

MD Market

File Nos. CUP24-027 / PRJ24-014

1478 Guerneville Road

March 12, 2026

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Planning and Economic Development

Request

- Major Conditional Use Permit for alcohol sales (off-site consumption)
- Approval of extended hours: 6:00 AM – 12:00 AM

Proposed Use

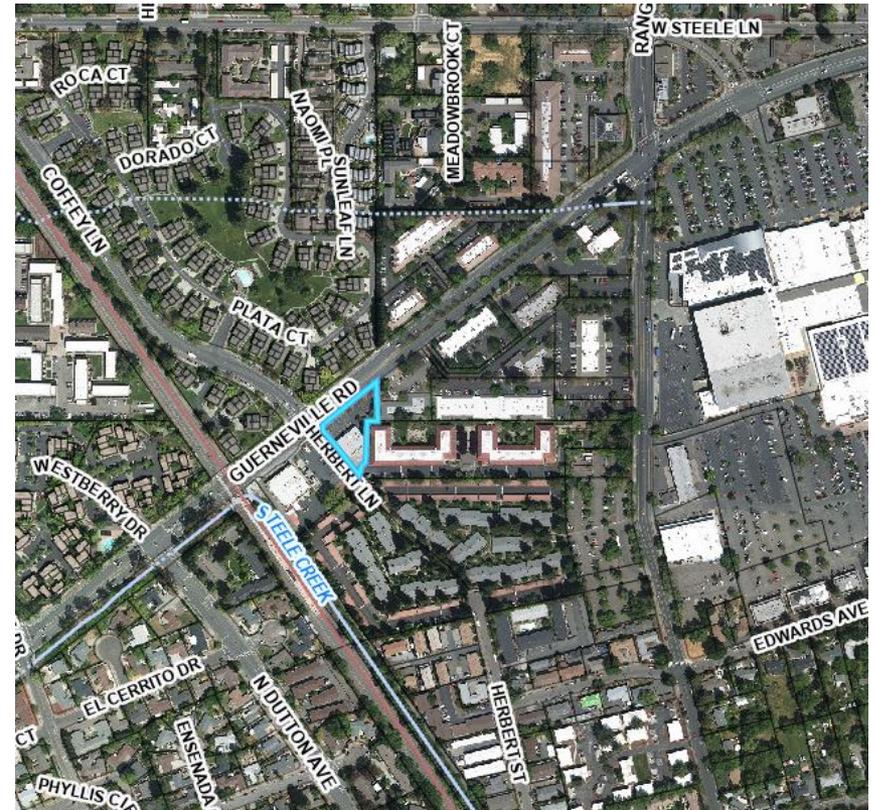
- Neighborhood grocery market
- Located in an existing commercial building

Site Improvements

- Minor interior tenant improvements
- Parking lot restriping and circulation changes
- Lighting and security upgrades
- No building expansion

Project Location 1478 Guerneville Road

- Guerneville Road commercial corridor
- Within North Santa Rosa Station Area Specific Plan
- Near multi-family residential, office, and commercial uses



Surrounding Land Uses

- **North** – Multi-family residential
- **South** – Multi-family residential
- **East** – Office and multi-family
- **West** – Super Chavez Market

