

From: [Andrea Chapman](#)
To: [-- City Clerk](#)
Subject: Public Comment
Date: Monday, February 24, 2025 3:00:35 PM

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Please make sure all districts are fairly represented by their elected officials, especially for the vote on the overlay.

Thank you,

Anonymous Petaluma Citizen

From: [Anna Mracek Dietrich](#)
To: -- City Clerk; citycouncilofpetaluma@cityofpetaluma.org
Subject: Public Comment in Opposition to the Overlay Change & Hotel
Date: Monday, February 24, 2025 4:04:43 PM

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Dear Councilmembers -

First, thank you for your service to our city. Local civil service is vital to our daily quality of life: you are appreciated.

Ten years ago, when my husband and I were moving to California - returning home to the Bay Area for him and relocating for myself - we looked extensively around the North Bay to decide where we wanted to raise our own family and put down roots. Petaluma quickly became our obvious first choice. The community we have here is priceless.

The heart of that community, and a key selling point for us in buying a home here, is our downtown, with its small town feel, historic architecture, and manageable crowds and parking. The local businesses in our downtown support our kids' schools and provide local options for shopping and eating out that bolster our neighbors' bottom line rather than big name corporations or developers. Petaluma has even recently (rightfully) made the news for its historic charm. We love it here and are continuing to invest in our community by giving our time and resources to our kids' school, Scouts, youth sports, building our own business here, and so much more.

The impact of the proposed Overlay and hotel is more than just "environmental" or "economic": It will impact how our town *feels*. Is it welcoming? Do you get that homey historic vibe? Or do you get the sense that the town's just sold its soul for an increase in occupancy tax revenue? I feel strongly that it will be the latter.

And we don't even need it.

The data that I have been able to find on occupancy rates (including the most recent Sonoma County Annual Tourism [Report](#)) and the Research and Insights: Tourism in Sonoma County [website](#), occupancy percentage rates maxed out in the low 70s both of the last two years. This does not provide a strong enough demand signal to make it worth the damage that this project stands to do to the heart of the community I have grown to love. The potential transient occupancy tax from the development doesn't provide enough monetary gain for the city to be a compelling reason to move forward.

We are often infatuated with the idea of progress, with the idea that we must be always changing things, but ultimately, preservation - of the environment, of our community, and of how a place can make us *feel* - is equally if not more important. This is the type of damage that cannot be undone. I strongly urge you to protect the Petaluma we all love so dearly and reject both this overlay and the hotel project it would enable.

Respectfully,

Anna Mracek Dietrich

From: [betty harrison](#)
To: [-- City Clerk](#)
Subject: Unnecessary overlay
Date: Monday, February 24, 2025 3:50:55 PM

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The EKN and overlay proposal is wrong for Petaluma. The hotel is completely out of character for this town and the density housing intended for the overlay zoning will only attract crime. Haven't we learned already that density housing is not good for people or communities? I'm old enough to remember "the Projects" housing of the 70s and 80s, most of which have been demolished!

Elizabeth Harrison, voter
Sent from my iPhone

From: [Calandria Atkinson](#)
To: -- City Clerk
Subject: 2.24.25 CC mtg
Date: Monday, February 24, 2025 4:04:25 PM

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City Council - NO! NO! NO! NO! NO! NO! NONE OF IT! NO! OUR PETALUMA CITIZENS HAVE OVERWHELMINGLY VETOED YOUR PLANS (86% SAY NO!) FOR THE PROPOSED DESTRUCTIVE OVERLAY & CHANGES TO THE EXISTING GENERAL PLAN, YOUR QUESTIONABLE EIR (NO PARKING? NO PROBLEM. NOT A TRAFFIC ISSUE... WHERE DO HOTEL GUESTS & RESTAURANT GUESTS PARK? NO ROOM FOR TRASH BINS, NO SAFE DROP OFF OF GUESTS...). MITIGATING THESE SERIOUS ISSUES AS INCONSEQUENTIAL IN YOUR EIR IS GROSSLY ERRONEOUS, DISINGENUOUS & FALSE. WRONG PLACE FOR IT!

