

King County

Sammamish Valley Wine and Beverage Study

September 2016

Presented to:



King County

Prepared by:

cai community
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FEHR  PEERS

*Community Attributes tells data rich stories about communities
that are important to decision-makers.*

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INTRODUCTION

Background

The Sammamish Valley, located primarily in unincorporated King County adjacent to Redmond and Kirkland, contains portions of the City of Woodinville, one of the state's major wine tourism destinations, as well as one of the county's designated Agricultural Production Districts (APD). APD's are intended to support the continuing presence of agriculture in the county. Agricultural uses in the Sammamish APD mostly involve sod farming and growing produce and flowers for commercial sale.

This agricultural activity adds to distinctive character in the area, particularly for visitors to the more than 100 wineries and tasting rooms in Woodinville and nearby unincorporated areas. It attracts hundreds of thousands of wine tourists annually, partly due to its proximity to the greater Seattle area. Nearly all of the Woodinville area wineries grow their grapes in Eastern Washington.

The wine industry is a fast growing industry in Washington, supporting broad-based economic activity. Wineries support local economic development through both the production and sale of wine as well as through tourism, the latter drawing visitors from outside the region who spend on not just wine but also restaurants, hotels, and related expenditures. With growth has come concerns about enforcement of current land use regulations and the overall impact of the wine and beverage industry on quality of life and sense of place in the Sammamish Valley.

Study Purpose

The primary objectives of the study are to develop policy and code recommendations for King County in the areas of economic development, transportation (including circulation, parking, and access), land use, and agriculture that support the following guiding principles:

- > Nurture the burgeoning wine and beverage industry in King County
- > Improve the interface of the wine related businesses with the surrounding communities
- > Honor the requirements of the Growth Management Act and the policies of the County's Comprehensive Plan as it relates to urban growth areas, farmland preservation and rural areas

Methods

The approach to this work leverages Community Attributes' extensive experience in economic development and land use analysis throughout the state of Washington. The study is rooted in a quantitative and data driven assessment of existing conditions, with a focus on the growth of the wine and beverage industry in the region. The analysis is leveraged to inform an assessment of opportunities and constraints related to land use in the Sammamish Valley. The approach provides an informed process to develop policy recommendations for County policy makers to consider.

The analysis draws from data compiled specifically for this analysis, including:

- King County Parcel Data
- State covered employment data provided by the Washington State Employment Security Department

- Hoovers Business Data
- Winery data available through the Washington Wine Commission
- Washington State Liquor and Cannabis Board
- Washington Department of Revenue
- Agriculture data available through the County and National Agricultural Statistical Services

Key Tasks and Approach

The following is an overview of the study and the major tasks associated with the project.

Approach

- I. Project Framing
 - Develop a clear project plan with County staff
 - Align project with County goals
 - Design stakeholder engagement process
- II. Constraints and Opportunities Analysis
 - Identification and validation of existing constraints and opportunities
 - Critical review of current policy and regulatory framework
 - Analysis tailored to support and inform stakeholder working group and public forum
- III. Public Outreach and Stakeholder Engagement
 - Facilitate an open forum for project stakeholders to engage each other and the project team
 - Frame the process with an economic understanding of the constraints and opportunities facing the area
- IV. Policy Recommendations and Final Report
 - Consideration of public and stakeholder priorities and feedback
 - Actionable policy recommendations to guide King County

Organization of this Report

- **Existing Conditions Assessment.** A detailed assessment existing industries, land use and transportation in the Sammamish Valley
- **Stakeholder and Public Engagement.** A review of the methodology and findings collected through the stakeholder workshops and various public comment channels.
- **Policy Recommendations.** Policy recommendations developed by the stakeholder working group and project team.

Existing Conditions Assessment

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EXISTING CONDITIONS ASSESSMENT

The existing conditions assessment focuses on understanding current opportunities and constraints as they relate to the following topics:

- Industries in the Sammamish Valley
- Land Use and Regulations
- Transportation

The analysis is focused on identifying current opportunities and constraints and is oriented towards informing policy discussions with the stakeholder working group.

Study Area: Sammamish Valley

The area of interest for the study consists of a unique mix of jurisdictions and land uses centered on the border of Woodinville and unincorporated King County (along Highway 202).

Incorporated areas

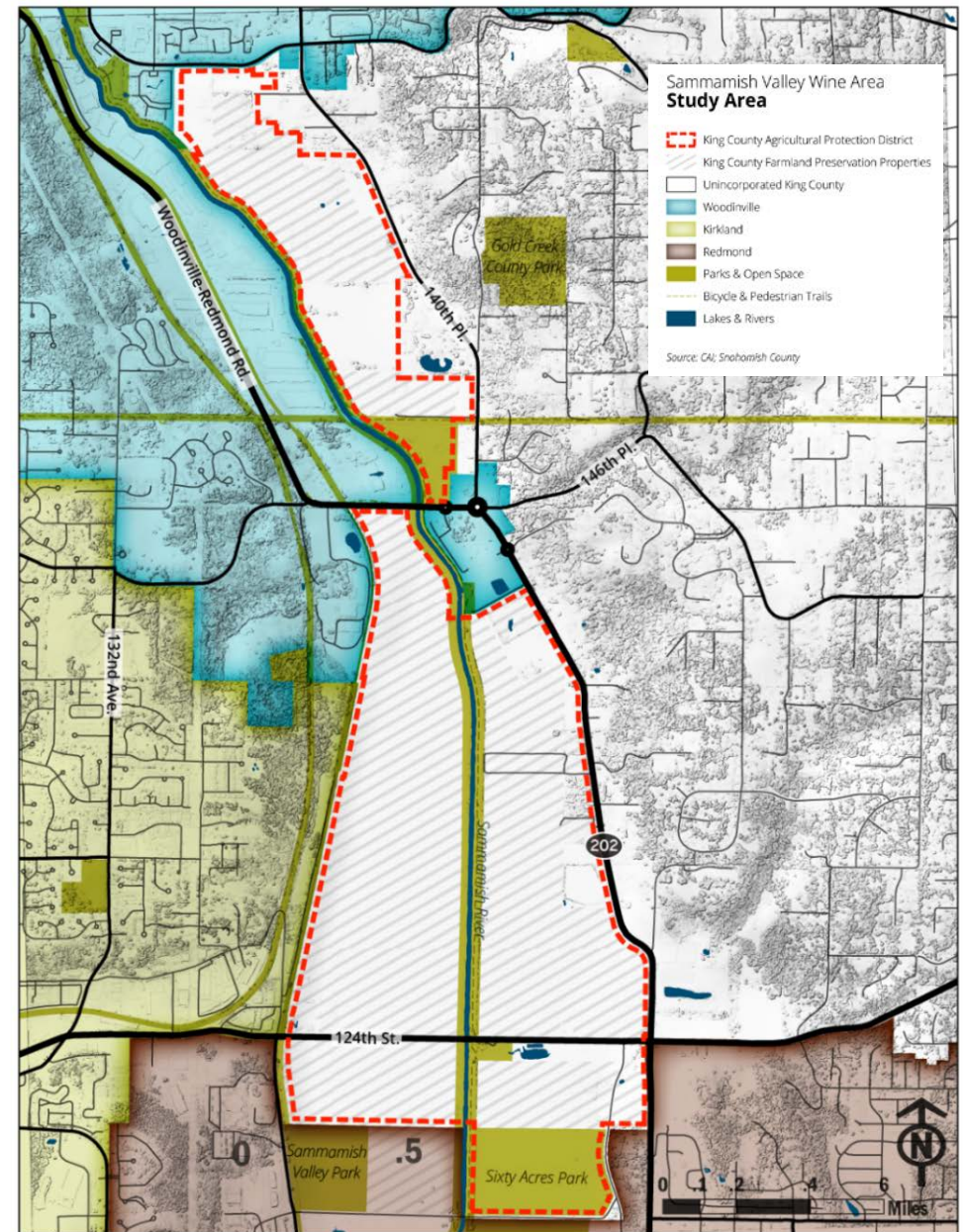
- Woodinville
- Kirkland
- Redmond

Unincorporated King County

- Rural Areas
- Agriculture Areas (APD)

The study area boundary is loosely defined by the area shown in **Exhibit 1** and focuses on those areas located in unincorporated King County adjacent to the City of Woodinville. The study area boundary provides a general area of focus, but policy discussions and recommendations are not limited to this area alone.

Exhibit 1. General Study Area, Sammamish Valley, 2016



Wine and Beverage Industry

The assessment begins with an overview of current industries in the Sammamish Valley. The wine and beverage industry is the focal point of the analysis and overall study. A common perception is that recent growth has led to a variety of opportunities for the local business community but also negative pressure on the local quality of life. The industry serves as a major driver of employment and economic activity and has grown exponentially in the Sammamish Valley over the last decade, taking form in a variety of wineries and tasting rooms located in Woodinville and unincorporated King County.

IMPLICATIONS FOR POLICY DEVELOPMENT

OPPORTUNITIES

- Prosperous industry with growth opportunities
- Woodinville cluster is an important asset to the statewide industry

CHALLENGES

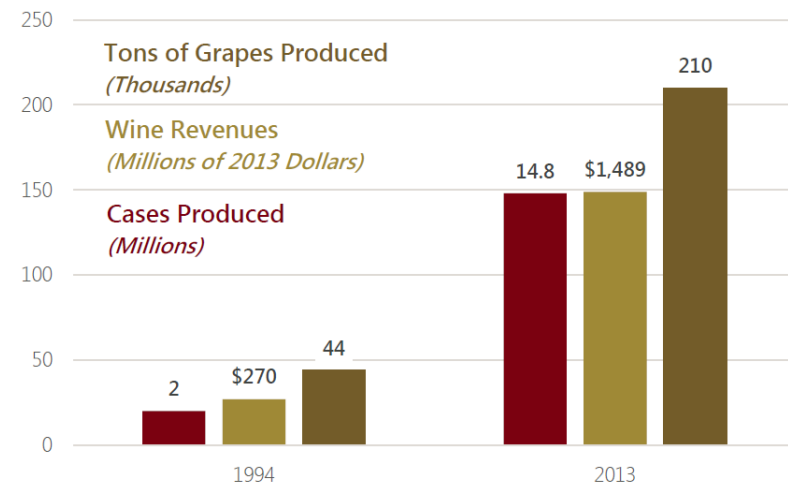
- Lack of suitable space for growth
- Compatibility with surrounding uses
- Impacts of growth on surrounding area

Wine in Washington

A Growing Industry

Between 1994 and 2013, Washington's wine industry grew by three key measures: wine grape production, wine production, and wine revenues. They grew at Compound Annual Growth Rates (CAGR) of 8.6%, 9.4%, and 11.1% respectively (**Exhibit 2**).

Exhibit 2. Cases Produced, Wine Revenues, and Wine Grapes Harvested, 1994 and 2013, Washington State

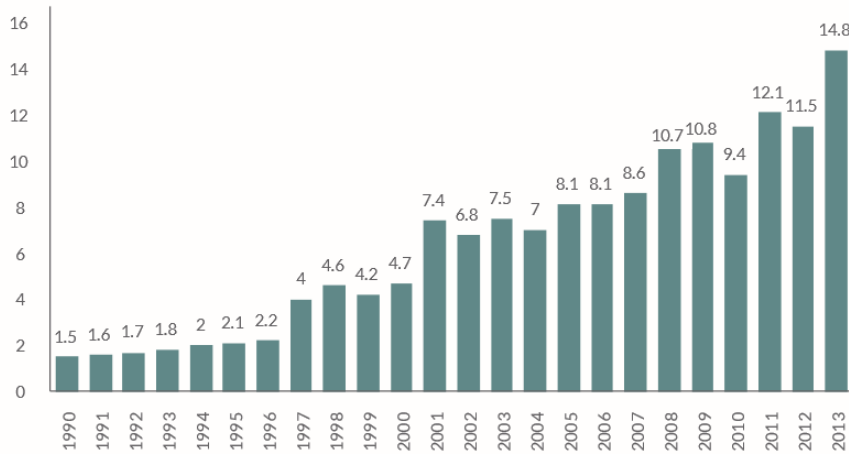


Sources: Washington State Department of Revenue, 2015; Altria Group, 2014; United States Department of Agriculture National Agricultural Statistics Service, 2015; Community Attributes Inc., 2015.

