

Coffee Shop Re-use with Drive-Through

Amendment to an approved major Conditional Use Permit

2527 Guerneville Road

August 13, 2020

Conor McKay, City Planner
Planning and Economic Development

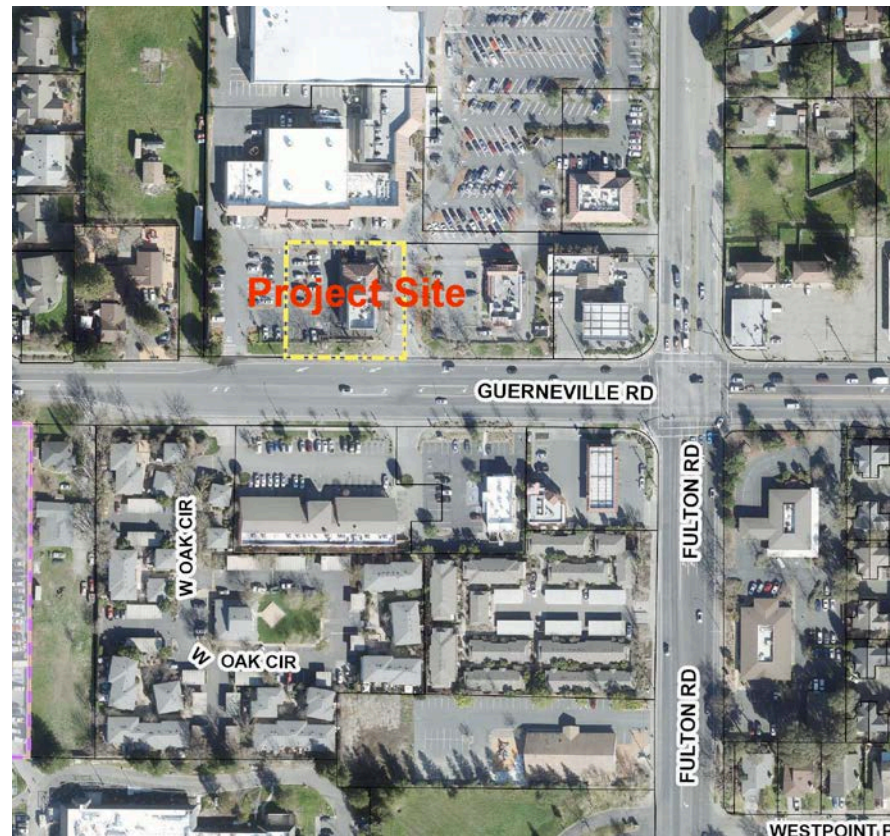
Project Description

This amendment to an approved major Conditional Use Permit would relocate an existing coffee shop across the shopping center to operate an approximately 2,400 SF portion of an existing 3,404 SF commercial building that was formerly operated as a bank with drive-through service.

Project Location – 2527 Guerneville Road



Project Location – 2527 Guerneville Road



Existing Site Photos



From Guerneville Rd,
looking northwest.

Existing Site Photos



From Guerneville Rd,
looking northeast

Existing Site Photos



From within Fulton Marketplace,
looking southwest

Existing Site Photos



From within Fulton Marketplace,
looking east

- On July 20, 1967, the subject site was annexed into the City of 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.



