

# WINERY EVENTS

**STUDY SESSION**

**July 12, 2016**



# WINE INDUSTRY

Wine Industry is the largest sector of the Sonoma County economy

- **62,135 acres of grapes**
- **\$442 million crop value**
- **54,000 jobs**
- **\$1.25 billion wine-related tourism**
- **\$13.4 billion total economic impact**

# BUSINESS NEED

- **Decline of distributors nationwide**
- **Shift to direct-to-consumer sales**
- **Increase in promotional activities in agricultural areas**
- **Sale of local agricultural products supports agricultural production and tourism economy**

# GENERAL PLAN



- **1989 Agricultural Resources Element**
- **1993 Zoning Code Amendments**
- **1996 Food Service Conditions**
- **2008 General Plan Update**

# GENERAL PLAN

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## **Permit Promotional Events in Agricultural Areas:**

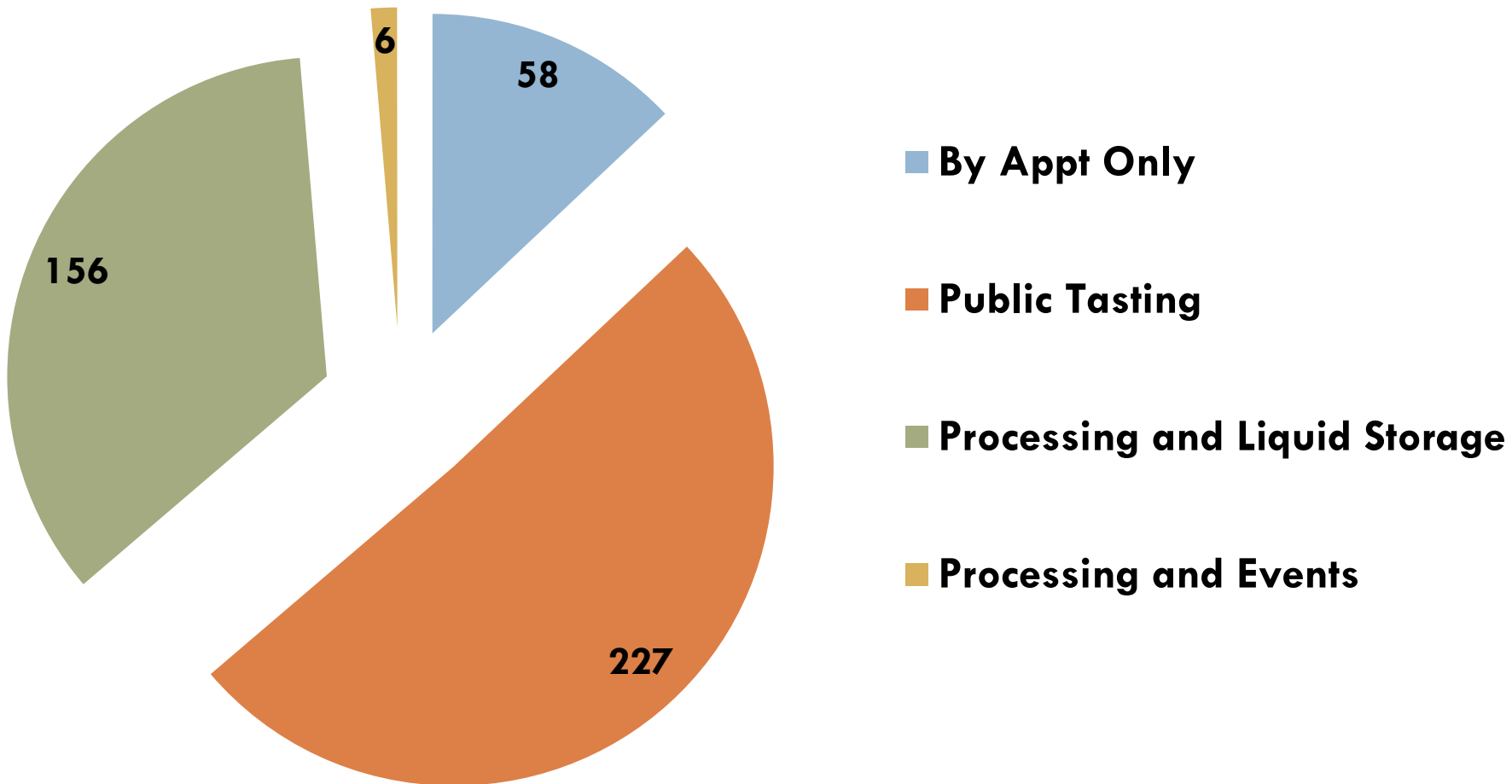
- Secondary and incidental to agricultural production**
- Limited in scale and intensity**
- Avoid local concentrations**
- Define permissible sizes and intensities**

