

SEBASTOPOL COMMONS: SWOT ANALYSIS BY PARCEL

A2

1. Railroad Property | New Build

- S** Laguna/forest setting, walkable, ~\$1.5M, 40k sq ft envelope
- W** Not city-owned, floodplain, outside downtown, long timeline
- O** Joe Rodota Trail, nature-integrated civic model, Laguna partnership
- T** Trail safety, Hwy 12 crossing, flooding delays, CEQA, owner may not sell

2. Towing Co. / Brownfield | Repurposed / Remodel

- S** Walkable, lowest cost (\$2-4.5M), fastest (12-18 mo), reversible
- W** Not city-owned, undersized (3,700 sf), cinderblock, not central
- O** Revitalizes derelict site, interim solution, pilot for operations
- T** Distracts from larger goals, community may see as giving up

3. Calder Creek Corridor | Remediated / Rebuild

- S** Central, near City Hall & Arts Center, remediates environment
- W** Most complex, creek restoration + relocations, limited city land
- O** Creek town identity, climate grants, ecological restoration model
- T** Cost overruns, business displacement, permitting delays, contamination

4. Rite Aid Building | Adaptive Reuse

- S** Downtown, fast (18-24 mo), 30'+ ceilings, solves vacancy
- W** Undersized for 36k+ need, major retrofit, Grocery Outlet uncertain
- O** Quick win, demonstrates city commitment to downtown
- T** **Property is Not Currently Available for Sale or Lease**

5. Current Library / City Hall | Renovate / Remodel

- S** City-owned, downtown, maintains civic campus, no acquisition cost
- W** Full demolition needed, parking crisis, 2-3 yr disruption
- O** Modernize City Hall, improve pedestrian flow, underground parking
- T** Escalating costs, relocation costs, downtown business impacts

6. O'Reilly Building | Repurpose

- S** Ample parking, near Analy HS, single-site consolidation, turnkey
- W** Not city-owned, not downtown, sidewalk improvements needed
- O** Reduces congestion, West County Trail stop, emergency-ready site
- T** Abandoning downtown narrative, owner may decline, bond capacity risk

