



Ramona Valley AVA

Growing a Wine Region



Agritourism is where agriculture and tourism meet to provide an amazing educational experience.

### Vision

- **Collaboration and Leadership– Ramona Valley Vineyard Association – RVVA**
- **2006 - AVA Designation**
- **2010 – San Diego County 4-Tier Winery Ordinance**
- **Proximity to San Diego**

### Vineyards

- **Good Weather and Soil**
- **Test Vineyards and Viticulture**

### Wineries

- **Learning to Make Wine**
- **Learning to Make Good Wine**
- **Making Award Winning Wine**

### Challenges:

- **Conflicting Information**
- **County Regulations**
- **Urban Wineries**

### Collaboration

- **Community Involvement**
- **Local Pride**
- **Regional Pride**
- **Media Discovery**
- **Sustainability**
- **Agritourism**



Ramona has a Mediterranean climate with warm year round daytime temperatures and cool year round night temperatures. This includes high day to night changes in temperature, perfect for growing grapes and agritourism guests.

“We expect total overnight visitation to **San Diego** to grow at 1.3% in 2015, compared with our previous forecast of 2.1%.” Its outlook, though, for 2016 remains bright, with the **number of tourists** growing to 35 million annually, an increase of 2.4 percent, and **visitor** spending rising by a healthy 8 percent. Dec 24, 2015

[San Diego breaks records in tourist spending and overnight stays ...  
www.sandiegouniontribune.com/.../tourism/sdut-san-diego-tourism-has-record-breaking...](http://www.sandiegouniontribune.com/.../tourism/sdut-san-diego-tourism-has-record-breaking...)



Have you ever wondered what it would be like to own a vineyard and make wine?  
You can experience the life of a Viticulturist and Oenologist at Hatfield Creek Vineyards and Winery in Ramona, CA through their Winemaker's Crash Course. The 20-month course covers every aspect of wine grape growing and winemaking.

Course runs: January 2018 through August 2019



While specializing in red wines (Zinfandel & Petite Sirah Estate grown) and winning medals in major international competitions, their main goal is to create a beautiful destination. Their Wine Club has doubled in the past year, with many new friends from "down the hill" coming to enjoy the peaceful ambiance and history on the property – antiques inside and remnants of an ancient native village, and a 1961 Navy Jet crash outside in the vineyard.



## CERTIFIED PRACTICES

### Integrated Pest Management

We limit crop protection to a bare minimum in our vineyards. We create and maintain owl habitat, raptor perches, and implement insectary zones to attract beneficial insects.

### Biodiversity

We integrate the management of our vineyards with the ecosystem by introducing and preserving native plants, maintaining riparian habitats, and protecting sensitive species.

### Air Quality Control

We plant native cover crops and limit vehicle use to reduce dust and greenhouse gases.

### Water Management

We constantly monitor soil moisture and measure the vines' water needs. We use low volume drip irrigation to regulate water use.

### Soil Health

Healthy living soils grow great wines. We add organic matter by planting cover crops and utilizing compost.

### Renewable Energy Sources

Solar and wind energy systems provide power for vineyard and winery operation.



CERTIFIED  
CALIFORNIA  
SUSTAINABLE  
VINEYARD & WINERY

Agritourism is where agriculture and tourism meet to provide you with an amazing experience.



The Challenge – Getting the word out....The Bigger Challenge – Being a Farmer, Business Owner, Winemaker, Marketer, Public Relations Expert, Community Activist and Social Director.

## The Challenges:

- Wineries have to be built to commercial and ADA standards even if "small farm"
- Restroom restrictions and requirements
- Signage, Event and Music limitations
- Changing County Regulations
- Advertising limitations of ABC & County (no promotions)
- Owners – new to farming and wine-making, limited marketing experience, budgets, and often work multiple jobs.
- Urban wineries have far fewer restrictions (sourcing, production to sales shorter, events, music, etc.)
- Boutique limitations re % grapes grown, wine importation, time between investment and product sales



### **Can events be held at a winery?**

A winery classified as a Small Winery or Winery may hold events as specified in the associated Administrative Permit or Major Use Permit. Events, including weddings and parties are prohibited at wineries classified as Boutique Wineries or Limited Wholesale Wineries.

### **What is an event?**

An event is defined as the use of the site for organized activities or gatherings (other than wine production, wine sales, wine tasting, agricultural instruction and educational tours), including any activities or gatherings that are advertised or promoted.

Events or activities such as fashion shows, jewelry, art or craft shows/sales, yoga classes, massages, art/craft instruction, weekly or holiday lunches and/or dinners, live music concerts, dinner theatre, offering the winery space for meetings/retreats, etc. are not permitted at wineries classified as Boutique Wineries or Wholesale Limited Wineries. In order to allow these types of events, an Administrative Permit is required for a "Small Winery" or a Major Use Permit is required for a "Winery".





