

HEARING SUBMITTAL	
PROJECT NO./AGENDA NO.	REF15093 #8
DATE RECEIVED:	10/26/16
SUBMITTED BY/VIA:	public / email
DISTRIBUTION TO/DATE:	pc / dcas
DATE OF HEARING:	10/26/16

October 25, 2016

2016 CVCC Board of Directors

President

Sygalé Lomas, *David Lyng Real Estate*

Vice President/s

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Co-Events Director

Jen Anello, *Santa Lucia Preserve*

Co-Marketing Director

Max Schroeder, *Quail Lodge & Golf Club*

Co-Membership Development Director

Jennifer Smith, *CV Branch Library*

CVCC Managing Director

Elizabeth Vitarisi Suro

To Whom It May Concern

The Carmel Valley Chamber of Commerce Board of Directors has been notified of the Planning Departments request to the Monterey County Planning Commission in regards to no longer allowing community and special events to occur without obtaining a use permit. Our business community thrives when there is an event within Carmel Valley, Carmel or the Monterey Peninsula. With the burden of an added extra cost to many events the organizers will no longer be able to continue.

From non-profit to for profit events each one has brought our businesses closer to reviving the community. There are no longer empty storefronts, the sidewalks and buildings are being kept up and all communities are on the upswing. We ask the Monterey County Planning Commission to consider the ramifications to small businesses and to the streets and neighborhoods that help our county thrive. Our request is to the Planning Commission is to continue to support the County's long standing policy to allow public and commercial properties to conduct community and special events if the proper provisions are being followed.

Thank you for your consideration of our request and for the support of our business community.

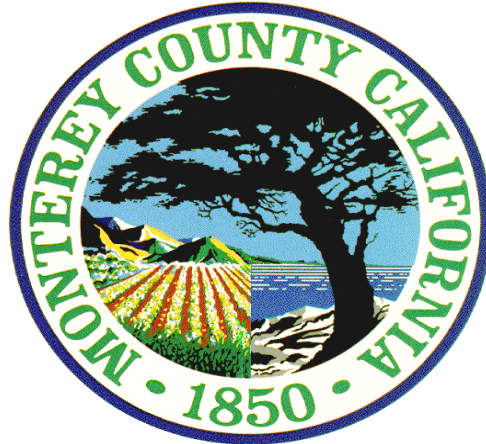
If you have any questions, please feel free to contact me at elizabeth@carmelvalleychamber.com.

Sincerely,

Elizabeth Vitarisi Suro
Managing Director CVCC

P.O. Box 288 Carmel Valley, CA 93924
T: 831-659-4000
www.carmelvalleychamber.com

MONTEREY COUNTY PLANNING COMMISSION
OCTOBER 26, 2016
AGENDA ITEM #8



Additional Correspondence

October 20, 2016 8:00 a.m. through October 25, 2016 5:00 p.m.

REF150053/REF150054

(Events)

Contact Info:
Carl P. Holm, AICP, RMA Director
Resource Management Agency
168 W. Alisal St., 2nd Floor
Salinas, CA 93901
(831)755-4879

From: [Holm, Carl P. x5103](#)
To: [Nickerson, Jacquelyn x5240](#)
Cc: [Onciano, Jacqueline x5193](#); [Beretti, Melanie x5285](#); [Swanson, Brandon xx5334](#); [Guertin, John P. x6654](#)
Subject: Fwd: Vineyard Event Distinctions
Date: Sunday, October 23, 2016 10:59:54 AM
Attachments: [Monterey County Vineyard Event Distinction10.13.16-signed.pdf](#)
[ATT00001.htm](#)
[Summary-table-other-jurisdictions-20150812.pdf](#)
[ATT00002.htm](#)
[Napa Marketing Events Reso #2010-48 \(3\).pdf](#)
[ATT00003.htm](#)

Please send out to PC re events item.

Sent from Carl Holm

Begin forwarded message:

HEARING SUBMITTAL	
PROJECT NO./AGENDA NO.	— #B
DATE RECEIVED:	10/24/16
SUBMITTED BY/VIA	public / email
DISTRIBUTION TO/DATE:	PC / 10/24/16
DATE OF HEARING:	10/26/16

From: "Kim Stemler" <kim@montereywines.org>
To: "Holm, Carl P. x5103" <HolmCP@co.monterey.ca.us>
Cc: "John Bridges (jbridges@fentonkeller.com)" <jbridges@fentonkeller.com>, "nisakson@mbay.net" <nisakson@mbay.net>, "mshea@bernardus.com" <mshea@bernardus.com>
Subject: Vineyard Event Distinctions

Hi Carl,

I hope you had a wonderful trip.

Attached is a letter following up on our conversation about vineyard events distinctions along with supporting documents from other communities.

I look forward to hearing back on your thoughts and please let me know if you have any questions.

Thank you!

Warmly,

Kim Stemler

Executive Director

Monterey County Vintners & Growers Association

536 Pearl Street

Monterey, CA 93940

Montereywines.org

831-375-9400

831.915.6621 (texts are best)



October 13, 2016

Carl Holm
 RMA Director
 168 West Alisal Street, Second Floor
 Salinas, CA 93901

RE: Monterey County Vineyard Event Distinction

Dear Carl,

This letter follows up on a conversation we had about creating the administrative distinction between the types of vineyard events that would require a special event/assemblage use permit and those that would not.

RECOMMENDATION:

Using language from the Interpretive Guidance on Marketing Activities for Wineries (Resolution no. 2010-48 from the Napa County Board of Supervisors) to inform this clarification, we recommend the following:

Type of Vineyard Event	Business Related	Special Event
<i>Definition</i>	“Activities for the education and development of customers and potential customers” along the value chain. These vineyard activities are organic, routine, and ancillary to viticulture use and are part of the normal business practices in the wine growing industry.”	“Cultural and social events where the primary focus is on non-wine related activities, not the education and development of customers.”
<i>Examples</i>	Vineyard tours, education, wine sampling, and/or meals in vineyard for: <ul style="list-style-type: none"> • Industry: Grape Buyers, Staff • Trade: Sommeliers/ Restaurateurs • Media • Consumers: Wine Club Member Appreciation Receptions, Wine Shipment Pick-up Opportunities • Industry Wide Educational Events: Vineyard Tours • Wine/Business Related Events 	<ul style="list-style-type: none"> • Leasing the property for an event that is for a non-wine business event, such as: <ul style="list-style-type: none"> * ABC Widget Company’s Annual Summer BBQ <ul style="list-style-type: none"> • Weddings, wedding rehearsals, anniversary parties, birthday parties, special celebrations • Carnivals, festivals, races and circuses
<i>Permit Required</i>	Exempt/Principally Permitted	Special event/assemblage use permit - TBD

BACKGROUND:

Viticulture and vineyards are principally permitted uses in many zoning districts within the County. From vine to glass, the activities in a wine's value chain, the process by which value is added to the grapes, are inexorably linked. Vineyards exist to grow and sell grapes and these grapes would not have a market without the subsequent production, marketing, and sales of wine. Further, grape growing is much more highly differentiated than row crops because the region, appellation, and vineyard of origin can significantly impact the value of the grapes and wine.

Because place of origin is critical in the economic value of grapes, providing an experience of place to the various groups along the grape to wine value chain is important. As a normal course of business, this exposure happens through physical visits to vineyards. Growing processes and protocols, soil types, micro climates, and harvest procedures can most effectively be showcased on-site at a vineyard. It is common industry practice to host such experiences for industry, trade, media, and wine clubs in the vineyards. Such vineyard visits are routinely coupled with wine samplings and a farm-to-table dining experience.

These vineyard activities are organic, routine, and ancillary to viticulture use. It is the "nature" of the activity rather than size or frequency that distinguishes ancillary viticulture activities from "special event/assemblage of people" activities. These are not "special events" as would be use of the vineyard as an "event setting" only – i.e., for a wedding or non-wine corporate event. Nor are these vineyard activities "assemblages of people" as described in the Zoning Ordinance. In practice there is no numeric limit in either size or frequency to such ancillary activities.

Public exposure of a vineyard is not only normal and routine but it is an integral and critical component of viticulture operations. Familiarity with the vineyard translates to recognition of the vineyard designation on the label (in addition to the appellation and larger region) and ultimately the sale of vineyard products (e.g., grapes/wine) to winemakers and the public (e.g., sales of label wine in stores and restaurants). In fact, for many consumers, a personal vineyard experience is of equal or greater importance than wine tasting in terms of brand/label awareness and affinity. And, of course, such "in the field" experiences not only benefit the particular vineyard being visited but the general Monterey County wine region.

As with any business activity in vineyards or any other place of business, other applicable regulations (e.g., fire and health dept. rules) will be complied with at all times.

For your reference, attached are the following:

- Napa resolution regarding interpretive guidance
- [Summary table of other jurisdictions prepared by Sonoma county](#)

In general, other regions have more wineries than we do and they are often contiguous to their vineyards, so there is limited vineyard only policies. That being said, these are still useful resources.

Please let me know if you have any additional questions. I look forward to hearing back from you.

Warm Regards,

Kim Stemler

Kim Stemler
Executive Director
Monterey County Vintners & Growers Association
kim@montereywines.org 831.375.9400 or 831.915.6621

RESOLUTION NO. 2010-48

A RESOLUTION OF THE NAPA COUNTY BOARD OF SUPERVISORS, STATE OF CALIFORNIA, ESTABLISHING INTERPRETIVE GUIDANCE ON MARKETING ACTIVITIES FOR WINERIES

WHEREAS, wineries were established shortly after the planting of vineyards in Napa County and have been an important component of Napa County agriculture since the nineteenth century; and

WHEREAS, wineries have historically engaged in accessory uses in order to market and sell wine directly to consumers in addition to sales through other channels; and

WHEREAS, the County adopted a Winery Definition Ordinance in 1990 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 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 incidental and subordinate to the primary use of a winery as an agricultural processing facility; and

WHEREAS, since adoption of the Winery Definition Ordinance, the County has relied on the ordinance in granting use permits and use permit modifications, and has attempted to implement provisions of the ordinance consistently and fairly; and

WHEREAS, the County, existing winery operators, and applicants seeking approval to construct new wineries all benefit from a common understanding of the requirements and restrictions added to Napa County Code with adoption of the Winery Definition Ordinance; and

WHEREAS, the County is now considering adoption of an ordinance clarifying the definition of "Marketing of Wine" and other sections of Napa County Code first adopted as the Winery Definition Ordinance in 1990; and

WHEREAS, the County wishes to complement the proposed ordinance with a resolution of Board policy providing interpretive guidance; and

WHEREAS, the interpretive guidance provided herein is intended to improve the quality of winery applications and compliance with winery requirements, and may be amended or supplemented by Board of Supervisors Resolution from time to time,

NOW, THEREFORE, BE IT RESOLVED by the Board of Supervisors of the County of Napa as follows:

1. The Interpretive Guidance provided in Exhibit "A" reflects the Board's interpretation of winery-related sections of the zoning ordinance; and
2. The zoning ordinance shall control in the event of any conflict between the ordinance and this Resolution and/or Exhibit "A."
3. This Resolution shall take effect at the same time as the concurrent ordinance clarifying the definition of "Marketing of Wine" and other sections of Napa County Code.

