



City of Sonoma Planning Commission **AGENDA**

Special Meeting of January 28, 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 a proposal to develop a mixed-use project that includes detached and attached homes with optional second units, apartments, restaurant, and hotel with amenities.

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.

ISSUES UPDATE

COMMENTS FROM THE COMMISSION

ADJOURNMENT

I do hereby certify that a copy of the foregoing agenda was posted on the City Hall bulletin board on January 22, 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.

MEMO

To: Planning Commission

From: David Goodison, Planning Director

Re: Study session on a 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)

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.

South: The Vintage House senior center.

East: 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.

Proposed Development

The proposal involves redeveloping the ±3.4-acre site with mixed-use project including a hotel with spa, a restaurant, and 21 primary residential units, with an option for 14 second units. The major components of the proposed development are as follows:

- *Residential Component:* The project's residential component consists of 21 primary units, with an option for up to 14 second units. The primary units consist of seven apartments (including four affordable rental units), and fourteen ownership units. Each of the ownership units could include a small second unit (±458 square feet) at the home-buyer's option. The ownership units are divided between five attached, townhome-style units

(Type B) fronting First Street East and nine detached units situated in the interior of the site (Types C and D). The townhomes provide a minimum setback of 10 feet from the west property line and 14 feet from the back of sidewalk (adjoining First Street East). All of the homes are two-story, with a maximum height of ± 27 feet. The seven apartment units, which range in size from a 442-square foot studio to a 2,582-square foot 3-bedroom unit, would be located on the second and third floor of the mixed-use building on First Street West. A schedule of unit sizes and types is included with the project narrative.

- *Hotel:* The hotel would provide a total of 49 rooms/suites, including 7 casitas (within four detached buildings near the pool), 9 suites on the second floor of the mixed-use building on First Street East, 20 suites within the two “H” buildings, and 13 suites within the “J” buildings. Excluding the casitas, the hotel buildings are three-story structures ranging from ± 22 to ± 36 feet in height. The building walls of the two J buildings fronting Second Street East are setback ± 20 feet from the east property line adjoining Second Street East at the first and second floor, with the third floor set back an additional 6 feet. The J building adjoining the northern boundary of the site is set back 20 feet from the property line, while the three H buildings feature a 15-foot setback. On the south, the setbacks vary, due to the diagonal configuration of the property line. The side setbacks for the southernmost J building are 20 feet closest to the street, narrowing to 10 feet toward the interior of the site. Setbacks for the H buildings, which are aligned on the north edge of the site, range from 48 feet to 90 feet on the south.
- *Hotel Amenities:* A pool and clubhouse (featuring a bar and spa) are proposed at the interior of the site, facilities presumably available for use by both hotel guests and residents. The clubhouse is a two-story structure ($\pm 6,000$ square feet in area), with a maximum height of ± 30 feet, containing the hotel reception area, lounge, offices, bar/café, mini spa, and restrooms.
- *Mixed-Use Building:* In addition to accommodating hotel suites and apartments on the second and third floors, the mixed-use building centered on the First Street East frontage would accommodate a 112-seat restaurant and a small parking garage with a capacity for 15 vehicles (including 7 auto lifts). Similar to the J buildings, the mixed-use building also features a stepped-back third floor. The second floor has a height of 24 feet, while the third-floor, which is set back 7 feet, has a maximum height of ± 36 feet. The mixed-use building is setback a minimum of 10 feet from the west property line and 14 feet from the back of sidewalk.
- *Circulation and Parking:* 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. A secondary driveway is also provided on First Street East accessing the small ground floor parking lot located within the mixed-use building. Additional surface parking (some covered) is provided behind the mixed-use building, along the entry drive into the site, and adjacent to the pool and clubhouse area. The ownership units all feature two-car garages. In total, 89 parking spaces are provided on site, including garage spaces. A fire access drive provided off of Second Street East would also accommodate one handicapped accessible parking space, but is otherwise not intended for vehicle circulation.

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 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)

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, retail uses, and multi-family dwellings are allowed in the MX zone, subject to review and approval of a Use Permit by the Planning Commission.

Use: Multi-family dwellings, restaurants, and hotels are allowed in the Mixed Use 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 6 units per acre. Based on the area of the former Peterson property, the residential density amounts to 8 units per acre. Per State law, second units are not counted when calculating density.

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 55% of the total proposed building area, exceeding the 50% expectation. (Note: this calculation excludes the 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”, then there are no specified setback standards and it would be up to the Planning Commission to set them as part of the use permit process.

Setback Summary			
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.	10 ft. along First Street 21 ft. along Second Street (balconies/patios setback 13 feet)	Planning Commission discretion.
Side, 1-story	5 ft. minimum, 15 ft. total.	3 feet	Casita east of pool.
Side, 2-story	8 ft. minimum on two-story side	10-20 feet	The standard is met, excluding the decks on the H Buildings.
Rear	One-story: 15 ft. Two-story: 20 ft.	N.A.	Because this is a subdivision with an internal orientation, determining what constitutes a rear yard is a question. E.g., 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	Met with townhomes. 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. Based on the calculations provided in the project narrative, the project has an FAR of 0.57, which complies with this limitation, although it is near the upper limit. (This calculation appears to include the area of the optional second units.) The maximum building coverage in the MX zone is 60%. According the narrative, the project would result in building coverage of 34%, 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:

- *Townhomes*: 27 feet.
- *Detached Residences*: 27 feet.
- *Mixed Use Building (First Street East)*: 36 feet, with the third floor stepped back from Second Street East. (This building includes a third-floor residential component.)
- *Club House*: 30 feet.
- *Hotel, Type “H” building*: 36 feet.
- *Hotel, Type “J” building*: 36 feet, with the third floor stepped back from Second Street East.

The “H” and “J” buildings exceed the normal height limits and would require approval of an Exception by the Planning Commission. Because of its third-floor residential component, the mixed-use building can be approved at a 36-foot height without an Exception, but this is still at the discretion of the Planning Commission.

On-Site Parking Requirements: Under the Development Code, the parking standards that apply to the various uses within the project are as follows:

Parking Summary*	
<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.	53
<i>Restaurant</i> : One space for every four seats. (90 indoor seats)*	23
<i>Primary Units</i> : 1.5 parking spaces per unit, plus 25% guest parking.	39
<i>Second Units (Optional)</i> : 1 space per unit.	14
Total Required:	129
Total Provided Onsite:	89
Difference:	-40

* The Project Narrative states that the restaurant would have a total of 112 seats, indoors and out. This calculation assumes 90 indoor seats and 22 outdoor seats. Under this scenario, only the indoor seats count toward the parking requirement, as the City’s parking standards allow outdoor seating up to 25% of the amount of indoor seating, with no additional parking requirement.

Based on a preliminary review of the parking requirements associated with the different uses within the project, a total of 129 off-street parking spaces represents the normal requirement, compared to 89 spaces provided, resulting in a potential shortfall of 40 spaces. (Since the second units are optional, it cannot be said how many of them will actually be built, but all of them are assumed in the above calculation.) The Development Code allows for the sharing of parking within a mixed-use project when it can be demonstrated that the different uses within the development will have differing periods of peak parking demand. However, it is not clear that this would be the case with the proposed mix of uses. In this regard, the applicants raise the following mitigating factors: 1) there are 16 on-street parking spaces associated with the project site; 2) hotel parking will be managed by valets, which should increase parking efficiency; and 3) they expect that the café/restaurant will not generate a lot of traffic, but will rather be use primarily by on-site residents, hotel guests, and residents of the neighborhood. According to the

project narrative, the applicants would eliminate the café/restaurant if it is determined through the course of project review that the proposed parking is insufficient.

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 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. Until and unless this provision is modified, the City Attorney has recommended against processing applications Planned Development permit on properties zoned Mixed Use. In the case of the subject proposal, the applicants are aware of this issue and they are able to apply for their project as a condominium (along with a Use Permit, which would be a required approval under any circumstances).

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, four affordable units are proposed. These units are proposed to be among the seven apartment units. 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 smaller, rental units, in essence clustering them within the mixed-use building. In their view, affordable rental units provide a greater benefit than affordable (but more expensive) ownership 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 basic premise of the project, which includes a significant 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. A key question that the Planning Commission should provide direction on is whether this is a suitable location for a hotel. (as discussed below, the appropriateness of the height and mass of the mixed-use building and the hotel buildings is another important question.)

Building Height and Massing: The proposal includes several buildings that exceed the 30-foot height limit, specifically the mixed-use building on First Street East (36 feet) and the Type H and J hotel buildings (36 feet). While the mixed-use building qualifies for the 36 feet height available for third-floor residential, the hotel buildings do not qualify for that allowance, meaning that an Exception would be required to authorize the additional height for those structures. In terms of

street views, the applicants propose to address concerns regarding increased height by stepping back the third-floor building elements of the mixed-use building and the J buildings. The townhouse units (which are proposed at a height of 27.5 feet) are generally consistent with massing of other condominium and townhome developments in the area.

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.

Residential Component: The project features four residential unit types. The five townhouse units each have a living area of 1,710 feet. Of the detached units, three have an area of 2,522 square feet and six have an area of 2,190 square feet. The seven apartment units include four with an area of 680 square feet or less (including one studio unit), while the other three range in size from 1,712 square feet to 2,706 square feet. In conjunction with the townhouse units and the detached units, the project also includes an allowance for 14 second units that would be added at the option of the home-buyer. These are designed as studio units with an area of 458 square feet. While there is certainly a diversity of housing types in the proposal, the density is relatively low. The shared amenities with the hotel are nice features, but they contribute to the impression that the residential component as a whole is aimed at the high end of the market, with the exception of the four inclusionary units. The optional second units could provide additional rental housing opportunities, but given their size and configuration, they might also be used as guest rooms or home office space. Staff would also note that it is unclear under the Development Code as to whether that townhomes could be allowed to have second units.

Fire Department Access: The height of the mixed-use building and the 3-story hotel buildings triggers special requirements for fire protection and access. Utilities along both frontages of the site will need to be placed underground and fire hydrants will be required within the interior of the site. In addition, ladder truck access (including an internal turn-around) is required from Second Street East. The updated site plan reflects these requirements.

Parking: A preliminary parking analysis indicates a shortfall of up to 40 spaces (assuming that all 14 of the optional second units are built). As noted above, the applicants raise the following mitigating factors: 1) there are 16 on-street parking spaces associated with the project site; 2) hotel parking will be managed by valets, which should increase parking efficiency; and 3) they expect that the café/restaurant will not generate a lot of traffic, but will rather be used primarily by on-site residents, hotel guests, and residents of the neighborhood. According to the project narrative, the applicants would eliminate the café/restaurant if the Planning Commission determines through the course of project review that the proposed amount of parking is insufficient.

Traffic and Deliveries: 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. The project narrative suggests that the peak period traffic generated by these uses exceeds what would be generated by the proposed project. 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 other 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.

Operational Issues: Garbage/recycling storage and pick-up need to be addressed, as well as the management of commercial deliveries.

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 study session to obtain feedback from the Commission 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

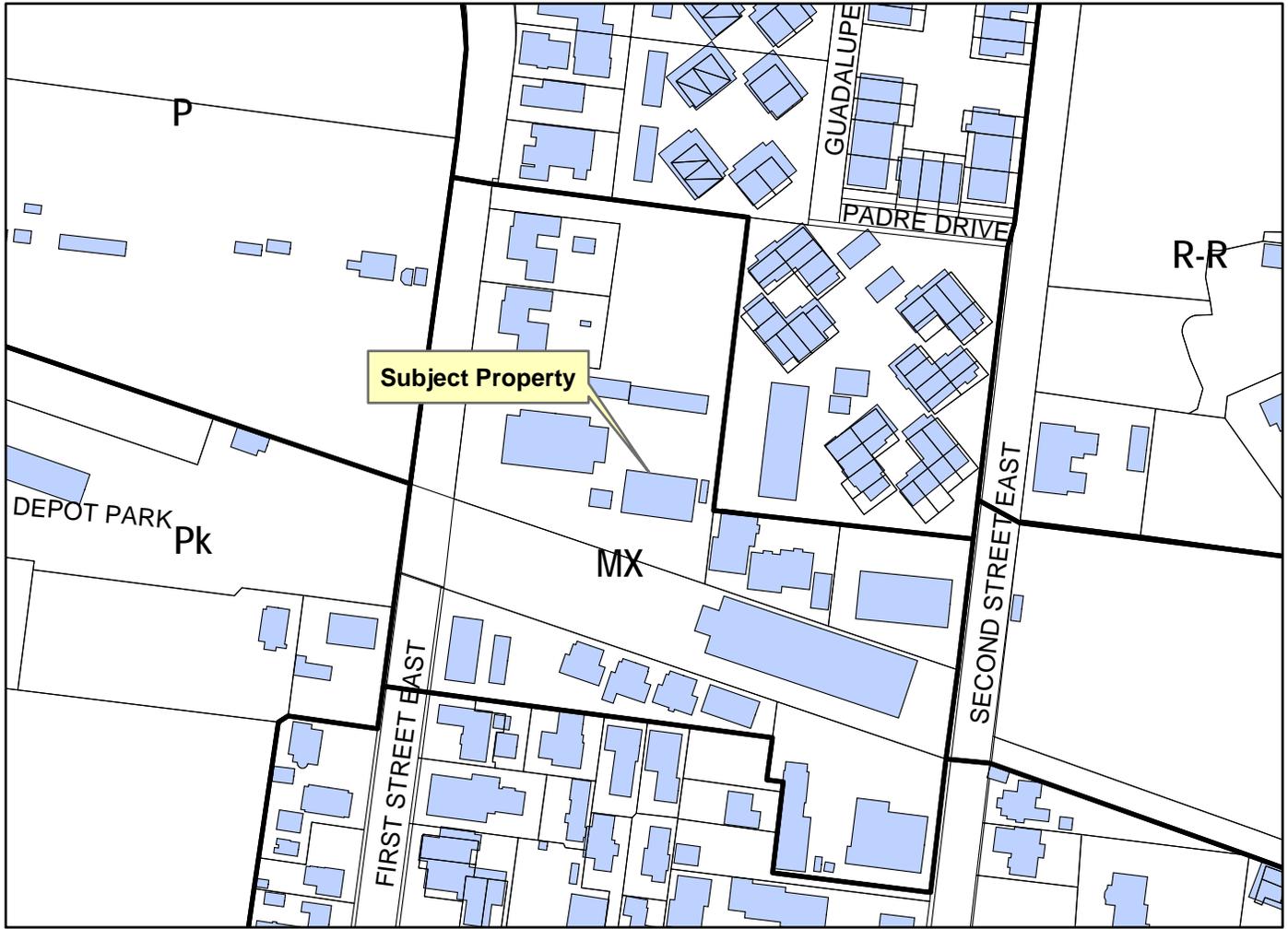
Staff recommends that the Planning Commission provide direction to the applicant on the issues identified in the staff report, and any other issues raised by the application.

Attachments

1. Vicinity Map
2. Project Narrative/Tabulations
3. Correspondence
4. Site Plan, Floor Plans, Building Elevations, Supplemental Material

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

Vicinity Map

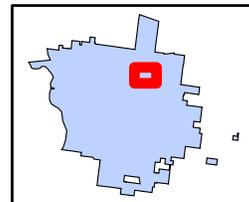


Zoning Designations

- 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

PROJECT SUMMARY for PROJECT ADVISORY COMMITTEE MEETING on 1/21/2016 and Planning Commission Study Session on 1/28/2016

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 (60% of total square footage): 21 Units (Residential) + 14 Optional Second Dwelling Units; for a total of up to 35 new units, providing 62 new bedrooms
COMMERCIAL (7% of total): 1 Café + 2/3rd of Clubhouse
INN (33% of total): 49 bedrooms spread across 4 buildings + 3 casitas

Floor Area Ratio 0.57 (MX maximum allowed= 0.60)

Site Coverage 33.9% for Structures; 52.5% including Pavement (MX maximum allowed= 60%), by using the full 36' height allowance for a few dwellings, project is able to maximize housing, and provide greater open space and community areas.

Building Heights

BUILDING	MAXIMUM HEIGHT	HEIGHT AT STREET FRONTAGE (if applicable)
A, J, H	36' - 0"	27' - 6", 22'-0"
B, C, D, F	27' - 0"	27'
E	30' - 0"	
G	17' - 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 neighborhood style café, 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.

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. All street frontage heights are at 27.5' or less with maximum internal building heights at or below 36'. 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 removing from our original submittal:

- the residential rental management program,
- adding driveway and handicap parking access on 2nd St. East,
- increasing set backs and
- significantly reducing the heights and scale of the buildings.

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 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 7,000 sf at a height of 31', a carport and parking area (59% site coverage, significantly 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. 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 45,081 square feet across 21 new residential units (up to 35 if one includes the 14 optional second dwellings) 4 of which are rent/price-controlled, across a diversity of formats serving a diversity of household types:

- studio and 1-bedroom apartments (4)
- 2 and 3-bedroom apartment or condos (3)
- 2 bedroom townhomes with detached second dwelling units (5)
- 3-bedroom single family homes with optional detached second dwelling units studios (9)
- A total of up to 62 new bedrooms

We are primarily designing and marketing the residential units **for active seniors**. 16 of the 21 (76%) 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.

The 14 detached second dwelling studios will be built above the detached garages at the option of the buyer. None will be available for short-term rental.

All for-sale units are at 30' or less in height, with the frontage height at 27'6" or less. The mixed use Building A which contains 33% of the residences, features a primary façade/frontage height of just 27'6", shorter than many nearby buildings. It is broken into two buildings at the ground floor, to break up front massing, and we've added substantial setbacks from the curb ranging from 20' to 35'. 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. As such it is designed appropriately compared to existing buildings in the area and fits well with the character of the surrounding buildings.

The Inn

The inn provides a unique opportunity to provide a mix of uses while maintaining the residential feel of the development. The 49 units are spread out, to reduce massing between 4 buildings and 3 casitas, the square footage used for the Inn accounts 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, 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:

- 1,305 sf Casita type G with 17' max height, no street frontage
- 882sf 2-story Casitas type F with 27' max height, no street frontage (2)
- Building type H with 36' max height, no street frontage, less than 2800sf foot print, 15' side setbacks (2)
- Building type J with 22' street frontage, 36' max height, 2,810 sf foot print, 20' front setback (building massing will be broken up with drive/walkway pass through at ground level)
- 9x 543sf units on 2nd floor of Mixed-Use building A

All guests will arrive to the inn via the entrance on 1st St. E. The arrival/check-in process will happen in the Clubhouse/Lobby Building E (max height 30'). **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, and free electric/bike-cart shuttles, will minimize parking and congestion impact on the neighborhood and the plaza.

Commercial

A 2,130 sf space fronting First St. E as the first floor, southerly portion of Mixed Use Building A is being designed to accommodate a 112 seat indoor and outdoor bistro/café.

A small portion of the Clubhouse/Lobby Building E in addition to the pool and surrounding areas will be made available to non-residents and non-guests who live nearby via a limited number of memberships.

