

June 13, 2023



Dear Petaluma Planning Commission Members,

I am writing to share my support of the proposed Appellation Petaluma hotel project on Petaluma Boulevard and B Street.

I have been a resident of Petaluma for 6 years. I truly see this development of the city create smart growth and appreciate the fact that the hotel will be operated by local hotel operator.

I fully support this project and the amenities it will provide the community. I think it benefits the community tremendously from the standpoint of providing great place to gather and creating jobs for locals. Having jr. high school kid myself, it's exciting to see this providing many job opportunities to local residents starting into workforce.

I have been following the project development and I like how the current building design stands, I think they did great job incorporating the concern of height by setting back the top levels and incorporating historical building design elements in modern way, appreciate that it's not a modern box building nor mimicking historical building. It's a great marriage of historical elements into new building done very aesthetically pleasing.

Best Regards,



From: [REDACTED]

Sent: Tuesday, June 13, 2023 8:54 AM

To: Petaluma Planning <petalumaplanning@cityofpetaluma.org>; petalumaplanning@ci.petaluma.ca.us <petalumaplanning@ci.petaluma.ca.us>; -- City Clerk <CityClerk@cityofpetaluma.org>; rogermcerlane@mac.com <rogermcerlane@mac.com>; heidibauer2000@gmail.com <heidibauer2000@gmail.com>; bmhooper1@gmail.com <bmhooper1@gmail.com>; rwhisman@yahoo.com <rwhisman@yahoo.com>; sandi.lee.potter@gmail.com <sandi.lee.potter@gmail.com>; darrenracusen@gmail.com <darrenracusen@gmail.com>; jcthompson@cityofpetaluma.org <jcthompson@cityofpetaluma.org>

Subject: Appellation Hotel Project

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

Dear Petaluma Planning Commission Members-

I have been a resident of Petaluma for over ten years.

I love Petaluma and want to see responsible development of the city to ensure its smart growth, and redevelopment of key areas that would benefit from thoughtful new projects like the proposed Appellation Petaluma hotel project.

I fully support this project and the amenities it will provide the community.

For years I have wondered why nothing was being done to infill this vacant site in our beautiful downtown corridor.

A project like this hotel project will benefit the local businesses and the community, creating a new gathering place within our community for locals and visitors alike.

Thank you for considering this,

Regards,

[REDACTED]
[REDACTED]
[REDACTED]

June 13, 2023

[REDACTED]

[REDACTED]

Dear Petaluma Planning Commission Members,

Let us first express our gratitude for your continued efforts to responsibly allow development of our community and simultaneously preserve the character of Petaluma.

We are residents of Petaluma and have found a true home here with our family of 4. The community that Petaluma represents and offers to its residents is well planned and well run.

We are expressing our support for the current development plan as proposed by EKN, the Developer and The Appellation Petaluma, the Operator – a local Sonoma based hotel company that has deep ties to Sonoma County.

We have spent a lot of time reading about this project, trying to understand the many considerations: aesthetics/design, number of guest rooms, parking, impact on traffic, environmental impact, massing and height of the proposed building. We concluded this current project is not only a vast improvement over the current site but is dramatically better than the project plan that had been previously considered. Plus, we are excited to have another amazing option for date nights and a preferred lodging option for visiting guests over the current offerings around town.

We will also share that EKN has initiated a community outreach effort to gain input and support from local parties like us who will be living with this property for years to come. While these actions don't guarantee a good outcome, we do believe their sincere efforts to include our views are a positive sign that they will make best efforts to develop this site balancing the many interests of Petaluma's residents, businesses, and visitors.

Sincerely,

[REDACTED]

June 12, 2023



Dear Petaluma Planning Commission Members,

Let me first express my gratitude for your continued efforts to responsibly allow development of our community and simultaneously preserve the character of Petaluma.

I am a resident of Petaluma and a member of the design community. I am excited to have learned about the proposed project at Petaluma Blvd and B Street. It is an exciting opportunity to engage the community in a more expansive way. It will bring a lot of engagement and opportunities to that area of town.

I am expressing my support for the current development plan as proposed by EKN, the Developer and The Appellation Petaluma, the Operator – a local Sonoma based hotel company that has deep ties to Sonoma County.

I have spent a lot of time reading about this project, trying to understand the many considerations: aesthetics/design, number of guest rooms, parking, impact on traffic, environmental impact, massing, and height of the proposed building. We concluded this current project is not only a vast improvement over the current site but is dramatically better than the project plan that had been previously considered.

