

General Plan Advisory Committee Meeting #4 Summary Notes



Date and Time: August 19, 2021, 6:30 – 9:00 PM

Location/Format: Zoom Meeting

Meeting Access and Recording

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/3375?view_id=31&redirect=true

Agenda

- Welcome and Overview
- General Public Comment
- Project Updates
- Areas of Change and Areas of Stability Discussion
- Public Comment
- Upcoming Activities and Meetings
- Final GPAC thoughts

Attendance

There were 15 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 | 9. Roger Leventhal |
| 2. Phil Boyle | 10. Panama Bartholomy |
| 3. Stephanie Blake | 11. Kris Rebillot |
| 4. Delia Diaz | 12. John Shribbs |
| 5. Sierra Downey | 13. Joshua Riley Simmons |
| 6. Jessie Feller | 14. Janice Cader Thompson |
| 7. Ali Gaylord | 15. Bill Wolpert |
| 8. Yensi Jacobo | |

The following GPAC members were absent:

- | | |
|----------------------------|-------------------------|
| 1. Erin Chmielewski | 4. Roberto Rosila Mares |
| 2. Mary Dooley | 5. Bill Rinehart |
| 3. Iliana Inzunza Madrigal | |

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

City of Petaluma:

Heather Hines – *Interim Community Development Director*
Christina Paul – Principal Planner, *Project Manager*
Martín Rivarola – *Spanish Interpreter*
Gustavo A. Sanchez – *Spanish Interpreter*
Eric Roberts – Planner, *City of Petaluma*

Consultant Team:

Ron Whitmore - Raimi + Associates
Lillian Mensah - Raimi + Associates
Michelle Hernandez - Raimi + Associates
Dave Javid - Plan to Place
Paul Kronser - Plan to Place

Meeting Summary

The focus of the fourth GPAC meeting was to discuss potential changes to the Guiding Principles from the existing General Plan and to map potential Areas of Change (where new development could occur) and Areas of Stability (where development should be avoided) within Petaluma. Other key objectives included: providing project updates, orienting GPAC members to upcoming community engagement activities, and discussing how they can become involved in these events. The following notes summarize key agenda items and the related discussion.

Welcome and Debrief

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

General Public Comment

The following is a summary of comments received from meeting participants during the first round of public comment.

- There needs to be more conversation about Mid-town and other parts of the city.
- The Amy's and other marina property developments should be reconsidered due their encroaching on to floodplains and habitats along the river.
- The urban forest management plan should be included in the guiding principles because of the dire need for urban tree canopy.
- There should be a stronger urban forestry ordinance that is the strongest tree protection policy in California.

Project Updates

Ron provided a short presentation on the structure of the General Plan Update process.

General Plan Updates are incremental in their approach and are made up of 5 stages: Discovery, Visioning, Alternatives, Policy Development, and Plan Development. GPAC Meetings and the input GPAC members provide will guide the planning team's work within each planning phase. The input gathered at this meeting will be used in both the Visioning and Alternatives phases. Starting in late August, the planning team will conduct engagement activities with the broader public while still meeting with the GPAC on a variety of topics and work products.

Guiding Principles, Areas of Change and Stability Overview

Following the project updates, Ron gave a brief overview of the purpose and development 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 introduced Areas of Change and Stability, where 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.

Small Group Discussion

GPAC members and the observing members of the public were split evenly into 3 small groups (breakout rooms), each with a facilitator and a recorder capturing notes, to identify:

1. The changes and additions needed to the existing General Plan's Guiding Principles
2. The Areas of Stability within Petaluma
3. The Area of Change within Petaluma

Guiding Principles Worksheets: Each breakout group had a worksheet to guide the conversation, and they are all included in the Appendix along with a summary table that highlights the most common comments gathered from GPAC members during this activity.

Small Group Discussion Comments: Each breakout group also annotated a map of the city to identify areas of change and stability. Screen shots of the maps and comments are included in the appendix along with transcriptions of the notes

Small Group Discussion Report Out – After the small group discussions, each group reported out key topics and comments to the larger group.

Public Comment

The following is a summary of the comments received from the meeting participants during the final public comment section of the meeting.

- Appreciate all the great thoughts shared tonight, wanted to know where to find all of the public forums?
- Appreciated the discussions in their breakout room but concerned that water supply has not been mentioned. How could we encourage ground water recharge instead of letting stormwater be runoff.
- Also interested in how indoor agriculture and vertical farming could be expanded and become a more important resource for the city.
- Most of natural areas have been regulated to edges of town. We need to protect the river and prevent building on it since that will only push flooding elsewhere.
- The Petaluma River corridor needs to be further defined and protected, while also making it accessible to people. It is the green heart of Petaluma.
- We need to figure out where water will come from before we build more housing and buildings that require water connections.
- Planning team should check the Urban Land Institute's new study on Petaluma's housing needs since it shows how the city can meet housing needs without encroaching into river.
- A Petaluma River access/enhancement plan needs to be incorporated into the General Plan.

- General Plan policies should be framed around the 15-minute city concept and should embrace that Petaluma is a river city where nature is a greater part of the way the city functions. It should embrace walkable and bikeable systems that are integrated with nature and have an equity focus.

Additional comment and resources provided by the public and GPAC members are included in the Appendix.

Wrap-up, Next Steps, Upcoming Meetings

Ron Whitmore provided information about broader next steps in the General Plan Update process and specific steps for the GPAC including:

- Public engagement activities will be starting in late August, including four Area Meetings and a variety of Pop-ups
- GPAC members are invited to promote and attend the Area Meetings and assist with the Pop-ups
- GPAC topical interests will be addressed in several different ways during the planning process
- Next GPAC Meeting #5: September 16th, 2021

Final GPAC Thoughts

There were no additional comments from GPAC members.

The meeting was adjourned at approximately 9 pm.

For the meeting agenda, presentation, meeting recording and other information, please visit:

www.planpetaluma.org

Appendix

Summary Table of GPAC Input on Guiding Principles

Existing Guiding Principles:	Comments/Modifications:
<p>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.</p>	<ul style="list-style-type: none"> • add family and age friendly city, under 5, over 65, aging in place • rework passive language into active, maintain → promote, create, etc. (+3) • building community centered services and mix of uses, especially east side • friendly, affordable, livable city for young people, straight out of high school/college • Great concept, agree with close knit neighborhoods • Add in 'Age and family friendly city' - address needs of all ages • Pandemic has shown what removing cars from neighborhoods has made, slow streets idea and parklet ideas are working. • Mixed use - idea has been redefined to be horizontal instead of vertical, limit to how effective that can be and extended too far • Dated and exclusionary should be replaced with more inclusionary language celebrating diversity - allowing for different socioeconomic, races and different types of people • Easily accessible should highlight non-motorized by biking, walking or other modes • Mix of uses is good (commercial, residential, park, etc... diverse kinds of buildings, businesses, etc. AKA Compete Neighborhood • "single family and multifamily" instead of mix of uses, need to specify uses • Could consider diversifying single family neighborhoods
<p>2. Preserve and enhance Petaluma’s historic character. 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.</p>	<ul style="list-style-type: none"> • Weave in history of city with current demographics, exploring what is celebrated, other stories and history (+3) • As building new, incentivize developers to design buildings to match existing aesthetics, in line with character, not drastically sticking out (historic downtown design guidelines) • Enhance the livability of the city, structures • Additions: Needs to be updated, so much more history than last 150 years. • Touch on whose land we’re on and not ignoring and have better reflection for all of Petaluma. • Honoring and celebrating history. • Question: Is the GP going to address pandemic? Lots of infill language, what about reusing property (empty buildings as result of pandemic). Changes we are going through will impact the future. • More ways to inform the future to have balance; preserving historic bldg and people argue context to adjacent bldg, how do we address

Existing Guiding Principles:	Comments/Modifications:
	<ul style="list-style-type: none"> • City has been trying to be certified local gov. CLG - allow to have funding and get grants for historic preservation • Find ways for homeowners to be less strenuous and challenging • Trestle in poor shape • Downtown flooding plan • Historic character not just buildings but history as an agricultural town and still agricultural economy. Many businesses support agriculture. Need to include agriculture as part of culture. Support of current and new agriculture. Community farms, produce stands to expand rather than neglect agriculture • Targeted at guarding instead of complementing... need to embrace infill and guide to compliment uses and heritage. Agriculture is reflective of history and can be woven in. Need encouraging uses rather than overly prescriptive to be limiting • Need to embrace 2021 and be inclusive
<p>3. Preserve and enhance Petaluma’s natural environment and distinct setting in the region—a community with a discrete edge surrounded by open space.</p> <p>Petaluma’s built environment is shaped and influenced by 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.</p>	<ul style="list-style-type: none"> • Complimentary to previously heard public comments (urban forest, floodplain development) • Link to NOAA maps, managed retreat plans - rethink relationship to river in principles or other places in GP • River plan needs to be updated/implemented • Sea level rise preparation (marsh and wetlands) • Conflict in goal to maintain urban growth boundary and will restrict views from City - fair and equitable guidelines to be implemented • Fire protection needed as one of uses of open space, urban forest management plan need, urban forest economic and social and physical environment. need to support urban forest and native plantings. consider how many vineyards are wanted- where does groundwater come into play. Upland portion must be supported • Maintain offsets from waterways • Parks master plan needed to preserve natural environment
<p>4. Enhance the Petaluma River corridor while providing recreational and entertainment opportunities, including through active implementation of the Petaluma River Access and Enhancement Plan.</p> <p>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.</p>	<ul style="list-style-type: none"> • Previous interest expressed thru listening sessions • GP update opportunity to update the River Plan with new data? • Plan already in place • maintain setbacks from waterways and wildlife corridors • river enhancement plan currently being worked on - need to add ability to support dredging for entire river whole length needs to be maintained/supported regionally • Supporting dredging not a foregone conclusion • consider developing way we dredge to be more sustainable • more interconnectivity with /across river - across river (e to w)and access need route to get to river including more east west bridge connections • More than classic bay trail not as uniform or generic - more interesting

