

# General Plan Advisory Committee Meeting #4

August 19, 2021

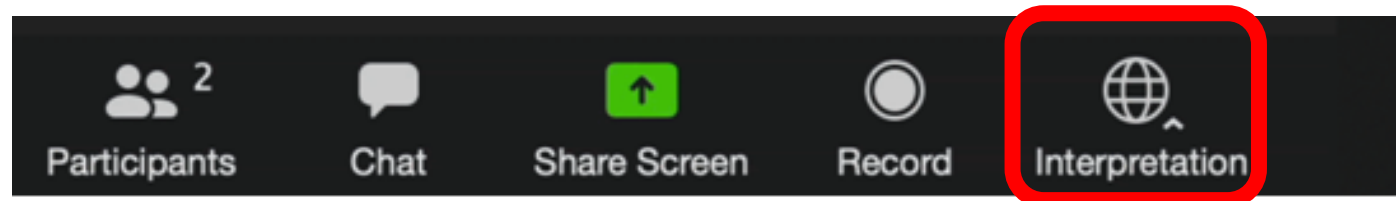
# Zoom – La interpretación

- Interpretation

**La interpretación en simultáneo para esta reunión se dará en los siguientes idiomas:**

Español (Martin y Gustavo) – bajo la opción Español

Por favor haz clic en el icono INTERPRETATION en tu barra de herramientas para acceder al idioma deseado

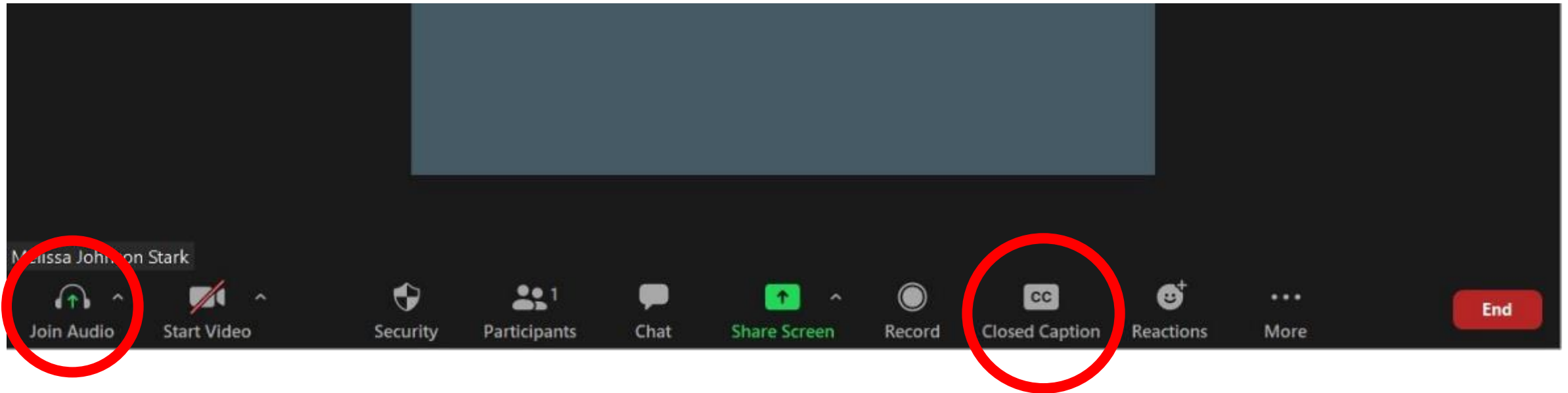


# GPAC Roll Call

- Dave Alden
- Panama Bartholomy
- Stephanie Blake
- Phil Boyle
- Erin Chmielewski
- Delia Diaz
- Mary Dooley
- Sierra Downey
- Jessie Feller
- Ali Gaylord
- Yensi Jacobo
- Roger Leventhal
- Iliana Inzunza Madrigal
- Roberto Rosila Mares
- Kris Rebillot
- Bill Rinehart
- John Shribbs
- Joshua Riley Simmons
- Janice Cader Thompson
- Bill Wolpert

