

From: [Anisa THOMSEN](#)
To: [-- City Clerk](#)
Subject: No Overlay
Date: Monday, November 18, 2024 10:28:14 AM

Some people who received this message don't often get email from [REDACTED] [Learn why this is important](#)

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

My understanding of the proposed overlay is to allow for a developer to skirt zoning requirements to build a hotel with inadequate parking; therefore, opening up the door to more development that violates zoning requirements. The zoning requirements are there for a reason.

For starters, having a for-profit company running our planning department is a conflict of interest including the conflict of interest of the council members who have something to gain financially by promoting the overlay.

The City of Petaluma has a pledge for being climate ready by 2030. Exactly how will this hotel assist in that goal? Details, please.

Anisa Thomsen

[REDACTED]

Petaluma, CA 94952

[REDACTED]

[REDACTED]

[REDACTED]

From: [Constance Bay](#)
To: [-- City Clerk](#)
Subject: Comment on downtown housing and economic overlay
Date: Monday, November 18, 2024 10:16:02 AM

Some people who received this message don't often get email from [REDACTED]. [Learn why this is important](#)

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Hi City Clerk,

I'm writing to share my opinion regarding the downtown housing and economic overlay. Please include my email with the others which will be uploaded to the meeting agenda packet on the city website.

I'm against the proposal for all overlays. I understand we need to have a vibrant downtown and bring in additional tax funds to support needed projects such as the restoration of the old Library. Currently our downtown, due in part to the abundance of historical buildings is visited by many tourists even from as far away as the east Coast. There has to be alternate ideas to accomplish the city goals besides building a six story hotel with a modern architectural style adjacent to our historic downtown. The impacts of this structure alone will make it even more difficult to reach the city climate action goals.

Employees of the new hotel will have difficulty living nearby due to low wages and will likely be commuting from out of town. We currently do not have the low income housing for those already here let alone provide for more.

There are numerous other reasons why this is not a good idea. Has the city looked at all the other options besides this one brought to us from an outside developer. If so, what are the other options?

Why do you think the pros outweigh the cons?

We have a unique historic downtown area and I would like to see the city Council move forward to protect it from this large hotel, and whatever else may come in the future. Yes, we need change and we need to grow, but in a thoughtful way, that will reflect the special, unique character of the city of Petaluma.

Constance Bay

From: [Dave](#) [REDACTED]
To: [-- City Clerk](#)
Subject: Petaluma
Date: Monday, November 18, 2024 9:32:38 AM

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

- Dave c: [REDACTED]

Summary

Urban Chat supports the Downtown Overlay as currently proposed and encourages a positive recommendation by the Planning Commission and Historical and Cultural Preservation Committee.

However, Urban Chat has comments and concerns about how the Overlay was presented to the public. Also, we have recommendations for subsequent, post-approval steps that are integral to our support. Both are further explained below.

Alignment of Petaluma Urban Chat with Downtown Overlay

The Urban Chat support of the Downtown Overlay flows largely from the alignment between the Urban Chat mission statement and the Overlay. The four pillars of the mission statement demonstrate this alignment:

- Adequate Housing - The Overlay is intended to provide a possible path toward new housing.
- Reduced Car-Dependency - The downtown location of the Overlay would create more homes and offices that can be accessed without cars or with reduced car travel.
- Sustainable Municipal Finances – The buildings incentivized by the Overlay would have a high ratio of private investment to public infrastructure, which is a principal path to improved city finances.
- Climate Action - Both multi-story buildings and reduced car travel are among the principal options for climate action.

Despite this alignment, Urban Chat members, during their participation in the public process to-date, have suggested improvements to the Downtown Overlay and process and continue to believe that the Overlay could be more effective. These suggestions are further delineated later.

Background Comments

Relationship of Downtown Overlay and Proposed Appellation Petaluma Hotel:

We understand that the hotel applicant has no interest in the Overlay beyond its impact on the hotel site. Instead, the hotel applicant became the Overlay applicant and agreed to pay for the consultant studies and staff time needed to process the Overlay application only after being advised that the hotel couldn't proceed without the Overlay. Thus, we understand that the hotel applicant became the Overlay applicant only to preserve their investment in the hotel entitlement process.

Furthermore, we understand that the Overlay can be largely justified under the current General Plan, although a few minor amendments are still required, and presumably wasn't proposed at an earlier date only because of the lack of resources which the hotel applicant has now provided.

