

# Pura Vida Recovery Services

Minor Conditional Use Permit

5761 Mountain Hawk Dr, Suites 201-207

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November 13, 2025

Sachnoor Bisla  
City Planner  
Planning and Economic Development

- Request for a Minor Conditional Use Permit
  - 24 bed community care facility
  - Non-medical adult residential alcohol/drug treatment program
    - 24-hour operation
    - 8 maximum staff at any given time

# Project Location

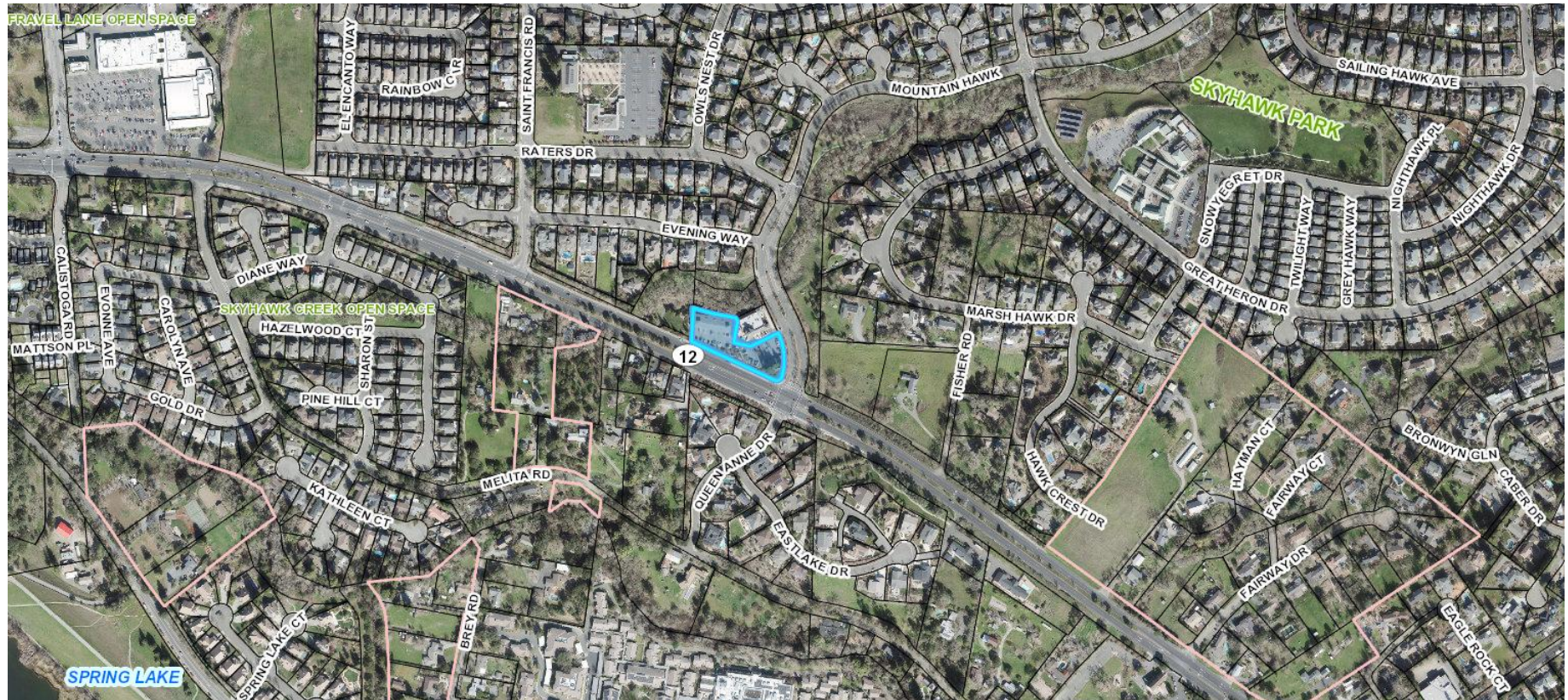
## 5761 Mountain Hawk Drive





# Neighborhood Context Map

## 5761 Mountain Hawk Drive



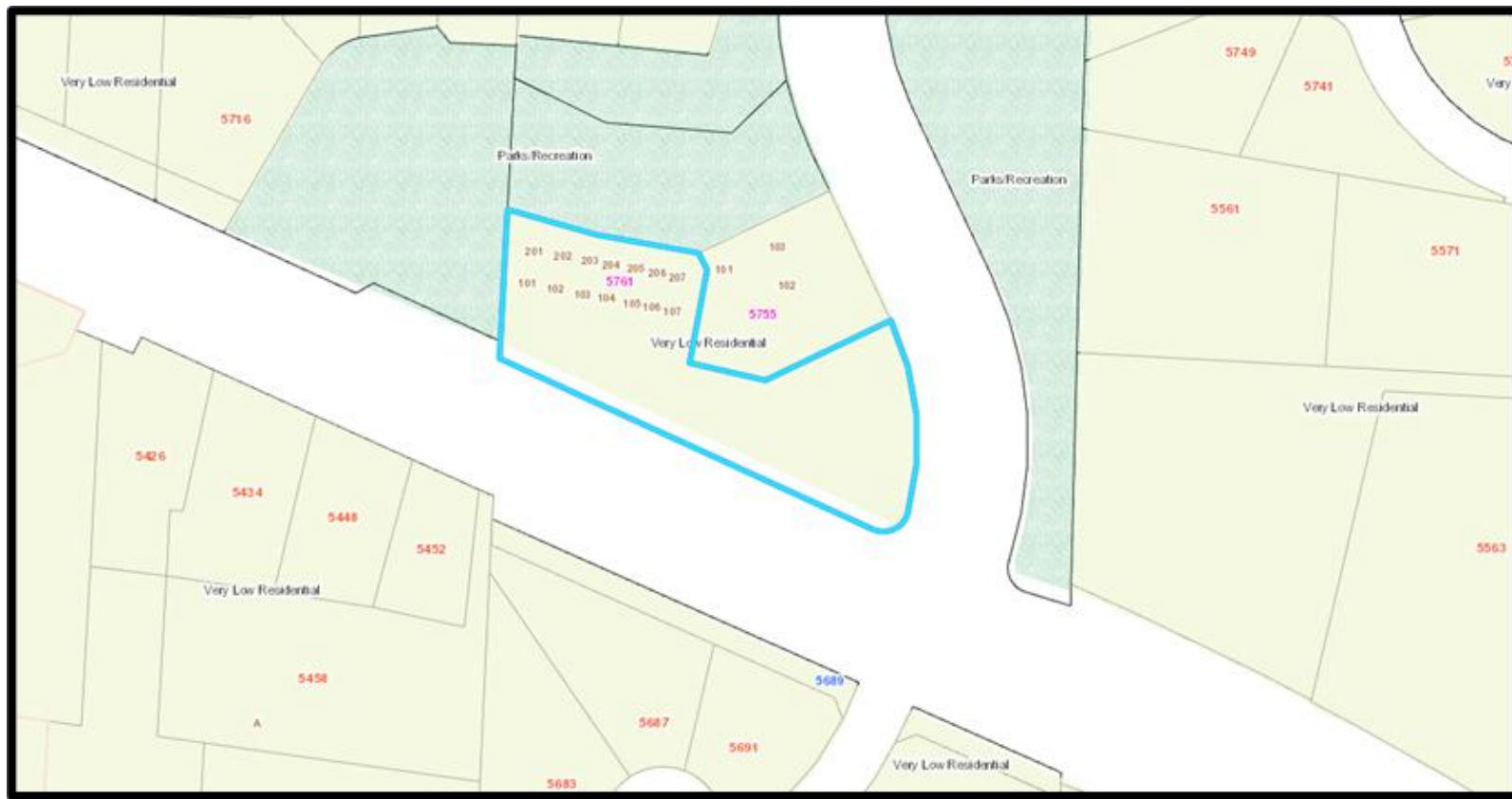
- July 22, 2022 – Applicant obtained a Zoning Clearance for a Community Care Facility – 6 or fewer clients
- August 01, 2022 - Minor Conditional Use Permit application submitted for a Community Care Facility – 7 or more clients (CUP22-045)
- October 10, 2022 – Notice of Zoning Administrator Public Meeting distributed
- October 12, 2022 – Request for Public Hearing received
- October 31, 2022 – City staff met with neighbors. Due to the amount of interest, the item was elevated to the Planning Commission.



- December 8, 2022 – Planning Commission public hearing
  - Motion to adopt the draft resolution of approval failed, and staff was provided direction to return to a future meeting with a resolution of denial
- January 26, 2023 – the Minor Conditional Use Permit application was withdrawn due to a request from the applicant. As a result, a resolution of denial did not return to the Commission
- May 5, 2025 – a new Minor Conditional Use Permit application was received for a 24-bed Community Care Facility



## Very Low Density Residential



Implementing Zoning District: Rural Residential



**Community Care Facility:** *“A facility, place, or building that is maintained and operated to provide **non-medical residential care**, which may include home finding and other services, for children and/or adults, including: the physically handicapped; mentally impaired, mentally disordered, or incompetent; developmentally disabled; court wards and dependents; neglected or emotionally disturbed children; **the addicted**; and the aged. Notwithstanding the above, end of life care, including palliative care, shall be allowed at senior care facilities.”*  
(Zoning Code Section 70.020 – Definitions)

