

March 10, 2026

Agricultural and Rural Tourism Project: Public Meeting

Resource Management Agency, Planning Division Team:

Brittany Webber, Case Planner/Presenter

Dave Ward, AICP, Planning Director

Aaron Engstrom, Planning Manager

Griffin Sproul, Planner

Jaime Harvie, Civic Spark Fellow

Questions Box



zoom Workplace

Use “Q&A” button to provide a comment or ask a question.

RMA Planning

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The image shows a desktop view of a Zoom meeting. The title bar says "zoom Workplace". In the center, there is a small version of the state logo. Below it, text reads "Use 'Q&A' button to provide a comment or ask a question." An orange arrow points from this text to the "Q&A" button in the bottom toolbar. The toolbar also includes "Audio settings", "Chat", "Raise hand", "Show captions", "Settings", and "Leave".

5:04 5G 60

Webinar

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RMA Planning

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AGENDA



- Project Background
- Project Themes
- Next Steps
- Question and Answer Session



PROJECT BACKGROUND

General Plan Program AG-D

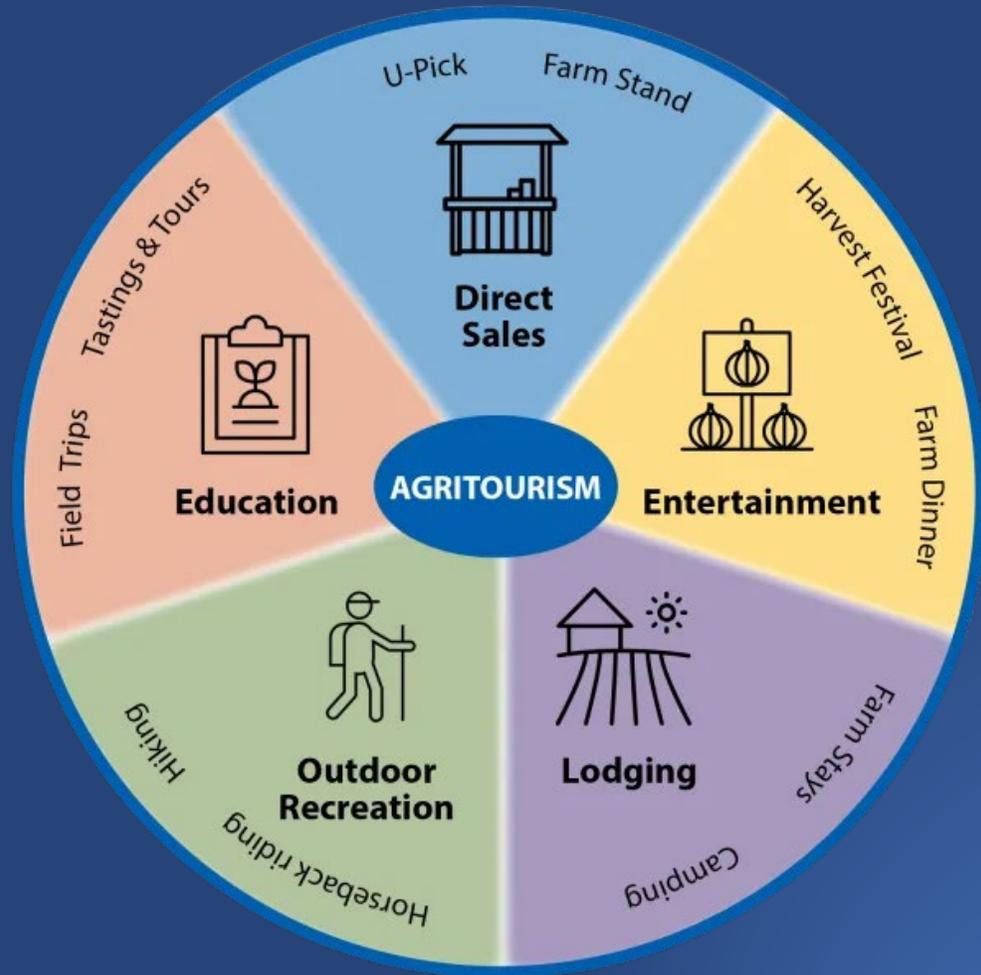


AG-D Agricultural Tourism Development Standards

"The County shall revise the *Non-Coastal Zoning Ordinance* to include regulations and development standards for agricultural tourism while protecting both the grower and the public. Ordinance revisions may also include additional development standards for agricultural promotional uses, if necessary."

