

WINERY EVENTS

Sonoma Valley Citizens Advisory Commission

January 27, 2016

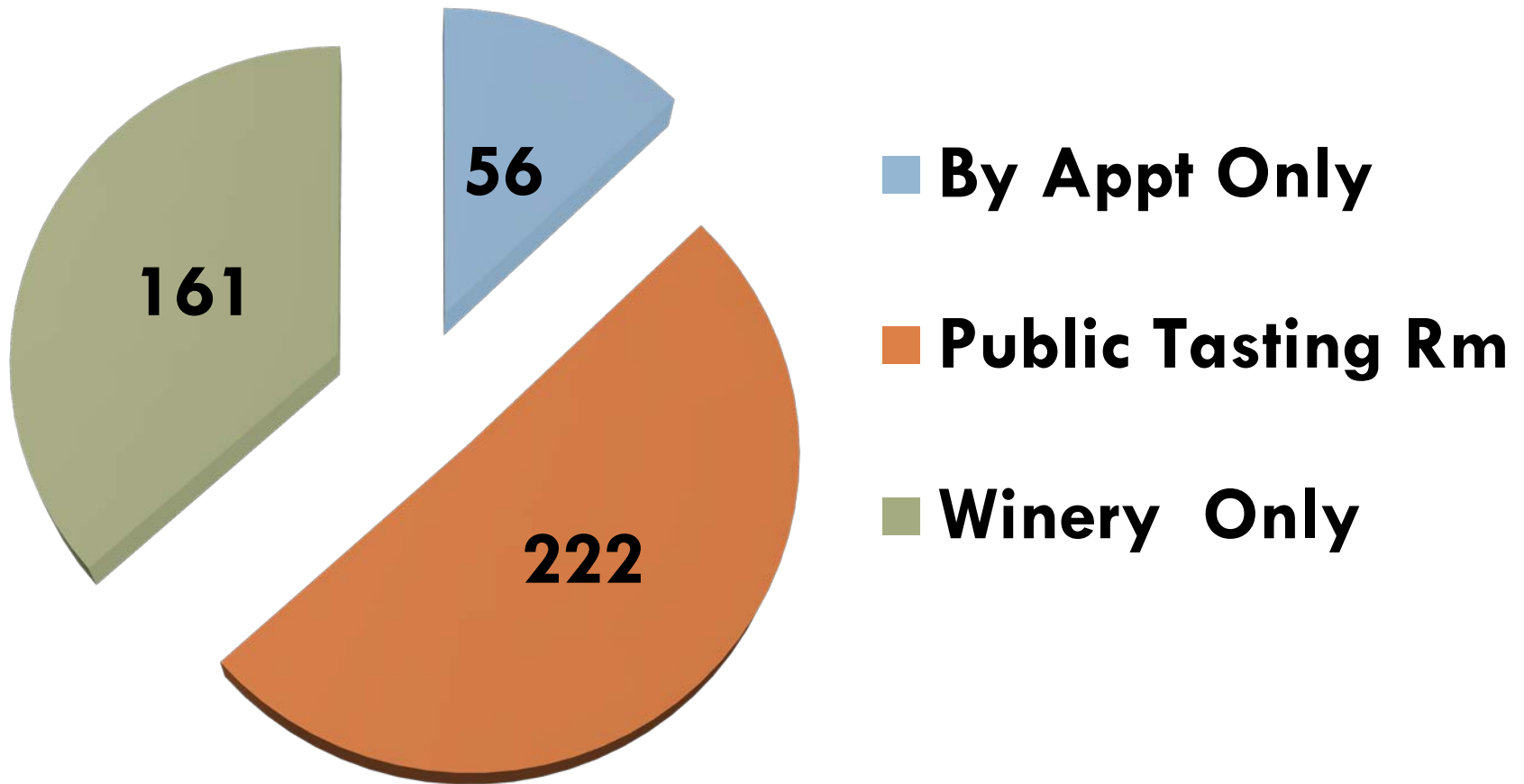
WINE INDUSTRY

Wine Industry is the largest sector of the Sonoma County economy

