



# APPLICATION REFERRAL

## PUBLIC HEARING

**FROM: SAN JOAQUIN COUNTY  
COMMUNITY DEVELOPMENT DEPARTMENT**  
Development Services Division  
1810 East Hazelton Avenue  
Stockton, CA 95205  
Phone: (209) 468-3120

Contact Person: Mo Hatef  
Phone: (209) 468-8477 FAX: (209) 468-3163

The following project has been filed with this Department: **APPLICATION NUMBER: PA-1200059**

**PROPERTY OWNER/ San Joaquin County**  
**APPLICANT: 1810 E. Hazelton Avenue**  
Stockton, CA 95205

**PROJECT DESCRIPTION:** A Development Title Text Amendment to prohibit marketing events for a proposed winery or off-site wine cellar application. This Text Amendment does not affect existing permitted wineries or off-site wine cellars with permitted marketing events. However, a Revisions of Approved Actions application to increase the number of marketing events or the number of attendees for existing marketing events will also be prohibited.

**PROJECT LOCATION:** Countywide

**ENVIRONMENTAL DETERMINATION:** A Negative Declaration is being proposed for adoption. Copies of the Initial Study and proposed Negative Declaration are available at the Community Development Department.

**APPLICATION REVIEW:** If you have any recommendations or comments on this project, please submit them to the Community Development Department no later than May 15, 2012. Comments or recommendations received after that date will not be used in staff's analysis and recommendation for this application.

**NOTE TO SURROUNDING PROPERTY OWNERS:** The Planning Commission will hold a public hearing on this project. You will receive notice of the date, time, and place of the public hearing at a later date.

**NOTE TO REVIEW AGENCIES:** If you wish to be notified of the Planning Commission hearing date for this project, inform the contact person noted above, and you will be placed on the mailing list. Any public agency which comments on the proposed project or negative declaration will automatically be placed on the Planning Commission mailing list.

**AGENCY REFERRALS MAILED ON:** April 13, 2012

**TO:**

SJ BUILDING INSPECTION	O.E.S. CALTRANS C.H.P	SUPERVISOR DISTRICTS 1-5
SJ FIRE PREVENTION BUREAU	A.L.U.C. A.B.C. B.I.A.	ALL SCHOOL DISTRICTS
SJ COUNTY CODE ENFORCEMENT	COUNTY COUNSEL C.V.F.P.B.	ALL IRRIGATION DISTRICTS
SJ ENVIRONMENTAL HEALTH	PACIFIC GAS & ELECTRIC	ALL AIRPORTS C.R.W.Q.C.B.
SJ COUNTY PLAN CHECK	AT & T ALL MACS	PUBLIC UTILITIES COMMISSION
SJ PUBLIC WORKS	DELTA KEEPER KATHY PEREZ	ALL FIRE DISTRICTS
SJ AIR POLLUTION CONTROL	ALL FLYING SERVICE	DEPARTMENT OF CONSERVATION.
SJ COUNTY SHERIFF	CALAVERAS CO CONTRA COSTA CO	U.S. ARMY CORPS OF ENGINEERS
SJ COUNCIL OF GOVERNMENTS	FISH & GAME REGION 2 & 3	MOSQUITO & VECTOR CONTROL
AG COMMISSIONER	ALL CITIES FISH & WILDLIFE	PARKS & RECREATION
SJ COUNTY ASSESSOR	VERIZON TELE SERVICE	LODI DIST GRAPE GROWERS ASSOC
STATE LANDS COMMISSION	FOOD & AGRICULTURE	FARM BUREAU SIERRA CLUB
SOIL CONSERVATION	ALAMEDA CO SACRAMENTO CO	AMADOR CO STANISLAUS CO
LODI CHAMBER OF COMMERCE	LODI VISITORS BUREAU	ALL SJ COUNTY WINERIES

PA-1200059 DEVELOPMENT TITLE TEXT AMENDMENT

DEVELOPMENT TITLE SECTION	EXISTING TEXT	PROPOSED TEXT
9-1075	N/A	<p><b><u>9-1075.10 PROHIBITION OF MARKETING EVENTS</u></b></p> <p><u>Notwithstanding any other provision of this Chapter, a winery or off-site wine cellar permit approved on or after the effective date of this Section shall not permit marketing events. Revisions of Approved Actions applications to increase the number of marketing events or the number of attendees per marketing event are prohibited</u></p>
9-110.4	<p><b>Marketing Event.</b> “Marketing event” means the congregation of persons for the purpose of promoting the wine industry and marketing wine. Marketing events always include wine tasting and the sale of wine. Activities or events such as educational wine tours for the public, non-profit community fund raising, private seminars for distributor and sales representatives and events for wine industry groups that enhance awareness of wine and wine-related products and services are considered to be a marketing event. Marketing events shall be identified in the supplemental information marketing plan.</p>	<p><b>Marketing Event.</b> “Marketing event” means the congregation of persons for the purpose of promoting the wine industry and marketing wine. Marketing events always include wine tasting and the sale of wine. Activities or events such as educational wine tours for the public, non-profit community fund raising, <del>private seminars for distributor and sales representatives and events for wine industry groups that enhance awareness of wine and wine-related products and services</del> are considered to be a marketing event. Marketing events shall be identified in the supplemental information marketing plan.</p>
9-115.590	<p><b>WINERIES AND WINE CELLARS.</b></p> <p>The Wineries and Wine Cellars use types refer to the production of wine and the storage of wine. These use types exclude uses that are classified under the Eating Establishment use type. Both wineries and wine cellars may hold marketing events and special events. Wineries and wine cellars are considered to be primary land uses. The following are the categories of the Wineries and Related Facilities use type:</p> <p>(a) <b>Wine Cellar, Off-Site.</b> An off-site wine cellar involves a structure or area used for the storage of wine. No wine is produced on-site. An off-site wine cellar is always associated with a vineyard.</p> <p>(b) <b>Winery.</b> The winery category always includes facilities for the production of wine and may include one on-site and one off-site wine cellar. The winery category includes boutique, small, medium and large wineries.</p>	<p><b>WINERIES AND WINE CELLARS.</b></p> <p>The Wineries and Wine Cellars use types refer to the production of wine and the storage of wine. These use types exclude uses that are classified under the Eating Establishment use type. Both wineries and wine cellars may hold <del>marketing events and special events</del>. Wineries and wine cellars are considered to be primary land uses. The following are the categories of the Wineries and Related Facilities use type:</p> <p>(a) <b>Wine Cellar, Off-Site.</b> An off-site wine cellar involves a structure or area used for the storage of wine. No wine is produced on-site. An off-site wine cellar is always associated with a vineyard.</p> <p>(b) <b>Winery.</b> The winery category always includes facilities for the production of wine and may include one on-site and one off-site wine cellar. The winery category includes boutique, small, medium and large wineries.</p>