Existing Guiding Principles:	Comments/Modifications:
<p>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 interconnected pedestrian and bicycle facilities to serve alternative transportation and recreational needs.</p>	<ul style="list-style-type: none"> • Emphasize safer trails and bikeways, following the age friendly city idea/principle • Agree, focus on physical not function. We need to have road systems to the paths and then to destination, need bigger perspective • Bigger than recreation, live their daily lives on bikes • Clear on creating paths • Non-motorized crossings of 101 need to be made safe • More use of streets, bikeways, combined use on specific designated streets. Not just about pathways • East siders do not have same connections with SMART rail line currently cut off. East side needs same connections points primarily on west side • Need separated bikeways on street
<p>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.</p>	<ul style="list-style-type: none"> • Emphasize safer trails and bikeways, following the age friendly city idea/principle • support the pedestrian oriented boulevards and the potential for expanding these Pedestrian areas • More about public transit/rail - clear on what is being talked about • Use land central area around floodplain as transport corridor put a bike/ped path across river to create trail system that is multi use
<p>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 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.</p>	<ul style="list-style-type: none"> • it is becoming harder to move around and enjoy downtown, how can the quality of experience be better? • focus on improving the quality, fixing the car traffic that has increased in downtown (+3) • how can some streets become permanently pedestrianized? • reroute traffic → think about parking implications and impacts on other areas/neighborhoods • Back to historic character • Business improvement district, broader group of decision makers for what happens downtown (same group now, who want more parking) • Sidewalks could be cleaner
<p>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 sets forth policies to implement these strategies</p>	<ul style="list-style-type: none"> • Critical issue for accomplishing other programs, goals • Focus in on an element like Chapter 9 from the last plan • How can new methods of work be kept within the city? • Small scale manufacturing: many downtowns using this method to rebuild local economy → the potential of empty storefronts • Green jobs • Opportunity for dreaming about the future we want to be in. This language reflects what we're doing up until this moment and not good enough for the future challenge. • Invite the questioning for tourism, or what are the actual needs of Petalumans and how can we meet

Existing Guiding Principles:	Comments/Modifications:
	<p>those needs within our own systems and cycles to satisfy everyone's needs</p> <ul style="list-style-type: none"> • We do have what it takes to do that • Ways still for developers to get around in affordable housing • Don't see diversity in businesses being promoted and initiatives that would promote this. • Diverse types of business - digital native businesses, connectivity between, mentorship programs between older and newer to overcome challenges. Support and connectivity plays a key role. Support between businesses • Take out telecom valley support biodiversity and green businesses • Incubation and economic development are important... support BIPOC and small businesses
<p>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.</p> <p>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.</p>	<ul style="list-style-type: none"> • Cut this one/rethinking what the appropriate level of retail is at this moment of the city • Appropriate levels of development are done, now are many empty storefronts → opening up the types of uses of storefronts (school, flexible use permits, temporary uses, etc) • Repurpose spaces instead of expanding • Vision different systems for the future, dream up new systems such as: <ul style="list-style-type: none"> ○ Lending libraries of tools instead of having to purchase them • Neighbors/city could help with needs instead of bringing in large retailers to satisfy those needs. • Having larger retail would erode future • Re-vision of cycles/systems we haven't tried before to build a resilient future • Mixed use talked about, not implemented • Big ticket outlets, expensive retailers - expensive amenities (more parking, etc) • Increase green businesses and tax base • Greater BIPOC ownership of businesses • Don't need to only have small business
<p>10. Continue efforts to achieve a jobs/housing balance, emphasizing opportunities for residents to work locally.</p> <p>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.</p>	<ul style="list-style-type: none"> • (some comments above can apply to this principle as well) • GP considering work from home opportunities, adjusting broadband access • Rework language from passive into active (accelerate, incentivize) • People living in town, have jobs in town - right goal? Adjacent cities have jobs in Petaluma and live in other • Enough housing here, rather than driving north - global citizenship on climate needs? • Out of town buyers
<p>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.</p> <p>General Plan offers a broad vision of community quality of life and provides goals, policies, and programs toward that</p>	<ul style="list-style-type: none"> • thinking about which type of green building (climate targets) should be emphasized • adding more sustainability details to this principle

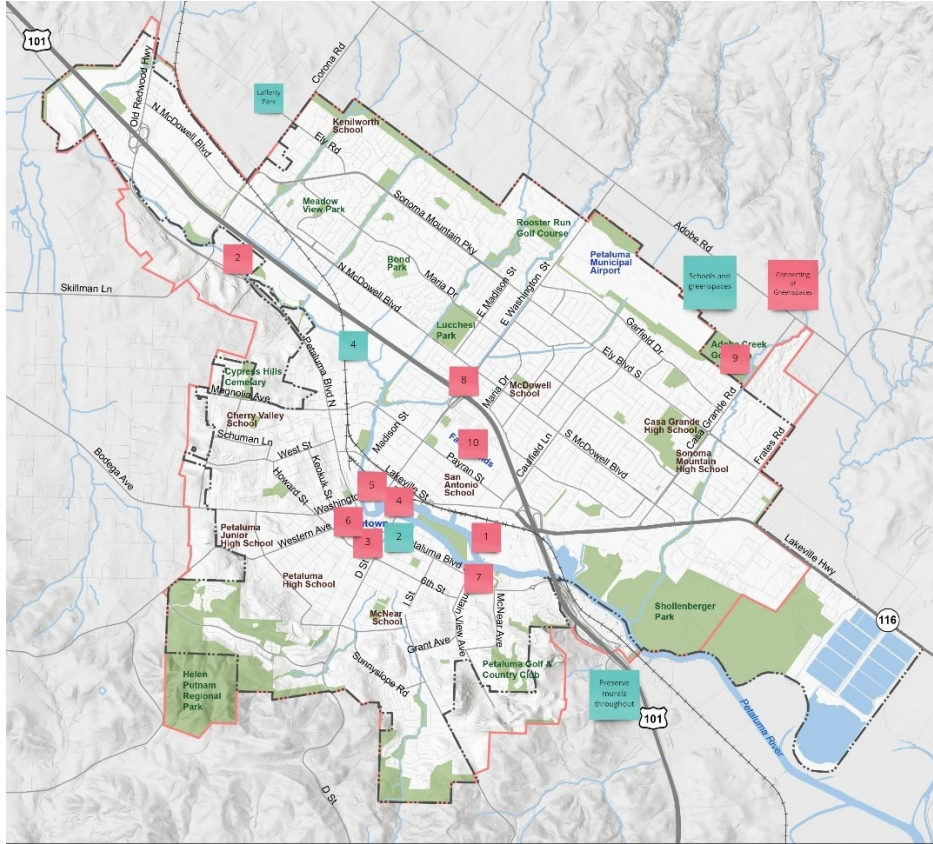
Existing Guiding Principles:	Comments/Modifications:
<p>vision over time. In effect, the principles of sustainability are woven into each element of the General Plan—whether water resources, transportation, natural resource conservation, or housing. Policies and incentives to promote green development practices, promote infill and reuse, and sensitive site development practices are also included.</p>	
<p>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).</p>	<ul style="list-style-type: none"> • Incorporate the new climate hazards and impacts, known and unknown • Reality of climate change, climate ready infrastructure • Sustainable materials prioritization • Stop building low rise shopping centers with large parking
<p>13. Integrate and connect the east and west sides of town. The Petaluma River, the 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.</p>	<ul style="list-style-type: none"> • Could take out Rainier from the principle • Provide wide range of services within all neighborhoods • CC has cross town connectors as part of their goals, working concert with CC and they need to be behind. <ul style="list-style-type: none"> ○ Thumbs down on Rainier underpass/interchange. Need to be handled • Typically, not specific road names/locations • Important to look at larger picture and include corona overcrossing in GP Scott Property can connect with SMART station - this is crucial connection - need to update today - Corona circles the community - connect the city and our development • Annex land surrounding Petaluma Blvd North currently outside City boundary • Deleting parking minimums
<p>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.</p>	<ul style="list-style-type: none"> • Expand the principle to include other topics beyond housing and business • Supporting the ad hoc advisory committee, sanctuary city, more active responsibilities • Updated, language not specific enough and doesn’t talk about equity anywhere <ul style="list-style-type: none"> ○ Different place then when this was written and need to address people who have been oppressed. • Large-lot hillside homes • City should promote/celebrate more ethnic holidays • Language justice, systems to achieve equity
<p>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</p>	<ul style="list-style-type: none"> • recognize the city is the center of wildfire evacuations in the region, how can we share that responsibility? add this into the GP

Existing Guiding Principles:	Comments/Modifications:
reduce the community's impacts to regional and global resources.	

