

## Castellano, Isabel

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**From:** [REDACTED]  
**Sent:** Sunday, December 4, 2022 8:57 PM  
**To:** Castellano, Isabel  
**Subject:** Hotel Weaver Proposal

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Dear Ms Castellano,

After the long wait for a new hotel to be built downtown the current proposal by EKN Development is an aesthetic disappointment. This is an uninspired and mediocre exploitation of our town which still has a lot of character that isn't reflected in this building's design. This is not meant to say that new old looking buildings should be built, but that these new projects should have the originality and integrity in the spirit of what is unique and treasured in so many of the structures that are already here.

The first renderings displayed on the site years ago, not the one just before this one, showed an airy structure with sky room left to let sun shine down on the street. There was more variety in the facade, not just a blunt, boxy and not very inviting wall. There were setbacks which made it distinctive in a way the latest effort isn't.

Petaluma deserves better.

Best Regards,  
[REDACTED]

[REDACTED]

**From:** [REDACTED]  
**Sent:** Monday, December 12, 2022 7:07 PM  
**To:** Ellis, Evelyn <eellis@cityofpetaluma.org>  
**Subject:** Hotel Weaver public comment

Historic and Cultural Preservation Committee  
Study Session, December 13, 2022  
Proposed Hotel Weaver

Committee Members:

Regarding the proposed Hotel Weaver's appropriateness within Petaluma's unique, protected, and much admired (by residents and visitors alike) historic downtown.

- 1) The aerial photo montage on SPAR A2.1 illustrates the hotel's inappropriate height (five stories plus a recessed rooftop story) relative to its continuous bulk along its 140' + frontage on Petaluma Boulevard.
- 2) Likewise, the attempt at distinctive bays falls short of its stated intention and purpose, particularly along the Petaluma Boulevard façade, but also along B Street.
- 3) The corner windows are oversized and are a cliché. They do not address the opportunity for a real design solution at this highly visible corner. The current proposal for floor-to-ceiling windows will result in a random placement of curtains or the exposure of room interiors to the street.
- 4) Since this building will dominate its immediate location, its design must be more thoughtful and distinguished so that the overall integrity of the Downtown is not compromised.

Thank You,

[REDACTED]  
[REDACTED]

## Castellano, Isabel

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**From:** [REDACTED]  
**Sent:** Tuesday, December 13, 2022 10:32 AM  
**To:** Castellano, Isabel; Ellis, Evelyn  
**Subject:** Weaver Hotel Proposal at B St and Petaluma Blvd

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---  
Hello Isabel,

I have reviewed the materials for proposed Weaver Hotel and wanted to voice my support for the proposal. The developer has considered the challenges of parking, economic viability and the shading impact of the structure. I think the exception requests for height should be granted.

[REDACTED]

[REDACTED]

## Castellano, Isabel

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**From:** [REDACTED]  
**Sent:** Tuesday, December 13, 2022 11:53 AM  
**To:** Castellano, Isabel  
**Subject:** Hotel Weaver

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---  
I protest I protest I protest I protest I protest

I am writing to protest the approval of the Hotel Weaver. Petaluma does not need a 6-story building sitting right next to Rex Hardware. It seems like whoever the marketing people in charge of writing the information about the place don't appreciate the culture of our town. They say it's got a look that seamlessly blends in with the area. The only thing that is true about that statement is the fact that the rendering of the hotel shows the signage for the hotel name written in something akin to an art-deco type of font.

Petaluma doesn't need a hotel downtown. There is already a Sheraton and a Marriott. If we keep going this direction Petaluma will begin to look like a manufactured tourist-trap. Never mind they want it to look like the plaza across the street from there, where the movie theater is located. The plaza and the rendering of the proposed hotel look nothing like the McNear building which is directly across the street. There's nothing seamless about it.

Apparently a bar is planned at ground level access. We have enough bars. We have so many bars downtown already and don't need another. The Argus says that there were many DUI tickets given the day before Thanksgiving. It says the lines to get into the bars was so long, longer than any police remember in years gone by. Is this what Petaluma wants to be known for, a pub-crawl town? I prefer butter and eggs as I'm sure many will attest to the same preference.

Don't let this hotel be built.

It will not do Petaluma any good and will only benefit developers.

I protest I protest I protest I protest I protest

**From:** [REDACTED]  
**Sent:** Tuesday, December 13, 2022 1:55 PM  
**To:** Ellis, Evelyn <eellis@cityofpetaluma.org>  
**Subject:** Hotel Weaver

To whom it may concern,

Approving the development of Hotel Weaver will impact Petaluma's historic downtown in many ways.

The developer is proposing to amend the height and development area of Petaluma's General Plan. The amendment request is almost twice what is currently allowed. Rex Hardware, a historic building, will be totally overshadowed by this modern monster building. It will absolutely dwarf our iconic clock tower, ironfronts, and McNear building. It will block views of our Petaluma hills from the downtown, which is disallowed in our current general plan. The boxy structure is uninspired, unattractive, and has no parking.

Their plan is to provide parking for only 54 vehicles. The nearby parking garage is not large enough to accommodate the existing business', hotel workers, and hotel patrons. Public transportation is too far from this proposed hotel to accommodate all patrons (elderly, non-ambulatory).

There is no redeeming architectural features in the hotel rendering. Every square inch of ground is taken by the structure. If a hotel must be built on this land, it has to respect Petaluma's historic district and the view sheds of the surrounding hills; which is called for in our General Plan.

Please we can do better to preserve Petaluma and its historic appeal for years to come.

Sincerely,

[REDACTED]

**From:** [REDACTED]  
**Sent:** Tuesday, December 13, 2022 1:55 PM  
**To:** Ellis, Evelyn <eellis@cityofpetaluma.org>  
**Subject:** HISTORIC & CULTURAL PRESERVATION COMMITTEE

Dear Historic and Cultural Preservation Committee Members,

I know I would have many questions answered about the Weaver Hotel project, but it's our granddaughter's 9th birthday and she doesn't care yet. This is just a quick note to express what I'm sure is not an ongoing concern about the size, scope, parking and traffic as I have interpreted the plans.

1. As a 24 Hr Fitness patron, I already park up past the Historical Museum in anticipation of the lack of parking anywhere closer, and that is before most of the businesses are open.
2. The rather ugly facade doesn't seem a fit for that location, but that's your area of expertise.
3. If there is any indication that the old location of the Bank of the West was going to be used for a building higher than 2 stories, having the Hotel 3 stories high would not seem so out of place. Taller with the current design seems like an eyesore waiting to happen.
4. Don't get me started about traffic. As a westside resident living by Helen Putnam Park, the intersection on D and the Blvd. is gridlock as it is.

Thanks so much to all of you for the time and energy you give to our community!

Happy Holidays,

[REDACTED]  
[REDACTED]

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[REDACTED]

[REDACTED]

**From:** [REDACTED]  
**Sent:** Friday, January 06, 2023 6:48 PM  
**To:** Ellis, Evelyn <eellis@cityofpetaluma.org>  
**Subject:** Re-proposed hotel

I'm a homeowner in West Petaluma who believes a 6 story hotel in our quant downtown would be very much out of place, not to mention too massive a structure. Traffic and parking are currently challenging enough. A huge hotel would only exacerbate those problems.

Sincerely,

[REDACTED]

From: [REDACTED]  
Sent: Saturday, January 07, 2023 9:44 PM  
To: Ellis, Evelyn <eellis@cityofpetaluma.org>  
Subject: New hotel downtown

Dear City of Petaluma,  
Very simply put, a new hotel (or any NEW LARGE building) built in the heart of historic downtown would be completely out of character with the center of this beautiful town.  
Please do not let this happen.

[REDACTED]



**From:** [REDACTED]  
**Sent:** Monday, January 09, 2023 2:17 PM  
**To:** Ellis, Evelyn <eellis@cityofpetaluma.org>  
**Cc:** Scott Hess <Scott@scotthessphoto.com>  
**Subject:** Proposed 6 Story Hotel in Downtown Petaluma

Please forward this to planning commission and city council members:

I am very disappointment that this terrible piece of architecture in our historic downtown district has gotten this far because our historic town, with the largest number of iron fronts west of the Mississippi is too unique to be defaced like this. This will obscure the view of McNear's and the clock tower from Petaluma Boulevard's southern approach. 2/3 of the lot is in the historic district and this is a violation of our Historic Preservation rules.

Thank you,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Isabel Castellano

Much work & time was spent  
on the guidelines for this  
historic area.

1. This project ignore the  
height limit by 50%
2. Needs a general plan  
amendment
3. Seriously short on parking  
that ~~will~~ will impact  
the entire area.
4. lot coverage.

This project is trying to push  
too much.

I am a long time resident  
and downtown property  
owner. I am not against  
a hotel of 45' tall and  
adequate parking

RECEIVED

JAN 09 2023

COMMUNITY DEVELOPMENT DEPARTMENT

January 9, 2023

**To: City of Petaluma**  
Mayor and City Council  
Historic and Cultural Preservation Committee  
Planning Commission

**From:** [REDACTED]

**Re: Hotel Weaver Project Proposal**

[REDACTED] is an alliance of residents who work to advance community education and dialogue about urban planning – with a focus on livable, sustainable growth and development and transportation patterns for our city’s future. Among other related issues, [REDACTED] advocates for **well-designed urban infill** solutions Downtown, that make walking, biking and transit use more feasible. Advancing this climate resiliency goal is a top criteria by which this project should be approved or denied.

Our group members have reviewed and discussed the development proposal for the Hotel Weaver. Based on that, our leadership group wishes to share the following collective input.

Walkability is critical to help Petaluma shift away from car dependency and address climate change. **One great way to encourage walking is to create streetscapes and storefronts that are appealing places to walk, bike, catch transit and spend time.** Fortunately, the historic fabric of our downtown and our form-based code work have established a wonderful standard.

New infill development should be sensitive to the human scale and create places for people. Toward that end, this project should create interesting and appealing streetscapes that encourage walking. The streetscape is more important than height. **Both locals and tourism will benefit from this project if it creates attractive frontages that extend the walkable, human-scaled Downtown corridor along Petaluma Blvd.** This design goal can be achieved with elements such as sidewalk cafes, street trees, furniture, and landscaping. Doorways and clear windows are helpful; multiple curb cuts for cars are detrimental. The Design Concept submitted for Hotel Weaver demonstrates sensitivity on these points.

Overall, we urge the City to approve a quality development solution for this key site. The vacant lot has been a hole in the heart of our walkable urban fabric for far too long. It is a blight on our beautiful downtown. Rather than allowing “the perfect to be the enemy of the good,” **City staff and officials need to demonstrate leadership and approve a climate-resilient development agreement.**

This site needs to be restored to active use, **so it can start contributing again to the walkable urban fabric, the property and sales tax coffers, and the TOT (transient occupancy tax) funds of our fair city.**

A reasonable proposal from an experienced developer is on the table. A small hotel is a suitable use for this site, provided that it is designed in a context-sensitive manner. The Conceptual Design submitted shows street-level uses that are active and people-oriented, with restaurants and covered sidewalk cafes. **This project should move forward to a final development agreement.**

It is easy to find fault with new development proposals. But it is far more rewarding for community leaders and members to define, express, and come together around the things that we DO want for our city. Then approve a project that advances them. An empty lot serves no one.

