



*SOUTH  
LIVERMORE  
VALLEY  
AREA PLAN*



***SOUTH LIVERMORE VALLEY  
AREA PLAN***

Livermore - Amador Valley  
Planning Unit  
Alameda County General Plan

Adopted by the  
Alameda County Board of Supervisors:  
February 23, 1993

**Alameda County Board of Supervisors**

Edward R. Campbell, *President*  
Keith Carson  
Mary King  
Don Perata  
Gail Steele

**Planning Commission**

Muriel Schilling, *Chair*  
Stephanie Cartwright  
Earl Hamlin  
Ellen Paisal  
John Pappas  
Frank Pelxoto  
Ario Ysit

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*For more information concerning this  
document, please contact:*

Adolph Martinelli or Stuart Cook  
Alameda Planning Department  
399 Elmhurst St.  
Hayward, CA 94544  
(510) 670-5400

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## EXECUTIVE SUMMARY

**Nearly at risk of being lost to urban sprawl, one of California's oldest and most prestigious wine regions has been given a new lease on life, thanks to an innovative plan developed by the County of Alameda, the cities of Livermore and Pleasanton, local interest groups, developers, wineries and growers. The South Livermore Valley Area Plan represents a cutting edge approach to the issues of land use in the Livermore Valley and ensures the survival and enhancement of this century-old wine region.**

More than five years in the making, the South Livermore Valley Area Plan won final approval from the Alameda County board of Supervisors on February 23, 1993. The Plan provides the policy framework for the County to work with local cities, landowners, citizen groups, developers and viticulturalists to rejuvenate the South Livermore Valley as a premium wine producing region.

With deep, gravelly soils and a climate that mirrors the famed Graves region of Bordeaux, France, the southern Livermore Valley – sometimes referred to as the "Fertile Crescent" – has long been recognized for its world-class winegrapes and wines. Since World War II, however, the wine region has been in competition with urban sprawl, gradually losing irreplaceable vineyard soils



*The Livermore Valley has long been recognized for its world-class winegrapes and wine.*

to development. While the last ten years have seen a moderate resurgence in the Valley's wine industry, a perception that local government had limited interest in protecting viticulture dissuaded many prospective growers and vintners from investing in the Valley. The South Livermore Valley Area Plan is a bold approach to correct that misconception and provide the area with the resources, assurances and

amenities necessary to recapture international attention and stimulate economic viability for this historic wine region.

Recognizing that agriculture cannot, on its own, compete with urban development, the Area Plan directs new residential development to appropriate locations, preserving existing vineyards and prime vineyard soils. Under the Plan, the same urbaniza-

tion that threatened to consume the wine region will provide much of the economic resources necessary to preserve and expand viticulture and other cultivated agriculture in the area. During the Plan's five year evolution, three methods of encouraging agricultural expansion were developed.

The first element of the Plan creates a density bonus system that provides economic incentives to encourage landowners to expand viticultural acreage. It permits the County to award property owners with a reduction in the minimum parcel size, providing the landowner plants winegrapes and places the land under a permanent agricultural easement.

The second element of the Plan establishes an agricultural land trust capable of accepting donations or purchasing easements to permanently protect productive agricultural lands. By purchasing easements, the land trust will be able to provide agricultural landowners with an immediate source of funds that could be used to pay for capital improvements, such as new vineyards or wineries. Additionally, the land trust will be able to move quickly to protect key properties from unwanted development.

Finally, the Plan requires all new urban development in the area to directly and substantially contribute to the preservation, promotion and expansion of viticulture in

the Valley. The specific level and type of contribution set forth in the Plan is dependent upon the location of the development in the Valley. Contributions include the development of new vineyards, dedication of agricultural easements, financial contributions to the land trust, refurbishment of existing wineries, and the inclusion of wine country amenities such as golf courses, conference centers, and a wine museum.

The South Livermore Valley Area Plan presents a unique opportunity to show that a century-old agricultural tradition can continue to thrive adjacent to an emerging "edge city." The continued coordination and cooperation between Alameda County, local cities, landowners and citizen groups will ensure that the South Livermore Valley regains its historic role as an internationally recognized premium wine-producing region.



*The Area Plan encourages the expansion of viticulture.*



## HISTORICAL BACKGROUND

**First settled as remote cattle grazing lands for the Mission San Jose, it wasn't until the late 1800's that viticulturalists discovered the ideal soil and climatic conditions that would transform the Livermore Valley into one of the nations' premier winegrape producing regions.**

In the late 1870's wine authority Charles Wetmore was commissioned to write a series of articles on California's wine regions — ascertaining the best areas for the production of grapes. An explorer, wine aficionado and avid traveler, Wetmore traveled extensively throughout the state mapping soils, tasting grapes and reviewing climatic records. What he saw in the Livermore Valley caught his attention. The Valley's deep, gravelly soil, warm days, breezy afternoons and morning fogs struck Wetmore as a remarkable match to the famed Bordeaux region of France. So impressed was he with the Livermore Valley, that he built his own winery south of Livermore, joining early European wine pioneering families like the Wentes and Concannons. In 1883, he travelled to France and returned with vineyard cuttings from one of the world's most famous chateaus. The vines prospered in the Livermore Valley, which mirrored their original home in the Graves region of Bordeaux. Six years later, wines made from those same cuttings defeated 17,000 other wines at the International

Exposition in Paris, to win the coveted best of show title, the *Gran Prix*, and give California its first international gold medal for wine.

A vineyard boom soon followed in the South Livermore Valley. Over 5,000 acres of vines were prospering in the Valley's ideal winegrape growing conditions. The Livermore Valley's proximity to San Francisco attracted prosperous families who built summer estates and wineries, many of which still stand as a reminder of the Valley's rich viticultural history. By the turn of the century, more than 50 wineries were operating in the Valley, producing wines that placed the Livermore Valley's reputation on par with its northern neighbors, the Napa and Sonoma Valleys.

The Livermore Valley's viticultural golden age ended with a series of setbacks. Grape surpluses, Prohibition and a root louse that destroyed vineyards throughout California and Europe brought the Valley's wine boom to a premature end. When Prohibition was repealed in 1933, only 12 wineries remained. While family wineries such as the Concannon's and Wentes survived Prohibition by making sacramental wines, the influence and prestige of the Livermore Valley had diminished considerably. By the late 1960's, viticultural acreage had sunk to about 1,500 acres and only six wineries remained.



*Livermore Valley, January 1889.*



*Label from historic winery.*



*Winery setting, Spring 1950.*

Development pressure was taking hold in the Valley. The same proximity to the Bay that once drew many of San Francisco's industrial barons to open wineries in the Livermore Valley was now attracting commuters anxious to find affordable housing near the job centers of San Francisco and San Jose. Creeping urbanization was swallowing an ever-increasing share of priceless Livermore Valley viticultural lands.

California's wine renaissance in the 1970's did little to rejuvenate the Valley's wine industry. As new wineries and vineyards sprouted up in the Napa and Sonoma Valleys, and Monterey and Mendocino emerged as new wine regions, the Livermore Valley was largely bypassed. While a handful of new wineries entered the scene and several existing wineries expanded, the perception that Alameda County lacked a long-term commitment to agriculture discouraged many potential viticulturalists. Handicapped by their hidden location behind booming business parks and housing tracts, the Valley's relative lack of publicity, and the threat of continued urban growth, the future of the Livermore Valley's vineyards and wineries continued to be tenuous. What was once California's premier wine region was quickly becoming another suburban "edge city".



*Bottling at historic winery.*







## EVOLUTION OF THE PLAN

**As development continued to capture a growing share of land south of Livermore, widespread support for protecting the Valley's existing vineyards and wine industry surfaced. In 1981, Friends of the Vineyards was founded as a non-profit organization dedicated to preserving and enhancing the Livermore Valley vineyard lands. The former Alameda County Winegrowers Association reorganized in 1984 as the Livermore Valley Winegrowers Association, to heighten consumer and media awareness of the Livermore Valley as a premier winegrape growing region.**

In 1987, Alameda County Supervisor Ed Campbell formed The South Livermore Valley Steering Committee. Consisting of elected and appointed representatives from Alameda County and the cities of Pleasanton and Livermore, the Steering Committee's goal was to create a plan for the Valley that would not only preserve the remaining vineyards, but also promote and enhance viticulture and other cultivated agriculture. A Citizens Advisory Committee, representing a wide variety of interests, including Friends of the Vineyards, the Winegrowers Association, property owners, developers, and residents of Pleasanton and Livermore, was also appointed to provide direct citizen input into the process.

