

# Presentation by Appellants

Charles M. Schulz  
Creative Associates,  
Children's Museum of  
Sonoma County, the  
Redwood Empire Ice  
Arena ("Snoopy's  
Home Ice") and the  
Charles M. Schulz  
Museum and  
Research Center

Attorneys for Appellants

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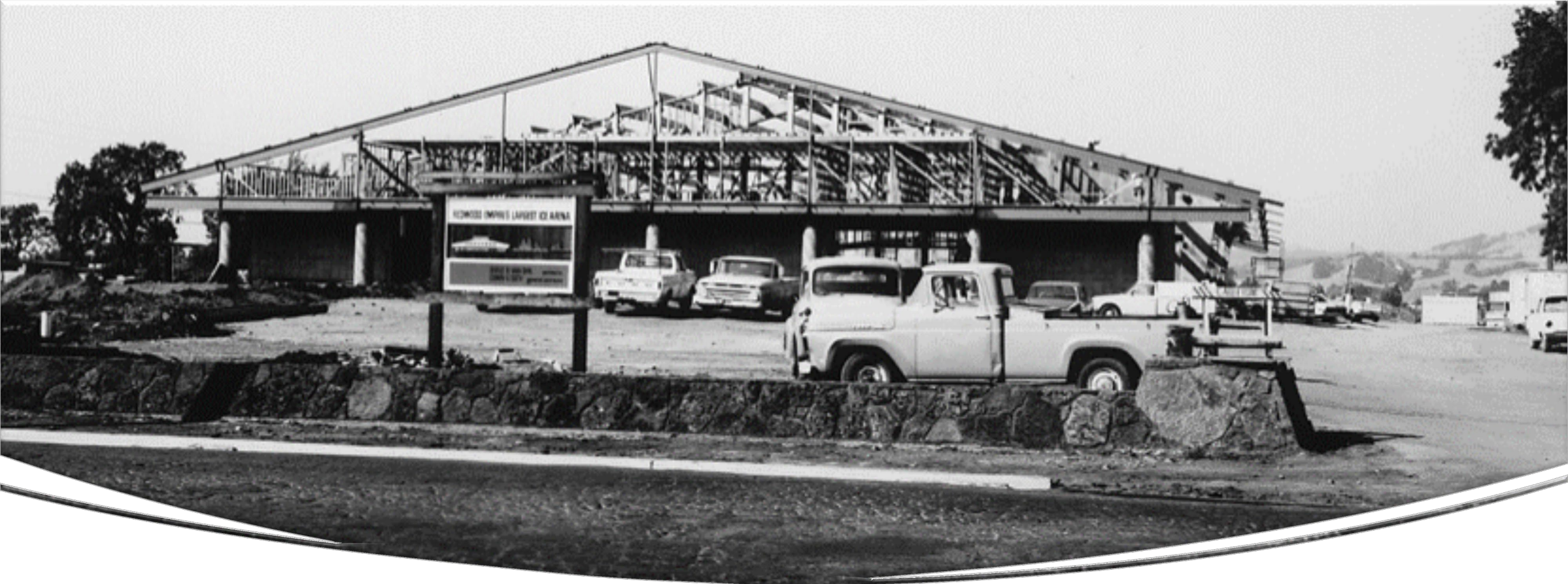
Sorry, Charlie Brown,  
but you've got  
nowhere to park!



HISTORY OF  
THE REDWOOD  
EMPIRE ICE  
AREA

“SNOOPY’S HOME ICE”





**UNDER CONSTRUCTION  
CIRCA 1969**

This is the still the current location of Snoopy's Home Ice,  
1667 West Steele Lane, Santa Rosa, CA





**POST CONSTRUCTION  
CIRCA 1969**

As you can see,  
this area was  
once surrounded  
by pastures and  
livestock.





## POST CONSTRUCTION CIRCA 1969

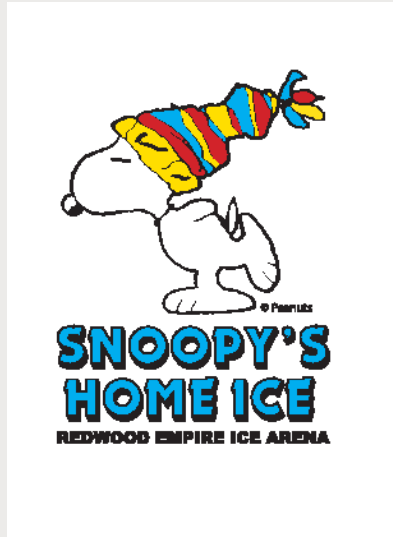
The Schulzes, the Mayor of Santa Rosa and junior athletes in front of the newly completed ice arena in 1969.





