PACIFICA HAYSTACK MIXED USE PROJECT

WASHINGTON, COPELAND, D AND WELLER STREETS
PETALUMA, CALIFORNIA

PROJECT STATEMENT

APPLICATION FOR PROJECT APPROVAL

January 31, 2019

Property Owner / Developer:
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San Diego, CA 92110

Project Design Team: Abbie Hawkins and Rick North, Pacifica Companies
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Table of Contents

PROJECT SUMMARY DESCRIPTION

1. The Haystack Mixed Use Project is located in west Petaluma, CA on a largely vacant 4.10-acre site bordered by Washington, Copeland, D and Weller Streets. The project encompasses an entire block, with the exception of a parcel fronting Copeland Street that has an existing single story metal industrial building owned by Eleanor and Melvin Lafranchi and Diane Boccaleoni, which is not part of the project.

2. The parcel is an urban infill site located within the urban growth boundary of Petaluma. It is also near the junction of major arterial streets, adjacent to a public transit hub, within easy walking distance to the commuter rail station, overlooks the turning basin of the Petaluma River, and is close to many restaurants, shops and entertainment venues in nearby historic downtown Petaluma. This site provides a unique opportunity to provide much needed housing for the City of Petaluma on a parcel that is adjacent to public transit and does not threaten Petaluma's valued open space.

3. The project is designed in accordance with the long range plans governing the area which envisioned a high density, mixed-use development of this parcel. These plans include: Petaluma General Plan, the Station Area Master Plan (SAMP), the Central Petaluma Specific Plan (CPSP), and the SmartCode.

4. The project site is zoned for high-density infill development with the majority of the site designated in the CPSP/SmartCode as a "T-5" transect (2 Stories min., 4 max.) (CPSP) with small areas at Washington Street and D Street defined as "T-6" areas (3 Stories min., 5 max.)

5. The project proposal consists of a mixed-use residential and commercial development. There are 178 residential units including studio, 1 bedroom, 2 bedroom and 3 bedroom offerings. Designated for this project is 15% of the residential units to be "affordable" rental units offered at 80% AMI. The project also consists of commercial and amenity space distributed throughout the project at ground level. The project is in compliance with the zoning for the area.

6. The project site is divided into two halves separated by a new transverse street as is called for in the plans of the CPSP and the SAMP. The 2 buildings are designed to be a cluster of buildings using three distinct architectural styles that complement one another. The buildings are designed to wrap around the parking structures to shield them from view, referred to as a "Texas Doughnut". Above the parking structures are two elevated landscaped terraces at the second floor level that offer amenity space and screen the parking areas from view from above. Additionally, the project features multiple pocket parks on the ground floor to enhance the pedestrian experience and create meeting spaces.

7. All residential units are provided with at least one parking space inside two, 2-level parking garages. Parking for the residential and commercial portions of the project are fully in compliance with, and actually exceed, code requirements. There are 209 spaces required for the project and 242 spaces are provided. The project also features secure and outdoor bike parking options for residents and guests.

8. The project design will meet or exceed the requirements of CALGreen (California Green Building Code) as adopted by the City of Petaluma.

COMMUNITY CONTEXT AND SITE HISTORY

The Haystack Mixed Use Project is located in west Petaluma, California, the gateway city to Sonoma County. One of the oldest cities in the county, Petaluma was a gathering and river crossing point for native peoples, a garrison site during the Spanish occupation of California, and during the Gold Rush a river-born shipping and rail port for game and produce heading to San Francisco. The project site is proximate to the turning basin that marks the end of the navigable portion of the Petaluma River. The waterway is kept navigable by the Army Corp of Engineers and continues to be used for both commercial and recreational navigation. Petaluma's historic downtown, less than a ¼ mile walk from the site, has iron-front commercial buildings and Victorian era homes and the city has several times served as backdrop for movie productions.

The project site, largely empty save one corrugated metal warehouse, was formerly the location of commercial buildings, warehouses and a rail-car repair barn that supported rail traffic along the north-south rail line extending from Marin through northern Sonoma through the late 19th and 20th centuries. The subject site had a rail line of the interurban electric Petaluma and Santa Rosa Railway providing both passenger and freight service. Another railroad line, which runs on a separate parcel approximately one block east of the project site, is currently managed by the Sonoma-Marin Area Rapid Transit District (SMART) and has recently resumed commercial, commuter and excursion passenger traffic through Sonoma and Marin counties. The historic Petaluma rail depot, an easy five minute walk from the project site, once again serves Petaluma as a rail station. Passengers boarding in Petaluma will be able to travel to ferry and bus transfer points in southern Marin, making commuting to San Francisco enjoyable, ecologically sound and time efficient.

The project site abuts Washington Street the major arterial road that links Petaluma to western Sonoma County and connects east and west Petaluma. Washington Boulevard provides a direct route to Highway 101. Petaluma and Sonoma County recently completed a transit hub for local and regional public bus transit along Copeland Street which abuts the site to the east.

The project site is centrally located in the Central Petaluma Specific Plan (CPSP) area and Station Area Master Plan (SAMP) area, and is zoned for mixed use. Both of these plans identify the Haystack site as key development opportunities to create a walkable, "transit-oriented development (TOD)" site. The site is near the junction of major arterial streets, adjacent to a public transit hub, within easy walking distance to a future commuter rail station, overlooking the turning basin of the Petaluma River still carrying water-borne traffic, close to many restaurants, shops and entertainment venues in the charming historic downtown, and zoned for high-density infill development.

HAYSTACK SITE OPPORTUNITIES AND CONSTRAINTS

It is unusual to find a largely undeveloped tract of land at a central location in a long established community having the advantage of prime location. The Haystack site is such a site.

It is proximate to the Petaluma River, the historic downtown, the historic rail depot, a transit mall, and a stopping point on a new light rail running through Marin and Sonoma Counties.

The site presents an opportunity to provide much needed housing on a parcel of land that is within the urban growth boundary, is an urban infill site that is well located in terms of existing infrastructure and is adjacent to a variety of public transit options.

Mixed-use development that promotes a walkable/bikeable environment can add vitality to a downtown, increase private investment, lead to higher property values, promote tourism, and support the development of a good business climate. In addition, according to a report prepared by Smart Growth America, tax revenue can increase up to 10 times, on average, with the introduction of mixed-use development to a community.

Reducing sprawl and building communities where residents have access to alternative transit modes reduces car usage, positively impacting the environment. In addition, this type of built environment is an important, and often ignored, social determinant of health. Walkable/bikeable communities can lead to more active lifestyles and a reduced incidence of chronic obesity and related diseases. This pattern of development affects a city's ability to compete economically, to be fiscally sustainable, and to provide efficient and effective public services. Mixed-use development fosters a community and commonality, contributing to a sense of place that reaps economic and health benefits, as well as social rewards.

The site also presents unique challenges as well as opportunities. The following are examples of some of the constraints that were determinants of the site organization:

1. Site geometry of the parcel functions as a constraint. Rather than being rectangular, the site narrows at the northerly end at the convergence of Weller, Washington and Copeland Streets, complicating building placement and interior vehicle circulation.
2. To conform to SmartCode requirements for building placement and frontage, buildings must be located around the perimeter of the property at the street edge.
3. Parking must be hidden and located at the center of the site.
4. The thoroughfare standards of the SmartCode indicate a new street bisecting the site.
5. A portion of the site was previously designated by FEMA as being in the flood zone. After remedial flood control measures were completed in the Petaluma River

channel by the Army Corp of Engineers, the site is no longer designated as being in the flood zone.

6. The site has a high water table, making sub-grade parking untenable. There are also soil materials on site that are subject to possible liquefaction during a seismic event and settling.
7. Site organization must provide for direct access to commercial functions at the ground level while also providing clear paths of travel to common outdoor space and residence at upper levels, and residential parking.

All of these items have been taken into consideration with regard to design and have influenced the resulting design of the project.

PROJECT GOALS, PRINCIPLES AND CONCEPT

The development goals, principles, and concept for the Haystack Mixed Use project directly respond to those established by the Station Area Master Plan and the Central Petaluma Specific Plan for the Railroad Depot Area and the requirements of the implementing SmartCode.

Haystack is a mixed-use project on an under-utilized infill site. By combining multi-story residential above ground level residential and commercial spaces, the project provides activation of uses and hopes to foster an engaging pedestrian experience.

The project includes multiple pocket park spaces including one public green space with seating and art display facing the Petaluma Turning Basin.

Buildings along Weller open to the river, with private and public river-view points at many locations. The building masses and façade rhythms echo those of the historic downtown, extending the downtown character into the Depot area. The pedestrian level provides a dynamic environment in human scale. The buildings provide interesting articulation, the outdoor areas are well landscaped, and there are ample gathering nodes to encourage and foster human interaction.

PROJECT SITE DESIGN

The project site includes areas designated by the CPSP SmartCode as Transect 5 and 6, with the majority of the site as T5. The transect designations in turn establish permitted uses, building heights, building position relative to the street, permitted building frontage types and parking location.

