

City of Petaluma Downtown Housing and Economic Opportunity Overlay and EKN Appellation Hotel Project EIR

Monday, October 7, 2024

Introductions

- City of Petaluma (Lead Agency)
 - Olivia Ervin, Principal Environmental Planner
 - Greg Powell, Principal Planner
 - Isabel Castellano, Historic Preservation Specialist
- FirstCarbon Solutions (Draft EIR)
 - Mary Bean, Project Director



Public Meetings Held in 2023

Date	Meeting Type	Meeting Body
January 10	Study Session	HCPC
June 13	Study Session	PC and HCPC
July 12	Neighborhood Meeting	Know Before You Grow
August 3	Neighborhood Meeting	Petaluma Downtown Association
August 8	Study Session	PC
October 3	Study Session	HCPC
November 14	Public Hearing	PC and HCPC

Prior Environmental Review

- Initial Study/Mitigated Negative Declaration (IS/MND) circulated in October 2023.
- Planning Commission and Historic and Cultural Preservation Committee on November 14, 2023.
- Following the meeting, the City decided that an EIR would be prepared.



Purpose of CEQA

Environmental Impact Report (EIR)

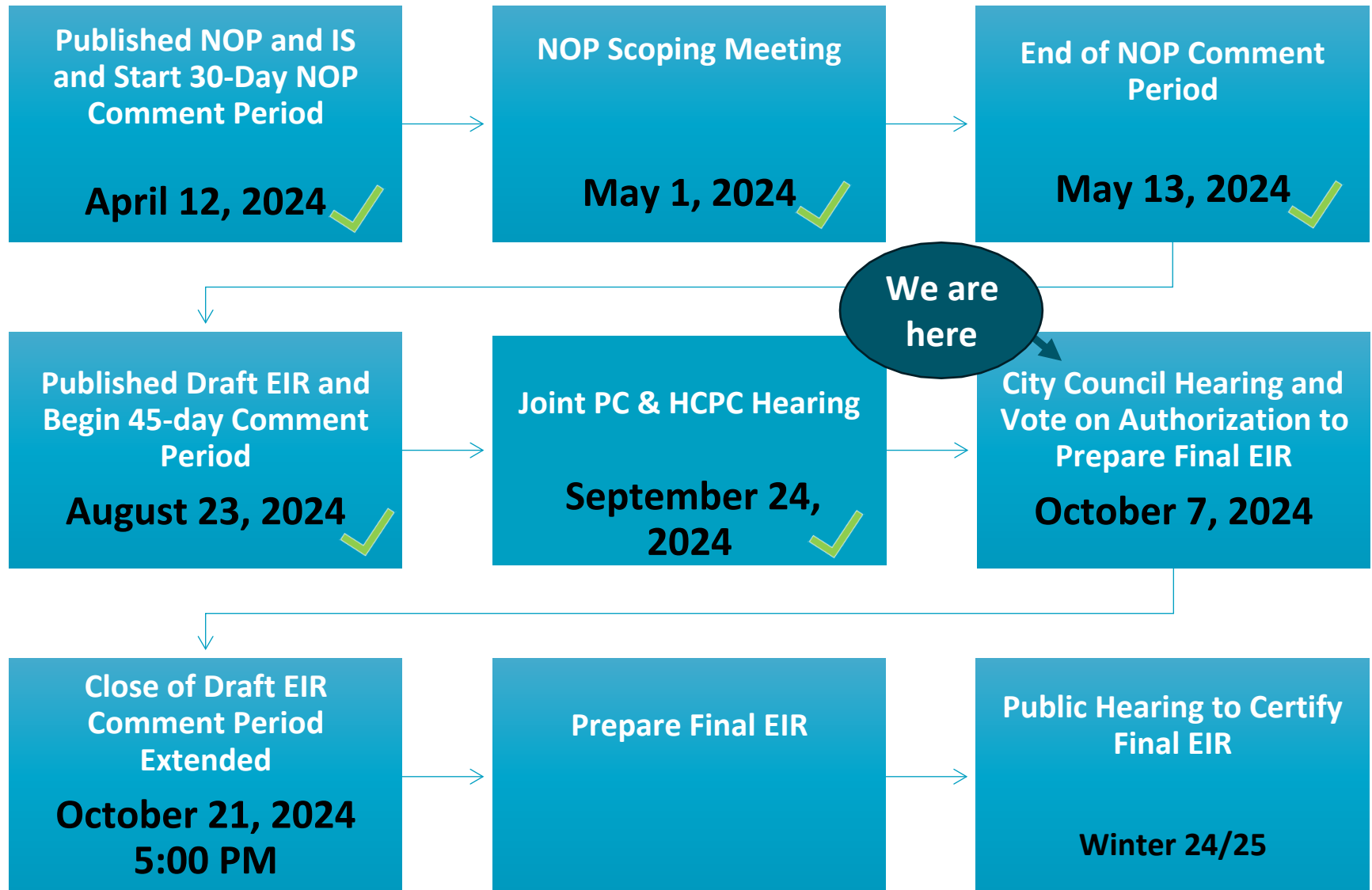
- Informs public/decision makers of environmental consequences of the proposed project
- Identifies impacts, mitigation measures, and alternatives

