

**From:** [adam klein](#)  
**To:** [-- City Clerk](#)  
**Subject:** comment for meeting on November 18  
**Date:** Monday, November 18, 2024 9:06:50 PM

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Hello,

This is with respect to the Overlay proposal. There has been a lot of energy and time placed into the overlay which will sunset with the new general plan. It seems wise end the overlay and instead invest all this time and energy in the general plan update which is forthcoming immediately. The tail, EKN Hotel, should no longer wag the dog.

Thank you,  
Adam

...

[REDACTED]

**From:** [Chantal Rogers](#)  
**To:** -- City Clerk  
**Subject:** Petaluma downtown overlay  
**Date:** Monday, November 18, 2024 3:59:51 PM

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Dear Mayor and City Council,

I don't believe that the parking and circulation impact of the proposed hotel, let alone potential impact from future overlay encouraged mid-rise, no parking required, development have been adequately addressed. Much of the data submitted is out dated and doesn't include the full scope of the influx of people to the Appellation property. In addition to the 93 rooms and 150 person ground floor restaurant, there is the rooftop bar and event space. Add in the personnel required for such a property plus the out of town patrons driving in for all aspects of hotel operations and the number of parking spots required and VMT is significant. Somehow, the "data" supporting the notion that this property will have a negligible impact on downtown traffic and parking, which supposedly isn't a current issue, is diametrically opposed to the average Petaluman's experience. What we experience is back-up on Petaluma Blvd. several times a day, at lunchtime, school let out, and commute hours. Many of us circumvent the downtown entirely, adding miles driven but avoiding the frustration of a backed up downtown. Traffic on B street where it meets the boulevard, and near where the driveway to enter the hotel's garage is proposed, is often backed up with minimal movement even with a green light. Being that check in time is usually 3 pm, the same time that the multiple schools in the area get out, I wonder how long the valets will have to idle in customer's cars to make it around the block and into the garage?

Parking already can be scarce downtown. With the addition of new "daylighting" laws in California, how many parking spaces will be lost in our core and in adjacent neighborhoods?

Petaluma has the goal of carbon neutrality in the not too distant future. Perhaps you imagine that everyone working downtown will take the smart train to work and that the tourists we so dearly need to attract will do the same. Ditto with the additional buildings facilitated by the overlay who will require no additional parking. Add in the desire to do away with surface parking (blight), charge people to park downtown, and generally make driving downtown miserable, as a way to force people out of their cars and you will kill our downtown. I understand the desire to be in the forefront of climate action. But if you put the cart before the horse, you risk grinding our local economy to a halt. People won't come if getting here is too difficult.

Please consider the true impacts of a 6 story hotel on an already challenging corner, and what opening the door to mid-rise building downtown would do to our already strained infrastructure and daily way of life..

Thank-you

-Chantal Rogers

**From:** [Jamie Platt](#)  
**To:** [-- City Clerk](#)  
**Subject:** City council meeting tonight public comment 11-18-24  
**Date:** Monday, November 18, 2024 6:17:55 PM

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Greeting,

I felt compelled to write tonight for public comment to say:

I'm against the overlay change. Our historic downtown is small and there are plenty of spots to build a hotel outside of the downtown area(a good location would be across the river since it is close to the public transit center and great view of the downtown/river).

I'm also proud that Mike Healy pointed out in a prior meeting that the EIR got around 161 thousand dollar from the city budget without a vote. This seems like embezzlement. Current and former city council members should be under investigation for family ties to the m-group since they were the ones paid to do the EIR.

Mike Healy also pointed out why the hotel was not just an exception? Other council members brought up other projects. WHAT EXACTLY ARE THESE OTHER PROJECTS?

