

Starbucks Re-use with Drive-Through

Rezoning to amend Planned Development (PD) 403

4620 Highway 12

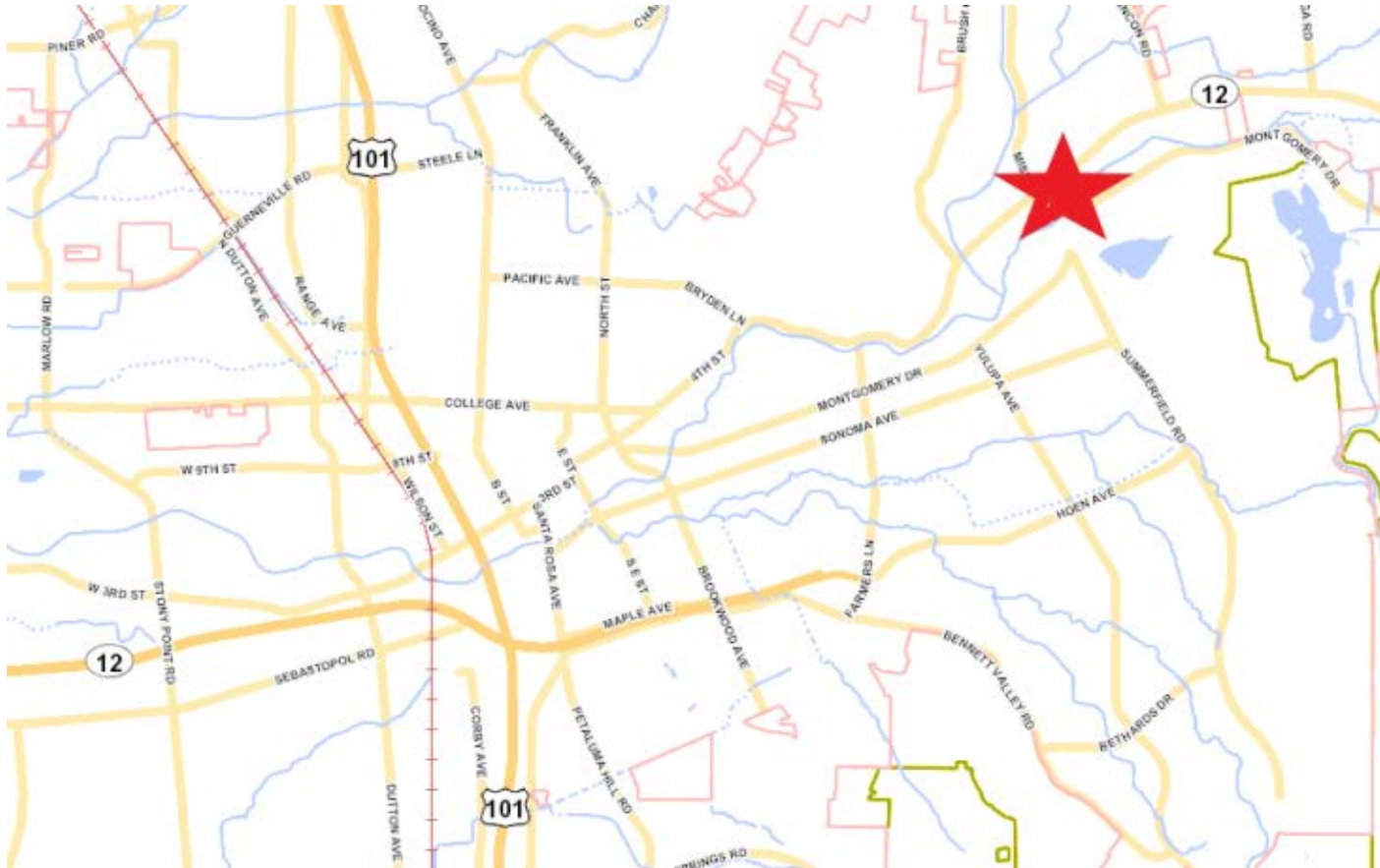
November 17, 2020

Conor McKay, City Planner
Planning and Economic Development

The applicant proposes a zoning text amendment to add "Coffee Shop – Counter Ordering" to the list of conditionally approved uses in the Planned Development (PD) 403 policy statement.

