General Plan Advisory Committee Meeting #5

September 16, 2021
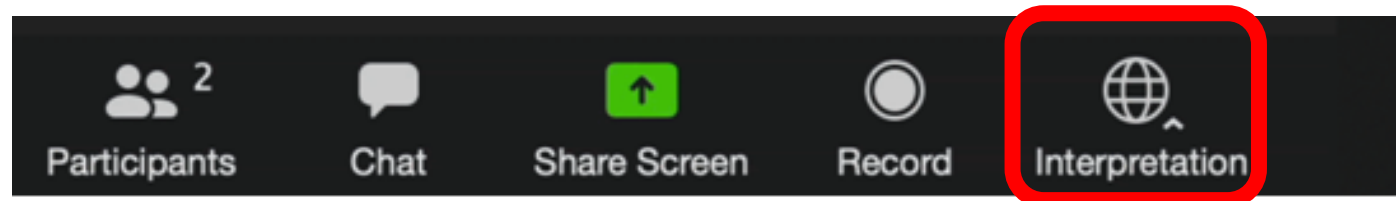
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PETALUMA GENERAL PLAN

raimi +
associates

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
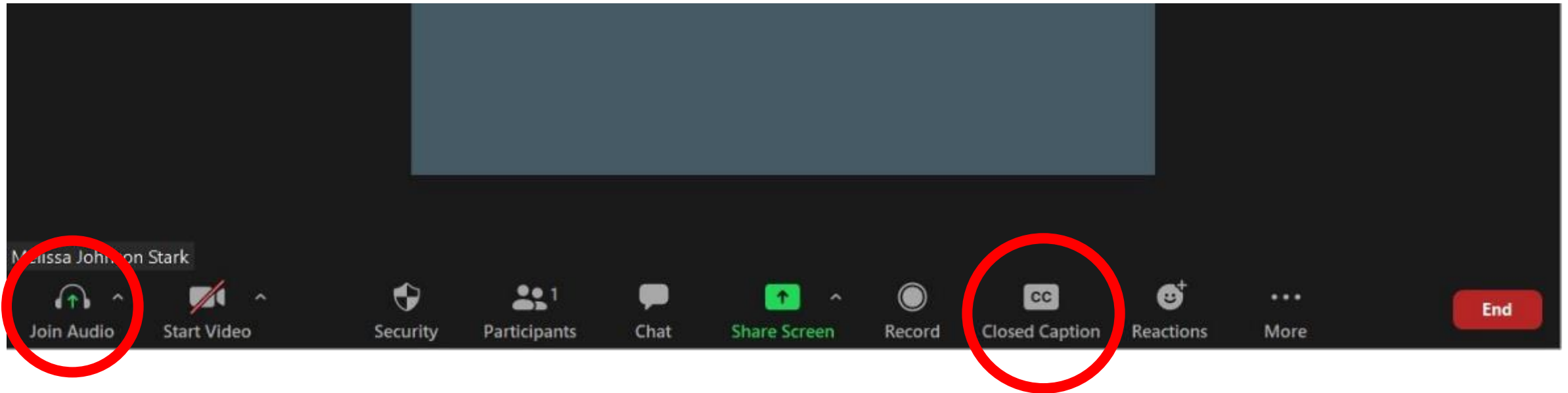
GPAC Roll Call

- 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
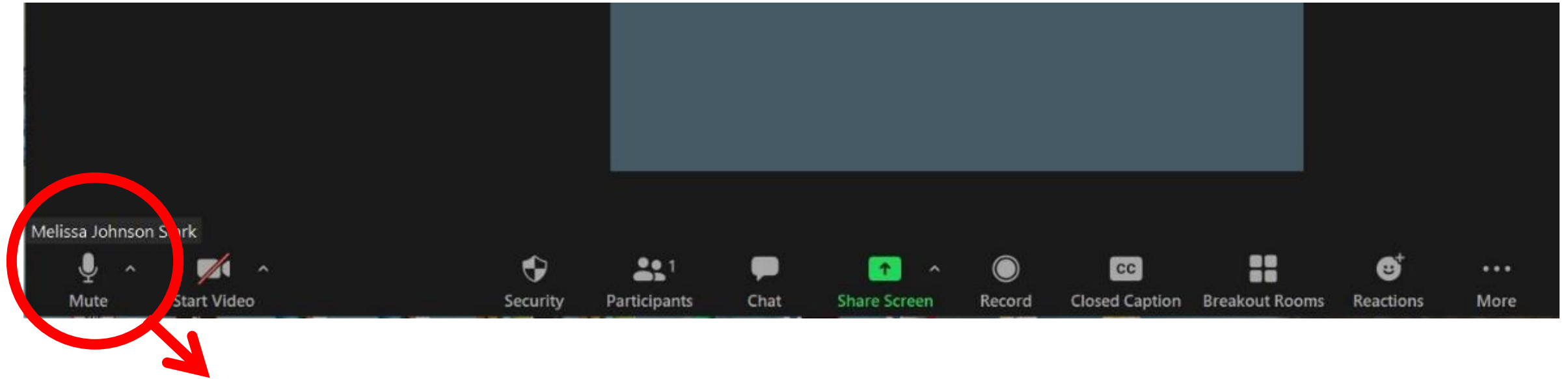- Bill Wolpert