S Strengths

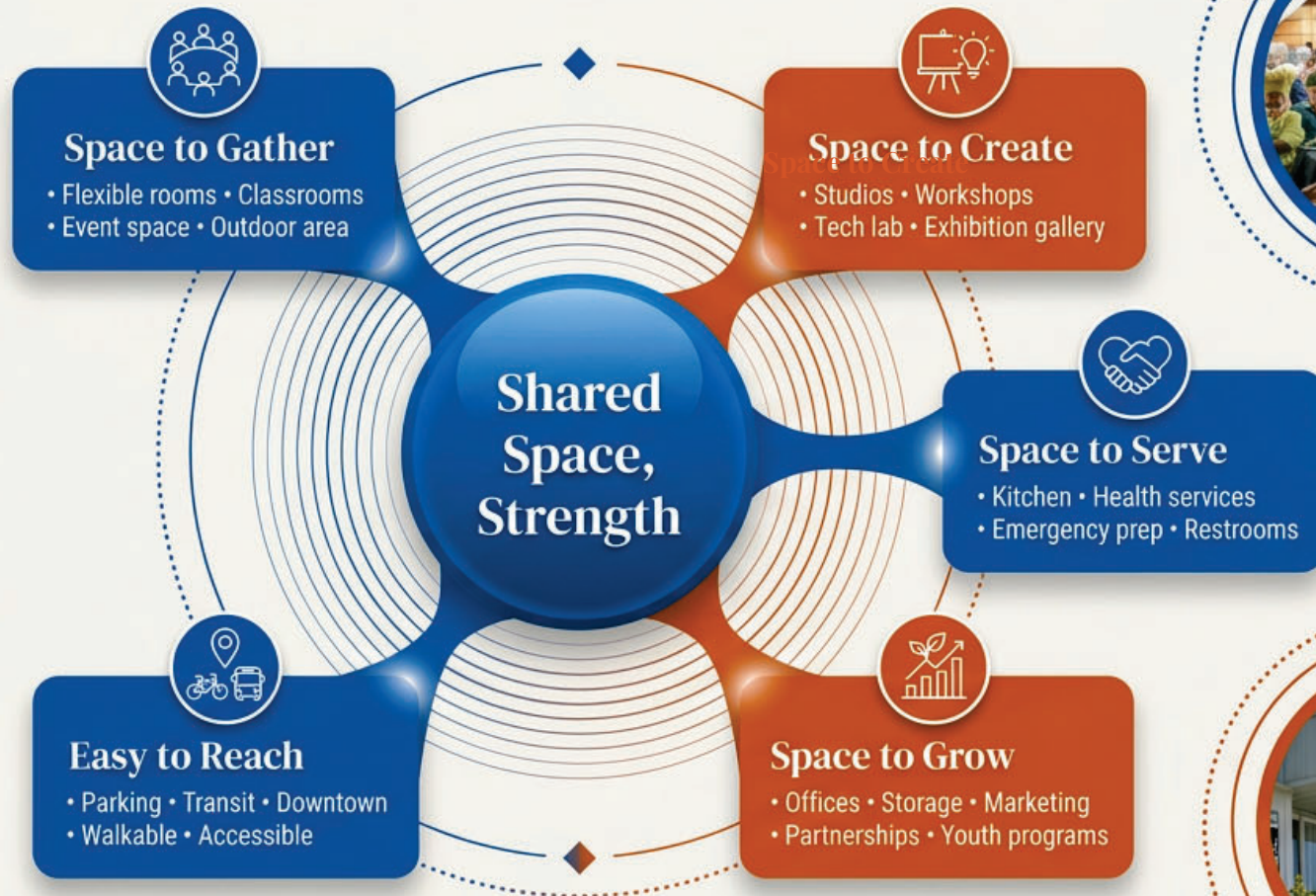
W Weaknesses

O Opportunities

T Threats



Community Commons: What We Heard



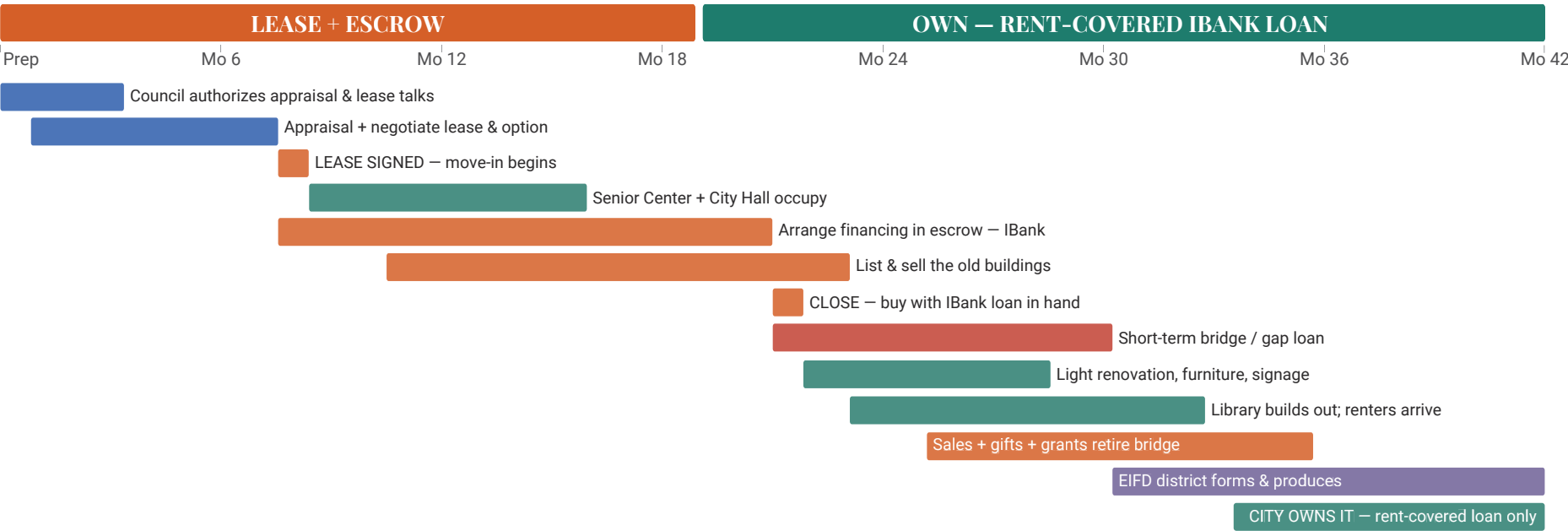
A well-designed Commons helps local groups collaborate, cut costs, and serve more people.