Following a long and arduous process of meetings and public workshops, as well as

presentations and reports by a variety of consultants, a consensus was reached on the specific goals and objectives for rejuvenating the South Livermore Valley as a widely recognized premium wine region. A successful plan would expand viticulture and other cultivated agriculture from the current 2,100 acres to at least 5,000 acres, with enough additional wineries and other visitor-serving attractions to create a viable, accessible alternative destination to the Napa and Sonoma vineyard areas. To succeed, the plan would also need to provide strong economic incentives for landowners to invest in viticulture and other cultivated agriculture, while providing long-term stability for agricultural uses and treating all landowners as fairly as possible. Success would also require coordinating county and city planning to ensure that development limits would be placed on agricultural lands.

While several plan alternatives were subsequently developed to meet these initial objectives, a consensus on the details of the individual plans could not be reached. The approval of two development projects in the Valley by Alameda County provided an opportunity to break the impasse and draft a successful plan for the South Livermore Valley.

In 1990, the Crane Ridge project, permitting ten one-acre rural homesites, was approved with the proviso that the surround-

ing lands be planted in vineyards and permanently protected from further development with agricultural easements. A year later, the Ruby Hill project, permitting a residential development and golf course, was approved, conditioned on an unprecedented number of requirements to mitigate agricultural impacts. These requirements included planting new vineyards permanently protected from further development by agricultural easements, the refurbishment of two historic wineries, and provision of a minimum of \$8.5 million to fund an agricultural land trust.

Crane Ridge and Ruby Hill demonstrated that limited, carefully planned development could provide the economic stimulus necessary for landowners to invest in viticulture, create important amenities to improve the attractiveness of the area, and provide funds for a land trust.

Following extensive public debate, a consensus plan evolved based on the techniques used in the Crane Ridge and Ruby Hill projects. Supported by a detailed economic analysis and an Environmental Impact Report, and after intense scrutiny by the cities, citizens groups, landowners, viticulturalists, and environmental organizations, the South Livermore Valley Area Plan was adopted by a unanimous vote of the Alameda County Board of Supervisors on February 23, 1993.





## SUMMARY OF THE PLAN

**The South Livermore Valley Area Plan creates a policy framework for Alameda County and the cities of Pleasanton and Livermore to work with landowners, citizen groups, developers and viticulturalists to rejuvenate the South Livermore Valley as a premium wine-producing area.**

The Plan's intent is to preserve the remaining vineyards and wineries in the area, enhance the recognition and image of the area as an important premium wine-producing region in California, create incentives for investment and expansion of vineyards and other cultivated agriculture, and coordinate the policies of Alameda County, Pleasanton, and Livermore so that these goals can be achieved. The Plan creates no new entitlements for additional development; rather, the Plan creates a framework for the consideration of future development based on furthering of the Plan purpose.

Recognizing that agriculture cannot, on its own, compete with urban development and the speculation that precedes it, the Plan directs new residential development to appropriate locations. At the same time, the Plan harnesses some of the increased economic value created by urbanization to preserve and expand viticulture and other agriculture in the area. Additionally, the Plan's policies encourage new wineries and

other tourist-related projects to help promote the area as a widely recognized wine region.

The Plan is based on the premise that further development within the area should contribute directly to the enhancement of viticulture and other cultivated agriculture in the South Livermore Valley. The Plan establishes three separate and independent methods of encouraging agricultural expansion:

1. Economic incentives are provided to encourage landowners to expand viticultural acreage.
2. Specific mitigation measures are required for any urban development, so that it will substantially contribute to the Plan goals.
3. An agricultural land trust capable of accepting donations or purchasing easements is established to permanently protect productive agricultural lands.

The first method, modeled on the approved Crane Ridge project, is a density bonus system that creates a strong economic incentive for agricultural property owners to plant and protect vineyards. This system permits the County to award property owners with a reduction in the minimum parcel size, from 100 acres per home to 20 acres

per home, if the landowner plants wine grapes or other cultivated agriculture and places the land under a permanent agricultural easement, preventing any further development of the land. If the landowner desires, the four new homesites can be sold to pay for the substantial cost of planting vineyards, (roughly \$10,000 per acre) and to provide compensation for the agricultural easements, which permanently restrict the ability to develop at a higher density. The Plan includes a number of provisions to ensure that vineyards established under the bonus density system are planted and maintained according to viticultural industry standards, and that new homes are sited and designed so that they enhance, rather than detract from, the environment and image of the area as a premium wine-producing region.



*The Plan aims to rejuvenate the Valley as a premium wine-producing area.*

The second method, modeled on the approved Ruby Hill project, is to require any new urban development in the Plan Area to directly, and substantially, contribute to the preservation, promotion, and expansion of viticulture in the Valley. The level and type of contribution required is dependent on the location of the development proposal. For this purpose, the Plan Area has been divided into four subareas. These include the Vineyard Area, which contains all of the existing vineyards and most of the wineries, and three smaller subareas: Ruby Hill, the Vineyard Avenue Transitional Area, and the Alden Lane Transitional Area.

The Ruby Hill development, which was recently annexed by the City of Pleasanton, is slated to begin construction in 1993. The project includes 850 high value homes clustered around a Jack Nicholas-designed golf course, and is expected to generate considerable interest in the Livermore Valley as a desirable place to live and visit. The conditions of approval for Ruby Hill, which are contained in a three-way development agreement between Pleasanton, Alameda County, and the Ruby Hill developers, include substantial mitigation requirements for South Livermore Valley viticulture. Over 460 acres of new vineyards are required to be planted within and adjacent to the project. These vineyards will be permanently protected from further development by agricultural easements. Additionally,

two historic wineries presently on the site will be completely renovated and refurbished.

Ruby Hill will also provide a major portion of the funding for the third agricultural enhancement method. The project is required to contribute a minimum of \$10,000 per home to an agricultural land trust, which is being established by Alameda County as an autonomous non-profit corporation. The land trust will buy or accept donations of land or development rights on agricultural lands within the Plan Area from willing sellers. The sale of development rights to the land trust will provide agricultural landowners with an immediate source of funds that could be used to pay for capital improvements, such as new vineyards or wineries. The land trust will also be able to move quickly to protect key properties in the vineyard area from unwanted development, if necessary.

Funding for the land trust will also come from new development in two other subareas. The Vineyard Avenue Transitional Area, also recently annexed by Pleasanton for urban development, includes properties lining Vineyard Avenue between Ruby Hill and the currently developed portion of Pleasanton. The Plan requires that new development in this area contribute \$10,000 per acre to the land trust for every acre of land developed on cultivable soil.

This could generate up to \$1 million in additional funds for the land trust. The City of Pleasanton is currently working on a specific plan for this area which will designate appropriate levels of development and include design guidelines to ensure that Vineyard Avenue is emphasized as a gateway to the South Livermore Valley wine region.

Similarly, the Alden Lane Area, in the southwest corner of Livermore, will also contrib-



*The Plan protects existing vineyards from development.*

ute \$10,000 per developed acre to the land trust. This area, separated from the rest of the Plan Area by a large quarry, has been designated for residential development by the City of Livermore, and has been partially annexed. This could generate an additional \$2 million for the land trust.

New urban development within the Vineyard Area, the largest subarea, must meet the most stringent mitigation requirements. All of the existing vineyards are within this area, as are almost all of the lands that could potentially be planted with vineyards. Although the area is largely zoned for agricultural uses, it is very likely to have further development pressure, due to the location of flat, accessible land directly adjacent to the City of Livermore.

Recognizing this pressure, and the need to create a logical and permanent edge to Livermore, the Plan allows for the consideration of additional urban development in this area, if a number of specific performance criteria can be met, including:

- No existing vineyards can be displaced or destroyed.
- The proposed development must be adjacent to Livermore, and have available urban services.
- A development project must substan-

tially contribute to the expansion of viticulture within the Plan Area and also mitigate for the loss of land suitable for vineyards.

Plan policies specify that to be acceptable, an urban development in this area must, within the Vineyard Area, plant one acre of new vineyard for every acre urbanized, and plant one acre of new vineyard for every new home constructed. Under this policy, a residential project planned for 100 houses, with a density of two homes per acre must plant 150 acres of new vineyards to be acceptable. New vineyards planted as mitigation for urban development must be under permanent agricultural easement and cannot be subdivided through the bonus density system.