THIS EIR WAS NOT DONE BY AN INDEPENDENT COMPANY & SEEMS CLOUDED IN ITS VISION. THIS HOTEL DEVELOPMENT WILL CAUSE MASSIVE TRAFFIC PROBLEMS IN TOWN. EKN HAS A SHAKY FINANCIAL TRACK RECORD NOW (REF ALL THEIR OTHER NEW HOTEL & DEVELOPMENT FAILURES - LAKE TAHOE, ETC). THE B STREET HOTEL IS UGLY, OVERSIZED, GARISH & WILL RUIN THE HISTORIC DOWNTOWN CHARM & OUR NEIGHBORHOODS! AT THIS LOCATION, IT IS A BAD, MISPLACED HOTEL - NOT TO SCALE, INADEQUATE PARKING, BLOCKING TRAFFIC, HIGHLY OVERPRICED ROOMS, WOEFULLY DISCORDANT WITH OUR CITY'S HISTORIC ARCHITECTURE. THE LIST IS LONG. WE SAY NO!

WE DO NOT WANT 6 STORY BLDGS IN OUR TOWN. NO! FILL UP THE VACANT STORES FIRST

86% OF VOTING CITIZENS DO NOT WANT THIS TO HAPPEN!

Question: are you ever going to listen to your local constituents voices? Why is this a problem our citizens repeatedly encounter? Is it a lack of regard for voters? Blatant Disrespect? YOU FEEL WE SHOULD PAY TAXES & YOUR SALARIES, BUT ARE WE NOT EDUCATED ENOUGH TO HAVE YOU LISTEN TO OUR VISION OF OUR BELOVED TOWN? WHY? DEAFNESS ON DEMAND? This is no way to lead or govern effectively. You all need to do better by this town. Engage with us - Sebastopol, Sonoma & Healdsburg WORK TOGETHER WITH THE PEOPLE & THEY DRAW BIG TOURIST \$\$ IN. THEIR COMMUNITIES ARE THRIVING & HAPPY. WE CAN ACHIEVE THIS, BUT NOT THE WAY YOU'VE PLANNED IT. NO OVERLAY/NO FLAWED EIR/NO HOTEL/NO WAY. LET'S COMMUNICATE.

Thank you. M. Atkinson

From: [CAROL HARRISON](#)
To: [-- City Clerk](#)
Subject: Overlay
Date: Monday, February 24, 2025 1:23:52 PM

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My wife and I have lived here for over 30 years and shop locally nearly every day. We enjoy the current downtown buildings which are charming and of consistent human scale. We OPPOSE the proposed outsized hotel that will impinge on our parking and create noise problems at the rooftop bar, and look out of place here. If the developers can't build a 4-story structure within current zoning codes (which we doubt!), they should go elsewhere.
Don Tanner and Carol Harrison

From: [David Garti](#)
To: [-- City Clerk](#)
Subject: Economic Opportunity Overlay and EKN Appellation Hotel Project
Date: Monday, February 24, 2025 2:05:39 PM

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Dear Councilmembers,

I am writing in support of the certification of the Final Environmental Impact Report for the Downtown Housing and Economic Opportunity Overlay and EKN Appellation Hotel Project. The overlay and the hotel are key to spur development in our downtown with infill projects on vacant or underused parcels.

Thank you,

David Garti

Dear Suzanne Terry,

You have a new voice message:

From: PEG GRUBB [REDACTED]
Received: Saturday, February 22, 2025 at 11:28 AM
Length: 00:35
To: [REDACTED]

Voicemail Preview:

"Yes. This call is for Brian Barnacle and the City Council in general as well as the mayor. My name is Peg Grubb, I am calling for myself and Gary Grubb, my husband. We live on Apples Circle and Palma and we strongly opposed the changes that are proposed for downtown Peda. If there are any questions are further comments, please call us at 707 4862108. Thank you."