On October 22, 2020, the Planning Commission approved an amendment to the existing Conditional Use Permit (CUP) to allow operate a coffee shop with counter ordering and accessory drive through facility at the site where a bank with drive-through ATM previously operated, subject to Council adoption of the zoning text amendment. The coffee shop would occupy no more than 2,200 square feet (SF) of the existing 3,759 SF building and operate from 4:30 a.m. until no later than 11:00 p.m. daily.

Project Location – 4620 Highway 12



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Existing Site Photos



From Pasta Alley, looking east.

Existing Site Photos



Drive-through entrance

Existing Site Photos



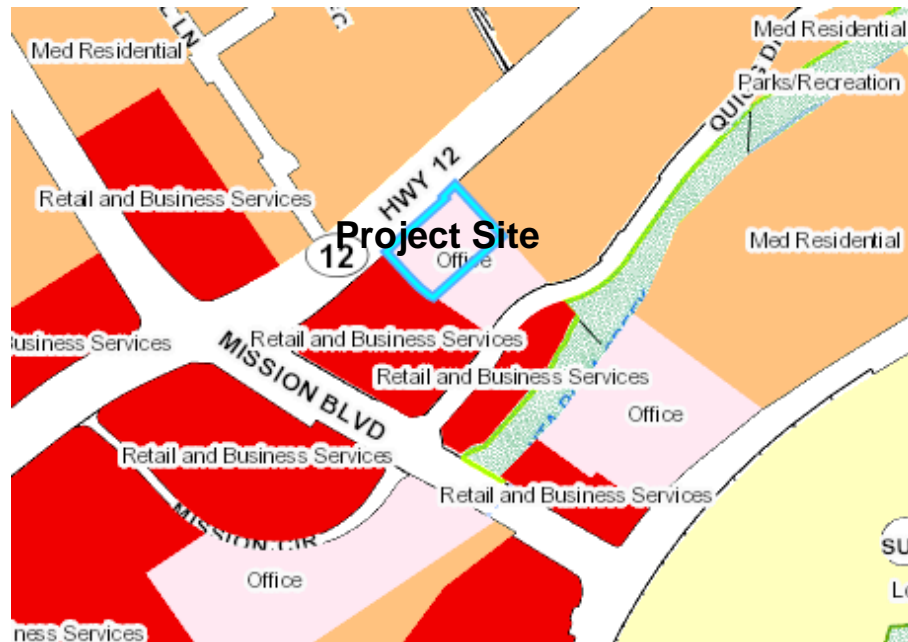
From Highway 12, looking south.

Existing Site Photos



Drive-through exit

- In July 1999, the policy statement for PD 403 was adopted to establish land use and development standards for the five parcels within the PD.
- On September 24, 2020, the final plans and design package were submitted, and the application was deemed complete.
- On October 22, 2020, the Planning Commission approved an amendment to the existing Conditional Use Permit (CUP) to allow operate a coffee shop with counter ordering and accessory drive through facility at the site where a bank with drive-through ATM previously operated, subject to Council adoption of zoning text amendment. The coffee shop would occupy no more than 2,200 square feet (SF) of the existing 3,759 SF building and operate from 4:30 a.m. until no later than 11:00 p.m. daily.



General Plan Land Use Designation:
Office

General Plan Land Use Designation (GPLU): Office

Provides sites for administrative, financial, business, professional, medical, and public offices.

