

**Villa Vanto Farm**  
**Agricultural Small Scale Processing and Promotional Events**  
**Use Permit Project Narrative**

**APPLICANT AND OWNER**

Mario and Katharine Ghilotti  
Villa Vanto LLC  
4485 D St. Extension, Petaluma CA 94952

**APPLICANT'S REPRESENTATIVE**

Hedgpeth Architects  
2321 Bethards Drive  
Santa Rosa, CA 95405

**APN:** 020-130-037

**PARCEL SIZE:** 56.76 Acres

**GENERAL PLAN:** LEA 60 Land Extensive Agriculture

**ZONING:** LEA B6 60Z SR VOH Land Extensive Agriculture, Scenic Route

**SPECIFIC PLAN:** Petaluma Dairy Belt

**UNIFORM RULES:** Williamson Act contracted agricultural lands

**HISTORY AND SETTING OF PROPERTY**

Villa Vanto Farm, located in the Petaluma Dairy Belt Specific Plan Area, in the southwestern portion of Sonoma County, has historically been used for the grazing and production of dairy and beef cattle. The land is restricted for agricultural use by a conservation contract under the Williamson Act. The site consists of grass covered rolling hills with scattered tree stands, an existing farmhouse and two barns, one of which is new and the proposed location of the uses described in this narrative.

The applicant, Villa Vanto Farm and owners Mario and Katharine Ghilotti, is requesting a Use Permit to allow a small scale agricultural processing operation and up to 28 special events annually to promote the farm's products. Farming of lavender crops and processing of the plants into oils and other products is proposed in a new 5,020 square foot agricultural building located in the interior of the parcel, about 1,400 feet from the residence. The promotional special events will be supported by the new building and will take place inside the structure and around it in two outdoor areas. The primary use of the building and Villa Vanto Farm's operation is agricultural. The small scale processing of lavender and other crops, the marketing and promotion of the farm commodities, and the existing use of the site for production of beef cattle, preserves and enhances the agricultural resources of this farmland.

Formerly, the grazing lands which supported the dairy operations at this farm extended over several neighboring parcels. Over the last 20 years the neighboring parcels have been sold and the dairy operation declined. The primary use of the farm has since been for grazing beef cattle. Currently there are beef cattle on site, but the primary agricultural product at Villa Vanto is proposed to change from beef to lavender crops, with planting to commence in February 2022.

The Ghilotti Family created, owns, and operates Villa Vanto Farm. Katherine and Mario Ghilotti are one of a few entrepreneurs under 30 years old who are investing in the enhancement of Sonoma's agricultural industry with products that do not involve cannabis cultivation or viticulture. Instead, Katherine and Mario are actively realizing a vision to farm drought tolerant crop plants to produce

premium commodities to be sold on-site and locally in Sonoma County. Diversifying from livestock production to include a plant based industry in Villa Vanto's operations is consistent with the goals and policies of Sonoma County's General Plan - Agricultural Land Use Element, the County's Code of Ordinances, the Petaluma Dairy Belt Area Plan and the Williamson Act, to prioritize support for activities which sustain long term agricultural uses on lands within the County's agricultural districts.

## **PROJECT DESCRIPTION**

### **NEW AGRICULTURAL BUILDING - LOCATION AND DESIGN**

Villa Vanto Farm is located approximately 3 miles southwest of downtown Petaluma on a scenic corridor, D Street Extension. A 950 square foot existing single family residence, built in 1913, and an existing barn are located on the property. The terrain of a major portion of the site is steeply sloped, but there are level acres at the D Street frontage, where the residence and older barn are located, and at the southern portion of the site. An existing retention basin is also located at the south portion of the site.

A new 5,020 square foot, 2 story agricultural building is located at the south part of the parcel. A portion of the site around the new building is proposed to be farmed for lavender and other crops. The existing cattle grazing operation will continue around the growing areas, on approximately 10 of the 56 acres.

The barn will be used principally for small scale agricultural processing. The building houses processing equipment, a shipping and storage area, a small farm retail sales area, and a business office. The farm will begin cultivation of crop plants in the Spring of 2022, with small scale processing of the harvest to occur in the Fall of 2022. The building and outdoor areas developed around the structure, are proposed to be used for periodic restricted non-agricultural promotional events. Up to 25 events annually are proposed.

An existing gravel road provides emergency vehicle access from a driveway at D Street to the project. Surface parking, including 5 standard stalls and 1 accessible stall, is provided at the project. A new road, under separate Grading Permit, will provide paved access from a new driveway at D Street to the new agricultural building.

The Construction Type of the new building is Type V, Multi-Story, Sprinkled NFPA 13. The Building Occupancy classification is F-2 (Factory Low Hazard), A-2 and A-3 (Assembly), M (Mercantile), S-2 (Storage Low Hazard) and B (Business).

