

# Pop-Up Engagement Summary

Visioning Phase Pop-ups

*August – October 2021*



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# Pop-Up Engagement Summary

During August, September, and October 2021, the Petaluma General Plan Update consultant team and City staff members facilitated seven pop-up workshops, or intercept meetings, at popular locations and well-attended events in Petaluma. They were designed to complement more formal workshops and surveys of the Visioning planning phase and provided an accessible introduction to General Plan concepts and activities for residents of all ages to provide input.

## Pop-Up Dates and Locations:

- August 28, 2021: Walnut Park Farmers Market
- August 31, 2021: Eastside Farmers Market
- September 9, 2021: Petaluma Evening Market
- September 11, 2021: Walnut Park Farmers Market
- September 22 – October 7, 2021: Self-Guided Pop-Up at Petaluma Library
- October 7, 2021: Petaluma Library

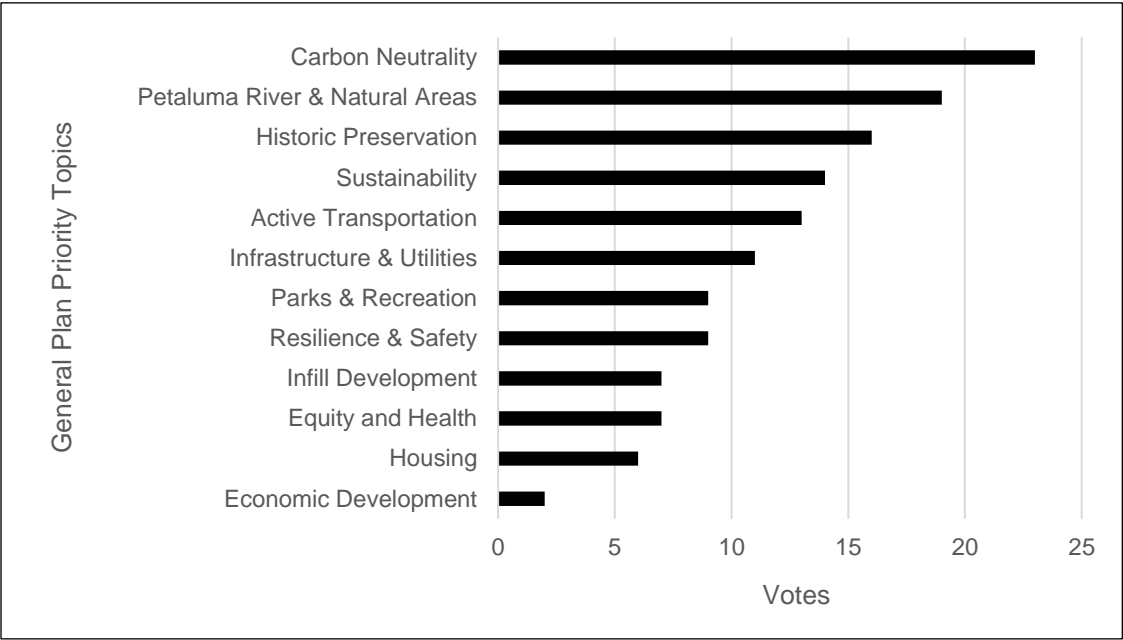
Each pop-up consisted of one informational board and six interactive boards where participants were asked to mark or add sticky notes to the board or map to express their ideas or responses to questions. All the pop-up materials were translated into Spanish. The pop-ups were all held outside, and staff were required to wear face masks and practice social distancing.

This report synthesizes and summarizes community input from all seven pop-up events. The Appendix includes photographs of the total contributions on each of the interactive boards along with summaries of input by theme. The board meant to capture the demographics of the participants had low interaction, but the results are also included in the Appendix.

# General Plan Priorities

Participants were asked to vote for their top three priorities for Petaluma's future. The top priorities of pop-up participants include Carbon Neutrality, the Petaluma River & Natural Areas, and Historic Preservation. Figure 1 shows the votes each priority received. Image 1 in the Appendix contains the original board.

**Figure 1. General Plan Priorities Board Results**



Source: Pop-Up Boards, August – October 2021

# Evolution of Petaluma

Participants were asked “How would you like to see Petaluma evolve over the next 10-20 years?” The main themes/visions listed below were expressed by multiple participants throughout the pop-ups. Image 2 in the Appendix show the volume of feedback collected and Table 1 is a transcription of the comments received on this board.

## Main Themes/Visions

- Petaluma has a safe, reliable, and maintained transportation network that prioritizes pedestrians, bicyclists, and public transportation riders. This network connects all parts of town and minimizes car traffic and collisions.
- Petaluma preserves and enhances the existing trees and natural spaces (especially along the Petaluma River), while seeking strategic opportunities to expand green and open spaces throughout the city.
- Petaluma uses greenery and an expanded tree canopy to combat urban heat.

