

Public Correspondence
Conditional Use Permit Streamlining

Jones, Jessica

From: Julian Meisler [REDACTED]
Sent: Friday, January 16, 2026 7:02 AM
To: Jones, Jessica
Subject: [EXTERNAL] Streamlining permit

Good morning,

I'm a 25-year Santa Rosa resident and want to express my support for streamlining. We have to find ways to make downtown more inviting and prosperous. I hope this goes through.

Is there a way to find out what is next for the closed third street cinema? It offers a huge opportunity to bring people in as a music venue that could serve as an anchor in downtown. If not music, then something!

Thank you,
Julian Meisler

Sent from my iPhone

Jones, Jessica

From: Lindsay Massey [REDACTED]
Sent: Friday, January 23, 2026 10:18 AM
To: Jones, Jessica
Subject: [EXTERNAL] Conditional use permit streamlining

Hi Jessica

I am happy to hear the city is working on streamlining the conditional use permit process. I currently have an application in for one, and if there is any way to help streamline that process I would certainly love to know. In my case, I have a corner property so the application is for a tall street side fence at my own property. I regularly deal with planning and building permits in various jurisdictions for my clients, I understand the need for them and respect the process, but I have to say in this case it is bordering on the absurd. I am told the application process is going to take at least 3 months and the fees for the permit (over \$3000) is half as much as the cost of the fence itself. There is something inherently wrong with the system for it to take that long and that expensive for a very simple, uncontroversial residential fence permit. Added injury is that the portal system or staff did not notify me when fees were due, so apparently the application may have been stalled for a while, and I was completely ignorant. So clearly there is plenty of room for improvement.

Some suggestions:

- First review the fee schedule and make sure the fees are in proportion to the work proposed
- Other jurisdictions for items like this allow the homeowner or representative to contact their neighbors, and provide signatures

to show they have no objection as a means to quickly satisfy that element of the permit process.

- Improve communication -- both proactively making it more apparent what forms are needed at the start of the application process, and certainly making sure the applicant is aware of anything needed on their end

Thanks and I am truly glad that the city is being responsive and attempting to improve the system

Lindsay Massey

--

Lindsay Massey Architect
Santa Rosa, CA



www.LindsayMasseyArchitect.com

Jones, Jessica

From: [REDACTED]
Sent: Friday, January 30, 2026 7:22 AM
To: Jones, Jessica
Subject: [EXTERNAL] Permits and zoning

We do not want streamlining ...

What we want is NO high rise apartments
NO new building without improving infrastructure
NO new building unless ALL tenants can be parked on site
NO new building unless the increase in traffic is addressed with proper turn lanes
NO new building unless the streets around are freshly paved and widened
NO solar power farms put on the ground. ALL solar should go over parking lots and roofing

There should be some kind of cap put on rents in our local area. Kids cannot afford to move out. Building more apartments at 2500\$+ a month for a one bedroom is NOT helping anyone

Thanks for reading,

Jake

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Director of Government Affairs for the North Bay
Comcast

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CAO
Buck Institute for Research on Aging

MICHELLE OXFORD
CEO, Santa Rosa Regional Hospital
Sutter Health

ALLISON SCHUTTE
Partner
Hanson Bridgett LLP

JOANNE WEBSTER
President & CEO

KATE MURRAY
CAO



February 2, 2026

City of Santa Rosa
Planning & Economic Development Department
Santa Rosa, CA

Dear Planning Commissioners:

On behalf of the North Bay Leadership Council (NBLC), I am writing to express our support for the City of Santa Rosa's proposed Conditional Use Permit (CUP) streamlining initiative. NBLC is a coalition of business and civic leaders dedicated to promoting sound public policy that strengthens the North Bay economy, supports employers and workers, and removes unnecessary barriers to growth.

Streamlining the CUP process aligns directly with NBLC's priority focus on improving the region's business climate by reducing avoidable costs, delays, and regulatory complexity. Creating more efficient and predictable permitting pathways will make it easier for businesses to locate, expand, and reinvest in Santa Rosa supporting job creation, commercial revitalization, and long-term economic resiliency.

In a region where affordability and high operating costs already pose challenges for employers, thoughtful reforms that reduce friction in local permitting processes are essential. Santa Rosa's efforts to modernize its CUP framework demonstrate leadership and responsiveness to the needs of the business community while maintaining appropriate safeguards for land use decisions. These reforms will not only reduce direct costs and time commitments for applicants but also improve the overall business climate; an outcome that will benefit the broader North Bay economy.

