



NOTICE OF PUBLIC HEARING CITY COUNCIL

Consideration to Certify a Final Environmental Impact Report (Final EIR), Adopt Findings of Fact, Adopt MMRP, and Adopt Amendments to the General Plan, the Implementing Zoning Ordinance, and the Zoning Map

- PROJECT NAME:** Downtown Housing and Economic Overlay & EKN Appellation Hotel Project
- PROJECT LOCATION:** **Overlay Subarea A:** B Street, between Petaluma Boulevard South and 4th Street, to D Street.
Overlay Subarea B: Western Avenue, between Kentucky Street and Keller Street.
Overlay Subarea C: Washington Street, between Telephone Alley and Liberty Street/Court Street, to Western Avenue.
EKN Appellation Hotel: 2 Petaluma Boulevard South.
- ASSESSOR PARCEL NUMBERS (APN):** **Overlay Subarea A:** 008-063-005; 008-063-006; 008-063-007; 008-063-008; 008-063-009; 008-063-011; 008-063-012; 008-064-002; 008-064-004; 008-064-005; 008-064-007; 008-064-008; 008-064-010.
Overlay Subarea B: 008-051-024; 008-051-025.
Overlay Subarea C: 006-361-028; 006-361-030; 006-361-033; 006-361-039; 006-361-040; 006-362-001; 006-362-002; 006-362-003; 006-362-009; 006-362-010; 006-362-012; 006-362-014; 006-362-015; 006-362-021; 006-362-022; 006-362-023; 006-362-024; 006-362-025; 006-363-001; 006-363-004; 006-363-005; 006-363-007; 006-363-023; 006-363-025; 006-363-026.
EKN Appellation Hotel: 008-063-008; 008-063-009; 008-063-011
- APPLICANT:** Tom Jacobson
220 Newport Center Drive, Suite 11-262
Newport Beach, CA 92660
- CITY RECORD NUMBERS:** PLPJ-2022-0015 (PLGP-2023-0001, PLZA-2023-0002 & PLSR-2022-0017)
- STATE CLEARING HOUSE NUMBER:** 2024040565
- DATE OF PUBLIC NOTICE:** February 14, 2025
- DATE OF PUBLIC HEARING:** February 24, 2025

NOTICE IS HEARBY GIVEN that the City of Petaluma will hold a public hearing with the City Council in the City Council Chambers at Petaluma City Hall at 11 English Street, Petaluma, to, pursuant to the California Environmental Quality Act (CEQA): 1) Certify a Final Environmental Impact Report (Final EIR) pursuant to Section 15090 of the CEQA Guidelines (Guidelines); and 2) Adopt Findings of Fact pursuant to Section 15091 of the Guidelines; 3) Adopt the Mitigation Monitoring and Report Program pursuant to Section 15097, AND adopt amendments to the General Plan, Implementing Zoning Ordinance, and Zoning Map.

This public hearing will be held in person. Participants are encouraged to practice hand hygiene, social distancing, and wear face coverings to reduce the risks of exposure to COVID-19 while attending this meeting, consistent with CDC guidelines. In addition, all City Council meetings are televised via Petaluma Community Access broadcasts on Comcast and Petaluma's local channels 26, 27, and 28. With AT&T U-Verse, PCA's channels are accessible through channel 099. Local channels are not currently available on Satellite/DISH Networks.

In accordance with California Government Code Section 65009, if you challenge the proposed actions in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice or in written correspondence delivered to the City at, or prior to, the public hearing.

PROJECT DESCRIPTION:

DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY: The Overlay proposes a General Plan Amendment (GPA) to increase the maximum allowable floor area ratio (FAR) from 2.5 to 6.0, a Zoning Text Amendment (ZTA) to increase the maximum allowable floor area ratio (FAR) from 2.5 to 6.0, to increase the allowable building height from 45 feet to 75 feet with a Conditional Use Permit (CUP), increase lot coverage from 80% to 100% with a CUP, to establish a Pedestrian/Façade Activation Zone and Ground Floor Residential Use Zone, and establish development and design controls for properties within the Overlay. A Zoning Map Amendment (ZMA) is also required to establish the Downtown Housing & Economic Opportunity Overlay on applicable parcels.

