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Winery Comparison Analysis and Summary of Changes

Piazza Del Dotto
Permit #P18-00143
Summary of Location and Operation Criteria

LOCATIONAL CRITERIA	STAFF COMMENTS
Size of Parcel	21.7 acres
Proximity of Nearest Residence	450 feet
Number of Wineries Located Within One Mile	7
Located Within the Napa Valley Business Park	No
Primary Road Currently or Projected to be Level of Service 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	No
Located Within an Area of Expansive Soils	No
Located Within a Protected County Viewshed	Yes
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	9.94 acres of vineyards on site
Number of Proposed Variances	None
Wastewater Processed On-Site	Continue Hold and Haul operations. Approval for future on-site septic system.
Voluntary Greenhouse Gas Emission Reduction Measures Proposed	Energy conserving lighting, water efficient fixtures, water efficient landscaping, local food production and composting food and garden materials, shade trees for natural cooling, electric vehicle charging stations, caves used for barrel storage, and 70-80% cover crop and reuse of vegetation biomass.
Vanpools, Flexible Work Shifts, Shuttles, or Other Traffic Congestion Management Strategies Proposed	TDM Plan proposes financial incentives for carpooling or biking to work, guaranteed ride home program, bicycle parking, shuttle service, and designation of a Transportation Coordinator.
Violations Currently Under Investigation	None
High Efficiency Water Use Measures Proposed	Water efficient fixtures
Existing Vineyards Proposed to be Removed	None
On-Site Employee or Farmworker Housing Proposed	None
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	Continue Hold and Haul operations. Approval for future on-site septic system.
Trucked in Water Proposed	No

Piazza Del Dotto Winery
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Winery Comparison - 75,000 Gallons

Name	Bldg Size	Cave Size	Production	Daily Visitors	Weekly Visitors	Annual Visitors	Annual Marketing Visitors	Number of Marketing Events	Annual Visitation	Acres	Location	Pre-WDO
COQUEREL FAMILY WINERY	12,741	0	75,000	25	175	9,100	2,140	67	11,240	19.73	valley floor	No
LARKMEAD VINEYARDS	18,047	0	75,000	100	800	41,600	1,740	51	43,340	18	valley floor	Yes
VINEYARD 29	17,804	14,038	75,000	60	370	19,240	1,780	37	21,020	24.64	hillside	No
KULETO VILLA VINEYARDS	18,299	0	75,000	15	0	450	0	0	450	105.95	hillside	No
RUDD ESTATE WINERY	10,088	22,000	75,000	80	250	13,000	702	33	13,702	9.25	valley floor	Yes
OAK KNOLL WINERY	14,500	0	75,000	0	0	0	0	0	0	50.64	valley floor	No

AVERAGE CALCULATION	15,247	6,006	75,000	47	266	13,898	1,060	31	14,959			
MEDIAN CALCULATION	16,152	0	75,000	43	213	11,050	1,221	35	12,471			

PIAZZA DEL DOTTO (APPROVED)	18,000*	16,000	48,000	40 Mon-Thurs 75 Fri-Sun	385	20,020	1,146	31	21,166	21.7	valley floor	No
PIAZZA DEL DOTTO (PROPOSED)	18,352	32,500	75,000	120 Mon-Thurs 130 Fri-Sun	870	45,240	1,866	37	47,106	21.7	valley floor	No

*Previously approved winery building will not be constructed

Piazza Del Dotto
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Summary of Changes

Existing Conditions	Proposed Request	Net Change Analyzed
Visitation:		
40 Visitors/Day Monday-Thursday	120 Visitors/Day Monday-Thursday	80 Visitors/Day Monday-Thursday
75 Visitors/Day Friday-Sunday	130 Visitors/Day Friday-Sunday	55 Visitors/Day Friday-Sunday
385 Visitors/Week	870 Visitors/Week	Net increase of 505 Visitors/Week
20,020 Visitors/Year	45,240 Visitors/Year	Net increase of 25,220 Visitors/Year
Marketing Program:	Additional events	
27 events/year with 24 guests	6 events/year with 120 guests	
2 events/year with 49 guests		
1 event/year with 100 guests		
1 event/year with 300 guests		
31 Total Events	37 Total Events	Net increase 6 events
1,146 Total Marketing Guests/Year	1,866 Marketing Guests/year	Net increase 720 Marketing guests/year
Employees:		
13 full-time employees	17 full time employees	Net increase of 4 full-time employees
2 part-time	2 part-time	No change