



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 2/17/2010

Agenda Placement: 10A

Napa County Planning Commission Board Agenda Letter

TO: Napa County Planning Commission
FROM: John McDowell for Hillary Gitelman - Director
Conservation, Development & Planning
REPORT BY: Hillary Gitelman, Director - 253-4805
SUBJECT: Winery Definition Ordinance

RECOMMENDATION

WINERY DEFINITION ORDINANCE (WDO) RELATED PROPOSALS

Request: Discuss four separate proposals related to the WDO, receive public testimony, and provide informal recommendations to the Board of Supervisors. The four proposals include:

1. development and adoption of an ordinance implementing consensus-based clarifications to the definition of "marketing of wine" and to other sections of Napa County Code permitting retail sales of wine-related items and food-wine pairings;
2. development and adoption of a Planning Commission resolution articulating Commission policies related to business events and other matters;
3. development and adoption of an ordinance permitting cultural and social events at wineries via an administrative permit, provided certain conditions are met; and
4. development and adoption of an ordinance permitting tours and tastings without appointment, for consideration by the Planning Commission and the Board of Supervisors following preparation of an environmental impact report (EIR).

While these four proposals include draft policy language developed by staff in response to public input and Board of Supervisor's direction, no draft ordinances or resolutions have been prepared for formal action by the Commission at this time.

Staff Contact: Hillary Gitelman 253-4805, hillary.gitelman@countyofnapa.org

EXECUTIVE SUMMARY

On October 6, 2009, the Planning Commission and the Board of Supervisors met in joint session to discuss the Winery Definition Ordinance (WDO) and suggestions that the ordinance be amended to permit a subset of cultural and social events at wineries. At the close of the meeting, the Board of Supervisors requested that industry group representatives meet and report back on desired changes to the WDO. On February 2, 2010, the Board of Supervisors received a report from staff, industry group representatives, and other interested stakeholders. At the close of the meeting, the Board of Supervisors directed staff to assimilate the input received and return to the Board with specific options/proposals.

This meeting of the Planning Commission is intended to allow members of the public and the Commission to comment on staff's initial draft work product (attached). While no formal action is requested, if the Commission has informal recommendations, staff will use them to inform revisions to the initial draft, and will communicate them to the Board of Supervisors at their scheduled hearing on March 2, 2010 at 2:15 PM.

FISCAL IMPACT

Is there a Fiscal Impact? No

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: No action by the Commission is requested, and any informal input provided is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines), therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

The Winery Definition Ordinance (WDO) was adopted in 1990 and codified in various sections of the County's zoning code. The ordinance has been successful at limiting commercial uses in agricultural areas by ensuring that wineries remain focused on the business of producing wine, and by ensuring that tours and tastings and marketing of wine play a subordinate role.

Discussions about changes to the WDO have always engendered passionate testimony, and the current ongoing discussions are no exception. As a result, staff has taken an incremental approach by suggesting four separate proposals, each of which can be considered independent from the others, ultimately giving policy makers the option to adopt one or more of the proposals.

The four proposals, with necessary background and explanation are presented in the attached workbook, along with the joint industry group position from February 2, 2010. All four proposals are in draft form, and will be revised based on testimony from the public and the Commission before presentation to the Board of Supervisors on March 2, 2010, and before staff prepares formal draft ordinances and resolutions for consideration.

SUPPORTING DOCUMENTS

A . Four Proposals Workbook

Napa County Planning Commission: Approve

Reviewed By: John McDowell