The ground floor of the structure is 4,088 gross square feet in area, including a 3,575 sf small scale agricultural processing area, 215 square feet of accessory farm retail sales area, a 220 square foot area containing 2 bathrooms, and 95 square feet of accessory storage area. A 690 square foot area at the second floor contains a private office for the Owner, and an adjacent 85 square foot area with a bathroom.

## **PROPOSED USES OF THE NEW AGRICULTURAL BUILDING**

### **A - SMALL SCALE AGRICULTURAL PROCESSING (ZONING PERMIT SUBJECT TO DISCRETIONARY APPROVAL CRITERIA)**

The small-scale agricultural processing operation is for the extraction of oil from lavender crops grown on the property, an agricultural use permitted (subject to discretionary approval criteria) in the LEA Zone per Sonoma County's Code of Ordinances, Section 26-06-030- Allowed Land Uses, Table 6-1, Agricultural and Resource-Based Land Use Category. Per Sec. 26-18-040, a Zoning Permit Application PJR-001 for the use of the facility for small scale processing is submitted concurrently with the Building Permit Application. The operation will adhere to the performance standards in Sec. 26-88-210.

### **B - FARM RETAIL SALES (ZONING PERMIT)**

The farm retail sales area is an agricultural use permitted in the LEA Zone per Sonoma County's Code of Ordinances, Section 26-06-030- Allowed Land Uses, Table 6-1, Agricultural and Resource –Based Land Use Category. Per Section 26-18-140, a Zoning Permit Application PJR-001 for the retail sales is submitted concurrently with the Building Permit Application. The products are packaged, marketed and stored in the area of the new barn designated for farm retail sales. The Farm Retail Sales use will adhere to the standards in Sec. 26-88-215.

### **C - PERIODIC SPECIAL EVENTS (USE PERMIT SUBJECT TO DISCRETIONARY APPROVAL CRITERIA)**

Periodically, the small scale agricultural processing area will be used to support Periodic Special Events, a use permitted in the LEA zone (subject to discretionary approval criteria) by the Sonoma County Code of Ordinances, Section 26-06-030- Allowed Land Uses, Table 6-1- Recreation, Education and Public Assembly Land Use Category. The events are temporary promotional events which conform to Section 26-06-030, E- Restricted Nonagricultural Uses, 1, r- Temporary Events. Per Section 26-06-030, E, 2, the applicant is submitting a Use Permit Application PJR-001 and Project Narrative demonstrating that the use of the facility for Periodic Special Events to promote the farm's products supports a local need, will not conflict with agricultural activities at Villa Vanto Farm, and is consistent with General Plan Objectives AR-4.1 and policy AR-4a.

## **SMALL SCALE AGRICULTURAL PROCESSING- LAVENDER PRODUCTION**

Villa Vanto's primary agricultural product are lavender crops grown on site, with the majority of the lavender harvest designated for distillation into essential oils in the new agricultural building. No lavender will be imported from other farms and all processing will be limited to products grown onsite. The processing barn will house all the distillation equipment and no processing will occur outside.

### **Water System, Supply, and Quantity**

The property currently utilizes water from an onsite above-ground spring system and naturally occurring static storage from a man-made pond. The small-scale processing operation will use water from these existing sources and will not require an additional well or an increase in the current net usage of water.

To farm and process 2 acres of lavender, the processing equipment will use approximately 6,600 gallons per harvest. Harvest will occur twice a year. Therefore, the entire processing operation will consume about 266 gallons per day for 25 days, requiring a GPM of 0.18.

Historically this property has been used to run beef and dairy cattle. The farm has averaged 50 head of cattle, with water consumption of 1,300 gallons per day or 26 gallons per head of cattle.

Beef and dairy products have been consistently phasing out of business in Sonoma County and California for the last 20 years. Villa Vanto does not have large acreage, reflected in the relatively low number of cattle. The unique set of plant derived commodities processed from drought tolerant shrubs utilizes previously unproductive agricultural land in a sustainable manner to produce high yield crops. Villa Vanto is reducing the number of cattle to 10 head to offset water use needed to support the lavender operations. Lavender is an arid-climate plant, and most farmers will only need to water their crops a few times per growing season. While a permit is not required to farm lavender, the total demand to farm two acres of lavender would allot to each plant 1/2 gallon of water every two weeks when rainfall is inadequate. If there is no rain at all during the growing season, 2 acres of lavender would require 167 gallons of water per day.

### **Water Demand Change**

Decrease= Less 40 cows = -1040 gallons / Day

Increase= Processing 2 acres +267 gallons / Day

Increase= Farming 2 acres + 167 gallons / Day

*Net Change of Total Water Use= Decrease 609 gallons / Day*

### **Water Quality**

The water used for the processing operation will be boiled in a distillation unit. Any contaminants present in the processing water will be sanitized through the distillation process. None of the products processed onsite are intended for consumption.

