

## Sebastopol Hotel Development Update – Time to set Firm Deadlines

This project was granted favorable terms several years ago due to the urgency and excitement that a higher end hotel would be built and bring economic activity, TOT and sales tax revenue to the city. Prior to the 2024 renewal of those terms, Councilmember Hinton and, I believe, Rich reported taking the opportunity to stay at the new hotel Piazza built in San Luis Obispo. Not sure what if anything the developer is offering the city or its elected officials to continue the sweetheart deal but perhaps now is the time to change the terms.

The current agreement appears to offer incentives to the developer through 2027. Now might be the time to discuss ending the “special relationship” if the developer does not take steps to break ground by the spring of 2026.

The land they own is central to the character and potential for development of our City Center. They are required to maintain it in good condition, but a field of occasionally mowed weeds surrounded by a temporary fence just makes our downtown look seedy.

The land is prime downtown land that offers many other opportunities. It would not only make great commercial space that would generate much sales tax revenue. It could be the site of the newly conceived Sebastopol Commons area if the city is willing to give up the revenue opportunity. The whole concept should be reconsidered if Piazza cannot commit to starting development by next year.