

WHY WE GET THE TOWN WE GET: A CAUTIONARY TALE



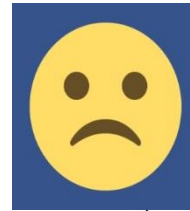
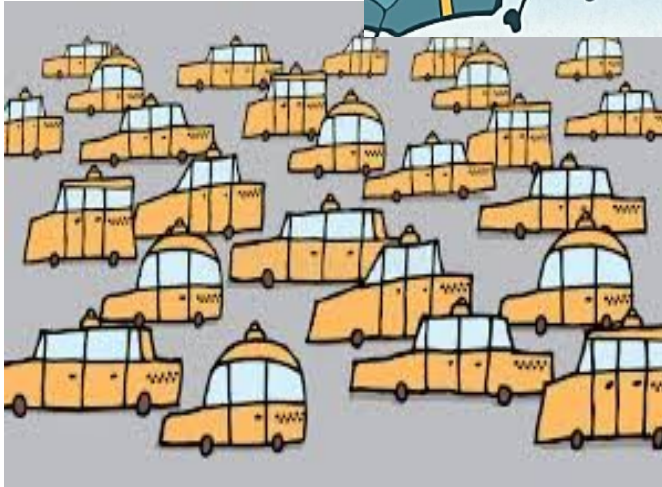
JULY 21, 2019

KNOW BEFORE YOU GROW & PETALUMA URBAN CHAT

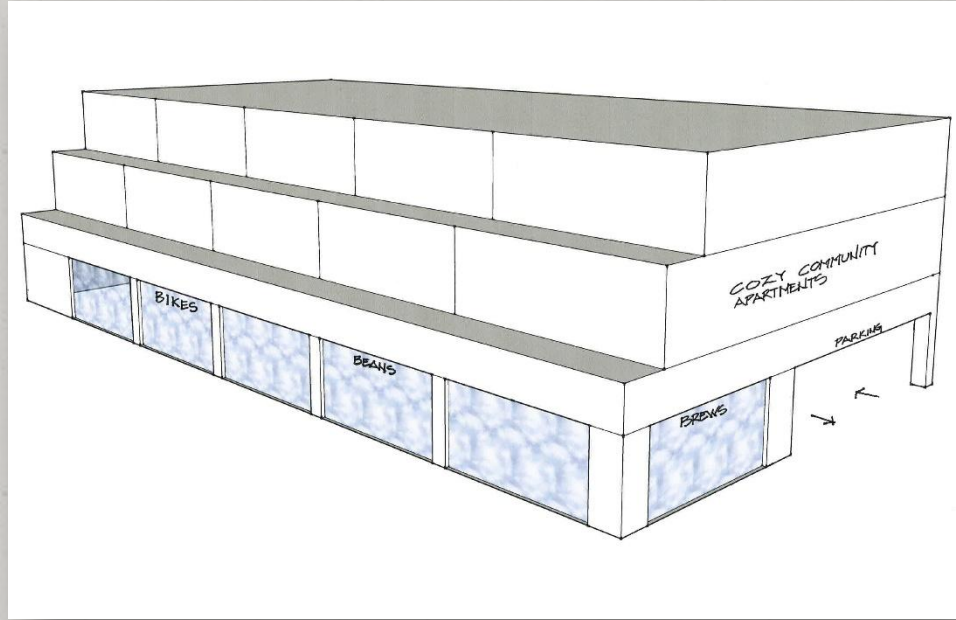


July 2019
(Today)

Lumapeta is in TROUBLE



CITY HALL

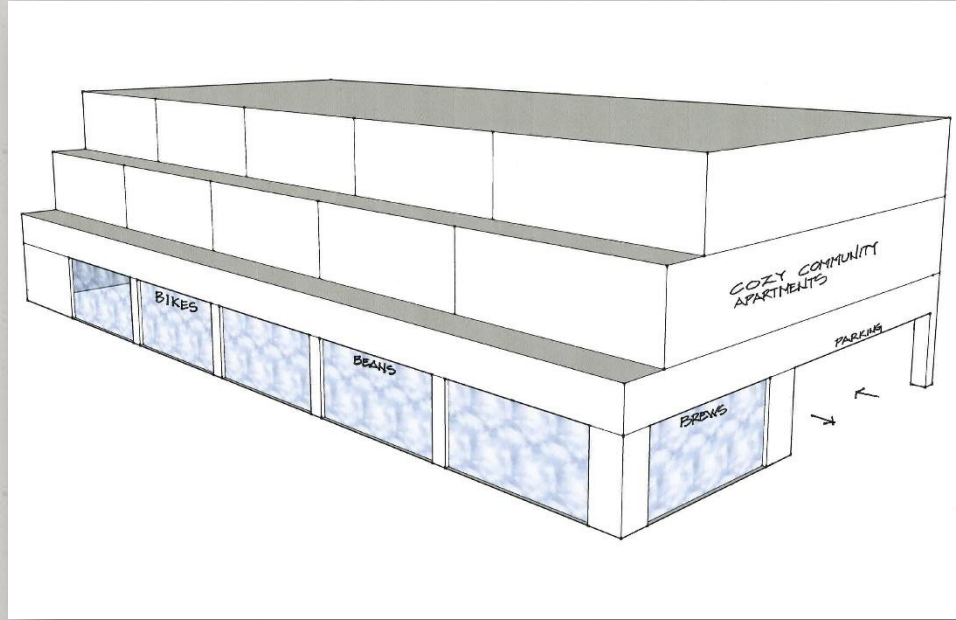


Lumapeta General Plan: City roadmap to development



Critical Path

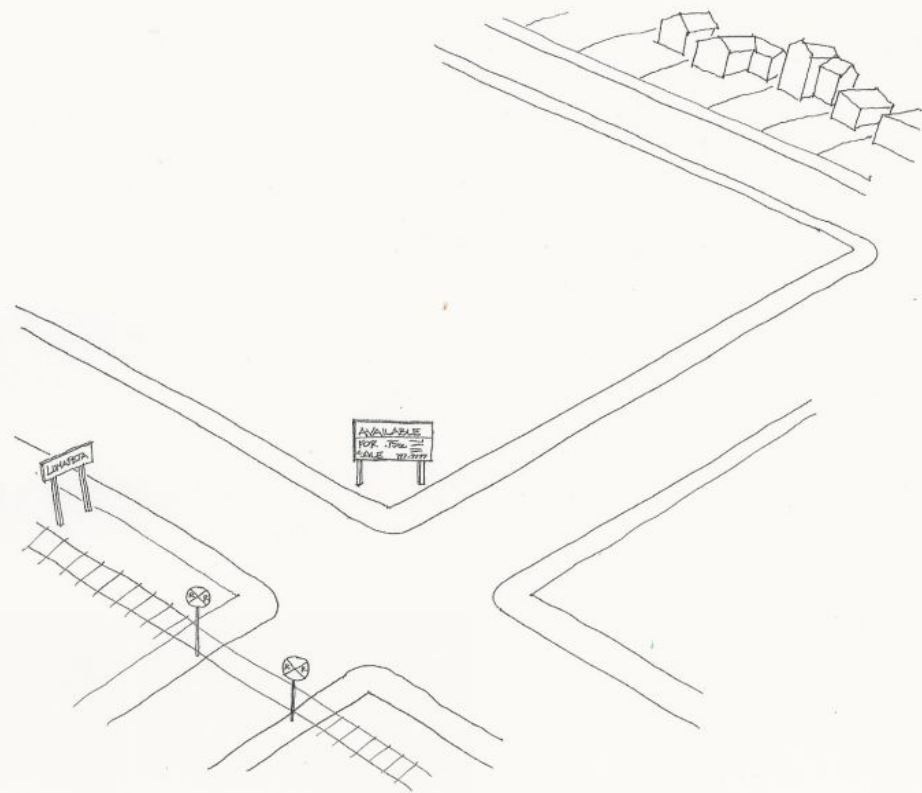
	NR	RD	N	SD	L	TP	FA	AB	NR1	NR2	NR3	PC	L1	L2	L3	L4	FO1	FO2
1	S(1)	C																
2		C	L(2)															
3		C		L														
4		C			S(1)													
5		C	L(2)															
6		C				L												
7		C					R	R										
8		C	L(2)															
9(3)		C																
10(3)		C																
11		C	L					R	A(4)	A(4)	A(4)							
12(3)		C																
13		C						R										
14		C				L												
15		C					R	R										
16(3)		C																
17		C				L												
18		C				L												
19		C					R	R										
20		C				L												
21		C		L														
22		C	L															
23		R	C		L				A(4)	A(4)	A(4)		A(4)					
24		R			L													
25		C	L						A(5)	A(5)	A(5)							
26		R				C						L	A(4)	A(4)	A(4)	A(4)		
27		C		L														
28				C		L											R	L
29	S(1)																	
Key																		
S	On stage, not necessarily at a lectern.																	
R	Right lectern																	
C	Center lectern																	
L	Right lectern																	
A	In audience																	
(1)	Comes onto stage and/or leaves stage during scene. See script.																	
(2)	Begins slightly back from lectern and moves forward during scene. See script.																	
(3)	No on-stage action. PowerPoint only.																	
(4)	Will rise and sit as shown. See script.																	
(5)	Will slip out of audience during scene. See script.																	

