

TERM	Draft WINERY EVENTS ORDINANCE	DRY CREEK VALLEY CAC GUIDELINES <b>**Advisory**</b>	SONOMA VALLEY CAC GUIDELINES <b>**Advisory**</b>
<b>Catering Kitchen</b>	A facility used for the preparation of food to be served in conjunction with winery visitor-serving activities and/or events. A catering kitchen associated with a winery and/or tasting room can include warming ovens, sinks and refrigeration, but no stove top, grill or range hood.	None	None
<b>Commercial Kitchen</b>	A facility used for the preparation of food to be served in conjunction with winery visitor-serving activities and/or events. A commercial kitchen associated with a winery and/or tasting room can include counter space, sinks, microwave oven(s), warming oven(s), refrigeration, a stove or range, grill and an exhaust hood and outdoor equipment such as pizza ovens or barbecues.	None	None
<b>Food &amp; Wine pairing</b>	Providing samples or tastes of site-grown or locally-grown food products that are showcased with different wines.	None	None
<b>Rural Area</b>	Any area not located within an urban service area designated on the General Plan Land Use Map.	None	None
<b>Winery</b>	An <b>agricultural processing facility</b> that converts fruit into wine. <b>Wineries may include crush areas, production rooms, case goods and barrel storage, tank rooms, warehouses, bottling lines, laboratories, administrative offices,</b> tasting rooms, event space, commercial kitchen, and catering kitchen.	None	An <b>agricultural processing facility</b> that produces <b>wine</b> from wine grapes. <b>A winery may include crush areas, production rooms, case goods and barrel storage, tank rooms, warehouses, bottling lines, laboratories, and administrative offices.</b>

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<b>Winery Events</b> (general statement)	Events held at wineries and tasting rooms for the purpose of promoting and marketing agricultural products grown or processed in the County. Winery events are secondary and incidental to agricultural production activities occurring onsite and/or in the area and are consistent with General Plan Policy AR-6d. There are two types of winery events: Agricultural Promotional Events and Industry-Wide Events.	None	A gathering of 30 or more people at a pre-scheduled date and time, whether or not a fee is required to attend. Gatherings of less than 30 people are considered to be regular day to day activities of the applicable use, unless otherwise identified in the use entitlements. Some events last for two or three days. In these cases, each day is counted as a separate event.
<b>Agricultural Promotional Events</b>	Events directly related to public education, <b>sales and promotion of agricultural products</b> to consumers, including but not limited to: winemaker lunches, dinners, <b>release parties</b> , and <b>wine club parties</b> and similar events.	Other Agricultural Promotional Events are those events that are expected to exceed the Maximum Persons at One Time limit. <ul style="list-style-type: none"> <li>a. Invitations may be issued (using such methods as mail, email, websites or social media).</li> <li>b. Must be explicitly requested in the use permit specifying the number of events annually and the maximum size of each event.</li> <li>c. Require adequate mitigation plans for septic and parking if the visitors expected exceed the Maximum Persons at One Time limit. Parking along public roadways is not allowed.</li> </ul>	An event that is directly related to the <b>sales and promotion of the agricultural product</b> from the site or local area. Examples include <b>wine club gatherings, wine club releases</b> , wine trade gatherings, and regional tastings as part of Industry-Wide Events.
<b>Industry-Wide Events</b>	<b>Promotional activities sponsored by a recognized wine industry association</b> that may involve <b>multiple wineries and/or tasting rooms</b> . Industry-wide events are held <b>within a specified geographic area</b> , during regular tasting room hours, and may last up to 3 consecutive days.	Association Sponsored events (often referred to as Industry Events) are defined as <b>events sponsored by a recognized organization</b> to promote wine sales and tourism, conducted across <b>multiple sites within a specified geographic area</b> . <ul style="list-style-type: none"> <li>a. Events will meet the requirements and follow the best practices of the association sponsoring the event.</li> <li>b. Have adequate mitigation plans for septic and parking if they exceed the Maximum Persons at One Time limit.</li> <li>c. Parking along public roadways is not allowed.</li> <li>d. Limited to tasting room hours only.</li> </ul>	An agricultural promotion event that is <b>sponsored by a recognized wine industry association involving multiple wineries or tasting rooms within a specified geographical area</b> .

