

CITY OF SANTA ROSA
DEPARTMENT OF COMMUNITY DEVELOPMENT
STAFF REPORT FOR PLANNING COMMISSION
AUGUST 27, 2020

ADDRESS/LOCATION

2527 Guerneville Road

ASSESSOR'S PARCEL NUMBER

157-050-006

PROJECT SITE ZONING

CG (General Commercial)

APPLICATION DATE

March 2, 2020

PROJECT PLANNER

Conor McKay

PROPERTY OWNER

US Bank National Association

FILE NUMBER

CUP20-010

GENERAL PLAN DESIGNATION

Retail & Business Services

APPLICATION COMPLETION DATE

July 14, 2020

RECOMMENDATION

Approval

PROPOSAL

Amendment to an approved Conditional Use Permit (CUP) to relocate an existing coffee shop across the shopping center to occupy the site of the former US Bank with drive through facilities.

SUMMARY

The existing CUP was approved in 1998 and allows for the operation of a bank with a drive-up ATM. This amendment to the approved CUP would result in the relocation of an existing coffee shop across the shopping center to the former site of a US Bank with a drive-up ATM. The applicant would occupy 2,400 square feet and the drive-through of the existing 3,404 square foot building and the remainder would remain unoccupied. Proposed hours of operation are 4:30 a.m. until no later than 11:00 p.m. Monday-Saturday, and 5:00 a.m. until no later than 11:00 p.m. Sunday.

CITY OF SANTA ROSA
PLANNING COMMISSION

TO: PLANNING COMMISSION
SUBJECT: STARBUCKS DRIVE THROUGH CUP
AGENDA ACTION: APPROVAL

ISSUE(S)

Should the Planning Commission approve an amendment to an approved major Conditional Use Permit to allow the operation of a coffee shop with drive through facilities and extended hours of operation at the former site of a US Bank with drive through facilities?

BACKGROUND

1. Surrounding Land Uses

North: Retail/Medium Residential (commercial center)

South: Retail & Business Services (commercial)

East: Retail & Business Services (drive through retail)

West: Retail & Business Services (parking lot)

Very Low Residential (Education)

2. Existing Land Use – Project Site

The subject site is currently developed with a former site of US Bank with drive-through ATM.

3. Project History

On July 20, 1967, the subject site was annexed into Santa Rosa.

In July 1998, the Department of Community Development approved the Downey Savings Branch #65 project which included Design Review and a Conditional Use Permit allowing the construction and operation of a new 3,404 SF bank building with drive-through service at the subject site.

On March 2, 2020, the Planning and Economic Development Department received the Starbucks Re-use application as a minor Conditional Use Permit.

On July 14, 2020, the Planning and Economic Development Department received the re-submission of the Starbucks Re-use application as an amendment to an approved major Conditional Use Permit.

4. Project Description

The applicant is proposing to relocate an existing coffee shop across Fulton Marketplace to the former site of US Bank with drive-through ATM. The relocated coffee shop would occupy a maximum of 2,400 SF of the existing building and will leave the remainder of the space vacant and as-is in a code compliant condition. Building to be single tenant only. Modifications to the building exterior would be minor, consisting primarily of drive-through modifications for sale of café products and maintenance updates to HVAC. No modifications to the existing sitework are planned. Proposed hours of operation are 4:30 a.m. until no later than 11:00 p.m. Monday-Saturday, and 5:00 a.m. until no later than 11:00 p.m. Sunday.

ANALYSIS

1. GENERAL PLAN

The General Plan land use designation for the site is Retail & Business Services/Medium Density Residential. The Retail & Business Services land use designation allows retail and service enterprises, offices, and restaurants.

The General Plan Land Use Diagram also designate this site along with several contiguous parcels as a Community Shopping Center. The vision of these centers, according to the General Plan, is to develop a complex of retail services and enterprises anchored by a large grocery store and serving a community clientele.

