

# WINERY EVENTS

**Sonoma Valley Citizens Advisory Commission**

**January 27, 2016**

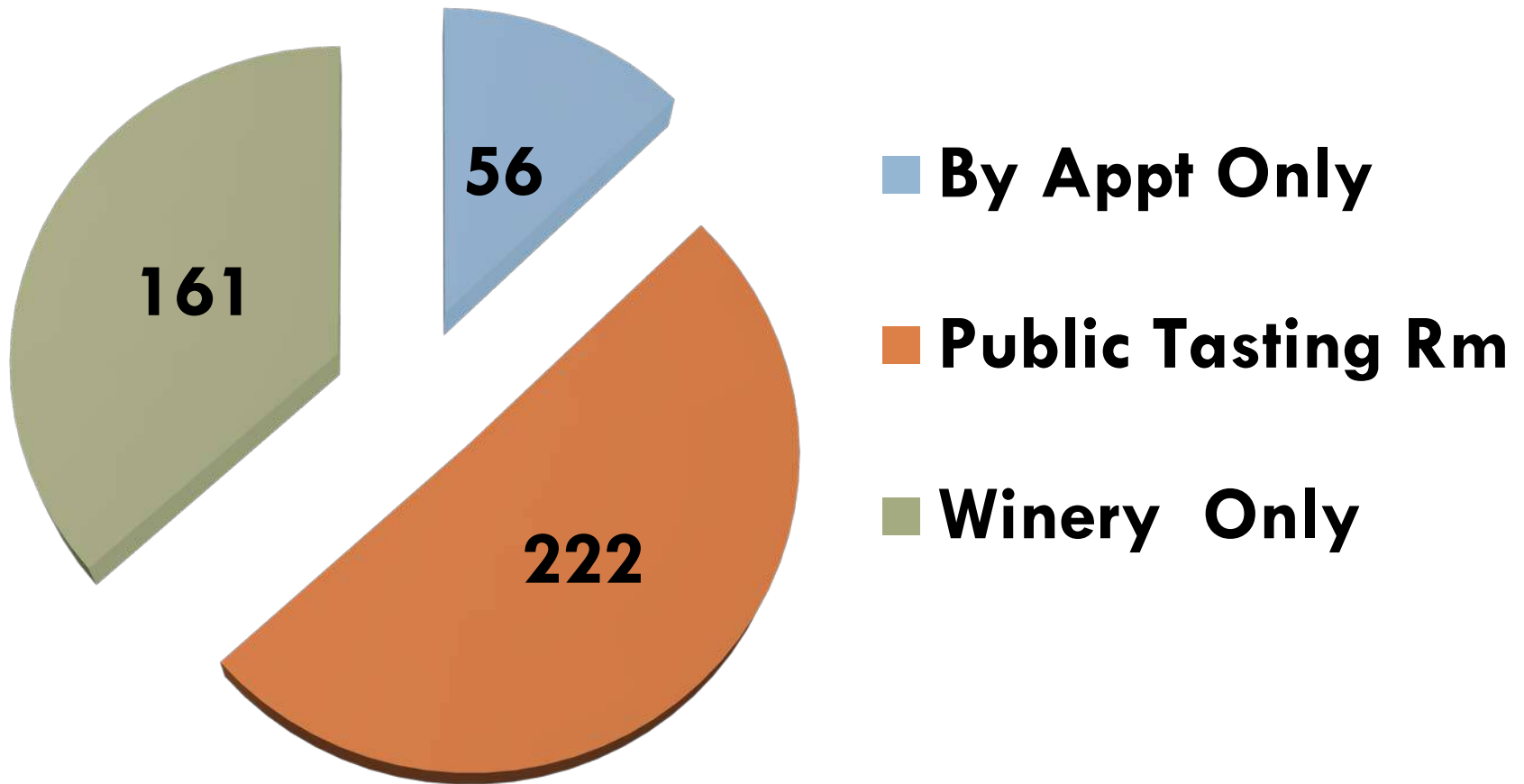
# WINE INDUSTRY

Wine Industry is the largest sector of the Sonoma County economy

