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# Winery Comparison Analysis and Summary of Changes

William Cole Winery Use Permit Major Modification P19-00101-MOD  
and Variance P19-00441-VAR  
Planning Commission Hearing Date (May 1, 2024)

**William Cole**  
**Permit #P19-00101**  
**Summary of Location and Operation Criteria**

LOCATIONAL CRITERIA	STAFF COMMENTS
Size of Parcel	5.72
Proximity of Nearest Residence	110
Number of Wineries Located Within One Mile	15
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	SR 29 would operate at LOS C with project. Future conditions during PM peak would be LOS D. General Plan Policy CIR-38 indicates that LOS F is acceptable for SR 29 between Yountville and St. Helena.
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	Yes
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
Percentage of Estate Grapes Proposed	75%
Number of Proposed Variances	1
Wastewater Processed On-Site	Yes
Voluntary Greenhouse Gas Emission Reduction Measures Proposed	Generation of on-site renewable energy, install EV charging stations, bicycle incentives through promoting the Napa Valley Vine Trail as a dedicated bicycle lane that has planned expansion along Highway 29 in front of the winery.
Vanpools, Flexible Work Shifts, Shuttles, or Other Traffic Congestion Management Strategies Proposed	No
Violations Currently Under Investigation	None
High Efficiency Water Use Measures Proposed	Yes
Existing Vineyards Proposed to be Removed	Yes, 2.13 acres
On-Site Employee or Farmworker Housing Proposed	No
Site Served by a Municipal Water Supply	Yes, residence and landscaping
Site Served by a Municipal Sewer System	No

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Recycled Water Use Proposed	Yes
New Vineyards Plantings Proposed	No
Hold & Haul Proposed: Temporary (Duration of Time) or Permanent	No
Trucked in Water Proposed	No

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**Wineries Within One Mile of APN 022-230-015**

Name	Address	Bldg Size	Cave Size	Production	Tours/ Tastings	Weekly Visitors	Number of Marketing Events	Employees
Ballentine Winery	2820 St. Helena Hwy N	7,400	0	125,000	APPT	390	112	15
Beringer Vineyards (St. Helena City)	2000 Main Street	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Charles Krug (St. Helena City)	2800 Main Street	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Duckhorn Vineyards	1000 Lodi Lane	42,290	0	160,000	PUB	626	160	45
Fantesca Estate	2600 Spring Mountain Road	4,700	6,900	30,000	APPT	100	43	8
Faust Wine (St. Clement Vineyards)	2867 St. Helena Hwy N	6,600	0	72,000	APPT	490	0	13
Freemark Abbey	3022 St. Helena Hwy N	30,232	0	60,000	APPT	1,800	0	12
Grace Family Winery	1210 Rockland Drive	2,660	0	7,000	APPT	20	0	1
Markham Winery	2812 St. Helena Hwy N	73,983	0	429,000	APPT	450	81	18
Melka Winery	2900 Silverado Trail	6,359	4,784	10,000	APPT	30	3	5
Morlet Family Estate	2825 St. Helena Hwy N	4,121	5,000	20,000	APPT	25	8	6
Revana Winery	2910 St. Helena Hwy N	6,624	0	15,000	APPT	40	12	3
Titus Vineyards	2969 Silverado Trail	32,921	0	48,000	APPT	350	20	11
Trinchero Napa Valley	3070 St. Helena Hwy N	35,211	2,296	100,000	APPT	930	11	14
Vineyard 29	2927 St. Helena Hwy N	17,804	14,038	48,500	APPT	30	17	4

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**Winery Comparison (30,000 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
MALDONADO WINERY	3692	2800	30000	12	30	1560	80	3	1640	11.14	hillside
FEW AND FAR BETWEEN	3696	22355	30000	4	28	1456	173	5	1629	113.64	Calistoga
HOURGLASS WINERY	4700	10400	30000	10	22	1144	550	16	1694	15	hillside
FISHER WINERY	16200	0	30000	10	50	2600	575	23	3175	55.69	valley floor
BEAUTIFUL DAY WINERY	24471		30000	40	385	20020	1300	28	21320	29.4	valley floor
JOSEPH CELLARS	4941	15798	30000	75	525	27300	4560	106	31860	25.96	hillside
WALLIS FAMILY ESTATE	11711	0	30000	18	108	5616	225	3	5841	0	hillside
FANTESCA ESTATE	4700	6900	30000	18	100	5200	1205	43	6405	52.56	hillside
DIOGENES RIDGE WINERY	3445	5800	30000	15	90	4680	1020	41	5700	12.94	Angwin
CADE WINERY	12203	14290	30000	15	75	3900	750	15	4650	53.9	Angwin
CASTELLUCCI FAMILY WINERY	12376	0	30000	50	210	10920	830	19	11750	19.3	valley floor
SNOWDEN VINEYARDS	8025	18900	30000	0	5	260	0	0	260	160.06	hillside
CASTLEVALE WINERY	21795	2965	30000	18	126	6552	835	17	7387	55.35	Chiles Valley
CORBETT VINEYARDS	8243	4000	30000	0	10	520	140	4	660	56.48	hillside
TOAD HALL CELLARS	5360	6000	30000	0	0	0	0	0	0	35.16	valley floor
YOUNG INGLEWOOD VINEYARDS	10575	0	30000	16	112	5824	1745	28	7569	16	valley floor
BOMMARITO WINERY	12882		30000	15	105	5475	2100	66	7575	23.4	Rutherford
SCARLETT WINERY	27261		30000	15	80	4160	765	28	4925	47.88	valley floor
EAGLE EYE WINERY	8800	0	30000	16	112	5824	1452	53	7276	13.16	Gordon Valley
SLEEPING LADY WINERY	8800		30000	20	140	7280	450	12	7580	103.83	valley floor
DARMS LANE WINERY	11251	11771	30000	24	150	7800	1414	54	9214	49.16	valley floor
IDEOLOGY CELLARS	8523	0	30000	15	105	5460	240	7	5700	10.09	valley floor
HILLVIEW VINEYARD	7700	0	30000	16	112	5824	1430	27	7254	16.01	valley floor
ANTHEM WINERY AND VINEYARDS	1680	0	30000				260	52	260	27.23	hillside
MIRA WINERY	5264		30000	25	175	9100	400	11	9500	10.5	valley floor
H and L WINERY	5000	0	30000	20	140	7280	400	11	7680	41.15	valley floor
BOYD FAMILY VINEYARDS	4600		30000	15	40	2080	400	11	2480	21.88	valley floor
JUDD'S HILL WINERY	7108	0	30000	8	28	1456	0	0	1456	20.05	valley floor