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 in the Mixed Use Building where a common trash enclosure will be used.

Environmental

Phase 1 and 2 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 132 required stalls. With a variance of just 20%, the new total required stalls of 106 will essentially be served by the 105 provided stalls. Importantly, all inn guest and resident parking will happen on-site and the variance is only requested to accommodate the neighborhood café/bistro.

Traffic

A preliminary traffic and trip generation analysis has been done by Kimley-Horn and Associates. Key findings include:

- AM peak hour trips will be reduced by -15
- PM peak hour trips will be reduced by -24

Additional information will be shared at a future date.

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. 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
- 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 \$7.2 million in direct revenues to local taxing authorities in the first 5 years
- over \$4.5 million in direct revenues to the City of Sonoma in the first 5 years
- over \$1 million in direct contributions to the Sonoma Valley Unified School District in the first 5 years
- 90% of these revenues are attributed to the proposed inn use
- Estimated economic multiplier effect from the proposed inn use of \$81.3 million over the first 5 years

1ST STREET EAST DEVELOPMENT

UNIT TABULATION - PRELIMINARY PROGRESS SET

01.12.2015 [Based on Conceptual Site Plan, Floor Plans & Elevation Package - 01.12.2016]

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
5%	1	A-2-2	1 Bedroom, 1 Bath (Affordable) **	680	680
5%	1	A-2-3	1 Bedroom, 1 Bath (Affordable) **	686	686
5%	1	A-2-4	1 Bedroom, 1 Bath (Affordable) **	668	668
5%	1	A-2-5	Studio (Affordable) **	480	480
5%	1	A-3-1	2 Bedroom, 2.5 Bath **	1712	1712
5%	1	A-3-2	2 Bedroom, 2.5 Bath **	1833	1833
5%	1	A-3-3	3 Bedroom, 3.5 Bath **	2706	2706
24%	5	B-1	2 Bedroom , 2.5 Baths	1710	8550
			Second Dwelling Unit*	458	2290
			2-Car Garage	458	2290
14%	3	C-1	3 Bedroom, 3.5 Bath	2522	7566
			Second Dwelling Unit*	530	1590
			2-Car Garage	530	1590
29%	6	D-1	3 Bedroom, 3.5 Bath	2190	13140
			Second Dwelling Unit*	530	3180
			2-Car Garage	530	3180
INN ROOMS					
	9	A-2-1	Inn - Suite **	543	4887
	2	F-1-1	Casita - 1st Floor	441	882
	2	F-2-2	Casita - 2nd Floor	441	882
	3	G-1-1	Casita - 1st Floor	435	1305
	8	H-1-1	Inn - 1st Floor Garden	537	4296
	8	H-2-1	Inn - 2nd Floor	537	4296
	4	H-3-2	Inn - Suite - 3rd Floor	1074	4296
	5	J-1-1	Inn - 1st Floor	562	2810
	5	J-2-1	Inn - 2nd Floor	562	2810
	2	J-3-2	Inn - Suite - 3rd Floor	910	1820
	1	J-3-3	Inn - 3rd Floor	440	440
COMMERCIAL SPACE					
		A-1-1	Commercial - Mixed Use Building **		2130
		E-1	Club Hse - Inn Check-in and Offices		2000
		E-1	Club House - 1st Floor		1328
		E-1	Club House - 2nd Floor		2631

* The Owner of each unit will have the option as to whether to construct a Second Dwelling Unit.

** Interior, enclosed common corridors, stairs, elevators and parking area are not included in Building A square footage.

TOTAL RESIDENTIAL SQUARE FOOTAGE (ex Garages)	21 (62)	45,081
TOTAL INN SQUARE FOOTAGE	7 (49)	30,724
TOTAL COMMERCIAL SQUARE FOOTAGE		6,089
TOTAL PROJECT SQUARE FOOTAGE (ex GARAGES)		81,894

UNITS (BEDROOMS) TOTAL:

1ST STREET EAST DEVELOPMENT
REQUIRED PARKING

	# OF UNITS	UNIT TYPE	# OF STALLS REQ'D	#/Unit	TOTAL STALLS
RESIDENTIAL					
	5	B-1	1.5/Unit	1.5	7.5
	5		Second Dwelling Unit	1	5
	3	C-1	1/Unit	1	3
	3		Second Dwelling Unit	1	3
	6	D-1	1/Unit	1	6
	6		Second Dwelling Unit	1	6
	1	A-2-2	1.5/Unit	1.5	1.5
	1	A-2-3	1.5/Unit	1.5	1.5
	1	A-2-4	1.5/Unit	1.5	1.5
	1	A-2-5	1.5/Unit	1.5	1.5
	1	A-3-1	1.5/Unit	1.5	1.5
	1	A-3-2	1.5/Unit	1.5	1.5
	1	A-3-3	1.5/Unit	1.5	1.5
		Guest Stalls for Residential @ 25% of Res. Req'd			10.3
INN					
	9	A-2-1		1	9
	2	F-1-1		1	2
	2	F-2-2		1	2
	3	G-1-1		1	3
	8	H-1-1		1	8
	8	H-2-1		1	8
	4	H-3-2		1	4
	5	J-1-1		1	5
	5	J-2-1		1	5
	2	J-3-2		1	2
	1	J-3-3		1	1
	8		Inn Staff - 1/every 2 staff	0.5	4
	112	Seats - Café	1 Stall per 4 seats		28

Total Required Stalls 132

Request a Variance of * 20% 26

If Variance is Granted, New Total Required Stalls 106

Total Parking in Current Design Concept

Covered*	43
Open	46
On Street	16

Total Parking Provided 105

* Note: Covered spaces include 7 auto lifts inside mixed use Building A.

PRELIMINARY

FLOOR AREA RATIO

1ST STREET EAST DEVELOPMENT, SONOMA, CA
 AXIA ARCHITECTS 01.08.2016

BUILDING	USE	TOTAL BUILDING FLOOR AREA GSF
A	Indoor Parking, Commercial, Inn & Residential	22,752
B	Residential & Garage Parking	8,840
C	Residential & Garage Parking	7,956
D	Residential & Garage Parking	13,920
E	Commercial & Inn	5,964
F	Inn	1,764
G	Inn	1,311
H	Inn	12,888
J	Inn	8,175

TOTAL APPROXIMATE FLOOR AREA GROSS SQUARE FOOTAGE **83,570**

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 **0.56**
 [MX ZONE - 0.60 ALLOWED]

Notes:
 For unit breakdown refer to Unit Tabulation.

SITE COVERAGE for BUILDINGS ONLY

1ST STREET EAST DEVELOPMENT, SONOMA, CA

AXIA ARCHITECTS 01.08.2016

# OF UNITS	BUILDING	AMENITIES	SITE AREA GSF	SITE AREA TOTAL GSF
1	A	Commercial, Residential & Inn	9,517	9,517
5	B	Residential	1,399	6,995
3	C	Residential	1,967	5,901
6	D	Residential	1,909	11,454
1	E	Commercial & Inn	3,985	3,985
2	F	Inn	622	1,244
1	G	Inn	1,623	1,623
2	H	Inn	2,791	5,582
1	J	Inn	4,088	4,088

TOTAL APPROX. SITE AREA COVERED BY STRUCTURES (GSF) 50,389

TOTAL GSF AREA OF LOTS 148,465

PERCENTAGE OF TOTAL SITE COVERAGE FOR BUILDINGS ONLY 33.94%

Notes:

Unit composition and square footage are approximate.

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

PRELIMINARY

BUILDING HEIGHT

1ST STREET EAST DEVELOPMENT, SONOMA, CA
AXIA ARCHITECTS 01.08.2016

BUILDING	TYPE	MAXIMUM HEIGHT	HEIGHT AT PUBLIC STREET FRONTAGE
A	Commercial, Residential & Inn	36' - 0"	27' - 6"
B	Residential	27' - 0"	27' - 0"
C	Residential	27' - 0"	N/A
D	Residential	27' - 0"	N/A
E	Commercial	30' - 0"	N/A
F	Inn	27' - 0"	N/A
G	Inn	17' - 0"	N/A
H	Inn	36' - 0"	N/A
J	Inn	36' - 0"	22' - 0"

RECEIVED

JAN 19 2016

CITY OF SONOMA

430 Greve Lane
Sonoma, CA 95476
January 16, 2016

Planning Commission
c/o Sonoma City Hall
No. 1 The Plaza
Sonoma, CA 95476

To Whom It May Concern:

The Cloister proposal is about arrogance and greed. The quiet, peaceful nature of the No.East residential neighborhood is a treasure to be preserved. "The Cloisters" conflicts with the essence of "SloWnoma". I strongly oppose this unsuitable project.

Sincerely yours,

Una F. Dockery
Una Dockery

RECEIVED

JAN 13 2016

CITY OF SONOMA

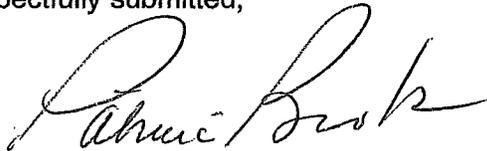
TO: Sonoma Planning Commission

FROM: Patricia Brooks, resident at 194 Blue Wing Dr.

RE: Proposed Project for First Street East and 273-299 Second Street East

I can support the development of the above property, however, I believe the proposal is too high density for our neighborhood and community. I vehemently object to the inclusion of a hotel, retail space and vacation rentals. A community room for the individual residences would be acceptable as well as a swimming pool but operating that as a "private club" expands the use beyond what I think is feasible for maintenance of our community peace (lower noise and traffic.) We are, as a larger community, working on building a public swimming pool, we have adequate vacation rentals and adequate hotel space that does not need to be expanded into residential areas. The businesses that have located in our residential neighborhood have maintained a very low profile without increasing foot or auto traffic or noise. We live here, we do not want our neighborhood to become a part of the tourist attraction in Sonoma. This is our retreat from servicing the tourists!

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Patricia Brooks". The signature is written in dark ink and is positioned below the typed name "Patricia Brooks".

My family has been connected to Sonoma since 1964. My dad, Edwin Nordstrom, taught Math at the High School until his retirement. My sister and her husband continue to live and work in Sonoma. Their two children attended the local schools and as adults continue to reside in Sonoma. My husband and I have returned to Sonoma this September when we purchased our new house on 2nd Street, East.

Sonoma has always encouraged family neighborhoods. These neighborhoods act as a safety buffer where families feel secure from the daily intrusions broadcast each night on the news. To expose our neighborhood community to increased tourism through major additions of hotels and restaurants will erode and threaten our peaceful way of life. Our neighborhoods are the glue that creates Sonoma's charm. Crack that surface now and soon our neighborhoods will be overrun with visitors out for a weekend of fun with little regard for the surrounding neighborhood. Sonoma will be forever changed simply because an investor wants to develop a high stacks money maker at the expense of our local community.

I urge you to protect our neighborhoods and say no to this development project.

Thank you.

Martha Ann Adams

RECEIVED

JAN 13 2016

CITY OF SONOMA

Subject: FW: Email from website
Date: Wednesday, January 20, 2016 at 8:10:54 AM Pacific Standard Time
From: Rob Gjestland
To: David Goodison

From: Brandon Bailey
Sent: Tuesday, January 19, 2016 2:22 PM
To: Wendy Atkins; Rob Gjestland
Subject: FW: Email from website

From: noreply@sonomacity.org [<mailto:noreply@sonomacity.org>]
Sent: Tuesday, January 19, 2016 1:07 PM
To: Brandon Bailey
Subject: Email from website

Below is the copy of the email from website to Brandon Bailey at :1/19/2016 2:06:37 PM

Name: Carol Collier
Email: xcarolcollier@yahoo.com
Subject: First Street East Project
Attach
File

Dear Mr. Burroughs. Please present my views to the Planning Commission. While the diagrams and photos of the FSE project indicate the developers have spent many hours coming up with an attractive plan, I have a concern. In the past, many homeowners, including retired people living on reduced income, would have loved to use a room or a section of their home for short term rentals. The City refused and to the best of my knowledge, only old buildings of historical import are allowed to rent to short term guests. This illegality has prevented many people who would never have wanted a full time renter in their home to occasionally allow guests, meanwhile collecting the taxes, and providing oversight. It is unfair to allow this project to have vacation rentals and disallow the rest of Sonoma residents from doing the same thing. We already have plenty of hotels that are rarely full, and the new one which Darius Anderson is building will add many more rooms for short term rental. If you choose to accept this aspect of the project, I propose that you immediately allow all Sonoma residents to participate in short term in-city rentals, licensed, collecting tax, and legal. Fair is fair. Thank you. Sincerely, Carol Collier

Message

Subject: Regarding the Cloisters Development Proposal

Date: Wednesday, December 9, 2015 at 9:54:49 PM Pacific Standard Time

From: Tom Flaherty

To: David Goodison

Dear Mr. Goodison,

I would like to cast my vote as a strong "NO" regarding the current proposal to build "The Cloisters Sonoma".

In my view, the project is ill-conceived on many levels, however my biggest concern has to do with the traffic and parking. My family and I use the bike path several times a month to go to the Plaza and other venues. The intersection of the bike path and First Street East tends to be crowded and busy and difficult/dangerous to navigate, especially when there are events in the Plaza or the baseball fields (which, as you know, are numerous throughout the year).

If the plan is truly asking for a 20% variance on parking, that serves to push even more cars along the street to make the corridor harder to navigate when using First Street East to go to the Plaza, baseball fields and the veterans center. When both sides of First Street East are parked with cars there is little room for error when biking, especially for children and families.

When you combine the "packed" street with additional traffic from the retail, housing and hotel it only compounds the issue. Additionally, forcing all auto traffic to navigate down First Street East puts added traffic pressures on East Spain Street (which is residential) and the Plaza - which is getting worse every year.

Finally, I want to strongly advise the Planning Commission to pay no heed to the developers argument that changes to the plan may make the project "not economically viable." The Planning Commission should not be in the business of determining how profitable a project may or may not be to a developer. The Planning Commission's job is to ensure projects adhere to the letter and spirit of the long range development plan for Sonoma and protect the entire community's interests over the interests of a few.

The developer is doing this project to make as much profit as they possibly can (and rightly so), however, as a community we absolutely cannot have privatized gain (i.e., profits from the development go to the developer and shareholders) while shifting all long-term risks to the public (i.e., parking, traffic, noise pollution, safety). Quite simply, the developer is not entitled to make a certain profit margin at the expense of the surrounding community. If, in the end, the final, approved plan is not viable, well.... business is business. Someone else may have a better plan.

In summary, I respectfully ask the Planning Commission to say "NO" to the current plan until the developer addresses the issues raised above (as well as issues raised by others). Additionally, I ask that the Planning Commission disregard "profitability" as a component of their decision making - the Planning Commission and local government should not be picking winners and losers, it should be ensuring developments are the best "fit" for the entire community.

Sincerely,

Tom Flaherty

825 Knight Street, Sonoma

Subject: Stop The Cloisters!

Date: Monday, December 7, 2015 at 2:25:23 PM Pacific Standard Time

From: Bobbie Jenkins

To: David Goodison

Dear David,

I can't begin to tell you how dismayed I was when a friend begin to outline this proposal to me and then I did more investigation.

I am totally opposed to this and any other oversized development in Sonoma and to have it near the center of all our activities, hiking trail heads, Little League, Arnold Field is ridiculous.

Add on the fact that condominiums that allow for vacation use and further reduce the amount of housing is reprehensible. I know so many people who have been evicted and have no where to go.

The congestion in our town is horrible and getting worse.

Please don't even consider supporting this.

Sincerely,

Bobbie Jenkins

830 Oak Lane

Sonoma, CA. 95476

Subject: Support of Cloisters of Sonoma

Date: Wednesday, December 9, 2015 at 10:30:12 AM Pacific Standard Time

From: Krieger, Larry

To: David Goodison

David:

My wife and I have lived in Sonoma for 16 years and look forward to staying here after retirement. A project like the Cloisters will make that possible. I love the design and amenities plus the Inn for my family to stay in during visits.

The project as a whole seems to me to be a wonderful addition to 1st east.

Thanks for listening.

Larry Krieger

BAY CLUB STONETREE

t: 415.983.3400 c: 707.889.0635



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Subject: Stop The Cloisters!

Date: Thursday, December 10, 2015 at 7:22:21 PM Pacific Standard Time

From: Len Tillem

To: David Goodison

David,

This is not an appropriate use of this parcel.

It will permanently change the East side for the worse.

Len Tillem

Subject: Letter in Support of the Kloisters proposed development by Ed Routhier

Date: Wednesday, January 20, 2016 at 11:55:45 AM Pacific Standard Time

From: Tony Westfall

To: David Goodison

Priority: High

Hi David,

I am writing to express my full support of the project proposed by Ed Routhier for redevelopment of the parcel between first and second st east. We are 12 year residents of Sonoma and have operated our business (and employ 13 people) for the past 7 years. Unfortunately, I have a prior engagement the evening of the City Council meeting, or I would be there in person to speak on behalf of the project.

Projects like this are exactly what this city needs to continue to grow and prosper. I am currently in the midst of trying to bring an exchange student to Sonoma to work for my company, and these are absolutely zero rental spaces available. In addition, one of my employees has been trying for months to find a place to live in town so that he doesn't have to go to Napa or Petaluma and commute. After three months of searching, he was finally able to secure a place. This town is desperately in need of reasonable developments such as this project so that we can continue to have a functioning and prosperous tax base as well as employment opportunities for our residents.

I say cheers to Ed and his team for a proposal that is community focused and reasonable in its intention and design aesthetic.

Respectfully Submitted,

Tony Westfall

Anthony L Westfall
CEO
Good Company Wines Inc.
C: 707-342-0586
O: 707-202-5159

www.invino.com
www.inclub.invino.com
www.winebcusa.com

Subject: RE: Proposed Hotel Development on 1st St. East

Date: Thursday, December 3, 2015 at 4:04:26 PM Pacific Standard Time

From: Larry Barnett

To: David Goodison

The last this this community needs is more luxury housing and luxury hotels. Rather, we need affordable housing for those who work here and secure, affordable housing for seniors. Proximity of this property to Vintage House makes it a natural choice for senior housing, and I believe such a use will receive widespread neighborhood support.

Few housing opportunity sites exist which are so appropriate to low-cost housing development; to squander such property for use and enjoyment solely by the rich and privileged is ethically and socially wrong. I urge the Planning Commission to direct this applicant to return with a project plan which meets the real housing needs of the community, and not just projected high profits reflected on a pro-forma profit and loss statement or balance sheet pertaining to vacation rentals and hotel occupancy.

The community will not be silent as yet another opportunity to provide housing and economic equity is wasted in Sonoma. If the developer is truly interested in providing long-term benefit to the community at large, it will not be through hotels, vacation rentals and swim-clubs, but through a development plan infused with compassion for those who are underserved workers or seniors finding themselves priced-out of housing at precisely their most vulnerable time of life.