An EIR does **not**

- Evaluate a project's merits
- Evaluate a project's benefits
- Grant project approvals/entitlements



Environmental Review Timeline



Local Vicinity Map

Legend

-  EKN Appellation Hotel
-  Downtown Housing & Economic Opportunity Overlay
-  June 2023 Overlay



General Plan Land Use



Historic District Area Boundaries



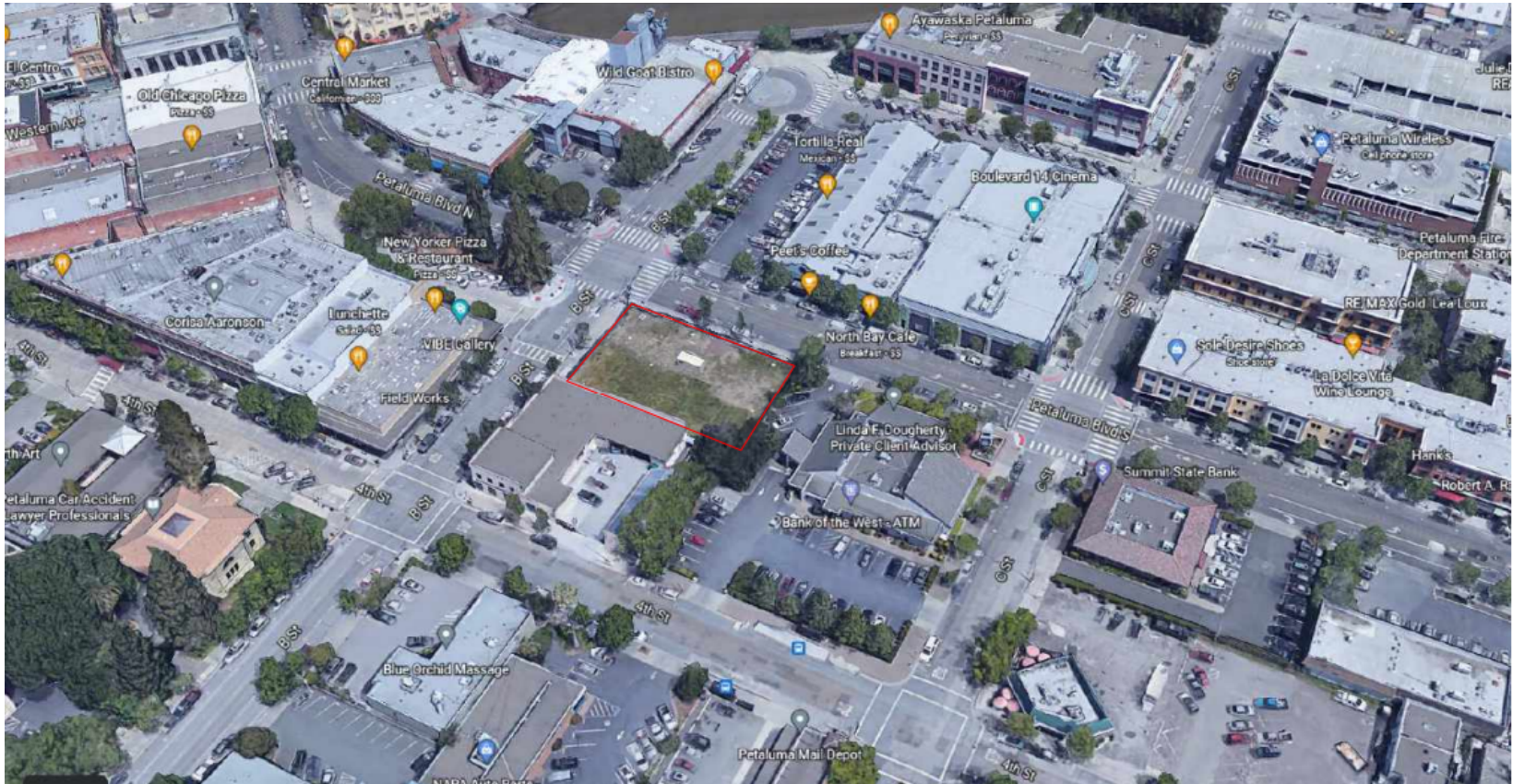
Proposed Overlay Features

- Increase of Floor Area Ratio (FAR) limit from 2.5 to 6.0
- CUP Process to increase Building Height from 45-feet to 75-feet with findings
- CUP Process to increase lot coverage from 80 to 100 percent with findings
- Allows for Ground Floor Residential Uses
- Defines Façade Activation Zones
- Eliminate setback standards
- Adds new stepback standards

