

Area Meetings Summary

August – September 2021

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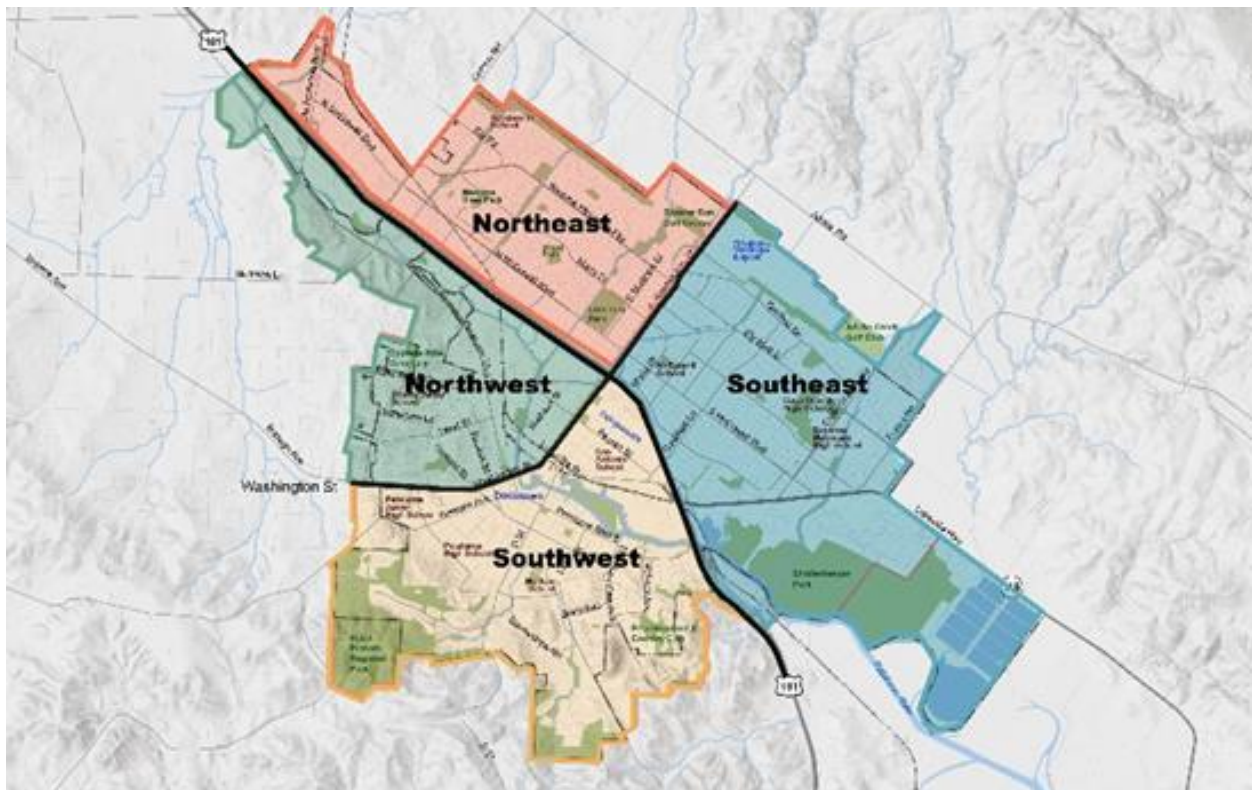
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Area Meetings Summary

Introduction

In August and early September 2021, the City of Petaluma's General Plan Update team hosted four community meetings to discuss issues and opportunities in the City. Each meeting focused on one of four areas or quadrants. A map of the four areas is below:



The primary objectives of the meetings were to:

- Educate the community about the purpose and approach of the City's General Plan Update
- Provide highlights of community input shared so far
- Brainstorm unique qualities and issues for the geographic area
- Identify opportunities for physical improvements and areas where land use changes/development can occur for the geographic area

The sessions were held virtually via Zoom and included simultaneous Spanish interpretation. The meetings were held on the following dates:

- Monday, August 23, 2021, 6:30 – 8:00 pm – Northeast
- Wednesday, August 25, 2021, 6:30 – 8:00 pm – Northwest
- Monday, August 30, 2021, 6:30 – 8:00 pm – Southwest

- Wednesday, September 1, 2021, 6:30 – 8:00 pm – Southeast

Approximately 120 residents and other stakeholders attended the meetings.

Each meeting was divided into two parts. During the first part, the project team introduced the workshop, provided an overview of the General Plan update process, and conducted a brief online survey to understand the demographics of the meeting participants. This information will be used to track participation and monitor whether a representative cross-section of the community is involved in the project. The presentation for the meetings is located on the project website <https://www.planpetaluma.org/plan-documents>

In the second part of the meeting, participants were divided into small groups of approximately 6 to 12 participants. Each small group included a facilitator and a “recorder” (who was responsible for taking meeting notes). Participants were asked the following questions:

- What makes the area unique and special?
- What are the primary issues facing the area?
- Where should the mix of housing, shopping, and jobs be changed?
- What areas should remain the same?
- What other improvements are needed?

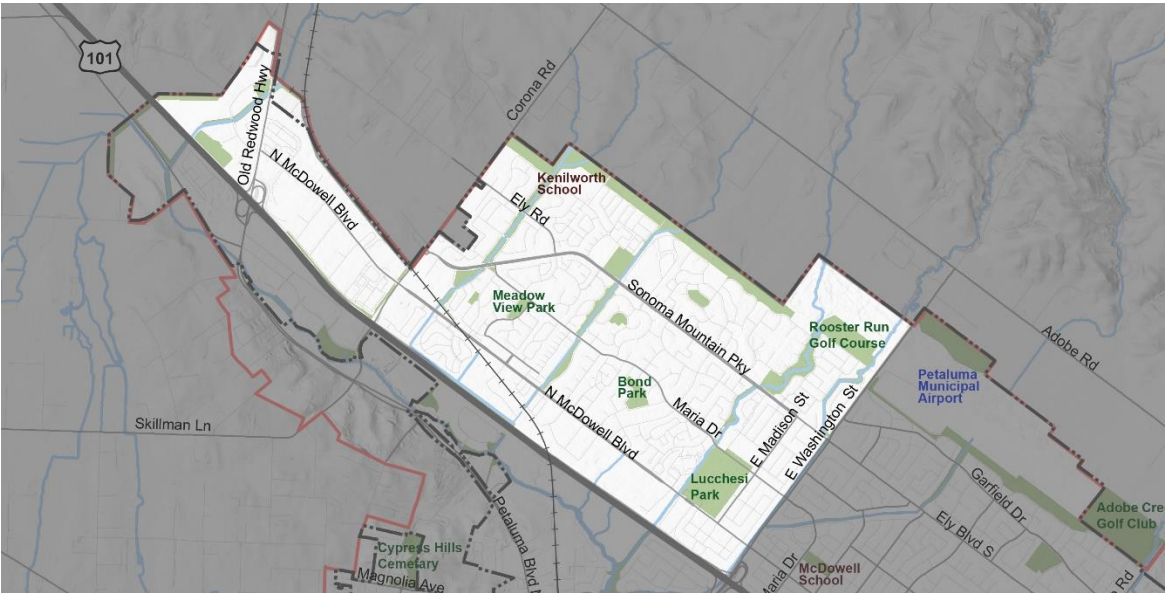
As comments were made, the recorder wrote notes on an interactive “whiteboard” using an online tool called a “Miro” board (www.miro.com). Geographic-specific comments were identified on a map of the area, and general comments were typed on virtual “post-it” notes.

The remainder of this document summarizes the results of each meeting. The raw notes from the small groups are in the Appendix at the end of this document.

Northeast Area Meeting Summary

Overview

On Monday, August 23, 2021, the City of Petaluma hosted its first of four-area meetings for the General Plan Update. This meeting focused on the Northeast quadrant of the city. This area is generally located east of Highway 101 and north of Washington Street. A zoomed-in map of the area is below. The following are the summary results from the meeting. A complete list of the results of the meeting can be found in the Appendix.



Summary Results

Demographic Poll Results

The following summarizes the results of the demographic poll of meeting participants. Note that all questions were optional, and not every participant answered every question.

- The majority (58.3 percent) of participants were 55 and older. The second-largest group was 25-44 at 25 percent.
- 85.7 percent identified as White, and a small percentage as Asian and Other.
- 84.6 percent were homeowners.
- 69.2 percent of participants earn \$100,000 annually. The second-largest group at 23 percent earns \$21,000 - \$44,999 annually.
- 7 participants reported living in the Northeast quadrant, 6 in the Northwest, and 1 in the Southwest.

Assets

Participants were asked to list the assets located in the area. The following is the list of assets mentioned by participants.

- Family-focused residential area with a “community” feel
- Nature, including views and access to green space including Sonoma Mountain and creek trails
- Shopping including McDowell Blvd shopping and multiple shopping centers that are convenient for residents
- Schools and churches

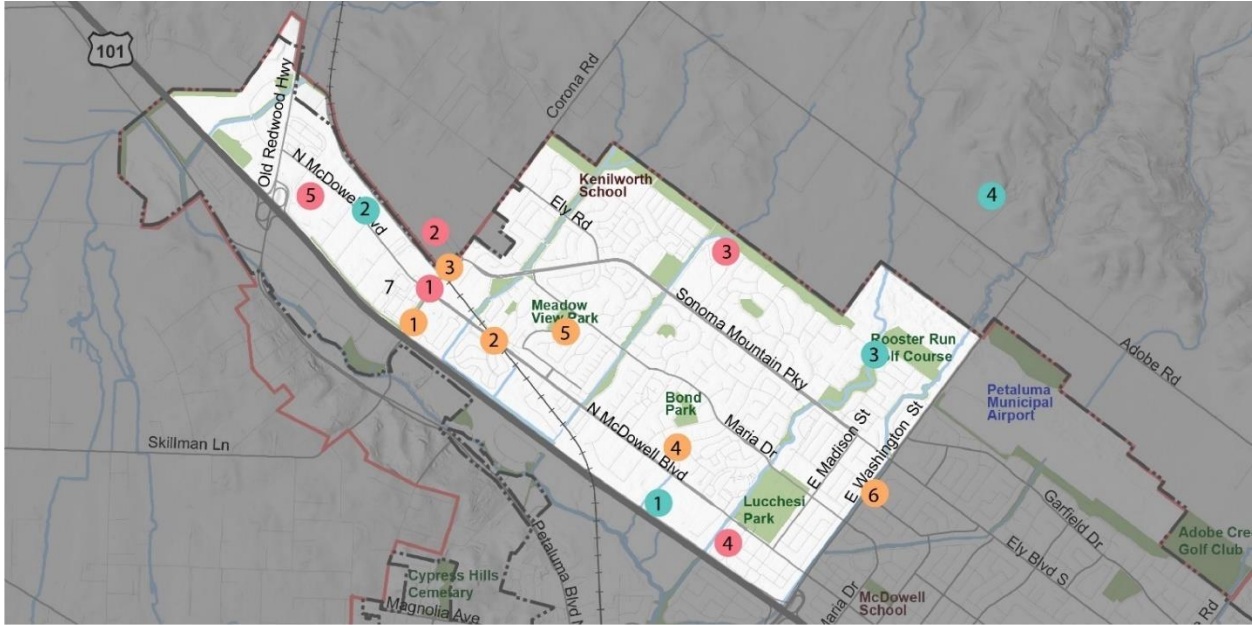
Issues

Participants were asked to list the issues located in the area. The following is the list of issues mentioned by participants.

- Transportation
 - Unsafe roads for pedestrians and bicycles
 - Lack of crosswalks and sidewalks area-wide and specifically along Corona Rd and in front of the new post office
 - Traffic and congestion on Washington St, Caulfield Rd, McDowell Blvd, and Corona Rd.
- Climate change
 - Threat of flooding, drought, and fire hazards, especially in areas such as Creekview Commons and Lynch Creek
- Need stronger economic development
 - Increase local businesses
 - Add incubator or maker spaces
- Inadequate housing supply
 - Add affordable housing at second SMART station at Corona Rd
 - New housing should contribute to the neighborhood feel
- Shortage of places of interest
 - Need to build spaces to attract and build community
 - Lack of youth spaces
- Lack of strong/consistent internet access city
 - Must bridge the digital divide and plan for now/future
- Limited accessibility
 - Create connection to the Smart trail from both east and west sides
 - Provide alternatives to get across town, could be Rainer Ave or a new bridge

Mapping Areas of Change and Stability

Participants were asked to identify areas of change and stability in the area. The following is a list of the comments from all groups. Specific geographic locations are shown on one composite map.



Comment Summary

- Where should mix of housing, shopping, jobs be changed?
- What areas should stay the same?
- What other improvements are needed?

Where should the mix of housing, shopping, and jobs be changed?

1. **Proposed SMART Station (McDowell & Corona Rd).**
 - a. Build affordable housing and mixed use development
 - b. Develop new housing that is family-friendly to balance with existing area
 - c. Transform area with the breweries by adding additional uses
 - d. Create retail destination with artisan shops
 - e. Add amenities that compliment housing
2. **Outside UGB on Corona Rd.**
 - a. Area is near schools and family-housing thus could be suited for park or other uses that connect neighborhood to city
 - b. Expand UGB here and build housing
 - c. Don't expand UGB and set a negative precedent and that would have negative impact on those with rural lifestyles
3. **Area Near Santa Rosa Junior College**
 - a. Add mixed use development
4. **Plaza South Shopping Center**
 - a. Better utilize space at shopping center including former Kmart
 - b. Add recreational/entertainment options for youth i.e. ice rink, indoor putt-putt, bowling, etc.
5. **South of N McDowell and East of Old Redwood Hwy.**

- a. Reimagine space as commercial and light industrial

What areas should remain the same?

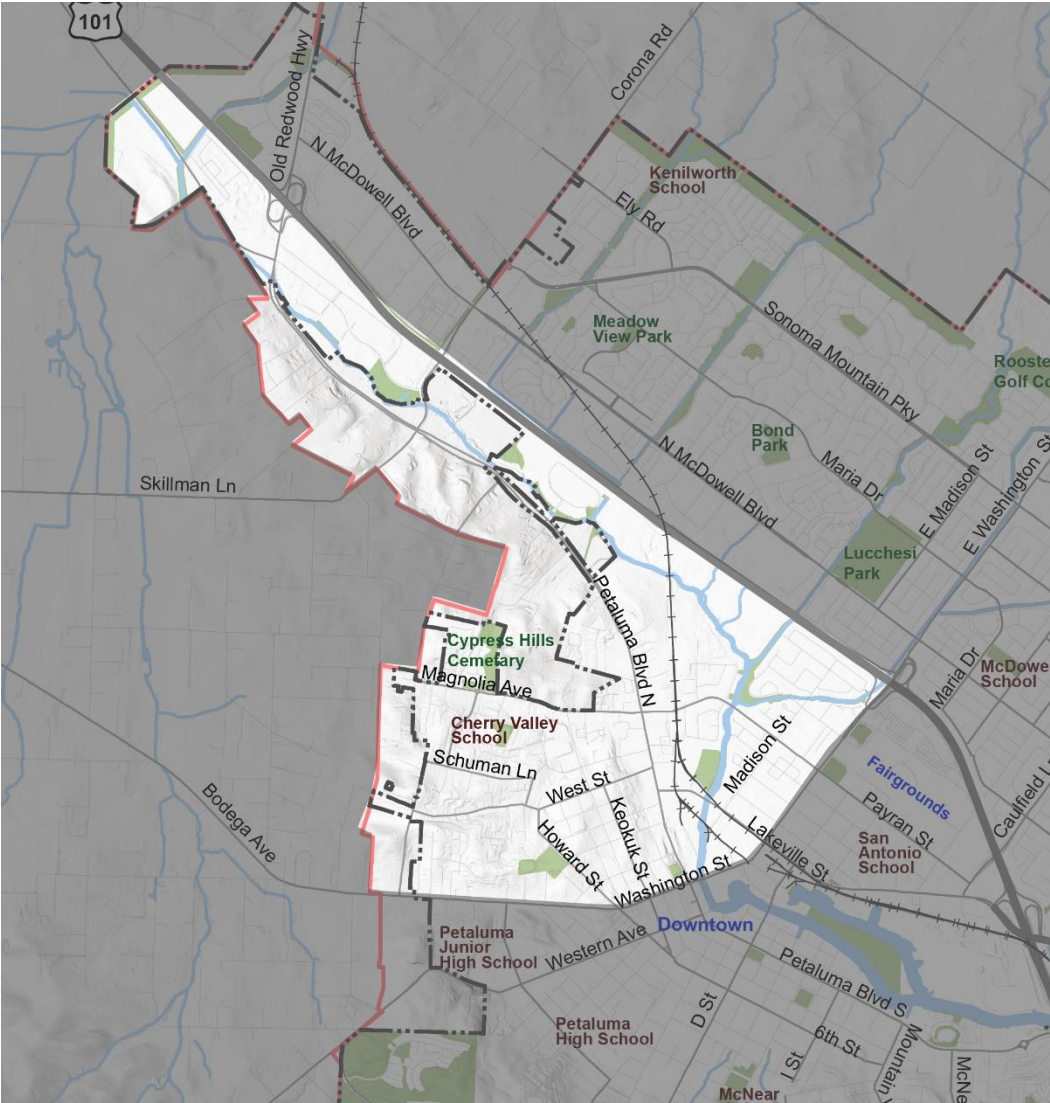
1. **The Dog Park**
 - a. Dog park is asset and heavily used
 - b. Make improvements to the dog park such as planting more trees
2. **SMART Train Pathway**
3. **Prince Park**
 - a. Has great trees and walking paths
4. **Mountains and Views of Mountains**
 - a. Mountains contribute to what makes the area special
 - b. Do not develop mountains or create buildings that compromise views

What other improvements are needed?

1. **Corona Crossing**
 - a. Implement safety improvements
 - b. Add protected bike lanes
 - c. Create safer trails and systems to connect this area to the rest of the city
2. **Rail and road crossing**
 - a. Add crossing solutions to mitigate dangerous interactions between large post office trucks, traffic, and people walking/biking
3. **Corona Rd coming from Ely to Lagunitas**
 - a. Build a sidewalk along this route
 - b. Maintain this county road better
4. **Rainer Rd.**
 - a. Make safer especially for children
 - b. Develop as a connecting road to get across town
 - c. Find alternative solutions and do not expand Rainer
5. **Meadow View Park.**
 - a. Plant more trees
 - b. Create shaded seating and gathering areas
6. **East Washington St.**
 - a. Address congestion and traffic
 - b. Creating safer streets and routes to schools

Northwest Area Meeting Summary

Overview



Summary Results

Demographic Poll Results

The following summarized the results of the demographic poll of meeting participants. Note that all questions were optional, and not every participant answered every question.

- The majority (70 percent) of participants were 55 and older. The second-largest group was 25-44 at 16 percent.
- 77 percent identified as White, and a small percentage as Hispanic/LatinX, American Indian/Alaska Native or Other
- 93.5 percent of participants were homeowners.
- 53.3 percent of participants earn \$100,000 annually. The second-largest group at 26.6 percent earns \$45,000 -\$49,999 annually.
- 39 participants reported living in the Southwest quadrant, 11 in the Northwest, nine in the Northeast, seven in the Southeast, and five in other areas.

Assets

Participants were asked to list the assets located in the area. The following is the list of assets mentioned by participants.

- The river / Corona Reach
- Trails surrounding the river
- Agriculture areas (Strawberry Patch and pumpkin patch)
- Quiet neighborhood
- Many families and children who play outside together
- Walkable and close to Downtown

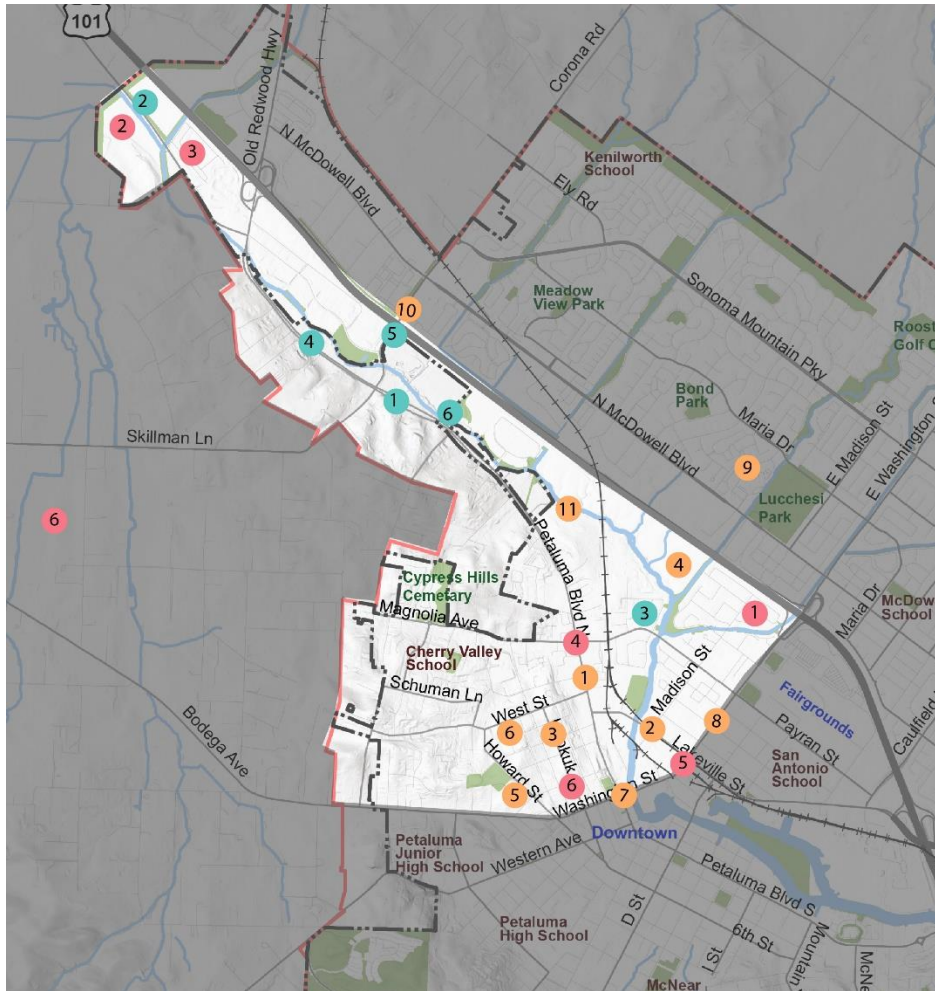
Issues

Participants were asked to list the issues located in the area. The following is the list of issues mentioned by participants.

