

# WINERY EVENTS POLICY

**March 17, 2020**



# PURPOSE OF UPDATE

## Review **PROGRESS** towards:

1. **Definitions for events**
2. **Standards to reduce event-based nuisances**
3. **Considerations for cumulative impacts**

**Board support to finalize guidelines and policy**

# PRIOR BOARD ACTIONS

- ❑ **March 1989: Adopted G.P with Ag. Res. Element**
- ❑ **March 1993: Ag. Promotion allowed with use permit**
- ❑ **Sept 1996: Limited Food Service allowed**
- ❑ **Dec 2014: 2015-17 Work Plan: Winery Events**
- ❑ **July 2016: Winery Events Study Session**
- ❑ **Oct 2016: Staff to prepare standards/definitions**
- ❑ **June 2019: 2017-19 Work Plan: Winery Events**

# GENERAL PLAN

## AG. PROMOTION ALLOWED, WHEN:

- **Secondary/incidental to ag. production**
- **Limited in scale and intensity**
- **Avoids local concentrations**



# LOCAL CONCENTRATION

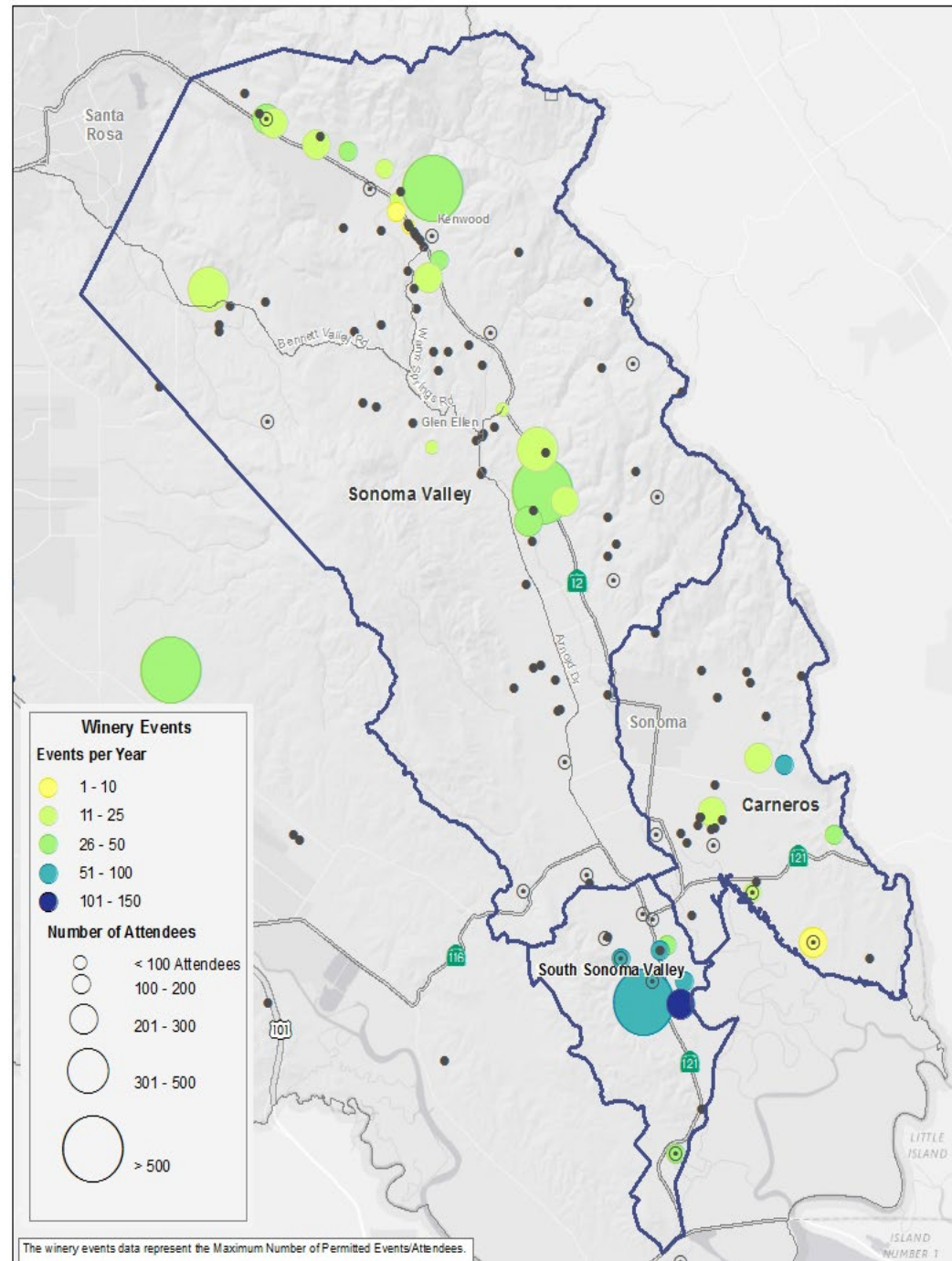


## General Plan Policy AR-6f:

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.**

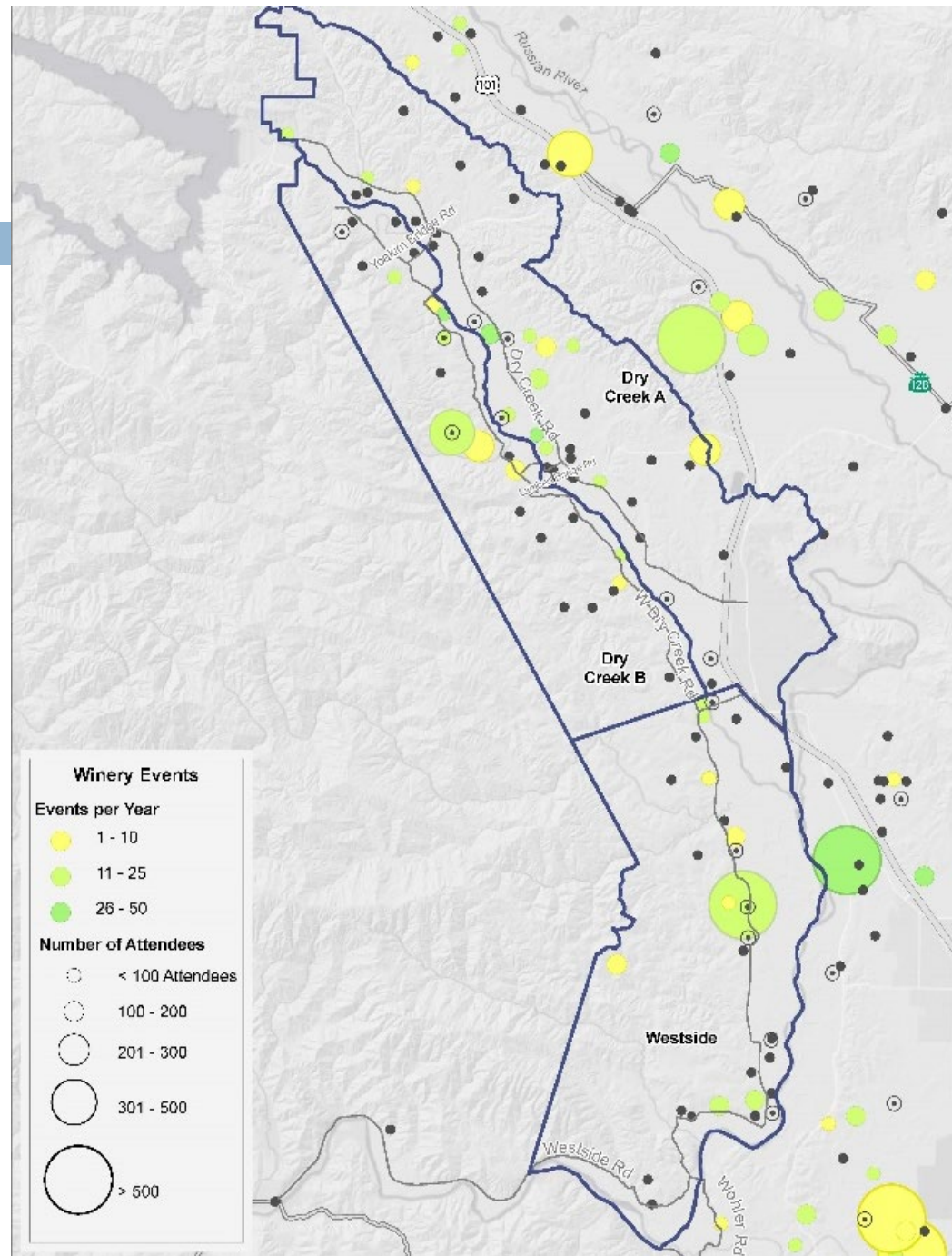
# WINERY EVENTS

## SONOMA VALLEY CONCENTRATION AREA MAP



# WINERY EVENTS

## DRY CREEK VALLEY & WESTSIDE ROAD CONCENTRATION AREA MAP



# WINERY EVENTS POLICY

- **DEVELOP LOCAL AREA GUIDELINES:**
  - **Sonoma Valley, Dry Creek Valley, Westside Road**
  
