

“K”

Winery Comparison Analysis and Project Summary

Materra Winery
Use Permit Major Modification Application No. P20-00184-MOD
Planning Commission Hearing, June 2, 2021

Materra Winery
Use Permit Major Modification P20-00184-MOD
Winery Comparison (140,000 - 160,000 Gallons)

LOCATIONAL CRITERIA	STAFF COMMENTS
Size of Parcel	50 acres
Proximity of Nearest Residence	Approximately 415 feet from proposed winery building expansion
Number of Wineries Located Within One Mile	Nine
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	Partially - vineyard area east of winery building
Located Within a Municipal Reservoir Watershed	No
Located Within a State Responsibility Area or Fire Hazard Severity Zone	Local Responsibility Area
Located Within an Area of Expansive Soils	Expansion potential low to moderate
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	100%
Number of Proposed Variances	0
Wastewater Processed On-Site	Yes
Voluntary Greenhouse Gas Emission Reduction Measures Proposed	Generation of on-site renewable energy (roof-mounted photovoltaic array, BMP-1); Energy-conserving lighting (BMP-9); Cool roof (BMP-10); Vehicle miles traveled reduction plan(BMP-6); Recycle 75 percent of all waste (BMP-17); Compost 75 percent of food and garden material (BMP-18); Sustainability program participation and public education (BMP-19, BMP-26, BMP-30)
Vanpools, Flexible Work Shifts, Shuttles, or Other Traffic Congestion Management Strategies Proposed	Yes - Flexible work schedule including four-day work week or work from home for administrative staff, cash incentives for carpool/transit use, courtesy shuttles from hotels within 15 miles, on-site amenities to accommodate bicycle tours
Violations Currently Under Investigation	None
High Efficiency Water Use Measures Proposed	Plan to install water-efficient plumbing fixtures (BMP-14); Installed water-efficient landscape (BMP-16)
Existing Vineyards Proposed to be Removed	0.2 acre

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

Materra Winery
Use Permit Major Modification P20-00184-MOD
Wineries Within 1 Mile of APN 036-160-003

Name	Address	Bldg Size	Cave Size	Production	Tours/ Tastings	Weekly Visitors	Number of Marketing Events	Employees
JAMES COLE WINERY	5014 SILVERADO TRL	3333	0	10000	APPT	72	5	2
SIGNORELLO WINERY	4500 SILVERADO TRL	5475	15906	50000	APPT	350	53	20
DARIOUSH WINERY	4240 SILVERADO TRL	21252	0	100000	PUBLIC	400	428	8
KATES VINEYARD	5211 BIG RANCH RD	1200	0	20000	NO	0	0	2
H and L WINERY	855 BORDEAUX WAY STE 100	5000	0	30000	APPT	140	11	4
ANDRETTI WINERY	4162 BIG RANCH RD	15500	0	100000	PUBLIC	100	0	5
KNOLLWOOD VINEYARDS	4101 BIG RANCH RD	7956	0	20000	NO	0	0	2
MONTICELLO CELLARS (CORLEY FAMI	4242 BIG RANCH RD	11500	0	100000	PUBLIC	84	0	6
VIOLET VINEYARD	1300 OAK KNOLL AVE	5666	0	20000	APPT	12	14	2

Materra Winery
Use Permit Major Modification P20-00184-MOD
Winery Comparison (150,000 - 200,000 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
GIRARD NAPA VALLEY	39604	0	200000	42	294	15288	1600	9	16888	26.53	Valley Floor
MAXVILLE LAKE WINERY	23662	14995	165000	75	325	16900	3600	68	20500	247.45	Chiles Valley
SOMERSTON WINERY	34477	18045	150000	8	56	2912	496	8	3408	261.63	Hillside
QUINTESSA WINERY	30430	17000	180000	100	500	26000	570	13	26570	17.66	Valley Floor
KENZO WINERY	32815	68415	150000	25	75	3900	1550	27	5450	36.13	Hillside
BRANDLIN / CUVAISON CARNEROS	37860	25000	155048	180	1260	65520	4240	38	69760	206	Carneros
KENZO ESTATE WINERY	24174	68415	150000	100	250	10428	2550	42	12978	36.13	Hillside
AVERAGE CALCULATION	31860	30267	164293	76	394	20135	2087	29	22222	118.79	
MEDIAN CALCULATION	32815	18045	155048	75	294	15288	1600	27	16888	36.13	
Materra Winery (EXISTING)	28064	0	110000	18	126	936	1100	26	2036	50	Valley Floor
Materra Winery (PROPOSED)	40674	0	150000	34	238	1768	1100	26	2868	50	Valley Floor

