Attachment 3: HOA letter following neighborhood meeting and applicant response

See Following
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To:
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&
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Re: Requested list of comments and concerns from the Community at Dove Creek with respect to the proposed project and Zone Change PNL 2008-1314, Tractor Supply Company Store and its outdoor storage.

To all concerned,

Per your request, I am submitting the list of concerns, comments and recommendations as discussed at the January 28th 2009, Neighborhood Informational Meeting.

Concerns directly related to the addition of the outdoor storage area:
1. The loud noise from the elevated use of large pickup trucks from local Ag or homeowners picking up large items from the store.
2. The limited access and egress for long trucks with trailers.
3. The potential use of excessively bright security lighting at the outdoor storage area.
4. The storage of large and/or unsightly items within the exterior storage area.
5. The potential unsightly visual from the neighboring properties which directly overlook the outdoor storage area from their second story.
6. Residents are concerned that if the zone change takes place and a future new tenant occupies the space, that another type of occupant may not have the same intent to keep
the facility and outdoor storage area clean, neat and orderly, i.e. a motorcycle store, boat store, plumbing supply outlet, or even a store that sells tractors... you get the picture.

**Concerns with the project as a whole:**
1. Will the development participate in the funding of the depreciation of the private roadways which the entire retail center uses as its access and egress?
2. Will the development participate in funding its percentage of the cost of insuring the private roadways which the retail center uses?
3. The primary access and egress for the front retail unit directs traffic straight onto the private road (Cashin St.) in front of a community mailbox and school bus stop located off Wickson Way.
4. In direct correlation with comment #5 above, property owners are concerned with the potential loss of property value as well as salability where neighborhood traffic would pass by an unsightly facility to access their community.
5. Does the project as a whole follow the design criteria as set forth in the Dove Creek Community guidelines? Similar-type street lamps for the parking lot, similar foliage in planter areas, similar paint colors and exterior finishes, etc...
6. Would the developer be willing to create a governing community body (like an HOA board) consisting of a percentage of the occupying tenants, a representative of the Retail Center's owner, and an appointed member from the Dove Creek HOA. This board would oversee the development and governing of the Retail Centers CC&R's. This will help alleviate fears that the Dove Creek Community has no say in the future condition and upkeep of the Retail Center as the entire site has a direct impact on our community and property values.

**Recommendations:**
1. A properly designed trellis over the entire exterior storage area may prevent the potential unsightly views from the neighboring residential units.
2. Is it possible to move the outside storage area to the other side of the unit so the storage area is on the corner of Santa Barbara and El Camino?
3. Have a qualified representative from the Dove Creek HOA participate in the development the Retail Center's CC&R's. (Ensuring a consistent future for the Retail Center so as to always stay with the original design, maintenance and upkeep criteria). This will help keep maximum property values for both the Dove Creek residential neighborhood and the Retail Center.
February 3, 2009

4. Have a qualified representative from the Dove Creek HOA participate in the design of the Retail Center to help the design company conform to the Dove Creek design criteria (foliage, exterior building materials and colors, etc.).

5. Implement enforceable CC&R with a governing body consisting of a percentage of the occupying tenants, a representative of the Retail Center's owner and an appointed member from the Dove Creek HOA to oversee and maintain the quality of the Retail Center.

We in the Dove Creek Community greatly appreciate your efforts to listen to our concerns and issues with the proposed Retail Center. I am confident that the issues we, as a community, have expressed at the Neighborhood Information Meeting on January 28th will be "addressed appropriately" as described in your February 2nd e-mail. Thank you.

If you should have any questions with regards to the comments, concerns or recommendations please feel free to call me directly on my cell phone at (805) 440-5050.

Respectfully submitted,

Keith Vreelen, HOA President Dove Creek Community, Atascadero

Keith Vreelen
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CC, Kelly Gleason, Senior Planner-City of Atascadero
Hello Keith,

Thanks for your letter regarding the HOA's concerns concerning our proposed Tractor Supply at the Dove Creek Retail Center. While we appreciate the HOA's concerns, I am sure that you are aware that some of the issues raised are not addressable by us since they do not fall in our purview, but we will endeavor to work on these issues in good faith with the HOA as we move forward with this development.

We are willing to work with the HOA and the city to ameliorate all concerns and make this a vibrant and community serving center. Let me state that most of the items in your section titled, Concerns directly related to the addition of the outdoor storage area, Items 1, 2, and 6 are specifically under city control and since this center is part of the approved development master plan have been considered when the city made its determination on this project, additionally, in regards to item 6 the city can control future tenants. However, we will do whatever we can to alleviate the HOA concerns in this area.

