



## City of Sonoma

### COMMISSION APPLICATION

Received Date: October 29, 2017

Application Type: Planning Commission

**NAME:** Martin Zurauskas

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**EMAIL ADDRESS:** mzurauskas@nassal.com

**LENGTH OF RESIDENCY:** 5.5 years **REGISTERED VOTER:** Yes

**EMPLOYER:** The Nassal Company, Senior Vice President

**EMPLOYMENT STATUS:** Employed

**REASON FOR APPLYING:** I moved to Sonoma with my family from Los Angeles in 2012 and I am proud to call Sonoma my home. Although I live just outside City limits, my daily life is integrally entwined with Sonoma and I feel a great affinity with the characteristics that make it precious and unique. As a real estate development professional, I find myself looking at and experiencing Sonoma through the lens of both professional and resident, constantly asking myself how the City could be made better, how the balance between past and future can be achieved, how those tensions can be resolved. My reasons for applying to serve on the commission are based on a desire to serve the community I now call home, to bring my expertise to the benefit of the future of Sonoma.

**EDUCATIONAL BACKGROUND:** Attended University of Adelaide, South Australia between 1980 and 1984. Awarded the Degree of Bachelor of Architecture First Class Honors. Received the Royal Australian Institute of Architects Prize for Design in the year of graduation.

**OTHER RELEVANT EXPERIENCE:** I have 30+ years experience with real estate development and design, within the US and internationally, on multiple project typologies. Many of the projects have complex entitlement conditions / processes. The early part of my career involved projects with significant historical buildings / districts. I am frequently involved in community outreach and complex public consultations and agency reviews as part of the planning process. My real estate development experience also gives me insight into the key ingredients for feasible / sustainable development.

**COMMUNITY INVOLVEMENT:** None.

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**GENERAL QUESTIONS:**

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

No.

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

My understanding of the Planning Commission is as follows:

With the benefit of staff reports / inputs to review and vote upon the planning framework and zoning control measures as recommendations for adoption by the Council of the City of Sonoma

With the benefit of staff reports / inputs to review and vote upon individual applications (covering zoning, use permits, site plans etc)

In certain instances facilitate / participate in community engagement

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

My goals as a Commissioner would be as follows:

One of my primary goals as a Commissioner will be to leverage my professional experience to help evaluate proposals for the best long-term outcomes for the City of Sonoma. Specifically, to ensure that the delicate balance between the history and environment is maintained while responsible development is permitted to meet the current and future needs. The City of Sonoma is attractive to residents and visitors for reasons of its history, environment, architecture and key industries. In the time I have lived within the City confines and now on its eastern edge, I have experienced first-hand the pressures of development and the impacts both positive and negative of that development. One of my primary goals as a Commissioner will be to leverage my professional experience to help evaluate proposals for the best long-term outcomes for the City of Sonoma. Specifically, to ensure that the delicate balance between the

To maintain an open mind to new ideas, to the voice of the community and their concerns, and to leverage my professional skills to help all stakeholders in the planning process to find solutions to the matters placed before the Commission.

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

I would contribute to these goals as follows:

Committing my time to ensure I studied the requisite materials thoroughly so as to be prepared to actively engage in meetings as required.

Leveraging my professional expertise and broad knowledge of development issues through my ongoing membership of the Urban Land Institute

**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?**

No.

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**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):**

821 2nd St W, Sonoma CA 95476

**Do you rent property in the City of Sonoma? Yes**

If yes, is it a month-to-month lease? No

If no, please list the address(es):

821 2nd St W, Sonoma CA 95476

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.

None.

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.)

No.

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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

\_\_\_\_\_  
Martin James Zurauskas

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October 29, 2017

# Martin Zurauskas B. Arch Hons

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## Global Real Estate Development Executive

*Strategic and results focused development executive primarily focused on leisure and entertainment with 30+ years of experience in US, Asia, Europe and the Middle East. A discerning eye for design married with a razor-sharp sense for business has guided the delivery of major and complex capital projects both as principal of an international consulting firm and within a global corporation.*

### **Professional Focus**

Owner's Representative  
Development Management  
Project / Program Management  
Management Consultant / Advisor  
Integrated Feasibility Analysis  
Master Planning

### **Management Proficiency**

International Consulting  
Consulting Operations  
Business Development  
Start-Up Operations  
Contract Negotiations & Legal  
C-Suite Presentations

### **Sector Expertise**

Leisure & Hospitality  
Integrated Resorts  
Entertainment-Retail  
Theme Parks  
Brand Licensing  
New Concept Development

## Professional Experience

### **Senior Vice President, The Nassal Company, Los Angeles CA 2014 - present**

*Leads the project management consultancy division of world's leading fabricator of themed environments*

Approached by Nassal in 2014 to establish a new services division within the company to spearhead international project development, program, cost and construction management for integrated resorts, theme parks, resorts, zoos and aquaria, hotel and retail development.