# 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**

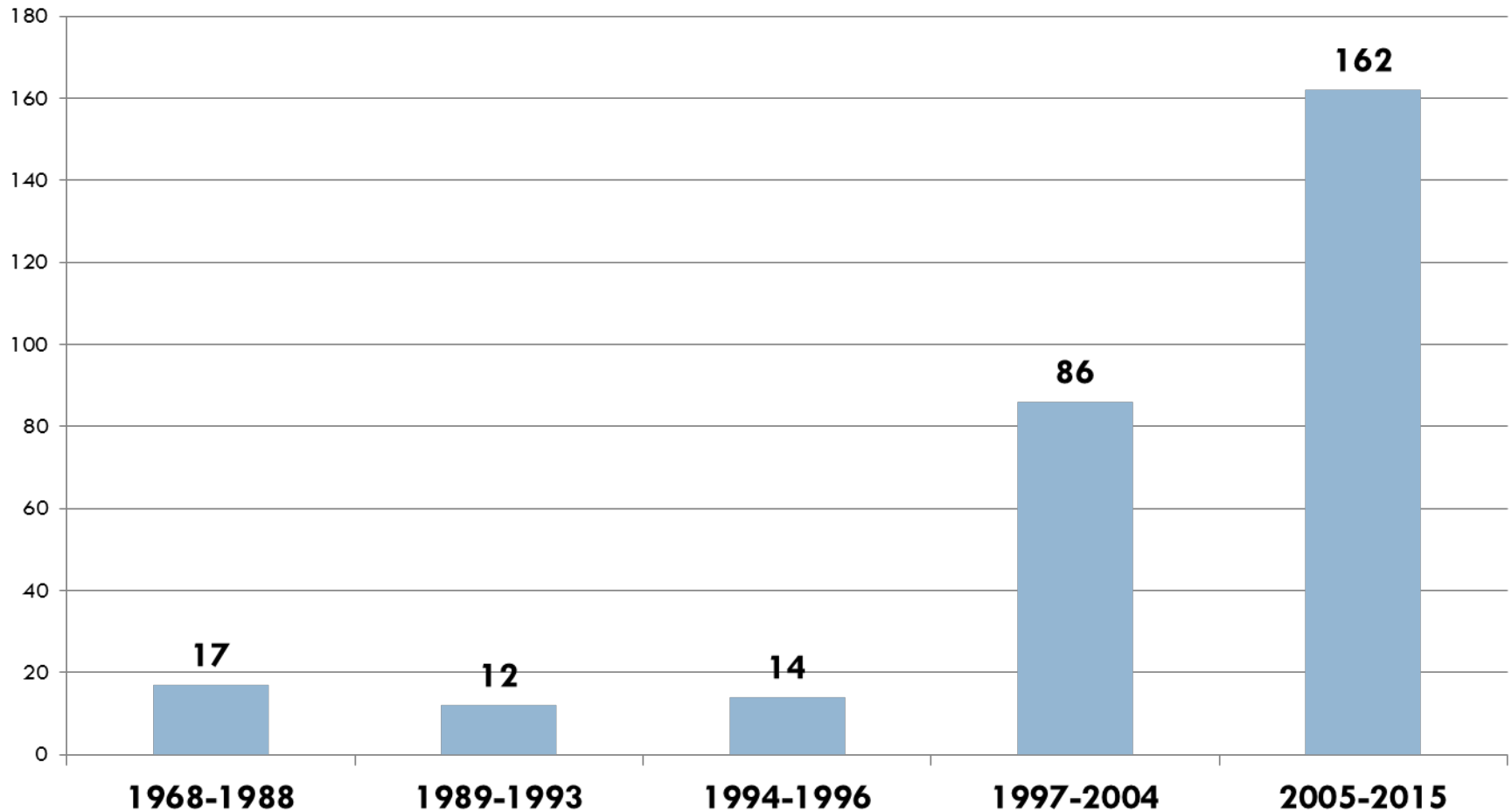
