GPAC Meeting Summary

Meeting #5

September 16, 2021, 6:30-9:00 PM

CITY OF PETALUMA
GENERAL PLAN UPDATE

Introduction

Meeting Access

All GPAC Meetings are public and are accessible via Zoom and television (PCA channel). Meeting details are posted on the City's Meetings site: www.cityofpetaluma.org/meetings/

The link to the recording of this meeting is:
https://petaluma.granicus.com/player/clip/3408?view_id=31&redirect=true

Agenda

- Welcome and Overview
- Public Comment
- Project Updates
- Review of Visioning Workshop Materials and Discussion
- Public Comment
- Upcoming Activities and Meetings
- Final GPAC Thoughts

Attendance

There were 16 total members of the General Plan Advisory Committee (GPAC) members in attendance, as well as members of the public. The following GPAC members were present:

1. Dave Alden
2. Stephanie Blake
3. Phil Boyle
4. Delia Diaz
5. Mary Dooley
6. Sierra Downey
7. Ali Gaylord
8. Yensi Jacobo
9. Roger Leventhal
10. Iliana Inzunza Madrigal
11. Kris Rebillot
12. Bill Rinehart
13. John Shribbs
14. Joshua Riley Simmons
15. Janice Cader Thompson
16. Bill Wolpert

The following GPAC members were absent:

1. Erin Chmielewski
2. Jessie Feller
3. Roberto Rosila Mares
4. Panama Bartholomy

The following City and consultant staff were present at the meeting:

City of Petaluma:
Christina Paul – Principal Planner, *Project Manager*
David Garcia – Planner, *City of Petaluma*
Eric Roberts – Planner, *City of Petaluma*
Martín Rivarola – *Spanish Interpreter*
Gustavo A. Sanchez – *Spanish Interpreter*

Consultant Team:
Ron Whitmore - *Raimi + Associates*

Michelle Hernandez - *Raimi + Associates*
Paul Kronser - *Plan to Place*

Meeting Summary

The focus of the 5th GPAC meeting was to discuss and receive feedback on the approach for the September 29th Visioning Workshop. Other key objectives included: presenting preliminary results from recent engagement events, presenting drafts of the Guiding Principles, and reviewing a draft map of Areas of Discussion. The following notes summarize key agenda items and the related discussion.

Welcome and Debrief

Christina Paul opened the meeting, welcomed everyone, and introduced Martín Rivarola who provided live Spanish interpretation throughout the meeting. Martín explained how to utilize the interpretation tool on Zoom for attendees who wanted to listen in Spanish. Christina followed by taking a roll call attendance for GPAC members.

Public Comment

No public comments were presented at the beginning of the meeting.

Project Updates

Ron provided a presentation on the status of the General Plan Update. The primary work products within the Discovery phase of the planning process are the Existing Conditions Reports, technical reports that analyze the current conditions of the city. They cover a variety of topics, such as land use, sea level rise, climate change, transportation, and economic development. There are a total of twelve reports and white papers that are being finalized and incorporated into an Existing Conditions Summary. The findings from these reports will be presented to a variety of City Committees and Commissions within the next few months.

Guiding Principles and Areas of Change & Stability Overview

Following the project updates, Ron gave a brief overview of the purpose of the General Plan's Guiding Principles. The principles form the basis of the goals, policies, and programs that are developed within each element of the Plan. He also discussed the purpose of the Areas of Change and Stability map. Areas of Change are identified as possible locations for new housing, jobs, and other future land uses. Areas of Stability are identified as locations where new development should not occur. Input on these areas from both the GPAC and the public help develop alternative land use scenarios and aid the analysis within the Housing Element of the General Plan.

Visioning Workshop Overview and Feedback

The Visioning Workshop is meant to provide an overview of the General Plan, to give community members a space to share their ideas for the future of Petaluma, to confirm and receive feedback on the Values and Guiding Principles, and to review and confirm the Areas of Discussion. Ron presented the proposed Visioning Workshop approach, which is structured as a virtual open house. Participants can attend at their convenience and move between rooms to provide feedback and ask questions. One of the rooms will focus on the Areas of Discussion map and is paired with a poll to gather feedback on the level of change participants would like to see in each area. Another room will ask participants to provide feedback on the Guiding Principles and Values. The GPAC members were kept as a large group within the main Zoom room, asked to take the Area of Discussion poll, and provided feedback on the revised Guiding Principles.

Areas of Discussion Mentimeter Poll

In surveys, area meetings, and pop-up workshops, community members identified specific locations within the city where new development should and should not be considered. The map seen in Figure 1 shows these "Areas of Discussion." The map also includes areas for potential extension of the Urban Growth Boundary. Petaluma established an Urban Growth Boundary (UGB) in 1998 that set firm city boundaries to contain urban development and the provision of City services. A 2010 measure extended the UGB through 2025 and identified four possible UGB expansion areas. These four areas will be evaluated during the General Plan Update when considering alternatives for future land use, housing, and growth.

