

Monday, August 28, 2006

## Environmental vision emerging at ex-Agilent site

BY LORALEE STEVENS  
STAFF REPORTER

ROHNERT PARK – Coddling Enterprise's vision of a showplace green live-work community is coming into focus as the developer unveils its first major marketing push that includes a teaser billboard campaign on Highway 101.



Sonoma  
Mountain  
Village logo

All the components that go into what the long-time North Bay developer is billing as the urban model of the future at the sprawling former Agilent Technologies site off Petaluma Hill Road are moving rapidly into place, including a high-tech business incubator, multi-story housing and energy-efficient business park, all put together by the latest in sustainable building practices.

Even a brand new executive position has been created to make sure every aspect of the project is as green as ever the state has seen, with environmental building consultant Geof Syphers being named "chief sustainability officer."

Retired Agilent Vice President Jerry Gladstone has been tapped to head up the Sonoma Mountain Business Cluster incubator, for which 70,000 square feet of office space has been fitted with many small offices. Mr. Gladstone expects a groundbreaking in September.

The nonprofit incubator will house early stage medical-device developers and startups with conservation products or technologies. It'll be funded by rents, grants from federal and state agencies and local sponsors. Coddling Enterprises, Summit State Bank and

Exchange Bank are initial sponsors and tech companies such as Agilent Technologies are expected to play a major role.

Next week, Coddling Investments President and CEO Brad Baker will go before the city of Rohnert Park with plans to tear down and replace the facades of the empty office buildings, giving them a sleek new look in keeping with the overall vision for the pioneering community. Richard Pope, founder and CEO of St. James Properties in Marin, has been named project manager.

In addition, construction is set to begin on a \$7.5 million, one-megawatt solar installation, enough to supply energy for 1,000 homes.

When complete, Sonoma Mountain Village will include 1,900 living units and 165,000 square feet of business space. Mr. Baker says a dozen leases have been signed already.

Meanwhile, commuters on Highway 101 are being teased by an advertising campaign designed by Gauger & Associates of San Francisco, promising that something entirely new is springing up in Sonoma County.

Gauger PR coordinator Elaine Radovolsky said the six-stage billboard campaign slated to be completed in October is an unusual one, "but the community itself is so completely different, it seems an appropriate way to introduce it."

The stages of the campaign include versions of the billboard with the project's logo and the words "different by nature," "earth friendly," "people friendly" and "business friendly."

With Sonoma Mountain Village, Coddling Enterprises has much bigger plans than just reopening a former office and manufacturing complex. The project is an experiment in a new type of green development that is both profitable for developers and breaks new ground in environmental friendliness.

"If it's as successful as we hope, we'll take the concept national," said Sustainability Officer Mr. Syphers.

"It's becoming very hard for developers to make a profit building in traditional ways. But complying with regulations governing the use of water and energy doesn't need to eat into profits," he said. "Conservation and clean energy production can not only save building costs, you can leverage them to sell the properties."

He'll guide all phases of construction and reconstruction to exceed the gold standard established by the U.S. Green Building Council and state mandates, using up to 50 percent less water, 40 percent less energy and environmentally safe construction materials.

"We plan to recycle 95 percent of construction waste, which constitutes nearly a third of all solid waste in landfills.

"For example, when we tear up the existing streets, we'll crush the material ourselves and use it as a base for the new streets," said Mr. Syphers.

"Our goal is to find the intersection between environmental responsibility and profitability. That's the future of the development industry.

"Coddling has always been a pioneering developer. This is the logical new frontier," he said.

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North Bay Business Journal  
5464 Skylane Blvd., Suite B  
Santa Rosa, CA 95403  
Phone: 707-579-2900  
Fax: 707-579-0188*