

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

**DATE:** November 10, 2025

**TO:** Agricultural Advisory Committee

**FROM:** Summer Burlison, Planning Staff, 650/363-1815

**SUBJECT:** Consideration of an Agritourism Event Permit for up to 12 private farm/ranch events on a 43-acre parcel located at 321 Verde Road in San Gregorio (Long Branch Saloon & Farms).

County File Number: PLN2025-00273 (Kevin Palmer)

**PROPOSAL**

The applicant is requesting an Agritourism Event Permit for up to 12 private farm/ranch events throughout the duration of one year on a 43-acre parcel located at 321 Verde Road in San Gregorio. The property has supported educational farm tours for schools, private nonprofit events, and family/friend private gatherings under an Agritourism Event Permit since 2017. No operational changes from previous years are proposed.

Flower crops, apple and lemon orchards, coffee plant crops, Christmas tree crops, and horse breeding will continue to be supported on the property.

**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: Summer Burlison, Project Planner, [sburlison@smcgov.org](mailto:sburlison@smcgov.org)

Owner/Applicant: Kevin Palmer

Location: 321 Verde Road, San Gregorio

APN(s): 066-320-170

Parcel Size: 43 acres

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

General Plan Designation: Agriculture

Local Coastal Plan Designation: Agriculture

Williamson Act: N/A

Existing Land Use: Agriculture, residences, barns, and agricultural structures

Flood Zone: Zone X (area of minimal flood), FEMA Panel: 06081C0269F, effective August 2, 2017

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 parcel is developed with a number of structures dispersed throughout the property, including storage sheds, a museum that showcases local coastal and agricultural history and artifacts, and three single-family residences, two of which are designed as affordable housing units. The property supports paddocks for the keeping of brood mares, agricultural and storage barns, goat sheds, and western storefront structures. Fruit orchards are located in the northeastern portion of the parcel

Chronology:

<u>Date</u>	<u>Action</u>
2017 - 2022	- Annual Agritourism Event Permits approved.
August 14, 2025	- Subject application filed, PLN2025-00273.
November 10, 2025	- Agricultural Advisory Committee meeting.

*Will the project be visible from a public road?*

The project site is located in the Cabrillo Highway State Scenic Corridor; however, is not visible from Cabrillo Highway due to intervening topography and vegetation. Existing development is visible from the fronting roadway, Verde Road.

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

No.

*Is there prime soil on the project site?*

A majority of existing development located in the southwest portion of the property are located on prime soils.

## **DISCUSSION**

### **A. KEY ISSUES**

Planning staff has reviewed this application for conformance with the applicable Agritourism Guidelines:

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

The Agritourism operation does not interfere with agricultural use of the land, which includes flower growing, fruit orchards, coffee plants, Christmas trees, and horse breeding.

2. Adequate on-site parking is provided, including conformance with applicable provisions from Local Coastal Program Policy 10.22 (*Parking*), to accommodate the events 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.

The property supports parking for up to 300 vehicles. Additionally, some events rely on small shuttles and/or buses.

3. The events shall not involve any land disturbance, including import of gravel or fill.

No changes to existing development are proposed to support the continued private event use of the property.

### **B. RECOMMENDED FINDINGS**

1. That the agritourism use is compatible with the long-term agricultural uses of the land because the proceeds from the events support the economic viability of the farm.
2. 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 events held on the project site are private, and all event parking is accommodated onsite.
3. That the agritourism operation is in substantial conformance with the goals set forth in the San Mateo County Agritourism Guidelines. Specifically, the operation is secondary and supplemental to existing agricultural operations on the land.
4. That the proposed use and activities comply with all relevant provisions of the General Plan, Local Coastal Program, and Zoning Regulations.

