

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

DATE: September 9, 2024

TO: Agricultural Advisory Committee

FROM: Tiffany Gee, Planning Staff, 650/383-4326

SUBJECT: Consideration of an Agritourism Event starting on September 21, 2024, and ending on October 31, 2024, located at 12291 San Mateo Road, unincorporated Half Moon Bay (4-C's Pumpkin Farm).

County File Number: PLN2024-00228 (Cozzolino)

PROPOSAL

The applicant, John Cozzolino, has applied for an Agritourism Event for the upcoming 2024 October pumpkin selling season, September 21, 2024 – October 31, 2024, located at 12291 San Mateo Road, unincorporated Half Moon Bay (4-C's Pumpkin Farm). The proposed days and hours of operation are as follows: Monday – Friday from 10:00 a.m. to 5:00 p.m. and Saturday – Sunday from 9:00 a.m. to 6:00 p.m. The proposed Event elements are: 1) pumpkin sales, stationary photo ops, harvest festival-type vendors, a pumpkin patch, pony ride, petting zoo, two inflatables, and 2) one food vendor. The vendor will be on site during weekends and Columbus Day/Indigenous Peoples' Day only.

Parking for the Event will occur in the existing large open field adjacent to the Event area. There will be 1 employee on the site during the weekdays and 2-4 employees on the site during the weekends and Columbus Day/Indigenous Peoples' Day, consisting primarily of Cozzolino family members. One painted wood sign for the 4-C's farm, located at the entrance to the farm, will be used throughout the duration of the Event.

DECISION MAKER

Director of Planning and Building

QUESTIONS FOR THE AGRICULTURAL ADVISORY COMMITTEE

1. Is the agritourism use compatible with the long-term agricultural uses of the land?
2. Will the agritourism operation have any adverse effect on surrounding agricultural uses? If so, can any conditions of approval be recommended to minimize any such impact?

3. What decision do you recommend the Director of Planning and Building take with respect to this application?

BACKGROUND

Report Prepared By: Tiffany Gee, Project Planner

Applicant: John Cozzolino

Owner: Vincent J and M A Cozzolino Trust

Location: 4-C's Pumpkin Farm, 12291 San Mateo Road, unincorporated Half Moon Bay

APN(s): 056-331-110

Parcel Size: 3.57 acres

Existing Zoning: Planned Agriculture District/Coastal Development (PAD/CD)

General Plan Designation: Agriculture

Local Coastal Plan Designation: Agriculture

Williamson Act: The subject parcel is encumbered by a Williamson Act contract (AP 72-18).

Existing Land Use: Agriculture, including pumpkins and oat hay.

Water Supply: Private well.

Sewage Disposal: None.

Flood Zone: Flood Zone A (1% annual chance of flooding) and Flood Zone X (Area of Minimal Flooding), pursuant to Federal Emergency Management Agency (FEMA), Flood Insurance Rate Map, Community Panel 06081C0260E, effective October 16, 2012.

Environmental Evaluation: Categorically exempt from environmental review pursuant to Section 15304, Class 4, of the California Environmental Quality Act (CEQA) Guidelines, for the minor temporary use of land having negligible or no permanent effects on the environment.

Setting: The subject site is located on the south side of San Mateo Road, also known as California Highway 92, and is visible from the roadway. The site is quaint and provides the public with the first view of San Mateo County's rich history of agriculture

and demonstrates how the County respects and encourages small family farms to succeed.

Chronology:

<u>Date</u>	<u>Action</u>
September 2014	- Application for Agritourism Event permit, PLN2014-00286, recommended for approval by the AAC.
September 2015	- Application for Agritourism Event permit, PLN2015-00435, approved.
September 2016	- Application for Agritourism Event permit, PLN2016-00410, approved.
August 2017	- Application for Agritourism Event permit, PLN2017-00368, approved.
November 2019	- Application for Agritourism Event permit, PLN2019-00408, recommended for approval by the AAC.
July 2020	- Application for Agritourism Event permit, PLN2020-00132, recommended for approval by the AAC.
September 2022	- Application for Agritourism Event permit, PLN2022-00247, recommended for approval by the AAC.
August 7, 2024	- Subject Agritourism Event permit application submitted, PLN2024-00228.
September 9, 2024	- Agricultural Advisory Committee meeting scheduled.

Will the project be visible from a public road?

Yes, the project site is visible from San Mateo Road/Highway 92, however, the Event is secondary and supplemental to ongoing agricultural use of the land, and as a seasonal event, not uncharacteristic for the area.

