

From: isabelle beardsworth <[REDACTED]>
Sent: Wednesday, October 11, 2023 7:18 PM
To: Greg Powell <GPOWELL@cityofpetaluma.org>
Subject: Hotel and Overlay City statistical information

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---
I am hoping the City of Petaluma can provide additional information to some Petaluma specific statistical information. I have contacted the Chamber of Commerce, Visitors Bureau and general information at the City website and by telephone to no avail. I think it is within the purview of the planning department but please correct and redirect me to the appropriate department if this is not the case.

In evaluating the proposed "Overlay" and development there has been some considerable issues relative to the basis for the proposals. During the Council meetings, planning and historical review meetings some of the same issues have been raised and not resolved.

Does the city have the following information for stakeholders to evaluate the proposals:

Current occupancy rates for the (9) hotels in Petaluma
Number of rooms available
Number of rental units available for short term rentals i.e. AirBnb, Vacasa, VRBO etc
Amount of TOT collected annually from all these for the city
Current occupancy rates for downtown:
office
retail
residential rental units
Downtown parking needs study including :
occupancy of (2) parking garages
2 hour street parking limitations
private parking needs for commercial & retail business

There has been an outline of the inventory of "blight" and "underutilized" parcels in the downtown area but has there been a similar study, in conjunction with new development in other areas of the City, for these areas and prospective hotel and residential development? If so, where.

I look forward to receiving your advices,

Isabelle Beardsworth

From: Kathy Myers <[REDACTED]>

Sent: Sunday, October 15, 2023 11:56 AM

To: Rizzi, Krystle <krizzi@cityofpetaluma.org>

Subject: Mitigation: zoning and hotel comments

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

To the City Council, planning and historic committees, and planning department;

If there was ever a time for elected and appointed officials to advocate for the preservation of our historic district, it's now.

The mitigation provided is inadequate. A zoning/hotel project of this scale must have a full EIR. Aesthetics can only be mitigated with a good design and proper scale, and the same goes for overlay target areas. The public deserves a realistic view of the visual impact that includes story poles and accurate (non-manipulated) digital renderings. It's also unfortunate that council and committees are being subjected to undo time pressure by the developer. Please... take the time to consider all aspects of the environmental impact.

Suggestions for thoughtful decisions must include a test of the veracity of information being submitted, and a large dose of common sense:

- 1) Include MTBE's (gasoline additive) among potential contaminants.
- 2) Realistic look at the underground parking: impact/cost/flooding/ potential rejection by a builder
- 3) Mitigations based on reality vs inflated assumptions: re parking, traffic, view lines, etc.

Decision makers must stand firm in doing what is right for Petaluma. You only have to look at our Wikipedia page to see what many admire as unique: our historic downtown. Many cities are attempting to re-create what we already have. Some must struggle to undo bad decisions made in the past.

Practical mitigation can happen by:

Supporting existing design standards for the hotel, and address zoning issues case by case
Support in permitting property owners in remodeling and creative reuse efforts
Supporting local efforts for preservation and green reuse (vs serving transactional developers)
Support the win/win solution of preserving our historic downtown AND building housing that is truly appropriate: in location, scale, desirability and affordability.

Thank you in advance for using common sense,

Kathy Myers
[REDACTED]

From: Catherine <[REDACTED]>
Sent: Tuesday, October 17, 2023 1:56 PM
To: Rizzi, Krystle <Krizzi@cityofPETALUMA.ORG>
Cc: Angela Dowd <[REDACTED]>; Patricia Brown <[REDACTED]>; Nancy Chien-Eriksen <[REDACTED]>; Myrtle Heery <[REDACTED]>; Diana and Larry Scharfe <[REDACTED]>; Pepper Fernandez <[REDACTED]>; Ana Ruz <[REDACTED]>; Anton Fok <[REDACTED]>; Terri Wagner <[REDACTED]>; Ken Fok <[REDACTED]>; Catherine <[REDACTED]>; Rob & Karen Turner <[REDACTED]>; Beverly Voloshin <[REDACTED]>; Bev Miller <[REDACTED]>; Betsy Burson <[REDACTED]>
Subject: FW: Objection to New HOTEL - height (6-STORIES) and building design

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

Dear Sir/Madame

As a long time resident of Petaluma, I am writing this email because I object to the current design for the new hotel as it does not enhance downtown Petaluma. It looks like any office building in anywhere USA.

The height of the hotel is grossly over done as it dwarfs the long present and endeared ACE hardware which went out of its way to be rebuilt after a fire into the LOOK AND FEEL of Petaluma.

This hotel does not maintain the look of Petaluma and will not enhance our downtown – which draws locals and outsiders.

Please go back to the drawing board; as it stands - this is a Big Mistake.

Cathe Vota Fok

TO FRIENDS BCC COPIED IN THIS EMAIL: please email your objections to above City of Petaluma(Krizzi@cityofPETALUMA.ORG)

Sent from Mail for Windows

From: Angela Dowd [REDACTED]
Sent: Tuesday, October 17, 2023 4:27 PM
To: Rizzi, Krystle <Krizzi@cityofPETALUMA.ORG>
Subject: Objection to New HOTEL - height (6-STORIES)

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

As a long time resident of Petaluma, I am writing this email because I object to the current design for the new hotel as it does not enhance downtown Petaluma. It looks like any office building in anywhere USA.

I agree with many others...the height of the hotel is grossly over done as it dwarfs the long present and endeared ACE hardware which went out of its way to be rebuilt after a fire into the LOOK AND FEEL of Petaluma.

This hotel does not maintain the look of Petaluma and will not enhance our downtown – which draws locals and outsiders.

Please go back to the drawing board; as it stands - this is a Big Mistake.

Angela C. Dowd

FOR PUBLIC COMMENT

OCTOBER 16, 2023 CITY COUNCIL MEETING

OCTOBER 24, 2023 PLANNING COMMISSION AND HCPC MEETING

Members of the City Council

Members of the Planning Commission

Members of the Historic & Cultural Preservation Committee

Planning Department Staff

I would like to call to your attention to the Appellation Hotel View Shed Study that EKN's architects included in their 9/11/23 set of design development drawings. I have attached a screen shot of their attempt to prove the Appellation Hotel will be mostly invisible from almost every vantage point they have selected. Aside from the laughable Google Earth depictions of our streetscape, they have chosen the most Doctor-Seuss-like street trees to hide behind. I challenge anyone to find these images believable. In addition to the crazy, opaque trees, many of the street view buildings are wavy and fuzzy and in no way give a clear understanding of view sheds. EKN needs to do better. Yet another reason to demand story poles.

VIEWS 1, 2 & 3: The vantage points selected seem to take great advantage of the existing street trees. Moving the vantage points slightly forward and toward the sidewalks will give a totally different picture. Street trees are not as opaque as shown, and may be totally bare in late Fall and Winter. Again, a different picture.

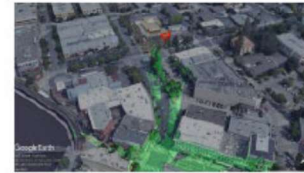
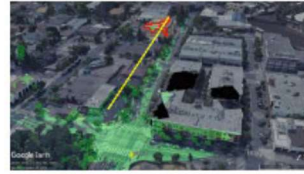
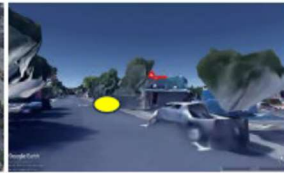
VIEWS 4 & 5: Imagine all of Zoning Overlay area A being built out to 65 to 75 feet at some point in the future. Petaluma Boulevard South could become a canyon, heading into Historic Downtown. Not to mention that one of the street trees obscuring the hotel in View 4 will have to be removed, as it sits at the entry to the hotel.

VIEW 6: It's hard to imagine that little 4th & C would blot out the 6-story hotel. Walk a bit further toward C Street and see what happens.

VIEWS 7 & 8: Such dense foliage on these two blocks! And at some point, the overgrown trees in front of Rex Hardware will get a trim so branches don't overhang their roof, and will no longer camouflage the hotel.

There's no hiding behind street trees here, despite the sleight-of-hand being presented as factual. This hotel is going to dwarf its surroundings. Pause or pass on the hotel until the Zoning Overlay can be seriously considered with multiple stakeholders. The oversized hotel will become the real "blight" downtown.

Lydia Asselin



-----Original Message-----

From: Sue Bates-Pintar <[REDACTED]>

Sent: Thursday, October 19, 2023 4:22 PM

To: -- City Clerk <cityclerk@cityofpetaluma.org>

Subject: Downtown Housing& Economic Overlay.

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

City Clerk,

Please pass on my strenuous objections to the proposed 'overlay' by applicant Mike Jolly for EKIN development.

City Records PLGP-2020-0001 & PLZA-2023-2002.

To the City Counsel, Uriel Orozco, the Planning Commission and The 'M' Group.

Changing the downtown zoning to permit 6 stories in the historical district would be a travesty. Amending the General Plan to accommodate the EKIN development at the expense of our community for the greed of the developers would be very, very short sighted!

Sue Bates-Pintar

Petaluma

Sent from my iPhone

From: Beverly Schor <[REDACTED]>
Sent: Thursday, October 19, 2023 2:12 PM
To: Rizzi, Krystle <krizzi@cityofpetaluma.org>
Subject: A vision of sustainable housing TED Talk: 48 foot building height limitation

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---
Please distribute to all Planning Commission members, Historic and Cultural Preservation Committee members, and Staff my public comment for the October 24, 2023 meeting.

Dear Commission members and Staff,

Please recommend a 48 feet height limitation for the Downtown Housing & Economic Opportunity Overlay plan. The TED talk linked below clearly and thoughtfully demonstrates the potentially enormous benefits of lower rise, density housing/buildings for a more sustainable, carbon neutral environment. Please watch the TED talk below to learn for yourselves.

Lower rise buildings (four stories and under) are more sustainable as well as integrate and blend better with existing surroundings. Climate sustainability should be our number one criteria in the consideration of any new or adaptive use construction in our city.

Best,
Beverly Schor
Petaluma Resident

From: TED Recommends <recommends@ted.com>
Subject: A vision of sustainable housing for all of humanity
A vision of sustainable housing for all of humanity

By 2100, the UN estimates that the world's population will grow to just over 11 billion people. Architect Vishaan Chakrabarti wants us to start thinking about how we'll house all these people -- and how new construction can fight climate change rather than make it worse. In this visionary talk, Chakrabarti proposes a "Goldilocks" solution to sustainable housing that exists in the sweet spot between single-family homes and towering skyscrapers.

From: Jeff Pintar <[REDACTED]>
Sent: Thursday, October 19, 2023 4:31 PM
To: -- City Clerk <cityclerk@cityofpetaluma.org>
Subject: Downtown Housing& Economic Overlay

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City Clerk,

Please pass on my strenuous objections to the proposed 'overlay' by applicant Mike Jolly for EKIN development. City Records PLGP-2020-0001 & PLZA-2023-2002. To the City Counsel, Uriel Orozco, the Planning Commission and The 'M' Group.

Changing the downtown zoning to permit 6 stories in the historical district would be a travesty. Amending the General Plan to accommodate the EKIN development at the expense of our community and the character of our city is extremely vexing and short sighted!

Jeff Pintar
Petaluma

From: Catherine Alden <[REDACTED]>
Sent: Friday, October 20, 2023 3:47 PM
To: Petaluma Planning <petalumaplanning@cityofpetaluma.org>
Subject: New Zoning Overlay Meeting for Nov. 24th

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

Dear Planning Commission,

I am writing to you concerning the Zoning Overlay being considered for the EKN Appellation Hotel in particular and the downtown of Petaluma as a whole. First off, thank you for your thorough explanation of the project on your website showing the areas of downtown that would be affected by these possible changes. I have read it over and for the following reasons, I am against the proposed Zoning Overlay:

The actual lot at B Street/Petaluma Blvd is pitifully small for the construction of a high-end hotel. The structure would have to be shoe-horned into the space and will look it. Too much architecture for too little space. Plus the clientele who can afford the Appellation and it's "fine dining" restaurant will want parking for their nice cars and there isn't going to be enough.

The renderings of the hotel that I've seen lack all charm, its cookie-cutter details include a lot of glass and hard angles, nothing that speaks to the character of Petaluma. Plus the front extension that overhanging the sidewalk is not attractive at all. It might be fine for Healdsburg, but not for here.

Look at how beautiful Paris is. The city mandated the traditional building height at the city core, while allowing taller building on the outskirts. And since the new Zoning Overlay would affect three areas of downtown, it only opens the door for more over-sized buildings cramping our beautiful downtown area.

Do we really need another hotel? In the last five years, we added Hampton Inn, the Courtyard by Marriott, and Hotel Petaluma. That's a lot of new rooms and I'll bet none of them are ever filled to capacity.

Does the city really need the income from the Appellation's TOT tax? We recently voted in a 1% sales tax for Petaluma which is certainly helping to fill the city's coffers. Do we really need more?

In short, a new hotel squashed into that particular location, especially one as aesthetically-challenged as the one EKN is proposing, is not the right fit.

I vote NO for on the Zoning Overlay.

Thank you for your time in this matter.

All Best,

Cat Alden

From: Tom Bornheimer <[REDACTED]>
Sent: Saturday, October 21, 2023 12:57 PM
To: Greg Powell <gpowell@cityofpetaluma.org>
Subject: EKN Appellation Violates Petaluma General Plan and Historic District

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

Hello Greg,

I am baffled as to why Petaluma is considering changing its General Plan for one hotel project?

My understanding, based on the documents released and statements made during City Council and Planning Commission meetings, is that there has been no analyses done on why the Historic Overlay is needed except for this one hotel. Planning said that a drive by visual was done on supposedly “under utilized” locations but there was no thought as to whether there is any need for taller buildings. In fact, one attendee said that his family owned many of the “under utilized” properties and he said he was against any building taller than the clock tower at Western and Petaluma Boulevard.

As I said in my public comments in a prior in-person meeting, this General Plan violation is unnecessary and Planning and Council should just say that the hotel project must follow the existing rules. It’s a make work project for Planning and M Group.

Petaluma does not have to change its General Plan for one project otherwise why have a General Plan at all? If this hotel is allowed to violate the General Plan then it sets a precedent that every other project can follow.

Petaluma must have the confidence to stand up to developers and the planners assisting them to violate Petaluma regulations.

Thank you,

Tom Bornheimer

From: Melissa <[REDACTED]>
Sent: Sunday, October 22, 2023 6:43 PM
To: Greg Powell <gpowell@cityofpetaluma.org>
Cc: Uriel Orozco <uorozco@cityofpetaluma.org>
Subject: EKN APPELLATION (FORMERLY HOTEL WEAVER) PROJECT

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

This project is not in line with the current zoning. 3-4 stories would be more conforming with our downtown. 100% lot use is too much height and footprint. We do not support this project as submitted. We respectfully ask our concerns be shared with the City departments and Council involved in this application.

Melissa
Sent from the field

From: Rich Walcoff <[REDACTED]>
Sent: Sunday, October 22, 2023 9:29 PM
To: Andrew Trippel <atrippel@cityofpetaluma.org>
Subject: Re: Hotel

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

Dear Andrew,

I am vigorously opposed to the proposed hotel at Petaluma Blvd and B Street.

A six story building is not compatible with our historic downtown...it would also exacerbate parking congestion and add too much traffic to an already overcrowded area.

Sincerely,

Rich Walcoff

[REDACTED]

Petaluma

From: Sheri Miller <[REDACTED]>
Sent: Saturday, October 21, 2023 3:01 PM
To: Petaluma Planning <petalumaplanning@cityofpetaluma.org>
Subject: 6 story hotel downtown

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

To Planning Commission:

Are you that hard up for money that you are willing to ruin our downtown with a huge commercial Hotel????

Most of us that live in Petaluma are very opposed to this project, and you need to listen to us!!!!

Please reconsider all the traffic, congestion, etc that will come from this project, in addition to the

Sight of a huge hotel in the center of town.

Please reconsider this project!!

Sincerely,

Sheri J. Miller

From: Susan Stewart <[REDACTED]>
Sent: Monday, October 23, 2023 3:27 PM
To: Andrew Trippel <atrippel@cityofpetaluma.org>
Subject: Proposed hotel on the corner of B St and the Blvd

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

I just saw a rendering of the proposed hotel that will be located at the corner of B St and Petaluma Blvd and I'm appalled to say the least! I've lived in Petaluma since the mid-70's and have watched the changes, some of which are positive, but in my view, mostly negative. I haven't talked with one resident who is in favor of these multi-storied buildings being built downtown. It's changing the whole atmosphere of this unique, historical town. When will our elected officials start listening to the residents? I just feel so strongly about this that I needed to voice my opinion. I hope the rest of this town does the same. Thank you

From: sherry sandberg <[REDACTED]>

Sent: Monday, October 23, 2023 3:57 PM

To: Andrew Trippel <atrippel@cityofpetaluma.org>; -- City Council <citycouncil@cityofpetaluma.org>

Cc: [REDACTED]
[REDACTED]

Subject: Public Comment

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

Dear Representatives,

I am opposed to approval of the proposed mitigated negative declaration. This proposal warrants that an EIR be done. We the people need to know from an unbiased source the negative effects of this proposed zoning change, including the Appellation Hotel.

Please make my statement part of the official city record.

Sincerely,

Sherry Sandberg

From: [REDACTED] <[REDACTED]>
Sent: Monday, October 23, 2023 10:03 PM
To: citycouncil@cityofpetaluma.org <citycouncil@cityofpetaluma.org>
Cc: [REDACTED]
[REDACTED] >; Janice Cader-Thompson
<[REDACTED]>; Andrew Trippel <atrippel@cityofpetaluma.org>
Subject: Appellation Hotel

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

I am a 21 year westside resident and LOVE our charming historic downtown, I walk there several times a week to enjoy it and to patronize shops and restaurants. The Appellation as currently proposed is far too big for the lot it's on and shares none of the look or feel of the surrounding buildings. Rather than adding something to the neighborhood, it will be creating an out of place eyesore that towers over all of downtown (like the ugly Salesforce tower in SF). And I'm concerned about where everyone is going to park, I see 78 total spaces proposed for – hotel employees, hotel guests, restaurant patrons, event attendees...that's a LOT of cars that will end up spilling over onto the adjacent blocks which are residential. I feel sorry for those people because it will be like Butter and Eggs Day parking every day. And what about the downtown merchants and parking for their establishments? The hotel/restaurant/bar is also going to suck up every available space in the surrounding blocks in the heart of downtown...every day, and every night, plus way more traffic than those skinny streets can handle. Please scale the whole thing down or we'll lose something we can't get back. I'd rather see apartments there!

Diane Schlactus

[REDACTED]
Petaluma 94952

From: Tvanwiele <[REDACTED]>
Sent: Tuesday, October 24, 2023 3:20 AM
To: Uriel Orozco <uorozco@cityofpetaluma.org>
Subject: hotel design

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

The modern aesthetic of the proposed hotel ruins the character of downtown. It looks cheap and boring. People come to Petaluma for the old- town unique charm. The hotel design has none of that.
It's fine to build a hotel, but make the developers design an exterior that looks like it belongs there.
Or the people who approve it will be cursed-at by future generations of residents.

Therese Van Wiele
Petaluma resident

[REDACTED]
Petaluma, CA 94952

[REDACTED]
October 24, 2023

City of Petaluma
22 Bassett Street
Petaluma, CA 94952

Dear Mayor, City Council members and Planning Commission members,

I am again writing to formally oppose the EKN Appellation Project.

This is a follow up to a letter I wrote you on July 15, 2023. In that letter I made it clear that I am not opposed to high-density development in Petaluma. I am opposed to it in the downtown area because I believe anything over 4 stories downtown will compromise its historic character.

Furthermore, I believe any building form overlay zoning change consideration should be tied to our General Plan update process, not in response to the request of a developer. I am concerned that a developer driven consideration does not fully engage our community.

Members of our community are more aware of the hotel proposal than of the proposed overlay. It is clear to me that many members of our community do not understand what the proposed overlay zoning means and that it extends as far as Washington Street.

As I stated before, I dislike 100% lot fill where alleys are not present because it places unsightly and odorous utility/garbage functions adjacent to pedestrian areas. This proposal negatively impacts the pedestrian aspect of B Street, a major thoroughfare in the downtown area.

I am highly skeptical of the stated economic benefits of the hotel.

Another concern I have is that this proposal is still using fantasy renderings which do not marry up with the elevation drawings. This is misleading the public. I am extremely disappointed that city planning staff has not required the developer to submit realistic renderings.

Lastly, one thing which I have not heard or seen discussed is the intense electrical usage of the stacked parking and how this will function during power outages. Is a large generator part of the design? If so, where will it be situated and what are the negative impacts of it in terms of noise and air quality (I've only seen construction generators discussed in the initial study)?

Thank you for considering my perspective.

Sincerely,

Todd Gracyk

Todd Gracyk

From: Kimberly Fields <[REDACTED]>

Sent: Tuesday, October 24, 2023 12:08 PM

To: Petaluma Planning <petalumaplanning@cityofpetaluma.org>

Subject: We Don't Want Any Skyscrapers Or Any Big Tall Buildings In Our Historic Downtown Petaluma! No Way! And The Big L.A. Spenders And Their Big Money Talk Do Not Add Up Either! With Petaluma City Ordinance Rules And Regulations For Historic Downtown Petaluma!

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

From: LINDA HOWARD <[REDACTED]>
Sent: Tuesday, October 24, 2023 2:05 PM
To: Petaluma Planning <petalumaplanning@cityofpetaluma.org>
Subject: Hi-rise hotel downtown

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---
All I can say is "NOOOOOOO!!!" What an absolutely horrible, ugly, oversized structure!! It does not fit in that location. (or really anyplace in our fair city...or what used to be our fair city...let's not ugly it up anymore than it already is.) Put back the gas station. We could use one downtown.
Linda Howard

From: Suzanne Biaggi <[REDACTED]>
Sent: Tuesday, October 24, 2023 2:46 PM
To: Rizzi, Krystle <krizzi@cityofpetaluma.org>
Subject: FW: EKN Proposal + subsequent zoning overlay

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

From: Suzanne Biaggi <[REDACTED]>
Date: Monday, October 23, 2023 at 3:28 PM
To: - City Clerk <cityclerk@cityofpetaluma.org>, Kevin McDonnell <kmcdonnell@cityofpetaluma.org>, "Barnacle, Brian" <bbarnacle@cityofpetaluma.org>, Janice Cader-Thompson <Jcaderthompson@cityofpetaluma.org>, Mike Healy <mhealy@cityofpetaluma.org>, Karen Nau <knau@cityofpetaluma.org>, "Pocekay, Dennis" <dpocekay@cityofpetaluma.org>, John Shribbs <jshribbs@cityofpetaluma.org>
Subject: EKN Proposal + subsequent zoning overlay

Dear Council Members,

Prior to the meeting on Tuesday October 24th I would like to go on record as opposing the 6 story hotel on the corner on B St. and Petaluma Blvd. So. As well as the zoning overlay which seems to be necessary in order for the hotel to be built.

I will address the zoning overlay first. I want to be clear that I am not opposed to more housing density in our historic center. However, the proposed overlay in the historic center is way out of scale and will change the character of what is Petaluma's most important feature – an authentic historic center close to and on the river at the gateway to the wine country. I don't believe that by adding out of scale housing to our historic center will bring more business. In fact, in the long run Petaluma will lose its edge of charm, and tourists will go further to find someplace more appealing to spend their \$\$\$. There are vacant or underutilized lots close to the center which will not affect the core historic center. To name a few - the smart train lot; the lot adjacent to the bus depot; the vacant lot at the corner of Pet. Blvd and D St.

When I read the notice of a public meeting, I was struck by how disingenuous it was to rename the zoning overlay to Downtown Housing and Economic Opportunity Overlay. It was stated very clearly at the meetings I have attended regarding the overlay that this is a direct result of the proposed 6 story EKN proposed hotel which can't be built without the zoning overlay.

I will now address the hotel. Besides being out of scale, the design is generic and uninteresting. I believe it will be hard to fill with a vacancy rate now around 50% of the existing rooms available. Parking will be a problem; increased traffic in the town center will be a problem, increasing pollution. Obstructing views of our historic center and well as the surrounding landscape will be a problem. Servicing of the building on B St. will be a problem. A much better location would be on the either the smart train lot or the vacant lot on D St. and Pet. Blvd. I know they are not available for EKN, but I wanted to give an example of where this scale building would be appropriate.

I would like to propose some examples of hotel designs that are more in character and scale with our historic downtown. I, along with many of our Petalumens believe that any new buildings should be of the finest contemporary design to match the quality and scale of our historic architecture. Please see the below examples.



Mixture of warm woods and cool concrete envelope the 4 story hotel building.



I believe that the examples I am proposing are also Leed certified – which should be a must for any new housing or hotel proposals.

Note: the area for the roof top garden in this one

Thank you for considering my opinion.
Suzanne biaggi



From: Melissa <[REDACTED]>
Sent: Tuesday, October 24, 2023 2:55 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: AGAINST THE EKN APPELLATION (FORMERLY HOTEL WEAVER) PROJECT

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

This project is not in line with the current zoning. 3-4 stories would be more conforming with our downtown. 100% lot use is too much height and footprint. We do not support this project as submitted.

We respectfully ask our concerns be shared with the City departments and Council involved in this application.

Ron & Melissa Friedrichsen

From: Janet Bukszar <[REDACTED]>
Sent: Tuesday, October 24, 2023 3:54 PM
To: Andrew Trippel <atrippel@cityofpetaluma.org>
Subject: New hotel

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

Good afternoon...

It's very hard to believe that lovely Petaluma would allow a huge eyesore to be built in the center of town. I seriously don't understand how anyone would agree to that.

With the other Petaluma hotels always having vacancies, it doesn't make sense.

Any chance of reconsideration???

A concerned citizen!

Sent from my iPhone

From: [REDACTED] <[REDACTED]>
Sent: Tuesday, October 24, 2023 4:09 PM
To: Uriel Orozco <uorozco@cityofpetaluma.org>
Subject: Downtown Housing and Economic Opportunity Overlay

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

The proposed changes to development regulations would change the existing skyline of the historic downtown area, blocking sunlight and solar energy for adjacent buildings. The proposed 75-foot height will also create unpleasant wind conditions for pedestrians as wind bounces off tall buildings and rolls down to street level.

And, the proposed density changes will add to congestion in the downtown area and along Washington Blvd (Subarea C is of particular concern here).

Therefore, I oppose the proposed changes.

Respectfully,

Hugh Borghei

[REDACTED]

Petaluma

From: DONNA BERG <[REDACTED]>
Date: Oct 24, 2023 4:49 PM
Subject: PLGP-2023-0001, PLZA-2023-0002, PLSR 2022-0017
To: uorozco@cityofpetaluma.org
Cc:

My name is Donna Berg. I own the office building on the SE corner of Keller and Washington streets.

I want to advise you that I am totally opposed to the proposed changes, which would cause increased traffic congestion and compound the parking problem. It could also transform the downtown area into a high-rise monstrosity, and eliminate the small town atmosphere.

Please pass on my objections. Thank you.

Donna Berg, Managing Partner, Mosswood Investments LLC
[REDACTED]

From: Anthony Gilbert <[REDACTED]>
Sent: Tuesday, October 24, 2023 4:58 PM
To: Uriel Orozco <uorozco@cityofpetaluma.org>
Subject: Appellation Hotel

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

NEWPORT BEACH COMES TO PETLUMA WITH “APPELATION PETALUMA” HOTEL

EKN DEVELOPMENT GROUP is prototypical Orange County, in fact Newport Beach. That’s where they’re from and that’s what they want to bring to us. Look at their other projects – boxy high rises along with a sprawling casino resort complex in Nevada.

UGLY AND OUT OF SYNC WITH ANY ASPECT OF OUR CITY

EKN thrives on ugly. Look at their website. Like their other projects, their proposed hotel is modern-ugly. If Petaluma approves this design, we will be burdened with shame and embarrassment for its lifetime, many horrendous decades (think Santa Rosa mall). Thank goodness none of the surrounding area bears any resemblance to the monstrous planned hotel, not traditional Petaluma and not even the modern Petaluma Theatre District buildings. Could they have designed anything more out of keeping with our Historic District and our traditions?

UNNECESSARY AND DAMAGING TO OUR EXISTING HOTELS

Their studies may say Petaluma needs another large hotel. Based on what? Are there figures on current vacancy rates? Has anyone considered how this project will affect our existing hotels, the ones that conform to the rules and provide very nicely for guests in our city. Do we really want to harm them?

THE PLANNERS HAVE DONE AN UNSOPHISTICATED ANALYSIS OF THE ECONOMICS

The Economic Impact Study purports to analyze the economic impact on Petaluma, but what it really does is just accept at face value what the developer claims regarding jobs, revenues generated, and tax results. How have the planners tested those claims? And have they considered the possibility that those revenues will not be achieved or, even if achieved, that they could have an adverse effect on the revenues of other Petaluma businesses. Same for tax revenues – as if EKN was to be singularly responsible for ever increasing revenue without regard to what else is going on in the hotel world of Petaluma. And here’s an example of a revealing failure by the planners: the analysis says the architectural and legal services will generate nearly \$5 million for lawyers and architects, but who will those people be? Do you really think the Newport Beach guys are turning exclusively to Petaluma suppliers of these services, or even to *any* Petaluma suppliers? Yet the “analysis” assumes *all* Petaluma suppliers. As they say in the software world about this kind of data analysis: “garbage in, garbage out.”

EKN ISN’T THE ONLY GAME IN TOWN

Let’s assume that EKN can generate some of the jobs, revenue, and tax payments they claim. But what’s the cost to us? The cost is a revolutionary change not just in the hotel site alone, but to big pieces of the rest of the Historic District. A correct economic analysis would consider the financial difference between the EKN proposal with all its downside in destroying traditional Petaluma values and another potential use. Even if an alternative use for the hotel site might produce fewer jobs, revenue, and tax, if it didn’t involve the destructive downside of bringing Orange County values to Petaluma, wouldn’t Petaluma be better off?

MITIGATION

The planners have found lots of issues, but they seem to be wearing very rosy glasses. They’re just wishing those the issues away with “mitigation.” But overall, those “mitigations” won’t begin to address the outrageous deviations from the current rules and regulations that all the rest of us must comply with.

PLEASE DO NOT APPROVE THIS FUNDAMENTAL ATTACK ON OUR TOWN

Respectfully submitted
Tony & Laurel Gilbert, Petaluma

From: Suzanne Biaggi <[REDACTED]>
Sent: Tuesday, October 24, 2023 4:57 PM
To: [REDACTED] <[REDACTED]>; [REDACTED] <[REDACTED]>;
[REDACTED] <[REDACTED]>; [REDACTED] <[REDACTED]>;
[REDACTED] <[REDACTED]>
Cc: Andrew Trippel <atrippel@cityofpetaluma.org>
Subject: FW: EKN Proposal + subsequent zoning overlay

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---
I am forwarding you the comments that I have sent to the city council (see below) to add to your records.

In addition I am opposed a mitigated Negative Declaration because it avoids all those types of analysis: traffic impacts, · parking needs, · impacts on our Historic District, · impacts on view sheds, · changes to the ambiance of the downtown, · the height and mass of 60 ft buildings · site alternatives · The amount and type of housing the city is hoping to bring into the downtown and the associated traffic · The economic benefit the city expects to gain from this zoning change · the need for modeling that would show the cumulative impacts of the zoning change

Many of us believe our community deserves a closer examination of these issues!

Thank you for adding all my comments in this email as well as the email below to your data.

Suzanne biaggi



S.BIAGGI / sculptural landscapes
Landscape Design + Sculpture

SUZANNE BIAGGI



From: Lion Goodman <[REDACTED]>

Sent: Tuesday, October 24, 2023 11:12 PM

To: Uriel Orozco <uorozco@cityofpetaluma.org>; [REDACTED]
[REDACTED]
[REDACTED]

rogermcerlane@mac.com <rogermcerlane@mac.com>; Janice Cader-Thompson <jcaderthompson@cityofpetaluma.org>; --
City Council <citycouncil@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; editor@arguscourier.com
<editor@arguscourier.com>; don.frances@arguscourier.com <don.frances@arguscourier.com>

Subject: Public comment on Economic Opportunity Overlay and EKN Appellation Hotel Draft Study

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TO: Petaluma City Council Members: citycouncil@cityofpetaluma.org

Planning Commission:
[REDACTED]
[REDACTED]

jcaderthompson@cityofpetaluma.org, Planning Director Andrew Trippel: atrippel@cityofpetaluma.org

Argus Courier: editor@arguscourier.com

don.frances@arguscourier.com

Regarding "Downtown Housing and Economic Opportunity Overlay and EKN Appellation Hotel Draft Initial Study / Mitigated Negative Declaration.

I am a resident of Petaluma, My wife has lived here for 25 years. I have lived here for 12 years.

These are my comments on your Economic Opportunity Overlay and Hotel Draft Study, based on statements made within the document:

Page 8:

"The Petaluma General Plan 2025 was adopted... in 2008 and serves the purpose of reflecting a commitment on the part of the City Council... to carry out the plan, outlines a vision for Petaluma's long-range physical and economic development and resource conservation; enhances the quality of life for ALL residents and visitors;; recognizes that human activity takes place within the limits of the natural environment;; and reflects the aspirations the community..."

COMMENT: The proposed Economic Opportunity Overlay and proposed Hotel does NOT enhance the quality of life for ALL residents and visitors. It does NOT reflect the aspirations of the community. If you read the comments on NextDoor about this proposal, they are 95% NEGATIVE toward this proposal.

Page 8:

Goals...

1. Maintain a close-knit neighborly and family friendly city.
2. Preserve and enhance Petaluma's historic character...
7. Enhance downtown by preserving its historic character, increasing accessibility and residential opportunities, and ensuring a broad range of businesses and activities
8. Foster and promote economic diversity and opportunities.
- 9.... while ensuring that new development is in keeping with Petaluma's character.
10. Continue efforts to achieve a jobs/housing balance, emphasizing opportunities for residents to work locally.
14. Encourage cultural, ethnic and social diversity.

COMMENT: The current proposal for a 6-story hotel does NOT maintain a family friendly and neighborly city. It does NOT preserve NOR enhance Petaluma's historical character. It does NOT enhance downtown by increasing accessibility and residential opportunities. It does NOT foster NOR promote economic diversity and opportunities. (More on this below.). It does NOT ensure that new development is in keeping with Petaluma's character. It does NOT achieve anything like a jobs/housing balance, NOR does it emphasize opportunities for residents to work locally. People who would work at a hotel cannot AFFORD to live in Petaluma at the pay rate of those jobs. It certainly does NOT encourage cultural, ethnic or social diversity. If you want to accomplish these goals, approve of more non-profit housing developers who will build more low-income housing. NOT a fancy hotel for wealthy visitors.

Page 11:

Enhance Petaluma's historic downtown by preserving its historic character...

-

Preserve Downtown's historic buildings and features while allowing for infill development that HARMONIOUSLY COEXIST with the historic character ...

-

Address traffic congestion and parking issues....

COMMENT: This proposal does NOT preserve Petaluma's historic character, nor will a 6-story hotel "harmoniously coexist" with the historic character. The hotel will NOT address traffic congestion and parking issues, in fact it will exacerbate the current traffic congestion and parking issues we are now dealing with.

Page 16:

... Establish a conditional use permit... to allow for an increase to the building height limit of 45 feet to a maximum of 75 feet

... Increase lot coverage limit from 80% to 100%

... Increase the FAR limit from 2.5 to 6

... Eliminate the setback standards

... 93 room 6 story hotel over a below grade, 58-space parking garage.

COMMENT: Why would you even CONSIDER increasing the building height limit by 40%, increasing FAR limits by more than double, and eliminate setback standards? It will completely change the character of downtown.

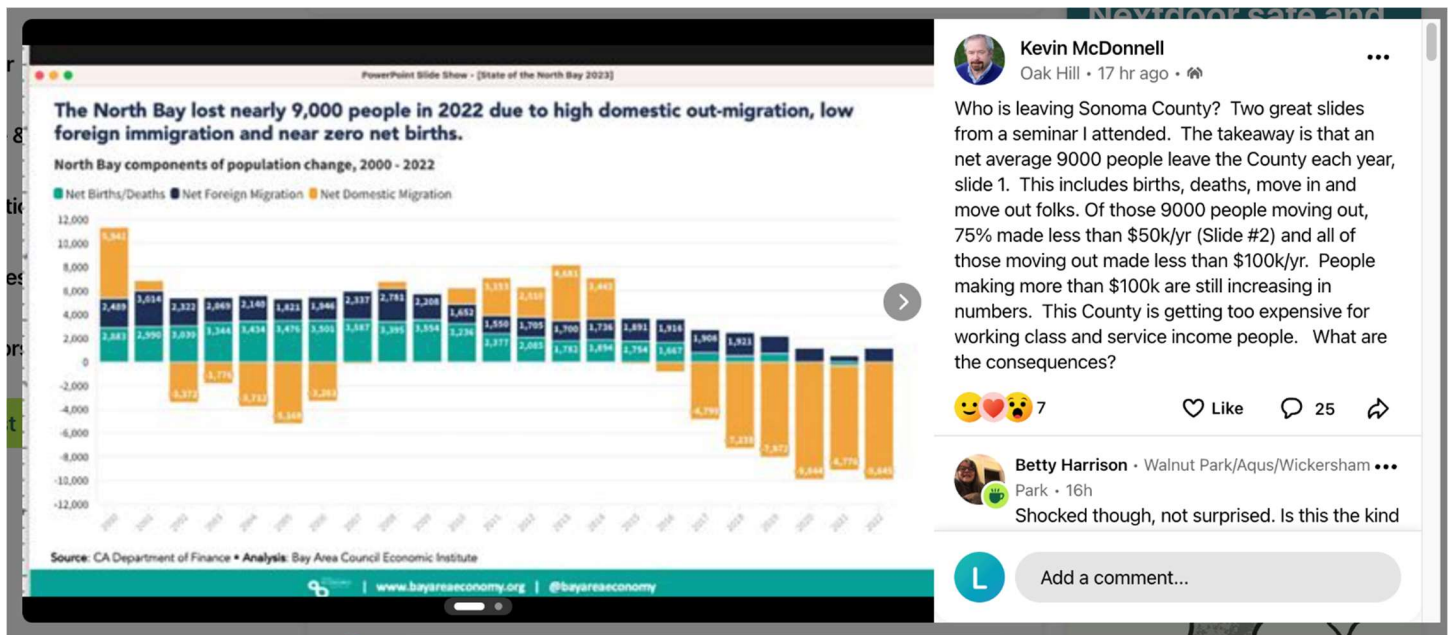
Your Overlay Plan will spread this negative impact out around town to build even MORE 6 story buildings. This is COMPLETELY out of character for downtown Petaluma. In addition, you have 93 hotel rooms, which when fully utilized will house more than 140 people. You're asking for 58 parking spaces? Where will everyone else park? Including the hotel staff? That will be another 40 to 50 cars, because hotel staff won't be able to afford to live downtown. They will have to drive in to work from elsewhere - from further East or North. Causing MORE traffic on the freeways, more pollution, and jamming up downtown streets.

Page 29:

Though the Overlay component of the project proposes to increase lot coverage, floor area ratio, and building height, thereby increasing the intensity of development permitted, such intensity of development is supported and encouraged but the ongoing General Plan update, which seeks among other objectives to promote affordable housing and a diversity of housing options,

COMMENT: You say that the General Plan seeks to promote affordable housing and a diversity of housing options. However, the apartment buildings you have already encouraged and approved, and the 8 or 9 hotels you have ALREADY approved and allowed to be built, are NOT affordable housing. This proposal is in direct contradiction to the General Plan.

Here are the facts, as posted on NextDoor by Kevin McDonnell who attended an educational seminar on housing in the North Bay, illustrating that the people moving OUT of Sonoma are mostly earning less than \$50,000 per year, and people moving INTO Sonoma are mostly making \$100,000+ per year. Consequently, the county is getting too expensive for working class and service income people :



Kevin McDonnell
Oak Hill • 17 hr ago

Who is leaving Sonoma County? Two great slides from a seminar I attended. The takeaway is that an net average 9000 people leave the County each year, slide 1. This includes births, deaths, move in and move out folks. Of those 9000 people moving out, 75% made less than \$50k/yr (Slide #2) and all of those moving out made less than \$100k/yr. People making more than \$100k are still increasing in numbers. This County is getting too expensive for working class and service income people. What are the consequences?

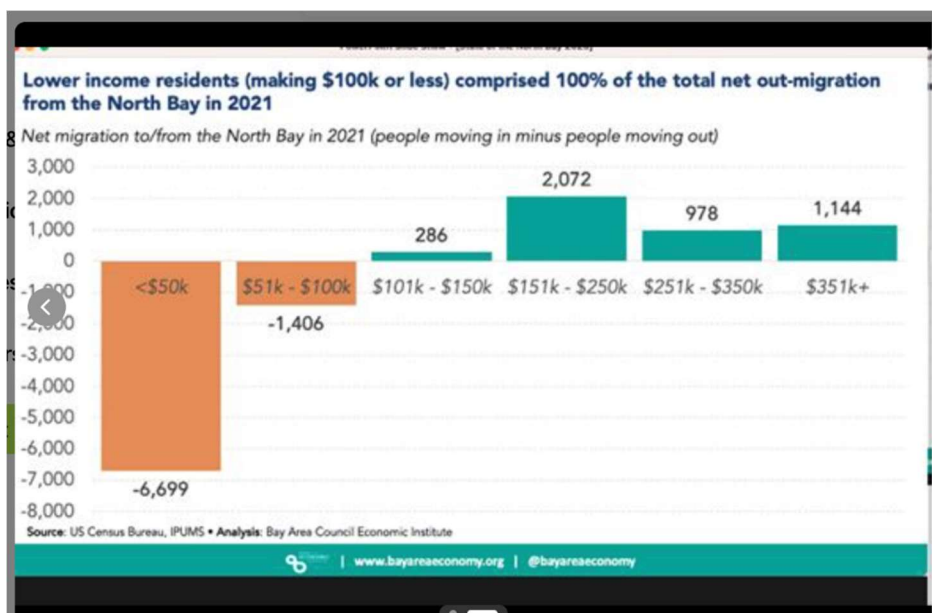
7 ❤️💔😱

Like 25

Betty Harrison • Walnut Park/Aqus/Wickersham ...
Park • 16h

Shocked though, not surprised. Is this the kind

Add a comment...



Kevin McDonnell
Oak Hill • 17 hr ago

Who is leaving Sonoma County? Two great slides from a seminar I attended. The takeaway is that an net average 9000 people leave the County each year, slide 1. This includes births, deaths, move in and move out folks. Of those 9000 people moving out, 75% made less than \$50k/yr (Slide #2) and all of those moving out made less than \$100k/yr. People making more than \$100k are still increasing in numbers. This County is getting too expensive for working class and service income people. What are the consequences?

7 ❤️💔😱

Like 25

Betty Harrison • Walnut Park/Aqus/Wickersham ...
Park • 16h

Shocked though, not surprised. Is this the kind

Add a comment...

COMMENT; Your Staff has stated that identified impacts can be reduced to "less than significant" with mitigation, however I did not see anywhere in the proposal the exact mitigation efforts that will be taken, or how a 6-story hotel will mitigate visual blockage of downtown, or how a hotel will mitigate the lack of affordable housing in Petaluma. I wonder whether your staff is actually aware of the impact on Petaluma citizens, or whether they are actually trying to mitigate the Owners and Developers' COSTS so they can make more profit?

COMMENT: You are treating both the Hotel and the Overlay as one project because the hotel as designed cannot be approved without the overlay zoning being approved. Why don't you separate them so they can be looked at separately? Why are you trying to shove this dual change down the throats of us Petalumans? **COMMENT:** I do NOT want a Mitigated Negative Declaration approved. **There MUST be a complete and official Environmental Impact Report that will cover in detail:** traffic impacts, parking needs, impacts on our Historic District, impacts on views, changes to the ambiance of the downtown, the height and mass of 60 ft buildings, site alternatives, the amount and type of housing the city is hoping to bring into the downtown and the associated traffic, the economic benefit the city expects to gain from this zoning change, and the need for modeling the cumulative impacts of the zoning change. A complete EIR and CEQA Report MUST be Required for ANY approval of ANY portion of this proposal.

FINAL COMMENT: Petaluma has 30,000 jobs and 85% of those employees live out of town. Many of the people who live in Petaluma don't work in Petaluma. They drive to other cities daily. Young people, single parents, students and young adults can't afford to live here, so the community is diminished. Petaluma will become just another rich town with no real character or diversity - like Mill

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Valley, where I lived before. Why not have small housing units that our young people can afford built into the apartments downtown? We have to solve this problem so our hard working families can actually afford to live here.

I will attend the public meeting on November 14th and wish to speak publicly to these issues.

Sincerely,

Lion Goodman, PCC
[REDACTED], Petaluma
[REDACTED]

From: Barbara Veith <[REDACTED]>
Sent: Wednesday, October 25, 2023 9:42 AM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Proposed six story hotel

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---
Petaluma does not need a monstrosity such as this in our historic downtown. **Please** do not support this venture.

VOTE NO!

Any council member who votes for this horrible structure will definitely not be getting my vote in the future! I will make sure to post those voting results on any social media platform possible. Once built it will be too late to save our wonderful downtown.
Barbara Veith

From: Janet Gracyk <[REDACTED]>

Sent: Tuesday, October 24, 2023 7:37 PM

To: [REDACTED]

Cc: -- City Council <citycouncil@cityofpetaluma.org>; Kevin McDonnell <kmcdonnell@cityofpetaluma.org>; Barnacle, Brian <bbarnacle@cityofpetaluma.org>; Janice Cader-Thompson <jcaderthompson@cityofpetaluma.org>; Mike Healy <mhealy@cityofpetaluma.org>; Karen Nau <knau@cityofpetaluma.org>; Pocekay, Dennis <dpocekay@cityofpetaluma.org>; John Shribbs <jshribbs@cityofpetaluma.org>; -- City Clerk <cityclerk@cityofpetaluma.org>

Subject: Downtown Overlay

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---
Please don't support the mitigated negative declaration for the overlay for downtown (PLGP-2023-0001, PLZA-2023-0002 & PLSR 2022-0017).

I have many concerns about the proposal as well as the process. I have served on City of Petaluma committees, including the Site Plan and Architectural Review Committee. I supported and continue to support the Central Petaluma Specific Plan. I am eager to see appropriate infill in town. There is no compelling reason to consider granting this approval outside of our general plan process.

It seems that the desire for some to gain a downtown hotel has resulted in a rush to approve increased density in parts of downtown where it is inappropriate. Do you truly approve of the idea of six-story buildings lining parts of Western and Washington? All of Subarea A?

The applicant should be required to provide renderings showing how our streets would really look if all of the overlay district was built out to allowed heights - and show the buildings filling the building envelope. The applicant has not been as forthcoming as I would expect in this regard, but maybe some would rather we didn't think about this too much. (We were also promised updated renderings of the proposed hotel, showing all the facades.)

I lived in Redwood City for a few years, recently, due to a job change in my family. Redwood City has been busy building apartments and offices like this - with building envelopes to the sidewalks, 6-9 storeys high. It has changed the character of the town enormously and I would be distressed to see us take that route in more parts of town than CPSP already allows. I recommend a visit to the area of Redwood City, east of El Camino Real, to see if that's how you want Petaluma to look - another anonymous little city. It was harsh and unpleasant for walking my errands, and it was not a nice place to live. I'd be surprised if that's your vision for our community.

Please keep in mind that many projects have been approved in town, but never built. It's entirely possible the hotel won't be financially feasible - most recently approved projects haven't been. You may have seen today's news that a hotel project in Sonoma, also a hard-fought project, may not prove financially feasible. Sonoma spent a lot of time and money on the idea. I can't remember how many projects were approved for the lot near the depot, but somehow they never pencil out. Oh, and the OUtlet Mall was going to be our financial salvation. Having been involved in City issues for a couple of decades, I have learned, the hard way, to be very skeptical of a developer's promises.

You may find you have given away more than you imagined if you allow this ill-conceived, and far too hurried, overlay proposal to proceed.

Sincerely yours, Janet Gracyk

From: Katherine Applegarth <[REDACTED]>

Sent: Wednesday, October 25, 2023 4:19 PM

To: -- City Council <citycouncil@cityofpetaluma.org>; kmdonnell@cityofpetaluma.org <kmdonnell@cityofpetaluma.org>; Barnacle, Brian <bbarnacle@cityofpetaluma.org>; Janice Cader-Thompson <Jcaderthompson@cityofpetaluma.org>; Mike Healy <mhealy@cityofpetaluma.org>; Karen Nau <knau@cityofpetaluma.org>; Pocekay, Dennis <dpocekay@cityofpetaluma.org>; John Shribbs <jshribbs@cityofpetaluma.org>

Subject: I am STRONGLY OPPOSED TO THE Proposal to build 6 story hotel on B St.

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

Dear City Council-

As a 23 year resident of Petaluma, I am proud to say that I have been in favor of many of the adaptations I have witnessed to accommodate increases in population reflecting necessary traffic mitigation, as well as the need for more affordable housing. I must speak out on the proposal to build a 6-story "ordinary" and monstrous block of a building in our downtown historic district, which is currently before the City Council. As the granddaughter of a prominent San Francisco Beaux Art architect, I have grown up with an awareness of, and an appreciation for the beauty that can be seen in thoughtfully designed buildings. Buildings can be large or small, but their beauty and their architectural impact on the neighboring buildings is the result of thoughtful and meticulous planning, the architect taking into consideration the scale of the immediate surroundings, the impact the building may have on the sunlight to the surrounding areas, and the contribution that the design of a particular building may make to enhance the community and its surroundings. Buildings I am well familiar with in many prominent areas in San Francisco were built with purpose and thoughtful consideration, including style, design, intended use, and architectural impact in the community. Such were the early buildings in San Francisco constructed; Design and details were of utmost importance, and the result was typically a building where artistry and imagination came together, resulting in something of extraordinary and lasting beauty.

When I moved to Petaluma from our family home in San Francisco, I noticed many buildings which were artistically significant and quite extraordinary. I was pleased that these had been carefully preserved, for they told a story of a small town which grew during the time San Francisco was being built. Petaluma had a distinct architectural past, and the Victorian buildings reflect an age that was unique to early California. There are hundreds of examples of landmark homes in this town which people take great care to preserve.

Many of these homes are in the streets adjacent to the downtown area. The unique and historic architecture found here, the quaintness of our small town, is not insignificant -- in fact, it's part of what draws tourists to visit. That the new Petaluma Hotel has preserved its historic past and enhanced the downtown with a beautifully restored building is a priceless gift to this town. The new Bank tenants on C St have taken a spectacular and historic building and transformed the interior to showcase the incredible artistry of that building.

The quaint shopping and restaurant area along the river (the one housing the 24 Hr Fitness) is a tremendous use of this historic building. This is the kind of historic preservation which enhances a town's value and interest. People will come visit if we care for and preserve these unique landmarks

The council should investigate the need for more hotel rooms in this town before considering any new hotels here. Furthermore, dropping a 6 story nondescript BLOCK of a building seriously detracts from all that is unique and appealing about this town. Out of town guests would see it and think- "What were they thinking?", and "Who allowed that monstrosity to be built THERE?" If this project goes through, you ALL will be held accountable for selling out our architectural and historical heritage, and YOU will have to answer to generations to come as to how and why you even considered such an inappropriate project for the corner of B and Petaluma Blvd. It is shameful that it is even being proposed.

You are supposed to be looking out for the interests of our town, NOT selling us out! That corner is in the HEART of downtown Petaluma! I suggest we find a use for this unique location which compliments the surrounding area, and fits in to the architectural style already in place! This requires thoughtful planning and design..... not \$\$\$.

With respect, I sincerely hope that you will vote to maintain our architectural past and historical "uniqueness", and firmly reject any project that is oversized and inappropriate. This project is both of those.

Sincerely,

Katherine Applegarth

From: Bob Stires <[REDACTED]>
Sent: Wednesday, October 25, 2023 1:44 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Proposed Hotel - Petaluma Blvd & B Street

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

Dear Council People,

I am vehemently opposed to the EKN Appellation Project (6-story hotel at Petaluma Blvd South and B Street)

Sincerely,

Robert Stires

[REDACTED]
Petaluma CA 94952

From: Theresa Kerr <[REDACTED]>
Sent: Wednesday, October 25, 2023 3:20 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Downtown

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

To all our council members,

Thank you for all you do. Your job is not an easy one.

My input on the 6 level structure is don't do it. You will be ruining the quaintness of Petaluma, our history and the reason many outside our community visit here. If you feel you need to rise up..go and build on the north side. I for one do not want to see you do this. I do vote. I do remember. You even have land by our Petaluma outlets. Seek and ye shall find. Destroying businesses that have survived the COVID-19 pandemic should not be punished more.

Sincerely,
Theresa Kerr

[REDACTED]
Petaluma, ca 94954

From: Christa DiBella <[REDACTED]>
Sent: Wednesday, October 25, 2023 1:56 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: NO Hotel, PLEASE!

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---
This hotel is wrong in every way for downtown Petaluma. We need an EIR to prove how detrimental it would be.

Christa DiBella

Sent from Mail for Windows

From: karin gjording <[REDACTED]>
Sent: Friday, October 27, 2023 9:56 AM
To: Orozco, Uriel <uorozco@cityofpetaluma.org>
Subject: Proposed Overlay

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

I am writing to object to the proposed Overlay which would allow construction of the EKN Appellation Project (6-story hotel) at Petaluma Blvd and B Street, filling the entire lot.

I also vehemently object to the building form overlay anywhere in the downtown area of the City.

Thank you,

Karin Gjording
[REDACTED]

Petaluma

From: Elaine <[REDACTED]>
Sent: Friday, October 27, 2023 8:21 AM
To: -- City Council <citycouncil@cityofPetaluma.org>
Subject: Proposal for Hotel, Petaluma Blvd., and B Street

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

I am very much opposed to the proposal for a hotel, Petaluma Blvd., and B Streets.

I quote here a comment made by Lion Goodman of Upper Mountain View that expresses my opinion on the proposed hotel:

“COMMENT: This proposal does NOT preserve Petaluma’s historic character, nor will a 6 story hotel “harmoniously coexist” with the historic character. The hotel will NOT address traffic congestion and parking issues, in fact it will exacerbate the current traffic congestion and parking issues we are now dealing with.”

Elaine Woodruff
Petaluma CA
[REDACTED]

From: Phyllis Sharrow <[REDACTED]>

Sent: Thursday, October 26, 2023 7:07 PM

Subject: EKN Appellation Project

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

This voter is opposed to the Mitigated negative declaration. We MUST have an EIR report.

I hate to see one developer change the entire downtown. I realize this discussion is for the 6 story hotel. I am against six stories and building out to the sidewalks without sufficient parking to handle restaurant guests and overnight guests. Petaluma has worked long and hard to maintain the downtown integrity with historic buildings. Why the turn around?

I understand wanting the bike/walk/public transit philosophy; however, it is not practical with out-of-town visitors and/or less than a physically able population.

Res[ectfully, Phyllis Sharrow, midtown

From: Karina Spalding <[REDACTED]>

Sent: Friday, October 27, 2023 2:55 PM

To: Andrew Trippel <atrippel@cityofpetaluma.org>; [REDACTED] <[REDACTED]>; -- City Council
<citycouncil@cityofpetaluma.org>; [REDACTED] <[REDACTED]>; don.frances@arguscourier.com
<don.frances@arguscourier.com>; editor@arguscourier.com <editor@arguscourier.com>; [REDACTED]
<[REDACTED]>; Janice Cader-Thompson <[REDACTED]>; [REDACTED]
<[REDACTED]>; [REDACTED] <[REDACTED]>

Subject: B st and Petaluma Blvd concerns

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

Hello, my name is Karina.

I work at a restaurant called Luma(as a cook), and when I was five I received a book for Christmas and it was called "Pet a Luma" based off a unicorn that was named Luma, that book sparked my love for this town.

I've lived in Petaluma since I was a child, 23 years in this town, and I've always loved it. I started on Grey Owl in Turtle Creek. Now I live on B st and couldn't be happier. You could say I've always had a connection with this town. I've loved the people, I've loved the town itself. However, now more than ever, more and more people are coming to our town and disrespecting the love that we all have for it. This hotel has no space in this town. We are already dealing with ridiculous traffic up to our ears(lakeville and E Washington are always backed up) and crime up to our noses. In what world would adding more people be a good thing for this town. The traffic alone has gotten so ridiculous. In my opinion our money is more well spent fixing the roadways, then adding a hotel and destroying our beautiful historical town.

I want to be very clear there is no space for this hotel, there is no space for gentrification here in Petaluma. My generation and the younger generations deserve better than this. I was not able to vote these people who are in charge into office, but know that if you're not gonna take our town serious, I will vote you out.

We have a strong sense of community. We care about our family and friends. We care about our neighbors we only want what's best for this town and a hotel is not it.

Thank you for reading my words and concerns I pray that you will do the right thing and understand that this would be an issue down the line maybe not next year maybe not three years from now but 10 years from now it will be an issue that we cannot draw back from.

Thank you again

Sincerely, Karina Spalding

From: Barbara Drake <[REDACTED]>
Sent: Saturday, October 28, 2023 12:37 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Downtown

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---
I am writing regarding the overlay for downtown and the proposed hotel. I moved to Petaluma seven years ago after living in Redwood City for 47 years. Redwood City in 1969 was a wonderful smallish town where we were able to raise our children. Unfortunately, Silicon Valley expanded into Redwood City and has since ruined the ambiance of that family-friendly place. There is traffic congestion, overbuilt housing, and a City Council that was more concerned about building than for the residents. It was then that I decided to move to Petaluma to enjoy the friendly ambiance of a town.

Watching the current controversy over the proposed hotel in the downtown, it brings me back to the ruination of what was once a great place to live and raise children, and has become a place for wealthier residents and has lost its innocence.

Surely, there must be another place to build a six-story hotel in Petaluma rather in the middle of downtown. There currently are not enough parking areas for the area. Adding employees to work in the hotel, guests, caterers, maintenance, etc., this will only discourage residents from patronizing the small shops and restaurants downtown.

Please reconsider the possibility of approving this hotel and of raising the height limits. Thank you!

From: Kathleen Enright Salvia <[REDACTED]>

Sent: Monday, October 30, 2023 10:55 AM

To: -- City Council <citycouncil@cityofpetaluma.org>; Kevin McDonnell <kmcdonnell@cityofpetaluma.org>; Barnacle, Brian <bbarnacle@cityofpetaluma.org>; Janice Cader-Thompson <jcaderthompson@cityofpetaluma.org>; Mike Healy <mhealy@cityofpetaluma.org>; Karen Nau <knau@cityofpetaluma.org>; Pocekay, Dennis <dpocekay@cityofpetaluma.org>; John Shribbs <jshribbs@cityofpetaluma.org>; [REDACTED] <[REDACTED]>; [REDACTED] <[REDACTED]>; [REDACTED] <[REDACTED]>; [REDACTED] <[REDACTED]>; [REDACTED] <[REDACTED]>; [REDACTED] <[REDACTED]>

Subject: No on EKN if it means adopting overlay...read on

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

Dear City Council and Planning Commission:

If I am understanding the current EKN plan correctly, there is an overlay you want to adopt that alters the current General Plan and will eliminate several existing establishments that are important, and thriving. Just to mention a few: Petaluma Market? Really??? Sacks? Alphabet Soup? There are many others. At least the hardware store will remain protected, if I read things correctly. These are all walkable businesses for many of us. I beg of you don't do this.

In addition, regarding design, I'm not saying EKN needs to be built like a fake 1900's building, but the EKN represents to me a rather ugly type of urban brutalist design which also steals aesthetically pleasing and useful sidewalk space, while not even providing enough parking for the people who are going to be driving there to stay. At least the "architecturally compatible" nearby theatre and Theatre Square buildings embrace an inviting, open plaza. I know that economics are driving the developer's design, but I'd like to see a re-think and maybe a bit more creativity in the project.

PLEASE at least don't adopt an overlay that is described in the EKN Application and also that may be violating the current General Plan and zoning.

Thank you for your consideration.

Kathleen Enright Salvia

[REDACTED]

Petaluma, CA 94952

[REDACTED]

From: [REDACTED] <[REDACTED]>
Sent: Saturday, October 28, 2023 6:17 AM
To: -- City Clerk <cityclerk@cityofpetaluma.org>
Subject: Growing our historic downtown into a modern vibrant downtown

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---
re: Nov 14th PC downtown height overlay

Looking forward to listening to the Planning Commission discussion on Nov. 14th about the proposed downtown (height) overlay.
Teddy Herzog

Them: a five or six story hotel will destroy our quaint historic downtown.

Me: Really? Just like this existing hotel does?







From: Betty Pagett <[REDACTED]>
Sent: Monday, October 30, 2023 4:10 PM
To: -- City Council <citycouncil@cityofpetaluma.org>; [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; Janice Cader-Thompson <jcaderthompson@cityofpetaluma.org>
Subject: proposed re-zoning

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

Dear Petaluma Leaders,

I have been following with interest proposed zoning changes in the downtown area. I am in favor of encouraging mixed use and ADU's around the City. I am NOT in favor of increasing the height limits and the nature of the downtown. What makes Petaluma unique – and worth coming here – is the historic downtown, the prevalence of local businesses, and the visible connections to our agricultural heritage. Please do not endanger those assets so that we have a city like every other city. [just read the Press Democrat lately to see what is happening to other downtowns] There is plenty of room outside the downtown for the growth of businesses. A shuttle bus could operate from the train and bus stations, the hotels and Petaluma attractions. I love my midtown street and Petaluma. You have the opportunity to sustain one of the unique, historic places in the Bay Area.

Sincerely,

Betty Pagett, [REDACTED] 94952

--

[REDACTED]
Sometimes the mist overhangs my path, And blackening clouds about me cling; But, oh, I have a magic way To turn the gloom to cheerful day— I softly sing. And if the way grows darker still, Shadowed by Sorrow's somber wing, With glad defiance in my throat, I pierce the darkness with a note, And sing, and sing.