# SONOMA COUNTY WINERIES

## 447 Wineries/Tasting Rooms



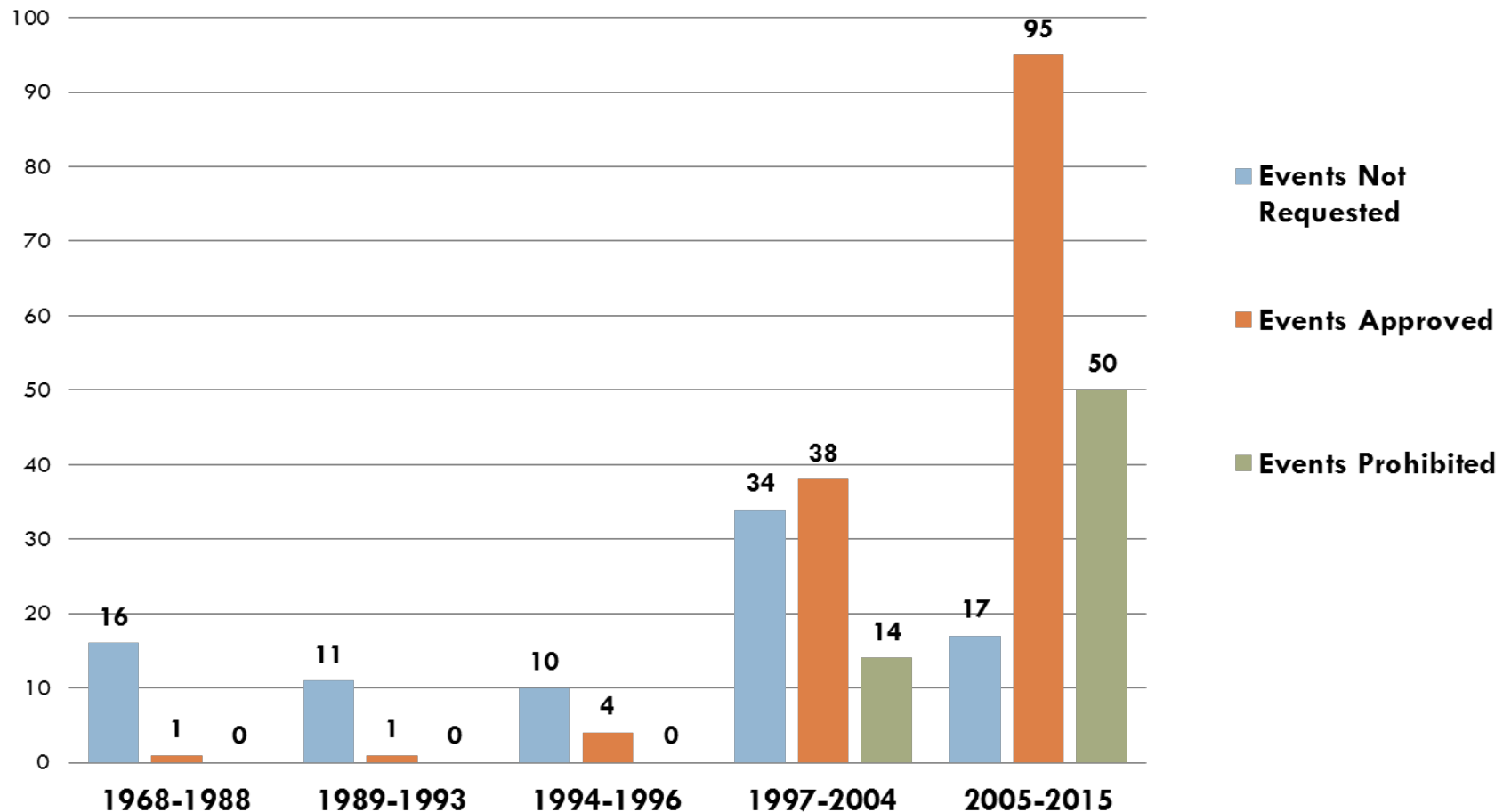
# ACTIVE PERMITS