



City of Sonoma Planning Commission AGENDA

Regular Meeting of March 24, 2016 -- 6:30 PM
Community Meeting Room, 177 First Street West
Sonoma, CA 95476

Meeting Length: No new items will be heard by the Planning Commission after 10:30 PM, unless the Commission, by majority vote, specifically decides to continue reviewing items. If an item is not heard due to the length of the meeting, the Commission will attempt to schedule a special meeting for the following week. If a special meeting is necessary, potential dates will be established at the close of this meeting, and a date set as soon as possible thereafter.

CALL TO ORDER – Chair, Robert Felder

Commissioners: Michael Coleman
James Cribb
Mark Heneveld
Chip Roberson
Ron Wellander
Bill Willers
Robert McDonald (Alternate)

*Be Courteous - **TURN OFF** your cell phones and pagers while the meeting is in session.*

PLEDGE OF ALLEGIANCE

COMMENTS FROM THE PUBLIC: Presentations by audience members on items not appearing on the agenda.

CORRESPONDENCE

ITEM #1 – STUDY SESSION

REQUEST:

Study session on an updated proposal for a mixed-use project at 216-254 First Street East and 273-299 Second Street East, including a hotel, restaurant, and residential units.

Applicant/Property Owner:

Caymus Capital

Staff: David Goodison

Project Location:

216-254 First Street East and 273-299
Second Street East

General Plan Designation:

Mixed Use (MU)

Zoning:

Planning Area: Northeast Area

Base: Mixed Use (MX)

Overlay: Historic (/H)

RECOMMENDED ACTION:

Provide direction to applicant.

COMMENTS FROM THE COMMISSION

COMMENTS FROM THE AUDIENCE

ADJOURNMENT

I do hereby certify that a copy of the foregoing agenda was posted on the City Hall bulletin board on March 18, 2016.

CRISTINA MORRIS, ADMINISTRATIVE ASSISTANT

Rights of Appeal: Any decision of the Planning Commission may be appealed to the City Council. Appeals must be filed with the City Clerk within fifteen (15) calendar days following the Planning Commission's decision, unless the fifteenth day falls on a weekend or a holiday, in which case the appeal period ends at the close of the next working day at City Hall. Appeals must be made in writing and must clearly state the reason for the appeal. Appeals will be set for hearing before the City Council on the earliest available agenda. A fee is charged for appeals.

Copies of all staff reports and documents subject to disclosure that relate to any item of business referred to on the agenda are available for public inspection the Monday before each regularly scheduled meeting at City Hall, located at No. 1 The Plaza, Sonoma CA, (707) 938-3681. Any documents subject to disclosure that are provided to all, or a majority of all, of the members of the Planning Commission regarding any item on this agenda after the agenda has been distributed will be made available for inspection at the Administrative Assistant office, No. 1 The Plaza, Sonoma CA during regular business hours.

If you challenge the action of the Planning Commission in court, you may be limited to raising only those issues you or someone else raised at the public hearing described on the agenda, or in written correspondence delivered to the Administrative Assistant, at or prior to the public hearing.

In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk (707) 933-2216. Notification 48-hours before the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

M E M O

To: Planning Commission

From: David Goodison, Planning Director

Re: Study session on an updated proposal for a mixed-use project at 216-254 First Street East and 273-299 Second Street East, including a hotel, restaurant, and residential units (Applicant: Caymus Capital)

Study Session Purpose and Limitations

Study sessions are encouraged in order to provide an opportunity for early feedback on a project concept by the Planning Commission and the public prior to or immediately after the filing of an application. Planning Commission feedback provided in a study session will normally focus on:

- Site planning.
- Compatibility with neighboring uses.
- Overall consistency with the General Plan policies and Development Code standards and guidelines.
- Scale and mass.
- Potentially significant environmental impacts.

While a study session provides an opportunity for the Planning Commission to identify potential issues of concern, Commissioners will refrain from making statements of absolute judgment. Commissioners will provide their comments individually. Straw votes or polls of the Commission will not be undertaken. Commissioner comments made in the course of a study session should not be construed as limiting any action that the Planning Commission may subsequently take with respect to a project in the course the entitlement process.

Site Description and Environs

The site consists of five parcels having a combined area of 3.4 acres. Three of the parcels, formerly owned by the Peterson Family, are located on First Street East. These include two smaller properties, each developed with a single-family residence (one of which is used as a duplex), and a 2.07-acre parcel that was the former location of Peterson Mechanical. This property is developed with a number of older industrial buildings currently occupied by a variety of uses, including a taxi service and a sign company, along with paved and graveled parking areas. The developed area of this property is on the south, while the northern half of the property, which wraps around the two residences, is vacant. The two parcels on Second Street East are occupied by a mixed-use development comprised of a 5,000 square office building fronting the street and two duplexes at the rear, with shared access along the north edge of the site. There are a number of trees scattered throughout the site, including several mature oak trees. Adjoining uses include the following:

North: A single-family residence (adjoining First Street East) and multi-family development (Meadow Gardens).

South: The Vintage House senior center.

East: Multi-family development (Meadow Gardens) adjoining the Peterson property; an agricultural property and rural residential development (across Second Street East).

West: Playing fields and Depot Park (across First Street East).

All of the parcels that comprise the site have a General Plan land use designation and a zoning designation of Mixed Use. In addition, all of the properties are located within the Historic Overlay zone.

Proposed Development

The proposal involves redeveloping the ±3.4-acre site with mixed-use project comprised of 27 residential units and a 32-room hotel with a 48-seat restaurant. The major components of the proposed development are as follows:

- *Residential Component:* The project’s residential component consists 18 flats and nine detached units. This represents an increase of six primary units in comparison to the previous proposal (although the previous concept had an option for up to 14 second units, which has been dropped). The flats are attached units grouped within a series of “A” buildings fronting First Street East and set back 15-feet from the property line. (It should be noted that the first floor of the southernmost “A” buildings would be occupied with a gym and office and meeting space for the hotel.) These buildings are three-story structures with a maximum height of 36 feet.

The nine detached units (building types “C” and “D”) are located in the interior of the site, separated by a parking area. These are two-story structures, although they include one-story elements, with a peak height of 27 feet. The detached units have an L-shaped configuration that, in conjunction with the detached garages, creates a private courtyard space for each unit. The garages include an option for a second-tory “flex” space that could be used as a guest room or home office. In terms of site planning and compatibility, the two-story building elements are aligned in such a way as to minimize massing in relation to adjoining multi-family development.

Unit sizes are as follows:

Schedule of Unit Types and Sizes		
Flats		Detached
1-Bedroom	2-bedroom	3-Bedroom
4 units / 780-819 sq. ft.	14 units / 1442-1522 sq. ft.	9 units / 2190-2522 sq. ft.*

*Does not include optional flex space above garage (530 square feet).

According to the project narrative, the flats could be offered as ownership units or as rentals. The detached units would be owner-occupied. The applicants state that the design of the residential component is aimed at seniors; however, the residences would not be age-restricted.

- *Hotel:* The hotel would provide a total of 32 rooms/suites, divided among four main buildings and a casita. The elements of the hotel are arranged along the south side of the site, extending from First Street East to Second Street East. A two-story entry building (“E”) is located off of First Street East, in the interior of the site adjoining the Vintage House parking lot. The ground floor contains the lobby and the restaurant, while the second floor features four hotel suites. The swimming pool and a two-story casita are located behind this building. Although a swimming pool can be a relatively noisy use, it is oriented between parking areas on the adjoining properties to the north and south, which should improve compatibility.

Further to the east, occupying the portion of of the site that extends to Second Street East, are three two-story hotel buildings. The “J” building, which fronts Second Street East, is set back 15 feet from the property line and 25 feet from the curb. This building is roughly centered on the site, with a 28-foot setback on the north (adjoining Meadow Gardens) and 35-foot setback on the south at the closest point. Two “H” buildings are aligned behind the “J” building. These buildings have setbacks ranging from 20 to 32 feet on the north and 30 to 75 feet on the south. The “E”, “H”, and “J” buildings are proposed with a maximum height of 30 feet.

- *Amenities:* As noted above, a swimming pool is proposed in the interior of the site, behind the entry building, which itself would include a 48-seat restaurant. In addition, the southernmost building along the First Street East frontage would include a gym/fitness space and meeting rooms (in addition to administrative offices for the hotel). These features would be available for hotel guests, of course, but they would also be made available to residents of the project and to the public generally, although the focus would be on the neighborhood. A smaller, secondary pool located south of the “H” buildings would presumably be limited to hotel guests
- *Circulation and Parking:* Primary access to the site would be provided by a two-way driveway located on the south side of the project’s First Street East frontage, leading to parking areas associated with the hotel lobby/drop-off area, the fitness room, and the restaurant. Additional surface parking, including carports, is aligned along the rear of the “A” buildings that fronting the street. This parking area provides access to garages and surface parking that serve the detached residences in the interior of the site. A secondary access and parking area is provided on the east site of the site, off of Second Street East, aligned along the northern edge of the site and adjoining a driveway serving the Meadow Gardens development. Although this access connects to an emergency vehicle access route on the south, it is intended to operate as a two-way driveway, with a single entrance/exit. In total, 92 off-street parking spaces are proposed.

A number of structures would be demolished to accommodate the project, including the two detached homes at 216 and 226 First Street East, all commercial structures on the former Peterson Mechanical property at 254 First Street East, the two interior duplexes at 273-275 Second Street East, and the office building at 277-299 Second Street East.

Further details on the project may be found in the attached project narrative, unit tabulations, and accompanying drawings.

General Plan Policy Directions

As noted above, the site has a General Plan land use designation of “Mixed Use,” a designation intended to accommodate uses that provide a transition between commercial and residential districts, to promote a pedestrian presence in adjacent commercial areas, and to provide neighborhood commercial services to adjacent residential areas. The Mixed Use designation allows a density up to 20 residential units per acre and a residential component equal to 50% of the floor area of new construction is normally required in new development, unless a reduction or an exemption is granted by the Planning Commission through the use permit review process. Hotels, restaurants, and multi-family development are identified as a conditionally-allowed uses.

Community Development Element:

- Encourage a variety of unit types in residential projects. (CDE 4.2)
- Require pedestrian and bicycle access and amenities in all development. (CDE 4.4)
- Promote higher density, infill development, while ensuring that building mass, scale and form are compatible with neighborhood and town character. (CDE 5.5)

Housing Element:

- Encourage diversity in the type, size, price and tenure of residential development in Sonoma, while maintaining quality of life. (Policy 1.1)
- Encourage the sustainable use of land and promote affordability by encouraging development at the higher end of the density range within the Medium Density, High Density, Housing Opportunity, and Mixed Use land use designations. (Policy 1.4)
- Utilize inclusionary zoning as a tool to integrate affordable units within market rate developments, and increase the availability of affordable housing throughout the community. (Policy 1.6)
- Preserve open space, watersheds, environmental habitats and agricultural lands, while accommodating new growth in compact forms in a manner that de-emphasizes the automobile. (Policy 6.1)
- Implement Sonoma’s Green Building Ordinance to ensure new development is energy and water efficient, and consider establishing additional incentives to achieve energy and water conservation efficiencies higher than those required by the Ordinance. Revise and/or revisit the ordinance as necessary to reflect the introduction of a State-wide green building code. (Policy 6.2)
- Promote the use of sustainable construction techniques and environmentally sensitive design for all housing to include best practices in water conservation, low-impact drainage, and greenhouse gas reduction. (Policy 6.3)

Local Economy Element:

- Focus on the retention and attraction of businesses that reinforce Sonoma’s distinctive qualities—such as agriculture, food and wine, history and art—and that offer high-paying jobs. (LE 1.1)
- Promote and accommodate year-round tourism that is consistent with the historic, small-town character of Sonoma. (LE 1.5)
- Encourage a residential and pedestrian presence in commercial centers through mixed use and multifamily development. (LE 1.9)

- Encourage mixed-use development that includes small-scale, local-serving commercial uses, provided it will be compatible with surrounding development. (1.2)

Environmental Resources Element:

- Require new development to provide adequate private and, where appropriate, public open space. (ERE 1.4)
- Protect Sonoma Valley watershed resources, including surface and groundwater supplies and quality. (ERE 2.4)
- Preserve existing trees and plant new trees. (ERE 2.6)
- Encourage construction, building maintenance, landscaping, and transportation practices that promote energy and water conservation and reduce green-house gas emissions. (ERE 3.2)

Circulation Element:

- Incorporate bicycle facilities and amenities in new development. (CE 2.5)
- Encourage a mixture of uses and higher densities where appropriate to improve the viability of transit and pedestrian and bicycle travel. (CE 3.2)
- Ensure that new development mitigates its traffic impacts. (CE 3.7)

Public Safety Element:

- Ensure that all development projects provide adequate fire protection. (PSE 1.3)

Through the planning review process, there are several policy areas that will need to be considered, including compatibility in terms of the proposed development's mass, form, setbacks, and intensity of use.

Development Code Standards

Mixed Use Zone. The site is zoned Mixed Use (MX). The MX zone is intended to allow for higher density housing types, such as apartments and condominiums, in conjunction with commercial and office development, in order to increase housing opportunities, reduce dependence on the automobile, and provide a pedestrian presence in commercial areas. Hotels, restaurants, and multi-family dwellings are allowed in the MX zone, subject to review and approval of a Use Permit by the Planning Commission.

Consistency with Density Limitations: The site has a General Plan land use designation and corresponding zoning of Mixed Use, which allows a maximum density of 20 units per acre. Viewed as a whole, the site would have a residential density of 8 units per acre. Based on the area of the former Peterson property, the residential density amounts to 10 units per acre.

Residential Component: A residential component is normally required for new development in the Mixed Use zone. As set forth in the Development Code, the expectation is that the residential component will equal at least 50% of the building area within a new development, although the Planning Commission may reduce or even waive this standard through the development review process. As proposed, the residential component constitutes approximately 67% of the total proposed building area, exceeding the 50% expectation. (Note: this calculation includes the flex space option, but excludes residential garage area.)

Setbacks: If this project is considered as a subdivision of five or more lots, the setback requirements are as set forth in the table below. If the project is considered simply as “infill” or is processed as a Planned Development then there are no specified setback standards and it would be up to the Planning Commission to set them as part of the review process.

Setback Summary—Site Perimeter			
Setback	Code Standard	Project Proposal	Notes
Front/Street-side	A variety of setbacks, consistent with neighborhood conditions, shall normally be required at the discretion of the Planning Commission.	15 ft. along First Street 15 ft. along Second Street	
Side, 1-story	5 ft. minimum, 15 ft. total.	10-75 feet	The standard is met.
Side, 2-story	8 ft. minimum on two-story side	10-75 feet	The standard is met.
Rear	One-story: 15 ft. Two-story: 20 ft.	N.A. or not met.	Because this development has an internal orientation, determining what constitutes a rear yard is a question. If the east side of the Peterson property is considered to be a rear yard condition, then the standard is not met.
Garage, front	20 ft. from primary structure	Not met with detached units.	The detached units are internal to the site and this standard may be modified through the review process.

Floor Area Ratio (FAR)/Site Coverage: The maximum FAR in the MX zone is 0.6. In comparison, the overall project has an FAR of 0.47, which complies with this limitation. Maximum building coverage allowance in the MX zone is 60%. According the narrative, the project would result in building coverage of 32%, which clearly meets the standard.

Building Height: The maximum building height in the MX zone is 30 feet, except that within the Commercial, Gateway Commercial, and Mixed Use zoning districts, a height of 36 feet may be allowed in order to accommodate third-floor multifamily residential development. Proposed peak building heights are as follows:

- *Residential Flats:* 36 feet.
- *Detached Residences:* 27 feet.
- *Entry Hotel Building:* 30 feet.
- *Hotel, Type “H” building:* 30 feet.
- *Hotel, Type “J” building:* 30 feet.

In contrast to the previous concept, the proposed building heights comply with the Development Code. The allowance for 36 feet for third-floor residential development is at the discretion of the Planning Commission, however, and would be reviewed as part of the use permit consideration.

On-Site Parking Requirements: Under the Development Code, the parking standards for a Mixed Use development is simply stated as “determined by use permit”, meaning that parking adequacy is determined on a case-by-case basis by the Planning Commission. This flexibility is provided because in a mixed use proposal, uses that have complementary parking demands may allow for a reduction in parking compared to what would be required by simply adding the up the normal parking requirement associated with each individual use.

Parking Standard for Discrete Uses	
<i>Use/Parking Standard</i>	<i>Minimum Requirement</i>
<i>Hotel:</i> One space for each guest room, plus one space for every two employees on the largest shift.*	36
<i>Restaurant:</i> One space for every four seats. (90 indoor seats)*	12
<i>Multi-family Units:</i> 1.5 parking spaces per unit, plus 25% guest parking.	34
<i>Single-family Units:</i> 1 space per unit.	9
Total:	91
Total Provided Onsite:	92
Difference:	+1

* Based on staffing estimate in project narrative, which would be subject to verification.

