

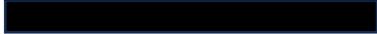
**From:** Stephen Hart < >  
**Sent:** Friday, June 23, 2023 6:12 PM  
**To:** Petaluma Planning <[petalumaplanning@cityofpetaluma.org](mailto:petalumaplanning@cityofpetaluma.org)>  
**Subject:** Downtown Rezoning

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Rezoning downtown to accommodate the Appellation Hotel project spells the end of Downtown Petaluma charm and uniqueness.  
Please leave it like it is!  
Thanks  
Stephen

June 23, 2023

Damon Calegari  
812 Sonoma Ave  
Petaluma, CA



**Appellation Petaluma Hotel**

Dear Petaluma Planning Commission Members,

I'd like to first thank you for your dedication to the City of Petaluma and the time you spend maintaining the character of the town.

As a fourth-generation resident of Petaluma, I'm writing to you in support of the Appellation Petaluma hotel project as submitted by EKN Development and Operator, The Appellation, a local Sonoma based company with strong connections to Sonoma County. Together they thoughtfully initiated an informative community outreach where they listened and discussed concerns and questions. This is not a large nationwide hotelier as was the previous applicant.

I've reviewed the proposed design, height, room count, parking, and traffic information and I found the long vacant lot to be an extremely well-suited location for this type of building plan. I am in full support of this project, and I firmly believe that with your approval, the redevelopment of this site will be a positive catalyst for downtown Petaluma and will prove to benefit the City as a whole.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Calegari', written over a faint, illegible typed name.

Damon Calegari  
Petaluma City Resident

**From:** Renee Thompson < >  
**Sent:** Monday, June 26, 2023 1:45 PM  
**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.---

Dear Petaluma Planning Department,

In reading the most current article regarding the above mentioned hotel in the Argus courier, I felt compelled to write to you. I have lived in Petaluma for 45+ years and have seen many changes over the decades.

I have to admit that I am disappointed in the possibility of building a six story hotel in our historic, cozy downtown area. Petaluma already has what, 9, 10 hotels as it is? Does our city really “need” another hotel? This six story hotel will be one of the tallest buildings in our downtown, and the renderings do not meld in architecture with the rest of our historic downtown. It’s very disappointing to see our town going down this road.

There was a recent article in Petaluma.360 noting:  
“Both Petaluma and Mendocino were recently listed among the 11 Cutest Small Towns in Northern California.”

If we allow this six story hotel to be built in our downtown area, the floodgates will open for further construction in the future. The “cutest-small town” will continue to be threatened. Does Petaluma really “need”another hotel, and a hotel that is 6 stories high?

The island of Kauai, Hawaii past legislation decades ago that no building can be over 3 stories high, and what a difference that has made compared to the other islands in the chain. The City of Petaluma should follow suit. Looking at the big picture is essential.

The impact of this 6 story hotel, landscape, traffic, water usage, parking, etc., well, I truly hope that the city reconsiders this proposal, and disallows it’s construction.

Most sincerely,  
Renee Thompson

Sent from my iPhone

From: Joanne mattos < >  
Sent: Monday, June 26, 2023 3:00 PM  
To: Powell, Greg <GPOWELL@cityofpetaluma.org>  
Subject: Hotel

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Please reconsider allowing the Application Hotel in down town Petaluma..I was raised in Petaluma and enjoyed my youth there. I still come back to “walk “Petaluma, enjoy Butter and Eggs, American Graffiti too. Lunch at McNears and so on and so on. That hotel is just not a good fit for that part of town. There must be another place for it. I can say it would ruin the ambience of down town, the character, the warmth of that great town. There has got to be a better use for that space. Maybe a small area for folks to sit and enjoy a coffee or just to relax. Please reconsider.  
Sent from my iPad

**From:** Paul Johnson < >  
**Sent:** Wednesday, July 26, 2023 8:42 AM  
**To:** Petaluma Planning <[petalumaplanning@cityofpetaluma.org](mailto:petalumaplanning@cityofpetaluma.org)>  
**Subject:** zoning change proposal for B to D Sts and Blvd to 5th Sts

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In principal I am for the zoning changes proposed for B to D streets between Blvd and 4th St. but think 4th to 5th streets would be unfair. The blocks between Petaluma Blvd and 4th are all commercial and I think would benefit from the zoning changes including 6 story buildings. But there are numerous houses in the area between 4th and 5th that would be negatively impacted by the changes.