EKN APPELLATION HOTEL: The Hotel proposes construction of a 6-story hotel over a below-grade parking garage, comprising 93 hotel rooms, an event space, and food service uses at 2 Petaluma Boulevard South. The below-grade parking garage would provide valet parking for up to 58 vehicles using mechanical parking lifts (no self-parking is proposed). A restaurant with indoor and outdoor seating for up to 150 guests is proposed on the ground floor. Floors 2 through 5 would comprise 93 hotel rooms and a fitness room for hotel guests. Floor 6 would include a 1,444 square foot event space, and a 5,514 square foot exterior bar/event

space with seating for 60 guests. The project proposes modifications to the public right-of-way including removal and replacement of three street trees, removal of two existing driveways along the Petaluma Boulevard South frontage, removal of the midblock crosswalk along B Street, removal of one curb-parking space along B Street and reconfiguration of two curb-parking spaces along Petaluma Boulevard South. The project would also include the installation of a bus stop and shelter along Petaluma Boulevard North adjacent to Center Park, which would result in the loss of three on-street parking spaces.

ENVIRONMENTAL REVIEW: The City released for public comment a Draft EIR, that was prepared pursuant to the requirements of CEQA, on August 26, 2024, and accepted public comments on the DEIR through to October 21, 2024. **A Final EIR was prepared pursuant to Section 15132 of the Guidelines, and released for public review on February 14, 2025.**

Pursuant to Section 15072(g)(5) of the Guidelines, notice is also provided that the EKN Appellation Hotel site, as well as parcels within the proposed Overlay, are identified as hazardous waste sites listed under Section 65962.5 of the Government Code, including the State Water Resources Control Board GeoTracker database from potential soil and groundwater contamination due to former Leaking Underground Storage Tanks (LUST). All LUST sites have been remediated and have a closed case status. Mitigation measures to protect people and the environment from exposure to contaminated soil and groundwater due to construction and operation of the proposed Hotel are included in the EIR.

FOR MORE INFORMATION: Please consider these options to learn more:

- **Project Manager:** Greg Powell, Principal Planner at gpowell@cityofpetaluma.org;
- **Online:** <https://cityofpetaluma.org/economic-opportunity-overlay-ekn-appellation-projects/>; or
- **In-person:** at the City Hall Planning Counter located at 11 English Street, Monday through Thursday between 10 AM and 3 PM.

INSTRUCTIONS FOR PUBLIC COMMENT TO THE CITY COUNCIL: Public comment may be provided by E-mail, by U.S. Mail, or in person:

- **Comment via E-mail:** Please submit your comments to cityclerk@cityofpetaluma.org or submit your comment online through the agenda portal. Comments that are received at least two hours prior to the meeting, will be distributed to the Mayor and City Councilmembers and placed on the City's website as part of the agenda packet for the meeting. Comments received after the cutoff time will be posted online and made part of the record the next business day.
- **Comment via U.S. Mail:** Please mail your comments to the City of Petaluma, Planning Division, 11 English Street, Petaluma, CA 94952.
- **Comment in person:** Please fill out a speaker card at the meeting and place it in the speaker card box next to the Clerk.



ACCESSIBILITY: Any member of the public who needs accommodations should email the City Clerk's Office at cityclerk@cityofpetaluma.org or call (707) 778-4360 (voice) or (707) 778-4480 (TDD). The City Clerk will use their best efforts to provide reasonable accommodations to provide as much accessibility as possible while also maintaining public safety in accordance with the City procedure for resolving reasonable accommodation requests.

PROJECT LOCATION MAP & NOTIFICATION AREA:

