

General Plan Advisory Committee Meeting

October 21, 2021

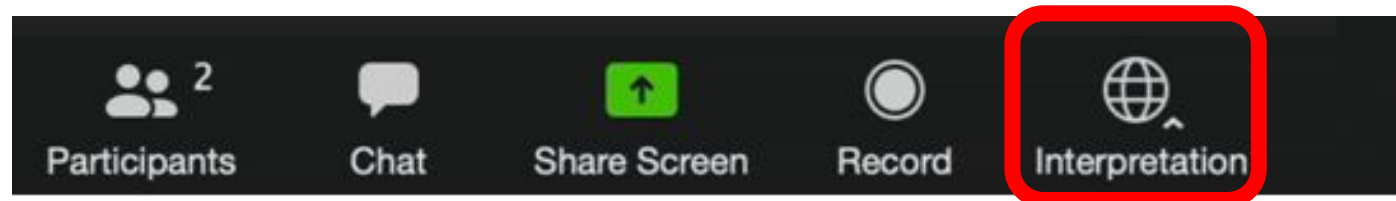
Zoom – La interpretación

- 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

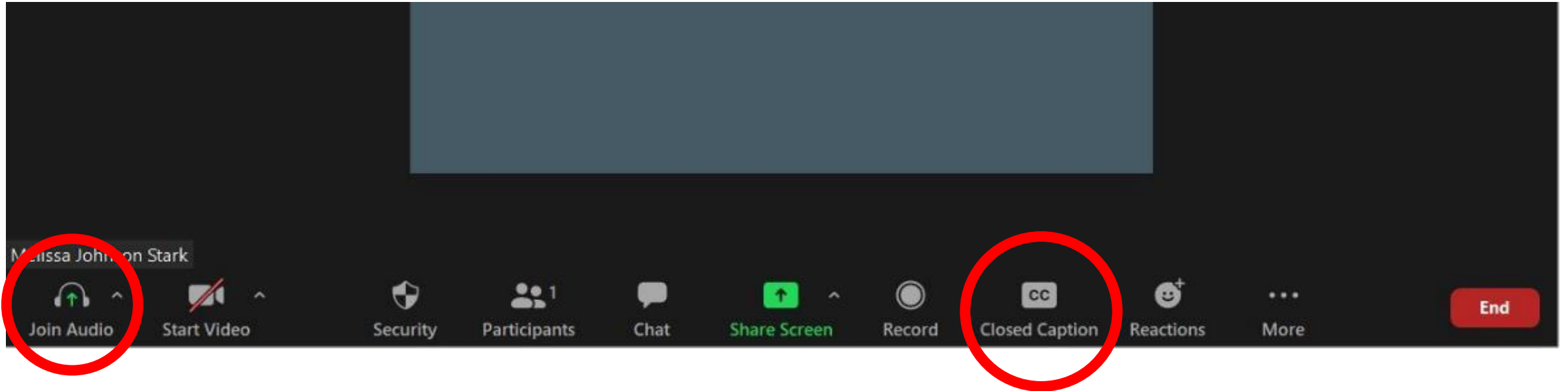


GPAC Roll Call

- Dave Alden
- Panama Bartholomy
- Stephanie Blake
- Phil Boyle
- Erin Chmielewski
- Delia Diaz
- Mary Dooley
- Sierra Downey
- Jessie Feller
- Ali Gaylord
- Yensi Jacobo
- Roger Leventhal