The Plan also requires new urban development within the Vineyard Area to provide other amenities that will increase recognition of the South Livermore Valley as a premium wine-producing region. These amenities could include a wine museum, a culinary institute, conference center, or a resort hotel. Tourist-serving retail uses, such as restaurants, bicycle rentals, art galleries, or other appropriate small-scale uses are encouraged to further create an attractive, full-service destination for visitors to the wine country. Combined with new wineries, bed-and-breakfast establishments and other complementary commercial uses in the rural Vineyard Area, and well-signed

road corridors leading from nearby freeways, the Plan will provide a pleasant, attractive and easily accessible wine-producing region close to the population centers of the Bay Area.

The ultimate success of the Plan will depend on the continued coordination and cooperation between Alameda County, Livermore, Pleasanton, landowners, and citizens groups. The area presents a unique opportunity to show that a century-old agricultural tradition can continue to thrive adjacent to an emerging "edge city". Working together, these groups can ensure that the South Livermore Valley regains its historic role as an internationally recognized premium wine-producing region.



*A century-old agricultural tradition can continue to thrive.*

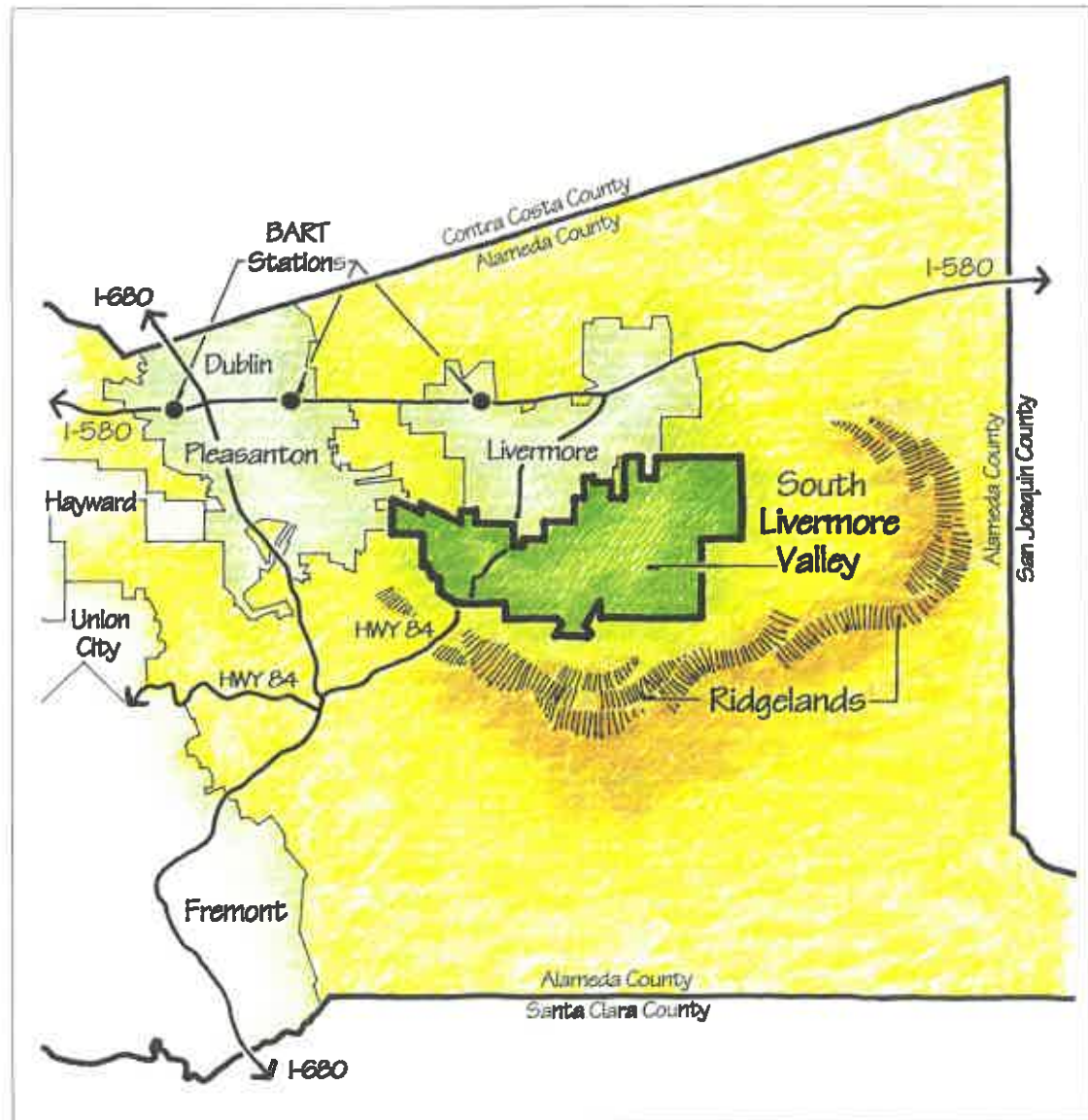


## BOUNDARIES

The South Livermore Valley Area Plan encompasses approximately 14,000 acres in a wide crescent around the south edge of the City of Livermore, in east Alameda County. The Plan Area generally encompasses the flatter, potentially suitable vineyard lands between the Livermore City Limits and the ridgelands to the south, east and west. The Plan Area location and boundaries are shown below.



Bay Area vineyard areas.



The Plan Area location and boundaries.

Approx. Scale: 1"= 4 miles



## GOALS & OBJECTIVES

### Goals

1. **Promote** the South Livermore Valley as a unique and historic Wine Region.
2. Take a proactive approach to **protect, enhance, and increase viticulture** and other cultivated agriculture.
3. **Preserve** the area's unique rural and scenic qualities.
4. Discourage and **minimize development** on lands with existing vineyards and on lands suitable for viticulture.
5. **Direct development** and development speculation away from productive and potentially productive agricultural land, particularly that land classified as having the better quality soil for wine grapes.
6. **Coordinate** land use planning of the area between Alameda County and the cities of Livermore and Pleasanton, so as to increase certainty over future land uses and to reduce speculation.

### Objectives

1. **Expansion** of cultivated agricultural, particularly viticultural, use in the South Livermore Valley from the current 2,100 acres to the maximum acreage possible, with a minimum acceptable level of 5,000 acres.
2. Development of **additional wineries** with a range of sizes, and other wine-country uses that promote the area as a premier wine-producing area.
3. Formation of a **land trust** to permanently protect productive and potentially productive cultivated agricultural lands in the South Livermore Valley.
4. Prohibition of **additional development** unless it will directly further the Plan purpose of expanding and enhancing cultivated agriculture.
5. Limitation on **further urbanization** within the Plan Area to areas under City jurisdiction and to development that substantially enhances cultivated agriculture.
6. Creation of a permanent boundary and **open space buffer** between the cities of Pleasanton and Livermore in the South Livermore Valley.
7. Establishment of a **framework**, consistent with other Plan goals and objectives, for the consideration of development entitlements that will result in the planting of the maximum number of acres of new vineyards, with a minimum acceptable level of 5,000 acres, and fees necessary to achieve the overall goals and objectives of the Plan in a timely and reasonable manner.



*Preserve the area's unique rural and scenic qualities.*



## POLICIES : AGRICULTURAL PRESERVATION AND ENHANCEMENT

1. Encourage the cooperation of Alameda County, Livermore and Pleasanton in reaching the goals and objectives of the Plan through **coordination of land use plans**, use of pre-annexation, development, joint powers, tax-sharing, or other agreements, or other appropriate devices to coordinate future land uses and appropriate mitigation measures.
2. Establish a **South Livermore Valley Agricultural Land Trust** as an autonomous non-profit corporation with Federal and State tax-exempt status. Alameda County, the City of Pleasanton and the City of Livermore should have appointment authority to the Trust Board of Directors. The Trust should be enabled to purchase or accept donations of lands in the Plan Area, in fee or easement, that will further the goals of the Plan, with reconveyance subject to unanimous agreement by the Board of Directors. Agricultural mitigation funds required to be paid by the Ruby Hill development, other future urban development in the Plan Area, and other appropriate sources should be used to fund Trust purchases.