Potential New Guiding Principles Based on City Work and Engagement:	
Take proactive steps to address climate change, sea level rise, and adaptation.	<ul style="list-style-type: none"> • incorporate the urban forestry plan into the principles • what are the steps for citizen engagement to be more aware of what is happening (ex. tree committee and their work)
Promote social equity and justice to address structural inequities and racism.	
Address environmental justice and provide living and working environments that promote the health and wellbeing of all Petalumans	
Expand activities that reduce the impacts from fire, flooding, and other natural and man-made events.	

Annotated Maps of Areas of Change and Stability

Group 1 Map + Notes



Areas of Stability

- **Identify Areas of Stability – where no new development should occur**
 - Note why
1. Existing schools and greenspaces
 - a. are pretty set and are huge assets, could find ways to enhance them
 2. downtown
 - a. preserve historical buildings and aspects
 - b. any industrial historical to preserve?
 3. Murals
 - a. keep the ones that exist, make them better known and expand
 - b. exist in some alleyways in downtown, another in southern parts of town/in county area
 4. along highway south of the outlets, east of river
 - a. beautiful, isolated and could include more access points and open space so its more visible
 5. Lafferty park/ranch
 - a. its outside city limits but could have better visibility
 6. Bay Trail
 - a. how can we collaborate with the trail to be more connected to rest of region?

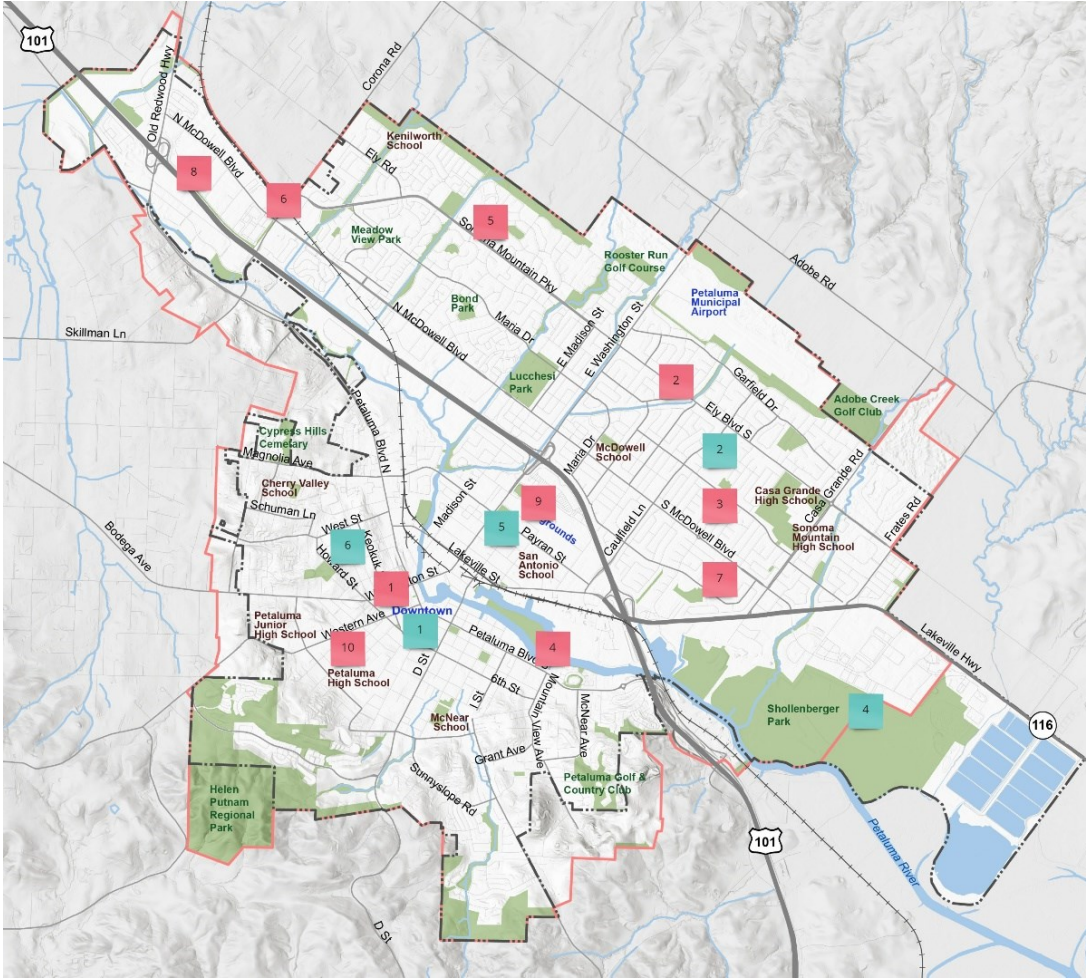
Areas of Change

- **Identify Areas of Change**
 - Specify what you think should be there in the future (e.g., type of housing, retail, industry, etc.)
1. Between railroad and river - SMART station
 - a. its a floodplain, can it be made into a walkable and inviting area? currently very underutilized
 2. Between Outlets and Corona
 - a. could be improved to include more bike and trails and
 3. Downtown
 - a. the pedestrian experience could be improved, turn the street into a walkable area - Putnam Plaza, walkway further south between the two parking garages

4. Train station connections
 - a. south of lakeville and washington street, being able to walk from the train station to downtown
5. midtown behind Grainery (sp?)
 - a. old warehouses and spaces that are centrally located - big opportunity to enhance and activate the space
 - b. light manufacturing, tech, shops
6. Type here
 - a. small spaces/pockets of infill that are vacant but could become mixed use, economic development
7. Bowling alley
 - a. if it ever closes, could be a good location for new housing and services

8. target shopping center, washington place, mcdowell, deer creek village, kmart
 - a. all these retail areas/centers are empty/underused and could have new uses
 - b. how can they be activated to have a mix of uses and use the huge parking for more housing
 - c. ULI did a new study about how these spaces could be reused
9. Adobe golf course
 - a. abandoned currently, can add more housing and park space
10. Fairgrounds
 - a. need to find a compromise between the different uses it could have
11. Connecting green spaces
 - a. how can the existing green spaces be connected?

Group 2 Map + Notes



Areas of Stability

- Identify Areas of Stability - where no new development should occur

- Note why

- Downtown, historic districts
 - Need to be preserved
- East Side Neighborhoods
 -
- Type here
 -
- Preserve for flooding and nature
 -
- Keep/preserve surrounding neighborhoods
 -
- Historic preservation neighborhood but potential for some retail