THE FOREGOING RESOLUTION WAS DULY AND REGULARLY ADOPTED by the Board of Supervisors of the County of Napa, State of California, at a regular meeting of the Board held on the 11th day of May, 2010, by the following vote:

AYES: SUPERVISORS WAGENKNECHT, CALDWELL and DILLON

NOES: SUPERVISORS LUCE and DODD

ABSENT: SUPERVISORS NONE


DIANE DILLON, Chair
Napa County Board of Supervisors

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

By: 


<p>APPROVED AS TO FORM Office of County Counsel</p> <p>By: <u>Laura J. Anderson (by e-signature)</u> Deputy County Counsel</p> <p>Date: <u>April 23, 2010</u></p>	<p>APPROVED BY THE BOARD OF SUPERVISORS</p> <p>Date: May 11, 2010</p> <p>Processed by: </p>
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Exhibit A
Interpretative Guidance

I. Events Permitted as part of "Marketing of Wine"

Since the adoption of the Winery Definition Ordinance in 1990, Napa County Code has allowed activities for the education and development of customers and potential customers at wineries under the definition of "marketing of wine." Cultural and social events that are unrelated to education and development are explicitly not permitted, while cultural and social events that are directly related to education and development have always been allowed. Business events are similar to cultural and social events, in that they are only permitted as part of "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 an approved marketing plan that in its totality is "clearly incidental, related and subordinate to the primary operation of the winery as a production facility" (Sections 18.16.030(G)(5) and 18.20.030 (I)(5)).

The following are some examples of marketing events, including cultural and social events that the County considers directly related to education and development of consumers. These events fall within the definition of "marketing of wine." In each case, the example describes the intent of the event, the wine-related content, and the non-wine related content.

1. A winery invites 250 members of their wine club to the winery for a special harvest musical event. Catered food is served, the previous year's vintage is tasted from the barrel, and a string quartet performs.
2. Every year on December 5, a winery throws a Repeal Party for 100 invited distributors, wine shop owners, restaurant owners, and wine writers. No presentations are made, winemaking is not formally discussed, no food is served, but copious amounts of wine are consumed.
3. On Arbor Day, a winery owner invites 15 of her closest friends (many, but not all, of whom are regular purchasers of her wine) to a special luncheon event. Guests assemble around a heritage oak, various smoked and wood-grilled foods are served; the event culminates in the opening of the winery's ultra rare Arbor Day Cuvee, a cabernet sauvignon that has been aged for three years in untoasted oak barrels.

Examples of cultural and social events that are not permitted include weddings, wedding rehearsals, anniversary parties, and similar events where the education and development of consumers is subordinate to non-wine-related content.

The following are some examples of business events that the County considers directly related to education and development of consumers, and therefore fall within the

definition of “marketing of wine.” In each case, the example describes the intent of the event, the wine-related content, and the non-wine related content.

1. A three hour (total) tour of the winery and private tasting event is provided for employees of a national bank. Half of the event is taken up by the regional bank manager delivering a speech addressing business prospects for the coming year.
2. The COO of a Rutherford winery leads a tour of the facility’s state of the art energy efficiency and wastewater recycling programs and hosts a round table discussion about green house gas reduction efforts in the County which includes County staff, Sacramento lawmakers, and local business leaders. The afternoon ends with a wine and cheese reception featuring the winery’s biodynamically certified wines.
3. A half-day corporate retreat for a San Rafael-based software firm’s 35-member account management group. From 10 to 1 they enjoy a tour of the cellars, a tasting, and a winemaker-hosted blending lab. From 1 to 2 there is a buffet luncheon featuring estate-produced wines; over lunch the group discusses the technical aspects of the firm’s new 3D rendering tool.

Examples of business events that are not permitted include non-winery related staff meetings, conferences, shareholder meetings, and similar events where the education and development of consumers is subordinate to non-wine-related content.

The above examples are provided for guidance only. They are not intended to constitute an exhaustive list of all cultural, social, or business marketing events which are either consistent with or inconsistent with the “marketing of wine.”

Under no circumstances may winery facilities be rented out to third parties as venues for parties, meetings, or events the way that restaurants or hotels might rent their banquet halls or meeting rooms.

II. Conversion of Existing Structures:

To discourage property owners from constructing residences and barns with the express intent of converting them to wineries, the County does not generally support use permit proposals seeking to convert existing buildings to winery use if the buildings have been constructed or substantially modified within the last 5-7 years.

III. The Appropriate Intensity of Marketing Programs:

To ensure that the intensity of winery activities is appropriately scaled, the County considers the remoteness of the location and the amount of wine to be produced at a facility when reviewing use permit proposals, and endeavors to ensure a direct relationship between access constraints and on-site marketing and visitation programs.

IV. Annual "Spot" Audits:

The Conservation, Development and Planning Department's code enforcement program is generally complaint-driven; however the Department and the Planning Commission will continue their practice of encouraging compliance with winery production volumes by annually auditing a random sample of permitted wineries, using data provided by the wineries to State and federal agencies. As staffing allows, the annual "spot" audit may be expanded to consider compliance with winery visitation and marketing programs using data collected by the wineries in conformance with their conditions of approval.

V. Temporary Certificates of Occupancy:

The Building Department will continue their practice of allowing new wineries to produce wine after a temporary certificate of occupancy (TCO) has been granted, and to prohibit wineries from opening to the public for tours and tasting or for marketing events until they have a final certificate of occupancy. TCOs are generally not to be used to allow production of wine for more than one year.

Last Amended: May 11, 2010

**Winery Working Group
Summary of Other Jurisdictions**

County	Napa	Monterey	Santa Clara	Yolo	Placer	El Dorado	San Luis Obispo	Santa Barbara	San Joaquin	San Diego
Authority	Ordinance (adopted 1990; amended in various years)	Agricultural and Winery Corridor Plan (adopted October 26, 2010)	Ordinance (adopted December 2, 2014)	County Code (updated July 2014)	Ordinance (adopted 2008; amended 2012 and 2014)	Ordinance (adopted January 16, 2009)	Ordinance (adopted in 1992; amended in 1995)	Draft Ordinance	Ordinance (adopted November 4, 2014)	Ordinance (adopted August 4, 2010; in process of being amended)
Size thresholds	Small <20,000 gal/yr Large >20,000 gal/yr (> 8k cases)	No thresholds	Small < 10,000 cases/yr Medium > 10,000 cases/yr Large - any winery with events > 250 persons	Small < 21,000 cases/yr < 15,000 sq ft Large > 21,000 cases/yr > 15,000 sq ft	Small < 20,000 cases/yr Large > 20,000 cases/yr	Micro-winery < 250 gal/ac of vineyard Winery - no size thresholds	No thresholds	Small < 20,000 sq ft max Medium < 20,000 sq ft max Large - max size est. by use permit	Small - 201 - 36,000 gal/yr (15k cases) Medium > 36,000 - 99,000 gal/yr (42k cases) Large > 100,000 gal/yr (> 42k cases)	Wholesale or Boutique < 12,000 gal/yr (5k cases) Small < 120,000 gal/yr (50k cases) Large >120,000 gal/yr (>50k cases)
Minimum Site Area	Small - 4 ac min Large - 10 ac min	None	None	None	Winery - 4.6 ac min; min 1 ac vineyard Small event center - 10 ac < 100 people Medium event center - 20 ac < 200 people Large event center - 40 ac < 400 people	By right: Micro - 5 ac min 10 ac min w/5 ac vineyard in ag zones 20 ac min w/5 ac vineyard in non-ag zones Use Permit >10 ac w/5 ac vineyard in non ag zone	None	Small > 2 acres vineyard Medium > 20 acres > 10 acres vineyard Large > 40 acres > 20 acres vineyard	Small - 5 ac min Medium/Large - 10 ac min	Boutique or Wholesale < 1 ac - 1,000 sf 1-2 ac - 1,500 sf 2-4 ac- 2,000 sf for every ac over 4 ac +200 sf up to 5,000 sf max Small/Large - no min
Setbacks	600' setback on arterial roads 300' setback on other roads including private roads	100' from property line and 200' from existing residences all winery structures and outdoor use areas 200' from property line and 400' from existing residences for wineries with public tours, tasting, retail sales, or special events	None specified	None specified		200' setback from streams; > 20 acre lot size; < 2.5 ac max used for structures	100' from property line 200' from residence not owned by applicant for winery 200' from property line 400' from residence not owned by applicant for winery with tasting and events Special event setback of 1,000 ft from residential zone	Special event setback of 1,000 ft from residential zone	300' from roads 300' to property line of existing residence (if residence is setback 200' can be reduced to 100')	None specified
Tasting Room	Small - no public tours, no wine tasting, no retail sales, no public events Large -by use permit	Accessory to winery only	Accessory to winery only Off-site tasting room - use permit	Accessory to winery only: includes wholesale, retail sales, wine tasting and winery tours	Allowed with zoning clearance or conditional use permit	Micro - no public tasting, sales, tours accessory to a winery only Allowed by right on lots > 10 ac in ag zones Allowed by use permit > 10 ac in non-ag zones	Accessory to winery only Located within 200' of winery Limit to 1 per site Wineries may share a tasting room	Small - not allowed Medium - not larger than 600 sq ft or 10% of winery structure area Large - size est. by use permit	No more than 30% of wine production area (retail sales max 500 sq ft)	Wholesale - not allowed Boutique - 1 tasting/retail sales room allowed
Visitors		Events < 150 visitors	Small - may include limited public gatherings and promotional events	< 150 allowed by right		50 - 250 persons at one time allowed by right > 20 ac or > 10 ac in ag zones >250 persons by use permit		Small - not allowed except for trade members Medium: < 40 acres < 50 visitors > 40 acres < 80 visitors Large < 80 visitors		
Visitor Hours	Events end by 10:00 pm		No standard - by use permit	Use Permit if ends after 10 pm	Wineries: by use permit Ag Event Centers: 10am-10pm (Fri-Sat), 10am-8pm (Sun-Thurs)	By use permit	By use permit	10:00 am - 6:00 pm winemaker meals until 10:00 pm	Events shall end by 10 pm	Wholesale - not allowed Boutique - 10am-legal sunset (7 days/week) Small - by minor use permit
Food Service	Commercial kitchen w/use permit Food and wine pairing allowed No menu options, no meal service such that the winery functions as a café or restaurant	With Permit (Ministerial or Administrative): Use must be incidental, related, and subordinate in nature to the winery Located in same structure Max 1500 sq ft of kitchen and dining area (including outdoor dining) Catering kitchen	Commercial kitchen allowed ancillary to winery operations	Restaurant allowed in Agricultural Commercial Zone	Allowed as Agricultural Event Center Conditional Use Permit. Restaurants are not allowed	Snack foods during wine tasting allowed Commercial kitchen > 20 acre parcels Dining facilities by use permit		Small - Not allowed except for members of the trade Medium/Large May be allowed	Commercial kitchen allowed for events and shall not be used as a restaurant	Boutique Winery: sales and consumption on-site of pre-packaged food or catering Small Winery: outdoor eating, max 5 tables, no more than 20 people