Sincerely,

Larry Barnett

Former City Council member and former Mayor

Subject: First St. E project

Date: Friday, December 4, 2015 at 12:28:15 AM Pacific Standard Time

From: Bastian Gmail

To: David Goodison

Dear Mr. Goodison, Dear Planning Commission

As a 10 year Sonoma resident, I wanted to write to whole-heartedly endorse and support a development proposal for First St E. ("The Cloisters") that has been shared with me and that will come before the commission in the near future.

The proposal is groundbreaking in several aspects:

- 1) It is a well thought out and community-minded plan that would turn a central area of old Sonoma that is now bland and underutilized into a place with a soul. A place that is aesthetically pleasing, keeps with the visual aesthetic and pays homage to our agricultural heritage, all while creating a new alternative living, eating and gathering place for locals and visitors.
- 2) It strikes an admirable balance between economically sound development, community features (the cafe, the pool), and involves and engages the community rather than excluding it.
- 3) It leverages aspects of the sharing economy to make ownership more affordable while reducing the need for additional permitted vacation rentals elsewhere.
- 4) It provides a very sound financial contribution to the city budget by creating much-needed new tax revenues (both property, sales, and tourist tax).

This proposal is a fresh breath and has my full support. It was created by a Sonoma resident who has obviously given much thought how to design for Sonoma, which means keeping density, scale and design appropriate and including community aspects in a development, and who has learned from other proposals which don't fit the character of Sonoma.

I would encourage the Planning Commission to approve this development for aesthetic aspects, community aspects, and for its positive financial impact on Sonoma.

regards

Bastian Schoell

Subject: New Cpnstruction on 1st Street East

Date: Friday, December 4, 2015 at 9:12:55 AM Pacific Standard Time

From: nancybei@comcast.net

To: David Goodison

Hi David,

I have been a resident of Sonoma Valley for over 35 years. My husband and I have raised our 3 sons here in Sonoma and one of them continues to live here with his family.

When we moved to Sonoma it was because we felt it was the perfect place to raise our young family. We accepted the fact that in order to keep the small town feeling - which is one of the main reasons we moved here - there would be some concessions. I do not understand why these individuals (who do not even own property or are in the process of selling their property here in Sonoma) feel they must come in and make our town BETTER, why did they even move here in the first place.

Putting in this proposed development would only make Sonoma less affordable for families. It will also cater to a specific group of individuals - as far as the pool etc. the monies should be better spent on a pool for our High School. This is not a win win situation for the families of Sonoma or even for our town it is just a win win for the developers and their goals to make money and make Sonoma into what they believe it should be!

Nancy Bei

Subject: First St. E project

Date: Friday, December 4, 2015 at 10:33:53 AM Pacific Standard Time

From: Randy Bennett

To: David Goodison

David -

As a resident of Sonoma, I am writing in support of the proposed project on First St. E.

I believe this project will be a valuable addition to Sonoma. Below are the aspects that I believe are the most important contributions of the project.

- it will beautify a neglected area, turning a light industrial area into a pleasant and useful community space
- it will add much needed housing options and short-term rental options that are in short supply much of the year
- the community pool concept and café are creative ways to extend the use of the space to the entire community
- it will boost the economy and provide additional city revenue with a multiplier effect from increased local spending
- it improves the overall architecture, landscape, and streetscape of Sonoma

Thank you for considering these valuable contributions and I am hopeful this project is given fair consideration for moving forward.

-Randy Bennett

Fred Allebach

12//3/15

Cloisters Sonoma, notes from developer 12/3/15 home meeting and comments for the Planning Commission Study Session

The City has approved parcel(s) on 1st Street East north of the bike path and east of the ball fields owned by Ed Routhier for “high density apartments” of up to 54 units; building height can be 3 stories. The city did a traffic study, 54 units are allowed. The developer is proposing 34 housing units I believe. The project will be on city water, but the Cloisters will have its own H2O on site. There will be a gray water system. They did not say if a well exists, will be drilled or is impacted by on site toxic materials. Existing toxics, of an undeclared type and quantity, on site will be removed. Concrete and paving will be removed from the site that will result in better groundwater recharge and flood control.

If not now, someone will develop the property at some time; this is a fact. “The state of CA mandates that new housing be built.” (Actually, the state mandates that capacity for low-income housing be shown; actually building of such units is not mandated.) They don’t have to do an Inn or a café. The proposed project is mixed use: 40 hotel rooms, residences, a café, and a pool. The pool will be available to the public and/or neighbors in some way. Is the pool big enough for exercise? There will be valet parking and parking will be all off street inside the complex.

The developer says there is less traffic from a hotel than a residential development. If the community wants a cafe, a parking variance would be necessary. The developer, like many citizens, is turned off by tourists on the Plaza; “it’s no longer for residents”; locals now go to Depot Hotel and pick their times to go through the Plaza to Peets.

An attender pointed out that this development will add to the perceived tourist problem and sense of loss of community by adding even more tourists with the new hotel and through the built-in vacation rentals. The developer was busted on that and couldn’t quite finesse a persuasive comeback. Built-in vacation rentals on the project’s homes’ garages will help owners pay for their houses. CCRs say owners will have to live there 80% of the time.

In terms of architecture, a “story is being told”, a bucolic, agrarian roots story. The new buildings will look like barns. Lots of visual, architectural terms were used; it’s about the “look”, appearance, “an esthetic”, a “farm motif”, “harmony”, “beautiful from an agrarian standpoint”. The story told is a big element of the developer’s style. The goal is to build it so you don’t know if it was built 200 years ago. 1st Street East by the project will undergo “beautification”. Ground crew for the Cloisters will maintain the street landscape in question, in perpetuity.

Large trees are projected to line the street. It should be noted by the Planning Commission that large trees are an existing problem for the city and the CSEC tree

committee; sidewalks buckle, people trip, people get sued, people want to cut the big trees down. Big trees near sidewalks in town are constantly under pressure to be cut down. Trees therefore would need to be setback away from potential sidewalk trouble.

Density is an issue for neighbors and the developer, to not have it be too dense or too massive looking; they all want less. The developer has already reduced the profile and feels he is at the point of diminishing returns economically if the project is shrunk any more. He is selling that it is less dense; it's greener; the neighbors want it even less dense than that. The developer does not prefer high density apartments; he sees hotels and Inns as good neighbors. Dense apartments are not good neighbors. The implication is that high density, lost cost housing would not be "responsible development". The developer sees the 1st Street East Vets parking lot as an "eyesore"; it is "managed poorly".

In aggregate, this all amounts to gentrification pressure on this neighborhood. The property values in the immediate area range from a balance between high (\$750,000) and low (\$259,000) value, with not much medium value. The median home sale price in Sonoma now is right around \$600,000.

Even though 3 stories is allowed, building height will be reduced in effect by a 20' set back. Neighbors brought up the issue of "mass", and "overimposing" structures Infill however, and higher density and mixed use is called for in city planning and this implies structural changes that no neighbors seem to want in their back yard. It appears important that a certain small town look be maintained. Thus we have conflicting priorities between residents and planners.

The neighbors et al initially gave the developer a lot of trouble; they came out swinging at him. He mostly kept his cool. Neighbors were concerned about noise, **height, setback**, density, too much **traffic**, too much on street **parking**, fire and pedestrian safety concerns, safety of Vintage House seniors, water supply, auto and leaf blower emissions; they want "responsible development". The meaning of "responsible development" will be interesting to pursue as this all unfolds. For neighbors this could simply mean they are heard and that a few changes are made based on their concerns. For others, *responsible* could invoke equity concerns, low-income housing, higher density etc. There always has to be a few catch-all weasel words in policy debates!

If the sense of these neighbors is a sign, there will never get to be high-density housing anywhere in Sonoma. They are resigned to some development here in this area but they don't want much. One neighbor said the developer has a "clever way of introducing what the city wants", the project is "presentable" but neighbors want it to be less of everything, less impact. In a straw poll, *no one wanted more units of a smaller size*. Mixed use apparently does allow for 20 units per acre, very small units.

The County gives a density bonus; makes a development more dense, get a 25% increase of units. Provisions for percentages of low, very low and senior units have to be met. Maybe the City can put something like this into action?

A hotel management person talked to neighbors to sweeten up the impression of how high dollar hotels treat neighbors. Hotels give the white glove treatment to all, neighbors included; good hotel owners want to be “responsible” neighbors themselves.

The developer mentioned that housing is “much needed”; that “change happens in a town”. 20% of units have to be affordable. The developer was “told by the city to solve the affordable housing issue”. The new homes will be an “incredible deal for owners”; they will go fast. He would be surprised if people at the meeting didn’t buy one. Houses will be @ \$600,000 but only if there will be a 40 room hotel, otherwise houses will be more expensive, like \$1,000,000. There comes a point, said the developer, where economically you can’t do it; the city wants fees, the city want this and that, an 20% affordable unit requirement; upshot: no hotel, \$600,000 house goes to a million and there will be higher density. The price of the *affordable* homes was not given, nor the basis for calculating what affordable means to him or the City.

Affordable is apparently the new top weasel word. Affordable to who and at how much? If \$600,000 is affordable, what is market rate? We have to figure the average income of Sonoma, and of the Valley and county and then see what affordable actually means compared to market rate.

The actual meaning of affordable is low-income and very-low-income. The County Development Commission’s take on *affordable*: “**Affordable** housing is a key issue in Sonoma County today. The Community Development Commission and other County departments operate a number of programs providing regulatory incentives and financing to promote and assist in the development and preservation of housing that is affordable, available and accessible to the County’s **low-income** residents.”

As we know, with the loss of jobs in the Great Recession, the middle class has shrunk to nothing, the average county rent is \$1500 a month and rising, the rental vacancy rate is 1.5%, rentals are being converted to vacation rentals further eroding housing stock, tenant/ mobile home tenants/ seniors are being turned out and even those at the Sonoma median income of \$64,000 cannot afford a house, or find an apartment. Sonoma real estate has experienced a 41% rise in value over the last five years. At the same time unincorporated county residents are projected to increase by 150,000 people in the next 25 years and greenbelt separators and UGBs will constrain housing opportunities for these people, making it more crucial for the City to pony up in more forceful ways on affordable housing. The income trend in Sonoma mirrors the difference between the 10% and the 90% in the country as a whole. This can be statistically corroborated. Yet the people who can afford the more expensive real estate want that type of real estate to be developed; there is a

strong market for it. Money talks. The socio-econ sensibilities of the 10% and above may not be tuned into the housing needs for everyone below.

If a diverse community is to be valued by the City in its plans for affordable housing, affordable must reflect real proportions of the economic spectrum. Is *affordable* measured by the number of possible buyers able to pay that price? Is it a reflection of proportional socio-econ spread in the community? I believe that we can realistically gloss “affordable” as low income and very low income.

The developer said this project does not have to happen. It is not incumbent on him and his associates to solve the affordable housing problem; it's his right to want the type of project he wants. The existing buildings on the property are making \$ now; if the developer can't do his project, he will sell it and it will be developed by someone else with perhaps less of an esthetic sensibility. This may be an avenue the Planning Commission can look towards, to try and get more affordable housing in this central, infill location.

I suggest one possibility, all 54 units allowed for be developed and that 20 be affordable, with ½ of those as low and very low income apartments. The project as it stands now appears to be designed for rich people from the foothills who want to move to town and be near their friends. It is clearly a high-end project that will not “solve the affordable housing problem” if *affordable* is to have any actual meaning.

Infill requires higher density, not less. Building heights need to go up to get the higher density. If the city is going to get boxed in by a UGB and greenbelt separators, how will it surmount an obvious NIMBY problem, that no one wants “irresponsible development” anywhere near them. Inclusion of affordable housing will affect property values, and residents will cry bloody murder. The upshot to business as usual: no actual affordable housing will be built inside or outside the City, if neighbors and residents have their way.

This leaves the City to structurally stand up for the creation of a diverse community by insisting on the actual building out of affordable housing, even if over the objections of people and neighbors who don't want *change* to accommodate a majority of citizens. Building this affordable housing stock will require higher density, greater height, more mass and more infill. These requirements go directly against what neighbors and developers want. Does the City have the stomach to plan for and fund what is obviously necessary?

This proposed project is already bordering a rich area of town. Façade is important here. The historical sense of a former genuine community can now be bought; it's the modern look of country aristocracy agrarian. If we want the look of history, where will the look of modern affordable housing be?

Practically speaking there is no way the developer or neighbors will go for actual affordable or low-income housing; that would be a poison pill. Therefore the City

could consider hitting the project up with major high impact fees to support low-income housing on less desirable or more “appropriate” parcels in town. The City/ Planning Commission should use what leverage it has to demand the type of housing be actually built that is called for by the Housing Element.

Overall, mixed use is good urban design. The rest of this area in question by 1st Street East is already developed with condos and apartments of different grades. The developer’s work and his own buildings do look good; his own house is nice; the compound there is well done; there is an attractive and esthetic use of materials. The developer has an esthetic agenda and wants a certain clean and managed tone to the neighborhood, i.e. gentrification pressure towards high end uses. The neighbors for their part are concerned about being overrun by higher intensity use but also that the neighborhood will keep a certain level of class. Too bad mixed use here cannot include the full 54 units and a decent amount of low and middle income housing to make it actual mixed use. A more inclusive view by the developer here might go a long way towards gaining overall community support.

The Planning Commission might consider requiring more mid and low income housing at higher density to force the issue of solving the affordable housing problem. It is up to the Planning Commission and the City then, to decide how many market rate luxury houses will be built before the capacity set aside for affordable will actually get built. The Cloisters is just a case in point to ask when these affordable housing issues will be solved?

Subject: STOP THE CLOISTERS!

Date: Friday, December 4, 2015 at 2:52:35 PM Pacific Standard Time

From: Stop The Cloisters

To: Stop The Cloisters

You may have heard about "The Cloisters Sonoma" - a major proposed mixed-use hotel development planned for 3.4 acres at 254 1st St. E. - stretching to 2nd St. E. (just northeast of our Historic Plaza, across from the Little League fields and directly north of the Vintage House). The developers are planning to build (numbers approximate):

- 45-Room Hotel
- 9 "Vacation Rental" homes
- 5 Townhomes
- 4 Studio & 1-Bd Apartments
- 3 Condominium units
- Private Pool Complex and Clubhouse (Membership Fee)
- Cafe/Restaurant/Commercial
- Three Story Buildings throughout, on 1st St. E. and 2nd St. E.

No, this isn't April Fool's Day. It's December 4th.

This project makes no sense in this quiet Sonoma neighborhood for many reasons, including land-use incompatibility (a large hotel and Sonoma's first from-scratch precedent-setting Vacation Rental development), the massive scale of the project (3-story buildings throughout), the intense density of the project, the potential traffic nightmare, and noise, parking, lighting, and long-term control issues. Major hotel projects like this are more compatible in commercial areas adjacent to main roads, not here. It's important that this site be developed in the best interests of Sonoma's residents, and not become just a playground for visitors.

A large number of Sonomans are coming together to help protect our Sonoma neighborhoods and stop "The Cloisters" project as proposed. We'll be joining with neighbors, neighborhood and community stakeholders, members of the historic preservation community and others to offer constructive recommendations in an effort to improve the project and make it appropriate for this special site.

If you agree, there's a lot you can do. Please forward this email and our website www.stopthecloisters.org to your friends and neighbors.

And join us at next week's:

Planning Commission Study Session

Thurs. Dec. 10, 2015, 6:30 PM

Community Meeting Room, 177 1st. St. West

It's important to let the Planning Commission know from the very beginning that this proposed project is the **WRONG** direction for Sonoma's neighborhoods and will negatively impact the quality of life for locals in favor of visitors. Sign up on our website for updates and action alerts. We'll consider appropriate next steps after the study session.

www.stopthecloisters.org

First Street East Project

The First Street East (FSE) project is a carefully designed **full-time** residential and multi-use development that will bring together single-family homes, a neighborhood café, a full-service public pool club, and a small residential-style Inn while making significant improvements to the streetscape of the neighborhood.

The project is being designed and managed by local residents Ed & Martina Routhier, who along with their three children, live directly across the street. The Routhiers are committed to making sure the project serves the community and is aesthetically complimentary to the surrounding architecture.

The buildings are tastefully designed to both blend nicely with the surroundings and enhance the street front and overall appeal of our neighborhood. The site design has been thoughtfully planned to increase the peace and quiet of the neighborhood, by focusing the multi-use aspects at the center and south end of the property.



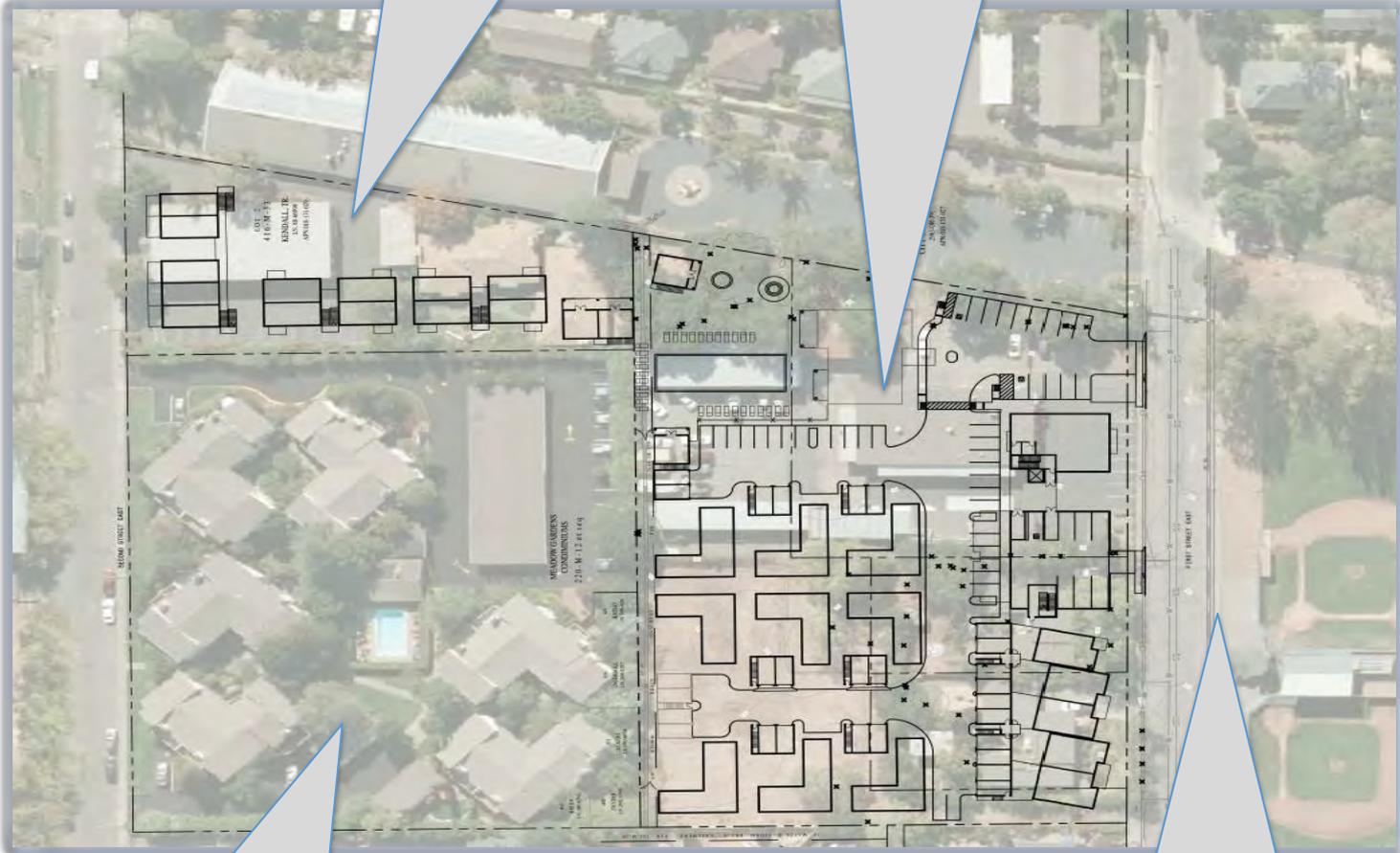
One of 9 Farm Houses

Contact:
JJ Abodeely
info@fseproject.com
(707) 509-0201

Site plan and some important facts to share

The design will reduce traffic flow and visibility of parking areas vs. current uses

Not just aesthetics: we will remove all of the hazardous chemicals currently found on the light industrial site



The design is less dense than neighboring developments leaving more green and open spaces

First Street East will transition from light industrial with asphalt and chain link fences, to a beautiful park like walkway

We've been listening to our neighbors

8,600 square feet of commercial space was originally proposed on the north side of the property along 1st Street East – listening to concerns from neighbors we moved the building south and reduced the commercial portion to 2,000 square feet.