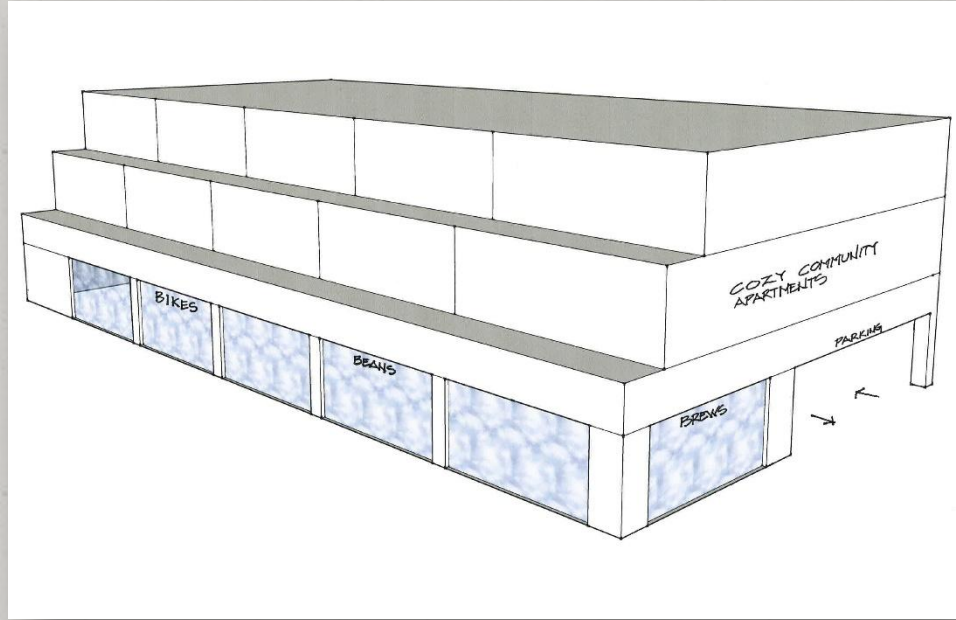




Asking neighborly questions

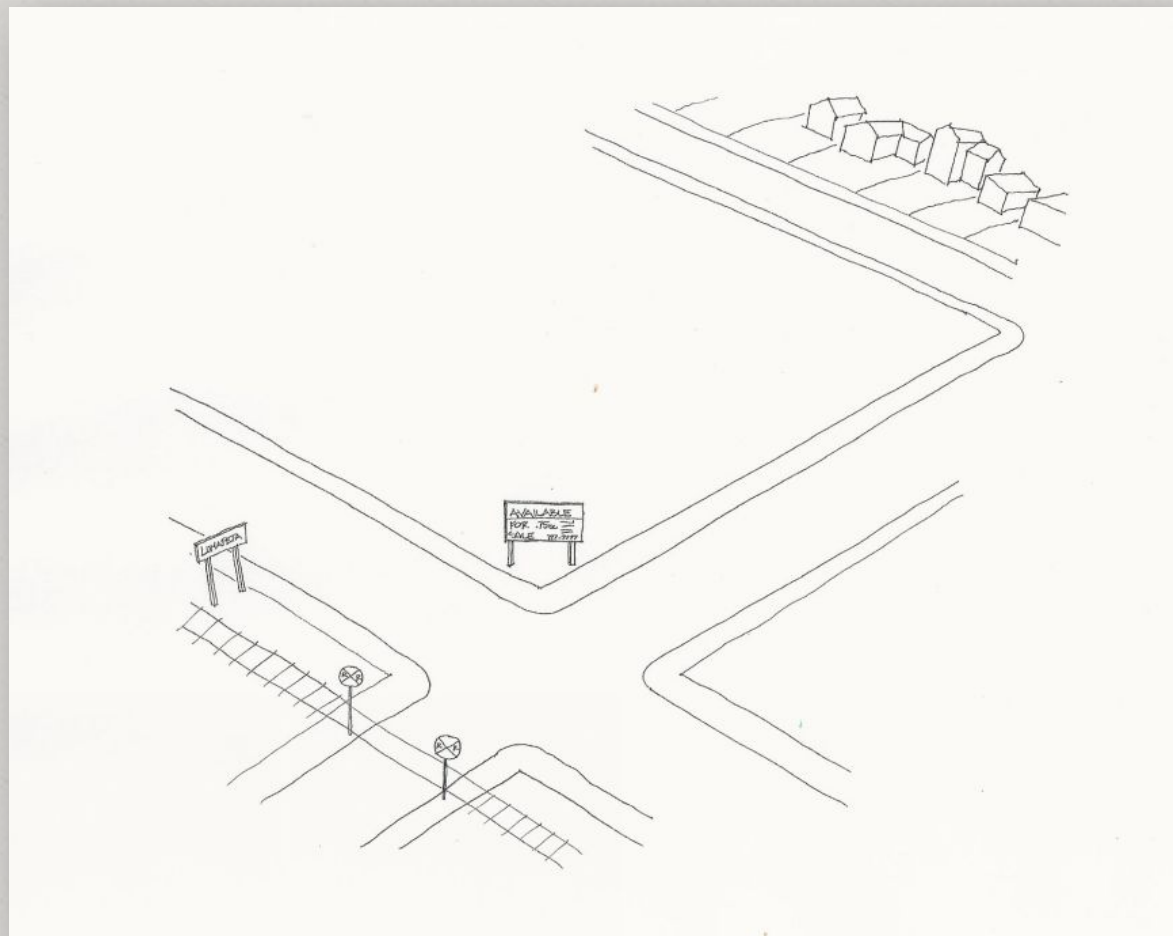


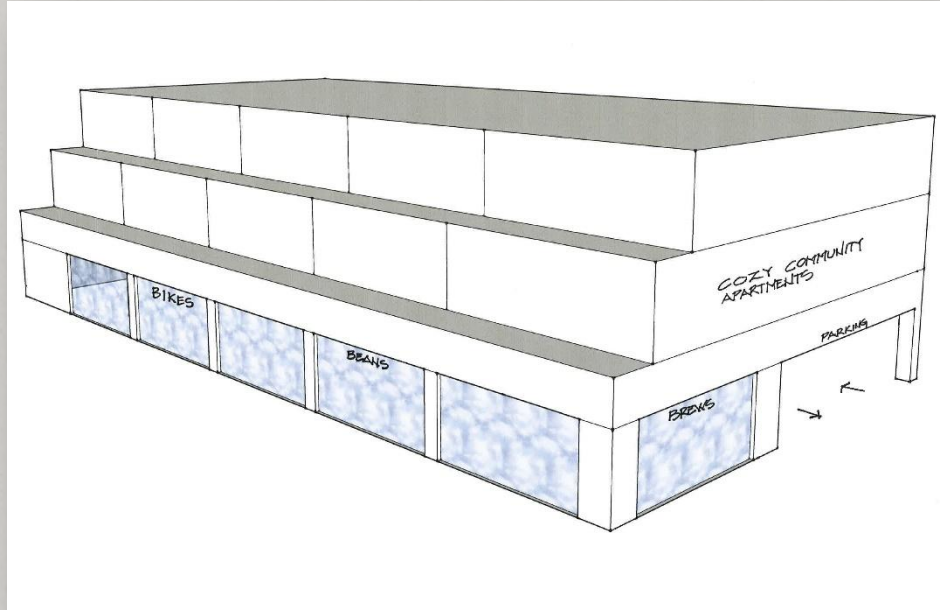


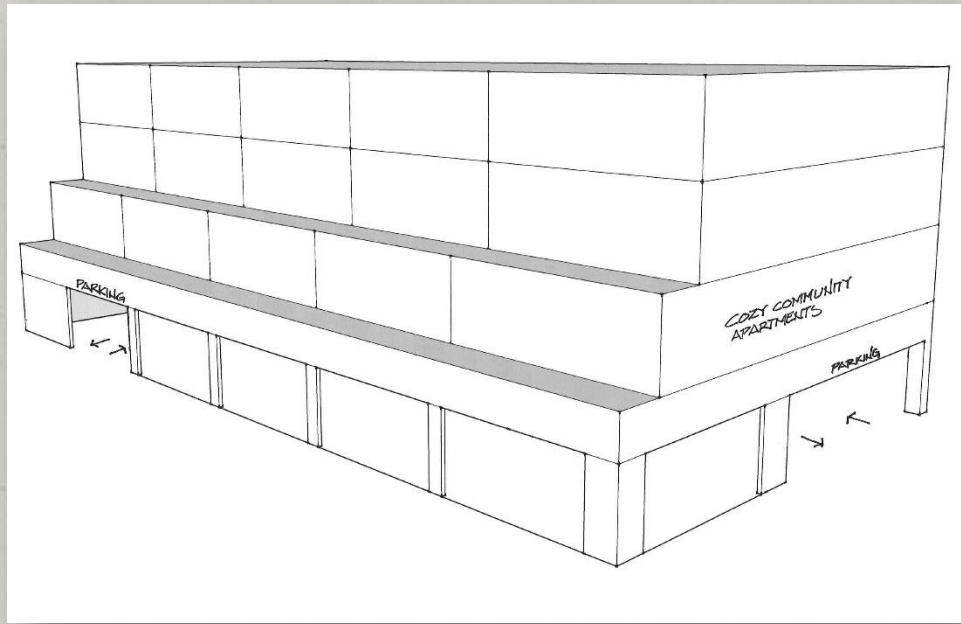


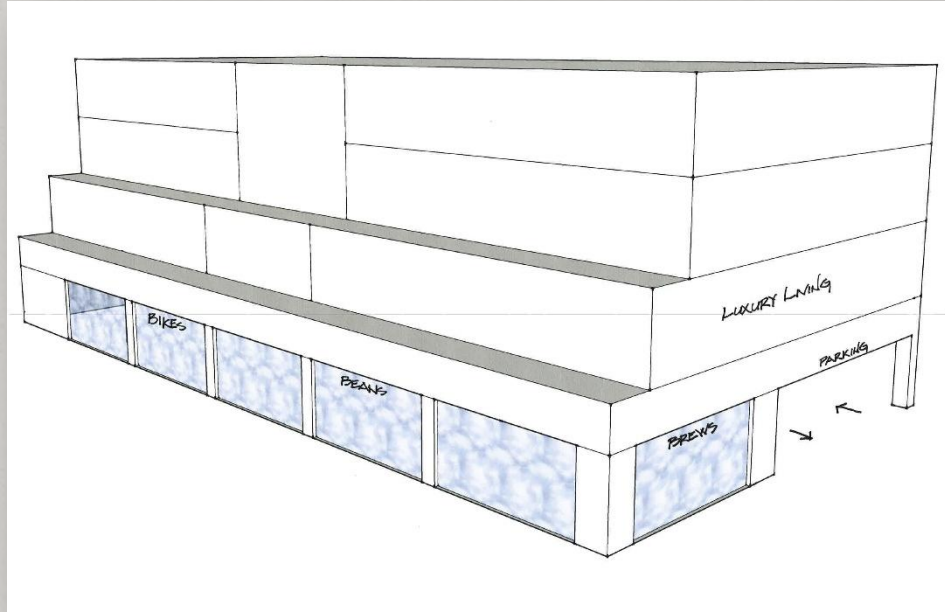
Asking for equity dollars

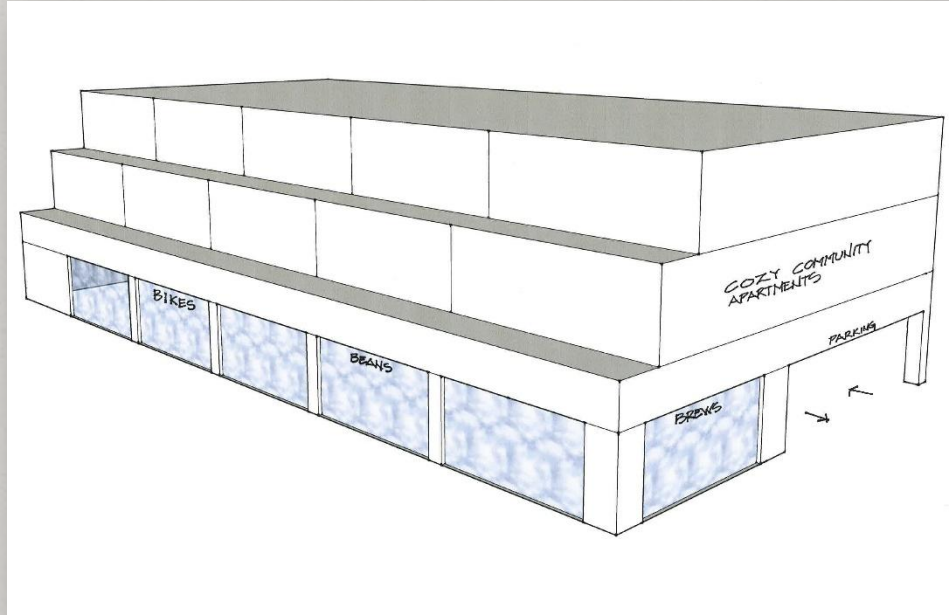












Account Balance

Running on
empty!