There are assumptions in this tabulation that work for and against the project in terms of estimated parking demand. For example, each of the detached residential units would have a two-car garage, which exceeds the normal standard for a single-family residence. However, the normal standard assumes a typical residential subdivision with driveway aprons and plenty on on-street parking, which is not necessarily the case with this development. On the other hand, it is staff’s view that imposing the standard parking requirement on the restaurant and the fitness area would be excessive in that it may reasonably be assumed that many of their patrons would be guests of the hotel, for which parking is already accounted. (Note: the calculation performed by staff, above, differs from the project narrative in that applicants propose a 50% credit for restaurant seats and the fitness area based on the idea that many of the patrons will be hotel guests or nearby residents. Staff’s calculation excludes the fitness area completely, but does not apply any parking discount to the restaurant.)

In addition to the question of complementary demand, there are design issues that will need to be addressed. The applicants show three “apron” parking spaces associated with the garages located along the east edge of the site, but it is not clear to staff that these spaces would be functional. In addition, the arrangement of parking spaces off of Second Street East is awkward and potentially inconsistent with the City’s design standards. Drivers would need to use an angled turn-around area in order to exit the parking area and the driveway width does not appear to be sufficient to accommodate two-way traffic. Another design issue is the proposed use of tandem spaces in conjunction with the Entry Building, which the applicants state would be managed by a valet. Parking is a sensitive issue in this neighborhood, due in part to the presence of parks and playing fields, and the adequacy of off-street parking both in terms of the proposed uses and design functionality will need to be carefully evaluated. That said, in contrast to the previous proposal, the current submittal does not appear to result in an unreasonable parking shortfall.

Planned Development Permit Issue: Although the Planning Commission has approved Planned Development permits on properties having a Mixed Use zoning designation in the past, this allowance has recently been called into question. As set forth on the Development Code,

residential and commercial zones are cited as being eligible for the Planned Development Permit, but the Mixed Use zone is not specifically mentioned. To correct this discrepancy, the City is processing an amendment to the Development Code that would clarify that the Planned Development Permit option is available in the Mixed Use zone and add guidance for the review of such applications.

Inclusionary Units: The Development Code requires that projects with five or more units must set aside at least 20% of the total number of primary units as affordable to households in the low and moderate-income categories (§19.44.020.B). Accordingly, five affordable units are proposed. These units are proposed to be included among the residential flats. With regard to location and design, the Inclusionary provisions include the following guidance:

As required by state law (Government Code Section 65915(g)), the location of density bonus units within the qualifying project may be at the discretion of the developer. Normally, inclusionary affordable units should be reasonably dispersed throughout the development and should be compatible with the design or use of the market-rate units in terms of appearance, materials, and finish quality. The clustering of affordable units may be permitted by the planning commission, when consistent with the design and site planning characteristics of a particular development.

As discussed above, the applicants are proposing to provide the inclusionary units as flats. In their view, smaller, attached units provide a greater benefit than affordable (but more expensive) detached units. This approach has been used in other settings, but is subject to the approval of the Planning Commission.

Bicycle Parking: Bicycle parking is required in all new multi-family and commercial development subject to review and approval by the Planning Commission. Locations for bicycle parking have not yet been specified, but the applicants are aware of the requirement. In addition, they state in the project narrative that the hotel will maintain a fleet of bicycles for use by guests in order to reduce vehicle trips.

Historic Overlay Zone: The site is located within the Historic Overlay Zone. At the time of site design and architectural review, this means that the following additional findings must be made in conjunction with design review approval:

- A. The project will not impair the historic character of its surroundings;
- B. The project substantially preserves the qualities of any significant historic structures or other significant historic features on the site.
- C. The project substantially complies with the applicable guidelines set forth in Chapter 19.42 SMC (Historic Preservation and Infill in the Historic Zone).
- D. The project substantially complies with any applicable preservation plan or other guidelines or requirements pertaining to a local historic district as designated through SMC 19.42.020.

Not all of these findings may be relevant to the project. For example, while most of the buildings on the site are older than 50 years, it is not clear that any of them are historically significant (this assessment would be conducted as part of environmental review). However, finding A is always applicable and the project would need to be evaluated carefully in that regard.

Housing Opportunity Site Inventory: The Peterson properties are listed as a Housing Opportunity site in the Housing Element's inventory of sites suitable for higher-density residential development. In essence, State Housing Element law requires that jurisdictions verify that they have adequate land capacity to meet projected housing needs as defined through the Regional Housing Needs Determination process. This is accomplished by compiling an inventory of available sites that are potentially suitable for higher density residential development. The inclusion of the Peterson properties in this inventory does not represent a mandate that the site be developed with affordable housing or with housing of any particular type or density.

Design Guidelines for the Northeast Planning Area

In addition to quantified zoning requirements regarding setbacks, coverage, Floor Area Ratio limitations, and so forth, the Development Code sets forth design guidelines tailored to each Planning Area. The desired future of the Northeast Planning Area, as set forth in the Code is as follows:

The general objective for this area, as expressed in Section 19.18.020 (Project Planning and Design), is to preserve the quality and context of land uses and buildings. Remodeling or additions to existing structures and infill development including intensification in mixed-use areas, will require careful attention to surrounding building form, site design, and land uses to preserve the quality of development in the Northeast planning area. The emphasis of mixed-use development should be residential, with some small-scale office, bed and breakfast, or other compatible commercial land uses allowed subject to use permit review.

Within the Northeast Planning Area, key guidelines applicable to the development include:

- *Building types—guidelines for residential structures.* Proposed dwellings should be placed on their sites so that the most narrow dimension of the structure is parallel to the most narrow dimension of the parcel, and so that the primary entrance to the dwelling faces the public street, or is accessible from a porch or other entry element which faces the street.
- *Building Types—guidelines for commercial structures.* Proposed commercial and mixed-use structures should be compatible in scale, massing height to residential development in the vicinity. Building architecture and design details should maintain a low-key, residential flavor.
- Infill development should contribute to the established character of the area through the use of varied setbacks and traditional building types.
- In the design of new subdivisions, consideration should be given to the use of alleys as a means of reducing driveway cuts, especially along collector streets.

- Commercial and mixed-use development should be compatible to nearby residential development in scale, massing, and height.

Staff would emphasize that these are guidelines, not requirements. That said, they do provide context and direction with respect to evaluating the project for consistency with the overall objectives for the Northeast Planning Area. The Planning Commission needs to consider whether, as proposed, the project complements the established character of the area and whether the commercial and mixed-use components are compatible with their surroundings in terms of height, massing, and intensity.

Growth Management Ordinance

Under the Growth Management Ordinance (GMO), the residential component of the project is considered a “Large Project” as defined in the ordinance, making it subject to the annual allocation process. Over the course of several years, the site has accumulated 53 allocations.

Project Issues

The following issues have been highlighted by staff in order to generate discussion and feedback. This list does not represent a complete catalog of the issues that will need to be evaluated in the course of the planning process, nor should it preclude discussion of other topics of interest to the Planning Commission or interested members of the public.

Type and Intensity of Uses: The project is a mixed-use proposal that exceeds the normally required minimum proportion of residential use. The proposed uses are allowed in the Mixed Use zone, subject to use permit review. That said, it staff’s view that the project concept, which includes a hotel component, needs to be carefully considered in terms of its consistency with the vision and guidelines for the Northeast Planning Area as set forth in the Development Code.

Building Height and Massing: Although the revised proposal complies with height regulations, it includes several buildings along the First Street East frontage having a height of 36 feet. The allowance for a 36-foot height is available to third-floor residential development, as is proposed, but is subject to the discretion of the Planning Commission as part of use permit review. In this instance, allowing the additional height gains the project six two-bedroom flats. To address massing, the “A” buildings feature porches, balconies, and stepped back building elements. In addition, significant separation (19 feet) is provided between the building clusters, which represents a welcome change from the previous proposal.

Demolition Permit/Historic Evaluations: A number of structures slated for demolition are over 50 years old, and therefore subject to review and approval of a Demolition Permit by the Design Review and Historic Preservation Commission. According to the applicants, a Cultural Resource Evaluation of the Peterson property concluded that none of the existing structures on that portion of the site are historically significant. This evaluation would need to be verified through the environmental review process. In addition, the office building on the Second Street East parcel will need to be evaluated.

Loss of Existing Rental Units: Although four designated affordable units would be provided, as required by the Inclusionary requirements of the Development Code, the project site currently provides four rental housing units that would be demolished to accommodate the project.

Mix of Housing Types: As discussed above, the 27 residential units are divided between 18 flats and nine detached residences. Among the flats, fourteen two-bedroom units are proposed, with an average size of approximately 1,500 square feet, along with four one bedroom units, having an average size of approximately 800 square feet. The nine detached units all feature three bedrooms and begin at 2,190 square feet in size. Each allows for an optional flex-space of 532 square feet that could be used as a home office or as a guest room. (This space would constitute a second-floor located above the detached garage and would not be connected to the unit.)

Fire Department Access: The internal drives and parking access off of First Street East is designed to meet access requirements for fire apparatus. Access from Second Street East is also required and has been incorporated into to the site plan.

Parking/Traffic/Deliveries: As noted above, parking is a sensitive issue in this neighborhood and the adequacy of off-street parking both in terms of the proposed uses and design functionality will need to be carefully evaluated in the course of project review. With regard to traffic, there are a number of uses on the project site right now that generate traffic, including a taxi company, a sign company, a title office, and four rental units. Traffic generation and potential traffic impacts will need to be analyzed as part of the environmental review, along with the question of how deliveries and trash pick-up would be handled and related issues.

Hazardous Materials: According to the applicants, Phase 1 and Phase 2 evaluations of the Peterson property have been performed in order to assess whether any hazardous materials are present on the site as a result of the previous industrial use.

Stormwater: Addressing storm water retention and filtration requirements can be a challenging issue that will need to be addressed early on in the project design.

Utilities: The adequacy of water and sewer availability will need to be confirmed as part of the environmental review process. A water demand analysis, prepared by a qualified engineer, will need to be provided.

Environmental Review

The proposal is a discretionary project subject to the requirements of the California Environmental Quality Act (CEQA). The scope of environmental review will be a key issue in the evaluation of the project. Information and analysis will be needed in a number of areas in order to fully evaluate the potential environmental impacts of the proposed development, including:

- Visual compatibility.
- Traffic, circulation, and parking.
- Water and sewer.
- Stormwater filtration and retention.

- Potential presence of environmental hazards on Peterson property.
- Potential presence of historic or other cultural resources.

Further analysis will ultimately be needed in each of those areas (and potentially others) in order to determine the scope and level of environmental review. In addition, an arborist report will be required to document existing trees on the property, identify any significant trees, and set forth recommendations for tree removal, tree protection, and tree replacement.

Next Steps

The applicant is before the Planning Commission in a follow-up study session to obtain feedback from the Commission on the revised project concept and receive comments from the public. In terms of next steps, after a formal application is filed, the City would need to prepare an environmental review addressing issues of concern identified by the Planning Commission. After the completion of environmental review, the project would return to the Planning Commission for consideration of the Use Permit, and Tentative Map, and any Exceptions that may be applied for. The project would also be subject to review by the Design Review and Historic Preservation Commission with regard to building design, landscaping, and demolition review.

Recommendation

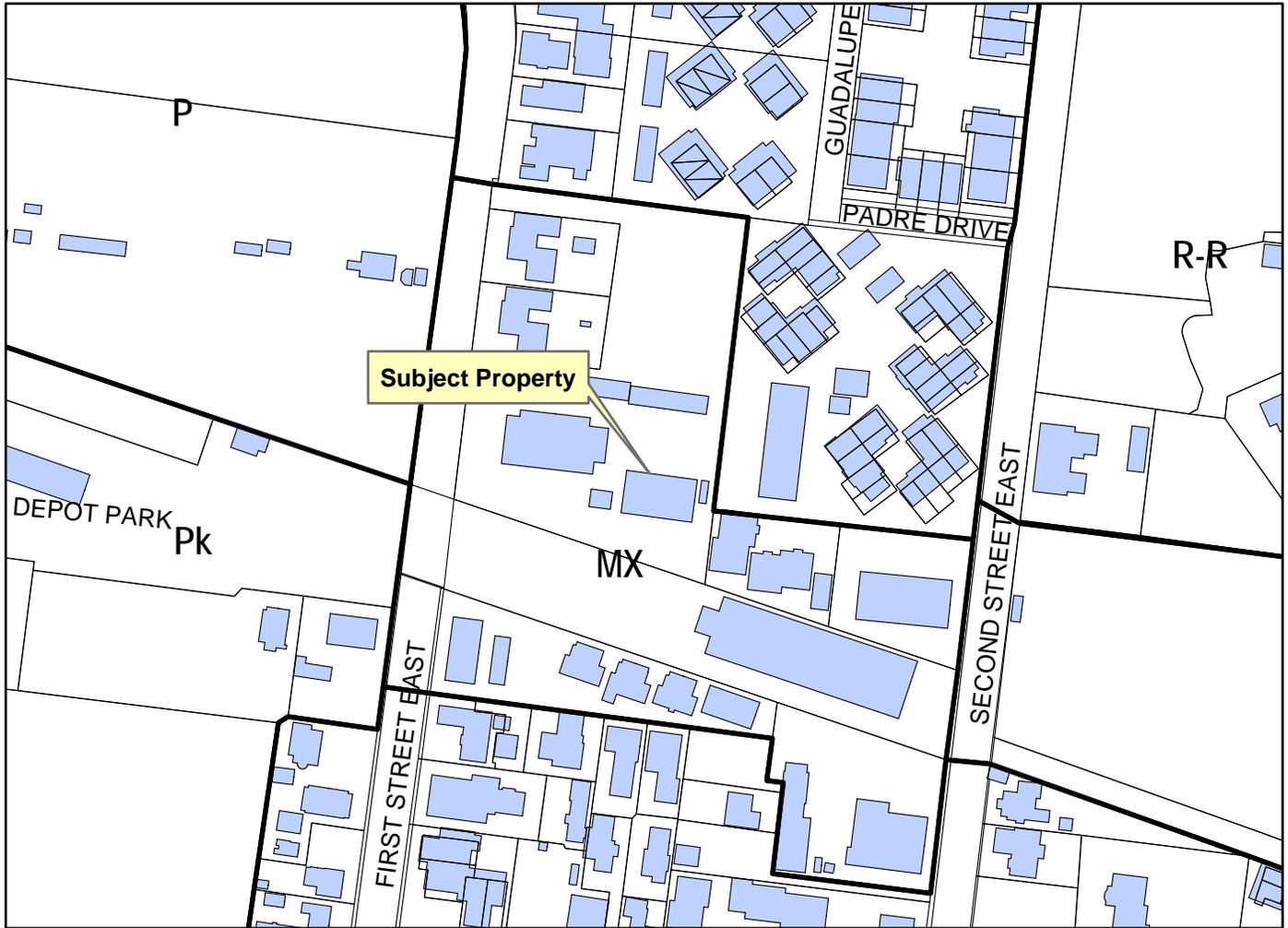
Staff recommends that the Planning Commission provide direction to the applicant on the issues identified in the staff report, and any other issues raised by the application.

Attachments

1. Vicinity Map
2. Project Narrative/Tabulations/Economic Analysis/ Slide Presentation
3. Correspondence
4. Site Plans and Floor Plans

cc: First Street East Project mailing list (via email)

Vicinity Map

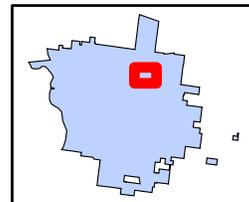


Zoning Designations

- R-HS Hillside Residential (1 D.U./10 acres, maximum)
- R-R Rural Residential (2 D.U./acre, maximum)
- R-L Low Density Residential (2-5 D.U./acre)
- R-S Sonoma Residential (3-8 D.U./acre)
- R-M Medium Density Residential (6-10 D.U./acre)
- R-H High Density (9-12 D.U./acre)
- R-O Housing Opportunity (15-20 D.U./acre)
- R-P Mobile Home Park (7 D.U./acre, maximum)
- MX Mixed Use (12 D.U./acre, maximum)
- C Commercial (15 D.U./acre, maximum)
- C-G Commercial-Gateway (15 D.U./acre, maximum)
- W Wine Production
- P Public Facility
- Pk Park
- A Agriculture

Project Summary

<i>Project Name:</i>	Mixed-Use Project
<i>Property Address:</i>	216-254 First Street East and 273-299 Second Street East
<i>Applicant:</i>	Caymus Capital
<i>Property Owner:</i>	Same
<i>General Plan Land Use:</i>	Mixed Use
<i>Zoning - Base:</i>	Mixed Use
<i>Zoning - Overlay:</i>	Historic
<i>Summary:</i>	Study session on a proposal for a mixed-use project including a hotel, restaurant, and residential units.



