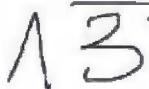


Thursday, March 28, 2024

## No Change in Zoning

The Zoning change application ZCE24-0002 that was filed by Russ Irwin in January, states that it was filed "on behalf of the residents of Madrona Knolls". My property's parcel number was tagged, and I wish to state that I am satisfied with the existing zoning that applies to my parcel located on Westside Road. I do not desire a change in zoning, restricting my property for either private use or short term rental.

<b>Name</b>	Alexander Harris
<b>E-mail</b>	a3harris@gmail.com
<b>Address</b>	1013 Westside Rd Healdsburg, CA, 95448
<b>Signature</b>	

Wednesday, March 27, 2024

## No Change in Zoning

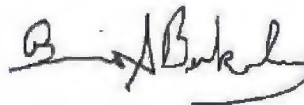
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**Name**

Bonnie Alicia Berkeley

**E-mail**

bonbon@sonic.net

**Address**1017 Westside Rd  
Healdsburg, CA, 95448-8127**Signature**

**CHRISTINE M. TOZZI**

415-244-5422      1011 Westside Road Healdsburg CA 95448    cmtozzi@gmail.com

March 19, 2023

Ms. Azine Spalding

[Azine.spalding@sonoma-county.org](mailto:Azine.spalding@sonoma-county.org)

707-565-2541

RE: ZCE24-0002: Opposition to Russ Irwin's Request for Zoning Change

Dear Azine:

I am writing to let you know that the planning application Russ Irwin filed was actually not "on behalf of the residents of Madrona Knolls". Russ filed this application without informing the majority of the owners whose parcel numbers he tagged in his application. The majority of parcel owners were surprised to learn of his action, and to find this application attached to their property records online. Can you please help me understand how a zone change application can be submitted and be deemed to be complete when it affects other property owners' zoning without their consent?

I want to make sure you know that the parcel owners tagged in Russ' application are not aligned on his request to change the zoning. While there are some parcel owners that want the 5% cap change, there are currently 11 known parcel owners that are content with the current zoning and that oppose this proposed change.

I would like to point out that Russ' behavior was a deviation from how the neighborhood has worked together in the past. The parcel owners on this road have come together often, and with transparency, to address issues ranging from new street signs to road re-pavement and the like. We have always aligned on the path forward. The parcel owners have also gathered in inclusive social gatherings and been on very friendly terms. Russ' suggestion that vacation rental permits

have “significantly impacted the character of the neighborhood” is completely untrue and unfounded. There is not a single example.

Unfortunately, this planning application with a request to add a 5% cap to vacation rentals is causing a rift in the neighborhood. The author of the application and his wife have actually gone door to door soliciting neighbors to join their cause, and falsely leading people to believe that it is only the current vacation rental permit holders who are not in support of the change. As stated above, the majority of residents in this small area of land are happy with the existing zoning and do not want a change. He is simply trying to create a problem that doesn't exist. There haven't been any documented complaints on the existing vacation rentals and there are property owners who want the opportunity to consider a vacation rental for their property in the future.

Sonoma county has put a lot of thought into the vacation rental rules and ordinances that allow for harmony to be achieved between people who either choose or don't choose to rent out their properties. If this request for a zoning change is considered by the planning office, it will set a major precedent throughout Sonoma county. It will pave the way for any resident who dislikes the concept of vacation rentals to carve out a small “slice” of land that contains their house and request a zoning change for that selected area. This would get contentious very quickly, and would disturb the harmony that exists today. It is because of Sonoma county's great work last year in re-thinking the vacation rental rules and updating the ordinance, that we have both clarity and harmony among all parties.

To suggest a change now would be to imply that Sonoma county's work was not thoughtfully done. The area that is being highlighted by this application is only 20 parcels, one of which is a hotel (the Madrona), and the other 19 span a very small strip of Westside road. Each of these parcels have ample land and privacy, and are not zoned LIA or any other zoning designation that prohibits vacation rentals.

This particular area of the county meets the conditions for legally permitted vacation rentals to co-exist in harmony with other types of home use, such as permanent residents and part time residents. Several of the parcel owners have second homes. This is not a situation of houses on top of each other. In fact, you can't even see many of the houses because they are set so far back on their



parcels with such privacy. These lots are big, and with so few houses, there is a corresponding small number of cars, often just 1 or 2 per parcel. This means there is no car congestion and there never has been. There have been no fires and no issues whatsoever with entering or exiting the road. There are several turnouts and in addition to the main road, there are also 2 known additional “exit” routes to leave should there ever be a need to evacuate the area.

Moreover, because we are talking about just a sliver of Westside road, it is easy to walk in and out of the road, which means there is yet another exit path – by foot. These exit paths lead either to W. Dry Creek road or to the intersection of Westside and W. Dry Creek Road.

In summary, when I read the vacation rental ordinance and review this situation, there are many reasons the zoning should not change:

- Sonoma reviewed all of the areas and made determinations for where vacation rental was either allowed, allowed with a cap of some kind, or not allowed, and they did an exhaustive review. What has changed in such a short time?
- In the areas where caps have been added, they have covered much greater spans of land, with many more parcels than 19. A 5% cap in a sliver of space with 19 parcels means there can be only 1 vacation rental. This is not realistic and as described above, does not make sense given the large parcel size and general suitability of this area for accommodating vacation rentals to co-exist peacefully.
- In addition, my understanding is that in areas where caps were put in place, there were documented complaints. Again, we have none.
- Creates a precedent for anyone to slice up a small subsection of land based on their own personal views and desires.
- Causes friction and divides among neighborhoods.
- Puts the county in a difficult position, wastes already scarce resources to review what would be an onslaught of new requests.
- Assumes a problem that doesn’t exist – there have been no complaints registered, which is worth repeating.
- There is easy access on this road and cars have never been a problem. All of the parcels have ample parking within their acreage, there is no parking on the road, it is never blocked and it is easy to pass through.

- There are several exit routes, the road was recently repaved and widened and there are several places to easily pass. Again, cars are scarce in this area, there is no congestion and simply put, we've all successfully lived together in harmony with existing vacation rentals with no issue.

To summarize, I am not in support of any change to the zoning, and I would like for my parcel number to be removed from this application, which was submitted without my consent.

I look forward to the opportunity to talk with you further about this issue. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Christine M. Tozzi". The script is cursive and fluid, with the first letters of each word being capitalized and prominent.

Christine M. Tozzi

Thursday, March 28, 2024

## No Change in Zoning

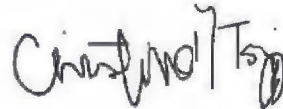
The Zoning change application ZCE24-0002 that was filed by Russ Irwin in January, states that it was filed "on behalf of the residents of Madrona Knolls". My property's parcel number was tagged, and I wish to state that I am satisfied with the existing zoning that applies to my parcel located on Westside Road. I do not desire a change in zoning, restricting my property for either private use or short term rental.

**Name**

Christine Tozzi

**E-mail**

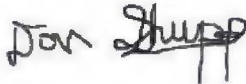
cmtozzi@gmail.com

**Address**1011 Westside Road  
Healdsburg, CA, 95448**Signature**A handwritten signature in black ink that reads "Christine Tozzi". The signature is written in a cursive, flowing style.

Wednesday, March 27, 2024

## No Change in Zoning

The Zoning change application ZCE24-0002 that was filed by Russ Irwin in January, states that it was filed "on behalf of the residents of Madrona Knolls". My property's parcel number was tagged, and I wish to state that I am satisfied with the existing zoning that applies to my parcel located on Westside Road. I do not desire a change in zoning, restricting my property for either private use or short term rental.

<b>Name</b>	Donald Shupp
<b>E-mail</b>	shupp@wpsignal.com
<b>Address</b>	1015 Westside Healdsburg, CA, 95448
<b>Signature</b>	

Donald R. Shupp  
1015 Westside Road  
Healdsburg, CA 95448

(510) 754-6058

April 29, 2023

Sonoma County Board of Supervisors  
575 Administration Drive, Room 100-A  
Santa Rosa, CA 95403

RE: April 30, 2024 Board Meeting: Vacation Rental Ordinance Restrictions

Dear Board Member,

This letter is in support of on the *existing* vacation rental ordinance ("VRO") in the Healdsburg community, and in opposition of further restrictions or prohibitions to the program.

The Madrona Knowles neighborhood recently gained a community activist, seeking to restrict and eliminate permitted vacation rental use in our district. The activist, Mr. Russ Irwin, petitioned the City of Sausalito to ban vacation rental use, where he resided in 2019.<sup>1</sup> Now that he's moved into our neighborhood, he seeks your Board to take the same action. He initiated this review by filing zoning application ZCE24-0002: request for a Zone Change to add the Vacation Rental 5% Cap Combining Zone (X5) to (20) multi-acre parcels along Westside Road and West Dry Creek Road in Healdsburg. His application was filed without our consent to change the zoning for my property, and it proposes to change the zoning of your neighbor's properties who also do not consent to the application.

The applicant has continually misrepresented that he has unanimous or overwhelming support by all local residents. This is not the case. Our community is divided on the issue, with nearly half of the long-term owners preferring to continue with the stringent, and comprehensive VRO, while the remainder open or preferring to restrict new VRO applications. I will argue that the action you're being asked to consider is to primarily benefit one activist neighbor; not on behalf of our community at large.

The Board has gone through an extensive VRO update processes in 2022 and 2023. The VRO was amended to increase violation penalties, require maintenance of defensible space, and require effective evacuation plans, and measuring response times to address complaints about vacation rentals.<sup>2</sup> This staff report cautioned that caps and exclusion areas must be carefully configured, to avoid simply pushing new vacation rentals into adjacent areas of the County.

