



***Crafting
Sonoma
County's New
Cannabis
Program:***

***Visual
Considerations***

**Virtual Visioning
Session
August 12, 2021**





Why are we conducting these Visioning Sessions?

- 1. Develop a comprehensive update to the existing cannabis ordinance based on community input and a thorough Environmental Impact Report (EIR) (Sonoma County Board of Supervisors, June 8, 2021)***
- 2. The Supervisors have requested community engagement to inform the policy goals they will develop at their September 28 workshop.**
- 3. Visioning session topics: Land Use, Safety, Water, and Visual Considerations—the 4 most significant aspects of how a cannabis program impacts the community.**

New Sonoma County Cannabis Program Project Timeline





Sonoma County Staff Introducing Our Topics

**Katrina Braehmer
and
Marina Herrera,
Permit Sonoma**

**Visioning Session
Team**

**Crystal Acker,
Cannabis Project
Manager**

**Scott Orr, Permit
Sonoma, Deputy
Director**

**Patrick Dirden,
Timer &
PowerPoint**

**McCall Miller,
CAO's Office,
Tech Director &
Email Monitor**

**Julie Burns,
Spanish
Interpreter**

**Daniel Tamayo,
Spanish
Interpreter**

**B.J. Bischoff,
Co-Facilitator**

**Sarah Stierch,
Co-Facilitator**

Visioning Session Procedures

*Cannabis@
sonoma-
county.org*



Place all comments in the Q&A. We're saving the Chat to provide information for you, as needed.



We've de-activated the UpVote function (thumbs up). Reply directly to comments you like or disagree with.