\$

New capital!

\$\$\$\$\$

\$\$\$\$\$

\$\$\$\$\$

!!!!

Account Balance

\$\$\$\$\$\$\$\$\$\$\$\$

\$\$\$\$\$\$\$\$\$\$\$\$

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\$\$\$\$\$\$\$\$\$\$\$\$

\$5,000,000 !!!



August 2019
(One month and
counting)

Closing the land deal





Land Purchase



!!!!

Account Balance

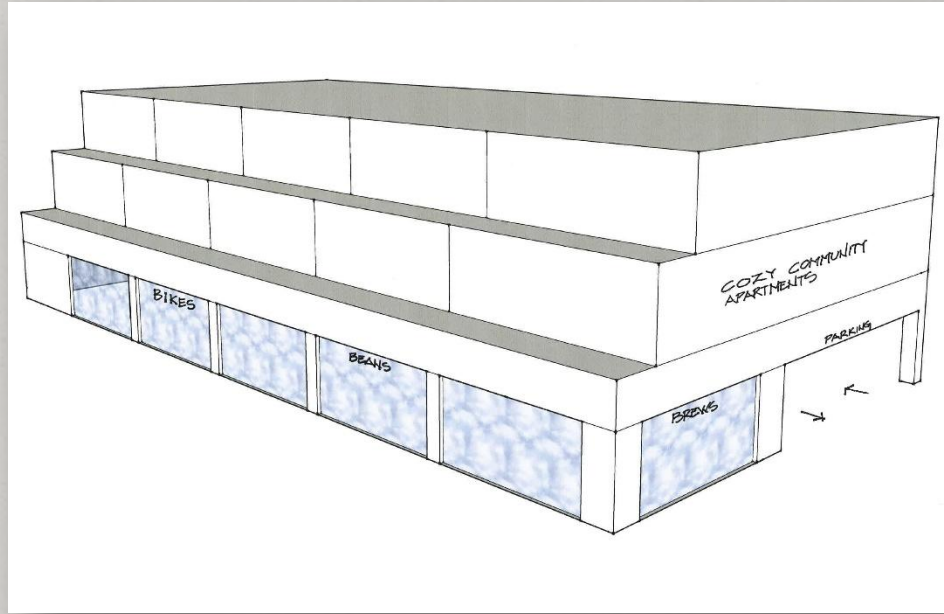
\$1,800,000

\$\$\$\$\$\$\$\$

\$\$\$\$\$\$\$\$\$\$



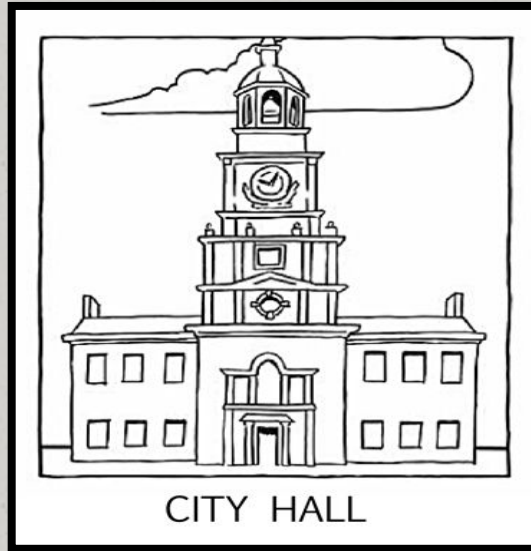
The neighborly conversation
continues...





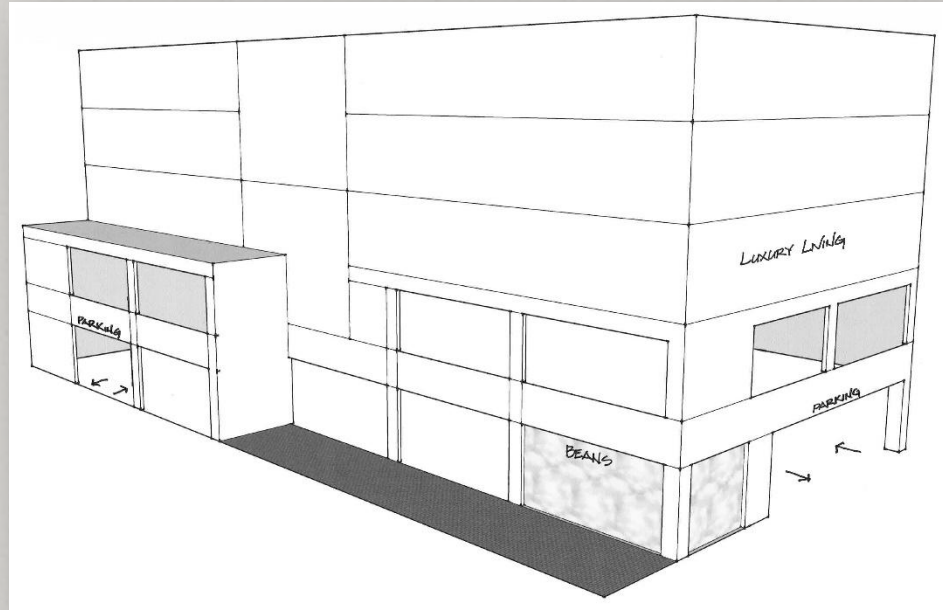
September 2019
(Two months and
counting)

Heading back to Town Hall



Lumapeta General Plan: City roadmap to development





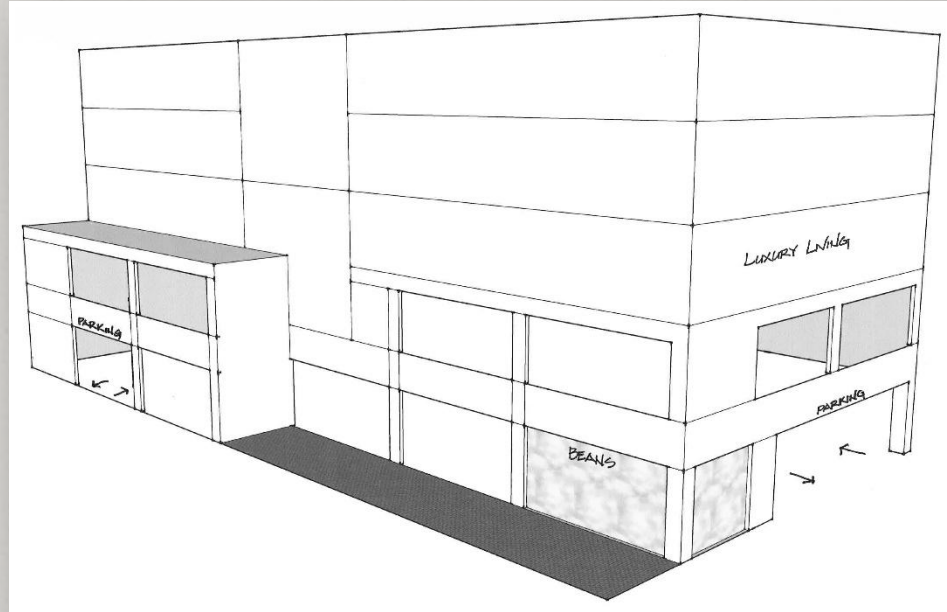


October 2019
(Three months and
counting)

Giving Direction to the Team:

REVISIONS

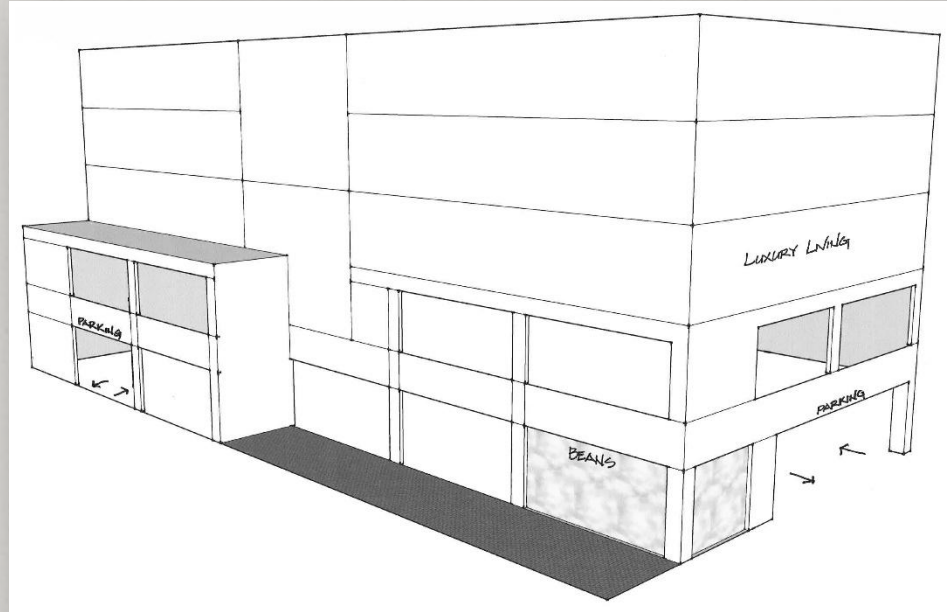
- 0 Architecture**
- 0 Utility planning**
- 0 Traffic study**
- 0 Geotechnical report**



Yet another neighborly Chat...