WITH TASTING

**Active Permits by Milestone Dates (291)**

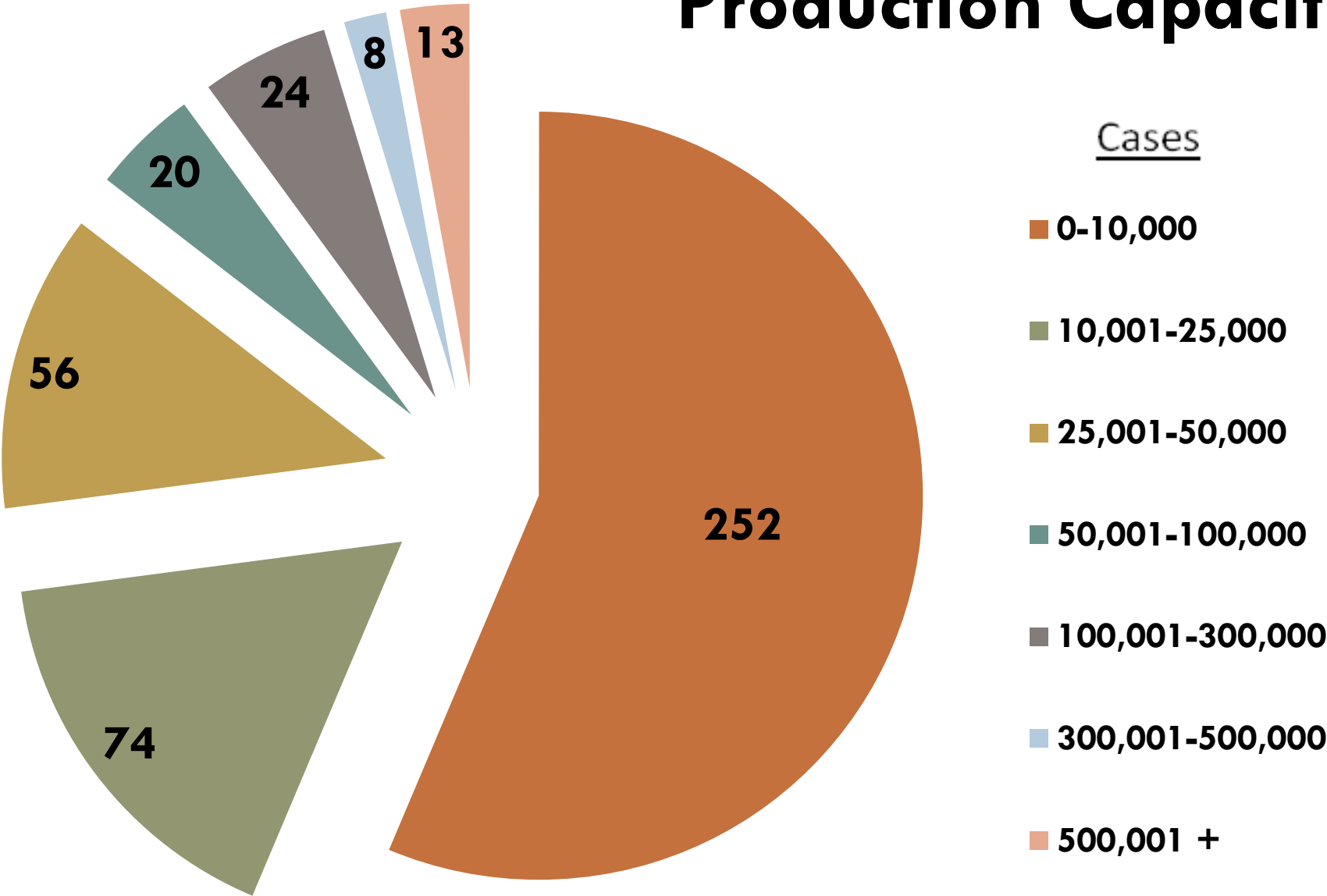


