WHY WE GET THE TOWN WE GET: A CAUTIONARY TALE

Know Before You Grow & Petaluma Urban Chat

JULY 21, 2019
July 2019
(Today)
Lumapeta is in TROUBLE
Lumapeta General Plan: City roadmap to development
## Critical Path

| NR | RD | N | SD | L | TP | FA | AB | NR1 | NR2 | NRS | PC | L1 | L2 | L3 | L4 | F01 | F02 |
|----|----|---|----|---|----|----|----|-----|-----|-----|----|----|----|----|-----|-----|
| 1  | C  | C | L(2)|   |    |    |    |     |     |     |    |    |    |    |     |     |
| 2  | C  | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 3  | C  | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 4  | C  | L | S(1)|   |    |    |    |     |     |     |    |    |    |    |     |     |
| 5  | C  | L | L(2)|   |    |    |    |     |     |     |    |    |    |    |     |     |
| 6  | C  | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 7  | C  | L | L(2)|   |    |    |    |     |     |     |    |    |    |    |     |     |
| 8  | C  | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 9(3)| C  | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 10(3)| C | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 11 | C  | L | R  |   | A(4)| A(4)| A(4)|     |     |     |    |    |    |    |     |     |
| 12(3)| C | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 13 | C  | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 14 | C  | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 15 | C  | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 16(3)| C | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 17 | C  | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 18 | C  | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 19 | C  | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 20 | C  | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 21 | C  | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 22 | C  | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 23 | R  | C | L  |   | A(4)| A(4)| A(4)|     |     |     |    |    |    |    |     |     |
| 24 | R  | L | L  |   |    |    |    |     |     |     |    |    |    |    |     |     |
| 25 | C  | L | L  |   | A(5)| A(5)| A(5)|     |     |     |    |    |    |    |     |     |
| 26 | R  | C | L  |   |     |     |     | A(4)| A(4)| A(4)| A(4)|     |     |     |     |     |
| 27 | C  | L | L  |   |     |     |     |     |     |     |    |    |    |    |     |     |
| 28 | C  | L | L  |   |     |     |     |     |     |     |    |    |    |    |     |     |
| 29 | S(1)| C | L  |   |     |     |     |     |     |     |    |    |    |    |     |     |

**Key:**

- **S:** On stage, not necessarily at a lectern.
- **R:** Right lectern.
- **C:** Center lectern.
- **L:** Left 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 up and sit as shown. See script.
5. Will slip out of audience during scene. See script.
Asking neighborly questions
Asking for equity dollars
S.D.'s Alternative #1
Account Balance

Running on empty!

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New capital!

$$$$$

$$$$$

$$$$$

$$$$$

!!!!!
Account Balance

$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**

- Architecture
- Utility planning
- Traffic study
- Geotechnical report
Yet another neighborly Chat...

Lumapeta Urban
R.D.'s revised plan
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
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

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$$$$$$
$$$$$$$$
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 cost recovery bill

$ Ughhh
Account Balance

$800,000

$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
Monthly expenses

$ Ughhh
Account Balance

$500,000

$$$$$$
July 2020
(A year and counting)
And Still Closer
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
R.D.’s revised plan
Playing hardball at Town Hall
Scheduled for Demolition August 2060
Looking back