# Logistics

# Zoom Instructions

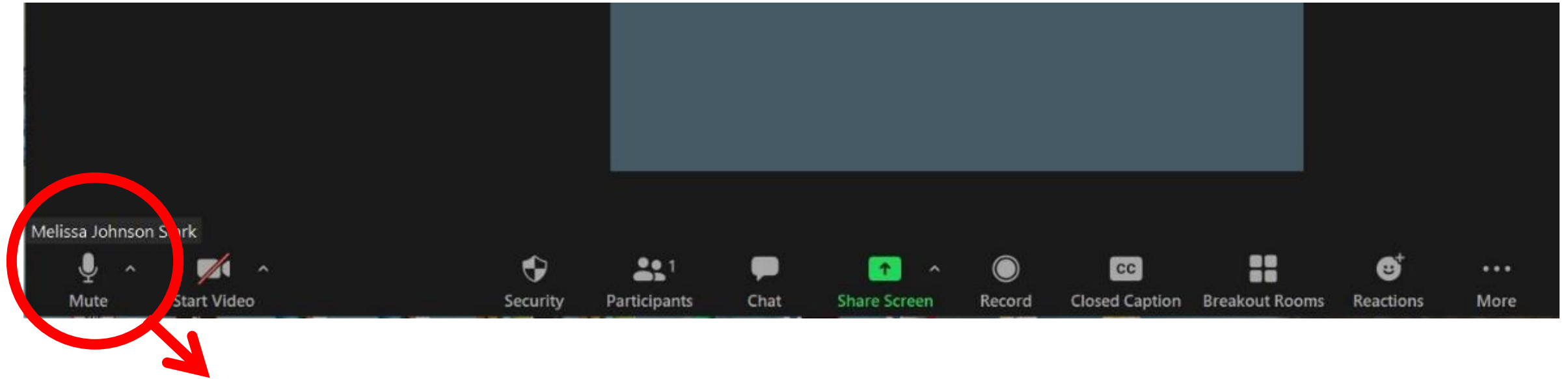


## *Join Audio*

- Two options:
  - *Use your device's audio*
  - *Call in using a cell phone*

## *Close Caption is available*

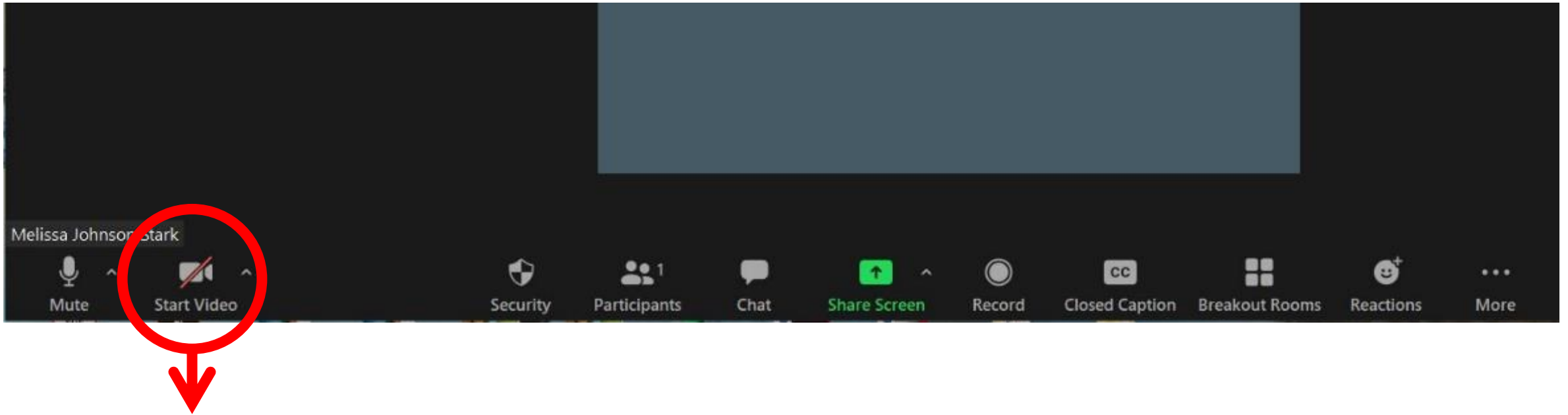
# Zoom Instructions



## ***Once Audio is Connected – Please Mute***

- Please remain muted until it is your turn to speak
- To un-mute, press the same button

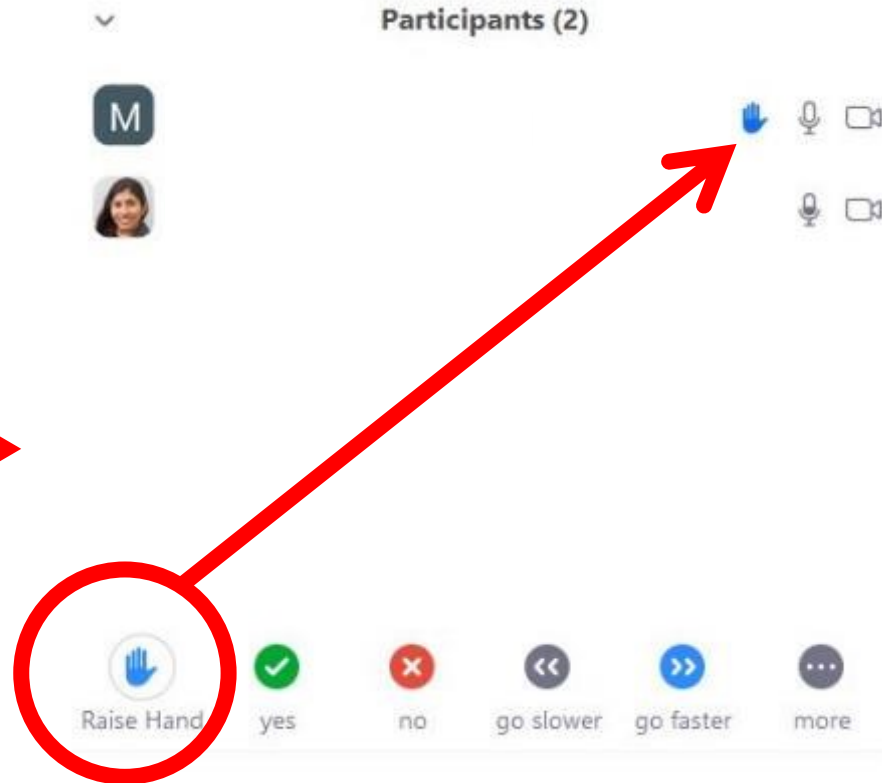
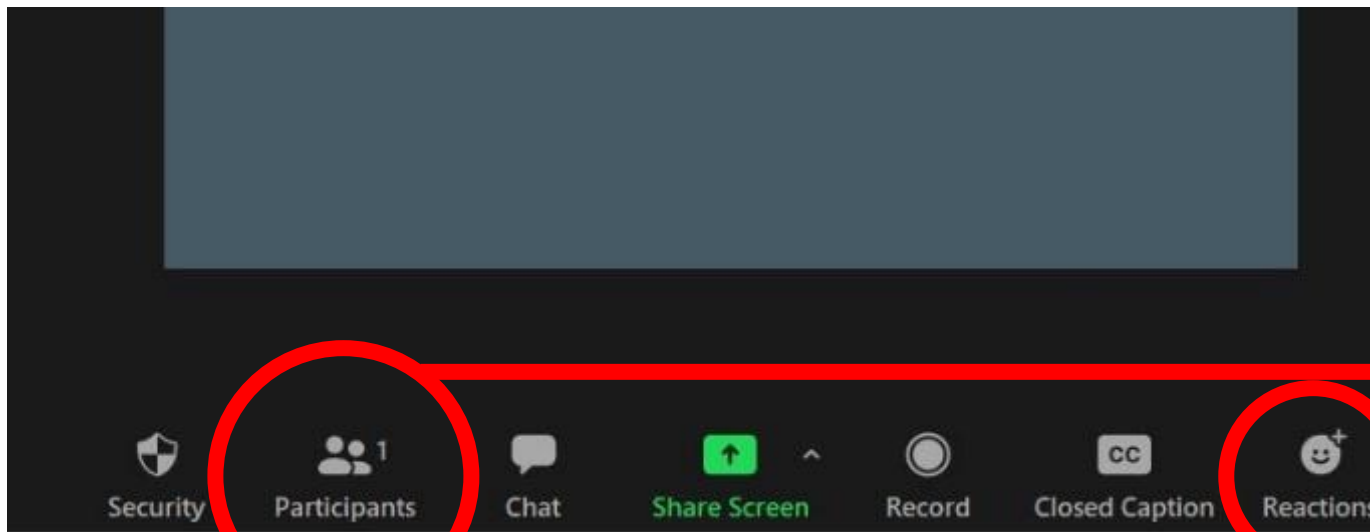
# Zoom Instructions



## *Start Video (GPAC Only)*

- **GPAC:** Please keep your camera on for the duration of the meeting
- **Public:** Please keep your camera off unless speaking during public comment

# Zoom Instructions



## *Raise your “Hand” to Speak*

- Please use the “Raise Hand” feature if you want to speak – the team will call on GPAC members individually. Please remain muted until called on.
- **Public:** Please only raise your hand during public comment. You can also use the **Q+A function** to send the Host questions during the meeting.



