

## **GENERAL PLAN AGRICULTURAL RESOURCES ELEMENT POLICIES RELATED TO PROMOTING AND MARKETING AGRICULTURAL PRODUCTS**

**GOAL AR-1:** *Promote a healthy and competitive agricultural industry whose products are recognized as being produced in Sonoma County.*

**Objective AR-1.1:** *Create and facilitate opportunities to promote and market all agricultural products grown or processed in Sonoma County.*

**Objective AR-1.2:** *Permit marketing of products grown and/or processed in Sonoma County in all areas designated for agricultural use.*

**The following policies shall be used to achieve these objectives:**

**Policy AR-1a:** *Permit a wide variety of promotional and marketing activities of County grown and processed products.\**

**Policy AR-4a:** *The primary use of any parcel within the three agricultural land use categories shall be agricultural production and related processing, support services, and visitor serving uses. Residential uses in these areas shall recognize that the primary use of the land may create traffic and agricultural nuisance situations, such as flies, noise, odors, and spraying of chemicals.\**

**Policy AR-5g:** *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.\**

**GOAL AR-6:** *Allow new visitor serving uses and facilities in some agricultural areas but limit them in scale and location. These uses must be beneficial to the agricultural industry and farm operators and compatible with long term agricultural use of the land.\**

**Objective AR-6.1:** *Give the highest priority in all agricultural land use categories to agricultural production activities. Visitor serving uses shall promote agriculture and*

enhance marketing of Sonoma County agricultural products, but shall be secondary and incidental to agricultural production.

**Objective AR-6.2:** Permit visitor serving uses in all agricultural land use categories if they support and do not adversely affect the agricultural production activities of the area. Bed and breakfast inns of five or fewer rooms, and campgrounds of up to 30 sites, are permissible recreational uses only in the "Land Extensive Agriculture" and "Diverse Agriculture" categories, if they do not adversely affect the agricultural production activities of the area.

**Objective AR-6.3:** Develop a pilot event coordination program for the Sonoma Valley Planning Area that provides for monitoring and scheduling of special events on agricultural lands and for agriculture related events on other lands so as to minimize the adverse cumulative impacts of such uses, particularly in areas where agriculture related support uses and/or visitor serving uses are concentrated.

**The following policies, in addition to those of the Land Use Element, shall be used to achieve these objectives:**

**Policy AR-6a:** Permit visitor serving uses in agricultural categories that promote agricultural production in the County, 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 that support and are secondary and incidental to local agricultural production. Limit recreational uses to the "Land Extensive Agriculture" and "Diverse Agriculture" categories, specifically to bed and breakfast inns and campgrounds of 30 or fewer sites.

**Policy AR-6b:** Except as allowed by Policy AR-6a, prohibit new restaurants and lodging. Recognize existing restaurants or lodging facilities and those which were approved prior to adoption of this plan, but limit their expansion or intensification.

**Policy AR-6c:** Nonagricultural land use categories shall not be applied to lands surrounded by agricultural land use categories for purposes of permitting visitor serving or recreational uses or facilities.

**Policy AR-6d:** Follow these guidelines for approval of visitor serving uses in agricultural areas:

- (1) The use promotes and markets only agricultural products grown or processed in the local area.
- (2) The use is compatible with and secondary and incidental to agricultural production activities in the area.
- (3) The use will not require the extension of sewer and water.
- (4) The use is compatible with existing uses in the area.
- (5) Hotels, motels, resorts, and similar lodging are not allowed.

*(6) Activities that promote and market agricultural products 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 are allowed.*

*(7) Special events on agricultural lands or agriculture related events on other lands in the Sonoma Valley Planning Area will be subject to a pilot event coordination program which includes tracking and monitoring of visitor serving activities and schedule management, as necessary, to reduce cumulative impacts.*

**Policy AR-6f:** *Local concentrations of visitor serving and recreational uses, and agricultural support uses as defined in Goal AR-5, 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 may constitute grounds for denial of such uses. 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.*

**Policy AR-6g:** *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.*

**Policy AR-8b:** *Encourage programs for promotion and marketing of agricultural products grown in the County.*

**Policy AR-9d:** *Approve administratively temporary use permits for special events if the requirements of all appropriate agencies have been met.*