Item 3 is being addressed by the city's imposition of night lighting requirements. This as you know is pretty standard with most cities that have a retail center in such close proximity to a residential development.

Items 4 & 5 regarding the storage of various items in the storage yard are being addressed by the upgraded fencing and trellis's to minimize the view ability of the items in the storage yard. Additionally, once landscaping is in and the center is developed I believe the actual sight lines from any houses will be minimal into the yard. We are preparing a visual board for the Planning Commission meeting that should help to demonstrate this.

In the section entitled, Concerns with the project as a whole, there are some items that I believe we can work on to make the HOA more comfortable. Specifically,

1. We are willing to enter into a reasonable maintenance agreement and impose this on the center's tenants as these relate to the increased usage due to the center’s operations. Regarding the roadway insurance the center would most likely also have to be a named insured on the policy in place for the roads etc of the neighborhood.
2. See above
3. Since the mailbox locations were previously agreed upon and placed during the initial application period, and most likely with some input from the USPS, I am not sure that we can do anything in this area. This discussion can be held between the city and USPS for further direction.
4. This is certainly a question that is extremely subjective and I don't know if anyone can actually determine the long term effect on the Property Value. However, a fully operating center will have a much more positive effect on housing values than the vacant land now present at this location. project as was explained by Kelly at the neighborhood meeting must meet the strict guidelines set by the city in the initial approvals. This is a very upscale designed center which will actually enhance the neighborhood.
5. The project as was explained by Kelly at the neighborhood meeting must meet the strict guidelines set by the city in the initial approvals.

6. We will initiate CC&R'S for the retail center tenants to assure that the center is maintained throughout its existence. This is relatively commonplace. I am not sure of the legalities etc re having a rep from the Neighboring HOA on a board for the center.

Section entitled Recommendations:

1. We have explored this option and it is not feasible. Tractor must have an uncovered yard to properly function on a day to day basis.

2. We have already studied this and it is not functional nor feasible per our engineers, architects and the people @ Tractor.

3. Since we have developed a number of centers in the past we have good template to work from and will be more than happy to submit this to the HOA for their review before we impose the CC&R’s.

4. The design has already been determined by the city, and our architects have incorporated these design elements into the proposed Tractor Store.

5. This is probably not practical but we will take it under advisement.

We have made great efforts to develop an aesthetic center per the city’s guidelines and as a result Atascadero will have the nicest store in Tractor’s 800 store chain. An anchor tenant such as Tractor will also provide the impetus for other tenants to come and serve the neighboring community.

I hope this helps give you some ideas for the HOA and I would welcome the opportunity to discuss this with you at length. We would obviously appreciate the HOA’s support on this project but we also realize that it is pretty tough to get 100% agreement with any issue. Looking forward to either a phone conversation at your convenience or your emailed comments.

Sincerely,

Bob Rowland
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Attachment 4: Tractor Supply Fact Sheet

See Following
What is Tractor Supply Company?
Tractor Supply Company is the leading retail farm and ranch store brand in America. Founded in 1938 as a mail order tractor parts business, Tractor Supply Company (also referred to as TSC) owns and operates more than 800 stores in 40 states supplying daily farm and ranch maintenance supplies to a targeted customer base. Based in Brentwood, Tenn., Tractor Supply is a public company whose stock is traded on The NASDAQ National Market under the symbol TSCO.

Who are Tractor Supply Company's customers?
A niche market of farmers, horse owners, ranchers, part-time and hobby farmers, and suburban and rural homeowners, as well as contractors and tradesmen.

Where are Tractor Supply Company stores located?
TSC stores are located in rural communities and in the outlying areas of large cities in 40 states where agriculture is a significant factor in the local economy.

What can you buy at Tractor Supply Company?
Everything except tractors. At TSC, customers find everything they need to maintain their farms, ranches, homes and animals. As the inventors of the “do it yourself” trend, our customers handle practically every chore themselves, from repairing wells to building fences, welding gates together, constructing feed bins, taking care of livestock and pets, repairing tractors and trucks and building trailers for hauling.

TSC’s products include: clothing, equine and pet supplies, tractor/trailer parts and accessories, lawn and garden supplies, sprinkler/irrigation parts, power tools, fencing, welding and pump supplies, riding mowers and more.