## Waste Management

The processing of lavender plants for their oil will not result in any waste products. Inputs into the processing equipment are limited to water and lavender. By-products of the processing are the essential oil (to be sold), lavender Hydrosol (to be sold), and the remaining lavender by products, which will be fed to the farm's cattle or composted into fertilizer.

## Hours of Operation

The small-scale processing will be seasonal, with two harvests a year. The processing machinery will be used for several months during each harvest season. The first harvest is in early spring, and the second harvest is in the fall. Processing of crops will take place between the hours of 8 AM and 4 PM daily. Retail services will be open Thursday, Friday, and Saturday from 8 AM until 4 PM.

## Noise Limits

The distillation machinery has no mechanical elements and will create no noise.

## Distillation Specifications

Example of a classic Distillation Unit prototype similar to the custom unit planned for Villa Vanto -



Figure 1. 400 Liter Pot: Custom Built Copper “pot” 10’ X 11.5’ x 6’      **Weight:** 100 Kg

A custom distillation unit is being manufactured for Villa Vanto’s operation. The picture in Figure 1 is a prototype the processing unit that will be used. Cold water is supplied from a hose bib outside of the building. Hot water outputs will be captured for lavender hydrosol, a marketable commodity that will be packaged and sold.

## **A Zero-Waste Product**

The lavender plants will be cut back twice annually to harvest their blooms. Blooms that are harvested past their “peak” period of fragrance will be used for lavender sachets or to infuse honey. Beekeeping and honey production is planned as an ancillary agricultural use at the farm, as part of a sustainable farm operation. All parts of the harvested plants will be utilized. Lavender stems will be saved, dried, and bundled to be marketed as a gourmet herbal addition for grilling and smoking foods. The steam distillation process used to extract the plant oils yields residual water, also referred to as lavender hydrosol. The hydrosol will be packaged and marketed for use as an ingredient in farm produced skincare products, linen spray, and room fragrance. The plant “mash” or leftover plant matter will be composted and applied as a fertilizer for the growing fields.

## **Premium Lavender Demand**

The demand for premium quality lavender is rapidly growing for culinary use, as well as skincare and bath products. The current value of *Lavandula Augustifolia* fluctuates but consistently approximately \$7.00 per ounce for premium quality lavender buds. Villa Vanto’s primary agricultural crop is premium quality lavender, locally produced, marketed in its natural state for use in cooking, teas, jellies, herb blends, and honey, as well as an ingredient for bath products, skin care products, perfumes, candles, and incense. Products will be marketed, shipped and stored in an area of the new barn designated for Farm Retail Sales.

## **The Barn Facility**

The essential oil and hydrosol distillation operation will occur inside the new barn, using the Alembic 400 L still. The oil and hydrosol will be processed, packaged, and stored in this building. Lavender crops in their natural state will also be dried in this building. To dry the lavender plants, they are placed on screens positioned to allow air flow between. This method dries the plants within one to two weeks.

## **The Copper Distillation Still**

Copper has twice the thermal conductivity of aluminum and nearly ten times that of stainless steel making it the ideal raw material for use with water and high heat. Scientific research also suggests that copper is highly antibacterial. Copper has antimicrobial properties that can inhibit waterborne microorganisms such as bacteria, viruses, and algae, making it the material of choice for the removal of impurities and infectious parasites. Copper will also remove sulfur and yeast compounds from the distillates, which affects the therapeutic scent of the hydrosol. Distillations using copper stills create finer, more pure products. When using a copper still for distilling essential oils, a chemical reaction occurs, and copper sulfate is a byproduct. This byproduct is often used as a fertilizer, increasing the copper content in the soil. Copper sulfate mineral supplements are a recognized method for remediating peaty and acidic soils and also create a soil chemistry hospitable for plant growth. Copper sulfate is also used in plant cultivations to remediate mildew, leaf spot, blight and apple scabs on field crops, including fruit trees, nut trees and vegetables.

## **PERIODIC SPECIAL EVENTS - NON AGRICULTURAL PROMOTIONAL EVENTS**

The primary revenue generating products at Villa Vanto Farm are essential oil extracts derived from lavender plants and custom scents created from site grown plants and herbs. A trend of decreasing demand and oversupply of beef and dairy products from small scale operations has led to a consistent phasing out of this part of the agricultural industry in Sonoma County and California for the last 20 years. Villa Vanto is a small farm and the number of cattle it can sustain is limited. Mario and Katherine Ghilotti are proposing to re-purpose the farm's agricultural land resource to grow drought tolerant crops. They project production of over \$1,500,000 in annual taxable goods to be sold in Sonoma County. Promotional events to showcase and market Villa Vanto's locally grown and made high-grade products are a key part of the farm's business plan. The property has few farmable acres due to consistent drought conditions and the steep terrain of the property. To succeed as a business, the farm must produce higher quality products on fewer acres. Traditional online and retail sales are not an effective vehicle for this class of products. Promotional events are planned to take place at the facility to educate customers about the farm's premium products, their differentiation from comparable products on the market and about the farm's sustainable agricultural operations.