Paul Johnson  
Upham St

**From:** Robin Graham < >  
**Sent:** Wednesday, July 26, 2023 12:50 PM  
**To:** Powell, Greg <GPOWELL@cityofpetaluma.org>  
**Subject:** EKN Appellation and Downtown Overlay proposal comments

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

Hello Greg,

I want to submit comments for these two proposals. I support the new hotel more commercial space and maximizing the building footprint on the lot is fine too. However, I do not support the overlay allowing 6-floor buildings. This new building would tower over everything else and I would rather see it be 3 or 4 floors that is more in keeping with existing buildings or incrementally taller, not suddenly doubling building height. Similarly, I would like to see zoning in the rest of Petaluma allow for mixed use and more dense construction. Otherwise we will have a downtown of high rises surrounded by single family homes with no middle ground like every other horrible US city.

I appreciate that the proposed parking is within the building footprint and not surface parking. However, the entrance to the underground parking and it's location is concerning. It looks like the entrance would be on B street which is regularly shut for festivals. I like when the streets are closed to cars so I would want this to continue. I am also concerned that with the ground floor businesses, the parking entrance will be narrow and enclosed on both sides which makes walking or cycling by dangerous because drivers just pull out into the sidewalk because they can't see out. Sometimes I see alarms to notify pedestrians that a car is coming out but this are supremely obnoxious and it is the driver who should be warned and careful, but there is probably a safer design anyway.

I also do not support the amount of car parking proposed. I would love to see downtown move toward restricting vehicle access, not encouraging more. I believe Petaluma has parking minimums, and I am not sure this extends to the overlay zone, but I would love to see Petaluma eliminate parking minimums city-wide and especially downtown. Therefore I think the proposed changes to the overlay should include eliminating parking minimums, and the building project should reduce the amount of parking substantially (or eliminate altogether!).

I would also like to see the bike parking increased substantially, and indoor secure bike parking provided for all building patrons (i.e. not just hotel guests). Bike parking outside the building should be provided on both B street and Petaluma Blvd. Cyclists should be able to ride into secure bike parking in the underground parking garage, or walk into a ground floor indoor parking area. Indoor bike parking should be able to accommodate longer bikes/trailers for bikes that carry children. Go ahead and swap the parking allocations and provide 58 bike parking spaces and 4 car spaces. So many people bike for pleasure in Sonoma County but they cannot bike from their house to a shop, these proposals can make meaningful changes in how people get around and every detail counts.

Thanks for reading.

Robin

--

Robin Graham  
303.

**From:** Jane Murphy < >  
**Sent:** Tuesday, June 27, 2023 5:27 PM  
**To:** -- City Clerk <[CityClerk@cityofpetaluma.org](mailto:CityClerk@cityofpetaluma.org)>; -- City Council <--[CityCouncil@cityofpetaluma.org](mailto:CityCouncil@cityofpetaluma.org)>  
**Cc:** Cader-Thompson, Janice <[jcaderthompson@cityofpetaluma.org](mailto:jcaderthompson@cityofpetaluma.org)>; Shribbs, John <[jshribbs@cityofpetaluma.org](mailto:jshribbs@cityofpetaluma.org)>; Flynn, Peggy <[PFlynn@cityofpetaluma.org](mailto:PFlynn@cityofpetaluma.org)>; Ellis, Evelyn <[eellis@cityofpetaluma.org](mailto:eellis@cityofpetaluma.org)>; Pocekay, Dennis <[dpocekay@cityofpetaluma.org](mailto:dpocekay@cityofpetaluma.org)>; Barnacle, Brian <[bbarnacle@cityofpetaluma.org](mailto:bbarnacle@cityofpetaluma.org)>; [kmmcdonnell@cityofpetaluma.org](mailto:kmmcdonnell@cityofpetaluma.org) <[kmmcdonnell@cityofpetaluma.org](mailto:kmmcdonnell@cityofpetaluma.org)>  
**Subject:** Appelation Hotel size and design concerns

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Thank you, in advance, for taking the time to read my concerns about the proposed Weaver Hotel in Petaluma.