Logistics

Zoom Instructions

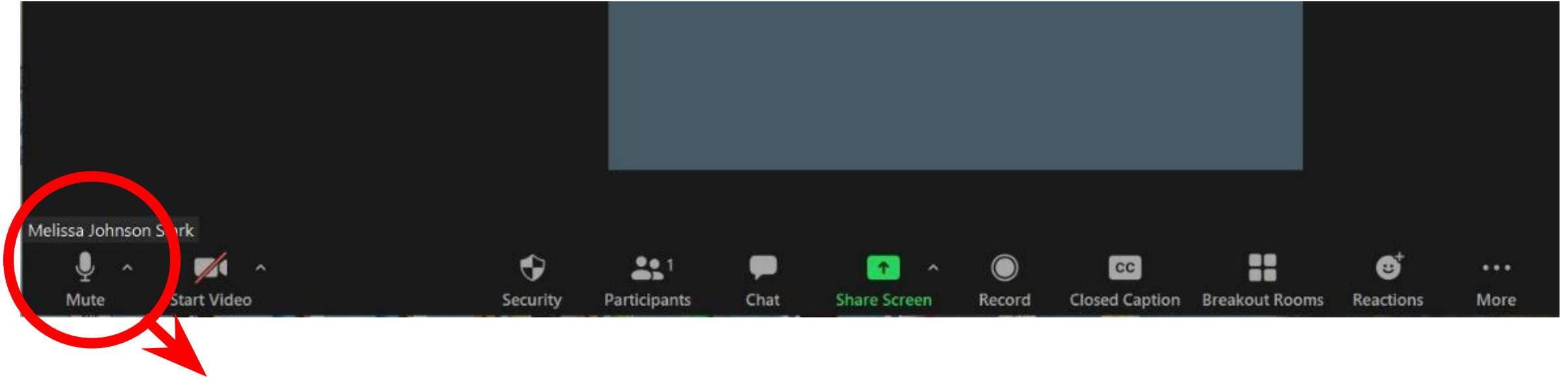


Join Audio

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

Close Caption is available

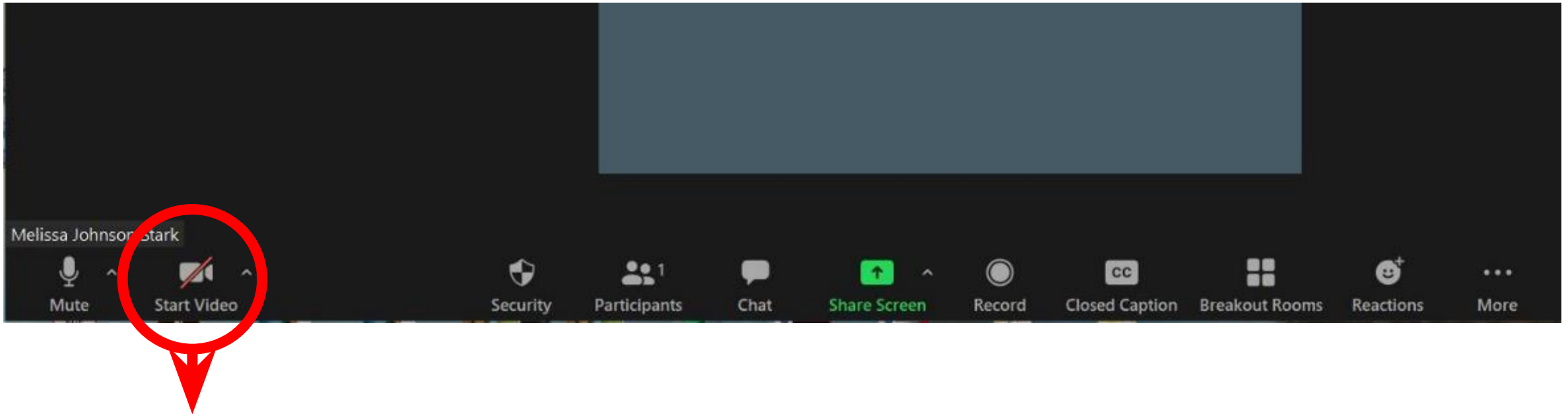
Zoom Instructions



Once Audio is Connected – Please Mute

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

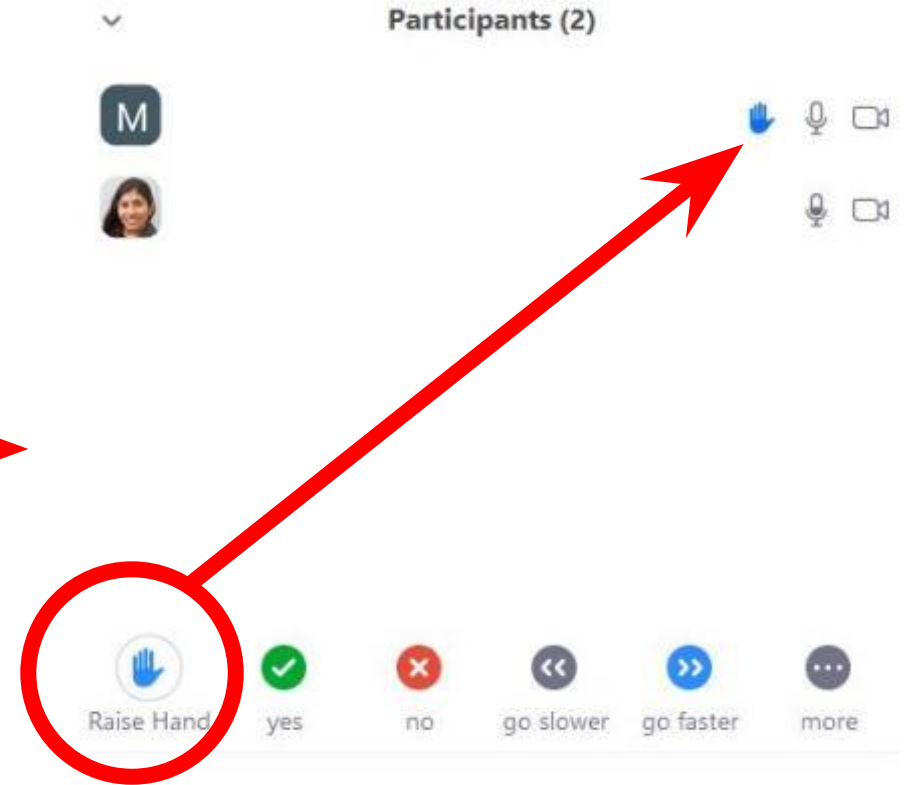
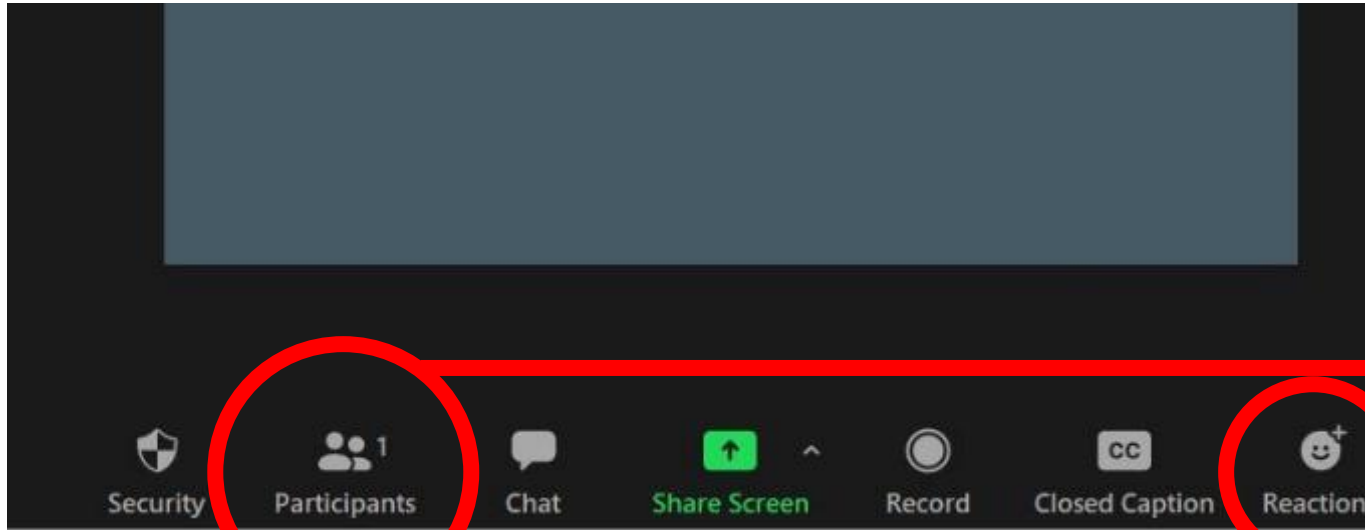
Zoom Instructions



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

Para cualquier dificultad técnica, envíe un
correo electrónico a
mariana@mrtranslations.org

Meeting Overview

- Roll Call and Meeting Logistics
- Public Comments
- Project Updates
- Existing Conditions Reports
- 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

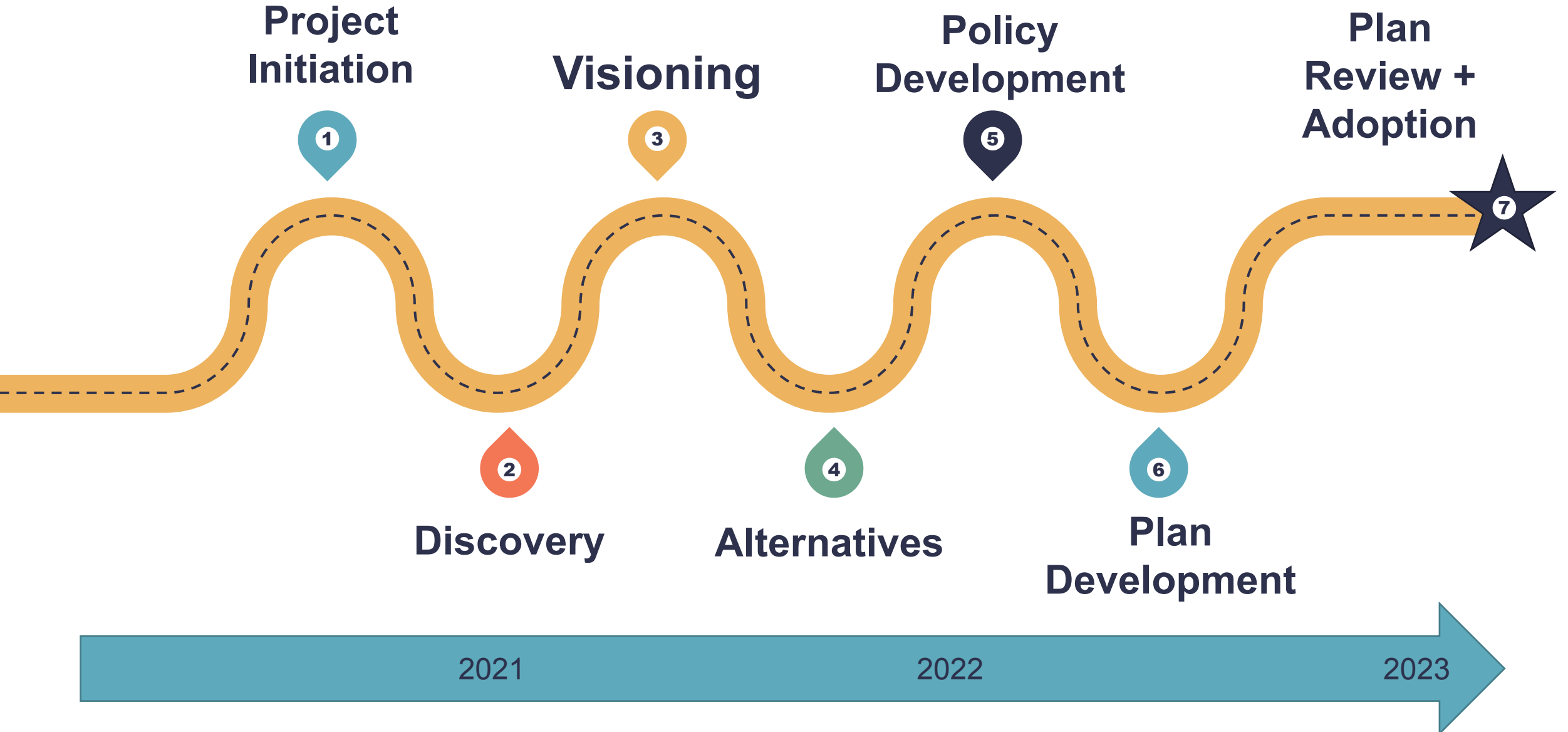
Choose TimeUp Sound Alarm

Enable Count Up Combine With Bar Clock

Start Pause Stop

Project Updates

Project Roadmap



Concurrent (and sequential) Tracks

Discovery: baseline conditions



Visioning: preferred future & direction



Alternatives: land use & density



Housing Element Sites (by ~Spring 2022)