Villa Vanto proposes to farm over 25,000 lavender plants with three different varieties. Ten acres of the 56 acre farm will be used as grazing pasture lands for select beef cows. The farm's beef cattle operation is a joint venture program with two medical doctors pioneering research and development for a nutritionally superior line of stock. In addition, Villa Vanto is planting orchards among the primary lavender crops consisting of olive, fig, apple, and pomegranate trees. Finally, Villa Vanto is investing over \$500,000 for innovative systems to harvest and store rainwater to supply smart irrigation systems. The system will reduce the amount of water that would otherwise be drawn from the site's groundwater resources. Villa Vanto seeks to model the practice of sustainable and diverse agriculture in Sonoma County. Through the intelligent use of water, recycling of organic waste, soil conservation, improvement of soil health, implementation of crop diversity, crop rotation, integrated pest management, and humane animal raising, Villa Vanto is a part of a growing movement in farming to increase productivity while also contributing to the environmental health of its land resources.

Mario and Katherine Ghilotti, owners of Villa Vanto, are members of local agriculturally based programs including the Petaluma GAP AVA, Sonoma County Farm Bureau, Sonoma County Trail Blazers, Petaluma Valley Groundwater Sustainability Agency, and Sonoma-Marin Young Farmers and Ranchers Committee.

Mario and Katherine will be partnering with agencies including those listed above to promote and educate groups about the benefits and implementation of sustainable farming practices in small farms like Villa Vanto. Through promotional events, Villa Vanto will educate young farmers and their peers on the long term and actual cost savings realized by implementing sustainable farming practices, especially with regard to rain water harvesting and storage, and the design of water management systems. The periodic special events will be used to educate other young agriculturists about creating a financially profitable small-scale distillation and processing operation. The events also give the farm opportunities to showcase its products for market to a wide diversity of consumer groups, as well as to young people interested in pursuing careers in agriculturally related fields.



Promotional events will occur within a limited designated area of about 0.87 acres, to prevent conflict with primary farming activities in the surrounding lavender and orchard fields. The events will occur outdoors on an existing open areas directly adjacent to the new barn, south of an existing pond at the site. The barn will be used primarily to store farm equipment, machinery, and for processing essential oils, but will periodically serve as a “multi-use” space to support periodic events.

### **Event Types**

Promotional events will include farm-to-table meals, educational seminars, field trips, agricultural industry meetings, custom scent workshops, customer events, weddings, and corporate retreats.

The following types of promotional events are proposed annually:

- 15 Private Parties, Reunions, Weddings (80-200 attendees)
- 10 Customer, Educational, Marketing, Farm to Table Events (40 -120 attendees)
- 2 Charity Fundraising Events (50-150 attendees)
- 1 Industry related event (40-120 attendees)

### **Event Season and Hours of Operation**

Events are proposed to be spaced and scheduled year round. There is no single season in which all events would occur. Most of the events will occur on weekends, but some will take place on weekdays. Events will start no earlier than 11 AM and end no later than 10 PM. Events will range in size from 40 to 200 participants. The property owners live on-site and will be present for all events.

### **Promotional Products Used and Showcased at Events**

A farm retail sales area is located inside the southeast corner of the processing barn. This area includes a countertop and display space to market products made from crops grown on-site during special events. Additionally, Villa Vanto's and other local farms' products will be showcased and used for the periodic events.

These local products include Villa Vanto (VV) dried lavender, VV essential oils, VV custom herbal scents, VV olive products, VV beef master select beef, VV honey, Keller Estate Winery wines (Petaluma AVA) and Nicasio Valley cheeses.

All events are actively promotional and will be contractually required to include the consumption and showcasing of at least 5 Villa Vanto and other local products during the event. Villa Vanto and local products will be highlighted in either the menu or as part of the event program. All events, including weddings, will include the opportunity to purchase local products individually and by subscription during the event.



## Music

Live and amplified music will be allowed inside the processing barn only. Music will not be permitted after 10:00 PM. The noise level during events will adhere to the limits in table below:

### Noise:

57. Noise shall be controlled in accordance with Table NE-2 (or an adjusted Table NE-2 with respect to ambient noise as described in General Plan 2020, Policy NE-1c,) as measured at the exterior property line of any affected residential or sensitive land use:

TABLE NE-2: Maximum Allowable Exterior Noise Exposures

Hourly Noise Metric <sup>1</sup> , dBA	Daytime (7 a.m. to 10 p.m.)	Nighttime (10 p.m. to 7 a.m.)
L50 (30 minutes in any hour)	50	45
L25 (15 minutes in any hour)	55	50
L08 (4 minutes 48 seconds in any hour)	60	55
L02 (72 seconds in any hour)	65	60
<sup>1</sup> The sound level exceeded n% of the time in any hour. For example, the L50 is the value exceeded 50% of the time or 30 minutes in any hour; this is the median noise level. The L02 is the sound level exceeded 1 minute in any hour.		

