

Mickles Enterprises

Petaluma, CA 94953

August 3, 2023

City of Petaluma
Planning Department
11 English Street
Petaluma, CA 94952

RE: Downtown Housing & Economic Opportunity Overlay

Ladies and Gentlemen,

Have you ever sat in your car trying to get across town on either Washington St. or Petaluma Blvd. in either direction, between the hours of 2 p.m. and 7 p.m.? Did it take about 30 minutes? Or waited 15 minutes to get through three or four traffic signals?

How much rubber particulates did you inhale? How much carbon? How much exhaust?

GOT CANCER YET?

Regarding the latest "Downtown Housing and Economic Opportunity Overlay" what thought has been given to the following issues:

Parking:

What possible solutions have been talked about for the increase of parking that will be generated?

Traffic:

What possible solutions have been talked about for the increase in cars, trucks, buses, bicycles and motorbikes on the streets?

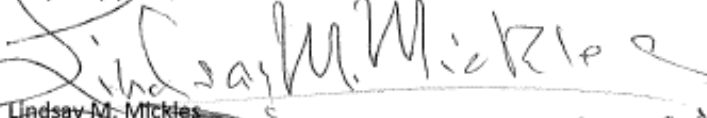
It appears all the common area resources, streets, air and water have not been considered. You can't simply, increase density without thinking of the impact on these resources

The majesty of a small town is due to its ambiance and sense of community. What contribution will this project make?

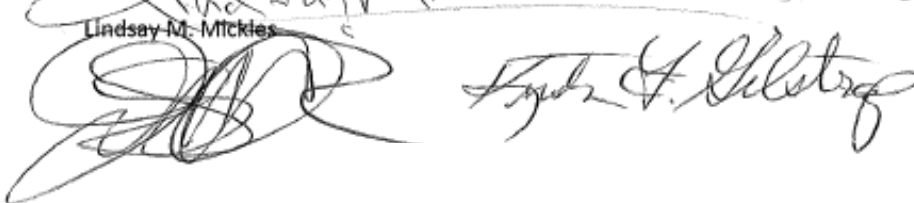
Unlike 13 of 15 planning department employees, we live here and pay your salaries.

We the undersigned oppose the lifting of any restrictions on new constructions.

Very truly yours,


Lindsay M. Mickles





From: Chels Meyer
Sent: Sunday, August 6, 2023 8:55 PM
To: -- City Council <CityCouncil@cityofpetaluma.org>
Subject: Downtown overlay

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

Hi there city council,

I am writing in about the downtown overlay because I see so many folks organizing to write in against it.

As a young person who grew up in the north bay, too many of my friends are priced out of the area and have to move away or have to keep living with their families well into their twenties. My partner and I are lucky enough to own a one bedroom in Petaluma but we are well aware that we are the exception to the rule. We don't want to be!

I see the considered changes to the downtown overlay (as well as all the construction that's going on around towns) as needed changes to make Petaluma progress and become a more affordable town to live in. Rezoning has to happen for small california communities like ours to be a place where young people can have a future.

Thank you for the work you do and please don't cave to the people in town who are against growth, sustainability and affordability.

Respectfully,
Chels Meyer

From: Lee Anna Mariglia
Sent: Tuesday, August 8, 2023 7:46 PM
To: Petaluma Planning <petalumaplanning@cityofpetaluma.org>
Subject: Don't Let Charlie Palmer Build in Petaluma

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

Petaluma Planning Commissioners,

Time and again you have failed to take into account Petaluma's culture - its history, its present, its future - as you push to develop our township.

I'm watching the live stream currently because I am at work and cannot attend in person - but that doesn't mean I don't care.

You have done zero effort to make the reality of what this behemoth of a building - and all that building a structure requires - assessing water and electrical usage, assessing its impact on parking, assessing its impact on the community... etc. etc. etc.

And you tout that it would add "150 jobs" like that a sea change. I call your bluff. There are so many residents in our area who are in need of real jobs and who have skills skills (or who could learn those skills) that could help our community - THEIR community - in the short and long term. Jobs that promote DEI, education, that support small businesses, that support gatherings OTHER than alcohol consumption, that promote sustainable solutions to climate change.

I have lived in Petaluma for 13 years. My husband was born here and has lived here for 52 years. We support growth and change - but to let a non-Petaluma egotistical chef come in like he's saving our town by creating 150 jobs and giving us - in his opinion - central gathering place for people to eat and stay - that person has NEVER been to our town. He doesn't know our town. He is just using our town to add to his millions.

And YOU are just using him to add to your kickbacks.

I'll remember each of you when I vote next.

I will also push forward a LONG OVERDUE referendum to make ALL Petaluma City Council Members PAID positions. We have almost \$80K and all of you are volunteer? Money talks and it's talking to you so loudly you're not listening to the people you lie through your teeth every time you say you support.

Good riddance to each of you. I have so little faith in your ability to make the right choice. But if you find a soul in your pinky toe, VOTE AGAINST CHARLIE PALMER'S FRANCHISE.

Petaluma has a culture worth celebrating. We are not something to have "culture" franchised upon us.

Learn about Petaluma. Get to know the wonderful, varied culture that our community embodies. Be apart of us!

Don't bow down to the fatted golden calf.

Thank you for your time.

~Lee Anna

----- Forwarded Message -----

From: Kimberly Fields <

To: petalumans4@gmail.com <petalumans4@gmail.com>

Sent: Wednesday, August 9, 2023 at 07:54:58 PM PDT

Subject: Our Historic Downtown Petaluma Should Never be changed.

Dear Petaluman4@gmail.com, There Is 95% Of Us Petalumen's Who Have Continued to Enjoy Downtown Historic Petaluma for Centuries After Centuries with Our Friends and Our Families! Historic Downtown Petaluma Doesn't Need a Facelift! Don't Fix It Unless It's Broken! And no! Historic Downtown Petaluma isn't Broken! It's Only Big Money Developer's Wanting to Destroy, And or Attempt to Interrupt and Or Try to Ruin Havoc on The Many, Many Good-Hearted People Who Live in Petaluma and Who Are Either Employed, Self-employed, Unemployed, Retirees' and Or as a Business Owner. Because It's Only Maintenance Needed If Anything at All That Historic Downtown Petaluma Would Ever Only Need. And Historic Downtown Petaluma is Home to Many, Many Native Petalumen's Who Have Lived on The West Side of Petaluma for Many, Many Years and Have Always Had Their Many, Many Special and Fond Memories to Still Enjoy with All Their Families and Friends in Petaluma's Beautiful Downtown Historic Part of Town Where Even Sears Roebuck Has Front Facing's on Many of The Old Buildings Located on Petaluma Blvd. And Really, Really Good and Popular Movies Have Been Made in Historic Downtown Petaluma! Petaluma City Ordinance Didn't Reach Out to Big Development and Big Money Spenders for A Facelift. No, It's The Big Development Big Money Spenders Who Try to Coax Petaluma City Ordinance with Them Laying Down Their Big Money on The Table for What? Historic Downtown Petaluma Doesn't need Any Facelift! Why Don't We Ever Hear About Santa Rosa Ever Needing A Facelift? All Native Petalumen's Don't Want Petaluma's Historic Downtown to Ever Get Changed Ever! And Also, All Native Petalumen's Never Want Any Disruption, Corruption, and Or Any Destruction of Any Kind at All Ever Happening to Historic Downtown Petaluma!

Sincerely Yours, Kimberly Fields

From: Stephanie McAllister
Sent: Thursday, August 10, 2023 3:38 PM
To: Powell, Greg <GPOWELL@cityofpetaluma.org>
Subject: DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY

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

Hello – I attended the Study Session Tuesday night and would like to know where I can view the staff report and materials that were discussed at the meeting. Though there was verbal reference to a staff report, I was unable to find one prior to the meeting, or after trying again today. Is there anything beyond the 3 graphics and the Q&A? Also, is the written public comment available?

Although I didn't speak during the public comment period due to the length of the meeting presentation and discussion, I would like to comment in writing and reviewing the exhibits would be helpful. It isn't possible to see that well from the on-line video!

Please also advise as to what "next steps" in this process will be.