- Risk of flooding; specifically, areas North of the Basin, Corona Reach, and tributaries that go into the Petaluma River
- Sea level rise
- Lack of open space
- Threat to wildlife corridors
- Transportation
 - Cut through traffic in Oak Hill Neighborhood
 - Lack of overall walkability
 - No walkable connector between the east and west sides of the city
 - Corona overpassing does not provide safe crossing for bikes and pedestrians
 - The Rainier Connector (remaining in transportation plan and being developed)
- Scarcity of housing for low and moderate incomes

Mapping Areas of Change and Stability

Participants were asked to identify areas of change and stability in the area. The following is a list of the comments from all groups. Specific geographic locations are shown on one composite map.



Comment Summary

- Where should mix of housing, shopping, jobs be changed?
- What areas should stay the same?
- What other improvements are needed?

Where should the mix of housing, shopping, and jobs be changed?

1. **Outlet mall**
 - a. Rezone into mixed use
2. **Across from pumpkin patch**
 - a. Continue hosting wildfire refugees, expand to house more types and incomes of people
3. **Mobile home site**
 - a. Expand to allow more lower income folks to have homeownership opportunities
4. **Petaluma Blvd N**
 - a. Develop mixed-use and increase overall density of area
 - b. Limit development on North Petaluma Blvd.; properties are too close to the river, the areas adjacent to the river are environmentally rich
5. **Lakeville and Washington St. Area**
 - a. Improve run-down businesses
 - b. Add Businesses that offer amenities and cater to people less retail.
6. **Skillman and Bodega Ave**

- a. Use entire area for low-cost housing expanding UGB
- 7. Along Oak and Washington Street**
 - a. Consider how development interfaces with the neighborhood

What areas should remain the same?

- 1. Agriculture areas**
 - a. Preserve important history of agriculture (Strawberry Patch and Pumpkin Patch)
- 2. Riparian corridors**
 - a. Do not develop along river from Petaluma Blvd N to S should be set aside
 - b. Maintain and enhance for climate resilience and habitat improvements
- 3. Lynch Creek Trail**
 - a. Make improvements to increase connectivity
 - b. Preserve and maintain as natural as possible
- 4. Area between river and Industrial Ave**
 - a. Keep rural feel; do not build new retail
- 5. Corona Rd**
 - a. Maintain Cross town connectors
- 6. Natural area along river**
 - a. Protect and cherish this area for wildlife wellbeing and community

What other improvements are needed?

- 1. Petaluma Blvd N**
 - a. Improve streetscape Along Petaluma Blvd North
 - b. Plant more vegetation/ trees
 - c. Implement road diet
- 2. Along Madison and Lakeview St.**
 - a. Plant more trees and vegetation
 - b. Implement traffic mitigation on Madison (speedway)
- 3. Keokuk St.**
 - a. New development needs to consider walking scores and walkability
 - b. Minimize car traffic
- 4. Area North of river, South of 101**
 - a. Turn area into park
- 5. Oak Hill Neighborhood**
 - a. Improve quality of sidewalks
- 6. South of West St.**
 - a. Add park
 - b. Make elder-friendly neighborhood
- 7. Washington St**
 - a. Improve gateways to downtown
- 8. Highway 101**
 - a. Add traffic calming measures
 - b. Minimize noise in surrounding neighborhood
 - c. Re-plant redwood trees along 101 especially ones cut down
- 9. Rainer**

- a. Remove Rainer from the transportation plan and do not build a connection

10. Corona Overpass

- a. Add to transportation plan to accommodate East-West traffic flow

11. The river

- a. Protect river and implement River Access and Enhancement Plan

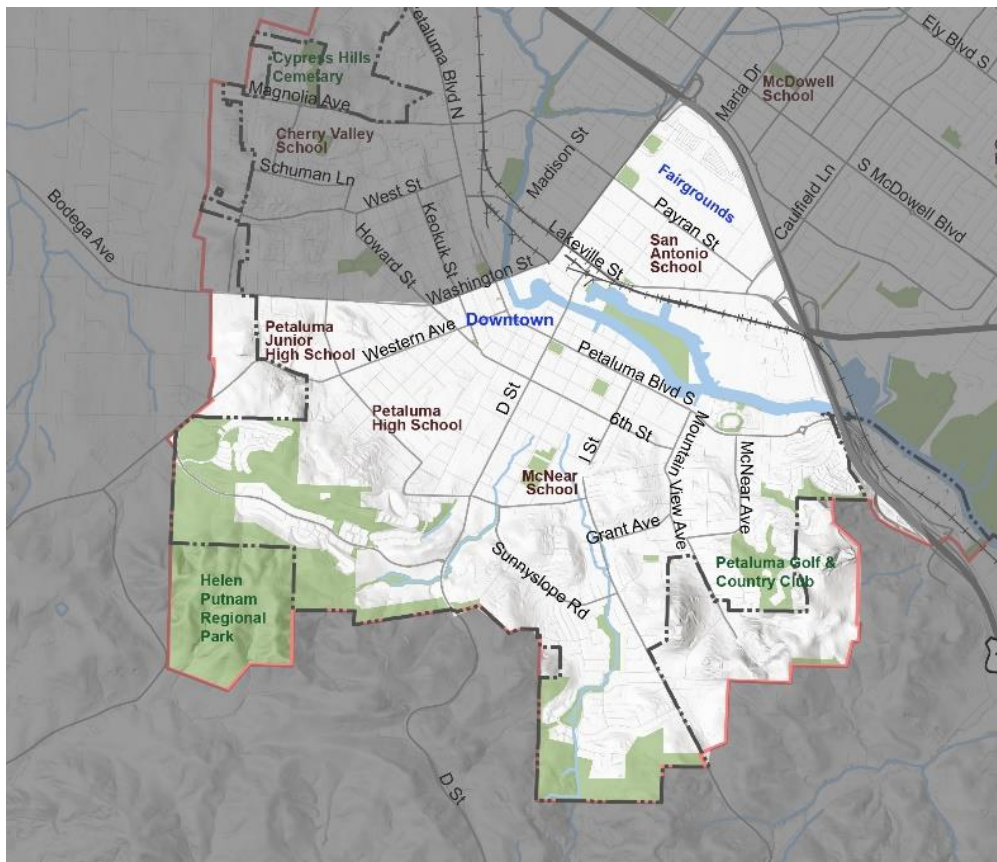
Other/Area-Wide

- Plant more trees
- Create new open spaces
- Encourage ADUs, and smaller units with less permitting to increase population diversity
- Convert some commercial back to residential/mixed use to add more housing

Southwest Area Meeting Summary

Overview

On Monday, August 30, 2021, the City of Petaluma hosted its third area meeting for the General Plan Update. This meeting focused on the Southwest quadrant of the city. This area is generally located west of Highway 101 and south of Washington Street. A zoomed-in map of the area is below. The following are the summary results from the meeting. A complete list of the results of the meeting can be found in the Appendix.



Summary Results

Demographic Poll Results

The following summarizes the results of the demographic poll of meeting participants. Note that all questions were optional, and not every participant answered every question.

- The majority (39.7 percent) of participants were 55 and older. The second largest group was 25-44 at 33.3 percent.

- 70 percent identified as white and 13.5 percent as Hispanic or Latinx.
- 77.9 percent are homeowners.
- 68 percent of participants earn \$100,000 or more annually. The second largest group earns at 22.7 percent earns \$60,000 - \$99,999.
- 39 participants reported living in the Southwest quadrant, 11 in the Northwest, nine in the Northeast, seven in the Southeast, and five elsewhere.

Assets

Participants were asked to list the assets located in the area. The following is the list of assets mentioned by participants.

- Fairgrounds
- Historic Downtown
- Walkability and bike ability
- The river
- Steamer Landing
- Live Oak Charter School
- South City Market
- Urban / Rural interface
- Helen Putnam
- Limited box chain stores
- Trestle

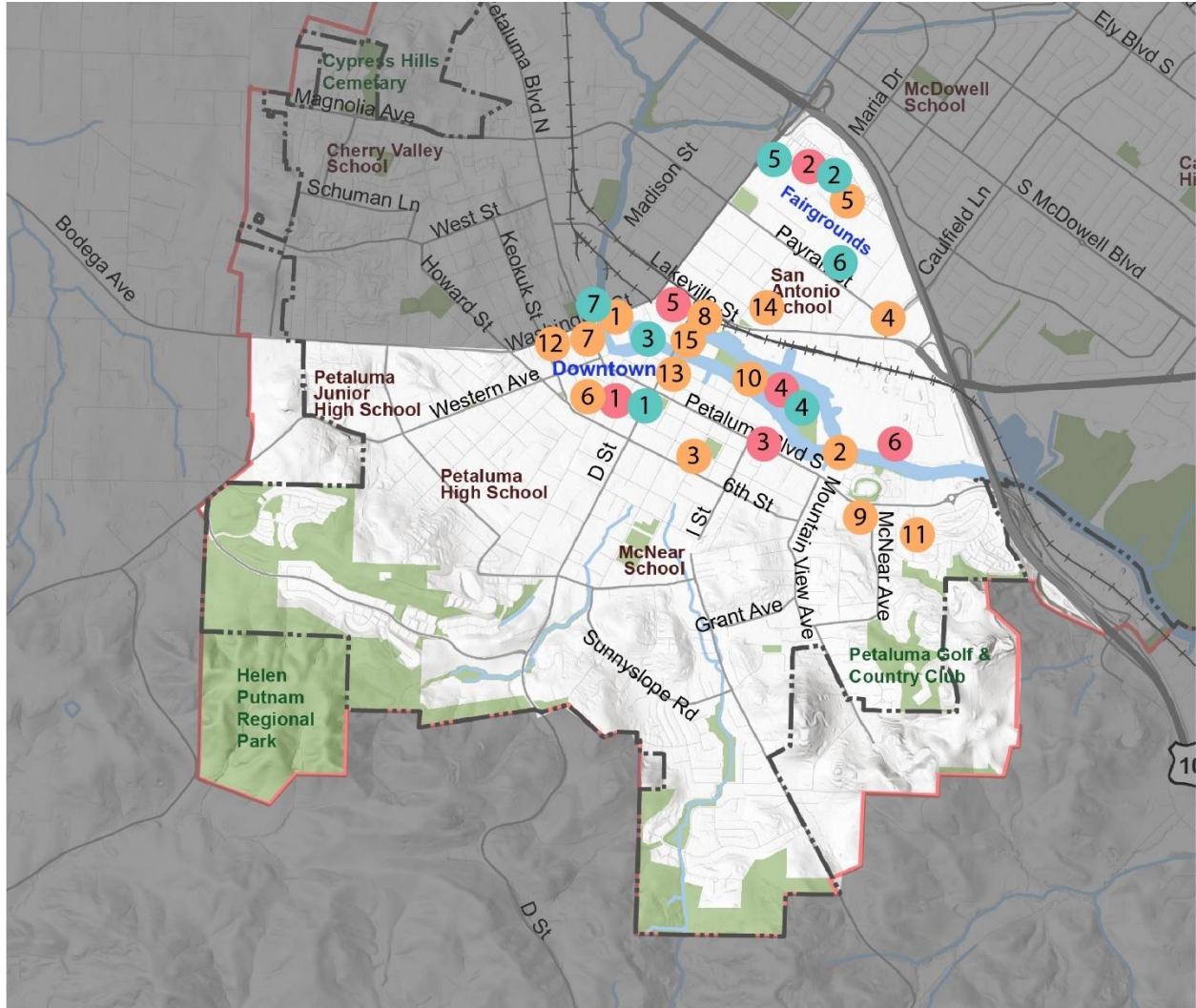
Issues

Participants were asked to list the issues located in the area. The following is the list of issues mentioned by participants.

- Flooding and threat of future flooding with new development on the flood plain
- Transportation
 - Traffic and speeding cars such as on St. Francis Dr., and D St.
 - Absence of bike routes throughout the area and safe walking routes
- Lack of multipurpose community spaces
- Excessive RHNA numbers
- Limited water resources
- Lack of mixed-use areas
- Insufficient safe camping sites and resources for unhoused residents
- No clear definition of desirable commercial for downtown
- Parks require further activities available in them and vibrancy
- Shortage of affordable multifamily housing
- Feelings of lack of safety and vulnerability

Mapping Areas of Change and Stability

Participants were asked to identify areas of change and stability in the area. The following is a list of the comments from all groups. Specific geographic locations are shown on one composite map.



Comment Summary

- Where should mix of housing, shopping, jobs be changed?
- What areas should stay the same?
- What other improvements are needed?

Where should the mix of housing, shopping, and jobs be changed?

1. **Downtown**
 - a. Add greater density including mixed-use and multifamily housing
 - b. Reduce or eliminate parking requirements

- c. Build more community services and consider community needs
- 2. Fairgrounds**
 - a. Build transit-oriented housing, a park and/or convention center
 - b. Develop new uses that serves larger population while maintaining current programs
 - c. Move City Hall here
 - d. Eliminate parking
 - e. Consider Target and Fairgrounds collectively, build housing above
- 3. Petaluma Blvd S.**
 - a. Consolidate City uses into one building and develop remaining City properties into housing
- 4. Steamer Landing**
 - a. Build affordable transit-oriented housing
 - b. Prioritize innovative thinking for development and design
 - c. Create nicer entrance into park
- 5. Around SMART Station**
 - a. Add mixed-use housing development including low-income housing
- 6. Flood zone**
 - a. Don't develop in flood zone

What areas should remain the same?

- 1. Downtown**
 - a. Preserve historic character and feel
- 2. Fairgrounds**
 - a. Keep current uses and programs, which represent Petaluma's history, culture, and traditions
 - b. Preserve Speedway
 - c. Maintain evacuation center, which is important asset
- 3. The River**
 - a. Preserve river which is critical to Petaluma and Downtown's history and culture
- 4. Steamer Landing Park**
- 5. Skateboard park**
- 6. Live Oak Charter School**
- 7. The Trestle**
 - a. Recognize as important asset impacting health, the economy, safety, and sustainability
 - b. Potentially preserve pilings for art sculpture

What other improvements are needed?

- 1. The Trestle**
 - a. Turn the trestle into a usable space for boating activities
- 2. The river**
 - a. Implement the *Petaluma River Access Plan* and incorporate it into the General Plan
- 3. Putnam Plaza**
 - a. Create an extension of Putnam Plaza into a pocket park
 - b. Increasing public access and bike/pedestrian access
 - c. Grind down cobblestones on the riverfront

- d. Plant more trees
- 4. Caulfield Ln**
 - a. Add a pedestrian-friendly Caulfield Ln crossing
- 5. Fairgrounds**
 - a. Develop a substantial park that would benefit everyone
- 6. Downtown**
 - a. Add trees for walkability and shade
- 7. Vacant lot at 165 Petaluma Blvd N.**
 - a. Develop into park
- 8. Encampment area**
 - a. Clean up
 - b. Offer services/resources to unhoused residents
- 9. Petaluma Blvd. S. at McNear Ave. Area**
 - a. Add new uses to create a more lively area
- 10. Steamer Landing Park**
 - a. Create a path to be able to bike across the river
- 11. East of McNear Ave. neighborhood**
 - a. Add more shopping, coffee shops, and parks
- 12. Kentucky St.**
 - a. Develop smart streets
- 13. D Street**
 - a. Mitigate current congestion and traffic
 - b. Plan for how to deal with future congestion once there is new Riverfront development
 - c. Make street improvements at D street between SMART station and draw bridge which currently feels industrial and unsafe walking
 - d. Add trash cans
- 14. North of the river area**
 - a. Add more bus access in this neighborhood
- 15. Golden Eagle Shopping Center**
 - a. Plant trees and beautify the shopping center

Other/area-wide:

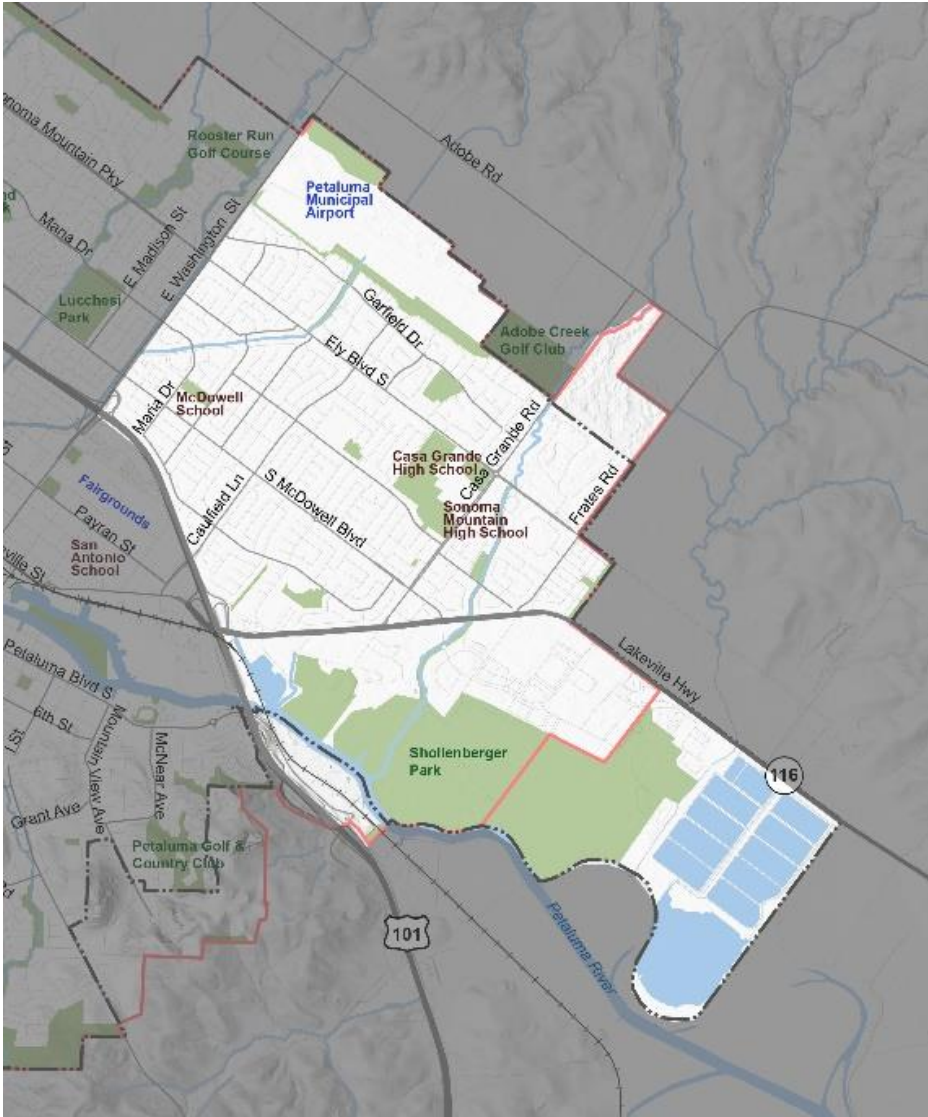
- Maintain urban growth boundary
- Develop pockets of commerce/retail throughout the area instead of a few centralized locations
- Limit number of houses built due to limited water
- Add more civic uses and uses that serve the existing population
- Add protected bike lanes everywhere
- Make the entire area more walkable for pedestrians and create additional routes to get Downtown
- Mitigate traffic and speeding in neighborhoods caused by road diets elsewhere
- Plant more trees to beautify the area and reduce the heat island effect
- Add more sports fields on both sides of town
- Approve larger infrastructure projects to mitigate the traffic and water issues that are happening in town

- Create pockets of public services throughout town
- Add more community gathering spaces
- Address crime and feelings of lack of safety
- Plan for sea level rise and develop/maintain infrastructure that is resilient
- Develop a strategy to address flooding
- Add new development that builds on and complements the existing history of Petaluma

Southeast Area Meeting Summary

Overview

On Wednesday, September 1, 2021, the City of Petaluma hosted its fourth and final area meeting for the General Plan Update. This meeting focused on the Southeast quadrant of the city. This area is generally located east of Highway 101 and south of Washington Street. A zoomed-in map of the area is below. The following are the summary results from the meeting. A complete list of the results of the meeting can be found in the Appendix.



Summary Results

Demographic Poll Results

The following is a summary of the results of the demographic poll of meeting participants. Note that all questions were optional, and not every participant answered every question.

- The majority (58.3 percent) of participants were 55 and older. The second largest group was 25-44 at 25 percent.
- 66.6 percent identified as White and 26.6 percent as Hispanic or Latinx and 6.6 percent as Asian.
- 66.6 percent are homeowners vs. 33.3 percent are renters.
- 54.5 percent of participants earn \$60,000 - \$99,999 annually. The second largest group at 27.2 percent earn \$21,000 - \$44,999 annually.
- Seven participants reported living in the Southeast quadrant, two in the Northeast, and two in the Southwest.