Areas of Change

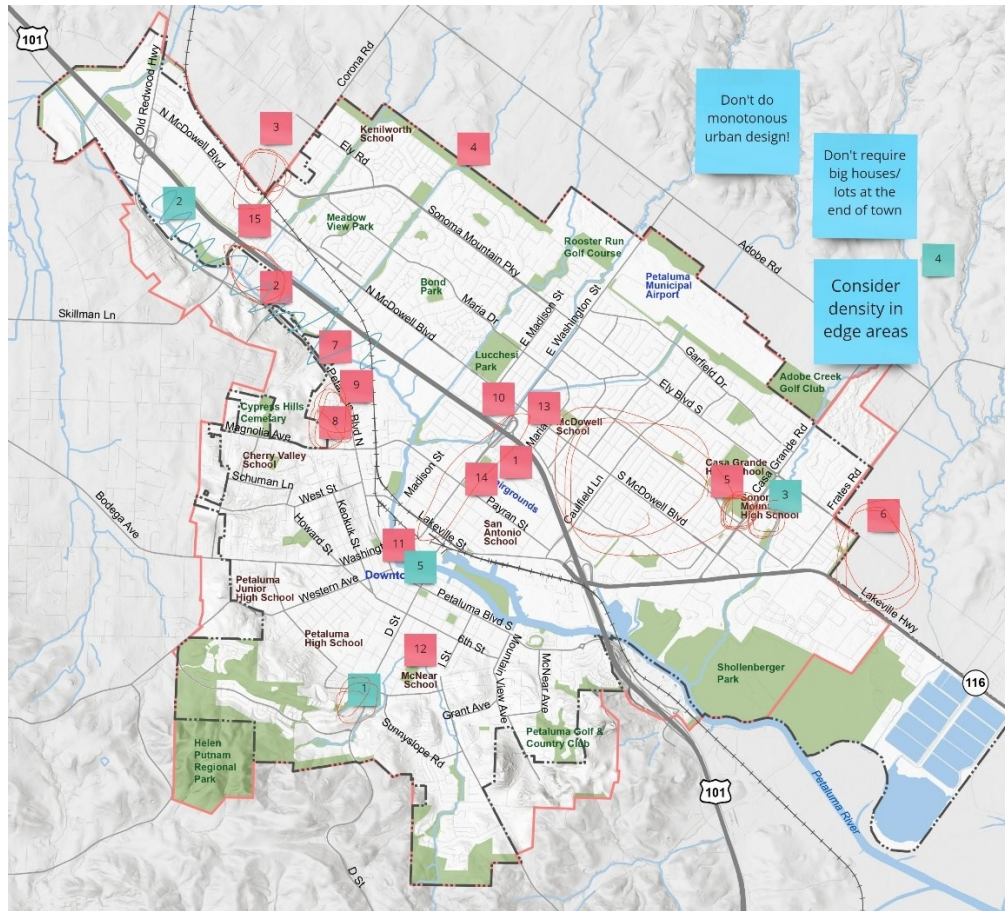
- Identify Areas of Change

- Specify what you think should be there in the future (e.g., type of housing, retail, industry, etc.)

- Easy access to retail/transit
 -
- Integration of neighborhood retail
 -
- Pockets of retail for places to go
 - There there
- Needs to be looked at and how we want that to grow
 -
- Enhance junior college and could be more part of the town

- Developed to be a draw within itself
 - Potential shared recreation, basketball & chess, etc. People would go there.
- Opportunities for public life
 - Healthy food options within walking distance
- Lot of opportunity for equitable, artistic development
 - Currently written off,
- Connect to downtown, push for change from river to fairgrounds
 - East D street corridor
 - How do we develop fairgrounds and surrounding but preserve East D street neighborhood
 - Potential sites for housing development?
- Better sidewalks/paths

Group 3 Map + Notes



Areas of Stability

- Identify Areas of Stability - where no new development should occur
 - Note why

- preserve and have setbacks
 -
- Type here
 -
- old farm land would like to see turned into park areas instead of housing
 - designated as low service parks area
- more density even in areas that are surprising
 -
- economic development to encourage more small business/ businesses owned by BIPOC, enhance river connection, continue to honor historic character of downtown

Areas of Change

- Identify Areas of Change
 - Specify what you think should be there in the future (e.g., type of housing, retail, industry, etc.)

- Fairgrounds
 -
- area of increased development
 -
- brought into sphere of influence need to find out where stands in terms of development
 -
- should be park land not housing need not develop around airport
 -
- could be turned into
 -
- park land / flood control/ housing
 - expansion area
- look into use of slaughterhouse

- could be for housing
 -
- create/enhance mixed use gateway
 -
 -
- Washington Corridor: add pedestrian friendly businesses, bike lanes, street trees, increased ped/bike
- economic development to encourage more small business/ businesses owned by BIPOC, enhance river connection, continue to honor historic character of downtown
- Add bike lanes and increase bike safety
- east Washington shopping corridor - intensity of uses add multifamily dense housing with limited parking, reduce parking for existing buildings. Add bike infrastructure especially along 101
 -
- intensify uses and include mixed use housing
 -
- increase bike/ped safety especially along 101

Areas of Change and Stability Notes

The following is a transcription of all comments received from GPAC members on the virtual engagement boards.

Group 1 – Areas of Change
<ol style="list-style-type: none"> 1. Between railroad and river - SMART station - its a floodplain, can it be made into a walkable and inviting area? currently very underutilized 2. Between Outlets and Corona - could be improved to include more bike and trails and 3. Downtown - the pedestrian experience could be improved, turn the street into a walkable area - Putnam Plaza, walkway further south between the two parking garages 4. Train station connections - south of lakeville and washington street, being able to walk from the train station to downtown 5. midtown behind Grainery (sp?) - old warehouses and spaces that are centrally located - big opportunity to enhance and activate the space, light manufacturing, tech, shops 6. Type here - small spaces/pockets of infill that are vacant but could become mixed use, economic development 7. Bowling alley - if it ever closes, could be a good location for new housing and services 8. target shopping center, washington place, mcdowell, deer creek village, kmart - all these retail areas/centers are empty/underused and could have new uses, how can they be activated to have a mix of uses and use the huge parking for more housing, ULI did a new study about how these spaces could be reused 9. Adobe golf course - abandoned currently, can add more housing and park space 10. Fairgrounds - need to find a compromise between the different uses it could have 11. Connecting green spaces - how can the existing green spaces be connected?
Group 1 – Areas of Stability
<ol style="list-style-type: none"> 1. Existing schools and greenspaces - are pretty set and are huge assets, could find ways to enhance them 2. Downtown - preserve historical buildings and aspects, any industrial historical to preserve? 3. Murals - keep the ones that exist, make them better known and expand, exist in some alleyways in downtown, another in southern parts of town/in county area 4. along highway south of the outlets, east of river - beautiful, isolated and could include more access points and open space so its more visible 5. Lafferty park/ranch - its outside city limits but could have better visibility 6. Bay Trail - how can we collaborate with the trail to be more connected to rest of region?
Group 1 – GPAC Comments/Questions
N/A
Group 2 – Areas of Change
<ol style="list-style-type: none"> 1. Easy access to retail/transit 2. Integration of neighborhood retail 3. Pockets of retail for places to go 4. There needs to be looked at and how we want that to grow 5. Enhance junior college and could be more part of the town 6. Developed to be a draw within itself - Potential shared recreation, basketball & chess, etc. People would go there. 7. Opportunities for public life - Healthy food options within walking distance 8. Lot of opportunity for equitable, artistic development - Currently written off, 9. Connect to downtown, push for change from river to fairgrounds - East D street corridor: How do we develop fairgrounds and surrounding but preserve East D street neighborhood? Potential sites for housing development? 10. Better sidewalks/paths
Group 2 – Areas of Stability
<ol style="list-style-type: none"> 1. Downtown, historic districts - Need to be preserved 2. East Side Neighborhoods 3. n/a 4. Preserve for flooding and nature

5. Keep/preserve surrounding neighborhoods
6. Historic preservation neighborhood but potential for some retail

Group 2 – GPAC Comments/Questions

- Can we get an inventory of available sites for development?
- Opportunity sites to fine of a scale for GP
- Principle to develop (policy/vision) to take advantage
- Potential to add in next steps (area plan / specific plan)
- Site specific selections in housing element update
- Dave A: Oakhill Bruster (sp?)
- Add retail potentially

Group 3 – Areas of Change

1. Fairgrounds
2. area of increased development
3. brought into sphere of influence need to find out where stands in terms of development
4. should be park land not housing need not develop around airport
5. could be turned into park land / flood control/ housing - expansion area
6. look into use of slaughterhouse
7. could be for housing
8. Create/enhance mixed use gateway

Group 3 – Areas of Stability

1. preserve and have setbacks
2. Type here
3. old farm land would like to see turned into park areas instead of housing - designated as low service parks area
4. more density even in areas that are surprising
5. economic development to encourage more small buisness/ businesses owned by BIPOC, enhance river connection, continue to honor historic character of downtown

Group 3 – GPAC Comments/Questions

- Area of increased development from slaughterhouse all the way up to Corona Road and the Boulevard
- Have land within the Urban growth boundary that were identified as possible sites for urban growth boundary - require more action
- Up near Ely and Corona and Scott Property - what other steps need to be taken to brought back in?
- Some complexities with incorporating that land
- The county may not want us to incorporate corona road,
- But it is actually the driveway - no the road - its contiguous right across the Brody ranch - Unclear the conditions
- Within the sphere of influence
- You have opportunities at the Scott Property as an important place for future development
- Airport and the way north there is a long green strip that should be parkland
- South by adobe creek club - we need to not develop around the airport
- Around the high school - whole green area could be turned into something - rejected as condos 15 years ago
- Look at the Ellis creek right outside the boundary
- Whole triangle - sounpark is ripe to turn into parkland housing
- Expansion areas that would not expand or do bad to the corridor
- It is a current possible point of expansion
- Slaughterhouse may be leaving
- Where is it exactly? Look at the future of this
- East end putnam park - Some of the areas flood - we need to be conscious of the offsets and water
- Near the auto row on petaluma BLVD - a low of stuff is in the flood plain
- more guiding principles - way development is done is project by project so when we have some redevelopment - we have the goal that it is connected eventually

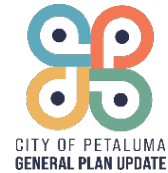
- Riverfront single family homes was a missed opportunity
- Almost gated and self contained community is self contained - almost a uniformity
- Allow for funkiness and creativity to avoid the sameness - what we do when we get too much planning
- Near casa grande road
- Near the adobe and the creek
- Between there and ELI - there is still some old farmland to development into housing needs parks instead of more housing
- Parks mapping and there were some areas near there that had some low park access
- As you get to the edge of town becomes bigger houses instead of smaller houses
- Things can be smaller further out but the zoning needs to change and we do not necessarily need more homes further out
- New RHNA numbers are really high, we need to do more density in areas where it was not expected
- A lot of areas of change near 101 corridor
- Ali also mentioned the corridor redevelopment and areas of change near the outskirts of town
- Near the police station is could be for housing
- Cypress hill

Other Public Comment and Resources Shared

The following are follow-up public comments and resources provided by members of the public or of the GPAC.

