



STAFF REPORT

SAUSALITO CITY COUNCIL

AGENDA TITLE

Zoning Ordinance Text Amendment- Formula Retail within the Commercial Waterfront Zoning District/ ZOA 09-072

RECOMMENDATIONS

- Conduct a public hearing on the proposed Zoning Ordinance Amendment to permit Formula Retail establishments, subject to a Conditional Use Permit, within the Commercial Waterfront Zoning District; and
- Introduce the Zoning Ordinance Amendment for a first reading.

BACKGROUND

In May 2009, Peet's Coffee and Tea requested:

- Approval of a Zoning Ordinance Amendment to allow Formula Retail businesses in the Commercial Waterfront (CW) District, subject to approval of a Conditional Use Permit; and
- Approval of a Conditional Use Permit and a Design Review Permit to allow a Peet's Coffee and Tea in the CW Zoning District at 1250 Bridgeway.

On October 14, 2009, the Planning Commission held a public hearing and took the following actions on a 3-1 vote (Bair – No):

- Recommended City Council approval of a Zoning Ordinance Amendment to allow Formula Retail businesses in the CW District, subject to approval of a Conditional Use Permit (see **Attachment 1** for draft ordinance); and
- Approved a Conditional Use Permit and a Design Review Permit to allow a Peet's Coffee and Tea at 1250 Bridgeway. The ten-day period for appeal of the Conditional Use Permit and Design Review Permit expired on October 26, 2009 without any appeals. As a result, these approvals are final. However these approvals contained the following condition of approval:

“The Conditional Use Permit is not effective until a Zoning Ordinance text amendment allowing Formula Retail Establishments in the Commercial Waterfront (CW) District with approval of a conditional use permit is approved by the City Council and is in effect.”

Therefore, these two permits are not effective until the City Council has approved a Zoning Ordinance Amendment to allow Formula Retail establishments in the CW District.

The Planning Commission staff report contains an analysis of the requested Zoning Ordinance Amendment as well as its consistency with the General Plan (see **Attachment 2** for the Planning Commission staff report and **Attachment 3** for a map of CW Zoning District). The Planning Commission minutes are provided as **Attachment 4**.

Staff had tentatively scheduled a City Council public hearing on November 10, 2009 for the Zoning Ordinance Amendment. On October 20, 2009, Peet's notified staff that Peet's representatives would not be able to attend a November 10, 2009 public hearing and requested the hearing be scheduled for December 8, 2009 (see **Attachment 5** for letter). On October 29, 2009, the attorney for Peet's submitted a letter which re-iterated this request (see **Attachment 6** for letter).

FAIR TRAFFIC LIMITS INITIATIVE

An issue that was not addressed in the Planning Commission Staff Report is the consistency of the Zoning Text Amendment with the Development Standards of the Fair Traffic Limits Initiative, as listed in Zoning Ordinance Section 10.40.020 (see **Attachment 7** for Section 10.40.020). Specifically, the proposed Zoning Text Amendment would be consistent with Sections 10.40.020.B.1 through B.3 in that the text amendment only addresses a land use to be added to the list of allowable uses within the subject Zoning District and does not allow deviations from the basic area, open space, or bulk regulations for commercial and industrial districts.

Additionally, Section B.4 "does not prohibit the addition or deletion to the list of permitted uses in each affected zoning classification, provided that such a modification would not produce an increase in the amount of allowable Floor Area Ratio that would have been permitted had the list not been modified." Regardless of the land use classifications, all uses within the CW Zoning District are required to comply with the 0.30 Floor Area Ratio requirements, in addition to the other relevant permits and findings as detailed in the Zoning Ordinance.

FISCAL IMPACT

Approval of the ordinance has the potential to generate an un-quantified increase in retail sales tax revenue from Formula Retail establishments granted a Conditional Use Permit to operate in the CW Zoning District. At this time staff cannot project the sales tax revenue that would be generated by allowing Formula Retail uses in the CW District since the revenue would be dependent upon the type of retail or service activity (e.g., restaurant, retail, etc.).

PUBLIC NOTICE AND CORRESPONDENCE

Notice of this public hearing was published in the *Marin Independent Journal* and posted in accordance with the requirements of Chapter 10.82 (Public Notice and Hearings).

Correspondence received to date is provided as **Attachment 8**; a petition supporting the project is provided as **Attachment 9**; and an outreach email from Peet's is provided as **Attachment 10**. Correspondence submitted after the preparation of this staff report will be posted on the City's website (<http://www.ci.sausalito.ca.us/>) and available at the City Council public hearing.

RECOMMENDATIONS

The Planning Commission and Staff recommend the City Council take the following actions:

1. Open the public hearing on the proposed Zoning Ordinance Amendment provided in **Attachment 1**;
2. Make any appropriate modifications;
3. Close the public hearing; and
4. Introduce the Zoning Ordinance Amendment for a first reading.

ATTACHMENTS

1. Draft Ordinance, dated November 10, 2009
2. Planning Commission Staff Report, dated October 14, 2009
3. Map of Commercial Waterfront (CW) Zoning District
4. Planning Commission Minutes, dated October 14, 2009 – Draft [Excerpt]
5. Letter from Chris Konecny, Peet's Coffee and Tea, date stamped October 29, 2009
6. Letter from Wilson F. Wendt, Attorney for Peet's Coffee and Tea, date stamped October 29, 2009
7. Zoning Ordinance Section 10.40.020 (Development Standards of the Fair Traffic Limits Initiative)
8. Correspondence
9. Petition date-stamped October 7, 2009
10. Peet's Coffee and Tea Website Public Outreach Email, date-stamped October 8, 2009.

REPAIRED BY:



Heidi Burns, AICP
Associate Planner

REVIEWED BY:



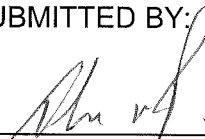
Jeremy Graves, AICP
Community Development Director

REVIEWED BY:



Mary Wagner
City Attorney

SUBMITTED BY:



Adam W. Politzer
City Manager

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ORDINANCE NO. _____

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SAUSALITO
AMENDING TITLE 10 OF THE SAUSALITO MUNICIPAL CODE TO AMEND
TABLE 10.24-1 AND SECTION 10.44.240 TO ALLOW FORMULA RETAIL
USES SUBJECT TO APPROVAL OF A CONDITIONAL USE PERMIT
WITHIN THE COMMERCIAL WATERFRONT ZONING DISTRICT**

WHEREAS, Chris Konecny, on behalf of Peet's Coffee and Tea requested a Zoning Ordinance text amendment to allow Formula Retail uses within the Commercial Waterfront (CW) Zoning District, subject to approval of a conditional use permit; and

WHEREAS, on October 14, 2009 the Planning Commission held a public hearing on the proposed amendment and recommended City Council approval of the proposed amendment; and

WHEREAS, the proposed amendment is consistent with the General Plan; and

WHEREAS, the proposed amendment is in compliance with Ordinance No. 1022, the Fair Traffic Initiative since the addition of formula retail uses would not allow greater density and floor area ratio beyond the existing Commercial Waterfront Zoning District Site Development Standards; and

WHEREAS, the proposed amendment, which does not affect any changes in land use or density, is categorically exempt from environmental review in accordance with Section 15305 (Minor Alterations in Land Use Limitations) of the California Environmental Quality Act Guidelines.

THE CITY COUNCIL OF THE CITY OF SAUSALITO DOES HEREBY ORDAIN AS FOLLOWS:

Section 1. The listing of land uses in Table 10.24-1 of the Zoning Ordinance regarding Formula Retail land uses is amended to read as follows:

Table 10.24-1 LAND USES ALLOWED IN COMMERCIAL DISTRICTS								
LAND USE	CC	CR	CN	SC	CW	W	W-M	SEE SECTION
Formula Retail (<i>Applies to all forms of retail trade.</i>)	CUP		CUP	CUP	CUP			10.44.240 (Formula Retail)

*Attachment 1
(2 pages) 1.5A
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Section 2. Section 10.44.240.C.1 of the Zoning Ordinance is amended to read as follows:

“A Formula Retail Establishment may be allowed only in the Central Commercial, Shopping Center, Neighborhood Commercial, and Commercial Waterfront District and only with a Conditional Use Permit;”

Section 3. This Ordinance shall be in full force and effect thirty (30) days after the date of its adoption.

Section 4. This Ordinance shall be published once within fifteen (15) days after its passage and adoption in a newspaper of general circulation in the City of Sausalito.

THE FOREGOING ORDINANCE was read at a regular meeting of the Sausalito City Council on the _____ day of _____ 2009, and was adopted at a regular meeting of the City Council on the _____ day of _____, 2009 by the following vote:

AYES:	COUNCILMEMBER:
NOES:	COUNCILMEMBER:
ABSENT:	COUNCILMEMBER:
ABSTAIN:	COUNCILMEMBER:

Mayor

ATTEST:

City Clerk

STAFF REPORT

SAUSALITO PLANNING COMMISSION

Project Zoning Ordinance Amendment – Formula Retail
ZOA 09-072

Meeting Date October 14, 2009

Staff Heidi Burns, Associate Planner

HB by JF

A companion staff report for the October 14, 2009 Planning Commission meeting addresses the entitlements for the proposed formula retail establishment – Peet's Coffee and Tea at 1250 Bridgeway (DR/CUP/MUP/SP 09-072)

REQUEST

Review and make a recommendation to the City Council regarding an amendment of Zoning Ordinance Table 10.24-1 (Land Uses Allowed in Commercial Districts) and Section 10.44.240.C (Formula Retail) to allow Formula Retail uses in the Central Waterfront (CW) Zoning District, subject to issuance of a conditional use permit.

PROJECT INFORMATION

Applicant Pete's Coffee and Tea

Authority Zoning Ordinance Text Amendment (Zoning Ordinance Section 10.80.070)

BACKGROUND

The Formula Retail regulations (Section 10.44.240) were created during the 2002-03 update of the Zoning Ordinance. In brief, the regulations require approval of a conditional use permit (CUP) in order to establish a "formula retail" establishment (see **Exhibit B** for the complete text of the Formula Retail regulations). The regulations provide the following:

- A definition of a "formula retail" business;
- The zoning districts in which a formula retail business may be operated with a CUP;
- The findings which must be made to approve a CUP for a formula retail business.

From a review of the 2002-03 Planning Commission and City Council staff reports¹ it appears there was no written analysis during the proceedings regarding the appropriateness of allowing Formula Retail uses within the Central Waterfront (CW) Zoning District. While several staff reports list wording options for the other aspects of the formula retail regulations, only the April 22, 2003 City Council staff report addresses the zoning districts to which the formula retail regulations would be applicable (see **Exhibit C** for City Council staff report). The City Council Staff Report identified that Formula Retail uses would require a conditional use permit in the Central Commercial (CC), Shopping Center (CS), and Neighborhood Commercial (CN) Zoning

¹ The following staff reports were reviewed regarding the 2002-03 Zoning Ordinance update: Planning Commission – May 1, 2002; May 14, 2002; July 24, 2002; October 2, 2002; December 2, 2002; and May 28, 2003.
City Council – January 21, 2003; February 11, 2003; March 25, 2003; April 8, 2003; April 22, 2003; and July 15, 2003.

Districts and would not be permitted in the Commercial Residential (CR) Zoning District. There was no reference as to whether or not Formula Retail uses should be allowed in the Central Waterfront (CW) Zoning District. As a result, the CW Zoning District was not included in the list of zoning districts in which a Formula Retail use can be permitted with a CUP.

ANALYSIS

The proposed amendments of Table 10.24-1 and Section 10.44.240.C.1 are listed below. Wording to be added is printed in Italics Underline. Wording to be deleted is printed in ~~Strikeout~~. The proposed amendments would allow Formula Retail establishments in the CW Zoning District with approval of a CUP. This would be the same process as currently used to evaluate Formula Retail establishments in the CC, CS, and CN Zoning Districts.

Table 10.24-1 LAND USES ALLOWED IN COMMERCIAL DISTRICTS								
LAND USE	CC	CR	CN	SC	CW	W	W-M	SEE SECTION
Formula Retail (<i>Applies to all forms of retail trade.</i>)	CUP		CUP	CUP	<u>CUP</u>			10.44.240 (Formula Retail)

Section 10.44.240.C. Conditional Use Permit Required. A Conditional Use Permit shall be required for any Formula Retail establishment in the City.

1. A Formula Retail Establishment may be allowed only in the Central Commercial, Shopping Center, and Neighborhood Commercial, and Commercial Waterfront District and only with a Conditional Use Permit;

The purpose of the CW District is “to protect the waterfront area, while promoting uses that benefit from, and need, a waterfront location”. Staff suggests that there may be selected Formula Retail uses which would be appropriate in the CW Zoning District. Additionally, allowing Formula Retail uses subject to a Conditional Use Permit still establishes specific controls to determine the appropriateness of the use for the site and the surrounding area on a case-by-case basis. No City-approved Formula Retail uses are currently located within the CW Zoning District.

GENERAL PLAN CONSISTENCY

Staff has reviewed the General Plan objectives and policies and determined the proposed amendments are consistent with the General Plan, including the following policies.

- **Policy LU-4.1 Waterfront Access.** *Promote and enhance public access and enjoyment of the Sausalito waterfront.*
- **Policy LU-4.5 Central Waterfront Uses.** *Promote those uses which maximize open water and view corridors in the Commercial Waterfront area as described in Table 2-1, General Plan Land Use Categories, and as shown on the General Plan Land Use Map GP-4.*
- **Policy CD-4.2 Sub-Area Qualities.** *Maintain the uniqueness of community sub-areas and assure the sub-area attributes are protected and enhanced. Design policies by commercial sub-area are:*

Central Waterfront (Napa Street to Spinnaker Point). Balance commercial structures with recreational facilities and open space (water/view) enjoyment, encourage enlargement and enhancement of Dunphy Park and expand public access to waterfront sites.

- **Policy E-3.2 New Businesses.** Encourage new businesses which produce high tax revenue per employee and produce minimum environmental impact.
- **Policy E-3.3 Other Businesses.** Encourage diverse businesses opportunities.

ENVIRONMENTAL REVIEW

The proposed amendments, which do not affect any changes in land use or density, are categorically exempt from environmental review in accordance with Section 15305 (Minor Alterations in Land Use Limitations) of the California Environmental Quality Act Guidelines.

PUBLIC NOTICE AND WRITTEN COMMENTS

Notice: At least ten days prior to the hearing date, notice of this public hearing was posted at City Hall and published in the *Marin Independent Journal*.

Written Comments: To date, no comments have been received on this specific matter. See the companion staff report for comments received regarding the Peet's Coffee and Tea entitlement application.

RECOMMENDATION

Staff recommends the Planning Commission take the following actions regarding the attached draft ordinance which amends Zoning Ordinance Table 10.24-1 (Land Uses Allowed in Commercial Districts) and Section 10.44.240.C (Formula Retail) to allow Formula Retail uses in the Central Waterfront (CW) Zoning District, subject to issuance of a conditional use permit (see **Exhibit A** for draft ordinance).

- Review the draft attached ordinance and make any appropriate modifications; and
- Recommend City Council adoption of the ordinance.

Alternatively, the Planning Commission may:

1. Recommend City Council adoption of the draft ordinance with modifications;
2. Continue the hearing for additional information and/or draft ordinance revisions; or
3. Recommend the City Council not adopt the draft ordinance.

EXHIBIT

- A. Draft Ordinance, dated October 14, 2009 — Attachment 1 supercedes "Exhibit A"
- B. Formula Retail regulations (Zoning Ordinance Section 10.44.240)
- C. City Council Staff Report dated April 22, 2003 [Excerpts]
- D. Zoning Amendment Narrative submitted by Peet's Coffee and Tea, date-stamped May 18, 2009

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3. The proposed use would be mutually beneficial to, and would enhance the economic health of, surrounding uses in the district.
4. The proposed use will enhance and maintain the efficient use of available public and/or private parking in the applicable district.

E. Expansion. Visitor-serving stores in the CC District may be expanded subject to the following limitations:

1. Any land uses located in the CC zoning district which have existed prior to August 19, 1994, and that are allowed with a Conditional Use Permit, shall not be enlarged or relocated if the floor area size increases by more than 20% without the issuance of a Conditional Use Permit.
2. Whenever this Title requires a determination of the predominance of an item or items of merchandise, or as to the amount of space devoted to a given use or to a line or lines of merchandise, the calculation shall be made with regard to the merchandise that is regularly located and maintained on the sales floor, and shall exclude any merchandise maintained or regularly located in any storage area or other non-retail space. In the instance where the calculation is required for a use existing as of August 19, 1994, the sales floor shall refer to the sales floor as it was configured on August 19, 1994.

F. Transfer/Grandfathering. Visitor-serving stores in the CC District and art dealers selling original works of art may be transferred to another location with the approval of a Minor Use Permit, provided the following requirements are met:

1. The floor space is equal to, or less than, the previously-occupied space;
2. Zoning allows a visitor-serving use in the new location, and
3. Less than three similar stores are located within a 300' radius of the new site.
4. The previously-occupied space is no longer occupied by a visitor-serving store.