Christina and Ron facilitated the Mentimeter Poll that asked about twenty different areas of Petaluma and four Urban Growth Boundary areas, as seen in Figure 1. All meeting participants were asked to respond to the three questions below.

1. What is the anticipated level of change for this area?
2. What type of development would you like to see?
3. Other ideas or comments?

In addition, GPAC members gave the following general feedback on the map and questions used in this activity.

- Add a "No Change" answer option to the "Type of Development" question.
- Revisit the base map to include more street names, add Ellis Creek, and update the placement of some text.
- There was a request to have more space to write nuanced answers for the "Other Ideas" question.
- Is there a way to slow down this poll and allow people to take their time?
- Can commercial spaces be represented in this map to help orient people to each area?
- Consider separating some of the areas into smaller sections because of the multiple uses within some areas (i.e., Area B, Area K).
- The descriptions of previous community input per area helped orient participants to each area.

A table with the results of the GPAC's and public's responses to the above questions can be found in the Appendix. This information will be used to modify the proposed approach for the Visioning Workshop. The results of the Areas of Discussion feedback will be presented to the GPAC at a future meeting.

Revised Guiding Principles and Values

Ron and Christina facilitated a discussion about the revised Guiding Principles. These were originally presented to the GPAC in the August meeting and were revised using the GPAC's feedback. The full table with the original and revised version of the Guiding Principles, and the revisions given at this meeting, can be found in the Appendix. GPAC members gave the following feedback on the Guiding Principles.

- Consider adding new priorities to the guiding principles, such as public health.
- The planning team needs to be conscious of the perceived order of importance within the order of the pillars, principles, and supporting concepts.

The General Plan Team will use the feedback to revise the Guiding Principles and refine the approach for the Visioning Workshop. The results will be presented to the GPAC at a future meeting.

Figure 1. Draft Areas of Discussion Map
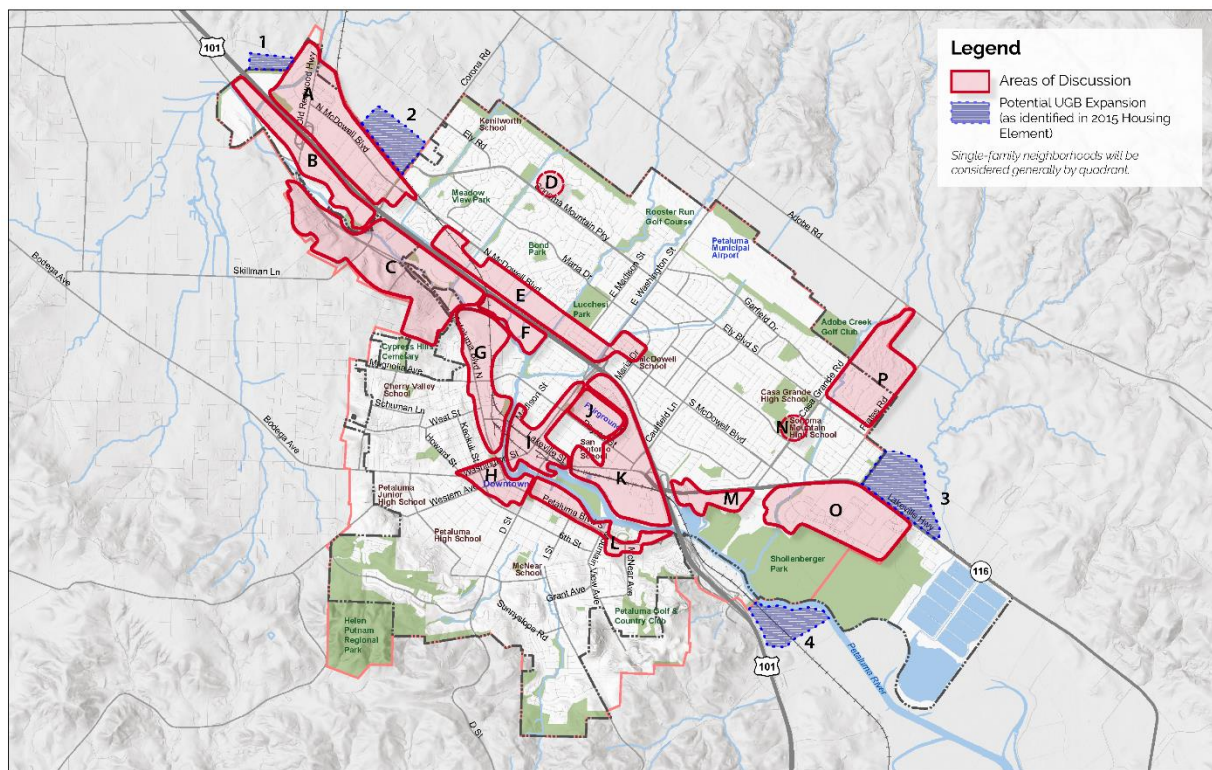
Public Comment

The following is a summary of comments received from members of the public during the final round of public comment.