An important objective of both the CPSP/SmartCode and SAMP is to bring higher density housing to the area. A requirement of the SmartCode is that building mass be brought to the edge of the public right of way. Because the project site economizes an entire block, building must surround the entire perimeter of the site in a more or less unbroken mass. Parking is relegated to the center of the project. The site design challenge is to develop a building concept that allows adequate space to be available for the required on site and curbside parking.

The CPSP and SAMP also required that property be bisected by a new Transverse Street. This effectively divides the project into two halves and two potential phases, and provides additional frontage along public ways for buildings.

The project has frontages on the four surrounding streets, Washington, Copeland, D and Weller, and with the addition of the Transverse Street, the project has five possible frontages. The existing street geometry has proved challenging because at the northern half of the project, Weller street changes direction and converges on the Washington and Copeland Street intersection. This narrowing of the site constricts possible parking layouts, but provides opportunities to create a small courtyards.

The commercial spaces have been located at the corners of buildings at street intersections and will serve to provide needed services primarily to the occupants of the project.

Access to the central ground level parking and auto circulation areas are from two entrances on Weller Street. Residential parking is accessed from these two garage entrances but are secured from the retail parking via gate inside the garage. Long term Commercial parking is provided in the interior of the parking structure and shorter term spaces are provided at curbside around the project.

The heavy traffic volume along Washington, Copeland and D Streets make these locations for waste pickup from the site infeasible. Two waste transfer locations (one north, one south) have been located along Weller.

ARCHITECTURAL CHARACTER

What Design Guidelines Recommend - Compliance with SAMP Appendices B

As stated in the preface to the area guidelines:

> The central guiding principal for design and development within the Central Petaluma Specific Plan Area is that the architecture should preserve and strengthen the much prized character of the existing town and its distinct neighborhoods while creating a compatible character in newly developed areas. It is not the intention of the Specific Plan to promote "historical reproductions" of any existing architectural style or building type. Developers and designers are free to explore new ideas, forms and materials and to seek project design approval through the process outlined elsewhere in the Specific Plan.
>
> Urban patterns inherent in the existing architectural character of Petaluma encourage a medley of architectural styles. New structures can be designed which spring from and relate to the existing context without impeding innovation, and projects can be approved and constructed more expeditiously. It is expected that new designs will strengthen and enhance some existing patterns and precedents while de-emphasizing others and may set precedents for designs that follow.

The Specific Plan area was divided for the purpose of the guideline into thirteen areas. The project site is located in area seven. The Guidelines recommend the following design approach for Area Seven:

> So many possibilities exist for buildings of mixed use and densities in this area, that there are few existing Petaluma buildings that provide cues and precedents. Some buildings of comparable scale do exist on Western Avenue, Petaluma Boulevard and Washington Street, and these may prove valuable in establishing patterns of building scale, articulation, light and shadow and relating the new development to existing context of the Downtown. However, new patterns of development and building form will be required (and expected) for a diverse, engaging and dynamic urban landscape that encourages pedestrian circulation. Developers and designers may look to other cities and resources in creating architectural character in this area.

New and Old Styles Together

As the guidelines suggest, development in this area has the freedom to explore and use both historical and more modern patterns and materials within the same project. The character of the city is that of a mosaic, with buildings of quite different styles and materials constructed side by side over an extended period of time. The challenge is to capture something of that mosaic feel in fewer and larger buildings. To ground the project architecture in its historic context, some design elements, such as cornices, bay windows and balconies have been used, as well as "historically present" materials such as brick, stone, industrial metal siding. Historical structures often display strong symmetry and consistent proportion in the exterior elevations. Where appropriate, we have tried to remain consistent with this pattern. For some of the buildings and portions of buildings, we have introduced more contemporary window divisions and more adventurous and efficient materials, such as cementitious, metal and composite wood panels, and elastomeric and exterior insulation based "plasters". These modern technologies offer a substantial variety in appearance, are more durable, can be assembled quickly to form the outer skin of an energy efficient building envelope.

Design Constraints and Opportunities

Most of the graphic examples and dimensional requirements are based upon the assumption of narrower, more conventional street grid lots. There is little consideration in the code for how these standards must be applied to much larger sites, such as the Haystack project site, that includes an entire city block. The two principle constraints have proved to be the irregular site geometry and the very extensive and specific requirements of SAMP/SMARTCODE for this site.

All buildings will be four stories in height with some 3 story sections as is permitted in both T5 & T6 Transects. Two particularly impactful requirements of the Smartcode are that the building frontages be placed at or close to the sidewalk, and that on-site parking be located to the rear of the buildings. There is also the requirement of a new transverse street that will bisect the property. The key is to balance on-site parking with desired number of units. This can only be accomplished creating parking lots conforming to City of Petaluma Standards at the center of each half of the project, and accessing them from controlled entry points along Weller Street.

Once area required for parking is deducted from the site, buildings must be placed along the perimeter property lines. Buildings of this type may either be double loaded, with units facing both outward and inward, or single loaded, having units that face outward toward the public Street. A step away from the original design, residential and retail

spaces now abut directly against the parking garage- previously designed as detached buildings. This results in relatively standard residential building depth, uniformly 40' at single loaded and 70' at double loaded corridors. The remainder of land not used either for parking or for buildings is used to create amenities for the residence and public, such as forecourts, pocket plazas, walkways and landscaping.

After bisecting the site with the new Transverse Street, each half of the site was analyzed for frontage type, ground level use, and upper floor residential unit mix in order to achieve the required number of units.

Building Articulation

The city was built over time by different designers and builders, the resulting mosaic tends to emphasize vertical articulation over horizontal, with building frontages rising flat and vertical at the edge of the public sidewalk. Separate buildings do not internally connect and were free to set floor plates and parapets at different levels. For constructability and functionality of the project, floor plates are set at the same height around the site and building frontages are all connected.

The SMART code's requirement for building frontages with a maximum length 110' presents one of the greatest design challenges while providing unique opportunity for massing articulation and building typography. The project utilizes three distinct, yet complimentary, architectural styles to comply with the frontage requirement. The use of forecourts and pocket plazas allowed building massing to clearly define distinct buildings on both sides of the site. Also utilized to define the two sides of the site are color treatment and varying three to four story structures. To add varied building scale and visual interest to the project, one of the three architectural styles employs a townhouse design. By providing varied building scales (such as large warehouses along first street and single family homes (now commercial) along Weller), the resulting designs are buildings that compliment their surroundings in both urban texture, color and articulation/modulation.

Building Type and Size

The dimensional requirements for Main Street and Mid-Rise buildings are defined on pages 85 – 88 of the SmartCode. Like most diagrams in the code, they are generic and assume lots in a street grid. The diagram also indicates backside access via an alley.

The assumed intent of this limitation in length is that buildings do not appear out of proportion and too wide. Breaking up large buildings into smaller buildings is not

economical and creates multiple circulation problems. Since the interpreted goal of the regulation was to replicate a pattern of a series of fairly narrow contiguous buildings, this would not require that the apparent building, as viewed from the street, corresponds exactly with the physical structure as a whole. We propose to solve this issue by designing each façade as a whole composition but breaking it up horizontally into a series of compatible, but different compositions.

Corner Element at Washington Boulevard and Copeland Street

Table 2.20 Regulating Plan notes that a "corner element required. Unfortunately, the Smartcode neither explains nor defines what a "corner element" is. It is assumed the intent of the author was to draw attention to the corner and mark a transition toward the historic downtown area. There are three possible ways to approach this requirement 1) an object or treatment that occurs in the public right of way; 2) an object or treatment that is attached to the structure; 3) the architecture of the building itself is considered the corner element.

With respect to approach 1, placing an architectural or artistic element in the public sidewalk that is already crowded with street trees, light poles and turn signal pole would be very difficult and unlikely to meet the presumed goal of high visibility and distinction. Approach 2 has merit in this case because the curved building walls between store front glazing areas could be three dimensional sculpture walls. Approach 3 is the preferred approach because elements of the building façade can emphasize the unique position and shape of the building.

BUILDING TYPES, FRONTAGES AND REGULATORY CONFORMANCE

The SmartCode is prescriptive with respect to the building frontages that face the surrounding public streets. Frontages are patterns of building organization that relate the building mass and building elevations in relation to the street edge. Table 4.40.1550 of the SmartCode defines the frontages that are allowed for the project. The frontages facing the north half of Weller Street, Washington Street and 50' of Copeland Street from the Copeland and Washington intersection may be Shop Front, Terrace, Gallery or Dooryard. The corners frontages at the Transverse Street and Copeland intersection may also be Shop Front, Terrace, Gallery or Dooryard as may the southern half of Weller Street. For intermediate sections of Copeland and the Transverse Street either the Stoop or Dooryard frontages are required. At the intersection of the Transverse Street and Weller Street, a Gallery frontage is required for the two corners. Though not specified in Table 4.40.1550, the Arcade frontage type is also permitted in both T5 and T6 Transect zones.