Applicable General Plan Goals and Policies:

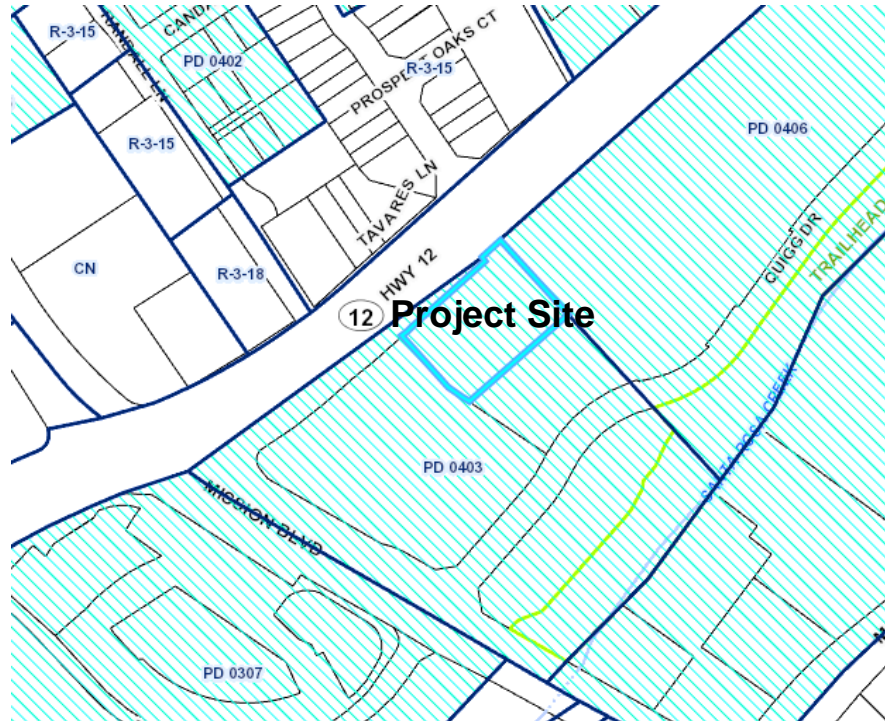
LUL-I – Maintain vibrant, convenient, and attractive commercial centers.

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.

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.

LUL-J-3 – Allow limited support retail and business services – such as cafes, delis, and dry-cleaners – where the land use classification on the General Plan Land Use Diagram is Office or Business Park



Zoning district:
Planned Development (PD) 403

Planned Development (PD) district

The requirements of this district are intended to encourage preservation of existing amenities and creation of new amenities; provide for a variety of housing types and densities; and achieve superior relationships among uses, both within and surrounding the district. The PD district is intended to be used only where the other zoning districts established by this Zoning Code cannot achieve these goals.

The adopted Policy Statement or Development Plan shall specify whether each allowable use is permitted, or requires Minor Use Permit, or Conditional Use Permit approval; except that the re-occupancy of an existing building with a use permitted in the Policy Statement or Development Plan that is similar or less intense than the previous approved use of the building shall be permitted, as determined by the Director.

PD 403 (Attachment 9)

Principle Permitted Uses.

Parcel A	Parcels B, C	Parcels E, F
(1) Retail stores and shops conducted wholly within a building not to exceed 20,000 square feet, including drug stores; but not including secondhand stores, convenience markets, liquor stores, or taverns (2) Prescription pharmacies	(1) Professional offices and services of all types (2) Banks and financial institutions	(1) None.

Conditionally Permitted Uses.

Parcel A	Parcels B, C	Parcels E, F(See Note 1.)
(1) Drive-through facilities accessory to permitted uses (2) Outdoor sales accessory to permitted uses	(1) Drive-through facilities accessory to permitted uses (2) Day care centers (3) Medical offices, clinics (4) Office/residential mixed use buildings (5) Parking Lots	(1) Restaurants, including walk-away, excluding drive-thru and fast food facilities (2) Cafes and coffee shops (3) Retail bakeries (4) Other similar food serving uses as determined by the Planning Commission