Logistics

Zoom Instructions

Join Audio

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

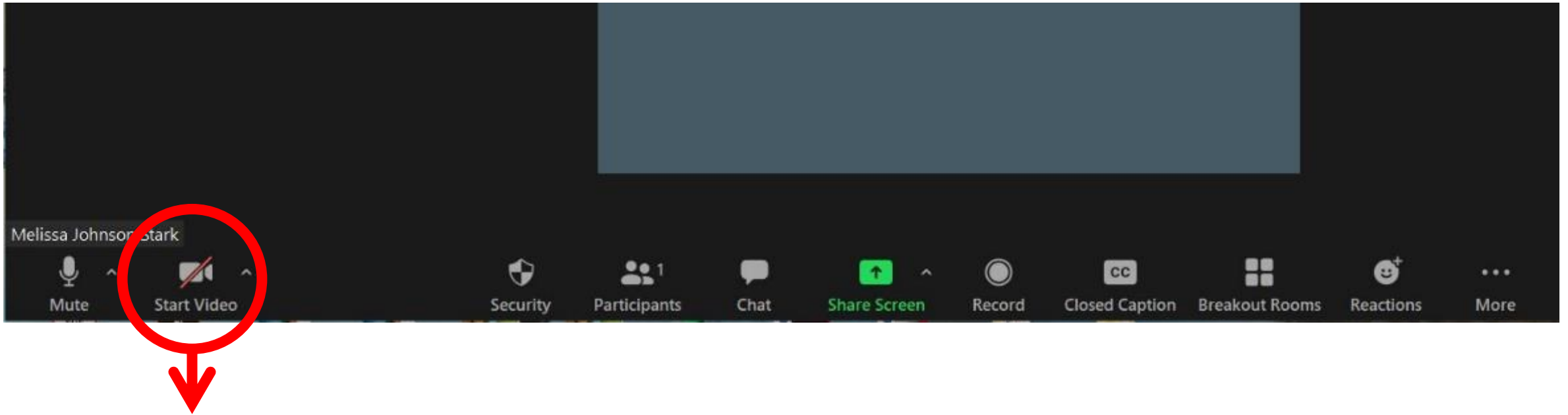## *Close Caption is available*

Zoom Instructions

Once Audio is Connected – Please Mute

- Please remain muted until it is your turn to speak

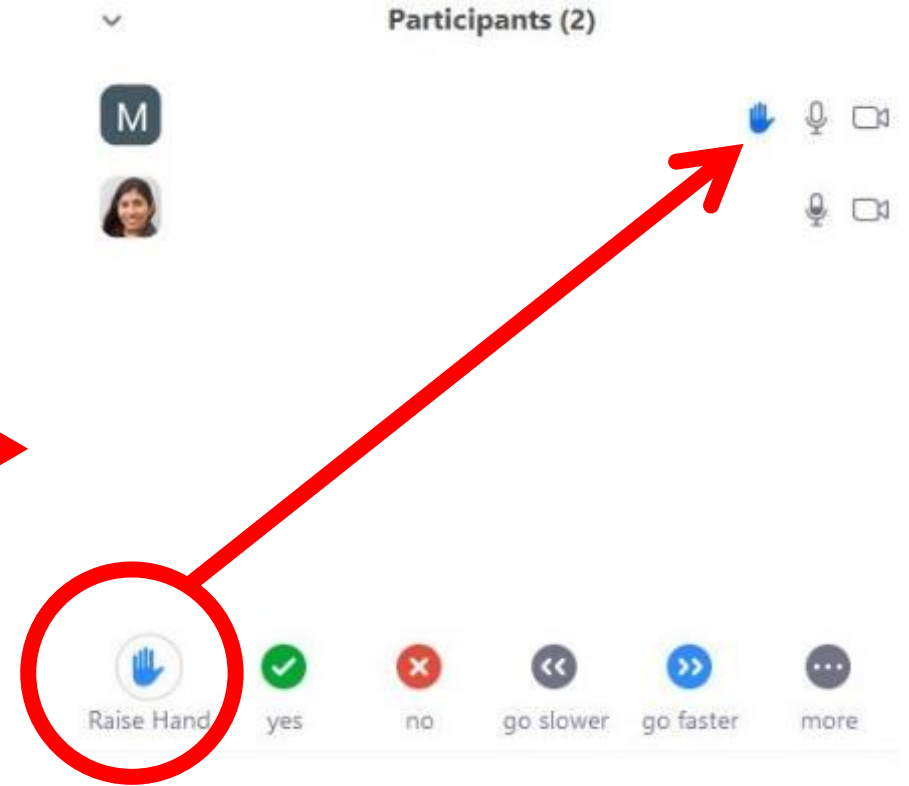- To un-mute, press the same button

Zoom Instructions

Start Video (GPAC Only)

- **GPAC**: Please keep your camera **<u>on</u>** for the duration of the meeting

- **Public**: Please keep your camera **<u>off</u>** unless speaking during public comment

Zoom Instructions
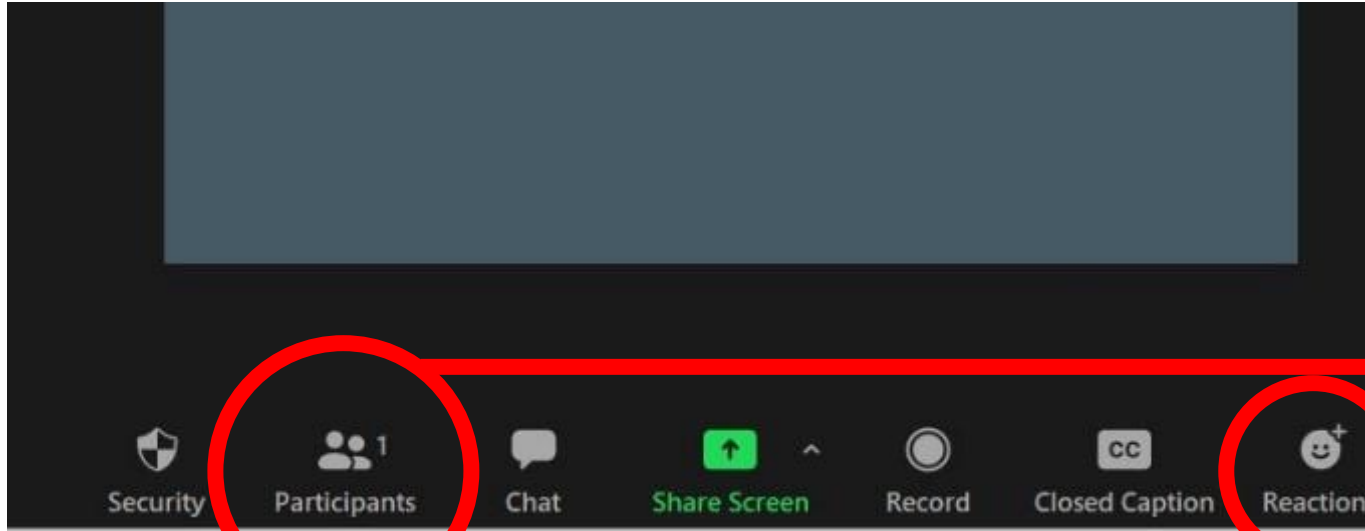
Raise your "Hand" to Speak

- 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

Para cualquier dificultad técnica, envíe un correo electrónico a martin@mrtranslations.org gustavoalonsosanchez@gmail.com

Meeting Overview

- Roll Call and Meeting Overview

- Public Comments

- Project Updates

- Visioning Workshop Approach & Materials

  - Discussion of Workshop Materials

- Public Comment

- Final GPAC Thoughts

Public Comments

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Stay within time please!