If you cannot access us via Zoom, email us: cannabis@sonoma-county.org



Your comments will be summarized and presented to the Board of Supervisors



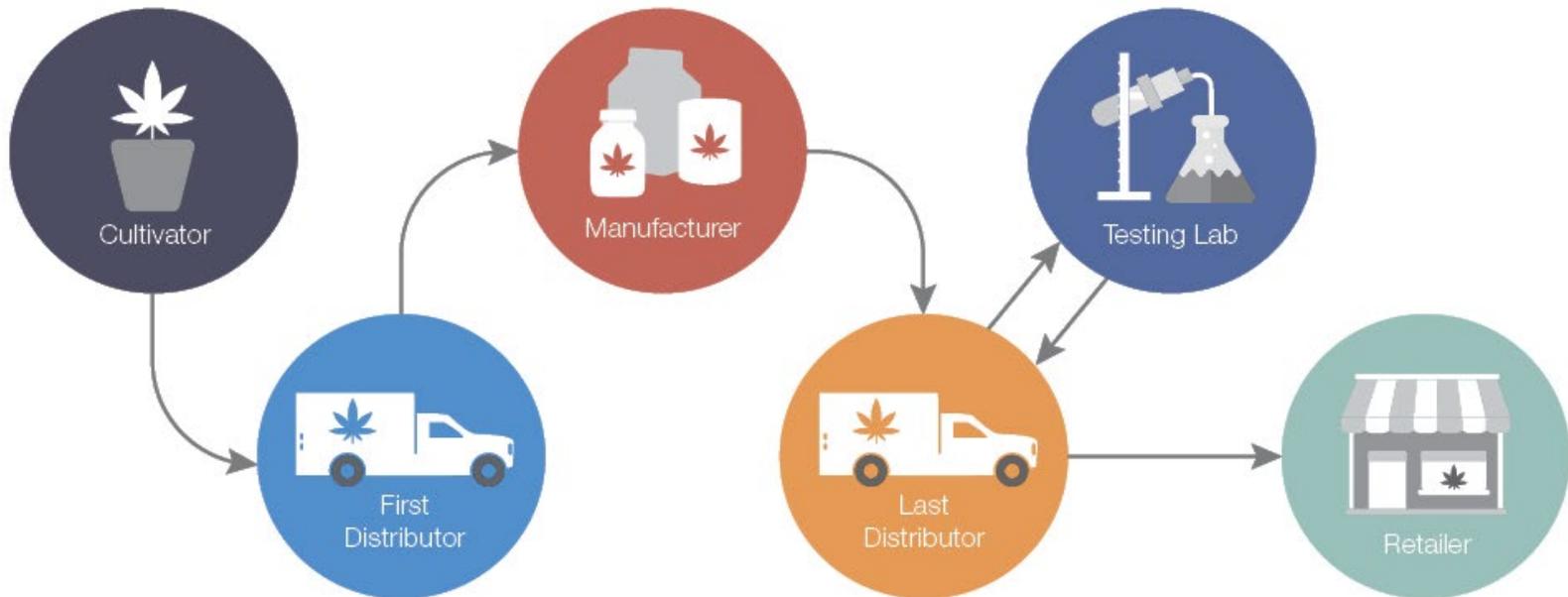
Today's session is being recorded



Please use respectful language.

Cannabis Supply Chain

The Cannabis Supply Chain in California



Our shared values shape our future.



