



City of Sonoma

COMMISSION APPLICATION

CA-17-15

Received Date: November 3, 2017

Application Type: Planning Commission

NAME: Kelso Barnett
ADDRESS: 328 First Street East, Sonoma, CA, 95476
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EMAIL ADDRESS: kelsogbarnett@gmail.com

LENGTH OF RESIDENCY: 25+ years (cumulative) **REGISTERED VOTER:** Yes

EMPLOYER: Quartus Investments, LLC (President)

EMPLOYMENT STATUS: Employed

REASON FOR APPLYING: The multi-year process of updating the General Plan will begin in 2018. This will coincide with the decision to renew (or let expire) the Urban Growth Boundary in 2020. These are critically important land use policy decisions that will set forth our town's "rules of the road" for the next 15-20 years. If good stewardship of Sonoma is to continue, our city must carefully approach, evaluate, and make the right decisions.

I am applying for a seat on the Planning Commission because I believe my land-use experience and local historical context will offer valuable insight to the Planning Commission during this important period in our city's history.

EDUCATIONAL BACKGROUND: University of Southern California, Los Angeles, CA

- Marshall School of Business
- Degree: MBA (Master of Business Administration), 2013

University of Southern California, Los Angeles, CA

- Price School of Public Policy
- Degree: MRED (Master of Real Estate Development), 2013

University of California, Berkeley

- College of Letters & Sciences
- Degree: Bachelor of Arts, 2004
- Double-Major: Political Science & History

OTHER RELEVANT EXPERIENCE: Professional experience in real estate development

- Market, economic, and financial analysis - all real estate product types
- Project Management

Urban Planning courses taken at Berkeley as well as a planning component of the MRED degree at USC

ULI Boston "UrbanPlan" instructor

- Classroom-based curriculum in which high school students learn about the fundamental forces that affect development in the US.
- Brings together disciplines such as economics, city government, real estate and urban planning and helps students consider the myriad of complex decisions that shape our built environment.

Member of USC team that won the "Silver Shovel" / 2012 NAIOP "Real Estate Challenge"

- Helped create winning project in response to a specific Los Angeles development scenario

Served on city commission since 2010 and am well versed with local planning process. Highlights of time on Design Review & Historical Preservation Commission include:

- Downtown Design Guidelines
- Portable Free-Standing Sign Regulations
- Revised and Updated Sign Ordinance
- Certified Local Government / Historic Preservation
- Starting the "Demolition by Neglect" discussion
- Saving Maysonave Cottage

Attended 2016 Planning Commissioner Conference at Sonoma State University

Licensed California Real Estate Broker

COMMUNITY INVOLVEMENT:

- Parishioner, St. Francis Solano Catholic Church
- Own "sonomastrong.org" and have been involved in fire relief efforts.

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying? If so, how many?

Yes. I've attended many meetings since the late 1990s. I've also watched meetings on SVTV-27. It is impossible to count how many.

What is your understanding of the role and responsibility of this Commission?

The role of the Planning Commission is to create, revise, interpret, and implement land use policy in the City of Sonoma. It is the responsibility of the Planning Commission to give both the applicant and the public a full and fair hearing.

Another responsibility of the Planning Commission is the role it plays in the update of the city's General Plan. In addition, the commission holds monthly hearings on various land-use applications, ranging from new developments to variance requests.

It is the Planning Commission's responsibility to always weigh the rights and requests of property owners with

the views of neighbors and the general community, and ultimately determine what is best for Sonoma. It's a delicate balance best struck by using the General Plan as a guide and the Development Code as the rulebook. It is also the responsibility of the Planning Commission to be consistent in their interpretation and application of the General Plan and Development Code.

What would be your goal(s) as a Commissioner?

My primary goal as a planning commissioner is to be a good steward of Sonoma and leave for future generations the historic, well-planned, sustainable, and innovative community we enjoy today.

Development pressures will intensify over the next decade and will determine the Sonoma we'll leave for the next generation. The interests of residents, property owners, business owners, visitors and the constraints of a city with limited land do not always align.

Navigating these waters and helping to leave a special city like the one we inherited will be my guiding principle and primary goal.

What do you feel you could contribute to see these goals realized?

I can contribute both experience and context to the Planning Commission. Both are important as we consider new projects and craft an updated General Plan.

Experience: My background in real estate development gives important experience as I consider new projects. In addition, I've spent time in areas known for good planning (San Francisco & Boston) and areas known for poor planning (Los Angeles & Orange County). I have been exposed to what works and what doesn't. I also have significant local experience from serving on the Design Review Commission. This has given me exposure to our local planning process and planning department and will ensure a smooth transition.

Context: I was born here, raised here, and have lived here for most of my life. I rarely miss a Fourth of July parade. I remember projects that turned out well along with those that did not. I know the local stakeholders and what is important to them. Fresh voices and outside perspectives are important to keep a town vibrant, but so are voices that know how we got here. This is an important balance and should be represented in our next General Plan.

These contributions will combine to ensure my goals, as well as the goals of the commission, are met.

Have you previously served, or do you currently serve, on a Sonoma Commission or Committee? If yes, which one(s) and for what period of time?

Design Review & Historic Preservation Commission: (Alternate: 7/10-2/11, Commissioner: 2/11-Present, Chair: 7/14-12/15) & City Council Formula Retail Ad-Hoc Committee (2011-2012)

SUPPLEMENTAL QUESTIONS:

If appointed, you will be required to fill out a disclosure statement, which identifies certain details of your financial interests beginning with the immediate twelve-month period prior to your appointment and annually on or before April 1 of each year thereafter. Please confirm that you have read Fair Political Practices Commission (FPPC) Form 700 Reference Pamphlet and the City's Conflict of Interest Code agree to file the required FPPC Form 700 Statements of Economic Interest, as required by the Political Reform Act and/or the City's Conflict of Interest Code.