This diversity of possible frontage types presents both opportunity and difficulty in the project design. The two driving factors in the site plan organization are: 1) parking must be located at the center of the site; 2) the building frontages must be more or less continuous along the street edge. To achieve the required amount of centrally located parking, the buildings must be relatively shallow (40'). These realities effect what frontages types are appropriate and workable for this project. The Terrace and Dooryard frontages require the face of the building at ground level to be a minimum of 8' setback from the edge of the sidewalk. There is no specific provision for the building setback at the upper floors. The Arcade frontage also requires a building setback of 12' at the ground level, but permits building mass above the ground level to extend over the public sidewalk to the street edge. Neither the Arcade nor the Dooryard frontages types by themselves work well with the shallow building depth required for the project. When combined into a hybrid Dooryard/Arcade frontage that sets back the ground level frontage and extends the residential units to the property line at the upper level, both the design objectives of the SmartCode and the constraints of the site design can be reconciled.

Two separate elevated terraces at the third floor level of each half of the project screen the central automobile circulation and parking areas from view and provide common outside recreation and garden areas to the Haystack community.

Please see narrative on compliance with Smartcode to determine where variances and warrants may be needed.

RESIDENTIAL UNIT DESIGN, DIVERSITY AND MIX

Project residential units have been designed as "for sale" condominium units. These units may be initially offered as rental units, depending upon market conditions.

A diversity of residential unit types and sizes are provided within the project including studios, one, two and three bedroom units. The bulk of units have private outside deck space and access to the large common elevated terraces at the center of the site via the building elevators and corridors.

- Included within the project are 27 affordable residential units (15% of total units), with a mix of Studio, 1-bedroom, and 2-bedroom units. The affordable units will be distributed around the site. Ownership will propose BMR locations.

- The project includes 16 studio units, 58 1-bedroom units, 94 2-bedroom units, and 10 3-bedroom units.

- The gross floor area of the project is 361,616+/- square feet. Of this, 172,686+/- square feet is used for residential units, 24,855+/- for commercial purposes and the remainder for common areas, utility, and circulation.

- The average units size for the project is 970 square feet, a comparable size to the surrounding market.

COMMERCIAL AND COMMONS SPACES IN PROJECT

- There are ground level commercial spaces at corner locations used for either commercial or residential amenity. The spaces range in size from 1,118 square feet to 4,371 square feet in size, with opportunity to combine or subdivide as the market requires.

- Though lease decisions are a market driven process, it is anticipated that these commercial spaces will likely be leased to community serving commercial tenants including coffee shops, restaurants, retail, etc.

- There are a variety of common spaces available to residents. The most innovative and interesting of which are the two elevated terraces. These terraces provide spaces for residents to cook, garden, play bocce, read, and visit or just to enjoy the sun. The spaces will be visually appealing with low water using green roof plantings, as well as moveable vegetable boxes and trees in planters. There will be functional exterior rooms providing gathering, gardening and BBQ opportunities for residents. Each terrace serves the residents around it and is visually appealing from above as well as providing useable passive recreation space.

- For community members, there are three plazas that serve as ground floor common spaces to be enjoyed. All the Plazas are commercial adjacent to enhance retail viability and activate the spaces. The plaza includes moveable seating, specimen trees and a highly textured planting area. Residents and visitors will both take advantage of the sheltered spaces for passive use during business hours. The South Plaza is highly visible from D Street and is a great location for a gathering area and to enjoy the commercial spaces. Finally, the West plaza functions more as a pocket park that connects visually to the Cavanagh Landing and is part of a greater open space concept at the Turning Basin, as envisioned in the Central Petaluma Specific Plan. The plaza contains seating, planting and shade trees, and provides an opportunity for a living wall or art installation.

- In addition to the pocket plazas located around the site, two large forecourts have been designed on a perpendicular access to the traverse street. These courts are largely programmed as residential private common space for the project but serves as a visual connection between the two sites. The forecourts also open up the traverse street for light and air while creating an opportunity for community events to occur on the street – such as farmer markets.

LANDSCAPING AND COMMUNITY SPACES

The Haystack project provides many opportunities for attractive landscaping, outdoor meeting spaces, and dynamic public spaces.

The overall landscape vision for the Haystack Community's exterior edges reflect riparian colors and forms with the tree and grass plantings along the streetscape. There will be vibrant yellow fall color along Weller Street and Copeland Street, reminiscent of a quaking aspen or willow. The landscape at the edges will move with the winds- plants will include grasses and small flowering perennials en mass. As you move to the interior of the Community the grasses will give way to more protected gardens with plantings that can thrive and brighten shady spaces. The landscape concept accommodates public areas, semi- public areas and private areas, each with its own planting palette and scale.

The parking garage rooftops provide spaces for residents to experience the benefits of outdoor living whether it be a BBQ, lounging or utilizing the dog area. The spaces will be visually appealing with low water plantings, as well as vegetable boxes and trees in planters. There will be functional exterior rooms providing gathering, gardening and BBQ opportunities for residents and opportunities for play. Each roof serves the residents around it and is visually appealing from above as well as providing useable passive recreation space.

There are multiple pocket plazas at the pedestrian level for residents and community members to enjoy. Most of the plazas relate directly to a commercial opportunity and will be enlivened by visitors to those amenities. The courtyards off the transverse street are envisioned as a community plaza, one that can shrink or grow to accommodate neighborhood events and daily visits. The vision for the plazas is to encourage pedestrian use by creating an inviting area with seating, shade and interesting planting.

In addition to recreational and aesthetic value, nearly all the planting areas provide storm water management and filtering for the Site.

CIVIL ENGINEERING

Streets

The project proposes to reconstruct portions of the existing streets surrounding the site. D Street, Weller Street, Copeland Street and East Washington shall require various degrees of upgrades in order to comply with the SAMP thoroughfare standards and to ensure the orderly development of said streets when surrounding properties are developed in the future. Sheets C-6, C-7 and C-8 show street sections under three conditions; existing, project, and future build-out. This includes the new transverse street

(to be named later), which is proposed to be constructed exactly as shown in the SAMP thoroughfare standards. The project developer is limited on the extent of street improvements. We cannot obtain the necessary right of way from neighboring properties to construct the full street sections as shown in the SAMP. However, it is required to construct street improvements that will address both the proposed traffic impacts generated by the project while not creating additional impacts to the existing traffic conditions. The proposed design shown is supported by the Traffic Impact Study.

Parking

The proposed parking is consistent with the requirements as specified in the SAMP. On-site and on-street parking exhibits have been prepared showing the existing conditions and proposed project conditions. Existing property owners and businesses along Weller Street shared concerns on how the project would impact their uses. The project meets all parking requirements with the proposed on-site and the on-street parking adjacent to the project. The project does not require on-street parking located across the public street to meet requirements. Furthermore, the project will not impact the existing parking conditions on the opposite side of the streets that surround it. The opposite side on-street parking conditions on Weller Street, Copeland Street, and D Street shall remain and function as they currently exist once the project is constructed.

Site Grading

Because the site is required to conform to the existing street grades it would appear that minimal grading would be required.

Storm Water Mitigation

A new public storm drain is proposed to connect to the existing storm drain system in Copeland Street. The new storm drain will extend southerly down the transverse street, across Weller Street, through an existing public storm drain easement with a new outfall in the Petaluma River. Refer to WRA report for outside agency approvals. Minor storm drains are proposed on Weller Street and Copeland Street that will connect to the major storm drain line.

A Storm Water Control Plan and calculations have been prepared to address storm water quality mitigation as required under BASSMA.

Water Capacity

See attached report for proposed fire flow calculations. Limited upgrades to the existing public system are being proposed. A new public water main will connect to the existing system on East Washington Street, extend easterly along Copeland Street, and then extend down the transverse street to connect to the existing main in Weller Street. Nine new fire hydrants are proposed. Separate water meters for each unit are being proposed. Locations of meters to be determined.

Sanitary Sewer
A new public sanitary sewer is proposed on Weller Street and the transverse street. Each building will have a main line that will collect waste from each unit.

Circulation
An on-site and off-site Circulation Plan has been prepared. What is proposed or shown are in compliance with the City of Petaluma Bicycle and Pedestrian Plan and the SAMP.

BICYCLE PLAN AND SUSTAINABLE TRANSPORTATION

In addition to automobile parking, secured bicycle parking and changing facilities is provided for residents and employees.

The Petaluma Bicycle plan in the General Plan requires bicycle parking spaces equivalent to 10% of the required parking spaces. Additionally, 60% of the 10% need to be enclosed, secured bike parking. The remainder of the bike parking spaces can be covered, lockable bike racks.

In addition to the car, walking and cycling, there are multiple alternative transportation opportunities for residents and community members. There is the transportation depot which provides multiple bus stops as well as the new transit commuter station located a block away from the site.