Overlay Regulatory Setting

- The proposed Overlay is a proposed set of regulations for the Overlay Area
- The Overlay does not propose any specific development
- As such the proposed Overlay is evaluated programmatically

EKN Hotel - Site



2 Petaluma Boulevard South, City of Petaluma,
Sonoma County, California.



EKN Hotel



Environmental Review Topics

- An Initial Study (IS) was circulated with the NOP on April 12, 2024, evaluating the following topics from the CEQA Appendix G checklist:
 - Aesthetics
 - Agriculture and Forestry
 - Air Quality
 - Biological Resources
 - Cultural Resources
 - Geology/Soils
 - Greenhouse Gas Emissions
 - Land Use
 - Mineral Resources
 - Noise
 - Population/Housing
 - Public Services
 - Recreation
 - Transportation/Traffic
 - Tribal Cultural Resources
 - Utilities/Service Systems
 - Mandatory Findings of Significance



Environmental Review Topics (Continued)

- **The DEIR includes analysis of all environmental topics:**
 - Aesthetics
 - Cultural and Tribal Cultural Resources
 - Land Use and Planning
 - Additional Effects evaluated in the Initial Study (All Checklist Items)
- **The DEIR also included the following assessments:**
 - Visual simulations
 - Shadow and Shade Study
 - Cultural Resources Study
 - Ground-Penetrating Radar (GPR) and Historical Human Remains Detection Canine (HHRDC) Survey
 - Historic Built Environment Assessment
 - Vehicle Miles Traveled Assessment for the Overlay
 - Other CEQA Topics
 - Cumulative Impacts

Key Draft EIR Conclusions

- **No Significant and Unavoidable Impacts**
- **Mitigation Measures in the following topical sections are identified to reduced potential impacts to Less than Significant:**
 - Aesthetics
 - Biology
 - Cultural and Tribal Cultural Resources
 - Geology
 - Greenhouse Gases
 - Hazardous Materials
 - Land Use
 - Noise
 - Transportation

Summary of Aesthetic Impacts of Overlay

- Potentially Significant Impact to scenic resources
- Mitigation Measure CUL-1e requires a CUP for development projects that proposed a height above 45-feet or lot coverage above 80 percent. The required findings must be made for the CUP to be granted.
- **Conclusion: Less than significant with Mitigation Incorporated**

Summary of Aesthetics Impacts of Hotel



Visual Simulations Viewpoint 1 from Petaluma Boulevard and Western Street



Visual Simulations Viewpoint 2 from McNear's Parking Lot on Petaluma Boulevard



Visual Simulations Viewpoint 3 from 2nd Street and B Street



Visual Simulations Viewpoint 5 from Walnut Park (Petaluma Boulevard and D Street)



Visual Simulations Viewpoint 6 from B Street and 5th Street



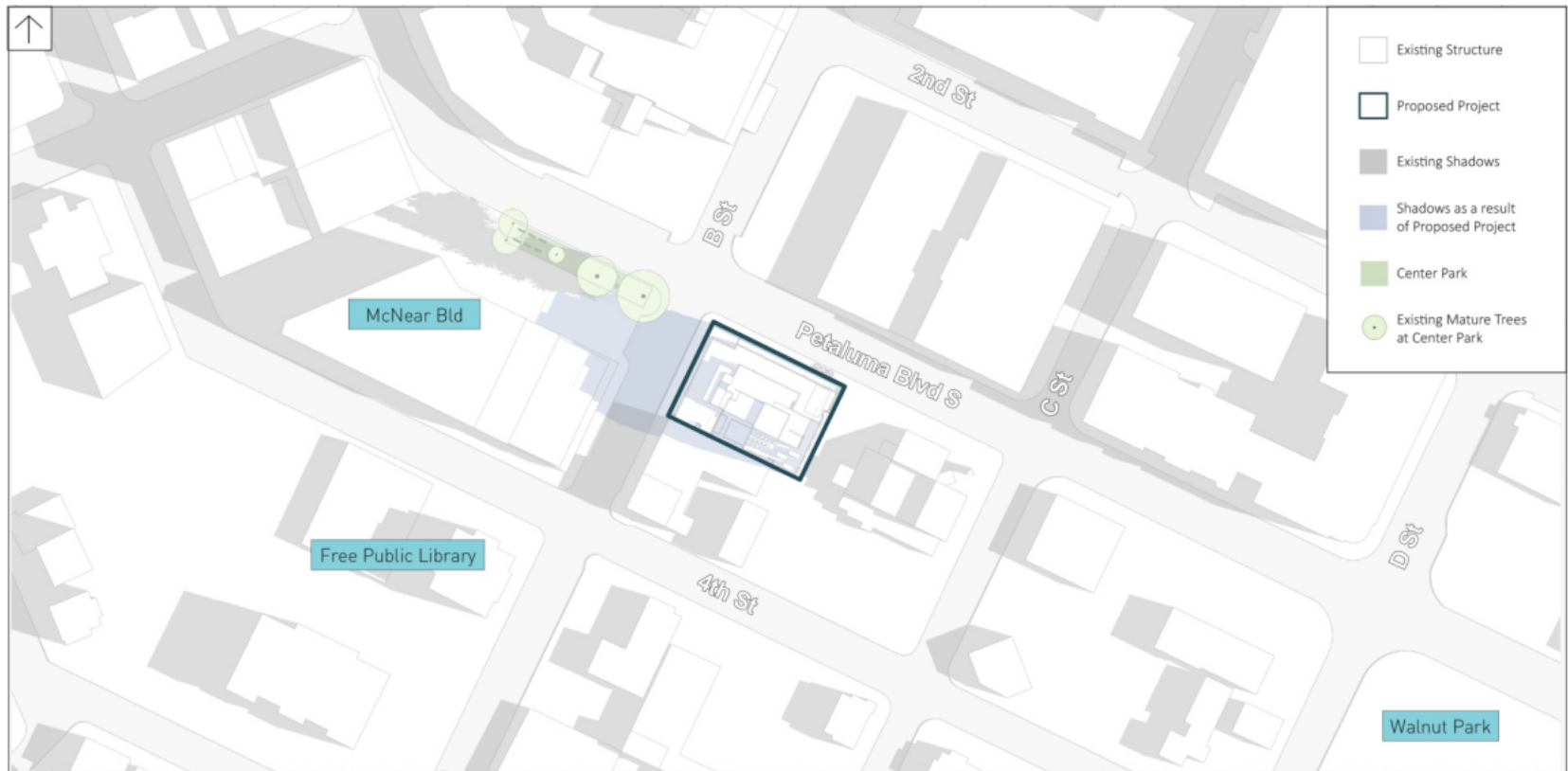
Visual Simulations Viewpoint 7 from B Street and 4th Street



