



A Tradition of Stewardship
A Commitment to Service

Planning, Building & Environmental Services

Planning Commission Mtg.
May 19 2021
Agenda Item #7A

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David Morrison
Director

To: Planning Commission From: Melanie Jackson, Planner III

Date: May 18, 2021 Re: Taplin Cellars Winery Use Permit
P20-00165-UP
CEQA Exempt
"By Appointment Winery" Comparison
Table, and
Winery Comparison Analysis

By Appointment Winery Comparison Chart

The "By Appointment" Winery Comparison Chart was unintentionally omitted from Attachment K of the Taplin Cellars Winery staff report. This chart is now included as an attachment to this memorandum.

Winery Comparison Analysis – Visitation and Marketing

The "By Appointment" Winery Comparison Table attached to this memorandum lists the 20,000 gallon per year wineries that are presently operating, approved to operate, or are pursuing approvals to operate within Napa County. As shown in the table, the proposed marketing program for the proposed winery exceeds the median annual marketing visitors (340 visitors vs. the median 220 visitors) and the median annual tasting visitors (6,180 visitors vs. 1,872 visitors). However, by appointment visitation would be limited to a maximum of 16 visitors per day and 90 visitors per week, which is considerably less than several other by appointment wineries producing 20,000 gallons per year. The project proposes road and access improvements to include an encroachment onto St. Helena Highway from Lewelling Lane, widening of Lewelling Lane between the St. Helena Highway encroachment and the project site, and on site driveway and parking improvements. These proposed improvements were reviewed by the Department of Public Works, the Engineering Division, Napa County Fire and CalTrans and were determined to be appropriate for the proposed winery visitation. The project was also analyzed for environmental impacts under CEQA and was determined to be Categorically Exempt pursuant to Section 15303 (Class 3, New Construction or Conversion of Small Structures) of the State CEQA Guidelines and under Appendix B of Napa County's Local Procedures for Implementing CEQA (Additional Categorically Exempt Projects in Napa County), Item No. 10 – Construction and Operation of Small Wineries. As such, staff has determined that the proposed visitation and marketing program is appropriate for the project and supports the applicant's proposal.

Attachments:

- By Appointment Winery Comparison Table

Taplin Cellars Winery
Permit #P20-00165

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	7,160	4,100	20,000	10	15	780	120	4	900	131.05	Hillside
AMICI CELLARS	5,000	0	20,000	25	5	260	100	6	360	11.97	Hillside
BLACK SEARS WINERY	4,765	3,600	20,000	16	112	5,824	300	10	6,124	65.8	Angwin
ADAMVS	14,509	6,000	20,000	32	150	7,800	521	11	9,321	68.33	Angwin
DUNN VINEYARDS	2,050	6,000	20,000	0	20	1,040	0	0	260	39	Angwin
YOUNG WINERY	8,384	0	20,000	1	2	104	0	0	104	99.88	Pope Valley
CLARK CLAUDON VINEYARDS		4,100	20,000	48	8	416	220	7	636	67.25	Hillside
BEHRENS FAMILY WINERY	7,319	0	20,000	32	224	11,684	340	8	11,988	19.96	Hillside
KENEFICK WINERY	4,740	0	20,000	12	84	4,368	350	11	4,718	44.28	Valley Fl.
ARAUJO	8,703	9,700	20,000	18	126	6,552	573	15	7,125	162.23	Valley Fl.
VENGE VINEYARDS	19,298	9,000	20,000	20	140	7,280	180	8	7,460	12.37	Valley Fl.
THE VINEYARDIST	5,700	7,500	20,000	15	20	1,040	300	10	1,340	40	Hillside
REVERIE II CELLARS	2,789	0	20,000	0	34	1,747	0	0	1,747	26.44	Hillside
BROMAN CLLEARS	3,648	4,374	20,000	2	10	520	195	10	715	11.47	Hillside
MERUS WINES	4,580	6,947	20,000	25	125	6,500	13	10	6,630	52.58	Hillside
V MADRONE WINERY	6,461	0	20,000	20	90	4,680	570	12	5,273	7.85	Hillside
3646 SMR VINEYARD	10,454	0	20,000	12	84	4,368	584	27	4,952	56.75	Hillside
SCHWEIGER VINEYARDS	15,664	0	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
WILLIAM COLE WINERY	5,040	4,000	20,000	5	10	520	185	8	705	5.72	Hillside
ABREU VINEYARDS	5,144	13,200	20,000	0	12	624	170	7	794	5.72	Angwin
HOWELL AT THE MOON WINERY	2,495	0	20,000	4	10	520	170	7	690	20.36	Angwin
LO JOTA VINEYARD	5,000	5,700	20,000	0	4	208	0	0	208	6.57	Angwin
BRAVANTE WINERY	8,100	2,300	20,000	4	20	1,040	220	8	1,260	20.44	Angwin
SEAVEY VINEYARD	12,085	0	20,000	15	6	312	50	1	362	143.42	Hillside
MANSFIELD WINERY	15,688	0	20,000	20	120	6,240	624	19	6,864	2	Hillside
MARCIANO WINERY	10,675	0	20,000	15	75	3,900	375	7	4,275	55.59	Hillside
CORISON WINERY	9,480	0	20,000	25	10	520	106	8	626	9.5	Valley Fl.
DANA ESTATES	8886	19,000	20,000	6	20	1,040	240	4	1,280	26.54	Valley Fl