SUSTAINABLE DESIGN STRATEGIES

The project will meet or exceed Cal Green Standards. Please note that as the design is further refined during the preparation of construction documents, some of these measures described below may prove impractical or not financially feasible for some buildings or other opportunities to improve energy and water efficiency may emerge and be incorporated.

EXHIBIT A – COMPLIANCE WITH SMARTCODE SECTION 4.70.030 MIXED-USE PROJECTS

The project is designed as a mixed-use project, having residential and non –residential uses in the project. Section 4.70.030 of the SmartCode establishes several requirements for this type of project. The statement below discusses how the project does and does not conform to these requirements.

A. Intent

The project provides a blend of both residential units and commercial space with both residential and commercial uses provided for at ground level and the upper three floors dedicated to residential use. The location of the project is directly across the street from the Petaluma Transit Mall, and within short walking distance from the SMART light rail depot, and provides convenient access to alternate means of transportation. Bicycle parking and charging stations for electric vehicles have also been provided encouraging the reduction of fossil fuel use. The project site is within easy walking distance to both the historic downtown, turning basin, rail depot and other commercial areas. The project residential units include studio, 1-bedroom, 2-bedroom and 3-bedroom units for both market rate and affordable rate housing. Economic vitality will be enhanced by the increased residential populations that will be serviced by on-site commercial businesses, the historic downtown and other new developments in the area.

B. Design Objectives

Ground level spaces include both residential and commercial uses. Spaces designated for commercial uses in the near term (building corners) employ the Shop Front and Awning frontage type. Spaces designated for near term residential use employ the Door Yard frontage type that is adaptable for both residential and commercial uses. The Door Yards create a semi-public transitional space that provides a degree of privacy for the residential uses, but immediately relates to the public way. This frontage type allows for the relatively straightforward conversion of ground level residences to commercial use in the future should market demand warrant the conversions. Additionally, the height of the commercial and residential buildings are the same, allowing for the potential to function as commercial space should the need arise.

As organized, the vertical separation between commercial and residential uses will minimize potential conflicts. By locating the commercial uses at the corners, commercial activities in the evenings will have less acoustic impact to upper floor residences. Because the buildings must be located along well trafficked streets,

building design detailing will be important, using acoustic barrier in walls, high quality windows, and window shading devices.

The project will set a standard for residential development in this area because there are no immediately adjacent residential uses. The closest residential project is nearby on Washington street and is of a similar scale to that proposed by the project.

C. Location of Residential Uses

This is a vertical mixed use project with the bulk of residential uses located in three floors above limited ground level commercial uses.

D. Not used

E. Loading Areas

Due to the nature of the site planning for the project with residential parking located at the center of the site under cover and a landscaped pedestrian walkway between parking and buildings, there is no viable back side vehicle access to the corner commercial spaces. Enterprises selected for these locations must be capable of accepting deliveries through front entrances from the street. We propose to designate adjacent curb side parking spaces for delivery use during certain hours of business.

F. Refuse and Recycling Areas

Each of the seven project buildings will have refuse and recycling drop chutes at each level of the building. These chutes will terminate at ground level in a refuse and recycling room accessible from the interior of the project near the elevator lobby. Periodically refuse and recycling bins will be collected by HOA staff and transferred to one of two transfer locations located along Weller Street (one each for the North and South halves of the project), where the material will be sorted, compacted and transferred to larger collection bins. As necessary for the volume of materials generated by both the residential and commercial occupants, the collection bins will be rolled onto Weller Street for pick up by the collection entity.

G. Lighting

By locating the commercial uses at ground level at the corners, few upper level units will have direct line of sight views of the enterprises. As commercial occupants are selected and final glazing, signage, entrance details are finalized, lighting will be design to illuminate the enterprises without light pollution.

H. Noise.

As designed, there are few residential openings facings facing the interior of the project, and therefore other residences. This allows for the maximum acoustic separation between residential units. Unit layouts have been designed such that party wall separating units are either double walls or their acoustic and thermal equivalents. As mentioned above, exterior walls and openings facing the street traffic will be designed to minimize sound transmission.

I. Non-residential Hours of Operation

Depending on the commercial uses selected for the project, where a Minor Use Permit or Conditional Use Permit is required, restricted hours of operation may be required to mitigate adverse impacts.

EXHIBIT A – COMPLIANCE WITH SMARTCODE SECTION 4.70.030 MIXED-USE PROJECTS – Continued

Basic Transect Requirements as a Function of Location

The project site is bounded by Washington, Copeland, Weller and D Streets. Per the Section 2 Regulating Plan, the project site is located in Transect 5, except portions of street frontage abutting Washington (T6) and D Street (T6-O).

Urban Standards

The specific building requirements for these transects is specified in Table 4.10 – Urban Standards. Compliance with these standards is addressed on a building by building basis in the accompanying SmartCode Compliance Analysis Table document attached. Further requirements for Residential use in a mixed-use building are specified in Section 4.70.030.

Building Function Standards Compliance

The Haystack Pacifica Project is a residential mixed use project. Table 3.1 Allowed Building Functions and Permit Requirements specifies allowable functions for each transect type. The project includes T5, T6, and T6-O areas and both residential in a mixed use building and ground floor spaces for commons, assembly, retail and/or services uses. Specific uses for the ground level spaces will be determined in the future by market demand. These anticipated uses are permitted as follows per Table 3.1:

	T5	T6	T6-O
Residential in M.U. Building	P	P	P
General Retail <= 10,000 s.f.	P	P	P
Groceries <= 10,000 s.f.	P	P	P
Restaurant, Café, Coffee Shop	P	P	P
Bank, financial services	P	P	P
Studio – Art, dance, martial arts, etc	P	MUP	P
Community meeting facility <10,000	P	MUP(2)	MUP
Fitness/Health facility	P	P(2)	P
Business support services	P	P(2)	P
Bar / Tavern / Night Club	CUP	CUP	CUP

Community service organization	MUP	MUP(2)
MUP(2)		

Notes:
(2) On a frontage where shopfronts are required, use is allowed only on upper floor(s) or behind an allowed ground floor use per the permit requirement indicated.

T5 includes spaces B-C and E-G
T6 includes Washington Street Spaces A&H and Space D and D Street (but not the Weller corner)

Not all uses possibly approvable for the project are listed above.

Refer to A0 sheets of SPAR package for SMART code graphical analysis of design.

Section 4.50.050 – Open Space and Civic Space Regulating Plan

Along the D Street frontage, the triangular area of land between the project property line and the face of curb along D Street is identified in the sidebar as a Pocket Plaza. The requirements for a Pocket Plaza require a minimum of 2,000 sq. ft. of area, building frontage and a formal disposition of elements. Facilities might include passive recreation, accessory structures, drinking fountains, paths and trails.
The triangular area has several constraints that have influenced the design of the plaza. First, high voltage power lines span over the triangle. Second, numerous utilities lines are buried under this area. This means that no structures or trees can be used in this area. Project team has used ornamental grasses/shrubs and created low, permanent seating at the widest area of the triangle. Ground level spaces along this pocket plaza may be configured as residential or non-residential use. There are also two sidewalks along the perimeter of this area, one parallel to the property line, the other at the curb along D Street. To create privacy separation between the sidewalk closest the building and the building entrances, project has placed rain water flow thru and standard planters. Spaces used for non-residential purposes will be identified by signage incompliance with SMART code. Residential use by street numbers only.
Section 4.60.020, 030, 040 – Street Tree Design Principles
Refer to the Landscape Plan and Planting Schedule for compliance.
Section 4.60.050 – Underground Utility Requirements
Site utilities will be supplied to the building underground unless otherwise noted on the Utilities Plan. Refer to the Civil Engineering Utilities Plan for verification of compliance.
Building Locations Relative to Build-To-Line and ROW/Property Line.

The frontage diagrams shown in the SmartCode Section 4 – Urban Standards, are simplified and do not fully represent the complexity of actual building facades. Façade walls may be aligned with the BTL, recessed from it, or project beyond it as bays, balconies and cornice elements. The Haystack Pacifica design includes projections and recesses.

These projections and recessions serve to better articulate the building, provide visual relief, and enhance the pedestrian experience thru fine-grain urban texture. Additionally, these projections and recessions make the building dwelling units more livable and enjoyable.

Property lines are most often located at the edge of the public ROW which includes the public sidewalk, and the PL/ROW is located at the inside edge of the sidewalk. In order to avoid the problem of encroachment of building bays, balconies and cornices at upper levels encroaching over property lines, the project has dedicated sufficient land area at the ground level to build the full street section as required by the SmartCode. However, the property line has been located approximately 5.0' from the inside edge of sidewalk. Access and maintenance easements will be drafted for public use of those portions of the public sidewalk occurring on private property.

Above the ground level, architectural elements encroach into air space above the ROW: Fixed Awning 3' to 6'; Project Bay Windows 2'+/-, Cornice Element <3'. Note the project site is located in an urban core of Petaluma. San Francisco (one of the densest urban centers in the country) encourages Bays and other projections over sidewalks/property lines to strengthen the urban landscape synonymous with the city. Trees and building projections along sidewalks create a strong sense of protection for pedestrians from cars and the elements.