Discovery Work Products

- **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

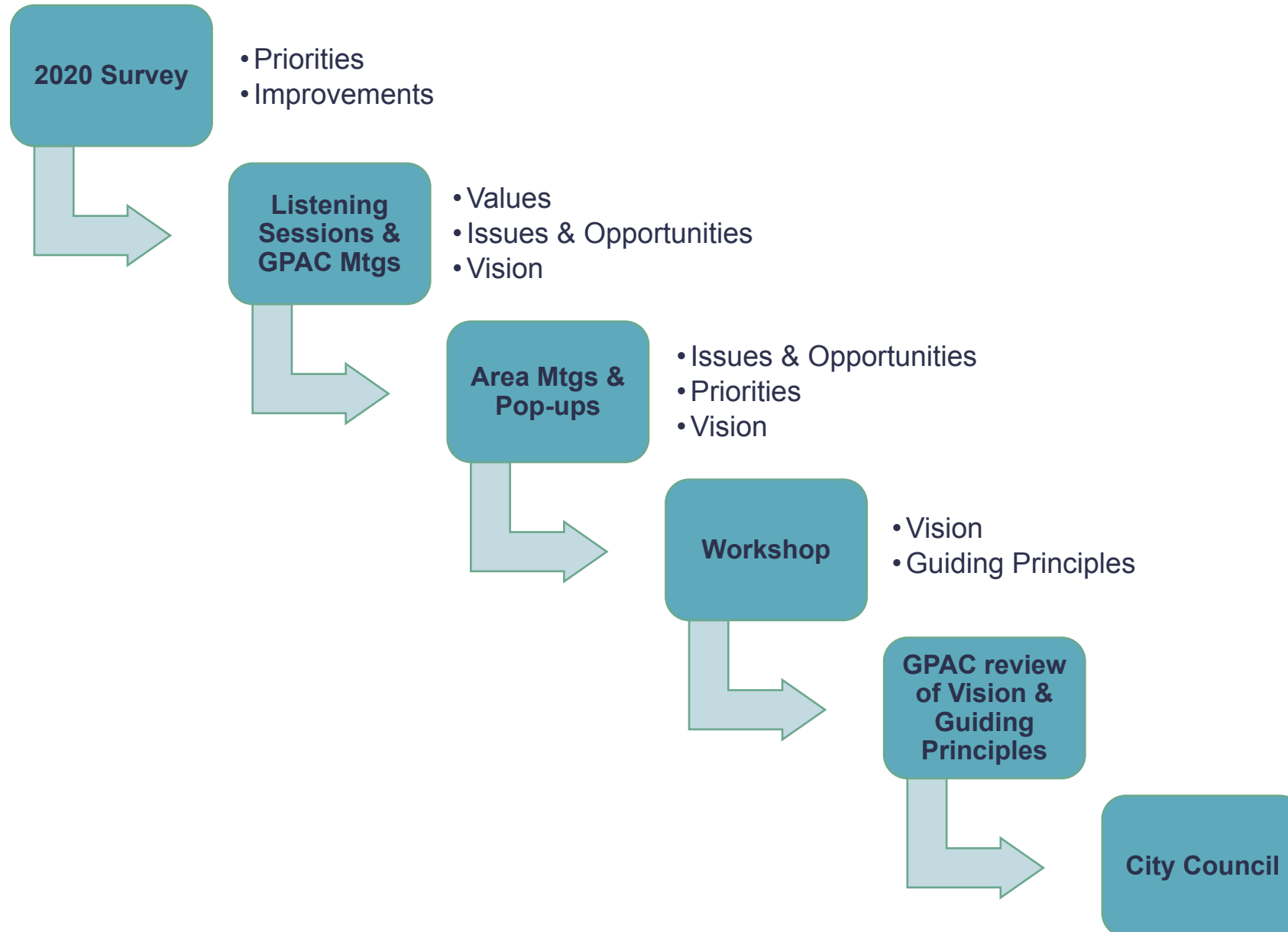


Purpose of Vision & Guiding Principles

- 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

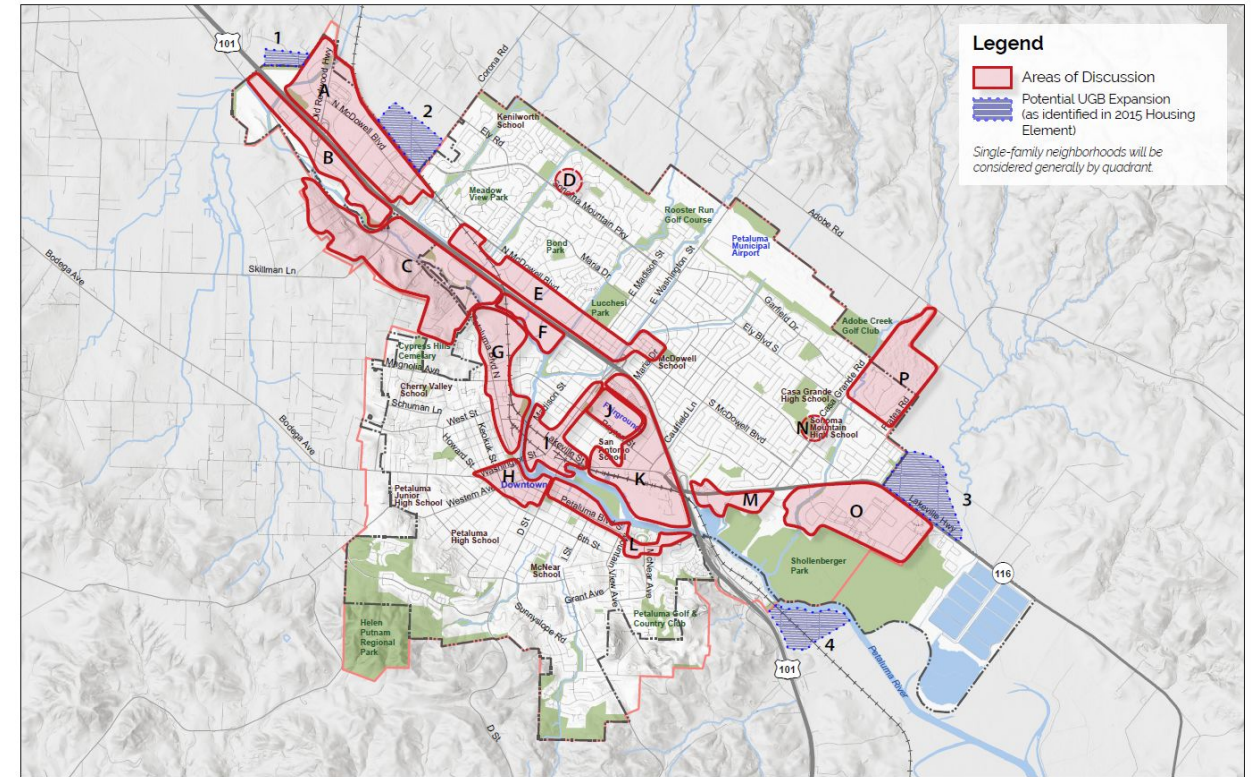


Path to the Vision & Guiding Principles

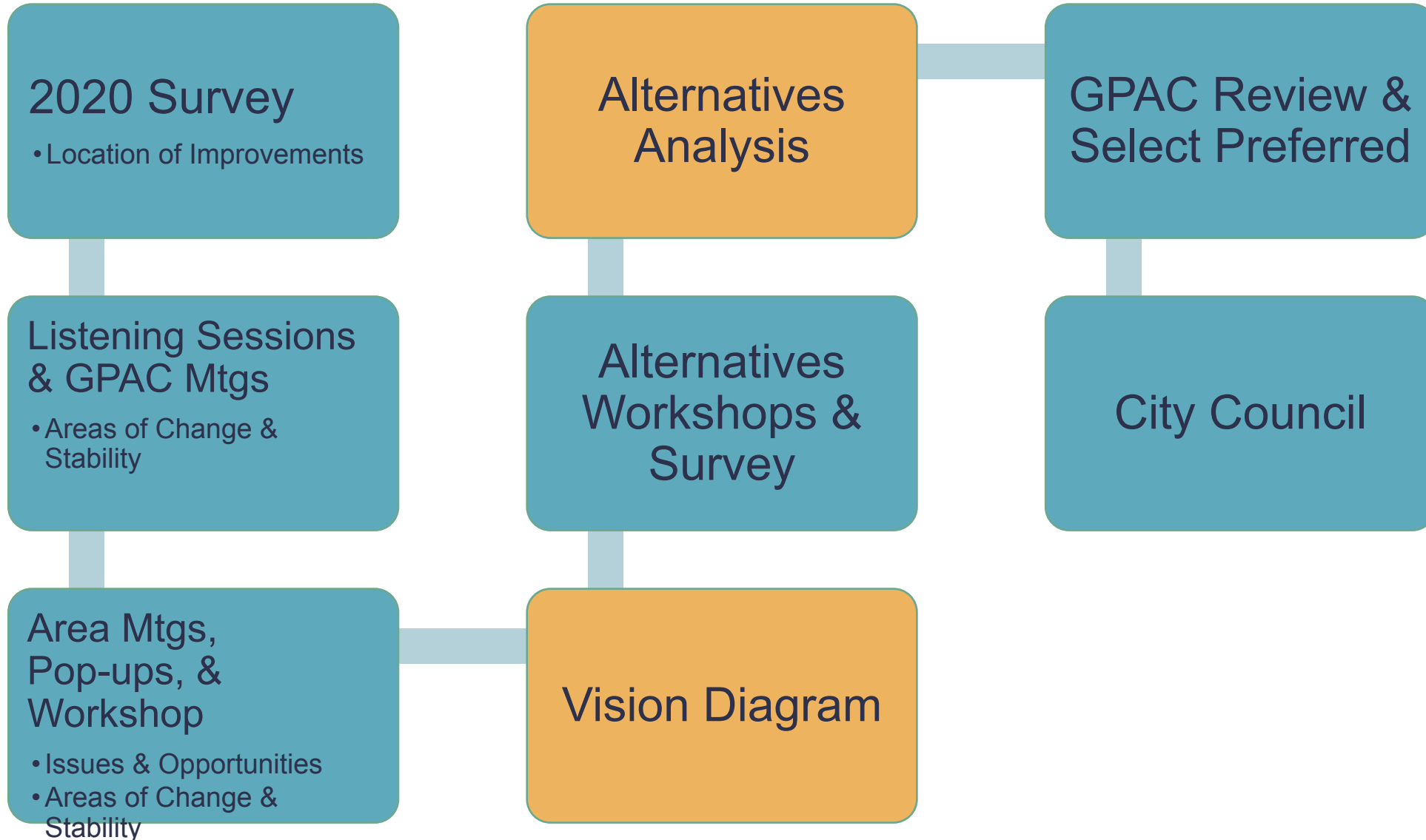


Purpose of Areas of Discussion

- 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



Visioning Workshop

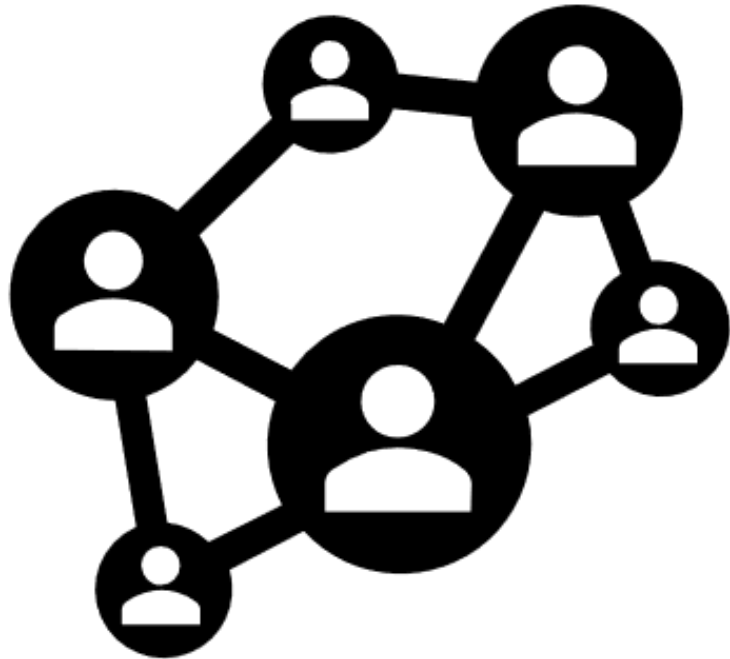
September 29, 2021

Workshop Objectives

- Provide an overview of the General Plan update
