

DEFINITION	PLANNING COMMISSION APPROVED	ORIGINAL STAFF RECOMMENATION
<b>Catering Kitchen</b>	A facility used <u>to receive catered</u> food to be served in conjunction with winery visitor-serving activities and/or events. A catering kitchen associated with a winery and/or tasting room can include warming ovens, sinks and refrigeration, but no stove top, grill or range hood.	A facility used for the preparation of food to be served in conjunction with winery visitor-serving activities and/or winery events. A catering kitchen associated with a winery and/or tasting room can include warming ovens, sinks and refrigeration, but no stove top, grill or range hood.
<b>Commercial Kitchen</b>	No change	A facility used for the preparation of food to be served in conjunction with winery visitor-serving activities and/or events. A commercial kitchen associated with a winery and/or tasting room can include counter space, sinks, microwave oven(s), warming oven(s), refrigeration, a stove or range, grill and an exhaust hood and outdoor equipment such as pizza ovens or barbecues.
<b>Food &amp; Wine pairing</b>	No change	Providing samples or tastes of site-grown or locally-grown food products that are showcased with different wines.
<b>Rural Area</b>	No change	Any area not located within an urban service area designated on the General Plan Land Use Map.
<b>Winery</b>	An agricultural processing facility that converts fruit into wine. Wineries may include crush areas, production rooms, case goods and barrel storage, tank rooms, warehouses, bottling lines, laboratories, and administrative offices, <u>as a whole that are proportionate to the production of the winery.</u>	An agricultural processing facility that converts fruit into wine. Wineries may include crush areas, production rooms, case goods and barrel storage, tank rooms, warehouses, bottling lines, laboratories, administrative offices, tasting rooms, event space, commercial kitchen, and catering kitchen.
<b>Winery Events</b> (General Statement)	<u>A gathering of people at a pre-scheduled date and time. Some events last for two or three days. In these cases, each day is counted as a separate event. Periodic Special Events are defined by Sec. 26-22-120 of the Zoning Code.</u>	Events held at wineries and tasting rooms for the purpose of promoting and marketing agricultural products grown or processed in the County. Winery events are secondary and incidental to agricultural production activities occurring onsite and/or in the area and are consistent with General Plan Policy AR-6d. There are two types of winery events: Agricultural Promotional Events and Industry-Wide Events.
<b>Agricultural Promotional Events</b>	<u>Events where the primary purpose is directly for public education, sales, promotion and/or marketing of agricultural products grown or processed in the local area. Agricultural Promotional Events support and are secondary and incidental to local agricultural production, and meet the standards of General Plan Policy AR-6d. Determination of secondary and incidental is advised by considering the following but not limited to: site circumstances, comparative economic returns, physical development and infrastructure, and operational capacity.</u>	Events directly related to public education, sales and promotion of agricultural products to consumers, including but not limited to: winemaker lunches, dinners, release parties, and wine club parties and similar events.
<b>Industry-Wide Events</b>	Promotional activities sponsored by a <u>(‘recognized’ removed)</u> wine industry association that may involve multiple wineries and/or tasting rooms. Industry-wide events are held within a specified geographic area, during regular tasting room hours, and may last up to 3 consecutive days.	Promotional activities sponsored by a recognized wine industry association that may involve multiple wineries and/or tasting rooms. Industry-wide events are held within a specified geographic area, during regular tasting room hours, and may last up to 3 consecutive days.

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<b>Wine Tasting Room</b> *new*	A visitor serving use for the tasting, sampling and retail sales of wine made from locally grown wine grapes and other wine related products and may include food.	No definition proposed
<b>Wine Trade Partners</b>	Definition removed	Distributors, wine trade buyers, restaurant owners and their representatives, winery or tasting room owner(s), winery employees, and tasting room employees.
<b>Winery Visitor Serving Activities</b> (General Statement)	Definition removed	Visitor serving activities that are part of normal winery and wine tasting room business operations. There are two types of winery visitor-serving activities: Sales Activities and Wine Trade Activities.
<b>Sales Activities</b>	Definition removed	Wine tasting, pickup parties, tours, seminars and other hospitality related activities that support the promotion of wine sales.
<b>Wine Trade Activities</b>	Definition removed	By-invitation meetings, seminars, harvest parties and similar activities attended only by wine trade partners and are not advertised to the consumer.

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<b>Winery Visitor Serving Activities</b>	Standard removed	Winery visitor serving activities are considered part of normal winery and tasting room business operations. All winery visitor serving activities must be consistent with the hours of operation, maximum number of guests allowed, building occupancy limits, and operational requirements specified in the use permit.