## County of San Diego, Planning & Development Services **FAQs - TIERED WINERY ORDINANCE** **ZONING DIVISION**

### **What do I need to know before establishing a Winery?**

Prior to establishing a Wholesale Limited, Boutique or Small Winery, grapevines must be planted on the property and the ***vines must be producing fruit***. Note that it may take up to 3 years after planting before vines begin producing. These 3 winery tiers require that a **minimum** of 25 percent of the fruit used in winemaking be grown on the property where the wine is being made. A Major Use Permit is required for a winery to operate without growing the fruit on the property.

Things to consider:

- **Agricultural clearing permit**: Prior to clearing/grading of your property for any agricultural use, verify whether a clearing permit is required. Section 87.501 of the County Code states:  
"Except as exempted by Section 87.502, no person shall do any clearing, nor shall an owner allow any clearing on his or her property or allow the property to remain in an unlawfully cleared condition, unless the person or owner has a valid clearing permit issued by the County Official authorizing such clearing."  
<http://www.sandiegocounty.gov/pds/zoning/formfields/PDS-216.pdf>
- **Commercial building permits**: Prior to allowing members of the public onto a winery property, all structures used for the wine production, wine tasting, and/or any allowed events and any areas accessed by the public must be constructed (or converted) to commercial building standards. A Building Permit is required

to insure that buildings meet the current Uniform Building Code and Americans with Disabilities Act (ADA). See pages 5 - 7 of this handout for more information. Applicants should contact the PDS Building Division at (858) 565-5920 or toll-free at (888) 336-7553 for Code standards and requirements. For additional information on the Building Permit process go to  
<http://www.sdcounty.ca.gov/pds/docs/pds441a.pdf>



Fire Authority approval



Stormwater



Adequacy of septic system

**How do I establish a Boutique Winery?**

Boutique Wineries do not require a discretionary permit; however, the standards and provisions of Section 6910.b of the County's Zoning Ordinance are required to be met in order to establish and operate a Boutique Winery.



Prior to opening a tasting

room/area to the public, building permits will be required to convert an existing structure to a tasting room/area or to construct a new structure. Commercial building standards will apply to all structures which are open to the public and may include requirements for restrooms and ADA accessibility (see pages 6 and 7 for additional information). Tasting/retail sales rooms/areas may not be located within a single family residence on the property. Permits will be required from the state Department of Alcoholic Beverage Control and may also be required from the Department of Environmental Health.

Can I start my Boutique/Small Winery tasting room before I am making wine on the property?

No, the on-site wine production facility should be producing wine prior to operation of a tasting room and selling wine.



## County of San Diego, Planning & Development Services **FAQs - TIERED WINERY ORDINANCE** *ZONING DIVISION*

### **What winery elements must meet disabled access requirements?**

Wineries are considered public accommodations per CBC 202 definition, and thus all interior and exterior areas intended for use by patrons – including any spaces included on facility tours – shall be accessible per CBC chapter 11B. These requirements include – but may not be limited to – the following:

- Parking (CBC 1129B)
- Exterior routes of travel (CBC 1127B and CBC 1133B)
- Building entrances, exits, and interior paths of travel (CBC 1133B)
- Restrooms (CBC 1115B)
- Seating, counters, and bars (CBC 1104B.5 and CBC 1122B)
- Signage (CBC 1117B.5)
- Employee areas (CBC 1123B and CBC 1104B.5)

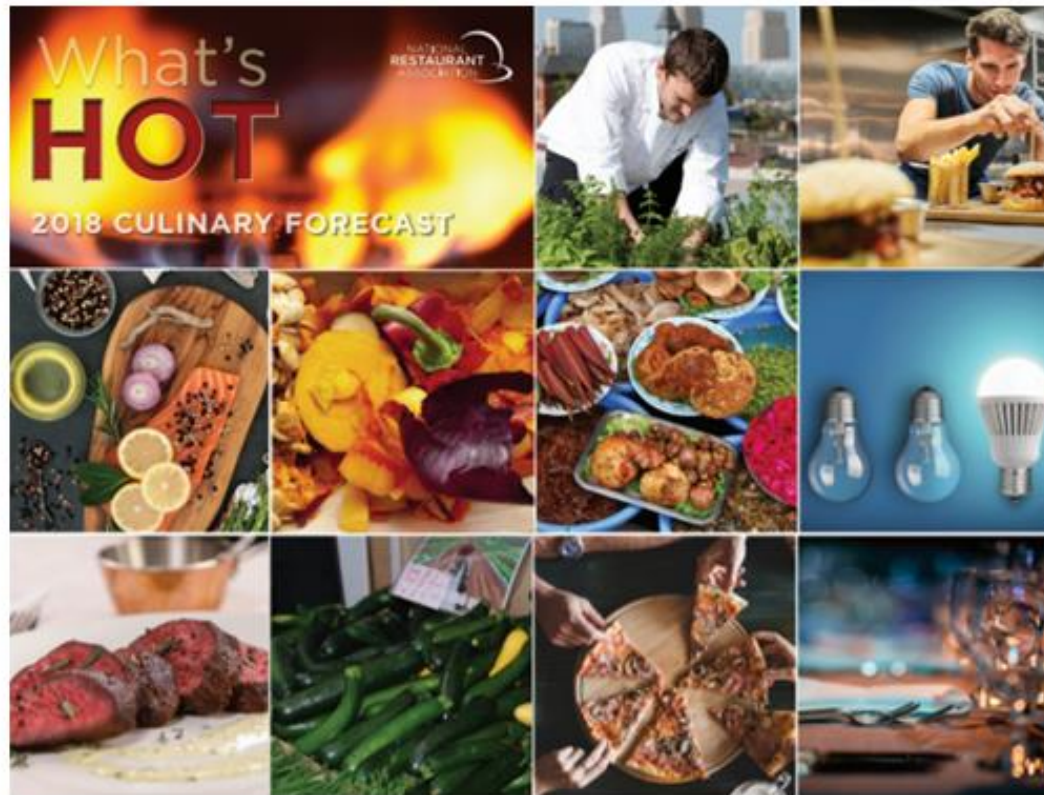
Spaces not typically occupied – such as maintenance rooms, utility sheds, crawl spaces, etc. – are exempt from accessibility provisions.