- Develop ideas for the long-term vision for Petaluma
- Confirm and receive feedback on the “values” and “guiding principles”
- Review and confirm the “areas of discussion”



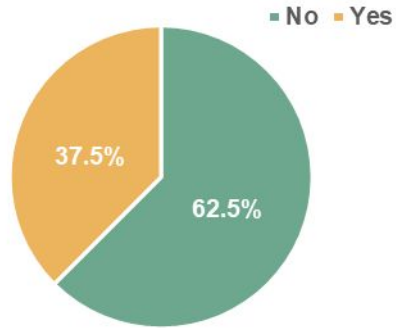
Workshop Approach



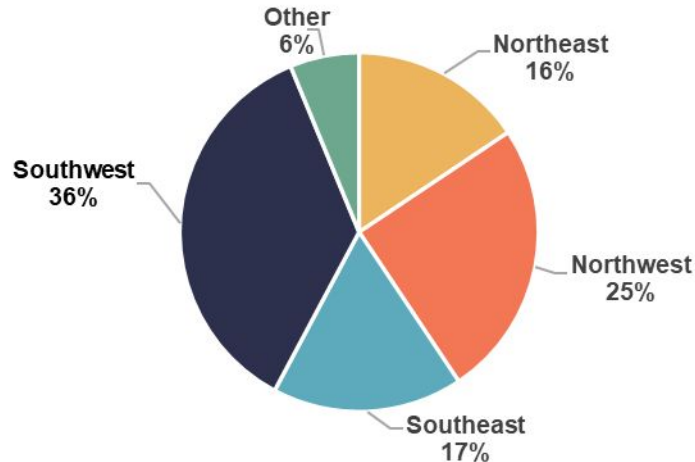
- Virtual open house between 6:30 and 9:00pm -- participants attended at their convenience and moved between rooms to provide feedback
- Spanish-only room for monolingual Spanish speakers covering all the topics
- Materials adapted to online content for those who missed the virtual open house – available through October 22

Participation to Date (thru 10/18/21)