I will also share that EKN has initiated a community outreach effort to gain input and support from local parties like me who will be living with this property for years to come. While these actions don't guarantee a good outcome, I do believe their sincere efforts to include our views are a positive sign that they will make best efforts to develop this site balancing the many interests of Petaluma's residents, businesses, and visitors.

Sincerely,



June 13, 2023

[REDACTED]
[REDACTED]
[REDACTED]

Dear Petaluma Planning Commission Members,

I have been a resident of Petaluma for many years. I love Petaluma and want to see responsible development of the city to ensure its smart growth, and redevelopment of key areas that would benefit from thoughtful new projects like the proposed Appellation Petaluma hotel project.

I fully support this project and the amenities it will provide the community.

For years I have wondered why nothing was being done to infill this vacant site in our beautiful downtown corridor. A project like this hotel project will benefit the local businesses and the community, creating a new gathering place within our community for locals and visitors alike.

Regards,

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

June 13, 2023



Esteemed Members of the Petaluma Planning Commission,

I would like to express my heartfelt appreciation for your unwavering commitment to responsibly facilitate the development of our community while safeguarding the cherished essence of Petaluma.

As a proud local of Petaluma, I have personally invested considerable time within the downtown area and its surroundings.

Today, I am writing to wholeheartedly endorse the current development plan put forth by EKN, the esteemed Developer, and The Appellation Petaluma, the Operator—a locally rooted Sonoma-based hotel company deeply connected to Sonoma County.

Having dedicated substantial effort to thoroughly comprehend the various facets of this project, including aesthetics and design, guest room capacity, parking provisions, traffic implications, environmental impact, and the scale and height of the proposed structure, I firmly believe that the present plan not only represents a vast improvement over the current state of affairs but also surpasses any previously contemplated designs.

Furthermore, it is worth mentioning that EKN has initiated an exemplary community outreach initiative, actively seeking input and support from local stakeholders like myself, who will be intimately affected by this property for years to come. I have faith that their genuine endeavors to incorporate our perspectives serve as a positive indication of their commitment to striking a harmonious balance between the diverse interests of Petaluma's residents, businesses, and visitors.

It is essential to acknowledge that by demonstrating a lack of cooperation with developers, such as EKN, who genuinely strive to bring forth a viable project for downtown, we inadvertently empower corporate developers to impose projects upon us that do not genuinely align with our cherished downtown values. It is in our utmost interest to foster a spirit of collaboration.

While it is a commonly raised concern that the proposed project does not align seamlessly with the downtown ambiance, it is crucial to recognize the importance of understanding that attempting to replicate historic architecture, rather than harmonizing with the existing downtown architectural landscape and enhancing its essence, would detract from the authentic historical character instead of augmenting it.

When considering traffic concerns, it is important to bear in mind that the site in question was originally a gas station, which experienced significantly higher levels of ongoing traffic and ingress/egress

compared to what a hotel would generate. This assertion finds substantial support not only through local studies but also on a national scale when comparing vehicle miles traveled (VMT) for hotels versus gas stations.

Thank you for your dedicated service and careful consideration of this matter.

Sincerely,

A black rectangular redaction box covering the signature area.

From: [REDACTED]
Sent: Tuesday, June 13, 2023 10:09 AM
To: Petaluma Planning <petalumaplanning@cityofpetaluma.org>
Cc: -- 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 All

I would like to state my opposition to this project and the proposed zoning changes which would allow it to go forward.

I believe we do need to facilitate building in the Historic Commercial District. The vacant lots in the district are like missing teeth in the city's smile.

That said, I have two objections to the proposed project. They are Scale and Style.

Scale: the district is composed of two and three story buildings. Six stories is just too big! I could imagine a design where four stories might be acceptable, but I can't imagine six.

Style: I have read the submission documents from Painter Preservation and the City's Guidelines. My reading of the Guidelines are that new structures need to be harmonious with the existing. While they nowhere state that new construction should look old, I take great exception to the line in the submission that says " New Buildings should look new". I'd love to see a new hotel or other building at the proposed location, but my ideal would be something similar to the Ledson Hotel, on the Plaza in Sonoma. Built in 1999 but blending seamlessly with the surrounding architecture.

I also think the proposed zoning changes would destroy the integrity of our historic down town, which is Petaluma's most important asset!