Places of natural beauty that we should protect

Places for cannabis operations that don't detract from our natural beauty

Places that wouldn't be a good fit

What cannabis operations should look like

Visual separation from surrounding area

Overall visual appearance of supply chain

Lighting

Accountability

**Sonoma County's
natural beauty deserves
to be protected.**

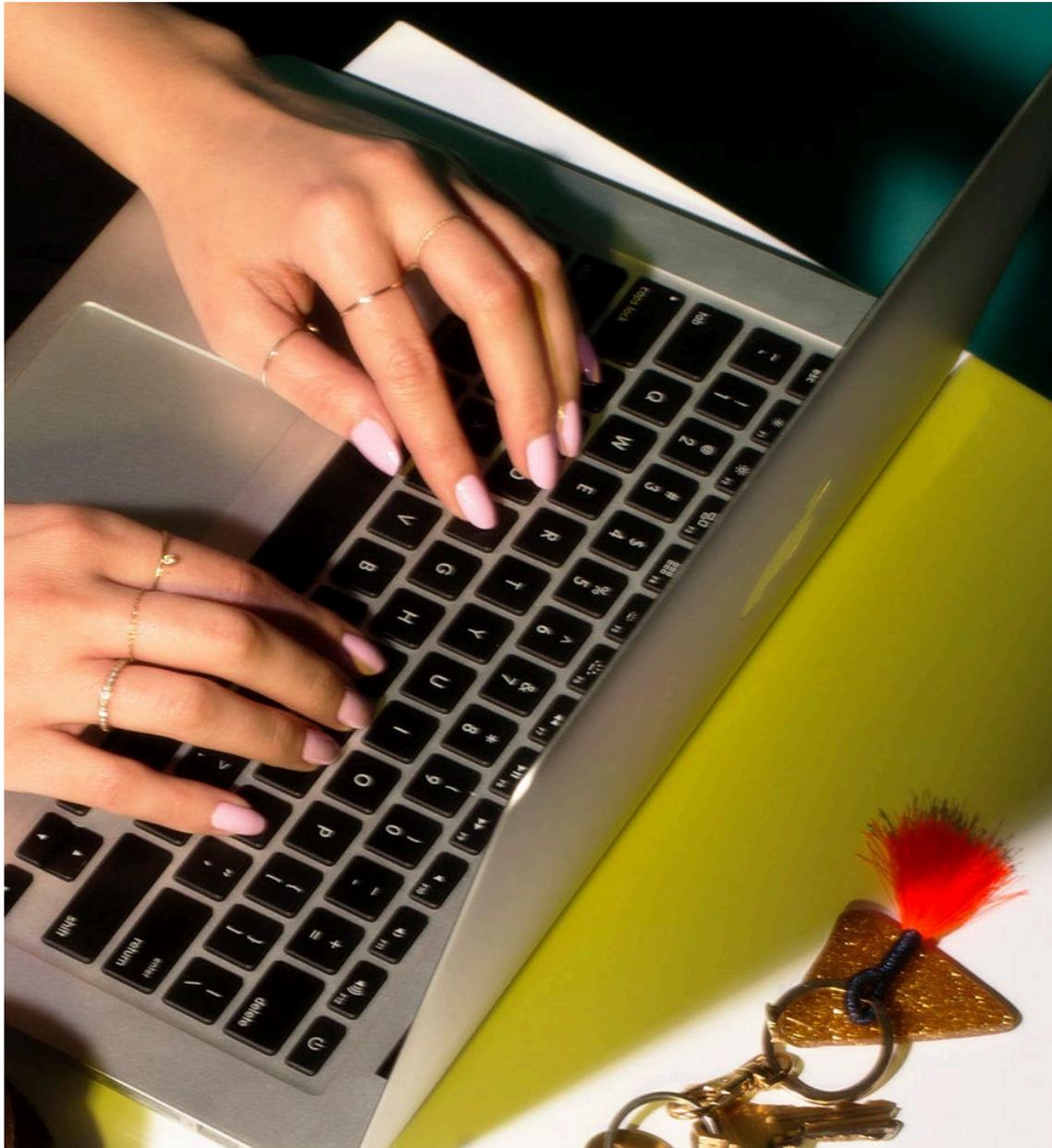


**General Plan & Zoning
Scenic Resource
Designations:**