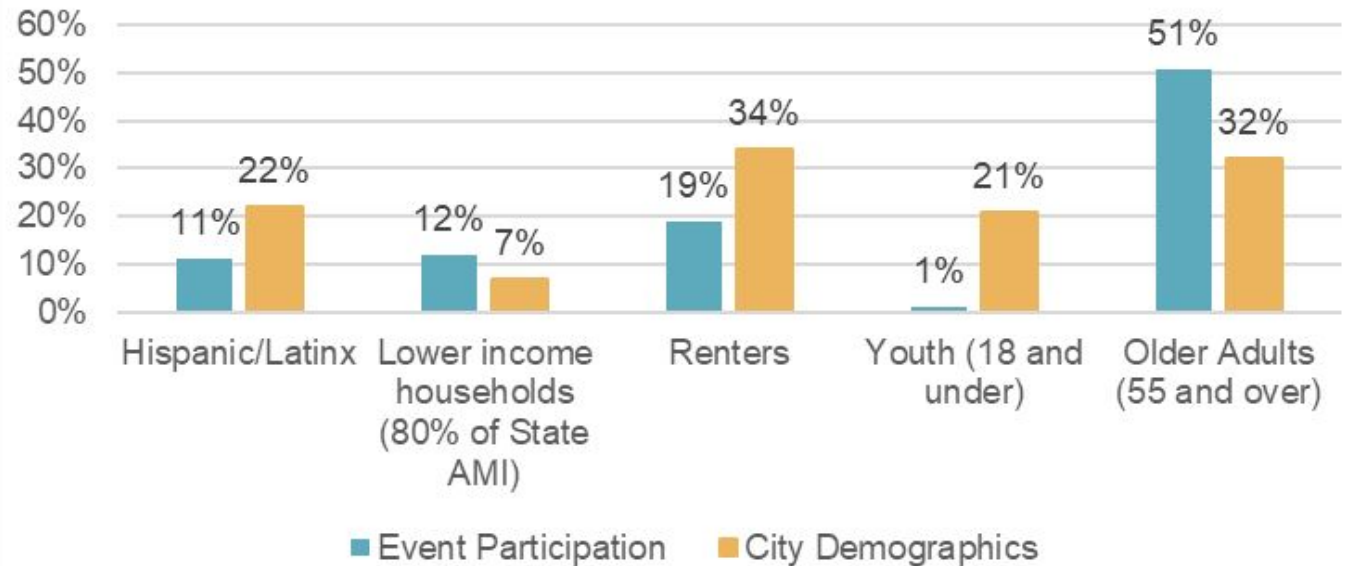
Workshop: Have You Attended Another General Plan Update Event?



Workshop: Where in the City Do You Live?



Area Meeting & Workshop Participation vs. City Demographics



GPAC Debrief

- What worked well?
- What could be improved?



Existing Conditions Overview

Administrative Draft

October 13, 2021

Purpose of this Existing Conditions Overview



A single, integrative report that provides a common level of understanding for the community and the planning team



Summarize key considerations to understand the context of the General Plan Update, including past trends, current and future issues, and opportunities for positive change

Purpose of this Existing Conditions Overview



Technical detail is in **nineteen** topic-specific “deep dive” reports available at www.planpetaluma.org:

- Demographic and Socioeconomic profile
- Land use and community character
- Transportation
- Market, economics and retail
- Hazards & Climate Change

- Greenhouse gas emissions
- Health and environmental justice

Organization of the Overview



Key insights about Petaluma are summarized in the slides immediately below.



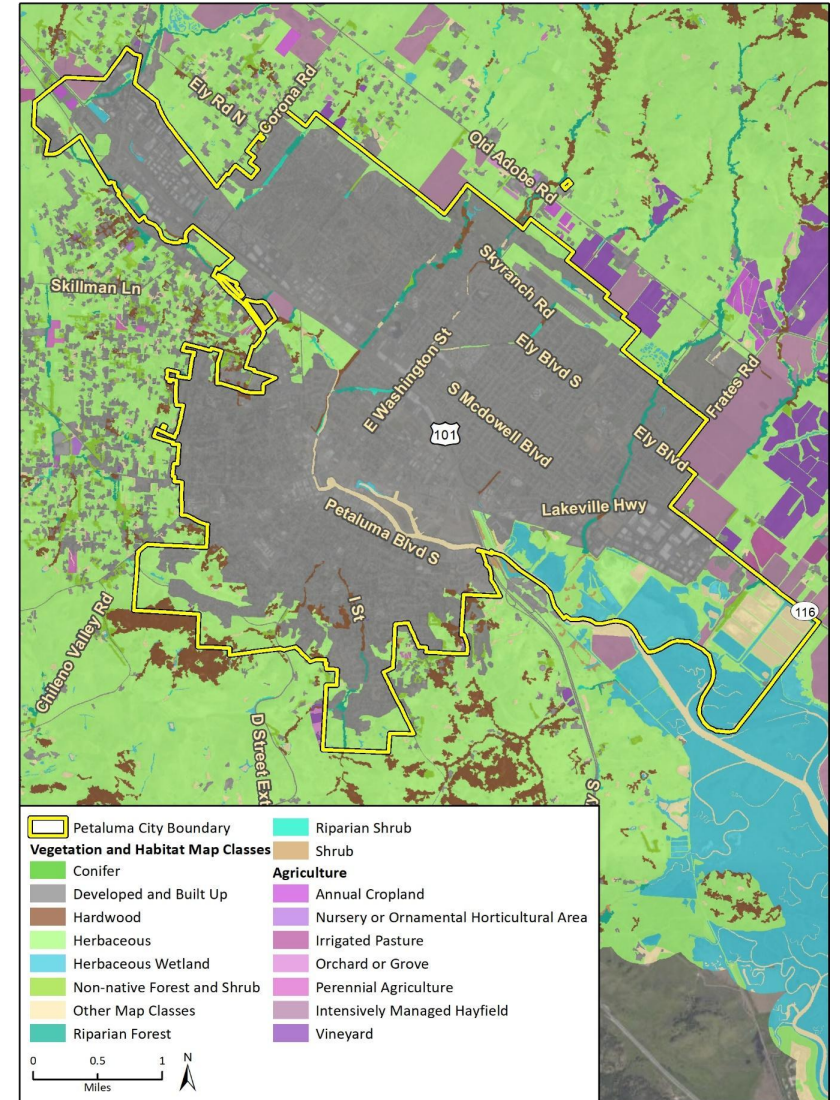
These insights are followed by **topic-specific summaries of conditions, issues, and opportunities.**

Key Insights

Natural Environment

Petaluma is a steward of the environment.

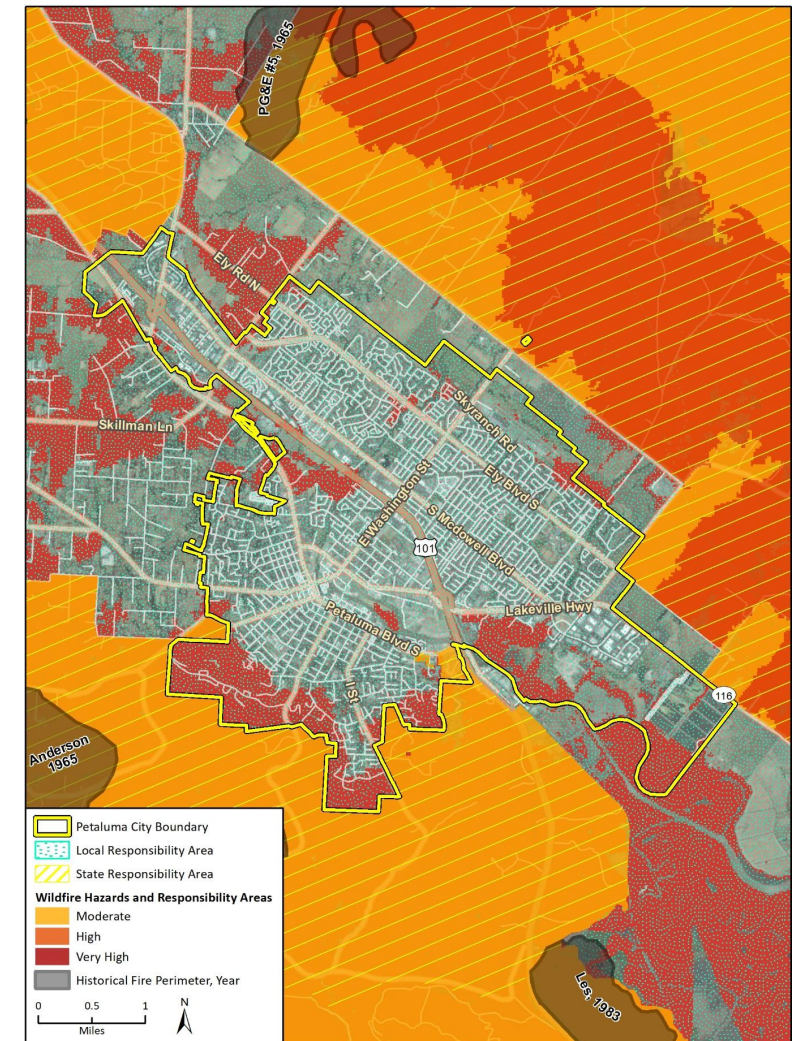
- Petaluma River is the “spine” of the city but needs further enhancement and preservation
- Strong legacy of preserving open space, watersheds and habitat
- Urban Growth Boundary preserves agriculture and open space
- Region home to many important plants and animal species
- Tension between accommodating new development and preservation of natural areas



Hazards

Petaluma is vulnerable to natural and man-made hazards.

