

## **2014 Update to 2004 VOTMA Study -**

### **“The Potential for Events Facilities on Agricultural Land in the Sonoma Valley – Choices for the Future”**

April, 2015

This report summarizes data showing that over the last 10 years there has been a substantial increase in the event/visitor-serving permits allowed on agriculturally zoned lands in Sonoma Valley. Within the original Study Area since 2004, 298 newly permitted events will allow an increase of 55,292 people to participate in events every year on land zoned for agricultural use.

#### **Background:**

In August 2004, the Valley of The Moon Alliance (VOTMA) completed a study examining the potential for development of visitor- serving and event centers on agriculturally zoned land in the Sonoma Valley. The Study Area was focused on 792 parcels which lie in the large agricultural zones (DA, LIA, LEA, and RRD) designated under Sonoma County zoning. Together, the 792 parcels contained a total of 26,587 acres. Since the study was evaluating the “potential” for development, the parcels within the Study Area were limited to parcels along the valley floor adjoining Highway 12 starting at Melita Road and ending at Madrone Road, then along Arnold Drive ending at the Sonoma Raceway. The Study Area did not include parcels adjoining Carneros Highway (Highway 121) east from Arnold Drive to Highway 29. Parcels with good traffic access, visibility, and special environmental features showed a higher potential for development within the study. Out of the 792 parcels identified, there were 33 agricultural zoned parcels that were already authorized to operate events on their facilities, which allows for 705 events a year and 115,500 visitors. Note: Other event and visitor-serving facilities which existed on commercially zoned parcels were not covered by this study.

#### **2014 – Ten years later - note – (this time period includes the recession of 2008.)**

To update this study VOTMA did two things. First, we re-examined county records to see how many of the parcels in the original Study Area had been developed with events and visitor-serving facilities over the last ten years. Each of the 792 parcels was compared to the online PRMD permit history (county records) through 2014 to determine if there had been use permits issued since 2004. The PRMD winery use permit data base updated in 2014 was also used to crosscheck parcels in the Study Area. Second, we also looked at the PRMD winery use permit data base for permits approved *outside* the Study Area to get a more complete picture of the events/visitor-serving impacts on Sonoma Valley agricultural land.

#### **Findings within the Study Area**

- There were 16 new winery use permits approved since 2004 and 4 use permits where the prior approved activity was expanded or modified. These 20 permits identified now allow up to 260 events and 45,000 additional people to participate in events and activities per year on agricultural zoned land.

- There were 5 new non wine-related event permits added and 4 event permits modified or expanded from 2004 – 2014. These permits added 38 events with 10,352 people allowed to participate on agricultural zoned land.

#### SUMMARY IN FINDINGS within THE STUDY AREA

- In total there is a **87.8% increase** in the number of permits issued over the last ten years within the Study Area – 29 new or expanded permits were added over the 33 that were listed in the 2004 study.
- In total there is a 42% increase in the number of events allowed over the last ten years within the Study Area. – 298 events annually were added since 2004 over the 705 approved before the study.
- In total there is a 47% increase in the estimated number of visitors annually over the last ten years within the Study Area – 55,352 visitors were added to the 115,500 annual visitors approved before the study.
- There were also 12 additional use permit applications for larger projects that were either denied by PRMD or withdrawn by the applicant.
- These numbers represent the period through Oct. 2014 and do not include any permits filed or approved subsequent to this date.

#### Findings *outside* the Study Area

- During the same period 2004 – 2014, there were 27 new winery use permits approved in Sonoma Valley, as per the PRMD winery use permit data base, allowing up to 111 events and 23,400 people on agricultural zoned lands outside our original Study Area. Twenty three of these permits did not include events and were for tasting rooms or production only. Twelve of these were for commercially zoned parcels. The original Study Area seems to show the main effect of increased visitor impact on our agriculturally zoned parcels.

#### Conclusion

- Permits allowing events/visitor-serving facilities have increased dramatically over the past ten years in Sonoma Valley. By our assessment, 48 new use permits were granted and 8 existing permits were expanded during this period. Taken together, these permits allow an additional 78,352 people per year to travel into the Sonoma Valley to participate in events designed to take place on land zoned for agricultural use. Our study focused on agriculturally zoned lands because of the potential for negative impacts involved with event/visitor-serving activities on our rural character and other resources, the very elements that give Sonoma Valley its beauty and attraction. More than 78,000 people per year now entering the Sonoma Valley under these new permits are in addition to the over 115,500 who would already be allowed to fill the roads and highways under pre-existing use permits. This substantial increase in usage has brought Sonoma Valley to a crisis point.