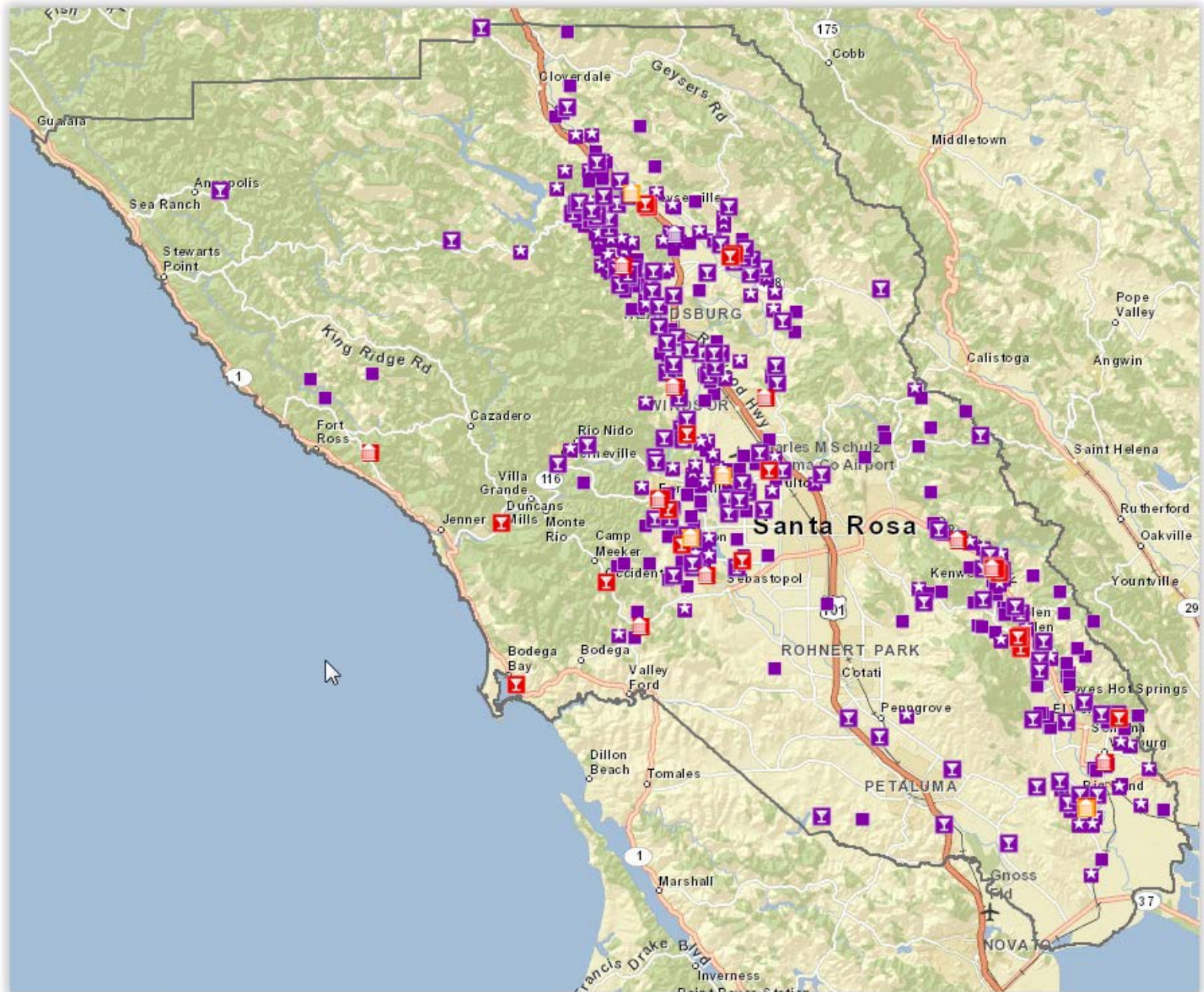
- **59,770 acres of grapes**
- **\$592 million crop value**
- **54,000 jobs**
- **\$1.25 billion wine-related tourism**
- **\$13.4 billion total economic impact**