- A suggested Vision Statement from a GPAC member: "Petaluma is committed to appreciating the best of our past while ensuring a sustainable and resilient future that protects, enhances and celebrates our environment, secures social equity and justice, and provides a livable community for all residents no matter their race, ethnicity, gender orientation or age. These principles are guided by our role as global citizens."
- Duane Bellinger - Several good ideas were presented in the Guiding Principles: "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 the residents." "Continue efforts to achieve a jobs/housing balance emphasizing opportunities for residents to work locally." "Provisions for a mix of uses in all neighborhoods will also minimize auto dependency and support transit."
 - But the line "providing a range of housing choices - from large-lot hillside homes to urban units ... adjacent to the Petaluma River..." seems to imply that we build the urban units in the floodway. Petaluma's success in building two car suburbia: the Corona/Ely Specific Plan, with walkable shopping, schools and parks, contrasts sharply with Petaluma's failure to plan a vibrant transit-oriented community at Corona. Ideal, for inclusion in a transit-oriented community, is the 84 acres adjoining the Scott property (northeast of Corona). It was included in the twice voter-passed urban growth boundary expansion area (for transit) circled in the Station Area Master Plan but excluded from the map offered in item #5, attachment #3 "Basemap". Petaluma's next plan needs to better address the realities of climate catastrophe's sea level rise."
- John Shribbs – "I looked at the map and noticed that CGHS and fields are shown on the map as green "open space", including some of the play fields on the street corner. The major area of 25 acres that is green is school property that did not sell 15+ years ago to develop 3 story condos due to water pipe limitations. Is that land under city control now? Can we pipe white and brown water there now? This is the single largest tract of land that seems available for housing. Two other areas that are green:
 - 1) One on the south side of the airport - that has major limitations for use due to flight path.
 - 2) On the north flyway next to walk path from Prince Park to Corona Rd. This was restricted in past due to flights. Can this area (long narrow strip) be developed or turned into forest/park use?

- Two areas were identified for "best" development over a year ago outside of the Urban Boundary, one north and one south. Are they off the table now? The one north is "creep" into ag land and flood plain so may not be viable. The area south of Freitas is ripe for development if the vineyards don't get there first. Ellis Creek needs lots of riparian restoration and water catchment in that area."
- "A quick look at Guiding Principals:
 - 1) Addressing climate actions should be a separate item in list.
 - 2) Not just environmental justice. Separate item needed for preserving and improving our natural environment inside our urban area. Improving life for all native plants and animals and increasing biodiversity. Acknowledging value of urban forest, not just river plan.
 - 3) Also add dredging support and other tourism infrastructure. We need to set goal of surpassing Sonoma as the go to vacation spot. Improve bicycle tours on safer routes. Electric bikes at SMART stations with lockable bike racks around tourist spots. Can we get a tour bus to use the Marina area as a stop?
 - 4) Need to support our real economic base of agriculture - support land production use with supply chains, local markets, farm to market roads, annual farm festival, farm trails, etc. maybe even support more local coop organic farms in area.
 - 5) Need to beef up support for current businesses and advocate for new green businesses to locate offices here. We need stronger tax base.
 - 6) Retail item is generic and needs to be more specific - seems a desire for food and entertainment outlets. Do we really need a another Target or shopping mall?
 - 7) we need to list water, land use, energy conservation, housing more specifically in our principals.
 - I believe the surveys were highly skewed to liberal activists who took time to fill out survey and got involved. There seems to be a narrow focus on principals rather than more holistic approach. Missing diversity and business interests. Our goals are skewed to costly living improvements which are nice (I am all for better living and officially a Greenie), but no revenue source listed to pay for these goals. We need more green businesses to come here to give us the improved tax base. We should help Amy's Kitchen build their headquarters and give extra support if needed since that will be a huge tax base that is "green". How can we help telecom industry expansion here? Biotech? City wide WiFi?"



August 19th, 2021 - GPAC Meeting - GROUP 1

Guiding Principles Worksheet

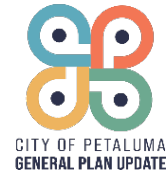
Existing Guiding Principles:	Your Comments/Modifications:
<p>1. Maintain a close-knit, neighborly, and family-friendly city. The General Plan envisions Petaluma as a city of strong neighborhoods. A guiding premise of the General Plan is that activities and facilities used on a frequent basis, such as 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.</p>	<ul style="list-style-type: none"> - add family and age friendly city, under 5, over 65, aging in place - rework passive language into active, maintain → promote, create, etc. (+3) - building community centered services and mix of uses, especially east side - friendly, affordable, livable city for young people, straight out of high school/college -
<p>2. Preserve and enhance Petaluma’s historic character. 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.</p>	<ul style="list-style-type: none"> - weave in history of city with current demographics, exploring what is celebrated, other stories and history (+3) - as building new, incentivize developers to design buildings to match existing aesthetics, in line with character, not drastically sticking out (historic downtown design guidelines) - enhance the livability of the city, structures
<p>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 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.</p>	<ul style="list-style-type: none"> - complimentary to previously heard public comments (urban forest, floodplain development) - link to NOAA maps, managed retreat plans - rethink relationship to river in principles or other places in GP -

<p>4. Enhance the Petaluma River corridor while providing recreational and entertainment opportunities, including through active implementation of the Petaluma River Access and Enhancement Plan.</p> <p>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.</p>	<ul style="list-style-type: none"> - previous interest expressed thru listening sessions - GP update opportunity to update the River Plan with new data? -
<p>5. Stimulate and increase public access and use of pathways as alternative transportation routes by providing a safe, efficient, and interconnected trail system.</p> <p>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 interconnected pedestrian and bicycle facilities to serve alternative transportation and recreational needs.</p>	<ul style="list-style-type: none"> - emphasize safer trails and bikeways, following the age friendly city idea/principle
<p>6. Provide for a range of attractive and viable transportation alternatives, such as bicycle, pedestrian, rail, and transit.</p> <p>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.</p>	<ul style="list-style-type: none"> - emphasize safer trails and bikeways, following the age friendly city idea/principle - support the pedestrian oriented boulevards and the potential for expanding these pedestrian areas
<p>7. Enhance Downtown by preserving its historic character, increasing accessibility and residential opportunities, and ensuring a broad range of businesses and activities.</p> <p>The General Plan seeks to reinforce downtown's identity and role as the physical and 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.</p>	<ul style="list-style-type: none"> - it is becoming harder to move around and enjoy downtown, how can the quality of experience be better? - focus on improving the quality, fixing the car traffic that has increased in downtown (+3) - how can some streets become permanently pedestrianized? - reroute traffic → think about parking implications and impacts on other areas/neighborhoods

<p>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 sets forth policies to implement these strategies</p>	<ul style="list-style-type: none"> - critical issue for accomplishing other programs, goals - focus in on an element like Chapter 9 from the last plan - how can new methods of work be kept within the city? - small scale manufacturing: many downtowns using this method to rebuild local economy → the potential of empty storefronts - green jobs
<p>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.</p>	<ul style="list-style-type: none"> - cut this one/rethinking what the appropriate level of retail is at this moment of the city - appropriate levels of development are done, now are many empty storefronts → opening up the types of uses of storefronts (school, flexible use permits, temporary uses, etc) - repurpose spaces instead of expanding
<p>10. Continue efforts to achieve a jobs/housing balance, emphasizing opportunities for residents to work locally. 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.</p>	<ul style="list-style-type: none"> - (some comments above can apply to this principle as well) - GP considering work from home opportunities, adjusting broadband access - rework language from passive into active (accelerate, incentivize) -
<p>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 resource conservation, or housing. Policies and</p>	<ul style="list-style-type: none"> - thinking about which type of green building (climate targets) should be emphasized - adding more sustainability details to this principle

