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# 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

<b>Date</b>	<b>Meeting Type</b>	<b>Meeting Body</b>
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



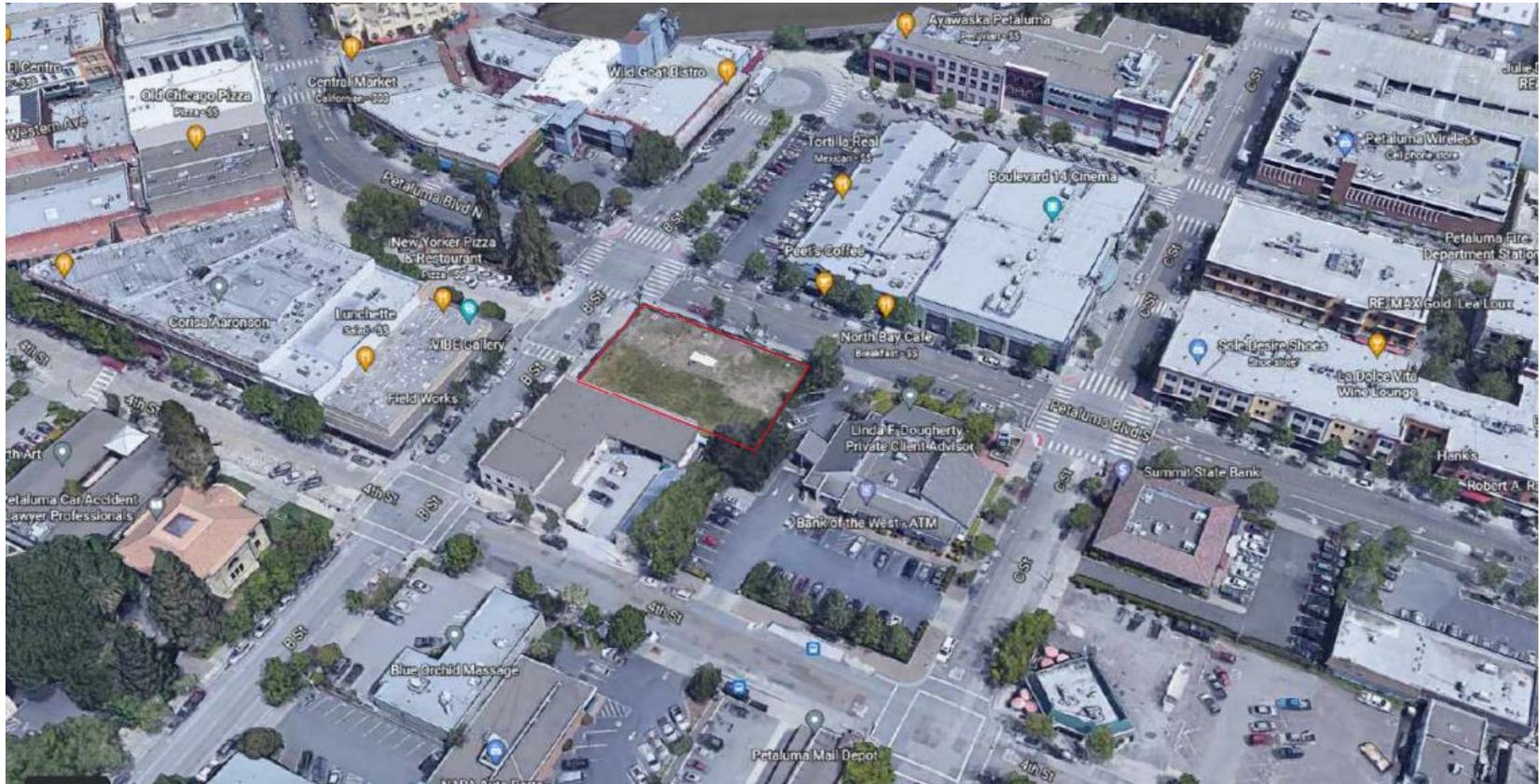
# Proposed Overlay Features

- 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 2<sup>nd</sup> Street and B Street