# ACTIVE PERMITS WITH TASTING

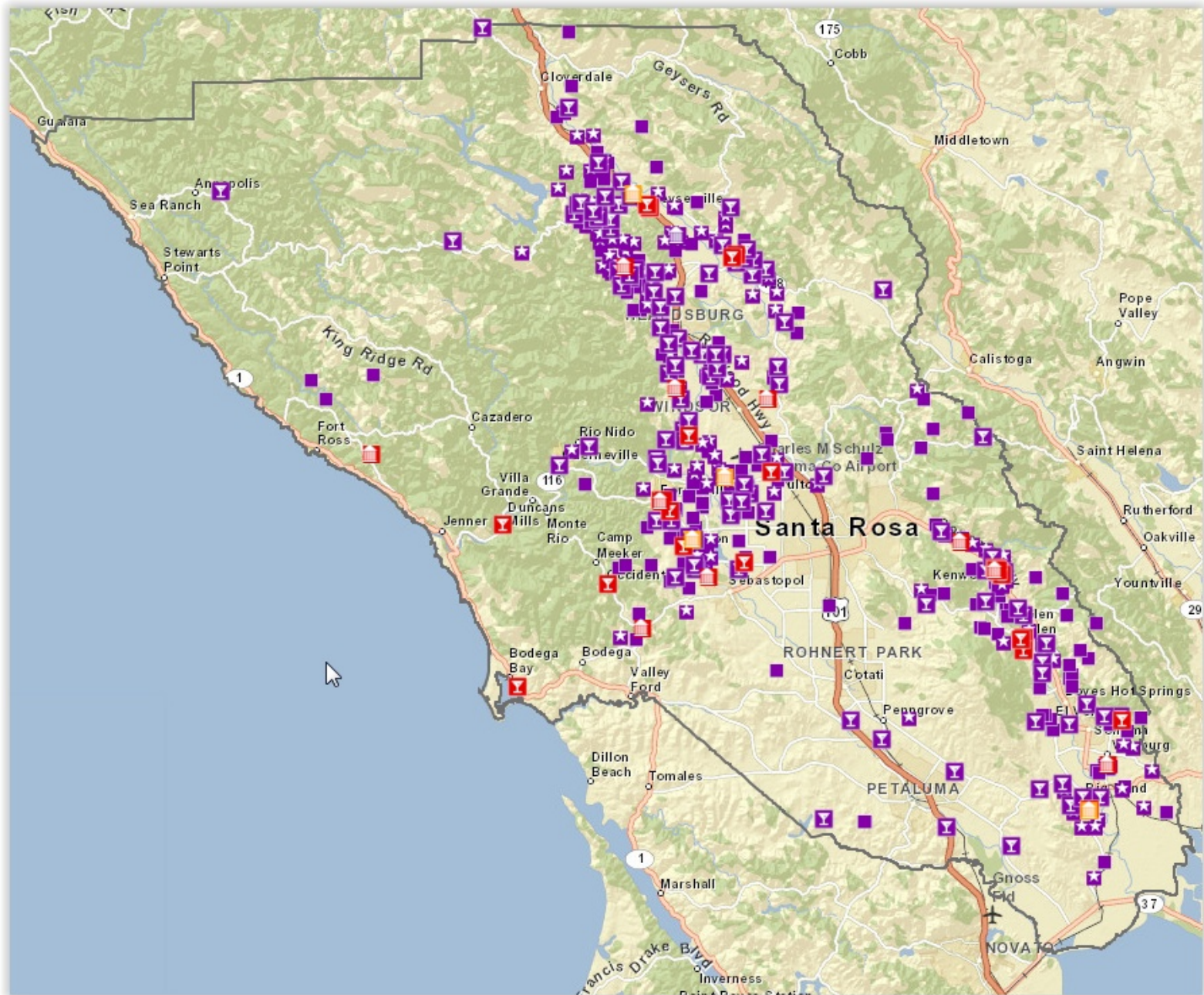
## Active Permits by Milestone Dates (291)