Assets

Participants were asked to list the assets located in the area. The following is the list of assets mentioned by participants.

- The river
- Shollenberger Park
- Lynch Creek

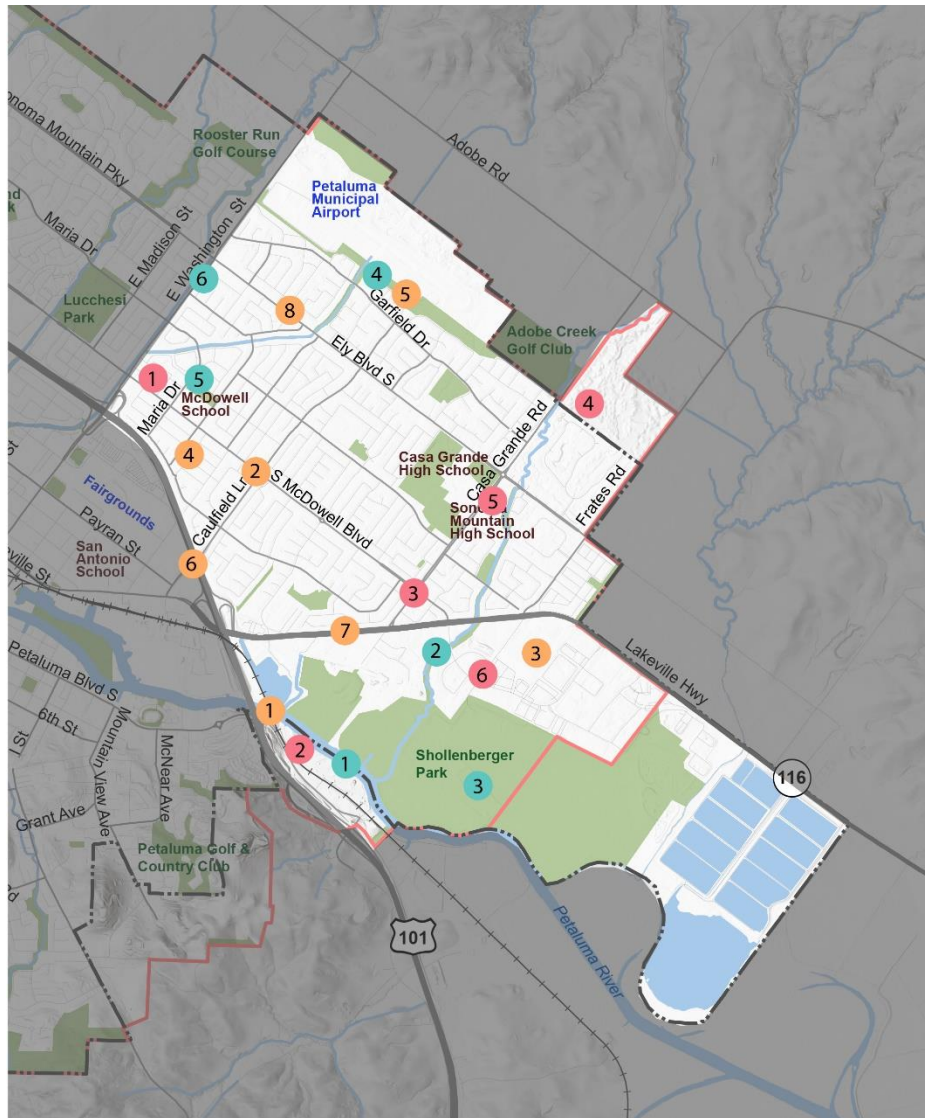
Issues

Participants were asked to list the issues located in the area. The following is the list of issues mentioned by participants.

- Need for the river to be enhanced and preserved
 - Project implementation should follow the Petaluma River Access and Enhancement Plan
- Transportation
 - Mitigate traffic and slow down vehicles in residential areas
 - Improve streets across the entire area to increase safety for pedestrians and bikers. Specific streets called out include Lakeville, Caulfield streets, E Washington, South McDowell, Casa Grande, and Garfield.
- Lack of open space and tree canopy
 - Introduce more open spaces and parks to maintain and improve existing assets.
- Insufficient connections to West Side of town
 - Crosstown connections are needed to be able to access other parts of town easier
- The parking lot at the shopping center is underutilized, and amount of pavement should be reduced

Mapping Areas of Change and Stability

Participants were asked to identify areas of change and stability in the area. The following is a list of the comments from all groups. Specific geographic locations are shown on one composite map.



Comment Summary

- Where should mix of housing, shopping, jobs be changed?
- What areas should stay the same?
- What other improvements are needed?

Where should the mix of housing, shopping, and jobs be changed?

1. Washington Street Shopping Center

- a. Add mixed use with residential over ground floor retail
- b. Expand diversity of uses and consider adding uses/spaces for youth activities
- c. Reduce the amount of pavement

- d. Add shaded gathering space
- 2. Area between 101 & River**
 - a. Add retail and restaurants along river
 - b. Build new retail and housing
- 3. Casa Grande/McDowell Shopping Area**
 - a. Add additional uses including housing
- 4. Adobe Creek Golf Club.**
 - a. Developed vacant site into something that benefits the community, while maintaining airport safety landing zone restrictions
- 5. Area around Casa Grande and Sanoma Mountain High Schools**
 - a. Create an activity node / gathering area around High Schools
- 6. Around S. McDowell north of Shollenberger Park.**
 - a. Add more uses to draw people to area and increase overall vibrancy especially at night

What areas should remain the same?

- 1. The river**
 - a. Preserve and enhance the river, one of Petaluma's key assets
- 2. The Creeks**
 - a. Open fenced-off path area
- 3. Shollenberger Park**
 - a. Park is a large asset to neighborhood and city
 - b. Create a safe and accessible biking trail
 - c. Do not build asphalt plant near by which would create damaging effects on nature and wildlife
- 4. Walking trail by airport / Washington creek**
 - a. Add a safe and accessible biking trail
- 5. McDowell Park**
 - a. Well-used and loved by neighbors
 - b. Increased maintenance
- 6. Lynch Creek**
 - a. Important site considered a wonderful asset

What other improvements are needed?

- 1. Pedestrian Oriented Crossing Across River**
 - a. Create additional pedestrian and bike crossings; currently, Washington St and Caulfield are the only places to cross from Ely Blvd. and there isn't enough space for bikes
 - b. Add a bicycle connection from Shollenberger park across the river to be able to access the southwest quadrant
- 2. S McDowell Blvd. and Caulfield Ln.**
 - a. Improve walkability/bikability of area for ease and safety
- 3. Area near Kaiser**
 - a. Redesign streets to prevent accidents
- 4. Between Maria Dr. and Caulfield Ln.**
 - a. Recognize that this neighborhood has suffered from the most environmental issues historically and thus needs measures to combat this

- b. Mitigate pollution from 101
- 5. Airport and surrounding area**
 - a. Update airport to prevent and mitigate pollution
 - b. Add planter strips/trees to landscaped lanes to add shading over time
- 6. Caulfield Ln. connection**
 - a. Create crossing at Caulfield South and connection to Petaluma Boulevard, which is preferred over Ranier connection
- 7. Lakeview St.**
 - a. Implement traffic calming and other measures to increase safety
- 8. Ely Blvd. S.**
 - a. Street improvements needed overall.
 - b. Current bike paths offer little space.

Other/area-wide:

- Develop more gathering spaces including cafes and entertainment or recreational uses
- Add smaller scale stores to break up feel of subdivision heavy area

Appendix

Area Meeting 1 – Northeast Area

What makes the area unique & special?

Group 1:

- 2nd SMART train station
- Lagunitas area near the brewery has potential for new development
- area is more family focused suburban with some restaurants - could look at the train and its potential development would need - it could lead to something better like a park, but a lot of development might not fit the nature of the area

Group 2:

- Our street is lined with sycamore trees on both sides, lush feeling.
- Kids can play outside, ride bikes to school. Enjoy creek paths for walks and being in the neighborhood
- Lots of shopping centers along McDowell (most in Petaluma fall in this quadrant).
- Washington and Sonoma mountain - largest single park/community center - used for parties and events, pond for bird watching (ducks). Well used park.
- Open space such as paths that travel up an down river with vacant land for parks/forest area that could house more activities
- Hills/mountains with Ag use - low intensity - and is our fire buffer from Sonoma, preserve this as stable fire buffer.
- Lagunitas area could have more housing - underserved community there that could use more open space
- neighborhood (Prince Park) has great trees and walking trails, can access from house.
- Shopping centers are convenient

CHAT Comments:

- Yes, that walking/bike path is awesome!
- Loma Vista Immersion Academy on Maria Dr. is a public, bilingual (Eng-Span) elementary school, and it's the fastest growing school in Sonoma County.
- For the most part - great sidewalks. Safe walking

Group 3:

- Heavily residential
- Several churches
- Community college

- Families, community neighborhoods, and residences
- Hotels in the area
- Safe Trails and bike lanes
- Views across to the surrounding mountains and hills
- Open spaces at the edges

What are the primary issues facing the area?

Group 1:

- there isn't much conversation about how the new train station would affect the families, and suburban nature of the area
- how can there be more accessibility to the Smart trail from both east and west sides?
- City divided by the river, the freeway, has led to so much traffic and unsafe roads for other methods of transportation
 - Multiple people agree on the need for safety of streets along McDowell
- Need for Safe Routes to School, especially in crossing large and busy streets
- safer slower streets throughout city. we need multiple solutions, innovations to pull that off.
- McDowell is treacherous. I was unable to bike to work from west to Redwood Business Park because of lack of safety.
 - It is striking how much feedback there is about transportation. We are clearly ready to get out of our cars!
- Notes from the chat after share-out
 - Adding to the 101 noise concern- there is also significant noise from the FedEx facility 24/7 on the north side
 - We suggested in our breakout room that you go to the junior high and high schools. I also suggest in front of grocery stores and the basketball courts at Leghorn.
 - St. Vincents Church as large Hispanic participating and could be conduit to underserved.

Group 2:

- Creekview commons - Main concerns - climate change, water and fire hazards.
- Improvement needed: stop sign at post office / Lagunitas
- Brush fire in Lynch creek, along greenbelt.
- Do we see drought continuing on in the future or damaging rains? Realistic to say trees and plan life will continue 5 years from now?
- Empty K- Mart, cool to turn that space into a youth center - places for teens to hang out. Great to have more local businesses/youth centers
- Second SMART station with affordable housing at Corona Road (current affordable housing isn't centered around transit)
- Hopeful new transit station will be built with mixed uses - other things to do besides just housing.
- Walkability to McDowell is difficult, would like to see a sidewalk along Corona and walking to Lagunitas would be great.
- No sidewalk in front of the new Post Office, local community would like to see more walkability
- I don't see retail areas along turtle creek, maybe shuttle bus to take people to shopping centers along McDoweel. No commercial

- Survey Casa Grande High School to hear from teens on what they would like

Group 3:

- safety - street, slowing traffic, safe crosswalks
- need for more housing - with neighborhood feel - include small businesses and are walkable
- how to act with climate and work with nature - keep being a river town front and center
- less focus on streets more focus on biking and walking
- more placemaking
- economic activity - fab lab - places for community to gather
- residential subdivision allow more mixed use amenities and heighten also take advantage of natural elements and include more open space as part of subdivisions
- internet connection not good everywhere - bridging digital divide - - must plan for now - arteries of dark fiber
- congestion along Washington and opening up Rainer Avenue or alternative to get across town
- improving transit
- Redwood highway - underutilized areas and space that could provide a more walkable neighborhood - opportunity to reimagine a commercial and light industrial area
- Flooding in area near pumpkin patch
- Providing housing through project roomkey
- help resolve traffic issues Caulfield - potential to build bridge
- Places of interest social and economic- Like an oxbow market in Napa, Fab-lab/maker spaces

Questions:

- What is the population density of the different quadrants?
- How were these quadrants defined? What do they mean for process?
- Question/priority how might we develop with our natural context in mind?)Town built on a watershed?
- Where can we identify more open space, especially within sub-division neighborhoods?

Mapping Areas of Change and Stability:

Group 1 Map Comments:

AREAS OF CHANGE

Where should the mix of housing, shopping, and jobs be changed?

1. an area that could experience growth
 - a. (the area with all the breweries) could be transformed and bring more uses to this area
2. where the 2nd station is
 - a. the whole area is very suburban, new station and housing development would need to heavily consider this area and how to balance the family-friendliness of it with new growth
 - b. There is excitement over the train station to use it for regional commute
3. Is a big empty field near the train tracks
 - a. Near schools and family housing, could be better for a park or other use that can help connect the suburban neighborhood and the rest of the city
4. Type here
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AREAS OF STABILITY

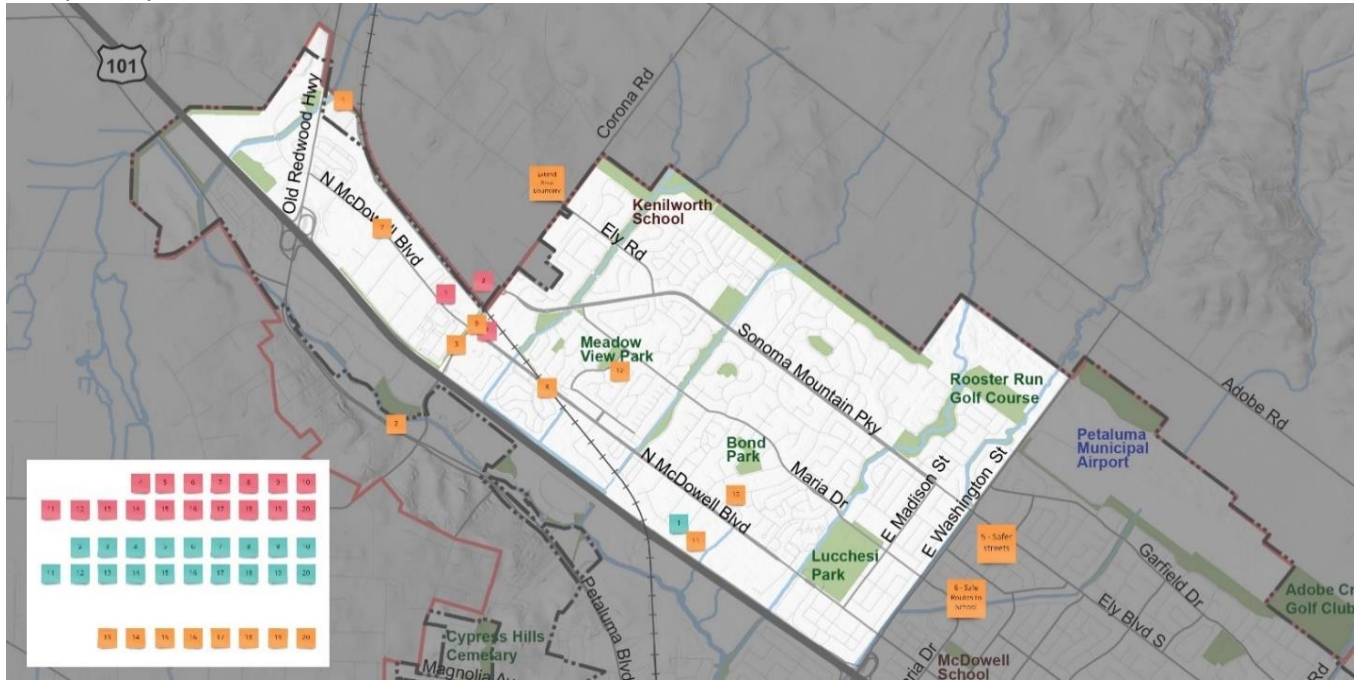
What areas should remain the same?

- Dog Park
 - needed and used but could use some improvements like trees
1. Type here
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 18. Type here
 - a.
 19. Type here
 - a.

What other improvements are needed? (eg. transportation, parks, etc.)

1. Trails
 - a. There needs to be a safer trail/connection system connecting this area to the rest of the city
 - b. Petaluma Blvd needs more immediate fixes vs recreational bike trails
2. Type here
 - a.
3. Pengrove bike trails
 - a. low hanging fruit to add more protected bike lanes to increase city connectivity
4. Type here
 - a.
5. Type here
 - a.
6. The City boundaries could be expanded
 - a. Expanded to include more safe connections + new development
7. Type here
 - a.
8. Rail and road crossing
 - a. Dangerous with interactions between large post office trucks, traffic and people walking/biking
9. Corona Rd coming from Ely to Lagunitas is very unsafe
 - a. No sidewalk along this route even though many people walk along these streets
 - b. It is a county road that is unsafe and not maintained
10. Rainier Road
 - a. Major thoroughfare, divides people and makes an unsafe environment for kids
 - b. An ask for consideration of accident data before major changes/improvements
11. Dog park (i think?)
 - a.
12. Meadow View Park
 - a. has hills but should be improved by adding more trees to create gathering and sitting areas that allow the grass to actually be used
13. Type here
 - a.

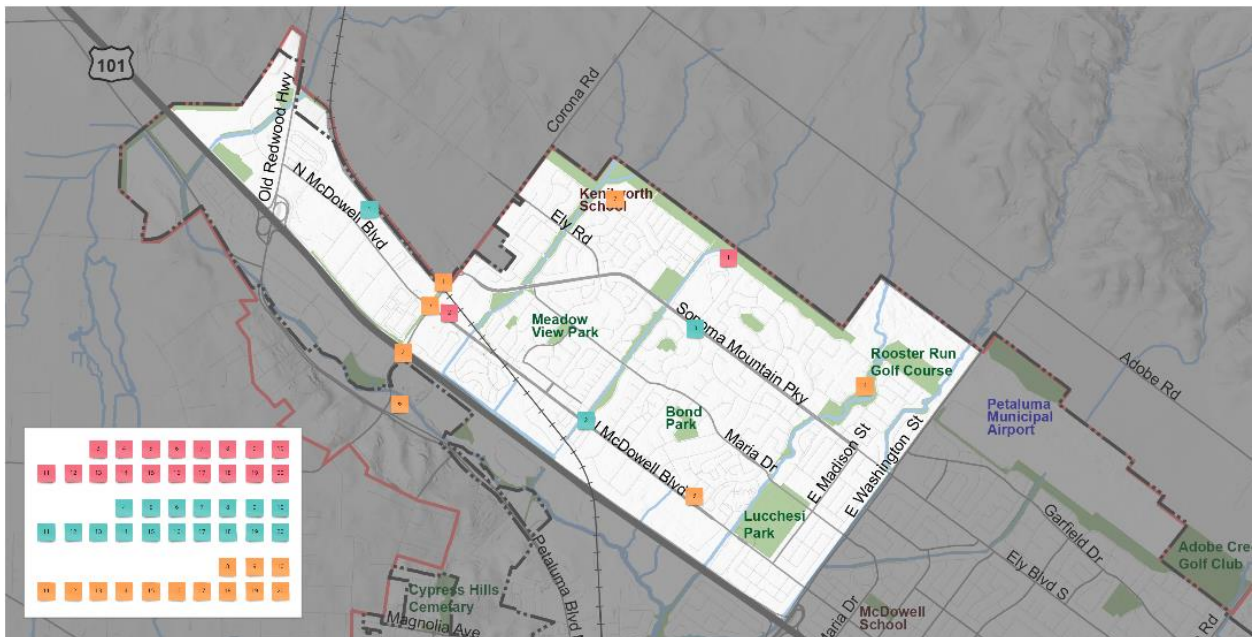
Group 1 Map:



Group 2 Map Comments:

AREAS OF CHANGE	AREAS OF STABILITY	
<p>Where should the mix of housing, shopping, and jobs be changed?</p> <ol style="list-style-type: none"> Turn into mixed use area <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here 	<p>What areas should remain the same?</p> <ol style="list-style-type: none"> Smart train pathway <ol style="list-style-type: none"> Keep retail/shopping here Keep retail/shopping here <ol style="list-style-type: none"> Keep retail/shopping here Keep retail/shopping here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here 	<p>What other improvements are needed? (eg, transportation, parks, etc.)</p> <ol style="list-style-type: none"> Annexed into to provide housing <ol style="list-style-type: none"> Crossing / bridge improvements Hospital improvements for future earthquakes <ol style="list-style-type: none"> Continued Lynch Creek trail along the hills, if it continued creating an east/west corridor. Connect to improved greenway - all the way up and access land with bike/ped path Push for development of destination retail (artisan/chess tables) <ol style="list-style-type: none"> Housing first priority, but lots of amenities needed. Walkability to these new areas including through greenways and broader network. Propose of connector through Raineer <ol style="list-style-type: none"> Reach out to middle school to see what they would need/want to see in the future. <ol style="list-style-type: none"> Also reach out to the high school Type here <ol style="list-style-type: none"> Type here Type here <ol style="list-style-type: none"> Type here

Group 2 Map:



Group 3 Map Comments:

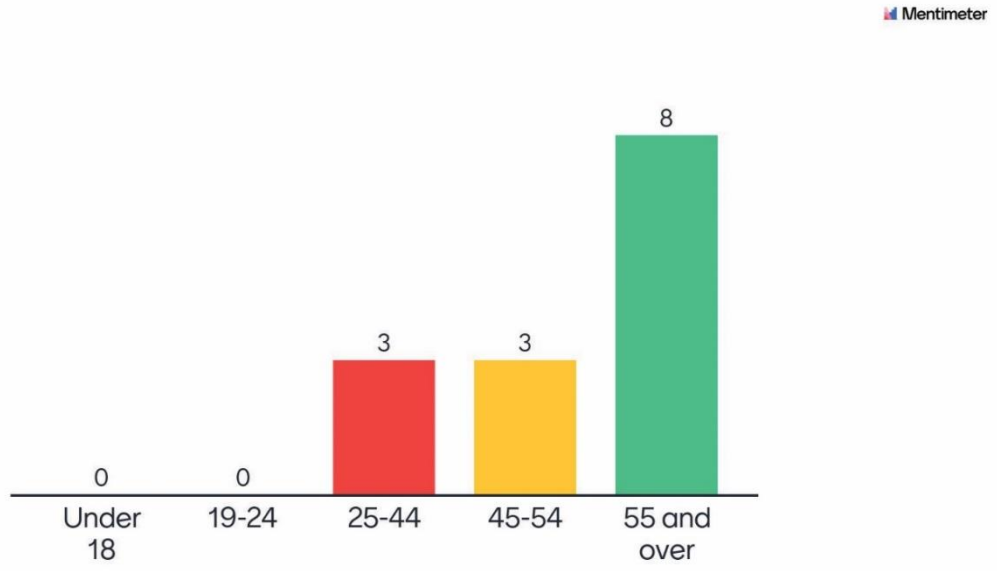
AREAS OF CHANGE	AREAS OF STABILITY	Other improvements needed?
<p>Where should the mix of housing, shopping, and jobs be changed?</p> <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> 	<p>What areas should remain the same?</p> <ol style="list-style-type: none"> Expand the urban growth boundary <ol style="list-style-type: none"> not annex whole parcel - could be opportunity or retain rural lifestyle not continuing to cut pie consider reuse and dead buildings keep trails opened and maintained <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> 	<p>What other improvements are needed? (eg, transportation, parks, etc.)</p> <ol style="list-style-type: none"> opportunity to reimagine space <ol style="list-style-type: none"> commercial and light industrial Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none">

Group 3 Map:



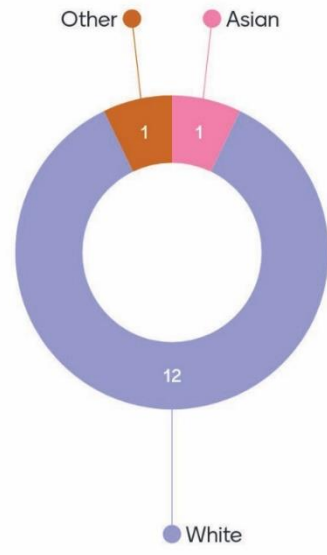
Live Polling

Age:



14

Race and Ethnicity: (may select more than one)



13

Homeownership: Do you rent or own your home?

