

STANDARDS	Draft WINERY EVENTS ORDINANCE	DRY CREEK VALLEY CAC GUIDELINES <b>**Advisory**</b>	SONOMA VALLEY CAC GUIDELINES <b>**Advisory**</b>
<b>Winery Visitor Serving Activities</b>	Winery visitor serving activities are considered part of normal winery and tasting room business operations. All winery visitor serving activities must be consistent with the hours of operation, maximum number of guests allowed, building occupancy limits, and operational requirements specified in the use permit.	All activities will promote agricultural products grown or processed in the local area.	None
<b>Winery Events</b>	Winery events must be consistent with the hours of operation, maximum number of event days, maximum number of guests allowed, building occupancy limits, and operational requirements specified in the use permit.	All events will promote agricultural products grown or processed in the local area.	<p>The purpose of agricultural promotional events is to promote local agricultural products grown or processed on-site or the local area. When phased projects are approved, the promotional events shall at all times be subordinate to the winery production itself.</p> <p>The owner/host, or other responsible party shall provide community notification of events.</p>
<b>Sizing of Activities/Events and Maximum Number of Event Days</b>	Sizing of winery visitor serving activities and winery events, and maximum number of event days is based upon a variety of factors specific to the site and surrounding uses, including, but not limited to, septic capacity, available water supply, emergency access, availability of on-site parking, noise attenuation, increased risk of harm to people or property as a result of hazards, and the potential for negative cumulative effects related to noise, traffic, and water supplies.	<ul style="list-style-type: none"> <li>• Public and Direct Sales Activities During Regular Hours: Limited to the Maximum Persons at One Time set in the use permit.</li> <li>• Direct Sales Activities Outside of Regular Hours: 50 visitors at one time, or the Maximum Persons at One Time set in the use permit; max. 12 times a year and max. 2 per month.</li> <li>• Trade Marketing Activities: Limited to maximum Persons at One Time set in the use permit</li> <li>• Association Sponsored Events: Up to 15 event days per year.</li> <li>• Agricultural Promotional Events: Maximum of 2 days per quarter; events outside of regular hours limited to 2 event days per year.</li> </ul>	<p>The total number of events, including agricultural promotion, industry-wide, and private events are limited to a maximum of 12 per year.</p> <p>In addition, events are limited to one per month, except that the one in a month may be an industry-wide event lasting up to 3 days.</p>

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<p><b>Hours of Operation</b></p>	<p>The maximum hours of operation for winery visitor serving activities and winery events are specified below, unless further limited by the use permit.</p> <p>a. <b>Tasting Rooms. Regular business hours for tasting rooms are 10 am - 5 pm.</b></p> <p>b. Winery Visitor Serving Activities. The maximum hours of operation for winery visitor-serving activities are specified below by activity type.  <b>(1) Sales Activities: 10 am – 5 pm.</b>  <b>(2) Wine Trade Activities: 8 am – 10 pm.</b></p> <p>c. Winery Events. The maximum hours of operation for events are specified below by event type.  <b>(1) Agricultural Promotional Events may occur during the hours of 10 am – 10 pm, with all cleanup occurring no later than between 9:30 pm – 10 pm.</b>  <b>(2) Industry-wide Events may occur during the hours of 10 am – 5 pm.</b></p>	<ul style="list-style-type: none"> <li>Public and Direct <b>Sales Activities regular hours: limited to the hours of 10am – 5pm.</b></li> <li>Direct Sales Activities Outside of regular hours: limited to the hours of 8am – 10pm.</li> <li><b>Trade Marketing Activities: limited to the hours of 8am – 10pm.</b></li> <li><b>Association Sponsored Events: limited to the hours of 10am – 5pm.</b></li> <li><b>Agricultural Promotional Events: limited to the hours of 8am – 10pm.</b></li> </ul>	<ul style="list-style-type: none"> <li>The hours of operation for wineries and <b>tasting rooms</b> shall be limited to <b>10 am-5 pm.</b></li> <li>The hours of operation for <b>Events shall be limited to 10am to 9pm. All cleanup after the events shall occur by 10 pm.</b></li> <li>The owner/host or other responsible party shall cancel events during any period when a red flag warning is in effect for the subject area.</li> </ul>