<p>incentives to promote green development practices, promote infill and reuse, and sensitive site development practices are also included.</p>	
<p>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).</p>	<ul style="list-style-type: none"> - incorporate the new climate hazards and impacts, known and unknown - reality of climate change, climate ready infrastructure - sustainable materials prioritization
<p>13. Integrate and connect the east and west sides of town. The Petaluma River, the 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.</p>	<ul style="list-style-type: none"> - could take out Rainier from the principle - provide wide range of services within all neighborhoods -
<p>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.</p>	<ul style="list-style-type: none"> - expand the principle to include other topics beyond housing and business - supporting the ad hoc advisory committee, sanctuary city, more active responsibilities
<p>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.</p>	<ul style="list-style-type: none"> - recognize the city is the center of wildfire evacuations in the region, how can we share that responsibility? add this into the GP -

Potential New Guiding Principles Based on City Work and Engagement:	
Take proactive steps to address climate change, sea level rise, and adaptation.	<ul style="list-style-type: none"> - incorporate the urban forestry plan into the principles - what are the steps for citizen engagement to be more aware of what is happening (ex. tree committee and their work)
Promote social equity and justice to address structural inequities and racism.	
Address environmental justice and provide living and working environments that promote the health and wellbeing of all Petalumans.	
Expand activities that reduce the impacts from fire, flooding, and other natural and man-made events.	-



August 19th, 2021 - GPAC Meeting - Group 2

Guiding Principles Worksheet

General Comments/Questions:

- Overarching vision statement needed. There is a lot of interest in town about global citizens and should be part of the GP.
- Throw out format? 5 point star - what are the goals for Petaluma's future, each of the points would include language

Existing Guiding Principles:	Your Comments/Modifications:
<p>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.</p>	<ul style="list-style-type: none"> - Great concept, agree with close knit neighborhoods - add in 'Age and family friendly city' - address needs of all ages - Pandemic has shown what removing cars from neighborhoods has made, slow streets idea and parklet ideas are working. - Mixed use - idea has been redefined to be horizontal instead of vertical, limit to how effective that can be and extended too far
<p>2. Preserve and enhance Petaluma's historic character. 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.</p>	<ul style="list-style-type: none"> - Additions: Needs to be updated, so much more history than last 150 years. <ul style="list-style-type: none"> - Touch on whose land we're on and not ignoring and have better reflection for all of petaluma. - Honoring and celebrating history. - Question: Is the GP going to address pandemic? Lots of infill language, what about reusing property (empty buildings as result of pandemic). Changes we are going through will impact the future. - More ways to inform the future to have balance; preserving historic bldg and people argue context to adjacent bldg, how do we address - City has been trying to be certified local gov. CLG - allow to have funding and get grants for historic preservation - Find ways for homeowners to be less strenuous and challenging - Trestle in pour shape - Downtown flooding plan
<p>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 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</p>	<ul style="list-style-type: none"> - River plan needs to be updated/implemented - Sea level rise preparation (marsh and wetlands) - Conflict in goal to maintain urban growth boundary and will restrict views from City - fair and equitable guidelines to be implemented -

<p>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.</p>	
<p>4. Enhance the Petaluma River corridor while providing recreational and entertainment opportunities, including through active implementation of the 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.</p>	<ul style="list-style-type: none"> - Plan already in place
<p>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 interconnected pedestrian and bicycle facilities to serve alternative transportation and recreational needs.</p>	<ul style="list-style-type: none"> - - Agree, focus on physical not function. We need to have road systems to the paths and then to destination, need bigger perspective - Bigger than recreation, live their daily lives on bikes - Clear on creating paths
<p>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.</p>	<ul style="list-style-type: none"> - More about public transit/rail - clear on what is being talked about

<p>7. Enhance Downtown by preserving its historic character, increasing accessibility and residential opportunities, and ensuring a broad range of businesses and activities.</p> <p>The General Plan seeks to reinforce downtown’s identity and role as the physical and 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.</p>	<ul style="list-style-type: none"> - Back to historic character - Business improvement district, broader group of decision makers for what happens downtown (same group now, who want more parking) - Sidewalks could be cleaner
<p>8. Foster and promote economic diversity and opportunities.</p> <p>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 sets forth policies to implement these strategies</p>	<ul style="list-style-type: none"> - Opportunity for dreaming about the future we want to be in. This language reflects what we’re doing up until this moment and not good enough for the future challenge. - Invite the questioning for tourism, or what are the actual needs of Petalumans and how can we meet those needs within our own systems and cycles to satisfy everyone’s needs - We do have what it takes to do that - Ways still for developers to get around in affordable housing
<p>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.</p> <p>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.</p>	<ul style="list-style-type: none"> - Vision different systems for the future, dream up new systems such as: <ul style="list-style-type: none"> - Lending libraries of tools instead of having to purchase them - Neighbors/city could help with needs instead of bringing in large retailers to satisfy those needs. - Having larger retail would erode future - Re-vision of cycles/systems we haven’t tried before to build a resilient future - Mixed use talked about, not implemented - Big ticket outlets, expensive retailers - expensive amenities (more parking, etc)
<p>10. Continue efforts to achieve a jobs/housing balance, emphasizing opportunities for residents to work locally.</p> <p>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.</p>	<ul style="list-style-type: none"> - People living in town, have jobs in town - right goal? Adjacent cities have jobs in Petaluma and live in other - Enough housing here, rather than driving north - global citizenship on climate needs? - Out of town buyers

<p>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.</p> <p>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 resource conservation, or housing. Policies and incentives to promote green development practices, promote infill and reuse, and sensitive site development practices are also included.</p>	<ul style="list-style-type: none"> - List of items
<p>12. Ensure infrastructure is strengthened and maintained.</p> <p>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).</p>	<ul style="list-style-type: none"> - Stop building low rise shopping centers with large parking
<p>13. Integrate and connect the east and west sides of town.</p> <p>The Petaluma River, the 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.</p>	<ul style="list-style-type: none"> - CC has cross town connectors as part of their goals, workin concert with CC and they need to be behind. <ul style="list-style-type: none"> - Thumbs down on Rainier underpass/interchange. Need to be handled - Typically not specific road names/locations
<p>14. Encourage cultural, ethnic, and social diversity.</p> <p>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.</p>	<ul style="list-style-type: none"> - Updated, language not specific enough and doesn’t talk about equity anywhere <ul style="list-style-type: none"> - Different place then when this was written, and need to address people who have been oppressed. - large-lot hillside homes - City should promote/celebrate more ethinc holidays - Language justice, systems to achieve equity

<p>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.</p>	
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<p>Potential New Guiding Principles Based on City Work and Engagement:</p>	
<p>Take proactive steps to address climate change, sea level rise, and adaptation.</p>	
<p>Promote social equity and justice to address structural inequities and racism.</p>	
<p>Address environmental justice and provide living and working environments that promote the health and wellbeing of all Petalumans.</p>	
<p>Expand activities that reduce the impacts from fire, flooding, and other natural and man-made events.</p>	

Housing is a problem and should be addressed	
Sustainable municipal finances	

August 19th, 2021 - GPAC Meeting - Group 3

Guiding Principles Worksheet

Existing Guiding Principles:	Your Comments/Modifications:
<p>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.</p>	<ul style="list-style-type: none"> - dated and exclusionary should be replaced with more inclusionary language celebrating diversity - allowing for different socioeconomic, races and different types of people - easily accessible should highlight non motorized by biking, walking or other modes - Mix of uses is good (commercial, resi, park, etc... diverse kinds of buildings, businesses, etc. AKA Compete Neighborhood - “single family and multifamily” instead of mix of uses need to specify uses - could consider diversifying single family neighborhoods
<p>2. Preserve and enhance Petaluma’s historic character. 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.</p>	<ul style="list-style-type: none"> - historic character not just buildings but history as an agricultural town and still agricultural economy. Many businesses support agriculture. Need to include agriculture as part of culture. Support of current and new agriculture. Community farms, produce stands to expand rather than neglect agriculture - targeted at guarding instead of complementing... need to embrace infill and guide to compliment uses and heritage. Agriculture is reflective of history and can be woven in. Need encouraging uses rather than overly prescriptive to be limiting - need to embrace 2021 and be inclusive
<p>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 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</p>	<ul style="list-style-type: none"> - fire protection needed as one of uses of open space, urban forest management plan need, urban forest economic and social and physical environment. need to support urban forest and native plantings. consider how many vineyards are wanted- where does groundwater come into play. Upland portion must be supported - maintain offsets from waterways - Parks master plan needed to preserve natural environment

<p>all future growth results from infill, and land outside the UGB is maintained primarily in agricultural and rural land uses, and open space.</p>	
<p>4. Enhance the Petaluma River corridor while providing recreational and entertainment opportunities, including through active implementation of the 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.</p>	<ul style="list-style-type: none"> - maintain setbacks from waterways and wildlife corridors - river enhancement plan currently being worked on - need to add ability to support dredging for entire river whole length needs to be maintained/supported regionally - Supporting dredging not a foregone conclusion - consider developing way we dredge to be more sustainable - more interconnectivity with /across river - across river (e to w)and access need route to get to river including more east west bridge connections - More than classic bay trail not as uniform or generic - more interesting
<p>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 interconnected pedestrian and bicycle facilities to serve alternative transportation and recreational needs.</p>	<ul style="list-style-type: none"> - non motorized crossings of 101 need to be made safe - more use of streets, bikeways, combined use on specific designated streets Not just about pathways... - east siders do not have same connections with SMART rail line currently cut off. East side needs same connections points primarily on west side - Need separated bikeways on street
<p>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.</p>	<ul style="list-style-type: none"> - use land central area around floodplain as transport corridor put a bike/ped path across river to create trail system that is multi use
<p>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 symbolic center of the city by supporting continued intensification and diversity,</p>	