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TimeUp Reminder (Optional): --
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Choose TimeUp Sound Alarm

☐ Enable Count Up ☐ Combine With Bar Clock

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Project Updates

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Project Roadmap

Project Initiation — 1

Discovery — 2

Visioning — 3

Alternatives — 4

Policy Development — 5

Plan Development — 6

Plan Review + Adoption — 7

2021   2022   2023
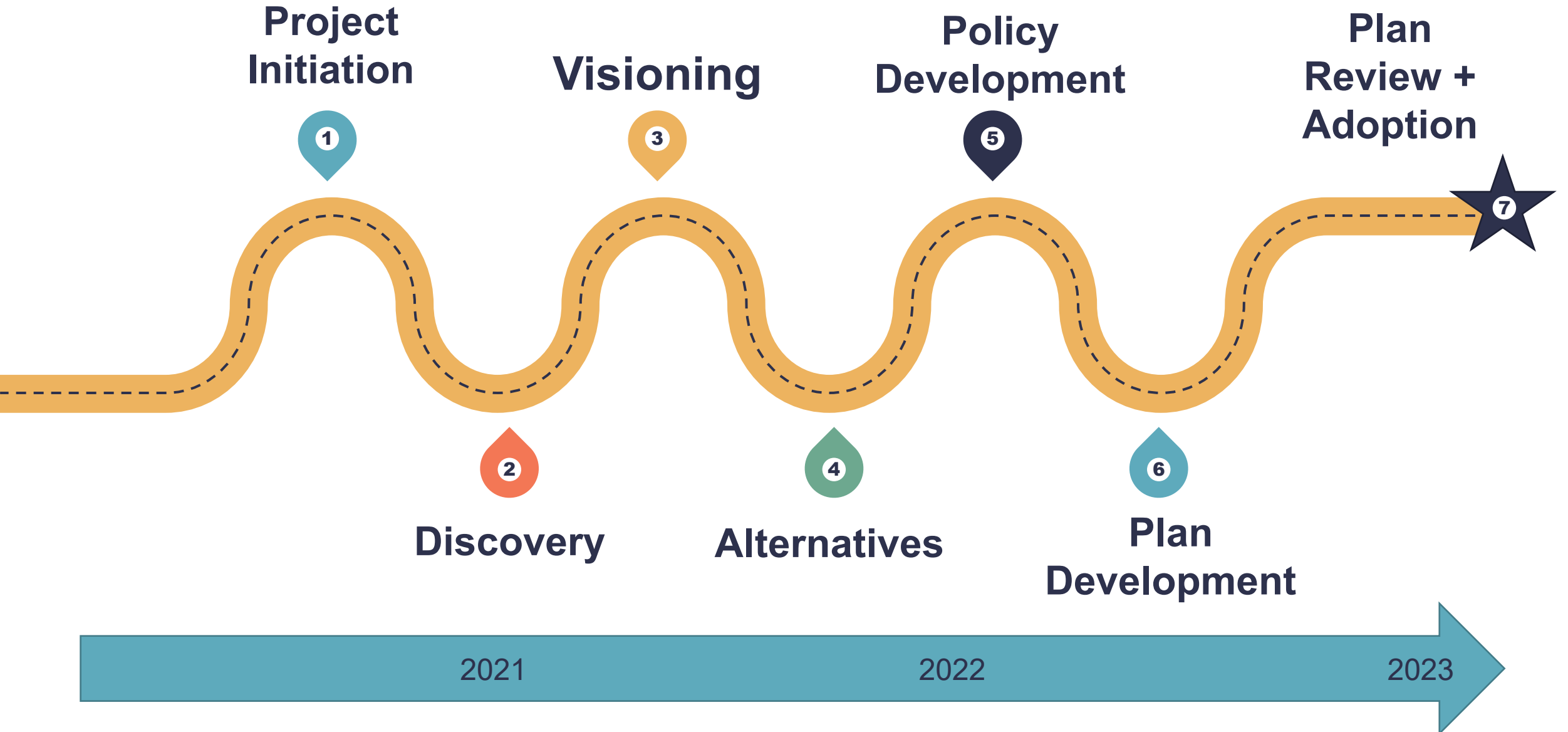
Concurrent (and sequential) Tracks

Discovery: baseline conditions

Visioning: preferred future & direction

Alternatives: land use & density

Housing Element Sites (by ~Spring 2022)

Discovery Work Products are Coming!

- **Existing Conditions Reports (ECR) and White Papers** analyze current conditions in the city

- Developed during Summer 2021 and used to inform GPAC topics, Educational Forums, and Vision, Alternatives, and Policies

1. *Demographic and Socioeconomic*
2. *Land Use & Community Character*
3. *Environmental Justice*
4. *Environmental & Safety*
5. *Sea Level Rise and Climate Change*
6. *Market Demand and Economic Opportunity Analysis*
7. *Future of Retail*
8. *Parks and Facilities*
9. *Transportation*
10. *Infrastructure & Utilities*
11. *Arts and Culture*
12. *Historic and Cultural Resources*
13. **Existing Conditions Summary: integration of "deep dive" findings**

Committee and Commission Meetings

- Pedestrian and Bicycle

- Transit

- Airport

- Historic and Cultural Preservation

- Youth

- Senior

- Climate Action

- Recreation, Music, & Parks

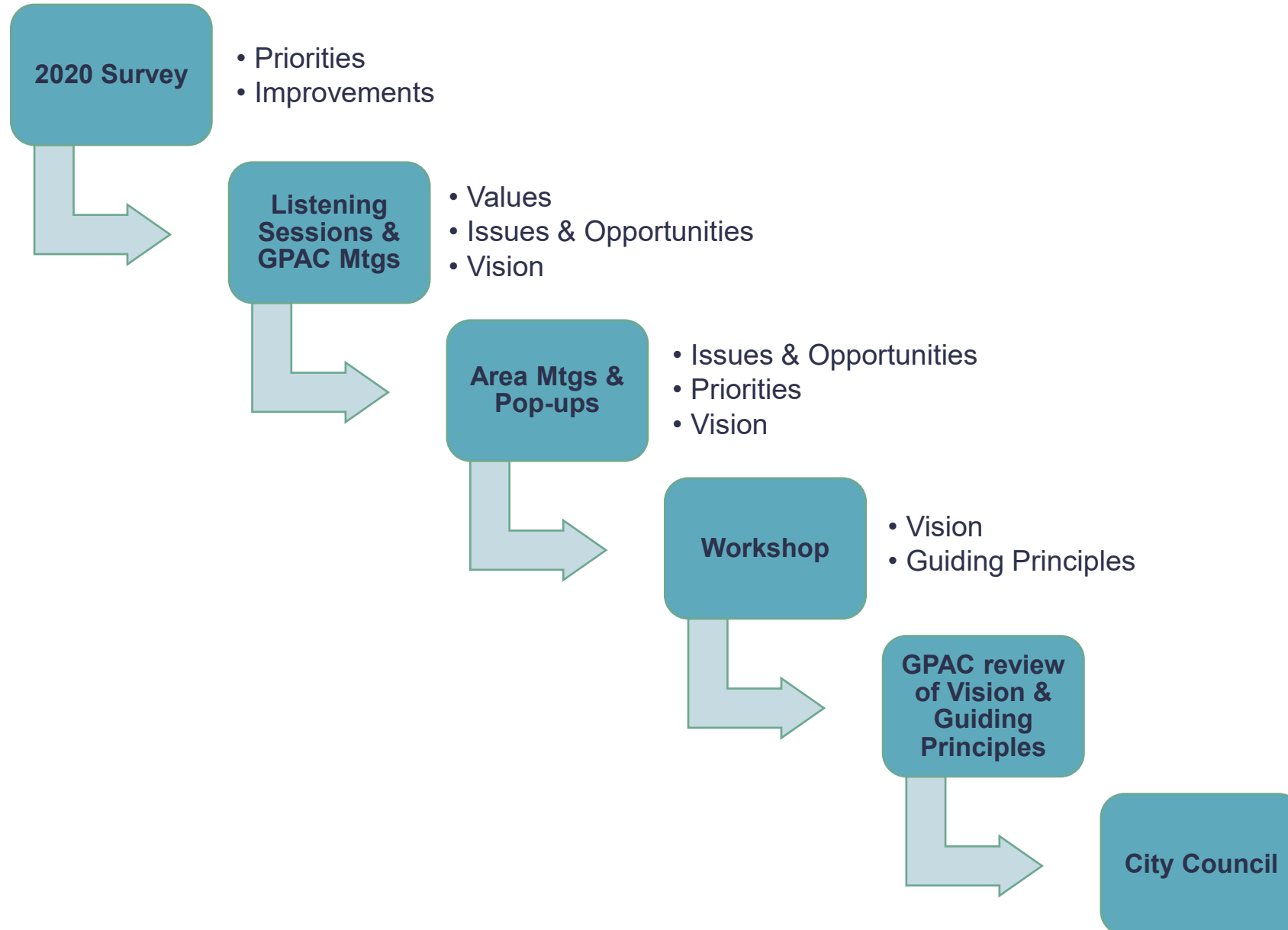- Technology

- Public Art

- Planning

Purpose of Vision & Guiding Principles

- Provide the basis for the goals, policies, and programs included in the Plan elements

- Can also be used to evaluate General Plan alternatives

- Vision: desired future conditions

- Guiding Principles:

  - Direction and principles to follow to achieve the vision

  - Summarize unique challenges and opportunities Petaluma faces

Path to the Vision & Guiding Principles

2020 Survey
- Priorities
- Improvements

Listening Sessions & GPAC Mtgs
- Values
- Issues & Opportunities
- Vision

Area Mtgs & Pop-ups
- Issues & Opportunities
- Priorities
- Vision

Workshop
- Vision
- Guiding Principles

GPAC review of Vision & Guiding Principles

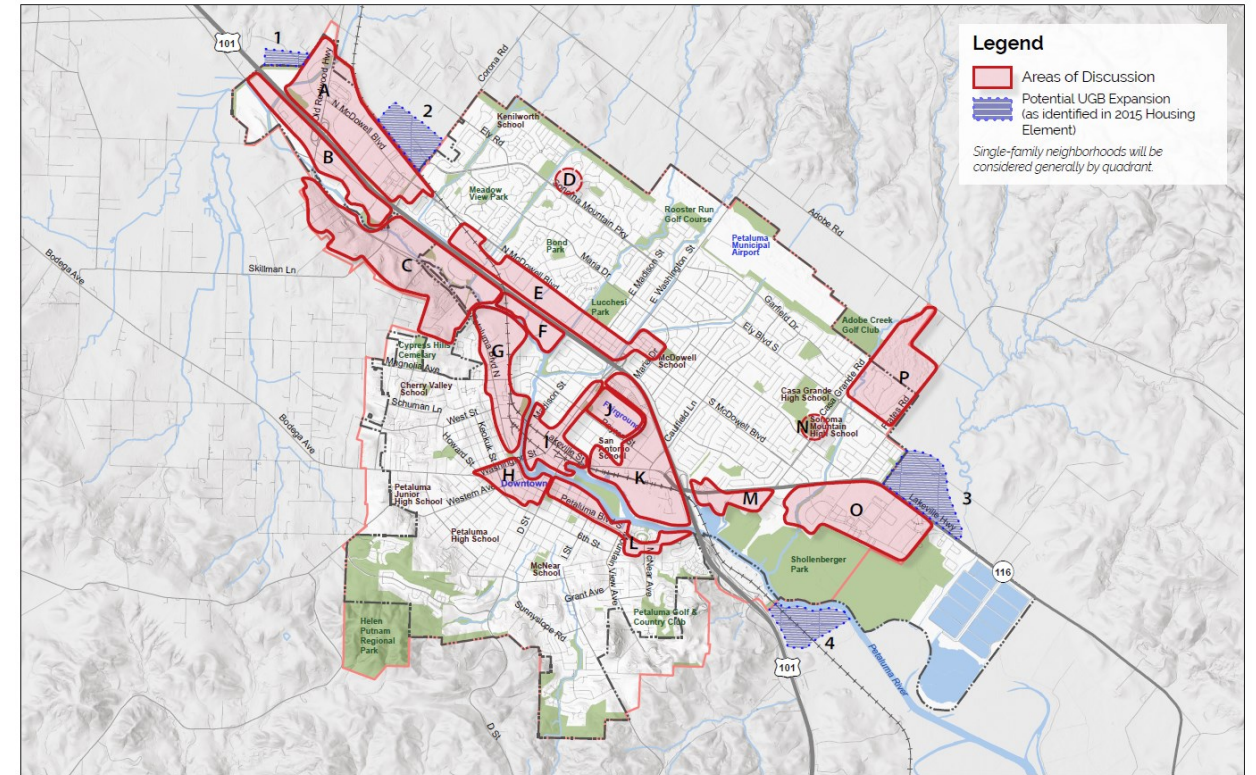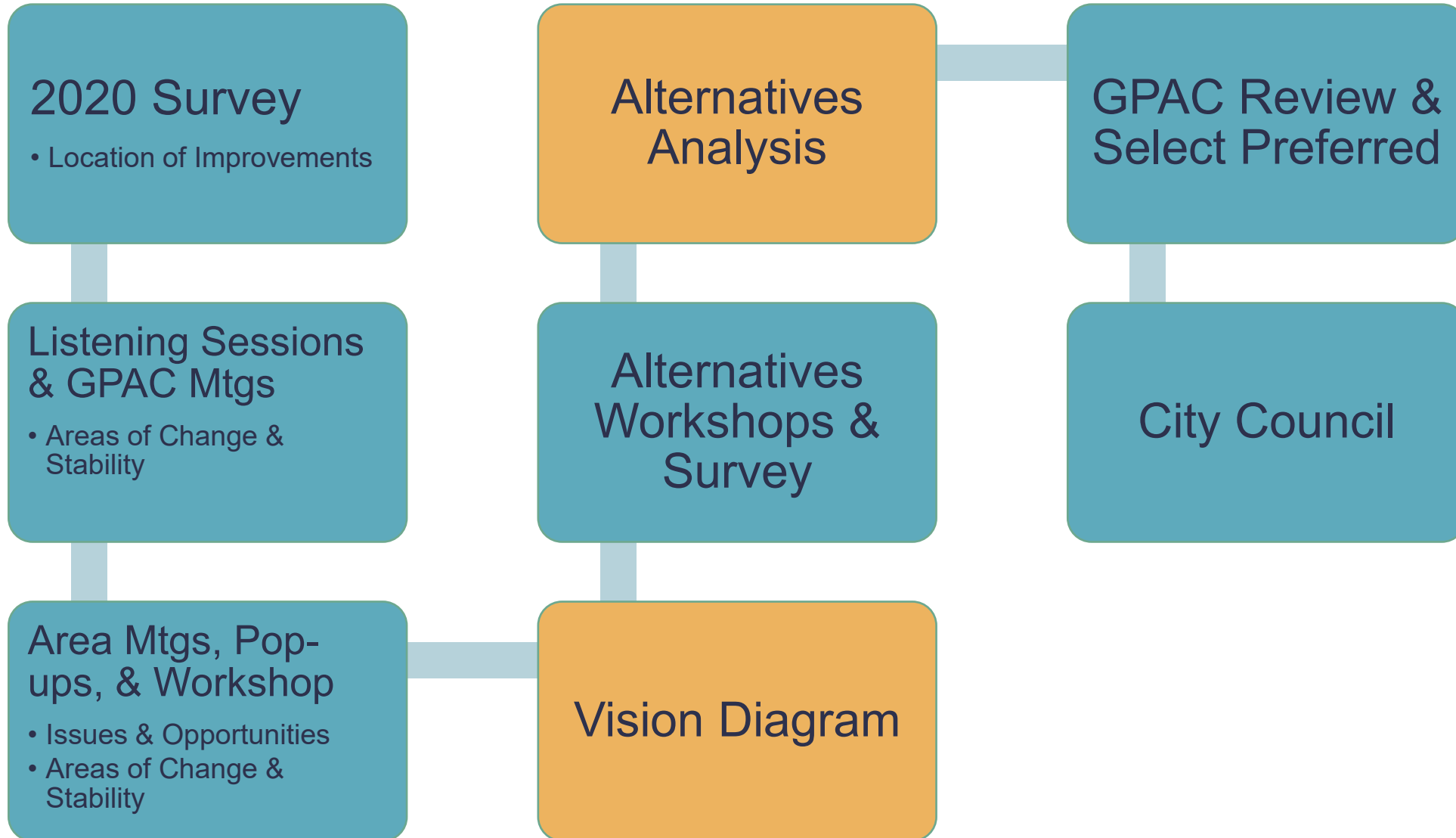**City Council**