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<b>Wine Trade Partners</b>	Distributors, wine trade buyers, restaurant owners and their representatives, winery or tasting room owner(s), winery employees, and tasting room employees.	None	None
<b>Winery Visitor Serving Activities</b> (general statement)	Visitor serving activities that are part of normal winery and wine tasting room business operations. There are two types of winery visitor-serving activities: Sales Activities and Wine Trade Activities.	None	None
<b>Sales Activities</b>	<b>Wine tasting, pickup parties, tours, seminars and other hospitality related activities that support the promotion of wine sales.</b>	<p>PUBLIC SALES: <b>Wine tasting, tours, wine and food educational pairings, seminars and other hospitality related activities supporting the promotion of wine sales</b> that are open to the public.</p> <ul style="list-style-type: none"> <li>a. Will not exceed the Maximum Persons at One Time limit established in the use permit.</li> <li>b. Do not require an invitation.</li> <li>c. A fee may be charged.</li> <li>d. May be advertised to consumers.</li> </ul> <p>DIRECT SALES: By-invitation activities such as winemaker lunches or dinners, release days or <b>pickup parties</b> designed to promote the sale of agricultural products.</p> <ul style="list-style-type: none"> <li>a. Will not exceed the Maximum Persons at One Time limit established in the use permit.</li> <li>b. A fee may be charged.</li> <li>c. Invitations may be issued using such methods as mail, email, websites or social media.</li> </ul>	None
<b>Wine Trade Activities</b>	<b>By-invitation</b> meetings, seminars, harvest parties and similar activities attended only by wine <b>trade partners</b> and are not advertised to the consumer.	<b>By-invitation</b> activities for staff, <b>trade</b> or distribution <b>partners</b> .	None

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Additional terms defined in CAC Guidelines (by alphabetical order):			
<b>Event Space</b>	None	None	An indoor or outdoor part of a winery or tasting room used for hosting events.
<b>Locally Grown Agricultural Products</b>	None	None	Agricultural products that are primarily grown and produced within Sonoma County and/or at neighboring counties in close proximity to the proposed use.
<b>Max Persons at One Time</b>	None	Defined in each use permit as the total visitors on the site at one time. This number is set on a case-by-case basis in each use permit using a combination of the following factors: <ul style="list-style-type: none"> <li>A. Septic system capacity</li> <li>B. On-site parking as follows:                             <ul style="list-style-type: none"> <li>1. 1 space for each employee</li> <li>2. 1 space for every 2.5 visitors</li> <li>3. Road access</li> </ul> </li> <li>C. Building occupancy levels as authorized by the Fire Department</li> </ul>	None
<b>Over-concentration</b>	None	None	Over-concentration of visitor-serving and recreational uses can occur where several winery and winery-event facilities that are regularly conducting events are located in the same area or along the same route. An over-concentration of uses occurs when: <ul style="list-style-type: none"> <li>1. road conflicts occur where traffic conflicts with pedestrians, bicyclists and motorists from the local neighborhoods;</li> <li>2. traffic levels exceed General Plan objectives on a specific or cumulative basis;</li> <li>3. groundwater drawn to serve the facilities negatively impacts the aquifer and surrounding neighbor’s wells; and</li> <li>4. the uses are detrimental to rural character of the area.</li> </ul>

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<b>Private Event</b>	None	None	An event other than an agricultural promotion event, such as fundraising for charities, ballot measures, political campaigns, and similar purposes, or parties, concerts, weddings, celebrations, etc.
<b>Tasting Room</b>	None	None	A visitor serving use accessory to the production and/or processing of agricultural products. A winery tasting room would include the sampling and retail sales of wine made from locally grown wine grapes and other wine related products.
<b>Wine Trade Event</b>	None	None	Include meetings, seminars, celebrations, parties and dinners that involve multiple trade partners, that do not exceed 35 attendees, and that occur outside normal winery hours or tasting room hours. Wine industry trade events must be requested and approved in the use permit if they are held outside and/or include amplified music or sound. Wine trade events that occur indoors without amplified music do not need to be included in the use permit.