- With the climate and biodiversity crisis, we need to reframe the thinking within the planning process to focus on regenerative methods where the city has complete neighborhoods and streets and localized goods and services.
- The community character pillar seems outdated.
- The map looks flawed, specifically Area G because it has contains already developed areas and undeveloped wetlands and meadows. We need to preserve this last segment of the river from development and instead push for infill development to meet the RHNA numbers.
- There needs to be more consistency between the pillars, the guiding principles, the existing river plan, and the ULI Report.
- Some residents oppose the proposed Rainier connection because of the negative impacts its construction would have on the sensitive riparian habitats.
- The planning team should consider contacting the Tree Committee and involving them in this process.

Next Steps and Upcoming Meetings

The next steps in the General Plan Process include engagement events focused on visioning and presentations on the Existing Conditions Report to various City Committees and Commissions.

- Visioning Open House: September 29, 2021, 6:30 PM
- Self-guided Pop-up at Petaluma Library: Available until October 7, 2021
- Pedestrian and Bicycle Advisory Committee: Wednesday, October 6, 2021, 6:30 PM
- Airport Commission: Thursday, October 7, 2021, 6:00 PM
- Historic & Cultural Preservation Committee: Tuesday, October 12, 4:00 PM
- Transit Advisory Committee: Thursday, October 14, 2021, 4:00 PM
- Climate Action Commission: Thursday, October 14, 2021, 6:30 PM

Final GPAC Thoughts

There were no final comments from GPAC members.

The meeting was adjourned at approximately 9 PM.

Appendix

Areas of Discussion Mentimeter Poll Responses

Below is a transcription of the responses received through the Mentimeter Poll. The attached PDF contains image exports of each Mentimeter question.

Area	Levels of Change	Types of Development (ranked in order from most to least votes)	Other Ideas
A: North McDowell	• More votes for Transform • Followed by option 4 (between Some development and Transform)	• **Mixed-use** • Multifamily • Open space, Duplex/triplex • Townhomes, Retail • Office • Industrial • Other	• Shared outdoor, community, and social spaces • Small scale manufacturing/industry • Greater tree canopies • Increase walkability and connection from east to west • Walkable retail destination • TOD
B: 101 to River to Corona Rd.	• Majority of votes for Some Development • Followed by Transform, Maintain	• **Open Space** • Mixed-use • Multifamily • Other • Townhomes, Duplex/triplex, Retail, Industrial • Office	• Open space • Affordable housing • No wetland development, protect watershed and river ecology • Bike lanes • The area is a flood area • Replace mobile homes • Homeownership • Parkway along boulevard
C: North Petaluma Blvd.	• Majority of votes for Some Development • Followed by Transform, Maintain	• **Open Space** • Multi-family • Mixed-use • Duplex/triplex • Townhomes • Retail • Other • Industrial	• Create a public green corridor/gateway • Add tree canopies • Protect open space, wetlands, riparian habitat • Connected multimodal transportation options needed (car-less accessibility, bike path cross-town, buses) • Preserve country feel • Density near outlets
D: Santa Rosa Junior College area	• Majority of votes for Some Development	• **Multi-family** • Mixed-use • Open space, Townhomes, Duplex/triplex, Retail • Other	• Need for affordable student and teacher housing • Need more social gathering spaces, make into a neighborhood focal point • Add small retail, trees, safer bike routes, healthy food access, public transportation

E: N. McDowell Commercial Corridor	• Majority of votes for Transform	• **Multi-family, Mixed-use** • Townhomes • Duplex/triplex • Open space, Office • Retail • Other • Industrial	• Trees! • Need for social gathering spaces • Infill development (remove parking lots) to create live-work community with industrial near highway and affordable housing on McDowell • Create safe, slower streets and safe, connected bike lanes
F: Petaluma River & Lynch Creek	• Majority of votes to Maintain	• **Open Space** (most votes) • Other (7 votes) • Multi-family • Mixed-use • Office, Industrial, Townhomes, Retail	• Protect this natural space that provides flood protection, wildlife habitat, recreational trails, climate resilience • Needs wetland restoration and habitat improvements • No development or housing • Needs to be more environmental education around this area's benefits
G: Petaluma Blvd. Gateway to Downtown	• Some development	• **Mixed-use** • Open Space, Multi-family • Duplex/triplex, Retail • Townhomes • Other • Office, Industrial	• Trees! • Protect the trees, wetlands, wildlife habitat, riparian zones • No development along the river • Add walkability, active transportation, bike lanes, community gathering spaces • Add mixed-use spaces, community market, multi-family housing along blvd • Map is flawed
H: Downtown	• Majority of votes to have a balance of Maintain and Some Development (option #4)	• **Mixed-use** • Other • Open Space, Multi-family, Office • Retail • Townhomes, Duplex/triplex • Industrial	• Trees! • Need for safer bike and pedestrian conditions • Make pedestrian-only zones/streets • Need for more social gathering spaces • Restore trestle, No trestle •
I: Downtown SMART Station / Midtown	• Majority of votes to Transform	• **Mixed-use** • Multi-family • Open Space • Office, Retail, Townhomes, Duplex/triplex • Industrial • Other	• Trees! • Housing, residential services • Make into an active transportation hub, streetscape improvement (safe biking lanes, walkability) • Pedestrian oriented business and is a destination with social gathering spaces • Follow the masterplan