The Board also took the position that the future of VRO regulations will be uniformly addressed, as part of a multi-year General Plan Update. The 3A General Plan Update is a robust public process with ample opportunities for public input. Adhering to this position, appropriately defers consideration of further substantive changes to VRO regulations. It considers key issues, such as circulation, noise, and public safety, rather than regulating vacation rentals in isolation with potentially unintended consequences or

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<sup>1</sup> <https://www.marinij.com/2019/01/09/sausalito-upholds-vacation-rental-ban-amid-outcry-from-residents/>

<sup>2</sup> See March 16, 2023 staff report to the Sonoma County Planning Commission

<sup>3</sup> FAQ's at <https://permitsonoma.org/vacationrentals>

Donald R. Shupp  
1015 Westside Road  
Healdsburg, CA 95448

(510) 754-6058

ineffectual regulations. Zoning change application ZCE24-0002 attempts to circumvent this process.  
Please don't allow this happen.

Making any change outside of the multi-year General Plan Update, has the high likelihood of allowing bias into the process, such as change for the personal views of a single neighbor, such as Mr. Irwin. This is what is happening with this small subset of Westside road, from which you will be hearing from a handful of residents. This stretch of Westside road is a small 19-home community off West Dry Creek Road, close to The Madrona Hotel.

There is no actual evidence or references cited about negative impacts to public safety, neighborhood character, or preservation of housing stock in this small stretch of Westside Road. Since the ordinance was updated, there have been no additional vacation rentals – and those that have existed in the neighborhood have operated compliantly and in harmony on the street, with zero complaints filed.

Emotion-based, self-serving, speculative, and unfounded comments about wildfire and evacuations are misplaced in Mr. Irwin's zoning application ZCE24-0002 before us today. First, the Board required both defensible space Wildfires and evacuations are a legitimate and understandably distressing topic for our community. However, given that there were no evacuations since these 2023 changes to the ordinance, the subject is attempting to legislate based on speculation.

Next, our rental activist opponent repeatedly asserts an unfounded squatter theory, along with parking problems, when none exist. People who rent homes are generally respectful, and no different than people who live permanently in homes. In this area of 19 parcels, there are very few cars, no congestion, noise, or parking complaints filed. VRO permitted homes have ample space for parking, as evidenced by the site maps submitted through the existing, strict VRO permitting review and licensing process.

Given the frequent and far-reaching changes to VRO regulations, enhanced during the past two years alone, I urge the Board to stick to its current process, and evaluate if there is a need for more changes to vacation rental regulations during the General Plan Update process. This review simultaneously considers related land use issues such as noise, public safety, and circulation.

The past 6 months dealing this aggressive, new resident & community activist, has been an anomaly, and quite unfortunate. Even in the face of aggressive anti-vacation rental campaign signage, most members of this community continue to work together to ensure freedom, and a high quality of life for all neighbors. Thank you for your consideration.

Sincerely,

Donald R. Shupp  
1015 Westside Rd.  
Healdsburg, CA 95448

(510) 754-6058

[Don@DonaldShupp.com](mailto:Don@DonaldShupp.com)



**From:** [Doug Bush](#)  
**To:** [Azine Spalding](#)  
**Subject:** FW: Against Zoning Change Application filed by Russ Irwin  
**Date:** Monday, April 8, 2024 9:27:32 AM  
**Attachments:** [Letter Against Zoning Change ZCE24-0002.pdf](#)  
[NoZoneChange1029Westside.pdf](#)  
[NoZoningChange1013Westside.pdf](#)  
[NoZoneChange1017Westside.pdf](#)  
[NoZoneChange1015Westside.pdf](#)  
[NoZoningChange1011Westside.pdf](#)  
[NoZoneChange1003Westside.pdf](#)  
[NoZoningChange1009Westside.pdf](#)

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**From:** Christine Tozzi <cmtozzi@gmail.com>  
**Sent:** Thursday, April 04, 2024 8:04 PM  
**To:** Ross Markey <Ross.Markey@sonoma-county.org>  
**Cc:** Doug Bush <Doug.Bush@sonoma-county.org>; Dean Parsons <deanparsonsplanning@gmail.com>  
**Subject:** Against Zoning Change Application filed by Russ Irwin

## EXTERNAL

Hi Ross!

Nice to e-meet you, I've heard a lot of wonderful things about you from Chris, Dean and others. My name is Christine Tozzi and I am the owner of 1011 Westside Road in Healdsburg. I am reaching out because I want to make sure you are aware that the majority of owners who were tagged in Russ Irwin's application to change the zoning are actually opposed to a change.

I was very surprised, along with the majority of other neighbors, to learn that Russ had filed a zoning change application "on behalf of the community" to put a 5% cap on vacation rentals for a small street with only 19 homes. Russ has a long history from his time in Sausalito of disliking the entire concept of a vacation rental. And he is entitled to that view, but changing zoning for personal concerns doesn't serve the community at large and is a waste of county resources. There were only 5 other parcel owners that were aware of what Russ was doing. I am a bit curious how a zoning change application can be submitted that affects other property owners' zoning without their consent.

I've written a letter (attached) that describes why we oppose a change in zoning. I've also included individual letters from a total of 7 parcel owners that do not want to have their zoning changed. I expect several more letters from owners that oppose a change in zoning. I will pass those along to you. But in the meantime, I would appreciate it if you could please read this letter and if we could set up a time to meet and talk about this important, and precedent-setting issue.

There was such a comprehensive and wide-sweeping change to the vacation rental ordinance, which included substantial community input. I think we have to ask, why should that be revisited? It's done and we should leave it that way.



Thanks so much Ross!

Christine

--

Christine M. Tozzi

415-244-5422 mobile

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**From:** [Scott Hunsperger](#) on behalf of [Planner](#)  
**To:** [Jeannette Jannerman Perkins](#)  
**Cc:** [Azine Spalding](#)  
**Subject:** RE: 110-350-006 - 1015 Westside Rd Healdsburg Zone Change  
**Date:** Friday, February 16, 2024 10:13:52 AM

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I am forwarding your message to Azine Spalding, the Planner who was assigned to the processing of the Zone Change application (ZCE24-0002). She should be able to give you a status update and let you know if there are other items needed before scheduling the application for public hearings.

In the future, please send all correspondence for this project directly to Azine and she will assist you. Thank you.



**permit  
SONOMA**

**Scott Hunsperger**  
**Planner III**  
2550 Ventura Avenue, Santa Rosa, CA 95403  
[www.PermitSonoma.org](http://www.PermitSonoma.org)  
**o:** (707) 585-1900  
**d:** (707) 585-1908  
[scott.hunsperger@sonoma-county.org](mailto:scott.hunsperger@sonoma-county.org)



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INDUSTRY  
RECREATION

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---

**From:** Jeannette Jannerman Perkins <[jeannette@liveinwinecountry.com](mailto:jeannette@liveinwinecountry.com)>  
**Sent:** Thursday, February 15, 2024 10:53 PM  
**To:** PermitSonoma <[PermitSonoma@sonoma-county.org](mailto:PermitSonoma@sonoma-county.org)>  
**Subject:** 110-350-006 - 101 Westside Rd Healdsburg

**EXTERNAL**

Hi,

Can someone please explain the procedure and timeline for the zone change proposal filed for above mentioned property?

the <https://parcelsearch.permitsonoma.org/parcelreport?APN=110-350-006&PN=ZCE24-0002&RP=permitSearch>

My client is thinking about selling because of the filing so I am trying to understand whether this zone change is likely to be approved and if so, what kind of time line are we talking about?

Thanks.



**JEANNETTE JANNERMAN PERKINS**

Realtor License 02008672

707.889.2399  
[jeannette@liveinwinecountry.com](mailto:jeannette@liveinwinecountry.com)  
[www.LiveinWineCountry.com](http://www.LiveinWineCountry.com) 95448

I have not verified any of the information contained in those documents that were prepared by other people. You will never receive wire instructions or changes to previously provided wire instructions from myself or my team.

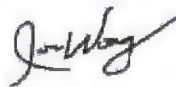
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Friday, March 29, 2024

## No Change in Zoning


The Zoning change application ZCE24-0002 that was filed by Russ Irwin in January, states that it was filed "on behalf of the residents of Madrona Knolls". My property's parcel number was tagged, and I wish to state that I am satisfied with the existing zoning that applies to my parcel located on Westside Road. I do not desire a change in zoning, restricting my property for either private use or short term rental.

<b>Name</b>	Jonathan Wong
<b>E-mail</b>	jondwong@yahoo.com
<b>Address</b>	1003 Westside Road Healdsburg, CA, 95448
<b>Signature</b>	

Thursday, March 28, 2024

## No Change in Zoning

The Zoning change application ZCE24-0002 that was filed by Russ Irwin in January, states that it was filed "on behalf of the residents of Madrona Knolls". My property's parcel number was tagged, and I wish to state that I am satisfied with the existing zoning that applies to my parcel located on Westside Road. I do not desire a change in zoning, restricting my property for either private use or short term rental.

<b>Name</b>	Ken Zuckerman
<b>E-mail</b>	Kzuckerman@yahoo.com
<b>Address</b>	1009 Westside Road Healdsburg, CA, 95448
<b>Signature</b>	

**From:** [S. White](#)  
**To:** [Azine Spalding](#)  
**Subject:** Madrona Knolls  
**Date:** Wednesday, March 20, 2024 6:42:50 PM

---

**EXTERNAL**

Azine,

We currently have been included in a reasoning request put in by my neighbor Russ Irwin. My property address is 1033 Westside Road, and I personally am not inclined to be rezoned and do not agree with this proposal.

Thank you for your consideration.

Sarah White

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**From:** [Jeannette Jannerman Perkins](#)  
**To:** [Azine Spalding](#)  
**Subject:** Re: FW: 110-350-006 - 101 Westside Rd Healdsburg  
**Date:** Wednesday, March 6, 2024 4:06:29 PM  
**Attachments:** [image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)

---

**EXTERNAL**

Thank you for the update.



**JEANNETTE JANNERMAN PERKINS**  
Realtor | Lic# 02008672

707.889.2399  
[jeannette@liveinwinecountry.com](mailto:jeannette@liveinwinecountry.com)  
445 Center Street, Healdsburg, CA 95448  
[www.LiveInWineCountry.com](http://www.LiveInWineCountry.com)

I have not verified any of the information contained in those documents that were prepared by other people. You will never receive wire instructions or changes to previously provided wire instructions from myself or my team.

