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## Winery Comparison Analysis

Venge Vineyards

Permit # P19-00141

APN 020-350-043

Summary of Location and Operation Criteria

LOCATIONAL CRITERIA	STAFF COMMENTS
Size of Parcel	12 acres
Proximity of Nearest Residence	Approximately 350 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	No
Primary Road a Dead End	Yes
Located Within a Flood Zone	No
Located Within a Municipal Reservoir Watershed	No
Located Within a State Responsibility Area or Fire Hazard Severity Zone	Yes
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	No
Number of Proposed Variances	None
Wastewater Processed On-Site	Yes
Voluntary Greenhouse Gas Emission Reduction Measures Proposed	Installation of solar panels which generate on-site renewable energy; installation of energy conserving lighting; installation of water efficient fixtures; use of water efficient landscaping; recycling of 75 percent of all waste; implementation of a sustainable purchasing and shipping program; site design oriented to optimize conditions for natural heating, cooling, and day lighting of interior spaces, and to maximize winter sun exposure; and minimizing the amount of grading and tree removal.
Vanpools, Flexible Work Shifts, Shuttles, or Other Traffic Congestion Management Strategies Proposed	Yes
Violations Currently Under Investigation	Part of voluntary code compliance program
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

**Venge Vineyards**  
**Permit # P19-00141**  
**Wineries Within One Mile of APN 020-350-043**

Name	Address	Bldg Size	Cave Size	Production	Tours/ Tastings	Weekly Visitors	Annual Visitors	Number of Marketing Events	Annual Visitation	Employees
PAOLETTI ESTATES WINERY	4501 Silverado Trail	3,604	6,400	16,000	APPT	10	520	3	550	2
AUBERT WINERY	333 Silverado Trail	CITY OF CALISTOGA								
ARAUJO ESTATES WINERY	2155 Pickett Road	8,703	9,700	20,000	APPT	126	6,552	15	7,125	13
CANARD WINERY	1016 Dunaweal Lane	3,005	0	10,000	APPT	70	3,640	8	3,880	3
FISHER WINERY	4771 N. Silverado Trail	16,200	0	30,000	APPT	50	2,600	23	3,175	3
STERLING VINEYARDS	1111 Dunaweal Lane	120,362	41,000	1,500,000	PUB	4,808	250,000	547	256,700	46
CLO PEGASE INC	1060 Dunaweal Lane	24,100	19,000	200,000	PUB	725	37,700	0	37,700	10
BRIAN ARDEN	331 Silverado Trail	CITY OF CALISTOGA								
FAIRVIEW ESTATES WINERY	4550 Silverado Trail	20,002	25,000	155,048	PUB	600	31,200	730	76,825	15
PICKETT ROAD WINE CO.	2339 Pickett Road	7,305	7,000	12,000	APPT	60	3,120	6	3,610	8
KENEFICK WINERY	2200 Pickett Road	4,740	0	20,000	APPT	84	4,368	11	4,718	4
PHIFER PAVITT FAMILY VINEYARDS	4660 Silverado Trail	3,360	0	10,000	APPT	28	1,456	9	1,566	2
GIRARD NAPA VALLEY	1077 Dunaweal Lane	39,604	0	200,000	APPT	294	15,288	9	16,888	25

Venge Vineyards  
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Winery Comparison (70,000 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
WHEELER FARMS	31085	0	70000	32	224	11648	1692	54	13340	11.66	valley floor
SHADYBROOK WINERY	15001	0	70000	50	350	18200	1080	18	19280	11.37	MST
<b>AVERAGE CALCULATION</b>	<b>23043</b>	<b>0</b>	<b>70000</b>	<b>41</b>	<b>224</b>	<b>11648</b>	<b>1386</b>	<b>36</b>	<b>16310</b>	<b>11.52</b>	

<b>MEDIAN CALCULATION</b>	<b>23043</b>	<b>0</b>	<b>70000</b>	<b>41</b>	<b>287</b>	<b>14924</b>	<b>1386</b>	<b>36</b>	<b>16310</b>	<b>11.52</b>	
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Venge Vineyards (Approved)	19298	9000	20000	20	140	7280	180	8	7460	12.37	valley floor
Venge Vineyards (Existing)	19298	9000	70000	20	140	7280	180	8	7460	12.37	valley floor
<b>Venge Vineyards (Proposed)</b>	<b>19298</b>	<b>9000</b>	<b>70000</b>	<b>19</b>	<b>133</b>	<b>6916</b>	<b>600</b>	<b>36</b>	<b>7516</b>	<b>12.37</b>	<b>valley floor</b>

Venge Vineyards  
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Winery Comparison (70,000 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
VINCENT ARROYO WINERY	9586	0	70000	50	350	18200	1460	20	19660	22.62	valley floor
BURGESS CELLARS	17092	0	70000	20	40	2080	0	0	2080	29.97	hillside
BEAUCANON ESTATE	2805	0	70000	0	0	0	0	0	0	94.23	MST
<b>AVERAGE CALCULATION</b>	<b>9828</b>	<b>0</b>	<b>70000</b>	<b>23</b>	<b>130</b>	<b>6760</b>	<b>487</b>	<b>7</b>	<b>7247</b>	<b>48.94</b>	
<b>MEDIAN CALCULATION</b>	<b>9586</b>	<b>0</b>	<b>70000</b>	<b>20</b>	<b>40</b>	<b>2080</b>	<b>0</b>	<b>20</b>	<b>2080</b>	<b>29.97</b>	

Venge Vineyards (Approved)	19298	9000	20000	20	140	7280	180	8	7460	12.37	valley floor
Venge Vineyards (Existing)	19298	9000	70000	20	140	7280	180	8	7460	12.37	valley floor
<b>Venge Vineyards (Proposed)</b>	<b>19298</b>	<b>9000</b>	<b>70000</b>	<b>19</b>	<b>133</b>	<b>6916</b>	<b>600</b>	<b>36</b>	<b>7516</b>	<b>12.37</b>	<b>valley floor</b>

## Venge Vineyards Summary of Changes

Prior Approval	Existing Conditions	Proposed Request	Net Change Analyzed (Existing Conditions v. Proposed Request)
<b>Building Size:</b>	<b>Building Size:</b>		
19,298 square feet	19,298 square feet	19,298 square feet	No change
<b>Production:</b>	<b>Production:</b>		
20,000 Gallons/Year	70,000 Gallons/Year	70,000 Gallons/Year	No change
<b>Visitation:</b>	<b>Visitation:</b>		
20 Visitors/Day	20 Visitors/Day	19 Visitors/Day	Net Decrease: 1 Visitor/Day
140 Visitors/Week	140 Visitors/Week	133 Visitors/Week	Net Decrease: 7 Visitors/Week
7,280 Visitors/Year	7,280 Visitors/Year	6,916 Visitors/Year	Net Decrease: 364 Visitors/Year
<b>Marketing Program:</b>	<b>Marketing Program:</b>		
3 Events/Year @ 10 Guests 5 Events/Year @ 30 Guests	3 Events/Year @ 10 Guests 5 Events/Year @ 30 Guests	24 Events/Year @ 10 Guests 12 Events/Year @ 30 Guests	
10 Total Events	10 Total Events	36 Total Events	Net Increase: 26 Events/Year
180 Total Guests/Year	180 Total Guests/Year	600 Total Guests/Year	Net Increase: 420 Guests/Year
<b>Number of Employees:</b>	<b>Number of Employees:</b>		
2 Full-Time & 2 Part-Time	5 Full-Time	5 Full-Time	No change