



## County of San Mateo Planning & Building Department

# Agricultural Advisory Committee

BJ Burns  
Jess Brown  
Judith Humburg  
Louie Figone  
William Cook  
Cynthia Duenas

Fred Crowder  
Jim Howard  
Laura Richstone  
Robert Marsh  
Peter Marchi

Margaret Gunn  
John Vars  
Lauren Silberman  
Ron Sturgeon  
Natalie Sare

455 County Center, 2<sup>nd</sup> Floor  
Redwood City, California 94063  
650/363-4161  
Fax: 650/363-4849

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## REGULAR MEETING PACKET

**Date:** Monday, December 9, 2019  
**Time:** 7:00 p.m.  
**Place:** Ted Adcock Community Center- South Day Room  
535 Kelly Avenue Half Moon Bay, California

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### AGENDA

1. Call to Order
2. Member Roll Call
3. Public Comments for Items Not on the Agenda
4. Annual vote of the AAC to elect a new Chairperson and Vice-Chairperson. These positions shall be filled by farmers.
5. Agritourism Memo
6. Highway 92 Signage Clarification Memo
7. Consideration of the Action Minutes for the November 18, 2019 regular meeting.
8. Community Development Director's Report.
9. Adjournment – Next Meeting January 13, 2020.

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## ROLL SHEET – September, 2019

### Agricultural Advisory Committee Attendance 2018-2019

	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov.	Dec.
<b>VOTING MEMBERS</b>													
Judith Humburg* Public Member	X						X			X		X	
BJ Burns Farmer, Vice Chair							X			X		X	
Natalie Sare* Farmer							X			X		X	
Louie Figone Farmer							X			X		X	
Cynthia Duenas* Public Member	X									X		X	
John Vars Farmer	X						X			X			
William Cook Farmer	X						X			X		X	
Peter Marchi* Farmer	X									X		X	
Robert Marsh Farmer, Chair							X			X		X	
Ron Sturgeon Conservationist										X		X	
Lauren Silberman Ag Business							X					X	
Natural Resource Conservation Staff													
San Mateo County Agricultural Commissioner	X						X			X		X	
Farm Bureau Executive Director							X			X		X	
San Mateo County Planning Staff	X												
UC Co-Op Extension Representative							X						

**X: Present**

**Blank Space: Absent or Excused**

**Grey Color: No Meeting**

**\* As of 06/25/2019**

# MEMORANDUM

## COUNTY OF SAN MATEO PLANNING AND BUILDING DEPARTMENT

**DATE:** November 26, 2019  
**TO:** Agricultural Advisory Committee  
**FROM:** Laura Richstone, San Mateo County Agricultural Advisory Liaison  
**SUBJECT:** Clarification of Agritourism Regulations

During the November 18, 2019 AAC Meeting, AAC members raised two issues relating to the Agritourism Permit Regulations: 1) when are permits required for submittal and 2) the distinction between agritourism and agriculture.

Clarifications to these questions can be found below:

### When to Submit Agritourism Permits

Per Section D (*Agritourism Review Procedures*) of the Agritourism Guidelines “*applicants shall submit an application to the Planning and Building Department two (2) months prior to the desired date of agritourism.*” Applications submitted less than two months prior to the desired date of agritourism event are not guaranteed to be placed on the next regularly scheduled AAC agenda due to Planning staff time necessary to evaluate the application, create the required staff report, and meet agenda publishing deadlines.

The Cozzolino and Repetto agritourism permits were submitted on October 7, 2019 to the Planning and Building Department. Due to the late submittal, the permits could not be evaluated and appropriate staff reports written in time to be placed on the October 14, 2019 AAC agenda for recommendation. The County acted on the Cozzolino and Repetto agritourism permits prior to the November AAC meeting so that these events could occur during the pumpkin selling season.

### Agritourism vs. Agriculture

The County does not consider the regular sales of agricultural products (i.e. crops) as agritourism; the sale of agricultural products is agriculture. Per the agritourism guidelines, agritourism is defined as “*the act of visiting a working farm/ranch or agricultural operation for the purpose of enjoyment, education or active involvement in the activities of the farm/ranch or agricultural operation that adds to the economic viability of the agricultural operation.*”

To address issues raised regarding the pumpkin season agritourism permits, selling of the pumpkins (i.e. the crop) was included as part of the staff report and application forms to provide a more complete picture of the activities that were occurring on site. The County recognizes that sales of an agricultural product is distinct from associated agritourism events. Only agritourism activities are evaluated under an agritourism permit.