Pura Vida is licensed by the California Department of Healthcare Services and is defined by the California Health and Safety Code (HSC) as a “alcoholism or drug abuse recovery or treatment facility”, which “provides **residential nonmedical services** to adults who are recovering from problems related to alcohol, drug, or alcohol and drug misuse or abuse, and who need alcohol, drug, or alcohol and drug recovery treatment or detoxification services”

## Zoning Code Consistency (Continued)

**California Health and Safety Code (HSC):** “incidental medical services” = “services that are in compliance with the community standard of practice and are not required to be performed in a licensed clinic or licensed health facility... including:

- 1) Obtaining medical histories.
- 2) Monitoring health status to determine whether the health status warrants transfer of the patient in order to receive urgent or emergent care
- 3) Testing associated with detoxification from alcohol or drugs
- 4) Providing alcoholism or drug abuse recovery or treatment services.
- 5) Overseeing patient self-administered medications.”

Facilities “shall not by offering approved incidental medical services be deemed a clinic or health care facility” – they are still defined as providing nonmedical services, and therefore fit the definition of Community Care Facility

## Zoning Code Consistency (Continued)

The project site is zoned CN-SR. The CN zoning district allows for Community Care Facilities – 7 or more clients with approval of a Minor Conditional Use Permit:

| TABLE 2-6 Allowed Land Uses and Permit Requirements for Commercial Districts* | P - Permitted Use, Zoning Clearance Required |        |          |    |          |          |          |         |          |                          |
|-------------------------------------------------------------------------------|----------------------------------------------|--------|----------|----|----------|----------|----------|---------|----------|--------------------------|
|                                                                               | MUP - Minor Conditional Use Permit Required  |        |          |    |          |          |          |         |          |                          |
|                                                                               | CUP - Conditional Use Permit Required        |        |          |    |          |          |          |         |          |                          |
|                                                                               | S - See Specific Use Regulations for Permit  |        |          |    |          |          |          |         |          |                          |
|                                                                               | — Use Not Allowed                            |        |          |    |          |          |          |         |          |                          |
| LAND USE (1)                                                                  | PERMIT REQUIRED BY ZONE                      |        |          |    |          |          |          |         |          | Specific Use Regulations |
|                                                                               | CO                                           | CN (7) | CG       | CV | CMU      | SMU      | MMU      | CSC (2) | TV-M     |                          |
| Community care facility—6 or fewer clients (9)                                | P                                            | P      | P        | —  | P        | P        | P        | P       | P        | 20-42.060                |
| Community care facility—7 or more clients (9)                                 | MUP (16)                                     | MUP    | MUP (16) | —  | MUP (16) | MUP (16) | MUP (16) | MUP     | MUP (16) | 20-42.060                |



## LAND USE AND ECONOMIC DEVELOPMENT

**Goal 2-1:** Ensure that growth and change serve community needs, protect the environment, improve the City's fiscal stability, and enhance quality of life for all members of the community.

**Policy 2-1.1:** Encourage development that supports community health and quality of life and fosters complete neighborhoods in both established and emerging neighborhoods.