<p><b>Third Party Rentals</b></p>	<p><b>Wineries and tasting rooms shall not be rented out to third parties for events</b></p>	<p>All activities and events will be hosted by the proprietor, with on-site management by the proprietor’s staff. <b>The facility will not be rented out for use by a 3rd party</b> and no rental fees will be charged</p>	<p>None</p>
<p><b>On-Site Parking</b></p>	<p>The following <b>on-site parking is required</b> for wineries and tasting rooms:</p> <p>a. <b>1 parking space per 2.5 guests and 1 space per employee.</b> The parking standard may be reduced in accordance with Article 86. - Parking Regulations Sec. 26-86-010 (i).</p> <p>b. Use of on-site unimproved overflow parking areas or <b>shuttling may be allowed to accommodate winery events, if specified in the use permit.</b></p> <p>c. Overflow parking and shuttling shall not be used to accommodate parking for winery visitor serving activities.</p> <p>d. <b>No parking is permitted along any public or private roadways</b> or on shared vineyard roads.</p>	<ul style="list-style-type: none"> <li><b>All parking is on-site. There is no parking along public roadways.</b></li> <li>Parking in vineyard rows and avenues may be inadequate in wet conditions.</li> <li>Parking plans that utilize road easements have the written agreement of all neighbors who share those easements.</li> </ul> <p><i>Staff Comment: The DCVCAC Guidelines definition for Maximum Persons at One Time includes the following parking requirement:</i></p> <p><i>On-site parking as follows:</i></p> <p><b>a. 1 space for each employee</b>  <b>b. 1 space for every 2.5 visitors</b></p>	<p>The following on-site parking is required for tasting rooms and events:</p> <ol style="list-style-type: none"> <li>1 space per 250 square feet of the winery production facility; plus</li> <li><b>1 space per 2.5 guests and 1 space per employee for the tasting room and events.</b></li> <li>Where events are proposed that could exceed the parking provided on-site, <b>shuttle service shall be provided to transfer guests to and from off-street parking locations.</b> Shuttles from off-site public parking areas are required, for all events with over 50 guests.</li> <li>No parking is permitted along any public or private roadways or on vineyard roads.</li> </ol>

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<p><b>Food Service</b></p>	<p>Food service is allowed as specified below.</p> <p>a. All food service must be designed to promote and enhance marketing of wine. Food service shall be secondary and incidental to agricultural production, wine sales and education.</p> <p>b. <b>Operating the food service area as a restaurant, café, delicatessen or any food service offering cooked-to-order food is prohibited.</b></p> <p>c. <b>Food and wine pairings featuring local foods and food products is allowed in conjunction with winery visitor serving activities and winery events.</b></p> <p>d. Prepared meals featuring local foods and food products is allowed in conjunction with wine trade activities and winery events.</p> <p>e. <b>Retail sales of pre-packaged food in conjunction with wine tasting is allowed</b> subject to the following limitations:</p> <p>(1) Retail sale of pre-packaged food featuring local foods and food products is allowed during the regular business hours identified in the use permit.</p> <p>(2) Retail sale of pre-packaged food is allowed for on-site consumption only. Outdoor seating areas may be allowed for use as outdoor picnic areas.</p> <p>(3) Indoor seating area or table service in conjunction with retail sales of pre-packaged food is prohibited.</p> <p>(4) Off-site signs advertising retail sales of pre-packaged food are prohibited.</p>	<p>a. <b>Food service is allowed for wine and food pairings and in conjunction with activities and events, however operating as a restaurant is prohibited.</b> More specifically:</p> <ul style="list-style-type: none"> <li>• the predominate activity in the tasting room is wine tasting, wine sales and related wine marketing, not dining</li> <li>• meal service is not available to the general public on a regular basis</li> <li>• no cooked-to-order food is served</li> </ul> <p>b. Catering and commercial kitchens are acceptable, including indoor or outdoor equipment such as stoves, wood-fired ovens and barbecues.</p> <p>c. Wine and food pairing offered to the general public is allowed between the hours of 10am and 5pm. Showcasing site or locally grown foods is encouraged.</p> <p>d. Sale of pre-packaged foods is allowed.</p> <p>e. All food service requires appropriate health permits under existing County regulations.</p>	<p>Food service is allowed for wine and food pairings or in conjunction with activities and events, provided that the primary activity in the tasting room shall be wine tasting related to wine sales and wine marketing, not dining.</p> <ol style="list-style-type: none"> <li>1. <b>A restaurant is prohibited.</b></li> <li>2. Catering is acceptable and may include indoor, but not outdoor equipment such as stoves, wood-fired ovens and barbecues.</li> <li>3. <b>Sale of pre-packaged foods in conjunction with wine tasting is allowed</b> per County standards.</li> </ol> <p><b>Daytime food and wine pairings may occur during tasting room hours</b>, subject to the following conditions, and only with food prepared off-site. Food and wine pairing is allowed in the evening after 5pm only in conjunction with approved events, and the food and wine pairings must be selected by the winery, with no menu options allowed</p>