From a historical perspective, wine production has steadily grown since 1990 in Washington State (**Exhibit 3**), with even more rapid growth over the last decade. This growth has been experienced across the state and is representative of the growth in wineries and tasting rooms in and around Woodinville.

Exhibit 3. Cases of Wine Produced, 1990-2013, Washington State

MILLIONS OF CASES OF WINE PRODUCED



Sources: Washington State Wine Commission, 2014; Bureau of Alcohol, Tobacco, and Firearms, 2015; Community Attributes Inc., 2015.

Locally, King County is the second largest producer of wine in the state (**Exhibit 4**). Notably, King County is not a grape growing region and the wineries and tasting rooms in King County are largely representative of wineries using grapes from eastern Washington. Alternatively, Benton and Walla Walla counties are major producer of grapes and supply a majority of the grapes use in producing wine in King County.

Exhibit 4. Top Washington Counties by Wine Production, 2014

| Rank | County | Cases |
|------|--------------------|-----------|
| 1 | Benton County | 9,477,000 |
| 2 | King County | 2,208,000 |
| 3 | Walla Walla County | 1,610,000 |
| 4 | Snohomish County | 259,000 |
| 5 | Klickitat County | 179,000 |
| 6 | Thurston County | 168,000 |
| 7 | Grant County | 84,000 |
| 8 | Chelan County | 78,000 |
| 9 | Yakima County | 68,000 |
| 10 | Spokane County | 63,000 |

Sources: Washington State Wine Commission, 2014; Washington State Department of Revenue, 2015; Community Attributes Inc., 2015.

Economic Impacts

King County produced the second-largest amount of wine in Washington in 2014, exceeding 2.2 million cases. Wine production activities in King County are primarily concentrated in the Woodinville region, though there are wineries in both urban and rural areas across other regions of the county.

The largest segments of the wine cluster in King County are in wine production and distribution, with a significant share of total mark-up revenues generated through the sale of wine occurring within the Seattle region as the largest metropolitan region of the Northwest.

In 2013, an estimated \$357.6 million in business revenues were generated by wine and related final demand activities in King County. A further \$314.9 million in revenue was supported through related income expenditures and inter-industry purchases. These activities directly employed 1,900 workers. The industry supported an additional 1,900 jobs through indirect and induced economic impacts.

Exhibit 5. Economic Impacts of Wine in King County, 2014

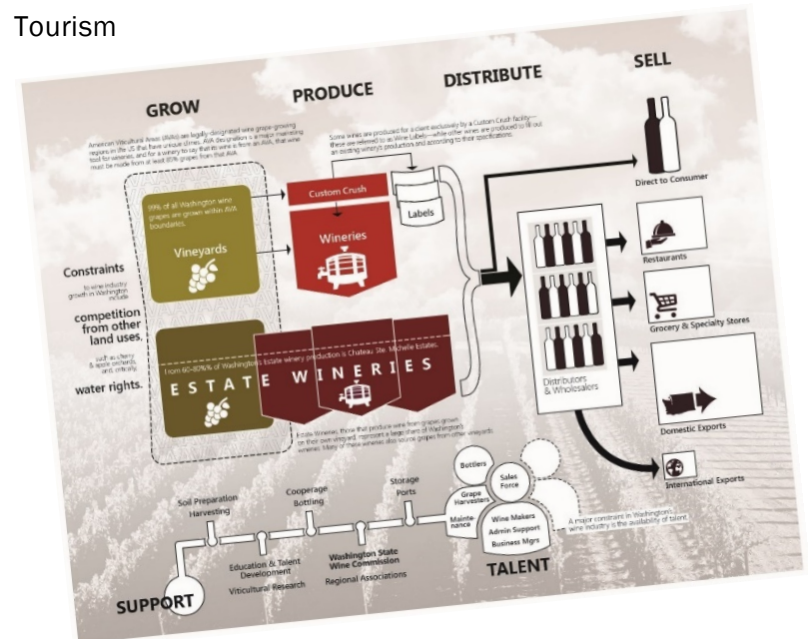
| | Direct | Indirect | Induced | Total |
|-----------------------------|--------|----------|---------|-------|
| Jobs | 1,880 | 780 | 1,080 | 3,740 |
| Labor Income (mils 2013 \$) | 68.8 | 45.6 | 52.7 | 167.1 |
| Revenues (mils 2013 \$) | 357.6 | 152.8 | 162.1 | 672.5 |

Sources: Washington State Wine Commission, 2014; Washington State Department of Revenue, 2015; Community Attributes Inc., 2015.

Understanding the Wine Industry

With a significant economic footprint in King County it is important to understand how wineries operate and produce revenues. The following provides a brief overview of the operations and key considerations wineries often must consider when establishing a presence in Woodinville and the Puget Sound region.

- > Plan for production, distribution, tasting & sales
- > Understand segmentation of producers
 - Stair-step curve of growth due to capital investments
- > Provide a mix of activities around tasting rooms
 - Lodging, entertainment, shopping, activities
- > Foster a bucolic setting
- > Provide for parking and circulation
- > Facilitate and leverage eastern Washington connections
- > Understand different sales components:
 - Retailer
 - Restaurant / tasting
 - Distributor
 - Tourism



As previously discussed, the wine industry in Woodinville and the Sammamish Valley is a key economic driver and important epicenter of the wine industry in King County and the State (Exhibit 6). Relative attributes of the industry locally include the following:

- The wine and beverage industry generated \$2.4 billion in revenue within the State of Washington in 2014.
- Woodinville is one of two hubs in Washington for wine-related retail.
- Wine *production* in Washington is predominantly located along the Columbia River valley, in Benton and other counties.
- The Sammamish Valley accounts for about 6.2% of wine and beverage jobs in Washington, and King County accounts for about 16.7% of wine and beverage revenues.

Exhibit 6. Wine Related Metrics by Geography, 2014

| Geography | Jobs | % of WA Jobs | Approx. Revenues | % of WA Revenues |
|------------------|-------------|---------------------|-------------------------|-------------------------|
| Sammamish Valley | 750 | 6% | N/A | N/A |
| King County | 1,882 | 16% | 0.4B | 17% |
| Washington State | 12,100 | 100% | 2.4B | 100% |

Sources: Washington State Liquor and Cannabis Board, 2016; Washington State Wine Commission, 2014; Washington State Department of Revenue, 2015; Puget Sound Regional Council, 2016; United States Census Bureau, 2016; Community Attributes Inc., 2015.

Wine-related employment in the Sammamish Valley totaled 750 in 2014, including covered employees, sole proprietorships, and partnerships. This employment total is a headcount total, not full-time equivalent. This represents just under 40% of total King County wine-related employment (Exhibit 7).

Exhibit 7. Wine Related Workers by Employer Type, Sammamish Valley, 2014

| Type | Jobs |
|--------------------|-------------|
| Covered Employment | 608 |
| Nonemployers | 142 |
| Total | 750 |

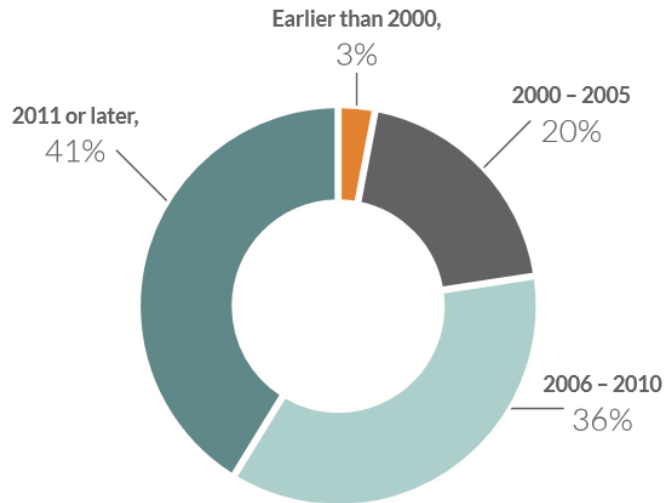
Sources: Washington State Wine Commission, 2014; Washington State Department of Revenue, 2015; Puget Sound Regional Council, 2016; Washington State Liquor and Cannabis Board, 2016; United States Census Bureau, 2016; Community Attributes Inc., 2015.

A large number of wineries and tasting rooms in the Sammamish Valley are co-located. This includes when multiple tasting rooms are located in the same business park or building, the multiple licensed wineries at Chateau Ste. Michelle, and when a single winery lists its tasting room as a separate establishment when they share a street address.

Exhibit 9 illustrates the location and relative concentration of wineries in the Sammamish Valley. Note that the inventory distinguishes between wineries and tasting rooms as well as other wine and beverage industry uses. Tasting room only facilities for example, make up a significant portion of the wine and beverage businesses in this portion of Woodinville.

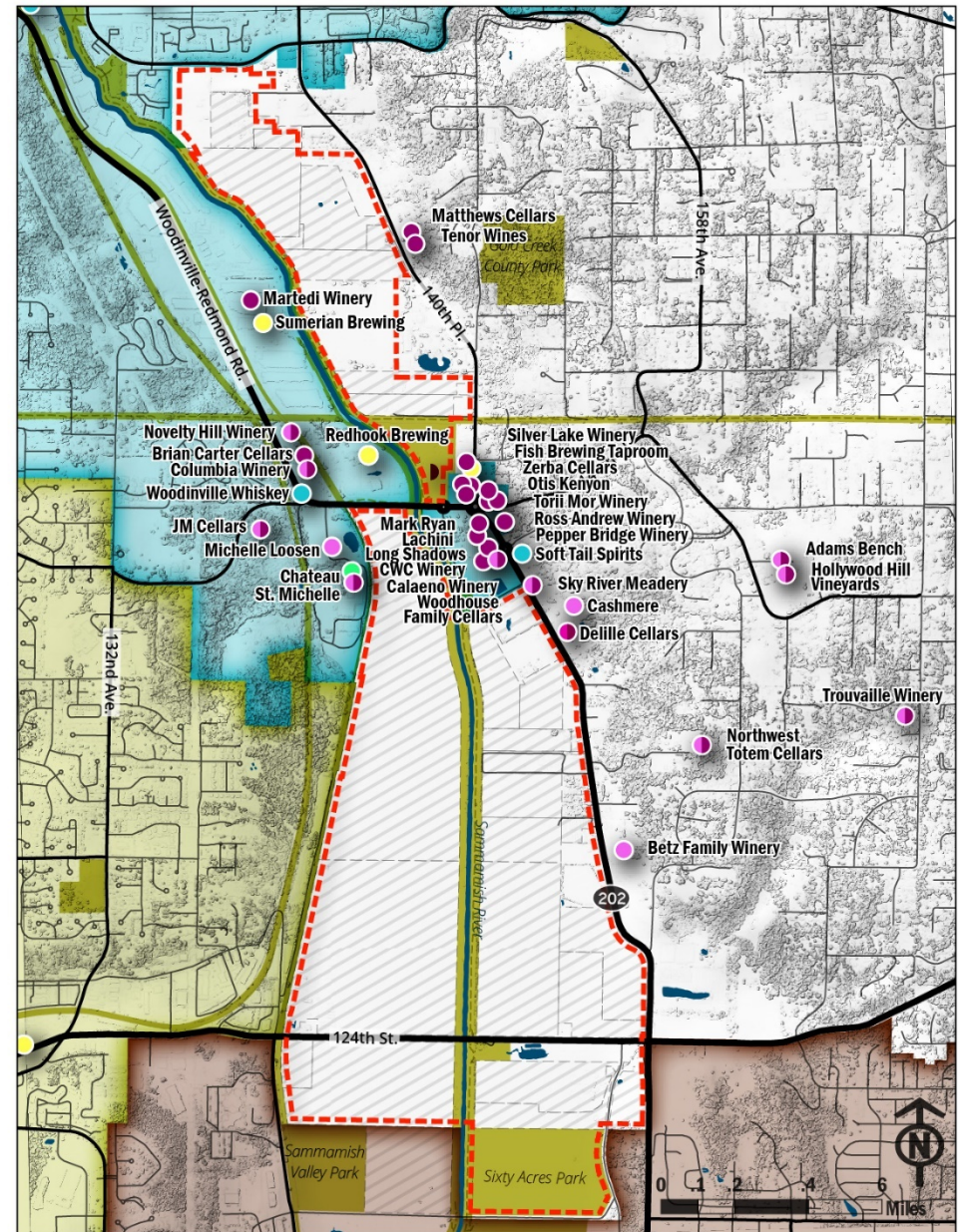
The majority of licensed wineries operating in the Sammamish Valley area were licensed in the past few years: more than three quarters of currently active wineries were licensed in 2006 or later. Exhibit 8 illustrates the relative distribution of wineries in the Sammamish Valley by year established.