Thank you for your assistance,

Stephanie McAllister

From: Brenna Pratt [REDACTED]
Sent: Monday, August 14, 2023 1:54 PM
To: -- City Council <CityCouncil@cityofpetaluma.org>
Subject: Concerned Petaluma Resident

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

I am learning about some things that are going on in our city and I am very concerned. I am a 4th generation Petaluma resident living on the west side, my fiancé and I are in our 30's, and I am finding out that a good majority if not all of our city planning department is being run by a for-profit consultancy group (M-group). Finding out that this issue has even been taken into consideration by the Sonoma County Grand Jury... I am stunned. Our planning department should not be run by people who were brought here as a convenience and cost-saving measure, sure they may have lived here for a while now after 14 years or whatever it is now but these people do not care about our community.

After digging more I also come to find out that businesses that closed during the pandemic have been unable to reopen despite their wishes because they can not get city approval for needed repairs. Their businesses sit empty and are now labeled "blight" by one of your members. This is ridiculous. I want you to know that myself, my fiancé, and our friends have worked very hard to afford to live in this beautiful quaint town, and to see it start to fill up with cheap track homes, huge chain hotels, and ultramodern ugly apartments breaks my heart.

I am adequately against the city overlays, the hotel, and a for-profit company running our planning department. I sincerely hope this message resonates with you all. Please do the right thing for Petaluma. And for the record, I never received this "survey" that was apparently sent out saying 63% of Petaluma wants the hotel or whatever it was asking.

I would also like to say I am not opposed to all growth, I actually thought the idea of a hotel with a rooftop bar was a cool idea until I saw the design... In what universe does that look good in our downtown? I also do not think it needs to be so large... Healdsburg, Sonoma, Napa, and all the other cute towns in the region seem to manage to keep their buildings in the spirit of their towns so why can't we? If downtown Petaluma doesn't look cute and quaint anymore I think that will seriously hurt our tourism and downtown businesses.

Sincerely,
Brenna Pratt

From: sherry sandberg [REDACTED]
Sent: Friday, August 18, 2023 5:08 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Hotel Weaver proposal Story Poles

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Dear City Council,

On August 7th at the city council meeting, Mike Healy and Karen Nau discussed using Story Poles to help the community visualize the look of the proposed hotel. I believe it would be very helpful for envisioning what the applicant, our city council and the planning commission are considering.

It is a low tech method, which is disdainful to some. However, I compare this method to speaking to each other in person versus on a cell phone. There are benefits to computer aided drawings as well as to a physical presentation.

Please take the time to do both.

Thank you.

Sherry Sandberg

August 18, 2023

TO: Mr. Greg Powell, Principal Planner
M Group Consulting Planner, Serving the City of Petaluma

Petaluma Planning Commission
Petaluma City Council

RE: Downtown Housing and Economic Opportunity Overlay

I have attended the meetings this summer regarding the proposed building overlay for the Petaluma Downtown and I am very concerned about the process currently underway. I understand the EKN Appellation Hotel applicant is entitled to propose changes to current MU2 development standards to accommodate the non-conforming hotel proposal, and that the Planning Commission is required to review their proposal. However, this process has lacked the transparency and collaborative effort needed for broad community acceptance of this very significant change to parameters governing development in the Downtown area.

The study sessions have made clear the need for a comprehensive planning study for the future of the Downtown area that gets woven into the General Plan update. However, the current process began with a specific project, so rather than a thoughtful consideration of guiding future development in the downtown, it is naturally biased toward outlining parameters that will allow the hotel proposal to proceed. At this point, the overlay study also lacks considerable detail on how study areas integrate with the surrounding downtown and its infrastructure. Reducing the originally proposed area and designating three smaller pieces hasn't greatly changed the impacts – development islands will of course affect and influence the surrounding blocks.

Please consider moving forward with a consultant team independent of the hotel proposal and integrate more open and collaborative engagement with the Petaluma community, including all affected property owners and other stakeholders. Our historic downtown area is what makes Petaluma distinct, and I think there is agreement that we want it to remain our cultural center with a vital economic base. A more comprehensive, unbiased process is necessary to move Downtown into the future while preserving the essential qualities that make our town unique.

Thank you for your consideration,

Stephanie McAllister

From: Cati VanVeen
Sent: Thursday, September 7, 2023 10:41 AM
To: Petaluma Planning <petalumaplanning@cityofpetaluma.org>
Cc: Judy Heikel
Subject: Hotel proposal

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

To whom it may concern,
I have been visiting Petaluma for the past week, staying with my Aunt, Judy Heikel. I have travelled quite extensively in Europe and I am a retired art history teacher. I have a strong interest in, and love of architecture and I have been enchanted with the historic homes and charming downtown Petaluma. When I heard about the proposed six-storey hotel for the corner of Petaluma Blvd. and B street, I was horrified! Why would you ruin the historic charm of this lovely town with such a modern behemoth? Is Petaluma in dire need of more hotel space? Could it not be located outside of the city centre? This is what other cities have done in order to preserve their downtowns' historic appeal. I urge you to consider other viable options before your take this irreversible step. I look forward to coming back to visit this beautiful area again and I sincerely hope I will not see a giant hotel overshadowing the lovely downtown streets.
Sincerely,
Cati VanVeen



Sent from my iPhone

From: Isabelle [REDACTED]
To: - City Council
Cc: cityclerk@cityofpetaluma.org
Subject: Council Meeting Sept 11 EKN/Weaver Hotel & Storey Poles
Date: Saturday, September 9, 2023 4:01:43 PM

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Page two

09 September 2023

Many local residents and visitors have been the recipients of the local downtown "Historical Walking Tour" I have been privileged to attend. Visitors have attested to their interest in the town and its history and been appalled at the hotel proposal. It undermines the historicity of the town: It's visual and artistic appeal within the area. I note, the city has not yet approved the "storey poles" which will provide residents the visual parameters of the proposed imposing on the historic neighborhood and dwarfing its monuments. This alone should be sufficient to negate the height of the structure and its far reaching effects. The studies on the impact of the shade on neighboring buildings and the environment should be made public so that the community can be made aware of the detrimental effect.

The lot coverage area is of particular concern. Building out to the lot lines present significant problems. It impacts the ability of neighbors to maintain their property and create additional issues. It does not provide easy ingress/egress for basic building services such as trash, equipment and supplies, deliveries impacting city streets which traditional alleyways provide. This significantly impacts city streets which now require these deliveries are made from B Street and Petaluma Blvd S. In addition, the front of the proposed hotel will limit pedestrian traffic along the boulevard with additional pedestrians/customers accessing the building and lingering on the sidewalks.

I note, with interest, the "parking" issue has been punted to future sessions although of significant issue for the project. The environmental issues, CEQA notwithstanding, "Climate change" with "rising sea levels" does not appear to daunt City Council and Planning to move forward with a project that incorporates underground parking within two blocks of the Petaluma River and turning basin.

I respectfully request, the council and the Planning department to seriously consider the impact of this proposal on local residents who truly care about their community as opposed to out of town for profit investors who are not vested.

P/Downtown Housing and economic opportunity

Isabelle Beardsworth

Public Comment

Adam Supernant <

Tue 9/12/2023 2:43 PM

To:Uriel Orozco <uorozco@cityofpetaluma.org>

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Dear Planning Commission,

I wanted to write in great support for the newly proposed hotel to be built downtown. I love the initial design and the prospect of joining friends for a drink at the rooftop bar overlooking the river will be a beautiful addition to our town.

Further, I would ask that you consider the impact of making ad hoc decisions on specific buildings or building proposals. Lifting the height requirement should be applied throughout downtown, and as long as a building is compliant with local codes and environmental rules, it should be allowed to be built without further consideration.

Getting involved with the construction of each building built - even ones that follow all the rules to the letter - slows development and makes life even more expensive for the community. The hotel will be a great addition to our town and cement our status as a top tourist destination.

Sincerely,
Adam Supernant

From: Noel Manerud

Sent: Tuesday, September 12, 2023 3:55 PM

To: Greg Powell <gpowell@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>; Uriel Orozco <uorozco@cityofpetaluma.org>

Subject: Public Comment - Support for Added Story Pole Requirement for Hotel at B and Petaluma Blvd

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

I am providing a copy of the City Council memorandum and 2005 resolution discussed yesterday in City Council. The attached clearly indicates the value in story poles for clear and effective communication with the public for development application and establishes the ability for all participants in the process to make that a requirement for a project. The memo also outlines the feasibility for story poles.