County	Napa	Monterey	Santa Clara	Yolo	Placer	El Dorado	San Luis Obispo	Santa Barbara	San Joaquin	San Diego
Event Definitions	Marketing of wine: activity conducted at a winery for the education of customers and may include cultural and social events (may include food service such as food and wine pairing) Business events can be marketing of wine if part of approved marketing plan	Winery-related Events: Fundraising events; Winemaker Dinners; Weddings Private Winery Events: Company Holiday Party; Employee-Related Private Parties	Industry/Marketing events: any activity to market wine and winemaking, barrel tasting, wine club dinners, passport, harvest festivals and industrywide. Small events: < 50 persons Medium events: < 250 persons Large events: > 250 persons Private events: includes fund raising for non profit organizations	Small event 12 events/yr, < 150 attendees, < 100 vehicle trips Site Plan Review required Large event > 12 events/yr > 150 attendees > 100 vehicle trips Minor Use Permit required		Marketing events: intended for promotion and sale of facility's products Special events: charitable events, promotional events, facility rentals events (weddings, parties, company picnics, and reunions)	Special event: any event with 50 or more attendees including concerts, weddings, winemaker dinners, and advertised events (including fund raising, but not industry-wide events)	Winery special event: > 80 people including amplified sound, weddings, concerts, fund raising events; does not include industry-wide events	Accessory Winery event: promotes and marketing of wine and wine industry may (includes wine release parties, barrel tasting, and wine club activities) Marketing event: include weddings and concerts; may include food service	
Agricultural Promotional Events	No more than 3 consecutive days < 50 persons/day License not required License required: > 50 persons/day; amplified sound; 6 days/yr; 50 - 400 persons/day; 6/yr; > 400 persons/day; 3/yr;	For Winery-related Events: Allowed up to 150 people With Permit (Administrative): Allowed from 151-500 people With Special Event Permit (notice and referral): Allowed over 500 people	Industry/Marketing events: 12/yr allowed; use permit required for additional events Small events: allowed if lot is 5 acres or larger Medium events: 12/yr Large events: use permit required Private events: no limit		Wineries: 2 events/yr temp use permit 6 events/yr w/use permit Agricultural Event Centers: 26 events/yr or as est. by Use Permit	Non ag events: 48/yr <50 people do not count; < 250 people allowed by right in ag zones > 10 ac allowed by use permit in non-ag zones > 20 ac Non ag "special" events: more than 48/yr > 250 people at one time allowed by use permit on > 10 ac in ag zones	< 6 events < 80 people minor use permit > 6 events or > 80 people use permit For all: 20 ac min limited to 40 days/yr Outdoor amplified sound only from 10 am-5 pm	Small - Not allowed Medium - Max 4 winemaker meals/yr Large - Max 6 winemaker meals/yr	Small: 12 events/yr, 150 people Medium: 15 events/yr, 300 people Large: 20 events/yr, 300 people Industry events and Accessory winery events are not included in the total number of events	Wholesale Limited Winery, Boutique Winery: Not allowed Small Winery: Allowed, with standards
Industry-wide Events	Not mentioned	Allowed	See above	See above	Not mentioned	See above	Not mentioned	All max allowed 4/yr small < 50 visitors max medium: < 40 acres <100 visitors; > 40 acres <150 visitors large < 200 visitors industry-wide or ag promo event		
Other Events (weddings, private parties, corporate, charitable)	No weddings. Events must related to wine education.	For Weddings and Charitable Dinners, see Special/Agricultural Promotional Events) For other events: Allowed			Allowed as Agricultural Event Center w/Use Permit	Facility rental 12/year < 20 acres 24/year > 20 acres	See Special Events	Small/Medium: Not allowed Large: Max 12/yr with use permit		
Cooking Demonstrations				None	allowed for Agricultural Event Center			small/medium - not allowed large by use permit		
Parking	No standards Reviewed individually with use permits	Development Plan required Included requirements: 1 space per employee; visitor parking = 2.5 persons/vehicle with enough for max capacity; event (> 20 persons) requires adequate on-site or off-site parking	1 space/1,000 sf of warehouse area 1 space/200 sq ft of tasting room area Medium/Large wineries also need 1 space per 3 attendees for events	Must be on-site Special events, weddings, marketing promotional events may use temporary overflow parking	Small - min 5 spaces Large - 1 space/300 sf of tasting rm/office 1 space/1,500 sq ft of production area 1 space/2.5 people for events Agricultural Event Center: 1 space/2.5 people, 1 space/FTE	Permanent parking required for winery, tasting room, and accessory uses Temporary parking can be unsurfaced All parking must be on-site and meet fire code requirements	400 sf/car Larger projects conditioned on parking plan and events no parking on any adjoining ROW	Parking plan for special events to include a parking coordinator for events attended by 100 or more persons	Parking attendant	Boutique - min of 6 spaces, min of 3 employee spaces, no off-site parking allowed
Noise	Noise standards 65 dBA 60 dBA for events	Noise standards	Noise standards	Noise standards	Noise standards	None	65 dB at property line	Outdoor amplified sound ceases at 7 pm (inner-rural areas) or 10 pm (rural areas)	Outdoor amplified sound per use permit Permitted 10am-9pm	Noise standards Boutique - amplified sound is not allowed
Enforcement	Annual audit of % of use permit; annual fee						Enforcement Plan required prior to effective date			

County	Napa	Monterey	Santa Clara	Yolo	Placer	El Dorado	San Luis Obispo	Santa Barbara	San Joaquin	San Diego
Misc	Categorically exempt allowance for small wineries (20,000 gallon production)		Must have adequate septic capacity for maximum number of visitors	Agritourism: for the enjoyment and education of visitors, guests, or clients. Uses include, wine tasting, sale of local agricultural products, and event centers that accommodate weddings, music, and limited dining.	Agricultural Event Center: facility located on agriculturally zoned land that has an ongoing agricultural use that provides a facility for any type of social gathering and consisting of multipurpose meeting and/or recreational facilities, typically consisting of multipurpose rooms and a kitchen that are available for use by various private groups for activities such as weddings, parties, receptions, etc.	50% local fruit required	Principal access driveway shall be located on or within one mile of an arterial Outdoor tanks require 100% screening		Marketing Calendar shall be filed with the Community Development Department on a biannual basis and updated monthly as needed; must be kept on-site at all time	Fruit requirements: Wholesale Limited Winery: up to 75% of fruit may be imported Boutique Winery: 75% grown in the County, 25% grown on-site Small Winery: 50% grown in the County, 25% grown on-site

Nickerson, Jacquelyn x5240

From: Kathleen Novoa [kwnovoa@mac.com]
Sent: Monday, October 24, 2016 11:47 AM
To: Nickerson, Jacquelyn x5240
Subject: Special Events

I first came to reside in Monterey County in 1985 and worked for this county until 1989. During my time here, one overriding issue has become apparent to me, and that is that the planning that has taken place is not as visionary as it could be. We don't allow ourselves the opportunities to really look at the impact our decisions will have in 25 plus years. We are good at 5 years, but distance planning has been insufficient. We now face problems where events have grown so substantially our community can no longer sustain them. The Concourse d' Elegance - now Car Week - the most egregious example thus far, amply demonstrates this issue. It has failed to regulate itself, and thus now the County is tasked with doing so. If left unregulated, it could easily turn into a month long event, with the attendant gridlock it brings.

While I realize the bicycle events on Highway One are not events over which the County has much control, the recent one - Ride to Recovery - created so many traffic problems the CHP had to be called out several times to deal with it. How many bicycle events down Highway One are too many? 10, 20, 365?

The same can be said for the car and motorcycle events. For this last Concours, I had to call CHP because there were so many high-end race cars treating Highway One as a race course through Cambria, where I was shopping, that a seriously dangerous situation presented itself. They were all headed here, and passing and racing unsafely. They almost ran me off the road.

I realize that the current proposal is an interim one while a final plan is developed, however, knowing how long "interim" can actually last in a slow-moving bureaucracy , I would encourage this Commission to take the long view - 25 plus years out - and consider that each and every event that starts out small may succeed beyond all anticipation and become our children's and our children's children's nightmares. This fragile area has become such a sought after destination, we need to protect its future. That is just part of the unenviable responsibility of this Planning Commission. I do not envy you.

bigsurkate
Kathleen Woods Novoa
HC 67 #1794
Big Sur, CA 93920
831-818-8026

HEARING SUBMITTAL	
PROJECT NO./AGENDA NO.	<u>#8 Ref 150053134</u>
DATE RECEIVED	<u>10/24/16</u>
SUBMITTED BY/VIA	<u>public email</u>
DISTRIBUTION TO/DATE	<u>DC via email 10/24/16</u>
DATE OF HEARING	<u>Oct 26, 2016</u>

Nickerson, Jacquelyn x5240

From: walter georis [walterngeoris@gmail.com]
Sent: Monday, October 24, 2016 8:49 PM
To: Nickerson, Jacquelyn x5240
Cc: walter georis
Subject: Monterey County Planning Commission agenda #8

HEARING SUBMITTAL	
PROJECT NO./AGENDA NO.	Ref 150053+8
DATE RECEIVED	10/24/16
SUBMITTED BY VIA	public / email
DISTRIBUTION TO DATE	PC / email
DATE OF HEARING	10/26/16

Jacquelyn

A few questions regarding events.

1. Are people allowed to have small (commercial) events at their house on occasion?
2. Wineries have wine club members, are events allowed for them or any one else for new wine releases?
3. Can anyone have events if they have a commercial property (s) with in the county?
4. Wineries with vineyards are they allowed to have events on property?
5. Can restaurants have catered events in private homes during peninsula events such as Concourse, AT&T?
6. Can a church, synagog, school have events on Carmel Valley Road?

Thank you for forwarding these questions

Walter Georis

Nickerson, Jacquelyn x5240

From: Lorraine Oshea [lorrainekoshea@gmail.com]
Sent: Monday, October 24, 2016 9:27 PM
To: Nickerson, Jacquelyn x5240
Subject: Special events

I am very concerned about traffic, parking and noise that comes from people renting out their house for weekend wedding receptions and other events with DJ's, live music, loud speakers all day and late into the evening. We have had this problem in the past with houses in Carmel Highlands.

Thank you,
Lorraine OShea
Carmel Highlands

Sent from my iPhone

HEARING SUBMITTAL	
PROJECT NO./AGENDA NO.	REF190033 #8
DATE RECEIVED	10/24/16
SUBMITTED BY/VIA	public email
DISTRIBUTION TO DATE	10/26/16
DATE OF HEARING:	10/26/16

Nickerson, Jacquelyn x5240

From: sur1954janet@aol.com
Sent: Tuesday, October 25, 2016 9:12 AM
To: Nickerson, Jacquelyn x5240
Subject: * REFI50053 / REFI50054 - EVENTS

REFI50053/REFI50054 - EVENTS

10/25/2016

Dear All,

I live in Big Sur, and I believe Commercial EVENTS should **NOT** be allowed on **Private/Shared Roads**.