<p><b>Event Coordination</b></p>	<p>On-Site Coordinator. <b>An on-site coordinator is required to address complaints about winery events</b> both during and following an event. The On-site Coordinator shall:</p> <p>(1) <b>Ensure that the winery’s website prominently lists a telephone number for the public to make event-related complaints;</b> and</p> <p>(2) <b>Send an annual notice to owners and occupants of lots within 300 feet of the winery/tasting room lot boundaries to provide the “complaint hotline” telephone number.</b></p>	<p>None</p>	<p>On-Site Coordinator. All activities and events must be hosted by the proprietor or have onsite management by the proprietor’s staff. <b>A designated person on the proprietor’s staff must be available at all times during the events to address complaints</b> or resolve problems. The On-Site Coordinator shall:</p> <ol style="list-style-type: none"> <li>1. <b>provide a telephone number listed on the winery’s own website through which neighbors and members of the public will have a direct way to make any complaints;</b> and</li> <li>2. <b>send out a notice to site neighbors to inform them that the “complaint hot line” is available should they wish to call.</b></li> </ol>

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<p><b>Traffic Management</b></p>	<p>Traffic Management Plan. Traffic management and parking plans are required to <b>address the maximum number of people visiting during winery visitor serving activities and winery events.</b></p> <p>For events exceeding 100 participants and for events that require use of overflow parking, the traffic management plan shall include the following:</p> <ol style="list-style-type: none"> <li>(1) Provisions for event coordination to avoid local traffic delays.</li> <li>(2) Parking attendants for each day of the event.</li> <li>(3) A shuttle plan, if shuttling is requested, to support each day of the event. A convenient and secure "park and ride" area must be provided.</li> <li>(4) A plan for on-site parking requirements and queuing of traffic.</li> <li>(5) Enforcement of the on-street parking restrictions.</li> <li>(6) Subsequent changes to the approved Traffic Management Plan shall be submitted in advance to the Permit and Resource Management Department</li> </ol>	<p>For Association Sponsored Events and Other Agricultural Promotional Events, <b>traffic and parking plans are required</b> if Maximum Persons at One Time is exceeded.</p>	<p><b>Traffic management and parking plans are standard conditions of approval</b> for new and modifications of winery use permits. These <b>plans should take into account the maximum number of people visiting the tasting room during tasting room hours as well as during any event.</b></p>
<p><b>Noise Attenuation Setbacks</b></p>	<p>Noise is attenuated by distance from the noise source. To <b>ensure compliance with the Sonoma County General Plan Noise Element</b> thresholds for maximum allowable exterior noise exposure levels, winery visitor serving activities and winery events shall meet the required setbacks provided below (measured from the exterior property line of any adjacent noise sensitive land use):</p> <ul style="list-style-type: none"> <li>• Parking lots: 450 feet.</li> <li>• Outdoor areas involving groups of people or non-amplified music (i.e. acoustic): 625 feet.</li> <li>• Outdoor areas involving amplified music, or loud instruments such as brass instruments, horns, or drums: 1,600 feet</li> </ul> <p>Exceptions to the setbacks listed may be allowed when a project-specific noise study prepared in accordance with the Permit and Resource Management Department Guidelines for the Preparation of Noise Analysis determines the project will comply with the Sonoma County General Plan Noise Element due to <b>intervening structures or natural features, available open land on noise sensitive parcels, or by incorporating noise mitigation measures.