

CITY OF SANTA ROSA
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
STAFF REPORT FOR PLANNING COMMISSION
3/26/2026

PROJECT TITLE

24 Seven Foods & Fuel

ADDRESS/LOCATION

3230 Coffey Lane

ASSESSOR'S PARCEL NUMBER

034-011-076

APPLICATION DATES

8/14/2025

REQUESTED ENTITLEMENTS

Major Conditional Use Permit

PROJECT SITE ZONING

Light Industrial

PROJECT PLANNER

Jandon Briscoe

APPLICANT

Antonio Bunting

PROPERTY OWNER

Post Realty Group LLC

FILE NUMBERS

PLN25-0348

APPLICATION COMPLETION DATES

12/17/2025

FURTHER ACTIONS REQUIRED

N/A

GENERAL PLAN DESIGNATION

Light Industry

RECOMMENDATION

Approval

Agenda Item #11.1*
For Planning Commission Meeting of: March 26, 2026

CITY OF SANTA ROSA
PLANNING COMMISSION

TO: CHAIR WEEKS AND PLANNING COMMISSION
FROM: JANDON BRISCOE, CITY PLANNER
PLANNING AND ECONOMIC DEVELOPMENT
SUBJECT: 24 SEVEN FOODS AND FUEL, SALE OF DISTILLED SPIRITS
FOR OFF-SITE CONSUMPTION

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Planning Commission, by resolution, approve a Conditional Use Permit to allow the sale of distilled spirits for off-site consumption at the existing 24 Seven Foods and Fuel at 3230 Coffey Lane. This item has no impact on current fiscal year budget.

EXECUTIVE SUMMARY

The applicant requests a Conditional Use Permit (CUP) to allow the sale of distilled spirits for off-site consumption at the existing 24 Seven Foods and Fuel. The site has an existing, approved CUP (MNP04-018) that allows for the sale of beer and wine. Pursuant to Zoning Code Section 20-42.034, establishments under 10,000 square feet proposing alcoholic beverage sales require approval of a Conditional Use Permit.

GOAL

This item relates to Council Goal #3 - Promote Citwide Economic Development. Allowing the requested modification supports the continued viability of an existing neighborhood-serving business and expands retail services available to the surrounding employment and commercial area.

BACKGROUND/PRIOR COUNCIL REVIEW

1. Project Description

The existing 24 Seven Foods and Fuel (24 Seven) has been in operation since 2009. 24 Seven Foods and Fuel currently sells milk and sandwiches to go. It offers fueling services for motorists and sells convenience items, including snacks, drinks, hygiene products, candy, and cigarettes. The store is located at the intersection of Piner and Coffey in the Northwestern Quadrant of the City. The store currently sells and has a license from the Department of Alcoholic Beverage Control (ABC) for the sale of beer and wine for offsite consumption (Type 20), which was approved with MNP04-018. The current store owner is requesting approval to sell distilled spirits for off-site consumption, which requires a Type 21 Off-Sale General license from ABC. The sale of spirits for off-site consumption will be limited between the hours of 6:00 am and 2:00 am in compliance with ABC regulations.

2. Existing and Surrounding Land Uses

North: Light Industry; Undeveloped Land

South: Light Industry; Shopping Center

East: Light Industry; Minor Vehicle Services Tire and Wheel Shop and Car Wash

West: Light Industry; Appliance Store

The site is developed with an approximately 3,948-square-foot convenience store, 12 fuel pumps, a carwash, and two mini storage buildings. Surrounding uses include light industrial, commercial services, and retail businesses.

3. Project History

January 31, 2001	MNP97-002 Use Permit for a fast-food restaurant, convenience store, and carwash
July 30, 2004	MNP04-018 approved allowing beer and wine sales for off-site consumption
August 12, 2025	Project application submitted
December 28, 2025	Application deemed complete
March 6, 2026	Notice of public hearing mailed

ANALYSIS

1. General Plan

The site is designated as Light Industrial on the General Plan. The classification is intended to accommodate light industrial warehousing and some heavier commercial uses. The following General Plan goals and policies are applicable to the Project:

Land Use and Economic Development	
Goal 2-5 Create a business-friendly, diverse, and sustainable economy through the attraction of new business, and the expansion, retention, and support of existing business.	Consistent. The addition of spirit sales supports expansion of an existing retail business consistent with Economic Development policies encouraging business retention and growth.
Goal 2-2 Promote city-centered growth and investment with a neighborhood-focused approach to create complete and connected communities that provide community members' daily needs within an easy walking or biking distance.	Consistent. In addition to the sale of beer, wine, and distilled spirits, a Type 21 ABC license, the existing store sells milk and sandwiches to go.
Health Equity, Environmental Justice, and Parks	
Action 6-6.1 Encourage convenience stores, liquor stores, and neighborhood markets to carry fresh produce and participate in programs such as CalFresh, especially in Equity Priority Areas.	Consistent. The applicant revised their application for Alcohol Sales to include the sale of fresh produce as a part of their operation.