Shade / Shadow Analysis

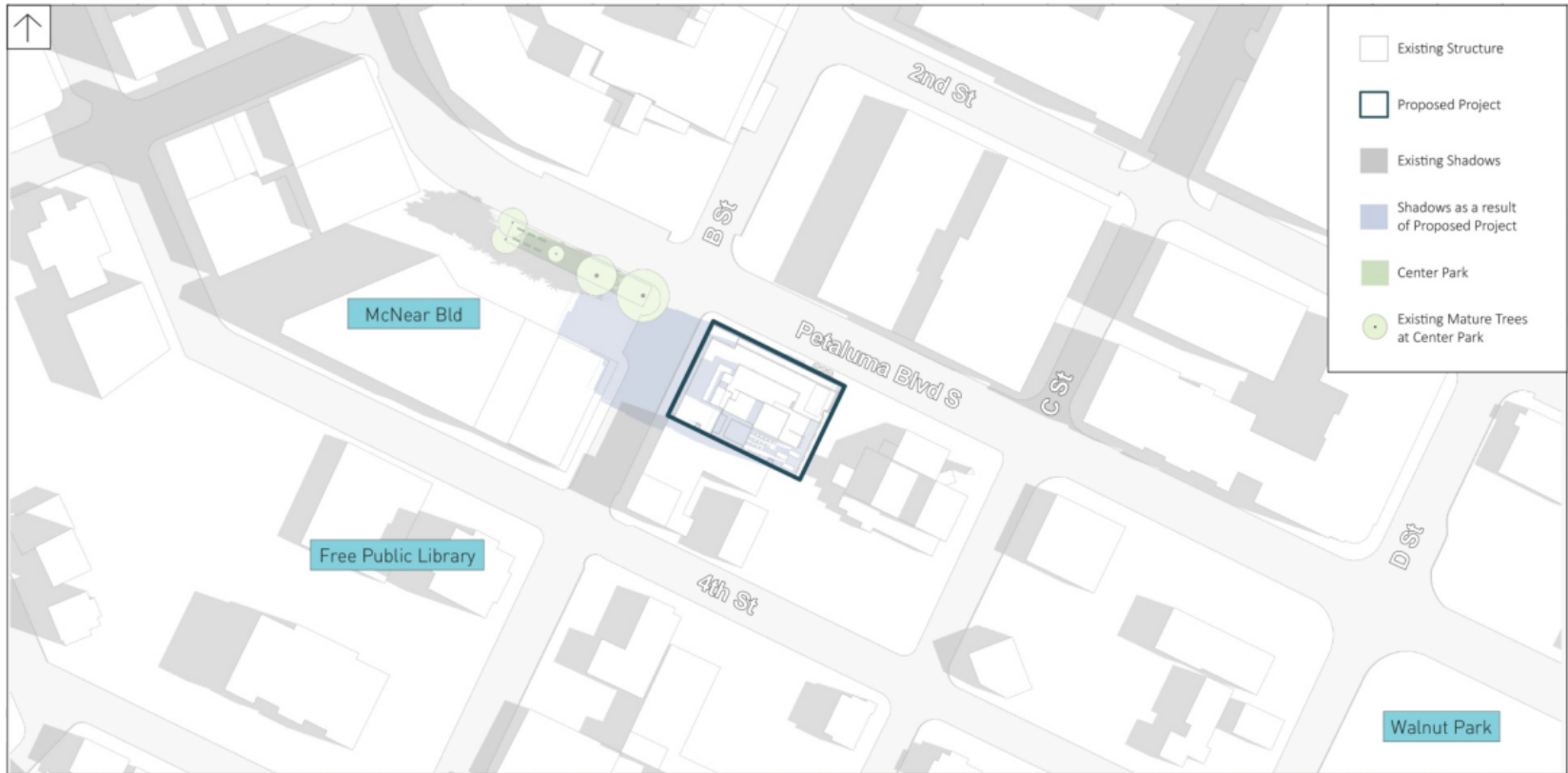
- 3D Modeling Software (Sketchup)
 - Industry standard modeling software
- Digital modeling of the project and surrounding area to “geo-locate” into real world coordinates
- Sketchup calculates shade and shadow conditions based on inputs such as longitude, latitude, and time of day
- Spring/fall equinoxes and summer winter solstices