1 inch = 200 feet

PLANNED DEVELOPMENT - PROJECT SUMMARY for Planning Commission Study Session on 3/24/2016

AXIA Architects
Caymus Capital

Project Name First Street East Project (Working)

APN's 018-131-012
018-131-013
018-131-018
018-131-028
018-131-029

Location 216, 226, 254 First Street East
273 and 299 Second Street East

Area Approximately 3.4 acres

Current Zoning MX - Mixed Use

Current General Plan Designation Mixed Use

Total Allowable Units 20 Units / Acre (Residential); 68 total

Total Proposed Units RESIDENTIAL (67% of total square footage): 27 Units (Residential), providing 59-68 (with optional flex space) new bedrooms
INN (33% of total): 32 units spread across 4 buildings + 1 casita; lobby and inn offices, fitness room, and café.

Floor Area Ratio 0.47 (MX maximum allowed= 0.60)

Site Coverage 32% for Structures; 52% including Pavement (MX maximum allowed= 60%), by using the full 36' height allowance strictly for 3rd floor residential of 2 bedroom units, project is able to maximize housing, and provide greater open space and community areas while maximizing privacy for neighboring buildings.

Building Heights

BUILDING	MAXIMUM HEIGHT
A,	36' - 0"
C, D, F	27' - 0"
E, H, J	30' - 0"

Overview

The First Street East Project (FSE Project) is a carefully designed **primarily residential multi-use development** that will bring together single-family homes for sale, multi-family residences, a limited service café/bar, a full-service pool club, and a small residential-style inn. These buildings are appropriately designed to both blend nicely with the surroundings and enhance the street front and overall appeal of our neighborhood. There are direct references to our agricultural roots in every façade and locally sourced, weathered, repurposed, and recycled natural materials will be used to connect the past with the present and soften the look and feel of the buildings. The site design has been thoughtfully planned to minimize any impact to the peace and quiet of the neighborhood by focusing all of the multi-use aspects at the center and south end of the property and only placing a 3rd story across from the ball fields.

We have put aesthetics, scale, and site design before everything else. This project does not exceed any of the maximum allowable limits for the number of units, site coverage, and square footage or require any use variances. We have aimed to intelligently create density in order to facilitate a higher and more efficient use of the property while minimizing the environmental and aesthetic impact which is evidenced by the low site coverage. Moreover, we have carefully surveyed many of our neighbors, members of the planning commission, city council, and other stakeholders during this process and have listened carefully to their input and suggestions. Including altering from our previous submittals:

- Eliminating 3rd floor from inn buildings and reducing room count from 48 to 32
- eliminating 2 of 3 inn casitas
- eliminating the short-term residential rental management program
- adding driveway and handicap parking access on 2nd St. East,
- eliminating the stand alone restaurant/café
- increasing smaller format housing, going from 2 to 14 2bd units
- reducing the number of 3 bd units
- increased First St. E setbacks from 20' now to 25' and 32' where there are front porches
- increasing number of inclusionary units to 5
- eliminating second dwelling units
- increasing setbacks and reoriented C&D units to reduce property line scale
- increasing total unit count to 27

There are few mixed-use sites in the City of Sonoma greater than 1 acre in size. It is in the best interest of our community to wisely use such sites to further the objectives of the General Plan. FSE Project does so by creating **additional housing with a diversity of unit types, including housing aimed at seniors and adding to the affordable housing stock, promoting the local economy and year-round tourism, including in-fill driven residential and pedestrian presence in commercial centers, while mitigating traffic impact by virtue of a mix of planned uses and its pedestrian-friendly location.** Importantly, the project presents the City with an opportunity to create a meaningful annuity revenue stream to add to the General Fund from which it can pursue a wide variety of goals. At the same time, FSE Project respects the Development Code Standards for the City and the Northeast Planning Area by contributing to the long-established character of the area with nearby commercial and medium-density residential uses of a substantially similar scale.

The development will accompany a significant beautification effort of sidewalks, streetscapes, and parks, benefitting neighbors, community institutions, and other users of nearby public spaces.

Site

The site has featured high-traffic usage commercial, light-industrial, and residential uses for over 60 years. On First St. E, Acme Leather Products built the existing industrial structures and operated a factory there until the Peterson's bought it and ran an industrial sheet metal, plumbing, and piping company on the site from 1963 until close to 2000. Since 2000, the site has featured a catering company, a glass blowing company, and now a sign manufacturer, a vending machine operator, a flag distributor and a taxi cab service dispatch center. Two 1950s era-homes have been owned by the various

commercial business owners. On Second St E., there are two duplexes tucked in the back which share a parking lot with a 1950s era commercial building that originally housed a light industrial flag production operation and has been used primarily as office and professional services space for many years. Current uses include three financial services firms which receive daily visits from clients and document delivery services.

The site is neighbored by 6 medium-density, multi-family residential buildings approximating 6,000 sf at a height of 30', a carport and parking area (59% site coverage and 0.45 FAR, equal to or greater than this proposal), the Vintage House, a high-use senior programming and event center, and just 1 single family home. Across from the site are two County-owned fields under lease by Sonoma Little League with a fence of height of +/-30 on First St. E and the Patch, operated as farmland on Second St. E. Other nearby buildings/developments include commercial operations at Vela Cheese Factory with a height of 32' set back just 10' from Second St. and Sebastiani Winery, and medium-density and multi-family residential developments around Blue Wing Drive, including several with 3 stories. Between the site and the Plaza on First St. E are a mix of single and multi-family homes, a bed and breakfast, a compound of vacation rentals, the bike path, and Depot Park. **The Mixed Use designation and the proposed uses of this project, which are allowed under it, are consistent with other uses in the area and the site's history.**

Residential

The residential portion of the project features approximately 48,000 square feet across 27 new residential units, 5 of which are rent/price-controlled, across a diversity of formats serving a diversity of household types:

- studio and 1-bedroom apartments (4)
- 2-bedroom apartment or condos (14)
- 3-bedroom single family homes with optional above garage flex space (9)
- A total of 59-68 new bedrooms to Sonoma's housing stock

We are primarily designing and marketing the residential units **for active seniors**. 14 of the 27 (52%) residential units feature a master bedroom on the main floor while many provide sufficient space for a larger or extended family if/when needed. Our fully managed HOA, with services provided by the inn, will provide residents with landscaping, trash removal and maintenance services and other amenities including health and wellness pursuits. In addition, we have offered to allow the Vintage House members to participate in our planned water aerobics courses.

All for-sale units are at 27' or less in height. The multifamily buildings A which contains 67% of the residences as spread across three buildings to break up front massing. We've added substantial setbacks from the curb ranging from 25' to 32' where there are front porches.

The Inn

The inn provides a unique opportunity to provide a mix of uses while maintaining the residential feel of the development. The 32 units are spread out, to reduce massing between 4 buildings and a casita, the square footage used for the Inn and related commercial operations account for only 33% of the total project. Unlike most any other potential commercial use, an inn provides an annuity revenue stream to the City's General Fund and creates significant local economic impact through jobs and the multiplier effect of tourist spending. It also reduces day tripping from tourists and reduces typical traffic and parking impact on the plaza by giving them an option to stay within walking distance to the square.

The inn will provide a publically available pedestrian walkway, which doubles as fire department access and hammerhead, connecting 2nd St. and 1st St. E. Each structure has patios and decks that connect them to the street and the neighborhood in a pedestrian-oriented format.

Inn Structures and Units:

- 882sf 2-story Casita type F with 27' max height, no street frontage
- Building type H with 30' max height, no street frontage, less than ~2200sf foot print, 20-32' side setbacks (3)

- Building type J with 30' max height, 2800, sf foot print, 20' front setback
- Clubhouse/lobby/café Building E with max height of 30', commercial uses on 1st floor and 4 units on 2nd floor

Most guests will arrive to the inn via the entrance on 1st St. E in the Clubhouse/Lobby Building E (max height 30'). Some will be given wi-fi enabled access to their 2nd St. E units and will directly drive to and park near their rooms. **All inn guests will be parked on-site.** Guests will receive a parking pass and will not be allowed to park on the street. Innovative programming including free parking for guests who have hotel staff park the car and keep it on-site for the duration of their stay, free bike usage, partnership with local transportation operators, and free electric/bike-cart shuttles, will minimize parking and congestion impact on the neighborhood and the plaza.

The overall massing of the largest façade will be less than our neighbor Vella Cheese factory, and significantly less ground coverage than the Vintage House. The inn buildings also have reduced site coverage and FAR than the surrounding buildings at Meadow Gardens. As such it is designed appropriately compared to existing buildings in the area and fits well with the character of the surrounding buildings.

Commercial Services for Neighborhood and Community

The inn and poolside bar/café will be a neighborhood gathering spot. It will be a place to grab a drink with a friend, or a coffee with a neighbor, in a nice setting. Parents and spectators of Little League will patronize the café. There will be several small format meeting rooms that can be used by local groups, including Vintage House.

The inn will have a fitness facility, treatment rooms, and the pool that will be available by membership which will be particularly attractive to those who live close by. Vintage House patrons have also been offered programmatic use of these services.

What's more, the inn will provide a much needed lodging option for guests of local residents which further promotes smaller format housing when the need for guest rooms can be reduced. It is clear the Code considers hotels and inns to "provide neighborhood commercial services" as B&Bs, which ONLY provide overnight accommodations to guests without other services, are listed as a specific EXAMPLE of a commercial use allowed on Mixed Use zoned properties in the Northeast Planning District. **An Inn provides overnight accommodations to guests in addition to other services described above. Thus, according to planning documents, an inn clearly is a commercial use servicing adjacent neighborhoods and is allowed in Northeast Planning district and encouraged on mixed use properties.**

MISC

Garbage Collection

Each unit has a side yard next to the garage. It is envisioned that the utility meters and garbage cans will occur tucked under the staircase location at each house with common collection happening by the HOA, and stored until pickup behind the A building where a common trash enclosure will be used.

Environmental

Phase 1 and 2 environmental reports have been done as recently as 2014. Key findings include a section of undeveloped soil with elevated arsenic concentrations which must be mitigated. Additional information will be shared at a future date.

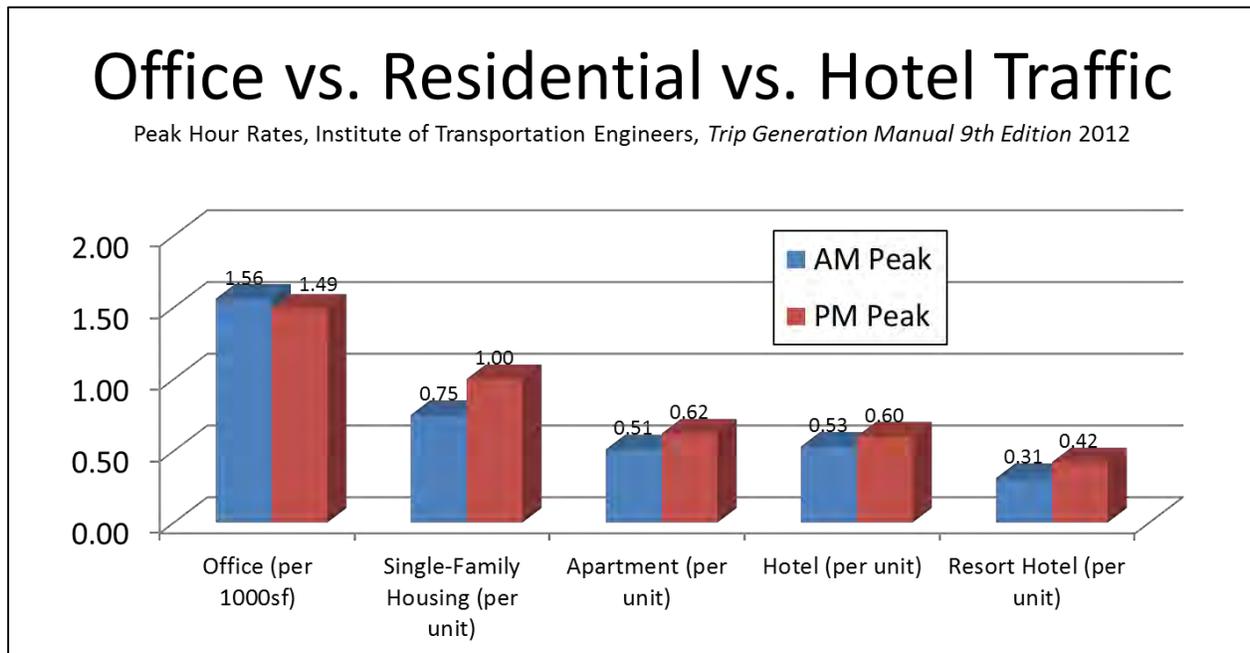
Parking

As designed, FSE Project has 92 provided parking spots with 36 covered. This **does not count** the 16 street parking spots bordering the property lines (4 of which are new ones which will be created by reducing current curb cuts), though these should be considered when evaluating the overall parking impact. The total required stalls equal 89 spots with the following programming:

- All residential requirements fully met, including guest parking
- All inn requirements fully met, including staff for the for the entire development
- Additional parking provided for 50% of 48 seat café, as it is not designed as a destination restaurant and the majority of patrons will be guests or residents who are already parked on site, or neighbors who will walk.
- Additional parking provided for 50% of ~1400sf fitness facility for a limited number of non-resident, non-guest members who are already parked on site, or neighbors who will walk.

Traffic

Preliminary traffic analyses have been conducted and a full traffic study is being discussed with the City. The preliminary analysis suggests a net REDUCTION in peak hour trips with the proposed uses versus existing uses. This is due to the fact that according to the Institute of Transportation Engineers, and common sense, hotels are among the LOWEST traffic generators of ANY use, commercial or residential.



These are standard peak hour trip rates. No reduction for in-fill, walkability, occupancy, seasonality, demographic of residents, or the type of commercial activities at the hotel.

Important studies and common sense suggest walkable properties generate far fewer vehicle trips (average 2.5x less). A residential scale inn, without banquet facilities, events or other commercial activities, will generate less traffic.

Historical

In 2013 a Determination of Historic Significance was done by Arthur Dawson (Baseline Consulting) finding the properties and structures at 216 230, and 254 First St. E do not meet any of the criteria for historical significance, either architectural or archaeological. A similar study will be conducted on the buildings on Second St. E. The study will be shared in full at a future date.

Cultural

FSE Project represents a unique opportunity as a smart new mixed-use, in-fill development. Without projects like this which add to the housing stock while facilitating reduced additional strain on our resources, housing will become more expensive and Sonoma will be less livable. Smart new development encourages a mix of housing types for a mix of people, is pedestrian and transit friendly, creates density where possible, protects our outlying agricultural and scenic lands, and supports the key drivers of our local economy **which allow people to work and live here**. FSE project is

designed to take advantage of key public amenities, spaces, and uses and thus is invested in supporting the long-term and sustainable enjoyment of these community assets by all. These design features include:

- Upgraded sidewalks, landscaping and streetscapes along the property lines on First and Second St. E
- Donated upgrades to the landscaping and hardscaping of Hughes and Teeter fields while ensuring Little League's long-term "right to play" in what will be upgraded facilities
- Programming and facility use for Vintage House patrons
- Public and pedestrian access between First and Second Street East through a park-like setting. Aesthetic continuity up First St. E and past Depot Park facilitating enjoyable pedestrian access to the Veteran's Memorial and the Overlook Trailhead

Economic Impact Analysis

An economic impact analysis has been commissioned and will be shared in full at a later date. Key findings include:

- over \$5.9 million in direct revenues to local taxing authorities in the first 5 years
- over \$3.2 million in direct revenues to the City of Sonoma in the first 5 years
- nearly \$900,000 in direct contributions to the Sonoma Valley Unified School District in the first 5 years
- 70%+ of these revenues are attributed to the proposed inn use
- Estimated economic multiplier effect from the proposed inn use of \$57.4 million over the first 5 years

1ST STREET EAST DEVELOPMENT

UNIT TABULATION - PRELIMINARY PROGRESS SET

03.08.2016 [Based on Conceptual Site Plan, Floor Plans & Elevation Package - 03.08.2016]

Note: The following tabulation is based on a conceptual design. Square footage is approximate.
This information is in a preliminary form and will change up or down as the project develops.