Lumapeta Urban





Monthly expenses



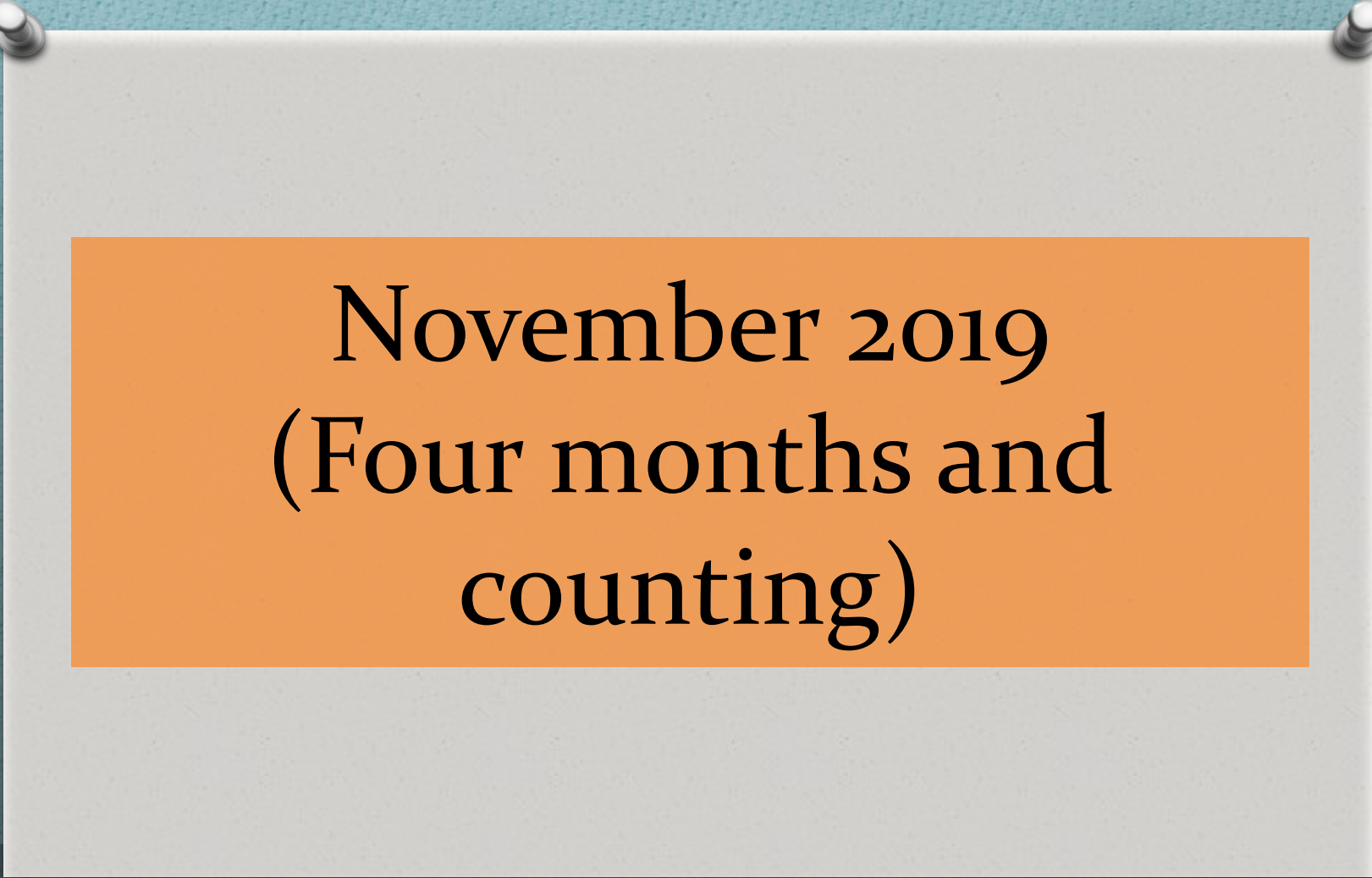
Ughhh

Account Balance

\$1,500,000

\$\$\$\$\$

\$\$\$\$\$\$\$\$\$\$\$\$



November 2019
(Four months and
counting)

The team works on



Monthly expenses




Ughhh

Account Balance

\$1,400,000

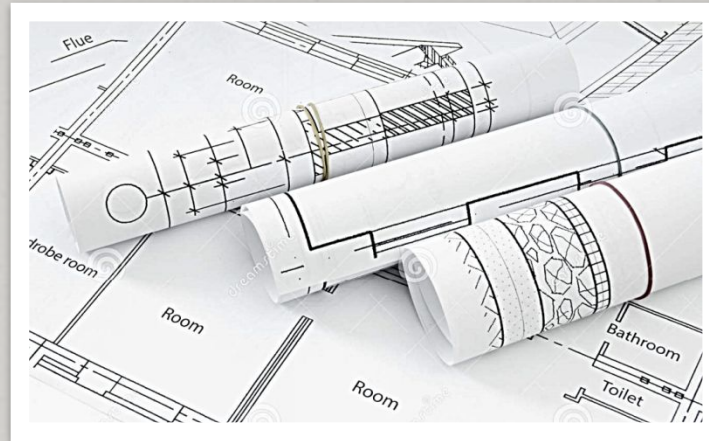
\$\$\$\$

\$\$\$\$\$\$\$\$\$\$\$\$



December 2019
(Five months and
counting)

The team works on



#10

Monthly expenses



Ughhh

Account Balance

\$1,300,000

\$\$\$

\$\$\$\$\$\$\$\$\$\$\$\$



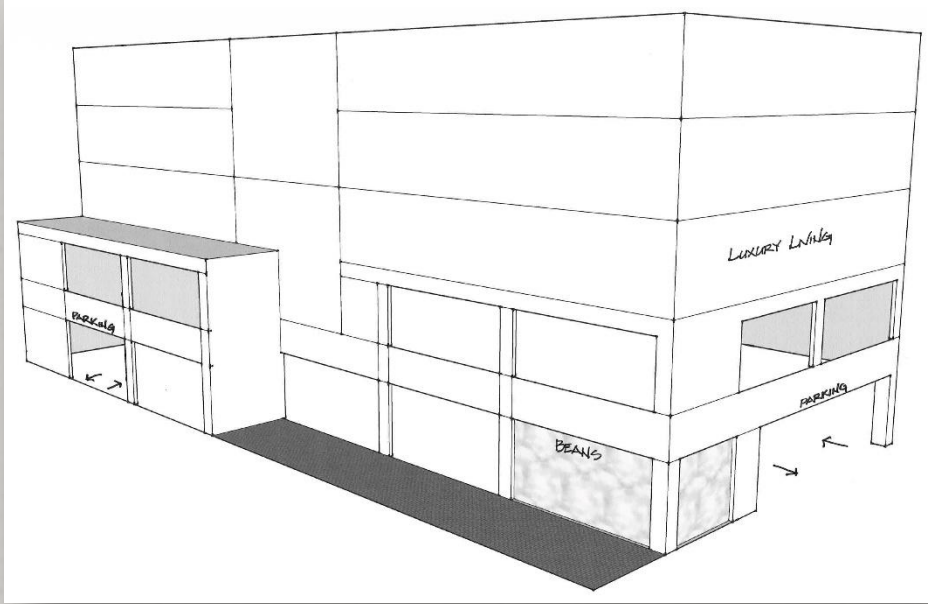
January 2020
(Six months and
counting)



The first neighborhood meeting

Neighbor Meeting, January 2020





Monthly expenses



Ughhh

Account Balance

\$1,200,000

\$\$

\$\$\$\$\$\$\$\$\$\$\$\$



February 2020
(Seven months and
counting)

The team works on



Monthly expenses

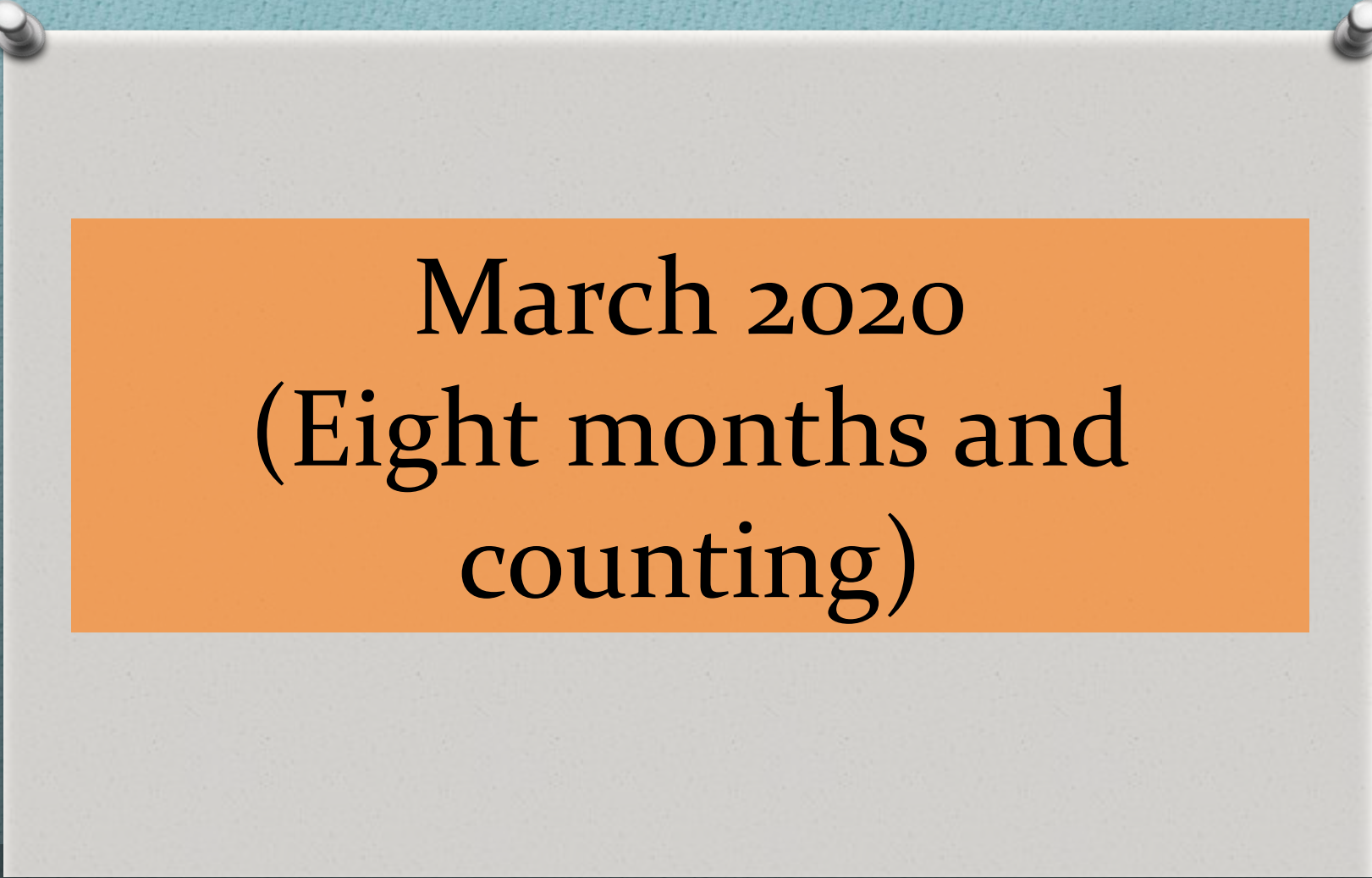


Ughhh

Account Balance

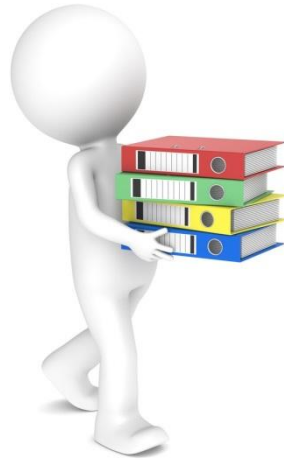
\$1,100,000

\$
\$\$\$\$\$\$\$\$\$\$\$\$



March 2020
(Eight months and
counting)