I'm very uneasy about the proposed height. It feels exceedingly out of scale for the location and it's surroundings. It is so clear to me that it's out of sync with the area.

Blending modern architecture with historic surroundings is a design challenge that can be achieved successfully but the current design is not a good solution in my opinion.

For me, the h2Hotel in Healdsburg is a good example of a hotel height and design that works well with it's surroundings. The link below is from the Architects website.

<https://www.dbarchitect.com/projects/h2hotel>

I think that what Healdsburg has done with their Square and modern construction has been very successful. The high quality design of the newer buildings fit in very nicely with the Historic surroundings. They support very high quality shops, restaurants and hotels that bring in a lot of tax dollars to their town.

I do have a question. Can you please tell me what studies have been done to show that we can support a hotel with 93 rooms considering that we already have new hotels in the area? And what do those studies show year round? Thank you.

I'm also extremely disturbed by the proposed "zoning overlay" which makes it possible to build this hotel whose size is against our current code. I watched the council meeting last week and it appears that the Weaver hotel was the motivation to change the zoning in our historic downtown to accommodate the hotel as well as make it possible for other structures that are 6 stories to be built in this zone. That is very distressing to me.

My husband and I moved here from San Francisco 25 years ago but having grown up in SF I have been coming to Petaluma since the 60's. In the years that we've been here, especially in the last 12 or so, the sweet town we have grown to adore living in, and being a part of, has become overbuilt and congested. It is bewildering and sad.

I haven't spoken with a single resident who doesn't share my concerns so I'm left to wonder why the Council would support it. I sincerely hope that you will listen to the community and put our interests first. We need you to help us keep Petaluma the sweet and charming town that it is.

Thank you for your time and service to our wonderful community.

Jane Murphy

**From:** Noel Manerud < >  
**Sent:** Wednesday, June 28, 2023 8:56 AM  
**To:** Powell, Greg <GPOWELL@cityofpetaluma.org>  
**Subject:** Hotel Weaver next meeting question

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

Hi – Petaluma resident at 507 7<sup>th</sup> St.

Is there a way to be informed of the next meeting? Will this be posted online or with a sign at the site? Is there a email notification list?

I am looking online to see when the next meeting for the Hotel Weaver will occur and I only see the prior meeting links

I am interested in providing comments both written and public presentation at a next meeting and I can navigate the website to do that

I have been following this in the local paper and looking at prior meetings and want to now be involved with next meetings.

Appreciate all your time and help with this significant project.

Noel Manerud | **DPR Construction** | [www.dpr.com](http://www.dpr.com)  
o: 916-568-3434 | m: NEW # - 415-418-4108  
We Exist to Build Great Things.®

**From:** JIM VAUGHN < >  
**Sent:** Wednesday, June 28, 2023 7:58 PM  
**To:** Powell, Greg <GPOWELL@cityofpetaluma.org>  
**Subject:** Hotel Waver / EKN Appellation

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

Mr. Powell:

I appreciate everything that you do for the City of Petaluma.

I support reasonable growth in Petaluma, especially needed housing.

However, I cannot support the proposed EKN Appellation Hotel. At six stories, it is out of scale with the buildings in the historic downtown.

As I was driving around downtown earlier this week, I imagined the hotel and it just would dominate the area. You would see it from a distance and it would stand out and diminish the experience of walking downtown.

I know it would drive a lot of tax revenue. But it is not worth it.

