

Additions are underlined.  
Deletions are ~~struck through~~.  
Revision markers are noted in left or  
right margins as vertical lines.

**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE OF THE BOARD OF SUPERVISORS OF THE  
COUNTY OF NAPA, STATE OF CALIFORNIA, AMENDING SECTIONS  
18.08.370, 18.08.620, 18.16.030, AND 18.20.030 OF THE COUNTY CODE  
AS THEY RELATE TO THE MARKETING OF WINE, FOOD AND WINE  
PAIRINGS CONDUCTED AS PART OF TOURS AND TASTINGS AND  
THE RETAIL SALE OF WINE RELATED PRODUCTS PERMITTED AT  
WINERIES IN THE AGRICULTURAL PRESERVE (AP) AND  
AGRICULTURAL WATERSHED (AW) ZONING DISTRICTS**

**Whereas**, in 1990 the County adopted a Winery Definition Ordinance (Ordinance No. 497) with the intent of defining uses that are permitted in association with wineries; and

**Whereas**, the resulting sections of Napa County Code have ensured that wineries approved since adoption of the Winery Definition Ordinance have remained agricultural processing facilities with limited accessory uses, such as tours and tastings, marketing of wine, office, and retail sales; and

**Whereas**, such uses would be deemed inappropriate in agricultural areas and therefore not permitted unless they remain accessory to the primary use of a winery; and

**Whereas**, the Winery Definition Ordinance has been successful at limiting commercial uses in agricultural areas by ensuring that wineries remain focused on the business of producing wines, and by ensuring that tours and tastings and marketing of wine play an accessory role; and

**Whereas**, the preservation of agricultural land requires a reliable market to justify the investment required to acquire, develop and maintain vineyards capable of producing high quality fruit. In this regard, a reliable market for Napa County wine grapes is dependent on the

ability of Napa County wineries to promote, market and sell Napa County wines in an increasingly competitive domestic and international market; and

**Whereas,** Napa County is in competition with other wine regions around the world. Direct sales and consumer visitation at wineries are increasingly important factors enabling Napa Valley wineries to compete, and the quality of the visitor experience affects the competitive position of Napa Valley wineries; and

**Whereas,** the existence of wineries within the Agricultural Preserve and Agricultural Watershed zoning districts is a conditional use granted to wineries because the creation, selling and marketing of wine is a necessary and essential adjunct to the agricultural activity of growing grapes, and thereby ensures the long term viability and sustainability of agriculture in Napa County; and

**Whereas,** the Board of Supervisors is considering adoption of this Ordinance clarifying the definition of “Marketing of Wine,” food and wine pairings permitted as part of tours and tastings, the sale of wine related products, and other sections of Napa County Code first adopted as the Winery Definition Ordinance in 1990.

The Board of Supervisors of the County of Napa, State of California, ordains as follows:

**SECTION 1.** Section 18.08.370 (Marketing of Wine) of Chapter 18.08

(Definitions) of the Napa County Code is amended to read in full as follows:

**18.08.370 Marketing of wine.**

“Marketing of wine” means any activity of a winery ~~identified in this paragraph~~ which is conducted at the winery ~~and is limited to members of the wine trade, persons who have pre-established business or personal relationships with the winery or its owners, or members of a particular group for which the activity is being conducted~~ on a prearranged basis. ~~Marketing of wine is limited to activities~~ for the education and development of customers and potential customers ~~the persons or groups listed above~~ with respect to wine which can be sold at the winery on a retail basis pursuant to Chapters 18.16 and 18.20, ~~and~~. Marketing of wine may include cultural and social events directly related to the education and development of customers and potential customers provided such events are clearly incidental, related and subordinate to

the primary use of the winery. Marketing of wine may include food service, including food and wine pairings, where all such food service is provided without charge except to the extent of cost recovery when provided in association with such education and development, but shall not include cultural and social events unrelated to such education and development.