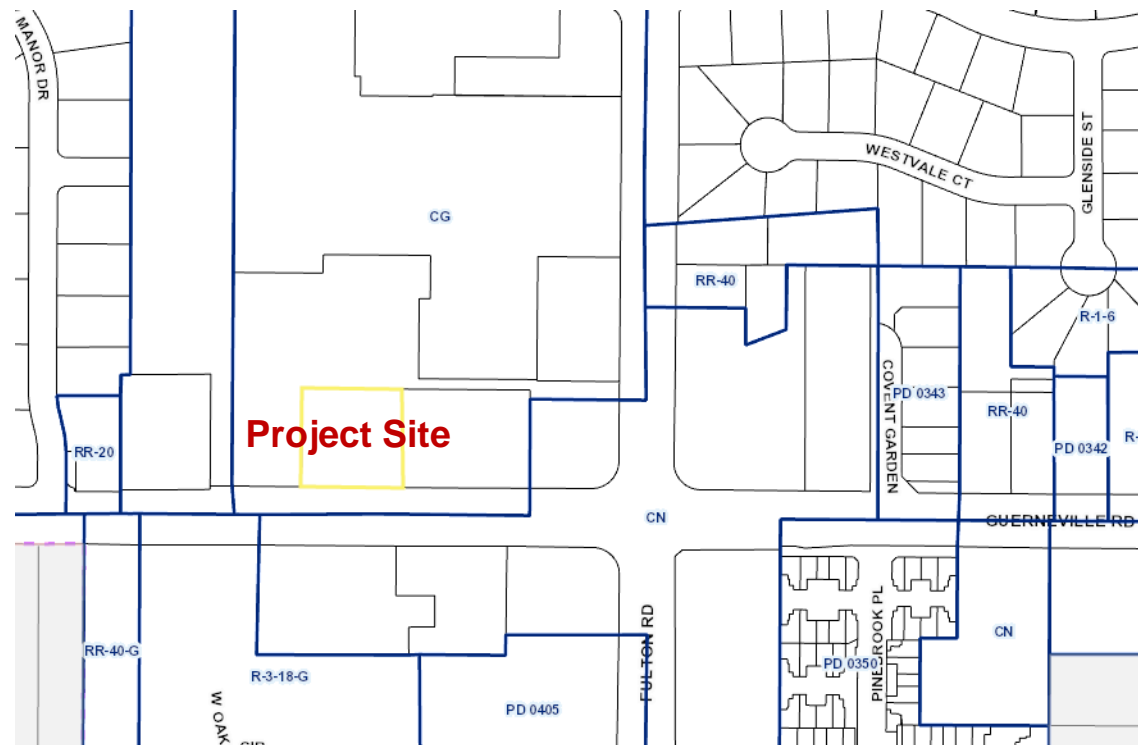
General Plan Land Use Designation:
Retail/Medium Residential

Retail and Business Services: Allows retail and service enterprises, offices, and restaurants. Regional centers, which are large complexes of retail and service enterprises anchored by one or more full line department stores, and destination centers, which are retail centers anchored by discount or warehouse stores, are allowed. Large grocery stores are expressly permitted in Community Shopping Centers and downtown only and may be considered through a Conditional Use Permit process on other commercial sites.

Medium Density Residential: Housing densities from 8.0 to 18.0 units per gross acre. This designation permits a range of housing types, including single family attached and multifamily developments, and is intended for specific areas where higher density is appropriate. New single-family detached housing is not permitted except in historic preservation districts and historic neighborhoods where single family detached units are allowed.

Community Shopping Center: The vision for Community Shopping Centers is a complex of retail services and enterprises anchored by a large grocery store, and serving a community clientele. Typical uses include restaurants and shops offering convenience goods. These sites are located in areas surrounded by residential development and are intended to be walkable centers of neighborhoods and to intensify with a mixture of uses that would meet the shopping needs for surrounding neighborhoods and provide housing integrated with the commercial development.

Residential uses shall be incorporated into the overall design but may be provided over time as part of a phased development. Existing community shopping centers are not required to include residential uses for minor alterations or re-occupancy, but would be required to evaluate and demonstrate through site planning that future residential would not be precluded when significant additions or reconstruction are proposed. Proposed new community shopping centers include three in southwest, one in southeast, and one in northwest Santa Rosa.



Zoning district:
General Commercial (CG)

General Commercial: The CG zoning district is applied to areas appropriate for a range of retail and service land uses that primarily serve residents and businesses throughout the City, including shops, personal and business services, and restaurants. Residential uses may also be accommodated as part of mixed-use projects, and independent residential developments. The CG zoning district is consistent with the Retail and Business Services land use classification of the General Plan.

