

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

Tuesday, September 24, 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.

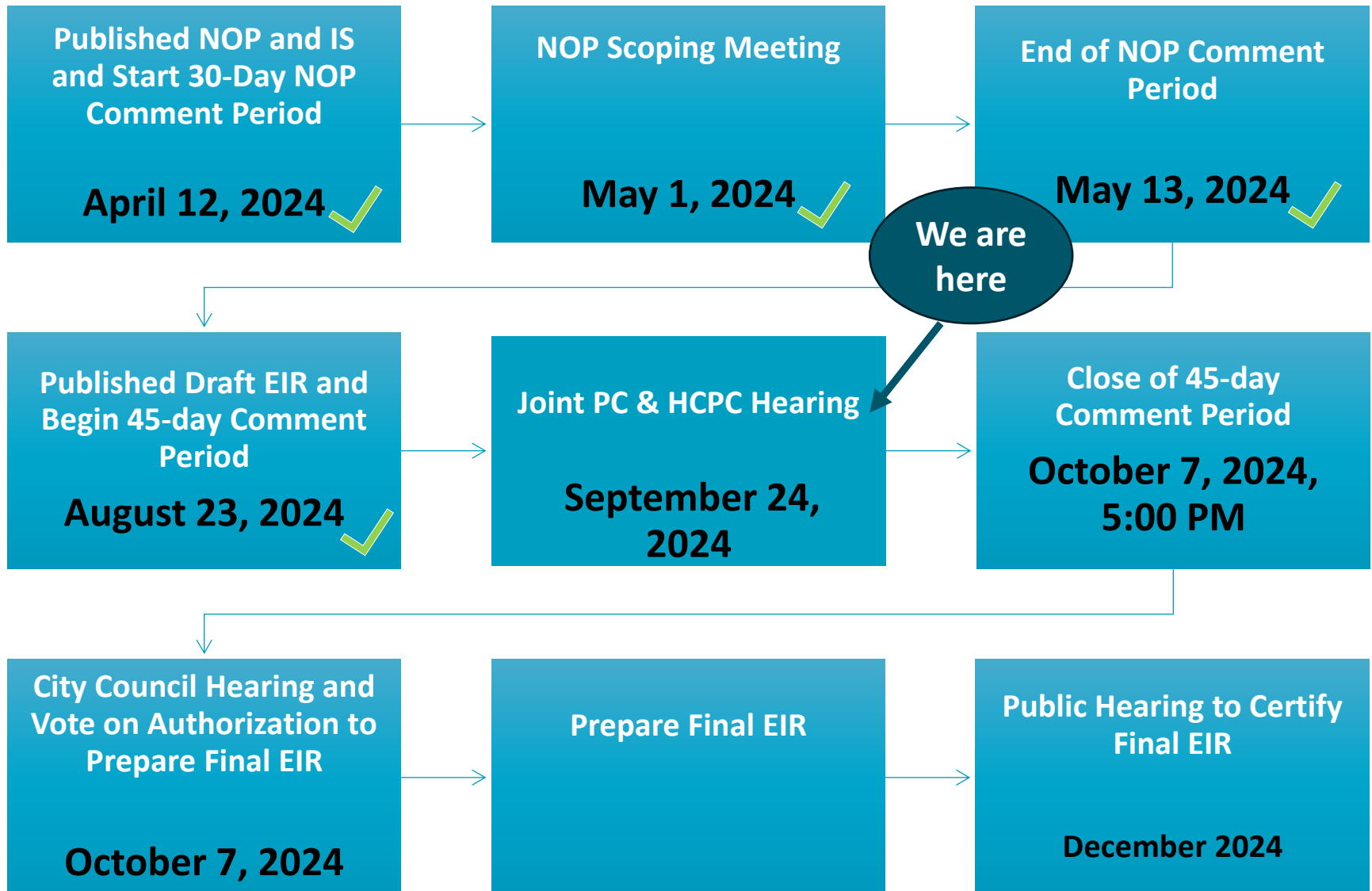


Purpose of CEQA

- 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
 - Grant project approvals/entitlements