# Zoom – What You Need To Know

**For any technical difficulties, please email**  
**[eroberts@cityofpetaluma.org](mailto:eroberts@cityofpetaluma.org)**

**Para cualquier dificultad técnica, envíe un**  
**correo electrónico a**  
**[martin@mrtranslations.org](mailto:martin@mrtranslations.org)**

# Meeting Overview

- Roll Call and Meeting Overview
- Public Comments
- Project Updates
- Guiding Principles and Areas of Change & Stability
  - Brief overview
  - Small group discussion
- Fall Engagement
- Public Comment
- Final GPAC Thoughts



# Public Comments

# Stay within time please!

00 : 02 : 00

Change Clock Type  
Digital

Duration: 00 02 00

TimeUp Reminder (Optional): -- --

Choose Sound Effect Tick

Choose TimeUp Sound Alarm

Enable Count Up  Combine With Bar Clock

Start Pause Stop

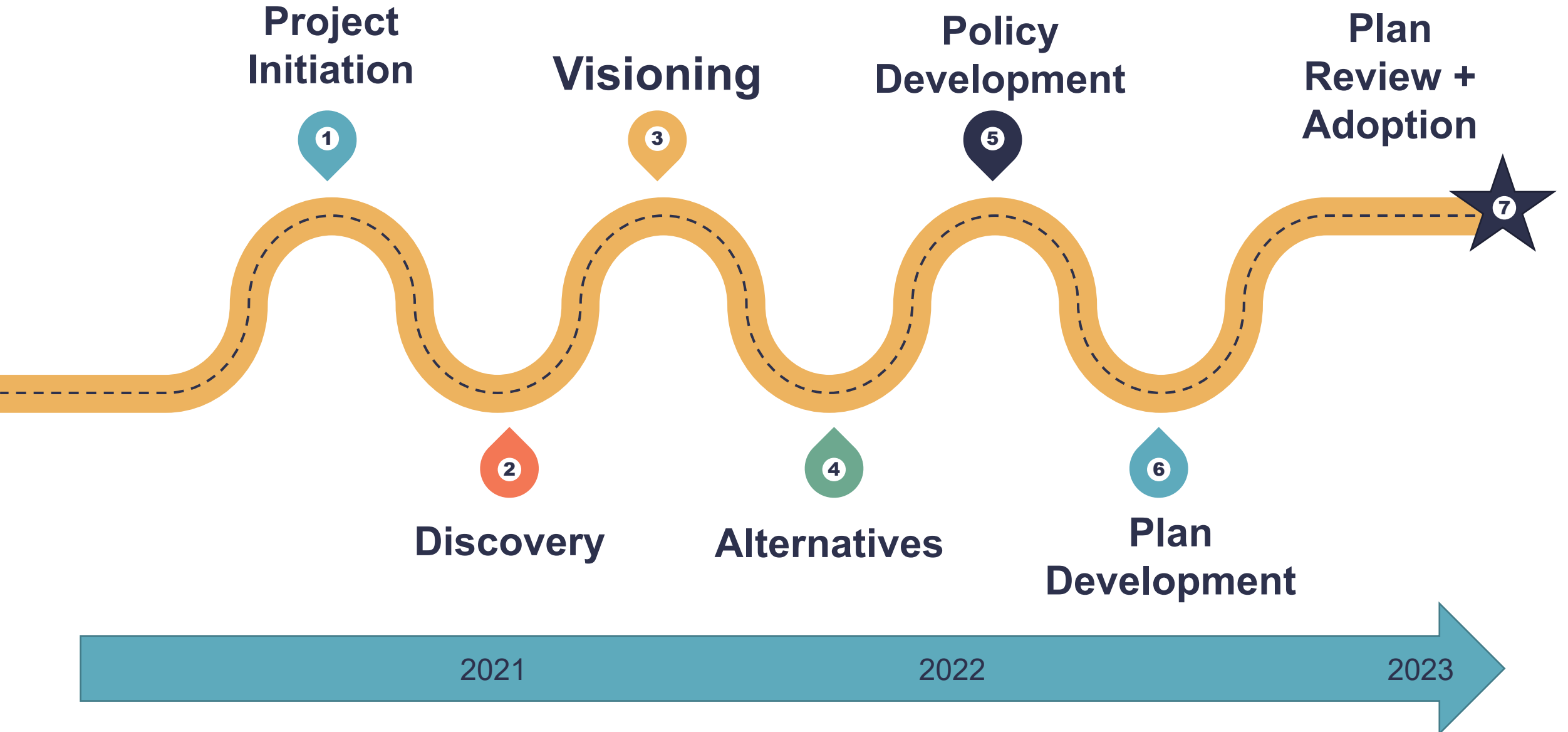
# Project Updates

# General Plan Structure

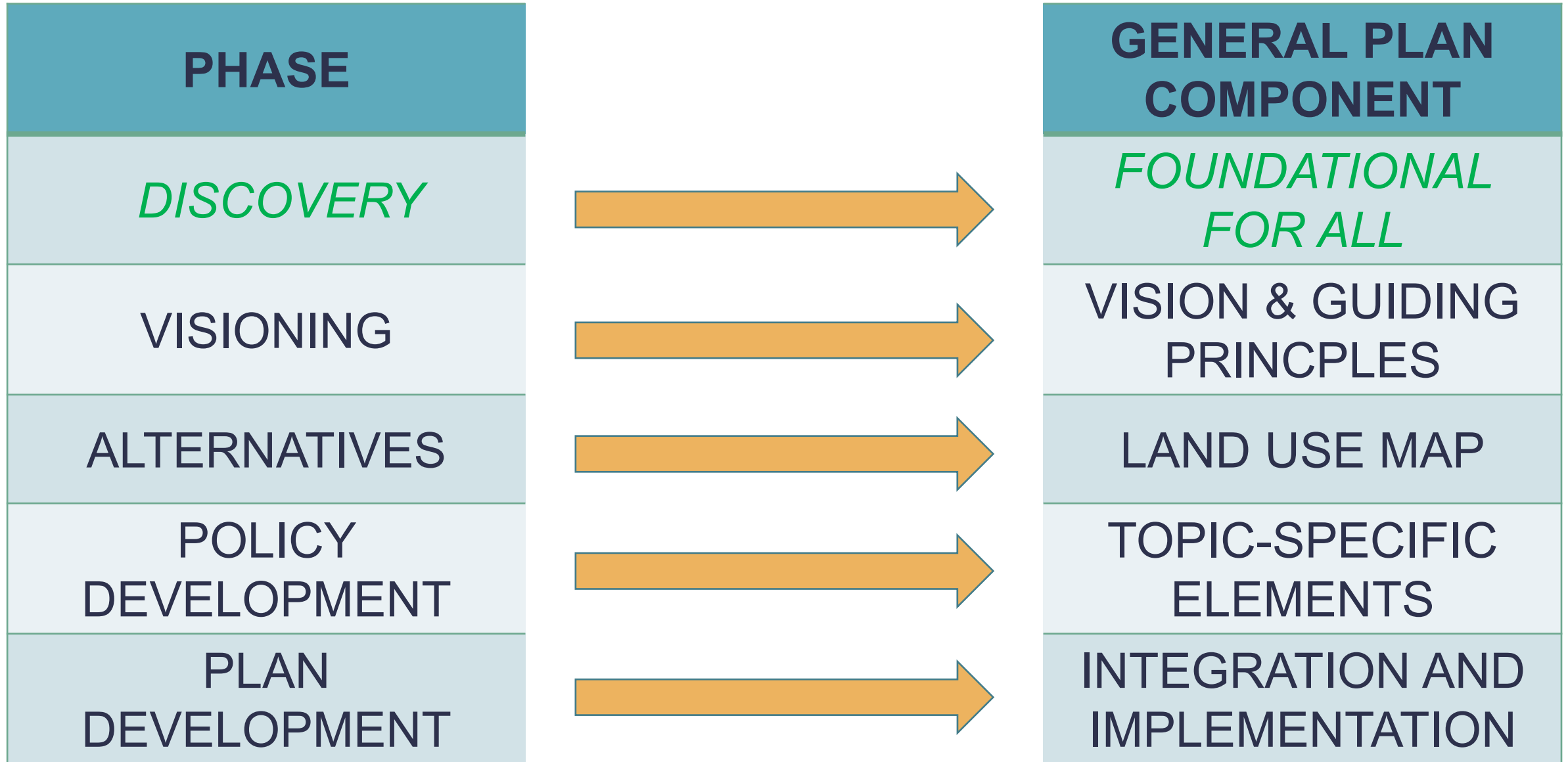
- Vision & Guiding Principles
- Land Use Map: set land use & development patterns & density
- Topic-Specific Elements
  - Goals
  - Policies
  - Programs
- Implementation
  - Specific action steps
  - Metrics & Targets
- Appendices: engagement, analysis



# Project Roadmap



# Planning Phases and GP Structure





# Concurrent (and sequential) Tracks

Discovery: baseline conditions



Visioning: preferred future & direction

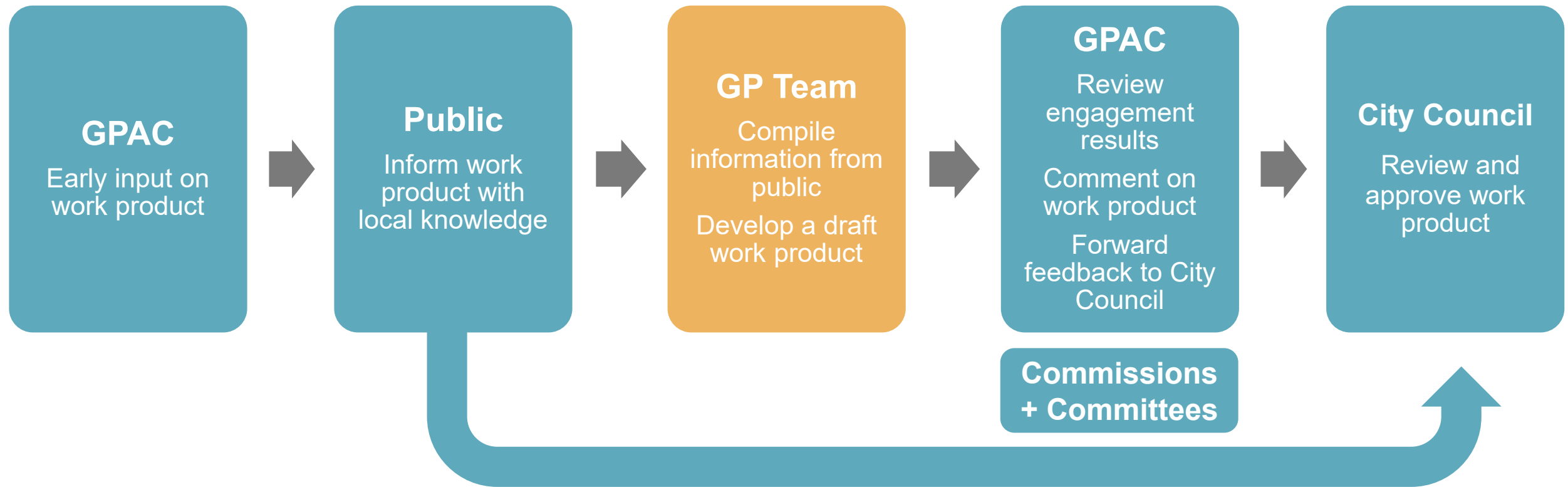