GREENBURG - USE THIS PLAN FOR CDS

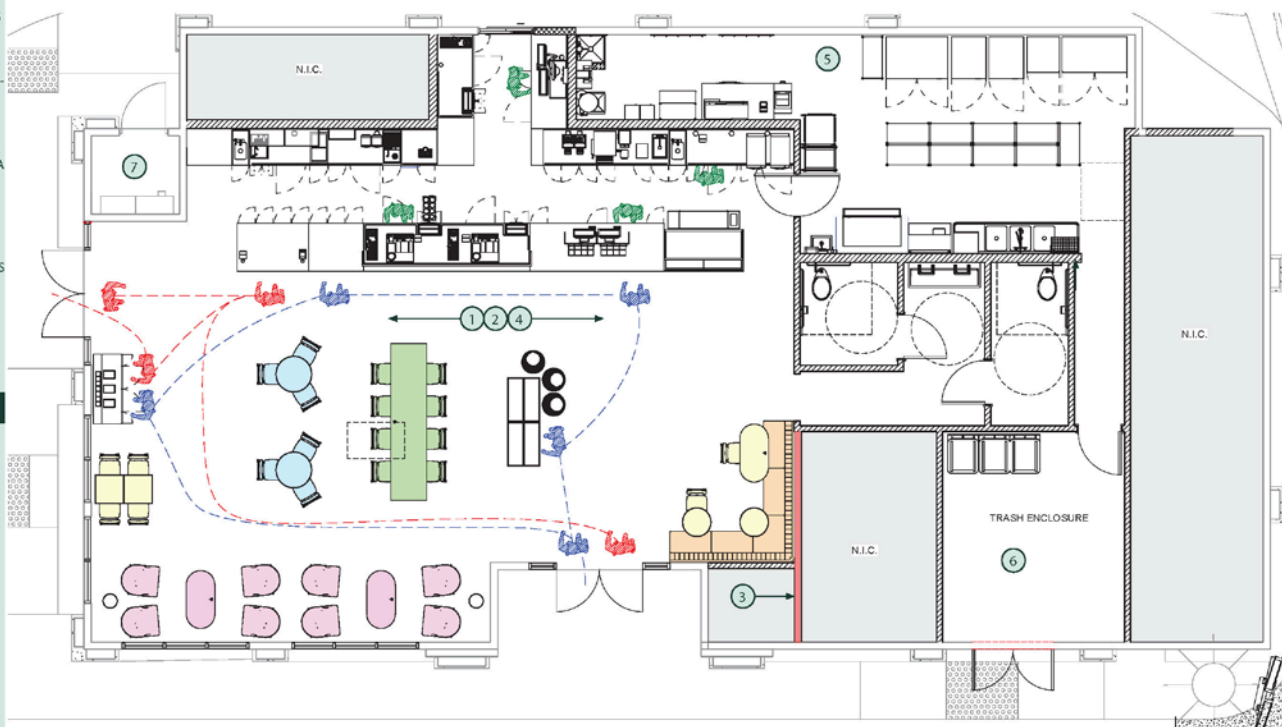
KEY NOTES

- ① INSTALL FURNITURE, FINISHES, FIXTURES AND EQUIPMENT.
- ② INSTALL WALLS AND DOORS AS SHOWN.
- ③ SHEAR WALL TO REMAIN.
- ④ INSTALL WINDOWS AND STOREFRONTS IN EXISTING OPENINGS.
- ⑤ INSTALL ROOF ACCESS LADDER AS NEEDED. NOTE: SANTA ROSA DOES NOT ALLOW EXTERIOR ROOF ACCESS LADDER.
- ⑥ NEW TRASH ENCLOSURE WITHIN BUILDING. INSTALL FLOOR DRAIN AND HOSE BIB AS NEEDED.
- ⑦ EXISTING ELECTRICAL EQUIPMENT