Towards this end, we offer the following **5 Recommendations**.

- 1. Focus on quality street-level design, as the most critical design goal.** The aesthetics, scale, and quality of the ground-floor elements – that we will see and pass daily – will prove far more important than height, or number of parking spaces, over time. Focus on the streetscape.
- 2. Require excellence in both urban design *and* architectural design.** Page Southerland Page is an experienced and respected firm with a reputation for quality architecture. The “Concept Image” submitted looks promising, particularly with regard to street-level uses. However, it is not a final architectural design. There are no guarantees of what the final project will look like. Page should be required to assign their best architectural and urban designers to this project team.
- 3. Provide efficient community input into the design process, though a small appointed design review committee.** Petaluma residents need a voice in Design Development. Locals are deeply concerned about preserving the charm of our city, relating the new building to its historic context, and integrating a six-story structure into our largely low-rise Downtown. Without delaying the project, *require* that Design Development include an interactive dialogue with a small group of qualified local representatives. This will help to ensure a design worthy of community support.
- 4. Establish objective design criteria by which the project will be approved.** The City should require the developer – as a condition of zoning variances – to satisfy a set of national, objective criteria for superior urban infill design in a historic downtown. City staff and the community committee should then review the project using these established criteria.
- 5. Seek excellence in *contemporary* architecture.** The goal is NOT a Disneyland-style “Main Street USA” imitation of historic architecture. Rather, the goal is a work of contemporary architecture that is so excellent, people will fight to save it in 50 years – as a beloved example of 2020’s architecture. Skilled architects use scale, building materials, motifs and detailing, a color palette, and other design elements to sensitively integrate new structures into historic downtowns.

Historic and Cultural Preservation of the past are worthy goals. However, these must be sensitively integrated with the needs and opportunities of today – and the urgent need to look ahead to our walkable, livable, climate-resilient and sustainable future.

Thank you for the opportunity to share this point of view.

Sincerely,

[Redacted Signature]

[Redacted Title]

**From:** [REDACTED]  
**Sent:** Tuesday, January 10, 2023 8:15 AM  
**To:** Ellis, Evelyn <eellis@cityofpetaluma.org>  
**Subject:** Hotel: Corner of B St - Pet Blvd.

Good Afternoon,

Concerns regarding the proposed hotel on at B Street and Petaluma Blvd:

1. The building is too large for the size of the lot;
2. Insufficient parking. Proposed underground spaces will not meet demand.
4. Limited access to reliable public transportation;
3. The design is not compatible with Petaluma's historic and unique architecture.

Thank you.

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**From:** [REDACTED]

**Sent:** Tuesday, January 10, 2023 2:05 PM

**To:** Ellis, Evelyn <eellis@cityofpetaluma.org>

**Subject:**

We are vehemently opposed to this project! It hasn't enough parking. It doesn't fit in with the historic, quaint area surrounding the project. It will negatively impact the area, the Blvd., traffic & more. Any public bathrooms? It is so incredibly UGLY...

**From:** [REDACTED]  
**Sent:** Tuesday, January 10, 2023 11:17 AM  
**To:** Ellis, Evelyn <eellis@cityofpetaluma.org>  
**Subject:** public comment Re: Hotel Weaver Project Proposal

Dear Clerk,

Please accept, publish and distribute my letter for today's Historic and Cultural Preservation Committee Meeting.

Dear Historic and Cultural Preservation Committee Members,

Thank you for the opportunity to comment on the Hotel Weaver Project.

I am a resident of Petaluma and I am fortunate to work in downtown Petaluma. My job affords me contact with residents and visitors to Petaluma alike. As a shopkeep, I receive a lot of questions such as: "where is the local bakery?" and "can you recommend a local coffee shop?" Never once have I been asked, "where is the upscale boutique hotel with a rooftop restaurant and bar?" My point being that to design an "immersive town experience" is to design a walkable and pedestrian scaled encounter with a tightly knit fabric of small, unique and independent shops and businesses.

I appreciate the efforts of the design team to carefully study and consider the surrounding historic architecture including "the proportioning of windows, the push and pull of bays, storefronts, and balconies – the rhythm of the architecture". However, scale can not be omitted in this equation.

It is my opinion: If the current proposed Hotel Weaver is to "seamlessly blend" with the existing built historic and cultural context of Petaluma, then the EKN Development Group might consider reducing the height and footprint and to design within the limits of the allowable floor area ratio and height set forth in the Mixed Use classification by the 2008 City of Petaluma General Plan.

Sincerely,

[REDACTED]

**From:** [REDACTED]  
**Sent:** Tuesday, January 10, 2023 10:18 AM  
**To:** Castellano, Isabel <[icastellano@cityofpetaluma.org](mailto:icastellano@cityofpetaluma.org)>  
**Subject:** Hotel Weaver Proposed Project

Ms. Castellano, I plan to virtually attend the review study session later today. (My husband and I live on 6th Street between A and B Streets.) My initial comments based on the information we received via postcard are:

- 1) The height of the proposed project is too tall, especially for that location. Given the relatively small lot and the density of the immediate area, a six-story structure will be out of scale. It would be helpful if we could see a drawing/mock-up of the proposed structure in context to the neighboring buildings.
- 2) The underground parking seems insufficient for the proposed number of rooms at this hotel. Where will people park when the hotel has full (or near full) occupancy? Where will employees park?
- 3) I question whether Petaluma needs another hotel.

As a side note, we visit Bozeman, MT on a somewhat regular basis since falling in love with this city when our daughter attended college in Bozeman a few years back. In this time, we've seen a lot of development in Bozeman (which has a beautiful main street with historic buildings much like Petaluma's but longer) including a number of new hotels, especially near downtown Bozeman. Bozeman has done a good job of incorporating this development yet retaining the old town feel of downtown Bozeman. I'm mentioning this as an example of where a city with a similar feel and size has allowed for growth that doesn't negatively impact the character of the city, especially its downtown. Several years back a six story Marriott hotel was constructed in Bozeman, but it is two blocks off their main street and does not impact the historical look of its downtown area.

[REDACTED]



**From:** [REDACTED]  
**Sent:** Monday, January 23, 2023 10:56 PM  
**To:** Ellis, Evelyn <eellis@cityofpetaluma.org>  
**Subject:** We don't want that ugly

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huge hotel next door to Rex's Hardware. Not the outdoor bar on the roof. Nor the Healdsburg restaurant.

Please cease ruining Petaluma, thank you.

[REDACTED]  
[REDACTED]

**From:** Castellano, Isabel <icastellano@cityofpetaluma.org>

**Sent:** Wednesday, February 1, 2023 12:14 PM

[REDACTED]

**Cc:** Powell, Greg <GPOWELL@cityofpetaluma.org>

**Subject:** RE: Weaver Hotel

Hello Gary,

Thank you for contacting the Planning division regarding the Hotel Weaver project. Your email will be recorded as a public comment for the project's records. The project was recently presented to the Historic and Cultural Preservation committee on January 10, 2023 for initial committee feedback and public outreach purposes. The recording can be accessed online, under the meeting tab, 2023 - <https://cityofpetaluma.org/meetings/> Any upcoming study sessions and meetings will also be posted on the project's webpage. No meetings are scheduled at this time. <https://cityofpetaluma.org/hotel-weaver/>

Regards,

Isabel

**Isabel Castellano**

Preservation Specialist

City of Petaluma | Community Development

office. 707-778-4315 |

[icastellano@cityofpetaluma.org](mailto:icastellano@cityofpetaluma.org)



**CLIMATE  
READY**  
PETALUMA 2030



Petaluma is in a drought. There are many programs and incentives to help you conserve water! Learn more [HERE](#).

[REDACTED]

**Sent:** Tuesday, January 24, 2023 11:45 AM

**To:** Castellano, Isabel <icastellano@cityofpetaluma.org>

**Subject:** Weaver Hotel

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Hello Isabel, I'm wondering what's happening with this proposal.

I was online during the last hearing and got the impression that the consensus was that the structure is too big, too tall and not suited to the historic district aesthetically. I hope a decision is to reject the proposal in its current form. Maybe it should be suggested that the developer take this project to another part of town not in the historic district.

Besides the issues I've mentioned the congestion and impact to the walkability on B street with the driveway to subterranean parking garage crossing over it. This will add to the traffic on an already busy corner, Petaluma Blvd and B. I live on C Street at 5th and will be looking at the blank wall on the "back" of the building also, not a very positive prospect.

Thank you so much for the work you're doing. I appreciate your effort in resolving this dilemma.

[REDACTED]

[REDACTED]

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Saturday, April 15, 2023 10:29 AM  
**To:** Petaluma Planning <[petalumaplanning@cityofpetaluma.org](mailto:petalumaplanning@cityofpetaluma.org)>  
**Subject:** Appellation hotel

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

How does this hotel get approval lacking 40 something parking space in garage? Where are guests going to park? That area is already highly impacted with lack of parking near many restaurants and shops. They need to include one space per room!! I don't think people are going to arrive on bicycles.

[REDACTED]

Sent from my iPho

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**From:** [REDACTED]

**Sent:** Sunday, April 16, 2023 11:31 AM

**To:** Petaluma Planning <[petalumaplanning@cityofpetaluma.org](mailto:petalumaplanning@cityofpetaluma.org)>

**Subject:** Please stop the plans of putting even more hotels in Petaluma.

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Today I saw the article about the Charlie Palmer hotel "plans" and enough is enough. You have already ruined Petaluma with those new hotels being put up in the past few years, why ruin it further? No one wants a new hotel, the town does not need a new hotel. Please do not let this happen. The Marriot in the marshes is already an ugly eye sore, not to mention habitat destruction for the marshes, and that new ugly hotel by Kohl's is atrocious.

Also to whoever has been approving for buildings to be built higher, why? Why are you ruining this town? We do not need more development. Petaluma's charm has been disappearing, and so soon will all the people who are "drawn here by the charm." How do we vote against building all these new hotels and large developments? How do we make it stop?

[REDACTED]  
Born and raised in Petaluma.

**From:** [REDACTED]  
**Sent:** Tuesday, April 18, 2023 10:55 AM  
**To:** Powell, Greg <GPOWELL@cityofpetaluma.org>  
**Subject:** Appellation Petaluma Hotel

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Dear Mr. Powell,

Hello, I am curious about this proposed hotel. It was previously the Weaver Hotel and now is Appellation. The local newspaper, Petaluma Argus-Courier Petaluma 360, has posted several articles about the hotel saying Backers of the proposed hotel, includes celebrity chef Charlie Palmer, Backers have their eye on downtown Petaluma, Backers hope to open by 2026,

There have been several posts (3 or 4) from the Argus Courier 360 and most (90%) of the people had no idea and are not happy with the idea. The last issue of the Argus Courier newspaper showed about 14 comments and posted 10 as positive. This was not what I saw posted. If you can read the remarks you will see there are many questions and concerns about the location of this hotel.

I went to the River Cafe over a year ago when it was going to be the Weaver hotel. We saw so many drawings and heard from so many people who don't live in our town and have no idea how we enjoy our historic town. The crowd was not very positive.