## Neighboring Residents

The average home distance from our processing barn and designated event area is 2,650 feet away (North: 3,400 LF, South: 2,600 LF, East: 3,500 LF, West: 1,100 LF).

### **Access and Parking:**

The subject property is located at 4485 D St. Ext., 3 miles west of downtown Petaluma. All events will require majority of the guests to utilize bus and limousine shuttle services. On-site guest parking will be provided for individuals with specific accessibility needs. For larger events, (up to 200 participants) as many as 10 shuttle vehicles will provide transportation to and from the site

Villa Vanto's location and new agricultural building supporting the special events have unique advantages that make it uniquely suited to hold special events, differentiating it from other farms in LEA zoning districts that offer opportunities for comparable gatherings.

1. The new farm building has building code compliant exiting and accessible facilities for the most stringent occupancy classification, "Assembly. Most farm event venues are in existing facilities retro-fitted for new uses and do not meet the requirements of the building code in multiple aspects of design for the Assembly occupation category.
2. The fire access road conforms to the County's fire access requirements. The building is equipped with interior and exterior automatic sprinklers supplied by an independent on-site water storage system.
3. The venue has close proximity to urban services and is within 3 miles from downtown Petaluma.

4. Shuttle and limousine services are integrated into the events to decrease traffic impacts, greenhouse gas emissions, and to eliminate the risk of impaired driving on the local roads.

5. Facilities in the building and outdoor event areas adhere to accessible path of travel and access requirements for public facilities in Chapter 11B of the 2019 California Building Code

**Food Preparation:**

All meals and cooking of meals will be prepared by caterers offsite and be brought on to the site ready to plate. Offsite preparation of meals will include preparation and cooking of Villa Vanto farm products provided in advance to caterers.

**Water Supply:**

Water supply is from a natural spring stored in tanks with a total capacity of 17,500 gallons. The proposed events will not increase current water demand on the site or result in additional water usage.

**Waste Disposal:**

Portable restrooms will be provided for guests attending promotional events. At least one accessible restroom will be provided for all events. The accessible restroom will have an accessible path of travel to the facility and fixtures which meet requirements for access by the disabled. The onsite septic system will not be used for events.

**Employee Counts:**

Events will have different level of hired 3rd party staff per event.

The chart below private parties, educational, charity, industry- all events

Event Guest Count	50	100	150	200
Staff Low	7	14	18	22
Staff High	9	19	25	31
Staff Average	8	16	21	27

Processing: 2-4

Retail: 1-2

## **VILLA VANTO**

Lavender Farm & California's First Custom Perfume House

**Subject:** Conditional Use Permit Supplemental Summary of Agricultural Products and Business Operation

### **Executive Summary:**

Villa Vanto (VV) stands as a 57-acre farm nestled in Sonoma County, just a stone's throw away from downtown Petaluma. Rooted in pragmatic farming practices, lavender emerged as the primary crop of choice due to its ability to flourish on slopes and withstand drought conditions.

This addition to Sonoma County's agricultural landscape promises to catalyze tourism, corporate engagement, and diversification beyond the traditional realms of viticulture, dairy, and cannabis. VV is poised to become a pioneering perfume house in the United States, offering businesses, brands, luxury establishments, and individuals the exclusive opportunity to collaborate with our perfumers in crafting bespoke signature scents.

Guests will be invited to stroll through our meticulously curated gardens, engaging all their senses to select natural ingredients for their unique creations. This unprecedented sensory journey is expected to draw clientele from across the globe, positioning VV as a premier destination for olfactory exploration.

Our commitment to providing immersive experiences extends beyond product creation; it is integral to the essence of Villa Vanto. Securing the right to host events is paramount, allowing us to seamlessly integrate our products with the on-site experience. To purchase Villa Vanto products is to purchase an experience.

### **Events for Agricultural Promotion:**

The financial feasibility of our operation is dependent on two key factors: One- sales volume & Two- onsite group sensory experiences. Events and group gatherings allow us to accomplish both hurdles.

The success of our retail is wholly intertwined and dependent on our guests experiencing the peace and beauty of agriculture through the life cycle of various botanical states. When we sell a bottle of perfume or oil, we can command a much higher price when guests can step away from urban life to stroll through our row crops, engaging with the plants from growth to production. Without this immersive experience, online sales risk falling short in competitive pricing.