Purpose of Areas of Discussion

- 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

2020 Survey
- Location of Improvements

Listening Sessions & GPAC Mtgs
- Areas of Change & Stability

Area Mtgs, Pop-ups, & Workshop
- Issues & Opportunities
- Areas of Change & Stability

Alternatives Analysis

Alternatives Workshops & Survey

Vision Diagram

GPAC Review & Select Preferred

City Council

Area Meetings Recap

*Downtown will be covered in 2 & 3

Area Meetings

1 August 23rd
2 August 25th
3 August 30th
4 September 1st

Downtown*

Data Sources: City of Petaluma (2021); County of Sonoma (2021); ESRI (2021)

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- What makes the area unique and special?

- What are the primary issues facing the area?

- Where should the mix of housing, shopping, and jobs be changed?

- What areas should remain the same?

- What other improvements are needed?

Pop-Ups (Ongoing)

What do you love about Petaluma?
¿Qué le encanta de Petaluma?

Where should new development be located?
¿Dónde debería ubicarse el nuevo desarrollo?

The General Plan directs future development in Petaluma to ensure that it balances community needs for housing, jobs, shopping, services, and recreation. Place stickers on the map to show where you would like to see different types of development over the next 20-30 years.
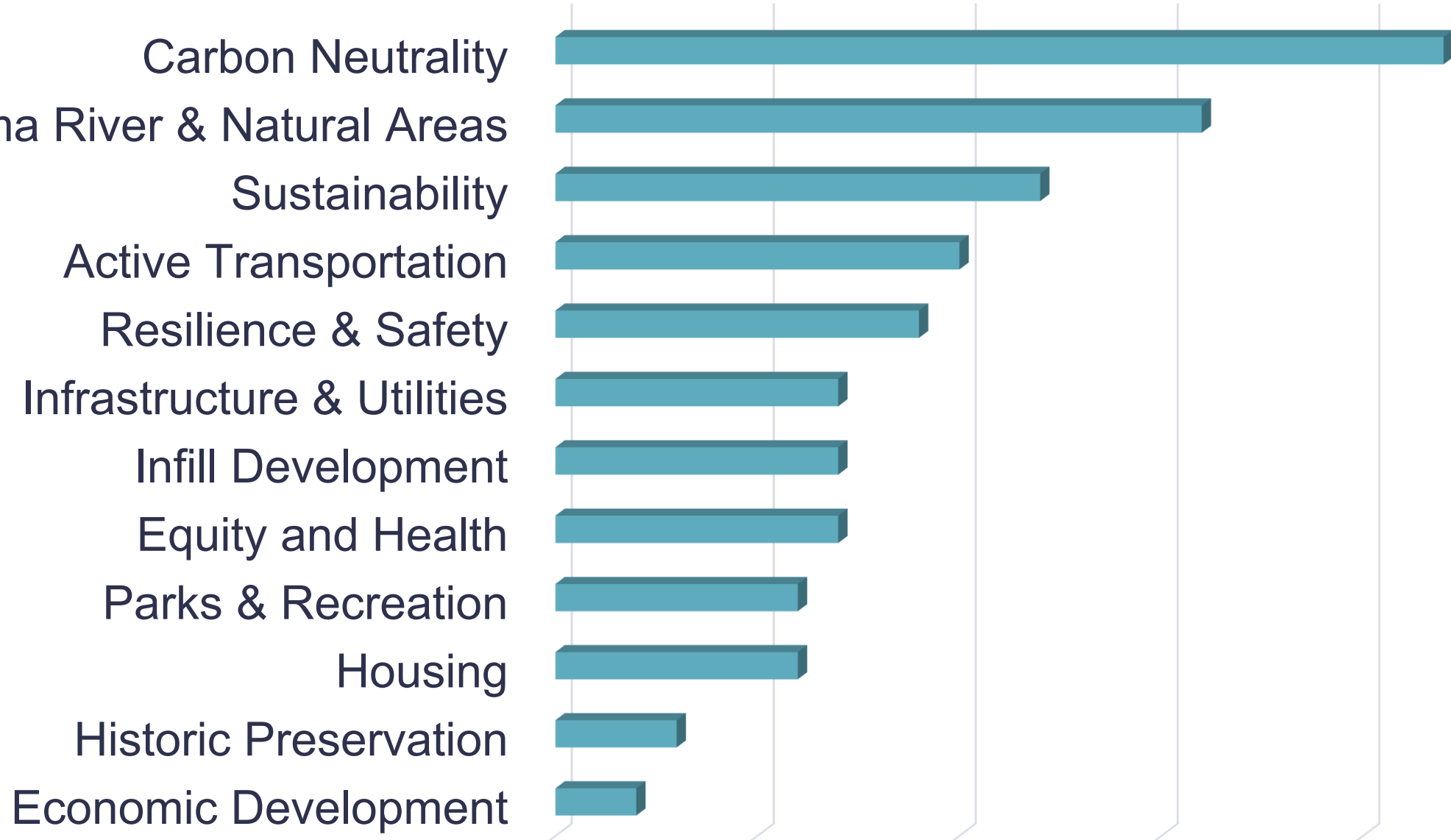
El Plan General dirige el desarrollo futuro en Petaluma para garantizar que equilibre las necesidades de la comunidad de vivienda, trabajo, compras, servicios y recreación. Coloque las notas adhesivas en el mapa para mostrar dónde le gustaría ver los diferentes tipos de desarrollo durante los próximos 20 a 30 años.

