

**Packet for Winery  
Ordinance Study Session  
November 17, 2021**

## **Peninsula Township Zoning Ordinance: Wineries**

Three Sections:

- Winery/Farm Processing Facilities
- Winery, Remote Tasting Rooms
- Winery Chateaus

Historically, three sections introduced by three early wineries:

Conflicts & inconsistencies across 3 section → Confusion

Performance measurements -- difficult & time-consuming to measure

Consultant hired to help -- dodged re-write of winery ordinance

## **Peninsula Township Zoning Ordinance: Wineries**

### **Beliefs:**

- **Residents** – Want a rural community and enjoy ambiance of peninsula.
- **Farmers/Growers** – Want to grow crops, successfully harvest them and sell them on and off the peninsula.
- **Wineries** – Want to grow new opportunities that their present SUPs restrict them from doing.

### **Symbiotic relationship hoped for in ZO:**

- Working together:  
Grapes grown by peninsula farmers, processed by peninsula wineries and sold at wineries/tasting rooms on the peninsula and to individuals, wholesalers, retail outlets off the peninsula.

## Peninsula Township Zoning Ordinance: Wineries

### Wineries:

Expand their SUPs  
5 acre wineries

More events:

weddings  
office parties, etc.  
dinners

### **A DILEMMA**

Restaurants/Catering  
Wines + mixed drinks  
Expanded hours-Later nights  
Amplified music  
Process grapes from outside  
Expand retail sales

### Residents:

Oppose expansion  
Maintain rural quality  
Follow Master Plan  
Reduce traffic  
Safety concerns: DUIs  
No weddings, parties  
No amplified music  
Keep current hours  
Keep current acreage standards  
Wineries not bars

## Peninsula Township Zoning Ordinance: Wineries

### Challenges:

- Compromise - Existing wineries are our neighbors with SUP rights. Are there areas of compromise and negotiation to resolve the dilemma?
- Simplify - Re-write and modify existing Wineries ZO to remove conflicts, inconsistencies and confusion.
- Measure - Replace difficult to measure performance with easier reporting requirements and easier to follow by the township.
- Common Sense - Add activities not allowed by present ZO but practiced by the wineries---i.e.---small plates.

## **Peninsula Township Zoning Ordinance: Wineries**

### **Suggestions:**

1. Rewrite existing sections –Difficult to start over and preserve all allowable practices of existing ZO.
2. Parallel sections – Remove conflicts, inconsistencies and confusion in existing ZO winery sections.
3. Simple measurements – Simple measurements for wineries to do and township office to monitor.
4. Emphasize cooperation – Farmers grow quality grapes and wineries buy them to make wine. Good for both!
5. Use capacity - Once local production absorbed, wineries should be able to produce wine from grapes outside the peninsula. No resale of imported wines and shiners/labeled and sold on peninsula.
6. Common sense – Recognize practices now conducted – Small plates, bottles for on-site consumption.
7. Retail sales – Let wineries sell what they want: Logo caps, T-shirts etc., photos, etc. but not services— massages, manicures, lingerie, cosmetics, etc. These are wineries, not department stores.
8. Sell and promote OMP wines—Not mixed drinks and other products. SUPs for wineries, not bars.
9. Amplified music—OK inside but not outside. No amplified or speakers outside.
10. Restaurants - Wineries are wineries not restaurants. Small plates and wine themed event dinners.  
Food service is subordinate to the sale of wine.
11. Events -- Wineries are not event centers. No weddings, large office parties, major events.
12. Catering -- Can wineries cater to private owner-present resident weddings? But, not VRBO, Airbnb parties!
13. Acreage – Maintain current acreage requirements. OMP cannot handle more traffic, congestion, noise.

## Peninsula Township Zoning Ordinance: Wineries

- Paso Robles Anecdote:

How many wineries in Paso Robles, California in 1990?

How many wineries today?

- “Strawman” – A re-write draft

Highest priority – Acreage. We are a peninsula with limited access.

Wineries are wineries—Not restaurants, bars, event centers, department stores.

Control traffic, noise and events.

Rural ambiance – the Master Plan.