% OF MIX	# OF UNITS	BLDG-FLOOR-UNIT or BLDG-UNIT	AMENITIES	PER UNIT SQUARE FOOTAGE	TOTAL SQUARE FOOTAGE
	1	A-2-1	1 Bedroom, 1 Bath (Affordable) **	780	780
	1	A-1-2	1 Bedroom, 1 Bath (Affordable) **	691	691
	1	A-1-3	1 Bedroom, 1 Bath (Affordable) **	819	819
15%	1	A-2-4	1 Bedroom, 1 Bath (Affordable) **	798	798
	2	A-1-5	2 Bedroom, 2 Bath **	1442	2884
	2	A-2-5	2 Bedroom, 2 Bath **	1442	2884
	3	A-3-5	2 Bedroom, 2 Bath **	1442	4326
	2	A-3-6	2 Bedroom, 2 Bath **	1452	2904
	1	A-3-7	2 Bedroom, 2 Bath **	1511	1511
	1	A-1-8	2 Bedroom, 2 Bath **	1522	1522
	2	A-2-8	2 Bedroom, 2 Bath **	1522	3044
52%	1	A-2-9	2 Bedroom, 2 Bath (Affordable) **	1508	1508
	2	C-1	3 Bedroom, 3.5 Bath	2522	5044
	2		Optional Flex Space*	530	1060
			2-Car Garage	530	1060
33%	7	D-1	3 Bedroom, 3.5 Bath	2190	15330
	7		Optional Flex Space*	530	3710
			2-Car Garage	530	3710
	INN ROOMS				
	4	E-2	Inn @ Club House - 2nd Floor	Varies	2081
	1	F-1-1	Casita - 1st Floor	441	441
	1	F-2-2	Casita - 2nd Floor	441	441
	9	H-1-1	Inn - 1st Floor Garden	550	4950
	9	H-2-2	Inn - 2nd Floor	550	4950
	4	J-1-1	Inn - 1st Floor	542	2168
	1	J-1-2	Inn - 1st Floor	482	482
	1	J-2-2	Inn - 2nd Floor	482	482
	2	J-2-3	Inn - Suite - 2nd Floor	1084	2168
	COMMERCIAL SPACE				
		A-1	Inn offices and meeting		1385
		A-1	Fitness		1413
		E-1	Club Hse - Inn lobby, facilities, Café		3328

18 Multi-Fam
9 Single-Fam
27 TOTAL

32

* The Owner of each unit will have the option as to whether to add above garage flex space- NO Second Dwelling Units Allowed

** Open common landings & stairs and enclosed vestibules & detached trash areas are not included in Building A and 2nd floor Building E square footage.

TOTAL RESIDENTIAL SQUARE FOOTAGE (Without Garages, with Flex Spac

TOTAL INN SQUARE FOOTAGE

TOTAL PROJECT SQUARE FOOTAGE (NOT INCL. GARAGES)

UNITS TOTAL:

27 48,815 66.8%
32 24,289 33.2%
73,104

1ST STREET EAST DEVELOPMENT
REQUIRED PARKING

	# OF UNITS	UNIT TYPE	# OF STALLS REQ'D	#/Unit	TOTAL STALLS
RESIDENTIAL					
	1	A-2-1	1.5/Unit	1.5	1.5
	1	A-1-2	1.5/Unit	1.5	1.5
	1	A-1-3	1.5/Unit	1.5	1.5
	1	A-2-4	1.5/Unit	1.5	1.5
	2	A-1-5	1.5/Unit	1.5	3
	2	A-2-5	1.5/Unit	1.5	3
	3	A-3-5	1.5/Unit	1.5	4.5
	2	A-3-6	1.5/Unit	1.5	3
	1	A-3-7	1.5/Unit	1.5	1.5
	1	A-1-8	1.5/Unit	1.5	1.5
	2	A-2-8	1.5/Unit	1.5	3
	1	A-2-9	1.5/Unit	1.5	1.5
	2	C-1	1/Unit	1	2
	7	D-1	1/Unit	1	7
		Guest Stalls for Residential @ 25% of Res. Req'd			9
INN					
	4	E-2		1	4
	1	F-1-1		1	1
	1	F-2-2		1	1
	9	H-1-1		1	9
	9	H-2-2		1	9
	4	J-1-1		1	4
	1	J-1-2		1	1
	1	J-2-2		1	1
	2	J-2-3		1	2
	8		Inn Staff - 1/every 2 staff	0.5	4

45

27 Multi-Fam

9 Single-Fam
 9 Guest

36 Inn + Staff

Total Required Stalls 81
 Request a Variance of * 0% 0
Total Required Stalls 81

Total Parking in Current Design Concept
 Covered* 36
 Open 56 Surplus

Total Parking Provided On Site 92
 Current Street Parking 12
 New Street Parking 4 27

Limited Public Use:

	Full Use	Discount	Total
Fitness Club-	1 per 300sf	4.71	50% 2
48 Seats - Café	1 Stall per 4 seats	12	50% 6

Additional 8 Reduces Surplus

PRELIMINARY

FLOOR AREA RATIO

1ST STREET EAST DEVELOPMENT, SONOMA, CA
 AXIA ARCHITECTS 03.08.2016

BUILDING	USE	TOTAL BUILDING FLOOR AREA GSF
A	Commercial, Residential & Garage Parking	26,793
C	Residential & Garage Parking	5,304
D	Residential & Garage Parking	16,240
E	Commercial & Inn	5,964
F	Inn	882
H	Inn	9,876
J	Inn	5,340

TOTAL APPROXIMATE FLOOR AREA GROSS SQUARE FOOTAGE **70,399**

GROSS SQUARE FOOT LOT AREA - 1st STREET EAST 113,410

GROSS SQUARE FOOT LOT AREA - 2nd STREET EAST [Based on Assessor's Parcel Map] 35,055

TOTAL GROSS SQUARE FOOT LOT AREA **148,465**

FLOOR AREA RATIO **0.47**
 [MX ZONE - 0.60 ALLOWED]

Notes:
 For unit breakdown refer to Unit Tabulation.

PRELIMINARY

SITE COVERAGE for BUILDINGS ONLY

1ST STREET EAST DEVELOPMENT, SONOMA, CA
 AXIA ARCHITECTS 03.08.2016

# OF UNITS	BUILDING	AMENITIES	SITE AREA GSF	SITE AREA TOTAL GSF
1	A	Commercial & Residential	15,257	15,257
2	C	Residential	1,967	3,934
7	D	Residential	1,909	13,363
1	E	Commercial & Inn	4,318	4,318
1	F	Inn	622	622
1	H	Inn	6,956	6,956
1	J	Inn	3,388	3,388

TOTAL APPROX. SITE AREA COVERED BY STRUCTURES (GSF) **47,838**

TOTAL GSF AREA OF LOTS **148,465**

PERCENTAGE OF TOTAL SITE COVERAGE FOR BUILDINGS ONLY **32.22%**

Notes:

Unit composition and square footage are approximate.

Areas noted are for primary structures including covered parking, trash enclosures, balconies, decks above first floor, porches & stairs.

BUILDING HEIGHT

1ST STREET EAST DEVELOPMENT, SONOMA, CA
AXIA ARCHITECTS 03.08.2016

BUILDING	TYPE	MAXIMUM HEIGHT
A	Residential & 1st Floor Commercial	36' - 0"
C	Residential	27' - 0"
D	Residential	27' - 0"
E	Commercial	30' - 0"
F	Inn	27' - 0"
H	Inn	30' - 0"
J	Inn	30' - 0"

Notes:

Height allowed in MX Zone: 30'.

Mixed Use Zone may allow a maximum height of 36' to accommodate third floor multifamily residential development.

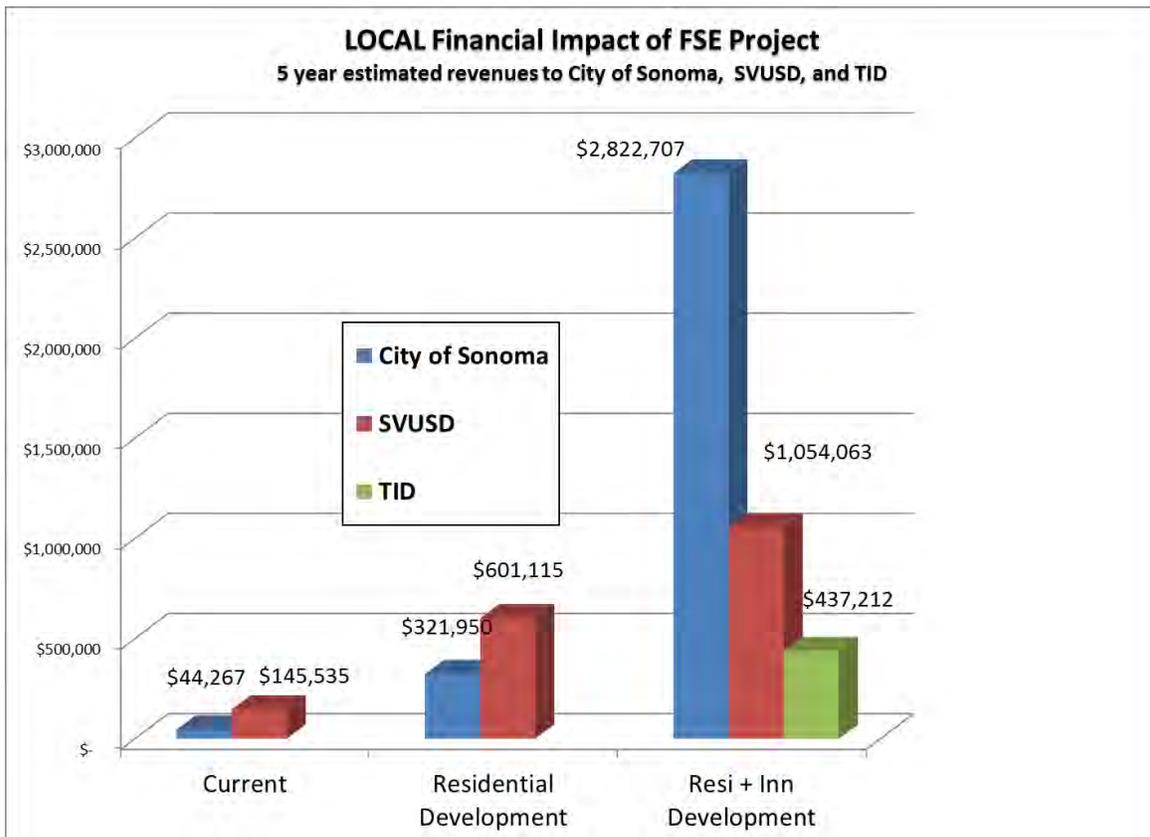
First Street East (FSE) Project Economic Impact Analysis

When evaluating potential projects within the city, it is critical that the economic impact to the city be considered and its long-term effect on everyone's "quality of life". Considering the long-range projections for city revenues and expenses it is imperative that city officials take a long-term perspective on what is needed to ensure that Sonoma remains financially viable and continues to attract newer residents (and hopefully younger ones in order to sustain our schools) and tourists. While people can argue back and forth on what quality of life means and whether a project is good or bad for "quality of life", it is hard to argue the importance of a financially vibrant city and the improved quality of life enjoyed by its residents. A key point to consider is whether a proposed project will merely generate short-term benefit to the city or long-term benefit. Please see this short 4 minute video [The Value of Downtown](https://youtu.be/HVD01WUm0oA) <https://youtu.be/HVD01WUm0oA> for a tutorial on this difference.

Those who study urban planning and the workings of city economics agree that the FSE Project is the highest and best use of the site for the long-term economic interests of our community. Our businesses win, our schools win, our emergency services win, job growth wins, and housing growth wins. And "quality of life" improves as well from a project that takes people out of their cars and brings them closer to the plaza as pedestrians .

Our remaining in-fill, mixed-use designated sites represent very scarce resources - and an opportunity not to be squandered by listening only to not-in-my-backyard and special interest group pressures. The City of Sonoma has very few opportunities left to build permanent income generating property assets for its General Fund. It is incumbent upon our city leaders to put Sonoma's entire financial well being in the forefront of its decision process.

The FSE project as proposed will generate over \$4.3mm in direct revenues to the city and its schools over 5 years, 70%+ of which would not be possible without the hospitality component. Only sites like these have the ability to create significant economic impact for the community at large, Sonoma schools, emergency services, and other services, while additionally minimizing many of the potential negative impacts of growth on traffic, congestion, and sprawl.



The FSE project will provide meaningful economic impact to the community, the city of Sonoma, and the Sonoma Valley Unified School District as follows:

LOCAL Impact	Year 1	Year 2	Year 3	Year 4	Year 5	5 year Total	% of Total
City of Sonoma							
Resi Prop Taxes	\$ 25,042	\$ 25,793	\$ 26,567	\$ 27,364	\$ 28,185	\$ 132,950	3.1%
Resi Fees	\$ 189,000					\$ 189,000	4.4%
Resi SVUSD	\$ 246,348	\$ 84,799	\$ 87,343	\$ 89,963	\$ 92,662	\$ 601,115	13.9%
Inn TID	\$ 78,840	\$ 84,590	\$ 88,577	\$ 91,234	\$ 93,971	\$ 437,212	50.7%
Inn TOT	\$ 394,200	\$ 422,950	\$ 442,884	\$ 456,170	\$ 469,855	\$ 2,186,059	10.5%
Inn SVUSD	\$ 95,965	\$ 85,328	\$ 87,888	\$ 90,525	\$ 93,241	\$ 452,947	3.1%
Inn Prop Taxes	\$ 25,198	\$ 25,954	\$ 26,733	\$ 27,535	\$ 28,361	\$ 133,780	1.3%
Inn sales Taxes	\$ 9,846	\$ 10,149	\$ 11,642	\$ 11,971	\$ 12,309	\$ 55,917	2.9%
Inn Fees	\$ 125,000					\$ 125,000	
Total	\$ 1,189,438	\$ 739,564	\$ 771,633	\$ 794,762	\$ 818,584	\$ 4,313,981	
SVUSD							
Residential	\$ 246,348	\$ 84,799	\$ 87,343	\$ 89,963	\$ 92,662	\$ 601,115	
Inn	\$ 95,965	\$ 85,328	\$ 87,888	\$ 90,525	\$ 93,241	\$ 452,947	
Total	\$ 342,312	\$ 170,128	\$ 175,231	\$ 180,488	\$ 185,903	\$ 1,054,063	

Total Impact	Year 1	Year 2	Year 3	Year 4	Year 5	5 year Total	% of Total
Residential Property Taxes	\$ 171,519	\$ 176,665	\$ 181,965	\$ 187,424	\$ 193,046	\$ 910,619	15.3%
Resi Permits/Fees	\$ 950,637					\$ 950,637	15.9%
Inn Property Taxes	\$ 172,590	\$ 177,768	\$ 183,101	\$ 188,594	\$ 194,251	\$ 916,303	15.4%
Inn TOT/TID	\$ 473,040	\$ 507,540	\$ 531,460	\$ 547,404	\$ 563,826	\$ 2,623,271	44.0%
Sales Taxes	\$ 55,794	\$ 57,513	\$ 65,971	\$ 67,834	\$ 69,751	\$ 316,864	5.3%
Inn Permits/Fees	\$ 250,000					\$ 250,000	4.2%
Total	\$ 2,073,580	\$ 919,485	\$ 962,497	\$ 991,256	\$ 1,020,875	\$ 5,967,694	
Tourism Multiplier Effect							
Inn	\$ 9,242,784	\$ 9,861,307	\$ 10,461,991	\$ 10,773,103	\$ 11,093,493	\$ 51,432,677	
Total	\$ 11,316,364	\$ 10,780,792	\$ 11,424,488	\$ 11,764,359	\$ 12,114,368	\$ 57,400,371	

Economic Value of the Hospitality Component

The construction of the FSE Inn will provide meaningful revenues to fund our schools and essential city services. The inn component of this project alone is expected to generate approximately \$175,000+ in property taxes every year, with over \$82,000 going to the school district and over \$25,000 going to the City to provide essential services.

Even more impressive is the annuity stream provided by the Transient Occupancy Tax (TOT), and the multiplier effects of economic benefit that smart hospitality development brings. The most powerful feature of TOT revenues is the unrestricted nature of their use – the City can spend the General Fund as it sees fit, including on additional affordable housing, expanded emergency services, and infrastructure improvements.

TOT currently provides 21% of city’s budget, and the hospitality component of the FSE Project is estimated to generate between \$400,000 and \$500,000 in annual TOT plus another \$75,000-\$100,000 for the Tourism Improvement District (TID). This hospitality component **is projected to provide \$4.3 million in direct local tax revenue, including more than \$1 million directly to Sonoma schools over the first 5 years alone.**

Tourism Multiplier Effect

A [2015 analysis](#) by Dean Runyon and Associates and the California Governor’s Office for Business Development calculated the employment and income multiplier effect for every tourist dollar spent in California. Indirect and induced spending totaled \$2.01 for every \$1 tourists spend in California. **For the inn component of the FSE project alone, this would equate to over \$57 million in the first 5 years, into our local businesses, and the**

creation of new jobs. Additionally, the study estimates that one job in the core tourism industry indirectly generates 1.68 additional jobs in the rest of the economy, further growing the City of Sonoma's economy.

