Visioning Phase Community Input

Preliminary Synthesis for GPAC Review

November 11, 2021

CITY OF PETALUMA
GENERAL PLAN UPDATE

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Table of Contents

CITY OF PETALUMA
GENERAL PLAN UPDATE

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CITY OF PETALUMA
GENERAL PLAN UPDATE

Introduction

This preliminary synthesis of community input during the Visioning Phase of the General Plan Update was prepared for the November 18, 2021, General Plan Advisory Committee (GPAC) meeting. The **purpose is to summarize hundreds of comments from community members in an organized, accessible format**. Based on this summary, the GPAC will discuss implications for work products that will be based on this community input – specifically, the **Vision and Guiding Principles** for the General Plan and a **Vision Diagram** map.

Community Engagement activities during the Visioning Phase included Area Meetings, Pop-Ups, and a Citywide Workshop. Four **Area Meetings** were held in August and September, one focusing on each quadrant of the city. During those meetings, participants brainstormed assets and issues, identified places that should be preserved and areas for change, and detailed specific improvements needed. Building on Area Meeting input, the GPAC helped identify "areas of discussion" – areas in the city where land use changes could be considered during the General Plan Update.

During the September **Workshop**, participants indicated what level of change they thought was appropriate for each area of discussion. Participants also provided feedback on a draft set of "Pillars of Petaluma" and Guiding Principles, which were developed over the course of two GPAC meetings based on the Guiding Principles in the current General Plan and input from the 2020 community survey. Participants also drafted headlines for newspaper stories profiling Petaluma in 2045.

At **Pop-Ups** in various high-traffic venues during August, September, and October, community members shared what they love about Petaluma, contributed to a vision wall, voted for community priorities, and identified places where new development should go and mobility improvements are needed.

This summary is organized into four sections; each section corresponds with a component of Visioning Phase work products.

The **first section** summarizes community feedback during the September workshop on the draft "Pillars of Petaluma."

The **second section** summarizes community input on the draft "Guiding Principles." This section includes workshop feedback on the draft Guiding Principles as well as rankings of General Plan priorities by participants during the Pop-Ups.

The **third section** is focused on the draft map of "Areas of Discussion." It summarizes workshop polling results along with Pop-Up comments related to the preferred location of new development.

The **final section** summarizes community input to inform the development of a "Vision Statement". This section summarizes Pop-Up comments related to what people love about Petaluma and how they expect it to evolve in coming decades. It also includes "vision headlines" from the workshop.

Summary reports are being prepared for each of the recent community engagement activities. Those reports will include all of the "raw" community input along with summaries similar to those included in this synthesis.

Pillars of Petaluma

Visioning Workshop Comments

During the September 29, 2021, workshop (and afterwards online), community members were invited to give feedback on draft "Pillars of Petaluma" (or values) for the General Plan, which were based on the existing General Plan and previous community input and GPAC guidance. The right column contains all the unedited comments gathered through the Konveio website.
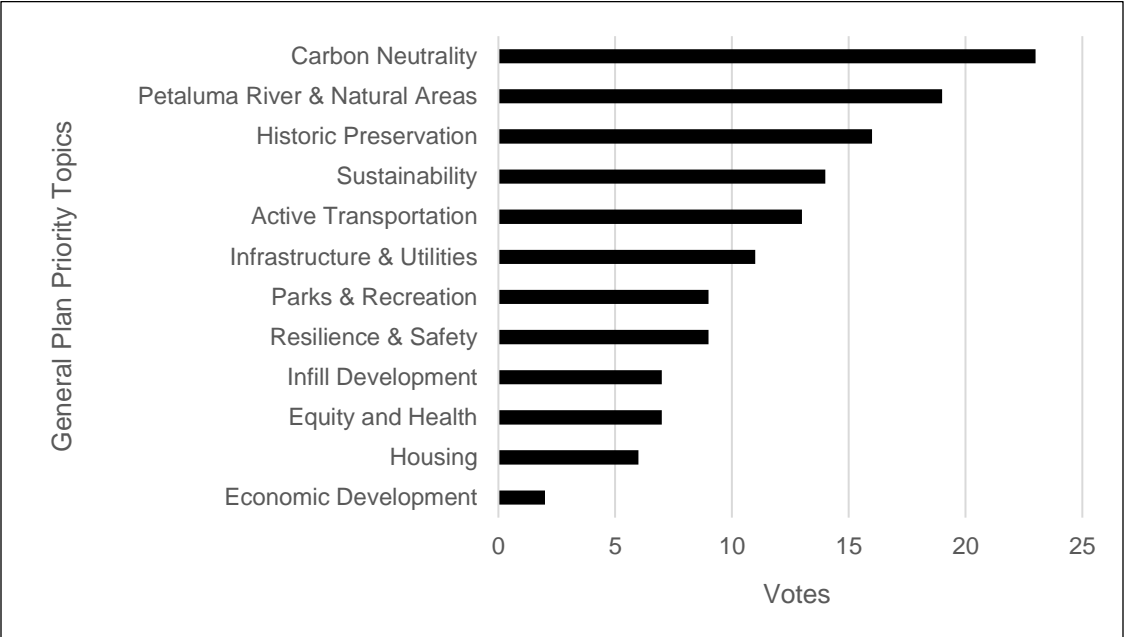
Draft Pillar	Workshop Comments
Community Character Petaluma is a unique community. It is distinguished by its history as a river town, geographic location, natural environment, legacy of growth management, and forward-thinking population. The General Plan must preserve Petaluma's distinctive character.	• Add "and small-town feel" • Add "Supporting local agriculture" • Nonpolluting - dog poo dumping along river needs attention, homeless garbage, and ensure our recycling is actually recycled after Recology hauls it away. Ban single use plastic water bottles at hotels. Have them install water filter in lobby. • Interesting potential but need to protect. Community character needs to allow opportunities for families of different income levels to live and access the city. If only high income people can afford to live here, so many of the existing diverse families will be displaced.
Equity and Justice Petaluma is committed to advancing social and economic justice to create an inclusive and equitable city for all. The General Plan should prioritize supporting those who have been most affected by injustice and facilitate future decision-making that avoids inequities and rectifies past harms.	• Support people firs, and the environment per climate change. NOT DEVELOPERS, as is currently, apparently, the driving force in this GP process. Example: pushing out the urban growth boundary. • To steal Kaiser's tag line - Petaluma should be a place where all residents have opportunities to thrive. • The GP needs to include anti racist and anti bias training in social services and first responders - need programs and actions that back up these pillars, especially equity & justice.