# MEMORANDUM

## COUNTY OF SAN MATEO PLANNING AND BUILDING DEPARTMENT

**DATE:** November 26, 2019  
**TO:** Agricultural Advisory Committee  
**FROM:** Laura Richstone, San Mateo County Agricultural Advisory Liaison  
**SUBJECT:** Clarification of Allowed Signage and Enforcement along Highway 92

### **BACKGROUND**

On August 22, 2019, the Department mailed a letter to landowners and businesses with signage along Highway 92 seeking the help and cooperation of these entities in achieving compliance with existing sign policies and regulations within the Highway 92 scenic corridor.

The letter was prompted by concerns raised by the public to the Department. It is the County's intent to work cooperatively with property owners and businesses in a timely manner to bring existing signage into compliance and avoid the issuance of citations. This memo provides applicable regulation sections and further information on what signage will be regulated and how these regulations will be enforced.

### **Applicable Regulations**

Local Coastal Program Policy 8.21 (*Commercial Signs*):

- a. Prohibit off-premises commercial signs except for seasonal temporary agricultural signs.
- b. Design on-premises commercial signs as an integral part of structure they identify and which do not extend above the roofline.
- c. Prohibit brightly illuminated colored, rotating, reflective, blinking, flashing or moving signs, pennants, or streamers.
- d. Design and minimize information and direction signs to be simple, easy-to-read, and harmonize with surrounding elements.

Planned Agricultural District Section 6352 (*Temporary Roadstands*):

Temporary roadstands for seasonal sale of produce grown in San Mateo County are permitted provided that (1) sales activities are limited to less than a nine month operating period per year, (2) all structures are of portable construction and shall be removed from the site within 10 days of the seasonal closure of the stand, (3) roadstand size shall be limited to 200 square feet and appearance, including signs, color and

materials, is consistent with the policies of the certified LCP and meets the satisfaction of the Planning Director, and (4) access and parking requirements meet the satisfaction of the Director of Public Works, however, no impervious paving shall be required.

### **What is regulated?**

#### *Signs Located Off-Premises*

Local Coastal Program Policy 8.21 prohibits off-premises signs, except for seasonal temporary agricultural signs.

#### *Signs Located in the Right-of-Way*

Signage located within the Highway 92 right-of-way is only permitted with a valid CalTrans encroachment permit and conformance with LCP policies.

#### *Agritourism Signs*

Signage for agritourism events are permitted, subject to an issued agritourism permit, during the time the permit is valid and provided they adhere to the [Agritourism Guidelines](#). Agritourism signs are not permitted within the right-of-way without a CalTrans encroachment permit and conformance with LCP policies.

#### *Seasonal Signs*

Signs related to the seasonal sale of produce are allowed provided that the signs adhere to Section 6352 of the PAD regulations. Per the PAD regulations, seasonal signs are limited to a less than 9 month operating period. Seasonal signs shall be portable, removed within 10 days of the seasonal closure of the farm stand. Roadside signs are limited to 200 sq. ft. in size.

### **Future Enforcement Actions**

The Department's Code Compliance section will work cooperatively with property owners and businesses to bring existing signage into compliance.

If business or landowners are concerned about existing signs on their property, it is recommend that they contact Code Compliance. Code Compliance staff are more than willing to meet property owners at the Planning Department or on-site.

### **Attachments**

A. August 22, 2019 Highway 92 Signage Letter

**COUNTY OF SAN MATEO  
PLANNING AND BUILDING**

**County Government Center**  
455 County Center, 2nd Floor  
Redwood City, CA 94063  
650-559-1559 T  
650-363-1916 F  
planning.smcgov.org

August 22, 2019

Half Moon Bay Properties LLC  
Property Owner  
6055 E Washington Blvd Ste 200  
Commerce, CA 90040

**RE: Signs along San Mateo County's Scenic Corridor**

Dear Property Owner:

The San Mateo County Planning and Building Department is seeking the help and cooperation of all businesses and organizations that have signs within the Highway 92 scenic corridor to achieve compliance with the County's policies and regulations regarding signs, listed by Attachment A.

