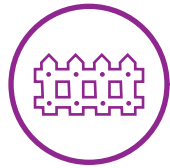


# VIBRANT AGRICULTURAL ECONOMY



## LANDUSE ORDINANCES AND POLICIES

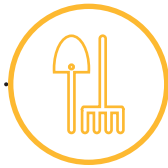
General Plan Land Use Designation  
- Agricultural Core

Development Standards for  
Ag Zoning Districts:  
- Cap on residential building size  
and location  
- Restrict non-residential (non)  
agricultural development  
- Streamline agricultural supportive  
uses and farmworker housing

Agricultural Buffers

Mitigation Program/Agricultural  
Conversion Fees

Strengthening Right to Farm  
Ordinance



## REGIONAL AGRICULTURAL CONSERVATION EASEMENT PROGRAM & VOLUNTARY FINANCIAL INCENTIVES

Agricultural Conservation  
Easement (ACE) Purchase Program

Farmland Security Zone (FSZ)

Transfer of Agricultural Credits  
(TAC) Program

Stewardship Payments for  
Environmental Services



## AGRICULTURAL ECONOMIC DEVELOPMENT STRATEGY

Agricultural Economic  
Development Action Plan

Agricultural Enterprise Grant  
Program

Small Farms Initiative Programs

Farmbudsmen

Local Food Preference  
Procurement Policy

Farmer Training Programs



## REGIONAL BRANDING, EDUCATION & AWARENESS STRATEGY

Marketing & Branding Program:  
- Placemaking/ Branding  
- Identify farmers  
- Market local Ag produce to tech  
companies/institutions  
- Increase agricultural tourism  
- Educate the populace about Ag  
in Santa Clara County

# SANTA CLARA COUNTY - VIBRANT AGRICULTURAL ECONOMY - PROPOSED TOOLS MATRIX

## ELEMENT 1: LAND USE ORDINANCES & POLICIES

| TOOL   | DESCRIPTION   | CASE STUDY REFERENCE            |
|--|---|---------------------------------|
| 1 <b>General Plan Land Use Designation - Agricultural Core</b> | Prime Class I and Class II soils. Restrictions on residential density and types of uses allowed.  | Contra Costa County             |
| 2 <b>Development Standards for Ag Zoning Districts</b>         | a. <b>Cap on residential building size and location</b>   | Marin County                    |
|  | b. <b>Restrict non-residential (non agricultural development)</b>   |                                 |
|  | c. <b>Streamline agricultural supportive uses &amp; farmworker housing</b>  |                                 |
| 3 <b>Agricultural Buffers</b>                                  | Agricultural buffers are lands set aside to permanently protect agriculture from adjoining urban development. Buffers minimize potential land use conflicts. Setback requirement for non-ag uses such as residential, commercial uses from ag lands/ag operations.            | Santa Barbara County            |
| 4 <b>Mitigation Program/ Agricultural Conversion Fees</b>      | Measures to avoid, minimize, rectify, reduce, and/or compensate for the loss of farmland resulting from development or other land use changes. Mitigation methods include: Land Dedication, Agricultural Conservation Easements and In lieu Fees/Agricultural Conversion Fees | City of Brentwood & Yolo County |
| 5 <b>Strengthening the Right to Farm Ordinance</b>             | As a tool to protect farmers from nuisance lawsuits by neighbors. Right-to-farm ordinances have existed for almost 40 years in the United States. Strengthen disclosure requirements when buying/selling property in/around ag lands.   | City of South Lake Tahoe        |