## 2014 Update - Original list of visitor serving facilities in 2004 per Study Area

Area	APN	Owner/ Operator	zoning	#of events	max # of people	event size variation	est. people
	030 110 042	Ledson Winery	LIA60	24	250	Yes	3,000
	051 020 048	St Francis Winery (Kopf Vineyards)	AR20	35	200	No	7,000
	050 150 006	Chateau St Jean (Wine World Est.)	DA60	30	2000	Yes	7,800
	051 040 070	Kaz Winery (Kasmier)	DA10	-	-		
*	051 150 006	Lavendar Farm (Rosenberg)	DA20				
	051 040 074	Landmark Winery ( Overlook Vineyard)	DA10	13	50	No	650
	050 150 035	St Anne's Crossing (Blackstone)	LIA100	10	200	No	2,000
	051 160 033	Kenwood Winery	DA20		-		
	051 170 015	Kunde Winery	LIA	42	200	Yes	8,000
	050 240 018	Deerfield Winery	LIA20	20	250	Yes	3,500
*	050 240 003	Kenwood Inn and Spa	RRD20				
	050 230 014	Rex Paulette J Tr (Prod only)	AR10				
*	053 040 033	Beltane Ranch B&B	RRDW100				
*	050 220 003	Andronico (Old Paradise Resort)	K				
*	050 220 051	Morton's Warm Springs	K				
*	053 100 004	Atwood Ranch (Cypress Abbey Co)	LIA100				
*	053 040 014	Richard & Phyllis Kirk (B&B w/ events)	LIA100				
	053 140 057	Wellington Vineyards	LIA20	-	-		
	053 140 033	Lassiter Winery	LIA20	-			
*	053 110 056	Zimbabwe Sculpture (Shona Gardens)	LIA20				
	053 120 015	Mayo Family Winery (2001)	LIA20	15	100	No	1,500
	054 160 029	Arrowood Winery	LIA100	-			
	054 160 027	Imagery Winery (BBRE Holdings)	LIA60	24	400	Yes	4,600
	054 040 069	Benziger Family Winery	LIA60	20	100	No	2,000
	056 011 001	B R Cohn	LIA40	48	-		
	056 011 056	Valley of The Moon Winery	LIA40	28	300	Yes	5,400
*	133 130 007	Sonoma National Golf Course	K				
*	133 030 008	Westerbeke Conference Center	RRDW40				
*	142 042 020	Arroyos Inc - 9 hold golf course	K				
	128 451 054	Schug Winery	DA				
*	Various	SPR (Sonoma Raceway)	LEQ100				
	068 190 031	Roche Winery -events added 2009	LEA100	-			
	128 491 044	Cline Family Winery (Oxfoot Assoc)	DA20	62	1000	Yes	14,000
	128 461 056	Jacuzzi Winery (Oxfoot Assoc)	LEA100	60	150	Yes	6,500
	128 491 059	Viansa	LEA100	150	220	No	33,000
	Various	Freixenet ( Gloria Ferrer)	DA20	64	120	Yes	6,400
	128 461 021	Hougle (Cornerstone)	LC	60	170	No	10,200
*	128 461 072	Coleman B&B w/ events	DA20				
<b>38</b>		<b>Totals</b>		<b>705</b>			<b>115,550</b>

\* = not included on PRMD Winery data base

25 of the above list have winery use permits  
13 do not but are visitor/event facilities