Ready to submit to Town Hall



Monthly expenses

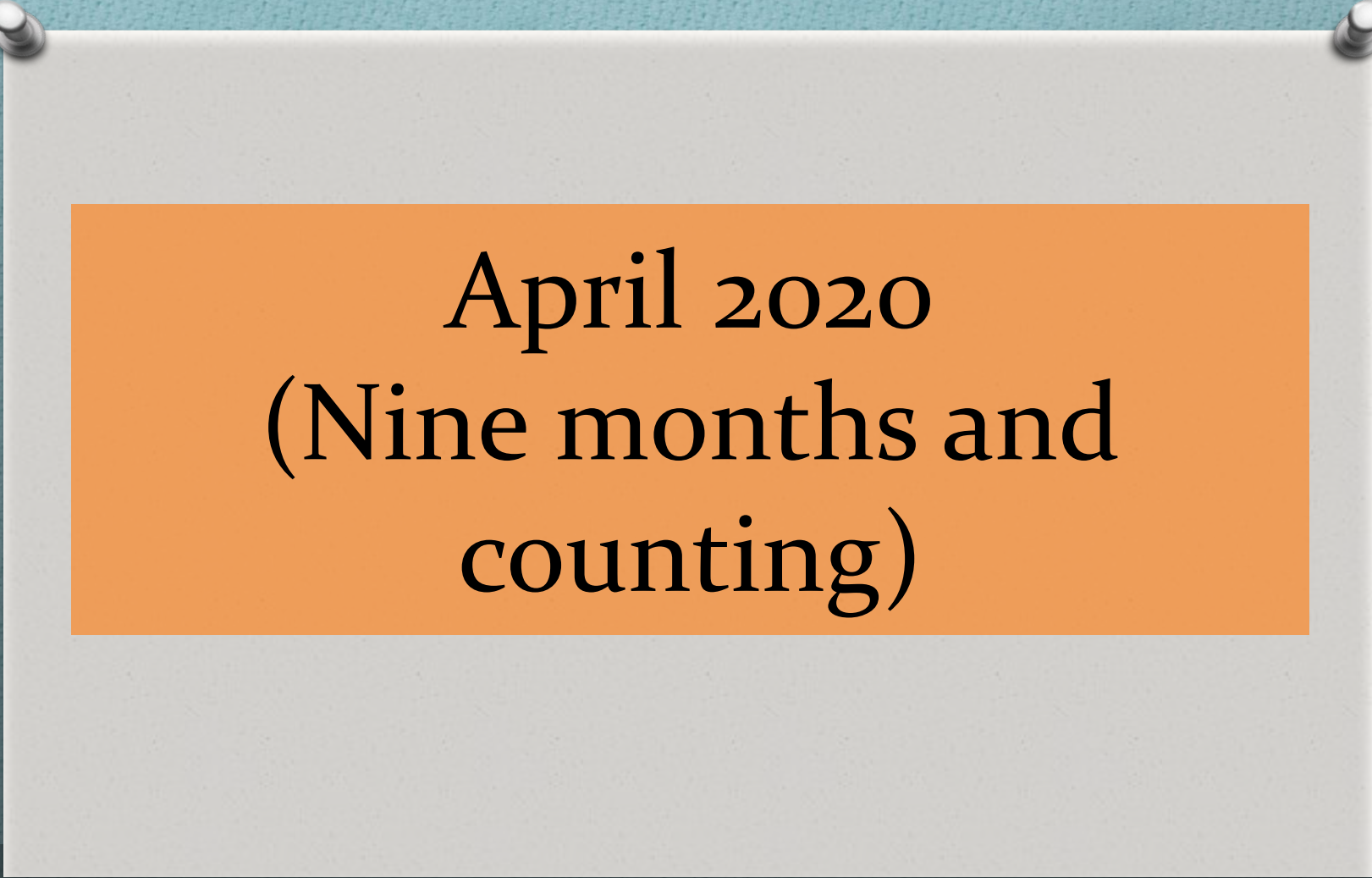


Ughhh

Account Balance

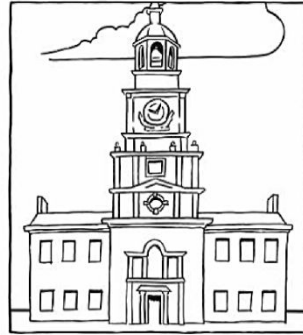
\$1,000,000

\$\$\$\$\$\$\$\$\$\$\$\$



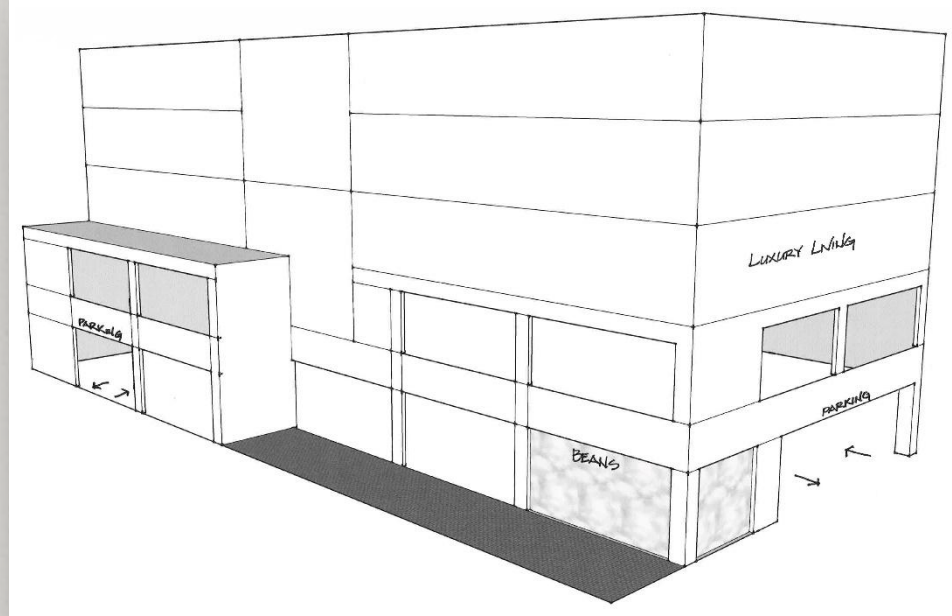
April 2020
(Nine months and
counting)

Getting bad news at Town Hall



CITY HALL





City cost recovery bill



Ughhh

Account Balance

\$800,000

\$\$\$\$\$\$\$\$

Delivering the bad news to the team

Monthly expenses



Ughhh

Account Balance

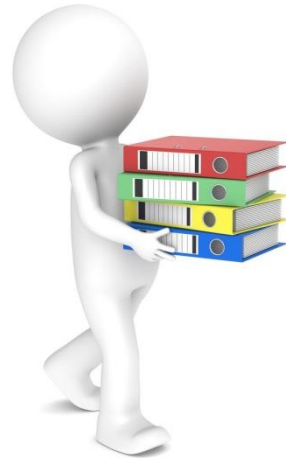
\$700,000

\$\$\$\$\$\$\$\$



May 2020
(Ten months and
counting)

Resubmitting



Monthly expenses

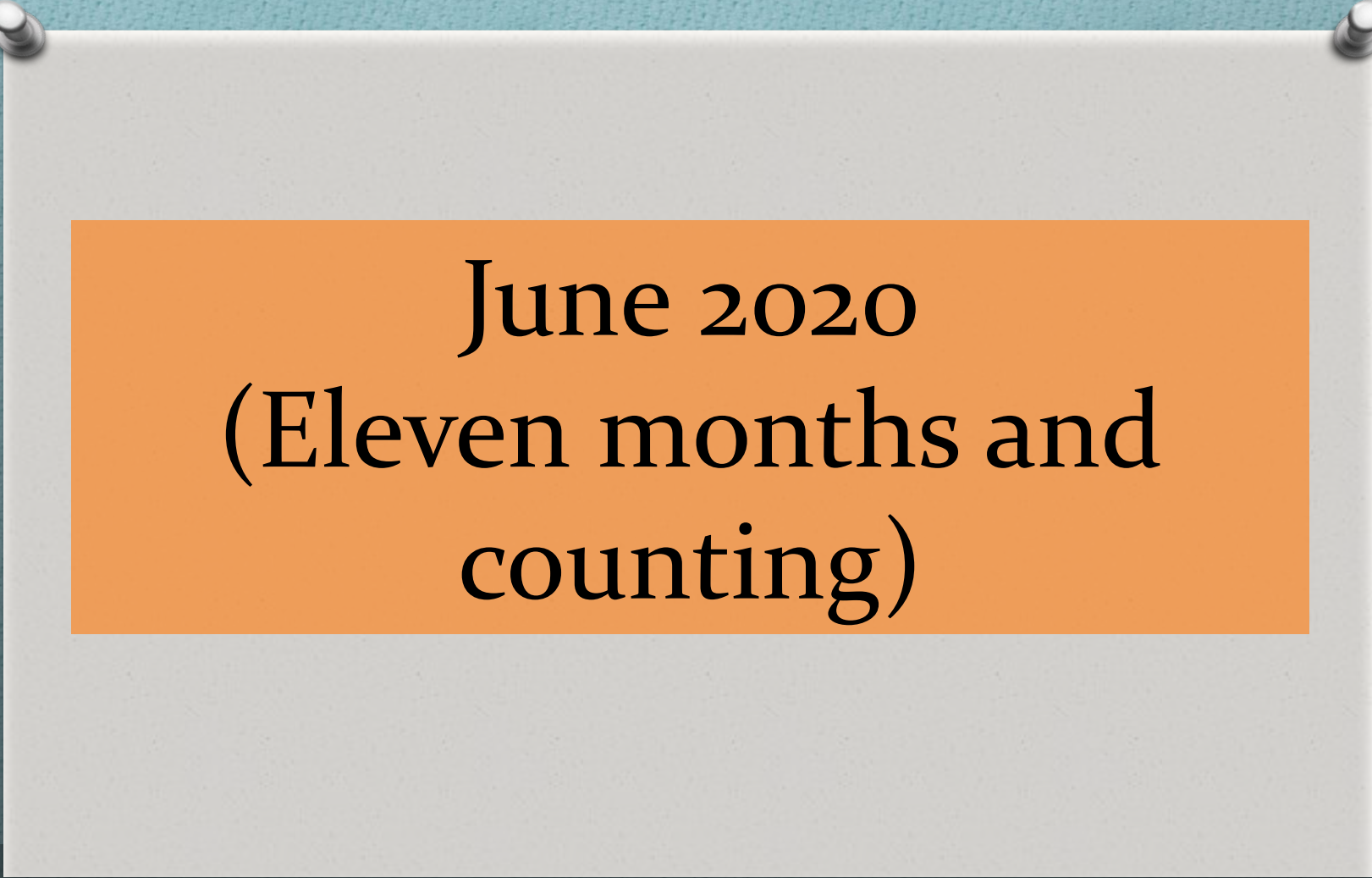


Ughhh

Account Balance

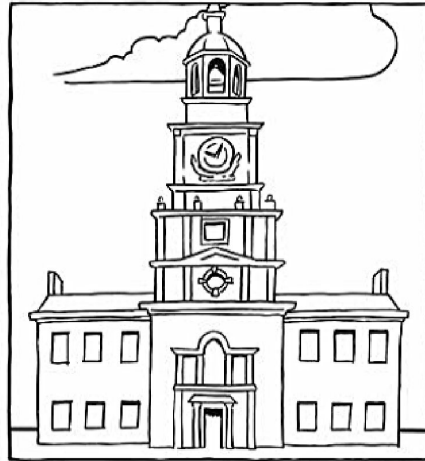
\$600,000

\$\$\$\$\$\$\$



June 2020
(Eleven months and
counting)

