



HEALDSBURG  
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**Healdsburg Chamber | Stay Healdsburg**  
217 Healdsburg Avenue, Healdsburg, CA 95448  
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Healdsburg Planning Commission

Phil Luks, Chair

401 Grove Street

Healdsburg, CA 95448

Re: HH Residence Hotel

The Healdsburg Chamber of Commerce represents over 450 businesses and their employees. The mission of the Healdsburg Chamber of Commerce is to develop and promote a robust, diverse, thriving economy and support those unique qualities that are necessary for business, and make Healdsburg a special place in which to work, live and visit.

As our town continues to grow, new proposals and additions to Healdsburg Avenue have the potential to allow our walkable, vibrant community to grow for the better, not just for growth's sake. Starting in 2001, with the opening of Hotel Healdsburg, Piazza Hospitality Group has shown time and again they are committed to Healdsburg – its local economy, its brand, and creating a high quality built environment for residents and visitors alike along Healdsburg Avenue.

Piazza's predecessor projects – Hotel Healdsburg, H2 and Harmon Guest House, have shown innovation, outstanding attention to the public realm, and creative interpretation and compliance with the City's often archaic codes. Piazza's projects are thoughtful and inspired in design, eschewing formulaic or stylized interpretations of who the town thinks they should be, instead creating unique expressions of who we can become.

Aside from great design, the project before you tonight assist us with an important role in the economic development of Healdsburg Avenue. Currently, businesses north of North Street suffer from what urban planners call the 'broken teeth' syndrome. Large gaps in the blockface that dissuade pedestrians from migrating further up the block because it appears there is nothing to see. HH Residence Hotel proposed new, smaller format retail spaces that will help activate the sidewalk and provide opportunities for small



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business owners to flourish. Similar to how H2 and Harmon Guest House helped catalyze the regeneration of Healdsburg Avenue south of the Plaza, HH Residence Hotel can be a new catalyst for the north end of town. Improved pedestrian activity in this block will enhance economic vitality north of North, not to mention providing new tax dollars that will continue to fund our town's ambitious quality of life programs.

While there will be consternation over certain design details, the Healdsburg Chamber of Commerce urges the Commission to recognize this project – and the long standing contributions by Piazza Hospitality – with a clean and rapid approval, so this keystone project can get underway.

Please feel free to contact me with any questions.

Many Thanks,

Tallia Hart

CEO Healdsburg Chamber of Commerce

Board Chair

Maggie Curry

Jackson Family Wines