**Taplin Cellars Winery
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TRES SABORES	2,150	780	20,000	4	4	208	0	0	208	24.7	Hillside
FLEURY FAMILY WINERY	4,230	0	20,000	0	0	1,800	0	0	1,800	10.12	Valley Fl
FOLEY JOHNSON WINERY	20,616	0	20,000	50	350	18,200	1,700	56	19,900	39.78	Valley fl
MARTIN ESTATE	5,420	0	20,000	25	25	1,300	312	16	1,612	11.57	Valley fl
PINA CELLARS	3,000	0	20,000	0	30	1,560	0	0	1,560	23.19	Hillside
SCREAMING EAGLE	22,333	16,000	20,000	5	15	7,810	0	0	780	73.13	Valley fl
PERATA WINERY	4,780	0	20,000	20	50	2,600	320	14	2,920	47.69	Valley fl
KAPCSANDY	11,820	0	20,000	6	36	1,872	1,020	27	2,892	17.47	Valley fl
COLGIN PARTNERS WINERY	18,686	0	20,000	10	25	1,300	175	5	1,475	124.81	Hillside
LODESTONE VINEYARDS	8,752	7,230	20,000	35	245	12,740	390	8	13,130	42.1	Hillside
GANDONA WINERY	7,994	4,716	20,000	12	72	3,744	700	13	4,444	114.72	Hillside
RELIC WINERY	8,641	1,458	20,000	20	120	4,180	278	11	4,458	10.31	Soda Cyn
QUIXOTE WINERY	8,050	0	20,000	10	70	3,640	0	0	3,640	42.39	Valley Fl
MT. VEEDER WINERY	3,300	0	20,000	0	2	104	0	0	104	20.44	Hillside
HILL FAMILY ESTATES	1,731	0	20,000	12	84	624	300	10	924	7.51	Valley Fl
OBRIEN FAMILY VINEYARD	6,279	0	20,000	40	280	14,560	360	12	14,920	26.93	Valley fl
VIOLET VINEYARD	5,666	0	20,000	10	12	624	560	14	1,184	13.52	Valley fl
HDV	5,100	0	20,000	10	25	1,300	210	7	1,510	18.14	Valley fl
DEL DOTTO WINERY	7,422	2,364	20,000	10	50	2,600	500	10	3,100	6.65	MST
SAM JASPER WINERY	19,850	0	20,000	10	25	1,300	210	7	1,510	18.14	Valley fl
RAZI WINERY	4,600	0	20,000	15	50	2,600	0	0	2,600	14.55	Valley fl
SODARO WINERY	4,900	0	20,000	0	0	0	148	13	148	21.3	MST
CHATEAU 15 WIONERY	2,828	11,338	20,000	4	36	1,872	460	14	2,332	12.33	MST
ROCCA FAMILY WINERY	11,770	0	20,000	32	224	11,648	10,800	213	22,448	1	Industrial
THEOREM WINERY	23,458	0	20,000	15	105	5,460	220	4	5,680	41.45	Hillside
GARGIULO WINERY	8,573	0	20,000	10	70	3,640	480	12	4,120	11.18	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	0	20,000	20	100	5,200	1,595	38	6,794	10.21	Valley Fl
AVERAGE CALCULATION	8397	2826	20000	14	67	3551	490	13	3923	37.89	

MEDIAN CALCULATION	6811	0	20000	12	36	1872	220	8	2066	20.40	
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TAPLIN CELLARS	3,615	0	20000	16	90	6180	340	9	5840	20	Valley Fl
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