Remaining Flexible: There will always be unknowns about how new zoning standards will work in practice. Over time, as Petaluma adjusts to a climate-change world and as applicants devise new ways to work with the Downtown

Overlay, it is certain that the impact of the Overlay will differ from what might be expected today. It will be essential to monitor what happens under the Overlay and to adjust as needed.

Separation of Overlay and Hotel: We understand that the Downtown Overlay must be approved before the hotel process can proceed and that, except for the EIR, the only topic of the November 14 Planning Commission/HCPD hearing is the Overlay. Thus, these comments pertain only to the Overlay and not to the hotel.

Comments on the Process

1) We understand that approximately six months passed between when Planning advised the hotel applicant of the need for the Downtown Overlay and when the public was alerted to this significant proposed zoning change. We appreciate that these six months allowed the Overlay configuration to be presented to the public closer to a final form. However, those six months also created an aura of secrecy and collusion that was not conducive to effective public involvement. In the future, we encourage a more open process.

2) While Planning has acknowledged that the hotel applicant became the Downtown Overlay applicant only to protect their hotel entitlement investment, the public communication of this point hasn't been expressed in sufficiently clear language or frequently enough to allay community concerns about the relationship between the two processes. These concerns interfered with the broader community dialogue about how the Overlay might encourage the development of vacant parcels, help address the housing shortage, positively impact City coffers with tax revenue that can be applied to public projects, etc.

3) Planning could have been clearer in the explanation that the Downtown Overlay could have been largely justified under the current General Plan. Not having this point generally understood by the public created a sense of misunderstanding and mistrust that was unhelpful to the public process.

4) Even as Urban Chat accepted the task of organizing the first public forum on the proposed Downtown Overlay, we argued that multiple forums should proceed under multiple organizers, with the additional information sharing improving the public process. We still believe that additional forums would have been helpful, although we admit the possibility that we're placing too much hope in the public process.

5) Based on a development feasibility study prepared for the General Plan update and cited in the staff report for this item, it's apparent that little downtown development will be feasible in the foreseeable future regardless of whether the Downtown Overlay is adopted. Further supporting this expectation is that the Central Petaluma Specific Plan, which was adopted in 2003 and adjoins but does not overlap the Overlay area, allows six-story buildings but none have broken ground after 20 years.

Sharing this information effectively would have allayed fears that the Overlay adoption would rapidly result in multiple new building projects and a runaway transformation of downtown. Instead, it would have made it clear that the Overlay is intended to facilitate a long time evolution of downtown over the coming decades, as should be the role of planning.

Possible Post-Adoption Adjustments

1) We concur that the setbacks proposed for the Downtown Overlay are generally desirable for aesthetic and shadowing reasons. However, we also understand that they can complicate the structural engineering of a building, increasing the cost per square foot. As one of the goals of the Overlay is to facilitate affordable downtown housing, we suggest that Planning coordinate with structural engineers regarding the cost impacts of the setback

requirements and adjust the Overlay if appropriate.

2) We support the "economic benefit" provisions that would be linked to conditional use approval of buildings above 60 feet. However, there is a nationwide history of applicants technically complying with provisions like these without providing the intended public benefits. We suggest reviewing the history of these provisions in other communities and adjusting the Overlay as appropriate.

3) While not solely related to the Downtown Overlay, we note that the proposed hotel was first presented to the Planning Commission in about 2008. Given the need for housing and other possible community-serving land uses, we propose a renewed assessment of how development reviews can proceed more expeditiously.

4) Too many downtown sites remain vacant. The Downtown Overlay could be a step toward the needed correction. Consistent with the goal of adding housing and other community needs to the downtown, we suggest consideration of a vacancy tax.

Urban Chat Members Who Participated in these Recommendations

Dan LykeKatherine Gregor

Sharon Kirk

Nathan Spindel

Sean Payne

Kris

Rebillot

Teddy Herzog

Dave Alden

Barry

Bussewitz

Isaiah Chass

Urban Chat is an organization of local residents which connects with more than 500 people and has been advocating for the betterment of Petaluma since its founding nearly 12 years ago.