Will any habitat or vegetation need to be removed for the project?

No.

Is there prime soil on the project site?

Yes, there are prime soils interspersed throughout the site as illustrated in Attachment B.

DISCUSSION

A. **KEY ISSUES**

Planning staff has reviewed this application for conformance with the following Agritourism Guidelines and Performance Standards:

1. **Temporary Seasonal Agritourism Uses and Activities**

- a. *The Agritourism operation will not interfere with agricultural production on or adjacent to the lot.*

The Agritourism Event does not interfere with the agricultural use of the land, which includes the growing of hay, pumpkins, and Christmas trees.

- b. *The Agritourism event will not exceed a maximum of 45 consecutive days and will not occur more than two times per year.*

The proposed Agritourism Event is for the September 21, 2024 – October 31, 2024 (typical) pumpkin season, occurring one time per year.

- c. *The Agritourism event will operate within the guideline’s allowance of Sunday through Saturday from 9:00 a.m. to sunset; no lighting is allowed.*

The event will operate Monday – Friday from 10:00 a.m. to 5:00 p.m. and Saturday – Sunday from 9:00 a.m. to 6:00 p.m. No lighting is proposed in association with the Event; therefore, the proposal meets these requirements. One employee will be on site on weekdays and 2-4 employees will be on site on weekends and Columbus Day/Indigenous Peoples' Day, consisting primarily of Cozzolino family members.

- d. *The Agritourism event will consist of no more than the maximum allowed uses and activities indicated below:*

Maximum Allowed Agritourism Use/Activity	Proposed (Quantity)
Two (2) inflatables ¹ allowed on all lands ²	2
One (1) pony ride area ³	1
One (1) farm animal petting zoo on all lands	1

One (1) hayride on all lands	
One (1) train with rubberized wheels on all lands	
One (1) food vendor, mobile or on-site, including mobile prepackaged food/snack bar ⁴ , located on all soils	1
One (1) prepackaged food/snack bar on non-prime soils ⁴	
Other recreational/educational activities, see discussion below	
¹ Inflatables are subject to the standards of the Safe Inflatable Operators Training Organization. ² Subject to a 36-foot height limit as set forth in the Planned Agricultural District and Resource Management District Regulations. ³ Confined animal permit or exemption required. ⁴ Environmental Health Permit required.	

Other recreational/educational activities/Additional comments

The inflatables, pony ride, and petting zoo will be dependent on whether the applicant can secure a vendor.

2. Performance Standards for Seasonal Agritourism Uses and Activities

- a. *Adequate on-site parking is provided, as designated on the attached site plan, including conformance with applicable provisions from Local Coastal Program Policy 10.22 (Parking) for adequate parking facilities to accommodate the temporary seasonal uses that are appropriate for the site’s size, environmental sensitivity, and amount of land suitable for parking; and that are not visually prominent from public views.*

There are approximately 50 unmarked spaces located on the adjacent large open field that will be used for Event parking; this area has been used in past years for this annual pumpkin season Event at the property. While this area is visible from San Mateo Road/Highway 92, the space is purposely unmarked to keep with the natural and rural setting of the site.

- b. *Any new signage will be temporarily established and maintained throughout the duration of the Agritourism event, as allowed pursuant to Local Coastal Program Policy 8.21 (Commercial Signs), will be simple and easy to read, and will not be brightly illuminated colored, rotating, reflective, blinking, flashing, or moving signs, pennants, or streamers.*

One painted wood sign for the 4-C's farm, located at the entrance to the farm, will be used throughout the duration of the Event. The wood sign blends with the natural environment and rural feel of the farm.

- c. *All Agritourism uses and activities shall meet the current standards for setbacks and buffers from watercourses, including creeks, and/or riparian vegetation.*

All uses associated with the Agritourism Event will be located on the opposite side of an existing access road separating the Event area from nearby Pilarcitos Creek and its natural habitat.

- d. *On parcels under forty (40) acres in size, all agritourism elements shall be clustered and shall consume no more than one (1) gross acres (excluding hayrides or trains with rubberized wheels); parking is excluded from this acreage calculation.*

The proposal meets these requirements.

- e. *The agritourism operation shall not involve any land disturbance, including import of gravel or fill.*

No land disturbance is necessary to accommodate the Event.

3. Compliance with the Williamson Act

The project parcel was placed under Williamson Act contract in 1972 (County File No. AP 72-18) and currently remains under contract. Pursuant to the County's Williamson Act regulations, compatible uses include those uses that are incidental to and will not interfere with existing or potential agricultural productivity on the property or in the surrounding area.