Perhaps they should only be allowed at Commercial Properties in Big Sur and if allowed at "some" private properties, only those properties that have **Direct non-shared access** to the Highway 1 corridor.

Family weddings, family birthdays, family get together's and family whatever's are something else entirely, and should be welcomed...its the people that are **Selling** their properties as **Event Venues** that are a problem!

Thank you,

Janet Hardisty
Big Sur, CA

HEARING SUBMITTAL	
PROJECT NO./AGENDA NO.	Permit #8
DATE RECEIVED	10/25/16
SUBMITTED BY VIA	public / email
DISTRIBUTION TO/DATE	pc / email
DATE OF HEARING	10/26/16

Nickerson, Jacquelyn x5240

From: Cara Weston [caraweston@gmail.com]
Sent: Tuesday, October 25, 2016 10:05 AM
To: Nickerson, Jacquelyn x5240
Subject: Special Events

HEARING SUBMITTAL	
PROJECT NO / AGENDA NO.	Ref 15033 stp
DATE RECEIVED	10/25/16
SUBMITTED BY VIA	public / email
DISTRIBUTION TO DATE	PC / email
DATE OF HEARING	10/26/16

Dear Members of the Planning Commission

Special paid events should not be allowed in residential areas. They disrupt the solitude of our neighborhoods with traffic, noise, and many people who have little concern or interest in the fact they are in a neighborhood. My neighbor last year let a company come to his property with numerous helicopters delivering people to a tented sit down dinner. The people were then driven out in vans on a narrow one lane private road after the event. This neighbor did this for the money and did not let any of the neighbors know he was doing this.

Private roads should not be used for commercial events period!

Commercial events should be limited to commercial venues. I am not opposed to a family having a personal family wedding or party on their property. I am talking about events where the property owner is getting paid huge amounts of money with total disregard to the rest of the neighborhood.

We need to keep our neighborhoods "neighborhoods" and not commercial venues!

We have so little left of our privacy in this world today, and at least we should be able to come home to our homes in peace and solitude and not commercial businesses.

Thanks you for your time,
Cara Weston
Mid Coast Big Sur.

PS This neighbor who did this event with helicopters is now advertising his property for sale with a landing pad for events!

--

carawestonphotography.com
edward-weston.com

Nickerson, Jacquelyn x5240

From: Michelle Alway [michellealway@gmail.com]
Sent: Tuesday, October 25, 2016 10:34 AM
To: Nickerson, Jacquelyn x5240
Cc: Flores, Bryan x7755; Lee, Kathleen M. 647-7755; Mary Adams; Holm, Carl P. x5103
Subject: Special Events Session - 10-26-16

Ms. Nickerson,

Thank you for sending me notice of the session to be held tomorrow. I am concerned, however, that notice was not sent to everyone who opposed/filed complaints against the Casa Ferrari event held at the General Store in Carmel Highlands in August in connection with the Concours de Elegance, or more widely made known. This is a community event which affects all local residents. The lack of notice to all residents is a concern, and I do not believe there was enough time given for concerned residents to be able to attend the meeting.

The 5 day event at the General Store should be defined as a Special Event, with a need for the appropriate permit, as it is not merely a display of car memorabilia within the commercial use permit. It creates public safety and excessive traffic issues. This event is only 2 years old, so is not one of the long-standing events surrounding the Car Week, and should be subject to the permit process. The Design Permit to change the signage really does not have anything to do with the public safety and traffic concerns.

The fact that Ferrari pays to rent the space, has live music and 50-100 people in attendance at the evening private party portion of the event should be considered when defining a special event. Also, I believe the number of people in attendance is not what the commercial use of the property had in mind. The traffic congestion created on a State Highway is an accident waiting to happen, with hundreds of people crossing Highway One, sometimes darting out into the flow of traffic, cars parked in places not designed for parking and cars abruptly stopping in the middle of the highway to gawk at the Ferraris. This constitutes a public safety concern.

Even with added private traffic assistants in attendance, it was still more than could be managed. Attached is one example of how cars were being parked — on a street designated as “no parking”. This does not allow enough space for emergency vehicles to travel up this road.



I will try my best to attend the session tomorrow but because of the short amount of notice, I am not sure I can re-arrange my calendar.

Respectfully submitted,
Michelle Alway
172 Sonoma Lane
Carmel Highlands
michellealway@gmail.com

HEARING SUBMITTAL	
PROJECT NO./AGENDA NO.	10/25/16 #2
DATE RECEIVED	10/25/16
SUBMITTED BY VIA	Public / email
DISTRIBUTION TO DATE	10/25/16
DATE OF HEARING:	10/26/16

Nickerson, Jacquelyn x5240

From: Patricia Domingo [patricia.sunday@gmail.com]
Sent: Tuesday, October 25, 2016 10:48 AM
To: Nickerson, Jacquelyn x5240
Subject: Palo Corona regional park?

We are third generation residents of Monterey County, our kids are fourth generation. Does this count for anything? Do we only look at further development and allowing access to limitless numbers?? We are fed up with gridlock and feeling like we are endangering our lives like never before just driving Hwy 1 between Carmel High School and Lucia to provide for the necessities of our lives. We need to seriously consider limiting numbers and using a "regional" approach.

Please keep me on your mailing list for further talks about this development.

I am for preserving wilderness. We have too little left. After the Soberanes Fire, it should be more evident that we DO NOT NEED TO ATTRACT MORE PEOPLE TO OUR AREA.

We need to limit and manage numbers. Many places are experiencing this. Let's do something now!!

Thank you.

Patricia Domingo
Monterey

Paul Smith
Big Sur

HEARING SUBMITTAL
PROJECT NO./AGENDA NO. <u>Ret 150153 #2</u>
DATE RECEIVED: <u>10/25/16</u>
SUBMITTED BY/VIA: <u>Public / email</u>
DISTRIBUTION TO/DATE: <u>PC / email</u>
DATE OF HEARING: <u>10/26/16</u>

Nickerson, Jacquelyn x5240

From: Patricia Domingo [patricia.sunday@gmail.com]
Sent: Tuesday, October 25, 2016 10:51 AM
To: Nickerson, Jacquelyn x5240
Subject: PS SPECIAL EVENTS

I'm sorry, you got my message about Palo Corona proposal, but the gist of my email absolutely pertains to limiting and regulating special events.

Thank you
Patricia Domingo
Paul Smith

Nickerson, Jacquelyn x5240

From: Moi [califwayoflife@aol.com]
Sent: Tuesday, October 25, 2016 11:58 AM
To: Lee, Kathleen M. 647-7755; Michelle Alway; maryadams0712@gmail.com; Holm, Carl P. x5103; Robert Danziger; Nickerson, Jacquelyn x5240; lorrainekoshea@gmail.com
Cc: Moi
Subject: Photos to be included for discussion for letter sent in my absence
Attachments: IMG_8919.JPG; ATT00001.txt; IMG_8920.JPG; ATT00002.txt; IMG_8923.JPG; ATT00003.txt; IMG_9433.PNG; ATT00004.txt; IMG_9581.JPG; ATT00005.txt

HEARING SUBMITTAL
PROJECT NO./AGENDA NO. REFUND #8
DATE RECEIVED 10/20/16
SUBMITTED BY/VIA public, email
DISTRIBUTION TO DATE 12/1/16
DATE OF HEARING 10/20/16





AT&T LTE 4:13 PM

< Inbox (68)







Nickerson, Jacquelyn x5240

PLANNING SUBMITTAL	
PROJECT ID / DA NO.	PERM093 1-8
DATE	10/25/16
SUBMITTED BY	public / email
DISTRIBUTION DATE	pc / email
DATE ON FILE	10/26/16
DATE ON FILE: maryadams0712@gmail.com; Holm, Carl P. x5103; bobdanziger@mac.com; Nickerson, Jacquelyn x5240; lorrainekoshea@gmail.com	

From: califwayoflife@aol.com
Sent: Tuesday, October 25, 2016 12:02 PM
To: Lee, Kathleen M. 647-7755; michellealway@gmail.com; Carl P. x5103; bobdanziger@mac.com; Nickerson, Jacquelyn x5240; lorrainekoshea@gmail.com
Subject: Fwd: Planning Commission Discussion about Special Events/ Draft Directors Interpretation

Subject: Re: Planning Commission Discussion about Special Events/ Draft Directors Interpretation

Dear Jacqueline

Good morning this letter is in regards to the report that will be submitted to planning from Carl Holm tomorrow October 26.

I was never contacted by County regarding the meeting tomorrow ,even though my name appears at the bottom of the draft that is submitted for the October 26 discussion.

Therefore ,without proper time to prepare - I would like to submit my previous letter to Mr. Holm and ask that it be included in this document ,along with a brief remark. I hope that the zoning complaints forms that were faxed and mailed to County from Carmel Highlands residence Cathi Lamb ,Dr. John Willsen ,Mark Danek , AC Bagwell, &Jennifer Jung are also included in the discussion.

I find the summary/discussion dated October 26 where County states that "as events have proliferated staff main focus has been protected life and safety relative to structures (e.g. tents) and traffic safety. This is not a fair or accurate statement.

Parking/and overflow parking concerns were brought to counties attention ,when Highlands residence met in Salinas on August 2 with Melanie Beretti (in place of Freda Escobar)and Jacqueline Onciano.

At the time the permit for this event was already issued for Casa Ferrari. However , County was not aware of how many parking spaces were even available at site.

This parking information later became known and county gave us assurance that all spaces would be utilized by visitors and no Ferrari's would be parked or displayed in these parking spaces. All cars would be displayed withing the inside of the garden area . Prior to this five day event ,county was made aware that this was not the case and did nothing.

As this problem escalated. I called Brian Flores from Supervisor Dave Potter's office who then contacted Brenda Villanueva

Brenda then sent notice 12.2 8.010 . This code prohibits at all times parking on both sides of the following roads Corona Way ,Corona Rd., Spruce Way, Fern Canyon Road, Pine Way, Oak Way, Cypress Way, Mount Devon Road ,Peter Pan Road & Lower Walden Road.

Every day of the event ,this law was violated .The interpretation by code enforcement on site, was that if signage was not on both sides of the road a car could park there.

The County's entitlement criteria has 4 points . I was told from County that this Venue was able to take place due to the 4th point, its commercial license . The memorandum from Freda Ecobar, RMA Service Manager and cc to Carl Holm on July 21,2016 was very clear .

"Based on our analysis of the Gas Station /Retail facility located at 29251 Highway One, the proposed display of memorabilia is consistent with the commercial use of this facility . However, all related activities must be fully contained within the building and shall not exceed the maximum capacity of occupants per the Fire code . Additionally all parking must be contained on the subject parcel . "

I personally thank County for their swift action they took when an adjacent home owner (Tennant) attempted to use a parcel for over flow parking to solve this safety hazard .