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

The following topics were identified by the public through the community engagement process. While all are important, please select your three (3) most important priorities for Petaluma over the next 20-30 years.

Los siguientes temas fueron identificados por el público a través del proceso de participación comunitaria. Aunque todos son importantes, seleccione sus tres (3) prioridades más importantes para Petaluma en los próximos 20-30 años.

Priority *Prioridad*	Description *Descripcion*	Vote *Voto*
Carbon Neutrality *Neutralidad de carbono*	Reduce greenhouse gas emissions and achieve carbon neutrality by 2030. *Reducir las emisiones de gases de efecto invernadero y lograr la neutralidad de carbono para 2030.*	
Sustainability *Sustentabilidad*	Reduce waste, pollution, and other environmental impacts. *Reducir los desechos, la contaminación y otros impactos ambientales.*	
Equity and Health *Equidad y Salud*	Address social and economic equity and improve health outcomes. *Abordar la equidad social y económica y mejorar los resultados de salud.*	
Housing *Alojamiento*	Provide more affordable housing and a diversity of housing options. *Proporcionar viviendas económicas y una diversidad de opciones de vivienda.*	

Pop-Ups (Ongoing)

Preliminary Priorities from the Pop-ups

Bar chart showing preliminary priorities ranked from highest to lowest:
- Carbon Neutrality
- Petaluma River & Natural Areas
- Sustainability
- Active Transportation
- Resilience & Safety
- Infrastructure & Utilities
- Infill Development
- Equity and Health
- Parks & Recreation
- Housing
- Historic Preservation
- Economic Development

GPAC and Community Engagement (2021)

	GPAC	Public
September	• Visioning Workshop approach • Guiding Principles review • Areas of Change review	• Area Meetings & Pop-ups • Planning 101 • Visioning Workshop
October	• Existing conditions insights	• Educational Forums • Committee/Commission meetings
November	• Feedback to Council on Vision and Guiding Principles	• Educational Forums • Committee/Commission meetings
December	• Develop alternatives concepts ("what if" scenarios)	• Council: existing conditions & confirm Vision & Guiding Principles

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

Visioning Workshop

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Workshop Objectives

- Provide an overview of the General Plan update

- Develop ideas for the long-term vision for Petaluma – vision statement and "big picture" ideas about what to accomplish in the GP

- Confirm and receive feedback on the "values" and "guiding principles"

- Review and confirm the "areas of discussion"
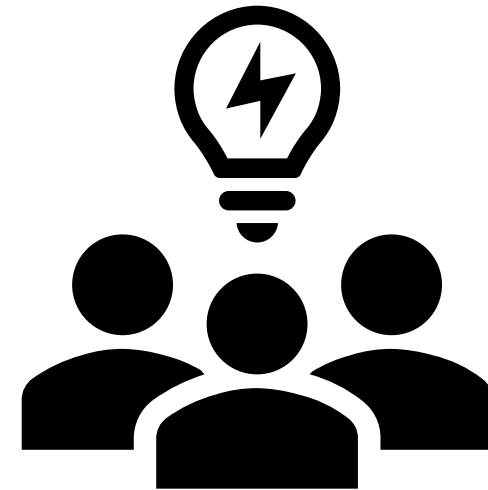
Workshop Approach

- Virtual open house between 6:30 and 9:00pm -- participants attend at their convenience and move between rooms to provide feedback