- **Scenic Corridor**
- **Scenic Landscape Unit**
- **Community Separator**

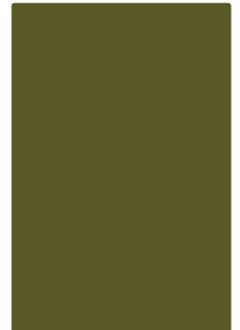
Goals:

- **Protect neighborhood character, ridgelines, and Regional & State Parks**
- **Reduce light pollution and preserve community boundaries**



Community Comments

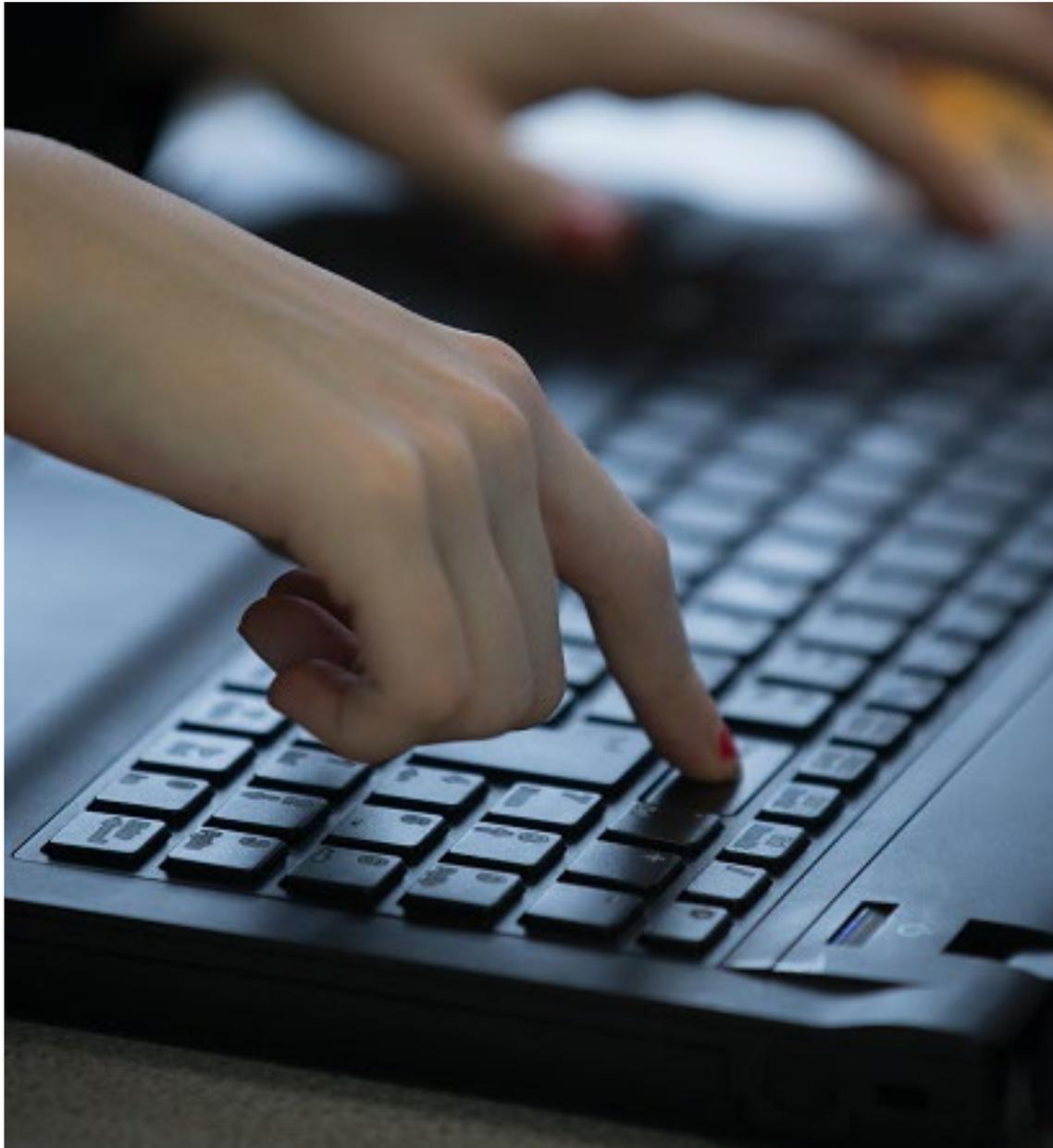
What do you value about the look and feel of Sonoma County that we should be protecting when considering where cannabis cultivation is located?