### **How many restrooms must the winery provide?**

A single unisex restroom is sufficient for wineries with small tasting rooms (less than 750 square feet), limited outdoor patios (maximum 300 square feet), and no public events. All other wineries will require separate gender restrooms with fixture count determined per *California Plumbing Code* Table 4-1 and based on cumulative tasting room, outdoor patio, and event area. Any restrooms serving the winery shall meet the accessibility provisions of CBC 1115B.

# TRADE TRENDS

Environmental sustainability in top 10 trends since 2013



## TOP 10 CONCEPT TRENDS

1. Hyper-local
2. Chef-driven fast casual concepts
3. Natural ingredients/clean menus
4. Food waste reduction
5. Veggie-centric/vegetable-forward cuisine
6. Environmental sustainability
7. Locally sourced meat and seafood
8. Locally sourced produce
9. Simplicity/back to basics
10. Farm/estate-branded items



Sustainability is Complex!

# THE 3 E'S OF SUSTAINABILITY

## THE VALUE OF SUSTAINABLE CERTIFICATION

Top 3 motivations to seek certification:

- | #1 CREDIBLY COMMUNICATE
- | #2 GET CREDIT FOR YOUR EFFORTS
- | #3 DRIVE CONTINUOUS IMPROVEMENT



# Agritourism Opportunities

Holiday Wine Trail

Grape Stomp

Art & Wine Festival

Summer of Sangria

Dog Days of Summer

Meet the Winemaker Weekend

A promotional poster for "California Wines Down to Earth" from April 2016. The background features a close-up of a young grapevine with green leaves and small white flowers. The text "CALIFORNIA WINES" is in white, "DOWN TO EARTH" is in yellow, and "APRIL 2016" is in white. A logo for "CALIFORNIA WINES" is in the bottom right corner. Below the logo, the text reads "Celebrating our commitment to sustainability and the future" and "www.DiscoverCaliforniaWines.com/DCE".

**CALIFORNIA WINES**  
**DOWN TO EARTH**  
APRIL 2016

*Celebrating our commitment to sustainability and the future*

[www.DiscoverCaliforniaWines.com/DCE](http://www.DiscoverCaliforniaWines.com/DCE)

A photograph of a wine glass filled with red wine, surrounded by several red and gold Christmas ornaments. The ornaments include round baubles, a star, and a bell. The background is a plain, light color.

*HAPPY HOLIDAYS  
FROM RAMONA  
RANCH WINERY*





There is something about the idea of “local” that seems to attract an increasing number of people.

It could be fruits and vegetables grown on a nearby farm, roadside egg stands, a camel ride, cheese produced from local goats and cows, olive oil... In our case, it’s an industry that has seen incredible growth within the last five years, it’s the grapes, wines and wineries of the Ramona Valley, with an annual Art & Wine Festival and Grape Stomp.

For a variety of reasons – not the least of which is the local connection – the wine industry is appealing to consumers, tourists and, perhaps most importantly, the economy



Opportunities to Participate in Harvest, Wine-making, bottling, Vineyard Maintenance.

Adopt a Vine/Row



Educational Classes, Vineyard Tours, Historical Information, & Animal Interactions. Vineyard & Winery Crash Course

Wine Club (Vineyard Walk, Cellar Tour/Barrel Tasting, Pre-release Tastings, Holiday Party)



Food & Wine Pairings, Private Wine-Tastings with the WineMaker, Farm Stays



Harvesting in the Ramona Valley!



“The future’s so bright, we need to wear shades...”

Thank you,

Elaine Lyttleton, Hatfield Creek Vineyard & Winery - [lyttleton@sv-mail.com](mailto:lyttleton@sv-mail.com)

Teri Kerns, Ramona Ranch Vineyard & Winery – [teri@ramonaranch.com](mailto:teri@ramonaranch.com)