



- THE SCENIC HIGHWAY 246 CORRIDOR -
ONE OF THE GATEWAYS TO THE SANTA YNEZ VALLEY
AND THE STA. RITA HILLS AVA

SANTA YNEZ VALLEY COMMUNITY PLAN

"...inner rural region to the west of the City of Buellton".

The plan notes that "development of these areas deserves special consideration to ensure it does not detract from the rural aesthetic of the valley....protection of visual resources in these areas may merit a heightened level of design review"

*The New California "Gold Rush" – West Highway 246
Gateway to the Santa Ynez Valley and the STA. Rita AVA*





“The skunk smell of growing marijuana permeates classrooms, sports fields and hallways in Carpinteria. It won’t get kids high, but it’s a respiratory and throat irritant, according to those exposed to it. Students and teachers have reported headaches and nausea” – Laura Capp, “Santa Barbara County has too much marijuana too close to kids “



Health professionals and scientists concur that marijuana affects memory, attention span, decision making and cognitive development in children.., studies show “both structural and functional brain changes” in adolescents soon after they begin using marijuana, and even after they stop .. *American Psychological Association*



***And what will tourists see?
Welcome to The City of Buellton
and the future
SCENIC CORRIDOR 246 AND GATEWAY TO
SANTA YNEZ VALLEY and
STA. RITA HILLS AVA***



***The Future of Tourism in the STA. Rita Hills and
the Santa Barbara County's
Beautiful Santa Ynez Valley and Wine Country***

It is our view that the appeal filed by Pence Winery is well-aligned with these beliefs. We have no overarching objection to other industries that contribute to the economic diversity of our county. But we ask that you continue to work to ensure all our industries can succeed-including our world renowned wineries.

The concerns presented by Pence Winery appear to be sincere threats to their business as well as threats to positive visitor experiences in the region.

On behalf of our visitors, many of whom choose this destination over our competitors because of Santa Barbara County's clean air and environment, we ask you to grant the appeals filed by Pence Winery

- A Santa Barbara Hospitality Partner