

Deer Creek Village will be one of Petaluma's premiere mixed-use centers boasting a unique combination of shopping, dining, fitness, and recreational opportunities within a lifestyle development also incorporating medical offices and pharmaceutical services.

Deer Creek's amenities will include first class architectural and landscape designs, rest and exercise stations, and walking and jogging trails that meander along the restored and preserved Deer Creek wetland. Additionally, outdoor dining and seating areas will be situated adjacent to the newly restored creek.

Along with the exceptional design, many green features and quality mix of uses, Deer Creek Village's construction and operation will generate hundreds of new employment opportunities and contribute substantially to the funding of local public services.

**We encourage the community to visit [www.deercreekproject.com](http://www.deercreekproject.com) to participate in an online survey and to review developing project news and job opportunities as they become available.**

## Project Details

**Merlone Geier Partners (MGP)**, a private investment firm, is pleased to introduce Deer Creek Village. MGP is a recognized leader in the development of high quality neighborhood and community shopping centers that enhance local shopping and job opportunities.

Deer Creek Village is a mixed-use infill development located at the southwest corner of the intersection of Rainier Avenue and McDowell Boulevard adjacent to Highway 101. The project, consistent with the city's general plan, will include approximately 315,000 square feet of mixed-use space and approximately 6 acres of open space, wetlands, and trails.

A home improvement store would serve as the shopping center's anchor tenant. In conjunction with input from the community, MGP is working to develop an enticing mix of tenants and uses which will create a vibrant shopping, dining and lifestyle center. In addition to a home improvement store, Deer Creek Village will likely include restaurants, coffee shops, a bank, a pharmacy, medical office space, apparel, home goods and electronics retailers as well as shop space ideal for local Petaluma businesses.

As part of the planning process, the City of Petaluma will review the project's architectural and landscape designs. Building plans should be completed by Summer 2012, which will allow new employers to open for business in 2013.





## Architectural and Landscaping Designs

Deer Creek Village has undergone a new and exciting design transformation in response to public comments since Merlone Geier Partners (MGP) acquired the property from Downey Savings and Loan (DSL). Through a new and distinct village main street theme – including shops, restaurants, outdoor seating and pedestrian interconnectivity between the buildings and along Deer Creek – the project will provide a strong sense of place for the surrounding community.

The vision for the Deer Creek Village in Petaluma is that of a 'City in the Country' combining aspects of the rich craftsman based community of Petaluma and the artisan features of the wine country of Sonoma County. To reflect this image Deer Creek Village takes on a craftsman architectural style responding to the influences of the region. The project design – through its use of traditional gable and hip roof forms, natural wood and stone materials, and earth tones with accent colors – evokes a contemporary interpretation of craftsman styles.



The landscape design incorporates outdoor gathering spaces and pedestrian oriented amenities which reinforce the 'sense of place' for the community. Landscaped and hard-scaped outdoor dining patios and gathering spaces provide opportunities for neighbors to meet and interact. Pedestrian access along McDowell and walkways with landscape and lighting elements provide for relaxed walkability between the village buildings along the project's main street. In addition to the restoration and landscape enhancement of the Deer Creek wetland area, pedestrian bridges, walking and bike trails, as well as resting and exercising stations provide additional amenities for the enjoyment of both the patrons and community.

Additional renderings and site plan are available on our website at [www.deercreekproject.com](http://www.deercreekproject.com).



## Job Opportunities and Protecting Public Services

Construction of Deer Creek Village will create more than 300 construction jobs during its 12- to 18-month construction timeline. Upon completion, it is estimated that the mixed-use center will produce more than 500 permanent new jobs.

In addition to creating new jobs, Deer Creek Village is expected to generate nearly \$1 million annually in new sales and property tax revenue to the city, which can be used to support critical public services such as schools, roads, parks, fire and police services, and neighborhood improvements. Moreover, the project will also mean millions of dollars in development-related fees for the City of Petaluma. The City will not contribute financially to the construction of the project, and all development fees and tax revenue will be 100% net to the City. This revenue is critical to the City of Petaluma and its ability to maintain the high quality of life its residents are accustomed to. The revenue stream generated by Deer Creek Village is of unprecedented importance at a time when the City of Petaluma faces dire financial straits.



