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Winery Comparison Analysis and Summary of Changes

Bella Union Winery**Permit # P19-00139****APN 027-470-007****Summary of Location and Operation Criteria**

LOCATIONAL CRITERIA	STAFF COMMENTS
Size of Parcel	60.65 acres
Proximity of Nearest Residence	Approximately 250 feet
Number of Wineries Located Within One Mile	13
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	Yes
Primary Road a Dead End	No
Located Within a Flood Zone	Yes
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	No
Result in the Loss of Sensitive Habitat	No
OPERATIONAL CRITERIA	STAFF COMMENTS
Napa Green Certified or Other Related Program	No, but applicant intends to participate in a program.
Percentage of Estate Grapes Proposed	34 acres of vineyards on-site.
Number of Proposed Variances	None
Wastewater Processed On-Site	Yes
Voluntary Greenhouse Gas Emission Reduction Measures Proposed	installing electrical vehicle charging station and a solar array; water saving measures through use of water efficient fixtures, low impact development, water efficient landscaping; utilizing local food production, recycling 75% of all waste and composting 75% food and garden material; implementing a sustainable purchasing and shipping program and use of recycled materials; and education to staff and visitors on sustainable practices. The winery practices organic farming of the existing vineyards, which include 70-80% cover crop.
Vanpools, Flexible Work Shifts, Shuttles, or Other Traffic Congestion Management Strategies Proposed	Yes - Options included in the proposed Travel Demand Management Program
Violations Currently Under Investigation	No
High Efficiency Water Use Measures Proposed	Yes
Existing Vineyards Proposed to be Removed	No
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	No
New Vineyards Plantings Proposed	No
Hold & Haul Proposed: Temporary (Duration of Time) or Permanent	No
Trucked in Water Proposed	No

Bella Union Winery
Permit # P19-00139
Wineries Within One Mile of APN 027-470-007

Name	Address	Bldg Size	Cave Size	Production	Tours/ Tastings	Weekly Visitors	Number of Marketing Events	Employees
WHITEHALL LANE WINERY	1563 ST HELENA HWY	34,227		200,000	PUB	600	60	7
DEL DOTTO FAMILY WINERY	1445 S ST HELENA HWY	4,200	15,163	48,000	APPT	200	31	4
PESTONI FAMILY	1673 ST HELENA HWY	7,900		35,000	PUB	150	0	2
WHL WINERY	1561 S WHITEHALL LN	8,042		10,000	NO	0	0	10
TRES SABORES	1620 S WHITEHALL LN	2,150	780	20,000	APPT	4	0	1
GRGICH HILLS CELLARS	1829 ST HELENA HWY	46,083		250,000	APPT	4,004	385	44
THE PRISONER WINE COMPANY	1178 GALLERON LN	130,094		1,200,000	PUB	3,500	4,612	94
SULLIVAN FAMILY ESTATE	1090 GALLERON LN	30,310		33,000	APPT	300	18	20
RAYMOND VINEYARD AND CELLAR	849 ZINFANDEL LN	130,301		750,000	PUB	2,800	128	80
ALPHA OMEGA WINERY	1155 MEE LN	17,419		100,000	PUB	0	0	22
LMR RUTHERFORD ESTATE WINERY	1790 ST HELENA HWY	33,453		100,000	APPT	330	32	8
BEAULIEU VINEYARDS	1960 ST HELENA HWY	285,637		1,800,000	PUB	3,850	206	86

Bella Union Winery
Permit # P19-00139
Winery Comparison (250,000 to 350,000 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
ALTAMURA VINEYARDS	30,232	0	250,000	10	150	7,800	240	8	8,040	42.72	Wooden Valley
CHAPPELLET	53,136	0	250,000	55	385	20,020	1,760	22	21,780	15.01	Hillside
PARADUXX VINEYARDS	41,738	0	350,000	144	800	41,600	7,749	198	49,349	45.56	Valley floor
AVERAGE CALCULATION	41,702	0	283,333	70	445	23,140	3,250	76	26,390		
MEDIAN CALCULATION	41,738	0	250,000	55	385	20,020	1,760	22	21,780		

BELLA UNION WINERY (Approved)	25,754	0	180,000	43	300	15,600	6,980	401	22,580	60.65	valley floor
BELLA UNION WINERY (Proposed)	44,741	0	300,000	M-Th 175 Fri-Sun 225	1,375	71,500	9,500	169	81,000	60.65	valley floor