Getting Closer at Town Hall



CITY HALL



Monthly expenses



Ughhh

Account Balance

\$500,000

\$\$\$\$\$\$



July 2020
(A year and counting)

And Still Closer



CITY HALL



Monthly expenses



Ughhh

Account Balance

\$400,000

\$\$\$\$

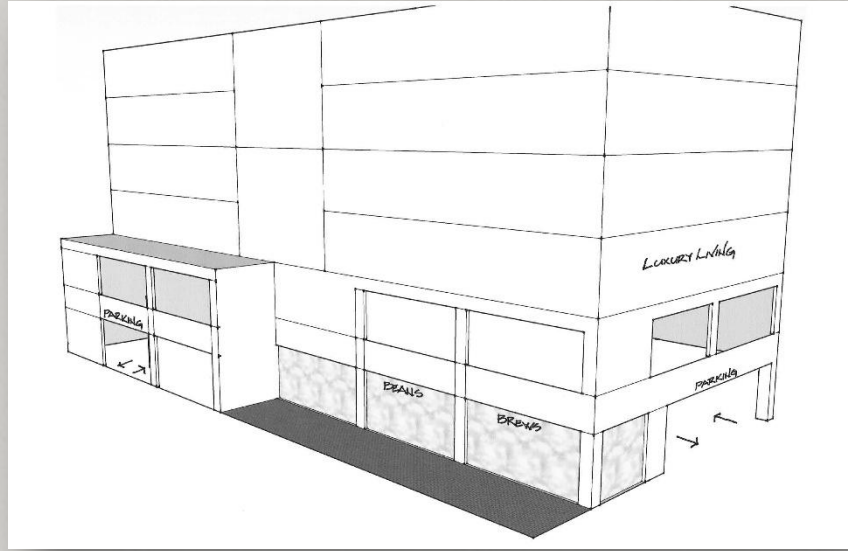
Making final adjustments

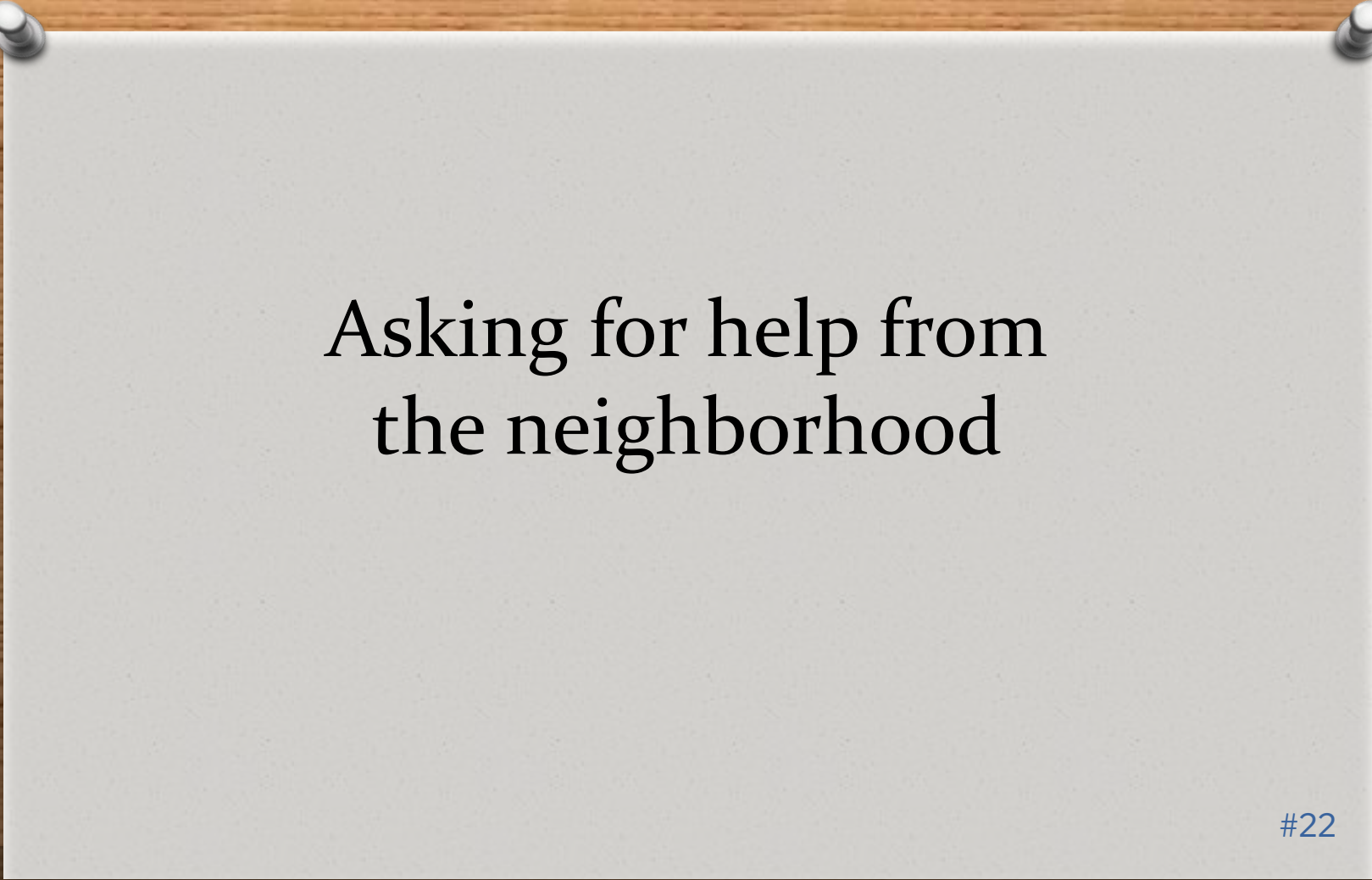
Checking on the Town process



Checking in with the equity partner





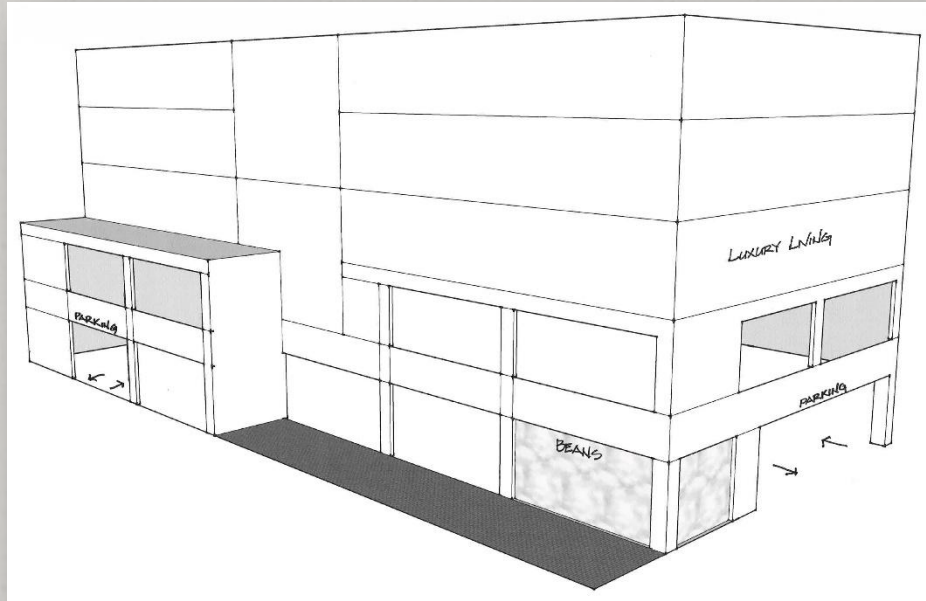


Asking for help from the neighborhood

Neighborhood Meeting #2

Neighborhood Meeting, Aug 2020





Debriefing

Losing a friend



Monthly expenses

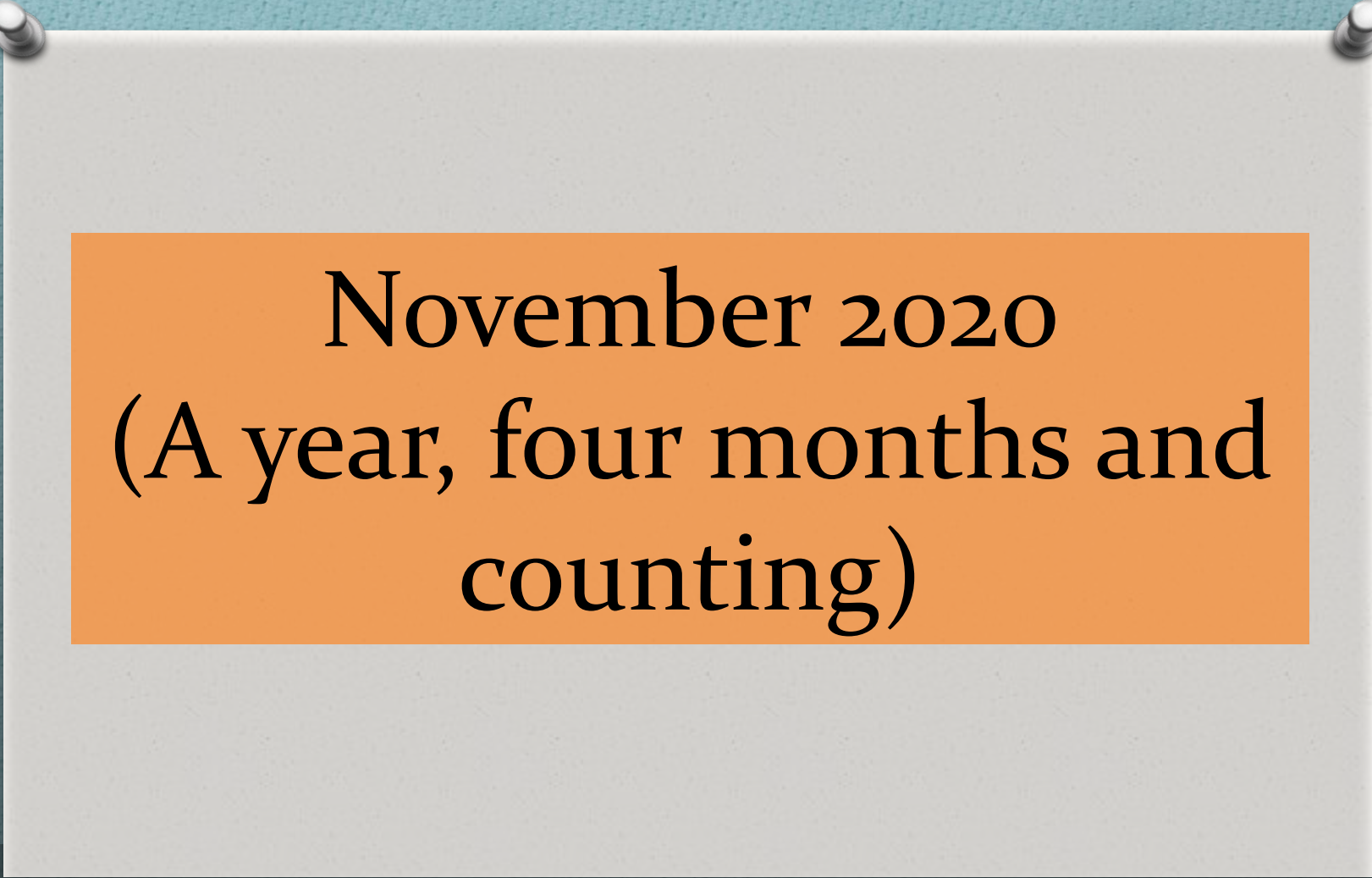


Ughhh

Account Balance

\$200,000

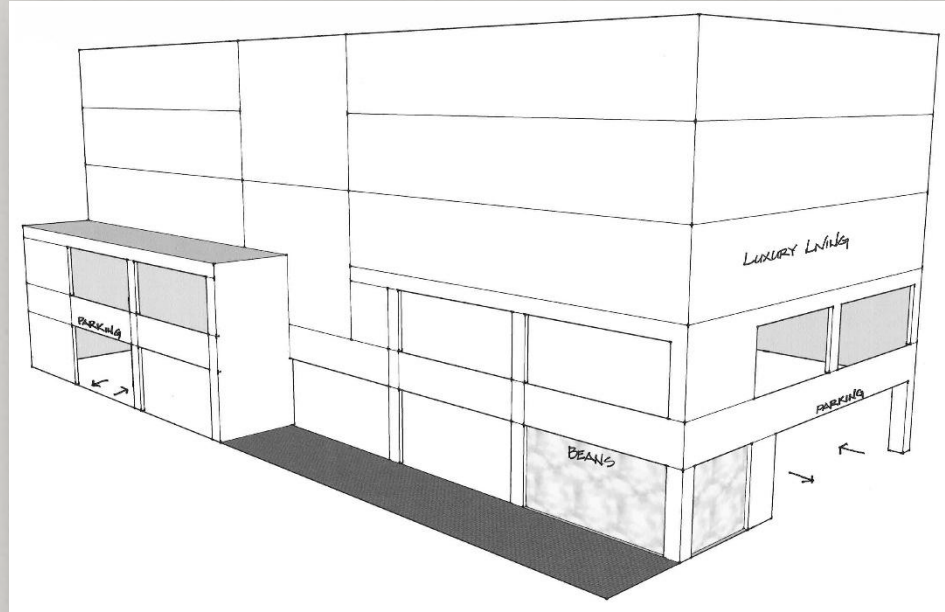
\$\$



November 2020
(A year, four months and
counting)