**Standards and priorities** for acquisition of land or easements by the Trust shall be based on the following considerations:

- A. Development of a **critical mass** to sustain agricultural operation in the South Livermore Valley.
  - B. **Preservation** of lands best suited for agriculture and most threatened by development pressures.
  - C. Preservation of **contiguous tracts** of agricultural land of a size large enough to maintain commercial agricultural operations.
  - D. **Minimization of conflicts** with non-farm uses.
  - E. Creation of a **permanent urban boundary**.
  - F. Protection of **critical habitat areas** within the South Livermore Valley.
3. Encourage the **promotion** of the South Livermore Valley as a premier wine-producing center by encouraging appropriate tourist attracting and supporting uses, such as bed and breakfast establishments, bicycle and equestrian facilities, a conference center, a wine museum, or other uses, and by

establishing clear, well-signed travel corridors from major highways to the area.

4. Maintain and enhance the **visual quality** of the Plan Area by limiting inappropriate uses in viticultural areas and encouraging good design through establishment of appropriate design guidelines.
5. Strongly discourage the non-renewal or early termination of **Williamson Act contracts**. County agriculture preserve guidelines and individual contracts may be modified to specifically accomplish the objectives of preserving and promoting agriculture, in conformance with Plan policies.
6. Encourage the establishment and permanent protection of existing and new cultivated agriculture through use of



*Encourage supporting uses like equestrian facilities.*

**agricultural easements**, density bonuses, or other means.

7. Require that **urban development** within the Plan Area mitigate impacts on and substantially enhance cultivated agriculture, by means of paying agricultural mitigation fees to the South Livermore Agricultural Land Trust, by the direct planting of new vineyards, by dedicating agricultural easements on lands within the Plan Area, and/or by including major wine-oriented attractions that would increase recognition of the South Livermore Valley as a premium wine-producing region.
8. Encourage **Pleasanton and Livermore** to adopt policies and programs establishing other sources of funds for the Agricultural Land Trust, such as fees on appropriate development outside of the Plan Area.
9. Encourage the development of additional sources of **Irrigation water** for vineyards and other cultivated agriculture by investigating wastewater reclamation and development of other supply and delivery resources. Encourage Zone 7 to consider developing a pump monitoring and cost allocation system to cover the cost of new water in the event that additional supplies are needed.

10. Establish a **monitoring program** to biennially assess the on-going effectiveness of Plan policies by tracking cultivated acreage, easements, land trust actions, development, mitigation fees collected, and other pertinent information. Plan assessment will be submitted to the Board of Supervisors for review and comment.



*Olives: an alternate cultivated agricultural crop.*





# POLICIES AND STANDARDS: LAND USE

The South Livermore Valley Area Plan is divided into four subareas, each with distinct land use policies and standards. These are 1) the Vineyard Area; 2) Ruby Hill; 3) the Alden Lane Transitional Area; and 4) the Vineyard Avenue Transitional Area. Land use policies and standards for each subarea are as follows:



Ruby Hill



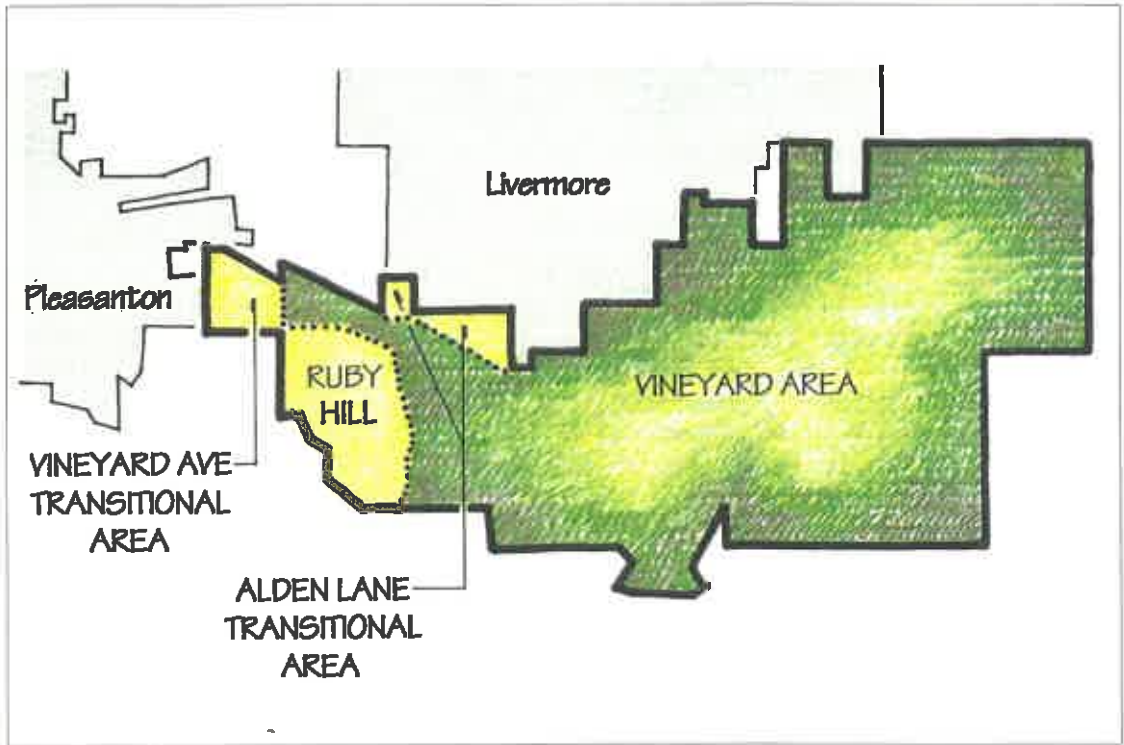
Vineyard Area



Vineyard Ave Transitional Area



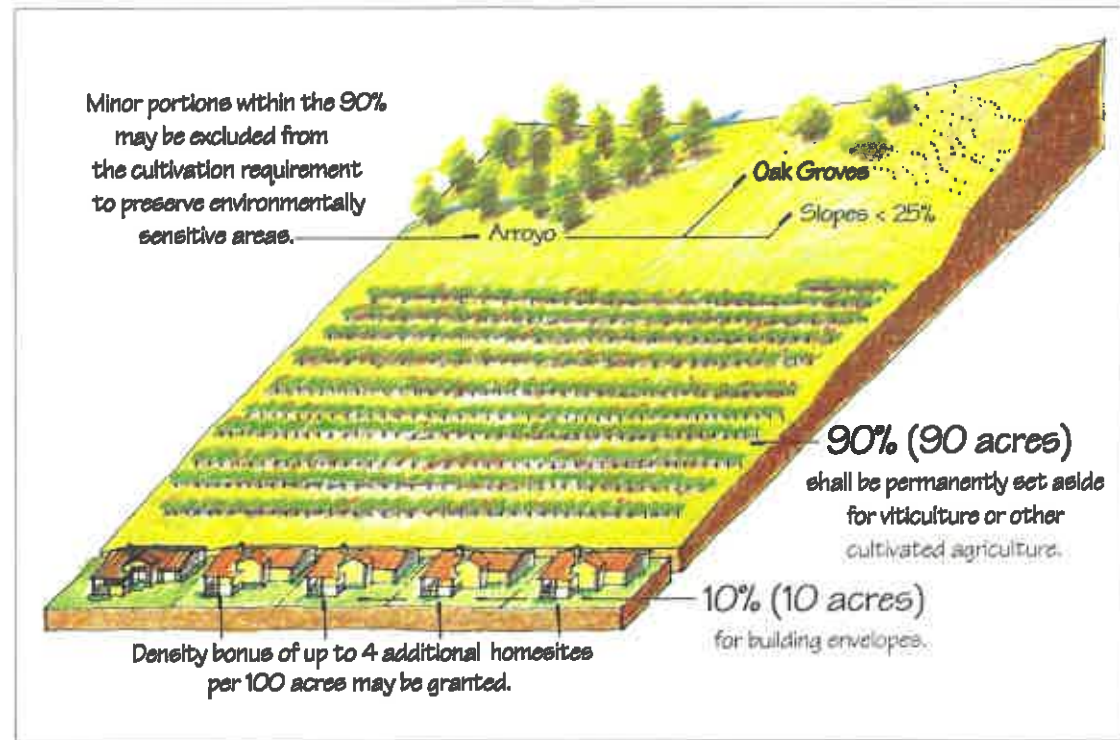
Alden Lane Transitional Area



South Livermore subareas

## Vineyard Area

1. Retain existing **parcel size** regulations as specified in the Alameda County Zoning Ordinance for the Agricultural (A) District, as of January 1, 1991, which normally set a 100 acre minimum per residence, and permit agricultural uses that are compatible with the promotion of the area as a Wine Region. Retain agricultural **worker housing** as a conditional use on parcels greater than 100 acres.
2. Establish a **"Cultivated Agriculture Overlay District,"** or equivalent, coterminous with the Vineyard Area. Permitted and accessory uses normally allowed under the A (Agricultural) District shall be restricted to preclude incompatible uses within the Overlay District. The Overlay District base density shall be 100 acres per homesite. A **density bonus** of up to four additional homesites per 100 acres (or a fraction thereof) may be granted for lands if and only if (a) the applicant can demonstrate that the density bonus will contribute substantially to the goal of promoting viticulture or other cultivated agriculture and (b) if the land meets the criteria described below. The Overlay District shall specify the procedure by which the applicant may qualify for the density bonus. Prior to obtaining the



Vineyard Area: Cultivated Agriculture Overlay District

density bonus, each application shall require review by Alameda County to determine conformance with the following minimum environmental and site design criteria:

- A. The applicant must show, to the satisfaction of the County that **adequate water supplies** are available to the proposed parcels for both domestic and irrigation needs,

and that all proposed homesites can be served by individual septic systems. The County shall consult with the appropriate water purveyor.