- **UPDATE THE ZONING ORDINANCE:**
  - **Definitions.** Define ag promotional events & activities
  - **Standards.** Update standards for events & activities
  - **Impacts.** Address land use compatibility
  - **Coordinate.** Winery events and other events/activities



# KEY ISSUES

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

# LOCAL AREA GUIDELINES

## CLARIFY DEFINITIONS

- **Types of Events**
  - **Agricultural Promotional**
  - **Industry-wide**
  - **Private**
  - **Wine Trade**
- **Winery Facilities**
  - **Winery**
  - **Tasting Room**
  - **Event Space**
  - **Accessory spaces**
- **Winery Event Terms**
  - **Food Service**

# LOCAL AREA GUIDELINES

## SITE

### CRITERIA & STANDARDS

- Access**
- Setbacks**
- Parcel Size**
- Tasting Rooms**
- Parking**
- Separation Criteria**

# LOCAL AREA GUIDELINES

## OPERATING CRITERIA & STANDARDS

- Hours of Operation**
- Food Service**
- On-site Coordinator**
- Traffic Management**
- Two-Year Review**
- Promotional Events**

# LOCAL AREA GUIDELINES

## FOOD CRITERIA & STANDARDS

- ❑ **Pre-packaged Foods**
- ❑ **Food and Wine Pairing**
  - ❑ **Samples - Small Appetizer Portions**
- ❑ **Winemaker Lunches and Dinners**
  - ❑ **No Published Menu Options**
  - ❑ **Restaurants Prohibited**
- ❑ **Food is Secondary to Wine**
- ❑ **Commercial and Catering Kitchens**

# GUIDELINES PROCESS

**Dry Creek and Sonoma Valleys have CACs:**

- **Applicant presents project to CAC**
- **CAC evaluates project per guidelines**
- **CAC provides recommendation(s)**
- **Applicant/CAC informs Project Review staff**
- **Applicant submits project to County**
- **CAC recommendation cited in staff report packet**
- **PC/BZA/Board decides on project**

**Westside Road does not have a CAC.**



# DEVELOPING GUIDELINES

- ❑ **2017: Dry Creek Valley CAC prepared Guidelines**
  - **Posted on DCVCAC website**
- ❑ **2019-2020: Sonoma Valley prepares draft Guidelines**
  - **Draft to SVCAC on March 25, 2020:**
    - **Reviewing draft Sonoma Valley Guidelines**
    - **Reviewing Sonoma Valley Traffic Study**
    - **Sonoma Valley Guidelines finalized**
- ❑ **2019-2020: Westside Road to finalize draft Guidelines**

# CUMULATIVE IMPACTS

## CUMULATIVE IMPACTS

### □ **TRAFFIC**

- Cumulative traffic studies
- Prepared by GHD
- Published online for public review

### □ **NOISE**

- Standards for winery events
- Prepared by Bollard

### □ **WATER**

- Groundwater-related standards
- Zero net use policy and procedures



# SONOMA VALLEY TRAFFIC STUDY

- **Speed/travel data analyzed 2017-2018 activity**
  - **Off-Peak, N. Valley** **UNCONGESTED**
  - **Off-Peak, S. Valley** **CONGESTION**
    - Parts of SR 12, SR 121, SR 116, SR 37, E. Napa Street
  - **Peak, N. Valley** **↓ RELIABILITY**
    - Parts of Warm Springs Rd., Bennett Valley Road, SR 12
  - **Peak, S. Valley** **CONGESTION**
    - Parts of SR 37, SR 121, SR 116, East Napa St.

# SONOMA VALLEY TRAFFIC STUDY

- **Off-Peak, Events:** 18.4Mi UNRELIABLE/CONGESTED
- **Peak, Events:** 33.0Mi UNRELIABLE/CONGESTED

# DRY CREEK/WEST. TRAFFIC STUDY

## □ Off-Peak, No Industry-wide

- Small parts of Healdsburg Ave.
- Moderate congestion downtown

LTD. CONGESTION

## □ Off-Peak, With Industry-wide

- Dry Creek Road west of 101

MOD. CONGESTION

## □ Peak, No Industry-wide

- Parts of Healdsburg Ave.
- Unreliable at Dry Creek Rd.