Thank you,

Jim Vaughn  
East Petaluma resident for 33 years

**From:** David Lannon < >  
**Sent:** Saturday, July 1, 2023 8:57 AM  
**To:** -- City Clerk <[CityClerk@cityofpetaluma.org](mailto:CityClerk@cityofpetaluma.org)>; [petalumaplanning@ci.petaluma.ca.us](mailto:petalumaplanning@ci.petaluma.ca.us)  
<[petalumaplanning@ci.petaluma.ca.us](mailto:petalumaplanning@ci.petaluma.ca.us)>; Petaluma Planning <[petalumaplanning@cityofpetaluma.org](mailto:petalumaplanning@cityofpetaluma.org)>  
**Cc:** David Lannon < >  
**Subject:** Appellation Petaluma 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 Sonoma County for 15 years. We are very excited to open our new store hopefully by the end of the summer. 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.

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. We hope to be part of that as well by being part of the vibrant music scene in Petaluma.

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

Regards,

David Lannon  
Owner Paradise Found Records  
B Street  
Petaluma, CA

██████████ Prospect Street  
Petaluma, CA 94952

██████████  
July 15, 2023

City of Petaluma  
22 Bassett Street  
Petaluma, CA 94952

Dear Mayor, City Council members and Planning Commission members,

I am writing to formally oppose ANY building form overlay in Petaluma's downtown area.

I am not opposed to high-density development in Petaluma. I am only opposed to it in the downtown area. I am in favor of high-density development on non-downtown parcels within a half mile of a SMART station. I am not critical of the 5-story La Via Luxury Apartments, although I would prefer it were a bit closer to the Petaluma Downtown SMART station (at least residents at these apartments don't need to cross a drawbridge to reach the station).

I dislike 100% lot fill where alleys are not present because it places unsightly and odorous utility/garbage functions adjacent to pedestrian areas. In my opinion, the garbage collection systems at the 100% lot filled projects at Theatre Square are less than successful.

I attended the "Know Before You Grow" session on 7/12/2023 and learned that the proposed boundaries for a downtown building form overlay keep shifting. I was disappointed to hear Planning Manager Andrew Trippell refer to virtually every non-historic commercial structure in downtown Petaluma as "underutilized," practically suggesting these buildings be bulldozed to make way for high-rise buildings with 100% lot fill to maximize economic benefit to the city. Most of these parcels which Mr. Trippell referred to as "underutilized" house successful businesses which serve our community well. Why threaten these businesses with relocation by encouraging redevelopment on these specific parcels? Why not instead focus on only the redevelopment of blighted properties (at a scale already allowed for in our General Plan)?

I am not convinced that downtown high-rise buildings are a panacea for Petaluma's economic woes. I believe the economic impacts of same, as well as long-term downtown parking solutions, need much further study before this building form overlay can be adequately analyzed.

Lastly, I suggest that if city leaders wish to continue considering a downtown building form overlay, they educate and then poll residents to determine if this is something our community truly desires.

Thank you for considering my perspective.

Sincerely,

*Todd Gracyk*

Todd Gracyk

**From:** isabelle beardsworth < >  
**Sent:** Friday, July 21, 2023 1:25 AM  
**To:** Petaluma Planning <[petalumaplanning@cityofpetaluma.org](mailto:petalumaplanning@cityofpetaluma.org)>  
**Subject:** Legal Requirement to respond to a non-conforming application for construction within the Petaluma Historic district?

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Please advise the legal necessity for the city of Petaluma of responding to a non-conforming application to a building permit within the historic district of Petaluma within the current limitations? How does the "overlay" provide "access"?

**From:** Michael Deverell < >  
**Sent:** Saturday, July 22, 2023 1:43 PM  
**To:** Powell, Greg <GPOWELL@cityofpetaluma.org>  
**Subject:** Re: EKN Appellation Hotel (Hotel Weaver) project

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

This is further comment from us regarding the EKN Appellation Hotel. We fully support the revised boundary for zoning and General Plan amendments. We do not regard the proposed hotel height as a problem. The site is not adjacent to any historic buildings, the tall old mill building is across the street and there are tall redwood trees nearby. These tend to mitigate the visual impact of the high hotel. The setbacks of the fifth and sixth floors also mitigate the visual impact. If the hotel were adjacent to a historic building we would not support a six story hotel.