Business events are similar to cultural and social events, in that they will only be considered as “marketing of wine” if they are directly related to the education and development of customers and potential customers of the winery and are part of a marketing plan approved as part of the winery’s use permit. Marketing plans in their totality must remain “clearly incidental, related and subordinate to the primary operation of the winery as a production facility” (subsection (G)(5) of Sections 18.16.030 and subsection (D)(5) of 18.20.030). To be considered directly related to the education and development of customers or potential customers of the winery, business events must be conducted at no charge except to the extent of recovery of variable costs, and any business content unrelated to wine must be limited. Careful consideration shall be given to the intent of the event, the proportion of the business event’s non-wine-related content, and the intensity of the overall marketing plan.

**SECTION 2.** Section 18.08.620 (Tours and Tastings) of Chapter 18.08

(Definitions) of the Napa County Code is amended to read in full as follows:

**18.08.620 Tours and tastings.**

“Tours and tastings” means tours of the winery and/or tastings of wine, where such tours and tastings are limited to ~~members of the wine trade, persons invited by a winery who have pre-established business or personal relationships with the winery or its owners, and~~ persons who have made unsolicited prior appointments for tours or tastings. Tours and tastings may include food and wine pairings, where all such food service is provided without charge except to the extent of cost recovery and is incidental to the tasting of wine. Food service may not involve menu options and meal service such that the winery functions as a café or restaurant.

**SECTION 3.** Section 18.16.030 (Uses Permitted Upon Grant of a Use Permit) of

Chapter 18.16 (AP Agricultural Preserve District) of the Napa County Code is amended to read in full as follows:

**18.16.030 Uses permitted upon grant of a use permit.**

The following uses may be permitted in all AP districts, but only upon grant of a use permit pursuant to Section 18.124.010:

A. Farmworker housing and seasonal farmworker centers conforming to Section 18.104.300 or 18.104.310, unless exempt from a use permit requirement under subsection (M) of Section 18.16.020;

B. Facilities, other than wineries, for the processing of agricultural products grown or raised on the same parcels or contiguous parcels under the same ownership;

- C. Kennels and veterinary facilities;
- D. Feed lots;
- E. Noncommercial wind energy and conversion systems;
- F. Wineries, as defined in Section 18.08.640;
- G. The following uses in connection with a winery:
  - 1. Crushing of grapes outside or within a structure,
  - 2. On-site aboveground disposal of wastewater generated by the winery,
  - 3. Aging, processing and storage of wine in bulk,
  - 4. Bottling and storage of bottled wine and shipping and receiving of bulk and bottled wine, provided the wine bottled or received does not exceed the permitted production capacity,
  - 5. Any or all of the following uses provided that, in the aggregate, such uses are clearly incidental, related and subordinate to the primary operation of the winery as a production facility:
    - a. Office and laboratory uses,
    - b. Marketing of wine as defined in Section 18.08.370,
    - c. Retail sale of (1) wine fermented or refermented and bottled at the winery, irrespective of the county of origin of the grapes from which the wine was made, providing nothing herein shall excuse the application of subsections (B) and (C) of Section 18.104.250 regulating the source of grapes; and (2) wine produced by or for the winery from grapes grown in Napa County;
- H. The following uses, when accessory to a winery:
  - 1. Tours and tastings, as defined in Section 18.08.620,
  - 2. Display, but not sale, of art,
  - 3. Display, but not sale, of items of historical, ecological or viticultural significance to the wine industry,
  - 4. [Sale of wine-related products.](#)
- 54. Child day care centers limited to caring for children of employees of the winery;
- I. Telecommunication facilities, other than satellite earth stations, that do not meet one or more of the performance standards specified in Section 18.119.200;
- J. Satellite earth stations that cannot, for demonstrated technical reasons acceptable to the director, be located in an Industrial (I), Industrial Park (IP), or General Industrial (GI) zoning district;
- K. Facilities, other than wineries, for the processing of agricultural products where the products are grown or raised within the county, provided that the facility is located on a parcel of ten or more acres, does not exceed five thousand gross square feet, and is not industrial in character. Only those agricultural products raised or processed on-site may be sold at the facility;
- L. Farm management uses not meeting one or more of the standards contained in subsections (E)(2), (E)(3), and (E)(4) of Section 18.08.040.