For a more graphic explanation of the relationship of the building facades to the BTL and property line, refer to the Architectural drawings.

Building Articulation

The city was built over time by different designers and builders, the resulting mosaic tends to emphasize vertical articulation over horizontal, with building frontages rising flat and vertical at the edge of the public sidewalk. Separate buildings do not internally connect and were free to set parapets at different levels or provide different roof types altogether- ie. Flat, gable, hip, butterfly, etc.

The project utilizes a variety of parapet heights, breaks up parapets with gables of varying sizes and adds variety with butterfly roofs at select building corners. The variety of roof profiles and sizes creates a dynamic roof ridgeline that suggests multiple buildings and creates visual interest when seen from the street/sidewalk.

Building Type and Size

Both buildings are designed as Mid-Rise Buildings. The dimensional requirements of Mid-Rise buildings are defined on pages 86 – 88 of the SmartCode.

The limitation in building length is to preserve the existing urban fabric and ensure buildings do not appear out of proportion with surrounding context. It should be noted

that just across the river on First Street and across Washington Street are warehouses that exceed the 110' maximum building length.

Refer to A3.0 sheet of the SPAR package for building frontage dimensions. All buildings have been designed to comply with the 110' maximum building frontage requirement. Some building types are designed to be a series of multiple townhomes/separate buildings of the same design that allows that "building type" to exceed the 110' rule. These building frontage types are sub defined on sheet A3.0 and A3.1 with letters (ex: building 2 has three building frontages labeled 2A, 2B & 2C). The corner element of Building 12 is over 20' wide and designed as a unique element to the rest of the building type; essentially reducing the building frontage to be in compliance with the SMART code. Due to garage access between building 11 and 12, building 12 would need to be split into two buildings that would aesthetically ruin the proportions of Building 12. Project proposes building 12 as in full compliance with a unique building corner element and provides a superior design when the building is observed from the street. Refer to drawing 3 on A5.1 for perspective rendering of building 12. Additionally, approximately 12' of Building 12 frontage along Weller Street is recessed 20" feet from face of building starting at floor 2- refer to architectural building plans on A1.01 & A1.02.

Corner Element at Washington Boulevard and Copeland Street

Table 2.20 Regulating Plan notes that a "corner element" required. Fortunately, the Smartcode neither explains nor defines what constitutes a "corner element" and leaves this interpretation for the design team.

The project team went through multiple iterations of building and corner element designs. After studying surrounding context and listening to community comments for a Petaluma influenced design, BDE has developed a contemporary corner element that nods to a traditional style and history. The gabled roof draws the eye to this corner of the building while the metal truss and metal siding pay tribute to the industrial surroundings. The resulting design is timeless yet contemporary and pulls design elements from existing Petaluma architecture.

Elevated Terraces

To take advantage of the large open space at the center of the site, we covered the parking areas with elevated terraces accessible via residential common corridors. These terraces are a primary amenity for the residents. By taking advantage of what would be a giant parking lot, these common spaces reduce heat island affect with planting, curb/treat storm water runoff and are a great resident amenity for relaxing, gardening, bocce ball, barbeque, and other activities.

Pacifica Haystack

Mixed Use Project

Washington, Copeland, D and Weller Streets

Petaluma, California

Parking Narrative

For

City of Petaluma

On January 31, 2019

Property Owner/Developer:

Pacifica Haystack
1775 Hancock Street, Suite 200
San Diego, CA 92110

Proposed Parking for Project:

This mixed use project consisting of 178 residential units and 23,880 SF of commercial space is proposing 197 unbundled parking stalls. The following is a breakdown of total spaces provided:

Parking Summary:

180 Secure Residential Parking Spaces

17 On-Site Commercial Employee / Resident Guest Parking Spaces

= 197 On-Site Parking Spaces

+57 On Street Parking Spaces

254 Stalls Total

The project is particularly well located to multiple public transit options, which we believe will encourage residents and patrons to use public transportation. Nonetheless, we will provide ample parking options, above what is required. Our project provides 1 parking space per residential unit in a separately gated area of the parking garage that only residents will be able to access. The central downtown location of the property encourages the use of public transportation. We will however be providing 17 On-Site commercial employee / resident guest use spaces, exclusively for resident guests or employees of the commercial spaces, which will be located in the front portion of the parking garage on the first floor. We envision issuing some form of visitor decals, whereby commercial employee / resident guests can display valid parking validation on their dashboards or similar.

The number of designated employee use spaces available to each commercial tenants will be negotiated with each tenant during lease negotiation and will depend on a number of factors including; the type of retail, size of space being leased, number of employees, availability etc. We want to ensure those working in the commercial spaces, as well as resident guests have long term parking options, in addition to the shorter term 57 street parking spaces. We will also be providing 18 covered and 36 uncovered bicycle parking spaces, exclusively for the use of commercial employees, customers and visitors of residents, to encourage alternative means of transportation. Residential tenants will be provided with separate, resident only bicycle storage options.

Along with vehicular and bicycle parking options, we will also be encouraging the use of ride share programs such as Uber and Lyft. In due course we will be reaching out to these companies to see what we can do to encourage usages i.e. convenient pick up/drop off locations with potential ride share wayfinder signage and/or exclusive promotional codes for resident/visitor users etc. We are also willing to propose to City Council 1-2 dedicated public street parking space(s), to allow for car sharing transit, such as ZipCar or Car2go.

Pacifica Haystack

Mixed Use Project

Washington, Copeland, D and Weller Streets

Petaluma, California

Climate Action Plan Narrative

For

City of Petaluma

On January 31, 2019

Property Owner/Developer:

Pacifica Haystack
1775 Hancock Street, Suite 200
San Diego, CA 92110

The Haystack Pacifica project has been designed to address concerns about climate change and has been conscious of Climate Action Plan measures. The proposed project is an infill, mixed use project with a large multi-family component, situated in an urban setting. The project is designed to utilize transit, with excellent SMART transit proximity as well as promoting electric vehicles, bicycle and pedestrian modes of transportation. The project is located in a downtown block slated for urban development and incorporates several amenities to address climate concerns, including the following:

- Affordable housing (15%) of Project.
- Electric Vehicle Charging stations; including potential charging for electric bikes and scooter
- Pedestrian and Bike friendly corridors for easy and safe access around site to connect with public transit.
- Covered & Uncovered Bicycle Parking.
- Bicycle Fix-it station.
- Bicycle maintenance facilities available to residents.
- Ride Share pick up locations.
- Proposed car share designated parking (to be determined by City Council).
- Planting of shade producing trees; such as Big Leaf Maple and Persian Ironwood.
- Draught tolerant landscaping with Water Efficient Irrigation System that has weather based, self-adjusting controls.
- All exterior Lighting will be LED.
- Rooftop Solar PV – Pacifica intend to continue their commitment to reusable energies, as a company Pacifica has spent in excess of $40M on Solar equipment over the past 3 years. 15% of our roof tops at Haystack are reserved for solar panels.
- Solar or tankless hot water heaters (cost determined).
- Participation with Sonoma Clean Power – 45% renewable energy sources.
- Encourage resident use of transit – need to see if project can get discounts for residents.
- Unbundled parking.
- Exterior Outlets to accommodate electrical landscaping equipment.

Community Outreach Summary

for

Haystack Pacifica Project

215 Weller Street

Updated January 31, 2019

Property Owner / Developer:

Pacifica Haystack, LP
1775 Hancock Street, Suite 200
San Diego, CA 92110

Project Design Team: Abbie Hawkins and Ricky North, Pacifica Companies

Jon Ennis and Nathan Simpson, BDE Architecture

Christine Talbot, Landscape Architect, Quadriga

Steven J. Lafranchi, Civil Engineer, Steven J. Lafranchi and Assoc.

Community Outreach Summary

The development site is bound by Washington, D, Copeland and Weller Street. Due to its central location and the vision of this site called for by the long range plans and guiding documents, this site has the opportunity to help extend the downtown, provide an opportunity to connect to and activate the river, encourage use of the bus depot, and to encourage a link from the SMART station to the river and ultimately to downtown.

As a result, this site is an important development site in Petaluma and has drawn significant public interest. Sincere efforts have been made to conduct community outreach to obtain feedback on the project proposal and make revisions based on this feedback.

Four formal public outreach events were held to obtain feedback from the community:

- **Tuesday, June 23, 2015 at 10:00 am held at Petaluma Arts Center**: This outreach event included a small group of design professionals and community members that have been actively involved in the development of long range plans for the area. Please see Exhibit A for attendees.

- **Monday, August 17, 2015 at 10:30 am held at Petaluma Arts Center**: This outreach event was a meeting for neighbors directly adjacent to property. Please see Exhibit A for attendees.