From: [Dan Lyke](#)
To: -- City Clerk
Subject: Comment on November 18, 2024 Council Meeting, Agenda Item 11
Date: Sunday, November 17, 2024 4:48:02 PM

Some people who received this message don't often get email from [REDACTED]. [Learn why this is important](#)

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Esteemed members of the Petaluma City Council,

We are writing in support of moving forward on the Downtown Housing and Economic Overlay plan. There are specific details to be worked out, but downtown Petaluma has struggled for too long under plans and processes which have not led to good outcomes, as evidenced by chain link fences and empty lots. Petaluma's historic buildings deserve to be augmented by new buildings of similar scale and scope to structures like the Mutual Relief building and the Petaluma Hotel. Downtown deserves more visitors, and more residents, within walking distance.

The large number of buildings within downtown which were not accepted into the National Register of Historic Places show that new construction is not going to put the status of the buildings which are on the register in jeopardy. Walking downtown with history books, and getting into conversations with tourists, reveals that the historical legacy of downtown isn't nearly as important as being built in an era when automobile travel wasn't elevated over all other modes, when walkability was important.

Let's help Petaluma evolve in a way that celebrates its historic legacy while not being inextricably anchored to the past. And let's make sure that we have a process here that, unlike previous plans, actually lets some of these buildings which will augment our downtown actually get built. We can't keep talking a good game about equity and inclusion and caring about climate change, while keeping our downtown isolated in the midst of vacant lots, chain link fences, and excess parking. We need to get our housing costs under control, prioritize non-car mobility, and support a vibrant downtown that serves residents and visitors, and in order to maintain the natural surroundings that help make Petaluma what it is, we must be building density, and building up.

Dan Lyke & Charlene Marie
[REDACTED], Petaluma CA [REDACTED]

From: [Don Forman](#)
To: [-- City Clerk](#)
Subject: Public comments - Overlay -Hotel city council meeting 11/18/2024
Date: Monday, November 18, 2024 8:44:42 AM

Some people who received this message don't often get email from [REDACTED]. [Learn why this is important](#)

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

My concern is that the proposed hotel should not be located on the corner of Petaluma blvd and B Street.

It seems like the city wants to get the hotel built just for the tax dollars coming into the city.

Appellation Hotels made a mistake buying this property. Get over it and just say no.

The Flood Water lady bought the property and she gets a fat no to her project. And the M Group makes it too hard on people to get anything approved.

Example are 4th & C and burger place D Street and 4th. Too many hoops for property owners and it's easier to slap up a fence around it. Too many properties in town looking like that.

I could go into the reasons that this hotel should not be built but you have heard it all.

Tell the Appellation people to buy another piece of property or maybe trade for one of the vacant lots around town.

BTW, if you look at Appellation Hotel website it shows that an Appellation Hotel is coming to Petaluma. This fake information should be removed immediately!

Thank you, Don Forman

Sent from my iPhone® 16 Pro

From: Donna Forman
To: -- City Clerk
Subject: Public Comments - Hotel/Overlay - 11/18/24
Date: Monday, November 18, 2024 9:46:14 AM

[Some people who received this message don't often get email from [REDACTED] t. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

I don't understand how a developer purchased a piece of land for a hotel knowing that the project they proposed did not meet city specifications, the height exceeds city limitations and a zero lot (no area for drop offs, loading and unloading) would add complications at a heavy traffic intersection. And now because they purchased the wrong lot the city is wanting to bend over backwards to accommodate them. The city is also wanting to create an overlay to add to the accommodations they want to make for this project. City officials seem to just have tax dollar signs in their eyes and want to just look the other way and bend all the rules, limitations to make it work. What about the local person who purchased the lot to develop for food trucks (Floodwater)? No one seems to even consider accommodating her project? Not enough tax revenue to bother helping with that project?

The lot the developer purchased is too small for their project. It will not provide enough parking for the hotel guests, restaurant and bar patrons and all the hotel employees. What about the Veterans's Day Parade, Butter & Eggs Day Parade, American Graffiti, etc that attracts thousands of people and they close down the roads. How are hotel guests going to access the hotel to load and unload, etc? How's that going to work?

Trying to squeeze this project into the corner of B Street and the boulevard is a joke. It's the wrong location! And it's too tall and will stick out like a sore thumb. Why does the city need to accommodate one developer that obviously chose the wrong lot? There's plenty of other vacant properties that the city doesn't seem like they are willing to help local owners get their projects approved and under way. And if the hotel project doesn't come to fruition suddenly the overlay will open the floodgate to make a lot of other exceptions and we'll have more developers wanting to build highrise buildings that add to traffic and parking issues and takes away from the charm of our historic downtown.