REDWOOD EMPIRE ICE ARENA

THIS BUILDING WAS DEDICATED IN  
1957  
BY LAND AND CONCRETE R. SCHMIDT  
AND FINISHED BY THE  
ICE RINKS OF  
THE REDWOOD EMPIRE



SNOOPY'S HOME ICE

WARM PUPPY CAFÉ

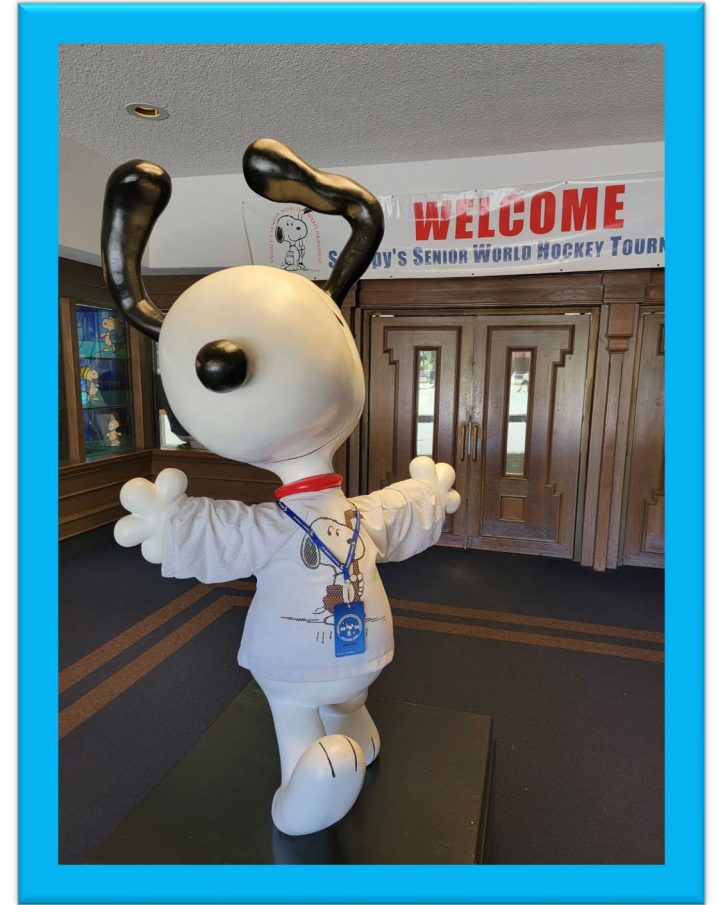
SNOOPY'S GALLERY & GIFT SHOP

1667 WEST STEELE LANE

SANTA ROSA







Every year, Snoopy and Snoopy's Home Ice welcome an average of over 150,000 visitors (400+ per day), including junior hockey players . . .





... senior hockey players for league play and “Toddlers on Ice.”