Mike Deverell & Susan Muscatell  
6th Street  
Petaluma, CA 94952

**From:** Michael Deverell < >  
**Sent:** Saturday, July 22, 2023 1:43 PM  
**To:** Powell, Greg <GPOWELL@cityofpetaluma.org>  
**Subject:** Re: EKN Appellation Hotel (Hotel Weaver) project

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

This is further comment from us regarding the EKN Appellation Hotel. We fully support the revised boundary for zoning and General Plan amendments. We do not regard the proposed hotel height as a problem. The site is not adjacent to any historic buildings, the tall old mill building is across the street and there are tall redwood trees nearby. These tend to mitigate the visual impact of the high hotel. The setbacks of the fifth and sixth floors also mitigate the visual impact. If the hotel were adjacent to a historic building we would not support a six story hotel.

Mike Deverell & Susan Muscatell  
6th Street  
Petaluma, CA 94952  
510

## Comments for City Council Agenda for meeting to be held on 7 25 23

Jane Murphy 

Mon 7/24/2023 8:43 PM

To:Orozco, Uriel uorozco@cityofpetaluma.org

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### **I am strongly against the proposed 6 story hotel and subsequent zone overlay for several reasons.**

- The proposed height of the hotel is too large for it's location and I think that the developer needs to work within the current zoning restrictions. Why aren't they?
- The developer proposed the zone overlay to circumvent the maximum height currently allowed and has no interest in how this one project could affect our Historic Downtown.
- I'm concerned that there are other developers, within the zone overlay area, who will take advantage of the change to build taller buildings.
- I'm concerned that the M Group has not been representing the people of Petaluma but is rather representing the developer by even considering the overlay so that this one single developer can build his hotel higher.
- There is a clear conflict of interest if the M group is being paid by developers when their projects are approved. Clarification on where M Groups interest lies feels essential.
- The West side of our town has become incredibly congested since we moved her 23 years ago. It is almost unbearable to get across town unless you are strategic in your timing. We don't need more development on this side of town and this hotel would only add to an already present congestion issue

Thank you  
Jane Murphy

## Public Comment

Robert Gaustad [REDACTED]

Mon 7/24/2023 9:25 PM

To:Ellis, Evelyn eellis@cityofpetaluma.org ;Orozco, Uriel uorozco@cityofpetaluma.org

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

Commission Clerk:

Please include the following public comment in the public record for the upcoming July 25 Planning Commission agenda item regarding the building form overlay:

Planning Commission:

I'm concerned that you are considering a zoning amendment for the EKN Appellation / Hotel Weaver project that will allow all future developments to bypass the existing zoning laws that protect our historic downtown. This proposed overlay was a collaboration between the hotel developer and the outsourced for-profit M-Group, which is a clear conflict of interest and should be rejected by the Planning Commission and City Council as such.

Thank you,

Robert Gaustad

## Public Comment

Holly Manzano [REDACTED]

Mon 7/24/2023 11:09 AM

To: Ellis, Evelyn eellis@cityofpetaluma.org ; Orozco, Uriel uorozco@cityofpetaluma.org

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

Commission Clerk:

Please include the following public comment in the public record for the upcoming July 25 Planning Commission agenda item regarding the building form overlay:

Planning Commission:

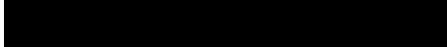
I am disappointed that you are considering a zoning amendment for the EKN Appellation / Hotel Weaver project that was proposed by the hotel developer in collaboration with the outsourced for-profit M-Group. Two for-profit firms should not be dictating zoning amendments or putting our historic downtown area at risk of over-development. Please deny this proposed overlay / zoning amendment and require the developer to seek a variance instead. If a variance cannot be approved, then the project should simply be denied.

I am even more disappointed that the Planning Commission would deny our project - The Floodway Community Marketplace - that requires zero development and absolutely complies with the existing zoning laws, but then consider an overlay that would allow developers to bypass existing zoning laws that protect our historic downtown area. There seems to be a clear bias toward rich developers and landowners, while dismissing small business owners as unnecessary to the economy. Please consider the importance of small businesses to the overall economy and culture that makes Petaluma unique and treat all applicants with the same level of respect and consideration.