I AGREE

Do you own property in the City of Sonoma? Yes

If yes, please list the address(es):

328 First Street East, Sonoma, CA 95476

Do you rent property in the City of Sonoma? No

Please identify any organizations, associations, corporations, or entities by which you are employed or with which you are associated that might be affected by decisions of one or more of the Commissions, and the positions you hold in these entities.

I currently serve as Treasurer of the North of the Mission Neighborhood Association.

I was involved with "Protect Sonoma" an ad-hoc committee of the North of the Mission Neighborhood Association as I opposed the proposed "FSE Project." I am no longer involved since the FSE Project has been dropped and is in the process of being significantly redesigned. Since the FSE Project is within 500-feet of my property, I would never be able to participate in the decision-making of that project and would have to recuse. As I was on the Design Review & Historic Preservation Commission during this process, I secured an FPPC letter, which lays out what I have the right to do, and what I am not allowed to do. I have respected these guidelines.

My employer, Quartus Investments, LLC, currently has no investments in the City of Sonoma. It does lease an office at 581A First Street West.

Do you have a defined idea about, or have you taken a public stance on, any current or pending projects in the City? If yes, please explain (This includes social media, speaking to a Commission or the Council, letters to the editor, signed a petition etc.)

I do not have a defined idea or have taken a public stance on any current or pending project in the City.

I have offered opinions on the below, which I am including in the interest of full disclosure:

FSE PROJECT

- As mentioned above, I took a public stance in opposition to the FSE Project. My objections to the project were focused on what I viewed to be inconsistencies with the project and the development code for the Northeast Planning Area. It had nothing to do with the merits of mixed-use development or the type of uses proposed; in fact, I think the project would have been a good project at another location. Since the developers have said they are overhauling the project, I do not consider the FSE Project to be "current and/or pending." Regardless, I will have to recuse myself from participating in that project due to the fact it is within 500-feet of my property.

CANNABIS PETITION

- I signed a petition distributed by the Sonoma Valley Cannabis Group on the 4th of July. While I don't remember the details, I believe the petition called for the availability of medical cannabis in the Sonoma Valley. These are policy decisions decided at the City Council level. To the extent the planning commission is involved, I would keep an open mind and apply codified city cannabis policy (if any) in an impartial manner.

Is there anything else you would like us to consider when reviewing your application?

No.

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which

I have submitted this application.

I AGREE

Kelso Grant Barnett IV

November 3, 2017

KELSO G. BARNETT

328 First Street East • Sonoma, CA 95476 • 707.758.3805 • kelso@quartusinvestments.com

EXPERIENCE

Quartus Investments, LLC

President

Sonoma, CA

2014-Present

Boutique investment firm specializing in real estate development and start-up ventures

- Focus on acquisition of value-add and adaptive reuse assets, prioritizing mixed-use and multi-family
- Create new development opportunities as well as execute on internally generated opportunities
- Responsible for all aspects of each project, including due diligence, raising capital, financial and operational strategy, business development, active management, consulting services and land-use entitlements
- Licensed California Real Estate Broker DRE #02031141

Foothill Partners, Inc.

Project Manager, Station One Sonoma

Sonoma, CA

2010-2011

Responsible for planning and entitlement aspects of a proposed 10,000 square foot commercial redevelopment

- Worked directly with the City Council and Planning Commission to balance their goals and needs with those of Foothill, neighbors and the League for Historic Preservation; project not built due to end of redevelopment

The Concord Group

Engagement Manager

San Francisco, CA, Boston, MA & Newport Beach, CA

2006-2010

Provided in-depth market analysis and strategic recommendations for all types of real estate land-uses around the country

- *Research and Quantitative Analysis:* researched and modeled projections for macro-level market trends including economic, demographic, and construction. Conducted field research including site visits, meetings with planning officials, and interviews with local sales teams.
- *Project Management:* Directed three-person teams to work on development projects worth many millions in market value. Originated deals, set project scope, coordinated multiple deadlines, and presented results to client
- *Strategy & Design:* Created optimal product programs to drive absorption and maximize project values for master-planned communities, high-density urban infill developments, independent/assisted living and mixed-use projects
- *Advised:* Homebuilders, land developers, financial institutions and public agencies.
- *Clients:* Goldman Sachs, Credit Suisse, LNR Urban, Morgan Stanley, SunCal Companies, The Irvine Co.

Hueter & Associates

Associate

San Francisco, CA

2004-2006

Planned and coordinated all aspects of political fund-raising events ranging in size from twenty to 1,200 people

- Solicited donors, designed invitations, booked venues, arranged seating charts, planned event programs, and coordinated fund-raising goals and techniques with clients
- Held events with high profile federal and state elected officials (First Lady Laura Bush, Gov. Schwarzenegger)

EDUCATION

University of Southern California

Master of Business Administration, Marshall School of Business

Los Angeles, CA

May 2013

- Dean's List

- Activities: Graduate Real Estate Association, MBA Ambassador, Challenge For Charity

Master of Real Estate Development, Price School of Public Policy

May 2013

- NAIOP "Real Estate Challenge 2012" - member of championship team

University of California, Berkeley

Bachelor of Arts, Double Major in Political Science & History

Berkeley, CA

December 2004

ADDITIONAL INFORMATION

- Member, City of Sonoma Design Review Commission (Commissioner 2010-present, Chair 2014-2015)
- Member, City of Sonoma Ad-Hoc Formula Retail Committee (2011-2012)
- Interests: Travel, Baseball, Land-Use, Current Events, History, Craft Beer