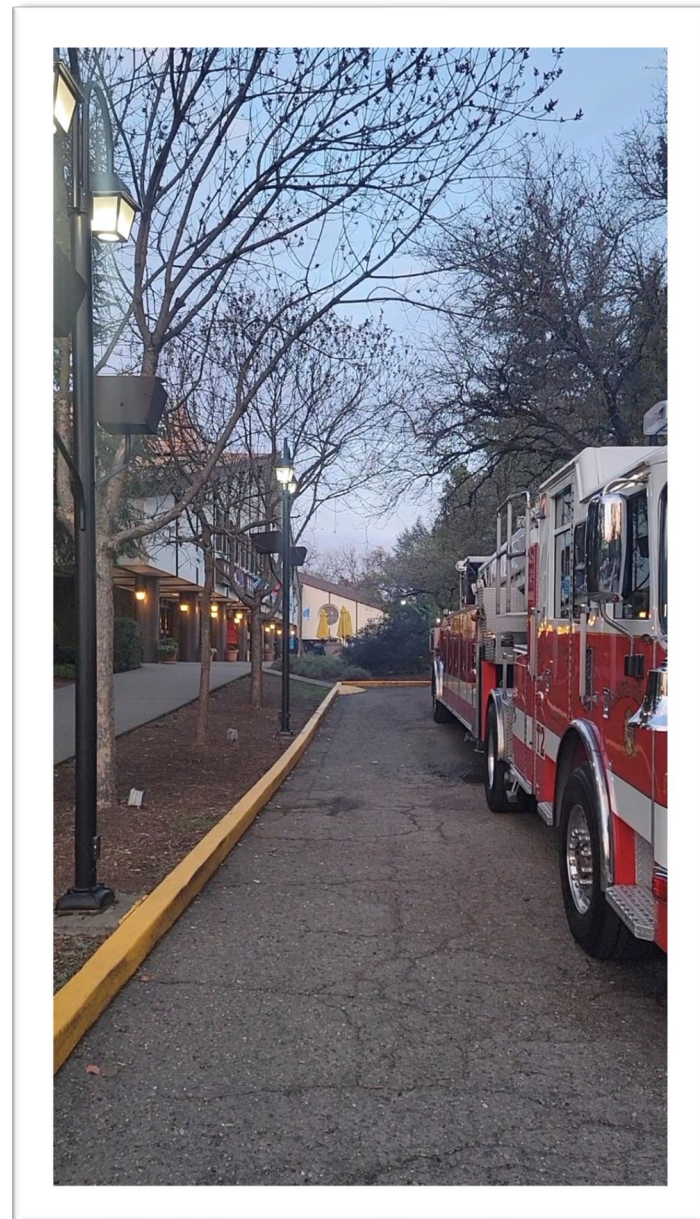




In addition, thousands of local students visit Snoopy's Home Ice annually on school sponsored field trips.



The “Guns and Hoses” fundraiser is held at Snoopy’s Home Ice every year.



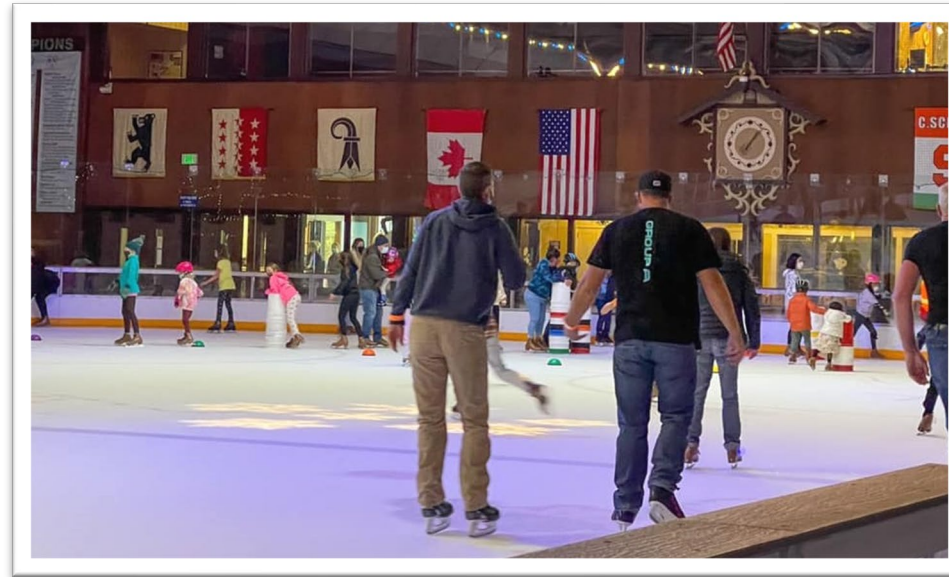


The Tree Lighting Event is always a popular crowd pleaser during the holiday season.

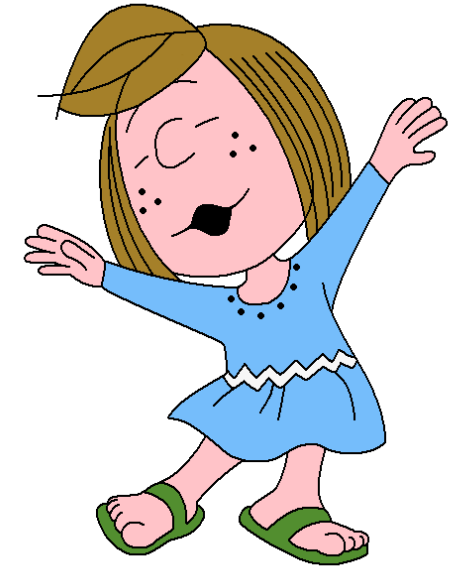




The public sessions are just as popular in the summer months as they are in the winter months.