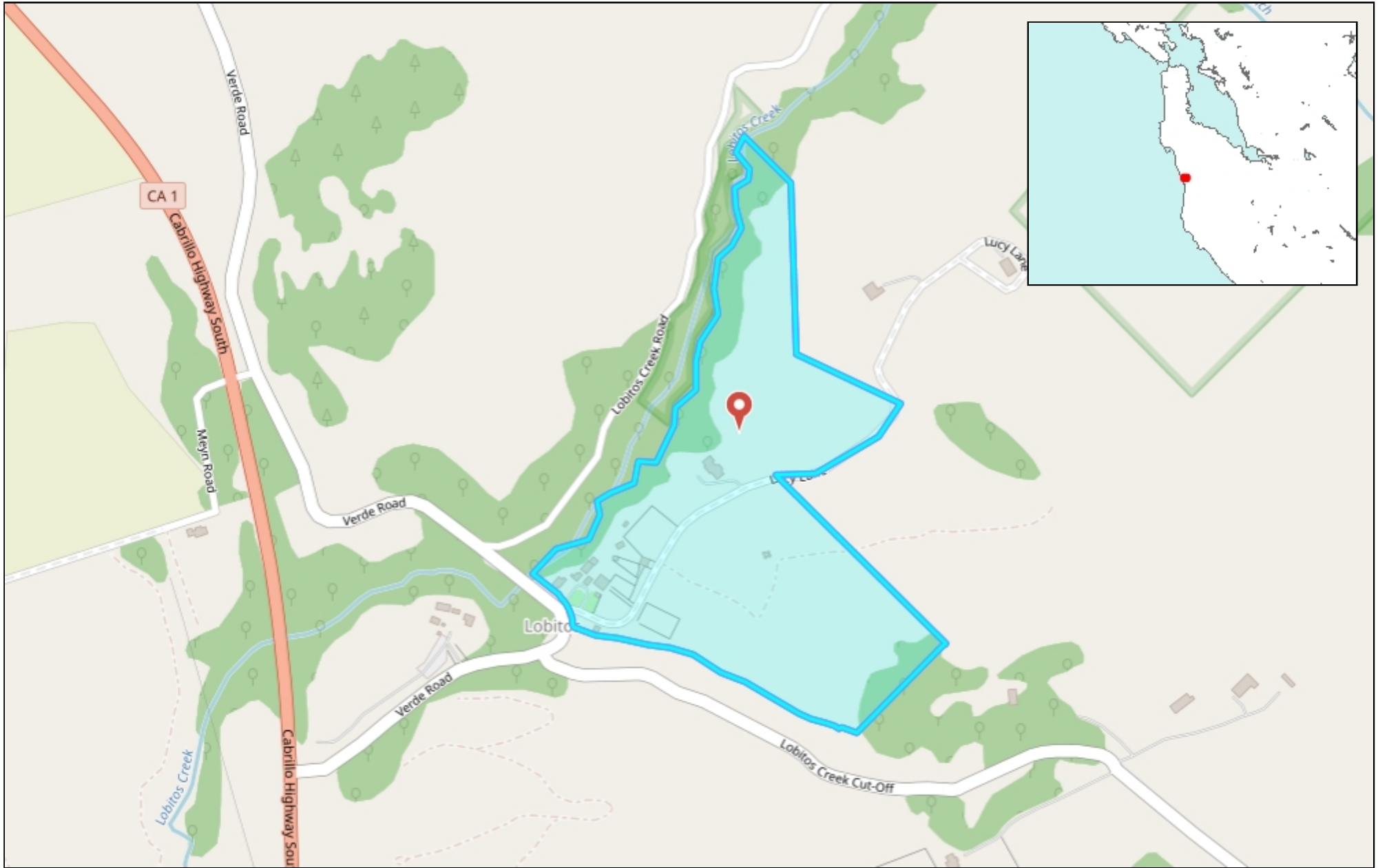
### **ATTACHMENTS**

- A. Vicinity Map
- B. Prime Soils Map
- C. Site Plan




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

# **ATTACHMENT A**



0.28 0 0.14 0.28 Miles

WGS\_1984\_Web\_Mercator\_Auxiliary\_Sphere  
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1:9,028 