On Wed, Mar 6, 2024 at 3:57 PM Azine Spalding <[Azine.Spalding@sonoma-county.org](mailto:Azine.Spalding@sonoma-county.org)> wrote:

Good Afternoon Jeannette,

Thank you for your patience.

Our [Zone Change Webpage](#) explains the procedure which could be a helpful resource for you.

We are expecting to bring this forward to the Planning Commission for review around May or June. Following Planning Commission, we expect to bring the Zone Change forward to the Board of Supervisors for approval a couple months after.

I hope this helps, please let me know if you have any other questions or concerns.

Best,

Azine





## Azine Spalding

### Planner I

2550 Ventura Avenue, Santa Rosa, CA 95403  
www.PermitsSonoma.org

**o:** (707) 565-1900

**d:** (707) 565-2541

Azine.Spalding@sonoma-county.org



Lobby hours: Monday, Tuesday, Thursday, Friday 8:00 AM to 4:00 PM. Wednesday 10:30 AM to 4:00 PM.

Planning Questions? Check out our FAQ Page!

<https://permitsonoma.org/divisions/planning/planningandzoningfaqs>

**From:** Jeannette Jannerman Perkins <[jeannette@liveinwinecountry.com](mailto:jeannette@liveinwinecountry.com)>

**Sent:** Wednesday, March 6, 2024 11:48 AM

**To:** Planner <[planner@sonoma-county.org](mailto:planner@sonoma-county.org)>

**Cc:** Azine Spalding <[Azine.Spalding@sonoma-county.org](mailto:Azine.Spalding@sonoma-county.org)>

**Subject:** Re: FW: 110-350-006 - 101 Westside Rd Healdsburg

**EXTERNAL**

Hi,

any updates on this?



**JEANNETTE JANNERMAN PERKINS**

Reader, Email: 02008672

707.889.2399  
[jeannette@liveinwinecountry.com](mailto:jeannette@liveinwinecountry.com) 95448  
[www.LiveInWineCountry.com](http://www.LiveInWineCountry.com)

I have not verified any of the information contained in those documents that were prepared by other people. You will never receive wire instructions or changes to previously provided wire instructions from my side or my team.

On Fri, Feb 16, 2024 at 1:50 PM Planner <[planner@sonoma-county.org](mailto:planner@sonoma-county.org)> wrote:

Hello,

Thanks for your email. I'm forwarding your question to the project planner who is managing this zone change, they should be able to provide further assistance this coming work week.

Sincerely,

**Levan King Cranston**

Planner II

[www.PermitSonoma.org](http://www.PermitSonoma.org)

County of Sonoma

Planning Division | Project Review

2550 Ventura Avenue, Santa Rosa, CA 95403

Direct: 707-565-2592 | Office: 707-565-1900

Fax: 707-565-1103



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**From:** Jeannette Jannerman Perkins <[jeannette@liveinwinecountry.com](mailto:jeannette@liveinwinecountry.com)>  
**Sent:** Thursday, February 15, 2024 10:53 PM  
**To:** PermitSonoma <[PermitSonoma@sonoma-county.org](mailto:PermitSonoma@sonoma-county.org)>  
**Subject:** 110-350-006 - 101 Westside Rd Healdsburg

**EXTERNAL**

Hi,

Can someone please explain the procedure and timeline for the zone change proposal filed for above mentioned property?

the <https://parcelsearch.permitsonoma.org/parcelreport?APN=110-350-006&PN=ZCE24-0002&RP=permitSearch>

My client is thinking about selling because of the filing so I am trying to understand whether this zone change is likely to be approved and if so, what kind of time line are we talking about?

Thanks.

**JEANNETTE JANNERMAN PERKINS**

Realtor | Lic # 02008672

707.889.2399

[jeannette@liveinwinecountry.com](mailto:jeannette@liveinwinecountry.com)  
www.LiveInWineCountry.com

95448

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Thursday, March 28, 2024

## No Change in Zoning

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**Name**

Victor Lacombe

**E-mail**

vltac94@yahoo.com

**Address**1029 Westside Rd  
Healdsburg, CA, 95448**Signature**

March 11, 2024

Carla Ramey

1031 Westside Road, Healdsburg CA 95448

[carla@rameywine.com](mailto:carla@rameywine.com)

Re: Support for Zone change to impose 5% STR cap – File No. ZCE24-0002

Dear Ms. Spalding,

I am writing to request Permit Sonoma approve our neighborhood's request to cap STRs at 5% as quickly as possible. My neighbor, Fay Mark, has written the attached letter and it reflects my concerns perfectly.

Since Fay submitted her letter, another address went on the market March 7<sup>th</sup>: 1015 Westside Road. The announcement reads, "Zoning allows for vacation rental permit & furniture available for sale."

This situation has gotten way out of control and requires a sense of urgency. If possible, there should be a halt to all new vacation rental processing until our zone change can be reviewed and processed.

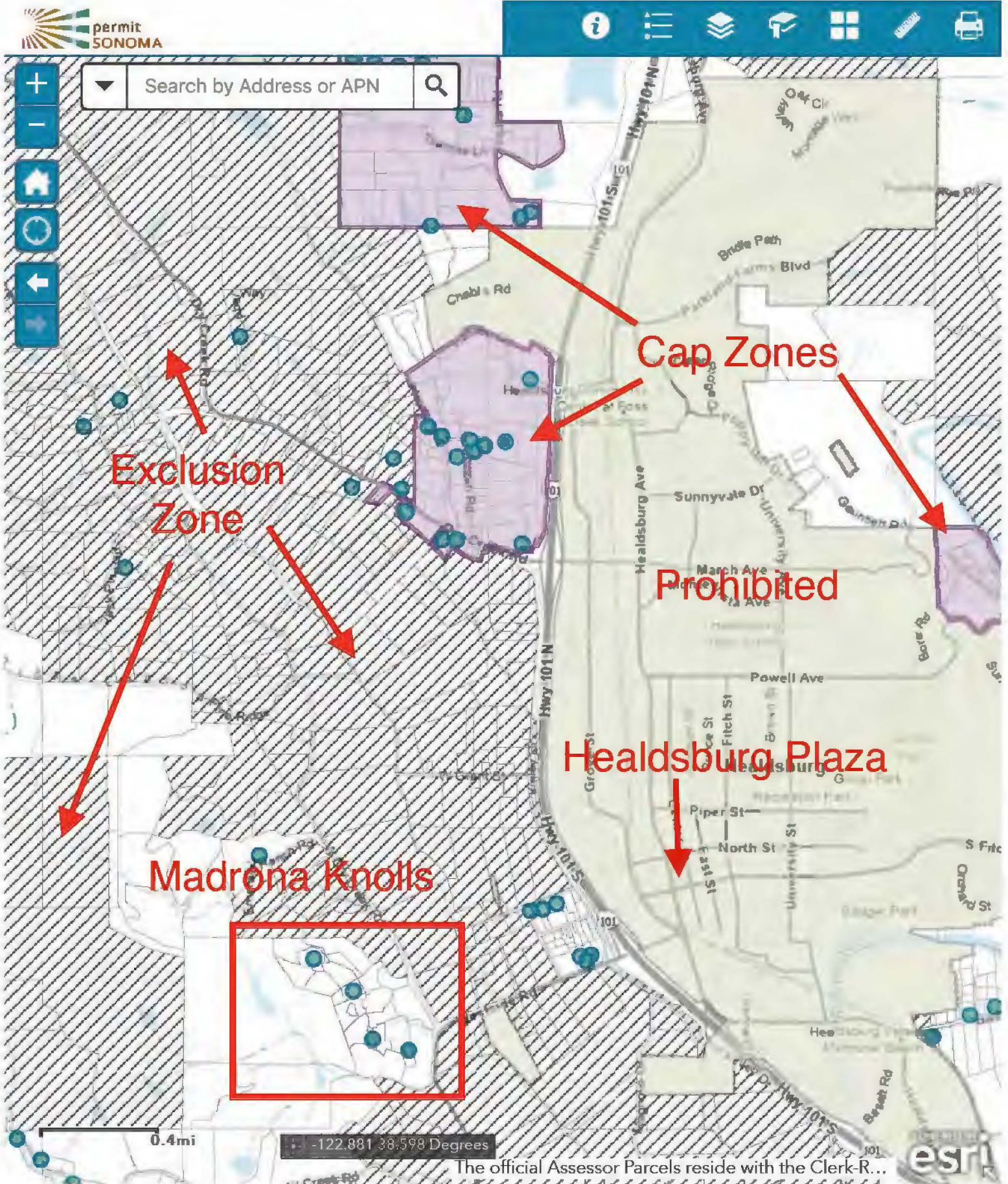
I urge you to read Fay's letter yet again because the safety of our neighborhood should not be compromised by real estate investors.

Thank you for your attention to this pressing need for the cap.

Sincerely,

Carla Ramey







# FAY MARK

1027 Westside Rd Healdsburg CA 95448 | [fay@faymark.com](mailto:fay@faymark.com)

March 4, 2024

Ms. Azine Spalding  
[Azine.Spalding@sonoma-county.org](mailto:Azine.Spalding@sonoma-county.org)  
Permit Sonoma  
2550 Ventura Ave.  
Santa Rosa, CA 95403

Re: Support for Zone change to impose 5% STR cap - File No. ZCE24-0002

Dear Ms. Spalding,

I am a resident of Madrona Knolls writing in support of Mr. Russ Irwin's application for a zone change request to limit vacation rentals (STRs) to 5% of the nineteen (19) residential parcels that comprise Madrona Knolls.

My concerns are echoes of my neighbors; emergency safety (specifically how to react, what to do, and where to evacuate during a wildfire or earthquake), excess weekly traffic including wine tour buses, large groups throughout the summer carrying on beyond curfew, residual road event signage, squatters (visitors who did not rent the property but know it's vacant – yes this happened last year), and trespassing. Our state has a housing shortage. Residential homes in our community are being turned into purely financial investments, further exacerbating the housing shortage.