Exhibit 8. Licensed Wineries by Year Licensed, Sammamish Valley, 2016



Source: Washington State Liquor and Cannabis Board, 2016; Community Attributes Inc., 2016.

Exhibit 9. Inventory Map, Sammamish Valley, 2016



Growth Statewide

In addition to the Woodinville area, King County’s alcoholic beverage manufacturers are also clustered in several other location throughout the region. In particular, a large number of breweries and craft distilleries call Seattle home, compared to the higher concentration of wineries in the Woodinville area. Overall, of the approximately 863 wineries in the state, 198 are located in King County, with the large majority of those located in the City of Woodinville. (Exhibits 10 and 11).

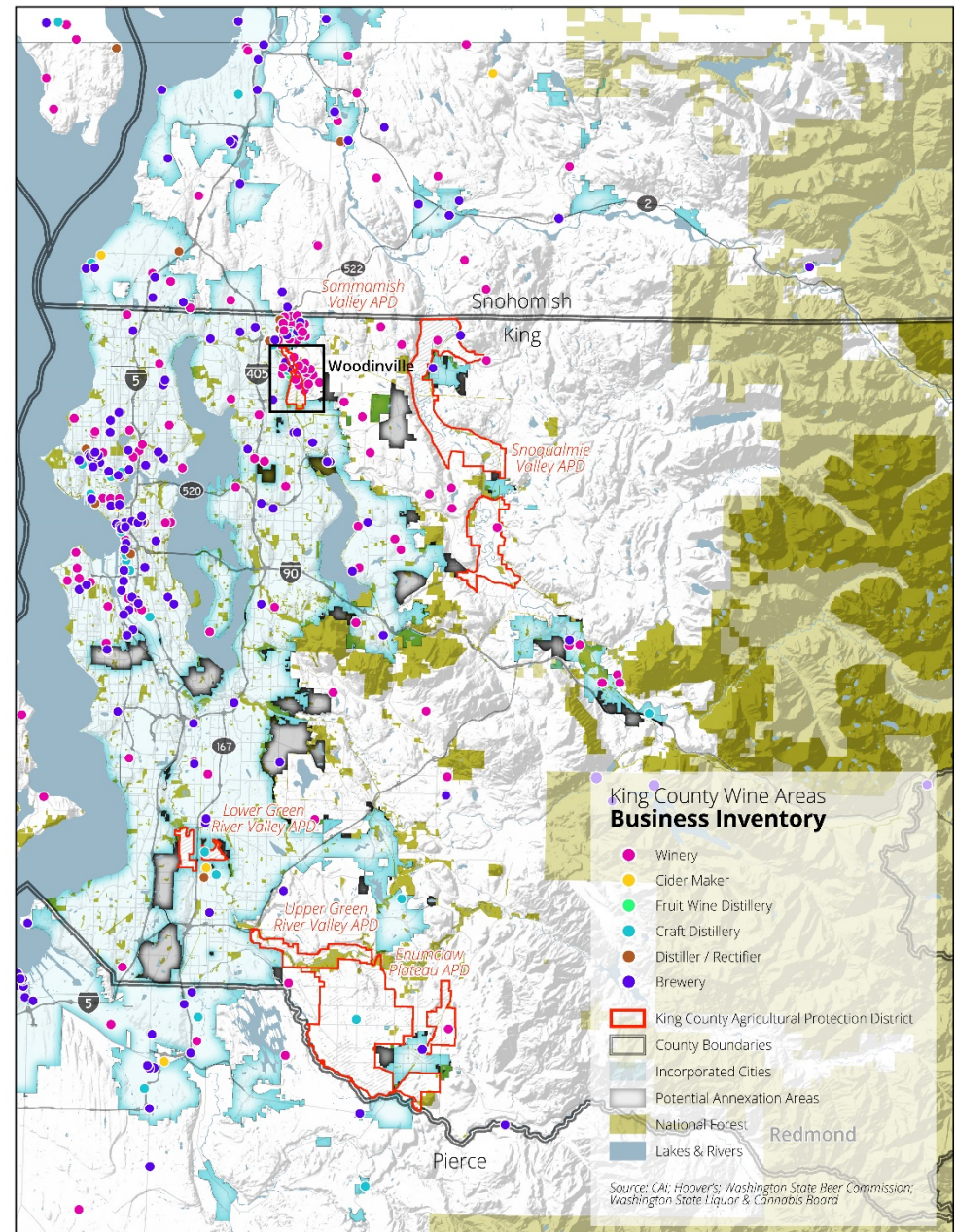
Exhibit 10. Licensed Wineries and Alcoholic Beverage Producers, King County and Washington, 2016

| Geography | Wineries | Other Alcoholic Beverage Producers |
|-------------------------|----------|------------------------------------|
| King County | 198 | 169 |
| Elsewhere in Washington | 665 | 307 |
| Washington Total | 863 | 476 |

Sources: Washington State Liquor and Cannabis Board, 2016; Community Attributes Inc., 2016.

There are also a small number of distiller/rectifiers in the county. Rectifiers are businesses that buy distilled spirits from other manufacturers and blend or rebottle them. This category typically includes the largest manufacturers. Note that this data represents all licensed beer, wine, and distilled spirits producers in the region.

Exhibit 11. Inventory Map, Sammamish Valley, 2016



Agriculture in King County

Agriculture in the Sammamish Valley has long and rich history and has been identified as a priority industry and land use by both policy makers and local residents. **Exhibit 12** illustrates the types of agriculture uses found in the Sammamish Valley. The area is one of King County’s designated agriculture production districts (APD) and is largely protected via past preservation efforts (see section on land use in the Sammamish Valley for more details).

IMPLICATIONS FOR POLICY DEVELOPMENT

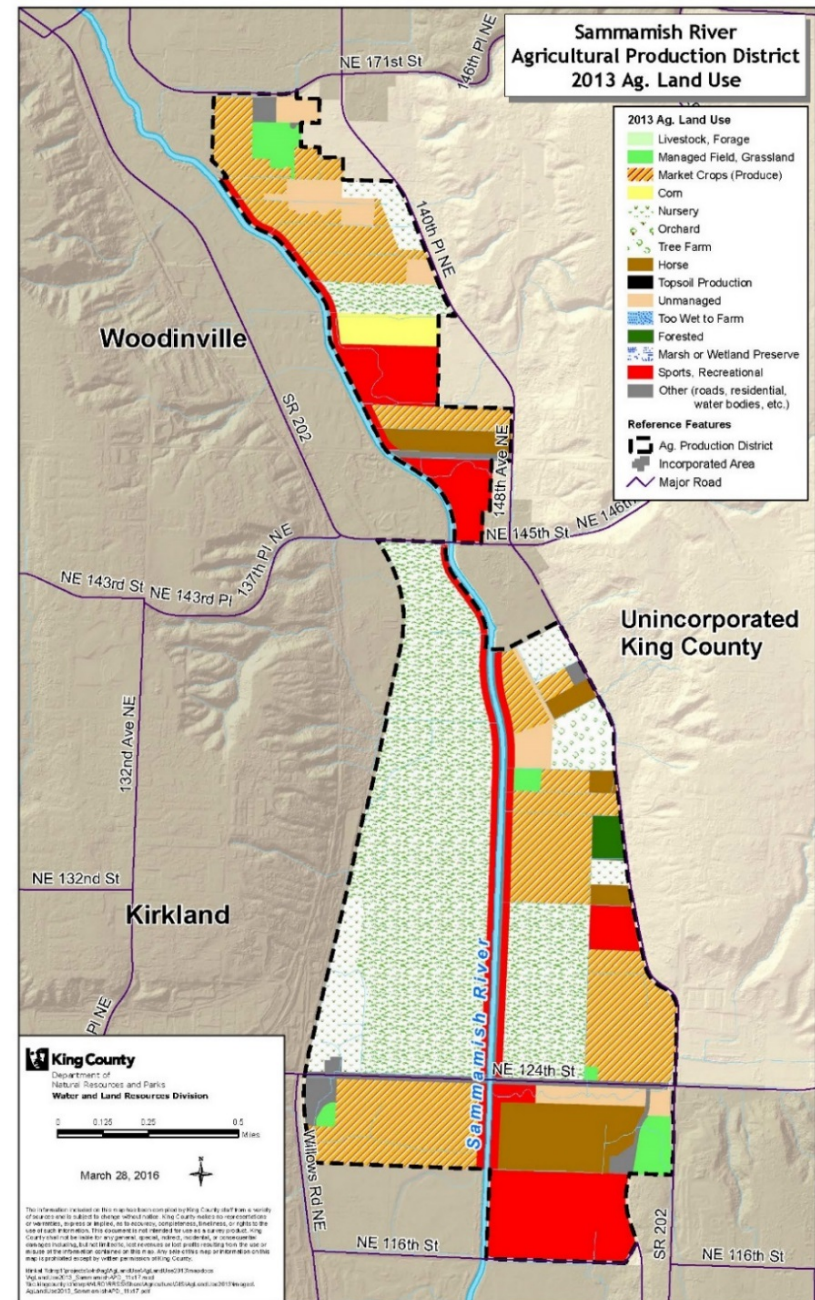
OPPORTUNITIES

- Growth in small Farms
- Small to medium scale food production
- Farm to table movement
- Nurseries, flowers, sod...

CONSTRAINTS

- Development pressure and encroachment
- Parcel sizes (relatively small for agricultural uses)
- Preservation of lands is challenging

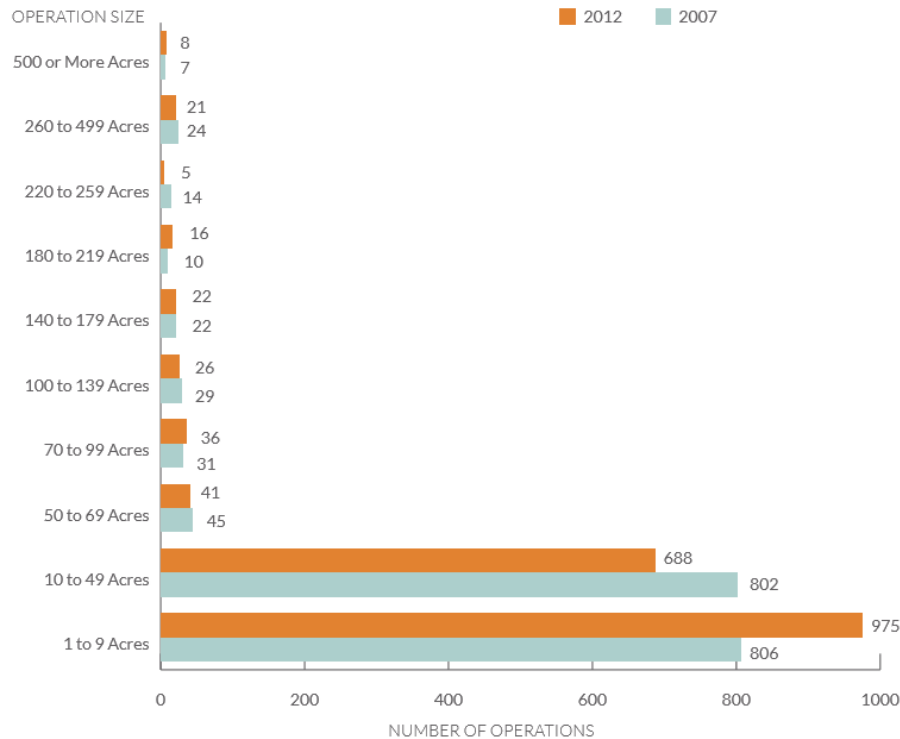
Exhibit 12. Agricultural Land Uses, Sammamish Valley, 2013



A key trend among farm operations in King County is the shift towards more small farms (in terms of acreage). From 2007 to 2012, farm operations in King County with 1 to 9 acres increased at a compound annual growth rate (CAGR) of 3.9% while total operations increased at a CAGR of 0.5%.