Thank you for your time,  
Jamie Donovan Platt  
[REDACTED]

**From:** [Ian Donovan](#)  
**To:** [-- City Clerk](#)  
**Subject:** City council meeting tonight public comment 11-18-24 Inbox  
**Date:** Monday, November 18, 2024 8:00:52 PM

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As a resident of Petaluma, I'm against the Downtown Overlay. Petaluma's Historical Downtown is unique in the area and is an economical draw. Any construction in this area should respect this by preserving the historic skyline. Development and growth is welcome in Petaluma, but when it comes to the historic downtown shouldn't we foster the current downtown center with incentives for filling vacant lots with historically conforming buildings, including scale. The city planning committee utilized over 100k in funds to incentives the developer EKN to fight for this overlay instead of pursuing an exception. As the planning committee let slip in a previous meeting, there are already other projects dependent on the overlay, the taxpayers of this city should know who is benefiting from these funds and efforts. Any conflicts of interest between the city planning committee and M-group should also be investigated.

Thank you for your time

Ian Donovan



**From:** [Loretta M](#)  
**To:** [-- City Clerk](#); [Kevin McDonnell](#); [Bjorn Griepenburg](#); [Barnacle, Brian](#); [Janice Cader-Thompson](#); [John Shribbs](#); [Karen Nau](#); [Mike Healy](#); [Dennis Pocekay](#); [D Street Project](#)  
**Subject:** loss of our parking  
**Date:** Monday, November 18, 2024 7:35:33 PM

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Dear council members:

Again, the loss of my parking on D St. is causing many issues for my family, contractors working here and visiting friends.

For the past 2 weeks, we have had contractors here working. In order to give them direct access to our home, they are parking in the driveway, so they can safely carry their tools and equipment.

We are parking on the street. However, other visiting family and friends who have stopped by now have no where to park. Several times, we have had to move one of our vehicles over a block away so one less physically mobile visitor could park and have safe access to our home.

This is completely unacceptable. We NEVER see a cyclist using these bike lanes yet we are denied usage of this space and we are constantly having to park elsewhere. You keep saying these are 'inconveniences' and we will get used to it.

The rains are beginning and even less than the rare usage now, cyclists will not be using these lanes and yet we are continually denied usage of this space.

I'm sure you will remind me that we can APPLY for and BUY an encroachment permit. Thank you for nothing, as this simply increases our cost to do maintenance on our homes. And why should we have to PAY for family, friends, contractors to come to our house and expect safe access to it?

Why should we have to PAY for usage of space that is RARELY being used now.

The holidays are here and we have many functions planned. There is not enough parking for people coming to these events at our home.

Do you have to PAY for family visiting your homes during the holidays?? Or have to pay for contractors to come and work on your homes? I think not. And of course, a city worker who lives on D St.....will also not have to pay for family visiting her home during the holidays.

Shame on this city.

Loretta Mateik

**From:** [Mary Dooley](#)  
**To:** -- City Clerk; [Kevin McDonnell](#); [John Shribbs](#); [Barnacle, Brian](#); [Karen Nau](#); [Dennis Pocekay](#); [Janice Cader-Thompson](#); [Mike Healy](#)  
**Subject:** 11/18 Overlay Workshop Comments  
**Date:** Monday, November 18, 2024 6:14:24 PM  
**Attachments:** [Screen Shot 2024-11-16 at 10.20.29 AM.png](#)

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Dear Mr. Mayor and Councilmembers:

Please see our notes for your workshop and over the course of discussions on the Overlay implementation. The first portion is general. The second portion responds and comments on each theme excerpt for Council consideration offering language for all future proposals to achieve desirable architectural outcomes.

Sincerely,

Mary Dooley, AIA  
Chris Lynch, Principal Architect  
MAD architecture, Petaluma

### **1. General Principles**

Over the past 35 years, experts in urban and town planning have worked with the City and citizen committees researching, analyzing, and recommending consistently that Petaluma needs housing downtown. We are convinced, by the evidence presented and documented, as well as from our own professional experience as architects, that increasing density downtown is the moving in the right direction. The Council can confidently refer to the consistency of recommendations over the decades for increasing downtown density putting to good use the investments in consultants and hours of community volunteering to fulfill the vision and create a more economically viable town.

The downtown core should continue to transform into a vibrant, self-sustaining environment that has a mix of the new and the old, where people can shop, dine and live, a place where the tax base of the new can help protect the historic structures.