The current use and changes proposed comply with General Plan policies, which encourage providing a range of commercial services that are easily accessible and attractive, satisfying the needs of people who live and work in Santa Rosa.

2. Zoning

The [Zoning Code](#) implements the goals and policies of the General Plan by classifying and regulating the use of land and structure development within the City.

The project is subject to Zoning Code Section 20-42.034 (Alcoholic Beverage Sales). The request has been reviewed for compliance with this section, including operational standards addressing site management, trash, litter, graffiti control, employee training, security measures, limitations on displays, signage, and compliance with other agency requirements.

Pursuant to Zoning Code Section 20-42.034, the following criteria were considered:

- Whether the use serves public convenience or necessity.

Response: The Santa Rosa Police Department has no objection related to public convenience or necessity. California Department of Alcoholic Beverage Control (ABC) data indicates there are currently twelve (12) active offsite alcohol licenses within the project site's census tract, while only six are allowed.

The proposed modification serves public convenience by expanding retail offerings at an existing convenience market that provides fuel and daily goods to the surrounding employment and commercial area.

- The crime rate in the reporting district and adjacent reporting districts as compared to other areas in the City.

Response: Crime statistics provided by the Santa Rosa Police Department indicate that the district's reporting crime rate is comparable to or lower than other areas of the City. The project site is located within Beat 1 (District 6), where reported crime rates are not elevated relative to other patrol beats. Data from 2015-2025 provided by Santa Rosa Police Department indicates that there were 57 alcohol related arrests, 5 alcohol related citations, and 63 alcohol related events within 1000 feet of the proposed location. Correspondence indicates no objection to the proposed modification. Data from the Beat 1 Newsletter(attached) indicates that there were 7 DUI arrests for this beat so far in 2026. Review of calls for service, arrests, and citations within the vicinity do not demonstrate a concentration of alcohol-related incidents associated with the site.

- The number of alcohol licenses per capita in the reporting district and in adjacent reporting districts as compared to the county-wide average.

Response: ABC data indicates that there are 200 offsite alcohol licenses within Sonoma County, 78 offsite licenses in Santa Rosa, and 12 offsite licenses within the project Census Tract. 6 offsite licenses are allowed, and the project Census Tract has 12 existing offsite alcohol licenses.

FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund.

PUBLIC COMMENT

Notice of Application was mailed in accordance with Zoning Code requirements. No public comments were received.

ENVIRONMENTAL IMPACT

The project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15301 (Existing Facilities). The request involves a minor modification to an existing convenience store and fueling station with no expansion of the building footprint or floor area. The addition of distilled spirits sales constitutes a negligible expansion of an existing retail use. Staff have evaluated the project and determined that no exceptions to the categorical exemption identified in CEQA Guidelines Section 15300.2 apply.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

The project was noticed as a public hearing per the requirements of Chapter 20-66 of the City Code. Notification of this public hearing was provided by posting an on-site sign, publishing notice in a newspaper of general circulation, mailed notice to surrounding property owners and occupants, electronic notice to parties that had expressed interest in projects taking place in this geographic area of Santa Rosa, and bulletin board postings at City Hall and on the City website. Pursuant to Government Code Section 65091, where necessary, the City has incorporated notice procedures to the blind, aged, and disabled communities. These procedures include audio amplifier/assistive listening device support at public meetings, closed captioning, and optical character recognition conversion of electronic notices.

Levine Act

This project is subject to the Levine Act (Gov. Code Section 84308) which prohibits city officials from participating in certain decisions regarding licenses, permits, and other entitlements for use if the official has received a campaign contribution of more than \$500 from a party, participant, or agent of a party or participant in the previous 12 months. The Levine Act is intended to prevent financial influence on decisions that affect specific, identifiable persons or participants. Please see the attached Disclosure Form for information on individuals interested in the proposed land use action and any monetary contributions to city officials. For more information, see the FPPC website: www.fppc.ca.gov/learn/pay-to-play-limits-and-prohibitions.html

Issues

There are no unresolved issues as a part of staff review.

ATTACHMENTS

- Attachment 1 – Disclosure Form
- Attachment 2 – Location Map
- Attachment 3 – Project Description
- Attachment 4 – Site Plan
- Attachment 5 - Floor plan
- Attachment 6 – Police correspondence and Activity Reports
- Attachment 7 – Letter from Police
- Attachment 8 – Police Beat Map
- Attachment 9 – Census Tract Map
- Attachment 10 – Beat 1 March 2026 Newsletter
- Attachment 11 – Data from SRPD
- Attachment 12 – PCN Approval Letter

- Resolution

PRESENTER

Jandon Briscoe, City Planner