I brood not over the broken past, Nor dread whatever time may bring; No nights are dark, no days are long, While in my heart there swells a song, And I can sing.— James Weldon Johnson, "The Gift to Sing"

From: Beverly Schor <[REDACTED]>
Sent: Tuesday, October 31, 2023 4:00 PM
To: Rizzi, Krystle <krizzi@cityofpetaluma.org>
Subject: Public Comment regarding Draft IS/MND

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---
Please submit my attached public comment for the November 14 meeting to all members of the Planning Commission, Historic & Cultural Preservation Committee, and Staff.

Thank you,
Beverly Schor
Petaluma Resident

Planning Commission, Historic & Cultural Preservation Committee, Staff

I admit, I did not read all 234 pages of the Draft IS/MND regarding the downtown overlay and EKN Appellation Hotel (Project). I didn't have too. All the key guidelines governing this or any other significant development in Petaluma are clearly stated in pages 6-8: These documents are:

1. the Petaluma General Plan 2025 (which has its own Council adopted EIR)
2. the Housing Element certified in May 2023
3. the Historic and Commercial Guidelines adopted in 1999
4. the Central Petaluma Specific Plan
5. the current General Plan Update, provisions of which are extensively referenced

All of these sited plans are the result of an **astonishing commitment by Petaluma's own citizens** to provide guidance to Council and staff about our community priorities to:

1. Foster a close-knit, neighborly, and family-friendly city
2. Enhance our downtown by preserving its historic character and increase residential opportunities in our core
3. Build a sustainable community

So, when I read staff recommendations regarding the zoning and EKN hotel project, I asked myself, "Who's minding the store?" How on earth can staff recommend 75 foot height limits in spot zones downtown and still preserve the surrounding historic look and feel of our town? How can staff recommend a hotel and ignore CEQA? Don't they read their own reports?

I personally prefer housing to a hotel. People, not buildings foster community and support for downtown businesses. That said, I understand we cannot demand how builders choose to spend their money. However, **we can demand that they build within our vision for our town.**

Please support the existing 48 foot height limit in our downtown. This is an ideal building height both visually compatible with neighboring buildings as well as fostering a sustainable building size able to power and heat with a zero-carbon footprint. This is what planning for the real future of our downtown should look like.

Thank you,
Beverly Schor
Petaluma Resident

From: michael.shockro [REDACTED] <[REDACTED]>
Sent: Thursday, November 2, 2023 5:26 PM
To: -- City Council <citycouncil@cityofpetaluma.org>; [REDACTED]; [REDACTED]; Janice Cader-Thompson <jcaderthompson@cityofpetaluma.org>; Greg Powell <gpowell@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; editor@arguscourier.com <editor@arguscourier.com>
Cc: [REDACTED]; editor@arguscourier.com <editor@arguscourier.com>
Subject: Saddened by Petaluma's DH&EOOandEKNAHDIS/MND
---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

My wife and I live on Liberty Street. We are opposed to the proposed EKN hotel and the Downtown zoning overlay. We are opposed to the proposed Initial Study/Mitigated Negative Declaration that will pave the way for developers.

We are concerned by the City's support of a monster hotel that will be crammed into a small area at the southern gateway to our historic district. The hotel will have significant adverse aesthetic impacts on our historic downtown.

It would be nice to have a quality hotel that fits into our historic downtown area. Cities that we like, such as Healdsburg and Santa Barbara, have done an impressive job of permitting three and four-story hotels that are compatible with their historic surroundings. By contrast, Petaluma is not even trying to find a fit. Instead, it is trying to bury us in words that assert that significant impacts are not so significant, after all.

Many very articulate people have already spoken out against the EKN hotel project, on many grounds. We join in the rising chorus of their voices.

As we began looking more closely at the barrage of pages being generated by city staff, we realized that it is not just the hotel that is being proposed. Of even more concern to us is the removal of building restrictions elsewhere in the downtown area--under a proposal with a tongue-twisting title: "Downtown Housing & Economic Opportunity Overlay and EKN Appellation Hotel Draft Initial Study/Mitigated Negative Declaration".

We feel at home in this city's historic district. We were drawn to the architecture of the buildings that have been here for well more than a century. We have sold one of our cars, and rarely drive the other. We walk from home for virtually all of our shopping, dining, banking and other needs.

We would have thought our lifestyle is exactly what Petaluma hopes to promote, given all its talk about traffic calming and active transportation and the like. But, that quite obviously is not what our city is contemplating for Petaluma.

Instead, the City proposes removing restrictions on developers in our downtown. They will be freer to replace our grocery store, our bank, our restaurants with tall multi-use buildings. In time, we will have no reason or desire to walk through town. Instead, we will drive for what we need, or move to a town closer to the look and feel of what Petaluma once was.

We have read the 123-page proposed Downtown Housing & Economic Opportunity Overlay and EKN Appellation Hotel Draft Initial Study/Mitigated Negative Declaration. It demonstrates no vision of what a new downtown will look like. In some instances, it does acknowledge issues, but states they can be mitigated. It is largely silent, however, on what the mitigations might be. And, in a demonstration of arrogance typical of a government that does not care what its residents think, it asserts all this can be done without a full CEQA analysis.

In short, it appears that the city proposes leaving the vision for our downtown to the developers. We cannot think of any city where that approach has worked out very well.

Michael and Deborah Shockro
[REDACTED]
Petaluma, CA 94952

-----Original Message-----

From: Kathy Brandal <[REDACTED]>

Sent: Friday, November 3, 2023 2:39 PM

To: Greg Powell <gpowell@cityofpetaluma.org>

Subject: Downtown Overlay

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

11/2/23

To put it simply, we are 100% against the modification of the current zoning regulations! We are 100% against building a hotel on the corner of B Street and Petaluma Blvd! We are 100% against any building in the downtown area being taller than existing buildings! This is an extremely bad idea for now and for anytime in the future!

Kathy Brandal

Thomas Brandal

[REDACTED]

Petaluma 94952

From: LINDA LIPPS <[REDACTED]>
Sent: Friday, November 3, 2023 3:50 PM
To: Orozco, Uriel <uorozco@cityofpetaluma.org>
Subject: Downtown Housing & Economic Opportunity Overlay
Dear Council Members:

Although I have been to all of the public meetings re: this project I have not spoken because other citizens have eloquently expressed my own concerns. But I don't feel that we are being taken seriously.

I was a military brat who settled in Sonoma in 1969, and have built my entire life here since leaving home. I have lived in Petaluma for over 33 yrs, on both the East and West sides of Petaluma; my husband even longer, and we've raised 4 children here. I graduated from SRJC, got a BA and Graduate Degree from SSU, and enjoyed a 35 yr. career there as a faculty member and administrator. I moved here from Santa Rosa when my son was in 3rd grade, specifically because I wanted to raise him in this quaint town, where I had lived as a college student and later professional.

When the planners give us examples of already existing, "equally tall" buildings as this proposed hotel, and show us with a straight face the grain silo, clock tower, and the church steeples, I find it to be very disingenuous and duplicitous. My distrust and anxiety grows.

Those particular structures do not alter the entire environment they surround, do not cast a humongous shadow on all the nearby existing buildings, business and thoroughfares, and do not obstruct the view of all of the surrounding residential areas. This behemoth does not belong on this corner. The rezoning overlay amplifies the problem many times over.

I keep hearing how chain-link fences are a blight on our historic town, just like when a judge once said that the wonderful Schollenberger Park was a blighted area. I begin to wonder if someone is trying to dupe us. This hotel does not belong on the corner next to Rex's, across the street from some of the most important historic buildings in our town and many wonderful small businesses, ie the entrance to our downtown - all of which already attract wealthy visitors as well as many locals. The proposed rezoning changes all of this.

The proposed building is designed to cater to those who can afford its amenities and is not a common space for all. It is a luxury entertainment center, touted to hopefully rescue city economics. Obviously, rezoning will bring more like it, and now I've learned how easy it is for developers to get "exceptions." I've gotten increasingly anxious every time I attend these meetings and have now seen how development and planning work in Petaluma.

I think it's a fine building of modernity, but does not belong downtown. We have other truly "blighted" areas where it would fit nicely. If you truly believe you're going to get a lot of tax dollars out of this, regardless of our prolific potholes, limited parking, water concerns, city infrastructure, traffic, and current ample available hotel space, please show us the specifics! This is a luxury hotel. Where is the affordable housing for those new low-wage jobs? And how will rezoning impact the existing small businesses in that area of downtown?

The city needs to put more thought into this. I am now very angry where I was just curious before. There are a few people who talk about how there's need for a change for progress for younger residents, referring to all of the gray haired people in the room – which felt disrespectful and ageist re: people who have lived a long time, contributed to society, paid high taxes and funded important social needs, and who may now be retired but volunteer their time to protect and preserve the things about Petaluma that make it special.

Preserving our unique history does not mean living in the past or having no vision of an even better future - not just for ourselves, but for all Petalumans and those who wish to share in our unique piece of paradise. No one has ever accused me of being an old fogey, short sighted, or stuck in the past. Perhaps we have gained some wisdom from our many years of living and learning.

Elders and the City Council are the caretakers of legacy. Please reconsider the comments, perspectives, and suggestions that so many long-time Petalumans are providing you. More analysis and community input is needed. NO REZONING and NO APPELLATION.

Sincerely,
Linda Lipps (and Pete Musser)
[REDACTED] Petaluma, CA 94952 [REDACTED]

From: Meghan Stauf <[REDACTED]>
Date: November 4, 2023 at 11:36:26 AM PDT
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Preserve the integrity of downtown

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

Dear City Council,

As a 25 year Petaluman with plans to stay, I encourage the city to make decisions that preserve the historic beauty of downtown. Three story buildings would not be a good fit for our town.

Thank you,

Meghan Brand Stauf

From: Keith OBrien <[REDACTED]>
Sent: Monday, November 6, 2023 9:09 AM
To: Petaluma Planning <petalumaplanning@cityofpetaluma.org>
Subject: Changing the city general plan "overlay" downtown.

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

I'm opposed to the unneeded hotel downtown and all the high rise..overpriced apartments you're allowing. You don't listen to the public!!!! Why go to the charade of hearings and asking for opinion when you shelve the agenda, make it difficult for people to participate and regardless - manipulate the outcome to your desired result! It's typical politics and quite disgusting. Your planner with 3 years life experience in Petaluma is the voice of developers. Not to mention the roads , traffic, etc. you're out of touch and selling the residents up the river...quite disappointing.

Keith OBrien

32 year business man in the downtown business district you're railroading.

Don't bother sending me some patronizing b.s canned response. You all know what you're doing and don't give a shit.

Sent from my iPhone

Chris Albertson



April 29, 2023 & July 7, 2023 & November 14, 2023

Petaluma Planning Commission
c/o City Clerk and/or Community Development
City of Petaluma

RE: Proposed new multi-story hotel at the corner of 'B' Street and Petaluma Blvd. South

Planning Commissioners -

I commend the developers and the City for addressing this long term vacant lot, that has served as a scab on Petaluma's historic downtown.

The property's previous owner had attempted a similar development on this lot, incorporating 53 hotel rooms and a roof top restaurant, all within 4 stories. There were two elements of design/function that were difficult to overcome: 1) Size and scale of a four story building, built straight up from the sidewalks on 'B' Street and PBS; and 2) Adequate parking for hotel guests, restaurant guests, and employees. These earlier identified issues appear to be exacerbated by the larger, increased volume hotel now proposed.

The new proposed hotel wants 93 rooms, for an increase of 75% over the previous proposed density. They want the building to be 50% higher, with 6 stories versus the previous plans for 4 stories. The public renderings in the newspaper, again show a building built right out to the respective sidewalks on two sides. The size and scale of the previously designed 4 story hotel seemed excessive. IF . . . this size of building were necessary, could it be *stair-stepped* back from the sidewalks, beginning at the second floor and extending to the sixth floor? It is easy for me to request such a change but difficult for the developer to design such a building and achieve the desired internal elements. The hotel will be the developer's building but the historic downtown belongs to all of Petaluma. The developer needs to accommodate their new neighbors.

Parking : The story in the newspaper indicates that there will be 58 parking spaces located in the basement level. How will 58 parking spaces accommodate guest in 93 hotel rooms; plus up to 150 guests in over 3,100 sq/ft of restaurant and beverage space; plus adequate parking for hotel employees? This corner lot is close enough to the Petaluma River that the water table may be too high for any underground parking. Does that water table fluctuate with daily tides and annual seasons? Will climate change and sea level rise have a long term impact on the water table? What additional parking provisions are the developers proposing? The previous owner was negotiating to lease a vacant lot on Fifth Street and provide valet service from the hotel's front door. What happens when that lease terminates? Does the hotel's parking problem become the city's parking problem?

Again, my compliments in doing something creative with this very visible downtown lot. However, is this proposal the appropriate plan for the historic downtown?

Respectfully,

A handwritten signature in black ink, appearing to read "Chris Albertson". The signature is fluid and cursive, with the first name "Chris" and last name "Albertson" clearly distinguishable.

Chris Albertson

FW: Keeping our town's charm**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10 43 AM

To -- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc -- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Susana Ballou [REDACTED]
Sent: Sunday, November 5, 2023 1:18 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Keeping our town's charm

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 have lived in and loved Petaluma for over two decades, and I have my office downtown on 5th Street. I wish to join the chorus of Petalumans who are encouraging you elected representatives to turn down developments that will drastically change the downtown landscape. We are not anti-development. We just want to maintain our lower profile buildings and to remind you of the current water shortages and lack of affordable housing and parking. Please protect those of us who already live here and enjoy the quality of life we pay so dearly for. Change is good, but not when the sacrifice is too high.

FW: Downtown Housing & Economic Opportunity Overlay

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10 59 AM

To -- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc -- City Attorney <cityattorney@cityofpetaluma.org>

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Isabelle M Beardsworth [REDACTED]
Sent: Saturday, November 4, 2023 5:30 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Downtown Housing & Economic Opportunity Overlay

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November 3 2023

Public Comment to the City Council

Please be advised I wish to enter into the record I **strongly oppose** the “Downtown Housing and Economic Opportunity Overlay” and the “EKN Appellation Hotel/EKN Development/Weaver Hotel Etal”. The “plan” is solely designed to **bypass current building regulations** established in the current Petaluma General Plan based on building

height, floor area ratio and increased lot coverage. Initial studies and community feedback clearly indicated this year that any significant “overlay” **should be incorporated** within the **2025 General Plan**. There is insufficient information for potential future commercial or residential development in these (3) subareas to adequately address **the Environmental Impact**. The “overlay” is not a “plan” but a method a “for profit” company “M Group”, purportedly acting on behalf of the City of Petaluma for their own financial gain. The company is paid for “cost recovery services” i.e. fees paid directly to them by the developer to advance acceptance of planning permission for a project. However, it appears this “overlay”, if approved, will then be incorporated into the 2025 General Plan for which the company will be reimbursed a **fee by the city** i.e tax payers. (see page 10)

The “M” Group has now released an Initial Study/Mitigated Negative Declaration (ISMND) which essentially is written to **avoid an Environmental Impact Report (EIR)**. The nature of both the proposed “Overlay” and the “Hotel” is the most overwhelming reconstruction project in the history of downtown Petaluma, the towns history. In its proposed form, the “plan” would visually **destroy the old town center**, dwarf the Registered Historical Buildings and the “A” Street Historical District. In short, it would create a modern corridor on Petaluma Boulevard/D Street and convert Petaluma to “**Any town, U.S.A.**”

If an EIR is not required on this project, **no EIR** would be needed on any project in the entire town **now or in the future**. Interestingly, in the City Planning website there are no projects that have required an EIR-including recently completed projects, under construction, recently approved and in planning. This “overlay” will have a significant effect on the environment particularly on **Aesthetics, Air Quality, Geology, Hydrology, Parking and Transportation**. These items cannot be “mitigated” until a full study is completed on all the elements to determine the exact scope of the issues. **The public deserves** a thorough review of a plan that would impact the quality of life for local residents and degrade the historic character of Petaluma.

The Petaluma General Plan **2025** update is only in the **Policy stage**. This “overlay” isolates one town district based on its centrality and proximity to alternative transportation without considering a broader perspective and **a comprehensive plan for Petaluma**. It is imperative we identify all of these areas in the greater city prior to rezoning. The new housing development adjacent to the planned second **SMART** station could be the site of so many more high density projects in the area: a project highly acclaimed amongst some members of the city council.

“Planning” has approved a substantial number of projects in the last few years and a number of projects are pending. We have not yet had time to **assimilate** the **impact** of these **projects** such as the Burbank Housing and PEP Housing on Petaluma Blvd South, Mid Pen Affordable Housing and AG Spars on Petaluma Blvd North or **286 housing units** and Amys Kitchen **20,000 sq ft office** space on Kentucky Street. The proposed Oyster Cove development of **132 units** on 100 East D Street would also directly impact the “Overlay”.

The most significant impact is **Aesthetics**. We cannot begin to assess this until we have installed **story poles** and request the City Council approve the installation at the corner of each block, as identified Sub Areas 1, 2 & 3, impacted by the future potential development. Once these have been constructed, we can **“see”** the impact from the Washington Overpass, McNear Peninsula and Rocky Memorial Dog Park. (page 10 4.1a)

The height will certainly degrade the **visual character** and **scenic quality** of the area.

There is a large open area providing clear views of Walnut Park, the 4th Street Post Office, the Petaluma Museum, McNears, the Iron Fronts, St. John’s Episcopal and St. Vincents Catholic Churches. Petaluma Boulevard South and D Street are **main arteries to the downtown area** and 75 foot structure height will be an eyesore. No amount of “mitigation” or “proper design” is going to change the height for this city block , it is still 6+ story buildings. The “Hotel” Setbacks and recesses on the higher floors can only reduce the visual impact for pedestrians across the street from a building. This will not change the view traveling along the street. Effectively this hotel is **triple the height** of adjacent neighbor **ACE Hardware**. It will not change **the impact on one and two story residences** in the surrounding area on 5th, 6th, 7th A, B, C & D Streets and commercial buildings. It will dominate the skyline, block out the light and create tremendous shadows. It will not change the fact that as you walk down the hill from **Helen Putnam Park** down B Street you will not see the river nor the hills. The proposed hotel has a particularly prominent position at the corner of the Subarea A and only the story poles with show the impact. The **“Hotel View Shed Study”** is most **misleading** in its depiction of the site and its surroundings. The vantage points are not appropriate, indistinct and the building is posed with large adjacent trees which is factually incorrect. **Light and glare** will certainly exist with windows towering above all other structures in the vicinity.

These types of **structures cannot “harmoniously exist”** at this location. The City and consultant planners have not collaborated with current landlords to determine their needs and interests. The majority of owners within the “Overlay” do not have an interest in rezoning. Unless the City plans to eliminate property rights and take over these parcels there is no reason to implement radical and unnecessary zoning changes. The planning department has a history of **rejecting plans from local owners**, requiring extensive modifications, parking restrictions and significant costs to comply with codes particularly in the Historical District. These include,for example El Roys and 4th and Sea.

I have contacted the Downtown Merchant Association, The Visitors Bureau, the City of Petaluma and the Planning Department in an attempted to obtain relevant data pertinent to establishing the **building needs in Petaluma**. None of these parties have been able to provide some **basic information** on current hotel occupancy rates, amount of TOT collected, unoccupancy rates for office, retail and residential rental units, parking needs evaluation for all occupancies, data analysis of ridership for SMART train, Sonoma and Petaluma Transit Systems.

Whilst **Section 4.1 (c)** acknowledges it **“could degrade the visual character”** and scenic quality “if not properly designed” I assert it cannot be designed at this height (floor ratio

and set back). It **will** suffer degradation. The report simply states that any future specific plans in this overlay will be subject to review. I contend the approval of this Overlay without an EIR will set the **precedent for unlimited future projects** without due consideration of all these issues

With respect to **4.3 Air Quality**, it is impossible to determine the environmental impact without formulating an estimate of the number, type, size and occupancy of future buildings. The Initial Study for the hotel reflects the environmental effects can be mitigated. During the extensive almost 2 year Hotel construction phase the report indicates a “dust management for sensitive communities.” There is a **significant health risk to seniors** and health impaired individuals during this phase and beyond. This is an extended residential area of elderly residents subject to physical limitations including respiratory illnesses. No account has been made for the social/geographic specific area.

Greenhouse Gas Emissions are reasonably foreseeable during construction, implementation of building within the overlay and including operation of vehicles. The “Initial Study” indicates **assuming “existing transit”** aka SMART, Sonoma Transit, Petaluma Transit, Bicycle and Pedestrian Pathways will “**mitigate**” emissions. This is **Utopia!** Individuals may (or may not) elect to take public transportation. Businesses will require delivery of products in this “zone” and it is not available by public transportation. Future Housing units will require individual deliveries in the 21st century for online purchases (aka Amazon) and food service delivery. A hotel will require a more significant amount of supplies to provide full services to cater to an elite wealthy clientele.

The purpose of the Report is prepared to provide specific, technical and scientifically exacting analysis, however the future of building in the “Overlay” consistently and redundantly utilizes the phrase subject to “**independent discretionary review**”. This is a term overutilized in the analysis which means “whatever, whenever, whoever” with no precise definition, meaning and subject to interpretation. This is a very dangerous precedent and subject to manipulation. There is no Air Quality Emission (AQE-page 37) because there is no “physical development” and does not “generate emission” meaning: no analysis required!

4.3 (a) only addresses “economic generating” meaning revenue derived it does **not otherwise have to pass** the “smell test”. Similarly, “**employee generating**” means if you hire new employees no need to have any benchmarks **for Air Quality**. The expected “fees”, property taxes, sales tax and TOT are pie in the sky based on expected revenue with **no basis in reality**. A \$300-400 per night hotel stay (basis of hotel revenue with 65% occupancy) and restaurant/bar sales competing with a plethora of available choices by locally owned companies. These prices are unaffordable for local residents and only serve wealthy tourists. The “low income” hotel employee wages will merely **generate new “low income”** housing needs the city cannot afford and add more to proposed needed units in the 2025 General Plan Housing Element.

4.3.(b) Is the most significant AQE which **cannot be “mitigated”** by “management practices”. See comments on Greenhouse Emissions which equally apply to neighboring

area. A 2 year project involving removal of **two stories of dirt below ground** is significant including dust particles, emission of diesel fumes, and odors. This will severely impact vehicular, cyclist and pedestrian traffic and impacting local businesses and residences. “Mitigation” measures are standard operating procedures for contractors that common sense would dictate and will not reduce the substantial exposure. Further, it provides no third party independent evaluation of any measures taken during this phase.

4.4 Biological Resources provides a pass to the **Trees in the Public Right of Way**. It cannot address potential development in the “Overlay” since there are no current plans! However, the “hotel” proposes to eliminate existing street trees onsite and merely promises to replace with “container” trees which is not at all the same thing. There is an inherent conflict with Section “**Special Status Species/Wildlife**” since Shollenberger Park provides a unique **bird habitat** in the wetlands. Birds migrate from the sanctuary to the large trees in **downtown Petaluma** and I have witnessed the Peregrine Falcon raise its young in the 150 ft Oak trees on my property. Hawks and Eagles fly in the area. In the Golden Eagle Shopping Center trees, adjacent to the former brew pub, the **trees house nesting** families of Snowy Egrets. A significant high rise development will conflict with this wildlife activity. **Bird Collisions (d)** are a significant exposure with structures of 6 story height and essentially cannot be mitigated given the migration corridor next to the river and the wetlands.

The City of Petaluma has instituted **energy efficient standards** and the (only) specific project on the “overlay” site is the “hotel”. The excavation of two stories below grade constitutes a “wasteful, inefficient and unnecessary consumption of energy” **4.6 (a)**. It relies on gasoline and diesel powered heavy equipment to moves tons of dirt and debris off site.

Any subterranean project has a significant exposure to loss at the site itself and to the surrounding suburban area. The initial report for the “hotel” identifies **4.7** ground shaking, liquefaction, erosion and unstable geologic unit. This exposure requires **significantly more analysis** and is of catastrophic potential. Similarly, in a historically sensitive area with Registered Historic Buildings and the “A” Street Historic District in close proximity to the site, any settlement and lateral movement of the ground as a result of excavation would be devastating to these structures.

The City of Petaluma has expended a great deal of time and effort on “**Climate Resilience**” efforts. However, it appears there has been no consideration given to the fact that the “Overlay” and the “hotel” are only 2 blocks from the Petaluma River. Despite the talk of “**Sea Rise**” the river is apparently not within the scope of any change in sea levels. The study only relies on the FEMA maps and the flood prevention work completed by the Army Corps of Engineers - which has not proved effective in the last decade.

The planning department does not seem to have taken into consideration the fact that additional development will necessarily consume a significant amount of **additional water and sewage disposal requirements**. The City has recently adopted a 5% rate increase for the next 5 years (2% rate increase and 3% inflation per annum). This is in

addition to a provision in the event the city has to purchase additional water in the event of a drought. These additional costs will be passed on to the consumer. The City has also expended a significant amount of tax payor revenue for improvement of the sewer system. The study shows apparently the city has “an adequate water supply” thus any new developments have been paid for by residents. A hotel occupancy is one of the most inefficient type of operations with respect to water usage i.e. transient occupancy, daily laundering of sheets/towels etc. “Planning” approved the construction of two new large hotels, now completed, and a third 18 room hotel addition is under construction in Petaluma.

The Study asserts there is **no significant impact** of this “**in-fill**” **in land use** for this “Overlay” or the “hotel”. There is significant pedestrian traffic in this Area A “Overlay” encompassing the Theatre District, Walnut Park (home to Farmers Market and Events), Post Office, Museum and retail establishments. Any development in this area will be significantly impacted. The changes proposed: to eliminate the pedestrian cross walk between Petaluma Blvd South and 4th Street is very significant. It provides an essential link, given the speed and number of vehicular traffic, for pedestrians to cross the road with any safety. Further, the installation of a new driveway to enter the subterranean parking (adjacent to ACE Hardware) will be a huge hazard to pedestrians. An estimated 80% of ACE customers are pedestrians or cyclists who frequent this mainstay of the community.

The **Noise Impact Analysis 4.13** is one of the most deficient elements of the study and requires much more analysis. Any development in this downtown area will (not “could” page 83) “**result in increases** in the ambient noise”. Any construction in this focused area will significantly affect the business and residential areas. Any construction should be completed in the area at the same time so residents, businesses and visitors do not have to live through a decade of construction.

The “hotel” proposal is extremely problematical with subterranean construction. There are **inherent issues** with seismic waves and **ground vibrations** not to mention the resultant structural and cosmetic damage to nearby structures and historic buildings during construction and settlement thereafter. There is no way to mitigate this effect except to relinquish the plan of construction underground. The adjacent “Vacant and underutilized lots” could be used for parking. There is no provision in the “analysis” to account for any noise as a result of the hydraulic lifts proposed to be utilized in the subterranean parking. This is not credible.

The operation of the “hotel” analysis (page 85) alleges the sound of the rooftop **mechanical equipment and amplified music** on the 6th floor open top bar are “within the noise limits established by the city” The Study assumes the same level of **noise from traffic** currently. This is a false assumption because the more development in the vicinity, on this block and other developments in the downtown area completed and proposed, will only serve to **exponentially increase**. Traffic will increase of necessity with the hotel for vehicle drop off for valet parking and increased driving as the vehicles tour the block and into the below ground parking. Further, the addition of a bus stop will create the noise and

pollution of idling vehicles on the street. Lastly, but by no means least, is the effect the wind will create amplifying noise at 75 feet in the open air bar. If renovations to one story single family dwellings are required to **install wind sheer walls** according to code the city evidently recognizes this exposure. A bar that plans to close at 12am is not a good neighbor.

There are some grave concerns that have not been adequately addressed in the Study (4.15 Public Services) relative to **Emergency Response**. The proposed “overlay” has a nearby Fire Station on D Street, however, should a catastrophic event take place in the area will this unit be able to respond? The proposed zoning includes a 75 foot height and a dense in-fill. Does the **Fire Department** have the necessary equipment and work force to respond to this emergency. In the event additional units are required, there is a great deal of concern with the operation of the train, the D Street drawbridge and significant vehicular traffic to dramatically impede response time. **Police logs** reflect ongoing crime issues in the downtown area which will only increase with additional development. The main issues are drugs, alcohol and mental health impaired individuals causing a disturbance. There has been some discussion the Fire and Police departments, including the City offices, will be relocated to the Fairgrounds in the future which would make any further development in this area highly ill advised by risk management.

The most compelling argument for this “Overlay” is the inclusion of “**Housing**” which is not at all addressed in the “**plan**”: **there is none**. It would seem if a specific type of housing and density is desired it should be specifically outlined in any proposal. The “overlay” is a **blanket provision** to eliminate current building limits and establish the new height, lot coverage and floor area. This is a dangerous precedent. It allows, with few limitations, a broad scope of future subjective interpretations. It is a planners dream to rubber stamp any proposal submitted.

4.14 Population and Housing does not address the fact that the population of Petaluma has not increased but actually **decreased** by half a percent in the last two years. This reflects the data for Sonoma County and the State of California. There are many reasons for this and I am sure the cost of housing is one but some of the top reasons are job opportunities, lifestyle, freedoms of choice and lower taxes. A corporate hotel will engage its own contractors and its own management teams. The additional employees will consist of **low income earners** and the City will then need to provide more “**Affordable Housing**”. Petaluma needs companies that will provide higher paying jobs for skilled workers. A hotel will only serve wealthy visitors and not Petalumans who cannot afford to patronize another restaurant and bar. The hotel, restaurant and bar will directly compete with the local companies who have struggled to survive during COVID. Many businesses have not survived in the downtown area as evidenced by the significant vacancies. The **2025 General Plan Housing Element** provides for the increase in housing units required by Sonoma County and the State of California not approved by voters in the historical no growth/slow growth. Approval of a hotel in a downtown location will primarily serve to **escalate the cost of real estate** and decrease the affordability of homes and rental properties.

The other significant issue is the wholly deficient **4.17 Transportation** category “**Less than significant**”. This is the most compelling reason against the “Overlay” and the “Hotel”. The City is envisioning Utopia if it assumes that all citizens will use **public transportation**: SMART, Sonoma County and Petaluma Bus Transit, bicycle or walk. This is not reality. It is impossible to find objective and reliable data for the current ridership in the transit system relative to the population. Personal vehicles are the 21st Century choice of independence, flexibility and convenience. We should not make these **broad assumptions** of decreasing vehicle use in data analysis to substantiate a position. It is a wishlist for planners to obtain approvals. All new construction incorporates a parking requirement. If the City truly thinks, or mandates, personal vehicles will not be utilized in the future there needs to be an adjustment in the legal and planning departments. Certainly, a hotel guest paying \$300-400 per night will not be taking public transportation anywhere with elite valet parking; perhaps a limousine service

The current **4.17 traffic analysis** is wholly deficient. I would like to obtain the data utilized in the “Study Intersections”. As a downtown resident, I travel everyday on these routes and these do not represent my experience “existing”. **What are the days, hours, time periods used in the calculations?** What are the basis and **assumptions** for “future” and “future + project”. Does this contemplate the Completed, In Progress and Planned projects in the Planning Department website? The left hand turn from Washington to Petaluma Blvd N is substantially “over utilized” currently leading to long delays and inability to proceed east on Washington.

The **proposed new bus stop** on Petaluma Blvd North will **impede vehicular traffic** which will affect the “Overlay” and the “hotel” The valet plan will also create backups regardless of the number of cars and employees: it is a function of the “service”. The new “**Bicycle and Pedestrian Plan**” attempts to address reduction in vehicle lanes and increased/protected new bicycle lanes. This will serve to limit vehicle movement thereby causing traffic back up, delays and idling vehicles. The plan to reduce lanes i.e. traffic calming has already shown to cause additional traffic backups. The plan to close streets to vehicular traffic in the future for pedestrian traffic only will merely serve to move traffic from one street to another street as occurred during COVID.

City Council has **punted the “parking”** issue relative to the proposed “hotel” and not addressed the “Overlay” potential development. The ill advised **underground** parking would only provide **58** spaces, an additional **20** spaces would be specifically allocated from the **C street public parking** facility. However, this is a 93 room hotel which has a full staff in addition so the parking is totally **inadequate**. Many planning submissions have been rejected primarily on the basis of lack of parking. There has been no comprehensive parking study completed for downtown to my knowledge. It is difficult to park downtown as a resident, particularly with a **2 hour** parking limit and it takes an act of congress to obtain a permit. **Special events** draw many visitors to the ambience of the town which only increases the need for parking.

Let's **work together** to maintain this **small town** and its **friendly community**. It was a joy to participate in meeting young families and giving out candy this Halloween. It is a longstanding Petaluma tradition. I don't think imposing **wholesale changes** downtown in the neighborhood will achieve this goal.

Isabelle Beardsworth

FW: Downtown hotel

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10 22 AM

To -- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc -- City Attorney <cityattorney@cityofpetaluma.org>

More public comment

Eric Danly

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

EDanly@cityofpetaluma.org



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-----Original Message-----

From: Mary Beth Cohen [REDACTED]

Sent: Monday, November 6, 2023 6:48 AM

To: -- City Council <citycouncil@cityofpetaluma.org>

Subject: Downtown hotel

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Please do not approve building a 6 story hotel in downtown Petaluma. It would be totally out of scale with the surrounding buildings and out of keeping with the character of the downtown area. We have plenty of other hotel options in Petaluma that do not seem to be overbooked. Another concern would be parking. Once done, this can not be undone. Please think carefully. We have a beautiful and vibrant downtown as is. Thank you to all of you for taking this under consideration and for all of your hard work and dedication.

Sincerely,

11/6/23, 10:51 AM

Mail - Orozco, Uriel - Outlook

Mary Beth Cohen

Sent from my iPhone

FW: Historic Overlay is Unnecessary and Wrong for Historic Downtown Petaluma

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 11 02 AM

To -- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc -- City Attorney <cityattorney@cityofpetaluma.org>

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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-----Original Message-----

From: Tom Bornheimer [REDACTED]
Sent: Saturday, November 4, 2023 2:04 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Historic Overlay is Unnecessary and Wrong for Historic Downtown Petaluma

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Hello City Council Members,

The existing building height limits in the General Plan are correct and adequate for historic downtown Petaluma.

One hotel project should not dictate General Plan violations and excuses to build whatever a developer wants.

As I said in my public comments at a recent Planning Commission meeting, this is a make work project where city planners (contractors) are spending countless hours helping a developer make forever changes to Petalumas General Plan and historic district.

In fact, at the same Planning Commission meeting I spoke at, another man said his family owns much of the property in the main overlay section and he said they are against raising the building heights. So even those with the most to potentially gain do not want this overlay.

Just say No and tell the developer(s) to paint within the lines or go elsewhere.

Thank you,

Tom Bornheimer



FW: No high rises!

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10:28 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
 Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

More public comment

Eric Danly

City Attorney
 City of Petaluma | City Attorney
 office. 707-778-4402 |
 EDanly@cityofpetaluma.org



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-----Original Message-----

From: Bert Botta [REDACTED]
 Sent: Sunday, November 5, 2023 8:09 PM
 To: City Council <citycouncil@cityofpetaluma.org>
 Subject: No high rises!

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First of all I thank the Council for how you have been supporting those of us who live in Youngstown Mobile Home Park and for rallying behind us during the attempt by our park management to raise our rents, among the other threats that we're battling.

Now for the purpose of this letter. We've lived in Petaluma for 15 years, love the small town atmosphere and the friendly feeling that goes along with that.

We believe that allowing the building of high rise buildings, any kind of high rise buildings, would destroy the special, and very rare environment that our special town has.

Thank you for taking this plea into consideration and for voting down the developers request to build high rides building.

Bert Botta, Captain
TWA/Netjets (ret)
Aviation Writer
Aviation Expert Witness



FW: Hotel and Zoning overlay

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10 58 AM

To -- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc -- City Attorney <cityattorney@cityofpetaluma.org>

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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-----Original Message-----

From: Carolyn Brustad [REDACTED]
Sent: Saturday, November 4, 2023 6:32 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Hotel and Zoning overlay

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I am vehemently opposed to this hotel and zoning overlay. I am greatly saddened by the City Council and your actions in regards to this I think you are intent on turning Petaluma into a city with no charm and want it to look like every other California city. If you approve this you will make history as the city council that destroyed Petaluma! As we have all heard there is a new utopian city proposed by Silicon Valley billionaires perhaps you should take your vision there rather than ruining Petaluma.
Carolyn Holmberg

Sent from my iPhone

FW: New Hotel**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10:57 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
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-----Original Message-----

From: Londa Fuhrman [REDACTED]
Sent: Sunday, November 5, 2023 5:04 AM
To: City Council <citycouncil@cityofpetaluma.org>
Subject: New Hotel

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Petaluma is my soul. I have lived here since 1964 and the thought of a 6 story Hotel next to Re Hardware Store kills my SOUL!

Can we just keep the Petaluma small town feel we have going here!

Thank you for your time!

11/6/23, 11:05 AM

Mail - Orozco, Uriel - Outlook

Londa Fuhrman



Sent from my iPhone

FW: New hotel downtown feedback**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10:30 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment on hotel/overlay

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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-----Original Message-----

From: Joan Gallagher [REDACTED]
Sent: Sunday, November 5, 2023 7:18 PM
To: City Council <citycouncil@cityofpetaluma.org>
Subject: New hotel downtown feedback

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I am extremely disheartened to hear and see the plans for the new hotel downtown. I've lived here on the Westside for 30+ years and I've been proud to call it my home. This proposed structure does not fit the character of our beautiful downtown. The style and the size of this building is just out of place. Please consider how the residents feel and making this decision. This is our home. Thank you.
Joan

Sent from my iPhone

FW: Proposed 6th story hotel on B street & overlay

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10:26 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
 Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

More public comment

Eric Danly

City Attorney
 City of Petaluma | City Attorney
 office. 707-778-4402 |
 EDanly@cityofpetaluma.org



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From: Laura Gavre [REDACTED]
Sent: Monday, November 6, 2023 12:25 AM
To: City Council citycouncil@cityofpetaluma.org ; [REDACTED]
Subject: Proposed 6th story hotel on B street & overlay

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

Dear City Council members and Mayor,

I have been to many of the meetings about this proposed eyesore hotel over the past few years. I am strongly opposed to this 'box hotel', not only for its ungainly size in defiance of the Historic District guidelines and the General City plan, but also for its unimaginative boxlike design.

First off, the Appellation owners say they are responding to the city's interest and needs which is totally a lie as the people at each meeting I've attended have spoken against it and asked many questions which are finessed but not answered.

There needs to be an EIR done to define/describe areas of impact/concern such as traffic, inadequate parking, refuse pickup, delivery blocking streets, valet parking stands, exhaust from waiting cars/delivery trucks, height/mass of building (20 feet above Historic District restrictions) and changes in ambiance of local streets and town environment.

I am also firmly against the Overlay Map which will affect so many more buildings in the downtown area. totally ruining the small town quality of Petaluma. This overlay needs to be studied and should not be included as part of the approval for the hotel. Also, the mitigated negative declaration needs to be more adequately explored and discussed in conversations with community members.

In closing, I believe the potential hotel owners should create a physical 3D model of how this tall 6-7 story block albatross would look and dwarf buildings in the area, like Rex Ace Hardware, showing in detail how it will block sunlight from current stores and houses and totally destroy the historic feel of the downtown area.

Please make sure my comments are added to the minutes of the upcoming Council meeting on Nov.6th.

Sincerely,

Laura Gavre



FW: Concerned Citizen

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10:40 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
 Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

City Attorney
 City of Petaluma | City Attorney
 office. 707-778-4402 |
 EDanly@cityofpetaluma.org



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From: Mark Gerhard [REDACTED]
Sent: Sunday, November 5, 2023 3:25 PM
To: City Council CityCouncil@cityofpetaluma.org
Subject: Concerned Citizen

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Warning Use caution before clicking any attachments THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM
 Hello City Council folks,

I've lived in Petaluma since 1988, moved here on Butter and Eggs Days.

I went to school at UC Berkeley and first heard of Petaluma in my "World Problems" class

Petaluma was singled out as one of the first towns to limit urban sprawl into the rural countryside and to preserve and respect historic buildings I helped create the historic Brewster Oak Hill district (I prepared presentation graphics for O D Nelson who spearheaded the district creation).

I'm frightened that somehow our town has lost its mind and would consider a steel and glass hotel at the gateway to downtown on the old Chevron site. Please listen to the citizens on Petaluma. Listen to David Keller. If the city wants revenue put up a hotel between Grocery Outlet and the Petaluma Arts Center. And whatever you do, don't pave the way for all of downtown to be "overlaid" with great big buildings.

Respectfully yours,

Mark Gerhard

FW: potential downtown hotel project

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10 56 AM

To -- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc -- City Attorney <cityattorney@cityofpetaluma.org>

Eric Danly

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From: Jamila Gulick [REDACTED]
Sent: Sunday, November 5, 2023 7:55 AM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: potential downtown hotel project

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I am not in favor of the downtown hotel project. Downtown Petaluma identifies itself with our historic roots and architecture. This project does not in any way complement this image - which many of us long timers moved here and have stayed here because we love. Additionally, the added traffic in the already impassable at time downtown streets will discourage residents from supporting those businesses and send them to other areas more easily traveled to.

Please do not bring this project into our City, and please value the opinions and lifestyle of our current residents ... not just additional tax dollars and other forms of revenue.

Kind Regards,
"Jamila" Lisa Gulick

FW: DUE November 6, '23 - For the Legal Record Re: formal comments on the IS/MND**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 11:01 AM

To -- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
 Cc -- City Attorney <cityattorney@cityofpetaluma.org>

Eric Danly

City Attorney
 City of Petaluma | City Attorney
 office. 707-778-4402 |
 EDanly@cityofpetaluma.org



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From: Enid Hansen [REDACTED]
Sent: Saturday, November 4, 2023 3:21 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: DUE November 6, '23 - For the Legal Record Re: formal comments on the IS/MND

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

TO: Petaluma City Council and Planning Commissioners

FROM: Enid Hansen, Educator, retired. SSU graduate

SUBJECT: I wish to submit as part of the legal record of the proposals my formal comment that the proposed hotel and downtown zoning overlay IS?MND
 jeopardize the invaluable and irreplaceable historic character of this city.

The city of Petaluma has a National Register Historic Commercial Downtown District that draws tourists from around the country and world.

The Zone Overlay is WRONG FOR OUR TOWN.

I consider it to be your job to fiercely protect our vital brand that is historic, riverfront Petaluma.

If the concern of our City Council is to ensure that the city has enough revenue, then, you will not disturb our precious historic legacy.

Thank you for receiving this comment.

Sincerely,

Enid Hansen



FW: November 6th Meeting**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10 29 AM

To -- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc -- City Attorney <cityattorney@cityofpetaluma.org>

More public comment

Eric Danly

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

EDanly@cityofpetaluma.org



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From: Hilda Jobson [REDACTED]**Sent:** Monday, November 6, 2023 10:28 AM**To:** -- City Clerk <Cityclerk@cityofpetaluma.org>**Cc:** -- City Council <citycouncil@cityofpetaluma.org>**Subject:** November 6th Meeting

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Dear Council Members

We have a historic downtown! We made it to the list of the Top 5 Main Streets in Sonoma Magazine. Why would you even consider destroying what we have to allow a 7 story modern hotel be built that does not even meet the requirements of our General Plan?

Thank you!

Hilda Jobson



FW: 6 story buildings in historic district

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10:05 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

More public comment

Eric Danly

City Attorney
City of Petaluma | City Attorney
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From: Ann Markovich [REDACTED]
Sent: Monday, November 6, 2023 9:59 AM
To: City Council citycouncil@cityofpetaluma.org
Subject: 6 story buildings in historic district

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I am opposed to having six stories or more buildings in our historic downtown district. Ann Markovich

FW: new high-rise hotel**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 11:06 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Kay McKenzie [REDACTED]
Sent: Saturday, November 4, 2023 10:46 AM
To: City Council citycouncil@cityofpetaluma.org
Subject: new high-rise hotel

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Please do not allow the 7 story hotel to be built in downtown Petaluma. I am totally against it. I've lived in Petaluma since 1968 and I believe a building of that size belongs in San Francisco. Who has decided that that number of people looking for a hotel room would search out Petaluma? The city council should be proud of their city and should plan to enhance it rather than sell it down the river, so to speak!!

Kay McKenzie

[Redacted]

[Redacted]

FW: Please,please listen to the voices of your constituents. We don't want the proposed plan to change the height limits for the new hotel planned for B Street and the Boulevard. The lot is too small also and the impacts to traffic and downtown business

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10 43 AM

To -- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc -- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



**CLIMATE
READY**
PETALUMA 2030



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-----Original Message-----

From: 1helenm@mail.com [REDACTED]

Sent: Sunday, November 5, 2023 1:41 PM

To: -- City Council <citycouncil@cityofpetaluma.org>

Subject: Please,please listen to the voices of your constituents. We don't want the proposed plan to change the height limits for the new hotel planned for B Street and the Boulevard. The lot is too small also and the impacts to traffic and downtown business ...

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Helen Medina

Sent from my iPhone

FW: 100% opposed to the proposed overlay

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10:55 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
 Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Eric Danly

City Attorney
 City of Petaluma | City Attorney
 office. 707-778-4402 |
 EDanly@cityofpetaluma.org



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From: Tracy Perlich [REDACTED]
Sent: Sunday, November 5, 2023 9:11 AM
To: City Council citycouncil@cityofpetaluma.org
Subject: 100% opposed to the proposed overlay

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Warning Use caution before clicking any attachments THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM
 Please do not wreck the charm of our quaint downtown by allowing this proposed overlay to proceed.

4, 5, 6 story modern architecture is lovely. Somewhere else.

Our community - our beautiful downtown thrives because of what it isn't. It isn't just "anywhere USA". It thrives because it is uniquely picturesque with its beautiful historic architecture And because within that beautiful architecture is an eclectic group of locally owned and operated shops and restaurants, distilleries, wine and craft beer, and a genuinely welcoming vibe.

Adding multi-story modern boxy architecture to our wonderful historic district adds nothing to what makes us special. It detracts from it. And the folks who visit, come because of our uniqueness. When we start to become like anywhere else, not only will those people find somewhere else to visit, Petaluma will have forever lost its original character.

I really hope you do the right thing and protect the architectural integrity of our historic downtown.

Sincerely,

Tracy Perlich

FW: Ovetlay

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10:34 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
 Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

City Attorney
 City of Petaluma | City Attorney
 office. 707-778-4402 |
 EDanly@cityofpetaluma.org



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-----Original Message-----

From: Karen Pesutich [REDACTED]
 Sent: Monday, November 6, 2023 10:33 AM
 To: City Council <citycouncil@cityofpetaluma.org>
 Subject: Ovetlay

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Please vote NO on the new proposed ovetlay and monstrosity of a hotel. Tourists come for the quaint old town look of Petaluma to escape the over building of their city's.
 You've done enough over building of our city (ie the ugly overpriced bldg on Pet Blvd at Lak St) still half empty and finishing up another!
 Please listen to the majority of the citizens that elected you and keep Petaluma Historic. That's why we moved here as so many have. Thank you Karen Pesutich

Sent from my iPhone

FW: Hotel Proposal

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10:45 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
 Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

City Attorney
 City of Petaluma | City Attorney
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-----Original Message-----

From: Lori Pratt [REDACTED]
 Sent: Sunday, November 5, 2023 11:14 AM
 To: City Council <citycouncil@cityofpetaluma.org>
 Cc: -- City Clerk <cityclerk@cityofpetaluma.org>
 Subject: Hotel Proposal

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City Council:

I am concerned about the hotel proposal for the corner of B Street and Petaluma Boulevard. I would like to see more serious consideration given to this proposal. An EIR would give the public more information and story poles would allow the public to see the scope of this project. I would like to see that corner developed but I do not understand why

the development cannot stay within our general plan.

Thank you,
Lorraine Pratt
Petaluma Resident

FW: New Hotel & zoning changes

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10:35 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
 Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

City Attorney
 City of Petaluma | City Attorney
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-----Original Message-----

From: Susan Price [REDACTED]
 Sent: Sunday, November 5, 2023 4:49 PM
 To: City Council <citycouncil@cityofpetaluma.org>
 Subject: New Hotel & zoning changes

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To the Petaluma City Council

I have lived in West Petaluma since 1983..... 40 years. Certainly during the last 10-15 years I have watched the erosion of the charm that first drew me to this town. But currently, the plans for the 6 story hotel in the midst of our historic downtown and the zoning changes in much of the downtown area are just beyond belief!!!!

11/6/23, 10:58 AM

Mail - Orozco, Uriel - Outlook

If we want to preserve the history and the charm of our town, please do not put that hotel in the heart of downtown and keep our downtown at its current 1, 2 and 3 story heights!

Thank you
Susan Price
Sent from my iPhone

FW: New hotel**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10:56 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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-----Original Message-----

From: Elaine [REDACTED]
Sent: Sunday, November 5, 2023 7:57 AM
To: City Council <citycouncil@cityofpetaluma.org>
Subject: New hotel

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Please don't completely change the character of our town by allowing tall buildings in the downtown area
Thank you,
Elaine Richardson

Sent from my iPad

FW: EKN Development and overlay**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 11 08 AM

To -- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc -- City Attorney <cityattorney@cityofpetaluma.org>

Eric Danly

City Attorney
City of Petaluma | City Attorney
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-----Original Message-----

From: Nancy Sasser [REDACTED]
Sent: Saturday, November 4, 2023 9:42 AM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: EKN Development and overlay

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Dear City Council members,
Please preserve the unique historic character of our downtown and deny the zoning overlays and the non-confirming EKN development, even if this is in opposition to recommendations from the Planning Commission. You are the leaders of this community. Please protect it.
Thank you,
Nancy Sasser

11/6/23, 11:11 AM

Mail - Orozco, Uriel - Outlook



Sent from my iPhone

FW: Preserve historic Petaluma**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 11 07 AM

To -- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc -- City Attorney <cityattorney@cityofpetaluma.org>

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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-----Original Message-----

From: [REDACTED]
Sent: Saturday, November 4, 2023 10:07 AM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Preserve historic Petaluma

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Please please please preserve the historic beauty of our little town!!!

I bought my house in 1979 and lived here until I retired in 1996. I moved back last year and continue to adjust to all of the changes that have been made since then. please please please do not continue to remove the historic atmosphere of our little town.

Marilyn Shulman
[REDACTED]

Sent from my iPhone

Fw: Ekn project

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 8:40 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>;-- City Attorney <cityattorney@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Will be sending a number of public comments, this being the first. Note now it's a 7 story hotel.

Eric Danly

City Attorney
City of Petaluma | City Attorney
office 707 778 4402 |
EDanly@cityofpetaluma.org



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From: Tiffany Smith [REDACTED]
Sent: Saturday, November 4, 2023 8:38 AM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Ekn project

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I am highly opposed to any thought of this project!!! Two hotels have been built in the last few years. One entering town and one leaving town. Downtown is what makes Petaluma unique. Tourists already admire its feeling and it serves as a place for local small business. That's what people want when they travel. Corporate is every where keep Petaluma beautiful. WE DONT NEED ANOTHER HOTEL NOR DO WE THE PEOPLE WHO CHOSE THIS AS HOME WANT IT!!!

FW: Two Cents re Overlay EKN Development

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10:32 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
 Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

City Attorney
 City of Petaluma | City Attorney
 office. 707-778-4402 |
 EDanly@cityofpetaluma.org



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-----Original Message-----

From: Noellene Sommer [REDACTED]
 Sent: Sunday, November 5, 2023 6:48 PM
 To: City Council <citycouncil@cityofpetaluma.org>
 Subject: Two Cents re Overlay EKN Development

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Good day

I have attended mtgs and read different points of view on the proposed overlay and hotel. I want growth. However, I am questioning whether a high end hotel with a celebrity chef is outdated. Or overdone as a draw. Petaluma history has a cross roads component. Sonoma County has gone thru monocultures like fruit, dairy, grapes etc. Tourism will always depend on enticements. Diversity in tourism is important versus monocultures

Petaluma has a chance to lead as a green city or blue zone city. Tourism here can include water craft, bicycles and a historic town. City council needs to support existing businesses trying to develop these activities. The environmental direction in Petaluma is on track. People want to live here not just visit. The community connections and tolerance is fragile. The social have and have not issues must to be considered.

What else entices tourism? One is a strong art museum and multimedia performing arts. PAC needs a new location with the ability to do multimedia plus attract shows. Cinnabar Theater needs a new center. Sure that takes money as does keeping the river dredged. OK. I get income from hotel taxes will prevent bankruptcy. But I can see the B St and Blvd location being ideal for entertainment.

The Downtown Business Association has not been publicly advocating for the hotel overlay. Or am I wrong on this? It would be nice for its members to weigh in. What is their vision? The business association and city supported Amy's Kitchen, a unique Petaluma business.

To summarize I hope each of you exams your vote on the hotel overlay. Be good skeptics. I never buy an argument that is we have no choice. This is the only way or opportunity for Petaluma. Get facts and don't rush without as much information as possible. Separate out a sales pitch from data.

Thank you for the opportunity to clarify my concerns about Petaluma's future.

Sincerely,
Noellene Sommer
Resident and home owner

Sent from my iPad

Sent from my iPad

11/6/23, 11:10 AM

Mail - Orozco, Uriel - Outlook

Meghan Brand Stauf

Sent from my iPhone

FW: Hotel**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10 56 AM

To -- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc -- City Attorney <cityattorney@cityofpetaluma.org>

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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-----Original Message-----

From: Steven Wiessler [REDACTED]
Sent: Sunday, November 5, 2023 5:35 AM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Hotel

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City Council members,
As a fifty year resident of Petaluma,
I have witnessed many changes to
Our home town.
Most have been changes for the
Better, some not so much.

The erection of this proposed
Hotel would be the worst possible
Change to Petaluma you could inflict.
Not only would the character of
Our downtown be forever marred,
But the already difficult traffic
Situation would be greatly exacerbated for walkers, bikers and drivers.
Our town is unique. Let's not lose
Our identity as did the once distinct
And original towns that now are
Just service providers to the San Francisco airport.
Best, Steve Wiessler, Petaluman

Sent from my iPhone

FW: Story Poles for EKN Appellation Hotel project**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10 27 AM

To -- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc -- City Attorney <cityattorney@cityofpetaluma.org>

[More public comment](#)**Eric Danly**

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

EDanly@cityofpetaluma.org



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From: Peter Williams [REDACTED]**Sent:** Sunday, November 5, 2023 10:09 PM**To:** -- City Council <citycouncil@cityofpetaluma.org>**Subject:** Story Poles for EKN Appellation Hotel project

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As owners of a property in the Oak Hill Brewster Historic District, we were required to install story poles on our property as part of our application for an addition to our home. We find it surprising that the city council needs a resolution to require a developer to do what the city routinely requires of other property owners.

We look forward to hearing EKN's explanation as to why they should not have to show the visual effects of their development.

Thank you,

11/6/23, 10:52 AM

Mail - Orozco, Uriel - Outlook

Peter and Mary Ann Williams



FW: Hotel eyesore**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 11 02 AM

To -- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc -- City Attorney <cityattorney@cityofpetaluma.org>

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Amariah Winsemius [REDACTED]
Sent: Saturday, November 4, 2023 1:13 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Hotel eyesore

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---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---
No one wants a new hotel down town we have enough hotels.... We don't need these bullshit property company's coming from not even the state to come in and destroy our historic town to make "smart city's" send them elsewhere. People are pissed off and y'all gonna get voted out of office. I've lived here all my life and to see how urbanization Petaluma has gotten past five years is sad to see. None of us who were born raised and lived in Petaluma most of our lives will be able to live a simple middle class life here with these new changes do better.

FW: Protect Main Street please**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10 55 AM

To -- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc -- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

EDanly@cityofpetaluma.org



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From: [REDACTED]**Sent:** Sunday, November 5, 2023 9:55 AM**To:** -- City Council <citycouncil@cityofpetaluma.org>**Subject:** Protect Main Street please

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Please do not jeopardize historic Petaluma's Main Street by permitting six to eight-story buildings within at least six blocks on either side of Petaluma Boulevard North between the

Petaluma River, Payran Street and Walnut Park west to about Sunnyslope Avenue.

Sincerely, Anne Wurr



FW: 6 Story hotel**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 1:51 PM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment on hotel

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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-----Original Message-----

From: Laura K Anderson [REDACTED]
Sent: Monday, November 6, 2023 1:47 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: 6 Story hotel

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City Council,

As a resident of Petaluma for the last eight years, I'm against the building of a 6 story hotel in our beloved downtown. It would destroy the historical character of the area and will be an eyesore to our community. Please reject this proposed hotel.

Thank you,

11/6/23, 1:53 PM

Mail - Orozco, Uriel - Outlook

Laura Anderson
Sent from my iPhone

FW: Hotel**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 2:41 PM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment on hotel project

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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-----Original Message-----

From: Jeanne DeLucca [REDACTED]
Sent: Monday, November 6, 2023 2:39 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Hotel

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

Please don't put that monster of a hotel in the middle of our beautiful downtown area. Been a homeowner since 1991. One of many reasons I moved here from the Bay Area.

Sent from my iPhone

FW: Public Comment - Story Poles for Hotel**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 1:49 PM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment on story poles

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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-----Original Message-----

From: Robert Gaustad [REDACTED]
Sent: Monday, November 6, 2023 1:24 PM
To: -- City Clerk <CityClerk@cityofpetaluma.org>; Kevin McDonnell <kmcdonnell@cityofpetaluma.org>; -- City Council <citycouncil@cityofpetaluma.org>
Subject: Public Comment - Story Poles for Hotel

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

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Dear Mayor McDonnell and City Council Members:

I'm writing in support of the installation of story poles for the proposed hotel at Petaluma Blvd S and B Street and want to make sure the height of the poles is a true reflection of the actual intended height of that hotel.

11/6/23, 1:52 PM

Mail - Orozco, Uriel - Outlook

My understanding is that city may be willing to put up 60 foot poles, but the developers are insisting they need to build to a 75 foot height. Therefore I'm urging you to approve 75 foot poles for this project.

Thanks,

Robert Gaustad
Petaluma

Fwd: Public Comment: EKN Proposal for hotel + subsequent zoning overlay

Tina Hittenberger [REDACTED]

Mon 11/6/2023 3:23 PM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

You 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.---

Gentle Council Members,

I understand that today is the deadline for submitting written public comments for the Planning Commission Meeting to be held on November 14.

My husband, Chuck Pyle, and I have attended Council Meetings, EKN presentations, researched the project, explored relevant websites, introduced the proposal to real estate agents and met with many community influencers.

The anger and frustration is palpable at every gathering.

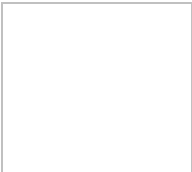
When there is a forum for civil discourse, experts, professionals and informal groups agree on one thing: the project needs thoughtful consideration and there should not be a rush to approve such an important addition to our town. Our Cool Block of 45 households has been meeting for over two years and at the last discussion, "Topic Four: Improve Buildings" the proposed hotel was given as an example of a misdirected building proposal. The distorted renderings and lack of story poles misguide the public and, so far, no one has heard viable solutions to parking, traffic, delivery issues, the effect upon city services and the impact on the immediate and long-term environment.

Wherever and whenever the topic of the new hotel arises, the disappointment in our city leadership permeates all conversations. The process is painfully pro forma and communications are obscure. Specific questions about the hotel are not answered satisfactorily by EKN, staff or officials. More importantly, calling the overlay a "Downtown Housing and Economic Opportunity" is misleading. It is an obvious manipulation to allow a non-compliant building. It is not an *opportunity* - it is a re-zoning that puts our Historic District and Main Street status in jeopardy. Such an "tip of the wedge" opens up so called "blighted" areas to future developers who bring their own agendas with unintended consequences. **It is obvious that the entire project is driven by motives counter to the values, history, unique charm and culture of Petaluma. It is polarizing our city at the worst possible time.**

PLEASE slow down. Think this through. Do not be manipulated and seduced by false promises. The City Council may have inherited economic challenges from the past, but make time for cooperation and communication now. It is your legacy.

The PEOPLE who love Petaluma are NOT against an appropriate hotel, or tourists, or housing or a creating a vibrant town. We are against selling our souls - piece by piece, block by block.

Sincerely,
Tina Hittenberger

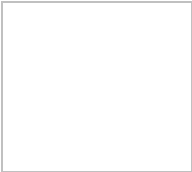
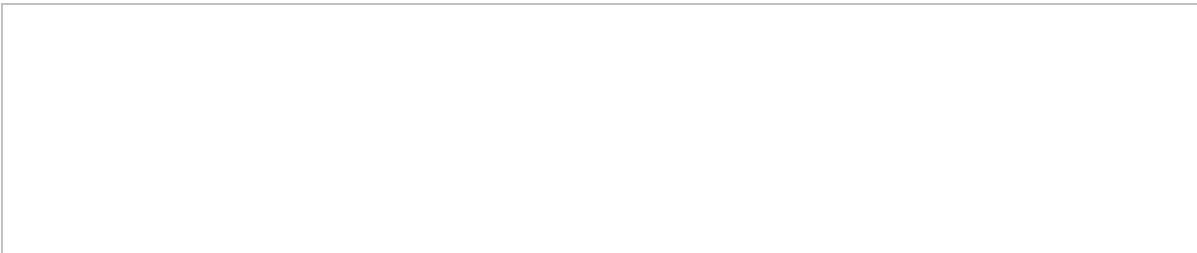


Tina Hittenberger, MBA
Broker Associate

[Redacted]

[Redacted]

[Redacted]

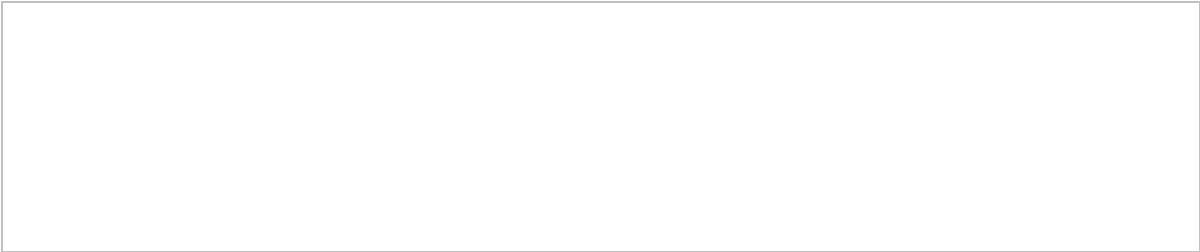


Tina Hittenberger, MBA
Broker Associate

[Redacted]

[Redacted]

[Redacted]



FW: No to new zoning

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 1:56 PM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
 Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment on the overlay

Eric Danly

City Attorney
 City of Petaluma | City Attorney
 office. 707-778-4402 |
 EDanly@cityofpetaluma.org



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From: Irina Irvine [REDACTED]
Sent: Monday, November 6, 2023 1:52 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: No to new zoning

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 Petaluma City Council-

I oppose the new zoning overlay that would allow 6-story buildings. It would destroy the downtown's character. The impacts include an increase in traffic in a chronically congested area without an adequate way for that to be addressed. Instead of bowing to big developers, find opportunities in standing buildings to increase affordable housing and business lease rates. Be creative, there are a lot of good ideas out there. From what I've heard, the majority of the community opposes this overlay. Are you listening?