SEATING

TOTAL SEATING - 35

- BANQUETTE - 9
- BAR HEIGHT - 6
- SOFT SEATING - 8
- COUNTER HEIGHT - 8
- CAFE HEIGHT - 4



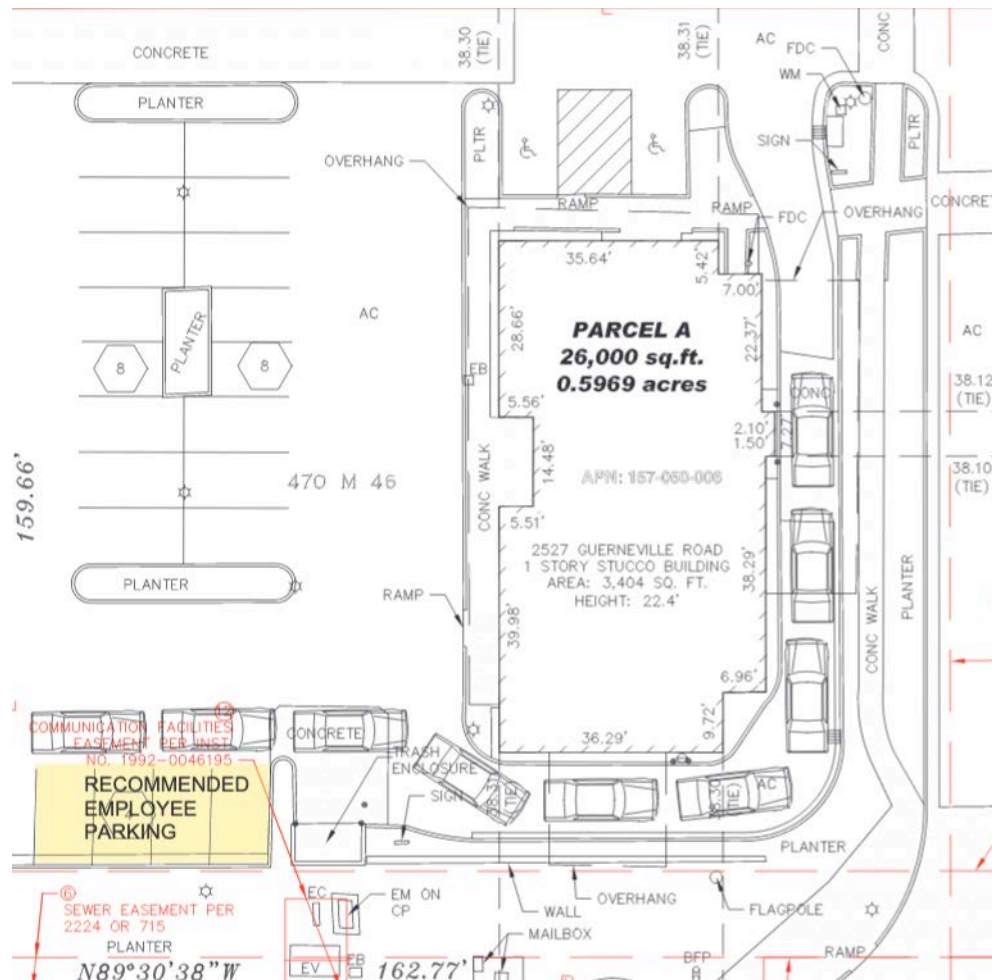
FLOOR PLAN | STORE #13227
GUERNEVILLE AND FULTON | CPNF 39279-43
DATE: 2020/07/07