Economic Value of the New Housing Component

The FSE Project adds 27 new homes to our community, including four new affordable units, across a variety of unit types from 1 to 3 bedroom units, designed to accommodate a wide range of homeowners. This diversity increases Sonoma's economic vitality by creating new residents with a variety of economic impacts—from high-spending active seniors, to new jobs and housing for Sonoma's workforce, to family homes for job creators, currently unable to find housing in our community.

For every property tax dollar collected¹, 48% goes directly to the Sonoma Valley Unified School District while 14.6% goes to the City of Sonoma. The residential component of this project alone is expected to generate approximately \$170,000 in property taxes every year, with over \$80,000 going to Sonoma's school district and over \$25,000 going to the City to provide essential services.

Additionally, all new residential developments in Sonoma pay \$3.36 per square foot in fees directly to the school district. This represents approximately \$164,000 in new funds for our schools. Similarly, the City relies on permit fees to conduct its business and provide services and the fees on the residential portion of this project alone is estimated to exceed \$189,000.

In Summary

In-fill, mixed-use designated sites represent an opportunity not to be squandered. **The FSE project will generate over \$4.3mm in direct revenues to the city over 5 years, and an additional \$1.0 mm in direct school revenue, 70% of which would not be possible without the hospitality component.** Only sites like these have the ability to create this level of significant economic impact for the community at large and Sonoma schools and services in particular while minimizing many of the potential negative impacts of growth on traffic, congestion, and sprawl.

The FSE project represents a pivot point for Sonoma's leadership, to either lead the vast majority of our community to a robust economic future, or react to minority groups who do not like change, especially when it is in their backyards. The latter position results in a need to raise taxes for residences, or simply to reduce the number of police, fire fighters, teachers, and continue to defer infrastructure improvements, such as our roads and much needed school improvements.

¹ http://www.sonoma-county.org/auditor/distribution_tax_dollar.htm#proptax

The discussion continued in more depth:

The only viable long-term solution for the City of Sonoma to provide all services, expand services, and invest in additional affordable housing is to grow its General Fund, through expansion of its tax base which is most effectively done thru economic driven land use. City officials cannot rely on the goodwill of our citizens to continue to agree to additional volunteer taxing such as Measure J.

There are only a handful of sites over 1 acre in Sonoma that are zoned Mixed Use. These sites have the ability to both add meaningfully to the total housing stock, including affordable housing, as well as generate positive long-term economic impact by bringing new businesses, new jobs, and new tax revenues to our town. Balancing all of these opportunities against what is important for the community is no easy challenge, unless put into a clear and easy to understand evaluation model. The appropriate evaluation model for the City to use is an economic assessment of the highest and best use of the remaining underdeveloped land assets. Leading city planners all over the country including the City of Santa Rosa are currently doing this exercise and so should Sonoma's leadership.

What's more, there are virtually no other properties like FSE which are zoned Mixed Use and situated within walking distance of the Plaza and many of Sonoma's main attractions for residents and visitors alike. This unique status as a highly desirable, pedestrian-friendly, in-fill, Mixed Use property means that it can attract the significant amount of investment required to develop the property as proposed. This massive investment, in the tens of millions of dollars, is an investment in Sonoma, and becomes an asset of the City of Sonoma, which effectively owns a piece through its taxing authority. In essence, The City of Sonoma is a partner who receives 12-13.5% of all income that comes from the property forever. This is a once in a lifetime opportunity for the current city leadership to make the right long-term decision for Sonoma. It could push for more residential houses and get a few more homes, or push for a smaller hospitality component, but all at the cost of losing much needed revenue for the General Fund and limiting the potential multiplier effect of smart hospitality development.

The City of Sonoma and our local businesses have done a great job of attracting tourism to our town. It is the largest economic driver of the City and in effect the City's business is tourism. Like any smart business person knows, once you've attracted the customer, you need to make sure they spend money at your store. When we don't have rooms for tourists to stay they either go elsewhere, or shorten their trip. This means Sonoma loses significant potential revenue by not offering enough of the product that our customer comes looking for. The City of Sonoma needs to think end to end about how to maximize the amount of tourist dollars each tourist spends. I'm sure everyone can agree that fewer tourists who spend more money are better than more day-trippers that spend a fraction of an overnigher.

At the same time, daytrip tourists who are leaving their TOT dollars in San Francisco, Napa, or just outside of the city limits, are putting pressure on Sonoma's resources, creating congestion, parking, and public safety issues that we as a community are left to deal with. Simple logic suggests we should be encouraging those visitors to stay at hotels within Sonoma city limits so that we can collect TOT and pay for those costs. Even better, we should be encouraging those visitors find overnight accommodations which are centrally located to the square. These visitors stay, spend more, walk to the square and other attractions and generate meaningful economic impact for the town while minimizing the traffic congestion and parking issues that often come with growth. Almost any other mixed use site,, visitors would generally be more inclined to drive to the square to shop versus FSE where guests will be within walking distance.

Most businesses in Sonoma collect an 8.5% sales tax for every dollar spent. However, only 1.5% of every dollar currently stays with the City of Sonoma and with the expiration of Measure J in 2017, which will decline back to 1%. Hotels and Inns on the other hand, collect 12% of every dollar spent on overnight stays, with 10% going to the City's General Fund and 2% invested in promoting off-season tourism through the Tourism Improvement District.

So the tax revenue associated with a visitor spending \$350/night for 3 nights to stay at one of Sonoma's hotels is equivalent to \$7,000 in spending at retail stores and restaurants in terms of revenues that stay in Sonoma and directly support the services our city provides its residents. What's more, inns and hotels over 25 rooms generate significantly more revenue for the city on a per room basis. That is because these properties tend to have higher room rates and higher occupancy.

Affordable Housing an Example of the Power of TOT

While the benefit of increased tax revenues may not be obvious to all, consider that over 60% of General Fund expenditures are aimed at Public Safety, and as many point out, the City cannot develop a robust plan or budget to deal with other important needs like affordable housing, without additional tax increases. Here is where a little innovative thinking can go a long way. Hotel revenues offer nearly endless flexibility for our City Council and City Staff to address whatever issues are important to Sonoma residents, including affordable housing.

The City of Sonoma could simply choose to allocate a percentage of its General Fund which will grow with additional TOT, to funding affordable housing initiatives. With redevelopment agency funds no longer available, nearly any affordable housing initiative requires local funds. For example, the proposals for the current proposed development on Broadway and Clay St. call for the City and County to contribute as much as \$50,000 per unit in order to fill the gap from other market-based and government subsidized sources.

The City could simply allocate a portion of its budget to an affordable housing fund—and use smart growth initiatives, like promoting hospitality expansion and TOT growth, to grow the tax base without increasing the tax burden of its residents. 5% of the City's General Fund allocated to affordable housing initiatives would go a long way and the FSE project could provide much of that.

So in the end smart hospitality growth, combined with the right City Leadership, can mean more affordable housing and more flexibility meet the needs of Sonoma.

FSE Project Redesigned



Changes from Last Submission

Reduced FAR from
59% to 47%

No Parking Shortfall

Reoriented C & D
units to reduce
property line scale

Reduced Site
Coverage from 34%
to 32%

Added ingress &
parking to east side
of project

Decreased 3
bedroom units, by -
20%

Reduced Inn from
three stories to two
stories

Second pool to
create more family
friendly separation

Increased 2
bedroom units, by
70%

Reduced Inn from 49
rooms to 32 rooms

Reduced café size by
57%

Increased
inclusionary units,
by 25%

Design Overview

Key Considerations:

- Anticipate evolution of town growth
- Pedestrian oriented core near the plaza
- Less vehicular traffic shuttling around town (the suburb effect)
- Close to parks, walking paths, and recreation
- Be efficient with Site Coverage: Focus on well designed pockets of open space
- Buildings: position carefully so as not to have significant impact on neighbors
- Architecture: a focus on agricultural roots, honesty in materials, lots of daylight, indoor/outdoor lifestyles.



Summary of FSE Project

Housing – 66%

27 New Homes

9 - three bedroom

14 - two bedroom

4 - one bedroom

Broad Mix of Types*

30% Family Size

50% Starter Size

20% Deed Restricted

** 50% are Senior Friendly*

Protected & enhanced by
addition of residential Inn

Commercial – 34%

32 room residential style Inn

Family Style Pool Club

48 seat Café & Bar

General Plan & Code Compliance

No variances or exceptions

100% on site parking

Requested uses allowed

Massing & scale consistent,
with MX and NE

Major benefits to community
& neighbors

No significant environmental
impacts



Benefits of FSE Project

Housing

27 New Homes

9 - three bedroom

14 - two bedroom

4 - one bedroom

Broad Mix of Types*

30% Family Size

50% Starter Size

20% Deed Restricted

** 50% are Senior Friendly*

Protected & enhanced by
addition of residential Inn

Community

Lodging for family and
guests

Pool & Health Club

Café & Bar

Public Meeting Space

Beautification of FSE

Vintage House Supported

Little League Supported

4 new street parking spots

Environmental & Economic

Increased Pedestrian
activity

Reduces car trips across
square

\$550,000 a Year in TOT

\$175,000 a year for
Schools

\$11M in annual economic
contribution

LAYOUT OF BUILDINGS DONE TO PRESERVE SITE LINES, LIGHT AND FOR NOISE MITIGATION.

ENTRANCE LOCATED BASED ON BEST TRAFFIC SAFETY PRACTICES

THREE STORY BUILDINGS, INTENTIONALLY LOCATED ACROSS FROM OPEN SPACE, AND TO PROVIDE A SOUND BARRIER FOR COMMUNITY.

BUILDING MASS GREATLY REDUCED, AND LARGE OPEN GREEN BELTS ADDED BETWEEN BUILDINGS

DRIVEWAY LOCATED ADJACENT TO NEIGHBOR'S BACKYARD, AND BUILDING 'A' MOVED FORWARD TO ALIGN WITH HIS GARAGE.

LAYOUT OF BUILDINGS DONE TO PRESERVE SITE LINES, LIGHT AND FOR NOISE MITIGATION.

SETBACK FROM 2nd St. EAST INCREASED, **THIRD STORY REMOVED** AND PARKING ADDED

POOL CLUB LOCATED AT THE FURTHEST LOCATION ON PROPERTY FROM RESIDENTIAL NEIGHBORS

SINGLE FAMILY RESIDENCES LOCATED STRATEGICALLY TO ALLOW FOR MORE SITE LINE & LIGHT PRESERVATION

LESS THAN 10% OF BUILDING MASS HIGHER THAN 1 STORY ON EAST PROPERTY LINE, TO PRESERVE MEADOW GARDEN VIEWS

ONE STORY ADDED NEXT TO NEIGHBOR'S BACK YARD. PLEASE NOTE HOW THE ONE STORY ELEMENTS ALONG ALL OF NORTH SIDE LINE UP WITH NEIGHBORS BACKYARDS AND VIEW CORIDORS



LAYOUT OF BUILDINGS DONE TO PRESERVE SITE LINES, LIGHT AND FOR NOISE MITIGATION.

Inn component located adjacent to Vintage House,

across from the Patch Farm,

and adjacent to driveway and parking structure.

3 story residential across from open space.



Why a Residential Inn

Highest community benefit with lowest environmental impact, & complements primary residential use

Small Residential Style Inn, fits aesthetically with neighborhood

Less traffic, than other allowed uses in MX

Protects existing housing stock from second home buyers

Provides economic benefits to entire community

Turns car tourists into walking tourists

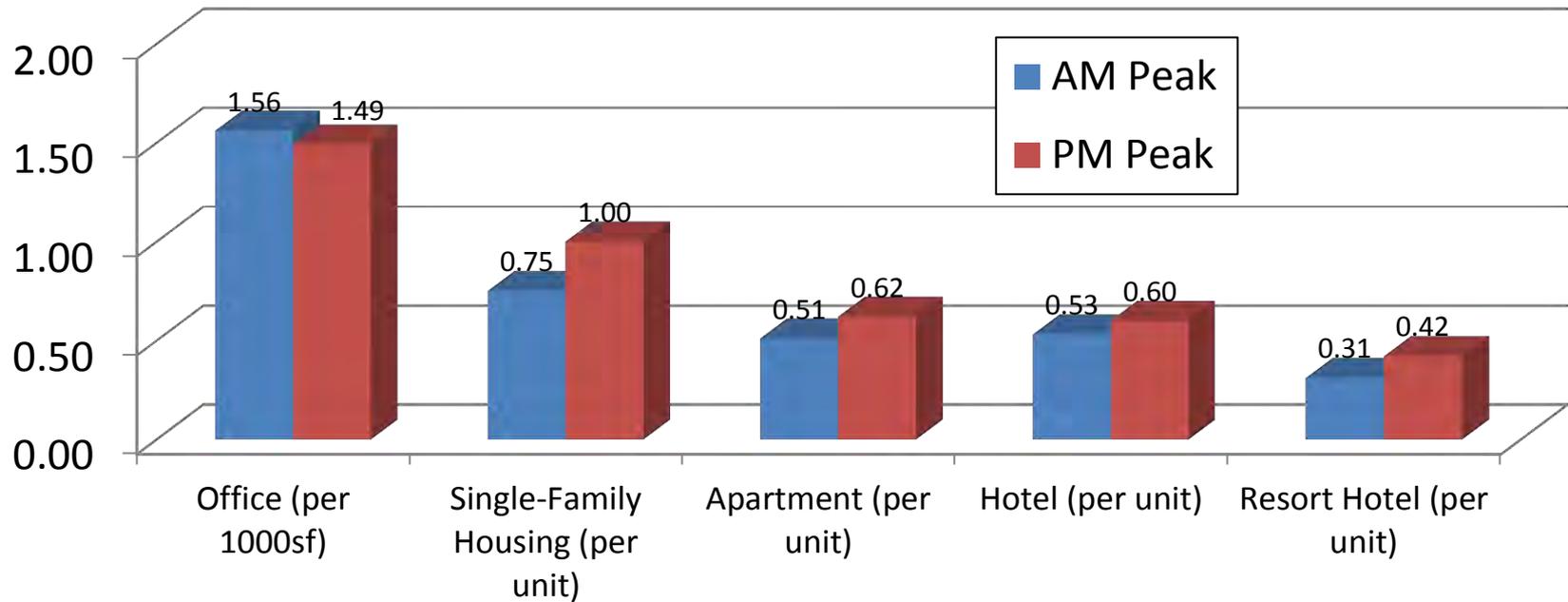
Provides significant community benefits such as a pool club, meeting space, food & beverage services

Provides concierge services to residences, especially beneficial to senior residences

Provides active 24/7 community monitoring, for homeowner & neighborhood safety

Office vs. Residential vs. Hotel Traffic

Peak Hour Rates, Institute of Transportation Engineers, *Trip Generation Manual 9th Edition 2012*



Hotels are actually the lowest potential traffic impact for any new development.

Inn Sits Quietly on Site



Two story Inn,
designed to look
like a residential
farm house.

Inn Massing, Use & Location Well Considered

Appropriate location adjacent to Commercial and Public Buildings

Inn component located adjacent to Vintage House, and parking/driveway of Meadow Garden

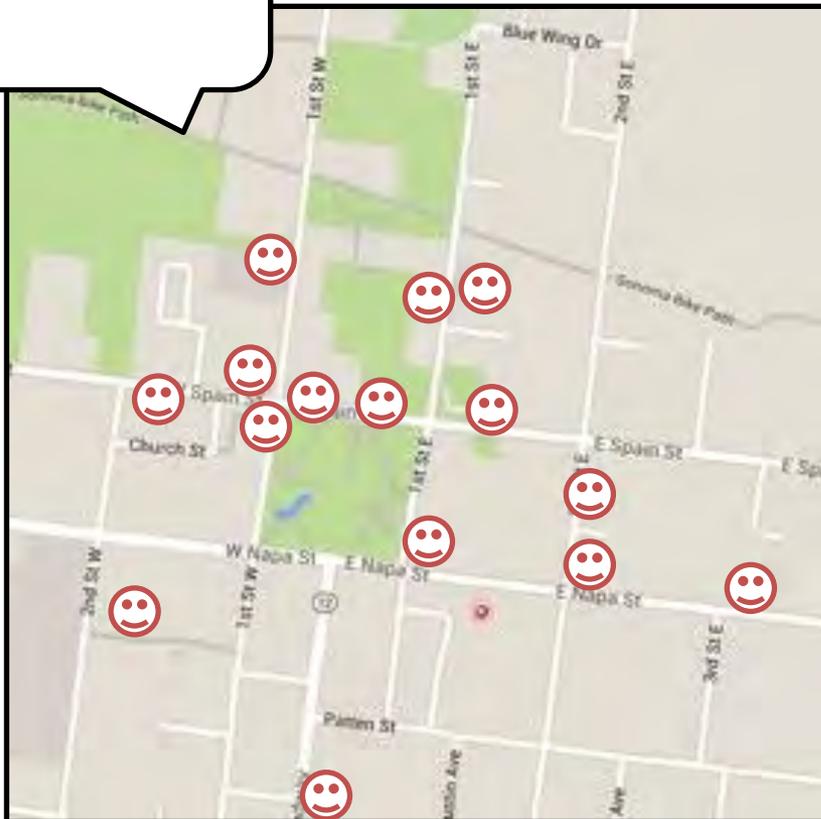
Inn only two stories.