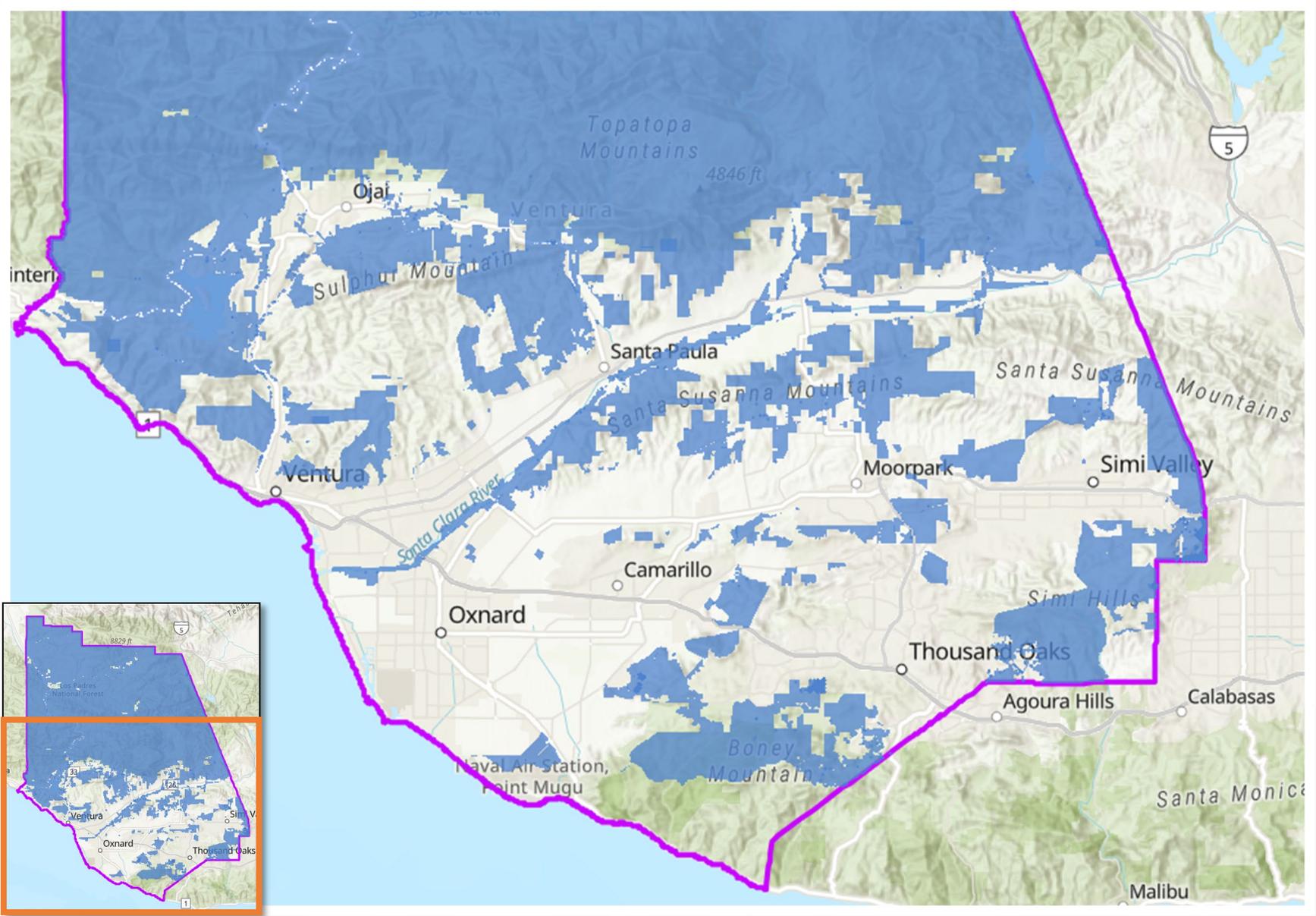


What is Agritourism?