The recent renewal of the UGB shows that our citizenry have doubled down on preventing sprawl indicating the need to densify the core. We should be willing to see under-utilized sites redeveloped mostly into housing to meet the extreme need and prevent more subdivisions.

The best way to serve the housing need which serves the viability topic is to encourage Market Rate Housing (MRH) projects in the underutilized sites within the overlay zone with the condition that MRH must enforce the 15% inclusionary housing within a proposal. This ensures a mix of residents who can both work, live and shop in the core.

With a viable MRH environment, discretionary review is part of the process of approval. If MRH is not made viable, 100% affordable housing (AH) developers will take advantage of the lenient California laws to fill the housing needs. Of major concern here is a 100% AH can use density bonuses to build taller, denser projects without providing parking and no design review discretionary review by the community. 100% AH can essentially have no guardrails and can build what they choose, how they choose 'by right'. These projects typically will offset the cost of the higher density by providing lesser quality design and materials. Ironically, these are all the things that overlay opponents are afraid of.

The best way to encourage MRH in the Overlay district is to increase the allowed density. Little housing has been

built in the core for over 20 years and the complaint we hear from developers is that the density is too low for any of the projects to be economically viable. We have a client for which we designed a 10 unit mixed use project in the core 4 years ago which has not come to fruition despite being unanimously approved by the Planning Commission. This is because it did not 'pencil out' due to the low density currently allowed which is 30 units per acre. That client has put the property up for sale and has had discussions with Affordable Housing developers.

In our opinion, the increased height alone will not encourage Market rate housing within the core without the density being increased. If the height was capped at only 60 feet for housing projects this is adequate to incentivize 3-4 story mid rise housing over parking podiums. But only if the density is increased to 60 units per acre.

## **#2 Theme Review**

*(Excerpts from Staff Report followed by our comments in italics)*

### **Theme #1 - Overlay Boundary**

Options for the Council to Consider

While the current proposed boundaries of the three Subareas have evolved in response to community input, the City Council retains significant discretion to ~~further modify the~~ **revert to the original** boundaries

~~of the Overlay. The Council may wish to consider further reductions in the Overlay in one or more of the Subareas or elimination of one or more Subareas if determined that the increased development potential is not appropriate in a specific area or if the Council believes a smaller area is appropriate for the Overlay.~~

*Explanation: To meet the goals of downtown housing, a thriving restaurant and mercantile economy with more offerings for workers, families and visitors, the opportunities should be enlarged instead of reduced.*

### **Theme #2 - Parking and Transportation**

Options for the Council to Consider

*Comment: We have no comments for Theme #2 as written. We note that increasing the overlay boundary to the original proposal does not appear to impact the parking further given the proximity to the major transit stop.*

### **Theme #3 – Historic Preservation**

Options for the Council to Consider

The City Council may wish to consider if additional measures are needed to address the potential impact to historic resources or to properties within the Petaluma Historic Commercial District. If so, the City Council could increase the setbacks, revise the findings, reduce the height of new buildings when adjacent to contributing buildings, ~~or revise the extent of each Subarea to avoid any abutting or confronting parcels with contributing buildings/sites (note that the City Council could accomplish this by adopting the Planning Commission recommendation to reduce the scope of Subarea C as described under Theme #1, above).~~

*Explanation: Struck per previous explanation above to revert to larger overlay.*

Regarding additional findings to be created to guide the Planning Commission's review of a CUP to allow a building above 45 feet, the City Council may wish to consider augmenting the City's existing regulations that call for compatibility with the neighborhood to add new design principles to the Overlay CUP findings to have the design of new buildings reflect:

- ~~•The existing proportions of adjacent buildings;~~
- ~~•The existing rhythms or patterns (for example, windows, door openings, or bays) of adjacent buildings;~~
- ~~•The detailing of the facades of adjacent buildings;~~
- ~~•The use of building materials and colors similar to those traditionally used in Petaluma.~~

The NHPA initiated historic preservation for the nation and has supported the growth of state and local historic preservation in opportunities for revitalization and rehabilitation. Most importantly, historic preservation in partnership with community development encourages dialogue as part of



discretionary planning entitlements to successfully identify and respond to individual projects while fostering a historic district's historic character in an evolving and thriving community.