<p>linkages with the river and Central Petaluma, and improvements in use, intensity, and character along major thoroughfares leading to downtown.</p>	
<p>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 sets forth policies to implement these strategies</p>	<ul style="list-style-type: none"> - don't see diversity in businesses being promoted and initiatives that would promote this. Diverse types of business - digital native businesses, connectivity between, mentorship programs between older and newer to overcome challenges. support and connectivity plays a key role. Support between businesses - take out telecom valley support biodiversity and green businesses - incubation and economic development are important... support bipoc and small businesses
<p>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.</p>	<ul style="list-style-type: none"> - increase green businesses and tax base - Greater BIPOC ownership of businesses - Don’t need to only have small business
<p>10. Continue efforts to achieve a jobs/housing balance, emphasizing opportunities for residents to work locally. 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.</p>	
<p>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.</p>	

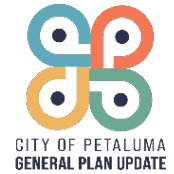
<p>General Plan offers a broad vision of community quality of life and provides goals, policies, and programs toward that vision over time. In effect, the principles of sustainability are woven into each element of the General Plan—whether water resources, transportation, natural resource conservation, or housing. Policies and incentives to promote green development practices, promote infill and reuse, and sensitive site development practices are also included.</p>	
<p>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).</p>	
<p>13. Integrate and connect the east and west sides of town. The Petaluma River, the 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.</p>	<ul style="list-style-type: none"> - important to look at larger picture and include corona overcrossing in GP scott property can connect with SMART station - this is crucial connection - need to update today - Corona circles the community - connect the city and our development - - Annex land surrounding Pet blvd North currently outside City boundary - Deleting parking minimums -
<p>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.</p>	
<p>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.</p>	

Potential New Guiding Principles Based on City Work and Engagement:	
Take proactive steps to address climate change, sea level rise, and adaptation.	
Promote social equity and justice to address structural inequities and racism.	
Address environmental justice and provide living and working environments that promote the health and wellbeing of all Petalumans.	
Expand activities that reduce the impacts from fire, flooding, and other natural and man-made events.	

Comments from the Mapping Exercise:

- Fairgrounds
- Corona
- Fix Washington corridor
- Fairgrounds and target plaza in one grouping - mix of uses and increased economic development
- Enhanced bike and ped safety

Guiding Principles Worksheet



Existing Guiding Principles:	Your Comments/Modifications: Erin C. additions
<p>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.</p>	<p>Making sure to do proper outreach to ALL types of neighborhoods and understanding the QOL & access of resources.</p>
<p>2. Preserve and enhance Petaluma’s historic character. 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.</p>	<p>ok</p>
<p>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 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</p>	<p>Key words we have to follow and push to enforce</p> <ol style="list-style-type: none"> 1) Preserve - River/Creeks/Marshland 2) “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.” We must not develop in these areas

<p>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.</p>	
<p>4. Enhance the Petaluma River corridor while providing recreational and entertainment opportunities, including through active implementation of the Petaluma River Access and Enhancement Plan.</p> <p>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.</p>	<p>ok</p>
<p>5. Stimulate and increase public access and use of pathways as alternative transportation routes by providing a safe, efficient, and interconnected trail system.</p> <p>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 interconnected pedestrian and bicycle facilities to serve alternative transportation and recreational needs.</p>	<p>We must work to better follow this. Our public transit routes are left wanting and supporting plans for better pedestrian/bicycle routes throughout the main parts of the city.</p>
<p>6. Provide for a range of attractive and viable transportation alternatives, such as bicycle, pedestrian, rail, and transit.</p> <p>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.</p>	<p>The dependency on getting appropriate routes in place leads to this principle and I think a stronger combo of 5 & 6 can achieve same goal</p>

<p>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 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.</p>	
<p>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 sets forth policies to implement these strategies</p>	
<p>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.</p>	<p>Cost of rentals in parallel with costs of housing narrows the field of who can start or maintain a successful business and where that business is located. Keeping away from further infiltration of “big box” stores for the better of our local business owners and the choices we make in how we develop/re-develop areas within the city.</p>
<p>10. Continue efforts to achieve a jobs/housing balance, emphasizing opportunities for residents to work locally. The General Plan seeks to continue Petaluma’s past efforts to maintain a balance between job growth opportunities and housing</p>	<p>How can we actually stick to this principle? What are we doing to actually help make housing affordable so our residents can stay in the area they work? We have already seen considerable increases in displacement. We can see in the resignation letter from our very own ex-member letter</p>

<p>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.</p>	<p>declaring that situation, just imagine what it is for even lower income families.</p>
<p>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 resource conservation, or housing. Policies and incentives to promote green development practices, promote infill and reuse, and sensitive site development practices are also included.</p>	
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<p>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.</p>	
<p>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.</p>	

<p>Potential New Guiding Principles Based on <u>City Work and Engagement</u>:</p>	
<p>Take proactive steps to address climate change, sea level rise, and adaptation.</p>	
<p>Promote <u>social</u> equity and justice to address structural inequities and racism.</p>	
<p><u>Address environmental justice and provide living and working environments that promote the health and wellbeing of all Petalumans.</u> Expand activities that reduce the impacts from fire, flooding, and other natural and man-made events.</p>	
<p><u>Expand activities that reduce the impacts from fire, flooding, and other natural and man-made events.</u></p>	



Guiding Principles Worksheet

Existing Guiding Principles:	Your Comments/Modifications:
<p>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.</p>	<ul style="list-style-type: none"> • Neighborhoods are improved and neighbor relationships improve when people get out of their cars. • Encourage front porches on SFRs • Maintain parklets • There may be limits to "horizontal" mixed use as we build more densely.
<p>2. Preserve and enhance Petaluma's historic character. 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.</p>	<ul style="list-style-type: none"> • Have more City involvement in Historic Preservation. It is currently left to a small committee whose recommendations are rarely followed. • Complete the CLG process and become a Certified Local Government. • Make it less onerous to own within the Historic Districts • Restore the Trestle • Plan for downtown flooding
<p>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 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.</p>	<ul style="list-style-type: none"> • Maintain the Urban Growth Boundary and greenbelt • Do not build in flood planes • Upgrade and implement the River Plan • Enhance marsh and wetlands to prepare for sea level rise • Maintaining views may conflict with denser development to preserve open space

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Existing Guiding Principles:	Your Comments/Modifications:
<p>4. Enhance the Petaluma River corridor while providing recreational and entertainment opportunities, including through active implementation of the Petaluma River Access and Enhancement Plan.</p> <p>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.</p>	<ul style="list-style-type: none"> • Update and implement the River Plan • Implement the SMART Area Master Plan and focus development towards the river • →
<p>5. Stimulate and increase public access and use of pathways as alternative transportation routes by providing a safe, efficient, and interconnected trail system.</p> <p>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 interconnected pedestrian and bicycle facilities to serve alternative transportation and recreational needs.</p>	<ul style="list-style-type: none"> • Implement the Pedestrian and Bicycle Plan • This has been a guiding principle for 50 years yet very little has been done.
<p>6. Provide for a range of attractive and viable transportation alternatives, such as bicycle, pedestrian, rail, and transit.</p> <p>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.</p>	<ul style="list-style-type: none"> • I think #5 and #6 need clarification. #5 should emphasize pedestrian and bike trails with urban separator and trails. #6 should emphasize rail and public transit.
<p>7. Enhance Downtown by preserving its historic character, increasing accessibility and residential opportunities, and ensuring a broad range of businesses and activities.</p> <p>The General Plan seeks to reinforce downtown's identity and role as the physical and 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.</p>	<ul style="list-style-type: none"> • Broaden the decision making beyond the Downtown Business Community. • Get the Historic Preservation community more voice in downtown • Have the City follow historic guidelines when implementing improvements such as curbs and ADA truncated dome pads • Cleaner sidewalks • Have seasonal awards for most creative storefronts.

