

WINERY EVENTS POLICY

BOARD OF SUPERVISORS

Winery Events Ordinance

March 14, 2023



Nov. 1, 2022 BOS Direction

Accept staff's original Definitions:


- Winery
- Wine Trade Partners
- Winery Events
- Industry-Wide Events
- Agricultural Promotion Events (*as modified by Board*)
- Winery Visitor Serving Activities, Sales Activities, Wine Trade Activities
(*with revisions clarifying these are not events*)

Accept staff's original Operating Standards:

- | | |
|-------------------------------------|------------------------------|
| • Winery Visitor Serving Activities | • Food Service |
| • Winery Events | • Traffic Management |
| • Sizing | • Noise Attenuation Setbacks |
| • Hours of Operation | • Third Party Rentals |
| • On-Site Parking | |

Nov. 1, 2022 BOS Direction

Reject Definitions for:

- Catering Kitchen
 - Commercial Kitchen
 - Food & Wine Pairing
 - Rural Area
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- Define Restaurant**

Reject Operating Standards for:

- Wine Tasting Rooms
- Neighborhood Notification
- Event Space
- Access
- On-Site Coordinator
- Event Proposal
- Outdoor Burning

Staff Response:

Three Definitions Revised

- **Winery Visitor Serving Activities** means visitor serving activities that are part of standard daily winery and wine tasting room operations. Standard daily operations do not include events or use of overflow parking. There are two types of winery visitor-serving activities: Sales Activities and Wine Trade Activities.
- **Sales Activities** are wine tasting, food and wine pairing, tours, seminars and other hospitality related activities that support the promotion of wine sales, excluding winery events. Sales Activities occur during the approved tasting room hours of operation specified in the use permit.
- **Wine Trade Activities** are by-invitation meetings, seminars, employee harvest parties and similar activities, excluding events. Wine Trade Activities are attended only by wine trade partners and are not advertised to the consumer.

Staff Response:

“Restaurant” Defined

- **Restaurant** is a retail business selling ready-to-eat food for consumption on or off the premises, as defined by Sec. 26-26-140 of the Zoning Code.

FINAL Winery Events Ordinance

9 Definitions:

1. Restaurant
2. Winery
3. Winery Events
4. Agricultural Promotional Events
5. Industry-Wide Events
6. Wine Trade Partners
7. Winery Visitor Serving Activities
8. Sales Activities
9. Wine Trade Activities

FINAL Winery Events Ordinance

9 Operating Standards:

1. Winery Visitor Serving Activities
2. Winery Events
3. Sizing
4. Hours of Operation
5. Third Party Rentals
6. On-Site Parking
7. Food Service
8. Traffic Management
9. Noise Attenuation

REQUESTED ACTION

Adopt an Ordinance to amend Chapter 26 of the Sonoma County Zoning Code to add Winery Definitions and Standards, and find the action exempt from CEQA

- New/modified use permits only
- LIA, LEA, DA Zoning Districts only