Draft Pillar	Workshop Comments
Climate Action, Resilience and Sustainability Petaluma is committed to bold action to achieve carbon neutrality and to building resilience to climate change impacts, including sea level rise, increasing temperatures, drought, and wildfire intensity. The General Plan should advance new ways of thinking, changes in our relationship with the natural environment, and planning for current impacts and those in the distant future.	● "Measurable" needs to be added. Anyone can say "bold action" we need strong ordinances with tough consequences to make sure action is bold ● No housing in eco-sensitive land ● This update of our General Plan is unlike any other. This update must guide us from business-as-usual to a resilient, equitable, carbon-neutral future within 8 years. We absolutely must be willing to engage in bold, broad brushstrokes. ● How is it decided how much a city grows? Green and natural spaces need to be protected. How can we make sure people respect these ideas? We know what happens when we interfere with nature - wildfires, climate change, etc. ● agree because need to maintain and care for our river and natural elements in order to maintain the community character ● We need to avoid making things worse. Environmental impacts change our development and other areas of life!
Participatory Decision-Making and Transparency of Government The community works and evolves best when all voices are engaged and participate in the decision-making process. The General Plan should reflect the perspectives of Petaluma's diverse population, ensure that opportunities to engage in public dialogue are accessible to all residents, and set the stage for solving future challenges with integrity, creativity and collaboration.	● I don't see this in the guiding principles. We need independent civilian oversight (of policing for instance, of budget allocations such as ARPA). All data on expenditures (including salaries, purchases and invoices from contractors) should be open data. ● Figure out how to get beyond the constraints of standard meeting protocol to REAL DIALOGUE. Serial comments do not constitute dialogue; they stifle and exclude it. ● Is there a way to include metrics of the success of the participatory process in ways that goes beyond quantities but looks also at the quality of collaboration, creativity, etc. ● Ecological priority is our vision ● While participation is great - city staff (e.g. public works, building department, police) must be committed to follow-through. Vision will not be reached under status quo. ● Can also think about how much are people involving themselves in the process? Especially since there are opportunities but people may not think they have the ability to get involved

Guiding Principles

Pop-Up Priorities

During the Pop-Up events at various community venues from August through October 2021, community members were invited to vote for the top three priorities that need to be addressed in the General Plan Update. The total votes cast are summarized in the chart below.

Visioning Workshop Comments

During the September 29, 2021, workshop (and afterwards online), community members were invited to give feedback on draft Guiding Principles for the General Plan, which were based on the existing General Plan and previous community input and GPAC guidance. Each Draft Guiding Principle is accompanied by Supporting Concepts, which were developed by GPAC Members during the August 16th GPAC Meeting. The right column contains all the unedited comments gathered from the community through the Konveio website.

Draft Guiding Principles and Supporting Concepts	Workshop Comments
1. Create a welcoming, affordable, accessible, and age- and family-friendly city. Supporting Concepts ● Welcome everyone regardless of age, race, ethnicity, gender, ability, sexual orientation, or socioeconomic status. ● Create an age- and family-friendly city that allows residents to "age in place." ● Create complete neighborhoods so that retail, services, parks, and schools are easily accessible to all residents. ● Provide community-centered services. ● Prioritize new parks and commercial centers in neighborhoods that presently lack them. ● Establish a balanced mix of housing types and uses that allow all residents and businesses to prosper.	● Complete neighborhoods, complete streets, etc are great. Walkable neighborhoods that aren't car dependent, where all my needs are met within walking distance (bank, grocery, restaurants, etc). ● Include in park planning a connectivity strategy linking all parks together for foot and bike traffic. Don't make every park a sports field, but instead create locations in which local residents can "unwind" and gather, fostering social capital.

Draft Guiding Principles and Supporting Concepts	Workshop Comments
2. Honor, celebrate and preserve Petaluma's heritage and historic character and its place in the modern city. Supporting Concepts ● Celebrate the city's early history dating back to the Miwok People, who were the original stewards of the land. ● Understand Petaluma's complete history and its people's diversity of stories. ● Honor the city's rich agricultural heritage and grow the contemporary agricultural economy. ● Celebrate the Petaluma River as the centerpiece of the City's ecology, heritage, and recreation. ● Preserve and enhance Petaluma's historic assets and districts as they contribute to the city's distinct identity and small-town character. ● Allow for the evolution of the city while celebrating the history and preserving the historic resources that provide character and identity. ● Require that infill development complement, respect, and honor the historic context of the city and individual neighborhoods. ● In historic districts and adjacent to historic buildings, adapt and reuse historic buildings and add new, context-sensitive buildings. ● Recognize and celebrate the diversity of cultures in Petaluma through events and culturally sensitive communication.	● "Complementing" the historic character is really open to interpretation. "Context-sensitive" can be interpreted overly strictly in a historicist fashion. Is there a way that we have language that supports good architecture as well? ● There is a lot of emphasis on Petaluma as a modern city but I don't hear anyone pointing out that Petaluma's small town "feel" is an important aspect of its' charm. This needs to be preserved. ● I'd be careful with the wording here, because I don't believe this is a commitment to ensuring infill development continues to be single family homes, but instead multi-family (which doesn't necessarily mean apartment - it could be duplex and triplex like Montreal, for example). Especially if the multi-family unit infill matches the core of downtown architecturally, density-wise, etc. ● Set a high design standard for our downtown, infill properties. Demand high-quality architecture and standardize minimum facade breaks, upper floor modulation and inventive mixed use that will attract the appropriate developers.

Draft Guiding Principles and Supporting Concepts	Workshop Comments
3. Preserve and enhance Petaluma's distinct urban edge, surrounding open spaces and natural environment. Supporting Concepts ● Protect the natural environment as the foundation of ecological and human health. ● Preserve Petaluma's identity, image, and sense of place that result from its relationship to natural features – the River, Sonoma Mountain, the hills, the creeks, and the marshlands. ● Preserve views of the hills and Sonoma Mountain. ● Maintain the land outside the UGB for agriculture, rural land uses, open space, and protection from hazards. ● Expand open spaces within and adjacent to the city. ● Ensure the natural and built environment is resilient to flooding, fires, sea level rise, and other natural hazards. ● Ensure equitable access to and enjoyment of Petaluma's natural environment. ● Advance urban forest management and native plantings. ● Increase the urban tree canopy.	● Ensure agricultural heritage is honored (i.e. PPSC Petaluma Bounty) can still serve as a commercial farm within the city limits ● An experimental farm would be amazing. ● So important, especially for the Westside which has become a super hot micro-climate of cement and asphalt. ● I've lived in cities with green belts surrounding the entire (https://en.wikipedia.org/wiki/Greenbelt_(Ottawa)). Petaluma, with the access to the river and the mountains is an ideal candidate for this type of preservation technique. ● Urban forest management practices should include ongoing resident participation in regular tree planting events which include educational programs promoting tree stewardship among all residents and among school students in particular. ● Create a city supported framework for aggressive tree planting through out the City, managed by an urban forestry department. Transfer all tree permitting to this department, away from planning. Rewrite the tree ordinance to emphasize tree preservation at highest level.

Draft Guiding Principles and Supporting Concepts	Workshop Comments
4. Restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and economic opportunities. Supporting Concepts ● Restore the beauty and natural function of the Petaluma River. ● Reinforce the city's identity as a river town. ● Celebrate the role of the Petaluma River in the city's history, economy, recreation, and development patterns. ● Recognize that the future economic, social, cultural, and environment of Petaluma is intertwined with the river. ● Maintain and expand setbacks from the river to enhance its natural function and provide wildlife corridors. ● Enhance the interface between the river and the built environment with urban design. ● Expand connectivity to, along, and across the river, including restoration of the trestle. ● Orient development to both protect and connect to the river. ● Update and then implement the Petaluma River Access and Enhancement Plan.	● Develop a sound financial base for future River dredging. ● Not just access points. We need a river long, city long trail the entire 5+ miles the river goes through the city. We can create one that is a combination of bikeway along American River in Sacramento, greenbelt like Boise Greenbelt and San Antonio River Walk.