- **Wednesday, August 19, 2015 at 6:00 pm held at Petaluma Community Center**: This outreach event was the large scale Public Community Outreach Event that was open to anyone who was interested in attending. Please see Exhibit A for attendees.

- **Thursday, March 16, 2017 at 5:30 pm held at Petaluma Community Center**: This outreach event was a large scale Public Community Outreach Event that was open to anyone who was interested in attending. Please Exhibit A page for attendees.

In addition to these more formal outreach efforts, the development team has had multiple communications and meetings with interested community members, city staff, commissioners, and council members to elicit feedback on the design proposal and make revisions based on this feedback. Additionally, newspaper articles have been written about the project proposal eliciting community response in the comments section of these articles. Also, the project has been presented in various community forums including:

- "Transit and Transit Oriented Development – What Does It Mean in the North Bay"
    - This event was presented on by the North Bay Division of the League of California Cities on January 26, 2017. This consisted of two presentations, the first of which was held at the SMART Petaluma Downtown Station and the second at the Hotel Petaluma. After the presentation, there was a questions and answering period for the 70 attendees.
- "Know Before You Grow" forum presented by Urban Chat.
    - On July 10, 2017 the Know Before You Grow forum held a panel discussion about the Haystack project. The project was presented and over 60 attendees were encouraged to ask questions and provide comments on the proposed project.

As a result of the multiple efforts of obtaining feedback, a significant amount of public comment has been stimulated. This document strives to capture the comments that were most generally supported by the community and comments that stood out as particularly interesting or thought-provoking. Of course, not every single comment received is included in this outreach summary, but efforts were made to collect those that seemed to have support of multiple community members or were particularly striking.

The feedback received centered around the following issues:

- Building Height/Density
- Building Design
- Housing Type
- Traffic
- Parking
- Pedestrian Scale/Access
- Open Space/Landscape
- Green Building

A discussion about the comments received and the efforts made by the development team to respond to community comments are presented below.

It is important to acknowledge that it would be nearly impossible to develop a project that every single person loved, but significant effort has been made to accommodate as many comments as possible to obtain broad public support of the project.

Community Outreach Comments and Responses from Development Team:

1. Building Height and Density:

   The original project proposal featured 4 story buildings.

   The development team received mixed feedback with regard to the project proposal's height and density.

   We received many comments that the building height at 4 stories was too tall and that it should be only 3 stories or a mixture of 3 and 4 stories. There were also concerns expressed about the density of the project being too high, the number of units proposed being too many, and the result of this making the project too big and too boxy.

   We also received many comments directly contradicting the above perspective. These comments indicating that building height of 4 stories was absolutely acceptable. Comments indicated that the scale of the buildings was appropriate and/or ideal for this location. We received comments that the height, number of units, and density proposed is the type of project that should be located in close proximity to transit.

   We also received comments going beyond support of the 4 stories and declaring that the buildings should be 5 or 6 stories tall and encouraging even more height and density at this location.

   RESPONSE:

   The long range plans and zoning for the area supports height and density at this location.

   In addition, the height provides density which allows for additional, much needed housing units in the City of Petaluma. According to the Sonoma County Economic Development Board 2018 Report for Petaluma, the vacancy rate is currently less than 1%. As a result, the site provides the opportunity to provide much needed housing in an area where residents can take advantage of the close proximity to the bus station, SMART station, or enjoy a short walk to downtown Petaluma.

   However, in an effort to accommodate those concerned about the height, the development team has revised the project proposal to reflect 3 and 4 story height throughout the project which helps to provide vertical articulation and visual interest at the roof line of the structure.

   Additionally, efforts were made to enhance the pedestrian scale to make the pedestrian experience more interesting and distract from the taller buildings. Building awnings were included as were pedestrian level dooryards at the residential units to provide more interaction at the pedestrian level.

2. Building Design:

The building design received very spirited responses. There were comments that spoke enthusiastically in favor of the design and other comments that were harshly opposed to the design.

The design of the building has changed multiple times and here are some comments that were received throughout various versions of the project from the public:

- Hate the flat roofs
- Took worst architecture and replicated that – should include the classical buildings of downtown, industrial, seed bank
- Ordinary
- If I wanted to live in a college dorm I would have pursued a doctoral degree
- Tried to do too much at the same time, vary height – some 3 some 4
- This development will suck the charm out of Petaluma like a dementor
- Lacks charm
- Simpler would be more appealing
- Prison-like, imposing
- Too boxy
- The architecture as presented is underwhelming, I hear many comments that it is generic, boring, nonspecific to Petaluma
- Coldly commercial
- Add pitched roofs to all flat roofed areas
- Some parts are too modern
- Don't use theatre square as examples of good architecture
- Buildings feel massive
- Too big, too much, parking will be a nightmare
- When SMART opens will impact parking too
- Add architectural interest at cornices
- What about craftsman style, Victorian style?
- Use more interesting colors
- Needs grace and elegance, more funk less modern
- Need it to feel more Petaluma
- At the public level, how do we make sure it doesn't read like commercial so someone doesn't just walk up to your house? Separate commercial from residential
- Would like to see single theme per building
- Like to see bigger awnings
- Variation in roof line

- Ground floor commercial/pedestrian scale interaction
- We need less people in Petaluma
- Design not aesthetically pleasing
- Screams early 21st century development
- Add way finding or sculpture at Weller Entrance into the transverse street
- There are other vacant lots you could develop instead
- No more big development - A real nice park area would be perfect
- Does Petaluma really need "more housing" which in the end only nets "more population looking for housing?"
- We definitely need less people in Petaluma
- Stop building up Petaluma! Leave it be!
- Stop the building!

There were also other comments that enjoyed the design as it was presented:

- Appreciate the different style buildings
- Good job on design
- Did a good job on design given the limitations
- Like the different architectural styles with a universal theme
- Like the offsets, pop outs, roof lines, like the proportions
- Love the overhead patio – great idea to bring people together
- No historic - modern is good! False historic is silly and fake
- Interesting building, overall a very good plan - "agreed"
- Liked affordable on the interior
- Best version yet
- Like architecture- its good and interesting
- Modern is good
- Like that not all of the buildings look the same
- This is the right location
- We need more apartments in Petaluma
- Support development of infill sites and transit oriented development
- Pleased that it conforms well to the master plan
- Like the D Street paving area
- Downtown...has a broad diverse range of architectural styles, leaving current-day architects at a loss when it comes to matching downtown. Anyone who argues that downtown Petaluma has a style is confusing familiarity and fondness for coherence

Response:

Design is certainly a subjective art and is a difficult thing to obtain consensus on for any project, so different perspectives are always appreciated.

The design intent for this project was to take inspiration from historic/downtown Petaluma and reinterpret that inspiration in a modern way that acknowledged the inclusion in the Petaluma fabric but did not try to mimic or replicate what was there. The idea was that an attempt to mimic or replicate what was there would take away from the value of those historic structures and that this project should instead incorporate new ideas to add to the fabric of Petaluma.

We received many comments requesting that the design feel more like "Petaluma." When the development team followed up and asked what "Petaluma feels like", people had trouble answering likely because Petaluma does not have a singular style –everyone thinks of it as something different.

The development team met with local experts, historians, and architects in the area to narrow in on what elements would make sense for this area of Petaluma. It was revealed that this area was known as the "factory district" in its past and also had a strong history of trains, which ultimately served as the historic context and design inspiration for the project. Based on this information, the design team has taken this concept and focused on modern/industrial design concept with metals, brick, steel, wood, and stucco as the central materials with the goal of incorporating both old and new elements into the project.

The buildings are articulated in a way that alleviates the bulk. The rooflines have become much more interesting and diverse.

To incorporate more charm, we added pedestrian level dooryards with plantings to provide visual interest and an enjoyable pedestrian path. Additional park space including pocket parks and the green space along traverse street provide warmth to the project and help to give a feeling of open space on a central pedestrian corridor.

We feel that the design now provides an authentic feel that not only fits into the fabric of Petaluma, but adds to it.

3. Housing Types:

The project proposes a healthy mix of studio, 1 bedroom, 2 bedroom and 3 bedroom units. The proposal also currently includes 15% of the units as affordable housing.

We received positive feedback about the unit mix and about the inclusion of affordable housing units. Some even requested additional affordable housing units to be included.

There was discussion with regard to whether these units would be apartments or condos and we received responses in favor and in opposition of both.

Response:

Given the favorable feedback received, the unit mix has not changed.

The City Council Policy has provided the option to developers to pay in-lieu fees instead of providing affordable housing. Though the in-lieu fee remains an option for the development team, at this time the development team has continued to include the affordable housing units in the

project. The inclusion of these units comes at a significant cost to the developer, and depending on what other requirements may arise, the viability of including these units may be reconsidered. However, at this time, they have been included to respond to the community's input that affordable housing was an important issue in the community and the ideal location for these units are within close proximity to the SMART station. Of course, the inclusion of these affordable units will be continued to be evaluated as the project evolves.