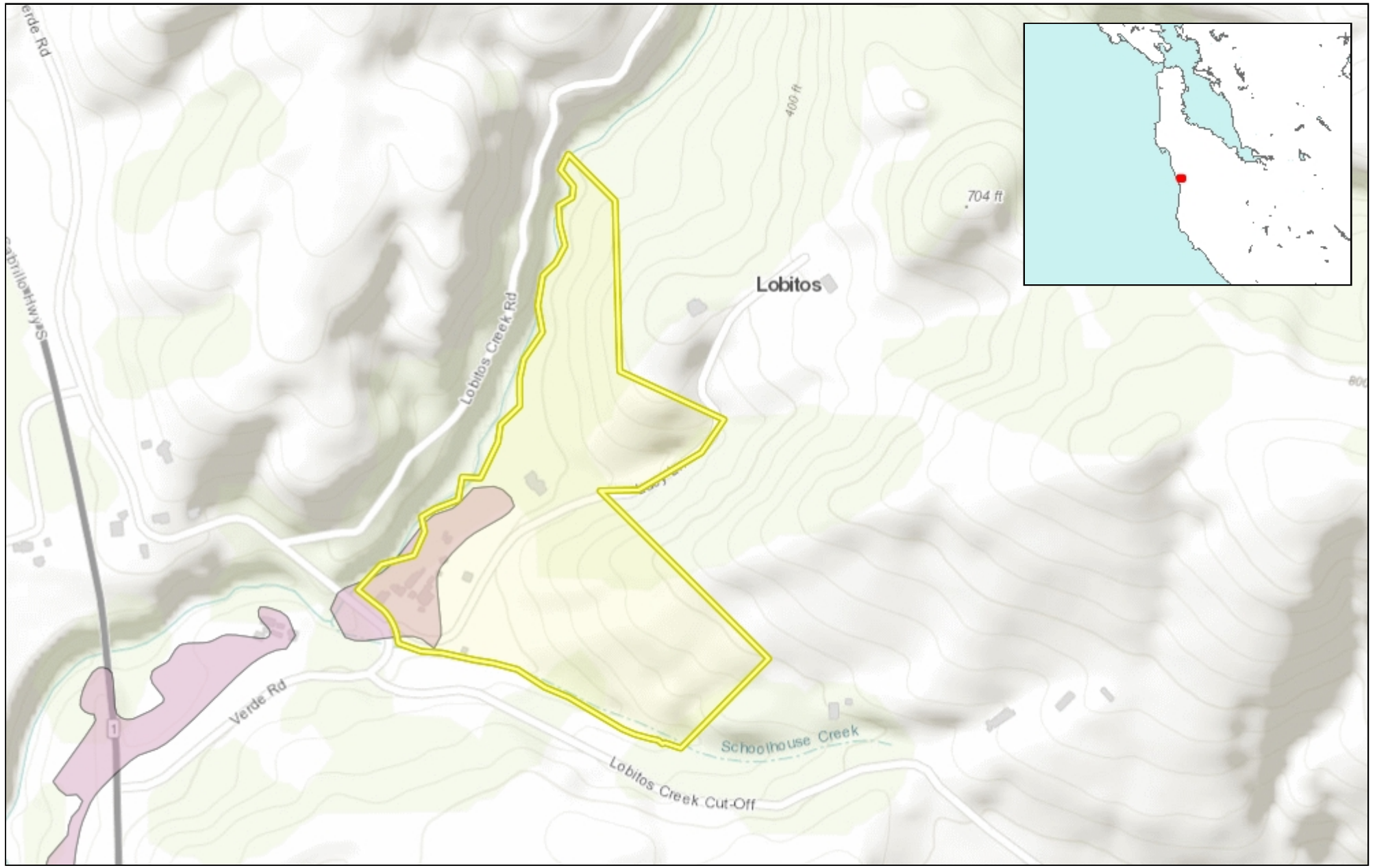
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# **ATTACHMENT B**