5. Prioritize cycling, walking, transit, and other transportation alternatives over private vehicles. Supporting Concepts • Work to reduce the use of private automobiles, particularly those that burn gasoline. • Support a range of safe and attractive transportation alternatives with integrated land use and mobility strategies. • Expand bicycle and pedestrian infrastructure, with a focus on improving safety and enhancing connectivity. • Expand local and regional transit service. • Support innovative and emerging transportation alternatives. • Redesign streets to support pedestrian-oriented and bicycle-friendly networks. • Support increased transit use by focusing development near existing and future transit facilities.	• Expand electric vehicle infrastructure including charging stations everywhere, requiring charge stations in all new construction, adding to all current multifamily parking lots, bike rentals and sharing, e-car sharing. Free charging (110 and 220, and 440) in outside outlets. • I look forward to the day where as a pedestrian and a cyclist that I can ride freely around the city for either utility (shopping) or exercise • Find models that work for public transportation that serve communities our size or projected size. • Make public transit FREE for all! • Safest thing for peds and cyclists is to have physically separate infrastructure from cars. And if the design of ped and cycle pathways prioritize shortcuts to key destinations, it will lead to the adoption of those modes of transportation. • Add a DASH type circuit small bus (energy vehicle) that transports people downtown, connect east/west side, go between key locations. • Providing shade for public pedestrian paths and bike ways through active tree planting programs will increase the desirability of using these resources and will automatically decrease the number of vehicle miles traveled. • Cycling in Petaluma is terrible and dangerous. First off, the roads are awful; especially Petaluma Blvd S. (Casa Grande Rd. is bad too) which connects to a bike route to get to Marin County. Second, downtown is a death trap for cyclists. No bike lanes, congestion, no protected turns. Part 2. The intersections of Lakeville and D and Lakeville and E. Washington are extremely dangerous and need a lot of improvement. It's not safe for cyclist (especially a female) to take Copeland when there is a homeless encampment. Part 3. I was hit by a car because they didn't check their mirror and they turned into me. This has almost happened to me multiple other times. I ride extremely defensive to avoid being hit again. Protected turns would avoid this problem. I also get cutoff in roundabouts. • I am from Bakersfield and it's amazing to me that the Bay Area hasn't developed a paved bike path like Bakersfield's. When I go home to visit my family; it's so nice to have a safe, paved bike path to ride on. There are lights and its clean unlike the tiny unsafe Lynch Creek Trai

Draft Guiding Principles and Supporting Concepts	Workshop Comments
	• We already have agreement on what we need. Goal #5-G-5 in Petaluma's General Plan 2025 reads, "Create and maintain a safe, comprehensive and integrated bicycle and pedestrian system throughout Petaluma that encourages bicycling and walking and is accessible to all." (p. 5-18)
6. Enhance Downtown as the center of Petaluma civic life by preserving its historic character, expanding pedestrian access and safety, providing public gathering spaces, and allowing for a diverse mix of uses. Supporting Concepts • Reinforce Downtown's identity and role as the physical and symbolic center of the city. • Preserve Downtown's historic buildings and features while allowing for infill development that harmoniously coexists with the historic character and expands the diversity of uses. • Improve the pedestrian experience by making streets safer, cleaner, and more inviting for pedestrians. Consider making some Downtown streets pedestrian-only. • Improve pedestrian and bicycle connections to and within the Downtown. • Improve the relationship between buildings and the riverfront. • Address traffic congestion and parking issues particularly as they relate to adjacent neighborhoods. • Encourage outdoor dining, retail, and other uses by downtown business. • Add public community gathering spaces.	• Why not cyclists as well? give us a separate couple lanes to move around freely. I'm picturing my experiences in towns/cities in the Netherlands, downtown Montreal, Brooklyn NY, etc. • Connect the Lynch Creek Trail to the downtown corridor with SAFE pedestrian/bicycle paths protected from the traffic on E. Washington. • Let's explore the idea of closing Kentucky on a permanent basis and create a promenade with dining, benches, greenery etc. • We need a complete connected bikeway that links all of Petaluma with bikeable pathways that are safe for seniors and school-age children, safe to the extent that biking is a preferred method of transportation. • All outdoor activity will be enhanced by expanding the number of trees planted downtown. It is a known fact that trees are "sticky" and that people tend to linger in areas where trees provide cooling shade and natural beauty.

Draft Guiding Principles and Supporting Concepts	Workshop Comments
7. Advance a forward-looking economic development strategy that focuses on diversity, opportunity, and innovation. Supporting Concepts ● Recognize that economic development, self-sufficiency and resilience is vital to the City's overall prosperity and fiscal health – and critical for accomplishing other City goals and programs. ● Pursue "green" jobs and industries that help address the climate emergency. ● Support small, local, and BIPOC-owned businesses through a variety of strategies including the potential for incubation spaces and mentorship. ● Support the creative reuse of vacant and underutilized spaces to build the local economy and support other city goals and initiatives. ● Achieve a jobs-housing balance in the city by expanding job opportunities that match the skills of residents, providing living-wage jobs and affordable housing, and encouraging new work models such as working from home or coworking.	● Define BIPOC ● I think resiliency needs to be added to the title here. ● Every city expenditure or contract over a certain amount should require the manufacturer/firm to have an effective carbon neutral program. Any financial investment (funds/banks, etc) should be carbon neutral investments ● Missing concept of strong economy based on local goods and services along with globally engaged technology robust economy. (includes city wide fast WiFi). Need strong tax base to remain stable.

8. Implement regenerative design to preserve resources, address climate change, sea level rise, and adaptation challenges, and equitably foster a sustainable and resilient community in which today's needs do not compromise the ability of the community to meet its future needs.

<u>Supporting Concepts</u>

- Use the Climate Emergency Framework to guide policy and both near- and long-term action to avoid catastrophic climate change.
- Expand green buildings and landscapes.
- Recognize that urban development and nature must coexist and mutually support each other.
- Capitalize on Petaluma's natural assets (river, streams, trees, plains, etc.) to address climate change and sea level rise.
- Recognize that infill development helps to achieve sustainability outcomes.
- Achieve carbon neutrality by 2030.
- Take bold measures to address water use and expected long-term drought conditions.
- Educate the community on the need for regenerative design.
- Make the city more resilient to natural and man-made disasters including sea level rise, fires, earthquakes, and flooding.
- Increase self-sufficient production of and equitable access to basic needs like food, shelter, energy, and communications.

- Please add your definition of "regenerative design" so all who read the document will have the same understanding of the concept.
- Can we please define "green" buildings? That statement can be change good or bad with their personal definition of green given the recent push for carbon neutrality, maybe swap "green" with "carbon neutral" or "carbon negative"?
- Who will do the educating and how? What does regenerative design look like? Are the solutions accessible to everyone?
- I'd like to see more reclaimed water solutions (gray water, rainwater catchment, rain gardens) permeable surfaces for all new infrastructure and curb cuts. Rebate programs for regenerative upgrades, adoptable designs, easy permit process, accessible list of experts who can help
- Take bold measures to increase tree canopy. You cannot capitalize on a resource that is not present. Our city suffers from a lack of native oak and others trees that provide shade and temperate cooling, habitat and carbon sequestering.
- Utilize the geographical center of town, currently the underused fairground site, to accommodate affordable housing, a new civic center, event center, skatepark and other features that encourage community usage meeting neighbors, and reduce traffic as this is a perfect TOD site
- Yes. Restore streams, gullies and wetlands to capture water and sequester carbon.
- Not sure how " regenerative" is different from sustainable. Does it have special meaning? Would be good to clarify how they define these terms, I think people will be confused otherwise. I view sustainable as maintaining the same, and regenerative as feeding back into the system and cycle in a way that creates a better tomorrow
- In-fill should include the largely vacant and hugely underused Fairgrounds space which is a huge community asset that is underused. I would like to see affordable housing, a civic center to include city hall, police dept and an event center that draws visitors and revenue also.
- Incorporate specific goals for tree planting and urban forest management to ensure expansion of the urban canopy. Claremont, CA, has clear effective guidelines in their GP on pages 6-7 @

Draft Guiding Principles and Supporting Concepts	Workshop Comments
	https://www.ci.claremont.ca.us/home/showdocument?id=15028. This is imperative
9. Ensure infrastructure supports infill development and addresses the impacts of climate change. Supporting Concepts ● Maintain and continually improve the city's infrastructure to support the evolution of the city and ensure a high quality of life in Petaluma. ● Co-plan infrastructure improvements with urban development patterns the preservation and enhancement of the natural environment. ● Incorporate new (and potential) climate impacts and hazards into the design of infrastructure systems so that infrastructure is resilient and "climate-ready." ● Expand equitable broadband access. ● Prioritize the use of sustainable materials in infrastructure.	● Restrict tree removal in new development to retain the benefits of mature trees.