I am writing to Planning Commission to request they establish a requirement for story poles for the proposed Hotel, within the Overlay, being considered at B and Petaluma Blvd

-Noel
7th and G

Noel Manerud | **DPR Construction** | www.dpr.com

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From: Noel Manerud

Sent: Monday, September 11, 2023 4:07 PM

To: cityclerk@cityofpetaluma.org

Subject: RE: Public Comment - Support for Added Story Pole Requirement for Hotel at B and Petaluma Blvd

I have been made aware of the attached August 28th memo that references the included 2005-200 City of Petaluma Selective Development Policy for Story Poles.

Two things are abundantly clear to me in reviewing this policy and memorandum:

First – we have a well developed policy in place per the resolution to require Story Poles

Second – It stands to clear reason that the Hotel demands a story pole installation per the resolution when we have a history, as presented in the memo, of doing this process for 2 story residential projects of significantly lesser public impact.

We are all affected by the impact of the proposed Hotel and it's General Plan amendment Overlay. And future generations are also impacted because of the intense negative impacts to the quality, character, and longevity of the Historical District presented by the proposed height, bulk, and mass of the proposed Hotel Development and the Overlay.

Thank you for seeing the simply logic that leads from a residential project requirement straight into a community wide project requirement.

Noel Manerud
7th and G

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From: Noel Manerud

Sent: Monday, September 11, 2023 3:43 PM

To: cityclerk@cityofpetaluma.org

Subject: Public Comment - Support for Added Story Pole Requirement for Hotel at B and Petaluma Blvd

I am writing in support of the City Council establishing direction to require placement of story poles at the proposed hotel site at B and Petaluma Blvd. I am also a proponent, in general, for story poles as being the most public, prominent, transparent, and truthful representation of a projects impact. There is no substitute to story poles for actually representing the height, bulk, and mass as well as view and shading impacts of a project and our community, and any community, deserves to have the best and most accurate information available to them to make significant long term development decisions.

As a community in general, and specifically with respect to the Historical District, we deserve to have the most understandable and "knowable" communication with respect to development impacts. Any developer who seek to become part of our community should be expected to expend the effort, collaboration, and communication required in story poles to show us what they are considering to add to our city fabric.

In being in support of the story pole requirement, it is acknowledged there are added costs and logistical and safety concerns this adds to a project, but the city fabric as a whole, and specifically the uniqueness and special quality of our historical district are worth every cent of that effort and more. Frankly, there is no effort that should be spared to consider exactly how the irreplaceable character of the Historic District is to be impacted by proposed development and story poles are just one part of what the requirements should be for this unique and special area. It is also acknowledged that story poles are not a new concept and there is a wealth of best practices information for story poles available to our city planners, commissions, building department, and council.

I thank you for your support of the story pole requirement and offer myself as a resource to you and our other agencies for guidance on this requirement and implementation of best practices.

Be well and thank you

Noel Manerud

7th and G - Petaluma

MEMORANDUM

To: Mayor & Council
From: Mike Healy & Karen Nau
Date: August 28, 2023
Re: September 11 Meeting – Story Poles

At our August 7 meeting staff advised that they would not be preparing a staff report for this item, which was continued to our September 11 meeting. In light of that, we are taking the liberty of providing some background information.

1. Story Poles are Authorized by Adopted Council Policy.

A “Resolution of the City Council of Petaluma Establishing a Policy for Proper Installation of Story Poles for Selected Development Projects” was adopted unanimously in 2005. See attached. The key provision is Section II(A), which provides:

A. Require developers and property owners to place story poles at the site of future construction when deemed appropriate by the reviewing authority. For the purpose of this policy the reviewing authority may be the Community Development Department staff, the Planning Commission, the Site Plan and Architectural Review Committee (SPARC) or the City Council.

Accordingly, story poles can be required if they are “deemed appropriate” by the city council.

2. Story Poles Have Been Required for Proposed Developments in Petaluma in the Past.

The most recent example where story poles were required was a small infill residential development on Sunnyslope Road near Smith Drive. See attached photo. A neighboring property owner reports: “I am so incredibly thankful that story poles were required for the Aspect project installed on Sunnyslope behind our street. I think the project is better today because of it.”

3. Story Poles are Feasible for the Proposed Appellation Hotel.

The proposed Appellation Hotel would be 68 feet 10 inches in height. A leading contractor specializing in story poles advises that story poles at that height are quite feasible, and has provided a photograph of a story pole installation it did at a height of 64 feet. See attached.

Attachments

1. Agenda Request Memo.
2. Resolution No. 2005-200 N.C.S.
3. Photograph of story poles installed on Sunnyslope Road, 2018.
4. Web page of California Story Poles.
5. Photograph of 64 foot tall story pole installation by California Story Poles.

RECEIVED

JUL 18 2023

CITY CLERK

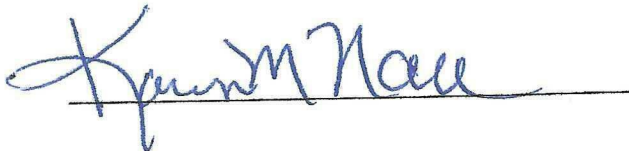
MEMORANDUM

To: Kendall Sawyer
cc: Peggy Flynn
Subject: Agenda Request

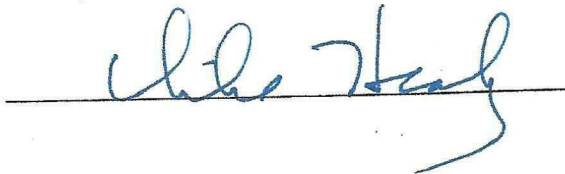
Pursuant to Rule II(A)(3) of the Council's Rules, Policies and Procedures, the undersigned hereby request that the following item be added to the agenda for the August 7, 2023 regular meeting of the Petaluma City Council and Petaluma Community Development Successor Agency:

Discussion and possible direction to require placement of story poles at the site of the hotel proposed at the corner of B Street and Petaluma Blvd. South.

Dated: July 27, 2023.



Dated: July 28, 2023.



Resolution No. 2005-200 N.C.S. of the City of Petaluma, California

RESOLUTION OF THE CITY COUNCIL OF PETALUMA ESTABLISHING A POLICY FOR PROPER INSTALLATION OF STORY POLES FOR SELECTED DEVELOPMENT PROJECTS

WHEREAS, IN 2004 THE Planning Commission and the Site Plan and Architectural Committee (SPARC) developed and adopted a policy regarding the proper procedure to install story poles for selected development projects; and,

WHEREAS, the City Council expressed a desire to adopt a story pole policy that would be the officially recognized policy and procedure for the installation of story poles in the City of Petaluma.

NOW, THEREFORE, BE IT RESOLVED that the City Council hereby establishes a policy for the installation of story poles related to selected development projects. Specifically, the Council directs as follows:

POLICY ON THE PLACEMENT OF STORY POLES

I. PURPOSE

To allow reviewing bodies and the public an opportunity to evaluate the potential visual effects of new development prior to construction.

II. POLICY

A. Require developers and property owners to place story poles at the site of future construction when deemed appropriate by the reviewing authority. For the purpose of this policy the reviewing authority may be the Community Development Department staff, the Planning Commission, the Site Plan and Architectural Review Committee (SPARC) or the City Council.

B. The poles shall be placed in a manner, which accurately depicts a proposed structure(s) location, mass, bulk, height, and other relevant information prior to action on a development application.

III. PROCEDURE

A. A development application for construction, requiring a discretionary action is received by the City for processing.

B. The Community Development Department staff shall discuss with the applicant the potential need to place story poles on the property prior to

action on the development application. If requested, a copy of this administrative policy will be provided to the applicant.

