

2.6 REGULATE THE LOCATION AND INTENSITY OF VISITOR SERVING USES WITHIN AGRICULTURAL AREAS

The benefits and potential adverse impacts of visitor serving uses vary by agricultural industry. Agricultural tourism is critical in supporting the economic success and continued diversity of the agricultural industry in Sonoma County. It is important to recognize that agricultural tourism directly promotes the sale of agricultural products. Activities such as special events attract customers, build a customer base, market products, and build customer loyalty. However, the economic benefits of agricultural tourism must be balanced against associated impacts such as increased traffic, particularly in areas such as in Sonoma Valley or along routes where multiple visitor serving uses may be hosting events at the same time. In addition, visitor serving uses must supplement agricultural production, not replace it.



Wine tasting is an important promotional component of the viticulture industry, yet the people who come to enjoy the wine country may create a conflict with necessary practices of land intensive farming. This "people versus practices" conflict suggests a limit to tourist activities in vineyard areas, most of which are sufficiently close to communities that have available sites for such visitor services as lodgings and restaurants.

In extensive agricultural areas, some conflicts between visitors and agricultural practices are less severe due to the greater amount of land available to separate the activities. In these areas, small scale lodgings and some outdoor recreational uses could promote the agricultural activity and provide a secondary income source for the farmer or rancher without hindering the primary use of the land.

The Agricultural Resources Element promotes the County's agricultural industry by establishing policies which allow specific, limited visitor serving uses in agricultural areas.

GOAL AR-6: Allow new visitor serving uses and facilities in some agricultural areas but limit them in scale and location. These uses must be beneficial to the agricultural industry and farm operators and compatible with long term agricultural use of the land.\*

Objective AR-6.1: Give the highest priority in all agricultural land use categories to agricultural production activities. Visitor serving uses shall

promote agriculture and enhance marketing of Sonoma County agricultural products, but shall be secondary and incidental to agricultural production.

Objective AR-6.2: Permit visitor serving uses in all agricultural land use categories if they support and do not adversely affect the agricultural production activities of the area. Bed and breakfast inns of five or fewer rooms, and campgrounds of up to 30 sites, are permissible recreational uses only in the "Land Extensive Agriculture" and "Diverse Agriculture" categories, if they do not adversely affect the agricultural production activities of the area.

Objective AR-6.3: Develop a pilot event coordination program for the Sonoma Valley Planning Area that provides for monitoring and scheduling of special events on agricultural lands and for agriculture related events on other lands so as to minimize the adverse cumulative impacts of such uses, particularly in areas where agriculture related support uses and/or visitor serving uses are concentrated.

The following policies, in addition to those of the Land Use Element, shall be used to achieve these objectives:

Policy AR-6a: Permit visitor serving uses in agricultural categories that promote agricultural production in the County, such as tasting rooms, sales and promotion of products grown or processed in the County, educational activities and tours, incidental sales of items related to local area agricultural products, and promotional events that support and are secondary and incidental to local agricultural production. Limit recreational uses to the "Land Extensive Agriculture" and "Diverse Agriculture" categories, specifically to bed and breakfast inns and campgrounds of 30 or fewer sites.\*

Policy AR-6b: Except as allowed by Policy AR-6a, prohibit new restaurants and lodging. Recognize existing restaurants or lodging facilities and those which were approved prior to adoption of this plan, but limit their expansion or intensification.\*

Policy AR-6c: Nonagricultural land use categories shall not be applied to lands surrounded by agricultural land use categories for purposes of permitting visitor serving or recreational uses or facilities.\*

Policy AR-6d: Follow these guidelines for approval of visitor serving uses in agricultural areas:

- (1) The use promotes and markets only agricultural products grown or processed in the local area.

- (2) The use is compatible with and secondary and incidental to agricultural production activities in the area.
- (3) The use will not require the extension of sewer and water.
- (4) The use is compatible with existing uses in the area.
- (5) Hotels, motels, resorts, and similar lodging are not allowed.
- (6) Activities that promote and market agricultural products such as tasting rooms, sales and promotion of products grown or processed in the County, educational activities and tours, incidental sales of items related to local area agricultural products are allowed.
- (7) Special events on agricultural lands or agriculture related events on other lands in the Sonoma Valley Planning Area will be subject to a pilot event coordination program which includes tracking and monitoring of visitor serving activities and schedule management, as necessary, to reduce cumulative impacts.\*

Policy AR-6e: Recreational facilities for off-road vehicles of any size shall not be permitted within any agricultural land use category.\*

Policy AR-6f: Local concentrations of visitor serving and recreational uses, and agricultural support uses as defined in Goal AR-5, even if related to surrounding agricultural activities, are detrimental to the primary use of the land for the production of food, fiber and plant materials and may constitute grounds for denial of such uses. In determining whether or not the approval of such uses would constitute a detrimental concentration of such uses, consider all the following factors:

- (1) Whether the above uses would result in joint road access conflicts, or in traffic levels that exceed the Circulation and Transit Element's objectives for level of service on a site specific and cumulative basis.
- (2) Whether the above uses would draw water from the same aquifer and be located within the zone of influence of area wells.
- (3) Whether the above uses would be detrimental to the rural character of the area.\*

Policy AR-6g: Define in the Development Code compatible visitor serving uses such as tasting rooms, sales and promotion of products grown or processed in the County, educational activities and tours, incidental sales of items related to local area agricultural products, and promotional events which support and are incidental to local agricultural production, and define their permissible sizes and intensities. \*

Policy AR-6h: Revise existing regulations to allow farm homestays in agricultural areas.\*