

## Maloney, Mike

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**From:** Jeff Halbert <jeff@blackpoint.com>  
**Sent:** Tuesday, March 13, 2018 12:18 PM  
**To:** \_PLANCOM - Planning Commission  
**Cc:** Clement Balser  
**Subject:** New Starbucks @ 1385 Santa Rosa Ave

Hello –

I wanted to reach out to all the PC members and let you know a little about the applicant and our development history on this site. Our company is a small real estate development and advisory firm based in the North Bay. We specialize in helping retail companies expand by securing new locations and in most instances, building their new stores. We have been helping Starbucks in Northern California and they are very excited about opening a new store in Santa Rosa. Over the past many years, we have developed over a dozen new Starbucks stores and have a long standing relationship with their Northern California operations team.

We started working with the city on this site in August last year. We had a preliminary application meeting with the different departments and received feedback and suggestions. We evaluated all options on how to best layout the site plan, align the drive-thru and parking and develop the architecture and landscaping (it was a challenge because the site is so small and “L” shaped). We wanted to provide the needed parking but to not over park or create unnecessary impervious surfaces, so we hired a traffic/parking expert to advise us. We added dense landscaping along the drive thru to screen it’s visibility and to block headlights. We worked with the city engineering staff to best align the parking lot and driveways to provide a safe and convenient site circulation plan for vehicles and pedestrians. We designed the architecture and natural color scheme to blend with the surrounding developments. We included a bus pad on the north side along the street. The changes requested by city departments such as Traffic and Engineering were immediately addressed to their satisfaction and the final design incorporates all departmental requests. In all, after many design adjustments, we came up with what we believe to be the best development plan for this particular site.

City staff has been great throughout this process in helping guide us to this point. We appreciate all the help.

Please feel free to reach out to me anytime if you have any questions or comments. Also, I’d be happy to meet you at the site to discuss further and answer any questions you may have. My cell phone and email is listed below.

I look forward to seeing you on March 22.

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