<b>Winery Events</b>	<p>Winery events <u>held at wineries and tasting rooms must:</u></p> <ol style="list-style-type: none"> <li><u>Promote and market agricultural products grown or processed onsite or in the local area; and</u></li> <li><u>Be secondary and incidental to agricultural production activities occurring onsite and/or in the area; and</u></li> <li><u>Be consistent with General Plan Policy AR-6d; and</u></li> <li>Be consistent with the hours of operation, maximum number of event days, maximum number of guests allowed, building occupancy limits, and operational requirements specified in the use permit; and</li> <li><u>Comply with neighborhood notification requirements outlined in Operating Standards 5 and 11 below. (“Neighborhood Notification”, “On-Site Coordinator”, “Event Proposal”, and “Traffic Management”)</u></li> </ol>	Winery Events must be consistent with the hours of operation, maximum number of event days, maximum number of guests allowed, building occupancy limits, and operational requirements specified in the use permit.
<b>Wine Tasting Rooms</b> *new*	<p><u>Wine Tasting Rooms must operate in accordance with the hours of operation, building occupancy limits, parking, food service, and operational requirements specified in the use permit. Wine Tasting Rooms shall meet the standards in General Plan Policies AR-6d and AR-6f summarized below:</u></p> <ol style="list-style-type: none"> <li><u>Promote and market only agricultural products grown or processed in the local area. Incidental sales of items related to local area agricultural products are allowed.</u></li> <li><u>Be compatible with and secondary and incidental to agricultural production activities in the area.</u></li> <li><u>Stand-alone Wine Tasting Rooms are not allowed.</u></li> <li><u>Not require extension of sewer and water.</u></li> <li><u>Not result in a detrimental concentration of visitor serving uses.</u></li> </ol>	No standard proposed
<b>Sizing</b>	Sizing of winery events and maximum number of event days is based upon a variety of factors specific to the site and surrounding uses. <u>Factors to be considered include, but are not limited to neighborhood compatibility</u> , rural character, visual impacts, noise attenuation, available water supply, emergency access and evacuation, septic capacity, availability of on-site parking, increased risk of harm to people or property as a result of hazards, and the potential for negative cumulative effects related to noise, traffic, and water supplies.	Sizing of winery visitor serving activities and winery events, and maximum number of event days is based upon a variety of factors specific to the site and surrounding uses, including, but not limited to, septic capacity, available water supply, emergency access, availability of on-site parking, noise attenuation, increased risk of harm to people or property as a result of hazards, and the potential for negative cumulative effects related to noise, traffic, and water supplies.

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<b>Hours of Operation</b>	<p>Hours of Operation. The maximum hours of operation for tasting rooms and winery events are specified below, unless further limited by the use permit.</p> <p>a. Tasting Rooms. Regular business hours for tasting rooms <u>may occur no earlier than 10 am and no later than 5 pm.</u></p> <p><i>(Winery Visitor Serving Activities removed)</i></p> <p>b. Winery Events. The maximum hours of operation for events are specified below by event type.</p> <p>(1) Agricultural Promotional Events may occur during the hours of 10 am – 10 pm, with all cleanup occurring no later than between 9:30 pm – 10 pm.</p> <p>(2) Industry-wide Events may occur during the hours of 10 am – 5 pm.</p>	<p>Hours of Operation. The maximum hours of operation for winery visitor serving activities and winery events are specified below, unless further limited by the use permit.</p> <p>a. Tasting Rooms. Regular business hours for tasting rooms are 10 am - 5 pm.</p> <p>b. Winery Visitor Serving Activities. The maximum hours of operation for winery visitor-serving activities are specified below by activity type.</p> <p>(1) Sales Activities: 10 am – 5 pm.</p> <p>(2) Wine Trade Activities: 8 am – 10 pm.</p> <p>c. Winery Events. The maximum hours of operation for events are specified below by event type.</p> <p>(3) Agricultural Promotional Events may occur during the hours of 10 am – 10 pm, with all cleanup occurring no later than between 9:30 pm – 10 pm.</p> <p>(4) Industry-wide Events may occur during the hours of 10 am – 5 pm.</p>
<b>Neighborhood Notification</b> *new*	<u>Early Neighborhood Notification of new and modified use permit applications for winery events and tasting rooms shall be sent to owners and occupants of lots within 1,000 feet of the winery/tasting room lot boundaries.</u>	No standard proposed
<b>Third Party Rentals</b>	<u>All activities and events will be hosted by the proprietor, with on-site management by the proprietor’s staff. The facility will not be rented out for use by a 3rd party and no rental fees will be charged.</u>	Wineries and tasting rooms shall not be rented out to third parties for events.