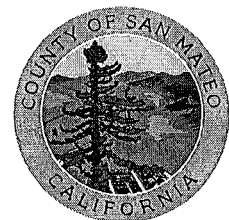
Specifically, the Department is requesting that all businesses make sure that only those signs that have been properly permitted, and that comply with the attached requirements, are visible from the Highway 92, and that no signs are placed within the highway right-of-way. If you need more information about how to interpret the attached regulations, and/or the status and terms of any permits regarding signs, please call the Planning Department at 650-363-1825.

Planning and Building staff will be patrolling the area in the coming months, and working with sign and property owners to achieve compliance with the requirements referenced above. We thank you in advance for your assistance in this regard, and for your cooperation in keeping the scenic corridor free of sign clutter.

Sincerely,



Steve Monowitz  
Community Development Director



**ATTACHMENT A**  
**SAN MATEO COUNTY SCENIC CORRIDOR SIGN REGULATIONS**  
**Including, but may not be limited to, the following**

San Mateo County Zoning Regulations

*Definitions*

**§6102.2 ADVERTISING STRUCTURE.** A structure of any kind or character erected or maintained for outdoor advertising purposes, upon which any poster, bill, printing or other advertisement of any kind whatsoever may be placed, including statuary, for advertising purposes.

**§6102.70 SIGN.** Any card, cloth, paper, metal, wooden, plastic, or painted sign of any character placed for outdoor advertising purposes, on or to the ground or any tree, wall, bush, rock, fence, building, structure, or thing, either privately or publicly owned, other than an advertising structure.

*Development Review Criteria Applicable to Properties in the Resource Management Zoning District*

**§6325.1 and 6913.1 Primary Scenic Resources Areas Criteria** (a) Public views within and from Scenic Corridors shall be protected and enhanced, and development shall not be allowed to significantly obscure, detract from, or negatively affect the quality of these views. Vegetative screening or setbacks may be used to mitigate such impacts. Development visible from Scenic Corridors shall be so located and designed as to minimize interference with ridgeline silhouettes. (g) Colors and plant materials shall be selected as necessary to minimize visual impact of development upon Scenic Corridors. (j) No off-premise outdoor advertising shall be permitted. Other permitted signs shall be carefully designed to harmonize with the scenic qualities of Scenic Corridors.

General Plan – Visual Quality Policies Architectural Design Standards for Rural Scenic Corridors

**§4.55 Commercial Signs** (a) Limit on- and off-site outdoor commercial advertising, including billboards, in order to protect visual quality, (b) Design signs to harmonize in color and materials with: (1) the architectural character of the structure it identifies; and (2) the visual qualities of the natural surroundings. (c) Integrate signs with the architectural design of the building and do not extend them above the roofline of the structure. (d) Prohibit bright or self-illuminated, rotating, moving, reflective, and blinking or flashing signs. (e) Discourage permanent use of pennants or streamers.

Local Coastal Program (LCP) Policies

**§8.21 Commercial Signs** (a) Prohibit off premise commercial signs except for seasonal temporary agricultural signs. (b) Design on-premise commercial signs as an integral part of the structure they identify and which do not extend above the roof line. (c) Prohibit brightly illuminated colored, rotating, reflective, blinking, flashing or moving signs, pennants, or streamers. (d) Design and minimize information and direction signs to be simple, easy-to-read, and harmonize with surrounding elements.



# County of San Mateo Planning & Building Department

## Agricultural Advisory Committee

BJ Burns  
Fred Crowder  
Jess Brown  
Jim Howard

John Vars  
Judith Humburg  
Laura Richstone  
Lauren Silberman

Louie Figone  
Margaret Gunn  
Robert Marsh  
Ron Sturgeon

William Cook  
Cynthia Duenas

County Office Building  
455 County Center  
Redwood City, California  
94063  
650/363-1829

## ACTION MINUTES

*Draft*

Monday November 18, 2019

### 1. Call to Order

At the Ted Adock Community Center, in the South Day Room, located at 535 Kelly Avenue, Half Moon Bay Chair Marsh called the meeting to order at 7:30 p.m.

### 2. Roll Call

#### Regular Committee Members Present:

Judith Humburg  
BJ Burns  
Natalie Sare  
Louie Figone  
Cynthia Duenas  
William Cook  
Peter Marchi  
Robert Marsh  
Ron Sturgeon  
Lauren Silberman

#### Regular Committee Members Absent

John Vars

#### Nonvoting Committee Members Present

Fred Crowder, San Mateo County Agricultural Commissioner  
Jess Brown, San Mateo County Farm Bureau Executive Director

#### Nonvoting Committee Members Absent:

Jim Howard, NRCS  
Laura Richstone, Planning Staff Liaison  
Maggie La Rochelle Gunn, UC Co-Op Extension

### 3. Oral Communications

To allow the public to address the Committee on any matter not on the agenda.