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



# Visual Simulations Viewpoint 6 from B Street and 5<sup>th</sup> Street



# Visual Simulations Viewpoint 7 from B Street and 4<sup>th</sup> Street



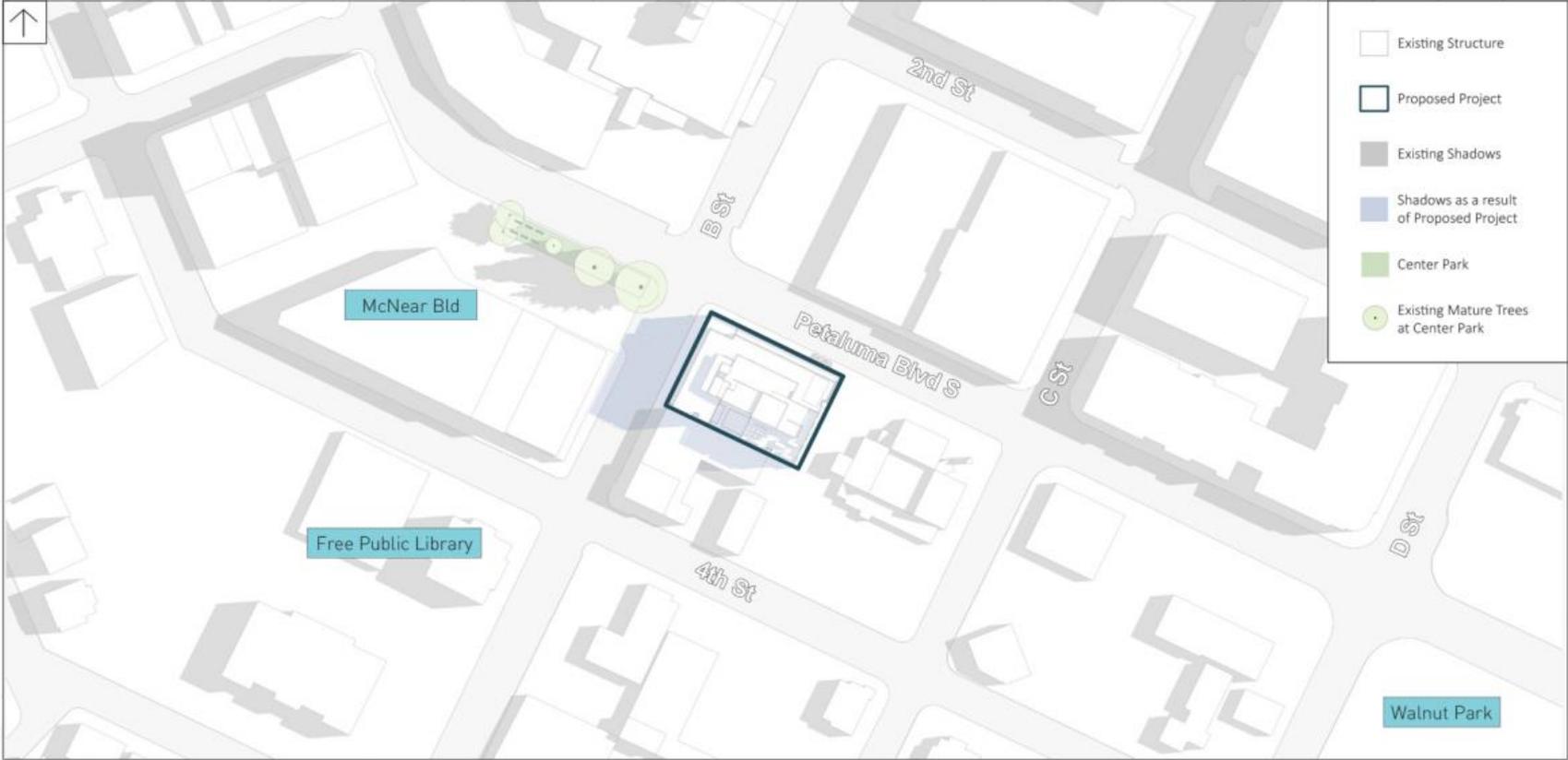
# Informational Shadow Analysis Spring Equinox Morning (9AM)