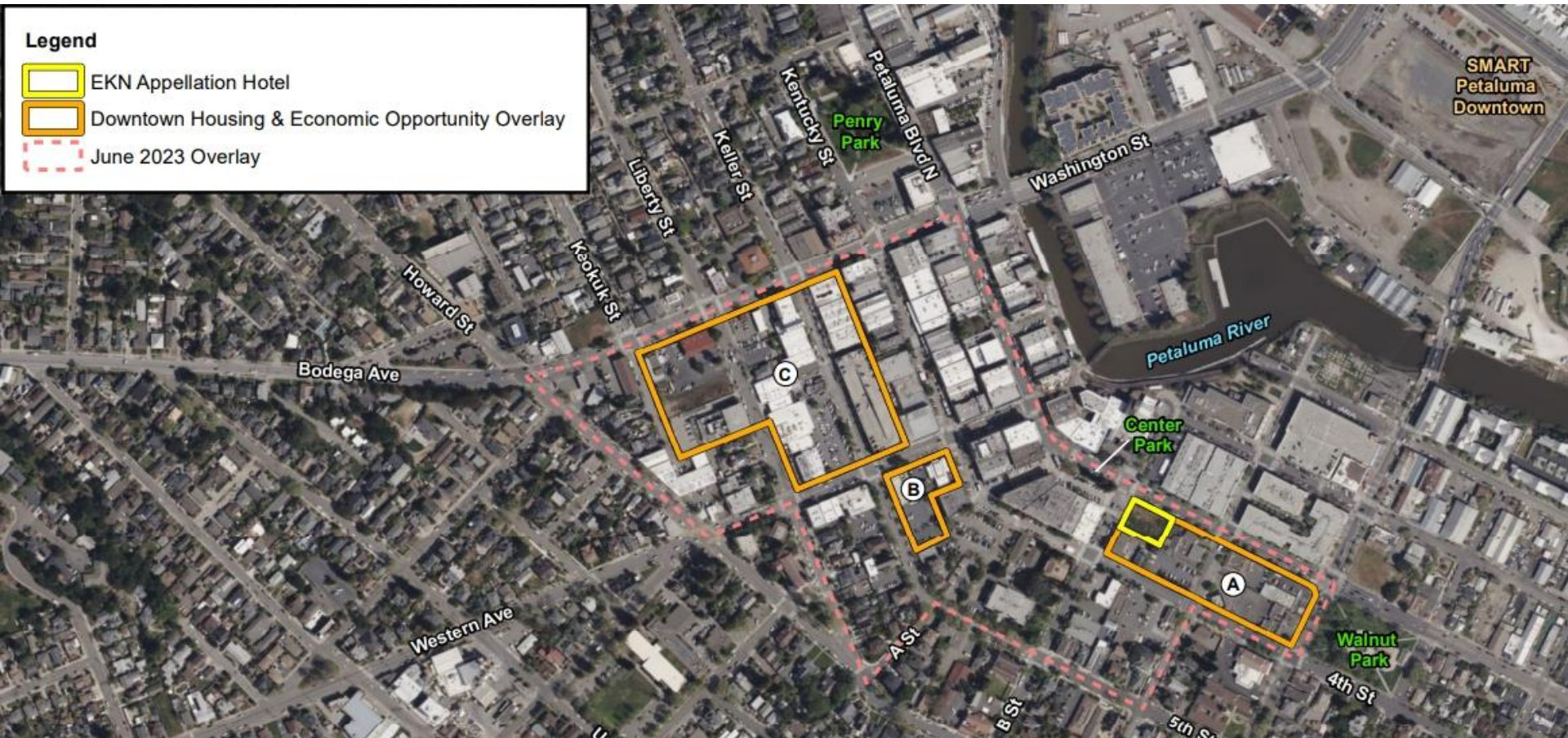
Environmental Review Timeline



Local Vicinity Map

Legend

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



General Plan Land Use



Historic District Area Boundaries



Overlay Project Background and Opportunity Sites



