

# Visioning Open House Summary

Community Workshop 1

*September 29, 2021*



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# Visioning Open House Summary

## Introduction

On Wednesday, September 29, 2021, the City of Petaluma hosted the Visioning Workshop & Open House for its General Plan Update. This workshop was meant to provide an overview of the General Plan Update, generate ideas for a long-term vision statement for the future of Petaluma, receive feedback on the draft Pillars and Guiding Principles, and get input on the level and types of change in different areas of the city.

The meeting was held virtually using the Zoom platform and was organized in an open house format. The workshop was made up of six breakout rooms, each with a facilitator guiding participants through an activity and notetaker recording participant comments. Participants were allowed to move freely among the rooms and participate in the activities at their own pace. Additionally, there was a room that was facilitated in Spanish and led Spanish-speaking participants sequentially through all the activities.

The open house rooms were organized as follows:

- Room 1: General Plan Update Overview & Share Additional Ideas
- Room 2: Vision for Petaluma
- Room 3: Guiding Principles & Pillars
- Room 4: North Petaluma Areas of Discussion
- Room 5: South Petaluma Areas of Discussion
- Room 6: Spanish Room – All Activities

The materials and digital tools used in each of the rooms were made available on the project website through October 22, 2021, to provide members of the public additional time to share their ideas. Overall, approximately 95 people participated.

The following summary describes the high-level feedback and themes heard in each of the rooms. The Appendix includes the workshop data, comments, and emails sent by participants to City staff after the workshop.

Community input through workshop exercises will be used in several ways. During the Visioning Phase of the General Plan Update, input will be used by the General Plan Advisory Committee (GPAC) to prepare a Vision Statement and revise the draft Pillars of Petaluma and Guiding Principles. Input will also inform a Vision Diagram that will complement the Vision and Guiding Principles. During the Alternatives Phase, input on the types of development and improvements in different areas of the city will be used to prepare options for future land use, transportation, and other enhancements throughout the city.

# Summary of Input in Room 1: General Plan Overview & Additional Ideas

The General Plan Overview & Additional Ideas room provided participants with background information on the General Plan Update process, previous community engagement activities, and the feedback heard so far. Participants were also invited to discuss any of their additional ideas with the facilitator and notetaker in this room. Notes of participant comments are included in the Appendix.

Available Resources in Room 1 included:

- General Plan Overview Video: <https://youtu.be/xNJlo4W72QM>
- General Plan Factsheet: [https://static1.squarespace.com/static/5ea880f6d9a2075c7b7f54af/t/60f84dfb10b9973afb212cd4/1626885646018/PetalumaGPU\\_FactSheet.pdf](https://static1.squarespace.com/static/5ea880f6d9a2075c7b7f54af/t/60f84dfb10b9973afb212cd4/1626885646018/PetalumaGPU_FactSheet.pdf)

# Summary of Input in Room 2: Vision for Petaluma

In this room, participants were asked to respond to the question: “Imagine the San Francisco Chronicle writes an article profiling Petaluma in 2045: what is the title and subtitle of the article?” They could respond to this prompt through the virtual Vision Wall on the Konveio website or verbalize their vision so the notetaker could capture it. All of the participants’ ideas are included in the Appendix.

## Overall Themes

Participants’ visions for the future of Petaluma had many overlapping themes, which are summarized below.

- Petaluma preserves, protects, and restores its natural resources, such as its urban forest, the river ecosystem, the wetlands, and the creeks that flow into the Petaluma River.
- Following its agricultural heritage, Petaluma implements accessible sustainable agriculture and urban farming strategies to increase the community’s food resilience.
- Petaluma’s commitment to climate stewardship has made it a model sustainable city for California, the United States, and the world.
- Petaluma is committed to strong decarbonization strategies in multiple sectors (e.g., electrification, alternative transportation improvements, banning fossil fuels) to achieve carbon neutrality goals.
- Petaluma prioritizes the pedestrian and bicyclist experience by redesigning the city to have safer pathways, connections, and mobility options.
- Petaluma prioritizes infill development sites instead of building out, allowing the City to provide housing for its young people.
- Petaluma values its residents and creates community-oriented places for all.
- Petaluma is devoted to economic vitality that benefits all residents, including well-paying jobs, supporting existing businesses, and attracting new ones.

## **Summary of Input in Room 3: Guiding Principles & Pillars**

In this room, participants were asked to review and comment on the draft Pillars of Petaluma and Guiding Principles. The Pillars of Petaluma are cross-cutting values on which the General Plan will be constructed. They were developed based on comments and ideas provided by the community thus far in the update process. The draft Guiding Principles include two parts: 1) the proposed Guiding Principle; and 2) “supporting concepts,” which are specific ideas and concepts mentioned by the community that relate to the principle.

The Pillars and Guiding Principles were available through a link on the General Plan project website to a Konveio website. Participants could post comments and suggested edits directly on the document. The Appendix includes all the original comments captured through Konveio plus verbal comments shared in Room 3.

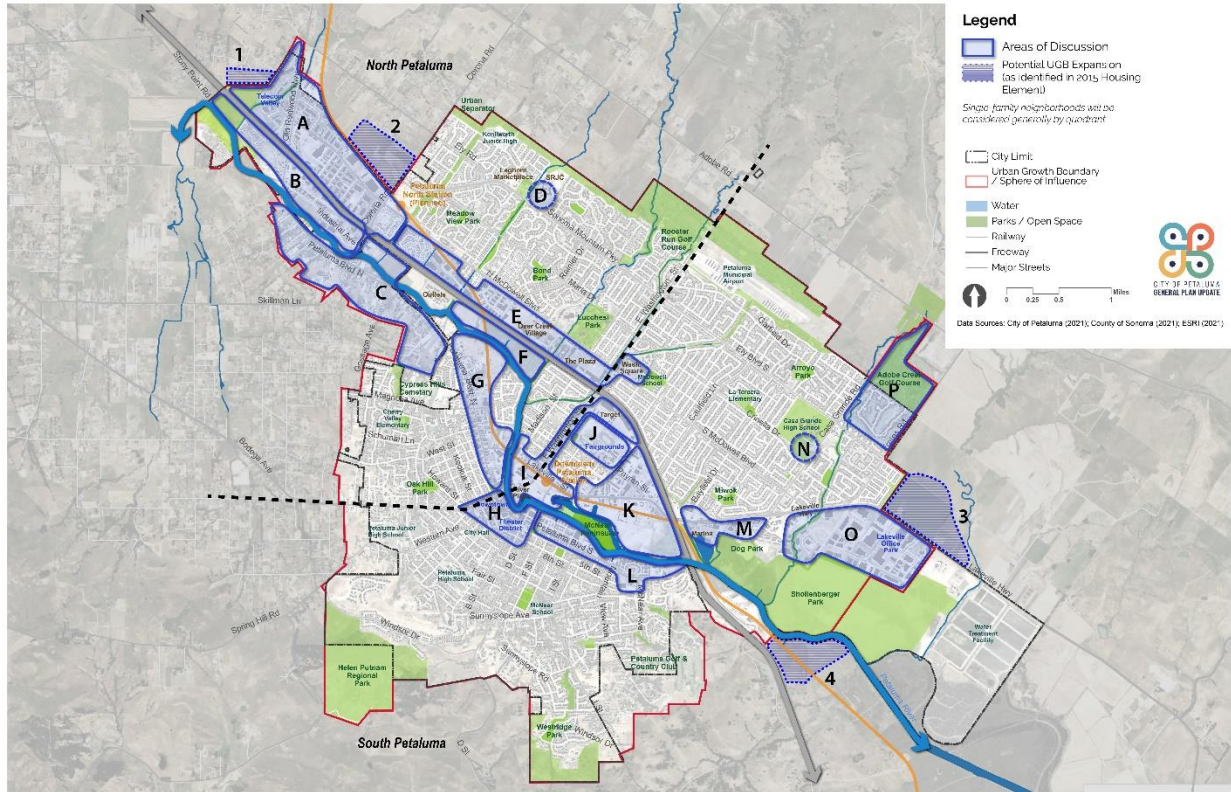
## **Summary of Input in Rooms 4 & 5: North & South Petaluma Areas of Discussion**

In surveys, area meetings, and pop-up workshops, community members have identified specific locations in the city where new development should be considered. Workshop participants were asked to take a Mentimeter Survey to provide input on the level and type of change they would like to see in each of those areas. There was a separate survey and room for: 1) Areas in Northern Petaluma, and 2) Areas in Southern Petaluma.

The surveys also asked about four potential Urban Growth Boundary expansion areas. Petaluma established an Urban Growth Boundary (UGB) in 1998 that set firm city boundaries to contain urban development and the provision of City services. A 2010 measure extended the UGB through 2025 and identified four possible UGB expansion areas.

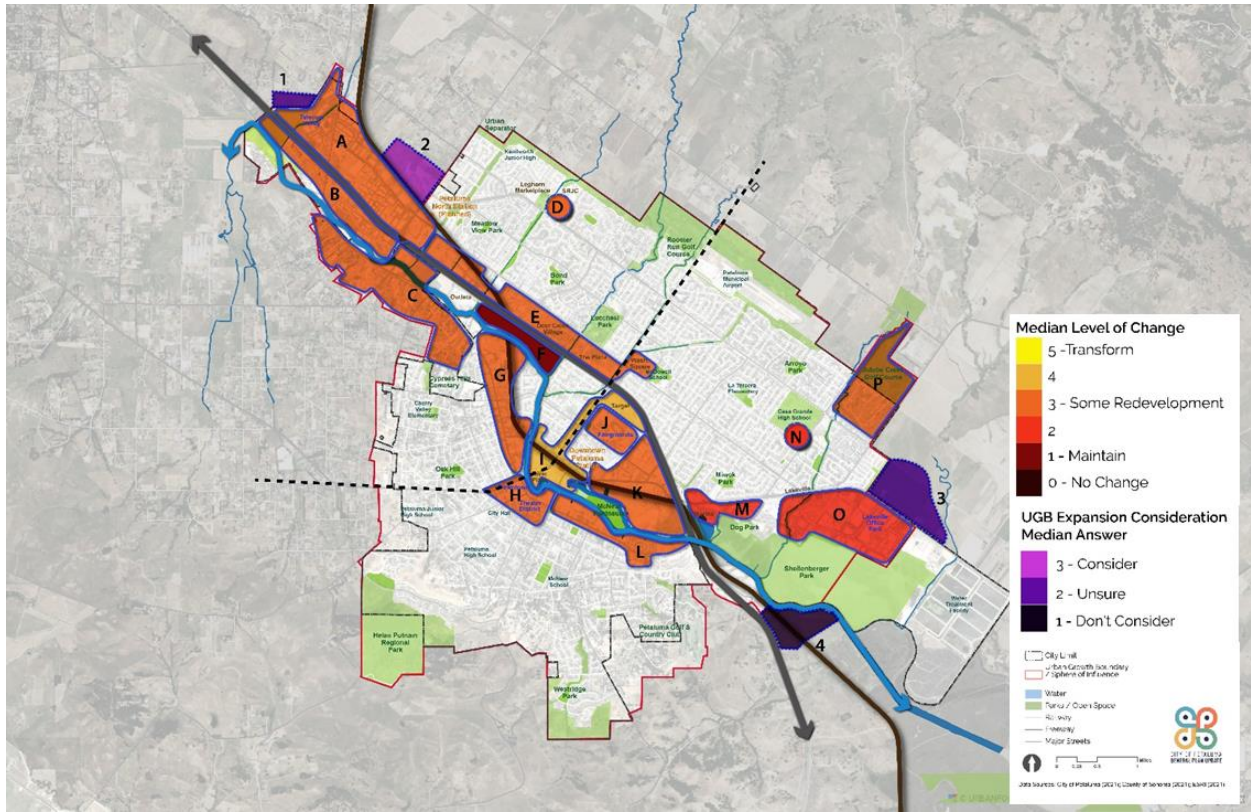
The areas of discussion and UGB areas are indicated on the map below.

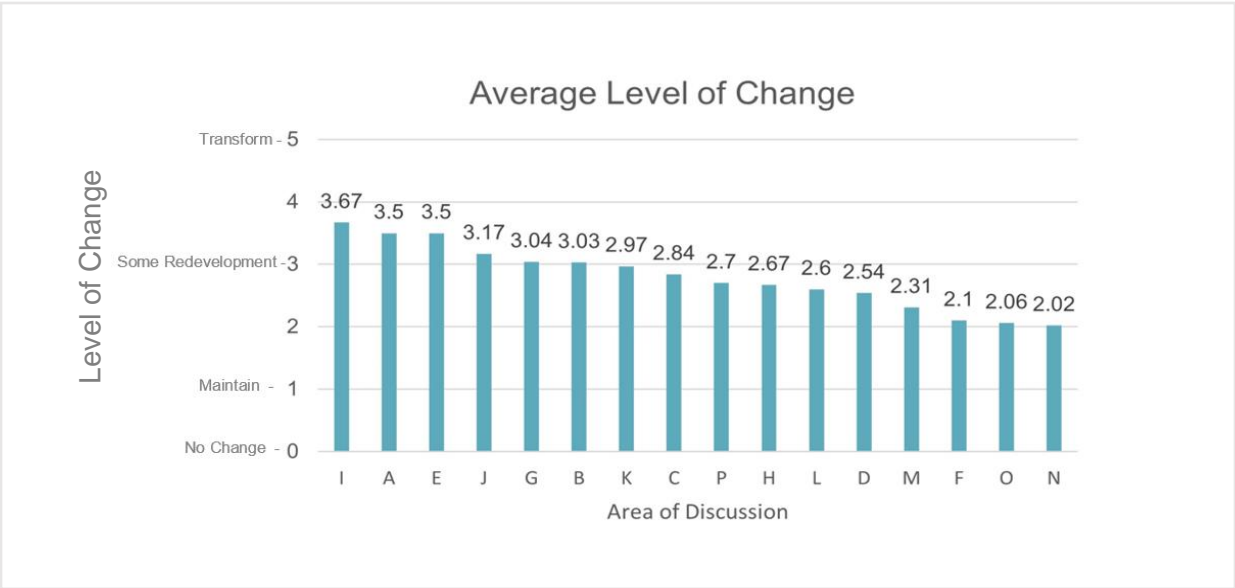
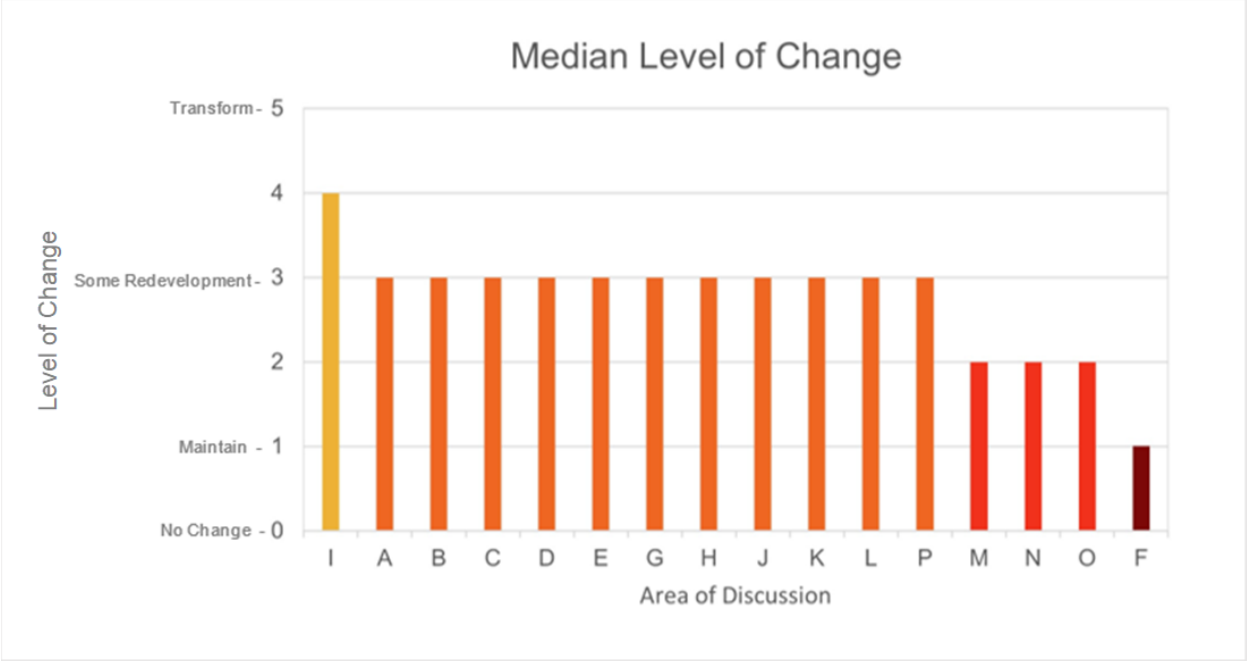


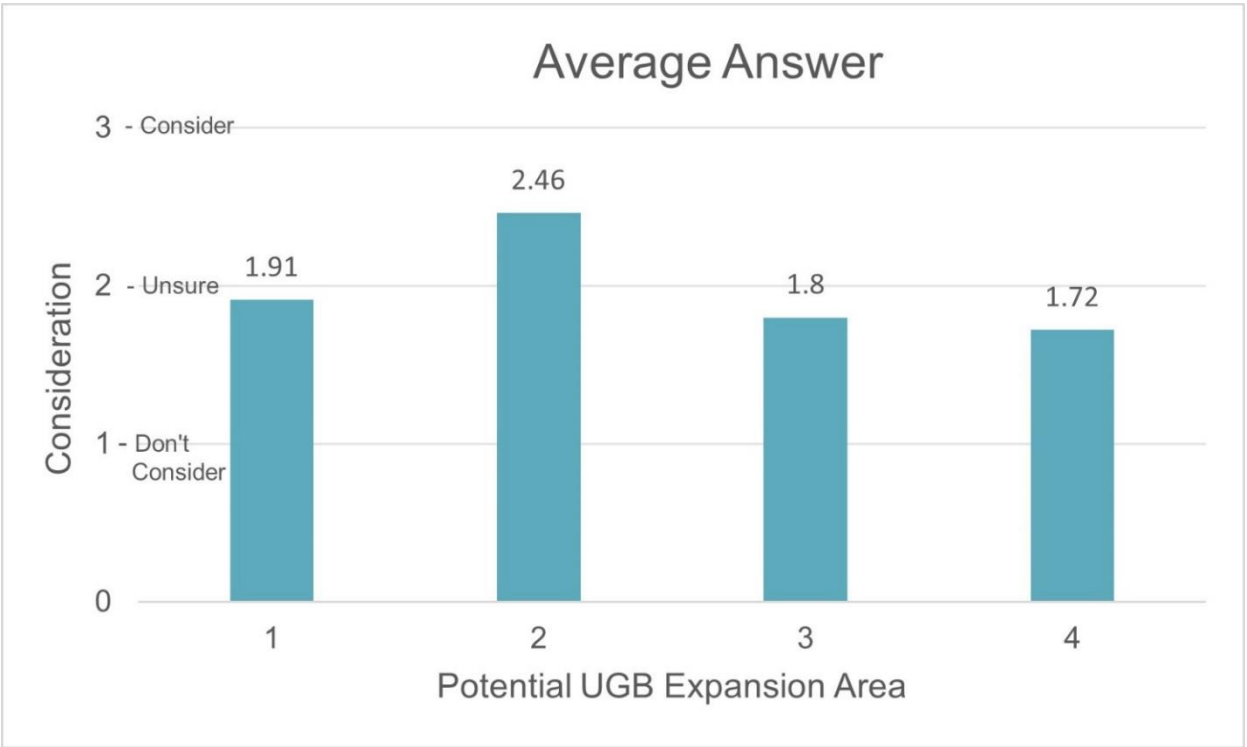
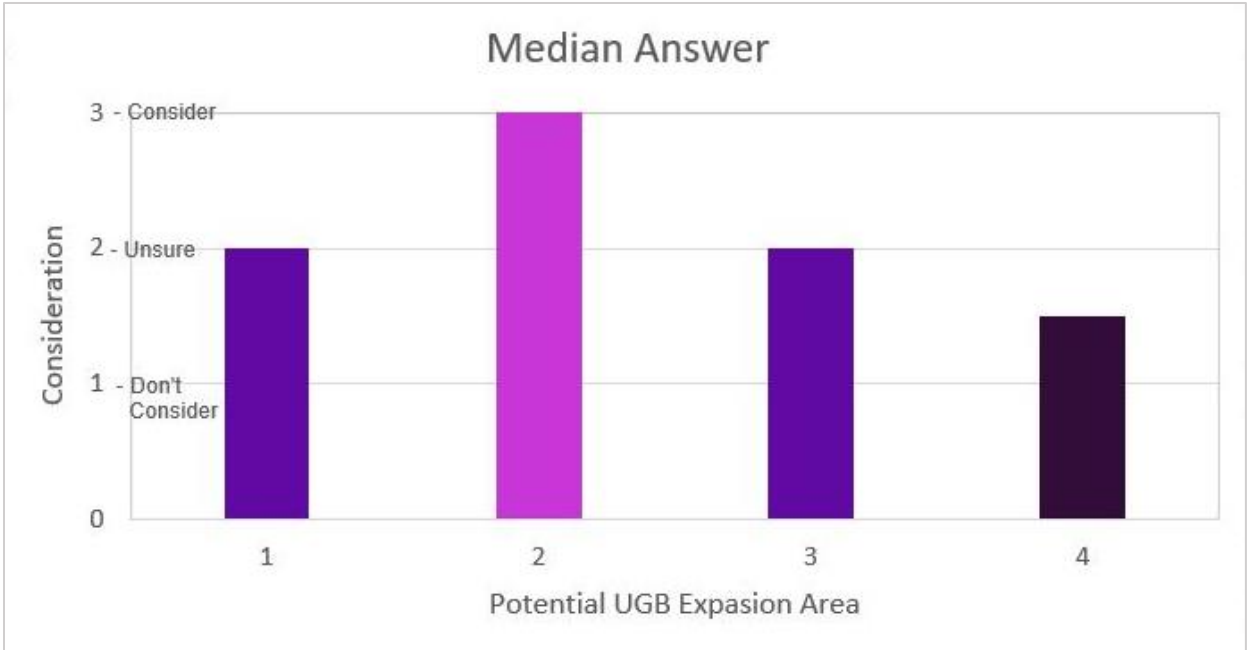


## Survey Results

The median and average values of all input for each area are summarized in the map and charts below. Poll results for each area are included in the Appendix.







# Summary of Input in Room 6: Spanish Room

In Room 6, a facilitator guided participants through each of the workshop exercise in Spanish. The comments made in Room 6 were translated into English and incorporated into this report. Two themes from the discussion in Room 6 had not been shared during previous General Plan Update engagement activities:

- There needs to be more skill- and leadership-building programs and opportunities for Petaluma's youth, especially Latinx youth. These programs can help develop the City's next generation of leaders and encourage young people to grow and give back to their community.
- The current art and cultural programs that many Latinx families use are not fully supported, recognized, or advertised by the City. There needs to be a multicultural center that can provide a physical meeting space for a variety of programs, events, and classes.

# Appendix

## Room 1: Verbal Comments

*The following are unedited notes taken to document the questions and comments in Room 1 during the workshop.*

- What's the end date for the general plan?
  - Determined by statutory deadlines including the Housing Element's deadline (January 2023). Must have enough time to submit to State then but have some flexibility depending on the process.
- Is only the Housing Element mandatory and is the City voluntarily doing other elements?
  - State requires every jurisdiction to have a plan and there are certain required elements, but there is discretion beyond this
- In some GPAC meetings certain land has been identified by HE as potential for development - outskirts of plan not infill. Confused because of HE timeline, can you confirm timeline and who is conducting it?
  - HE currently on the books is from last cycle. New HE due January 2023 and will be part of this general plan process
- Current general plan challenges come from weak or incomplete ordinances, can you tell how rewriting general plan is linked to rewriting ordinances?
  - Adoption of new zoning ordinance will be processed after new GP adopted to address new land use designation or other output of general plan
- Does this mean not contained in this multi-million scope and how can we make sure we get something done?
  - Is on cities radar
- Timeline for climate action? Link to timeframe and info?
  - Will be going to climate action commission on October 14, climate action is incorporated in timeline diagram at bottom of website page
- What is R&A Fees? What is it capped at?
  - Don't have on hand but was presented to council
- Where does the buck stop in terms of consultants who can we hold accountable?
  - City staff working with consultants and GPAC
- I think we need to know what developers are involved, have been providing guidance, such as Christina Paul's exploration of extending urban boundary for an entity who wants to develop there. I think citizens should be prioritized over developers
- City should protect and promote local food farms, vegetables for citizens
- How are we reaching out to different communities especially Hispanic community?
  - Looking at Lola's but had difficulties, looking at church for popup all meetings are held in Spanish with native speakers working closely with Latinx outreach team
- Concerned about roads
- Are city offices currently open to talk to people?
  - Some of offices 10 -2pm like building and planning
- Are we still in the vision phase?
  - Doing second and third concurrently
  - Will be going to Committees to present ECRs
  - End of year goal for all ECRs and guiding principles to be finalized and to move into alternatives
- Once everything is in place, is it no longer looking for public participation but to council members?

- Goal to involve community every step of the way. Each step of way going through GPAC as well
- New legislation signed today to remove language when someone buys home need to highlight in CCR if areas where specific demographics such as black, jewish people are not purchasing so language can be removed. Petaluma has one area like that.
- Cool city challenge, abandoned adobe golf course for solar panels only allowed back not street phasing - private covenants have language, how legal is it?
- Wonder about process, hard in zoom world to have conversations that build. Would like to see pillar that mentions creativity and innovation, will individual comment make it happen?
- Wonder what will comment do for general plan amendment if ending up with practical map
- Want to think big now, ultimately want to be implementable as well
- General plan is 30,000 view and gets more specific but important we have informing detail to implement
- How other cities like Amsterdam have modern architecture blending with old. Don't trust aesthetic sense enough follow back to things that are Disney like. Amazed by quality and detail we use to build with - have now lost sense of proportion. Can't do super cheap imitations
- Are there places that say you can't mimic old for new building?
  - Yes, secretary interior standards
- Conserve downtown and make it accessible to make it assemble to streets and new technology kids will be using in next year
- I don't currently bike because it is unsafe
- I live on Gossage, have same biking problems but riding down Petaluma Blvd very scary but so wide with trees. My vision is to have cars on one half with bikes and pedestrians. Electric golf carts half of Petaluma Blvd. and E Washington dedicated to alternative modes of transportation.
- Make it easier on a bike then in a car to implement bike friendly. Not alternative path but straight for bike not car, that's what incentives people
- Petaluma Blvd goes in out county which is challenge. Need state and county grant to redesign
- 2 lane road in middle
- Need county, state and local participation
- If we had beautiful streets, wouldn't mind walking
- Sidewalks just end like on corona rd where it just dumps you in creek. Segmented as development happens
- Is there a way to change this and don't have to wait for development to build sidewalks? Sends message of what we think is important (i.e. pedestrians not important)
  - Opportunity for cities to do gap projects - for a long time didn't have funds to do this. Our trying to look at more and more separate from development
- Need to increase density in many places to create place. No magnet to draw people. Thinks should use fairgrounds as central need focal point where east and west drawn to.
- No UGB expansion take advantage of underutilized space
- Area at corona station? Sitting there empty, like mixed use idea
  - From urban design standpoint should be in UGB if going to have station there and not much residential around there right now
- This is the anomaly one compared to other potential expansion sites
- Think about the amount of land that cars take up
- Need to create vibrancy take back car-oriented streets, how many other uses could go there
- Should share cool city contest application
- Now time for big bold ideas before start drilling down
- Possibilities on Rainer between Sonoma parkway and McDowell should be coming up on TBAG agenda talking about road diet but so much more could be done. Lots of space and opportunity

- Separate Skatepark track to get to school
- How to make streets fun?
- Traditionally use based zoning and would like to see zoning more flexible and a design code as long as activity on street, or make interesting, or activate storefront ect.
- Encouraging spaces that are flexible and can change use over time
- Longer life span because not pigeonholed
- Theater district great example of mixed use but has massive parking structure
- Mixed use great thing but not magic buzzword to make everything better and need to make sure its flexible and define what it means
- Theater district feels like you're in someone else's space. Feels like private property (it is) not a fan not same feeling as street
- Form based code wonderful idea but devil in details
- In some ways big bold thinking constrained
- One thing in guiding principles missing is something about 15 minute city - no where you live in town are you more than 15 minute walk from some type of service or something other than more type of housing
- Having been born and raised in country with no zoning - you don't want that
- Too much commercial makes business lose money
- Too many services, don't have density to survive and we need people to survive
- Have to balance density with amount of available merchants
- Are there traffic studies that speak to traffic downtown being from people who don't live downtown vs the cars from people who live there?
- Don't have a lot of catalyst larger sites in downtown yet to influence change in behaviors
- Like to see incentivize smaller units, by fees that are charged or other mechanisms to place maximize on size of units - how to make available smaller spaces for people who don't want larger space
- Need family size units downtown as well to access amenities
- Plug for ABAG - people are coming to CA and regional government needs all municipalities to contribute to housing people and need to equity find housing for people throughout state
- Adding more housing to downtown without improving transportation downtown is an issue
- Need free shuttles looping throughout town - should be electric, open air
- Can TOD be a solution downtown?
- Walkability and thoughtful development. Many areas that are not walkable (ex. sidewalk on first street and down by bowling alley)
- Can we put break in raised sidewalk ex staircase in theater district?
- Designate crossways needed
- Parks: west side has gorgeous parks, east side new athletic facilities, no parks in midtown, one near library not desirable. Need this for health and parks could result in savings in healthcare costs.
- Thoughtful development - long term not being evaluated. Want to house people but not at expense of residents that already live there
- Riverbend project not thoughtful and didn't account for river
- Install food forests around city, make more available
- Wall on central market would make great lettuce wall
- More community gardens



## Room 2: Vision Statements + Comments

### Vision Statements from Konveio Vision Wall

Community members were invited to respond to the question: "Imagine the San Francisco Chronicle writes an article profiling Petaluma in 2045: what is the title and subtitle of the article?" The table below clusters unedited responses by topic or theme.