We strongly encourage the Planning Commission to adopt the proposed streamlining measures and to continue engaging with the business community as these important zoning code amendments move forward. NBLC stands ready to support implementation and partnership opportunities that further advance economic development in Santa Rosa and across the North Bay.

Thank you for your leadership and commitment to fostering a more efficient and business-friendly regulatory environment.

Sincerely,

Joanne Webster
President & CEO

Jones, Jessica

From: Troy Warren [REDACTED]
Sent: Wednesday, March 11, 2026 11:53 AM
To: Jones, Jessica
Subject: [EXTERNAL] CUP streamlining feedback

Hello Jessica,

Just wanted to let you know that I fully support streamlining for CUPs. I have some commercial property I want to develop, and making the plan review and permitting process more efficient and less costly would be greatly beneficial to me. Thumbs up!

I'll attend the meeting tomorrow at city hall.

Thank you.

Troy Warren

From: [Charles Evans](#)
To: [PLANCOM - Planning Commission](#); [Jones, Jessica](#)
Subject: [EXTERNAL] CONDITIONAL USE PERMIT STREAMLINING
Date: Wednesday, March 11, 2026 4:24:58 PM
Attachments: [PastedGraphic-1.tiff](#)

Members of the Planning Commission and Ms Jones,

I welcome the proposed changes, and believe that they will go a long way in making this easier and less expensive for both the landlords and the business owners.

I have managed several industrial properties in the IL zone [Piner Road] for the past twenty five years.

During that time I have assisted several of my tenants in securing zoning clearances and use permits for their various business operations.

Most of these operators have very little experience with permitting and zoning issues. Most are on tight budgets because they are either starting a new business or moving their existing business to a new location. Accordingly, money is an issue and time is an issue.

I support all of the proposed changes to the various Industrial Zone designation, and have a couple of suggestions:

Please consider adding the following to the last bullet point in the list of

(2) Wholesaling and Distribution establishments [pg 92] in the Draft Amendments:



Adding the following:

- Stores primarily selling
 - Paint [example: Sherman Williams]
 - Tile and stone finishes [example: DalTile]
 - Major home appliances [example Asians/Airport Appliance]
 - Furniture [example: Scandinavian Design]
 - Mattress [example: Sleep World]

These are all stores that generally have either customer showrooms and samples with larger warehouse area for storage and shipping, or require a large area for storage, like furniture. As such, they all that generate low traffic and parking requirements on a 'per square foot' of building area basis.

Respectfully submitted,

Charles Evans


2026.03.30 City of Santa Rosa City Council (Hand Delivered)

City of Santa Rosa
MAR 30 2026
Planning & Economic
Development Department

RE: Proposed Land Use Designations, Director Conditional Use Permit

Dear City Council:

The proposed land use designation changes and DUP process is a small improvement which falls short of dealing with the goals outlined in the staff agenda bill. Adopting these changes alone will reinforce the Communities perception that the city is out of touch in its entitlement process and that "It is easier to beg forgiveness than ask permission".

The Santa Rosa City Council needs to be proactive if it wishes to encourage economic development. Specifically, the Council should consider these additional steps:

1. Prioritize Community Service over "100% Cost Recovery".
2. Broaden the Zoning Code to allow more permitted principle uses.
3. Develop an AUR, Administrative Use Review that doesn't require public noticing or public hearings and can be completed in seven business days at a reasonable cost.
4. Issue written Zoning Clearances at no cost to the public online or over the counter.

The public perception is that the City Administration prioritizes higher public employee compensation over community service. Creating involved entitlement processes with "100% Cost Recovery" often unnecessarily creates expensive and drawn-out processes.

Remember, a property owner doesn't require a Tenant to obtain a Business License, Zoning Clearance or Conditional Use Permit. And most Landlords are unwilling to hold their leasehold off the market rent-free for the six months it takes to potentially obtain a CUP. Most small Businesses are undercapitalized and can't pay \$10,611 for a Minor CUP or \$19,631 for a Major CUP and are unwilling to pay \$372 to find out what the Planner of the Day thinks. And no Tenant will pay rent on a space for six months while the City determines if they are allowed to occupy the space and under what conditions (\$\$\$).

Nexus Realty Group, Inc has managed properties in this Community for 30 years. We have a small industrial space that has languished on the market for over a year which used to lease back up in a couple of months. We have had a handful of prospects that were interested until the prospective Tenant spoke to the planning department.

Sincerely,

Nexus Realty Group, Inc./Bryant R. Moynihan/Broker.