I am particularly upset by the diminishment of our permanent residents. Each year as a house is sold and converted into an STR hotel, we lose a valued member of our close-knit neighborhood, and the community loses local volunteers to serve in community and volunteer organizations.

To further show agreement among permanent residents, we have also signed a petition in support of a zone change to impose a 5% STR cap.

We know that at least one parcel will be on the market as early as April 2024 and another soon thereafter. Given this circumstance, and the fact that in our community of nineteen (19) parcels, the county has granted five (5) vacation rental permits, 26% of the parcels, it seems reasonable and fair to request that the rezoning process to cap STRs at 5% be expedited to ensure that the percentage of vacation rentals doesn't increase to 30% or more.

Sincerely,



**From:** fay@faymark.com  
**Subject:** Vacation Rental Ordinance 6423 - April 30 meeting  
**Date:** April 11, 2024 at 8:48 PM  
**To:** Scott Orr scott.orr@sonoma-county.org



Dear Mr. Orr,

I am a resident of Madrona Knolls.

In 2022 and 2023, during dinner gatherings and with neighbors, the topic of the increase in STRs in our neighborhood came up. Concern was that our neighborhood was losing valuable full time residents, that the character of our neighborhood was being compromised, and that in the case of an emergency, the single lane road providing egress could not safely support the increase in vehicles that were parked at the STRs.

There have been 3 of 19 properties (16%) operating as vacation rentals since 2017. One was illegal and obtained a permit in 2019. Since 2017, a fourth was added in 2021, and a fifth in 2023. In late 2023, one vacation rental property was sold and another application for that property was submitted by the current owner. As of today, April 11, the current owner received the permit. The county has granted 5 permits for vacation rentals in Madrona Knolls, increasing the percentage to 26%.

I began to learn more about the Sonoma County policies on vacation rentals and discovered the vacation rental map on your website. I was surprised to see that the Madrona Knolls neighborhood was an island in the middle of the vacation rental exclusionary zones surrounded by neighborhoods with cap zones like Fitch Mountain and Chiquita Rd.

Prior to 2023, while other neighborhoods were represented at meetings with Supervisors, ours was not. The Dry Creek Valley Citizens Advisory Committee did not meet from March 2022 through February 2023. We do not know why and we are now pursuing the issue especially because of the on-going increased activity to convert Madrona Knolls residential homes to vacation rentals. **Madrona Knolls is mostly surrounded by exclusionary zones so when you look at the Sonoma Short Term Rental map, we are a target for conversion of residential to vacation homes.**

There are few other neighborhoods in Healdsburg and its immediate surrounding neighborhoods that are not currently protected either by the exclusionary zone or cap limit.

Our concern resulted in one member volunteering to submit an application, ZCE24-0002, requesting to rezone Madrona Knolls to a 5% cap zone.

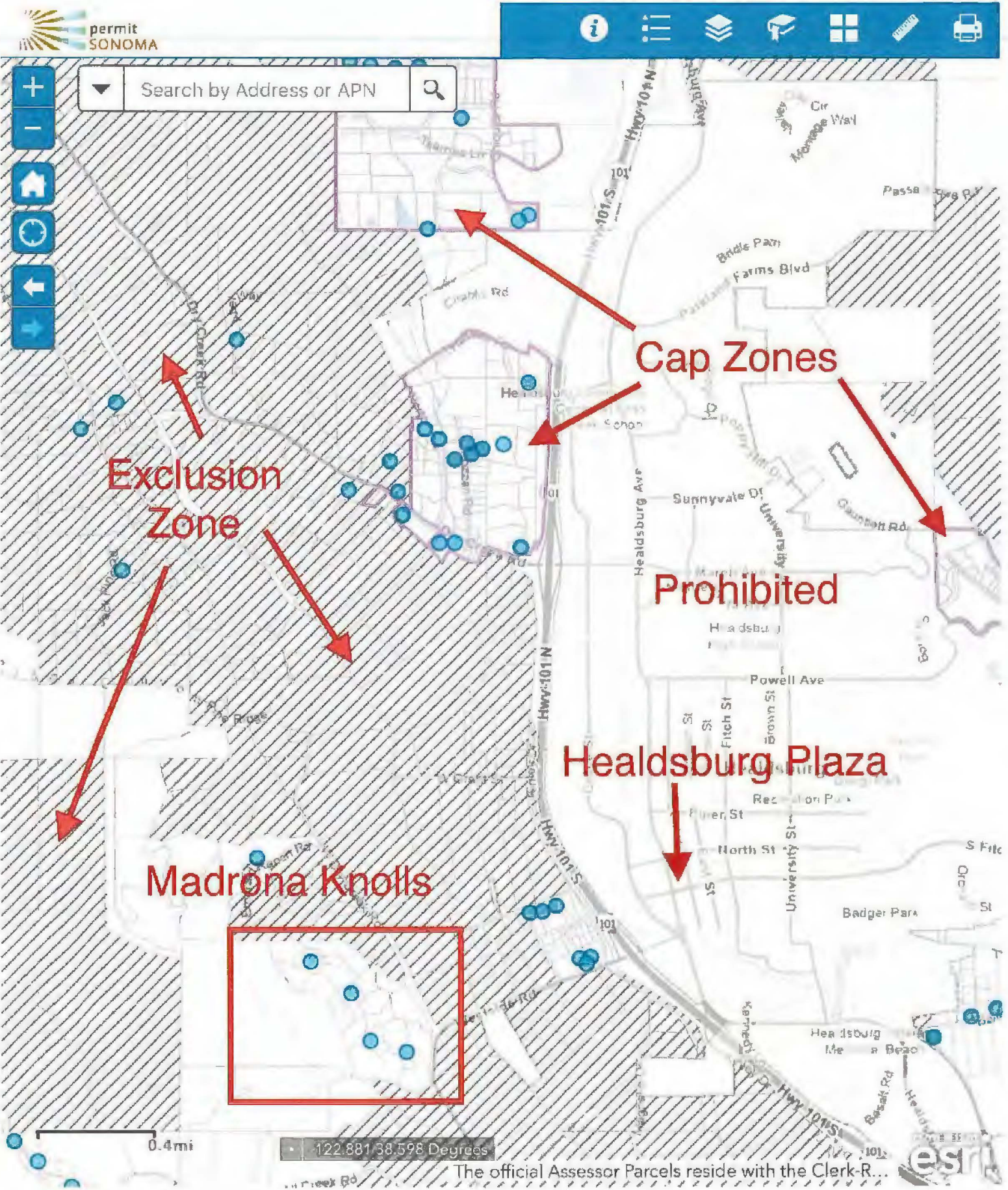
I am in full support of the 5% cap. In addition, I **respectfully request that you approve a Vacation Rental Moratorium during the time it takes the County to work through their process to rezone and cap Madrona Knolls vacation rentals.**

**The five homes with vacation rental permits means an additional 40 overnight guests and 58 day guests while requiring just 11 on-site parking spaces. Please help us to stop this from increasing further.**

Sincerely,  
Fay Mark  
1027 Westside Rd

CC: Tennis Wick





**From:** [George Georgeson](#)  
**To:** [Azine Spalding](#); [Russ Irwin](#)  
**Subject:** Re-zoning of Madrona Knolls at 5% cap for vacation Rentals  
**Date:** Monday, March 4, 2024 8:21:44 PM

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**EXTERNAL**

Dear Azine Spalding,

My wife and I are residents of the Madrona Knolls neighborhood for over 20 years and support Russ Irwin's request that our neighborhood be accorded the same privilege accorded to dozens of other neighborhoods in Sonoma county, to limit short term rentals to 5% of our neighborhood.

Russ, with our support, is requesting a cap on STR's. We would have requested inclusion in that process had we received any notice. No notice was provided and we were excluded even though we meet all the criteria for a cap.

We simply want to preserve our owner occupied single family home neighborhood that is served by one narrow road in a high fire danger zone area as well as preserving our community, which has been lost with the advancement of these STR's and our exclusion from the process.

We hope for speedy resolution, as we are aware of several other homes in our neighborhood that will be for sale in the next few months and have already been contacted for the possibility to convert them into a STR upon purchase.

Sincerely,

George & Debbie Georgeson  
1012 Westside Rd (Madrona Knolls Rd)  
Healdsburg, CA 95448



**George A. Georgeson  
PO Box 1427  
Healdsburg, CA 95448**

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To: Permit Sonoma: Scott Orr  
575 Administration Drive  
Room 100A  
Santa Rosa, CA 95403

From: George and Deborah Georgeson  
1012 Madrona Knolls Rd. (Westside Rd)  
Healdsburg, CA 95448

Re: Vacation Rental Ordinance 6423

4/14/24

Dear Mr. Orr,

My wife and I have been residents of the Madrona Knolls neighborhood of nineteen homes for over 23 years.

We have seen, over the past 10 years, an increase in vacation rentals in our neighborhood, exceeding ordinance 6423 guidelines.

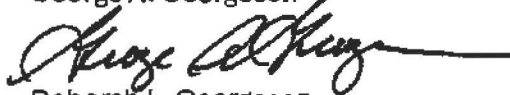
We currently have five permitted rentals on our street of nineteen homes, which is a 25% concentration, well over the county's 5% cap.

We are asking you to please consider adding our neighborhood to the county's Vacation Ordinance 6423, as for some reason we were not included when the county originally proposed a cap on vacation rentals in our area, while including all areas around us as indicated by the **enclosed** vacation rental map.

Until a decision is decided, I would also like to ask if there could be a moratorium on any new permits, giving time for you review all aspects of our request.

Thank you for your time and consideration.