11/6/23, 2:04 PM

Mail - Orozco, Uriel - Outlook

Thank you,
Irina Irvine



Sent from my iPhone, please forgive any typos.

Story Poles, please!

Charles S Pyle [REDACTED]

Mon 11/6/2023 3:12 PM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

You don't often get email from [REDACTED]. [Learn why this is important](#)

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City councilors, Regards the Appellation Hotel project: Something needs to be built on the B and the Boulevard site, but is this hotel the right answer? **Show us the story poles.** We are owed, as citizens of a town we love for its downtown scale, a concrete visualization of what the height of the project will do, and by extension what the height means for the other parcels in this zoning overlay. Glossy Photoshop renders from a safe viewing distance away do not give a clear sense of the immensity of what you seem set on approving.

Sincerely,

Charles S. Pyle

[REDACTED]

FW: About the proposed 7-story hotel

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 1:42 PM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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-----Original Message-----

From: C Walker [REDACTED]
Sent: Monday, November 6, 2023 1:29 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: About the proposed 7-story hotel

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

Hello,

My family and I have lived in Petaluma nearly 28 years. We love it for its rivertown vibe and its "not too big, not too small" good accessibility, unique and charming architecture,

Sent from my iPhone

FW: Public Comment: EKN and Overlay Zoning**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 4:04 PM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Bev Alexander [REDACTED]**Sent:** Monday, November 6, 2023 3:26 PM**To:** City Council citycouncil@cityofpetaluma.org ; Petaluma Planning <petalumaplanning@cityofpetaluma.org>**Subject:** Public Comment EKN and Overlay Zoning

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

Warning Use caution before clicking any attachments THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM
Dear hard-working members of the City Council and the Planning Commission,

I get it: Petaluma needs money for many improvements, including the repair/rebuild of the trestle, and where is that money going to come from?

During the Vietnam war, I believe that one of the generals said, after bombing a village, "We had to destroy it to save it (from communism?)."

Do we need to destroy the iconic character of downtown Petaluma in order to save it?

I am reminded of the O. Henry story, [The Gift of the Magi](#). In short, the young married couple has little money for the Christmas gifts they want to give to express their love for each other. The wife decides to sell her beautiful long hair, so she can afford to buy a handsome gold chain for her husband's gold watch that he had inherited from his father. When she comes home with her hair shorn, her husband is stunned. She is afraid he is angry with her - but he confesses that he had bought her the lovely jeweled combs that she had wanted for her hair - and he had sold the watch so he could afford them. The irony is that the gifts for which they had sacrificed their most treasured possessions had become useless.

Sooo...here we are, ready to sacrifice what we treasure about Petaluma in the name of the chimera of financial gain. And we don't know for sure if the EKN hotel will generate the taxes promised. Not all projects deliver on their promises. Did the Factory Outlets?

Have you wondered why there is such a tremendous outcry against the hotel and the overlay zoning? Do you think it is a NIMBY thing...or just resistance to change?

Here is my take:

When I moved here in 1974, I had moved six times in six years with my young family. Petaluma was the charm. So many people walking and saying hello. This was home! HOME!

It is not an accident that Petaluma is such a welcoming place. The structure of our downtown, as inconvenient as it is, with a river and railroad tracks making it difficult to get places in a car, is a good place to stroll, have a lunch, walk to a hardware store with employees who are knowledgeable and helpful, pick up a special gift or browse a treasure trove of literary offerings. When I told my husband that I wanted to buy the house we were renting, it was because, as we age, we would still be able to walk to Petaluma Market and get a cup of coffee at a cafe and enjoy our neighbors! Even if you **don't** live within walking distance of downtown, once you park, it is a delight to stroll around.

Do not be surprised at the outcry. Please listen. We love this place, and part of what makes it so lovable is the human scale of our downtown. Please do not destroy that!

It is so sad to think of walking through a downtown that is more like a shady canyon than our open vista with views of the hills to the south and to the east. These things are IMPORTANT.

Let's make it easier to upgrade those empty lots...or tax those landowners who chose to leave their property vacant for financial advantages. Moving the hotel site to the east side of the boulevard to a lot with more room sounds like a good idea. But it should be kept to scale. Those height limits were made for a reason, and we should honor the thought that went into them.

Let's look at this with a can-do state of mind and not be boxed in by the demands of developers. This is our home. Let's not turn it into Anywhere, USA.

Beverly Alexander

"Hope is not the conviction that something will turn out well, but the certainty that it is worth doing, no matter how it turns out." - Vaclav Havel

FW: Citizen Comments on the proposed zoning overlay IS/MND and more**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 5:57 PM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>;-- City Attorney <cityattorney@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
 Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Eric Danly

City Attorney
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From: Calandria Atkinson [REDACTED]**Sent:** Monday, November 6, 2023 4:59 PM**To:** City Council CityCouncil@cityofpetaluma.org**Subject:** Citizen Comments on the proposed zoning overlay IS/MND and more

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---
 I am submitting comments on the proposed zoning overlay IS/MND and other issues before council
 I have lived in Petaluma for thirteen years with my family. I am flabbergasted by the outrageous proposals generated by our council and planning folks/staff/M Group employees regarding horrific proposed changes to Petaluma by outside businesses/developers. NO!!!

WE NEED TO HAVE AN UNBIASED EIR DONE FOR THESE PROPOSALS. NOT DONE BY THOSE WITH VESTED INTERESTS THEIR OWN!!!

THE PROPOSED NEW ZONE OVERLAY IS A HORRIBLE IDEA. NOTHING WRONG WITH THE ZONING WE HAVE IN PLACE. USE IT!

I DO NOT WANT SIX STORY HOTELS OR OTHER BUILDINGS IN OUR HISTORIC DISTRICT. THESE ARE NOT COMPATIBLE WITH OUR CHARACTER, CHARM, HISTORY OR CACHET OUR LOVELY TOWN OFFERS. PEOPLE ARE LEAVING PETALUMA IN DROVES DUE TO HIGH PRICES. WE DO NOT NEED A HIGH-PRICED, LUXURY HOTEL BUILT WHEN THE SEVERAL HOTELS WE ALREADY HAVE ARE NOT FULLY OCCUPIED. WHERE'S THE OCCUPANCY STUDY FROM THE CITY TO SHOW CAUSE OF WHY WE NEED MORE HOTELS? HOTELS WITH LIMITED OCCUPANCY TAKES AWAY NEEDED REVENUE FROM OUR TOWN. VISITORS COME TO PETALUMA TO SIGHTSEE, SHOP, EAT AND ENJOY THE SLOWER PACE WE OFFER. IF YOU ADD UGLY, TOWERING, SHADE-PRODUCING SIX STORY BUILDINGS, VISITORS WILL TAKE THEIR DOLLARS AND GO ELSEWHERE, LIKE SONOMA, NAPA OR HEALDSBURG, WHERE THERE ARE APPROPRIATE BUILDING SIZES, 2-3 STORIES TALL. THE BUSINESSES YOU WANT TO BUILD WILL NOT BE OCCUPIED BECAUSE PEOPLE ARE LEAVING! (WHY NOT PROMOTE FILLING THE MANY, MANY UNOCCUPIED BUSINESSES WE ALREADY HAVE? THIS WILL ALSO SEVERELY IMPACT OUR LOCAPETL ECONOMY. WE DO NOT WANT THIS TOWN RUINED FOR PROFIT BY THOSE WHO DO NOT LIVE HERE OR HAVE A VESTED INTEREST IN CONTINUING OUR WAY OF LIFE IN PETALUMA. THIS TYPE OF THINKING IS COUNTERPRODUCTIVE TO OUR DESIRED WAY OF LIFE AND COMMUNITY HERE. PETALUMA OFFERS A QUIANT, NEIGHBORLY PLACE TO LIVE AND GROW WITH OUR FAMILIES AND NEIGHBORS. NO 6 STORIES!

I THINK **INSTALLING STORY POLES** THAT GIVE CONTEXT TO THE ALARMING HEIGHT PROPOSED FOR THE RIDICULOUS HOTEL SITE ON B STREET/PETALUMA BOULEVARD WILL HELP VISUALIZE WHAT AN INTRUSION THIS MONSTER HOTEL HAS IN MIND. THIS HOTEL WANTS TO SHOEHORN ITSELF ON TO A TINY PIECE OF LAND, WITH CLOSE TO 100% FOOTPRINT. THERE'S NO PLACE TO DROP OFF/PICK UP GUESTS WITHOUT SERIOUSLY AFFECTING TRAFFIC NEARBY. WHERE WILL STAFFERS PARK? OUR NEIGHBORHOODS ARE ALREADY STRAPPED FOR PARKING FOR TAXPAYERS! A ROOF DECK MAY SOUND ROMANTIC, BUT NOT TO NEIGHBORS WHO NEED TO GET SLEEP AND GO TO WORK WITHOUT HAVING TO LISTEN TO HOTEL GUESTS PARTYING INTO THE NIGHT. NO!!! EKN AND COMPANY NEED TO LOOK AROUND AND FIND AN APPROPRIATE PROPERTY FOR THEIR PROJECT, OF WHICH THERE ARE MANY. THE DESIGN, LOCATION, NEIGHBORHOOD INTRUSION AND LACK OF PARKING ARE ALL INCONGRUENT WITH OUR HISTORIC DOWNTOWN AND WILL SORELY NEGATIVELY IMPACT THE PEOPLE AND NEIGHBORHOODS SURROUNDING THAT PROPERTY. NO!!! NO!!! NO!!!

THANK YOU FOR CONSIDERING MY COMMENTS. WE ARE WATCHING TO SEE WHAT YOU DO – FOR OR AGAINST THE CITIZENS HERE.

M. Atkinson

Sent from [Mail](#) for Windows

FW: EKN Appellation Project

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 4:15 PM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Project comment

Eric Danly

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

EDanly@cityofpetaluma.org



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From: GARY BROAD [REDACTED]**Sent:** Monday, November 6, 2023 4:12 PM**To:** City Council citycouncil@cityofpetaluma.org**Subject:** EKN Appellation Project

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

Dear City Council,

The EKN Appellation Project proposes 77,445 square feet of development on a 13,891 square foot (.3 acre) parcel. Many single family lots in town are larger than this tiny parcel.

The proposed 77,445 sq. ft. of development is more than twice the 35,640 permitted on the site.

To offset the fact that the parcel is far too small for the proposed hotel, the project proposes to grossly exceed the permitted 2.5 floor area ratio maximum with more than twice the floor area ratio level of 5.58. Additionally it proposes to jump the permitted lot coverage from 80% to 100%. And it proposes a 68 feet 10 inch building while the present maximum height is 45 feet.

As a former City of Petaluma staff planner, former Petaluma Planning Commissioner (including serving as Chairperson), I urge the Council to recognize that the community's planning regulations, community character, and its special Victorian downtown (to name just a few considerations) are more important than the revenue generated by an inappropriately, oversized hotel.

We've already gone down this road once before and wound up with the glaring, inappropriate 60-foot high auto mall sign. Let's learn from our mistakes. Once this application is turned down, I'll bet dollars to donuts that the City can find a hotel developer willing to locate an appropriate site for an appropriately scaled project.

Thanks for preserving the wonderful community character that make Petaluma special.

Gary Broad
Petaluma resident

Kevin Buckler
CEO Adobe Road Winery



November 6, 2023

VIA EMAIL

Uriel Orozco
Commission Clerk, City of Petaluma
Planning Division
11 English Street
Petaluma, CA 94952
uorozco@cityofpetaluma.org

**RE: Email Comment for Public Hearing of the Planning Commission and the
Historic and Cultural Preservation Committee
Downtown Housing & Economic Opportunity Overlay
PLGP-2023-0001 & PLZA-2023-0002 & PLSR 2002-0017**

Dear Mr. Orozco,

Please accept this email as a formal comment for the Public Hearing of the Planning Commission and the Historic and Cultural Preservation Committee regarding the Downtown Housing & Economic Opportunity Overlay project. I and the Adobe Road Winery organization are in favor of the recommended plan amendments and zoning amendments. We are excited about the potential new, additional business on the horizon for the town of Petaluma due to the increased foot traffic that the new hotel will bring. The centrally located hospitality will breathe new life into all existing and new businesses in the downtown Petaluma area. We believe the positives of this project far outweigh any negatives. We appreciate your diligent efforts in working towards the completion of this project.

Sincerely,

Kevin Buckler
CEO Adobe Road Winery

FW: EKN proposal – stick to the building height limits in historic district, or consider an alternate site

Eric Danly EDanly@cityofpetaluma.org

Mon 11/6/2023 4:05 PM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

[Comment on project](#)

Eric Danly

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

EDanly@cityofpetaluma.org



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From: Jason Davies [REDACTED]

Sent: Monday, November 6, 2023 3:36 PM

To: -- City Council <citycouncil@cityofpetaluma.org>

Subject: EKN proposal – stick to the building height limits in historic district, or consider an alternate site

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Dear City Council:

I'm writing to express my concern over the proposed development at Petaluma Blvd. and B Street.

In addition to not conforming to the existing height limits in our historic district, there are many unanswered questions with respect to the other potential negative impacts.

B Street at Petaluma Blvd. is already often a severe traffic choke point, so a careful study of the increased traffic impacts and the consequences of driving traffic onto existing side streets must also be considered.

As well, we should have a better understanding of the economic impacts to other businesses (i.e. sales cannibalization). While it has been positioned as a plus, in fact, much of the draw for the hotel will be based on its proposed bar and restaurant. How will this impact competing restaurants and bars in proximity? And what would we expect for our existing hotels? Are they consistently over capacity? Will they suffer less occupancy as a result? Will there be more blight as a result? Our town has a history of approving projects promising revenues that didn't transpire, or pulled revenues from existing businesses that ended up closing shop. A fully independent and comprehensive review of the fiscal impacts must be done in order to address these questions.

The developer contends that the building must be higher than currently allowed in the historic district for it to "pencil out" economically, but how so when we can see that several other hotels in our county were recently developed with no more than four stories – not to mention recently approved housing projects on Petaluma Blvd. that are also no higher than four stories. Are there possible incentives for the developer to make the project work within the existing height rules – other than everything Petaluma already has to offer as an excellent site for a hotel? Our council is in a strong position and we should leverage that – we can say no, or consider a counter proposal.

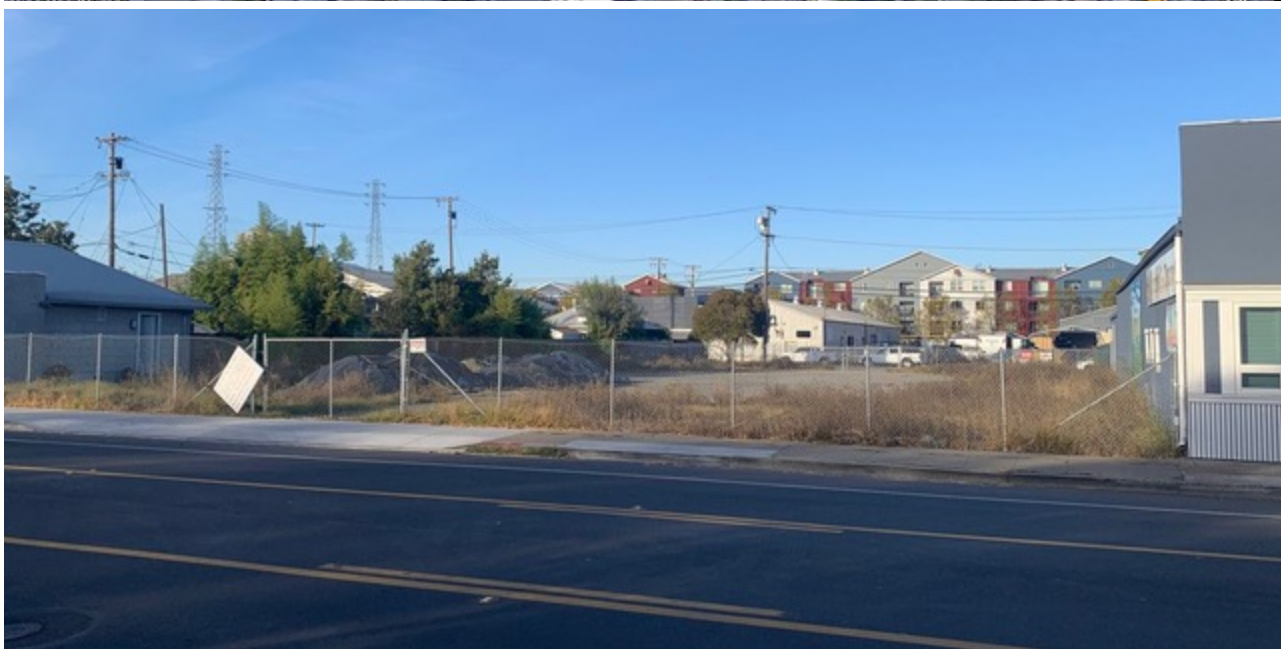
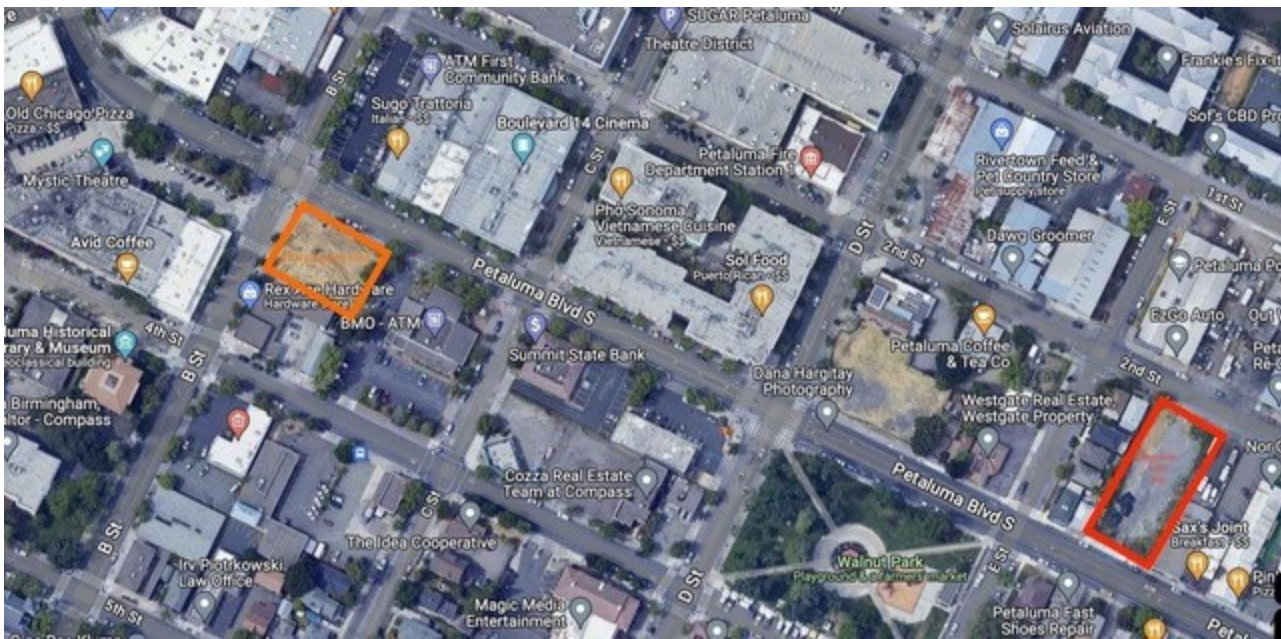
As well, why not consider another site – such as the city owned property a few blocks away. Former Council member David Keller has made a good suggestion worth considering in which the city could trade a parcel more suitable for a large hotel, and without the height limits in our historic district. This would be well positioned, close to Theatre Square (and its parking garage) while offering more space and also helping to resolve a far larger source of blight.

I appreciate the interest in improving our downtown and certainly share it, but that can and must be done while preserving the historic district's well reasoned height limits. I urge the council to invite EKN to either work within the existing height limits, or select an alternative site just outside the historic district, yet still in reasonable proximity, as David Keller has suggested.

We must ensure as we grow not to undermine the very thing that makes us attractive to residents, businesses, and visitors – the charm of our historic district, downtown.

I would further suggest that we develop tools to visually improve vacant lots and storefronts ahead of any development. Is it not possible to incentivize the lot owners to improve them with respect to fencing and landscaping? With respect to vacant shops, have "pop-ups" been considered? I know SF is having some luck with this. No one likes empty storefronts or chainlink fenced vacant lots, but it would seem there are many ways to improve them without altering our current height limits in our historic district on the request of this developer. I do like the "Magnificent" mural – I hope we can maintain Petaluma's magnificent charm at this key location within our nationally recognized historic district.

Attached are photos of the proposed site on B and Petaluma Blvd, and the possible site just 3.5 blocks south on the east side of Petaluma Blvd.



Thank you for your consideration!

Sincerely,

Jason E. Davies



Fw: Comments on the proposed hotel and downtown zoning overlay IS/MND**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 6:46 PM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Project comment**Eric Danly**

City Attorney
City of Petaluma | City Attorney
office 707 778 4402 |
EDanly@cityofpetaluma.org



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From: Jo Donaldson [REDACTED]
Sent: Monday, November 6, 2023 6:33 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Comments on the proposed hotel and downtown zoning overlay IS/MND

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

Dear Petaluma City Council:

As a longtime Petaluma homeowner, I am opposed to the EKN Appellation Project on Petaluma Blvd South and B Street.

EKN's vision is not a good fit for our downtown. This generic over-sized hotel will destroy Petaluma's charm. In addition, I believe changes to Petaluma's intact general zoning plan in order to accommodate out of town developers is a shortsighted mistake.

Please reject this building plan and preserve Petaluma's small town charm.

Sincerely,
Jo Donaldson
Petaluma, Ca.

FW: Downtown height restrictions

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 4:07 PM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
 Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Project comment

Eric Danly

City Attorney
 City of Petaluma | City Attorney
 office. 707-778-4402 |
 EDanly@cityofpetaluma.org



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-----Original Message-----

From: Vickie Lakatos [REDACTED]
 Sent: Monday, November 6, 2023 4:05 PM
 To: City Council <citycouncil@cityofpetaluma.org>
 Subject: Downtown height restrictions

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

Downtown Petaluma does not need a 7 story hotel! It will change the character of downtown!

I've lived in Petaluma since 1982 & I think that we need to preserve the charm of downtown Petaluma.

V Lakatos
 Sent from my iPhone

November 6, 2023

Dear Historic and Cultural Preservation Committee members::

Although I have been to all of the public meetings re: this project I have not spoken up because other citizens have eloquently expressed my own concerns. But now I don't feel that we are being taken seriously.

I was a military brat who settled in Sonoma County in 1969, and have built my entire life here since leaving home. I have lived in Petaluma for over 33 yrs, on both the East and West sides of Petaluma; my husband even longer, and we've raised 4 children here. I graduated from SRJC, got a BA and Graduate Degree from SSU, and enjoyed a 35 yr. career there as a faculty member and administrator. I moved here from Santa Rosa when my son was in 3rd grade, specifically because I wanted to raise him in this quaint town, where I had lived as a college student and later professional.

When the planners give us examples of already existing, "equally tall" buildings as this proposed hotel, and show us with a straight face the grain silo, clock tower, and the church steeples, I find it to be very disingenuous and duplicitous. My distrust and anxiety grows.

Those particular structures do not alter the entire environment they surround, do not cast a humongous shadow on all the nearby existing buildings, business and thoroughfares, and do not obstruct the view of all of the surrounding residential areas. This behemoth does not belong on this corner. The rezoning overlay amplifies the problem many times over. It totally changes the feel of old Petaluma, and this is just the beginning of outside developers changing the culture and fabric of our historic downtown.

I keep hearing how chain-link fences are a blight on our historic town, just like when a judge once said that the wonderful Schollenberger Park was a blighted area. I begin to wonder if someone is trying to dupe us. This hotel does not "fit" on the corner next to Rex's, across the street from some of the most important historic buildings in our town and many wonderful small businesses, ie the entrance to our downtown - all of which already attract wealthy visitors as well as many locals. The proposed rezoning overlay would change all of this.

The proposed building is designed to cater to those who can afford its amenities and is not a common space for all. It is a luxury entertainment center, touted to hopefully

rescue city economics. Obviously, rezoning will bring more buildings like it, and now I've learned how easy it is for developers to get "exceptions." I've gotten increasingly anxious every time I attend these meetings and have now seen how development and Planning work in Petaluma. I'm distressed.


We have other truly "blighted " areas where Appellation would fit nicely. If the City truly believe it's going to get a lot of tax dollars out of this, regardless of our prolific potholes, limited parking, water concerns, city infrastructure, traffic, lack of housing, and current ample available hotel space, please show us the specifics! This is a **luxury hotel**. Where is the affordable housing for those new low-wage jobs? And how will rezoning impact the existing small businesses in that area of downtown? How will it change the atmosphere and climate of downtown?

The city needs to put more thought into this. I am now very angry where I was just curious before. There are a few people who talk about how there's need for a change for progress for younger residents, referring to all of the gray haired people in the room – which felt disrespectful and ageist re: people who have lived a long time, contributed to society, paid high taxes and funded important social needs, and who may now be retired but volunteer their time to protect and preserve the things about Petaluma that make it special.

Preserving our unique history does not mean living in the past or having no vision of an even better future - not just for ourselves, but for all Petalumans and those who wish to share in our unique piece of paradise. No one has ever accused me of being an old fogey, short sighted, or stuck in the past. Perhaps we have gained some wisdom from our many years of living and learning. Let us hope so, and perhaps our City leaders as well.

Elders, the Historic and Cultural Preservation Committee, Planning, and the City Council are the caretakers of legacy. Please reconsider the comments, perspectives, and suggestions that so many long-time Petalumans are providing you. More analysis and community input is needed. NO REZONING and NO APPELLATION. Please slow down.

Sincerely,


Linda Lipps (and Pete Musser)



Fw: Ugly!

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 6:58 PM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Project comment**Eric Danly**

City Attorney
City of Petaluma | City Attorney
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From: Helena Sandie [REDACTED]
Sent: Monday, November 6, 2023 6:54 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Ugly!

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

Do not allow a 7 story hotel to be built that violates our general plan zoning & historic regulations!!!!

Sent from my iPhone

Nov 6, 2023



Critical viewsheds of Historic District and ridges (Scott Hess)

Dear City Council members –

I want to register my strong opposition to both the EKN Hotel project and the rezoning overlay being proposed by the City for 3 separate areas in Petaluma's Historic Downtown, and I ask that you deny both the hotel and the zoning overlay at this time in light of the fact that they violate no fewer than two of our major policy documents, our General Plan and Historic Regulations, and require a great deal more study. At the very least, both the hotel and zoning overlay require full Environmental Impact Reports (EIRs). A Mitigated Negative Declaration (MND) is woefully insufficient for such substantive zoning changes.

Significantly, we are a Rivertown that regularly floods, and our historic downtown is in direct proximity to the Petaluma River, a tidal slough. Development affects the soil and water flow (*i.e.*, replacing soil with impervious surfaces means water can't seep into the ground as it did before, and causes more water to accumulate in the river). Therefore you're *increasing* the average flow rate year round as a result with each build on a vacant lot. And there's been a tremendous amount of development along our riverbanks and floodway/floodplain in the past

few years, as is, as well as more in the pipeline (*e.g.*, Oyster Cove, Scannell, Sid Commons, etc).

Tidal rivers in particular are more prone to flooding during severe weather events than other types of rivers because precipitation events can combine with coastal events, creating synergistic effects (more severe and prolonged flooding). The low-lying nature of our historic downtown is resulting in stormwater management challenges exacerbated by all this increased flooding (as we've readily seen). As NOAA states, "A stormwater management system impaired by coastal flooding events can have far-reaching effects on the community at large. Minor flood events can disrupt transportation, which affects everything from emergency access to the flow of goods and services, as well as the ability of people to get to and from their homes. Floodwaters that cannot infiltrate or drain may become stagnant, creating additional impacts on human health. Excessive flooding over time, even minor events, can change how people live and how businesses and the community operate. This can cause detrimental economic impacts on real estate values and tourism, and other negative impacts to businesses". Thusly, the ability of the land and the soil and the infrastructure to handle storm surges positively needs to be surveyed/assessed – especially as climate change continues to worsen.

Secondly, as you well know, the EKN hotel site was the site of a prior gas station with leaking underground storage tanks that required substantive remediation. The site was not excavated, and contaminated soils removed, to a depth of a 2-story underground garage. Additionally, with an underground structure (garage) specifically, there is an increased risk of inundation due to climate change impacts and the associated increased flood risk.

Also in regards to the zoning overlays, the *cumulative impacts* of numerous, up to 8-story buildings on traffic, emissions, fire, flooding, surface water and groundwater, etc have to be assessed (M Group commissioned a feasibility study from Strategic Economics for up to 8-story structures in the downtown). Where the City has identified the parcels/lots it wants to build on or repurpose throughout the 3 overlay areas, it can readily do this analysis. As Raimi + Associates has already demonstrated, every single census tract in Petaluma is adversely

impacted by traffic emissions. Adding a lot more high-rise development to the downtown will result in a significant increase in traffic and air pollution. And where modern construction has a massive carbon footprint (39% of all carbon emissions), all this development will have a sizeable impact on Petaluma's carbon footprint, including creating more heat islands, etc. Hotels, especially, are massive users of energy and water, and create a lot of waste. There will be zero chance for net zero (Petaluma's stated climate goal for 2030).

Petaluma has just come through a 7-year drought and is one of only 2 cities in Sonoma County that, due to insufficient groundwater, has had to form a Groundwater Sustainability Agency (GSA). So the cumulative impacts of a major rezoning - that would see a significant increase in population and tourism - on our groundwater basin absolutely needs to be fairly assessed via the EIR process. Hotels both use, and waste, tremendous amount of water.

As our City leaders well know, Petaluma has a strong identity as a historic, agricultural Rivertown. It is said we have the greatest number of ironfronts West of the Mississippi and, per the expert SF architectural historians Paige & Turnbull hired to do our historic inventory for the General Plan update we have, "architecture unmatched in California". Because of the unparalleled architectural gems in our downtown, and our listing on the National Historic Register, that sets a high bar for new builds within and in proximity to the downtown. Our viewsheds of these majestic historic buildings, in addition to views of our iconic ridges (for which our town is named), give Petaluma a distinct identity and sense of place, and put us on the map for tourists and filmmakers alike. More than 20 Hollywood movies have been shot in Petaluma.

In addition to movies filmed here, Petaluma's picturesque historic setting has been called out in numerous national and local media: Sunset, Forbes, San Francisco Chronicle, Sonoma Magazine, The Press Democrat, etc (refer to links included, below) for having one of the Best Main Streets in the West. ***Heritage Tourism is a real economic force. A change in our current zoning*** - that would allow for non-conforming, incongruent structures to obscure our distinct identity and sense of place - ***will irreparably damage the economics of our City***; inappropriate developments cannot be undone. Petalumans must not

settle for a homogenization of our unique identity and sense of place that would damage our economic vitality.

The proposal for a rezoning overlay would see our 1-3 story National Historic Register-listed architectural masterpieces dwarfed by 6-8 story developments (M Group Planners hired Strategic Economics to look at the feasibility of up to 8-story buildings in Petaluma's historic downtown). This will destroy **Petaluma's most valuable economic asset, her historic downtown**. If, for example, in the image below a modern 6-8 story build were to go in where Chase Bank is now, it will disrupt the setting/context of the historic district.

Indeed, the cumulative effect that the zoning overlay will have on vistas, mass and bulk throughout downtown has not been addressed. The cumulative impact that 6-story (or greater) buildings will have on the context, integrity, and setting of our Historic Downtown have not been addressed. The cumulative impacts of additional height and bulk allowances on all overlay parcels must be addressed now, or deferred until the EIR for the General Plan Update has been completed.



Setting that would be impacted, to far right of this image (where Chase Bank is currently).

In regards to EKN's Appellation Hotel specifically, the current lot comprises 2 parcels in our historic district, and the hotel would occupy a prominent corner on Petaluma's main boulevard, in full view of the majestic Italianate iron fronts, Masonic clock tower, Brainerd Jones's neo-classical Carnegie Library built in 1904, and the Old Petaluma Mill. By necessity, that merits a high bar in terms of architectural design.

EKN's proposed hotel exceeds current planning policies for Floor Area Ratio (FAR), building height, and lot coverage maximums. It is oversized and architecturally inappropriate for its proposed location. It is out of scale with its neighbors in its sheer size. It disturbs the integrity, context and setting of our Historic District. Without the rezoning overlay, the hotel cannot be built as currently proposed. Strolling down Petaluma's main drag, where one now sees Petaluma's iconic Victorian clock tower silhouetted against the sky, you would instead see the modern, 6-story EKN Appellation hotel rising above it. It has no place here in this historic town; it doesn't in any way represent Petaluma's unique brand, and it violates our General Plan. From an economic vantage point, our nationally-recognized historic downtown cannot afford brand-harming project failures.

Historic District Design Guidelines state that Infill buildings in the Historic District should "harmoniously coexist with the historic character." This is a powerful impact that is not mitigated. The proposed hotel is not compatible with the massing, scale, and architectural features of the Historic District. This is a significant, unacceptable impact that is not mitigated by what it contributes to the common good.

Note Santa Rosa's Newest "Historic Charm Meets Modern Luxury" Hotel E (Greystone Hotels) in their downtown (image below): "Hotel E displays a *stunning amalgamation of old-world charm and modernity*. Our boutique hotel finds its ideal location in the iconic Beaux-arts building on Old Courthouse Square". A total of 110 rooms – and neither structure exceeds 4 stories. The exterior of the new hotel *is designed to mesh* with the existing beaux arts Empire building on the square, a Santa Rosa landmark since 1908. Surely if Santa Rosa's downtown design aesthetic is deserving of (focused on/ concerned with) historic consideration (merit/congruency/implementation), Petaluma's

downtown with its “unmatched California architecture” most decidedly is.



Santa Rosa’s Old Empire Bank building repurposed as luxury boutique hotel with converted garage on left.



Greystone’s Hotel E, Santa Rosa Downtown

Note that when Napa expanded their downtown with their riverfront, they understood that their role was, “not to transform the downtown, rather to work within the framework, character and history that Napa already provided” (image just below). Petaluma must follow other economically-successful wine country towns (*e.g.*, Sonoma, Healdsburg, Calistoga) and maintain a strong sense of beauty and place when it comes to zoning and new construction.



Napa Riverfront

While it's vital that we protect our farms and green spaces from encroachment, that can't result in a panicked narrative that leads to truly bad planning decisions, like this proposed Building Form Overlay (IZO zoning overlay) of Petaluma's downtown district. We have to focus on growing in an intelligent, measured way, approving structures that are beautiful and that will delight tourists and residents alike.

Developers will always try and negotiate the best outcome. With this proposed IZO zoning overlay, not only are we *not* going to be allowed to place obligations on developers (they will be able to flout our planning policies with vastly inflated densities and height/lot coverage breaches), but we're also going to end up with a lot of ugly, outsized structures that don't make sense for us as a town. This zoning overlay will greatly impact our functionality, increase our pollution, and irreparably impact our unique brand. It will open us to enormous exploitation by developers, and trample the interests of us citizens.

The last thing Petalumans want is for new builds to dwarf our iconic structures. We want to maintain our unique sense of place. In short, a re-zoning overlay of our historic and downtown district that would allow for higher than normal buildings, and buildings that cover more of a lot would be a terrible thing to have come to pass for our beautiful town. **Please vote the IZO zoning overlay down and allow the citizens – not developers – to maintain control of what gets built in our downtown.**



Petaluma's Masonic Clock Tower Victorian Ironfront

In (stark) contrast to EKN's proposal, other hotels in Petaluma's downtown are congruent with our illustrious architectural past. The Petaluma Hotel has the advantage of a welcoming courtyard, u-shaped design, and pleasing countenance, and the Hampton Inn's Twine Factory exterior has charm to spare (and it was only ever intended to be a perfunctory commercial building, and not decorative). But it's a classic, as is the Burdell building in the vicinity.

Newer builds in close proximity to our downtown (*e.g.*, Petaluma's theater district) have been sensitive in their design to our storied historical past – just as is done in Healdsburg/Sonoma/Napa. And any arguments claiming EKN's Hotel vacant lot is outside the historic district are bunk. The theater district further to the South describes itself as, "the heart of downtown Petaluma". And both the historic D Street

Bridge and Walnut Park, as well as many grand Victorian homes and our historic post office (listed on the National Register), lie to the South of the EKN's hotel lot. In 2000, the U.S. Library of Congress officially recognized Petaluma's Walnut Park, built in 1873, as a "Historic American Landmark".

EKN's hotel design needs to fit within the framework, character and history that Petaluma historic downtown already provides. They don't have to reinvent the wheel. If they want to build a blocky structure, they can build a classic structure with awnings (and warmth) like the Hotel La Rose in Santa Rosa's historic railroad square (image below).



Santa Rosa's Historic La Rose Hotel

When an addition was required to the historic Silk Mill (originally built in 1892), renowned architect Brainerd Jones designed the (seamless) addition to go with the original classic Georgian Revival style of the mill. (all this effort for a perfunctory twine factory!). Today, we are grateful for this design foresight. With EKN's hotel, now we're talking about a ***significant*** addition to our storied downtown historic district; a structure that would dwarf our iconic historic clock tower iron front and McNear buildings. The fact that this hotel will be adjacent to one of our downtown's most picturesque blocks, makes it an obligation to fit into the character of Western Petaluma. Let's do right by our unique brand, as Healdsburg/Napa/Sonoma routinely do. Those are the towns we want to emulate – to be successful.

Petaluma residents want this to be a hotel they can call their own, and be proud of. Recall that there were 850 individuals that contributed to the financing and support of The Petaluma Hotel. Pretty darn progressive for the 1920s. And, "Visionary architects from San Francisco" were recruited to design it. The design of this prominently-placed hotel in our historic downtown needs to be more of a community-influenced process.

Buildings stand for a long time; typically 50-100 years. What we are making now we will all have to live with for a very long time. We cannot afford to diminish our brand with yet more botched urban development/blight as we saw with the inappropriate Courtyard Marriott hotel, a brand harming project failure. Please do not approve EKN's Appellation Hotel as designed, and do not approve the IZO zoning overlay that would irreparably change the setting, context and integrity of our Historic Downtown. Any changes to our zoning/General Plan require, at a minimum, an EIR – and must be judiciously and meticulously considered. An MND is in no way appropriate or adequate for these substantive changes/violations of our current zoning regulations.

Thank you for your time and consideration to this critical issue.

Sincerely,

Moiria Sullivan
Petaluma Resident

<https://www.sunset.com/travel/petaluma-california-main-street>

<https://stories.forbestravelguide.com/why-you-should-visit-petaluma-california>

<https://www.sonomamag.com/sonoma-county-town-makes-list-of-top-5-main-streets-in-the-west/>

<https://www.sonomamag.com/2-local-towns-top-list-of-best-main-streets-in-northern-california/>

<https://www.onlyinyourstate.com/northern-california/best-main-streets-norcal/>

<https://www.pressdemocrat.com/article/news/petaluma-mendocino-named-among-cutest-towns-in-northern-california-says-w/>

<https://livability.com/best-places/top-100-best-places-to-live/2016/petaluma/#:~:text=The%20city%27s%20diverse%20housing%20options,an%20attractive%20place%20to%20live.>

<https://www.pressdemocrat.com/lifestyle/8737358-181/how-petaluma-became-the-it>

<https://www.placeeconomics.com/resources/historic-preservation-an-overlooked-economic-driver-a-study-of-the-impacts-of-historic-preservation-in-rhode-island/>

Location: Rhode Island

Client: Preserve Rhode Island, The Preservation Society of Newport County

Date: 2018

The citizens of Rhode Island have long recognized the importance of their built heritage. Less than 50 years after the Declaration of Independence, the Rhode Island Historical Society was founded in 1822 as one of the earliest history organizations in the nation. This longtime commitment has meant dividends for Rhode Island – its economy, its environment, and its quality of life.

This report was commissioned to systematically look at historic preservation in Rhode Island in four areas: heritage tourism, the impact of the historic tax credit, life and culture, and sustainability. The study found that the assets of the past centuries are the base of a 21st century economy and are often locations of choice for today's Rhode Islanders.

Heritage Tourism

- » Rhode Island welcomes 9.8 million heritage visitors each year.
- » Those visitors add nearly \$1.4 billion to the state's economy.
- » The spending of heritage visitors creates jobs for 19,000 workers directly, and another 7,000 indirectly.

- » Those jobs generate paychecks of nearly \$1 billion, including \$602 million for direct jobs and \$358 million for indirect and induced jobs.

Historic Tax Credits

- » For every \$1 the state invests in a tax credit project, \$10.53 of economic activity in Rhode Island is generated.
- » Since 2001, the rehabilitation of 326 historic buildings has attracted over \$1.4 billion in investment that qualified for historic tax credits. When additional, non-qualifying expenditures are included, the total project investment reaches \$1.8 billion.
- » Since 2001, tax credits projects have occurred in 26 of Rhode Island's 39 municipalities
- » Since 2001, tax credit rehabilitation projects have generated an average 965 direct jobs and an additional 739 indirect and induced jobs each year.
- » Since 2001, the rehabilitation of historic buildings using the tax credit has generated direct salaries and wages of \$50 million plus an additional \$35 million in indirect and induced wages on average.
- » The State of Rhode Island receives back nearly half of the historic tax credit before it is even awarded.

Quality of Life

- » Local historic districts in Rhode Island disproportionately attract workers in the knowledge and creative fields.
- » Rhode Island's local historic districts cover only 1% of the state's land area, but are home to 4% of the state's jobs, and 12% of the population.
- » Rhode Island's local historic districts attract new residents. Of the population growth since 2000, more than half occurred within local historic districts.
- » While 4% of all Rhode Island jobs are in historic districts, those areas are where 8% of the jobs in arts and entertainment are located.
- » The historic districts in Rhode Island are virtual mirrors of the state as a whole in income, race and ethnicity.

FW: Citizen input on downtown hotel project**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 4:12 PM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Project comment

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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-----Original Message-----

From: Marion Wagner [REDACTED]
Sent: Monday, November 6, 2023 4:11 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Citizen input on downtown hotel project

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

Dear Petaluma City Council,

This e-mail is to voice opposition to altering our general plan to allow buildings higher than our current General Plan allows in our downtown area. A structure of 7 stories (proposed hotel by EKN specifically) on the corner of B Street and Petaluma Boulevard will alter the human-friendly, open view shed of downtown irreparably. This is a beautiful

small town "Main Street" environment conducive to the relaxed, agriculturally-oriented feel of our delightful little town. We do not need a downtown with a "canyon-like" large city character. A 7 story monolith at that crucial downtown juncture where we Petalumans come to shop, eat and celebrate would be an abomination.

No argument that some more downtown hotel rooms would be nice for visitors and tourists to our fair city...but 7 stories? That is ridiculous.

As a Citizen of and homeowner in Petaluma for 30 years and with sensibilities honed as an Urban and Regional Planning graduate from UC Davis, I beg of you all to look away from the "promised" revenue from this project and keep the best interest of those you serve in mind.

Keep Petaluma on the low down ! San Francisco or Oakland are both a scant 30 45 minute drive if one would like to enjoy a canyon-like atmosphere of buildings soaring higher than the human-sized downtown Petaluma we know and appreciate.

Please do not allow buildings higher than the current General Plan allows in the downtown area

Respectfully,
Marion Wagner

Sent from my iPhone

Fw: Historical town overlay

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 9:12 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney
City of Petaluma | City Attorney
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EDanly@cityofpetaluma.org



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From: Judith Allewelt [REDACTED]
Sent: Friday, November 3, 2023 8:25 AM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Historical town overlay

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No! No! No! I'm for the hotel but not the overlay raising the 45' height limit in the historic downtown. If the hotel can't make the numbers work at 4 stories, they need to find an area in town where it will. Judi

11/5/23, 5:38 PM

Fw: Historical town overlay - Andrew Trippel - Outlook

Allewelt

Sent from my iPhone

Fw: Downtown hotel

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 8:42 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Nancy Andrews [REDACTED]
Sent: Saturday, November 4, 2023 6:14 AM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Downtown hotel

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

Good Morning Councilmembers,
I have been following all the uproar over the proposed hotel downtown that is so much higher than everything else. I have tried very hard to be open minded and accepting of changes that inevitably come

with growth. On this one, I feel compelled to speak up against it. I'm not against the hotel, being built downtown, but the size and scale of this it's completely unacceptable.

I am aware also of the budget constraints of the city and that developers contribute. Lots of money on the side to get what they want. As many have said, before they drop the money, and then they disappear, and we are left with a building that does not fit the historic nature of the downtown district.

In addition, there has been long-standing traffic problems, trying to get across town from east to west and vice versa. On any given day it can take 20 to 25 minutes to get across town as we are right now and that doesn't include when the bridge goes up at D Street. When you add this enormous hotel, I shudder to think what it will entail trying to get across town. And when you add this enormous hotel, I shudder to think what it will entail trying to get across town. And while I do think that the timing of the signals all over Petaluma can be adjusted to better facilitate traffic delays, this is not a viable solution for this problem.

Please do not be enamored with the cash flow that you think this is going to provide because that is very shortsighted thinking. Your job is to help steer the future of Petaluma. We have voted for each of you, and are trusting that you will do the right thing. You will be held accountable. If you just want to follow the short money, you will have ruined the character of the town, and made daily life exponentially more difficult for all of us.

Please return this project to a scale, more appropriate and required. The developer who presents a reasonable plan to also help finance an additional crossing between east and west that is proposed at Caulfield and Petaluma Blvd. South.

Thank you for your attention, Nancy, Andrews

Public Comment for 11/14/23 Planning Commission Meeting regarding the Overlay

Sat 11/4/2023 3:32 PM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

You don't often get email from [REDACTED]. [Learn why this is important](#)

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I strongly object to this arbitrary three-area Downtown Housing and Economic Opportunity Overlay, at this time and place. I specifically object that it is being "brought forward" for a vote in advance of the comprehensive General Plan Update process, all for one Developer.

Planning staff have continued to assert for the past five months that the Overlay and the Hotel are separate entities, but we all know that the Hotel cannot proceed without first approving the Overlay. That's the only reason we have a piecemeal, poorly-studied Overlay today, rather than doing the right thing to guide Petaluma's long-term growth—We need community input about density, and we need a comprehensive evaluation of downtown zoning under the umbrella of the General Plan Update.

- How do we know if 75 feet is the best answer for downtown?
- How do we know if six-story housing developments adjacent to historic downtown will provide an economic boost to local merchants?
- Can we achieve enough increased density just through increasing FAR and lot coverage, without adding height?
- How do we know what income mix is the best for new Downtown housing? Owners or renters?
- The current Housing Element indicates that out of 1910 housing units to be built by 2031, once "in-the-pipeline" projects are taken into account, the remaining needs are for 263 units at Very Low Income, 97 units at Low Income, and 207 units at Moderate Income. Low and Very Low Income housing projects will be able to avoid both CEQA review and discretionary design review. Is this what will be considered for new housing in the Overlay parcels? How will this type of housing increase economic vitality and boost spending power downtown?
- Why do we want to allow ground-floor housing downtown? How does this achieve an active streetscape?
- What comparable small cities with a National Register historic downtown have successfully added height and density around their historic downtown buildings?

We don't know the answers to these questions yet because this level of study hasn't been presented! What happened to the concept of Know-Before-You-Grow? This level of study and discussion would typically be part of the ongoing General Plan Update process. The General Plan Update is going to have to go through a full-on EIR. "Bringing forward" the Overlay component because it fulfills various goals of the General Plan Update just means the Overlay can skirt the kind of scrutiny and study it should otherwise receive. And of course, it means handing

over the keys to the kingdom to one single developer for one single project. Allowing decision-making to be dictated by the promise of Development money is not SMART urban planning, it is REACTIONARY urban Planning.

I also strongly object to combining the Overlay and the Hotel into this single draft environmental study to satisfy the CEQA checklist.

Despite the separation of the Hotel from the Overlay for appearances sake, Planning Staff has combined the Overlay and the Hotel into one co-mingled CEQA / IS-MND report. In combining the environmental study into a single document, it is impossible to accept one set of environmental impact premises but not the other.

Planning staff's report basically represents the Overlay as a simple, "programmatic" set of changes; merely a wave of the pen to change three areas on the Zoning Map, change the building height in the Zoning text, and change the text of the current General Plan to increase FAR.

The argument they have put forth regarding the Overlay is that these programmatic elements have no environmental impact in and of themselves, because they are simply administrative changes to zoning documents. They indicate there *might* be an environmental impact in the future, but since construction isn't happening, then there cannot be an impact. (*kind of a "move along, nothing to see here..." approach*) This is kick-the-environmental-can-down-the-road logic. Of course the Overlay will have an environmental impact once these blocks are fully built out!

The CEQA checklist mandates the following: *"all answers must take account of the whole action involved, including off-site as well as on-site, cumulative as well as project level, indirect as well as direct, and construction as well as operational impacts."*

- What are the cumulative environmental effects of adding as many as six stories of new housing and retail in the three Overlay sub-zones?
- What are the cumulative environmental effects when you layer in 132 new condominiums at Oyster Point, 182 units at Haystack Pacifica, and who knows how many proposed housing units adjacent to the Lakeville SMART Station, all within .25 miles of the hotel site?
- Why are there no comprehensive studies on traffic, parking, water use, noise, or flooding that reflect cumulative effects of developing the Overlay areas and surrounding housing projects currently in the pipeline? All supporting data in this report refers specifically to the hotel construction.

I urge you to take a deep breath here and tap the brakes for a moment.

- Require that this single environmental report be separated into distinct Hotel and Overlay reports.
- Require that the Overlay report be amended to address the cumulative environmental impacts of maximum future built-out in all proposed overlay zones, combined with those future contributing projects immediately surrounding downtown.
- Delay any vote on the Overlay until cumulative environmental effects can be defined. The overlay does not merit being "brought forward" with a wave of a wand simply to assuage this developer's demands.
- Strongly advocate for incorporating the Overlay into a comprehensive environmental impact report of the full General Plan Update—this is where it belongs.

Lydia Asselin

Fw: 7 story hotel**Eric Danly** <EDanly@cityofpetaluma.org>

Sat 11/4/2023 8:41 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

More public comment**Eric Danly**

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

EDanly@cityofpetaluma.org



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From: Christine Bell [REDACTED]**Sent:** Saturday, November 4, 2023 7:37 AM**To:** -- City Council <citycouncil@cityofpetaluma.org>**Subject:** 7 story hotel

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To whom it may concern,

I love our beautiful downtown and the small town feel of Petaluma. I think a 7 story hotel is a bad idea.

It's simply too tall and will dwarf the other buildings. There are many locations where this hotel can make a home, but downtown is not that location. Please consider the feelings of the residents of Petaluma and deny this hotel the location in downtown.

Thank you!
Christine Bell

Fw: Hotel concerns

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 9:10 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

EDanly@cityofpetaluma.org



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From: Emily J Best [REDACTED]**Sent:** Friday, November 3, 2023 10:03 AM**To:** -- City Council <citycouncil@cityofpetaluma.org>**Subject:** Hotel concerns

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Hi city council,

I would like to add my voice to those who are concerned about the impact of new zoning laws to make way for the proposed hotel on Petaluma Blvd and B Street. Why can't we keep to our current building height limits as we grow with care and intention while retaining our "small town" feel?

Thank you,

Emily

Fw: Hotel

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 8:53 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

EDanly@cityofpetaluma.org



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From: Lauren Bettinelli [REDACTED]
Sent: Friday, November 3, 2023 5:46 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Hotel

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

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Dear Petaluma city Council,

I am very much against a hotel on the end of B street. I have lived here, my whole life and I grew up on B street.

I have traffic concerns. The area is just too small for a big hotel. Most people will travel by car to get here.

There are already too many cars downtown. I do not go downtown for that reason.

I am very much against the overlay.

You do not want to destroy what is special about Petaluma.

Thank you


Sent from my iPhone

EKN proposal + Subsequent zoning overlay

Suzanne Biaggi [REDACTED]

Sun 11/5/2023 12:58 PM

To: Andrew Trippel <atrippel@cityofpetaluma.org>; rwhisman@yahoo.com <rwhisman@yahoo.com>; heidibauer2000@gmail.com <heidibauer2000@gmail.com>; bmhooper@gmail.com <bmhooper@gmail.com>; darrenracusen@gmail.com <darrenracusen@gmail.com>; rogermcerlane@mac.com <rogermcerlane@mac.com>
Cc: Greg Powell <GPOWELL@cityofpetaluma.org>

 1 attachments (174 KB)

Challenge to EKN Financial Impact Study.pdf;

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I have been attending meetings and listening to folks that are interested in having the 6 + story Appellation hotel in the historic district. As it has been made clear, the hotel cannot be developed without making major changes to our General plan and current zoning and historical codes. The major motivation to make these radical changes seems to be with financial considerations and the possibility of bringing more \$\$ to our downtown merchants. I don't believe that these considerations have been carefully examined.

I have attached a financial analysis for you to ponder that doesn't correspond with what the city is being told it will reap in benefits. In addition I have been told from the EKN developers at the meeting on 10/1 that the average price of a room would be between \$275-\$300 and double that during the "season". That number doesn't pencil out with the proposal being presented to the city. I think to expect full occupancy @ Average room rate \$400.00 is unrealistic considering what the average price of a room in Petaluma is. EKN at the same meeting said they expected people would come by train or Uber so the parking and traffic wouldn't be so bad; another unrealistic expectation. Regarding the rooftop bar. It will need to closed @ 10:00 on the week-ends due to noise factors and possibly sooner when the adjacent high-end neighborhood is adversely affected.

I once again would like to go on record as opposing the EKN proposal at this time, as well as the mitigated Negative Declaration. To make such radical changes we need time to full consider the consequences. We do not want to repeat failed projects such as the Factory Outlet Mall that also had town opposition and was hastily pushed through. Long term effects should also be considered such as what has happened at the "Trader Joes" shopping center and it's empty buildings. Not to be mention geological considerations for a 2 story underground excavation due to the high water table in the area.

Our town does not have many, if any good examples of architecture that matches the quality of our historic center. It would be shame to the have type of architecture we see going up along Pet. Blvd (new luxury apts.) be in our historic center. Since this letter is written in haste due to a deadline that I just heard about yesterday I haven't had time to document examples of new building going up alongside historic ones that are of the same quality. This documentation will be coming soon.

Thank you for considering my concerns.
Suzanne Biaggi



SUZANNE BIAGGI



APPELLATION HOTEL / FINANCIAL QUESTIONS

The developers have submitted an Economic Impact Study to Petaluma's Planning Department that outlines 1) temporary economic impacts and job creation during construction, 2) ongoing economic impacts and job creation once the hotel is up and running, and 3) Projected tax revenue streams. This document attempts to analyze the veracity of EKN's numbers.

The tax revenue impacts are quite rosy and presumably are eye-catching to Petaluma's elected officials. However, they don't stand up to scrutiny—the city needs to be asking the developers to “show your work, please.” The supposed tax windfall of \$3.94M annually is going to be significantly less coming to Petaluma's general coffers.

EKN'S KEY TAX REVENUE ASSUMPTIONS:

Developer's Tax impact summary provides a 25-year total tax revenue picture.

For simplicity, dividing by 25 gives an average annual tax revenue benchmark:

However, not all of this tax revenue will go directly to Petaluma.

| Tax revenue from: | PROJECTED BY EKN: | | MORE REALISTIC: |
|-------------------------|-------------------|--------------|---------------------|
| | total over 25 yrs | avg per year | avg per year |
| Transient Occupancy Tax | \$37.1 M | \$1.48 M | \$650K - \$750K |
| Sales Tax | \$36.5 M | \$1.46 M | \$308K |
| Property Tax | \$24.9 M | \$1.0 M | \$130K |
| Total: | \$98.5 M | \$3.94 M | \$1.08 M - \$1.18 M |

WHERE DO THESE TAXES GO ONCE THEY ARE COLLECTED?

Transient Occupancy Tax (TOT) is calculated at 10% of the hotel room rate, and goes directly to the local jurisdiction.

Sales Tax (9.5%) is split between state, county, and local. Petaluma's portion is 2%.

Property Taxes are collected by the county; 13% of each dollar goes to Petaluma

WHAT ARE PEOPLE WILLING TO PAY PER NIGHT FOR A HOTEL IN PETALUMA?

| | |
|-----------------------|---------------|
| Hotel Petaluma | \$203 - \$223 |
| Hampton Inn | \$148 - \$167 |
| Sheraton | \$145 - \$159 |
| Courtyard by Marriott | \$131 - \$149 |
| Home 2 Suites | \$151 - \$178 |
| Appellation Hotel | ??? |

TOT TAXES ARE CALCULATED AT 10% OF THE GUESTROOM RATE:

EKN's TOT revenue projection is \$1,480,000 annually, so the guestroom revenue would be \$14,800,000.

What is EKN proposing for an average guestroom rate?

Doing the basic math, it seems inconceivable that a TOT revenue of \$1.48M is possible:

If all 93 rooms were occupied 365 days a year, this would mean an average room rate of **\$436/night**.

If all 93 rooms are occupied for only 60% of the nights/year, the average room rate jumps to **\$727/night**.

If all 93 rooms are occupied for only 50% of the nights/year, the average room rate jumps to **\$872/night**.

APPELLATION HOTEL / FINANCIAL QUESTIONS

WHAT IS A REALISTIC APPELLATION HOTEL ROOM RATE, AND WHAT TOT REVENUE WILL THAT BRING?
HERE ARE SOME ASSUMPTIONS, BASED ON THE BREAKDOWN OF ROOM TYPES AND POSSIBLE ROOM RATES:

| Room Type | Number of rooms | Nightly Room Rate | Nightly Revenue 100% full | All rooms full 100% occ. 365 nights | All rooms full 60% occ. 219 nights | All rooms full 50% occ. 183 nights |
|--------------------|-----------------|-------------------|---------------------------|-------------------------------------|------------------------------------|------------------------------------|
| King | 69 | \$400 | \$27,600 | \$10,074,000 | \$6,044,400 | \$5,037,000 |
| Queen | 15 | \$400 | \$6,000 | \$2,190,000 | \$1,314,000 | \$1,095,000 |
| Corner Suite 2,3,4 | 3 | \$800 | \$2,400 | \$876,000 | \$525,600 | \$438,000 |
| Exec Suite | 4 | \$1,000 | \$4,000 | \$1,460,000 | \$876,000 | \$730,000 |
| Deluxe Suite | 1 | \$1,500 | \$1,500 | \$547,500 | \$328,500 | \$273,750 |
| Bridal Suite | 1 | \$1,500 | \$1,500 | \$547,500 | \$328,500 | \$273,750 |
| Totals: | 93 | avg \$462 | \$43,000 | \$15,695,000 | \$9,417,000 | \$7,847,500 |
| Annual TOT: | | | | \$1,569,500 | \$941,700 | \$784,750 |

For this group of room rates before tax = \$7.85M, adding sales, TOT, and other taxes would come close to EKN's proposed hotel revenue of \$9.5M.

| Room Type | Number of rooms | Nightly Room Rate | Nightly Revenue 100% full | All rooms full 100% occ. 365 nights | All rooms full 60% occ. 219 nights | All rooms full 50% occ. 183 nights |
|--------------------|-----------------|-------------------|---------------------------|-------------------------------------|------------------------------------|------------------------------------|
| King | 69 | \$300 | \$20,700 | \$7,555,500 | \$4,533,300 | \$3,777,750 |
| Queen | 15 | \$300 | \$4,500 | \$1,642,500 | \$985,500 | \$821,250 |
| Corner Suite 2,3,4 | 3 | \$800 | \$2,400 | \$876,000 | \$525,600 | \$438,000 |
| Exec Suite | 4 | \$1,000 | \$4,000 | \$1,460,000 | \$876,000 | \$730,000 |
| Deluxe Suite | 1 | \$1,500 | \$1,500 | \$547,500 | \$328,500 | \$273,750 |
| Bridal Suite | 1 | \$1,500 | \$1,500 | \$547,500 | \$328,500 | \$273,750 |
| Totals: | 93 | avg \$372 | \$34,600 | \$12,629,000 | \$7,577,400 | \$6,314,500 |
| Annual TOT: | | | | \$1,262,900 | \$757,740 | \$631,450 |

| Room Type | Number of rooms | Nightly Room Rate | Nightly Revenue 100% full | K&Q + Corner full 100% occ. 365 nights | K&Q + Corner full 60% occ. 219 nights | K&Q + Corner full 50% occ. 183 nights |
|--------------------|-----------------|-------------------|---------------------------|--|---------------------------------------|---------------------------------------|
| King | 69 | \$400 | \$27,600 | \$10,074,000 | \$6,044,400 | \$5,037,000 |
| Queen | 15 | \$400 | \$6,000 | \$2,190,000 | \$1,314,000 | \$1,095,000 |
| Corner Suite 2,3,4 | 3 | \$800 | \$2,400 | \$876,000 | \$525,600 | \$438,000 |
| Exec Suite | 4 | \$1,000 | \$4,000 | | | |
| Deluxe Suite | 1 | \$1,500 | \$1,500 | | | |
| Bridal Suite | 1 | \$1,500 | \$1,500 | | | |
| Totals: | 93 | | \$43,000 | \$13,140,000 | \$7,884,000 | \$6,570,000 |
| Annual TOT: | | | | \$1,314,000 | \$788,400 | \$657,000 |

At an average room rate of \$372-\$462/night the TOT revenue would likely be in the range of \$650,000-\$750,000 annually. This is half of the revenue EKN has projected.

