

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.



ROCKINGHAM COUNTY, VA

- 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