Alternatives: land use & density



Housing Element Sites (by ~Spring 2022)

# Iterative GPAC Input



# GPAC and Community Engagement (2021)

	GPAC	Public
August	<ul style="list-style-type: none"> <li>Guiding principles</li> <li>Areas of change</li> </ul>	<ul style="list-style-type: none"> <li>Area meetings &amp; Pop-ups</li> </ul>
September	<ul style="list-style-type: none"> <li>Land use/design</li> <li>Existing conditions insights</li> </ul>	<ul style="list-style-type: none"> <li>Area meetings &amp; Pop-ups</li> <li>Visioning Workshop</li> <li>Planning 101</li> <li>Committee/Commission meetings</li> </ul>
October	<ul style="list-style-type: none"> <li>Review draft vision and guiding principles</li> <li>Existing conditions insights</li> </ul>	<ul style="list-style-type: none"> <li>Educational Forums</li> <li>Committee/Commission meetings</li> </ul>
November	<ul style="list-style-type: none"> <li>Feedback to Council on vision and guiding principles</li> <li>Develop alternatives concepts (“what if” scenarios)</li> </ul>	<ul style="list-style-type: none"> <li>Area meetings (alternatives)</li> <li>Survey (growth preferences)</li> <li>Educational Forums</li> </ul>
December	<ul style="list-style-type: none"> <li>tbd</li> </ul>	<ul style="list-style-type: none"> <li>tbd</li> </ul>

Note: Estimated timing and relative flow of activities. Subject to change.