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

How Winning the Cool City Challenge Painted a Vision for the Entire Country"
"Petaluma's leadership instrumental in showing CA cities how to decarbonize"
Petaluma is celebrating carbon neutrality, significant sequestration, walkable, bike-centric development, climate victory gardens in every neighborhood and food forests in parks. Infill-focused development, equity and community engagement/leadership is central to decision-making.
"Petaluma continues to be a model for sustainability and forward-thinking governance. One decade after becoming the first town of its size in California to become energy neutral, Petaluma raises the bar once more by helping all of its residents transition from fossil fuels. "
"Petaluma in 2045 will be a shining example of a city that developed according to the Sprawl model of development -- in thrall to the automobile -- and was able to artfully transition to a lively, people-centered, carbon-neutral city reminiscent of older cities of Europe."
My title: How Petaluma Became a Model City for Resilience to Climate Change
<b>Housing + Infill Development</b>
Petaluma leading the way in housing production in the state of California.
Petaluma wins award for leading the way in producing housing for young people in California.
"It's all about the infill, baby! Petaluma's visionaries recognized the competing push from the State of CA for both housing & combating climate change, and built up & not out, and by protecting its rich ag and environmental heritage, gave future generations an intact legacy."
<b>Mobility + Walkability</b>
Ecology, lots of bike/ped paths criss-crossing town from all directions -- multiple!
"Petaluma celebrating distinction of first City in Sonoma County with more cyclist and pedestrians than cars!"
"The bicycle Amsterdam of California! Petaluma embraces roundabouts and bicycle infrastructure, like in Amsterdam, reinvigorating and connecting our community."
Petaluma: An inclusive City with affordable housing, walkable communities, pocket parks, bicycle trails and paths, and gathering places for residents and visitors.
Petaluma our neighbor to the North who years ago stopped gas stations in their city, continues to be on the cutting edge of green innovation and carbon reduction and might well be the bike and ped friendliest city in the entire country!
"Greenbelts made the difference! Every new development was required to have a greenbelt in their plan, creating the ability for a bike path infrastructure that is out of the path of cars, much like they do in Davis, CA."
The most human friendly city in the state. How Petaluma redesigned their city for people instead of cars.
"Petaluma Addresses Overlooked Areas so Pedestrians Have the Same Access As Cars. A Truly Walkable City Outside of Simply Developing Housing Close to Public Transit."
Petaluma: A city built for people, not cars
My vision: less cars going slower. Mobility includes more walking and more two wheeled vehicle use.
"Who needs streetlights, we've got roundabouts! Petaluma saved on electricity by getting rid of traffic lights, and people love how traffic never has to stop."
Petaluma Residents Reclaim Property Frontage as Cars No Longer Dominate Roadways
"The Trolley continues to provide a crosstown, only in Petaluma, connection! The Trolley, connecting Petaluman's to their past, continues to delight generations of Riverfolk!"
"Petaluma leads California in the Transport Revolution - No more personal vehicles in the City Center!"

Petaluma the little city with more trees, bicycles and parks per person than any other city in California Petaluma completes the River Park from the Bay to Sonoma Mountain"
<b>Sustainability Leadership</b>
"Petaluma leader in local jobs, green industries, Central Parks, environmental justice, and the new biking capitol of US. Lots of green canopy surrounded by open space and regenerative agriculture."
"Petaluma is voted THE DECADE'S BEST PLACE TO LIVE IN THE WORLD! Finally acknowledged for it's excellent climate stewardship, thoughtful growth, and wonderful sense of place..."
"Petaluma: A Model City for the World - It started in 2022"
Petaluma: a city with so much potential lost by all talk and no walk
"Petaluma looks back at 25 years of sustainability, celebrating a diverse community's goals of achieving self-reliance."
North Bay town leads the way towards a Green Future
AMAZING PETALUMA: Petaluma has been setting the tone for progressive community throughout the country for twenty years
<b>Local Agriculture</b>
Petaluma supports local agriculture and community by creating urban gardens and has a daily farmers' market.
"Petaluma leads the way nationwide in food resilience! Urban and urban edge farms process and sell their food locally, creating food equity and access to local citizens."
"We love our neighborhood gardens, say Petaluma kids! In 2022, Petaluma organized neighborhoods to allow communities to grow their own food, and today they're bearing the fruit of those labors."
"PETALUMA PRIZES ITS AGRICULTURAL HERITAGE AND NATURAL BEAUTY IN RESTRAINING NEW DEVELOPMENT MASTER PLAN REFLECTS INCREASING THREATS OF CLIMATE CHANGE WHILE SMALL TOWN FEEL"
"Our open lands were the thing that saved our food system and the diverse ecology in Petaluma! Sustainable agriculture met ecology, creating wildlife corridors and carbon sinks with trees & diverse habitats, and kept building in the infill areas."
<b>Housing + Infill Development</b>
Petaluma leading the way in housing production in the state of California.
Petaluma wins award for leading the way in producing housing for young people in California.
"It's all about the infill, baby! Petaluma's visionaries recognized the competing push from the State of CA for both housing & combating climate change, and built up & not out, and by protecting its rich ag and environmental heritage, gave future generations an intact legacy."
<b>Community Services</b>
"Petaluma's Fairground is a Tech Hub plus Fairground! Progressive thinking enables Petaluma to create community & education together at a sustainable energy tech center."
"Petaluma without Homeless for 15th year! Petaluma meets its targets set in the 2021 general plan for a city of the future. Petaluma celebrates award for happiest and healthiest city in the USA"

## Other Visions

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

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

## Verbal Comments

*The following are unedited notes taken to document the questions and comments in Room 2 during the workshop.*

- My vision: less cars going slower. Mobility transfers to more walking and more two wheeled vehicles.
- Concerned about traffic, City should have more bike lanes, tree lined paths, trees everywhere, No sprawl options. No growth beyond UGB. New development near transit. Another park is needed on the North end of the river. Worried about M-Group leading process.
- New development should be in the center of the town. Provide ample low-income housing. No new development near Petaluma River. All new development close to store and retail. Room for new growth but needs to be infill. Build up and in the center of city. More bikes than cars.
- ULI study shows that by reusing existing vacant buildings, and vacant lots, all of the RHNA can be met. Need to be climate resilient. Use existing space for future growth. Follow ULI studies and recommendations. Preserve wetlands, tree canopy. Expand tree canopy to address “hot zones.” Marin is doing a good job of preserving its trees
- Grow in smart way e.g. up not out. Reuse shopping malls. Make them mixed use. Building on top of existing storefronts. More trails and paths needed. Safe walking grid. First and last mile needs to be addressed. Bike grid to encourage alternate forms of transportation. Downtown should be car-free esp. with parklets. Implement climate action committee ideas.
- ULI ideas are known as smart growth. Compact dense cities. Pedestrian oriented. Mixed use non-hierarchical zoning
- Deep aggressive respect for ecosystems and in particular with regard to river. River ebbs and flows on an annual basis. Midtown Payran neighborhood. Developers are such a strong force in town. M-Group tried to roll back the FW.
- New to the community and loves accessibility to the river. Hubs/community-oriented places with all resources for that community. Bikable. Don't need more roads. Repurpose underutilized properties, no greenfield development. Local foods should be incorporated in farmers markets.
- Petaluma built on watershed divided by a tidal river. ULI reports that the town can accommodate development away from the river. GP should shift from human-centric to nature-centric e.g. “Floodway.” Don't fill wetlands. Amy's (Scannell) was approved right next to the river. Want to see an exceptional plan. No Sid Commons. River belongs to wildlife. PDA is included in grasslands and wetlands. MidTown development
- New resident (1.5 yrs). Petaluma is a small town that should remain a small town with an agricultural heritage surrounded by open space. Walkable open space near downtown because of river. Smart development, bike and ped friendly development okay. Make it a show case for smart development. Match vision to protect the natural environment and allow smart development. What are the values and ethics of the community? Climate change, mass extinctions are real issues. Protect heritage trees and intact habitats.
- Food access needs to be included in the plan. Community food security and climate readiness to be included in GP. Bounty Community Farms is on mixed use property and subject to loss as not allowed by zoning. Zoning does not allow community gardening/farms. Community food production should be allowable land use to address food shortages in crisis situations and food security.
- GP and zoning can be manipulated by monied interest. CC needs to enforce the GP and the GP needs to be carefully worded. (Ex. GP prohibits development in 100-yr floodplain.) Dutra raised the factory site above the floodplain with fill. Floodplains absorb excess water and need to be protected. Rising sea levels and a city along a river. Need to respect the river.

- Fighting Dutra project. Friends of Schollenberger - 35 yr resident
- Model regenerative city. Community oriented, carbon neutral., nature filled, self-reliant economically. City design and community focused. Stack functions and build communities, connections and livable. Want heritage of river town built on a watershed. Need ecological vision that cannot be separated from the planning decisions. Vision has to include nature, where we can walk among trees, bump into neighbors, walk to a dance venue.
- Sixth generation Petaluman. Rebuild turning basin. Boardwalk, docks, boating on river. No river front development. Preserve fairgrounds, not for housing but ag-centric uses. Assess new development that has been recently constructed.
- Need to make sure existing business can continue to operate
- Address education. Chose to move to Petaluma because of the warmth and community. Concerned with sequential arts education. Creative thinking that will help students. Access to arts education during school day and afterschool and summers. Equity by providing arts during school day. Include children in the solution and provide them resources to be out of box thinkers and collaborators.
- Family since beginning of Petaluma. Petaluma remembers where it comes from so it can return to its glorious past. Inventions and tech around the world originated in Petaluma. Vacant storefronts existed pre-pandemic. Not just a commuter town with chain stores. Places where careers can be had. Agrees with protecting the river. Making Petaluma a bike town is not realistic. Too big, wide and flat. Not enough people that want to bike. Need to poll people before you spend \$\$\$\$. Need to bring jobs to Petaluma. That would encourage biking. Residential development is out of control and changing the character of the community. Apartments in every hole will cause loss of community identity.
- Walkability. Not just downtown but throughout town need better pedestrian connectivity. Developing on the river is not appropriate in that it contributes to increased flood risks to existing neighborhoods.
- Agrees with comment above. Need to problem solve to how we got to where we are now. How was Sid Commons allowed? Need structural fix of CC and PC. No budget to maintain what we have. Hop-on hop-off busses would be ideal. Fix existing problems.
- Grew up on the east side of Petaluma, now lives in the midtown area. Keep quaint heritage of the community. Historic structures were lost in 1970's. Preserve other parts of city, not just downtown (i.e. Old East Petaluma). Need a park in midtown. (Jefferson and Wilson site?)
- The Town that eliminated gas stations is on cutting edge. Progressive country.
- Retain historic small-town aspect of community. Large, underutilized site for affordable housing near SMART station,
- Flat is perfect for bicycles. Petaluma was developed in '50s and 60's when automobile was predominant. Civic center, new city hall, hop-on hop-off bus is a great idea.
- 25 year Petaluma resident. Planner in Petaluma, Corta Madera, ... City has done well over the past. Fairgrounds are an opportunity. Cycling is good (compared to other areas) but can also be improved.
- Petaluma should be at the forefront of natural and organic food production and processing. Meat processing, and other food processing should be allowed to encourage farming to continue in the area - needed for a robust food economy
- Long time Petaluman (4 - 5 generation) Progress in town has been interesting. Ag and industry have gotten Petaluma to where it is at. It was self-sufficient and a supplier of ag products. More recently it has become more consumer based. Important to keep the feed mill, fairgrounds and it changes the character of the community. Build on the ag heritage, support the local ag community and industry too. People that have lived here for a long time are struggling and need well-paying jobs to be able to stay. Natural resources (water) not adequate to accommodate the 14,000 new residents the state wants the city to house. City needs to fight state mandates. Not enough water for current residents. Preserve what is here. Grow in quality of life, not in just numbers.
- Current GP calls for a river trail along 6.5 mile length.

- Vision: “We took climate change seriously and connected to surrounding communities with bike trails.” Need safe bike routes to get people out of cars. Put the river plan into effect as now is the time.
- The GP committee is said to be made up of a good slice of the community but there is no one with an industrial position, construction, ag, skilled labor, building engineers, long-time residents (i.e. 30+ years). Was that by design?
- If water is not used for landscape irrigation, we would have enough water. Recycled water for irrigation would not solve the problem as there would not be enough water to recycle in a drought.
- I like the small town feel. Nice to run into people you know at the local grocery store.
- Access to agriculture, the roots of the community. It's a draw to the community and should not be lost. It's part of the heritage can be enhanced and be made better.
- Need more trails along the river. Roads are not safe for bikes and cannot be made safe. Need Class One bike paths and that's not always possible. More open space needed especially with more dense development. We are not growing in park or community space, which is needed especially for apartment dwellers.
- Want to be smart with growth. Make sure there is adequate infrastructure and have spots around town for community congregating. Concerned with flooding. Play it on the safe side. Don't develop next to the river but make open space for biking, walking. Can't enjoy the beautiful landscape that exists. Doesn't feel safe.
- Safe walkable, public parks, and playgrounds.

## Room 3: Pillars & Guiding Principles Comments

### Comments Captured through Konveio

Community members were invited to give feedback on the draft Pillars of Petaluma and Guiding Principles. The right column contains all the unedited comments gathered through the Konveio website.

Draft Pillar	Workshop Comments
<p><b>Community Character</b>                      Petaluma is a unique community. It is distinguished by its history as a river town, geographic location, natural environment, legacy of growth management, and forward-thinking population. The General Plan must preserve Petaluma’s distinctive character.</p>	<ul style="list-style-type: none"> <li>• Add “and small-town feel”</li> <li>• Add “Supporting local agriculture”</li> <li>• Nonpolluting - dog poo dumping along river needs attention, homeless garbage, and ensure our recycling is actually recycled after Recology hauls it away. Ban single use plastic water bottles at hotels. Have them install water filter in lobby.</li> <li>• Interesting potential but need to protect. Community character needs to allow opportunities for families of different income levels to live and access the city. If only high income people can afford to live here, so many of the existing diverse families will be displaced.</li> </ul>
<p><b>Equity and Justice</b>                      Petaluma is committed to advancing social and economic justice to create an inclusive and equitable city for all. The General Plan should prioritize supporting those who have been most affected by injustice and facilitate future decision-making that avoids inequities and rectifies past harms.</p>	<ul style="list-style-type: none"> <li>• Support people firms, and the environment per climate change. NOT DEVELOPERS, as is currently, apparently, the driving force in this GP process. Example: pushing out the urban growth boundary.</li> <li>• To steal Kaiser’s tag line - Petaluma should be a place where all residents have opportunities to thrive.</li> <li>• The GP needs to include anti racist and anti bias training in social services and first responders - need programs and actions that back up these pillars, especially equity &amp; justice.</li> </ul>

Draft Pillar	Workshop Comments
<p><b>Climate Action, Resilience and Sustainability</b>  Petaluma is committed to bold action to achieve carbon neutrality and to building resilience to climate change impacts, including sea level rise, increasing temperatures, drought, and wildfire intensity. The General Plan should advance new ways of thinking, changes in our relationship with the natural environment, and planning for current impacts and those in the distant future.</p>	<ul style="list-style-type: none"> <li>• "Measurable" needs to be added. Anyone can say "bold action" we need strong ordinances with tough consequences to make sure action is bold</li> <li>• No housing in eco-sensitive land</li> <li>• This update of our General Plan is unlike any other. This update must guide us from business-as-usual to a resilient, equitable, carbon-neutral future within 8 years. We absolutely must be willing to engage in bold, broad brushstrokes.</li> <li>• How is it decided how much a city grows? Green and natural spaces need to be protected. How can we make sure people respect these ideas? We know what happens when we interfere with nature - wildfires, climate change, etc.</li> <li>• agree because need to maintain and care for our river and natural elements in order to maintain the community character</li> <li>• We need to avoid making things worse. Environmental impacts change our development and other areas of life!</li> </ul>
<p><b>Participatory Decision-Making and Transparency of Government</b>  The community works and evolves best when all voices are engaged and participate in the decision-making process. The General Plan should reflect the perspectives of Petaluma's diverse population, ensure that opportunities to engage in public dialogue are accessible to all residents, and set the stage for solving future challenges with integrity, creativity and collaboration.</p>	<ul style="list-style-type: none"> <li>• I don't see this in the guiding principles. We need independent civilian oversight (of policing for instance, of budget allocations such as ARPA). All data on expenditures (including salaries, purchases and invoices from contractors) should be open data.</li> <li>• Figure out how to get beyond the constraints of standard meeting protocol to REAL DIALOGUE. Serial comments do not constitute dialogue; they stifle and exclude it.</li> <li>• Is there a way to include metrics of the success of the participatory process in ways that goes beyond quantities but looks also at the quality of collaboration, creativity, etc.</li> <li>• Ecological priority is our vision</li> <li>• While participation is great - city staff (e.g. public works, building department, police) must be committed to follow-through. Vision will not be reached under status quo.</li> <li>• Can also think about how much are people involving themselves in the process? Especially since there are opportunities but people may not think they have the ability to get involved</li> </ul>



Draft Guiding Principles and Supporting Concepts	Workshop Comments
<p><b>1. Create a welcoming, affordable, accessible, and age- and family-friendly city.</b></p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> <li>• Welcome everyone regardless of age, race, ethnicity, gender, ability, sexual orientation, or socioeconomic status.</li> <li>• Create an age- and family-friendly city that allows residents to “age in place.”</li> <li>• Create complete neighborhoods so that retail, services, parks, and schools are easily accessible to all residents.</li> <li>• Provide community-centered services.</li> <li>• Prioritize new parks and commercial centers in neighborhoods that presently lack them.</li> <li>• Establish a balanced mix of housing types and uses that allow all residents and businesses to prosper.</li> </ul>	<ul style="list-style-type: none"> <li>• Complete neighborhoods, complete streets, etc are great. Walkable neighborhoods that aren't car dependent, where all my needs are met within walking distance (bank, grocery, restaurants, etc).</li> <li>• Include in park planning a connectivity strategy linking all parks together for foot and bike traffic. Don't make every park a sports field, but instead create locations in which local residents can "unwind" and gather, fostering social capital.</li> </ul>

Draft Guiding Principles and Supporting Concepts	Workshop Comments
<p><b>2. Honor, celebrate and preserve Petaluma’s heritage and historic character and its place in the modern city.</b></p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> <li>• Celebrate the city’s early history dating back to the Miwok People, who were the original stewards of the land.</li> <li>• Understand Petaluma’s complete history and its people’s diversity of stories.</li> <li>• Honor the city’s rich agricultural heritage and grow the contemporary agricultural economy.</li> <li>• Celebrate the Petaluma River as the centerpiece of the City’s ecology, heritage, and recreation.</li> <li>• Preserve and enhance Petaluma’s historic assets and districts as they contribute to the city’s distinct identity and small-town character.</li> <li>• Allow for the evolution of the city while celebrating the history and preserving the historic resources that provide character and identity.</li> <li>• Require that infill development complement, respect, and honor the historic context of the city and individual neighborhoods.</li> <li>• In historic districts and adjacent to historic buildings, adapt and reuse historic buildings and add new, context-sensitive buildings.</li> <li>• Recognize and celebrate the diversity of cultures in Petaluma through events and culturally sensitive communication.</li> </ul>	<ul style="list-style-type: none"> <li>• "Complementing" the historic character is really open to interpretation. "Context-sensitive" can be interpreted overly strictly in a historicist fashion. Is there a way that we have language that supports good architecture as well?</li> <li>• There is a lot of emphasis on Petaluma as a modern city but I don't hear anyone pointing out that Petaluma's small town "feel" is an important aspect of its' charm. This needs to be preserved.</li> <li>• I'd be careful with the wording here, because I don't believe this is a commitment to ensuring infill development continues to be single family homes, but instead multi-family (which doesn't necessarily mean apartment - it could be duplex and triplex like Montreal, for example). Especially if the multi-family unit infill matches the core of downtown architecturally, density-wise, etc.</li> <li>• Set a high design standard for our downtown, infill properties. Demand high-quality architecture and standardize minimum facade breaks, upper floor modulation and inventive mixed use that will attract the appropriate developers.</li> </ul>

Draft Guiding Principles and Supporting Concepts	Workshop Comments
<p><b>3. Preserve and enhance Petaluma’s distinct urban edge, surrounding open spaces and natural environment.</b></p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> <li>● Protect the natural environment as the foundation of ecological and human health.</li> <li>● Preserve Petaluma’s identity, image, and sense of place that result from its relationship to natural features – the River, Sonoma Mountain, the hills, the creeks, and the marshlands.</li> <li>● Preserve views of the hills and Sonoma Mountain.</li> <li>● Maintain the land outside the UGB for agriculture, rural land uses, open space, and protection from hazards.</li> <li>● Expand open spaces within and adjacent to the city.</li> <li>● Ensure the natural and built environment is resilient to flooding, fires, sea level rise, and other natural hazards.</li> <li>● Ensure equitable access to and enjoyment of Petaluma’s natural environment.</li> <li>● Advance urban forest management and native plantings.</li> <li>● Increase the urban tree canopy.</li> </ul>	<ul style="list-style-type: none"> <li>● Ensure agricultural heritage is honored (i.e. PPSC Petaluma Bounty) can still serve as a commercial farm within the city limits</li> <li>● An experimental farm would be amazing.</li> <li>● So important, especially for the Westside which has become a super hot micro-climate of cement and asphalt.</li> <li>● I've lived in cities with green belts surrounding the entire (<a href="https://en.wikipedia.org/wiki/Greenbelt_(Ottawa)">https://en.wikipedia.org/wiki/Greenbelt_(Ottawa)</a>). Petaluma, with the access to the river and the mountains is an ideal candidate for this type of preservation technique.</li> <li>● Urban forest management practices should include ongoing resident participation in regular tree planting events which include educational programs promoting tree stewardship among all residents and among school students in particular.</li> <li>● Create a city supported framework for aggressive tree planting through out the City, managed by an urban forestry department. Transfer all tree permitting to this department, away from planning. Rewrite the tree ordinance to emphasize tree preservation at highest level.</li> </ul>

Draft Guiding Principles and Supporting Concepts	Workshop Comments
<p><b>4. Restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and economic opportunities.</b></p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> <li>● Restore the beauty and natural function of the Petaluma River.</li> <li>● Reinforce the city's identity as a river town.</li> <li>● Celebrate the role of the Petaluma River in the city's history, economy, recreation, and development patterns.</li> <li>● Recognize that the future economic, social, cultural, and environment of Petaluma is intertwined with the river.</li> <li>● Maintain and expand setbacks from the river to enhance its natural function and provide wildlife corridors.</li> <li>● Enhance the interface between the river and the built environment with urban design.</li> <li>● Expand connectivity to, along, and across the river, including restoration of the trestle.</li> <li>● Orient development to both protect and connect to the river.</li> <li>● Update and then implement the Petaluma River Access and Enhancement Plan.</li> </ul>	<ul style="list-style-type: none"> <li>● Develop a sound financial base for future River dredging.</li> <li>● Not just access points. We need a river long, city long trail the entire 5+ miles the river goes through the city. We can create one that is a combination of bikeway along American River in Sacramento, greenbelt like Boise Greenbelt and San Antonio River Walk.</li> </ul>

**5. Prioritize cycling, walking, transit, and other transportation alternatives over private vehicles.**

Supporting Concepts

- Work to reduce the use of private automobiles, particularly those that burn gasoline.
- Support a range of safe and attractive transportation alternatives with integrated land use and mobility strategies.
- Expand bicycle and pedestrian infrastructure, with a focus on improving safety and enhancing connectivity.
- Expand local and regional transit service.
- Support innovative and emerging transportation alternatives.
- Redesign streets to support pedestrian-oriented and bicycle-friendly networks.
- Support increased transit use by focusing development near existing and future transit facilities.

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

<b>Draft Guiding Principles and Supporting Concepts</b>	<b>Workshop Comments</b>
	<ul style="list-style-type: none"><li data-bbox="1094 285 1877 435">• We already have agreement on what we need. Goal #5-G-5 in Petaluma’s General Plan 2025 reads, “Create and maintain a safe, comprehensive and integrated bicycle and pedestrian system throughout Petaluma that encourages bicycling and walking and is accessible to all.” (p. 5-18)</li></ul>

Draft Guiding Principles and Supporting Concepts	Workshop Comments
<p><b>6. Enhance Downtown as the center of Petaluma civic life by preserving its historic character, expanding pedestrian access and safety, providing public gathering spaces, and allowing for a diverse mix of uses.</b></p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> <li>● Reinforce Downtown’s identity and role as the physical and symbolic center of the city.</li> <li>● Preserve Downtown’s historic buildings and features while allowing for infill development that harmoniously coexists with the historic character and expands the diversity of uses.</li> <li>● Improve the pedestrian experience by making streets safer, cleaner, and more inviting for pedestrians. Consider making some Downtown streets pedestrian-only.</li> <li>● Improve pedestrian and bicycle connections to and within the Downtown.</li> <li>● Improve the relationship between buildings and the riverfront.</li> <li>● Address traffic congestion and parking issues particularly as they relate to adjacent neighborhoods.</li> <li>● Encourage outdoor dining, retail, and other uses by downtown business.</li> <li>● Add public community gathering spaces.</li> </ul>	<ul style="list-style-type: none"> <li>● Why not cyclists as well? give us a separate couple lanes to move around freely. I'm picturing my experiences in towns/cities in the Netherlands, downtown Montreal, Brooklyn NY, etc.</li> <li>● Connect the Lynch Creek Trail to the downtown corridor with SAFE pedestrian/bicycle paths protected from the traffic on E. Washington.</li> <li>● Let's explore the idea of closing Kentucky on a permanent basis and create a promenade with dining, benches, greenery etc.</li> <li>● We need a complete connected bikeway that links all of Petaluma with bikeable pathways that are safe for seniors and school-age children, safe to the extent that biking is a preferred method of transportation.</li> <li>● All outdoor activity will be enhanced by expanding the number of trees planted downtown. It is a known fact that trees are "sticky" and that people tend to linger in areas where trees provide cooling shade and natural beauty.</li> </ul>

Draft Guiding Principles and Supporting Concepts	Workshop Comments
<p><b>7. Advance a forward-looking economic development strategy that focuses on diversity, opportunity, and innovation.</b></p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> <li>● Recognize that economic development, self-sufficiency and resilience is vital to the City’s overall prosperity and fiscal health – and critical for accomplishing other City goals and programs.</li> <li>● Pursue “green” jobs and industries that help address the climate emergency.</li> <li>● Support small, local, and BIPOC-owned businesses through a variety of strategies including the potential for incubation spaces and mentorship.</li> <li>● Support the creative reuse of vacant and underutilized spaces to build the local economy and support other city goals and initiatives.</li> <li>● Achieve a jobs-housing balance in the city by expanding job opportunities that match the skills of residents, providing living-wage jobs and affordable housing, and encouraging new work models such as working from home or coworking.</li> </ul>	<ul style="list-style-type: none"> <li>● Define BIPOC</li> <li>● I think resiliency needs to be added to the title here.</li> <li>● Every city expenditure or contract over a certain amount should require the manufacturer/firm to have an effective carbon neutral program. Any financial investment (funds/banks, etc) should be carbon neutral investments</li> <li>● Missing concept of strong economy based on local goods and services along with globally engaged technology robust economy. (includes city wide fast WiFi). Need strong tax base to remain stable.</li> </ul>



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

Supporting Concepts

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

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

Draft Guiding Principles and Supporting Concepts	Workshop Comments
	<p><a href="https://www.ci.claremont.ca.us/home/showdocument?id=15028">https://www.ci.claremont.ca.us/home/showdocument?id=15028</a>. This is imperative</p>
<p><b>9. Ensure infrastructure supports infill development and addresses the impacts of climate change.</b></p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> <li>● Maintain and continually improve the city’s infrastructure to support the evolution of the city and ensure a high quality of life in Petaluma.</li> <li>● Co-plan infrastructure improvements with urban development patterns the preservation and enhancement of the natural environment.</li> <li>● Incorporate new (and potential) climate impacts and hazards into the design of infrastructure systems so that infrastructure is resilient and “climate-ready.”</li> <li>● Expand equitable broadband access.</li> <li>● Prioritize the use of sustainable materials in infrastructure.</li> </ul>	<ul style="list-style-type: none"> <li>● Restrict tree removal in new development to retain the benefits of mature trees.</li> </ul>

Draft Guiding Principles and Supporting Concepts	Workshop Comments
<p><b>10. Physically and psychologically integrate and connect the East and West sides of town.</b></p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> <li>● Integrate communities on the East and West sides of Petaluma through festivals and events and by locating facilities equitably throughout the city.</li> <li>● Improve existing east-west corridors with planted medians, street trees, and safe and accessible walking, cycling, and transit options.</li> <li>● Physically connect the East and West sides of Petaluma with new roadways, bicycle and pedestrian crossings, and multi-use options.</li> <li>● Evaluate and select physical connections at a system-wide level using holistic cost-benefit analysis.</li> </ul>	<ul style="list-style-type: none"> <li>● Add “drought resistant plantings” (in the planted medians)</li> <li>● "Crossings" puts the priority on vehicle traffic. As in, "crossing the street". I'd much prefer a phrase addressing "ped and bike specific pathways" to get us safely, quickly, and pleasantly across town.</li> <li>● and PLEASANT!!!</li> <li>● Rebuild Corona to seismic standard and that is bike and ped friendly. Build the Caulfield crossing to create a more accessible connection between East and West. this needs to be bike and ped friendly as well.</li> <li>● Need Council representation on the east side, possibly move to district based elections.</li> <li>● Rather than focusing on cross-town travel, focus on making both sides of town full-service cities so there is less demand to travel cross-town. Also, would we think differently about cross-town travel if the two sides were different cities? Nomenclature needn't be destiny.</li> <li>● Ad East and West corridors in and out of town need improvement. To and from coast and to and from Sonoma. Traffic getting heavier, thicker, and larger vehicles on these restricted roads. Work with county and state transport departments to improve EW corridors.</li> <li>● Institute city-supported tree planting in East Side neighborhoods to address traffic pollution from Hywy 101 and improve quality of life by addressing the effect HEAT ISLANDS.</li> </ul>