Listen to this voicemail over your phone or by opening the attached sound file. You can also sign in to your [RingCentral account](#) with your main number, extension number, and password to manage and listen to voicemails.

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From: [RingCentral](#)
To: [Karen Gonzales](#); [Daibel Fernandez-Bolt](#); [Caitlin Corley](#); [allringcentralvoice](#)
Subject: New Voice Message from Clerk - CT Clerk - WIRELESS CALLER (██████████) on 02/24/2025 4:00 PM
Date: Monday, February 24, 2025 4:01:39 PM
Attachments: [17073382195-0224-160058.mp3](#)

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Voice Message

Dear Call Queue Manager,

You have a new voice message for Clerk - CT Clerk:

From: Clerk - CT Clerk - WIRELESS CALLER ██████████
Received: Monday, February 24, 2025 at 4:00 PM
Length: 00:47
To: (707) 778-4360 * 1360 Clerk - CT Clerk

Vocicemail Preview:

"Hello, this is Jean Spangler and I live at ██████████ in Petaluma. I just want to register my objection to the hotel. Next Directx hardware on BE Street, and to 7 story buildings in other parts of the old downtown area. They do not fit. The hotel is I have not been for that since I saw the first artist rendering, what, 2 years ago or something? Please pass this on to the city council. Thank you, bye bye."

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From: [Julia Allen](#)
To: [-- City Council](#)
Subject: The Hotel
Date: Monday, February 24, 2025 4:26:59 PM

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Good Afternoon,

As I cannot attend the meeting this evening I am writing once again to voice my disapproval of the EKN Appellation Project. I am not against progress for our city, but the design of the hotel is simply atrocious and as has been said by so many members of our town, is completely out of step with our unique downtown area and what it stands for.

Please think about putting the approval process on hold until there can be better options and consideration for our community.

Thank you.

Julia Allen

Sent from my iPad

From: [KATHY CHAMBERS](#)
To: -- City Clerk
Cc: [Mary Anne Pedroni](#)
Subject: EKN Appellation Hotel/Downtown Housing & Economic Opportunity Overlay
Date: Monday, February 24, 2025 4:02:20 PM

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Subject: EKN Appellation Hotel and Zoning Overlay

We were told that after the 1906 earthquake, out-of-towners flocked to our grandparents' Swiss American Restaurant on Main Street and dined on cracked plates. Remarkably, the earthquake left our Petaluma downtown buildings largely undisturbed. Now, 119 years later, the City Council is prepared to take actions that could irreversibly harm our City and historic district.

As third generation Petalumens, we strongly oppose the proposed "economic opportunity" zoning overlay and the EKN Appellation Hotel. Fundamentally, the hotel is oversized. Furthermore, the design doesn't enhance the historic district, significant parking and traffic issues would result, and economic claims are dubious. These further issues were not addressed (not "required" to be addressed) by the EIR. The classification of historic downtown structures was incomplete and contained errors. No alternative hotel locations were considered.

Other than to provide for the hotel proposal, the benefit of a zoning overlay is unclear. Calling it an economic opportunity zone does not make it one. The potential impacts of the overlay, beyond the specific hotel proposal, have not been addressed. The consequences of potential height and density overrides under state laws have not been clearly outlined.

It appears the City Council reacted to the potential tax revenues from the hotel without real data about downtown properties. Why hasn't there been a thorough review of the vacant properties and storefronts in the downtown historic district to understand why they remain vacant or undeveloped? This seems like fundamental analysis before designing an economic overlay. Facts, not just anecdotes, are required.

As a community, let's identify measures to preserve and improve our treasured historic downtown. And yes, let's encourage development that compliments and enhances Petaluma, and does not contribute parking and traffic concerns.