- B. The applicant must provide evidence that the area has been surveyed by a qualified biologist to locate any potential plant or wildlife **species of concern**, and that

a mitigation plan has been developed to protect any sensitive or unique environmental characteristics, such as oak groves, riparian areas, or species of concern.

- C. The applicant must guarantee that a minimum of 90% of the parcel shall be permanently set aside for viticulture or other **cultivated agriculture**, that the set-aside acreage shall be planted in wine grapes or other cultivated agriculture, and that provisions are in place that will ensure its continued cultivated agricultural use, such as agricultural conservation easements, or other equivalent means. At the discretion of the County, minor portions of a parcel included within the 90% permanent dedication area may be excluded from the cultivation requirement to preserve environmentally sensitive areas such as wetlands, arroyos, slopes in excess of 25%, oak groves, or areas with unique environmental characteristics. Agricultural operations that could be potentially high sources of nitrates, such as horse farms or cattle feed lots, shall be discouraged.
- D. The applicant must provide evidence that cultivated agriculture

resulting from this program will be maintained for a minimum of eight years, through use of CC&Rs, evidence of a long-term **maintenance contract** with an experienced farm operator, or other means. Agricultural practices that minimize excess nitrate loading and utilize proper erosion and dust control shall be encouraged. Water conserving best management practices, including the use of drip irrigation, shall be required wherever feasible.

- E. The applicant must pay city or county fees then in place for such properties, such as, but not limited to, **in-lieu affordable housing fees** and school fees.
- F. The applicant must mitigate potential residential/agricultural conflicts by including a clause in the sales contract of each home referencing the Alameda County **Right to Farm ordinance** and indicating that the residence is located near an agricultural operation and that the homeowner recognizes that the property may be subject to noise, dust, odors, night operations, or other impacts resulting from the operation.

G. The applicant must meet the following **site development review** standards:

- i. Parcels that include, or are adjacent to, **arroyos** shall maintain a minimum 100 foot uncultivated and undeveloped buffer, as measured from top of bank.
- ii. **Building site envelopes** for homes and ancillary uses shall be designated on the 10% portion of the parcel outside the required 90% set aside for agricultural areas, as described above. Building site envelopes shall not exceed 25% slope. Parcel lines and building envelopes shall be sited to maxi-



*Parcels that include or are adjacent to arroyos must meet the Site Development Review Standards.*

mize productive use of the land for intensive cultivated agriculture. Building envelopes shall be located outside of FEMA-designated floodplain areas, and shall be located a minimum of 100 feet from roadways, and a minimum of 200 feet from major roadways, unless site-specific noise studies are conducted that show that State noise guidelines can be met. Building envelopes located within areas known to be subject to landslide or seismic hazards shall require site-specific geotechnical studies to ensure that structures can be safely constructed.

- iii. New development shall be designed to **minimize risks** to life and property through the implementation of the provisions of the Alameda County Fire Protection Master Plan.
- iv. The location of building envelopes, parcel lines or cultivated agriculture shall not conflict with or preclude proposed **LARPD trails**.
- v. Any **historical structures** on-site shall be preserved and/

or reused, wherever feasible, and the project shall be designed to ensure that new development will not disturb any known or potential archaeological sites.

- 3. Prohibit the **subdivision of existing vineyards** within the Cultivated Agricultural Overlay District if such subdivision results in a net loss of vineyards within the subdivided parcel and limit such subdivision to a maximum of 100 acres per year to maintain a market for new vineyards on presently uncultivated lands. Allow the density bonus if new home sites on parcels with existing vineyards are located so that no vineyards are destroyed or divided, while still meeting minimum parcel size requirements of Zone 7 and the Williamson Act. If new homes, roads and other structures cannot be sited without the loss of existing vineyards, allow the density bonus only if an equivalent vineyard acreage to that lost be planted and placed under easement within the subdivided parcel.
- 4. Require that any subdivision of existing vineyards include provisions for any **needed improvements** to bring existing vineyard stock up to current industry standards for production, quality and resource use, including water and soil. Require, prior to subdivision

approval, that improvements to existing vineyards be made, based on the recommendations of an experienced viticulturalist following an inspection to ascertain vineyard health, vigor, productivity, and resource use.

- 5. Limit **new commercial uses** within the Cultivated Agricultural Overlay District to appropriate small-scale uses that promote the area's image as a wine region, subject to issuance of a conditional use permit. New commercial uses proposed as part of a bonus density application should be limited to the 10% maximum area of each parcel not dedicated to cultivated agriculture, subject to appropriate coverage limitations, and should be sited to maximize efficient use of cultivated lands. Wineries and small bed-and-breakfast establish-



*Historical structures shall be preserved or reused.*

ments are examples of appropriate commercial uses. Limit bed-and-breakfast establishments to existing homes or homes permitted under the Plan; construction of separate additional structures shall not be permitted. Require that proponents of new commercial development in rural areas show, to the satisfaction of the County and Zone 7, that it can be adequately served by a septic system and that adequate water supplies are available for commercial needs. Develop a full list of conditionally-permitted commercial uses and standards.

6. Establish appropriate **design guidelines** for the Cultivated Agricultural Overlay District. Require new residential and commercial structures to be subject to site development review by Alameda County. Develop comprehensive design guidelines for new rural structures that:
  - A. Emphasize the existing **visual character**, including use of appropriate materials, architectural features and careful siting so that structures are subordinate to the landscape and do not block public views from adjacent roads.
  - B. Include **fencing guidelines** to

limit or prohibit use of property line fences in existing vineyard areas.

- C. Include **standards for access**, including limitations on access driveways onto Vallecitos or other major roads through use of joint driveways or other access routes.
  - D. Include **standards for landscaping**, screening and signage that emphasizes the existing visual character and reflect the objective of promoting the area as premium wine-producing region.
7. The Vineyard Area may be **expanded** provided that a candidate parcel or group of parcels meet the following criteria:
    - A. It is **contiguous** to the existing boundary.
    - B. It contains at least **forty acres** less than 25% in slope.
    - C. The applicant demonstrates the parcel's **significant agricultural potential**.
    - D. The applicant submits a **Planned Development (PD)** District application satisfying the Vineyard Area policies and standards 1-6 above.

## Ruby Hill

1. Require through use of development agreements, pre-annexation agreements, or other means, that the Ruby Hill area in Pleasanton is developed according to the **provisions of reclassification** approved by Alameda County in June, 1991. These provisions permit up to 850 homes and a golf course, and require 467 acres of vineyards to be planted, two wineries to be restored, and the payment of a minimum of \$8.5 million in agricultural mitigation fees that will be used to fund the South Livermore Agricultural Land Trust.