Draft Guiding Principles and Supporting Concepts	Workshop Comments
<p><b>11. Promote social and economic justice to address structural social and economic inequities and racism.</b></p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> <li>● Recognize the legacy and presence of structural racism and inequities in Petaluma and implement anti-racist policies and programs.</li> <li>● Continually evaluate City programs, policies, and funding decisions to understand who benefits from and who is impacted by each.</li> <li>● Advance language justice to ensure equitable access to information and equal opportunity to participate in democratic processes.</li> <li>● Engage all residents in the decision-making process.</li> <li>● Protect undocumented Petaluma residents and work towards just immigration practices.</li> <li>● Ensure equitable access to city resources, services, and opportunities.</li> <li>● Promote and celebrate the heritage and culture of Petaluma's diverse residents.</li> <li>● Recognize each individual's fundamental right to have their voices heard in the public process.</li> </ul>	<ul style="list-style-type: none"> <li>● Implement and Strengthen Independent Civilian Oversight of Policing.</li> </ul>
<p><b>12. Be a leader within the region and beyond.</b></p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> <li>● Continue to participate in collective solutions to advance regional and global issues.</li> <li>● Lead by example.</li> <li>● Serve as a regional resource and support responses to natural and man-made emergencies, including wildfires and earthquakes.</li> </ul>	<ul style="list-style-type: none"> <li>● "We will participate in county and state government to support our pillars and values. We will lead in citizen participation in local government and volunteerism. We will lead in climate action including housing, transportation, carbon neutrality and nature-based solutions."</li> <li>● Need to be more specific. on what we are leading in.</li> <li>● I wonder if a concept of co leader/cooperation /combining resources with other cities is more appropriate. Such as River dredging plan could be a cooperative shared project.</li> <li>● Take risks; invest in things that aren't generally considered to have a "return on investment," such as free transit.</li> <li>● Take the lead in designing effective community based neighborhood tree planting stewardship programs.</li> </ul>

Draft Guiding Principles and Supporting Concepts	Workshop Comments
<p><b>13. Promote more affordable housing and a diversity of housing options.</b></p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> <li>• Develop a diversity of housing types and choices throughout the city.</li> <li>• Provide life cycle housing for residents from young adults right out of high school or college to seniors aging in place.</li> <li>• Increase housing affordability for residents at all income levels.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>[New Supporting Concept]</b> "Establish Petaluma as a leader in eliminating homelessness in our community. Ensure safe, decent housing for ALL. <ul style="list-style-type: none"> <li>○ Also: Meet housing needs for low income residents by converting existing underutilized properties to utilize the embodied carbon investment that's already been made"</li> </ul> </li> <li>• Are you going to be incentivizing/mandating developers to create a certain amount of affordable housing with each development?</li> <li>• Reuse empty retail and office space for housing - for both homeless, and affordable and even new style community living for both young and old. This is a neat idea, but I struggle with it simply converting a big, empty box store to a series of rooms or apartments. That wouldn't be very pleasant living for those with rooms in the center. Office space would likely work better.</li> <li>• Prioritize housing and services for unhoused Petalumans.</li> <li>• I think that we will see the ongoing growth of the unhoused population. For sure, the "homeless" population is now already a significant land use in Petaluma. A guiding principle should include the fact that, going forward, we must support and nourish the growing unhoused folks</li> </ul>

Draft Guiding Principles and Supporting Concepts	Workshop Comments
<p><b>14. Prioritize infill development in appropriate locations throughout the City.</b></p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> <li>● Avoid locating new development in environmentally sensitive locations.</li> <li>● Revitalize commercial corridors with a diverse mix of uses.</li> <li>● Support a diverse mix of uses and intensification around the existing and proposed SMART rail stations.</li> <li>● Pursue new development in the “midtown” area between the Petaluma River and Highway 101 (excluding the established neighborhoods).</li> <li>● Consider sensitive infill development of small multi-unit buildings in single-family residential neighborhoods throughout the city.</li> <li>● Prioritize development that will generate relatively fewer vehicle miles traveled per resident.</li> </ul>	<ul style="list-style-type: none"> <li>● Avoid locating new development in environmentally sensitive locations ESPECIALLY FLOOD ZONES. And fire corridors as well.</li> <li>● Can we prioritize getting local businesses in the corridors? Are there subsidies for rent or start up costs for small businesses to become established?</li> <li>● Attract a business that provides residents with a coop car membership. I forget the term but instead of owning a car the member reserve a car as needed.</li> <li>● We need to stop development on existing open land and make it a prohibition to do so until all infill properties have been utilized. Even then we need to resist building over our open space as it a limited resource that once lost can never be regained.</li> <li>● Love this [about Prioritize development that will generate relatively fewer vehicle miles...]</li> </ul>

Draft Guiding Principles and Supporting Concepts	Workshop Comments
<p><b>Other topics that community members suggested adding to the Guiding Principles</b></p>	<ul style="list-style-type: none"> <li>● Food security <ul style="list-style-type: none"> <li>○ As Director of Petaluma Bounty, I would like to see Community Food Security to be incorporated into the Pillars &amp; Guiding Principles. It crosses over all and yet is not mentioned or prioritized. <a href="https://tinyurl.com/fmc7m6y3">https://tinyurl.com/fmc7m6y3</a></li> </ul> </li> <li>● Creativity and innovation <ul style="list-style-type: none"> <li>○ I would love to see a pillar called "Creativity and Innovation" with the idea that Petaluma wants to be a community that supports the arts specifically and creativity in diverse forms in general. This would include technical and social innovations. Adding that a community that supports creativity in many forms is a vital and welcoming community, economically and socially.</li> </ul> </li> <li>● Healthcare <ul style="list-style-type: none"> <li>○ There is not a guiding principle on healthcare, and there is only one bullet in #3 that mentions human health at all. We need to improve mental health outcomes, we need advocacy to grab county/state funding (measure O for instance). Strengthen the SAFE team, mentoring.</li> <li>○ Agree that human health has to be included in this mix. Human health is impacted by where we live, access to healthy foods, access to nature (trees!), and opportunities to interact with others. Air pollution and the stress of poverty can take years off our lives.</li> </ul> </li> </ul>

## Verbal Comments

The following are unedited notes taken to document the questions and comments in Room 3 during the workshop.

### Comments about specific Guiding Principles

3	<ul style="list-style-type: none"> <li>• #3 mentions human health, this should be expanded to address healthcare.</li> <li>• Important to celebrate petaluma. First in nation to establish UGB. Fine example of a city that is growing wisely and well. (#3)</li> <li>• Suggest ecological, forward-looking language to #3/4.</li> </ul>
4	<ul style="list-style-type: none"> <li>• #4 revitalize the trestle. Historic structure, dangerous, would like to see it rebuilt and reused, though it will be costly.</li> </ul>
5	<ul style="list-style-type: none"> <li>• Supports electric cars, scooters, and bikes. (#5)</li> </ul>
7	<ul style="list-style-type: none"> <li>• Self-efficiency and intersection with local economic development. #7 diversity of industry and sectors. Would like to see specific things called out, e.g. industries.</li> </ul>
9	<ul style="list-style-type: none"> <li>• #9 broadband - some cities are laying it down proactively even if not currently connected. Perhaps add more detail “act proactively to build up infrastructure.”</li> </ul>
10	<ul style="list-style-type: none"> <li>• #10 - supporting concepts, final bullet “using holistic cost benefit analysis.” What does that mean? Clarify language.</li> <li>• #10 East/West to Coast in and out of town is poor. 101 is good N/S. Need to address east/west. Frates is getting really bad. D street old country roads are antiquated.</li> </ul>
12	<ul style="list-style-type: none"> <li>• What are the grand/bold ideas that no other cities have done to get us to carbon neutrality? Thinking must be much bolder. Expand #12 to include words like innovating, leadership, bold</li> <li>• Add specific language to Pillars (or perhaps #12) regarding participatory decision making, transparency, and deep community engagement. Not sure how we get there, but we can be leaders in investing in infrastructure. Do it through integration of partnership and engagement. Deep community engagement brought very valuable input recently.</li> <li>• #12 second bullet is too generic “lead by example.” Expand to specify better relationship with County to coordinate on county and state level issues, as well as elected leaders to promote pillars. More phrasing about how we will lead and who we will lead with. Add a note specifically lead in citizen participation, local government and volunteerism.</li> <li>• #12 think beyond what we can conceive at this point. Let’s capture that in #12. Exploring frontiers in solving problems.</li> </ul>
13	<ul style="list-style-type: none"> <li>• Kmart is empty. Kick them out and turn it into housing. Senior center. Homeless. There are other spaces, offices, retail. There should be a principal that speaks to shifting vacant retail/office, perhaps (#13) could be expanded to specify.</li> </ul>



## General Pillar Comments

- One of the pillars should express that Petaluma is an innovator. We are behind in climate change and lots of things that affect our community. Let's look at everything we do to pull in best practices from other places. Let's be leaders to get to where we need to be.
- Pillars are a great start, but we need one about a strong local economy. That gives us the financial standing to support desired green improvements. Add economy and business and tax-based language to pillars.
- Suggestion to see a pillar added regarding creativity and innovation.
- Add a principle related to river access.
- Advocating for arts in the schools. Recognize the power of arts education in public school as a fundamental guiding principle for community engagements. As a community that values arts, wants to see more investment in this area. (Add in language about education and arts to pillars)
- A main pillar because of climate change and breakdown must be holistic and regenerative, not just sustainable. Identify ecological resources and use those to respond to climate change. Must do whole systems thinking. Planning has to talk to economics. Can't allow landowners to decide what our city looks like. Every space must be designed wisely.

## General Comments

- GPAC is doing a great job. There have been lots of opportunities to participate.
- There are words that can be interpreted today that might be interpreted differently in the future (e.g. what counts as a green building today v. what it might be in a couple of years).
- Suggestions: use pull service / tug boats to get folks across the river.
- Replace cars with electric golf carts. Hard to get everyone on bikes. Let's go electric carts.
- Dedicate streets that are only for golf carts and bikes. Vehicles on other streets.
- How do we preserve the downtown historic district without casting it in amber? Is there room for introducing more modern architecture? Historic downtown should be preserved.
- How do we measure success in achieving guiding principles? Clarify text to include measure of success. How many people is measurable, but how do we measure how much they learned and value received?
- Would like to see fewer cars on the East side and more people walking and riding.
- Wants to see a note about level of investment in community engagement. Be explicit about seeing a greater and greater investment in civic engagements.
- Petaluma Bounty, local NPO, has a community farm close to downtown. Facing challenges because farm is located on land that is not explicitly zoned for agriculture (and could be shut down). Advocating that city planning and GPU include community food security as a pillar, principle and shared value, connecting it to community health, climate action response and resilience. Incorporate community food producers (not necessarily zoned for agricultural) but allow by right as a standards, so folks can grow food for themselves and to share with others. Include community groups. Food and food access is not currently showcased in the draft.
- Food processing plant for certified organic is no longer available in City.
- Put urgency in our climate emergency. We made progress with gas station ban, Framework, but we need to attack the problem beyond just policy. Transportation - we have got to get people out of cars. Create walkability, connectivity so people can get around safely and in a healthy manner.
- Emphasis on livability. All actions should promote livability for everyone.

- Missing in code now is new development and old development, retail. Number of charging stations. Huge expansion is going to be needed in infrastructure. All apartment complexes should be converted now so charging can be available in all parking spots. Electrification, retrofitting, and free energy to low-income folks.
- Bus connectivity must be expanded to provide all neighborhoods access to public transportation. Concentrate on 1st and last mile as well as connectivity to ped/bike grid.
- Community owned broadband should be explored. Multi-purpose spaces for gathering.
- Open community spaces, local art and celebrating Native Americans.
- Intersection safety. Kentucky heading away from town. Not safe because cars are allowed to turn left onto Washington. Intersection is wide, not safe for peds.
- Add electric bike rental stations like Oakland and SF have.
- No cars or trucks downtown. Look at metered parking (staff vehicles can be exempt).
- Wants to see Petaluma become a hub for local agriculture. Farmers need places to process crops and increase shelf life to create income year-round.
- Broadband access should become part of the commonwealth. Like air and water.
- Add in community composting educational programs to promote carbon sequestration and eliminate food waste.
- Creative Sonoma would love to be partner with the City, could help with input on the Culture and Arts.
- Parks and recreation provide opportunities for art/education. Perhaps that's an area where more investment can occur.
- Friends of Shollenberger, community group dedicated to block development of asphalt plant on bank of river. Have been fighting for 15 years. General plan must include limits on what can be approved. Must have strong language on the GP (way below goal for affordable housing and way above for market rate). Include a ratio of access to water to balance housing so that we are not fighting over water. GPU should be iron clad, e.g. County GP says no industrial operations in floodplain in one place and in another keep River a working river (BOS hung hat on second statement and allowed industrial in floodplain). Elected officials have a lot of power in what development happens.
- City walkability - doesn't just mean develop near transit. Crosswalk, sidewalk, access through landscaping, driveways, etc. Make it easier for people to walk everywhere. No sidewalks on 1st and 2nd. Consider sidewalk access to/from car.
- Historic flood issues. (Riverbend Project as an example.) City needs to develop smarter and listen better to residents' concerns regarding flooding.
- Disconnect between climate emergency and the amount of development in the City.
- Community alliance with family farmers. GPU should take into account small farmers and urban fringe farms in the AR/RR zones. Urban fringe farm is a farm within/surrounded by City. Could conflict with policies in General Plan. Small farms can help address climate change. Food processing allowed on these urban farms can cut down on VMT and emissions. Small farms are a very important part of this community.
- Petalumans have really had it with backroom stuff. Wants development infill not where developers want it.
- City center could be novel both east and west side. Expand Corona overpass, put trees, allow bikes and peds.
- Food supply locally, prioritizing food.

- Slow down traffic that is here. It's too fast. Let's have thinking caps to come up with solutions. Europe stencils roads to encourage folks to slow down. Petaluma could do this.
- Infrastructure cannot support current growth where it is happening. Supports idea of having other areas of the town being a central gather spot (outside of downtown). Make neighborhoods have their own little nooks and crannies for folks to gather.
- Embrace being a river city. River runs right through downtown. Not very many ways to enjoy it as a pedestrian. Instead of apartments, development that obstructs river access, there should be a pathway along the entire length of the river.
- Identify places in town where community gathering can happen. Leghorn Plaza appears to be an opportunity to recreate public spaces (residential above retail, more room for gathering/public spaces). Limited on the east side. Find pockets to create public spaces in all neighborhoods.
- Developments are too cookie cutter (Riverbend is turned away from the River). Guiding principles should emphasize transparency. Expand noticing. Design should orient towards the river.
- M-Group is approving projects without requiring runoff analysis. maximum flood analysis that uses leading edge science and modeling. no more MGroup skipping run-off analysis, which puts everyone at risk of being kicked out of FEMA flood insurance program (because runoff must notice 12 inch cumulative per FEMA).
- Collaboration is key and community needs real buy in. Add in language regarding collaborative government.
- Nowhere in our values/pillars principles are we focused on our natural systems and how we will work with those natural systems.

## Rooms 4 & 5: Areas of Discussion

Community members were invited to complete a poll to indicate how much change they would like to see in sixteen “areas of discussion” and four areas identified in the 5th cycle Housing Element as potential areas for Urban Growth Boundary (UGB) expansion. The poll also invited participants to identify “What other types of improvements would you like to see in this area?” In Rooms 4 and 5, recorders also captured participants’ comments on an online “Miro” Board.

Below are the Miro Board comments as well as the survey tallies for each “area of discussion” and potential area for UGB expansion. The responses to “What other types of improvements would you like to see in this area?” are unedited comments taken directly from the survey results and are sorted by topic: Environment, Housing, Land Use & Urban Design, Transportation, and Community Services & Infrastructure.

# Miro Board Comments

## Areas of Discussion North - Room 4

Visit the following link to [www.menti.com](http://www.menti.com)  
take an interactive poll: Code: 49 74 35



## Areas of Discussion North - Room 4

Visit the following link to [www.menti.com](http://www.menti.com)  
take an interactive poll: Code: 49 74 35



### General Comments/Questions

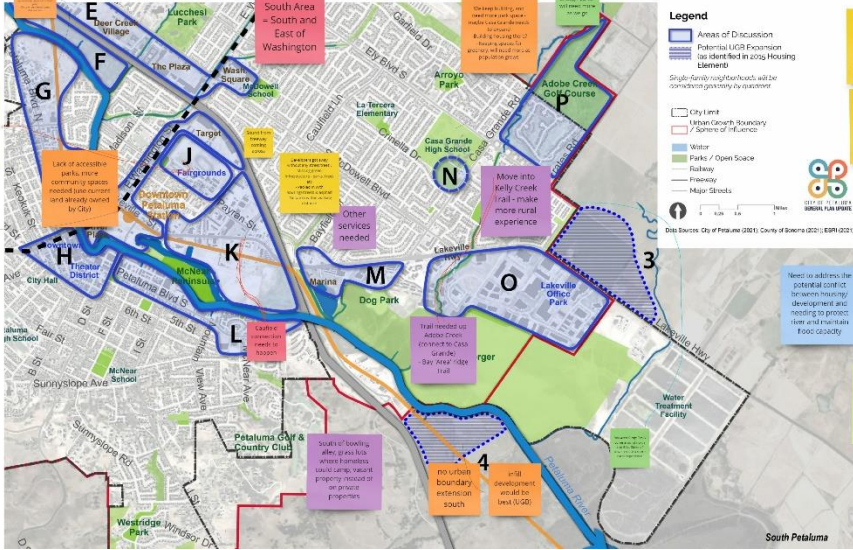
- Would like to see more pedestrian-oriented community (Brody, Gati Property, Corona and MacDowell, NE of rail station); El Corona Plan; 30 years ago, requested shopping center, walk to Junior high school and Junior college.
- Area A in the future: if there is going to be a rail station, how do you see change? Jobs manufacturing and high-end housing.
- Northern area of tidal slough is environmentally sensitive: habitat, wildlife corridor, and flood mitigation.
- No to expanding the urban growth boundary, esp. in the northern area.
- In last GP there was little attention paid to the environment.
- Chat: I would like to see improved bicycle facilities along North McDowell from Old Redwood Highway to East Washington, such as a bike path separated from the roadway. Reducing the speed limit along this stretch would also enhance the pedestrian and bicycle experience.
- Repurposing buildings and rezoning to provide more housing.
- Walkability so important and linked to health outcomes.
- Where could we see parks in midtown: across from Hampton Inn and Fairgrounds.
- River bend property has been approved, but there is a flood risk here.
- Rails and raised sidewalks in downtown was in response to flooding.
- We are divided by 101, train tracks
- Area F: Safe walkable paths to open spaces: I have to walk 25-30 minutes to get to a park with my kid; there are 3 private parks that I can't access.
- CHAT: yes, that lot on Jess St is blight.. a vacant lot, yet it is zoned as a park.
- CHAT: sidewalks on pet Blvd (there are none); improve it, make it a proper looking park
- CHAT: Payran is dangerous and loud with speeders, people have cut down the trees in the bulbouts.
- CHAT: Street design and traffic management needs a rehaul
- Nature-oriented development; VMT problem in the City, we need to focus on the priority areas where we already have infrastructure, rather than expanding/sprawling the City outward; make our city more compact and stack services
- Need to maintain riparian corridors to mitigate flooding and prevent development here.
- Deer creek: example of a creek being day-lighted; important recreational area
- Area C: is outside of the urban growth boundary, but within sphere of influence: should this be annexed?
- How to slow down/ mitigate traffic to address cross-through issues
- We need to change our thinking with how we design streets: people respond when there are more green spaces/areas and bumpouts
- Stencils on the road to create visual signals for slowing down traffic
- How do we transform a suburban area so that here is a sense of place, walkability/bikeability is prioritized. Meet our carbon neutral goals.
- Electric vehicles are a good option for those of us that can't bike; new modes of transit free up parking lots and other infrastructure that serves cars
- Boise, Idaho also has a river running through it and is a precedent for a green belt and a recreational amenity; currently the river doesn't feel safe
- Past City economic analysis suggested that businesses face the river, so it is conceived of as an asset
- CHAT: also, there's a concentration of low-income and support housing at Payran and pet Blvd. there are 5 within 1 block radius of intersection restaurants go under because of demographics, we need more upscale development, improved aesthetics plus walkability... again, no sidewalks and dangerous super-fast traffic are a problem.
- CHAT: All new playgrounds should be made with green materials (not toxic recycled tires, but truly green) and they can be located in parks and open nature places to increase attendance in these areas and they will need lots of shade.
- CHAT: cedar grove was an indian trade post. that, per. graton tribe, is to be kept buried over and not developed on, indian "assets" on a small section of the total acreage, John barella bought the land with plans for development drawn out, many homes.

# Areas of Discussion South - Room 5

Visit the following link to [www.menti.com](http://www.menti.com)  
take an interactive poll: CODE: 53207011



Some parks are covered by the City, leased for \$1 to the Fair Grounds (State or local).  
 Why do some Fairgrounds have a water? ...  
 Lack of recreation parks, more community spaces needed (amenities and already owned by City)  
 Other services needed  
 Move into Kelly Creek trail - make more rural experience  
 Need to address the potential conflict between housing development and existing agriculture. Food Glorious  
 Need a better long-term vision for development + project review  
 Other parks need a good walking distance there are trails, bike ones, but need more public facilities.  
 Parks are lacking in mid town - There are open spaces that could become parks  
 Kennelworth park is not great and is not in good condition  
 Need to start discussions, had talking on City for other districts  
 Don't reduce the footprint - keep the life space  
 Fairgrounds clearing noise - pollution/traffic pollution  
 Need to address the potential conflict between housing development and existing agriculture. Food Glorious  
 Need a better long-term vision for development + project review  
 Other parks need a good walking distance there are trails, bike ones, but need more public facilities.

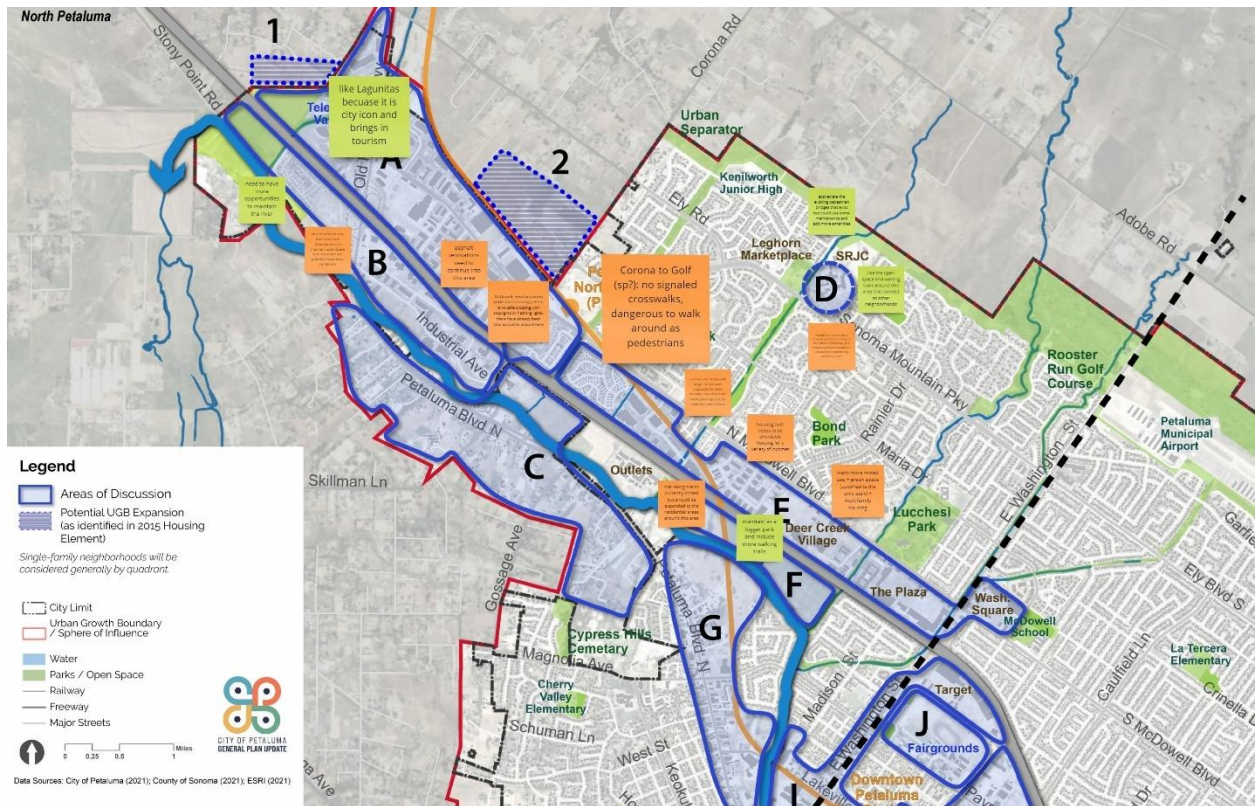


Need to prioritize connections  
 Need more facilities like Lynch Creek want to be able to walk and utilize natural resources  
 Some areas have good connections, some are in good sidewalks, some are not good for our health  
 Walking on East Washington is no fun  
 Need to address the potential conflict between housing development and existing agriculture. Food Glorious  
 Need a better long-term vision for development + project review  
 Other parks need a good walking distance there are trails, bike ones, but need more public facilities.

### General Comments/Questions/Chat

- Sorry, can't really see the maps that well, don't feel I have enough info/insight to answer the Menti questions.
- Apparently you can hear me talk, tech issues or something. How is the community supposed to have trust in the City when the City Council says it will not be discussed, and then it is being discussed, without having a public notice about the fairgrounds discussion. Trust is important and they are losing it by slipping this discussion in without notice
- I'm changing from room to room to see if I can better glean how to use this meeting. So many links. Not possible to go to all the links and also hear about what is being said in each breakout room.
- NO development of any land infrastructure area of map. It is flood hazard land
- Mike Healy and Dave King got their developer buddies priority seat at table to control what happens to Fairgrounds
- Kevin McDonnell needs to step up, he and Dave King are on Fairgrounds committee for years, with no disburse.
- Don't believe the BS, developers are the priority, otherwise they wouldn't keep it secret, keep delaying it.
- I think there needs to be robust discussion about TRANSPARENCY.
- CalFed collector needs to have multi-transit
- It sounds great, gotta love the Race Track
- Trail system needs to be connected
- What is currently in the "N" area?
- I would like to see the fairgrounds stay and be enhanced and continually utilized.
- Different types of needs is met with Fairground
- Is the Adobe Creek golf course out of business?
- What is the drive for the potential expanded ugb boundary?
- there is so much to say about all of these locations, river protection is key, making walking paths along the river is important, preserving the wetlands and the health of the river should be the first consideration for all future development
- I hope Petaluma will become a hub in support of local agriculture. Our farms need places to process crops in order to achieve the value increased by processing and shelf life that creates income year round rather just seasonally. Eat local food - it tastes better and it maintains our beautiful countryside. But the farmers need our support ... so they can continue to feed us, and make a living doing it.
- How are our voices going to impact the changes in these areas?
- yes, how are we going to be impactful in shaping the future of our town, the M group often presents plans fully developed without the option to adapt with by-in by the public.
- this is helpful, thank you, perhaps add this to the petaluma newsletters to help spread the word. :)
- Roads - does this impact any of the funds to that? Conditions are deteriorating - Fresno is better than here
- Major concern, road slurry not fixing the problem and safety is an issue
- Ability to walk in other areas such as CVS on East Washington, same with Target. Direct correlation between obesity and walkability
- Considering pandemic realities - Petaluma has implemented some innovative and relatively user friendly means for public engagement. (I grant this is not ideal - but you're really worked to engage folks). Thanks very much!
- Environmental aspects go out the window with SMAR and disconnect with SMUD - projects getting approved that don't meet mitigation measures

# Spanish Miro Board Comments



## Áreas de discusión del Norte

Responda a la encuesta interactiva para proporcionar información visitando este sitio:

[www.menti.com](http://www.menti.com)

Code: 7325 1117

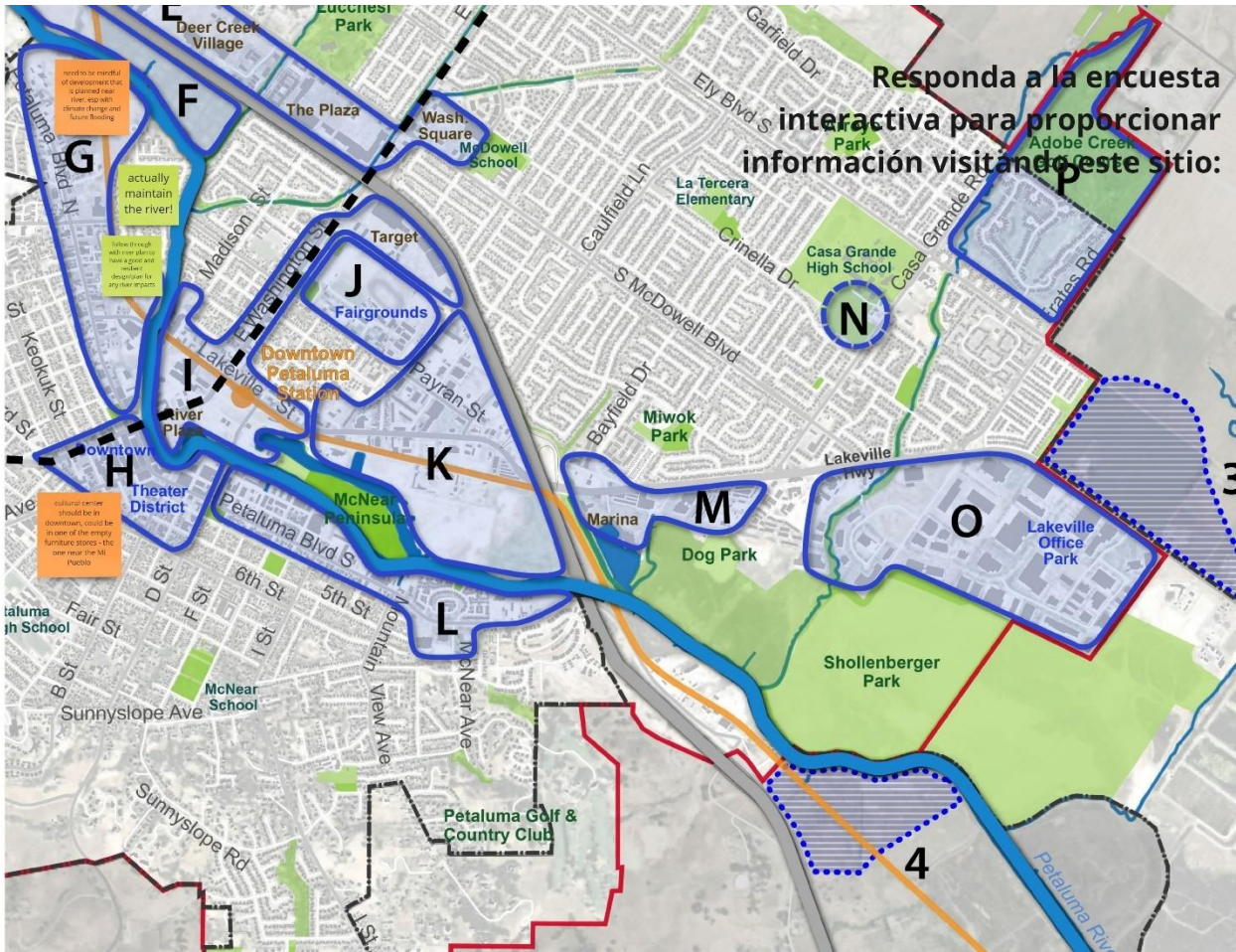


### General Comments/Questions

- Completamente de acuerdo con el comentario. Si sería posible hacer algo al respecto no hay un lugar para poder cruzar yo en lo personal me e dado cuenta que no hay un lugar designado para los peatones para poder cruzar
- También las rentas están bastante altas muy costosas para la comunidad de Petaluma yo pienso que estaría bien que estaría bien que consideraran esto.

