



A Tradition of Stewardship  
A Commitment to Service

Agenda Date: 8/19/2020

Agenda Placement: 8B

## Napa County Planning Commission Board Agenda Letter

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**TO:** Napa County Planning Commission

**FROM:** Charlene Gallina for David Morrison - Director  
Planning, Building and Environmental Services

**REPORT BY:** Charlene Gallina, SUPERVISING PLANNER - 299-1355

**SUBJECT:** Workshop - Winery Comparison Analysis Table

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### **RECOMMENDATION**

#### **WORKSHOP ON THE WINERY COMPARISON ANALYSIS TABLE**

**CEQA Status:** Feasibility and planning studies for possible future actions are Statutorily Exempt under 14 California Code of Regulations 15262 (State CEQA Guidelines) and CEQA is not applicable. These recommendations, in and of themselves, do not have a potential for resulting in a direct, physical change in the environment or a reasonably foreseeable indirect physical change, and therefore are not considered to be a project under 14 California Code of Regulations 15378 (State CEQA Guidelines). Also, it can be seen with certainty that there is no possibility the proposed action may have a significant effect on the environment and therefore CEQA is not applicable pursuant to the General Rule contained in the Guidelines For the Implementation of the California Environmental Quality Act, 14 CCR 15061(b)(3).

**Request:** Staff is requesting direction for revising the Winery Comparison Analysis Table to allow for a more informed and detailed discussion of comparing applications for winery visitation and production.

**Staff Recommendation:** Take public comment and provide direction regarding revisions to the Winery Comparison Analysis Table in order for staff to return back to the Commission with further analysis and proposed changes for additional discussion and implementation if warranted.

**Staff Contact:** Charlene Gallina, Supervising Planner; (707) 299-1355; [charlene.gallina@countyofnapa.org](mailto:charlene.gallina@countyofnapa.org)

### **EXECUTIVE SUMMARY**

**Proposed Actions:**

That the Planning Commission:

1. Accept staff presentation, and ask any clarifying questions;
2. Take public comments; and
3. Provide direction in order for staff to return with suggested changes on the Winery Comparison Analysis table for implementation.

**Discussion:**

Over the past ten years, staff has provided a winery comparison analysis on winery projects seeking a use permit or major modification through the Planning Commission. In 2015, this analysis evolved into a table format as an attachment that consists of the following components: 1) Summary of Location and Operational Criteria, 2) Wineries Within One Mile of the Proposed Project, and 3) Winery Comparison based upon similar production limits broken down as follows: By Appointment Wineries, Pre-WDO Wineries, Small Winery Exemption Permits, and Napa Valley Business Park (AKA Airport Industrial Area) Winery Permits. The comparison table includes building size, cave size, tour/tastings (by appointment or public, or no tastings), daily visitors, annual visitors, annual marketing visitors, number of marketing events, total visitors, parcel acreage and winery location (e.g., valley floor, hillside, MST, Carneros, Atlas Peak, Angwin, etc.). The "Summary of Location and Operational Criteria" table is the most recent addition, which focuses on a summary of locational and operational criteria of the proposed project. For each criterion, complex issues are discussed in greater detail within the body of the staff report, as well as a summary of the proposed visitation and marketing in related to similar production limits and where the project falls within the median and average calculation. Staff has provided a winery comparison analysis template and sample of tables on previously approved winery projects for Commission review and discussion.

More recently, the Planning Commission has expressed a desire to possibly making additional changes to the winery comparison analysis. As such, staff is seeking input and direction from the Planning Commission to identify changes that could improve the utility of the table. After discussion and direction from the Commission, staff would return to the Commission at a later date with additional information and proposed changes for further discussion and direction. This item is not intended to discuss or solicit input related to changes in policy.

**FISCAL & STRATEGIC PLAN IMPACT**

Is there a Fiscal Impact? No

County Strategic Plan pillar addressed:

**ENVIRONMENTAL IMPACT**

Feasibility and planning studies for possible future actions are Statutorily Exempt under 14 California Code of Regulations 15262 (State CEQA Guidelines) and CEQA is not applicable. These recommendations, in and of themselves, do not have a potential for resulting in a direct, physical change in the environment or a reasonably foreseeable indirect physical change, and therefore are not considered to be a project under 14 California Code of Regulations 15378 (State CEQA Guidelines). Also, it can be seen with certainty that there is no possibility the proposed action may have a significant effect on the environment and therefore CEQA is not applicable pursuant to the General Rule contained in the Guidelines For the Implementation of the California Environmental Quality Act, 14 CCR 15061(b)(3).

**BACKGROUND AND DISCUSSION**

The County's Winery Comparison Analysis table presented to the Planning Commission for each Use Permit and Major Modification application has evolved over time into a more formal table as an attachment that consists of the following components: 1) Summary of Location and Operational Criteria, 2) Wineries Within One Mile of the Proposed Project, and 3) Winery Comparison based upon similar production limits broken down as follows: By Appointment Wineries, Pre-WDO Wineries, Small Winery Exemption Permits, and Napa Valley Business Park (AKA Airport Industrial Area) Winery Permits.

As prepared, this comparison includes details such as building size, cave size, tour/tastings (by appointment or public, or no tastings), daily visitors, annual visitors, annual marketing visitors, number of marketing events, total visitors, parcel acreage and winery location (e.g., valley floor, hillside, MST, Carneros, Atlas Peak, Angwin, etc.). The information contained in the "Summary of Location and Operational Criteria" table, was added in 2015, and focuses on a summary of locational and operational criteria of the proposed project. For each criterion, complex issues are discussed in greater detail within the body of the staff report, as well as, a summary of the proposed visitation and marketing in regards to similar production limits and where the project falls within the median and average calculation. More recently, staff has also included a table providing the net change associated with Major Modification application's which includes the winery's approved/existing entitlement, existing conditions if a code compliance application, and proposed requests associated with new production, visitation, marketing events, and number of employees.

Recently the Planning Commission has expressed a desire to discuss with staff the possibility of making changes to the winery comparison analysis to help improve its utility. In addition, given it has been approximately five years since changes have been made, staff is soliciting input from the Commission as to whether this information remains beneficial for assessment of winery applications, and whether the Commission would like staff to modify the comparison tables to provide additional information, or discontinue the use of the table. To help facilitate the discussion, staff has provided a Winery Comparison Analysis table template and sample of tables from previously approved winery projects for Commission review and discussion. This item is not intended to discuss or solicit direction related to changes in policy.

**SUPPORTING DOCUMENTS**

- A . Winery Comparison Analysis Template
- B . Use Permit Sample Winery Comparison Analysis
- C . Major Modification Sample Winery Comparison Analysis
- D . Napa Valley Business Specific Plan Area Wineries Sample

Napa County Planning Commission: Approve

Reviewed By: Charlene Gallina