Operations in most of the higher size categories decreased from 2007 to 2012. Of the more than 1,800 total farms in King County, over 1,600 are less than 50 acres in size (Exhibit 13).

Exhibit 13. Agricultural Operations by Acreage King County, 2007 and 2012

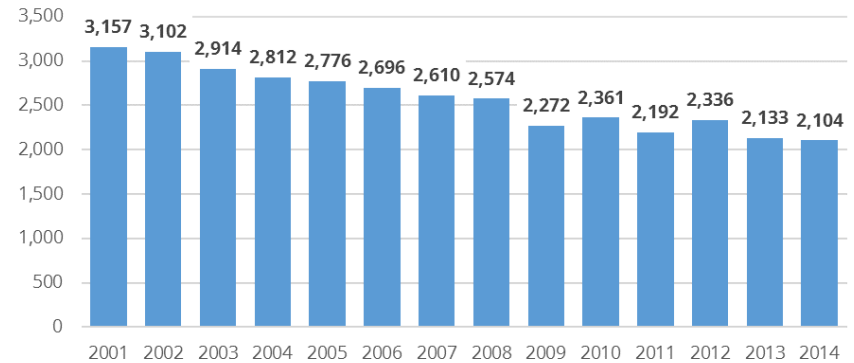


Source: National Agricultural Statistical Services, 2016.

The operational and acreage data indicate that the current trend in farming would potentially support smaller scale farming that is oriented towards local farmer’s markets, farm stands and other local retail and distribution channels. The Sammamish Valley in particular does not have what would be considered large tracts of available farmland. In fact, the area largely consists of smaller parcels averaging approximately 18 acres in size, with a significant number of parcels closer to 5 acres in size.

Covered employment—not including sole proprietorships or partnerships—in King County’s agricultural sector has declined since 2001 (Exhibit 14). This decline represents a compound annual growth rate of -3.1%. The data indicate that while the agriculture in King County is still of great value, it faces challenges as an industry in terms of employment opportunities and growth.

Exhibit 14. Agricultural Employment, King County, 2001-2014



Source: Puget Sound Regional Council, 2015.

In terms of the types of agriculture activity in King County, 57.9% of all agriculture land in King County is devoted to animal pasture and the production of animal products (Exhibit 15). The county's top field crop by acreage is hay and hayage with 7,600 acres harvested in 2012. Alfalfa hay, which is typically used as feed for dairy cows, accounted for only 303 acres of all hay production. Farms in the county harvested 1,021 acres of vegetables with pumpkins accounting for the largest share of total acreage (263 acres).

Exhibit 15. Agriculture Acreage by Commodity, King County, 2012

| Agriculture Land | Acreage | % of Total Acreage |
|-------------------------|----------------|---------------------------|
| Total Agriculture Land | 46,717 | |
| Animal Pasture | 27,063 | 57.9% |
| Crop Land | 19,654 | 42.1% |
| Corn | 1,945 | 4.2% |
| Vegetables | 1,021 | 2.2% |
| Pumpkins | 263 | 0.6% |
| Christmas Trees | 599 | 1.3% |
| Floriculture | 295 | 0.6% |
| Orchards | 295 | 0.6% |
| Apples | 137 | 0.3% |
| Berries | 231 | 0.5% |
| Blueberries | 124 | 0.3% |
| Grapes | 109 | 0.2% |
| Hay | 4,937 | 10.6% |
| Alfalfa Hay | 303 | 0.6% |

Sources: National Agricultural Statistical Service, 2013.

King County's agriculture sector made commodity sales totaling \$120.7 million in 2012 (Exhibit 16). The largest category was animal products, especially milk. More than half of King County's farms made sales of less than \$10,000 in 2012. Horticulture is an important element of King County agriculture: in 2012, the county had 1.4 million square feet of covered nursery space across 81 nurseries.

Exhibit 16. Agricultural Commodity Sales, King County, 2012, King County, 2001-2014 (Thousands of Dollars)

| Products | Sales |
|------------------|--------------|
| Commodity Totals | \$120,749 |
| Animal Products | \$76,737 |
| Milk | \$32,100 |
| Crop Totals | \$44,012 |
| Horticulture | \$27,938 |
| Floriculture | \$11,120 |
| Nursery | \$14,052 |
| Vegetables | \$4,711 |
| Fruit & Tree Nut | \$2,149 |
| Field Crops | \$708 |

Sources: National Agricultural Statistical Service, 2013.

The types of activity indicate that although pasture land and hay is the most prevalent agricultural use, there is a strong presence of farmers producing seasonal goods (fall and winter holidays) and vegetables to serve the nearby population centers of King County. This particular business model is an important economic activity in the Sammamish Valley and relates directly to tourism and the overall draw of visitors to the area. *Strategies may center around establishing mutually beneficial relationships between farmers the wine and beverage industry in the Sammamish Valley.*

Tourism in Woodinville

Tourism is an important economic cluster in Woodinville and the Sammamish Valley. In 2015, taxable retail sales from the accommodation, food services, and entertainment industry totaled \$87.8 million, 13% of total taxable retail sales in the city. The city's retail activities accounted for an additional 36.9% of total taxable retail sales (**Exhibit 17**).

Overall, the wine and beverage industry has a major impact on taxable retail sales in the City of Woodinville, not only in terms of direct wine sales but also ancillary industries and services like hotels, restaurants and other retail. Compared to King County in general, Woodinville receives a larger proportion of its taxable retail sales from winery activity and from wholesalers, which includes wine sold by the county's largest producers.

IMPLICATIONS FOR POLICY DEVELOPMENT

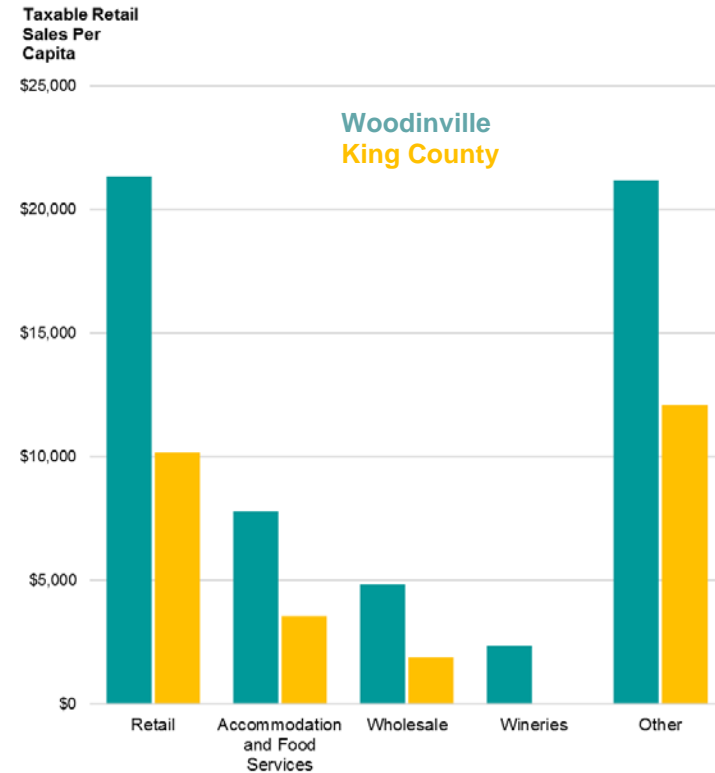
OPPORTUNITIES

- Synergistic to both agriculture and wine/beverage industry
- Opportunity to define agri-tourism for the region

CONSTRAINTS

- Transportation and circulation
- Competitive tourism market
- Coordination of various tourism experiences

Exhibit 17. Taxable Retail Sales per Capita, City of Woodinville, 2015



Sources: Washington State Department of Revenue, 2016; Washington State Office of Financial Management, 2016.

Transportation

Improvement of transportation and circulation was often cited as a key measure of future success in the Sammamish Valley. With the rapid growth of the wine industry in Woodinville the impacts of traffic and the lack of pedestrian facilities has become more apparent. As such, a high level assessment of current transportation conditions was conducted to inform the study. The analysis focused on the following areas:

- The existing road network
- Local versus pass through traffic
- Pedestrian circulation
- Rural roads and access

Fehr and Peers, a civil engineering and transportation consulting firm, was asked to help analyze transportation within the project study area. More specifically, they were tasked with assessing the existing conditions of the transportation network in the area and how the wine and beverage industry impacts it. **Exhibit 18** provides a snapshot of the areas toured and the typical conditions found at several location types, including rural wineries, Highway 202 and the Hollywood District within Woodinville.

Exhibit 18. Transportation Observations, Sammamish Valley, 2016



Character of areas away from arterials



Traffic on 148th – typical for King County near the urban area



Limited access on private road



Parking in the Woodinville Village site



No sidewalks, narrow shoulders, rural highway feel



Production winery in rural zoned area

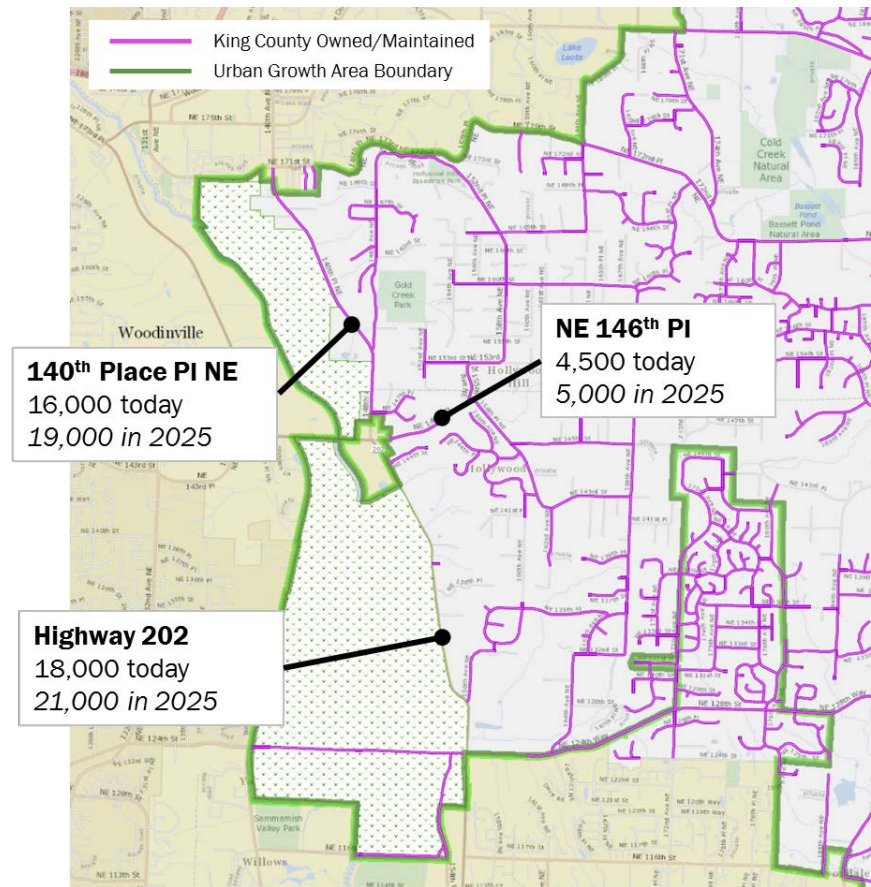
Source: Fehr and Peers, 2016.