10.44.240 Formula Retail

A. Purpose. The purpose of the standards in this Section regulate the location and operation of formula retail establishments in order to maintain the City's unique village character, the diversity and economic vitality of the community's commercial districts, and the quality of life of Sausalito residents. The City has determined that preserving unique architecture, signage, graphic and other design elements so that the City maintains a distinctive visual appearance and small-scale eclectic ambiance will promote the long-term viability of the community's businesses districts. The City has also determined that preserving a balanced mix of local, regional, and national-based businesses and small and medium sized businesses will maintain and promote the long-term economic health of visitor-serving businesses and the community as a whole. It is therefore the intention of the City that an over-concentration of formula retail businesses not be allowed, that all permitted formula retail establishments shall create a unique visual appearance that reflect and/or complement the distinctive and unique historical character of Sausalito, and that no such establishment shall project a visual appearance that is homogenous with its establishments in other communities.

EXHIBIT B
(2 PAGES)

B. **Applicability.** "Formula Retail" means a type of retail sales activity or retail sales establishment, including food service, which is required to maintain any of the following: standardized ("formula") array of services and/or merchandise, trademark, logo, service mark, symbol, sign, decor, architecture, layout, uniform, or similar standardized feature.

C. **Conditional Use Permit Required.** A Conditional Use Permit shall be required for any Formula Retail establishment in the City.

1. A Formula Retail Establishment may be allowed only in the Central Commercial, Shopping Center and Neighborhood Commercial District and only with a Conditional Use Permit;
2. The expansion of any existing Formula Retail establishment shall require a Conditional Use Permit if the establishment does not already have a Conditional Use Permit.
3. The cumulative expansion of a permitted Formula Retail establishment by 500 or more square feet of floor area shall require a Conditional Use Permit amendment; and
4. A Formula Retail establishment shall fully comply with all applicable regulations of this Code including Design Review.

D. **Required Findings for Approval.** In addition to all of the findings required by Section 10.60.070, all of the following findings must be made prior to the issuance of a Conditional Use Permit for a Formula Retail establishment:

1. The Formula Retail establishment will be compatible with existing surrounding uses, and has been designed and will be operated in a non-obtrusive manner to preserve the community's distinctive character and ambiance;
2. The Formula Retail establishment will not result in an over-concentration of formula retail establishments in its immediate vicinity or the City as a whole;
3. The Formula Retail establishment will promote diversity and variety to assure a balanced mix of commercial uses available to serve both resident and visitor populations;
4. The Formula Retail establishment will contribute to an appropriate balance of local, regional or national-based businesses in the community;
5. The Formula Retail establishment will be mutually beneficial to and would enhance the economic health of surrounding uses in the district;
6. The Formula Retail establishment will contribute to an appropriate balance of small, medium and large-sized businesses in the community, and
7. The proposed use, together with its design and improvement, is consistent with the unique historic character of Sausalito, and would preserve the distinctive visual appearance and shopping experience of Sausalito for its residents and visitors.

10.44.250 Office Conversions

A. **Purpose.** In addition to the general purposes of this Chapter, the specific purposes of regulating the conversion of certain commercial uses to office uses are as follows:

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STAFF REPORT

SAUSALITO CITY COUNCIL

AGENDA TITLE:

Review of Draft Zoning Ordinance and Zoning Map.

RECOMMENDED MOTION:

Continue to take public testimony, deliberate and provide staff with direction for focused review by Planning Commission.

SUMMARY

This report supplements and builds upon the report for the April 8 Council meeting regarding the zoning code (attached). That prior report covered the draft zoning regulations that pertain to signage, the Marinship, noticing/appeal provisions, and live entertainment/amplified music. In addition, the draft zoning map was also discussed. This report covers all other portions of the draft ordinance, including development standards, specific use requirements, and permit procedures.

BACKGROUND

On January 21, the City Council held a public hearing to consider first reading of the Draft Zoning Ordinance. After taking public testimony and discussing the project, the Council directed staff to return with a public outreach plan on February 11, on which date the Council directed staff to prepare citywide notices for a public workshop on March 10. Notices were sent to all "postal patrons" in Sausalito, a flyer was distributed in the MarinScope, and the workshop was held on March 10. At the workshop, staff made a brief presentation and took and responded to comments and questions regarding the draft regulations. A written summary of all the workshop comments and responses was attached to the April 8 report. The April 8 report also contained correspondence that was received prior to that date; attached to this report are two letters received since April 8.

This report concludes with the questions that need to be answered before the matter is referred back to the Planning Commission for Commission recommendation regarding specific changes to the draft.

EXHIBIT C

(2 PAGES)
Item #: _____

Meeting Date: April 22, 2003

Page #: 1

ITEM NO. 3 PAGE 9

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the measurement is taken from just outside the building where the music is being performed. The new regulations also restrict the time of music to the hours of 9:00 a.m. to midnight.

Different land use regulations (neither less or more restrictive)

- Pursuant to General Plan Policy LU-2.4, *Section 10.44.230* provides specific guidelines and findings required to approve Visitor Serving Stores. Apparel stores regulated through this section of the code have been modified to delete references to the speech on the apparel, and rather regulate this use via the type of apparel sold. Also, art galleries within the CR District are regulated in this section through a Use Permit, whereas the current code is silent regarding art galleries in the CR District. This section is intended to enhance the commercial diversity of the downtown area and preserve the resident-serving character of the CR District.
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More restrictive land use regulation

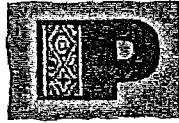
- *Section 10.44.240* requires approval of a Conditional Use Permit, with specific use findings, for a Formula Retail establishment in the CC, SC and CN districts and prohibits them in the CR district. The intent of this code section is to preserve the unique historic character and village appearance of Sausalito. Currently Formula Retail stores are not specifically regulated.



Codification of Urgency Ordinance that has since expired (more restrictive land use regulation)

- *Section 10.44.250* establishes the additional Conditional Use Permit findings that must be made to approve the conversion of commercial space and second floor residential uses to office Conversions in the CC, CR, CN and CW zones require. Implementing the intent of the Urgency Ordinance 1137 that was passed by City Council in 1999 and General Plan Program H-2.2.6.

Peets Coffee & Tea...



PEET'S COFFEE & TEA
PROJECT NARRATIVE / DESCRIPTION

RECEIVED

MAY 18 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

PROJECT SUMMARY

Site Address: 1250 Bridgeway, Sausalito, CA 94965
Parcel #: 065-034-01

Type of Use: Retail in CW – Commercial Waterfront
(Retail Sales of Gourmet Coffee Beans, Packaged Tea, Brewing Equipment, and Merchandise combined with service of Beverages and pastries)

Total Gross Floor Area of Building: 1150 +/- SF

Narrative for Zoning Amendment

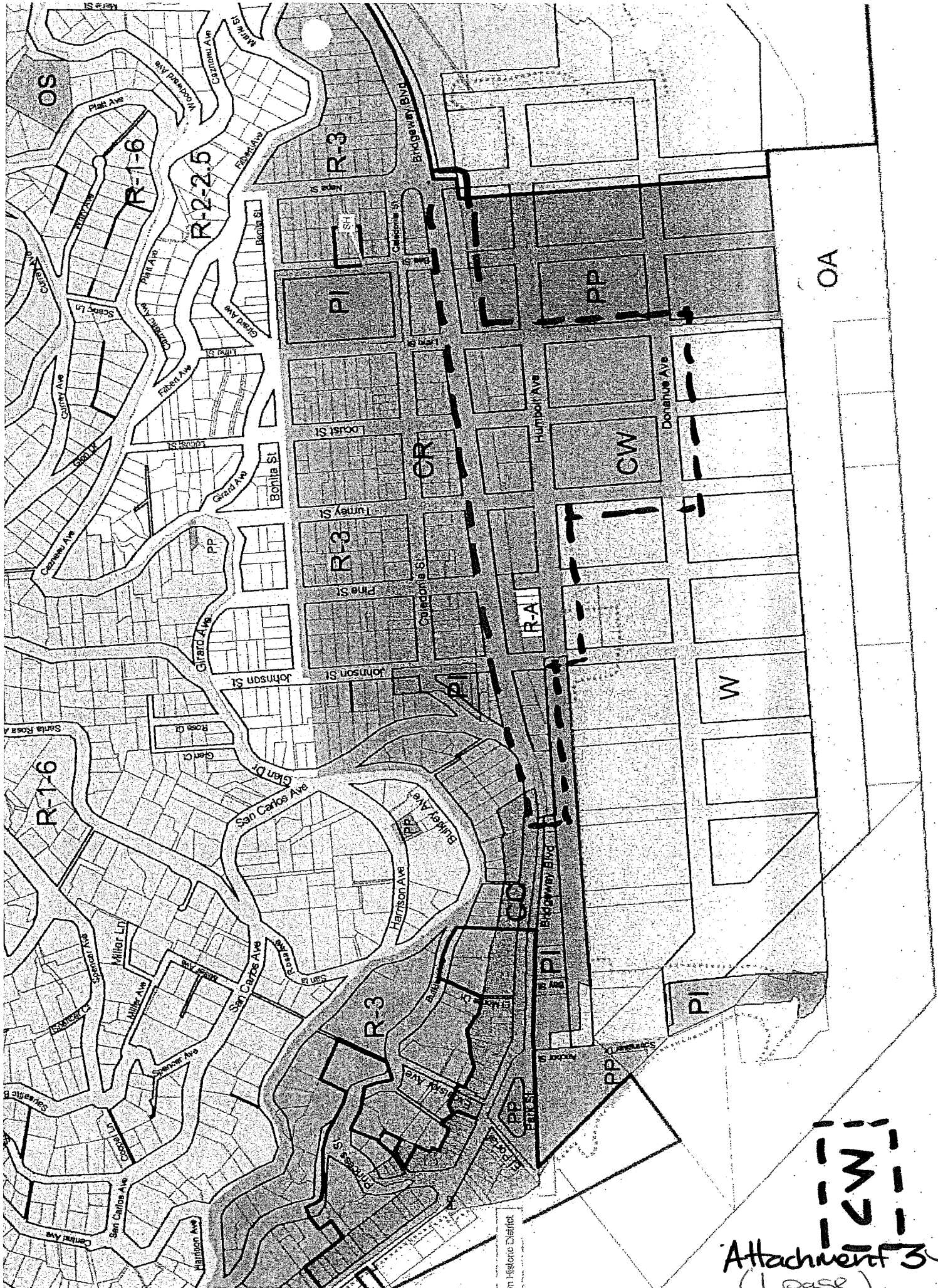
Restaurant use is permitted in the CW zone under SMC Table 10.24-1, however, under the current formula retail code section SMC 10.44.240, it is only allowed in the Central Commercial, Shopping Center, and Neighborhood Commercial districts. Since the CW District is similar in nature of allowed use to these districts and supports a wide range of commercial, restaurant, and retail uses, we propose that Section 10.44.240.C.1 be revised to read:

- 1. A formula retail establishment may be allowed only in the Central Commercial, Shopping Center, Neighborhood Commercial, and Commercial Waterfront District and only with a Conditional Use Permit.**

We believe that this revision has no impact on the future developmental character of Sausalito because the revision will only affect the roughly three block area that constitutes the CW District and even then a discretionary use permit process would still be required for any future formula retail interest.

EXHIBIT D
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Attachment 3 5A
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SAUSALITO PLANNING COMMISSION
Wednesday, October 14, 2009
Draft Minutes
EXCERPT

Call to Order

Vice Chair Bair called the meeting to order at 6:30 p.m. in the Council Chamber of City Hall, 420 Litho Street, Sausalito.

Planning Commission:

Present: Vice Chair Stan Bair, Commissioner Joan Cox Commissioner Stafford Keegin, Commissioner Eric Stout

Absent: Chair Bill Keller

Staff: Community Development Director Jeremy Graves
Associate Planner Heidi Burns, Associate Planner Lilly Schinsing,
Assistant Planner Alison Thornberry, City Attorney Mary Wagner

3. **ZOA 09-072, Zoning Ordinance Amendment, Restaurant Investors Income Fund V, 1250 Bridgeway.** Amendment of *Zoning Ordinance* Table 10.24-1 and Section 10.44.240.C.1 regarding allowing Formula Retail uses subject to a Conditional Use Permit in the Central Waterfront (CW) Zoning District. These amendments are exempt from the California Environmental Quality Act (CEQA) in accordance with Section 15305 of the CEQA Guidelines.

The public hearing was opened. Associate Planner Burns presented the Staff Report.

Commission questions to staff:

- What is the extent of the Commercial Waterfront Zoning District? *Staff responded the CW District generally extends from Johnson Street on the south, to Locust Street on the north, and from the waterfront on the east to Bridgeway on the west.*
- How many parcels are involved in the CW zone? *Staff responded there are approximately 32 parcels; including the arks.*
- If the amendment to the Zoning Ordinance were approved would any other Formula Retail that wanted to come into one of the sites be categorically excluded? *Staff responded it would not be categorically excluded, however it would be subject to a Conditional Use Permit.*
- Will the building's interior and exterior will remain essentially the same with no large-scale renovation? *Staff responded that is correct.*
- Are there any criteria applicable with respect to the size of the restaurant that can go in this space? *Staff responded based on the proposed seating area layout and the available parking spaces they are permitted 36 seats inside and 22 seats outside.*

Attachment 4
(7 pages) SA

- 1 • If the applicant wanted a larger building on this site, could they build one? *Staff*
2 *responded if a conditional use permit and zoning ordinance amendment were*
3 *approved for this Formula Retail project and if the applicant then proposed to*
4 *add a second story, a new Conditional Use Permit and Design Review Permit*
5 *would be required. Both triggers would bring the project back to the Planning*
6 *Commission. In addition, there would need to be adequate onsite parking.*
- 7 • Because it is Formula Retail with high name recognition and a coffee shop with
8 people coming and going, is there another way to direct traffic without reducing
9 the amount of available parking? *Staff responded staff could work with the City*
10 *Engineer and the applicant to create an alternative design. This item could be*
11 *continued to the next meeting or a Condition of Approval could be drafted.*
- 12 • Is this project consistent with the Fair Traffic Initiative? Given the potential for
13 heavy traffic has staff considered the impact on traffic, especially since that is
14 where the lanes narrow down to one lane? *Staff responded the project*
15 *complies with the general development standards of the Fair Traffic Initiative*
16 *and is within allowable floor area ratio and provides sufficient parking to*
17 *accommodate the proposed 36 seats.*
- 18 • We don't know whether the omission of Formula Retail from the Commercial
19 Waterfront Zoning District was inadvertent or purposeful, but if it was
20 inadvertent, were traffic impacts evaluated? *Staff responded their review of the*
21 *record shows no evidence that traffic considerations were taken into account*
22 *when the Formula Retail regulations were established.*

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25 Staff distributed a detail from the Zoning Map displaying the extent of the Commercial
26 Waterfront Zoning District.

27
28 Presentation was made by Carol Mazzetti, the applicant.

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30 Commission questions and comments to the Ms. Mazzetti and Chris Konecny, also
31 representing the applicant:

- 32 • Are all of your stores corporately owned? *Ms. Mazzetti responded yes.*
- 33 • How many locations are there? *Ms. Mazzetti responded 195 in six states.*
- 34 • How are you different from Northpoint Coffee Company/Cafe? *Ms. Mazzetti*
35 *responded Northpoint served food, as do all the other cafes in the area.*
- 36 • A 4'x4' sign seems large compared to the other signage in the area. *Mr.*
37 *Konecny responded the sign was sized in accordance with the sign*
38 *regulations. Staff responded the applicants designed their signage to the*
39 *maximum allowed for that building by the Zoning Ordinance.*
- 40 • In the rear patio area are the outdoor tables fastened to the ground or are they
41 movable? *Mr. Konecny responded it is loose seating.*
- 42 • What is the rear edge that separates you from the water? *Mr. Konecny*
43 *responded there is presently an untreated concrete ledge, but eventually there*
44 *will be a landscape strip along the back and a ramp that cuts down through the*
45 *ledge to allow access to the coastline.*
- 46 • How many bicycles will the proposed bike rack hold? *Mr. Konecny responded*
47 *four presently, but they realize they will be on a major bike corridor and will*
48 *need a larger capacity rack.*

- 1 • There is nothing in your plans regarding how you will deal with your trash. *Mr.*
2 *Konecny responded they would have receptacles in the rear area and one up*
3 *front.*
4 • If this were approved would you be willing to put that in your plans? *Mr.*
5 *Konecny responded yes, or the Commission could make it a Condition of*
6 *Approval.*
7 • Is the building at 1250 Bridgeway a manufactured building or one that was
8 built? *Mr. Konecny responded they do not know. Staff responded on the City*
9 *record it does not appear it was a manufactured building and was constructed*
10 *in the early 1960s as a small wood-framed building.*
11

12 The public comment period was opened.

13 Phil Lamoreux, 1505 Bridgeway, indicated the following:

- 14
- 15 • He has been a resident of Sausalito 23 years and has an investment
16 management business in town.
 - 17 • This location has had difficulty maintaining a stable tenant and has been
18 vacant as much as occupied. Having a viable, financially strong tenant that
19 serves a local need is important.
 - 20 • Peet's has a loyal base of supporters. His company sends someone to Mill
21 Valley or Corte Madera every day to buy Peet's coffee or lattes for the office
22 because it is better than comparable products in Sausalito.
 - 23 • Peet's does not serve hot food and will not impact the other cafés, but those
24 other cafés may benefit from the customers Peet's will bring in.
- 25
26

27 Morgan Morgan, 1001 Bridgeway, indicated the following:

- 28 • Changing the Zoning Ordinance to allow Formula Retail in the Commercial
29 Waterfront Zoning District does not open the floodgates. The City has the
30 control to determine the appropriateness of the use of a site and the
31 surrounding area on a case-by-case basis.
 - 32 • She buys Peet's coffee in other communities and, out of convenience, does
33 other business while in those communities. Her carbon footprint will be reduced
34 by having a Peet's in town, as will those of her neighbors she sees at the Mill
35 Valley and Corte Madera Peet's frequently.
 - 36 • Regarding parking concerns, since 70% of Peet's business is before 11:00am
37 and 50% of their business is beans, people are in and out quickly.
- 38
39

40 Chuck Donald, indicated the following:

- 41 • He supports the project.
 - 42 • He is in favor of the zoning text change, but with some apprehension due to the
43 precedent setting aspect.
- 44

45 Mike Madden, 509 Humboldt, indicated the following:

- 46 • Other supporters of Peet's are the owners and residents of Ark Row, the
47 owners and operators of Lighthouse Coffee Shop, and Sausalito Yacht
48 Harbor.
- 49
50

1 Scott Shecklin (phonetic), indicated the following:

- 2 • He does not support the project.
- 3 • The local and unique coffee shops in Sausalito should be protected from
- 4 Formula Retail.