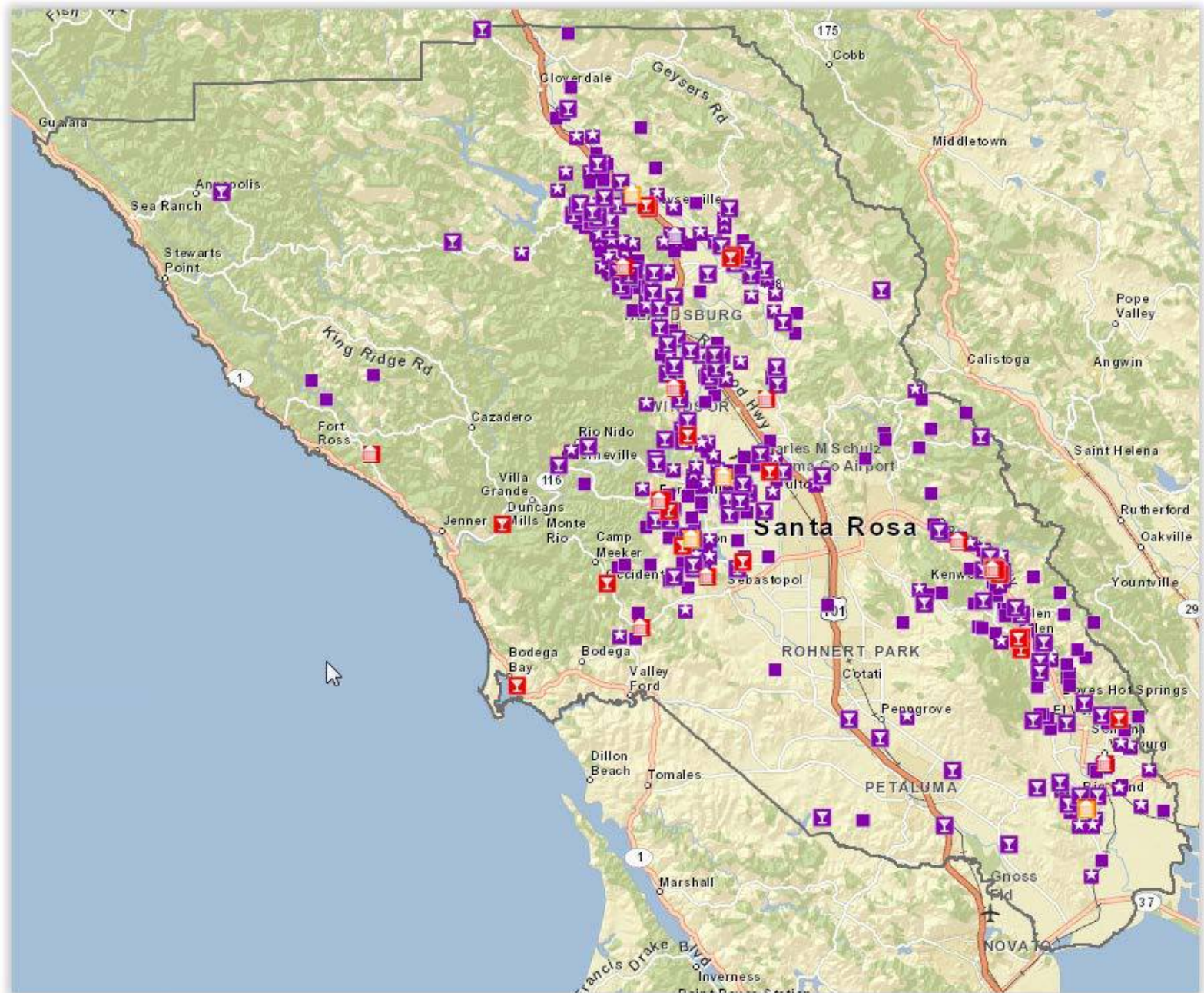
- **59,770 acres of grapes**
- **\$592 million crop value**
- **54,000 jobs**
- **\$1.25 billion wine-related tourism**
- **\$13.4 billion total economic impact**