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Existing Guiding Principles:	Your Comments/Modifications:
<p>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 sets forth policies to implement these strategies</p>	<ul style="list-style-type: none"> • Do not exempt developers from providing low-income housing with in-lieu fees. • Improve public transit
<p>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.</p>	<ul style="list-style-type: none"> • Yes, neighborhood retail stores could promote mixed use. • What residents want often conflicts with good planning. • Big ticket outlets might result in more expensive amenities • Larger development will want larger parking areas
<p>10. Continue efforts to achieve a jobs/housing balance, emphasizing opportunities for residents to work locally. 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.</p>	<ul style="list-style-type: none"> • Very tough to prevent wealthy home buyer out of the market who do not work. • Low income housing needs affordable shopping. Discount retailers pay minimum wages that will not pay Petaluma rents. "Big Ticket" retailers attract wealthier customers who want nicer, bigger homes. This disparity affects schools. I don't see a solution to make Petaluma have something for everybody.

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Existing Guiding Principles:	Your Comments/Modifications:
<p>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 resource conservation, or housing. Policies and incentives to promote green development practices, promote infill and reuse, and sensitive site development practices are also included.</p>	<ul style="list-style-type: none"> • Do better at recycling • Do better at composting • Get more creative in recycling water and conserving the rest • Give the Climate Action Committee teeth • Encourage above minimum standards for residential development by building in EV chargers. • Work with dealers to promote electric vehicles. • Charge for parking downtown • Get serious about "economic density" per Strong Towns.
<p>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).</p>	<ul style="list-style-type: none"> • Stop building low-rise shopping centers with acres of asphalt. • Petaluma and Sonoma Co streets are so bad. I find it hard to believe it is because "there are so many miles of road". Mendocino has such nice roads and they have fewer people and less tax base. It makes me think it has more to do with how we spend the money. • Restore the Trestle •
<p>13. Integrate and connect the east and west sides of town. The Petaluma River, the 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.</p>	<ul style="list-style-type: none"> • No Rainier Crossing if it entails development in the floodplain • Caulfield is the better choice.(Hard to believe that development got approved with no other way out.) • I don't think CalTrans has been seriously approached to add an on ramp/off ramp at Corona. I am aware of the 1 mile rule, but they have made many exceptions. Waiting until the current widening is complete to ask is likely a disadvantage.
<p>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.</p>	<ul style="list-style-type: none"> • Have the City promote ethnic holidays

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Existing Guiding Principles:	Your Comments/Modifications:
<p>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.</p>	<ul style="list-style-type: none"> • <u>I do think that Petaluma too often acts independently of other communities within Sonoma County to our detriment.</u> • <u>We need better protection from developer lawsuits. We often give in to demands that are contrary to our General Plan rather than face a potential costly legal battle.</u>

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Potential New Guiding Principles Based on <u>City Work and Engagement:</u>	
<p>Take proactive steps to address climate change, sea level rise, and adaptation.</p>	<ul style="list-style-type: none"> • <u>I would like to see the General Plan remain a general vision for what we want to see and not a list of topics du jour that may not persist for more than a year or two.</u> • <u>I think climate is addressed through several of the other guiding principles. They could be tweaked, but I don't think we need a new, separate Climate Guiding Principle. And I take the Climate issue seriously.</u>
<p>Promote <u>social</u> equity and justice to address structural inequities and racism.</p>	<ul style="list-style-type: none"> • <u>I continue to struggle with how Social and Environmental Justice should be addressed through our General Plan. It seems like it has been addressed through civil rights and our constitution, it just needs to be enforced. I realize that there are State mandates.</u>
<p><u>Address environmental justice and provide living and working environments that promote the health and wellbeing of all Petalumans.</u> Petalumans. <u>Expand activities that reduce the impacts from fire, flooding, and other natural and man-made events.</u></p>	
<p><u>Expand activities that reduce the impacts from fire, flooding, and other natural and man-made events.</u></p>	<ul style="list-style-type: none"> • <u>This is equivalent to Covid patients going to the emergency room wanting the vaccine that they refused before. It is too late to avoid the impacts. We should have acted sooner. Our City Council vowed to reduce emissions 25% below 1990 levels by 2015 and they did nothing. There needs to be some personal responsibility for the good of the whole. Tough decisions are ahead if we are to keep things from going completely off the rails.</u>

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Petaluma Base Map

Area of Change- Petaluma Blvd. N. create/enhance mixed use "gateway" neighborhood including multifamily housing that connects with downtown

Areas of Change- fairgrounds/target shopping center: intensify uses and include mixed uses with housing

area of change- Corona Station: increase bike/ped safety especially crossing 101, increase mixed use economic development to encourage

Areas of Change- East Washington Shopping Plazas: Intensify uses, add multifamily dense housing with limited parking, reduce parking for existing businesses, add bike infrastructure along E. Washington especially crossing 101

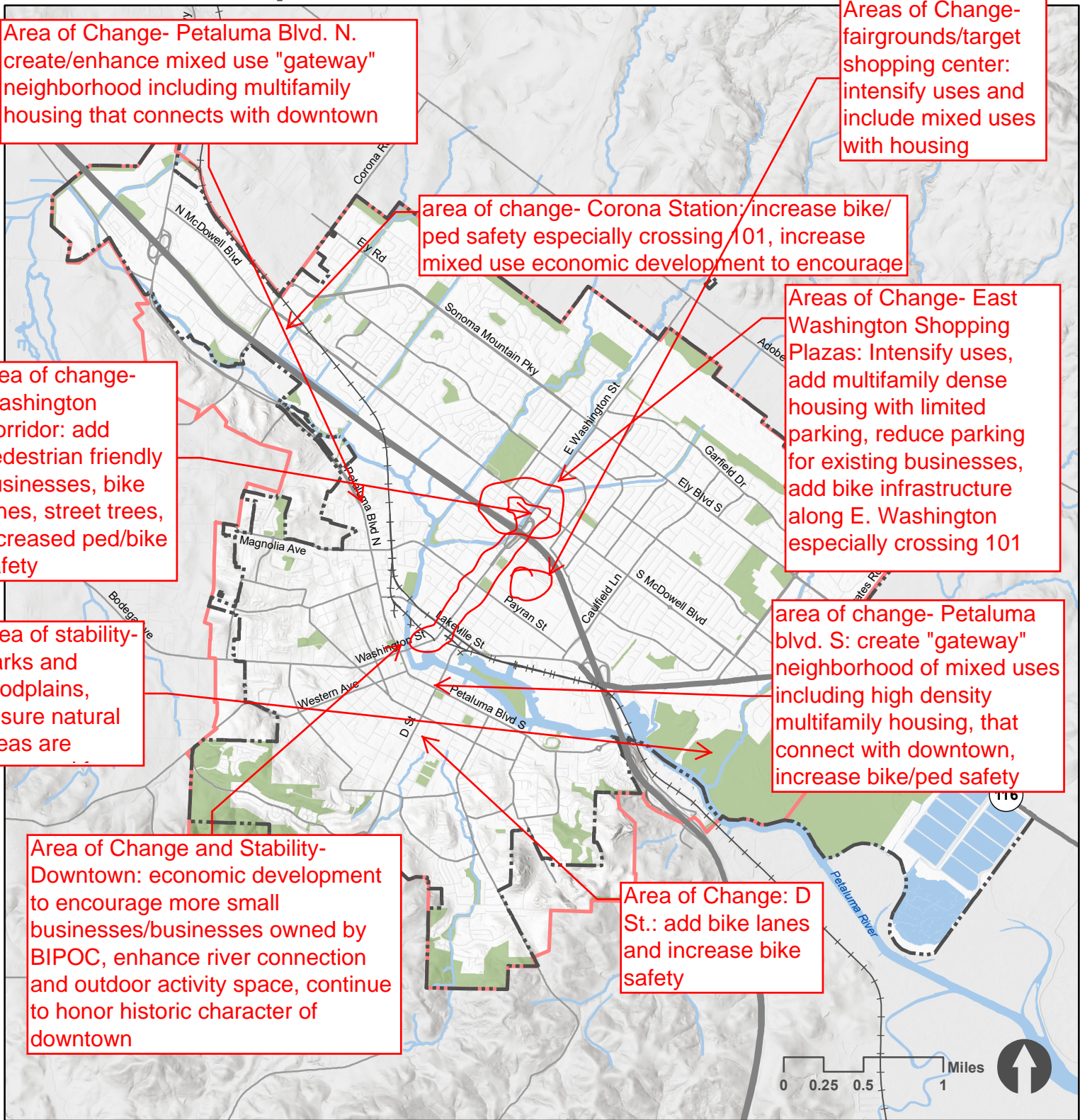
area of change- Washington Corridor: add pedestrian friendly businesses, bike lanes, street trees, increased ped/bike safety

Area of stability- Parks and floodplains, ensure natural areas are

area of change- Petaluma blvd. S: create "gateway" neighborhood of mixed uses including high density multifamily housing, that connect with downtown, increase bike/ped safety

Area of Change and Stability- Downtown: economic development to encourage more small businesses/businesses owned by BIPOC, enhance river connection and outdoor activity space, continue to honor historic character of downtown

Area of Change: D St.: add bike lanes and increase bike safety



-  City Limit
-  Urban Growth Boundary / Sphere of Influence
-  Water
-  Parks / Open Space
-  Railway
-  Freeway
-  Major Streets