George A. Georgeson

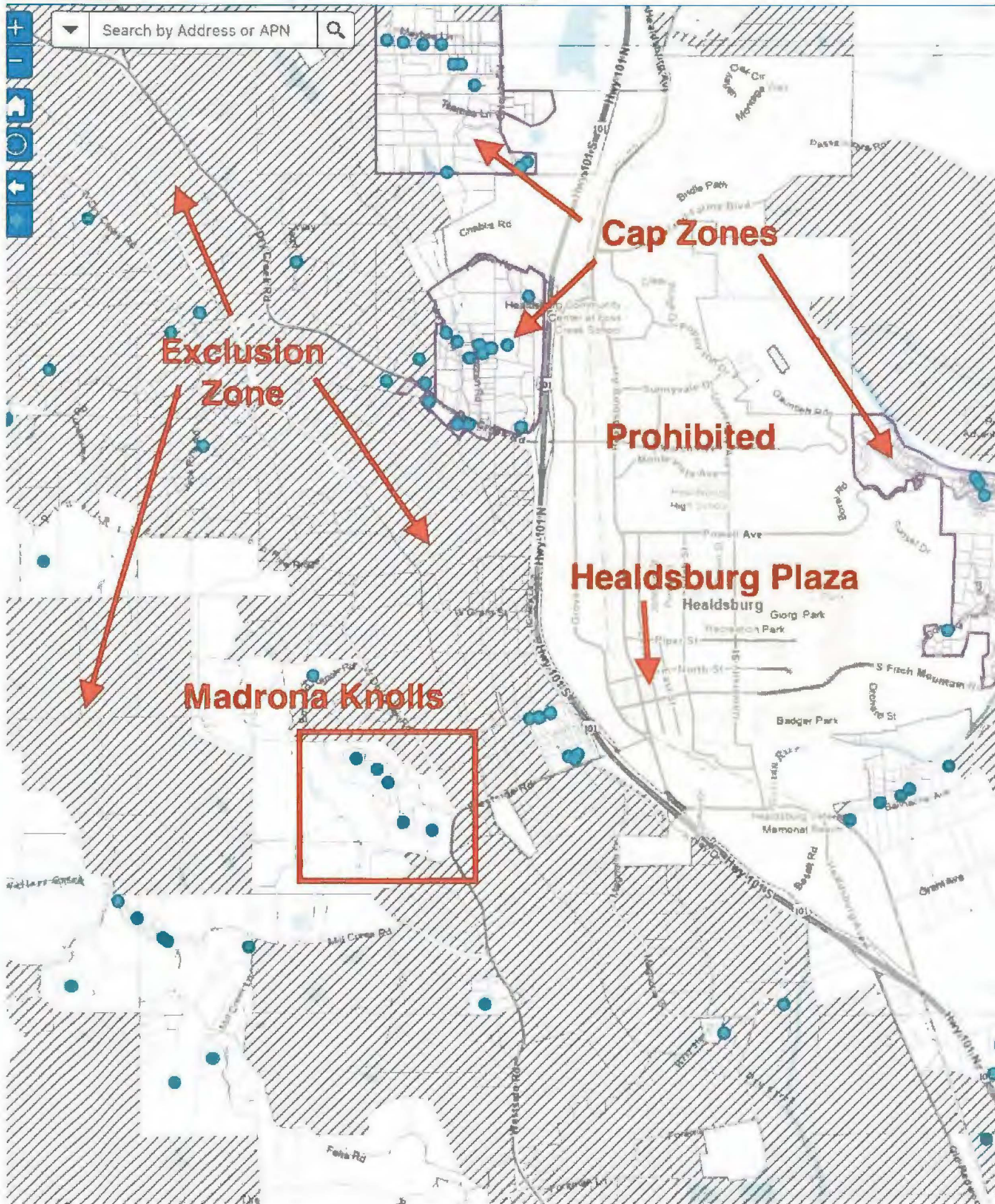


Deborah L. Georgeson



Cc: James Gore  
Susan Gorin  
David Rabbit  
Chris Coursey  
Lynda Hopkin







**From:** [Emi Theriault](mailto:Emi.Theriault@sonoma-county.org)  
**To:** <mailto:yabernie@gmail.com>  
**Cc:** [Ross Markey](#); [Azine Spalding](#)  
**Subject:** Project Number ZCE24-0002 and Summary of County responses to vacation rental concerns  
**Date:** Wednesday, March 20, 2024 2:08:02 PM

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Mr. Bernier-

Thank you for your message. The County is aware of neighborhood concerns and has responded to other neighbors who have expressed similar comments.

To recap, what we have been sharing with others:

Project application #ZCE24-0002 is a zone change proposal for which many Madrona Knolls neighbors suggested placement of a 5% cap on new vacation rentals. This would apply to all 19 parcels in the neighborhood. The applicant, Russ Irwin, is one of the area property owners and is in regular contact with the project planner, Azine Spalding and several other County planners.

County staff has informed the applicant (and copied several neighbors) that options could include:

1. Continued processing of the Zone Change application -or-
2. Withdrawal of the application (pending completion of the next County-initiated vacation rental exclusion rezoning effort).\*

*\*The status of the general Vacation Rental Exclusion Rezoning discussion is waiting for Board of Supervisors' direction. Staff has also informed the applicant and other neighborhood groups, who have inquired, that there will be a vacation rental workshop at the Board on April 30<sup>th</sup>. At this workshop, Staff will report out on the status the vacation rental program and progress toward Vacation Rental License implementation. This will be an opportunity for the public to comment on vacation rental regulations.*

*With regard to the suggestion of a requirement for unanimous neighborhood support and related signature gathering, Staff has confirmed with County (legal) Counsel that we do not require signatures from all property owners. This information has also been communicated to the applicant.*

-Emi



**Emi Thériault, AICP**  
**Deputy Director of Planning**  
2550 Ventana Avenue, Santa Rosa, CA 95403  
[www.PermitsSonoma.org](http://www.PermitsSonoma.org)  
o: (707) 565-1000  
d: (707) 565-5668  
[emi.theriault@sonoma-county.org](mailto:emi.theriault@sonoma-county.org)



SONOMA COUNTY  
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INDUSTRY  
RECREATION  
CALIFORNIA

Lobby hours: Monday, Tuesday, Thursday, Friday 8:00 AM to 4:00 PM. Wednesday 10:30 AM to 4:00 PM.

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**From:** Emi Theriault <[Emi.Theriault@sonoma-county.org](mailto:Emi.Theriault@sonoma-county.org)>  
**Sent:** Tuesday, March 19, 2024 1:17 PM

**To:** Ross Markey <[Ross.Markey@sonoma-county.org](mailto:Ross.Markey@sonoma-county.org)>

**Subject:** FW: Resending this important Dry Creek Valley issue

Let's meet to discuss this rezone/vaca rental related request. Will send meeting invite.



**Emi Thériault, AICP**  
**Deputy Director of Planning**  
2550 Ventura Avenue, Santa Rosa, CA 95403  
[www.PermitSonoma.org](http://www.PermitSonoma.org)  
o: (707) 565-1900  
d: (707) 565-3668  
[emi.theriault@sonoma-county.org](mailto:emi.theriault@sonoma-county.org)



SONOMA COUNTY  
18 50  
AGRICULTURE  
INDUSTRY  
RECREATION  
CALIFORNIA

Lobby hours: Monday, Tuesday, Thursday, Friday 8:00 AM to 4:00 PM. Wednesday 10:30 AM to 4:00 PM.

---

**From:** Scott Orr <[Scott.Orr@sonoma-county.org](mailto:Scott.Orr@sonoma-county.org)>

**Sent:** Tuesday, March 19, 2024 1:14 PM

**To:** Emi Theriault <[Emi.Theriault@sonoma-county.org](mailto:Emi.Theriault@sonoma-county.org)>

**Subject:** FW: Resending this important Dry Creek Valley issue

Please work w/ Ross on a response, thank you!

**Scott Orr**

Assistant Director

---

**From:** Yael Bernier <[yabernie@gmail.com](mailto:yabernie@gmail.com)>

**Sent:** Monday, March 18, 2024 10:50 AM

**To:** Scott Orr <[Scott.Orr@sonoma-county.org](mailto:Scott.Orr@sonoma-county.org)>; district4 <[district4@sonoma-county.org](mailto:district4@sonoma-county.org)>; Tennis Wick <[Tennis.Wick@sonoma-county.org](mailto:Tennis.Wick@sonoma-county.org)>

**Cc:** Fay Mark <[shopping@newmorning.info](mailto:shopping@newmorning.info)>

**Subject:** Resending this important Dry Creek Valley issue

## EXTERNAL

The Following email I received from Fay Mark:

In summary, we are requesting that the County rezone our small community of 19 homes to cap Short Term Rentals from taking over what is currently a lovely, tight knit community. Of the 19, 5 are currently STRs and a house will soon be on the market and will advertise the opportunity for it to be an STR. We are at 25% and would like to be granted a cap of 5%, similar to Chiquita Road and parts of Fitch Mt. Because we have an aging community, several homes will continue to be sold and there is a threat of those homes being acquired for commercial purposes as investments. Despite several requests, Supervisor Gore has not granted us a meeting to discuss the matter and we just received a notice from the County that we must have every house in the community of 19 homes, sign a document that they are willing to be rezoned. Of course those who own STRs are not willing to sign.

Short Term Rentals continue to be a problem. I think Fay Mark's concerns should be dealt with by Permit Sonoma and Code Enforcement. They should be granted a cap of 5%.

Please respond and let us know what your actions will be. Thank you, Yael Bernier

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**From:** [fay@faymark.com](mailto:fay@faymark.com)  
**To:** [Scott Orr](#)  
**Cc:** [Azine Spalding](#); [Doug Bush](#); [Katrina Braehmer](#); [Ross Markey](#); [Fay Mark](#)  
**Subject:** Re: Vacation Rental Ordinance 6423 - April 30 meeting  
**Date:** Friday, April 12, 2024 11:20:27 AM  
**Attachments:** [image001.png](#)

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## EXTERNAL

Dear Scott,

Thank you for your quick reply. We submitted our application ZCE24-002 on January 12 and received a response that our application was open on January 24.

The Madrona Knolls home that I wrote about in my email below applied for a vacation rental permit on January 30 and they were granted that permit yesterday, April 11.

