

WINERY EVENTS POLICY

May 19, 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

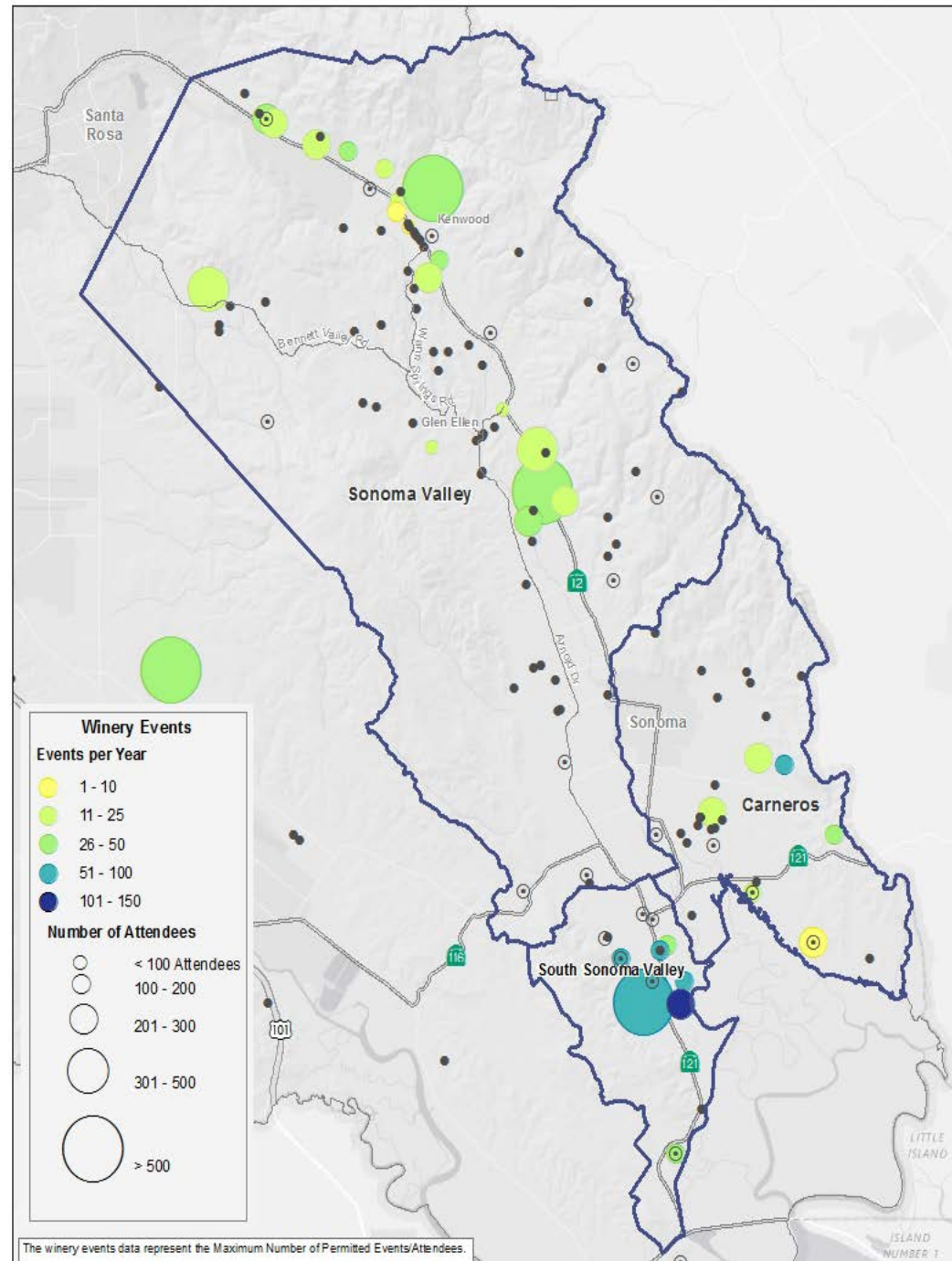


General Plan Policy AR-6f:

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.**

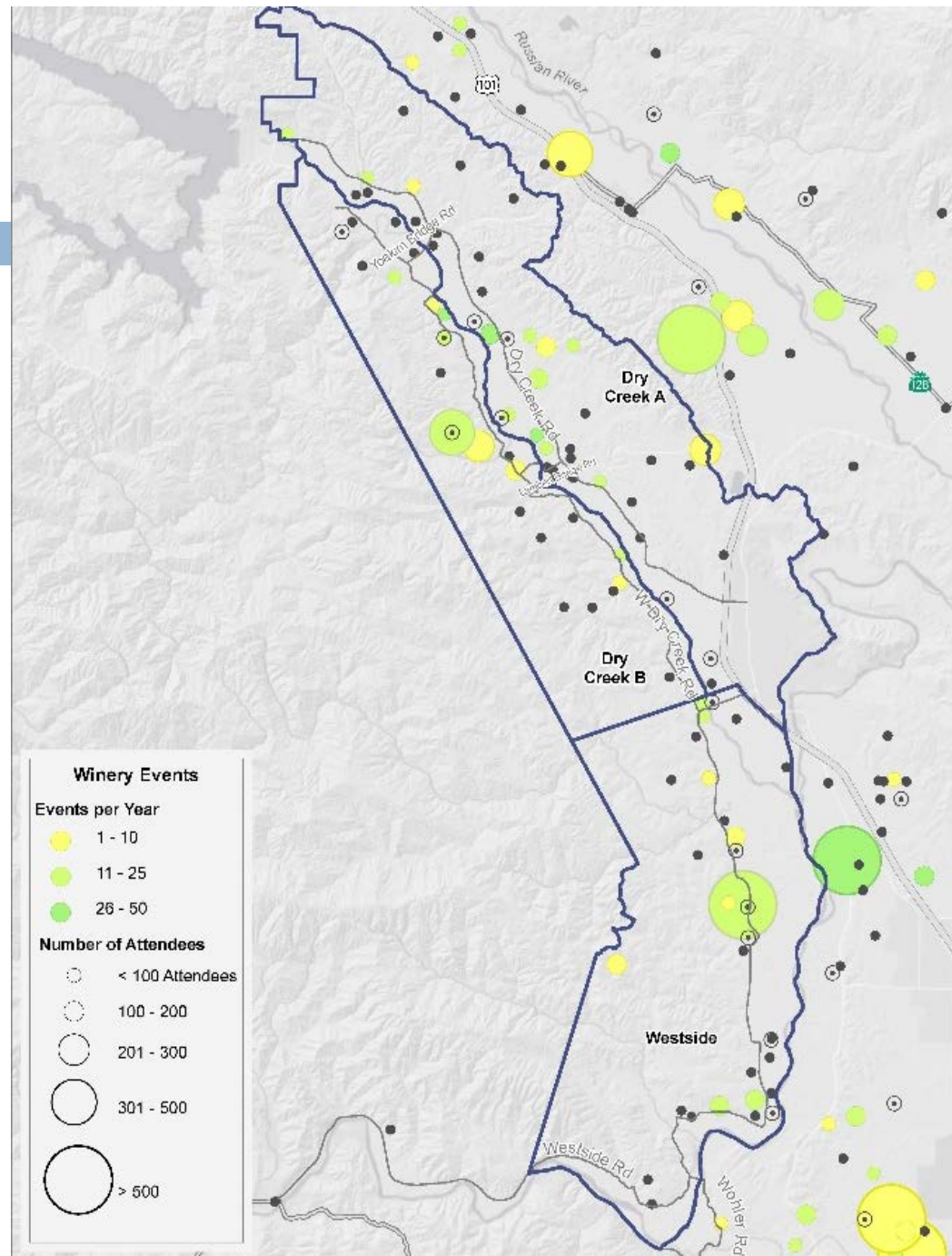
WINERY EVENTS

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**

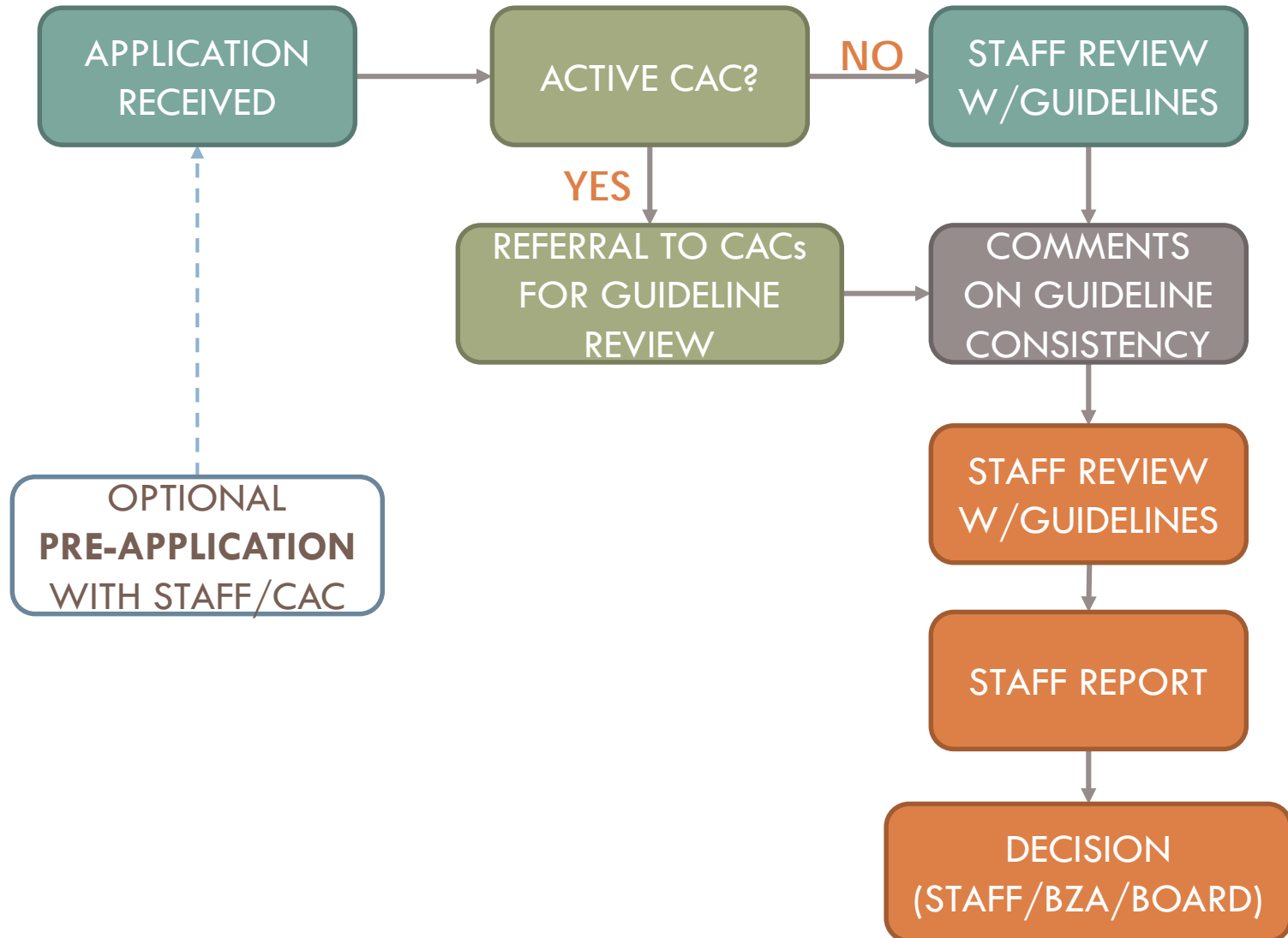
LOCAL AREA GUIDELINES

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



DEVELOPING GUIDELINES

- ❑ **2017: Dry Creek Valley CAC prepared Guidelines**
 - **Posted on DCVCAC website**
- ❑ **2019-2020: Sonoma Valley prepares draft Guidelines**
 - **Draft to SVCAC expected in Summer 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