Elements such as the pool and clubhouse were moved to a more central location of this 3.4-acre property. This better insulates these areas from the street front and our closest neighbors.

Beautification of First Street East

The beautification and improvement of our neighborhood sidewalks and street frontage, including enhancing pedestrian-friendly features, is a significant part of this project. The owners will work closely with County Parks Department, Sonoma Little League, and a Landscape Architect to design, plan, and install these improvements.



Architecture & design connected to our agricultural roots

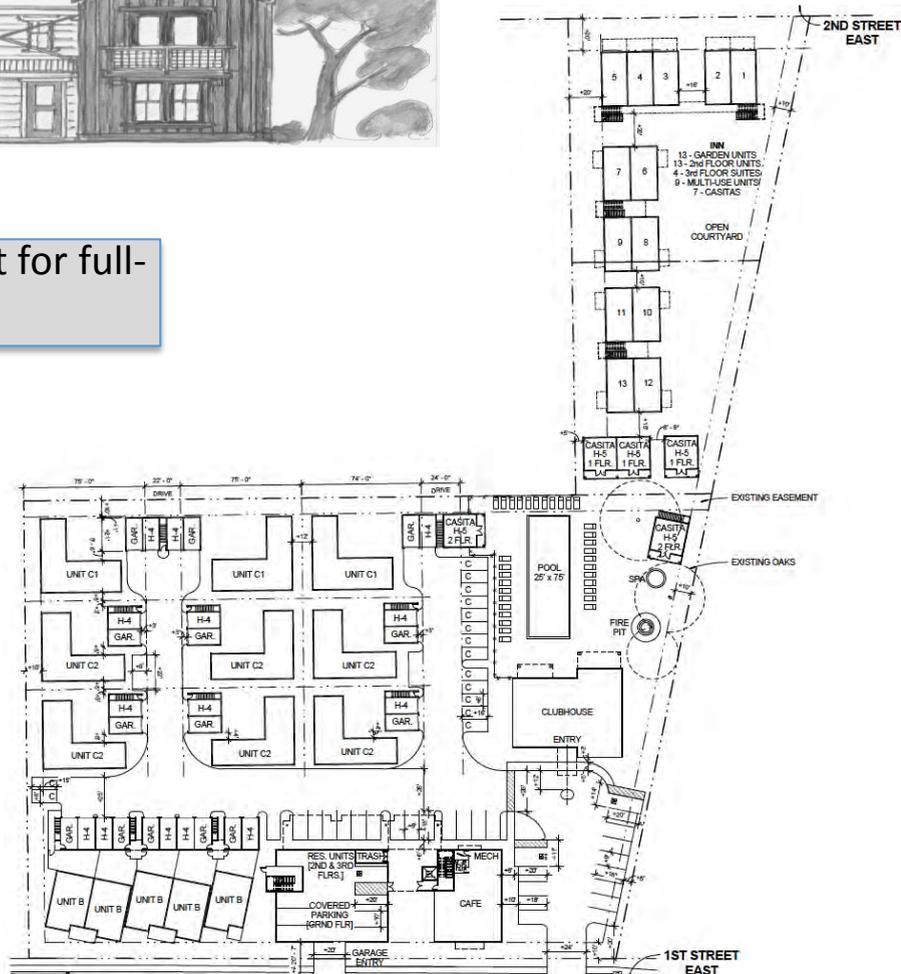
There are direct references to our agricultural roots in every new façade. Locally sourced, weathered, and repurposed natural materials will be used to connect the past with the present and soften the look and feel of the buildings.



A home sized for everyone; built for full-time residents

21 new homes across a variety of formats:

- Studio and 1 bedroom apartments
- 2 and 3 bedroom condominiums
- 2 bedroom townhomes with detached guest studios
- 3 bedroom single-family homes with detached guest houses
- 4 price-controlled units
- Owners must occupy their main residences and no short-term rentals



A paradigm shift in water conservation, by publicly sharing the resource

Water use and conservation are significant concerns for us all. We are the first Inn or Hotel in Sonoma to offer a shared pool for the public. We believe it is this type of sharing of water resources that truly delivers on a community wide effort to reduce our individual water footprint. Now homeowners can remove or abandon new pool projects and instead share a beautiful setting, and amazing facilities with each other while reducing our community's aggregate water usage.



A vast
improvement
over the current
asphalt
dominated
design

Gorgeous, warm architecture and design will replace cyclone fences, asphalt and industrial buildings.

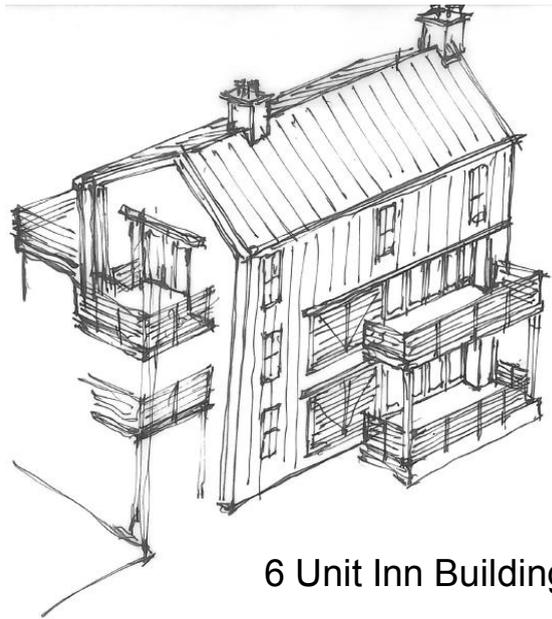
Fresh landscaping, new sidewalks, and burying of utility poles will create a park like setting on both sides of First Street East.



The Inn – unique in many ways

The Inn is designed to be a complimentary and judicious extension of our full-time residential community. The Inn units comprise **less than one-third of the total project square footage.**

It will share the same design as the residences. Residents, guests, and members will flow seamlessly between common spaces. From the street, the project will have an entirely residential feel, and only upon closer inspection will our public side be discovered.



6 Unit Inn Building

Walkways encourage foot, bike traffic equally on 2nd and 1st



View of Inn Courtyard looking west

“Martina and I, believe that MacArthur Place tells this story well, and we intend for the Inn to follow a similar architectural story line. When finished, we hope that locals and our guests will not be able to tell if the project was built yesterday or a 100 years ago.”

The Inn – is appropriately designed

The Inn is designed to be appropriate architecturally for the agrarian area, while ensuring that building mass, scale and form are compatible with neighborhood and town character.

Great effort was put into locating the Inn in a location that would have little to no light or noise impact on residential neighbors. One side of the Inn is the Vintage House, with its services driveway & trash containers adjacent to the proposed Inn location, the west side is open farmland, and the north side is abutted by the access driveway and parking of a condo complex, to the west is the pool and clubhouse. **NO residential buildings abut the Inn from any side.**

Top floor deck, reduces front façade height

Our front facade, is lower than adjacent buildings



Generous set backs, for added landscaping

Our new homes are Senior Friendly, with optional Income

The majority of all new residences have the master bedroom located on the first floor. As well as optional income potential via long-term rental of a detached second dwelling above the garage. This also adds to the potential rental housing stock in much needed small formats.

Homeowners will have available to them thru the inn management and HOA, a housecleaning service, landscape and maintenance, weekly trash removal and grocery shopping.

All of the service and design elements we are adding are focused on attracting active seniors including water aerobics and other fitness/wellness opportunities. Additionally, we have offered the sharing of these resources and opportunities with the Vintage House members.



Self contained, second unit, with private entrance, and garage



Main house is **Senior Living Designed**, with bottom floor master bedroom

Reduced Traffic and Congestion

Traffic in the neighborhood and congestion around the plaza are a concern for all of us. This project actually helps to reduce both. A preliminary traffic analysis suggests our proposed uses actually represent lower peak trip counts than the current uses which are light industrial and commercial. What's more, adding an Inn is a further reduction relative to all residential developments (about 30% less) in peak traffic and an even greater reduction in aggregate traffic due to seasonality.

FSE Project REDUCES peak AM traffic by 17 trips and REDUCES peak PM traffic by 35 trips

Peak hour trip generation analysis from Kimley-Horn using Sonoma County Guidelines for Traffic Studies

Table 1: Trip Generation

Land Use Description				Rates ¹			Trips		Weekday AM Peak Hour Trips			Weekday PM Peak Hour Trips		
Trip Generator	ITE Land Use Code	Quantity	Units	Daily	Weekday AM	Weekday PM	Weekday AM	Weekday PM	IN	/	OUT	IN	/	OUT
Current Use														
Single-Family Detached Housing	210	2	Dwelling Unit(s)	9.52	0.75	1.00	2	2	2	/	3	2	/	2
Residential Condominium/Townhouse	230	4	Dwelling Unit(s)	5.81	0.44	0.52	2	2	0	/	2	2	/	1
General Light Industrial (254 First St. E)	110	8.80	1,000 Sq Ft	6.97	0.92	0.97	6	6	5	/	1	1	/	5
General Office Building (254 1st St. E)	710	2.32	1,000 Sq Ft	11.03	1.56	1.49	4	4	3	/	1	1	/	3
General Office Building (281 2nd St. E)	710	2.40	1,000 Sq Ft	11.03	1.56	1.49	4	4	3	/	1	1	/	3
Fidelity Financial Services (285 2nd St. E) ²	-	2.40	1,000 Sq Ft	17.68	4.82	8.54	12	17	9	/	3	6	/	13
AM Taxi Service (Actual Taxi Shifts) ³	-	4.00	Taxi Drivers	-	3.50	-	14	-	7	/	0	0	/	0
PM Taxi Service (Actual Taxi Shifts) ³	-	10.00	Taxi Drivers	-	-	3.50	-	35	0	/	0	18	/	17
Internal Capture:				-	-	-	0	0	0	/	0	0	/	0
Net Total Trips:				-	-	-	44	70	28	/	16	27	/	43
Proposed Use														
Single-Family Detached Housing	210	0	Dwelling Unit(s)	9.52	0.75	1.00	7	0	2	/	5	0	/	3
Residential Condominium/Townhouse	230	5	Dwelling Unit(s)	5.81	0.44	0.52	2	3	0	/	2	2	/	1
Apartment	220	7	Dwelling Unit(s)	6.65	0.51	0.62	4	4	1	/	3	3	/	2
Resort Hotel ⁴	330	48	Room(s)	5.28	0.31	0.42	15	20	11	/	4	9	/	11
Subtotal Trips:				-	-	-	28	36	14	/	14	20	/	18
5% Reduction ⁵ :				-	-	-	-1	-1	0	/	-1	-1	/	0
Internal Capture ⁶ :				-	-	-	0	0	0	/	0	0	/	0
Trip Credit from Existing Uses:				-	-	-	-44	-70	-28	/	-16	-27	/	-43
Net Total Trips:				-	-	-	-17	-35	-14	/	-9	-9	/	-27
Optional Quality Restaurant	911	2,029	1,000 Sq Ft	89.95	0.81	7.49	2	15	2	/	0	10	/	5
Subtotal Trips:				-	-	-	30	31	18	/	14	30	/	21
5% Reduction ⁵ :				-	-	-	-1	-1	0	/	-1	-1	/	0
Internal Capture ⁶ :				-	-	-	0	-4	0	/	0	-2	/	-2
Trip Credit from Existing Uses:				-	-	-	-44	-70	-28	/	-16	-27	/	-43
Net Total Trips:				-	-	-	-15	-24	-12	/	-3	0	/	-24

1. Trip counts collected for Fidelity Financial Services building and provided by client. Daily trip rates prorated using General Office Building (ITE Code 710) land use.
 2. Trip generation determined based on actual taxi shifts occurring during AM and PM peaks and provided by the client. Daily rate determined based on AM and PM peak trips.
 3. Daily trip rates for Resort Hotels (ITE Code 330) were not surveyed by ITE. Resort Hotel daily trip rates prorated using Hotels (ITE Code 310) land use.
 4. Average Rates obtained from Institute of Transportation Engineers, Trip Generation Manual 9th Edition 2012, unless stated otherwise.
 5. Internal Capture methodology based on Institute of Transportation Engineers, Trip Generation Manual 9th Edition 2012.
 6. Vintage House Senior Center and 1st Street East & East Spain Street bus stops serving route 32 are located less than 1,000 feet from the project site. Therefore, the residential component of the proposed project is eligible for a maximum trip reduction of 5% at the discretion of Sonoma County.

A Neighborhood Café

As we considered the comments of friends and neighbors, we heard over and over how the Square has become a tourist-driven location and has lost some of its appeal and function for locals. We heard stories about how people miss their corner neighborhood café and how nice it would be to have more little gems around town, like Sonoma's Best, the Depot Hotel, or Fremont Diner. We need more destinations that break up the routine and are cherished by locals.

With this in mind we have set aside 2,000 ft. on First Street East, in the line of sight of the Bike Path, and with a beautiful southwest facing courtyard. We hope to put in a café in with fresh pastries, some light breakfast and lunch items with an emphasis on al fresco dining.

Restaurants have significant parking requirements under the code, and even though we see this as a café for locals where people can easily walk or ride from the bike path or the baseball fields, the planning commission will need to provide us a parking variance to allow for it. We are hopeful that our neighbors will see the value and support this modest request of a parking variance.

A place for neighbors to gather, catch up and sip a latte together



Why this location is Ideal.

There are very limited number of mixed use locations available in the City of Sonoma, and for that matter there is very little commercial or residential infill locations left. There a diverse set of needs that mixed use locations are uniquely qualified to solve.

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:

- √ Provide a mix of housing types affordable to all income levels...(HE Goal 1.0).
- √ Encourage diversity in the type, size, price and tenure of residential development in Sonoma, while maintaining quality of life (HE 1.1).
- √ Utilize inclusionary zoning as a tool to integrate affordable units within market rate developments, and increase the availability of affordable housing throughout the community (HE 1.6).
- √ Maintain and enhance the existing housing stock and ensure that new residential development is consistent with Sonoma's town character and neighborhood quality (HE Goal 3).
- √ Promote the use of sustainable construction techniques and environmentally sensitive design for all housing. (HE 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 multi-family development (LE 1.9).

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).

Community Benefits for the City of Sonoma

Positive Impacts:

- Adds 21 new homes to our community
- Includes four new affordable units
- Offers a variety of unit types and price points
- Offers up to 14 detached units only available for homeowner use or long-term rental
- Brings a much needed smart approach to water conservation
- Provides the community with a shared pool
- Increases the property tax base and creates a recurring revenue stream for the City's general fund
- Provides much needed school funding
- Removes hazardous materials from the neighborhood
- Reduces traffic and visible parking lots
- Beautifies First Street East
- Provides a much needed 'local café'

Transient Occupancy Tax (TOT) currently provides 21% of city's budget:

- Estimated \$600,000-700,00 in annual TOT from the Inn
- Estimated \$60,000-\$80,000 in annual sales tax
- Total tax contribution of \$800,000-\$1,000,000 represents over 5% of the city budget
- Tax contribution will replace up to 50% of the expected revenue loss from Measure J sales tax revenue in 2017

Property Taxes and Permit Fees:

- Permit fees help pay for key city services including a portion that goes straight to SVUSD- an estimated \$220,000+ for this project to the schools and another \$500,000+ for services
- As redevelopment funds wind down, 48% of new property taxes now go straight to SVUSD
- This development will likely generate over \$180,000 in revenue for the School District **every year**



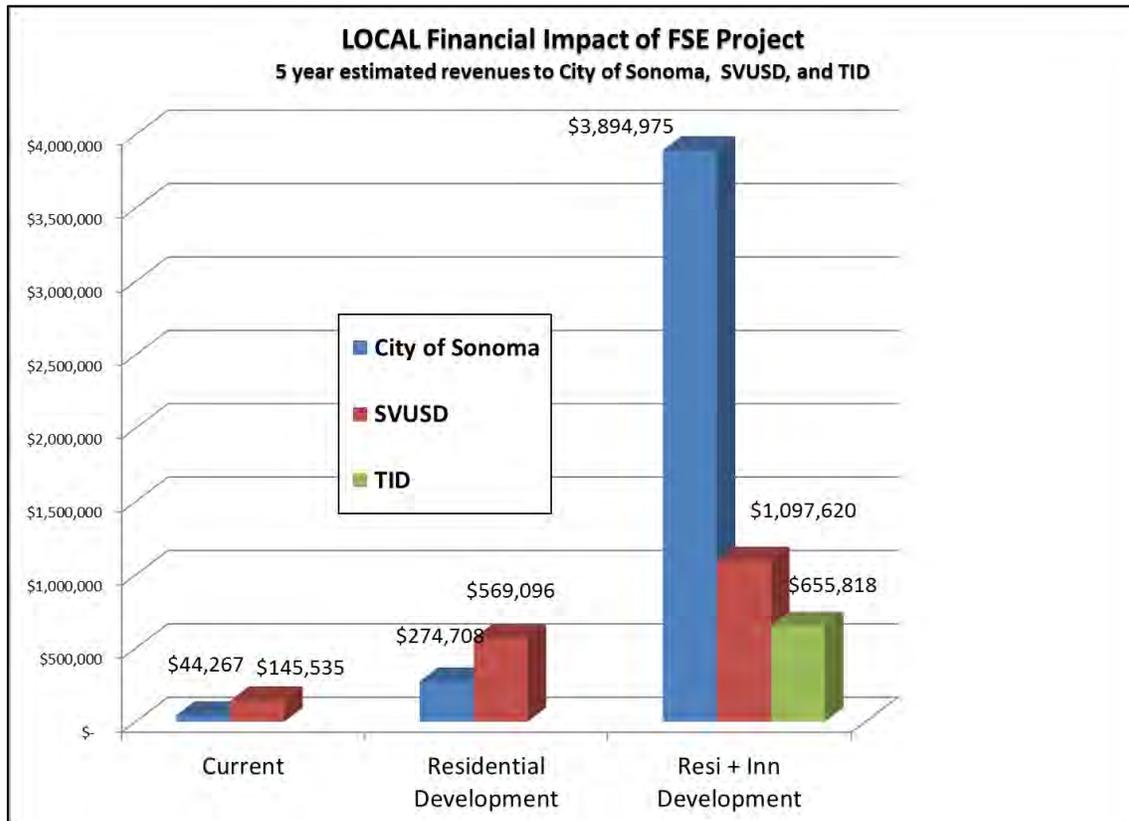
First Street East (FSE) Project Economic Impact Analysis

