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Winery Comparison Analysis (and Summary of Changes)

Signorello Estate Winery
Major Modification #P19-00198-MOD
Summary of Location and Operation Criteria

LOCATIONAL CRITERIA	STAFF COMMENTS
Size of Parcel	56.59
Proximity of Nearest Residence	305 feet to the north
Number of Wineries Located Within One Mile	9
Located Within the Napa Valley Business Park (AKA Airport Industrial Area)	No
Primary Road Currently or Projected to be Level of Service (LOS) D or Below	Yes
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	Within State Responsibility Area, Moderate Hazard 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	No
Percentage of Estate Grapes Proposed	Approximately 49%
Number of Proposed Variances	None
Wastewater Processed On-Site	Yes
Voluntary Greenhouse Gas Emission Reduction Measures Proposed	Yes, including on-site renewable energy, EV charging stations, energy conserving lighting, cool roofing, see application for additional measures
Vanpools, Flexible Work Shifts, Shuttles, or Other Traffic Congestion Management Strategies Proposed	A TDM plan will be prepared and submitted to staff
Violations Currently Under Investigation	None
High Efficiency Water Use Measures Proposed	Water efficeint fixtures and landscaping
Existing Vineyards Proposed to be Removed	None
On-Site Employee or Farmworker Housing Proposed	Owner residence on-site
Site Served by a Municipal Water Supply	No
Site Served by a Municipal Sewer System	No
Recycled Water Use Proposed	
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 APN 039-400-080

Name	Address	Bldg Size	Cave Size	Production	Tours/ Tastings	Weekly Visitors	Number of Marketing Events	Employees
WHITE ROCK VINEYARDS	1112 LOMA VISTA DR	0	6000	20000	NO	0	0	2
MATERRA WINERY	4324 BIG RANCH RD	26188	0	110000	APPT	40	2	4
MONTICELLO CELLARS	4242 BIG RANCH RD	11500	0	100000	PUB	84	0	6
JAMES COLE WINERY	5014 SILVERADO TRAIL	3333	0	10000	APPT	72	5	2
SAM JASPER WINERY	4059 SILVERADO TRAIL	19850	0	20000	APPT	160	23	4
ROY ESTATE VINEYARDS	1220 SODA CANYON RD	10525	6500	12000	APPT	40	12	2
BLACK STALLION WINERY	4089 SILVERADO TRAIL	43600	0	100000	PUB	350	0	2
HAGAFEN CELLARS	4160 SILVERADO TRAIL	6800	0	50000	APPT	150	12	6
DARIOUSH	4240 SILVERADO TRAIL	21252	0	100000	PUB	400	428	8

**Signorello Estate Winery
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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
WOOLLS RANCH WINERY	20882	0	50000	60	350	18200	4640	76	22840	236.66	Hillside
SHUTTERS WINERY	9034	11600	50000	18	40	2080	1000	26	3080	13.36	Hillside
ROBERT FOLEY VINEYARDS	1760	12350	50000	10	60	3120	244	14	3364	13.04	Angwin
BUEHLER VINEYARDS	12187	0	50000	0	0	0	0	0	0	47.76	Hillside
BROWN ESTATE VINEYARDS	2704	6000	50000	2	2	104	220	9	324	130.46	Chiles Valley
OUTPOST WINES	9155	0	50000	30	180	9360	325	9	9685	37.61	Angwin
ITALICS WINERY	15880	16500	50000	20	50	2600	390	8	2990	45.98	MST
GAMBLE FAMILY VINEYARDS	32760	0	50000	30	300	15600	1410	34	17010	11.17	Valley Floor
LAST RESORT WINERY	9839	0	50000	20	140	7280	720	12	8000	55.44	Pope Valley
ALTAMURA WINERY	11800	3115	50000	0	20	1040	0	0	1040	58.59	Wooden Valley
REFUGE WINERY	18875	0	50000	124	868	45136	3370	115	48506	13.23	Valley Floor
PRIDE MOUNTAIN VINEYARDS	5400	14000	50000	20	20	1040	1060	49	2100	22.27	Hillside
LOKOYA	16712	0	50000	30	70	3640	720	24	4360	72.55	Hillside
ROBERT KEENAN WINERY	10006	0	50000	35	245	12740	1050	21	13790	147.39	Hillside
BENNETT LANE WINERY	17550	0	50000	32	200	10400	2495	55	12895	10	Valley Floor
WHEELER FARMS WINERY	31085	0	50000	32	224	11648	1452	52	13100	11.66	Valley Floor
TWO ROCKS WINERY	6950	20682	50000	6	15	780	920	13	1700	46.66	Hillside
HAGAFEN CELLARS	6800	0	50000	25	150	7800	725	12	8525	12.28	Valley Floor
NIEBAUM COPPOLA ESTATE NIEBAUM LN	30090	0	50000	20	15	780	1170	41	1950	78.76	Hillside
BALLENTINE WINERY	7400	0	50000	0	10	520	0	0	520	21.12	Valley Floor
NORMAN ALUMBAUGH WINERY	21052	0	50000	20	140	7280	244	8	7524	80.92	Pope Valley
REGUSCI WINERY	26500	0	50000	150	400	20800	1450	16	22250	162.6	Hillside
AVERAGE CALCULATION	14746	3829	50000	31	159	8270	1073	27	9343	60.43	
MEDIAN CALCULATION	11994	0	50000	20	105	5460	823	15	5942	46.32	
SIGNORELLO ESTATE WINERY (APPROVED)	7969	0	20000	20	120	6242	395	14	6637	56.59	Valley Floor
SIGNORELLO ESTATEWINERY (PROPOSED)	11084	15906	50000	60	350	18200	2011	53	20211	56.59	Valley Floor

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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
MADONNA ESTATE - MONT ST JOHN CELLARS	15280	0	50000	0	50	2600	0	0	2600	4.37	Carneros
AVERAGE CALCULATION	12490	0	50000	25	200	10400	0	0	10400	3.69	
MEDIAN CALCULATION	12490	0	50000	25	200	10400	0	0	10400	3.69	
SIGNORELLO ESTATE WINEREY (APPROVED)	7969	0	20000	20	120	6242	395	14	6637	56.59	Valley Floor
SIGNORELLO ESTATE WINERY (PROPOSED)	11084	15906	50000	60	350	18200	2011	53	20211	56.59	Valley Floor

**Signorello Estates Winery
Major Modification P19-00198-MOD
Summary of Changes**

Existing/Approved Conditions	Proposed Request	Net Change Analyzed
Production:		
20,000 Gallons/Year	50,000 Gallons/Year	Net Increase of 30,000 Gallons/Year
Visitation:		
20 Visitors/Day 120 Visitors/Week 6,240 Visitors/Year	60 Visitors/Day 350 Visitors/Week 18,200 Visitors/Year	Net Increase of 40 Visitors/Day Net Increase of 230 Visitors/Week Net Increase of 11,960 Visitors/Year
Marketing Program:		
14 Total Events 395 Total Guest/Year	53 Total Events 2,011 Total Guest/Year	Net Increase: 39 Total Events Net Increase: 1,616 Total Guest/Year
2 Events/Year @ 20 Guests	2 Events/Month @ 24 Guests	
1 Event/Year @ 80 Guests	2 Events/Month @ 40 Guests	
1 Event/Year @ 175 Guests	3 Events/Year @ 75 Guests	
	2 Events/Year @ 125 Guests	
Number of Employees:		
4 Full-Time	16 Full-Time	Net Increase of 12 Full-Time employees
0 Part-Time	4 Part-Time	Net Increase of 4 Part-Time employees