



Sonoma Mountain Village Town Square
Below: Brad Baker, president and CEO

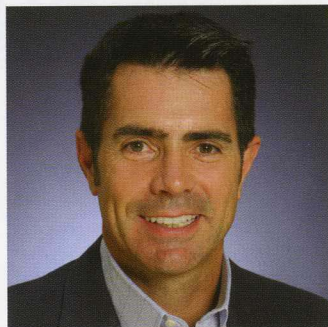
CODDING ENTERPRISES

Building the future with sustainable technology and groundbreaking innovation

BY CHRISTOPHER CUSSAT

Some companies have a long history of constantly pushing the envelope and producing innovative, groundbreaking work. This is an apt description of the diverse life and revolutionary contributions of Coddling Enterprises.

Hugh Coddling began building homes in Santa Rosa, California, and founded the



company prior to World War II. After enlisting in the Navy, Hugh learned how to build larger projects such as hospitals and airports. Upon returning home, he became one of the first developers to design and build what is now the modern mall.

Coddling has combined its long-established residential and commercial construction experience with decades of property management to initiate its largest project to date: Sonoma Mountain Village (SOMO), a “deeply sustainable mixed-use community.”

Brad Baker, president and CEO, explains, “I would currently describe Coddling Enterprises as a holding company with investments in basically five principle areas: retail, our mixed-use community (which we call SOMO Living), commercial

construction, steel framing, as well as investments in other sustainable industries like clean-tech.”

From this impressive list of company specialties, the most unique is clearly SOMO, which is presently the focus of Coddling’s operations. Baker notes, “After Hugh’s granddaughter, Lisa Coddling, became our chief operating officer, together we decided to get back into the development business and we wanted to pick a field where we thought Coddling could be an industry leader—so we seized upon this idea of developing what we refer to as mixed-use deeply sustainable communities.”

According to Baker, a mixed-use community is a place where you can live, work, and recreate all within easy walking

AT A GLANCE

LOCATION:
ROHNERT PARK, CA

AREA OF SPECIALTY:
DEVELOPMENT/INVESTMENT IN RETAIL SHOPPING CENTERS AND OTHER COMMERCIAL REAL ESTATE

ANNUAL SALES:
\$27 MILLION

EMPLOYEES:
100

EMPLOYEE GROWTH IN LAST YEAR:
7–8% INCREASE

MAP KEY

- A. Sonoma Mountain Village business cluster
- B. Coddling Enterprises and mixed-use building
- C. Office-lined parking garage w/ green roof
- D. The Square
- E. Existing wetlands
- F. Hotel
- G. Civic building
- H. Police/fire station
- I. Championship all-weather soccer field

Sonoma Mountain Village

The Square at Sonoma Mountain Village is being developed to include something for everyone. Features include a daily local farmers' market, bookstore, pub and wine bar, movie theater, and One Planet Living Center—to name a few.

SOMO Village's green spaces include over 25 acres of parks, miles of running and walking trails, soccer fields and dog parks.

Homes—of all styles and income levels—will all be located within one-half mile of The Square. These homes will be a mixture of apartments, condominiums, single-family homes, town homes, lofts, flats, and luxury homes, all featuring full amenities and energy-saving designs.

Each neighborhood also has its own park—located within a two-minute walk of each home.

NOTABLE FEATURES:

- Located 40 miles north of San Francisco in Rohnert Park, California
- 200-acre, \$1 billion-dollar, mixed-use community
- Creation of 1,900 new homes and 3,000 new jobs for a profitable and responsible future
- 500,000 square feet of commercial, retail, and office space
- Electrical-vehicle charging stations and both bike and car-sharing programs
- Extensive use of recycled building materials
- Self-contained, pedestrian-friendly lifestyle including local daily farmers' market





Architectural renderings come to life within this adaptive reuse of existing buildings at Sonoma Mountain Village.

distance from those different activities. “It kind of harkens back to the way communities were built prior to the 1930s or 1940s, where they were basically built more for pedestrians as opposed to automobiles—it’s a simpler and higher-quality life.”

At its completion in 2020, SOMO will be a community with about 5,000 residents. Comprised of approximately 2,000 homes, it will also have 750,000 square feet of commercial property, including office, light industrial, and retail space. Baker adds, “We are in the final stages of the project’s entitlement process—this is really where we see our future.” SOMO is designed with an urban feel, and it includes a town square, parks, recreation areas, main street shops, and daily services, all within a five-minute walk of every home.

What may be even more unique than the SOMO project is how Coddling is structured to maximize its operational cost,

efficiency, and success. Geof Syphers, Coddling’s chief sustainability officer, explains how the company will find and/or create whatever is needed to accomplish its development projects exactly the way it envisions. “Where we run into a lack of services or products that are necessary to create our sustainable community, we then either invest in a company that already exists to help them complete their development process, or we create our own company to provide it.”

Syphers describes three of these Coddling-founded, symbiotic businesses as “Brad’s brainchildren”:

- Community Fuels is a bio-diesel company capable of producing fuel from a wide variety of feedstocks—it is now the largest bio-diesel company in California.
- Sustainable Resource Small Business Incubator is on the site of SOMO and has 27 start-up companies.
- Coddling Steel Frame Solutions makes

“We thought Coddling could be an industry leader... developing what we call mixed-use, deeply sustainable communities.”

Brad Baker, President & CEO

panelized framing out of recycled steel—it runs entirely on solar power and produces no garbage.

Baker plans on using these examples of innovative strategy, advanced technology, and creative thinking, to continue advancing the growth and success of Coddling, which has simultaneously kept one step ahead of its growing pool of competitors. “We want to maintain our strong leadership position, which is why we are constantly pushing the envelope in this segment of the industry.” ABQ