Ranch Marketing. The purpose of the Development Code’s Ranch Marketing provisions (Section 11.32.210) is to allow the marketing and sale of agricultural products directly to consumers and or to allow a mechanism for agricultural tourism, when such uses are accessory to a primary agricultural use (Animal Raising, Crop Production, Timber Production, Dairy, Grazing, etc…) on the same site. The regulations pertaining to Ranch Marketing are intended to provide supplementary income to agricultural operations, particularly to small farms while maintaining the rural character of Yuba County’s agricultural areas.

Wineries and Tasting Rooms. For purposes of the Development Code, the regulations associated with wineries also pertain to olive oil, micro-brewery and micro-distillery production facilities. Wineries and Tasting rooms shall be developed, located and operated in conformance with Section 11.32.320 of the Development Code.

SUBMITTAL REQUIREMENTS

When the operation of an agricultural business requires the approval of a discretionary entitlement such as an Administrative Use Permit, Minor Conditional Use Permit, Major Conditional Use Permit or Waiver the following information shall also be submitted:

All requests:

1. One (1) copy of the completed Project Application form with original signatures.

2. Items required on the checklist form submittal for an Administrative Use Permit, Conditional Use Permit, or Waiver as appropriate.

3. In your project description, describe all services or activities you will be providing and if applicable the frequency of activities (i.e. picnic areas and recreational walking trails, agricultural museums or exhibits, craft fairs or other types of special events, and/or agriculturally related recreation and entertainment uses, etc…).

4. Submit one (1) copy of a completed Trip Generation Worksheet.

Projects that include Farm Stores, Bake Shops, Tasting Rooms, Food Stands and/or Dining Facilities shall also submit the following:

5. Development Plan. On your development plan indicate the size & location of the facility. If located within an existing building, clearly delineate portion of existing building that will be used for the business.
   a. Identify parking areas for employees and customers on your site plan (permanent and or temporary/overflow parking as applicable and indicate how parking areas will be developed and maintained (i.e. gravel, asphalt, concrete, etc…)

6. Elevations. If located within an existing building please provide pictures from all exterior elevations as well as interior of building. For new buildings, architectural elevations that call out materials, colors, and max height shall be submitted (if full size plans are submitted a reduced 8 ½” x 11” or 11” x 17” reduced size copy shall also be submitted).

7. Project Description. In your project description include the following information:
   a. Typical hours of operation (Months of the year, days of the week, and hours).
   b. Number of employees you anticipate having (full and par time). Do not include family members that live on the property as part of your employee number.
   c. Provide a list of the types of products that will be sold. If products include handicrafts and agricultural promotional items include the approximate square footage of retail space these items will occupy. If general retail products will be sold include the approximate square footage of retail space these items will occupy.
d. Wineries & Tasting Rooms. Please indicate the source(s) of your agricultural crop (grapes, olives, hops etc...) and the percent of product coming from that location. If proprietary, provide information in a clearly marked “confidential proprietary information” envelope.

8. If project includes a food stand or dining facility with on-site food consumption provide the following additional information:
   a. Number of seats provided for customers either within the dining facility or within 100 feet of dining facility or food stand.
   b. Location and description of commercial kitchen and food preparation facilities proposed for the business.
   c. Location and description of hand washing stations and restrooms (i.e. permanent handicap accessible restroom within dining facility building, portable handwashing facilities or restrooms, etc...)

Projects requesting Waivers to minimum parcel sizes shall also submit the following:

9. Information in your project description demonstrating that the agricultural operation produces an agricultural commodity in sufficient quantity to justify the need for a farm store rather than a seasonal produce stand.

10. Documentation showing that the farm store and any other related ranch marketing activities including required parking will not reduce the area being utilized for agricultural production.

ENVIRONMENTAL REVIEW

All projects are subject to environmental review in accordance with the California Environmental Quality Act (CEQA). This environmental review is required in order to determine if the project will have an impact on the environment. You will be notified of the environmental determination and any fees associated with completing the environmental review once the initial review of your project has been completed.