No members of the public raised issues not on the agenda. However, the committee discussed the following items: agritourism permits, agritourism vs. agriculture, the approval of the County's first cannabis permit, and the difference between cannabis and hemp.

#### SPEAKERS:



- 1. Kerry Burke
- 2. Unidentified Member of the Public

**4. Chairperson & Vice-Chairperson Annual Election**

Annual vote of the AAC to elect a new Chairperson and Vice-Chairperson. These positions shall be filled by farmers.

Bill Cook moved and Lauren Silberman seconded to nominate Natalie Sare as Chairperson with Bob Marsh as the Vice-Chairperson. A consensus was reached to elect Natalie Sare as Chairperson and Bob Marsh as Vice-Chairperson. However, since no formal vote was taken, this consensus does not hold. The formal election of Chairperson and Vice-Chairperson will take place at the next AAC meeting.

- 5. **Owner/Applicant: Jamie Verdura**  
 File Number: PLN 2018-00401  
 Location: La Honda Road, La Honda  
 Assessor's Parcel No.: 082-160-130

Consideration of a Coastal Development Permit and Planned Agricultural District Permit to allow the construction a new two-story, 4,382 sq. ft. single-family residence with an attached 3-car garage, fire truck turnaround and legalization of a domestic water well on a legal vacant 7.85-acre parcel. The project includes 4,334 cubic yards of grading to accommodate the new residence and driveway. No trees are proposed for removal. The property is located at off of La Honda Road in the unincorporated La Honda area of San Mateo County. The project is appealable to the California Coastal Commission. Please direct any questions to Project Planner Laura Richstone at 650/363-1829 or [richstone@smcgov.org](mailto:richstone@smcgov.org).

**SPEAKERS:**

- 1. Kerry Burke
- 2. Jamie Verdura

**COMMITTEE ACTION:**

Committee Member Peter Marchi moved and Committee Member BJ Burns seconded to recommend approval with the clarification that the applicant should not be forced to farm the land. **Motion carried 10-0-0.**

- 6. **Owner/Applicant: David Repetto**  
 File Number: PLN2019-00407  
 Location: 12331 San Mateo Road, unincorporated Half Moon Bay  
 Assessor's Parcel No.: 056-321-020

Consideration of an Agritourism Event for the Repetto upcoming 2019 pumpkin season. The proposed days and hours of operation are as follows: October 1, 2019 – November 15, 2019; Monday through Saturday from 9:00 a.m. to 7:00 p.m., and Sunday from 9:00 a.m. to 6:00 p.m. The proposed element included in the agritourism events are a pumpkin patch and corn comes, and one food vendor. Please direct any questions to Project Planner Tiare Peña at 650/363-1850 or [tpeña@smcgov.org](mailto:tpeña@smcgov.org).

**SPEAKERS:**

None

**COMMITTEE ACTION:**

No Committee Action was required. This permit was submitted on 10/7/2019 and was not submitted in time for consideration at the 10/14/2019 AAC meeting. As such, the County approved the subject permit without AAC recommendation so that the agritourism event could occur during the pumpkin sales season. The subject application was included in the November AAC agenda to inform the Committee that this permit was approved by the County.

- 7. Owner/Applicant: John Cozzolino**  
 File Number: PLN 2019-00408  
 Location: 12009 San Mateo Road, unincorporated Half Moon Bay  
 Assessor's Parcel No.: 056-331-120

Consideration of an Agritourism Event for the Cozzolino upcoming 2019 pumpkin season. The proposed days and hours of operation are as follows: October 1, 2019 – November 15, 2019; Monday through Saturday from 9:00 a.m. to 5:00 p.m., and Sunday from 9:00 a.m. to 6:00 p.m. The proposed elements included in the agritourism event are a pumpkin patch, pony ride, petting zoo, two inflatables, and one food vendor. Please direct any questions to Project Planner Tiare Peña at 650/363-1850 or [tpeña@smcgov.org](mailto:tpeña@smcgov.org).