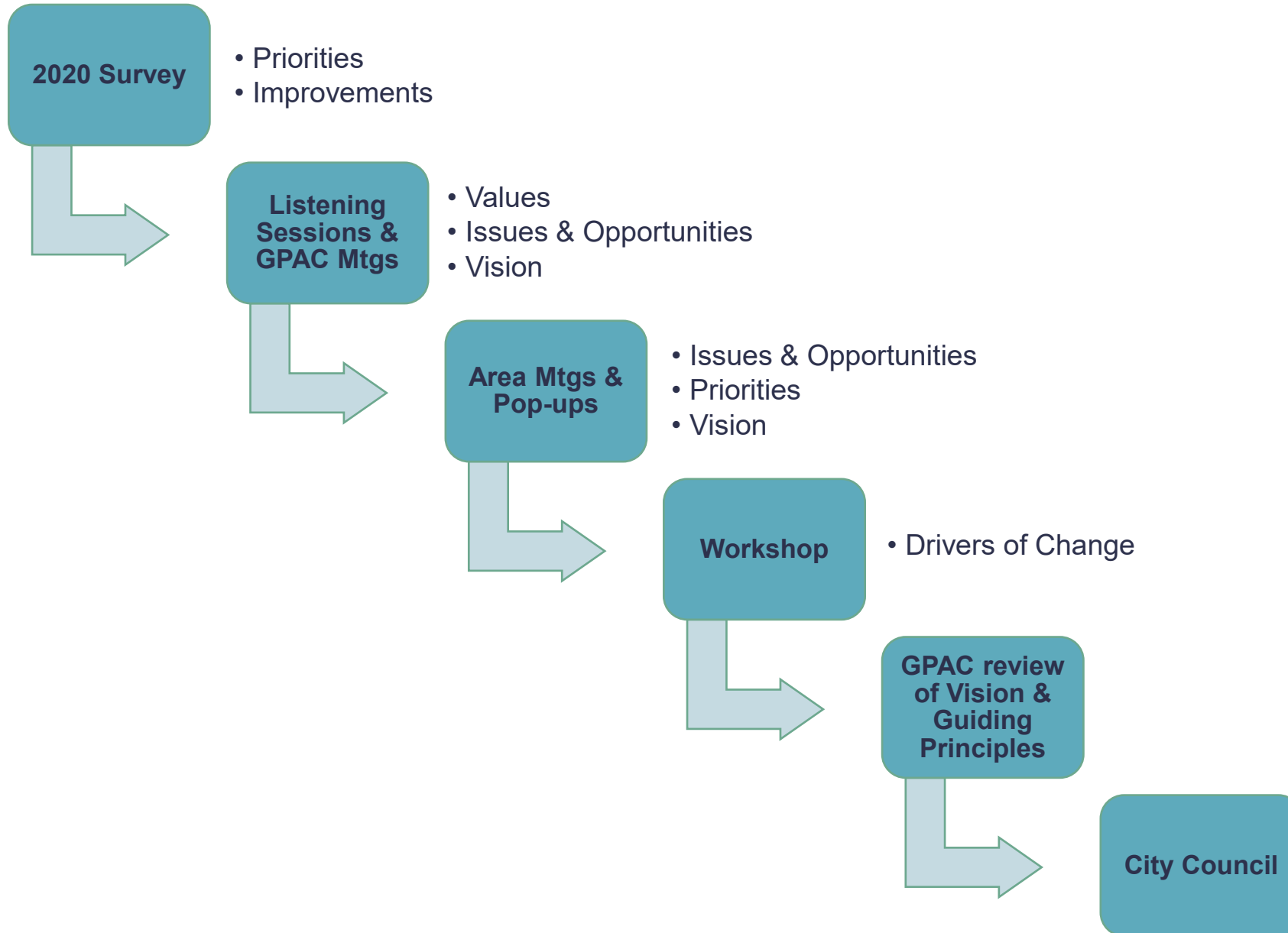
# Guiding Principles

# Purpose of Guiding Principles

- Vision: desired future conditions
- Guiding Principles: direction and principles to follow to achieve the vision
- As in current General Plan
  - Summarize unique challenges and opportunities Petaluma faces
  - Provide the basis for the goals, policies, and programs included in the Plan elements
- Can also be used to evaluate General Plan alternatives

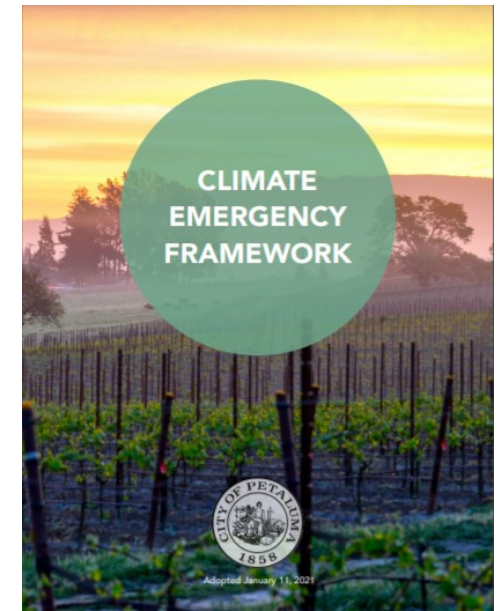
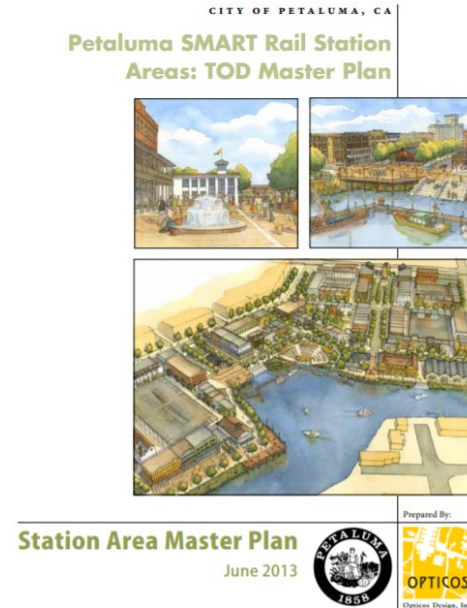