With regard to the decision of apartments versus condos, these decisions are market driven and will be made close to the opening of the project.

4. Traffic:

Traffic is a big concern for many community members. Feelings that congestion already existed in this area and the fear that additional development would further exacerbate what was perceived as a bad situation were heard clearly. There were concerns about turning on to D Street, back-ups on Copeland and the D Street Bridge.

There were concerns expressed about the need for right and left hand turns at the D Street Bridge and at Weller – including left turn for buses going from Weller onto D Street.

A few others had made requests to include a round-about on Washington Street as had been envisioned in previous long range plans, before the traffic signal was installed for the transit center.

A few felt this project is a good opportunity to widen the footbridge and construct a bike/walk path behind the grocery outlet.

We also heard a segment of community members who thought the need for housing outweighed the additional traffic impacts.

Another group indicated that this is a good spot for density and that people should leave their cars and take public transportation given the many methods of public transportation available at this site, which would reduce the traffic impact.

There were also questions about circulation paths and what opportunities existed for cyclists including, among other areas, bike access between the east and west sides of the River.

There were also requests for an updated and realistic traffic study.

<u>Response:</u>

The development team has recently provided a freshly updated traffic study that addresses many of the concerns with regard to traffic.

Additionally, a circulation plan that addressed pedestrian circulation and bicycle paths was also prepared and submitted to staff for review.

The round-about was not included in the project proposal as the long range plans do not call for it. The round-about was apparently included in previous revisions of the long range plan but is no longer included, so it is not being proposed in the project.

Of course, with a new project, traffic will be affected. However, growth of the site and the type of intensity proposed was anticipated by the Central Petaluma Specific Plan and the Petaluma General Plan, and the site is one of 3 catalyst sites within the Downtown Petaluma SMART Station Area and the proposed project closely aligns with the development type directed by the Central Petaluma Specific Plan and the Station Area Master Plan. This project also provides much needed housing on an urban infill site that is well located and has access to alternative modes of transportation which will help to take vehicles off of the road. Further, we will be paying necessary impact fees that will go towards various improvement projects throughout the city.

Please review the traffic study submitted for more information on the impacts of the development on traffic patterns.

5. Parking:

Parking was also a major concern for community members.

Some community members raised the concern that the proposed parking was not enough even if the project was in compliance with parking requirement. Suggestions were made to either increase the number of parking spaces, add a parking structure, or decrease the number of units.

Community members also had concerns that the opening of the SMART station would increase parking issues in the downtown area.

Other feedback indicated that the parking was sufficient, given the site location and encouraged people to ride the bus, ride the train, walk or cycle. They also felt that if car sharing and bike sharing were implemented in the plan, this would further justify the number of parking spaces.

There was also the suggestion to include Electrical Vehicle (EV) Charging stations for our parking.

There were requests for transverse street to be pedestrian only (or pedestrian and bike) perhaps with a different material (i.e. stamped concrete).

Concerns were also raised about the parking lot being open to vandalism and suggested gates.

<u>Response:</u>

Our team heard the concerns about parking very clearly.

While we felt our first version, with a single-level of parking, provided ample parking, the developer accepted a major expense and has provided 2 two-level structured parking areas. We now more than exceed the required parking and all uses proposed can be accommodated in the parking structures.

We also provide ample bike parking for both residents and visitors. The project also includes EV charging stations as required.

With regard to the impacts of the SMART station on the project and on parking in the area, conversations with SMART indicated that SMART never planned to have parking at this station location with the idea that it is a downtown site and they anticipate more people getting off than getting on. Additionally, within a ½ mile of SMART station there are 1,022 parking spaces and 530 private parking spaces which they feel is ample. SMART is currently using their property as a staging area and, upon coordination with the City, a 50-car temporary surface parking lot until the establishment and development of the second Petaluma SMART Station which is intended to accommodate park and ride users. Nonetheless, the development of the project site does not require us to provide transit parking on the project site – the site must provide parking for the proposed use.

The development team will provide the required electrical charging outlets per city requirements.

6. Pedestrian Access and Scale:

At the community outreach events, a circulation plan had not yet been completed so there were many questions about how pedestrian circulation would be handled, how the project would connect to the river, and about street lighting.

Response:

A circulation plan has been completed which addresses pedestrian access and circulation questions.

In addition, there have been significant improvements to the pedestrian level and the project features even more green space at the ground level.

7. Landscape/Open Space:

The landscape plans and open space areas for the project received many favorable comments:

- Love the sculpture garden along D Street
- Monitor the proposed pocket park – homeless issue across the street
- Woodwardia fimbriata – elegant!
- Clystoma callistegiodies – beautiful violet color
- Grasses – dynamic!
- Rhamnus Californiaca "eve Case" – Great!
- Accent trees/screening – great!
- Bike repair station – great idea!
- Bike racks – encourage biking!
- Bike lockers – people don't use
- Elevated terrace/parking screening/interior walkway – nice and airy!
- Love the idea of a green area over parking
- Drought resistant planting

- Like the public plaza areas
- Great opportunities for public art
- Consider tot lot
- Think about dog relief areas
- Love the D Street activation
- Raised plazas great idea
- Would love to see public art in the open spaces

Negative comment:

- Planter strips need to be replaced with tree wells to provide for more usable space if a plaza/street design was incorporated

Response:

The landscape/open space plans overall received favorable feedback.

However, in an effort to address the pedestrian experience comments, additional green space has been added along the transverse street to provide for more greenery and a pleasant walk from SMART to the river and ultimately downtown.

8. Green Building:

The development team obtained many suggestions to incorporate green building practices into the design of the project.

- Like the PV/rooftop solar
- Incorporate water and energy efficiency features into the project
- Use rooftop solar to help augment the electrical demand of the 142 housing units
- Suggested additional screenings on windows on sun facing side
- Consider a building complex that will reflect Petaluma as a city that is forward thinking in working with global warming. A contemporary design with green roofs and zero net energy
- Wanted window awnings
- Add window shade covers
- Would love to see this building as net zero
- Petaluma has an opportunity to be an ecotourism destination. This first draft of the development should be a cutting edge design of contemporary architecture this design is generic
- LEED platinum
- Use green & sustainable design - Passive heating and cooling design methods. All south facing windows use carefully designed sunshades, use glass that lets heat in for winter passive heating

- Sunshade will make air conditioning unnecessary when night cooling passively provided. Provide thermal mass with multiple layer gypsum board
- Net zero building, platinum building
- Petaluma is ecotourist destination
- E.W. elevations provide operable solar shades/glazing for solar gain
    - Passive solar – add carefully designed overhangs or sunshades to all south windows with high solar gain glass (brilliant idea – yes! I agree)
    - Passive solar: operable shades east & west

Response:

The development team has incorporated many green building practices into the project including PV rooftop arrays, solar water preheat system rooftop array, and all materials will meet or exceed Cal Green Tier 1 standards or better. The goal of this building's design was to create the highest level of energy efficiency, while combining the look and feel of Petaluma. Therefore, concentrating on one aspect, such as sunshades was not the priority.

Conclusion

Overall, the development team was excited to see community interest in the project.

Though it is nearly impossible to arrive at a project that everyone loves, it is the goal to develop a project that is responsive to community concerns and that has broad public support.

The development team remains open to consideration of plan revisions where they can be reasonably accommodated.

EXHIBIT A

Attendee Lists:

June 23, 2015 Meeting:

Attendees:

- Wayne Miller
- Carey Algaze
- Val Richman, Petaluma Arts Center, 762-5600
- Steve Kirk, 658-2340, stevek@sageinteractivity.com
- Dave Alder, 338-8388, davealden53@comcast.net
- Patricia Tuttle Brown, Friends of SMART, Signer on CPSP, 787-7442, drptb@smic.net
- David Keller, Petaluma City Council/CPSP, 768-9336m dkeller1@sonic.net
- John Fitzgerald, Civil Engineer, 290-1635
- Barbara Lind, Lind, 763-9109, lindnotes@comcast.net
- Rick Brereton, ADR, 778-7232, rick@adr-petaluma.com
- Greg Sabourin, PSCC, 707-293-3685, gjsabourin@aol.com
- Skip Sommer, skipsommer@hotmail.com
- David Powers, PAC, powers.davidf@gmail.com
- Matt Maguire, 769-1556, mmaguire@cricnetworks.com
- LaRee Maguire

August 17, 2015 Meeting:

Attendees:

- Mitch Lind
- Paul Lewis
- Don Benson
- Olivia Ius
- Bob Oliker
- Laura Ardens
- Brenda Lopez
- Richard Decarli
- Christina Kauk
- Linda

August 19, 2015 Meeting:

Attendees:

- Michael Burenen
- Clint Gilbert
- Daryl Johnson
- Brett Battenberg
- Jerome Cleland
- Rocky Rohwedden