</b></p>	<p>Noise impact is one of the most complex categories in Use Permits with Visitor Serving Uses. We encourage applicants to pay close attention to the <b>Sonoma County General Plan 2020 Noise Element</b>, particularly Policy NE-1c, when crafting their use permit application. Requests for outdoor amplified music, especially after 5pm, will typically require noise studies and mitigation measures and may not be appropriate for some projects.</p> <ol style="list-style-type: none"> <li>a. <b>All noise impact conforms to the Sonoma County Noise Standards as set forth in the General Plan.</b></li> <li>b. Applicant has noted the distances in each direction from the visitor serving areas to the neighboring residences and indicated noise mitigations, if necessary. Projects with greater than required distances from property lines and existing residences are more favorable.</li> <li>c. All outdoor amplified music ends by 9pm.</li> </ol>	<p>Noise Attenuation. When considering the proposed activity and intensity of use, <b>the proposed use must meet the standards of the General Plan Noise Element.</b> In addition, no outdoor amplified sound is allowed during events. <b>Noise attenuation strategies, including setbacks from property lines and noise muffling interventions, may be combined to meet this standard,</b> however permanent structures and installations for noise muffling must meet Scenic Resource requirements.</p>



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Additional standards provided in CAC Guidelines (by alphabetical order):			
<b>Access</b>	None. <i>Staff Comment: Access must comply with standards set by County Department of Transportation and Public Works requirements, Board of Forestry regulations, and subject to approval by County Fire Marshal.</i>	a. Access to the parcel on public roadways of at least 18 feet in width is for use permits with visitor-serving agricultural uses. b. There is adequate ingress and egress to the property, including adequate site distances to the entrance and distance from crossroads and other driveways. The highest volume of expected visitors can enter and exit the property safely without traffic backup on public roadways.	Public roadways of at least 18’ in width are required. The applicant must show that the design will address: 1. Ingress/Egress. Follow County standards for ingress and egress to the property. 2. Sight Distance. Follow ASHTO sight distance standards. 3. Parking. “No Parking” signs should be installed and enforced along adjacent County roads 4. Traffic. Traffic impact analyses shall assess impacts based on project-generated trips as well as a scenario where project-generated trips are inflated by 20% to account for cumulative impacts in the Sonoma Valley concentration area. No traffic backups on public roadways. 5. Potential evacuation guidance and routes shall be posted on site.
<b>Concentration / Separation Criteria</b>	None. <i>Staff Comment: General Plan Policy AR-5g states: “Local concentrations of any separate agricultural support uses, including processing, storage, bottling, canning and packaging, agricultural support services, and visitor-serving and recreational uses as provided in Policy AR-6f, even if related to surrounding agricultural activities, are detrimental to the primary use of the land for the production of food, fiber and plant materials and shall be avoided. In determining whether or not the approval of such uses would constitute a detrimental concentration of such uses, consider all the following factors: (1) Whether the above uses would result in joint road access conflicts, or in traffic levels that exceed the Circulation and Transit Element’s objectives for level of service on a site specific and cumulative basis. (2) Whether the above uses would draw water from the same aquifer and be located within the zone of influence of area wells. (3) Whether the above uses would be detrimental to the rural character of the area. In cases where the proposed processing use would process only products grown on site, such use would not be subject to this concentration policy.”</i>	Different areas within the Dry Creek Valley are distinct in terms of concentration of residents, wineries and other developed uses, so it is difficult to establish specific limits. Requests for new use permits that take density into consideration and seek to reduce the impact on nearby existing wineries or residences will be viewed more favorably. Such factors as the proximity to other wineries, residences and intersections will be considered. In general, projects that are not clustered around existing developed uses or are closer to major highways will be viewed as more favorable.	The entire Sonoma Valley is considered either to be over-concentrated or to become over-concentrated in the near future.  Wineries and tasting rooms are limited to 2 per half mile.