**It's important to protect
the visual integrity of
Sonoma County.**

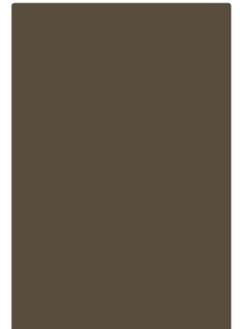


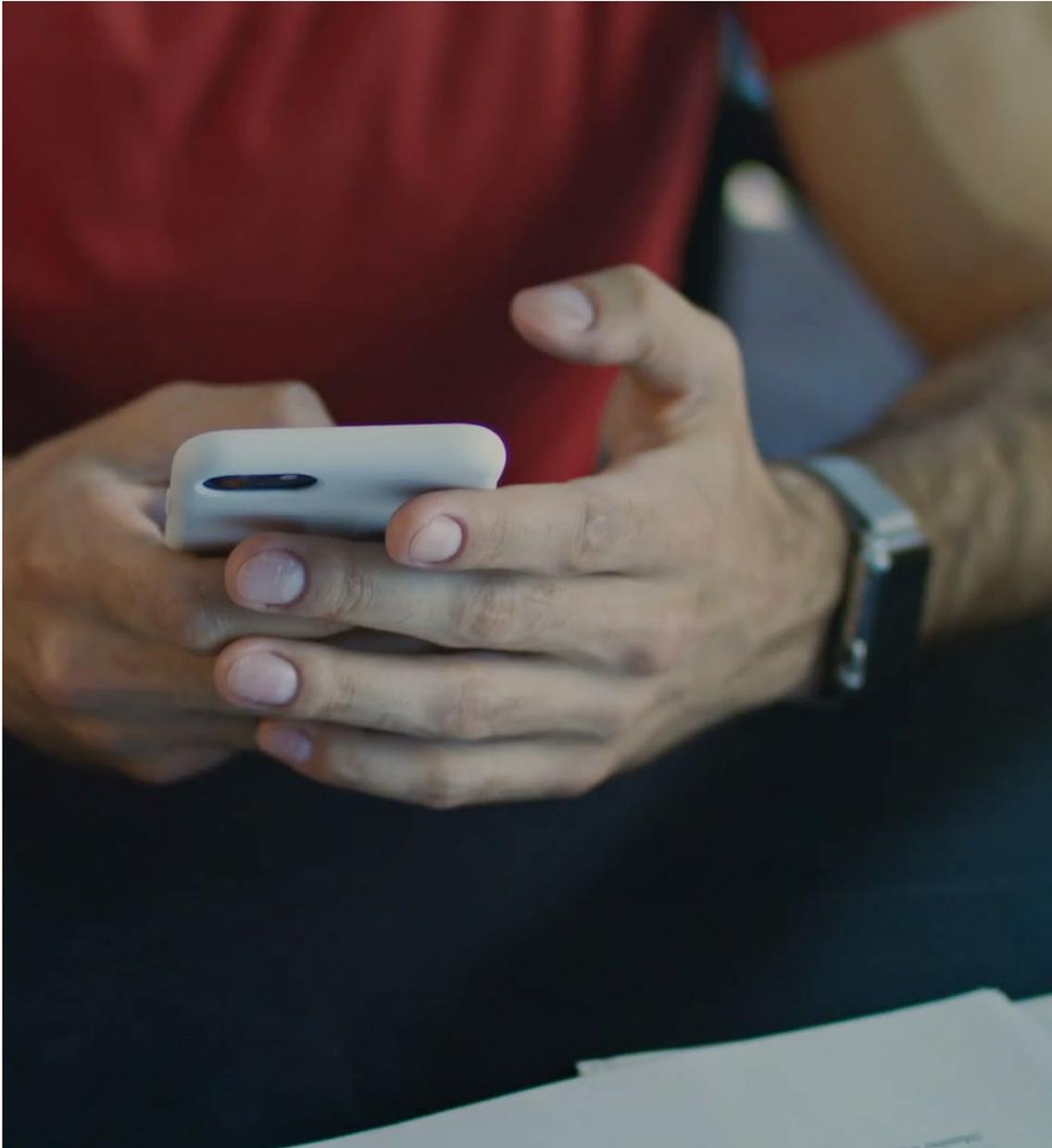
**For the
cannabis
program to be
successful,
where should
cultivation be
located to
maintain
Sonoma
County's visual
beauty?**