# Production Capacity

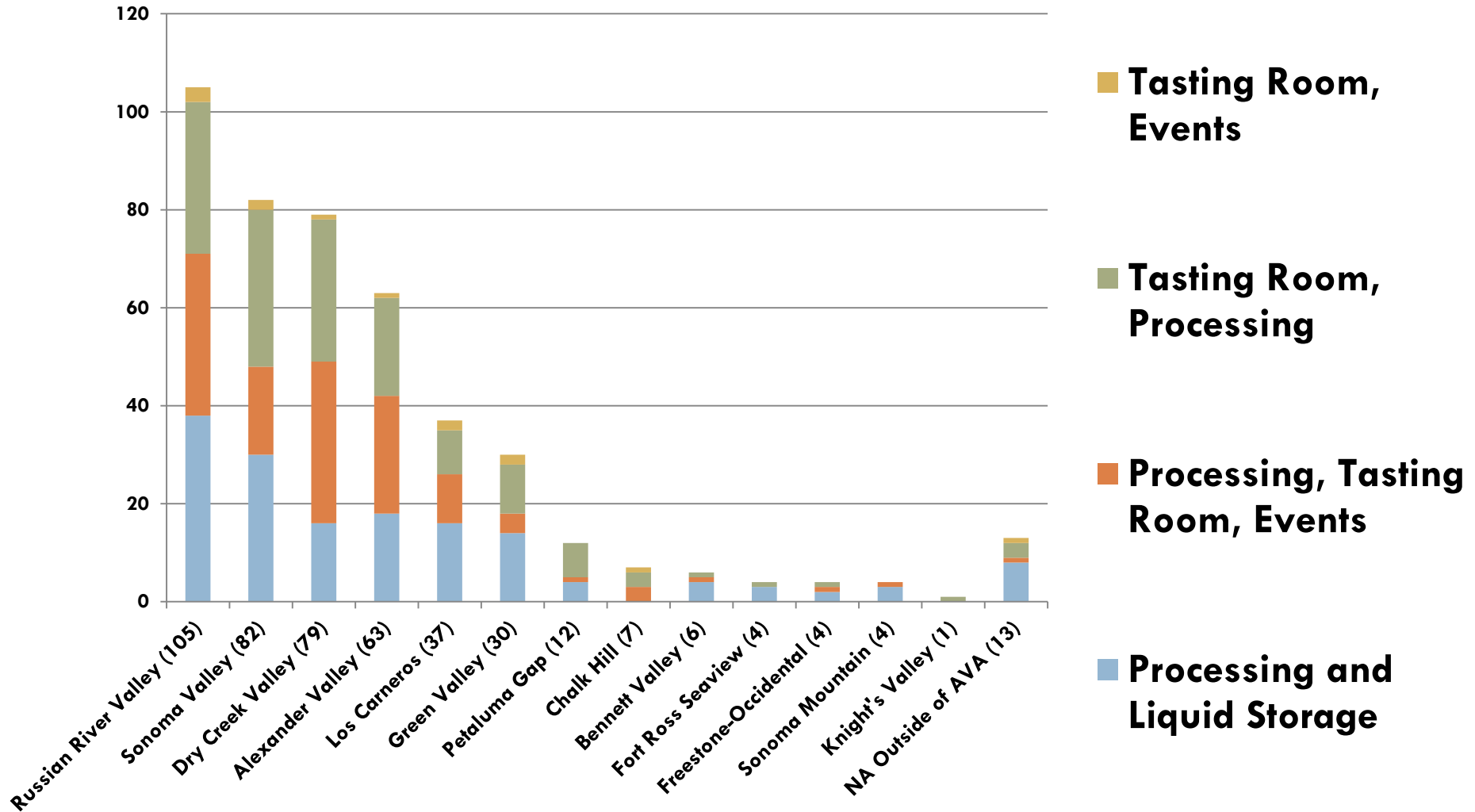


# APPROVED WINERIES MAP



# Type of Winery By Viticultural Area

## 447 as of June 2016



# LOCAL CONCENTRATION

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## **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

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**Consider the following factors:**