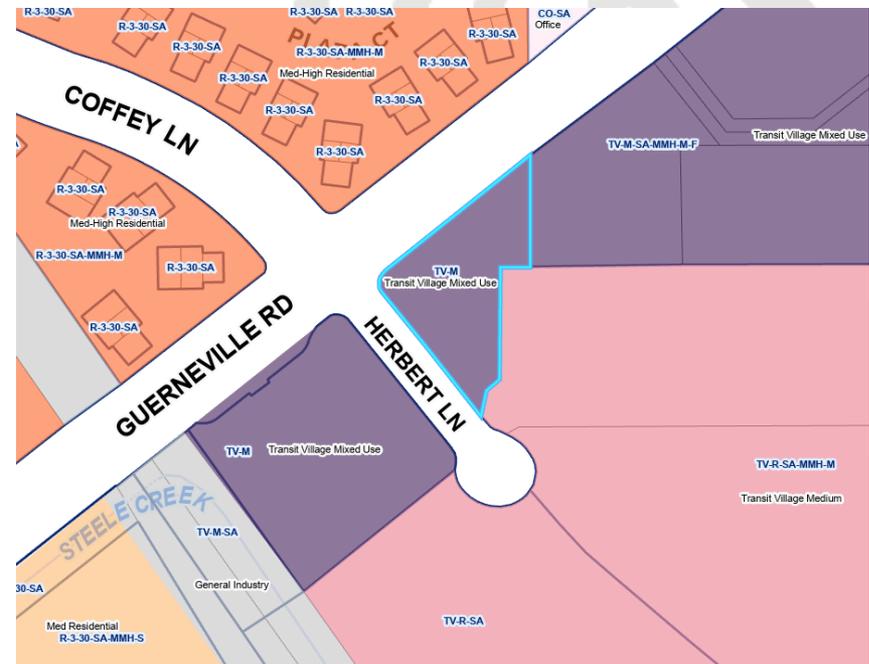


General Plan 2050

- Land Use: Transit Village Mixed Use
- Area of Change
- Equity Priority Area / Health Food Priority Area

Zoning

- TV-M (Transit Village Mixed Use)
- Allows neighborhood-serving retail uses
- Alcohol sales and extended hours require a Major CUP



- **June 3, 2024** – Project application submitted
- **July 5, 2024** – Notice of Application mailed
- **September 9, 2024** – Neighborhood Meeting held
- **November 4, 2025** – Site rezoned to TV-M under GP 2050

Criteria for Review – Alcohol Sales (Zoning Code §20-42.034)

Scope of Review

- The Commission evaluates alcohol sales and extended hours
- The market use itself is permitted by right

Required Considerations

Community Need

- Public convenience or necessity

Public Safety

- Crime rate in the reporting district
- Alcohol-related calls for service

Alcohol Outlet Concentration

- Number of alcohol licenses in the area

Compatibility

- Proximity to residential uses and sensitive receptors

Site Design

- Visibility and natural surveillance
- Measures to discourage loitering
- Lighting and security features

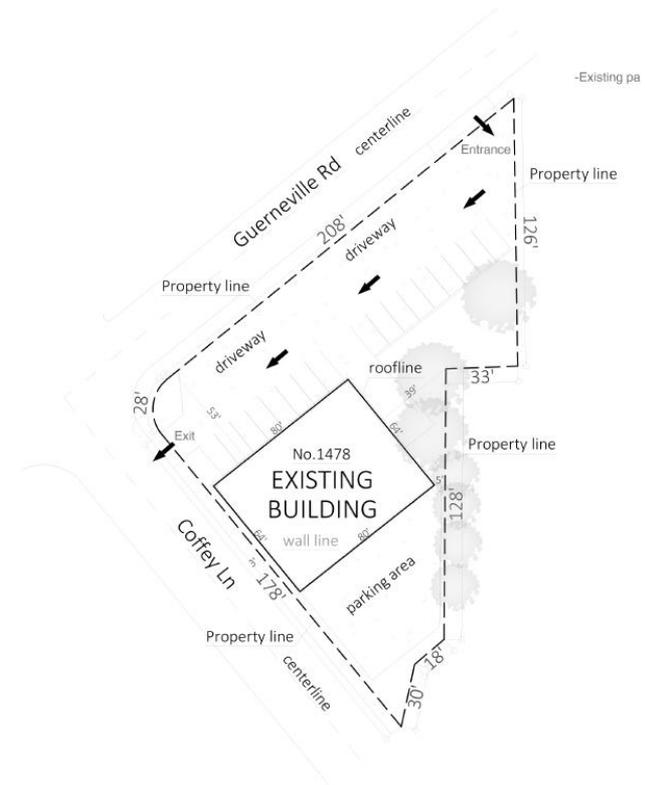
Site Circulation

Revised parking configuration:

- Entry: Guerneville Road
- Exit: Herbert Lane

Benefits:

- Improves circulation and access
- Avoids need for off-site improvements
- Parking, bicycle parking, and ADA spaces provided



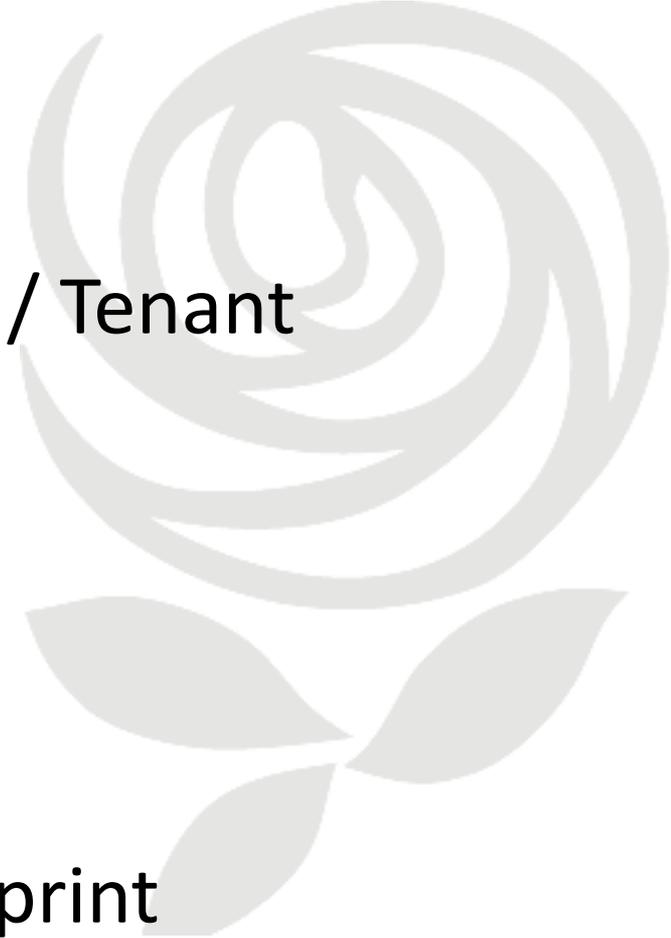
Categorically exempt:

- §15301 – Existing Facilities
- §15303 – Minor Construction / Tenant Improvements

Project characteristics:

- Existing building reused
- Minor tenant improvements
- No expansion of building footprint

No CEQA exceptions apply



Community Outreach

- Neighborhood Meeting – September 9, 2024
- Written comments received during review period & after hearing notice

Common Concerns

- Alcohol sales
- Hours of operation
- Parking and circulation
- Safety and security
- Nearby business concerns regarding extended hours and alcohol sales

Support

- Neighborhood-serving market
- Activation of vacant building

Staff Response

- Conditions addressing lighting
- Surveillance cameras
- On-site management

Zoning Consistency

- Site rezoned to TV-M under General Plan 2050
- Neighborhood retail allowed

Circulation

- Revised site access improves traffic flow
- Entry: Guerneville Rd / Exit: Herbert Ln

Public Safety

- Santa Rosa Police Department consulted
- Area not considered high-crime
- No concerns regarding accessory alcohol sales

Operational Controls

- Conditions require: Exterior lighting, Surveillance cameras, On-site management, Measures to discourage loitering

It is recommended by the Planning and Economic Development Department that the Planning Commission:

- Approve a Major Conditional Use Permit to allow:
 - Alcoholic beverage sales for off-site consumption
 - Extended hours of operation (6:00 a.m. – 12:00 a.m., seven days per week)
- Located at 1478 Guerneville Road, subject to Conditions of Approval.

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