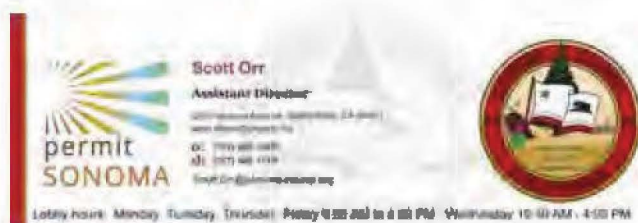
We are watching what was once a beautiful primary home residential neighborhood be sold off, one by one, to investors, not primary home owners. It is like death by a thousand cuts.

We sure hope that you and all the supervisors will agree that given the dire nature our situation, a moratorium will be granted while we anxiously wait for the 5% cap to be approved.

Sincerely,  
Fay Mark

On Apr 12, 2024, at 8:09 AM, Scott Orr <[Scott.Orr@sonoma-county.org](mailto:Scott.Orr@sonoma-county.org)> wrote:

Thank you Fay! I've passed along your comments to our team.



---

**From:** [fay@faymark.com](mailto:fay@faymark.com) <[fay@faymark.com](mailto:fay@faymark.com)>  
**Sent:** Thursday, April 11, 2024 8:49 PM  
**To:** Scott Orr <[Scott.Orr@sonoma-county.org](mailto:Scott.Orr@sonoma-county.org)>  
**Subject:** Vacation Rental Ordinance 6423 - April 30 meeting

## EXTERNAL

Dear Mr. Orr,



I am a resident of Madrona Knolls.

In 2022 and 2023, during dinner gatherings and with neighbors, the topic of the increase in STRs in our neighborhood came up. Concern was that our neighborhood was losing valuable full time residents, that the character of our neighborhood was being compromised, and that in the case of an emergency, the single lane road providing egress could not safely support the increase in vehicles that were parked at the STRs.

There have been 3 of 19 properties (16%) operating as vacation rentals since 2017. One was illegal and obtained a permit in 2019. Since 2017, a fourth was added in 2021, and a fifth in 2023. In late 2023, one vacation rental property was sold and another application for that property was submitted by the current owner. As of today, April 11, the current owner received the permit. The county has granted 5 permits for vacation rentals in Madrona Knolls, increasing the percentage to 26%.

I began to learn more about the Sonoma County policies on vacation rentals and discovered the vacation rental map on your website. I was surprised to see that the Madrona Knolls neighborhood was an island in the middle of the vacation rental exclusionary zones surrounded by neighborhoods with cap zones like Fitch Mountain and Chiquita Rd.

Prior to 2023, while other neighborhoods were represented at meetings with Supervisors, ours was not. The Dry Creek Valley Citizens Advisory Committee did not meet from March 2022 through February 2023. We do not know why and we are now pursuing the issue especially because of the on-going increased activity to convert Madrona Knolls residential homes to vacation rentals. **Madrona Knolls is mostly surrounded by exclusionary zones so when you look at the Sonoma Short Term Rental map, we are a target for conversion of residential to vacation homes.** There are few other neighborhoods in Healdsburg and its immediate surrounding neighborhoods that are not currently protected either by the exclusionary zone or cap limit.

Our concern resulted in one member volunteering to submit an application, ZCE24-0002, requesting to rezone Madrona Knolls to a 5% cap zone.

I am in full support of the 5% cap. In addition, **I respectfully request that you approve a Vacation Rental Moratorium during the time it takes the County to work through their process to rezone and cap Madrona Knolls vacation rentals.**

**The five homes with vacation rental permits means an additional 40 overnight guests and 58 day guests while requiring just 11 on-site parking spaces. Please help us to stop this from increasing further.**

Sincerely,

Fay Mark  
1027 Westside Rd

CC: Tennis Wick

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**From:** [boatguy54@icloud.com](mailto:boatguy54@icloud.com)  
**To:** [Azine Spalding](#)  
**Cc:** [Tennis Wick](#); [Scott Orr](#); [Katrina Braehmer](#)  
**Subject:** Re: Vacation Rentals - Ordinance 6423  
**Date:** Friday, April 12, 2024 9:35:23 AM

---

**EXTERNAL**

Azine,

Thank you for the update, that is good news. This correspondence was intended for the BoS public hearing on April 30.

Russ

On Apr 12, 2024, at 8:12 AM, Azine Spalding <[Azine.Spalding@sonoma-county.org](mailto:Azine.Spalding@sonoma-county.org)> wrote:

Good Morning Russ,

I have reviewed and added your emailed comments below to the project record. We anticipate bringing the application before the Planning Commission in May, although the exact date is not confirmed yet. When the agenda is set, a notice will be sent to all affected property owners and interested parties. In the meantime, you are welcome to submit comment to me for the project record, and all public comment will be made available to decisionmakers.

Please let me know if you have any questions about the process.

Best,  
Azine  
<image002.jpg>

Planning Questions? Check out our FAQ Page!  
<https://permitsonoma.org/divisions/planning/planningandzoningfaqs>

**From:** [boatguy54@icloud.com](mailto:boatguy54@icloud.com) <[boatguy54@icloud.com](mailto:boatguy54@icloud.com)>  
**Sent:** Thursday, April 11, 2024 1:48 PM  
**To:** Tennis Wick <[Tennis.Wick@sonoma-county.org](mailto:Tennis.Wick@sonoma-county.org)>; Scott Orr <[Scott.Orr@sonoma-county.org](mailto:Scott.Orr@sonoma-county.org)>  
**Subject:** Vacation Rentals - Ordinance 6423

**EXTERNAL**



Board of Supervisors  
April 11, 2024  
575 Administration Drive  
Room 100 A  
Santa Rosa, CA 95403

Re: Vacation Rental Ordinance 6423

I'm a resident of Madrona Knolls and the applicant for ZCE24-0002, a request to rezone twenty Madrona Knolls parcels, with nineteen homes, to a 5% cap zone.

My neighbors were surprised when the five vacation rental owners in our neighborhood, and two owners planning to relocate in the next ninety days, did not support the rezoning to a cap zone. Rezoning would have no effect on their permits. Their reasons were mostly the same; they believe their property's resale value will be higher if it can receive a vacation rental permit in the future. Why is a property worth more as a vacation rental, than as a home? The economics are straight forward.

A homeowner pays their mortgage, taxes, and maintenance, and in return lives in their primary home. The interest is tax deductible, while the maintenance is not. Since the \$10,000 SALT cap was put in place in 2017, most of the taxes are not likely deductible.

The owner of a second home has a choice of two different economic models. A second home that is not a vacation rental is a luxury with the same economics as their primary home. But as a vacation rental, all the interest, taxes, and maintenance expense are tax deductible. Additionally, they can depreciate the property, easily another \$50,000 - \$75,000 per year in non-cash expense. It's quite likely their vacation rental will have a positive cash flow, while showing a loss on their tax returns. The vacation rental property is now a second home for the owner (few will report their personal usage), that pays for itself with a positive cash flow while also reducing both state and federal taxes on their regular income.

These vastly difference economics are behind the demand for vacation rentals, driving up the cost of homes, reducing Sonoma County housing stock, and hollowing out our Madrona Knolls neighborhood.

The Board of Supervisors can remove this economic incentive for non-resident financial investors in Madrona Knolls homes. Madrona Knolls,

with a 26% concentration of vacation rentals, satisfies all the criteria for a cap zone laid out in Section I. paragraph B. of ordinance 6423. The residents of Madrona Knolls respectfully request that the Board of Supervisors immediately enact a moratorium on new vacation rentals in Madrona Knolls until Permit Sonoma can process ZCE24-0002.

Best regards,



Russ Irwin  
1027 Westside Rd.  
Box 2418  
Healdsburg, CA. 95448

cc: Tennis Wick, Scott Orr

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# TRACEY BUCK-WALSH

---

1007 Westside Road  
Healdsburg, California 95448  
916-761-9277  
Email: [tracey@tbwlaw.com](mailto:tracey@tbwlaw.com)

March 1, 2024

Ms. Azine Spalding  
[Azine.Spalding@sonoma-county.org](mailto:Azine.Spalding@sonoma-county.org)  
Permit Sonoma  
2550 Ventura Ave.  
Santa Rosa, CA. 95403

Re: Support for Zone Change to Impose 5% STR Cap  
File No. ZCE24-0002

Dear Ms. Spalding:

I am a resident of Madrona Knolls and support Russ Irwin's application for a zone change request that our neighborhood be accorded the same privilege accorded to dozens of neighborhoods last, to wit: to limit short term vacation rentals to 5% of our neighborhood.

When my husband and I bought our home in 2011, there were no short-term vacation rentals. Our home is located on a very narrow, one-lane road, that spurs off of a narrow main road that is sometimes called Westside and sometimes called Madrona Knolls Road.

A few years into our home ownership, an illegal rental began operating at 1015 Westside, just up the hill from our home. Late night parties and noise penetrated our peaceful enjoyment well into the night. We complained to the County and, much to our surprise, that illegal rental was ultimately permitted, despite its lawless beginning. There are now at least three more permitted and operating STRs in our neighborhood, including one immediately bordering our property to the north, for which I received no notice of its application. And there is a new application pending for the new owner of 1015 Westside. Once again, I receive no notice of this application despite being able to hear the parties thrown by its vacationers. The increase in the number of vacation rentals amplify the problems associated with short term vacation rentals, such as:

a. Renters in search of the permitted vacation rentals often mistakenly drive down our one lane road in search of their STR. When they reach the gate of our neighbor, Mr. Irwin, they back up and then try to turn around at our gate, causing damage to our fence and recently repaved road. On more than one occasion they have honked their horns to ask if we will open our gate so they can turn around.

b. Renters who are strangers walking down our road "sight-seeing". We are a neighborhood, not a tourist attraction. The stream of strangers is unsettling and disturbing our peaceful enjoyment.

c. Illegal renters have, at least on one occasion, squatted on the former STR at 1015 Westside to throw a rave party. Since the websites for STRs show the calendar, a cany squatter can determine which STR is empty and target it for illicit activity, bringing undesirable people into our neighborhood and again disturbing our peace. Complaining to the property manager is of no use when the manager is unaware of the squatters in the first instance.

d. Signs on the road advertising the vacation rental diminish the owner-occupied feel of our neighborhood and reduce our property value. No one wants to live next to a vacation STR.

e. Renters hold illegal events, weddings, and large parties even though they are prohibited under Sonoma County's vacation rental ordinance. Last year a fellow drove down our lane, clearly lost and unable to turn around on our road. We asked him what he was looking for. He said he was looking for 1011 Westside because that is where his daughter's wedding was to be held.

f. Greyhound buses have been seen on our main road (Westside, aka Madrona, on their way up to 1011 or 1015.) The presence of a Greyhound bus is circumstantial evidence of illegal large events or weddings held at the permitted STR at 1011 and the formerly permitted STR at 1015 (the latter has a pending application from the new owner.)