J: Fairgrounds	• Majority of votes to Transform	• **Open Space** • Mixed-use • Multi-family • Other • Townhomes • Duplex/triplex • Office • Retail, industrial	• Trees! • Becomes a civic center, community event center + community park • Increase density, add housing at edges, created more shaded and safe walkways, add a shuttle • Alter the speedway to reduce noise and pollution • Honor the history of the fairgrounds and maintain their current use • Protect the agriculture uses, increase the regenerative agriculture uses and education • Add community food gardens, local food sources
K: Midtown / Lakeville St Corridor	• Majority of votes to Transform	• **Mixed-use** • Open Space • Multi-family • Duplex/triplex • Townhomes • Industrial, Other • Retail, office	• Trees! • Pedestrian and bike improvements (safer bike lanes, shuttles, river crossings for pedestrians)
L: S. Petaluma Blvd. Corridor	• Some Development (9 votes) • Followed by Transform (5 votes)	• **Mixed-use** • Retail • Multi-family, Other • Townhomes, Duplex/triplex, Industrial • Open Space, Office	• Trees! + greater tree canopy • Pedestrian and bike improvements (safer bike lanes, river crossings for pedestrians and bicyclists, walkability to downtown, greater connections between east and west sides of town) • Create an engaging gateway and more community-serving uses (housing, grocery stores, community food gardens) • Keep the small manufacturing and industrial uses
M: Waterfront / Miwok	• Some Development (8 votes) • Followed by Transform (7 votes)	• **Mixed-use** • Multi-family • Open Space • Duplex/triplex, Townhomes • Office, Other • Retail, Industrial	• Trees! • Pedestrian and bike improvements (transit, slower streets, bike path along river that connects to Shollenberger Park, better walkability) • Community serving retail, social gathering spaces, community food gardens
N: Casa Grande	• Majority of votes to Transform (9	• **Open Space** • Mixed-use, Multi-family, Townhomes	• Trees! • Streetscape improvements (bike safety features, improve

	• Followed by Maintain, Some Development	• Other • Retail, Duplex/triplex • Industrial	walkability, road diets, low parking, more transit options) • Add high-density, affordable housing that includes social gathering spaces/community hub/neighborhood center • Add park areas for residents and students • Add local shopping centers and markets
O: Southeast Office Park	• Majority of votes for Some Development	• **Open Space, Mixed-use** • Industrial, Office • Multi-family • Other • Townhomes • Retail • Duplex/triplex	• Trees! • Pedestrian and bike improvements (shuttles, safe bike routes, trail network, public transportation options) • Preserve open space and natural habitats, increase accessibility to river and Shollenberger • Add small industrial, cafes, restaurants, community stores
P: Old Adobe Creek Golf Course	• Majority of votes to Transform (8) • Followed by Some Development (6)	• **Open Space** • Townhomes • Duplex/triplex, Multi-family • Mixed-use • Other, Retail • Office, industrial	• Add a new neighborhood with housing, community park, swimming pool, and community food gardens • Improve transit access, walkability, connected bike paths, recreational opportunities • Consider horizontal mixed-use • Keep open space, wetlands

Area	Consider?	Other Ideas
UGB Area 1: 101 N / North East of Petaluma Pumpkin Patch	• Don't Consider (8 votes) • Consider (7) • Not sure (3)	• Keep open space due to floodplain and desire to preserve the natural environment • Maintain the UGB • Stop development and sprawl
UBG Area 2: Corona Road SMART Station	• Consider (11) • Not Sure (5) • Don't Consider (3)	• Add TOD, dense mixed-use • Only infill development that connects to the train station, SMART path • No development within the floodplain
UGB Area 3: S. Ely Road	• Don't Consider (15) • Consider (3) • Not Sure (2)	• No development within this floodplain • Preserve and improve the riparian habitat • Convert the agriculture uses into open space • Remove mono-agriculture, vineyards
UGB Area 4: South Petaluma River Waterfront	• Don't Consider (14) • Consider (2)	• Preserve as open space, parkland • Preserve the wetland environment • No development, no sprawl, too remote • Have city take control away from county, annex and preserve

Revised Guiding Principles and Values Feedback

GPAC members provided their feedback during the meeting on the attached Guiding Principles & Values document.

Evolution of the Guiding Principles

The draft Guiding Principles include two parts: 1) the proposed Guiding Principle; and 2) "supporting concepts," which are specific ideas and concepts mentioned by the GPAC and the community that relate to the principle. The final Guiding Principles will likely include a sentence (similar to what you see below) along with a brief paragraph that further describes the principle. The supporting concepts are important to document at this point because they may serve as content for the description and/or be included as goals and policies in the General Plan.

