



County of Sonoma  
State of California

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ATTEST: **OCT 11 2016**

VERONICA A. FERGUSON, Clerk/Secretary  
BY: Woodson  
DEPUTY CLERK/ASST SECRETARY

Date: October 11, 2016

Item Number: 10  
Resolution Number: 16-0394

ORD16-0001 Jennifer Barrett

4/5 Vote Required

**Resolution of Intention of the Board of Supervisors of the County of Sonoma, State of California, Directing Staff to Initiate Zoning Code Amendments to Address Key Issues Associated with Winery Events and Promotional Activities, and to Develop Siting Criteria and Standards for Areas of Local Concentration**

**Whereas**, the General Plan Agricultural Resources Element allows for the sale and promotion of agricultural products grown or processed in the County, including promotional events that support and are secondary and incidental to local agricultural production; and

**Whereas**, the General Plan Agricultural Resources Element contains a number of policies relating to the definition and limitations for agricultural promotional events; and

**Whereas**, General Plan Policies AR-6f and AR-6g state that local concentrations of visitor serving and recreational uses can be detrimental to the primary use of the land for production of food, fiber and plant materials and may constitute grounds for denial of such uses. Detrimental concentration can be caused by the following factors: road access conflicts, negative impacts to neighboring wells, and rural character; and

**Whereas**, General Plan Policy AR-6g calls for the Board to “define in the Development Code compatible visitor serving uses such as tasting rooms, sales and promotion of products grown or processed in the County, educational activities and tours, incidental sales of items related to local area agricultural products, and promotional events which support and are incidental to local agricultural production, and define their permissible sizes and intensities”; and

**Whereas**, in 2014 the Board of Supervisors adopted a Work Plan for Comprehensive Planning that included development of guidelines, policies, and implementation programs addressing agricultural promotional events and potential overconcentration in areas including Sonoma Valley and West Dry Creek/ Westside Road; and

**Whereas**, the PRMD Director formed a Winery Working Group of County stakeholders to provide input and guidance on potential regulation of promotional event activities at wineries and tasting rooms and policies to address areas of concentration. The Working Group was comprised of community volunteers, including representatives from the wine industry, grape growers and neighborhood groups. The Working Group met over a period of six months and a number of issues and concerns emerged from their meetings, including: 1) business need for direct marketing activities; 2) neighborhood compatibility; 3) potential impacts related to noise, traffic, dust and water supplies; 4) commercialization of agricultural lands and concentration; and 5) maintaining rural agricultural character; and

**Whereas**, following the Working Group meetings, staff conducted a public workshop attended by an estimated 500 people and received written comments from various groups. Staff reviewed regulations from other counties, completed an audit of use permits issued to date, updated the winery database and contracted with qualified traffic and noise consultants to assist with the analysis. The traffic and noise reports are currently in progress.

**Now, Therefore, Be It Resolved** that the Board of Supervisors hereby directs staff to prepare a draft ordinance amending the County Zoning Code for consideration by the Planning Commission and recommendation to the Board of Supervisors to **clarify the definition of events and food service**, require cultural event permits for industry-wide events, and allow tasting rooms and events in Industrial Park zones where facilities already provide processing. The Board of Supervisors further directs staff to **develop standards and siting criteria for events in areas of local concentration**, for adoption either as part of the Zoning Code or as separate guidelines.

**Be It Further Resolved** that the Board of Supervisors designates the Clerk of the Board as the custodian of the documents and other material which constitute the record of proceedings upon which the decision herein is based. These documents may be found at the office of the Clerk of the Board, 575 Administration Drive, Room 100-A, Santa Rosa, California 95403.

**Supervisors:**

Gorin: Aye	Rabbitt: Aye	Zane: Aye	Gore: Aye	Carrillo: Aye
Ayes: 5	Noes: 0	Absent: 0	Abstain: 0	

**So Ordered.**