# Path to the Vision & Guiding Principles



# Recent Initiatives & Priorities

- City Council Goals & Priorities
- SMART Station TOD Master Plan
- Climate Emergency Framework
- Ad Hoc Committee focused on Diversity, Equity, and Inclusion

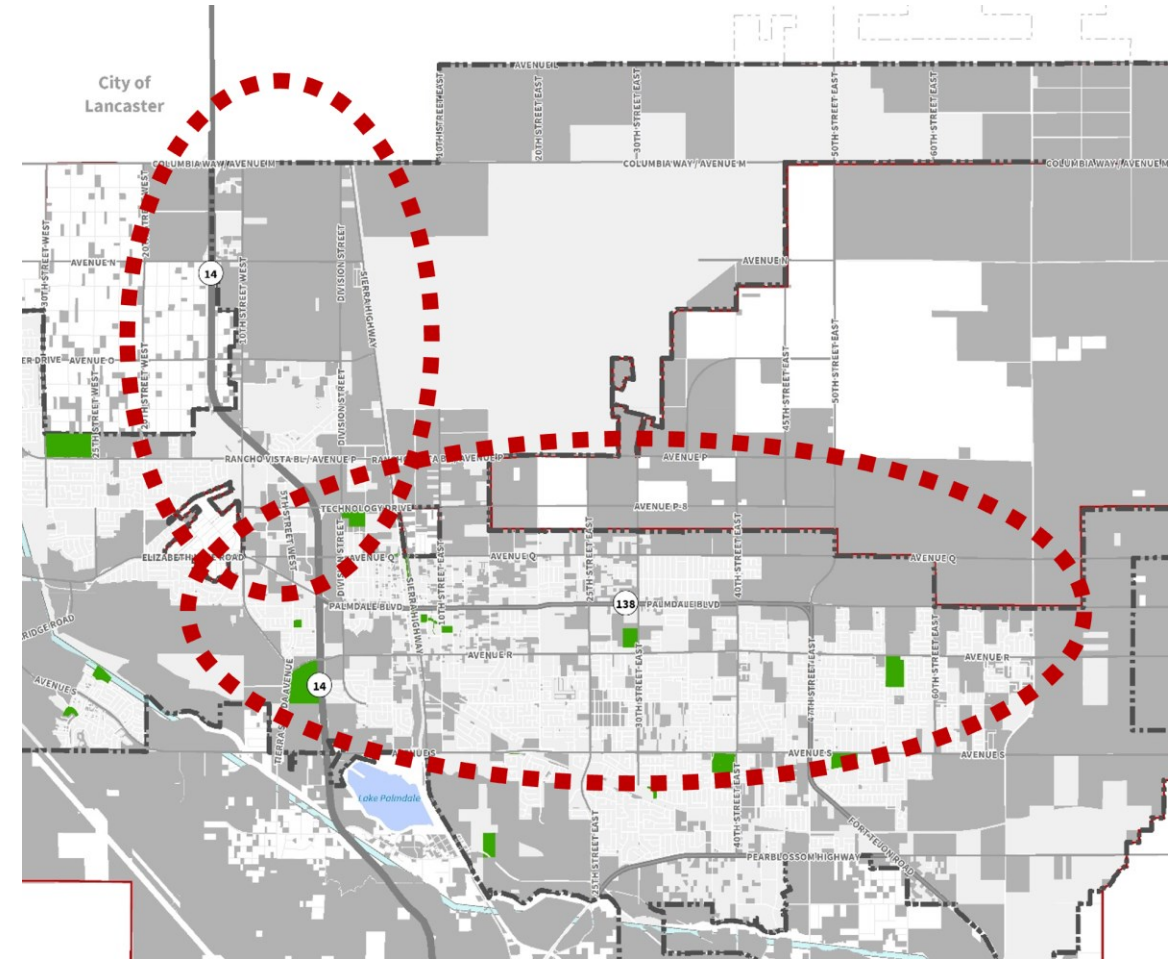


# Areas of Change & Stability

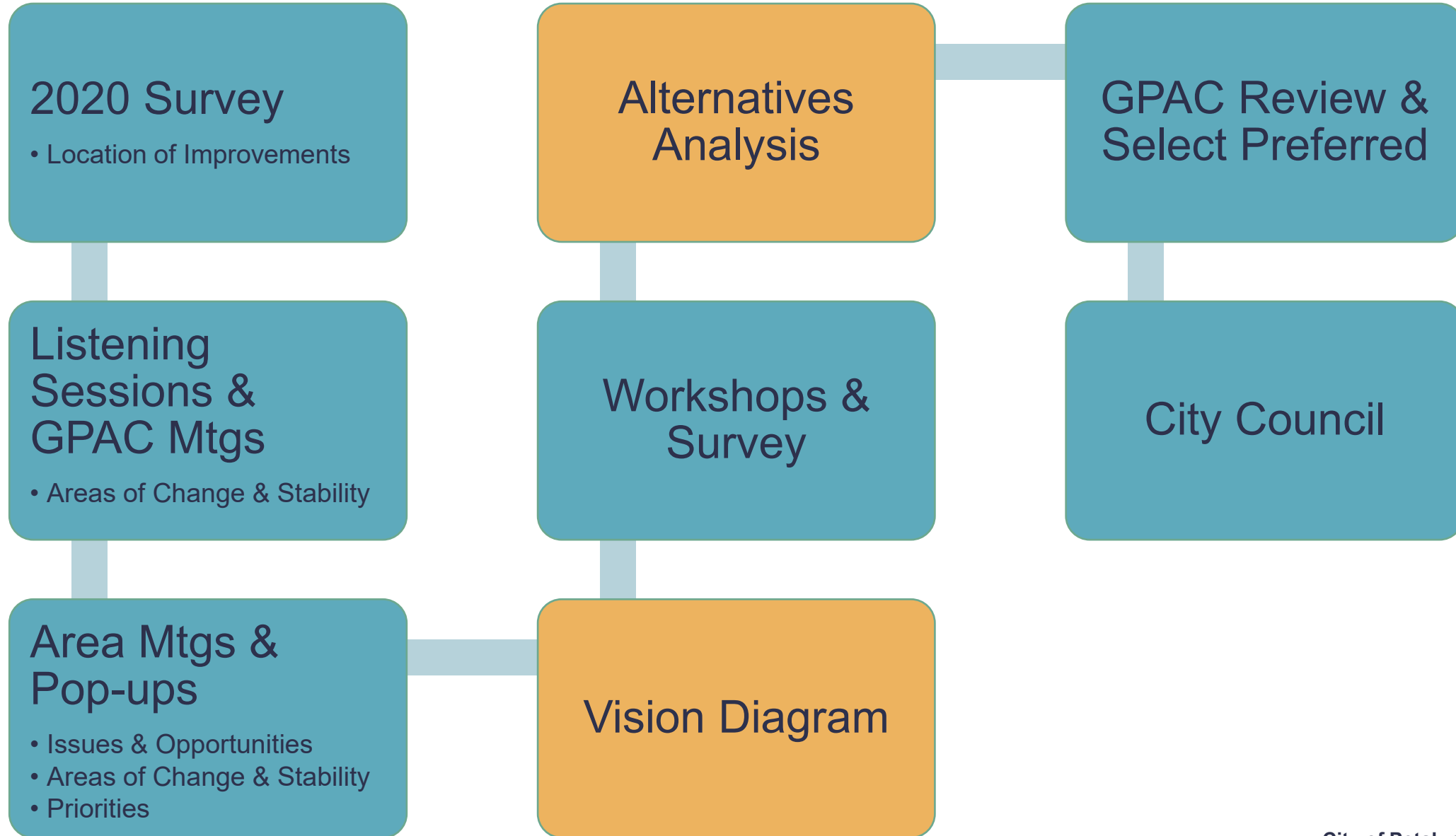


# Purpose of Areas of Change & Stability

- Areas of Change: Identify candidate locations for new housing, jobs, and other future land uses
- Areas of Stability: Identify locations where new development should *not* occur
- Helps focus future community engagement and analysis
- Which together inform...
  - Definition of alternatives to review and evaluate
  - Housing element site analysis



# Path to Alternatives



# Small Group Discussion

# Small Group Discussion

1. Discussion: Guiding Principles & Areas of Change (Break Out Rooms) – *30 min per topic = 60 minutes*
  - GPAC split evenly into 3 Small Groups (Spanish Interpretation in Main Room)
  - Members of the public split evenly to observe
2. Report Out from each group on high level themes and GPAC Discussion – *10 min*

# Guiding Principles Worksheet

August 19<sup>th</sup>, 2021 - GPAC Meeting

## Guiding Principles Worksheet



Existing Guiding Principles:	Your Comments/Modifications:
<p>1. <b>Maintain a close-knit, neighborly, and family-friendly city.</b> The General Plan envisions Petaluma as a city of strong neighborhoods. A guiding premise of the General Plan is that activities and facilities used on a frequent basis, such as stores and parks, should be easily accessible to residents. Land uses are designated to ensure balanced neighborhood development with a mix of uses, and provision of new parks and commercial centers in neighborhoods that presently lack them.</p>	