Mary Anne Pedroni
Kathy Pedroni Chambers

From: krebillot@
To: -- City Clerk
Subject: Public comment
Date: Monday, February 24, 2025 3:30:26 PM

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Comment to Petaluma City Council on the February 24, 2025 Agenda Item 8, “Resolutions to Certify the Final Environmental Impact Report (Final EIR) and to Adopt a General Plan Amendment for Downtown Housing & Economic Opportunity Overlay”

From: Kris Rebillot, 500 Loon Drive, Petaluma, CA 94954 707-981-7302

To the Petaluma City Council:

I am unable to attend tonight’s meeting in person. I will be watching online as long as I am able.

I write in support of the Downtown Overlay because I believe that allowing and incentivizing more development opportunities near downtown is the best way to support a bright and vibrant future for Petaluma.

We need more people downtown. We need housing near downtown. More people on the street will mean a safer downtown. More people will bring new energy that will enhance the charm that we all love about our downtown. More people will mean more revenue for downtown businesses and could spark a new entrepreneurial spirit for our business community. We are a lovely river town in decline. The overlay gives us options to move forward.

I am struck by comments folks (some of them opposed to the overlay) make when they return from visiting Europe. They wax eloquent about streets and shops filled with people into the evenings and how people organically gather and socialize in downtown neighborhoods. That could be us!

Thanks to Councilmembers who have spent countless hours pouring over the materials relevant to tonight’s decision. Yours is a thankless task. All the harping about corruption and possible financial gain need to stop. If anyone has proof of wrongdoing, bring it to the forefront now, or please, shut up.

I have more of an interest in seeing the overlay pass than I do regarding the proposed Appellation hotel. The hotel is a different kettle of fish, which will come up for its own review. I wish the overlay would have come before the council before any new downtown hotel was proposed, but this is where we are.

Best wishes for a productive evening.

Kris Rebillot

From: [Laura Gavre](#)
To: [citymgr; -- City Council](#)
Subject: Proposed Overlay & hotel
Date: Monday, February 24, 2025 3:19:35 PM

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Dear Council Members,

I once again write to share my deep concerns and negative vote for the overlay & hotel in the Historic District of downtown Petaluma.

Besides it being totally out of character for the town, it breaks the height limit for buildings in the Historic District and uses 100% of the lot giving no space for walkers, trees or vegetation. The extremely inadequate EIR did Not address how delivery and maintenance vehicles would be able to park nor how traffic would be able to flow during special events like the Antique Fair, farmers markets or parades .

Traffic right now is busy and parking is rarely available for everyday shoppers.

None of the 8 other hotels in Petaluma are near full to capacity so a high priced hotel is certainly not necessary. If the overlay passes, the height of the hotel could go up to 9 floors since it is located within a half mile of the smart station.

This would be a big rectangular eyesore for the town if built as it no redeeming qualities. So many new buildings have character with artistic details and attractive designs; this proposed hotel is not one of them.

Vote NO on the hotel & Overlay as it would just allow more obnoxious too tall buildings to be built for downtown.

Sincerely,

Laura Gavre
Eastside
Petaluma CA

From: [lendri purcell](#)
To: [-- City Council](#)
Subject: EKN Hotel and Overlay
Date: Monday, February 24, 2025 2:02:36 PM

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Dear City Council/Clerk -

I hope you are well. I am reaching out because I am opposed to violating our historic regulations to allow for expanded lot coverage, density and building height. Those regulations were crafted over many years with a great deal of public input and they should be respected. I love our historic and quirky downtown. It doesn't have a corporate feel. Downtown is already saturated with traffic to the point where I am afraid to bike downtown with my kids. Please do not violate our Historic District Regulations with this overlay.

Thank you.

Sincerely, lendri purcell

From: [LINDA HARTRICH](#)
To: -- City Clerk
Subject: Appellation Hotel
Date: Monday, February 24, 2025 4:26:54 PM

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Hi, this is for the City Council Meeting tonight.

Dear Mayor and City Council,

I'm writing to voice my concerns about the downtown hotel project. We feel it is not a good fit. Too big, too tall, too massive for that small corner lot. Parking will be a nightmare in that already-congested area.

We are against the overlay.

Please re-consider and vote NO.