There was a post in I Love Petaluma about a community meeting April 12th, 4:30-6:30 at Brooks Note Winery on Petaluma Blvd. EKN Development and Appellation Hotels had a community meeting about the Proposed hotel. Drinks were provided and you had to register to attend. When I tried to register, it said limited seats available. How can a community meeting be limited?

I feel like with the small lot, huge hotel, underground parking and not to mention the traffic and parking for employees and visitors. The streets with beautiful homes will have to deal with visitors parking on their streets. I also feel that it will destroy the beauty of our downtown. I moved here over 50 years ago and have always tried to shop downtown, eat downtown, take visitors downtown and see our beautiful historic downtown. This Proposed hotel is huge and the hotel will eat up what is quaint about our town.

Please find a way for the citizens of our town to be involved. Send a mailer, post something in the Argus and Press Democrat about meetings.

One other post asked since Petaluma is one of California's oldest cities if there is something within the Conservation of Historical Cities and Urban Settlements Initiative to be involved.

Thank you and I hope to hear from you,

[REDACTED]  
[REDACTED]

**From:** [REDACTED]  
**Sent:** Thursday, May 18, 2023 10:06 AM  
**To:** Petaluma Planning <[petalumaplanning@cityofpetaluma.org](mailto:petalumaplanning@cityofpetaluma.org)>  
**Subject:** Downtown Hotel Development

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

City of Petaluma Planning Committee,  
What this proposed hotel project needs is competition. Why should the city have only one option as to what is built in the historic district of Petaluma?

Why doesn't the city make this decision as to who builds in this part of the city rather than have an outside developer dictate what they want? The proposal EKG is making may be appropriate for other areas of Petaluma, and more welcome but it does not fit downtown for many reasons.

The city should make a counter proposal with another developer with a history of building the kind of project which would be appropriate to this unique part of the city.

This requires some research but the effort would be well worth approaching. When a developer is given a list of guidelines as to what is required to satisfy such conditions as traffic congestion and parking, as well as aesthetics and use issues the city would be taking proactive measures to responsibly control these projects. Otherwise our neighborhoods are at the mercy of someone else making decisions for us.

No one would buy a car or a pair of shoes without comparison shopping so why should Petaluma only have one choice when it comes to a permanent change such as this project?

Competition is democratic and it's the right and thoughtful way to maintain a cohesive and prosperous community.

Thank you for your attention,  
[REDACTED]

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<https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fgarymckinnon.tv%2F&data=05%7C01%7Cpetalumaplanning%40cityofpetaluma.org%7C77830e235ed4694927908db57c2419a%7C3251706cb8d941349f26dd04acbb79d0%7C0%7C0%7C638200264072816022%7CUnknown%7CTWFpbGZsb3d8eyJWlIjoIJC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6IklhaWwiLCJXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=OWPx2f8ZVBf7Gf7OEdDOcVbjOBsnLVdqtqwXHSIHp2k%3D&reserved=0>

**From:** [REDACTED]  
**To:** [Powell, Greg](#)  
**Subject:** Hotel Weaver  
**Date:** Saturday, June 3, 2023 12:23:29 PM

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> Dear Greg Powell,

>

> No! No! No! on this proposal, EKN APPELATION (Hotel Weaver). The city is already too densely crowded: with traffic, parking and congested vehicles in the downtown, extending into residential streets. The city does not need an “event space”, et cetera, et cetera.

>

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**From:** [REDACTED]

**Sent:** Sunday, June 4, 2023 2:36 PM

**To:** Ellis, Evelyn <eellis@cityofpetaluma.org>; Powell, Greg <GPOWELL@cityofpetaluma.org>

**Subject:** Hearing on the Weaver

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

I'm responding to your notice that the Petaluma Planning Commission will be hearing a presentation of the proposed Hotel Weaver by EKH/Appellation on June 13.

These are my comments and suggestions regarding this proposal. Thank you providing them to the Commission & the Historic and Cultural Preservation Committee.

While I'm generally in favor of many aspects of this proposal I find both the current size and design of the hotel, inappropriate.

The proposed height of 69' far-exceeds the maximum standard, published on the Planning website of 45'

And a 6 story structure is out of alignment with most of the buildings on the surrounding blocks.

The proposed exterior colors and finishes are entirely too "standard, boutique hotel" and don't harmonize with the appearance of neighboring buildings (admittedly, an eclectic mix).

IOW, this structure just doesn't fit in.

Here's what I would suggest for your consideration, and to Messrs, Nakhjavani and Palmer.

Buy the adjacent property to the south (site of the former bank).

Reduce the height of the hotel to 4 stories, but expand the building into-or-beyond the bank's footprint and build 93 rooms (or more).

This purchase comes with a bonus, a sizable parking lot-- something that EKH/A needs.

And an added bonus (as anyone in Petaluma knows) by reducing the height to 4 stories, EKH/A can have a rooftop restaurant without the full force of the afternoon winds.

The applicants should take a look at the many historic buildings downtown, consult with architects familiar with these structures as well as an historian like Katherine Rhinehart, and choose a more compatible 'look'.

Finally, I suspect that decisions made about this project will be used as precedent in reviewing future proposals for Petaluma's core.

Therefore, every effort must be made to get this right and not accept EKH/A's submittal, as it is.

[REDACTED]  
[REDACTED]  
[REDACTED]



**From:** [REDACTED]  
**To:** [Powell, Greg](#)  
**Subject:** Hotel Weaver proposal  
**Date:** Sunday, June 4, 2023 1:12:49 PM

---

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Hello Greg,

I have a number of questions regarding the proposed Hotel Weaver.

What justification does the city planning staff have for the IZO zoning overlay? Who has weighed in on this? Has the city included property owners, the Downtown Business Association or in any way communicated with downtown business owners?

If the city intends to allow increased FAR, building height and massing - what are those proposed to be?  
If this increases density downtown - how will parking be addressed?

Can you send us a map of the specific overlay please.

Specific to the Hotel Weaver - please send us the calcs for all areas of the building and how each occupancy (guest rooms, retail, assembly, bar/restaurant, fitness, back of house) shows calculated parking impacts for the over all building.

If adjacent lots required by Code 18.48.020 have been established no more than 400 feet from this hotel for parking - where are they?

I will have additional questions but would like to start with the above.

[REDACTED]

**From:** [REDACTED]  
**Sent:** Sunday, June 4, 2023 12:13 PM  
**To:** Ellis, Evelyn <[eellis@cityofpetaluma.org](mailto:eellis@cityofpetaluma.org)>  
**Subject:** Proposed Downtown Hotel Weaver Project

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

I have been a Petaluma resident for over 35 years. Own a small apartment building at 312 Washington street. People continuously, for the all mighty dollar, try to change the wonderful Downtown Petaluma. These type of people have destroyed the downtown areas of many Northern California Cities. This project does not meet current codes or any current Planning departments plan for downtown Petaluma. Please keep your height limit at 48 feet. The theater district development was tough enough but was designed nicely. Six Story, REALLY 😞

Sincerely, [REDACTED]

**From:** [REDACTED]  
**Sent:** Sunday, June 4, 2023 3:20 PM  
**To:** Ellis, Evelyn <[eellis@cityofpetaluma.org](mailto:eellis@cityofpetaluma.org)>  
**Subject:** Hotel Weaver comments

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Hi, I read the notice of public meeting about the proposed Hotel Weaver. I think another hotel near downtown is sorely needed, and in favor of a new hotel. However, I also believe that 93 rooms are too many when parking can be provided for only 58 vehicles and there is also meeting space and a bar-- either the hotel occupancy should be decreased or the parking should be increased. Downtown is already strapped for parking; couldn't EKN Appellation be forced to provide additional parking so overflow parking won't be on residential streets?

Personally, I would eliminate one floor of rooms (e.g., the 2nd floor), and put meeting space on that floor, which would then leave the entire top available for the bar/outdoor event space, as that will be hugely popular.

Thank you for reviewing my comments.

Regards,

[REDACTED]  
[REDACTED]

On Mon, Jun 5, 2023 at 1:59 PM [REDACTED] wrote:  
Hey Dion,

United States believes in private property rights. This means that people have a right to build so long as it is consistent with local policies. Thus, there will be no moratorium. It is illegal and un-American.

Moreover, the State has directed us to build 1,910 new units over the next 8 years. We can build up, or we can sprawl out. I vote for up because it preserves the greenfields and farms that border our community, places new residents near our local businesses and transit stations, and increases revenues without forcing us to assume new long-term operations and maintenance liabilities. Given that we have seen overwhelming support for a strong urban growth boundary (UGB) in Petaluma, I think the community agrees that building up is better than sprawling out. We'll be trying to renew our UGB on the 2024 ballot, so we'll see if Petaluma still values its greenfields and opposes sprawl.

Beyond the state mandate and legal rights of private property owners, I believe we have a moral obligation to build housing -- especially deed-restricted affordable housing and small starter-homes for first-time buyers. Sol Food was months late opening because they could not staff up and at least 6 times in the last year I've tried to eat at a restaurant only to find "closed due to lack of staff". We all want our local businesses to thrive, but low-wage workers are not going to commute to Petaluma from Fairfield or Clearlake. And our teachers, nurses, mechanics, and bank tellers should be able to live in the community where they work if they want to. We need housing.

The M Group is made up of real people who work their butts off for the people of Petaluma. They are bound by the laws of our society and political zeitgeist of our council. If you take issue with them, you should direct your ire at the Petaluma City Council, Petaluma City Charter, Constitution of the State of CA, and/or the Constitution of the United States. I have seen how hard they work for our community and your comments are unjustified. I'm more of an enemy to "decent living conditions" than the M Group.

I'll close with this – the Greek philosopher Heraclitus is quoted as saying "change is the only constant in life." This is as true now as it was when he said it. I grew up in Petaluma and am 38 years old. I'm 4<sup>th</sup> generation and have seen my great grandfather's dairy become housing. I remember when Theatre Square was a used car lot, and no doubt the other councilmembers who have lived in Petaluma for 50+ years can share similar stories of change and the "good old days".

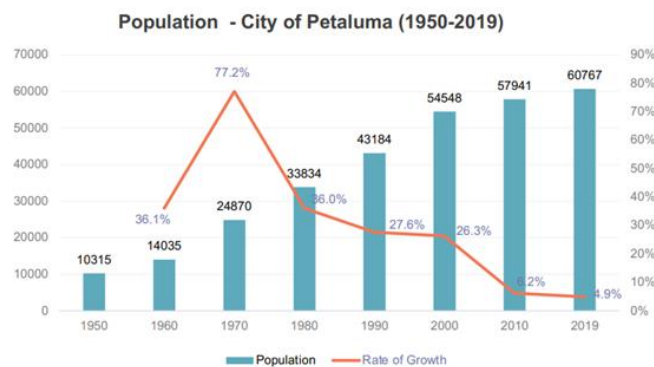
However, for many of us who have lived here for 20-30+ years, the good old days had a proud family-friendly blue-collar vibe—a vibe that has been priced out do to 20 years of not building enough affordable and working class housing (see image 1 below). For me, I'm much more concerned with Petaluma becoming a wealthy, white-collar retirement community than an urban hellscape (see image 2 below). I'll take traffic and apartments if it means our local businesses are thriving and blue collar families still live here.