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 \$5.5mm in direct revenues to the city and its schools over 5 years, 90% 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							
Residential Property Taxes	\$ 24,054	\$ 24,776	\$ 25,519	\$ 26,285	\$ 27,073	\$ 127,708	2.8%
Inn Property Taxes	\$ 29,220	\$ 30,096	\$ 30,999	\$ 31,929	\$ 32,887	\$ 155,130	3.4%
Inn TOT/TID	\$ 709,560	\$ 761,309	\$ 797,191	\$ 821,106	\$ 845,740	\$ 3,934,906	86.5%
Sales Taxes	\$ 10,832	\$ 11,157	\$ 12,667	\$ 13,017	\$ 13,376	\$ 61,048	1.3%
Permits/Fees	\$ 272,000					\$ 272,000	6.0%
Total	\$ 1,045,665	\$ 827,339	\$ 866,376	\$ 892,337	\$ 919,075	\$ 4,550,792	
SVUSD							
Residential	\$ 228,317	\$ 81,455	\$ 83,899	\$ 86,416	\$ 89,008	\$ 569,096	
Inn	\$ 114,570	\$ 98,946	\$ 101,914	\$ 104,972	\$ 108,121	\$ 528,524	
Total	\$ 342,888	\$ 180,401	\$ 185,813	\$ 191,388	\$ 197,129	\$ 1,097,620	

Total Impact	Year 1	Year 2	Year 3	Year 4	Year 5	5 year Total	% of Total
Residential Property Taxes	\$ 164,756	\$ 169,698	\$ 174,789	\$ 180,033	\$ 185,434	\$ 874,711	12.1%
Inn Property Taxes	\$ 200,134	\$ 206,138	\$ 212,322	\$ 218,691	\$ 225,252	\$ 1,062,537	14.7%
Inn TOT/TID	\$ 709,560	\$ 761,309	\$ 797,191	\$ 821,106	\$ 845,740	\$ 3,934,906	54.6%
Sales Taxes	\$ 61,379	\$ 63,225	\$ 71,781	\$ 73,761	\$ 75,796	\$ 345,941	4.8%
Permits/Fees	\$ 994,051					\$ 994,051	13.8%
Total	\$ 2,129,879	\$ 1,200,370	\$ 1,256,083	\$ 1,293,591	\$ 1,332,221	\$ 7,212,146	
Tourism Multiplier Effect							
Inn	\$ 13,336,551	\$ 14,247,017	\$ 15,050,364	\$ 15,497,753	\$ 15,958,482	\$ 74,090,167	
Total	\$ 15,466,430	\$ 15,447,388	\$ 16,306,447	\$ 16,791,345	\$ 17,290,703	\$ 81,302,313	

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 \$200,000 in property taxes every year, with over \$96,000 going to the school district and over \$28,000 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 \$600,000 and \$700,000 in annual TOT plus another \$115,000-\$140,000 for the Tourism Improvement District (TID). This hospitality component **is projected to provide \$4.5 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 \$80 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 21 new homes to our community, including four new affordable units, across a variety of unit types such as studios to 3 bedroom units, designed to accommodate a wide range of homeowners. 14 optional second dwelling units further enhance the potential long-term **housing stock to 35**. 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, 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 \$164,000 in property taxes every year, with over \$80,000 going to Sonoma's school district and over \$24,000 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 \$150,000 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 \$145,000.

In Summary

In-fill, mixed-use designated sites represent an opportunity not to be squandered. **The FSE project will generate over \$4.5mm in direct revenues to the city over 5 years, and an additional \$1.1mm in direct school revenue, 90% 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 less tourist 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, that 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 \$250/night for 3 nights to stay at one of Sonoma's hotels is equivalent to \$5,000 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 most of that 5%.

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.

PLANNED DEVELOPMENT - PROJECT SUMMARY for PROJECT ADVISORY COMMITTEE MEETING on 1/21/2016 and Planning Commission Study Session on 1/28/2016

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 (60% of total square footage): 21 Units (Residential) + 14 Optional Second Dwelling Units; for a total of up to 35 new units, providing 62 new bedrooms
COMMERCIAL (7% of total): 1 Café + 2/3rd of Clubhouse
INN (33% of total): 49 bedrooms spread across 4 buildings + 3 casitas

Floor Area Ratio 0.57 (MX maximum allowed= 0.60)

Site Coverage 33.9% for Structures; 52.5% including Pavement (MX maximum allowed= 60%), by using the full 36' height allowance for a few dwellings, project is able to maximize housing, and provide greater open space and community areas.

Building Heights

BUILDING	MAXIMUM HEIGHT	HEIGHT AT STREET FRONTAGE (if applicable)
A, J, H	36' - 0"	27' - 6", 22'-0"
B, C, D, F	27' - 0"	27'
E	30' - 0"	
G	17' - 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 neighborhood style café, 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.

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. All street frontage heights are at 27.5' or less with maximum internal building heights at or below 36'. 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 removing from our original submittal:

- the residential rental management program,
- adding driveway and handicap parking access on 2nd St. East,
- increasing set backs and
- significantly reducing the heights and scale of the buildings.

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 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 7,000 sf at a height of 31', a carport and parking area (59% site coverage, significantly 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. 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 45,081 square feet across 21 new residential units (up to 35 if one includes the 14 optional second dwellings) 4 of which are rent/price-controlled, across a diversity of formats serving a diversity of household types:

- studio and 1-bedroom apartments (4)
- 2 and 3-bedroom apartment or condos (3)
- 2 bedroom townhomes with optional detached second dwelling units (5)
- 3-bedroom single family homes with optional detached second dwelling units studios (9)
- A total of up to 62 new bedrooms

We are primarily designing and marketing the residential units **for active seniors**. 16 of the 21 (76%) 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.

The 14 detached second dwelling studios will be built above the detached garages at the option of the buyer. None will be available for short-term rental and will potentially increase the availability of long-term rentals at low price points.

All for-sale units are at 30' or less in height, with the frontage height at 27'6" or less. The mixed use Building A which contains 33% of the residences, features a primary façade/frontage height of just 27'6", shorter than many nearby buildings. It is broken into two buildings at the ground floor, to break up front massing, and we've added substantial setbacks from the curb ranging from 20' to 35'. 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. As such it is designed appropriately compared to existing buildings in the area and fits well with the character of the surrounding buildings.

The Inn

The inn provides a unique opportunity to provide a mix of uses while maintaining the residential feel of the development. The 49 units are spread out, to reduce massing between 4 buildings and 3 casitas, the square footage used for the Inn accounts 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, 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:

- 1,305 sf Casita type G with 17' max height, no street frontage
- 882sf 2-story Casitas type F with 27' max height, no street frontage (2)
- Building type H with 36' max height, no street frontage, less than 2800sf foot print, 15' side setbacks (2)
- Building type J with 22' street frontage, 36' max height, 2,810 sf foot print, 20' front setback (building massing will be broken up with drive/walkway pass through at ground level)
- 9x 543sf units on 2nd floor of Mixed-Use building A

All guests will arrive to the inn via the entrance on 1st St. E. The arrival/check-in process will happen in the Clubhouse/Lobby Building E (max height 30'). **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, and free electric/bike-cart shuttles, will minimize parking and congestion impact on the neighborhood and the plaza.

Commercial

A 2,130 sf space fronting First St. E as the first floor, southerly portion of Mixed Use Building A is being designed to accommodate a 112 seat indoor and outdoor bistro/café.

A small portion of the Clubhouse/Lobby Building E in addition to the pool and surrounding areas will be made available to non-residents and non-guests who live nearby via a limited number of memberships.

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 in the Mixed Use Building where a common trash enclosure will be used.

Environmental

Phase 1 and 2 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 132 required stalls. With a variance of just 20%, the new total required stalls of 106 will essentially be served by the 105 provided stalls. Importantly, all inn guest and resident parking will happen on-site and the variance is only requested to accommodate the neighborhood café/bistro.

Traffic

A preliminary traffic and trip generation analysis has been done by Kimley-Horn and Associates. Key findings include:

- AM peak hour trips will be reduced by -15
- PM peak hour trips will be reduced by -24

Additional information will be shared at a future date.

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. 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
- 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 \$7.2 million in direct revenues to local taxing authorities in the first 5 years
- over \$4.5 million in direct revenues to the City of Sonoma in the first 5 years
- nearly \$1.1 million in direct contributions to the Sonoma Valley Unified School District in the first 5 years
- 85% of these revenues are attributed to the proposed inn use
- Estimated economic multiplier effect from the proposed inn use of \$81.3 million over the first 5 years

PRELIMINARY

BUILDING HEIGHT

1ST STREET EAST DEVELOPMENT, SONOMA, CA
AXIA ARCHITECTS 01.08.2016

BUILDING	TYPE	MAXIMUM HEIGHT	HEIGHT AT PUBLIC STREET FRONTAGE
A	Commercial, Residential & Inn	36' - 0"	27' - 6"
B	Residential	27' - 0"	27' - 0"
C	Residential	27' - 0"	N/A
D	Residential	27' - 0"	N/A
E	Commercial	30' - 0"	N/A
F	Inn	27' - 0"	N/A
G	Inn	17' - 0"	N/A
H	Inn	36' - 0"	N/A
J	Inn	36' - 0"	22' - 0"

1ST STREET EAST DEVELOPMENT

UNIT TABULATION - PRELIMINARY PROGRESS SET

01.12.2015 [Based on Conceptual Site Plan, Floor Plans & Elevation Package - 01.12.2016]

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
5%	1	A-2-2	1 Bedroom, 1 Bath (Affordable) **	680	680
5%	1	A-2-3	1 Bedroom, 1 Bath (Affordable) **	686	686
5%	1	A-2-4	1 Bedroom, 1 Bath (Affordable) **	668	668
5%	1	A-2-5	Studio (Affordable) **	480	480
5%	1	A-3-1	2 Bedroom, 2.5 Bath **	1712	1712
5%	1	A-3-2	2 Bedroom, 2.5 Bath **	1833	1833
5%	1	A-3-3	3 Bedroom, 3.5 Bath **	2706	2706
24%	5	B-1	2 Bedroom , 2.5 Baths	1710	8550
			Second Dwelling Unit*	458	2290
			2-Car Garage	458	2290
14%	3	C-1	3 Bedroom, 3.5 Bath	2522	7566
			Second Dwelling Unit*	530	1590
			2-Car Garage	530	1590
29%	6	D-1	3 Bedroom, 3.5 Bath	2190	13140
			Second Dwelling Unit*	530	3180
			2-Car Garage	530	3180
INN ROOMS					
	9	A-2-1	Inn - Suite **	543	4887
	2	F-1-1	Casita - 1st Floor	441	882
	2	F-2-2	Casita - 2nd Floor	441	882
	3	G-1-1	Casita - 1st Floor	435	1305
	8	H-1-1	Inn - 1st Floor Garden	537	4296
	8	H-2-1	Inn - 2nd Floor	537	4296
	4	H-3-2	Inn - Suite - 3rd Floor	1074	4296
	5	J-1-1	Inn - 1st Floor	562	2810
	5	J-2-1	Inn - 2nd Floor	562	2810
	2	J-3-2	Inn - Suite - 3rd Floor	910	1820
	1	J-3-3	Inn - 3rd Floor	440	440
COMMERCIAL SPACE					
		A-1-1	Commercial - Mixed Use Building **		2130
		E-1	Club Hse - Inn Check-in and Offices		2000
		E-1	Club House - 1st Floor		1328
		E-1	Club House - 2nd Floor		2631

* The Owner of each unit will have the option as to whether to construct a Second Dwelling Unit.

** Interior, enclosed common corridors, stairs, elevators and parking area are not included in Building A square footage.

TOTAL RESIDENTIAL SQUARE FOOTAGE (ex Garages)

21 (62)

45,081

TOTAL INN SQUARE FOOTAGE

7 (49)

30,724

TOTAL COMMERCIAL SQUARE FOOTAGE

6,089

TOTAL PROJECT SQUARE FOOTAGE (ex GARAGES)

81,894

UNITS (BEDROOMS) TOTAL:

1ST STREET EAST DEVELOPMENT
REQUIRED PARKING

	# OF UNITS	UNIT TYPE	# OF STALLS REQ'D	#/Unit	TOTAL STALLS
RESIDENTIAL					
	5	B-1	1.5/Unit	1.5	7.5
	5		Second Dwelling Unit	1	5
	3	C-1	1/Unit	1	3
	3		Second Dwelling Unit	1	3
	6	D-1	1/Unit	1	6
	6		Second Dwelling Unit	1	6
	1	A-2-2	1.5/Unit	1.5	1.5
	1	A-2-3	1.5/Unit	1.5	1.5
	1	A-2-4	1.5/Unit	1.5	1.5
	1	A-2-5	1.5/Unit	1.5	1.5
	1	A-3-1	1.5/Unit	1.5	1.5
	1	A-3-2	1.5/Unit	1.5	1.5
	1	A-3-3	1.5/Unit	1.5	1.5
		Guest Stalls for Residential @ 25% of Res. Req'd			10.3
INN					
	9	A-2-1		1	9
	2	F-1-1		1	2
	2	F-2-2		1	2
	3	G-1-1		1	3
	8	H-1-1		1	8
	8	H-2-1		1	8
	4	H-3-2		1	4
	5	J-1-1		1	5
	5	J-2-1		1	5
	2	J-3-2		1	2
	1	J-3-3		1	1
	8		Inn Staff - 1/every 2 staff	0.5	4
	112	Seats - Café	1 Stall per 4 seats		28

Total Required Stalls	132
Request a Variance of *	20%
If Variance is Granted, New Total Required Stalls	106

Total Parking in Current Design Concept

Covered*	43
Open	46
On Street	16

Total Parking Provided 105

* Note: Covered spaces include 7 auto lifts inside mixed use Building A.

PRELIMINARY

FLOOR AREA RATIO

1ST STREET EAST DEVELOPMENT, SONOMA, CA
 AXIA ARCHITECTS 01.08.2016

BUILDING	USE	TOTAL BUILDING FLOOR AREA GSF
A	Indoor Parking, Commercial, Inn & Residential	22,752
B	Residential & Garage Parking	8,840
C	Residential & Garage Parking	7,956
D	Residential & Garage Parking	13,920
E	Commercial & Inn	5,964
F	Inn	1,764
G	Inn	1,311
H	Inn	12,888
J	Inn	8,175

TOTAL APPROXIMATE FLOOR AREA GROSS SQUARE FOOTAGE	83,570
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 [MX ZONE - 0.60 ALLOWED]	0.56

Notes:
 For unit breakdown refer to Unit Tabulation.

SITE COVERAGE for BUILDINGS ONLY

1ST STREET EAST DEVELOPMENT, SONOMA, CA

AXIA ARCHITECTS 01.08.2016

# OF UNITS	BUILDING	AMENITIES	SITE AREA GSF	SITE AREA TOTAL GSF
1	A	Commercial, Residential & Inn	9,517	9,517
5	B	Residential	1,399	6,995
3	C	Residential	1,967	5,901
6	D	Residential	1,909	11,454
1	E	Commercial & Inn	3,985	3,985
2	F	Inn	622	1,244
1	G	Inn	1,623	1,623
2	H	Inn	2,791	5,582
1	J	Inn	4,088	4,088

TOTAL APPROX. SITE AREA COVERED BY STRUCTURES (GSF) 50,389

TOTAL GSF AREA OF LOTS 148,465

PERCENTAGE OF TOTAL SITE COVERAGE FOR BUILDINGS ONLY 33.94%

Notes:

Unit composition and square footage are approximate.

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

FSE Project Impact on and Commitment to Sonoma Little League

As the owners and developers of the properties immediately across the street from Hughes and Teeter baseball fields, we are fully committed to enhancing and ensuring the long-term future of youth baseball on First Street East.

Maintaining the vibrancy of Little League and improving the facilities there is essential to us as parents, youth sports coaches, neighbors and developers. The project's impact on Little League must be and will be positive.

Our commitment to Little League has three prongs:

1. Near-term and Long-term Upgrades
2. Ongoing Maintenance Assistance
3. Long-term Protection

Near-term and Long-term Upgrades

Upon approval, we will work with the City of Sonoma, Sonoma County, and the Little League to plant trees and design and build other landscaping between the fence and the sidewalk. This will be done solely at our expense. Preliminary designs are attached.

Additionally, we will work with the Little League to launch, and we will participate in, a Capital Campaign to make other long-term upgrades to the facilities, including new fencing, spectator benches, new dugouts, and upgraded concession and bathroom facility, among other things.

Collectively, these upgrades will reduce any negative impact the current usage has on neighbors by dampening noise and fly ball risk while at the same time creating a more beautiful park-like atmosphere for kids and parents.

Sonoma Little League will be a substantial beneficiary of our investment in Sonoma.

Ongoing Maintenance Assistance

As we know, youth sports organizations are often strapped for financial and volunteer resources. Fortunately for Sonoma Little League, with a full-service inn and residential development across the street, we will have a full-time landscaping and maintenance crew that we are offering to take care of all maintenance of the fields and surrounding landscaping. Our financial support will start from the time the initial plantings are done even prior to our own crew being established. This commitment will be contractual with the HOA and the Inn and will convey with any ownership changes.

Long-term Protections/ Right to Play

We will put in place restrictions that prohibit the HOA or the Inn from taking any action adverse to Little League's current usage of the fields including, but not limited to, hours of operation, days of usage, months of usage, noise, etc. We will record a "right to play" covenant against the property, similar to the "right to farm" ordinance establishing that Little League's operation of the ball fields shall not constitute a nuisance if it is conducted in accordance with applicable laws and regulations. All potential buyers and the Inn operator will be required to acknowledge the covenant. This is a time-tested approach for protecting agricultural operations and will ensure our kids and families will enjoy Hughes and Teeter fields for generations to come.