33 on Ag lands  
5 on K or LC zoning

**Use permits issued 2004 - 2014 within the VOTMA Study Area**

Area	APN	Owner/Operator	zoning	year	Comments	#of events	#of persons	event size variation	est. people
	030 110 043	Henry R. Belmonte Trust	RRD20	2007	P only				
	030 110 059	Annadel Estate Winery (Bordigioni)	LIA60	2012	P/T/E	30	225	Yes	6,000
	051 020 032	SCI - Graywood Ranch (Passalacqua)	DA	2004	P/T/E #051 260 013 on 2014 list	20	200	No	4,000
*	068 190 031	Ram's Gate Winery (Roche)	LEA100	2009	P/T/E	36	200	Yes	5,400
	050 140 064	Macleod Family Vineyards	DA10	2007	P/T				
*	053 120 015	Mayo Winery	LIA20	2006	additional storage				
*	056 011 057	B R Cohn	LIA40	2011	Events	2	3000	No	6,000
	056 012 008	Hamel Family Winery	LIA100	2012	P/T/E	20	250	Yes	4,000
	056 011 018	Little Vineyards	LIA40	2006	P/T				
	142 061 009	Robledo Family Winery	DA10	2012	P/T/E	15	200	No	3,000
	128 461 022	Wagner Road Winery	DA20	2014	P/T/E	48	150	Yes	6,240
	142 061 012	Harvest Wines	DA10	2009	P only				
	142 071 015	Cooney Properties	DA10	2011	P/T/E	6			
	142 101 008	Anaba Wines	DA10	2011	P/T #142-101-023 on 2014 list				
*	128 451 054	Schug Winery	DA20	2014	P/T/E	36	500	Yes	4,000
	030 110 060	Mobius Painter Winery	LIA60	2001 not counted	P/T/E	20	250	Yes	4,000
	135 012 001	Armando Ceja Winery	DA20	2010	P/T/E	23	125	Yes	2,300
	053 150 002	Loxton Cellars	LIA20	2002 not counted	P/T/E	4			
	128 461 081	Cornerstone Bldg 6 tasting	LC	2006	T only				
	128 461 081	Cornerstone Bldg 4 tasting	LC	2007	T only				
<b>16 new /*4 modified</b>	<b>Totals for wine use permits</b>					<b>260</b>			<b>44,940</b>
*	051 020 046	St Francis special events	AR20	2003-2007	Events	6	1100	Yes	3,500
	051 040 065	By Creekside LLC	DA10	2009-2010	Events	5	275		1,375
*	051 150 006	Lavender Farm (Rosenberg)	DA20	2010-2014	Events	2	300	No	600
*	053 100 004	Atwood Ranch (Cypress Abbey Co)	LIA100	2004-2013	Events	12	300	Yes	3,100
*	053 040 014	Phyllis Kirk Trust	LIA100	2004	Events	5	125	No	625
	053 110 057	Hawaii Holdings, LLC	LIA20	2009	Events	1	250	No	250
	054 160 032	Audubon Canyon Ranch LLC	LIA60	2011	Events	1	200	No	200
	054 170 011	Oak Hill Farm LLC	LIA100	2003-2012	Events	6	117	No	702
	053 090 007	Quarryhill Botanical Gardens	LIA20		Events				
<b>5 new /*4 modified</b>	<b>Totals for events added</b>					<b>38</b>			<b>10,352</b>
<b>21 new /*8 modified</b>	<b>Totals</b>					<b>298</b>			<b>55,292</b>

## Use permits issued 2004 - 2014 OUTSIDE the Study Area in Sonoma Valley

	APN	Owner/Operator	Zoning	Year	Comments	# of Events	# of Max people	Event size variation	Est. people
	050 162 031	Kenwood Shopping Center	LC	2007	T only				
	050 162 031	Enkidu Tasting Room	LC	2009	T only				
	050 162 031	Orpheus tasting room	LC	2014	T only				
	050 162 045	Paradise Ridge Tasting Room	LC	2007	T only				
	050 263 050	Tasting Room 9580 Hwy 12	C1	2011	T only				
	050 275 028	VJB Cellars	C1	2007	T only				
	052 463 008	New Bavaria Brewery	LC	2013	P/T				
	053 030 031	J Baldwin Wines	LIA100	2009	P only				
	053 160 009	El Nindo LLC	LIA60	2009	P only				
	053 160 037	Intercon Villa Helene LLC	RRD60	2007	P only				
	054 070029	Eric Ross Winery	PC	2006	T only				
	054 070 030	Wine Tasting Room	PC	2011	T only				
	054 270 033	Ahh Winery	LIA20	2008	P only				
	054 290 051	Laurel Glen Tasting Room	LC	2012	T only				
	054 290 057	Talisman Wines Tasting Room	LC	2012	T only				
	054 340 013	Pangloss Cellars Tasting Room	LC	2010	T only				
	056 051 006	Petroni Vineyards	RRD40	2010	P only				
	056 051 018	B Wise Winery	RRD100	2006	P only				
	056 051 023	Amapola Creek Winery	RRD100	2006	P only				
	056 241 006	Ty Caton Vineyards	RRD100	2011	P only				
	126 101 017	Gundlach Bundschu Winery	LIA60	2010	P/T/E	25	300	Yes	7,000
	126 101 034	Scribe Winery	LIA60	2010	P/T/E	52	200	Yes	9,100
	127 181 006	Victor Mc Williams Owner	RR B6 2	2009	P only				
	127 332 041	Madrone Ridge Winery	RRD40	2004	P only				
	128 381 051	Patz & Hall Tasting Room	DA10	2013	T/E	24	250	Yes	4,800
	133 111 021	Paint Horse Winery	DA10	2004	P only				
	135 081 014	Rombauer Vineyards	LEA60	2012	P/T/E	10	300	Yes	2,500
<b>27 new use permits outside the Study Area</b>			<b>Totals</b>			<b>111</b>			<b>23,400</b>

\* Only 4 have events on Ag Lands