SONOMA COUNTY WINERIES

439 Wineries/Tasting Rooms



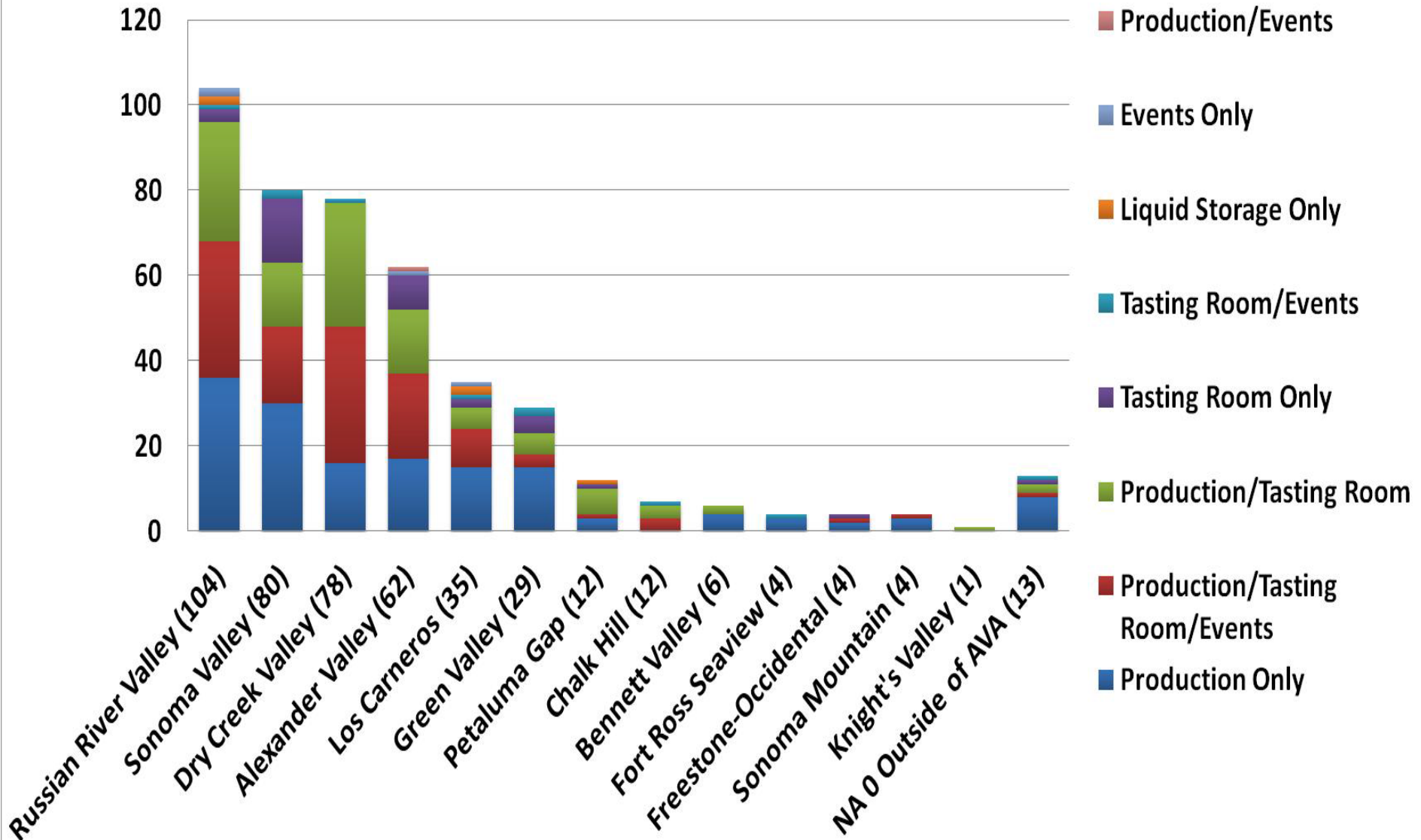
APPROVED WINERIES MAP



Type of Winery By American Viticultural Area (AVA)