In Summary

FSE Project is an in-fill mixed-use development designed to get people out of their cars, walking and interacting with the town around them. You'll see this in our designs (www.fseproject.com). We consider Hughes and Teeter Fields as a greenbelt neighborhood feature that we have designed to take advantage of. We cherish it as a community asset and an enhancement to the neighborhood. If prospective buyers don't like the commitment and support our development is making to Little League via our long-term agreements, they won't buy. We are not worried about someone else taking their place. To our buyers, Hughes and Teeter will be an asset-- a protected greenbelt enjoyed by kids and families.

Lastly, we also get to choose our inn operator and can come up with ways to make sure the inn is a major supporter of little league just like other locally-owned hotels are major supporters of schools, non-profits, and youth sports.

Table 1: Trip Generation

Land Use Description				Rates ⁴			Trips		Weekday AM Peak Hour Trips			Weekday PM Peak Hour Trips		
Trip Generator	ITE Land Use Code	Quantity	Units	Daily	Weekday AM	Weekday PM	Weekday AM	Weekday PM	IN	/	OUT	IN	/	OUT
Current Use														
Single-Family Detached Housing	210	2	Dwelling Unit(s)	9.52	0.75	1.00	2	2	1	/	1	1	/	1
Residential Condominium/Townhouse	230	4	Dwelling Unit(s)	5.81	0.44	0.52	2	2	0	/	2	1	/	1
General Light Industrial (254 First St. E)	110	6.60	1,000 Sq Ft	6.97	0.92	0.97	6	6	5	/	1	1	/	5
General Office Building (254 1st St. E)	710	2.10	1,000 Sq Ft	11.03	1.56	1.49	4	4	3	/	1	1	/	3
General Office Building (281 2nd St. E)	710	2.40	1,000 Sq Ft	11.03	1.56	1.49	4	4	3	/	1	1	/	3
Fidelity Financial Services (285 2nd St. E) ¹	-	2.60	1,000 Sq Ft	37.64	4.62	6.54	12	17	9	/	3	4	/	13
AM Taxi Service (Actual Taxi Shifts) ²	-	4.00	Taxi Drivers	8.00	3.50	-	14	-	7	/	7	0	/	0
PM Taxi Service (Actual Taxi Shifts) ²	-	10.00	Taxi Drivers		-	3.50	-	35	0	/	0	18	/	17
<i>Internal Capture:</i>				-	-	-	0	0	0	/	0	0	/	0
Net Total Trips:				-	-	-	44	70	28	/	16	27	/	43
Proposed Use														
Single-Family Detached Housing	210	9	Dwelling Unit(s)	9.52	0.75	1.00	7	9	2	/	5	6	/	3
Residential Condominium/Townhouse	230	5	Dwelling Unit(s)	5.81	0.44	0.52	2	3	0	/	2	2	/	1
Apartment	220	7	Dwelling Unit(s)	6.65	0.51	0.62	4	4	1	/	3	3	/	1
Resort Hotel ³	330	48	Room(s)	5.28	0.31	0.42	15	20	11	/	4	9	/	11
<i>Subtotal Trips:</i>				-	-	-	28	36	14	/	14	20	/	16
<i>5% Reduction⁶:</i>				-	-	-	-1	-1	0	/	-1	-1	/	0
<i>Internal Capture⁵:</i>				-	-	-	0	0	0	/	0	0	/	0
<i>Trip Credit from Existing Uses:</i>				-	-	-	-44	-70	-28	/	-16	-27	/	-43
Net Total Trips:				-	-	-	-17	-35	-14	/	-3	-8	/	-27
Optional Quality Restaurant	931	2.029	1,000 Sq Ft	89.95	0.81	7.49	2	15	2	/	0	10	/	5
<i>Subtotal Trips:</i>				-	-	-	30	51	16	/	14	30	/	21
<i>5% Reduction⁶:</i>				-	-	-	-1	-1	0	/	-1	-1	/	0
<i>Internal Capture⁵:</i>				-	-	-	0	-4	0	/	0	-2	/	-2
<i>Trip Credit from Existing Uses:</i>				-	-	-	-44	-70	-28	/	-16	-27	/	-43
Net Total Trips:				-	-	-	-15	-24	-12	/	-3	0	/	-24

1. Trip counts collected for Fidelity Financial Services building and provided by client. Daily trip rates prorated using General Office Building (ITE Code 710) land use.

2. Trip generation determined based on actual taxi shifts occurring during AM and PM peaks and provided by the client. Daily rate determined based on AM and PM peak trips.

3. Daily trip rates for Resort Hotels (ITE Code 330) were not surveyed by ITE. Resort Hotel daily trip rates prorated using Hotels (ITE Code 310) land use.

4. Average Rates obtained from *Institute of Transportation Engineers, Trip Generation Manual 9th Edition 2012*, unless stated otherwise.

5. Internal Capture methodology based on *Institute of Transportation Engineers, Trip Generation Manual 9th Edition 2012*.

6. Vintage House Senior Center and 1st Street East & East Spain Street bus stops serving route 32 are located less than 1,000 feet from the project site. Therefore, the residential component of the proposed project is eligible for a maximum trip reduction of 5% at the discretion of Sonoma County.

ATTN: David Goodison

Community Outreach Meeting – FSE Development

On December 3rd, approximately 30 neighbors, many members of the Sonoma North of the Mission Neighborhood Association, gathered at the home of the Routhiers to discuss the proposed development on First and Second St. E. While many independent and varied views and concerns were shared, there were a few key takeaways. The neighbors concerns centered around four issues:

- **Parking:** Would there be a negative impact on the neighborhood or a shortage of street parking?
- **Traffic:** Would this project increase traffic flow and if so, to what parts of the neighborhood, and by how much?
- **Building Height:** Where are the largest 3 story elements of this project and what are the effects on A) residents impacted directly by that height by way of diminished light or privacy and B) the impact on the overall feel of the neighborhood.
- **Use:** Questions about the inn, the pool club, the rental management program, and the cafe.

While many neighbors came in with concerns about the Inn component, a discussion about the actual operations and impact of the use as designed was very helpful. In many ways, people came to see that an Inn, with fluctuating occupancy throughout the week and throughout the year, coupled with the tendency for guests to make limited trips into/out of the inn and the presence of 24/7 professional management, makes for a pretty good neighbor. When a raise of hands was called for who absolutely would NOT support an inn, 4 of the 30 neighbors raised their hand.

The rental management program (RMP) also generated lots of questions and it was helpful for the neighbors to hear about how it would be managed to require full time residency by the homeowners. Requiring owners to occupy their main units 75%+ of the time and limiting any short term rentals on the property to those managed professionally by the Inn.

The pool club concept generated mixed feelings. Some thought simply that since they have their own pools they don't need it, while others shared an interest in joining and using the amenities. Others thought it would have an additional traffic impact. When a raise of hands was called for who absolutely would NOT support a pool club, 4 of the 25 neighbors raised their hand, mostly the same individuals who would not support an Inn.

The cafe component was generally positive, with several thinking it was a nice amenity, but a minority expressing concerns that it would not get used and become vacant or conversely, that it might pull tourists off the square. When a raise of hands was called for who absolutely would NOT support a cafe and the parking variance it would require, 4 of the 25 neighbors raised their hand.

The beautification of the portion of First St. East in front of the development, and potentially on the baseball field side, was warmly received.

When asked if they would prefer to see denser development such as apartments, no one supported this idea.

People were pleased to have the opportunity to be engaged on the project by their own neighbors, and commented that it is rare for this type of proactive developer & neighbor interaction to happen. And seemed to appreciate that the Routhiers are trying to do something appropriate and respectful of the area and are open to comment and suggestions. All parties assume further details will be flushed out through additional engagement.

Educational Opportunity for City Staff:

Many of the concerns of the neighbors centered around typical aspects of a mixed use development with respect to density and height. This may be due to the fact that there are few other MU properties/developments in the Northeast district. While the applicants did their best to explain the MU designation that the city had given the properties and what that entitled any current or future land owner to put on the property, it would be helpful

for City staff to share the details and reasoning of the designation. Similarly, it would be helpful for the City to share its obligations to provide new housing opportunities through the development code. Other mixed use developments intermixed with residential areas, for example along First St. W, or near Palou St. and Hwy 12, might be a helpful example of how a MU development compares in scale and scope to its residential surroundings. In short, while a mixed use development should complement nearby residential scope, features, and use, it should not be limited to them.

In total, it was a good meeting and an opportunity for neighbors to meet and share concerns. A further meeting and property walk with official representatives of the neighborhood association is scheduled for Monday.

Respectfully Submitted,

Ed Routhier
Caymus Capital

Reviewed by
Sam Taylor
Sonoma North of the Mission Neighborhood Association

I found it to be generally accurate...to the extent that you can generalize the feelings of 30 people, some of whom came in cold and some who came in hot!

I could pick nits here and there but they've been pointed out somewhat in Fred Allebach's submission. I don't know Fred other than he is a frequent meeting attendee. He doesn't have a residence in the Neighborhood to my knowledge, but clearly has had more time than I've had the last few days.

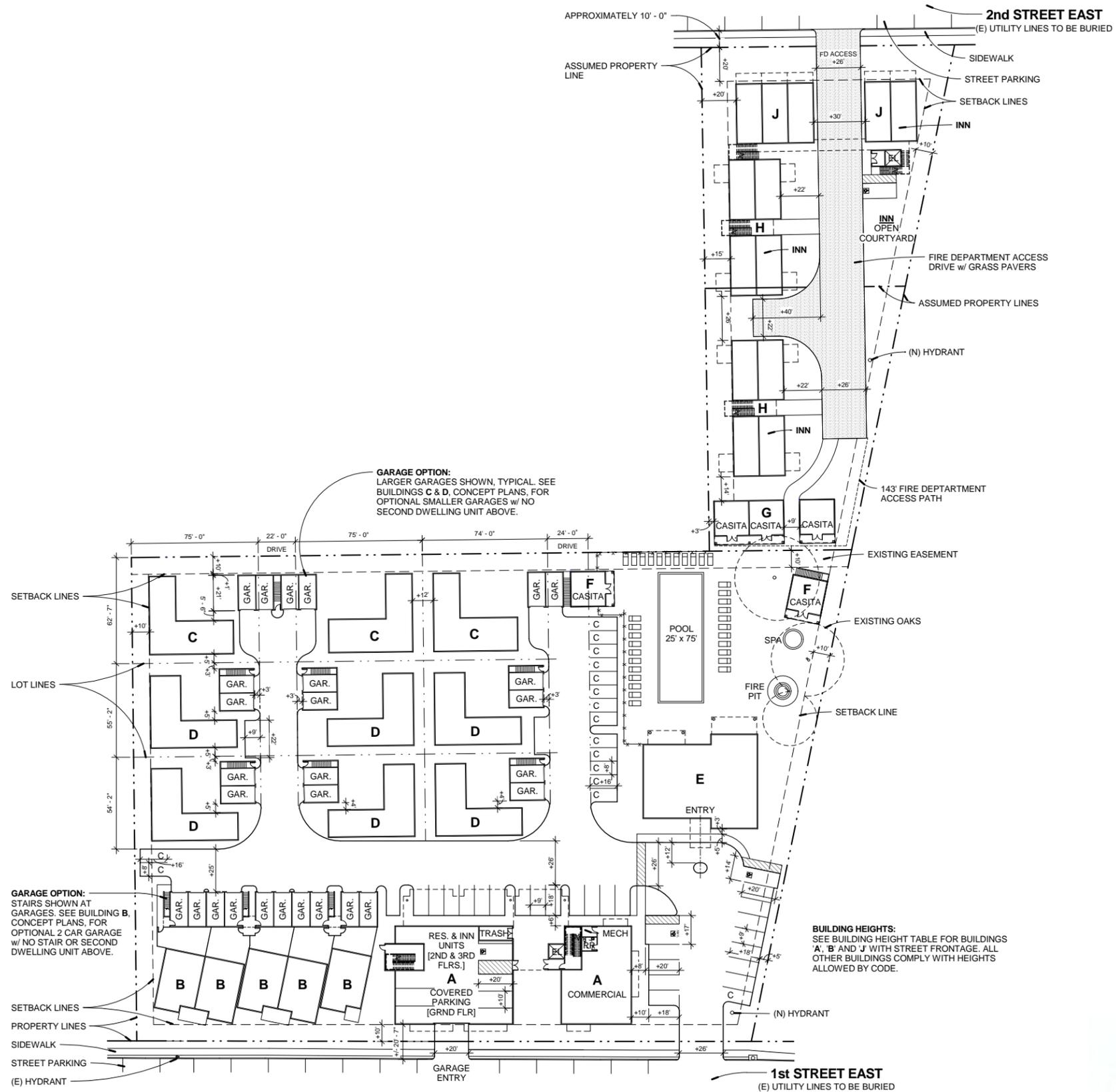
Getting to the heart of some of the important metrics on this project will be useful and crucial...the actual heights, the actual human footprint, the actual projected traffic count, and so forth. For example, I've now read the "packet" and some of the things I saw there don't quite jibe with what I've heard before.

If you append these comments for the record, please do so in their entirety. I'm copying two of our board members for their files.

PS,

I received good feedback on the walk from yesterday. That's a good group of us to do it with; they're bright folks.

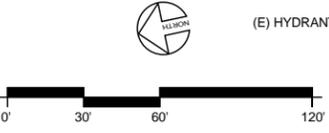
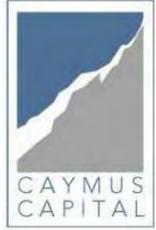
Thanks,



GARAGE OPTION:
LARGER GARAGES SHOWN, TYPICAL. SEE BUILDINGS C & D, CONCEPT PLANS, FOR OPTIONAL SMALLER GARAGES w/ NO SECOND DWELLING UNIT ABOVE.

GARAGE OPTION:
STAIRS SHOWN AT GARAGES. SEE BUILDING B, CONCEPT PLANS, FOR OPTIONAL 2 CAR GARAGE w/ NO STAIR OR SECOND DWELLING UNIT ABOVE.

BUILDING HEIGHTS:
SEE BUILDING HEIGHT TABLE FOR BUILDINGS 'A', 'B' AND 'J' WITH STREET FRONTAGE. ALL OTHER BUILDINGS COMPLY WITH HEIGHTS ALLOWED BY CODE.