- Ingrid Larnis
- Cherry Palacies
- John Marin
- John Sheehy
- Warren Dramt
- Dave Alden
- Chris Alberson
- Bill Wolpert
- Sabrina Netto
- Steve Ikard
- Shelley Campbell
- Richard Brawn
- Marie McCusker
- Beverly Alexander
- Mitchell Kank
- Christina Kank
- Scott Davis
- Bill Kane

March 16, 2017 Meeting:

Attendees:

- Kathleen Kestelyn
- Bill Wolpert
- John Garrett
- Susan Starbird
- Marie McCusker
- Chris Bearden
- Colleen Rustad
- John Sheehy
- Larry Reed
- Cinda Gilliland
- Warren Dranit
- Susie Dranit
- Heather Haley
- Daniel Backman
- Beverly Schar
- Diane Gentile
- Daryl Johnson
- Greg Sabourin
- Eric Adams
- Ross Jones
- Will Burns

- Patricia Tuttle Brown
- Gina Beneoetti
- Sheila Baker

Pacifica Haystack

Mixed Use Project

Washington, Copeland, D and Weller Streets

Petaluma, California

Art Committee Narrative

For

City of Petaluma

On January 31, 2019

Property Owner/Developer:

Pacifica Haystack
1775 Hancock Street, Suite 200
San Diego, CA 92110

The Haystack Pacifica Project was presented to the Petaluma Public Art Committee on March 29, 2018. We are dedicated to the idea of providing public art instead of paying the in-lieu fee. Some ideas that we suggested for our project included Sculptures, concepts developed in tandem with landscape design with the potential themes – River heritage, industrial heritage, train depot/P&SR railroad or Native people. From this meeting we received mostly positive feedback along with the following:

- They liked the idea of focusing the art work on the two plazas located on Weller Street (please see below).
- Liked the idea of artistic furnishings which could be scattered around the site.
- Asked the owner to create a sub-committee for the art selection.
- Reuse those existing rail lines.
- Review artists from City's RFP for Water Street which may help us find a vetted public artist.
- They would like to see something similar to the High Line area in New York.

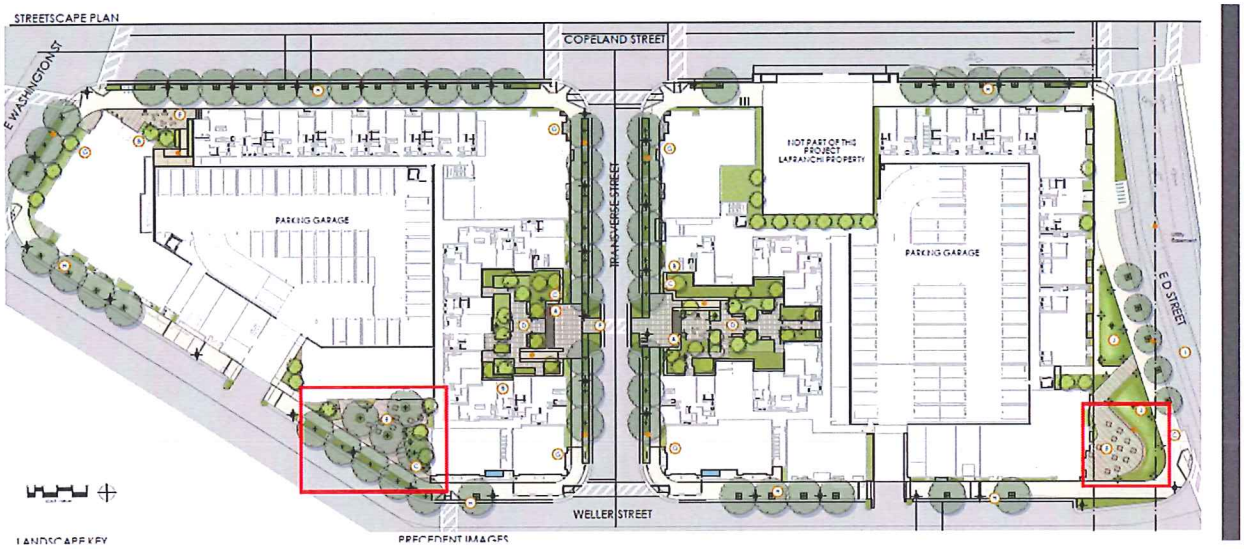
We appreciated all the feedback we received from this committee. We will be implementing artwork in the two plazas that were suggested by the Committee as well as incorporating artistic furnishings in with the landscaping. We have yet to conclude if we will be forming a subcommittee on the art selection but looking into artists that submitted to the Water Street RFP is a great suggestion that we will consider.

If feasible, we'd certainly like to incorporate a high Line inspired hardscape. During grading we will attempt to salvage any rail lines found onsite and depending on the quantity and condition, will look at the possibility of incorporating these railing within the landscape hardscape.

In terms of themes for art we received the following comments:

- Take Risks – no need to reference history or River or indigenous people
- Art doesn't have to be a sculpture but it should be significant
- Artwork on the building – something with movement like Ned Kahn

This is all great feedback that we will explore once the project is approved and ready to move forward.



Proposed areas for Public Art

D–6

Pacifica Haystack

Mixed Use Project

Washington, Copeland, D and Weller Streets

Petaluma, California

Pedestrian and Bike Committee Narrative

For

City of Petaluma

Updated January 31, 2019

Property Owner/Developer:

Pacifica Haystack
1775 Hancock Street, Suite 200
San Diego, CA 92110

The Haystack Pacifica Mixed Use Project presented to the Pedestrian and Bicycle Advisory Committee on March 7, 2018. In this meeting, there were several public comments and suggestions by public comment about the project, some of those included:

- Concern that there is danger to pedestrians when using crosswalks to bus mall due to car traffic.
- Desire to see transverse street bike friendly; widen sidewalk; bump outs for cyclists could be dangerous.
- Should create a robust bike/pedestrian environment; Disappointment that the project proposes more parking than minimum requirement.
- Wayfinding signage should be used especially on paths and walkways.
- Traffic circulation in regards to delivery trucks.
- Centralized secured bike parking for employees close to building was suggested.

Commission Consensus also recommended the following:

- No fruiting trees over bike racks.
- Place more bike racks close to restaurants. Relocate bike racks in right of way as needed for use.
- Bike parking at retail businesses for short term parking.
- Protected centralized bike parking for employees.
- Encourage transverse street as main thoroughfare for pedestrians and bikers; put in colored pavement and consider raised street.
- Look at two-way cycle track along project frontage on D Street or flip parking and bike lane; reduce sidewalk width if needed.
- Install wayfinding signage around perimeter of the project.

All comments/suggestions were greatly appreciated as this project is intended to benefit the community of Petaluma. We have engaged W-Trans as our Transportation Consultant. Steve Weinberger, Senior Principal with W-Trans, was provided with these suggestions and comments and has responded with his recommendations in the Traffic Report; under Alternative Modes, which addresses Pedestrian Facilities, Wayfinding and Bicycle Facilities more in depth.

Per Mr. Weinberger's recommendations, we have implemented several changes that specifically address the concerns for pedestrians and bicyclists safety. To alleviate concerns for pedestrians using the crosswalks, we plan on implementing Rectangular Rapid Flashing Beacons (RRFB) on Weller, Copeland and transverse streets.

We received comments that this project should create a robust bike/pedestrian environment, and that we have created too much parking. We believe we have created a visually pleasing pedestrian and bike environment while taking into account safety as well as current parking requirements. The project incorporates a "Texas Doughnut" style building which provides for parking on the internal portion of the building. This allows the project to meet vehicle parking requirements but fosters an aesthetically pleasing pedestrian friendly corridor. To promote this, we have included several "pocket parks" as well as "lobby" areas which give the project some visual variation along with appealing landscaping.

Also included in our design, we included 18 covered bike parking spaces as well as 36 uncovered bike parking spaces, located around the project for employee long term bike parking as well as retail guest use. We will also not be planting any fruit trees on the site.

We were advised by Mr. Weinberger that providing "stamped" concrete could potentially be dangerous for bicyclist, depending on the depth of stamp and material, therefor we will look into colored pavement and other materials as we get further along into the project.

The recommendation for making the transverse street bike friendly as well as Copeland and Weller Street, is to provide for a Class II bike route, as well as providing "sharrows" that could additionally be enhanced with green painted backgrounds. This is in line with the proposed Class II bike route that is identified in the Bicycle and Pedestrian Plan as outlined in the General Plan 2025 for East D Street. Mr. Weinberger has suggested that if the City wishes to pursue a Class IV one-way bike route along East D Street in the future, then frontage improvements should not interfere and that the City would need to redesign the street in order to accommodate a smoother transition for such a bike lane. As for a two-way Class IV bike route, it is not recommended, as this will result in multiple issues for motorist and bicyclists.

We also plan to incorporate wayfinding signage for pedestrian and bicycle use, that will point users to areas such as Downtown, the transit connections and SMART. The locations for this signage will be as Mr. Weinberger has directed with signs located on both end of the transverse street as well as the two project corners on East D Street.