Existing Guiding Principles	Draft Revised Principle and Supporting Concepts	GPAC Comments/Modifications ● Has feedback on the guiding principles been accurately reflected? ● Are there topics that are missing or should be changed?
1. **Maintain a close-knit, neighborly, and family-friendly city.** The General Plan envisions Petaluma as a city of strong neighborhoods. A guiding premise of the General Plan is that activities and facilities used on a frequent basis, such as stores and parks, should be easily accessible to residents. Land uses are designated to ensure balanced neighborhood development with a mix of uses, and provision of new parks and commercial centers in neighborhoods that presently lack them.	**1. Create a welcoming, affordable, accessible, and family-friendly city.** Supporting Concepts ● Welcome everyone regardless of age, race, ethnicity, gender, ability, sexual orientation, or socioeconomic status. ● Create an age- and family-friendly city that allows residents to "age in place." ● Create complete neighborhoods so that retail, services, parks, and schools are easily accessible to all residents. ● Provide community-centered services. ● Prioritize new parks and commercial centers in neighborhoods that presently lack them. ● Promote a balanced mix of housing types and uses that allow all residents and businesses to prosper.	● **Add** <u>age</u> **and family friendly to the main sentence** ● **Don't have to be part of a family to be welcome in Petaluma** ●
2. **Preserve and enhance Petaluma's historic character.**	**2. Honor, celebrate and preserve Petaluma's heritage and historic character and its place in the modern city.**	● **Be specific, no general terms (embrace)** ● **Agriculture be more specific and stated, Miwok people needs to be in here.**

With more than 150 years of history, Petaluma offers a rich legacy of buildings and neighborhoods, left largely intact after the 1906 earthquake. The city's evolution along the Petaluma River has endowed it with a unique heritage of buildings, urban patterns, and landscapes afforded by a navigable waterway. Preservation and enhancement of the city's historic assets lends Petaluma a distinct identity and helps sustain its small-town character. As future growth turns increasingly toward infill, efforts to guard the city's heritage need to be redoubled and are reflected in the Plan's policies.	Supporting Concepts ● Celebrate the city's early history dating back to the Miwok People, who were the original stewards of the land. ● Honor the city's rich agricultural heritage and economy. ● Celebrate the Petaluma River as the centerpiece of the City's ecology, heritage, and recreation. ● Preserve and enhance Petaluma's historic assets and districts as they contribute to the city's distinct identity and small-town character. ● Allow for the evolution of the city while celebrating the history and preserving the historic resources that provide character and identity. ● Embrace infill development that complements, respects, and honors the historic context of the city and individual neighborhoods. ● In historic districts and adjacent to historic buildings, adapt and reuse historic buildings and add new, context-sensitive buildings. ● Recognize and embrace the diversity of cultures in Petaluma through events and culturally sensitive communication.	● **Adaptive re-use** ● **Honor vs. recognising - prioritize diverse stories.** ● **No strong need for new building to have victorian style to fit the historic downtown** ● **Prioritize diverse stories** ● **Recognize the bad sides of history** ● **Rethink use of term "Embrace"**
3. **Preserve and enhance Petaluma's natural environment and distinct setting in the region—a community with a discrete edge surrounded by open space**. Petaluma's built environment is shaped and influenced by	3. **Preserve and enhance Petaluma's open spaces, natural environment, and discrete edge surrounded by open space**. Supporting Concepts ● Recognize that Petaluma's identity, image, and sense of place result from its relationship to natural features – the River, Sonoma	● **Why is it called discrete? Hard edge with OS - reword** ● **Recognize and protect Petaluma's identity (Preserve, protect, incentivise)** ● **Use precise verbs** ● **the "Preserve views of hills" needs to be place specific, can't always match the development occurring in downtown and other areas (taller bldgs)**

its larger natural setting, which has long shaped the community's image and sense of place. Views of Sonoma Mountain on the northeast and the hills on the west, The Petaluma River and creeks, and the Petaluma Marshlands to the south are all distinctive elements of this setting. Ensuring that the city's surroundings are maintained in open space is more than an aesthetic issue; given the history of flooding, it is vital to the city's survival. Petaluma's Planning Referral Area encompasses the entire 113 square mile Petaluma River watershed within Sonoma County. The General Plan reinforces the City's commitment to sustainable development patterns by ensuring all future growth results from infill, and land outside the UGB is maintained primarily in agricultural and rural land uses, and open space.	Mountain, the hills, the creeks, and the marshlands. ● ==Preserve views of the hills and Sonoma Mountain.== ● Maintain the land outside the UGB for agriculture, rural land uses, open space, and protection from hazards. ● Identify opportunities to expand open spaces within and adjacent to the city. ● Ensure the natural and built environment is resilient to flooding, fires, and sea level rise. ● Ensure equitable access to and enjoyment of Petaluma's natural environment. ● Advance urban forest management and native plantings. ● Increase the urban tree canopy.	● **Open space has multiple ecological benefits, not just flood control and recreation** ● **Add health benefits for community to the concepts - could be another priority about public health**
4. **Enhance the Petaluma River corridor while providing recreational and entertainment opportunities, including through active implementation of the**	**4. Improve the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and economic opportunities.** Supporting Concepts	● **Revitalize - restore, etc (Open ended and needs to be less open ended)** ● **Restore trestle - historic nature and relationship to downtown** ●