APPELLATION HOTEL / FINANCIAL QUESTIONS

PROJECT EXPENSES DURING PRE-CONSTRUCTION AND CONSTRUCTION / FROM EKN'S ECONOMIC IMPACT STUDY:

| | | |
|--|------------------------|-----------------------------|
| Construction of New Commercial Structures | \$40,000,000 * | 78,000 gross sq ft = |
| PLUS: | | \$512 /sq ft |
| Architecture & Engineering Services | \$3,000,000 | |
| Other Local Government Enterprises | \$3,250,000 | |
| Legal Services | \$1,250,000 | |
| Management Company Services | \$2,000,000 | |
| Wholesale-other durable merchant wholesalers | \$8,000,000 | |
| Other Real Estate | \$2,000,000 | |
| TOTAL: | \$59,500,000 ** | |

*Construction cost figure at \$512/sq ft seems low; **\$600/sq ft** in this location may be more likely.

This would increase the construction cost to ***\$46,800,000** and total to ****\$66,300,000**

KEY PROJECT REVENUE ASSUMPTIONS:

| | | |
|--|--------------|---|
| Anticipated annual hotel revenue: | \$9.5M | <i>*stabilized revenue projection (year 3) \$\$</i> |
| Anticipated annual restaurant revenue: | \$8.5M | <i>*stabilized revenue projection (year 3) \$\$</i> |
| Total: | \$18M | Assumed to be gross revenue |

HOTEL REVENUE:

EKN's projected Annual Hotel Revenue is \$9,500,000. Let's assume this is a GROSS figure.

Hotel vacancy factor 50%

Hotel operating expense factor 50%

NET Annual Hotel Revenue would be \$4,750,000

RESTAURANT REVENUE:

EKN's projected Annual Restaurant Revenue is \$8,500,000. Again, we assume this is a GROSS figure.

If restaurant & rooftop bar (3680 sq ft) are leased to an operator at \$4/sf/month Triple Net, lease income = \$176,640

NET Annual Restaurant Lease Revenue would be \$176,640

Let's assume NET Hotel + Restaurant operating income = \$4,750,000 + \$176,640 = \$4,926,640 annually

Construction expenses / LOW: \$59.5M

Construction expenses / HIGH: \$66.3M

\$5M annual revenue with a 1.25% debt service coverage ratio means \$4M available for debt servicing

A project operating revenue of approximately \$5M annually could likely support a \$38.4M loan at 8.5%.

That would require the developer/owner to fund somewhere between \$21.1M and \$27.9M in equity to build the project.

THOUGHTS:

Transient Operating Tax (TOT) revenue of \$1.48M annually seems highly overstated without astronomical room rates.

Revised annual estimate for TOT + Sales + Property taxes is likely to be closer to \$1.08M - \$1.18M annually for Petaluma.

Does EKN have \$27M in capital lined up on top of a \$38M+ loan in order to finance 40% of this project?

Is Appellation Hotels all in on this venture? Their portfolio doesn't have any open and operating venues.

Fw: Projected hotel and zoning overlay

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 9:10 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Cheryl Cherney [REDACTED]
Sent: Friday, November 3, 2023 10:32 AM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Projected hotel and zoning overlay

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Dear Council Members,

I have lived in and have own my home in Petaluma for 50+ years. I live on the Westside in a house that was built in 1920 by the Perkins family (1897) for their son up the hill from their house, near our beautiful neighborhood park, Oak Hill Park. I love the quiet and friendly neighborhood where I live, have friends, and walk my dog every day.

The new zoning plan/overlay and 6-story hotel are just horrendous. It will destroy the quiet, historic beauty of our town and turn it into another Big box monstrosity. To become like the millions of other small towns that have been overcome by out-of-town developers who only see their profit margin, not the unique essence of the town they are trying to take over to make their big bucks.

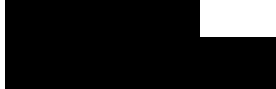
In recent years, Petaluma has been quietly taken over by unscrupulous development, by people and local government, by companies who only see their profit margin. They don't see or value the previous world around them that has grown and developed over many years, and is precious, and worth preserving.

"So what if we change the nature of a small town in Northern California? There are plenty more where those came from. And we'll make a good profit on this one....."

Please, please do not approve this re-zoning fiasco and the huge, ungainly hotel the laws are being changed to support.

Where are your values?

Hopefully,
Cheryl Cherney



Fw: 7 story hotel?

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 8:45 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

EDanly@cityofpetaluma.org



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From: Helen Childs [REDACTED]**Sent:** Saturday, November 4, 2023 6:08 AM**To:** -- City Council <citycouncil@cityofpetaluma.org>**Subject:** 7 story hotel?

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

Do not ruin our beautiful downtown area with a huge hotel ! With so much destruction happening all over the world of historic sites we need to protect what still exists and that includes downtown Petaluma!!!

Sent from my iPhone

Fw: Concerns Regarding the EKN Appellaion Project

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 9:02 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

EDanly@cityofpetaluma.org



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From: Grace Bourret [REDACTED]

Sent: Friday, November 3, 2023 1:13 PM

To: -- City Council <citycouncil@cityofpetaluma.org>

Subject: Concerns Regarding the EKN Appellaion Project

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Dear Members of the Petaluma City Council,

I hope this message finds you well. I am writing to express my deep concern and disappointment regarding the proposed EKN Appellation project in our historic downtown district. As a newer resident who was drawn to Petaluma by its rich history and quaint charm, I strongly believe that this project would be a detrimental decision for our beloved town.

The planned 6-story hotel appears to contradict the very essence of what makes Petaluma special. Our historic downtown's unique character is rooted in its historic architecture and small-town feel. Introducing a large hotel risks overshadowing the charm that drew many of us here.

I am particularly concerned about the proposal exceeding current Floor Area Ratio (FAR), building height, and lot coverage maximums. Such an expansion would alter the skyline and architectural landscape of Petaluma, potentially driving away the very residents and visitors who appreciate our town for its charm.

I urge the City Council to reconsider this project and explore alternatives that preserve and enhance Petaluma's historic character. Moving this project to another part of town, or making the addition of multiple smaller hotels that blend in more seamlessly rather than one large one would allow us to expand our attraction to visitors while preserving what us current residents love about Petaluma. Let us remember why we chose to live here and work together to protect the unique spirit of our town for future generations.

Thank you for your time and consideration of this matter.

Sincerely,

Grace Crawford
Petaluma Resident

EKN and Overlay Zone proposals

Jane Hamilton [REDACTED]

Sun 11/5/2023 11:27 AM

To:-- City Council <citycouncil@cityofpetaluma.org>; rwhisman@yahoo.com <rwhisman@yahoo.com>; heidibauer2000@gmail.com <heidibauer2000@gmail.com>; kvkarch@gmail.com <kvkarch@gmail.com>; Blake Hooper <bmhooper1@gmail.com>; darrenracusen@gmail.com <darrenracusen@gmail.com>; rogermcerlane@mac.com <rogermcerlane@mac.com>; Janice Cader-Thompson <jcaderthompson@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Greg Powell <GPOWELL@cityofpetaluma.org>

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, Council and Planning Commission,

The EKN-Appellation Hotel proposal and Downtown Housing and Economic Opportunity Overlay Zones have brought forward a new low in planning procedures to Petaluma. Before I offer my comments on the negative declaration promoted by our planning staff, I have some general comments.

Ordinarily, a zoning change to our historic downtown would be worked through as part of our general plan update, allowing much open discussion, professional analysis, and public input into the process. With the zoning overlay coming as part of a development proposal that requires this change, the public process has been shortchanged and truncated. We are being offered a readymade solution to a problem that has yet to be adequately defined and asked to either support or oppose it. There has been very little definition given to what our current conditions consist of in terms of economic opportunities and housing downtown nor has there been any definition given to what it is specifically that we hope to gain by making this change. I object to what I call a dumbed down process with very little substance offered to support it.

Unfounded Claims: We are being told if we want to support our downtown businesses or house people who need homes, we must support the hotel and the overlay zone needed to approve it. I have had council members tell me that opposition to these proposals are a symptom of rampant white privilege, that the zoning overlay will get rid of chain link fences defined as "Blight", that they were elected to make these decisions and thereby know more than the general public, and that the height must go to 6 stories because developers have told them that is what is needed for anything to pencil out. I just want to point out that while 85% of our town is steeped in white privilege, wanting to protect our Historic District is not a symptom of that. Council members were elected to make informed decisions and to listen to constituents and to defend our assets. Many developers in Sonoma County are finding success within 3 stories even in our town.

As a former council member (1992-2000) and co-chair of the Central Petaluma Specific Plan and River Enhancement Plan, I am well versed in what a healthy planning process looks like even in today's world and this is not it. I was part of the council that registered our downtown with the National Historic Registry, and I feel both proud and protective of this, Petaluma's calling card. Tourists come to Petaluma not for our shopping centers, or our ball fields but for our Historic Downtown. Changing the zoning here deserves a thorough examination and justification. "Because the Hotel needs it" is not a legitimate justification.

Most members of the public do not know what a Mitigated Negative Declaration is or what it implies or even how to comment on the substance of it. One of your planners told me that EKN wants this issue to move forward faster and one can only assume the Planning Commission and Historical and Cultural Preservation Committee are meeting in joint sessions to accommodate this request. Again, this is another example of truncating the public process.

Both the Hotel and the Zoning Overlay require a full EIR at the very least.

Below are my specific comments and objections to staffs request that the council adopt a Neg Dec:

1. Cumulative environmental impacts must be evaluated in terms of recent project approvals, projects now underway and the whole General Plan Update. The Hotel and Overlay must not be considered outside of the General Plan Update which is underway right now. Cumulative environmental impact

analysis is missing. What are the cumulative environmental effects of adding as many as six stories of new buildings in the three Overlay sub-zones?

2. Exactly what are the Housing and Economic Opportunities we are trying to achieve? Will we be aiming for the low-income housing our community desperately needs? If so, how will we restrict development to ensure we fulfill that goal and don't end up with more expensive apartments downtown? How will changing the zoning help us to bring in more economic opportunities downtown? Can the same goals be achieved within the current zoning? Given that every town in Sonoma County is trying to address the same needs for their downtowns, and that none have proposed 6 story buildings, what makes our planners think 6 stories are needed other than that is what EKN who funded the study wants?

3. This Neg dec report does not adequately study or address the obvious questions of parking and traffic in the downtown area as usage is intensified. It treats the overlay as though it were merely an on-paper change rather than something that will translate into a built environment that we all will navigate daily. The potential cumulative effect of this zoning change on traffic and parking needs to be addressed in a full EIR. Downtown is already heavily impacted with too much traffic, too few bike lanes and not enough parking. As developments already in the pipeline come to fruition, these unsolved problems will intensify. To change the zoning without studying the effects on these current problems is unacceptable.

4. The cumulative effect that the zoning overlay will have on vistas, mass and bulk throughout downtown has not been addressed. The cumulative impact that 6 story buildings will have on the context, integrity and setting of our Historic Downtown have not been addressed. The cumulative impacts of additional height and bulk allowances on all overlay parcels must be addressed now, or deferred until the EIR for the General Plan Update has been completed.

5. As above, the EKN Hotel as proposed, is out of context and disturbs the integrity, context and setting of our Historic District. The hotel is oversized and architecturally inappropriate for its proposed location. It is out of scale with its neighbors in its sheer size. Historic District Design Guidelines state that Infill buildings in the Historic District should "harmoniously coexist with the historic character." This is a powerful impact that is not mitigated. The proposed hotel is not compatible with the massing, scale, and architectural features of the Historic District. This is an unacceptable impact that is not mitigated by what it contributes to the common good.

6. The overlay zone needs to be evaluated for how it will impact the historic District in terms of creating walled off areas, building canyons and disrupting the texture of the built environment surrounding the Historic District.

7. Alternatives were not analyzed, and they need to be. The hotel could be built at 4 stories or placed in a different location at its present proposed height and mass. A full EIR will give us an analysis of project alternatives. We could leave the building height at 45 ft and actively solicit employers or housing developers to locate or build in our downtown.

8. The traffic impact study for the hotel is inadequate. Aside from the obvious problems that will occur during the construction phase, there will be ongoing congestion on B street and PBN during operations for deliveries, hotel guest parking, and restaurant customers. The parking assumptions made in the report are not believable. Guests will not be arriving via public transit or uber. They will be visiting the area and traveling to the coast, wine country and the redwoods during their stay. A Charlie Palmer restaurant will be drawing patrons area wide and not just from hotel guests. The traffic and parking data needs to be updated and have current numbers that reflect what we have now and cumulative impact numbers for projects like Oyster Cove which have already been approved.

There is a better way to achieve the worthy goals of increased housing and revenue by focusing on Downtown. Deny the hotel because it is out of context for the setting. Deny the overlay because it has not been proven to be needed and the goals for it are not well defined. Embark on an open Downtown Improvement process as part of the General Plan to design an overlay with professional scrutiny and community input to sort out what the town wants and needs. Asking us to accept an overlay zone already packaged up that will have sweeping ramifications but was designed to meet the needs of one project (which is offensive to many) tramples what should be a collaborative and exciting process for our town. Please do better than this!

Jane Hamilton



Fw: High Ride Hotel Planning

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 9:15 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

EDanly@cityofpetaluma.org



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From: Ralph Haney [REDACTED]

Sent: Thursday, November 2, 2023 11:37 PM

To: -- City Council <citycouncil@cityofpetaluma.org>

Subject: High Ride Hotel Planning

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Dear Council Members,

Please accept this for the record.

Any plan to restructure the downtown to accommodate buildings higher than three or four stories should not be considered. Our historic downtown is a unique environment that modern high-rise architecture will destroy. Don't let that happen, the community doesn't want it. Don't let your legacy

be one of contention and dispute. Our community deserves better and outside developers/investors should never be allowed to dictate Petaluma's future.

Sincerely,

Ralph Haney
Petaluma


Sent from my Glo-Phone.


re hotel overlay declaration

Paul Johnson [REDACTED]

Sat 11/4/2023 2:04 PM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

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We support moving the hotel to the vacant lot at D St and Petaluma Blvd. The site is larger and could easily incorporate all the rooms in 4 stories and added parking space. The site has toxic waste but if underground parking will be put in the contaminated soil could be removed as part of excavation.

Paul and Erica Johnson
[REDACTED]

Fw: Overlay and height limits

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 9:12 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Mollie LaPlante [REDACTED]
Sent: Friday, November 3, 2023 8:42 AM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Overlay and height limits

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Hello city council members,

I am a Petaluma resident. I would like to voice my opinion that we should not have a seven story hotel

on the corner of B and Petaluma Boulevard. I believe the limit is supposed to be four stories, and that is more than enough. A taller building will dwarf will quaint architecture of our downtown area. This is a big attraction for many residents, tourists, festivals, and other revenue producing endeavors.

In looking at the architecture of the apartment buildings, you allowed at the foot of Oak Street on Petaluma Boulevard I can only imagine the horrible look that will be allowed Should the hotel exceed the four story limit and the overlay for the downtown B St. area be allowed.

Also diverting from the original zoning laws and plans to do an overlay is ludicrous. This will warp our downtown look and we will have to bear the consequences with additional traffic and loss of revenue for the smaller businesses in the downtown area.

Please do not destroy are cute historic much sought after downtown area.

Mollie LaPlante



Sent from my iPhone

Fw: Downtown/ hotel

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 9:13 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Lteicheira [REDACTED]
Sent: Friday, November 3, 2023 7:10 AM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Downtown/ hotel

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I am confused about what how you can allow a hotel to have so many variants while the rest of our historic areas are held to such rigid codes.
Beautiful cities where people enjoy walking are harder to come by these days. While beautiful and

charming, Petaluma is already a nightmare for walkers and bikers.

I am concerned that by allowing this new hotel and all of its pressure to go up/ out to the edges of sidewalk you will continue to put money ahead of beauty and livability.

Please consider a different site for this like on Blvd south of D Street. Bring in a more walkable and inviting cafes to downtown from the train station or these hotels.

Lory Teicheira

Sent from my iPhone

Fw: Hotel proposal

Eric Danly [REDACTED]

Sat 11/4/2023 9:11 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: [REDACTED]
Sent: Friday, November 3, 2023 9:45 AM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Hotel proposal

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Dear Council Members

I have been a resident of Petaluma for seven years. One of the reasons I chose to live here was the old west side downtown. The old Victorians, quaint shops, lack of big box stores were all considered in my

decision. The idea of a large 6-7 story hotel building will change the feel of the downtown area and I feel is inappropriate. Parking is already an issue and increasing the number of cars will only exacerbate the problem.

I am opposed to the proposed development.

Sincerely

Russell Mabardy, DPM



Sent from my iPhone

Fw: New Downtown Hotel

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 8:55 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Judy Macer [REDACTED]
Sent: Friday, November 3, 2023 4:36 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: New Downtown Hotel

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Hello,

As a 15 year resident of Petaluma I've come to love the character of this beautiful, quirky town. However, so many small shops seem to come and go. I assume many just couldn't survive the pandemic. Thus, I support building a new downtown hotel BUT not a 7 story one. Four stories with underground parking and a flat roof top restaurant might be the answer. The design should be carefully executed to fit in with the general style of the main buildings downtown and well publicized for residents to comment and approve. It should have beautiful architectural features on the

11/5/23, 5:45 PM

Fw: New Downtown Hotel - Andrew Trippel - Outlook

outside (like the old banks) and a warm, inviting lobby inside. Please, nothing too modern, too large, or too ostentatious.

Thank you for your consideration,
Judith Macer



Fw: 7 story hotel 🗨️

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 8:53 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Debra Melton [REDACTED]
Sent: Friday, November 3, 2023 6:17 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: 7 story hotel 🗨️

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Hello,

Writing this evening to tell you I oppose the proposed hotel downtown. I walk by there every day and I

walk through downtown and my eyes never see blight. I am continually charmed by Petaluma and I'm startled at the very thought at some of the changes that are sought out by the council or the people the council chosen to employ to make OUR decisions.
Please don't ruin our downtown with that overlay.

Do the right thing!

Sincerely,
Debra Melton

Sent from my iPhone

Fw: Opinion on historic downtown Petaluma

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 8:52 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

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From: Kathleen Miller [REDACTED]
Sent: Friday, November 3, 2023 7:40 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Opinion on historic downtown Petaluma

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To Petaluma City Council:

I love this town and want to preserve the historic view-sheds of our iconic hills and our 1, 2 and 3-story

historic structures. I have lived in Petaluma for 34 years and my home is 140 years old. I'm VERY OPPOSED to the 7-story hotel that violates our General Plan Zoning and Historic Regs next to our most beautiful architectural buildings: McNear's, the Masonic Temple and Clock Tower, our neo-classical Carnegie Library, didn't the Odd Fellows building have the false front removed and the beautiful Victorian face refurbished just a few years ago to preserve the historic look of downtown? How can the Petaluma city council endorse an albatross? A modern 7 story hotel does not belong downtown it will destroy the ambiance and ruin most popular reason people visit the Historic Petaluma downtown district. I say NO to the hotel and overlay changes that are being proposed!

Sincerely,
Kathleen Miller

Sent from my iPhone

Fw: Hotel & Zoning

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 9:14 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

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From: Julie Portelli [REDACTED]

Sent: Thursday, November 2, 2023 11:54 PM

To: -- City Council <citycouncil@cityofpetaluma.org>

Subject: Hotel & Zoning

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NO to the more than 3 story buildings.

NO to redesigning our lovely historic downtown into one that has lost its identity, its roots.

We the people, who voted you in are expecting you to DO THE RIGHT THING for our beautiful historic town, PLEASE.

Julie Portelli, resident 25 years

Fw: Story Polls and Overlay

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 9:02 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Brenna Pratt [REDACTED]
Sent: Friday, November 3, 2023 1:52 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Cc: -- City Clerk <cityclerk@cityofpetaluma.org>
Subject: Story Polls and Overlay

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Hello,

To whom it may concern, I am writing again to let you know about my concerns about the proposed city plans for an overlay of downtown. I think story polls would allow the public a glimpse of the scale

of this hotel that is in the works. I would like to see something go in at that corner but it should not be taller than our current general plan of 4 stories. I do not care if this developer doesn't make enough money with four stories, that is not our town's problem. Maybe they shouldn't be trying to pigeonhole a huge business in that spot. I am in favor of a hotel that looks different, more Sonoma County akin rather than the proposed modern brutalist design proposed. I also do think as a young woman in her 30's that a rooftop bar would be fun; however, not too tall. The higher the building the farther the sound will travel. A rooftop bar at any height I am sure will bring in the majority of the hotel's income anyway. If this developer/restaurantier wants a bigger hotel make him find a different spot.

I would also like to say that I do not care how tall buildings are down by the train station.... Those empty lots near the train station are where development needs to happen. Downtown needs to stay quaint. We have something exceptional and I would be devastated to see high-rise buildings go in there. Petaluma downtown has been mentioned for many years but most recently by Sunset magazine and Sonoma magazine about how cute the town is and all the beautiful architecture...

Thank you
Best wishes
Brenna Pratt
West-Side Petaluma Resident....

Fw: Hotel corner of B Street/Boulevard

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 8:52 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
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From: Cherry Palacios [REDACTED]
Sent: Friday, November 3, 2023 7:00 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Hotel corner of B Street/Boulevard

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

Dear person, Whatever you decide for this important corner of Petaluma will be part of our town forever. Just like the ugly concrete parking structures we have, and the two new ginormous apartment buildings on the Boulevard North.

I know the proposed hotel has the name of an important chef attached to it, but in reality this hotel should not be built on this small plot of land. Squeezing a large hotel onto such a small lot is like buying, and wearing, a pair of shoes that are 1/2 size too small and hurt your feet.

Let's get real. Apparently we already have 9 hotels in Petaluma. Will this huge hotel hurt the revenue of the other hotels and their profitability?

As the proposed development lot is small, the developer is going up in height to make this property work for them. The average citizen and their guests staying in Petaluma will not be able to afford the nightly room rate of \$600+ applicable taxes.

The planned huge meeting room which will supposedly handle 150 guests, plus serving staff/food suppliers — where will they park their vehicles for such a large number of people? What will happen, is that all the existing owner/owned shops downtown will suffer, as parking will not be available for their regular clients. So, these mom and pop shops will have their regular clients relocate to other similar businesses, that have convenient parking.

Please do not EVEN consider or allow the "overlay", as this will greatly reduce the historic feeling that visitors enjoy and experience when they come to our town. Before the hotel developer showed up, there was no talk about an Overlay!

Has anybody considered the empty lot for building this tall hotel, just down the street on the piece of land that was earmarked for a new fire station, that so far has not materialized?

By building on the corner of "B" Street and the Boulevard, where there currently is a traffic light, which I've not seen on any renditions of the hotel exterior so far, that this corner will be the perfect spot to have horrendous traffic and pedestrian deaths caused by the hotel traffic congestion on that corner.

The height of the hotel, as proposed, is totally out of cinque with the historic buildings surrounding that area.

The traffic situation potentially will be as below:

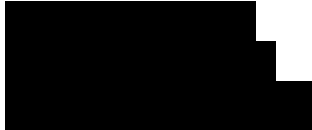
- . Employees cars
- . Delivery trucks
- . Cars coming off B Street
- . Visitors to town
- . Hotel guest cars
- . And regular citizens.

Do you want to be responsible for changing our 1858 historic town, into every other town In AMERICA? Please don't even consider the "overlay", to placate the hotel situation!

You guys hold the future of Petaluma in your hands, so please think clearly as to how you want our town to be in 10-20 years.

Sincerely and thank you,

Cherry Rowe-Palacios



Fw: Preserving Petaluma Downtown

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 9:08 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Daphne Russell [REDACTED]
Sent: Friday, November 3, 2023 10:32 AM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Preserving Petaluma Downtown

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Hello City Council of Petaluma,

I've recently learned of a proposed hotel building in downtown Petaluma that would replace several

historical buildings in our downtown area, including McNears. I'm horrified, as I expect others are, that such a development would even be considered, as this would fracture our iconic downtown, cherished both locally and by tourists. Please scrap this development and preserve our beautiful downtown.

Sincerely,

Daphne Russell

Sent from my iPhone

FW: Comment on the hotel and downtown zoning overlay**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/6/2023 9:46 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

First of another series of public comments on the Appellation/Overlay.

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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-----Original Message-----

From: Donna Savarese [REDACTED]
Sent: Monday, November 6, 2023 8:40 AM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Comment on the hotel and downtown zoning overlay

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Hello City Council:

I am opposed to the proposed hotel and zoning overlay in our historic downtown. I also want to add my voice to the many citizens of our community that treasure our picturesque rivertown and its distinctive architecture. I strongly feel these changes would be a serious detriment to our downtown.

11/6/23, 9:57 AM

Mail - Orozco, Uriel - Outlook

Sincerely,
Donna Savarese



Fw: Don it ruin our town with large hotels

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 9:16 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

EDanly@cityofpetaluma.org



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From: Stephanie Shepherd (Stefeia) [REDACTED]
Sent: Thursday, November 2, 2023 11:14 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Don it ruin our town with large hotels

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Stop following money and ruining our town. There is no parking for huge developments. Please listen to the folks

Fw: Hotel

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 9:04 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Jack Smith [REDACTED]
Sent: Friday, November 3, 2023 12:07 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Hotel

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

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Stop the madness, this just not make sense. Quit thinking of your pocketbook and do what you were elected to do. In case you forgot your job is to preserve our town not ruin it. People will remember all of

11/5/23, 5:42 PM

Fw: Hotel - Andrew Trippel - Outlook

this on Election Day. This is just ridiculous.
Sent from my iPhone

Fw: Anything more than a three-story building does not belong in Petaluma. Esthetically it would be ridiculous! It doesn't matter what kind of "money" it might bring in!!! There are other ways!

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 9:08 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Gwyneth Smith [REDACTED]

Sent: Friday, November 3, 2023 10:59 AM

To: -- City Council <citycouncil@cityofpetaluma.org>

Subject: Anything more than a three-story building does not belong in Petaluma. Esthetically it would be ridiculous! It doesn't matter what kind of "money" it might bring in!!! There are other ways!

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

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11/5/23, 5:42 PM

Fw: Anything more than a three-story building does not belong in Petaluma. Esthetically it would be ridiculous! It doesn't matter wh...

Sent from my iPhone

Fw: Please Preserve Petaluma

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 8:56 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

EDanly@cityofpetaluma.org



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From:

[REDACTED]

Sent: Friday, November 3, 2023 4:25 PM**To:** -- City Council <citycouncil@cityofpetaluma.org>**Subject:** Please Preserve Petaluma

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To the members of Petaluma's City Council—

Short and sweet: I write this brief email asking you not to support the development of the new 7-story hotel downtown, which violates the zoning plan and historic regulations. Beyond the violation, the design and related plans around this hotel, which I need not list here since you are all fully aware of the ramifications, do not respect

or enhance what makes Petaluma such a special place. Please do not allow for a dangerous overlay change in zoning higher than 4 stories, and insist on peer design reviews that keep any new structures in line with the historic feel of the downtown.

Please Preserve Petaluma.

-Cara Storm

Homeowner & Licensed Business Owner



Fw: Giant Hotel Downtown

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 8:55 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

EDanly@cityofpetaluma.org



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From: Steph Tavares [REDACTED]**Sent:** Friday, November 3, 2023 5:15 PM**To:** -- City Council <citycouncil@cityofpetaluma.org>**Subject:** Giant Hotel Downtown

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Dear City Council,

I am emailing to express concern about the giant, 7-story hotel proposed for downtown Petaluma. While we do need a boutique hotel or two downtown or near downtown, this proposal doesn't seem to provide any benefits to Petaluma. A building of this size will overshadow the lovely and walkable and friendly neighborhood. And it appears to be set up as a self-contained destination. We need hotels

near downtown that can serve our visitors to downtown, not hotels that encourage them to stay holed up in their giant tower. It feels like this company wants to use the reputation and branding that we have worked hard to develop in this town for its own benefit. You could plop that building down in Sacramento or Stockton or Santa Rosa and it would fit in. Our visitors don't come here to see the same downtown as Fresno. We don't pay exorbitant mortgage and rent rates to live in a place with the same downtown as Bakersfield. What makes it a destination and home is its slower pace, authenticity and charm. This hotel would exploit the work we have put into our town, for the benefit of their own pocketbooks. And what do we get from it? Hotel rooms for people who want to eat inside their hotel. Not exactly a win-win.

Allowing a building of this height would also set an unfortunate precedent, as other builders would seek to build towers downtown. When I walk downtown, the buildings are low enough that we get sunshine and blue skies and a feeling of openness and walkability that will be lost if we have many more buildings over 3 stories.

Santa Rosa is currently grappling with why their downtown is failing. Well, there's several towering buildings crowding the sidewalks and a freeway through the middle of it. It doesn't make for a calming atmosphere you'd like to spend lots of time in. It would be the same with towers built in our downtown. It would make our downtown less open, less inviting, and less charming.

Let's maybe not do that just because someone asked nicely.

Sincerely,


Stephanie Tavares-Buhler

Fw: Petaluma as a unique, historic place

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 8:50 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Clerk <CityClerk@cityofpetaluma.org>

 1 attachments (171 KB)

petaluma-1.jpg;

Public comment**Eric Danly**

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Jim Thomas [REDACTED]
Sent: Saturday, November 4, 2023 2:19 AM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Petaluma as a unique, historic place

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Dear Council,

I have heard that the developer, EKN, of the proposed hotel on B and Petaluma Blvd has disparaged our fine town. Why are they doing this, when Sonoma Magazine listed Petaluma as "one of the Top 5

Main Streets in the West”?

How about that!

So, PLEASE don't let the developer, EKN be successful in waging this smear campaign of Petaluma.

Here's an idea: have EKN erect story poles on the proposed site of the hotel. Let's get a better look as to what they're proposing and how it will impact our fair town....

Here's a link to the Sonoma Magazine article (in case you haven't received it yet).



**Sonoma County Town Makes List of Top 5 Main
Streets in the West**

sonomamag.com

Sincerely,

James Thomas

Sent from my midsized electronic device....

Draft IS/MND - Proposed Overlay and EKN hotel

Margie [REDACTED]

Sun 11/5/2023 2:42 PM

To:-- City Council <citycouncil@cityofpetaluma.org>;Orozco, Uriel <uorozco@cityofpetaluma.org>

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

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Hello Mayor, Members of HCPC, Planning Commission and City Council:

We are writing to relay our deep concern regarding the Overlay and EKN hotel proposed in downtown Petaluma. The General Plan and zoning amendments would harm Petaluma's unique historic downtown charm. The Overlay would provide for 75 feet high new development with 100% lot coverage overshadowing some of the most quaint historically significant buildings. The Overlay is a huge and drastic concession to EKN and appears to be on the table only because EKN wants deeper profits than the existing zoning will allow and the City sees tax revenue dollar signs. What does the City believe will be funded short term and long term as a result of these proposals moving forward? Square up pensions, rebuild the trestle....? Please be transparent in this regard.

Petaluma's fabulous downtown, warts and all, is considered one of the most charming unspoiled historic downtown areas in the West. As you know, it is on the National Register of Historic Places and, as such, is storied and celebrated. It also has a unique heart and soul. Please protect it. These proposals, as presented, are short sighted and woefully rushed. Please vote no.

Sincerely,

Todd and Margie Turrel
[REDACTED]

Fw: Appellation Hotel

Eric Danly <EDanly@cityofpetaluma.org>

Sat 11/4/2023 8:51 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Juli Walters [REDACTED]
Sent: Friday, November 3, 2023 11:42 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Cc: [REDACTED]
Subject: Appellation Hotel

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I am strongly opposed to the proposed hotel structure at the corner of B street and the Boulevard as it is currently designed. Too many Petalumans have worked tirelessly over the last five decades to preserve

our cherished architectural downtown history and maintain its integrity and uniqueness for the benefit of our citizens and visitors alike to now approve a hotel that has no discerning architectural charm and plopping it in the midst of our beloved historic district. It would be a great disservice to the dedicated citizens whose efforts to cultivate an aesthetic of beauty and a love of our history into the heart of our community. My parents were founding members of Heritage Homes and they understood the responsibility we have to cherish what makes our town unique and not succumb to the pressures to take money from developers who look to cash in on the beauty and charm that has been painstakingly preserved here.

I say "back to the drawing board" on this current hotel design. I do not oppose a hotel, but this cookie cutter structure is just that. We shouldn't be ashamed of imposing a higher bar of artistic vision, and in that vein, I would throw out "tall, curved window casings wouldn't kill you"!

Thank you for your service and for making the hard decisions in this regard,

Juli Walters

Sent from my iPhone

FW: Comments on Story Pole Agenda #9, and IS/MND Proposed EKN Hotel and Downtown Zoning Overlay

Greg Powell <GPOWELL@cityofpetaluma.org>

Tue 11/7/2023 11:37 AM

To Orozco, Uriel <uorozco@cityofpetaluma.org>

Greg Powell

Principal Planner, M-Group Consulting
Planner serving the City of Petaluma
City of Petaluma | Planning
GPOWELL@cityofpetaluma.org



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From: David Keller [REDACTED]

Sent: Monday, November 6, 2023 3:24 PM

To: McDonnell, Kevin <kevin-mcd@comcast.net>; -- City Clerk <cityclerk@ci.petaluma.ca.us>; Petaluma Planning <petalumaplanning@cityofpetaluma.org>

Subject: Comments on Story Pole Agenda #9, and IS/MND Proposed EKN Hotel and Downtown Zoning Overlay

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Nov. 6, 2023

RE: Story pole decision, Agenda Item #9, Nov. 6 City Council Meeting
And, Comment on IS/MND, Proposed EKN Hotel and Downtown Zoning Overlay Projects.

Dear Mayor McDonnell and Members, Petaluma City Council:

Tonight you are considering approval of a requirement for the EKN Hotel proponents to install story poles on their proposed location at B St. and Petaluma Boulevard North. This is in advance of additional CEQA hearings on the IS/MND at the Planning Commission and City Council for the "Downtown Housing & Economic Opportunity Overlay and EKN Appellation Hotel" projects.

Part of the purpose of CEQA is to have the public, stakeholders, and decision makers - i.e., you, as City Council members, and Planning Commissioners as a recommending body - fully informed of the impacts to the environment prior to making your

decisions on these Projects. Story poles help do just that. Without them, your considerations and decision-making will be jeopardized as being significantly incomplete.

The public, stakeholders, business owners and property owners affected by these Projects would be very well served by requiring the EKN developer/applicant to clearly show the size, scale, mass, and scope of their proposed 6-story hotel. This would help the community better understand just what is being proposed within the CEQA process and requirements.

You have a proposal from California Story Poles, an experienced and reputable firm, to construct story poles within the limits the property lines. This is normally a cost paid for by the development applicant, and one that is easily a small portion of their development application, modifications, and lobbying for their Project. Unfortunately, staff did not contact the company to have a representative present to answer any questions for tonight's consideration of their contract and bid [confirmed via my personal communication with the company, this afternoon].

The following is a list of cities and local governments who have had story poles placed for significant projects, as listed on the [CaliforniaStoryPoles.com](https://californiastorypoles.com) website:

2021 [California Story Pole Installation](#) | Southern California Story Pole Installation | [Los Angeles Story Pole Installer](#) | [Orange County Story Poles OC](#) | [Huntington Beach](#) | Hermosa Beach | Manhattan Beach | Playa del Rey | [Beverly Hills Story Poles](#) | [Rancho Palos Verdes](#) | Del Mar Story Poles | [Huntington Beach Story Pole Installer](#) | [Dana Point Story Poles](#) | [Newport Beach Story Poles](#) | Seal Beach | Encinitas | [Laguna Beach](#) | Costa Mesa Story Poles | La Jolla | Sunset Beach | [Los Gatos Story Pole Policy](#) | [Cupertino](#) | [Palo Alto](#) | [Montecito](#) | [Santa Barbara Story Pole Installation Company](#) | [Los Altos Hills Story Poles](#) | Half Moon Bay | [Story Poles Mammoth Lakes](#) | Santa Cruz | Santa Clara County Storypoles | Santa Fe | Mill Valley | Emeryville | [PCH Poles](#) | Petaluma | [Orinda Story Pole Installer](#) | Carlsbad Story Pole | [Solana Beach](#) | [La Canada Story Poles](#) | [La Canada Flintridge](#) | [Pacific Palisades](#) | [Dana Point](#) | Brisbane | [City of Larkspur](#) | [Glendale Story Pole Installer](#) | [San Diego Story Pole Installation](#) | San Clemente | Belvedere | San Carlos | [Monte Sereno](#) | Capistrano | El-Cerrito | Petaluma | Richmond | [Marin](#) | [Sausalito](#) | San Luis Obispo | [Half Moon Bay](#) | [Town of Hillsborough](#) | [City of Saratoga](#) | [San Mateo County](#) | Burton Ridge | San Rafael | [Berkeley](#) | [City of La Habra Heights Story Poles](#) | [San Francisco Story Pole Installation Company](#) | San Carlos | [Palm Desert](#) | Goleta | [Palm Springs](#) | Sun Valley | Beaufort | Albany | Florence | Grover Beach | Healdsburg | Moraga | Seaside | Pinole | Long Beach | Rancho Estates | [Big Sur](#) | Los Cerritos | Belmont | [Burlingame](#) | [Calabasas Storey Polls](#) | [Bolinass Storey Polls](#) | [Tiburon](#) | Cotati | Oak Grove | [C-Story Poles](#) | [Pleasanton](#) | [Dillon Beach](#) | [Piedmont](#) | Menlo Park | Clayton | Martinez | Novato | [Pleasanton](#) | Mission Viejo | Moraga Story Pole | San Clemente | [Lafayette](#) | [Monterey](#) | Pacific Grove | Oceano | Morro Bay | Oceanside | [Laguna Beach Story Pole Installation](#) | [Long Beach Story Pole Installation Contractor](#) | [County of Santa Clara Story Poles](#) | [Orange County Story Pole Installer](#) | [PCH Poles](#) | [Pasadena](#) | [Corte Madera Story Pole Installation](#) | Brisbane | [Saratoga Storypole](#) | [La Harba Heights Storypole](#) | Miramar Story Pole Installation | [San Francisco Story Pole Installation Company](#) | [Ventura C Story Poles Santa Barbara](#) | [South Coast Story Poles](#) Guidelines | [Mulholland Design Review Board Guidelines](#) | [LA Story Poles](#) | [Palm Springs Story Poles](#) | [Portola Valley](#)

[Story Pole Contractor](#) | [Petaluma Story poles](#) | [Seaside Story poles](#) | [Carmel Story poles](#) | [coastalstorypoles](#) | [silhouettebuilders](#) | [blake story poles](#) | [coastline storypoles](#) | [Richmond Story poles](#) | [Laguna Niguel Story poles](#) | [Rolling Hills Estates Story poles](#) | [Malibu Story poles](#)

I hope that you will join this list as a city that values a well-informed public, especially within the framework of CEQA. The City's 2005 Resolution allowing you to require story poles is already in your hands. I firmly believe that failure to require and install the story poles for the Hotel Project would lead to a significant erosion of trust in our local government's commitment to have an informed public prior to your decisions on the Projects, for what is proving to be a very controversial and contentious set of proposals.

You can chose to help Petalumans understand what is being proposed, far better and more accurately than any set of the proponent's architectural renderings, street maps, models, or signs.. The hotel, if reasonably well constructed, is a building that could last 50-100 years, within our famous National Register Historic Commercial District and adjacent historic buildings and streetscape.

You have a choice to take this opportunity for transparency and accurate information. Or you can insist, wrongly, that architectural renderings - i.e., p.r. pieces from the applicant - are sufficient to have an informed public and for you to make informed decisions.

Thank you.

Sincerely,
David Keller



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PUBLIC RESPONSE TO DRAFT INITIAL STUDY / MITIGATED NEGATIVE DECLARATION
DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY ZONING DISTRICT &
EKN APPELLATION HOTEL

COMMENT PERIOD 10/13/23 – 11/13/23
ATTN: KRYSTLE RIZZI / krizzi@cityofpetaluma.org

DATE SUBMITTED: 11/2/23
BY: Lydia Asselin

CEQA Public Draft Section or Appendix Number:

1 & 2: Introduction & Project Description

Public Comment:
Pertaining to Zoning Overlay

Public Comment:
Pertaining to EKN Appellation Hotel

The Downtown Housing and Economic Opportunity Overlay (DHEOO) and the EKN Appellation Hotel (EKN-AH) must not be combined into this single draft report.

While the Planning Department has attempted to compartmentalize the CEQA checklist questions into two distinct projects, it is clear that the intent is to vote on the merits of this report as a single entity, which it most certainly is not. Petaluma Planning staff have continued to assert that the overlay and the hotel are separate entities, though approval of the overlay is necessary in order for the hotel to proceed as designed. Yet they are now being re-packaged as one entity.

Because the two entities (DHEOO & EKN-AH) are ultimately packaged together, it also appears as if the hotel is no longer required to obtain these three Entitlements; they have simply been cleared away by an assumption that the IS-MND for the Overlay makes any requirement moot for the hotel:

- Zoning Map Amendment to create three distinct overlay areas.
- Zoning Text Amendment to change allowable building heights from 45' to 75' with a CUP; change lot coverage from 80% to 100%; and allow ground floor residential.
- General Plan Amendment to increase FAR from 2.5 to 6.0

The DHEOO with its zoning ramifications must not be “brought forward” from the in-progress General Plan Update and allowed to stand on its own without looking at the cumulative environmental impacts within the context of the more comprehensive General Plan Update.

Section 1.3; pp. 7 & 8 / Petaluma General Plan 2025 EIR: The environmental ramifications of the DHEOO have **not** been adequately evaluated in this document. Fifteen years ago, the General Plan 2025 EIR found **significant and unavoidable cumulative impacts** to traffic, traffic-related noise, air quality, and greenhouse gas emissions as a result of implementing the General Plan. At that time, the city adopted a “statement of overriding considerations” to merit the benefits of the plan despite significant environmental effects. These same impacts exist today.

The introductory paragraph of Section 4/EVALUATION OF ENVIRONMENTAL IMPACTS defines compliance as including the following: ***“all answers must take account of the whole action involved, including off-site as well as on-site, cumulative as well as project level, indirect as well as direct, and construction as well as operational impacts.”*** Cumulative environmental impact analysis is missing from sections 4.1a, 4.1c, 4.5, 4.13a, 4.15, and 4.17.

PUBLIC RESPONSE TO DRAFT INITIAL STUDY / MITIGATED NEGATIVE DECLARATION
DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY ZONING DISTRICT &
EKN APPELLATION HOTEL

CEQA Public Draft Section or Appendix Number:

1 & 2: Cont'd

Public Comment:

Pertaining to Zoning Overlay

Public Comment:

Pertaining to EKN Appellation Hotel

Yet throughout this report, comments about the Overlay gloss over any environmental impact by saying the changes are “programmatic” in nature and do not represent any physical development. Kind of a “no-harm-no foul” approach. As in, “may be an impact in the future, but not now. We’ll deal with it later.”

- What are **the cumulative environmental effects** of adding as many as six stories of new housing in the three Overlay sub-zones?
- What are the **cumulative environmental effects** when you layer in 132 new condominiums at Oyster Point, the 182 units at Haystack Pacifica, and the TBD proposed housing adjacent to the Lakeville Smart Station, all within .25 miles of the EKN-AH site?
- Why are there no comprehensive studies on traffic, parking, water use, noise, or hydrology/flooding that reflect **potential cumulative effects** due to the Overlay areas and surrounding housing development currently in the pipeline? All supporting data in this report refers specifically to the hotel.

An Environmental Impact Report **must** be undertaken for the Overlay, addressing cumulative environmental effects. Since the Overlay is being “brought forward” in advance of the Updated General Plan, it should receive the same scrutiny of a full EIR that it would receive as part of the wider EIR for the General Plan Update.

**PUBLIC RESPONSE TO DRAFT INITIAL STUDY / MITIGATED NEGATIVE DECLARATION
DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY ZONING DISTRICT &
EKN APPELLATION HOTEL**

| CEQA Public Draft Section or Appendix Number: 4.1: Aesthetics | |
|---|--|
| Public Comment: Pertaining to Zoning Overlay | Public Comment: Pertaining to EKN Appellation Hotel |
| <p><i>4.1a--Substantial adverse effect on a scenic vista?</i></p> <p>Since the DHEOO doesn't itself cause new work, this is a hypothetical question. However, future building within the overlay zones may cause an adverse effect on vistas. The cumulative impacts of additional height and bulk allowances on all overlay parcels must be addressed now, or deferred until the EIR for the General Plan Update has been completed.</p> | <p><i>4.1a--Substantial adverse effect on a scenic vista?</i></p> <p>While the EKN-AH may not block vistas of Sonoma Mountain or the Petaluma River, its height and bulk affect scenic vistas WITHIN historic downtown. The viewshed angles provided on sheet 2.6 of the SPAR drawings are too cartoonish to realistically evaluate how this structure will impact downtown vistas. Angles were selected to leverage locations of street trees. What will be revealed during Fall & Winter when these trees shed their leaves? Photos in Appendix F show the downtown surroundings in Winter, with bare trees, which show how much more of Downtown is visible behind the tree canopies.</p> |
| <p><i>4.1c—conflict with applicable zoning and other regulations governing scenic quality?</i></p> <p>The DHEOO seeks to completely redefine applicable zoning regulations, which may in the future cause conflict with scenic quality. The cumulative impacts of additional height and bulk allowances on all overlay parcels must be addressed now, or deferred until the EIR for the General Plan Update has been completed.</p> | <p><i>4.1c—conflict with applicable zoning and other regulations governing scenic quality?</i></p> <p>Since the EKN-AH sits within the Downtown Historic District, it is governed by Historic District Design Guidelines and influenced by the General Plan. Infill buildings in the Historic District should “harmoniously coexist with the historic character.” While EKN-AH is not in the midst of the historic district, it stands at the pivot point that is the southern “entrance” to Historic Downtown. Its height and bulk are not harmonious with the historic neighborhood—it is out of scale with its neighbors in its sheer size. The building as designed looms over its neighbors and lacks the cadence of delicate and rhythmic detailing seen in the Historic District.</p> |

PUBLIC RESPONSE TO DRAFT INITIAL STUDY / MITIGATED NEGATIVE DECLARATION
DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY ZONING DISTRICT &
EKN APPELLATION HOTEL

| CEQA Public Draft Section or Appendix Number: 4.5: Cultural Resources + Appendix F | |
|--|--|
| Public Comment: Pertaining to Zoning Overlay | Public Comment: Pertaining to EKN Appellation Hotel |
| <p><i>4.5a--cause a substantial adverse change in the significance of a historic resource.</i></p> <p>One proposed building in Overlay sub-zone A and one existing building in sub-zone B are located within the boundary of the National Register Historic Commercial District and are governed by the Secretary of the Interior's standards.</p> <p>Per the Secretary of the Interior's Standard #9: "The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment."</p> <p>The DHEOO, by virtue of a proposed zoning text amendment, would increase allowable building heights by 20 feet. The proximity of the three overlay zones to the boundaries of the National Register Historic Commercial District has the potential for an adverse effect due to the risk of visually "walling off" sections of three and four-story historic buildings with six and seven-story structures.</p> <p>Cumulative or maximum-case buildout on all three sub-zones must be analyzed for their aggregate height and bulk impact on the historic commercial district.</p> <p>Additionally, three buildings in overlay sub-zone area A are age-eligible to be considered as historic structures and could be lost with future development in that sub-zone.</p> | <p><i>4.5a--cause a substantial adverse change in the significance of a historic resource.</i></p> <p>Per the Secretary of the Interior's Standard #9: "The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment."</p> <p>Per the Historic Compliance Review: "The EKN Appellation Hotel will look new. Its design also contrasts with its immediate neighbors primarily through building height."</p> <p>At issue is that EKN-AH is NOT compatible with the height, massing, size, and scale of the surrounding environment. At the pivotal location that constitutes the southern gateway to Historic Downtown, this building as designed is simply too over-scaled. The structure looms over its neighbors and lacks the cadence of delicate and rhythmic detailing seen in the Historic District.</p> <p>A case can be made, however, that a four-story hotel in this location could likely be more harmonious with its surrounding environment.</p> <p><i>Appendix F: Historic Compliance Review</i></p> <p>This report continues to refer to the EKN-AH as a 5-story building. This is a false representation. This is a 6-story building. The 6th floor site landscape plan (SPAR-1.7) shows outdoor seating for approximately 100 patrons, exclusive of any occupants INSIDE the enclosed sixth floor event space.</p> |

PUBLIC RESPONSE TO DRAFT INITIAL STUDY / MITIGATED NEGATIVE DECLARATION
DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY ZONING DISTRICT &
EKN APPELLATION HOTEL

| CEQA Public Draft Section or Appendix Number: 4.5: Cont'd | |
|---|---|
| Public Comment: Pertaining to Zoning Overlay | Public Comment: Pertaining to EKN Appellation Hotel |
| | <p><i>Appendix F: Historic Compliance Review</i></p> <p>Per the Historic Compliance Review: “There is no definitive answer as to what constitutes good infill design. Good design will vary according to the surrounding setting. Because an infill building is new, it should look new. However, its appearance must always be sensitive to the character of its neighbors without mimicking them.”</p> <p>Design is always subjective, but a building of this size and mass is not at all sensitive to the character of its smaller historic neighbors.</p> |
| | <p><i>Appendix F: Historic Compliance Review</i></p> <p>Per the Historic Compliance Review: “The EKN Appellation Hotel gains its architectural interest from its materials, finishes, and their decorative treatments, in contrast to a building like the Masonic Lodge, which gains its architectural interest and meaning from its architectural details.”</p> <p>Again, design is subjective, but this hotel design does not create enough architectural interest through materials only. Perhaps a stronger and more bold articulation of planar depths on the façade would create more rhythm and architectural interest. Or a more delicate treatment of architectural detailing.</p> |

PUBLIC RESPONSE TO DRAFT INITIAL STUDY / MITIGATED NEGATIVE DECLARATION
DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY ZONING DISTRICT &
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| CEQA Public Draft Section or Appendix Number: 4.7: Geology & Soils + Appendices G & H | |
|--|--|
| Public Comment: Pertaining to Zoning Overlay | Public Comment: Pertaining to EKN Appellation Hotel |
| <p><i>4.7a.ii: adverse effects from ground shaking?</i> <i>4.7a.iii: adverse effects from liquefaction?</i></p> <p>Since the DHEOO doesn't itself cause new work, this is a hypothetical question. Future building within the overlay zones may cause adverse effects to any structure from severe seismic shaking or soil liquefaction.</p> | <p><i>4.7a.ii: adverse effects from ground shaking?</i> <i>4.7a.iii: adverse effects from liquefaction?</i></p> <p>EKN-AH will require a structural design capable of withstanding severe seismic ground shaking, and accompanying soil liquefaction. The basement garage will need to act like a "bathtub" to keep groundwater out of the basement, ideally through positive-side membrane waterproofing.</p> |
| | <p><i>Appendix G/Geotechnical Report: high water table; post-liquefaction settlement; localized flooding during strong rainfall.</i></p> <p>Appendix G indicates possible basement settling due to seismic liquefaction. What methods will be in place to deal with groundwater intrusion in the event of waterproof membrane failure? Or water intrusion from the parking ramp during high rainfall events? Is a sump pump provided? If so, due to potential groundwater contamination as noted in Appendix H, how will sump pump water be treated to avoid pumping contaminants into the storm drain system? Continuous sump pump may have issues of noise, power failure.</p> |
| | <p><i>Appendix H/Environmental covenant: risk management plan from former fuel tanks.</i></p> <p>EKN-AH would sit on land formerly occupied by a gas station. Though fuel tanks have been removed, there is still a potential risk of residual contaminants in the soil, groundwater, and soil vapor. Mitigation methods are outlined, but if groundwater were to get into the basement, how would pumping out of water potentially containing contaminants be addressed?</p> |

**PUBLIC RESPONSE TO DRAFT INITIAL STUDY / MITIGATED NEGATIVE DECLARATION
DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY ZONING DISTRICT &
EKN APPELLATION HOTEL**

| CEQA Public Draft Section or Appendix Number: 4.9: Hazards / Hazardous Materials | |
|---|---|
| Public Comment: Pertaining to Zoning Overlay | Public Comment: Pertaining to EKN Appellation Hotel |
| <p><i>4.9d: location on a hazmat site?</i></p> <p>Two parcels in DHEOO Areas A and C are identified as Leaking Underground Storage Tank (LUST) sites. They have been remediated but may require additional verification if there are plans for future development.</p> | <p><i>4.9d: location on a hazmat site?</i> <i>Appendix H/Environmental covenant: risk management plan from former fuel tanks.</i></p> <p>EKN-AH would sit on land formerly occupied by a gas station. Though fuel tanks have been removed, there is still a potential risk of residual contaminants in the soil, groundwater, and soil vapor. Mitigation methods are outlined, but if groundwater were to get into the basement, how would pumping out of water potentially containing contaminants be addressed?</p> |
| <p><i>4.9f: impair adopted emergency response/evacuation plan?</i></p> <p>The DHEOO proposes increasing building heights to as tall as 75 feet and six floors. While this question is hypothetical, there may be a point in time when the Petaluma Fire Department might need to evacuate building occupants from as high as a 75-foot rooftop. Does the Petaluma Fire Department currently have ladder truck equipment capable of evacuating occupants from this height?</p> | <p><i>4.9f: impair adopted emergency response/evacuation plan?</i></p> <p>The rooftop bar/event space has a potential occupancy of 56 guests, per EKN's description. The furniture layout shown on the rooftop landscape plan has seating for as many as 100 patrons. The proposed floor level of the rooftop patio would be approximately 57 feet above grade. Does the Petaluma Fire Department currently have ladder truck equipment capable of evacuating occupants from this height?</p> |

**PUBLIC RESPONSE TO DRAFT INITIAL STUDY / MITIGATED NEGATIVE DECLARATION
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EKN APPELLATION HOTEL**

| CEQA Public Draft Section or Appendix Number: 4.10: Hydrology + Appendix J | |
|---|--|
| Public Comment: Pertaining to Zoning Overlay | Public Comment: Pertaining to EKN Appellation Hotel |
| <p><i>4.10d: flood zones; risk release of pollutants due to project inundation</i></p> <p>While not currently in a 100-year flood zone, rising sea / river levels over time, coupled with high groundwater levels, may put DHEOO Area A at risk of inundation during heavy rain runoff, possibly releasing contaminants. Comprehensive flooding analysis due to sea level rise is not included in this report and should be addressed now, or deferred until the EIR for the General Plan Update has been completed.</p> <p>.</p> | <p><i>4.10d: flood zones; risk release of pollutants due to project inundation</i></p> <p>While not currently in a 100-year flood zone, rising sea / river levels over time, coupled with high groundwater levels, may put EKN-AH at risk of basement inundation during heavy rain runoff. Flooded basement parking will release contaminants. Electric vehicles exposed to flooding may cause battery fire issues.</p> |
| | <p><i>Appendix J: Prelim Stormwater Control Plan</i></p> <p>Stormwater Control Plan includes measures for runoff in raised planters and street trees, as well as runoff from hosing out food service equipment and garbage cans. Architectural plan also indicates that elevator shaft sump pump and parking garage floor drains will be pumped to sanitary sewer. Need to ensure that all basement water be separately pre-treated due to potential for groundwater contamination from previous LUST's, as well as from any contaminants from parked cars, and not plumbed directly to the sanitary line.</p> |

**PUBLIC RESPONSE TO DRAFT INITIAL STUDY / MITIGATED NEGATIVE DECLARATION
DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY ZONING DISTRICT &
EKN APPELLATION HOTEL**

| CEQA Public Draft Section or Appendix Number: 4.13: Noise + Appendix K | |
|---|---|
| Public Comment: Pertaining to Zoning Overlay | Public Comment: Pertaining to EKN Appellation Hotel |
| <p><i>4.13a: substantial temporary or permanent increase in ambient noise levels?</i></p> <p>Since the DHEOO doesn't itself cause new work, this is a hypothetical question. However, future building within the overlay zones may cause adverse effects from noise being transmitted into surrounding neighborhoods.</p> <p>Cumulative impact of noise from planned developments in and around downtown must be addressed now, or deferred until the EIR for the General Plan Update has been completed.</p> | <p><i>4.13a: substantial temporary or permanent increase in ambient noise levels?</i></p> <p>City General Plan & IZO policies stipulate a cutoff for noise at 10PM. Acceptable noise limit is 65dBA.</p> <p>Aside from noise generated during construction, EKN-AH states that the loudest operational noise would be generated from rooftop mechanical equipment and would affect patrons vs. surrounding neighborhoods. However, the rooftop bar and entertainment venue (as well as first floor restaurant) will be open until midnight. The potential for nuisance noise from amplified music and drunk patrons is real. The noise study estimates amplified music 56 feet above the street at 72 dBA should result in ambient noise of only 56 dBA. The report assumed there was a rooftop parapet wall to attenuate sound. The rooftop patio (with seating for approx. 100 patrons shown) does not have a parapet wall to help attenuate noise—it has a 48" glass railing, which will not tamper noise to the same effect.</p> <p>Airborne noise patterns in Petaluma can be significant, especially with prevailing winds. Sounds from the Fairgrounds (1.3 miles from the proposed site) can be heard throughout the city.</p> <p>Noise may be a continuing source of friction with residential neighborhoods a block away.</p> |

**PUBLIC RESPONSE TO DRAFT INITIAL STUDY / MITIGATED NEGATIVE DECLARATION
DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY ZONING DISTRICT &
EKN APPELLATION HOTEL**

| CEQA Public Draft Section or Appendix Number: 4.15: Public Services | |
|--|--|
| Public Comment: Pertaining to Zoning Overlay | Public Comment: Pertaining to EKN Appellation Hotel |
| <p><i>4.15: adverse physical impact to maintain acceptable service/response time? Need for new or altered facilities?</i></p> <p>The DHEOO proposes increasing building heights to as tall as 75 feet and six floors. While this question is hypothetical, there may be a point in time when the Petaluma Fire Department might need to evacuate building occupants from as high as a 75-foot rooftop. Does the Petaluma Fire Department currently have ladder truck equipment capable of evacuating occupants from this height?</p> <p>What is the expected cumulative effect on response time and facilities of adding hundreds of new dwelling units with the overlay zones and immediately adjacent to Downtown?</p> | <p><i>4.15: adverse physical impact to maintain acceptable service/response time? Need for new or altered facilities?</i></p> <p>The rooftop bar/event space has a potential occupancy of 56 guests. The proposed floor level of the rooftop patio would be approximately 57 feet above grade. Does the Petaluma Fire Department currently have ladder truck equipment capable of evacuating occupants from this height?</p> |

**PUBLIC RESPONSE TO DRAFT INITIAL STUDY / MITIGATED NEGATIVE DECLARATION
DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY ZONING DISTRICT &
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| CEQA Public Draft Section or Appendix Number: 4.17: Transportation + Appendix L | |
|---|--|
| Public Comment: Pertaining to Zoning Overlay | Public Comment: Pertaining to EKN Appellation Hotel |
| <p><i>4.17a: conflict with program plan, ordinance, or policy</i></p> <p>Potential cumulative effect on transportation and parking congestion with fulfilled goals for infill development downtown. The three overlay areas, the 300+ units planned for the Haystack and Oyster Cove developments, and anticipated housing on the SMART site, will stress the downtown traffic intersections. New construction downtown will push parking onto neighborhood streets, as parking requirements are reduced due to CEQA screening criteria / proximity to transit. These concerns should be addressed now, or deferred until the EIR for the General Plan Update has been completed.</p> <p>Although the new Amy's HQ is just outside DHEOO Area C, it needs to be factored into cumulative transportation and parking effects. Need to investigate where their employees are currently parking, and whether they walk, bike, or take transit to work.</p> | <p><i>4.17c: increased hazards</i></p> <p>Service and delivery vehicles arriving at EKN-AH will likely park or double-park on B Street, at the BOH entry corridor. Food, wine, supplies, etc. are supposed to be taken in at the basement garage level loading zone, but service delivery vehicles may not be able to be accommodated due to low clearances at two points down the ramp. Any 16-ft box trucks (12 ft height), or transit delivery vans (9 ft height) will need to deliver goods at the street level. This will cause congestion along B Street.</p> <p><i>Appendix L: Traffic Impact Study</i></p> <p>Skewed assumptions in this study:</p> <ul style="list-style-type: none"> *Assumes some guests may arrive via public transit then Uber the last half-mile (not likely for a hotel charging \$400-500/night). *Assumes restaurant patrons will mostly be hotel guests, and thus not need to park (probably not for a Charlie Palmer restaurant). *Employees will self-park elsewhere, unless there's space in the basement garage, then they could self-park on-site. (more likely, extra space will be held for \$\$ restaurant patrons). *Data from three Blvd intersections is from 8/19; the D St intersection is from 10/21 (mid-pandemic). Although factored to reflect 2023 volume, work-from-home and other pressures since the pandemic may have changed patterns. This intersection will have a lot of cumulative stress in the future and should reflect 2023 data. *Interesting comment that "adding new hotel rooms does not necessarily change the overall demand for lodging in the region." |

hotel

KAREN TURNER [REDACTED]

Tue 11/7/2023 10:59 AM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

You 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.---

Please, please, please let's not have another fiasco like the building on the corner of Western and the Boulevard. Please let's keep the integrity of our city. While the idea of a hotel and a roof top bar/restaurant sounds good, the location is horrible. There are so many other spaces available that would be so much more suitable. What about the corner of D and the Boulevard? That lot is much larger than the one at B. Or even the now empty bank building on the other side of Rex, or the empty forever 4th and C, Keokuk and Washington, or the soon to be empty Bank of America building? All of these spaces are "in town", walking distance to shops, etc. and would accommodate a large (huge) building so much better than the B street address. Please rethink this project that has little public support.

Thanks

Karen Turner
[REDACTED]

FW: Just weighing in on the proposed downtown hotel project.