- Infill housing developments are designed to be mixed use, to center universal design, and to provide affordable housing.
- Petaluma preserves the Petaluma River, expands the recreational uses along the River, and makes it more accessible to pedestrians and bicyclists.
- Petaluma promotes and supports small businesses.
- Petaluma creates thoughtful and dignified support services for the City's homeless residents.

## Location of New Development

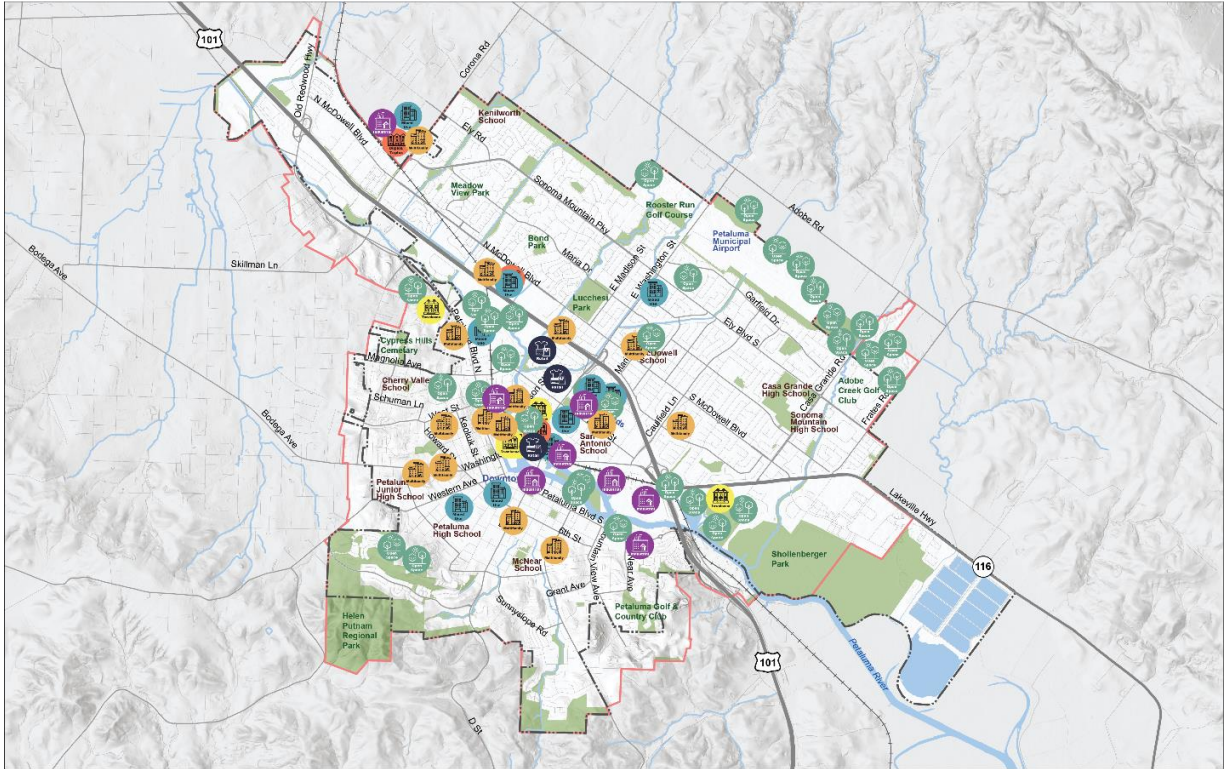
Participants were asked to respond to the question “Where should new development be located?” by placing icon dots on a map of Petaluma. Each dot corresponds to a different type of development, with an “Other” option to include comments not captured through the various icons. Figure 2 shows the placement and volume of development icons used to answer this question. The main themes listed below were expressed on this board through sticky notes by multiple participants throughout the pop-ups. Images 3 and 4 in the Appendix show the placement of stickers and extra comments on the board. Table 2 in the Appendix is a transcription of the comments received on this board.

### Main Themes

- The Corona SMART station should include infill development and housing for people who are commuters and frequent users of the train.
- There are concerns about the impacts of new developments on its surroundings and about the scale and scale of development may have with its surroundings.
- There are conflicting opinions over the future of the Fairgrounds. Some participants want to preserve it while others want it to evolve to contain multiple, year-round uses.
- There should be a new pedestrian and bicyclist connection between the various neighborhoods that are currently divided by the freeway and the Petaluma River.
- Petaluma Blvd South should have more mixed-use buildings with high density housing and small business retail.
- There should be more green spaces, gathering spaces, and more recreational opportunities throughout the entire town that are connected to each other.
- Future affordable housing should be created for the younger generations, lower income people, and seniors.



Figure 2. Location of New Development Map with Responses



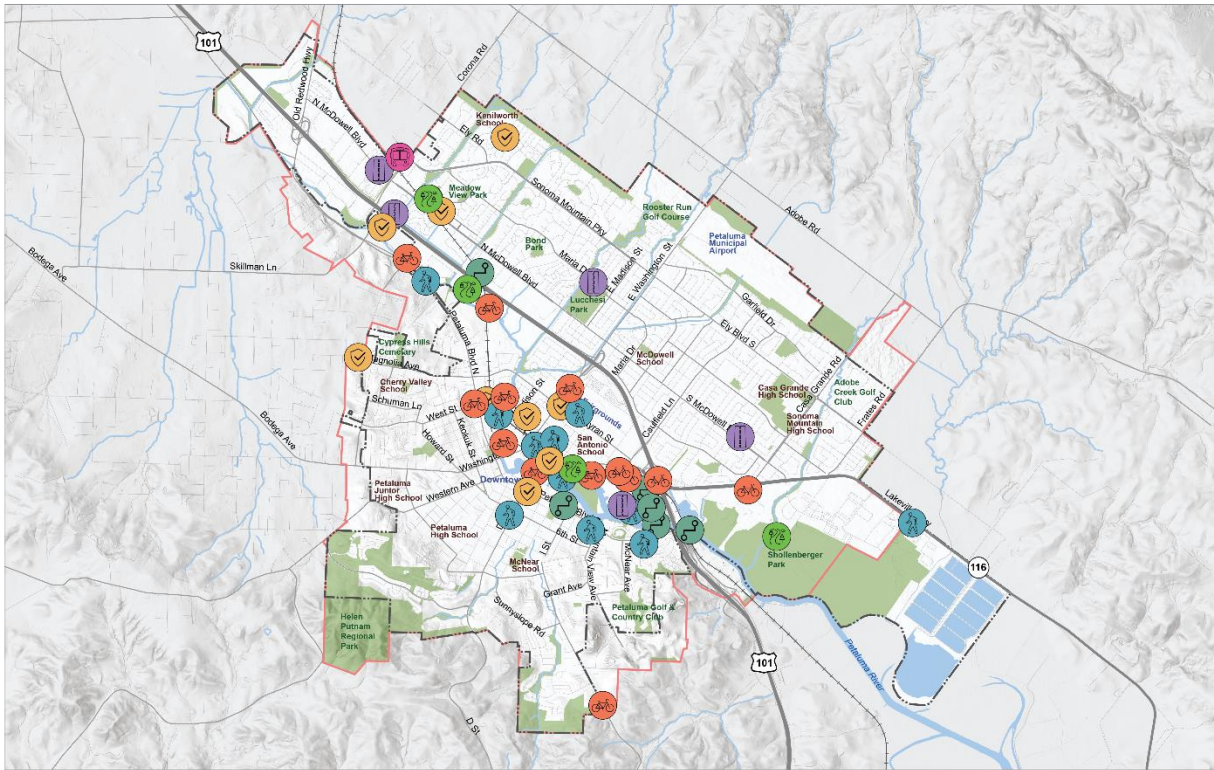
# Mobility Improvements

Participants were asked to respond to the question “What mobility improvements are needed?” by placing icon dots on a map of Petaluma. Each dot corresponds to a different type of mobility improvement, with an “Other” option to include comments not captured through the various icons. Figure 3 shows the placement and volume of mobility icons used for this question. The main themes listed below were expressed by multiple participants throughout the pop-ups. Images 5 and 6 in the Appendix show the placement of stickers and comments on the board. Table 3 in the Appendix is a transcription of the comments received on this board.

## Main Themes

- Traffic congestion and unsafe streets throughout the city need to be remedied, especially along D St, Washington St, McDowell Blvd, and Petaluma Blvd.
- There is no need for parking minimums, and parking should be limited on busy streets and near developments.
- There is a need for safer and maintained pedestrian and bicyclist connections from Downtown to East Petaluma neighborhoods.
- There is a need for a maintained and expanded network of pedestrian and bicyclist trails throughout the city, especially to safely cross the Petaluma River and the 101 Highway.
- More safe bike lanes are needed, especially for school children. New bike lanes and median should incorporate drought tolerant plants and trees.
- Sidewalks and crosswalks need to be repaired and maintained.
- There needs to be more lighting and safety features along trails and sidewalks.
- There are strong supporters of the proposed Rainier Ave Crossing and strong opponents of the Rainier Crossing. Some see that the project could alleviate some of the traffic issues of the city, while others think that the project would have too many negative impacts on the natural systems of the Petaluma River.
- More frequent and accessible public transportation options are needed, such as buses and shuttles.

**Figure 3. Location of Mobility Improvements Map with Responses**



## What do you love about Petaluma?

Participants were asked to respond to the question “What do you love about Petaluma?” by filling out and placing post-it notes on the board. Many participants mentioned similar ideas and themes; they are listed below. Table 4 in the Appendix is a transcription of the comments received on this board, and Image 7 shows the original comments.

### Main Themes

- Petaluma residents and visitors love the sense of community and friendliness of the town.
- People love the walkability of Downtown, the various community destinations within the city, and the location of the city within the larger region.
- There is an appreciation for the diverse and established neighborhoods of the city.

# Appendix

Image 1. General Plan Priorities Board Results

**What are your priorities for Petaluma?**  
**¿Cuáles son sus prioridades para Petaluma?**

The following topics were identified by the public through the community engagement process. While all are important, please select your three (3) most important priorities for Petaluma over the next 20-30 years.  
 Los siguientes temas fueron identificados por el público a través del proceso de participación comunitaria. Aunque todos son importantes, seleccione sus tres (3) prioridades más importantes para Petaluma en los próximos 20-30 años.

Priority Prioridad	Description Descripción	Vote Voto
<b>Carbon Neutrality</b> Neutralidad de carbono	Reduce greenhouse gas emissions and achieve carbon neutrality by 2030. Reducir las emisiones de gases de efecto invernadero y lograr la neutralidad de carbono para 2030.	20
<b>Regenerative Sustainability</b> Sustentabilidad	Reduce waste, pollution, and other environmental impacts. Reducir los desechos, la contaminación y otros impactos ambientales.	18
<b>Equity and Health</b> Equidad y Salud	Address social and economic equity and improve health outcomes. Abordar la equidad social y económica y mejorar los resultados de salud.	15
<b>Housing</b> Alojamiento	Provide more affordable housing and a diversity of housing options. Proporcionar viviendas económicas y una diversidad de opciones de vivienda.	12
<b>Infill Development</b> Desarrollo de relleno urbano	Prioritize development near transit, in the Downtown and along commercial corridors over outward expansion Priorizar el desarrollo cerca del tránsito, en el centro y a lo largo de los corredores comerciales sobre la expansión hacia el exterior	10
<b>Petaluma River and natural areas</b> Rio de Petaluma y áreas naturales	Improve the natural function of and access to the Petaluma River and enhance the city's natural areas, including streams, open spaces and agricultural lands Mejorar la función natural y el acceso al río Petaluma y mejorar las áreas naturales de la ciudad, incluidos arroyos, espacios abiertos y tierras agrícolas	10
<b>Active Transportation</b> Transporte activo	Increase safe opportunities to walk, bike, and use transit to travel around the City Aumentar las oportunidades seguras para caminar, andar en bicicleta y usar el transporte público.	10
<b>Infrastructure &amp; Utilities</b> Infraestructura y servicios públicos	Improve roads, upgrade infrastructure, and expand broadband access. Mejore las carreteras, actualice la infraestructura y amplíe el acceso de banda ancha.	10
<b>Parks and Recreation</b> Parques y recreación	Enhance existing and add new parks and recreational facilities. Improve the safety of and access to these facilities. Mejorar los parques e instalaciones recreativas existentes y agregar nuevos. Mejorar la seguridad y el acceso a estas instalaciones.	8
<b>Economic Development</b> Desarrollo económico	Build a strong, prosperous and diverse economy Construir una economía fuerte, próspera y diversa	3
<b>Resilience and Safety</b> Resiliencia y seguridad	Prepare for the impacts of climate change (e.g., sea level rise) and increase hazard readiness (e.g., wildfire and flooding) Prepárese para los impactos del cambio climático (como aumento del nivel del mar) y aumente la preparación para los peligros (incendios forestales e inundaciones)	8
<b>Historic Preservation</b> Preservación histórica	Preserve historic sites, buildings and districts Preservar los sitios, edificios y distritos históricos	10



**Table 1. Transcription of comments captured on “How would you like to see Petaluma evolve over the next 10-20 years?” board**