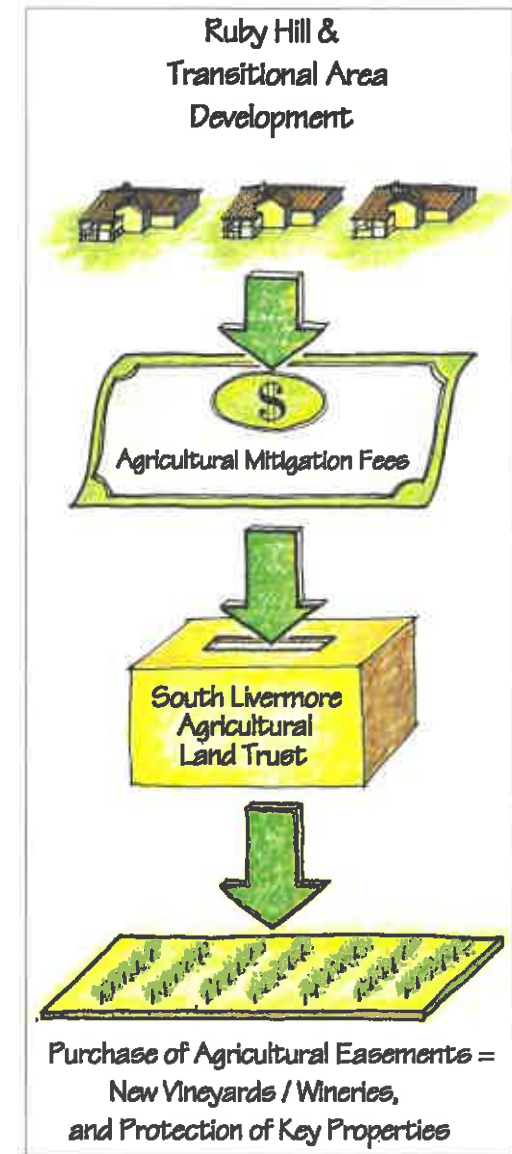


Winery at Ruby Hill to be restored.

## Transitional Areas

1. Designate **two areas** within the Area Plan as "Transitional Areas," due to their physical or visual isolation from the main part of the Plan Area, adjacency and relationship to existing urbanized areas, and location within existing cities. These areas are 1) the **Vineyard Avenue** Transitional Area, in Pleasanton; and 2) the **Alden Lane** Transitional Area, in Livermore.
2. Encourage new **urban development** within Transitional Areas to provide a graceful transition between existing urban areas and the Vineyard Area, and promote recognition of the area as a premier wine-producing region through structural design, appropriate landscaping and open space, and signage.
3. Ensure that urban development within Transitional Areas compensates for loss of cultivable or potentially cultivable soils through use of **agricultural mitigation fees** to fund the South Livermore Agricultural Land Trust. Fees should be calculated based on a one-to-one ratio between the cost per acre for agricultural easements to the Trust and the net acreage of potentially cultivable soils less than 25% in slope lost to development. Agricultural easements are assumed to have an average value of

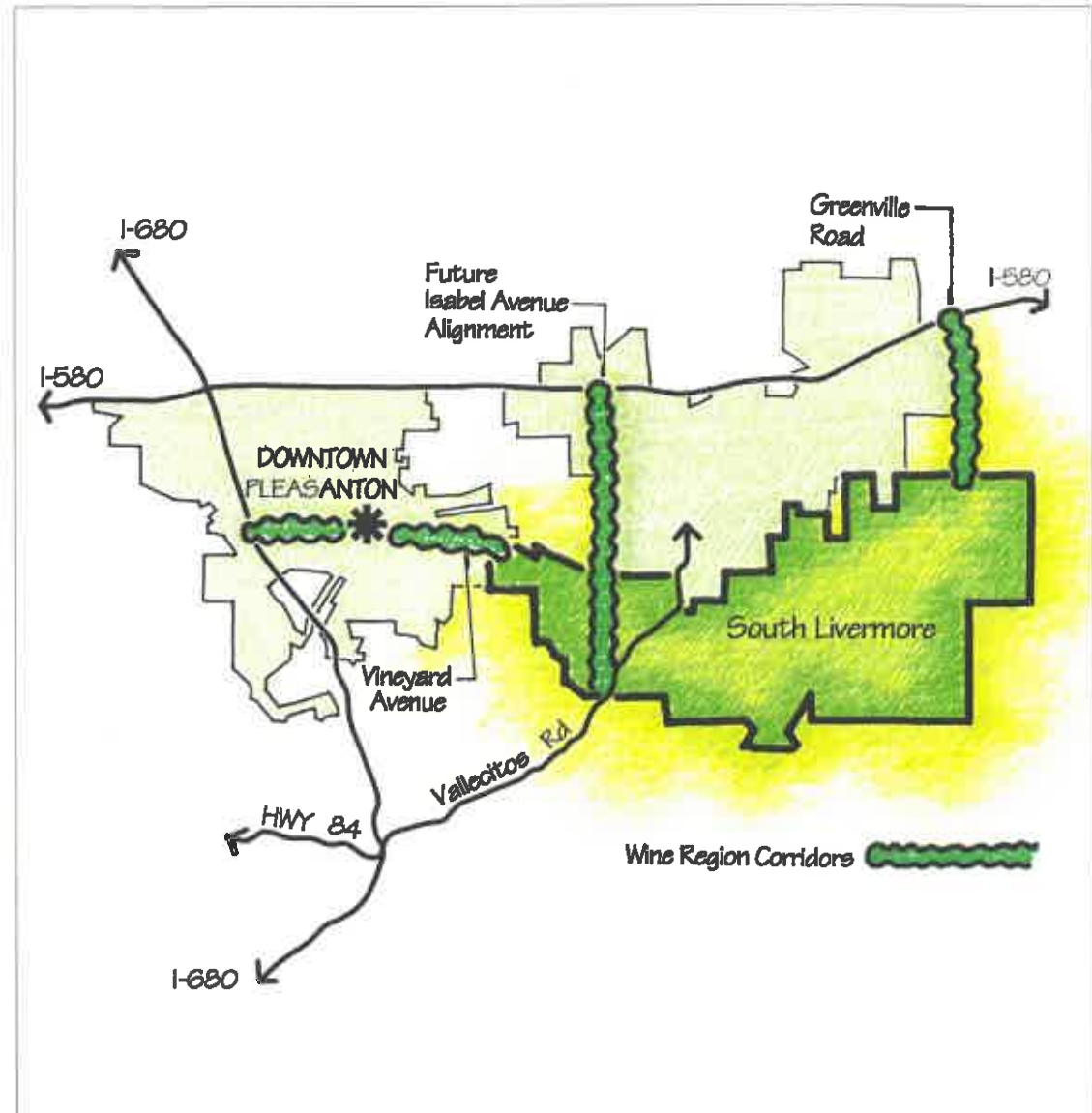
\$10,000/acre. Fee amounts should be adjusted annually to reflect changes in the Consumer Price Index. The County should ensure collection and distribution of agricultural mitigation fees in Transitional Areas through use of joint powers, pre-annexation, tax-sharing, and/or developmental agreements, or other appropriate means.



South Livermore Agricultural Land Trust

## Wine Region Corridors

1. Encourage appropriate design, landscaping and signage to establish **Greenville Road**, between I-580 and East Avenue, the future **Isabel Avenue alignment**, between I-580 and Vallecitos Road, and roadways between I-680 and Vallecitos Road, via downtown Pleasanton and **Vineyard Avenue**, as important "wine region corridors" as development occurs. Retain existing land use designations and policies.



Location of Wine Region Corridors.





## POLICIES: ANNEXATION AND URBAN DEVELOPMENT

1. Actively discourage the **annexation** of lands within the Vineyard Area unless the following **criteria** are met:
  - A. An **urban development project** is proposed that would significantly contribute to the goal of maximizing the number of acres of permanently protected vineyards or other cultivated agriculture in the Plan Area with a minimum acceptable level of 5,000 acres, and that meets the criteria in paragraph 2. below.
  - B. To the extent that annexation is reasonably incidental to an annexation described in subparagraph (A) above, properties may be annexed which are **under agricultural easements** that permanently limit development to a gross density of one residence per 20 acres, and 90% of the parcel is set aside and planted in vineyards or other cultivated agriculture, as described in Vineyard Area Policy #2 above.
2. Require any **urban development** proposal within the Vineyard Area to meet the following **criteria**, at a minimum:

- A. All necessary public **utilities and services** are available.
- B. The project will contribute funds for a **recycled water treatment** system. Contributions should equal or exceed the cost of providing recycled water equal in volume to 120% of anticipated water use of the development.
- C. The project will not require cancellation of a **Williamson Act contract** unless the development proponent can show, to the satisfaction of the City of Livermore, that cancellation will result in a more compact development pattern than development of proximate non-contracted lands. Require that an area within the Vineyard Area equal or greater in area to the parcel(s) on which cancellation would occur be cultivated and placed under permanent agricultural easement and a long-term maintenance contract, prior to final approval of any cancellation.
- D. The project site will not displace a significant amount of any **actively farmed vineyards**, defined as vineyards that produced and harvested wine grapes in 1991.