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<b>Event Proposal</b>	None	None	<p>Event coordination is the key to improving the over-concentration problem in Sonoma Valley and should apply to all events. Each application shall clearly state the type of events, the number of events, and the number of attendees for each event.</p> <p>Since the mid-1990s, the County has included a condition in all Use Permits for all newly approved wineries that requires the winery to comply with any event coordination program that may be adopted in the future. All new winery permits also carry this condition. The combined effect is that all winery-related use permits issued from the 1990s through the present already have this particular condition of approval.</p> <p>The approved event plan should be clearly set forth as a standard Condition of Approval in all new use permits and should include provisions for event coordination.</p> <p>In order to monitor the effects of the permit, and to confirm that it is being followed, the Use Permit should require that data regarding the numbers of visitors from each winery event and the total tasting room attendance for the previous year be submitted to the County annually.</p>
<b>Event Space</b>	None	None	<p>No permanent structure dedicated to events shall be constructed or maintained. Events may be held in any indoor or outdoor area that is commonly used for the winery or tasting room facility.</p>
<b>Industry-wide Events</b>	None	None	<p>Industry-wide events are considered to be agricultural promotion events.</p> <p>Each participating tasting room is limited to the total number of events specified in the Use Permit. Industry-wide events shall:</p> <ol style="list-style-type: none"> <li>1. meet the requirements, and follow the best practices, of the association sponsoring the event.</li> <li>2. provide a plan for overflow parking</li> <li>3. shall not allow parking along public roadways.</li> <li>4. provide community notification of the event.</li> </ol>

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<b>Lighting</b>	None. <i>Staff Comment: Wineries and tasting rooms are subject to development standards (including lighting) in <a href="#">Article 82</a> (Design Review) of the Zoning Code.</i>	Nighttime lighting levels are at the minimum necessary to provide for security and safety of the use and users. Exterior lighting that minimizes glare and spillover onto neighboring parcels will be considered favorable.	Lighting. Setbacks shall be sufficient to limit light visibility from public travel ways and to maintain the rural and scenic qualities of the Sonoma Valley. Nighttime lighting levels shall be limited to what is necessary to provide security and safety for users. Exterior lighting shall be consistent with Dark Sky standards (e.g. low mounted, downward casting and fully shielded to prevent glare).
<b>Maximum Site Area for Tasting Room and Tasting Associated Areas</b>	None	The majority of the usable land is in agriculture, some portion of which is pertinent to the visitor serving agricultural uses. However, it is not the intent to encourage the removal of woodlands or planting of crops on steep hillsides  Visitor serving areas: The area under roof dedicated to public tasting facilities does not exceed 2500 sq ft. This does not include outdoor areas or space dedicated to uses such as kitchens, bathrooms, barrel rooms, storage or seated tasting.	The size of the facility should be secondary and incidental in proportion to the proposed production and/or processing of the winery. Permanent structures for offices and other administration purposes are limited to 15% of the total size of all of the non-residential buildings on site.  No permanent structure dedicated to events shall be constructed or maintained. Events may be held in any indoor or outdoor area that is commonly used for the winery or tasting room facility.
<b>Maximum Winery Size</b>	None	New projects with proposed case production that fits with the scale of existing wineries in the Dry Creek Valley will be viewed favorably. Permitted case production for existing wineries in the Dry Creek Valley ranges from 500 cases to 350,000 annually. Eighty percent of the wineries in Dry Creek Valley fall in the range of 3,600 to 30,000 permitted cases. Larger projects will be considered based on compensating factors such as parcel size, road access and proximity to major highways.	Winery size should be the minimum necessary to process the proposed level of wine grape production that will supply the winery.
<b>Minimum Parcel Size</b>	None	Parcels of at least 20 acres are preferred for use permits with visitor serving agricultural uses.	The minimum parcel size that is required to qualify for a tasting room is 20 acres. An exception may be made to this minimum when the applicant is a small agricultural producer.

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<b>Neighborhood Outreach</b>	None. <i>Staff Comment: Discretionary permit processing requires public engagement through early neighborhood notification, citizen advisory groups, agency/interested party referrals, public circulation of the CEQA document, and the public hearing.</i>	The applicant has met or offered to meet at least once with neighbors to describe and hear reactions to their plans. 1. This includes all neighbors who are likely to be impacted by the project. 2. Best practice suggests that multiple meetings over the course of the planning process are most effective, with one meeting very early in the project before plans are developed in detail.	None
<b>Private Events</b>	None	None	Private events, such as fundraisers and concerts, typically occur on one day.  Private events must end before sunset and shall provide community notification in advance of the event.