WINTER



SUMMER



Birthday parties at the Warm Puppy Café are enjoyed year-round.







Snoopy's Home Ice is enjoyed by all ages and...





...in 2022 was voted as one of the “Best Places to Work” by North Bay Business Journal.





# SNOOPY'S GALLERY & GIFT SHOP

Snoopy's Gallery & Gift Shop, adjacent to Snoopy's Home Ice, generates an average of \$800,000 in sales annually.







2301 HARDIES LANE  
SANTA ROSA



CHARLES M.

SCHULZ

MUSEUM

The Charles M. Schulz Museum's total media reach for 2022 was 2.3 billion and total publicity value was \$2.5 million.





Thousands of local students visit the Charles M. Schulz Museum every year on field trips.





CHARLES M.

SCHULZ

MUSEUM

Schulz Museum's New Year's Eve Balloon Drop – Welcoming in 2020 with approximately 1,400 guests in attendance.



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## BY THE NUMBERS:

### Charles M. Schulz Museum & Research Center:

- Publicity in 2022: 2.3B total reach; and a \$2.5M total publicity value
- Annual attendance of approximately 100,000 visitors
- New Year's Eve Balloon Drop—approximately 1,400 people
- The third top attraction in Santa Rosa via Trip Advisor





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children's  
museum  
of SONOMA COUNTY

1835 WEST STEELE LANE  
SANTA ROSA





children's  
museum  
*of* SONOMA COUNTY







children's  
museum  
*of* SONOMA COUNTY







children's  
museum

of SONOMA COUNTY





The Sonoma County Children's Museum has the following stats:

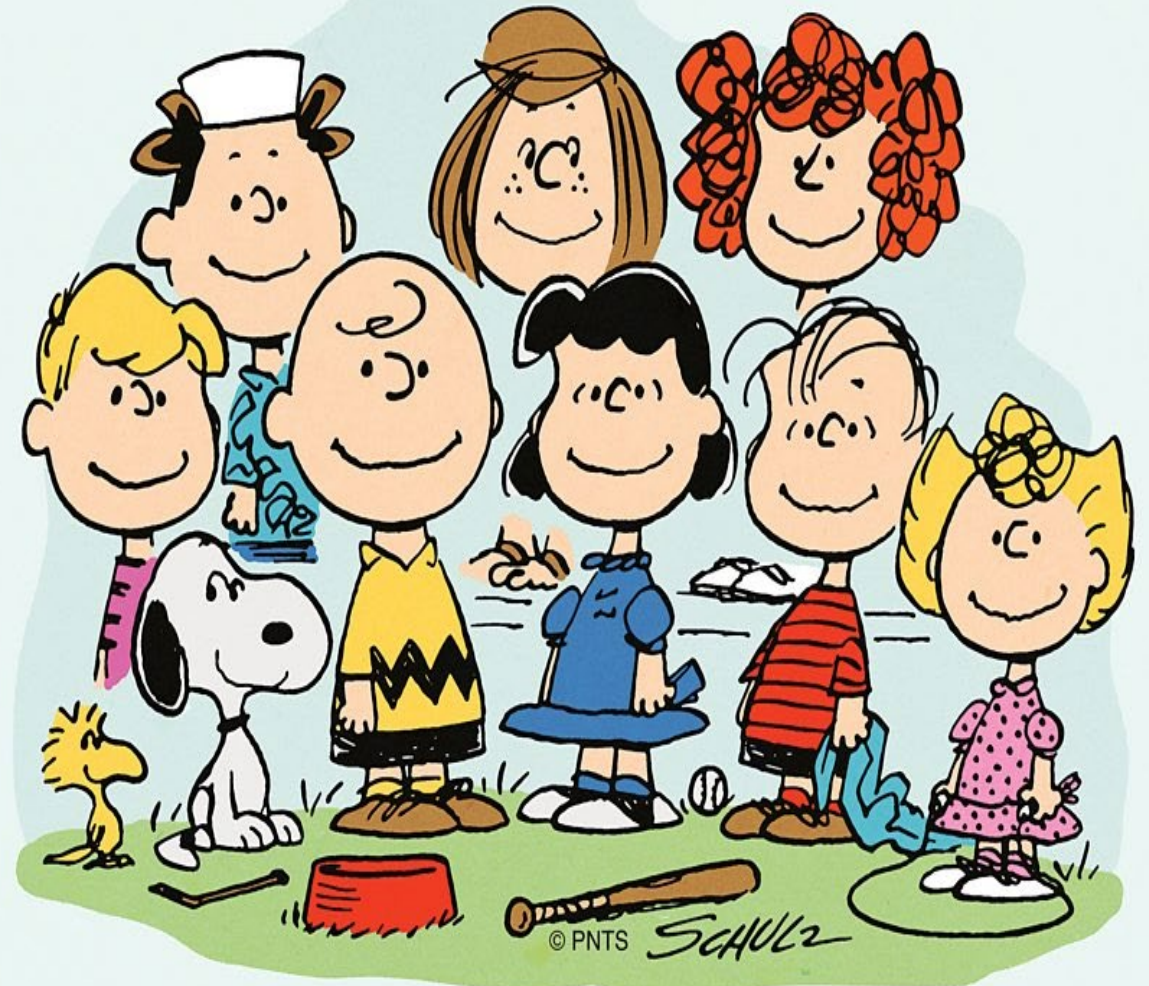
- 175,000 Visitors in the last year
- Average visitors per day in March of 2023: 640+
- Lunar New Year Celebration: 2,000 attendees on one day
- Train Days 2-day event: 2,000 attendees
- FUNtazmagoria 3-day event: 3,200 attendees
- Current paved parking spaces: 74
- Unpaved: 30
- By 10:30 during normal business days, both paved and unpaved lots are full