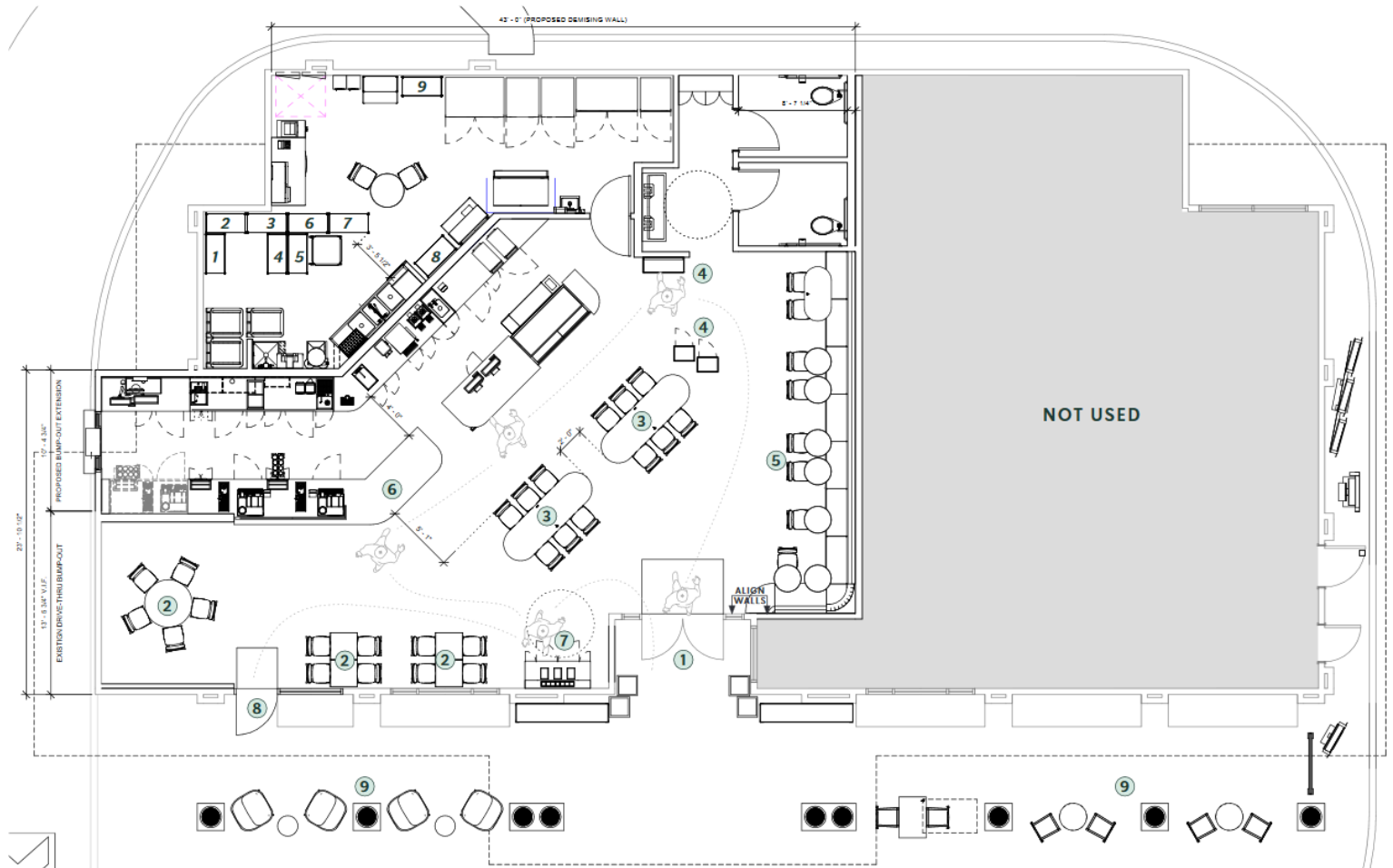
Proposed Zoning Text Amendment: Add "Coffee Shop – Counter Ordering" to the list of Conditionally Permitted Uses at the project site (Parcel B)