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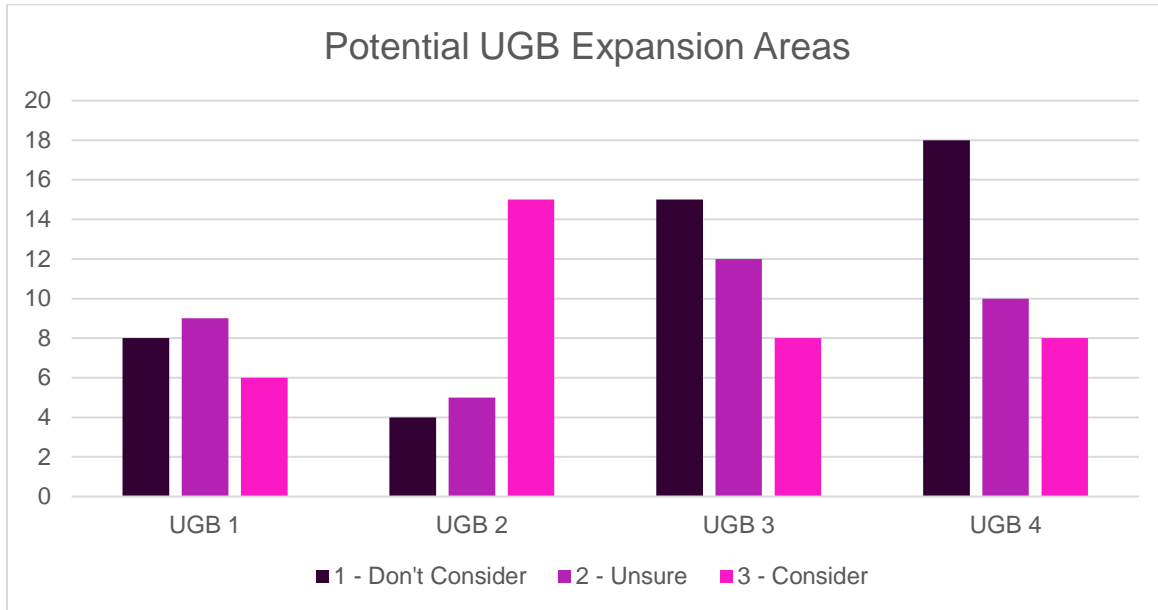
Responda a la encuesta interactiva para proporcionar información visitando este sitio:

## General Comments/Questions

- Me encanta la idea de un centro comunitario cultural! En SRJC tenemos un Centro Intercultural- habría más oportunidades para colaborar
- latinx community invested in this city and want to have space for future latinx generations
- there are many aspects we need to consider in planning
  - such as the trails along the river and creeks in east side need maintenance
- there has been less maintenance of the river and if we are thinking in the long term, need to have a long term plan for the maintenance of the river
- dia de los muertos celebration and other similar events are always searching for a space and need a stable center that can provide space for these types of uses
- definite no to any casino development

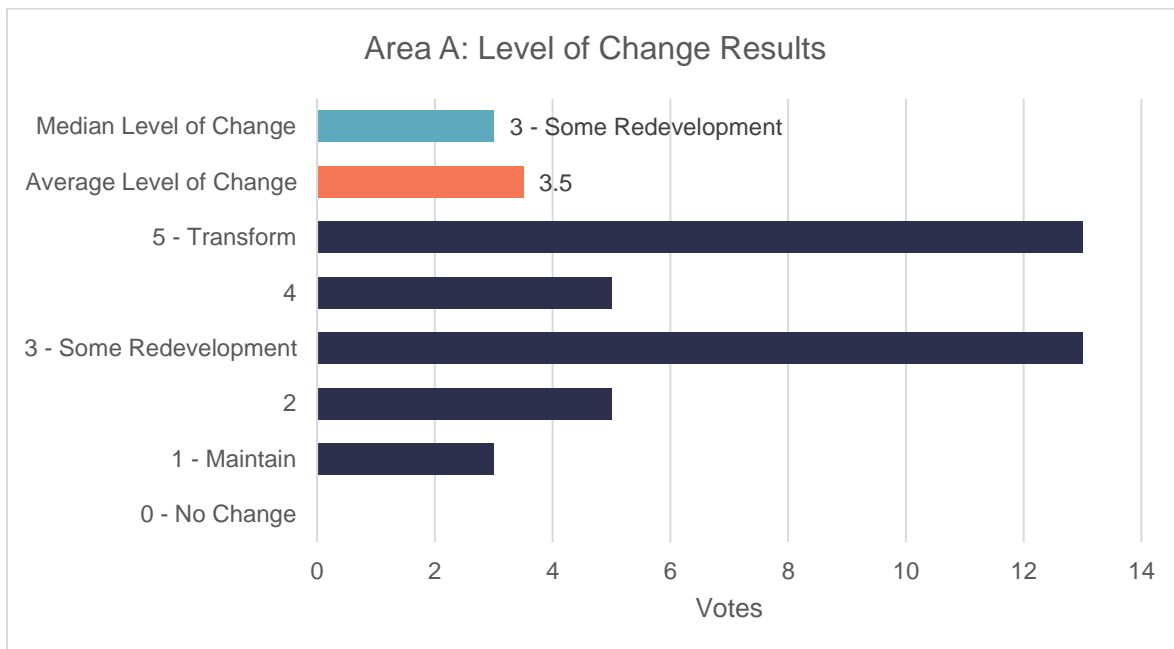


## Potential Urban Growth Boundary (UGB) Expansion Areas

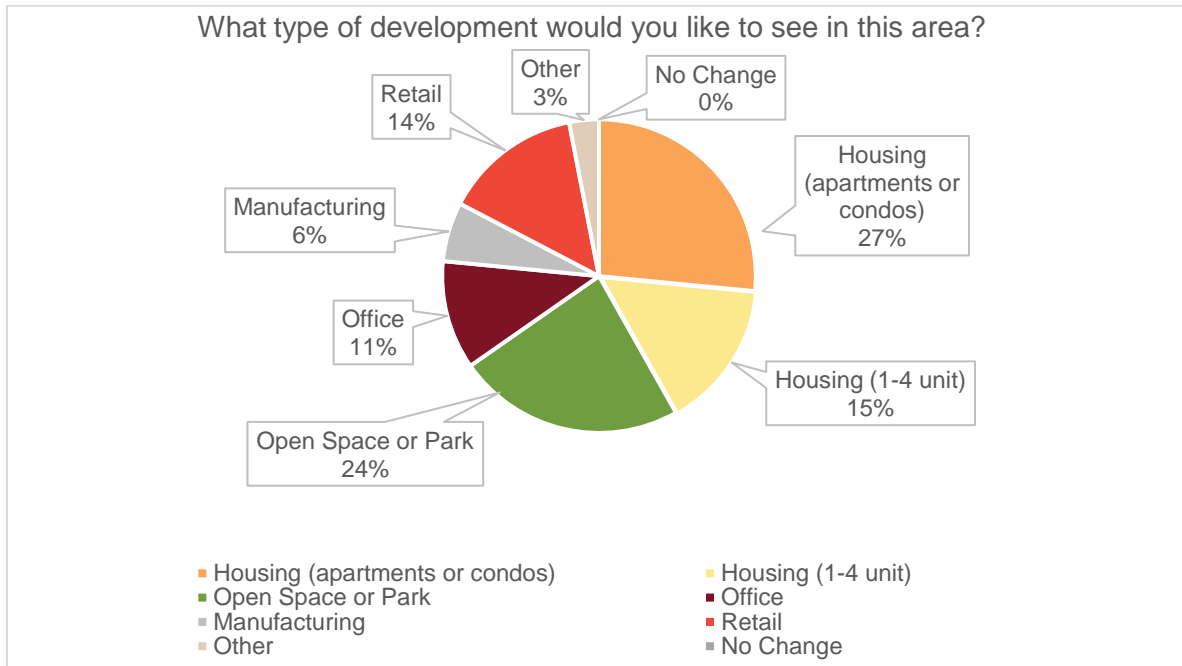


## Area A

### What level of change would you like to see in this area?



## What type of development would you like to see in this area?



## What other types of improvements would you like to see in this area?

<p>Environment (Includes habitat protection, trails, open space, urban forestry)</p> <ul style="list-style-type: none"> <li>• North Petaluma River Parkway</li> <li>• Be aware of the river and possible flooding</li> <li>• The area north of Payran Avenue to outside city limits should not further develop and open space and grassland should be acquired and conserved as natural open space. No add'l development near the Brody subdivisoin, just the Corona station/dev</li> <li>• restore riparian environment, implement resilient landscaping</li> <li>• NO Warm Springs development - too sensitive - habitat.</li> <li>• open space of all the flood parcels near river, above flood wall</li> <li>• A wildlife corridor connects the western Petaluma area of Paula Lane over to Jessie Lane and across Petaluma Blvd North - incl Corona area and open grassland north of Corona - No added residential or commercial dev</li> <li>• We need to take deep, aggressively respect, honor and protect our River and its Heritage Oak Forest. Do not allow developers to channelize the last remaining wold segment of the river.</li> <li>• More parks, open spaces, trees and environmental preserves.</li> <li>• Open space</li> <li>• Greenbelt along the rail</li> <li>• multimodal river path</li> <li>• Tree plantings for shade on all major boulevards. Create pedestrian areas with shade and vegetation in strip malls and other areas with large parking lots.</li> </ul>
Housing

- higher density housing with retail, office and some small manufacturing could be an excellent option
- This is the only space that makes sense to add housing. Its a sleepy area of the city that has underutilized retail spaces.
- Density should be in the 1-4 unit size.
- some housing - some commerical - some manufacturing

#### Land Use & Urban Design

- SMART train station multi-use, public participatory land use. Make a must see destination for the second train station.
- Create a walkable, bikeable, high density TOD around the Petaluma North SMART station.
- Make this into a vibrant, walkable hub around the Corona SMART Station, with restaurants, shopping, offices, apartments, community gardens, public parks and playgrounds, and a greenbelt that connects to the river and downtown with bike/walking paths
- Retail should NOT be in the form of strip malls. Retail similar to downtown is best.
- Transform from commercial-industrial ghetto to a complete neighborhood
- alter, break up the antiquated office parks and shopping malls
- The slaughterhouse operation on Petaluma Blvd north and the auction yard should discontinue ops. Slaughterhouse property could be redev for housing.
- convert unused office space to mixed use
- I would like to see cannabis storefront retail dispensaries available for adult use and medical use.
- more pedestrian friendly, mixed use
- no extending of urban growth boundary

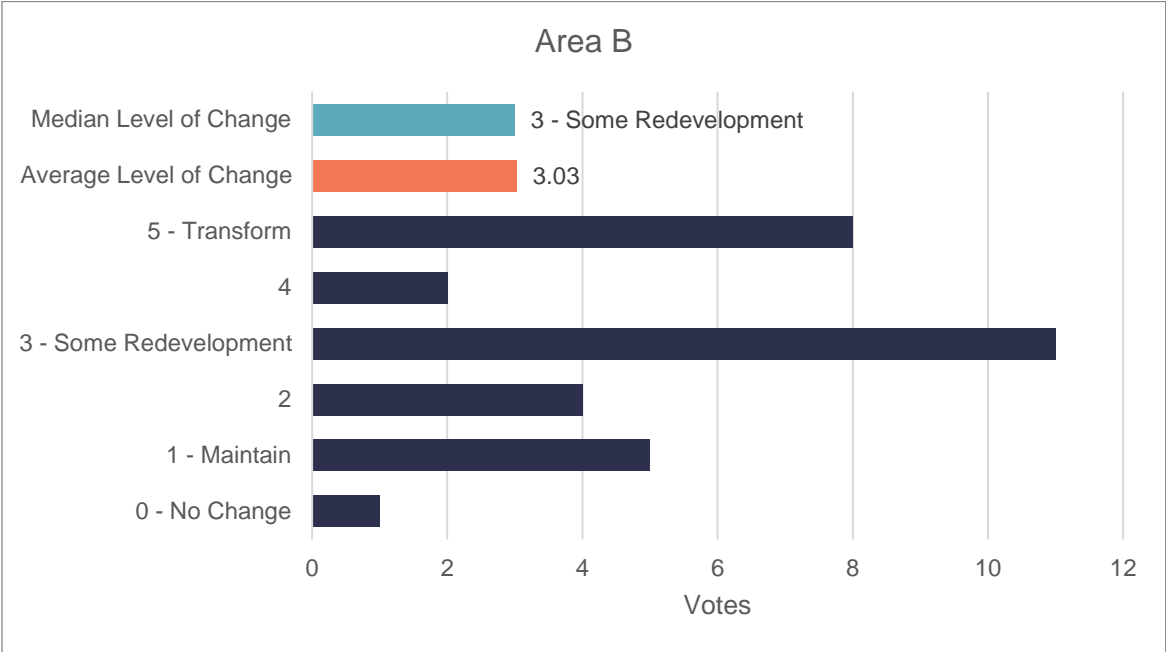
#### Transportation (includes public transit, bike/pedestrian infrastructure, traffic)

- better bus routes
- Better accessibility for alternative modes of transit.
- Increase transit service to 15 minutes.
- make the current Rainer crossing work for multiple types of non car transit
- slow traffic, preserve and add medians to pet blvd North but maintain them with vegetation to make pretty.
- Extreme creativity as guiding principle.... make CORONA OVERPASS the second Clty Center - both east and west sides as dual anchors. either side have bike/ped connectivity built in (river path on west; train path on east).
- make corona overpass expand (already on to-do list) for cars, bike, and ped with trees. something amazing (we already are going to re-do it)
- safety for bikes and pedestrians
- multi use path connectors
- Majorly improve Pet Blvd North -- it's bad. Many bike ways for across town and and out of Petaluma to north and south.
- Sidewalks not up against McDowell
- More parks walking paths bike paths
- safe pleasant bike/pedestrian infrastructure so that residents can access most of there needs without a car
- Bike pedestrian paths
- Add a safe, wide, clean bike lane or facility on N. McDowell.

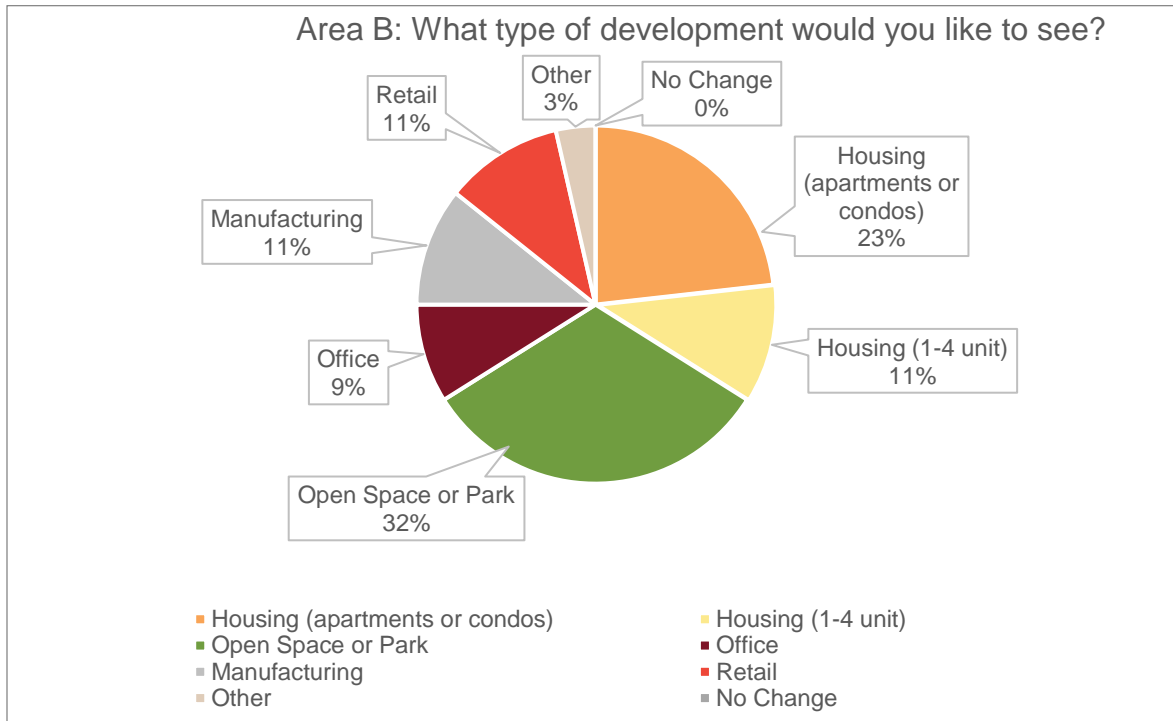
- Complete sidewalks, complete protected bike paths, more trees!
- Community services, facilities, & infrastructure
- This needs to be a hub where local residents can meet most of their needs without needing to travel to other parts of the city.
  - community gathering places
  - There should be plans to address the unsheltered in our community be it emergency transitional shelters or permanent supportive housing.
  - Broadband expansion, fiber install dig once policy to bridge digital divide and reliable internet.

## Area B

### What level of change would you like to see in this area?



## What type of development would you like to see in this area?



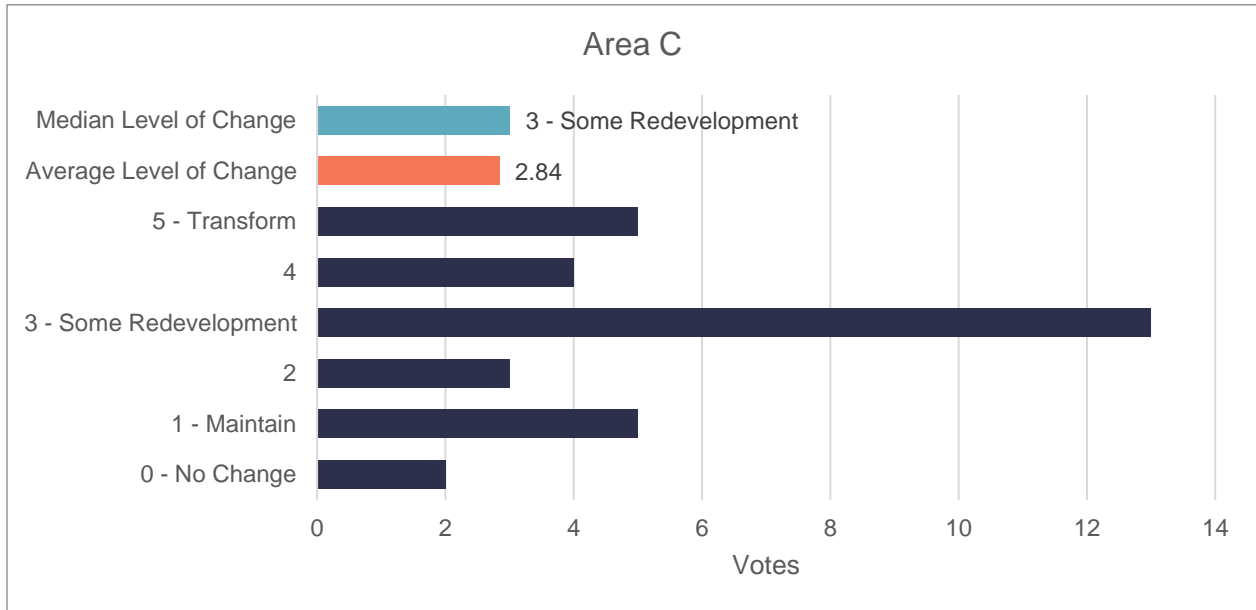
## What other types of improvements would you like to see in this area?

Environment
<ul style="list-style-type: none"> <li>• North Petaluma River Park</li> <li>• maintain this area of beauty with the current trees and open spaces.</li> <li>• Be aware of flooding possibilities</li> <li>• We must think about this area as environmentally sensitive and likely developed inappropriately.</li> <li>• Protect the river. Cherish the river. Develop public access (trails) that also serve to protect the natural riparian corridor. Restore and enhance the riparian corridor.</li> <li>• I forget if A or B had the river - need restoration of riparian environment and a multiuse trail, climate resilient landscaping with tree canopy</li> <li>• More parks, open spaces, trees and environmental preserves.</li> <li>• Park and open space</li> <li>• More parks and paths along the river</li> <li>• This should be protected and restored as valuable floodplain open space. Let the river overbank here to protect historic downtown, provide habitat, and allow groundwater recharge. Create a complete River Park that extends all the way to Shollenberger</li> <li>• Park</li> <li>• The Petaluma River is polluted, Let's clean it up by reducing runoff of pesticides, manure, trash, etc.</li> <li>• If there is open and green space - keep it - this area is very sensitive and the City govt has never understood this.</li> </ul>
Housing

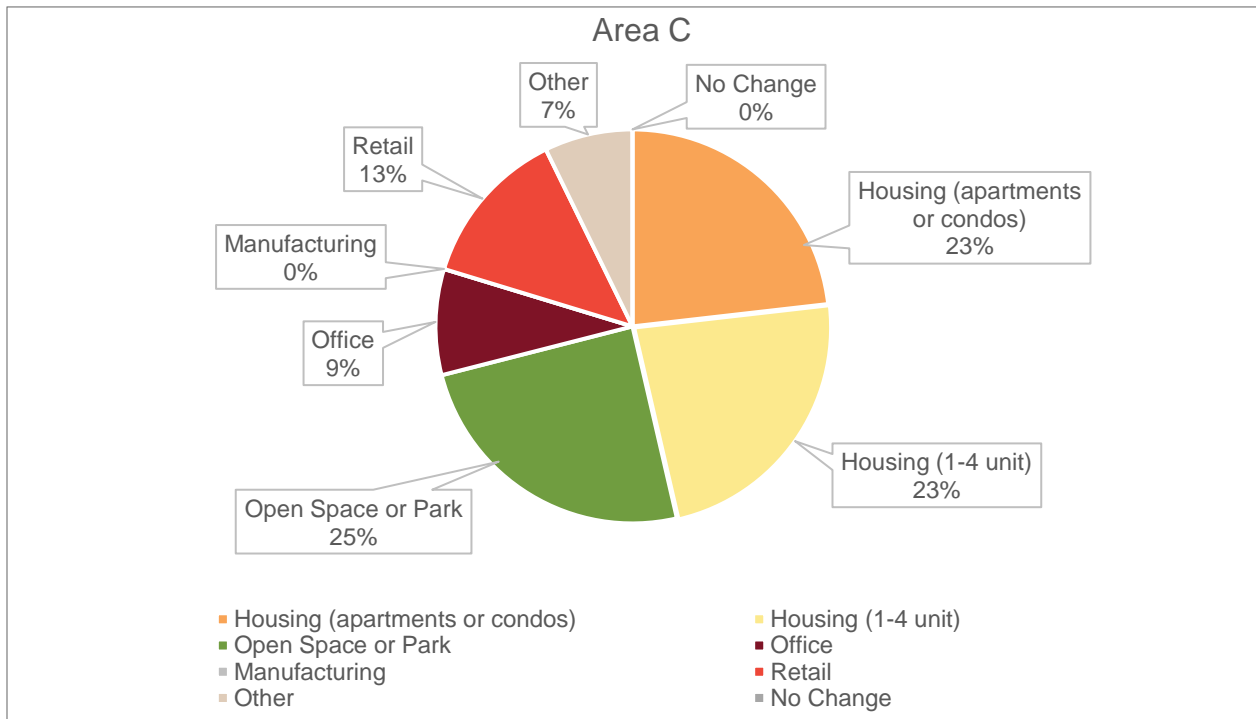
<ul style="list-style-type: none"> <li>• I think putting some medium density housing near the roads and creating parks to preserve all the remaining open spaces would be good.</li> <li>• increase density</li> </ul>
<b>Land Use</b> <ul style="list-style-type: none"> <li>• denser development, horizontal mixing of uses so that those who work in the retail/restaurant commercial areas can walk to work.</li> <li>• keep industrial a focus</li> <li>• I would like cannabis storefront retail dispensaries open for adult use and medical use.</li> <li>• There is a lot of manufacturing jobs in this area. We should enhance the commercial opportunities so people can work local.</li> <li>• TOD with easy access to the Smart Train on foot or bicycle</li> <li>• No development here....a big mess, needs to be redesigned.</li> <li>• Flood concerns always present in this area. Same considerations as Area 1. Leave development as it is and do not expand. Redevelop existing areas only for mixed use appropriate.</li> <li>• Existing neighborhoods should have rezoning for mixed use development to enhance neighborhood and amenities that already exist.</li> <li>• Again, flooding concerns are always present in this area. So rezoning - mixed use for residential areas and redevelop existing already developed, poorly planned areas already.</li> </ul>
<b>Transportation</b> <ul style="list-style-type: none"> <li>• multi-use paths for bike/ped</li> <li>• Walking path connectivity</li> <li>• Improved cycling infrastructure</li> <li>• Create a path system along the river for cleaner modes of transportation - walking, biking, and electric golf carts.</li> </ul>
<b>Community services, facilities &amp; infrastructure</b> <ul style="list-style-type: none"> <li>• Broadband expansion, fiber install dig once policy to bridge digital divide and reliable internet.</li> <li>• There should be plans to address the unsheltered in our community be it emergency transitional shelters or permanent supportive housing.</li> <li>• Progress</li> </ul>

## Area C

### What level of change would you like to see in this area?



### What type of development would you like to see in this area?



## What other types of improvements would you like to see in this area?

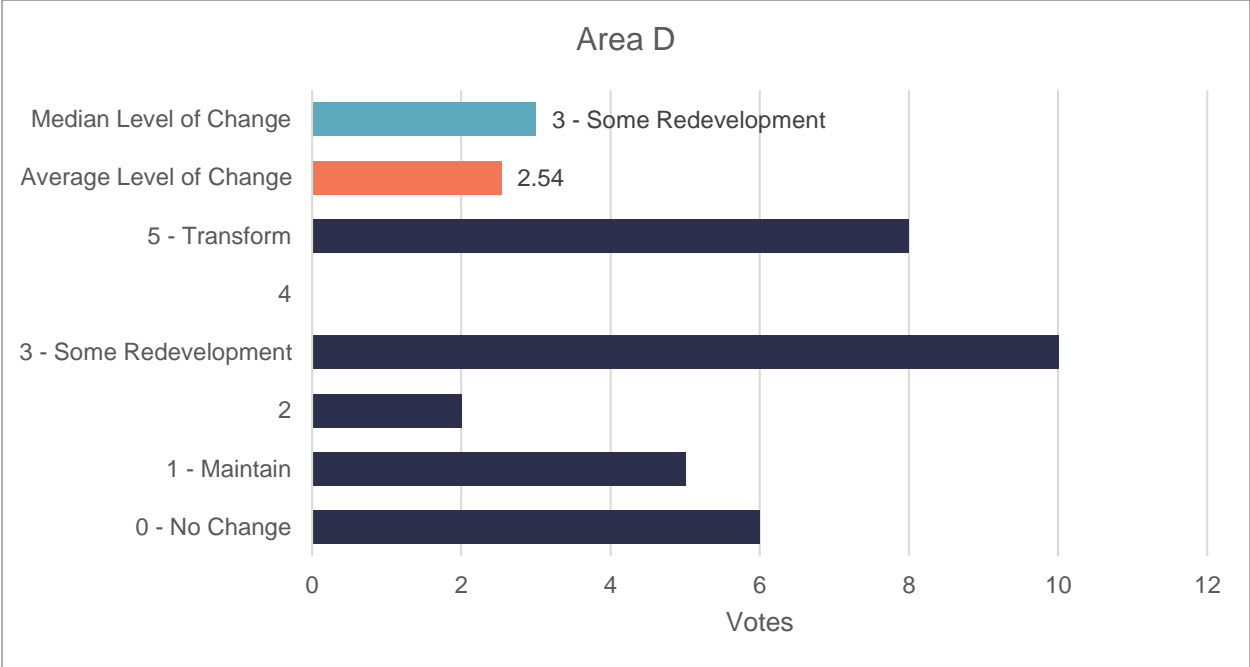
<p>Environment</p> <ul style="list-style-type: none"> <li>• Keeping and enhancing the large trees</li> <li>• walking paths</li> <li>• Protect the river and require a substantial setback of any development so that it can overbank as necessary during heavy rains to protect downtown. Create a wildlife corridor and park for everyone to enjoy.</li> <li>• progress, landscaping, proper tree pruning, improve canopy</li> <li>• Open space and parks</li> <li>• There is a river in this area that is completely hidden and devalued. Connect the park along the river near the auto center with downtown. Beware of flooding.</li> <li>• Multiuse river trail with riparian restoration and climate resilient mitigation to manage flooding.</li> <li>• Afraid of flooding - especially with hard surfaces replacing dirt</li> </ul>
<p>Housing</p> <ul style="list-style-type: none"> <li>• missing middle housing, and retail (that support each other)</li> <li>• increase residential density</li> <li>• This area make more sense for additional housing than the downtown or lakeville area.</li> <li>• Putting medium density housing on existing lots would be good. I would preserve any agricultural land that currently exists there.</li> </ul>
<p>Land Use</p> <ul style="list-style-type: none"> <li>• NO improvements - redevelopment okay on existing developed parcels - but no additional development at all - The housing development end of Elm on Magnolia should never have been approved - it blankets over what was open space with wetlands – terrible</li> <li>• This is not an area for improvement -- open space and green space - the last General Plan was dismal for environmental protection</li> <li>• Create a new vibrant, walkable center at Petaluma Blvd and Payran. Build affordable houses with real sidewalks and bike lanes and buses to schools.</li> <li>• This is more of a transition area and connected to the rural area. The area wildlife desperately try and continue to live in the cemetery and the general area. There might be a few parcels that could be redeveloped for duplexes and affordable house.</li> <li>• Foster pedestrian-friendly improvements and higher density development that can support transit on this corridor.</li> <li>• Higher density mixed retail and housing in the southern end of the area but keeping the rural feel in the northern end.</li> <li>• This is a gateway from the north. We need to enhance this area - which includes major upgrades to Corona - including bike and pedestrian opportunities to cross town</li> <li>• The East side of Petaluma Blvd North is Perfect area of change.</li> <li>• Some kind of retail businesses so people don't have to *drive* elsewhere in town for basic groceries and home needs.</li> <li>• Develop strategies for maintaining the historic character of the older neighborhoods while at the same time increasing the density and numbers of housing units on each existing single family lot.</li> <li>• NO additional development in this area. This is where I live and I know it well, especially the environment. City of Petaluma is clueless about this area.</li> <li>• There are some areas of this section that are run down. Improvements to these areas without increasing density is what needs to be done.</li> </ul>