Between Snoopy's Home Ice (including the Warm Puppy Café and Snoopy's Gallery & Gift Shop), the Charles M. Schulz Museum, and the Children's Museum of Sonoma County, they see more than 350,000 visitors annually.

Data collected in 2005 from 40,000 attendees at a range of arts events revealed average spending, when adjusted for inflation, of \$34.31 per person, not including the price of admission. When applied to Sonoma County, this spending generates an estimated **\$12 MILLION IN ANNUAL REVENUE** for local merchants and their communities.







- Non-local attendees spend almost twice as much as local attendees demonstrating that a community that attracts cultural tourists stands to harness significant economic rewards.
- On a national level, according to the Arts and Economic Prosperity 5 Report, museums and other nonprofit cultural organizations have a return of more than \$5 in tax revenue for every \$1 they receive in funding from all levels of government. This translates to over 726,000 American jobs and an annual generation of \$50 billion in the U.S. economy, based on AAM's Museums as Economic Engines National Report.

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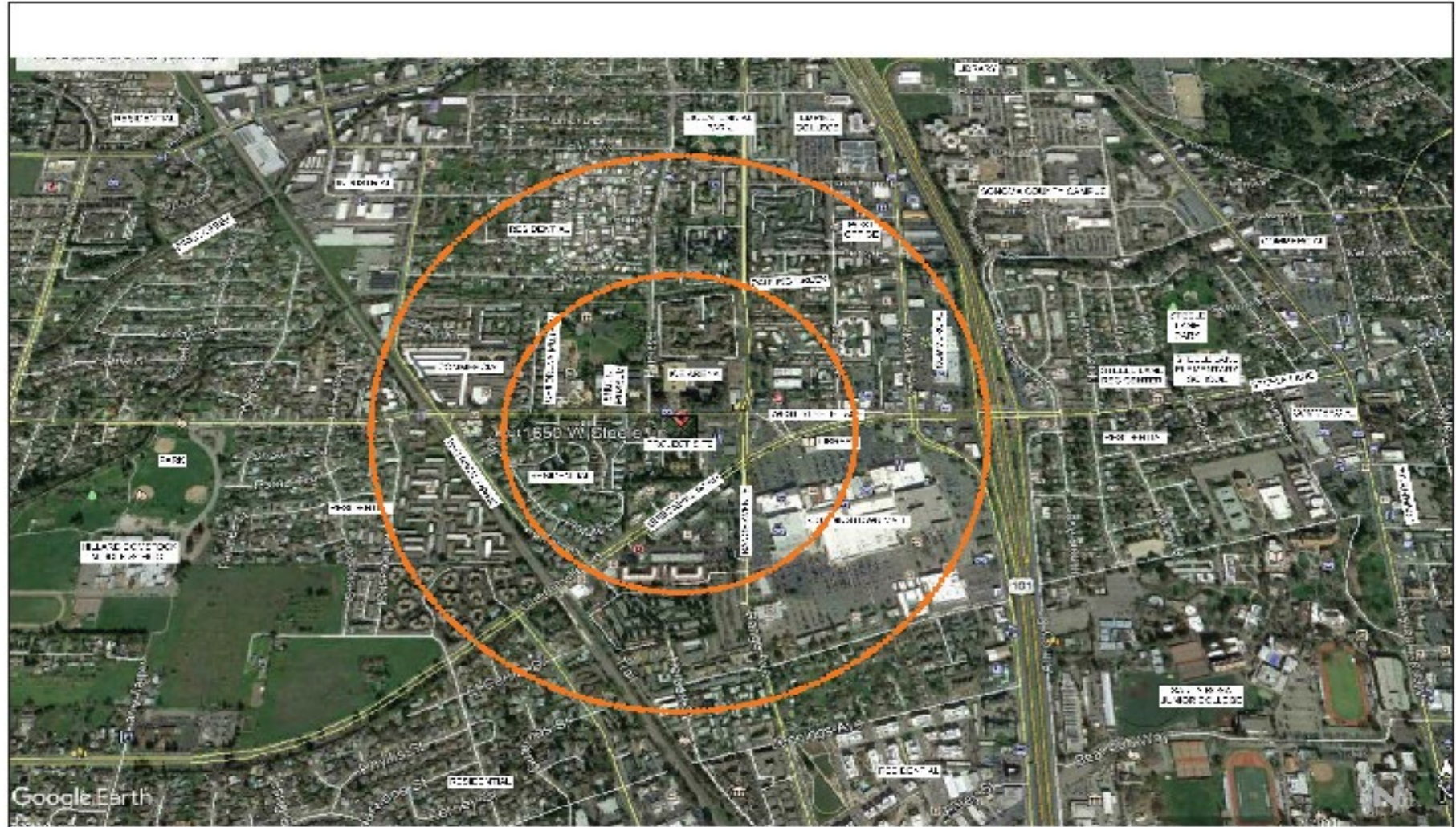
# THE PROPOSED PROJECT

1650 WEST STEELE LANE

SANTA ROSA



# Applicant's Site Map



Site Context Map

**Hedgpath**  
ARCHITECTS  
2021 Redlands Drive  
Suite 111  
Brea, CA 92625  
Phone 714 833 7000  
Fax 714 833 2338

1600 West Steele Lane Apartments  
1650 W Steele St  
Brea, CA 92625

Site Context Map

Author:  
Project Number:  
Project Name:  
Client:

Date:  
Scale:  
Sheet:

A0.1



Google Earth  
Map showing  
Proposed  
Project location  
and  
surrounding  
businesses of  
Appellants.





As stated in Appellants' Appeal Application, every curb space on Meadowbrook Court is already occupied by the existing residents. With the introduction of new housing units, and the cars that necessarily accompany the Appellants' soon-to-be neighbors, the project as proposed will present these new neighbors with an untenable question: *where to put their cars.*



This is a very recent photo of the street view of Meadowbrook Court looking towards W. Steele Lane and towards Snoopy's Home Ice. Photo was taken at 6:00 pm.



This photo of Meadowbrook Court was taken on the same evening and is looking away from W. Steele Lane and Snoopy's Home Ice. The photo was also taken at 6:00 pm.

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Both photos indicate that the parking on Meadowbrook Court is at capacity. Anticipated construction will require a red zone area, which will further impact parking in the established neighborhood.