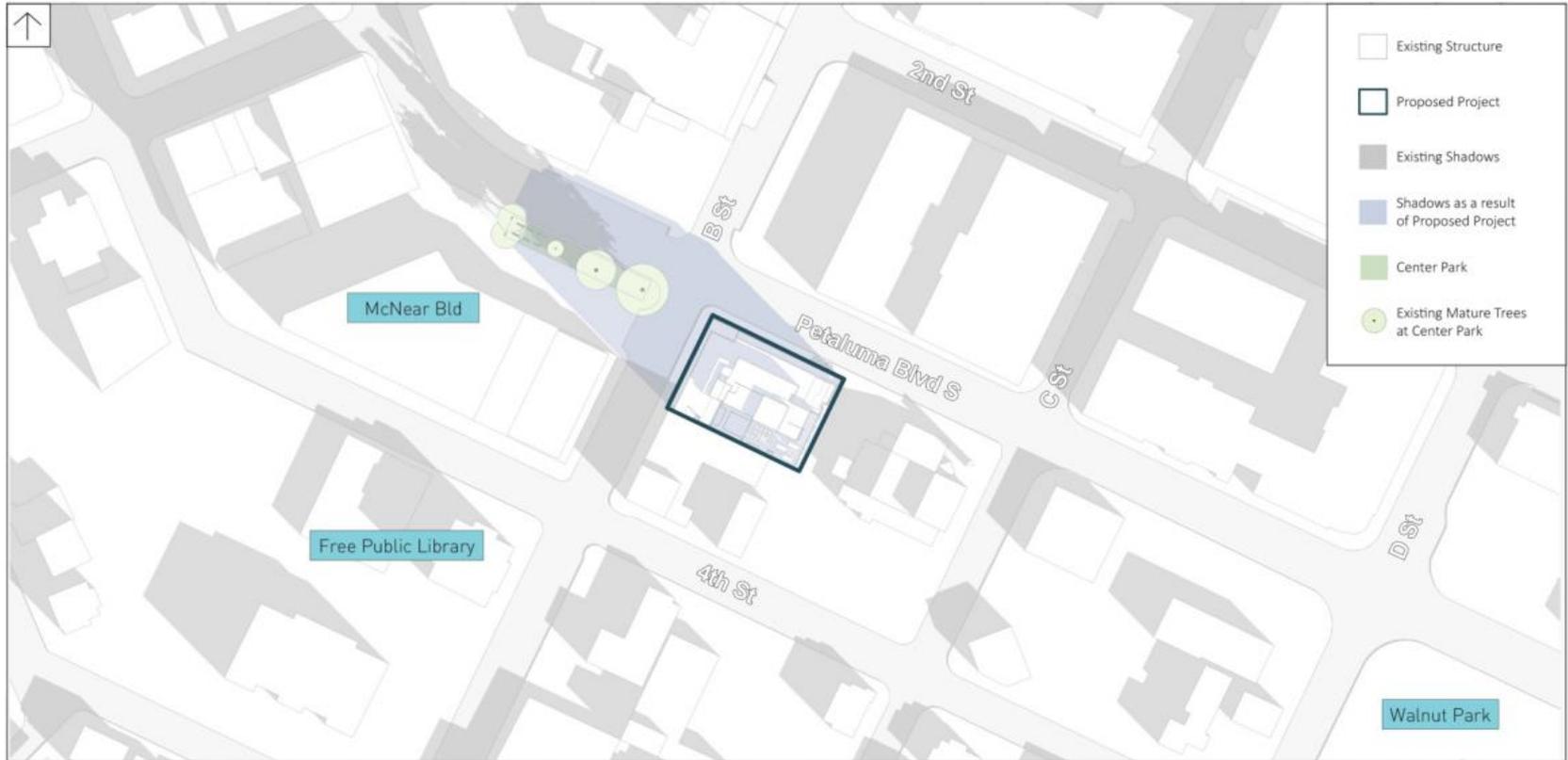
# Informational Shadow Analysis Fall Equinox Morning (9AM)