- Susceptible to wildfire due to proximity to open spaces
- Flooding impacts many areas along the Petaluma River and creeks
- Seismic risk is high due to fault lines in and around the city

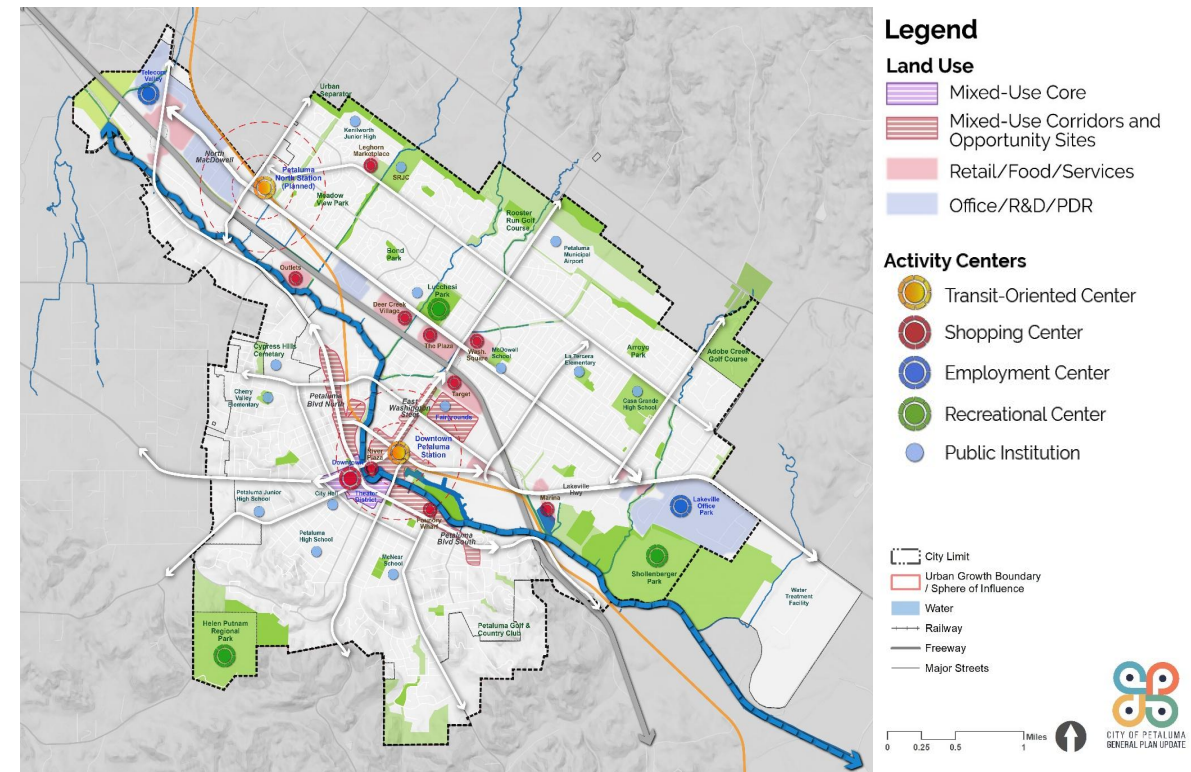


Imagery provided by Microsoft Bing and its licensors © 2021. Additional data provided by CalFire, 2021; Wildfire Severity Hazard Class - City of Petaluma, CalFire. Fire Responsibility Area, Historic Fire

Land Use

Petaluma is a built-out city with a potential for infill.

- Land use pattern evolved around Downtown and the Petaluma River
- Diverse mix of residential and non-residential uses
- Urban Growth Boundary limits outward expansion
- Opportunities for infill development along commercial corridors, in shopping centers and at SMART stations
- Infill strategies help the community achieve climate change, resilience and transportation goals

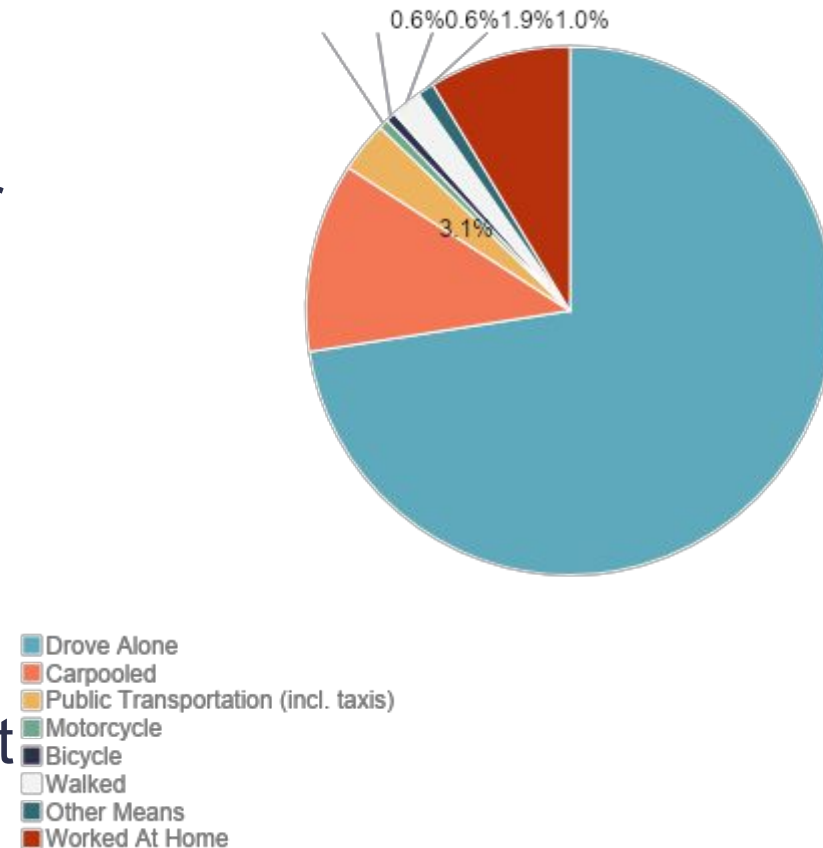


Transportation

Petaluma is auto-oriented and must expand biking, walking and transit use

- 73% of residents drive alone to work
- Opportunity to shift trips from driving to other modes (1/3 of trips less than 2 miles)
- Reducing vehicle travel in Petaluma is critical for addressing climate emergency
- Barriers and gaps inhibit crosstown travel, especially for people walking and bicycling
- Shifting priorities from automobile throughput to accessibility and roadway safety

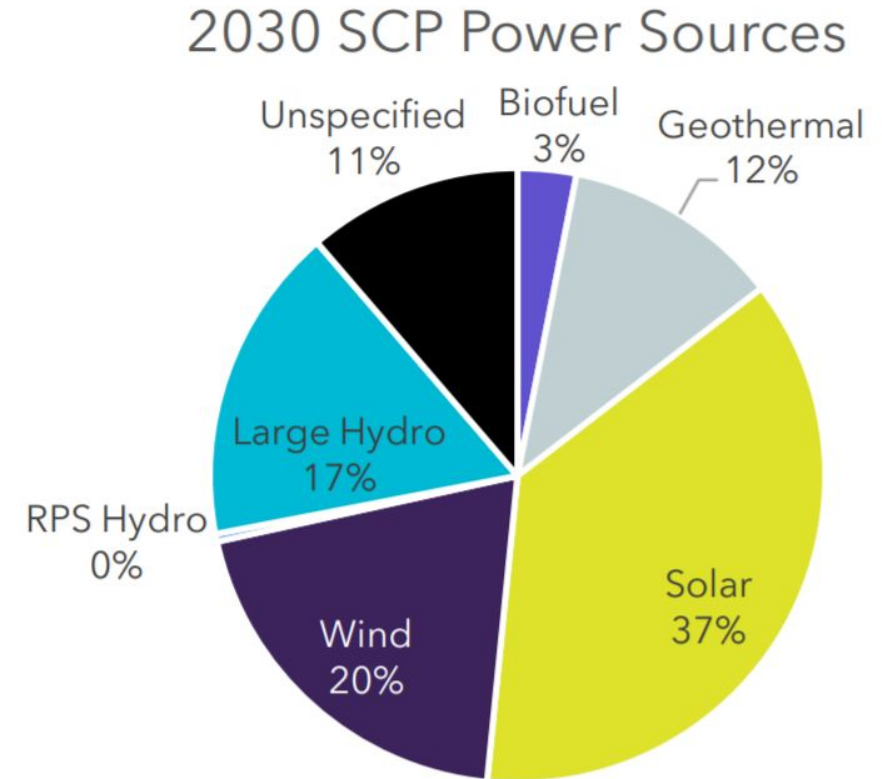
Means of Transportation to Work – Petaluma (2019)



Infrastructure and Utilities

Petaluma's utilities need some upgrades and enhancement.