The following General Plan goals and policies are applicable to the project:

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| LUL-E-1 | Promote livable neighborhoods by requiring compliance with green building programs to ensure that new construction meets high standards of energy efficiency and sustainable material use. Ensure that everyday shopping, park and recreation facilities, and schools are within easy walking distance of most residents. |
| UD A-12 | Promote green building design and low impact development projects. |
| UD-C | Enhance and strengthen the visual quality of major entry routes into the city, as well as major corridors that link neighborhoods with downtown. |
| UD-C-1 | Enhance the appearance of the city's major entries through special design criteria and streetscape improvements. |
| LUL-I | Maintain vibrant, convenient, and attractive commercial centers. |
| LUL-I-1 | Provide a range of commercial services that are easily accessible and attractive, that satisfies the needs of people who live and work in Santa Rosa and that also attracts a regional clientele. |

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| LUL-J | Maintain the economic vitality of business parks and offices, and Santa Rosa's role as regional employment center. |
| LUL-J-1 | Maintain an adequate supply of employment centers in a variety of locations and settings to ensure the city's continued economic vitality. |
| UD-D-5 | <p>Provide planting strips with large canopy trees between the road and sidewalk to buffer pedestrians from traffic, and help define the street space along commercial streets. Install pedestrian amenities in the planting strip such as:</p> <ul style="list-style-type: none"> • Street lighting • Seating • Bus stop shelters • Bicycle racks • Mail boxes |
| UD-F-4 | Provide visual interest in building, site, and landscape design that avoids the sense of a monotonous tract development. |
| T-K-3 | Orient building plans to allow for easy pedestrian access from street sidewalks, transit stops, and other pedestrian facilities, in addition to access from parking lots. |
| EV-C | Promote new retail and higher density uses along the City's regional and arterial corridors. |

Staff response

The subject site, located at the northwest corner of Guerneville Road and Fulton Road, is part of a cluster of parcels designated as a Community Shopping Center (Fulton Marketplace) which targets a mix of residential, retail and commercial uses. The shopping center currently consists of retail uses and the proposed use would occupy a currently vacant building.

This project includes the relocation of an existing coffee shop across Fulton Marketplace to the former site of a US Bank with drive-through ATM. This use is consistent with the General Plan Land Use designation of Retail and Business Services/Medium Density Residential in that the project consists of the operation of a retail enterprise.

2. Zoning

The site is within the CG (General Commercial) zoning district. Surrounding properties are zoned:

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|--------|------------------------------|
| North: | CG (General Commercial) |
| South: | CN (Neighborhood Commercial) |
| East: | CG (General Commercial) |
| West: | CG (General Commercial) |

RR-20 (Rural Residential)

Drive-through Retail and Service Facilities – At this location, a new drive-through facility requires a CUP. This project is considered a new drive-through due to the distinction made by Zoning Code Section 20-70.020 (Definitions of specialized terms and phrases) between “drive-through sales” and “drive-through service” facilities. Per Zoning Code Section 20-42.060, the following standards apply:

- Drive-through aisles shall have a minimum 20 foot radius at curves and a minimum width of 12 feet.
- Each entrance to an aisle and the direction of traffic flow shall be clearly designated by signs and pavement markings.
- Each drive-through aisle shall be separated from the circulation routes necessary for ingress or egress from the property, or access to a parking space.
- The adequacy of vehicle queuing capacity of the drive-through facility and the design and location of the ordering and pickup facilities shall be determined by the review authority
- Each drive-through aisle shall be appropriately screened with a combination of landscaping, low walls, and/or berms to prevent headlight glare from impacting adjacent streets and parking facilities.

Extended Hours of Operation – Any commercial activity with hours of operation extending beyond the 6:00 a.m. – 11:00 p.m. timeframe requires a minor Conditional Use Permit.

Conditional Use Permit – The following findings must be met to secure a CUP:

- The proposed use is allowed within the applicable zoning district and complies with all other applicable provisions of this Zoning Code and the City Code;
- The proposed use is consistent with the General Plan and any applicable specific plan;
- The design, location, size, and operating characteristics of the proposed activity would be compatible with the existing and future land uses in the vicinity;
- The site is physically suitable for the type, density, and intensity of use being proposed, including access, utilities, and the absence of physical constraints;
- Granting the permit would not constitute a nuisance or be injurious or detrimental to the public interest, health, safety, convenience, or welfare, or materially injurious to persons, property, or improvements in the vicinity and zoning district in which the property is located; and
- The proposed project has been reviewed in compliance with the California Environmental Quality Act (CEQA).