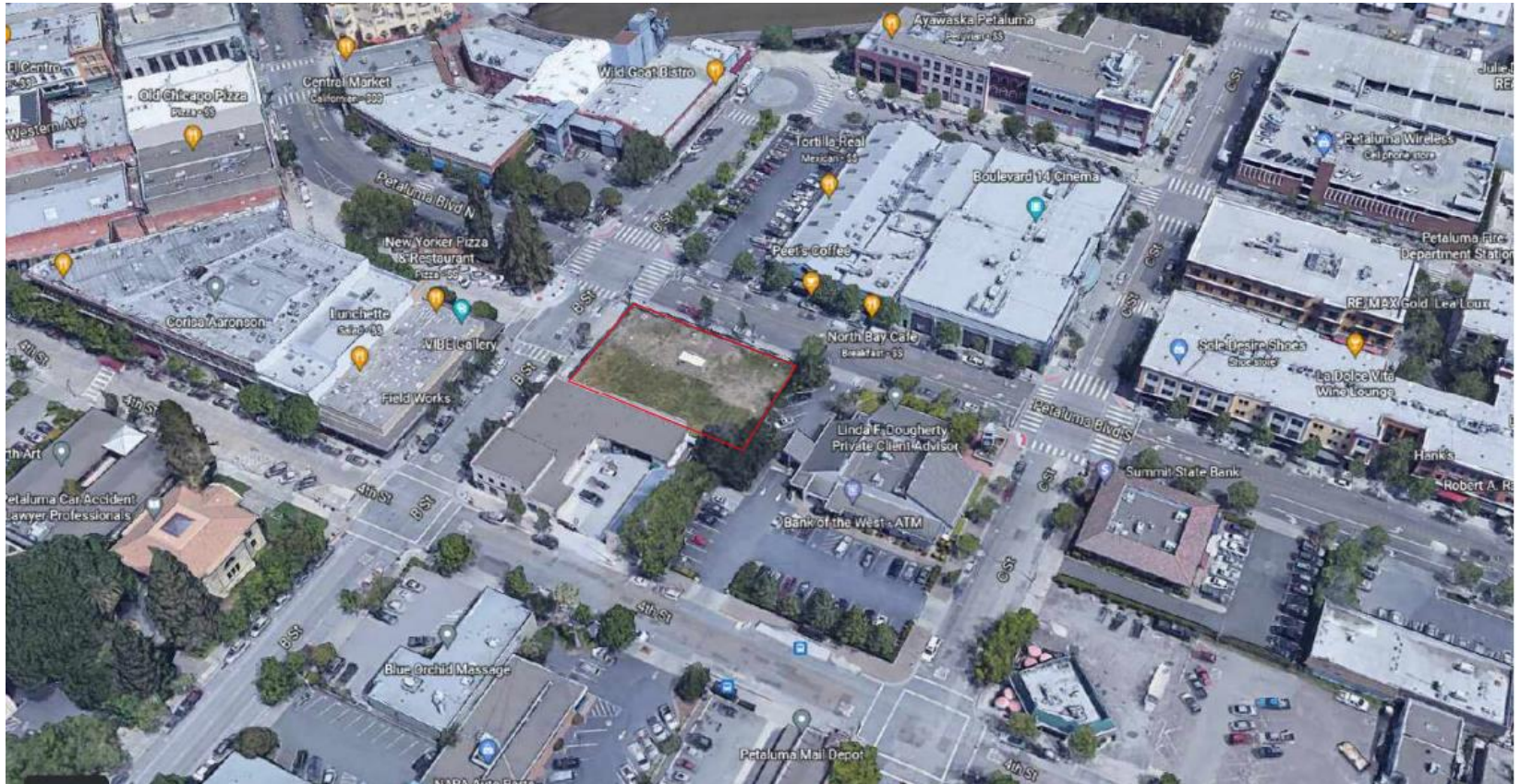
Proposed Overlay Features

- 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:

- Agriculture and Forestry
- Air Quality
- Biological Resources
- Geology/Soils
- Greenhouse Gas Emissions
- 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)