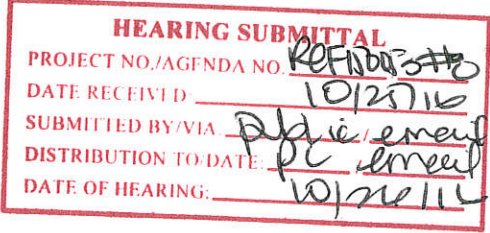
This event also had evening parties catered . The venue used excessive outdoor multi colored lighting and music. I am not aware of any extra permits that were issued. I feel that this exceeds the scope of commercial use for such a building during regular coded hours of operation.

I am again requesting to be included in emails and correspondence pertaining to this matter. I am glad to see County will begin to look into the full impact of the saturation of events on the Monterey Peninsula, especially in Low Density Residential Areas .

Thank you
Gwyn De Amaral

Nickerson, Jacquelyn x5240

From: califwayoflife@aol.com
Sent: Tuesday, October 25, 2016 12:09 PM
To: Lee, Kathleen M. 647-7755; michellealway@gmail.com; maryadams0712@gmail.com; Holm, Carl P. x5103; bobdanziger@mac.com; Nickerson, Jacquelyn x5240; lorrainekoshea@gmail.com



Dear Carl Holm,

Thank you for your reply regarding the Abundance of concerns around the Casa Ferrari project /event.

Your position on the applicants commercial use under multiple permits is in contradiction to your Departments letter to me dated July 22,2016

Could you please clarify this contradiction which you were CC'd

Your Department was asked for information regarding the approval and zoning for this commercial APN.

I was sent the following response from Freda Escobar per. Jacqueline R. Onciano .

"Based on our analysis of the Gas Station/Retail facility located at 29251 Highway One , the proposed display of memorabilia is consistent with the commercial use of the facility . However, all related activities must be fully contained within the building and shall not exceed the maximum capacity of occupants per Fire Code . Additionally ,all parking must be contained on the subject parcel."

Your reply date dated
August 17,2016

"The gas station and gallery are permitted commercial uses. Based on concerns expressed by neighbors, county staff informed operators of limitations of commercial use for the art gallery and gas stations/convenience store. Events (e.g. clearance sales, sidewalk sales, tent sales, art shows, etc) are part of a commercial use in staff's opinion, including display of memorabilia whether it is art, cars or something else. "

Thank you
Gwyn De Amaral

On Aug 17, 2016, at 11:31 AM, Holm, Carl P. x5103 <HolmCP@co.monterey.ca.us> wrote:

Dear Mr De Amaral

The owners/operators came into the County in and were provided direction on what was required for this event. Based on that direction, they moved forward with their plans in compliance with the county's direction. As has been conveyed previously, the County received and approved a Design Approval to temporarily change trim color from blue to red and place a temporary sign cover at the gas station. The Unified Joint Command (experts) determined that there was no fire reason fire-related reason to cancel this event or revoke permits. The gas station and gallery are permitted commercial uses. Based on concerns expressed by neighbors, county staff informed operators of limitations of commercial use for the art gallery and gas stations/convenience store. Events (e.g. clearance sales, sidewalk sales, tent sales, art shows, etc) are part of a commercial use in staff's opinion, including display of memorabilia whether it is art, cars or something else.

Public roads are not limited to parking unless there are specific restrictions. Parking restrictions on county roads require action by the Board of Supervisors. Parking restrictions on a state highway requires state action. Monterey County enforces codes reactively - staff does not presume a property owner will violate the code. If a complaint is received, we will investigate. If we identify a violation, then we enforce the codes as appropriate. CHP noted that they are working with the operator and have been contracted by the operator to assist during the event. If a complaint is received or CHP observes a violation, they will take appropriate enforcement action, pursuant to the California Vehicle Code and/or County Ordinance.

I understand that you disagree with the staff determination in this matter. The Planning Director has been granted authority to interpret certain codes. Monterey County Code (Chapter 20.88) establishes a process in which a person first requests a written decision from the Planning Director. A person that is aggrieved by the Director's written decision or opinion may file an appeal of the Director's decision/opinion. The Planning Commission is the authority designated to hear such an appeal. In light of all the communications from neighbors, the operator, and county staff, I will be preparing a policy discussion for consideration by the Planning Commission. We will notify all interested parties when that matter is on the Commission agenda. The Planning Commission's action may be appealed to the Board of Supervisors.

Respectfully

Carl P. Holm, AICP

Director
Monterey County Resource Management Agency
168 W. Alisal, 2nd Floor
Salinas, CA 93901
Tel: 831.755-5103

From: califwayoflife@aol.com [<mailto:califwayoflife@aol.com>]
Sent: Monday, August 15, 2016 10:36 AM
To: Holm, Carl P. x5103
Cc: 100-District 5 (831) 647-7755; 100-District 4 (831) 883-7570; 100-District 3 (831) 385-8333; 100-District 2 (831) 755-5022; 100-District 1 (831) 647-7991;
califwayoflife@aol.com
Subject: Casa Ferari dispute

Dear Mr .Carl Holm ,

I am hopeful that you will still exercise the proper authority of your department and look at the upcoming Casa Ferrari event .

The Coastal Commercial Zoning of APN 241 073 001 000 applies to the use of:

- (A) a service station
- (B) Retail store (Previous garage)
- (C) Gallery

Any deviation from this would require the Property owner to apply for a permit - To date - I am aware of 10 permits for this APN. Only one directly applies to this project. That being The Coastal Design Approval Application PLN 160421 on June 24, 2016. This permit is for the "temporary substitution of text graphics on existing signage" The agent for this project/event provided photos illustrating .

I am strongly opposed to your decision to allow Casa Ferrari to take place . Several residents have reached out to your office with concerns and complaints . Your office has substantial evidence as to why hosting this event will have an overall negative impact for the Carmel Highlands Environment and its residents. With all the know factors from past and current this event would fall under CEQA.

1) I do not support the proposed use of the gallery and its fenced garden area to be used as an outdoor "Car Lot". This project will attract large crowds as it is advertised both for Private and public use . (The number is pending) .

The participants will be parked and then egress onto Highway 1 , This will be creating congestion as they leave this parcel. This congestion will also impede residents who desire to leave their homes from Corona Road & Fern Canyon onto Highway 1 . This is evident from last years experience . There is no rationale reason to think it would be any different this year .This situation creates unsafe driving conditions.

2) This applicant is in violation by modifying an additional signage for the "gallery". This change is not part of the original permit (PLN 160421 June 24,2016.) To date the gallery sign has been modified and a car platform has also been added directly in front of the outside gated area of the Gallery and its garden . See attached photo.

Such modification would require an a additional permit. These changes greatly modify the existing zoning and would require a variance . This has not been done for APN 241 073 001 000.

2) This project /event will create more traffic congestion on Highway 1, where it intersects with Corona Road and Fern Canyon. This creates an un safe traffic situation and will negatively affect the two main entrances to Carmel Highlands and its Fire station . Furthermore , this will place a larger burden onto Point Lobos traffic congestion and Parking as well.

3) It will create a negative impact on both the physical and environmental nature of Carmel Highlands with both crowd and auto increase in a coastal sensitive area .

4) This commercial APN exist as part of a greater community ,which is LDR & Coastal Sensitive connected to Gibson Beach /Point Lobos . The Casa Ferrari Project would be better suited at the Monterey Fair Grounds, or an event site that is zoned and designed for such activity.

5) This APN feeds directly onto the Coastal Highway One and poses significant threat to public safety.

Your Department was asked for information regarding the approval and zoning for this APN. I was sent the following response from Freda Escobar per. Jacqueline R. Onciano .(* note subject is for Gas Station /Retail Facility only.)

"Based on our analysis of the Gas Station/Retail facility located at 29251 Highway One , the proposed display of memorabilia is consistent with the commercial use of the facility . However, all related activities must be fully contained within the building and shall not exceed the maximum capacity of occupants per Fire Code . Additionally ,all parking must be contained on the subject parcel."

This "analysis", addresses very specifically " containment and parking." Thus, any activity beyond what is in the Zoning/Permits would require an additional permit for a variance to facilitate Casa Ferrari. The applicants plan for outdoor activity and display of multiple Ferrari's is in clear violation of zoning and intended use .

Furthermore, based on information from RMA the APN has 13 parking spaces this includes 1 ADA space. These parking spaces are the only legal parking spaces to be utilized for this Project /event, utilized also by the staff/employee's needed for the 5 day period . This event is open to the public and also for its VIP hospitality.

The display of any memorabilia "Ferraris " outside of the building(s) would violate the Coastal commercial use of this facility . This includes the Garden area, as it is not contained within the building as "memorabilia " .

Your department stated (see Email August 6) that it was brought to their attention there was a garden area near the galley space (not the parking lot) that was used in the past for outdoor exhibits. If that were the case, that would be art on an easel (possible small outdoor sculptures . Not 5 Ferraris, Outdoor seating etc. This Gallery space has been vacant for years . The garden is also a fenced /gated section of the gallery .

The APN includes the three structures as mentioned above , They do not allow for display of memorabilia outside . This is on The Pacific Coast Highway. Per you RMA - all "activities" must be fully contained within the building (s) . This would make sense as this is a gas station ,retail store and a gallery . Activities associated with such building(s) operate under those descriptions . The Casa Ferrari Project /Event does not fall under those guidelines .

I dispute your decision and RMA's explanation to vaguely justify (s) the project/event to move forward .

You, as the Lead Agency have an obligation based on the information and photos you were provided to take greater action both now and for the future . Negative physical and environmental changes will be created from this Event . RMA's allowance of the applicant to "shift" displays(Cars) now on the same APN, demonstrate the Lead Agencies disregard to contain and enforce the proper zoning and compliance.

This project violates the 1982 General plan, Carmel Highlands Land Use and causes a significant negative environmental impact .See Ceqa guidelines 15064.

Your office was (is) aware due to substantial documentation, letters , complaints etc. of the negative aspects of Casa Ferrari . Representing the voice of many residents in Carmel Highlands , we are concerned that something of this nature could be allowed without more than one Permit and excluding any public input .