A concerned citizen of Petaluma

Sent from my iPhone

From: [JB](#)
To: [-- City Clerk](#)
Subject: Written Public Comment for 11/18/2024
Date: Sunday, November 17, 2024 11:59:36 AM

Some people who received this message don't often get email from [REDACTED]. [Learn why this is important](#)

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

I specifically decided to live in the town of Petaluma because of the small town historic atmosphere. Regarding the over-sized hotel now known as Appellation: Petaluma, here are some quotes from the developer Ebbie K. Nakhjavani.

“That’s what we do, we don’t try to go in and build something that doesn’t fit that’s not zoned... we really respect what fits into the community”

“We decided that we wanted to get out of urban areas, there was too much competition...”

“Because we are owners and keepers of our projects we wanted to be in areas where they’re away and not so much in the hustle and bustle of you know downtown San Francisco or Chicago...”

An additional quote points out the essentially sixth level rooftop bar and our landscape of hills.

"there isn't a place to go do that and it's a wealth of views..."

In my opinion, hotel is too tall, extra large and any benefits it could potentially bring to this town are moot due to this fact. Too clarify, the hotel does not fit the small town historic atmosphere.

I would also love to mention that the historic bank building at 101 Petaluma Blvd N, Petaluma, CA 94952 was thought of as having a rooftop bar and perhaps that is a better investment for this town named Petaluma, known for historic atmosphere.

Thank you for listening.

J. Barnett
Oak Hill
Petaluma

<https://www.youtube.com/watch?v=2bAHEyGm5Pc>

From: [Janice Cunningham](#)
To: [-- City Clerk](#)
Subject: Overlay
Date: Monday, November 18, 2024 11:39:10 AM

Some people who received this message don't often get email from [REDACTED] [Learn why this is important](#)

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Dear City Council,

I can simply say our response to the overlay item. NO. It will change our city in a direction that is very incongruent to our current goals. Six story hotel down town is not where Petaluma should go. Four stories, perhaps but the existing plan is not the answer for adding a lovely place for visitors to stay.

Sincerely,

John and Janice Cunningham

From: [Jeff Pinter](#)
To: -- City Clerk
Subject: DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY & EKN APPELLATION HOTEL Projects
Date: Sunday, November 17, 2024 9:52:20 PM

[Some people who received this message don't often get email from [REDACTED]. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Dear City Council, Planning Commission, and Respective Committee Members.

I am writing to express my strong opposition to the approval of the DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY & EKN APPELLATION HOTEL Projects at this time.

This “Project” is being prematurely pushed ahead of PETALUMA GENERAL PLAN.

I urge & implore you to slow down & DISAPPROVE the proposed DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY & EKN APPELLATION HOTEL Projects until the more comprehensive PETALUMA GENERAL PLAN is approved next year.

I know my opinions are shared by many Petalumans who have not managed to attend meetings or write letters and emails.

Thank you for your continued service and support, preservation and vitalization of our Historic City & surrounding lands.

Sincerely,

Jeff Pinter
Petaluma

From: [Laura Gavre](#)
To: -- City Council; [REDACTED]
Subject: Overlay and Hotel 11/17/24
Date: Sunday, November 17, 2024 10:12:39 AM

Some people who received this message don't often get email from [REDACTED]. [Learn why this is important](#)

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Dear Mayor and City Council,

I have been to many of your meetings but am not able to make this upcoming one of Monday Night.

I just want to once again state my opposition to the Overlay and Hotel. The Overlay covers too much of the town and will lead to many tall buildings in our historic district. The Hotel is far too massive, covering 100% of the lot and too tall; 4 stories would be fine enough for our Historic District and to want a taller one is just a bid to make more money. The EIR was totally inadequate, not covering noise issues, traffic, especially in terms of deliveries of goods, garbage service and any maintenance work as it would block the street. Have you ever had to park downtown to go to Rex Hardware? It's almost impossible now and what happens when they have to close the street for parades and the Antique Auction??

Please reconsider and cancel this project. We don't need a very expensive hotel, \$400 to \$500 per night. It will just take customers from other hotels which are not even full.