Informational Shadow Analysis Spring Equinox Morning (9AM)

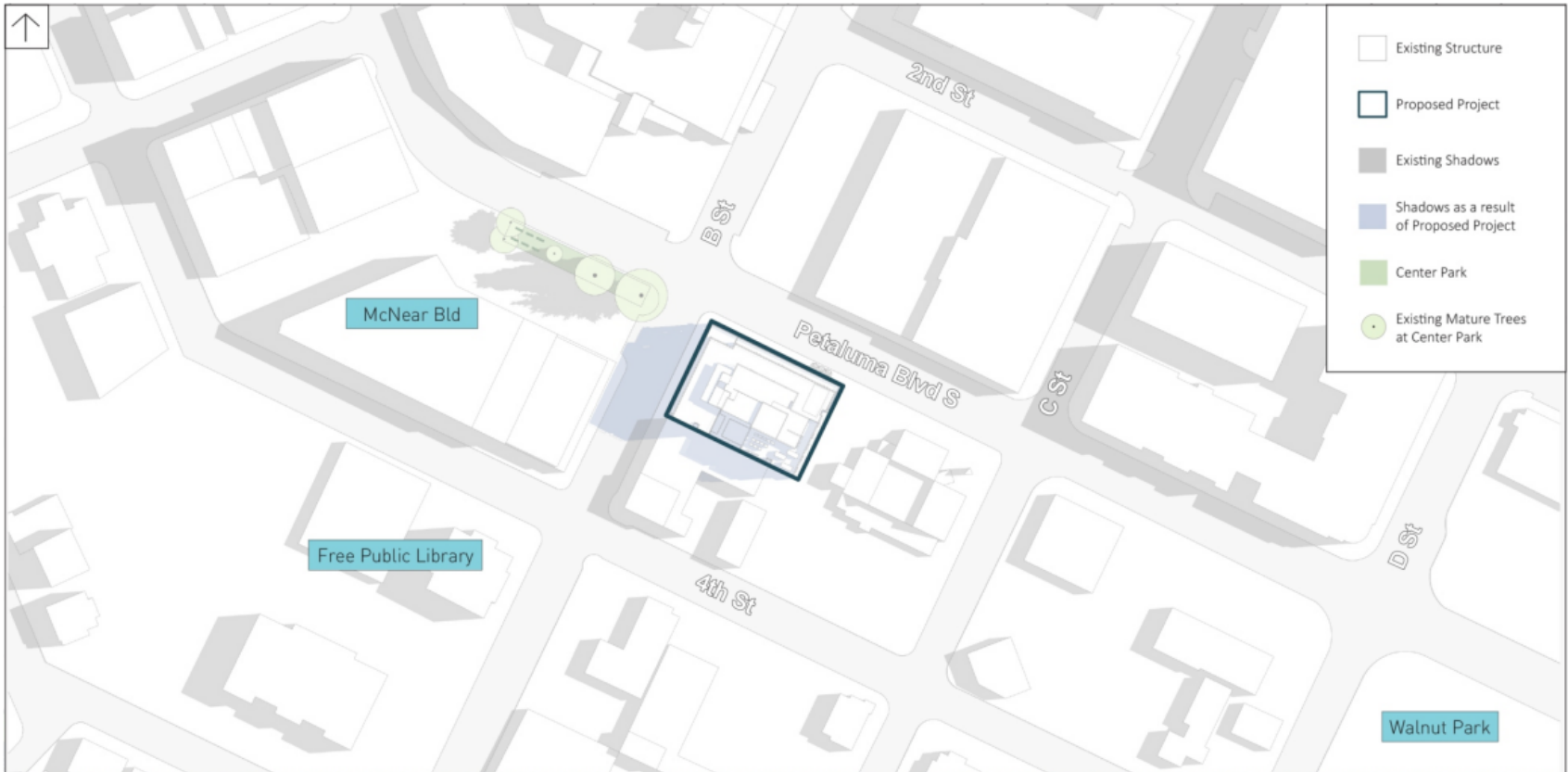


Informational Shadow Analysis

Fall Equinox Morning (9AM)