Mentimeter



13

What is your annual household income?

Mentimeter



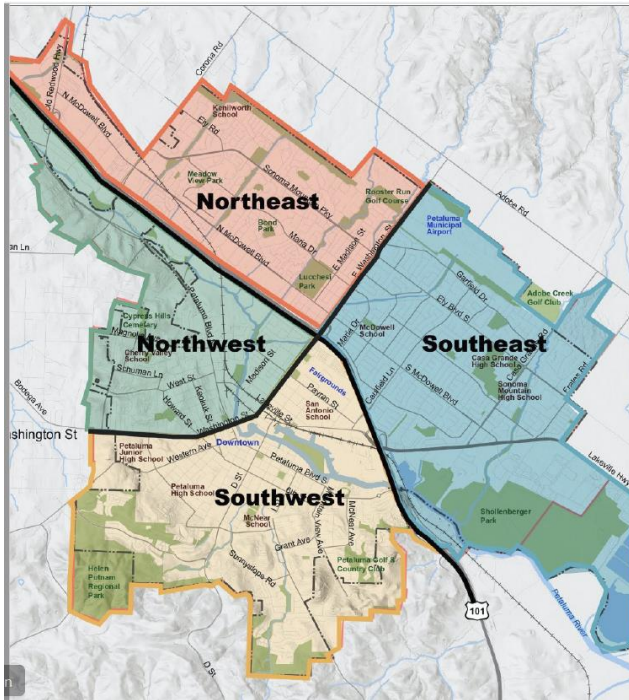
13

Which of the following describes why you decided to come to tonight's workshop? (select all that apply to you)

Mentimeter

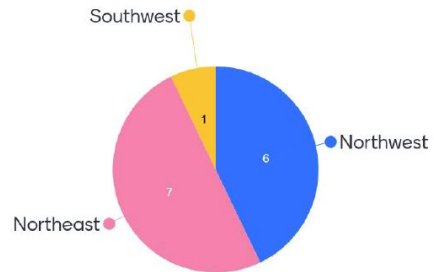


15



What part of the City do you live in?

Mentimeter



14

Area Meeting 2 – Northwest Area

What makes the area unique & special?

Group 1:

- The River!
- Agriculture areas (Strawberry Patch and pumpkin patch)

Group 2:

- Trails Near River
- "Rings all the bells of new urbanism, walkable, close to downtown"
- Walkable community
- Quiet neighborhood
- Lots of Children
- Kids play out in front of homes after school - different groups playing with each other

Group 3:

- NW quadrant most important for Petaluma, because this is where creeks converge into the river; Flood risk is a major, \$100 Million to repair if flood
- Largest and most environmentally sensitive area, River Access and Enhancement Plan was in the last general plan, vetted by 25 agencies, trail proposed along 6.5 mile length, enhance riparian woodlands & oak savannah
- Corona Reach is a unique fragment of what is left of the Petaluma Valley, we are facing extinction of this habitat; best habitat on the Petaluma River - should have trails.
- Corona over-crossing is connected to this quadrant, should be included in any plan
- Parks are some of our greatest assets, support equity and should be accessible without car and should prioritize creating parkway along stretch of upper river; this was part of the last general plan (River Access and Enhancement Plan). Terraces were proposed in River and Access Enhancement Plan, but haven't proven effective, so take this strategy out of this GP, heritage oaks and habitat should be protected.
- Historically, river has been treated as a sewer, now have opportunity to treat as a treasure. Close off Kentucky Street and make area more walkable, more transit access, Petaluma Blvd.
- Opportunity to make Corona a modern overpass
- Opportunity for green infrastructure; 3 recommendations for length of the river: essential to climate resilience, flood control, and to the health and wellbeing of community. Youth is learning to protect, and it's our responsibility for our future generation

What are the primary issues facing the area?

Group 1:

- Need an updated EIR due to new flooding hazards and how future development could be flooded
- Concerned about beyond Lynch creek and the proposed Rainier crossing - should never happen and should become a park to compensate for lack of parks in this area

- potential flooding
- need for more bus routes in this general area
- disagreement over Rainier - this group in strong opposition
- from CHAT: Important: parts of the river corridor have ALREADY had developments approved - Sid Commons and the one on the property next to Clover. These would be a disaster if built out.
 - The Riverbend development next to Clover should never have been approved as it was.

Group 2:

- Flooding
- Non- Permeable Surfaces will exacerbate flooding
- Not enough trees in the neighborhood - Midtown area and tree ordinance
- Lots of problems due to Washington street congestion
- Many drivers using this area on Madison to avoid traffic
- Lack of green space in the area - need for a park in North Petaluma River area
- Poor quality of sidewalks, dangerous, and safety hazards
- Issues of responsibility of sidewalks
- Not elder friendly currently
- lack of a park for gathering, especially for seniors
- Lack of "Gateway" or signposting when you enter downtown
- Covid 19 and pre-existing issues with Shut down buildings and empty storefronts in downtown
- The racetrack downtown is noisy/loud and is a space for opportunity for more climate related issues
- Sounds from Freeway - more trees to help it
- Safety for kids that play along east Washington Ave.
- Generally noisy neighborhood: freeway, racetrack
- Need for a YWCA would be an asset to the northwest
- Transportation support like a dash bus will help seniors
- Cut down Redwood Trees - no replacements to date

Group 3:

- Flood risk and associated cost; this part of town floods every winter; Areas North of the Basin, Corona Reach, tributaries that go into the Petaluma River, need proper setbacks
- Flood protection isn't just about wetlands and riparian corridors also includes open fields that absorb flood and stormwaters
- River is polluted and needs to be cleaned
- Sea level rise mitigation
- More open space is needed for
- environmental enhancement and restoration, particularly of riparian areas
- Charlie - lack of open space, area around the river is an opportunity to maintain as open space (Cemetery shouldn't be counted as open space)

- Concern about Ranier, going to be flooded
- Remove Ranier from Transportation Plan
- Consider a crossing at Caulfield as an alternative to Rainier.
- when the Petaluma Specific Plan was finished, the committee recommended that another would be done, opportunity to reshape what this corridor (Washington Street) could be so isn't just a traffic nightmare, comprehensively including all 4 quads. This means getting rid of Ranier, needs to be taken out, it is not relieving traffic on Washington and develops in these high value habitat zones, it is way past its utility.
- Concern about cut-through traffic in Oak Hill Neighborhood; we don't have a comprehensive street plan, we are getting more traffic, prioritize preservation over degradation
- Rebuild and enlarge Corona Overcrossing
- advocate for a walkable, connector between east and west sides of the city; any development and planning process must consider public transit and walkability;
- I want to support all comments related to saving and protecting the river/slough, fold plain, oaks and all other natural features that remain in a natural or near natural state. The Rainer Connector is an aberration a concrete spear into the womb of mother nature. Corona overcrossing should be updated to provide a seismically safe crossing for bikes and peds. Finally, with climate change now obvious to all, reducing auto traffic with public transit and bike and bike share programs should be paramount. New thinking is critical to how we go forward in the next very crucial years.
- request more clarity about how the quadrants have been delineated; Schuman Lane is an urban growth boundary. This area (East of Elm Drive) should be affiliated with Southwest quadrant, sensitive habitat
- Where development is slated to occur along Petaluma Blvd North, we need to allow for wildlife corridors for wildlife to reach the river and to obtain (and take out of circulation) the narrow parcels along Pet Blvd North that are close to the river. This is already called for in several of our major City policy documents - our current Gen Plan and our River Plan. There will be liability issues for that because the courts are no longer looking the other way when surface flows are increased
- Consider housing equity, there are several low to moderate income folks, open space is important
- If we want to preserve natural areas, manage traffic, and meeting housing needs, we need dense housing, with low parking ratios, in walkable locations that can be effectively served by transit and includes opportunities for future retail. In this quadrant, PBN from E. Wash to Payran is the best opportunity.
- Preserving upper Petaluma River; isn't sufficient open space being allocated for proposed development
- Trees are essential to green urban infrastructure
- Walkability: isn't only developing near SMART Downtown: 1) no sidewalks on first and second south of D street; 2) the barrier on the raised sidewalks requires people to walk into traffic to get to and from their car.

Mapping Areas of Change and Stability:

Group 1 Map Comments:

AREAS OF CHANGE

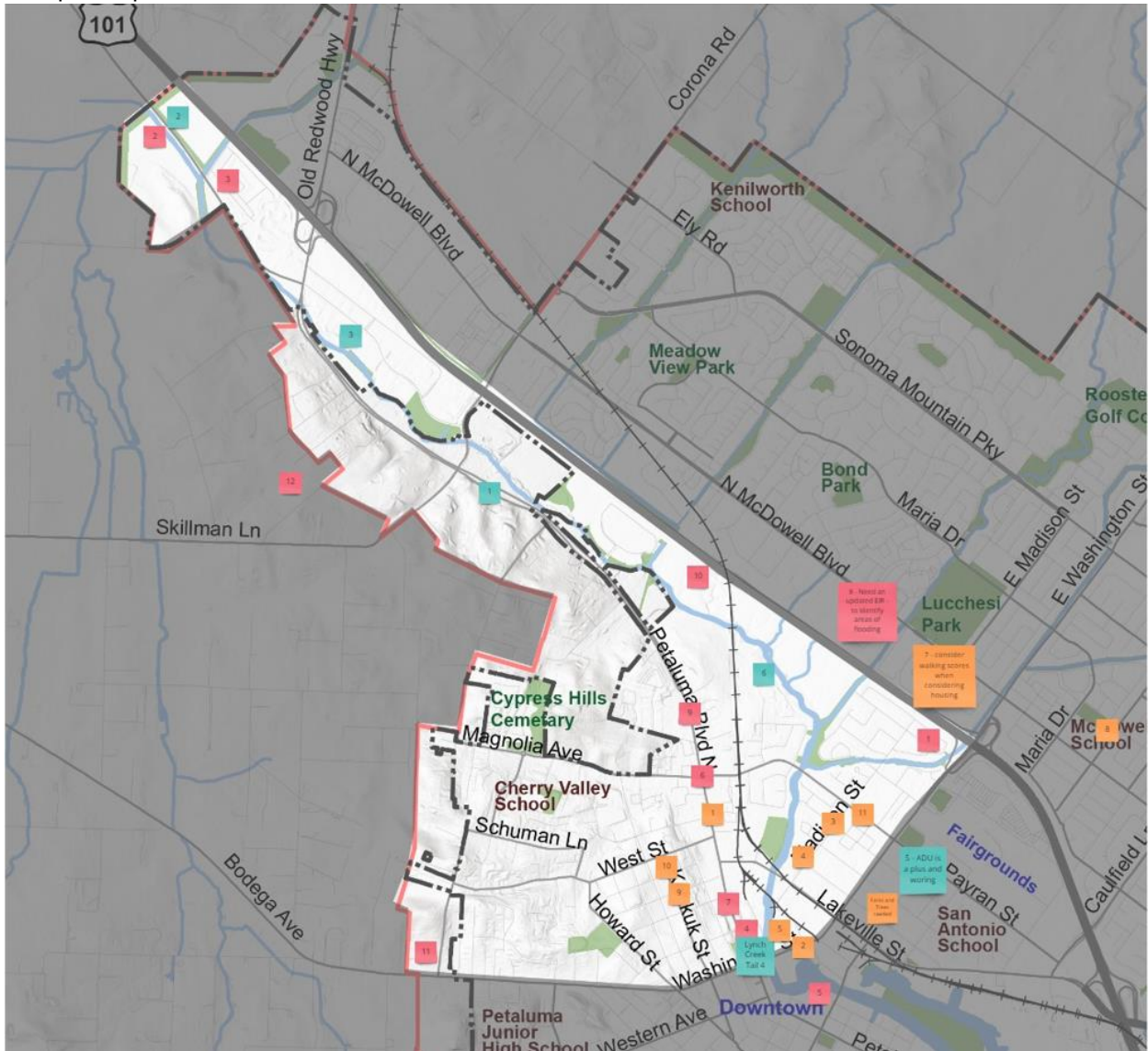
- Where should the mix of housing, shopping, and jobs be changed?**
1. Outlet mall
 - a. Could be rezoned into mixed use
 2. Across street from pumpkin patch
 - a. Petaluma KOA (sp?)
 - b. hosting wildfire refugees and could be expanded to house more types and incomes of people
 3. Possible expansion of mobile home site
 - a. Could allow more lower income folks to have a form of homeownership
 4. Mixed use development overall and in Petaluma Blvd N
 - a. Having more opportunities for commercial and residential is good
 5. Type here
 - a.
 6. Could change to have more density
 - a. Possibly more markets and other uses
 7. Around lakeville and washington
 - a. Some run down businesses/buildings in the general area that could benefit from improvements
 8. Convert some commercial back to residential/mixed use
 - a. Opens up the possibility to increase housing availability overall
 9. Corona Reach
 - a. there are bike and pedestrian trails along an area that could be used as a new park
 - b. preserve instead of used as a Rainier extension
 10. Type here
 - a.
 11. Type here
 - a.
 12. Skillman and Bodega Ave
 - a. a lot of small ranches, houses - entire area could be used by County for low cost housing additions
 - b. the Urban Growth Boundary? could be changed by voters
 13. Type here
 - a.
 14. Type here
 - a.

AREAS OF STABILITY

- What areas should remain the same?**
1. Preserve agriculture
 - a. Agriculture areas esp. b/c of history of agriculture (Strawberry Patch and Pumpkin Patch)
 2. River riparian corridors
 - a. Maintain and enhance for climate resilience and habitat improvements
 3. " +2
 - a.
 4. Lynchcreek Trail
 - a. Around Washington and up to McDowell and is an east/west connector
 - b. improvements could increase connectivity
 - c. more trails like this could help the connections
 5. Allowing smaller units with less permitting is working in the neighborhood, more diversity
 - a.
 6. Concerned about beyond Lynch creek and the proposed Rainier crossing - should never happen
 - a. its one of the most pristine and important areas of the river
 7. Type here
 - a.
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 - a.
 19. Type here
 - a.

- What other improvements are needed? (eg. transportation, parks, etc.)**
1. Lack of beauty and vegetation
 - a. Along Petaluma Blvd North, needs more vegetation/ trees, maybe even a road diet - needs beautification
 2. Along Madison and Lakeville (sp?)
 - a. Need for more trees and vegetation
 - b. Also needs traffic mitigation on Madison (speedway) - a repeated ask
 3. More trees and vegetation overall
 - a.
 4. Preserving riparian corridors
 - a.
 5. Need for parks in this area
 - a.
 6. Type here
 - a.
 7. New development need to consider walking scores and walkability
 - a. consider the alt transpo options to keep car traffic as low as possible
 8. Type here
 - a.
 9. Lovely trees but sidewalk problems
 - a. in need of repair and a new sidewalk plan for improving it and fixing tripping hazards
 - b. could also add bike infrastructure
 10. "
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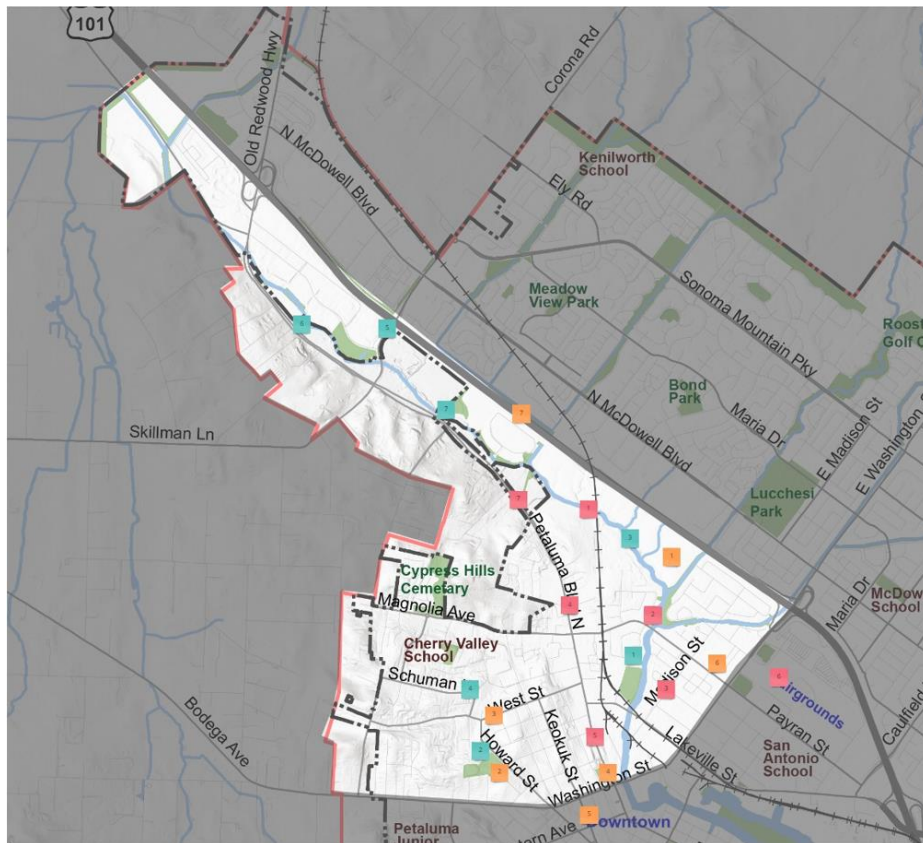
Group 1 Map:



Group 2 Map Comments:

AREAS OF CHANGE	AREAS OF STABILITY	What other improvements are needed? (eg. transportation, parks, etc.)
<p>Where should the mix of housing, shopping, and jobs be changed?</p> <ol style="list-style-type: none"> Control flooding in river area, previous flood. City forgave code upgrades for rebuilding <ol style="list-style-type: none"> Developed into walkers/bikers and made to be wetland/recreational area and have connectivity to downtown and north. <ol style="list-style-type: none"> Hard surface infill will contribute to future flooding Traffic issues cutting through to downtown <ol style="list-style-type: none"> New development should go along these main corridors (Housing included) <ol style="list-style-type: none"> Keep Petaluma river as natural as possible Welcoming businesses back that cater to people (not as much retail) <ol style="list-style-type: none"> Mix of what's happening downtown Raised freeway, noise <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> 	<p>What areas should remain the same?</p> <ol style="list-style-type: none"> No further development <ol style="list-style-type: none"> No infill in this area <ol style="list-style-type: none"> Keep river natural all the way up, for flooding <ol style="list-style-type: none"> Quietness <ol style="list-style-type: none"> Cross town connectors <ol style="list-style-type: none"> Area should stay without new retail and keep rural feel <ol style="list-style-type: none"> Natural area along the river with trees <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> 	<p>What other improvements are needed? (eg. transportation, parks, etc.)</p> <ol style="list-style-type: none"> Area becomes a park <ol style="list-style-type: none"> Quality of sidewalks need to improve. <ol style="list-style-type: none"> make safe places. City to take on full responsibility for sidewalk Addition of a park and make elder friendly neighborhood <ol style="list-style-type: none"> Gateways to downtown <ol style="list-style-type: none"> Remove race track <ol style="list-style-type: none"> Turn into pedestrian street <ol style="list-style-type: none"> Add traffic calming measures <ol style="list-style-type: none"> Noise in this neighborhood (generating activities) Re-plant redwood trees along 101 especially ones cut down. <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none"> Type here <ol style="list-style-type: none">