*Explanation: The intent of the language is not sufficient to create good architecture. It is this very language that has created the design for the Appellation Hotel by EKN as proven by their referential documents. This language does not protect our historic resources, but dilutes them. We are opposed to this language and ask for smart, sustainable, energy efficient architecture that is not driven by designs of the late 1800s. The council can ask for architecture that makes wonderful pedestrian experiences, that use sustainable materials like wood. This is being done all over the world. Ask for building that are modern and of their time to set off the beauty of the older buildings.*

#### **Theme #4 – Discretionary Review Process - Height**

Criteria to Exceed 60 feet. ~~The Planning Commission may allow for additional height up to 75 feet.~~ if a Conditional Use Permit is granted per subsection 5.070.F, above, and when a proposed project includes ~~at least three~~ **2** ~~all~~ of the following community benefits described in ~~1, 2 & 3, and 1 of the community benefits described in 4, 5, or 6;~~ below:

1. Improves the existing streetscape by providing widened sidewalks, additional street trees, new mid-block walkways/paseos, public plazas, parks, etc. For a project that would widen the sidewalk by increasing the ground floor building setback, a public outdoor amenity space shall be included in the design, and this space shall be designed and configured to provide adequate space for pedestrian movement and activity;
  - ~~2. Provides publicly accessible private open space, such as a street level park or rooftop open space that is open to the public at least 8 hours per day and at least 120 days per year;~~
  3. Demonstrates exceptional architecture/design. "Exceptional" architecture/design may be demonstrated by any of the following:
    - a. The use of innovative, creative or original architectural concepts, materials, or building techniques;
    - b. The use of visual elements that contribute positively to the built environment, such as well-proportioned facades, pleasing materials, and unique features;
    - c. The use of innovative building systems or forms, and/or the use of creative design, to increase building efficiency and to reduce energy consumption;
    - d. The use of low impact development and green infrastructure features in sustainable design and landscaping; or
    - e. The use of high-quality building materials that contribute to long-term durability and visual quality.
  4. Respects and/or preserve cultural, historical, or archaeological resources that exist or occur onsite or within the Overlay;
- 31
- ~~5. Exceeds the minimum number of Inclusionary Dwelling units required by IZO Section 3-040; or~~
- ~~6. Provides all required parking below grade.~~

*Explanation for the strikeouts: The criteria for new development throughout town should allow for the best outcome always requiring exceptional architecture for the betterment of the downtown. The criteria for exceptional architecture should avoid referential aesthetics as a requirement and towards responsible architecture with design solutions that relate to the public realm at the ground floor level and employs methods and materials that minimize carbon footprints, that maximize energy efficiency and the use of non-toxic, locally produced products.*