We wish to maintain the character of our owner-occupied single family home neighborhood. Historically we have had a tight community, with neighbor helping neighbor, particularly during the Tubbs, Kincaid, and Walbridge fires. But the plethora of vacation STRs is eroding our sense of community, safety, and peace. We deserve the same courtesy granted to the 5,000 other Sonoma County properties who were granted a cap on vacation STRs in their neighborhoods last year.

For these reasons, we respectfully request your support and recommend approval of the 5% STR cap in our neighborhood.

Thank you kindly and best regards,

*Tracey Buck-Walsh*

Tracey Buck-Walsh



**From:** [Carla Ramey](#)  
**To:** [Azine Spalding](#)  
**Subject:** Vacation Rental Ordinance 6423/ Apr 30th Mtg  
**Date:** Thursday, April 11, 2024 10:57:37 AM  
**Attachments:** [Madrona Knolls vac rental prmts map.pdf](#)

---

## EXTERNAL

Dear Planner, Ms. Spalding,

I have emailed you once before and you replied April 5<sup>th</sup>, requesting I keep you in the loop.

I am one of 19 residents in the Madrona Knolls neighborhood up behind The Madrona, east of Healdsburg outside city limits. I had a wakeup call when I learned 5 residences here (26.3%) had secured vacation rental permits. A new property currently on the market is described by the realtor: "zoning allows for Vacation Rental permit & Furniture available for sale". Most of us had assumed ordinance 6423 applied to neighborhoods like ours.

If ever there was a need for a timely moratorium here on new short-term rental permits; this is it. Several months ago, an application was submitted to Permit Sonoma requesting a cap of 5% for our neighborhood as we have become a target of buyers looking for a good investment instead of a home. See map attached.

This is an area that had two mandatory fire evacuations in the last 5 years with one country back road in and out. There is no other outlet on a one lane road. There is no street parking.

I treasure the neighbors we have connected with and have felt safer knowing we can contact each other when dangerous situations occur. I would hate for our small community to become ancillary hotel accommodations for tourists one home at a time.

Please extend the cap and exclusion zone to our community and put a moratorium on new permits until we have protection in place. Thank you for your kind attention.

Sincerely,

Carla Ramey  
1031 Westside Rd  
Healdsburg CA 95448  
[carla@rameywine.com](mailto:carla@rameywine.com)

Carla Ramey  
P.O. Box 788 | Healdsburg, CA 95448  
Tel: 707.433.0870 ext 2107 | Fax: 707.433.0871 | [carla@rameywine.com](mailto:carla@rameywine.com)



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**From:** [Azine Spalding](#)  
**To:** [Lenny Siegel](#)  
**Subject:** RE: ZCE24-0002  
**Date:** Tuesday, April 23, 2024 3:03:00 PM

---

Good Afternoon Debbie,

Thank you for letting me know. I don't see your name listed on any of the public comments I have received thus far, but you are welcome to send me any comments you have about the proposal for inclusion in the record.

Best,  
Azine



**Azine Spalding**  
**Planner I**  
2550 Ventura Avenue, Santa Rosa, CA 95403  
[www.PermitsSonoma.org](http://www.PermitsSonoma.org)  
**o:** (707) 565-1900  
**d:** (707) 565-2541  
[Azine.Spalding@sonoma-county.org](mailto:Azine.Spalding@sonoma-county.org)



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<https://permitsonoma.org/divisions/planning/planningandzoningfaqs>

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**From:** Lenny Siegel <lenspic@gmail.com>  
**Sent:** Tuesday, April 23, 2024 11:31 AM  
**To:** Azine Spalding <[Azine.Spalding@sonoma-county.org](mailto:Azine.Spalding@sonoma-county.org)>  
**Subject:** ZCE24-0002

**EXTERNAL**

Dear Azine,

I had signed a petition concerning vacation rental up where I live. I'd like to withdrawal my signature as this was not explained to me very well.

Please acknowledge my request. Thank you.

Sincerely,

Debbie Siegel  
AP# 110-350-007

1019 Westside Rd.  
Healdsburg

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**From:** [David Ramey](#)  
**To:** [Azine Spalding](#)  
**Cc:** [Russ Irwin](#); [Fay Mark](#); [Tracey Buck Walsh](#); [Carla Ramey](#)  
**Subject:** May 16 Planning Commission meeting  
**Date:** Wednesday, May 8, 2024 3:39:19 PM

---

## EXTERNAL

Dear Ms. Spalding: I send this to include in comments for the Planning Commission meeting of May 16. My wife Carla and I, homeowners in the Madrona Knolls community since 2008, join many of our neighbors in asking the Commission, and the Board of Supervisors, to rezone our neighborhood to cap short term rentals. Out of twenty homesites in our community, five are currently permitted to be short-term vacation rentals--25%. More homes will be sold over the next year or two. This hollows out our community and we regret it.

There are several STR caps near us in Supervisor Gore's district, but when the County established them, our community was overlooked. That makes us an attractive target for commercial real estate investors.

We think this was an inadvertent oversight on County's part. I served on the Dry Creek Valley Citizens Advisory Council during that period, and we were not approached to advise County of our desire. As I told the Supervisors during their last meeting, the squeaky wheel gets the grease, but we didn't know to squeak.

Without this 5% cap, the County would be effectively rezoning us from mostly AR, with some RR, to Commercial. We don't think this is in the interest of maintaining rural character.

Planners, please approve the proposed zoning change to add a Vacation Rental 5% cap for our Madrona Knolls community.

Thank you,  
David and Carla Ramey  
1031 Westside Road

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**From:** [Rudy Light](#)  
**To:** [Azine Spalding](#)  
**Subject:** File No. ZCE 24-0002  
**Date:** Wednesday, May 8, 2024 11:00:52 AM

---

**EXTERNAL**

Rudolph H. and Linda W. Light  
P.O. Box 727  
Healdsburg, CA 95448-0727  
(707) 473-8011  
email: [resident@pacific.net](mailto:resident@pacific.net)  
8 May 2024

VIA EMAIL AND  
U.S. POSTAL SERVICE

Azine Spalding, Project Planner  
Permit Sonoma  
2550 Ventura Avenue  
Santa Rosa, CA 95403

Re: File No. ZCE24-0002  
Support for Zoning Change for Madrona Knolls Neighborhood  
Planning Commission Meeting of May 16, 2024

Dear Ms. Spaulding:

We had intended to be at the Planning Commission meeting scheduled for May 16, 2024 but have a conflict due to a prior scheduled medical appointment. We are sorry we cannot attend in person. We understand that a neighbor is not allowed to speak in behalf of another neighbor, so we submit these comments to you. Please pass this letter and these comments on to the Planning Commission for their consideration at the above referenced meeting. Also, please ensure the Planning Commission receives a copy of our letter dated March 7, 2024. Thank you for your assistance in this matter.

Very truly yours,

Rudolph H. Light  
Linda W. Light

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-----  
Comments for Planning Commission Meeting of May 16, 2024 from  
Rudolph H. and Linda W. Light

Good Afternoon.

My name is Rudy Light. I and my wife Linda live at 1014 Westside Road, also known as Madrona Knolls Road. I'm here to speak in support of the rezoning application ZCE24-0002 for our neighborhood to limit the number of vacation rentals to no more than 5% of the properties in the Madrona Knolls area.

From our house, we can see five neighboring houses. Three of them are short term vacation rentals. When we bought our house six years ago, there was only one short term rental nearby. Short term vacation rentals are commercial operations and are incompatible with this residential neighborhood and community. There are also safety issues, such as a significant wildfire hazard and traffic. There is only one road in and out, and while CalFire trucks have come up here, it is not an ideal situation because of inadequate road access. Vacationers place themselves and others at risk during emergencies, and also increase the chance of accidents during normal times, impacting public safety.

We could speak further about this community but will stop here, and close by saying that since criteria have been satisfied for the 5% cap, we urge the Planning Commission to act in favor of the Petition to rezone the Madrona Knolls area.

Thank you.

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**From:** [tracey.tbwlaw.com](mailto:tracey.tbwlaw.com)  
**To:** [Azine Spalding](#); [David Ramey](#)  
**Cc:** [Russ Irwin](#); [Fay Mark](#); [Carla Ramey](#)  
**Subject:** RE: May 16 Planning Commission meeting  
**Date:** Thursday, May 9, 2024 8:03:44 AM  
**Attachments:** [Support for 5% on Vacation STRs in Madrona Knolls.pdf](#)

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## EXTERNAL

Good morning Ms. Spalding:

I previously wrote a letter in support of the 5% cap and have attached it to this email for your convenience.

It is worth noting what transpired at the April 30, 2024 Board of Supervisors meeting during the discussion of the County's vacation rental ordinance status update. At that meeting, Supervisor Gore unequivocally stated that "it was our mistake" not to include Madrona Knolls in the cap/exclusion zones established throughout the county in the Phase 1 process. And after several speakers noted the injustice of having to apply to "rezone" a neighborhood simply to maintain its existing character, Supervisor Gore declared that the county should reimburse the applicant (Mr. Irwin) for his "rezoning" application, and that if the county wouldn't do so, he would do so out of his own discretionary account. Notably, there was no dissent from the other Supervisors to Supervisor Gore's comments.