Key Transportation Observations

Based on the aforementioned site visit as well as a review of existing traffic analysis and data, several observations surfaced regarding traffic and circulation in the Sammamish Valley. The observations link directly to the challenges and opportunities facing the area (see following page).

- > Traffic volumes are growing at about 2% per year, typical for this part of King County (**Exhibit 19**)
- > Future growth forecasts expect a similar increase in traffic
- > Most of the commute traffic passes through the area
- > More “local” traffic on weekends but most traffic is still “pass through”
- > King County intends to maintain the rural feel of roadways – no widening is planned
- > 202 which runs through the Sammamish Valley is a state highway and is controlled by the Washington State Department of Transportation

Exhibit 19. Projected Traffic Counts, Sammamish Valley, 2025



Source: King County, 2016; Fehr and Peers, 2016.

A variety of factors impact transportation planning in the area. Infrastructure challenges, growing commuter traffic as well as the unique operational attributes of wineries and tasting rooms creates a challenging transportation environment. **Exhibit 20** summarizes several key transportation related observations and potential opportunities that may be suitable for the area. The observations are based on the aforementioned analysis and site visit by the transportation consultant. They are used later in the analysis to inform the transportation focus area of the policy recommendations.

Exhibit 20. Transportation Observations and Opportunities

| CHALLENGES | OPPORTUNITIES |
|--|--|
| Traffic congestion is typical for King County; no plans to widen roads | Private shuttle system could be viable; the area has history with past shuttles |
| Walking and biking on SR 202 or 148th/140th is challenging | Look for long-term east-west connections to the Sammamish River Trail |
| High density of uses like tasting rooms and event spaces create parking and traffic issues | Restrict tasting rooms and event centers to be adjacent to arterial streets (could use a zoning overlay); limit access via shared private roads or driveways |
| Increased densities of wineries in residential areas may be incompatible with housing | Evaluate minimum lot sizes for production facilities; limit delivery activities to mid-day (non-commute, non-night) hours |
| Some roads are not meeting transportation concurrency standards | Limit the operating hours or size of tasting rooms/event spaces to be outside of the PM peak hour |

Source: Fehr and Peers, 2016.

Land Use in the Sammamish Valley

The Sammamish Valley and associated area where unincorporated King County and Woodinville meet is one of few areas in King County where urban, unincorporated and agricultural areas converge (**Exhibit 21**). Wineries and tasting rooms are primarily located within the City of Woodinville, while those located in unincorporated King County are all sited on Rural Zoned lands nearby. Below is a summary of the major jurisdictional boundaries and land use categories present in the study area.

Key Jurisdiction/Zones

- City of Woodinville
- Rural Area (unincorporated)
- Agricultural Protection District (Unincorporated)

Sammamish Valley Agriculture Production District (APD)

- Protect soils where agriculture is the principle land use
- One of five APD's in King County

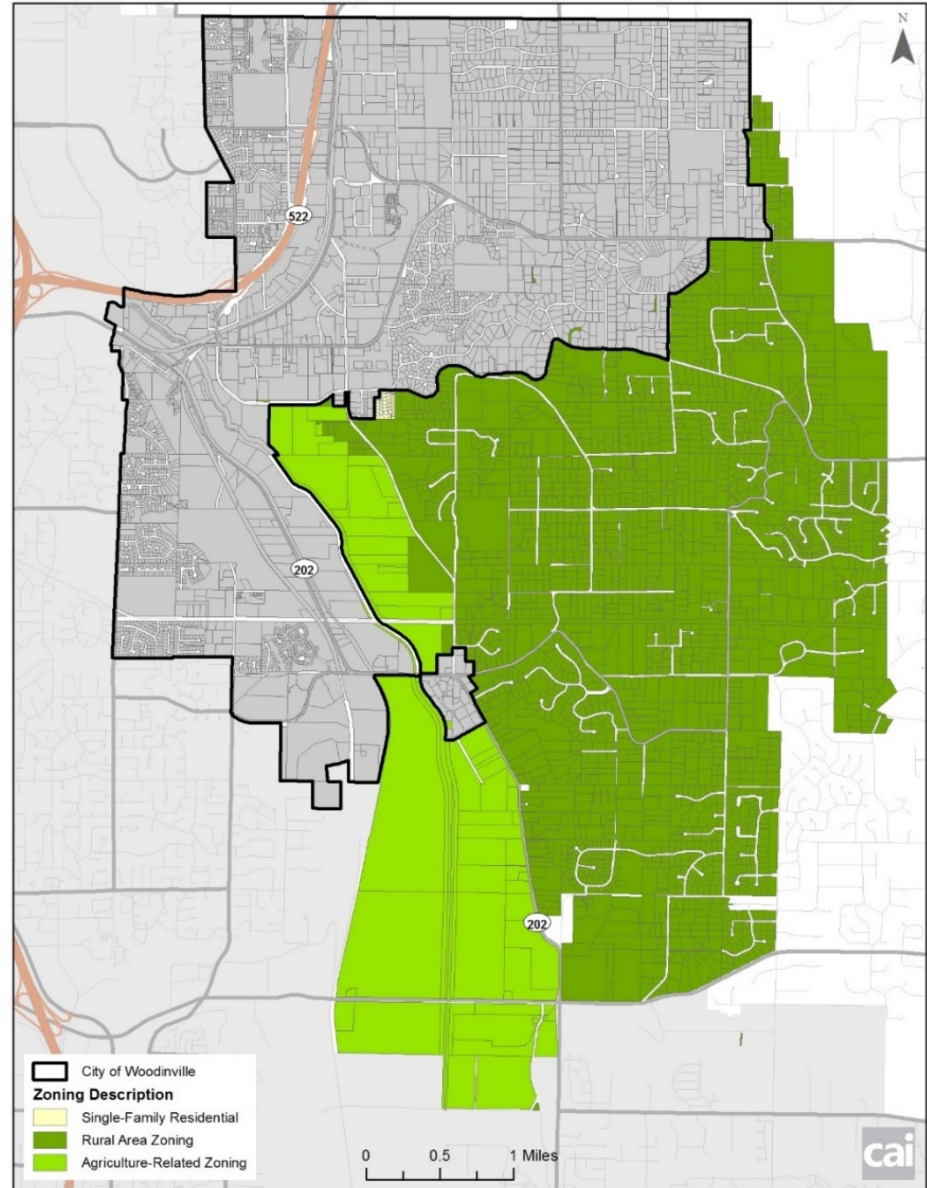
Rural areas

- Largely consists of low density residential uses
- Uses generally limited to be consistent with traditional rural environment

Urban

- Incorporated areas with more intense development consistent with City comprehensive plan

Exhibit 21. Zoning Designations, Sammamish Valley, 2016



Regional Guidance and Plans

The following provides an overview of planning documents and efforts that influence land use policy in the Sammamish Valley. The goals, policies and strategies cited impact all three key industries in the Valley – Wine and Beverage, Agriculture and Tourism.

PSRC Regional Economic Strategy

- The plan is currently being updated and may include some high-level references to the wine industry.

Comprehensive Plans

- King County’s draft Comprehensive Plan supports a diversity of agriculture-related activities, including wine production, and cites the Rural Economic Strategies as the guide for rural economic development.
- Woodinville’s Comprehensive Plan provides broad support for the wine industry, with specific direction to support the maintenance and enhancement of the Hollywood District as a “premier regional tourist destination for wineries, breweries, distilleries and complementary uses.”

King County Rural Economic Strategies

- The wine industry is addressed in the Recreation and Tourism Cluster, whose goal is to “strengthen and enhance the tourism and recreation cluster while ensuring that the business use and scale is compatible with the area in which the activity or activities are located or provided.”

King County Agriculture Program

- The program has resulted in the designation of about 41,000 acres of farmland (representing 3% of the county’s farmland) in five Agricultural Production Districts (APDs) established in 1985.
- The Sammamish APD, which covers 1,000 acres, is the county’s smallest APD; *almost 75% of the APD is enrolled in the Farmland Preservation Program*, meaning that their development rights have been purchased to encourage agricultural uses in perpetuity.
- The King County Agriculture Commission is a 15-member advisory body that provides recommendations on issues related to agriculture brought forth by the community, agencies or others.

King County Local Food Initiative

- Started in 2014 by King County Executive Constantine to support the local farming economy by connecting consumers with farms, preserving farmland, increasing access to healthy food and making the food supply chain more sustainable.

Washington State Wine Commission

- The state agency, funded primarily by assessments on grape and wine sales, promotes awareness of Washington’s wine industry through marketing, education and supporting industry-related research.

Exhibit 23 illustrates the land uses across Woodinville and the Sammamish Valley at the parcel level. The map shows the general pattern of uses in the area, with single family representing the most prevalent use in unincorporated King County.

In **Exhibit 22** Parcels characteristics are analyzed based on their general zoning designations – rural and agriculture. Average parcel sizes in agriculture zoned areas are significantly larger than those found in Rural zoned areas within the general study area. The rural zoned area largely consists of single family uses with higher assessed values and overall density. In general, the areas are distinct in terms of their lots sizes and valuation.

Exhibit 22. Parcel Characteristics, Sammamish Valley, 2016

Parcel Characteristics by Zoning

Rural Zoned Lands (RA 2.5 and RA 5)

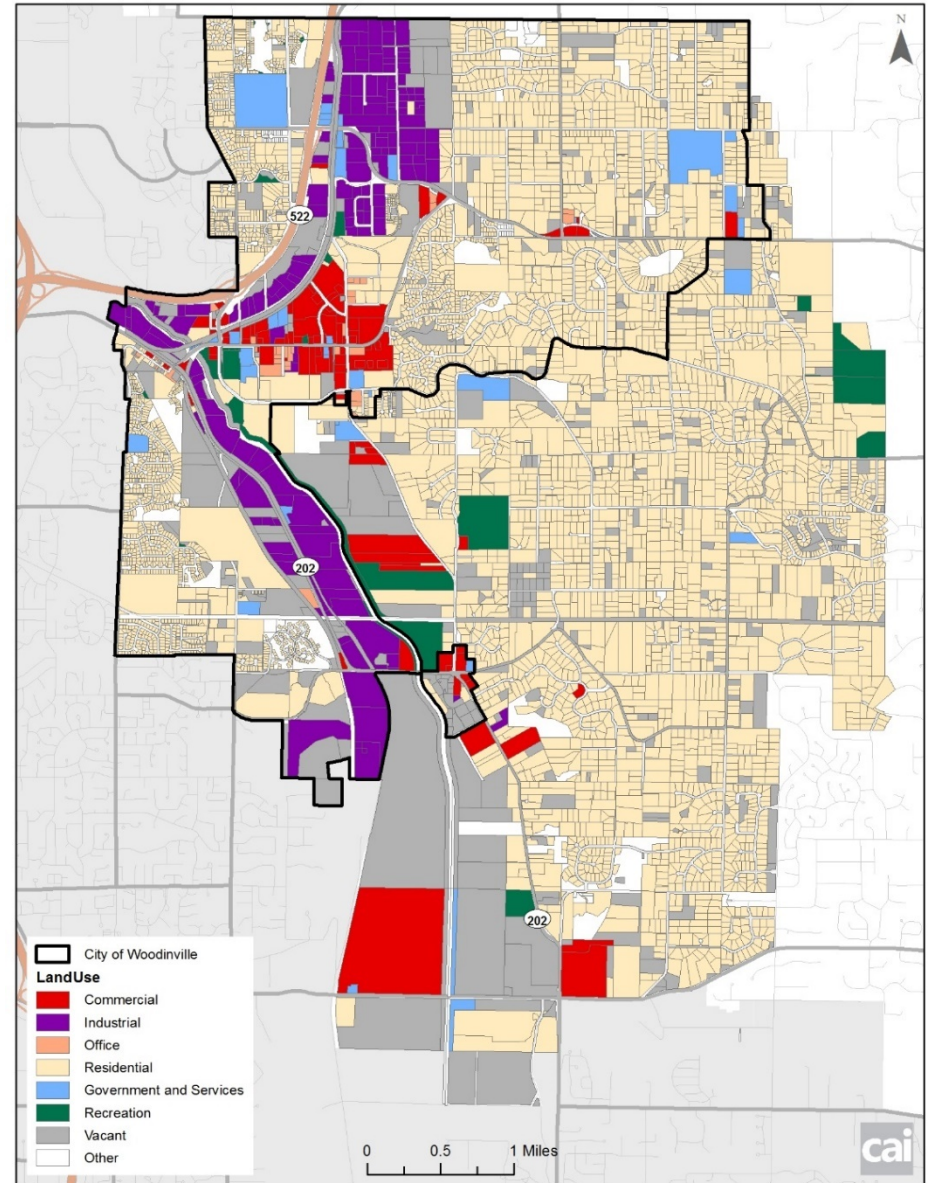
| | |
|--------------------------------|-----------|
| Average Acres | 1.4 |
| Average Land Value | \$316,267 |
| Average Improvement Value | \$365,424 |
| Average Floor Area Ratio (FAR) | 0.07 |