Thank you,

Holly Manzano  
[REDACTED]

## Zoning Overlay Idea

Calandria Atkinson 

Mon 7/24/2023 3:15 PM

To:Orozco, Uriel uorozco@cityofpetaluma.org

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

Hello. This is a letter conveying my DISAPPROVAL of the proposed Zoning Overlay for our charming, historic and beloved town, Petaluma. NO SIX STORY BUILDINGS! This proposal is WRONG FOR OUR TOWN!!! Our Planning Department is virtually non-existent, except for Mr. Oh, being directed and "staffed" by employees from M Group and others with a financially vested interest for their project to further their own profit, with absolutely no interest or connection to Petaluma and our historic district. DID YOU READ THE GRAND JURY REPORT? DEVELOPERS SHOULD NOT BE PLANNING THE PROGRESS OF OUR LITTLE TOWN. NO SIX+ STORY BUILDINGS! NO RUINATION OF OUR HISTORIC TOWN! WE ARE NOT A CITY AND DO NOT WANT TO BE SO. SONOMA & HEALDSBURG HAVE 2-3 STORY HEIGHT LIMITS. THEY ARE KNOWN FOR THEIR CHARM AND DRAW VISITORS GLOBALLY ALL THE TIME. THEY ARE CITIES WITH CACHET AND ARE KNOWN FOR DESTINATION TRAVELS. THEY HAVE STOREFRONTS THAT ARE NOT VACANT, AND THEIR ECONOMIES ARE THRIVING. WE DO NOT NEED MORE DEVELOPMENT NOW. NO TO MORE HOTELS WHILE EXISTING ONES HAVE LIMITED OCCUPANCY! PLANS MADE BY DEVELOPERS FOR THEIR OWN GAIN ARE NOT EVEN CLOSE TO UNDERSTANDING WHAT OUR CITIZENS WANT FOR OUR TOWN. RAMPANT, MASSIVE BUILDING AND DEVELOPMENT WITHOUT SAFETY, WATER, INFRASTRUCTURE AND SOUND PLANNING BY CITY EMPLOYEES, NOT OUTSIDERS, IS NOT THE WAY TO GO. NO ZONE OVERLAY SKIRTING EXISTING ZONING. NO 6 STORY BLDGS! Thank you. M. Brazis

Sent from [Mail](#) for Windows

## Public Comment

Heather Kratt [REDACTED]

Mon 7/24/2023 11:59 AM

To:Ellis, Evelyn eellis@cityofpetaluma.org ;Orozco, Uriel uorozco@cityofpetaluma.org

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

Commission Clerk:

Please include the following public comment in the public record for the upcoming July 25 Planning Commission agenda item regarding the building form overlay:

Planning Commission:

I am disappointed that the Planning Commission would consider a zoning amendment - the building form overlay - which was proposed by the EKN Appellation / Hotel Weaver developer in collaboration with the outsourced for-profit M-Group. Potential conflicts of interest have already been called out by the Grand Jury, so I am surprised that this overlay hasn't been rejected already as a clear conflict of interest. A developer and outsourced for-profit planning firm should not be deciding the fate of our city's future.

I am even more disappointed that the Planning Commission would deny our project - The Floodway Community Marketplace - that requires zero development and absolutely complies with the existing zoning laws, but then consider this overlay that would allow the M-Group to allow every future development to bypass the existing zoning laws that protect our historic downtown.

There seems to be a clear bias toward rich developers and landowners, while dismissing small business owners as unnecessary to the economy. Please consider the importance of small businesses to the overall economy and culture that makes Petaluma unique and treat all applicants with the same level of respect and consideration. You should be an objective body that prevents abuse, not an enabler to it.

Thank you,

Heather Kratt  
[REDACTED]

## comments on Downtown Housing & Economic Opportunity Overlay

Helen Schneider [REDACTED]

Tue 7/25/2023 10:01 AM

To:Orozco, Uriel uorozco@cityofpetaluma.org

Cc:David Schneider [REDACTED]

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Thank you for allowing comment before taking this decision.