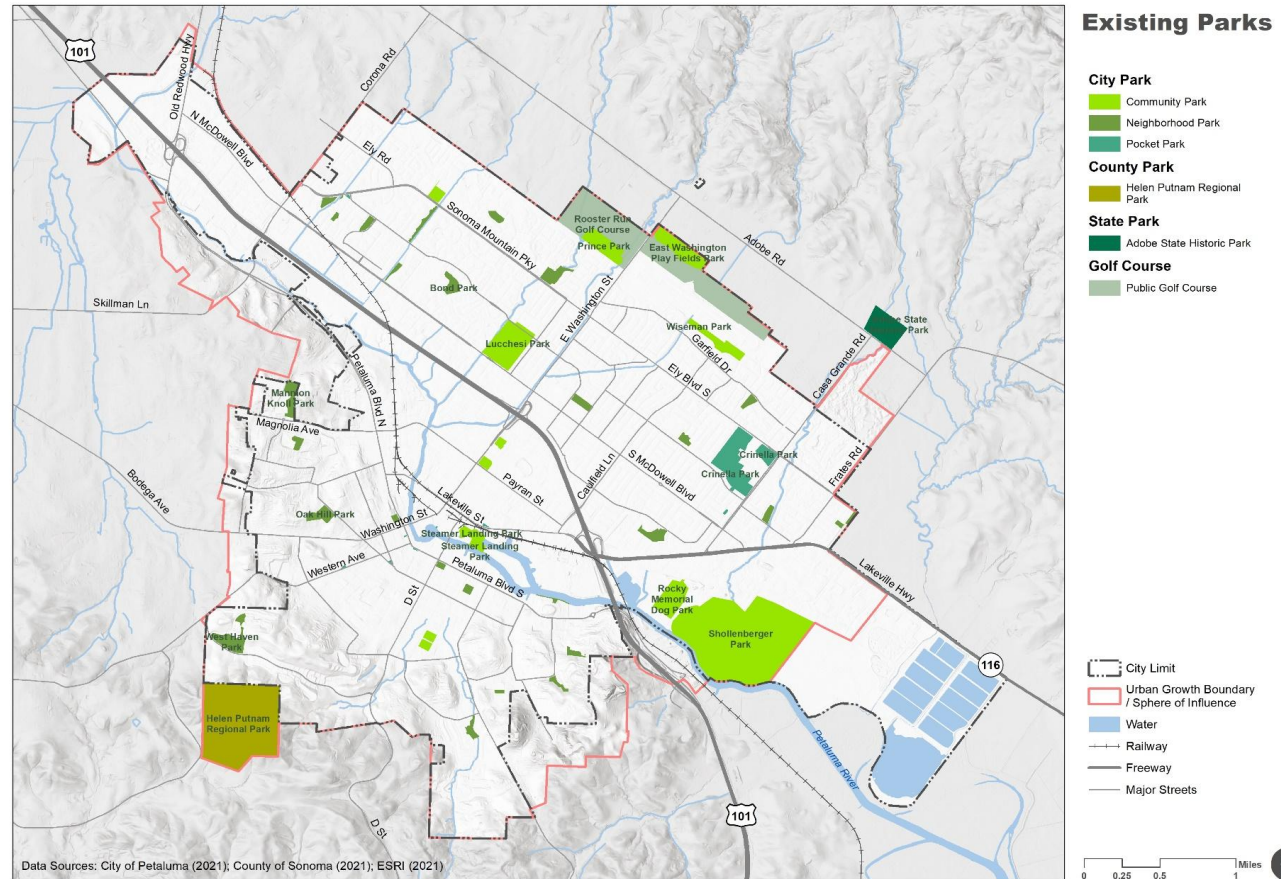
- Water and wastewater meet demand
- Stormwater system upgrades needed
- Electrical power from 100% renewable sources
- Access to affordable broadband lacking



Parks

Petaluma enjoys its parks but struggles with maintenance.

- Diversity of parks throughout the city
- Excellent park access for most residents
- New parks needed in some areas
- Park maintenance and funding generally lacking
- Citywide Parks Master Plan needed

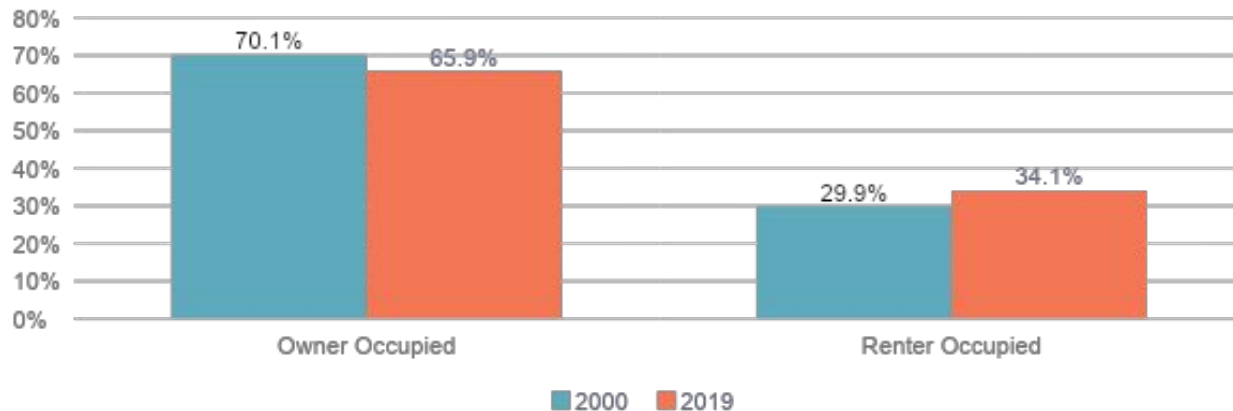


Housing

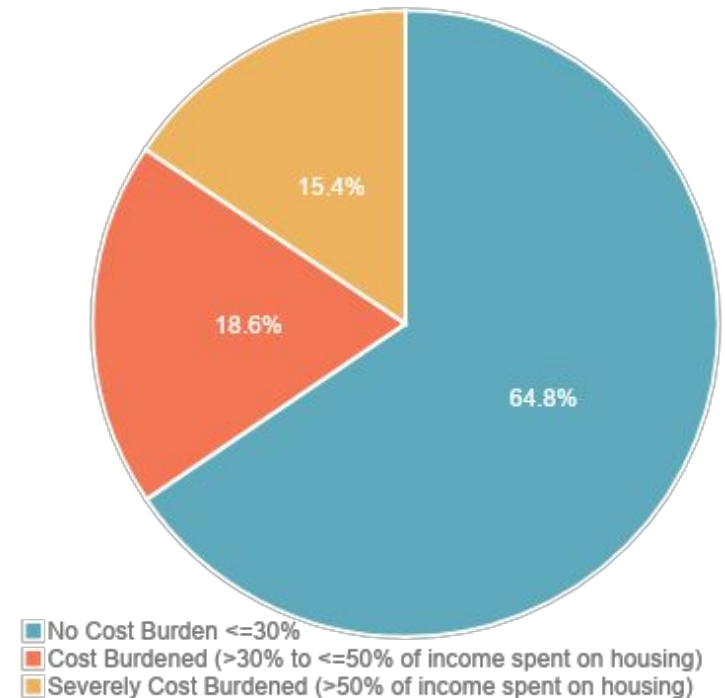
Despite relatively high-income levels, housing is unaffordable.