KEY NOTES

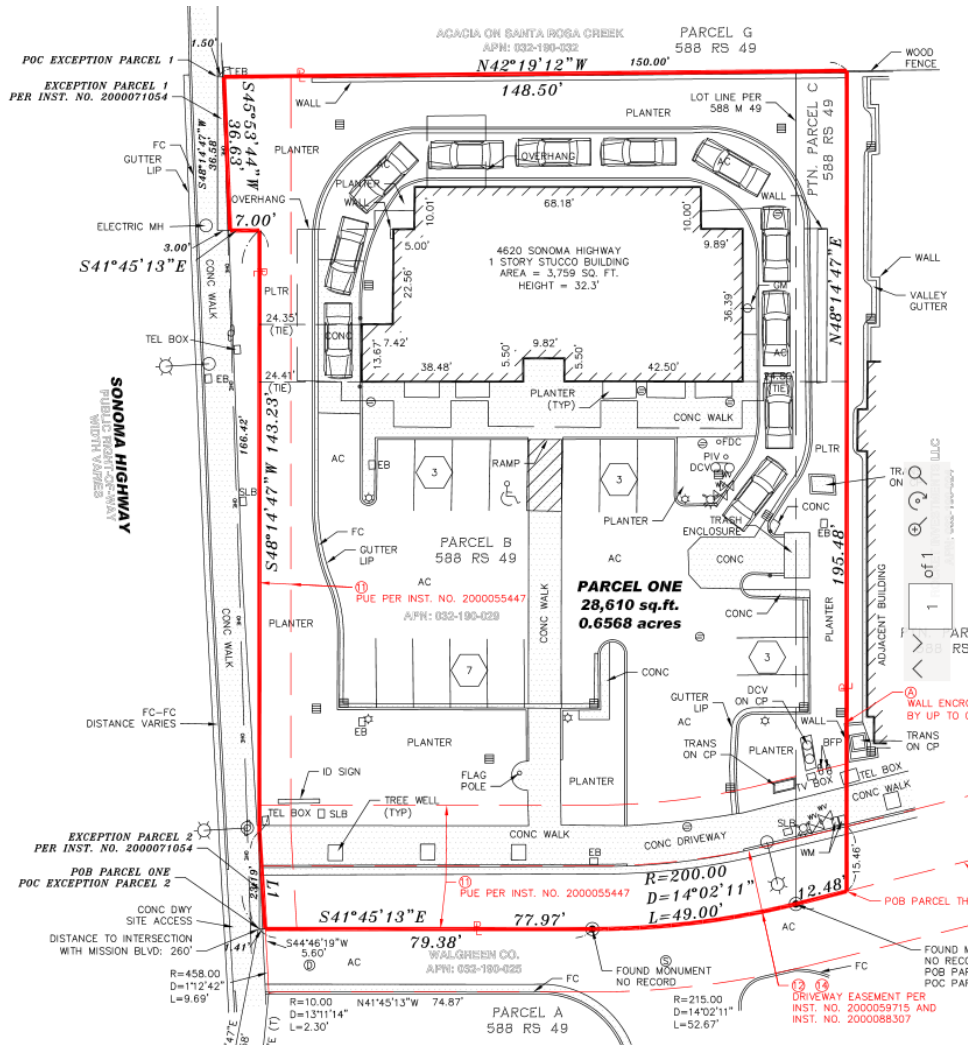
- ① MAIN ENTRANCE
- ② BAR HT SEATING
- ③ COUNTER HEIGHT SEATING
- ④ MERCH UNITS
- ⑤ BANQUETTE SEATING
- ⑥ HOP/MOP
- ⑦ CONDIMENT CART
- ⑧ 2ND EXIT - EXIT ONLY DOOR
- ⑨ PATIO SEATING

