



Ag Lodging Update

APRIL 28, 2026

Prior Actions

- April 12, 2017 Board discussed options that would provide enhanced agritourism opportunities to properties with Agricultural (Ag) zoning.
- September 24, 2024 the Ag Commissioner and Planning & Building Department were directed to work with the agricultural community on an Ag Lodging model.
- July 25, 2025 Ag Commissioner and Planning & Building Director met with Ag reps to discuss
- August 26, 2025 CAO in coordination with the Budget Ad Hoc Committee, provided the Board information regarding revenue generating options. Agricultural Homestays/Ag Lodging was one of the potential options.



Outcomes

- Preserve Ag Land and its viability
- Increased TOT, sales tax, property tax
- Performance based outcomes
- Streamlined process
- Clear qualifications/checklist/matrix...but some flexibility
- Support other industries, creates jobs (i.e., restaurants, recreation)
- Less pressure on farmers to sell or change from Ag use thereby increasing the value of Ag land
- Pathway for unpermitted, historic structures, ADUs to be Ag lodging
- Consider farmers who are leasing Ag land to participate
- Consistent messaging to combat misinformation



Problems to Avoid

- Don't create a competitive environment or potential for conflict between Ag land owners
- Lack of buffers (but buffers should make sense for large ag properties)
- Substantial impacts on neighbors
- Approach that doesn't discourage investment (keep it simple!)



County Programs

- *Ag Lodging*
 - VHRs
 - ADUs
 - Ranch Marketing
 - Wineries
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- Shared Features
 - Supplemental income for property owners
 - Compliance with ordinances and any processes or permits (i.e., building permit, VHR permit, etc.)
 - Must comply with applicable environmental review

Models

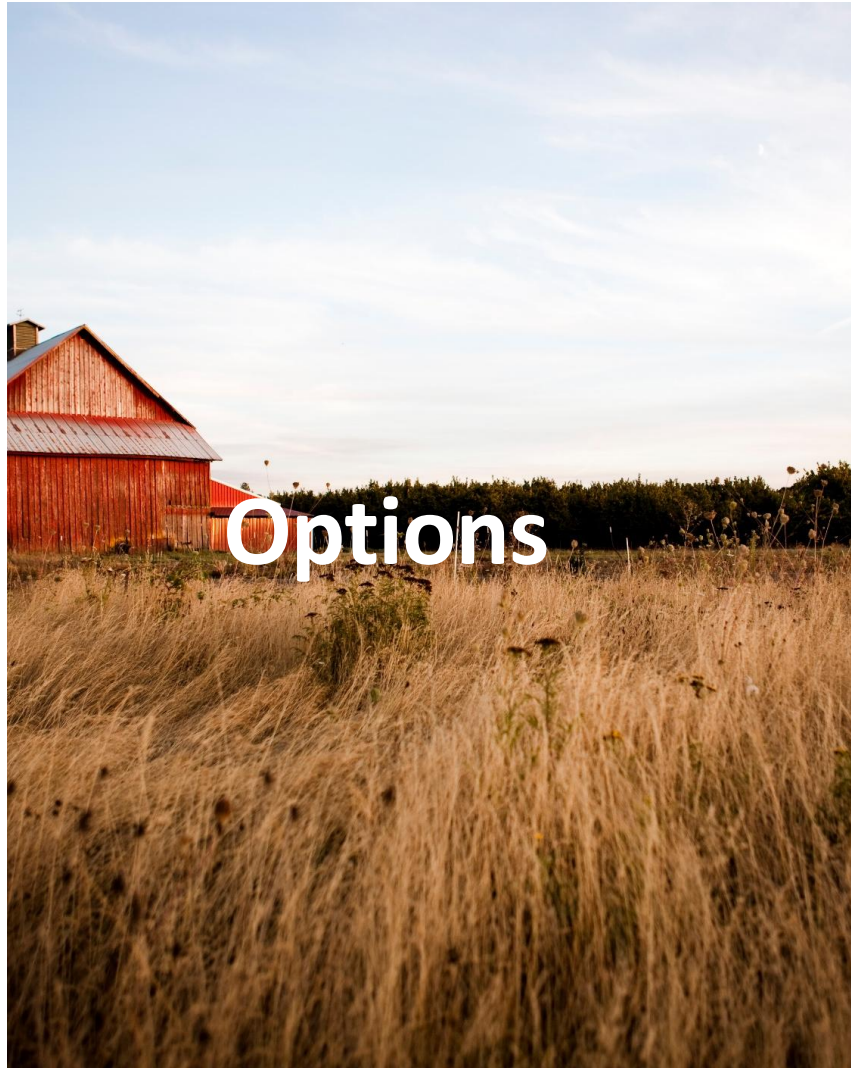
- Santa Barbara County
 - Agricultural Enterprise Ordinance
 - In effect about 1 ½ years
- Placer County
 - Agriculture Resilience Initiative
 - Board approved agreement with PLACEWORKS