Eric Danly <EDanly@cityofpetaluma.org>

Tue 11/7/2023 2:34 PM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>;-- City Attorney <cityattorney@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Hotel public comment

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: Carol Carlson [REDACTED]
Sent: Monday, November 6, 2023 9:29 PM
To: City Council citycouncil@cityofpetaluma.org
Subject: Just weighing in on the proposed downtown hotel project.

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I know there are many residents that are very vocal in their opposition to the prospect of a 6 story hotel in the vacant lot across from Theater Square. Initially I was also not sure this would be a good fit for Petaluma. However after viewing

the rendering of the proposed hotel and reading more about it, I actually believe it might be a huge asset to our town. The renderings show a beautiful hotel, with at least one high end restaurant, as well as what will be upscale lodging. What a nice addition to our current choice of mid-range hotels, as well as our excellent selection of restaurants downtown. We are already a destination for restaurants, and I believe we should also be a place that offers the same level of hotel accommodations.

Many residents have pointed to additional traffic and parking problems. It seems to me that whatever goes into that location will have the same issues, and I'm confident the City will come up with viable solutions. Right now the empty lot is an eyesore, and not a very welcoming entry into our downtown. I believe a hotel of this caliber can only be an asset to our beautiful town. Please consider that many people I've spoken to feel the same, but do not necessarily voice their opinions.

Thanks for listening!

Carol Lane-Willis
Petaluma resident

The proposed new hotel

Harv Heikel [REDACTED]

Tue 11/7/2023 12:02 PM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

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This is a totally unneeded project. We already have 2 hotels that aren't doing well, as well as a number of restaurants and bars. Plus a 4 story let alone a 6 story hotel is an eyesore for our skyline. More traffic, parking problems, new zoning etc. are all things we don't need.

If city council and the mayor go along with this, it will and should reflect at the polls. None will get my vote.

Harv Heikel,

F St

Fw: Planning Overlay

Petaluma Planning <petalumapanning@cityofpetaluma.org>

Tue 11/7/2023 11:55 AM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>; Greg Powell <GPOWELL@cityofpetaluma.org>; Isabel Castellano <icastellano@cityofpetaluma.org>

Planning Division

City of Petaluma | Community Development
petalumapanning@cityofpetaluma.org



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From: tryncw@gmail.com [REDACTED]
Sent: Monday, November 6, 2023 4:49 PM
To: Petaluma Planning <petalumapanning@cityofpetaluma.org>
Subject: Planning Overlay

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I understand that the city is considering an overlay to the general plan that would allow for taller buildings as well as increased site coverage and floor area ratios in portions of the downtown area

The changes seem primarily intended to support proposed hotel development at the corner of Petaluma Blvd. and B St. Though I am not necessarily against the proposed hotel (perhaps with some modifications to make the appearance more consistent with the surrounding area) or changes that would facilitate additional development in the downtown area, at this time I would support denial of the proposed overlay at this time because

- 1 Changes resulting from the overlay will affect Petaluma forever. Buildings constructed may last a few decades but impacts on the character of our downtown will be irreversible. Additional study is needed to understand the environmental, social, and economic impacts of the overlay. Impacts on parking, sightlines, traffic, transportation, and the character of Petaluma may be significant; the long-term adequacy of water and sewer resources, possible creation of heat islands, and support of net zero objectives all deserve additional consideration.
- 2 Selectively easing development requirements, thereby enriching isolated property owners, raises concern over inequities in the application of Petaluma's planning process. A comprehensive plan that is fair to all Petaluma residents is needed.

Petaluma's general plan is intended to be a living document and should be adjusted as needs change; however, the proposed overlay leaves too much to chance in the future development of our downtown area. Changes to the character of our city deserve more thorough consideration.

FW: Overlay zoning

Eric Danly <EDanly@cityofpetaluma.org>

Tue 11/7/2023 2:35 PM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Hotel comment

Eric Danly

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

EDanly@cityofpetaluma.org



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From: Ray Peterson [REDACTED]**Sent:** Tuesday, November 7, 2023 2:31 PM**To:** City Council citycouncil@cityofpetaluma.org**Subject:** Overlay zoning

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Keep our city architecture in place do not pass high rise zoning

Ray peterson

[Sent from AT&T Yahoo Mail for iPhone](#)

Opposition to Downtown Zoning Overlay Proposal

Chuck Dalldorf [REDACTED]

Tue 11/7/2023 3:30 PM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc: Mike Healy <mhealy@cityofpetaluma.org>; pflynn@cityofpetaluma.org <pflynn@cityofpetaluma.org>; -- City Clerk <cityclerk@cityofpetaluma.org>

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November 7, 2023

TO: Honorable Members City of Petaluma Planning Commission; Honorable Members Petaluma Historic and Cultural Preservation Committee; Honorable Mayor and Members, Petaluma City Council

FROM: Downtown Petaluma Resident Charles "Chuck" Dalldorf

RE: OPPOSITION to proposed Downtown Housing & Economic Opportunity Overlay amendments to the General Plan

Dear Honorable Members:

I am writing to express my opposition to the approval requested by Mike Jolly, on behalf of EKN Development, to amend The General Plan, as well as the Mixed Use Land Use Classification and the Implementing Zoning Ordinance to increase building height from 45 feet to 75 feet in the Downtown area.

A building's height and mass absolutely defines its relationship to the buildings around it and the identity of a city. As a downtown Petaluma resident, I am fully opposed to any zoning overlay amending Petaluma's General Plan that would allow for increased building height in downtown. The existing building height limit is critical in preserving the consistency of Petaluma's streetscape and the physical interface between modern buildings and our unique, historic structures which define Petaluma.

As the former Chief of Staff to three Mayors of the City of Sacramento, I can say with experience that General Plan amendments, especially in historic neighborhoods, for a specific development project create further developer demands and legal problems for the city. Once the height standard is amended, our downtown's look and feel will be inexorably changed and we will have traded Petaluma's historic and very livable identity to become some other city.

Sincerely,

Charles "Chuck" Dalldorf
[REDACTED]

Urban Chat Recommendations on Proposed Downtown Overlay

Submitted for November 14, 2023 Petaluma Planning Commission/HCPC Hearing

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

Petaluma Urban Chat Recommendations on Proposed Downtown Overlay (cont'd)
Submitted for November 14, 2023 Petaluma Planning Commission/HCCPC Hearing

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/HCCPC 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

Petaluma Urban Chat Recommendations on Proposed Downtown Overlay (cont'd)
Submitted for November 14, 2023 Petaluma Planning Commission/HCPD Hearing

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.

Petaluma Urban Chat Recommendations on Proposed Downtown Overlay (cont'd)
Submitted for November 14, 2023 Petaluma Planning Commission/HCPC Hearing

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 Lyke | Katherine 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.

Fw: IS/MND - Petaluma Downtown Housing & Economic Opportunity Overlay and EKN Appellation Hotel

Petaluma Planning petalumaplanning@cityofpetaluma.org

Mon 11/13/2023 9 26 AM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>; Isabel Castellano <icastellano@cityofpetaluma.org>

Planning Division

City of Petaluma | Community Development
petalumaplanning@cityofpetaluma.org



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From: [REDACTED]

Sent: Sunday, November 12, 2023 3 37 PM

To: Petaluma Planning petalumaplanning@cityofpetaluma.org ; City Council
citycouncil@cityofpetaluma.org

Cc: rwhisman@yahoo.com rwhisman@yahoo.com ; heidibauer2000@gmail.com
heidibauer2000@gmail.com ; kvkarch@gmail.com kvkarch@gmail.com ; bmhooper1@gmail.com
bmhooper1@gmail.com ; darrenracusen@gmail.com darrenracusen@gmail.com ; rogermcerlane@mac.com
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Subject: Re: IS/MND Petaluma Downtown Housing & Economic Opportunity Overlay and EKN Appellation Hotel

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

12 November 2023

Re: IS/MND - Petaluma Downtown Housing & Economic Opportunity Overlay and EKN Appellation Hotel

Dear MEMBERS OF THE CITY OF PETALUMA PLANNING COMMISSION and HISTORIC & CULTURAL PRESERVATION COMMITTEE,

I am writing to urge that you deny the proposed Petaluma Downtown Housing & Economic Opportunity Overlay as well as the application in its current form for the EKN Hotel.

As the current process for approval intertwines – confusingly in my estimation – the General Plan amendment and the hotel proposal, my comments in some cases will apply to each consideration

THE NEED FOR A COMPREHENSIVE ENVIRONMENTAL IMPACT REPORT
(Overlay and Hotel)

Under the California Environmental Quality Act (CEQA), an EIR must be prepared whenever there is substantial evidence, in light of the whole record, that a project may have a significant effect on the environment.

Clearly, the increase in occupancy and use of the downtown area, the construction impacts, and the usage changes will have a significant effect on the environment.

In the draft proposal to declare negative impact, it is noted ***WHEREAS, pursuant to CEQA Guidelines Section 15063(a)(4), in evaluating the potential environmental effects of the project within the Initial Study, the City tiered from the program Environmental Impact Report (EIR) for the City of Petaluma General Plan 2025, certified on April 7, 2008 (General Plan EIR) through adoption of Resolution No. 2008-058 N.C.S.;***

That 2008 plan indicated: ...despite incorporation of measures and polices to mitigate impacts of build out under the General Plan the General Plan EIR identified significant and unavoidable impacts related to traffic, noise, air quality, and greenhouse gas emissions; yet
the City adopted a statement of overriding considerations, which balanced the merits of approving the plan despite the significant environmental effects;

As the introduction to the recent housing element adapted earlier this year stated, much has changed since the 2025 General Plan was adopted in 2008.

That same consideration should be applied to the current discussion of the overlay. Much *has* changed, and I do not see how the City can claim to have effectively considered new levels of negative effects – let alone know how to mitigate them - without a CEQA-required Environmental Impact Report.

TRAFFIC
(Overlay and hotel specific)

I have been unable to find a traffic study as called for with this project

The current plan for the EKN hotel indicates 93 rooms and 58 parking spaces. The municipal parking assessment district appears to exempt structures within the district from providing off-street parking. It is high time to reconsider that exemption not only in light of the hotel but also the increase in business and residential population.

Does anyone reasonably expect that 40% of the hotel rooms will be occupied by people who have come here by other than automobile?

Current arrival alternatives include bus, SMART train and taxi. Oh yes, bike. (That will certainly be an oft-chosen option!)

I expect the most reasonable means, given the expanse of the system, would be bus. This means Golden Gate transit or possibly an airport bus connection.

Have you ever traveled by Golden Gate Transit with luggage? The overhead racks on most of the buses are so narrow even a small backpack will not fit. Suitcases end up taking up seat space or even aisle space, which really becomes unacceptable.

And tourists who arrive from outside the area will have to negotiate multiple modes and changes in services because Golden Gate Transit and SMART do not service the major airports and train stations in the Bay Area.

How will traffic be affected by service vehicles? Where is the loading dock for this? And what will it be like when trucks need to back into such a delivery area?

How many cars will be able to queue waiting for valet service? Will they back into the ONE lane of traffic on Petaluma Blvd?

And for those who come to dine specifically at the hotel, many will be local people, so auto is probably the most used form. Popular times are already difficult for parking. How will that be affected by the addition of an additional load for hotel guests and diners?

How will the increase in congestion and parking from the hotel affect the desire for people to go downtown to shop or dine? Will it create aggravation and an actual drop in customer visits to other businesses, and contribute to a decline rather than increase in economic activity?

NOISE AND LIGHT

How far will the sound travel from the rooftop lounge? Indicating that there will be limits on the hours does nothing to afford nearby residents the opportunity to enjoy their own outdoors areas without being bombarded by the playlist dictated by the hotel.

Councilmember John Shribbs made a reasonable recommendation to illustrate the need to portray the noise and lighting generated by the top floor bar/event space. Unfortunately, the council failed to make any provisions for representing the height, light and noise effects upon the surrounding community.

One councilmember referred to the story poles for the Water Street Tub fiasco, and noted how well *that* worked out. It is reasonable to extrapolate that the council voted against any representation as it felt such an undertaking would help solidify public dissatisfaction with the project.

NEW HEIGHT STANDARDS (Overlay)

I understand from City records that an overlay is being proposed specifically because it allows the hotel in its currently proposed form to exist.

The Economic Impacts Assessment notes that the hotel would be a concrete and steel structure given the height of the building and the additional engineering and structural support required at that height.

Yet the report notes that other structures, especially residential structures, would most likely opt to build out a 45 feet or less as the cost to go higher becomes prohibitive due to structural standards. The increase in cost would make it less likely that a developer would be able to realize a recoupment on the investment of a building over 45 feet.

Since the current height support buildings up to 45 feet, why change such a large area in the downtown just to accommodate the hotel?

There clearly are aesthetic reasons to avoid such new heights adjacent to or within the historical district of the town, and many of the public's comments emphasize that concern.

The General Plan 2025 states: *Maintain the historic-era integrity within the Oak Hill-Brewster and "A" Street Historic districts as adopted local historic districts.*

This hotel design certainly does not integrate with the historical "look" of downtown.

As for setbacks, the older buildings don't have them, and I think that issue could be handled on a per-project basis.

Again, the new parameters in the proposed overlay and hotel definitely have an environmental impact, and need a thorough review as only offered by a comprehensive EIR.

SUMMARY

Environmental Impact Reports have often been used as a cudgel by people opposing a project. Members of the current City Council have been supporters of such reviews when they have resisted projects such as the Ranier Connector, Deer Creek shopping Center, Dutra Asphalt Plant, and the Factory outlet and Target shopping centers.

And those same councilmembers have often vociferously railed against the traffic impacts of those projects. (Most recently in opposing the Davidian development on D Street and Windsor.)

So it is rather disingenuous that suddenly these same people decry any attempt to request an EIR for this hotel and overlay project.

I am not against new projects on the downtown area. And I would welcome a comprehensive plan that envisions how such development can work within the current desire by so many Petaluma residents to not bastardize the feeling that is Petaluma.

A robust EIR is a necessary tool in the process of crafting such a forward-looking plan.

Rejecting the EKN hotel proposal and overlay, initiating a new EIR in concert with the new General Plan, and taking the time needed for the community to become involved in the process could do wonders for a city-wide satisfaction of the projects that unfold in the future.

Sincerely,

Peter deKramer



LUBIN OLSON & NIEWIADOMSKI LLP

THE TRANSAMERICA PYRAMID

600 MONTGOMERY STREET, 14TH FLOOR SAN FRANCISCO, CALIFORNIA 94111

TEL 415 981 0550 FAX 415 981 4343 WEB lubinolson.com

November 13, 2023

CHARLES R. OLSON
[REDACTED]

VIA ELECTRONIC MAIL
[REDACTED]

Krystle Rizzi, Principal Planner
City of Petaluma Planning Division
11 English Street
Petaluma, CA 94952

Re: **Downtown Housing & Economic Opportunity Overlay (“Overlay”) and EKN
Appellation Hotel (the “Hotel”) Draft Initial Study/Mitigated Negative
Declaration (“IS/MND”)
SCH #2023100359, City of Petaluma (the “City”)
Applicant: Mike Jolly, on behalf of EKN Development
City Record Numbers: PLGP-2023-0001, PLZA-2023-0002 & PLSR-2022-
0017**

Dear Ms. Rizzi:

Our firm represents Petaluma Historic Advocates, a coalition of architects, real estate professionals, historic preservation experts, local property and business owners, and concerned citizens. Petaluma Historic Advocates submits the following comments on the above-referenced IS/MND to inform the City, as the Lead Agency, of the IS/MND’s failure to fully and adequately analyze environmental impacts for the Overlay and the Hotel under the California Environmental Quality Act (“CEQA”). As outlined in further detail below, the City must address these shortcomings by preparing a programmatic-level environmental impact report (“EIR”) of the Overlay, and then a project-specific EIR for the Hotel.

First and foremost, the City’s overall approach to the IS/MND violates CEQA because it fails to analyze any potential environmental impacts of the Overlay, and defers such analysis to future discretionary reviews. In each impact analysis section of the IS/MND, a statement is included that the Overlay “will not in and of itself result in physical development” (see, e.g., IS/MND, pp. 29, 37, 42, 47, 53), then states that CEQA analysis will occur when future discretionary projects are proposed in the Overlay. This is incorrect. The IS/MND is required to evaluate the “whole of the action” and must take into account *both* direct changes and reasonably foreseeable indirect changes to the environment. (Public Resources Code (“PRC”) §21065; 14 Cal. Code Regs. (“CEQA Guidelines”) §15378(a); *see* IS/MND, p. 27 (“... all answers must take account of the *whole action involved, including off-site as well as on-site, cumulative as well as*

project level, indirect as well as direct, and construction as well as operational impacts.”.) The statements in the IS/MND only mislead the public as to the reality of the potential impacts from the Overlay and subvert full consideration of the actual environmental impacts which would result. There are no extensive, detailed evaluations of the full development allowed under the Overlay on the environment in its current state.

Accordingly, an EIR must be prepared to evaluate the environmental impacts of the proposed Overlay on both the existing physical environment and the environment envisioned by any adopted plan. (See CEQA Guidelines §15125(e).) Implementation of the Overlay consists of the following changes to three areas located in the Downtown Subarea of the General Plan, which includes the City’s Historic Commercial District, through a combination of amendments to the City’s Zoning Map Amendments, Zoning Ordinance, and General Plan: (1) increasing allowable building heights from 45’ to 75’ with a conditional use permit, (2) changing lot coverage from 80% to 100%, (3) allowing ground floor residential, (4) increasing the maximum FAR from 2.5 to 6.0, and (5) establishing development and design controls. (IS/MND, p. 2.) Within the Overlay Areas, floor area ratios in Area A range from 0.00 to 0.73, Area B from 0.20 to 0.30, and Area C from 0.00 to 0.98. (IS/MND, p. 12.) The proposed maximum FAR is 6.0, which is more than ***eighteen*** times existing conditions when averaging the floor area ratios of the three Overlay Areas. A denser, commercial core, with more housing units, retail, office and the Hotel, necessarily brings more people, traffic and noise, to the area. This presents substantial evidence that supports a fair argument that the Overlay may have a significant effect on the environment, which requires preparation of an EIR.

As the Hotel cannot be approved unless the Overlay is adopted, it is evident that the “tail is wagging the dog” and that the IS/MND’s deficient analysis and the rushed entitlement process is all for EKN Development, not the City’s constituents. The City’s poor planning and reticence to engage in necessary public outreach becomes even clearer when certain supporting reports analyzing the need for the Overlay, which presumably the IS/MND incorporates as part of its analysis, were only published on November 9, 2023. This is just five days prior to a joint Planning Commission and Historic & Cultural Preservation Committee hearing which would recommend the Overlay and IS/MND to the City Council for adoption. The timing of the Strategic Economics Memorandum analyzing the Overlay is especially suspect: even though the IS/MND was made available for review on October 13, 2023, how is it possible that the memorandum rationalizing the Overlay’s development is only available now? The City clearly needs to spend more time and care in analyzing the Overlay’s need, which should have been handled through an amendment to the relevant specific plan or in the General Plan update that is currently underway. Instead, in an attempt to satisfy EKN Development’s objectives, the City prepared an inadequate environmental document and supporting exhibits that completely fail to fulfill its informational requirements under CEQA. (See *Pocket Protectors v. City of Sacramento* (2004) 124 Cal.App.4th 903 (rejecting a mitigated negative declaration based on testimony that the project’s inconsistency with adopted development standards would have a significant aesthetic impact and noting its findings are devoid of reasoning and evidence).)

I. The City Cannot Adopt the MND When Future Applicants in the Overlay Have Not Agreed to the Stated Mitigation Measures.

As a preliminary procedural matter, the IS/MND underestimates potentially significant environmental impacts of the Overlay by assuming that future applicants who propose projects within the Overlay area can agree to be bound by the proposed mitigation measures. However, such mitigation measures must be agreed to by the applicant prior to any adoption of the MND. (See PRC §21064.5 (providing that MNDs may be used “when the initial study has identified potentially significant effects on the environment, but (1) revisions in the project plans or proposals ***made by, or agreed to by, the applicant*** before the proposed negative declaration and initial study are released for public review would avoid the effects or mitigate the effects to a point where clearly no significant effect on the environment would occur, and (2) there is no substantial evidence in light of the whole record before the public agency that the project, as revised, may have a significant effect on the environment.”) (Emphasis added).)

Here, the ***sole*** applicant who has an active interest in the approval of the Overlay (which must be approved prior to the Hotel’s approval) is EKN Development. EKN Development is listed as the only applicant for the IS/MND, and for each of the public hearing notices. EKN Development cannot agree on behalf of future project applicants to the mitigation measures imposed for the Overlay; the appropriate legal approach to such issues would be to assume that a potentially significant impact will result and to prepare an EIR. Furthermore, by making short shrift of the three mitigation measures imposed for the Overlay (all of which are prospective, deferred mitigation which is not allowed under CEQA), it makes the City’s underlying goal even clearer: the entire process of developing the Overlay is for the sole benefit of one developer.

II. The IS/MND Fails to Fully Analyze Environmental Impacts of the Overlay.

The IS/MND should analyze the maximum potential environmental impacts that could occur at full buildout of the three Overlay Areas compared to existing conditions. (See *Environmental Planning & Information Council v. County of El Dorado* (1982) 131 Cal.App.3d 350.) The City artificially downplays the potential level of environmental impacts by erroneously evaluating “reasonably foreseeable future development” in the Overlay (see, e.g., IS/MND, p.30), and ignores the fact that approving the Overlay embodies a decision to encourage the full complement of development contemplated by the Overlay. There are multiple examples of this erroneous approach throughout the IS/MND that need to be corrected, such as in the discussion of Aesthetics (IS/MND, p. 30), Air Quality (IS/MND, p. 36), and Hazards/Hazardous Materials (IS/MND, p. 68).

III. Approval of the Overlay Is Impermissible Spot Zoning.

Implementation of Overlay Area A is a clear example of impermissible spot zoning. After EKN Development proposed a Hotel that did not fit into the existing site’s maximum building height, lot coverage and floor area ratios (“FAR”) allowed by the City’s General Plan and Implementing Zoning Ordinance (“IZO”), the City first evaluated EKN Development’s ability to obtain a variance. City staff determined that granting a variance would be inconsistent with the

stated purposes of a variance, that no evidence exists to suggest that there are extraordinary situations or conditions that apply to the Hotel site, and that granting a variance would constitute a special privilege. (Frequently Asked Questions, p. 5.) As such, the City decided to shoehorn all of the modifications to the City's current development standards necessary to develop the Hotel into the Overlay. Although the City recognized that granting a variance would provide EKN Development a special privilege, adopting the Overlay would grant EKN Development exactly the same special privilege and is no more valid under the State's land use and planning law.

While spot zoning can be allowed in certain circumstances, spot zoning cannot be justified if there are no facts demonstrating that a substantial public need exists. (*Foothill Communities Coalition v. County of Orange* (2014) 222 Cal.App.4th 1302, 1314.) The IS/MND offers only a token effort to describe the purpose of the Overlay and why the changes recommended for the Overlay serves a substantial public need beyond what the City's General Plan already provides. Only the Hotel's economic impact study was provided at the same time of the IS/MND's availability. The subsequent Strategic Economics Memorandum for the Overlay and the Hotel, provided four days prior to the close of the public comment period on the IS/MND, still primarily focuses on the Hotel's economic benefits to the area. It provides scant information that would support the location of the Overlay Areas (especially for Areas B or C), and does not explain why those areas are particularly suited for housing or would provide greater economic potential to the historic downtown.

Accordingly, the City's process of developing the Overlay violates good zoning practice, comprehensive zoning planning when an update to the General Plan is already in process, and remains unreasonable, arbitrary and discriminatory with respect to owners of property similarly situated in the downtown area.

IV. The IS/MND's Evaluation of Environmental Impacts Is Inadequate.

Below are Historic Petaluma Advocates' specific comments, by section, to the Draft IS/MND.

A. Aesthetics

As previously stated, the IS/MND incorrectly evaluates only "reasonably foreseeable development" (IS/MND, p. 30) of the Overlay. Instead, the IS/MND should analyze the environmental impacts of the maximum development envelope in the Overlay Areas compared to existing conditions. Implementation of the Overlay will increase allowable building heights from 45' to 75' with a conditional use permit, change lot coverage from 80% to 100%, allow ground floor residential, and increase the maximum FAR from 2.5 to 6.0. (IS/MND, p. 2.) The cumulative impacts of additional height, lot coverage and FAR on all three of the Overlay Areas must be evaluated given the potential that future development may cause an adverse effect on scenic vistas. (*See Citizens For Responsible & Open Gov't v. City of Grand Terrace* (2008) 160 Cal.App.4th 1323 (an EIR may be required when neighbors express concerns that project density and height may substantially change aesthetic conditions and neighborhood character for the public in general).) Residential and mixed-use projects could also be proposed using State Housing Density

Bonus law and the Housing Accountability Act (of which the City will have minimal discretion to deny) that further exceed the Overlay's maximum development standards for height, bulk and density. Such potential projects, completely out of scale with the surrounding one to three story buildings, could result in significant aesthetic impacts.

In the IS/MND's analysis of the Hotel's impacts on aesthetics, the IS/MND explains that the Hotel is governed by Historic Commercial District Design Guidelines and Secretary of the Interior's Standards. Infill buildings in the Historic District should "harmoniously coexist with the historic character." The Hotel stands at the pivot point that is the southern "entrance" to the historic downtown. Its height and bulk are not harmonious with the neighborhood—it is completely out of scale with its neighbors. The IS/MND fails to discuss this potential impact in any detail.

In addition, the view shed angles provided on sheet 2.6 of the Site Plan and Architectural ("SPAR") drawings do not provide a realistic depiction on how the Hotel will impact downtown scenic vistas. Angles were selected to leverage locations of street trees. More view shed angles should be provided, at different times of year, in order to accurately assess the Hotel's potential impacts on scenic resources.

B. Cultural Resources; Appendices C and F to the IS/MND

The Overlay would increase allowable building heights by at least 20 feet, and could be even taller if a project is proposed using the State's Housing Density Bonus law. The proximity of the three Overlay Areas to the boundaries of the National Register Historic Commercial District has the potential for an adverse effect due to the risk of visually "walling off" sections of three- and four-story historic buildings with six-story, 75-foot structures in the Overlay Areas. The maximum development envelope of potential buildings, which should assume the full height and bulk permitted in the Overlay, should be analyzed for its potential impacts on historic resources, especially on the Historic Commercial District.

The Hotel is evaluated for compliance with the Secretary of the Interior's Standards, of which Standard No. 9 states, "The new work shall be differentiated from the old and shall be *compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.*" (Emphasis added.) (See IS/MND, p.31.) The design of the Hotel does not meet this standard as the building as-designed is over-scaled given its pivotal location serving as the southern gateway to the historic downtown. The Hotel's height, massing, size and scale are not compatible with the surrounding environment as its uniform blocky mass is a jarring juxtaposition against the proportions of the average height, width and character of the neighboring buildings. This is a potentially significant cultural resources impact that cannot be glossed over. (See, e.g., *Georgetown Pres. Soc'y v. County of El Dorado* (2018) 25 Cal.App.5th 358 (public comments established fair argument of aesthetic impacts in a historic district where comments focused on size and appearance of project compared to other district buildings; court rejected argument that future design review would serve as a substitute for CEQA review); *Protect Niles v. City of Fremont* (2018) 25 Cal.App.5th 1129 (based on context of a designated historic overlay district, objections by members of historic resources board grounded in inconsistencies

with prevailing building heights and architectural styles constituted substantial evidence supporting a fair argument of a significant effect on aesthetic resources).)

In addition, the Historic Compliance Review inaccurately refers to the Hotel as a five-story building, when it is a six-story building (see SPAR-1.7) inclusive of a rooftop event space. In Section 7.0, Guidelines for New Construction, the Historic Compliance Review discusses how the Hotel's appearance will look new and contrast with its immediate neighbors primarily through building height. (Historic Compliance Review, p. 5.) These statements are incompatible with the Petaluma Historic Commercial District Design Guidelines which requires new buildings to be sensitive to the character of its neighbors without mimicking them. The Hotel drawings demonstrate only a cursory attempt to relate to the historic character of the district, through minor revisions to the fenestration pattern, along with the addition of decorative iron railings, neither of which have been formally approved. The Historic Compliance Review also states that the Hotel gains its architectural interest from its materials, finishes, and decorative treatments (*Id.*); however, the materials are simplistic and the façade treatment could include bolder articulation of planar depths to create more rhythm and visual interest. While the Design Guidelines state the colors chosen for the face of an infill building shall compliment the colors of the neighboring buildings, the description of the Hotel is described as a "visual counterpoint" to the more vividly colored buildings, which would suggest the neutral colors do not meet this standard. (*Id.* At 7.) The City should request that EKN Development re-examine its Hotel design in light of the above comments.

C. Geology and Soils; Appendices G and H of the IS/MND

The Overlay analysis of geology and soils impact related to seismic-related ground failure, including liquefaction, as well as subsections c) and d) of Geology and Soils, dismiss any concerns because future development would be required to comply with applicable building code and General Plan policies. This misses the point entirely. The significance threshold poses the question whether the Project would expose people or structures to potential substantial adverse effects, including the risk of loss, injury or death involving any of the specified seismic or soils events. This analysis needs to be expanded to assess the risk of bringing more people to the Overlay Areas. (*See California Building Industry Association v. Bay Area Quality Management District* (2015) 62 Cal.4th 369 (explaining that CEQA Guidelines §15126.2(a) indicates that CEQA requires an agency to evaluate environmental conditions and hazards existing on a proposed project site if such conditions and hazards may cause substantial adverse impacts to future residents or users of the project).) This section merely provides a conclusory statement without any analysis or substantial evidence whatsoever.

D. Hydrology; Appendix J to the IS/MND

The discussion of the Hotel's impacts on water quality standards includes information on the Preliminary Stormwater Control Plan, and concludes that as proposed and conditioned, the Hotel's potential to violate water quality or waste discharge standards throughout operation of the Hotel is less than significant. (IS/MND, p. 77.) The Final Stormwater Control Plan for the Hotel will need to ensure that all basement water is separately pre-treated due to potential for groundwater contamination from previous Leaking Underground Storage Tanks located on the

Hotel site, as well as from any hazardous materials or contaminants leached from parked cars, and ensure that such water is not plumbed directly to the sanitary line.

E. Land Use and Planning

As stated above in Section III, the City has created a convenient mechanism by which EKN Development is able to skirt compliance with the existing General Plan and Zoning Ordinances, and rely on the Overlay which currently serves no other purpose but to permit the development of the Hotel.

Without the Overlay, the Hotel is out of compliance with existing General Plan policies. As recommended by many members of the public and in the Historic Cultural Resource Report dated September 22, 2023, and revised November 7, 2023, rather than adopting a freestanding overlay area, the Overlay Area should be analyzed as part of an amendment to the Central Petaluma Specific Plan or as part of the pending General Plan update.

F. Noise

The IS/MND incorrectly evaluates the increase in noise from potential future development in the Overlay Areas to noise levels at General Plan build-out, as opposed to existing conditions. (IS/MND, p. 83-85.) For instance, the IS/MND concludes that the Overlay's construction noise impacts will be less than significant with mitigation. (IS/MND, p. 84.) However, OVL NOI-1 improperly defers mitigation by providing vague requirements and suggesting that site-specific recommendations will be developed in the future. The deferment of the analysis of construction noise and vibration, and failure to include specific mitigation measures, means that the IS/MND fails as an informational and disclosure document in violation of CEQA. (*See Citizens for Responsible & Open Gov't v. City of Grand Terrace* (2008) 160 Cal.App.4th 1323, 1341 (rejecting mitigated negative declaration for senior housing project based on evidence of significant noise impacts and noting there is no evidence of any measures that would ensure that noise standards would be effectively monitored and enforced).) Without concrete and required mitigation, this measure cannot be relied upon to conclude that the Overlay will have less than significant construction noise impacts.

Airborne noise patterns in Petaluma can be significant and need to be factored into the impact discussion, especially with prevailing winds. Sounds from the Fairgrounds (1.3 miles from the proposed Hotel site) can be heard throughout the City. Cumulative impact of noise from planned developments in and around the Overlay Areas must be addressed, including the impact of amplified music from an active open-air rooftop bar/event space with nothing but a glass railing to attenuate the sound, and within 0.25 mile of nearby residential neighborhoods.

G. Population and Housing

The IS/MND states that the Overlay "will not result in direct physical development but will allow future development proposals to increase lot coverage, FAR, and height relative to what is currently allowed by the General Plan and Implementing Zoning Ordinance and will also allow

development of exclusively residential uses.” (IS/MND, p.88.) The analysis provides no information as to an increase in the number of residential units that could be developed in the Overlay Areas, and the potential estimated increase in the number of residents. In addition, it is likely that future residential developments will take advantage of the State Housing Density Bonus law and Housing Accountability Act, both of which combined provides very little discretion to the City to deny such projects.¹ Denser development and its potential impact on population and housing must be analyzed.

H. Public Services

The IS/MND contains absolutely no information on the expected cumulative effect on response time and emergency facilities necessary given the reasonably foreseeable development of new dwelling units within the Overlay Areas and pipeline projects immediately adjacent to Downtown. New residents in the area will likely increase the demand for police and fire services. The analysis provides no substantial evidence to support the conclusions that these impacts would be less than significant.

I. Transportation; Appendix L of the IS/MND

The IS/MND concludes that the Overlay will have a less than significant transportation impact because it is overall consistent with General Plan policies, but cites just one of the General Plan policies that supports transit-oriented development, and then defers the remaining analysis to future discretionary review for proposed projects in the Overlay Areas. (IS/MND, p. 93.) This is not substantial evidence to support its conclusion. The analysis completely ignores the practical implications and potential increase in visitors and population that would result from future development in the Overlay Areas.

Furthermore, the transportation analysis for the Hotel relies on data and assumptions contained in the Traffic Impact Study at Appendix L of the IS/MND; however, this information may no longer be relevant to post-COVID-19 pandemic conditions. Data from three boulevard intersections is from August 2019; data for the D Street intersection is from October 2021 (in the middle of the COVID-19 pandemic). Although the 2019 intersection turning movement volumes were factored up by two percent to represent 2023 conditions (Traffic Impact Study, p. 9), the Traffic Impact Study does not appear to apply that same factor to address the 2021 data. As more and more workers return to the office, or have different commuting and travel behavior since the COVID-19 pandemic, the analysis should be re-done to reflect more current 2023 data. In addition, the study assumes that restaurant patrons will mainly be hotel guests, which lowers the number of daily trips. (Traffic Impact Study, p. 12 and 14.) Given the media coverage and prominence of celebrity chef Charlie Palmer, who will head the Hotel’s restaurant, it is a more

¹ Although the Strategic Economics Memorandum for the Overlay suggests that a taller and denser residential project in the Overlay Areas may not currently be financially feasible, the assumptions ignore the possibility of a 100% affordable product, and a potential developer’s ability to leverage state funds, housing tax credits, or other subsidies to finance a project.

likely scenario that visitors from both the City and outside of the City will travel by car, and that the internal capture trips is overstated.

In the transportation impact's discussion for the Hotel, the IS/MND fails to evaluate potential loading impacts. Service and delivery vehicles for the Hotel (which includes a restaurant and event spaces), will likely need to park or double-park on B Street, at the BOH entry corridor. If the basement garage level loading zone has too low of a clearance, box trucks or transit delivery vans will need to deliver goods at the street level, causing ripple effects on traffic and potentially causing traffic congestion along B Street. This is a potentially significant impact that must be analyzed.

In addition, the IS/MND completely ignores the potential cumulative effect on transportation and potential congestion from the approved and/or pipeline projects listed in Section IV.K below, which the IS/MND does not even mention by name. The development of all of these projects, between 0.25 and 0.50 miles of the Hotel, will put pressure on the downtown traffic intersections. This potentially significant impact must be discussed.

J. Utilities and Service Systems

The IS/MND appears to contradict itself when discussing potential residential development. In its discussion of utilities impacts, it indicates "the permitted residential density will not increase as a result of the proposed Overlay and as such, a substantial increase in population beyond what has already been considered in the General Plan and associated General Plan EIR is not anticipated." (IS/MND, p. 97.) However, the IS/MND previously identifies that two sites located within Area C of the proposed Overlay are identified as opportunity sites in the City's 6th Cycle Housing Element. (IS/MND, p. 87.) The Overlay will also permit ground floor residential uses. (IS/MND, p. 2.) Accordingly, it is unclear where the environmental impacts of this potential residential development have been evaluated. In addition, the comparison of environmental impacts is inappropriately to the existing General Plan, not existing conditions. (See CEQA Guidelines §15125(e).) With the passage of new housing-oriented State legislation that will streamline the development of multi-family residential units coming into effect on January 1, 2024, and the strengthening of the Housing Accountability Act, it is likely that denser residential developments will be proposed in these Overlay Areas that would impact the City's existing utilities and service systems, and this potential development must be analyzed.

K. Mandatory Findings of Significance

The IS/MND does not include any of the following projects, which have recently been approved or are in the City's pipeline, as part of its cumulative impact analysis: (1) 182 residential dwelling units, approximately 24,855 square feet of ground floor commercial use, 10,470 square feet of tenant amenity area, ancillary utility spaces, and public and private open space areas at Haystack Pacifica, which was approved by the Planning Commission on May 28, 2019, and (2) 132 new condominium units at Oyster Cove, which is included as a pipeline project in the City's Housing Element Update of May 2023. These referenced projects are all between 0.25 to 0.50 miles of the Hotel. The IS/MND then fails to analyze in any detail whether the Overlay or the

Hotel has a cumulatively considerable effect when viewed in connection with these projects. For example, it is likely that residential uses of the approved projects and the mixed-uses in the Overlay Areas will increase reliance on vehicles, and contribute to cumulative air quality impacts. A more robust cumulative analysis is necessary to understand the impacts of the Overlay and consequently the Hotel.

V. Conclusion

The Hotel cannot be approved without proper CEQA analysis of both the Overlay and the Hotel. An agency must prepare an EIR whenever substantial evidence in the record supports a fair argument that a project may have a significant effect on the environment. (*Quail Botanical Gardens Found., Inc. v. City of Encinitas* (1994) 29 Cal.App.4th 1597, 1602; *see* PRC §21151 (An EIR must be prepared for any project that “may have a significant effect on the environment.”).) As stated in the multiple comment letters provided by members of the public on the IS/MND, there is substantial evidence that supports a fair argument that both the Overlay and Hotel may cause a significant impact on aesthetics, cultural resources, land use, noise and transportation, amongst the other impact categories described above. (*See Visalia Retail, LP v. City of Visalia* (2018) 20 Cal.App.5th 1, 12.)

The City cannot rely on the IS/MND to approve the Overlay and the Hotel. Two separate EIRs must be prepared to comply with CEQA: one program-level EIR for the Overlay and one project-level EIR for the Hotel.

Very truly yours,



Charles R. Olson

CRO/CJL

cc: Uriel Orozco, Planning Analyst (uorozco@cityofpetaluma.org)
Andrew Trippel, Planning Manager (atrippel@cityofpetaluma.org)
Eric Danly, City Attorney (edanly@cityofpetaluma.org)
Carolyn J. Lee, Lubin Olson & Niewiadomski LLP (cleel@lubinolson.com)
Petaluma Historic Advocates (t.lewisrest@gmail.com; lydiaasselin@gmail.com)



November 9, 2023

Via email

Re: SUPPORT for Petaluma's Downtown Housing & Economic Opportunity Overlay

Dear Chair Hooper, Councilmember Cader Thompson, Commissioners, and staff:

Generation Housing and Greenbelt Alliance write today to express our **strong support** for Petaluma's Downtown Housing & Economic Opportunity Overlay, a critical initiative that advances us towards fulfilling this vision by expanding housing and mixed-use opportunities in the core of Petaluma.

Problem: Underinvestment in Downtown Petaluma and Its Impact

In 2003, the Central Petaluma Specific Plan ("CPSP") was instituted with a promising vision for the core of our city. Covering nearly 400 acres in the geographic heart of Petaluma, adjacent to our historic downtown and the Petaluma River, the CPSP was designed to catalyze a vibrant mix of employment opportunities, diverse housing, retail, and entertainment. The idea was to create a lively urban environment where all these elements coexisted harmoniously. Unfortunately, despite the ambitious goals of the CPSP, development has been sparse and far from the integrated vision initially laid out.

Exacerbating the Issue: Detrimental Effects of Recent Commercial Development

While commercial development in Petaluma over the last two decades has mostly focused outside the downtown area, it has provided valuable lessons on the need for integrated planning. Take, for example, retail centers like Target and Deer Creek, which were initially zoned for mixed use but ultimately did not include residential components. These projects represent missed opportunities for holistic community development, both in terms of diversified consumer spending and increased tax revenue to support the downtown area.

Together, the two shopping centers encompass approximately 50 acres and were initially estimated to contribute around \$34,000 per acre to Petaluma's economy. However, the actual tax revenue generated has fallen short of expectations. For example, in 2019, Deer Creek generated only 41% of its projected revenue and was significantly less economically productive per acre compared to Theatre Square development in downtown—by a factor of 11 (see below).

| Deer Creek Village | | | | |
|--------------------|--------------|-------|--------------|---------------------|
| 007-038-033 | \$166,819.84 | 24.6 | \$6,781.29 | |
| 007-038-034 | \$326,529.78 | 9.56 | \$34,155.83 | |
| Total | \$493,349.62 | 34.16 | \$14,442.32 | Dollars/acre return |
| Theater Square | | | | |
| 008-690-005 | \$93,391.46 | 0.40 | \$234,582.63 | |
| 008-690-006 | \$90,424.52 | 0.89 | \$102,149.69 | |
| 008-690-007 | \$17,794.50 | 0.00 | \$17,794.50 | |
| Total | \$201,610.48 | 1.28 | \$157,099.08 | Dollars/acre return |

This data underscores the opportunity for more effective land use and revenue generation, particularly in downtown Petaluma. It reinforces the argument for projects like the Downtown Housing & Economic Opportunity Overlay, which aim to create a more vibrant, equitable, and resilient community while maximizing economic benefits.

The Cost of Disinvestment: How Downtown Businesses and Infrastructure Are Suffering

The ongoing lack of investment in downtown Petaluma has created a cascade of challenges that are hard to ignore. Local businesses are grappling with multiple financial pressures: inflation, soaring rents, and increasing costs for materials and labor, all while facing a shortfall in low-wage workers. This is creating an unsustainable environment that puts the very fabric of our community at risk.

Compounding the problem is the city's underfunded capital projects. The 2023–2024 budget reveals a staggering \$66 million in unfunded projects spanning parks, facilities, and public works. Particularly alarming is that nearly 40% of these unfunded projects, amounting to \$26 million, are directly tied to Petaluma's downtown and its historic preservation.

Solution: Champion Downtown Investment and Direct the Returns for Community Benefit

Promoting higher density in our downtown area not only stimulates economic growth as the data above indicates, but it also broadens the consumer reach for local enterprises and boosts tax revenue, essential for financing key municipal initiatives and services. Placing homes next to businesses in transit-oriented downtown zones is not just convenient but sustainable, helping to reduce commute times and emissions. Furthermore, supporting development concentrated in downtown, transit-oriented

areas align with the city's collective commitment to preserving the agricultural lands and open spaces that the community holds dear and frequently champions.

The Downtown Housing & Economic Opportunity Overlay presents an opportunity for the city to gain tangible financial benefits that can be channeled directly into priority projects. Incremental revenues generated within the overlay area can be systematically allocated towards services and improvements that enjoy widespread support and meet critical needs. For example, the city could stipulate that from the additional property, sales, and TOT tax revenues generated by the three housing and economic opportunity districts, allocations would be apportioned as follows:

- + At least 25% set aside for deed-restricted affordable housing targeting 120% of Area Median Income (AMI) or below.
- + At least 10% dedicated to historic preservation and enhancements in the downtown area.
- + At least 10% aimed at the maintenance and improvement of parks.

In doing this, we create a sustainable and equitable funding mechanism to support various facets of community well-being.

We are grateful for the opportunity to participate in open dialogue, thoughtful engagement, and decisive action that leads us closer to realizing a more sustainable future for Petaluma.

As always, thank you for your time, consideration, and continued service to the community.

Respectfully,

Jen Klose
Executive Director, Generation Housing

CC Ciralo
Resilience Manager, Greenbelt Alliance

PUBLIC COMMENT FOR 11/14/23 PLANNING & HCPC HEARING: In search of Smart Urban Planning, NOT Reactionary City Planning

Fri 11/10/2023 8 59 AM

To:Orozco, Uriel <uorozco@cityofpetaluma.org>

You don't often get email from [REDACTED] [Learn why this is important](#)

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PUBLIC COMMENT: IN SEARCH OF SMART URBAN PLANNING, NOT REACTIONARY PLANNING:

I strongly object to this arbitrary three-area Downtown Housing and Economic Opportunity Overlay, at this time and place. I specifically object that it is being “brought forward” for a vote in advance of the comprehensive General Plan Update process, all for one Developer.

Planning staff have continued to assert for the past five months that the Overlay and the Hotel are separate entities, but we all know that the Hotel cannot proceed without first approving the Overlay. That’s the only reason we have a piecemeal, poorly-studied Overlay today, rather than doing the right thing to guide Petaluma’s long-term growth—We need community input about density, and we need a comprehensive evaluation of downtown zoning under the umbrella of the General Plan Update.

- How do we know if 75 feet is the best answer for downtown?
- How do we know if six-story housing developments adjacent to historic downtown will provide an economic boost to local merchants?
- Can we achieve enough increased density just through increasing FAR and lot coverage, without adding height?
- How do we know what income mix is the best for new Downtown housing? Owners or renters?
- The current Housing Element indicates that out of 1910 housing units to be built by 2031, once “in-the-pipeline” projects are taken into account, the remaining needs are for 263 units at Very Low Income, 97 units at Low Income, and 207 units at Moderate Income. Low and Very Low Income housing projects will be able to avoid both CEQA review and discretionary design review. Is this what will be considered for new housing in the Overlay parcels? How will this type of housing increase economic vitality and boost spending power downtown?
- Why do we want to allow ground-floor housing downtown? How does this achieve an active streetscape?
- What comparable small cities with a National Register historic downtown have successfully added height and density around their historic downtown buildings?

We don’t know the answers to these questions yet because this level of study hasn’t been presented! What happened to the concept of Know Before You Grow? This level of study and discussion would typically be part of

the ongoing General Plan Update process. The General Plan Update is going to have to go through a full-on EIR. “Bringing forward” the Overlay component because it fulfills various goals of the General Plan Update just means the Overlay can skirt the kind of scrutiny and study it should otherwise receive. And of course, it means handing over the keys to the kingdom to one single developer for one single project. Allowing decision-making to be dictated by the promise of Development money is not SMART urban planning, it is REACTIONARY urban Planning.

I also strongly object to combining the Overlay and the Hotel into this single draft environmental study to satisfy the CEQA checklist.

Despite the separation of the Hotel from the Overlay for appearances sake, Planning Staff has combined the Overlay and the Hotel into one co-mingled CEQA / IS-MND report. In combining the environmental study into a single document, it is impossible to accept one set of environmental impact premises but not the other

Planning staff’s report basically represents the Overlay as a simple, “programmatic” set of changes; merely a wave of the pen to change three areas on the Zoning Map, change the building height in the Zoning text, and change the text of the current General Plan to increase FAR

The argument they have put forth regarding the Overlay is that these programmatic elements have no environmental impact in and of themselves, because they are simply administrative changes to zoning documents. They indicate there *might* be an environmental impact in the future, but since construction isn’t happening, then there cannot be an impact. (*kind of a “move along, nothing to see here...” approach*) This is kick-the environmental can down the road logic. Of course the Overlay will have an environmental impact once these blocks are fully built out!

The CEQA checklist mandates the following: “all answers must take account of the whole action involved, including off site as well as on site, cumulative as well as project level, indirect as well as direct, and construction as well as operational impacts.”

- What are the cumulative environmental effects of adding as many as six stories of new housing and retail in the three Overlay sub-zones?
- What are the cumulative environmental effects when you layer in 132 new condominiums at Oyster Point, 182 units at Haystack Pacifica, and who knows how many proposed housing units adjacent to the Lakeville SMART Station, all within 25 miles of the hotel site?
- Why are there no comprehensive studies on traffic, parking, water use, noise, or flooding that reflect cumulative effects of developing the Overlay areas and surrounding housing projects currently in the pipeline? All supporting data in this report refers specifically to the hotel construction.

I urge you to take a deep breath here and tap the brakes for a moment.

- Require that this single environmental report be separated into distinct Hotel and Overlay reports.
- Require that the Overlay report be amended to address the cumulative environmental impacts of maximum future built-out in all proposed overlay zones, combined with those future contributing projects immediately surrounding downtown.
- Delay any vote on the Overlay until cumulative environmental effects can be defined. The overlay does not merit being “brought forward” with a wave of a wand simply to assuage this developer’s demands.
- Strongly advocate for incorporating the Overlay into a comprehensive environmental impact report of the full General Plan Update—this is where it belongs.

Respectfully,
Lydia Asselin

FW: Downtown Housing & Economic Opportunity Overlay

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/6/2023 10:59 AM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
 Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Eric Danly

City Attorney
 City of Petaluma | City Attorney
 office. 707-778-4402 |
 EDanly@cityofpetaluma.org



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From: Isabelle M Beardsworth [REDACTED]
Sent: Saturday, November 4, 2023 5:30 PM
To: City Council citycouncil@cityofpetaluma.org
Subject: Downtown Housing & Economic Opportunity Overlay

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

November 3 2023**Public Comment to the City Council**

Please be advised I wish to enter into the record I **strongly oppose** the “Downtown Housing and Economic Opportunity Overlay” and the “EKN Appellation Hotel/EKN Development/Weaver Hotel Etal” The “plan” is solely designed **to bypass current building regulations** established in the current Petaluma General Plan based on building

height, floor area ratio and increased lot coverage Initial studies and community feedback clearly indicated this year that any significant “overlay” **should be incorporated** within the **2025 General Plan** There is insufficient information for potential future commercial or residential development in these (3) subareas to adequately address **the Environmental Impact**. The “overlay” is not a “plan” but a method a “for profit” company “M Group”, purportedly acting on behalf of the City of Petaluma for their own financial gain. The company is paid for “cost recovery services” i.e. fees paid directly to them by the developer to advance acceptance of planning permission for a project. However, it appears this “overlay”, if approved, will then be incorporated into the 2025 General Plan for which the company will be reimbursed a **fee by the city** i.e. tax payers. (see page 10)

The “M” Group has now released an Initial Study/Mitigated Negative Declaration (ISMND) which essentially is written to **avoid an Environmental Impact Report (EIR)**. The nature of both the proposed “Overlay” and the “Hotel” is the most overwhelming reconstruction project in the history of downtown Petaluma, the towns history. In its proposed form, the “plan” would visually **destroy the old town center**, dwarf the Registered Historical Buildings and the “A” Street Historical District. In short, it would create a modern corridor on Petaluma Boulevard/D Street and convert Petaluma to “**Any town, U.S.A.**”

If an EIR is not required on this project, **no EIR** would be needed on any project in the entire town **now or in the future**. Interestingly, in the City Planning website there are no projects that have required an EIR-including recently completed projects, under construction, recently approved and in planning. This “overlay” will have a significant effect on the environment particularly on **Aesthetics, Air Quality, Geology, Hydrology, Parking and Transportation**. These items cannot be “mitigated” until a full study is completed on all the elements to determine the exact scope of the issues. **The public deserves** a thorough review of a plan that would impact the quality of life for local residents and degrade the historic character of Petaluma.

The Petaluma General Plan **2025** update is only in the **Policy stage**. This “overlay” isolates one town district based on its centrality and proximity to alternative transportation without considering a broader perspective and **a comprehensive plan for Petaluma**. It is imperative we identify all of these areas in the greater city prior to rezoning The new housing development adjacent to the planned second **SMART** station could be the site of so many more high density projects in the area a project highly acclaimed amongst some members of the city council.

“Planning” has approved a substantial number of projects in the last few years and a number of projects are pending. We have not yet had time to **assimilate the impact** of these **projects** such as the Burbank Housing and PEP Housing on Petaluma Blvd South, Mid Pen Affordable Housing and AG Spars on Petaluma Blvd North or **286 housing units** and Amys Kitchen **20,000 sq ft office** space on Kentucky Street. The proposed Oyster Cove development of **132 units** on 100 East D Street would also directly impact the “Overlay”.

The most significant impact is **Aesthetics**. We cannot begin to assess this until we have installed **story poles** and request the City Council approve the installation at the corner of each block, as identified Sub Areas 1, 2 & 3, impacted by the future potential development. Once these have been constructed, we can **“see”** the impact from the Washington Overpass, McNear Peninsula and Rocky Memorial Dog Park (page 10 4 1a)

The height will certainly degrade the **visual character** and **scenic quality** of the area. There is a large open area providing clear views of Walnut Park, the 4th Street Post Office, the Petaluma Museum, McNears, the Iron Fronts, St. John’s Episcopal and St. Vincents Catholic Churches. Petaluma Boulevard South and D Street are **main arteries to the downtown area** and 75 foot structure height will be an eyesore. No amount of “mitigation” or “proper design” is going to change the height for this city block, it is still 6+ story buildings. The “Hotel” Setbacks and recesses on the higher floors can only reduce the visual impact for pedestrians across the street from a building. This will not change the view traveling along the street. Effectively this hotel is **triple the height** of adjacent neighbor **ACE Hardware**. It will not change **the impact on one and two story residences** in the surrounding area on 5th, 6th, 7th A, B, C & D Streets and commercial buildings. It will dominate the skyline, block out the light and create tremendous shadows. It will not change the fact that as you walk down the hill from **Helen Putnam Park** down B Street you will not see the river nor the hills. The proposed hotel has a particularly prominent position at the corner of the Subarea A and only the story poles will show the impact. The **“Hotel View Shed Study”** is most **misleading** in its depiction of the site and its surroundings. The vantage points are not appropriate, indistinct and the building is posed with large adjacent trees which is factually incorrect. **Light and glare** will certainly exist with windows towering above all other structures in the vicinity.

These types of **structures cannot “harmoniously exist”** at this location. The City and consultant planners have not collaborated with current landlords to determine their needs and interests. The majority of owners within the “Overlay” do not have an interest in rezoning. Unless the City plans to eliminate property rights and take over these parcels there is no reason to implement radical and unnecessary zoning changes. The planning department has a history of **rejecting plans from local owners**, requiring extensive modifications, parking restrictions and significant costs to comply with codes particularly in the Historical District. These include, for example El Roys and 4th and Sea

I have contacted the Downtown Merchant Association, The Visitors Bureau, the City of Petaluma and the Planning Department in an attempt to obtain relevant data pertinent to establishing the **building needs in Petaluma**. None of these parties have been able to provide some **basic information** on current hotel occupancy rates, amount of TOT collected, unoccupancy rates for office, retail and residential rental units, parking needs evaluation for all occupancies, data analysis of ridership for SMART train, Sonoma and Petaluma Transit Systems.

Whilst **Section 4.1 (c)** acknowledges it **“could degrade the visual character”** and scenic quality “if not properly designed” I assert it cannot be designed at this height (floor ratio

and set back) It **will** suffer degradation The report simply states that any future specific plans in this overlay will be subject to review. I contend the approval of this Overlay without an EIR will set the **precedent for unlimited future projects** without due consideration of all these issues

With respect to **4.3 Air Quality**, it is impossible to determine the environmental impact without formulating an estimate of the number, type, size and occupancy of future buildings. The Initial Study for the hotel reflects the environmental effects can be mitigated. During the extensive almost 2 year Hotel construction phase the report indicates a “dust management for sensitive communities.” There is a **significant health risk to seniors** and health impaired individuals during this phase and beyond. This is an extended residential area of elderly residents subject to physical limitations including respiratory illnesses. No account has been made for the social/geographic specific area.

Greenhouse Gas Emissions are reasonably foreseeable during construction, implementation of building within the overlay and including operation of vehicles. The “**Initial Study**” indicates **assuming “existing transit”** aka SMART, Sonoma Transit, Petaluma Transit, Bicycle and Pedestrian Pathways will “**mitigate**” emissions. This is **Utopia!** Individuals may (or may not) elect to take public transportation. Businesses will require delivery of products in this “zone” and it is not available by public transportation. Future Housing units will require individual deliveries in the 21st century for online purchases (aka Amazon) and food service delivery A hotel will require a more significant amount of supplies to provide full services to cater to an elite wealthy clientele.

The purpose of the Report is prepared to provide specific, technical and scientifically exacting analysis, however the future of building in the “Overlay” consistently and redundantly utilizes the phrase subject to “**independent discretionary review**”. This is a term overutilized in the analysis which means “whatever, whenever, whoever” with no precise definition, meaning and subject to interpretation. This is a very dangerous precedent and subject to manipulation There is no Air Quality Emission (AQE page 37) because there is no “physical development” and does not “generate emission” meaning: no analysis required!

4.3 (a) only addresses “economic generating” meaning revenue derived it does **not otherwise have to pass** the “smell test”. Similarly, “**employee generating**” means if you hire new employees no need to have any benchmarks **for Air Quality**. The expected “fees”, property taxes, sales tax and TOT are pie in the sky based on expected revenue with **no basis in reality**. A \$300-400 per night hotel stay (basis of hotel revenue with 65% occupancy) and restaurant/bar sales competing with a plethora of available choices by locally owned companies. These prices are unaffordable for local residents and only serve wealthy tourists. The “low income” hotel employee wages will merely **generate new “low income”** housing needs the city cannot afford and add more to proposed needed units in the 2025 General Plan Housing Element.

4.3.(b) Is the most significant AQE which **cannot be “mitigated”** by “management practices”. See comments on Greenhouse Emissions which equally apply to neighboring

area A 2 year project involving removal of **two stories of dirt below ground** is significant including dust particles, emission of diesel fumes, and odors. This will severely impact vehicular, cyclist and pedestrian traffic and impacting local businesses and residences. “Mitigation” measures are standard operating procedures for contractors that common sense would dictate and will not reduce the substantial exposure Further, it provides no third party independent evaluation of any measures taken during this phase.

4.4 Biological Resources provides a pass to the **Trees in the Public Right of Way**. It cannot address potential development in the “Overlay” since there are no current plans! However, the “hotel” proposes to eliminate existing street trees onsite and merely promises to replace with “container” trees which is not at all the same thing. There is an inherent conflict with Section “**Special Status Species/Wildlife**” since Shollenberger Park provides a unique **bird habitat** in the wetlands. Birds migrate from the sanctuary to the large trees in **downtown Petaluma** and I have witnessed the Peregrine Falcon raise its young in the 150 ft Oak trees on my property. Hawks and Eagles fly in the area. In the Golden Eagle Shopping Center trees, adjacent to the former brew pub, the **trees house nesting** families of Snowy Egrets. A significant high rise development will conflict with this wildlife activity. **Bird Collisions (d)** are a significant exposure with structures of 6 story height and essentially cannot be mitigated given the migration corridor next to the river and the wetlands.

The City of Petaluma has instituted **energy efficient standards** and the (only) specific project on the “overlay” site is the “hotel”. The excavation of two stories below grade constitutes a “wasteful, inefficient and unnecessary consumption of energy” **4.6 (a)**. It relies on gasoline and diesel powered heavy equipment to moves tons of dirt and debris off site.

Any subterranean project has a significant exposure to loss at the site itself and to the surrounding suburban area. The initial report for the “hotel” identifies **4.7** ground shaking, liquefaction, erosion and unstable geologic unit This exposure requires **significantly more analysis** and is of catastrophic potential. Similarly, in a historically sensitive area with Registered Historic Buildings and the “A” Street Historic District in close proximity to the site, any settlement and lateral movement of the ground as a result of excavation would be devastating to these structures

The City of Petaluma has expended a great deal of time and effort on “**Climate Resilience**” efforts. However, it appears there has been no consideration given to the fact that the “Overlay” and the “hotel” are only 2 blocks from the Petaluma River. Despite the talk of “**Sea Rise**” the river is apparently not within the scope of any change in sea levels. The study only relies on the FEMA maps and the flood prevention work completed by the Army Corps of Engineers - which has not proved effective in the last decade.

The planning department does not seem to have taken into consideration the fact that additional development will necessarily consume a significant amount of **additional water and sewage disposal requirements**. The City has recently adopted a 5% rate increase for the next 5 years (2% rate increase and 3% inflation per annum). This is in

addition to a provision in the event the city has to purchase additional water in the event of a drought. These additional costs will be passed on to the consumer. The City has also expended a significant amount of tax payor revenue for improvement of the sewer system. The study shows apparently the city has “an adequate water supply” thus any new developments have been paid for by residents. A hotel occupancy is one of the most inefficient type of operations with respect to water usage i.e. transient occupancy, daily laundering of sheets/towels etc. “Planning” approved the construction of two new large hotels, now completed, and a third 18 room hotel addition is under construction in Petaluma.

The Study asserts there is **no significant impact** of this “in-fill” in land use for this “Overlay” or the “hotel”. There is significant pedestrian traffic in this Area A “Overlay” encompassing the Theatre District, Walnut Park (home to Farmers Market and Events), Post Office, Museum and retail establishments. Any development in this area will be significantly impacted. The changes proposed: to eliminate the pedestrian cross walk between Petaluma Blvd South and 4th Street is very significant. It provides an essential link, given the speed and number of vehicular traffic, for pedestrians to cross the road with any safety. Further, the installation of a new driveway to enter the subterranean parking (adjacent to ACE Hardware) will be a huge hazard to pedestrians. An estimated 80% of ACE customers are pedestrians or cyclists who frequent this mainstay of the community.

The **Noise Impact Analysis 4.13** is one of the most deficient elements of the study and requires much more analysis. Any development in this downtown area will (not “could” page 83) “**result in increases** in the ambient noise” Any construction in this focused area will significantly affect the business and residential areas. Any construction should be completed in the area at the same time so residents, businesses and visitors do not have to live through a decade of construction.

The “hotel” proposal is extremely problematical with subterranean construction. There are **inherent issues** with seismic waves and **ground vibrations** not to mention the resultant structural and cosmetic damage to nearby structures and historic buildings during construction and settlement thereafter. There is no way to mitigate this effect except to relinquish the plan of construction underground. The adjacent “Vacant and underutilized lots” could be used for parking. There is no provision in the “analysis” to account for any noise as a result of the hydraulic lifts proposed to be utilized in the subterranean parking. This is not credible.