# SONOMA COUNTY WINERIES

**439 Wineries/Tasting Rooms**



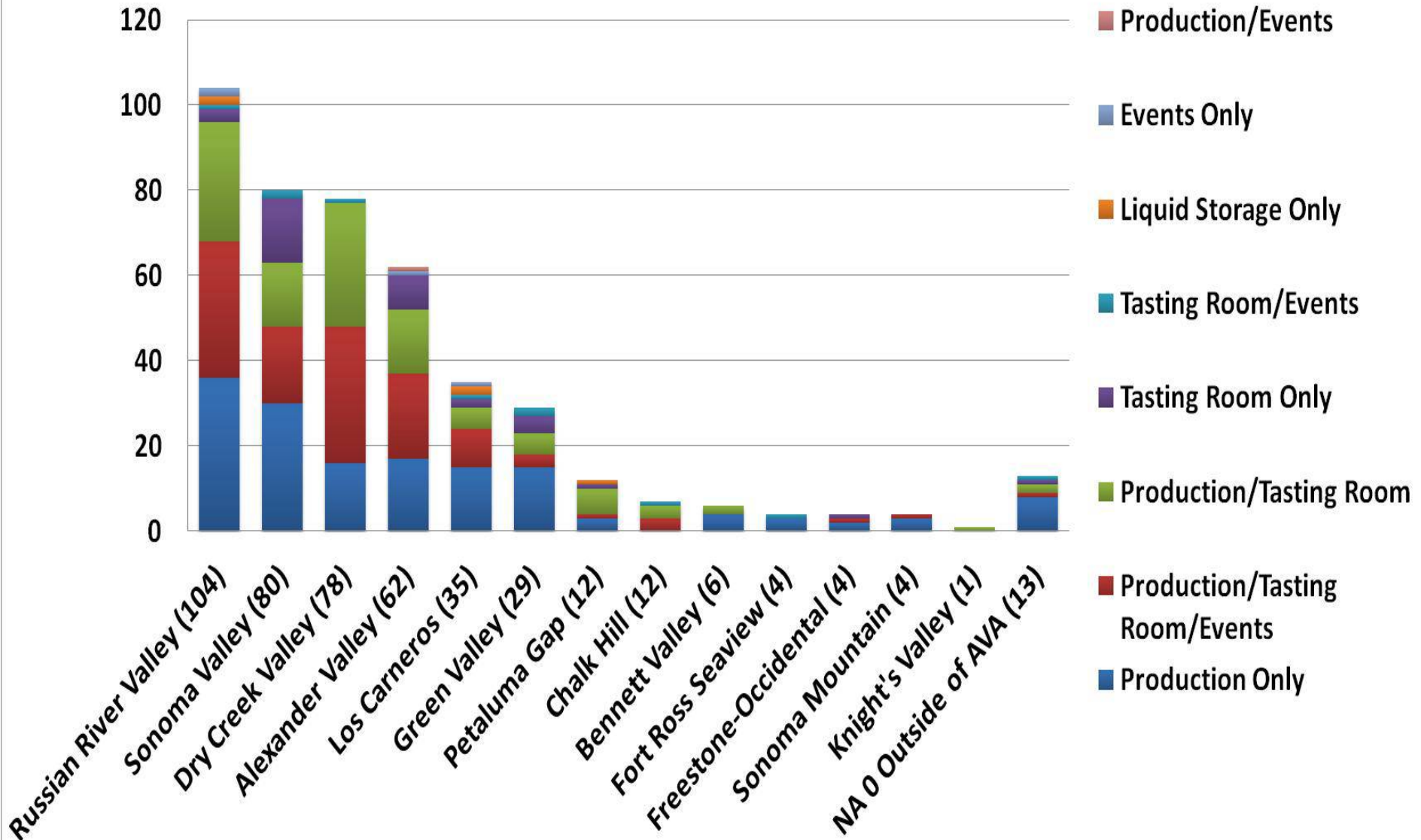
# APPROVED WINERIES MAP



# 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

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## 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

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## **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 1/2 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
<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

## 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

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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

