

Independent, Locally-owned businesses + Leveraging Zoning for Economic Resilience



David Keller

To: -- City Clerk; roger mcerlane; Blake Hooper; Nfrye46@gmail.com; brentnewell.petaluma@gmail.com; darren@petalumaplanning.org; Stephanie.blake@gmail.com; +15 others



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Tue 4/1/2025 1:31 AM

Dear Petaluma leaders -

As we look at supporting and strengthening our Historic Downtown as well as our existing shopping malls on both sides of town, the linked information here is highly relevant. It is a good introduction to developing policies, land use, zoning, incentives, constraints and other important details that are vital to Petaluma's success, both economically and also as a place to live and work. Our city can strongly support our locally owned and operated businesses, particularly as we are developing our new General Plan and zoning codes.

The Institute for Local Self Reliance (ilsr.org) is a fabulous resource for community and business research, actions and results. Please check this out as one facet of their work, useful in Petaluma:

Why Care about Independent, Locally Owned Businesses?

https://ilsr.org/articles/why-care-about-independent-locally-owned-businesses/?fbclid=IwY2xjawJUyURleHRuA2FlbQIxMQABHaLGcSvbc75PQhuhDbfhpDi3mK9vkwcuA6_gmODzXreAw02sjsykCpBiCQ_aem_WamVfpHCjzIidBDGP D3rOA

ILSR has much more very helpful and pertinent information, case studies and advice at their website, which will be very helpful to us as a community. We used a number of these concepts as we developed the Central Petaluma Specific Plan.

Please also take a look at video presentation by Kennedy Smith from The Institute for Local Self Reliance and The National Association of Regional Councils (narc.org) on local business support and development. Both of these organizations provide excellent support, research and advocacy for local economies.

Leveraging Zoning for Economic Resilience

<https://ilsr.org/articles/leveraging-zoning-for-economic-resilience/>

Thanks for taking a look - I welcome conversations about this information.

Enjoy -

David Keller

Petaluma River Council



Good evening City Council and City staff

We at Youngstown wish to take a moment to reflect on the life and the loss of Gloria Robinson.

Gloria was a force to be reckoned with. She brought the power of change and inclusivity forward with respect, diligence and resilience.

Recognized by so many cities, counties and state leaders, Gloria humbly called Youngstown home.

When faced with the attacks on our senior community Youngstown, Gloria used those relationships to connect us and enable us to fight against greed and Elder Abuse that became commonplace by park owners for over 3 years now.

Gloria never spoke of the impressive hard work “good trouble” she had been engaged in for decades she taught us the path through action and relationship building.

3 months ago, Gloria sat at our super chapter meeting, making sure her membership to GSMOL was renewed and she volunteered to be on a committee to help.

In her health challenges Gloria was still thinking of the greater good of her fellow neighbors.

Personally, she gave me the ability to walk in her big shoes and reminded me that anything is possible when the change you seek is based on truth, community and inclusion.

Gloria's faith was unwavering and there is no doubt that she will be the angel now lifting us up and empowering ourselves to equity and to the outcomes that benefit the greater good of our community.

To borrow another community member's condolences to Gloria's family

Rest in Power Gloria as you sit in the loving arms of God

As residents from impacted mobile parks here in Petaluma we direct our comments mainly for the purpose of recording the harm, retaliation and abuse of all of our residents in Little woods, Youngstown and Capri.

It takes a village to stand up, maintain and change the direction of abuse.

We have been and continue to advocate for the defending, enforcing and strengthening of laws, ordinances and protections.

Little Woods residents are suffering great loss to their community and to their ability to simply exist and take care of their families.

Hard to witness the loss and reduction of another amenity like parking, the loss of control over the future of your own mobile home, the loss of the money it takes to legally just merely stand up for an ordinance, a law or a protection that was enacted to prevent harm.

The mental anguish to seek a safe place to park, the mental anguish of yet another notification from park owners claiming the park is closing. The mental anguish of yet another court fight to maintain the non-increase of ground rent.

Yet, these residents who humbly live within their means are fighting hard for their future and their ability to keep a roof over their children's and their parents' heads. The mobile home they purchased with hard earned money must be protected from GREED and GOUGING.

City of Petaluma, Little Woods residents are grateful for the letter they received last Friday.

For a moment in time, they felt HOPE.

Residents are finding a way to put one foot in front of the other but the mental health challenges continue to increase.

Capri residents are also faced with multiple attacks on their community and loss and reduction of services like parking, increased ground rents, overcharges, legal challenges and now a state inspection do worry. Imagine waking up each day to try to concentrate on your job, your family even your health and wait for the next assault on your small community.

Grateful though that nonprofits like Rebuilding Together Petaluma see the need, react to potential challenges and come up with a solution to allow residents to go on the offense against violations or unsafe living conditions.

Heavy lifting going on from these partnerships who seek to Support and Safeguard any community resident regardless of their net worth.

Youngstown residents feel the years now of abuse and retaliation but continue to fight back to maintain and enhance the protection that were voted in for all 7 mobile parks in Petaluma.

While we continue to find the money and the resolve, we seek to humbly make changes that will help our fellow mobile park residents throughout our county, and notably across our state.

We Petaluma Mobile Residents United are grateful for the thoughtful enforcements, litigation and intent to defend lawful ordinances and zoning and never take those for granted.

We know that the City of Petaluma stands as the beacon of light for all mobile park residents who now find themselves owned by large investment groups who seek to remove any protection or ordinance that stands in their way of greed. We know that you will always diligently verify facts and react according to the intended purposes of your city ordinances and zoning.

We are proud once again to call Petaluma home where you are not judged by the amount of money you earn, the amount of money in your bank account or the type of job you have.

Petaluma sees every resident as the power of the people to increase, engage and make a difference in this city we choose to call home. We may not always agree but we are always allowed our voice.

The heart of Petaluma exists.

We see it every day in community nonprofits and community members reaching out.

We are Petaluma Mobile Residents United Strong



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March 12, 2025

Via email and US Mail

RECEIVED

Petaluma City Council
15 English Street
Petaluma, CA 94952

MAR 20 2025

CITY CLERK

Dear Petaluma City Council:

My firm represents four downtown buildings in our historic downtown area which we manage.

I am writing to encourage you to listen to the community by placing a Voter's Initiative on the ballot to limit the height of buildings being constructed to four stories and require new development to provide adequate parking for their projects.

The existing downtown businesses are dependent on street parking and the parking provided by the Keller St. Parking Garage, A Street Parking lot and the Theatre Square garage. The existing buildings, through bonds and special assessments, paid for this parking.

Our downtown businesses are dependent on Tourism and Crosstown business which is dependent upon the charm and vibrancy of our downtown. These customers are not looking for the San Francisco experience nor to replicate the ambiance of the Reno Casinos. Limiting the height of buildings to four stories will preserve the Petaluma Experience. Additionally, low-cost housing does not develop projects over four stories due to construction costs (steel vs. wood-frame construction).

Until the Voters of Petaluma are allowed to cast their ballot, I would respectfully request that the City Council vote no on any Ordinance that forwards the "Overlay District" which corrupts our Community.

Sincerely,
Nexus Realty Group, Inc.

A handwritten signature in blue ink, appearing to read "Bryant R. Moynihan", is written over the typed name.

Bryant R. Moynihan, President