- Spanish-only room for monolingual Spanish speakers covering all the topics

- Materials will be adapted to online content for those who missed the virtual open house
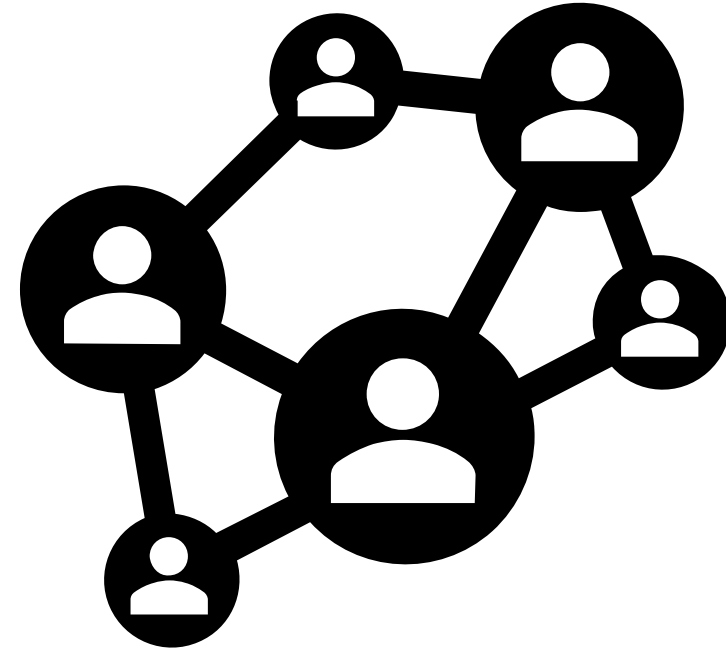
Workshop Rooms
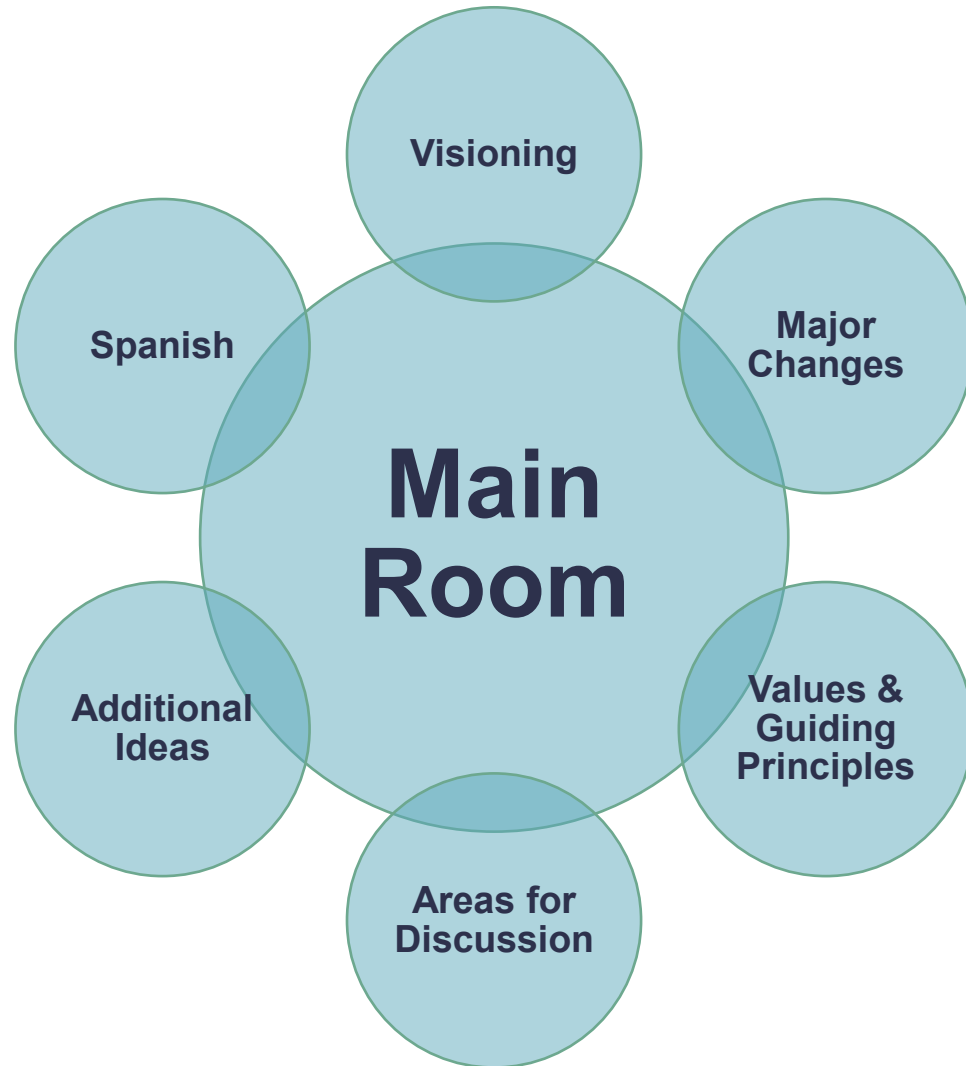
- Main Room
  - Orientation & Instructions
  - Links to sign-in, participation poll, priorities poll
- Visioning: "What is the headline of an article on Petaluma in 2045?"
- Major Changes: "If you could change three things, what would they be?"
- Additional Ideas
  - Background Presentation
  - Questions & additional comments
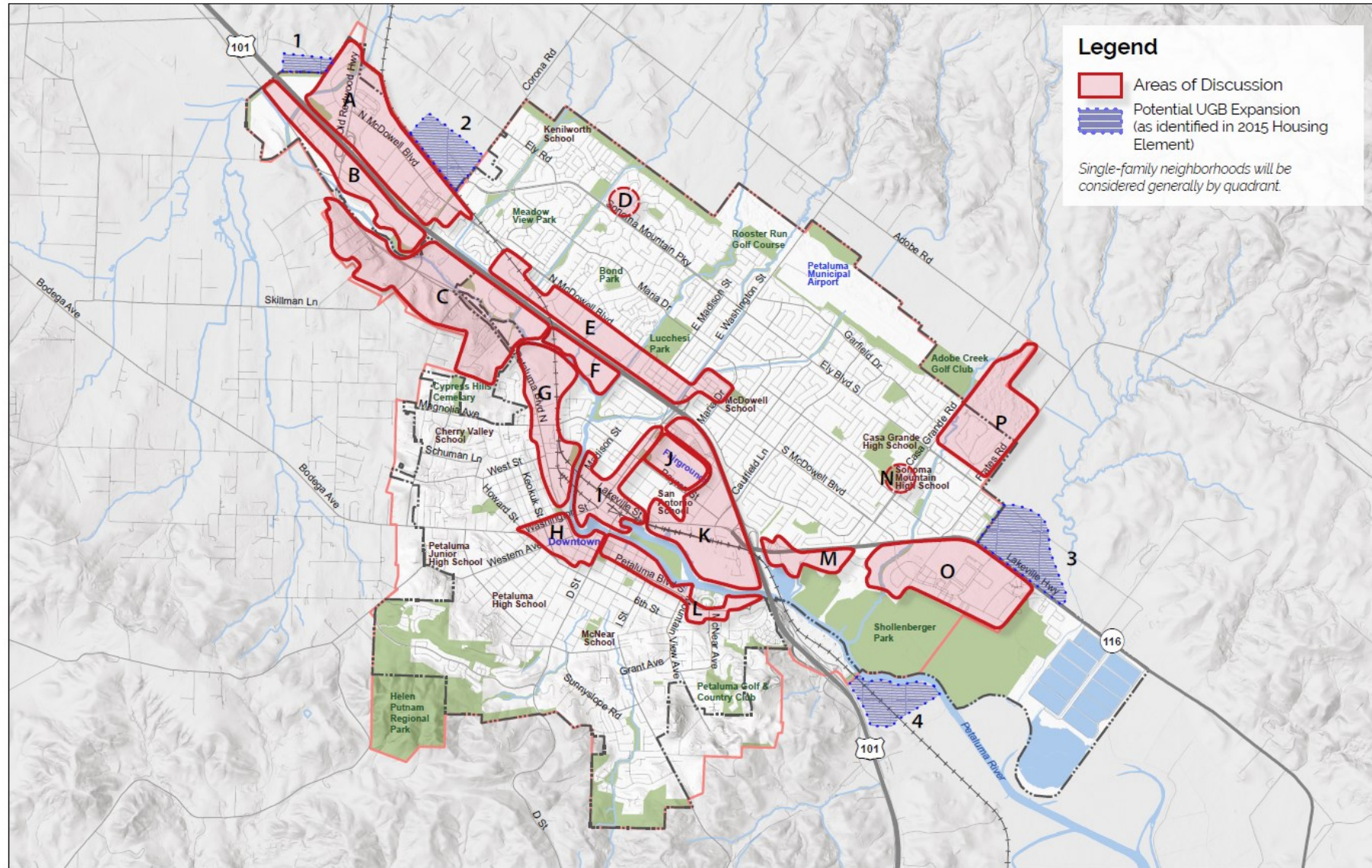- Spanish: sequential visit to each room

GPAC Contributions

- Outreach & publicity

- Engage networks

- Assist at workshop
  - September 29
  - 6:30-9:00pm

Workshop Materials & Discussion

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Areas for Discussion

Areas for Discussion Poll

- For consideration
  - 16 "Areas of Discussion"
  - 4 quadrants of residential neighborhoods
  - 4 Areas of Potential UGB Expansion
- 3 Prompts
  - Level of Change
  - Type of Change (land use)
  - Other ideas

Levels of Change Scale

1 = <u>Maintain</u> as is with minor improvements for livability, safety, and quality of life.

3 = <u>Some redevelopment</u> with the overall outcome a mix of existing development and new uses and/or higher densities.