### **I do not support this zoning change.**

While I am generally in favor of increasing density within city limits, this seems like a wrong headed approach to the goal of increasing the capacity and affordability of Petaluma because it will allow fundamental changes to the vital aesthetic quality of our historic downtown. Petaluma will not be served long term by allowing a twenty-plus block area, specifically located in our historic downtown where many of our cultural events and festivals are sited, to allow so much potential change.

I'm mostly fine with the boulevard hotel project if there were a way to allow that specific property more height, and if there is historical review. I do not think, however, that we should extend these zoning changes to most of our historic downtown. Without the draw of 'old Petaluma' we loose much of what makes people want to come visit, stay, and spend money here.

Helen Schneider  
[REDACTED]

## Weaver Hotel project

pjaret@sonic.net [REDACTED]

Tue 7/25/2023 11:35 AM

To: Orozco, Uriel uorozco@cityofpetaluma.org

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

July 24, 2023

The developers of the Hotel Weaver project claim to want to “embrace the history of Petaluma.” Unfortunately, the proposed building – and proposed changes to the existing building code – threaten to erode the architectural and historic treasure of downtown Petaluma

As long-time residents of Petaluma’s west side, we have seen the downtown grow and change while still retaining its unique historic character. Existing building height, floor area ratio, and lot coverage maximums have worked well to ensure that new construction is consonant with the existing architecture of downtown Petaluma. We don’t believe there is any justification, apart from maximizing profits, to change those reasonable restrictions for the proposed hotel – or for other buildings that might be developed in the two-block area now proposed for the IZO zoning overlay. If the proposed changes are approved, we could see two blocks of massive six story buildings in an area where the neighboring historic buildings and residential buildings are mostly one and two story structures, including the post office, which is a national treasure, the beautifully-restored and repurposed auto showroom, the depot, the museum, and other important buildings. And once a precedent is set for a massive six-story building, developers looking at other parcels in downtown would be emboldened to ask for their own variances. That would irreparably harm the downtown and surrounding neighborhoods.

We are very much in favor of developing these neglected areas of the city. But doing so requires careful thought, with an emphasis on preserving our architectural history. It does not require changing the existing building restrictions for the proposed two-block area. For that reason, we want to express our strong opposition to the current proposal.

Peter Jaret

Steven Peterson  
[REDACTED]

## 2 Petaluma Boulevard south

Pip Morris

Tue 7/25/2023 12:16 PM

To:Orozco, Uriel uorozco@cityofpetaluma.org

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

Please accept my opinion against building a huge multistory building in downtown Petaluma at 2 Pet Blvd S. It will destroy the integrity of the downtown area. When the movie theater was allowed to redevelop the old buildings, didn't they do a reasonable job of blending old and new? Going too high and cramming into this lot a big building will take the focus off the quaint, old town appeal of our little town. Sure build hotels and bring in the business and dollars. Choose a ,location where there is space and parking. The city owns a nice lot just a bit further down the road which they bought from a little motel. Perhaps that could be offered up instead of sitting vacant for 20 years.

**RE: Public Comment July 25th Planning Commission Building Form Overlay**

Noel Manerud [REDACTED]

Tue 7/25/2023 4:12 PM

To: Orozco, Uriel [uorozco@cityofpetaluma.org](mailto:uorozco@cityofpetaluma.org) ; Trippel, Andrew [atrippel@cityofpetaluma.org](mailto:atrippel@cityofpetaluma.org)

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

See below for today's Planning Commission hearing.

Note that while the email on the agenda is correct for Orozco ([uorozco@cityofpetaluma.org](mailto:uorozco@cityofpetaluma.org)) the link is incorrect and sends emails to eellis, who has retired per the auto reply received.

Thanks for correcting the linking going forward.