Materra Winery
Use Permit Major Modification P20-00184-MOD
Winery Comparison (150,000 - 200,000 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
SCHRAMSBERG VINEYARDS WINERY	40645	54071	180000	96	672	34944	1730	42	36674	39.3	Hillside
FAIRVIEW ESTATES WINERY	20002	25000	155048	300	600	31200	45625	730	76825	14.59	Hillside
DUCKHORN VINEYARDS	32933	0	160000	82	626	32552	5175	167	37727	10.67	Valley Floor
CADE AT THIRTEENTH	20822	19000	150000	70	60	3120	1140	30	4260	13.99	Angwin
WHITEHALL LANE WINERY	34227	0	200000	250	600	31200	4800	60	36000	25.28	Valley Floor
SUTTER HOME WINERY	41000	0	200000	0	3500	182000	0	0	182000	1.44	Valley Floor
FAR NIENTE WINERY	18000	39000	175000	0	500	26000	21550	832	47550	13	Valley Floor
PROVENANCE VINEYARDS	39925	0	180000	25	65	3380	3600	36	6980	60.65	Valley Floor
SEQUOIA GROVE VINEYARDS	31350	0	150000	45	600	31200	3100	22	34300	24.26	Valley Floor
GROTH WINERY AND OAKCROSS VINEYARDS	49480	0	200000	0	180	9360	5400	77	14760	63.09	Valley Floor
SHAFER VINEYARDS	33630	8900	200000	0	105	3750	1720	29	5470	8.5	Hillside
LUNA VINEYARDS	16480	0	150000	60	420	21840	2860	77	24700	28.11	Valley Floor
SILVERADO HILL VINEYARD LLC	27454	0	200000	70	490	25480	3612	126	29092	35.68	Valley Floor
CLOS PEGASE INC	24100	19000	200000	0	725	37700	0	0	37700	20.39	Valley Floor
AVERAGE CALCULATION	30718	11784	178575	71	653	33838	7165	159	41003	25.64	
MEDIAN CALCULATION	32142	0	180000	53	550	28600	3350	51	35150	22.33	
Materra Winery (EXISTING)	28064	0	110000	18	126	936	1100	26	2036	50	Valley Floor
Materra Winery (PROPOSED)	40674	0	150000	34	238	1768	1100	26	2868	50	Valley Floor

Materra Winery
Use Permit Major Modification P20-00184-MOD
Winery Comparison (150,000 - 200,000 Gallons)

SUMMARY OF OPERATIONAL CHANGES		
Existing Conditions	Proposed Request	Net Change Analyzed
PRODUCTION:		
110,000 gallons per year	150,000 gallons per year	40,000 gallons per year
VISITATION:		
18 tours and tasting guests per day	34 tours and tasting guests per day	Net increase of 16 visitors/Day
EMPLOYEES:		
10 (3 FT, 3 PT, 4 seasonal)	17 (12 FT, 2 PT, 3 seasonal)	Net increase of 7 employees
WINERY BUILDING AREA:		
28,064 square feet (indoor)	40,674 square feet (indoor)	Net increase of 12,610 square feet
PARKING:		
24 stalls	25 stalls	Net increase of 1 stall
MARKETING PROGRAM:	No changes to the Marketing Program requested	Net increase 0 marketing event guests
12 Events/year @ max. 25 guests		
12 Events/year @ max. 50 guests		
2 Events/year @ max. 100 guests		