#### **Options for the Council to Consider**

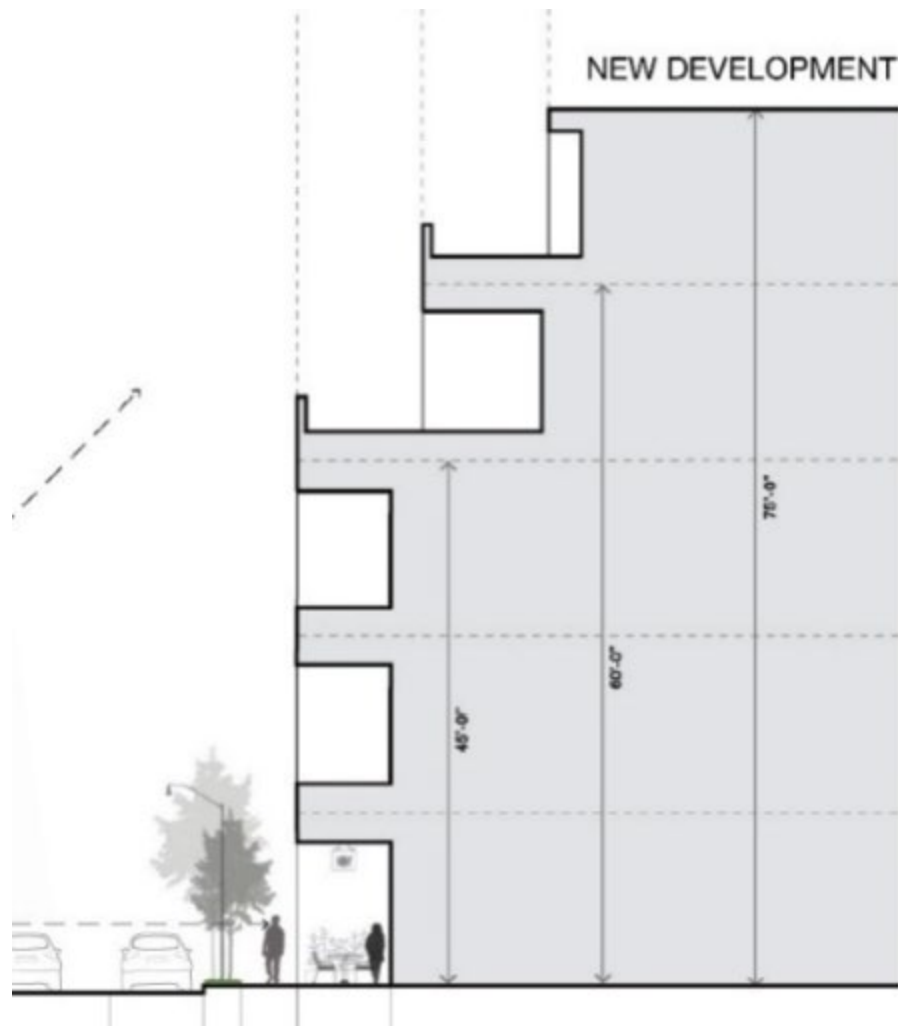
Regarding the findings, the City Council may wish to consider whether there are additional findings that would further refine the discretionary review process and better ensure that development facilitated under the allowances in the Overlay reflect community values. Considerations could include Carbon neutral development or increased housing diversity.

Regarding the potential interaction between the building height possible under the Overlay and Density Bonus Law, if the theoretical risk of a building exceeding 75 feet is considered too great,



the City Council may wish to consider limiting the overlay to **exclude residential uses within any building constructed above the existing 45-foot height limit.**

*Concern: As stated in the General portion of our notes, we do not want 100% AH exceeding 60 feet in height. The suggestion is to clarify or separate the housing portion to allow a max height of 60 feet. The highlighted line may be the solution to this.*



#### **Theme #5 – Objective Standards for Buildings Above 45 feet**

##### **Options for the Council to Consider**

The City Council may wish to consider whether there are additional measures needed to further refine the provisions of the Overlay to address potential visual impact of buildings taller than 45 feet. If so, the City Council could recommend that the upper floor setbacks be increased to better reduce bulk/mass or visibility, or, to address the potential that buildings taller than 45 feet are too visible from vantage points further away (such as the residential areas that surround Downtown), the City Council could refine the setbacks with an objective standard to limit the floor area of each floor above 45 feet to a fixed percentage.

*Response: Each building proposal should be considered on a case by case basis. The language in the options for the council are reasonable.*

*Regarding Figure 10.1: The step back methodology is reasonable in the diagram. The floor to floor height above the ground floor could be reduced to 11 feet with 8'-6" foot ceilings for residential use. This would create a five story building to 59 feet high with screened roof top mechanical and roof deck options utilizing significant step*

*backs reduce any impact on the surrounding area. The response from developers is a podium with four stories above is an economical height to build with standard wood construction. Wood construction should be encouraged as it is a renewable resource.*

#### **Theme #6 – Discretionary Review Process - Lot Coverage**

The criteria to exceed 80% Lot Coverage to be established by the Overlay would allow Planning Commission approval of a CUP if ~~any one or more~~ all of the following conditions are met: ~~is true for a project~~<sup>12</sup>:

1. The development improves the existing streetscape by providing widened sidewalks, additional street trees, new mid-block walkways/ paseos, public plazas, parks, etc.;
- ~~2. The additional lot coverage would reflect the prevailing development pattern established by the existing development within the block or abutting block;~~
3. The development includes adequate provision for recycling and solid waste;
4. The development includes adequate space for street trees;~~or~~
- ~~5. The development includes other measures to enhance the pedestrian environment.~~

*Explanation: Agree that the condition for approval is based on meeting the requirements for desirable, responsible site planning. Every proposal should meet the conditions of #1, 3, and 4 above. #2 should be part of a discretionary review rather than limiting to existing conditions. Eliminating #2 allows for creative potential that is not currently built in the downtown area but may be wholly appropriate for the public good and the overall goals for our future. #5 is redundant and covered in #1.*

In addition to the CUP findings, new buildings are also subject to the existing findings in the IZO that govern SPAR review to include a finding that the “siting of structures on the property is appropriate for the site.” ~~and as compared to the siting of other structures in the neighborhood” or CUP review to include a finding that the “site is adequate to accommodate the proposed use and buildings(s) and all related activities.”~~

*Explanation: For similar reasons stated in the previous explanation, siting of structures in the neighborhood may not have be models to follow. The language is limiting rather than open ended to get the better outcome. Looking at patterns in neighborhoods and blocks is a device that may guide the design, but if it becomes the fallback to a discretionary process, the broader solution may be overlooked. The last portion is struck because SPAR should not be in the role of determining adequate use. This is in Planning Commission’s purview.*

#### **Theme #7 – Pedestrian/Facade Activation Zones**

Excerpt from the document: Along with the Pedestrian/Facade Activation Zones, the Overlay would also add Ground Floor Residential Zones to allow multifamily residential as a permitted use on the ground floor in any portion of the parcel that is not mapped as part of the Pedestrian/Facade Activation Zone.

The uses within the Pedestrian/Facade Activation Zones include any of the following (each use listed below is identified in Table 4.3 as a permitted, or “by-right” use):

- Artisan Shop • Fitness/Health Facility
- General Retail, 25,000 sf or Less • Studio – Art, Dance, Martial Arts, Music, etc
- Restaurant, Café, Coffee Shop • Personal Services
- Groceries/Specialty Foods, 25,000 sf or Less • Library, Museum, Art Gallery
- Bank, Financial Services

Later, in November, the Planning Commission felt that the rationale behind establishing Pedestrian/Facade Activation Zones should apply to a larger area than proposed in the Overlay, to recommend that the Pedestrian/Facade Activation Zones extend further from Petaluma Boulevard South along B, C, and D Streets in Subarea A, and to continue for the entire frontage along Liberty and Washington Street in Subarea C. The Planning Commission recommended modifications to Subarea A and C are depicted in Figures 11.1 and 11.3; the original proposal for the Pedestrian/Facade Activation Zones in Subarea B, that were not modified by the Planning Commission are shown in Figure 11.2, below.

*Comment: Pedestrian friendly design has been part of the City's goals including the adoption of the Central Petaluma Specific Plan and Station Area Master Plan.*

*The idea is important and consideration for consistency should be considered for the Overlay. However, the level of specificity on this recommendation would be best approached in a more comprehensive future zoning ordinance update connecting the other plans that have already been adopted.*

Mary Dooley AIA, Principal  
MAD architecture inc.

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@mad.architecture



**From:** [Maureen G \[REDACTED\]](#)  
**To:** [-- City Council](#)  
**Cc:** [Mike Gottschall](#)  
**Subject:** Feedback for City Council Meeting, November 18, 2024  
**Date:** Wednesday, November 20, 2024 3:15:36 PM

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Mayor Kevin McDonnell,

There were many things that were upsetting about Monday night's city council meeting, but I am writing regarding one in particular that was honestly the last straw and why I decided to leave the meeting early.