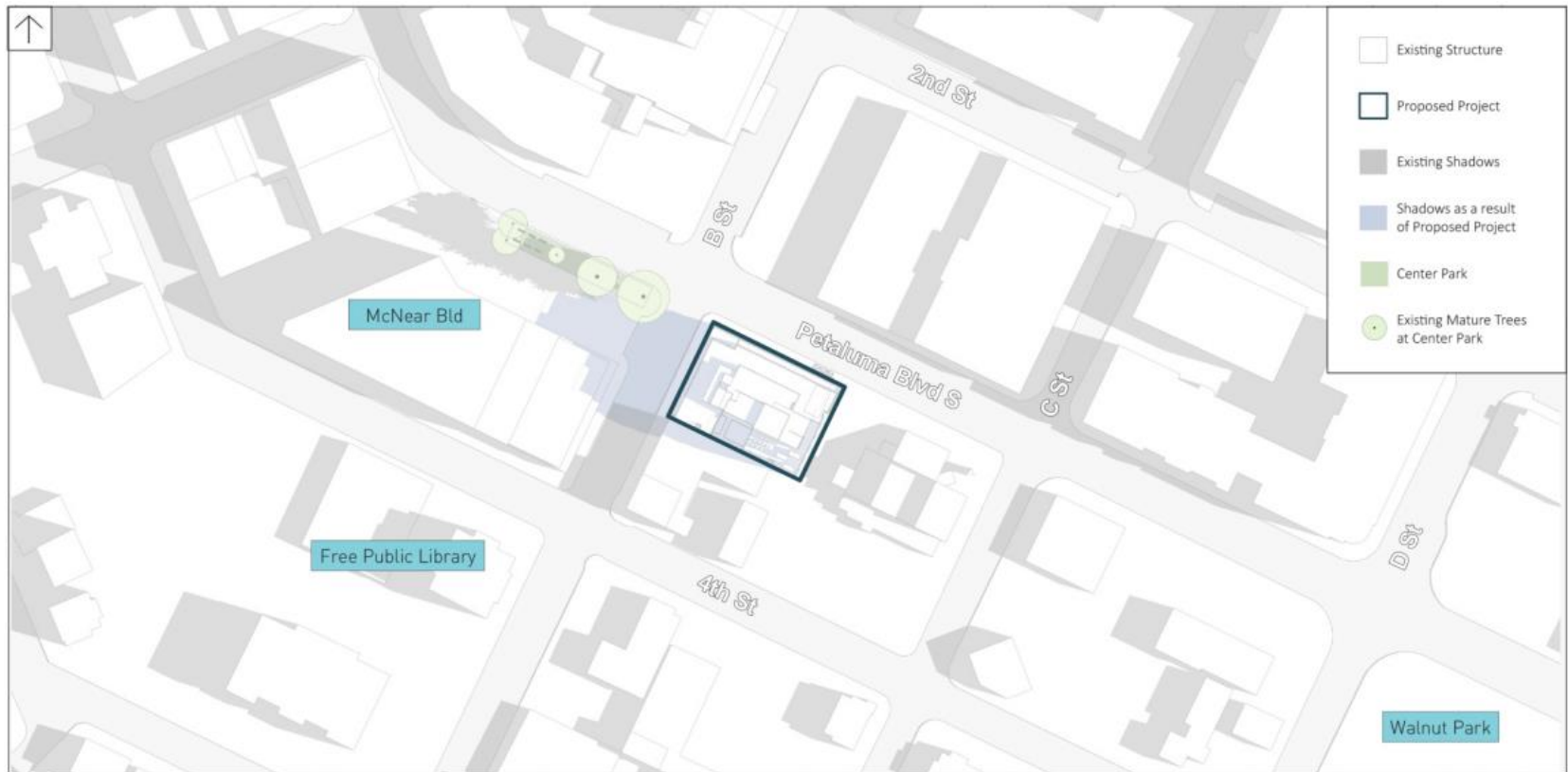
Visual Simulations Viewpoint 6 from B Street and 5th Street