LEVEL 1 FLOOR PLAN - PROPOSED



STARBUCKS DESIGN INTENT PACKAGE | 11

On-site Traffic Flow

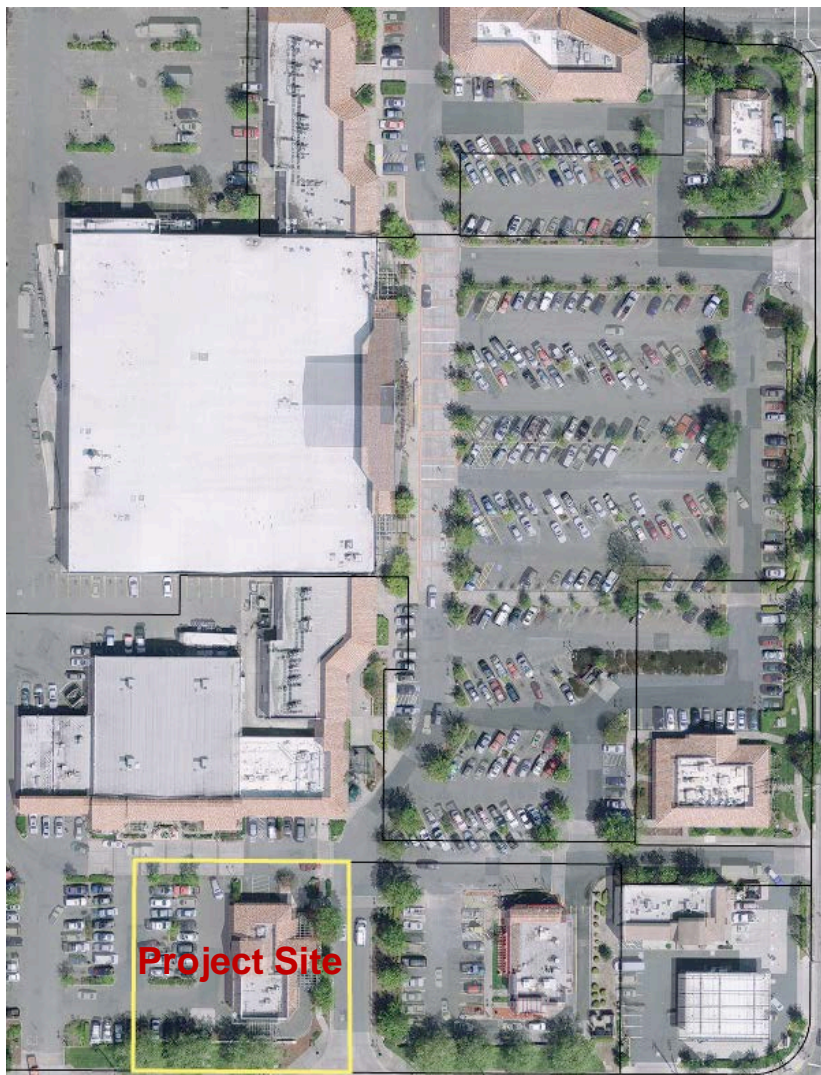


On-site Parking



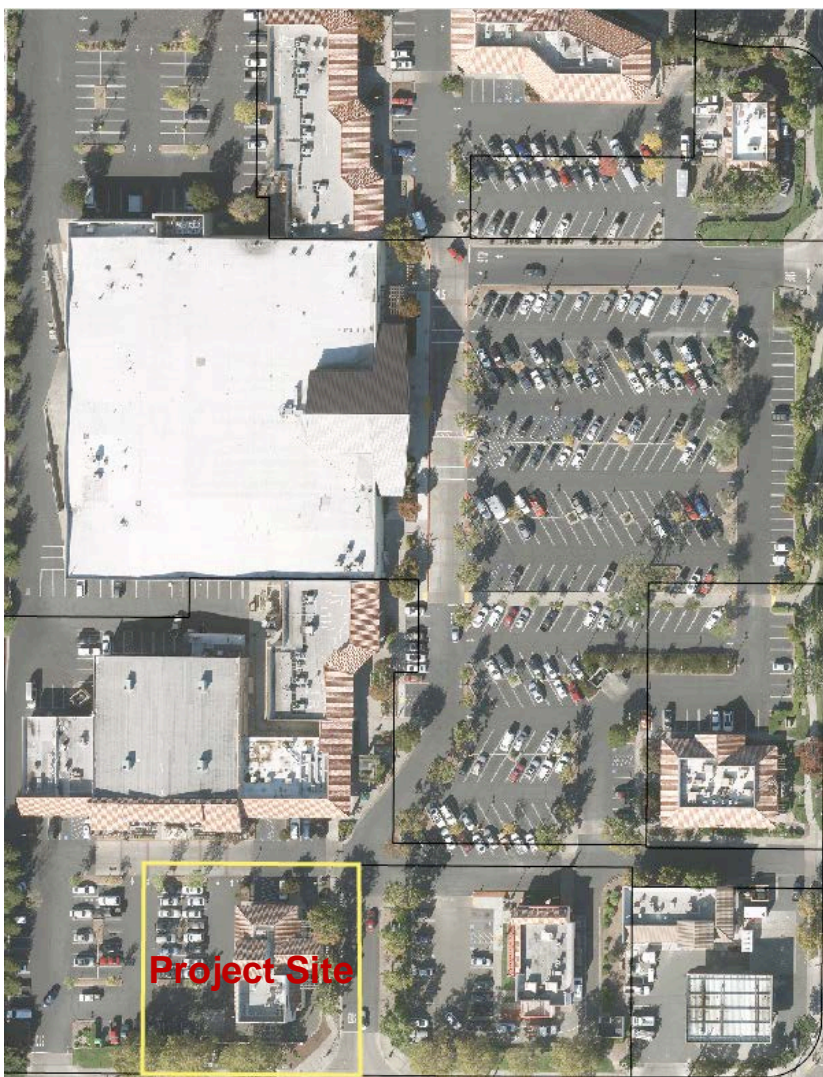
Fulton Marketplace contains ~585 parking spaces for ~121,000 square feet of gross leasable space.