SEATING

- 43 INTERIOR SEATS
- 10 PATIO SEATS



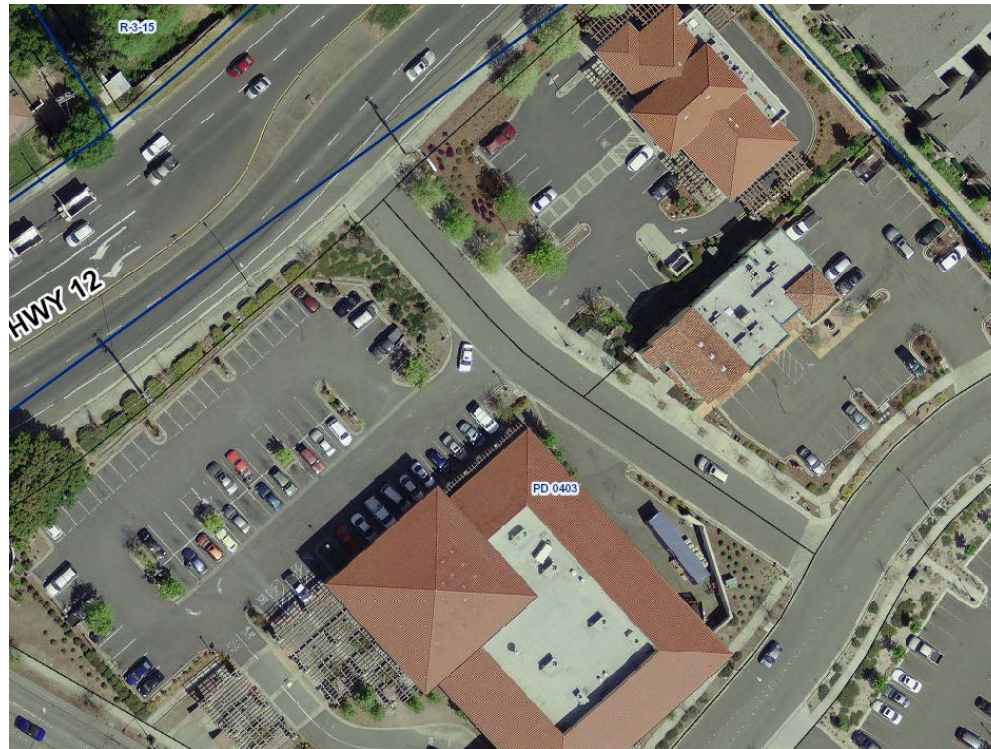
On-site Traffic Flow



PD 403: one parking space per 250 sf leasable area (~115 parking spaces)