The operation of the “hotel” analysis (page 85) alleges the sound of the rooftop **mechanical equipment and amplified music** on the 6th floor open top bar are “within the noise limits established by the city” The Study assumes the same level of **noise from traffic** currently. This is a false assumption because the more development in the vicinity, on this block and other developments in the downtown area completed and proposed, will only serve to **exponentially increase**. Traffic will increase of necessity with the hotel for vehicle drop off for valet parking and increased driving as the vehicles tour the block and into the below ground parking. Further, the addition of a bus stop will create the noise and

pollution of idling vehicles on the street. Lastly, but by no means least, is the effect the wind will create amplifying noise at 75 feet in the open air bar. If renovations to one story single family dwellings are required to **install wind sheer walls** according to code the city evidently recognizes this exposure. A bar that plans to close at 12am is not a good neighbor.

There are some grave concerns that have not been adequately addressed in the Study (4.15 Public Services) relative to **Emergency Response**. The proposed “overlay” has a nearby Fire Station on D Street, however, should a catastrophic event take place in the area will this unit be able to respond? The proposed zoning includes a 75 foot height and a dense in-fill. Does the **Fire Department** have the necessary equipment and work force to respond to this emergency. In the event additional units are required, there is a great deal of concern with the operation of the train, the D Street drawbridge and significant vehicular traffic to dramatically impede response time. **Police logs** reflect ongoing crime issues in the downtown area which will only increase with additional development. The main issues are drugs, alcohol and mental health impaired individuals causing a disturbance. There has been some discussion the Fire and Police departments, including the City offices, will be relocated to the Fairgrounds in the future which would make any further development in this area highly ill advised by risk management.

The most compelling argument for this “Overlay” is the inclusion of “**Housing**” which is not at all addressed in the “**plan**”: **there is none**. It would seem if a specific type of housing and density is desired it should be specifically outlined in any proposal. The “overlay” is a **blanket provision** to eliminate current building limits and establish the new height, lot coverage and floor area. This is a dangerous precedent. It allows, with few limitations, a broad scope of future subjective interpretations. It is a planners dream to rubber stamp any proposal submitted.

4.14 Population and Housing does not address the fact that the population of Petaluma has not increased but actually **decreased** by half a percent in the last two years. This reflects the data for Sonoma County and the State of California. There are many reasons for this and I am sure the cost of housing is one but some of the top reasons are job opportunities, lifestyle, freedoms of choice and lower taxes. A corporate hotel will engage its own contractors and its own management teams. The additional employees will consist of **low income earners** and the City will then need to provide more “**Affordable Housing**”. Petaluma needs companies that will provide higher paying jobs for skilled workers. A hotel will only serve wealthy visitors and not Petalumans who cannot afford to patronize another restaurant and bar. The hotel, restaurant and bar will directly compete with the local companies who have struggled to survive during COVID. Many businesses have not survived in the downtown area as evidenced by the significant vacancies. The **2025 General Plan Housing Element** provides for the increase in housing units required by Sonoma County and the State of California not approved by voters in the historical no growth/slow growth. Approval of a hotel in a downtown location will primarily serve to **escalate the cost of real estate** and decrease the affordability of homes and rental properties.

The other significant issue is the wholly deficient **4.17 Transportation** category “**Less than significant**”. This is the most compelling reason against the “Overlay” and the “Hotel” The City is envisioning Utopia if it assumes that all citizens will use **public transportation**: SMART, Sonoma County and Petaluma Bus Transit, bicycle or walk. This is not reality It is impossible to find objective and reliable data for the current ridership in the transit system relative to the population. Personal vehicles are the 21st Century choice of independence, flexibility and convenience We should not make these **broad assumptions** of decreasing vehicle use in data analysis to substantiate a position. It is a wishlist for planners to obtain approvals All new construction incorporates a parking requirement. If the City truly thinks, or mandates, personal vehicles will not be utilized in the future there needs to be an adjustment in the legal and planning departments Certainly, a hotel guest paying \$300-400 per night will not be taking public transportation anywhere with elite valet parking; perhaps a limousine service

The current **4.17 traffic analysis** is wholly deficient. I would like to obtain the data utilized in the “Study Intersections”. As a downtown resident, I travel everyday on these routes and these do not represent my experience “existing”. **What are the days, hours, time periods used in the calculations?** What are the basis and **assumptions** for “future” and “future + project”. Does this contemplate the Completed, In Progress and Planned projects in the Planning Department website? The left hand turn from Washington to Petaluma Blvd N is substantially “over utilized” currently leading to long delays and inability to proceed east on Washington.

The **proposed new bus stop** on Petaluma Blvd North will **impede vehicular traffic** which will affect the “Overlay” and the “hotel” The valet plan will also create backups regardless of the number of cars and employees it is a function of the “service” The new “**Bicycle and Pedestrian Plan**” attempts to address reduction in vehicle lanes and increased/protected new bicycle lanes This will serve to limit vehicle movement thereby causing traffic back up, delays and idling vehicles. The plan to reduce lanes i.e. traffic calming has already shown to cause additional traffic backups The plan to close streets to vehicular traffic in the future for pedestrian traffic only will merely serve to move traffic from one street to another street as occurred during COVID

City Council has **punted the “parking”** issue relative to the proposed “hotel” and not addressed the “Overlay” potential development. The ill advised **underground** parking would only provide **58** spaces, an additional **20** spaces would be specifically allocated from the **C street public parking** facility. However, this is a 93 room hotel which has a full staff in addition so the parking is totally **inadequate**. Many planning submissions have been rejected primarily on the basis of lack of parking. There has been no comprehensive parking study completed for downtown to my knowledge It is difficult to park downtown as a resident, particularly with a **2 hour** parking limit and it takes an act of congress to obtain a permit **Special events** draw many visitors to the ambience of the town which only increases the need for parking.

Let's **work together** to maintain this **small town** and its **friendly community**. It was a joy to participate in meeting young families and giving out candy this Halloween. It is a longstanding Petaluma tradition. I don't think imposing **wholesale changes** downtown in the neighborhood will achieve this goal.

Isabelle Beardsworth

Fw: Zoning overlay/hotel proposal

Eric Danly <EDanly@cityofpetaluma.org>

Fri 11/10/2023 2:20 PM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment**Eric Danly**

City Attorney

City of Petaluma | City Attorney

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From: [REDACTED]**Sent:** Friday, November 10, 2023 10:50 AM**To:** -- City Council <citycouncil@cityofpetaluma.org>**Subject:** Zoning overlay/hotel proposal

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.---

6-7 story hotel? Zoning overlay?

I'm a bit shocked that you would even consider this. Our downtown is beautiful, full of interesting architecture.

Why would you even consider changing our zoning regulations, they are there to protect the aesthetics of our town.

I am not opposed to building on empty lots, not even opposed to a new hotel – but it must fit in with the vibe of our existing buildings in both height and style.

Shameful to think that our city planners are pushing for this.

Michelle Benedetti



FW: public comment

Suzanne Biaggi [REDACTED]

Thu 11/9/2023 11:54 AM

To:Orozco, Uriel <uorozco@cityofpetaluma.org>

 1 attachments (174 KB)

Challenge to EKN Financial Impact Study.pdf;

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

I have been attending meetings and listening to folks that are interested in having the 6 + story Appellation hotel in the historic district. As it has been made clear, the hotel cannot be developed without making major changes to our General plan and current zoning and historical codes. The major motivation to make these radical changes seems to be with financial considerations and the possibility of bringing more \$\$ to our downtown merchants. I don't believe that these considerations have been carefully examined.

I have attached a financial analysis for you to ponder that doesn't correspond with what the city is being told it will reap in benefits. In addition I have been told from the EKN developers at the meeting on 10/1 that the average price of a room would be between \$275-\$300 and double that during the "season". That number doesn't pencil out with the proposal being presented to the city. I think to expect full occupancy @ Average room rate \$400.00 is unrealistic considering what the average price of a room in Petaluma is. EKN at the same meeting said they expected people would come by train or Uber so the parking and traffic wouldn't be so bad; another unrealistic expectation. Regarding the rooftop bar. It will need to closed @ 10 00 on the week ends due to noise factors and possibly sooner when the adjacent high end neighborhood is adversely affected.

I once again would like to go on record as opposing the EKN proposal at this time, as well as the mitigated Negative Declaration. To make such radical changes we need time to full consider the consequences. We do not want to repeat failed projects such as the Factory Outlet Mall that also had town opposition and was hastily pushed through. Long term effects should also be considered such as what has happened at the "Trader Joes" shopping center and it's empty buildings. Not to be mention geological considerations for a 2 story underground excavation due to the high water table in the area.

Our town does not have many, if any good examples of architecture that matches the quality of our historic center. It would be shame to have type of architecture we see going up along Pet. Blvd (new luxury apts) be in our historic center. Since this letter is written in haste due to a deadline that I just heard about yesterday I haven't had time to document examples of new building going up alongside historic ones that are of the same quality. This documentation will be coming soon.

Thank you for considering my concerns
Suzanne Biaggi



Landscape Design + Sculpture

SUZANNE BIAGGI



APPELLATION HOTEL / FINANCIAL QUESTIONS

The developers have submitted an Economic Impact Study to Petaluma's Planning Department that outlines 1) temporary economic impacts and job creation during construction, 2) ongoing economic impacts and job creation once the hotel is up and running, and 3) Projected tax revenue streams. This document attempts to analyze the veracity of EKN's numbers.

The tax revenue impacts are quite rosy and presumably are eye-catching to Petaluma's elected officials. However, they don't stand up to scrutiny—the city needs to be asking the developers to “show your work, please.” The supposed tax windfall of \$3.94M annually is going to be significantly less coming to Petaluma's general coffers.

EKN'S KEY TAX REVENUE ASSUMPTIONS:

Developer's Tax impact summary provides a 25-year total tax revenue picture.

For simplicity, dividing by 25 gives an average annual tax revenue benchmark:

However, not all of this tax revenue will go directly to Petaluma.

| Tax revenue from: | PROJECTED BY EKN: | | MORE REALISTIC: |
|-------------------------|-------------------|--------------|---------------------|
| | total over 25 yrs | avg per year | avg per year |
| Transient Occupancy Tax | \$37.1 M | \$1.48 M | \$650K - \$750K |
| Sales Tax | \$36.5 M | \$1.46 M | \$308K |
| Property Tax | \$24.9 M | \$1.0 M | \$130K |
| Total: | \$98.5 M | \$3.94 M | \$1.08 M - \$1.18 M |

WHERE DO THESE TAXES GO ONCE THEY ARE COLLECTED?

Transient Occupancy Tax (TOT) is calculated at 10% of the hotel room rate, and goes directly to the local jurisdiction.

Sales Tax (9.5%) is split between state, county, and local. Petaluma's portion is 2%.

Property Taxes are collected by the county; 13% of each dollar goes to Petaluma

WHAT ARE PEOPLE WILLING TO PAY PER NIGHT FOR A HOTEL IN PETALUMA?

| | |
|-----------------------|---------------|
| Hotel Petaluma | \$203 - \$223 |
| Hampton Inn | \$148 - \$167 |
| Sheraton | \$145 - \$159 |
| Courtyard by Marriott | \$131 - \$149 |
| Home 2 Suites | \$151 - \$178 |
| Appellation Hotel | ??? |

TOT TAXES ARE CALCULATED AT 10% OF THE GUESTROOM RATE:

EKN's TOT revenue projection is \$1,480,000 annually, so the guestroom revenue would be \$14,800,000.

What is EKN proposing for an average guestroom rate?

Doing the basic math, it seems inconceivable that a TOT revenue of \$1.48M is possible:

If all 93 rooms were occupied 365 days a year, this would mean an average room rate of **\$436/night**.

If all 93 rooms are occupied for only 60% of the nights/year, the average room rate jumps to **\$727/night**.

If all 93 rooms are occupied for only 50% of the nights/year, the average room rate jumps to **\$872/night**.

APPELLATION HOTEL / FINANCIAL QUESTIONS

WHAT IS A REALISTIC APPELLATION HOTEL ROOM RATE, AND WHAT TOT REVENUE WILL THAT BRING?
HERE ARE SOME ASSUMPTIONS, BASED ON THE BREAKDOWN OF ROOM TYPES AND POSSIBLE ROOM RATES:

| Room Type | Number of rooms | Nightly Room Rate | Nightly Revenue 100% full | All rooms full 100% occ. 365 nights | All rooms full 60% occ. 219 nights | All rooms full 50% occ. 183 nights |
|--------------------|-----------------|-------------------|---------------------------|-------------------------------------|------------------------------------|------------------------------------|
| King | 69 | \$400 | \$27,600 | \$10,074,000 | \$6,044,400 | \$5,037,000 |
| Queen | 15 | \$400 | \$6,000 | \$2,190,000 | \$1,314,000 | \$1,095,000 |
| Corner Suite 2,3,4 | 3 | \$800 | \$2,400 | \$876,000 | \$525,600 | \$438,000 |
| Exec Suite | 4 | \$1,000 | \$4,000 | \$1,460,000 | \$876,000 | \$730,000 |
| Deluxe Suite | 1 | \$1,500 | \$1,500 | \$547,500 | \$328,500 | \$273,750 |
| Bridal Suite | 1 | \$1,500 | \$1,500 | \$547,500 | \$328,500 | \$273,750 |
| Totals: | 93 | avg \$462 | \$43,000 | \$15,695,000 | \$9,417,000 | \$7,847,500 |
| Annual TOT: | | | | \$1,569,500 | \$941,700 | \$784,750 |

For this group of room rates before tax = \$7.85M, adding sales, TOT, and other taxes would come close to EKN's proposed hotel revenue of \$9.5M.

| Room Type | Number of rooms | Nightly Room Rate | Nightly Revenue 100% full | All rooms full 100% occ. 365 nights | All rooms full 60% occ. 219 nights | All rooms full 50% occ. 183 nights |
|--------------------|-----------------|-------------------|---------------------------|-------------------------------------|------------------------------------|------------------------------------|
| King | 69 | \$300 | \$20,700 | \$7,555,500 | \$4,533,300 | \$3,777,750 |
| Queen | 15 | \$300 | \$4,500 | \$1,642,500 | \$985,500 | \$821,250 |
| Corner Suite 2,3,4 | 3 | \$800 | \$2,400 | \$876,000 | \$525,600 | \$438,000 |
| Exec Suite | 4 | \$1,000 | \$4,000 | \$1,460,000 | \$876,000 | \$730,000 |
| Deluxe Suite | 1 | \$1,500 | \$1,500 | \$547,500 | \$328,500 | \$273,750 |
| Bridal Suite | 1 | \$1,500 | \$1,500 | \$547,500 | \$328,500 | \$273,750 |
| Totals: | 93 | avg \$372 | \$34,600 | \$12,629,000 | \$7,577,400 | \$6,314,500 |
| Annual TOT: | | | | \$1,262,900 | \$757,740 | \$631,450 |

| Room Type | Number of rooms | Nightly Room Rate | Nightly Revenue 100% full | K&Q + Corner full 100% occ. 365 nights | K&Q + Corner full 60% occ. 219 nights | K&Q + Corner full 50% occ. 183 nights |
|--------------------|-----------------|-------------------|---------------------------|--|---------------------------------------|---------------------------------------|
| King | 69 | \$400 | \$27,600 | \$10,074,000 | \$6,044,400 | \$5,037,000 |
| Queen | 15 | \$400 | \$6,000 | \$2,190,000 | \$1,314,000 | \$1,095,000 |
| Corner Suite 2,3,4 | 3 | \$800 | \$2,400 | \$876,000 | \$525,600 | \$438,000 |
| Exec Suite | 4 | \$1,000 | \$4,000 | | | |
| Deluxe Suite | 1 | \$1,500 | \$1,500 | | | |
| Bridal Suite | 1 | \$1,500 | \$1,500 | | | |
| Totals: | 93 | | \$43,000 | \$13,140,000 | \$7,884,000 | \$6,570,000 |
| Annual TOT: | | | | \$1,314,000 | \$788,400 | \$657,000 |

At an average room rate of \$372-\$462/night the TOT revenue would likely be in the range of \$650,000-\$750,000 annually. This is half of the revenue EKN has projected.

APPELLATION HOTEL / FINANCIAL QUESTIONS

PROJECT EXPENSES DURING PRE-CONSTRUCTION AND CONSTRUCTION / FROM EKN'S ECONOMIC IMPACT STUDY:

| | | |
|--|------------------------|-----------------------------|
| Construction of New Commercial Structures | \$40,000,000 * | 78,000 gross sq ft = |
| PLUS: | | \$512 /sq ft |
| Architecture & Engineering Services | \$3,000,000 | |
| Other Local Government Enterprises | \$3,250,000 | |
| Legal Services | \$1,250,000 | |
| Management Company Services | \$2,000,000 | |
| Wholesale-other durable merchant wholesalers | \$8,000,000 | |
| Other Real Estate | \$2,000,000 | |
| TOTAL: | \$59,500,000 ** | |

*Construction cost figure at \$512/sq ft seems low; **\$600/sq ft** in this location may be more likely.

This would increase the construction cost to ***\$46,800,000** and total to ****\$66,300,000**

KEY PROJECT REVENUE ASSUMPTIONS:

| | | |
|--|--------------|---|
| Anticipated annual hotel revenue: | \$9.5M | <i>*stabilized revenue projection (year 3) \$\$</i> |
| Anticipated annual restaurant revenue: | \$8.5M | <i>*stabilized revenue projection (year 3) \$\$</i> |
| Total: | \$18M | Assumed to be gross revenue |

HOTEL REVENUE:

EKN's projected Annual Hotel Revenue is \$9,500,000. Let's assume this is a GROSS figure.

Hotel vacancy factor 50%

Hotel operating expense factor 50%

NET Annual Hotel Revenue would be \$4,750,000

RESTAURANT REVENUE:

EKN's projected Annual Restaurant Revenue is \$8,500,000. Again, we assume this is a GROSS figure.

If restaurant & rooftop bar (3680 sq ft) are leased to an operator at \$4/sf/month Triple Net, lease income = \$176,640

NET Annual Restaurant Lease Revenue would be \$176,640

Let's assume NET Hotel + Restaurant operating income = \$4,750,000 + \$176,640 = \$4,926,640 annually

Construction expenses / LOW: \$59.5M

Construction expenses / HIGH: \$66.3M

\$5M annual revenue with a 1.25% debt service coverage ratio means \$4M available for debt servicing

A project operating revenue of approximately \$5M annually could likely support a \$38.4M loan at 8.5%.

That would require the developer/owner to fund somewhere between \$21.1M and \$27.9M in equity to build the project.

THOUGHTS:

Transient Operating Tax (TOT) revenue of \$1.48M annually seems highly overstated without astronomical room rates.

Revised annual estimate for TOT + Sales + Property taxes is likely to be closer to \$1.08M - \$1.18M annually for Petaluma.

Does EKN have \$27M in capital lined up on top of a \$38M+ loan in order to finance 40% of this project?

Is Appellation Hotels all in on this venture? Their portfolio doesn't have any open and operating venues.

November 12, 2023

Dear Planning Commission and HCPC Members:

I am in support the Overlay District proposal per the Line-of-Site Analysis prepared October 3, 2023, Exhibit 5.1 Diagram as form-based zoning similar to our adopted SmartCode. (The diagram has been excerpted from the City report and attached for easy reference below).

I am a practicing architect in downtown Petaluma on Western Avenue. The view out my office window is looking directly at the best iron fronts in town. On one corner stands 25 Western at 63 feet high and on the other corner, the Masonic Building at 52 feet high. Heading west on Western are three one-story banks in a row and I often imagine how good it would look to carry the heights of that iconic block another block or two down Western. We use historic precedence and context to build on the past. We see that tall buildings have been built in the downtown and they contribute to the historic resource. We see tall buildings next to lower buildings and we accept them. We love and defend them even when seismically unsafe.

A city is a dynamic ever-changing organism. I love some of our town, but most of it needs work. People tend to get used to how things are – even the bad stuff. That’s just human and part of our survival brain. But we can tap into other parts of the brain such as what is the greater good for the town?

I am positive the architecture for the proposed hotel by EKN can be greatly improved, but the architecture will be reviewed during the SPAR process and is not the subject now. As a proposed use in this location, a high-end hotel is appropriate. The hotel’s offerings are a draw for locals and visitors alike and can dramatically help our town’s vitality.

The character of the town is not at stake. The height limit on Petaluma Boulevard on the eastern front (river side) allows a maximum of 3 stories as zoned by the SmartCode. We can look back at the last 20 years and see literally nothing has happened downtown that has threatened the character.

I ask you to think big and say yes to the Downtown Overlay. My top reasons to support the overlay district are as follows:

- 1) **It will align with the future General Plan and is consistent with historic and current citizen committees and City vision. Taller buildings downtown in not a new idea.**
 - a. Petaluma has an Urban Growth Boundary so everything we consider must work towards denser infill which means more lot coverage, taller buildings.
 - b. The Overlay district is the direction we are headed already with the General Plan on which I serve as an Advisory Committee member. We are looking for more infill building in the developed core and arteries in town – east and west side.
 - c. The objectives of the Petaluma Central Specific Plan was to densify the downtown core. The housing goals and the need for safer streets both recognize that more people downtown day and night is a way forward.
 - d. Downtown revitalization is not a new idea. The SmartCode was adopted by Petaluma 20 years ago and approved tall buildings along Washington Street from Petaluma Boulevard to the Train Station at Lakeville. The SmartCode zoning allows 6 story buildings up to 84 feet high right downtown.
- 2) **Let’s get something going.** The Overlay District approval will jumpstart all the above-mentioned goals that people have been working towards for thirty years. It will take years of administration to codify the General Plan, and more years to change the zoning code. Even if the Overlay District is

approved, it will take at least 3 years for the process of approvals, permits, and construction without factoring in the public delays by those who don't understand the priority towards densification and the economic benefits of the overlay district zoning. Let's make a transition now to what is already coming with the work of the General Plan. The overlay is a start point and meant to help businesses, downtown vitality, encourage housing and increase property values. I am in support of taking a first step towards higher density downtown.

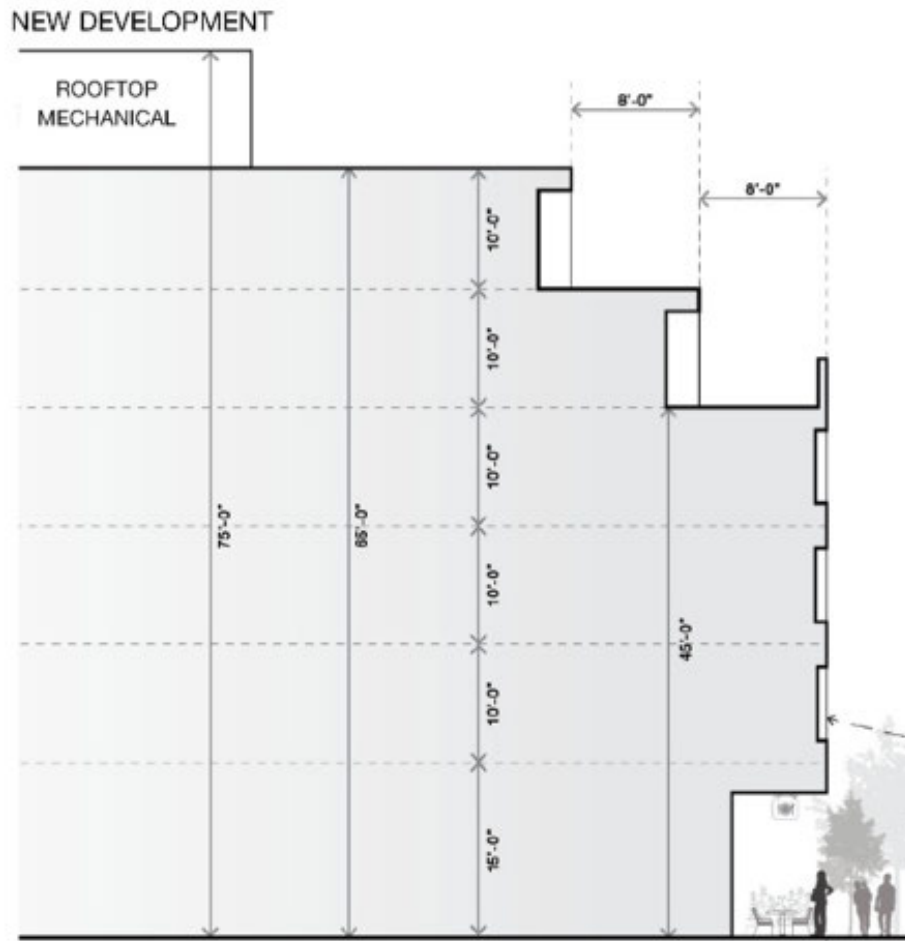
- 3) **Let's be consistent about height variations downtown that are inconsistent.** In historic downtown Petaluma, we have an existing context of taller buildings adjacent to lower buildings dating back to the early 1900's. Variety makes downtown visually rich. Some buildings are over 60 feet tall. Hotel Petaluma is 5 stories with a 6th story penthouse. The Phoenix theatre is 75 feet high right next to a one-story building. Let's open the height limits to allow for the variations that are signature to downtown Petaluma. Vertical variety is a character that is already in place.

From my experience with zoning, urban planning, architecture, healthy cities, historic preservation, staff reports, and the citizen committees I have served on over the last 25 years, supporting the Overlay District is the right move for the overall good of the downtown - and is consistent with the overarching goals and direction of Petaluma. I hope you support the Overlay District as proposed.

Sincerely,

Mary Dooley, AIA
MAD architecture

Line-of-Site Analysis prepared October 3, 2023, Exhibit 5.1 Diagram



Public Comment

Teddy Herzog [REDACTED]

Sat 11/11/2023 12:01 PM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

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Downtown Overlay

Using the EKN Hotel proposal as a proxy for the downtown overlay discussion, there are three primary criteria - in descending order of importance - for reviewing a project like the proposed hotel if this overlay proposal is approved by the City Council:

1. is the hotel a good **USE** of the proposed location?
2. does the proposed **HEIGHT** bulk of the hotel meet current zoning standards? That is what this overlay discussion and agenda item is all about.
3. is the architectural **DESIGN** of the skin of the building an appropriate look for that site?

Assuming that the City Council ultimately approves this new zoning overlay, how do we assess whether or not the architectural design - specifically of the outer skin - of the building is appropriate?

Tuesday night, you will be hearing much about those for and against the proposed flexibility to allow up to six stories. I suspect that some opposed are reacting to "the look" of the building as much as the height and bulk proposed.

Personally, I lean towards the idea that a modern building in our downtown core should look modern. The Petaluma Historic Commercial District Design Guidelines also specifically state that "Because an infill building is new, it should look new. However, its appearance must always be sensitive to the character of its neighbors without mimicking them." (Chapter 7.0)

Does the HCPC and the PC feel like the existing design guidelines and regulations are adequate for reviewing a project like the the EKN hotel should City Council approve this overlay?

Personally, I have always hated the fact that SPAR comes at the tail end of the process. Imagine if City Council approves this zoning overlay and then, later, City Council approves the EKN Hotel? The CC will say, "go back to the PC for SPAR (architectural review)."

But that's a little weird and a little late in my mind? By the time that the CC has approved something like an EKN Hotel it's a little late for the PC to re-think the design of the concept that has wound its way through the entire process and gotten a green light (in this hypothetical example).

Personally, I think that the modern look of the EKN Hotel proposal does work downtown adjacent to the historic buildings. But I'm not making the call. As we have seen from a recent contentious public art project, **we don't want the public "voting" or weighing in on either the topic of good public art or good architecture.**

Are the current design guidelines, regulations and process adequate for the HCPC and the PC to adequately evaluate something like the proposed EKN Hotel architectural design if this overlay is approved?

Please discuss Tuesday night.

Thank you.

Teddy Herzog



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Begin forwarded message:

From: Carol Isaak [REDACTED]
Date: November 10, 2023 at 9:16:13 PM PST
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: EKN Hotel and proposed overlay

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

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Dear folks,

I am concerned about the actual economical benefit to Petaluma from this hotel. If the letter writer below is accurate, it's not going to work out.

This doesn't bode well.

Carol Isaak

ps I'm actually even more concerned about the proposed overlay. This is not appropriate in the historic district nor in the area of locally owned small businesses.

Letters to the Argus-Courier, Oct. 6, 2023

A reader questions the math used in Appellation Hotel's Economic Impact Study.

EDITOR: How much would you spend for a room at the proposed Appellation Hotel in Petaluma?

EKN Development Group's Economic Impact Study showcases rosy figures for the hotel's projected revenue. Were our elected officials so blinded by the projected tax dollars flowing into Petaluma's coffers that they didn't ask EKN to show their math?

The report projects \$9.5 million in annual hotel revenue and \$8.5 million in annual restaurant revenue. Are these gross or net amounts?

The report touts tax revenues generated over 25 years. For simplicity, let's assume average annual projected tax revenues: Transient Occupancy Tax: \$1.48 million; sales tax \$1.46 million; property tax \$1 million.

Are these numbers realistic?

TOT tax dollars equal 10% of the hotel room rate and go directly to Petaluma. A TOT revenue of \$1.48 million means \$14.8 million in annual hotel room charges.

At what annual occupancy rate? If 100% of the 93 rooms were occupied every night of the year, the average room would be \$436 per night. A 50% occupancy assumption means a whopping \$872 per night to generate EKN's projected TOT revenue. The TOT revenue of \$1.48 million doesn't seem realistic.

The sales tax revenue figures are also deceiving. The \$1.46 million figure is the total sales tax collected, though most of those dollars go to the state and county. Petaluma collects just 2% out of the total 9.5% sales tax.

Property tax is collected by Sonoma County to fund schools and county and city services. Only 13% of property tax is destined for Petaluma's coffers!

EKN, show us your work!

Lydia Asselin,

Petaluma

Fw: Downtown Economic & Housing overlay/EKN Hotel proposal

Petaluma Planning <petalumapanning@cityofpetaluma.org>

Mon 11/13/2023 8:10 AM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>; Isabel Castellano <icastellano@cityofpetaluma.org>; Greg Powell <GPOWELL@cityofpetaluma.org>

Planning DivisionCity of Petaluma | Community Development
petalumapanning@cityofpetaluma.org

Would you like to apply for a Planning permit? Click [HERE](#) and check out our new online permitting system.

From: Stephanie McAllister [REDACTED]
Sent: Sunday, November 12, 2023 6:47 PM
To: Petaluma Planning <petalumapanning@cityofpetaluma.org>
Subject: Downtown Economic & Housing overlay/EKN Hotel proposal

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Planning Commissioner and HSPAR Committee Member

I am adding my voice to the many others that have expressed deep concern and skepticism for the current Downtown Overlay and EKN Hotel proposal. Our downtown is a unique historic and cultural resource and merits thorough study and the involvement of the community, property and business owners in a more inclusive manner. Considering the time and community input that has been invested in other planning efforts, for example the Central Petaluma Specific Plan and the Sonoma Marin Fairground, this process has been lacking and tilted toward a specific development proposal: the EKN Hotel.

I am not opposed to development in the downtown area, and now am more aware of the need to critically look at the future of our Downtown. Specifically, I would like to see the following addressed in a more thorough and integrated process:

1. Historic resource: Identify which historic buildings and resources are preserved, and include buildings that have been deemed "non-contributing" but are an integral part of the historic downtown fabric. A detailed survey of the resources as part of a Downtown Plan would define expectations for potential developers as well as the community.

2 – Height limits: Discussion of increased building heights is appropriate for some locations and needs a more fine-grained approach. The current plan takes a blanket approach, when subareas differ greatly. Property context also differs in its relationship to other buildings, the historic district, and even the surrounding street access and views.

3 – Site access: The lot patterns within the Downtown vary, and access for services needs to be considered and requirements built into the plan. Historically, at least some of these functions were handled with an alley access – as is done with trash pickup at the Petaluma Hotel. If 100% lot coverage is proposed, this often doesn't easily allow access for delivery, drop off, utilities and trash pick-up.

With the EKN Hotel proposal, trash, switch gear and transformer access, as well as the parking garage ramp are all off B Street. These functions will impede traffic and impact the pedestrian experience. I note that the vision triangle for the parking garage ramp required in the traffic study, along with the trash room access, will likely preclude any street trees.

4 – Parking: A study of the entire area being considered and its parking load when built out needs to be completed rather than only on a subject development parcel. Additional parking resources likely need to be considered, or the burden placed entirely on the individual properties.

I believe that the EKN proposal does not adequately address its parking load. I understand that a portion of this site is included in the Parking Assessment District, but having owned a building in this district I know that the garage is frequently completely full. And, that was before Amy's Kitchen occupied its new offices. The actual parking availability needs to be calculated in the built-out scenario for the entire Downtown district, considering the additional Overlay area. I am supportive of and embrace public transit, a walkable community and bicycles – but I think most of the patrons and employees of the hotel will drive and need to park. This reality needs to be addressed.

Rather than approve the Negative Declaration and the Building Form Overlay, please complete a more comprehensive study of various factors, including the above items. Then, a plan that reflects our unique downtown can be envisioned by the Petaluma community – rather than rushing to change zoning requirements to accommodate a pending hotel proposal.

Thank you for your consideration,

Stephanie McAllister



proposed overlay

james page [REDACTED]

Fri 11/10/2023 11:31 AM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

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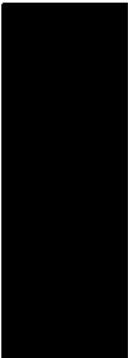
Dear commissioners.

For 28 years my family has resided within walking distance of the lot on B St./ Pet Blvd. and we firmly do not support any proposed zoning changes for the benefit of the Appellation Hotel. In its current planned state, it is completely contrary to the "vibe" of the neighborhood. The existing regulations have worked in preserving the character of the neighborhood. Anyone who wants to build on that site should abide by the restrictions already in place.

We understand the appetite for increased revenue but at what cost? Judging from the drawings, that thing looks shoe-horned into the lot with little to no open space. Aside from revenue, does anybody really think this project, with its \$400 rooms will add any benefit to the neighborhood.

Sincerely,
James Page and family

JON P. RANKIN



November 10, 2023

Petaluma City Council
Petaluma City Planning Commission

Re: Proposed Downtown Hotel and Overlay Zones

Dear Council Members & Commissioners

I received the notice as an owner within the area immediately adjacent to and most severely affected by the above listed proposal and was quite frankly shocked by the mass and magnitude of the project. My family has lived in this city since the 1920s and has resided in the downtown area since the early 1970s.

The development of a six-story hotel/commercial/residential structure will certainly destroy the character and fabric of all that is attractive in this historic district. Being in the shadow of such a building will be devastating to the residents who have held historic preservation so dear to our way of life.


Traffic impacts, parking needs, destruction of view sheds, adverse, changes to the ambiance of the downtown area are certain if construction of massive 60 ft buildings is allowed.

There are so many site alternatives on presently vacant land in the city which could accommodate a hotel and housing but would not fundamentally change the very essence of the neighborhood.

The economic benefit the city expects to gain from this zoning change must be balanced with the needs of those who reside nearby and have legitimate expectations of the present character of the Victorian era architecture which presently predominates. The should be at the very lease modeling which would show the cumulative impacts of the zoning change.

You are strongly implored to take a reasoned and decelerated analysis of this drastic and irreversible move in the wrong direction.

Very Truly Yours,



Jon P. Rankin

Draft IS/MND - Proposed Overlay and EKN hotel

Margie [REDACTED]

Sun 11/5/2023 2:42 PM

To:-- City Council <citycouncil@cityofpetaluma.org>;Orozco, Uriel <uorozco@cityofpetaluma.org>

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

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

Hello Mayor, Members of HCPC, Planning Commission and City Council:

We are writing to relay our deep concern regarding the Overlay and EKN hotel proposed in downtown Petaluma. The General Plan and zoning amendments would harm Petaluma's unique historic downtown charm. The Overlay would provide for 75 feet high new development with 100% lot coverage overshadowing some of the most quaint historically significant buildings. The Overlay is a huge and drastic concession to EKN and appears to be on the table only because EKN wants deeper profits than the existing zoning will allow and the City sees tax revenue dollar signs. What does the City believe will be funded short term and long term as a result of these proposals moving forward? Square up pensions, rebuild the trestle....? Please be transparent in this regard.

Petaluma's fabulous downtown, warts and all, is considered one of the most charming unspoiled historic downtown areas in the West. As you know, it is on the National Register of Historic Places and, as such, is storied and celebrated. It also has a unique heart and soul. Please protect it. These proposals, as presented, are short sighted and woefully rushed. Please vote no.

Sincerely,

Todd and Margie Turrel
[REDACTED]

A genda Item 1 - Overlay Zone - Appellation Hotel

susan kirks [REDACTED]

Mon 11/13/2023 2:50 PM

To:Orozco, Uriel <uorozco@cityofpetaluma.org>

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Dear Commissioners and Committee Members,

Take a look at the Hotel Healdsburg and Chef Palmer's affiliated Dry Creek Kitchen there.

Take a look at Charlie Palmer Steak in Napa, a standalone restaurant.

The developer has proposed for Petaluma the overlay zone, which is being assertively pushed and cajoled by at least one paid local consultant who sits on more than one City appointed committee and who does not identify himself as a paid consultant in public meetings when he speaks in favor of the proposal.

The feel of the Hotel Healdsburg with affiliated restaurant is understated, elegant and fits into the local environment.

This Petaluma proposal is a big chunk of building occupying a City block, dominating the area. And you are taking time to review an "overlay zone" proposed by the developer to try and get this through the approval process.

Council member Barnacle mentioned at the most recent City Council meeting viewing this proposal and the overlay zone from the viewpoint of investment in the downtown and returns to the community in terms of revenues.

I definitely agree with Council member Barnacle in concept. We need creative approaches for economic development - and actually an expansion of the City's economic development function to attract investment and realize the returns.

But "the big chunk" as I view this large dominant structure, may not be the best path. Former Council member David Keller recently proposed in a social media post locating the proposed hotel on the nearby property where the new main fire station was to have been located. Advantages to this were described in his post.

How would local restaurants, many struggling to attract patrons and survive, be impacted by adding a new "steakhouse" downtown?

Our society in general is moving away from the type of menu offered by Palmer's restaurants. Why can't our economic development function in Petaluma strive to be innovative, creative, and attract businesses and developments that are refined, appealing, contributing to health, and move Petaluma's future in a direction of environmental appreciation, balanced additions to generate revenue, while protecting historical architecture and areas?

I applied for the Planning Commission vacancy and received zero votes by the City Council. So my perspective may not be "appreciated."

Please look at the big picture of how we move Petaluma in a positive direction with processes that are just and transparent. Combining a discussion of available parcels with rezoning to accommodate mixed use, affordable housing, and new and different commercial uses via the General Plan update is relevant

And how do we attract and support the types of community supporting ventures here? We really need a stronger economic development function with much more active and creative input.

This proposal kind of reminds me of a norm of "guys around the table" and then an aggressive plan to try and push it through. No offense, guys

Best wishes with your deliberations.

Public Comment

mady cloud [REDACTED]

Mon 11/13/2023 3:28 PM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

You 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.---

To the Planning Commission and Historical and Cultural Preservation Committee members,

I cannot attend this joint meeting of the Petaluma City Planning Commission and the Historical and Cultural Preservation Committee on Tuesday, November 14, but I would like my concerns about the Public Hearing and matters up for consideration to be part of the public record.

My concerns about this project are specific to the adoption of the proposed Downtown Housing and Economic Opportunity Overlay Plan. Since my expertise is not in city planning, I am struggling to understand how this Overlay Plan will help revitalize parts of our historic downtown areas. Apparently, our present zoning ordinances allow for four stories, a reasonable floor/area ratio, and 80% lot coverage. Also, my understanding it that within our historical district zoning ordinances, there are allowances for in-fill projects and housing, so I'm confused as to why this Overlay Plan is even being considered, other than to allow one building to be built that is apparently, according to our own zoning rules, too big, too tall, and too capacious for the proposed lot. Yet, the developers of EKN Hotel will not change or revise their planned hotel to accommodate our zoning requirements, but are instead demanding that we change our requirements and approve this Overlay Plan that they developed, in order to accommodate their plans. Otherwise, they will rescind their proposal. To me, this is a completely inappropriate highjacking of our planning process.

No one likes to see our downtown filled with fencing and empty buildings and lots. Some areas that are part of the Overlay Plan have been vacant for years. Since the City has not found developers to build there, how exactly does this Overlay Plan remedy that? By making buildings, taller, bigger, thus better? I truly cannot see how making these changes to our existing zoning laws will encourage or enable more and better development than is allowed now.

Most importantly, I feel this proposal sets our City on a dangerous course to basically kill the goose that laid the golden egg by diluting and forever changing the historic character of our downtown. We almost lost Petaluma's heritage once, in 1968, when there was a proposal, the Petaluma Core Area Plan, to tear down the historic buildings and instead build a downtown mall next to the new freeway. The same arguments were used then - the downtown is dowdy, underutilized, not economically viable. The City leaders at the time and many others in town believed that tearing down the old buildings and building a shopping mall would be the answer to the dying downtown economy. They began to tear down the old residences and buildings, but after one magnificent residence, the Healey Mansion, was razed, they began to realize they were actually destroying what made Petaluma unique and historically and culturally important. It feels like this dilemma is reborn now, and I hope that we can pause and consider what may be lost if we go ahead with this proposal.

So, for the record, I am not opposed to change or modernization.
I am not opposed to building a hotel on this property.

I am not opposed to building AFFORDABLE housing and/or multi-use developments in the downtown area.

I am opposed to approving changes to our laws based on data coming from the self-interested developer asking for these changes.

I am opposed to approving these zoning ordinance changes before the revised General Plan has been approved.

I am opposed to a rushed approval process, which has led to much misinformation and suspicion. My concern is that the integrity of our planning process be maintained and not subject to the threats of invested parties.

Frankly, I really do fear that this Overlay Plan will negatively alter the character of Petaluma and it will be irreversible. I could be wrong, but I have not heard anything from City leaders or the City itself that alleviates that fear. Actually I have heard a lot of name calling and distorted claims. It seems to me that this has not been a thoughtful, considered process, but rather the opposite, and the result has been an angry, confused, and divided community. I, for one, am really tired of that. I am appealing to you, Planning Commissioners and the Historical and Cultural Preservation Committee members, to pause this process until all of us have a more thorough understanding of the consequences to our community if you approve this plan.

Thank you all!

Mady Cloud



FW: Public Comments on Coucil Mtg. Tuesday, 11.14.2023.

Eric Danly <EDanly@cityofpetaluma.org>

Mon 11/13/2023 4:14 PM

To:-- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:-- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

City Attorney

City of Petaluma | City Attorney

office. 707-778-4402 |

EDanly@cityofpetaluma.org



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From: Calandria Atkinson [REDACTED]**Sent:** Monday, November 13, 2023 3:34 PM**To:** City Council citycouncil@cityofpetaluma.org**Subject:** Public Comments on Coucil Mtg. Tuesday, 11.14.2023.

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---
I am writing to convey my comments about horrific proposed plans for our beautiful town That's right town, not city. Read on...

IS/MND COMMENTS. WE ARE VEHEMENTLY OPPOSED TO SUGGEDTIONS BY COUNCIL ET AL ABOUT THE RIDICULOUSLY WRONG ZONE OVERLAY THAT WOULD DRASTICALLY & NEGATIVELY AFFECT OUR TOWN NO! NO ZONE OVERLAY! THE GENERAL PLAN WE HAVE NOW IS FINE. USE IT!

NO! NO! NO! NO SIX+ STORY BUILDINGS HERE! WE DO NOT WANT PETALUMA TO BE RUINED BY OUT OF TOWN DEVELOPERS' ZEAL TO MAKE A PROFIT FOR THEMSELVES AT THE EXPENSE OF PETALUMA & HER CITIZENS M GROUP INCLUDED! THIS TOWN IS A GEM. WE ALL MOVED HERE TO DISTANCE OURSELVES FROM FRENETIC CITY

LIFE. WE DO NOT WANT IT! SIX STORY BUILDINGS ARE NOT SUITABLE FOR OUR HISTORIC DISTRICT! WHY CAN'T YOU SEE THAT? ARE YOU UNABLE TO HEAR US? EKN IS FROM HEALDSBURG - VETO THEIR PERMIT & TELL THEM TO TAKE THEIR HOTEL THERE, OR ELSEWHERE. NOT HERE! NO!

NO! NO! NO! THE HOTEL AT THE B STREET LOCATION IS HORRIBLE AND IN NO WAY NO APPROPRIATE FOR OUR HISTORIC, BEAUTIFUL DOWNTOWN! THE HEIGHT IS WRONG (NOT TO SCALE AT 2-3 STORIES), THE DESIGN IS UGLY FOR THAT LOCATION, THERE IS INADEQUATE PARKING FOR THE LARGE NUMBER OF GUEST ROOMS, TRAFFIC CANNOT BE MITIGATED, NOR SOUND FROM THEIR ROOFTOP DECK DISTURBING & AFFECTING THE NEIGHBORHOOD. WE FEEL THAT THERE ARE OTHER LOCATIONS IN TOWN WHERE THIS HUGE HOTEL CAN FIT ON & HAVE ADEQUATE PARKING. BY THE WAY, NO ONE HAS YET TO SEE AN OCCUPANCY STUDY FROM THE CITY ON THE HOTELS WE HAVE ALREADY WITH LIMITED OCCUPANCY. PERHAPS WE DO NOT NEED THIS NEW HOTEL!

WE ALSO OPPOSE THE IDEA THAT A DEVELOPER-FUNDED EIR IS APPROPRIATE. THE EIR NEEDS TO BE UNBIASED AND DONE BY AN INDEPENDENT COMPANY NOT AFFILIATED WITH M GROUP, DEVELOPERS OR OTHERS WANTING TO MAKE A PROFIT. DO THE RIGHT THING FOR OUR TOWN & CITIZENS!

THANK YOU. M ATKINSON

Sent from my Verizon, Samsung Galaxy smartphone

FW: Overlay**Eric Danly** <EDanly@cityofpetaluma.org>

Mon 11/13/2023 4:32 PM

To -- City Clerk <CityClerk@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>
Cc -- City Attorney <cityattorney@cityofpetaluma.org>

Public comment

Eric Danly

City Attorney
City of Petaluma | City Attorney
office. 707-778-4402 |
EDanly@cityofpetaluma.org



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From: [REDACTED]
Sent: Monday, November 13, 2023 2:56 PM
To: -- City Council <citycouncil@ci.petaluma.ca.us>; -- City Council <citycouncil@cityofpetaluma.org>
Subject: Overlay
Importance: High

Some people who received this message don't often get email from tracywilson94952@gmail.com. [Learn why this is important](#)

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

I oppose the overlay. I want the downtown to stay the way it is. Don't want to see a bunch of tall vacant buildings downtown. There's already so much vacancy. How can this even make sense? Not to mention the issue with where are the guests going to PARK? There was a huge uproar about parking several years back and nothing was ever decided. Underground? This proposed hotel is two blocks from the river. What happens if you start digging

down? Can the ground withstand that much weight? Two blocks away on D Street and the Blvd. where there is another vacant lot? The future of Petaluma needs to be planned smartly. Not greedily!

How will the tall buildings help maintain a vibrant downtown? And even more of a mystery: how could a tall brand new modern hotel preserve the city's historic charm? Why can't the builder keep the hotel within the current size limitation? Again, I suspect greed.

What about the Planning Commission's analysis clearly states that it would not be financially feasible to put this 6-story hotel in Petaluma. It would cost too much to build and would be "too big for its britches"

Keep the zoning the way it is. Protect Petaluma Historic Downtown

I'm tired of hearing about the M Group and its passing of projects that do not serve the greater good of this town.

That's my two cents!

Tracy Wilson



Opposition to PLGP-2023-0001, PLZA-2023-0002, & PLSR-2002-0017

Allison Stark Edwards [REDACTED]

Mon 11/13/2023 5:23 PM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

You 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.---

Uriel,

I am writing to express my strong opposition to the proposed developments under City Record Numbers PLGP-2023-0001, PLZA-2023-0002, & PLSR-2002-0017 in Petaluma. While I understand the importance of progress and development, I believe that these projects pose a threat to the historic charm and architectural cohesion of Petaluma's downtown district.

First and foremost, the issue of obstruction of view cannot be understated. The proposed structures, as outlined in the aforementioned city records, have the potential to obstruct the scenic views that residents and visitors alike cherish when navigating through Petaluma's historic district. My home is directly impacted by Subareas A & B, and would drastically impact our view of downtown and the Sonoma hills as we are at roughly the same elevation as the proposed structures. The unique charm of the area lies in its open vistas and historic landmarks, and any development that compromises these views will inevitably diminish the appeal of the downtown area.

Furthermore, I'd like to express concern regarding architectural styles and their potential to be grossly mismatched when compared to the existing buildings in Petaluma's historic district. One of the key attractions of Petaluma is its cohesive and harmonious architectural aesthetic, which has been carefully preserved over the years. Introducing structures with disparate architectural styles threatens to disrupt this visual harmony, creating a jarring contrast that detracts from the overall ambiance of the historic district.

Additionally, the proposed developments exhibit a significant variance when compared to the surrounding structures. The scale and design of these new buildings seem out of proportion with the existing architecture, potentially creating an eyesore that detracts from the historic charm that Petaluma is renowned for. Maintaining the character of the downtown area should be a priority to ensure that the city's unique identity is preserved for future generations.

I urge the Planning Commission/Decision-Making Body to reconsider and thoroughly evaluate the impact of these proposed developments on Petaluma's historic district. It is crucial to strike a balance between progress and preservation, ensuring that any new additions enhance rather than detract from the city's rich cultural and architectural heritage.

Thank you for your time and consideration.

Sincerely,

Public Comment re: Proposed Downtown Housing & Economic Opportunity Overlay

[REDACTED]
Mon 11/13/2023 11:57 PM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

You don't often get email from [REDACTED] [Learn why this is important](#)

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To the Petaluma Planning Commission,

Please add my vote to the total of those who oppose the approval of the proposed Downtown Housing & Economic Opportunity Overlay as you consider it during your meeting on November 14th, 2023.

If there are, indeed, reasons to accept it as a wise move toward the future of our Historic downtown, those possible reasons have been badly obscured by the apparent coupling of the EKN Appellation Hotel and the Overlay, which I understand to be essential to the approval of the hotel. I fail, so far, to see any reason to rush this decision, other than, possibly, catering to a hopeful developer. Before this Overlay is even considered for approval by the Commission, I hope to see much more outreach done in order to provide concrete information to the residents of this City regarding:

- >Specific long-term objectives.
- >Short-term effects on the included parcels.
- >Why the included parcels were chosen and how they were identified.
- >What the planning process will look like when the included parcels are modified and/or developed in the future.
- >What will prevent further addition of other parcels to the Overlay if its initial concept is approved, and what recourse would residents have if such additions are proposed or made.

As we begin the task of updating our General Plan in 2025, this abrupt proposal feels opportunistic, at best. Laying it on the table seemingly simultaneously with the proposed hotel feels manipulative.

Please slow this process down. Do NOT approve this Downtown Housing & Economic Opportunity Overlay at tonight's meeting. Thank you.

Best,

Mary Jarvis
[REDACTED]

FW: Opposition to the Downtown Housing & Economic Opportunity Overlay and EKN Appellation Hotel

Daibel Fernandez Bolt dfernandez bolt@cityofpetaluma.org

Tue 11/14/2023 7 43 AM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc: Andrew Trippel <atrippel@cityofpetaluma.org>; Brian Oh <boh@cityofpetaluma.org>; -- City Clerk <CityClerk@cityofpetaluma.org>

Good morning Uriel,

Sharing this with you.

Thank you,
Daibel

Daibel Fernandez-Bolt

Administrative Assistant
City of Petaluma | City Clerk
dfernandez-bolt@cityofpetaluma.org



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From: Noel Maneruc [REDACTED]

Sent: Monday, November 13, 2023 8:54 PM

To: City Council citycouncil@cityofpetaluma.org

Subject: Opposition to the Downtown Housing & Economic Opportunity Overlay and EKN Appellation Hotel

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 am writing to share my opposition to the Downtown Housing & Economic Opportunity Overlay and EKN Appellation Hotel and provide public comment for the Historical and Planning Commission hearing on Tuesday the 14th

- I do not support the method of merged hearings on the same day this is confusing and born of expediency, which prevents proper review and comment by the public for Historical and Planning related items
- The public notice I received is vague, using relatively unknown acronyms such as "FAR" floor area ratios which here relates to the "maximum number allowed floors" and unclear language such as, "non specific mixed land use designations" rather than detailed clarifying language for public notices of this sort. This and other factors make me believe the notice is inadequate public notice for General plan and Rezoning discussion purposes.
- An non transparent and internal process was used to develop the content
- Several rounds of reviews of the Overlay were presented to the public for an informational review, however these were absent sufficient public notice and were consistently changing is approach leading to

more confusion rather than education of the public.

- Continual modifications of the Overlay have created less understanding of the approach and implication rather than more and in lieu of a clarifying and refining process responding to comments we have the Overlay of the month process. This is simply contrary to a well informed public process
- Insufficient neighbor contact has been engaged by the applicant and the Overlay provides insufficient consideration for the impacts to adjacent historical resources, neighborhood residents, and businesses
- The actions proposed have all the bad trademarks of finding a way to do "Spot Zoning" using a shotgun approach to approve a project, a project which is currently contrary to the existing General land use Plan and Zoning. The proposed actions require a more impartial and thorough review than what is offered. I am also concerned because the hearings approach and poor recommendations on environmental review show that neutral city staff oversight may be lacking. My suggestion is that you stretch out the hearings to permit clear and separate review of the issues and General Plan changes being considered before taking up relative zoning changes or project reviews.
- The use of a Mitigated Negative declaration suggested for a General Plan amendment and new zoning standards as recommended is a farce. Diligence is missing. No or little mitigations for the limited negative impacts are shown for many effects that aren't mentioned but will happen if the proposed changes are adopted. Where is the "no project" and "alternate sites" review alternatives? It is clear that the General Plan amendments and proposed new overlay zones are being suggested without thorough analysis or complete environmental review. What are the buildout parking demands and circulation mitigations needed downtown to accommodate the proposed changes? Where are the stats on new housing needed by type and as may be produced by these proposals? Where is the comparison with our current General Plan needs? What is the range of additional buildout expected for the General Plan amendments? What is the assumption basis of projections for these figures? Why is the environmental impact report review not recommended when it is so clear it is needed as a basis for consideration
- The Overlay impact assessments are flawed because they are focused only on the Hotel application and not to the larger impacts of the Overlay. If we are considering parking, traffic, air quality, density, height, bulk, mass, shading, and impacts to historical resources then they need to be evaluation for all of the Overlay locations. The EIR only provides the impacts for the Hotel application.
- On this last point, this is a particularly troubling flaw of the document, in that when the Hotel needs the whole overlay, it gets all the benefits of the increased area, but the Overlay only provides the impacts of the Hotel and does. The Hotel can't stand as applied on it's own, so an Overlay is created, but the impact of the Overlay is focused and provided only for the Hotel
- Mitigation measures should be required for additional off-street parking, circulation patterns and linked traffic lights, once additional parking and higher traffic demands are shown by a proper EIR (Environmental Impact Report). Just looking at future parking demands caused by the recommended General Plan amendments and increased demand on downtown streets justifies a full EIR. I urge you to require that an EIR be conducted to include also review site alternatives for the proposed hotel and additional housing and the actual mitigations that would be needed to affect the proposed changes.
- I have also looked at the recent building height study of the downtown area which appears to be trying to support increased heights of buildings. Using church towers which are already exempted in the zoning ordinance as a basis for increased building density is a flawed and deceiving practice relative to large box type structures such as the proposed Hotel and all other structures proposed by the Overlay
- The EIR is absent a comprehensive parking plan. Parking is only evaluated for the Hotel and not the whole Overlay
- Where are the recommendations on traffic lights, traffic levels of service, lane changes, timing, future parking needs for the proposed areas and changes? Where are considerations of alternatives to the proposals? The related environmental Impacts needs to be studied before further actions are taken. Alternative scale, location sites, traffic and parking needs and service access capacities should also be reviewed by an EIR.
- The Hotel application embedded in the Overlay will have too big an impact. It is too big, too high, and way under-designed in creating parking spaces and off street service access. There is just not enough parking for hotel staff, restaurants staff, hotel rooms, and restaurant patron demands. The proposal is way out of scale size-wise for the neighborhood, and could easily be an absolute monstrosity with no redeeming architectural grace to fit in with the historic nature of the area. Since 100% lot coverage is proposed, what

will the West side or South Easterly sides of the building look like if it is permitted to sit on the property line? Will it show 6 stories of blank wall to people coming down B Street or perhaps as seen coming up the Boulevard? There will be visual damage to one of downtown's major entrances and to views of the hills from the Turning Circle park and other locations in the East side of the river

- The Conditions Use Permit requirements in the Overlay are meaningless and toothless and prevent suitable project specific applications from having any meaningful project specific reviews. Anything deemed to have economic benefit can have get a Conditional Use Permit in the current Overlay. That is contrary to my understanding of how CEQA should be applied.
- If the city wishes to make decisions based on estimated economic return to the city such provided by hotels then the city should look at the effects of another hotel added to the city's overall supply now. A quick review of the existing hotels in town will show that now they are only about half full most of the week with only a slight increase on weekends. This is not good for sustainability of hotels. What I am saying is that more approvals of hotels right now will further weaken existing ones. Under these conditions If we approve more new hotels, overall hotel bed and tax revenues for the city will be unlikely to show much improvement, for some time. What is the actual figures for this? Overbuilding can be a problem lasting for years. Does the city actually know the overall demand for additional hotel space and their overall economic impact in town?
- As the City's own review has shown the proposed tax revenues, BEFORE integration into a comprehensive study, show the applicants revenue calculations are over-estimated by 200%. The City anticipates 1/3 of the revenue proposed by the applicant.

Noel Manerud

Noel Manerud | **DPR Construction**

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proposed hotel/overlay

Roger & Eileen Weeks [REDACTED]

Tue 11/14/2023 7:42 AM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

You 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 Uriel Orozco,

We are writing to oppose the proposed overlay intended to support the development of a hotel at Petaluma Boulevard South and B St. for the following reasons:

The proposed hotel does not respect the design considerations that I would expect from a project in the historic downtown Petaluma. Our downtown has a particular character that brings joy to the residents and attracts visitors to our city.

The height is out of line with the neighborhood and detracts from the overall personality of our downtown.

We see no benefit to the citizens of Petaluma. We would prefer a community center/gathering place where residents could receive aid in seeking housing, employment, and legal assistance.

The proposal calls for 93 rooms and provides only parking for 58 vehicles. Parking in this area is always difficult and this would make matters worse.

To alter the general plan in favor of a particular project goes against the whole idea of a general plan

Sincerely,

Roger Weeks

Eileen Weeks

[REDACTED]

[REDACTED]

Public Comment - Item 1, November 14, 2023 meeting

Nickola Frye [REDACTED]

Tue 11/14/2023 8:40 AM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

You don't often get email from [REDACTED] [Learn why this is important](#)

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Planning Commission:

I stand before you today not as an opposition to progress, but as a friend of history and community. Our charming historic downtown, with its cobblestone streets and vintage facades, is not just a place; it's a living testament to our shared past. Today, I want to share some thoughts on why we should reconsider the proposed overlay and hotel development that looms over our beloved heritage.

Firstly, let's acknowledge the uniqueness of our historic downtown. It's not just a collection of buildings; it's a narrative, a story woven by the hand of time. Each brick, each alley, and every storefront has a tale to tell about the people who lived here, the events that shaped us, and the spirit of resilience that carried us through. The proposed overlay and hotel threatens to overshadow this narrative, casting a shadow on the very essence of what makes our downtown special.

We've seen the consequences of unchecked development in other cities – the erosion of character, the loss of authenticity. Our historic downtown is not just a commodity to be bought and sold; it's a treasure that, once lost, cannot be reclaimed. The vibrancy of our community lies in its history, and we risk sacrificing that for the transient allure of something new.

Moreover, let's consider the impact on local businesses. Our downtown is home to unique shops, family-owned restaurants, and artisanal boutiques that contribute to the distinctive flavor of our community. The change suggested by the overlay and the arrival of a large-scale hotel may draw attention away from these local gems, diverting foot traffic and revenue to a more generic, corporate setting. In doing so, we compromise the economic ecosystem that sustains our community.

I'm not suggesting that we freeze our town in time, resisting change at all costs. However, we must be thoughtful and intentional in our decisions. There are alternative ways to foster growth and development without jeopardizing the soul of our downtown. We can explore adaptive reuse of existing structures, encourage local entrepreneurship, and promote sustainable practices that align with the ethos of our community.

In conclusion, let's not rush into a decision that could alter the very fabric of our town. Our historic downtown is not just a relic of the past; it's a living, breathing entity that connects us to our roots. Let's preserve it for future generations, ensuring that they, too, can walk down these streets and feel the echoes of our shared history. Together, we can build a future that honors our past while embracing progress in a way that harmonizes with the essence of our beloved Petaluma.

Thank you,

Nickola Frye

Petaluma Senior Advisory Committee, Chairperson
Rebuilding Together Petaluma, Secretary Board of Directors

**Fw: IS/MND Public Comment for proposed zoning overlay district, downtown Petaluma
File No. PLPJ20220015**

Petaluma Planning petalumaplanning@cityofpetaluma.org

Tue 11/14/2023 10:01 AM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc: Andrew Trippel <atrippel@cityofpetaluma.org>; Isabel Castellano <icastellano@cityofpetaluma.org>; Greg Powell <GPOWELL@cityofpetaluma.org>; -- City Clerk <CityClerk@cityofpetaluma.org>

Hi Uriel,

This public comment was sent to the City Clerk, but I wanted to forward it to you in case it is to be considered a public comment for the 11/14 Planning Commission meeting.

Best,
Daniel

Planning Division

City of Petaluma | Community Development
petalumaplanning@cityofpetaluma.org



Would you like to apply for a Planning permit? Click [HERE](#) and check out our new online permitting system.