**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

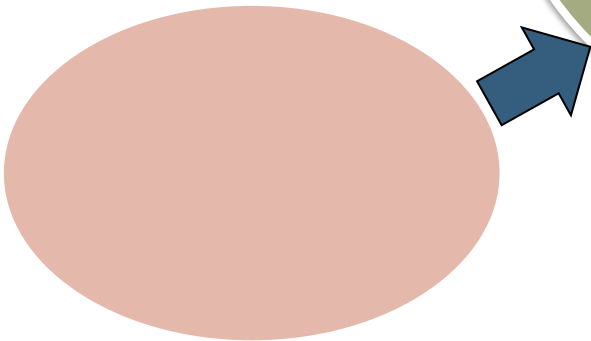
Monitoring & Enforcement

Design Review

**RURAL CHARACTER**

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

Use Permit Conditions





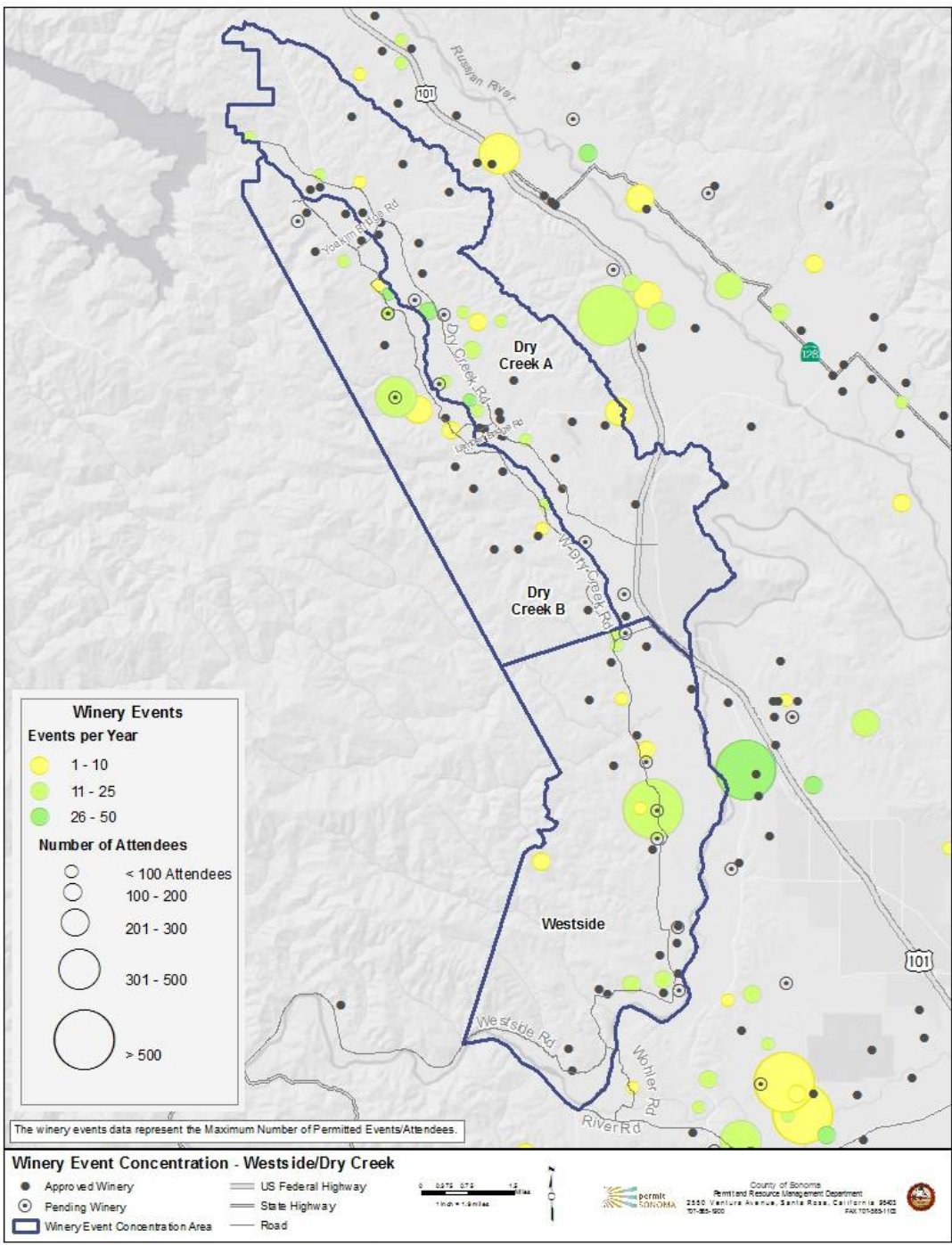
# CRITERIA FOR CONCENTRATED AREA DETERMINATION