- Road access conflicts**
- Traffic levels on specific and cumulative basis**
- Groundwater impacts to aquifer and wells**
- Detrimental to rural character**

# 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 Projects – Not Significant**
- **Added Together = Significant Impact**
- **Addressed at Policy Level to Apply to All Projects**

# 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

- **INDUSTRY-WIDE**
- **DIRECT TO CONSUMER**
  - **Wine club events**
  - **Winemaker dinners**
  - **Release parties**
- **PRIVATE/OTHER EVENTS**
  - **Weddings**
  - **Fundraisers**
  - **Corporate Retreats**
  - **Concerts**
- **BUSINESS TRADE EVENTS**

# KEY ISSUES

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- ❑ **Wine-Industry Business Needs**
- ❑ **Neighborhood Compatibility**
- ❑ **Impacts of Noise, Traffic, Water**
- ❑ **Commercialization of Agricultural Lands**
- ❑ **Preserving Rural Character/Local Concentrations**
- ❑ **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

## SITING CRITERIA

- ❑ **Minimum Site Area**
- ❑ **Setbacks**
- ❑ **Tasting Rooms**
- ❑ **Access and Parking**

## OPERATING STANDARDS

- ❑ **Hours of Operation**
- ❑ **Food Service**
- ❑ **Promotional Activities**
- ❑ **Industry-wide Events**
- ❑ **Monitoring and Enforcement**

# POLICY OPTIONS

## SITING CRITERIA

- ❑ **Minimum Parcel Size for Tasting Rooms**
- ❑ **Minimum Site Area for Events**
- ❑ **Graduated Site Area/Size of Events**
- ❑ **Larger Minimums for Areas of Concentration**

# NOISE ATTENUATION

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

# POLICY OPTIONS

## NOISE MITIGATION

- ❑ **Minimum Setbacks for Outdoor Event Areas**
- ❑ **Allow Reductions of Setbacks with Sound Study**
- ❑ **Establish Case by Case in Use Permit**

# POLICY OPTIONS

## TASTING ROOMS

- **No Stand Alone Tasting Rooms**
  - **Accessory To Winery Or Vineyard Only**
- **Limit Number Of Tasting Rooms Per Site**
- **Limit Custom Crush in Ag Zones**
- **Limit Site Area for Tasting Room and Events**

# POLICY OPTIONS

## FOOD SERVICE

- ❑ **Allow Food and Wine Pairing During Tasting Room Hours**
- ❑ **Limit Seating/Table Service**
- ❑ **Limit Full Meals to Permitted Events Only**
- ❑ **Allow Caterer's Kitchen Only - No Commercial Stoves**

# POLICY OPTIONS

## PROMOTIONAL ACTIVITIES

- ❑ **Limit Events by Size Thresholds**
- ❑ **Limit Type of Events Allowed**
- ❑ **Require Separate Cultural Event Permits for Non-Ag Events (Weddings, Fundraising)**
- ❑ **Distinguish Indoor vs Outdoor Events**
- ❑ **Limit Outdoor Amplified Sound**

# POLICY OPTIONS

## INDUSTRY- WIDE EVENTS

- ❑ **Require Annual Event Permit**
- ❑ **Limit Event Participants At Each Winery**
- ❑ **Limit Event Days Per Year**
- ❑ **Require Parking and Traffic Management Plans**

# POLICY OPTIONS

## MONITORING AND ENFORCEMENT

- ❑ **Annual Monitoring of Use Permits**
- ❑ **Contract Services on Nights/Weekends**
- ❑ **Increase Fines and Penalties**
- ❑ **Require On-Site Coordinator/Contact**
- ❑ **Event Calendaring and Annual Reports**
- ❑ **Expedited Permit for Historic Activities**

# NEXT STEPS



- **Complete Traffic and Noise Reports (underway)**
- **Policy Analysis and Environmental Review**
- **Staff Recommendations**
- **Planning Commission Hearing/Recommendation**
- **Board of Supervisor's Hearing/Final Action**