Petaluma River Access and Enhancement Plan. The city's economic and development patterns have closely been associated with the river, and the River Plan acknowledges the central and multi-faceted role that the river plays in Petaluma's life. It also recognizes that the future economic, social, cultural, and environmental health of the city is intertwined with the river. The General Plan reinforces the city's identity as a river town and incorporates the recommendations of the Petaluma River Access and Enhancement Plan, including accessibility, open space, habitat conservation, as well as riverfront uses, activities, and developments.	● <mark>Revitalize</mark> the beauty and natural function of the Petaluma River. ● Reinforce the city's identity as a river town. ● Celebrate the role of the Petaluma River in the city's history, economy, recreation, and development patterns. ● Recognize that the future economic, social, cultural, and environment of Petaluma is intertwined with the river. ● Maintain and expand setbacks from the river to enhance its natural function and provide wildlife corridors. ● Enhance the interface between the river and the built environment with urban design. ● Expand connectivity to, along, and across the river. ● Orient development towards the river as well as roadways. ● Update and then implement the Petaluma River Access and Enhancement Plan.	
5. **Stimulate and increase public access and use of pathways as alternative transportation routes by providing a safe, efficient, and interconnected trail system.** Petaluma has an evolving pathway system centered on creeks, the Petaluma River and Urban Separator parcels. The General Plan calls for an expanded system of	*(Delete as a separate guiding principle and incorporate concept with other topics)*	●

interconnected pedestrian and bicycle facilities to serve alternative transportation and recreational needs.		
6. **Provide for a range of attractive and viable transportation alternatives, such as bicycle, pedestrian, rail, and transit.** With support for regional rail, an expanded trail and bikeway system, and conversion of two of the city's principal spines—East Washington Street and Petaluma Boulevard South—to pedestrian oriented "boulevards," the General Plan seeks to increase alternative transportation choices. Establishment of minimum densities, promotion of infill development, and provisions for a mix of uses in all neighborhoods will also minimize auto dependency and support transit.	5. <mark>**Prioritize**</mark> **cycling, walking, transit, and other transportation alternatives over private vehicles.** Supporting Concepts ● Work to reduce the use of private automobiles, particularly those that burn gasoline. ● Support a range of safe and attractive transportation alternatives with integrated land use and mobility strategies. ● Expand bicycle and pedestrian infrastructure, with a focus on improving safety and enhancing connectivity. ● Expand local and regional transit service. ● Support innovative and emerging transportation alternatives. ● Redesign streets to support pedestrian-oriented and bicycle-friendly networks. ● Support increased transit use by focusing development near existing and future transit facilities.	●
7. **Enhance Downtown by preserving its historic character, increasing accessibility and residential opportunities, and ensuring a broad range of businesses and activities.** The General Plan seeks to reinforce downtown's identity and role as the physical and	6. **Enhance Downtown as the center of Petaluma civic life by preserving its historic character, expanding pedestrian access and safety, and allowing for a diverse mix of uses.** Supporting Concepts ● Reinforce Downtown's identity and role as the physical and symbolic center of the city. ● Preserve Downtown's historic buildings and features while allowing for infill development	● **Public gathering areas needs to be addressed** ● **Create more outdoor dining opportunities, upgrading alleys for smaller retail/maker spaces** ● **Need more civic gathering spaces**

symbolic center of the city by supporting continued intensification and diversity, linkages with the river and Central Petaluma, and improvements in use, intensity, and character along major thoroughfares leading to downtown.	that harmoniously coexists with the historic character and expands the diversity of uses. ● Improve the pedestrian experience by making streets safer, cleaner, and more inviting for pedestrians. Consider making some Downtown streets pedestrian-only. ● Improve pedestrian and bicycle connections to and within the Downtown. ● Embrace the Petaluma River and improve the relationship between buildings and the riverfront. ● Address traffic congestion and parking issues particularly as they relate to adjacent neighborhoods.	
8. **Foster and promote economic diversity and opportunities.** The evolution of Petaluma's economy, from river-dependent industry to high technology and "telecom valley" businesses, and the potential for increased tourism and retail are opportunities for the city to strengthen its economic base. Continued economic development is vital to accomplishing many of the General Plan's objectives. Its importance is underscored by the inclusion of an Economic Health and Sustainability Element (Chapter 9) that outlines the City's role in economic development and	**7. Advance a forward-looking economic development strategy that focuses on diversity, opportunity, and innovation.** Supporting Concepts ● Recognize that economic development and resilience is vital to the City's overall prosperity and fiscal health – and critical for accomplishing other city goals and programs. ● Pursue "green" jobs and industries that help address the climate emergency. ● Support small, local, and BIPOC-owned businesses through a variety of strategies including the potential for incubation spaces and mentorship. ● Support the creative reuse of ==vacant and underutilized retail and storefront spaces== to build the local economy and support other city goals and initiatives. ● ==Work towards a jobs-housing balance in the city by expanding job opportunities that match the skills of residents, providing housing that matches the incomes of==	● **Adjust last bullet - incomes of workers should come closer to matching the housing** ● **Build us up instead of taking down** ● **Retirees? Raising property values** ● **variety of types of vacant areas that could be used for new uses (light industrial, etc)** ● **Vacant areas near McDowell as well** ● **Promote more self sustaining industries, make the city more self sustaining**