It's an idea only slightly less terrible than the plan from the 60's to make Petaluma Boulevard six lanes wide.

[REDACTED]
[REDACTED]
[REDACTED]

June 13, 2023

TO: Planning Commissioners
City of Petaluma

Greg Powell
Principal Planner

RE: Hotel Proposal, 2 Petaluma Boulevard South (Hotel Weaver)

My wife is a native Petaluman and I have lived here over 50 years. We are writing to express our concerns about the proposed Hotel Weaver:

Parking and traffic impacts created by the proposed occupancies and loads;

Implications of underground parking in an area prone to flooding;

It does not fit with the historic downtown atmosphere. Tourists over the years have been attracted to Petaluma because of the feel of the downtown historic district;

Of concern is the proposed increased density of our historic downtown that would allow 5-6 story buildings from Washington to D and Petaluma Blvd. to Howard, the Petaluma Downtown Overlay Proposal, which proposes increases in building height, floor area ratio, and lot coverage in the downtown area. These changes have enormous implications for the downtown area – both as to its character and as to long-term storm water and flood risks.

We are further concerned with the project's failure to comply with the direction provided in the Petaluma Historic Commercial District Design Guidelines.

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

Sincerely,

[REDACTED]
[REDACTED]

June 13, 2023

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

Members of the Petaluma Planning Commission,

As a resident of Petaluma since 2002, I live on Rosamond Street, I have spent considerable time in the downtown area enjoying the many restaurants and retail establishments. As a local realtor my office has been in the downtown area near the proposed hotel site. I see the Appellation Petaluma hotel as an enhancement to the already thriving and popular downtown area.

Having been to several of the community outreach events, as well as continued involvement with the project, helping to solve some of the concerns put forth by the community. I think the current plan would be a value add to our community. The project would bring an increase in TOT and sales tax revenue to the city.

EKN has demonstrated a genuine interest in their community outreach ensuring the community, residents and businesses have been able to provide their input. This outreach and the community input will provide the basis for a collaborative project.

While I understand the want to have a building that looks more like the historic architecture, the Appellation Petaluma hotel design would not detract from the historic architecture but enhance the character of all that is the downtown area.

Traffic concerns are being addressed by EKN. There is a parking garage nearby for visitors who want to enjoy the restaurant and or the rooftop bar with tapas. The hotel will have parking below for guests who then could walk and enjoy downtown without having to get in their car. Although no one wants an increase in traffic, isn't that also a sign of a vibrant downtown?

Today, I am asking you to endorse the current development plan put forth by EKN, the Developer, and The Appellation Petaluma, the Operator, a locally rooted Sonoma-based hotel company.

Thank you for your careful consideration of this project.

Sincerely,

[REDACTED]
[REDACTED]
[REDACTED]



Dear Petaluma Planning Commission Members,

Let me first express my gratitude for your continued efforts to responsibly allow development of our community and simultaneously preserve the character of Petaluma.

I have been a resident of Petaluma for most of my life, and have spent much of my life in downtown Petaluma. My mother was the property manager of the McNear Building and has been one of the owners of McNear Restaurant and the Mystic Theater since 1987 (approximately 150 feet from the hotel site). Much of my youth was spent doing odd-jobs for the local business and building owners.

My current Real Estate Brokerage, LivXplore Real Estate & Lifestyle is located around the corner from the hotel site, about a block away at #10 Fourth Street.

I remember the proposed sight being a Chevron gas station. I can remember early mornings and lunch hours with cars lined up at the gas station and into the street, blocking early morning traffic. This was almost a daily occurrence when the gas station existed.

I have spent a lot of time researching this project, trying to understand the many considerations: aesthetics/design, number of guest rooms, parking, impact on traffic, environmental impact, massing and height of the proposed building.

I am a Petaluman. I care about the city of Petaluma and the vitality of our downtown. I am expressing my support for the current development plan as proposed by EKN, the Developer and The Appellation Petaluma, the Operator – a local Sonoma based hotel company that has deep ties to Sonoma County. We concluded this current project is not only a vast improvement over the current site but is dramatically better than the project plan that had been previously Considered.

EKN has initiated a community outreach effort to gain input and support from local parties like me who will be living with this property for years to come. I do believe their sincere efforts to include our views are a positive sign that they will make best efforts to develop this site balancing the many interests of Petaluma's residents, businesses, and visitors.