Yes, Petaluma has changed a lot. Also, it remains an amazing place to live. I love it here, and do not want to stop or go back in time, because our future is bright. Petaluma is going to continue to change, and it is going to continue being awesome.

Best,

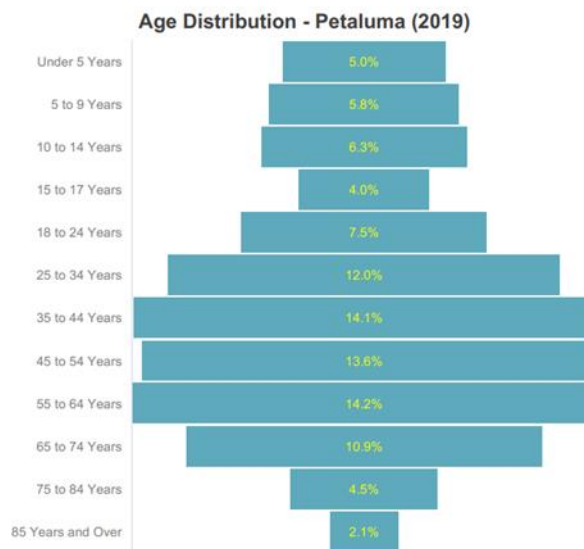


- In 2019, Petaluma had 60,767 residents, which is 12 percent of Sonoma County's population.
- The decade of most rapid population growth for the city over the last 50 years was the 1990s, when population increased by 26.3 percent.
- Over the past decade population growth has been more moderate – between 2010 and 2019 the population increased from about 58,000 to just under 60,800, a growth rate of 4.9 percent.
- Petaluma's population has grown at a faster rate over the past decade than that of Sonoma County (3.3 percent).



Source: U.S. Census and American Community Survey

- Petaluma's population is aging. Since 2000, the share of population age 65 and over has increased by 57.7 percent, which is more than double the rate in California (26.1 percent) and higher than in Sonoma County (48.8 percent).
- At the same time, the shares of middle-aged adults (35-54) and children under 18 in Petaluma have decreased substantially. There was a 19.2 percent decrease of both children and middle-aged adults, compared to 15.8 and 9.3 percent statewide.



Source: American Community Survey

**From:** [REDACTED]

**Sent:** Monday, June 5, 2023 12:29 PM

**To:** Ellis, Evelyn <[eeellis@cityofpetaluma.org](mailto:eeellis@cityofpetaluma.org)>; McDonnell, Kevin <[kmcdonnell@cityofpetaluma.org](mailto:kmcdonnell@cityofpetaluma.org)>; Barnacle, Brian <[bbarnacle@cityofpetaluma.org](mailto:bbarnacle@cityofpetaluma.org)>; Cader-Thompson, Janice <[jcaderthompson@cityofpetaluma.org](mailto:jcaderthompson@cityofpetaluma.org)>; Healy, Mike <[mhealy@cityofpetaluma.org](mailto:mhealy@cityofpetaluma.org)>; Karen Nau <[knau@cityofpetaluma.org](mailto:knau@cityofpetaluma.org)>; Pocekay, Dennis <[dpocekay@cityofpetaluma.org](mailto:dpocekay@cityofpetaluma.org)>; Shribbs, John <[jshribbs@cityofpetaluma.org](mailto:jshribbs@cityofpetaluma.org)>; -- City Clerk <[CityClerk@cityofpetaluma.org](mailto:CityClerk@cityofpetaluma.org)>

**Subject:** No Overlay Zoning, No 6-story buildings, No more Apartment Buildings - STOP THE MADNESS

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

City Officials:

I have been a resident of Petaluma for more than a decade. I got my first California Driver's License in Petaluma in 1976.

I am outraged by the growth I'm seeing taking over our town. And apparently, you all are responsible for approving these massive developments.

Stop it. I don't care if you're making millions of dollars as an investor or real estate developer. Go make your money elsewhere. Enough is enough.

No Overlay Zoning. No 6-story buildings downtown. We have enough hotel rooms - adding 300 in the last 4 years. Traffic is getting ridiculously crowded and the streets need repair. I live on Upper Road off Mountain View and it's a mess. No more apartment buildings without built-in parking garages. In fact, we now have enough apartments. Stop approving more of them.

I understand that more development = more tax money. However, there is a crossover point in which the MORE crosses the line of DECENT LIVING CONDITIONS, and you've now crossed it.

ENOUGH development. I demand, as a taxpaying citizen, that you STOP development within Petaluma city limits for at least 2 years, take a breath, and let the new buildings you've approved fill up, and then see what the town needs. Likely, it will need a lot more parking structures, better traffic control, and repaving of crappy streets.

STOP listening to M Group consultants. They are the enemies of decent living conditions. The sweet town I moved to is starting to look and feel like San Rafael, which became a madhouse of development and made living conditions untenable. I don't want to live in another San Rafael, or San Francisco, or Santa Clara.

LEAVE PETALUMA ALONE AND STOP APPROVING NEW BUILDINGS. Put the city's money into improving conditions - not into more growth.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

-----Original Message-----

From: [REDACTED]

Sent: Monday, June 5, 2023 4:13 PM

To: Powell, Greg <GPOWELL@cityofpetaluma.org>; Castellano, Isabel

<icastellano@cityofpetaluma.org>; Petaluma Planning <petalumaplanning@cityofpetaluma.org>

Cc: Ellis, Evelyn <eellis@cityofpetaluma.org>; McDonnell, Kevin <kmcdonnell@cityofpetaluma.org>;

Barnacle, Brian <bbarnacle@cityofpetaluma.org>; Cader-Thompson, Janice

<jcaderthompson@cityofpetaluma.org>; Healy, Mike <mhealy@cityofpetaluma.org>; Karen Nau

<knau@cityofpetaluma.org>; -- City Clerk <CityClerk@cityofpetaluma.org>

Subject: EKN Appellation Hotel Weaver

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Dear Planning Commissioners et al.,

I am writing to request that you REJECT the EKN Appellation Hotel project in Petaluma, along with the building form overlay creating an IZO zoning overlay that will allow this type of development in our historic downtown for decades to come.

The proposed hotel will change the character of our town and the zoning overlay will create a blank slate for similar development, until we end up with a town we don't recognize and don't want to live in. The proposed hotel design has no character and looks like every other new building we see in town after town. Petaluma's standards need to be higher. Petaluma's historic ironfront buildings are unique in our region. We need to preserve our beautiful downtown and this type of building will ruin it!

A 6 story hotel with 93 rooms and 58 parking spots doesn't even begin to address the needs of this community. Traffic congestion is already a huge issue and this hotel's parking plan is not only insufficient, it is environmentally short-sighted. Rising sea levels will flood any below ground areas in the years to come, in fact, Petaluma's entire downtown area is already at risk for flooding during storms. In addition, building more hotels, apartments, and whatever else the planning commission comes up with will increase our carbon emissions and we will not meet the City's proposed climate goals. Is this proposed hotel LEED Certified? I don't see anything in the proposal that states this. All new construction in Petaluma should be if we are serious about achieving our climate goals.

Dense development in the downtown area to prevent sprawl is only achievable if the town in which this is happening already has the capacity to accommodate it - before it happens. Petaluma's roadways are NOT able to handle the current traffic loads much less increased use. I don't have to tell you that a 2 lane road is the main artery through our downtown area. A 2 LANE ROAD! The other roads that feed to and from it are also 2 lane roads (except for Washington). These are residential side streets!

Lastly, I'm tired of sending emails voicing my dissatisfaction with the planning commission's projects that end up getting approved anyway- Scott Ranch is one of them! Are you listening to the residents of Petaluma? I pay \$20,000/year in property taxes to live here and I'd like to be heard. We do not want more ugly housing/building developments, we do not want more traffic congestion, we do not want fewer parking spots, we don't want more pollution caused by these construction projects.

Please, reject the Weaver Hotel and the zoning overlay. It is bad for downtown Petaluma!

Sincerely,

[REDACTED]

[REDACTED]

---

**From:** [REDACTED]  
**Sent:** Monday, June 5, 2023 1:48 PM  
**To:** Petaluma Planning <[petalumaplanning@cityofpetaluma.org](mailto:petalumaplanning@cityofpetaluma.org)>  
**Subject:** Historic district change

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Our City is considering an "overlay" zoning for our historic downtown allowing up to 6 or more story buildings with excessive lot coverage, floor area ratios, and height.

All of this triggered by the **massive and out of scale**, out of context "Hotel Weaver" proposed at B and Pet. Blvd. We have added over 300 hotel rooms in just 4 years. And, how can a demand for over 350 parking spaces be managed in an underground stacked valet parking garage? How about **traffic jams at B and Pet. Blvd** in and out of downtown.

**This is NOT good for our historic downtown.** When anything goes on that empty lot - it needs to be compatible with our historic downtown.

Please don't let this change to our historic downtown zoning area happen,

[REDACTED]  
[REDACTED]  
[REDACTED]



**From:** [REDACTED]

**Sent:** Monday, June 5, 2023 2:20 PM

**To:** [REDACTED]

**Cc:** Ellis, Evelyn <[eellis@cityofpetaluma.org](mailto:eellis@cityofpetaluma.org)>; McDonnell, Kevin

<[kmcdonnell@cityofpetaluma.org](mailto:kmcdonnell@cityofpetaluma.org)>; Cader-Thompson, Janice

<[jcaderthompson@cityofpetaluma.org](mailto:jcaderthompson@cityofpetaluma.org)>; Healy, Mike <[mhealy@cityofpetaluma.org](mailto:mhealy@cityofpetaluma.org)>; Karen

Nau <[knau@cityofpetaluma.org](mailto:knau@cityofpetaluma.org)>; Pocekay, Dennis <[dpocekay@cityofpetaluma.org](mailto:dpocekay@cityofpetaluma.org)>; Shribbs,

John <[jshribbs@cityofpetaluma.org](mailto:jshribbs@cityofpetaluma.org)>; -- City Clerk <[CityClerk@cityofpetaluma.org](mailto:CityClerk@cityofpetaluma.org)>

**Subject:** Re: No Overlay Zoning, No 6-story buildings, No more Apartment Buildings - STOP THE MADNESS

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Thank you for presenting the facts. That speaks louder than opinion. I also received a letter from Kevin McDonnell, which I posted in NextDoor.

Property rights can run amuk without rules and regulations, which is why we have them. The Planning Commission has to balance property rights (and the urge to squeeze as much profit out of a property as possible) with the public's rights to live in a pleasant and aesthetically pleasing town. These are often in conflict. If planners are good, they preserve the best of a town's atmosphere and manage and control growth so that the town's collective atmosphere and character are not ruined. Kevin McDonnell said that only 125 housing units were added this year. That's reasonable growth. How many in the past 3 years? The past 5?

We, the citizens of Petaluma, are seeing gigantic apartment buildings spring up, and we share concerns about traffic, parking, water resources, waste management, and more. How are those being considered and handled? I like the fact that you're focused on lower cost housing, and as you said, a lively downtown requires all kinds of people and economic positions to keep it alive. Thank you for that. But your responsibility extends to aesthetics, not just economics. It may not be in your job description, but it's in the minds and hearts of the people who pay your salaries.