sets forth policies to implement these strategies	==workers, and encouraging new work models such as working from home or coworking.==	
9. Expand 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. Expanding retail choices in Petaluma has been a top priority of residents in surveys and public workshops conducted for the General Plan. While growth in automobile dealers and supplies helped the City to increase sales tax revenues dramatically during the 1990s, Petaluma has a shortage of general merchandise and "big ticket" outlets, as well as convenience shopping in many neighborhoods. The General Plan identifies several new locations, accessible locally and regionally, to close the gaps in Petaluma's retail offerings, while underscoring the need to integrate larger developments within the city's overall urban fabric.	*(Delete as a separate guiding principle and incorporate concept with economic development)*	•
10. Continue efforts to achieve a jobs/housing balance, emphasizing opportunities for residents to work locally.	*(Delete as a separate guiding principle and incorporate concept with economic development and housing principles)*	•

The General Plan seeks to continue Petaluma's past efforts to maintain a balance between job growth opportunities and housing inventory. This is further defined by policies to support local business incubation and home-based working. Transportation benefits can be derived if local residents can work and shop in the community.		
11. Foster a sustainable community in which today's needs do not compromise the ability of the community to meet its future needs. Enhance the built environment, encourage innovation in planning and design, and minimize environmental impacts through implementation of green development standards. General Plan offers a broad vision of community quality of life and provides goals, policies, and programs toward that vision over time. In effect, the principles of sustainability are woven into each element of the General Plan—whether water resources, transportation, natural	**8. Implement regenerative design to preserve resources and address climate change, sea level rise, and adaptation challenges and ==(add equitable here)== foster a sustainable community in which today's needs do not compromise the ability of the community to meet its future needs.** Supporting Concepts ● Use the Climate Emergency Framework to guide policy and action to avoid catastrophic climate change. ● Expand green buildings and landscapes. ● Recognize that urban development and nature must coexist and mutually support each other. ● Capitalize on Petaluma's natural assets (river, streams, trees, plains, etc.) to address climate change and sea level rise. ● Recognize that infill development helps to achieve sustainability outcomes. ● Achieve carbon neutrality by 2030. ● Take bold measures to address water use and expected long-term drought conditions.	**● Sea level rise and impact on Downtown ● Plan now for it to occur 10 yrs from now, start implementing now. ● considering the externalities and the distribution of things being brought in ● bring in equity into this guiding principle and the environmental justice impacts ● change to: "equitably" foster ● Food/Shelter/clothing needed on a daily basis. Ability to be produced locally as much as possible. especially with emergency situations ● Resilience instead of sustainable is a more forward thinking word to use in this principle ● Building up the food sources, energy production - improving self sufficiency ● Infill development point needs to be a bigger part of the plan - not just with infrastructure but also with housing development**

resource conservation, or housing. Policies and incentives to promote green development practices, promote infill and reuse, and sensitive site development practices are also included.	• Educate the community on the need for regenerative design. • Make the city more resilient to natural and man-made disasters including sea level rise, fires, earthquakes, and flooding.	
12. **Ensure infrastructure is strengthened and maintained.** Land use planning in the General Plan is complemented with a full assessment of the city's public infrastructure. Standards for capital facilities and public services—such as streets, parks, storm drainage and fire/safety—are established to ensure that growth does not exceed carrying capacity. To maintain the quality of public services for residents, development would be required to meet specific standards established by the Plan. In addition, the Annual Report on the General Plan will include progress made toward implementing the mitigations contained in the Plan's Environmental Impact Report (EIR).	**9. Ensure infrastructure supports infill development and addresses the impacts of climate change.** Supporting Concepts • Maintain and continually improve the city's infrastructure to support the evolution of the city and ensure a high quality of life in Petaluma. • Co-plan infrastructure improvements with urban development patterns. • Incorporate new (and potential) climate impacts and hazards into the design of infrastructure systems so that infrastructure is resilient and "climate-ready." • Expand equitable broadband access. • Prioritize the use of sustainable materials in infrastructure.	• **Make infill a very important part of this - focus on TOD/Infills etc.** • **Urban forest is a critical feature**
13. **Integrate and connect the east and west sides of town.** The Petaluma River, the	**10. Integrate and connect the East and West sides of town.**	• **More specific (evaluate economics) on connectors**

railroad tracks, and Highway 101 present barriers between the eastern and western portions of the city. Integration of different parts of the city is a theme that is reflected in several Plan policies. Roadway improvements and new streets are also proposed to link different neighborhoods, including two major east-west connections—the Rainier underpass/interchange and the Caulfield Lane "southern crossing"—to better integrate the east and west sides of town.	Supporting Concepts
	● Integrate communities on the East and West sides of Petaluma through festivals and events and by locating facilities equitably throughout the city.
	● Identify physical improvements to connect the East and West sides of Petaluma including new roadways and multi-use trails.
		● **Cost benefit analysis of each of these pathways:**
		● **HWY, Rainier, Washington, D St, Caulfield -- think of together as system**
		  ○ **not Rainier due to strong opposition - should be re-evaluated into ped and bike only, no car crossing**
		● **Highlight bike/ped - bikes along with traffic and integrated**
		● **Improve existing corridors east & west**
		  ○ **medians with trees, protected bike lanes, widened sidewalks**
		● **Clean slate needed**