5
6 Julie Warren, 1707 Bridgeway, indicated the following:

- 7 • She supports the application for a coffee shop at that site because the building
- 8 needs a stable tenant. It has frequently been vacant and used by the
- 9 homeless.
- 10 • Peet's has a good track record in providing for the communities it serves.
- 11 • Sausalito has always been a coffee society, so why not one more coffee shop?
- 12 • Peet's is going LEED and is working on ways to give back to the waterfront
- 13 environment.

14
15 Tara Ancona, indicated the following:

- 16 • Her family owns Angelino's Restaurant and has done business in Sausalito for
- 17 over 25 years.
- 18 • They have recently opened a second establishment, a breakfast, lunch, and
- 19 coffee café where they bake all their pastries and desserts in Sausalito and
- 20 their coffees are sources locally and organically.
- 21 • She speaks as one of 19 small, local café/coffee businesses in Sausalito.
- 22 • The needs of the locals and tourists are being met currently by Sausalito's
- 23 broad selection of breakfast/coffee venues, which includes a Starbucks; a
- 24 formulaic large-scale retail chain business that adheres to many of the same
- 25 business practices as Peet's and offers the same type of product.
- 26 • Peet's Coffee has 100 locations in the Bay Area. Is this the large retail chain
- 27 business model that Sausalito needs? Don't accept into an already saturated
- 28 local café/coffee market a large-scale formulaic chain entity.
- 29 • Peet's can afford to run this location at a loss of profit for years, something
- 30 none of the local merchants could afford to do.

31
32
33 Commission question to Ms. Ancona:

- 34 • Where do your coffee beans come from? *Ms. Ancona responded they are*
- 35 *obviously not grown here, but they are roasted in Emeryville.*

36
37 Vicki Nichols, 117 Caledonia, indicated the following:

- 38 • She lives within 300' of the proposed project site.
- 39 • She has no objections to the project and believes most findings can be made.
- 40 • She is concerned once Formula Retail is allowed, this area will be where
- 41 Formula Retail will be put, because only one other site in central Sausalito
- 42 allows Formula Retail. This will lead to a concentration of Formula Retail in the
- 43 waterfront area. Future applicants not as beloved as Peet's will have the right
- 44 to apply in that location.
- 45 • This project should be considered separate from the zoning amendment. The
- 46 City will lose its ability to look at projects on a case-by-case basis if the City
- 47 does a blanket change on the zoning.
- 48 • The City needs to consider the parking if this area is zoned for Formula Retail.
- 49
- 50

1
2 Jim Madden, 511 Humboldt, indicated the following:

- 3 • He is a resident of one of the arks.
- 4 • Peet's would be a benefit to the locals. He and his family go to Greenbrae to
5 get Peet's coffee.
- 6 • Peet's is a Bay Area-based company with 200 stores as compared to Subway
7 with 31,000 and Starbucks with 10,000.

8
9 Kim Stoddard, 66 Marion Avenue, indicated the following:

- 10 • A local merchant would bring more character to this unique waterfront location.

11
12 Herb Newman, 1707 Bridgeway, indicated the following:

- 13 • Peet's is not a cookie cutter establishment. Each location is different.

14
15 Charlie Hamilton, 1200 Bridgeway, indicated the following:

- 16 • He is speaking as the General Manager of Paradise Bay, not the landlord.
- 17 • Peet's is exactly what they are looking for in a next-door business. Seventy
18 percent of their business is before 11:00am and Paradise Bay opens at 11:30.
- 19 • There are different ways to delineate that go-between parking that won't
20 reduce any more parking spaces.

21
22
23 Leon Portize (phonetic), 595 Bridgeway, indicated the following:

- 24 • He is a long time Peet's customer and in favor of the project.
- 25 • Peet's locations he frequents with his friends have a social club type
26 environment. Sausalito is missing out by not having one.

27
28 The public comment period was closed.

29
30 Carol Mazzetti's response to public comment:

- 31 • It is not true that this area is the only place Formula Retail would be allowed.
32 *Staff noted Formula Retail is allowed in the following districts, subject to a*
33 *CUP: Central Commercial Zoning District, Neighborhood Commercial Zoning*
34 *District, and Shopping Center Zoning District. Currently Formula Retail is not*
35 *allowed within Commercial Residential, Waterfront Zoning District, and the*
36 *Commercial Waterfront Zoning District.*

37
38
39 Commission comments:

- 40 • The City's definition of Formula Retail is troublesome. This store would be
41 operated by a single corporation and not required to maintain standardized
42 services, merchandise, logo, et cetera. If they choose to emulate operations
43 that have been successful in other of their locations, that is not Formula Retail.
44 The notion of a requirement must be found in a license agreement or some
45 obligation of owing to a third party, which is not seen here.
- 46 • Given the words and spirit of the Formula Retail definition there is no choice
47 but to find Peet's Coffee to be Formula Retail. The Commission received 92
48 letters supporting the project because of the name and brand recognition.
49 Peet's customers expect a particular brand of coffee that tastes a particular
50 way. That is formulaic.

- If we're going to add the amendment it should have a separate process.
- The City accomplishes its goal of preserving the unique village character of Sausalito with the required findings for approval if Formula Retail businesses are required to go through the Conditional Use Permit process.
- Formula Retail would be in keeping with the variety of other uses in that district.

Commissioner Keegin moved and Commissioner Stout seconded a motion that the Planning Commission recommends the City Council approval of the Zoning Ordinance Text Amendment to allow Formula Retail uses subject to a CUP in the Commercial Waterfront Zoning District. The motion passed 3-1 (Bair – No).

- 2. DR/SP/MUP/CUP 09-072, Design Review Permit, Conditional Use Permit, Minor Use Permit, Sign Permit. Restaurant Investors Income Fund V, 1250 Bridgeway.** Design Review Permit, Conditional Use Permit, Minor Use Permit, and Sign Permit to locate a Formula Retail establishment at 1250 Bridgeway (APNs 065-034-01 and 065-034-09). This project is categorically exempt from California Environmental Quality Act (CEQA) in accordance with Sections 15305 and 15332 of the CEQA Guidelines.

Commission questions to staff:

- Is there a 15' zone that is within the leasehold property? *Staff responded there is not, however this project is subject to the San Francisco Bay Conservation and Development Commission's (BCDC) requirements for public access. The applicant would need to get a permit for the plantings from BCDC as well as the City.*
- If plantings were done would they be subject to other zoning regulations or fall within CEQA reviews? *Staff responded that plantings within the public right-of-way would not require an Encroachment Agreement unless they are over 36" in height and CEQA would not apply because those elements would be ministerial in nature.*

Commission comments:

- This property's frequent vacancies have given local establishments the opportunity to come in and try to make a go of it. Since corporations hold their property much longer than a local proprietor that benefit would be lost.
- The City has another Formula Retail coffee establishment downtown.

Amended and new Conditions of Approval:

- Condition 3: Add the three words "and in effect" to the end.
- Condition 6: Modify to state that prior to issuance of a Building Permit the applicant shall submit a parking management plan to the Community Development Director which maximizes existing onsite parking.
- Condition 7: Modify to include enhancement of landscaping within a 15' buffer in the Humboldt Avenue right-of-way along the waterfront shoreline.
- New Condition: A 25% reduction of the proposed wall sign size.

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- New Condition: Prior to issuance of a Building Permit the applicant shall submit a trash management plan to be approved by the Community Development Director and work in concert with the adjacent tenant to demonstrate how the treatment of refuse will be handled and screened.
- New Condition: Bicycle racks will be expanded to provide space for 12 bicycles.
- New Condition: Kitchen ventilation hood are prohibited.

Commissioner Keegin moved and Commissioner Stout seconded a motion to approve a Design Review Permit, Conditional Use Permit, Minor Use Permit, and Sign Permit for 1250 Bridgeway referencing the four resolutions set forth in Exhibit A of the Staff Report and subject to the amended and new Conditions of Approval. The motion passed 3-1 (Bair – No).

CDD\Plan Comm\Minutes\2009\10-14-09-Peets

5A
24

Peet's Coffee & Tea



RECEIVED

OCT 20 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Via e-mail and UPS overnight delivery

October 20, 2009

Jeremy Graves
Community Development Director
City of Sausalito
420 Litho Street
Sausalito, CA 94965

Re: Proposed Peet's Coffee & Tea
1250 Bridgeway

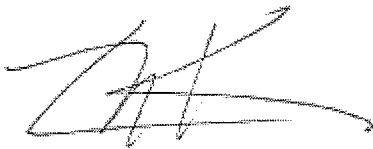
Mr. Graves:

We have been informed that our proposal to open a Peet's Coffee & Tea retail store (DR/CUP/MUP/SP 09-072) is scheduled to be heard by the City Council on November 10, 2009.

Due to a previous commitment, the Peet's team will be out of town and unable to attend.

In order to accommodate our schedules, we request that our project be heard at the December 8th City Council meeting.

Thank you for this consideration.



Chris Konecny
Construction Manager
Peet's Coffee & Tea

Attachment 5
(1 page) 5A
25

RECEIVED

OCT 29 2009



MILLER STARR
REGALIA

1331 N. California Blvd. CITY OF SAUSALITO
Fifth Floor COMMUNITY DEVELOPMENT
Walnut Creek, CA 94596 www.mslegal.com

Wilson F. Wendt
wilson.wendt@msrlegal.com

October 29, 2009

VIA E-MAIL TO jgraves@ci.sausalito.ca.us

Jeremy Graves
Community Development Director
City of Sausalito
420 Litho Street
Sausalito, CA 94965

Re: Peet's Coffee and Tea; Application for Zoning Text Amendment to Allow
Formula Retail As a Conditional Use in the Waterfront District

Dear Mr. Graves:

Our office represents Peet's Coffee and Tea. We have had the opportunity to speak with you on several occasions about this application. Most recently, Carol Mazzetti, of Peet's forwarded your e-mail of October 27th indicating that the proposed Zoning Text Amendment and other entitlements would be heard by the City Council in a public hearing on Tuesday, November 10th, 2009, or alternatively, at Peet's option, on Tuesday, November 17, 2009. Chris Konecny, Peet's construction manager, sent you a letter dated October 20, 2009, indicating that the Peet's project team will be unavailable on these dates and asked that the hearing be set for the City Council meeting on Tuesday, December 8, 2009. The purpose of this letter is to point out both equitable and legal requirements dictating that this matter be heard and decided only after the currently vacant fifth Council Seat has been filled. The council member will be selected at the election next Tuesday and, we understand, will take office at the first Council meeting in December. Neither of the dates suggested in your e-mail are acceptable to Peet's.

Peet's application was filed on May 18, 2009, and was acknowledged to be complete sometime in June. Originally, staff was hopeful that the project could be heard by the Planning Commission in July but, for a variety of reasons later stated that the Planning Commission meeting would not take place until September. The Planning Commission finally considered the application only in the second week in October. While we understand and sympathize with the limitations that caused the delay in getting the hearing before the Planning Commission, we are surprised that the City is proposing to hurry the City Council consideration of the application on to a meeting in November prior to the fifth Councilperson taking office. As Mr. Konecny's letter indicates, the Peet's project team will not be available at that time and to require a hearing during

Attachment 6
(3 pages) SA
26

Jeremy Graves
October 29, 2009
Page 2

that time frame will be extremely inconvenient and might constitute a denial of due process and equal protection.

More importantly, hearing and consideration of this matter by a City Council of only four members may lead to severe dislocation in the City's procedures and require a second public hearing in December after the fifth member has taken office. Approval of Peet's application requires a Zoning Text Amendment pursuant to the provisions of Zoning Ordinance section 10.80.070. That section distinguishes the different types of amendments to the Zoning Ordinance, listing amendments that include the change of boundary of zoning districts (rezoning); amendments that affect other changes to the City of Sausalito's zoning maps; and amendments "affecting the use of property and/or changes to the requirements of this Title (zoning text amendments)." Peet's Application requires an amendment to table 10.24-1 of the Zoning Ordinance to allow formula retail as a conditional use in the Waterfront District with a Conditional Use permit.

The Planning Commission on October 14, 2009 held a public hearing on this proposed zone text amendment pursuant to the provisions of Zoning Ordinance section 10.80.070C. By a vote of 3-1, the Planning Commission recommended to the City Council that the proposed Zoning Text Amendment be adopted.

The City Council consideration of this matter is directed by Zoning Ordinance Section 10.80.070E and Government Code Section 65857, both of which provide that in considering the Zoning Text Amendment, the Council must take an affirmative action. The City Council may approve, modify or deny the Planning Commission's recommendation. There may be a misunderstanding among staff and City officials that a tie vote is a denial. That is not the case as discussed below. A tie vote will mean "no action" on the Planning Commission's recommended Zoning Text Amendment and will require the matter be continued until a fifth Council member can break the tie.

Thus, pursuant to the Zoning Ordinance and California statute, when the City Council considers the recommendation of the Planning Commission regarding the Zoning Text Amendment, it must do one of three things. The Council can approve the Planning Commission recommendation. The Council may modify the Planning Commission recommendation. The Council may deny the Planning Commission's recommendation. In any event, some action by the Council is required upon the Planning Commission's recommendation issued following a very thorough public hearing before the Planning Commission and the Commission's strong recommendation for approval. There is a possibility that if this matter is heard before the existing Council (which currently has only 4 Council members), the vote on any motion to "affirm, modify, or deny" will be a tie 2-2 vote. This means the matter will have to be continued to the next Council meeting at which the full Council will be able to break the tie and do one of the three things required under Section 10.80.070 and Government Code Section 65857 can be accomplished. Copies of both the Zoning Ordinance provision and the Government Code Section are enclosed.

Jeremy Graves
October 29, 2009
Page 3

The belief that a tie vote is a denial is incorrect. The City has not adopted Council by-laws characterizing a tie vote as a denial. Therefore, it is necessary to review California case law which clearly dictates that an even division among members of an agency results in "no action". Graves v. Commission on Professional Competence (1976) 63 CalApp.3d 970, 976-977. Anderson v. Pittenger (1961) 197 CalApp.2d 188, 194-195 considered the City Council's tie vote on appeal from the Planning Commission's decision to grant a zoning variance. The court held that the tie vote constituted "no action" and was not a affirmance of the order of the Commission. It is clear from case law that a tie vote will be considered by California courts to constitute "no action" and the practical result will be that the matter must be continued to a meeting in December. The new Council member, whoever he or she may be, will not have had the benefit of being a part of the original public hearing and a significant amount of redundance will be involved in providing that member with enough information to allow them to ultimately vote on this important issue.

Issues of basic fairness and procedural due process are important in this instance. This matter has languished for a significant period of time and only when it appeared that the matter would be heard by the City Council with a new member has there a developed a rush to calendar the matter for hearing and proceed. As stated previously, a hearing in November will be inconvenient for the applicant and will result in significant delays and extra work for the city. We urge you to schedule this for a meeting in December. As evidenced by the support for this Application at the Planning Commission, a very large number of Sausalito residents are in support. This should be decided only after all residents are represented.

Very truly yours,

MILLER STARR REGALIA

Wilson F. Wendt

Wilson F. Wendt

WFW:jam
Enclosures

cc: Mary Wagner, City Attorney
Adam Politzer, City Manager
Mayor Jonathan Leone
Councilmember Mike Kelly
Councilmember Linda Pfeifer
Councilmember Herb Weiner
Carol Mazzetti

CHAPTER 10.40

GENERAL DEVELOPMENT REGULATIONS

10.40.010 Purpose and Applicability of Chapter

- A. **Purpose.** In addition to the general purposes established in Section 10.10.030 (Title and Purpose), the specific purpose of this Chapter is to provide general regulations to guide the location, design and development of new land uses and structures and the alteration of existing uses and structures. The provisions of this Chapter supplement and work with the development requirements of each base and overlay zoning district established by Section 10.12.040 (Establishment of Zoning Districts). The illustrations in this Chapter are supplemental to the text and serve to describe the development standards contained within the text. In the event of a conflict between the text and the illustrations, the text shall govern.
- B. **Applicability.** All land use permits (Section 10.12.050, Zoning Clearance Required) and subdivisions of land or air space (approved pursuant to Title 9 of this code) shall comply with all applicable provisions of this Chapter.