Unincorporated Sonoma County Wineries

(439 total as of June 2014)



WORK PLAN GOALS

- **Balance Winery Related Tourism Against Associated Impacts**
- **Protect Rural Character**
- **Develop Standards For Promotional Activities And Events On Agricultural Lands**
- **Address Areas of Local Concentration**
 - **Sonoma Valley, Dry Creek Valley, Westside Road**

GENERAL PLAN

Policy AR-6g:

“Define in Development Code compatible visitor serving uses such as promotional events which support and are incidental to local ag production, and define their permissible sizes and intensities.”

GENERAL PLAN

Allow Promotional Events in Agricultural Areas:

- Secondary and incidental to agricultural production**
- Limited in scale and intensity**
- Avoid local concentrations**

ZONING CODE



USE PERMIT REQUIRED FOR:

- ❑ **Agricultural Processing/Wineries**
- ❑ **Tasting Rooms**
- ❑ **Sales and promotion of agricultural products grown on site or in the local area**
- ❑ **Environmental Review**

CUMULATIVE IMPACTS

The whole
is greater
than the
sum of its
parts.

Aristotle

- ❑ **Small Incremental Effects from Individual Permits – Not Significant**
- ❑ **Added Together = Significant Impact**
- ❑ **Generally Not Fully Addressed in Use Permits**
- ❑ **Addressed at Policy and Zoning Level to Apply to All**

EVENT CRITERIA

Activities involving any of the following criteria:

- ❑ **Advertised to Consumers**
- ❑ **Food Service of Meals**
- ❑ **Music or Amplified Sound**
- ❑ **Fee for Event**
- ❑ **Outside of Tasting Room Hours**

TYPES OF EVENTS

□ BUSINESS TRADE EVENTS

- Distributor Meetings
- Sales partners
- Internal staff

□ DIRECT TO CONSUMER

- Wine club events
- Winemaker dinners
- Release parties

□ PRIVATE/OTHER EVENTS

- Weddings
- Charitable/Political Fundraisers
- Corporate Retreats
- Concerts & Theater

□ INDUSTRY-WIDE

KEY ISSUES

- **Wine-Industry Business Needs**
- **Neighborhood Compatibility**
- **Impacts of Noise, Traffic, Water**
- **Commercialization of Agricultural Lands**
- **Preserving Rural Character/Local Concentrations**
- **Legal Non-conforming and Unpermitted Events**
- **Monitoring and Enforcement**

Winery Event Working Group

- Event Coordination is needed
- Industry-wide events must follow best management practices
- Event areas need to meet General Plan Noise standards
- Parking management and queuing must be on site
- No stand alone tasting rooms – must have agricultural processing or production on-site
- No third-party rentals
- Allow food and wine pairing during tasting room hours
- Public access roads must meet safety standards

POLICY OPTIONS

- **Minimum Site Area**
- **Setbacks**
- **Tasting Room Criteria**
- **Visitor Hours**
- **Food Service**
- **Promotional Activities**
- **Access and Parking**
- **Monitoring and Enforcement**

POLICY OPTIONS

SITING CRITERIA

- ❑ **Minimum Parcel Size by Event Size**
- ❑ **Separation Criteria (i.e. no more than 2 venues per ½ mile)**
- ❑ **Indoor vs. Outdoor Events**
- ❑ **Public Access Road Standards (18-ft min)**
- ❑ **Setbacks to Meet Noise Standards**