- E. The project site is **contiguous to the existing boundaries** of the City of Livermore. As discussed in paragraph 4 below, the City of Livermore shall determine the exact location of urban development through the adoption of a Specific Plan and/or General Plan Amendment.
- F. At a minimum, the project **protects and promotes viticulture** or other cultivated agriculture through the following means:
  - i. Development is located and clustered, to the maximum extent feasible, adjacent to existing City boundaries to **minimize loss of better quality soils** for wine grapes, and



*Actively farmed vineyards will not be displaced.*

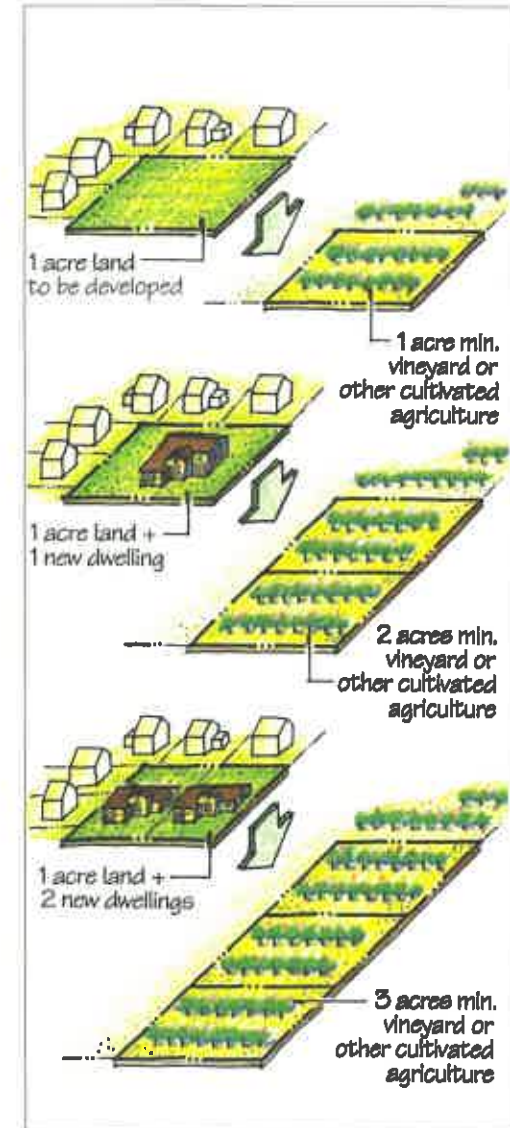


is sited and designed to create a logical, permanent urban edge to Livermore;

- ii. To mitigate the loss of cultivable soils, a minimum of one acre in the Vineyard Area is planted in new vineyards or other appropriate cultivated agriculture, and permanently protected through dedication of agricultural easements for each acre developed. **Mitigation acreage** thus planted and protected should be contiguous to the extent possible to ensure mitigation acreage of sufficient size to form a viable agricultural unit;
- iii. To enhance cultivated agriculture in the Vineyard Area, a minimum of one acre within the Vineyard Area, in addition to acreage required in ii. above, is planted in vineyards or other appropriate cultivated agriculture, and is permanently protected through dedication of agricultural easements for each new dwelling unit permitted in the project. **Mitigation acreage** thus planted and protected should be contiguous

to the extent possible to ensure mitigation acreage of sufficient size to form a viable agricultural unit;

- iv. **Mitigation acreage** required under ii. and iii. above is not eligible for bonus densities, as permitted under the Cultivated Agricultural Overlay District described above.
- v. Require **mitigation acreage** for urban development in the Vineyard Area be dedicated and planted, and that evidence of a long-term maintenance contract (eight years or more) be given, prior to approval of a final map. This requirement can be phased, as long as phasing is consistent with final map phasing.
- vi. Require that new cultivated agriculture resulting from Plan policies use water conserving best management programs, including the use of **drip irrigation** wherever feasible.
- vii. Development includes at least one major draw or attraction that would increase recognition of the South Livermore



Vineyard Area: Urban Development Mitigation Acreage Requirements

Valley as a premium wine-producing region. Examples of appropriate attractions include a wine-related institute, research center or conference center, wine museum, cultural arts center or a resort hotel. Consideration should be given to creating a **“Wine Country Center”** that would serve as a focal point for visitors to the region by combining one or more major attractions with ancillary retail uses, such as restaurants, art galleries or shops, bicycle rentals, delis, or other appropriate small-scale uses that would complement the major attraction. Ancillary retail uses would be limited, and should be carefully considered to complement businesses in Downtown Livermore. Retail uses and for-profit major attractions should be subject to an agricultural mitigation fee of \$2.50 per square foot. Fee amounts should be adjusted annually to reflect changes in the Consumer Price Index.

3. Encourage the City of Livermore to reward development meeting the above criteria with sufficient **flexibility in growth management** awards to

permit development in a timely and economical manner. Ensure that appropriate development is considered by the City in a timely manner through use of joint powers, pre-annexation, tax-sharing, and/or development agreements, or other appropriate means.

4. Encourage the City of Livermore to **amend the City General Plan** to include the Plan (except to the extent that portions of the Plan relate only to the County) within one year of adoption of the Plan by the County. The City should also be encouraged to adopt a Specific Plan and/or a General Plan Amendment that would specify the amount, timing, and location of urban development in the Vineyard Area, consistent with Plan policies, within three years of an application for urban development in the Vineyard Area. Failure of the City to meet these time limits will be grounds for the County to reconsider the South Livermore Valley Area Plan.