Finally, at the Planning Commission





Planning Commission Public Comment, November 2020



Monthly expenses

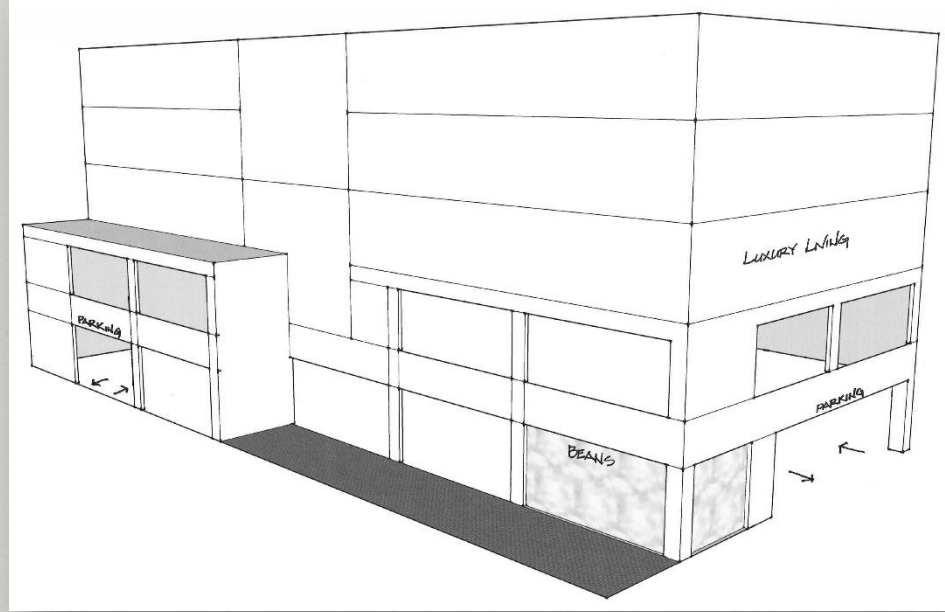


Ughhh

Account Balance

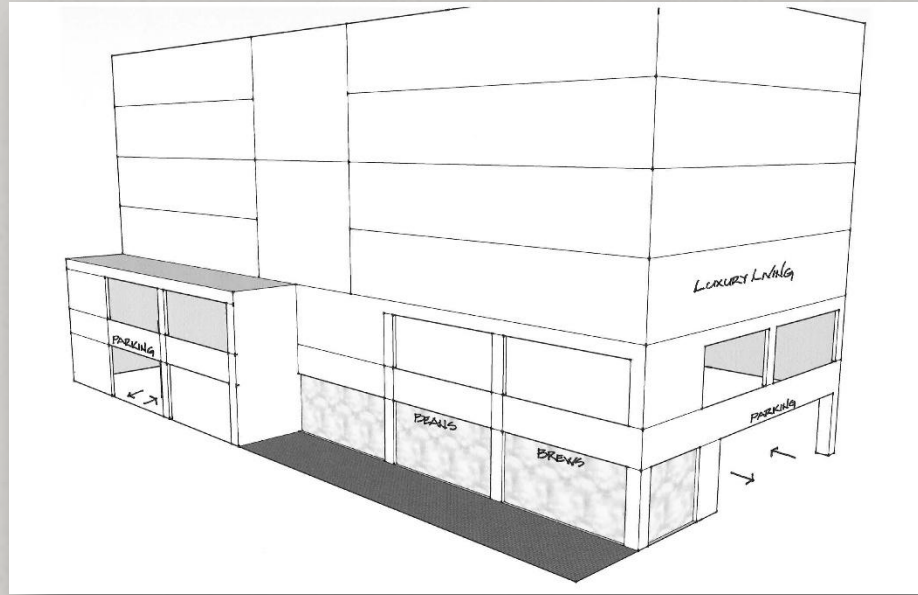
\$0 Uh-oh

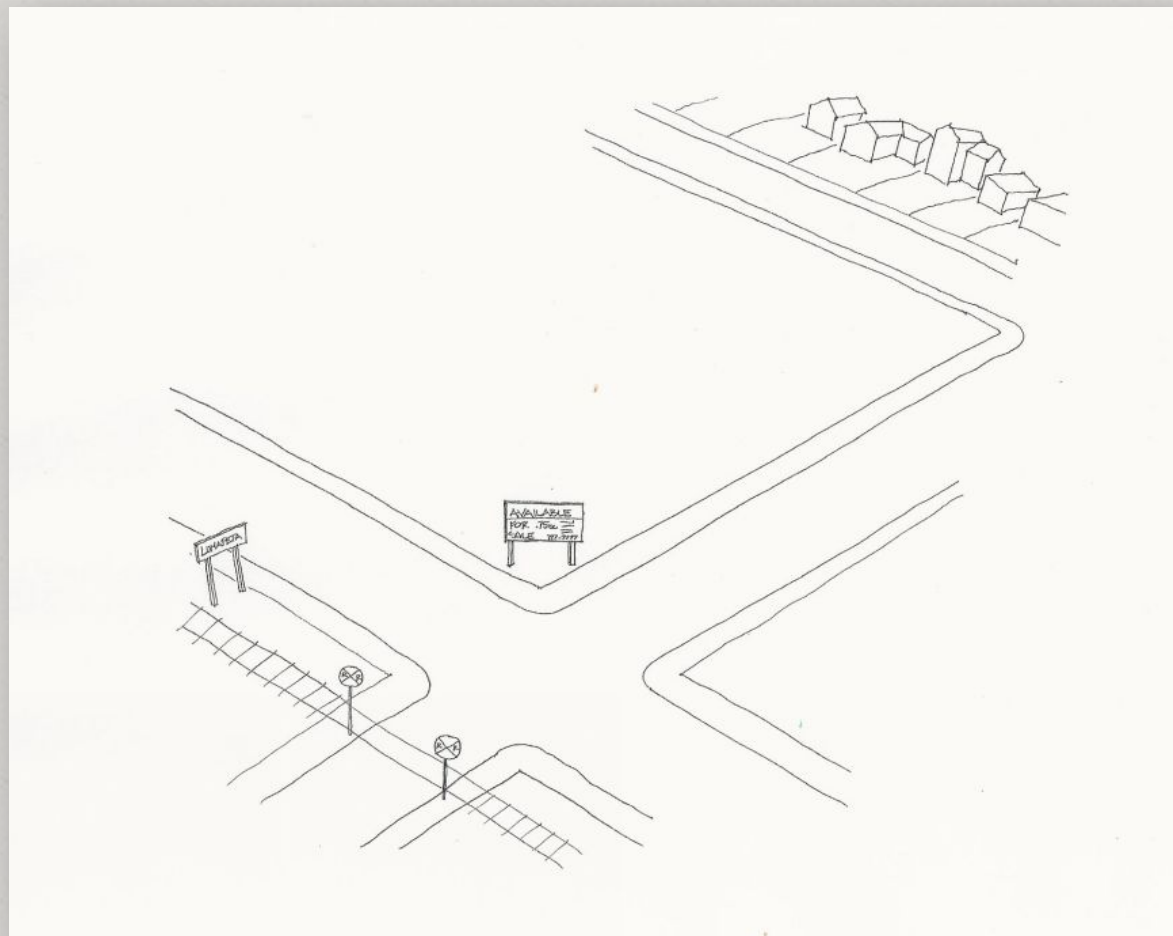
Trying to pick up
the pieces

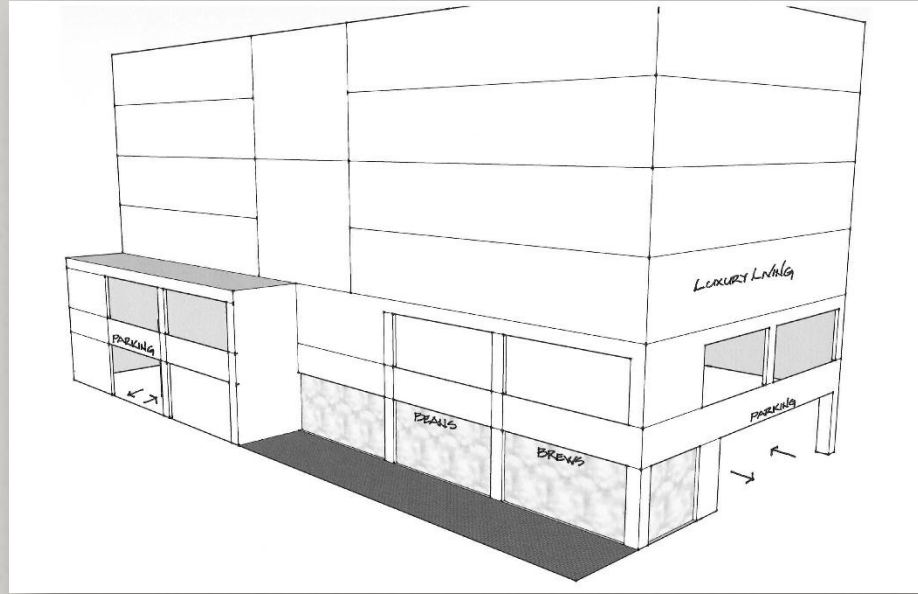