- C. The need for, and the placement of, story poles shall be as determined by the Community Development Department.
- D. This procedure does not prevent the Planning Commission, the Site Plan and Architectural Review Committee or the City Council from also directing the placement of story poles if deemed necessary.
- E. The information depicted by the placement of story poles may include, but not be limited to illustrating: the location, height, bulk, massing, finish floor height, grading and tree removal of proposed construction when viewed from the adjacent neighborhood or properties and in some instances, such as with hillside development, a large area of the community.
- F. In order to illustrate the information determined necessary by the reviewing authority, story pole placement may be as simple as placing several wooden poles at the perimeter of the proposed structure or a more complex arrangement of poles that may be connected by construction barrier tape or similar material to illustrate the full massing of the structure. Additional information corresponding to a handout described below may be required such as placing markings on the poles to note finish grade, finish floor height, parapet or eave height and maximum height of roof. The structure's footprint shall be outlined on the ground in chalk, tape or similar distinctive material.
- G. A reduced size (no larger than 11" x 17") story pole plan handout shall be provided to City staff to be distributed to the reviewing authority. The plan shall include adequate information to illustrate the orientation of the poles by a numbering system with corresponding numbers to those placed on the story poles. A simple roof plan outline shall be included. A legend shall be included which provides a graphic representation of a story pole with color or other markings to clearly demonstrate information such as finish grade, finished floor height, parapet or eave height and maximum height of roof.
- H. Once the story poles are in place, the poles shall be numbered and the applicant shall photograph the property in question to document the location of the poles from various vantage points as agreed to by the City. The photographs will serve as part of the record for visual assessment of the project.
- I. The applicant shall install the story poles and provide all required information at least 14 days prior to consideration by the reviewing authority. Staff will provide notice to the appropriate reviewing authority(ies) of the date story poles are to be placed at a project site. The required mailed public notice shall indicate when the story poles

will be in place and that a site plan handout, as described in G above, is available at the Community Development Department.

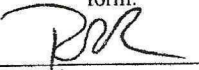
- J. A free standing informational sign, 4 feet by 8 feet shall be erected in a clearly visible and publicly accessible location on the project site at the time of story pole placement. The sign board shall be posted with an enlarged copy of the legal notice or other descriptive narrative, legible from a reasonable distance, and similarly sized site plan of the proposed project. Depending on the size of the project site, additional sign boards may be required at the discretion of the Community Development Department staff. Signs will be constructed with a clear plastic overlay to protect the posted information from the elements.

Under the power and authority conferred upon this Council by the Charter of said City.

REFERENCE:

I hereby certify the foregoing Resolution was introduced and adopted by the Council of the City of Petaluma at a Regular meeting on the 21st day of November, 2005, by the following vote:

Approved as to
form:


City Attorney

AYES:

Canevaro, Mayor Glass, Healy, Nau, Torliatt

NOES:

None


ABSENT:


Vice Mayor Harris, O'Brien

ABSTAIN:

None

ATTEST:


City Clerk


Mayor



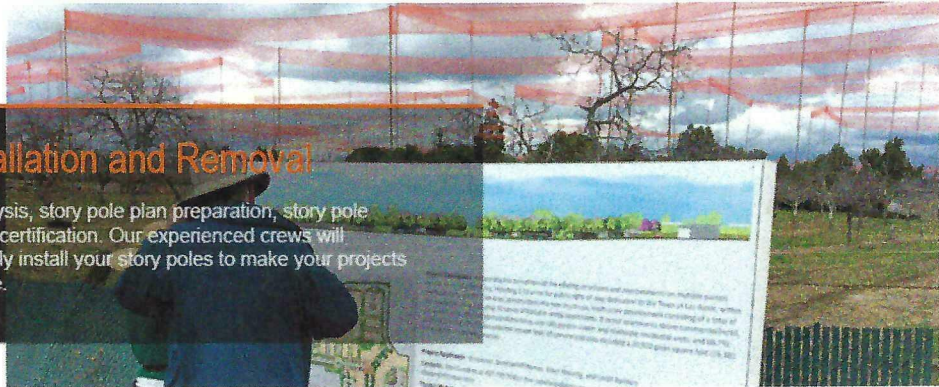


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ESTIMATES**



Story poles are frequently required for both residential and commercial projects within coastal view areas, mountain view areas, view corridors, and community design review jurisdictions. California Story Poles will accurately, quickly, and professionally install your story pole project. After all, this is typically the first impression your future neighbors will have on your project. We provide Fast, Professional, and Accurate Story Pole Installation and Removal Services. Contact us today for a free installation quote. [CONTACT US>>](#)

The requirement to erect story poles to depict the general size, massing, and scale of a project during the design review process has become increasingly popular for proposed development in areas with view preservation concerns. Once final elevations for proposed ridge lines are established, a framework of poles is erected and connected with a band of construction mesh. When completed the story poles create an accurate silhouette of the proposed project and give a good indication of the size, scale, and massing of the project to follow.

Services

- Story Pole Plan Preparation Service
- Story Pole Survey / Layout Services
- Story Pole Installation and Removal Services
- Vacant Property Installation - Second Story Installations
- Story Pole Certification Letter Coordination with Owners Consultants / Land Surveyor
- View Corridors, Scenic Corridor, Community Review Planning Department Review
- HOA's - Homeowner's Association - Board of Architectural Review Board (ARB)
- View Protection Ordinances and Guidelines
- View Protection Ordinance - Protection of Views
- Design Revisions - Adjustments to Story Poles - Story Pole Requirements

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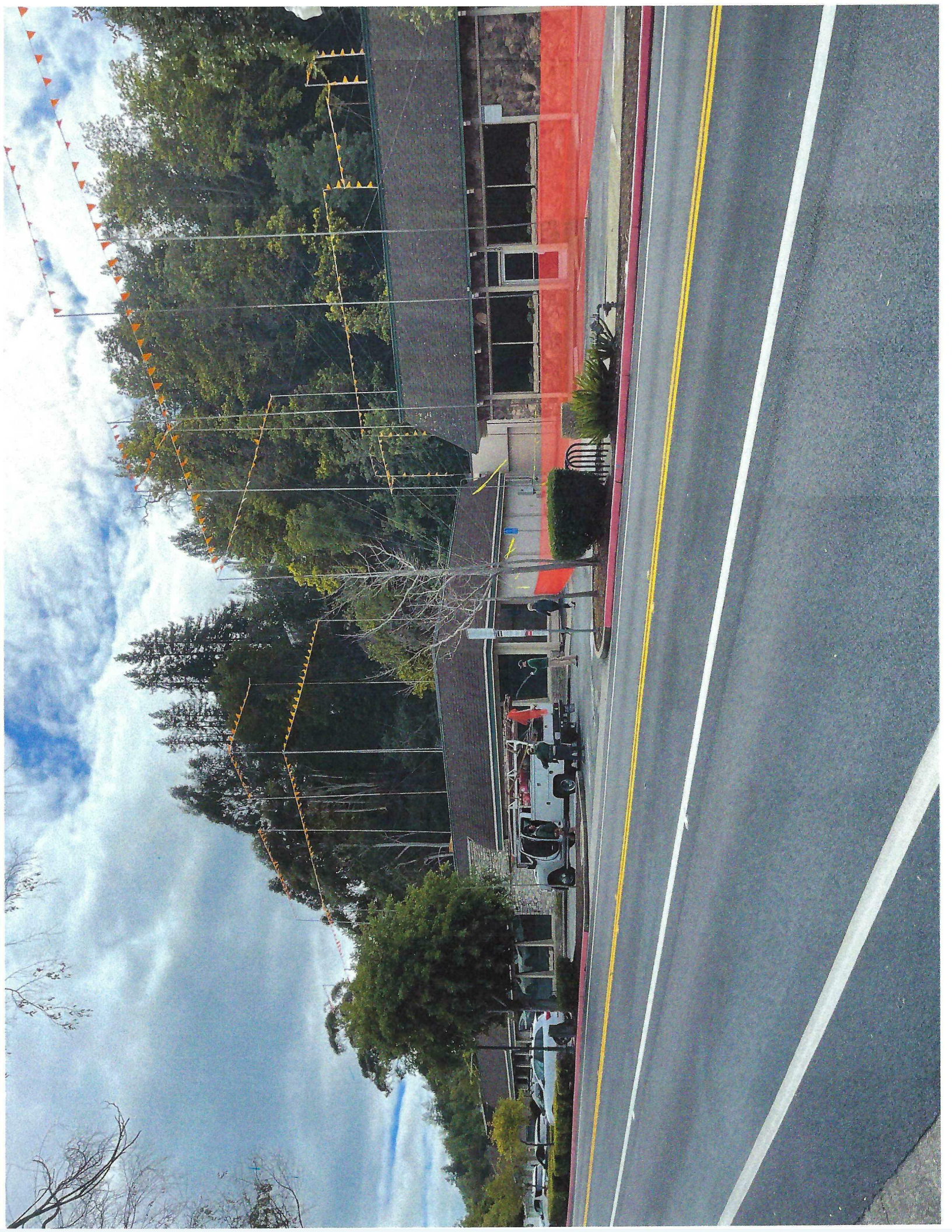
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From: Noel Manerud

Sent: Tuesday, September 12, 2023 4:01 PM

To: Uriel Orozco <uorozco@cityofpetaluma.org>; Greg Powell <gpowell@cityofpetaluma.org>; Andrew Trippel <atrippel@cityofpetaluma.org>

Subject: Public Comment - Hotel View Shed inconsistencies

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

See attached. The applicants renderings and the reality of the situation for tree heights do not align. The applicants trees are significantly taller than the present condition on site.