Finally, as to the 19 lots on Madrona Knolls, the owners of 10 of those lots signed the petition in support of the cap zone application. Five of those lots are owned by persons with an existing STR on Madrona Knolls, and one has an STR nearby on Westside Road. Those six lot owners declined to sign the petition. Three owners declined to sign. The bottom line is that the overwhelming majority of Madrona Knolls owners that are full time residents of Madrona Knolls support the cap.

Thank you for your time and consideration.

Best regards,

Tracey Buck-Walsh  
1007 Westside Road  
Healdsburg, CA 95448

On 05/08/2024 8:06 PM EDT Azine Spalding <[azine.spalding@sonoma-county.org](mailto:azine.spalding@sonoma-county.org)> wrote:

Good Afternoon David,

Thank you for your comment, I have added it to the project record.

If you are unable to attend the Planning Commission meeting in person next Thursday, you can watch the meeting online, [here](#).

Please feel free to reach out to me with any more comments, questions, or concerns.



Best,

Azine



**Azine Spalding**

**Planner I**

2650 Ventura Avenue, Santa Rosa, CA 95403  
www.PermitsSonoma.org

**o:** (707) 565-1900

**d:** (707) 565-2541

Azine.Spalding@sonoma-county.org



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**From:** David Ramey <david@rameywine.com>

**Sent:** Wednesday, May 8, 2024 3:39 PM

**To:** Azine Spalding <Azine.Spalding@sonoma-county.org>

**Cc:** Russ Irwin <russ@russirwin.net>; Fay Mark <fay@faymark.com>; Tracey Buck Walsh <tracey@tbwlaw.com>; Carla Ramey <carla@rameywine.com>

**Subject:** May 16 Planning Commission meeting

### EXTERNAL

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Planners, please approve the proposed zoning change to add a Vacation Rental 5% cap for our Madrona Knolls community.

Thank you,

David and Carla Ramey

1031 Westside Road

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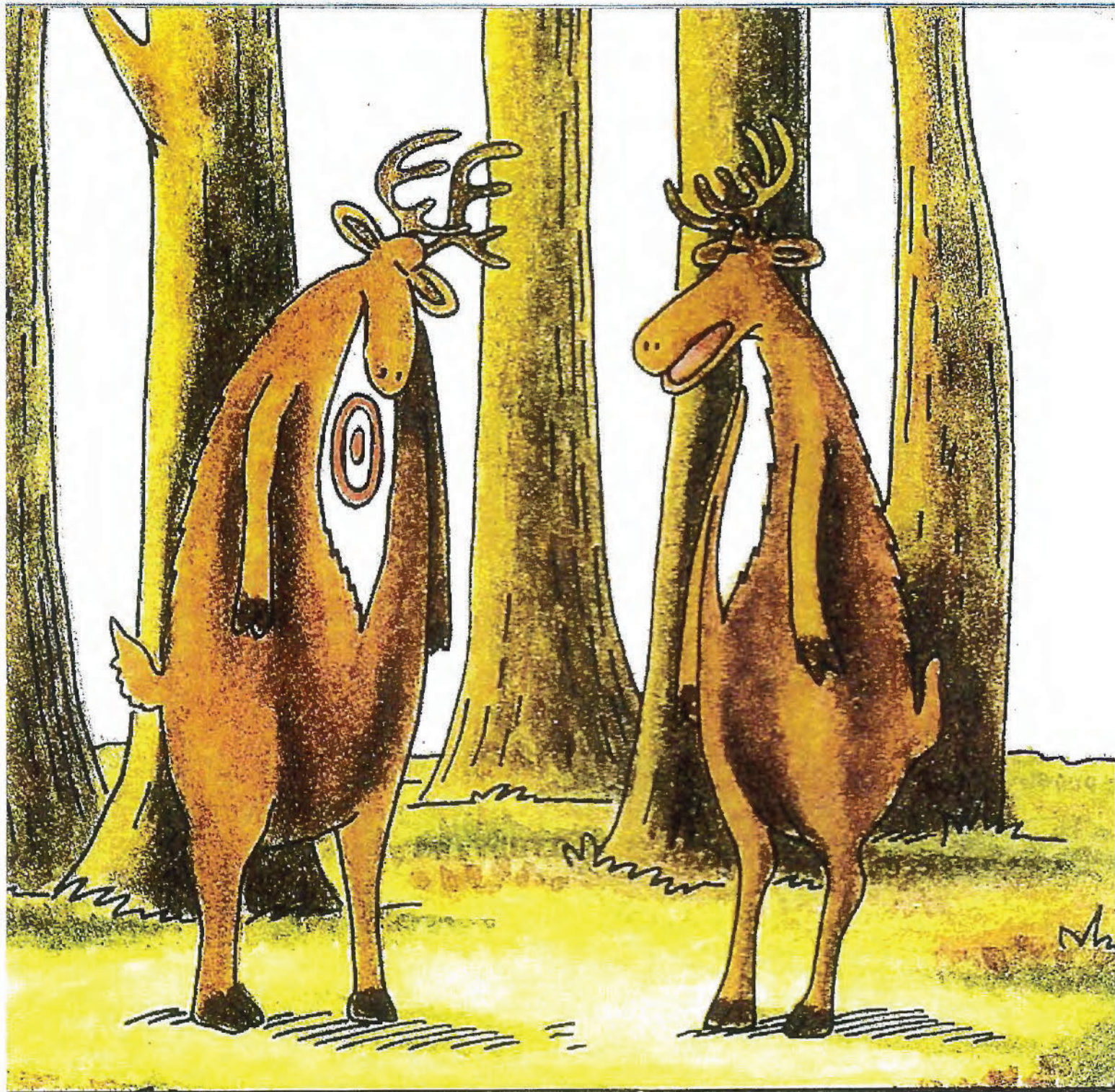
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“Bummer of a birthmark, Hal.”



Support for Zoning Application ZCE24-0002  
February 2024

I support zoning application ZCE24-0002 to designate Madrona Knolls a vacation rental 5% cap zone.

Number	Parcel	Owner	Signature
1003	110-350-008		
1005	110-350-002	RENU AGRAWAL	<i>Renu A</i>
1007	110-010-022	Tracey Buck- Walsh	<i>Tracey</i>
1009	110-350-020		
1011	110-350-004		
1012	110-350-003	Deborah L. Georgeson	<i>Deborah L. Georgeson</i>
1013	110-350-016		
1014	110-350-005	Linda Light	<i>Linda Light</i>
1015	110-350-006		
1017	110-350-021	BONNIE BERKELEY	<i>Bonnie Berkeley</i>
1019	110-350-007	Deborah Siegel	<i>Deborah Siegel</i>
1021	110-010-059		
1025	110-350-011		
1027	110-010-005	FAY MARK	<i>Fay Mark</i>
1029	110-350-017		
1031	110-350-012	DAVID RAMEY	<i>David Ramey</i>
1033	110-350-013		
1039	110-350-014		
1045	110-350-015	ETAN PEARSON	<i>Etan Pearson</i>
1077	110-350-019	JIM SINUNU	<i>Jim Sinunu</i>



**From:** [Sonoma County Coalition of Hosts](#)  
**To:** [PlanningAgency](#)  
**Subject:** Public Comment 05/16/24 Planning Commission Meeting File # ZCE24-0002  
**Date:** Wednesday, May 15, 2024 6:24:53 PM

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**EXTERNAL**



Dear Commissioners,

We are writing on behalf of the Sonoma County Coalition of Hosts, our members and affiliated businesses to give input to the potential rezoning of the Madrona Knolls neighborhood. We have also heard directly from some homeowners in the neighborhood who are not happy with the proposed rezoning.

We want to firmly state that we do not support the rezoning of this neighborhood to place caps on the ability of homeowners to engage in Short Term Rentals, specifically vacation rentals, as it is their right to do so.

1. A minority in the neighborhood, should not be allowed to make decisions that affect the entire neighborhood, and in this case, there are only 5 homeowners pushing for this rezoning out of a total of 19 homes.
2. There are currently 5 vacation rental permit holders, and a total of 7 homeowners that we know of, that do not want their zoning changed.
3. From public records, we glean that there are no complaints to the county about the 5 lawful vacation rentals that currently exist. We fail to understand why we would enact legislation to effectively ban private homeowners from engaging in a lawful activity, when there have been no problems at all.
4. We believe that legislation should focus clearly on noise, nuisance and safety, while allowing citizens to rent their homes on a short term basis.
- 5.

There has been no economic study nor outreach to local shops, restaurants, cafés, and other small businesses as to how the reduction in affordable places to stay in the county would affect our economy and their bottom line.

In this case, we have heard that a minority in the community have bullied and pit neighbors against each other. This rezoning would not only reward that behavior, but sets a precedent for bullies in other neighborhoods to do the same.

The issues mentioned in the resolution of the planning commission have not been problems previously, even though 5 out of 19 homes have permits. That is a measure of 26% with no issues arising.

The issues stated in the resolution are not entirely with merit.

A.

We fail to understand the issue about inadequate road access. Vehicles, whether they belong to a resident, their guests when they throw parties, their friends when they come to visit, are all vehicles that have used the road safely. The idea that a short term renter's car would cause any more issue is not founded. In fact, the 5 vacation rentals have not caused issues in this area. Vacation rentals have legal limits as to how many people can stay and visit at any one time. Permanent residents have no such limitation.

B.

The existing vacation rentals have been a part of the character of the neighborhood for many years. Some vacation rentals are occupied by owners part of the year, and they defray their costs by renting when they are not at home. Why would we take away this right?

C.

A mixture of housing stock is vital to our economy and jobs. We would venture to guess that some of these homes are not occupied throughout the year, and are second homes for people who can afford it. Are we suggesting that they too are taking housing stock away from permanent residents? We fail to see the difference.

D.

Vacation Rentals guests are REQUIRED to evacuate at the warning stage of any fire danger, already alleviating the egress for permanent residents who are not required to leave at that stage.

E.

We do not believe that 5 homeowners are the majority. Has the commission polled independently all who would be affected by this?

Regards,

[Sonoma County Coalition of Host and Friends](#)

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