Draft Guiding Principles and Supporting Concepts	Workshop Comments
10. Physically and psychologically integrate and connect the East and West sides of town. Supporting Concepts ● Integrate communities on the East and West sides of Petaluma through festivals and events and by locating facilities equitably throughout the city. ● Improve existing east-west corridors with planted medians, street trees, and safe and accessible walking, cycling, and transit options. ● Physically connect the East and West sides of Petaluma with new roadways, bicycle and pedestrian crossings, and multi-use options. ● Evaluate and select physical connections at a system-wide level using holistic cost-benefit analysis.	● Add "drought resistant plantings" (in the planted medians) ● "Crossings" puts the priority on vehicle traffic. As in, "crossing the street". I'd much prefer a phrase addressing "ped and bike specific pathways" to get us safely, quickly, and pleasantly across town. ● and PLEASANT!!! ● Rebuild Corona to seismic standard and that is bike and ped friendly. Build the Caulfield crossing to create a more accessible connection between East and West. this needs to be bike and ped friendly as well. ● Need Council representation on the east side, possibly move to district based elections. ● Rather than focusing on cross-town travel, focus on making both sides of town full-service cities so there is less demand to travel cross-town. Also, would we think differently about cross-town travel if the two sides were different cities? Nomenclature needn't be destiny. ● Ad East and West corridors in and out of town need improvement. To and from coast and to and from Sonoma. Traffic getting heavier, thicker, and larger vehicles on these restricted roads. Work with county and state transport departments to improve EW corridors. ● Institute city-supported tree planting in East Side neighborhoods to address traffic pollution from Hywy 101 and improve quality of life by addressing the effect HEAT ISLANDS.

Draft Guiding Principles and Supporting Concepts	Workshop Comments
11. Promote social and economic justice to address structural social and economic inequities and racism. Supporting Concepts ● Recognize the legacy and presence of structural racism and inequities in Petaluma and implement anti-racist policies and programs. ● Continually evaluate City programs, policies, and funding decisions to understand who benefits from and who is impacted by each. ● Advance language justice to ensure equitable access to information and equal opportunity to participate in democratic processes. ● Engage all residents in the decision-making process. ● Protect undocumented Petaluma residents and work towards just immigration practices. ● Ensure equitable access to city resources, services, and opportunities. ● Promote and celebrate the heritage and culture of Petaluma's diverse residents. ● Recognize each individual's fundamental right to have their voices heard in the public process.	● Implement and Strengthen Independent Civilian Oversight of Policing.
12. Be a leader within the region and beyond. Supporting Concepts ● Continue to participate in collective solutions to advance regional and global issues. ● Lead by example. ● Serve as a regional resource and support responses to natural and man-made emergencies, including wildfires and earthquakes.	● "We will participate in county and state government to support our pillars and values. We will lead in citizen participation in local government and volunteerism. We will lead in climate action including housing, transportation, carbon neutrality and nature-based solutions." ● Need to be more specific. on what we are leading in. ● I wonder if a concept of co leader/cooperation /combining resources with other cities is more appropriate. Such as River dredging plan could be a cooperative shared project. ● Take risks; invest in things that aren't generally considered to have a "return on investment," such as free transit. ● Take the lead in designing effective community based neighborhood tree planting stewardship programs.

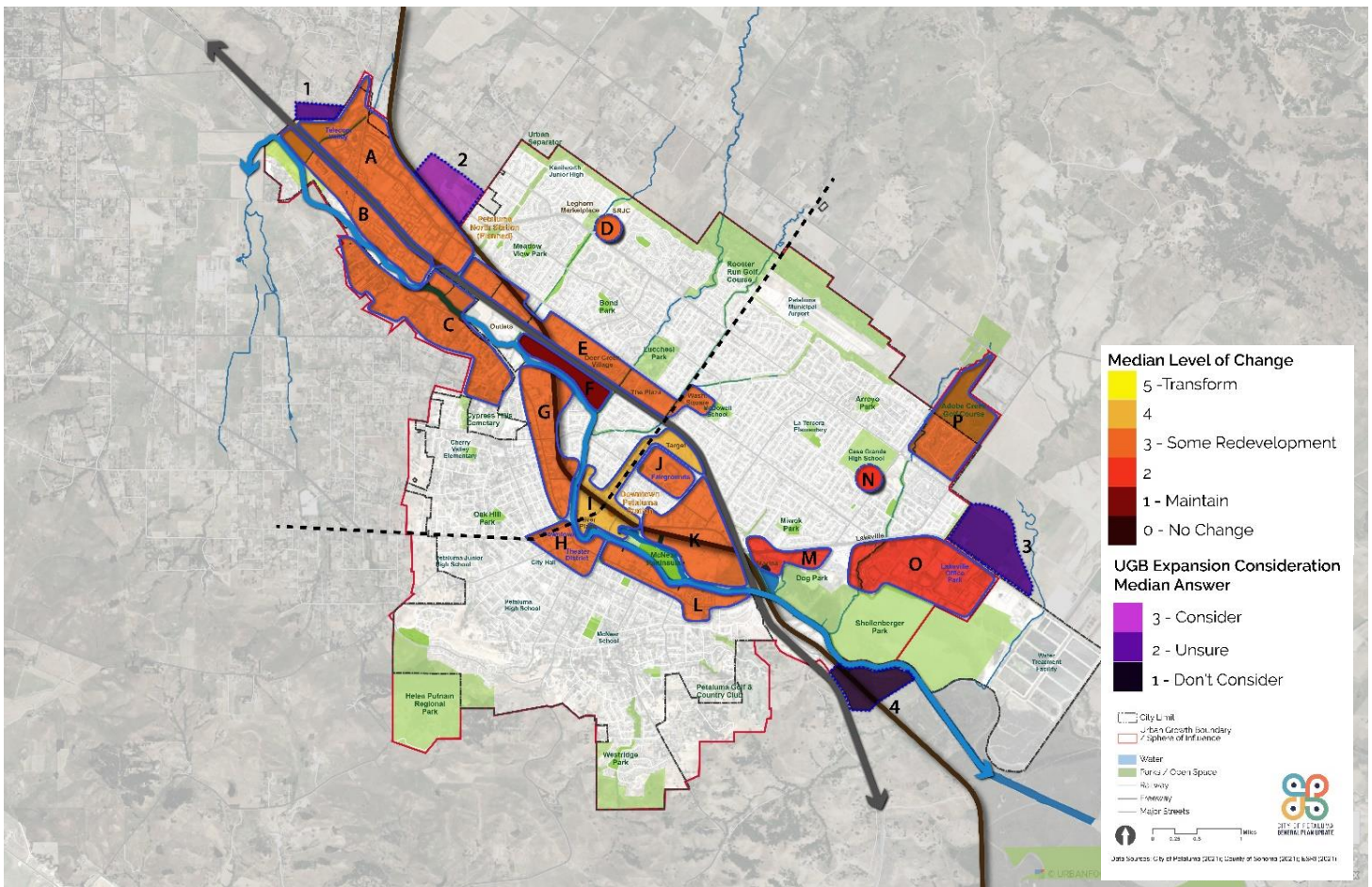| Draft Guiding Principles and Supporting Concepts	Workshop Comments
13. Promote more affordable housing and a diversity of housing options. Supporting Concepts ● Develop a diversity of housing types and choices throughout the city. ● Provide life cycle housing for residents from young adults right out of high school or college to seniors aging in place. ● Increase housing affordability for residents at all income levels.	● **[New Supporting Concept**] "Establish Petaluma as a leader in eliminating homelessness in our community. Ensure safe, decent housing for ALL. ○ Also: Meet housing needs for low income residents by converting existing underutilized properties to utilize the embodied carbon investment that's already been made" ● Are you going to be incentivizing/mandating developers to create a certain amount of affordable housing with each development? ● Reuse empty retail and office space for housing - for both homeless, and affordable and even new style community living for both young and old. This is a neat idea, but I struggle with it simply converting a big, empty box store to a series of rooms or apartments. That wouldn't be very pleasant living for those with rooms in the center. Office space would likely work better. ● Prioritize housing and services for unhoused Petalumans. ● I think that we will see the ongoing growth of the unhoused population. For sure, the "homeless" population is now already a significant land use in Petaluma. A guiding principle should include the fact that, going forward, we must support and nourish the growing unhoused folks