Sincerely,

Linda Hartrich & family.

[REDACTED]
Sent from my iPhone

From: [Lisa Parreira](#)
To: -- City Council
Cc: [John Shribbs](#)
Subject: No overlay-
Date: Monday, February 24, 2025 2:04:45 PM

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February 24, 2025

Dear City Council,

Please listen and protect our downtown from the overlay. Petaluma has a rare and amazing cultural history. A vote against the overlay is what we need to preserve our heritage and the community. As a native Petaluman, I know the value of this rich environment.

When tourists and visitors come here, they have expressed to me about how this place that I call home gives them a “warm- family home-like feeling.” Places like Rex Hardware and Tall Toad are warm and welcoming and the atmosphere of downtown needs to keep its hometown charm. This place, Petaluma, gives me ‘Sense of Place’. This leads to a deep rootedness of memories and experiences that have personal knowledge of the specialness of the particular features of our place.

Vote no on the overlay so that other people may come and share the community that has been rooted in history with movies like American Graffiti and many more. Our downtown should reflect our home place and values. The economy can be renewed in so many ways- not a hotel that will destroy the sidewalk where horse got shoed in the days when the Wells Fargo stage coach came through here. Cherish these spaces, do not cover them up or destroy them.

Keep our spaces not just as residence but as proud keepers of the past connections to our heritage.

This is highly important to me and to many. . .as I said even those who come to the antique Faire and other events in town. Let Petaluma remain a cultural and charming place to share. This place needs the voices of all who have remained here through generations even in difficult times.

Please care. Stop the overlay.

Sincerely,

Lisa Parreira

From: [Lisamarie Eldredge](#)
To: -- City Clerk
Subject: Supporting approval of the Downtown Overlay and Hotel
Date: Monday, February 24, 2025 3:20:26 PM

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To Petaluma City Clerk, Mayor McDonnel and City Council Members,

The city government and city council have undergone a thorough exploration of the proposed downtown overlay that has included ample feedback from residents.

The city council should now avail itself of the revenue and revitalization of downtown that will result from approval of the Downtown Overlay and the hotel project.

Thank you,
Lisamarie Eldredge
District 6

Lisamarie Eldredge~Fiber Artist
Cool Petaluma Block Leader
[REDACTED]

From: [Marianne Hurley](#)
To: -- City Clerk
Subject: Final EIR; overlay issues
Date: Monday, February 24, 2025 3:19:03 PM

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City Council:

1) I am opposed to the certification of the FEIR relative to the Overlay and its related impacts to the general plan, zoning, and ordinances. The Downtown Overlay Amendment consists of too many extreme additions and expansive provisions that have the potential to compromise the historic downtown...a downtown that is unique and irreplaceable in the area. As such, small incremental changes are NOT what are proposed and as such I oppose such drastic changes in allowances. Soon the General Plan will be updated and then appropriate changes might be evaluated within the context of ALL general updates and within the context of what downtown residents and businesses supportand not done in this piecemeal way.

2) I am opposed to the 6-story hotel at the entrance to that same historic downtown. As a gateway structure it is incompatible with the rest of Petaluma's unique and irreplaceable downtown.

Thank You,
Marianne Hurley

[REDACTED]

From: [Michael Brazis](#)
To: [-- City Clerk](#)
Subject: EIR, HOTEL & OVERLAY WE DO NOT WANT FOR OUR TOWN!
Date: Monday, February 24, 2025 4:24:48 PM

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Council - Please know that we are not at all in favor of the proposed NON-INDEPENDENT EIR you have proposed. We are speaking out to demand you listen to the voters & citizens of Petaluma. THE OVERLAY IS SO WRONG FOR OUR TOWN, but apparently you disagree, feeling you know better. I find it egregious that your position is such that you know what's best (B. Barnacle) & you as our City Government representatives do not want to listen to us & work with us. WE ARE IRATE YOU DO NOT LISTEN TO YOUR CONSTITUANTS, ONLY DEVELOPERS! MGROUP CONTROLS PLANNING & PERMITS ARE RIDICULOUSLY HARD TO OBTAIN UNLESS YOU HAVE BIG BUCKS. WE DO NOT WANT THE EKN BLOATED HOTEL. SHADY DEVELOPER! Wrong place. Wrong design. No parking & traffic problems galore. NO EIR AS IT STANDS. NO OVERLAY. NO 6 STORY BLDGS. NO OFFENSIVE HOTEL AT B STREET. Get it!