<b>Event Space</b> *new*	<u>No permanent structured dedicated to events shall be constructed or maintained. Events may be held in any indoor or outdoor area that is commonly used for the winery or tasting room facility.</u>	No standard proposed
<b>Access</b> *new*	<u>Access to the parcel on public roadways of at least 18 feet in width is required for use permits with visitor-serving agricultural uses.</u>	No standard proposed
<b>On-Site Parking</b>	<p>The following on-site parking is required for wineries and tasting rooms:</p> <p>a. 1 parking space per 2.5 guests and 1 space per employee. The parking standard may be reduced in accordance with Article 86. - Parking Regulations Sec. 26-86-010 (i).</p> <p>b. Use of on-site unimproved overflow parking areas or shuttling may be allowed <u>only</u> to accommodate winery events, if specified in the use permit.</p> <p><i>(Winery visitor serving activities removed)</i></p> <p>c. No parking is permitted along any public or private roadways or on shared vineyard roads.</p>	<p>The following on-site parking is required for wineries and tasting rooms:</p> <p>a. 1 parking space per 2.5 guests and 1 space per employee. The parking standard may be reduced in accordance with Article 86. - Parking Regulations Sec. 26-86-010 (i).</p> <p>b. Use of on-site unimproved overflow parking areas or shuttling may be allowed to accommodate winery events, if specified in the use permit.</p> <p>c. Overflow parking and shuttling shall not be used to accommodate parking for winery visitor serving activities.</p> <p>d. No parking is permitted along any public or private roadways or on shared vineyard roads.</p>

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<b>Food Service</b>	<p>Food service is allowed as specified below.</p> <ol style="list-style-type: none"> <li>All food service must be designed to promote and enhance marketing of wine. Food service shall be secondary and incidental to agricultural production, wine sales and education.</li> <li>Operating the food service area as a restaurant, café, delicatessen or any food service offering cooked-to-order food is prohibited.</li> <li>Food and wine pairings featuring local foods and food products is allowed in conjunction with wine tasting.</li> <li>Meals prepared <u>by the winery/tasting room, caterer, or mobile food facility shall feature local foods and food products and is only allowed in conjunction with winery events. <i>(wine trade activities removed)</i></u></li> <li>Retail sales of pre-packaged food in conjunction with wine tasting is allowed subject to the following limitations: <ol style="list-style-type: none"> <li>Retail sale of pre-packaged food featuring local foods and food products is allowed during the regular business hours identified in the use permit.</li> <li>Retail sale of pre-packaged food is allowed for on-site consumption only. Outdoor seating areas may be allowed for use as outdoor picnic areas.</li> <li>Indoor seating area or table service in conjunction with retail sales of pre-packaged food is prohibited.</li> <li>Off-site signs advertising retail sales of pre-packaged food are prohibited.</li> </ol> </li> </ol>	<p>Food service is allowed as specified below.</p> <ol style="list-style-type: none"> <li>All food service must be designed to promote and enhance marketing of wine. Food service shall be secondary and incidental to agricultural production, wine sales and education.</li> <li>Operating the food service area as a restaurant, café, delicatessen or any food service offering cooked-to-order food is prohibited.</li> <li>Food and wine pairings featuring local foods and food products is allowed in conjunction with winery visitor serving activities and winery events.</li> <li>Prepared meals featuring local foods and food products is allowed in conjunction with wine trade activities and winery events.</li> <li>Retail sales of pre-packaged food in conjunction with wine tasting is allowed subject to the following limitations: <ol style="list-style-type: none"> <li>Retail sale of pre-packaged food featuring local foods and food products is allowed during the regular business hours identified in the use permit.</li> <li>Retail sale of pre-packaged food is allowed for on-site consumption only. Outdoor seating areas may be allowed for use as outdoor picnic areas.</li> <li>Indoor seating area or table service in conjunction with retail sales of pre-packaged food is prohibited.</li> <li>Off-site signs advertising retail sales of pre-packaged food are prohibited.</li> </ol> </li> </ol>
<b>On-Site Coordinator</b>	<p>An on-site coordinator is required to address complaints about winery events both during and following an event. The on-site Coordinator shall:</p> <ol style="list-style-type: none"> <li>Ensure that the winery’s website prominently lists a telephone number for the public to make event-related complaints; and</li> <li>Send an annual notice to owners and occupants of lots within 300 feet of the winery/tasting room lot boundaries to provide the “complaint hotline” telephone number.</li> <li><u>Send written notification to owners and occupants of lots within 1,000 feet of the winery/tasting room lot boundaries, plus any additional property owners who request notification, at least 10-days prior to each event.</u></li> </ol>	<p>An on-site coordinator is required to address complaints about winery events both during and following an event. The on-site Coordinator shall:</p> <ol style="list-style-type: none"> <li>Ensure that the winery’s website prominently lists a telephone number for the public to make event-related complaints; and</li> <li>Send an annual notice to owners and occupants of lots within 300 feet of the winery/tasting room lot boundaries to provide the “complaint hotline” telephone number.</li> </ol>