14. **Encourage cultural, ethnic, and social diversity.** The General Plan reinforces the city's diversity by providing a range of housing choices—from large-lot hillside homes to urban units adjacent to downtown or the Petaluma River—and opportunities for a variety of large and small-scaled business establishments.	11. **Promote social and economic justice to address structural inequities and racism.** Supporting Concepts ● ==Recognize the legacy and presence of structural racism and inequities in Petaluma.== ● ==Continually evaluate city programs, policies, and funding decisions to understand who benefits and who is impacted from and by each.== ● Engage all residents in the decision-making process. ● Protect undocumented Petaluma residents and work towards just immigration practices. ● Ensure equitable access to city resources, services, and opportunities. ● Promote and celebrate the heritage and culture of Petaluma's diverse residents.	● **First bullet - structural racism? Or a solution in search of a problem** ● **Important that we incorporate being anti-racist in our government policies +1** ● **keep petaluma reference within the first bullet & keep this principle and vital to the planning process** ● **Language justice (equitable access to information that comes to the City)? - Guiding mindset for planning policies** ● **explicit and implicit racial and economic inequalities within this city, need to be addressed** ● **No neutral stance on structural racism.** ● **agree with city programs, policies to be continually evaluated (2nd bullet)**

	● Recognize each individual's fundamental right to have their voices heard in the public process.	
15. **Recognize the role Petaluma holds within the region and beyond.** This General Plan identifies the City's willingness and dedication to participate in the collective solutions to adverse changes in the global climate. Policies and programs are identified to protect the community and reduce the community's impacts to regional and global resources.	12. **Be a leader within the region and beyond.** Supporting Concepts ● Continue to participate in collective solutions to advance regional and global issues. ● Lead by example. ● Serve as a regional resource and support responses to natural and man-made events such as wildfires.	● **include earthquakes in 3rd bullet - need more preparedness for future earthquakes** ●
(New)	13. **Promote more affordable housing and a diversity of housing options.** Supporting Concepts ● Develop a diversity of housing types and choices throughout the city. ● Provide life cycle housing for residents from young adults right out of high school or college to seniors aging in place. ● Increase housing affordability for residents at all income levels.	●
(New)	14. **Prioritize infill development in appropriate locations throughout the City.** Supporting Concepts ● Avoid locating new development in environmentally sensitive locations. ● Revitalize commercial corridors with a diverse mix of uses.	●

	- Support a diverse mix of uses and intensification around the existing and proposed SMART rail stations. - Pursue new development in the "midtown" area between the Petaluma River and Highway 101 (excluding the established neighborhoods). - Consider sensitive infill development of small multi-unit buildings in single-family residential neighborhoods throughout the city. - Prioritize development that will generate relatively fewer vehicle miles traveled per resident.	

Pillars of Petaluma

The residents of Petaluma share a common set of values that form the basis for the General Plan. These "Pillars of Petaluma" are the foundation for the future of the city and will be reflected throughout the General Plan.

Pillar	GPAC Comments/Modifications: ● Do the pillars correctly articulate the essential values of the community? ● Are there topics that are missing?
Community Character Petaluma is a unique community. It is distinguished by its history as a river town, geographic location, natural environment, and forward-thinking population. The General Plan must preserve Petaluma's distinctive character.	● Being a 'small town' part of Petaluma's identity and how we look for the future? - Consider
Equity and Justice Petaluma is committed to advancing social and economic justice to create an inclusive and equitable city for all. The General Plan should prioritize supporting those who have been most affected by injustice and facilitate future decision-making that avoids inequities and rectifies past harms.	● Small subset of Participatory Decision-Making etc.
Climate Action, Resilience and Sustainability Petaluma is committed to bold action to achieve carbon neutrality and to building resilience to climate change impacts, including sea level rise, increasing temperatures, drought, and wildfire intensity. The General Plan should advance new ways of thinking, changes in our relationship with the natural environment, and planning for current impacts and those in the distant future.	● Rephrase / present at top
Participatory Decision-Making and Transparency of Government The community works and evolves best when all voices are engaged and participate in the decision-making process. The General Plan should reflect the perspectives of Petaluma's diverse population, ensure that opportunities to engage in public dialogue are accessible to all residents, and set the stage for solving future	● this pillar seems to be a part of equity and justice, not needed to be a separate pillar? ● equity and justice is a part of this in order to be transparent to all residents of city, involve all people in this process

challenges with integrity, creativity and collaboration.	