CONCEPT SITE PLAN

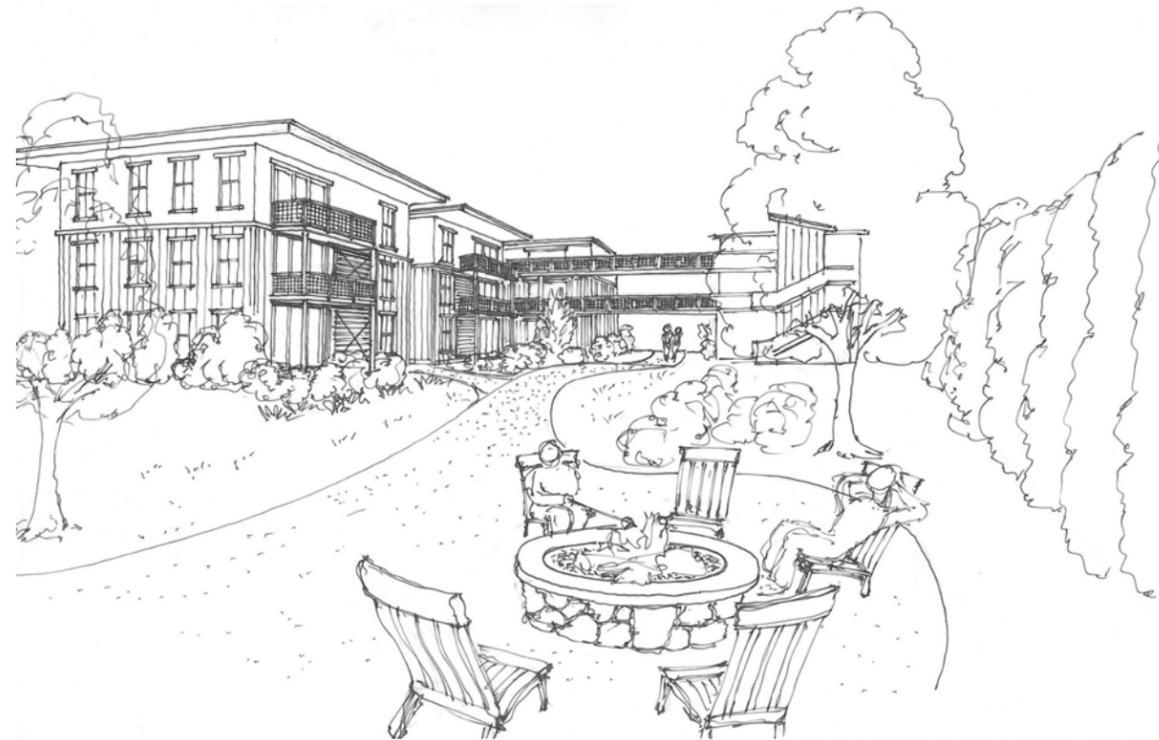
1st STREET EAST SONOMA, CALIFORNIA



01.08.2016



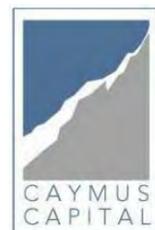
1st STREET EAST VIEW - SOUTH



INN COURTYARD VIEW - EAST



2nd STREET EAST VIEW - SOUTH



1st STREET EAST

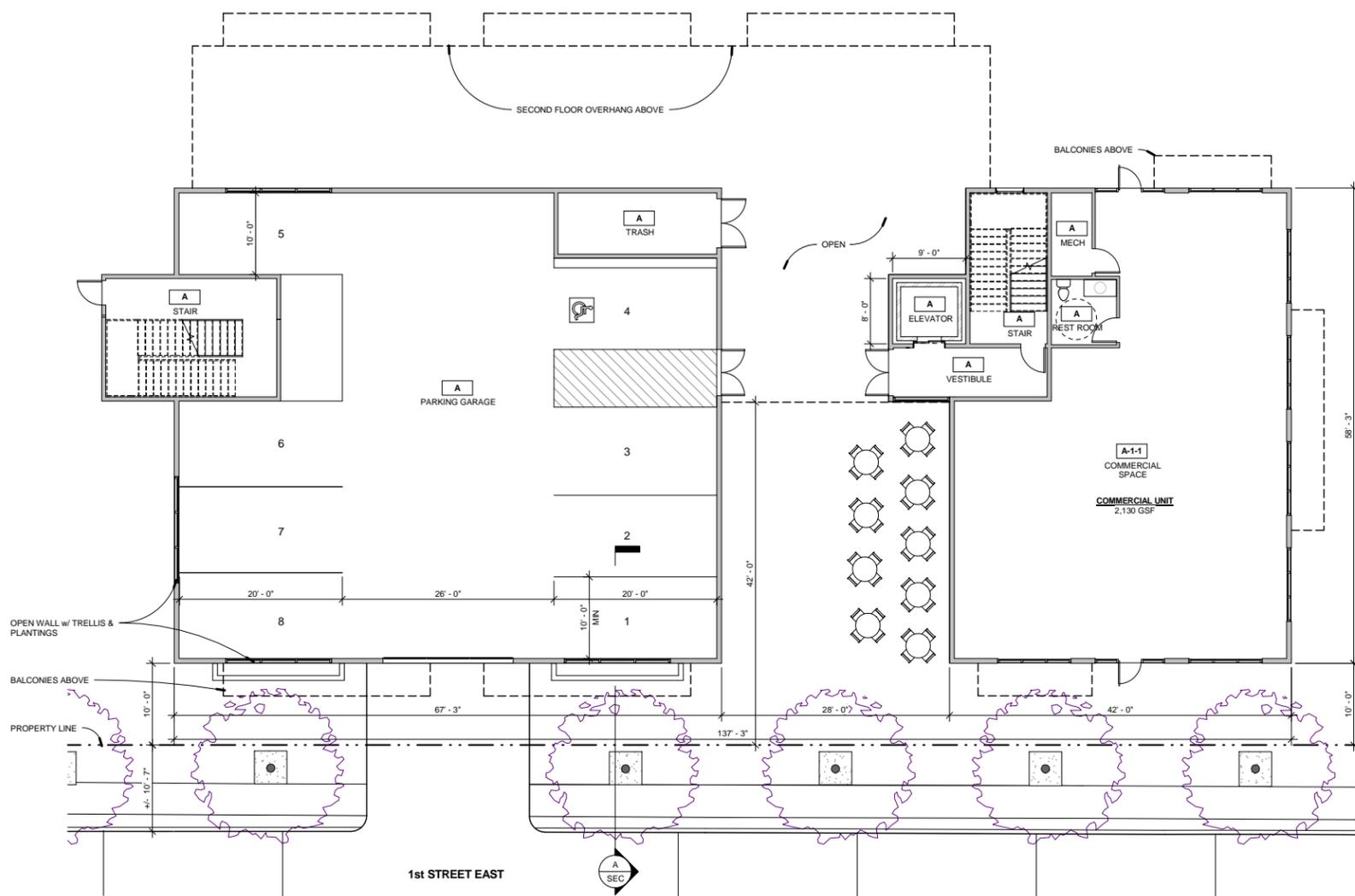
RESIDENTIAL, COMMERCIAL & INN

STREET & COURTYARD VIEWS

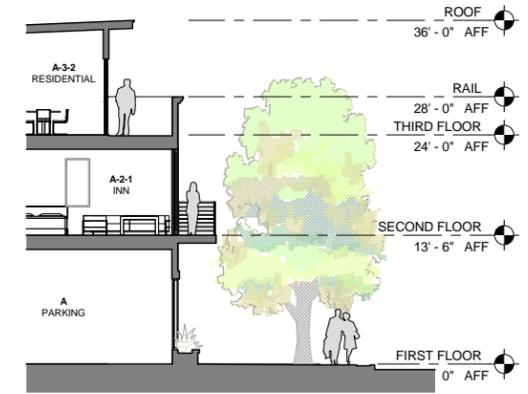
SONOMA, CALIFORNIA



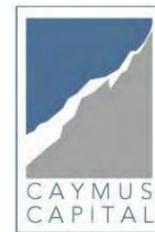
01.08.2016



BUILDING A - GROUND FLOOR PLAN
1/8" = 1'-0"



BUILDING A - SECTION
1/8" = 1'-0"



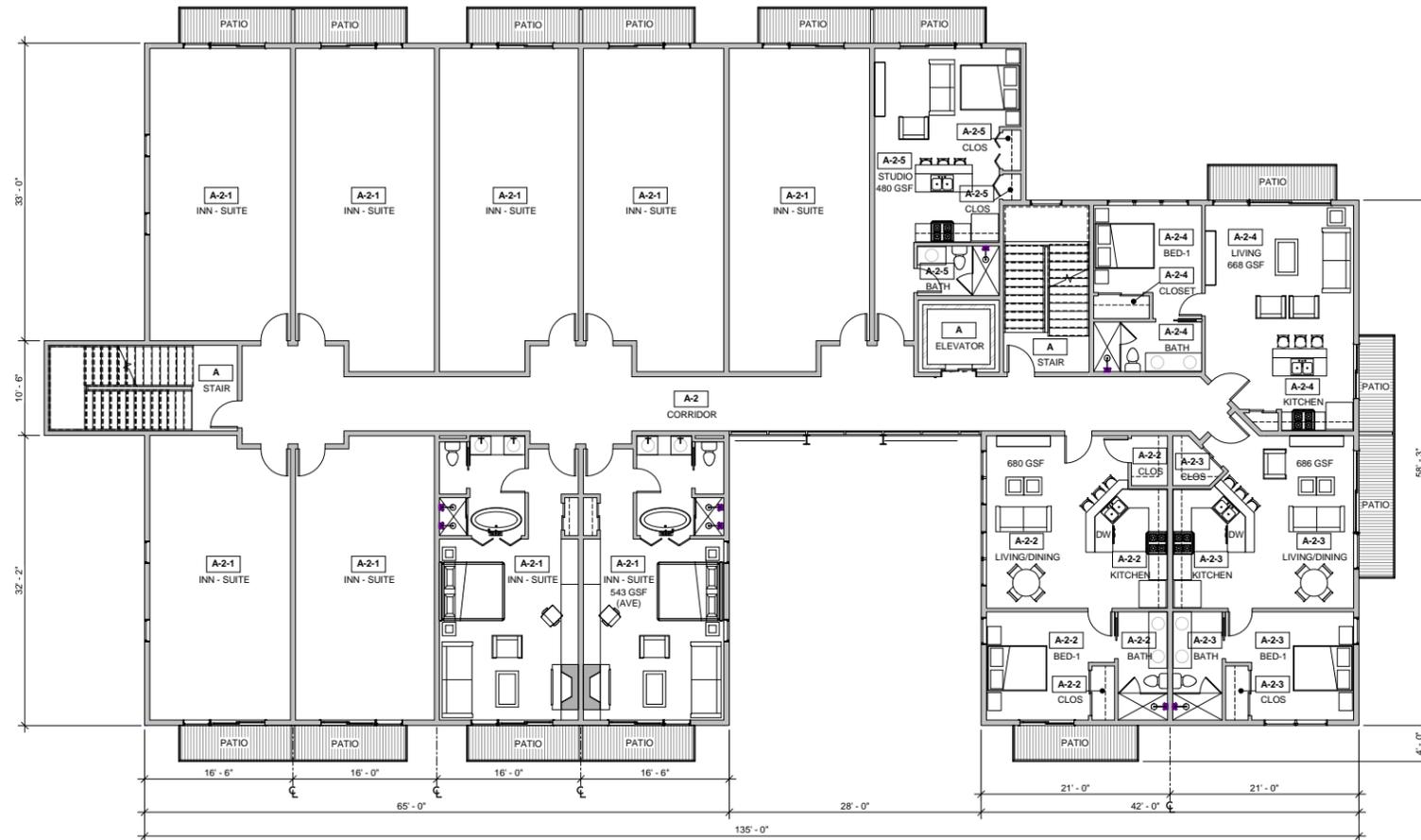
1st STREET EAST

BUILDING A - MULTI-USE - RESIDENTIAL PARKING & COMMERCIAL

CONCEPT - GROUND FLOOR PLAN & SECTION

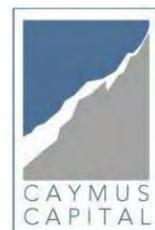
SONOMA, CALIFORNIA





BUILDING A - SECOND FLOOR PLAN

1/8" = 1'-0"



1st STREET EAST

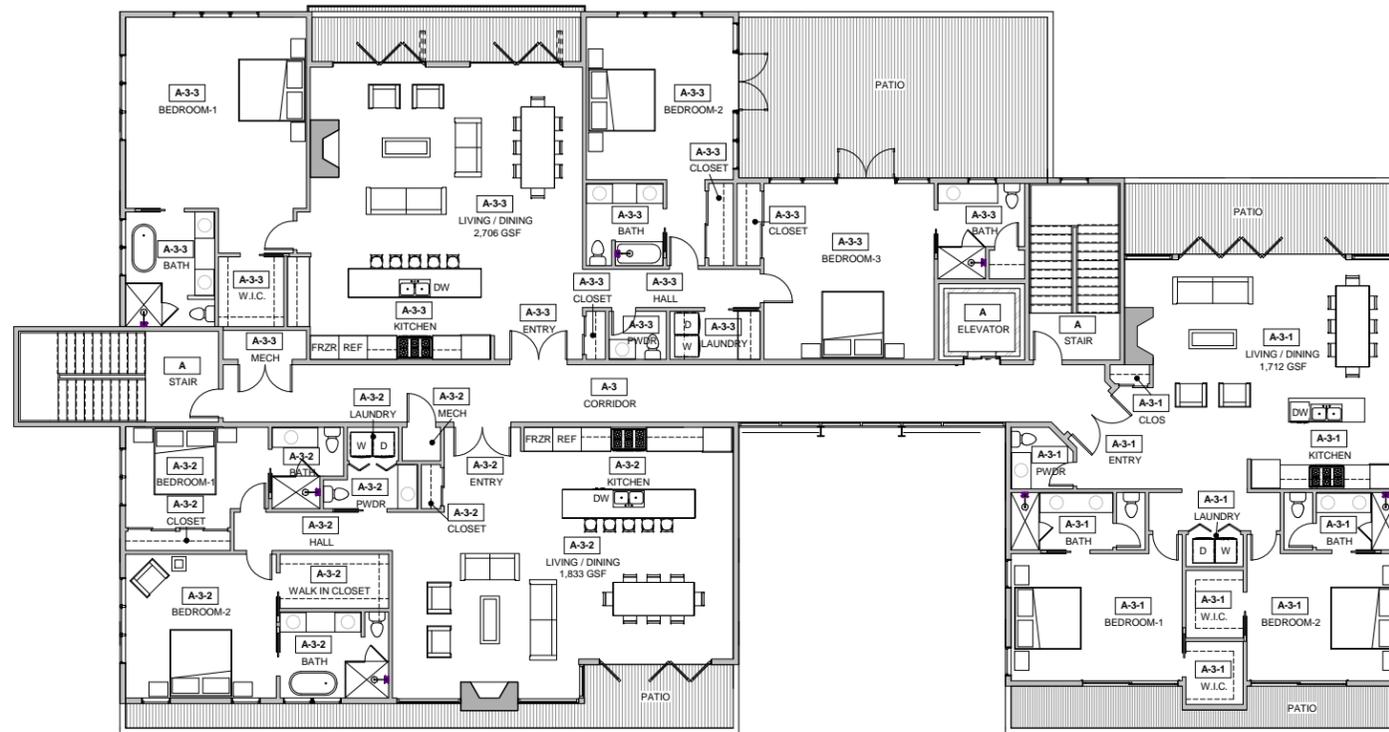
BUILDING A - MULTI-USE - RESIDENTIAL & INN

CONCEPT - SECOND FLOOR PLAN

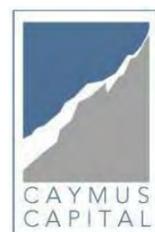
SONOMA, CALIFORNIA



01.08.2016



BUILDING A - THIRD FLOOR PLAN
 1/8" = 1'-0"



1st STREET EAST

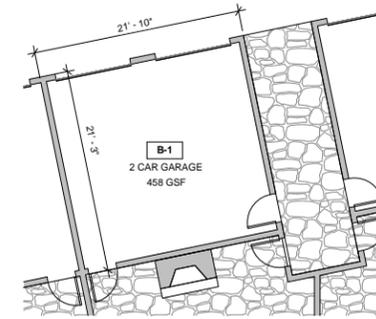
BUILDING A - MULTI-USE - RESIDENTIAL

CONCEPT - THIRD FLOOR

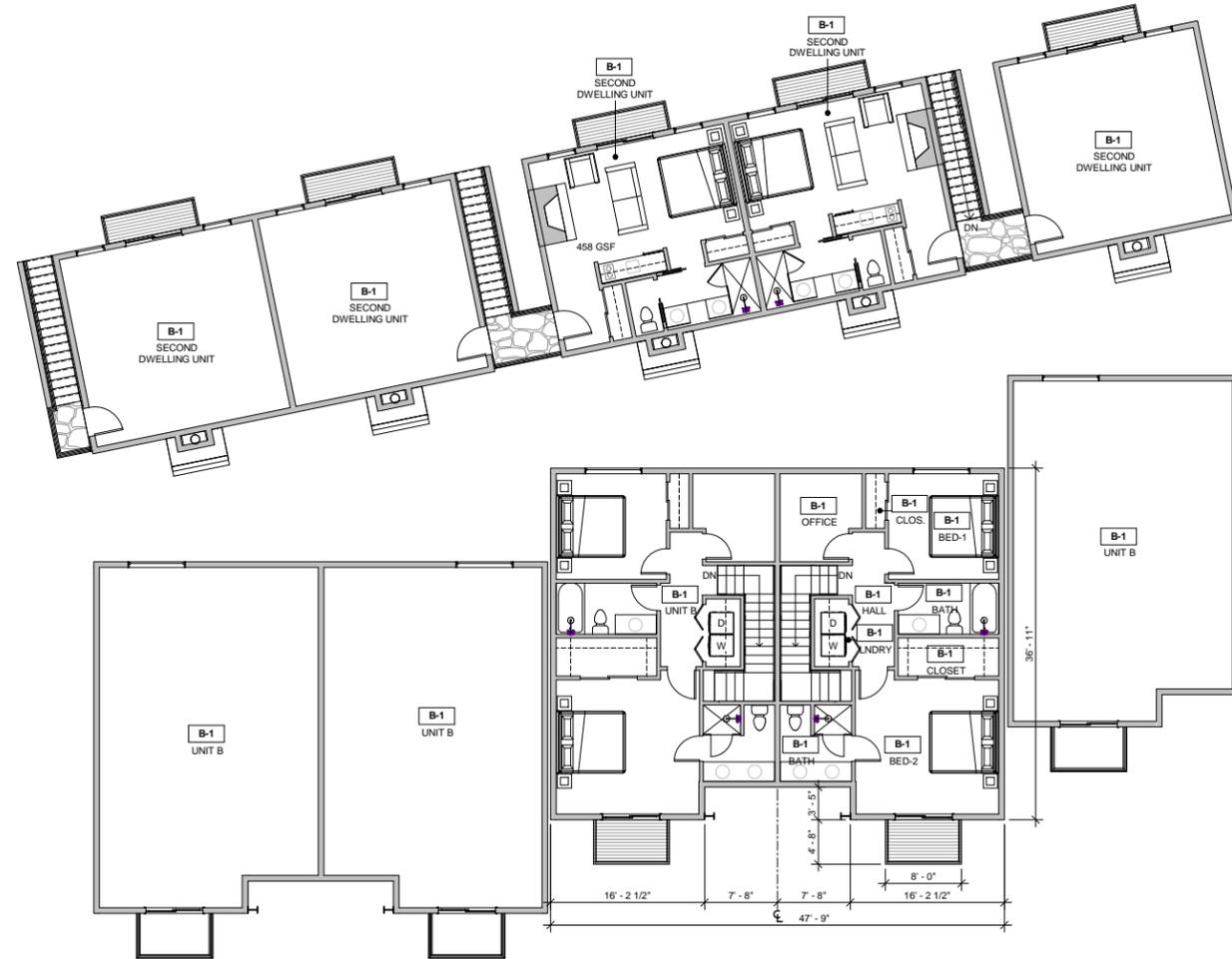
SONOMA, CALIFORNIA



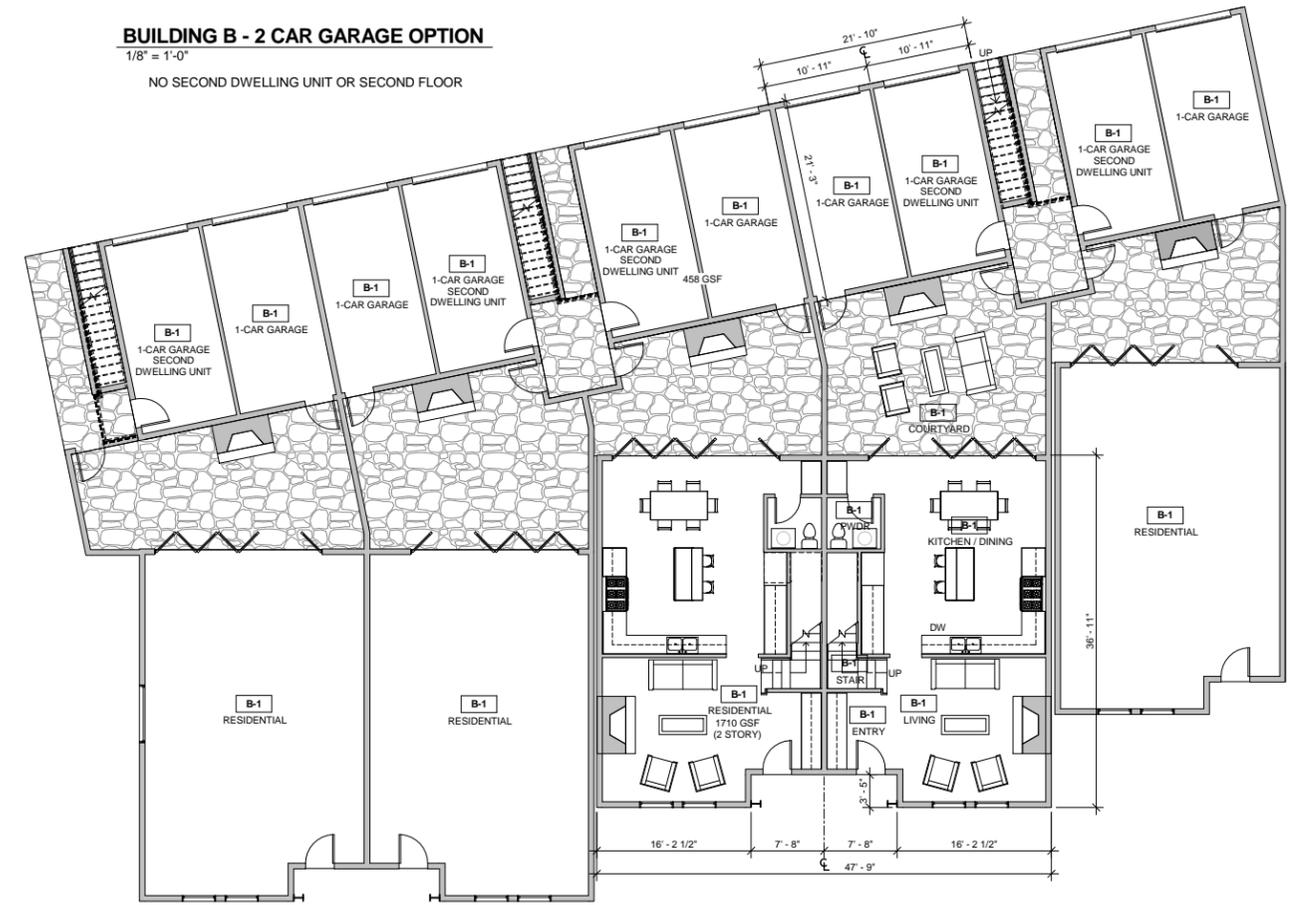
01.08.2016



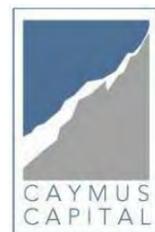
BUILDING B - 2 CAR GARAGE OPTION
 1/8" = 1'-0"
 NO SECOND DWELLING UNIT OR SECOND FLOOR