**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.

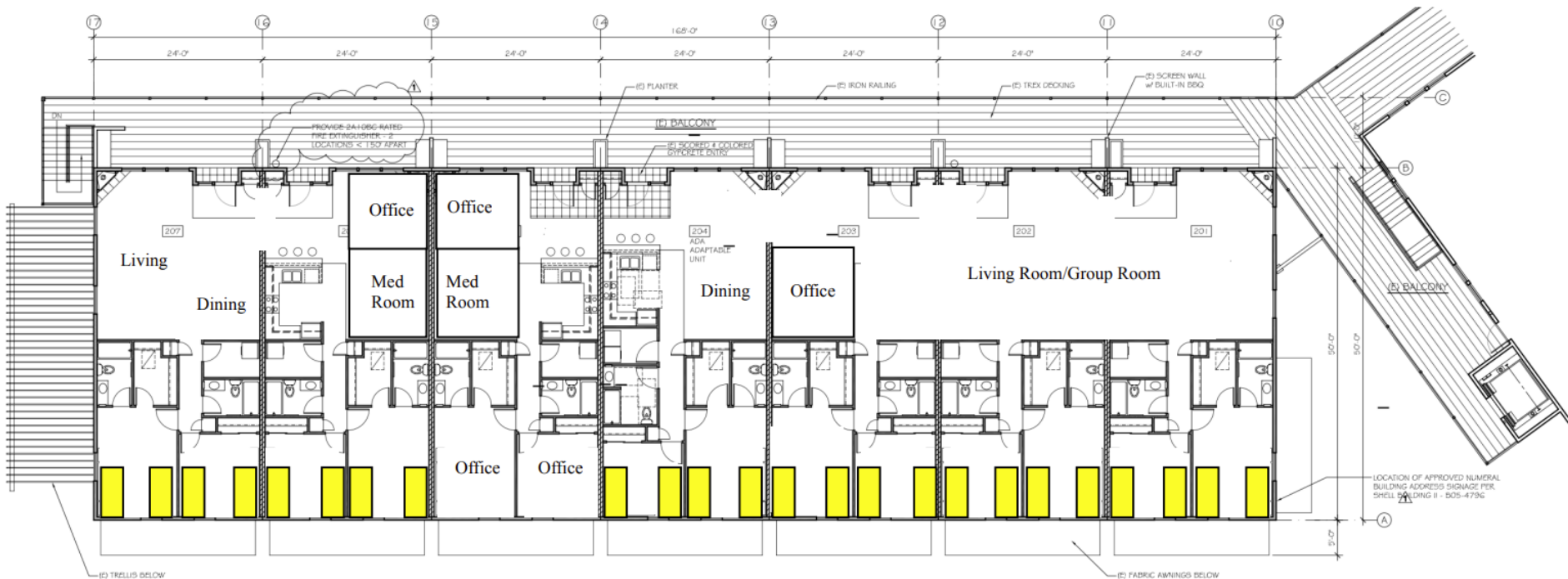
## HEALTH, EQUITY, ENVIRONMENTAL JUSTICE, AND PARKS

**Policy 6-2.3:** Prevent, disincentivize, and reduce harmful addictive behaviors.

**Goal 6-8:** Foster environments that support families and community members of all ages with high-quality, equitably accessible amenities, programs, and services.

## HOUSING

**Goal H-1:** Encourage the development of housing to meet the needs of all Santa Rosa Residents.



Required: 8; Designated: 30 onsite, 12 on street





# Environmental Review

## California Environmental Quality Act (CEQA)

- Categorically Exempt
  - ✓ Class 1 (15301) – located within an existing structure involving a negligible expansion
  - ✓ Class 32 (15332) – infill project



## Primary Concerns:

- Proposed use is being misleadingly represented as a 'community services center'
- Proximity to elementary school and compromised safety.
- Traffic and parking impacts.
- Effects on economic vitality of neighboring businesses.
- Violation of the General Plan
- Incompatible with a residential neighborhood and does not serve needs of the Skyhawk community
- There may not be a sufficient amount of staff at all times

### Proposed use is being misleadingly represented as a 'community services center'

- The Zoning Code provides standardized definitions for land uses
- When a new land use is proposed, staff determines which of the land use categories corresponds to the proposed use
- The proposed use exactly meets the Zoning Code definition of 'Community Care Facility'
- Staff has found no other land use category to be appropriate for this use

### Proximity to elementary school and compromised safety:

- No evidence has been submitted to suggest that the proposed project will affect the safety of the neighborhood
- State law and City code do not limit proximity between schools and community care facilities
- Police Dept. has reviewed the project and does not have any concern
- Pura Vida has been successfully operating a 6-bed facility with no issues



### Traffic/Parking Impacts:

- Trip Generation Memo by W-Trans (11/16/2022) demonstrates that the proposed use would have an insignificant effect on traffic
- Check-in will be during business hours – no after hours traffic
- Clients will not have vehicles on site and cannot leave without a staff member
- 30 onsite parking spaces + 12 along highway 12
  - Zoning Code requires 8 spots for this use

### Effects on economic vitality of neighboring businesses:

- In the project description, the applicant has noted supportive and positive relationships with neighboring businesses
- City does not have any documentation that the proposed use would have a negative impact on the neighboring businesses on site

### Violation of the General Plan

- Consistent with the goals of the General Plan
- Residential General Plan Land Use designations support “compatible accessory uses” including community care facilities

### Incompatible with a residential neighborhood and does not serve needs of the Skyhawk community

- The Housing Element of the General Plan, as well as the Zoning Code, both classify community care facilities as a residential use type
- In the project description, the applicant has stated that the 6-bed facility has successfully served several members of the Skyhawk community with addiction treatment services



There may not be a sufficient amount of staff on-site at all times.

- The project has been conditioned to require that at least 3 overnight staff and 6 daytime staff will be present.

It is recommended by the Planning and Economic Development Department that the Planning Commission, by resolution, approve a Minor Conditional Use Permit for Pura Vida Recovery Services, a 24-bed Community Care Facility, located at 5761 Mountain Hawk Drive, Suites 201-207. File No. PLN25-0136.

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