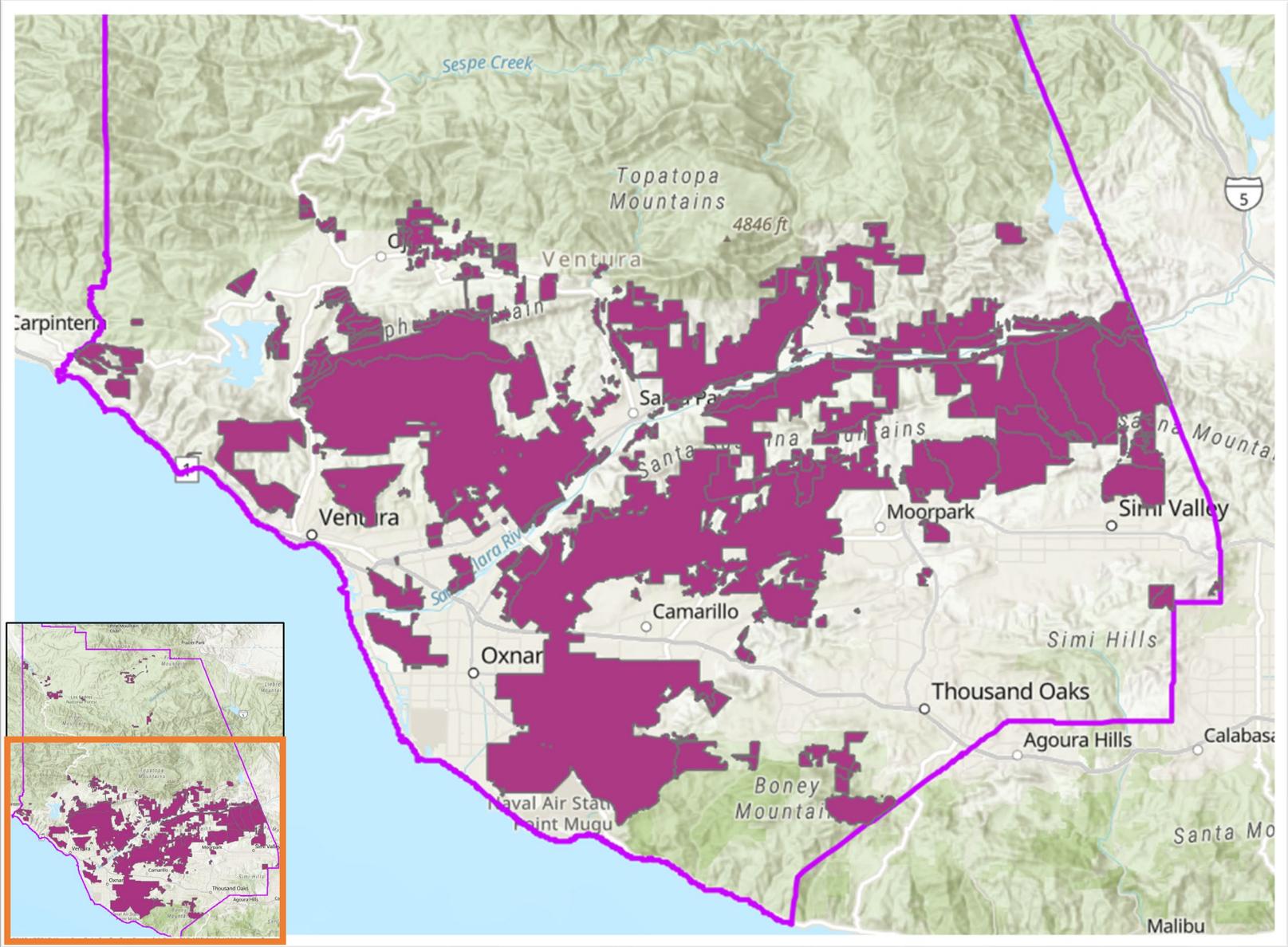


“A commercial enterprise at a working farm or ranch conducted for the enjoyment and education of visitors that generates supplemental income for the owner or operator.”

Map of Open Space Zone



Map of Agricultural Exclusive Zone



Outreach: Listening Session



- Summer 2025 and Winter 2025
- Listened to owners of farming and ranching operations
- Feedback focused on:
 - Reduced/simplified regulation
 - County, State overlapping regulations
 - Insurance challenges



Project Themes



- **Daytime activities:** agricultural sales facilities and promotional uses
- **Placemaking:** murals
- **Overnight accommodations:** farm stays and low impact campgrounds



Low Impact Camping (Included)



- **AB 518** – allows up to 9 low impact campsites on private property.
- Requires local jurisdictions to create an ordinance regulating these campsites.
- State development standards include:
 - Minimum lot of 2 acres
 - Setback 200 feet away from offsite dwellings
 - Abide by local regulations