This is a least needing to be rectified and at worst troubling that the applicant would misrepresent the facts in its communication with the city development agencies and the city as a whole.

-Noel Manerud
7th and G



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

From: Kathleen Salvia

Sent: Wednesday, September 13, 2023 5:36 PM

To: Greg Powell <gpowell@cityofpetaluma.org>

Subject: EKN Hotel Weaver

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

Perhaps I am too late to submit a comment form as I couldn't find it on the project page, but thank you for reading this email. I have three comments:

1. Most people do not walk or bike to a hotel. I suggest a parking space for each of the 93 rooms rather than what is currently planned (45 or something like that).
2. 100% lot coverage is aesthetically unappealing. Please stick to the current 80% coverage max.
3. I don't have a gripe with going to six stories as long as it sticks to 80% lot coverage.

Thanks for your consideration.

Kathleen Salvia

Petaluma 94952

Sent from my iPad

From: caryl kristensen < >
Sent: Wednesday, September 13, 2023 6:57 PM
To: Petaluma Planning <petalumaplanning@cityofpetaluma.org>
Subject: New hotel

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

It's too high for one and why doesn't it reflect the architecture of downtown? What a shame. I'm not opposed to a hotel with a rooftop terrace which could be cool but c'mon. Keep the integrity of our town's personality. Santa Barbara is a great example of how a city has made developers stay in the design lane of other structures. Petaluma is special let's hold the line and keep it that way!

Caryl Kristensen

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

From: Thomas Costello < >
Sent: Thursday, September 14, 2023 1:52 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: B St Hotel

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

I am in full support of this Hotel Project. There is a shortage of hotel rooms in Petaluma. Additionally, we need more revenue in the budget.

Petaluma is no longer a small agricultural "town".

Let's get w the times and capitalize on this development opportunity.

Impose some Petaluma / City / Resort style tax on the tourists who stay there and use this money as a set aside into earmarked projects i.e road / parks improvement projects or something agreed to by residents.

Tom Costello

Sent from my iPhone

From: Adam Supernant <
Sent: Thursday, September 14, 2023 4:19 PM
To: -- City Council <citycouncil@cityofpetaluma.org>
Subject: Support for new hotel downtown

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

Dear City Council,

I wanted to write in great support for the newly proposed hotel to be built downtown. I love the initial design and the prospect of joining friends for a drink at the rooftop bar overlooking the river will be a beautiful addition to our town.

It's also the right choice for the economy and the environment - visitors will be able to take advantage of many walkable amenities and locally-owned businesses downtown. Contrast this with the Courtyard on Caulfield which is almost entirely car dependent, and the new hotel is almost certainly better for the environment.

I imagine sitting on the city council is a very difficult role. Individual constituents are very animated by this issue and will make it their goal to sink it at all costs. I think it is helpful in these times to remember that's not how democracy works. No single citizen - or even group of citizens - should have the right to sink any project.

Instead, we elect representatives like yourselves to create policies. If we dislike the policies, we vote for new representatives at the end of the term. Constituent input should absolutely be a vital input throughout your elected terms, but we can't live in a society run by the wishes of people who have the time to attend every city council meeting and build detailed opposition cases to every issue.

The easiest job in the world for a politician who always says no. Nobody can attack you for changing things. Have the courage to continue to say yes - I firmly believe that we can always develop and improve our home, and that Petaluma's best days are still ahead of us!

Sincerely,
Adam Supernant
District 5 Resident

From: Cindy [REDACTED]
To: - City Council; [REDACTED]
[REDACTED]
editor@arguscourier.com
Cc: Uriel Orozco
Subject: Public Comment
Date: Monday, September 18, 2023 12:08:51 AM
Attachments: [Screenshot 2023-09-17 at 10.30.26 PM.png](#)

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

Dear City Council Members, Planning Commissioners and Editor of the Argus-Courier:

I live in the Oakhill-Brewster neighborhood and am going on record as being firmly against the currently proposed downtown hotel with the attached proposal for a 14-block building form overlay.

The hotel is out of scale and character with our unique and charming town of Petaluma. It should either be brought into scale and character or built in a different location. I came across the rendering below, and if this is accurate....WHAT?!? It's not only too tall, but the designers have not set back nor stepped back the building to reduce its mass. It is truly an ugly behemoth that looks entirely out of place! The drawing perspective also conveniently omits buildings beyond it, which would further emphasize the absurdity of scale.

As the executive who planned and delivered the \$1.5 billion UCSF Women's, Children's and Cancer hospitals in San Francisco, I can personally attest to having listened to and responded to the concerns of the community through myriad planning and design meetings, workshops and many design iterations - none of which I am seeing in earnest with this project. Why not?

Could there be misaligned interests here? Out-of-town developers + a for-profit consulting group staffing the planning department and incentivized to approve projects?

I don't think any of us wants to see Petaluma make history with these headlines: ***"Historic California town ruins its character building a giant downtown hotel and approving a 14-block area for mega-buildings!" or "Petaluma's charm destroyed by developers and a for-profit planning department; why didn't anyone stop it?"***

I urge you to not approve the currently proposed, out-of-scale, out-of-character hotel, nor the overlay that would extend over 14 blocks of our historic downtown. Please listen to the people who love Petaluma and want to preserve its charm, history and integrity. This is a critical moment to rise to the occasion and not allow a development that is out of conformance with our general plan.

(And, It's probably not something you would want as a legacy.)

Cindy Lima

[REDACTED]

Petaluma



From: [Thomas](#) [REDACTED]
To: [-- City Council](#)
Subject: B St Hotel
Date: Thursday, September 14, 2023 1:51:49 PM

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

I am in full support of this Hotel Project. There is a shortage of hotel rooms in Petaluma. Additionally, we need more revenue in the budget.

Petaluma is no longer a small agricultural "town".

Let's get w the times and capitalize on this development opportunity.

Impose some Petaluma / City / Resort style tax on the tourists who stay there and use this money as a set aside into earmarked projects i.e road / parks improvement projects or something agreed to by residents.

Tom Costello

Sent from my iPhone

From: [Marian](#) [REDACTED]
To: [-- City Clerk](#)
Cc: [John Eliot](#)
Subject: Public Comment
Date: Wednesday, September 13, 2023 3:06:31 PM

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

Hello,

my husband and I were disappointed to hear that at Monday night's City Council meeting, for no compelling reason, the council refused to approve installation of storey poles on the site of a proposed 68 ft. tall luxury hotel at Petaluma Blvd N and B St. The property on which this "destination" hotel would be built is situated next door to the old, much-venerated Rex Ace Hardware store, in a historic Petaluma neighborhood populated by buildings of modest heights, many of which survived the 1906 earthquake. These charming, classic structures are part of Petaluma's history and attract tourists from all over the country who enjoy our friendly, "small town" atmosphere. As such, it is imperative that the public be able to see firsthand how tall the proposed hotel would be, and exactly how close to the streets it would stand. In the interests of transparency and fairness we urge our City Council to reverse its decision and have storey poles installed immediately. We have the right to know what's being planned in our city and to have a voice in these decisions. For the record, we are opposed to any "overlay" plans that would do away with height limitations on new construction. This is Petaluma, not Manhattan.

Thank you.

Marian Parker and Jack Eliot
[REDACTED]

From: [Thomas](#) [REDACTED]
To: [-- City Council](#)
Subject: B St Hotel
Date: Thursday, September 14, 2023 1:51:49 PM

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

I am in full support of this Hotel Project. There is a shortage of hotel rooms in Petaluma. Additionally, we need more revenue in the budget.

Petaluma is no longer a small agricultural "town".

Let's get w the times and capitalize on this development opportunity.

Impose some Petaluma / City / Resort style tax on the tourists who stay there and use this money as a set aside into earmarked projects i.e road / parks improvement projects or something agreed to by residents.