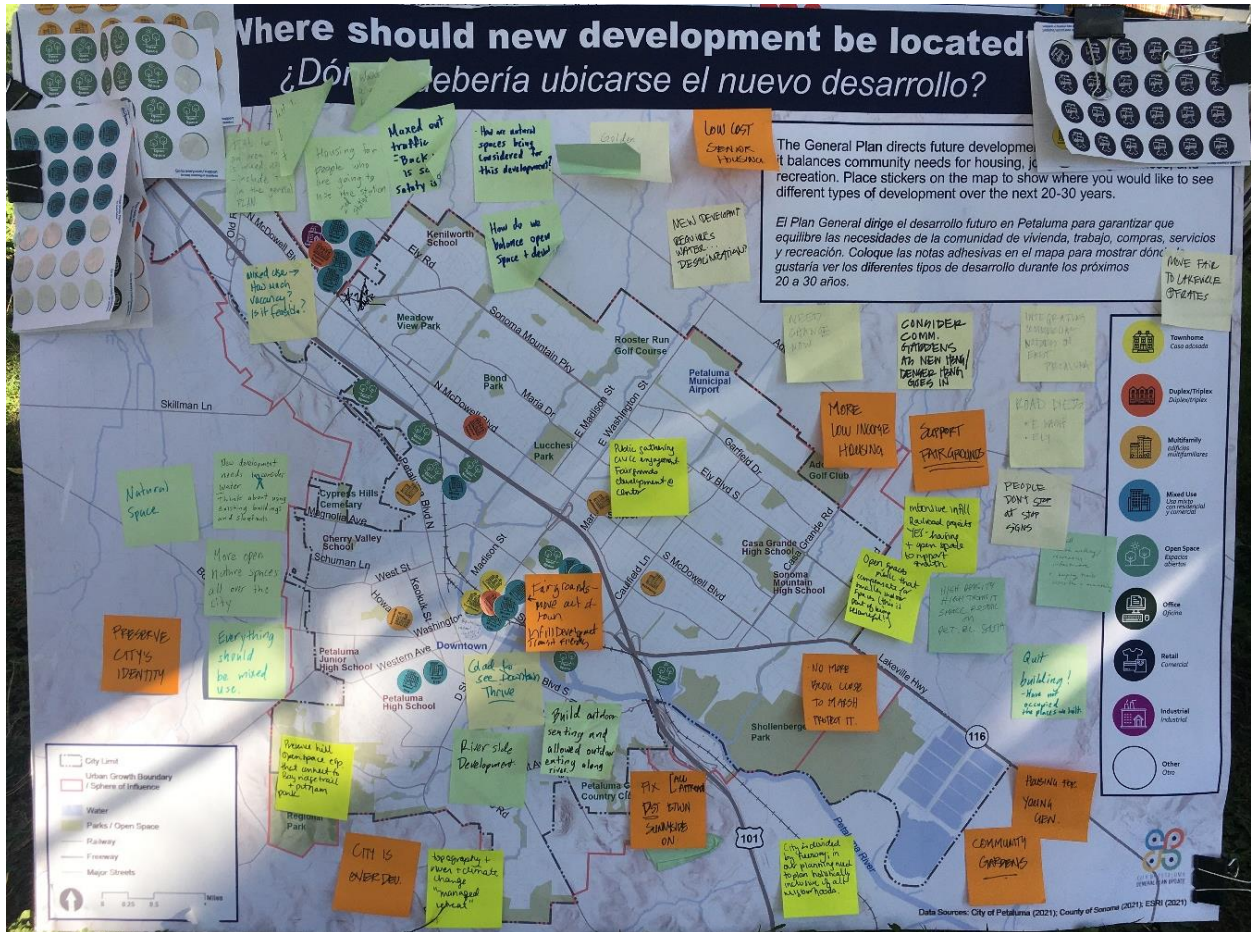
Trees, parks, and natural spaces
<ul style="list-style-type: none"> <li>• Invest in technology that help environment also embrace what our ancestor knew about protecting, further native knowledge</li> <li>• Nature filled city (trees, native space)</li> <li>• Regenerative city</li> <li>• Edible landscapes</li> <li>• Trees! Combat heat, urban forest reduce heat in hot areas + consider environmental justice issues</li> <li>• More street trees</li> <li>• More trees and greenery!</li> <li>• Better care of street trees by owners and by city enforcement</li> <li>• Clean up parks and rec area</li> <li>• Separate play areas for small dogs at dog parks</li> <li>• Too much housing, too much traffic - need more open space</li> <li>• More open space</li> </ul>
Petaluma River
<ul style="list-style-type: none"> <li>• Creek maintenance</li> <li>• Ped/bike through access the entire length of our river</li> <li>• River clean up + pollution</li> <li>• Train tracks along the river should be removed - Tressel ASAP</li> <li>• “I will bring my sledgehammer to help” for trestle along river</li> <li>• I want the tressels to people centered</li> <li>• More recreation uses at river + farmer’s markets along it + potential ferry?</li> </ul>
Development
<ul style="list-style-type: none"> <li>• Reuse existing bldgs.</li> <li>• Design for mixed use</li> <li>• Universal design + senior centered design</li> <li>• No parking requirements for historic building reuse</li> <li>• Fairgrounds: more uses all year round, accessible amenities</li> <li>• Add more uses to SMART train station</li> <li>• Central farmer’s market location? Gathering space?</li> <li>• Concerned about large scale developments across the city</li> <li>• Very limited UGB realignments, don’t extend the urban growth boundary</li> <li>• Incorporate blvd N between twin bridges and Corona for sewer reasons and good of river</li> <li>• Extend historic district and to go to Wickersham Pk</li> </ul>
Housing
<ul style="list-style-type: none"> <li>• Public housing</li> <li>• Need low income housing (deed-restricted housing)</li> <li>• Thoughtful affordable housing, “missing middle”</li> <li>• Leverage county CDC to look together for affordable housing</li> </ul>