Community Comments

What are the types of places where cannabis cultivation should be allowed because it wouldn't impact the visual beauty of our county?





Community Comments

What are the characteristics of the types of places where cannabis cultivation wouldn't be a good fit?



How should cannabis cultivation operations look?

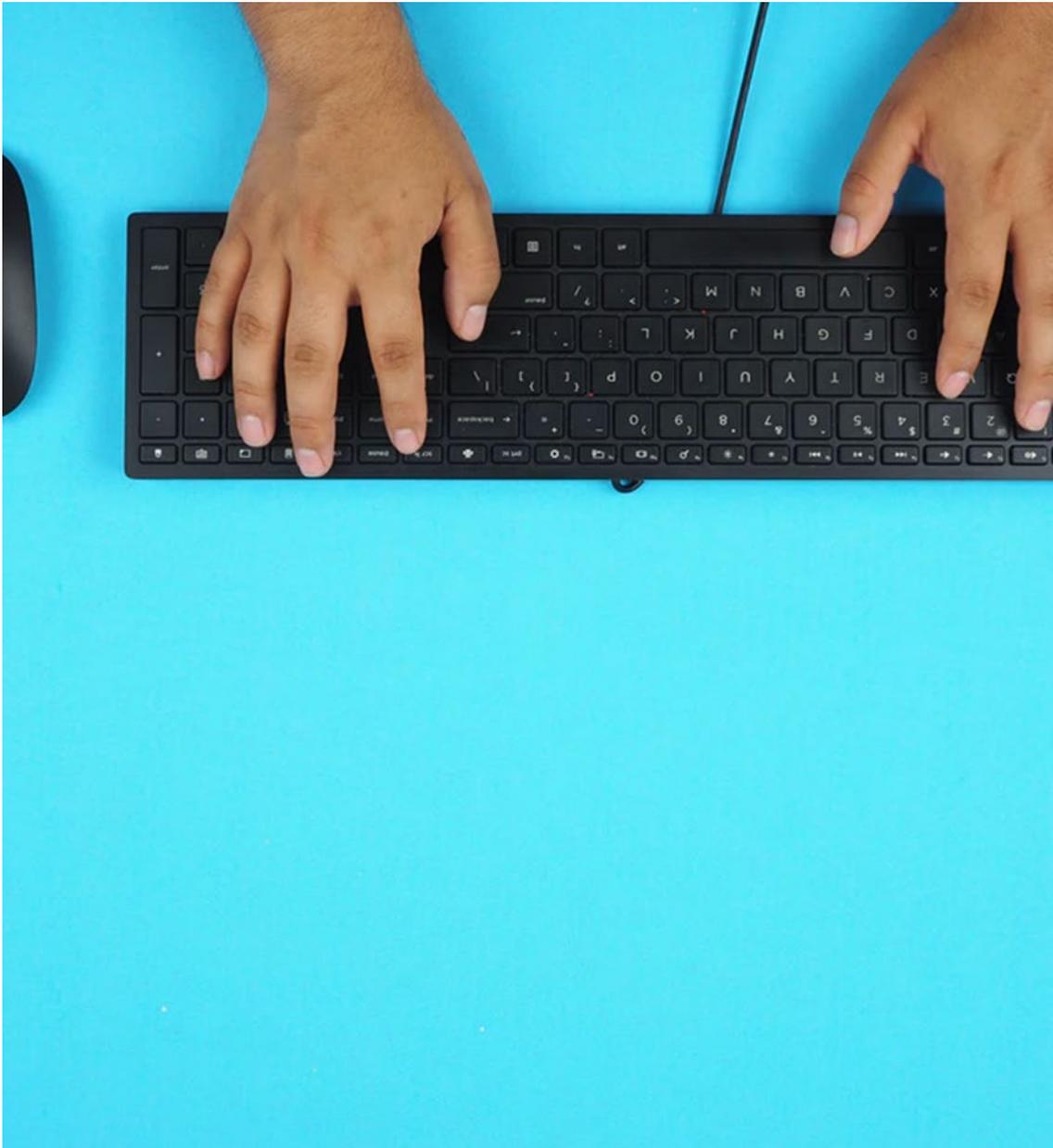


Types of Cultivation:

- Outdoor
- Mixed-light
- Indoor

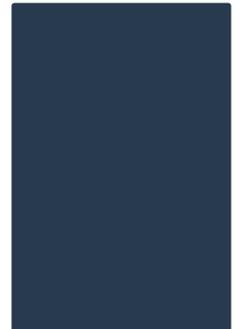
Rural vs. urban contexts

What are ideal locations for the different types of cannabis cultivation?



Community Comments

**What would
cannabis cultivation
operations look like
in a successful
cannabis program?**



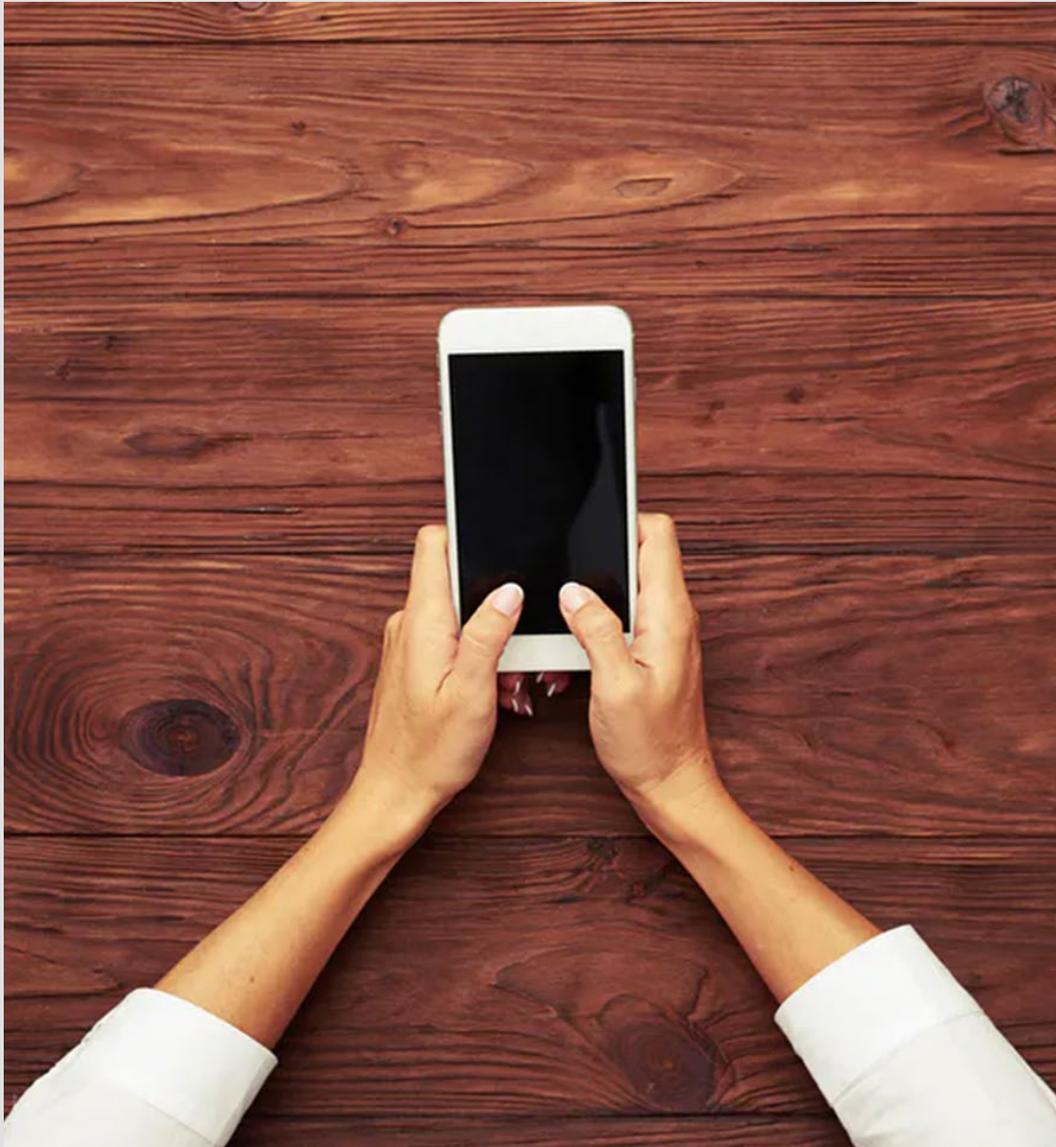
We need to consider visual separation from the surrounding area.