Tom Costello

Sent from my iPhone

FW: zoning overlay - Public comment City Council meeting Oct 2, 2023

Daibel Fernandez-Bolt <dfernandez-bolt@cityofpetaluma.org>

Mon 10/2/2023 11:46 AM

To: Hines, Heather <hhines@cityofpetaluma.org>; Robbe, Tiffany <trobbe@cityofpetaluma.org>; Oh, Brian <boh@cityofpetaluma.org>

Cc: City Clerk <CityClerk@cityofpetaluma.org>; Uriel Orozco <uorozco@cityofpetaluma.org>

Good morning,

FYI

Thank you,
Daibel**Daibel Fernandez-Bolt**

Administrative Assistant

City of Petaluma | City Clerk

dfernandez_bolt@cityofpetaluma.org



Report issue through our new service
request app! Download
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From: Suzanne Biaggi [REDACTED]**Sent:** Tuesday, September 26, 2023 3:41 PM

To: -- City Clerk <cityclerk@cityofpetaluma.org>; Kevin McDonnell <kmcdonnell@cityofpetaluma.org>; Barnacle, Brian <bbarnacle@cityofpetaluma.org>; Janice Cader-Thompson <jcaderthompson@cityofpetaluma.org>; Mike Healy <mhealy@cityofpetaluma.org>; Karen Nau <knau@cityofpetaluma.org>; Pocekay, Dennis <dpocekay@cityofpetaluma.org>; John Shribbs <jshribbs@cityofpetaluma.org>

Subject: zoning overlay

Warning Use caution before clicking any attachments THIS EMAIL IS FROM OUTSIDE OUR EMAIL SYSTEM
Dear Council Members,

Since I won't be able to attend the study session On Tuesday, October 3 at around 4:00 pm to be held in city council chambers I want to be on record in opposition to the zoning overlay that is a result of the 6 story hotel that is being proposed by EKN Development on the corner of Petaluma Blvd and B St

I want to be clear that I am not opposed to more housing density. However, the proposed overlay in the historic center is unnecessary and way out of scale and will change the character of what is Petaluma's most important feature an authentic historic center close to and on the river at the gateway to the wine country. I don't believe that by adding out of scale housing to our historic center will bring more business. There have been countless studies that attest to this. There are vacant or underutilized lots close to the center which will not affect the core historic center. To name a few - the smart train lot; the lot adjacent to the bus depot; the vacant lot at the corner of Pet Blvd and D St

When I read the notice of public meeting, I was struck by how disingenuous it was to rename the zoning overlay to Downtown Housing and Economic Opportunity Overlay. It was stated very clearly at the meetings I have attended regarding the overlay that this is a direct result of the proposed 6 story EKN proposed hotel which can't be built without the zoning overlay

I would like to propose some examples of hotel designs that are more in character and scale with our historic downtown. I, along with many of our Petalumans believe that any new buildings should be of the finest contemporary design to match the quality and scale of our historic architecture Please see the below examples.





Thank you for considering my opinion,
Suzann Biaggi



PUBLIC COMMENT REGARDING HISTORICAL OVERLAYS. I'm against the proposition as it's proposed now

Carrie Lamson [REDACTED]

Mon 10/2/2023 9:45 PM

To:Greg Powell gpowell@cityofpetaluma.org

Cc:Uriel Orozco <uorozco@cityofpetaluma.org>;darrenracusen@gmail.com

<darrenracusen@gmail.com>;Janice Cader-Thompson <Jcaderthompson@cityofpetaluma.org>

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

Dear Planners:

As a home owner on the west side, I am against raising the height limits on the downtown overlays: A, B and C for several reasons:

1) The applicant is not local; he is a developer from LA looking to make big profits. He doesn't even want to own a hotel. He wants to sell his big hotel elephant idea to the highest bidder. The hotel he proposed at the June meeting looked like something fit for a big city like Denver, Seattle or L.A (and those are the cities EKN works in). They have zero experience with a town the size of petaluma. And the materials his team presented DO NOT match the vernacular of Downtown Petaluma.

2) In general, I am against raising the height limits downtown without knowing how the sites will be developed. If for instance, someone wanted to put a cheesy looking apartment building like the one at Petaluma Blvd N and Oak, it would be an eye soar. I know we need more housing in petaluma—but raising the height limits just-cause is not the way to plan for more housing.

3) Raising the height limits is not a magic bullet for economic development. In reality, it's just a hope that bigger buildings might bring in more money—they could stay empty like so many of the empty properties in Petaluma.

4) We have several empty lots and vacant properties in Petaluma that are not being used to their potential including 4th and Sea, and the vacant Shake place on D between 4th and 5th, and then the big lot at D and Petaluma Blvd S. Why aren't the owners of these properties coming up with clever ideas for businesses? I can think of several businesses that could do well in Petaluma.

5) At the June meeting your Historical planners' presentation was something of a joke. I'm wondering if EKN/applicant wrote the presentation for them. The Economic forecasts were way too rosy, including the tax income benefits. The climate action points were pathetic—plant 6 trees? There was no mention of the traffic impact on the city that a 93 room hotel would bring, nor was there a plan for where the cars would be parked. HISTORICAL PLANNERS CANNOT BE ON THE SIDE A LOS ANGELES DEVELOPER. How bout they do some real research!

6) Some cities have a mandate that new business development in a city needs to serve the residents. Things like hardware stores, pharmacies, delicatessens, etc. Pretty much hotels don't serve residents. We do, however, need a pharmacy on the west side.

7) I hear that Ms. Thompson is for raising the height limits on the specific overlays. I would like some detail as to why she supports raising the height limits.

8) How much money is the city of Petaluma spending because one developer applicant wants to raise the height limits so he can build a hotel?

9) How much money will the city have to put out to redo streets, sidewalks, water, gas, etc for this new development.

10) In conclusion, I would like to restate that there is NO economic development plan here, just a hope that raising the height limits on a few blocks will bring development.

11) One more point, I understand the planning commission is a volunteer group. Are there any developers or real estate agents in this group? Have they all been vetted for conflicts of interests?

Thank you,
Carrie Lamson



Public Comment - Historical and Cultural Preservation Committee, 10/4 Agenda, Item #2

Dave Alden [REDACTED]

Tue 10/3/2023 12:54 PM

To:Uriel Orozco uorozco@cityofpetaluma.org

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

I expect to attend this afternoon's meeting of the Historical and Cultural Preservation Committee, but may need to depart prior to public comment on agenda item #2, so am providing my comments here.

My personal vision for downtown generally aligns with the proposed Overlay. However, I'm not yet ready to fully support it pending any remaining tweaks.

For today, I want to address the frequently made comment that the Overlay doesn't conform to the General Plan. I can rebut this on several points.

1) As Planning has made clear in staff reports, there are goals within the current General Plan that support increased thickening of downtown potentially including taller buildings.

2) The comment that the Overlay doesn't conform to the General Plan is actually based on the Overlay not conforming to the Implementing Zoning Ordinance. However, the IZO wasn't fully updated following the adoption of the current General Plan. Typical planning practice would be to update zoning codes to align with new General Plans. But the City's financial difficulties in 2009 caused that update to be curtailed prior to completion. (I was a member of the Development Code Advisory Committee tasked with providing public input to the update effort, so had a front row seat to the premature termination.)

While I can't state that the completion of the IZO update in 2009-10 would have resulted in something similar to the Overlay, no one can be sure that it wouldn't have.

3) As we all know, an update to the General Plan is now underway. While we won't know the final goals regarding downtown for at least a year, the GPAC has been polled regarding increased building heights in downtown and expressed strong support for the concept. Thus, there is a good chance that the new General Plan will align, in some extent, with the proposed Overlay.

Thank you for your attention. Dave Alden, 4 [REDACTED]
[REDACTED]

Public Comment - Historic and Cultural Preservation Committee Oct 3rd meeting

Noel Manerud [REDACTED]

Tue 10/3/2023 2:40 PM

To:Uriel Orozco <uorozco@cityofpetaluma.org>;Andrew Trippel <atrippel@cityofpetaluma.org>

Cc:Greg Powell <gpowell@cityofpetaluma.org>

 2 attachment (13 MB)

View Shed at Rex Hardware - Tree Height discrepancy_9.12.23.pdf; Story Pole Memo_Petaluma_2023.08.28.pdf;

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

Dear HCPC,

I am writing in regards to the study session for modifications to SubArea A and B of the proposed zoning overlay and to comment more generally on items of concern for the HCPC regarding the overlay and the proposed hotel that the overlay has been created for.