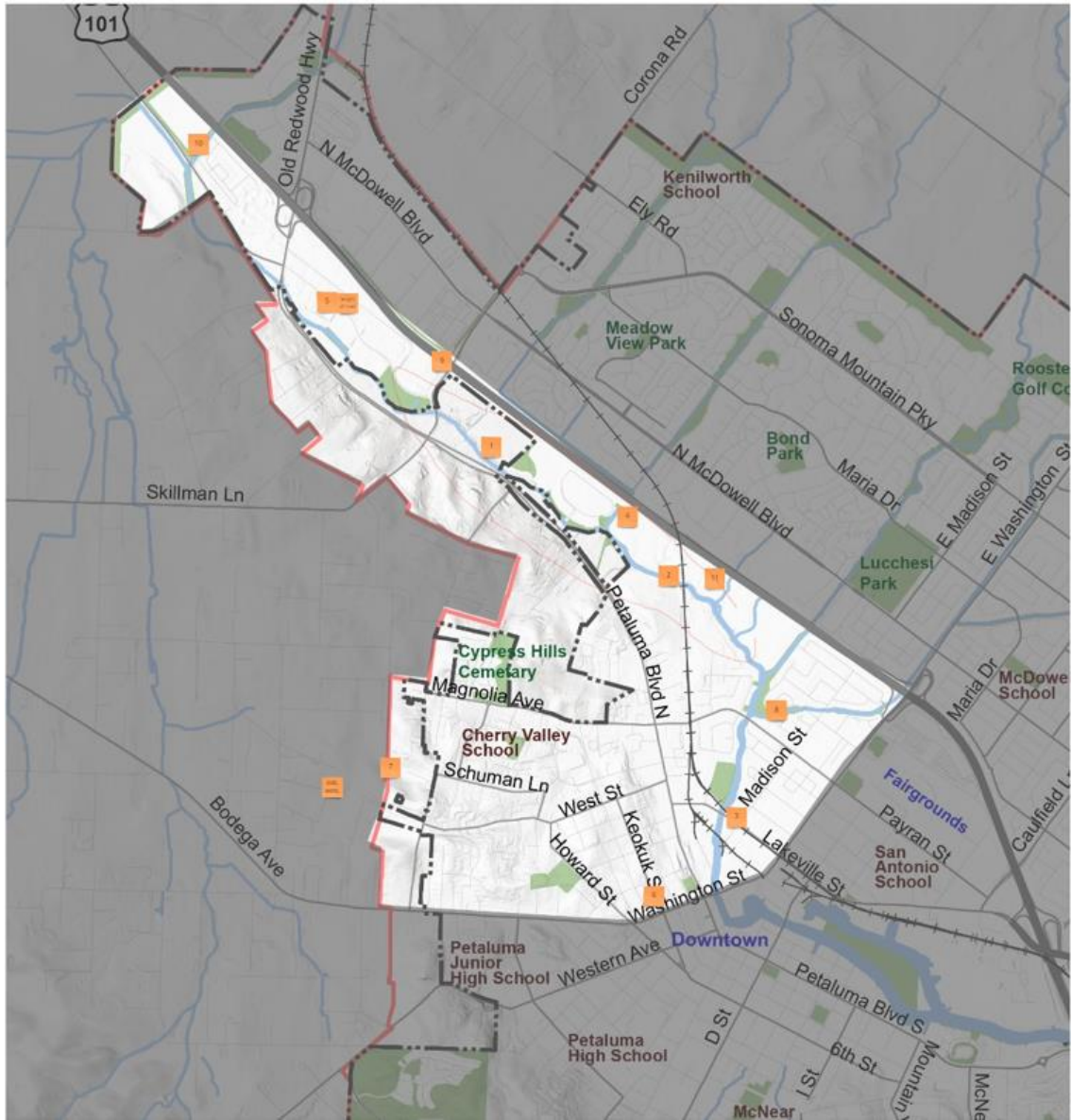
Group 2 Map:



Group 3 Map Comments:

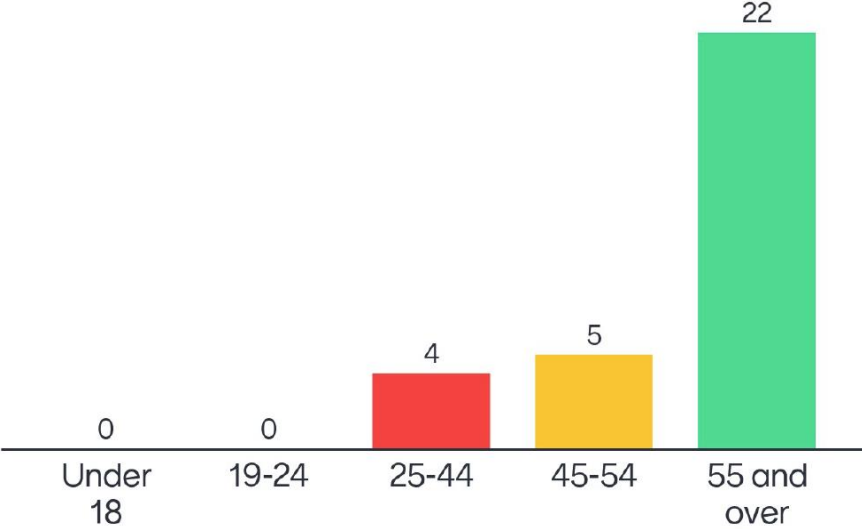
AREAS OF CHANGE	AREAS OF STABILITY	What other improvements are needed? (eg, transportation, parks, etc.)
<p>Where should the mix of housing, shopping, and jobs be changed?</p> <ol style="list-style-type: none"> Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here 	<p>What areas should remain the same?</p> <ol style="list-style-type: none"> Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here Type here 	<ol style="list-style-type: none"> flood control, area for open space and recreation areas along river should be treasured and protected for habitat and wellbeing of community Riparian Corridor/area along river from Pet Blvd N to S need to be set aside and not developed Limit Development on North Petaluma Blvd. Oak street & Washington Street how does new development interface with the neighborhood Open space and wildlife corridor Protection of Upper Petaluma River Remove Ranier from Transportation Plan Corona Overpass needs to be put into the transportation plan to accommodate traffic from E to W Old Redwood Highway and above, this is where water enters watershed

Group 3 Map:

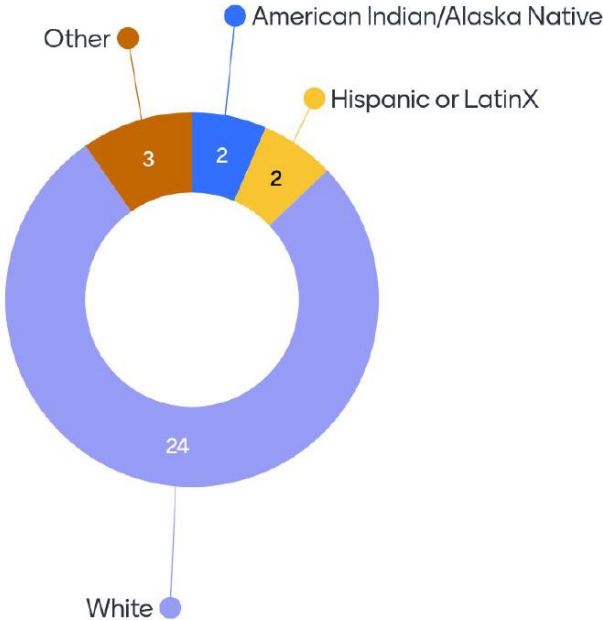


Live Polling

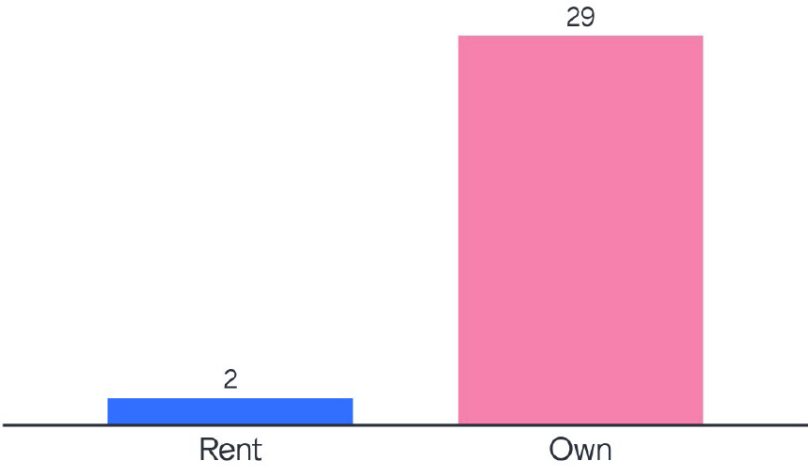
Age:



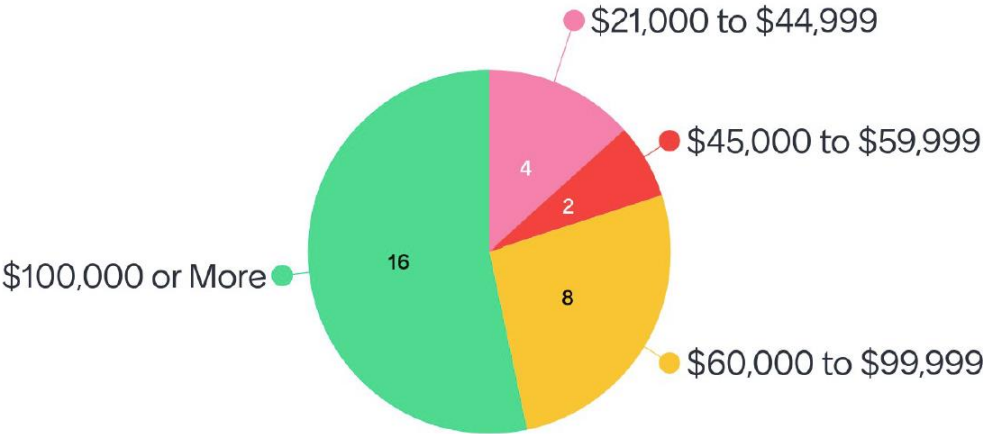
Race and Ethnicity: (may select more than one)



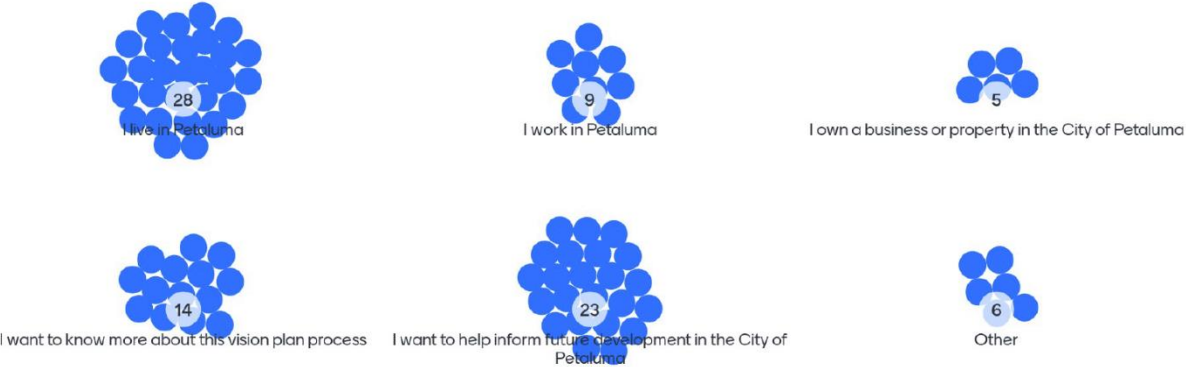
Homeownership: Do you rent or own your home?



What is your annual household income?



Which of the following describes why you decided to come to tonight's workshop? (select all that apply to you) Mentimeter



Area Meeting 3 – Southwest Area

What makes the area unique & special?

Group 1:

- Fairgrounds
 - a key Petaluma asset
 - could help guide people to more recreational areas & emergency housing for people from surrounding towns
 - Important for families
- Heritage and small town feel of downtown
 - preserve this atmosphere of downtown
- walkability + bikeability
- South city market
- The River
- Steamer landing
- Live Oak Charter School - on fairgrounds
 - have coexisted with the rest of the fairgrounds
 - don't forget about this school as the fairgrounds are discussed for future development

Group 2:

- River - but could be done better like Napa etc.
 - Can achieve other Citywide goals
- Riverwalk have restaurants and would be a great draw. Expand on it.
- Safe streets return & increase - more bike able / walkable
- Historical buildings in downtown
- Not a lot box chain stores, would be great to make it easier for businesses to get started.
- We don't have a large street (major intersection) that gets busy, blessing and a curse. If bridge gets done, can we make it a ped/bike bridge. Opportunity here not to create another busy intersection.

Group 3:

- Trestle is a huge asset AND concern!
 - concerned about trestle downtown - impacts many topics health, economy, safety, sustainability - could preserve pilings for art sculpture. Historic preservation
- fairgrounds huge asset. would be a shame to lose. music festival, fair , evacuation site. should stay input
- like walkability I street and encourage more areas like this- more sidewalks
- river is huge asset and should be opened up mpre
- historic downtown

What are the primary issues facing the area?

Group 1:

- Road diets have caused more traffic problems in other streets
- traffic and high car speeds have gotten worse
- Concerned about flooding to historic downtown, especially with sea level rise hazards
- Concerned about development being built on the floodplain and along the riparian areas
- West haven proposed development: no more single family homes in dangerous areas when they aren't needed
- St. Francis as example of road with speeding cars
- Need more multipurpose community space
- Safety issues in late night, early morning - related to growth of town
- City does not need every space developed
- More housing developments bring more noise and traffic
- future developments should be planned wisely to incorporate the community needs and values
 - increasing walkability and enhance the assets that exist
- RHNA numbers - the proposed units are excessive
 - empty lots are useful
 - but can also look at reducing the numbers imposed by state b/c of the worries over the water and other natural resources town does not have (other cities have done this, primarily Marin County towns)
- Concern over the lack of water resources for the town, unchecked growth does not consider this issue

Group 2:

- Justify bringing in all the new housing but with lack of water supply. The state requires you to build new housing?
 - Sufficient sites to build new housing
- What about the sea level rise and downtown is mostly flooded, how much of it can be saved? How should we plan with it.
- Daycare needed, zoning related? Working mom and would need daycare.
- Paving on the west side, how are they choosing these?
- Single use driven - cars, houses: Break up, mix uses, create mini communities within this area.
- Planning for the fairgrounds need to happen with Fair board, CC and community. Needs to be settled separately from the GPU. Community is relying on this process.

Group 3:

- amount of traffic through D Street
- fairgrounds underutilized - missed opportunity to turn into park to access year round
- more trees, more trails, pedestrian friendly
- heat island, too hot
- Resolve trestle (make deal with SMART)
- bike paths throughout this entire quadrant and safe routes to downtown

- love idea of pedestrian only
- implement river plan
- safe parking and camping places with resources for houseless residents
- need concept to of what is desirable commercial downtown (not round table) - should be defined as what it wants to be really articulated
- seniors that are near to downtown want a bus that would circle downtown so they can do basic shopping - stores no longer downtown ie no pharmacy
- active transportation grid with safe streets
- parks more vibrant for gatherings and activities
- can not have a diverse population with only single-family homes that cost over 800,000

Mapping Areas of Change and Stability:

Group 1 Map Comments:

AREAS OF CHANGE

Where should the mix of housing, shopping, and jobs be changed?

1. D street and lakeville - D street bridge, rail crossing
 - a. Undergrounding wires and electrical poles to increase access and safe crossings for all modes of transpo
 - b. prioritize more safe crossings on lakeville - cars always speed
 - c. include more housing for all incomes, not just high end
2. Downtown train area
 - a. include more community services and community needs in this future development
 - b. modernize what was done and stick to mixed use
3. Steamer landing
 - a. new development could be innovative and include affordable transit oriented housing
 - b. prioritize smart thinking and design
4. More housing of petaluma blvd south
 - a.
5. Potential to include more civic development in this area of town
 - a. serve the neighborhoods that exist
6. How can the target center be reimagined to have mixed uses?
 - a. Can include it in the discussion of the fairgrounds
 - b. Including more mixed use services + a new bus that can further connect town
7. Type here
 - a.
8. Type here
 - a.
9. Type here
 - a.
10. Type here
 - a.
11. Type here
 - a.
12. Type here
 - a.
13. Type here
 - a.
14. Type here

AREAS OF STABILITY

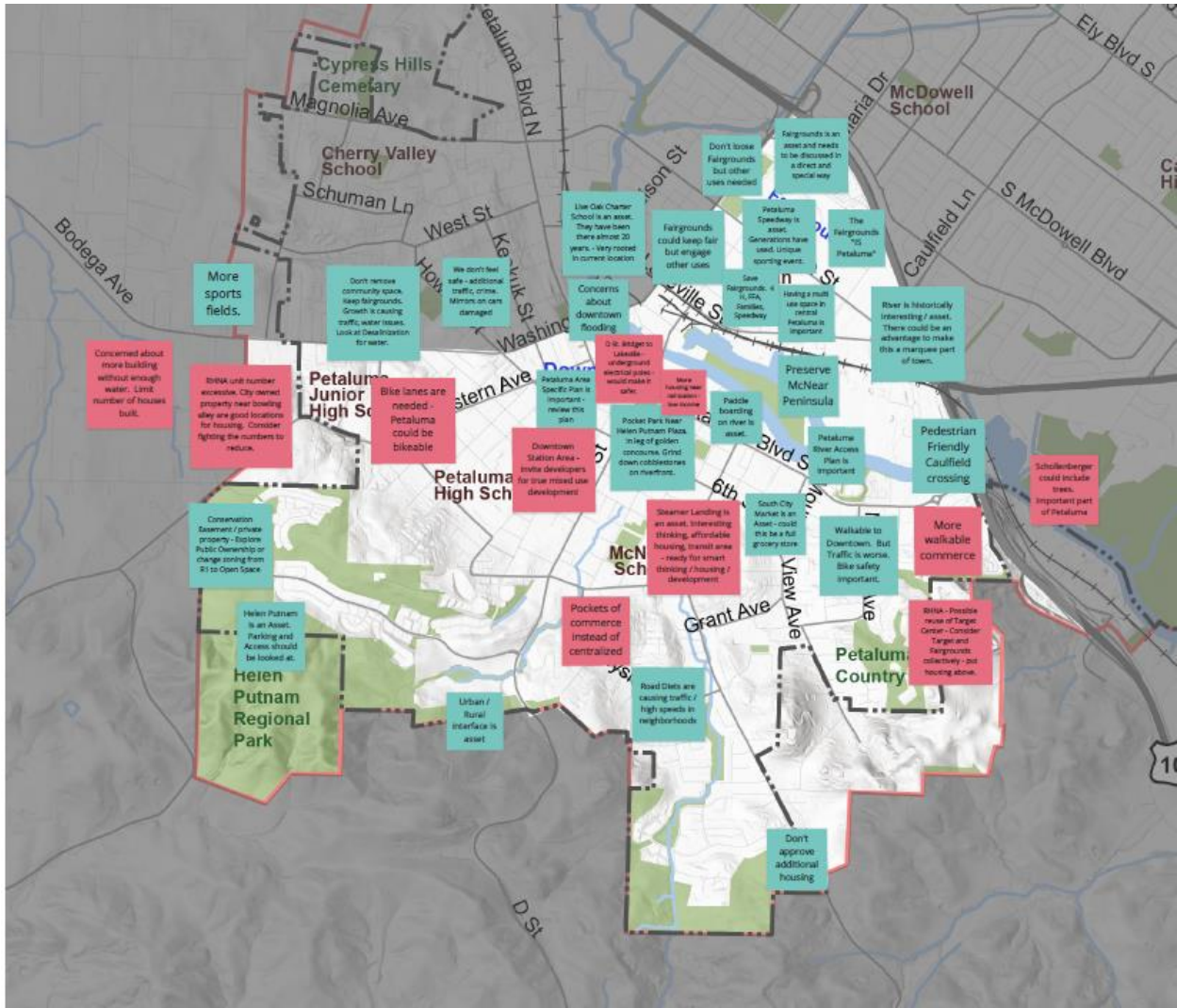
What areas should remain the same?

1. skateboard park near the fairgrounds
 - a.
2. No housing, shopping at the fairgrounds
 - a. Maintain with the historic uses of the fairgrounds
 - b. Part of the culture and life of petaluma and surrounding towns - any discussion about it should have devoted meetings
 - c. representative of petaluma's history, heart of the city - "It is petaluma"
 - d. How can fairgrounds be promoted and protected?
 - e. Having a multiuse space in the heart of town is important and a part of the plan development
3. Urban rural interface - Putnam
 - a. has some issues with parking and access
4. Maintain urban growth boundary areas with open fences
 - a.
5. the River
 - a. an important historic aspect of town
 - b. adds another layer of appeal to downtown
 - c. appreciate that it was dredged
 - d.
6. the city boundaries
 - a.
7. Helen Putnam
 - a. the trail and scenic green space adjacent to this area should be maintained for recreation + change the zoning from R1/2 to Open Space to continue being used by people and as a natural habitat
 - b. limiting housing as fire prevention and to allow more recreation
8. Speedway
 - a. unique sporting event area
 - b. many memories and community attached to this site
9. Type here

What other improvements are needed? (eg, transportation, parks, etc.)