Large & Dense Condominium Complex – Meadow Gardens

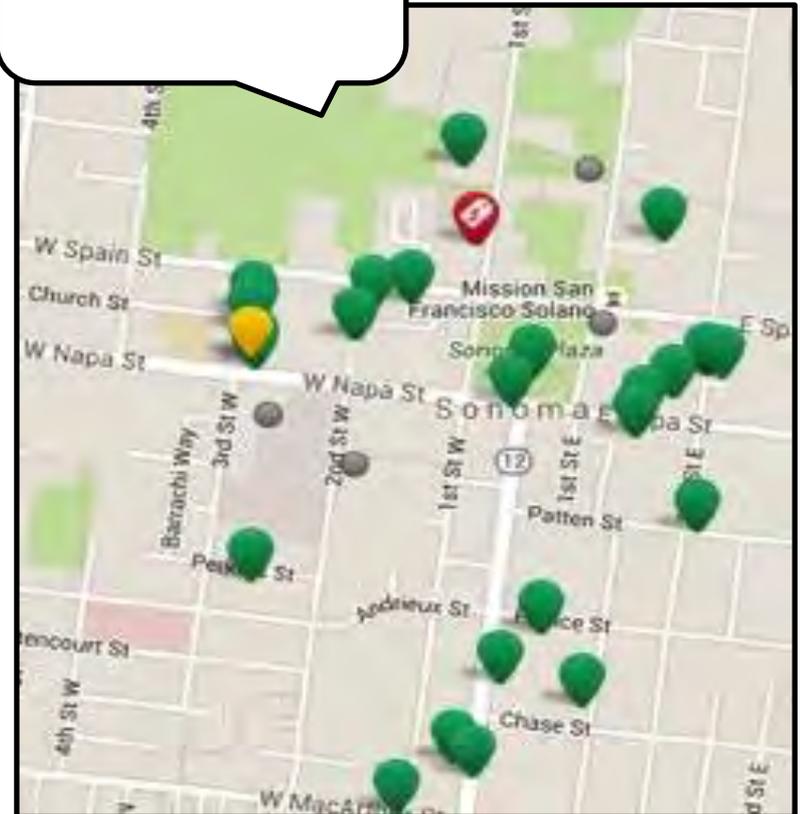


Lodging Services Consistent with Neighborhoods

Hotels & B&B's



Vacation Rentals



Residential Massing is Appropriate

Residential Street Frontage

- Strong residential street frontage common in neighborhood
 - FSE Project's residential frontage is on only 98 yards of buildings, with minimum of 25' set backs from sidewalk edge to buildings
 - Meadow Gardens & Spanish Pueblo comprise, **230 yards** of buildings, with **minimum 10' set backs** from sidewalk edge
- Building Footprints
 - FSE Project's largest residential building footprint is 2,911 sq. ft.
 - Meadow Gardens 4,800 sq. ft.

* Set backs exclude any porches, gazebos or other non enclosed structures.

Generous Set Backs



25' Minimum
Setbacks from Curb

Residential Massing is Appropriate

Neighbor Comparison: FAR, Site Coverage, Set Backs & Peak Heights

FSE Project FAR – 47%

Meadow Gardens FAR – 45%

FSE Project Site Coverage – 52%

Meadow Gardens Site Coverage – 59%

FSE Project Minimum Set Back from Street – 25'

Meadow Gardens Minimum Set Back from Street Curb – 20'

Spanish Pueblo Minimum Set Back from Street Curb – 10'

Vella Cheese Minimum Set Back from Street Curb – 10'

FSE Peak Heights – 36'- 1st St.; 30' on 2nd St.

Vella Cheese Peak Heights – 32'

Cobblestone Peak Heights – 36'

Meadow Garden Peak Heights 32'

Residential Massing is Appropriate



Site Line Up FSE
Not Impacted

Attractive Affordable Small Format Residential



Buildings are located across from ballparks

3rd story allows for 6 additional Small format homes

3rd story allows for smaller foot print buildings, which is more environmentally sensitive

Commercial Massing is Appropriate

Commercial/Public Massing Analysis

Building Footprints sq. ft. – Commercial in NE MX*

- Veterans building 16,000
- Police Station 15,500
- Vintage House 15,000
- Vella Cheese 5,940
- Fidelity Building 5,000
- Well Design Building 5,000
- Depot Hotel 2,500

***Measured using Google maps, sizes are approximate.**



FSE Project – Largest Commercial Building Footprints sq. ft.

- E-1 Club House - Inn Check-in and Offices 3,328
- J Building Inn on 2nd St. East 2,650

In addition to having smaller footprints than commercial buildings in area, heights of all Commercial and Inn Buildings are 30' or less. Multiple commercial buildings in NE MX zone exceed 30'.

As well the total square footage of all commercial buildings on the sites currently total 21,800, the FSE project proposes to only increase this 13% to 24,839 sq. ft.

Subject: First Street East Project

Date: Friday, March 18, 2016 at 11:58:27 AM Pacific Daylight Time

From: Sheila.Oneill@wellsfargo.com

To: David Goodison

CC: sam@setaylor.net

David,

Please share this email with the Planning Commission. Unfortunately, I can't be at the planning commission meeting on March 24. I have reviewed the revised plans provided by the developer. Very little has changed to address the community's concerns and I remain opposed to this project. I request that the Planning Commission continue to hold to the general plan and not grant any exceptions or variances.

1. The inclusion of the hotel and the café are not in keeping with the residential neighborhood.
2. Three story buildings along first Street East are excessively tall and should not be allowed under any circumstances. Heights should be limited to match the surrounding neighborhood of one and two story structures.
3. Traffic and parking issues are still not adequately addressed.

I would support a tasteful development that was strictly residential with a mix of one and two story homes that fit in with the existing neighborhood character. The traffic flow needs to be distributed reasonably between 1st Street East and 2nd Street East.

I am a resident of the neighborhood, residing at 126 Blue Wing Drive.

Thank you,
Sheila O'Neill

Home Mortgage Consultant
NMLSR ID 371029

Wells Fargo Home Mortgage | 445 Second Street West | Sonoma, CA 95476
MAC A0652-010
Tel 707-501-8856

sheila.oneill@wellsfargo.com | <http://www.wfhm.com/sheila-oneill>

If this email was sent to you as an unsecured message, it is not intended for confidential or sensitive information. If you cannot respond to this e-mail securely, please do not include your social security number, account number, or any other personal or financial information in the content of the email. This may be a promotional email. To discontinue receiving promotional emails from Wells Fargo Bank N.A., including Wells Fargo Home Mortgage, click here NoEmailRequest@wellsfargo.com.

Wells Fargo Home Mortgage is a division of Wells Fargo Bank, N.A. All rights reserved. Equal Housing Lender. Wells Fargo Home Mortgage-2701 Wells Fargo Way-Minneapolis, MN 55467-8000

RECEIVED

MAR 18 2016

CITY OF SONOMA

J. Dennis & Susan R. McQuaid
350 Second Street East
Sonoma CA 95476
707-933-8665
Cell 415-990-0011
sonomamcquaid@gmail.com

March 14, 2016

Planning Commission
City of Sonoma
City Hall
Sonoma CA 95476

RE: FSF/Cloister Project

Dear Planning Commissioners:

We would like to take this opportunity to express our support for the proposed project located on First Street East and Second Street East.

We strongly believe in in-fill projects. As residents on Second Street East, we walk to town for shopping, dining, entertainment which includes the movies, local theater and music, the museum and our parks. This translates into generating local tax dollars and building community.

16 years ago when we built the six homes on Second Street East/Spain, we were met with very strong opposition; in fact, it took 18 public hearings for the final approvals. Every one of the six homes are occupied by full-time Sonoma residents which include five residents who work in Sonoma and own local businesses. Again, this translates into generating local tax dollars and building community.

The proposed project is very exciting. The traffic impact is minimal. Our town could use another small hotel, another restaurant is always welcome, the housing element is imperative and a local pool with memberships available to neighbors like us would be a most welcome amenity.

We urge your support.

Sincerely,



J. Dennis McQuaid & Susan R. McQuaid



Cristina Morris

From: noreply@sonomacity.org
Sent: Wednesday, March 16, 2016 5:04 PM
To: Cristina Morris
Subject: Email from website

Below is the copy of the email from website to Cristina Morris at :2/2/2016 1:14:47 PM

Name: Thomas Jones
Email: tjones@vom.com
Subject 1st Steet East project
Attach
File

Message

Although I have lived outside of the city limits for 20 years, I conduct the majority of my weekly activities in town. I visit Sonoma Market at least twice a week; Whole Foods weekly, Wells Fargo weekly, Maxwell Village cleaners weekly, and the Friday morning Farmers Market weekly. I patronize The Sign of the Bear, Bram's, Peet's, the USPO, The Girl and the Fig, La Salette, EDK, Della Santina, and Cafe La Haye. I walk on the Bike Path and visit the Patch once a week during summer hours. I am VERY familiar with navigating a car or walking in downtown Sonoma. I have reviewed the documents that had been prepared for the most recent Planning Commission meeting. With that background, I would like to make the following points: 1) I have never had any problems finding parking at a reasonable distance from any destination in the city (nor do I expect to have a space available to me at movie start time on Saturday night in front of the Sebastiani) 2) I have never been "stuck in gridlock" on any street around the Plaza 3) The properties at 216-254 First Street East do not, at the present time, enhance the beauty of the city; 4) The proposal by Caymus appears to be a very attractive and sensitive use of what is now a very unattractive set of parcels 5) Commentary that I have read opposing the project often fails to note the rather high density housing use of the property north of the project (starting at Blue Wing Drive) 6) Commentary about "enough hotels already" must come from residents who have not had to try to book local hotels for friends and family; there is NOT adequate hotel space in the city. 7) I hope that the Planning Commission will work with Caymus to arrive at a final plan that will allow the project to proceed. It will be a welcome improvement.

Subject: FSE/Cloisters

Date: Monday, March 14, 2016 at 2:31:00 PM Pacific Daylight Time

From: nancybei@comcast.net

To: David Goodison

Hi David,

I do appreciate the fact that the developers for the Cloisters project got back to you as soon as they did with a revised plan for the above project.

Unfortunately, these plans **or any plans** for an Inn at this location are unfeasible for the exiting neighborhood. I thought that they would have realized from the last town hall meeting that the people of Sonoma do not want this Hotel, no matter how large or small (or even moving it to 2nd street) they make it - it is still a HOTEL and along with it comes more traffic etc. Is the 5% reduced built area actually the third floor of the hotel being eliminated? Are the 1 and 2 bedroom units short term rentals or will they be leased - it appears that these could be vacation rentals - another way of saying HOTEL.

I hope once again our Town comes together and is not fooled by different phrasing of the original plan.

Nancy Bei

March 17, 2016

David Goodison
City of Sonoma

Mr. Goodison,

My name is Vince Bienek, a full time resident of the city of Sonoma. I am writing this note on behalf of my wife Mary and myself. As Realtors in Sonoma we are acutely aware of the positive economic impact a project of the nature will have on our community.

We are in favor of the FSE Project. As realtors in Sonoma, we are acutely aware of the economic impact this project will have on Sonoma. Not only will it bring tax dollars to the city, but it will also greatly impact the local businesses in a very positive way.

The Inn will allow its guests to park their cars and spend a relaxing weekend walking and trading at local establishments. This impact, in my opinion, would be a much needed shot in the arm for local businesses.

With the many amenities the Inn will offer, Food and Beverage, Pool Club, Meeting Rooms, etc. It will be a welcome addition to residents and businesses alike.

Sonoma is also in direr need of an Inn of this caliber. Currently there are not enough choices for our visitors when it comes to lodging with the amenities the Inn will provide. Many of our guests have to stay in Napa or other surrounding areas. As a result, we are losing tax dollars, not only for rack rates, but for the peripheral activities that we provide here on our Plaza.

The revised addition of the living units lowers the height significantly and adds addition greenbelt area. The residences are also tastefully designed to meet the aesthetic s of the neighborhood and East side of Sonoma in general. This should be a welcome addition as we could add this beautiful development and remove the eye sores that exist currently.

I do realize that some of the older folks that spoke at the last meeting are not in favor of this project. I also realize that you will not please these people regardless of what is proposed. Some people do not want positive change to occur. This should not have any bearing on the decisions made on this project.

The decision should be made in favor of progress. This is a wonderful oppportunity for Sonoma to support positive growth. I look forward to your vote in favor of this project.

Please do not hesitate to call on me if I can provide any additional insight.

Sincerely,

Vince Bienek
795 1st St W
Sonoma, CA 95476
vince@vincebienek.com
707.787.8661

Subject: A letter for Sonoma's Potential

Date: Friday, March 18, 2016 at 9:25:28 AM Pacific Daylight Time

From: Liz Edwards

To: David Goodison

Hello Mayor Goodison -

I hope you are well. Thank you in advance for your time.

As a local Sonoma Mom, homeowner, employee of a local business and out right proud Sonoman, I thought I might take a quick minute to express my support and interest in the improvements proposed over on 1 Street East.

We moved here nearly 4 years ago and we work very hard so that we can afford to stay, forever. Sonoma has been such a blessing for our family, the community, such dear friends, Prestwood, job opportunities and quality of life have been a major draw for us and are our driving force to stay.

The reason the proposed improvements on 1st Street East are of interest to me:

1. More housing with opportunity for more home ownership that always seems to lend itself to a more grounded community and over all pride, resulting in maintained property values for all.
2. More guest space/hotel rooms, our home is tiny and we have visitors so often and have had family and friends who have had to stay in Napa when all the Sonoma hotels are sold out - this has happened multiple times. Also, more hotel rooms will lift some pressure from the ever annoying arguments regarding vaca rentals in town.
3. MONEY FOR OUR SCHOOLS and COMMUNITY - When I read the reports FSE was circulating and then read in the Index Tribune about the revenue for the city, I was blown away! It is unfair to say that the people who live in Sonoma are "well off" enough to be able to support the schools privately. We go to Prestwood and we give our time and money to the school. However with so many options for private and alternative education in town the school's private funding is insufficient at times. What a win win for the community to have this opportunity on the table.

We all need to realize that we live in small town that is a "tourist destination" and there is a balance Sonoma as a whole has not yet achieved in accepting that. You have to take the good with the "bad" and allowing tourists to take the edge off some of our financial burden is the GOOD! And if the "BAD" is improvements being made to parcels that are underutilized-eye sores, fighting over dinner reservations, busy parks and lines at Peet's. It is a small sacrifice to pay. Tourists are the lifeblood of Sonoma's wine country and our small business owners, farmers and restaurateurs need them. A disproportional number of hotels rooms is an actual problem.

All the conversation is good but in the end, I feel it's clear that Sonoma needs some adjusting, tweaking and improving. Just like anything/anywhere that is aging and growing and changing. Good luck at the upcoming planning meetings.

All the very best,

Liz Edwards
Homeowner
793 1st Street West
Sonoma

Subject: FSC Project

Date: Tuesday, February 2, 2016 at 10:48:40 PM Pacific Standard Time

From: Mark Huber

To: David Goodison

Dear Mr. Goodison,

After a long and thorough review with my family over the upcoming FSC project, to be discussed through the Planning Dept. Thursday.

I have come to the conclusion that this project will bring a very much needed support in the overall growth in tourism we've seen in the last few years.

As a 3rd generation family growing up in this town, I have seen and experienced the immense growth, yet little changes to support it.

I feel the clean, country style and small scale design will provide a visually pleasing view, support the residential growth and tourism, while aiding the surrounding neighborhood with upgraded improvements from the plans detailing on First St East. Which has been in need for some time now!

I hope you can send this to the planning commission in time to include in their review, to support in the approval of this project.

I myself, and my family do approve and fully support growth in this community and this project.

Thank you for your time and attention to this matter.

Mark Huber | District Sales Coordinator

An Independent Agent Representing Aflac

California Insurance License #0F91840

California-North/Nevada-North

[American Family Life Assurance Company of Columbus \(Aflac\)](#)

[Tel:707.570.9751](tel:707.570.9751) | Fax: 888.838.5717

1260 N. Dutton Avenue, Suite 180, Santa Rosa CA 95401

mark_huber@us.aflac.com | aflac.com

• A Fortune 500 Company

• Fortune's Best Companies to Work For

• Fortune's Most Admired Companies

Confidentiality Notice:

This e-mail and any attachments may contain confidential information intended solely for the use of the addressee. If the reader of this message is not the intended recipient, any distribution, copying, or use of this e-mail or its attachments is prohibited. If you received this message in error, please notify the sender immediately by e-mail and delete this message and any copies. Thank you.