Draft Guiding Principles and Supporting Concepts	Workshop Comments
14. Prioritize infill development in appropriate locations throughout the City. Supporting Concepts ● Avoid locating new development in environmentally sensitive locations. ● Revitalize commercial corridors with a diverse mix of uses. ● Support a diverse mix of uses and intensification around the existing and proposed SMART rail stations. ● Pursue new development in the "midtown" area between the Petaluma River and Highway 101 (excluding the established neighborhoods). ● Consider sensitive infill development of small multi-unit buildings in single-family residential neighborhoods throughout the city. ● Prioritize development that will generate relatively fewer vehicle miles traveled per resident.	● Avoid locating new development in environmentally sensitive locations ESPECIALLY FLOOD ZONES. And fire corridors as well. ● Can we prioritize getting local businesses in the corridors? Are there subsidies for rent or start up costs for small businesses to become established? ● Attract a business that provides residents with a coop car membership. I forget the term but instead of owning a car the member reserve a car as needed. ● We need to stop development on existing open land and make it a prohibition to do so until all infill properties have been utilized. Even then we need to resist building over our open space as it a limited resource that once lost can never be regained. ● Love this [about Prioritize development that will generate relatively fewer vehicle miles...]

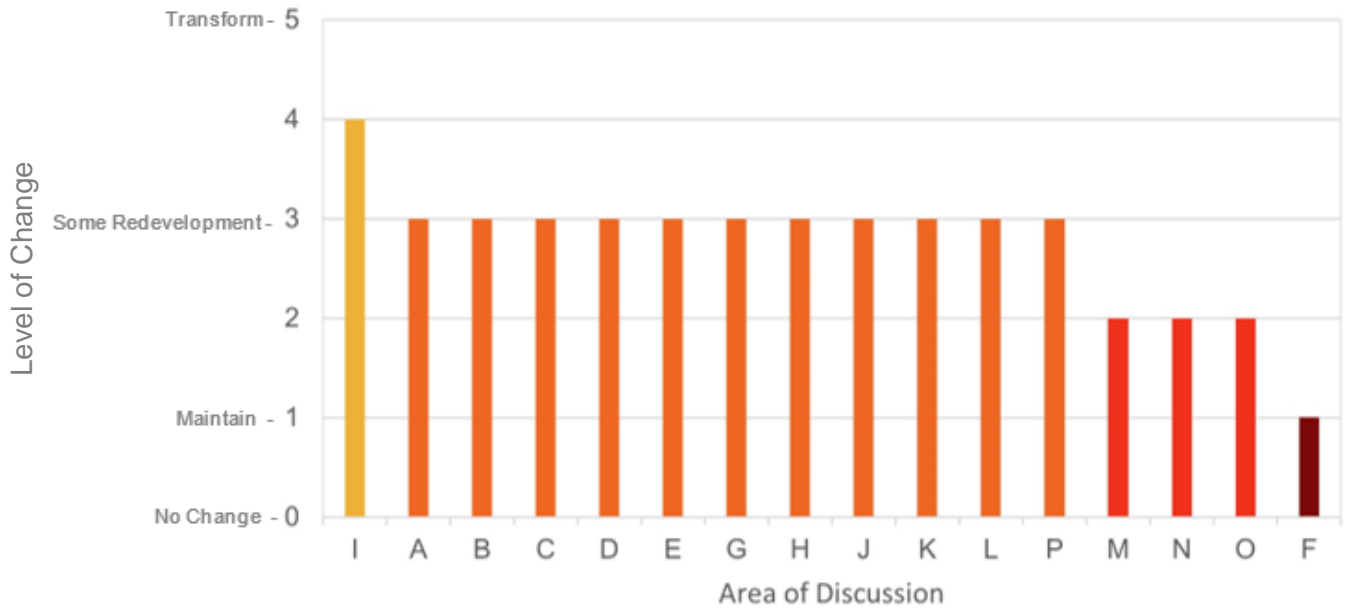| Draft Guiding Principles and Supporting Concepts	Workshop Comments
Other topics that community members suggested adding to the Guiding Principles	- Food security - As Director of Petaluma Bounty, I would like to see Community Food Security to be incorporated into the Pillars & Guiding Principles. It crosses over all and yet is not mentioned or prioritized. https://tinyurl.com/fmc7m6y3 - Creativity and innovation - I would love to see a pillar called "Creativity and Innovation" with the idea that Petaluma wants to be a community that supports the arts specifically and creativity in diverse forms in general. This would include technical and social innovations. Adding that a community that supports creativity in many forms is a vital and welcoming community, economically and socially. - Healthcare - There is not a guiding principle on healthcare, and there is only one bullet in #3 that mentions human health at all. We need to improve mental health outcomes, we need advocacy to grab county/state funding (measure O for instance). Strengthen the SAFE team, mentoring. - Agree that human health has to be included in this mix. Human health is impacted by where we live, access to healthy foods, access to nature (trees!), and opportunities to interact with others. Air pollution and the stress of poverty can take years off our lives.