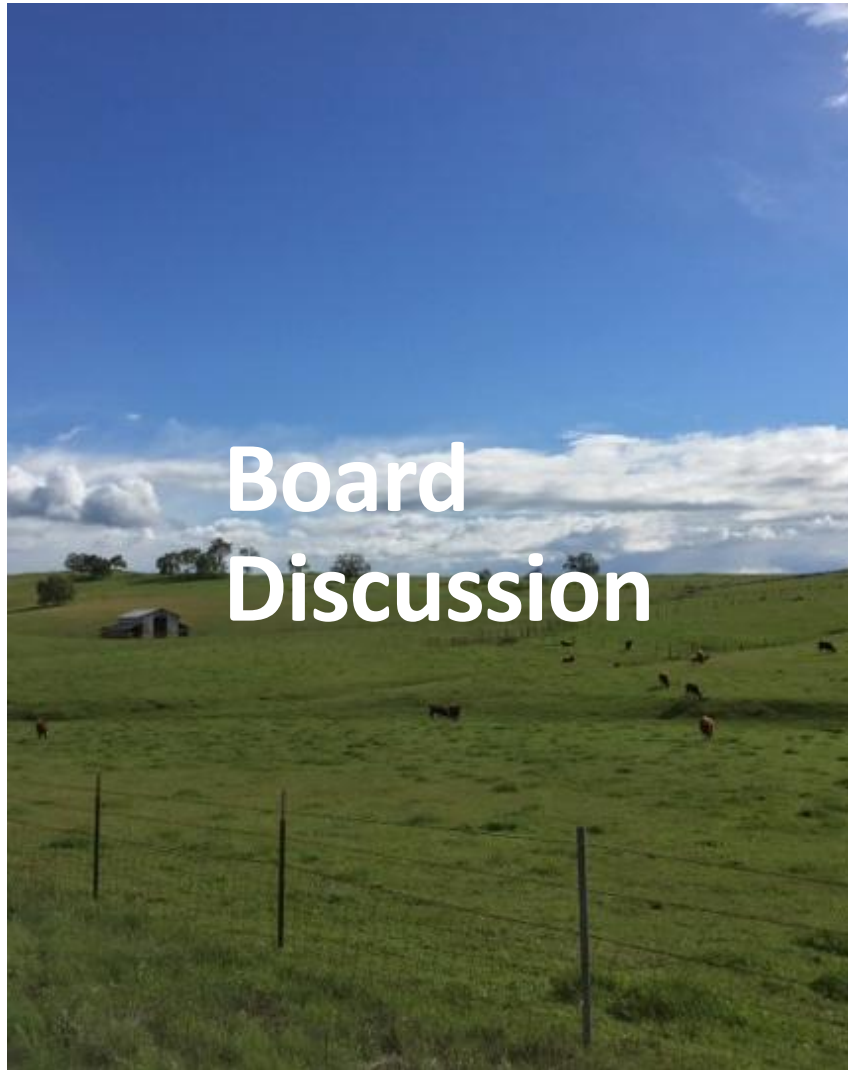


Explore Further

- Do we want to allow a combo of Ranch Marketing and/or Winery and/or VHRs and/or special events with Ag lodging? Want to be sure someone isn't using all of the above to create a bad situation



- Option 1: A Simpler Approach - an update process working within the framework of the County Lodging Facilities section (130.40.170) of the ZO
- Option 2: A More Complex/Comprehensive Approach - a comprehensive update building a new Ordinance section that incorporates related existing ZO sections (Lodging Facilities (Ag Lodging), Ranch Marketing, Wineries)
- Option 3: In addition to either of the above options, a new Ordinance section to address Special Events. This option would potentially expand zoning designations for special events and special event venue uses beyond the current commercial zoning designations or special events allowed through the Ranch Marketing Ordinance



- Option 1, Option 2 or Option 3
- Pathway for ADUs to be converted to Ag Lodging?
- Pathway to permit unpermitted structures (Amnesty Program model)?
- Low-impact Camping?
- Steering Committee (Ag Commission and SEED Steering Committee + Agriculture Commissioner + Planning & Building Director)?
- What zones should be considered and what level of review is appropriate?
 - Extended to Forest Resource and Timber Production Zones?
 - Extended to Rural Lands (RL)?
- Limitations on the number of uses on one parcel?
- Determination of qualifying parcels – minimal viable crop? Income? Other?

Thank you

QUESTIONS?