Subject: FSEProject to high

Date: Monday, March 14, 2016 at 3:24:02 PM Pacific Daylight Time

From: Matt Gilman

To: David Goodison

Hi David, This was my response to the email from the action committee. All the other considerations aside, I keep coming back to the height. I don't care if it's an original Pablo Picasso mural, the town can't have anything that tall behind the Mission. Matt G

Sent from my iPhone

Begin forwarded message:

From: Matt Gilman <mwgd@vom.com>

Date: March 14, 2016 at 3:18:41 PM PDT

To: FSE & Me <fseandme@gmail.com>

Subject: Re: ACTION ALERT - FSE/Cloisters Revised Project Study Session - Thurs. Mar. 24th

No 3 story building behind the plaza/mission of any kind. It detracts from the beautiful view which characterizes the town and is the height of arrogance that anyone would even consider doing it. Matt G

Sent from my iPhone

On Mar 14, 2016, at 11:15 AM, FSE & Me <fseandme@gmail.com> wrote:

ACTION ALERT - FSE/Cloisters Revised Project Study Session - Thurs. Mar. 24th

The developers of the Cloisters/FSE Project will be presenting their revised plans at a second Planning Commission Study Session on **Thursday, March 24, 2016 at 6:30pm.**

Our goal is to bring continued awareness to the proposed project and encourage public participation through the City of Sonoma planning process. **Thursday, March 24th** is your next chance, when the Planning Commission will be holding their second study session. Public input is a key element of the study session, so we strongly encourage you to attend.

The tremendous outpouring of our community at the last study session - by all accounts the largest crowd in over 15-years - made a strong impression. Thank you! Get there early if possible, as we all know seating is limited. Don't worry - as the city promises the sound system in the lobby will be working this time!

More information about the changes can be found at www.fseandme.org, but in summary, the major changes are:

- Hotel reduced from 49 to 32 rooms
- Restaurant / Bar reduced from 112 total seats to 48 seats
- 6 additional "2-Bdrm" units (from 8 to 14)
- Total built area reduced by 5%

A more detailed chart is available on the website. While it's important to compare the two plans, it's also very important to consider the new plan on its own. Just because some changes have been made doesn't mean the new plan is acceptable or a compromise. Most of the serious objections with the first plan - **land use** (hotel/restaurant/bar), **scale** (36-foot three story buildings), **massing, density, parking, traffic**, etc. remain. Please visit www.fseandme.org to read more about whether a hotel should be allowed in the Northeast Planning Area according to the General Plan, as well as some thoughts about their submitted economic impact report.

Also, the developers have created a survey to gauge the community's opinion on their planned Hotel use. We encourage you to take it and you can find it here: https://mavu.crowdsmart.io/r/first_street_east_project/510/inn_for_first_street_east_project/cst603az3

We'll offer a word of caution; please note the default setting for the "orange circle" ranking between "Strongly Disagree" and "Strongly Agree" is not in the middle and much further toward "Strongly Agree." You must drag it to the left to remain neutral, or much further to the left to register opposition to the hotel use.

Planning Commission Study Session: FSE/Cloisters Project

Thursday, March 24, 2016

6:30pm (get there early if you can)

Community Meeting Room

177 1st. St. West

If you can't attend the meeting, we encourage you to send an email outlining your views about the revised project to Planning Director David Goodison. He will distribute your email to the Planning Commission before the meeting. His email is: davidg@sonomacity.org

It's important to let the Planning Commission know your questions, concerns and thoughts about this project at every step in the process. Please forward this email to your friends and neighbors. We'd like to get as many people involved in our planning process - whether you support or oppose this project - as possible.

www.fseandme.org

Subject: FSE aka the cloisters!

Date: Wednesday, March 16, 2016 at 5:37:21 PM Pacific Daylight Time

From: Dee Anne Mathews

To: David Goodison

Hi David

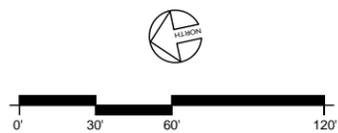
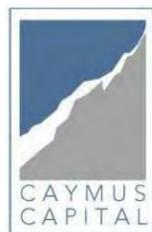
After attempting to take the ridiculously confusing survey provided by the developer, I am even MORE convinced that the FSE project is a disaster for Sonoma. We do NOT need more traffic in that neighborhood....but if it must be developed, why not keep it as residential and NOT commercial?

Is this another attempt by a developer to turn our lovely city into another Santa Rosa or Healdsburg? What we need is housing that the people who work here can afford.

Please don't allow another nightmare project to add to the congestion around the square for the monetary satisfaction of out of town developers who will not stay & contribute to our city.

Please be cautious!

dee mathews

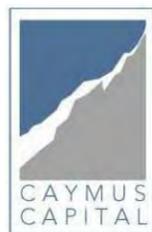


SITE RENDERING

1st STREET EAST SONOMA, CALIFORNIA



03.08.2016

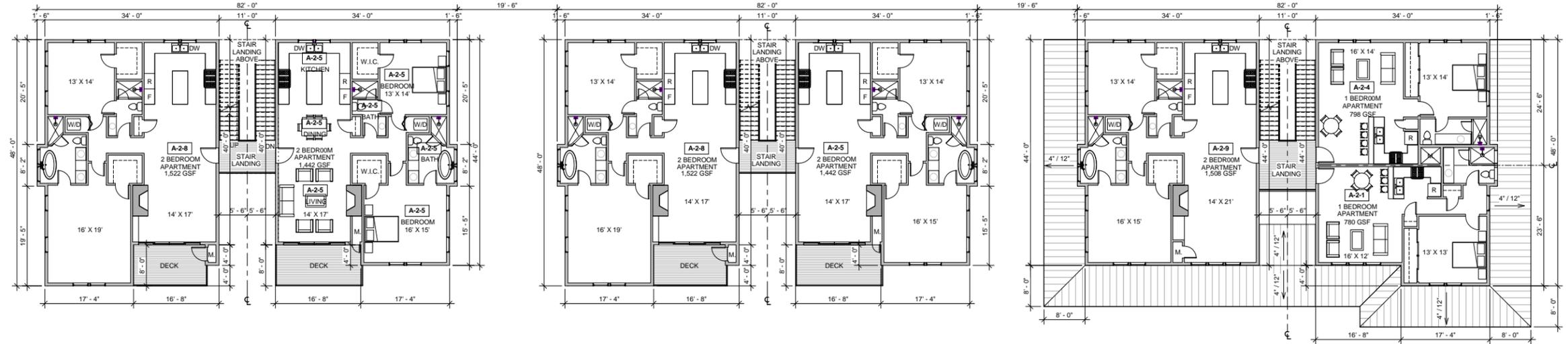


AERIAL SITE PLAN

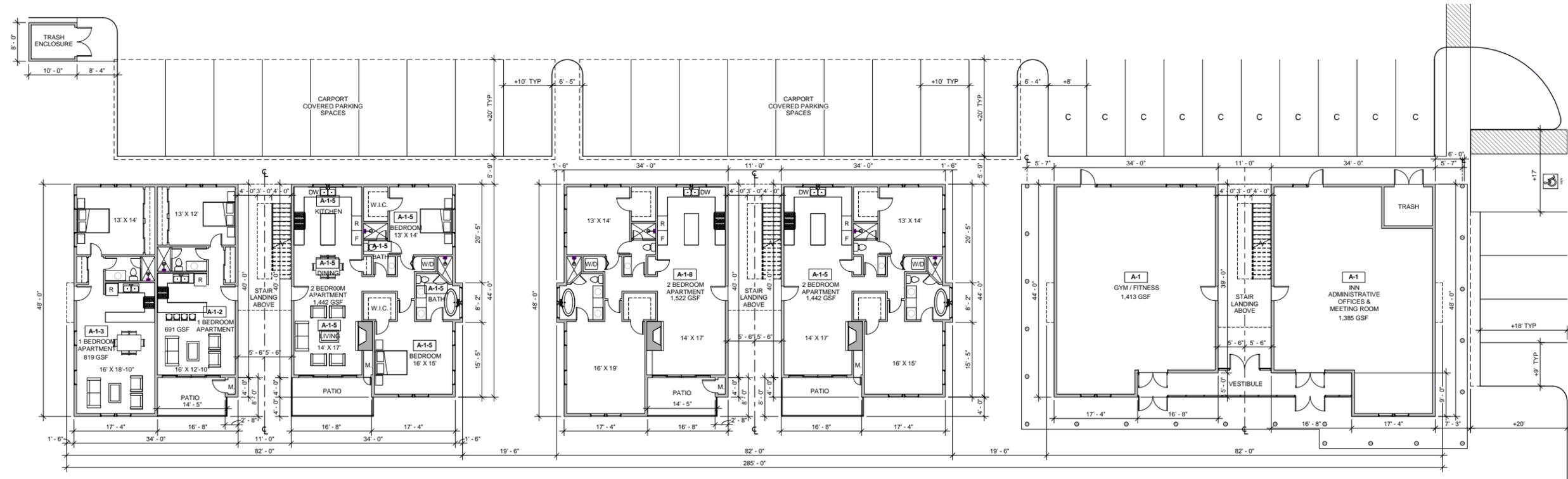
1st STREET EAST SONOMA, CALIFORNIA



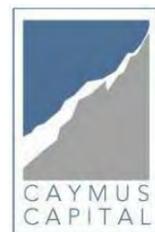
03.08.2016



BUILDING A - SECOND FLOOR PLAN
1" = 10'-0"



BUILDING A - FIRST FLOOR PLAN
1" = 10'-0"



1st STREET EAST

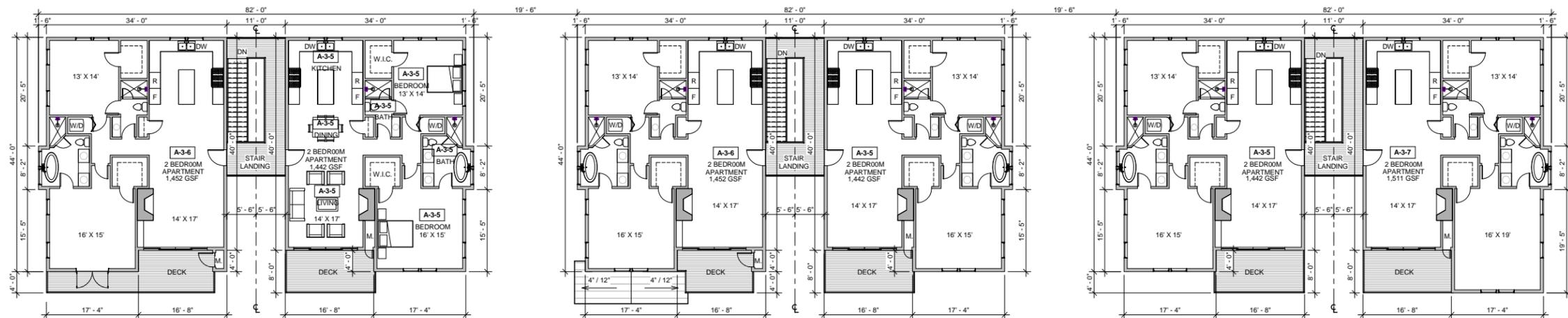
BUILDING A - RESIDENTIAL & COMMERCIAL

CONCEPT - FLOOR PLANS

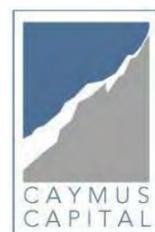
SONOMA, CALIFORNIA



03.08.2016



BUILDING A - THIRD FLOOR PLAN
 1" = 10'-0"



1st STREET EAST

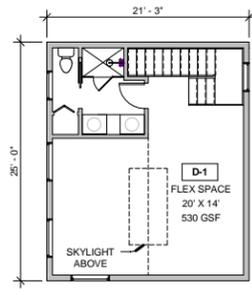
BUILDING A - RESIDENTIAL & COMMERCIAL

CONCEPT - FLOOR PLANS

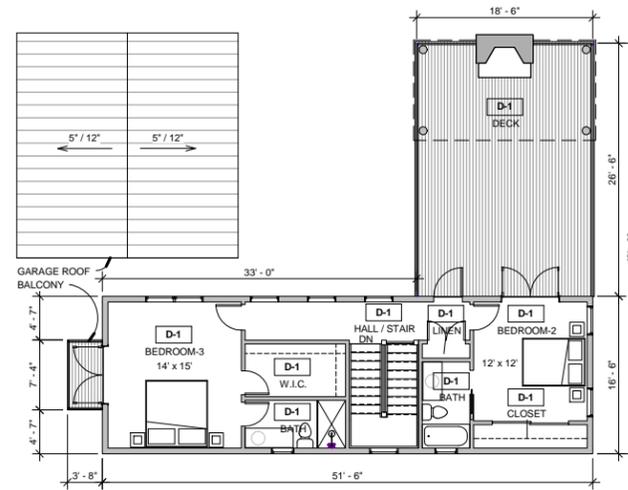
SONOMA, CALIFORNIA



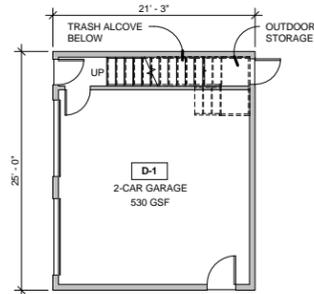
03.08.2016



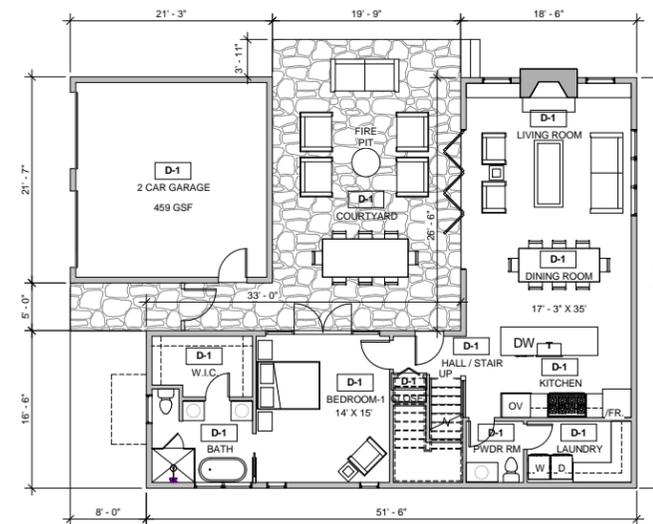
BUILDING D - SECOND FLOOR FLEX SPACE OPTION
1/8" = 1'-0"



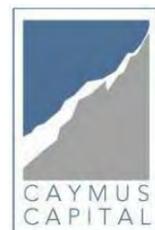
BUILDING D - SECOND FLOOR PLAN
1/8" = 1'-0"



BUILDING D - 2 CAR GARAGE w/ FLEX SPACE OPTION
1/8" = 1'-0"