Three Financing Pathways

Pathway	What It Solves	City \$ In	Yr 3 Budget	10-Yr Cost	Role
One Building	Senior Center + some library relief	\$9.2M	+\$467K/yr	\$4.7M	Fallback
Full Campus – Keep All	All four facilities consolidated	~\$19.7M	-\$83K/yr	~\$0.8M	Recommended
Full Campus – Sell One	All four facilities consolidated	~\$11.5M net	-\$69K/yr	~\$1.0M	Lower-debt

The Plan, Step by Step – Full Campus



DO NOTHING

\$3.57M

over 10 years

Same four aging buildings, no improvement

REBUILD ONE FACILITY

~\$32M

one-time project cost

Solves only one of four problems

O'REILLY FULL CAMPUS

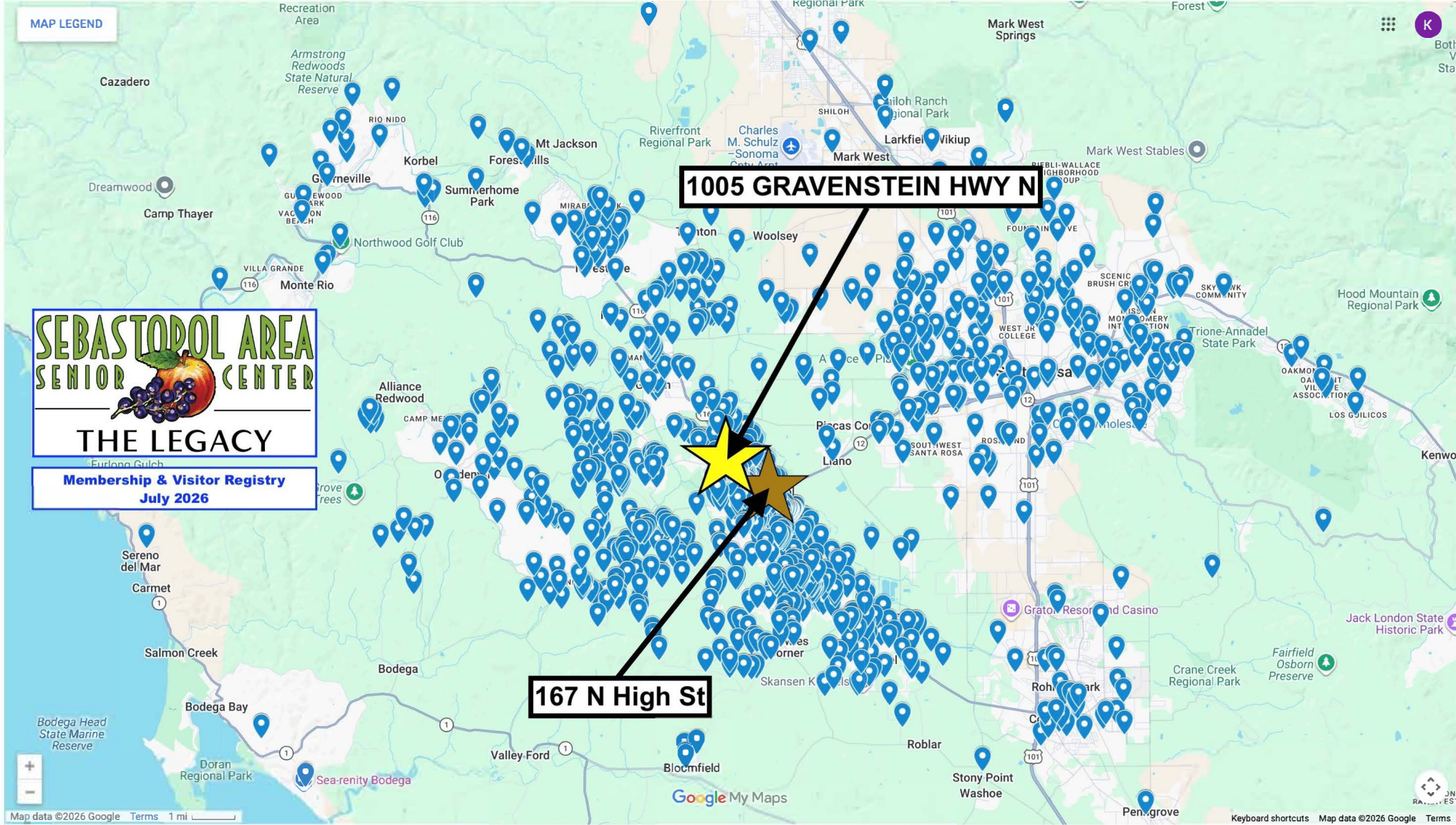
~\$0.8M

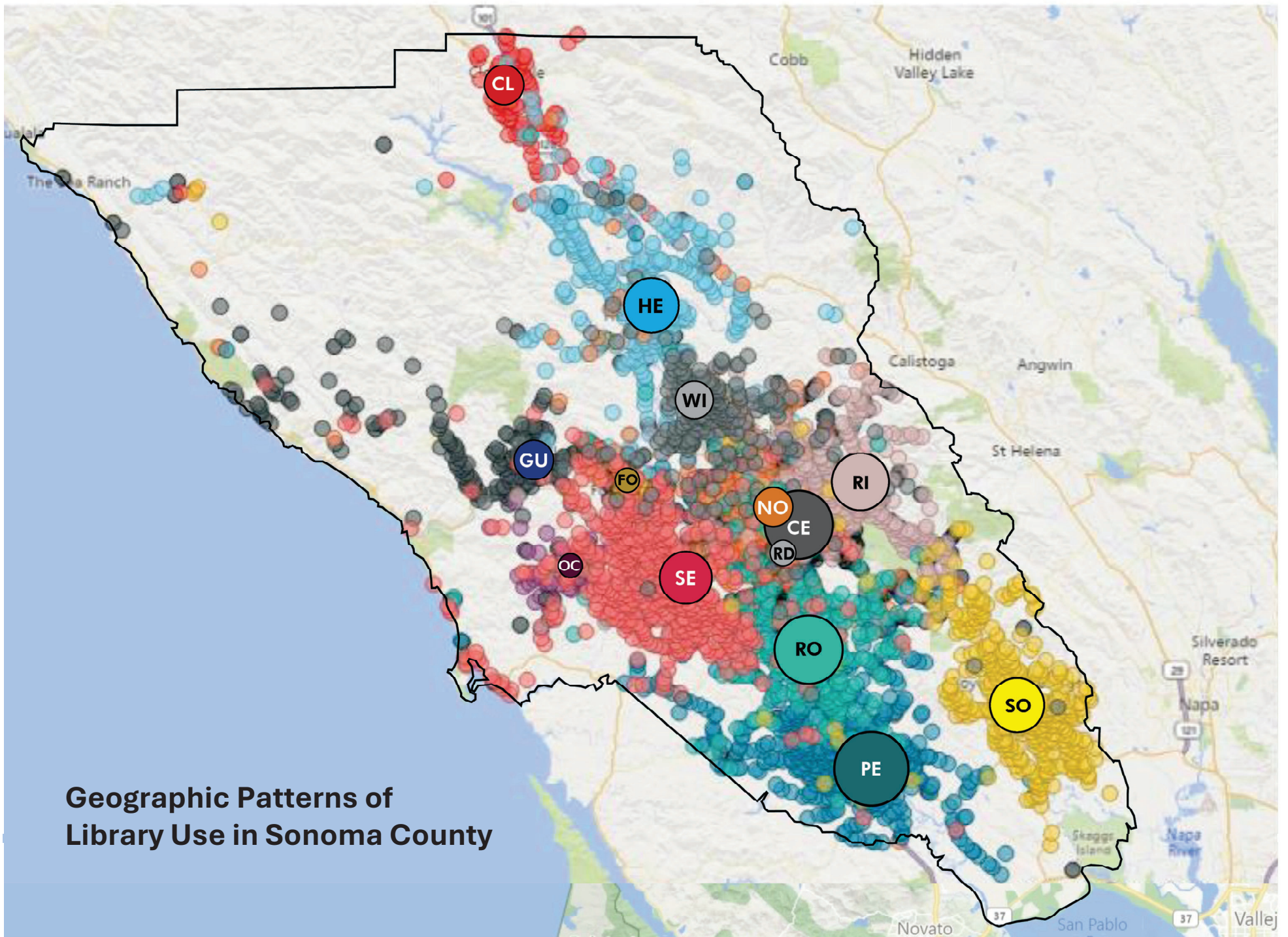
over 10 years

Solves all four — costs less by Year 3

- 90,500 sq ft on 7.3 acres, above the flood zone
- Tenant rent carries the IBank loan — city budget pays less than today
- Lease first, buy only when financing is secured
- Light renovation only: paint, furniture, signage (capped at \$2M)







**Geographic Patterns of
Library Use in Sonoma County**