

Dear GPAC Members,

This memo is intended to help you prepare for the June 17th GPAC meeting.

Logistics

The 3rd meeting of the Petaluma General Plan Advisory Committee will be held on June 17th from 6:30-9:00 pm. The meeting will be held virtually on Zoom: <https://zoom.us/j/91211018537>.

On the day of each meeting, please join approximately 10-15 minutes early so that we can address any technical issues or process questions that you may have.

Background

The May 20th GPAC Meeting focused on confirming GPAC group agreements and identifying topics of interest to focus on as we move forward with the planning process. This work is being continued through discussions and capturing your insights during the ongoing one-on-one listening sessions, and will inform both the focus of future GPAC meetings and how to apply GPAC member talents as the planning process proceeds.

June Meeting Agenda Items and Homework

The work on the General Plan Update moves along several concurrent tracks, and while the team is conducting interviews and assembling insights, they are also establishing existing conditions and analyzing data across a wide range of areas and topics. To inform this work, we have a near-term need for GPAC guidance on how to think about distinct neighborhoods and areas within the city, and how to address their individual opportunities and challenges. So, the focus on next week's meeting will be on identifying sub-areas of the city and work to be done in each of them.

The following are the main components of the Jun 17th GPAC meeting agenda. Please note your underlined "homework" assignments.

- **Meeting #2 Follow-up.** A summary of the May 20th GPAC meeting (Attachment #) and draft Group Agreements are attached (Attachment #2). Please review them and come prepared with any related questions or comments. During the June meeting, we will review and confirm the group agreements brainstormed in May.
- **Sub-Areas of Petaluma.** The City of Petaluma is comprised of unique neighborhoods and districts, some are very distinct (like the Downtown) while others are less defined (like the residential neighborhoods). Like the previous General Plan, the updated General Plan will have policies and strategies that are specific to "sub-areas" or neighborhoods in the city. Our work on sub-areas will begin with existing conditions analysis of the unique neighborhoods, districts and corridors. Likewise, engagement at key points in the planning process is done by sub-area. Therefore, we would like GPAC input on the most appropriate sub-area boundaries to use during General Plan process and input on the unique aspects, issues and opportunities for each sub-area. ***This will be the focus of the June 17th GPAC meeting.***

In preparation for the meeting, please review these different approaches to defining sub-areas in Petaluma:

- General Plan sub-areas map (Figure 1 below). The current GP focuses on fourteen planning subareas in the city. If you want to take deep dive into these sub-areas, Section 2.2 of the General Plan is attached (Attachment #3), which includes a description and policies specific to each sub-area.
- www.petalumamap.com (also Figure 2 below). This resource was put together by the City's Economic Development Department as a marketing tool for the city. It provides a different way of looking at the city's sub-areas.

After you review the above maps, please think about the following:

- How do you and other city residents think about and experience different sub-areas, and how would you define/identify unique sub-areas of the city?
- What makes different parts of Petaluma unique? What are the defining characteristics, physical features, etc.? What is the unique role of each neighborhood or sub-area in the overall city? Is this captured well in the existing General Plan?
- What are the issues that are unique to some areas of the city that need to be addressed? What are the opportunities for positive change in various sub-areas? Think about housing, transportation options, sense of place, parks, other amenities and services, etc.
- How do you think the city should be broadly divided into subareas?

During the meeting, we will divide into small groups (in breakout rooms) to discuss the questions above and mark-up maps. The GPAC will then come together to discuss each group's conclusions. This information will be used by the General Plan Team to define sub-areas and inform both existing conditions work and sub-area meetings.

- **Project Scope of the General Plan Update.** As previously requested, the contracted scope of work for the project is attached to this letter (Attachment #4). During this agenda item, we will not present a summary and will move immediately into Q&A. In preparation, please review the contract scope and come to the meeting prepared with any questions you have. This will segue into the final agenda item – a discussion of the project workflow and near-term activity.
- **Upcoming Meetings and Tasks.** We will spend a few minutes at the end of the meeting giving you a preview of near-term project activity and the topics for future GPAC meetings. We will conclude the meeting with some work for you to do in preparation for the July GPAC meeting.

If you have any questions about the meeting, please do not hesitate to contact Christina Paul (cpaul@cityofpetaluma.org). Thank you and we look forward to seeing you on June 17th at 6:30pm.