How can cannabis projects visually blend into the surrounding area?

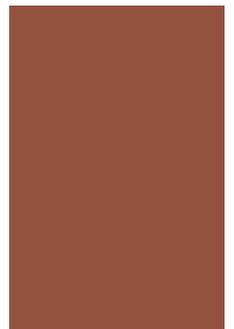
Could depend on the type of cultivation or other operation type in the supply chain

What are the goals for screening?



Community Comments

- 1. What does successfully separating cannabis cultivation operations visually from the surrounding area look like?**
- 2. What would a cultivation site that isn't separated well look like?**



We need to consider the visual appearance of the entire supply chain.



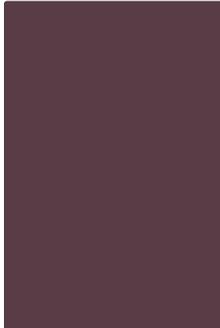
Design elements will depend on context and proposed development.

Typical design considerations include:

- **Bulk & mass**
- **Materials, colors, and reflectivity**
- **Screening**
- **Landscaping**
- **Lighting**
- **Neighborhood character**

Community Comments

*In a successful
cannabis program,
what would be the
visual appearance
of anything related
to the cannabis
supply chain?*



We need to determine the lighting we want.



Lighting associated with cannabis operations can include:

- Security lighting
- Grow lights in mixed-light structures
- Typical exterior building lighting

What type of lighting standards should be implemented and how might those standards vary by context?

Are there areas where lighting should be restricted?



Community Comments

What kind of lighting would there be in a successful cannabis program?



**Accountability is key
to our success.**



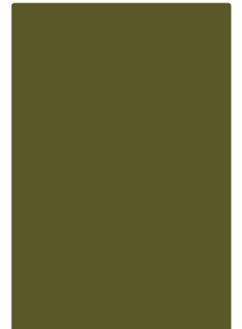
Design Review Process:
Design elements
verified on
construction plans and
by site visit before an
operation is allowed to
start

What type of
monitoring or
enforcement
mechanisms are
appropriate for visual-
related regulations?



Community Comments

1. What does successful accountability look like when it comes to the visual aspects of the cannabis program?
2. What would it mean to hold cannabis growers and retailers accountable?





Community Comments

*What additional
thoughts do you
have about the
visual aspects of a
successful cannabis
program?*



Please send comments by 8 pm,
August 13, 2021, for them to be
included in the Visioning
Sessions Report for the Board.



**cannabis@
Sonoma-county.
org**

US Mail:

***Cannabis Program
575 Administration
Drive Ste. 104-A
Santa Rosa, CA
95403***

**Please stay
informed by
subscribing to:**

***sonomacounty.ca.gov
/Cannabis-Program***