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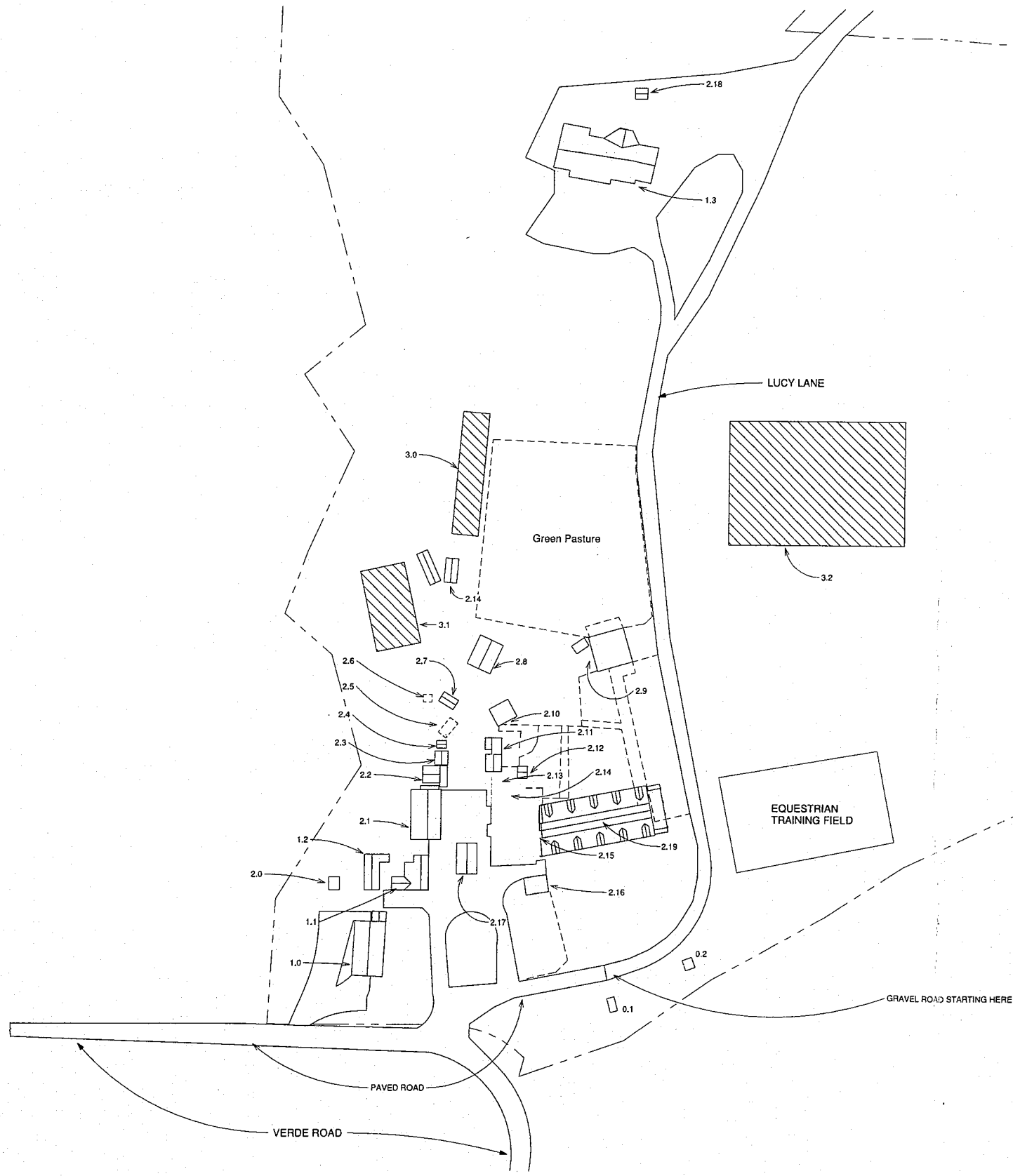
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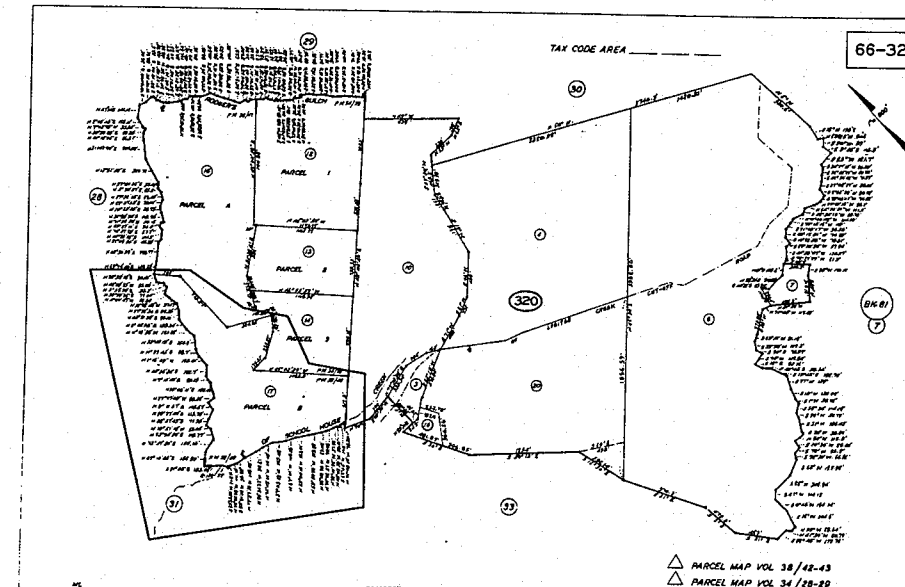
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# **ATTACHMENT C**