NOISE STANDARDS

Event Activity	Noise Level @ 50-ft dBA	Distance to Attenuate
Amplified Music	72	1,125 ft
Amplified Speech	71	1,000 ft
Non-amplified Acoustic Music	67	625 ft
Raised Conversations	64	450 ft

POLICY OPTIONS

FOOD SERVICE

- ❑ **Food and Wine Pairing During Tasting Room Hours**
- ❑ **Allow Seating/Table Service**
- ❑ **Limit Meals to Permitted Events Only**
- ❑ **No Commercial Kitchens/Stove**

POLICY OPTIONS

TASTING ROOMS

- **No Stand Alone Tasting Rooms**
 - **Accessory To Winery Or Vineyard Only**
- **Limit Number Of Tasting Rooms Per Site**
- **Limit Floor Area Of Tasting Room**
- **Limit Seating In Tasting Rooms**
- **Limit Developed Area Devoted To Tasting**

POLICY OPTIONS

PROMOTIONAL ACTIVITIES

- **Permit Agricultural Promotional Events**
 - **wine club dinners, release parties, etc**

- **Limit Private Events**
 - **Weddings, Fundraising Charitable Events, etc**

- **Permit Business Trade Events**

- **Cap Industry-wide Events**

POLICY OPTIONS

OPERATIONAL MEASURES

- ❑ **Coordinate Dates/Time – Event Calendar**
- ❑ **Limit Event Hours**
- ❑ **Require Traffic Management Plans**
- ❑ **Audit for Code Compliance**

LOCAL CONCENTRATION

General Plan Policy AR-6f:

Local concentrations of agricultural support and visitor serving uses, even if related to agriculture, are detrimental to the primary use of the land for production and should be avoided.

LOCAL CONCENTRATION

Consider the following factors:

- Joint road access conflicts, site specific traffic impacts, and cumulative traffic impacts**
- Groundwater impacts to aquifer and surrounding wells**
- Detrimental to rural character**

General Plan Policies

Zoning Code Standards

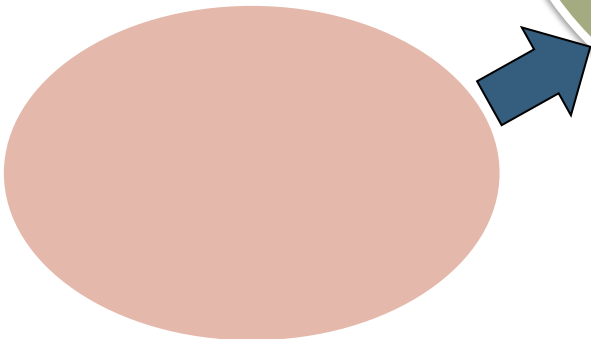
Monitoring & Enforcement

Design Review

RURAL CHARACTER

*Low density/intensity,
open agrarian landscape,
quiet, with low traffic
volumes*