### **Business Development**

- ❖ Manage P&L for the division and oversee ongoing projects in Canada, China, Korea, London, Middle East and the USA. Projects include Integrated Resorts, Mixed Use, Hotel, Cultural Attractions, Theme Parks / Water Parks

### **Project Development**

- ❖ Leading project formation of each project, focusing on team assembly, project structure, IP acquisition and negotiations, entitlements, business planning and feasibility with integration of creative vision and capital cost
- ❖ Develop strong stakeholder relationships as the platform for successful project. Leverage extensive real estate, design and operations competencies to lead teams and guide clients to develop clear and achievable project visions and goals.

### **President, Chimera, Los Angeles CA 2002 - 2014**

*International project development & design consultancy headquartered in Los Angeles*

Founded the company in 2002 as a provider of turnkey creative, design and management services for destination leisure and entertainment projects.

### **Business Development & Results**

- ❖ Lead business development and secured commissions with Coca-Cola, Dubai Holding, Kidzania, Marvel Studios, Mass Transit Railway Corp, MGM, Ocean Park, The Lego Company, Turner Broadcasting, Singapore Technologies, TDIC (Abu Dhabi).
- ❖ Prime consultant for Marvel Dubailand and jointly participated with McKinsey & Co and Deloitte in a strategic review of Dubai Holdings projects.

### **International Project Development**

- ❖ Successfully delivered projects in Abu Dhabi, China, Dubai, England, Denmark, Germany, Hong Kong, Jordan, Korea, Russia, Singapore and the US.

- ❖ Undertook hotel resorts, theme parks, mixed use, retail, attractions, museums, cultural, brand development and media production commissions.
- ❖ Delivered services included location search, feasibility and market study, real estate strategies, brand development, program development, concept and detailed design, project management and owner representation.

**Vice President Project Development, The Lego Company, Carlsbad CA and Windsor UK 1996 – 2001**

*\$4B global children's toy manufacturer, retailer, entertainment and media company.*

Established and managed department responsible for global turn key real estate, feasibility, design and development of LEGOLAND Parks and Brand Retail Stores.

- ❖ Reversed project cost and budget over runs at LEGOLAND California and delivered the park on time and on budget.
- ❖ Delivered LEGOLAND Germany one year ahead of schedule and 5% under budget. Successfully re-engineered the LEGOLAND product to deliver 30% greater guest capacity with only 5% additional capital.
- ❖ Fast tracked design and construction of new generation LEGO Stores in Downtown Disney and Chicago. Implemented expansion projects within operating parks in England, Denmark and California.
- ❖ Managed location search and feasibility research for new markets in Asia and Europe.
- ❖ Other positions held during this period include Director of Design & Construction, Senior Director of Project Development.

**Project Manager, Wimberly Allison Tong & Goo, London UK 1994 – 1995**

*World's leading design consultant for hospitality, leisure and entertainment destinations.*

Managed an onsite team of 60+ multi-disciplinary consultants, interfacing with LEGO management and external construction manager. Reporting directly to LEGO Management with a mandate to bring control to the project program, arrest design delays, mitigate change impacts and construction cost over runs in a project running 50% over budget and trending months later than projected opening.

Lead comprehensive scope, value engineering and quality reviews to develop corrective design and procurement schedule. Contributions were key in recovering time delays and mitigating out turn cost impacts.

**Projects Director, Falla Associates Architects, London England 1989 - 1994**

Managing Architect of a staff of 40+ architects and implemented internal project management and quality management procedures. Project workload included commercial, mixed use, and residential, historic buildings, urban planning from entitlements through to construction in the UK.

**Ronald Ward & Partners, London England 1985 - 1994**

Held various positions from Project Architect through to Associate Partner. Worked on office, retail and residential projects primarily in Central London.

## Education

*University of Adelaide, South Australia — Bachelor of Architecture (Honors, First Class)*

## Additional Information

*Member of Urban Land Institute and the ULI Entertainment Development Council, International Association of Amusement Parks and Attractions, Themed Entertainment Organization*