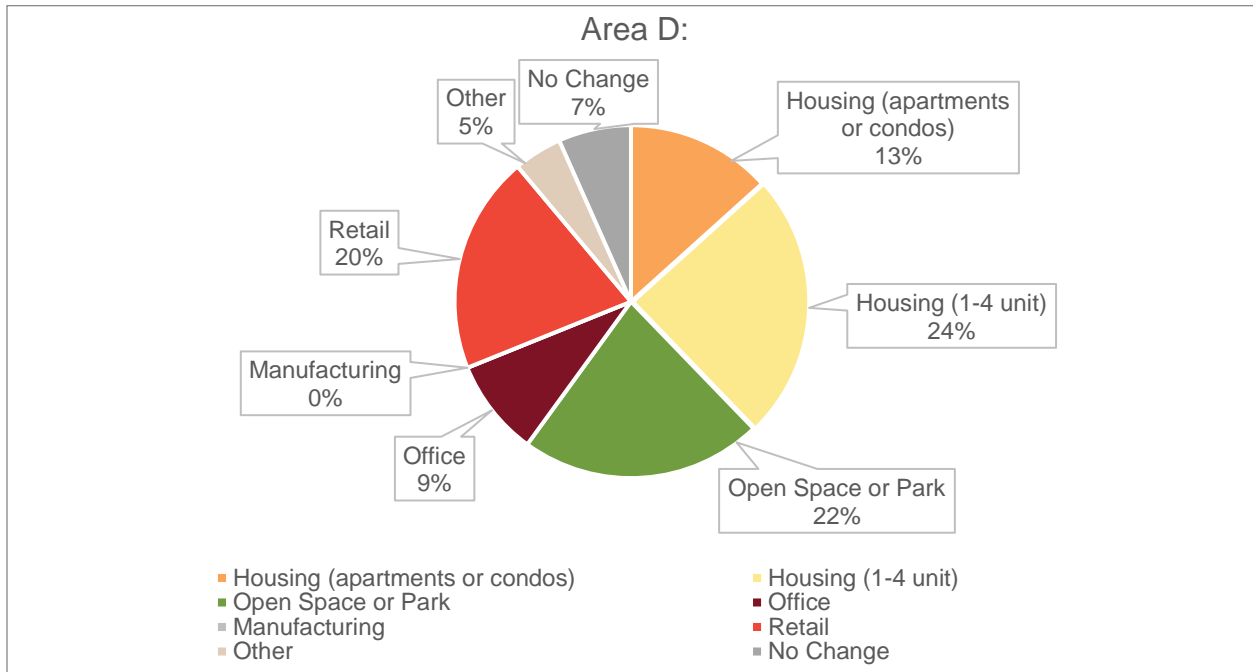
<ul style="list-style-type: none"> <li>• This area is varied in use. There is some ability for park and open space by the creek as well as being a northern gateway to downtown by intensifying and mixing uses.</li> <li>• office</li> </ul>
<b>Transportation</b> <ul style="list-style-type: none"> <li>• Turn Petaluma Boulevard into a beautiful connector with only half for cars, The other half should be dedicated to bikes, trollies, and electric golf carts so that it is a fun and beautiful way to move across town.</li> <li>• PLEASE add a bike lane or dedicated pathway to allow bicycling as a safe form of travel on Petaluma Blvd.</li> <li>• Better non car transportation options. Sidewalks, bike lanes, paths, more bus routes.</li> <li>• class 4 cycle track (protected bike lane)</li> <li>• Safe and pleasant bike and walking paths that connect to downtown , East Petaluma, and the Smart Train</li> <li>• Better bike pathways would be nice.</li> <li>• Create safe and pleasant environment for biking and pedestrians</li> <li>• multi use paths, Class 4 cycle tracks on Pet Blvd</li> <li>• Need to slow/calm traffic by road diets and small scale land uses.</li> </ul>
<b>Community services, facilities &amp; infrastructure</b> <ul style="list-style-type: none"> <li>• Broadband expansion, fiber install dig once policy to bridge digital divide and reliable internet.</li> <li>• There should be plans to address the unsheltered in our community be it emergency transitional shelters or permanent supportive housing.</li> </ul>

## Area D

### What level of change would you like to see in this area?



## What type of development would you like to see in this area?



## What other types of improvements would you like to see in this area?

Environment
<ul style="list-style-type: none"> <li>• Small parks should be added throughout the area to create spaces to bring in "nature" and create pockets for wildlife.</li> <li>• We need a parks master planning process to identify and integrate parks development, management and to implement a climate resilience strategy, tree canopy and equitable access to parks.</li> <li>• Remove all lawns and help people redevelop their landscapes properly.</li> <li>• The green space in this area is great. Various pathways for peds and cyclists abound, including some fun dirt trails. This area has a lot of good outdoor character. If anything is done.. keep it outdoorsy!</li> </ul>
Housing
<ul style="list-style-type: none"> <li>• increase density</li> <li>• Leghorn - housing could be built above some of the retail space. Plaza's could be built...maybe a small amphitheater for music/other performances. "Better" retail would draw locals.</li> </ul>
Land Use
<ul style="list-style-type: none"> <li>• Mixed use</li> <li>• This area already has parks that are nicer than any others in town and there is not any more room to add houses. No new development should happen.</li> <li>• JC area should seem to be developed to the max.</li> <li>• This section is fairly built up and doesn't look like there is more room for development in this section.</li> <li>• This is an area for redevelopment - identify and keep ANY open space and parkland for the community. Change to mixed use zoning throughout - Incentives for individual property owners to redevelop single fam homes to 1-4 unit condos and duplexes.</li> </ul>

- Develop mixed use that leads to a more dense and yet more walkable, pedestrian oriented community.
- Improve the diversity of uses for better jobs-housing balance
- Area needs a town center where you can eat and drink and perhaps shop without a view of a parking lot.
- Don't know this area so well. One thing I always notice is that I don't see people outside. Create neighborhoods that encourage interacting with others.
- neighborhood retail, cafes, convenience stores.
- Create more neighborhood hubs so that everyone is within a 5-minute walk of basic conveniences like a corner store, cafe, and bus stop.
- Whatever you do, stop sprawl. Start getting amenities for each area, so that people can bike and walk.

**Transportation**

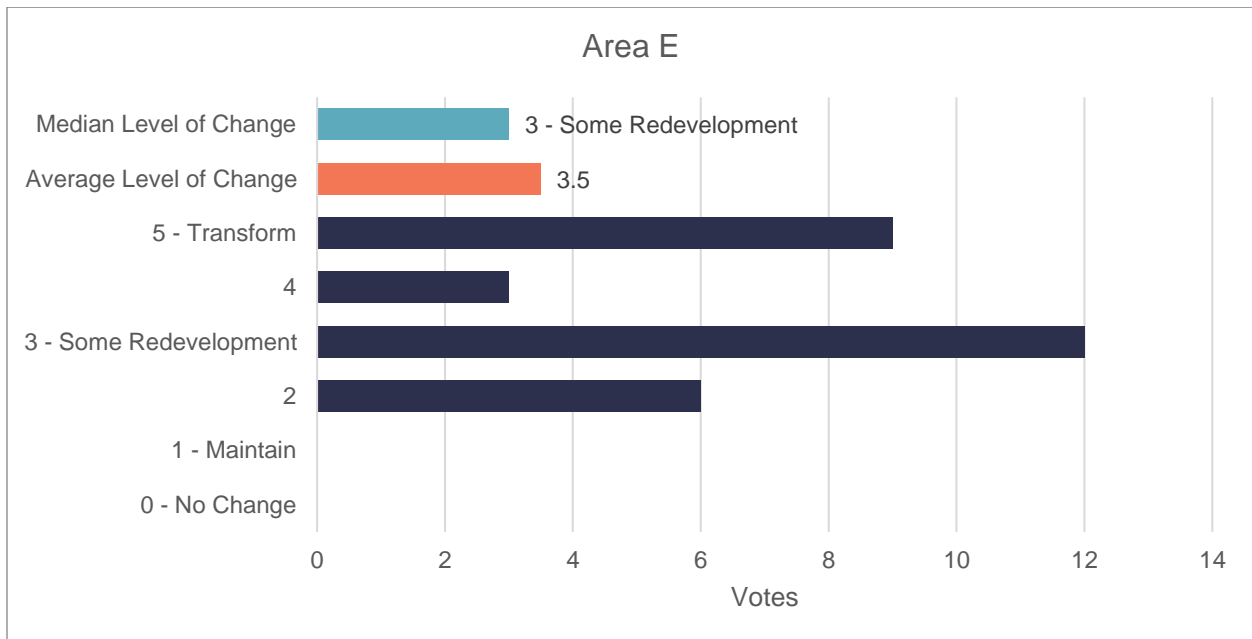
- Bike lanes and wider pedestrian multi-use paths/connectors
- Funnel cars towards the main roads. Increase bicycle safety and use on every street.
- Better/safer bike lanes.
- less cars, more people on foot/bikes
- Increase transit service. Improved bike facilities.

**Community services, facilities & infrastructure**

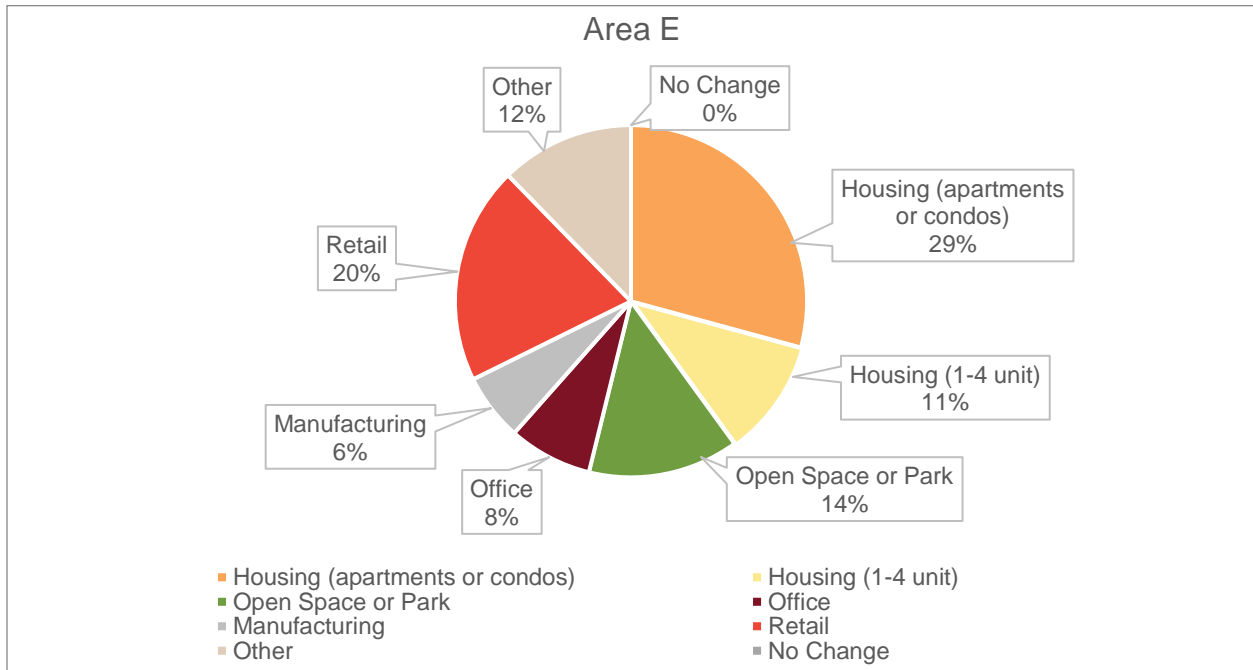
- There needs to be a central hub here for local residents, so that they don't need to get in a car for most of their basic needs.
- This part of town needs a 'gathering space'. Please consider Leghorn as an option. There is a shopping center in some decline - SRJC is nearby as tennis courts and parks. This could be transformed as a community 'meeting' place.
- Civic uses and interaction with the public could be increased here- making this a real neighborhood cultural center on the east side of the city.

## Area E

### What level of change would you like to see in this area?



## What type of development would you like to see in this area?



## What other types of improvements would you like to see in this area?

Environment
<ul style="list-style-type: none"> <li>• RIVER awareness, please</li> <li>• Desperately need more tree canopy.</li> <li>• More tree plantings for shade and amendments to make area more pedestrian and bike friendly.</li> <li>• Walkways and open space</li> </ul>
Housing
<ul style="list-style-type: none"> <li>• The Plaza, Deer Creek and Washington shopping centers need to be completely transformed into housing and neighborhood serving retail. The parking lots are empty even when full tenancy in the shopping centers.</li> <li>• More high density housing needs to be intermingled with the existing big box retail areas and industrial park buildings.</li> <li>• Take some of the obsolete shopping centers and remove and build housing.</li> <li>• Dense housing</li> <li>• Convert abandoned retail to housing, improve diversity of uses to create a complete neighborhood</li> <li>• High density housing and retail</li> <li>• Don't hide the mobile home parks---beautify them.</li> <li>• Inventive housing/mixed use within the antiquated shopping malls.</li> <li>• increase density</li> </ul>
Land Use
<ul style="list-style-type: none"> <li>• WE NEED URBAN DESIGN, Stop development by development. Start place-making, 15 minute city</li> </ul>

- Redevelopment of buildings like Kmart or commercial spaces downtown that have vacated permanently because of new business models post COVID. Use these for apartments or condos.
- The Washington St corridor should be mixed as it is.
- Transform into a mixed use, higher density neighborhood that compels you to want to go for a walk. Develop an extensive safe network of full access for bicycles and walking. Create jobs, retail and higher density housing.
- Need open space, art, locally owned (not strip mall) retail
- What can be done about these large ugly shopping areas? How can they become more pedestrian and bike friendly. Can areas be established within these centers that are not oriented to the parking lots.
- It's so ugly and unworkable/unbikeable! Turn the old Kmart shopping center into mixed use---apartments, retail that caters to the residents. Make it walkable and bikeable.
- This area needs beautification, walkability, and trees!!
- No more giant parking lots! They are ugly and not people friendly. The percentage of land dedicated to cars in this area is absurd. So much more could be done.
- Dense mixed use development near the planned train station.
- This could be a jewel of Petaluma's east side if it were redeveloped into a walkable pattern and could help meet RHNA goals.

#### Transportation

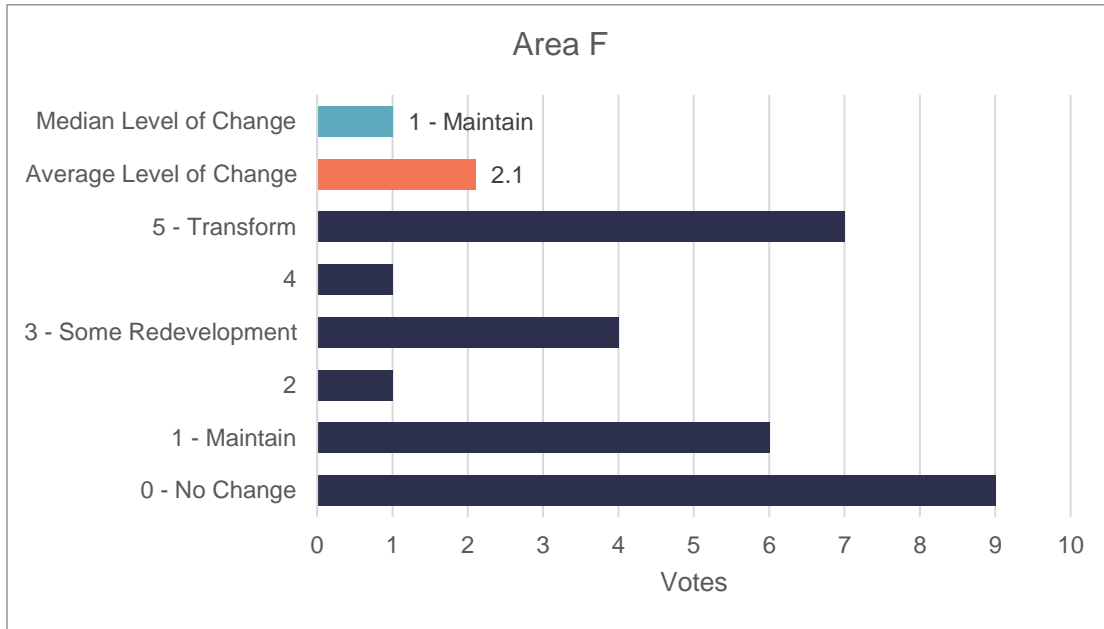
- Better cycling infrastructure is required along North McDowell, especially directly north of East Washington. The lovely infrastructure from South McDowell needs to be extended into North McDowell.
- Get the reiner connection done.
- Better non car transportation options. Sidewalks, bike lanes, paths, more bus routes.
- Create signalized and signposted Lynch Creek Train crossing at N. McDowell.
- We need to transform this into a walkable community, reducing traffic on McDowell so you can cross the street!
- Increasing bike and pedestrian safety along McDowell and crossing from east to west across the highway on Washington.

#### Community services, facilities & infrastructure

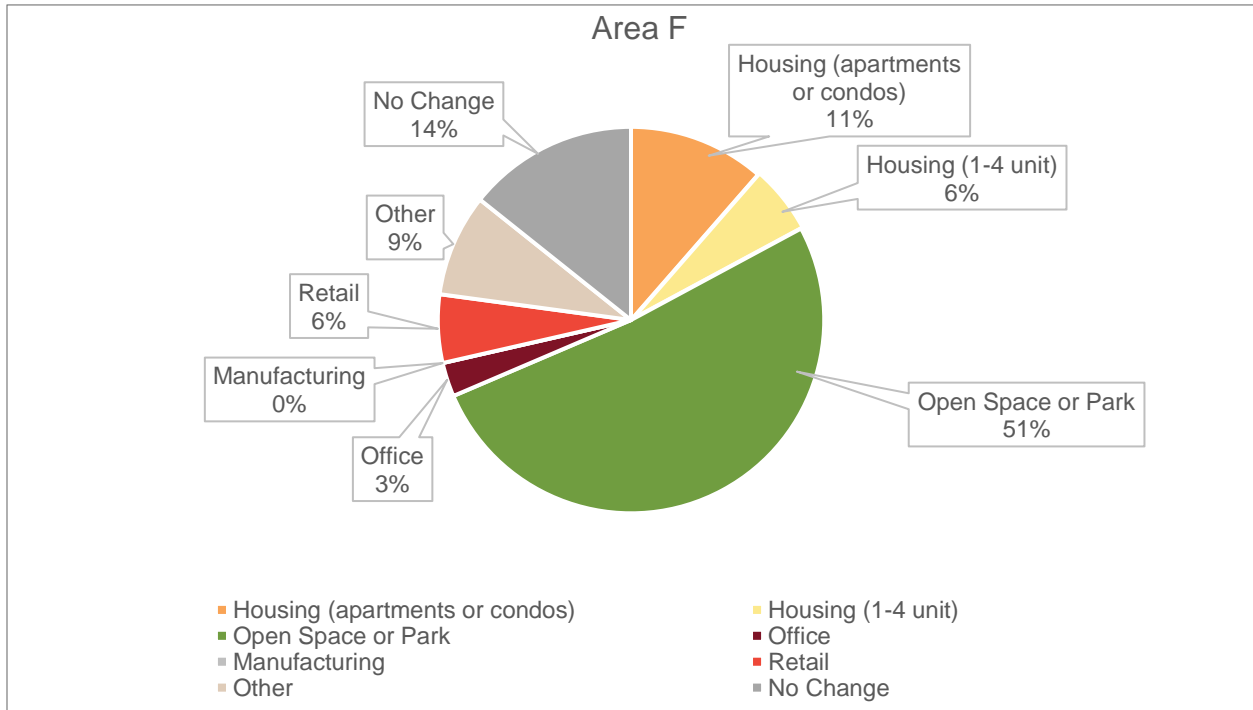
- "Broadband expansion, fiber install dig once policy to bridge digital divide and reliable internet.
- There should be plans to address the unsheltered in our community be it emergency transitional shelters or permanent supportive housing."
- Prioritize a name change from Lynch Creek Trail to a different non-traumatizing name for members of the BIPOC communities - to encourage new residents moving here and use of this trail by all members of the community. Create a memorial plaque for the John Lynch family to honor their contributions. Create ad hoc committee of BIPOC community members to help with a new name. If "Lynch Creek" can be renamed, do it.

## Area F

### What level of change would you like to see in this area?



### What type of development would you like to see in this area?



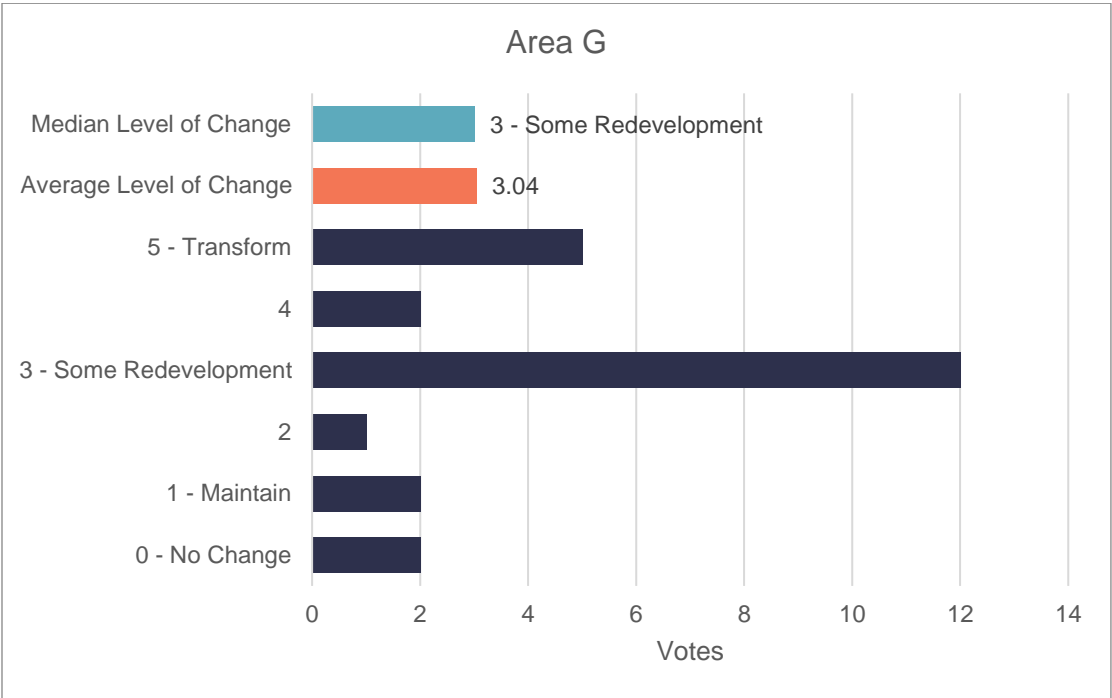
## What other types of improvements would you like to see in this area?

Environment
<ul style="list-style-type: none"> <li>• This is the perfect area for a future Upper Petaluma River Parkway- ideal for preservation for climate resiliency with extensive wetlands to protect downtown from flooding. This is the area to preserve, not develop!!</li> <li>• Get the heck out of flood areas</li> <li>• This is an area that should not be developed. The area is crucial wetland to ensure proper drainage and guard against flooding.</li> <li>• This needs to be part of a Central Park. Native trees should be planted near the freeway to reduce traffic noise and create habitat for the remaining wildlife in the Petaluma area.</li> <li>• Very concerned about flooding and there should be no more hard surfaces created in this sensitive area of Petaluma.</li> <li>• Protect and enhance the riparian corridor along the river. Add pedestrian trails in a way that enhance and restore the natural riparian habitat.</li> <li>• Preserve this very valuable and critical river habitat. Provide multimodal trail. Include coop bicycle repair supported by the city. Need MUCH safer biking through this area.</li> <li>• Ensure habitat values are enhanced, along with soil/storm water improvements</li> <li>• This area was farmland when I rode there recently. Farmland and green space (park) would be nice.</li> <li>• We need to leave this for flood mitigation</li> <li>• Parks and trees</li> <li>• This area is perfect to for creating River Parkway that supports public access with trails, nature educ. kiosks, etc. even as it provides precious riparian and upland habitat for wildlife.</li> <li>• A huge park with walking and biking paths following the river.</li> <li>• Let this be part of a contiguous river park. Let the river overbank when it needs to. Let wildlife find refuge. Let people use this and a key walking/biking/electric golf cart path across town.</li> <li>• Tree lined freeway, park</li> <li>• Tree lined, green walls</li> </ul>
Housing
<ul style="list-style-type: none"> <li>• n/a</li> </ul>
Land Use
<ul style="list-style-type: none"> <li>• No new development should occur here, except for park facilities.</li> <li>• Already commented - NO new development - conserve the area for open space, wildlife corridor, except where already developed - redeveloped to meet community needs - change to mixed use zoning throughout</li> <li>• Great location for apartments and retail</li> <li>• this is a cool area with gritty character and tons of potential. Inventive housing, adaptive reuse and light industrial uses should be encouraged.</li> <li>• Do not develop. Create as open space park. Invest in Lynch Creek Trail.</li> <li>• increase density</li> </ul>
Transportation
<ul style="list-style-type: none"> <li>• natural area, walking and biking connection from east to west. Could be a good location for a bike/ped overcrossing of 101</li> <li>• Crosstown connector with multi use paths should be built to access the river, new parks and open space, and connect east to west corridors</li> </ul>

<ul style="list-style-type: none"> <li>having a bike/ped thoroughfare along the SMART tracks (Transport Way area, near Lars Engines) would be amazing. And having this path connected to Lynch Creek and other pathways around town.</li> </ul>
Community services, facilities & infrastructure
<ul style="list-style-type: none"> <li>n/a</li> </ul>

## Area G

### What level of change would you like to see in this area?



### What other types of improvements would you like to see in this area?

Environment
<ul style="list-style-type: none"> <li>The remaining open area in the northeast should be part of a Central Park and the ecosystem restored as much as possible.</li> <li>This is a dangerous area as it is the Petaluma River side and if developed could cause serious flooding.</li> <li>Park space pedestrian paths trees</li> <li>Let the river be a part of a contiguous park with open space and walking/biking/golf cart paths.</li> </ul>
Housing
<ul style="list-style-type: none"> <li>Look at other small parcels for redeveloping for 1-4 units - affordable housing - if there is room on the parcel to have green space, a garden, do this for new residents who move here.</li> <li>Affordable housing would be close to Lucky for amenities - for sure redevelop that.</li> <li>High-density housing like townhomes.</li> <li>Some better housing utilization</li> <li>Apartments</li> </ul>
Land Use



- gateway development to downtown
- Design mixed use where people can walk everywhere for everything they need.
- Dense mixed use development and expanding the downtown area into the southern parts of the area.
- The south end of this area should be high-density housing, retail and offices. All development should be away from the river.
- This is as far north as development and redevelopment should be. It is already developed - Lucky Supermarket center could be redeveloped.
- Enhance the mixed use aspects of this area. Blvd needs calming to become more pedestrian and bicycle friendly. Need to move away from auto centric ambiance.
- tons of potential for cool, gritty adaptive reuse of river and industrial buildings.
- Redevelop Lucky shopping center. Invite Oliver's Market or Good Earth foods as high quality anchor.
- Seems like extending the 'downtown' would be important and encouraging more active pedestrian use

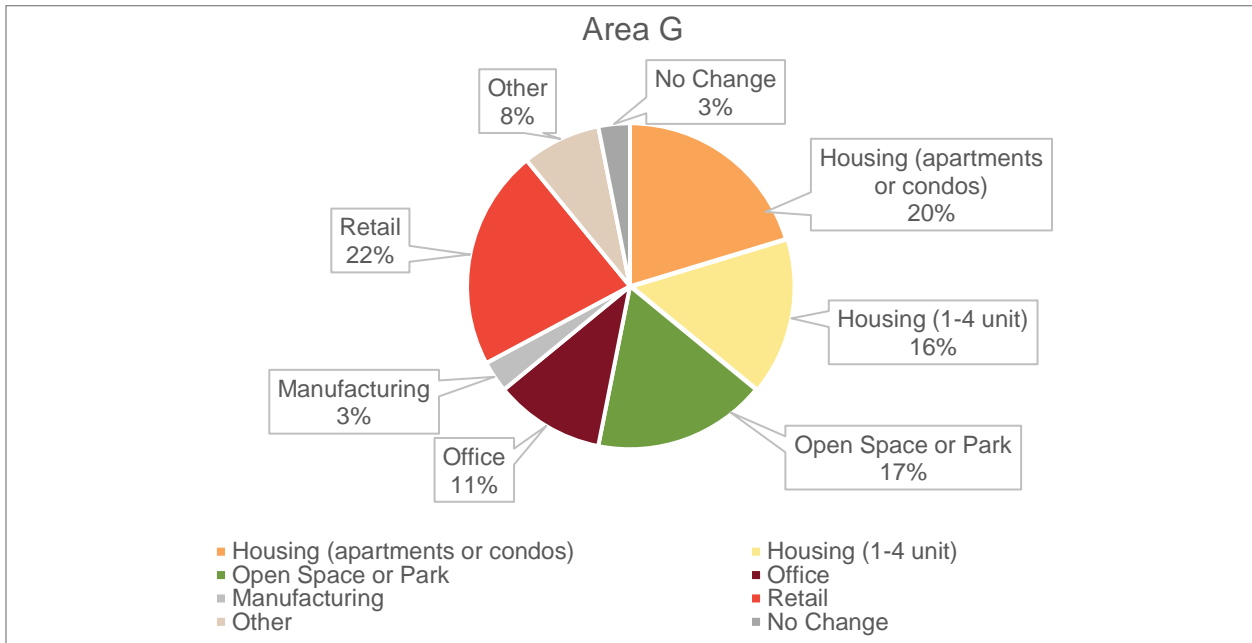
#### Transportation

- protected bike lane on Pet. Blvd No. as connector to SMART MUP path and LCT (Lynch Creek Trail) with downtown
- Increase transit service to 15 minutes.
- PLEASE add bike lanes or cycletrack so that it is safe to bicycle on PBN.
- Desperately need safe/protected bicycle paths through this area. Need tree canopy.
- Increase density to support more pedestrian traffic, make bike & ped safe/create complete streets, eliminate vacant lots
- Better sidewalks, and protected bike lanes.
- Better non car transportation options. Sidewalks, bike lanes, paths, more bus routes.
- Development for people without cars. Service and transit that they can safely walk/bike to. Trees and parklets. Access to the river! Slow traffic on PBN.