Sincerely,

Laura Gavre

[REDACTED] Petaluma, CA [REDACTED]

From: [Jessica M](#)
To: [Laura Gavre](#)
Cc: [-- City Clerk](#)
Subject: Re: Overlay and Hotel 11/17/24
Date: Sunday, November 17, 2024 11:35:46 AM

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Hi Laura,

It looks like many of the folks you emailed are on the Planning Commission or HCPC. We are not the bodies that will be discussing the Overlay tomorrow. I have CC'd the City Clerk so that your below email can be added to the public record for the City Council meeting 11/18.

All the best,
Jessica

Jessica Mozes
Chair, Petaluma Planning Commission

On Nov 17, 2024, at 10:12 AM, Laura Gavre [REDACTED] wrote:

Dear Mayor and City Council,
I have been to many of your meetings but am not able to make this upcoming one of Monday Night.

I just want to once again state my opposition to the Overlay and Hotel. The Overlay covers too much of the town and will lead to many tall buildings in our historic district. The Hotel is far too massive, covering 100% of the lot and too tall; 4 stories would be fine enough for our Historic District and to want a taller one is just a bid to make more money. The EIR was totally inadequate, not covering noise issues, traffic, especially in terms of deliveries of goods, garbage service and any maintenance work as it would block the street. Have you ever had to park downtown to go to Rex Hardware? It's almost impossible now and what happens when they have to close the street for parades and the Antique Auction??

Please reconsider and cancel this project. We don't need a very expensive hotel, \$400 to \$500 per night. It will just take customers from other hotels which are not even full.

Sincerely,
Laura Gavre

[REDACTED], Petaluma, CA [REDACTED]

From: [niki.jelks](#)
To: [-- City Clerk](#)
Subject: Re: Question for Monday 18 2024 PM Overlay meeting
Date: Saturday, November 16, 2024 2:26:56 PM

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Hello, Thank you for taking my question into consideration, I'm in school Monday nights and can not participate in person.

Thank you for this option.

From the city of Petaluma website, I quote the wording "Importantly, the Overlay also proposes new historic preservation protections to make sure buildings in these areas - most of which are not currently in the City's designated Historic Districts - would remain consistent with the character of our historic

downtown. In addition, projects seeking other height allowance would require environmental review under the California Environmental Quality Act."

https://ohp.parks.ca.gov/?page_id=1073

My question is:

How is it when the rendering of the building given by EKG does not fit into the historic look of petaluma at all? Can you tell me what about the EKG proposed hotel fits into the architectural integrity of Historic Petaluma buildings? please?

My next question is:

What is the cost of the overlay to our Historic Downtown Petaluma Standing and will Petaluma loose anything such as grants for keeping a historic preservation of the Historic Downtown of Petaluma?

Thank you for your time

Niki Eldridge

From: [Robert Ferencz](#)
To: [-- City Clerk](#)
Subject: Input to Council Overlay Workshop
Date: Monday, November 18, 2024 10:28:04 AM

Some people who received this message don't often get email from [REDACTED]. [Learn why this is important](#)

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Input for 11/18 Council Meeting

Council Members,

I am a recent transplant to Petaluma. I enjoy the community and am glad to be here. It is certainly an interesting time to have settled here.

The downtown hotel development and overlay proposals are energized topics on local social media. Clearly there are strong feelings. Overall, I think the Council should continue to explore opportunities to enhance the economic vitality of the downtown district.

I do not know that there is a pent-up wave of investment to be tapped by the current overlay proposal. Perhaps it is better to deal with the current hotel proposal in its particulars, and hopefully proceeding to the point where it is a lived reality downtown. With a refined design, I think a six-story hotel with modern accommodations could be a real asset on the edge of the historic district. By "refined" I mean more in the spirit of façade detailing versus challenging the basic volume of the proposed structure.

In my mind there is more upside potential to running the "test" with a new hotel than downside risk. I understand others judge it differently and they are equally entitled to their opinions. I am not sure the social media response is statistically valid, so I figured I would share my perspective.

Sincerely,

Robert Ferencz
[REDACTED]

From: [sheryl padfield](#)
To: [-- City Clerk](#)
Subject: Overlay
Date: Saturday, November 16, 2024 7:07:34 AM

Some people who received this message don't often get email from [REDACTED]. [Learn why this is important](#)

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

We do not want the overlay to happen here in Petaluma. We feel that 4 stories is enough height for our town and only in some places where there is enough parking and close to Smart train.

The hotel downtown is not acceptable. There is little parking there and not enough for people staying there and for the employees. We love Rex Hardware and are frequent patrons. While we try to bicycle there often, sometimes we must drive; now on the weekend parking is difficult.