10.40.020 Development Standards of the Fair Traffic Limits Initiative

The following standards were adopted by a majority vote of the electors of the City of Sausalito on June 4, 1985 (full text in the Appendix to this Title). *Included below, in italics, is clarification language adopted by Resolution 3407 of the City Council on July 16, 1985 and now made a part of this Zoning Ordinance.* This section affects only the CN (Commercial Neighborhood), CS (Commercial Shopping Center), IM (Industrial Marinship), CW (Commercial Waterfront), and W (Waterfront), but does not affect the CC (Central Commercial) or any residential zoning districts. The CR (Commercial Residential) zoning district is affected only as provided in Section 10.24.040.B (New Development in CR District).

- A. **Findings and Purpose.** The people of the City of Sausalito hereby find that it is in the best interests of the present and future residents of the City to reduce the increase in automobile traffic generated by new development in the City's commercial and industrial zones and to preserve the maritime character of those areas by reducing permissible density in commercial and industrial areas.

This reduction is necessary to protect property rights and to ensure orderly development in commercial and industrial zones in the City in a manner that will not generate excessive traffic, air or noise pollution, nor diminish the public health and welfare.

- B. **Application of Standards.** It is the intention of the people of Sausalito that the following policies govern the implementation of density standards and maximum Floor Area Ratios:
1. Existing uses which are made non-conforming by this amendment shall be considered non-conforming under the provisions of Section 10.62.020 (Applicability) of this Code.

Attachment 7
(2 pages)

2. If on December 1, 1984, a parcel exceeds the Maximum Floor Area Ratio permitted by this amendment, that parcel may not be split into additional parcels in order to provide additional buildable area. *This section limits the division of land parcels which on or after December 1, 1984 equaled or exceeded the maximum Floor Area Ratio.*
3. The Zoning Map of Sausalito effective as amended July 15, 1980 shall govern the affected zoning categories. No site may be redesignated to any other zoning classification that would allow greater density or Floor Area Ratio. *The term "categories" may be used interchangeably with the term "classifications". The term "density" shall refer to the amount of Floor Area Ratio as determined by the maximum Floor Area Ratio column shown on the development standards table for each applicable commercial district. This section prohibits the redesignation of any site within the affected zoning districts to any other zoning classification from the list of classifications on the Zoning Map or any other zoning classification later invented, that would result in greater Floor Area Ratio than presently attached to the site. No parcel reverts to the zoning classification that it bore on July 15, 1980.*
4. Where a parcel is already developed up to or beyond the maximum Floor Area Ratio, no conversion or change in use may be permitted when that conversion or change in use will result in increased commercial usage or density. *The term "increased commercial usage or density" refers to the prohibition of increasing the allowable percentage of commercial use and Floor Area Ratio above those indicated in the maximum Floor Area Ratio column of the Development Standards Table for each applicable commercial district. This section does not prohibit the addition or deletion to the list of permitted uses in each affected zoning classification, provided that such a modification would not produce an increase in the amount of allowable Floor Area Ratio that would have been permitted had the list not been modified.*
5. In the CR zone, residential uses existing as of December 1, 1984 may not be converted into any other uses. *This section limits the conversion of residential uses in the C-R (Commercial-Residential) Zoning District which existed on or after December 1, 1984.*
6. The Maximum Floor Area Ratios identified for the CN (Commercial Neighborhood), CS (Commercial Shopping Center), IM (Industrial Marinship), CW (Commercial Waterfront), and W (Waterfront) zoning districts may not be exceeded by Variance, Conditional Use, Planned Unit Development or any other device. *These zoning permits may not be used to increase the Floor Area Ratio beyond the figures listed as the maximum Floor Area Ratio in Table 2 of the Initiative. Variances may be considered to modify required yards, height limit, required parcel size and building coverage provided that the variance does not result in an increase in the amount of development permitted by the Floor Area Ratios in the Development Standards Tables for each applicable commercial district.*

Correspondence

Received for Peet's Coffee and Tea

1. Sven Queruer, date-stamped June 1, 2009
2. Herb Madden, date-stamped June 1, 2009
3. Colleen Madden, date-stamped June 1, 2009
4. Mike Madden, date-stamped June 1, 2009
5. Fred Krauss, date-stamped June 1, 2009
6. Lori j. Jacinth, date-stamped June 1, 2009
7. Martin, Noack Real Estate, date-stamped June 1, 2009
8. Sausalito Yacht Harbor, date-stamped June 1, 2009
9. Jane Hook, date-stamped June 1, 2009
10. Jim Madden, Date-stamped June 1, 2009
11. Peter Brosig, date-stamped June 1, 2009
12. Marion Slater, date-stamped June 4, 2009
13. Denise Courtney, date-stamped June 4, 2009
14. Doug Hanson, date-stated June 16, 2009
15. Dammith Rupersingam, date-stamped June 23, 2009
16. Art Griggs, date-stamped July 2, 2009
17. Russell Croce, date-stamped October 1, 2009
18. Peter Sealey, date-stamped October 1, 2009
19. Yale Smith, date-stamped October 1, 2009
20. Sonya Yassa, date-stamped October 1, 2009
21. Barry Hoffiver, date-stamped October 1, 2009
22. T, Johnson, date-stamped October 1, 2009
23. Thomas Stein, date-stamped October 1, 2009
24. Robert Teasdale, date-stamped October 1, 2009
25. Pat O'Neil, date-stamped October 1, 2009
26. Steve Clark, date-stamped October 1, 2009
27. Ken Kurtzig, date-stamped October 1, 2009
28. Rose Prado-Navone, date-stamped October 1, 2009
29. Harvey Krasvneogoa, date-stamped October 1, 2009
30. Toni Bedi, date-stamped received October 7, 2009
31. Barbara Wetzell, date-stamped received October 7, 2009
32. Elaine Engman, date-stamped received October 7, 2009
33. Annie Uzdavinis, date-stamped received October 7, 2009
34. Juliette Ambatzidis, date-stamped received October 7, 2009
35. Barra Lori, date-stamped received October 7, 2009
36. Linda Wegmann, date-stamped received October 7, 2009
37. Jody Sherman, date-stamped received October 7, 2009
38. Hillair Bell, date-stamped received October 7, 2009
39. Gordon Radley, date-stamped received October 7, 2009
40. Karen Benjamin, date-stamped received October 7, 2009
41. Levon Partizpanian, date-stamped received October 7, 2009
42. Katie King, date-stamped received October 7, 2009
43. Keith Buckley, date-stamped received October 7, 2009
44. Sally Shannon, date-stamped received October 7, 2009
45. Herb Newman, date-stamped received October 7, 2009
46. Roderic Weaver, date-stamped October 8, 2009
47. Darkhairedfemme, date-stamped October 8, 2009
48. James Beswick, date-stamped October 8, 2009
49. Hilary Anderson, date-stamped October 8, 2009
50. Perry Heffelfinger, date-stamped October 8, 2009
51. Scott Karnes, date-stamped October 8, 2009
52. Debbie Jernberg, date-stamped October 8, 2009
53. Achilleas Ambatzidis, date-stamped October 8, 2009
54. Vivian Terry, date-stamped October 8, 2009
55. John C McQuitty, date-stamped October 8, 2009
56. Cynthia Froemke, date-stamped October 8, 2009
57. Elizabeth Dinsel, date-stamped October 8, 2009
58. D. Ronston, date-stamped October 8, 2009
59. Pelican Harbour Associates, date-stamped October 8, 2009
60. Morgan Morgan, date-stamped October 9, 2009
61. Phil Lamoreaux, date-stamped October 12, 2009
62. Carey Chenoweth, date-stamped October 12, 2009
63. Brad Shaffer, date-stamped October 13, 2009
64. Steven Fugaro, date-stamped October 13, 2009
65. Mary McKeachie, date-stamped October 13, 2009
66. Scott Stonebeck, date-stamped October 13, 2009
67. Beth Newman, date-stamped October 13, 2009
68. Jon Cook, date-stamped October 13, 2009
69. Margaret Bertolo, date-stamped October 13, 2009
70. Jonathon Kibrick, date-stamped October 14, 2009
71. Eric Risberg, date-stamped October 14, 2009
72. John Hefler, date-stamped October 14, 2009
73. Misty D'Amore, date-stamped October 14, 2009
74. Jim Long, date-stamped October 14, 2009
75. Elizabeth Risberg, date-stamped October 14, 2009
76. Karen Bert, date-stamped October 14, 2009
77. Eric & Elizabeth Risberg, date-stamped November 11, 2009
78. John & Roberta Hefler, date-stamped November 11, 2009

Sue's Queries
1001 Bridgeway #151
Sausalito CA 94965

5/29/09

RECEIVED
JUN - 1 2009
CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito CA 94965

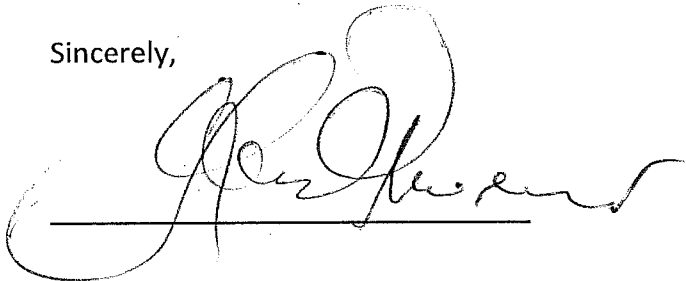
Dear Ms. Burns:

As (a) resident in the community of Sausalito 1 wish to express my enthusiastic support for the proposed Peet's Coffee at 1250 Bridgeway. The coffee store is well known for its charitable contributions to its surrounding communities making it a great asset to Sausalito. Also, it will be the first certified "green" Peet's Coffee Store.

The proposed site is adjacent to my home and 1 find it to be a very convenient location not only for my but everyone to enjoy.

Thank you for your time and consideration.

Sincerely,



Herb Madden
513 Humboldt
Sausalito CA 94965
(415) 332-5000

RECEIVED

JUN - 1 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

May 28, 2009

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito CA 94965


Dear Ms. Burns:

As a resident homeowner in the community of Sausalito and I wish to express my enthusiastic support for the proposed Peet's Coffee at 1250 Bridgeway. The coffee store is well known for its charitable contributions to its surrounding communities making it a great asset to Sausalito. Also, it will be the first certified "green" Peet's Coffee Store.

The proposed site is adjacent to my home and I find it to be a very convenient location not only for me but everyone to enjoy.

Thank you for your time and consideration.

Sincerely,


Herb Madden

Colleen Madden
507 Humboldt
Sausalito CA 94965
(415) 332-5000

RECEIVED

JUN - 1 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

May 28, 2009

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito CA 94965

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Thank you for your time and consideration.

Sincerely,



Colleen Madden

Mike Madden
509 Humboldt
Sausalito CA 94965
(415) 332-5000

May 28, 2009

RECEIVED

JUN - 1 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito CA 94965

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The proposed site is adjacent to my home and I find it to be a very convenient location not only for me but everyone to enjoy.

Thank you for your time and consideration.

Sincerely,



Mike Madden

5A

35

Fred Krauss
109 Edwards Ave
Sausalito CA 94965

RECEIVED
JUN - 1 2009
CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

May 29, 2009

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito CA 94965

Dear Ms. Burns:

As a homeowner resident in the community of Sausalito and I wish to express my enthusiastic support for the proposed Peet's Coffee at 1250 Bridgeway. The coffee store is well known for its charitable contributions to its surrounding communities making it a great asset to Sausalito. Also, it will be the first certified "green" Peet's Coffee Store.

The proposed site is adjacent to my home and I find it to be a very convenient location not only for me but everyone to enjoy.

Thank you for your time and consideration.

Sincerely,



Fred Krauss

109 EDWARDS
SAUSALITO CA
94965

SA

36

Lori J. Jacinth
141 Spencer Avenue
Sausalito CA 94965
Resident Phone
(415) 317-9024

RECEIVED

JUN - 1 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

May 28, 2009.

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965

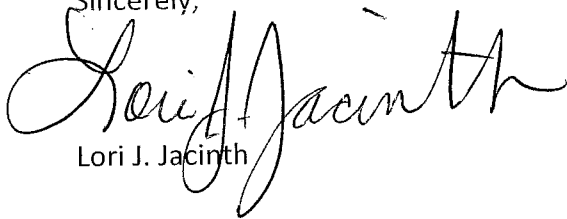
Dear Ms. Burns:

As a resident in the community of Sausalito, I wish to express my enthusiastic support for the proposed Peet's Coffee at 1250 Bridgeway. The coffee store is well known for its charitable contributions to its surrounding communities making it a great asset to Sausalito. Also, it will be the first certified "green" Peet's Coffee Store.

The proposed site is a very convenient location not only for me but everyone to enjoy.

Thank you for your time and consideration.

Sincerely,


Lori J. Jacinth

RECEIVED

JUN - 1 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Your Company Name (Or erase and use company stationary)
Your Company Address
Sausalito, CA 94965
(415)

Martin, Noack Real Estate
215 Second Street
Sausalito, Ca 94965
PH. 415-331-6400

May 28, 2009

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito CA 94965

Dear Ms. Burns:

As a business owner in the community of Sausalito and I wish to express my enthusiastic support for the proposed Peet's Coffee at 1250 Bridgeway. The coffee store is well known for its charitable contributions to its surrounding communities making it a great asset to Sausalito. Also, it will be the first certified "green" Peet's Coffee Store.

The proposed site is well suited for a coffee shop and a very convenient location.

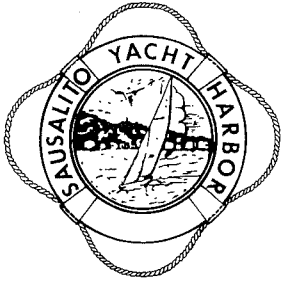
Thank you for your time and consideration.

Sincerely,



5A

38



SAUSALITO YACHT HARBOR

A CORPORATION
501 HUMBOLDT (lower)
SAUSALITO, CALIFORNIA 94965
PHONE (415) 332-5000
FAX (415) 332-8473

May 28, 2009

RECEIVED

JUN - 1 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito CA 94965


Dear Ms. Burns:

As a business owner in the community of Sausalito and I wish to express my enthusiastic support for the proposed Peet's Coffee at 1250 Bridgeway. The coffee store is well known for its charitable contributions to its surrounding communities making it a great asset to Sausalito. Also, it will be the first certified "green" Peet's Coffee Store.

The proposed site is adjacent to Sausalito Yacht Harbor which I feel the boat owners will be very pleased with its very convenient location.

Thank you for your time and consideration.

Sincerely,


J. H. Madden
President

5A
39

Jane Hook
15 Atwood Avenue
Sausalito CA 94965
(415) 331-1319

May 28, 2009

RECEIVED
JUN - 1 2009
CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito CA 94965

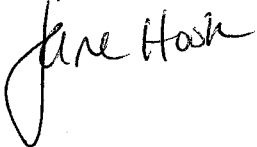
Dear Ms. Burns:

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The proposed site is a very convenient location not only for me but everyone to enjoy.

Thank you for your time and consideration.

Sincerely,



Jim Madden
511 Humboldt
Sausalito CA 94965
(415) 332-5000

RECEIVED

JUN - 1 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

May 28, 2009

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito CA 94965

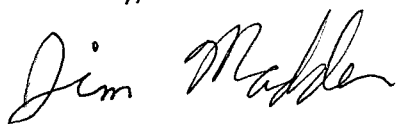
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The proposed site is adjacent to my home and I find it to be a very convenient location not only for me but everyone to enjoy.

Thank you for your time and consideration.

Sincerely,



Jim Madden

5A
41

**Peter Brosig
15 Atwood Avenue
Sausalito CA 94965
(415) 331-1319**

May 28, 2009

RECEIVED
JUN - 1 2009
CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito CA 94965

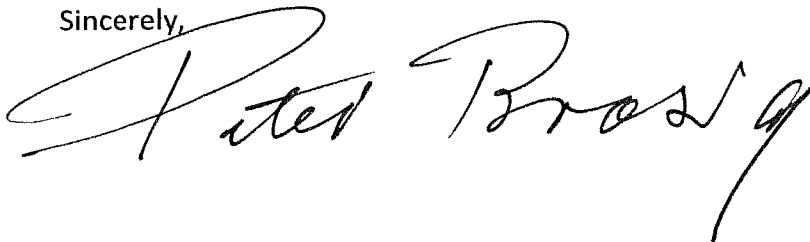
Dear Ms. Burns:

As a resident in the community of Sausalito and I wish to express my enthusiastic support for the proposed Peet's Coffee at 1250 Bridgeway. The coffee store is well known for its charitable contributions to its surrounding communities making it a great asset to Sausalito. Also, it will be the first certified "green" Peet's Coffee Store.

The proposed site is a very convenient location not only for me but everyone to enjoy.