Regards ,

Gwyn De Amaral
Carmel Highlands

Nickerson, Jacquelyn x5240

From: Moi [califwayoflife@aol.com]
Sent: Tuesday, October 25, 2016 12:25 PM
To: Lee, Kathleen M. 647-7755; Michelle Alway; maryadams0712@gmail.com; Holm, Carl P. x5103; Robert Danziger; Nickerson, Jacquelyn x5240
Cc: Moi
Subject: Casa Ferrari Event
Attachments: IMG_9788.JPG; ATT00001.txt; IMG_9793.JPG; ATT00002.txt; IMG_9797.PNG; ATT00003.txt; IMG_9799.PNG; ATT00004.txt; IMG_9806.JPG; ATT00005.txt; IMG_9822.JPG; ATT00006.txt

Hwy1

HEARING SUBMITTAL
PROJECT NO./AGENDA NO: Perkins #12
DATE RECEIVED: 10/25/16
SUBMITTED BY/VIA: Public / Email
DISTRIBUTION TO/DATE: PC / Email
DATE OF HEARING: 10/26/16













Nickerson, Jacquelyn x5240

From: sur1954janet@aol.com
Sent: Tuesday, October 25, 2016 1:56 PM
To: Nickerson, Jacquelyn x5240
Subject: Non Agenda Item - STR Ordinance - REF130043 / REF100042
Attachments: 2003 - STR's - Del Monte Forest - ZA121103M.pdf

Non Agenda Item

STR Ordinance REF130043 / REF10042

10/25/2016

HEARING SUBMITTAL	
PROJECT NO./AGENDA NO.	REF130043-#2
DATE RECEIVED:	10/25/16
SUBMITTED BY/VIA:	PUBLIC / email
DISTRIBUTION TO/DATE:	PL / email
DATE OF HEARING:	11/01/2016

Dear All,

I would just like to say once again that I would like the County to continue to prohibit STR's in the Big Sur area...and now after losing 57 homes in the Soberanes Fire, plus the 26 that were lost in the Pfeiffer Fire almost 3 years ago I would hope all of us could see we need our Houses for the people that make our community what it is.

I was looking back over papers I have collected over the past 3 years and came upon the **Final Monterey County Zoning Administrator Minutes for December 11, 2003**. As seeing what's listed as the 1st item on the Agenda tomorrow, I thought it fitting.

In the Attachment below go to **Page 5** than go to **Item 11. Nauckhoff Sven.....**Name is **not** important, what is important is the subject matter - MORE STR's in PB/DMF. Complaints about STR's, Complaints about managers, Complaints, Complaints, Complaints.

Now go to **Page 6**, fourth paragraph down. Blah, blah, blah....She was hopeful the ordinance would control the rentals. *These Customers pay BIG bucks to be out of control if they choose.* However, they are no different than problems with long-term renters. *Oh yes they are, you can generally work out a problem with a neighbor, but not with a Fly by Night STRer.* Or people that run businesses out of their houses. *Businesses run out of homes are generally pretty quiet, and are pretty much compatible. Plus they don't bring in the hordes of Strangers that these STR's do.*

Any way its 13 years later and this Manager is still making excuses for her STR's, and so are the Realtors, the other professional managers, and our illegal STR Hosts.

thank you,

Janet Hardisty
Big Sur, CA

FINAL

MONTEREY COUNTY ZONING ADMINISTRATOR

December 11, 2003

MINUTES

A. ROLL CALL:

Present:	Environmental Health	John Hodges
	Water Resources	Al Mulholland
	Public Works	Bryce Hori
	Zoning Administrator	Mike Novo
	Senior Secretary	Linda Rotharmel

B. PUBLIC COMMENT: Bill Brandwein spoke in regards to the possible continuance of Item #7 on the Agenda.

C. APPROVAL OF MINUTES: The Minutes for the November 13, 2003, meeting were approved.

D. DESIGN APPROVALS:

1. INVESTMARK INC (DA030345)

Design Approval to allow the construction of a new 2,791 sq. ft. two-story single family dwelling with a 497 sq. ft. attached garage. Materials and colors of stucco (tan) and wood shingles (lt. brown) siding, windows, trim & gutters (white), and asphalt shingle (brown) roofing materials. The property is located at 2833 Congress Road, Pebble Beach (Assessor's Parcel Number 007-103-007-000), between Congress Road and David Avenue, Monterey Peninsula County Club area.

NOTE: Tree removal previously approved by the Monterey County Planning Commission to allow the removal of twenty-nine oaks and seven Monterey pines.

The Zoning Administrator described the project.

George Ash agreed to the conditions.

After discussion the Zoning Administrator approved the Design Approval subject to the proposed four conditions.

2. NOORZOY ZIA JAMAL (DA030478)

Design Approval to allow the demolition of an existing one-story single-family residence (1,926 sq. ft.) with an attached garage (579 sq. ft.) and a rebuild of a two-story single-family residence. The proposed main floor area is 2,081 sq. ft. and upper floor area is 1,053 sq. ft. The exterior walls shall be of stucco with tan finish, cornice and other molding shall be of

off-white finish; corbels and rafters shall be stained wood; roofing shall be of clay tile with reddish color and; gutters, downspouts and leader boxes shall be of copper. The property is located at 3076 Valdez Road, Pebble Beach (Assessor's Parcel Number 007-293-005-000), westerly of Valdez Road, Del Monte Forest area.

The Zoning Administrator described the project.

Jun Sillano agreed to the seven conditions.

After discussion the Zoning Administrator approved the Design Approval with the proposed seven conditions recommended by Staff.

3. MAYNE MICHAEL DAVID (DA030335)

Continued from 11/13/03. Design Approval to allow the remodel of an existing single-family dwelling. The proposed changes include the replacement of three doors with 10 new windows on western facade; the replacement of existing deck railing with stainless steel cable; and a change in exterior siding from wood to white stucco ("18 coconut - base 10) with stained wood trim. The project is located at 32684 Coast Ridge Road, Carmel (Assessor's Parcel Number 243-282-005-000), northerly of the intersection of Mal Paso Road and Coast Ridge Road, Carmel Highlands area, Coastal Zone.

The Zoning Administrator described the project.

Sally Ann Smith addressed the colors intended (Meadowbrook) and requested approval of the project.

David Mayne, applicant, requested approval today so he could continue with the project.

After discussion the Zoning Administrator approved the Design Approval with the proposed two conditions.

E. SCHEDULED ITEMS:

4. WAGNER BRUCE K & JUANA TRS (PLN030290)

Use Permit for construction of a 1,196 sq. ft. attached garage (addition) on slopes greater than 30 percent; and Design Approval. The property is located at 34 Calera Canyon Road, Salinas (Assessor's Parcel Number 416-341-022-000), east of Corral De Tierra Road, Toro area.

The Zoning Administrator described the project.

Bruce Wagner accepted the conditions of approval.

After discussion regarding a fire hydrant within 200 feet, slopes and need for such a large garage, the Zoning Administrator approved the project based on the Findings and Evidence and subject to the recommended conditions by staff.

5. SIMS JAMES K & CATHERINE M (PLN030332)

Combined Development Permit consisting of Coastal Development Permit and Design Approval for the demolition of an existing two story single family dwelling and the construction of a new 3,496 square foot three story single family dwelling, and associated grading (approximately 97 cubic yards); and Coastal Development Permit for development within 100 feet of environmentally sensitive habitat. The property is located at 26401 Scenic Road, Carmel (Assessor's Parcel Number 009-463-019-000), Coastal Zone.

The Zoning Administrator described the project.

Al Mulholland, Water Resources, deleted Condition #10.

After discussion the Zoning Administrator added a condition relating to an erosion control plan to be submitted for review and approval to the Director of Planning and Building Inspection prior to construction and approved the project subject to the Findings and Evidence and proposed amended conditions of approval.

6. CYPRESS FIRE PROTECTION DIST. (PLN000673)

Administrative Permit for development in a site plan review-zoning district for the one-story addition of a 682 sq ft exercise room to an existing 5,674 sq. ft. two-story fire station; Variance to allow a reduction in the side yard setback from 20 feet to 10 feet; and Design Approval. The property is located at 3775 Rio Road, Carmel (Assessor's Parcel Number 015-012-037-000), between Highway One and Carmel Rancho Road, Carmel Valley Master Plan area.

The Zoning Administrator described the project.

Greg Estrada, Cypress Fire Department, accepted the conditions.

After discussion the Zoning Administrator approved the project based on the Findings and Evidence and subject to the proposed recommended conditions of approval.

7. WITTER DEAN III & REBEKAH F WI (PLN030102)

Variance from side yard setbacks to allow development of a single family dwelling (2,232 sq. ft.) with an attached garage (440 sq. ft.); and Design Approval on a lot not certified by the California Coastal Commission. The property is located at 112A Yankee Point Drive, Carmel (Assessor's Parcel Number 243-161-017-000), Yankee Point area, Coastal Zone.

The Zoning Administrator discussed the continuance request by staff.

Bill Brandwein addressed the issue of not receiving notice of the continuance.

After discussion the Zoning Administrator continued the project to January 8, 2004.

8. OSBORNE CHARLES D & KAREN M (PLN020426)

Combined Development Permit for development on two adjoining legal lots of record consisting of: 1) a Coastal Administrative Permit for demolition of a 520 sq. ft. addition (CA. 1978) and a new 1,365 sq. ft. first and second story addition to an existing two-story single family residence located on lot a (the addition will be attached to the single family residence and an existing detached habitable accessory structure creating one structure with internal circulation), new deck, hot tub, water tank, propane tank, landscaping walls and 6 foot wooden grape-stake fencing; 2) a Coastal Development Permit for a waiver of the policy prohibiting development on slopes greater than 30%; 3) a Coastal Administrative Permit for a new 425 sq. ft. single family residence with a deck, hot tub, and carport, which will be located on Lot b; 4) Grading on both parcels (433 cubic yards of cut/639 cubic yards of fill); and 5) Design Approval. The properties are located at 222 and 224 Highlands Drive, Carmel (Assessor's Parcel Numbers 241-156-003-000 [Lot A] and 241-156-004-000 [Lot B]), Carmel Highlands area, Coastal Zone.

Brett Becker, Planner, described the project and corrected Condition #1 to refer to a detached garage instead of a carport. He also amended Condition #9 to delete the reintroducing of a Monterey Pine and added measures to screen the water tank. The Carmel Unincorporated/Carmel Highlands Land Use Advisory Committee recommended approval with the condition that LUAC comments are incorporated in the project or have been met as part of the planning permit review process. The Zoning Administrator asked if the water tank was on the plans before the LUAC. Mr. Becker said it was.

Robert Carver accepted the conditions and said the tank was 10' below the road elevation.

After discussion the Zoning Administrator approved the project based on the Findings and Evidence and proposed amended conditions of approval.

9. MAHONEY JOHN H TR (PLN030272)

Use Permit for a 323 square foot addition to a single story 2,515 square foot single family residence, the removal of a swimming pool, located in the Carmel Valley floodplain; and Design Approval. The property is located at 7079 Valley Greens Circle, Carmel Valley (Assessor's Parcel Number 157-051-001-000) west of the intersection of Valley Greens Drive and Valley Greens Circle, Carmel Valley Master Plan area.

The Zoning Administrator described the project and stated that Condition #2 should state nine (9) conditions instead of ten (10).

Russ Haisley accepted the conditions of approval.

After discussion the Zoning Administrator approved the project based on the Findings and Evidence and subject to the proposed conditions.

10. FORD JONATHAN & ROSE MARIE (PLN990492)

Continued from 11/13/03. Combined Development Permit consisting of: 1) an Administrative Permit and Design Approval for a new 2,160 sq. ft. two-story single family dwelling with attached 495 sq. ft. garage, 648 sq. ft. deck, a 1,500 gallon underground water tank, and 700 cu. yds. of grading (380 cu. yds. cut, 360 cu. yds. fill); 2) Use Permit for wavier of the policy prohibiting development on 30 percent slopes. The property is located at 245 Calle De Agrimensors, Carmel Valley (Assessor's Parcel Number 189-532-006-000), fronting on and northeasterly of Calle De Agrinemsors, Carmel Valley area.