General Comments:

The City of Petaluma Historic district is HIGHLY unique and deserves the highest level of consideration by all generations driven by a long term perspective not for today or tomorrow but for generations to come We are simply custodians of this treasured resource, not the arbiters of its fate.

At the highest level, the current proposed hotel, which manifests the proposed zoning amendments regardless of pending revisions into alternate planning districts, has a height, bulk, mass, and overall character that will have a significant negative impact on the historic district.

Simply stated, it is too large regardless of attempts to soften or articulate the mass. Simply stated, projects in and immediately adjacent to the historic district should honor the districts height limits Your task is the historical and cultural component, but rest assured that suitable density and economic viability for housing and other economic growth can be achieved within the existing height limits Look no further than Oyster Cove in this regard

Thank you for protecting this incredible resource by limiting height, bulk, and mass to existing limits and advocating for articulation, scale, and character in all our buildings both in or adjacent to the historical district.

Advocacy for Story Poles by HCPC:

I have provided the attached Story Pole memo, which includes Resolution 2005-200 establishing the policy for proper installation of story poles The attached provides for any participant of a reviewing authority to deem a story pole installation appropriate and I encourage the HCPC as part of the review authority (given hotel being inside the Historic District) to require story poles It is entirely in keeping with a open and truthful evaluation of impact, in the context of generational preservation, to want everyone to see what is being proposed.

View Shed assessment:

As part of the effort to convey the impact the proposed hotel project (and what other proposals per the overlay would look like) a view shed has been developed by the applicant Attached is a comparison between the actual tree heights and those rendered. What is extremely suspect is that the rendered trees are SIGNIFICANTLY taller in the rendering, thereby obscuring the hotel At best this is weak professionalism to make this mistake, at worst it is lying to the committee in order to hide the true impact.

In light of this, I again request that story poles are the only true and verifiable method to assess height, bulk, mass, view impact, and shading since the attached invalidates the submitted view shed

Thank you for your review and consideration of these items and requests

Noel Manerud



Photo taken
9.12.23

bottom of canopy and
tops of windows align



bottom of canopy
shown 8 ft higher
than actual



MEMORANDUM

To: Mayor & Council
From: Mike Healy & Karen Nau
Date: August 28, 2023
Re: September 11 Meeting – Story Poles

At our August 7 meeting staff advised that they would not be preparing a staff report for this item, which was continued to our September 11 meeting. In light of that, we are taking the liberty of providing some background information.

1. Story Poles are Authorized by Adopted Council Policy.

A “Resolution of the City Council of Petaluma Establishing a Policy for Proper Installation of Story Poles for Selected Development Projects” was adopted unanimously in 2005. See attached. The key provision is Section II(A), which provides:

A. Require developers and property owners to place story poles at the site of future construction when deemed appropriate by the reviewing authority. For the purpose of this policy the reviewing authority may be the Community Development Department staff, the Planning Commission, the Site Plan and Architectural Review Committee (SPARC) or the City Council.

Accordingly, story poles can be required if they are “deemed appropriate” by the city council.

2. Story Poles Have Been Required for Proposed Developments in Petaluma in the Past.

The most recent example where story poles were required was a small infill residential development on Sunnyslope Road near Smith Drive. See attached photo. A neighboring property owner reports: “I am so incredibly thankful that story poles were required for the Aspect project installed on Sunnyslope behind our street. I think the project is better today because of it.”

3. Story Poles are Feasible for the Proposed Appellation Hotel.

The proposed Appellation Hotel would be 68 feet 10 inches in height. A leading contractor specializing in story poles advises that story poles at that height are quite feasible, and has provided a photograph of a story pole installation it did at a height of 64 feet. See attached.

Attachments

1. Agenda Request Memo.
2. Resolution No. 2005-200 N.C.S.
3. Photograph of story poles installed on Sunnyslope Road, 2018.
4. Web page of California Story Poles.
5. Photograph of 64 foot tall story pole installation by California Story Poles.

RECEIVED

JUL 18 2023

CITY CLERK

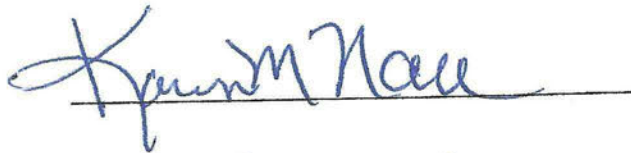
MEMORANDUM

To: Kendall Sawyer
cc: Peggy Flynn
Subject: Agenda Request


Pursuant to Rule II(A)(3) of the Council's Rules, Policies and Procedures, the undersigned hereby request that the following item be added to the agenda for the August 7, 2023 regular meeting of the Petaluma City Council and Petaluma Community Development Successor Agency:

Discussion and possible direction to require placement of story poles at the site of the hotel proposed at the corner of B Street and Petaluma Blvd. South.

Dated: July 27, 2023.

A handwritten signature in blue ink, appearing to read "Kym M. Hall", written over a horizontal line.

Dated: July 28, 2023.

A handwritten signature in blue ink, appearing to read "Chloe H. Hall", written over a horizontal line.

Resolution No. 2005-200 N.C.S. of the City of Petaluma, California

RESOLUTION OF THE CITY COUNCIL OF PETALUMA ESTABLISHING A POLICY FOR PROPER INSTALLATION OF STORY POLES FOR SELECTED DEVELOPMENT PROJECTS

WHEREAS, IN 2004 THE Planning Commission and the Site Plan and Architectural Committee (SPARC) developed and adopted a policy regarding the proper procedure to install story poles for selected development projects; and,

WHEREAS, the City Council expressed a desire to adopt a story pole policy that would be the officially recognized policy and procedure for the installation of story poles in the City of Petaluma.

NOW, THEREFORE, BE IT RESOLVED that the City Council hereby establishes a policy for the installation of story poles related to selected development projects. Specifically, the Council directs as follows:

POLICY ON THE PLACEMENT OF STORY POLES

I. PURPOSE

To allow reviewing bodies and the public an opportunity to evaluate the potential visual effects of new development prior to construction.

II. POLICY

- A. Require developers and property owners to place story poles at the site of future construction when deemed appropriate by the reviewing authority. For the purpose of this policy the reviewing authority may be the Community Development Department staff, the Planning Commission, the Site Plan and Architectural Review Committee (SPARC) or the City Council.
- B. The poles shall be placed in a manner, which accurately depicts a proposed structure(s) location, mass, bulk, height, and other relevant information prior to action on a development application.

III. PROCEDURE

- A. A development application for construction, requiring a discretionary action is received by the City for processing.
- B. The Community Development Department staff shall discuss with the applicant the potential need to place story poles on the property prior to

action on the development application. If requested, a copy of this administrative policy will be provided to the applicant.

- C. The need for, and the placement of, story poles shall be as determined by the Community Development Department.
- D. This procedure does not prevent the Planning Commission, the Site Plan and Architectural Review Committee or the City Council from also directing the placement of story poles if deemed necessary.
- E. The information depicted by the placement of story poles may include, but not be limited to illustrating: the location, height, bulk, massing, finish floor height, grading and tree removal of proposed construction when viewed from the adjacent neighborhood or properties and in some instances, such as with hillside development, a large area of the community.
- F. In order to illustrate the information determined necessary by the reviewing authority, story pole placement may be as simple as placing several wooden poles at the perimeter of the proposed structure or a more complex arrangement of poles that may be connected by construction barrier tape or similar material to illustrate the full massing of the structure. Additional information corresponding to a handout described below may be required such as placing markings on the poles to note finish grade, finish floor height, parapet or eave height and maximum height of roof. The structure's footprint shall be outlined on the ground in chalk, tape or similar distinctive material.
- G. A reduced size (no larger than 11" x 17") story pole plan handout shall be provided to City staff to be distributed to the reviewing authority. The plan shall include adequate information to illustrate the orientation of the poles by a numbering system with corresponding numbers to those placed on the story poles. A simple roof plan outline shall be included. A legend shall be included which provides a graphic representation of a story pole with color or other markings to clearly demonstrate information such as finish grade, finished floor height, parapet or eave height and maximum height of roof.
- H. Once the story poles are in place, the poles shall be numbered and the applicant shall photograph the property in question to document the location of the poles from various vantage points as agreed to by the City. The photographs will serve as part of the record for visual assessment of the project.
- I. The applicant shall install the story poles and provide all required information at least 14 days prior to consideration by the reviewing authority. Staff will provide notice to the appropriate reviewing authority(ies) of the date story poles are to be placed at a project site. The required mailed public notice shall indicate when the story poles

will be in place and that a site plan handout, as described in G above, is available at the Community Development Department.