<ul style="list-style-type: none"> <li>• ADUs integrated into plan</li> <li>• More housing infill</li> <li>• Housing on Safeway gas was going to go</li> <li>• Have health and safety inspections of all rental properties so property owners need permit license to rent</li> <li>• Help for homeless, dignified solutions!</li> <li>• Napa/Sonoma ADU collaborative</li> <li>• Housing inventory lacking</li> <li>• Affordability challenging</li> </ul>
<p>Mobility: walkability, bike access, streets, cars</p> <ul style="list-style-type: none"> <li>• Walkability</li> <li>• Getting across town with bike is hard and disconnected</li> <li>• Connected bike and ped network</li> <li>• Walkable, bikeable</li> <li>• Calm streets safe for children on bikes, protection from cars</li> <li>• Better/safer bike/ped crossing across Sonoma Mountain for Lynch Creek Trail – zig zag like on Wash from airport</li> <li>• Protected bike lanes</li> <li>• Washington street: east west connections do not make sense</li> <li>• Stop public subsidy of parking, stop minimum parking requirements, limit parking, decouple from housing</li> <li>• Free EV car charging stations</li> <li>• Fix roads</li> </ul>
<p>Facilities</p> <ul style="list-style-type: none"> <li>• Need public restrooms (visitor center) downtown for residents and visitors</li> <li>• We need more public trash cans</li> </ul>
<p>Work, economy, retail</p> <ul style="list-style-type: none"> <li>• Support small businesses, no big box</li> <li>• More promotion of farmers markets</li> <li>• jobs/housing</li> <li>• Work force is changing - how does that change petaluma?</li> <li>• Issues with new commercial development without solar, esp retail/commercial</li> </ul>
<p>Accessibility</p> <ul style="list-style-type: none"> <li>• Making inaccessible city council accessible and in spanish + sign language</li> <li>• More engagement from west side community</li> </ul>
<p>Other</p> <ul style="list-style-type: none"> <li>• Need to deal with encampments</li> <li>• Opposed to a fine balance</li> </ul>





**Image 4. New Development Board Responses (8/27 – 9/11)**



**Table 2. Transcription of comments captured on the Location of New Development Boards**

<p>Criteria for new development</p> <ul style="list-style-type: none"> <li>• New development needs to consider water availability</li> <li>• City is divided by freeway, planning needs to plan holistically, inclusive of all neighborhoods</li> <li>• Everything should be mixed use</li> <li>• City is overdeveloped, have not occupied the spaces already built</li> <li>• No more building close to the marsh, needs to be protected</li> <li>• With the topography and climate change, consider managed retreat strategies</li> </ul>
<p>Housing</p> <ul style="list-style-type: none"> <li>• Housing for young gen</li> <li>• Housing for low income</li> <li>• Low cost senior housing</li> <li>• Housing density please. Build up. Focus on TOD and infill development</li> <li>• Focus on housing development for household incomes under \$100,000</li> </ul>