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ELLMAN FAMILY WINERY	6104	0	30000	15	70	3640	665	27	4305	13.52	valley floor
MAHONEY VINEYARDS	9410	0	30000	15	84	4368	450	12	5910	10.05	Carneros
HYDE WINERY	12552	0	30000	100	575	29900	840	11	30740	12.27	Carneros
DAVID ARTHUR VINEYARDS	6900	6500	30000	20	35	1820	1377	13	3197	47.85	valley floor
GOSECROSS CELLARS	7151	0	30000	50	350	18200	710	15	18910	11.31	hillside
PARADIGM WINERY	4616	0	30000	10	15	780	30	1	810	26.25	valley floor
SHADYBROOK WINERY	10548	0	30000	21	147	7644	270	9	7914	11.37	MST
SLEEPING GIANT	12745		30000	10	85	4420	300	6	3212	11.41	Carneros
FONTANELLA WINERY	8969	0	30000	14	98	5096	805	58	5901	26.44	hillside
ROGERS WINERY	4998	0	30000	20	120	6240	300	10	6540	52.93	hillside
<b>AVERAGE CALCULATION</b>	<b>9184</b>	<b>4144</b>	<b>30000</b>	<b>21</b>	<b>125</b>	<b>6524</b>	<b>764</b>	<b>22</b>	<b>7102</b>	<b>34.75</b>	
<b>MEDIAN CALCULATION</b>	<b>8134</b>	<b>0</b>	<b>30000</b>	<b>15</b>	<b>100</b>	<b>5200</b>	<b>563</b>	<b>14</b>	<b>5906</b>	<b>16.79</b>	
<b>WILLIAM COLE WINERY</b>	<b>8644</b>	<b>4000</b>	<b>30000</b>	<b>18</b>	<b>125</b>	<b>6500</b>	<b>485</b>	<b>13</b>	<b>6985</b>	<b>5.72</b>	<b>hillside</b>

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**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
PARADIGM WINERY	4616	0	30000	20	120	6240	30	1	6270	26.25	valley floor
COSENTINO WINERY	12850	0	30000	0	350	18200	0	0	18200	4.29	valley floor
STAR VINEYARDS	2800	0	30000	0	20	1040	0	0	1040	1.44	valley floor
DAVID ARTHUR VINEYARDS	6900	6500	30000	20	35	1820	1377	13	3197	47.85	hillside
<b>AVERAGE CALCULATION</b>	<b>6792</b>	<b>1625</b>	<b>30000</b>	<b>10</b>	<b>131</b>	<b>6825</b>	<b>352</b>	<b>4</b>	<b>7177</b>	<b>19.96</b>	
<b>MEDIAN CALCULATION</b>	<b>5758</b>	<b>0</b>	<b>30000</b>	<b>10</b>	<b>78</b>	<b>4030</b>	<b>15</b>	<b>1</b>	<b>2119</b>	<b>24.65</b>	

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 SUMMARY OF CHANGES

Permitted Conditions	Existing Conditions To Be Recognized	Proposed Request Beyond Existing Conditions	Net Change Analyzed
<b>Production:</b>	<b>Production:</b>	<b>Production:</b>	
20000 gallons	22000 gallons	30000 gallons	Net increase of 10000 gallons
<b>Visitation:</b>	<b>Visitation:</b>	<b>Visitation:</b>	
5 Visitors/Day	5 Visitors/Day	18 Visitors/Day	Net increase of 13 Visitors/Day
10 Visitors/Week	23 Visitors/Week	125 Visitors/Week	Net increase of 115 Visitors/Week
520 Visitors/Year	1196 Visitors/Year	6500 Visitors/Year	Net increase of 5980 Visitors/Year
<b>Marketing Program:</b>	<b>Marketing Program:</b>	<b>Marketing Program</b>	
4 Events/year @ max. 15 guests	4 Events/year @ max. 15 guests	3 events/year @ 50 guests	
3 Events/year @ max. 25 guests	3 Events/year @ max. 25 guests	2 Wine Release Events/year @ max. 75 guests	
1 Event/year @ max. 50 guests	1 Event/year @ max. 50 guests		
8 Total Events	8 Total Events	5 Total Events	Net increase 5 Total Events
185 Total Marketing Guests/Year	185 Total Marketing Guests/Year	300 Marketing Guests/year	Net increase 300 Marketing guests
<b>Employees:</b>	<b>Employees:</b>		
2 full-time employees	6 full-time employees	8 full time employees	Net increase of 6 full-time employees
1 part-time employees	0 part-time employees	0 part-time employees	Net increase of 0 full-time employees