1. Turning the trestle into a usable space for boating activities, balcony
 - a.
2. Petaluma River Access plan should be incorporated into General Plan and this process
 - a. + zoning plan, other previous plans and the work that's gone into it
 - b. maintain the rural aspects of town
3. Make bike routes stronger and make safer, slower streets for pedestrians and bikers
 - a.
4. Extension of putnam plaza into a pocket park - part between water street and the concourse ?
 - a. increasing public access + bike, peds access
5. More sports fields on both sides of town
 - a.
6. Overgrowth of town leading to more traffic, disruption of water system
 - a. can bring in larger investment projects to mitigate the problems that are happening in town
 - b. need for increased safety
7. Other ways to use the fairgrounds could be explored to keep historic aspects + adding necessary uses
 - a.
8. Shollenberger related to the river and adding more natural elements
 - a.
9. Could have pockets of services throughout town
 - a. One block that has commerce, plazas within a neighborhood - can create more community gathering spaces within each neighborhood
10. Bike lanes
 - a. Need safer routes throughout area and town
11. Type here
 - a.
12. Type here
 - a.
13. Type here

Group 1 Map:



Group 2 Map Comments:

AREAS OF CHANGE

Where should the mix of housing, shopping, and jobs be changed?

1.
 - a.
2. Heat island - unbearable on a warm day.
 - a.
3. Flood zone and all the water shouldn't be developed here
 - a.
4. Transit oriented housing, park, convention center - all would help to shrink carbon footprint of City. Address it, and make best public use of this site.
 - a. Larger good and best use for largest group of people
 - b. Parking not needed, public transit would be used. Get rid of parking.
5. Trees and beautify (Golden eagle shopping center).
 - a.
6. Take City uses and put into one building, and repurpose City properties that are close to downtown and schools for housing. Look at multiple avenues for solving the problems.
 - a.
7. Type here
 - a.
8. Type here
 - a.
9. Type here
 - a.
10. Type here
 - a.
11. Type here
 - a.
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16. Type here
 - a.
17. Type here
 - a.

AREAS OF STABILITY

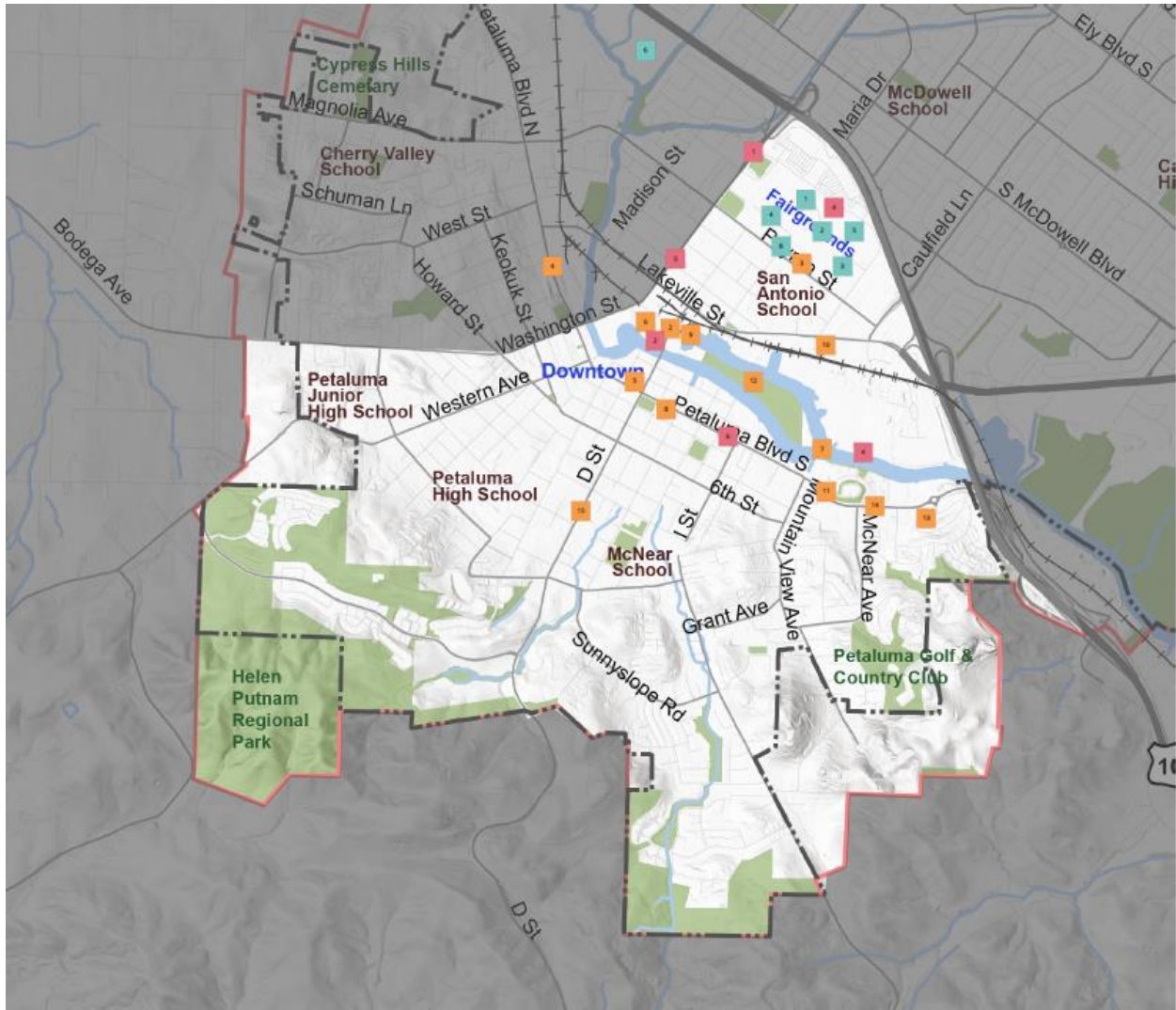
What areas should remain the same?

1. Opposed to taking
 - a. Making sure outreach includes people outside of the City who utilize the fairgrounds
2. Remain the same and keep programs in place. People will have a connection with fairgrounds.
 - a.
3. Preserve speedway at the fairgrounds
 - a.
4. Seeing the fairgrounds and not being determined is a concern, more of a forum for what happens with the Fairgrounds.
 - a. Park should be there, but an option and can be discussed.
 - b. Evacuation center, history and large part of Petaluma.
5. Type here
 - a.
6. Do not build here
 - a.
7. Type here
 - a.
8. Type here
 - a.
9. Type here
 - a.
10. Type here
 - a.
11. Type here
 - a.
12. Type here
 - a.
13. Type here
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14. Type here
 - a.
15. Type here
 - a.
16. Type here
 - a.
17. Type here
 - a.
18. Type here
 - a.
19. Type here
 - a.

What other improvements are needed? (eg, transportation, parks, etc.)

1. More trees near the b street
2. Park
 - a.
3. A real park that everyone could use / Public Facility
 - a.
4. Traffic safety, trees needed for heat island affects.
 - a.
5. Trees should be added for walkability and climate control.
 - a.
6. Nicer entrance into the Petaluma park
 - a.
7. As sea level rise, important infrastructure is needed to accommodate this change in the future.
 - a.
8. Vacant lot next to clock shop, should be transformed into a park.
 - a.
9. Homeless camp cleaned up
 - a. Encampments area
10. Type here
 - a.
11. Make more lively
 - a.
12. Be able to bike across the river - access to food with trails.
 - a.
13. More shopping/coffee shops/parks.
 - a.
14. Enliven this area
 - a.
15. Smart streets - Kentucky streets
 - a.
16. Type here

Group 2 Map:



Group 3 Map Comments:

AREAS OF CHANGE

Where should the mix of housing, shopping, and jobs be changed?

1. greater density in downtown
 - a. more multifamily to support more services and have more people live here
 - b. reducing or eliminating parking requirements - force people to look for alternatives. make consistent with ADU parking requirements
2. Type here
 - a.
3. Type here
 - a.
4. Type here
 - a.
5. Type here
 - a.
6. Type here
 - a.
7. Type here
 - a.
8. Type here
 - a.
9. Type here
 - a.
10. Type here
 - a.
11. Type here
 - a.
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13. Type here
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14. Type here
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15. Type here
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 - a.

AREAS OF STABILITY

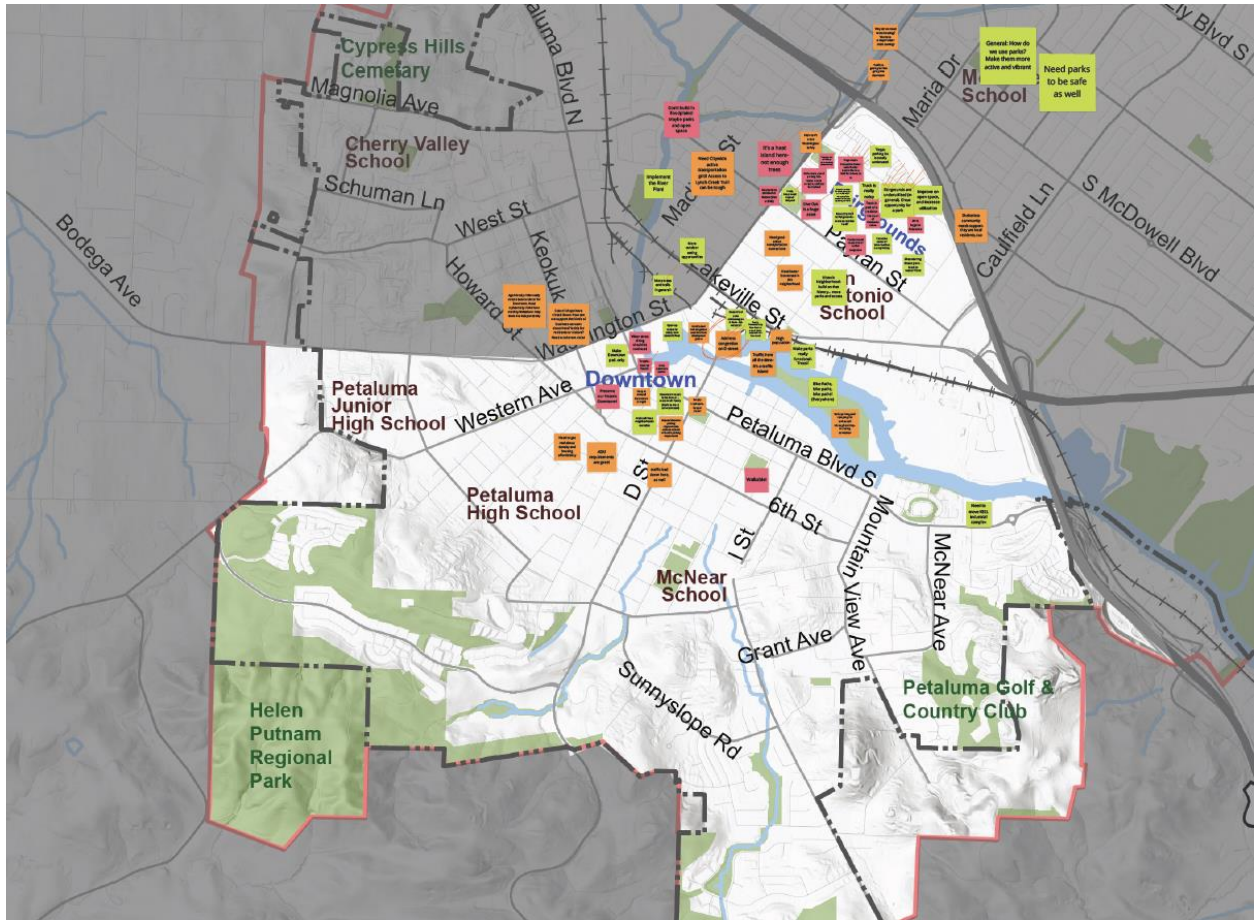
What areas should remain the same?

1. current use of fairgrounds
 - a.
2. preserve historic downtown
 - a. water street dining big win should continue
3. fairgrounds - noise is part of tradition
 - a. fairgrounds should be open space
4. speedway is generations of history and charm
 - a.
5. Type here
 - a.
6. Type here
 - a.
7. Type here
 - a.
8. Type here
 - a.
9. Type here
 - a.
10. Type here
 - a.
11. Type here
 - a.
12. Type here
 - a.
13. Type here
 - a.
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17. Type here
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18. Type here
 - a.
19. Type here
 - a.

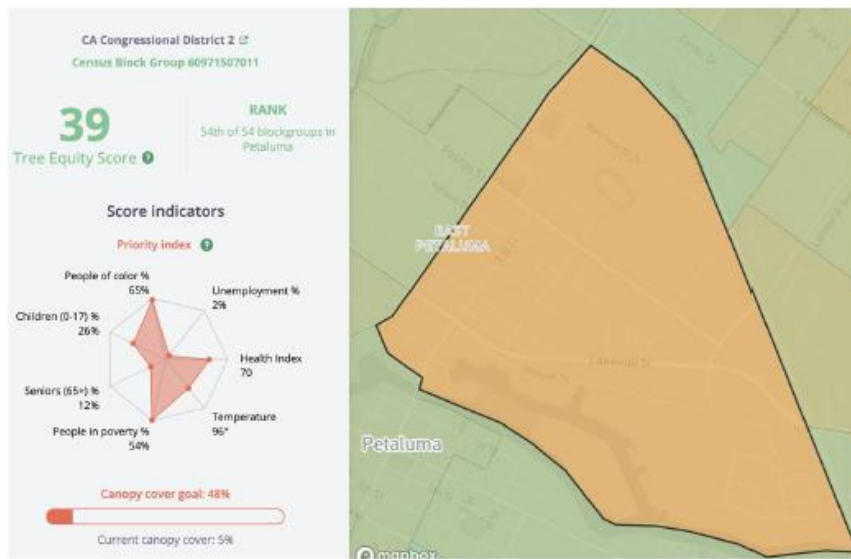
What other improvements are needed? (eg, transportation, parks, etc.)

1. Congestion D street
 - a. Traffic issues all the time!
2. Bus stops at 4th street and then no access to rest of neighborhood
 - a. walk and bike to downtown safely
3. Downtown pedestrian only
 - a.
4. city hall moved to fairgrounds for more centralized location
 - a.
5. heat island- not enough trees
 - a. make more use of parking lots
6. D street between smart station and draw bridge - very industrial can feel unsafe walking
 - a. street improvements is trash cans
 - b. park inaccessible as ped
7. improvements on open space, more uses on fairgrounds - underutilized
 - a.
8. shelterless residents need to be treated with equity and served
 - a.
9. stop building on floodplains
 - a.
10. improve landscape, walking path. should build on historic neighborhood
 - a.
11. increasing walkability and bikability especially for children - intersection terrible for children
 - a.
12. utilizing agg history not only 1 weekend a year
 - a.
13. trees, trees, trees expand this park
 - a.
14. see of concrete in front of fairgrounds is underutilized
 - a. linear park
15. target parking lot under used
 - a.
16. don't need 55 acres for fair although fair should be kept
17. Traffic E D and Lakeville terrible
18. C, D, H street parks should be developed into nice pocket parks
19. struggle to get across to lynch creek trail

Group 3 Map:

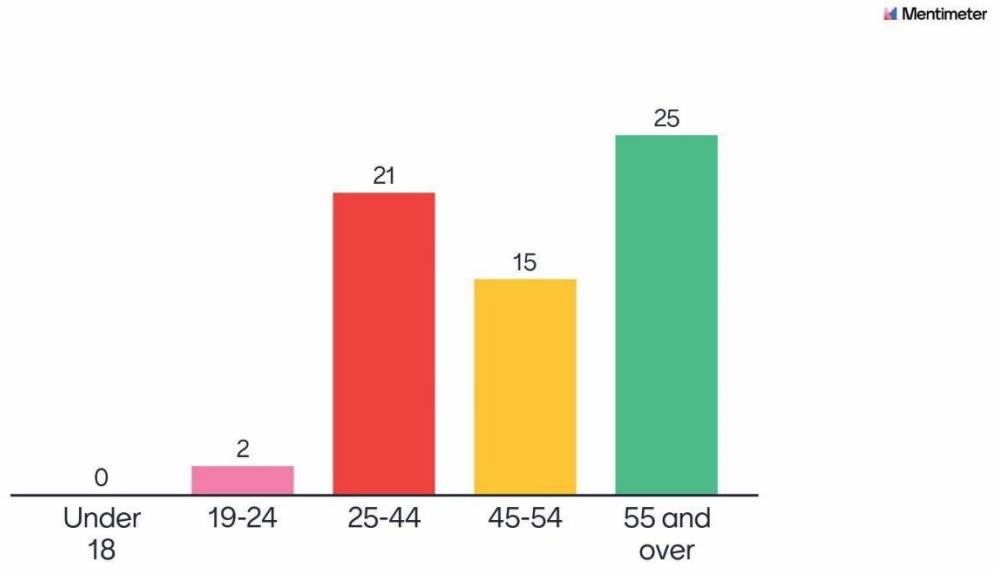


Additional image shared by group 3 participant:



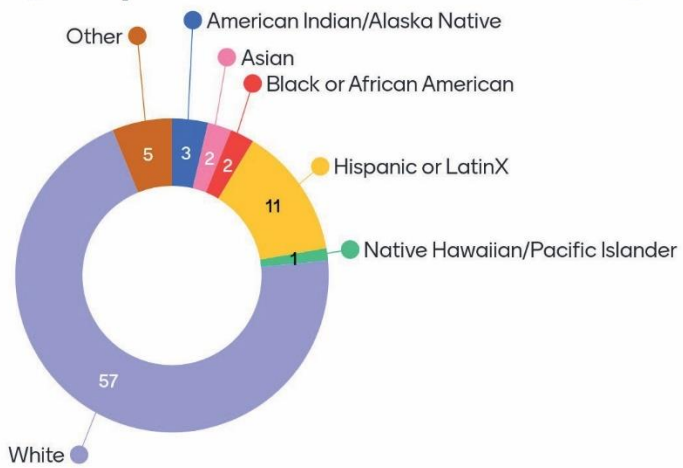
Live Polling

Age:



63

Race and Ethnicity: (may select more than one)



69

Homeownership: Do you rent or own your home?

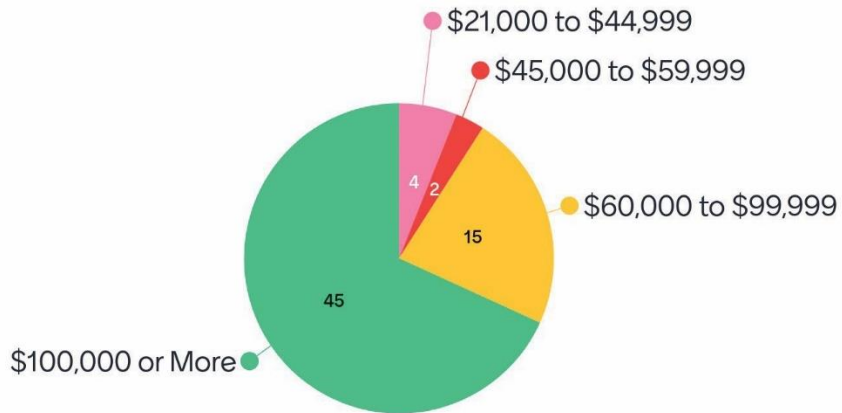
Mentimeter



66

What is your annual household income?

Mentimeter



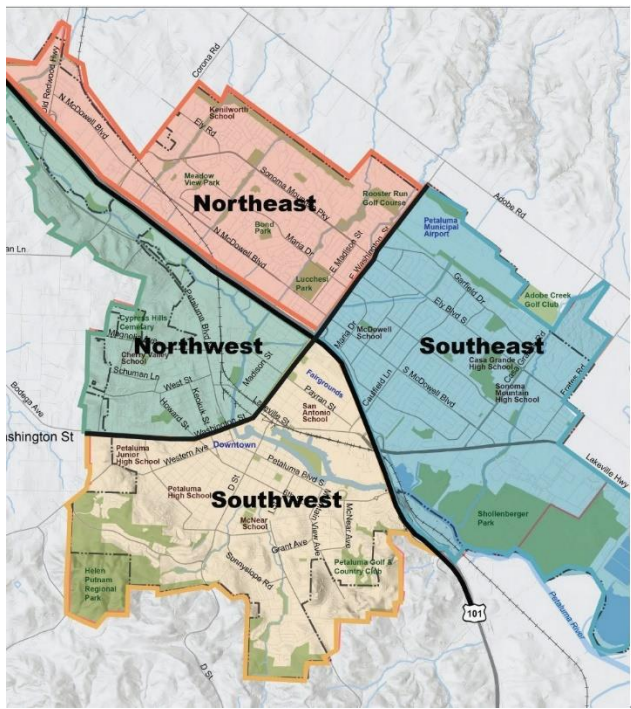
66

Which of the following describes why you decided to come to tonight's workshop? (select all that apply to you)

Mentimeter



66



What part of the City do you live in?

Mentimeter



71

Area Meeting 4 – Southeast Area

What makes the area unique & special?

Group 1:

- The River
- Schollenberger Park
- the diversity within the area, its a vibrant community
 - ethnically, age range, income
- Love the existing parks

Group 2:

- Lynch Creek is a wonderful asset

What are the primary issues facing the area?