Areas of Discussion
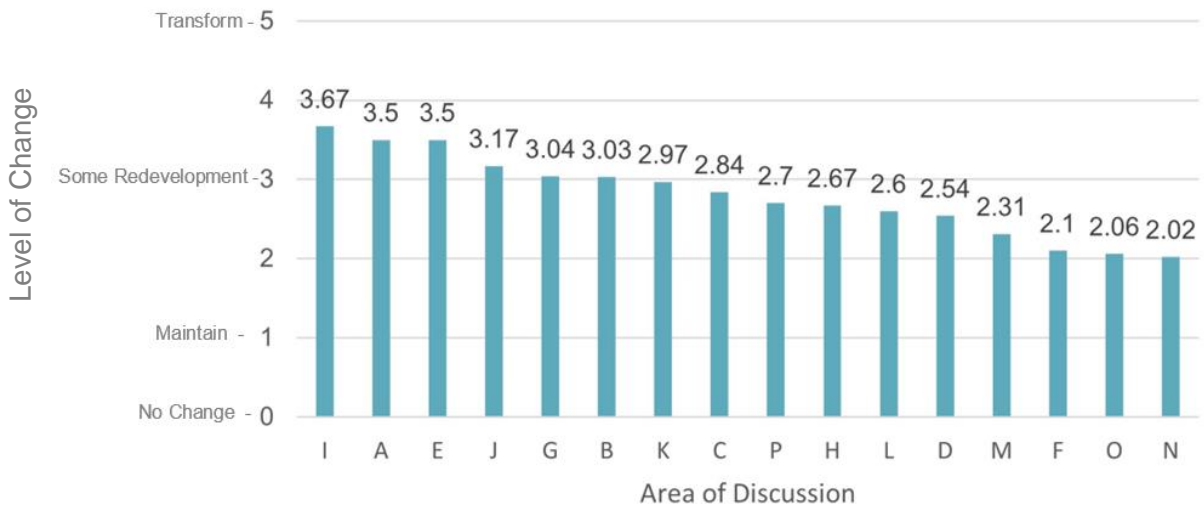
Visioning Workshop Input

During the September 29, 2021, workshop (and afterwards online), community members were invited to complete a poll to indicate how much change they would like to see in sixteen "areas of discussion" and four areas identified in the 5th cycle Housing Element as potential areas for Urban Growth Boundary (UGB) expansion. The median values of all input for each area are summarized in the map and charts below.
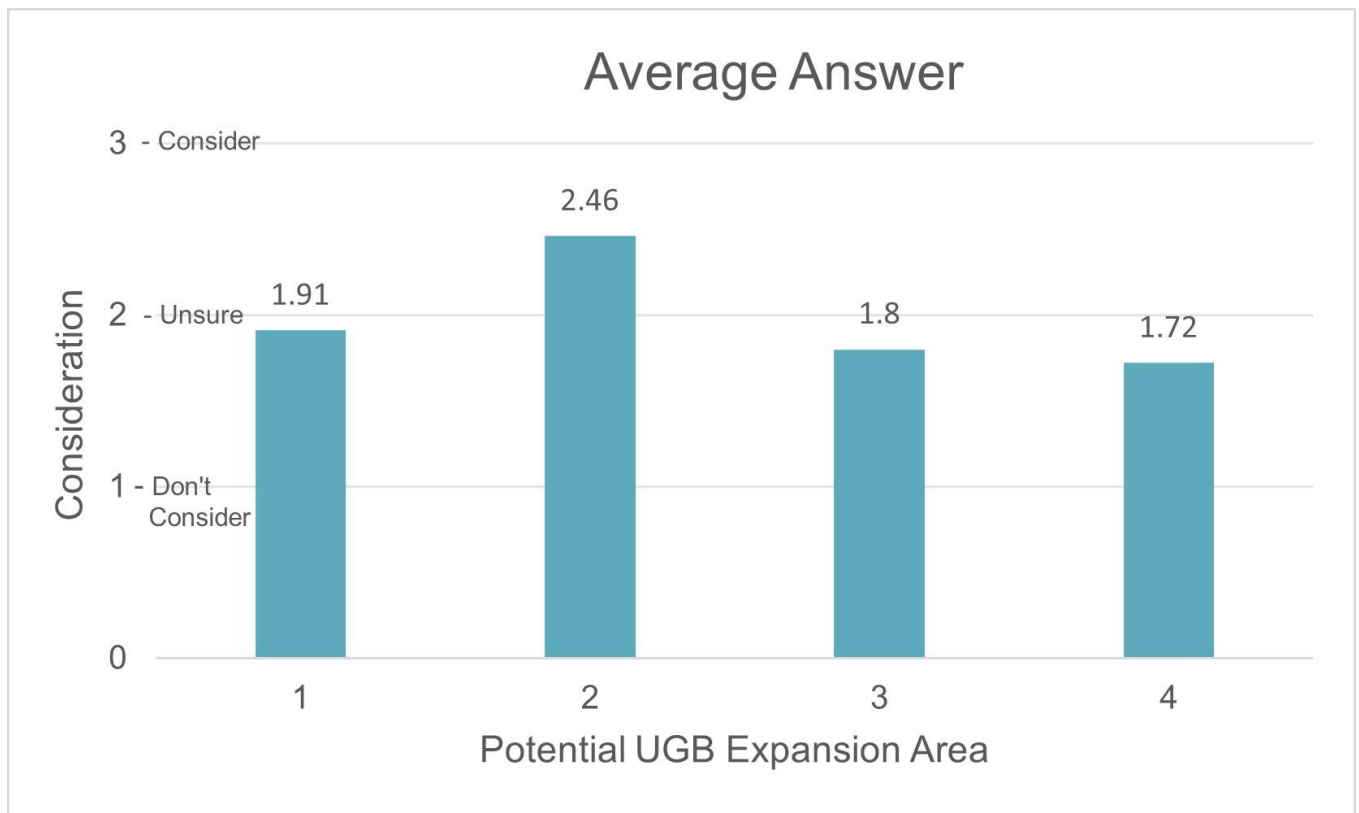
Median Level of Change

Level of Change (y-axis): Transform – 5, Some Redevelopment – 3, Maintain – 1, No Change – 0

Area of Discussion (x-axis): I, A, B, C, D, E, G, H, J, K, L, P, M, N, O, F

Average Level of Change

Level of Change (y-axis): Transform – 5, Some Redevelopment – 3, Maintain – 1, No Change – 0

Area of Discussion (x-axis): I (3.67), A (3.5), E (3.5), J (3.17), G (3.04), B (3.03), K (2.97), C (2.84), P (2.7), H (2.67), L (2.6), D (2.54), M (2.31), F (2.1), O (2.06), N (2.02)
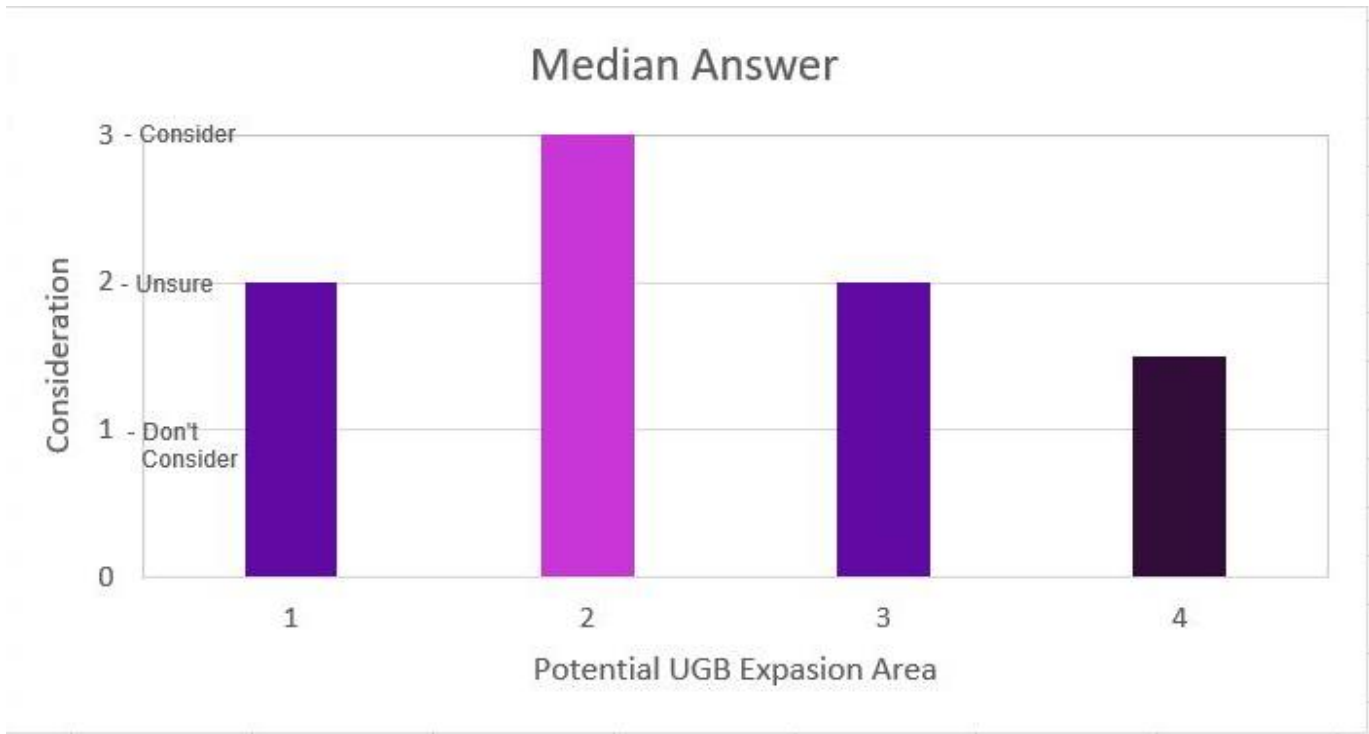
Median Answer