Sincerely,



June 13, 2023

[REDACTED]
[REDACTED]
[REDACTED]

Dear Petaluma Planning Commission Members,

Let me first express my gratitude for your continued efforts to responsibly allow development of our community and simultaneously preserve the character of Petaluma.

I am a resident of Petaluma and believe this development is in the best interest of our community.

We are expressing our support for the current development plan as proposed by EKN, the Developer and The Appellation Petaluma, the Operator – a local Sonoma based hotel company that has deep ties to Sonoma County.

We have spent a lot of time reading about this project, trying to understand the many considerations: aesthetics/design, number of guest rooms, parking, impact on traffic, environmental impact, massing and height of the proposed building. We concluded this current project is not only a vast improvement over the current site but is dramatically better than the project plan that had been previously considered.

I will also share that EKN has initiated a community outreach effort to gain input and support from local parties like me who will be living with this property for years to come. While these actions don't guarantee a good outcome, I do believe their sincere efforts to include our views are a positive sign that they will make best efforts to develop this site balancing the many interests of Petaluma's residents, businesses, and visitors. Thank you for your time and we look forward to seeing this project move forward.

Sincerely,

[REDACTED]
[REDACTED]

June 13, 2023

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

Dear Petaluma Planning Commission Members,

Let me first express my gratitude for your continued efforts to responsibly allow development of our community and simultaneously preserve the character of Petaluma.

I am a resident of Petaluma and live downtown in Theatre Square. Having lived in downtown Petaluma since 2016, having a new rooftop bar with an epic view of Sonoma County is something my wife and I are really looking forward to. We literally live a block from this site and hope this projects comes to fruition, it looks gorgeous.

We are expressing our support for the current development plan as proposed by EKN, the Developer and The Appellation Petaluma, the Operator – a local Sonoma based hotel company that has deep ties to Sonoma County.

We have spent a lot of time reading about this project, trying to understand the many considerations: aesthetics/design, number of guest rooms, parking, impact on traffic, environmental impact, massing and height of the proposed building. We concluded this current project is not only a vast improvement over the current site but is dramatically better than the project plan that had been previously considered.

I will also share that EKN has initiated a community outreach effort to gain input and support from local parties like me who will be living with this property for years to come. While these actions don't guarantee a good outcome, I do believe their sincere efforts to include our views are a positive sign that they will make best efforts to develop this site balancing the many interests of Petaluma's residents, businesses, and visitors.

Sincerely,

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

From: [REDACTED]

Sent: Tuesday, June 13, 2023 11:31 AM

To: e.ellis@cityofpetaluma.org; k.sawyer@cityofpetaluma.org; Powell, Greg
<GPOWELL@cityofpetaluma.org>

Subject: Planning Commission and Historic & Cultural Preservation Meeting - proposed Hotel Weaver Project

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

I will be attending tonight's meeting about the proposed Hotel Weaver project but may not feel comfortable getting up to speak. I've read the Petaluma Building Form Overlay in Downtown document and have a basic understanding of it.

Simply put, the Hotel Weaver as currently proposed seems too large for the location. Any setbacks from the sidewalk or in upper levels to minimize its size aren't going to change this. A visual rendering of the hotel in place that I saw from a PPT slide presentation at a prior Zoom meeting really shows the mass of this structure. Next to Rex Hardware, it is huge, and this will look oversized from just about any angle either up close or from a distance. For example, walk down B Street toward Petaluma Boulevard South and imagine a six storey structure there completely filling the currently empty lot. Its proposed size is out of place for the setting.

In addition, the stacked parking seems to be insufficient for the hotel guests, depending on room occupancy. In any case, where will the many hotel employees park? Likely on neighboring streets. With the proposed Bike Boulevard on Fifth Street, this will push parking onto outlying neighborhood streets such as B Street, 6th Street and beyond. I would like to hear more about how the developers think the proposed parking will work should the hotel occupancy be full (or near full).

Lastly, the Overlay document includes precedent images of other projects in downtown areas, and one of these is Chophouse Row in Seattle's Capitol Hill neighborhood. I've been to Chophouse Row a couple of times, and as I recall, this shopping/restaurant setting is very well designed and fits in with the surrounding buildings on this street. I don't see any similarities with this development and the proposed Hotel Weaver, which visually will not fit into its surroundings. I can't speak to the other examples as I haven't seen them in person.