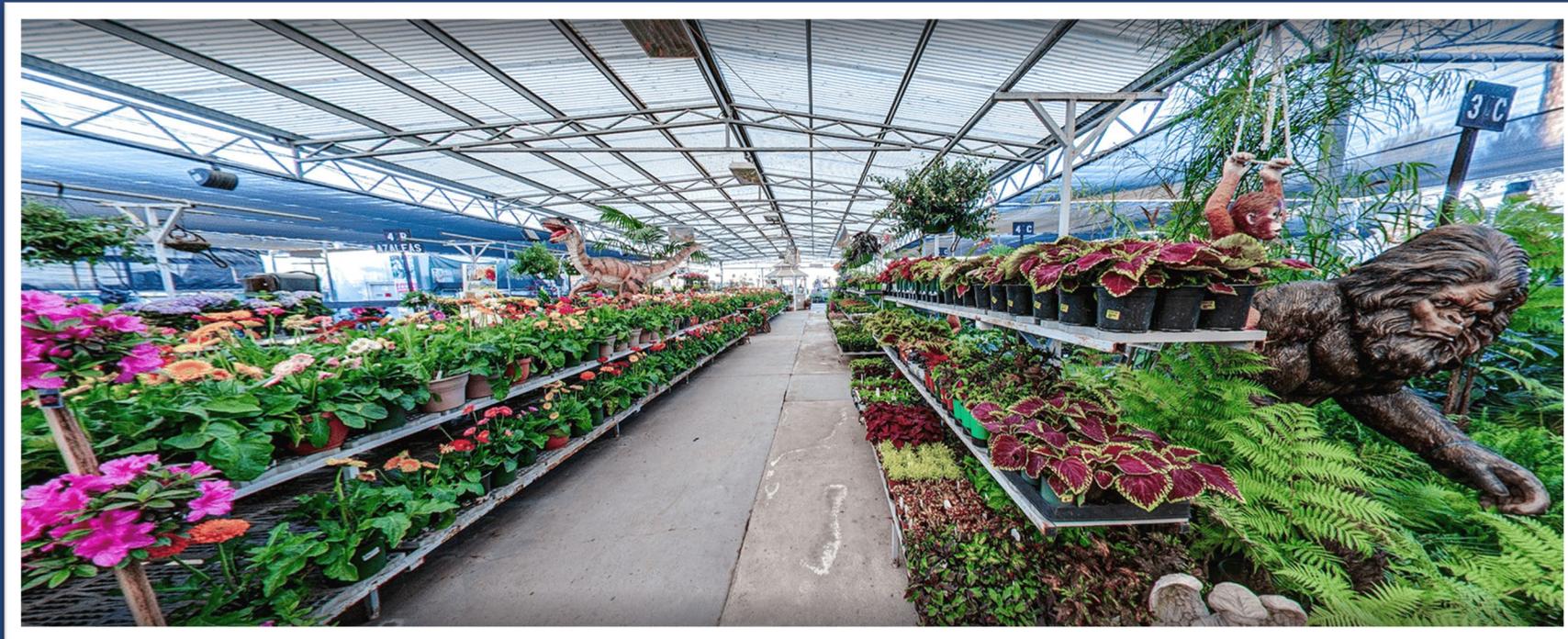


Hipcamp site in Oregon

Retail Nurseries (Included)



Allow for retail space in wholesale nurseries and revise the permit required (Board 2026-2029 Work Plan directive)



Ventura County retail nursery – Green Thumb

Outdoor Events (Separate Ordinance)



- Revisions to outdoor events ordinance under development by another Planning team
- Generally, is compatible with hosting the public on farm and ranch lands
- Any regulatory code changes would be coordinated between Planning teams

Outreach: County Agencies



Key Results of Agency Meetings

- **Agriculture/Weights and Measures:** Support agriculture community through tourism related activities
- **Building and Safety Division:** ADA room/bathroom may be needed for farm stays and new indoor spaces used for public classes
- **Environmental Health Division:** Opportunities for cooking classes, farm stays, and community events
- **Fire Department:** Considering low impact camping in high fire hazard zones
- **CEO Econ/Arts and Culture:** Options to approve mural content

Non-Coastal Zoning Ordinance Sections



- Bed and Breakfast Inns
- Campgrounds
- Agricultural Promotional Uses
- Agricultural Sales Facilities

← AMEND

- Public Murals

← NEW

Santa Barbara County: Agriculture Enterprise Ordinance



Options include:

- **Rural Recreation:** Campgrounds, low impact campgrounds, fishing, horseback riding, hunting
- **Agricultural enterprise:** Educational experiences, small scale events, aquaponics, etc.
- **Farm stays**

Santa Barbara County: Agriculture Enterprise Ordinance



- Limited to AG-II Zone
- 40-acre min/ lot size
- Overlay zone
- Environmental Impact Report
- Many public hearings



Next Steps



- Draft Amendments
- Management/Agency review
- Environmental Analysis
- Agricultural Policy Advisory Committee (APAC) Review
- Public Review
- Planning Commission
- Board of Supervisors

Project Timeline



Spring/Summer
2026

Summer/Fall
2026

Fall 2026/
Winter 2027



Amendment
Preparation

CEQA Preparation
Public Review Draft

Public Hearings



QUESTION AND ANSWER SESSION

Questions Box



zoom
Workplace

Use **“Raise Hand”** button to provide a comment or ask a question. Please wait until your name is called to speak.

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Webinar v

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