Use Permit Conditions



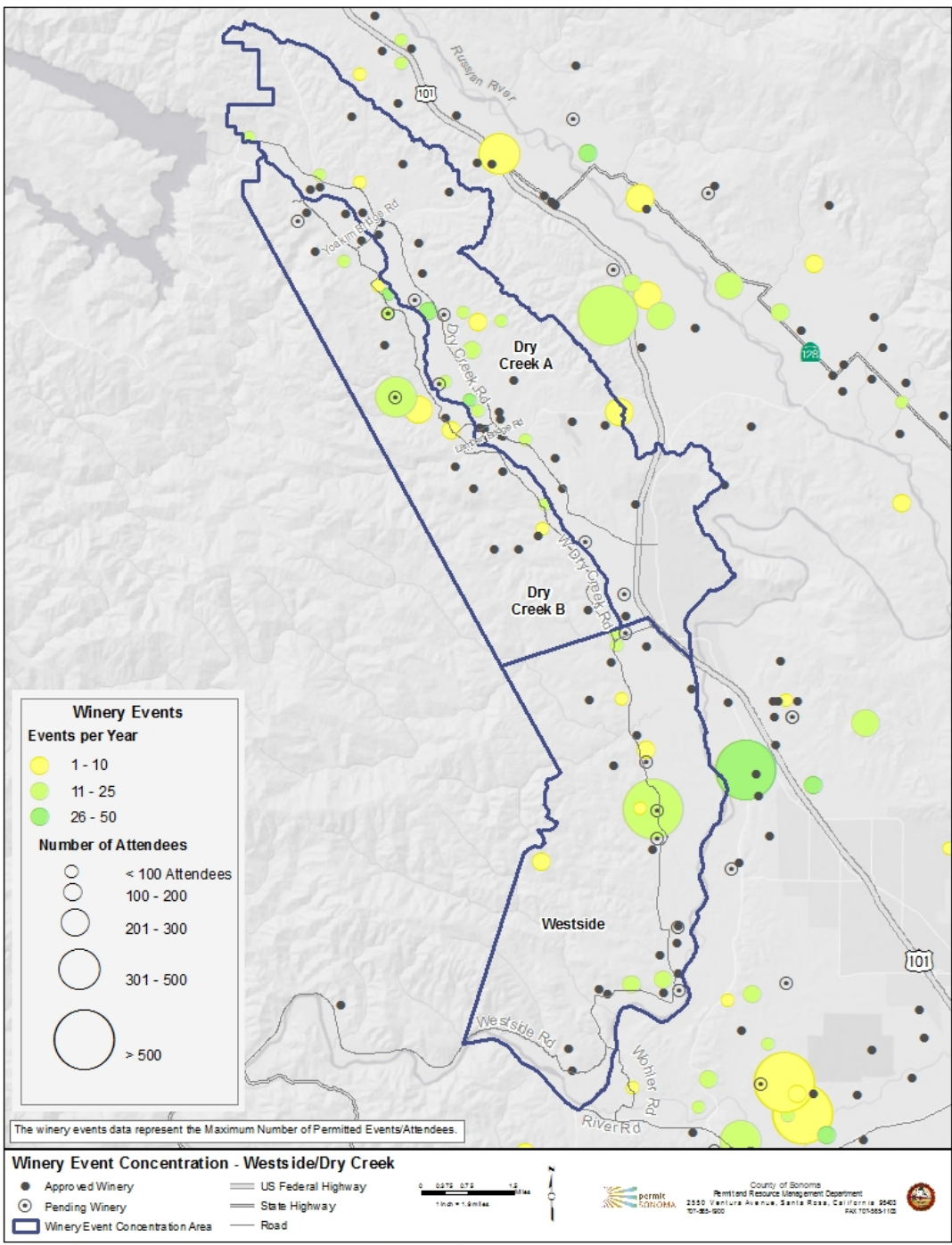
CRITERIA FOR CONCENTRATED AREA DETERMINATION



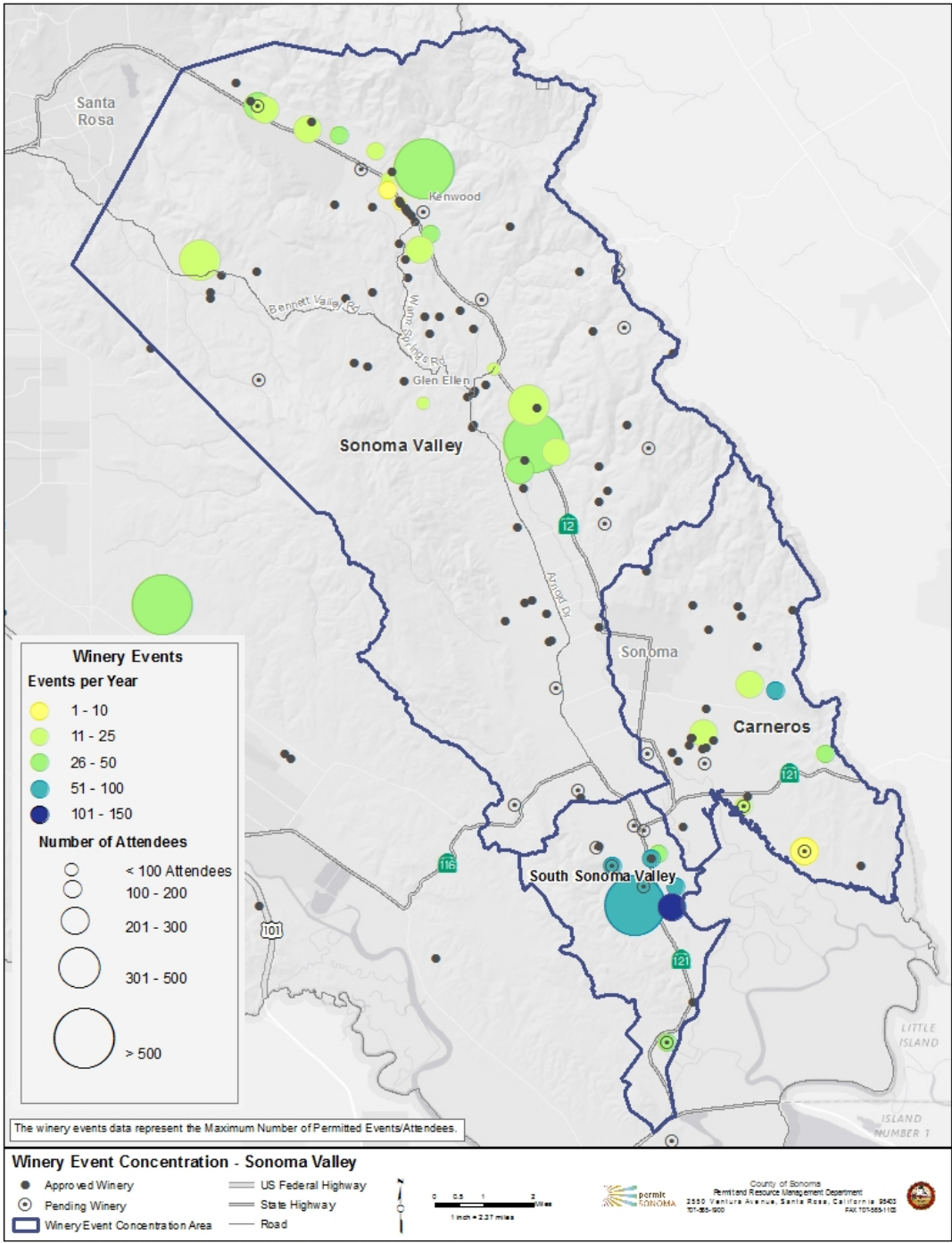
- Watershed Boundaries
- Groundwater Basins
- Traffic Zones/Corridors
- Road Constraints
- Density of Approved Wineries

CONCENTRATION AREA MAP

DRY CREEK VALLEY WESTSIDE ROAD



CONCENTRATION AREA MAP SONOMA VALLEY



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NEXT STEPS

- ❑ **Analyze Public Input and Available Data**
- ❑ **Traffic Analysis**
- ❑ **Noise Analysis**
- ❑ **Update Winery Database**
- ❑ **Staff Recommended Draft Ordinance**
- ❑ **Planning Commission Hearing
(Spring/Summer)**
- ❑ **Board of Supervisors Hearing (Fall)**

WINERY EVENTS

Email: PRMD-WineryEvents@sonoma-county.org

Website: sonoma-county.org/WineryEvents

WINERY EVENTS

PUBLIC COMMENTS

COMMISSION DISCUSSION/COMMENTS

WINERY EVENTS

GROUND RULES

Be courteous and respectful

Wait your turn to speak

No Clapping or Booing

Written Comments encouraged