The Zoning Administrator addressed a memo from staff requesting the item be tabled. After discussion the Zoning Administrator tabled the item.

11. NAUCKHOFF SVEN H & KATRIN (PLN030156)

Continued from 11/13/03. Administrative Permit to allow for the transient use (short-term rental) of an existing single-family residence. The property is located at 1017 San Carlos Road, Pebble Beach (Assessor's Parcel Number 007-281-001-000), southerly of the intersection of San Carlos and Sombrero Roads, Greater Monterey Peninsula area.

The Zoning Administrator described the project.

Diane Ciesinski accepted the conditions of approval and turned in the water release form to Al Mulholland, Water Resources.

Jim Nero, President Del Monte Property Owners, spoke in opposition of the project. His organization has had many complaints about short-term rentals, as had Jack Kidder. A neighbor had problems with the management company, as well. Complaints have been received on both permitted and non-permitted rentals.

The Zoning Administrator asked why complaints were not found in the county files. Mr. Nero explained that a lot of complainants have been frustrated with the County response so they complain just to the property owners association.

Jack Kidder, Del Monte Forest Property Owners Director, stated that he is not asking for a prohibition, just a limit of 14 days/year. He said that there are few written complaints. The

sheriff does not make reports; the code enforcement people do not have sufficient resources. The letter from Pebble Beach Company explains the problems.

Jim Brill said that he has been involved with the issue for over 2 years and said that, despite the efforts of the property managers, problems cannot be controlled. He reported two instances to the management company. He has reported problems to the property owners association as well. At one time they had 40 vehicles around the property and street. The twelve to fifteen rentals with just one company is causing a change in the neighborhood character.

Jeffrey Cuskey, David Day, Eleanor Estes, and Robert Stephen, who introduced a letter from E. M. Bloner, spoke in opposition to the project.

Jan Leisure, managing broker and member of Del Monte Forest Property Owners, had worked on the original ordinance (twelve public hearings). She was hopeful the ordinance would control the rentals, but some problems persist. However, they are no different than problems with long-term rentals or people that run businesses out of their house. She felt that her company has done a good job at managing the properties. She said that the rental market may support only up to about 13 weeks per year.

The Zoning Administrator discussed the issue with the applicant, who stated she would probably rent about 7 weeks per year. The Zoning Administrator stated that he would not be able to make the required findings for approval. However, the Board is working on a possible resolution to the concerns. After discussion the Zoning Administrator tabled the item pending the resolution from the Board of Supervisors on the moratorium.

12. HAGEMAN JOSHUA G (PLN010032)

Combined Development Permit consisting of a Coastal Administrative Permit for development of a well, and a Coastal Development Permit for development within 750 feet of an archaeological resource. The property is located at Spindrift Road, Carmel Highlands (Assessor's Parcel Number 241-252-007-000), west of Highway 1 and east of Spindrift Road, Carmel Highlands area, Coastal Zone.

The Zoning Administrator continued the item to January 8, 2004, so agencies can review the Hydrogeologic report.

13. SANTOS JESUS & YVONNE MELENDRE (PLN020605)

Use Permit for a waiver of the policy prohibiting development on 30% slope to allow the construction of an access road across portions of a 30% slope providing access to a proposed single-family residence; Grading 1300 cubic yards of cut and 825 cubic yards of fill. The

property is located at 35610 Eagle Ridge, Soledad (Assessor's Parcel Number 257-181-010-000) south of Metz Road in the Riverview Estates Subdivision, Central Salinas area.

Ramon Montano, Planner, described the project and deleted Condition #5, and added (d) to Findings and Evidence #1 requesting a Geologic and Soil Engineering Report by Landset Engineers be incorporated in the project design and implemented during construction, and a Condition stating prior to final inspection, the geologic consultant shall provide certification that all development has been constructed in accordance with the geologic report. Mr. Montano stated that Mr. Santos was not present but conveyed that he accepted the proposed conditions.

After discussion the Zoning Administrator approved the project based on the amended Findings and Evidence and the amended proposed conditions.

14. COX CARL A & JAN A (PLN030148)

Continued from 10/30/03. Coastal Administrative Permit to allow for demolition of a one-story single family dwelling and construction of a 2,512 square foot two-story single family dwelling with a 215 square foot attached garage, grading (50 cubic yards of cut); and Design Approval. The property is located at 26209 Carmelo, Carmel (Assessor's Parcel Number 009-395-016-000), west of Fifteenth Street, Mission Fields Carmel area, Coastal Zone.

The Zoning Administrator described the project. The Carmel Unincorporated/Carmel Highlands Land Use Advisory Committee recommended approval of the project.

Bill Mefford stated the location of the project was 26209 Carmelo and accepted the proposed conditions.

After discussion the Zoning Administrator amended Findings and Evidence #3(a) to add today's date, December 11, 2003 and approved the project based on the Findings and Evidence and proposed conditions of approval.

15. WALLACE THEODORE G & JUDITH A (PLN030396)

Combined Development Permit consisting of: 1) an Administrative Permit for construction of a two-story 3,957 sq. ft. single family dwelling, attached 285 sq. ft. non-habitable office, attached 1,188 sq. ft. garage; and Grading (3,185 cu. yds. of cut and 1,322 cu. yds. of fill); 2) a Use Permit for the waiver of the policy prohibiting development on slopes greater than 30%; and Design Approval. The property is located at 304 Pasadera Court, Monterey [Lot 134] (Assessor's Parcel Number 173-074-060-000), Pasadera Subdivision, Greater Monterey Peninsula area.

The Zoning Administrator described the project, deleted Finding and Evidence #5, amended Finding #1(e) to delete 21.16.060 and add 21.42.030 and 21.46.030, and approved the project based on the amended Findings and Evidence and proposed conditions of approval.

F. OTHER ITEMS: None

G. ADJOURNMENT: 11:50 a.m.

ATTEST:

MIKE NOVO
Zoning Administrator

/lmr

Nickerson, Jacquelyn x5240

From: sur1954janet@aol.com
Sent: Tuesday, October 25, 2016 2:17 PM
To: Nickerson, Jacquelyn x5240; Novo, Mike
Subject: * Santa Cruz reconsiders new vacation rental moratorium

[Santa Cruz reconsiders new vacation rental moratorium](#)

HEARING SUBMITTAL	
PROJECT NO./AGENDA NO.	ref 15003348
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DISTRIBUTION TO/DATE	PL / email
DATE OF HEARING:	10/26/16

Santa Cruz Sentinel (<http://www.santacruzsentinel.com>)

Santa Cruz reconsiders new vacation rental moratorium

Council contemplates “current and immediate threat” in housing market

By Jessica A. York, Santa Cruz Sentinel

Monday, October 24, 2016



SANTA CRUZ >> The Santa Cruz City Council will consider temporarily freezing creation of new vacation rentals citywide on Tuesday in response to an uptick in complaints from displaced renters.

More than a year after the issue [was last tabled](#), the council again is taking up a proposal to declare a state of housing emergency that comes with a 45-day countdown. The moratorium may be extended up to 22 months in length.

A similar short-term rental moratorium proposal stirred heated response among housing advocates and property owners alike in the late summer and early fall of 2015. Affordable housing advocates said vacation rentals cater to out-of-town visitors and displace long-term rentals, while property owners argued that the vacation rentals allowed them to use the space for themselves, family or friends and provided an often needed source of secondary income.

Once the dust settled, only so-called secondary [“granny” or “in-law” residences were affected](#), while restrictions on the larger vacation rental market were put off for further study. At the time, there were 220 registered vacation rentals citywide whose owners were paying city taxes. The city knew of an additional 110 unregistered units.

Then, as now, the issue was considered an emergency matter by its council proponents who declare there is “a current and immediate threat to the public health, safety, and welfare.”

Mayor Cynthia Mathews, Vice Mayor Cynthia Chase and Councilman Don Lane co-authored the second pass at the interim “urgency moratorium,” which needs six out of seven council members’ approval to pass. In addition to smaller-scale concerns, two apartment complexes within the city recently evicted residents to convert the units to short-term use, according to a council report signed by the three.

“As demand increases, our housing costs rise, compromising affordability for a dishearteningly large number of residents,” the council report states.

The issue, according to the report, is being grappled with nationwide, where “property owners are finding it lucrative to rent out all or part of their primary or secondary residences in the short-term rental market” with the help of shared economy websites such as Airbnb and VRBO.

This week, the affordable Housing Now! advocacy group sent out an alert to its newsletter subscribers about the upcoming vote, urging members to support the moratorium.

“We support this moratorium to allow time for careful consideration and community conversation about this very complicated, contentious issue,” the alert states. “Let’s declare this moratorium and use the time to attempt to find the options that will do the most good for the most residents in Santa Cruz.”

The city also received a letter dated Oct. 21 from California Coastal Commission District Manager Susan Craig, urging it to move forward cautiously. Coastal Commission acting Executive Director John Ainsworth is drafting a policy document on short-term rentals for local governments in the Coastal Zone, according to Craig.

Despite commission staff’s awareness of community concerns about noise, traffic, community culture and housing stock availability, Craig said they “continue to support allowing short-term vacation rentals within private residences as an important source of visitor accommodations in the coastal zone.”

“These rentals can also offer lower-cost overnight opportunities, especially for larger families and groups,” Craig wrote.

Part of Tuesday’s proposal includes the formation of a 10-member community stakeholder working committee that would consider other communities’ best practices, city experiences and feedback from the Community Survey on Vacation Rentals, available online through October at surveymonkey.com/r/stvrsurvey.

HOUSING

What: Santa Cruz City Council meeting.

When: 2:30 p.m., Tuesday, Oct. 25.

Where: Santa Cruz Council chamber, 809 Center St.

At issue: Proposed 45-day new vacation rental moratorium.

URL: <http://www.santacruzsentinel.com/government-and-politics/20161024/santa-cruz-reconsiders-new-vacation-rental-moratorium>

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P(831) 648-5350

F(831) 649-3502

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October 25, 2016

Martha Diehl, Chair
Planning Commission

County of Monterey
168 West Alisal Street, 1st Floor
Salinas, CA 93901

Re: Agenda Item #8: REF150053/REF150054 – EVENTS

Dear Chair Diehl and Planning Commissioners:

The Monterey Peninsula Chamber of Commerce is concerned about an emerging initiative by the county for comprehensive regulation of major events that comprise the backbone of tourism in Monterey County. Events specifically cited in "Exhibit A" include the Big Sur International Marathon, the Concours de Elegance, the AT&T Pro-Am, the US Open, and the Laguna Seca Racing Series. Other events that would apparently be subjected to county regulation include winery events, charity golf tournaments, and weddings.