Agriculture Zoned Lands (A-10)

| | |
|---------------------------|-----------|
| Average Acres | 18.2 |
| Average Land Value | \$469,977 |
| Average Improvement Value | \$166,493 |
| Average FAR | 0.01 |

Source: Community Attributes Inc., 2016; King County Assessor, 2016.

Exhibit 23. Parcel Land Uses, Sammamish Valley, 2016



Policy Today

Important in understanding current development patterns and trends is the policy set forth by King County for the wine and beverage industry. Policy currently allows for wineries and tasting rooms in unincorporated King County but also includes specific requirements and limitations on where and how they may locate and operate. **Exhibit 24** on the following page provides a more detailed breakdown of current land use regulations for unincorporated King County in the Sammamish Valley. The table breaks down zoning regulations in terms of each applicable zone and how the wine and beverage industry may or may not operate. Currently, the industry may locate in agriculture or rural zoned areas through accessory use allowances, which includes home occupations, home industry, retail and manufacturing (as accessory uses)

Overall, an important consideration in evaluating current land use regulations is asking where wineries and breweries can locate today in the Sammamish Valley. Below is a breakdown of the general areas where they may locate.

- > **City of Woodinville**
 - Industrial zoned areas
 - Industrial zoned areas with Tourist Overlay
 - Hollywood District (Tourist Business Zoning)
- > **Unincorporated Agriculture Zoned Lands**
 - Agriculture Production District (A-10 Zoning)
- > **Rural Zoned Lands**
 - Rural areas (RA-5 and RA-2.5 Zoning)

Current Approach for Unincorporated King County

The approach to regulating the wine and beverage industry in unincorporated King County consists of the following attributes:

- Permitted, accessory and conditional uses
- Limits on size of facility based on size of lot or existing businesses/home
- Minimum lot size requirements
- Production process (produced on site or sourced from within region)
- Parking
- Special event permits
- Liquor and Cannabis Board
- Liquor and health department permitting
- Public Health Permitting
 - Approved water source
 - Waste water disposal (septic)
 - Food permit

***Note:** Regulations regarding food permits are set forth in the Washington state food code (mirrored in the KC Board of Health Code)*

Exhibit 24. Land Use Regulations Summary, Sammamish Valley, 2016

| Zone and Primary Use | | |
|---|--|---|
| <p>A-10 Agriculture, single family residential detached (for farm owners and workers); purpose is to provide long-term protection for farmland in the county</p> | <p>RA-5 Residential, intended to preserve long-term rural character and avoid conflicts with resource lands; established where lot sizes were predominately greater than 5 ac but less than 10 ac prior to adoption of 1994 Comp Plan</p> | <p>RA-2.5 Residential, intended to preserve long-term rural character and avoid conflicts with resource lands; established where lot sizes were predominately less than 5 ac prior to adoption of 1994 Comp Plan</p> |

Accessory Uses for A and RA Zones

| Home occupation <i>KCC 21A.30.085</i> | Home Industry <i>KCC 21A.30.90</i> | Retail <i>KCC 21A.08.070(B)(7)</i> | Manufacturing <i>KCC 21A.08.080(B)(3)</i> |
|--|--|---|---|
| <ul style="list-style-type: none"> • <u>A and RA Zones</u> • Permitted Use • Must be operated by resident of dwelling unit • Floor area not to exceed 20% of the dwelling unit • Sales of items grown, produced or fabricated on-site are allowed; items that support agriculture are allowed on sites \geq 5 ac • Max outdoor area: 440 SF (lot < 1 ac); 1% of lot size up to 5,000 SF (lot \geq 1 ac) | <ul style="list-style-type: none"> • <u>A and RA Zones</u> • Conditional Use • Must be operated by resident of dwelling unit • Floor area not to exceed 50% of residential floor area • Minimum 1 acre lot • Sales of items grown, produced or fabricated on-site are allowed; • Maximum of 6 employees on site | <ul style="list-style-type: none"> • <u>A and RA Zones:</u> Covered sales area not to exceed 2,000 GSF, as permitted use • Site area must be 4.5 ac or larger • 40% \geq gross sales must be sold by producers of primary agricultural products • 60% \geq gross sales must be derived from products grown in Puget Sound counties • Sales are limited to agricultural products and locally made arts/crafts | <ul style="list-style-type: none"> • <u>A zone only:</u> Only allowed on sites where the primary use is SIC Industry Group No. 01-Growing and Harvesting Crops or No. 02-Raising Livestock and Small Animals Site area must be 4.5 ac or larger • Floor area for processing not to exceed 3,500 SF (Permitted); total floor area of all structures not to exceed 8,000 SF (see below regarding conditional use requirements) • Site area must be 10 ac or larger if total floor area of all structures is 6,000 SF or greater and at least 2.5 ac must be for growing agricultural products (Conditional) • Min. 75' setback from adjoining residential and rural area zones • 60% \geq products processed must be grown in Puget Sound counties • Tastings allowed, space included in floor area limitation |

Source: Community Attributes, Inc.; King County Land Use Code, 2016

Blank.

Stakeholder and Community Engagement

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STAKEHOLDER AND COMMUNITY ENGAGEMENT

Important in developing sound policies of consideration by King County policy makers providing an opportunity for the public and stakeholders both to provide input and feedback. In the Sammamish Valley there are a number of interested parties, including local businesses, residents and City official to name a few. As such, the community engagement process and stakeholder workshops are instrumental in the formation and vetting of potential policy recommendations and strategies.

Stakeholder Working Group

The collective expertise and experience of the stakeholder working group was a critical component of the study. The diverse group, described in detail later in the report, provided a crucial sounding board for both the analysis and development of policy options. The primary goal of the group is to help guide policy development and provide valuable insight on priorities and issues in the Sammamish Valley

Meeting Focus and Goals

- Identify major opportunities
- Identify obstacles
- Present possible solutions (& competing ideas)
- Present & discuss common interests
- Explore alternatives
- Identify trade-offs
- Review public input

Project Website and Public Comment Tool

In order to solicit public feedback and provide an up to date project portal CAI, in collaboration with King County, developed a project specific website. A key component of the site was the public comment tool, allowing participating member of the public a place to voice their priorities, concerns and support.

Public Meeting

The public meeting provided an opportunity for Sammamish Valley residents and business owners to learn more about the project and provide their feedback. Conducted in an open house format, the meeting included detailed information on the project findings and analysis as well as opportunities for public comment and discourse through a presentation and Q&A.

Stakeholder Working Group

The established goals of the stakeholder work group were to inform the study issues, provide feedback on development of potential options and to form a focused dialogue to complement broader public outreach efforts. Representatives of various industries and organizations were invited to participate in order to bring a broader and more diverse range of perspectives. This includes representative of local homeowners, the agriculture industry, local government and the local wine industry (**Exhibit 25**).

Exhibit 25. Stakeholder Working Group Roster

| Name | Organization |
|------------------|---|
| Roger Porter | Cherry Valley Winery |
| Rob Odle | City of Redmond |
| Bernie Talmas | City of Woodinville |
| Greg Lill | Delille Cellars |
| Carrie Alexander | Force Majeure Winery |
| Louise Miller | Former King County Councilmember |
| Bryce Yadon | Futurewise |
| Dave Witt | Greater Woodinville Chamber of Commerce |
| Ron Baum | Hollywood Hill Association |
| Roger Calhoun | King County Agriculture Commission |
| Tom Quigley | Sammamish Valley Alliance |
| Carol Munro | Ste. Michelle Wine Estates |

Initial Stakeholder Interview Themes

Initially, interviews with stakeholder were conducted to help inform upcoming meetings and frame the priority issues and ideas in the area. Below is a summary of the themes that surfaced from those initial conversations. The themes represent the initial perspectives of the stakeholders.

Priorities and Outcomes

- A broader vision of growth and inclusion
- Educate wineries and the agricultural community to better understand the impacts each has on the other
- Develop clarity in the County’s rules and regulations
- Explore capacity for growth in Woodinville
- Preserve farmland

Challenges

- Balance growth in the wine industry with property rights and preservation concerns
- Land use regulations are hard to understand
- Infrastructure deficiencies, including septic access, pedestrian traffic, and pass-through traffic

Opportunities

- Bring agriculture, wineries, city government, and residents together
- Opportunity for farms to leverage the wine industry
- Improve communication and clarity on regulations surrounding establishing wineries in unincorporated King County

Stakeholder Workshop Themes and Takeaways

A total of five meetings were held with the Stakeholder working group. Below is a summary of the general agenda for each meeting as well as the themes from applicable workshops.

- **Meeting 1.** Project introduction and framing
- **Meeting 2.** Existing conditions and discussion
- **Meeting 3.** Transportation and initial policy discussion
- **Meeting 4.** Policy recommendation workshop
- **Meeting 5.** Review of draft report and policy recommendations

Workshop 1

Goals and Priorities

- Define the study area
- Accommodate growth of the wine industry within the City of Woodinville
- Preserve and protect the agricultural lands and the rural area
- Identify the character and ambience of the area
- Address traffic and circulation; explore transit opportunities and bike-share
- Maintain and improve the general quality of life for the residents of the rural area
- Highlight tourism and hospitality opportunities

Workshop 2

Supply and Demand

- Warehouse market prices challenge wine production in town
- Cheaper business costs in unincorporated county; cheaper prices

Regulations

- Need consistency among jurisdictions
- Lack of regulation → confusion
- Zoning can be an asset
- Distinguish tasting rooms from wineries in the County's regulations and zoning
- Enforcement → County accountability

Focus Areas

- Focus on lot size requirements
- Focus on transit solutions/circulators
- Focus on compatible land uses

Workshop 3

Transportation

- Private undeveloped sites currently provide parking for many visitors
- There are limited financial resources for road improvements, especially roadways in rural unincorporated areas
- How can access to and from wineries/businesses be improved?
- Transportation issues and solutions are not about overall traffic volume, rather, the focus should be on pedestrian and alternative multimodal access

Policy Discussion

- Enforcement
- Rural Areas
- Growth
- Regulations

Stakeholder Defined Goals

An important component of the initial stakeholder meetings was the establishment of overarching goals the Sammamish Valley and wine and beverage industry. The goals were revisited with each stakeholder meeting and reflect the key discussion points and priorities of the various stakeholders. The goals not only provided guidance for the stakeholder meetings but also serve as an important component of the policy recommendations developed for the study area (see Policy Recommendations section).