While we anticipate success with retail appointments, realistically, we would never reach the sales volume needed to make our operation feasible. We expect events and group experiences to make up for over two-thirds of our retail revenue by requiring all guests to purchase a product. These avenues prove more cost-effective compared to continuous retail hours and staffing.

Private events must integrate an agricultural element, ensuring our ethos remains central to all gatherings. The attached checklist will be included as part of all event contracts, guaranteeing an unforgettable experience for all attendees.

## Summary of for-sale products produced on-site

**Lavender:** With approximately 22,000 plants and 3-5 key varieties, our lavender will create these products.

- Oil
- Hydrosol
- Sachets
- Bundles
- Bath salts

**Honey:** On-site hives will help pollinate the lavender. Honey infused with lavender grown on-site will be for sale. Two hives will produce approximately 150-200 12 OZ Jars.

**Villa Vanto Signature Scent:** VV will create a custom scent using lavender and other plants grown and processed on-site.

### **Olive Trees and Oil Grown and Distilled Onsite:**

After CUP approval, the trees are expected to mature and generate a meaningful harvest in a few years.

- Rosemary olive oil
- Sweet basil olive oil
- Olive oil & Lavender infused skin balm

**Custom Perfume Scent Development:** Clients can use our farm for all-natural perfume products and research and development. Our farm will provide an unparalleled sensory experience for creating scents by allowing them to see the life cycle of the inputs. These small-batch products will be grown and processed on-site for scent R&D.

- Rosemary oil
- Roses oil
- Lemon oil
- Orange oil
- Lavender oil
- Lemon grass oil
- Grapefruit oil
- Mandarin oil
- Bergamot oil
- Jasmine oil
- Gardenia essence

**Small farm-to-table local chef with on-site Culinary Garden:** VV is forging strategic partnerships with select Sonoma County chefs to offer an immersive farm-to-table experience like no other. VV will offer a unique culinary showcase that will include the chef handpicking all ingredients from our lush herb garden and row crops.

**Sheep Operation:** A small herd of sheep will help Villa Vanto control steep hillside vegetation and use rotational and regenerative farming practices. Eventually, the sheep will be sold for meat production. All meat will be processed off-site.

**Farm Education + Tours:** All our events will incorporate the opportunity to learn some aspects of our regenerative farming and entrepreneurial take on sustainable agriculture. We will bring renowned specialists to host several regenerative farming workshops for the local farming community.

**Sales Tax and Tourism:** All products sold as general retail or as part of an event will be subject to Sonoma County sales tax. In several years after the farm is fully producing and has established its brand, we aim to generate an estimated \$1,500,000 in sales taxable revenue to the county. We also expect our business to bring a fair amount of tourism to Sonoma County and Petaluma. Our business model depends on volume and on-site experience and was only feasible with the events. If approved as is, VV will bring an estimated 3,500 guests for events and retail annually. According to the Sonoma County Economic Development Board (EDB), overnight guests in Sonoma County spend an average of \$389 per night and stay 2.2 days. Based on these estimates, VV should bring over \$3,000,000 in tourism spending annually. Additionally, we estimate that the vendor-related staff and catering will generate \$4,000,000 in local business revenue to support events hosted at VV. There are over four unpermitted venues West of Petaluma, and we are excited to be the second permitted venue to help support agritourism. Our building will be the only one designed and permitted under the Assembly building code, holding the highest level of safety and ADA accessibility, engineering, and all.

## VILLA VANTO EVENT PRODUCT PAGE

Welcome to Villa Vanto, where agriculture meets innovation. Our events offer a sensory journey from field to bottle, showcasing our commitment to sustainable farming practices. To support our endeavors, events require the purchase of our premium products at 50% off the retail pricing. The minimum quantity for purchase is equal to the guest count, guaranteeing that each guest receives a Villa Vanto product. Please select any combination of the products below to promote agricultural excellence and share our unique creations with your guests.

<u>Product</u>	<u>Unit</u>	<u>Retail Pricing</u>	<u>Event Pricing</u>	<u>Quantity</u>	<u>Total</u>
<b>Lavender:</b>					
Oil (English)	5 ml	<del>\$27</del>	\$14		
Oil (Intermedia)	5 ml	<del>\$12</del>	\$6		
Hydrosol	4 Oz	<del>\$16</del>	\$8		
Sachets	.5 LB	<del>\$10</del>	\$5		
Bundles	Each	<del>\$12</del>	\$6		
Bath salts	32 Oz Jar	<del>\$35</del>	\$18		
<b>Honey</b>					
	8 Oz	<del>\$30</del>	\$15		
<b>Villa Vanto Signature Scent</b>					
	1 Oz	<del>\$68</del>	\$34		
<b>Olive Oil Grown &amp; distilled onsite:</b>					
- Rosemary olive oil	16.9 Oz	<del>\$30</del>	\$15		
- Sweet basil olive oil	16.9 Oz	<del>\$30</del>	\$15		
<b>Custom Perfume Scent Development:</b>					
Experience and 3 Trial of Development	Ea.	<del>\$5,000</del>	\$2,500		
Each Development Prototype	Ea.	<del>\$1,000</del>	\$500		
100 Min Production Per Order	Ea.	<del>\$25 to \$40</del>			
<b>Farm-to-table of on-site Culinary Garden:</b>					
Min. 15 Person cost	Ea.	<del>\$150 - \$200</del>			
<b>Farm Education + Tours:</b>					
Private Sensory Experience	Ea.	<del>\$50</del>	\$25		
Educational Local Farmers	Ea.	<del>\$20</del>	\$10		
Total					