CONGESTED

## □ Peak, With Industry-wide

- Parts of Dry Creek Rd., Canyon Rd., Healdsburg Ave.

↑ UNRELIABILITY

# DRY CREEK/WEST. TRAFFIC STUDY

- **Off-Peak, Events:** 6.9Mi UNRELIABLE/CONGESTED
- **Peak, Events:** 13.4Mi UNRELIABLE/CONGESTED

# GHD RECOMMENDATIONS

- ❑ **Safe driveway access should be maintained**
- ❑ **No parking along adjacent County roads**
- ❑ **Improve primary roadway system**
- ❑ **Require traffic studies with applications**
- ❑ **Require industry-wide event notifications**
- ❑ **Signage ahead of industry-wide event weekends**

# GHD RECOMMENDATIONS (cont.)

- ❑ **No more than 2 industry-wide events monthly**
- ❑ **Establish standards for industry-wide events for rural character and neighborhood compatibility**
  - ❑ **50 persons per participating winery limit**
  - ❑ **Require traffic/parking management plans**
- ❑ **Coordinate timing with other events**

# NOISE STANDARDS FOR EVENTS

- ❑ – 5dB offset to General Plan Table NE-2 standards
- ❑ **Table 1 - Maximum Exterior Noise Exposures**
- ❑ **Table 2 - Typical Sound Sources Levels**
- ❑ **Table 3 - Setbacks for sounds attenuation (45 dB L50)**
- ❑ **Project-Specific Noise Study**
  - ❑ **Factors to consider identified**

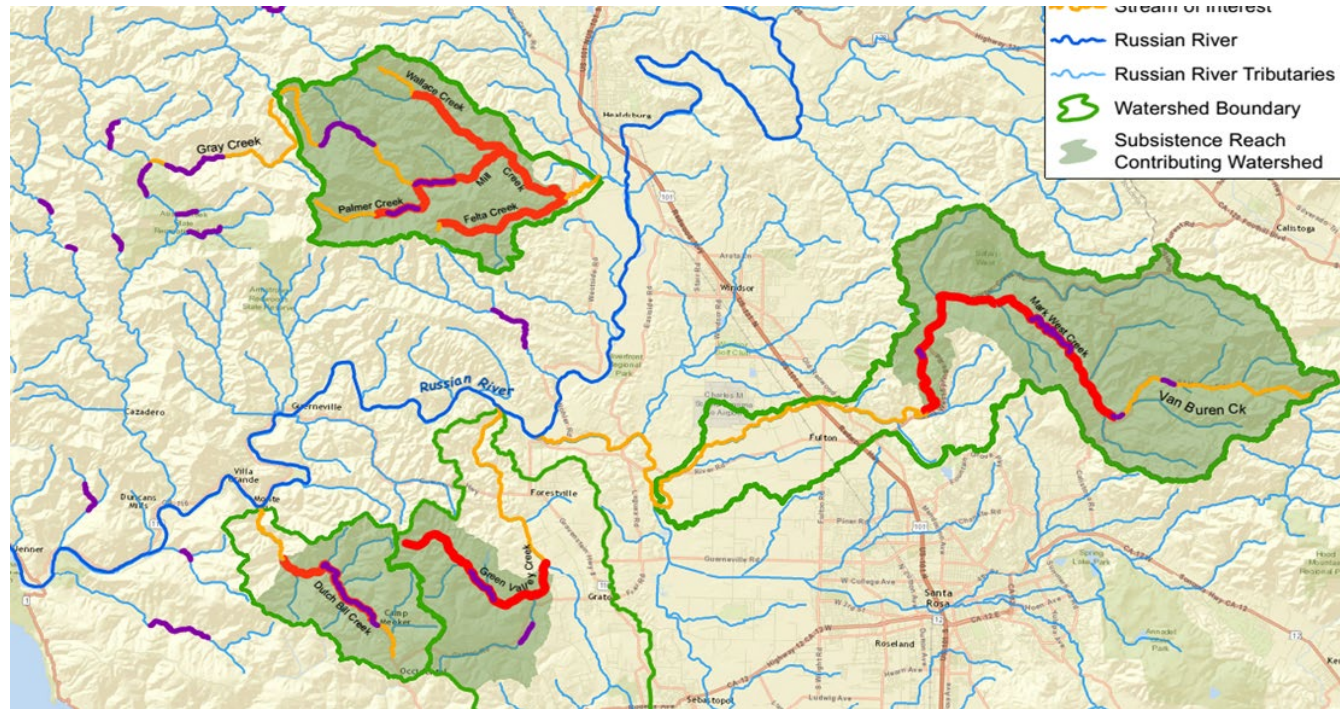
# GROUNDWATER

- ❑ **Policy WR-2e: sufficiency test needed in Class 3 & 4 areas**
  - ❑ Hydrogeologic reports required to verify quality and quantity
- ❑ **Professional water use estimate required for wineries**
- ❑ **Groundwater monitoring, reporting, easements required**
- ❑ **Water Conservation Plans required to reduce demand**