I. Industry and Economic Development

- i. Accommodate and manage growth of the wine & beverage industry
 - Within the City of Woodinville
 - Within King County
- ii. Preserve and protect the agricultural lands in King County for food production and rural strategies
- iii. Foster tourism in the study area

II. Urban and Rural Planning

- i. Preserve the character and ambience of the area
- ii. Address traffic and circulation; explore transit opportunities and bike-share
- iii. Maintain and improve the general quality of life for the residents of the rural area
- iv. Update regulations to be contemporary and enforceable

Public Meeting and Online Comments

The twofold approach of both an online comment tool and a public workshop provided two distinct venues for the public to provide input.

Project Website and Public Comment Tool

The project website and public tool served as a valuable tool to solicit feedback from the public. The comments and ideas provided by the public were organized into overarching categories, illustrated in Exhibits 26 and 27. Almost 90 online comments were received during May and June of 2016. In addition, the County received comments via direct emails, including several detailed proposals from interested business owners and residents.

Exhibit 26. Online Comments by Category

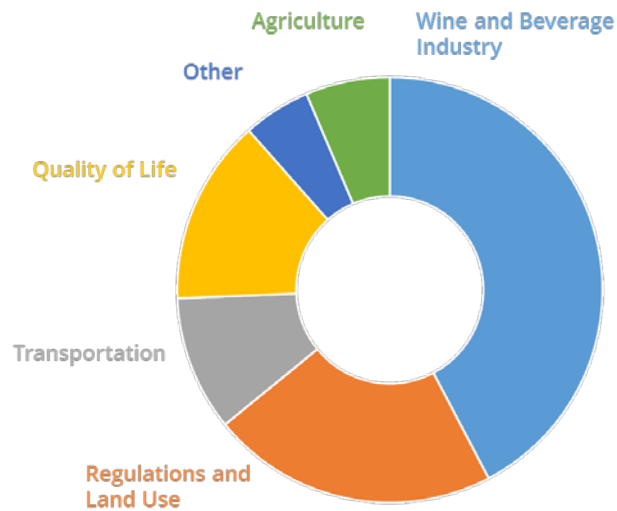
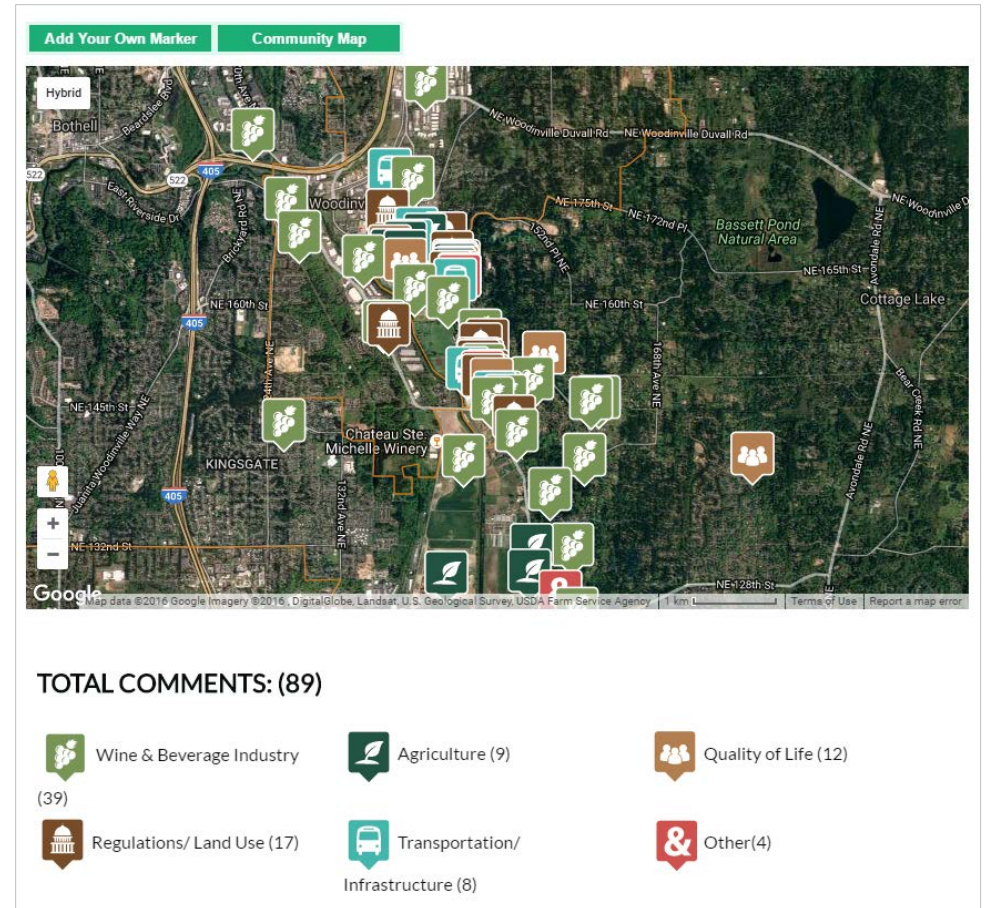


Exhibit 27. Public Comment Tool Map, 2016



Public Meeting

On June 15th King County hosted a public meeting and invited members of the public to learn more about the study. In addition, the primary goals for the meeting were to provide:

- Opportunity for public to provide feedback on key focus areas identified through the study
- Opportunity for the public to voice their concerns and offer their ideas and solutions

The meeting, which was standing room only, illustrated the high level of interest in the wine and beverage industry and its overall impact on the area. As previously mentioned, the open house format offered the public the opportunity to view study details and progress made by the stakeholder working group. In addition, a Q&A session provided residents and businesses with a forum to discuss key issues related to land use and economic development policy.

Public Meeting



Public Comment Themes and Priorities

The following is a synopsis of public comments received via the multiple channels setup for the project, including the online comment tool, the public meeting and individual emails. *For more detail refer to the public comment section in the appendix.*

Industry (wine, agriculture, tourism)

- Wine tourism benefits from rural/agricultural land by creating a “romantic” atmosphere
- Eastern Washington has the potential to be the Napa of the North
- Farmland in Woodinville should be preserved for food production
- Rural character attracts residents
- The growing wine and beverage industry is increasing the value of agricultural land

Suggested Actions

- Exempt wineries operating a vineyard in RA or AG zones from a conditional use permit
- Small Residential Owner Occupied Wineries that offer private tastings should be allowed as a temporary trial permitted activity

“My wife and I recently moved to this area, in part because of the local wine scene. We love living so close to so many incredible wineries. Please do whatever it takes to support these local businesses. They are an incredible asset for our community.”

Urban and Rural Planning

- There are too many tasting rooms in Woodinville already

- Sewer and water infrastructure can’t accommodate wine tourism
- Improved bike and pedestrian access will help grow tourism

Suggested Actions

- Directing wine and beverage industry growth along SR 202 would minimize traffic congestion
- Add a sidewalk along 171st up Hollywood Hill for pedestrians to walk to town

“With the burgeoning tourist interest in wine tasting the infrastructure/sidewalks/ parking is quickly becoming inadequate. Growth is inevitable. Let’s have some planning and control.”

Regulatory/Enforcement

- Zoning should be revamped to better define growing wine and beverage industry
- This issue will continue to crop up unless King County starts policing and enforcing
- Adopting new rules to accommodate those in violation sets a bad precedent for King County
- Follow existing GMA rules, which were set up to keep development in the city and protect agricultural land

Suggested Actions

- Consider creation of an agri-tourism district or overlay zone to concentrate wineries and tourism facilities

“Revamp the county zone regulations to better define the wine & beverage industry since the business is only growing in the area. If we don’t do it now we are going to be further behind the growing industry.”

Blank.

Policy Recommendations

Blank.

POLICY RECOMMENDATIONS

The following policy recommendations incorporate feedback and ideas from the following sources:

- Stakeholder working group
- Public comment received during a public workshop as well as through the online project portal
- Analysis of existing conditions

The recommendations were developed over the course of five meetings with the stakeholder working group. The working group was tasked with providing guidance on the initial policy ideas and worked towards more specific recommendation throughout the course of the project. *The policy recommendations are presented here to represent the broad perspectives of the stakeholder group and public, meaning the recommendations do not represent a consensus opinion, but rather a broader series of options for policy makers to consider.*

Key attributes of the policy development process included:

- Understanding of existing conditions
- Establishment of goals
- Consideration of public comment
- Incorporation of the broad perspectives of the stakeholder working group

The goals established early on for the stakeholder group provide high level guiding statements and were leveraged as a framework for policy development and deliberation. The goals are outlined below and represent the priorities and objectives of the stakeholder working group.

Goals for Policy and Strategy Development

Industry and Economic Development

- 1) *Accommodate and manage growth of the wine & beverage industry*
 - a. *Within the City of Woodinville*
 - b. *Within King County*
- 2) *Preserve and protect the agricultural lands in King County for food production and rural strategies*
- 3) *Foster tourism in the study area*

Urban and Rural Planning

- 4) *Preserve the character and ambience of the area*
- 5) *Address traffic and circulation; explore transit opportunities and bike-share*
- 6) *Maintain and improve the general quality of life for the residents of the rural area*
- 7) *Update regulations to be contemporary and enforceable*

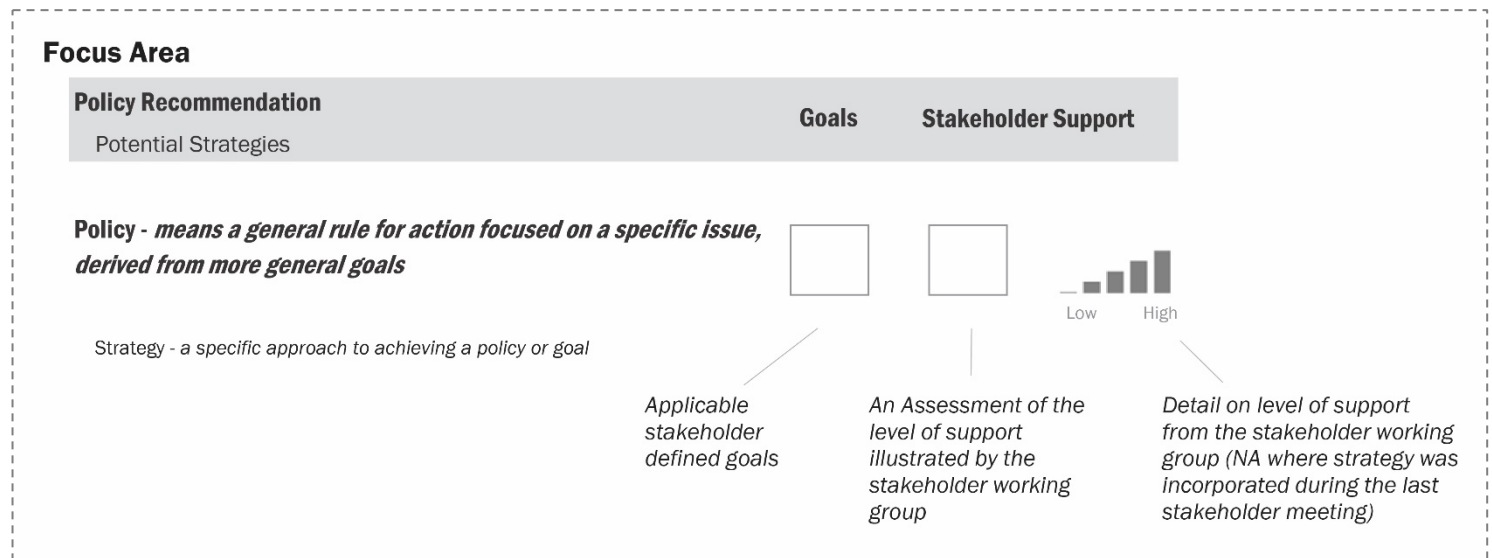
Policy Development and Structure

How to use this document...

