Agritourism Study Advisory Committee (ASAC) Meeting

Date: Wednesday, May 29, 2019
Time: 6:00 pm – 8:30 pm
Location: Agricultural History Farm Park - Large Multi-Purpose Room

I. Welcome and Introductions
   a. Opening Remarks by Gwen Wright
   b. Core Team Introductions

II. Committee Member Updates and Comments

III. Comparative Analysis and Code Assessment – Update

IV. Agritourism Study - Outline

V. Study Outcome

VI. Next Steps
   a. Communications Strategy
   b. June Meeting Date
   c. Agritourism Study Schedule

VII. Adjournment
PREVIEW OF ADDITIONAL JURISDICTION RESEARCH
SUFFOLK COUNTY, NY

- Proximity to New York City (high land costs, affluent customer base); agritourism revenue more than doubled in 5-year period.

- County does not have zoning control; towns have own zoning and varying approaches to agritourism.

- Both County and towns have longstanding purchase of development rights (PDR) programs to preserve agricultural land.

- Multi-year legal battle over amendments to County PDR program, allowing new structures/uses on preserved farmland, lawsuit; County won in 2018 state Supreme Court decision.

- Development rights easements (property-specific) are often primary tool for controlling use of agricultural land.
Agritourism venues include numerous wineries, an expanding cidery, and a range of other agricultural operations.

As with other VA jurisdictions, agritourism policy is driven by state requirements and local interpretations of these requirements.

Board of Supervisors resolutions have clarified the County’s interpretation of Virginia Code requirements, including 2014 on-farm activities law and building code exemptions for farm buildings.

County’s approach is often “case by case,” depending on circumstances.

Promotes agritourism through Fields of Gold farm trail program in Shenandoah Valley.
Agritourism Study – Outline

SECTION A: EXECUTIVE SUMMARY

A. Study Vision
B. Abbreviated Purpose and Need
C. Overview of Considerations and Potential Solutions

SECTION B: INTRODUCTION

A. Study Background (History and Context)
B. Relevant Policies, Plans and Studies – Including Heritage Area Management Plan
C. Existing Conditions
D. Relevant Stakeholders
E. Study Purpose and Need

SECTION C: STUDY PROCESS / OUTREACH

A. Agritourism Study Advisory Committee
B. Agricultural Reserve Community Outreach and Engagement
C. Consultant Assistance

SECTION D: DESCRIPTION OF CONSIDERATIONS

SECTION E: MENU OF POTENTIAL SOLUTIONS

SECTION F: CONCLUSION

A. Identify potential next steps, including General Plan Update

APPENDIX: COMPARATIVE REVIEW AND CODE ANALYSIS