Group 1:

- Not as many housing development opportunities in this area
- River Access Plan & Waterways Program has lots of projects within this area -- should move it forward with the GP
- Don't want the Asphalt Plant installed - would damage the wildlife in Shollenberger area
 - emissions from plant would also be significantly damaging, carcinogens
- Preserve and maintain the creeks, add access points and connection to the trails
- Airport has a lot of pollution, should be better managed
- lack of planting strips and lack of trees
 - feeling of exposure, not inviting
 - these ideas may have been abandoned because of issues between city and homeowners association?
- roads are too wide, terrifying to use and cross across town as a biker
 - bikers have died on Lakeville and Caulfield streets
 - East Washington is also terrifying
 - need to slow down residential traffic
- Ely and Caulfield intersection is the worst, is only a stop sign intersection and needs a light to control cars and prioritize pedestrians
- difficult to get to westside of town
- bike lanes on south McDowell just disappear
- Not sure about housing near river and railroad because of the historic industrial uses surrounding that area
- need more parks and street trees
- large empty parcel near Casa Grande

Group 2:

- Need for connection from our SE quadrant across town
- Opportunity to bring land into the urban boundary
- Green spaces, opportunities to plant more trees to sequester carbon and cool our city

- Connecting green spaces so that we have a system of green networks (canopy, bike, ped etc)
- Prioritize native plantings
- More Bike Lanes, modular street furniture, planters, benches etc
- 15 minute city (<https://www.15minutecity.com/>)- amenities, local food, community space where people can walk and bike to in each area
- Casa Grande high school safe routes to promote biking for high schoolers
- City to work with County to assure that Shollenburger does not have the Dutra Asphalt plant in the City. This would not only be unsafe for Petaluma residents, it would impact Shollenburger and surrounding wetlands, birdlife etc.
- Road safety especially along Lakeville, Garfield and McDowell
- Bikeability and Walkability to amenities (Restaurants, gardens, gathering spaces, place-making etc); this would encourage folks to get out of the car, our air quality is suffering, and we need to respond to the climate emergency
- Connect Hooper to Marina under freeway
- Southwest resident: what can be done to mitigate traffic and improve safety on Petaluma Blvd? Bridge to connect to Caulfield would allow more peds and bikers to use Petaluma Blvd.
- Northstar place for transportation improvements, alternative to Ranier?
- Too much cement at Target and Safeway
- Replace street trees that have been removed by homeowners
- Developing neighborhoods, and adaptive re-use of empty former malls/big box stores etc.; infill and more housing!
- For Jr high and high schoolers, relocating skate park

Chat Comments:

- None of our streets have that planting strip along the sidewalks
- There's a new non-profit, releafpetaluma.com Angelo, would you be interested in joining and helping with getting trees on the east side? Or anyone else?
- Caulfield bridge
- Yes, Caulfield is a priority.
- Bring back safe street closures
- Modular street furniture, planters, benches etc.
- Safe streets to school, safer Lakeville, bike safety and bike lanes
- More bike lanes
- 15 minute city - amenities, local food, community space where people can walk and bike to in each area
- Casa Grande high school safe routes to promote biking for high schoolers
- Bike connectivity
- Connect Hooper to Marina under freeway
- City to work with County to assure that Shollenburger does not have the Dutra Asphalt plant in the City. This would not only be unsafe for Petaluma residents, it would impact Shollenburger and surrounding wetlands, birdlife etc.
- The e-Engage Petaluma smartphone app is NOT working and hasn't been for quite a while now. It was working great, but now it isn't. Such an efficient way to communicate issues in the city.
- Yes, Agree, RE-USE (regarding parking lots and private yards landscaping)!! Yes, agree, greening spaces in a HUGE way. Also native California plants as a priority.

- Developing neighborhoods
- <https://www.15minutecity.com>
- Adaptive public places, community gardens etc.
- Parklets
- <https://www.biophiliccities.org/our-vision>

Mapping Areas of Change and Stability:

Group 1 Map Comments:

AREAS OF CHANGE

Where should the mix of housing, shopping, and jobs be changed?

1. Add a shaded gathering space into this area, maybe at the Safeway shopping center
 - a. retail below and housing above
 - b. similar to Emery Bay style
2. Redevelop in a holistic way instead of industrial
 - a. add retail + housing
3. The Kmart shopping center offers the BEST opportunity to go to 4 or 5 stories of housing, with lots of amenities
 - a.
4. Type here
 - a.
5. Casa Grande/McDowell shopping area
 - a. could be developed to have more uses, with housing
 - b. also at Caulfield and South McDowell
6. is there a way to add small commercial/stores to this subdivision heavy area?
 - a.
7. new housing should be along lakeville or areas that are vacant
 - a. Along mcdowell as well
 - b. Any new housing has to be along transit routes to get people out of cars
8. Adobe Creek Golf Club
 - a. is actually vacant, unresponsive owner and fire hazard
 - b. potential for development in a direction that benefits the people
 - c. might not be in correct spot on the map? is in the empty area to the south outlined in the south
9. Type here
 - a.
10. Type here
 - a.
11. Type here
 - a.
12. Type here
 - a.
13. Type here
 - a.
14. Type here
 - a.
15. Type here
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16. Type here
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17. Type here
 - a.
18. Type here
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AREAS OF STABILITY

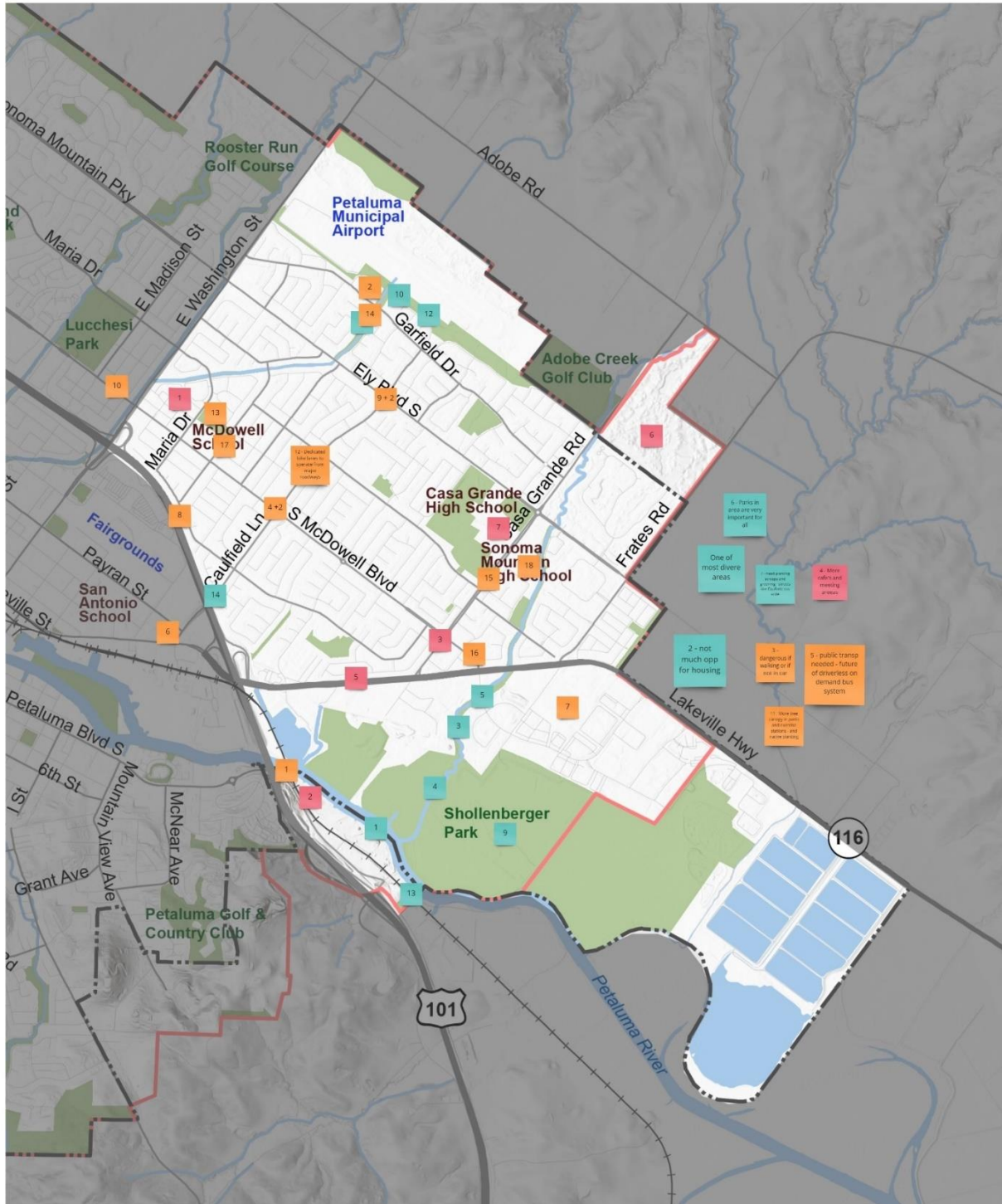
What areas should remain the same?

1. Preserving the River
 - a.
2. Type here
 - a.
3. Preservation of creeks and expansion of tree canopy
 - a.
4. Preserve parks for access and well-being
 - a. Add McDowell park (sp?) since it is used and loved by many members of community
 - b.
5. Type here
 - a.
6. Type here
 - a.
7. Type here
 - a.
8. Type here
 - a.
9. Type here
 - a.
10. Walking trail along airport and turns on washington creek
 - a. a safe and accessible biking trail
 - b.
11. Type here
 - a.
12. Type here
 - a.
13. Type here
 - a.
14. Type here
 - a.
15. Type here
 - a.
16. Type here
 - a.
17. Type here
 - a.
18. Type here
 - a.
19. Type here
 - a.

What other improvements are needed? (eg, transportation, parks, etc.)

1. Add a pedestrian oriented crossing, esp across river
 - a.
2. Airport should be updated due to large amounts of emissions and pollution
 - a.
3. Lack of walkability and bikeability
 - a. Too many roads are dangerous and fast, not safe for bikers
4. add parks on small lots, make pocket parks
 - a. maintain and enhance
 - b. add exercise stations to parks/open spaces
 - c. make sure to use native and drought resistant plants
5. Lack of public transportation connecting the city
 - a. this area is particularly hard to get around without the car
6. Type here
 - a.
7. Dangerous streets
 - a. unsafe, too fast, too many traffic accidents
 - b. near Kaiser
8. the neighborhood that has suffered from most environmental issues (between Maria and Caulfield)
 - a. pollution from 101
 - b. in need of mitigation
9.
 - a.
10. Type here
 - a.
11. Maybe it's time to upgrade that river crossing site!
 - a. Add housing, shops, restaurants on the river, a strain stop
12. Is there a way to incorporate protected, dedicated bike lanes + pedestrian connections throughout the area
 - a. Also adding planter strips/trees to these landscaped lanes to add shading over time as well
 - b. +1
13. McDowell Park is a loved green space that deserves to be taken care of and enhance
 - a. it is on park lane, next to the school
14. Also need more public transportation! maybe an electric, on demand system for seniors and people who need it
 - a. this system needs improvement in order to improve the traffic and car issues
15. a creek path is fenced and should be opened up for people
 - a.
16. Caulfield connector
17. Add bike path along southern part - can connect the southern parts of town without going thru downtown
18. development near high school could become a park instead of new housing

Group 1 Map:



Group 2 Map Comments:

AREAS OF CHANGE



Where should the mix of housing, shopping, and jobs be changed?

1. Propose to build homes here, could be an issue because area falls in airport safety landing zone
2. Create an activity node/ gathering area around High School
3. Mix of uses here to bring more vibrancy, feels dead at night
4. Mixed-use and more activities within town, reduce cement!
5. Kmart Location could be redeveloped for younger kids and teens
 - a.
6. More activity here
 - a.
7. Type here
 - a.
8. Type here
 - a.
9. Type here
 - a.
10. Type here
 - a.
11. Type here
 - a.
12. Type here
 - a.
13. Type here
 - a.
14. Type here
 - a.
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18. Type here
 - a.

AREAS OF STABILITY



What areas should remain the same?

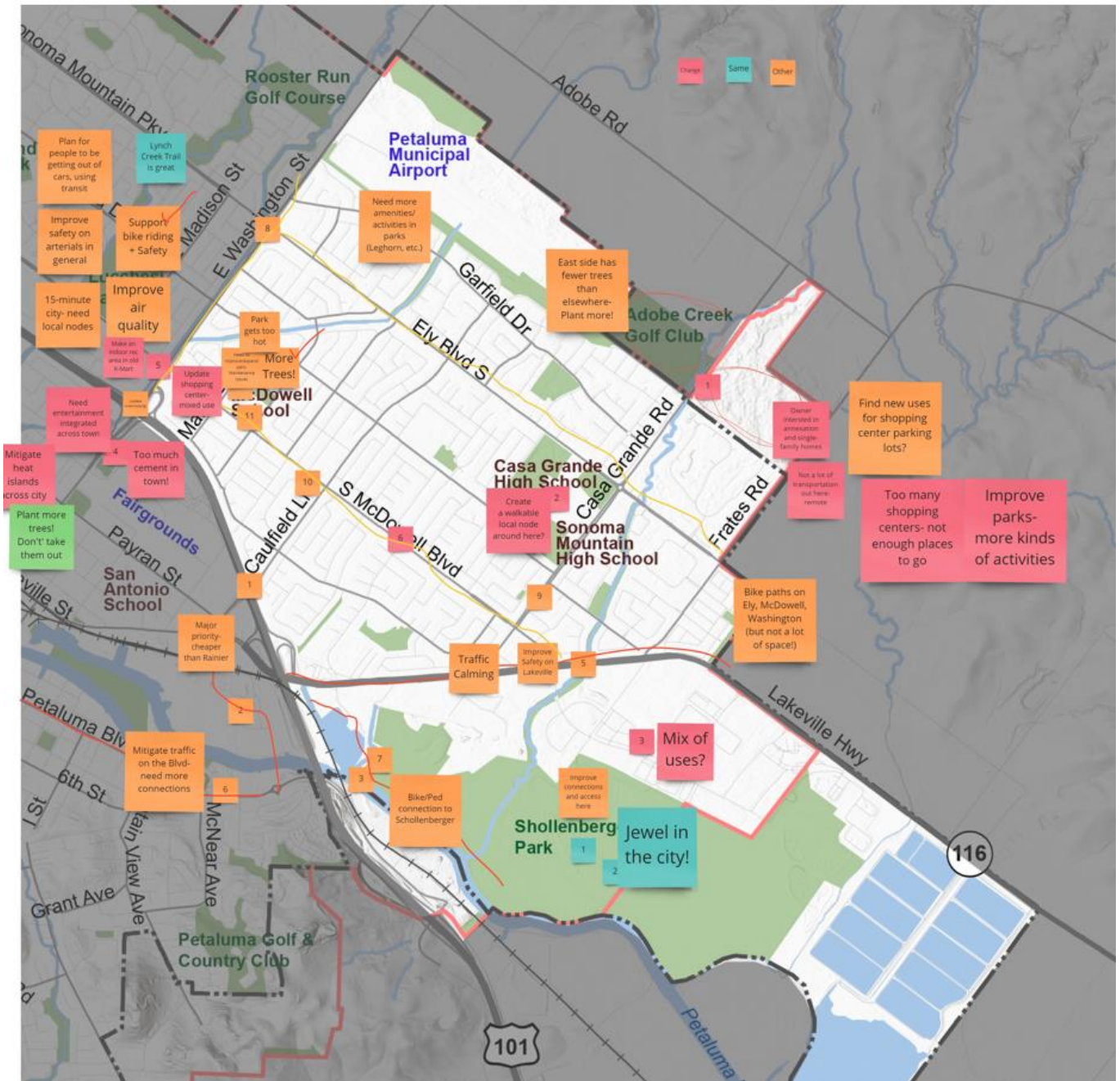
1. Shollenberger park is a jewel and would like to improve accessibility for bikes and peds
2. Type here
 - a.
3. Type here
 - a.
4. Type here
 - a.
5. Type here
 - a.
6. Type here
 - a.
7. Type here
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 - a.
19. Type here
 - a.



What other improvements are needed? (eg, transportation, parks, etc.)

1. Safe streets to school, safer Lakeville, bike safety and bike lanes
2. Crossing at Caulfield South, connection to Petaluma Boulevard, preferred to Ranier
3. bicycle connection from Shollenberger park across creek to southwest quadrant
4. improvements at McDowell School Park, plant more trees to mitigate heat island effect, it's highly used! Add exercise equipment to encourage use
5. Improve safety
 - a.
6. Improve traffic and safety for peds and bikers
 - a.
7. Washington and Caulfield are only places to cross from Ely Blvd. and there isn't enough space for bikes, need to look at redesigning these streets
 - a.
8. Street Improvements on Ely Blvd
 - a.
9. Safe street improvements here?
 - a.
10. Make indoor Rec center for kids (former KMart site)
 - a.
11. Leghorn Park; add more amenities and improvements
 - a.
12. Type here
 - a.
13. Type here
 - a.
14. Type here

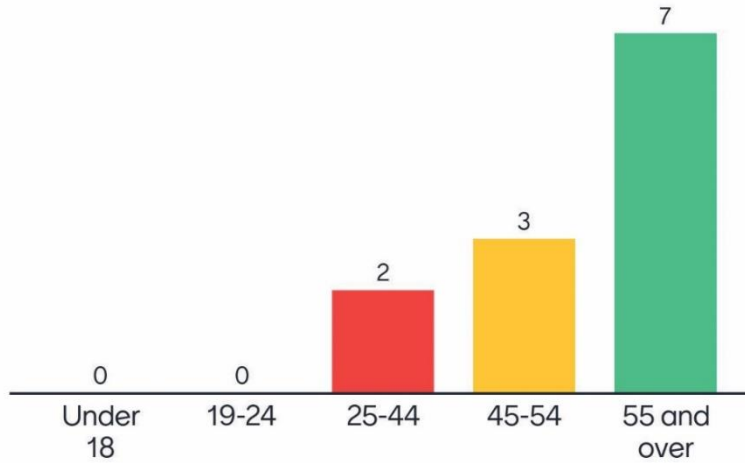
Group 2 Map:



Live Polling

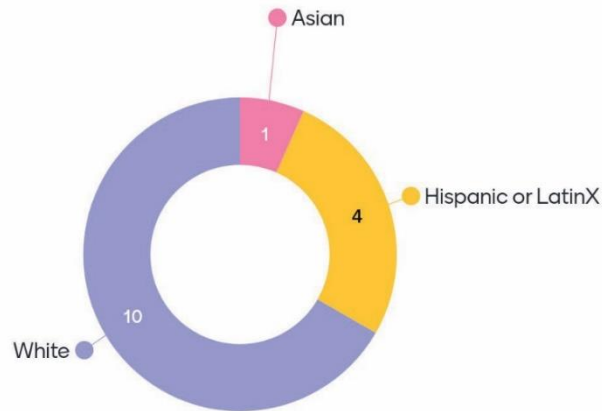
Age:

Mentimeter



Race and Ethnicity: (may select more than one)

Mentimeter



Homeownership: Do you rent or own your home?

Mentimeter



12

What is your annual household income?

Mentimeter



11

Which of the following describes why you decided to come to tonight's workshop? (select all that apply to you)

Mentimeter



I live in Petaluma



I work in Petaluma



I own a business or property in the City of Petaluma



I want to know more about this vision plan process



I want to help inform future development in the City of Petaluma



Other



Emails/letters received after meetings:

Northeast Area Meeting:

"Just as the meeting was closing, you mentioned plans to reach out to residents via Pop-Up events. Great! While your list included the youth, what about the seniors who live in places like the mobile home parks and PEP housing. Perhaps Lucchesi Community Center would be a good location (though getting the word out might be a challenge)."

(Lor)

Christina Paul

Planning Dept.
General Plan

Aug. 27, 2021

I live in the Zone that was zoom plan for Monday.
Aug. 23.

my concerns are for the Seniors. I am 82.
I drive now. yet I won't be as young soon. For those
who need it and to eliminate cars and need for them.
I want to suggest shuttles - many. To Senior Center,
to Lucchesi park and programs there, to Library,
& Kaiser Petaluma, to Library, to Dorsetown, as
much as possible to eliminate changes of buses to
these places. I am not mentioning all places.
Leghorn park, Postoffice, to old Orchard Supply
Area, Petaluma Health Center, Pool on Washington
Street - many other areas I'm not specifying.
We need benches, perhaps gathering places
for Seniors - other than Senior Center.

I am on the Petaluma Senior Advisory
Council and am promoting a new
Pilot Program called the Listening Bench.
Included is some information on program.
We are just beginning and going slow due to
Virus. The long range plan is to

-2-

established the Listening Bench project in all of Petaluma. We need great money and/or organization to administer (run) supervise program. This will support Seniors and multi-generational people in Petaluma. The derivation of this idea comes from Grandma Benches in Zimbabwe. (Google program) Other states have inaugurated versions of this idea.

We hope to create meaning to Seniors and create a free place for people of Petaluma to tell their story, be heard, and create community.

Thank you,

So far, we have had 1 training - will have 2 more, then open it up to public 55 and over - for now - since pilot program is at Senior Center. The future, we hope, will be in all of Petaluma for public 65 and over with Seniors being the listeners.

(Thought I'd tell you of future plans and the pilot program. We will need help as we go along.)

Attention: Senior Volunteers Needed for the Listening Bench.

What and Where: The Petaluma Senior Advisory Committee is launching a new project at the Petaluma Senior Center early this fall and needs participants. We are recruiting people 55 and older to volunteer as listeners.

Purpose: The Listening Bench will provide a safe place for seniors who would like to talk to someone about things on their mind, a situation, ideas, concerns, or anything they want to bring up to the listener on the bench.