Thank you for your time and consideration.

Sincerely,



JA
42

MARION SLATER (Name)

(Company)

515 HUMBOLDT AVE (Address)

SAUSALITO - CA 94965 (Town, State, Zip Code)

RECEIVED
JUN 4 2009
CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

6-3-09 (Date)

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito CA 94965

Dear Ms. Burns:

As (a) resident/homeowner (business owner/employee (circle one)) in the community of Sausalito I (we (circle one)) wish to express my (our (circle one)) enthusiastic support for the proposed Peet's Coffee at 1250 Bridgeway. The coffee store is well known for its charitable contributions to its surrounding communities making it a great asset to Sausalito. Also, it will be the first certified "green" Peet's Coffee Store.

The proposed site is well suited for a coffee shop and a very convenient location.

Thank you for your time and consideration.

Sincerely,

Marion Slater

Signature

Denise Courtney (Name)

(Company)

37 Edwards Ave (Address)

Sausalito CA 94965 (Town, State, Zip Code)

RECEIVED

JUN 4 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

6-3-09 (Date)

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito CA 94965

Dear Ms. Burns:

As (a) resident/homeowner / business owner / employee (circle one) in the community of Sausalito I / we (circle one) wish to express my / our (circle one) enthusiastic support for the proposed Peet's Coffee at 1250 Bridgeway. The coffee store is well known for its charitable contributions to its surrounding communities making it a great asset to Sausalito. Also, it will be the first certified "green" Peet's Coffee Store.

The proposed site is well suited for a coffee shop and a very convenient location.

Thank you for your time and consideration.

Sincerely,

Denise Cortez
Signature

5A
44

DOUG HEANSON (Name)

SKY LTD (Company)

2415 19th AVE (Address)

S.F. 94116 (Town, State, Zip Code)

6/15/09 (Date)

RECEIVED
JUN 16 2009
CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito CA 94965

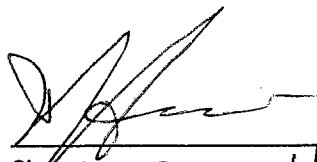
Dear Ms. Burns:

As (a) Board owner resident/homeowner/business owner/employee (circle one) in the community of Sausalito (I) we (circle one) wish to express (my) our (circle one) enthusiastic support for the proposed Peet's Coffee at 1250 Bridgeway. The coffee store is well known for its charitable contributions to its surrounding communities making it a great asset to Sausalito. Also, it will be the first certified "green" Peet's Coffee Store.

The proposed site is well suited for a coffee shop and a very convenient location.

Thank you for your time and consideration.

Sincerely,



Signature

Doug Heanson
0142
SHH

5A
45

~~_____~~
Taste of Rome
~~_____~~

1000 Bridgeway
Sausalito, CA
415 332-7660

RECEIVED

JUN 23 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT
COMMUNITY DEVELOPMENT DEPT

Attention: Planning Commission
City of Sausalito
420 Litho St.
Sausalito, CA 94965

Dear Planning Commission:

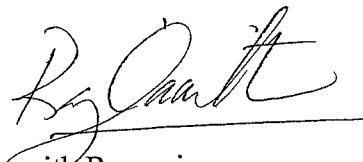
It has come to our attention that a national chain, **Pete's Coffee**, is applying to open a business on Bridgeway in Sausalito near Taste Of Rome at 1001 Bridgeway.

Introducing such a national chain establishment would be counter to the local quality and culture that should be the preferred policy and practice for businesses in Sausalito.

Further, the Taste Of Rome coffee house well satisfies the needs of the community. If the national chain, **Pete's Coffee**, is allowed to locate in Sausalito in very close proximity to Taste Of Rome, the business of Taste Of Rome will be materially and adversely affected. If the City wishes to turn Bridgeway into a "national-chain" strip mall, the location of a Pete's Coffee still should be much farther away from Taste of Rome.

A distinction should be made between competition between local businesses that do not have significant national advertising and large businesses that do have national advertising. Local businesses compete on an even basis for tourist patrons that may not recognize any particular local business name. A national advertiser such as **Pete's Coffee** has an unfair advantage since a national advertiser will have pre-established name recognition with tourists. Therefore, locating a nationally advertised business in close proximity to the same type of local business is not good planning and will over the long term drive the local businesses from Sausalito. Such policy over the long term will change the character of Sausalito and all businesses will be harmed.

Taste of Rome opposes the opening of a **Pete's Coffee** as presently proposed.



Dammith Rupersingam
Owner, Taste of Rome

Heidi Burns

From: Art Griggs [artgriggs@sbcglobal.net]
Sent: Thursday, July 02, 2009 1:32 PM
To: Heidi Burns
Subject: Java Time

RECEIVED
JUL 2 2009
CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Heidi Burns

Associate Planner
City of Sausalito
415-289-4154

Ms. Burns:

Since its closing my neighbors and I have missed the coffee house, **Northpoint Coffee** at 1250 Bridgeway. For us locals in "new" Sausalito this location was a logical and easily accessible place to enjoy an excellent brew. I understand that we now have an opportunity to have **Peet's Coffee** in this location. My neighbors and I strongly urge that this effort be approved and acted upon quickly.

'Dying for a good cup!

Thank you,

Art Griggs

525 Nevada Street
Sausalito, CA 94965
415-331-3258

Name Russell Croce

Address: 115 Woodward Ave

Sausalito, CA 94965

Date: 7/11/09

RECEIVED

OCT - 1 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965

Re: Proposed Peet's Coffee & Tea

Dear Ms. Burns:

I am a resident of Sausalito and I wish to express my strong support for the Peet's Coffee & Tea store proposed for the building at 1250 Bridgeway. Peet's is a local, Bay Area business that would be both an asset to our town and a big convenience to its residents.

Thank you.

Sincerely

Russell Croce

5A

4B

RECEIVED

OCT 11 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Name PETER SEALEY

Address: 135 SAN CARLOS AVE

Sausalito, CA 94965

Date: 6/11/09

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965

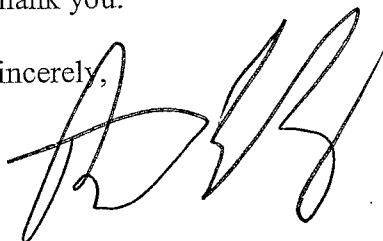
Re: Proposed Peet's Coffee & Tea

Dear Ms. Burns:

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Thank you.

Sincerely,



5A
49

RECEIVED

Name Yale Smith

OCT 01 2009

Address: 30 Excelsior #4

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Sausalito, CA 94965

Date: June 7/09

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965

Re: Proposed Peet's Coffee & Tea

Dear Ms. Burns:

I am a resident of Sausalito and I wish to express my strong support for the Peet's Coffee & Tea store proposed for the building at 1250 Bridgeway. Peet's is a local, Bay Area business that would be both an asset to our town and a big convenience to its residents.

Thank you.

Sincerely,

Yale Smith

5A

50

Name SONYA YASSA

Address: 1001 Bridgeway # 101

Sausalito, CA 94965

RECEIVED

OCT 01 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Date: 6/6/09

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965

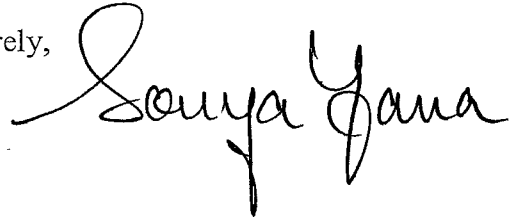
Re: Proposed Peet's Coffee & Tea

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Thank you.

Sincerely,



5A
51

RECEIVED

OCT 01 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Name BARRY HOFFNER

Address: 181 SAN CARLOS AVE

Sausalito, CA 94965

Date: JUNE 6 2009

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965

Re: Proposed Peet's Coffee & Tea

Dear Ms. Burns:

I am a resident of Sausalito and I wish to express my strong support for the Peet's Coffee & Tea store proposed for the building at 1250 Bridgeway. Peet's is a local, Bay Area business that would be both an asset to our town and a big convenience to its residents.

Thank you.

Sincerely,



5A

52

RECEIVED

OCT 01 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Name T. Johnson

Address: 89 MARIN, SAUSALITO, CA

Sausalito, CA 94965

Date: 6/6/09

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965

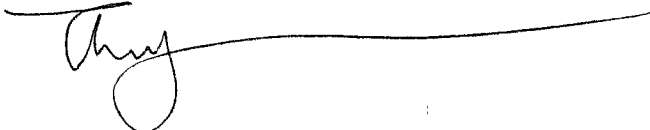
Re: Proposed Peet's Coffee & Tea

Dear Ms. Burns:

I am a resident of Sausalito and I wish to express my strong support for the Peet's Coffee & Tea store proposed for the building at 1250 Bridgeway. Peet's is a local, Bay Area business that would be both an asset to our town and a big convenience to its residents.

Thank you.

Sincerely,



5A
53

RECEIVED

OCT 01 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Name Thomas Stein

Address: 300. NAPA ST

Sausalito, CA 94965

Date: JUNE-6-09

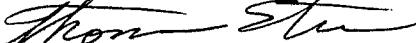
Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965

Re: Proposed Peet's Coffee & Tea

Dear Ms. Burns:

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Thank you.

Sincerely, 

5A

54

RECEIVED

OCT 01 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Name R Teardale

Address: 307 A Third

Sausalito, CA 94965

Date: 6/6/09

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965

Re: Proposed Peet's Coffee & Tea

Dear Ms. Burns:

I am a resident of Sausalito and I wish to express my strong support for the Peet's Coffee & Tea store proposed for the building at 1250 Bridgeway. Peet's is a local, Bay Area business that would be both an asset to our town and a big convenience to its residents.

Thank you.
Sincerely, R Teardale

5A
55

RECEIVED

OCT 01 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Name PAT O'NEIL

Address: 104 CYPRESS PL.

Sausalito, CA 94965

Date: 6-6-06

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965

Re: Proposed Peet's Coffee & Tea

Dear Ms. Burns:

I am a resident of Sausalito and I wish to express my strong support for the Peet's Coffee & Tea store proposed for the building at 1250 Bridgeway. Peet's is a local, Bay Area business that would be both an asset to our town and a big convenience to its residents.

Thank you.

Sincerely,



SA

56

RECEIVED

OCT 01 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Name STEVE CLARK

Address: 1021 BRIDGEWAY, #161

Sausalito, CA 94965

Date: 6/6/09

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965

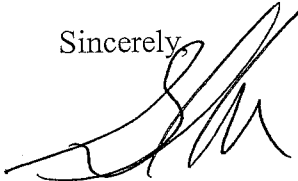
Re: Proposed Peet's Coffee & Tea

Dear Ms. Burns:

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Thank you.

Sincerely,



5A

57

RECEIVED

OCT 01 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Name Ken Kurtzig

Address: 10 Curry Ave

Sausalito, CA 94965

Date: 6/5/09

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965

Re: Proposed Peet's Coffee & Tea

Dear Ms. Burns:

I am a resident of Sausalito and I wish to express my strong support for the Peet's Coffee & Tea store proposed for the building at 1250 Bridgeway. Peet's is a local, Bay Area business that would be both an asset to our town and a big convenience to its residents.

Thank you.

Sincerely,



5A

58

RECEIVED

OCT 01 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Name Rose Prado-Navone

Address: June 7, 2009

Sausalito, CA 94965

144 Spencer Ave.
Sausalito Ca
94965

Date: 6.7.09

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965

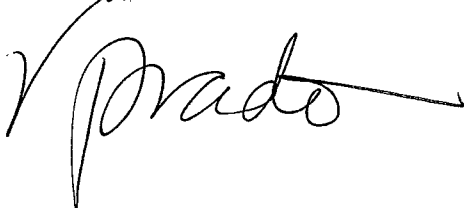
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Dear Ms. Burns:

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Thank you.

Sincerely,



5A
59

RECEIVED

Name HARVEY KRASNEBA

OCT 11 2009

Address: 439 STARWOOD DRIVE

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEPT

Sausalito, CA 94965

Date: 10/12/09

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965

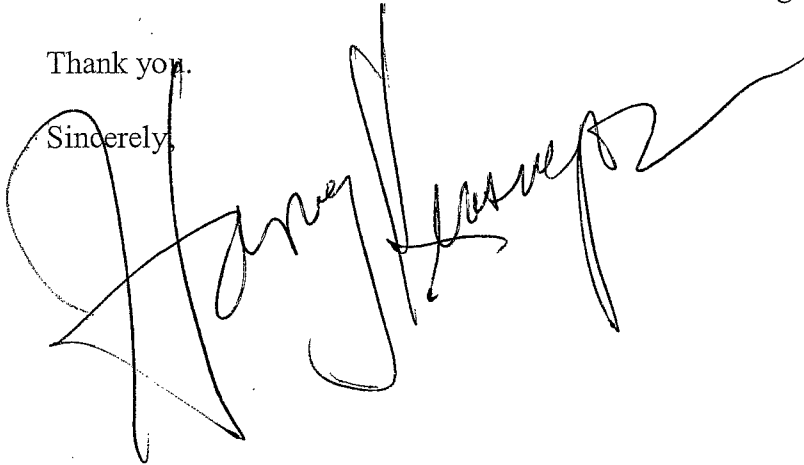
Re: Proposed Peet's Coffee & Tea

Dear Ms. Burns:

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Thank you.

Sincerely,



JA
60

RECEIVED

OCT 7 2009

THE UB GROUP

Toni Bedi • Sr VP-Group Chairman's Office • 1050 Bridgeway • Sausalito, CA 94965 • Telephone 415-339-1105 • Fax 415 289-1406

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

October 6, 2009

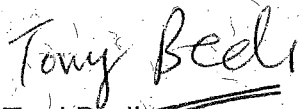
Heidi Burns
Associate Planner
Community Development Department
420 Litho Street
Sausalito, CA 94965

Re: Peet's Coffee at 1250 Bridgeway

Dear Ms. Burns,

I wanted to let you know that as neighbors to the parcel that contains Paradise Bay and the former business North Point Coffee, we are in favor of a new Peet's Coffee operating at that location. I urge the city to approve their application for a C.U.P. as required for a formula retail business. We think that Peet's is a great operator and would compliment the use of that space.

Sincerely,



Toni Bedi
Sr VP UB Group
1050 Bridgeway
Sausalito, CA 94965

5A
61

Heidi Burns

From: bwetzell@comcast.net
Sent: Wednesday, October 07, 2009 10:39 AM
To: Heidi Burns
Subject: Peets in Sausalito

RECEIVED

OCT 7 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Please allow Peets to move into the NorthPoint Cafe Building. That is the perfect location for a coffee shop! I ride my bike from SF to Tiburon and used to love stopping there to have a cup of coffee or tea. This is a perfect spot for tourists on bikes to stop and would generate a lot of income for the city of Sausalito.

When I am running errands in my car, altho I love the Mill Valley Peets, parking is terrible. Also the former "Cafe Trieste" in Sausalito has terrible parking. Allowing Peets in the NorthPoint Cafe building would be a great addition to Sausalito!

Barbara Wetzell
Tiburon, CA

Heidi Burns

From: elaine engman [e2engman@comcast.net]
Sent: Wednesday, October 07, 2009 12:06 PM
To: Heidi Burns
Subject: Peets

RECEIVED

OCT 7 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

I'm a long time Sausalito resident (since 1983 off and on) and now own a home on Bulkley avenue. In general I'm against all the proposals to turn Sausalito into another Fisherman's Wharf. I grew up on the beach Southern California which is now completely ruined. The developers have destroyed Southern California and I don't want Sausalito to go the way of all the other nice little towns in California. That being said, I think since the building was already a coffee shop, another one wouldn't hurt UNLESS is gives the City Council the idea that they can develop the hell out of this little gem of a town of 7,000 or so residents. I would back Peet's at that location, IF it is the ONLY development on the books. Elaine Engman

Heidi Burns

RECEIVED

From: Annie Uzdavinis [alu@earthlink.net]
Sent: Wednesday, October 07, 2009 10:53 AM
To: Heidi Burns
Subject: 1250 Bridgeway - Support for Peets

OCT 7 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Dear Ms. Burns,

I'm writing as most probably I won't be in town and able to attend the Planning Commission meeting on October 14, 2009 and I want to voice my support for Peet's in Sausalito.

As a Sausalito resident, property owner and taxpayer I welcome the addition that Peet's would bring to the community.

As an environmentalist and designer I'm very excited by the fact that the design that they want to bring to the building includes LEED certification and feel that this is something the City of Sausalito should applaud.

Peet's has long shown it's community awareness as a Bay Area business and within each of the neighborhoods where their stores are located by providing fundraising efforts for local charities and providing coffee for local events.

The charities and events they support are driven from customer suggestions and not a corporate mission --- other than the corporation choses to be a good local business.

The presence of Peet's in Sausalito won't affect my support of other local businesses. I'll continue to want breakfast or lunch from Cibo, tacos from the taco shop, dinner from Sushi Ran.

What it will mean is another solid business will be on the "local" end of town and will draw more people north on Bridgeway and provide support for the other businesses, shops and galleries that are on the fringe of the "tourist" walk corridor.

Additionally, Peet's presence in town will help me reduce my carbon footprint (and I'm sure that of others) as we'll be able to walk to the place where we buy our coffee beans instead of driving to Mill Valley or Corte Madera.

