



Conditional Use Permit Streamlining

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Planning and Economic Development

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Project Description

Amend the Santa Rosa Zoning Code to streamline the Conditional Use Permit process.

The purpose of the amendments is to create a more predictable and less costly for business owners looking to establish and expand businesses within the City, support economic development, and better allocate City resources.

Background

- April 2024: Council approved 5-year Economic Development Strategic Plan
- February 2025: Council adopted priorities for 2025-2027
- June 2025: Council adopted General Plan 2050
- July / August 2025: Presentation to business owners and commercial real estate brokers
- January 2026: Project website posted and noticed
- March 12, 2026: Planning Commission meeting

Proposed Amendments

Zoning Code amendments include 3 main elements:

1. Create Director Level CUP process

➤ *Allow certain uses to be acted on administratively.*

2. Reduce the level of CUP required for certain uses

➤ *Reduce timelines, lower costs and improve overall efficiency.*

3. Update Temporary Use Permit section

➤ *Allow for pop-up retail and interim activities for vacant or underutilized sites.*

Analysis

- Consistency with General Plan 2050
 - *Seeks to attract new businesses, retain and grow existing businesses, and bolster the vitality of the City as a whole by supporting economic development strategies.*
- Consistency with Economic Development Strategic Plan
 - *Calls for the creation of a business-friendly, sustainable, and strong economy by attracting new businesses and expanding, retaining, and supporting existing businesses, and actively supporting small businesses.*

Public Comment

- Public review of draft amendments posted in January 2026
- Staff responded to questions and incorporated suggested changes
- General support for proposed streamlining, including a letter of support from the North Bay Leadership Council

Recommendation

The Planning Commission and the Planning and Economic Development Department recommend that the Council, by one ordinance and one resolution:

- 1) Introduce an Ordinance entitled Ordinance of the Council of the City of Santa Rosa amending Title 20 of the Municipal Code to address streamlining and process improvements for the Conditional Use Permit process; and
- 2) Adopt a resolution to set a fee for the Director Conditional Use Permit application.

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Questions?