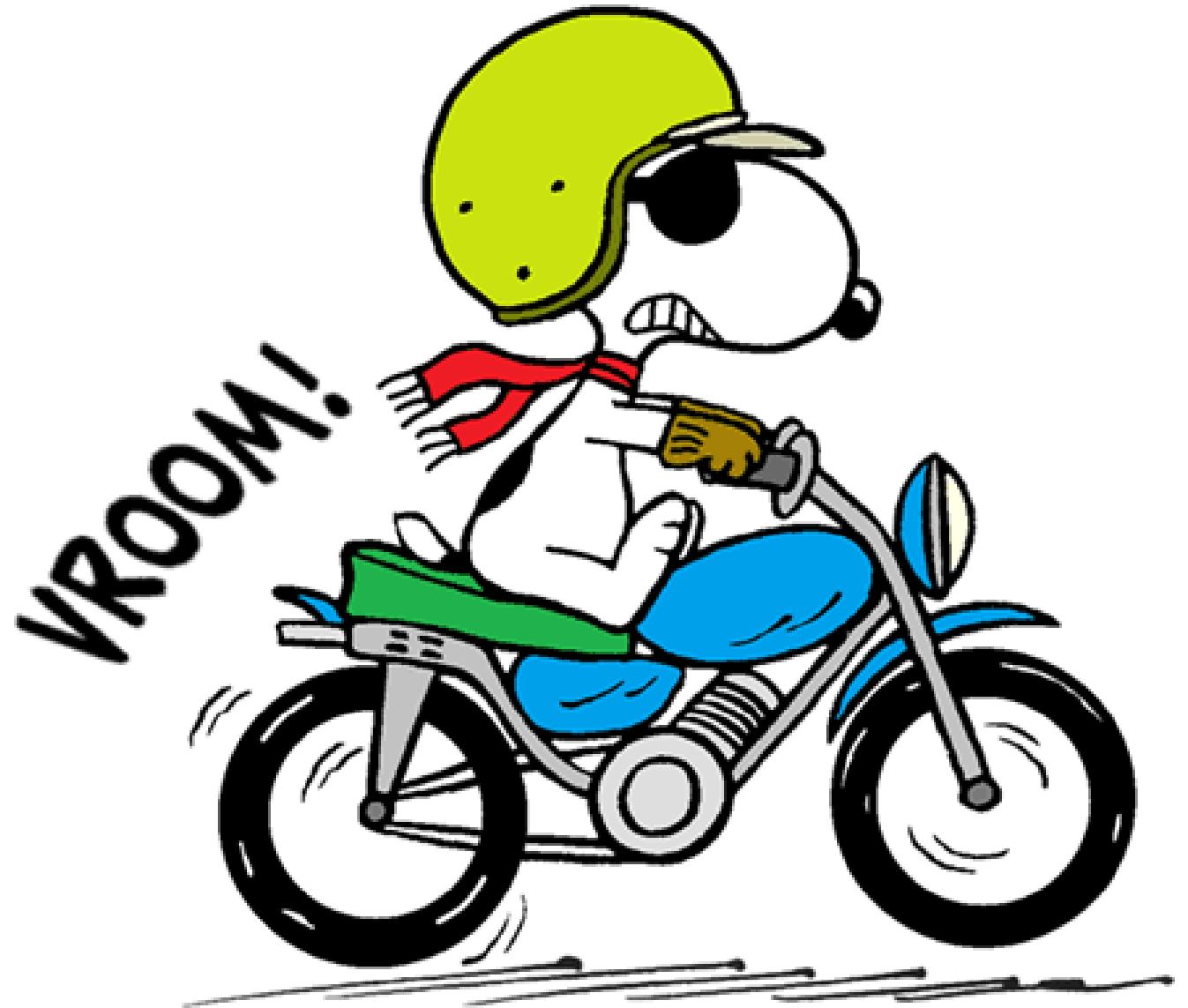


The Proposed Project would normally be required to build 52 spaces under City traffic requirements (see W-Trans report).

Instead, Developer relies on brand new law, AB-2097, to build only 36 spaces.

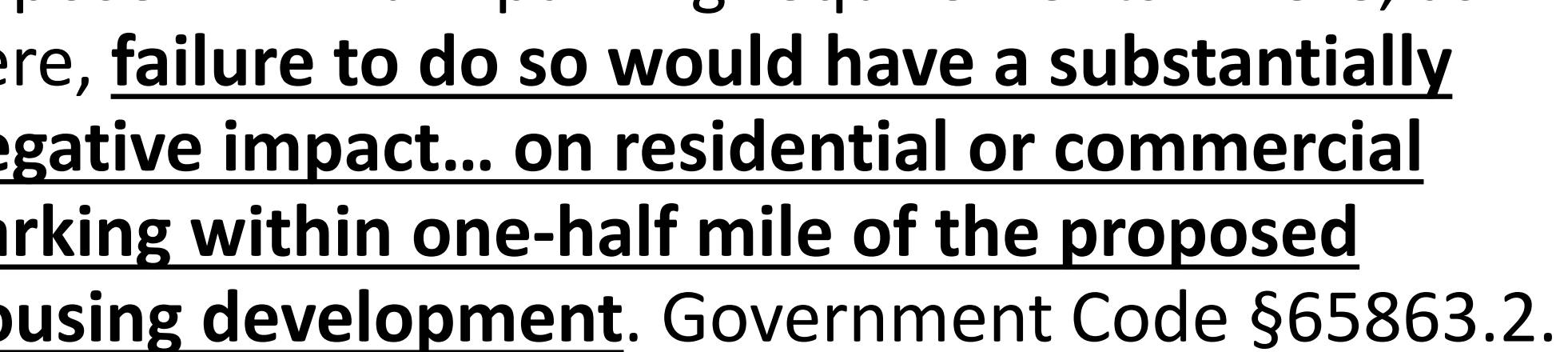
Developer argues the City cannot impose minimum parking requirements.

