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Winery Comparison Analysis and Project Summary

Benjamin Ranch Winery
Use Permit Application No. P13-00371-UP
Summary of Location and Operation Criteria

LOCATIONAL CRITERIA	STAFF COMMENTS
Size of Parcel	±85.1 (63.97 acres proposed for winery and vineyard)
Proximity of Nearest Residence	±1000 feet southeast of proposed visitors' center
Number of Wineries Located Within One Mile	11
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 (Conn Creek Road/State Route 128)
Primary Road a Dead End	No
Located Within a Flood Zone	Proposed equipment buildings and a corner of proposed barrel room would encroach into the 100-year floodplain of the Napa River. Roughly half of proposed visitors' center building would encroach into the boundary of the 500-year floodplain. Project plans indicate that finished floors of both buildings would be 3.5 to 4.5 feet above base flood elevation of 164 feet.
Located Within a Municipal Reservoir Watershed	No
Located Within a State Responsibility Area or Fire Hazard Severity Zone	Local Responsibility Area - Low
Located Within an Area of Expansive Soils	Moderate to high shrink-swell potential of on-site soils
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	Plan to do
Percentage of Estate Grapes Proposed	100%
Number of Proposed Variances	0
Wastewater Processed On-Site	Yes
Voluntary Greenhouse Gas Emission Reduction Measures Proposed	Installation of a solar water heating system, energy-conserving lighting, a cool roof, and deciduous shade trees along the southern elevations of the barrel room and hospitality building to reduce carbon-based energy demands for space conditioning and lighting; intent to recycle 75 percent of waste to reduce landfill-related waste emissions; carpool cash incentive program, visitor shuttles and on-site employee lunch offerings to reduce vehicle trips (Napa County Voluntary Best Management Practices Checklist, BMP-6, BMP-8, BMP-9, BMP-10, BMP-17, BMP-20).
Vanpools, Flexible Work Shifts, Shuttles, or Other Traffic Congestion Management Strategies Proposed	Yes
Violations Currently Under Investigation	None
High Efficiency Water Use Measures Proposed	Yes
Existing Vineyards Proposed to be Removed	Yes - 4.8 acres

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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	Yes - treated process wastewater proposed to be reused for vineyard irrigation
New Vineyard 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 APNs 030-120-016 and 030-120-017

Name	Address	Bldg Size	Cave Size	Production	Tours/ Tastings	Weekly Visitors	Number of Marketing Events	Employees
FLEURY FAMILY WINERY	950 GALLERON LN	4230	0	20000	APPT	0	0	0
DAKOTA SHY WINERY	771 SAGE CANYON RD	6060	0	14000	APPT	112	2	10
QUINTESSA WINERY	1601 SILVERADO TRL	30430	17000	180000	APPT	500	13	12
CONN CREEK WINERY	8711 SILVERADO TRL	30055	0	850000	PUBLIC	500	0	15
HEITZ WINE CELLARS 2	8649 SILVERADO TRL	6000	0	10000	NO	0	0	
ROUND HILL CELLARS (RUTHERFORD RANCH)	1680 SILVERADO TRL	29685	0	1000000	APPT	250	0	27
CAYMUS VINEYARDS	8700 CONN CREEK RD	85370	0	110000	PUBLIC	3150	64	49
HONIG CELLARS	850 RUTHERFORD RD	33837	0	300000	APPT	700	8	30
FROGS LEAP WINERY	8815 CONN CREEK RD	38568	0	240000	APPT	1100	104	33
MUMM NAPA VALLEY	8445 SILVERADO TRL	140834	0	850000	PUBLIC	2900	137	87
MARTIN ESTATE	8780 CONN CREEK RD	5420	0	20000	APPT	25	16	1
BENJAMIN RANCH WINERY (Proposed)	8895 CONN CREEK RD	87292	0	475000	APPT	2800	357	60

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Winery Comparison (400,000 to 500,000 gallons/year)

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
ROMBAUER VINEYARDS	46610	26340	450000	400	2800	145600	3300	55	145600	32	Hillside
ANTICA NAPA VALLEY	47000	36000	450000	20	100	5200	0	0	5200	701	Soda Canyon
CAKEBREAD CELLARS	61173	0	500000	736	3240	168459	38614	732	207073	36	Valley Floor
JOSEPH PHELPS VINEYARDS	72984	0	420000	200	800	41600	0	0	41600	376	Hillside
AVERAGE CALCULATION	56942	15585	455000	339	1735	90215	10479	197	99868	286	
MEDIAN CALCULATION	54087	13170	450000	300	1800	93600	1650	28	93600	206	
BENJAMIN RANCH WINERY (Proposed)	87292	0	450000	400	2800	145600	8262	357	145600	64	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
MARKHAM WINERY	73983	0	429000	350	450	23400	7000	81	30400	10	Valley Floor
ST SUPERY VINEYARDS AND WINERY	93750	0	450000	0	0	0	0	0	0	54	Valley Floor
DOMAINE CARNEROS	72826	0	432000	450	1400	72800	1100	16	73900	132	Carneros
TREFETHEN VINEYARDS	60700	0	500000	0	800	41600	5100	383	46700	41	Valley Floor
AVERAGE CALCULATION	75315	0	452750	200	663	34450	3300	120	37750	59.22	
MEDIAN CALCULATION	73405	0	441000	175	625	32500	3100	49	38550	47.44	
BENJAMIN RANCH WINERY (Proposed)	87292	0	450000	400	2800	145600	8262	357	145600	64	Valley Floor

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Summary of Winery Project**

APPROVED	EXISTING	PROPOSED
EMPLOYEES APPROVED	EMPLOYEES EXISTING	PROPOSED EMPLOYEES
n/a	n/a	45 full-time
		15 part-time/seasonal
Total Employees Approved	Total Employees Existing	Total Employees Proposed
n/a	n/a	81 employees
VISITATION EXISTING	VISITATION APPROVED	VISITATION PROPOSED
n/a	n/a	400 guests per day (inclusive of marketing event attendees)
MARKETING PROGRAM APPROVED	MARKETING PROGRAM EXISTING	MARKETING PROGRAM PROPOSED
n/a		Lunchtime Events: 15 per month, 16 guests per event = 2880
		Dinnertime Events: 14 per month, 24 guests per event = 4032
		Large Marketing Events: 8 per year, 150 guests per event = 1200
		Auction Napa Valley Event: 1 per year, 150 guests = 150
Total Approved	Total Existing	Total Proposed
n/a		Total annual marketing events = 357
		Total annual marketing guests = 8262
		The winery has no more than 400 combined tours and tastings and marketing event guests on any given day.