[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**From:** [REDACTED]

**Sent:** Monday, June 5, 2023 12:29 PM

**To:** Ellis, Evelyn <[eellis@cityofpetaluma.org](mailto:eellis@cityofpetaluma.org)>; McDonnell, Kevin <[kmcdonnell@cityofpetaluma.org](mailto:kmcdonnell@cityofpetaluma.org)>; Barnacle, Brian <[bbarnacle@cityofpetaluma.org](mailto:bbarnacle@cityofpetaluma.org)>; Cader-Thompson, Janice <[jcaderthompson@cityofpetaluma.org](mailto:jcaderthompson@cityofpetaluma.org)>; Healy, Mike <[mhealy@cityofpetaluma.org](mailto:mhealy@cityofpetaluma.org)>; Karen Nau <[knau@cityofpetaluma.org](mailto:knau@cityofpetaluma.org)>; Pocekay, Dennis <[dpocekay@cityofpetaluma.org](mailto:dpocekay@cityofpetaluma.org)>; Shribbs, John <[jshribbs@cityofpetaluma.org](mailto:jshribbs@cityofpetaluma.org)>; -- City Clerk <[CityClerk@cityofpetaluma.org](mailto:CityClerk@cityofpetaluma.org)>

**Subject:** No Overlay Zoning, No 6-story buildings, No more Apartment Buildings - STOP THE MADNESS

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

City Officials:

I have been a resident of Petaluma for more than a decade. I got my first California Driver's License in Petaluma in 1976.

I am outraged by the growth I'm seeing taking over our town. And apparently, you all are responsible for approving these massive developments.

Stop it. I don't care if you're making millions of dollars as an investor or real estate developer. Go make your money elsewhere. Enough is enough.

No Overlay Zoning. No 6-story buildings downtown. We have enough hotel rooms - adding 300 in the last 4 years. Traffic is getting ridiculously crowded and the streets need repair. I live on Upper Road off Mountain View and it's a mess. No more apartment buildings without built-in parking garages. In fact, we now have enough apartments. Stop approving more of them.

I understand that more development = more tax money. However, there is a crossover point in which the MORE crosses the line of DECENT LIVING CONDITIONS, and you've now crossed it.

ENOUGH development. I demand, as a taxpaying citizen, that you STOP development within Petaluma city limits for at least 2 years, take a breath, and let the new buildings you've approved fill up, and then see what the town needs. Likely, it will need a lot more parking structures, better traffic control, and repaving of crappy streets.

STOP listening to M Group consultants. They are the enemies of decent living conditions. The sweet town I moved to is starting to look and feel like San Rafael, which became a madhouse of development and made living conditions untenable. I don't want to live in another San Rafael, or San Francisco, or Santa Clara.

LEAVE PETALUMA ALONE AND STOP APPROVING NEW BUILDINGS. Put the city's money into improving conditions - not into more growth.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**From:** [REDACTED]  
**Sent:** Monday, June 5, 2023 10:03 AM  
**To:** Ellis, Evelyn <[eellis@cityofpetaluma.org](mailto:eellis@cityofpetaluma.org)>  
**Subject:** No high rises in historic downtown Petaluma

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

To whoever is listening,

Please do not wreck the historic downtown area with modern high rise buildings....the character of the town is at stake! The folks who come to visit the town, do so because of its old time charm. Also, the traffic issues will become terrible for everyone who lives here. Stop this project!

Sincerely, [REDACTED]  
[REDACTED]

**From:** [REDACTED]  
**Sent:** Tuesday, June 6, 2023 6:51 PM  
**To:** Powell, Greg <GPOWELL@cityofpetaluma.org>  
**Subject:** Hotel Weaver

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

I stand with my neighbors in vocal opposition to the proposed EKN Appellation Hotel (Hotel Weaver) at 2 Petaluma Blvd. South.

This parcel sits at the southern gateway to the downtown historic district. The location should be a great opportunity to create a vibrant addition to the urban fabric of the Boulevard that would be in harmony with Downtown Petaluma's historic character.

We feel that development of this vacant lot in an appropriate manner would be a benefit to Downtown Petaluma. Unfortunately, the proposed Hotel Weaver project fails to meet this opportunity, and in our opinion, would be an out-of-scale behemoth of a generic design that is wholly inappropriate for this site.

**From:** [REDACTED]  
**Sent:** Tuesday, June 6, 2023 10:22 PM  
**To:** Ellis, Evelyn <[eellis@cityofpetaluma.org](mailto:eellis@cityofpetaluma.org)>  
**Subject:** Weaver hotel -- concerns

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Dear Ms. Ellis,

As a resident of Petaluma, I am concerned about what I've been reading re the proposed Weaver Hotel. I am concerned in particular about two aspects:

- 1) The size of the building, which, as proposed, seems greatly out of keeping with other buildings nearby
- 2) The proposed modification of zoning regulations to make way for the hotel.

Before moving to Petaluma, my wife and I lived in San Carlos, on the peninsula. When we originally moved there, it was a sleepy community. Over the years, big buildings were regularly built: the horizons suddenly were much closer than they'd ever been, traffic grew significantly, downtown was louder, and the quality of life declined, while the city government championed the new business that these big buildings brought with them. These changes completely changed the character of downtown from a friendly, fairly quiet place to simply another slice of Silicon Valley with no particular charm. All longtime residents recognized the change and felt the loss.

I'm concerned that Petaluma is at a similar point in its history and I greatly fear that changing the zoning regulations to accommodate this hotel will embolden other developers who will likewise want regulations bent for their particular projects. And fairly soon, downtown will be less pedestrian friendly, more congested, louder, and less sociable.

So my hope and request is that you not approve a variance for the hotel and that you trim its size to fit with the sizes of the other buildings immediately beside it.

One thing my wife and I have greatly loved about Petaluma is how the local government solicits input from residents and listens to feedback. I applaud you collectively for this orientation. And I hope that that policy will extend to giving my concerns your most thoughtful consideration.

Sincerely,

[REDACTED]

**From:** [REDACTED]

**Sent:** Tuesday, June 6, 2023 8:33 AM

**To:** Ellis, Evelyn <[eellis@cityofpetaluma.org](mailto:eellis@cityofpetaluma.org)>; McDonnell, Kevin <[kmcdonnell@cityofpetaluma.org](mailto:kmcdonnell@cityofpetaluma.org)>; Barnacle, Brian <[bbarnacle@cityofpetaluma.org](mailto:bbarnacle@cityofpetaluma.org)>; Cader-Thompson, Janice <[jcaderthompson@cityofpetaluma.org](mailto:jcaderthompson@cityofpetaluma.org)>; Healy, Mike <[mhealy@cityofpetaluma.org](mailto:mhealy@cityofpetaluma.org)>; Karen Nau <[knau@cityofpetaluma.org](mailto:knau@cityofpetaluma.org)>; Pocekay, Dennis <[dpocekay@cityofpetaluma.org](mailto:dpocekay@cityofpetaluma.org)>; Shribbs, John <[jshribbs@cityofpetaluma.org](mailto:jshribbs@cityofpetaluma.org)>; -- City Clerk <[CityClerk@cityofpetaluma.org](mailto:CityClerk@cityofpetaluma.org)>

**Subject:** Stop over building Petaluma

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Dear Council Members,

When I moved here in 1993 Petaluma was a charming town with about 45k population. I am outraged by the growth I'm seeing taking over our town. And apparently, you all are responsible for approving these massive developments. We don't have the water, resources, roads, etc to sustain further growth, yet you keep adding more and more housing!

Stop it. I don't care if you're making millions of dollars as an investor or real estate developer. Go make your money elsewhere. Enough is enough.

No Overlay Zoning. **No 6-story buildings downtown.** We have enough hotel rooms - adding 300 in the last 4 years. Traffic is getting ridiculously crowded and the streets need repair. I live on the east side and trying to get across town is a joke.. No more apartment buildings without built-in parking garages. In fact, we now have enough apartments. Stop approving more of them.

I understand that more development = more tax money. However, there is a crossover point in which the MORE crosses the line of DECENT LIVING CONDITIONS, and you've now crossed it. You are ruining what was such a charming town with this terrible growth plan.

ENOUGH development. I ask you, as a taxpaying citizen, that you STOP development within Petaluma city limits for at least 2 years, take a breath, and let the new buildings you've approved fill up, and then see what the town needs. Likely, it will need a lot more parking structures, better traffic control, and repaving of crappy streets.

STOP listening to M Group consultants. They are the enemies of decent living conditions. The sweet town I moved to is starting to look and feel like San Rafael, which became a madhouse of development and made living conditions untenable. I don't want to live in another San Rafael, or San Francisco, or Santa Clara.

LEAVE PETALUMA ALONE AND STOP APPROVING NEW BUILDINGS. Put the city's money into improving conditions for the current residents - not into more growth.

Pay attention to what the citizens of Petaluma are saying about this overlay zoning and all of you! We will all be watching your votes and respond accordingly as each of you come up for re-election.

Thank you,

[REDACTED]

-----Original Message-----

From: [REDACTED]  
Sent: Tuesday, June 6, 2023 6:32 AM  
To: Powell, Greg <GPOWELL@cityofpetaluma.org>  
Subject: No Hotel

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

As a Petaluma citizen, I oppose the building of the Hotel on B Street. Please do not approve this. [REDACTED]  
[REDACTED]

**From:** [REDACTED]

**Sent:** Tuesday, June 6, 2023 8:50 PM

**To:** Orozco, Uriel <[uorozco@cityofpetaluma.org](mailto:uorozco@cityofpetaluma.org)>; Petaluma Planning  
<[petalumaplanning@cityofpetaluma.org](mailto:petalumaplanning@cityofpetaluma.org)>

**Cc:** McDonnell, Kevin <[kmcdonnell@cityofpetaluma.org](mailto:kmcdonnell@cityofpetaluma.org)>; Colleen Mahoney  
[REDACTED]

**Subject:** PUBLIC COMMENT -- Opposition to the Proposed Hotel Weaver Development at 2 Petaluma Boulevard South

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Dear Planning Commission —

I think the size of the proposed The Weaver Hotel (at the corner of B Street and Petaluma Blvd. S.) is much too massive and the faux historic style is totally unsuitable for Downtown Petaluma.

If this proposed hotel — or any other construction with five/six levels is permitted in downtown Petaluma — it would set a PRECEDENT for future buildings which would threat the unique charm and character of **Our entire historic downtown with buildings in our National Register Commercial District could become the target of developers.** And we do not want that, of course.

I understand the argument that building vertically and densely will increase the city's tax base.

*But where should that dense building take place?* Petaluma's central downtown around the river basin isn't very large, so why not move the dense building a few blocks AWAY from the river/downtown so that we can create/maintain a peaceful, inviting downtown area near the river and the future river promenade? If Petaluma needs another hotel, then please don't put it right downtown in the historic district and make it so massive.