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

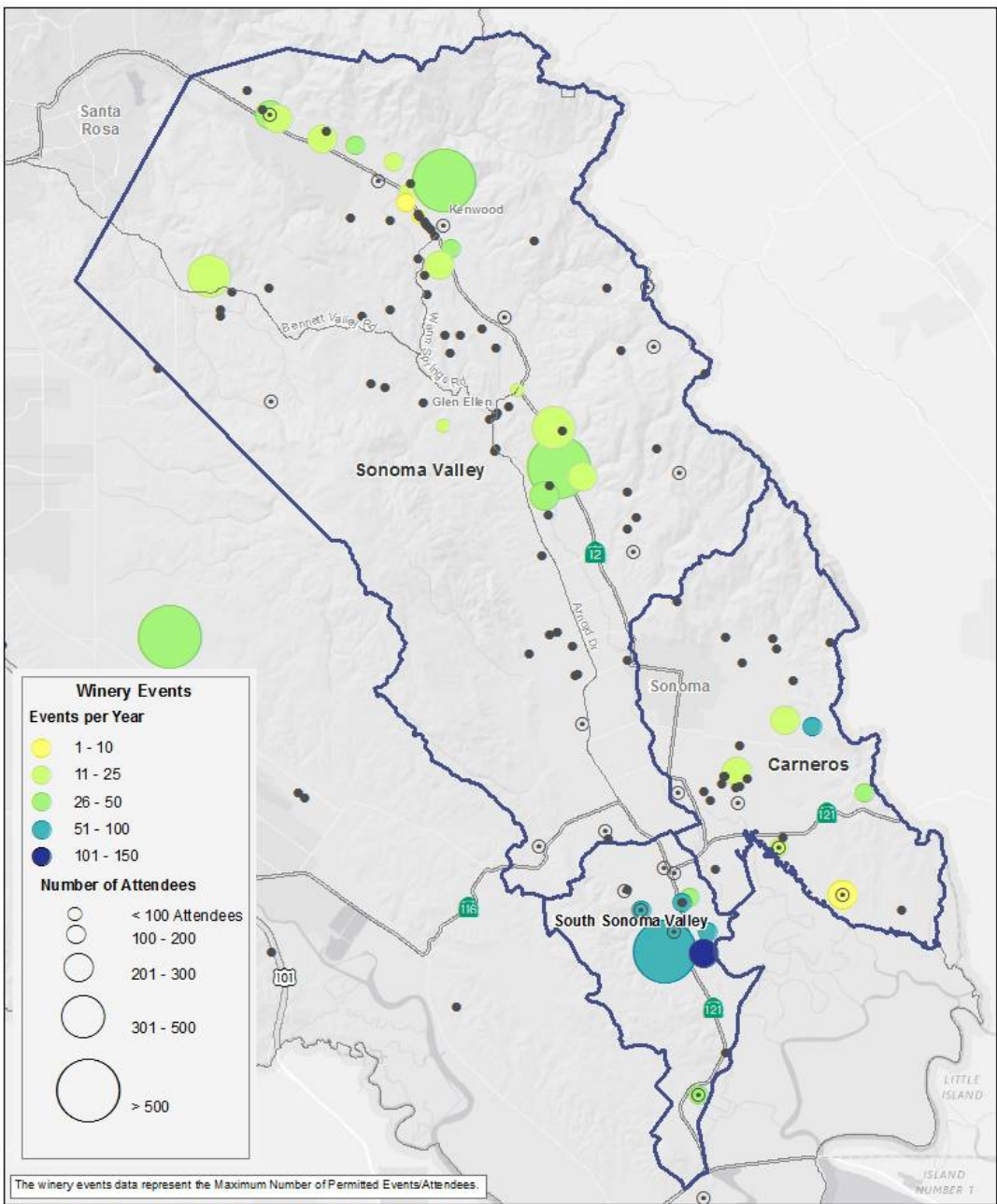
# CONCENTRATION AREA MAP

## DRY CREEK VALLEY WESTSIDE ROAD



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# CONCENTRATION AREA MAP SONOMA VALLEY



**Winery Event Concentration - Sonoma Valley**

- Approved Winery
- Pending Winery
- Winery Event Concentration Area
- US Federal Highway
- State Highway
- Road

Scale: 0 0.5 1 2 miles  
1 inch = 2.27 miles

County of Sonoma  
Permit and Resource Management Department  
2550 Ventura Avenue, Santa Rosa, California 95403  
707-545-9000 FAX 707-585-1100

GIS 20170323 8:48:03 AM \\s\apps\GIS\Projects\Winery Event Permits and Other Concentration\Projects\Winery Event Concentration\_A\_2017\_20170323\_Sonoma Valley.mxd

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

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