#### Community services, facilities & infrastructure

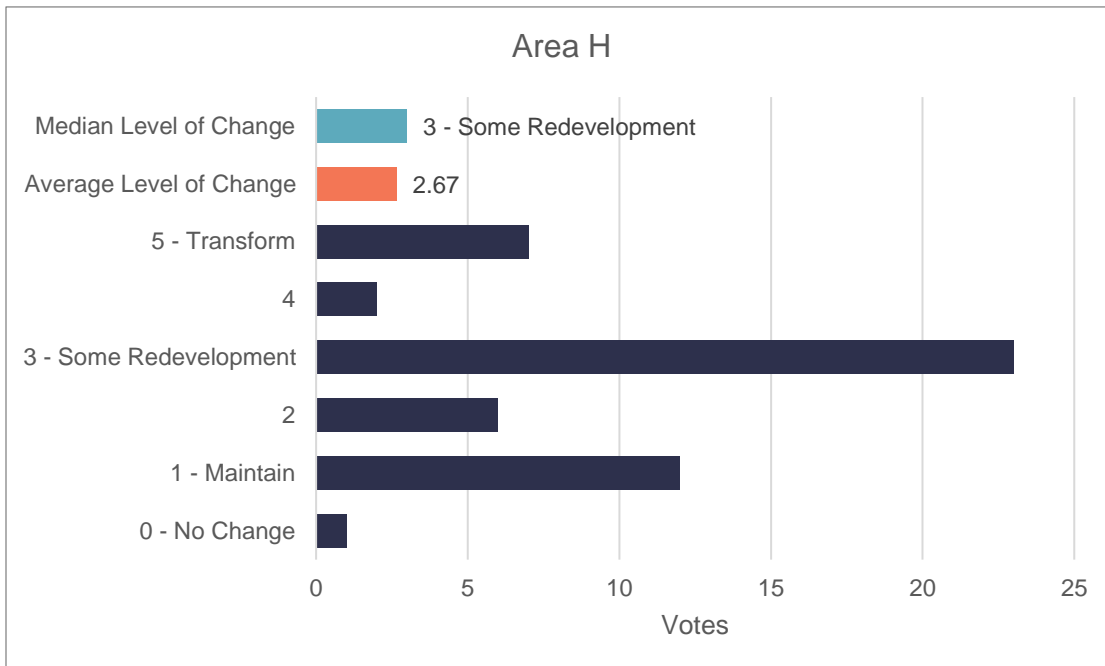
- This area would benefit from regular maintenance. Simple things like a new coat of paint will make it look great!

## What type of development would you like to see in this area?

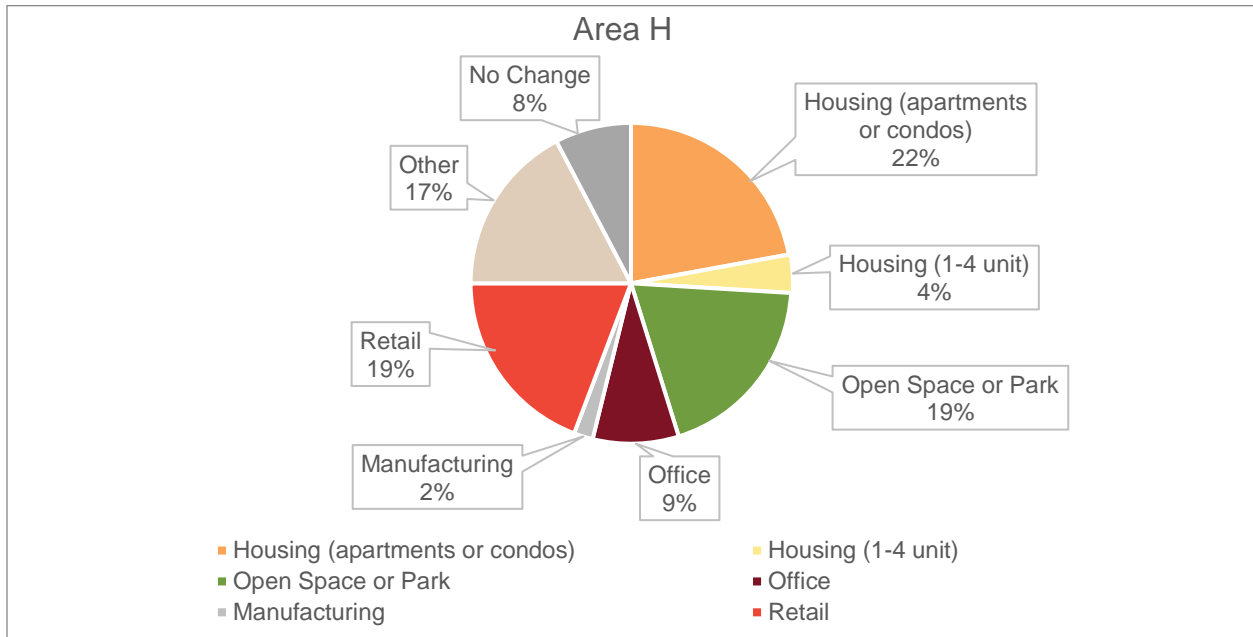


## Area H

### What level of change would you like to see in this area?



## What type of development would you like to see in this area?



## What other types of improvements would you like to see in this area?

<p><b>Environment</b></p> <ul style="list-style-type: none"> <li>• Trestle! River walk</li> <li>• river access from street 2nd st</li> <li>• Petaluma "River" allowed to be more natural, work with nature, not dredge.</li> </ul>
<p><b>Housing</b></p> <ul style="list-style-type: none"> <li>• High-Rise apartments as well as mixed-use, but allowing for residential on the ground floor. A focus on office would be great as that is always lacking.</li> <li>• Leave the Scott ranch undeveloped and just annex to Regional Park. No expensive housing. If there is to be housing, make it multi family middle income with walkable spaces</li> <li>• Triplex and Duplex housing like Montreal, Ottawa, Holland, or parts of New York City. Consider this style of living <a href="https://www.youtube.com/watch?v=mYCAVmKzX10">https://www.youtube.com/watch?v=mYCAVmKzX10</a> and <a href="https://www.youtube.com/watch?v=Vsn0ahdfQ9k">https://www.youtube.com/watch?v=Vsn0ahdfQ9k</a></li> <li>• dense multiple unit housing</li> <li>• Affordable housing mixed in with other housing. Higher buildings. Create a corridor along the river that is accessible to all.</li> </ul>
<p><b>Land Use &amp; Urban Design</b></p> <ul style="list-style-type: none"> <li>• There are some vacant lots, parking lots, etc. that should be developed with a more intense use. Development should take into account Petaluma's values and vision coexisting with historic and agricultural heritage without attempting to replicate it.</li> <li>• Slow/calmed/closed streets; apartments in upper levels of empty retail, just more mixed use</li> <li>• Remove any tax incentives being received by landlords who are not renting out spaces in an attempt to price gouge.</li> <li>• I would like to see it viable for businesses, and industrial. the area is too expensive and has a lot of empty offices in the new buildings.</li> </ul>

- This area looks like it is primarily downtown - it's not exactly the area where I want to be - redevelopment appropriate for this area ok
- more outdoor restaurants and cafes. better bicycle lanes and separation.
- No vacant lots or storefronts, paint BofA (mural!), better design for the new planned hotel (yuck)
- Please.... develop architectural guidelines for new development that honor this historic district. New development should blend w/ traditional design and age gracefully. New hotels, parking, etc. Theatre Square is not an example to follow.
- Love Downtown, maintain it. NO Bathtubs!
- Cannabis storefront retail dispensary for adult and medical use. It should also include onsite consumption.
- I would like to see the riverfront train tracks repaired into a boardwalk like atmosphere
- I hope Petaluma will become a hub in support of local agriculture. Our farms need places to process crops in order to achieve the value increased by processing and shelf life that creates income year round - rather just seasonally. Eat local food .
- Theatre square, as referred to in the SF Chronicle has a "Disneyland" character and lacks authenticity or historical relevance. Empty lots create stagnation in the downtown.
- I'm more concerned with the character and continuity of development in downtown. For example, please let's improve the 7-11 building and make it consistent with the historical aesthetic. Let's not approve projects like Theatre square anymore.
- Areas on the boundaries of Petaluma can provide Ag/Urban service interfaces to provide mutual support for farms and consumers (of food)
- "We would like to see our historical city maintain a uniform look. When we add, let's add it so it looks like it all goes together. Instead of traveling from historical buildings to entirely disparate building designs.
- Maintain outdoor dining introduced during pandemic.
- Year-round indoor farmers market! Outdoor amphitheater space
- Waterfront walking and restaurants.
- I hope it keeps the feel with the old businesses and Ag businesses that made Petaluma. We should not push them out
- important area for infill and increased density due to proximity to downtown and existing mixed use.
- maintain historic buildings, improve area along riverfront (no bathtubs!)
- More dense mixed use development and remove street parking.
- context sensitive infill on parcels that currently have a lot of surface parking and/or are occupied by non-historic buildings that aren't worth preserving. density is good as long as building heights respect surrounding neighborhood.
- Replace empty retail.
- facilitate vibrant downtown core - support businesses, restaurants - more walking streets

#### Transportation

- Ban/limit private vehicles, add shuttles, pedestrian non-motorized traffic streets
- street activities
- Build bridge from Petaluma River Park to area K and continuous riverfront trail to Shollenberger. Increased river access via docks, trails, dredging maintenance, paid w parcel tax. Street front retail and housing on D between blvd and Iklvle
- Bulbouts at intersections to shorten pedestrian crossing distances and calm traffic. Paid public parking with proceeds put back into downtown street improvements along with residential parking permit program in neighborhoods adjacent to downtown.
- Create safe/protected bike lanes. Implement bike racks.

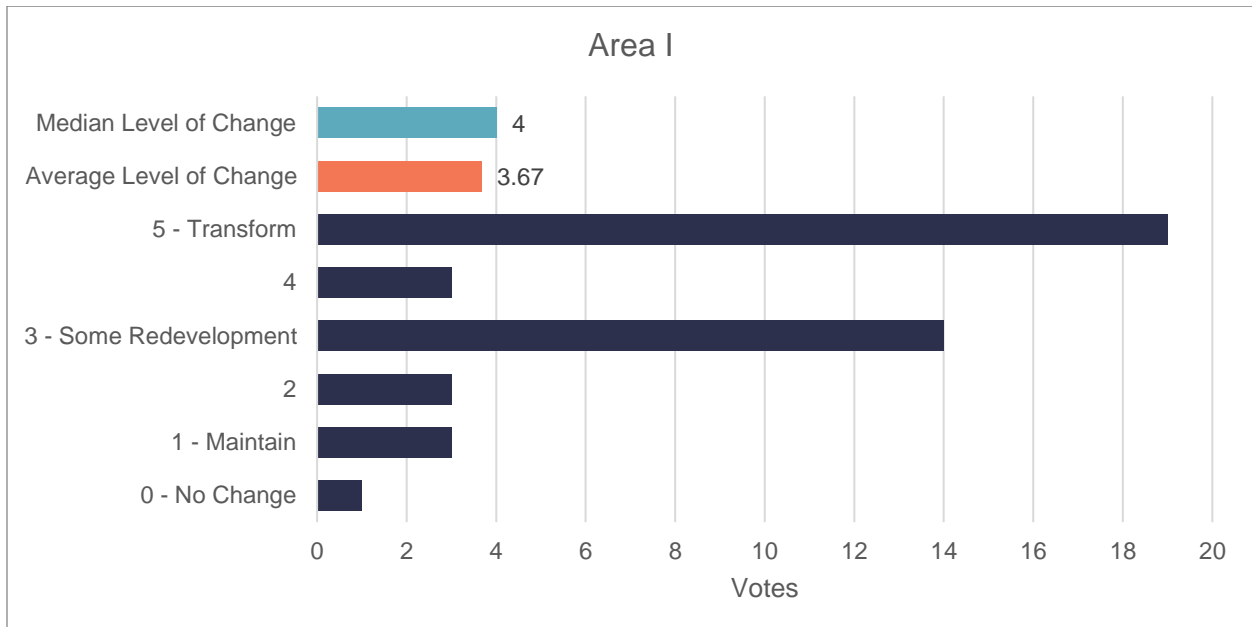
- Traffic light timing, no turn on red (Petaluma Blvd/D St) etc. It's a terrible problem. We have traffic problems when there's no reason to and it exacerbates congestion at peak times.
- Better parking solutions (underground, or add to/re-imagine existing), permanent outdoor dining areas to support local restaurants beyond pandemic, possibly restrict Kentucky (between B / Washington) to a pedestrian promenade (no vehicle traffic).
- Better pedestrian and bicycle facilities. Street improvements. Bike racks.
- Substantial improvement in safe bike travel - actual bike lanes; the painted bike markers just make an environment that encourages bike to mix with angry drivers. I'd also love to see more mixed use zoning for existing buildings.
- Bridge from Petaluma River Park to area K, with continuous trail leading from downtown to Shollenberger. Housing/retail (density) on D street between Blvd and Lakeville. Increased river access (docks, trails, dredging maintenance) paid by parcel tax
- Bridge from Petaluma river park over river to area K, continuous riverfront access from downtown to shollenberger. River access (docks, trails, dredging maintenance, paid w parcel tax)
- better walking access across Washington, or signs to corner.
- Bridge from McNear peninsula to Lakeville

Community services, facilities & infrastructure

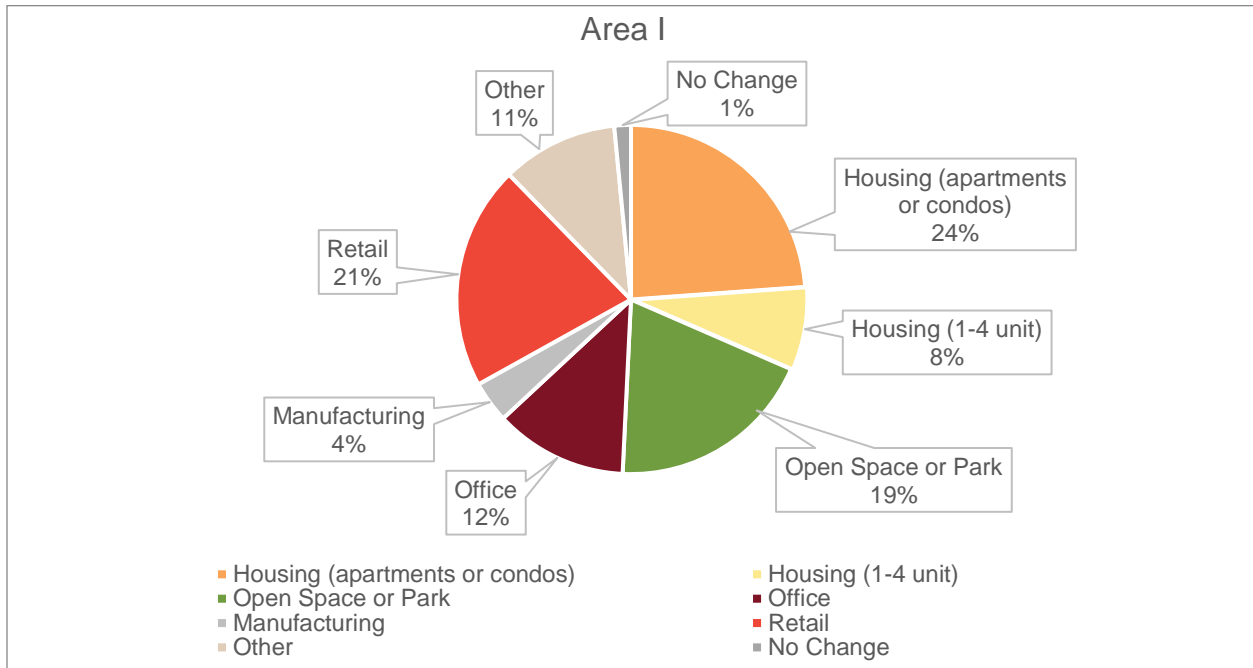
- More public charging stations for electric cars.
- I think it would be great for the city to do the following on city land: Install more solar panels in city parking lots to provide shade for the cars and help increase city production of renewable energy. Install more EV charging stations.

## Area I

### What level of change would you like to see in this area?



## What type of development would you like to see in this area?



## What other types of improvements would you like to see in this area?

Environment
<ul style="list-style-type: none"> <li>• The area near McNear Peninsula, or on McNear Peninsula will be devoid of habitat and wildlife and birds unfortunately - too much development planned.</li> <li>• Update to the river walk to make it even more of a destination. Rat abatement?</li> <li>• fix up existing waterfront areas, more natural and wildlife.</li> <li>• The City already approved Riverbend development - should never have been approved as it was - biological resources ignored.</li> <li>• Pathway along the river, riparian restoration, climate resilience strategies to manage flooding.</li> <li>• Trees and mini parks.</li> <li>• This is a very important area that must be developed in an environmentally sensitive manner. We need more green space, walkability, and bike trails. It can not be a concrete jungle. We need to restore riparian corridors and be mindful of flood plans</li> <li>• We need to be more focused on the river and protecting our natural resources with all planning. Let's focus less on cars and more on pedestrians.</li> <li>• fix up the area along the east side of the river</li> </ul>
Housing
<ul style="list-style-type: none"> <li>• High density apartment housing, retail, restaurants. Bike lanes too.</li> <li>• high density close to transit</li> <li>• make the area cute, livable, multiethnic and incomes.</li> <li>• Multi-family apartments next to transit stations. Redevelop warehouses next to feed mill to more of a Barlow-style local producers space</li> <li>• Opportunity to build dense housing... even denser than CPSP envisioned. Integrate access to the river and make it a focal point. Go "big" with ped-bike connections to the transit mall and SMART station.</li> </ul>

<ul style="list-style-type: none"> <li>• Mix of housing (affordable especially that's not segregated from other housing), and services for residents so they don't need a car.</li> <li>• No more housing! Too crowded!</li> </ul>
<b>Land Use</b> <ul style="list-style-type: none"> <li>• Washington and the Target Plaza could be a grand entry to Petaluma.</li> <li>• Redevelopment of old Golden Eagle into serious mixed use- housing, retail, parkland, and central gathering place (little or NO parking)</li> <li>• TOD</li> <li>• Target plaza needs to have an intensity of uses. If there were less parking and housing was more walkable the existing retail and restaurant spaces could be more successful like the Bon Air shopping center in Greenbrae.</li> <li>• Transform the spine of E Washington by making it less of a pass through. More trees. Transform River Plaza Center into something with more housing, river facing open space gathering areas. Stay away from floodway, floodplain, sea level areas.</li> <li>• The corridor on either side of Washington St. is a good place for redevelopment - setback with trees planted as buffers and for shade - 1-4 units of housing, mixed use for neighborhood amenities - Good opportunities there near SMART station.</li> <li>• Keep manufacturing and the businesses that are the backbones of Petaluma</li> <li>• If mixed-use, allow for residential on the ground floor. A focus on office as well.</li> <li>• Increased density, eliminate vacant parcels, create a bike/ped friendly environment (vegetation, shade, safe, complete streets!)</li> <li>• More walkability to the SMART train from downtown. Too much empty space and parking lots to make it pedestrian-friendly.</li> <li>• more outdoor activities. Expanding on the food truck/court idea. A bike pump track or slopestyle course</li> <li>• Area I between river and SMART should be redeveloped into mixed housing and retail and restaurants.</li> <li>• Tremendous opportunities to develop this area into an industrial-chic campus like Sebastopol's "Barlow" supporting: retail, restaurants, live-work, apartments, arts and manufacturing... All in keeping with our agricultural and industrial heritage.</li> <li>• No car race track</li> <li>• Maintain a mini Marin-South Sonoma County Fairground</li> <li>• Key redevelopment area. Mixed use. better pedestrian and bicycle access.</li> <li>• Create a more community feel around the turning basin</li> <li>• High density mixed use development around the train station to allow for car free living.</li> <li>• add one story retail or dining to the vacant fields west of the art center/train stop. This would need parking...</li> <li>• All open unused land should be put to some use in this central hub. If it needs to be temporary for potential train development, then let it be unfenced park space with benches, etc. Or allow the art center to manage temporary sculpture installations</li> <li>• Density and walkability, access to river, fill in vacant plots with mixed uses.</li> </ul>
<b>Transportation</b> <ul style="list-style-type: none"> <li>• Washington needs street scape improvements and more pedestrian and bike friendly uses. Cars need to be slowed down and deprioritized.</li> <li>• Parking lot next to SMART and museum.</li> <li>• Repair the roads and sync the lights to improve traffic.</li> <li>• safer travel for all modes walk, bike, e-whatever</li> <li>• "emphasize our best asset -- the downtown river turning basin.</li> <li>• better safer linkage/pathways/bike corridors"</li> <li>• Same as previous: uniform building and intelligent re-tooling of traffic plan</li> </ul>

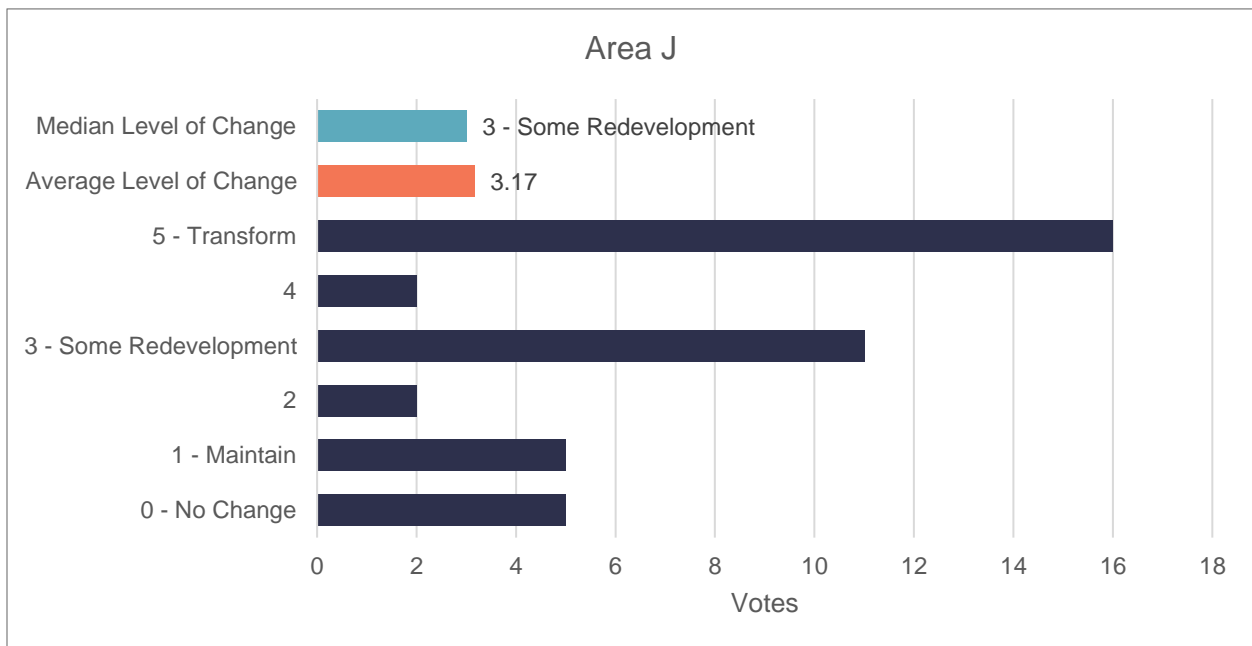
- Better bike and bus infrastructure so people getting off the train can get to where they are going
- Transit priority and improved facilities between Downtown and Eastside Transit Center.
- consider traffic patterns into downtown via D and E Washington...discourage traffic - improve quality of retail .....
- Bike lane on D St and Payran. It's okay to remove parking! People will never bike if it is not safe.
- Sidewalks need to be comprehensively available in this transportation hub. Pedestrians and bicyclists need safe, protected space on both sides of the street.

Community services, facilities & infrastructure

- Year-round farmers market, open amphitheater for community events
- More public charging stations for electric vehicles.
- A tiny home village for homeless residents. Oakland and Santa Rosa have examples of this type of housing for homeless residents. They benefit the homeless and the community. Tiny homes provide a safe place for homeless to be.