Yours sincerely,  
[REDACTED]





MEMO | June 6, 2023

To: Planning Commissioners  
City of Petaluma  
[petalumaplanning@cityofpetaluma.org](mailto:petalumaplanning@cityofpetaluma.org)

Greg Powell  
Principal Planner  
[gpowell@cityofpetaluma.org](mailto:gpowell@cityofpetaluma.org)

Re: **Hotel Proposal, 2 Petaluma Boulevard South**

I am writing to express my concerns about the proposed EKN Appellation Hotel (Hotel Weaver). Of paramount concern is the proposal's linkage with the "Petaluma Downtown Overlay Proposal" which proposes increases in building height, floor area ratio (FAR), and lot coverage in the core downtown area. These changes have enormous implications for the downtown area – both as to its character and as to long-term stormwater and flood risks. These are major community resiliency issues that will be exacerbated by future unavoidable climate changes.

These issues deserve careful scrutiny and public input in and of themselves – and that examination should occur long before any consideration of a project, such as the Hotel Weaver, that would be approved in reliance on those changes. This is of utmost importance.

Additional environmental impacts that require greater investigation include:

- Parking and traffic impacts created by the proposed occupancies and loads;
- Implications of underground parking in an area prone to flooding – and where flooding will certainly increase as climate change impacts increase;
- Embodied carbon impacts (consumption emissions) associated with the hotel's construction, and their effect on the City's 2030 carbon neutrality goals; can these impacts be justified given the 300 hotel rooms that have been added in recent years? Is there sufficient demand for the City to countenance these impacts?

I am further concerned with the project's failure to comply with the following direction provided in the *Petaluma Historic Commercial District Design Guidelines*: "The new façade should be designed to look appropriate and compatible in the midst of the surrounding buildings ... appearance must always be sensitive to the character of its neighbors." The proposed design shows no sensitivity to the unique nature of this location, or its neighbors, instead presenting a generic appearance indistinguishable from any new hotel in any unremarkable setting in North America. In particular, the proposal's scale is markedly out of keeping with even the largest buildings in the downtown district.

Due to the above concerns, I strongly urge a NO vote on the project.



**From:** [REDACTED]  
**Sent:** Wednesday, June 07, 2023 11:16 PM  
**To:** Mothers Vet <[mothersvet@gmail.com](mailto:mothersvet@gmail.com)>  
**Cc:** Ellis, Evelyn <[eeellis@cityofpetaluma.org](mailto:eeellis@cityofpetaluma.org)>; McDonnell, Kevin <[kmcdonnell@cityofpetaluma.org](mailto:kmcdonnell@cityofpetaluma.org)>; Cader-Thompson, Janice <[jcaderthompson@cityofpetaluma.org](mailto:jcaderthompson@cityofpetaluma.org)>; Healy, Mike <[mhealy@cityofpetaluma.org](mailto:mhealy@cityofpetaluma.org)>; Karen Nau <[knau@cityofpetaluma.org](mailto:knau@cityofpetaluma.org)>; Pocekay, Dennis <[dpocekay@cityofpetaluma.org](mailto:dpocekay@cityofpetaluma.org)>; Shribbs, John <[jshribbs@cityofpetaluma.org](mailto:jshribbs@cityofpetaluma.org)>; -- City Clerk <[CityClerk@cityofpetaluma.org](mailto:CityClerk@cityofpetaluma.org)>  
**Subject:** Re: Stop over building Petaluma

Hello, we received a near exact email a few days ago, so I am going to share my response to that email with you. Please take good care.

Best,  
[REDACTED]

The United States believes in private property rights. This means that people have a right to build so long as it is consistent with local policies. Thus, there will be no moratorium. It is illegal and un-American.

Moreover, the State has directed us to build 1,910 new units over the next 8 years. We can build up, or we can sprawl out. I vote for up because it preserves the greenfields and farms that border our community, places new residents near our local businesses and transit stations, and increases revenues without forcing us to assume new long-term operations and maintenance liabilities. Given that we have seen overwhelming support for a strong urban growth boundary (UGB) in Petaluma, I think the community agrees that building up is better than sprawling out. We'll be trying to renew our UGB on the 2024 ballot, so we'll see if Petaluma still values its greenfields and opposes sprawl.

Beyond the state mandate and legal rights of private property owners, I believe we have a moral obligation to build housing -- especially deed-restricted affordable housing and small starter-homes for first-time buyers. Sol Food was months late opening because they could not staff up and at least 6 times in the last year I've tried to eat at a restaurant only to find "closed due to lack of staff". We all want our local businesses to thrive, but low-wage workers are not going to commute to Petaluma from Fairfield or Clearlake. And our teachers, nurses, mechanics, and bank tellers should be able to live in the community where they work if they want to. We need housing.

The M Group is made up of real people who work their butts off for the people of Petaluma. They are bound by the laws of our society and political zeitgeist of our council. If you take issue with them, you should direct your ire at the Petaluma City Council, Petaluma City Charter, Constitution of the State of CA, and/or the Constitution of the United States. I have seen how hard they work for our community and your comments are unjustified. I'm more of an enemy to "decent living conditions" than the M Group.

I'll close with this – the Greek philosopher Heraclitus is quoted as saying "change is the only constant in life." This is as true now as it was when he said it. I grew up in Petaluma and am 38 years old. I'm 4<sup>th</sup> generation and have seen my great grandfather's dairy become housing. I remember when Theatre Square was a used car lot, and no doubt the other councilmembers who have lived in Petaluma for 50+ years can share similar stories of change and the "good old days".

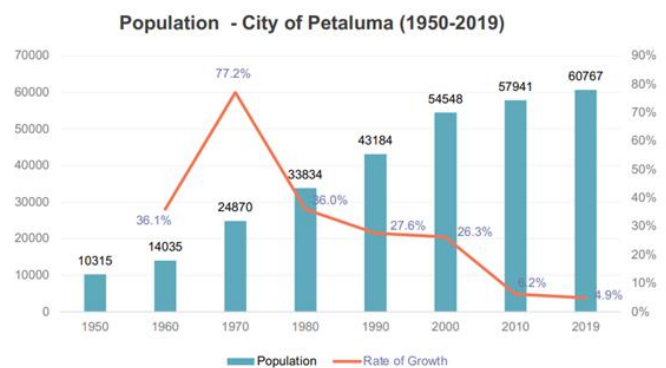
However, for many of us who have lived here for 20-30+ years, the good old days had a proud family-friendly blue-collar vibe—a vibe that has been priced out do to 20 years of not building enough affordable and working class housing (see image 1 below). For me, I'm much more concerned with Petaluma becoming a wealthy, white-collar retirement community than an urban hellscape (see image 2 below). I'll take traffic and apartments if it means our local businesses are thriving and blue collar families still live here.

Yes, Petaluma has changed a lot. Also, it remains an amazing place to live. I love it here, and do not want to stop or go back in time, because our future is bright. Petaluma is going to continue to change, and it is going to continue being awesome.

Best,

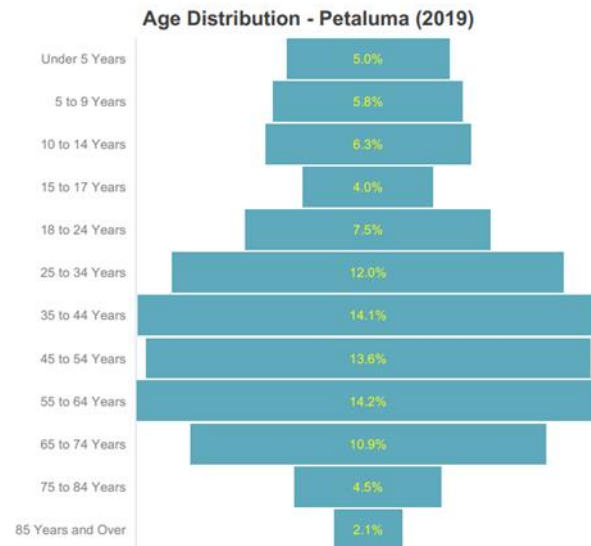


- In 2019, Petaluma had 60,767 residents, which is 12 percent of Sonoma County's population.
- The decade of most rapid population growth for the city over the last 50 years was the 1990s, when population increased by 26.3 percent.
- Over the past decade population growth has been more moderate – between 2010 and 2019 the population increased from about 58,000 to just under 60,800, a growth rate of 4.9 percent.
- Petaluma's population has grown at a faster rate over the past decade than that of Sonoma County (3.3 percent).



Source: U.S. Census and American Community Survey

- Petaluma's population is aging. Since 2000, the share of population age 65 and over has increased by 57.7 percent, which is more than double the rate in California (26.1 percent) and higher than in Sonoma County (48.8 percent).
- At the same time, the shares of middle-aged adults (35-54) and children under 18 in Petaluma have decreased substantially. There was a 19.2 percent decrease of both children and middle-aged adults, compared to 15.8 and 9.3 percent statewide.



Source: American Community Survey

Sent from my iPhone

On Jun 6, 2023, at 8:34 AM, [REDACTED] wrote:

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Dear Council Members,

When I moved here in 1993 Petaluma was a charming town with about 45k population. I am outraged by the growth I'm seeing taking over our town. And apparently, you all are responsible for approving these massive developments. We don't have the water, resources, roads, etc to sustain further growth, yet you keep adding more and more housing!

Stop it. I don't care if you're making millions of dollars as an investor or real estate developer. Go make your money elsewhere. Enough is enough.

No Overlay Zoning. **No 6-story buildings downtown.** We have enough hotel rooms - adding 300 in the last 4 years. Traffic is getting ridiculously crowded and the streets need repair. I live on the east side and trying to get across town is a joke.. No more apartment buildings without built-in parking garages. In fact, we now have enough apartments. Stop approving more of them.

I understand that more development = more tax money. However, there is a crossover point in which the MORE crosses the line of DECENT LIVING CONDITIONS, and you've now crossed it. You are ruining what was such a charming town with this terrible growth plan.

ENOUGH development. I ask you, as a taxpaying citizen, that you STOP development within Petaluma city limits for at least 2 years, take a breath, and let the new buildings you've approved fill up, and then see what the town needs. Likely, it will need a lot more parking structures, better traffic control, and

repaving of crappy streets.

STOP listening to M Group consultants. They are the enemies of decent living conditions. The sweet town I moved to is starting to look and feel like San Rafael, which became a madhouse of development and made living conditions untenable. I don't want to live in another San Rafael, or San Francisco, or Santa Clara.

LEAVE PETALUMA ALONE AND STOP APPROVING NEW BUILDINGS. Put the city's money into improving conditions for the current residents - not into more growth.

Pay attention to what the citizens of Petaluma are saying about this overlay zoning and all of you! We will all be watching your votes and respond accordingly as each of you come up for re-election.

Thank you,

████████████████████

**From:** [REDACTED]  
**Sent:** Wednesday, June 7, 2023 10:38 AM  
**To:** Ellis, Evelyn <[eellis@cityofpetaluma.org](mailto:eellis@cityofpetaluma.org)>  
**Cc:** Petaluma Planning <[petalumaplanning@cityofpetaluma.org](mailto:petalumaplanning@cityofpetaluma.org)>  
**Subject:** Planned Hotels and Other Tall Buildings

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Hello,

I am a third generation Petaluma citizen. Although I am always for growth, (my great grandfather started Sanderson Ford by selling farm wagons in Petaluma), I believe some further review and thought should be put into the placement of a new hotel downtown.