Average Answer

Pop-Up Locations of New Development

During the Pop-Up events at various community venues from August through October 2021, community members were asked to respond to the question: "Where should new development be located?" The table below clusters unedited comments by topic or theme.

Criteria for new development
• New development needs to consider water availability • City is divided by freeway, planning needs to plan holistically, inclusive of all neighborhoods • Everything should be mixed use • City is overdeveloped, have not occupied the spaces already built • No more building close to the marsh, needs to be protected • With the topography and climate change, consider managed retreat strategies
Housing
• Housing for young gen • Housing for low income • Low cost senior housing • Housing density please. Build up. Focus on TOD and infill development • Focus on housing development for household incomes under $100,000 • Higher density housing when 20 minute walk to SMART train!
Specific locations
• North Corona train station: Housing for people who are going to use the station • Concerned with development along water street - north river development scale issue • High density, small retail on petaluma blvd south • Golden Eagle retail should be flipped to face the River • Move fairgrounds out of town, infill development transit development use instead • Support fairgrounds
Enhance open spaces
• More open nature spaces all over the city • [eastside needs] public gathering, civic engagement • Community gardens • Open public spaces that compensate for smaller indoor spaces – seasonal • Make developers build parks when they build and not pay in-lieu fees. • Maintenance staff/endowment for these parks. • Spend measure M funds or Park Dev. Impact Fees to improve drainage & play structure at Kenilworth
Improve connectivity
• McNear: make more of an inviting space, more paths • Build more outdoor seating and allow outdoor eating along river • Petaluma has an opportunity to be amazing with safe bike routes!

Vision

Pop-Up Comments

What People Love

During the Pop-Up events at various community venues from August through October 2021, community members were asked to respond to the question: "What do you love about Petaluma?" The table below clusters unedited comments by topic or theme.

Community Character and Sense of Community
- Everything!   - Central location   - Historical   - Petaluma has a real sense of community! Love new outdoor eating areas! Older homes and parks   - Sense of community +1   - Strong neighborhood – we protect each other   - People in Petaluma want it to be better and they do something!   - People are friendly, dog friendly +1   - Bilingual communications   - Laid back
Connectivity
- Walkable   - Increasing walkability, more activity along the river   - Annie's food building pedestrian bridge to peninsula
Neighborhoods and special sites
- River +2   - Established/diverse neighborhoods   - Weisman Park   - Beautiful downtown, full of art! More safe open spaces   - Downtown +1   - Farmers markets   - Fairgrounds: evac, animals, community hub, bring people together   - Save the raceway +1   - Keep fairgrounds   - Great restaurants   - Great diversity in housing types!   - P-town treasurers   - Not too many salons!
Other
- Shift across the city to engage community   - Community collaboration to Bay Mcnear Peninsula: grant funding, people power, shaping 20 acres   - Reduce downtown traffic

Petaluma's Evolution

During the Pop-Up events at various community venues from August through October 2021, community members were asked to respond to the question: "How would you like to see Petaluma evolve over the next 10-20 years?" The table below clusters unedited comments by topic or theme.

Trees, parks, and natural spaces
• Invest in technology that help environment also embrace what our ancestor knew about protecting, further native knowledge • Nature filled city (trees, native space) • Regenerative city • Edible landscapes • Trees! Combat heat, urban forest reduce heat in hot areas + consider environmental justice issues • More street trees • More trees and greenery! • Better care of street trees by owners and by city enforcement • Clean up parks and rec area • Separate play areas for small dogs at dog parks • Too much housing, too much traffic - need more open space • More open space

Petaluma River
• Creek maintenance • Ped/bike through access the entire length of our river • River clean up + pollution • Train tracks along the river should be removed - Tressel ASAP • "I will bring my sledgehammer to help" for trestle along river • I want the tressels to people centered • More recreation uses at river + farmer's markets along it + potential ferry?

Development
• Reuse existing bldgs. • Design for mixed use • Universal design + senior centered design • No parking requirements for historic building reuse • Fairgrounds: more uses all year round, accessible amenities • Add more uses to SMART train station • Central farmer's market location? Gathering space? • Concerned about large scale developments across the city • Very limited UGB realignments, don't extend the urban growth boundary • Incorporate blvd N between twin bridges and Corona for sewer reasons and good of river • Extend historic district and to go to Wickersham Pk

Housing
• Public housing • Need low-income housing (deed-restricted housing)

- Thoughtful affordable housing, "missing middle"
- Leverage county CDC to look together for affordable housing
- ADUs integrated into plan
- More housing infill
- Housing on Safeway gas was going to go
- Have health and safety inspections of all rental properties so property owners need permit license to rent
- Help for homeless, dignified solutions!
- Napa/Sonoma ADU collaborative
- Housing inventory lacking
- Affordability challenging

Mobility: walkability, bike access, streets, cars

- Walkability
- Getting across town with bike is hard and disconnected
- Connected bike and ped network
- Walkable, bikeable
- Calm streets safe for children on bikes, protection from cars
- Better/safer bike/ped crossing across Sonoma Mountain for Lynch Creek Tail – zig zag like on Wash from airport
- Protected bike lanes
- Washington street: east west connections do not make sense
- Stop public subsidy of parking, stop minimum parking requirements, limit parking, decouple from housing
- Free EV car charging stations
- Fix roads

Facilities

- Need public restrooms (visitor center) downtown for residents and visitors
- We need more public trash cans

Work, economy, retail

- Support small businesses, no big box
- More promotion of farmers markets
- jobs/housing
- Work force is changing - how does that change petaluma?
- Issues with new commercial development without solar, esp retail/commercial

Accessibility and engagement

- Making inaccessible city council accessible and in spanish + sign language
- More engagement from west side community

Other

- Need to deal with encampments
- Opposed to a fine balance

Visioning Workshop Vision Headlines

During the September 29, 2021, workshop (and afterwards online), community members were invited to respond to the question: "Imagine the San Francisco Chronicle writes an article profiling Petaluma in 2045: what is the title and subtitle of the article?" The table below clusters unedited responses by topic or theme.