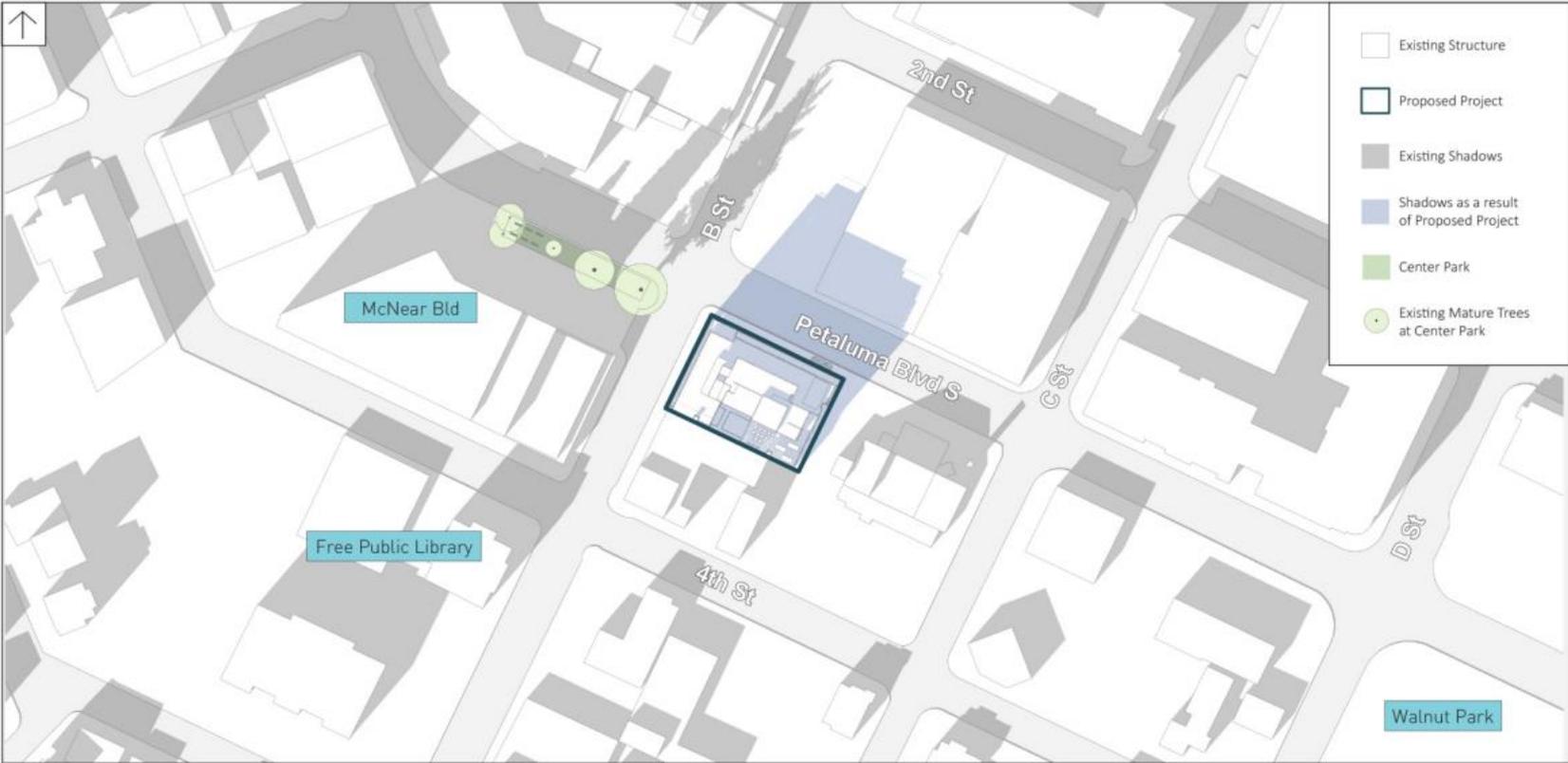
# Informational Shadow Analysis Summer Solstice Morning (9AM)