The proposed Agritourism Event is secondary and supplemental to existing agricultural use of the land. The proposed Event will comprise less than 1 acre of the 3.57-acre parcel, with all associated activities and uses clustered in the rear of the property. The Agritourism Event will not interfere, hinder, or impair existing ongoing agricultural use or operations, or the potential for future agricultural use, on the subject parcel or surrounding parcels. Therefore, staff considers the proposed seasonal Agritourism Event to be a compatible use to existing ongoing primary agricultural use of the parcel, and thus, in compliance with the Williamson Act.

4. Recommended Findings for the Agritourism Event

- a. That the agritourism use is compatible with the long-term agricultural uses of the land because 4-C grows the pumpkins on site with the

proceeds from the Agritourism Event, including pumpkin sales, supporting the economic viability of the farm.

- b. That the agritourism operation will not adversely affect the health or safety of persons in the area and will not be materially detrimental to the public welfare or injurious to agricultural property. The farming activity and Agritourism Event is primarily operated by family members. Staff has evaluated the Event proposal and finds there will be no negative impacts on the agricultural uses of the land. Staff believes that use of the land for the proposed seasonal Event is of a greater benefit than letting the land lay fallow.
- c. That the agritourism operation is in substantial conformance with the goals set forth in the San Mateo County Agritourism Guidelines. Specifically, that the operation is secondary and supplemental to existing agricultural operation on the land.
- d. That the proposed use and activities comply with all relevant provisions of the General Plan, Local Coastal Program, Zoning Regulations, and Williamson Act as discussed throughout this report.

ATTACHMENTS

- A. Location and Vicinity Map
- B. Prime Soils Map
- C. Site Plan
- D. Application




COUNTY OF SAN MATEO - PLANNING AND BUILDING DEPARTMENT

ATTACHMENT A



0.07 0 0.04 0.07 Miles

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1:2,257 

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COUNTY OF SAN MATEO - PLANNING AND BUILDING DEPARTMENT

ATTACHMENT B



0.12 0 0.06 0.12 Miles

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1:3,840 

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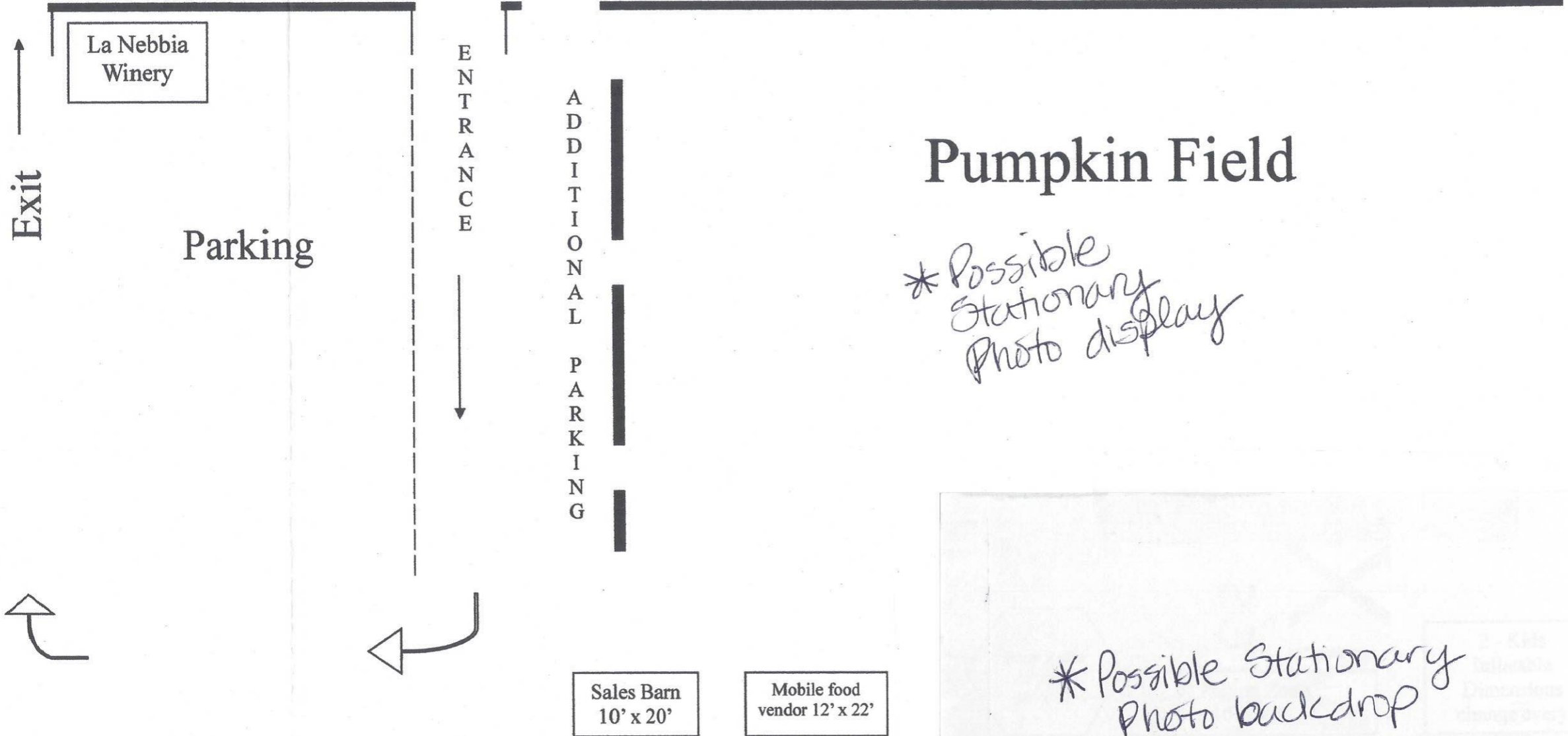
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COUNTY OF SAN MATEO - PLANNING AND BUILDING DEPARTMENT