From: David Keller [REDACTED]

Sent: Monday, November 13, 2023 11:55 PM

To: Petaluma Planning <petalumaplanning@cityofpetaluma.org>; Blake Hooper <bmhooper1@gmail.com>; -- City Clerk <cityclerk@ci.petaluma.ca.us>

Subject: RE: IS/MND Public Comment for proposed zoning overlay district, downtown Petaluma File No. PLPJ20220015

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

TO: MEMBERS, PETALUMA PLANNING COMMISSION (PC)
MEMBERS, HISTORIC AND CULTURAL PRESERVATION COMMITTEE (HCPC)
Nov. 13, 2023
By email.

PUBLIC COMMENTS, Draft IS/MND Downtown Housing and Economic Opportunity Overlay and EKN Appellation Hotel, SCH #2023100359 ("Projects")

The following comments on the above Draft IS/MND Projects were sent to the Planning Commission for the Aug. 8, 2023 Public Meeting, agendized at that time as

a Study Session for the proposed zoning overlay district and downtown hotel "Projects".

These written comments are timely resent here, and incorporated by reference, to be included in the Public Record for the Projects, per CEQA requirements.

Further, I hereby incorporate by reference into the Public Record for the above Projects, my verbal comments delivered in person to the joint Planning Commission and HCPC "Study Session" meeting of June 13, 2023.

Further, I hereby incorporate by reference for the Public Record for the above Project, all the public comments received, in writing or in person, and the PC and HCPC members and staff comments and Agenda packets and reports, from both the June 13, 2023 and Aug. 8, 2023 "Study Sessions". Both of these meetings are available as recorded video at the City of Petaluma archives.

I also incorporate by reference or the Public Record for the Draft IS/MND for the above Projects, the Public Comments, City Council and staff comments, and all items from the staff report and attachments for the Petaluma City Council meeting, Nov. 6, 2023, "Agenda Item #9, Consideration of a Resolution to Direct Installation of Story Poles to Evaluate Potential Visual Effects of the Proposed Hotel Project, EKN Appellation Hotel, at 2 Petaluma Blvd South (APN 008063009; 008; & 011)" The meeting is available as recorded video at the City of Petaluma archives.

Thank you.
Sincerely,

David Keller
Petaluma River Council



----- Forwarded Message -----

Subject:Public Comment 8/8/23, Agenda Item #2: Study session, proposed zoning overlay district, downtown hotel Petaluma File No. PLPJ20220015

Date:Tue, 8 Aug 2023 15:31:00 -0700

From:David Keller

To:Members Petaluma Planning Commission petalumaplanning@cityofpetaluma.org, Blake Hooper bmhooper1@gmail.com, Petaluma City Council cityclerk@ci.petaluma.ca.us

August 8, 2023

To: Members, Petaluma Planning Commission
Blake Hooper, Chair

RE: Study Session Recommendation that the Planning Commission conduct a study session to receive information, take public comment, and provide nonbinding feedback on revisions to the proposed zoning overlay district in Downtown Petaluma, File No. PLPJ20220015 (PLGP20230001 and PLZA20230002).

Note: there is no link at this agenda item to the current **revised** language, graphics, and map(s) of the proposed District, denoted as File No. PLPJ20220015

I am not easily able to find or review this current document in an online search. This may well be a violation of the Ralph M. Brown Act, requiring re-notice and re-hearing.

<https://cityofpetaluma.org/search-site/?term=PLPJ20220015#/city/answers/proposed-downtown-housing-economic-opportunity-overlay-faq/> at 8/8/23, 3:00pm

• *Reminder to the Commission:* G.C. 54950: "The people of this State do not yield their sovereignty to the agencies which serve them. The people, in delegating authority, do not give their public servants the right to decide what is good for the people to know and what is not good for them to know. The people insist on remaining informed so that they may retain control over the instruments they have created."

Dear Chair Hooper and Members of the Planning Commission:

I hope that your discussion with the public today will address what I see as several fundamental and foundational questions:

1. Why are so many people upset, frustrated and angry with the planning proposal for the proposed Building Form Overlay District, aka, Zoning Overlay District ["District"] ?

Instead of telling people that their feelings are inappropriate or disrespectful (as has been done in several "Know before you grow" meetings and emails), *please inquire and respond to why people have come to be very angry and upset about this zoning overlay proposal?*

I myself experienced several things that have led me to being frustrated and angry with this proposal and its progression; for instance:

- a. - the District proposal was not offered to the public until days before June's Planning Commission/HCP Committee's joint meeting when the 'staff report' was released. There was no advance notice, including in the prior Argus article about the hotel proposal, that such a zoning proposal was in the works, no less having been given the actual form and substance through what was presented as a formal Staff report.
- b. - none of the goals or objectives of the proposed zoning district were offered to the public to evaluate or vet or discuss for agreement in any forum, no less buy-in. People offering questions or objections during the PC/HCP joint meeting, which would be purportedly responded to by the developer or staff at some time in the future, is *not* responsive or open, meaningful engagement with the public.
- c. - attempts to decipher the values and goals of the zoning proposal at that meeting were given explanations that, (1) the hotel couldn't be approved under a variance or CUP from existing zoning constraints, and (2) therefore the developers themselves - EKN Development Group - proposed a new set of rules for a multi-block area that would allow the proposed height limit for the hotel, and (3) that the proposed new height limits would have to be necessarily approved '*by-right*' for the entire proposed District, a multi-block area, which extended well beyond the footprint of the hotel.

It's no wonder that a large number of Petalumans, including myself, felt left out and disturbed by these very consequential and important decisions to even make this proposal, no less carry it to the form of what was purportedly authored by city staff (M-Group personnel). It was very apparent that the proposed "District" is the large dog being wagged by a new tail.

While I do have specific comments on what I last saw as the proposed District, my comments here reflect my deep concerns about the process to date.

2. Rather than blaming the public for being functionally and materially left out of the very foundation for the zoning proposal, please go back to Square One, and ask yourselves and the public these questions, and propose answers:

A. Do people of Petaluma want to see "intensified development" within some proposed downtown core?

If you as a Commission recommend "yes", then:

B. What are the clear **goals** for a District and any intensified development?

C. What are the **values** that we want to see expressed in that development? What

does **success** look like?

D. What **information** is necessary to evaluate proposals and make sound choices that will last through time?

E. **Who** will supply this information?

E. What are the **potential benefits**?

F. What are the **potential downsides**?

G. What are the **risks** and unknown consequences?

H. What is the **best forum(s) and modes** to address these questions?

1) who should and can participate?

2) who would select that group (general public, stakeholders, outside consultants, professional facilitation, et al)

3) what is a reasonable timeline to set the stage, and then carry out such an inquiry?

I. What are the best **means, regulations and incentives** to accomplish a successful plan?

Without clear answers to these and other questions, asking for comments on the proposed District are

3. I would again suggest that the frameworks and processes that the city has successfully used in the past for complex land use planning proposals are the best available and inclusive processes

See our history and processes for:

- the Central Petaluma Specific Plan,
- the Wastewater Treatment Plant design/requirements/capabilities ("Sewer School"),
- the two Station Area Plans, and
- the Petaluma River Access and Enhancement Plan.

The questions listed above at 2. were all essential parts of the publicly-engaged processes. These were all done with appointed Citizen Advisory Committees and facilitated open meetings, in full public, iterative, and scheduled sessions, especially as all of these arenas had started out very contentiously. All were concluded with virtually unanimous public support and unanimous commission and council approvals and adoptions. We can do this again!

Avoiding the disrespect, frustrations, anger, resentment, accusations and feelings of powerlessness and exclusion that are currently being expressed re: the proposed District (and, the hotel proposal) are very important to Petalumans. Creating an actual process for inclusion and talking through all points of agreement and disagreement, identifying and collecting information, with mutual respect, is both

very possible (see these referenced examples) and is also vitally necessary for our continued development of community in our city.

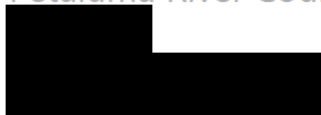
Is it messy and time-consuming? Yes, but it is by far the best way to proceed for our residents and businesses.

People are indeed already engaged in these questions and proposals. Folks don't, however, like the seriously deficient planning process produced so far, don't want to be lectured to, or be told that their feelings and values are 'wrong.'

Let's support our vast local intelligence and experiences, with inclusion, openness and meaningful engagement with the proposals and potential goals. We can choose this process to get to solutions, or we can choose to dwell in morass of anger and contentions. It's our choice.

Thanks for your ears and hearts on this. Let me know if you have any thoughts or questions.

Bests,
David Keller
Petaluma River Council



FW: November 14 Joint PC/HCPC Meeting - Comments on Agenda Item #1

Daibel Fernandez-Bolt <dfernandez-bolt@cityofpetaluma.org>

Tue 11/14/2023 9:35 AM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc: -- City Clerk <CityClerk@cityofpetaluma.org>

Hi Uriel,

A public comment for your meeting.

Thank you,

Daibel

Daibel Fernandez-Bolt

Administrative Assistant

City of Petaluma | City Clerk

dfernandez-bolt@cityofpetaluma.org



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From: Dave Alden [REDACTED]

Sent: Tuesday, November 14, 2023 8:49 AM

To: City Clerk cityclerk@cityofpetaluma.org

Subject: November 14 Joint PC/HCPC Meeting - Comments on Agenda Item #1

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In addition to the Petaluma Urban Chat comments which I helped prepare and have already submitted, I have the following personal comments regarding the proposed Downtown Overlay. Thank you for your attention. - Dave Alden, [REDACTED]
[REDACTED]

Good evening, Planning Commissioners and HCPC members.

I'd planned to make these comments in person but agreed months ago to speak at another event, not expecting this hearing to be scheduled for the same night. I may reach the Council Chambers before public comment but am submitting my thoughts here to ensure they're heard.

I helped prepare the comments that were submitted by Petaluma Urban Chat. I fully support those comments, but also have thoughts from a more personal perspective.

I love downtown Petaluma. I love hanging out there, I love the mix of businesses, and I love bumping into people I know. From a personal perspective, I'd be fine with downtown

Petaluma remaining as it is for the remainder of my life.

But that's not the right way to think about our town.

StrongTowns argues that "No neighborhood should be subject to cataclysmic change, but neither should any neighborhood be immune from incremental change."

For decades, downtown Petaluma, except the portion within the CPSP, hasn't seen any incremental physical changes. Perhaps it was the market realities. Perhaps it was the zoning. Or perhaps it was the fear of public pushback. Regardless, it's unhealthy for a place not to change in response to a changing world. I can't be sure if the opposed Overlay is the best response to this stasis, but I believe adopting the Overlay is better than not adopting it.

Tapping again into the thinking of StrongTowns, they argue for the concept of infinite versus finite games. As human beings, we play finite games. We can't play forever. We know the day is coming when we won't be here so, quite reasonably, our goal is to maximize our enjoyment while we can. For many, that means having downtown Petaluma remain exactly as it is and as they love it.

But Petaluma is playing an infinite game. Cities can live forever and Petaluma presumably wants to. If we can ascribe human emotions to a town, Petaluma wishes to thrive, meeting the needs of its residents in 2100, 2200, and beyond. And we should give the town we love the freedom to meet that goal.

If we respect our town, and the residents who will live here after we're gone, we need to allow change to happen, incrementally. The Overlay seems to meet that need.

Thank you for your attention.

Fw: Public Comment - DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY

Petaluma Planning <petalumaplanning@cityofpetaluma.org>

Tue 11/14/2023 9:56 AM

To:Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:Andrew Trippel <atrippel@cityofpetaluma.org>;Isabel Castellano <icastellano@cityofpetaluma.org>;Greg Powell <GPOWELL@cityofpetaluma.org>

Hi Uriel,

Forewing this public comment to you for distribution

Thanks,
Daniel

Planning Division

City of Petaluma | Community Development
petalumaplanning@cityofpetaluma.org



Would you like to apply for a Planning permit? Click [HERE](#) and check out our new online permitting system.

From: DJ Gaker [REDACTED]
Sent: Tuesday, November 14, 2023 8:55 AM
To: Petaluma Planning <PetalumaPlanning@cityofpetaluma.org>
Subject: Public Comment - DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY

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Hello All,

I want to express my strong support of the proposed overlay to encourage downtown housing and economic development.

This will enable a responsible, human centered, walkable evolution of our sweet downtown that will alleviate traffic relative to the alternative of pushing development away from the center.

It will be good for our town, our residents and our businesses.

Sincerely,
David Gaker PE PhD
Petaluma resident

Public Comment

Nathan Spindel [REDACTED]

Tue 11/14/2023 10:32 AM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>; rogermcerlane@mac.com <rogermcerlane@mac.com>; heidibauer2000@gmail.com <heidibauer2000@gmail.com>; bmhooper1@gmail.com <bmhooper1@gmail.com>; rwhisman@yahoo.com <rwhisman@yahoo.com>; darrenracusen@gmail.com <darrenracusen@gmail.com>; jcthompson@cityofpetaluma.org <jcthompson@cityofpetaluma.org>; jessicamoz@gmail.com <jessicamoz@gmail.com>; whitley@sonoma.edu <whitley@sonoma.edu>; ppitingaro@gmail.com <ppitingaro@gmail.com>; brknmad@yahoo.com <brknmad@yahoo.com>; bill@johnsonrinehart.com <bill@johnsonrinehart.com>; alicevano@att.net <alicevano@att.net>

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Dear Planning Commission and Historic & Cultural Preservation Committee,

I support the Overlay proposal in its current form. I am a signer of the Urban Chat position letter on the Overlay. I'd like to add a more personal perspective as well.

My young family has lived and worked in West Petaluma for almost five years. We plan to stay here for decades. Every day I go downtown to work, shop, eat, and stroll. I love walking in our historic neighborhoods and downtown; it is one of the primary reasons we moved here.

I believe our downtown should be upzoned for higher density commercial and residential uses. We need more housing, retail space, downtown activity, and activated street space. Such density has many benefits from livability to affordability and climate adaptability. More downtown activity and housing has a significant economic benefit to our city; increased revenues and more affordable housing will go hand in hand to improve all Petalumans' quality of life. Decreased downtown activity and more expensive housing? Not so much.

With the above in mind, I support the Downtown Overlay proposal. Six stories is a fine height for buildings in our downtown (there's already a number of buildings around that height). A few new five/six story buildings is SO much preferred over the status quo of vacant and under-built lots — our town deserves better than that. I am embarrassed to walk visitors by Walnut Park among the many sad, ugly, fenced off empty lots. I fear that if we don't allow and incentivize more intense building that our town will weaken in the coming decades as more people move out; largely due to unaffordable housing, boarded up buildings, uncomfortably empty streets, and blighted lots. That's the opposite of what I want for Petaluma. I want to see more housing, more activated streets, and more small businesses with more beautiful views of our river and mountains!

Successful places grow. Growth either happens up or out. If growth doesn't happen, successful places get expensive. If you want affordability, you need to increase building. All new building — commercial, high end residential, anything — helps increase supply and takes pressure off the market. Building up is the only logical choice given our city's climate stance and policies. Building up makes sense in the commercial core.

Regarding historic aesthetic and/or preservation concerns that I've heard some community members raise: the Overlay could be further designed to consider historic/aesthetic context. Our City Attorney indicated that this could be done at the public meeting on July 12 2023. There is precedent of such objective design policy in other cities (Napa, Fresno, etc); I encourage our committees and staff to explore if there is a way to include this in the Overlay and/or the General Plan Update. That would allow for increased density while alleviating historic preservation concerns. Please do not let the voice of the few historic preservation extremists to allow our town to stagnate and weaken. We need a path forward for a strong and vibrant future for Petaluma.

Thank you,
Nathan Spindel

public comment

Suzanne Biaggi

Tue 11/14/2023 11:11 AM

To: Rizzi, Krystle <krizzi@cityofpetaluma.org>; Kevin McDonnell <kmcdonnell@cityofpetaluma.org>; Barnacle, Brian <bbarnacle@cityofpetaluma.org>; Janice Cader-Thompson <Jcaderthompson@cityofpetaluma.org>; Mike Healy <mhealy@cityofpetaluma.org>; Karen Nau <knau@cityofpetaluma.org>; Pocekay, Dennis <dpocekay@cityofpetaluma.org>; John Shribbs <jshribbs@cityofpetaluma.org>

Cc: -- City Clerk <cityclerk@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

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Prior to the meeting tonight which I, unfortunately cannot attend due having tested positive for Covid I would like you to refer to my prior emails stating that I am opposed to the zoning overlay, the proposed EKN hotel; and I am in favor of an EIR report and story poles I request the information in this referral to go on the public record for the meeting tonight Tuesday, Nov, 12, 2023. My prior emails state my reasons and offer alternate solutions.

In addition, I would to add the following information

Besides the financial analysis, (that I have forwarded in a prior email) which demonstrates that what EKN is promising the city in financial returns is far from reality. If you haven't already read this, please take the time to do so.

I would like to highlight some of the some of the data taken from the professional Third party economic assessment commissioned by the Planning Department on Nov. 7 2023.

1) "Relatively tall and dense midrise housing products are rarely financially feasible to build in Petaluma (and the North Bay generally). The Residential Feasibility Analysis completed for the Petaluma General Plan update found that the analyzed higher-density 3-story, 5-story, and 8-story multifamily building prototypes were unlikely to pencil in Petaluma.² The 5-story and 8-story prototypes performed especially poorly, as these products require a costly concrete parking structure or parking podium, respectively."

2) "The Downtown Overlay's increased maximum height is likely to have little initial impact on residential development activity, as projects built between 45 feet and 75 feet require higher cost construction materials and techniques."

3) "Overall, the project is expected to generate over \$700,000 in annual tax revenue for the City of Petaluma's budget primarily from TOT revenues A full 25 year projection of tax revenue for each tax category is shown in Figure 13. Approximately 75 percent of total expected tax revenue is expected to come from the hotel's TOT revenue, based on hotel room revenue. Over a 25-year period, the hotel would generate \$13.8 million in TOT, \$2.6 million in sales tax, and \$1.4 million in property tax revenue for the City of Petaluma The General Fund would receive the majority of these funds In comparison, the applicant's estimates of tax impacts from the projects are shown in Figure 14."

Thank you for taking my opinions and data into consideration when making any decisions regarding changes to the general plan

Suzanne biaggi



SUZANNE BIAGGI



FW: Petaluma resident opposing the overlay proposed for downtown Petaluma

Greg Powell <gpowell@cityofpetaluma.org>

Tue 11/14/2023 11:22 AM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

Greg Powell, Principal Planner

M-Group Consulting Planner

Serving the City of Petaluma

11 English Street, Petaluma, CA 94952

Hours: Monday-Thursday 8am-5pm, closed Fridays

Greg Powell

Principal Planner, M-Group Consulting

Planner serving the City of Petaluma

City of Petaluma | Planning

GPOWELL@cityofpetaluma.org



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From: Mollie McWilliams [REDACTED]

Sent: Tuesday, November 14, 2023 11 21 AM

To: Greg Powell <gpowell@cityofpetaluma.org>; Isabel Castellano <icastellano@cityofpetaluma.org>

Cc: Brian Oh boh@cityofpetaluma.org

Subject: Petaluma resident opposing the overlay proposed for downtown Petaluma

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11/14/23

To Greg Powell, Isabel Castellano and others this concerns:

When Mike Jolly of Newport Beach filed an application for the Hotel Weaver in April of 2022, he notes in the application he *knows* it's in Petaluma's Historic District and more specifically that it's in MU2. It's pretty flippant -- EKN *knew* the zoning laws of this parcel when they purchased it -- and they *knew* that their proposal ignored every one of them, and

then *knew* they'd push to get their project through to make money in a City they have no ties in -- as they have before.

A simple Google search shows past projects where the community had concerns about their proposals and they steam rolled them: Tahoe, Rochester, MN; citizens, like those in Petaluma, had real concerns regarding zoning and historic elements. And it's remarkable and unnerving Petaluma would even entertain a developer rewriting the zoning laws when it's so blatant they're being rewritten to benefit their company, not the town, not the historic nature of the district, no one but themselves.

To allow this company to rewrite the zoning laws of Petaluma purely for their own economic gain is distasteful and disrespectful to everyone who lives here. To that end, the fact the Wine Growers Association and Urban Chat have been the only community groups [as noted as the outreach efforts in the report from Greg Powell to the Planning Commission 6/13/23] to garner opinions from is frankly concerning as well: reach out to Petaluma Mothers Club, PTAs, Elks, Rotary, the Senior center, churches, synagogues -- Urban Chat is a very specific group of people with very specific viewpoints, why were they approached 3 times? Nevermind the Wine Growers Association, a group that was approached (as even EKN notes on their Instagram) would benefit from them being here. That's not true community outreach.

If EKN would like to build something within what current zoning laws allow, great! And if zoning laws and historic preservation elements truly need to be altered for downtown (or any portion of Petaluma), then take the proposal from a Petaluma-based person with no development ties, it's the only way this can happen within a being tainted by money and power.

To allow a commercial entity (with no ties to the community no less) to change the zoning laws of Petaluma goes against everything I, and now my daughters, are taught in the schools of this city about the history of this city (truly, in Petaluma schools students are taught about the urban growth boundary, Supreme Court case involving Petaluma, historic homes and buildings downtown and more).

Please do not allow this overlay.

-Mollie Kellgren, Petaluma resident

Downtown Housing & Economic Opportunity Overlay

Rebecca Birch [REDACTED]

Tue 11/14/2023 11:46 AM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

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A fancy name for leading into the project of a hotel totally unsuited for our historic downtown Petaluma.

I want to go on record as disapproving of this new downtown overlay and, most importantly, the proposed hotel on B Street.

Ironic, Petaluma leaders, that there is proposed a hotel offering \$400/night rooms while our only hospital is graded "D". This is just another example of the hubris of our Planning committee and the City Council, insisting on being out of touch with the priorities of our Petaluma citizenry.

I vote "no" on this project.

sincerely,
Rebecca Birch

[REDACTED]

public hearing on overlay

Barry Bussewitz [REDACTED]

Tue 11/14/2023 12:01 PM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc: Barry Albert Bussewitz [REDACTED]; Barry Albert Bussewitz [REDACTED]

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<https://aka.ms/LearnAboutSenderIdentification>]

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Dear Esteemed Members of City Council, City Staff, and Community:

I endorse the Recommendation of the Petaluma Urban Chat on the Overlay proposal. I have been informed by the numerous forums sponsored by the Urban Chat and our City for years, and I concur with the belief that our beautiful, Historic Downtown Petaluma should and must be protected from cataclysmic change which may be demanded by State of California measures to address dire needs in housing and sea level rise, and the need for transformation of our transportation systems.

The proposed Overlay offers reasoned, transparent methods by which to proceed with incremental changes determined by City planning processes and our community members. I am pleased to be a signatory of the Urban Chat's thoughtfully-deliberated recommendation and endorse your clear consideration and discrimination.

Very truly yours,
barry

Barry Albert Bussewitz
[REDACTED]

FW: EKN Hotel and IZO Zoning Overlay (IS/MND)

Daibel Fernandez-Bolt <dfernandez-bolt@cityofpetaluma.org>

Tue 11/14/2023 12:06 PM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc: -- City Clerk <CityClerk@cityofpetaluma.org>

Hi Uriel,

Another comment.

Thank you,

Daibel

Daibel Fernandez-Bolt

Administrative Assistant

City of Petaluma | City Clerk

dfernandez-bolt@cityofpetaluma.org



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From: Lance Kuehne [REDACTED]

Sent: Tuesday, November 14, 2023 11:55 AM

To: Petaluma Planning <petalumaplanning@cityofpetaluma.org>; jdomich@gmail.com; desmo93@att.net; colin@petalumacellar.com; annamdietrich@gmail.com; tdmcgaw@pacbell.net; nancysasser.home@gmail.com; Karen Nau <knau@cityofpetaluma.org>; rogermcerlane@mac.com; rwhisman@yahoo.com; heidibauer2000@gmail.com; bmhooper1@gmail.com; jcthompson@cityofpetaluma.org; darrenracusen@gmail.com; -- City Clerk <cityclerk@cityofpetaluma.org>

Subject: EKN Hotel and IZO Zoning Overlay (IS/MND)

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Dear City Clerk,

I am submitting my comments to the Planning Commissioners and the members of Petaluma's Historic and Cultural Preservation Committee. Please also ensure my comments are added to the record for the IS/MND on the EKN Appellation Hotel and the City's rezoning overlay for 3 subareas of Petaluma's Historic Downtown District.

I am a 20 year resident of Petaluma and founded and operated an art gallery in Petaluma's Downtown Historic district for 15 years. I have a deep familiarity with Petaluma's history, its downtown core, and the needs of businesses that operate in Petaluma's downtown historic district.

First off, calling this a "Housing & Economic Opportunity" overlay is just a bad attempt at marketing. There is no evidence that creating this overlay will improve economic opportunities in any way. The historic downtown of Petaluma is the city's main attraction, anything that would detract from its historic nature will likely make things worse.

If somehow, the central core of Petaluma's historic district were to disappear overnight, there would be no more reason for anyone to visit Petaluma than there would be to visit downtown Rohnert Park (wherever that is). The historic downtown is our crown jewel. We have to tread carefully when considering major changes to this area. Apparently we have considered historic preservation important in the past, since we actually have a Historical and Cultural Preservation Committee.

To quote current city policy, here is the first paragraph of the current Commercial District Guidelines for the City of Petaluma, written in 1999.

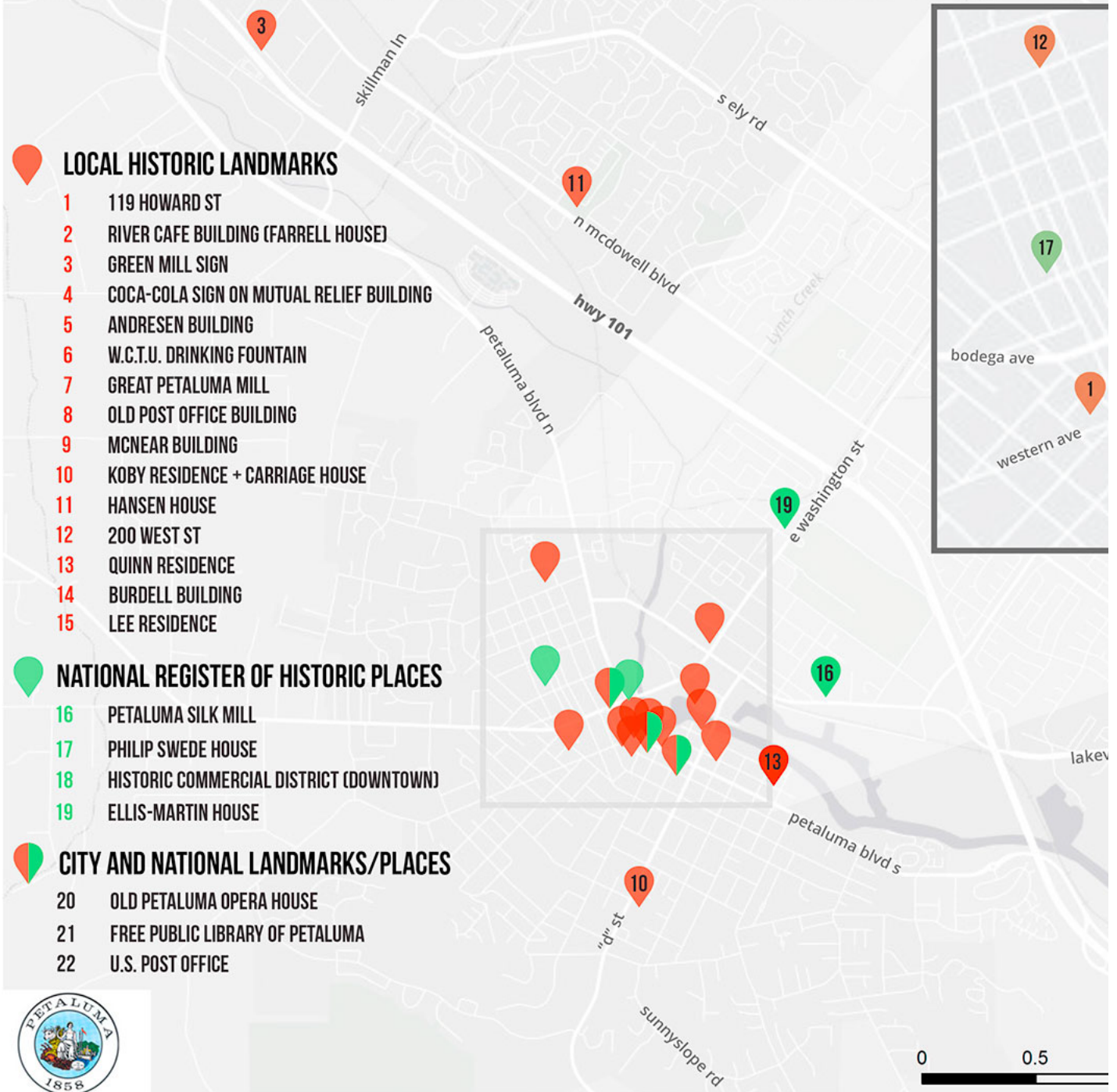
City of Petaluma**Petaluma Historic Commercial District Design Guidelines****1.0 INTRODUCTION**

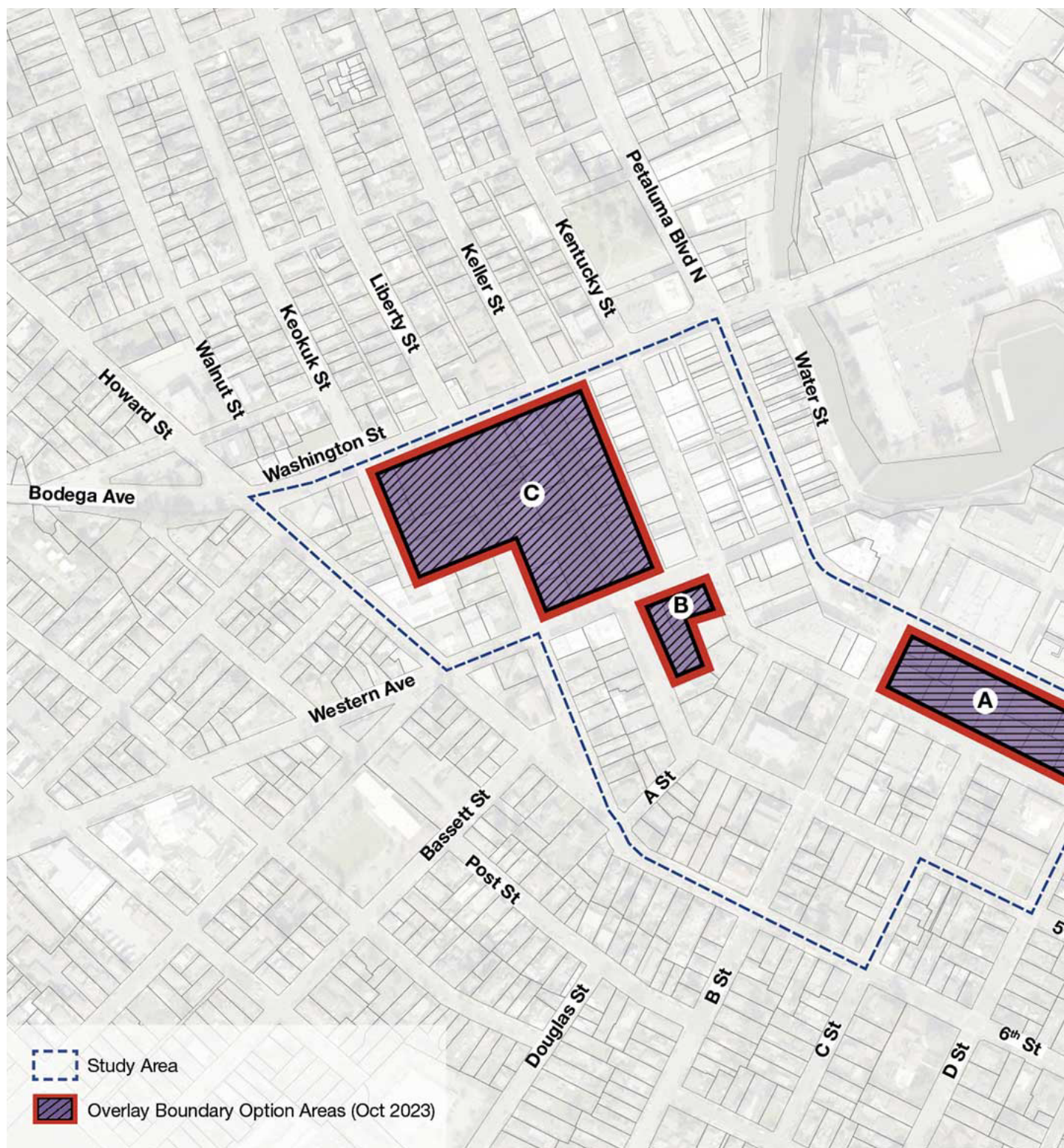
The historic buildings and streetscapes in Petaluma's Historic Downtown are essential to defining the City's character and maintaining its ties to its past. Much of the downtown area is also a National Register District with historically significant buildings dating to the mid-1800's. When the architecture of historic buildings is altered in a manner that is incompatible with surrounding structures, the entire streetscape, along with its historical theme or setting, can be disrupted. The result can be jarring and the inconsistent structure detracts from the overall character of the area.

This **inconsistent structure** does exactly what our current guidelines try to avoid and it looks like a developer's wishlist to maximize profit on a parcel without any regard to its impact on the surrounding area. There is nothing in this proposal that serves the citizens of Petaluma. It raises building heights to 75 feet from 45 feet, blocking views and casting long shadows. I am a fine art landscape photographer, if this is built it will forever ruin the city's skyline in terms of photographing wide angle views of the city. I could also see Hollywood no longer making films in this town, due to the inability to hide modernist out-of-scale buildings from a shot.

This proposal changes lot coverage from 80% to 100% (taking away any potential public space or amenities). In addition, this overlay impacts the majority of our historic landmarks. Below is a city map of our major landmarks, followed by a map of the overlay. The majority of "Local Historic Landmarks", "National Register of Historic Places", and "City and National Landmarks/Places" fall within the overlay's sphere of influence. If I were trying to sabotage the historic character of Petaluma's main attraction, this would be the plan.

CITY OF PETALUMA | HISTORIC LANDMARKS AND PLACES





I am in favor of building up and not out. I think we should do infill whenever possible, especially since there are many empty lots downtown. Four story buildings would work well in several parts of the outer areas of downtown, especially west of Keller Street and near the train station, and I doubt that few people would mourn any of the 1960's - 1970's bank buildings being replaced with more dense and well thought out buildings, but I strongly believe that raising the height limit to 75 feet is a non-starter with most Petalumans. Many, if not most of the people who moved here in the past few decades came here because of the charm of the downtown. If you destroy that, this will make the Dutra asphalt plant and the bathtubs on stilts look like minor issues.

Another part of the overlay allows for 100% multi-family uses without any retail or offices. That is also a mistake that you only find in America, Europeans aren't this ignorant. People should be able to walk to local retail and service businesses, one of the reasons for infill is to get people out of their cars and not make them have to drive to long distances to buy things or get a service done.

One thing I notice as a person who ran a retail business downtown for 15 years, is that there is a lack of small retail spaces to rent. For example, the Old Shanghai store on the corner of Petaluma Blvd and Washington is 4600 square feet and rents for \$9000 per month. You are not going to get small local entrepreneurs to open up a business in a place like that. If we create mixed use buildings with housing on top and small retail/commercial spaces at the bottom, and you will truly have an "Economic Opportunity Overlay". Proposing to eliminate the possibility of small retail and services is the **EXACT OPPOSITE** of the economic opportunity this overlay purports to provide.

I have heard that building this out-of-scale hotel will be an “investment” in the downtown. That shows a clear lack of knowledge of how this whole retail thing works. Prior to establishing my own gallery, I worked for Apple in one of their stores. I was part of the opening crew of the store in Corte Madera and Apple spent a lot of time training us before we ever stepped foot in the store. You learn things like “conversion rates” (how many people walk in versus how many people buy), “shrinkage” (shoplifting and how to deter it), “qualification” (is this person ready and willing to buy the thing you re selling them). Apple sells more products per square foot than any other store on the planet (including jewelry stores like Tiffany). They know what they are doing and part of that is training their employees well. Just getting more people to wander the streets of downtown because they happen to be staying at a hotel nearby is not a business plan. The only businesses it might help are the restaurants, but there is a lot more to downtown Petaluma than restaurants, and restaurants have to be open throughout the week and not just during the weekend (when most hotels are full). If you want to talk about foot traffic, talk to the downtown merchants about the “Butter and Eggs Day Parade”, tens of thousands of people come downtown for that. If you want to get an earful of complaints, talk to the downtown merchants about that foot traffic.

The hotel developer says this doesn't “pencil out” at 4 stories. If their business plan is so weak that they can't make it work with 4 stories, how are we to believe that such a weak business plan will make it with 6 stories? What if we had a 6 story vacant building downtown a few years after this opens? The Carithers building was empty for several years before Amy’s came along, so this is not out of the question.

I think this overlay is the exact opposite of what we should be doing. Apparently a lot of people are upset that this is even being considered. It is like watching a toddler playing with a loaded gun. Some people in the city government, M Group, and the non-existent planning department that consists of one employee, as well as their friends in the development community are saying that people are being mean or unruly in their opposition to this overlay. t is probably because this is an idiotic idea on its face, and people don't like to see their beloved city ruined.

Speaking of past blunders, when I first saw a mockup of the Dutra Asphalt plant in February of 2008, I knew on sight that it would not be acceptable to most Petalumans. Since that was a time before widespread social media, I sent the information to John Crowley at Aqus since he had a popular newsletter and a lot more people found out about it. If you know anything about Petaluma’s history, you can see that there is still no asphalt plant due to massive public opposition.

Then there was the tubs on stilts issue, I knew upon sight that this would not be acceptable to most Petalumans, and I wrote the city council in July of 2018 about it. Mayor Glass said something about letting the process work, etc. I wrote to the city council again in September, 2019 that this needed to be stopped, and I at least got a response from Kevin McDonnell, acknowledging my complaint, but not committing to any action. After spending hundreds of thousands of dollars (including tens of thousands to the M Group), money that could have gone to local art and artists, we end up with a mediocre project stuck at the end of F Street (out of sight of most people). I knew it would never be on Water Street from day one, how could the council be that clueless and waste that much time and money?

One last thing, this overlay that will fundamentally change the character of our historic district is being rushed through via a secretive process that is bypassing our normal planning channels. That alone is enough to deny this overlay request by the hotel developer (and don t pretend this overlay issue is separate from the hotel, that’s insulting to our intelligence).

Since I made past predictions about Dutra and the Tubs, here is my prediction for this overlay: it is unacceptable to the vast majority of Petalumans who know about it. If it is adopted, it will be overturned by a future city council (if any legal challenges aren t successful). It is just a matter of how much damage is done in the meantime if it is adopted. I will do everything in my power to support candidates who oppose this overlay in the November of 2024 and November of 2026 elections, and I know I am not alone in this respect. Implementing this overlay shows extremely bad judgment.

Tell EKN to submit a development plan that conforms to our general plan, like the city does all the time with small local businesses.

Thank you for your attention,

Lance

=====
Lance Kuehne
Fine Art Photographer
Petaluma, California
=====

Public Comment

Rod Williams [REDACTED]

Tue 11/14/2023 11:53 AM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

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Here is a word in favor of adjustments to the general plan to allow the "Appellation Petaluma" hotel. Petaluma has a long history of downtown hotels and this one would provide an asset to visitors and locals alike. (The Petaluma history collection at the public library has photos and documents showing how large hotels have been part of Petaluma's built environment dating back to the 19th century.)

This also happens to be handsome architecture. It's not trendy or faddish but will add to the character of Petaluma for many years. Unfortunately, Petaluma has been shouldered with a pastiche of bad architectural design in the downtown area. The new hotel would be an attractive addition.

Downtown Petaluma has two terrible, chain fenced unattractive empty lots that have sat unused for years. Here is an opportunity for the City to do something positive for at least one of them.

--

Rod Williams

[REDACTED]

AGAINST - Plan Proposal to Expedite Development Downtown using an Expanded Overlay

Suzanne Clarke [REDACTED]

Tue 11/14/2023 1 15 PM

To:Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc:Greg Powell <gpowell@cityofpetaluma.org>;Karen Nau <knau@cityofpetaluma.org>;Janice Cader-Thompson <Jcaderthompson@cityofpetaluma.org>;Pocekay, Dennis <dpocekay@cityofpetaluma.org>;Barnacle, Brian <bbarnacle@cityofpetaluma.org>;John Shribbs <jshribbs@cityofpetaluma.org>;Kevin McDonnell <kmcdonnell@cityofpetaluma.org>;Mike Healy <mhealy@cityofpetaluma.org>

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Dear Council Members of Petaluma

I strongly disagree with the proposed Overlay Plan for Downtown Petaluma that would expedite development and raise building heights in our acclaimed historic district.

I understand that Petaluma needs more dense development to earn taxes for the various things we would like to see in Petaluma, i.e. Repairing the Trestle. But I hope you agree we need a better way of doing so than this Overlay plan offers.

We know we need more dense housing and “affordable” housing, but when we do do, please don’t jam the buildings altogether and then jam them right up to the sidewalk like the new ones on Petaluma Blvd North are just being built. This development is no good advertisement for “infilling” vacant properties. Gosh! Don’t those occupants need some breathing room and deserve some distance from the sidewalk and road to ENJOY living there?

As far as the “chained vacant properties” downtown, please institute a VANCY TAX on the property owners. I think they are just waiting to see if this ridiculous hotel can be squeezed into a quarter block by raising its height to 6+ stories before they decide what to do with their properties.

So many of us feel that maintaining the current “quaint” atmosphere in our treasured historic is WHY people love it and want to come here to visit

The current “quaint” atmosphere in our treasured historic is why films are filmed here Film producers could go to San Jose if they wanted tall buildings for their films to be set in

We could actually expand on the historic character we already have by rejuvenating downtown by removing the modern facades of some of the buildings.

In fact, the small lot next to Ace, where the hotel would like to go, is perfect for a pocket park and a lovely tree and benches.

We could make fixing the trestle a priority to make it walkable and also create the public promenade around the Turning Basin

We should not override the General Plan the way the City Council did with the Adobe Winery plot. They got by with not having the public accessible promenade go along the river in front of their building! And why has it been stalled now for three years?

We could continue to shift the focus of the Golden Eagle Shopping Center away from the parking lot and towards the river.

Thanks, Suzanne Clarke, 

Fw: General Plan, Zoning and CEQA comments

Andrew Trippel <atrippel@cityofpetaluma.org>

Tue 11/14/2023 2:05 PM

To: Rizzi, Krystle <krizzi@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc: Greg Powell <GPOWELL@cityofpetaluma.org>

Hello,

Krystle hoping you've already received this

Uriel - can you verify that this has been published?

Andrew

Andrew Trippel, AICP

Planning Manager, M Group Consulting
Planner serving the City of Petaluma
City of Petaluma | Community Development
atrippel@cityofpetaluma.org



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From: greg freitas <[REDACTED]>

Sent: Thursday, November 9, 2023 11:02 AM

To: -- City Council <citycouncil@cityofpetaluma.org>; rwhisman@yahoo.com <rwhisman@yahoo.com>;
heidibauer2000@gmail.com <heidibauer2000@gmail.com>; kvkarch@gmail.com <kvkarch@gmail.com>;
bmhooper1@gmail.com <bmhooper1@gmail.com>; darrenracusen@gmail.com <darrenracusen@gmail.com>;
rogermcerlane@mac.com <rogermcerlane@mac.com>; Janice Cader-Thompson
<jcaderthompson@cityofpetaluma.org>; Greg Powell <GPOWELL@cityofpetaluma.org>; Andrew Trippel
<atrippel@cityofpetaluma.org>; editor@arguscourier.com <editor@arguscourier.com>;
don.frances@arguscourier.com <don.frances@arguscourier.com>

Subject: General Plan, Zoning and CEQA comments

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citycouncil@cityofpetaluma.org

rwhisman@yahoo.com

heidibauer2000@gmail.com

kvkarch@gmail.com
bmhooper1@gmail.com
darrenracusen@gmail.com
rogermcerlane@mac.com
jcaderthompson@cityofpetaluma.org

GPOWELL@cityofpetaluma.org

atrippel@cityofpetaluma.org

editor@arguscourier.com; don.frances@arguscourier.com

11/6/23

I have just read, with increasing concern, a public notice sent out regarding a General Plan Amendments, creation of an overlay zone, and a proposed outrageous plan for an oversized spot zoned hotel, this one on the bottom end of B Street. A negative declaration is proposed to be used to give environmental review clearance of all these actions.

I do not support the method of merged hearings on the same day, the proposed changes, or the use of a draft negative declaration rather than a full Environmental Impact Report. I do not also support the size, lack of parking and potential poor designs permitted by an increase to 100% lot coverage for a hotel and current lack of parking for new developments.

Method of Notice and Actions:

The public notice I received is vague, using relatively unknown acronyms such as "FAR" floor area ratios which here relates to the "maximum number allowed floors" and unclear language such as, "non specific mixed land use designations" rather than detailed clarifying language for public notices of this sort. This and other factors make me believe the notice is inadequate public notice for General plan and Rezoning discussion purposes.

What I don't like is deliberately using jammed together hearings which can create confusion among issues and unclarity of process. I've seen this muddled mashed together approach before in other Cities with poor planning. Do we have to be one? The actions proposed, in essence, have all the bad trademarks of finding a way to do "Spot Zoning" using a shotgun approach to approve a project, a project which is currently contrary to the existing General land use Plan and Zoning. The proposed

actions require a more impartial and thorough review than what is offered. I am also concerned because the hearings approach and poor recommendations on environmental review show that neutral city staff oversight may be lacking. My suggestion is that you stretch out the hearings to permit clear and separate review of the issues and General Plan changes being considered before taking up relative zoning changes or project reviews.

Environmental Comments:

CEQA is being ignored when it comes to determining if an EIR is needed or not:

The use of a Mitigated Negative declaration suggested for a General Plan amendment and new zoning standards as recommended is a farce. Diligence is missing. No or little mitigations for the limited negative impacts are shown for many effects that aren't mentioned but will happen if the proposed changes are adopted.

Where is the "no project" and "alternate sites" review alternatives? It is clear that the General Plan amendments and proposed new overlay zones are being suggested without thorough analysis or complete environmental review. What are the buildout parking demands and circulation mitigations needed downtown to accommodate the proposed changes? Where are the stats on new housing needed by type and as may be produced by these proposals? Where is the comparison with our current General Plan needs? What is the range of additional buildout expected for the General Plan amendments? What is the assumption basis of projections for these figures? Why is the environmental impact report review not recommended when it is so clear it is needed as a basis for consideration?

Mitigation measures should be required for additional off-street parking, circulation patterns and linked traffic lights, once additional parking and higher traffic demands are shown by a proper EIR (Environmental Impact Report). Just looking at future parking demands caused by the recommended General Plan amendments and increased demand on downtown streets justifies a full EIR. I urge you to require that an EIR be conducted to include also review site alternatives for the proposed hotel and additional housing and the actual mitigations that would be needed to affect the proposed changes.

I have also looked at the recent building height study of the downtown area which appears to be trying to support increased heights of buildings. The problem is that using church towers which are already exempted in the zoning ordinance as a basis for increased building density and heights is like comparing apples to oranges. Office and housing buildings are not church towers. Using other older buildings built before zoning height requirements were made, as a basis for the recommendations, leaves out the fact that it was these very buildings that caused the City

to zoning limit heights to begin with. Church towers from at that time have been excluded from height restrictions regardless of zone.

Technically, an off street parking district exists in the downtown area, and I am under the understanding that new parking places are not required when development occurs. This could be a real problem for new proposals as additional parking demand that is not met with new places will degrade current parking and circulations options. Current available parking is already not enough to support our increasing demand created by new restaurants, as well as intensification in existing buildings.

Many upstairs floors in existing buildings downtown are still underutilized. We should find solutions before adding to our parking and circulation problems generated by this proposal. I do not want us to become another Carmel with poor planning, not enough parking and overcrowded streets in our downtown area. Much as we might want to, we are not moving towards using alternatives such as mopeds, bicycle use etc. replacing our ownership of vehicles per household anytime soon.

Increasing the General Plan density under these circumstances without adding new available parking is folly. Two existing downtown parking structures in the area are not designed to handle the existing buildout of the downtown area allowed by the current General Plan and zoning. That means there is not enough parking now, particularly during holidays and on weekends, or for current allowed buildout.

It's definitely problematic to add on a new overlay zones. What environmental effects do people driving around to find non existent parking do to the environment and our increasingly crowded street patterns?

Where are the recommendations on traffic lights, traffic levels of service, lane changes, timing, future parking needs for the proposed areas and changes? Where are considerations of alternatives to the proposals? The related environmental Impacts needs to be studied before further actions are taken. Alternative scale, location sites, traffic and parking needs and service access capacities should also be reviewed by an EIR.

Hotel Plan:

There should be an EIR prepared for the proposed hotel on B Street. It will have too big an impact. It is too big, too high, and way under-designed in creating parking spaces and off street service access. There is just not enough parking for hotel staff, restaurants staff, hotel rooms, and restaurant patron demands. The proposal is way out of scale size-wise for the neighborhood, and could easily be an absolute monstrosity with no redeeming architectural grace to fit in with the historic nature of the area. Since 100% lot coverage is proposed, what will the West side or South

Easterly sides of the building look like if it is permitted to sit on the property line? Will it show 6 stories of blank wall to people coming down B Street or perhaps as seen coming up the Boulevard? What visual damage to one of downtown's major entrance that would be to see -- I pity anyone having to look at any 6 story blank sides and think about what the City is not doing to protect historic values of Downtown Petaluma. I am an owner located on B street, and will be really upset if I have to look past the historic homes down the street to see something out of place sticking up way above the existing buildings.

Economic Impact comments:

If the city wishes to make decisions based on estimated economic return to the city such provided by hotels then the city should look at the effects of another hotel added to the city's overall supply now. A quick review of the existing hotels in town will show that now they are only about half full most of the week with only a slight increase on weekends. This is not good for sustainability of hotels. What I am saying is that more approvals of hotels right now will further weaken existing ones. Under these conditions If we approve more new hotels, overall hotel bed and tax revenues for the city will be unlikely to show much improvement, for some time. What is the actual figures for this? Overbuilding can be a problem lasting for years. Does the city actually know the overall demand for additional hotel space and their overall economic impact in town?

The saying that's coming to me is that people pushing this idea are "GETTING THE CART BEFORE THE HORSE" . We expect the City Planning Commissioners and City Council members to require a full review of what is proposed, as well as what is needed here, on behalf of all of us, before taking any further action.

Regarding the proposed actions: Lastly, rushing to an unduly quick approval without all the facts sets a poor planning example and is certain folly for the future of this City. We can be better than this!

Greg Freitas
Freitas Enterprises
American Planning Association, Planners Advocacy Network
Past Community Development Director, City of Petaluma



Fw: Appellation Hotel, Downtown Overlay plan

Andrew Trippel <atrippel@cityofpetaluma.org>

Tue 11/14/2023 1:55 PM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc: Brian Oh <boh@cityofpetaluma.org>; Olivia Ervin <oervin@cityofpetaluma.org>; Rizzi, Krystle <krizzi@cityofpetaluma.org>; Greg Powell <GPOWELL@cityofpetaluma.org>; Isabel Castellano <icastellano@cityofpetaluma.org>

FYI.

Uriel, please process if you've not already received this

Andrew

Andrew Trippel, AICP

Planning Manager, M-Group Consulting

Planner serving the City of Petaluma

City of Petaluma | Community Development

atrippel@cityofpetaluma.org



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From: Tom Gaffey [REDACTED]**Sent:** Sunday, November 12, 2023 10 04 PM

To: City Council citycouncil@cityofpetaluma.org ; rwhisman@yahoo.com rwhisman@yahoo.com ; heidibauer2000@gmail.com heidibauer2000@gmail.com ; kvkarch@gmail.com kvkarch@gmail.com ; bmhooper1@gmail.com bmhooper1@gmail.com ; darrenracusen@gmail.com darrenracusen@gmail.com ; rogermcerlane@mac.com rogermcerlane@mac.com ; Janice Cader Thompson jcaderthompson@cityofpetaluma.org ; Greg Powell GPOWELL@cityofpetaluma.org ; Andrew Trippel atrippel@cityofpetaluma.org

Subject: Appellation Hotel, Downtown Overlay plan

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Council and Commission Members:

I have read the Petaluma City's website detailing the Downtown Housing and Economic Opportunity Overlay. I have also attended meetings and read much about the Appellation Hotel project. It is my informed opinion that the two projects are indeed intertwined, even though representatives of the hotel and some city representatives would have Petaluma citizens believe otherwise.

According to the city's website, it was suggested by our planning staff that hotel developers, the EKN Group, submit a general plan and/or zoning amendments application in order to obtain changes in setback and height restrictions that have been set in Petaluma's current general plan. This led to the overlay plan which would allow the city to avoid having to issue a variance to the EKN Group and they could build beyond current limits.

I believe both plans are not appropriate for downtown Petaluma as presented at this time. I urge both the Petaluma City Council and Planning Commission to deny the application, and send all plans back to the discussion and discovery phase for thoughtful, truthful and open discussion and planning. That planning should include as many citizens as wish to be involved. I would like to see more open meetings and workshops about both of these projects, and I believe many Petalumans agree and will attend those meetings should they be offered.

A few bullet points:

1. I am not comfortable with the increase from a 45' height restriction to a new limit at 70' . It is not in keeping with historic sight lines and compatibility and it is not economically feasible as regards cost per square foot for building housing and office space in the downtown area (this from the economic peer review).
2. The peer review also notes that housing and office spaces will not be in high need or high demand in the downtown area in the near future. To make housing in the downtown area feasible in the future the city will need to mitigate quality of life issues, transportation, shopping, safety and city services. This will need to be sussed out and at this point is not discussed in the current overlay plan.
3. Setbacks and 100% lot fill may not be a problem for developers looking to our town but they are not in keeping with current visual, pedestrian and traffic visions for the future of Petaluma. Services and goods needing space to be delivered and people coming and going in and out of busy doorways is an issue that again needs to be sussed out and is not discussed in the overlay plan.
4. Traffic and parking impacts must be discussed. The city plans to take a negative mitigation stance in regard to the two issues. Both traffic and parking needs will increase with more people downtown and both issues need to be considered in all future planning. Negative mitigation is absolutely unacceptable and will most likely lead to problems and leave the city open to legal actions brought by disgruntled citizens, business owners downtown and citizens at large in our city.
5. The economic projections presented by the city in its reports states that the Hotel and restaurant business will bring 37 million dollars into the city coffers through TOT and sales taxes in the next 25 years, penciling in at 1.4 million dollars a year. The economic review disputes those figures and projects the total annual receipts to the city through taxes to be at close to \$700,000 per annum. Less than half of the city's projections.
6. The historic and cultural review report as presented by the city is apparently wholly unacceptable as noted in the historic peer review. It leads me to wonder, who is responsible for preparing that report and who signed off on its efficacy? And after reading the peer review I wonder if we should be making changes in that city department. As it is written the overlay plan would make it reasonable to demolish several 100 year plus old buildings on Keller Street that have been historically relevant and important to this city for over a century.

There is so much more that has been brought to your attention by so many concerned citizens of this city regarding the Hotel and Overlay project. Those concerns are real and reasonable. What is true is that it is not important or wise to move forward quickly with either of these projects at this time. There is so much left to be discussed and learned about what they will mean to this city. There is plenty of time to figure it all out. The only ones that might be in a hurry are the out-of-town developers that have their interests in mind but not the city of Petaluma.

Please slow down with the decision making part of both of these plans. The city of Petaluma will have to live with the results for a long time to come and wisdom needs to be inherent in all aspects of these moves. Please give this more time and study.

Thank you,

Tom Gaffey
General Manager





PETALUMA DOWNTOWN ASSOCIATION

November 6, 2023

Mayor Kevin McDonnell, City Council Members
Peggy Flynn, City Manager
11 English Street
Petaluma, CA 94952

Dear Mayor McDonnell, City Council Members, and City Manager

We, the Board of Directors for the Petaluma Downtown Association, support the goal of the three sections of the proposed overlay to provide targeted opportunities to encourage development on underutilized and blighted lots around downtown, in order to encourage shopping, tourism, and to provide much need-in-fill housing. This decision was reached after numerous presentations for and against the overlay and the associated hotel, surveys of our members, and much internal debate, which did yield some concerns across a range of issues.

We feel the various presentations in support of the overlay have omitted important facts that worry the community. Some important points that should be made more public are:

- a. The downtown core and our historic buildings are already protected, and the overlay does not change that.
- b. The possible (not mandated) taller buildings are on the outskirts of the downtown core.
- c. The Petaluma Central Specific Plan, approved 20 years ago, already allows for four and six-story buildings in and around downtown, the proposed overlay extends similar options to some selected underused lots.
- d. The overlay does not give carte blanche to developers; the city's review process is still in place for all proposed projects.
- e. There is a setback requirement on the upper floors of these potentially taller buildings that will give a four-story building feel as experienced from street level.

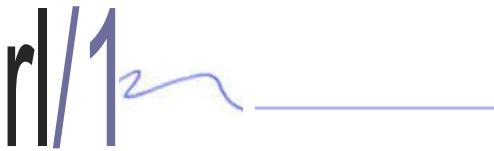
This proposal does not address some issues that we feel are important and should be addressed with or in parallel to the overlay:

1. Parking can sometimes be challenging, especially for those with impaired mobility, and further development will only make this worse unless parking needs are addressed. This should be addressed both in the planning process for new developments in a manner that does not make projects fiscally untenable, and with the addition of a 3rd public parking structure as was called for in the Central Specific Plan. As always, we oppose paid/metered public parking and would suggest possibly linking costs to tourism through some mechanism.
2. The owners of blighted and underused properties should be encouraged to either pursue developments of their own or sell those properties to those who will. Suspension of impact fees is one option, and we are sure there are others.

3. The city planning process should be more transparent and predictable to potential developers, including Petaluma's with smaller projects, to prevent review processes that can take years, and to stop the addition of hurdles that should all have been known upfront.
4. There is concern that a more prosperous downtown could cause retail rents to increase to the point that small businesses would be priced out. Since our local businesses provide much of the character and charm to our downtown, we would like to see the city investigate means by which large chain/franchise stores would not overwhelm and displace the character of downtown.

We support the proposed hotel at the corner of Petaluma Blvd S and B Street. We believe this one development supports the character of Petaluma and the goals of a prosperous and welcoming downtown. We believe this project is near its failure point due to delays, the same delays that killed similar projects. We ask the city to separate this project from other tangential issues and make the appropriate decisions to allow it to proceed in the near future. Our planning department knows all the options and we ask them to investigate further ideas such as a zoning variance, seeking approval of just one small part of the overlay, pushing the whole overlay to faster approval, or other incentives to encourage the developer to continue the project.

Sincerely

A stylized handwritten signature in blue ink, appearing to read 'rd/1', is written over a horizontal line.

President
Petaluma Downtown Association

Public Comment - No 14, 2023 Planning Commission Meeting

Nickola Frye [REDACTED]

Tue 11/14/2023 2:40 PM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

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Hello to all commissions and committees and their members:

I'm addressing you because I care about Petaluma, our community, and making it the best it can be. Now, I know we're all busy, but let's take a moment to talk about something that can really make a difference – communication.

We've got some incredible projects and programs happening in our city, but sometimes it feels like not everyone knows the facts, or only knows incomplete or inaccurate information. That's a shame because when we're all on the same page, we can accomplish amazing things together.

So, here's my pitch – let's work together to step up our communication game. I'm not talking about some fancy, high-tech solution. I'm talking about good old-fashioned collaboration. Let's break down those bureaucratic walls and get all our city commissions and committees on the same page, **talking to each other**.

Imagine if every citizen knew what projects were in the pipeline, what programs were available, and how they could get involved. It's not just about transparency; it's about making our community stronger. Informed citizens are engaged citizens, and engaged citizens build a resilient and vibrant city.

Now, I get it. We all have our specific areas of focus, and it's easy to get tunnel vision. But imagine if the Planning Commission knew what the Recreation, Music, and Park Commission or the Senior Advisory Committee was up to, and vice versa. We could find synergies, share resources, and amplify our impact.

Let's not make it a bureaucratic nightmare. I'm not asking for endless meetings or complicated procedures. I'm talking about a simple, regular exchange of information, a comprehensive educational campaign which would increase everyone's understanding of what is happening and what possible changes might be afoot. Maybe a quarterly meeting of stakeholders, or a newsletter or a community bulletin where each commission and committee can highlight what they're working on. Simple, right?

And hey, let's not forget about technology. In this age of social media and instant communication, there's no reason we can't leverage these tools to keep our citizens in the loop. A tweet here, a Facebook post there – it all adds up.

I know change can be a bit scary, but this is about making Petaluma even better than it already is. It's about empowering our citizens and fostering a sense of community. So, let's break down those silos, open up those lines of communication, and show everyone that Petaluma is a city where the people are actively involved in shaping the future, not just reacting when there is a divisive issue. Together, we can

make Petaluma the shining example of community engagement. All that I am asking for is for each of our commi ion and committee to make an effort to get on board and do thi !

Nickola Frye

Senior Advisory Committee, Chairperson

Rebuilding Together Petaluma, Secretary Board of Director

Microtransit Ad Hoc Group

FW: Additional Comments for Meeting Tonight from Petaluma Citizens:

Daibel Fernandez-Bolt <dfernandez-bolt@cityofpetaluma.org>

Tue 11/14/2023 3:38 PM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

Cc: -- City Clerk <CityClerk@cityofpetaluma.org>

1 attachments (31 KB)

Public Comments on the Downtown Hotel.docx;

Hi Uri,

Sharing with you.