In the public comment, Nickola Frye mentioned she had driven around a couple times on two separate Saturdays to see how much parking was available. As a member of the planning commission and concerned resident, she used her own time to do this. She shared with the council her findings and suggestions on the timeframe for the parking evaluation.

After we listened to all of the comments from council including Janice Cader Thompson inference that the opposition was using parking as an excuse to basically red lining building of housing, we listened to you make a comment something along the lines of no wonder there is a traffic problem if people are driving around counting spaces. Immediately Brian Barnacle broke out in laughter. You were referencing Nickola Frye's comment. She was sitting in the front row quietly listening, still present at that late hour. I was just speechless at the mean-spiritedness of the comment and how you could in my opinion mock or at the very least dismiss her response when she volunteered her time to participate in the meeting at the request of the city council.

The underlying disdain and lack of respect that these comments and actions showed from city council as part of the response to the citizens and our community that were invited to a "workshop" to contribute their thoughts, concerns and suggestions about the overlay/hotel was disheartening. Petaluma deserves better from our city council.

Regards,  
Maureen Gottschall

**From:** [Moiria S. \[REDACTED\]](#)  
**To:** [-- City Clerk](#); [Barnacle, Brian](#); [John Shribbs](#); [Karen Nau](#); [Dennis Pocekay](#); [jcthompson@cityofpetaluma.org](mailto:jcthompson@cityofpetaluma.org); [Mike Healy](#); [Kevin McDonnell](#)  
**Subject:** RE: Downtown Housing & Economic Overlay Workshop  
**Date:** Monday, November 18, 2024 6:50:05 PM

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

Dear City Clerk- please add my comments to the public record in regard to item #11 (Public Workshop on the Proposed Downtown Housing and Economic Overlay) at tonight's CC meeting. I am disappointed to see that the City has placed this most important issue (*the* major campaign issue in our local November election) as the last item on tonight's agenda. As per the usual, this makes it difficult for many of the public to attend, including those of us who work early the following day.

I ask that the council consider the following comments:

1. Please read Lynn Woolsey's - 20 years our district's representative in the US Congress and prior Petaluma City Councilwoman's - editorial on the proposed hotel (*link below*). Our Historic Petaluma Post Office, just yards from where this proposed hotel would be built - is named after her. A number of prior respected CC members, including Ms Woolsey, Jane Hamilton, and David Keller, have come out strongly against this hotel and downtown overlay. Ask yourselves why?
2. I had a lengthy discussion with a key member of Raimi + Associates at the Lucchesi Center on the Land Use visioning last month. I mentioned that a planner had said that Petaluma could meet all of its RHNA goals for the next **three** building cycles (*i.e.*, 21 years) *without building above 4 stories*. This Raimi + Associate agreed with me. We also agreed that, given that the population of the US, CA, and Sonoma, specifically, is dropping - we will likely be overbuilt in 10 years time. This will affect property values.
3. Also at the Land Use visioning meeting at Lucchesi, I spoke with Brian Oh. I suggested that, in lieu of building (only) very expensive "affordable" housing (at almost \$800,000/unit and at \$1 million/unit in Oakland where I work, for the State), that our City consider subsidizing existing rental vacancies - which I imagine would be far more cost effective and would provide some immediate relief for many seeking housing. My husband Lance Kuehne, who ran for council in District 6 - talked about this approach to providing affordable housing during his campaign. Brian Oh thought it was a good idea to pursue.
4. Incumbent Brian Barnacle was reelected with just 40% of the vote; by no means a mandate. Six out of 10 District 6 voters did not vote for Brian's vision for our City. Both Districts 5 & 6 have spoken clearly. It is time for our City to stop aggressively pursuing the interests of a few select CC members, the M Group consultants, and favored developers - and to pay strong attention to the citizens and taxpayers who live here, and who the CC members were elected to represent. Districts 5 & 6, along with many

other Petaluma citizens, do not want to see a blocky, 6-story hotel crammed into a small downtown lot, and do not want to see an overlay imposed on our historic downtown. Our voices matter.

<https://www.petaluma360.com/article/opinion/argus-courier-letters-grinch-stole-halloween/>



## Letters to the Argus-Courier, Nov. 15

On D Street's Halloween Grinches, the right egret, and other letters from local readers.