In order to provide a framework for the stakeholder working group, King County staff and King County policy makers, policy recommendations are organized into five focus areas (see Focus Area Framework). General policies are provided for each focus area followed by more specific strategy options. Each strategy includes an associated goal (or goals) that it works to implement. The goals established by the stakeholder working group provide high level objectives that strategies are subsequently aligned with. Also included is an indication of the level of support expressed by the stakeholder working group for each strategy (see Stakeholder Support). The strategies are meant to be ideas for further consideration and represent the varying perspectives of the stakeholder working group and public. See *below for an example focus area section.*

It is important to note that the policies and strategies put forth are meant to represent a series of options for King County policy makers to consider. The level of support and associated goals are meant to provide context and for future decision making.

Example. Each focus area has associated policy recommendations and strategies organized as follows:



Focus Area Framework

Below are the five focus areas developed for policies and associated strategies:

1. Defining and Implementing

2. Wine, Beverage, and Tourism Industries

3. Transportation

4. Agriculture Areas & Industry

5. Rural Zoned Areas

Defining and Implementing

Policies and strategies focused on better defining the wine and beverage industry and improving the enforcement of adopted rules and regulations.

What We've Heard

Implementation

- Enforcement needs to be a priority for the county
- Current regulations are difficult to understand and not well communicated
- Transportation impacts, especially related to events, need to be regulated and controlled

Defining the Industry

- Define the wine and beverage industry based on current trends and growth
- Better define the following:
 - Retail/tasting room facilities
 - Locations with both types of facilities
 - Events

1. Defining and Implementing

| Policy Recommendation | Goals | Stakeholder Support |
|---|-------|---------------------|
| Potential Strategies | | |
| Policy 1.1 Improve enforcement of wineries and communication of regulations and policies | | |
| 1.1.1 Review current methods and commit to a more consistent land use enforcement program in the Sammamish Valley | 7 | Strong |
| 1.1.2 Create a wine and beverage industry tool kit and/or bulletin for prospective businesses in unincorporated King County to improve awareness of adopted rules and regulations | 1, 7 | Strong |
| 1.1.3 Establish a business license for wine and beverage production establishments in unincorporated King County to assist in regulating and monitoring growth in the industry | 7 | Mixed |
| Policy 1.2 Define the wine and beverage industry more clearly | | |
| 1.2.1 Production Facilities-- define based on the size and scale of the facilities and use this definition to scale regulations | 1, 7 | Mixed |
| 1.2.2 Limit impacts of tasting rooms through regulation of number of events, size of events, and hours of operation | 6, 7 | Mixed |
| 1.2.3 Develop new definitions for tasting rooms, special events, winery production facilities, and other associated uses | 5, 7 | Mixed |

Wine, Beverage and Tourism Industries

Policies and strategies focused on economic development as it relates to three key industries in the Sammamish Valley.

What We've Heard



Wine and Beverage Industry

- Prosperous industry with continued growth opportunities
- Woodinville cluster is important asset
- There is a lack of suitable space for tasting rooms and wineries
- Compatibility with surrounding neighbors is a concern
- The rapid growth of the industry is impacting the surrounding community

Tourism

- Synergistic to wine and beverage and agriculture
- Recognize the opportunity for coordinated tourist experiences
- Parking, transportation and circulation is a significant challenge
 - The regional tourism market is competitive - there are other competing locations

2. Wine, Beverage, and Tourism Industries

| Policy Recommendation | Goals | Stakeholder Support |
|--|-------|--|
| Potential Strategies | | |
| Policy 2.1 Support growth of the wine and beverage industry in Woodinville and Unincorporated King County and the growing tourism draw that it has become | | |
| 2.1.1 Support development of mixed use wine and beverage facilities in Woodinville that support and boost the tourism industry and the area's reputation as a food destination | 1, 3 | Strong  |
| 2.1.2 Engage the Port of Seattle in supporting the wine industry in the Sammamish Valley and Woodinville through, for example, partnerships with the cruise ship industry | 1 | Strong  |
| 2.1.3 Establish a Business Improvement District (BID) that includes wineries located in Woodinville and/or unincorporated King County (see 2.1.4) | 1, 3 | Mixed  |
| 2.1.4 Consider creation of an agri-tourism district or overlay zone to concentrate wineries and tourism facilities | 1, 2 | Mixed  |
| 2.1.5 Support agriculture in the Sammamish Valley as a synergistic component of the tourism and wine and beverage industries | 2, 3 | Strong NA |


Transportation

Policies and strategies addressing transportation challenges and potential improvements and requirements.

What We've Heard

- There is limited public parking serving the Hollywood District in Woodinville and King County
- Walking and biking on SR 202 or 148th/140th is challenging
- Transportation impacts, especially related to events, need to be regulated and controlled
- Alternative forms of transportation and to and from the area should be explored because of parking and access challenges

3. Transportation

| Policy Recommendation | Goals | Stakeholder Support |
|--|---------|--|
| Potential Strategies | | |
| Policy 3.1 Address transportation challenges through improved wine and beverage industry regulations and alternative means of access | | |
| 3.1.1 Study the feasibility of instituting a weekend shuttle service from Downtown Woodinville, Marymoor Park or other park & ride lots through a partnership between King County and the City of Woodinville (see 3.1.3 for a potential funding source) | 1, 5, 6 | Strong  |
| 3.1.2 Explore the feasibility of a bicycle rental program through partnerships with local companies and/or non profits and improve biking access from trails to local businesses | 5 | Strong NA |
| 3.1.3 Explore funding mechanisms such as a Business Improvement District to fund alternative means of transportation (off site parking, shuttle system, bicycle rental program) | 1, 3, 5 | Mixed  |
| 3.1.4 Develop long term east-west connections – explore Eastside Rail Corridor concepts to develop a shared use path along 145th connecting to the Sammamish River Trail | 3, 5 | Strong  |
| 3.1.5 Limit tasting room and other facilities that are accessed via shared private roads or driveways | 4, 5, 6 | Mixed  |
| 3.1.6 Conduct an interjurisdictional transportation study to fully vet traffic growth, concurrency, impacts and potential mass transit solutions | 5, 7 | Mixed NA |
| 3.1.7 Limit the operating hours or size of tasting rooms/event spaces to be outside of the PM peak hour of traffic | 5, 6 | Low  |
| 3.1.8 Improve the pedestrian environment and overall pedestrian safety in the Sammamish Valley, especially those areas connecting major tourism draws and winery concentrations | 5, 6 | Low NA |

Agriculture Areas and Industry

Policies and strategies focused on the agriculture industry and the agriculture zoned lands that are located within the Sammamish Valley (the Sammamish Valley Agriculture Production District). The policies are specific to dialogue and analysis related to the Sammamish Valley but are meant to provide guidance for agricultural areas within all of unincorporated King County.

What We've Heard

- Continue to limit retail and commercial activities on agricultural zoned lands
- Improve the economic viability of agricultural activities on these lands
- Limit retail/commercial activities to those are directly related to compliment agricultural production

4. Agriculture Areas & Industry

| Policy Recommendation | Goals | Stakeholder Support |
|---|---------|---------------------|
| Potential Strategies | | |
| Policy 4.1 Limit non agriculture uses on agriculture lands while improving economic opportunities for land owners and farmers | | |
| 4.1.1 Continue to support retail sales of locally grown products on agricultural zoned lands | 2, 3 | Strong |
| 4.1.2 Limit changes to the current agricultural production zone rules and regulations | 2, 4 | Strong |
| 4.1.3 Explore greater flexibility for specific uses on agricultural zoned lands not protected under the Farmland Preservation Program | 1, 3 | Low |
| 4.1.4 Explore and facilitate additional development right purchases for agricultural zoned properties in the Sammamish Valley | 2, 4 | Strong |
| 4.1.5 Direct wine and beverage industry facilities looking to locate in unincorporated portions of the Sammamish Valley to properties located along arterial roads (see 5.2.5) | 1, 5, 7 | Mixed |
| 4.1.6 Explore potential impacts of expanding the locally grown requirement for product sales in agriculture zones (currently at 60% originating from the Puget Sound) to include Washington State | 1, 3 | Mixed |

Note: 4.1.5 is also included in the Rural Zone Areas section of the policy recommendations

Rural Zoned Areas

Policies and strategies focused on the rural zoned areas (RA) within the Sammamish Valley. The policies are specific to dialogue and analysis related to the Sammamish Valley but are meant to provide guidance for rural zoned areas within all of unincorporated King County.

What We've Heard

- Limit the negative impacts of wineries and tasting rooms on rural communities
- The proximity and clustering of small, rural tasting rooms is valuable and should be supported
- Regulate wineries and tasting rooms through better definitions
- Regulate wineries based on production, size and scale

5. Rural Zoned Areas

Policy Recommendation

Potential Strategies

Goals

Stakeholder Support

5.1 Improve and clarify regulations in rural zoned areas for businesses in the wine and beverage industry

| | | | | |
|-------|---|---------|-------|--|
| 5.1.1 | Differentiate between tasting room only facilities and winery production facilities in terms of land use regulations in unincorporated King County | 7 | Mixed | |
| 5.1.2 | For production facilities, regulate based on the production scale of the facility (cases produced vs. overall sq. ft.) and create greater flexibility for smaller scale production facilities | 1, 7 | Mixed | |
| 5.1.3 | Consider smaller lot size requirements in the study area for smaller production facilities (not applicable to subdivisions of land) | 1, 7 | Low | |
| 5.1.4 | Develop regulations that limit hours of operation, special events, and overall traffic to facilities where appropriate and tailor regulations for distinct neighborhoods within the RA Zone | 4, 5, 7 | Mixed | |

5.2 Support the wine and beverage industry in rural zoned areas while protecting the existing quality of life for residents

| | | | | |
|-------|--|---------|--------|--|
| 5.2.1 | Limit negative impacts of production facilities and tasting rooms on neighboring and adjacent properties | 4, 6 | Strong | |
| 5.2.2 | Allow for wine and beverage industry uses through the home occupation regulations and be clear about when tasting rooms/production facilities can exist outside of a home occupation | 1, 7 | Strong | |
| 5.2.3 | Change requirements for grapes to be grown to extend to all of Washington (see 4.1.6) | 1, 7 | Mixed | |
| 5.2.5 | Direct wine and beverage industry facilities looking to locate in unincorporated portions of the Sammamish Valley to properties located along arterial roads (see 4.1.5) | 1, 5, 7 | Mixed | |

Next Steps and Implementation

The policies and strategies put forth in the study will be used by the County to guide next steps in the Sammamish Valley related to the growing wine and beverage industry. The study will serve as a resource in establishing more specific actions, such as land use code amendments, and provide policy makers with a guiding document of future policy development. In the short term, the County's most immediate steps will center on implementation in the following priority areas.

Enforcement of the Wine and Beverage Industry. The County will leverage the study to develop an equitable enforcement approach to coincide with existing and/or potential zoning and regulatory changes that are made as a result of actions taken to implement components of the study.

Tourism and Transportation. The County will work with the City of Woodinville to evaluate the feasibility of moving forward with recommended policy options, such as an incubator space within Woodinville, weekend shuttle service and parking/non-motorized solutions.

Zoning and Regulations for Wine and Beverage Industry Uses. The County will now move forward with a more in depth evaluation of potential zoning and regulatory changes related to current land use and development requirements. The policies and strategies contained in the study will inform which areas the county will focus on for further study. Any future code or regulatory amendments will be conducted through the County's normal processes for zoning and regulatory changes.