- The General Plan Team

Attachments:

- Attachment #1: Summary of the May 20th GPAC meeting
- Attachment #2: Draft GPAC Group Agreements
- Attachment #3: Section 2.2 of the General Plan
- Attachment #4: Project Scope of the General Plan Update

Figure 1: General Plan Sub-Areas

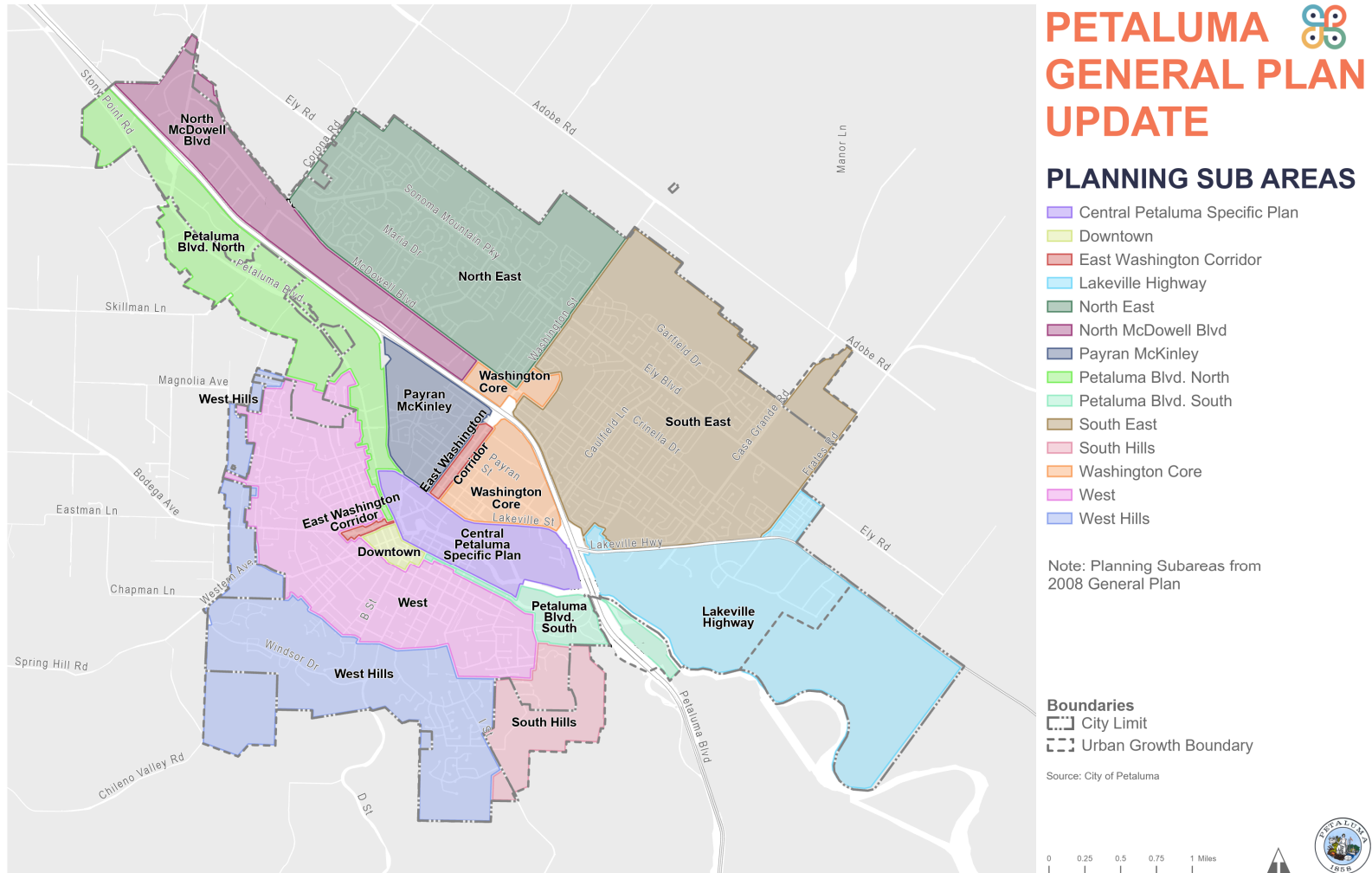


Figure 2: petalumamap.com