There is NO parking as it is. I won't visit the vendors near the theater just for that reason. That corner on B Street and Petaluma Blvd. should actually become a parking lot for the vendors across the street. Right?

Please don't just go ahead and build without some thought and ruin Petaluma. If the objective is to raise money for Petaluma, why not have a few more popular events like the Butter and Eggs Parade? Something like that would build revenue for the city without building additional structures.

Thank you for listening.

[REDACTED]

**From:** [REDACTED]  
**Sent:** Wednesday, June 7, 2023 1:24 PM  
**To:** Powell, Greg <GPOWELL@cityofpetaluma.org>  
**Cc:** Ellis, Evelyn <eellis@cityofpetaluma.org>  
**Subject:** Questions and Comments regarding EKN Appellation Hotel and Proposed Zoning Overlay

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

[REDACTED],

**As a Petaluma resident and a retired architect, I have issues about the current design for the EKN Appellation Hotel. But I am far more concerned about the Zoning Overlay being presented hand-in-hand with the project. In advance of the next Tuesday June 13<sup>th</sup> Study Session, I would like to voice my comments and questions surrounding the proposed IZO Zoning Overlay that encompasses 14 blocks of the downtown area.**

1. Is the proposed 14-block IZO Overlay being considered solely to accommodate this particular developer and provide a back-door way to get the EKN Appellation Hotel project approved in a way that would meet proposed new zoning requirements?
2. Or is there an ongoing bigger-picture strategy / methodology being contemplated to densify downtown going forward, say, as part of the Revised General Plan process?
3. In reviewing the General Plan revision information available on the City's website, I see nothing specific regarding recommending an increase in building heights, FAR, and site coverage. The General Plan "Final Visioning Products" does not mention up-zoning. Specifically, Bullet Point #10 from the Final Visioning Products deck indicates the following:  
**"Enhance Petaluma's historic downtown by preserving its historic character, expanding pedestrian and bicycle access and safety, providing public gathering spaces, and promoting a diverse mix of uses.**
  - a. Reinforce Downtown's identity and role as the physical and symbolic center of the city.
  - b. Preserve Downtown's historic buildings and features while allowing for infill development that harmoniously coexists with the historic character and expands the diversity of uses.
  - c. Improve the pedestrian experience by making streets safer, cleaner, and more inviting for pedestrians. Consider making some Downtown streets pedestrian-only.
  - d. Increase and nurture the Downtown tree canopy
  - e. Improve pedestrian and bicycle connections to and within the Downtown, especially along the river.
  - f. Improve the relationship between buildings, businesses and the riverfront.
  - g. Address traffic congestion and parking issues particularly as they relate to adjacent neighborhoods.
  - h. Develop creative parking strategies to reduce the real-estate demand for parking.
  - i. Protect the continuity of retail street frontages.
  - j. Encourage and facilitate outdoor opportunities for dining, retail, and other uses by downtown business.
  - k. Add public community gathering spaces, including riverfront spaces. l. Ensure all feel welcomed and culturally connected to the downtown."
4. I am suspicious that by tying the hotel project together with a potential downtown-wide zoning overlay, EKN Appellation Hotel gets special treatment and becomes "the tail that wags the dog" here...
5. This one project has the potential to act as a disturbing precedent that would unwind / increase current zoning requirements going forward that are meant to protect the downtown historic zone. One single project should not trigger changes to re-zone 14 blocks of downtown.

Sincerely,

[REDACTED]  
[REDACTED]  
[REDACTED]

**From:** [REDACTED]  
**Sent:** Wednesday, June 7, 2023 10:49 AM  
**To:** Ellis, Evelyn <[eellis@cityofpetaluma.org](mailto:eellis@cityofpetaluma.org)>  
**Subject:** Hotel Weaver - EKN Application

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

We fully support the building of Hotel Weaver as proposed. We have reached this conclusion based on the following thinking:

- There is likely very little use for the vacant lot as the City does not need additional retail space (many empty storefronts in downtown and elsewhere) and there is no market for more office space. The City is in no position to buy the land for a public park. The only real alternative is lodging and food service.
- A substantial hotel will support Petaluma growth in tourism and business meetings, a growing and important part of Petaluma's economy.
- The city center of Petaluma needs and can easily accommodate more hotel rooms.
- While the current design is six stories, higher than nearby buildings and the building code, its elevation will be comparable to the current Petaluma Hotel. We do not view the proposed height as being out of step with the city center.
- We like the current architectural design but can see some adjustment might help it fit in with the historic buildings on Petaluma Blvd.
- We do not regard parking as a significant challenge. The hotel will provide parking and additional parking is readily available in Petaluma except for Kentucky St. and Petaluma Blvd.
- There will be a substantial increase in income to the city from sales taxes, property taxes and fees. As vacant land, the property generates little tax revenue.

We view this hotel as being an essential and necessary part of reviving the Petaluma historic city center. The center is slowly dying with the closing of stores, banks, food service, etc. This decline is due, in part, to insufficient support from the local citizens in patronizing the city center. Those citizens now have many other alternatives (east side shopping centers, online shopping, etc). However, tourist traffic can and is providing new support for the city center. We should encourage that by building a substantial city center hotel.

There is a remote opportunity to make this development even better. The empty bank building at Petaluma Blvd and C Street is not likely to be leased as it is old, unattractive and hard to use. If the owners of that property could be persuaded to sell and the developer to buy, that creates a good solution to height and parking issues. It essentially more than doubles the developable land.

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]



**From:** [REDACTED]  
**Sent:** Wednesday, June 7, 2023 3:29 PM  
**To:** Ellis, Evelyn <[eellis@cityofpetaluma.org](mailto:eellis@cityofpetaluma.org)>  
**Subject:**

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Dear sir

I am a homeowner in western Petaluma who vehemently opposes the building of a 4-6 story hotel on "B" Street and the Boulevard...I also do not favor development plans which compromise the charm, character and historic beauty of our town.

Sincerely

[REDACTED]

6/3/23

RE: HOTEL WEAVER PROJECT

Overly Aggressive project for the neighborhood.  
The zoning change is over reaching in  
density & height especially using "parking  
lots" coupled with a below-grade parking  
garage.  
Project needs substantial down scale.

**From:** [REDACTED]  
**Sent:** Wednesday, June 07, 2023 4:07 PM  
**To:** Ellis, Evelyn <[eellis@cityofpetaluma.org](mailto:eellis@cityofpetaluma.org)>  
**Subject:** Appellation Hotel Joint Meeting Study Session

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

I am unable to attend the meeting.

I have attached my comments, all of which indicate I am totally against this idea.

Thank you.

June 7, 2023

To Whom It May Concern:

I am not able to attend the Joint Meeting Study Session on June 15. I would, however, like to make a few comments about the proposed Appellation Hotel.

- The proposed location will create an overload of traffic and parking issues. There is already traffic backed up in that area. With only 58 planned parking places, where will the other 35 guest cars be parked; where will the 150 patrons of the restaurant park; where will guests at the event center park; where will the staff park? In other words, the provided parking is a far cry from adequate!!! The overflow of cars will be parking on the streets, overfilling already filled garages, spilling into the near by neighborhoods.
- The design of the proposed hotel does not conform to the historic buildings in downtown Petaluma. We are so proud of our downtown. This will stick out like an ugly duckling!
- The proposed hotel is too tall. The plan does not meet the guidelines of buildings in the area. I believe it does not meet the general plan either.

This is the wrong idea for the corner of "B" Street and Petaluma Blvd.

We do not need another downtown hotel or hotel in Petaluma at the present time. We have the Petaluma Hotel, Metro, Hampton Inn, Marriott, Sheraton, Best Western, Quality Inn and the new Hilton Home 2.

Stop this proposed plan NOW!!!!

Thank you,

[REDACTED]  
[REDACTED]  
[REDACTED]

June 7, 2023

City of Petaluma  
Planning Commission and  
Historic and Cultural Preservation Committee

I am writing regarding the upcoming Joint Study Session for the Hotel Weaver and Proposed Building Form Overlay in Downtown Petaluma. I've reviewed the building documents online and will be following your discussion of the proposed overlay at the June 13<sup>th</sup> Study Session with interest.

The following are my concerns for your consideration:

**1 – Scale:** The proposed hotel appears inappropriately large in mass and scale for this prominent central site within the historic downtown district. While not opposed to contemporary architecture at this location, I find the building height analysis in the proposal package comparing the Weaver Hotel with larger historic downtown buildings a somewhat “apples and oranges” comparison. The historic structures (e.g. Mutual Relief Building and Hotel Petaluma), with their taller floor-to-floor elevations and more intricate period details, create a visual feel altogether different than this more modern hotel design. I think that a contemporary hotel at this prominent corner should be more subordinate in scale to the historic architectural context.

**2 – Development Standards:** This hotel design greatly exceeds the Mixed Use (MU2) zoning development standards for this area, and I understand that a proposed Building Form Overlay will be discussed in the Study Session. The details of this overlay are not currently on the City website, but it is described as increasing FAR limits, height limits and site building coverage. My concern is that the Weaver Hotel proposal is providing a baseline for these new guidelines. If the City is going to reconsider development controls in the historic downtown core, using the Weaver Hotel proposal as the starting point prioritizes this development agenda ahead of the Petaluma community's desires.

**3 – Central Petaluma Specific Plan precedent:** The Central Petaluma Specific Plan (CPSP) addresses similar development controls in the adjacent downtown area. As a comparison, the Specific Plan was the result of a planning effort with extensive community input by various stakeholders.

As precedent, the sites along Petaluma Blvd., across from the hotel property, have a CPSP limit of 3 stories along the street frontage, with 4 stories allowed further back. The hotel proposal also greatly exceeds these development standards with 5 stories along the Petaluma Blvd frontage, with 6 stories set back further. In addition, the CPSP parking requirements specify 1 space per room for Lodging Uses. With 93 rooms, along with restaurant and event space uses, it also appears that this standard is not met with 59 spaces proposed.

Development within the CPSP area is ongoing, as well as redevelopment projects within the Downtown district such as Amy's Kitchen Corporate Downtown Office on Kentucky St. These projects, already planned for, will result in significant impacts including traffic and parking. In this context, I am concerned about this downtown hotel proposal and a new Building Form Overlay allowing floor area ratios (FAR's) well above what has been codified with the Central Petaluma Specific Plan.

I will appreciate your consideration of these points during the Study Session. Although specifics of the building design are also critical, I think that issues of overall building scale and how Petaluma moves forward with any re-evaluation of development standards within our historic Downtown district takes precedence at this time.

Respectfully yours,

[REDACTED]  
[REDACTED]  
[REDACTED]

**From:** Vicki Clayton [REDACTED]

**Sent:** Wednesday, June 7, 2023 3:02 PM

**To:** Ellis, Evelyn <[eellis@cityofpetaluma.org](mailto:eellis@cityofpetaluma.org)>

**Cc:** -- City Clerk <[CityClerk@cityofpetaluma.org](mailto:CityClerk@cityofpetaluma.org)>

**Subject:** Hotel Weaver and Zoning Overlay Proposal Comments

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Attached please find my comments regarding the above referenced proposals being reviewed on Tuesday June 13, 2023. City Record Number PLPJ-2022-0015 (PLSR-2022-0017) Please submit my comments to the Planning Commission and Historic and Cultural Preservation Committee. Thank you.

