

Phil,

Thank you again for your time on Saturday. I appreciate the opportunity to discuss the proposed conversion of Petaluma Avenue from a one-way to a two-way street and hope this follow-up clarifies our concerns.

1. Our signage currently faces south on Petaluma Avenue. Last year, we invested nearly \$14,000 in a new south-facing marquee. At no point during the design review process were we informed that the street configuration in front of our business might change. Had we known, we may have approached that investment differently. I also asked if the two-lane proposal is approved, if the City would consider providing additional signage to better capture southbound traffic, and you mentioned you would champion that possibility. We appreciate your support on this.
2. Under the proposed configuration, traffic traveling northbound from south of Abbot Street would expand to two northbound lanes and one southbound lane. The entrance to the HopMonk parking lot is directly across from the Abbot intersection. Vehicles approaching from the south would need to make a left turn across oncoming traffic to enter our lot. This will make access more difficult and could increase congestion and the risk of accidents.
3. A similar safety concern exists for vehicles traveling south on S. Main Street that must turn left across oncoming traffic to enter the city parking lot. This change may create comparable access and safety challenges.
4. From personal experience, even when I want to support a business, if access to parking is difficult or feels unsafe, I may choose to go somewhere else. Operating a business today presents many challenges; every guest visit matters. Any additional barriers to access can have a meaningful economic impact
5. We would appreciate further clarification regarding how the extension of the Joe Rodota Trail may affect parking. Specifically, will it encroach on the city lot or the lot near the Chamber of Commerce? You kindly looked into this after our meeting and did not believe it would, and we thank you for that follow-up. Any additional information would be helpful.
6. We are disappointed that no one from the City reached out to us proactively to discuss these changes and gather our input. This situation brings back memories of when the bike lane was implemented without notice, resulting in the loss of six crucial parking spaces on Petaluma Avenue.
7. Additionally, over the past two years, we have experienced substantial increases in our water, sewer, and trash removal costs, all with little advance notice. These cumulative impacts place additional strain on small businesses like ours.

We value being part of this community and want to work collaboratively toward solutions that enhance safety while also supporting local businesses. We appreciate your continued engagement and look forward to further discussion.

Thank you again for your time and consideration.

Sincerely,
Bill DeCarli