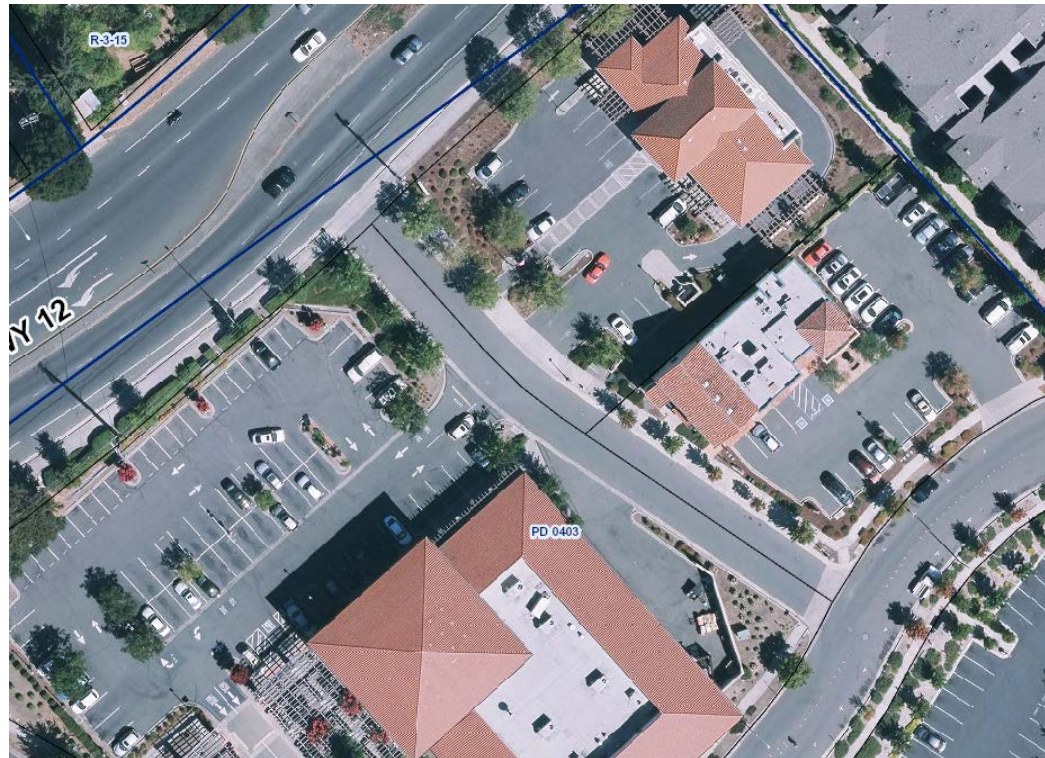
Total existing parking spaces: 109

2011 Aerial:

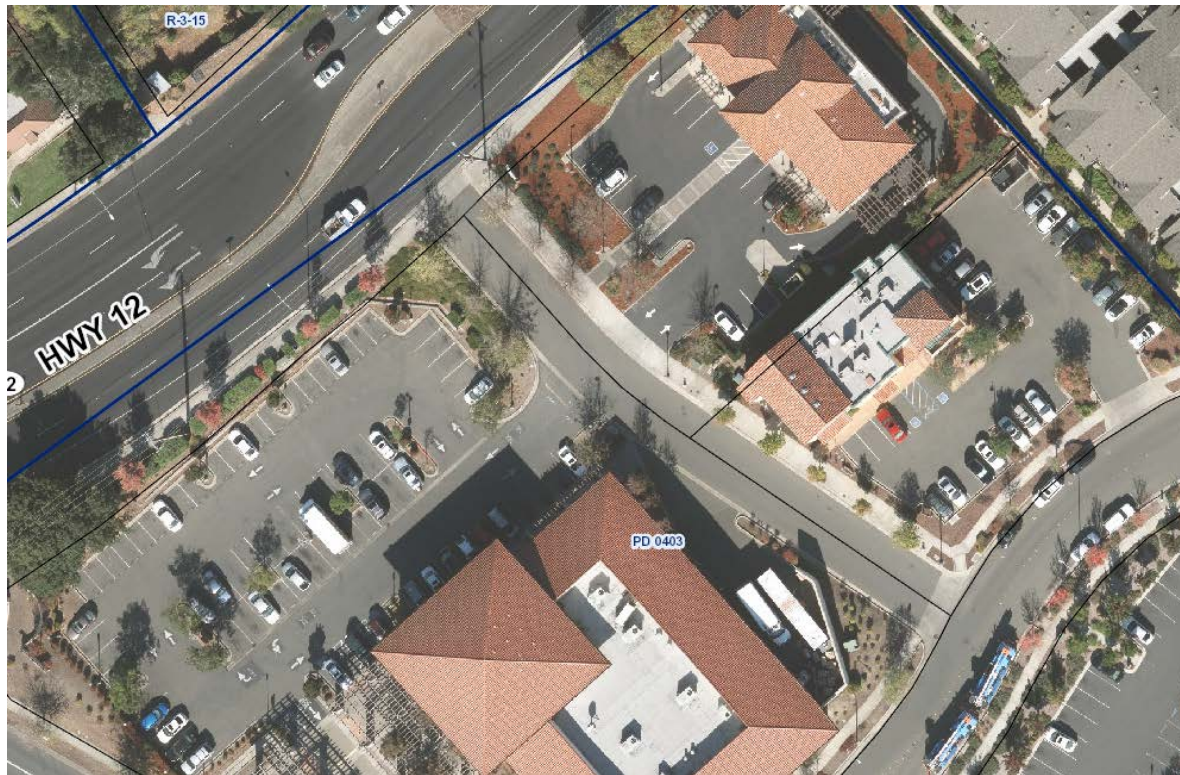


Minor Reduction for 5% reduction in parking (6 spaces)