BUILDING D - FIRST FLOOR PLAN
1/8" = 1'-0" 2190 GSF TOTAL



1st STREET EAST

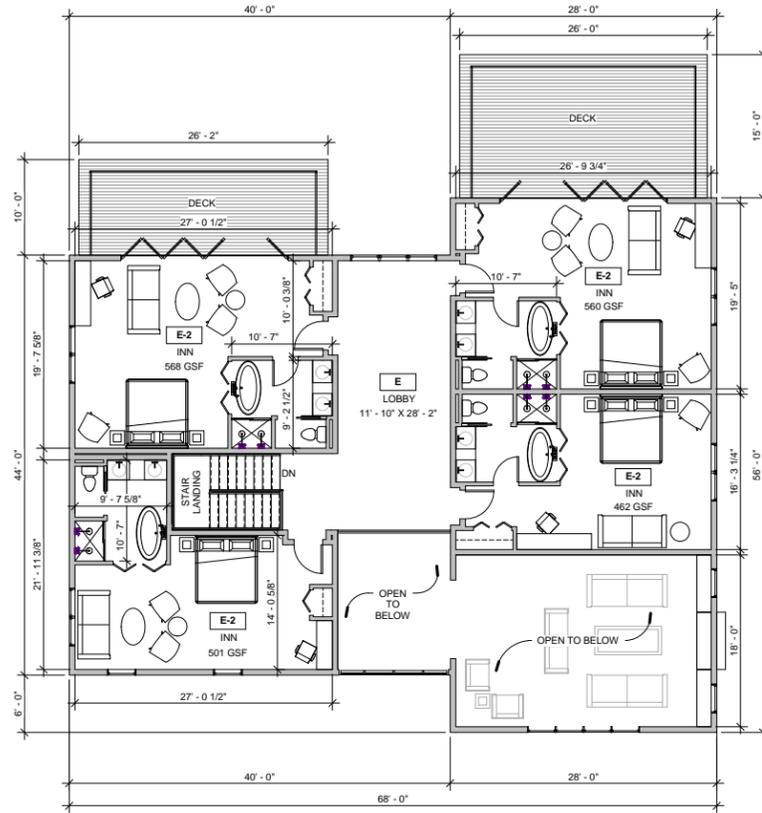
BUILDING D - RESIDENTIAL

CONCEPT - FLOOR PLANS

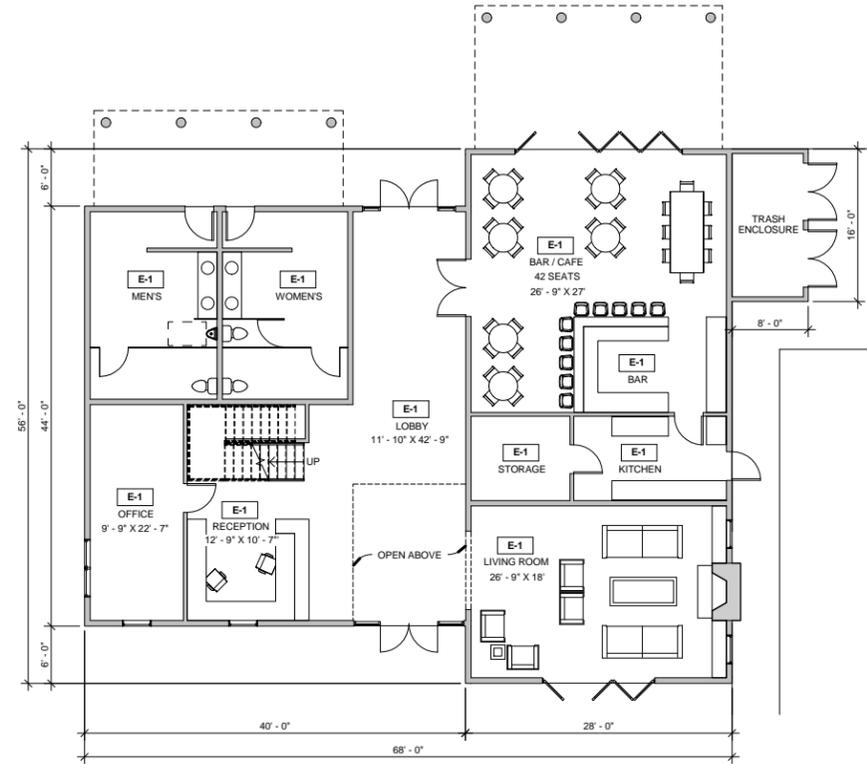
SONOMA, CALIFORNIA



03.08.2016



BUILDING E - SECOND FLOOR PLAN - INN
1/8" = 1'-0"



BUILDING E - FIRST FLOOR PLAN - INN & COMMERCIAL
1/8" = 1'-0"



1st STREET EAST

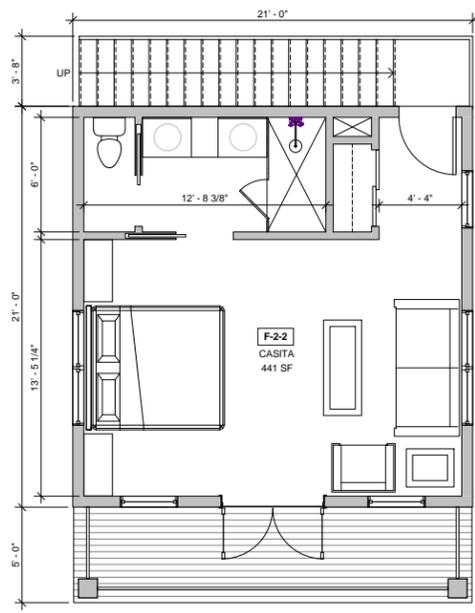
BUILDING E - CLUB HOUSE - INN & COMMERCIAL

CONCEPT - FLOOR PLANS

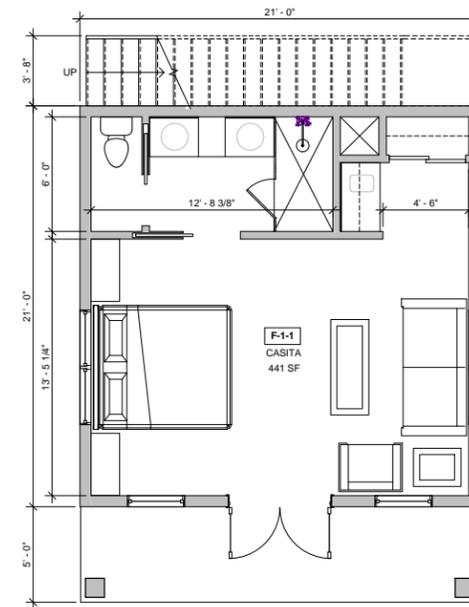
SONOMA, CALIFORNIA



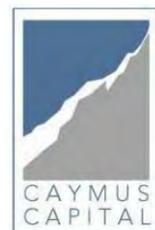
03.08.2016



BUILDING F - SECOND FLOOR PLAN
1/4" = 1'-0"



BUILDING F - FIRST FLOOR PLAN
1/4" = 1'-0"



1st STREET EAST

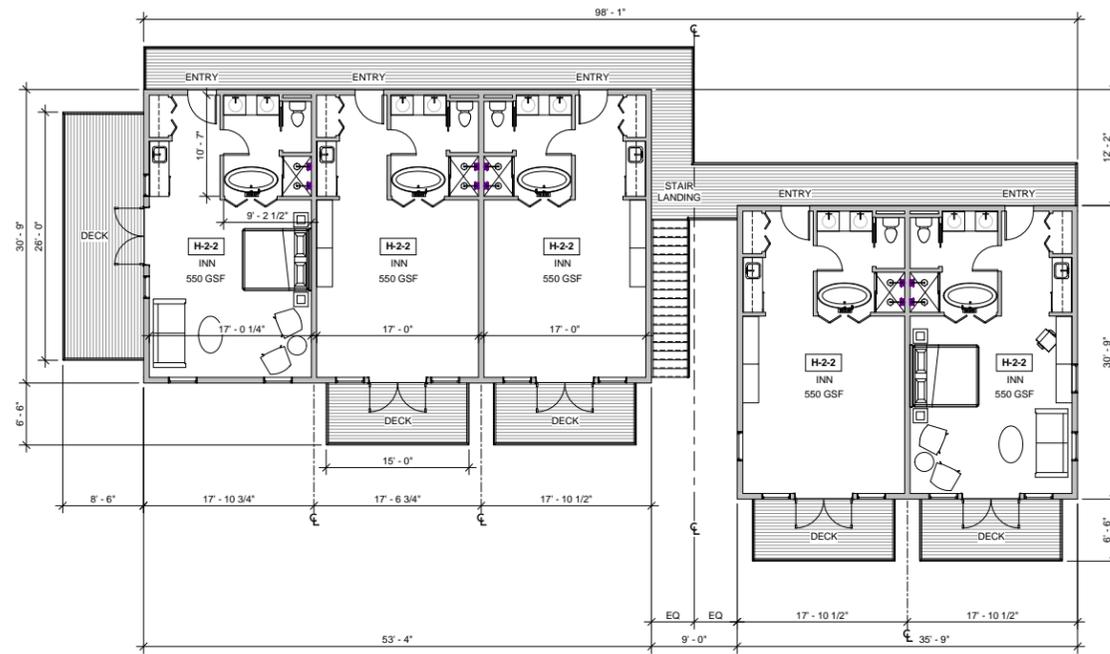
BUILDING F - INN - CASITA

CONCEPT - FLOOR PLANS

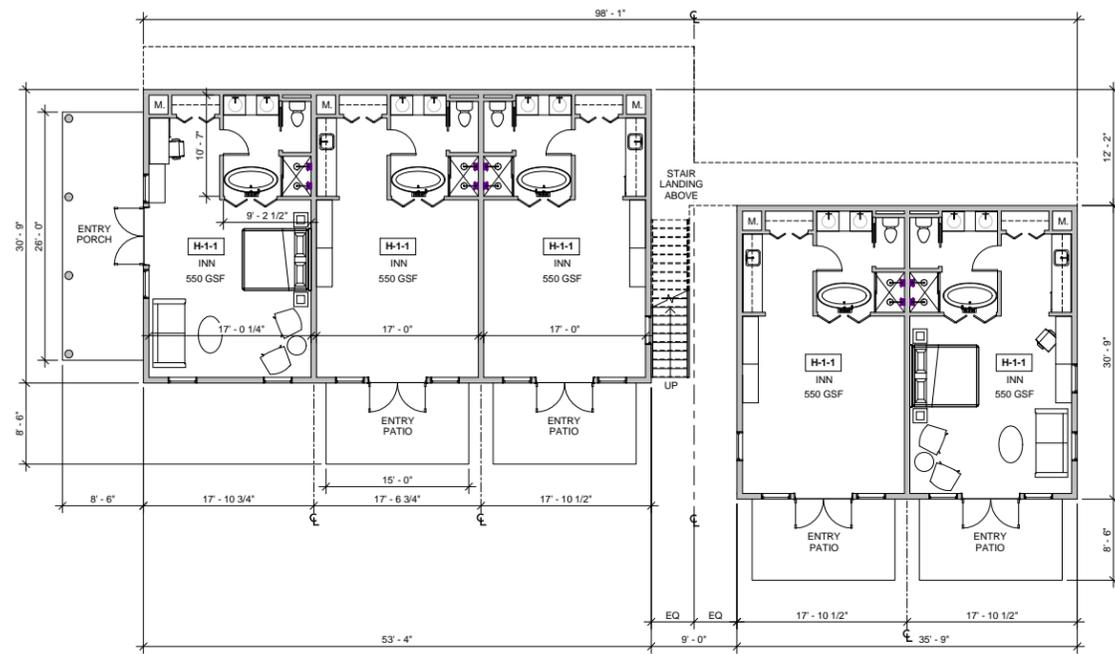
SONOMA, CALIFORNIA



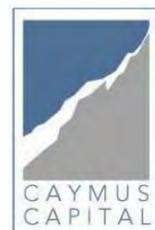
03.08.2016



BUILDING H - SECOND FLOOR PLAN
1/8" = 1'-0"



BUILDING H - FIRST FLOOR PLAN
1/8" = 1'-0"



1st STREET EAST

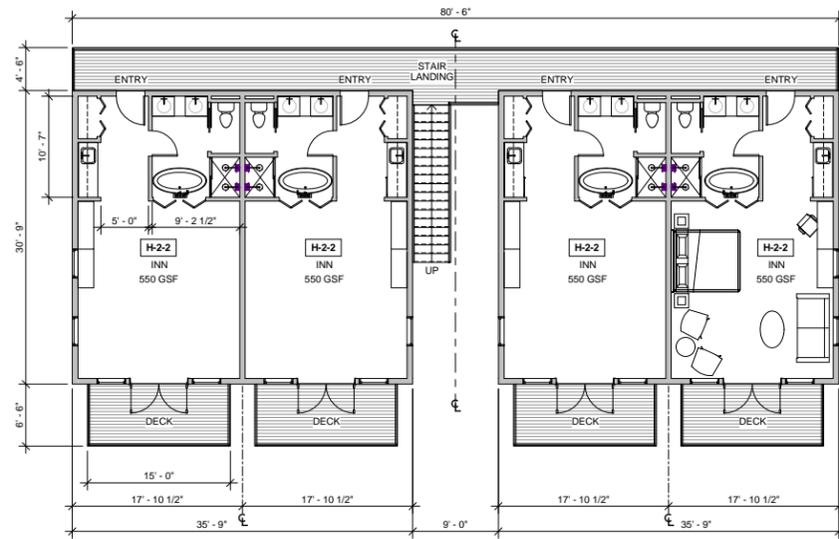
BUILDING H - INN - 10 UNIT

CONCEPT - FLOOR PLANS

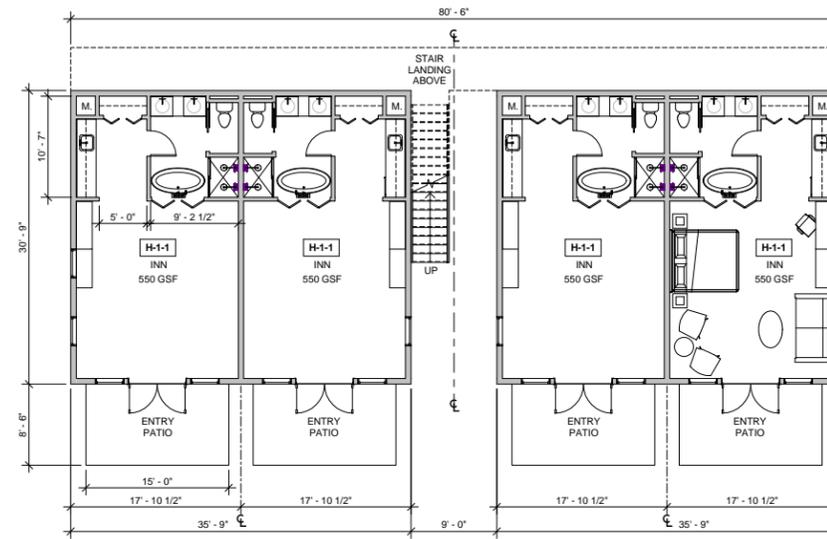
SONOMA, CALIFORNIA



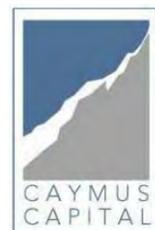
03.08.2016



BUILDING H - SECOND FLOOR PLAN
1/8" = 1'-0"



BUILDING H - FIRST FLOOR PLAN
1/8" = 1'-0"



1st STREET EAST

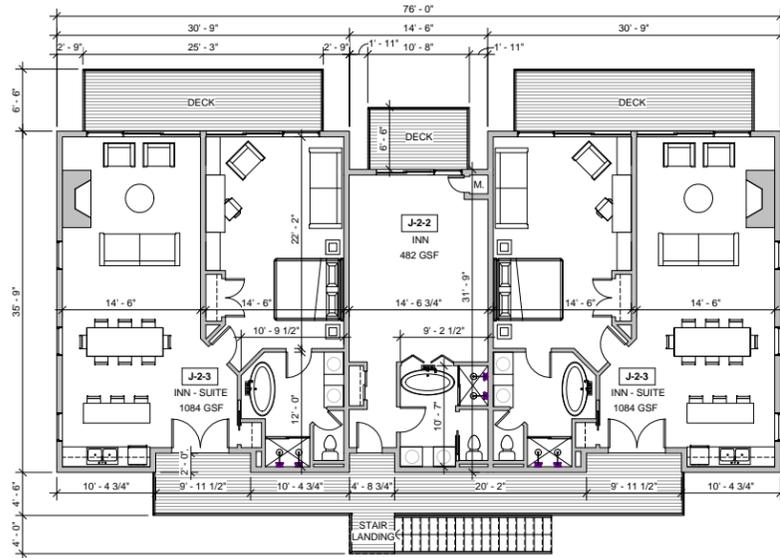
BUILDING H - INN - 8 UNIT

CONCEPT - FLOOR PLANS

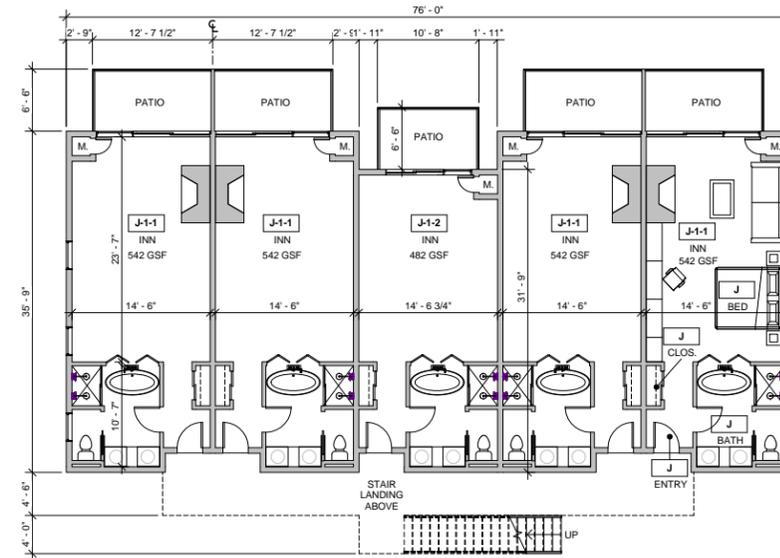
SONOMA, CALIFORNIA



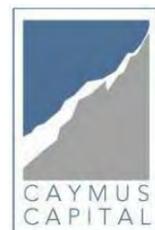
03.08.2016



BUILDING J - SECOND FLOOR PLAN
1/8" = 1'-0"



BUILDING J - FIRST FLOOR PLAN
1/8" = 1'-0"



1st STREET EAST

BUILDING J - INN

CONCEPT - FLOOR PLANS

SONOMA, CALIFORNIA



03.08.2016