One aspect driving the City of Petaluma's financial woes is related to sales tax leakage. Due to a growing population that is demanding greater shopping opportunities, the City of Petaluma is losing over \$197 million a year in taxable sales revenue. This "sales tax leakage" was revealed in a 2004 [economic study](#) commissioned by the City of Petaluma. The study found that local residents purchase some 53% of goods and services in neighboring communities. This level of leakage is a strong economic indicator that the community is not only supporting existing businesses, but demands even more choices. Deer Creek Village will dramatically improve the City of Petaluma's ability to capture this lost sales tax revenue. The Fiscal and Economic Impact Analysis (FEIA), a document prepared by an independent consulting firm in conjunction with the City, found that Deer Creek Village would achieve an estimated \$82.7 million annually in new retail sales. As a result, the analysis concluded that Deer Creek Village will have "a relatively significant positive impact on the City's overall fiscal position."

The recapture of millions of dollars in lost tax revenue will empower city leaders to fully fund public services that protect the quality of life in Petaluma.



## Restoring the Creek and Wetlands and Putting Green Practices to Work

Deer Creek Village aims to be sustainable, innovative and of long-term benefit to the City of Petaluma. The project will incorporate an array of green building materials and management practices.



Among the most important sustainable features of the project will be the preservation and restoration of Deer Creek as it meanders through the project area. The project will restore and enhance Deer Creek by improving water quality, flow and drainage within the wetland and feature the area as a project amenity. Off-street pedestrian walking and bike trails as well as outdoor seat-

ing and dining areas are planned to be situated adjacent to the restored wetland area. The project will also feature multiple outdoor public plaza areas for residents of Petaluma and patrons of Deer Creek Village to use and enjoy.

Other green measures will include storm-water treatment and filtration, low intensity/energy efficient lighting, preferred car-pool and hybrid parking. The project will incorporate hundreds of drought tolerant trees, plants and shrubs with smart irrigation controllers to reduce project water requirements while simultaneously providing natural canopy shading to the project area. Water usage will also be minimized with low-flow lavatory faucets, toilets and urinals.

Roofing systems with high Solar Reflectance Index (SRI) and high R-value ceiling and wall insulation will be incorporated in the project in order to reduce cooling costs and energy requirements. The aforementioned natural canopy shading



## Security Features

and the insulation measures will serve to reduce heat island effects at the project. The project will also use recycled building construction materials when possible and tenants will be required to recycle waste. Bike racks and covered bike storage areas will be provided in conjunction with the pedestrian oriented design in an effort to reduce dependency on the automobile.

The use of solar panels and skylights is also being explored at this time. With the incorporation of the foregoing sustainable practices, Deer Creek Village will not only meet Title 24 standards but exceed them.

The developer, MGP, will work with tenants and city law enforcement to evaluate the project's security needs to formulate a comprehensive security plan for the retail center. In addition, tenants would be responsible for in store security measures.

## Transportation and Traffic Mitigation

Deer Creek Village will be designed to minimize traffic impacts on neighboring homes and existing businesses. In fact, the project will not contribute to any audible increase in noise levels for the neighborhood to the immediate east of the project site. The project and its buildings will create a sound barrier between those residences and the noise generated by traffic on Highway 101.

Deer Creek Village incorporates pedestrian oriented design principles via the incorporation of bike and pedestrian paths, bicycle storage and other measures in an effort to reduce dependency on the automobile at the project. These features will also serve to provide additional accessibility to hospital patients and local senior citizens. In addition, Deer Creek Village will include a new bus stop and preferred parking for low-emission, fuel efficient vehicles.

So as not to disturb local homeowners, loading docks for the larger stores have been located at the rear of their buildings adjacent to Highway 101. Delivery ingress and egress will be designed to efficiently move trucks through the project promoting quick and timely deliveries and minimal impact to the project's traffic patterns.

## Community Support

As the community learns more about Deer Creek Village's plan to enhance local shopping experiences and its unique lifestyle features such as its open space and trails, support grows. MGP has already participated in several community meetings in order to meet future neighbors and to solicit public support. We have also created a website intended to introduce the community to the benefits of the project and to solicit your input.

Visit [www.deercreekproject.com](http://www.deercreekproject.com) to learn more.