On-site Parking



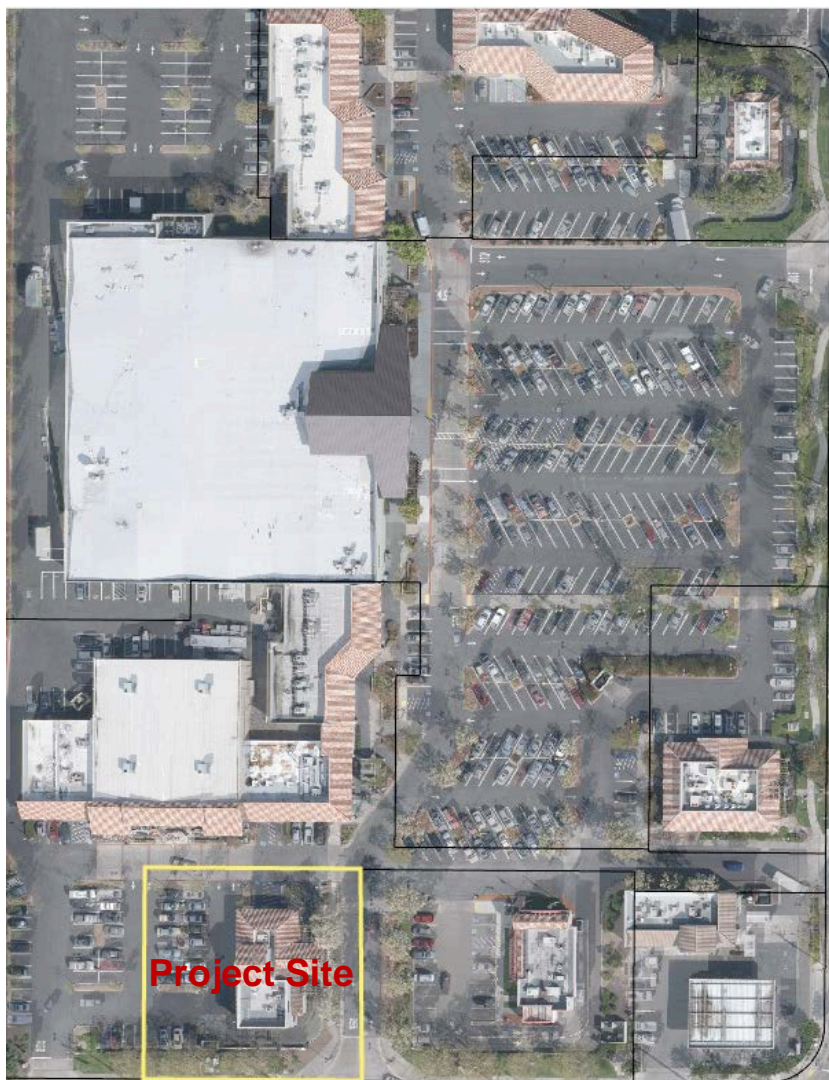
2011 Aerial Fulton Marketplace

On-site Parking



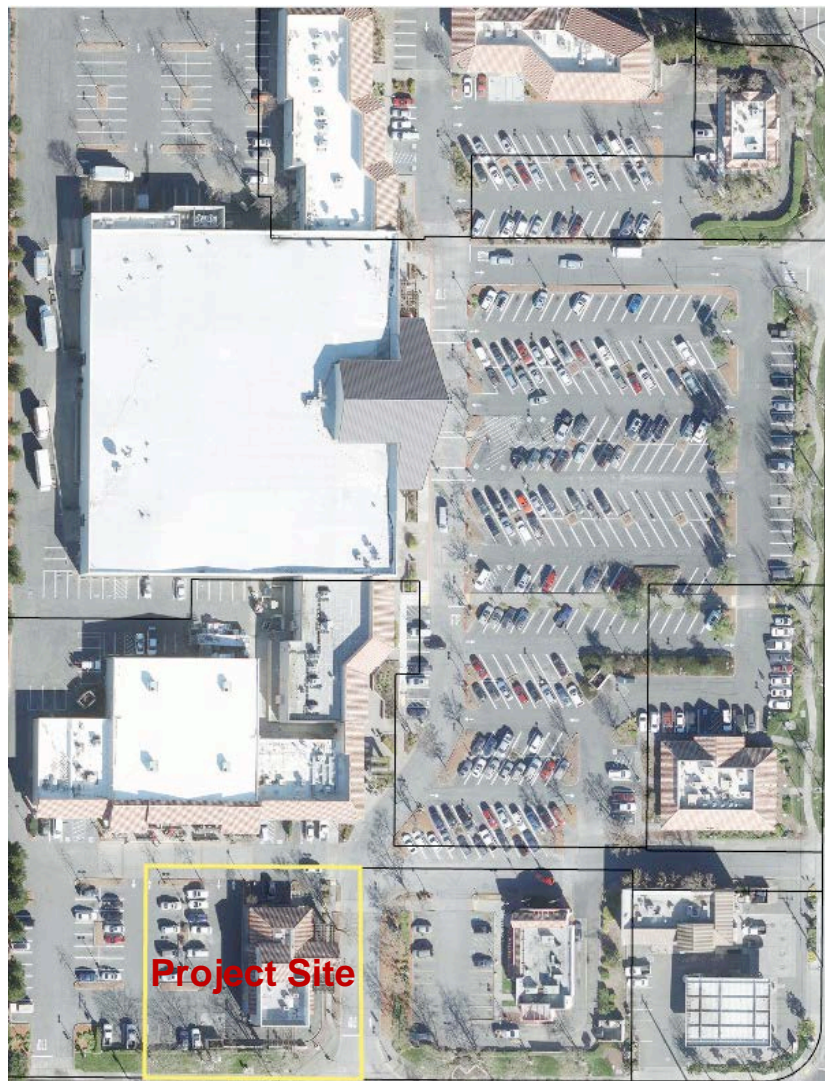
2015 Aerial
Fulton Marketplace

On-site Parking



2018 Aerial
Fulton Marketplace

On-site Parking



2020 Aerial Fulton Marketplace

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

Public Correspondence

No public correspondence has been received
pertaining to the proposed project.

Recommendation

The Planning and Economic Development Department recommends that the Planning Commission, by resolution, approve a major Conditional Use Permit to allow the relocation of an existing coffee shop across the shopping center to operate an approximately 2,400 SF portion of an existing 3,404 SF commercial building that was formerly operated as a bank with drive-through service.

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