- J. A free standing informational sign, 4 feet by 8 feet shall be erected in a clearly visible and publicly accessible location on the project site at the time of story pole placement. The sign board shall be posted with an enlarged copy of the legal notice or other descriptive narrative, legible from a reasonable distance, and similarly sized site plan of the proposed project. Depending on the size of the project site, additional sign boards may be required at the discretion of the Community Development Department staff. Signs will be constructed with a clear plastic overlay to protect the posted information from the elements.

Under the power and authority conferred upon this Council by the Charter of said City.

REFERENCE: I hereby certify the foregoing Resolution was introduced and adopted by the Council of the City of Petaluma at a Regular meeting on the 21st day of November, 2005, by the following vote:

Approved as to
form:


City Attorney


AYES: Canevaro, Mayor Glass, Healy, Nau, Torliatt

NOES: None

ABSENT: Vice Mayor Harris, O'Brien

ABSTAIN: None

ATTEST:


City Clerk


Mayor



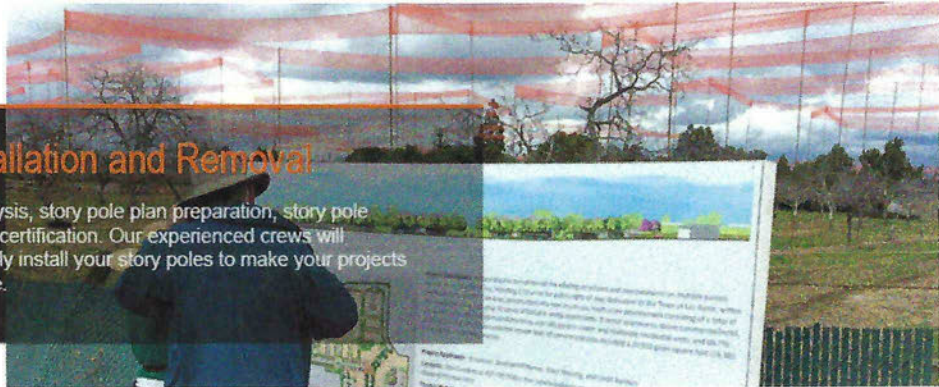


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The requirement to erect story poles to depict the general size, massing, and scale of a project during the design review process has become increasingly popular for proposed development in areas with view preservation concerns. Once final elevations for proposed ridge lines are established, a framework of poles is erected and connected with a band of construction mesh. When completed the story poles create an accurate silhouette of the proposed project and give a good indication of the size, scale, and massing of the project to follow.

Services

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- View Corridors, Scenic Corridor, Community Review Planning Department Review
- HOA's - Homeowner's Association - Board of Architectural Review Board (ARB)
- View Protection Ordinances and Guidelines
- View Protection Ordinance - Protection of Views
- Design Revisions - Adjustments to Story Poles - Story Pole Requirements

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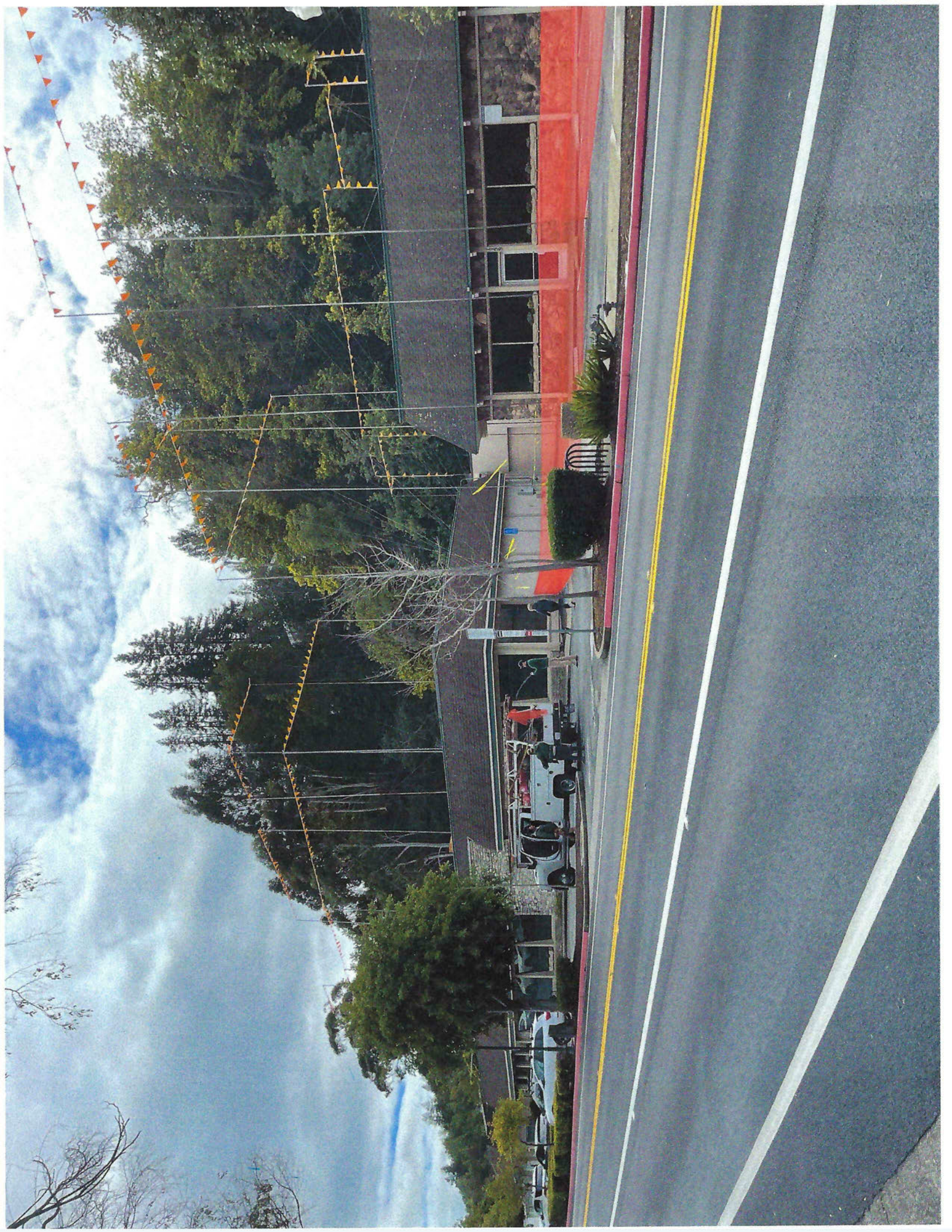
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Overlay

Constance Bay [REDACTED]

Tue 10/3/2023 4:09 PM

To: Uriel Orozco <uorozco@cityofpetaluma.org>

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

----- Forwarded message -----

From: **Constance Bay** [REDACTED]

Date: Tue, Oct 3, 2023 at 3:17 PM

Subject: Overlay

To: <uorozco@cityofpetaluma.org>

Hi Uriel,

I am very much opposed to the proposed overlay for downtown Petaluma. So far the only positives that I can see are:

More money from taxes for the city

Replacing a vacant building with a structure

The negatives far outweigh any positives. The negatives I see are:

Issues with parking which is already difficult.

More cars will be parked in nearby neighborhoods.

Job opportunities will be low paying and difficult for employees to live close to work.

A significant change in our general plan which will open up the possibility of much taller buildings in other areas of downtown Petaluma decreasing sunlight and views.

The possibility of losing our historical status

The issues that will be created with additional traffic.

The Modern architectural style of this building does not fit with our downtown

We don't need another large hotel in Petaluma as currently there are significant vacancies in existing hotels.

I could certainly add many more things to this list, but as you can see the negatives far outweigh the positive. Maybe the city of Petaluma will have a little less money but we will preserve our historical status in the very special downtown area that many people that live here enjoy and then there are many others who travel here to visit due to what we currently have downtown.

Constance Bay