Bella Union Winery
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Winery Comparison (250,000 to 350,000 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
HONIG CELLARS	33,837	0	300,000	100	700	36,400	600	8	37,000	67	valley floor
MINER FAMILY WINERY	19,500	22,000	300,000	186	1,307	68,000	1,760	70	69,760	13.5	hillside
NIEBAUM COPPOLA ESTATE HIGHWAY 29	74,879	18,400	250,000	484	3,391	176,332	0	0	176,332	81.81	hillside
PINE RIDGE WINERY	35,896	31,830	300,000	119	833	43,316	12,640	112	55,956	50.31	valley floor
STAGS LEAP WINE CELLARS	57,120	34,860	330,000	50	350	18,200	7,225	153	25,425	40.22	valley floor
CLOS DU VAL WINE COMPANY	62,882	0	350,000	175	900	46,800	4,496	94	51,296	14.07	hillside
ETUDE WINERY	40,520	0	300,000	350	2,450	127,400	19,685	1,130	147,085	29.81	Carneros
CASTELLO DI AMOROSA	119,460	30,000	250,000	200	600	31,200	0	0	31,200	40	hillside
GRGICH HILLS CELLARS	46,083	0	250,000	572	4,004	208,208	20,590	385	228,798	13.24	valley floor
TURNBULL WINE CELLARS	40,543	0	250,000	350	400	20,800	1,090	22	21,890	21.64	valley floor
OPUS ONE WINERY	131,906	0	250,000	200	1,450	26,000	2,850	35	28,850	49.17	valley floor
LIANA ESTATES WINERY	34,511	0	250,000	75	525	27,375	3,612	63	30,987	49.67	Carneros
AVERAGE CALCULATION	58,095	11,424	281,667	238	1,409	69,169	6,212	173	75,382		
MEDIAN CALCULATION	43,313	0.00	275,000	193	867	39,858	3,231	67	44,148		

BELLA UNION WINERY (Approved)	25,754	0	180,000	43	300	15,600	6,980	401	22,580	60.65	valley floor
BELLA UNION WINERY (Proposed)	44,741	0	300,000	M-Th 175 Fri-Sun 225	1,375	71,500	9,500	169	81,000	60.65	valley floor

Paraduxx Winery
Permit # P18-00347
APN 031-170-019

Winery Comparison (250,000 to 350,000 gallons)

NAPA VALLEY BUSINESS PARK (AKA AIRPORT INDUSTRIAL AREA) WINERY PERMITS

Name	Bldg Size	Cave Size	Production	Tours/ Tastings	Daily Visitors	Weekly Visitors	Annual Visitors	Annual Marketing Visitors	Number of Marketing Events	Total Visitors	Acres	Location
BIN TO BOTTLE	13,000	0	310,000	No	0	0	0	400	12	400	1.29	industrial
BIN TO BOTTLE II	48,250	0	250,000	No	0	0	0	0	0	0	3.41	industrial
BELLA UNION WINERY (Approved)	25,754	0	180,000	Yes	43	300	15,600	6,980	401	22,580	60.65	valley floor
BELLA UNION WINERY (Proposed)	44,741	0	300,000	Yes	M-Th 175 Fri-Sun 225	1,375	71,500	9,500	169	81,000	60.65	valley floor

Bella Union Winery
Permit # P19-00139
Summary of Operation Changes

Existing Conditions	Proposed Request	Net Change Analyzed
Visitation: Public		
43 Visitors/Day (Average of weekly max)	43 Visitors/Day (Average of weekly max)	No change
300 Visitors/Week	300 Visitors/Week	No change
15,600 Visitors/Year	15,600 Visitors/Year	No change
Visitation: By-Appointment		
	132 Visitors/Day Monday-Thursday	+132 Visitors
0 Visitors/Day	182 Visitors/Day Friday-Sunday	+182 Visitors
0 Visitors/Week	1,075 Visitors/Week	1,075 Visitors
0 Visitors/Year	55,900 Visitors/Year	55,900 Visitors
Visitation: By-Appointment + Public		
	175 Visitors/Day Monday-Thursday	+132 Visitors
43 Visitors/Day	225 Visitors/Day Friday-Sunday	+182 Visitors
300 Visitors/Week	1,375/Week	1,075 Visitors
15,600 Visitors/Year	71,500/year	55,900 Visitors
Marketing Program Annual:		
401 Total Events	169 Total Events	Decrease by 232 Total Events
6,980 Total Marketing Guests/year	9,500 Total Marketing Guests/year	Increase by 2,520 Marketing Guests/year
24 Events with max 50 guests	12 Events with 100 guests	
12 Events with max 200 guests	1 Event with up to 500	
Daily 10 to 25 guests with a max of guests/week	3/week with up to 50 guests	
Employees:		
12 full-time employees	38 full time employees	Increase of 26 full-time employees
No part-time employees	7 part-time employees	Increase of 7 part-time employees