# 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

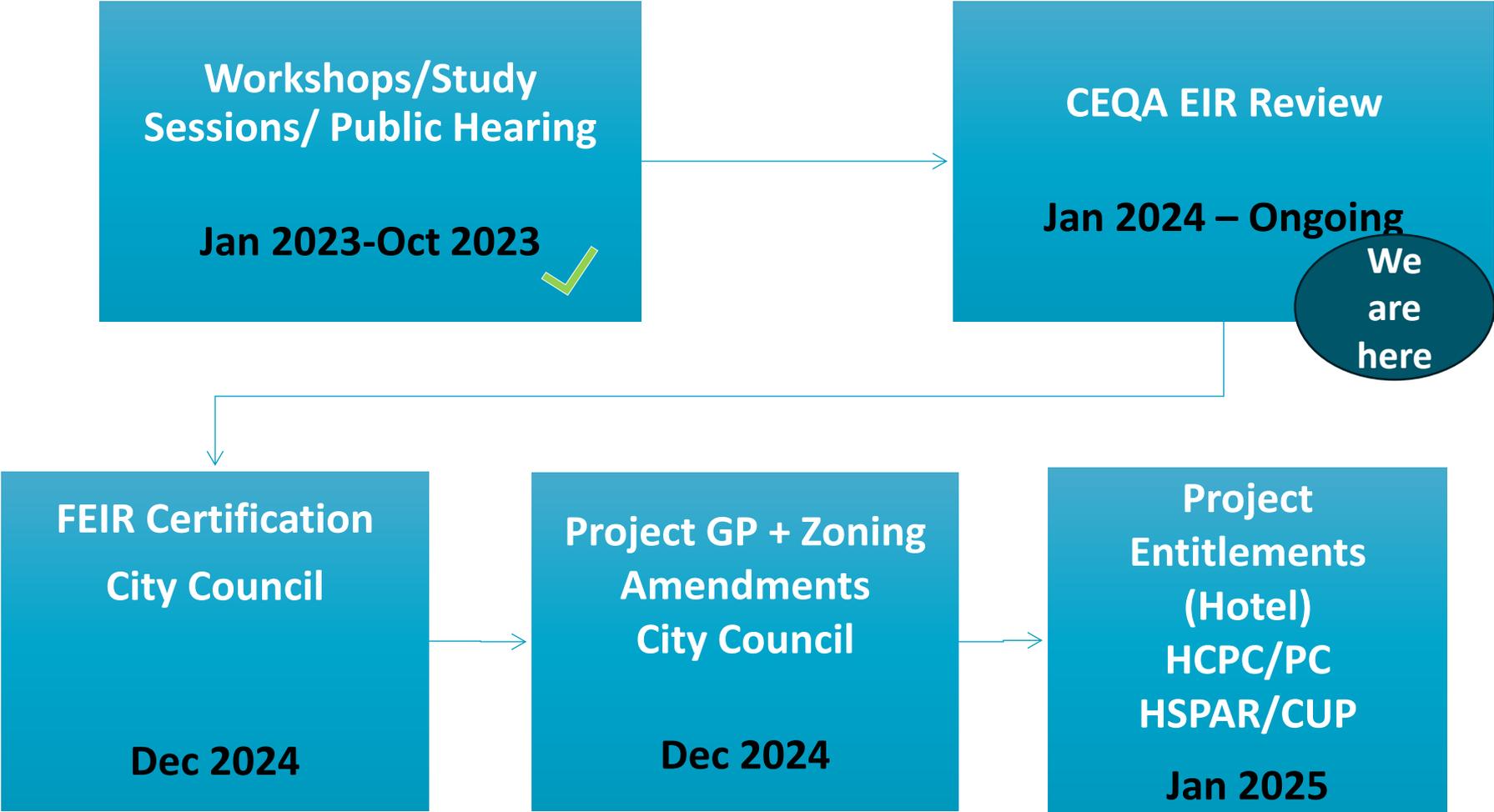
## Alternatives Evaluated

- 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



# 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