Parking – Zoning Code Section 20-36 establishes that when a building's use changes to a new use without enlarging the space in which the use is located, there shall be no additional parking required for the new use, except that the new use shall comply with current ADA standards for parking, provided that any deficiency in parking is no more than 10 spaces or a 25% overall reduction from standard parking requirements, whichever is greater. Zoning Code 20-36 also establishes that shopping centers shall maintain a uniform parking ratio accounting for retail space as a whole, regardless of individual uses listed in Table 3-4 (Auto and Bicycle Parking Requirements by Land Use Type). Finally, Zoning Code Section 20-36 states that parking requirements for a drive-through shall be determined by CUP.

Staff response

The project site is located within Fulton Marketplace, located at the northeast corner of Guerneville Road and Fulton Road. Traffic ingress and egress routes would not be changed from the originally approved use as a result of the project. Queuing analysis indicates that six vehicles can queue into the drive-through without interrupting site flow or parking, but it is possible at peak hours that nine vehicles will queue into the drive-through. Therefore, three to four parking spaces could be temporarily blocked if the drive-through experiences peak activity.

All required findings to grant a CUP have been made. The proposed uses are allowed within the CG zoning district and the commercial center is consistent with General Plan (discussed in the General Plan section of this report). The site has been conditioned to keep all traffic off public streets, and all utilities are available. The project has been found in compliance with the CEQA (refer to the Environmental Review section of this report). The extended hours of operation would not result in a nuisance to the existing and future land uses in the surrounding area in that other retail drive-through establishments exist in Fulton Marketplace that operate under extended hours of operation.

The project's parking spaces are provided by the Fulton Marketplace development. The project would include the relocation of an existing coffee shop across this development, so parking demands are not anticipated to significantly increase beyond the existing conditions. Fulton Marketplace contains approximately 585 parking spaces for approximately 121,000 square feet of leasable area. At one space per 250 square feet of gross leasable area, the required parking would be 484 spaces. According to historical aerial imagery of Fulton Marketplace, the parking lot contains adequate parking spaces for the existing retail uses.

Environmental Review

The proposed Starbucks Re-use has been reviewed in compliance with the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15183 in that it is consistent with the City of Santa Rosa General Plan and complies with Zoning Code requirements. Pursuant to Section 15332, the proposed project is categorically exempt from CEQA, as it meets the criteria for

in-fill development in that the project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations; the proposed development occurs within city limits on a project site of no more than five acres substantially surrounded by urban uses; the project site has no value as habitat for endangered, rare or threatened species; approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality; and the site can be adequately served by all required utilities and public services. The project applicant conducted a focused traffic study that indicates less than significant impacts to Level of Service (LOS) and Vehicle Miles Traveled (VMT). Engineering Development Services Division, including Traffic and Public Works, reviewed this traffic study and queuing analysis and agreed with this determination that traffic impacts would be less than significant with the incorporation of conditions of approval.

3. Neighborhood Comments

None received.

4. Public Improvements/On-Site Improvements

All driveways and sidewalk along property frontage would be brought up to Americans with Disabilities Act (ADA) compliance by installing City Standard driveway aprons per City Standard 250D with flat sidewalks along the frontage to the review and approval of the City Engineer. The applicant would also keep the project frontage vehicular site distance clear of overgrown vegetation and maintain vegetation heights of less than three feet or more than seven feet.

5. Issues

There are no unresolved staff issues remaining with the project as conditioned.

RECOMMENDATION

The Planning and Economic Development Department recommends that the Planning Commission approve an amendment to an approved major CUP to operate a coffee shop with drive through facilities in the Fulton Marketplace shopping center located at 2527 Guerneville Road.

Attachments:

- Attachment 1 – Disclosure Form
- Attachment 2 – PD Location Map
- Attachment 3 – Neighborhood Context Map
- Attachment 4 – Focused Traffic Study
- Attachment 5 – Plans
- Attachment 6 – MNP98-036 (Downey Savings CUP)

- Attachment 7 – Email from Clement Balser regarding Parking and “NIC” on plans
- Attachment 8 – Project Narrative