I am not opposed to thoughtful development in support of the General Plan Principles, I just don't see this project as proposed being a positive for our wonderful downtown with its unique character. Petaluma is a one-of-a-kind city with a charming downtown area. We are so fortunate to have this, and we should look closely at proposed development that may negatively impact what we have.

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: Tuesday, June 13, 2023 10:39 AM
To: Petaluma Planning <petalumaplanning@cityofpetaluma.org>
Subject: Appellation Petaluma Hotel project

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

Hello,

I am writing to express my strong opposition to the Appellation Petaluma Hotel project. We do not need more hotels. We do not need tall buildings. We do not need to develop every square inch of Petaluma. Please. You are ruining our lovely town. Furthermore, I propose that any more large-scope building projects (hotels, apartment buildings, shopping centers,etc.) be put to a vote so that the voters of Petaluma can decide what we want for our town.

Sincerely,

[REDACTED]
[REDACTED]
[REDACTED]

From: [REDACTED]

Sent: Tuesday, June 13, 2023 8:56 AM

To: [REDACTED] Ellis, Evelyn <eellis@cityofpetaluma.org>; -- City Clerk <CityClerk@cityofpetaluma.org>; Petaluma Planning <petalumaplanning@cityofpetaluma.org>; Kendall Sawyer <ksawyer@cityofpetaluma.org>

Subject: two important issues for today's joint meeting

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

June 12, 2023

To Mayor, City Council members, Planning Commission, Historical Committee,

There are two important issues to consider: one is a zoning overlay and height variance for the historic downtown. The other is a hotel at the corner of Petaluma Boulevard and B street.

That corner is an important site. We cannot get this wrong with a hotel that lacks in beauty. Modern architecture often states that form follows function: any cube can work as a hotel, any pipe can serve as a fountain, or any box with wheels is a car.

Is Petaluma worthy of only a generic designed hotel that could be located in any town in the state? Or might we deserve a hotel that adds a positive note and doesn't diminish our historical ambiance? I'm not against a hotel at this location, but anyone can see that the aesthetics of the currently proposed design do not fit the area.

Most of our historic downtown is composed of 2-3 story buildings. Why is someone proposing an overlay zoning variance allowing 6 stories in this area? You must realize that our historic downtown will be changed forever. **Is there a hidden agenda?** Does the city plan to build high-rise complexes all over downtown if the Overlay is voted in? I'm aware the builder is talking about the towers of the nearby Catholic church as being a reason why the hotel should be 6 stories, but surely anyone can tell the difference between an enormous block-style cube building of 6 stories and two bell-towers that have been there for almost 100 years?

From what I've read, our City wants the tax money that flows from a hotel. Why couldn't a new hotel be designed in a style that complements our historic downtown, maybe with elements of our wonderful iron-front buildings or the Carnegie Library? The historic downtown is on the National Register of Historic Places – why wouldn't we want a new hotel that looks like it belongs here? Earlier, the Hotel developer said the hotel would "blend past and present" and be "an iconic hotel that blends seamlessly into the fabric of their neighborhood". Actually, it certainly doesn't blend seamlessly into the existing historic downtown. Why would anyone even consider building a hotel that doesn't continue the architectural historical design of the downtown? (perhaps the community might consider a 5-story hotel if it had an appropriate architectural design.)

Let's quote from an article in Current Affairs by Adrian Rennix and Nathan J Robinson: "Architecture's abandonment of the principle of "aesthetic coherence" is creating serious damage to ancient cityscapes. The belief that "buildings should look like their times" rather than "buildings should look like the buildings in the place where they are being built" leads toward a hodge-podge, with all the benefits that come from a distinct and orderly local style being destroyed by a few buildings that undermine the coherence of the whole"

"Fans of Brutalism—the blocky-industrial-concrete school of architecture—are quick to emphasize that these buildings tell it like it is, as if this somehow excused the fact that they look, at best, dreary, and, at worst, like the headquarters of some kind of post-apocalyptic totalitarian dictatorship.

Rather, instead of recreating the exact *look* of traditional architecture, one should be trying to recreate the *feeling* that these old buildings give their viewers."

Is it possible to develop a downtown hotel that does not exceed 4 stories, includes adequate parking for all rooms, hosts a desirable rooftop restaurant, and consists of an architectural design that relates to the historic downtown buildings? Let's find someone to design a hotel that Petaluma should have, not what someone can build cheaply. A hotel with a more appropriate design will still bring tax dollars to the coffers of City Hall.

Thanks for reading this.

Sincerely,

[REDACTED]