5 = <u>Transform</u> area over time so that it looks, feels, and functions very differently from its current character. This includes significant new development including higher densities and new/different uses.
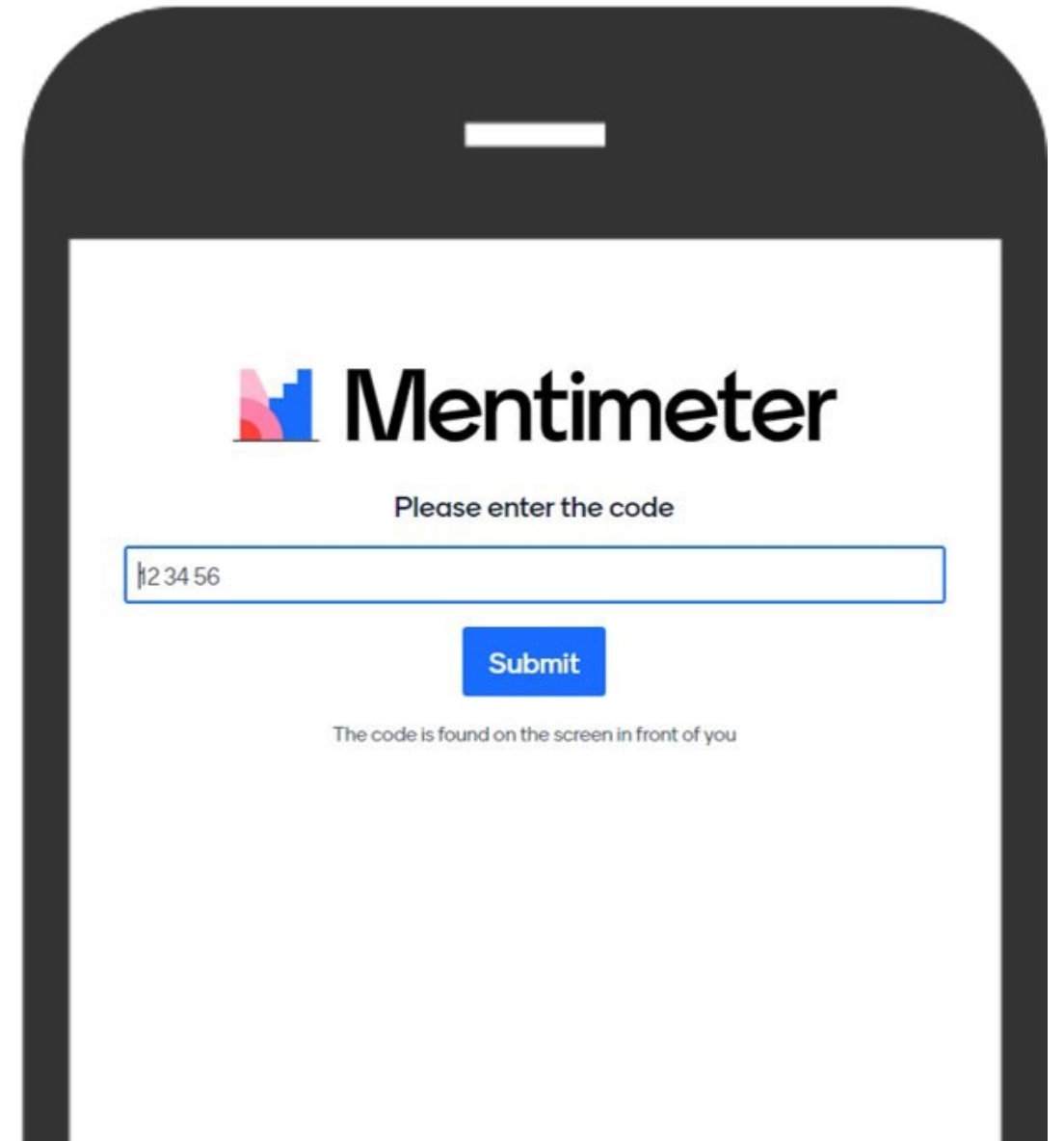
Mentimeter Instructions

Open a web browser

- On second device if possible
- In another window

Go to www.menti.com

Enter Code:

5728 9645

Questions will appear when activated by the presenter

Mentimeter QR Code

Menti.com

5728 9645

Draft Guiding Principles

Petaluma Pillars and Guiding Principles for the General Plan
*September 9, 2021 DRAFT*

Introduction

This document summarizes the preliminary draft "Pillars of Petaluma" (or values) and Guiding Principles for the General Plan. These are for preliminary review and input by the GPAC.

The Pillars of Petaluma are the broad values on which the General Plan will be constructed. These were developed based on the General Plan Team's interpretation of comments and ideas provided by the GPAC and the community thus far in the update process. The Pillars can be thought of as cross-cutting values that permeate the entire update process and, ultimately, the content in the General Plan.

The Guiding Principles are more specific "directions" for the General Plan. The existing General Plan has 15 Guiding Principles. As is stated in the document, the purpose of the Guiding Principles is to "provide the basis for the goals, policies, and programs in the Plan elements." The Guiding Principles were reviewed by the GPAC on August 19, 2021. The General Plan Team used this feedback, along with broad community input from the four Area Meetings, which occurred during the last 2 weeks of August, to craft the proposed draft Guiding Principles below.

Workshop Questions and Comments
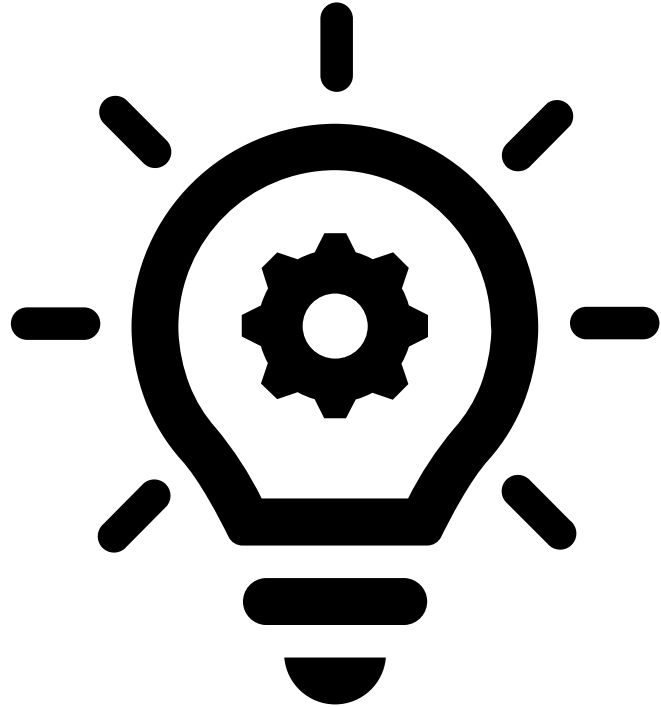
Public Comments

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Stay within time please!

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Choose TimeUp Sound | Alarm ▾ |

☐ Enable Count Up ☐ Combine With Bar Clock

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Final GPAC Thoughts

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September 16, 2021

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