**SECTION 4.** Section 18.20.030 (Uses permitted upon grant of a use permit) of Chapter 18.20 (AW Agricultural Watershed District) of the Napa County Code is amended to read in full as follows:

**18.20.030 Uses permitted upon grant of a use permit.**

The following uses may be permitted in all AW districts, but only upon grant of a use permit pursuant to Section 18.124.010:

- A. Parks and rural recreation uses and facilities as defined in Chapter 18.08, conforming to the standards in Chapter 18.104;
- B. Farmworker housing and seasonal farmworker centers conforming to Section 18.104.300 or 18.104.310, unless exempt from a use permit requirement under subsection (R) of Section 18.20.020;
- C. Facilities, other than wineries, for the processing of agricultural products grown or raised on the same parcels or contiguous parcels under the same ownership;
- D. Kennels, horse boarding and/or training stables, and veterinary facilities;
- E. Feed lots;
- F. Sanitary landfill sites;
- G. Noncommercial wind energy and conversion systems;
- H. Wineries, as defined in Section 18.08.640;
- I. The following uses in connection with a winery:
  - 1. Crushing of grapes outside or within a structure,
  - 2. On-site, aboveground disposal of wastewater generated by the winery,
  - 3. Aging, processing and storage of wine in bulk,
  - 4. Bottling and storage of bottled wine; shipping and receiving of bulk and bottled wine, provided the wine bottled or received does not exceed the permitted production capacity,
  - 5. Any or all of the following uses provided that, in the aggregate, such uses are clearly incidental, related and subordinate to the primary operation of the winery as a production facility:
    - a. Office and laboratory uses,
    - b. Marketing of wine as defined in Section 18.08.370,
    - c. Retail sale of (1) wine fermented or refermented and bottled at the winery, irrespective of the county of origin of the grapes from which the wine was made, providing nothing herein shall excuse the application of subsections (B) and (C) of Section 18.104.250 regulating the source of grapes; and (2) wine produced by or for the winery from grapes grown in Napa County;
- J. The following uses, when accessory to a winery:
  - 1. Tours and tastings, as defined in Section 18.08.620,
  - 2. Display, but not sale, of art,
  - 3. Display, but not sale, of items of historical, ecological or viticultural significance to the wine industry,
  - 4. [Sale of wine-related products](#);
  - 54. Child day care centers limited to caring for children of employees of the winery;
- K. Telecommunication facilities, other than satellite earth stations, that do not meet one or more of the performance standards specified in Section 18.119.200;
- L. Satellite earth stations that cannot, for demonstrated technical reasons acceptable to the director, be located in an Industrial (I), Industrial Park (IP), or General Industrial (GI) zoning district;
- M. Campgrounds on public lands conforming to the standards in Chapter 18.104;
- N. Hunting clubs (large) as defined in Chapter 18.08 and subject to the standards in Chapter 18.104;

O. Facilities, other than wineries, for the processing of agricultural products where the products are grown or raised within the county, provided that the facility is located on a parcel of ten or more acres, does not exceed five thousand gross square feet, and is not industrial in character. Only those agricultural products raised or processed on-site may be sold at the facility; and

P. Farm management uses not meeting one or more of the standards contained in subsections (E)(2), (E)(3), and (E)(4) of Section 18.08.040.

**SECTION 5.** After a preliminary review of the Project, the Planning Department determined that this Ordinance would have no potentially significant environmental impacts and recommends adoption of a Negative Declaration.