*Restaurants: appropriate small-scale use.*

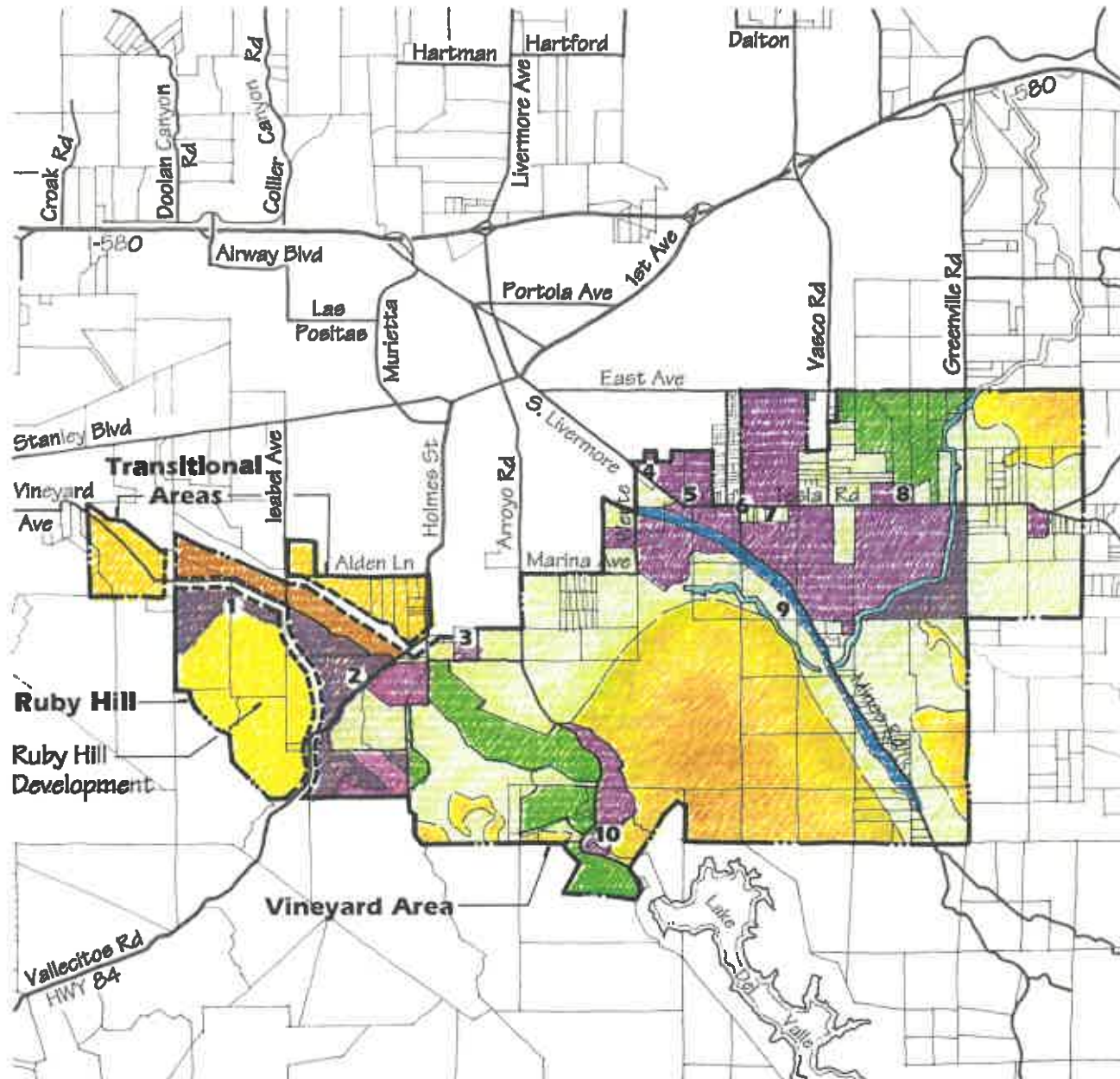
# LAND USE DIAGRAM

## Existing Wineries

- |                                  |  |
|----------------------------------|--|
| <b>1</b> Ruby Hill               | <b>6</b> Stony Ridge                         |
| <b>2</b> Fenestra                | <b>7</b> Wente Brothers                      |
| <b>3</b> Livemore Valley Cellars | <b>8</b> Cedar Mountain                      |
| <b>4</b> Retzlaff                | <b>9</b> Murrieta's Well                     |
| <b>5</b> Concannon               | <b>10</b> Wente Bros. Sparkling Wine Cellars |

-  Existing Vineyards
-  New Vineyards\*
-  Uncultivated Lands\*
-  Public Lands
-  Quarries
-  Steep Slopes
-  Arroyo
-  South Bay Aqueduct

\* Required of approved projects.  
 \* A portion of these lands may be developed for urban uses if development criteria can be met.



## ACKNOWLEDGEMENTS

### South Livermore Valley Steering Committee

Ed Campbell, *Chair; Alameda County Board of Supervisors*  
Ayn Weiskamp, *Vice-Chair; Livermore City Council*  
Tom Reitter, *Livermore City Council*  
Judy Bartoli, *Livermore City Council*  
Karen Mohr, *Pleasanton City Council*  
Muriel Schilling, *Alameda County Planning Commissioner*  
Don Burdusis, *Alameda County Planning Commissioner*  
Tuni Dunkley, *Alameda County Planning Commission*  
James Perry, *Livermore Planning Commissioner*  
Sherrell Michelotti, *Pleasanton Planning Commissioner*  
Jack Hovingh, *Pleasanton Planning Commissioner*  
Marcelline Mahern, *Pleasanton Planning Commission*

### Photographs

East Bay Regional Park District  
Fred Lyon, *Photographer*  
Livermore Heritage Guild  
Livermore Valley Winegrowers' Association  
Signature Properties  
Wente Bros. Winery

### South Livermore Valley Citizens Advisory Committee

Steve Kalthoff, *Chair*  
John Innes, *Vice-Chair*  
Cecil Beebe  
Henry Bettencourt  
Betty Ann Clamp  
Yvonne Dell'Acqua  
Walter Detjens  
Tot Green  
Elbert Kirkman  
Joan Kumparak  
Stephen McGrath  
Robert Moore  
James Nissen  
Barbara Stear  
Steven Richard  
Philip Wente  
Darryl West

### Staff

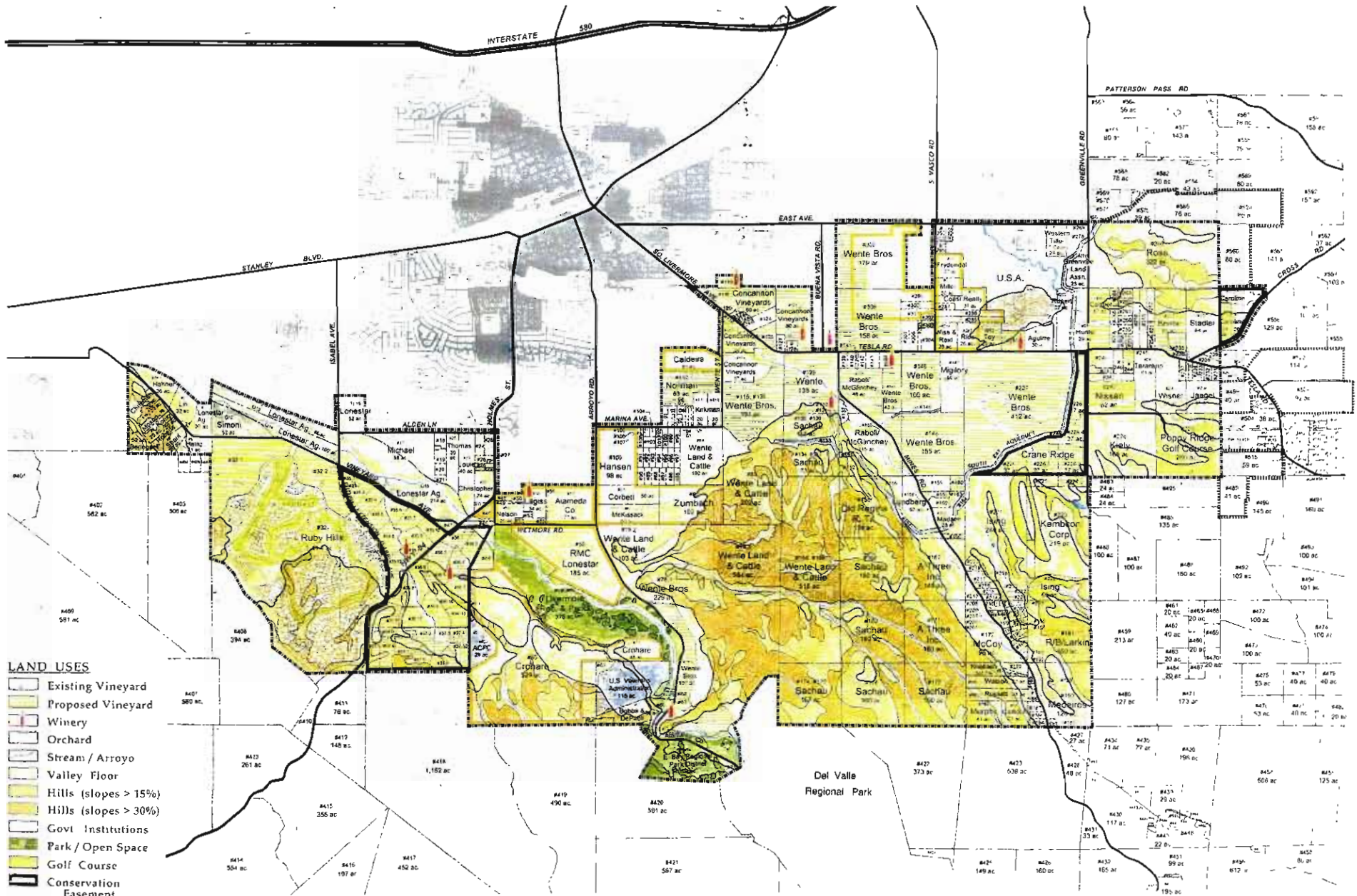
Adolph Martinelli, *Alameda County Planning Director*  
Stuart Cook, *AICP, Planning Consultant*

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Gates and Associates

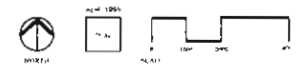
*While many individuals too numerous to list provided input, advice and assistance in creating this Plan, the following groups and organizations were particularly instrumental:*

*Livermore City Council, staff and consultants; Pleasanton Planning Department; Friends of the Vineyards; Livermore Wine Growers Association; Economic and Planning Systems; Signature Properties; Sierra Club; Fertile Crescent Coalition; Greenbelt Alliance; Vineyard Tralle Cooperative; Livingston and Associates; Roberta Mundle and Associates; Moore, Iacofano and Goltzman; and Brady and Associates.*



- LAND USES**
- Existing Vineyard
  - Proposed Vineyard
  - Winery
  - Orchard
  - Stream / Arroyo
  - Valley Floor
  - Hills (slopes > 15%)
  - Hills (slopes > 30%)
  - Govt Institutions
  - Park / Open Space
  - Golf Course
  - Conservation Easement
  - Quarry
  - Livermore Specific Plan Area

Map Date: 01/15/2014  
 Project Name: South Livermore Valley  
 Scale: 1" = 100'  
 North Arrow



*Parcel/Ownership Map*  
**SOUTH LIVERMORE VALLEY**