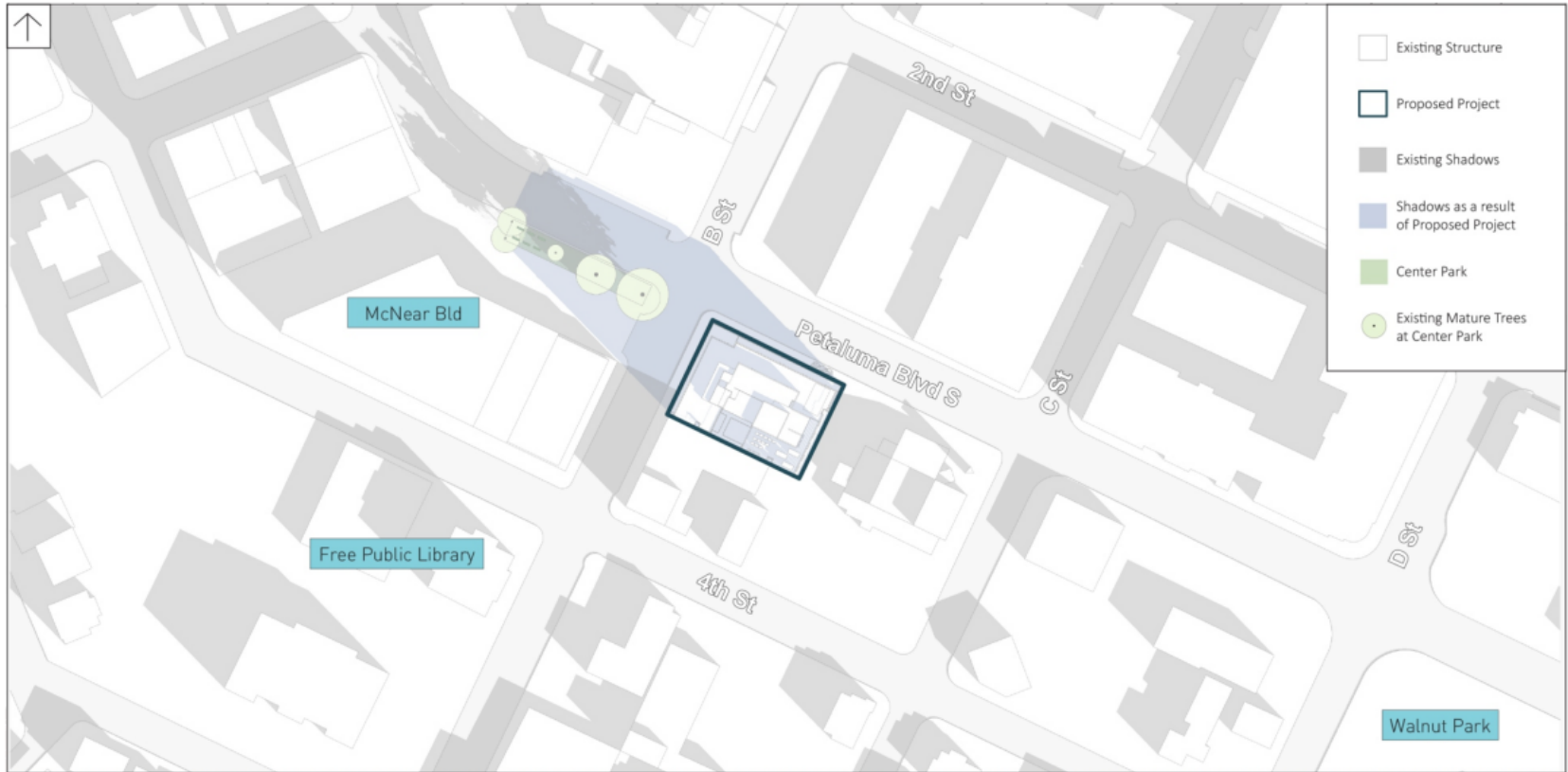


Informational Shadow Analysis Summer Solstice Morning (9AM)



