

From: [David K \[REDACTED\]](#)
To: [McDonnell, Kevin](#); -- [City Clerk](#); [Petaluma Planning](#)
Subject: Comments on Story Pole Agenda #9, and IS/MND Proposed EKN Hotel and Downtown Zoning Overlay
Date: Monday, November 6, 2023 3:24:57 PM
Importance: High

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Nov. 6, 2023

RE: Story pole decision, Agenda Item #9, Nov. 6 City Council Meeting
And, Comment on IS/MND, Proposed EKN Hotel and Downtown Zoning Overlay Projects.

Dear Mayor McDonnell and Members, Petaluma City Council:

Tonight you are considering approval of a requirement for the EKN Hotel proponents to install story poles on their proposed location at B St. and Petaluma Boulevard North. This is in advance of additional CEQA hearings on the IS/MND at the Planning Commission and City Council for the "Downtown Housing & Economic Opportunity Overlay and EKN Appellation Hotel" projects.

Part of the purpose of CEQA is to have the public, stakeholders, and decision makers - i.e., you, as City Council members, and Planning Commissioners as a recommending body - fully informed of the impacts to the environment prior to making your decisions on these Projects. Story poles help do just that. Without them, your considerations and decision-making will be jeopardized as being significantly incomplete.

The public, stakeholders, business owners and property owners affected by these Projects would be very well served by requiring the EKN developer/applicant to clearly show the size, scale, mass, and scope of their proposed 6-story hotel. This would help the community better understand just what is being proposed within the CEQA process and requirements.

You have a proposal from California Story Poles, an experienced and reputable firm, to construct story poles within the limits the property lines. This is normally a cost paid for by the development applicant, and one that is easily a small portion of their development application, modifications, and lobbying for their Project. Unfortunately, staff did not contact the company to have a representative present to answer any questions for tonight's consideration of their contract and bid [confirmed via my personal communication with the company, this afternoon].

The following is a list of cities and local governments who have had story poles placed for significant projects, as listed on the CaliforniaStoryPoles.com website:

2021 [California Story Pole Installation](#) | Southern California Story Pole Installation | [Los Angeles Story Pole Installer](#) | [Orange County Story Poles OC](#) | [Huntington Beach](#) | Hermosa Beach | Manhattan Beach | Playa del Rey | [Beverly Hills Story Poles](#) | [Rancho Palos Verdes](#) | Del Mar Story Poles | [Huntington Beach Story Pole Installer](#) | [Dana Point Story Poles](#) | [Newport Beach Story Poles](#) | Seal Beach | Encinitas | [Laguna Beach](#) | Costa Mesa Story Poles | La Jolla | Sunset Beach | [Los Gatos Story Pole Policy](#) | [Cupertino](#) | [Palo Alto](#) | [Montecito](#) | [Santa Barbara Story Pole Installation Company](#) | [Los Altos Hills Story Poles](#) | Half Moon Bay | [Story Poles Mammoth Lakes](#) | Santa Cruz | Santa Clara County Storypoles | Santa Fe | Mill Valley | Emeryville | [PCH Poles](#) | Petaluma | [Orinda Story Pole Installer](#) | Carlsbad Story Pole | [Solana Beach](#) | [La Canada Story Poles](#) | [La Canada Flintridge](#) | [Pacific Palisades](#) | [Dana Point](#) | Brisbane | [City of Larkspur](#) | [Glendale Story Pole Installer](#) | [San Diego Story Pole Installation](#) | San Clemente | Belvedere | San Carlos | [Monte Sereno](#) | Capistrano | El-Cerrito | Petaluma | Richmond | [Marin](#) | [Sausalito](#) | San Luis Obispo | [Half Moon Bay](#) | [Town of Hillsborough](#) | [City of Saratoga](#) | [San Mateo County](#) | Burton Ridge | San Rafael | [Berkeley](#) | [City of La Habra Heights Story Poles](#) | [San Francisco Story Pole Installation Company](#) | San Carlos | [Palm Desert](#) | Goleta | [Palm Springs](#) | Sun Valley | Beaufort | Albany | Florence | Grover Beach | Healdsburg | Moraga | Seaside | Pinole | Long Beach | Rancho Estates | [Big Sur](#) | Los Cerritos | Belmont | [Burlingame](#) | [Calabasas Storey Polls](#) | [Bolinass Storey Polls](#) | [Tiburon](#) | Cotati | Oak Grove | [C-Story Poles](#) | [Pleasanton](#) | [Dillon Beach](#) | [Piedmont](#) | Menlo Park | Clayton | Martinez | Novato | [Pleasanton](#) | Mission Viejo | Moraga Story Pole | San Clemente | [Lafayette](#) | [Monterey](#) | Pacific Grove | Oceano | Morro Bay | Oceanside | [Laguna Beach Story Pole Installation](#) | [Long Beach Story Pole Installation Contractor](#) | [County of Santa Clara Story Poles](#) | [Orange County Story Pole Installer](#) | [PCH Poles](#) | [Pasadena](#) | [Corte Madera Story Pole Installation](#) | Brisbane | [Saratoga Storypole](#) | [La Harba Heights Storypole](#) | Miramar Story Pole Installation | [San Francisco Story Pole Installation Company](#) | [Ventura C Story Poles Santa Barbara](#) | [South Coast Story Poles](#) Guidelines | [Mulholland Design Review Board Guidelines](#) | [LA Story Poles](#) | [Palm Springs Story Poles](#) | [Portola Valley Story Pole Contractor](#) | [Petaluma Story poles](#) | [Seaside Story poles](#) | [Carmel Story poles](#) | coastalstorypoles | silhouettebuilders | blake story poles | coastline storypoles | [Richmond Story poles](#) | [Laguna Niguel Story poles](#) | [Rolling Hills Estates Story poles](#) | [Malibu Story poles](#)

I hope that you will join this list as a city that values a well-informed public, especially within the framework of CEQA. The City's 2005 Resolution allowing you to require story poles is already in your hands. I firmly believe that failure to require and install the story poles for the Hotel Project would lead to a significant erosion of trust in our local government's commitment to have an informed public prior to your decisions on the Projects, for what is proving to be a very controversial and contentious set of proposals.

You can chose to help Petalumans understand what is being proposed, far better and more accurately than any set of the proponent's architectural renderings, street maps, models, or signs.. The hotel, if reasonably well constructed, is a building that could last 50-100 years, within our famous National Register Historic Commercial District and adjacent historic buildings and streetscape.

You have a choice to take this opportunity for transparency and accurate information. Or you can insist, wrongly, that architectural renderings - i.e., p.r.

pieces from the applicant - are sufficient to have an informed public and for you to make informed decisions.

Thank you.

Sincerely,
David Keller
Petaluma River Council
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Petaluma, CA [REDACTED]

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