C:\Users\cpalm\OneDrive - Premier Drafting\BUSINESS\Long Branch Farms\Projects\Argo Tourism\Revit\B Agro Tourism.rvt

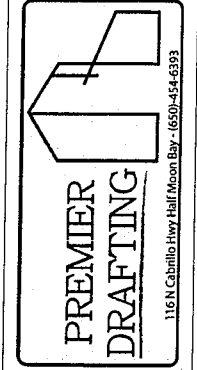


0.1	WATER STORAGE
0.2	EQUIPMENT STORAGE #1
0.3	EQUIPMENT STORAGE #2
1.0	RESIDENCE #1
1.1	RESIDENCE #2
1.2	CABIN
1.3	RESIDENCE #3
2.0	WOOD SHED
2.1	TRAILER STORAGE
2.2	STORAGE #1
2.3	STORAGE #2
2.4	STORAGE #3
2.5	FALSE FRONT
2.6	STORAGE #4
2.7	STORAGE #5
2.8	HAY BARN
2.9	TEMPORARY STABLES
2.10	MANURE HOLDER
2.11	GOAT PENS
2.12	STORAGE #6
2.13	PIG PEN
2.14	STORAGE #7
2.15	BARN
2.16	STORAGE #8
2.17	BBQ OVERHANG
2.18	CHICKEN COUP
2.19	HORSE BREEDING BARN
3.0	CUTFLOWERS/SUNFLOWERS
3.1	APPLE ORCHARD
3.2	LEMON ORCHARD



1 Agritourism Plan  
1/64" = 1'-0"

REVISIONS

**Owner Information**  
 Kevin Palmer  
 (650)-255-3744  
 Premier266@gmail.com

**Agritourism Plan**  
 321 Verde Rd Half Moon Bay

**Agritourism Plan**

Drawn by: JM  
 Designed By: Colton Palmer  
 Date: 4/25/2  
 Sheet: **A200**  
 Scale: 1/64" = 1'-0"