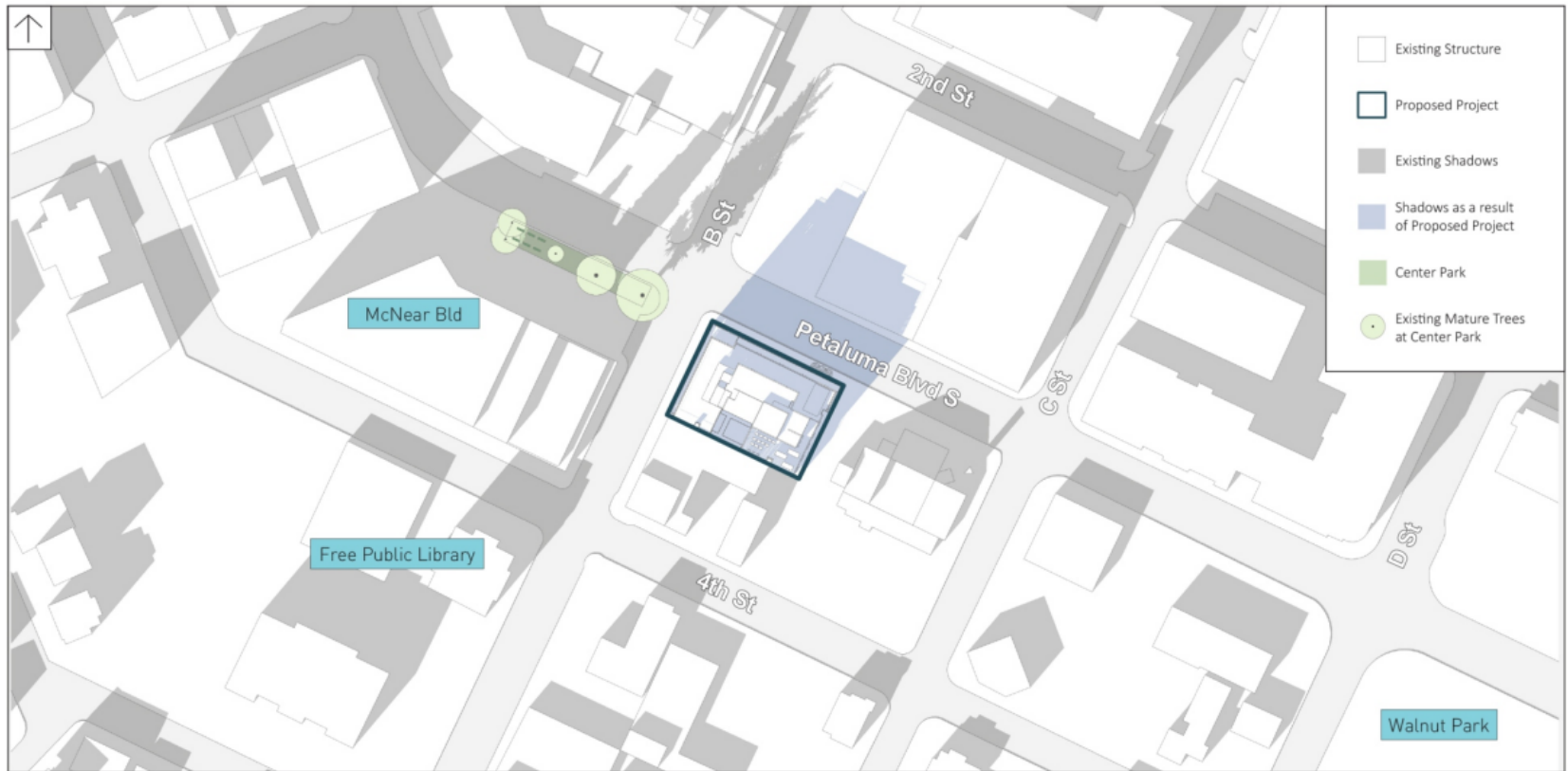
Informational Shadow Analysis

Winter Solstice Morning (9AM)



Informational Shadow Analysis

Winter Solstice Afternoon (3PM)



Cultural and Tribal Cultural Resources Analysis Summary



Cultural Resources Analysis

- Draft EIR evaluated the potential effects of the Overlay and Hotel
- Future development in the Overlay could affect known or eligible resources through demolition or alteration that could affect the significance of the resource
- MM CUL-1a through CUL-1e requires evaluations, compliance with requirements such as the Secretary of the Interior standards as well as local requirements, and additional findings

Conclusion: Less than significant with Mitigation Incorporated.

Historic Built Environment Assessment (Hotel)

- HBEA evaluates whether the hotel would result in impacts to HBE resources within and immediately adjacent to the site.
- HBEA also evaluated the potential effect on the Historic Commercial District
- CEQA, Petaluma Historic District Guidelines and Secretary of the Interior Standards
- When a building is not found to be historically significant, current professional standards dictate no discussion of integrity

Historic Built Environment Assessment (Hotel)

- However, the DPR forms in Attachment A of the HBEA report contains a discussion of the 7 aspects of integrity for each adjacent property.
- EIR does discuss potential for construction vibration impacts on adjacent structures, which is subject to MM NOI-2 which sets performance standards, as well as compliance with Code Section 21.040.B Vibration.

Conclusion: Hotel would not introduce incompatible massing and scale and would conform to the Historic Commercial District Guidelines.