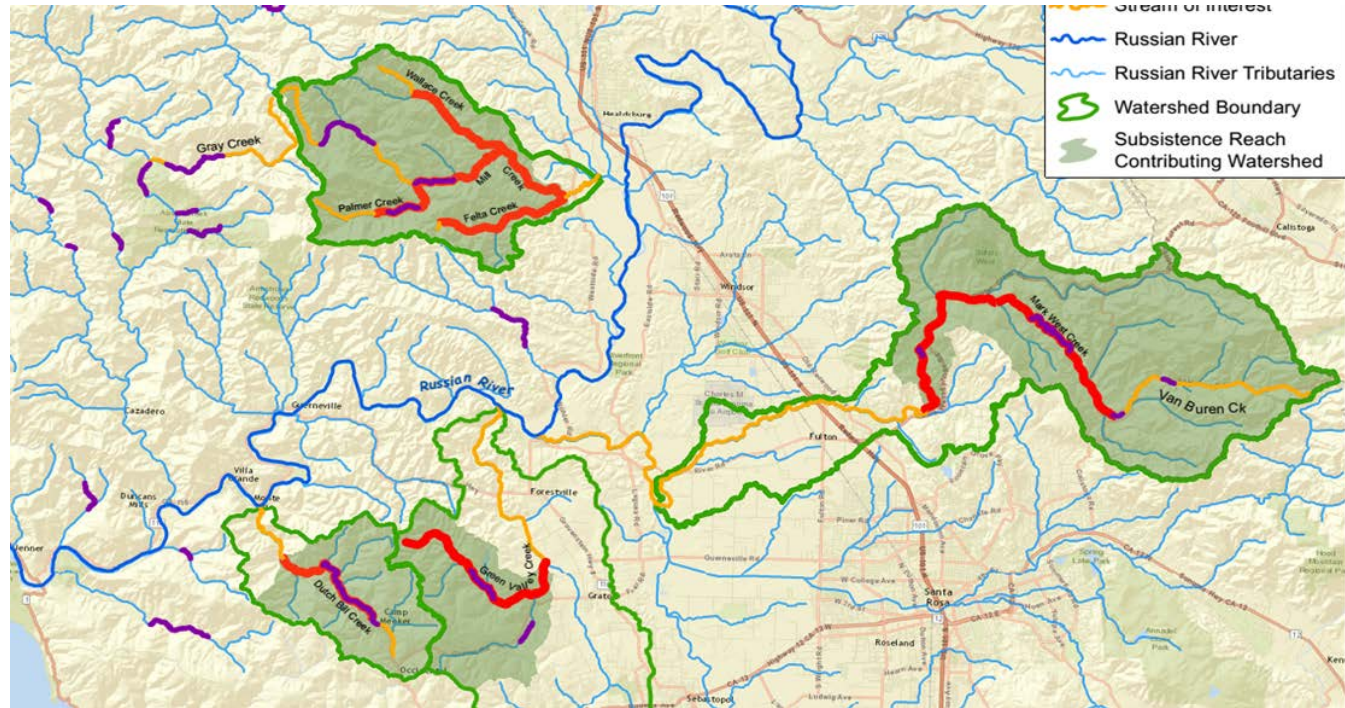
- ❑ – 5dB offset to General Plan Table NE-2 standards
- ❑ **Table 1 - Maximum Exterior Noise Exposures**
- ❑ **Table 2 - Typical Sound Sources Levels**
- ❑ **Table 3 - Setbacks for sounds attenuation (45 dB L50)**
- ❑ **Project-Specific Noise Study**
 - ❑ **Factors to consider identified**

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)
PUBLIC SALES	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
	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
	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
		ANY	B2B	NO	ANY	YES	Activity	
		NO	B2B	NO	ANY	NO	Event 2	S
		YES	B2B	YES	ANY	YES	Event 2	NM
CULTURAL EVENT	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 Winter 2020**
- **Prepare draft ordinance by early Spring 2021**
 - **Including community engagement**
- **Harmonize guidelines to ensure consistency**
- **Present policy to Board by late Spring 2021**

WINERY EVENTS

DISCUSSION/COMMENTS