Visual Simulations Viewpoint 7 from B Street and 4th Street

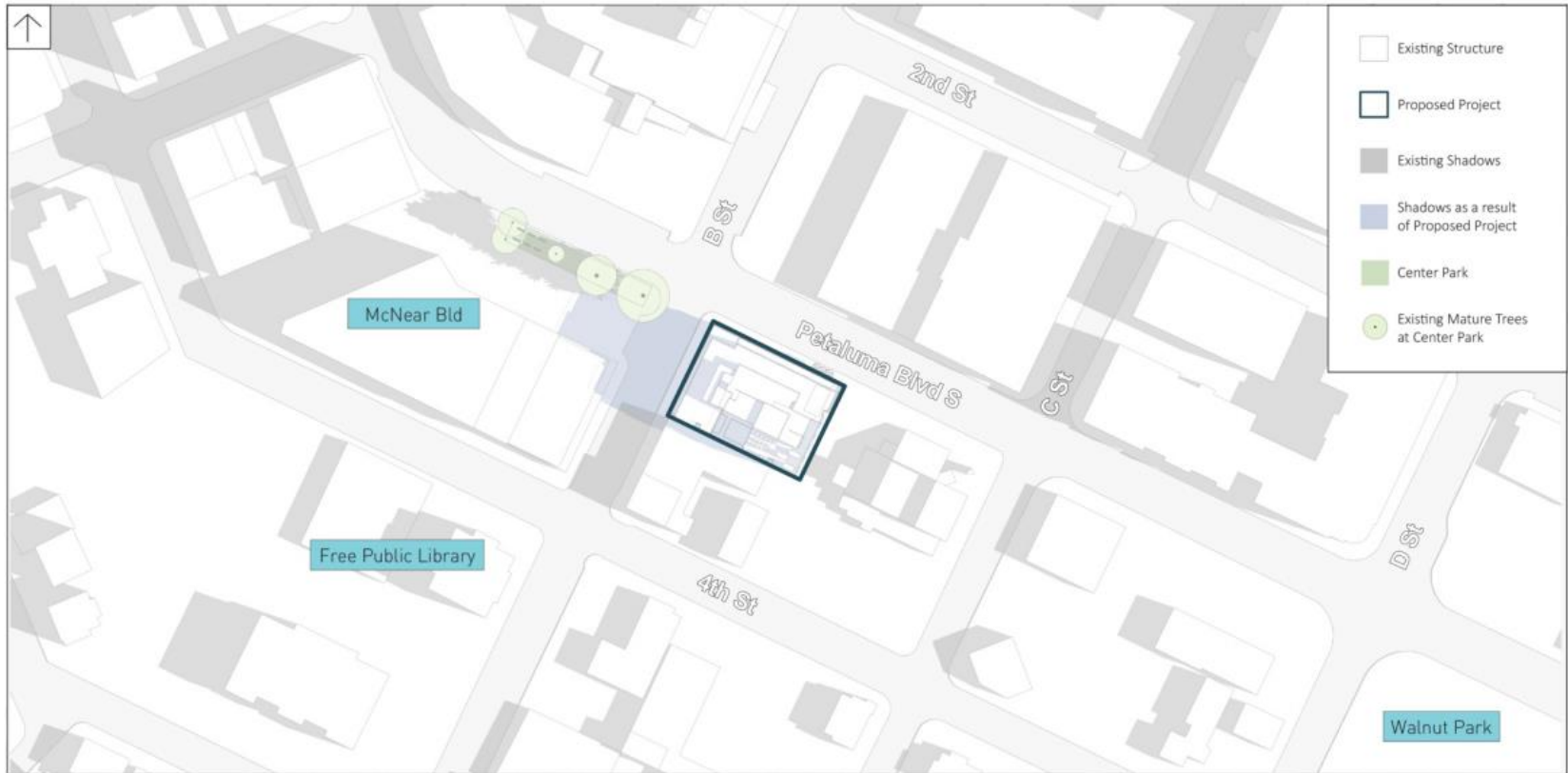


Informational Shadow Analysis Spring Equinox Morning (9AM)