Land Use and Planning (Overlay)

- Potentially Significant Impact related to conflict with Land Use regulation
- Mitigation Measure CUL-1e requires a CUP for development projects that proposed a height above 45-feet or lot coverage above 80 percent. The required findings must be made for the CUP to be granted.
- Future project approvals include SPAR, HSPAR, and CUP process (See Appendix D)

Conclusion: Less than significant with Mitigation Incorporated

Land Use and Planning (Hotel)



Transportation Analysis

- Based on ITE rates, which is the industry-standard
- ITE rate for a Hotel incorporates restaurant patron trips as well as trips for hotel and restaurant staff
- ITE rate also factors in valet service
- The EKN study conservatively added separate restaurant trips on top on the ITE rate for the hotel, resulting in a near doubling of the project's trip generation

Parking (Informational Purposes, Non CEQA)

- Hotel 93 room with 58 parking spaces
- The City's requirement for parking is 48 spaces
- Hotel exceeds the City's requirements
- Overlay: AB 2097 Eliminates Minimum Parking Requirement within ½ mile of SMART (except for Hotels and Event Centers)

Hazardous Materials Analysis

- Hotel project is subject to a Construction Worker Health and Safety Plan and Soil Management Plan (MM HAZ-1)
- Hotel project is subject to conditions imposed by DTSC via the Covenant (MM HAZ-2)
- Hotel developer required to seal any gaps between native soil and parking garage floor/walls, as well as between parking garage and first floor
- Follow up testing prior to Hotel occupancy to ensure site meets thresholds for commercial use
 - Installation and sampling of vapor pins in garage floor
 - Sampling of indoor air on the first floor
- Sampling will confirm compliance, or DTSC will require additional mitigation/monitoring prior to Hotel occupancy to ensure compliance.

Alternatives Analysis

Alternatives Evaluated

- No Project/No Build Alternative
- Reduced Area C Alternative
- Reduced Height Alternative

Environmentally Superior Alternative

- No Project/No Build or Reduced Height Alternative

Alternatives Considered but Rejected

- Alternative Location
- Hotel without Underground Parking
- Overlay in Area A Only (inconsistent with Overlay Objectives)
- Overlay Without Expanded Lot Coverage

Review Timeline

**Workshops/Study
Sessions/ Public Hearing**

Jan 2023-Oct 2023



CEQA EIR Review

**Jan 2024 – Ongoing
October 21, 2024**

**We
are
here**

**FEIR Certification
City Council**

Winter 2024

**Project GP + Zoning
Amendments
City Council**

Winter 2024

**Project
Entitlements
(Hotel)
HCPC/PC
HSPAR/CUP
2025**

Reviewing Bodies

- **City of Petaluma is the Lead Agency for CEQA**
- **Role of the City Council**
 - Considers Adequacy of the DEIR and Directs preparation of the Final
 - Decides whether to Certify the EIR
 - Considers General Plan and Zoning Text Amendment
- **Role of the Planning Commission**
 - Considers adequacy of the DEIR
 - Identifies changes, clarifications, additional information for the DEIR
 - Provide recommendation to the City Council on the DEIR
 - Act on the project's CUP
- **Role of the Historic and Cultural Preservation Committee**
 - Provides input on DEIR adequacy
 - Conducts Historic Site Plan and Architectural Review (HSPAR)

Planning Commission Recommendation

1. Direct Planning staff to incorporate all HCPC review recommendations into the Planning Commission's resolution recommending to the City Council concerning the preparation of a Final EIR; (Attachment 4)
2. Expand the Hotel project alternatives analysis to consider alternative sites
3. Expand the EIR to include a discussion of all seven aspects of integrity, and expand the proposed Overlay CUP findings to include a finding that the integrity of the Commercial Historic District or listed properties within the Downtown Overlay area will not be compromised
4. Amend the proposed Overlay [MM CUL-1a] to require a Historic Resource Evaluation (HRE) that includes, at a minimum, an analysis of the proposed project's building height and materials for potential adverse cultural and aesthetic impacts, and that all properties subject to the proposed Overlay are reviewed for eligibility as historic resources.

Planning Commission Recommendation

5. Develop and publish design expectations for proposed development within the boundaries of the proposed Overlay to support discretionary entitlement reviews [HSPAR/SPAR] required by the proposed Overlay;
6. Analyze the urban park requirements for housing within the proposed Overlay;
7. Planning Commission requests to be provided with the opportunity to review the Final EIR and make a recommendation to the City Council concerning certification of the Final EIR; and,
8. Planning Commission requests be provided with the opportunity to review of the proposed Overlay Ordinance at a Planning Commission public hearing prior to a first reading by the City Council for review of any modifications to the Conditional Use Permit findings that Planning Commission had previously recommended at the conclusion of its November 14, 2023, public hearing.

Public Comment

- Comments should focus on analyses within the Draft EIR
- Speakers are encouraged to provide written comments
- Public comment period extends to **October 21, 2024 by 5 pm**
- The Final EIR will include a response to all comments received that address the environmental analysis.

Recommendations

- Consider adequacy of the DEIR
- Consider HCPC/PC recommendations
- Receive public comment on the DEIR
- Provide comments on the DEIR
- Provide direction to Staff on PC recommendations
- Adopt resolution (Attachment 1) directing that Staff move forward with preparation of the Final EIR