<b>Event Proposal</b> *new*	<p><u>Industry-wide events shall be added to the County’s special events calendar.</u></p> <p><u>The approved event plan should be clearly set forth as a standard Condition of Approval in all new use permits and should include provisions for event coordination. In order to monitor the effects of the permit, and to confirm that it is being followed, the Use Permit should require that data regarding the numbers of visitors from each winery event and the total tasting room attendance for the previous year be submitted to the County annually.</u></p>	No standard proposed



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<b>Traffic Management</b>	<p>Traffic management and parking plans are required to address the maximum number of people visiting during winery events. <u>(winery visitor serving activities removed)</u> For events exceeding 100 participants and for events that require use of overflow parking, the traffic management plan shall include the following:</p> <ol style="list-style-type: none"> <li>(1) Provisions for event coordination to avoid local traffic delays.</li> <li>(2) Parking attendants for each day of the event.</li> <li>(3) A shuttle plan, if shuttling is <u>needed</u>, to support each day of the event. A convenient and secure "park and ride" area must be provided.</li> <li>(4) A plan for on-site parking requirements and queuing of traffic.</li> <li>(5) Enforcement of the on-street parking restrictions.</li> <li>(6) Subsequent changes to the approved Traffic Management Plan shall be submitted in advance to the Permit and Resource Management Department.</li> </ol>	<p>Traffic management and parking plans are required to address the maximum number of people visiting during winery visitor serving activities and winery events. For events exceeding 100 participants and for events that require use of overflow parking, the traffic management plan shall include the following:</p> <ol style="list-style-type: none"> <li>(1) Provisions for event coordination to avoid local traffic delays.</li> <li>(2) Parking attendants for each day of the event.</li> <li>(3) A shuttle plan, if shuttling is requested, to support each day of the event. A convenient and secure "park and ride" area must be provided.</li> <li>(4) A plan for on-site parking requirements and queuing of traffic.</li> <li>(5) Enforcement of the on-street parking restrictions.</li> <li>(6) Subsequent changes to the approved Traffic Management Plan shall be submitted in advance to the Permit and Resource Management Department.</li> </ol>
<b>Noise Attenuation Setbacks</b>	<p>Noise is attenuated by distance from the noise source. To ensure compliance with the Sonoma County General Plan Noise Element thresholds for maximum allowable exterior noise exposure levels, <u>(winery visitor serving activities removed)</u> winery events shall meet the required setbacks provided below (measured from the exterior property line of any adjacent noise sensitive land use):</p> <ul style="list-style-type: none"> <li>• Parking lots: 450 feet</li> <li>• Outdoor areas involving groups of people or non-amplified music (i.e. acoustic): 625 feet</li> </ul> <p>A project-specific noise study prepared in accordance with the Permit and Resource Management Department Guidelines for the Preparation of Noise Analysis is required for any:</p> <ul style="list-style-type: none"> <li>• Exceptions to setbacks listed above, and</li> <li>• <u>Outdoor areas involving amplified speech/music, or loud instruments such as brass instruments, horns, or drums.</u></li> </ul>	<p>Noise is attenuated by distance from the noise source. To ensure compliance with the Sonoma County General Plan Noise Element thresholds for maximum allowable exterior noise exposure levels, winery visitor serving activities and winery events shall meet the required setbacks provided below (measured from the exterior property line of any adjacent noise sensitive land use):</p> <ul style="list-style-type: none"> <li>• Parking lots: 450 feet</li> <li>• Outdoor areas involving groups of people or non-amplified music (i.e. acoustic): 625 feet</li> <li>• Outdoor areas involving amplified speech/music, or loud instruments such as brass instruments, horns, or drums: 1,600 feet.</li> </ul> <p>A project-specific noise study prepared in accordance with the Permit and Resource Management Department Guidelines for the Preparation of Noise Analysis is required for any exceptions to setbacks listed above.</p>
<b>Outdoor Burning</b> *new*	<p><u>Outdoor burning shall be limited to code-compliant gas-fired appliances and barbecues. Gas-fired firepits shall be less than 3 feet in diameter. The burning of solid fuel is prohibited.</u></p>	No standard proposed