Appreciated - Noel

**Noel Manerud | DPR Construction | [www.dpr.com](http://www.dpr.com)**

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**From:** Noel Manerud

**Sent:** Tuesday, July 25, 2023 4:04 PM

**To:** [eellis@cityofpetaluma.org](mailto:eellis@cityofpetaluma.org)

**Cc:** Noel Manerud [REDACTED]

**Subject:** Public Comment - July 25th Planning Commission - Building Form Overlay

I am writing to comment on the Building Form Overlay and have the following thoughts and concerns:

- While modifications to the General Plan may be required and suggestions are appreciated, submission through a development application is, in my opinion, not the correct or appropriate pathway for this process
- Insufficient time has been provided for the community to be fully apprised of this process and its implications. Additional notice should be provided on site and in the paper and the Building Form Overlay be specifically made available for review.
- It is not clear where the source of the suggestion and direction for the study originated. There appear to be suggestions in the January Historical Commission hearing regarding coordination and development of studies. If there are communications between the city and the applicant on suggestions and directions for this plan that should be made public and this should be the case for any work going forward.
- In my opinion any further consideration of the Building Form overlay as an embedded component of a building application should simply cease at the discretion and decision of the Planning Commission and any future efforts be directed by the Planning Commission and Board of Supervisors as part of the General Plan review process.
- Understanding the recent audit of M-Groups relationship with the City as contract planners, and subsequent work on the General Plan shall be conducted by the City of Petaluma for the City of Petaluma under its direct oversight.
- Process needs transparency, collaboration, and outreach to develop any modifications to the general plan

BFO specific comments

- The submitted plan is rich with lots of streetscape imagery - either commercial or open space / parklet – and this is a great reflection of a vibrant commercial and historical district and this has no association with benefits or draw backs of excessive bulk and mass

- Understanding the narrow character of historic buildings, the BFO offers no consideration for exterior skin modulation and only discusses height, setbacks, and step-backs suggestions
- use of elevated peak height vs average height is misleading. There are no 75ft buildings in Petaluma. The Phoenix Theatre has one component of back of house that is this height and the rest is of compliant average height. By expressing a few unique heights as guides this distorts the over intent to provide cohesion and appears on one level to be an attempt to support elevated heights that support the applicants building

Noel Manerud



**From:** Amanda Kreglow <  
**Sent:** Saturday, July 29, 2023 2:23 PM  
**To:** Castellano, Isabel <[icastellano@cityofpetaluma.org](mailto:icastellano@cityofpetaluma.org)>; [UOrozco@cityofpetaluma.org](mailto:UOrozco@cityofpetaluma.org)  
**Subject:** The six story hotel

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

Dear Gentleman,

Simply put I object to having a 6 story building put in downtown Petaluma. It is not necessary and will be an eyesore in the community. 6 stories becomes 8 then 10 and we'll start to look like Vancouver with their thirty story skyscrapers. The quaintness of the town is why me and others like living here.

Sincerely,  
Amanda

Amanda Kreglow  
Howard Street  
Petaluma, CA 94952

707-

## 6 story hotel

Amanda Kreglow [REDACTED]

Sat 7/29/2023 2:30 PM

To: Orozco, Uriel uorozco@cityofpetaluma.org

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

Dear Sir,

Simply put I object to having a 6 story building put in downtown Petaluma. It is not necessary and will be an eyesore in the community. 6 stories becomes 8 then 10 and we'll start to look like Vancouver with their thirty story skyscrapers. The quaintness of the town is why me and others like living here.

Sincerely,  
Amanda

Amanda Kreglow  
[REDACTED]  
[REDACTED]

### NOVELS:

Becoming White Smoke: A Tale Of Courage And Yearning. <http://amzn.com/1516889967>

The Secret In The Persimmon Wood Box

<https://www.amazon.com/Secret-Persimmon.../dp/B088GMJZJH>

### PHOTOGRAPHY:

Poetry Of Movement <https://www.amazon.com/Poetry-Movement-Dancers-1978-1980-Standard/dp/1006644601>

The Inevitability of

Change: [https://www.amazon.com/dp/B09XSVX8DL/ref=cm\\_sw\\_em\\_r\\_mt\\_dp\\_7RB8FXNKH9C2TA6556](https://www.amazon.com/dp/B09XSVX8DL/ref=cm_sw_em_r_mt_dp_7RB8FXNKH9C2TA6556)

DANCE: Staying Home in Covid-19: <https://youtu.be/w38PJ21euJ0>