Lastly, at at time when storefronts are becoming empty I cheer such a strong business moving into our town and lighting up their sign and opening the door of the shuttered building.

Thanks so much for your time and consideration. I appreciate your conveying my strong support to the Planning Commission.

Most sincerely,

Annie Uzdavinis
635 Main Street
Sausalito, CA 94965

415-332-6109
alu@earthlink.net

Heidi Burns

From: Juliette Ambatzidis [juliette@isabelallende.com]
Sent: Wednesday, October 07, 2009 10:51 AM
To: Heidi Burns
Subject: From the office of Isabel Allende

RECEIVED

OCT 7 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Dear Heidi Burns,

PLEASE consider allowing Peet's to open a store in the old Northpoint Coffee space. We LOVE Peet's and hate having to drive all the way to Mill Valley to get our needed daily cup of Peets!

Thank you,

Juliette
Assistant to Isabel Allende

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65

Heidi Burns

RECEIVED

From: Juliette Ambatzidis [ambatzidis@gmail.com]
Sent: Wednesday, October 07, 2009 11:03 AM
To: Heidi Burns
Subject: Peet's in Sausalito

OCT 7 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Yes, please allow Peet's to open a store in Sausalito – I've been waiting for this for years!

J. Ambatzidis
Caledonia Street, Sausalito

Heidi Burns

RECEIVED

From: Barra Lori [loribarra@me.com]
Sent: Wednesday, October 07, 2009 10:16 AM
To: Heidi Burns
Subject: Yes bring on Peet's

OCT 7 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Yes, yes, yes. Bring on Peet's We are directly across the street from them at 116 Caledonia and we would love to have Peet's there. We are big fans pf Peet's.

Thanks,
_Lori Barra

Heidi Burns

From: Linda Wegmann [linda@wegmandesign.com]
Sent: Wednesday, October 07, 2009 10:56 AM
To: Heidi Burns
Subject: Peets Coffee-YES

RECEIVED

OCT 7 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Hi,

I'm writing to put in my and my husbands vote for the possible location of a Pete's coffee in Sausalito at the Northpoint coffee. I believe it would be a wonderful draw for Sausalito. I also lived in Sausalito for 10 years, and can say, I would love it. We are current Mill Valley residents but go to Sausalito all the time, and my daughter spends half her time there with her Dad.

We vote YES for Peets!!

Sincerely,

Linda Wegmann-Servat and Jean-Luc Servat

Linda Wegmann
linda@wegmandesign.com
tel 415 388 8784

Heidi Burns

RECEIVED

From: Jody [jodymillvalley@yahoo.com]
Sent: Wednesday, October 07, 2009 12:17 PM
To: Heidi Burns
Subject: Peets

OCT 7 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

I hope the city realizes that in ths still troubled economy , bringing a vital success proven business to Sausalito would bring jobs and help with your tourism. Please allow Peet's to occupy this vacant unsightly space on Bridgeway.
Thank you

Jody Sherman
Mill valley

Sent from my iPhone - Jody

Heidi Burns

From: hillair [hillair_michael@yahoo.com]
Sent: Wednesday, October 07, 2009 11:13 AM
To: Heidi Burns
Subject: Peet's in Sausalito

RECEIVED

OCT 7 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

As very long-time Peet's lovers and short time residents of Sausalito, we are delighted to learn that Peet's may come to Sausalito. We will be out of town for the planning meeting so are writing to let you know how happy we'd be to have Peet's in the neighborhood.

Peet's make excellent neighbors and their commitment to environmentally sound practices, including building, make them a natural for this community. I hope you and the commission agree and we'll soon have easy access to our favorite coffee.

Best regards, Hillair

Hillair Bell
3020 Bridgeway #403
Sausalito, CA 94965
415 577 7220 US cell
706 495 9437 GA cell
hillair_michael@yahoo.com

Heidi Burns

From: Gordon Radley [gordonradley@sbcglobal.net]
Sent: Wednesday, October 07, 2009 12:19 PM
To: Heidi Burns
Subject: Extremely supportive of Peets in Sausalito

RECEIVED

OCT 7 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Heidi,

I am a Sausalito resident (17 Channing Way, Sausalito 94965) since 1985 and I cannot be more supportive or enthusiastic about Peets going into the Northpoint location.

First of all the Northpoint is a lovely spot (we frequented it often under its prior management), mellow and reflective of Sausalito energy with kids, dogs outside, relaxed and a lovely way to spend a sunny morning in a casual and low key spot that was filled with locals and the occasional tourist who wandered in or found out about it and was thrilled with their discovery.

Secondly, Peets is a wonderful coffee retailer and there is no Peets in southern Marin (other than in central Mill Valley). I have heard that there is a bias by some in the community to not have "national retailers" in Sausalito but that doesn't make sense for several reasons. First of all, Starbucks sits right in the center of Sausalito and if anything speaks of ubiquitous Americana it is Starbucks. It also is located in Marin City (Sausalito) as well which is redundant to say the least. The Starbucks presence in that location is more of an embarrassment to our "local color" than anything else. Don't punish the Peets lovers because of the Starbucks "mistake" if that is the case. Secondly, Peets IS a locally owned retailer (as you probably know started in the East Bay and the originator of the whole specialty coffee business). We in northern California should be proud of Peets for its innovation and willingness to stand by its original vision and resistance to following the Starbucks one on every corner growth philosophy. Peets is not and never could be an embarrassment to our community because of its origins and retail approach and we should embrace with pride this northern California innovator.

I have wanted a Peets in southern Marin for years and contacted the Marin City developer to bring it there instead of another Starbucks when there already is one in central Sausalito and Strawberry but alas we got yet one more Starbucks in our community.

Peets and the Northpoint location would be perfect and I strongly support this result. I would be there in person on Wednesday but unfortunately I have to be out of town.

Please forward this email to all of the decision makers regarding this issue. Again, as a 24 year resident of Sausalito I couldn't be more enthusiastic or excited about this perfect match of retailer and location and the benefits it will bring to our community.

Heidi Burns

From: karen benjamin [kajefo2003@yahoo.com]
Sent: Wednesday, October 07, 2009 12:54 PM
To: Heidi Burns
Subject: Peets Coffee in Sausalito

RECEIVED

OCT 7 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Our family would welcome a Peets Coffee shop in Sausalito at the proposed site on Bridgeway. Sincerely, Jerry Benjamin, 507 North St., Sausalito.

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72

Heidi Burns

From: Levon Partizpanian [zitrap545w@sbcglobal.net]
Sent: Wednesday, October 07, 2009 12:55 PM
To: Heidi Burns
Subject: RE:Bring Peet's to Sausalito

RECEIVED

OCT 7 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Dear Heidi -

My name is Levon Partizpanian (Leon), Certified Massage Therapist (24 years), Sausalito resident for 5 years, and I am regular Peet's customer for many years at locations in San Rafael and Corte Madera - where I have my morning ritual of Puer'h tea and Sudoku puzzle. I believe that God heard my wish to bring Peet's to Sausalito - in fact just last week I suggested to some of Corte Madera Peet's employees to use location of former Northpoint Coffee for Peet's in Sausalito!!!

Very truly Yours, Leon

Heidi Burns

From: Katie King [katieking052675@yahoo.com]
Sent: Wednesday, October 07, 2009 1:11 PM
To: Heidi Burns
Subject: Peets & Cibo

RECEIVED

OCT 7 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

I want a Peets in Sausalito B-U-T I love Cibo & Tara & her pastries. Any way we could work out a strategic alliance of some sort!

Katie King
Cell 415-939-5351
katieking052675@yahoo.com

5A
74

Heidi Burns

RECEIVED

From: tamwoods@vzw.blackberry.net
Sent: Wednesday, October 07, 2009 11:24 AM
To: Heidi Burns
Subject: Peet's Store

OCT 7 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

I would like to hereby express my support for having a new Peet's in Sausalito. Please let me know if you have any questions from me. I live in Mill Valley, frequent Sausalito for shopping; and have many friends who live in Sausalito. Thank you, Keith Buckley 388-8848 Sent from my Verizon Wireless BlackBerry

Heidi Burns

From: Sally Shannon [sallyshannon@earthlink.net]
Sent: Wednesday, October 07, 2009 2:30 PM
To: Heidi Burns
Subject: Peet's in Sausalito

RECEIVED

OCT 7 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Hello,

I am a HUGE fan of Peet's. I would travel from Tiburon to Sausalito to hang out at Peet's. The with limited availability here, I'd prefer to drive to Sausalito instead of downtown MValley for a good cup of coffee or GREAT tea.

Pls consider them for the space and permit they are applying for!

Thank you,

Sally Shannon
122 Marinero Cir
tiburon, CA 94920

Heidi Burns

From: Herb Newman [herb@newmansearch.com]
Sent: Wednesday, October 07, 2009 1:50 PM
To: Heidi Burns
Subject: re: Peet's Coffee

RECEIVED

OCT 7 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Heidi

My wife and I both support Peet's. Right now we have to drive all the way to Corte Madera but it is worth the trip. Their cafe is a cut above all the others and we love Peet's! I hope the city approves their application. They would be great for the city in many ways. I will be at the meeting on the 14th to support Peet's

Herb Newman
Newman Search Corp
1707 Bridgeway, Suite 3
Sausalito, California 94965
415-332-8425 Direct
www.newmansearch.com (See Our Job Openings)

"If you want to do a good job then hire a person smarter than you"

Al Ueltschi

Pilot, entrepreneur / philanthropist

----- **Original Message** -----

From: "Heidi Burns" <HBurns@ci.sausalito.ca.us>
To: <herb@newmansearch.com>
Date: Wed, 7 Oct 2009 13:25:39 -0700
Subject: Peet's Coffee

Hi Herb:

Thank you for your phone call in support of Peet's. It would be helpful if you could provide a written comment letter in support of the use for the public record. Please do not hesitate to call or email me if you have any questions.

Heidi

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965
(415)289-4154
hburns@ci.sausalito.ca.us

5A
77

Heidi Burns

From: Weaver, Roderic (DHCS-UMD-SFO) [Roderic.Weaver@dhcs.ca.gov]
Sent: Thursday, October 08, 2009 7:37 AM
To: Heidi Burns
Subject: Peets

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

OCT 8 2009

Ms. Burns:

RECEIVED

As a long time resident of Sausalito I am looking forward to having Peets move into the empty building where Northpoint Coffee was located.

I support this move for the following reasons:

1. I have always been a supporter of Peets since its start in Berkeley.
 2. I support their attempts to use organic and fair trade coffees.
 3. We already have too many vacant buildings in Sausalito.
 4. I believe that this coffee house will not adversely impact the other businesses in the area any more than Northpoint did.
- I also believe that the additional traffic in the area may help the other shops and stores.

Rod Weaver
100 South St.
Apt 117
Sausalito
(W) 904-6087

Heidi Burns

From: darkhairedfemme@yahoo.com
Sent: Wednesday, October 07, 2009 10:16 AM
To: Heidi Burns
Subject: Yes to peets

RECEIVED

OCT 8 2009

gorgeous bldg on bridgeway.lets enjoy it as peets!

Sent using AT&T Xpress Mail

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

5A
79

Heidi Burns

From: jamesbeswick@gmail.com on behalf of James Beswick [james@jbeswick.com]
Sent: Wednesday, October 07, 2009 10:15 AM
To: Heidi Burns
Subject: Peet's in Sausalito

RECEIVED

OCT 8 2009

For the record, I think it would be a great idea to open a Peet's where the old Nordstrom coffee is. I can't attend the upcoming meeting, but would like to express my support for the idea.

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Sincerely,
James Beswick
44 Edwards Avenue
Sausalito CA 94965

<http://jbeswick.com>
<http://415systems.com>
(310) 961-2331

SA
80

Heidi Burns

From: Hilary Andersen [hilarydesign@earthlink.net]
Sent: Wednesday, October 07, 2009 3:20 PM
To: Heidi Burns
Subject: Peets in Sausalito

RECEIVED

OCT 8 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Dear Heidi,

A Peets in the Bridgeway location would be fantastic!! I am a Berkeley native, loved Peet's, and love that Saus location. I live in Mill Valley, and I think it would bring so much to Sausalito.

Thanks so much,

Hilary

Hilary Andersen
415.388-3112
<http://hilaryandersen.com>

Heidi Burns

From: Heffelfinger Perry [heffdvm@mac.com]
Sent: Wednesday, October 07, 2009 4:58 PM
To: Heidi Burns
Subject: Peets coffee in Sausalito

RECEIVED

OCT 8 2009

My husband and I are longtime residents of Sausalito and only drink Peets coffee. We send our strong support for their move to Sausalito. We will happily stop travelling to Mill Valley for our caffeine fixes.

Sent from my iPhone

5A
82

Heidi Burns

From: scott.karnes@tx.rr.com
Sent: Thursday, October 08, 2009 4:22 AM
To: Heidi Burns
Subject: Great opportunity for Sausalito

RECEIVED
OCT 9 2009
CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

It's interesting the Sausalito Civic leaders all would much appreciate knowing the Starbucks brand exist from the Originality of a Local Brand Berkeley's Peet's. It was Alfred Peet who introduced Howard Schultz(Starbucks) to fine Italian Coffee and he was all ready Roasting really fine Coffee! Complete the Circuit...Peet's is the Beginning!

Respect...
Scott

Heidi Burns

From: Debbie Jernberg [writedj@yahoo.com]
Sent: Wednesday, October 07, 2009 4:48 PM
To: Heidi Burns
Subject: Peets in Sausalito

RECEIVED

OCT 8 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

My husband and I have lived in Sausalito for 16 years and have always hoped that a Peets Coffee shop would open in town, as it is our favorite. We think it is a good idea to have a Peets Coffee shop here in Sausalito, and in the location of the previous Northpoint coffee shop. Thank you, Deborah Jernberg
331-4432

Heidi Burns

From: Achilleas Ambatzidis [achy101@gmail.com]
Sent: Wednesday, October 07, 2009 7:02 PM
To: Heidi Burns
Subject: coffee

RECEIVED

OCT 8 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

I Love love peet's coffe i would love it to be in sausalito!!!
Please think about it!

5A
85

Heidi Burns

From: Vivian Terry [vaterry12@att.net]
Sent: Thursday, October 08, 2009 11:39 AM
To: Heidi Burns
Subject: Allowing Peets Coffee in Sausalito
Attachments: --static--hills_bottom.jpg

RECEIVED

OCT 8 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Heidi,

I am a loyal Peets fan.

I have drank their coffee since the 80's and throughly enjoy the coffee and the shops in San Francisco I have gone to greatly.

Even though I get the coffee via mail each month, I like to go to the coffee shop occasionally just to sit have a cup of coffee or tea and sit and enjoy the atmosphere.

Now, I go to Corte Madera to sit outside, drink my coffee or tea, read a book, write a note and relax.

I really hope the city Council of Sausalito will favorably consider having Peets as part of our community.

Thank you,

Vivian Terry

Heidi Burns

RECEIVED

From: John C Mcquitty [jsmcquit@yahoo.com]
Sent: Thursday, October 08, 2009 9:50 AM
To: Heidi Burns
Subject: Peets Coffee in Sausalito

OCT 8 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

My wife and I moved to Sausalito 4 years ago from the East Bay. We have been Peet's Coffee drinkers for 20-plus years and consider Peet's a Bay Area Company and tradition. We have tried coffee at Starbucks, Northpoint, Kitty's and many Sausalito breakfast places, but still prefer Peet's. We find ourselves frequently going North to Mill Valley, Corte Madera, San Rafael and Even Novato and spending dollars we would rather spend in Sausalito only because there is no Peet's here. Peet's would be a great addition to this community.

Thank you for considering ym opinion,

John McQuitty
Sausalito Resident

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87

Heidi Burns

From: cfroemke@aol.com
Sent: Thursday, October 08, 2009 2:11 PM
To: Heidi Burns
Subject: Peet's Sausalito

I am a devoted Peet's customer and have going to the Mill Valley store for, oh, maybe 20 years. I believe that Sausalito would benefit having Peet's. The North Point location is spectacular. Hope to see you soon!

Cynthia Froemke
P.O Box 2588
Sausalito, CA 94966
(415)515-2544

RECEIVED

OCT 08 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Heidi Burns

RECEIVED

From: Dinsel, Elizabeth [EDinsel@levi.com]
Sent: Thursday, October 08, 2009 2:56 PM
To: Heidi Burns
Subject: YES on Peet's in Sausalito

OCT 08 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Hello - I will be unable to attend the October 14 hearing, but wanted to give you my input. As a southern Marin county resident, I am in favor of Peet's in Sausalito. I consider Peet's a true Bay Area original and would welcome another location in the neighborhood.

Regards,
Elizabeth Dinsel

DONALD ROYSTON (Name)
Green Business Solutions (Company)
Resident (Address)
Sausalito CA (Town, State, Zip Code)
94965

RECEIVED

OCT 08 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Oct 5, 2009 (Date)

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito CA 94965

Dear Ms. Burns:

As (a) resident / homeowner / business owner / employee (circle one) in the community of Sausalito / I we (circle one) wish to express my / our (circle one) enthusiastic support for the proposed Peet's Coffee at 1250 Bridgeway. The coffee store is well known for its charitable contributions to its surrounding communities making it a great asset to Sausalito. Also, it will be the first certified "green" Peet's Coffee Store.