**SECTION 6.** Pursuant Chapter 4, Title 7, commencing with Section 65800, of the California Government Code, this Ordinance is consistent with the following policies and goals of the 2008 General Plan Update: Goal AG/LU-3 (Support the economic viability of agriculture, including grape growing, winemaking, other types of agriculture, and supporting industries to ensure the preservation of agricultural lands); Policy AG/LU-13 (The 1990 Winery Definition Ordinance, recognized certain pre-existing wineries and winery uses as well as new wineries. For wineries approved after the effective date of that ordinance, agricultural processing includes tours and tastings by appointment only, retail sales of wine produced by or for the winery partially or totally from Napa County grapes, retail sale of wine-related items, activities for the education and development of consumers and members of the wine trade with respect to wine produced by or at the winery, and limited non-commercial food service. The later activity may include winefood pairings. All tours and tastings, retail sales, marketing activities, and noncommercial food service must be accessory to the principal use of the facility as an agricultural processing facility. Nothing in this policy shall alter the definition of “agriculture” set forth in Policy AG/LU-2); Policy AG/LU-2 (“Agriculture” is defined as the raising of crops, trees, and livestock; the production and processing of agricultural products; and related

marketing, sales and other accessory uses. Agriculture also includes farm management businesses and farm worker housing); Goal E-1 (Maintain and enhance the economic viability of agriculture.); and Policy E-1 (The County’s economic development will focus on ensuring the continued viability of agriculture in Napa County).

**SECTION 7.** If any section, subsection, sentence, clause, phrase or word of this Ordinance is for any reason held to be invalid by a court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance. The Board of Supervisors of the County of Napa hereby declares it would have passed and adopted this Ordinance and each and all provisions hereof irrespective of the fact that any one or more of said provisions be declared invalid.

**SECTION 8.** This Ordinance shall be effective thirty (30) days from and after the date of its passage.

**SECTION 9.** A summary of this Ordinance shall be published at least once 5 days before adoption and at least once before the expiration of 15 days after its passage in the Napa Valley Register, a newspaper of general circulation published in the County of Napa, together with the names of members voting for and against the same.

The foregoing Ordinance was introduced and public hearing held thereon before the Napa County Conservation, Development and Planning Commission at a regular meeting of the Commission on the \_\_\_\_ day of \_\_\_\_\_, 2010, and was passed at a regular meeting of the Board of Supervisors of the County of Napa, State of California, held on the \_\_\_\_\_ day of \_\_\_\_\_, 2010, by the following vote:

AYES: SUPERVISORS \_\_\_\_\_  
\_\_\_\_\_

NOES: SUPERVISORS \_\_\_\_\_

ABSTAIN: SUPERVISORS \_\_\_\_\_

ABSENT: SUPERVISORS \_\_\_\_\_

\_\_\_\_\_  
DIANE DILLON, Chair  
Napa County Board of Supervisors

ATTEST: GLADYS I. COIL  
Clerk of the Board of Supervisors

By: \_\_\_\_\_

<p><b>APPROVED AS TO FORM</b> <b>Office of County Counsel</b></p> <p>By: <u>Laura J. Anderson</u> (by e-signature) Deputy County Counsel</p> <p>By: <u>Susan Ingalls</u> (by e-signature) County Code Services</p> <p>Date: <u>April 23, 2010</u></p>	<p><b>Approved by the Napa County</b> <b>Board of Supervisors</b></p> <p>Date: _____</p> <p>Processed by: _____ Deputy Clerk of the Board</p>
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I HEREBY CERTIFY THAT THE ORDINANCE ABOVE WAS POSTED IN THE OFFICE OF THE CLERK OF THE BOARD IN THE ADMINISTRATIVE BUILDING, 1195 THIRD STREET ROOM 310, NAPA, CALIFORNIA ON \_\_\_\_\_.

\_\_\_\_\_, DEPUTY  
GLADYS I. COIL, CLERK OF THE BOARD