| ELEMENT 2:<br>REGIONAL AGRICULTURAL CONSERVATION EASEMENT (ACE) PROGRAM & VOLUNTARY FINANCIAL INCENTIVES |   |   |
|--|---|---|
| TOOL   | DESCRIPTION   | CASE STUDY REFERENCE  |
| 1 <b>Agricultural Conservation Easement (ACE) Purchase Program</b>                                       | Program provides financial and technical assistance to help conserve agricultural lands. ACE is a voluntary legally-binding agreement between the landowner of a property and an accredited non-profit land trust or a government agency that limits development on privately owned land ensuring that the land remains permanently protected and favourable for farming.   | Marin Agricultural Land Trust (MALT), Yolo Land Trust, Brentwood Agricultural Land Trust (BALT) |
| 2 <b>Farmland Security Zone</b>  | Farmland Security Zone Agreement is a contract between a private landowner and a county that enforceably restricts land to agricultural uses. The minimum initial term is 20 years. This type of contract offers landowners greater property tax reduction than a Williamson Act contract. Land restricted by a farmland security contract is valued for the purpose of property assessment at 65% of its Williamson Act valuation. | Marin County  |
| 3 <b>Transfer of Agricultural Credits (TAC) Program</b>  | Allocated to the property owners of ag lands within the Ag Core of the County or a City's Ag Conservation Area. Sending sites need to be atleast 1 acre in size. Two TACs issued for each acre of eligible land placed under permanent conservation easement. Ag credits transferred to residential zone (receiving sites) in the city via development agreement.   | Brentwood   |
| 4 <b>Stewardship Payments for Environmental Services</b>   | Payments for Environmental Services (PES) can be defined as (i) voluntary, (ii) contingent transactions between (iii) at least one seller and (iv) one buyer (v) over a well-defined Environmental Services provided by the ag areas, such as groundwater protection or greenhouse gas mitigation   |   |

| ELEMENT 3:<br>AGRICULTURAL ECONOMIC DEVELOPMENT STRATEGY |   |  |   |
|--|---|--|---|
| TOOL   | DESCRIPTION   | CASE STUDY REFERENCE   |   |
| 1  | <b>Agriculture and Economic Development Action Plan</b> | Specifically sets up a policy framework that focuses on catalyzing economic development, and in turn, investment in agriculture, including:<br>1. Community revitalization, 2. Expansion of tourism, 3. Economic diversity<br>4. Business assistance and training, 5. Local preference, 6. Education and awareness   | Yolo County, Brentwood  |
| 2  | <b>Agricultural Enterprise Grant Program</b>            | Designed to assist local agricultural organizations fund enterprise activities and a wide variety of business development projects such as marketing efforts, new irrigation, and commercial kitchens, etc. for the purpose of promoting the County/City agricultural area. A certain portion of the funds collected by the City for agricultural mitigation are made available annually to support the activities of these organizations. | Brentwood   |
| 3  | <b>Small Farms Initiative Program</b>                   | Program focuses on the economic viability of small-scale agriculture through a) identifying opportunities to connect small lots with farmers, potentially through leases; b) providing secondary services and infrastructure to support small farms, and c) providing subsidies to small farm operations.  | Sonoma County Agricultural Preservation and Open Space District |
| 4  | <b>Farmbudsman</b>                                      | A resource person to promote diversification of agriculture and support producers as they set out to build, expand or modify their operations for long-term success.   | Solano County   |
| 5  | <b>Local Food Preference Procurement Policy</b>         | Preference to locally grown food in procurement contracts.   | Yolo County   |
| 6  | <b>Farmer Training Program</b>                          | Apprenticeships, internships, monthly classes, weekly farm meetings. Apprenticeship model mainly focused on learning by doing, weekly farm meeting/walks; monthly classes provide opportunities to expand knowledge around sustainable food production.  | Pie Ranch, Pescadero  |

**ELEMENT 4:  
REGIONAL BRANDING, EDUCATION & AWARENESS STRATEGY**

| TOOL |   | DESCRIPTION  | CASE STUDY REFERENCE                      |
|------|---|--|---|
| 1    | <b>Marketing &amp; Branding Program</b> | CAPP Branding and Farmer Support Campaign<br>- Placemaking/ Branding<br>- Identify farmers<br>- Market local ag produce to tech companies/institutions<br>- Increase agricultural tourism<br>- Educate the populace about Ag in Santa Clara County | Brentwood, Yolo County,<br>Ventura County |