Ask us - we will work with you on all these proposals. Sonoma, Sebastopol, Healdsburg all have lovely to-scale hotels & downtowns that bring in tourist dollars. THEY WORK WITH THE CITIZENS TO MAKE THIS HAPPEN & EVERYONE'S HAPPY. Economy up, tourism up = a win-win for all. So disappointed in your lack of respect. To recap:

WE SAY NO TO PROPOSED EIR NO TO
OVERLAY NO TO HORRIBLE EKN HOTEL.

Thanks for listening. Mike Brazis

From: [Sarah Grossi](#)
To: [-- City Clerk](#)
Subject: Against the proposed overlay
Date: Monday, February 24, 2025 3:25:32 PM

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To the Petaluma City Clerk, Mayor, and City Council members,

I am sending this email urging you to vote against the proposed overlay tonight, February 24, 2024. Please stop planning in reaction to individual developers and instead perform thoughtful municipal planning as part of our required city plan next year.

I live in District 6 and am opposed strongly to the proposed overlay and hotel. Please help preserve Petaluma's historical downtown.

Thank you,

Sarah Grossi
[REDACTED]

Sent from my iPhone

From: [s. herman](#)
To: -- City Clerk
Subject: NO OVERLAY!!!
Date: Monday, February 24, 2025 3:11:29 PM

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Please don't destroy what's most appealing about our beloved Petaluma.

Listen to the majority of your residents who are NOT in favor of the overlay nor that monstrosity of a luxury hotel.

Look what the billionaires did to the Valley of Hearts Delight, Santa Clara Valley.

It is no more. And for what and for whom?

Sincerely,

Susan and Ted Herman
[REDACTED]

From: [T. Harris](#)
To: [-- City Clerk](#)
Subject: Opposition to hotel and overlay
Date: Monday, February 24, 2025 3:18:40 PM

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I am writing a letter to Post my opposition to the proposed hotel and overlay. I think these decisions are in opposition to the Victorian theme of downtown Petaluma.

Thank you for your consideration
Sincerely

From: [TERI MOORE](#)
To: [-- City Clerk](#)
Subject: Hotel/Overlay
Date: Monday, February 24, 2025 2:42:08 PM

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I sincerely hope that you vote against the overlay for the majority of the people tonight. It's obvious that most of us want to keep Petaluma the way it is. Seems the folks that are in favor of it, have an interest, only to make a profit themselves.

Please...I'm asking you, vote NO on the Hotel/Overlay.

Thank You, Teri Wells

Sent from my iPad

From: [Marilyn Jaffe](#)
To: [-- City Clerk](#)
Subject: Hotel and overlay
Date: Monday, February 24, 2025 1:11:56 PM

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To whom it may concern,

I'm writing to voice my objection to both the hotel and the overlay.

THE HOTEL - Revenue isn't everything! The proposed hotel is too tall and out-of-proportion for our downtown. It's not needed, it's ugly and it doesn't fit. No one can say that it's charming!!! It's a deal with the devil. Money isn't everything!!

THE OVERLAY - Again, this concept is ugly and certainly not "charming". Throwing a layer of Modern on top of the vintage and varied structures is simply bizarre and unattractive. We have several vacancies for retail as well as office space, downtown, and we certainly don't need more of either. We need to develop low-income housing in a concentrated area and form, not a smattering of market-priced housing with some affordable units.

Please focus on Petaluma as a whole and not solely a fiscal entity.

Thank you

Sincerely,

Marilyn Jaffe
A thirty-plus year resident