Client Name: \_\_\_\_\_

Date: \_\_\_\_\_

Client Signature: \_\_\_\_\_

## Product List & Total Farm Production Quantities

<u>Product</u>	<u>Unit</u>	<u>Farm Annual Production Qty.</u>
<b>Lavender:</b>		
Oil (English)	5 ml	5,670
Oil (Intermedia)	5 ml	47,250
Hydrosol	4 Oz	6,400
Sachets	.5 LB	1,250
Bundles	Each	15,000
Bath salts	32 Oz Jar	5,000
<b>Honey</b>	8 Oz	200
<b>Villa Vanto Signature Scent</b>	1 Oz	400
<b>Olive Oil Grown &amp; distilled onsite:</b>		
- Rosemary olive oil	16.9 Oz	11,361
- Sweet basil olive oil	16.9 Oz	11,361
<b>Custom Perfume Scent Development:</b>		
Initial Experience and 3 Trial of Development	Ea.	12
Each Development Prototype	Ea.	12
100 Min Production Per Order	Ea.	10
<b>Farm-to-table of on-site Culinary Garden:</b>		
Min. 15 Person cost	Ea.	10
<b>Farm Education + Tours:</b>		
Private Sensory Experience	Ea.	100
Educational Local Farmers	Ea.	225



### **Consistency of the Small Scale Processing and Special Event Uses with the Williamson Act**

This 57 acre parcel is classified as non –prime agricultural land. The property is subject to an existing Williamson Act contract, entered into in 2002. In accordance with the Williamson Act, a minimum of 50% of the land at Villa Vanto is devoted to agricultural and open space uses including grazing, general farming and the harvesting of field, orchard, bush and berry crops and trees, as well as the commercial growing of flowers and commercial raising of livestock produced for food.

In accordance with the Williamson Act, Sonoma County’s Uniform Rules for Agricultural Preserves and Farmland Security Zones, Rule 7.2, A, 1, 6 and B, 1, 2, 3, and the County’s Code of Ordinances, Sec. 26-06-030, Allowed Land Uses (LEA Zone), the right to cultivate, harvest, clean, store and prepare plant crops in their natural state for sale is principally permitted at this site and no further use permits are required for these activities.

Under Uniform Rule 8.3, B, 1, 2, and 3, agricultural support uses such as the proposed small-scale agricultural processing of plant crops into commodities for market, the facilities housing the production activity, and the sales and marketing of the commodities, are compatible with agricultural uses permitted on this land.

Under Uniform Rule 8.3, H, 1, conducting promotional special events directly related to agricultural education, the promotion and sale of agricultural commodities produced on the contracted land are compatible with agricultural uses permitted on this land. The proposed events meet the qualifying criteria for compatibility with agricultural uses and last no longer than two consecutive days and do not provide overnight accommodation. The agricultural building incidentally supports the events and its primary function is for processing and sale of crop products.

The Uniform Rules of the Williamson Act recognize other uses which are compatible with the agricultural uses, as long as they occupy 5 or fewer acres. Compatible uses at Villa Vanto include a single-family dwelling occupied by the landowner and special events. The promotional events which are aforementioned in this Use Permit Proposal Statement meet the conditions of the Uniform Rules, 8.3 for compatible events:

- Events occur on 0.87 acres of land.
- Events are related to agricultural education, or to the promotion or sale of agricultural commodities and products produced on the property .
- Events last no longer than 2 consecutive days and do not provide overnight accommodations.
- No permanent structure dedicated to the events is constructed or maintained on the Property. The 5,020 sf agricultural building is primarily used for the small scale agricultural processing of lavender products from crops grown on the site, and for storage of machinery and other crops grown on the site.

## **Consistency with Sonoma County Municipal Ordinance and Sonoma County General Plan 2020**

In addition to the Uniform Rules- Williamson Act, the property is subject to the County's Code of Ordinances.

The property is located within the Land Extensive Agriculture (LEA) Zoning District.