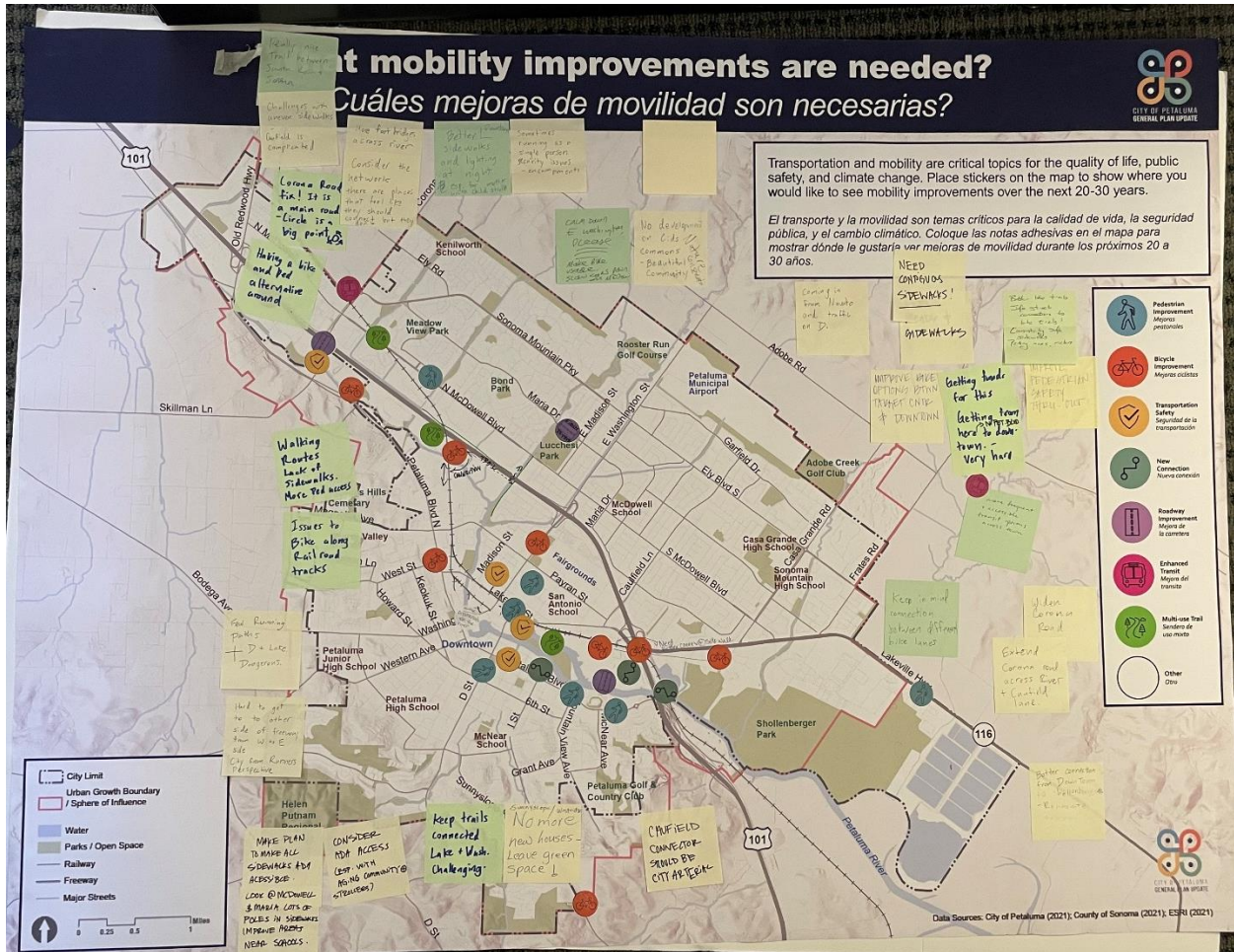
<ul style="list-style-type: none"> <li>• Higher density housing when 20 minute walk to SMART train!</li> </ul>
<p>Specific locations</p>
<ul style="list-style-type: none"> <li>• North Corona train station: Housing for people who are going to use the station</li> <li>• Concerned with development along water street - north river development scale issue</li> <li>• High density, small retail on petaluma blvd south</li> <li>• Golden Eagle retail should be flipped to face the River</li> <li>• Move fairgrounds out of town, infill development transit development use instead</li> <li>• Support fairgrounds</li> </ul>
<p>Enhance open spaces</p>
<ul style="list-style-type: none"> <li>• More open nature spaces all over the city</li> <li>• [eastside needs] public gathering, civic engagement</li> <li>• Community gardens</li> <li>• Open public spaces that compensate for smaller indoor spaces – seasonal</li> <li>• Make developers build parks when they build and not pay in-lieu fees.</li> <li>• Maintenance staff/endowment for these parks.</li> <li>• Spend measure M funds or Park Dev. Impact Fees to improve drainage &amp; play structure at Kenilworth</li> </ul>
<p>Improve connectivity</p>
<ul style="list-style-type: none"> <li>• McNear: make more of an inviting space, more paths</li> <li>• Build more outdoor seating and allow outdoor eating along river</li> <li>• Petaluma has an opportunity to be amazing with safe bike routes!</li> </ul>

# Mobility Improvements Board

Image 5. Mobility Improvements Board Responses (9/22 – 10/7)



**Image 6. Mobility Improvements Board Responses (8/27 – 9/11)**



**Table 3. Transcription of comments captured on the Mobility Improvements Boards**

Traffic	<ul style="list-style-type: none"> <li>• Traffic congestion is terrible</li> <li>• Traffic during rush hour is intense</li> <li>• Traffic congestion is terrible, especially during rush hour</li> <li>• Traffic diet shrinking may be challenging in emergency</li> <li>• Too much congestion on D st, Washington, Petaluma blvd</li> <li>• Calm down E Washington please! Make bike usable, slow cars down on McDowell</li> <li>• Coming in from Novato and traffic on D.</li> <li>• Corona Road – fix! It is a main round – circle is a big point</li> <li>• No left turn at bus stop near smart station because causing congestion (where right to Lakeville or left to downtown)</li> <li>• Rainier or other relief valve needed for traffic</li> <li>• Stop freight on T Th 10pm – 1am on Petaluma Blvd N and Schuman</li> </ul>
Parking	

- Parking ratios are too high near developments
- Get rid of parking along petaluma blvd

#### Transportation developments & improvements

- Stop construction until traffic solved
- Rainier = yes
- Rainier improvements needed on-off ramp
- Rainier is a terrible idea in 2021
- Protect watershed for mitigating climate change, we need buffer, so no Rainier
- Rainier = no, caulfield = yes
- Caulfield connector should be city arterial
- Widen Corona Road
- Extend corona and across river + Caufield lane
- Transit mall should not have to complete with other modes of transit!
- Train station needs to be connected with bike share
- Transit improvements to rapport (sp?) south
- Getting from here (N Petaluma Blvd) to downtown is very hard
- No development on Cids Commons, beautiful community, nature conservation
- More connection between the city and Santa Rosa - Connect business!

#### Pedestrian and bicycle improvements

- Better signalization all over the city
- A crosswalk was paved over
- Near bike racks at community center
- Safe bike lanes for commuters and school children
- Bikers should not have to deal with semis
- Better bike trails, safe street connections to bike trails!
- People need bike lanes!
- Hard to get to the other side of freeway from W to E side, city from runner's perspective
- Keep in mind connection between different bike lanes
- More foot bridges across river
- Consider the network, there are places that feel like they should connect but don't
- Downtown needs better sidewalks and lighting at night, especially for mother with child stroller
- Better connection from downtown to Shollenberger - renovate trees
- More connection between business
- Consistency safe sidewalks, parking maxs, meters
- Challenges with uneven sidewalks - Caulfield is complicated
- Having a bike and ped alternative around
- Walking routes lack of sidewalks + more ped access
- Issues to bike along railroad tracks
- Need continuous sidewalks
- Whole city: green medians bike lanes and trees
- We need crossings x2 to get to Shollenberger
- "We are dodging cars and trucks hoping nothing happens to use" – Valerio Estada – Ghost bike, a heavy loss

<ul style="list-style-type: none"> <li>• Equity issues with Valerio's case</li> <li>• We love walking around here</li> <li>• Need bike racks indoors at community center</li> </ul>
<b>Recreation trails</b>
<ul style="list-style-type: none"> <li>• Add promenade walk on the river</li> <li>• Few running path + D and Lake is dangerous</li> <li>• Sometimes running as a single person security issues – encampments</li> <li>• Really nice trail between Santa Rosa + Sonoma</li> <li>• Keep trails connected: lake + Washington challenging</li> <li>• Trails through the east side get locked up</li> </ul>
<b>Accessibility</b>
<ul style="list-style-type: none"> <li>• Make plan to make all sidewalks ADA accessible</li> <li>• Look at McDowell and Maria lots of poles in sidewalks – improve areas near schools</li> <li>• Consider ADA access (esp. with aging community &amp; strollers)</li> </ul>
<b>Transit Orieinted Development (TOD)</b>
<ul style="list-style-type: none"> <li>• TOD all over the city</li> <li>• Incentives to get people out of their cars</li> <li>• No more new houses – leave green space alone!</li> <li>• Electric shuttled that get people out of their cars! Run every 10 mins</li> </ul>
<b>Other topics</b>
<ul style="list-style-type: none"> <li>• More frequent and accessible transit options across town</li> <li>• Homeless = follow rules of hospitals. More mental health facilities</li> </ul>

# “What do you love about Petaluma?” Board

Image 7. “What do you love about Petaluma?” Responses



**Table 4. Transcription of comments captured on the “What do you love about Petaluma?” board**

Community Character and Sense of Community
<ul style="list-style-type: none"> <li>• Everything!</li> <li>• Central location</li> <li>• Historical</li> <li>• Petaluma has a real sense of community! Love new outdoor eating areas! Older homes and parks</li> <li>• Sense of community +1</li> <li>• Strong neighborhood – we protect each other</li> <li>• People in Petaluma want it to be better and they do something!</li> <li>• People are friendly, dog friendly +1</li> <li>• Bilingual communications</li> <li>• Laid back</li> </ul>
Connectivity
<ul style="list-style-type: none"> <li>• Walkable</li> <li>• Increasing walkability, more activity along the river</li> <li>• Annie’s food building pedestrian bridge to peninsula</li> </ul>
Neighborhoods and special sites
<ul style="list-style-type: none"> <li>• River +2</li> <li>• Established/diverse neighborhoods</li> <li>• Weisman Park</li> <li>• Beautiful downtown, full of art! More safe open spaces</li> <li>• Downtown +1</li> <li>• Farmers markets</li> <li>• Fairgrounds: evac, animals, community hub, bring people together</li> <li>• Save the raceway +1</li> <li>• Keep fairgrounds</li> <li>• Great restaurants</li> <li>• Great diversity in housing types!</li> <li>• P-town treasurers</li> <li>• Not too many salons!</li> </ul>
Other
<ul style="list-style-type: none"> <li>• Shift across the city to engage community</li> <li>• Community collaboration to Bay Mcnear Peninsula: grant funding, people power, shaping 20 acres</li> <li>• Reduce downtown traffic</li> </ul>



# Participant Demographics Board

Image 8. Demographic Board Results