However, the law offers an exception—where, as here, the lack of parking would have deleterious impact on existing commercial and residential parking needs.

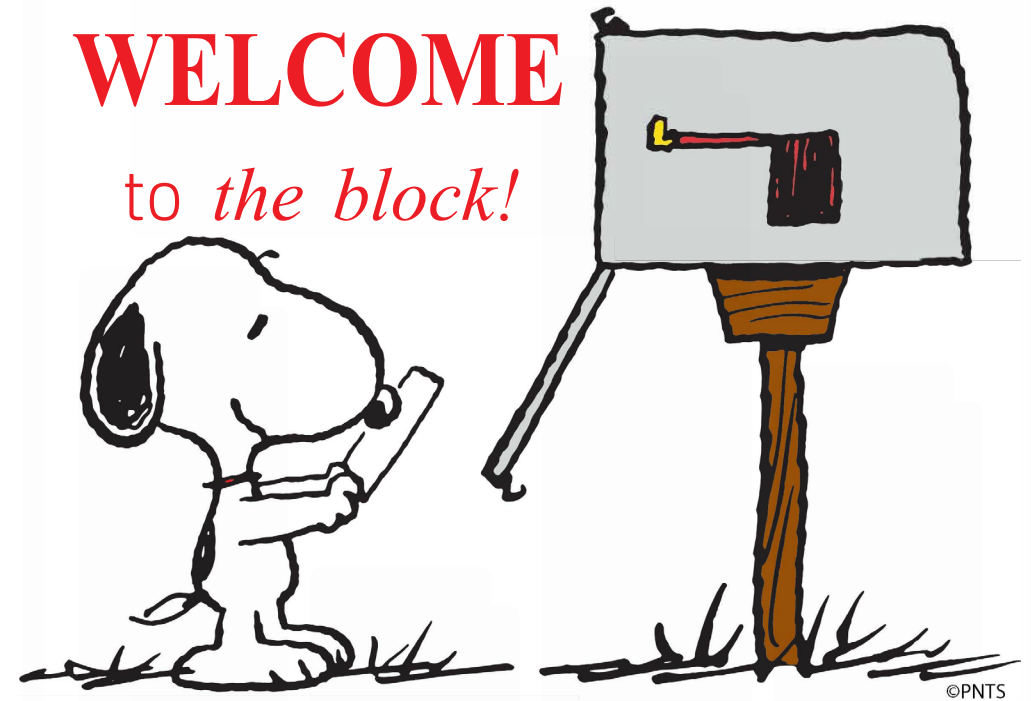




Appellants acknowledge the limitations imposed on the City following the passage of AB-2097. What bears further review, however, is the City's ability to impose minimum parking requirements where, as here, **failure to do so would have a substantially negative impact... on residential or commercial parking within one-half mile of the proposed housing development.** Government Code §65863.2.



The local businesses of the Charles M. Schulz Museum & Research Center, the Children's Museum of Sonoma County and Snoopy's Home Ice have put together a Welcome Package for their new neighbors.



On behalf of the Charles M. Schulz Museum & Research Center, the Children's Museum of Sonoma County, and Snoopy's Home Ice, please enjoy this welcome package, especially for our new neighbors!

- 4 Free skating passes to Snoopy's Home Ice
- 4 Warm Puppy Cafe hot cocoa coupons
- 4 Free passes to the Children's Museum of Sonoma County
- 4 Free passes to the Schulz Museum
- Discount coupon at the Snoopy's Gallery & Gift Shop





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Please, City Council,  
give everyone on our  
block a safe place to  
park, and a safe place  
to call home.