The proposed uses in Villa Vanto's Use Permit Application for small scale agricultural processing and special events include management of the property's natural resources to avoid their depletion of and promote their replenishment.

The County's Code of Ordinances defines each of the six existing and proposed uses at Villa Vanto Farm as permitted uses in the LEA zone. The uses have in common enhancement and protection of the farm's lands to sustain them for permanent agricultural use.

### **Existing and Proposed Uses at Villa Vanto Farm-**

1. single-family dwelling occupied by landowner – existing use, permitted
2. grazing of beef cattle– existing use, permitted
3. agricultural crop production and cultivation – proposed use, permitted
4. farm retail sales – proposed use, permitted with zoning permit
5. agricultural processing small scale – proposed use, permitted with zoning permit, subject to discretionary approval criteria
6. periodic special events – proposed use, permitted with use permit, subject to discretionary approval criteria

Periodic Special Events are defined as restricted nonagricultural uses in the LEA districts, in Sec. 26-06-030, E of the County's Code of Ordinances. The proposed periodic special events and gatherings at Villa Vanto Farm prioritize the commercial production and processing of plant material and grazing of livestock as the primary uses of the property. The special events are intended to promote the primary use of the property for agriculture production by showcasing, marketing and incorporating the farm's commodities at:

- private parties
- reunions
- weddings
- customer events
- agricultural and land conservation focused educational events
- local agricultural products marketing events
- farm to table food events
- non-profit and charity fundraising events
- local agricultural industry events

In accordance with the Code of Ordinances, 26.06.30(E) "In addition to any other applicable standards or criteria, restricted nonagricultural uses in the LIA, LEA, and DA zones are allowed, only if the applicant demonstrates that:

*a. The use meets a local need-*

The special event use proposed at Villa Vanto Farm supports the need for Sonoma County to promote the cultivation of a diversity of agricultural products, in addition to wine grapes and marijuana. Villa Vanto cultivates arid plant crops to produce a high quality product with sustainable water management systems.

*b. The use avoids conflict with agricultural activities-*

The special event use proposed will be limited to an area of less than 1 acre on the 57 acre site, and will support and promote the marketing of the farm's agricultural commodities.

*c. The use is consistent with the Sonoma County General Plan 2020 Objectives Goal AR-4, Objective AR-4.1 and Policy AR-4a of the Agricultural Resources Element-*

Supporting the needs and practices of agriculture is the highest priority in areas designated for agricultural use. Goal AR-4 states that farmers shall be allowed to manage their operations in an efficient, economic manner with minimal conflict with nonagricultural uses. The special event use at Villa Vanto Farm is periodic and confined to an area of less than 1 acre, within the parameters of the Code of Ordinances for non-agricultural uses, temporary events, Sec. 26.06.30, E, r.

Agricultural land use categories, such as the LEA district, shall apply only to areas capable of producing food, fiber and plant material or the raising and maintaining of farm animals. Objective AR-4.1 states that for lands in the LEA district (among other districts) agricultural production is the highest priority use. At Villa Vanto, the primary land uses are cultivation of lavender and other plant crops for processing into marketable products, grazing of beef cattle and farm retail sales of farm produced commodities.

Policy AR-4a states that the primary use of parcels within the agricultural land use category shall be for agricultural and related processing, support services, and visitor serving uses. The special event use is a vital and necessary supporting use to promote the farm's products. V

A four-fold farming enterprise is proposed at Villa Vanto Farm, integrating small scale agricultural processing of plant products, farm retail sales, cattle grazing and special events to promote the products. The operation is a model of the resilience and adaptability of a rural lifestyle that accommodates a wide range of activities to sustain itself. The diversity of uses proposed for the site ensures the long term retention of these lands for agriculture by promoting farming practices that protect and conserve environmental air, soil and water quality and by introducing non-agricultural activities, such as temporary events that do not conflict with the primary agricultural uses of farming plants, grazing cattle and processing crops.

### **Consistency with the Petaluma Dairy Belt Area Plan**

Villa Vanto Farm's operations reflect the priorities of this Specific Plan Area:

1. The primary priority of the farm is to preserve and enhance the land and groundwater resources with sustainably farmed, drought tolerant and diverse crop plantings, in addition to its historic use for cattle grazing.
2. The farm's operations preserve the scenic beauty of its setting, characteristic of the area between the Petaluma River and the coastal plain areas of Valley Ford and Bodega.
3. The promotional special events proposed at the farm meet the need of Sonoma County's agricultural industry to encourage development of a manufacturing and sales network based on local, sustainably raised agricultural products

### **Villa Vanto Farm** **List of Use Permit Application Documents**

1. Planning Application PJR – 001 Use Permit
2. Project Narrative- Use Permit Request for Agricultural Processing, Small Scale and Periodic Promotional Events
2. Architectural Plan Set, Hedgpeth Architects, October 19, 2021