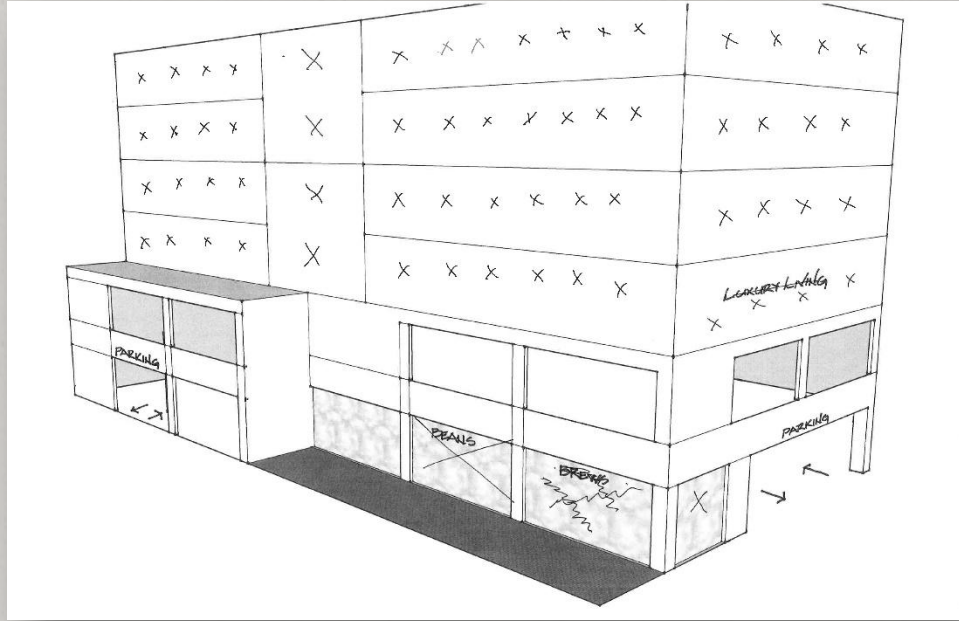
Playing hardball at Town Hall

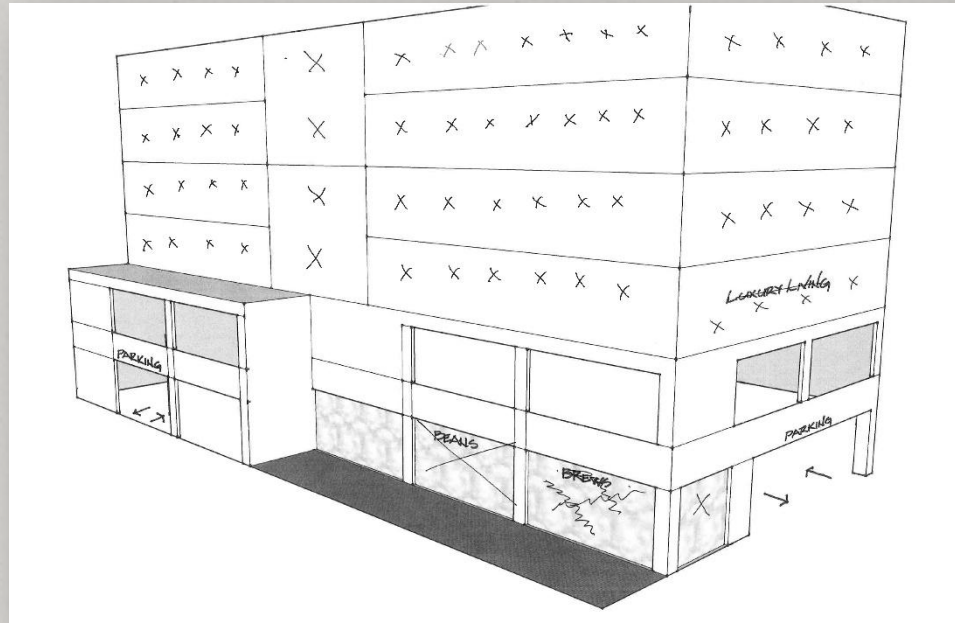










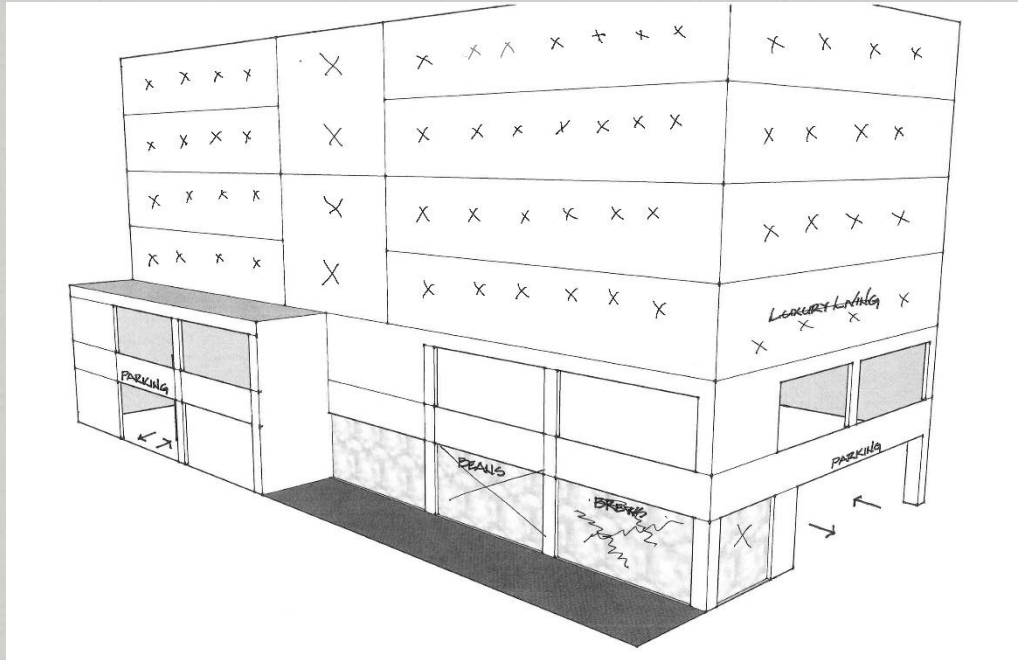


Scheduled for Demolition August
2060

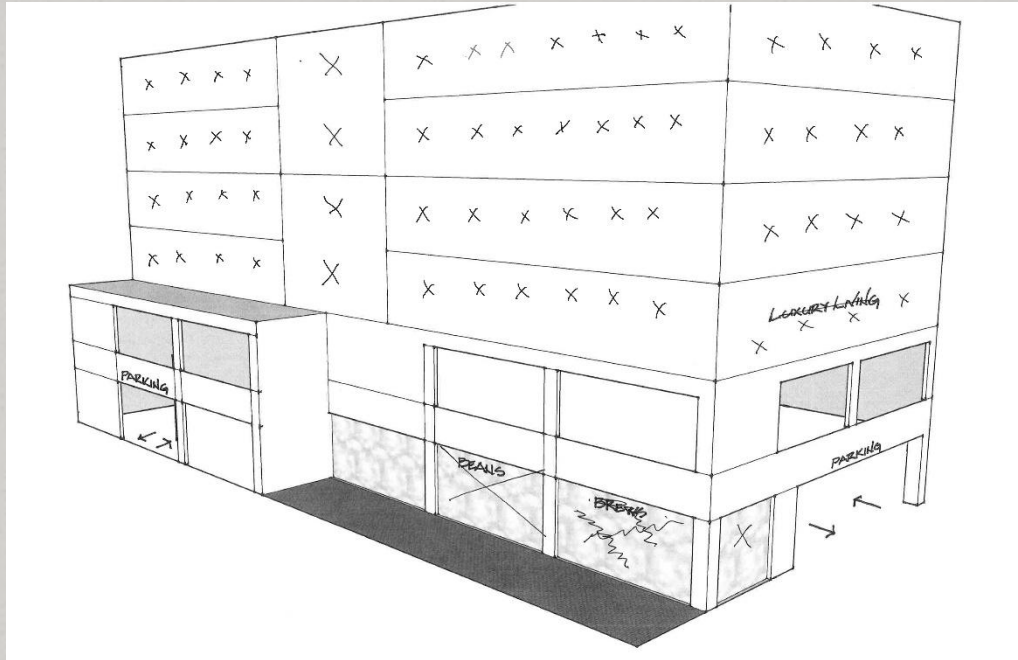


2060

Looking back







WHY WE GET THE TOWN WE GET: A CAUTIONARY TALE



JULY 21, 2019

KNOW BEFORE YOU GROW & PETALUMA URBAN CHAT