ATTACHMENT C

HWY 92





COUNTY OF SAN MATEO - PLANNING AND BUILDING DEPARTMENT

ATTACHMENT D



COUNTY OF SAN MATEO PLANNING AND BUILDING

455 County Center, 2nd Floor, Redwood City, CA 94063 | <https://planning.smcgov.org> | T: 650-363-1825 F: 650-363-4849

Application for Agritourism Event

Primary Permit #: _____

1. Instructions

Please fill out the general Planning Permit Application Form, Environmental Information Form, and this form when applying for an Agritourism use. **Applications must be submitted two months prior to the event.**

2. Project Information

Parcel/Lot Size: _____

056-331-120 / 18.89 acres

If less than 40 Acres project not to exceed 1 gross Acre.

If more than 40 Acres project not to exceed 2 gross Acres.

Please describe hours, number of employees and statement of conformance with agritourism guidelines:

Monday - Friday 10am - 5pm* with 1 employee

Saturday & Sunday 9am - 6pm*

Weekends are staffed by owners & family

*weather permitting

Please describe all elements and activities associated with your agritourism activities:

Pumpkin Sales

Mobile Food Vendor

Possible Inflatable activities for kids

Stationary photo ops

Harvest festival type vendors

Please describe the agricultural uses on the land:

Crop rotation every 2 years , alternating between pumpkins

& oat hay

Applicant's Name: _____

Address: _____

John Cozzolino

12009 San Mateo Rd.

Half Moon Bay, CA 94019



3. Site Description

Please describe any on-site parking areas:

Large open field adjacent to pumpkin sales field

Please describe any on-site eating establishments:

1 - mobile food truck / vendor on weekends & Columbus Day only

4. Qualification Requirements

Please initial next to the category which qualifies your project for an agritourism use.

- JC Event will not occur for more than 45 days. JC Total acreage does not exceed two gross acres.
JC Total acreage does not exceed one gross acre. JC Does not interfere with agricultural uses of the land.

5. Williamson Act Contract

Is the parcel currently under a Williamson Act Contract?

YES

NO

If Yes, please provide contract number: 056-331-050 / 056-331-120

6. Materials Required

- a. Three (3) sets of plans that include a scaled site plan, elevations, and floor plans
 - b. One (1) set of reduced plans (8 1/2"X11" or 11"X17")
 - c. All applicable applications forms
 - d. Environmental Information Form
 - e. Photographs (if requested)
 - f. Fees as set by Resolution of the Board of Supervisors
- Additional information may be required during review of your application.

7. Approval

Planner: _____

Date: _____

8. Processing

- Fee Collected
- Referral to Agricultural Advisory Committee
- Update Permit Plan

9. Signatures

We hereby certify that the information stated above and on forms, plans and other materials submitted herewith in support of the application is true and correct to the best of our knowledge. It is our responsibility to inform the County of San Mateo through our assigned project planner of any changes to information represented in these submittals.

Owner's Signature (1): John Cignarella

Owner's Signature (2): _____

Applicant's Signature: John Cignarella