So please, NO OVERLAY AND A MUCH SMALLER HOTEL! OR MOVE THE HOTEL ELSEWHERE!!!!

[Sent from Yahoo Mail for iPad](#)

From: [Sue Bates-Pintar](#)
To: -- City Clerk
Subject: Proposed overlay
Date: Sunday, November 17, 2024 3:24:01 PM

[Some people who received this message don't often get email from [REDACTED]. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Council members:

I am very opposed to granting the hotel developer the overlay for the following reasons:

1. Exceeds the established height limit of buildings in the Historical District.
2. The proposed hotel does not provide sufficient off street parking.
3. Architecturally incompatible with buildings in Historical District as proposed. Besides, its ugly.
4. The developers projections of increased revenue for the City are greatly inflated to make this hotel more agreeable to the City and residents.
5. There is no setback from the sidewalk. This leaves the Petalumans to walk under a towering 6-story shadow with no place for softening foliage, bench seating or places to greet each other.
6. The push from a council member saying it will revitalize the downtown economy is nothing but hotel promotional wishing- no basis in facts or history.
7. If granted, the overlay would allow more tall, out of character buildings downtown.

Thank you for listening to concerns of a resident that greatly values the unique and valuable appeal of the Historic Downtown as it is.

Please do Not allow the overlay!

Sue Bates-Pintar
Petaluma

From: [susan k](#)
To: [-- City Clerk](#)
Subject: Fwd: Comment-Nov 18-Workshop-zOverlay
Date: Friday, November 15, 2024 11:42:24 PM

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Please replace the comment I submitted with this forwarded comment. I discovered 2 tyoe-o's and made edits. Thanks.

Susan Kirks

----- Forwarded message -----

From: **susan kirks**
Date: Fri, Nov 15, 2024, 4:40 AM
Subject: Comment-Nov 18-Workshop-zOverlay
To: -- City Clerk <cityclerk@cityofpetaluma.org>

Dear Mayor and Members of the City Council,

The inability for community members to comment via Zoom on agenda items like this, the last item for the evening, continues to support your decision to limit and exclude full public participation and to not support equity.

I encourage community members to self educate and seek understanding within the community.

A very good way to see truthful community based information is to visit the Facebook page of Petaluma Historic Advocates.

The October 26 post contains a link to a letter to the City from the law firm of Shute, Mihaly and Wei berger. This letter details complete inadequacy of the recently approved (by City Council majority) Draft Environmental Impact Report for the overlay zone.

The letter is lengthy, but reading the first 4 pages gives an excellent overview. The City is maneuvering to try and help the developer - thanks to the M Group's strategy - push the EIR approval and the overlay zone itself via the expiring General Plan, rather than timing with the present day General Plan Update process.

And you, this City Council majority, approve of all of this -- - Barnacle who renamed the overlay zone to try and make it more marketable, Cader -Thompson who has helped Barnacle by pushing this at the Planning Commission, Pocekay who fully endorsed Blake Hooper's City Council candidacy and Hooper pushing this, with the M Group, at Planning Commission, and McDonnell, a colleague of the hotel paid consultant, Dave Alden.

Even under the soon to expire General Plan, the overlay zone does not comply.

All of this time and energy are expended on an overlay zone where approval is needed to help the proposed inappropriate hotel.

In the DEIR public meeting, Olivia Ervin of the M Group announced with a tone of great certainty that the hotel project was proceeding separately to obtain entitlements. Community members should listen to HOW M Group consultants present information in public meetings - - this is revealing, the WAY information is conveyed is consistently almost a literal advocacy for developers and proponents, not a neutral presentation of information.

In the recent City Council DEIR overlay zone meeting, former Council member David Keller advised the City has had ample time as part of the General Plan update process to form a planning group for downtown specific planning to protect historic character, interface with economic development, and create guidelines so developers are aware of what is expected here for the unique and charming downtown. Existing small businesses and property owners also deserve consideration for changes in permitting processes.

Design review standards and re-establishing the committee to oversee this process are also needed for the City -- not a proposal to try and add design review into this developer initiated overlay zone.

And several of you wonder why community members stepped forward to be candidates in the November 2024 election - prioritizing this overlay zone and massive hotel, with an inadequate limited EIR. You attempted to portray Lance Kuehne and Alex DeCarli as "one issue candidates " Anyone who took the time to review their complete platforms understood these two individuals could bring needed leadership and representation .