<b>Marketing Accommodations</b>	None. <i>Staff Comment: Zoning Code currently allows Agricultural Marketing Accommodations on winery properties, subject to approval of a use permit and standards in <a href="#">Sec. 26-88-086</a> of the Zoning Code.</i>	Marketing accommodations for private guests are allowed, provided that the use promotes, or markets agricultural products grown or processed on the site, the scale of the use is appropriate to the production and/or processing use and no commercial use of private guest accommodations is allowed (i.e. rental fees are not charged).	Private marketing accommodations and agricultural farmstays are appropriate and are allowed as regulated by the Sonoma County Zoning Ordinance.
<b>Visual Impacts</b>	None. <i>Staff Comment: Structures are subject to base zoning building setbacks from property lines and roadways. Properties zoned for Scenic Resources (Scenic Highway, Scenic Landscape, or Community Separator) are subject to additional setbacks and design standards for minimizing visual impacts pursuant to <a href="#">Article 64</a> (Scenic Resources) of the Zoning Code. Wineries and tasting rooms are also subject to development standards in <a href="#">Article 82</a> (Design Review) of the Zoning Code.</i>	Facilities are sited to minimize visual impact. Projects with buildings and landscaping that are of an appropriate scale to the area will be considered favorably.	Setbacks will be site specific and follow Sonoma County zoning standards from all applicable property lines. These setback standards will also apply to parking lots.  Visual Impacts. Facilities should be sited to minimize visual impact, especially in scenic areas/corridors. Setback distances shall be designed to ensure that the visual impacts of the new facilities are minimized.



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<b>Water</b>	None. <i>Staff Comment: Winery and tasting room applications are assessed in accordance with General Plan policies and State regulations for management of water resources. Groundwater studies, professional water use estimates, water conservation plans and groundwater monitoring/reporting are standard requirements.</i>	There is sufficient water on the parcel to support all new visitor serving agricultural uses without negatively impacting neighboring properties.	None
<b>Local Focus/Source of Wine Grapes</b>	None. <i>Staff Comment: Zoning Code requires 1) agricultural processing to consist of agricultural products grown or produced primarily on-site or in the local area; and 2) tasting rooms to serve agricultural products grown or processed in the county – pursuant to <a href="#">Sec. 26-18-030</a> (Agricultural Processing) and <a href="#">Sec. 26-18-210</a> (Tasting Rooms) of the Zoning Code.</i>	The community of Dry Creek Valley is dedicated to promoting local agriculture and wine grape processing. Projects that acquire agricultural products grown locally, specifically from Dry Creek Valley and Sonoma County, are preferred. <ol style="list-style-type: none"> <li>1. New wineries that use at least 75% of grapes from Sonoma County will be viewed favorably.</li> <li>2. Projects that use local foods from Dry Creek Valley and Sonoma County for visitor serving uses and projects that dedicate acreage for diversified agriculture will be view favorably.</li> </ol>	Wines offered for sale or tasting should be produced from at least 75% grown in Sonoma County.
<b>Tasting Rooms</b>	None. <i>Staff Comment: Zoning Code Agriculture and Resource Based Use Standards for Tasting Rooms state:</i> <ol style="list-style-type: none"> <li>A. <i>“Definition: A retail food facility where one (1) or more agricultural products grown or processed in the county are tasted and sold. Agricultural products sold may include alcoholic beverages.</i> <ol style="list-style-type: none"> <li>1. <i>Includes: Wine tastings, olive oil, fruit preserves.</i></li> <li>2. <i>Excludes: Farm stands, farm retail sales.</i></li> </ol> </li> <li>B. <i>Standards.</i> <ol style="list-style-type: none"> <li>1. <i>Shall not require extension of sewer and water.</i></li> <li>2. <i>RRD Zone: Allowed only for agricultural products grown or processed onsite.</i></li> </ol> </li> <li>C. <i>General Plan Consistency.</i> <ol style="list-style-type: none"> <li>1. <i>Must be consistent with general plan policy AR 6-d and AR 6-f.”</i></li> </ol> </li> </ol>	None	Are subject to the same Guidelines identified in subsections A-E* above. Standalone tasting rooms are not allowed. Tasting rooms should be secondary and incidental to the proposed levels of production and processing.  * ‘Subsections A-E above’ refers to the above standards for Access, Setbacks, Noise, Visual, and Lighting.