The proposed site is well suited for a coffee shop and a very convenient location.

Thank you for your time and consideration.

Sincerely,

Donald Royston
Signature

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90



PELICAN HARBOUR ASSOCIATES, LLC

P.O. Box 495
Sausalito, CA 94966
(415) 332-0723

RECEIVED

OCT 08 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Heidi Burns
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965

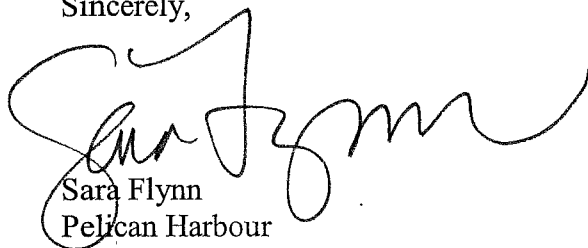
Re: Proposed Establishment of a Peet's Coffee at 1250 Bridgeway

Dear Ms. Burns,

As neighbors of the proposed site, Pelican Harbour feels Peet's would be a great addition to the neighborhood. Currently there are several empty commercial spaces in the area, and a stable tenant at 1250 Bridgeway would benefit the community.

Peet's did start off as a small local coffee shop, and while it is now a large chain, it would be a good candidate for a one time exemption to the Formula Retail Establishment use restriction. We support the requested land use entitlements.

Sincerely,



Sara Flynn
Pelican Harbour

5A
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RECEIVED

OCT 09 2009

CITY OF SAUSALITO

October 9, 2009

City of Sausalito
Department of Planning
420 Litho Street
Sausalito, CA 94965

Dear City Planners,

I am a part time resident of Sausalito and am writing to SUPPORT the entrée of Peet's Coffee to the Sausalito water front.

I am not clear if this permit will require a change or an exemption to the current City's ordinance and law but believe that this is a change that is worth making.

I have been a Peet's coffee drinker for over 20 years beginning with Berkeley. They are a high quality company in every respect – people, environment, storefronts, involvement with the neighborhood they are in, etc. Their product is superior to anything that can be currently found in Sausalito. I actually drive to Peet's in Corte Madera to get a morning coffee – the quality means that much to me. And I am not alone in that pursuit – often seeing neighbors from Sausalito in Corte Madera as well.

We know that it is important to keep the City of Sausalito as a quaint tourist environment and not to blight the water front with formulaic box stores. And if this were to be a McDonald's I would be writing to oppose it at every turn. The difference is that the image of Peet's coffee is high end. Peet's is the Ralph Lauren, Versace, Dior of the coffee world. You have allowed a Starbuck's in the heart of Sausalito – it is hard to imagine that you won't allow Peet's just because of the location. It is interesting to note that a coffee shop operated in this location and Peet's is a coffee shop. So it should not be so hard to allow this use for Peet's.

I understand that there is push back from some local (specifically Cibo's) businesses. You cannot stop a high quality business from coming into Sausalito because it will create competition. That means no other taco shop, ice cream shop, clothing shop would be allowed – and of course that makes no sense. As for Cibo's – they are a bakery and eatery – much more than just a coffee shop which is what Peet's is.

Peet's will bring in needed revenues, many more jobs, and even more tourist dollars.

Please support this proposed Peet's for all the right reasons – it will be good for the City and it's economy. Hmm it may even reduce pollution because I won't have to drive to get my Peet's fix in the morning.

Thank you,

Morgan Morgan
Berth 43 Dock A
Sausalito, CA
(415) 640 6535



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92

RECEIVED

OCT 12 2009

Heidi Burns

From: Phil Lamoreaux [pal@lamoreauxp.com]
Sent: Friday, October 09, 2009 12:47 PM
To: Heidi Burns; Jeremy Graves
Subject: Strong support for approval of Peet's Coffee & Tea at the old Northpoint Cafe
Attachments: Phil Lamoreaux.vcf

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Dear Members of the Sausalito Planning Commission;

I have been a resident of Sausalito for 23 years and moved my investment management firm here from SF, 18 years ago. We are located just across the street from you at 1505 Bridgeway. I am strongly in favor of approving Peet's Coffee & Tea's application to open at the old Northpoint Cafe location. That space has had trouble maintaining a stable tenant for many years and Peet's is certainly a viable and attractive tenant.

Here are some summary reasons for my position:

- Pete's has loyal supporters as the best coffee for their tastes. We send a representative of our office every morning to Corte Madera or Mill Valley, to get Pete's lattes for our entire office, We won't settle for easier and time saving alternatives. We waste gas and time to achieve our objective. Pete's has loyal followers who seek their locations out.
- The City of Sausalito is losing tax revenue by locals shopping in other towns. I understand that restaurant revenue might be close to 40% of the City's revenue. In current times, it especially makes sense to increase revenue.
- These customers might find other local businesses attractive to spend money in while following their coffee mission. They do not serve hot food, so other local cafes that do, should not be impacted.
- They will draw people from other neighborhoods and add to the quality of life of all Sausalito residents. Peet's locations often become social networking sites.
- The prior business was of the same use. I do not understand why a conditional use permit process is required. Is Sausalito on the edge of the law by subjecting conforming land owners to additional burdensome processes?

Thanks for listening. I strongly support Peet's and if there is something else I should do to add my "Vote Yes for Peet's", please let me know.

Best regards,

Phil Lamoreaux

Heidi Burns

From: Wm Carey Chenoweth [rowboat@well.com]
Sent: Monday, October 12, 2009 12:56 PM
To: Heidi Burns
Cc: support-buk91h6a7cxxdraxb7yfk8d5vbg3j4@news.peets.com
Subject: Fwd: Help Bring Peet's to Sausalito – Attend the October 14 Meeting

RECEIVED

OCT 12 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Hi Heidi

We must make this happen!

What can I do to help convey how this will make our little town more of town to those of us that have had to adopt Mill Valley for decades to get a good cup of coffee?

...I know taste in beverages may be a personal subjective matter, but honestly every time we travel to Mill Valley (fighting weekend traffic) we say, "why can't Peets come to Sausalito?!"

Northpoint became a walkable destination for early morning meetings with many of my neighbors for community committee topics, and it was a serious set back when it closed. I've even attempted to entice others to finding a replacement provider, though to be honest I never thought about Peets. This message from my wife below was an amazingly exciting prospect.

Sadly I have a community meeting downstairs in the Edgewater Room the same time as this Council Mtg, though I will try to move the agenda along so I can get upstairs to see if this item has already been covered. I'd love to voice my interest in person.

Again, if you need petitions, a neighborhood march with banners, just tell me what you need. WE NEED A PEETS in Sausalito. Let's stop talking about how to enhance downtown Sausalito for our own community, while respecting the tourist supporting businesses, let them go to Starbucks....the locals need a Peets. There was once a shop downtown I frequently visited, now decades ago. Other than the Waterstreet Hardware store we have little left to draw me to my own community. Peets will do it for me!

Stay tuned, Carey

...a 30 yr Sausalito resident, who travels to MV 5-6 times a week to Peets.

...help me save energy, no driving req'd, a walk downtown!

Begin forwarded message:

From: Heffelfinger Perry <heffdv@mac.com>
Date: October 7, 2009 4:54:31 PM PDT
To: Carey Chenoweth <rowboat@well.com>
Subject: Fwd: Help Bring Peet's to Sausalito – Attend the October 14 Meeting

Go to this meeting!

Sent from my iPhone

Begin forwarded message:

5A
94

From: Peet's Coffee & Tea <peetsnews@news.peets.com>

Date: October 7, 2009 10:07:19 AM PDT

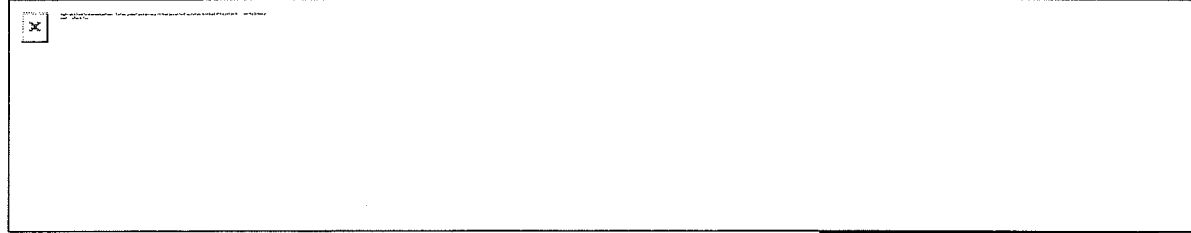
To: heffdvm@mac.com

Subject: Help Bring Peet's to Sausalito – Attend the October 14 Meeting

Reply-To: Peet's Coffee & Tea <support-buk91h6a7cxxdraxb7yfk8d5vbg3j4@news.peets.com>

Having trouble viewing this email? Please [click this link](#).

To ensure that you receive all Peet's email news, please add peetsnews@news.peets.com to your address book.



Dear Southern Marin Peet's Customers,

For over 20 years, Peet's has been a fixture in Southern Marin with our Mill Valley store (the fifth Peet's store ever built). We are thrilled that a new opportunity has now come along in Sausalito.

Last year, Northpoint Coffee closed their business, at 1250 Bridgeway, next to Paradise Bay restaurant. The building has sat empty for a year, and we think it would make an ideal Peet's location - a unique cottage space, a wonderful outdoor patio and plenty of dedicated parking. This location is also an opportunity for us to remodel this charming cottage as our first LEED* certified store which we have already designed to meet the required strict "green" standards (our new roasting plant in Alameda was Gold LEED Certified in 2007).

The last hurdle to make this Peet's store a reality is to get approval from the City of Sausalito, which is no small task. Can we count on your support as we present our plans to the City? Peet's would be a great addition to the neighborhood. If you agree, please join us at the Planning Commission and directly voice your support of a Peet's store in Sausalito. The review of this Peet's store is on the agenda for the October 14th Planning Commission meeting - please join us:

Date: Wednesday, 10/14/2009 6:30 PM

Location:

Council Chambers

420 Litho Street

Sausalito, California 94965

If you cannot make it to the meeting, you can also share your opinion with the City of Sausalito. Just send a letter or email or give them a call. Please contact:

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965
(415) 289-4154
email: hburns@ci.sausalito.ca.us

We hope to greet you in Sausalito in 2010.

Best Regards,



5A
95

Kris Hinckley
Director, Customer Service
Peet's Coffee & Tea

*Leadership in Energy and Environmental Design

Peet's Coffee & Tea respects everyone's privacy. [Privacy policy](#)

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You can also unsubscribe by writing to us at: Peet's Coffee & Tea, P.O. Box 12509, Berkeley, CA 94712-3509
Copyright 2009 Peet's Coffee & Tea. 800.999.2132



Stay tuned, Carey

em: rowboat@well.com
mob: 415 686 7363 NEW
desk: 415 331 7433
fax: 415 331 5029

Heidi Burns

RECEIVED

From: Brad Shaffer [shaffersausalito@gmail.com]
Sent: Tuesday, October 13, 2009 12:56 PM
To: Heidi Burns
Cc: peetsnews@news.peets.com
Subject: Sausalito Resident in favor of PEETS

OCT 13 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

I would like to See PEETS in Sausalito. We need a better coffee place in the morning that Starbucks, and this would be a great addition to the town...Especially in this economy...

Heidi Burns

From: Steven Fugaro [sfugaro@mac.com]
Sent: Tuesday, October 13, 2009 11:37 AM
To: Heidi Burns
Subject: Peet's coffee

RECEIVED

OCT 13 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

We are residents of Mill Valley but attend church at Sausalito Presbyterian Church and are in Sausalito 2-3 times a week. I strongly support having Peet's move in to the Sausalito community. Northpoint was great but unfortunately they could not make it commercially. Peet's is a Bay Area company and I feel strongly we should support it. The local Peet's in Mill Valley is enormously popular and a good corporate citizen.

Dr. Steve Fugaro

Steve Fugaro
90 Kite Hill Lane
Mill Valley, CA 94941

Phone: 415-388-1715

Heidi Burns

From: McKeachie, Mary [Mary.McKeachie@McKesson.com]
Sent: Tuesday, October 13, 2009 1:00 PM
To: Heidi Burns
Subject: Peet's Coffee Shop in Sausalito!

RECEIVED

OCT 13 2009

Hi Heidi,

Please accept this "vote" for a Peet's coffee shop to be opened in Sausalito!

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Thank you,

Mary McKeachie
830 Spring Street
Sausalito, CA 94965

Heidi Burns

RECEIVED

From: Scott Stoneback [scottstoneback@gmail.com]
Sent: Tuesday, October 13, 2009 10:01 AM
To: Heidi Burns
Subject: Peets in Sausalito

OCT 13 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

City of Sausalito,

I am in support of a new Peet's coffee store in Sausalito. As a resident of the houseboat community in town, I see first hand that our town is underdeveloped. Our waterfront could be so much more than the touristy downtown, yet there seems to be an overly large amount of resistance and red-tape towards development... all throughout Sausalito. Building permits seem to be near impossible to procure, all the while held hostage to large fees and undue time restraints. Putting a coffee store, albeit it a chain store, into an existing building that already has housed a coffee shop, seems like a logical use of space.

Although I am concerned about chain stores invading our decidedly pro-local business town, I think a small coffee shop is an appropriate exception. A large "big box" retail store, such as "Walgreens" or "Target" would be a good example of an inappropriate use alongside our picturesque waterfront. Perhaps our neighbor, Mill Valley, sets a good example of a reasonable mix of chain and local businesses. A town like Mill Valley seems to have local businesses that do well with alongside their corporate competition, all the while preserving the esthetic that makes Mill Valley unique. In the end, consumers will decide where they want to spend their dollars.

Our local businesses, especially food establishments, may fear the arrival of a chain coffee store. I would think the arrival of Peets Coffee would bring more customers and additional foot traffic to existing businesses. For example, again in Mill Valley, there exists a Peets Coffee alongside at least two other busy coffee serving stores, The Depot and La Coppa Coffee. It seems there is enough business to sustain three coffee establishments in Mill Valley. Why would there be any difference in Sausalito?

My only regret about Peets moving in to Sausalito is that I would prefer a local business to a chain. However, all business types have their appropriate place in the landscape. This, to me, is a logical and appropriate permit to grant.

Scott Stoneback
Resident, Sausalito

sent from a G1 Android phone

5A
100

Heidi Burns

RECEIVED

From: Beth Newman [Beth.Newman@KornFerry.com]
Sent: Tuesday, October 13, 2009 9:42 AM
To: Heidi Burns
Subject: FW: Wednesday's Meeting - Help Bring Peet's to Sausalito

OCT 13 2009

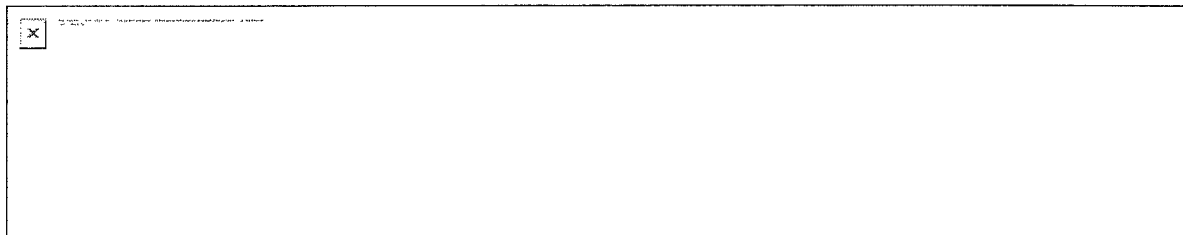
CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Yes! Bring Peet's to Sausalito! I'm a southern marin resident, and would love to see additional varied businesses like Peet's come to the area!

Thanks!!
Beth Newman
Mill Valley, CA
94941

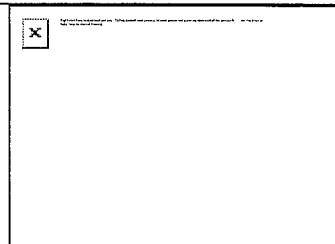
From: Peet's Coffee & Tea [mailto:peetsnews@news.peets.com]
Sent: Tuesday, October 13, 2009 9:08 AM
To: Beth Newman
Subject: Wednesday's Meeting - Help Bring Peet's to Sausalito

Having trouble viewing this email? Please [click this link](#).
To ensure that you receive all Peet's email news, please add peetsnews@news.peets.com to your address book.



Dear Southern Marin Peet's Customers,

We would love your support as we present our plans to the Sausalito Planning Commission this Wednesday, October 14. You can help us bring Peet's to the neighborhood. The proposed site is located at 1250 Bridgeway, next to Paradise Bay restaurant, in a currently vacant space. We hope you'll join us at the Planning Commission and directly voice your support of this Peet's store in Sausalito.



Date: Wednesday, 10/14/2009 6:30 PM
Location:
Council Chambers
420 Litho Street
Sausalito, California 94965

If you can't attend the meeting, you can still share your opinion with the City of Sausalito - just email or call them before the meeting. Please contact:

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965
(415)289-4154
email: hburns@ci.sausalito.ca.us

We hope to see you on Wednesday and greet you in Sausalito in 2010.