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



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



1st STREET EAST

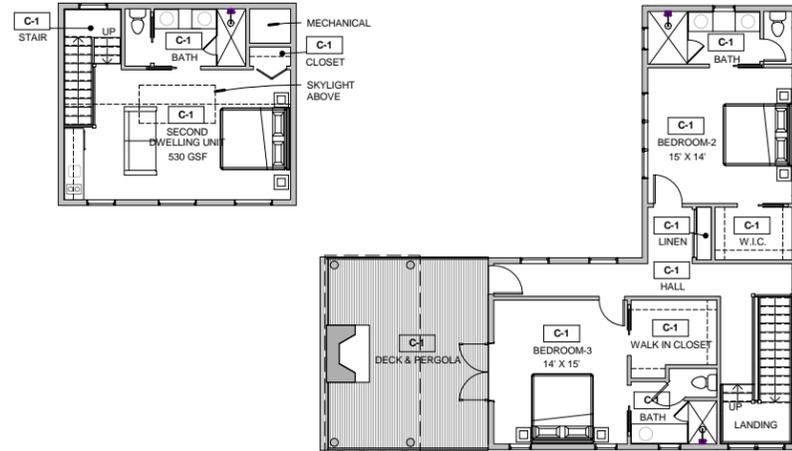
BUILDING B - RESIDENTIAL w/ SECOND DWELLING UNIT

CONCEPT - FLOOR PLANS

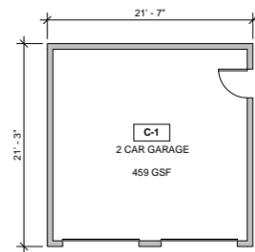
SONOMA, CALIFORNIA



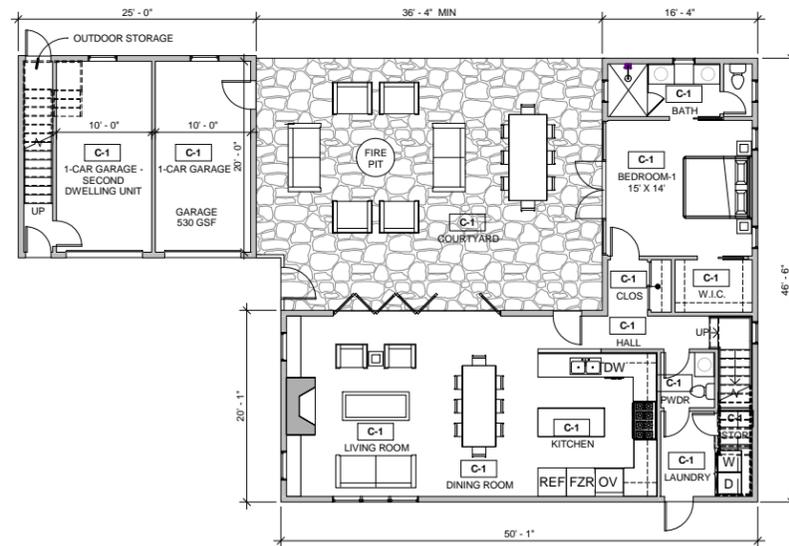
01.08.2016



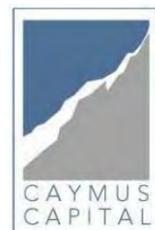
BUILDING C - SECOND FLOOR PLAN
1/8" = 1'-0"



BUILDING C - 2 CAR GARAGE OPTION
1/8" = 1'-0"
NO SECOND DWELLING UNIT OR SECOND FLOOR

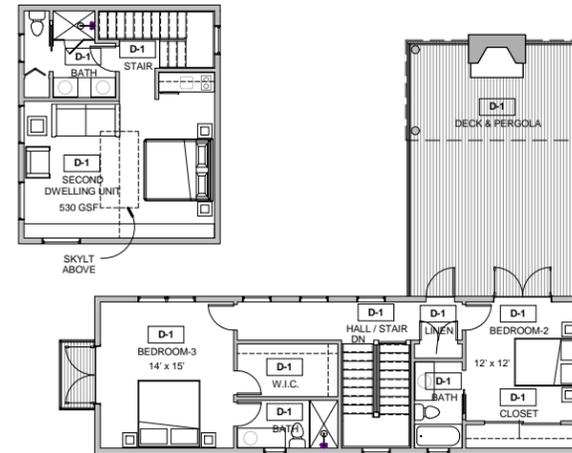


BUILDING C - FIRST FLOOR PLAN
1/8" = 1'-0" 2522 GSF TOTAL

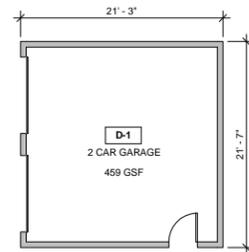


1st STREET EAST
BUILDING C - RESIDENTIAL w/ SECOND DWELLING UNIT
CONCEPT - FLOOR PLANS SONOMA, CALIFORNIA

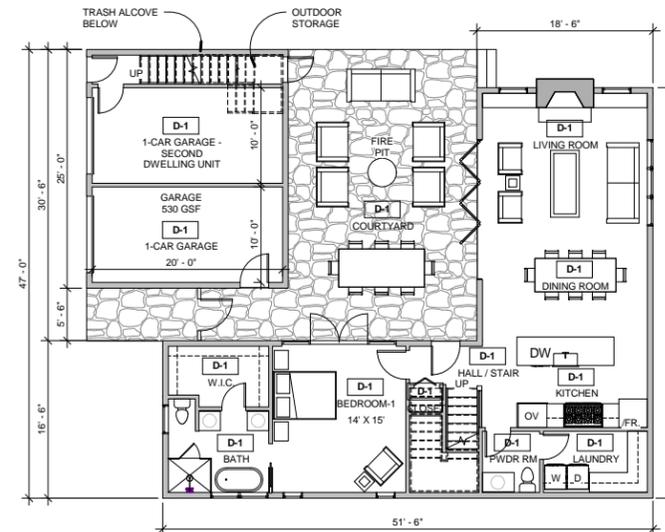




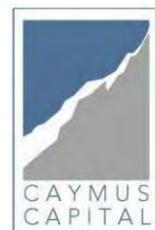
BUILDING D - SECOND FLOOR PLAN
1/8" = 1'-0"



BUILDING D - 2 CAR GARAGE OPTION
1/8" = 1'-0"
NO SECOND DWELLING UNIT OR SECOND FLOOR

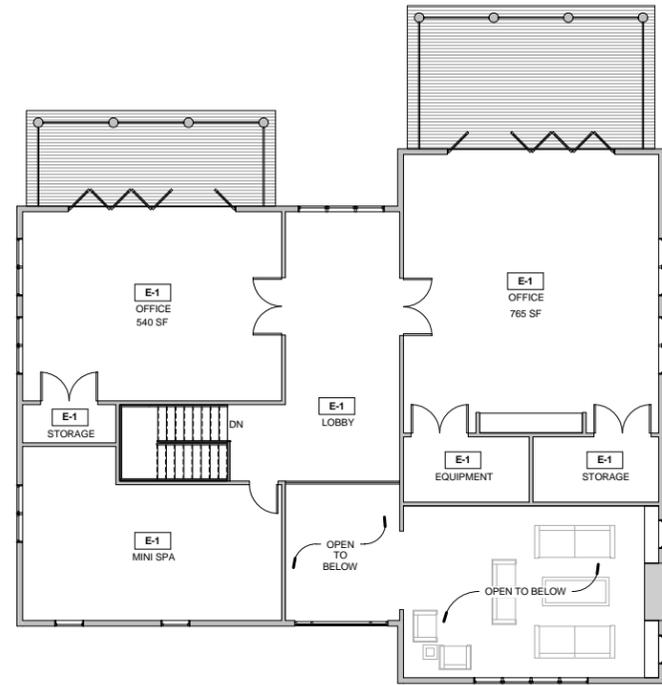


BUILDING D - FIRST FLOOR PLAN
1/8" = 1'-0" 2190 GSF TOTAL



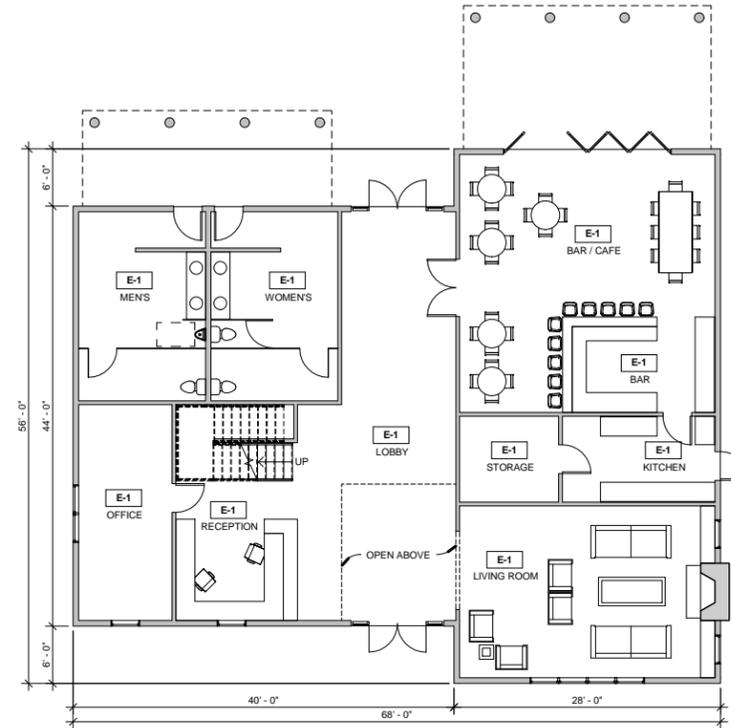
1st STREET EAST
BUILDING D - RESIDENTIAL w/ SECOND DWELLING UNIT
CONCEPT - FLOOR PLANS
SONOMA, CALIFORNIA





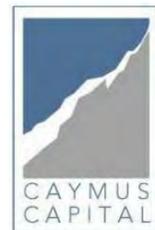
BUILDING E - SECOND FLOOR PLAN
1/8" = 1'-0"

2631 GSF



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

3328 GSF TOTAL GROUND FLOOR



1st STREET EAST

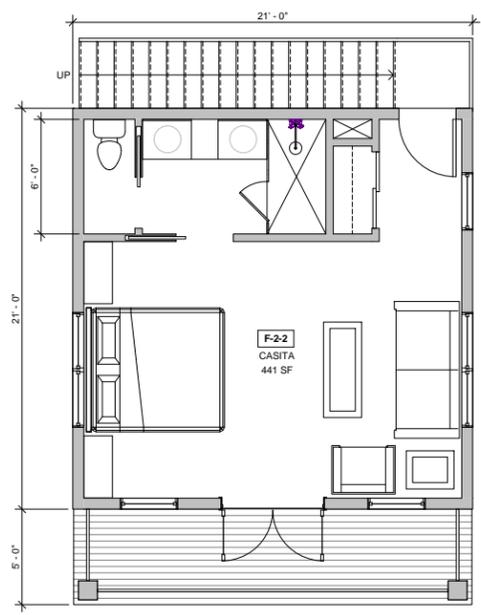
BUILDING E - CLUB HOUSE - INN & COMMERCIAL

CONCEPT - FLOOR PLANS

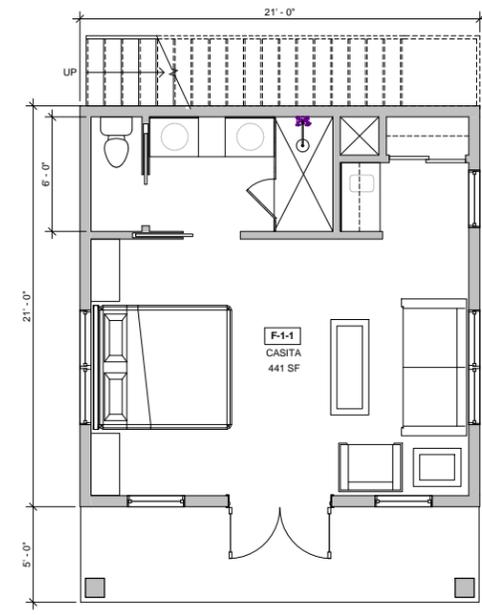
SONOMA, CALIFORNIA



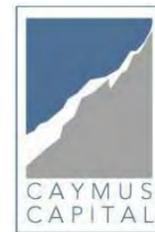
01.08.2016



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



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



1st STREET EAST

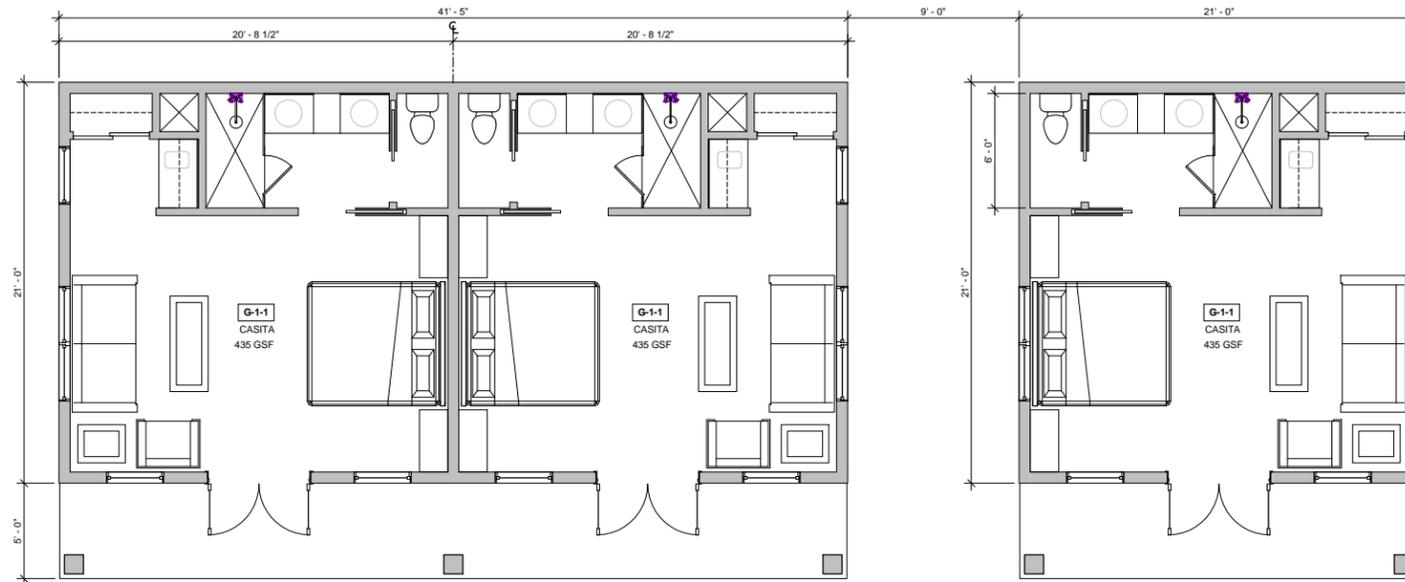
BUILDING F - INN - CASITA

CONCEPT - FLOOR PLANS

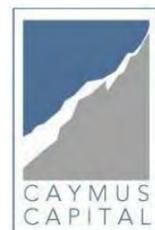
SONOMA, CALIFORNIA



01.08.2016



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



1st STREET EAST

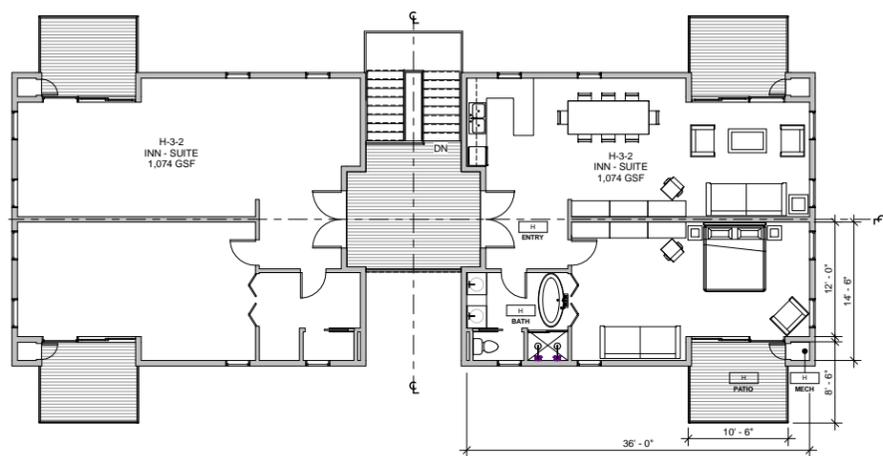
BUILDING G - INN - CASITA

CONCEPT - FLOOR PLANS

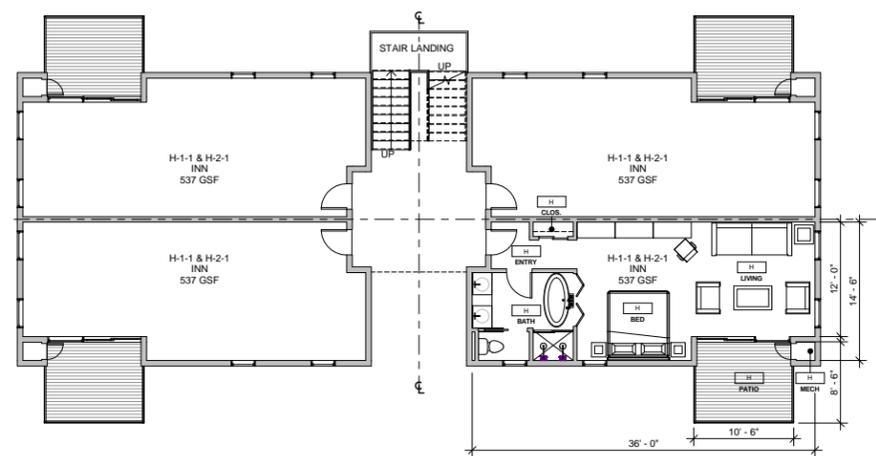
SONOMA, CALIFORNIA



01.08.2016



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



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



1st STREET EAST

BUILDING H - INN

CONCEPT - FLOOR PLANS

SONOMA, CALIFORNIA



01.08.2016