This is in response to the proposal to approve the “Hotel Weaver” project zoning proposal and the proposal to add “Overlay Zoning” increasing height and density to downtown Petaluma.

To be perfectly clear: Both of these proposals should be rejected. I discuss both parts of the Proposal below.

Hotel Weaver – this proposal requires variances to build a six-story commercial building with underground valet parking.

The proposed building is too big for the site. It is too tall for the site. It has no architectural cohesiveness with the rest of downtown Petaluma. It will increase traffic and make already difficult parking impossible in the area. The proposed 58 parking underground spaces are completely insufficient for 93 rooms, event space, a restaurant and a bar.

Petaluma already has zoning regulations for the area. The proposed building does not conform to that zoning. Nor is Petaluma required to approve such variances. Petaluma does not need another hotel. It does not need another event space. It does not need to increase traffic. The underground garage will require pumping and disposal of groundwater which is wasteful and in conflict with new regulations and monitoring of wells to preserve groundwater.

People want to come to Petaluma because it has a small-town feel. Unique and historic architecture. Local businesses. The Hotel Weaver as proposed will be a detriment to downtown Petaluma. No one wants approval of a structure that invites people to wonder “Who got paid off to put THAT in the middle of historic downtown.”

If the City wants to approve the hotel the plan needs to conform to current zoning and architectural requirements. That means it needs to have smaller footprint and height. It needs dedicated off site parking and it needs to have architecture that enhances the downtown – ideally by looking as if it has always been there.

#### “Zoning Overlay”

As part of the Hotel Weaver approval a zoning overlay incorporating all the variances discussed above is proposed for the 14 plus blocks from Washington, Petaluma Blvd, D, Sixth and Howard/Liberty. The proposed Hotel Weaver is within this overlay area but the overlay comprises a far, far larger zoning change. This area encompasses most of downtown. This proposal also makes no sense and should be rejected. The variances are a bad idea for the Hotel Weaver site. Expanding the bad idea into a larger, historic area would just make a bad idea worse.

The rationale for a proposal to make a wholesale change to zoning in this larger area is unclear. Approval of this zoning change will ultimately result in completely erasing the character of the historic downtown and should be flatly rejected. There is no reason to make such a sweeping change. If variances are requested in the area in future they should be subject to site specific review and public comment at that time. Making it more convenient for developers to pack as much new building square footage, height and lack of parking as possible into each site without having to go through a new review is not a reason for the Planning Commission and Historic Review Commission to abrogate their responsibility to protect and preserve the character and liveability of Petaluma and the Historic Downtown.

The citizens of Petaluma rely on the Commissions and Council to make decisions that enhance the beauty and uniqueness Petaluma and its historic downtown – These proposals do not.

Please reject the proposed changes. Thank you for your consideration. You may contact me at the email attached to this letter.

**From:** [REDACTED]

**Sent:** Thursday, June 8, 2023 11:05 AM

**To:** [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] McDonnell, Kevin <kmcdonnell@cityofpetaluma.org>; Barnacle, Brian <bbarnacle@cityofpetaluma.org>; jcthompson@cityofpetaluma.org; Healy, Mike <mhealy@cityofpetaluma.org>; Karen Nau <knau@cityofpetaluma.org>; Pocekay, Dennis <dpocekay@cityofpetaluma.org>; Shribbs, John <jshribbs@cityofpetaluma.org>; Powell, Greg <GPOWELL@cityofpetaluma.org>; Ellis, Evelyn <eellis@cityofpetaluma.org>

**Cc:** [REDACTED]

[REDACTED]

**Subject:** Petalumans Opposed to EKN Appellation Hotel and Downtown Zoning Overlay

---Warning: Use caution before clicking any attachments. THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM.---

Dear members of the Petaluma Planning Commission, Petaluma Historic & Cultural Preservation Committee, Petaluma City Council, and Planning Department Staff:

As concerned Petalumans, we would like to go on record as standing in vocal opposition to the proposed EKN Appellation Hotel and the proposed Downtown Overlay proposal. We are members of the architectural and design community, realtors, business owners, residents, and most of all, concerned citizens of both the West Side and the East Side. The attached letter, in advance of the upcoming Tuesday June 13 Study Session to discuss the Hotel and Downtown Zoning Overlay, expresses our concerns with the project and accompanying zoning overlay proposal.

We urge you to review our concerns prior to the upcoming meeting, so that discussion at the Study Session might begin to address these important issues.

Sincerely, and on behalf of 46 letter signees,

[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]



# COMMUNITY MEMORANDUM

June 8, 2023

**To:** **Petaluma Planning Commission** (*McErlane, Bauer, Hooper, Whisman, Potter, Racusen*)  
**Petaluma Historic & Cultural Preservation Committee** (*Whitley, Pitingaro, Perlis, Rinehart, Van Ommeren*)  
**Petaluma Planning Department Staff** (*Powell, Ellis*)  
**Petaluma Mayor & City Council** (*McDonnell, Barnacle, Cader Thompson, Healy, Nau, Pocekay, Shribbs*)

**RE: Opposition to Proposed EKN Appellation Hotel Development at 2 Petaluma Boulevard South**

As concerned Petalumans, we would like to go on record as standing in vocal opposition to the proposed EKN Appellation Hotel and the proposed Downtown Overlay proposal. We are members of the architectural and design community, realtors, business owners, residents, and most of all, concerned citizens of both the West Side and the East Side.

This empty parcel sits at the southern gateway to the downtown historic district. This infill location should be a great opportunity to create a vibrant addition to the urban fabric of the Boulevard that would be in harmony with Downtown Petaluma's historic character. We feel that development of this vacant lot in an appropriate manner would be a benefit to Downtown Petaluma. Unfortunately, the proposed EKN Appellation Hotel project fails to meet this opportunity, and in our opinion, would be an out-of-scale behemoth of a generic design that is wholly inappropriate for this site.

In addition, a major red flag for us is the apparent linking of this oversize hotel project with the "Petaluma Downtown Overlay Proposal" that seeks to reclassify the zoning requirements for a 14-block area encompassing historic downtown to allow for taller buildings, larger Floor Area Ratios (FAR's), and increased lot coverage. We are concerned that the hotel proposal is being used as the test case to justify "densifying" downtown, or that an approved zoning Overlay Proposal will become the means to allow for this oversized hotel.

Either way, any plan to "upzone" the downtown historic district to allow for taller and larger buildings is a threat to the distinct character that defines Petaluma and opens the door to densification of our historic downtown.

**After careful review of the proposed EKN Appellation project documentation, our opposition encompasses the following distinct areas:**

**I. Allowable Zoning (IZO) Parameters:**

- At 100% lot coverage, Hotel Weaver exceeds the allowable lot coverage by 20%.
- At 68'-10" tall, the building exceeds the 45' allowable building height by 24 feet.
- The building's floor area, at 77,445 square feet, is more than double the maximum allowable floor area of 35,640 square feet.
- Any approval of the above-mentioned Downtown Overlay Proposal would mean a change to the Implementing Zoning Ordinance (IZO). Such changes would allow the hotel project to sail through at its currently planned size.

## II. Neighborhood Context and False Historicism

- The applicant's Project Compliance Review document attempts to address compliance with the city's regulatory requirements within the Downtown Commercial District, the National Register Commercial District, and the Petaluma Historic Commercial District Design Guidelines.
- We assert that, despite what picture the applicant's Project Compliance statement tries to paint, the proposed design is in fact NOT compatible with our downtown in its massing, size, scale, and architectural features. Nothing about the design reflects the beautifully intricate details of many of the historic facades of our buildings. Neither is the Hotel Weaver design sensitive to the character of its neighbors.
- The neighboring buildings are one to three stories in height. We see no reason to allow a new six story building to change the character of the southern gateway into our downtown.

## III. Architectural / Design Merit:

- This building design could be on any corner in any urban or suburban location. It feels corporate, generic, unremarkable. It could fit nicely in Newport Beach – home of the developers – but is it worthy of our downtown?
- Renderings of the proposed building are deceptive; they do not show the building in the context of a wider swath of the surrounding area. Doing so would underscore the hotel's looming scale in comparison to existing buildings.
- The applicant suggests that the building design is compatible because the window sizes and spacing are similar to the rhythm of other facades. Our downtown facades have materials and scale and interest in every detail. It does not reflect the themes of composition, proportion and materialism that make our historic downtown buildings special.
- The proposed building design turns its back on the attractiveness of over 170 years of unique buildings that are treasured by us. This opens the door to urbanization of our historic downtown, and erosion of the built history that defines Petaluma.

## IV. Parking and Traffic:

- Currently, 58 valet parking spaces are proposed for 93 hotel rooms, a 60-seat rooftop bar and event space, a 135-seat restaurant, and estimated 80 daily employees. The 58 "double-stacked" valet parking spaces are located one level below grade; likely reserved for overnight hotel guests.
- An increase of well over 90 guests, 80 employees, patrons of bars, restaurants and retail cannot be well accommodated in this area. This level of activity will push street parking deeper into nearby residential neighborhoods.
- A thorough traffic analysis should be done to look at the impacts of potential gridlock created at B and Petaluma Boulevard going in and out of town.

## V. Environmental Impact / Climate Change:

- The applicant suggests that this building might be considered sustainable with certain choices in sourcing materials. Selecting a few decorative tiles from a local tile company does not adequately address a response to the climate challenges that face us.

# COMMUNITY MEMORANDUM

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- The proposed 100% site coverage seems antithetical to reducing hardscape and increasing vegetation and landscape as strategies to improve climate resilience.
- The site is also two blocks from the Petaluma River and sits roughly 14 feet above sea level. The proposed basement parking is 15 feet below grade and thus below sea level in an area that has been known to flood. These conditions may only be exacerbated over time.

## VI. Hotel Saturation:

- Does Petaluma need another hotel? We have the Hotel Petaluma, Metro Hotel, Sheraton, Hampton Inn, Best Western, a new Marriott and new Home2 Suites in addition to VRBO's and Airbnb's in our community.
- What documentation has been presented to support the need for more hotel rooms in Petaluma? Over 300 units have been added to the market in the past four years. Just how many beds for heads do we need in Petaluma?

## VII. Fire and Life Safety Questions:

- What analysis has been given to dealing with a building almost 70 feet in height relative to fire safety? We saw the devastation of our beloved Rex Hardware that burned to the ground in 2006 next door to this vacant lot. Our fire department could not put that fire out in time to save Rex.
- Does the Petaluma Fire Department have a ladder truck that could handle an evacuation off of a six story building?
- Is there adequate water pressure at this site to handle a fire suppression system to cover over 77,000 square feet of building?

In closing, we urge you to reject the project in its current form unless it can be brought into full zoning compliance, specifically the allowable building height. We also believe the project could be better served by a less "corporate" look that has more of a design nod to historic Petaluma than a large egg sculpture on the roof terrace.

Furthermore, we do not support the creation of a "Downtown Overlay" that alters the current zoning ordinance to allow for taller and bigger structures within our 14-block historic downtown. Our General Plan doesn't support it. This hotel project and the related changes proposed to our National Register historic downtown disrespects our history and that of any historic district.

Respectfully,

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