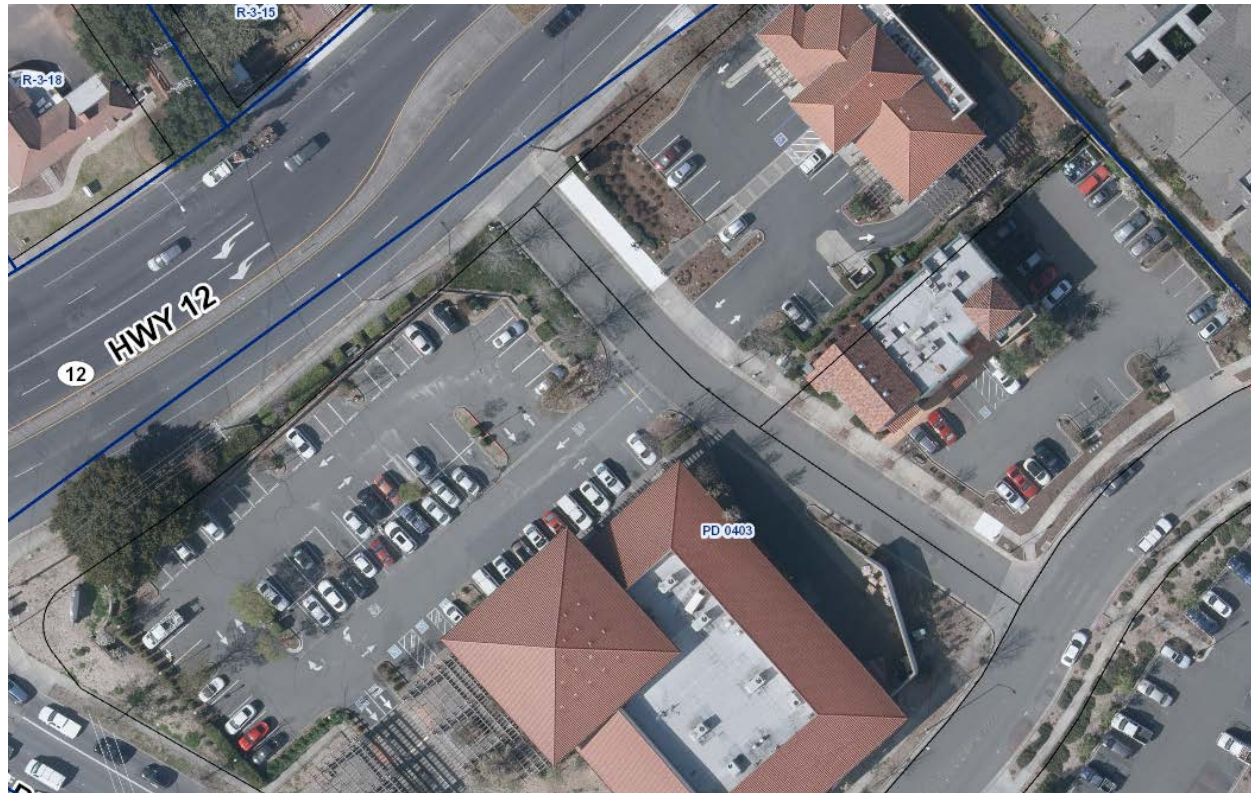
2013 Aerial:



2015 Aerial:



2018 Aerial:



CEQA: Class 32 Exemption (Infill Development)

- 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; and
- 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.

A virtual neighborhood meeting was held August 17, 2020 and had no attendees.

One email was received from a neighbor indicating opposition to the project, expressing concerns regarding climate change, air pollution, global warming, and traffic.

Staff Response: The project has demonstrated compliance with the City's Climate Action Plan (CAP). The Focused Traffic Study prepared by W-Trans indicates impacts to the local circulation system would be less than significant.

One voicemail was received from a neighbor who was interested in learning how the noise impacts of the project are being addressed in project review.

Staff Response: The project is required to comply with the City's Noise Ordinance, and noise impact analysis indicates the drive-through speaker would not significantly contribute to the existing ambient noise in the project area.

Recommendation

The Planning and Economic Development Department recommends that the Council introduce an ordinance to include “Coffee Shop – Counter Ordering” to the list of conditionally approved uses at “Parcel B” as identified in the Policy Statement for Planned Development 403 (PD 403), also identified as Sonoma County Assessor’s Parcel Number 032-190-029, to support the operation of a coffee shop with accessory drive-through and extended hours of operation.

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