Who Can Volunteer: Anyone who is 55 and older who is able to attend a 6 hour training (in 3 parts) in the art of listening. Volunteers should be willing to commit to one hour per week to sit on the listening bench, and to participate in occasional discussions about their experience as a listener.

Why Volunteer: This is an opportunity to add meaning to your life, to help build connections in our community, and to witness another person's story. Your job is to show up, be present, and walk with others on their journey.

Any questions? Please contact:

Jennifer Laporte, Committee Chair: (707) 315-1170, jtlaporte@gmail.com

Railey Album, Program Manager: (707) 766-7056

The Petaluma Senior Center: (707) 778-4399

Attention Seniors: After more than a year of isolation due to the pandemic, we'd like to welcome you to the Listening Bench.

What and Where: The Petaluma Senior Advisory Committee has launched a new project called The Listening Bench, which will take place at the Petaluma Senior Center, beginning early this fall. If you have something on your mind whether it's a story to share, or need to be heard without judgement or advice, the Listening Bench will be here for you.

Who's invited to talk? Anyone 55 and older.

Who's listening? Volunteer seniors who have been trained in the art of active listening will be offering their peer support and compassionate skill set on the Listening Bench.

Purpose: The Listening Bench will provide a safe structure for seniors to talk to someone about their life, a situation, their concerns, and hopes. It's an opportunity to share what's on your mind and build connections in your community.

Any questions? Please contact:

Jennifer Laporte, Committee Chair: (707) 315-1170, jtlaporte@gmail.com

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Northwest Area Meeting:

“The meeting last night was interesting. I would like to provide additional input for this area.

The northwest quadrant of the City of Petaluma had residential and commercial development areas from the last General Plan update which are inconsistent with land and natural resources in this quadrant.

I agree with the emphasis on conservation related to the riparian corridor along the north river area. There were strong advocates for that in the meeting last evening, especially in the small group in which I participated. So much so that it dominated the conversation. The tidal slough known as the Petaluma River has a different ecology in the northern area of the City, compared to south of downtown where the primary Petaluma wetlands connect to the river environment.

I'm uncertain if you and the consulting team are aware, but Madrone Audubon Society under my leadership funded, prepared the application for the City of Petaluma and then followed up for 4 years, 2014 to 2018, until an official designation of Ramsar wetlands of international importance, related to the SF Bay Estuary designation, was made official for Petaluma wetlands. I doubt you have been provided this information. The City of Petaluma has somewhat of a mission to discredit me, the organizations I represent, and perpetuate disinformation related to another significant conservation achievement - in the Area 2 quadrant of your map.

On the outer west edge of Area 2, the Paula Lane area is part of the West Hills and when the City areas are more delineated, should be more related to the Southwestern quadrant, west of Windsor Drive, comprising the West Hills area of Petaluma.

At Paula Lane and Sunset Drive is the 11.22 acre Paula Lane open space property. Paula Lane Action Network (PLAN) advocated for 12 years and did all work to save this land through the Open Space District. The City was a co-applicant and thus co-grantee, agreeing to hold the title, with PLAN carrying out all responsibilities otherwise for both the City and PLAN as Grantees. This was unusual in that, in other cities in Sonoma County, the City staff had experience with and success with open space preservation via grants from the District over many years. Here in Petaluma, we did not. So, this was a first, and I led that effort, including creating all grant agreement documentation, along with the Conservation Easement protecting the land, with District staff. Several issues occurred from 2012 onward, which the City was requested to assist in changing, and did not. In 2019, Peggy Flynn, the new City Manager, submitted correspondence to the Open Space District containing false information, about PLAN, about me, and about the property and project under implementation. Since that time, PLAN has been focused on returning to our role, to sustain our conservation expertise and work, and we are currently partnering with the Audubon Society to request opening a discussion for a property title transfer from the City to another entity. We almost succeeded in this in 2017, with a collaborative request for transfer of title to a foundation with whom PLAN wanted to partner, and the City fully agreed, but the Open Space District Manager at the time would not approve the request and directed that PLAN and the City should work together to continue responsibilities.

It is disturbing to live in a City where known false information is circulated and perpetuated. It was one reason why in November 2020 I was a candidate for City Council.

This property, the Paula Lane open space property, should be reflected as conserved land, in the GP mapping. But, do keep in mind, I am currently collaborating with two organizations to achieve a property title transfer. The City recently caused severe habitat destruction at the property by grading and installing a roadway along the entire Paula Lane frontage, claiming it is an ADA access trail. Additional clearing and

concreting in the entrance area of the property was also done, along with total destruction of an area of vegetation serving as habitat and cover for Western Fence Lizard and other small creatures.

The organization I represent, PLAN, currently is also engaged in communication with the Open Space District, along with PLAN's expert wildlife biologist, about the severity of what has occurred in terms of violations of the Conservation Easement. American Badger, the special status mammal, along with the land being a natal territory for generations of adult female badgers, has been displaced from the property. In 2018, PLAN's biologist and I met with the Open Space District staff to explain why public access trails could not be installed on this 11.22 acre land in the habitat, and confirmed the public access plan with 3 wildlife viewing areas, two with benches, and two small trail segments were the balance for open public access and protection of habitat. This was consistent with the Conservation Easement and special circumstances for this property, and the District staff understood and agreed with us.

What has occurred since, since 2019 in particular, has been neglect of the property, disconnection of irrigation lines, literally hacking down and destruction of native plant restoration areas and an entire hummingbird/butterfly/bee garden and wholesale clearing - for which the City of Petaluma is responsible.

From an indigenous perspective, connection to a land and area is first and foremost, then expertise in an ecosystem, in this situation an inland grassland ecosystem with a cluster of trees, and species relying on the area for habitat, then addressing any public interaction within this context. This is also consistent with the

City's Climate Action Framework, supporting High Use-Low Impact Projects in open spaces and parks, going forward. I designed the High Use-Low Impact Project Design, which the Paula Lane Nature Preserve, PLAN's Project, not the City's, exemplified. We have photos of all implemented areas of the Project and how all areas are connected, without disturbing habitat. Despite the City's destruction of PLAN's work, apparently in an effort to make things appear consistent with the disinformation in the City's August 2019 correspondence to the Open Space District, falsely claiming PLAN had not carried out our role...the photographs demonstrate the Project elements and wildlife friendly theme for the entire project.

Now, at this land, the grassland viewed by visitors to the Sunset View Bench on Paula Lane, a public access element available since 2016 24/7, is empty and vacant. In addition to badgers, the other wildlife, deer, wild turkeys, etc., that thrived here and naturally moved through their habitat, have also been displaced by the severe habitat encroachment and damage caused by this new roadway.

Last evening, river advocates urged members of the Consulting team to come for a visit out on the river. The members of the team seemed interested in this invitation.

I would like to extend an invitation to you and/or members of the Consulting team to meet me in the Paula Lane area. I would like to show you the intent of the High Use-Low Impact Project design, the results of the severe negative impacts to the grassland habitat, and also walk to a point on Paula Lane where you and/or the consultants can see the wildlife corridor. This corridor will help edify the Paula Lane land connection and its central location to the southwest quadrant west of Windsor Drive and Helen Putnam Regional Park.

People don't usually think of this relationship and many are not even aware of it. But, the visual and experience of standing in the corridor and learning about the wildlife patterns of movement are critically important to elements of the General Plan update. I've attached a copy of a wildlife corridor and crossing mapping I mentioned in the meeting this past Monday for your information.

If you could share my input with the consulting team and see who would like to come for an area visit, I'd appreciate it.

In this Paula Lane area as well, I can show two additional properties, one with 3 acres and one with 4 acres, part of the area habitat and good candidates for open space conservation to add to the existing 11.22 acres property. Both the existing open space land and one of these additional properties also provide rental housing. The rental housing revenue funds the open space property project and property maintenance, thus providing a self-sustaining property, if managed properly, and serving an area that is underserved in terms of parks and open spaces.

Interestingly, this area, Paula Lane, is adjacent to the Oak Hill District neighborhood, an area of very politically active and primarily white property owners. Paula Lane represents the west UGB for Petaluma and in the former General Plan update, an inappropriate and meaningless "trail" was included as part of the General Plan at the UGB.

I would like to be sure the consultants and you as the administrator are able to receive information in order to consider this and lead us into a meaningful General Plan update for each section of Petaluma.

To that end, also, related to the quadrant meeting last evening, one participant said all development should be on the west side, or left side of Petaluma Boulevard North, if one were traveling on the boulevard north from downtown. I provided input that this was not appropriate and the wildlife corridor extending north and northeast from Paula Lane, regularly used by wildlife for movement, should be evaluated and the areas conserved.

Two development proposals in the Northwest quadrant that are problematic, especially in terms of environmental impacts, are Sid Commons and Warm Springs.

The proposed west end of the Rainier crosstown connector everyone is talking about would destroy a pristine area of native oaks and the northern Petaluma River, and the existing Corona Road overcrossing would be more appropriate for a north crosstown connector, including a restructuring and upgrading of that overcrossing.

The slaughterhouse located on North Petaluma Boulevard is a topic the environmentalists interestingly never want to discuss. I do want to discuss this, including closing the facility and utilizing that land for future affordable housing, with large buffer zones away from the north Petaluma river and environs. The Warm Springs proposed development is behind the slaughterhouse. That development already has problems with the design and residential plans, but there should not be any development at all where Warm Springs has been proposed under the former General Plan.

We need to examine and make public the amount of water used by this slaughterhouse in processing as well as the Petaluma Poultry facility, another slaughter and processing facility, to be discussed in an upcoming meeting.

The slaughterhouse on North Petaluma Boulevard is adjacent to a vacant parcel. If housing could be considered in this location, an area of 100' in width, left as open and planted with native plant cover to facilitate a natural buffer, on the north edge of the area, would facilitate continued wildlife movement through that area.

Just up from these parcels near Jessie Lane is a connecting wildlife movement area that also connects over the hill to Gossage Avenue and then over to Paula Lane - and southward to Helen Putnam regional Park.

The properties on Petaluma Boulevard North, north of Magnolia Avenue, begin to enter the rural character of the north River area as well, and urbanization is not appropriate at all for this area. The Lucky Market shopping center, however, at the corner of Petaluma Boulevard and Payran, has asphalt parking which is not fully utilized and reconfiguring this shopping center for mixed use with perhaps 10 affordable housing units could be a big plus.

There has been discussion already about the large open parcels in north Petaluma (across from the pumpkin patch, etc.), and these are lands that flood, but also are part of important wildlife movement patterns, to reach Highway 101 and cross over heading east, or coming from the other direction.

I appreciate that the consultant team members are picking up on mentioning protecting habitat and wildlife. In the last General Plan Update the City of Petaluma completed, I attended every meeting, in person, and asked for wildlife corridor protection. Only one planning commissioner in a meeting picked up on my request from public comment, and then no one else on the commission or otherwise supported this or expressed any interest in it. The two organizations I lead, Paula Lane Action Network and Madrone Audubon Society, have long records in conservation and environmental appreciation and work, and this continues. Thus, it is heartening to participate in this current GP Update and hear you and the consultants actually acknowledging this as valid information.

Lastly, last evening, there was little discussion about housing and possible ADUs in the Oak Hill District or downtown area of the Area 2 quadrant. We should carefully examine existing apartment complexes and condo complexes and consider redevelopment where possible for affordable housing.

I am supportive of ADUs, including in the historic district. Certain design and planning parameters could be developed, so small cottages or tiny homes could easily be added to some parcels, to enhance housing opportunities either through rental or property owner agreement for purchase.

We are unfortunately saddled with very poor planning and planning decisions, approving development after development, blanketing over Area 2 with single family housing, and in the same process often obliterating habitat as well as obstructing wildlife movement patterns. On the outer edge of the City, e.g., Paula Lane, this is particularly relevant and needs to be carefully examined with an emphasis on conservation.

Is the City Hall complex in Area 2? That property would be best utilized for mixed use/affordable housing, open space and tree planting, with the City Hall complex, the Police Department, primarily housed on Petaluma Boulevard, and the Fire Department downtown relocating to a specified central location such as the fairgrounds, to serve the incoming population of likely 10,000 new citizens over the next several years. I would receive pushback from some of the progressive folks in my discussion group last evening - Their primary interest is the river (which is not the primary interest of most residents on the east side of Petaluma, not at all) and maintaining the historic downtown pretty much as is, including the City Hall building in its current location. We can agree to disagree on this, but I look to the future of the City, including equitable access for all Petalumans to amenities and services, and in order to provide this, we need to have a broad view and actively look to change.

Thank you for accepting this lengthy additional input. Attached are the Main Preserve Sign for the Paula Lane open space property, a carefully designed and implemented Project element by PLAN, including a practical element of being part of a fence and providing wildlife movement and the recent devastating serious damage to the habitat caused by the City of Petaluma.

I look forward to meeting in the Paula Lane area for a half hour visit with you and/or a member of the consultant team soon. Please let me know when a good day and time might be.”



Southwest Area Meeting:

"West edge of this quadrant, and SW area.

West of Windsor Drive where Helen Putnam Reg. Park is located is part of the important wildlife corridor there, which connects north to the Paula Lane open space land - and so there's a south-north-south corridor as well as habitat = very important environmentally. This entire area should be maintained similarly to the green belt on the East side of Petaluma.

The habitat is even more critically important now, compared to the last General Plan update.

The threatened Calif. Red-Legged Frog has longstanding habitat along this western edge, and the American Badger also does - the only two natal territories for badger (adult female in residence, stays in the area, gives birth, raises young) are in the SW and NW quadrants - Paula Lane is the longest-standing one of over 100 years. A new natal territory for American Badger was identified in 2021 in the West I Street grassland.

Other species that rely on habitat and movement in this area are: Mountain Lion, Black-tailed Deer, Gray Fox, Bobcat, Coyote, and smaller creatures like skunk, raccoon, and opossum. In addition, the bird life in this western edge corridor and in the habitat, incl. Helen Putnam Reg. Park, are very significant.

Fairgrounds:

- upgrade and expand the swim center
- upgrade and add to the skate park
- ensure established evacuation center for emergencies - an important service for Sonoma County
- keep the existing fair, as so many enjoy it - but expand the fair to include farm animal sanctuaries, so youth and adults are educated about alternatives to "traditional agriculture," - We have two excellent sanctuaries in South Sonoma Co. - one is in Petaluma, one is in Sonoma.
- if affordable housing can be located on the property, including open space, green space, and the ability to garden for food and habitat enhancement.
- relocate City Hall, Public Safety Dept. and Fire Dept. to a center on the fairgrounds property - rezone existing City Hall property near downtown for housing, green space and trees.
- A LOT of talk about TREE planting. While I agree, how to help trees establish and then tree maintenance are equal undertakings - AND when trees are planted, habitat for birds and other wildlife will be created. We do not have any consciousness around this reality - and we need to be mindful, proactive, and rely on conservation orgs like the ones I represent, Madrone Audubon and PLAN, to select tree types and locations and consider the type of habitat that's being created and how to maintain it and also if an area needs protection for the sake of nesting or other wildlife use.
- Center property on north side of river - commercial and residential development have been planned here. The Central Petaluma Specific Plan and related plans need to be revisited. There has been inadequate consideration for environmental impacts, to add buildings, people and housing in an area where there never has been. The Riverfront Development and Marriott Hotel near Lakeville Hwy 116 has caused negative impacts to migratory nesting birds that likely were never considered at all in the biological resources report of the environmental document for that development.

- Traffic safety - agree with concerns along East Washington St. to enhance safety. Also, implementing safe bike lanes wherever possible.

- Target Shopping Center - Much of that asphalt parking area could be re-purposed and made into a green and open space, a park, or even added mixed use development with housing.

-Downtown area

-Trestle - The expense related to a trestle rehab project in my opinion is likely high. I see many other priorities for the City, than rehab'ing the trestle. I understand it is something many long-time residents like, but for the General Plan update and priorities, I do not see this as one at all.

- Evaluate and potentially upgrade and reconfigure the Eagle Shopping Center, the CVS center with asphalt parking that appears to be out of balance with parking needs, and as above, the Target Shopping Center.

- For equity in housing and attracting new residents, I agree with ADUs on properties that may have old Victorians or may be in an historic district, and looking at a mix of housing that's affordable that will include green space and an environmentally friendly and supportive living space.

"Know Before You Grow" - I find it interesting these forums are being promoted so significantly by the City, partnering with the group. I do understand who's involved with the KBYG group, which appears to basically have become part of the City planning process now.

There are probably thousands of Petalumans who are familiar with the group and are not interested in Know Before You Grow and those affiliated with it, or aren't familiar with the group and may not have time or interest in attending a forum. It seems the City Planning staff is quite interested and promoting a partnership with Know Before You Grow. This reflects again how insulated the planning process is here in Petaluma. I'm familiar with the group, do not attend their forums, find several of the members to have no boundaries with politics - a boundary I believe is very important for integrity of process - and so I do not attend the forums. I was the only Petaluma resident who attended every meeting of the last General Plan Update process, so I'm familiar with the General Plan process, and I'm not interested in the type of education that Know Before You Grow provides. That includes some of the people affiliated with the group. I would imagine there are likely many others who feel as I do. I just wanted to share this with you because of the very excited promotion of the upcoming Sept. meeting expressed by Heather.

It is possible for citizens and residents to have in-depth knowledge and contributions to make who are not part of the exclusive and insulated folks who are part of Know Before You Grow."

Southeast Area Meeting:

"My client and I shared a proposal for Petaluma to update its cannabis retail ordinance to allow storefront cannabis retailers in certain zones (in addition to the non-storefront retailers that are already permitted) earlier this year. Allowing storefront dispensaries would provide Petaluma with new revenue and employment opportunities, create more choices for local consumers, and would play an important role in reducing the prevalence of the illicit market. We appreciate that the City Council prioritized this issue in its workplan for 2021-2022, and we respectfully request that this be taken into consideration when crafting the City's next General Plan.

My client has 11 years of experience in cannabis retail, and over 40 years of experience in general retail operations. He opened his first dispensary, Waterfall Wellness, in San Francisco in 2010. In 2014 he

opened Vallejo Holistic Health Center (“VHHC”), a dispensary in Vallejo, which is one of the largest dispensaries in the East Bay with gross sales of close to \$13 million and over 40 union employees, generating nearly \$750,000 annually in tax revenue for Vallejo. In 2020, he opened a dispensary in the City of Napa, Eagle Eye – Napa, which generates an average of \$7,000 in gross daily sales and employs 5 union employees. In addition, he is involved with several non-retail cannabis businesses across the Bay Area, including a proposed indoor cultivation/manufacturing operation in Cotati and several licenses cultivation operations near Cloverdale.

Mr. Schoepp’s vision, expertise, and successful track record would be a welcomed addition to the Petaluma business community. As you may know, cannabis retail services are in high demand in Petaluma. He envisions a facility that will have a low impact on the surrounding neighborhood and which is built with sustainability in mind; a space where customers feel welcome; where employees are respected and paid a living wage; and where diversity and inclusion are highly valued. Additional goals include featuring locally-made products, offering donations to patients with limited financial means, and increasing public safety through the use of neighborhood outreach and state-of-the-art security technology. My client has access to a commercial property in the City and hopes it can be developed for this purpose.

Allowing storefront cannabis retail facilities in Petaluma would create new, high-quality essential workforce jobs for the city. According to Leafly’s 2021 Job Report, cannabis is the fastest growing job sector in the US, with legal cannabis operations now supporting 321,000 jobs nationwide, including 77,000 new jobs created last year alone. In addition, expanding the City’s retail ordinance to include storefront dispensaries would provide an additional source of revenue which could be used for various city purposes. Furthermore, allowing storefront cannabis retail facilities would provide additional choices for patients and adult-use customers in the city, who currently only have two city-licensed options (both of which are limited to deliveries) and must travel to another jurisdiction for an in-store experience. This would also help draw visitors into the city, who may come for cannabis but stay for the many other activities that Petaluma has to offer.

In terms of neighborhood impacts, numerous studies have debunked the misconception that cannabis dispensaries attract crime; in fact, they often make an area safer due to the enhanced security measures required by state regulations. Buffers and setbacks can also be used to address concerns related to sensitive uses and proximity to residential uses. Additionally, as noted above, lowering the barriers to entry into the legal cannabis marketplace by creating new licensing opportunities will help reduce the prevalence of the illicit market (still thriving in California due mostly to the lack of licensing opportunities, in particular retail licenses), which is where the vast majority of cannabis-related crime occurs.

I have proposed revisions to the city’s current cannabis policy that would allow a limited number of storefront cannabis retail facilities in the Community Commercial (C2) zoning district with a permit from the City. Applicable state and local requirements would have to be followed, including setbacks from sensitive uses and proper security measures. Such a proposal is in line with Petaluma’s current General Plan, in particular the guiding principle of “expand[ing] retail opportunities to meet residents’ needs and promote the city’s fiscal health, while ensuring that new development is in keeping with Petaluma’s character.” (Petaluma 2025 General Plan, p. i-8.) The next General Plan should contain guiding principles that support this as well.

The City may also wish to consider a cannabis business tax measure, which is allowed under the Medicinal and Adult Use Cannabis Regulation and Safety Act (“MAUCRSA”). I recently proposed and shared a gross-receipts-based tax for all cannabis business types with the tax rate capped at 10% with

the City Council members. Such a tax will help to fulfil the economic goals enshrined in the City's General Plan.

In conclusion, as Petaluma moves towards adopting its next General Plan to outline the City's goals and priorities for the coming years, it should account for the possibility of storefront cannabis retail facilities in commercial zones, which in turn will support various other aspects of the General Plan.”