A specific comment about the overlay zone? It should not be considered to move forward, and the DEIR should not have been approved to move to a final EIR.

Susan Kirks

From: [Susan Pateros](#)
To: [-- City Clerk](#)
Subject: Public Comment on 11/18 City Council Meeting re: overlay
Date: Sunday, November 17, 2024 12:03:22 PM

Some people who received this message don't often get email from [REDACTED]. [Learn why this is important](#)

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

The Adobe Road Winery project is on track to open next year. It will be a massive facility. I am not hearing any chatter about this project destroying Petaluma and its downtown.

One would expect that this winery/event space/auto museum will attract many visitors from out of town. More out of town tourists and more corporate meetings and events will mean more business for downtown retail shops and restaurants. Which means more revenue for the city. Which means better streets, better recreation facilities, top-notch police and fire departments. And where will these tourists and corporate visitors stay while they are here spending money in Petaluma? It would be great if they had a first -class place to stay right in downtown: like the proposed hotel, which itself will generate a **tremendous** amount of revenue and jobs.

It's time to look at the big picture, and envision what will ensure that Petaluma will offer the services and facilities that will make life better for all its citizens, now and in the future.

Susan Pateros

From: [Zach Pellonari](#)
To: -- City Clerk
Subject: Comment for Petaluma City Council Members - Overlay and Proposed Six Story Hotel
Date: Sunday, November 17, 2024 6:22:22 PM

[Some people who received this message don't often get email from [REDACTED]. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Hi,

My family has lived just outside of town since 1927, after my grandparents (on my father's side) moved from Chicago to Petaluma. My grandfather served in the US Army during WWI, so he (and my grandmother) could receive their US citizenship. He took the money he earned from serving, moved to Petaluma, and started chicken farming. Then, in the mid-70s, my mom and dad bought it from my grandparents to keep it within the family.

I was born at Petaluma Valley Hospital in 1981, lived here through high school, and moved away for college/serving 20 years in the Air Force. After retiring as a Lt Colonel from the Air Force, my wife and I decided to move our family to Petaluma.

I've lived in AZ, MS, AL, NM, ND, WY, MD, and LA during my Air Force career; I can confidently say there is no place like Petaluma. It's so special and unique. One of the reasons for this is the beauty and charm of our historic downtown; if you allow this hotel, at it's current proposed height and design, to be built at the corner of B Street and Petaluma Boulevard it will mark the beginning of the end for our beautiful downtown.

I certainly understand the council's drive for increased tax revenue and growing Petaluma; however, it doesn't have to be at the expense of what we hold dear. Tax revenue, growing our city, and maintaining the beauty and charm of our downtown are not mutually exclusive; we can find a way to accomplish all three.

I ask the Petaluma City Council to reconsider the current height and design of the hotel, before it's too late to save our historic downtown.

Sincerely,
Zach Pellonari
Lt Col, USAF (R)
Petaluma born and raised
Sent from my iPhone

From: [barbara](#) [REDACTED]
To: -- City Clerk
Subject: The proposed Downtown and Economic Opportunity Overlay
Date: Friday, November 15, 2024 12:57:10 PM

Some people who received this message don't often get email from [REDACTED]. [Learn why this is important](#)

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

November 15, 2025

City Council:

I am writing to express my opposition to the proposed Downtown and Economic Opportunity Overlay.

I do not believe it will serve the best interests of Petaluma citizens concerned with preserving the character and appearance of our historic downtown, as evidenced by the City's push to foist the hideous EKN Appellation Hotel upon us despite strong local opposition. In fact the overlay proposal is clearly a means of hastening approval of the hotel.

I have no reason to rely on or trust the City Council's dedication to responsive, transparent government. Rather, the CC appears to favor any and all commercial development without regard for quality of life issues for regular citizens.

Please reject the overlay proposal.

Thank you.

Barbara Pollack

Petaluma resident since 2002

From: Cathleen S [REDACTED]
To: -- City Clerk
Subject: Overlay
Date: Monday, November 11, 2024 12:23:39 PM

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

I feel that the parcel in question for the proposed (inappropriately imagined and designed) hotel is not a good choice. No parking for one very important thing. Also, not in keeping with the charm of our beautiful, historic downtown. And, to my understanding, a 6-story overlay invites 6+ stories for possible future construction. I'm very much a NAY vote.
Cathleen Springer

Sent from my iPhone