**SPEAKERS:**

None

**COMMITTEE ACTION:**

No Committee Action was required. This permit was submitted on 10/7/2019 and was not submitted in time for consideration at the 10/14/2019 AAC meeting. As such, the County approved the subject permit without AAC recommendation so that the agritourism event could occur during the pumpkin sales season. The subject application was included in the November AAC agenda to inform the Committee that this permit was approved by the County.

- 8. Owner/Applicant: Natalie Sare**  
 File Number: PLN 2019-00434  
 Location: 78 Pilarcitos Creek Road, unincorporated Half Moon Bay  
 Assessor's Parcel No.: 056-380-020

Consideration of an Agritourism Event for the Santa's Tree Farm upcoming 2019 Christmas tree sales season. The proposed days and hours of operation are as follows: November 14, 2019 – December 28, 2019; Monday through Sunday from 9:00 a.m. to 5:00 p.m. The proposed elements included in the agritourism event are a train on rubber tires that transport guests along an existing graveled road and one food bar for sales of prepackaged foods and associated seasonal related items. Please direct any questions to Project Planner Tiare Peña at 650/363-1850 or [tpeña@smcgov.org](mailto:tpeña@smcgov.org)

**SPEAKERS:**

1. Natalie Sare (as the Applicant)
2. Kerry Burke

**COMMITTEE ACTION:**

Committee Member Bill Cook moved and Committee Ron Sturgeon seconded to recommend approval with the clarification that the agritourism event itself cannot be seen from the road and is not located on prime soils. **Motion Carried 9-0-1 (Committee Member Sare abstained).**

9. **Staff Memo Addressing Previous AAC General Questions**

No action required.

10. **Consideration of the June November 18, 2019 Minutes**

Committee Member Bill Cook moved to approve, and Committee Member Louie Figone seconded that the minutes as corrected from the September 9, 2019 hearing be approved. **Motion carried 9-0-1 (Committee Member Silberman abstained).**

11. **Community Development Director's Report**

No action required.

12. **Adjournment**

Meeting was adjourned at 9:10 pm

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**COUNTY OF SAN MATEO  
PLANNING AND BUILDING DEPARTMENT**

**DATE:** November 27, 2019

**TO:** Agricultural Advisory Committee  
**FROM:** Planning Staff  
**SUBJECT:** Community Development Director's Report

**CONTACT INFORMATION:** Laura Richstone, Planner II, 650-363-1829, [lrichstone@smcgov.org](mailto:lrichstone@smcgov.org)

The following is a list of Planned Agricultural District permits and Coastal Development Exemptions for the rural area of the County that have been received by the Planning Department from November 1, 2019 to November 26, 2019.

**PLANNED AGRICULTURAL DISTRICT PERMIT OUTCOMES**

The Planning Commission approved one PAD permit for an Architectural Review Exemption, Coastal Development Permit and Planned Agricultural District Permit, to drill a domestic well to serve a future single-family dwelling on a vacant parcel on October 9, 2019.

Per Staff recommendation, the Planning Commission denied a PAD permit, Coastal Development Permit and Use Permit to legalize unpermitted development and burials at Purissima Cemetery in unincorporated Half Moon Bay on November 13, 2019.

**UPCOMING PLANNED AGRICULTURAL DISTRICT PERMIT PROJECTS**

No PAD Permits were submitted during this time period

**COASTAL DEVELOPMENT EXEMPTIONS FOR AGRICULTURAL PROJECTS**

One rural CDX application was submitted from November 1, 2019 to November 26, 2019. Please see the attached status report regarding the CDX application. The CDX list includes the description of the project and status of the permit. Copies of the CDX are available for public review at the San Mateo County Planning Department Office.

**ADDITIONAL ANNOUNCEMENTS**

The next regular meeting of the AAC is scheduled for January 13, 2020. The meeting will be held at the Ted Adcock Community Center – South Day Room 535 Kelly Avenue, Half Moon Bay, CA 94019.

# COUNTY OF SAN MATEO

Count Distinct(RECORD ID)
1

Permit Number	RECORD NAME	DATE OPENED	DESCRIPTION	APN	ADDR FULL LINE1	RECORD STATUS
<a href="#">PLN2019-00457</a>	SFD REMODEL	11/4/2019	CDX to convert an interior lower level to bedroom, bathroom and den (accessible from interior only); no modifications to existing septic or well (VIO2019-00187).	088020070	ROURKE RD, PESCADERO, CA null	Approved