Natural Resource Protection
Inclusive of the entire community and Protecting Green Spaces
"Healthy, Resilient, nature filled community Preserve open space protect and restore our natural assets (Petaluma river watershed,wildlife corridors, wetlands, biodiversity, grasslands, riparian forests etc"
"Successful wetland preservation and smart planning saves city from flooding during record storms and tides Local food production initiatives save Petalumans during increasing national food shortages. Water catchment for all houses enable management of increasing drought."
"Title: Petaluma of 2045, an inviting, irresistible blend of sustainability and community. Subtitle: A deep love and respect for the Petaluma crown jewel, the Petaluma river, guides all things Petaluma. "
Protect the remaining undeveloped stretches of the River especially in the Rainier area as undeveloped riparian corridor with a public access trail.
"It's all about the river! Petaluma connected its creeks to its rivers and removed the barriers keeping endangered salmonoids from their native habitats, thereby saving many subspecies!"
My vision for Petaluma is a city that protects its precious natural resources and works to rehabilitate the riparian and wetland habitats and increase tree canopy cover.
The SF Chronicle headline in 2045 should read: "Biodiversity Thrives in Petaluma and the Perennially-Flooded town No Longer Floods because the City Protected its River Ecosystems".
Petaluma Doubles Urban Forest Canopy in Two Decades. After restoring neglected riparian habitat, Petaluma residents worked to expand tree plantings to Eastside residential neighborhoods and abandoned retail malls, celebrating last month as they planted their 100,000th tree.
Petaluma preserved its river ecosystem, making the north end of the river into a grand Central Park. The streets are quiet and lined by trees and bike and pedestrian paths. The city has several hubs of activity and no longer revolves solely around a downtown choked by traffic.
Payran neighborhood residents demand $9.1 million settlement for flood losses.
Carbon Neutrality + Resilience
"Petaluma continues to lead the way! All electric city maintains it historic identity while continuing to reduce carbon emissions. "
Petalumans Recall Past Era of Combustion Engines, Traffic and Pollution in Annual Biketober Fest.
Petaluma celebrates 15 years of net negative emissions.
"Looking back: Petaluma Carbon Neutral by 2030. The world followed and we are all safe."
Remembering 2030: Petaluma continues to lead the charge. Having hit carbon neutral in 2030. Petaluma now has a robust carbon negative circular economy that is the envy of the world.
"Petaluma: From NoGasHere to NoFossilFuelsHere How Winning the Cool City Challenge Painted a Vision for the Entire Country"
"Petaluma's leadership instrumental in showing CA cities how to decarbonize"

Petaluma is celebrating carbon neutrality, significant sequestration, walkable, bike-centric development, climate victory gardens in every neighborhood and food forests in parks. Infill-focused development, equity and community engagement/leadership is central to decision-making.

"Petaluma continues to be a model for sustainability and forward-thinking governance.
One decade after becoming the first town of its size in California to become energy neutral, Petaluma raises the bar once more by helping all of its residents transition from fossil fuels. "

"Petaluma in 2045 will be a shining example of a city that developed according to the Sprawl model of development -- in thrall to the automobile -- and was able to artfully transition to a lively, people-centered, carbon-neutral city reminiscent of older cities of Europe."

My title: How Petaluma Became a Model City for Resilience to Climate Change

Housing + Infill Development

Petaluma leading the way in housing production in the state of California.

Petaluma wins award for leading the way in producing housing for young people in California.

"It's all about the infill, baby!
Petaluma's visionaries recognized the competing push from the State of CA for both housing & combating climate change, and built up & not out, and by protecting its rich ag and environmental heritage, gave future generations an intact legacy."

Mobility + Walkability

Ecology, lots of bike/ped paths cris-crossing town from all directions -- multiple!

"Petaluma celebrating distinction of first City in Sonoma County with more cyclist and pedestrians than cars!"

"The bicycle Amsterdam of California!
Petaluma embraces roundabouts and bicycle infrastructure, like in Amsterdam, reinvigorating and connecting our community."

Petaluma: An inclusive City with affordable housing, walkable communities, pocket parks, bicycle trails and paths, and gathering places for residents and visitors.

Petaluma our neighbor to the North who years ago stopped gas stations in their city, continues to be on the cutting edge of green innovation and carbon reduction and might well be the bike and ped friendliest city in the entire country!

"Greenbelts made the difference!
Every new development was required to have a greenbelt in their plan, creating the ability for a bike path infrastructure that is out of the path of cars, much like they do in Davis, CA."

The most human friendly city in the state. How Petaluma redesigned their city for people instead of cars.

"Petaluma Addresses Overlooked Areas so Pedestrians Have the Same Access As Cars. A Truly Walkable City Outside of Simply Developing Housing Close to Public Transit."

Petaluma: A city built for people, not cars

My vision: less cars going slower. Mobility includes more walking and more two wheeled vehicle use.

"Who needs streetlights, we've got roundabouts!
Petaluma saved on electricity by getting rid of traffic lights, and people love how traffic never has to stop."

Petaluma Residents Reclaim Property Frontage as Cars No Longer Dominate Roadways

"The Trolley continues to provide a crosstown, only in Petaluma, connection!
The Trolley, connecting Petaluman's to their past, continues to delight generations of Riverfolk!"

"Petaluma leads California in the Transport Revolution - No more personal vehicles in the City Center!
Petaluma the little city with more trees, bicycles and parks per person than any other city in California
Petaluma completes the River Park from the Bay to Sonoma Mountain"

Sustainability Leadership

"Petaluma leader in local jobs, green industries, Central Parks, environmental justice, and the new biking capitol of US. Lots of green canopy surrounded by open space and regenerative agriculture."

"Petaluma is voted THE DECADE'S BEST PLACE TO LIVE IN THE WORLD!
Finally acknowledged for it's excellent climate stewardship, thoughtful growth, and wonderful sense of place..."

"Petaluma: A Model City for the World - It started in 2022"

Petaluma: a city with so much potential lost by all talk and no walk

"Petaluma looks back at 25 years of sustainability, celebrating a diverse community's goals of achieving self reliance."

North Bay town leads the way towards a Green Future

AMAZING PETALUMA: Petaluma has been setting the tone for progressive community throughout the country for twenty years

Local Agriculture

Petaluma supports local agriculture and community by creating urban gardens and has a daily farmers' market.

"Petaluma leads the way nationwide in food resilience!
Urban and urban edge farms process and sell their food locally, creating food equity and access to local citizens."

"We love our neighborhood gardens, say Petaluma kids!
In 2022, Petaluma organized neighborhoods to allow communities to grow their own food, and today they're bearing the fruit of those labors."

"PETALUMA PRIZES ITS AGRICULTURAL HERITAGE AND NATURAL BEAUTY IN RESTRAINING NEW DEVELOPMENT
MASTER PLAN REFLECTS INCREASING THREATS OF CLIMATE CHANGE WHILE SMALL TOWN FEEL"

"Our open lands were the thing that saved our food system and the diverse ecology in Petaluma!
Sustainable agriculture met ecology, creating wildlife corridors and carbon sinks with trees & diverse habitats, and kept building in the infill areas."

Community Services

"Petaluma's Fairground is a Tech Hub plus Fairground!
Progressive thinking enables Petaluma to create community & education together at a sustainable energy tech center."

"Petaluma without Homeless for 15th year!
Petaluma meets its targets set in the 2021 general plan for a city of the future.
Petaluma celebrates award for happiest and healthiest city in the USA"

Other Visions

Petaluma Hate and Bias Reports Decline for the 10th Year Running.

Petaluma's Asphalt Plant Awarded Worst Polluter in North Bay Third time Dutra Plant has won dubious distinction