<p>2. <b>Preserve and enhance Petaluma's historic character.</b> With more than 150 years of history, Petaluma offers a rich legacy of buildings and neighborhoods, left largely intact after the 1906 earthquake. The city's evolution along the Petaluma River has endowed it with a unique heritage of buildings, urban patterns, and landscapes afforded by a navigable waterway. Preservation and enhancement of the city's historic assets lends Petaluma a distinct identity and helps sustain its small-town character. As future growth turns increasingly toward infill, efforts to guard the city's heritage need to be redoubled and are reflected in the Plan's policies.</p>	
<p>3. <b>Preserve and enhance Petaluma's natural environment and distinct setting in the region—a community with a discrete edge surrounded by open space.</b> Petaluma's built environment is shaped and influenced by its larger natural setting, which has long shaped the community's image and sense of place. Views of Sonoma Mountain on the northeast and the hills on the west, The Petaluma River and creeks, and the Petaluma Marshlands to the south are all distinctive elements of this setting. Ensuring that the city's surroundings are maintained in open space is more than an aesthetic issue; given the history of flooding, it is vital to</p>	

# Areas of Change & Stability

- Identify **Areas of Stability** – where no new development should occur
  - Note *why*
- Identify **Areas of Change**
  - Specify *what* you think should be there in the future (e.g., type of housing, retail, industry, etc.)

## GROUP 1 - MAIN ROOM

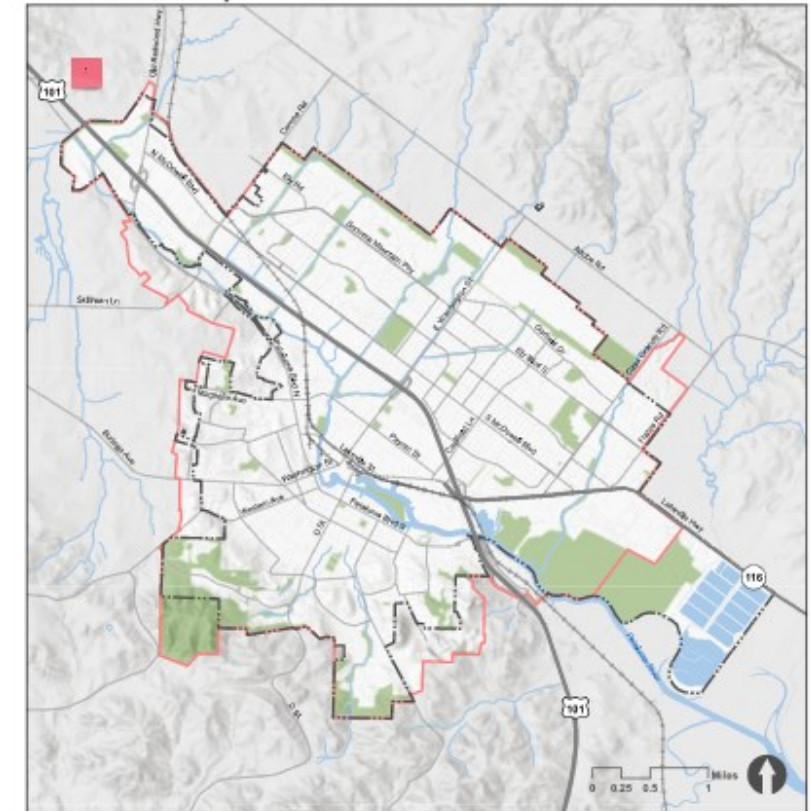
Facilitator: Michelle Notetaker: Paul  
GPAC Members:

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• Type here

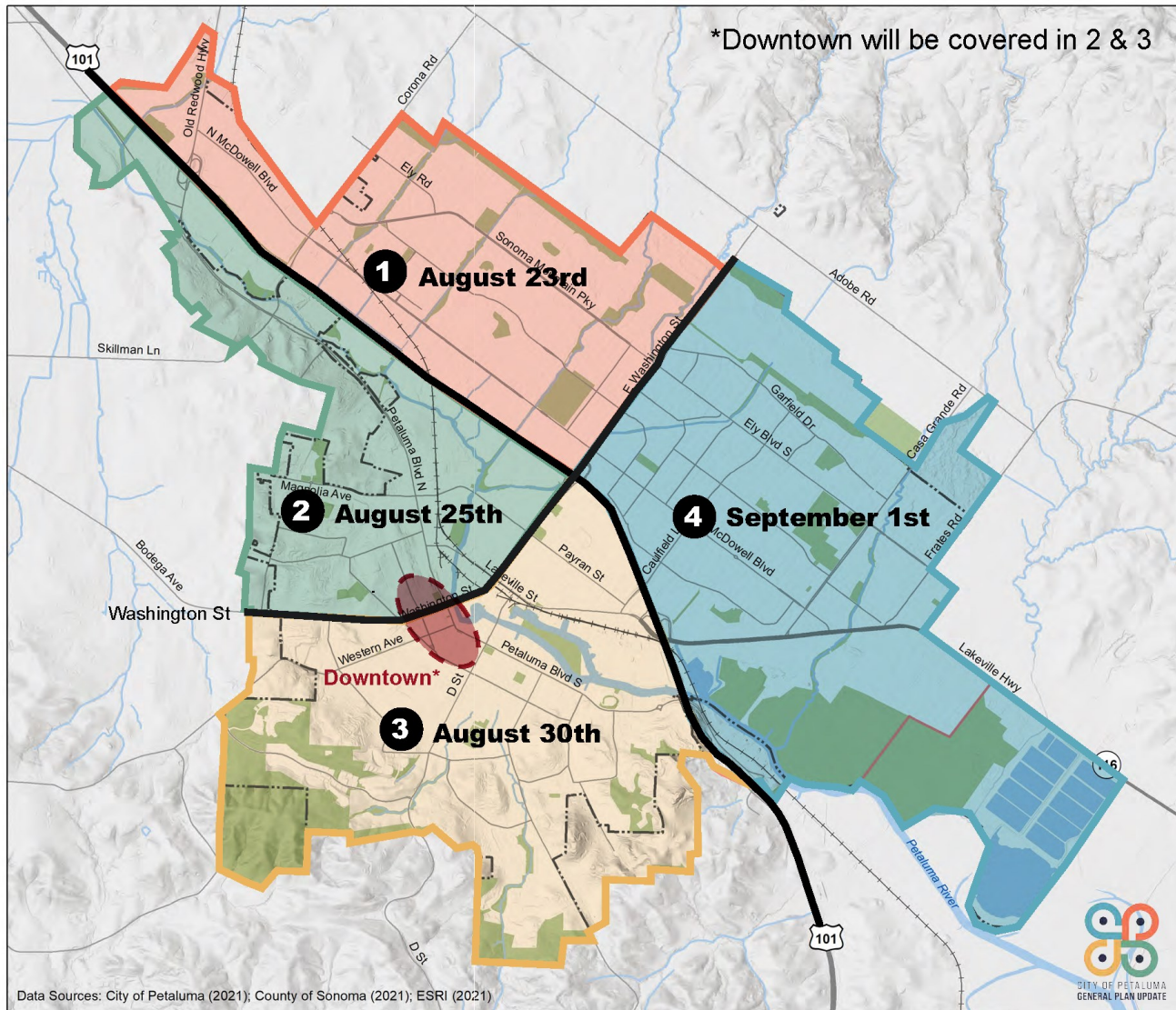
GPAC Comments / Questions	Areas of Change	Areas of Stability
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Petaluma Base Map



# Upcoming Fall Engagement

# Area Meetings (Virtual)



- Meeting 1: Monday, August 23rd
- Meeting 2: Wednesday, August 25th
- Meeting 3: Monday, August 30th
- Meeting 4: Wednesday, September 1<sup>st</sup>



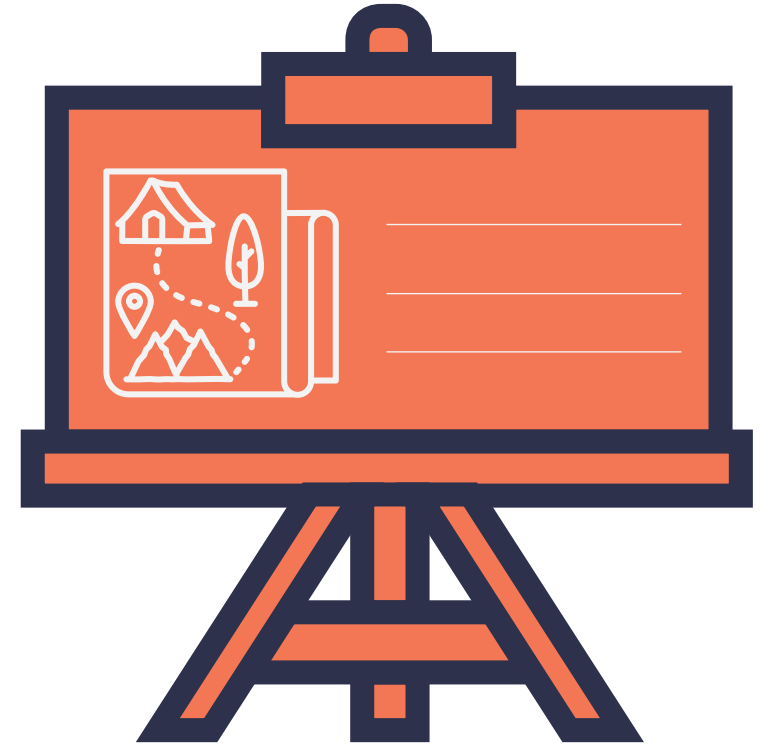
# Pop-Ups (In-Person)

## Confirmed So Far:

- August 28 (2-5pm) - Walnut Park Farmer's Market
- August 31 (10am-1pm) - Eastside Farmer's Market
- September 9 (4:30-7:30) - Petaluma Evening Market
- September 11 (2-5pm) - Walnut Park Farmer's Market

## Dates TBD:

- Lola's Market, Petaluma Market, the Petaluma Library, others?



# Other Upcoming Engagement

- Planning 101: Sept. 8, 7:00 – 8:30 pm
- Visioning Workshop: Sept. 29
- Committee & Commission Meetings
- Educational Forums
- City Council Overview of Existing Conditions: October 18



# GPAC Contributions

- Outreach & publicity
- Engage networks
- Assist at Pop-ups
- Listen during Area Meetings and Workshop



# Public Comments

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# Final GPAC Thoughts

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