We are aware that a small minority of residents in Monterey County object to traffic and the presence of sports-oriented tourists that inevitably occurs during large events. A few residents have even threatened litigation under the California Environmental Quality Act (CEQA) to outright terminate some of these major events. The staff report does not indicate the number and source of complaints against current policy, but the public deserves to know the motivations of the backers of these proposed regulations.

While we understand that large events can sometimes hinder traffic flow and intrude on the quietude of life in Monterey County, these events are also major contributors to local tax revenue, commercial activity, sustainable employment and job creation, and support for charitable causes. These objectives could be severely harmed if the county hastily develops and implements regulations that could be exploited by small factions to shut down large events.

Even the appearance of regulatory uncertainty could encourage operators to move events to locations where governments are eager to attract the economic benefits we now enjoy. Special events are an important growth segment of the \$2 billion hospitality industry, representing over 22,000 jobs throughout the region.

We also ask if the Planning Department has the current level of staffing and financial resources to complete a thorough analysis of the implications of these regulations. And the Planning Department needs to prove it will be ready and capable to process permits for large events in a timely manner, especially if there is immediate and organized opposition to the permits.

HEARING SUBMITTAL	
PROJECT NO./AGENDA NO.	REF150053#8
DATE RECEIVED	10/25/16
SUBMITTED BY VIA	Public Panel
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DATE OF HEARING	10/26/16

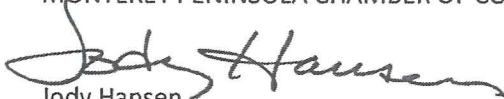
M. Diehl and Planning Commission
October 25, 2016
Page Two

Given the Planning Department's current staffing shortages that have extended the turnaround time for even the basic approvals, e.g. lot line adjustment, now is not the time to take on an extremely complex and potentially contentious process regarding special events. There could be significant ramifications. Let special events be handled as usual for existing events, and allow the planning staff to catch up its back log of undrafted ordinances before taking on a task of this magnitude.

In the meantime, we encourage the Planning Commission to provide more data about complaints and evaluate its current operational capacity for regulatory development and implementation.

Thank you for your consideration.

Sincerely,
MONTEREY PENINSULA CHAMBER OF COMMERCE

A handwritten signature in black ink, appearing to read "Jody Hansen". The signature is fluid and cursive, with a large initial "J" and "H".

Jody Hansen
President and CEO

cc: Carl P. Holm, AICP, RMA Director

Nickerson, Jacquelyn x5240

From: michael handy [handytwin1@gmail.com]
Sent: Tuesday, October 25, 2016 4:06 PM
To: Nickerson, Jacquelyn x5240
Subject: Special Events comments

Hi,
I am a producer for a California Benefit Corporation called Luvlab Productions. We are an event production company based out of Monterey County that produces small fundraisers, and events through out Monterey county. Every year we produce a boutique music and arts festival for 500. For the last 3 years we have been striving to have this gathering be as legal and legit as can be; but the current ordinances regarding special events has made that difficult and un realistic. It is unrealistic for a festival of our size to obtain a Coastal Development Permit that costs \$10,000 jsut for the application! We have many supporters through out the Big sur and Monterey County area, and we would like to see a set of ordinances that make it realistic for a young group of producers such as ours to obtain and produce our annual event at the vineyard and properties we have used. Our goals for our festival include giving back financially and environmentally to the communities in which our event is hosted in. We think that a case-by-case kind of rule should be applied instead of grouping all public events into one permit. We also think that we should be allowed to rent a commercial piece of property, such as a field within a vineyard to properly host a weekend-long event. If we have adequite traffic plans, safety systems, restrooms, security, insurance, and alcohol/healtgh department licenses, why shouldn't we be able to realistically obtain a special events permit that doesn't cost thousands of dollars?

Mike Handy
Producer - Luvlab Productions
(805)-234-8420
www.luvlabproductions.us

HEARING SUBMITTAL	
PROJECT NO / AGENDA NO	REF ID: A378
DATE RECEIVED	10/25/16
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DISTRIBUTION TO/DATE	pc email
DATE OF HEARING	10/26/16

Nickerson, Jacquelyn x5240

From: Martha Karstens [bigsurfire@gmail.com]
Sent: Tuesday, October 25, 2016 4:29 PM
To: Nickerson, Jacquelyn x5240

HEARING SUBMITTAL	
PROJECT NO./AGENDA NO.	REF15003#8
DATE RECEIVED	10/24/16
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DISTRIBUTION TO/DATE:	pc email
DATE OF HEARING:	10/26/16

Hi Jacquelyn,

I wanted to comment on the bicycle events, large and small, that pass through our response area more and more.

Our area is from Hurricane Pt, MM58.3 to the SLO county line. In that area there is one ambulance to respond to everyone else's emergencies. It has impacted our system with bicycle groups coming through that have no idea what sort of medical response is available. Their impact on traffic is huge, I know District 5 and I got numerous complaints with the last Ride to Recovery event.

I would like to see groups of over 25 cyclists have to apply for a MC permit, and then depending on their size they must have a dedicated ambulance and porta potties for their event. Big Sur Fire Brigade must be notified in advance of the event.

They must obey the rules of the road which is single file, not traveling in packs or having their support vehicles traveling 30 MPH following them. CHP can't continue to support their not following the rules of the road. They are in fact hired by the event which allows them to break the law/rules.

I don't know what discussion your meeting will have, if any, about events in Big Sur on private roads. That may be a whole other discussion. We have witnessed gridlock on roads with vehicles providing services to events and parking that is unsafe.

I am unable to attend your meeting due to a conflicting one.

Thank you,

Martha

--
Martha Karstens
Chief

1-831-667-2113 W
1-831-595-9461 C

www.bigsurfire.org

Nickerson, Jacquelyn x5240

From: Chris Balog [chris@bsim.org]
Sent: Tuesday, October 25, 2016 4:40 PM
To: Nickerson, Jacquelyn x5240
Subject: comments from Big Sur Marathon
Attachments: Note for County Planning Commission 2016.docx

HEARING SUBMITTAL	
PROJECT NO./AGENDA NO.	REF 12003 #2
DATE RECEIVED	10/25/16
SUBMITTED BY VIA	Public / email
DISTRIBUTION TO DATE	pc / email
DATE OF HEARING	10/26/16

I plan to attend the meeting. See you tomorrow!

Chris Balog
Assistant Race Director
BIG SUR INTERNATIONAL MARATHON
PO Box 222620, Carmel, CA 93922-2620
chris@bsim.org

phone: 831.625.6226
fax: 831.625.2119
cell: 831.238-0942

Big Sur International Marathon 04.30.2017
Run In The Name of Love 06.17.2017
Salinas Valley Half Marathon 08.05.2017
Half Marathon on Monterey Bay 11.13.2016

JUST RUN! Big Sur's Youth Fitness Program
Become a Fan of the Big Sur Marathon on Facebook
Follow the Big Sur Marathon on Twitter

Please consider the environment before printing this email

October 25, 2016

To: Monterey County Planning Commission

From: Big Sur International Marathon

The Big Sur Marathon – a non-profit organization - has been in existence since 1986 and we are now preparing for our 32nd presentation on April 30, 2017.

In preparation for our event we have extensive meetings with California Highway Patrol, County Sheriffs, County Resource Management, medical personnel and ambulances and State Parks. Our use of Highway 1 is permitted and limited in numbers by Caltrans and supported by the Board of Supervisors and California Highway Patrol. We have extensive security personnel, including folks from FBI, Department of Homeland Security, multiple safety agencies in Northern California including Cal Fire, ham radios, and numerous communications systems, coordinated by the security Incident Command Center. During the event we have coordinated course marshals and defib medical teams patrolling the race course and assisting runners as needed.

We are assisted in our efforts by over 2,500 volunteers from county youth groups, adult clubs and organizations, social services, military groups and school groups. In return, we award grants in the amount of \$260,000 to the non-profit groups, with half the funds going to the Big Sur community. To date we have donated over \$3,500,000.

The numbers on our course for the Marathon have remained constant for over ten years. In addition to our Sunday event, on Saturday in 2015 we had over 5500 kids and parents at our youth event in Pacific Grove.

Economic impact from special events is huge and we do surveys every five or so years. Our 2011 report showed total economic impact at \$18,139,252. (see page 2)

Special events are a driving economic force on the Monterey Peninsula and County. People will not fill the hotels if there isn't a reason for them to come to town. But they need to be organized and properly permitted for the safety of all concerned – participants and the public.

Chris Balog

Big Sur Marathon

chris@bsim.org

From 2011 Economic Impact Report prepared by Scott Minto, San Diego State University.

Note: full report available upon request.

TOTAL ECONOMIC IMPACT	\$18,139,252
DIRECT SPENDING	\$10,220,093
INDIRECT/INDUCED IMPACT	\$7,919,159
TAXES & FEES GENERATED	\$902,833
HOTEL ROOM NIGHTS	12,146
OUT-OF-TOWN VISITORS	12,157

Nickerson, Jacquelyn x5240

From: Vanessa Share [vanessashare@gmail.com]
Sent: Tuesday, October 25, 2016 4:45 PM
To: Nickerson, Jacquelyn x5240
Subject: Special Events in Monterey County

HEARING SUBMITTAL	
PROJECT NO./AGENDA NO.	RETIS005 #8
DATE RECEIVED:	10/25/16
SUBMITTED BY/VIA:	Public email
DISTRIBUTION TO/DATE:	PC email
DATE OF HEARING:	10/28/16

To whom it may concern:

I am a co-producer for small intimate special events on the Monterey Peninsula, most of our events take place in Big Sur or Cachagua. In the past we have looked into acquiring Special Event Permits for our gatherings. The process that is in place now is cost prohibitive and time consuming for our type of gatherings. We would love to see some sort of amendments for gatherings under 1000 people. Some sort of general over the counter application for smaller event companies at a reasonable rate. Especially for those of us that have reoccurring events. I feel this would save both sides time, money and frustrations. I am in agreement with traffic flow, parking and sanitation, human safety regulations as to not disrupt what goes on outside the event.

Thank you for your time and consideration

Vanessa Share

LuvLab Productions
The Drink Mixtress

Sent from my iPhone

Nickerson, Jacquelyn x5240

From: Katie Savage [katiesavage@me.com]
Sent: Tuesday, October 25, 2016 4:46 PM
To: Nickerson, Jacquelyn x5240
Subject: ATTN: Monterey County Planning Commission

HEARING SUBMITTAL	
PROJECT NO./AGENDA NO.	PRF130053-#B
DATE RECEIVED	10/25/16
SUBMITTED BY VIA	Public email
DISTRIBUTION TO DATE	PC email
DATE OF HEARING	10/26/16

To whom it may concern,

I am emailing regarding the planning commission meeting tomorrow (10/26). The discussion on special events has sparked my interest. I am a Monterey county resident and a member of a local event production company. I would like to see the permitting process become more transparent and more tailored to events. The current permit, Coastal Development Permit, is too broad of a permit to include smaller events. This has caused events to go under the radar and people to avoid working with the county. When I throw an event I make sure the event space is permitted, but working with these permits and altering them should be a smoother process.

Thank you,
Katherine Savage