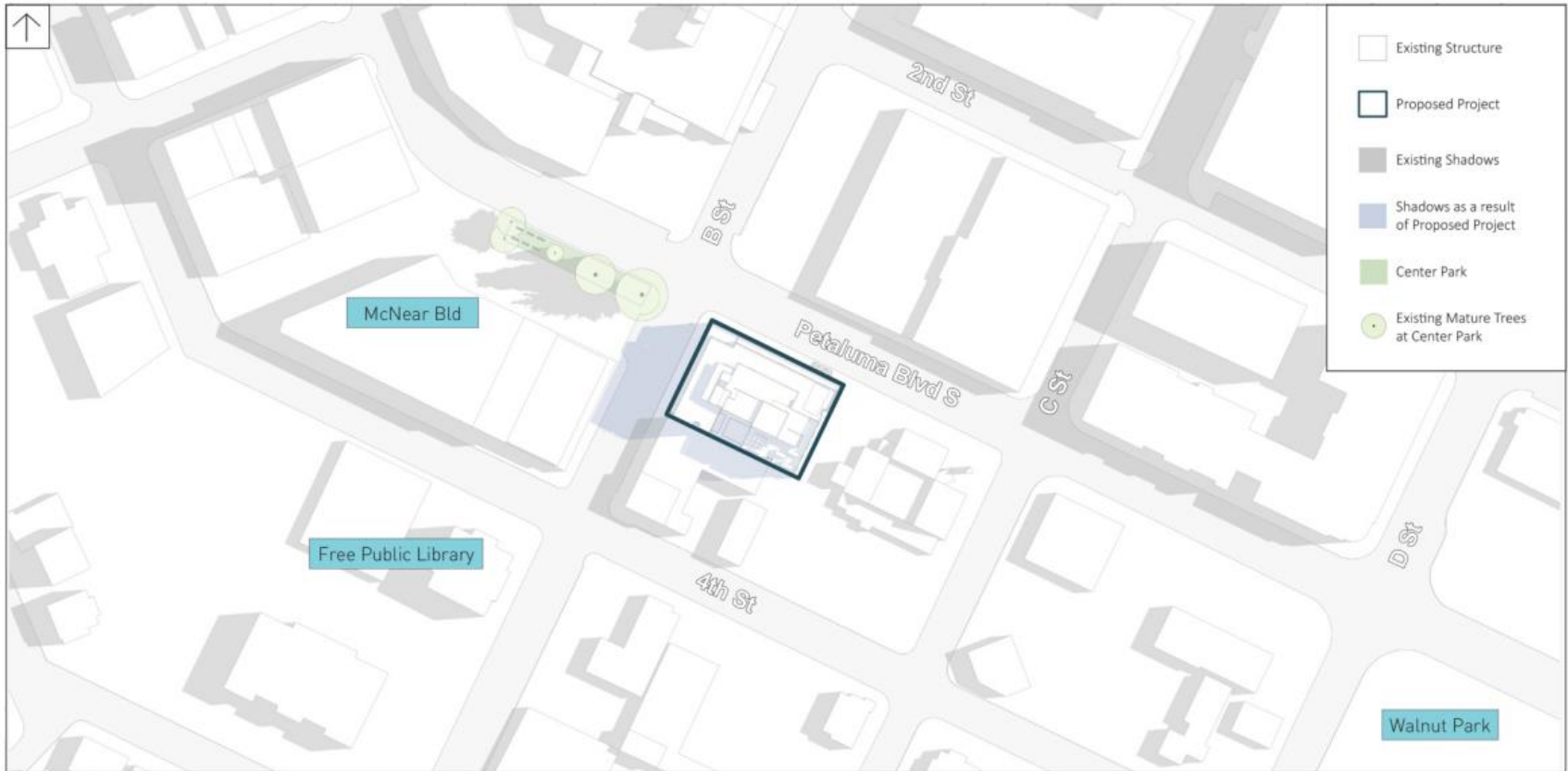


Informational Shadow Analysis

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.
- MM CUL-1a through CUL-1e requires evaluations, compliance with 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
- CEQA, Petaluma Historic District Guidelines and Secretary of the Interior Standards

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)



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

Review Timeline

**Workshops/Study
Sessions/ Public Hearing**

Jan 2023-Oct 2023



CEQA EIR Review

Jan 2024 – Ongoing

**We
are
here**

**FEIR Certification
City Council**

Dec 2024

**Project GP + Zoning
Amendments
City Council**

Dec 2024

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

Jan 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 and recommends to Council on Final
 - 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)
 - Considers Tree Removal Permits

Public Comment

- Comments should focus on analyses within the Draft EIR
- Speakers are encouraged to provide written comments by or before **October 7, 2024 by 5 pm**
- Council public hearing on DEIR **October 7, 2024**
- The Final EIR will include a response to all comments received that address the environmental analysis.

Recommendations

- Consider adequacy of the DEIR
- Receive public comment on the DEIR
- Provide comments on the DEIR
- HCPC to recommend by motion to PC
- PC to adopt resolution (Attachment 1) recommending that the City Council authorize preparation of the Final EIR