Thank you,

Daibel

Daibel Fernandez-Bolt

Administrative Assistant

City of Petaluma | City Clerk

dfernandez-bolt@cityofpetaluma.org



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From: Lion Goodman [REDACTED]

Sent: Tuesday, November 14, 2023 3:23 PM

To: jane.hamilton@gmail.com; -- City Council <citycouncil@cityofpetaluma.org>; rwhisman@yahoo.com; heidibauer2000@gmail.com; kvkarch@gmail.com; bmhooper1@gmail.com; darrenracusen@gmail.com; rogermcerlane@mac.com; Janice Cader-Thompson <jcaderthompson@cityofpetaluma.org>; editor@arguscourier.com; don.frances@arguscourier.com

Subject: Additional Comments for Meeting Tonight from Petaluma Citizens:

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Council members and Planning Department:

At tonight's meeting, I will ask for time to discuss the points I made below in my letter of October 26th.

In addition, I have collected some of the many comments made about your proposal in NextDoor. I assume you do not have time to read long posts and comments on our neighborhood website, so I am attaching 7 pages of comments from the citizens you serve.

It would be a good idea to familiarize yourself with these comments prior to the meeting tonight. They are 99% negative against the proposal for the hotel and Overlay:

Lion Goodman, PCC
Petaluma, California

I attach my previous letter to you here:

Lion Goodman, PCC



On Oct 26, 2023, at 8:29 PM, Lion Goodman wrote:

TO: Petaluma City Council Members: citycouncil@cityofpetaluma.org

Planning Commission:

rwhisman@yahoo.com,heidibauer2000@gmail.com,kvkarch@gmail.com,bmhooper1@gmail.com,darrenracusen@gmail.com,rogermcerlane@mac.com,jcaderthompson@cityofpetaluma.org

Planning Director Andrew Trippel:

atrippel@cityofpetaluma.org

Argus Courier:

editor@arguscourier.com

;

don.frances@arguscourier.com

Regarding "Downtown Housing and Economic Opportunity Overlay and EKN Appellation Hotel Draft Initial Study / Mitigated Negative Declaration.

I am a resident of Petaluma, My wife has lived here for 25 years. I have lived here for 12 years.

These are my comments on your Economic Opportunity Overlay and Hotel Draft Study, based on statements made within the document:

Page 8:

"The Petaluma General Plan 2025 was adopted... in 2008 and serves the purpose of reflecting a commitment on the part of the City Council... to carry out the plan, outlines a vision for Petaluma's long-range physical and economic development and resource conservation; enhances the quality of life for ALL residents and visitors;; recognizes that human activity takes place within the limits of the natural environment;; and reflects the aspirations the community..."

COMMENT: The proposed Economic Opportunity Overlay and proposed Hotel does NOT enhance the quality of life for ALL residents and visitors. It does NOT reflect the aspirations of the community. If you read the comments on NextDoor about this proposal, they are 95% NEGATIVE toward this proposal.

Page 8:

Goals...

1. Maintain a close-knit neighborly and family friendly city.
2. Preserve and enhance Petaluma's historic character...
7. Enhance downtown by preserving its historic character, increasing accessibility and residential opportunities, and ensuring a broad range of businesses and activities
8. Foster and promote economic diversity and opportunities.
- 9.... while ensuring that new development is in keeping with Petaluma's character.
10. Continue efforts to achieve a jobs/housing balance, emphasizing opportunities for residents to work locally.
14. Encourage cultural, ethnic and social diversity.

COMMENT: The current proposal for a 6-story hotel does NOT maintain a family friendly and neighborly city. It does NOT preserve NOR enhance Petaluma's historical character. It does NOT enhance downtown by increasing accessibility and residential opportunities. It does NOT foster NOR promote economic diversity and opportunities. (More on this below.). It does NOT ensure that new development is in keeping with Petaluma's character. It does NOT achieve anything like a jobs/housing balance, NOR does it emphasize opportunities for residents to work locally. People who would work at a hotel cannot AFFORD to live in Petaluma at the pay rate of those jobs. It certainly does NOT encourage cultural, ethnic or social diversity. If you want to accomplish these goals, approve of more non-profit housing developers who will build more low-income housing. NOT a fancy hotel for wealthy visitors.

Page 11:

Enhance Petaluma's historic downtown by preserving its historic character...

- Preserve Downtown's historic buildings and features while allowing for infill development that HARMONIOUSLY COEXIST with the historic character ...
- Address traffic congestion and parking issues....

COMMENT: This proposal does NOT preserve Petaluma's historic character, nor will a 6-story hotel "harmoniously coexist" with the historic character. The hotel will NOT address traffic congestion and parking issues, in fact it will exacerbate the current traffic congestion and parking issues we are now dealing with.

Page 16:

- ... Establish a conditional use permit... to allow for an increase to the building height limit of 45 feet to a maximum of 75 feet
- ... Increase lot coverage limit from 80% to 100%
- ... Increase the FAR limit from 2.5 to 6
- ... Eliminate the setback standards
- ... 93 room 6 story hotel over a below grade, 58-space parking garage.

COMMENT: Why would you even CONSIDER increasing the building height limit by 40%, increasing FAR limits by more than double, and eliminate setback standards? It will completely change the character of downtown.

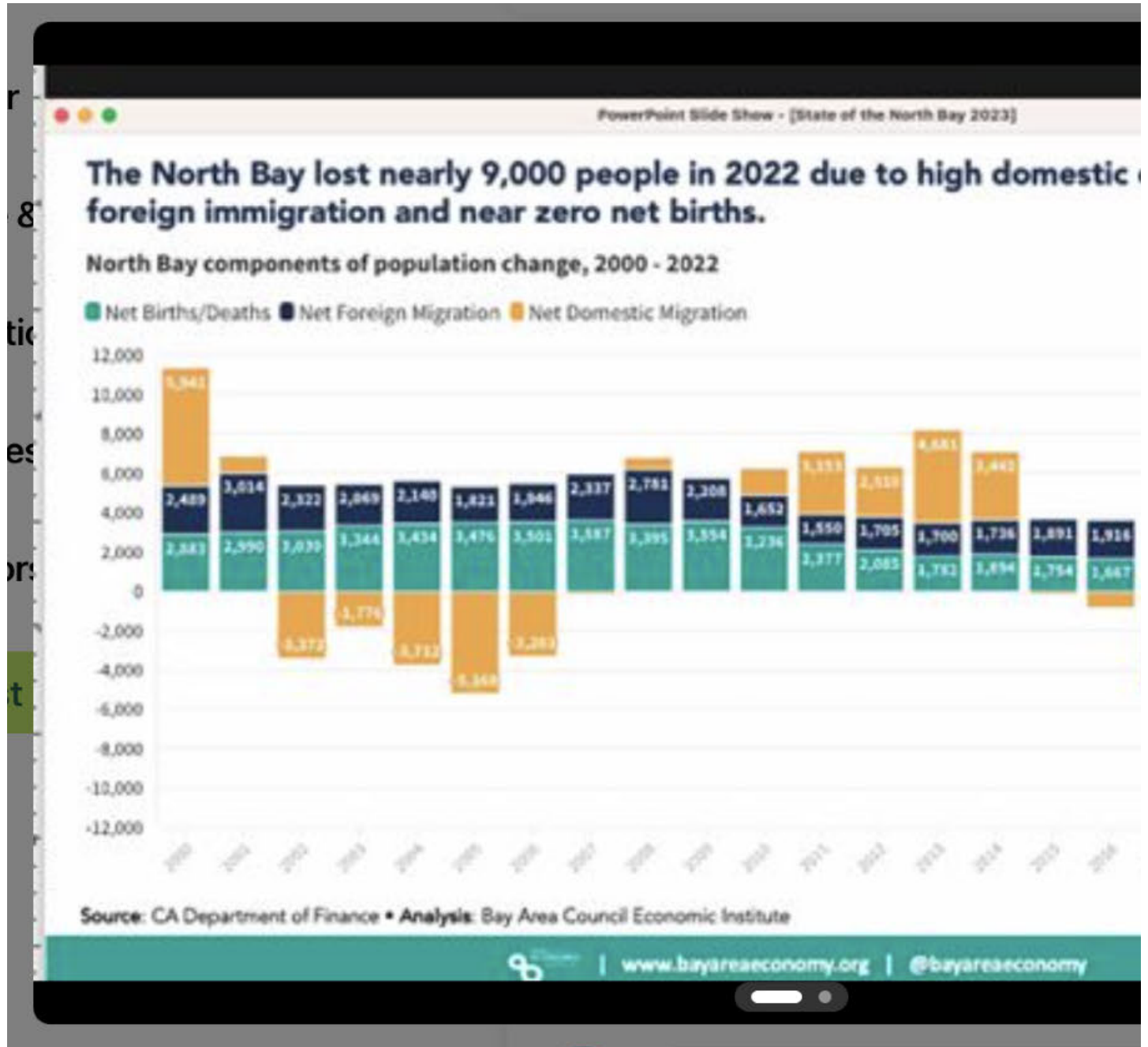
Your Overlay Plan will spread this negative impact out around town to build even MORE 6 story buildings. This is COMPLETELY out of character for downtown Petaluma. In addition, you have 93 hotel rooms, which when fully utilized will house more than 140 people. You're asking for 58 parking spaces? Where will everyone else park? Including the hotel staff? That will be another 40 to 50 cars, because hotel staff won't be able to afford to live downtown. They will have to drive in to work from elsewhere - from further East or North. Causing MORE traffic on the freeways, more pollution, and jamming up downtown streets.

Page 29:

Though the Overlay component of the project proposes to increase lot coverage, floor area ratio, and building height, thereby increasing the intensity of development permitted, such intensity of development is supported and encouraged but the ongoing General Plan update, which seeks among other objectives to promote affordable housing and a diversity of housing options,

COMMENT: You say that the General Plan seeks to promote affordable housing and a diversity of housing options. However, the apartment buildings you have already encouraged and approved, and the 8 or 9 hotels you have ALREADY approved and allowed to be built, are NOT affordable housing. This proposal is in direct contradiction to the General Plan.

Here are the facts, as posted on NextDoor by Kevin McDonnell who attended an educational seminar on housing in the North Bay, illustrating that the people moving OUT of Sonoma are mostly earning less than \$50,000 per year, and people moving INTO Sonoma are mostly making \$100,000+ per year. Consequently, the county is getting too expensive for working class and service income people :





COMMENT; Your Staff has stated that identified impacts can be reduced to "less than significant" with mitigation, however I did not see anywhere in the proposal the exact mitigation efforts that will be taken, or how a 6-story hotel will mitigate visual blockage of downtown, or how a hotel will mitigate the lack of affordable housing in Petaluma. I wonder whether your staff is actually aware of the impact on Petaluma citizens, or whether they are actually trying to mitigate the Owners and Developers' COSTS so they can make more profit?

COMMENT: You are treating both the Hotel and the Overlay as one project because the hotel as designed cannot be approved without the overlay zoning being approved. Why don't you separate them so they can be looked at separately? Why are you trying to shove this dual change down the throats of us Petalumans? **COMMENT:** I do NOT want a Mitigated Negative Declaration approved. **There MUST be a complete and official Environmental Impact Report that will cover in detail:** traffic impacts, parking needs, impacts on our Historic District, impacts on views, changes to the ambiance of the downtown, the height and mass of 60 ft buildings, site alternatives, the amount and type of housing the city is hoping to bring into the downtown and the associated traffic, the economic benefit the city expects to gain from this zoning change, and the need for modeling the cumulative impacts of the zoning change. **A complete EIR and CEQA Report MUST be Required for ANY approval of ANY portion of this proposal.**

FINAL COMMENT: Petaluma has 30,000 jobs and 85% of those employees live out of town. Many of the people who live in Petaluma don't work in Petaluma. They drive to other cities daily. Young people, single parents, students and young adults can't afford to live here, so the community is diminished. Petaluma will become just another rich town with no real character or diversity - like Mill Valley, where I lived before. Why not have small housing units that our young people can afford built into the apartments downtown? We have to solve this problem so our hard working families can actually afford to live here.

I will attend the public meeting on November 14th and wish to speak publicly to these issues.

Sincerely,

Lion Goodman, PCC

[REDACTED]

[REDACTED]

Public Comments on the Downtown Hotel and Zoning Overlay from NextDoor.com

From: [City of Petaluma](#) [Social Media Team at City of Petaluma Social Media](#) •

We've seen misinformation on our social media channels regarding a proposed zoning overlay (new development rules) in select parts of our downtown, and we want to clear up misstatements and direct followers to our webpage where the overlay is explained. [espanol abajo] For example, the Overlay does not propose to demolish any existing buildings. Instead, it is a tool to strengthen and expand the preservation and protection of our existing historic buildings and cultural resources. For example, the Overlay would require all development in the Overlay to be evaluated using our existing Historic Commercial District guidelines, which is currently not a protection that is in place. It will ensure that all future developments complement our existing historic resources if approved. The Overlay builds on several city goals, including maintaining a vibrant downtown, preserving the city's history, and developing in a sustainable way. The community has also identified these goals as essential to inform the city's General Plan update.

----- Comments from the public:

It crosses a line, massively, changing up our iconic historic district. Most of us moved here because of the town it is, and what it represents. The AIA SDAT provided us invaluable insight on how to approach development, including the different nodes east side, mid- Petaluma and so on. Our downtown is already a 15-minute neighborhood. Our viewsheds are vitally important to create not only a sense of place, but also to allow what makes Petaluma visually stunning, its ironfronts, and old ag past (represented by the mill and dairyman's feed), stand out on the landscape. I don't want to see these majestic buildings/vistas dwarfed. I get that the state wants more housing and to yet grow the (unwieldy as is) population past 40+ million, and I also know if towns are destroyed in the process, it will make them much less desirable, livable, etc. we can do better than this. We've had the great privilege of several consummate planning experts, AIA and Berkeley's Urban Land Institute (ULI), the latter paid with public monies, and our City leaders and M Group consultancy are ignoring them 😞. So, yes, these individuals need to go. They don't have a winning, intelligent vision for our beautiful town.

We need to vote in a city council that is strong and will fight for our principles. Seems like the ones who get voted in get paid off.

Right. There was a chance to change the council, but the voters didn't respond. People need to realize that the elected officials are there to do as the majority of the public wants. Too often, decisions are made that seem to benefit only a small group. If we don't like the officials' choices, then they should be replaced.

My understandings are many objections to the overlay being offered: "Under utilized commercial sites" being suggested by M-group. If the focus of the meeting is this and M-group is largely responsible, shouldn't we address this issue? My experience with Heather Hinds of M-group, was her rush to sign off on certifications of occupancy for projects in 2008-9 before important mitigation were met, bike parking. What I learned at that time was M-group didn't get paid until a project is "conditionally" completed: tenants are open for business. The tenant start paying rent and the developer or property owner pays the city mitigation fees owed and paid when the project is completed. The city then pays M-group as the independent contractor for services rendered. The problem is the way they are motivated. Their payment and payroll is not in the best interest of the public. No projects and no completed projects means no money for M-group.. A partial solution might be one or more planners hired by our city as employees that would be supervised by our city manager to represent the public interest.

I've been calling this out with the city for years. Back in 2008 / 2009 City laid off dozens of employees due to the recession . They opted to contract out to private vendors. Consequently, there is no accountability. When you complain to the city the City forwards the complaint to the vendor. Nothing gets done. Or if something gets done it's not in the best interest of the community.

Looks like Petaluma is following the path of Sanrafael

How can the City Council and Planning Committee, ie "The M Group", even consider a hotel of this size, when they can't even give visitors and citizens public toilets in town!

Great question! And, what is being done to encourage business to come into town to fill in vacant space? And, what is the plan to handle more demand on parking . . . the list goes on and on! Please join in sending a letter to our city council asking for very focused analysis of all impacts and to truly come up with a thoughtful vision for Petaluma 2025-2050!

No more building until a more secure source of water is established. Improve infrastructure including number of 1st responders and increasing capacity at the sewage treatment plant

I know more than 8 households (part of Cool Petaluma) who say they refuse to vote for anyone who approves this. I think that's a good idea. I will NOT support any candidates who think this is a good idea for Petaluma, especially when I see so much EMPTY commercial space now.

Tom is right, we don't have enough water for what we already have built let alone for the state mandated housing push and all of our services are understaffed and stretched to the limit. The cops

spend all their time chasing drunks "Petaluma! Party Til Ya Puke!" and drugs. The roads are a joke and the skim-coat they applied is already crumbling away. Imagine paying \$600 for a room and having to dodge the swarms of rats only a block away on Water St.

What is the process for removing City Council members from office? Does anyone know? Let's start a petition at the meeting and continue it here.

it's not imminent. I think the M-Group would like you to think so because it's easier for them to discourage input than defend their position in this. The decision lies with the Planning Commission and City Council. We can and will put an end to this!

, we have the right to recall the three councilmembers who so clearly violated their promise to the voters and decided to blindly support the M-Group in their destruction of our city. But I think our efforts would be better spent on finding and supporting the next council candidates and ensuring we are represented by people who truly represent the community. A lawsuit is the only way to stop these greedy people from destroying our city and I'm confident that will happen. vote them all out and start with people that care about Petaluma instead of people trying to line their pockets.

Just sent my email in as well. Replies are getting more lengthy. First response I got basically said "somebody has to be disappointed," to which I replied... well, how come it is NEVER the developer?

More disingenuous propaganda from the city. This process to approve a jarring and non-conforming Orange County hotel is shameful and disrespectful. The rush to approval driven by promises of an economic miracle for our town is deluded. We've seen the city sign on to other promised riches where we actually gave away or lost millions that never appeared, with the Auto Mall, the Marina Office Park, the Outlet Mall, and others. The Planning Comm needs to reject the proposed IS/MND, and vote to require a full EIR if the Council won't also kill the hotel and zoning overlay proposals.

no they don't know best. They should require the EIR, not help the developer avoid it.

This is propaganda. Several months ago City of Petaluma Planning Manager Andrew Trippel stood in front of an audience at the Petaluma Woman's Club and pointed to a map where the Petaluma Market is located and stated that non-historic buildings in that area of downtown are "underutilized" and should be replaced with 6-story and 7-story 100% lot fill, mixed-use structures to maximize economic benefit to the city. He said that the purpose of the overlay zoning is to encourage high density redevelopment. That can only happen on most of these parcels through demolitions of existing structures. The overlay zoning clearly threatens all businesses within the boundaries by creating new incentives for redevelopment (at a scale I suspect most Petalumans are opposed to). City officials who vote to approve the overlay zoning are in support of Trippel's position.

just to be clear, Andrew Trippel works for the M-Group. He was a planner in Santa Rosa during the five-year period their downtown was destroyed by overdevelopment. The Press Democrat recently wrote about the harm that overdevelopment caused to the downtown businesses.

Meanwhile, nearby luxury hotels In napa and Sonoma are facing an \$80M foreclosure and bankruptcy. This could happen here.

done with the zoning we have, except the “too big for its britches” hotel. We need proactive community development for downtown to bring more things like Amy’s not a hotel designed for Irvine. • Midrise housing products are infeasible in Petaluma due to higher construction costs for these products and relatively low achievable rents / sales prices compared to the Bay Area’s strongest market locations. Market Interesting because the overlay has been promoted as a way to bring in higher density housing downtown but this report is saying it’s actually not feasible. This brings us back to what are the goals of the overlay and who does it serve other than EKN?

On the contrary, this overlay would VIOLATE our Historic District Zoning Regulations, allowing for far greater height, lot coverage, and density exceedances than are currently permitted in our historic downtown. Our 1-3 story historic structures, including our majestic ironfronts, would be positively dwarfed by 6-8 story structures (the M Group hired Strategic Economics to look at the feasibility of up to 8-story structures in the historic downtown). Too often, by the time a project gets to the (near) permitted stage, the public has little to say regarding design, etc. If you want to truly STRENGTHEN the preservation and protection of our historic buildings (as you claim above), you would have told the EKN Hotel developer that their project violated our zoning, and to come back with a conforming, congruent project. You did not do that. Instead, you encouraged them to research an overlay that would change the zoning in our entire historic downtown. I hope the public is not fooled, and does not accept what you are saying here as representing the truth.

The new proposed zone overlay is NOT GOOD for our town. They should abide by the approved one in place. Tell council how you feel about all the vast development they are doing/want to do here! NO new zone overlay, NO to 6 story bldgs, yes to an unbiased, independent EIR. So NOT in favor of this enormous proposed hotel shoehorned on B St. that does not fit in with our historic charm. Too many issues abound that cannot be mitigated - height, traffic, noise, design, footprint, parking... 2-3 stories ok. Sorry only Healy & Nau agreed with the citizens that story poles were a good idea for all to get perspective. Stymied why all council members aren't on board with it.

I don't think the M Group is “progressive” and it's they we're paying \$2.4 million to to “update” our General Plan. They are a for-profit consultancy with profit sharing. As we are paying them to “write” our Gen Plan, they are featuring a hotel that violates our Gen Plan and Historic Regs on their website. Unless we citizens call this unacceptable hypocrisy out and state what we want, then we have no power. Let's all find our power, and quickly.

the city doesn't care about anything but increasing possible income - could give a hoot (wanted to use another word!) about anything else... Welcome to the new Orange County - which I left to come here forty years ago - now I'm ready to leave Petaluma...

Our City is tragically run by a for-profit consultancy (w/ profit sharing) so, yes, as many pricey developments as M Group can get approved, serves to pad their accounts handsomely. Whenever a local needs help with getting permits to upgrade their property (e.g., DiCarli's at 4th and C or the Floodway Market) - M Group finds a way to decline their requests (i.e., no money in it for them and

they have other ideas on THEIR agenda). That is not serving the local citizenry which, ostensibly, they are contracted to do as our city planners. I remember once one of their principals, Brittany Bendix, showed up at an event that everyone was volunteering for and when one of us handed her a task she said, "Oh, we don't volunteer". Of course not!

M Group consultants are not team players. When Safeway (M Group's client) wanted to build a mega gas station, M Group principal Heather Hines signed a [change.org](https://www.change.org) petition exclaiming, "You can never have too many gas stations!" and was regularly seen fraternizing with Safeway's lawyer and Nathalie Mattei, Safeway's real estate exec, on the floor of council chambers

profits in mind, but never bothered to ask the owners and tenants how they feel about being included in the overlay. No surprise, but most of them are opposed to the overlay. How much faith can you possibly have in a "planning" consultancy firm that completely failed to do any sort of planning for this overlay?

Proposal for Alternative site for hotel: Instead of a 6 story hotel at B St/Petaluma Blvd South, how about if the EKN hotel proposal was moved south to that blighted, weed-infested, chain link fenced, City-owned parcel 2-1/2 blocks away: the old, demolished Casa Grande Motel site [red], at 307 Petaluma Blvd. South. The proposed location for the 6 story EKN hotel at B St. / Petaluma Blvd [orange] within our National Register Historic Commercial Downtown District is a terrible choice. The mass, height, lack of parking, and Orange County design conflict badly with our historic downtown's architecture and scale. That's our iconic, treasured and nationally recognized local heritage. The alternative site I suggest here is a larger parcel, outside our historic district, and is accessible from two streets (Petaluma Blvd. So., and 2nd Street) for guests, suppliers, service trucks, and garbage pickups on either side of the parcel. This vacant parcel was traded to the City for a fire station, but has proven too small for it. The City could trade it with the current owner of the parcel on B Street. The hotel would be freed of the zoning and Historic District constraints. It could be much more compatible with the new housing, retail and commercial developments and businesses on 1st and 2nd Street and Pet. Blvd. South. It would be closer to SMART station, and only 2-1/2 blocks to our historic downtown, and 1/2 block to Walnut Park. The EKN Hotel proponents could eliminate most of the problems they now face if they just move 1000 feet south.

The old twine factory, now a Hampton Inn, is quite close (walkable) to downtown and the parking far easier than for the Hotel Petaluma. The parking situation for a hotel at B Street and the Boulevard would be a convoluted nightmare and impede the flow of traffic all around that area.

public comment for 11/14 meeting

Jennifer R [REDACTED]

Tue 11/14/2023 3:42 PM

To: Kevin McDonnell <kmcdonnell@cityofpetaluma.org>; Barnacle, Brian <bbarnacle@cityofpetaluma.org>; Janice Cader-Thompson <Jcaderthompson@cityofpetaluma.org>; Mike Healy <mhealy@cityofpetaluma.org>; Karen Nau <knau@cityofpetaluma.org>; Pocekay, Dennis <dpocekay@cityofpetaluma.org>; John Shribbs <jshribbs@cityofpetaluma.org>; -- City Clerk <cityclerk@cityofpetaluma.org>; Orozco, Uriel <uorozco@cityofpetaluma.org>; Rizzi, Krystle <krizzi@cityofpetaluma.org>; Blake Hooper <bmhooper1@gmail.com>; Petaluma Planning <petalumaplanning@cityofpetaluma.org>

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 members of the Planning Committee,

Regrettably I am not able to attend tonight's meeting because of a severe cold and it would not be wise to be amongst the fine constituents of Petaluma.

I would like to enter this email into public record for my strong dissatisfaction put forth by the proposed overlay to several blocks of our city's downtown area.

It is frustrating to see chain linked fences in town - the corner of D and the Blvd, Fourth and Sea, the quickly crumbling Bank of the West building, Walnut Park Grill, and this contentious lot at hand, B and the Blvd. **I am not against development. I would love to see that particular section of our historical downtown see new life.** There must be a way forward that does not edit our carefully crafted zoning guidelines, especially when it truly seems to be for the benefit of one hotel group, one developer, and not the town at large. I have read the most recent updated economic assessment and the benefits do not seem to be weighted in the community's favor. Place a vacancy tax on the unused lots and I would bet you would see greater tax revenue from them all being put into use, rather than make an exception for the select ONE. This hotel group knows the limitations and instead of listening they are trying to charge straight through them and through you, our elected city leaders. I am disappointed at the choice to not install story poles as they truly would demonstrate what a substantial shift this is to our community and our city line. At minimum, a proper and sound EIR must be required for any building to be considered, including the proposed hotel location at B St and the Blvd.

I would ask EKN and Appellation Hotels to go back to the drawing board and come up with a solution that fits the needs of this town, the needs of this space, and propose something that fits the zoning in our special historic district.

I urge the planning commission and council members to take a step back to listen to the growing concerns of their citizens, and not rush this process. Edits to the zoning should be a long and methodical process, not something pushed through. We all want to see Petaluma thrive, grow, and develop responsibly by **working together**. Please allow us the opportunity to do so.

Thank you for your time.

Jennifer Reichardt



FW: Proposed hotel downtown

Greg Powell <gpowell@cityofpetaluma.org>

Tue 11/14/2023 4:58 PM

To: Orozco, Uriel <uorozco@cityofpetaluma.org>

Greg Powell

Principal Planner, M-Group Consulting
Planner serving the City of Petaluma
City of Petaluma | Planning
GPOWELL@cityofpetaluma.org



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-----Original Message-----

From: Pat Bielefield [REDACTED]
Sent: Tuesday, November 14, 2023 4:47 PM
To: Greg Powell <gpowell@cityofpetaluma.org>
Subject: Proposed hotel downtown

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

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I am against this hotel as presented Too large too large an impact downtown How many rooms will actually be filled most nights? The jobs created will be low income. The increased traffic will be a negative effect.

Pat Bielefield

Sent from my iPhone

*Comments From Jane Hamilton
Submitted 11.14.23*

Whether or not you are in favor of the proposed overlay zones and hotel, you should be in favor of requiring a full EIR for both. We need an EIR to clarify what we can expect in terms of a myriad of issues that so many people have Highlighted for you. Your job tonight is to make an informed judgment on the IS/MND as a CEQA document, Not as a planning, economic or redevelopment strategy document.

- 1. Given that every town in Sonoma County is trying to address the same needs for their downtowns, and that none have proposed 6 story buildings as a solution, what makes us think 6 stories are needed other than ~~that is what EKN who funded the study~~ ^{For the} ~~needs so their hotel can be~~ ^{to} approved? The two cannot be separated. We need an EIR for both projects.**
- 2. This Neg dec report does not adequately study or address the obvious questions of parking, traffic and circulation in the downtown area as usage is intensified. It treats the overlay as though it were merely an on-paper change rather than something that will translate into a built environment that we all will navigate daily. The potential cumulative effect of this zoning change along with projects already approved needs to be addressed in a full EIR. The neg dec and the Response to comments does not address this adequately.**
- 3. Alternatives were not analyzed, and they need to be. Can we achieve our goals for housing and economic opportunity under the current zoning? This question would be part of an EIR.**
- 4. Per the third-party economic review by Strategic Economics that is attachment K in your packet, relatively tall and dense midrise housing products are rarely financially feasible to build in Petaluma. Midrise housing products are infeasible in Petaluma due to higher construction costs for these products and relatively low achievable rents / sales prices compared to the Bay Area's strongest market locations. A greater diversity of housing products may become financially feasible in Downtown**

Petaluma in the future. The exception to this is very low-income housing which as I understand it could come in under new and different rules established by the state and still would not require an overlay zone to achieve 6 stories. **To me the report from Strategic Economics says we do not need to adopt the overlay zones right away. We have the time to engage in a much healthier community process to determine what we need and want and how we should go about getting it. The only real reason to adopt these overlay zones NOW is to be able to approve the hotel which requires it. This is a convoluted process. But since we are in the thick of it and there's no turning back now, please at the very least require a full EIR so we can better see the scope of what we will be getting.**

EKN_Appelation Hotel

Andrew Eber [REDACTED]

Fri 11/10/2023 5:39 PM

To: Greg Powell <GPOWELL@cityofpetaluma.org>

You 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 am writing re: the EKN-Appelation proposal that's coming before the Planning Commission on Nov. 14.

While I support the proponents concept of building a luxury hotel in downtown Petaluma, ***I oppose the EKN proposal for the following reasons:***

1. The height and scope of the building is inappropriate for the surrounding neighborhood and violates the city's current height limitations.

Further I absolutely oppose a zoning change to incorporate a new "overlay district", in order to simply accommodate the EKN developers.

This proposal would not have surfaced at this time were it not for the EKN project and I don't think we should, arbitrarily alter the character of our downtown without sufficient study and thought—certainly not to benefit a single project, regardless of the merits.

2. The finishes proposed in the current iteration of the EKN proposal are inconsistent with the colors and exteriors of adjacent buildings.

They may work in Healdsburg or Palm Springs but they're not harmonious with the historic character of our downtown.

3. I am skeptical that EKN's engineers have adequately studied the affect of ground water and tidal levels in their design of the underground garage, especially allowing for the impact of rising river levels.

I have already suggested that EKN purchase the rest of the block housing the closed bank and, thereby expand the footprint of their facility, lower the height to 3 or 4 stories and include just as many rooms—or perhaps more, than they currently envision.

Barring that solution, all three of my objections could be addressed by re-locating this project to the land near the downtown transit strip.

This would remove the hotel from the surrounding downtown and further away from groundwater influences.

PLEASE VOTE "NO" ON THIS PROPOSAL IN ITS PRESENT FORM.

Andy Eber
[REDACTED]

STOP the OVERLAY mapping & potential High Buildings - WESTSIDE

Catherine [REDACTED]

Wed 11/15/2023 3:35 PM

To: Rizzi, Krystle <krizzi@cityofpetaluma.org>

Cc: Greg Powell <GPOWELL@cityofpetaluma.org>

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

Dear Sir/Madame (Krizzi@CityofPetaluma.org)

I sent you an email (October 17) with my concerns and objection to the proposed 6 story Hotel. Now, I am writing to you again with my Bigger Concern and Objection to the proposed "Downtown Housing & Economic Opportunity **OVERLAY**" which will (potentially) COMPLETELY change the character of the downtown and the WEST side of town. It appears that there are those within or outside of the City government that are pushing a development concept based on the OVERLAY map that is a concept for which most of us who live here would completely reject.

Most residences on the West side and beyond, I assume, received the tiniest map possible of the OVERLAY. You cannot easily tell just where and who would be affected. Yes, you can go to City Hall to view it – but why not send a decent size map?

I am writing to voice my strong objection to the **OVERLAY map idea** - which would not only provide the opportunity for a 6 STORY unattractive and non-historical conforming hotel next to our treasured Ace Hardware – BUT also open the gates for others to develop tall (and potentially high-rise buildings?) within the proposed so called OVERLAY zone.

Please add my email to those who strongly object to this idea.

Thank you.

Cathe Vota Fok

TO CONCERNED FRIENDS BCC COPIED IN THIS EMAIL: Please voice your concern and/or objections to the above to (Krizz@cityofPetaluma.org and gPowell@CityofPetaluma.org). PLEASE Pass this on to your neighbors, relatives and friends. **Just copy and paste my email.**

Sent from [Mail](#) for Windows

Conclusions on the Proposed Downtown Economic Opportunity and Housing Overlay and EKN Appellation Hotel.

- HCPC Committee Member Whitley

Clarifications: on further reflection, I would like to make some amendments to my comments (below). I realize now that some of my comments could be interpreted as unclear or even insensitive, and that is not my intention at all. The original comments were written prior to the joint public meeting on Nov 14th, combined with my notes from that meeting. Clarifications or amendments to those comments from after the meeting are interspersed within, but in red italics.

I'd like to begin by first showing my appreciation to the city staff and planners who have put in a great deal of work to do this study and analysis. I feel I can also speak for the entire HCPC, when I say we appreciate all of the residents who have come forward to voice their support of, or opposition to, both the proposed zoning overlay as well as the proposed EKN Appellation Hotel development. At this point, we've heard a great deal of information on both sides of the issues, and I personally, feel satisfied that I can come to an appropriate and objective conclusion on both issues.

With regard to the zoning overlay (as it is the only topic for tonight's discussion), from the perspective of the purview of the HCPC and the Initial Study/Mitigated Negative Declaration (IS/MND), it boils down to whether the IS/MND adequately assesses the potential environmental effects, pursuant to the stipulations of CEQA, of the overlay on the collective National Register (NR) District, individual contributing structures, or elements, within that district, as well as other NR-listed, or NR-eligible properties, California Register of Historic Places (CR)-listed, or CR-eligible resources, in the historic downtown. In my mind, this triggers several questions:

- Question #1: "Does the proposed zoning overlay *benefit* the district, its contributing elements, or other significant historic resources, either directly or indirectly?"

Direct effects would include physical measures that improve the preservation and/or protection of historic resources or specifically enhance their significance and/or integrity. Since the proposed zoning overlay includes relaxing the height and lot coverage restrictions and adds no protective covenants, preservation incentives, or other measures that would directly improve or enhance the NR District, or any other NR/CR-listed or NR/CR-eligible resources, I would have to say that no *benefits* have been presented, that would directly enhance preservation, protection, significance, or integrity of historic resources, beyond the protections already in place. It does not trigger additional survey or documentation of the historic resources in the district or other parts of the overlay, nor does it provide any financial resources to the HCPC to carry out additional survey or documentation of the many historic structures or buildings within the city. *Keep in mind that these kinds of items are stipulations in the current General Plan Policies 3-P-1 (specifically Programs 3-P-1-A, 3-P-1-C, and 3-P-1-D) 3-P-2 (Programs 3-P-2-A and 3-P-2-B), 3-P-4 (in its entirety), and 3-P-6 (in its entirety). All of these General Plan Policies could be enhanced or promoted as potential mitigation measures for individual Conditional Use Permits (CUPs) under the proposed zoning overlay.*

This is important to understand as the IS/MND specifically uses the overlay itself as a potential mitigation measure – stating that the additional overlay criteria for SPAR or HSPAR review will

avoid or mitigate significant effects – when compliance with those criteria would already be in place. Meeting *existing* requirements cannot be considered *mitigation* of potentially significant adverse effects. In other words, the city would not be asking the applicants who apply for a Conditional Use Permit (CUP) under the proposed overlay to meet *additional* historic preservation or protection requirements that *exceed* what would already be asked of them under a By Right building application.

What about indirect benefits? Will there be economic benefits to owners of the individual properties, or residents, within the historic downtown, that come from approving the zoning overlay? Will it increase/decrease pedestrian traffic, local residency, or economic opportunity, within the historic heart of Petaluma and in turn perhaps increase preservation efforts in the future? These are somewhat murkier questions. The argument has been presented that the overlay should be implemented in areas of “urban blight” and that developing those lots, and allowing denser commercial and residential occupancy, will improve the economic conditions and benefit the historic downtown and its property-owners and residents in turn.

Despite the presentations by the applicant’s team and the city staff, there is no compelling evidence to suggest that the height and lot coverage limitations in, or near, the NR District are what is preventing re-development of vacant lots. There are lots all over Petaluma that do not fall under the same restrictions as the historic downtown, some very close to it, that sit vacant and are not being developed due to other reasons that have, seemingly, not been explored. The “if you build it, they will come” (or rather, the “if you allow it, they will build it”) argument has not presented sufficient evidence. In fact, the inability of the city staff to provide financial projections for hypothetical build-outs of the overlay tracts, suggest that the concept that the proposed overlay would stimulate development is entirely speculative at this point. I see nothing to suggest that a wave of economic opportunity or new affordable housing will suddenly appear because this zoning overlay is permitted – regardless of what the proposal is named. *By stating “the inability of the city staff to provide financial projections” above, I was not impugning their ability to do so, just the inability of anyone – even the city staff – to foresee what the financial benefits might be for creating infill opportunities from this zoning overlay. We are essentially flying blind in that regard, and no projections good or bad should be accepted without evaluating similar examples in similar situations.*

We all recognize that affordable housing is an issue throughout California, but we need to see some comparable examples of such zoning overlay implementations, in similar cities with similar conditions. Other nearby cities in Sonoma County, such as Santa Rosa or Rohnert Park, are struggling to increase economic opportunity and residential vitality in their downtowns (does Rohnert Park even have a downtown?) and they have no similar height restrictions. Sonoma, Healdsburg, and Napa, do have similar height and build-out restrictions, yet still produce viable residential as well as commercial development projects at those reduced heights – some more affordable, some much less so.

- Question #2 then, is “Does the proposed zoning overlay *adversely affect* the NR District?”

If there are no direct or indirect benefits to the NR District that come from approving the zoning overlay, then the effects must be either neutral or adverse. Again, the proposed zoning overlay

primarily modifies the height and lot coverage restrictions. It does not change the individual CEQA, SPAR, or HSPAR review processes themselves, only the nature of allowable projects that might come under review. The question is though, how much of an effect would changing the height and lot coverage limitations have on the NR District, its individual contributing elements, or other NR/CR-listed or NR/CR-eligible resources?

National Register eligibility has already been determined for, and applied to, the district, and (as stated in the IS/MND) the proposed overlay would not immediately adversely affect that. However, significance under both CEQA and the NHPA is also determined by the application of criteria for *integrity*. These seven aspects of NR-evaluation include location, setting, design, materials, workmanship, feeling, and association. These are encoded in Federal Law under 36 CFR part 60.4 (Criteria for Evaluation) and are referenced within the Secretary of the Interior's Standards for the Treatment of Historic Properties (36 CFR part 68) and in greater detail within the National Park Service's National Register Bulletin (1990: *How to Apply the National Register Criteria for Evaluation*). The same criteria apply under CEQA, which references the California Register of Historic Places (CRHR) – integrity is specifically itemized under Cal. Code Regs. Tit. 14, § 4852 (*Types of Historical Resources and Criteria for Listing in the California Register of Historical Resources*), and further identified within the California Office of Historic Preservation's Technical Assistance Series #6 (*California Register and National Register: A Comparison*).

In considering the effects on each of these criteria, I would argue that location, design, materials, workmanship, and association are likely to NOT be affected by the proposed zoning overlay, and the effects could be considered neutral – at least in the short term, or as regards non-cumulative effects. On the other hand, setting and feeling ARE very likely to be adversely affected by changes to the height and lot coverage restrictions.

Setting is the physical environment of the district, and without question adding new construction anywhere within, or near, it would have some kind of effect (good or bad), and any proposed project would need to be evaluated individually for its specific impacts, pursuant to CEQA, SPAR, and/or HSPAR. But it *is reasonably foreseeable* that allowing taller and larger construction projects, in general, makes it more difficult to minimize adverse direct or indirect effects to the district's integrity of setting. These kinds of impacts might not just be visual ones but could also include altering pedestrian or vehicle traffic flow, changes to infrastructure or utilities services, as well as future reduction or segmentation of the district boundaries.

To clarify, CEQA may regard changes to patterns of parking specifically as not significant, but that does not mean that changes in parking availability, increased or decreased traffic flow, disruptions to pedestrian access, or increases in air pollution resulting from parking changes is not a significant effect upon historic resources. These are all *reasonably foreseeable* adverse *physical* effects that have not been taken into consideration by the IS/MND. Overall, there would be much greater potential for more adverse and inappropriate disruptions to the continuity of the district's setting should the zoning overlay be approved. *To further clarify this statement, I am suggesting that potential changes to parking itself are being confounded for potential changes to the integrities of setting and feeling of the NR District brought about by those changes to parking. This is not the fault of city staff in any way, it comes from the inherent complexity of how integrity needs to be evaluated for a district.*

Of equal importance is the criterion of feeling. Feeling is the property's expression of the aesthetic or historic sense of a particular period of time. The feeling associated with Petaluma's Downtown NR District is conveyed not just by the presence of these individually significant buildings, but by the entire collective of them – which is why it was nominated as a district to begin with. Largely, the expression of feeling in this instance is the visual relationship between and among all of the buildings. The district is much more than the sum of its parts, as was its intention from the beginning. It is also *reasonably foreseeable* that changing the height and lot coverage restrictions will make it far more difficult to maintain the district's integrity of feeling, even if proposed projects still need to be evaluated individually.

I would conclude from this that the proposed zoning overlay would adversely affect the integrity of the NR District, pursuant to CEQA; especially for the criteria of setting and feeling. As I already mentioned, I don't see any benefits, economic or otherwise, that would mitigate, or offset, the adverse effects we would likely witness. Over the long run, if this zoning overlay were to be approved, and the city did not provide counter-acting preservation incentives, or some other forms of actual mitigation, it is entirely *reasonable* that we would likely see the cumulative erosion of additional integrity criteria, such as design, materials, workmanship, and association, as individual historic buildings become neglected, abandoned, or separated from the larger district. Although the erosion of these integrity criteria is possible, or even likely, without the zoning overlay. It is very clear that the zoning overlay would have an inordinate effect on increasing the rate of that erosion by damaging the integrities of setting and feeling.

- Question # 3: "Do any of the parcels subject to the proposed zoning overlay – identified as A, B, and C – clearly have *specific* adverse effects?"

The Draft IS/MND determines that the proposed overlay, and the hotel specifically, could result in potentially significant impacts to historic resources. However, it determines that through the standard city SPAR and HSPAR procedures, along with mitigation measures to avoid or minimize direct physical impacts, and *compliance with the provisions of the zoning overlay itself*, *(the highlights here mean to refer back to that discussion under Question #1 above)* those impacts would be less than significant. I think this is not supported by the applicant's analysis and bears closer examination within Parcel A specifically.

The north end of the north half of Parcel A is the proposed location of the hotel, but I am not addressing the hotel design or site plan issues directly, only the appropriateness for Parcel A to be included in the zoning overlay. Parcels B and C are in locations that may have additional issues regarding the proposed overlay, but Parcel A provides a prime example for the overlay in general. Parcel A falls partially, but not entirely, within the boundary of the NR District. The north half, roughly, of the north half (so, maybe a quarter of the parcel in total) is in the district while the southern three-quarters is not. The argument has been made *(at one of the Study Sessions I believe)* that building a large structure in this lot would be appropriate since it has been built-in before and has a history of occupation similar to other parcels in the district. This is not entirely accurate.

Although the lot originally included an undertaker's business, the Chinese Mission school, a blacksmith/wheelwright shop, and other residential buildings in the mid to late-19th Century,

and was followed by a gas station in the early to late 20th century, none of these buildings exceeded two stories (around 20 feet), nor was the maximum lot coverage ever more than 60 to 70%. In fact, since 1887, the lot has had less than 50% coverage by any building footprint (*I admit that I did not do acreage calculations on the Sanborn maps specifically, but estimated percentages instead*). Even during the longest tenure of any building on site – the gas station – the lot was largely an open area of asphalt providing an unobstructed view of Center Park and the B-to-Western Street front of historic buildings. All of the former buildings on the proposed lot have always been of much smaller scale than most of the other lots in the downtown district.

A comprehensive GIS-based cumulative pedestrian viewshed analysis (carried out by myself – an expert in the use of GIS and spatial analysis for more than 35 years, with multiple significant publications in the use of GIS for historical and cultural resource identification and evaluation) of the entire historic downtown shows that any building in this lot of a height greater than two stories, and coverage of more than 80% would significantly reduce the visibility of the south end of the historic district to all pedestrian or vehicular traffic travelling northwest on Petaluma Blvd South. Such a building on that site would also obstruct the view of, and from, the Carnegie Library building – a resource which is listed on the NRHP on its own.

A building exceeding 45 feet in height would be visible from across the river, and one exceeding 65 feet would dominate the skyline along the entire length of Petaluma Blvd as far north as the current Bank of America building. Visuals of this quantitative analysis were provided to the city planning staff, by me, on January 13, 2023. These are not subjective arguments about visibility from one location, but a quantitative analysis for the entire historic district. In our study sessions, I repeatedly asked for the applicant to provide their own quantitative viewshed analysis, and have yet to see anything that I would consider factual evidence, or analysis, of viewsheds, only simplistic speculation about sightlines.

To clarify the foregoing comments, there is a fairly common misperception of what constitutes a “viewshed” versus what constitutes a “visibility” or “sightline” analysis. A quantitative viewshed analysis is done using GIS (Geographic Information Systems) and identifies the entirety of areas visible from a given location. A visibility, or sightline, analysis is done in a similar way, but evaluates the visibility between two points – the location of the viewer and the location of the object being viewed. The visual analysis provided by the applicant’s team is a visibility analysis between eight points on the landscape and the proposed hotel. It incorporates some attributes of a viewshed with highlights showing a restricted viewshed from the observation point itself, but is not a “viewshed” analysis, and especially not a cumulative one.

No visual analysis is provided for the zoning overlay itself – the assumption being that it is not possible to project what constructions (other than the proposed hotel) might be foreseeable in the zoning overlay. But what is missing is a viewshed analysis of the NR District. In other words, the entirety of areas visible from the collective of contributing elements in the district. A “cumulative” viewshed analysis is the combination of viewsheds from each of the contributing elements of the district – which is what was provided in my analysis (e.g., Figure 1 – where the cumulative viewshed is depicted as a continuous value of high to low “total visibility” and the actual quantitative values are the number of locations evenly spaced at 10 ft on a grid at street

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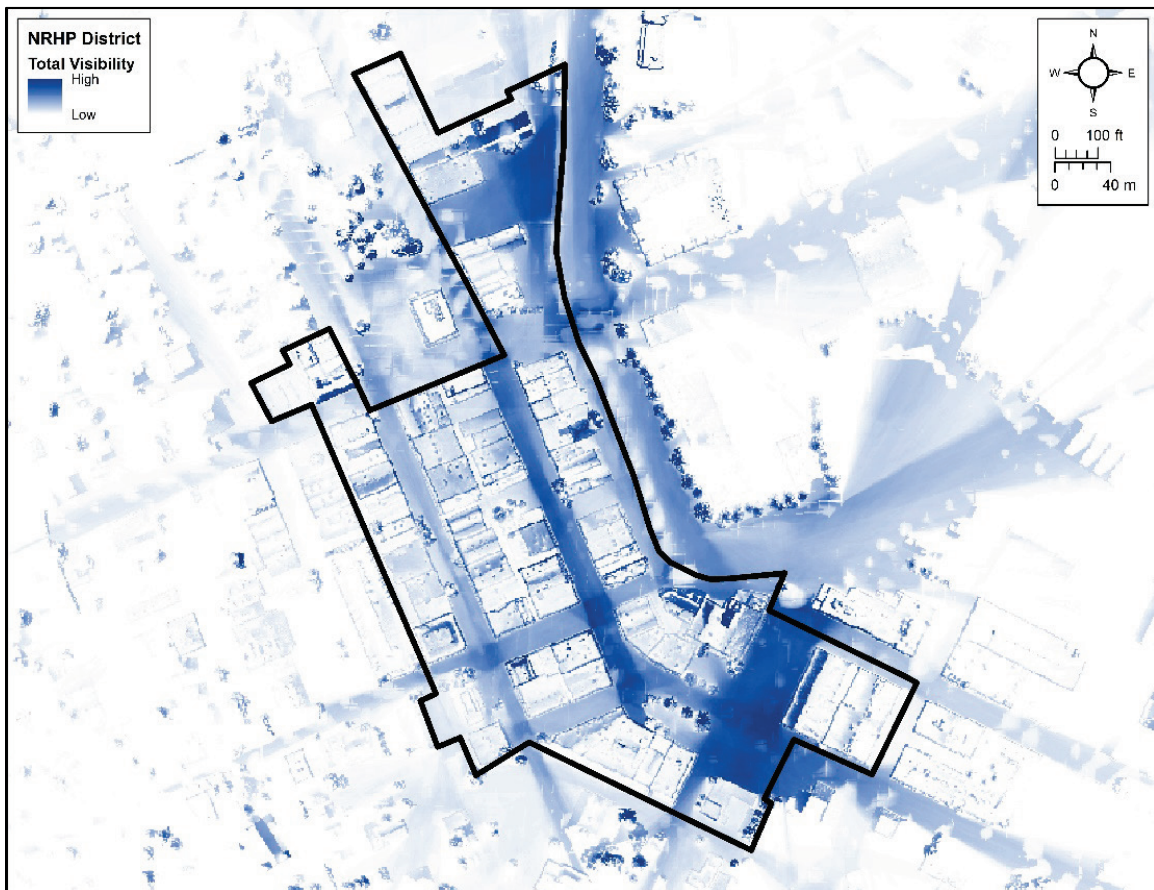


Figure 1 - Cumulative GIS-based viewshed analysis of the NR District.

level from which each contributing building is visible). Only by seeing the cumulative viewshed of the district as a whole, is it possible to evaluate the effects of any single construction, such as the proposed hotel, on the integrities of setting or feeling. The “objects” in the cumulative viewshed are not the proposed hotel, but the elements, and the entirety, of the district.

With respect to the potential effects on the integrities of setting and feeling in the NR District, those areas indicated as darker in Figure 1, are reasonably foreseeable as being more sensitive to potential effects than those which are lighter. Additionally, the use of Google Earth in the applicant’s analysis to provide a simulation of the sightlines from the eight vantage points identified is particularly flawed given that the 3D Google Earth models do not provide for visualizing partially permeable views – such as through trees when no leaves are present. It treats vegetation as impermeable balloons, and with quite inaccurate masses as well since the photogrammetry used to generate them is based on very few data points. LiDAR data gives a better approximation, though it too is flawed in many ways. I also do not recall the applicant’s visibility analysis being presented at any of the Study Sessions – though I may be mistaken.

The argument has also been made, and presented in the proposed mitigation measures, that stepping back the top two floors of any structure above 45 feet (regardless of what is proposed on Parcel A) would preserve the historic 45-foot street wall along Petaluma Blvd South and therefore not adversely impact the visual setting. This purely speculative argument is not

supported by the evidence as provided. The visual impacts I mention are demonstrably not significantly reduced when the top two floors are set back the minimal amount proposed. The visual impacts to the historic district of a large construction on Parcel A are to the integrities of setting and feeling and as the quantitative GIS/spatial analysis shows, occur at the pedestrian level. The issue is not maintaining a theoretically unbroken height-line of 45 feet, it is in blocking the view of the street wall at ground level from the opposite side of the obstructing building. Any construction on the north half of Parcel A will unquestionably adversely affect the integrities of setting and feeling for the historic district, and the significance of that effect gets larger as the proposed building gets taller and wider.

Let's be clear, I'm not arguing against the hotel specifically. It could provide a nice tax boost to the city and a modicum of permanent jobs. But with respect to Parcel A, there are definite and obvious adverse effects and *Parcel A has no business being included in the proposed zoning overlay at all*. There is perhaps no worse place in the city for a proposed relaxing of building height and lot coverage restrictions. As I mentioned, there may be additional issues with Parcels B and C, but they are far less worrisome in the short run. *As should be clear from the GIS analysis, Parcels B and C are in very light areas, while A is in a very dark area with respect to the NR District viewed.*

- Question #4: "Does the IS/MND, or its supporting documents, actually address these clear and obvious adverse effects?"

The documents which are supposed to cover the potential effects on historic resources are Appendix C (for the overlay) and Appendix F (for the hotel). Neither document actually addresses the nature of the integrity criteria specifically, mentioning only the general setting (not as an integrity criterion) and never the integrity of feeling. Although Appendix C does go into sufficient detail about the historic occupation and existing conditions of the lots in Parcel A (references to Parcels B and C aside), and makes recommendations regarding step-backs and other mitigation measures, it never actually assesses the effects of the proposed overlay on the district as a whole, or its individual contributing elements. It references an earlier study that determines the district retains a "high degree of architectural integrity and maintains its associations to the historic period" (Napoli 1994:27). Appendix C does not actually assess that integrity in 2023, nor does it specifically address any of the seven criteria of integrity. *I realize that this may sound quite critical of the historical resources reports, but I'm not questioning the reporting or findings of most of the document, only that there are elements missing that one would expect for an assessment of effects that includes an NR-listed District.*

In contrast, Appendix F states that "... the south end of the historic district has seen some loss of integrity in the last ten-to-twenty years" (Painter 2023:8). Yet no specific evidence of this conclusion is presented – only an opinion. What is "some loss" and how are we defining "the south end" of the district? We are not pointed to anything that represents a specific physical impact to the "loss of integrity" nor do we know what criterion, or criteria, of integrity are being referenced in this statement. *In contrast, there is evidence pointing towards the general integrity of individual contributing elements, but again the specific integrity is not identified, nor is the entire district adequately assessed as a whole.*

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An MND must sufficiently provide *factual evidence*, or a fully articulated *expert opinion*, that impacts are less than significant, or can be mitigated through some appropriate measures. This portion of the process is called the “Assessment of Effects” and AOE sections or documents (whether stand-alone, or as portions of an EIS, EA, EIR, or MND) should always specifically reference each of the pertinent criteria for integrity and evaluate the potential effects of the project, or undertaking, objectively. This appears not to be the case for either of these supporting documents, and I would suggest that they are inadequate to support an MND for the zoning overlay or the hotel. An expert-opinion is presented, but it has not been fully articulated, nor justified with any details or evidence. It is just a vague statement.

The proposed overlay clearly is what we would call a “but-for” condition – “but for” the proposed EKN Appellation Hotel, the zoning overlay would not have been proposed. It is also being proposed as a mitigation measure in and of itself. The suggestion that it would increase economic opportunity and the availability of residential housing without any actual supporting evidence is somehow supposed to mitigate the potential adverse effects to historic resources. In fact, the opposite seems more likely. There is an assumption of increased revenue flowing into the city should the overlay be passed, but the long-term stability of that assumption is very questionable. Even if there were an immediate payoff due to the hotel project, reducing long-term protections for short-term payoffs is ill-advised and unsustainable. Also, as we learned from the applicant, purchase of the proposed hotel property in Parcel A is contingent upon passage of the zoning overlay. This is seriously ill-advised, as that parcel should not be included in the overlay to begin with.

I disagree with the city staff recommendations regarding the proposed zoning overlay. I appreciate the work they did, but they have mistakenly overlooked the insufficiency of the supporting historic resources documents, and therefore both the conclusions and the appropriateness of the IS/MND. I would recommend that planning staff evaluate more intensively the evidence provided for expert opinions regarding potential effects under CEQA projects, and not just accept them without thorough scrutiny. *Here it sounds as if I am impugning the city staff, and that is not my intention. I recognize that this level of scrutiny is standard procedure in many CEQA projects, and probably acceptable in most of them. However, when effects on a NR-listed District are being considered, the standards are more stringent, and always should be so.* I do not know if this has been an on-going issue, or if it relates to this proposal specifically. *Here I am only implying that it could have been an issue in past CEQA projects that was overlooked as well, not that the city staff are in any way negligent. They are carrying out their tasks as they should and I would not expect them to be highly experienced experts in either NR-eligibility or evaluation, which you would need to be to override what is normally seen as a sufficient expert opinion.* I also do not know if this carries over to “expert” recommendations on other environmental effects, in this or other CEQA documents. *I did not mean to suggest anyone providing evidence was not an expert in their field, only that there may be environmental effects that require the recommendations of specific experts and others that may be concluded through specific guidelines, policies, or mitigation measures.* Although I do recognize that “integrity” is a subjective assessment, it always has to be evaluated in the context of the criteria of integrity, and with respect to a historic district, has to be applied to the collective whole, as well as the individual elements. Potential effects to historic resources also have to be assessed cumulatively, particularly in a case where the proposed changes would likely occur piecemeal over a long period of time.

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This leads me to conclude that the actual effects of the proposed hotel need to be evaluated with an EIR, and especially one which includes an Alternative Sites Analysis. The proposed zoning overlay needs to be discarded entirely. I do not find that it would do anything positive for the NR District or other NR/CR-listed, or NR/CR-eligible resources in the downtown. Its potential to drive infill development, or stimulate affordable housing is entirely speculative at this point, and these issues are more appropriate for the upcoming general plan instead. I am not in favor of modifying the IZO text nor the IZO map to allow the zoning overlay, and I would recommend that the planning commission and city council reject the Draft IS/MND as inadequate, and call for a full EIR for the proposed hotel on its own pursuant to CEQA Section 15064.

Petaluma Planning/Historic Preservation--EKN Hotel Application /Overlay/ IS/MND-11/14

Veronica Olsen [REDACTED]

Tue 11/14/2023 5 31 PM

To:Orozco, Uriel <uorozco@cityofpetaluma.org>

You 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 Commissioners,

I am writing to oppose the proposals before you tonight. The hotel needs to step down its height and improve its design. The overlay concept is out of place and out of sync with Petaluma's General Plan update process.

-No to General Plan and Zoning Amendments

-No to adopting the Proposed Downtown Housing & Economic Overlay – Keep Historic Downtown and adjacent to Oakhill Brewster Historic District 4 Stories.

No to the Planning Commission considering adopting an IS/MND for the Proposed EKN hotel and the Proposed Downtown Housing & Economic Overlay.

The staff report subject line takes up half the page, indicating the complexity of combining a project application with an urban planning policy discussion

So many of my fellow residents have articulated the downside of approving General Plan and Zoning Amendments, the concept and specifics of Downtown Housing and Economic Overlay, and the worrying recommendation that neither the hotel project application nor the tag along overlay needs a full EIR.

DOES OUR GENERAL PLAN AND PLANNING PROCESS MATTER?

For years, many community members have pondered and vetted the City's guiding documents, namely the General Plan, Central Specific Plan, and Historic Preservation Guidelines. Pushing through an overlay proposal without a robust community process that adequately elicits feedback on the impacts of increasing building heights and floor area ratios and removing active ground floors, demonstrates a disinvestment in the community of Petaluma.

EKN reported at a community meeting that the planning department encouraged them at the beginning of 2022, to please pursue a 75 foot height proposal, despite our General Plan mandate of 45-feet. EKN was also encouraged to pay for their own economic analysis report and the proposed overlay. What message does this send to the development community about Petaluma? How can the developer's application be the driver and the decider as to the shape and experience of our historic downtown?

OVERLAY – HOUSING AND ECONOMIC SOLUTION?

No evidence that building six stories and increasing the floor area ratio will increase economic activity. Economic development is linked to enhancing and preserving our unique historic downtown experiences. How can taking away active ground floors in the historic downtown help interaction? How can six stories enrich our landmark assets?

Petaluma should focus on updating a downtown plan that preserves many more historic structures, as historical experts Page & Turnbull reported in the Existing Conditions Report. Combined with an Economic Revitalization Strategy, this would lay the foundation for appropriate next steps

Petaluma has a lot of empty commercial buildings. Why not start with engaging landowners? A program for entrepreneurial incubation with inactive spaces? A creative economy initiative? Many solutions are only possible with necessitating six story structures

HOUSING, WHY SIX STORIES, WHY DOWNTOWN?

YIMBY endorsed the Petaluma Housing Element in 2023. This is a sign that we have more than adequately addressed our housing allocations. In the Housing Element, there have been no historic downtown sites, so the assertion that six stories in large parts of downtown are necessary to meet our needs for housing, does not add up. What about the needs of the historic downtown, Petaluma's economic driver? Don't kill the goose

ULI TAP REPORT 2020, a housing analysis report designed for Petaluma, asserts that a downtown district should be along the river. There is no mention of 6 stories, and there is no mention of the historic Downtown

"The historic Downtown area along Petaluma Boulevard and the residential blocks around Fourth Street are a large part of Petaluma's identity and the biggest draw for visitors. Today, the river tends to be more of a back door to Downtown, but the reverse was true for many years.The opportunity for Downtown now is to develop more housing that can benefit from reviving the river as a key urban open space that connects people to nature and each other. One key focus would be to restore the river as Petaluma's "front door" so the river could once again become Petaluma's social and ecological lifeblood and a major part of its identity."

https://storage.googleapis.com/proudcity/petalumaca/uploads/2021/03/ULI-SF-Petaluma-TAP_Report.pdf

HOW WILL DOWNTOWN DEVELOP WITH THE PROPOSED OVERLAY?

Petaluma has no design standards or separate design review committee. It has no objective design standards and has only dedicated a few months to complete this critical work, whereas other jurisdictions have prioritized and budgeted these over 1-2 years. Compared to other jurisdictions, this also shows how vulnerable Petaluma is to more substandard architecture and developers who are less concerned with the human scale and livability. Will this be robust enough to ensure we

get the right product Downtown, if six stories are the new height limit? Where is the plan for public spaces and places? What kind of businesses and services do we need? As Jan Gehl Architect and Urban Designer whose work focuses on creating cities for people, said "First life, then spaces, then buildings – the other way around never works."

MISSING STAKEHOLDERS PROPERTY, BUSINESS, COMMUNITY

Instituting an overlay without engaging property owners' existing businesses and the community opens the outcomes to significant flaws, oversights, and inequities.

If continued and endorsed, this unilateral process sets a precedent that openly minimizes a robust community process. It also confirms that it is okay and right to encourage development with rules that apply on a case-by-case basis.

SEND EKN BACK TO THE DRAWING BOARD

Comply with the height limits of 45" – stick to historic guidelines.

Give the community a design it cannot refuse. The hotel design has stayed the same since its initial iteration for a corporate chain hotel, such as Marriott or Hilton, except for changing the tiles and some facades. Petaluma deserves better than that.

Thanks for reading and your consideration

Best,

Veronica