[www.petaluma360.com](http://www.petaluma360.com)

**From:** [Patty Paula](#)  
**To:** [-- City Clerk](#)  
**Subject:** Downtown Housing and Economic Overlay - public commentary  
**Date:** Monday, November 18, 2024 3:56:24 PM

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Hello,

My name is Patty Paula and I would like to submit a public comment to be read at tonight's City Council meeting.

I am not in favor of the proposed overlay for the city of Petaluma. It seems to me that by accepting this overlay the people who support it are trying to "reinvent" Petaluma. Petaluma does not need to be reinvented.

Change is necessary, but only well-thought out and common sense change.

This overlay will destroy our beautiful historic city; plain and simple.

One of the claims that I have heard supporting this overlay is that it will give the tourists and visitors who come to Petaluma a place to stay so they can walk in the Downtown areas. We already have a hotel which allows tourists and visitors to do that; The Hotel Petaluma, which is a well-preserved and refurbished building that was already in existence.

Here is something to think about: the tourists and visitors come to see our historic and well-preserved Downtown. It is unique and offers something very few towns in our country offer anymore.

If the people who support the overlay want to bring in more people and business for the merchants, how do you think it will help to ruin what tourists and visitors come here for; an historic, well-preserved charming Downtown.

Thank you for considering my thoughtful comments.

Sincerely,  
Patty Paula  
Petaluma, CA



**From:** [Sarah Ebner](#)  
**To:** [-- City Clerk](#)  
**Subject:** Public Comment - City Council  
**Date:** Monday, November 18, 2024 8:11:48 PM

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Hi City Clerk,

I have two public comments/ questions regarding the overlay outlined in the 11/18 council meeting:

1. Why is ground floor residential being proposed within the overlay zones? It seems like a difficult zoning use to provide activated pedestrian zones within the downtown area.
2. Per theme 7 pedestrian activation zones, it seems there's a missed opportunity in limiting activation zones to 2 or 3 sides of blocks as this risks a block 'turning its back' on a particular street. Are there design guidelines in place that promote more porous blocks like theater square or easements to promote trash, mechanical and misc. back of house functions from being street side for developments with 100% coverage?

Thank you,  
Sarah

Sarah Ebner | Architect AIA  
See Arch

w. [www.see-arch.com](http://www.see-arch.com)

c. 707.806.8800

**From:** [Scott Hess](#)  
**To:** [-- City Clerk](#)  
**Subject:** Regarding the hotel and overlay  
**Date:** Tuesday, November 19, 2024 12:09:30 AM

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Dear City Council members,

I would like to register my opinion advocating for the rejection the 6 story hotel as currently presented, as well as the seemingly connected overlay that would open our historic downtown to high rise buildings. I believe that these proposals are an intrusion into the General Plan process that should be addressing these projects and schemes in an integral, holistic manner. Petaluma is a gem that will only become more attractive with time if we manage to harmonize evolutionary growth with historic scale and beauty.

Sincerely

Scott Hess

[REDACTED]  
Petaluma  
[REDACTED]

PS. If the hotel is considered independently from the overlay -a 4 story design like the one below might be more appropriate. Four story hotels do manage to “pencil out” in other cities such as Healdsburg, Sonoma, Napa, and Santa Rosa.



**From:** [sue.conley](#)  
**To:** [-- City Clerk](#)  
**Subject:** Public Comment - City Council Hotel Downtown  
**Date:** Monday, November 18, 2024 3:53:57 PM

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Hello City Clerk,

I am writing to say that I encourage you to approve the new hotel on Petaluma Boulevard with a few conditions:

1. Improve the design—hire MAD architects (our other local designers) to lead the process
2. Do not make an overlay that will change zoning/height limits
3. Require valet parking using our existing public parking lot on the river

Thank you,

Sue Conley  
co-founder Cowgirl Creamery/Tomales Bay Foods

[REDACTED]  
Petaluma, CA [REDACTED]  
[REDACTED]