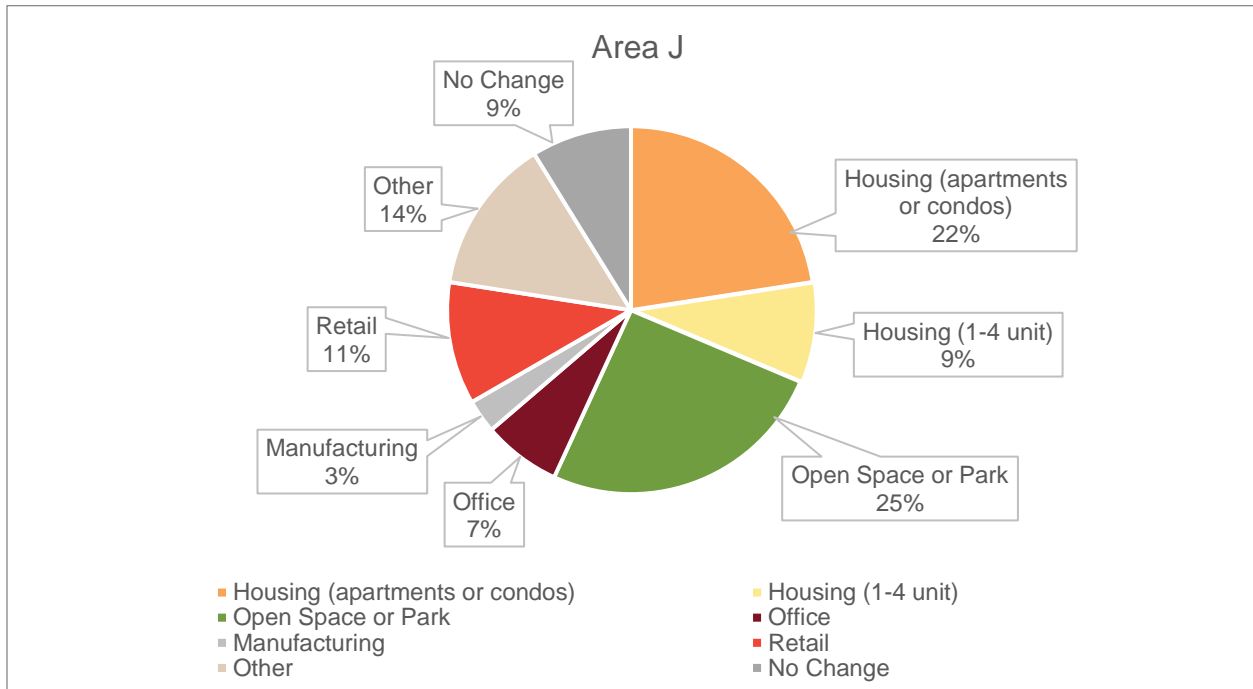
## Area J

### What level of change would you like to see in this area?





## What type of development would you like to see in this area?



## What other types of improvements would you like to see in this area?

### Environment

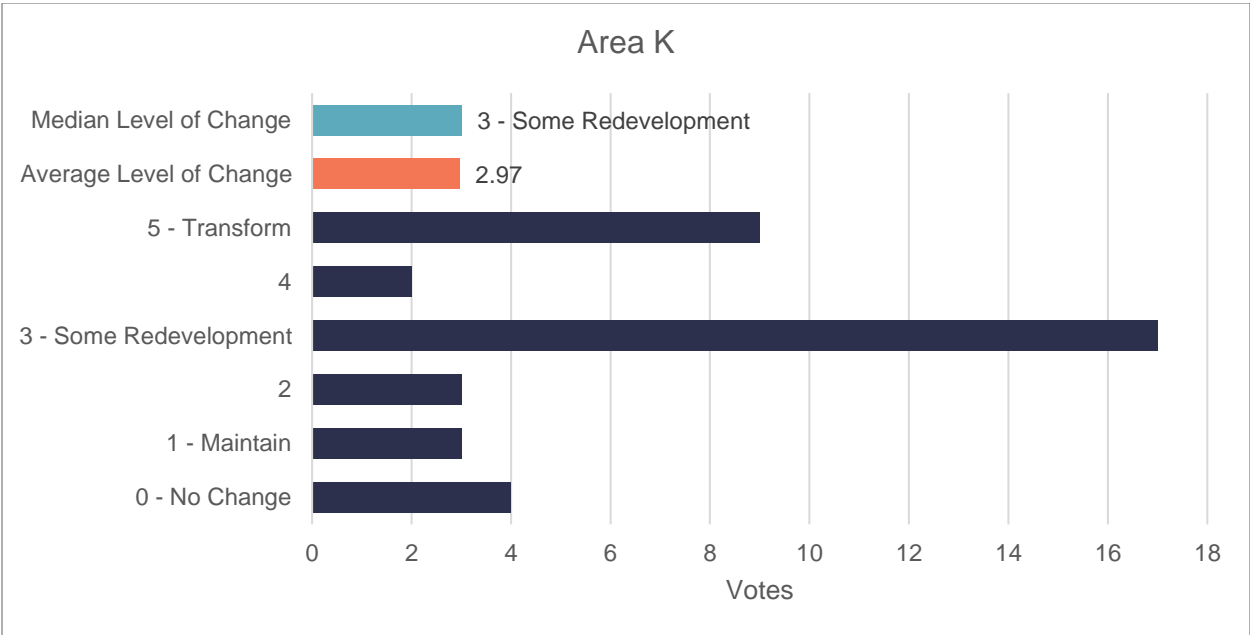
- I'm confused about the speedway at the fairgrounds. Why is Petaluma not approving gas stations yet encouraging cars using fossil fuels to drive around in a circle? Perhaps a use more in line with the carbon neutral/negative goals?
- Little known is that the open areas of the fairgrounds comprise important open grassland and habitat for multiple birds. The main community wants to keep fairgrounds as they are. I have changed my perspective on this. More.
- If the fairgrounds stay as they are, add the opportunity for farmed animal sanctuaries to join the experience (there are 3 sanctuaries in our area). This will help young people psychologically who do not want to send animals to slaughter. More.
- an Experimental Farm, building on and promoting our agricultural heritage would be amazing!
- Close down raceway, noisy and polluting. Doesn't benefit most of us.
- Better playground near the library, add picnic tables.
- A feature of the city we need to address and discuss is that animal agriculture presence - the 2 slaughterhouses on either side of the City, the water use, the cruelty based industries. We need to generate green jobs to give workers a good wage and.
- a way to make a living without killing animals all day. This is a humane action in this community that needs to transform and be considered. I understand keeping the fair and people doing ranching/farming, but we need to look to the future --
- ....how to accommodate new people who move here who will be horrified to see that there are not one, but two, slaughter operations on either side of the City here -- We should prepare for a transition away ...
- from animal agriculture and to plant based farming. Support businesses like Miyoko's Creamery to come to Petaluma - it is the future. And humane.

<p><b>Housing</b></p> <ul style="list-style-type: none"> <li>• Transit-oriented housing development along with pedestrian and bike centric improvements.</li> <li>• Perfect opportunity for housing with parks, community gardens, etc.</li> <li>• This is a huge opportunity for our city to connect this area of town, create more housing, parks, bike and walking paths. We could use a small area for a mini fairground if needed. It is insane we have such a huge area of space reserved for a fair.</li> <li>• infill residential</li> </ul>
<p><b>Land Use</b></p> <ul style="list-style-type: none"> <li>• This is a big site, and could be a catalyst for transformation. Civic uses could be moved and centralized here. Walkability would be key.</li> <li>• Possible housing? Possible civic type center? Climate change and speedway?</li> <li>• City center for government consolidation, housing, community open space.</li> <li>• Geographic center of town, use more wisely.</li> <li>• No change the fairgrounds it's a vital part of town and a huge asset in many ways. To lose it would be DEVASTATING!</li> <li>• Open space, housing, consolidate city services, police, fire and city hall, and PPSC.</li> <li>• We need to keep our fairgrounds as the heart of our town. Tradition and agriculture built Petaluma and this needs to stay put. The speedway is iconic and needs to stay. It is an affordable family fun event in our town. Save Sonoma-Marín Fairgrounds!!</li> <li>• We need to keep the Fairgrounds and extend the lease so that it is there for the community and the future. The fairgrounds is laid out the way it is so that it is available to change and adapt to the needs, like emergency evacuations</li> <li>• High-rise housing, some office and retail, and keep some of the open space.</li> <li>• maintain some for fair activities and use for affordable housing</li> <li>• The fairgrounds is underutilized, and not well maintained. Preserve a portion of the fairgrounds for historic, lifesaving and well loved activities, and implement low cost housing, locally owned retail, improved skate park and open space/paths.</li> <li>• Create a sense of place, a "THERE there!" Make it an effective link between east &amp; west, a place that people are drawn to in the day-to-day. A civic center, public gathering space.</li> <li>• I would like to see a large covered event center in the large parking lot area.</li> <li>• Rebuild the existing structures and work towards a long time lease. Must stay open for emergency and events. Race track brings in 1000's of people every week and has a economic effect on the community, ask where they spend their money.</li> <li>• Fairgrounds converted to mixed use and other city core uses.</li> <li>• Improvements to physical structures on the fairgrounds</li> <li>• The fairgrounds could host world-class events with a bit of reimagining... Think of the success of Bottle Rock (Napa). Can we create a recreation area that doubles as an outdoor venue for large events? Surrounded with additional low-income housing?</li> <li>• Keep the fairgrounds and speedway.</li> <li>• update fairgrounds!</li> <li>• A permanent drive in movie theater, it was fun to go to drive in movies at the fairgrounds during the pandemic.</li> <li>• Rethink existing uses - not our highest priorities for the 21st Century. Areas that can be used for fairs, conventions, and emergency shelter should be provided.</li> <li>• The fairgrounds are historic. DO NOT CHANGE.</li> <li>• More frequent use for the fairgrounds. Remove the racetrack which is polluting and ignored covid regulation.</li> <li>• Reduce fairgrounds size by half and strengthen its function as a year-round location for community recreation and events (including the fair). Adding moderate density housing on the remainder just makes sense.</li> </ul>

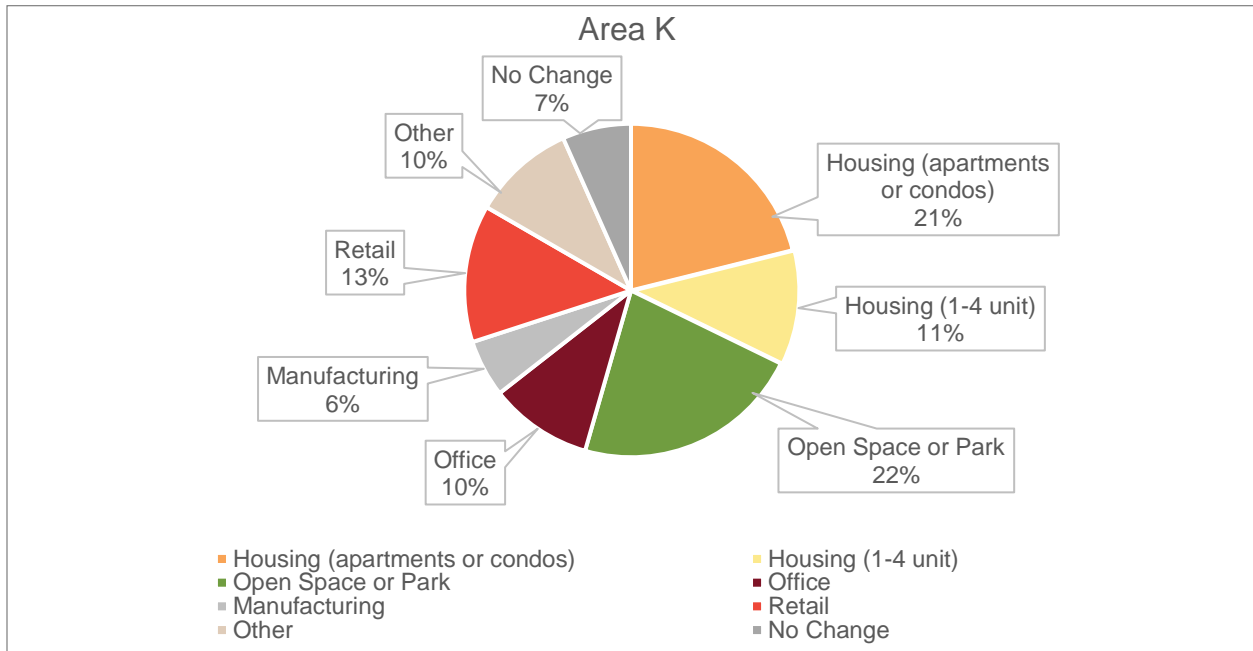
<ul style="list-style-type: none"> <li>• No housing. Less offices. Less private or limited commercial use.</li> <li>• What an opportunity for transformational development in the heart of town! Reframe the "Save the Fairgrounds" conversation into a chance to create housing, parks, a sustainable school, and TOD.</li> <li>• This area should be maintained as a gathering hub including park/play spaces, a dedicated area for traveling fairs and emergency response, and other common spaces like the pool and library.</li> <li>• This is public land. Let's make it that for everyone.</li> <li>• housing at Area K, bridge from Petaluma River Park to Area K, continuous walking/biking path to Shollenberger from Downtown. River access (docks, trails). Parking at Area K for use of park and trails. Dredging maintenance.</li> <li>• Keep the Fairgrounds</li> <li>• Infill development, housing, offices, retail, small parks. Perhaps manufacturing.</li> </ul>
<b>Transportation</b> <ul style="list-style-type: none"> <li>• Uniform building; intelligent re-tooling of traffic plan</li> <li>• Improved infrastructure for alternative transportation. Safe paths and secure bike parking for events.</li> <li>• Permanent drive in movies from the city, more public charging stations for electric cars.</li> <li>• Class II signed bike lanes</li> <li>• Make it safely walkable/bikeable. More trees, parakeets. Slow traffic on streets. Beautify!</li> </ul>
<b>Community services, facilities &amp; infrastructure</b> <ul style="list-style-type: none"> <li>• community uses</li> <li>• Homeless campground and RV park. Provide health and sanitation, services.</li> <li>• Service hub for area, adult school, keep existing schools and Airport bus.</li> </ul>

## Area K

### What level of change would you like to see in this area?



## What type of development would you like to see in this area?



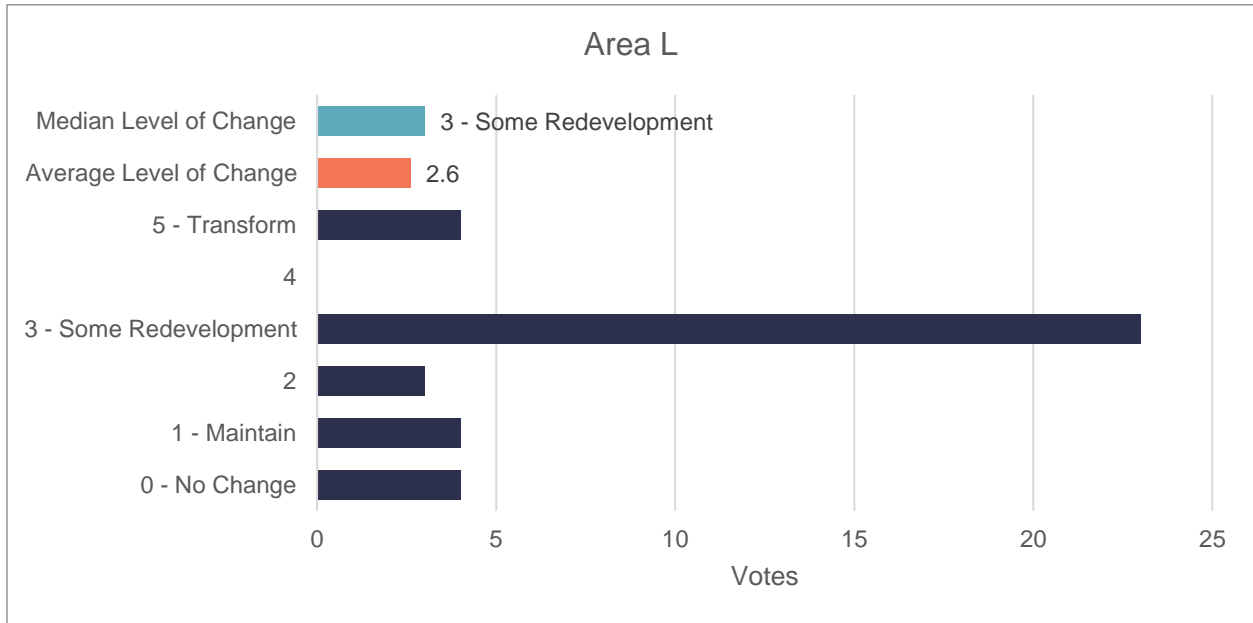
## What other types of improvements would you like to see in this area?

<p><b>Environment</b></p> <ul style="list-style-type: none"> <li>• Open space</li> <li>• Develop with sensitivity to the river, perfect for public non-motorized paths near river!</li> <li>• Rezone to mixed use for housing and amenities to support neighborhoods. No new development north of Payran and Petaluma Blvd North - the open space and rural transition areas, with green space, need to remain as they are. This is a biologically sensitive area with a wildlife corridor and the outer areas of the City. Several comments already given in another room on this.</li> <li>• Enhance Riverfront, restore river and wildlife areas, restaurants, apartments.</li> <li>• This area is prone to flooding. We need to restore the riparian environment of the river, implement open space and a pathway around the river. Implement tree canopy (parks, open space and particularly street trees).</li> <li>• We need street trees, parks, bike paths and walking trails.</li> <li>• River access, flood-control parks.</li> <li>• Parks and paths along the river.</li> <li>• Clean up toxics and restore the land.</li> </ul>
<p><b>Housing</b></p> <ul style="list-style-type: none"> <li>• Not single family, not condo, not gigantic apartments. Small, dense, walkable neighbourhoods.</li> <li>• This is an acceptable place to add more apartments or condos.</li> <li>• High density housing would be a great fit here.</li> </ul>
<p><b>Land Use</b></p> <ul style="list-style-type: none"> <li>• TOD</li> <li>• Then we need to build out this area so it is extension of our beautiful historic downtown in appearance. Life and business will flow away from our clogged downtown.</li> </ul>

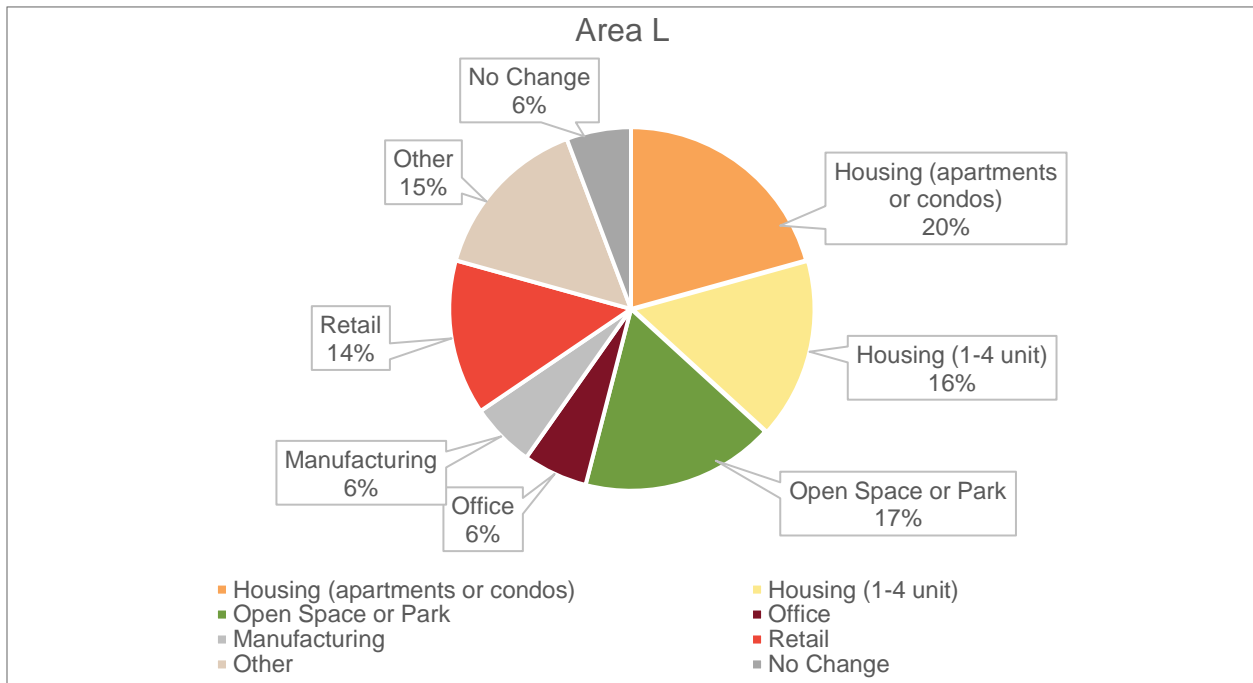
<ul style="list-style-type: none"> <li>• This should be a commercial area, with businesses and manufacturing.</li> <li>• Lakeville can't handle anymore development. Traffic is maxed out already</li> <li>• Infill</li> <li>• Encourage clean manufacturing and tech uses in underutilized light industrial areas. Build southern crossing to serve all modes.</li> </ul>
<p>Transportation</p> <ul style="list-style-type: none"> <li>• Provide a true bike path and pedestrian pathway connecting Shollenberger Park to Hopper Street and Tripointe, so we don't have to risk crossing SMART tracks or riding our bikes on the 116.</li> <li>• Require high quality bicycle facilities.</li> <li>• MUST MUST MUST build a bridge from Caulfield over the river to Crystal Lane. No development without it.</li> <li>• Bridge to McNear Peninsula</li> <li>• More public charging stations for electric cars</li> <li>• Class II signed bike lanes</li> <li>• Pedestrian and bicycle transit into and through this area needs dramatic improvement. Mixed use desirable but prime target for affordable housing and shelters for the homeless. Traffic calming, landscaping, needed to transform unfriendly boulevard</li> <li>• Slow traffic on surrounding roads. Make this area more bikeable/walkable. Trees, beautify. This area seems so disconnected.</li> <li>• Be careful about the lack of transit access here. Require high...</li> <li>• Wider bike lanes, sidewalks on both sides, and other road improvements to encourage safe non-car travel.</li> <li>• Bike, pedestrian improvements, access along the River and on Lakeville.</li> <li>• River crossing at Caulfield for cars, bikes and pedestrians.</li> </ul>
<p>Community services, facilities &amp; infrastructure</p> <ul style="list-style-type: none"> <li>• Clean it up, less crime</li> <li>• More tiny homes and facilities for the homeless.</li> <li>• This area is scary and ugly. We need to house the homeless first.</li> <li>• This neighborhood could use more services: a neighborhood grocery, cafe, cowork space, laundromat, etc.</li> <li>• We need to increase the services and response to our unhoused individuals and carving out additional space next to the Cots Mary Isaak Center for even more support is a great thing.</li> </ul>

## Area L

### What level of change would you like to see in this area?



### What type of development would you like to see in this area?



## What other types of improvements would you like to see in this area?

Environment
<ul style="list-style-type: none"> <li>• More riverfront access, more housing that is walkable to downtown more grocery stores and neighborhood services</li> <li>• Make riverfront more accessible for walking or passive use more housing walks and grocery stores</li> <li>• need tree canopy.</li> <li>• Protect the River, have access along it from Downtown (to the Bay?).</li> <li>• Add better picnic areas to walnut park.</li> <li>• Street trees</li> <li>• Path along the river please.</li> <li>• Walnut Park needs an overhaul. There is no shade around the playground.</li> </ul>
Housing
<ul style="list-style-type: none"> <li>• This is an area for redevelopment and connecting to amenities. Some of the older single family homes in the area could be rezoned to mixed use and also 1-4 unit condos and duplexes to add to housing. If there is any green space anywhere in the vicinity of this area, keep it, save it, and focus on bike connectivity. The Theatre District is too expensive and not really well used - Some consideration to redevelop that for mixed use that is more affordable would be positive for new residents</li> <li>• High-density housing with transit access. No parking garages.</li> </ul>
Land Use
<ul style="list-style-type: none"> <li>• gateway and mix of uses leading into downtown Petaluma from the south</li> <li>• Redevelop area south of 101 along the SMART tracks to retail, restaurants, housing, parking lot, and a South Petaluma SMART station.</li> <li>• Develop more along Petaluma Blvd. Retail, restaurants, housing, offices.</li> <li>• This area has change enough and has pushed out manufacturing businesses with the development of housing</li> <li>• transform PBS industrial uses into lighter artisanal/mixed/housing. Vacant lots along PBS should be developed. Relocate 2nd St recycling plant. PBS needs street trees (plant within the parking strips) to invite more foot traffic.</li> <li>• Restaurants on the river!</li> <li>• Dense mixed used development near the downtown area.</li> <li>• 2-3 story mixed use on underutilized/non-historic parcels along Petaluma Blvd would be good; preserve existing older home stock. Improve access to river. Continue to encourage office redevelopments of historic structures like Foundry Wharf did.</li> <li>• Increase and improve qty and quality of retail to extend 'downtown'...improve pocket parks at F, G, H terminus</li> <li>• City should buy the old houses for sale as they come available on PBS and consolidate land for higher density development on this corridor.</li> </ul>
Transportation
<ul style="list-style-type: none"> <li>• "Gateway. Bike lanes. Green space</li> <li>• Access to river"</li> <li>• The Blvd needs repaving badly.</li> <li>• Get rid of the tent town and clean this area up!</li> <li>• there are empty lots that need to be developed</li> <li>• Making this area primarily walkable and bike friendly, allowing us to visit even more local shops, etc. Having the warehouses is cool for this area (keep them!)</li> </ul>

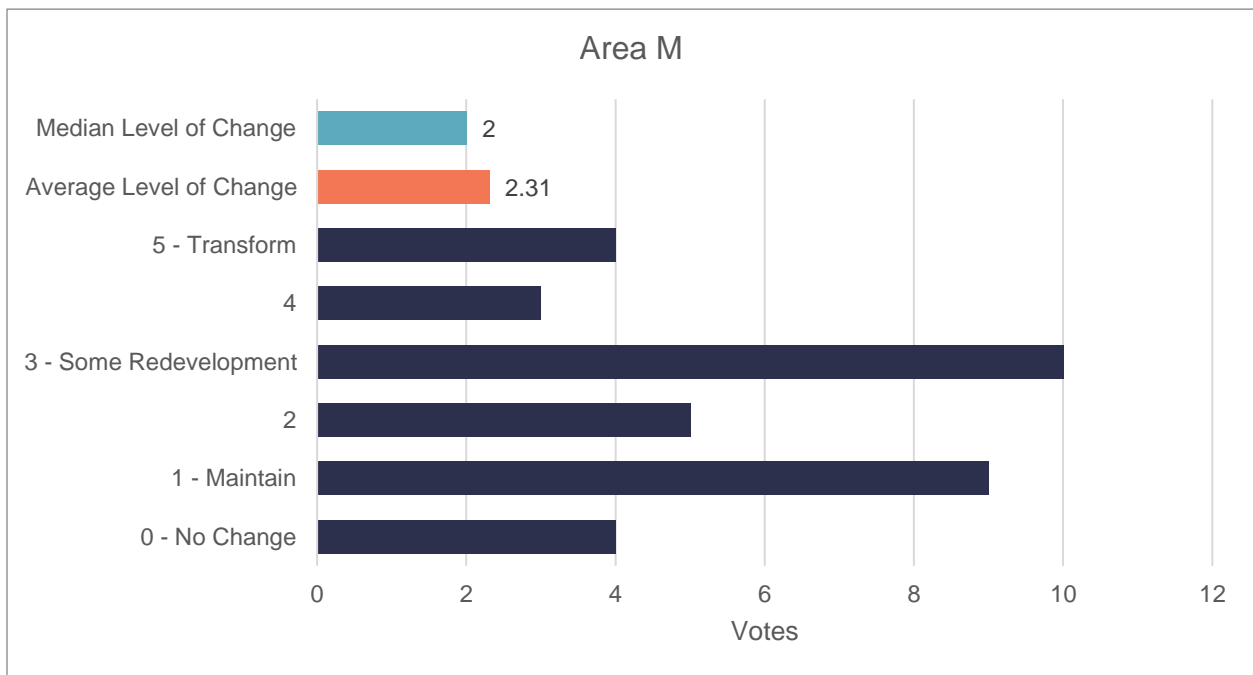
- Need safe/protected bike lanes.
- Caulfield crossing, bike lanes, sidewalks, river trail, connects to Ridge Trail.
- Improve bike/ped experience on Pet Blvd -- trees & shade, separation from auto traffic, slow traffic down
- Having a single connected path along the Riverfront in this area would be lovely. Especially if there were ped and bike bridges connecting the more southern parts of this area to McNear's Landing!
- Bike bath please!
- Street trees, bike paths, pedestrian friendly sidewalks and cross walks. We need traffic calming and beautification in harmony with our historic city. Let's bury the power lines while we're at it.
- Protected bike lanes along the blvd to connect up with the smart trail to the south.
- road diet with Class II bike lanes,
- Build bike/ped pathway along river.
- pedestrian and bicycle access/bridge across freeway and river. Need stronger link between east and west.
- More access to the river for walking, biking
- Dedicated bike lanes and continuous sidewalks on both sides of all roads.
- Remove street parking.
- Access to a continuous path along the river, as promised by developers.
- An overpass crossing at Caulfield Lane.

Community services, facilities & infrastructure

n/a

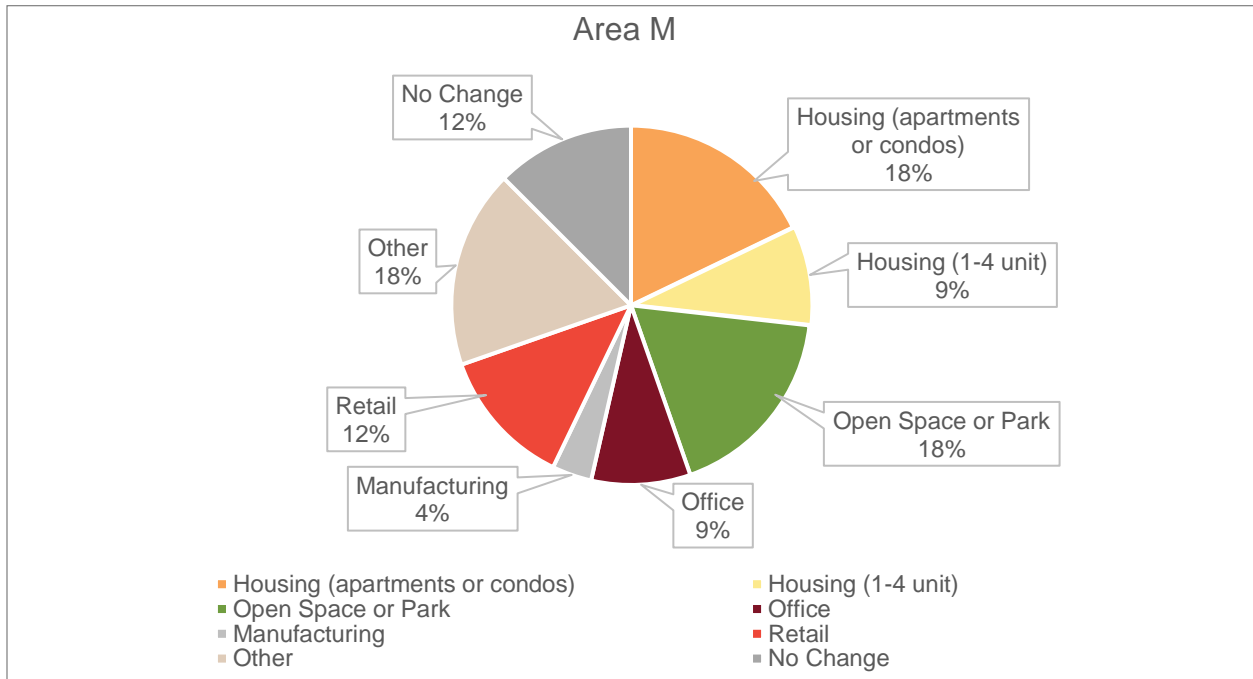
## Area M

### What level of change would you like to see in this area?





## What type of development would you like to see in this area?



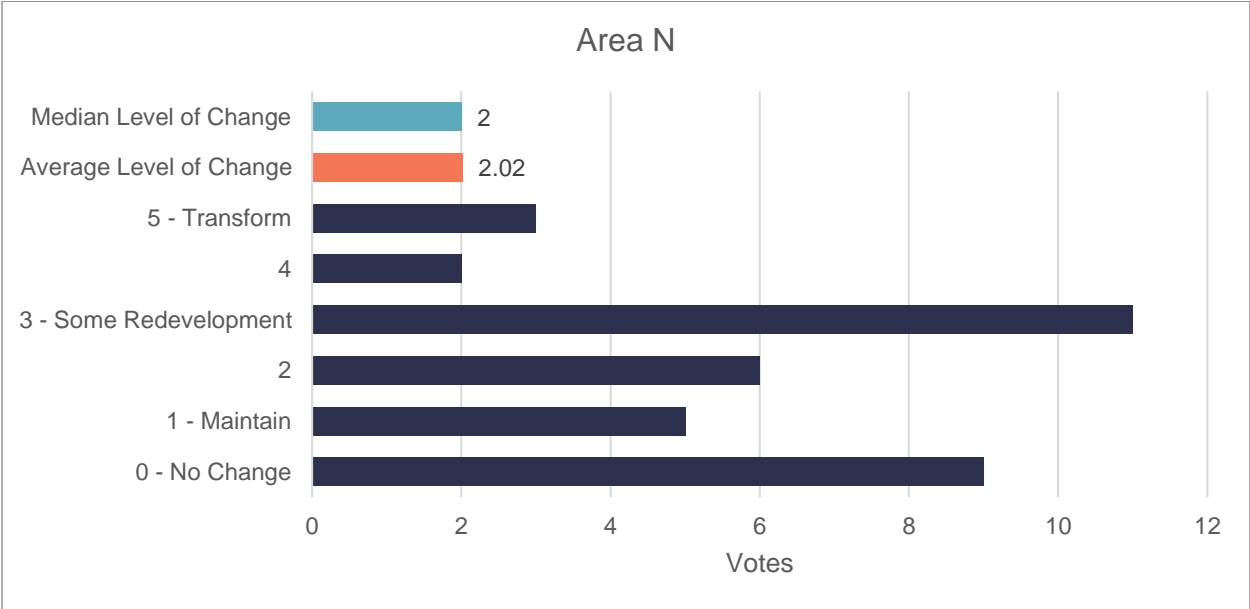
## What other types of improvements would you like to see in this area?