Best Regards,

5A
101

Heidi Burns

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

From: Jon Cook [jon.cook107@gmail.com]
Sent: Tuesday, October 13, 2009 9:18 AM
To: Heidi Burns
Subject: new store

OCT 13 2009

RECEIVED

please allow PEETS coffee and TEA to open their new store. THEY are considerate have been a great neighbor in BERKELEY. DO NOT GIVE starbucks a permit because they do not practice good habits. THANK YOU JON COOK 510 464-3088

--
jc

Heidi Burns

RECEIVED

From: Margaret Bertolo [margaretyoga@yahoo.com]
Sent: Tuesday, October 13, 2009 8:14 AM
To: Heidi Burns
Subject: Peet's in Sausalito

OCT 13 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Hi Heidi:

I am writing as a Marin county resident who would love to see Peet's coffee come to Sausalito. I think the proposed location for their shop is a great spot for them and for locals to gather. They have my support!

Margaret Hartman
Mill Valley

Do You Yahoo!?

Tired of spam? Yahoo! Mail has the best spam protection around <http://mail.yahoo.com>

Heidi Burns

From: Kibrick, Jonathan [KibrickJ@fhlsf.com]
Sent: Wednesday, October 14, 2009 12:21 PM
To: Heidi Burns
Subject: RE: Peet's In Sausalito? Yes.

RECEIVED

OCT 14 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

I agree.

From: Elizabeth Risberg [mailto:ERisberg@delta.org]
Sent: Wednesday, October 14, 2009 10:22 AM
To: hburns@ci.sausalito.ca.us
Subject: Peet's In Sausalito? Yes.

Dear Ms. Burns:

I am unable to attend the meeting regarding Peet's opening a store in Sausalito. However, I'm in favor of letting them go into the former North Point Coffee location for several reasons.

- In the name of free enterprise, they ought to be allowed to compete for business. (It's simply not fair to allow Starbuck's and not their biggest competitor.)
- It will bring more jobs to Sausalito. And decent jobs – Peet's offers good benefits to their employees.
- Peet's product is different than that of the nearest coffee purveyor.
- It will attract more people to that part of Bridgeway, which could give a boost to nearby businesses.
- There was a coffee place there before; why not allow this one to effectively take over the space?
- Peet's is a good corporate citizen. It also, as part of a larger corporation, can afford to operate at a smaller profit margin (or a loss) during the "slow months." Therefore, you won't have a business opening and closing within a year or so, like others have.
- They'll pay taxes, presumably.

I say we caffeinate, not discriminate. Let's allow Peet's to be part of our community.

Sincerely,
Elizabeth Risberg
92 Lincoln Drive
Sausalito, CA 94965
415.613.5983
lizriz@hotmail.com

The information contained in this e-mail message and any attachments is confidential and intended only for the addressee(s). If you are not an addressee, you may not copy or disclose the information, or act upon it, and you should delete it entirely from your e-mail system. Please notify the sender that you received this e-mail in error.

The contents of this e-mail, together with any attachments, are intended only for the use of the individual or entity to which they are addressed and may contain information that is legally privileged, confidential, and exempt from disclosure. If you are not the intended recipient, you are hereby notified that any dissemination, distribution, or copying of this e-mail, or any attachment, is strictly prohibited. If you have received this e-mail in error, please: (i) reply immediately to this e-mail indicating that you received this communication in error, and (ii) promptly delete this e-mail, along with any attachments, from your computer. Thank you.

Heidi Burns

From: eric.risberg@comcast.net
Sent: Wednesday, October 14, 2009 12:36 PM
To: Heidi Burns
Subject: In Support of Peets

RECEIVED

OCT 14 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Dear Heidi,

I'm unable to attend tonite's hearing about Peets wanting to open on Bridgeway so I wanted to take this opportunity to write in support of Peets being allowed to open a store in Sausalito.

I think they are an excellent company with a great history and would make a very fine addition to our city.

Sincerely,

Eric Risberg
92 Lincoln Dr.
Sausalito, CA 94965
eric.risberg@comcast.net
mobile/voice mail 415 652 1606

Heidi Burns

From: John W Hefler [jhefler@pacbell.net]
Sent: Wednesday, October 14, 2009 4:48 PM
To: Heidi Burns
Subject: Peet's In Sausalito? Yes.

RECEIVED

OCT 14 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Dear Ms. Burns:

I am unable to attend the meeting regarding Peet's opening a store in Sausalito. However, I'm in favor of letting them go into the former North Point Coffee location for several reasons.

- In the name of free enterprise, they ought to be allowed to compete for business. (It's simply not fair to allow Starbuck's and not their biggest competitor..)
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- Peet's product is different than that of the nearest coffee purveyor.
- It will attract more people to that part of Bridgeway, which could give a boost to nearby businesses.
- There was a coffee place there before; why not allow this one to effectively take over the space?
- Peet's is a good corporate citizen. It also, as part of a larger corporation, can afford to operate at a smaller profit margin (or a loss) during the "slow months." Therefore, you won't have a business opening and closing within a year or so, like others have.
- They'll pay taxes, presumably.
- Significantly more parking is available at the old North Point site than at Starbuck's. Since most of it is off street, parking concerns and traffic congestion should be no more severe than when the site was operated by North Point.

I say we caffeinate, not discriminate. Let's allow Peet's to be part of our community.

John Hefler
406 Main Street
Sausalito

Heidi Burns

From: Misty D'Amore [mistydamore@yahoo.com]
Sent: Tuesday, October 13, 2009 9:22 AM
To: Heidi Burns
Subject: PEET'S IN SAUSALITO, CA

RECEIVED

OCT 14 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

There could not be a better and more needed place for a Peet's coffee.

I live in Sausalito and it drives me nuts that I have to drive to Corte Madera to get my favorite cup of coffee!!!!

PLEASE OPEN A PEET'S!

Thank you!

Misty D'Amore
475 Sherwood Drive, #301
Sausalito, CA 94965

Heidi Burns

RECEIVED

From: jlongsf@earthlink.net
Sent: Tuesday, October 13, 2009 10:16 PM
To: Heidi Burns
Subject: Peets in Sausalito

OCT 14 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Hi,
I just wanted to voice my support for bringing Peets to town in the location next to Paradise Bay. I miss having Northpoint coffee there as it was a great spot to grab a cup then take the dog for a stroll down through Saus Yacht Harbor.

Jim Long
151 Tomales St
Sausalito

Sent from my Verizon Wireless BlackBerry

Heidi Burns

From: Elizabeth Risberg [ERisberg@delta.org]
Sent: Wednesday, October 14, 2009 10:22 AM
To: Heidi Burns
Subject: Peet's In Sausalito? Yes.

RECEIVED

OCT 14 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Dear Ms. Burns:

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I say we caffeinate, not discriminate. Let's allow Peet's to be part of our community.

Sincerely,
Elizabeth Risberg
92 Lincoln Drive
Sausalito, CA 94965
415.613.5983
lizriz@hotmail.com

The information contained in this e-mail message and any attachments is confidential and intended only for the addressee(s). If you are not an addressee, you may not copy or disclose the information, or act upon it, and you should delete it entirely from your e-mail system. Please notify the sender that you received this e-mail in error.

Heidi Burns

From: Karen Bert [karengbert@comcast.net]
Sent: Wednesday, October 14, 2009 9:40 AM
To: Heidi Burns
Subject: Peets Coffee

RECEIVED

OCT 14 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Dear Ms. Burns:

I would like to weigh in on the possibility of a Peets coffee opening in Sausalito.

I am in favor of this. I believe it will offer a unique gathering spot for locals and visitors that is both relaxed, non-pretentious and much needed in this area.

Peets has always been a positive addition to the areas that it is located. Downtown Mill Valley is always a buzz with local activity.

Corte Madera is a wonderful place to sit outdoors or in and have coffee and conversation. San Rafael always has people sitting around and having their brews. I think the folks in Marin love Peets. I know I do, and choose it over Starbucks in an instant!

I reside in Mill Valley and go out of my way for Peets coffee. I love Sausalito, have lived many years there and look for reasons to go there on my daily routines: ie: Health, Mollie Stones, Avatars etc...

Thanks for your consideration and taking time to read this note.

Sincerely,
Karen G Bert
Mill Valley

RECEIVED

NOV 11 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT92 Lincoln Drive
Sausalito, CA 94965

November 9, 2009

Jeremy Graves
Community Development Director
City of Sausalito
City Hall, 420 Litho Street
Sausalito, CA 94965

Dear Mr. Graves:

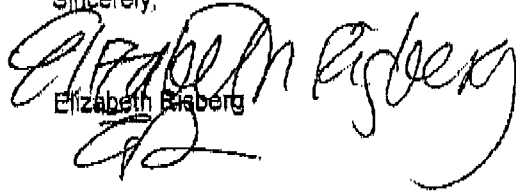
We are writing to voice our support for an amendment to the zoning ordinance that would permit Peet's Coffee & Tea to operate at the site of the former North Point Coffee.

While we understand the ordinance against "formula retail" on the waterfront, there are several compelling reasons to make an exception:

- Peet's would bring jobs to Sausalito. It pays fair wages and provides excellent benefits to its employees.
- It would provide a constant stream of tax revenue.
- Empty buildings do nothing to preserve "small-town character." In fact, they make it look undesirable. The backing of a corporation (in case, Peet's) would help ensure that the business on this site stays viable even in an economic downturn.
- Peet's would bring more tourists and business to that part of town.
- There are other "formula retail" stores in Sausalito, including a retail coffee chain.

A great deal of "small-town charm" has to do with how inviting it is to residents and visitors. Peet's would enhance the waterfront, bring more visitors to that part of and add to the economic base. What does an empty building offer?

Sincerely,



Elizabeth Risberg

Eric Risberg

92 Lincoln Drive, Sausalito

5A
110

406 Main Street
Sausalito, CA 94965

November 11, 2009

Jeremy Graves
Community Development Director
City of Sausalito
City Hall, 420 Litho Street
Sausalito, CA 94965

RECEIVED

NOV 11 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT DEP

Dear Mr. Graves:

We are writing this letter to support an amendment to the zoning ordinance that would permit Peet's Coffee & Tea to operate at the site of the former North Point Coffee.

While we understand the existing ordinance against "formula retail" on the waterfront, there are several compelling reasons to make an exception in this case:

- Peet's is a highly community-minded organization that would bring jobs to Sausalito. Peet's pays fair wages and provides excellent benefits to its employees.
- It would provide a constant stream of tax revenue.
- Empty buildings look shabby and do nothing to preserve "small-town character." The backing of a corporation (i.e., Peet's) would help ensure that the business on this site stays viable even in an economic downturn.
- There are other "formula retail" stores in Sausalito, including a retail coffee chain. Except for Starbucks, most are not particularly resident-serving.
- Peet's would bring resident-serving business to that part of town.
- Arguments that "Sausalito does not need another coffee shop" are specious. The site was occupied previously by a coffee shop. As with Caffè Piccolo, Sausalito Café, Bridgeway Café, Starbucks and Cibo, Peet's has a loyal and dedicated following. We believe there is more than enough business in Sausalito for all, without endangering the livelihood of the small business owners.
- The zoning amendment would not "open the door" to other "formula retail" business. A Conditional Use Permit, which considers the merits of the application, is also required before the business can operate.

A great deal of "small-town charm" has to do with how inviting it is to residents and visitors. Peet's would enhance the waterfront, bring more visitors to that part of and add to the economic base. An empty building offers nothing.

Sincerely,



John & Roberta Heffler

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111

RECEIVED

OCT 7 2009

PEET'S COFFEE @ 1250 BRIDGEWAY/BRIDGEWAY & PINE ST

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

PETITION TO APPROVE	C.U.P (FORMULA RETAIL)
NAME	ADDRESS
Sydney Bermejo	310 Caledonia Apt. B
Damon Smitkin	310 Caledonia Apt. B
Megan Stirk	162 Cazneau Ave
JEAN SCHURTS	118 - 4th St., SAUS, CA 94965
Russell Lyman	Saus Yacht Harbor berth 206 Pier E
Rich Fyone	54 Vista Clara Rd Saus 94965
JASON BERTUCELLI	162 CAZNEAU AVE 94965
Eric Beharowitz	35 Radar, Sausalito CA 94965
Maureen McCoy	325 Pine Street Sausalito
CRAIG THORNTON	145 TOWN CENTER. Corte MADERA
OHIO ELISEBETH GRAHAM	43 Cypress Pl. 94965
PETER L. BORKLUND	216 CAZNEAU AVE SAUS 94965
Calleen Hby	31 Girard Saus 94965
JERRY WILLIAMS	85 Marin Ave
Shavi Wilson	85 main ave.
ROBERT L. PATENA	20 BONITA ST

SAUSALITO
YACHT
HARBOR

Attachment 9
(1 page) 5A
112

Heidi Burns

From: Heidi Burns
Sent: Thursday, October 08, 2009 12:49 PM
To: Heidi Burns
Subject: FW: Peet's Coffee

RECEIVED

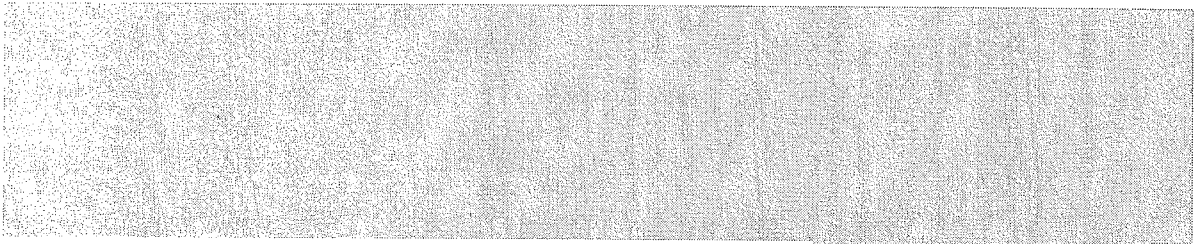
OCT 8 2009

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

Date: Wed, 7 Oct 2009 17:07:19 +0000
From: peetsnews@news.peets.com
Subject: Help Bring Peet's to Sausalito – Attend the October 14 Meeting

Having trouble viewing this email? Please click this link.

To ensure that you receive all Peet's email news, please add peetsnews@news.peets.com to your address book.



Dear Southern Marin Peet's Customers,

For over 20 years, Peet's has been a fixture in Southern Marin with our Mill Valley store (the fifth Peet's store ever built). We are thrilled that a new opportunity has now come along in Sausalito.

Last year, Northpoint Coffee closed their business, at 1250 Bridgeway, next to Paradise Bay restaurant. The building has sat empty for a year, and we think it would make an ideal Peet's location - a unique cottage space, a wonderful outdoor patio and plenty of dedicated parking. This location is also an opportunity for us to remodel this charming cottage as our first LEED* certified store which we have already designed to meet the required strict "green" standards (our new roasting plant in Alameda was Gold LEED Certified in 2007).

The last hurdle to make this Peet's store a reality is to get approval from the City of Sausalito, which is no small task. Can we count on your support as we present our plans to the City? Peet's would be a great addition to the neighborhood. If you agree, please join us at the Planning Commission and directly voice your support of a Peet's store in Sausalito. The review of this Peet's store is on the agenda for the October 14th Planning Commission meeting - please join us:

Date: Wednesday, 10/14/2009 6:30 PM

Location:
Council Chambers
420 Litho Street
Sausalito, California 94965

If you cannot make it to the meeting, you can also share your opinion with the City of Sausalito. Just send a letter or email or give them a call. Please contact:

Heidi Burns, AICP
Associate Planner
City of Sausalito
420 Litho Street
Sausalito, CA 94965
(415) 289-4154

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(1 page) JA
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email: hburns@ci.sausalito.ca.us

We hope to greet you in Sausalito in 2010.

Best Regards,



Kris Hinckley
Director, Customer Service
Peet's Coffee & Tea

*Leadership in Energy and Environmental Design

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RECEIVED

Heidi Burns

NOV 11 2009

From: Barry Hoffner [barryh822@aol.com]
Sent: Thursday, November 12, 2009 10:28 AM
To: Heidi Burns
Subject: Letter regarding Public Hearing on Peets Coffee

CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

As the Sausalito City Council votes in regards to Peets Coffee, it is time to take a step back and ask ourselves whether or not we have the proper rule in place regarding chain stores. If not, this rule needs to be ammended.

To have a blanket rule in place disallowing companies with more than 4 stores into Sausalito makes little sense. The questions we should ask ourselves include:

1. will this company create good jobs in Sausalito?
2. will it bring and retain the type of tourism we want in Sausalito?
3. is the company the type of civil-minded company we want in Sausalito, and does it share our community values?
4. will the use of this facility aid and enhance the quality of life of Sausalito's residents?

In every case above the answer with having Peets in Sausalito is yes.

It should

be clear that if Peets is not allowed in Sausalito, the only type of renter who can afford this property will be some office. In this case, this nice space will not be of use to residents of Sausalito which would be the case with Peets.

If you sit back and ask the above questions, i think you will come to the conclusion that, in regards to companies with more than 4 stores, a "one size fits all" policy does not make a lot of sense.

Barry Hoffner

GJA

LATE MAIL