34	172	8904	1151	28	10102	64.44	
MEDIAN CALCULATION	11800	0	50000	20	140	7280	920	16	7524	47.76	
Madonna Estate Winery (Approved)	15040	0	50,000	100	500	26000	0	0	26000	4.37	Carneros
Madonna Estate Winery (Existing)	15040	0	50,000	280	1044	54288	0	0	54288	4.37	Carneros
Madonna Estate Winery (Proposed)	15040	0	50,000	280	1044	54288	0	0	54288	4.37	Carneros

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Winery Comparison (50,000 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
FOLIE A DEUX	9700	0	50000	50	350	18200	0	0	18200	3	valley floor
AVERAGE CALCULATION	9700	0	50000	50	350	18200	0	0	18200	3.00	
MEDIAN CALCULATION	9700	0	50000	50	350	18200	0	0	18200	3.00	
Madonna Estate Winery (Approved)	15040	0	50,000	100	500	26000	0	0	26000	4.37	Carneros
Madonna Estate Winery (Existing)	15040	0	50,000	280	1044	54288	0	0	54288	4.37	Carneros
Madonna Estate Winery (Proposed)	15040	0	50,000	280	1044	54288	0	0	54288	4.37	Carneros

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**NAPA VALLEY BUSINESS PARK (AKA AIRPORT INDUSTRIAL AREA) WINERY PERMITS
SMALL WINERY EXEMPTION PERMITS (NA)**

Name	Bldg Size	Cave Size	Production	Daily Visitors	Weekly Visitors	Annual Visitors	Annual Marketing Visitors	Number of Marketing Events	Annual Visitation	Acres	Location
DAVID BUSBY WINERY	18162	0	50000	0	0	0	0	0	0	1.28	Industrial
Madonna Estate Winery (Approved)	15040	0	50,000	100	500	26000	0	0	26000	4.37	Carneros
Madonna Estate Winery (Existing)	15040	0	50,000	280	1044	54288	0	0	54288	4.37	Carneros
Madonna Estate Winery (Proposed)	15040	0	50,000	280	1044	54288	0	0	54288	4.37	Carneros

Madonna Estate Winery
Use Permit #P19-00167-MOD
Summary of Operational Changes

Approved	Existing	Recognition - Proposed	Net Change
Visitation			
100 Visitors/Day (Public)	280 Visitors/Day (Public)	100 Visitors/Day (Public)	No Change
		180 Visitors/Day (By Appt)	180 Visitors/Day (By Appt) Increase
500 Visitors/Week	1,044 Visitors/Week	1,044 Visitors/Week	544 Visitors/Week Increase
26,000 Visitors/Year	54,288 Visitors/Year	54,288 Visitors/Year	28,288 Visitors/Year Increase
Marketing Program			
0 Events	No Change	No Change Requested	No Change Requested
Total Annual Visitation			
26,000 Total	54,288 Total	54,288 Total	28,288 Visitors/Year Increase
Employees			
5 Full-Time	6 Full-Time	6 Full-Time	1 Full-Time Increase
1 Part-Time	7 Part-Time	7 Part-Time	6 Part-Time Increase
Production			
50000 Gallons	No Change	No Change Requested	No Change Requested