<p><b>Environment</b></p> <ul style="list-style-type: none"> <li>• Protect wetlands!</li> <li>• Open space</li> <li>• Maintain the marshes. Respect sea level rise</li> <li>• The Riverfront development was terribly planned and approved. This area borders sensitive biological areas including bird nesting areas that have been negatively impacted forever now</li> <li>• Protect the River and wildlife, provide access to the trails along the river.</li> <li>• Let's plant trees and soften the effect of being right next to the freeway.</li> <li>• Street trees</li> <li>• The Sheraton, Marina - I totally support use of the marina for boating - improve and enhance. But, the building there is also adjacent to a very sensitive ecological area - Alman Marsh, the wetlands, river, and there needs to be much higher attention to environmental impacts. We have a terribly poor planning function with developer oriented consultants hired by the City - never is there an adequate enviro-report for new building</li> </ul>
<p><b>Housing</b></p> <ul style="list-style-type: none"> <li>• Only high-rise residential development. This is one of the areas that could help meet Petaluma's State mandated need for housing.</li> <li>• Fine to put more housing here, although it seems pretty full.</li> <li>• Keep low to medium income housing in area.</li> </ul>
<p><b>Land Use</b></p> <ul style="list-style-type: none"> <li>• Infill</li> <li>• Only high-rise development.</li> <li>• fill the vacant building before building more that just sit vacant for years.</li> <li>• Unsure, but it seems uninviting and underutilized</li> </ul>

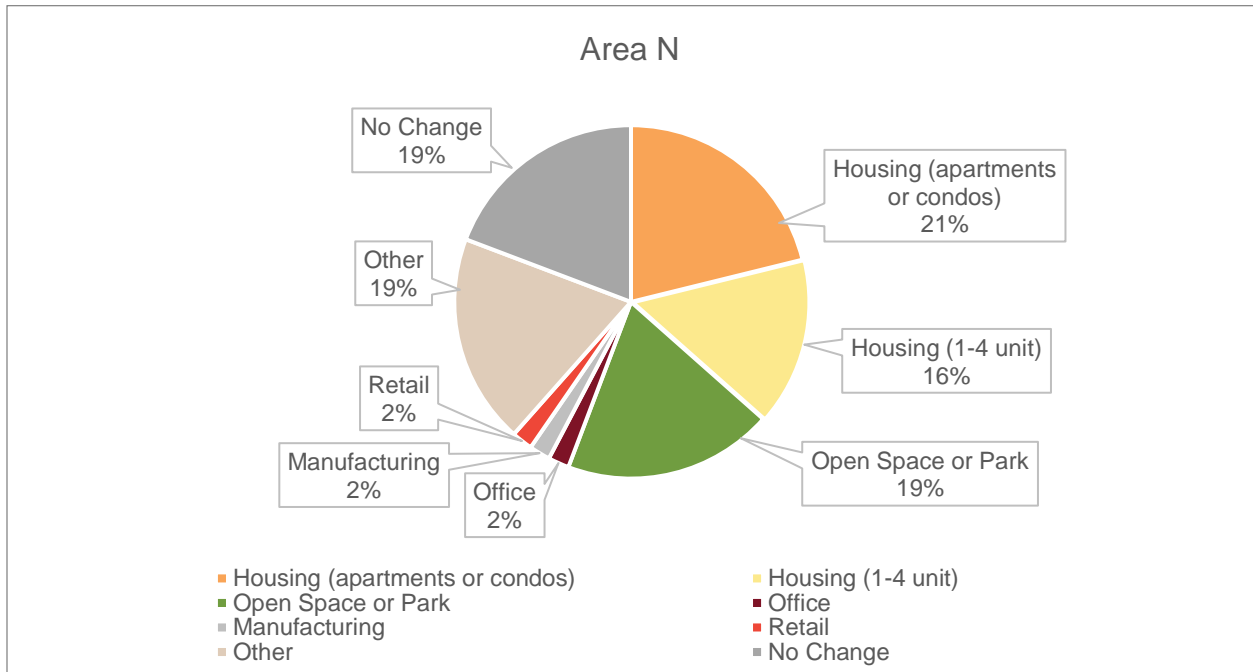
<ul style="list-style-type: none"> <li>• This area is under current new development. No more development should be added</li> <li>• Mixed use and stronger sense of place desperately needed. Depressing as it is.</li> <li>• Infill on underutilized/vacant parcels makes sense but more robust ped-bike linkage to SMART/downtown and better transit service is badly needed.</li> <li>• Storage facility should be redeveloped into higher density use, and sidewalk added.</li> <li>• The Lucky Supermarket shopping center could enjoy some redevelopment as well as lessening of parking -- We do not need any more hotels - the Marriott is already too much with the Sheraton, which is too expensive for most people</li> <li>• Manufacturing and office space are best here near 101.</li> </ul>
Transportation
<ul style="list-style-type: none"> <li>• traffic calming</li> <li>• This is one of the most dangerous places to ride a bicycle. Need wide/protected bike lanes.</li> <li>• the paths in this area need to be better maintained and integrated with the rest of the city pathways (especially under the 101)</li> <li>• This space seems fine except for the lack of safe, dedicated bike lanes and sidewalks. The existing bike lanes are too narrow for current space mandates, full of rocks, and dangerous.</li> </ul>
Community services, facilities & infrastructure
<ul style="list-style-type: none"> <li>• n/a</li> </ul>

## Area N

### What level of change would you like to see in this area?



## What type of development would you like to see in this area?



## What other types of improvements would you like to see in this area?

<b>Environment</b>
<ul style="list-style-type: none"> <li>LOTS OF TREES! Better bike/ped experience, greenbelt type environment. Neighborhood grocery &amp; services.</li> <li>Given the agricultural history of Petaluma, create a farm for the high school. It would be a wonderful educational opportunity and could help feed the high school or people in need.</li> </ul>
<b>Housing</b>
<ul style="list-style-type: none"> <li>This area is densifying. Additional apartment or high density housing on this site potentially with neighborhood serving commercial could be good. Any redevelopment would have to limit parking/cars.</li> <li>Housing and open space for community gatherings</li> <li>Infill housing with a small park component. Road diet on Casa Grande with stronger bike linkages to surrounding area.</li> <li>Missing middle housing. Make more bikeable/walkable</li> </ul>
<b>Land Use</b>
<ul style="list-style-type: none"> <li>Needs a focal point for the neighborhood. Gathering place</li> <li>Excellent office and manufacturing area.</li> <li>Any development in this area just perpetuates sprawl.</li> <li>While area has pedestrian unfriendly strip malls a "town center" is needed on the east side. A place where you can enjoy a cup a coffee or a nice meal while not looking out over a parking lot. Maybe this will fit here.</li> </ul>
<b>Transportation</b>
<ul style="list-style-type: none"> <li>Provide networks of safe streets: protected walking and biking routes to schools. Area has wide streets that should have more trees for shade</li> </ul>

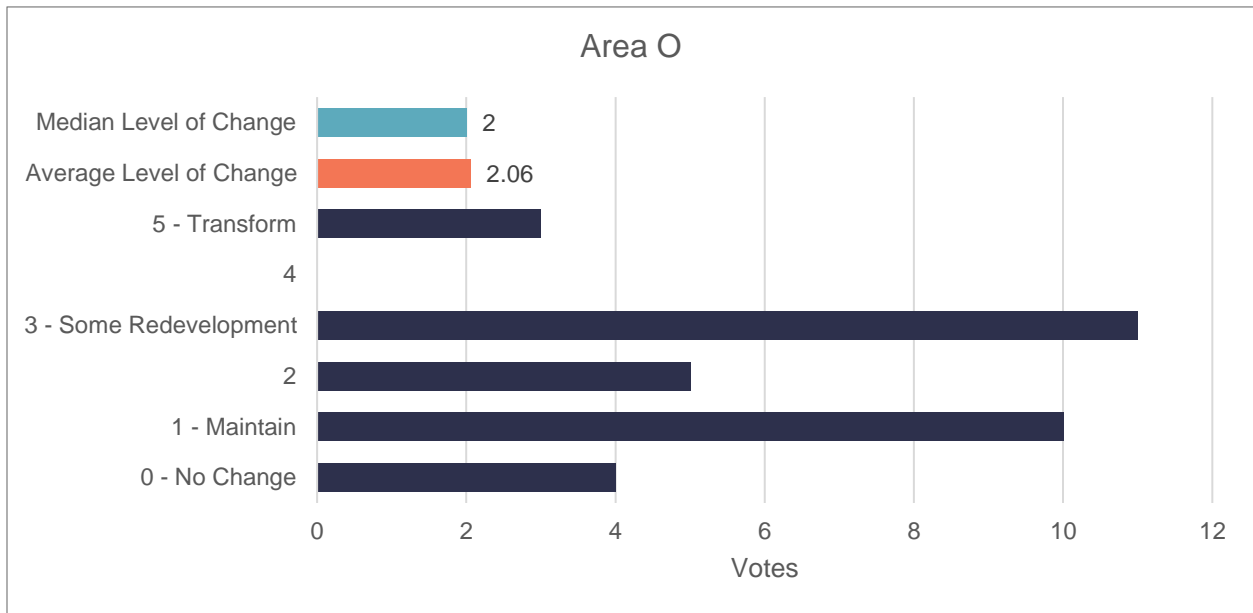
- Landscaping, increasing the urban canopy, reducing dependency on cars would vastly improve this neighborhood.
- Safer streets for children getting to school without a car.

Community services, facilities & infrastructure

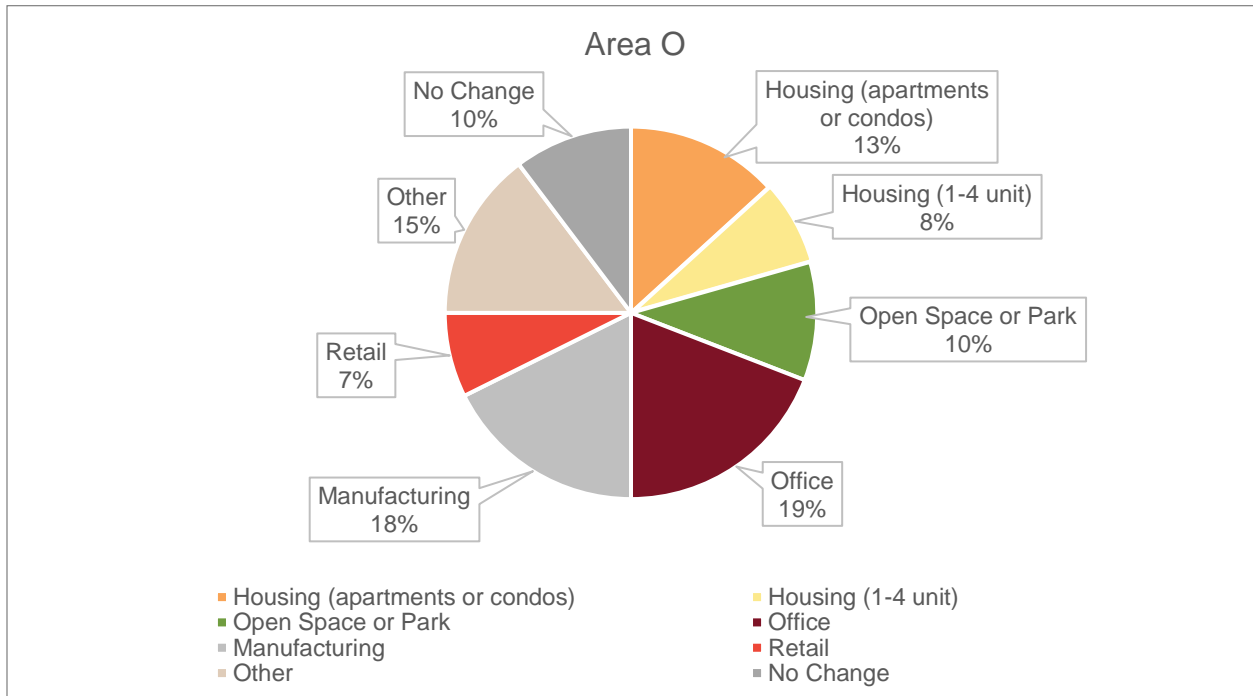
- SCHOOL expansion
- Seems like education should be prioritized here.
- This area needs to be transformed into a Hunger Games type training area so we can prepare our kids for the post-apocalyptic future. Just kidding. I'm not overly familiar with this part of town.
- Those spaces seem to be very important in their current uses but this is an area I don't know well enough to make an intelligent vote.

## Area O

### What level of change would you like to see in this area?



## What type of development would you like to see in this area?



## What other types of improvements would you like to see in this area?

Environment
<ul style="list-style-type: none"> <li>• Open space</li> <li>• Improve wildlife habitat in area, especially along the river.</li> <li>• Protect creeks and have trail up Adobe creek to Casa Grande SP and beyond.</li> </ul>
Housing
<ul style="list-style-type: none"> <li>• Some high density housing, as long as the roads can handle it. Create a bicycle / pedestrian highway from Adobe creek golf course all the way to the river. Buffer for floods</li> </ul>
Land Use
<ul style="list-style-type: none"> <li>• Would it work to create a neighborhood here? For folks that work in area? Would be great to have activity outside of work hours.</li> <li>• Housing and office</li> <li>• We need more high end well paying jobs for the people to be able to survive in town without driving out of the area for good paying work</li> <li>• Transition Petaluma Poultry out of the City - redevelop that property for housing and amenities, connecting to the nearby little center with Starbucks, etc. Discontinuing bird slaughter and processing is the move for the future. New residents are already horrified to learn, because most people don't know, there are two slaughter facilities here in Petaluma. What about water use for both? Why can't recycled water be sold to residents? The area adjacent to Petaluma Poultry and the office center is also sensitive biologically and this is incongruent with the nearby housing - to have the slaughter and chicken processing facility in that location - so we also need to help workers who are killing and processing as their jobs each day transition to good green jobs. I understand I may be the only person in Petaluma raising these issues</li> </ul>

about the slaughter operations, but someone needs to. This is not a progressive City with this level of this type of business.

- Transform to multiuse area, eco business park. Achieve housing-jobs balance.
- Ideal for light manufacturing, office and back office space.
- Already a Commercial area. Develop smart and bring in career trade jobs
- infill
- Same as my previous response. These seem to be important in their current uses as I don't see where else in the city these functions would occur (large warehouses, large format medical space, etc.)
- This area is pretty unfriendly but perhaps utilitarian. Makes me think I'm in Houston. Need to ask the people that work there what is needed. Would they be willing to live there?
- Housing, office ok.
- Continued infill with employment-focused uses makes sense.
- Use recycled water in this area, expand Ellis to provide more water citywide.

#### Transportation

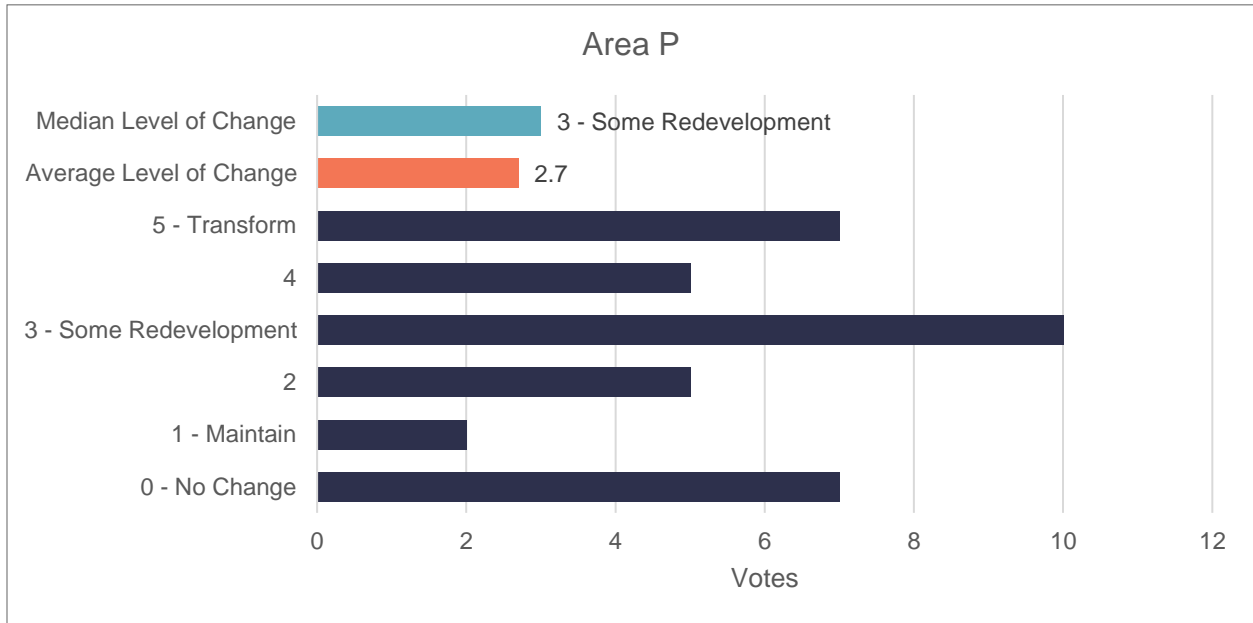
- Have safer walking, biking routes to this area from both downtown and the McDowell area
- Make it easier to take public transit to this part of town, to reduce congestion and the massive parking lots. What would happen if there was a SMART station just north of the bridge over the Petaluma river? Beside the Sheraton, for example.
- More dense and less parking.
- Create bike lanes and decrease dependency on cars. Improve landscaping.
- Better infrastructure for people to get to work without driving. Bus routes and bike paths.
- Make more bikeable/walkable. Make parking a privilege (paid?). Covered parking for bicycles. EV charging. Businesses could provide incentives for worker to bike/walk or use public transit.
- Build bike/ped path along creek.
- Good, safe bike lanes and sidewalks on both sides of the street. This area is too dangerous for bike travel with the high speed cars and trucks and reckless driving.

#### Community services, facilities & infrastructure

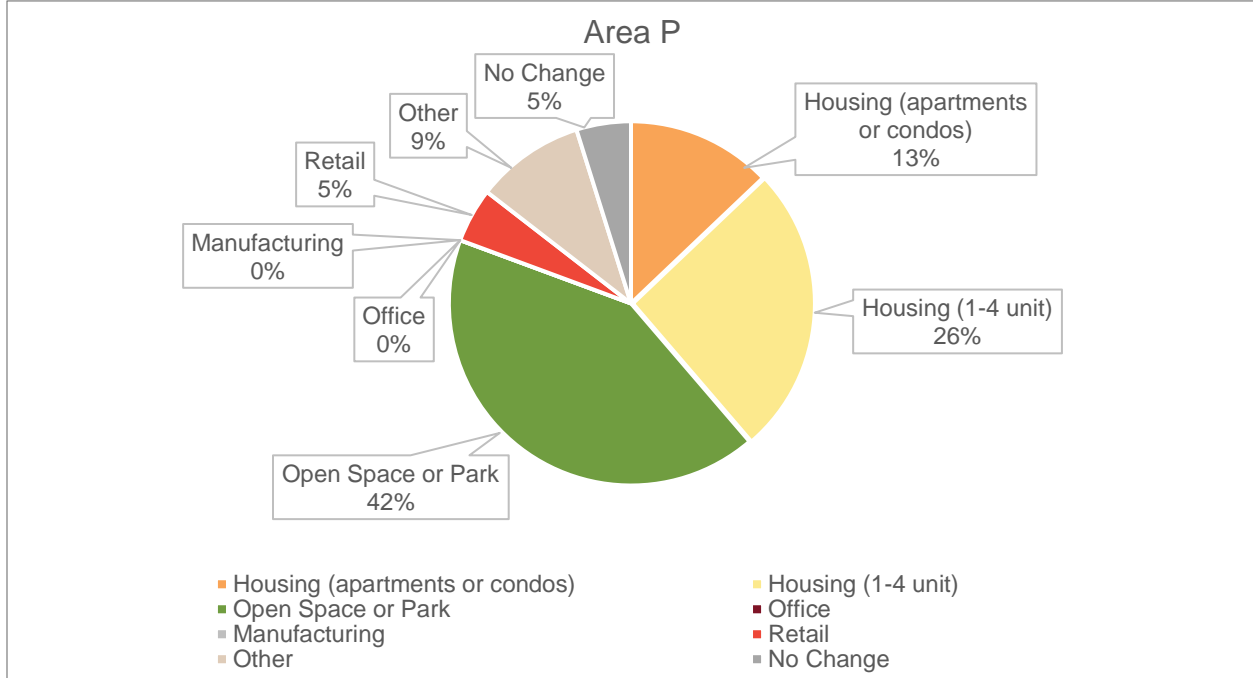
- A supermarket

## Area P

### What level of change would you like to see in this area?



### What type of development would you like to see in this area?



## What other types of improvements would you like to see in this area?

Environment
<ul style="list-style-type: none"> <li>• Protect the green space</li> <li>• Public open space</li> <li>• The golf course should become an open space with 9 hole golf, tennis, squash, bocce or pétanque. W/ safe non-motorized access routes &amp; public transit.</li> <li>• The golf course would be nice to have open</li> <li>• A golf course should remain, either a 9-hole course or 18-hole course.</li> <li>• Convert the golf course into a park. Develop responsibly, only if the roads can handle it / if it fits within our sustainability goals. Restore adobe creek to slow the water, recharging groundwater. Preserve farm land.</li> <li>• Convert the old golf course to a bike park (slopestyle or pump track) or a multi-use nature preserve!</li> <li>• We need more public parks and natural areas, and it has handicap access.</li> <li>• Leave the golf course as open space if its maintained</li> <li>• As the city expands, this is the perfect spot to maintain as an open space. It has always been such and is a perfect size. Let's keep it open.</li> <li>• Reclaim Adobe Creek for outdoor recreation.</li> <li>• wetlands and natural habitat flood control fire protection clearing</li> <li>• A bike park like Stafford Lake in Novato</li> <li>• Transform old Adobe golf course into a public park</li> </ul>
Housing
<ul style="list-style-type: none"> <li>• Additionally, it should be allowed that low-density be allowed to be developed. This area can't accommodate high-density development, but additional single-family houses instead.</li> <li>• Adding residential within defunct golf course area would be good; smaller pockets of clustered attached housing preferable to single-family homes. Build awesome ped-bike network with linkages to transit/schools as part of any redevelopment.</li> <li>• Missing middle housing.</li> </ul>
Land Use
<ul style="list-style-type: none"> <li>• This is a challenging area where housing and the golf course just blanketed over the outer parts of Petaluma, and there's Southgate nearby - another poor planning effort at the edge of the City. I heard the golf course is to be revived with a solar</li> <li>• Neighborhood grocery/services, some higher density housing, better bike/ped environment</li> <li>• An upscale restaurant with a nice view would be great for this area (only option is to travel to downtown). But most development here only contributes to sprawl.</li> <li>• single family homes, park</li> <li>• infill</li> </ul>
Transportation
<ul style="list-style-type: none"> <li>• Make more bikeable/walkable.</li> <li>• Sidewalks and bike lanes.</li> </ul>
Community services, facilities & infrastructure
<ul style="list-style-type: none"> <li>• More energy storage project like the proposed battery installation near the PG&amp;E substation. Make the golf course into a city owned park.</li> </ul>



# Emails received after workshop

## Seniors & Walkability Concerns

"I was able to access the excellent online forum last night, but apparently when I used the chat box, my message was not delivered. All I wanted to add to the excellent comments was, as a senior citizen, I do not feel safe walking from the Eastside of town, where I live, to the Westside, crossing Lakeville at D Street. The traffic has become intolerable and crossing D St. from Lakeville to Petaluma Blvd. has become an obstacle course. My own neighborhood is only safe to walk between 9-11 am, before traffic roars through. Forget commute time! Drivers tear around the Baywood roundabout more than 15 miles an hour, then roar up McDowell. Since the Altura Apartments have been built, our streets (from St. Francis Dr. and cul de sacs to Lakeville) have become parking lots for residents of Baywood Arms Apartments who were displaced by Altura Apt residents. Why was no adequate parking provided for residents of the Altura Apartments? All this traffic has led to a deterioration of the quality of life of our neighborhood and a loss of property value and a safety issue!

I know the Westside seems to be a priority when it comes to preserving neighborhoods, but please consider the consequences of overbuilding on the Eastside just to satisfy some housing quota. Even the idea of building on the fairgrounds is unconscionable, just adding to more traffic / people congestion. Also, the fairgrounds were a welcome refuge to fire victims and their animals. Then there is the issue with water.... a finite resource..."

## Health & Resilience Concerns

"Community food security, defined as "a situation in which all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes community self-reliance and social justice" (Hamm and Bellows, 2003), is a key tenant of Petaluma Bounty's work. It is at the nexus of community health, community resilience, and climate readiness and yet the draft General Plan does not mention food or food access in relationship to health, community resilience, or disaster. This oversight must be addressed as we face climate change related disasters, vulnerabilities, and failures within the long distribution chains of our conventional food system, and a local food system and economy under distress.

As a visionary document of the City of Petaluma, there are some crucial value statements and actions that can be taken to address some immediate concerns as well as lay the foundation for future zoning, code, funding, and programmatic updates to reflect our shared commitment to our wonderful city. I ask that you read the attached document about specific concerns and potential solutions and consider incorporating the content into the collective process. Or, if you have questions, concerns or seek more background information, please connect with Suzi Grady, Director of Petaluma Bounty [suzi@petalumabounty.org](mailto:suzi@petalumabounty.org) (707) 364-9118."

## New development & street improvements

"I recently moved to McNear Avenue. I see that a large project has been proposed at the corner of McNear and S. Petaluma Blvd. The Vardnaw Landing Project is labeled "Inactive" on the City's website. I'd like to understand what that means. Any information you can provide would be helpful.

I am concerned about the large number of housing units that are either under construction or being proposed along the S. Petaluma Blvd. corridor. Are there any new markets, restaurants, or drugstores being discussed to support this side of town? Driving to Whole Foods already takes a lot of time due to the bottleneck at the D Street bridge. I am concerned about the hundreds of new housing units that will be adding hundreds of cars to the already long line at the bridge. This end of town needs a market that people can walk to or reach by bicycle. The only way to reduce the car traffic will be to create a walkable community around S. Petaluma Blvd.

Mill Valley has recently completed a major overhaul of a street that bears many similarities to S. Petaluma Blvd. Miller Avenue now has wide bike lanes (safely separated from car traffic by wide striping) and landscaped walkways connecting a Whole Foods, auto repair shops, restaurants, and dozens of other shops. It's very attractive and promotes pedestrian use. Miller Avenue is a major artery connecting the freeway and downtown Mill Valley -- much like S. Petaluma Blvd. which provides a direct link between the freeway and the center of town.

As it is now, virtually nobody walks S. Petaluma Blvd. Thoughtful planning, including street trees and buried power lines, could make this side of the city far more attractive and walkable. It is my sincere hope that the city recognizes how much this end of the Boulevard could benefit from wide sidewalks, street trees, restaurants, and a market. A landscaped center divide would also enhance the area and improve safety.”

### **Walkability & pedestrian access**

“You asked me during the General Plan open house meeting to post my list of streets and other pedestrian access ideas on the GP vision wall. There aren’t enough characters to list them all so I’m emailing as you requested. Since I can’t post on the vision wall, is there a way to get the list to the GPAC appointees directly so they can see it as well? I cc’d the plan petaluma email that I found on the website but I don’t know if that is the right one. This is the list off the top of my head. I’m sure there are plenty more streets that need sidewalk/crosswalks/etc.

Sidewalks:

1. 1st, 2nd streets downtown (south of D street)
2. Petaluma Boulevard by the Veterans Building
3. Petaluma Boulevard north of about Cal Rentals
4. Side streets off of N. McDowell between Corona and the Kohl’s shopping mall (including Clegg and Scott)
5. Open up the raised sidewalks in the middle and add stairs in the Theater District to make it easier to get to cars that are parked.

Crosswalks/Walkways: from the sidewalk to the front doors of businesses in all of the strip malls. Examples:

1. Kennilworth to the front door of Target or Dick’s
2. E. Washington to the front door of CVS
3. McDowell to Safeway
4. McDowell to Raley’s

Cross walks to link sidewalks that stop on one side of the street and start again on the other Examples:

1. Clegg and Scott streets off of N McDowell

Crosswalk

2. N McDowell between HenHouse and Lagunitas Brewery