# ZERO NET WATER USE

- ❑ Discretionary Permits only
- ❑ High habitat value watersheds for Coho/Steelhead
  - Mark West, Green Valley, and Mill Creeks
- ❑ Sensitive to Stream-flow Depletion Late Summer and Fall



# ORDINANCE UPDATE

- **Definitions**
- **Standards**
- **Impacts**
- **Coordination**

# EVENT DEFINITION

**“EVENT”  
VS.  
BUSINESS  
OPERATION**

- **Events attract the public/members**
- **Inadequate on-site parking**
- **Amplified sound**
- **Outside of weekday hours**
  - ▣ **5-10PM**
  - ▣ **Weekends**

EVENT/ ACTIVITY		BEYOND WEEKDAY 10AM-5PM	Public/B2B Member	Outdoor Amp Sound	Food?	Sufficient Parking	Category	Monitor (NM) Shuttling (S)
<b>PUBLIC SALES</b>	Wine tastings Pickup parties Release parties	NO	ANY	NO	ANY	YES	Activity	
		NO	ANY	YES	ANY	YES	Activity	
		YES	ANY	NO	ANY	YES	Event 2	
		YES	ANY	YES	ANY	YES	Event 2	NM
		ANY	ANY	ANY	ANY	NO	Event 1	S, NM
<b>AG PROMO</b>	Tours Seminars Winemaker dinners Focus is the ag product	NO	Pub/Memb	NO	ANY	YES	Activity	
		YES	Pub/Memb	NO	ANY	YES	Event 2	
		NO	Pub/Memb	YES	ANY	YES	Event 2	NM
		YES	Pub/Memb	YES	ANY	YES	Event 1	NM, S
		ANY	Pub/Memb	ANY	ANY	NO	Event 1	S, NM
<b>INDUSTRY WIDE</b>	Association-sponsored 2-3 days Winery participants	NO	ANY	NO	ANY	YES	Event 2	
		NO	ANY	YES	ANY	YES	Event 2	NM
		YES	ANY	ANY	ANY	YES	Event 1	NM
		ANY	ANY	ANY	ANY	NO	Event 1	S, NM
<b>BUSINESS ACTIVITY</b>	Business to business Meetings Trade partner meetings Distributor meetings/sales Wine trade events	ANY	B2B	NO	ANY	YES	Activity	
		NO	B2B	NO	ANY	NO	Event 2	S
		YES	B2B	YES	ANY	YES	Event 2	NM
		YES	B2B	YES	ANY	NO	Event 1	S, NM
<b>CULTURAL EVENT</b>	Charitable, concerts, weddings, etc.	Zoning Permit						

\* Food operations shall be evaluated to determine if they constitute a restaurant through Permit Sonoma oversight

# POLICY APPROACHES

- ❑ **ORDINANCE-ONLY APPROACH**
  - Community-involvement limited for project review
  - Policies only apply to zoning districts
- ❑ **GUIDELINES-ONLY APPROACH**
  - Does not provide county-wide regulation
  - Not the same binding effect as an ordinance
- ❑ **JOINT ORDINANCE AND GUIDELINES APPROACH**
  - More involved
  - Provides maximum flexibility and nuance

# JOINT APPROACH STRENGTHS

- ❑ **Consistent & predictable policy county-wide**
- ❑ **Uniform application and interpretation**
- ❑ **Considers local guidance**
- ❑ **Harmonized framework**



# MOVING FORWARD

**Finalize ordinance recommendations**

**Establish structure for permitting and standards**

**Use data from noise and traffic consultants**

## **□ Next Steps:**

- **Finalize all local guidelines by May 2020**
- **Prepare draft ordinance by Fall 2020**
- **Harmonize guidelines to ensure consistency**
- **Present policy to Board by December 2020**

# WINERY EVENTS

## **DISCUSSION/COMMENTS**