# WINERY EVENTS

**QUESTIONS?**

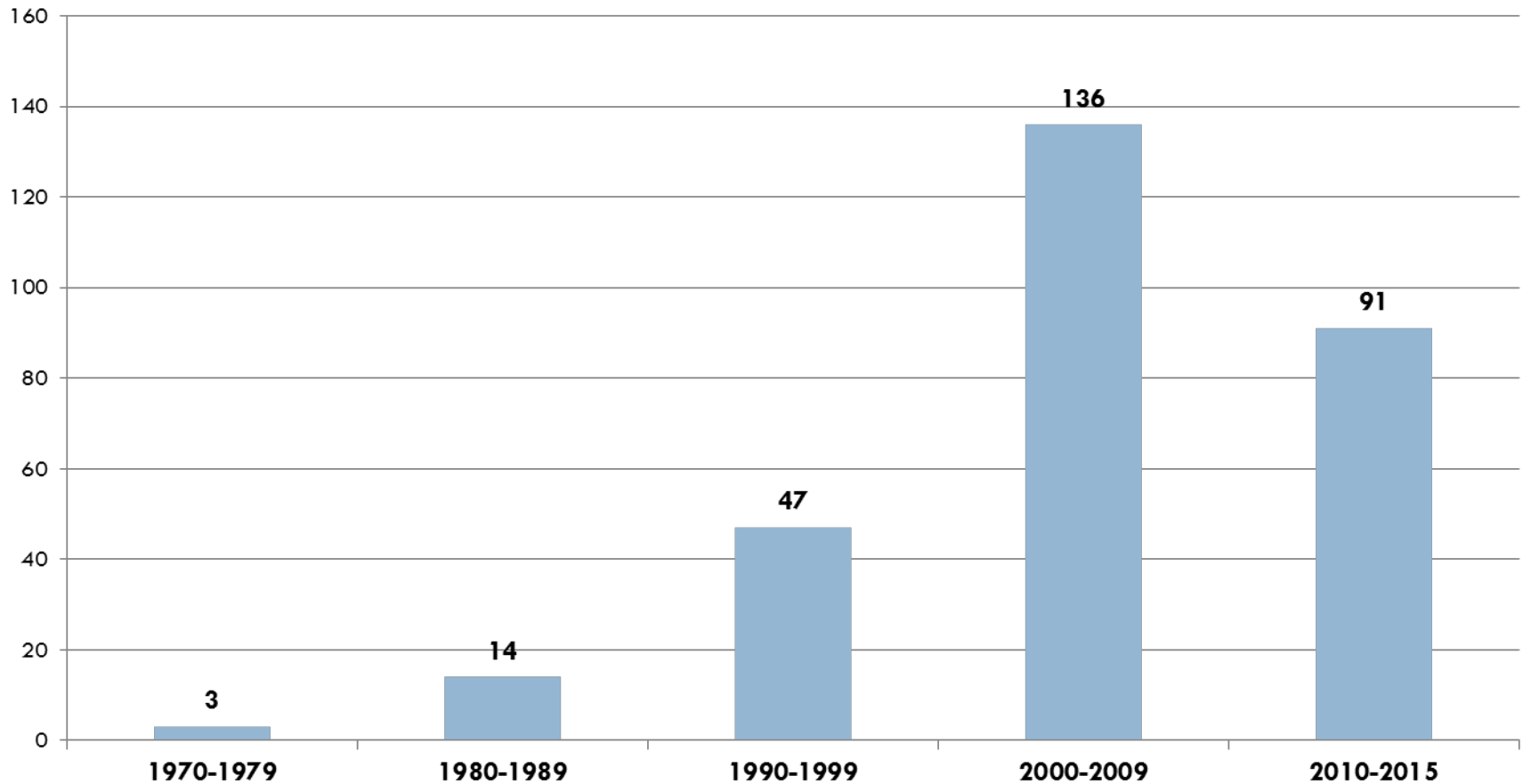
# WINERY EVENTS

**Email: [PRMD-WineryEvents@sonoma-county.org](mailto:PRMD-WineryEvents@sonoma-county.org)**

**Website: [sonoma-county.org/WineryEvents](http://sonoma-county.org/WineryEvents)**

# ACTIVE PERMITS WITH TASTING

1970-2015



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1970-2015