- 2/3 of homes are owner-occupied
- 1/3 of households are spending more than 30% of their income on housing
- Median housing cost is 20% higher than the State

Housing Tenure - Petaluma (2000 and 2019)



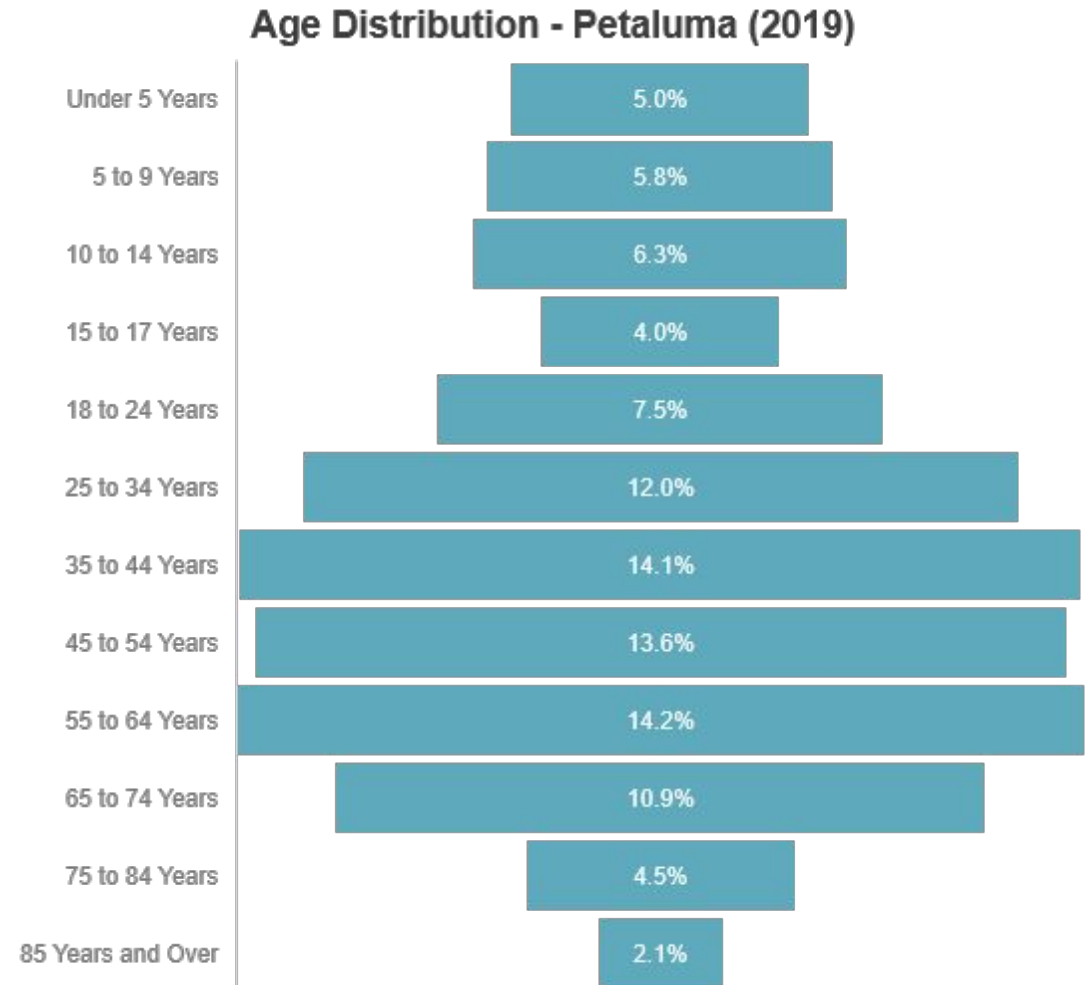
Housing Cost Burden, Petaluma (2017)



Socioeconomics

Petaluma's population is aging, diversifying, and affluent.

- Population between 55 and 74 is increasing
- 32% of residents are 55 and older
- City is predominantly White/Caucasian
- Hispanic population increased by 7.3% since 2010
- Relatively high median income

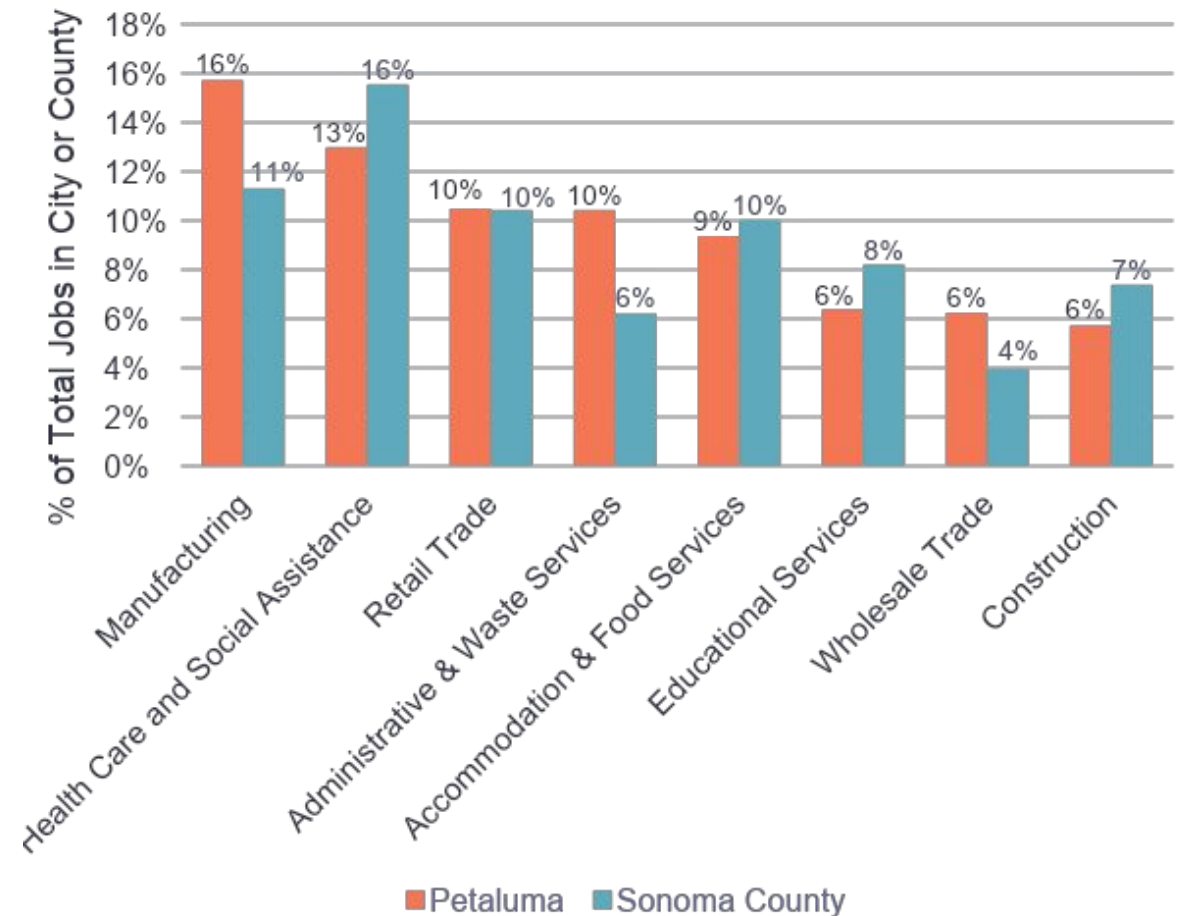


Economic and Market Conditions

Petaluma has a healthy economy.

- Mix of export-oriented and resident-serving industries
- Strengths in food/beverage, tourism, medical services, and tech businesses
- Economy poised for growth from expanding population, high quality of life and access to regional transit

Largest Industries, Petaluma and Sonoma County, 2018

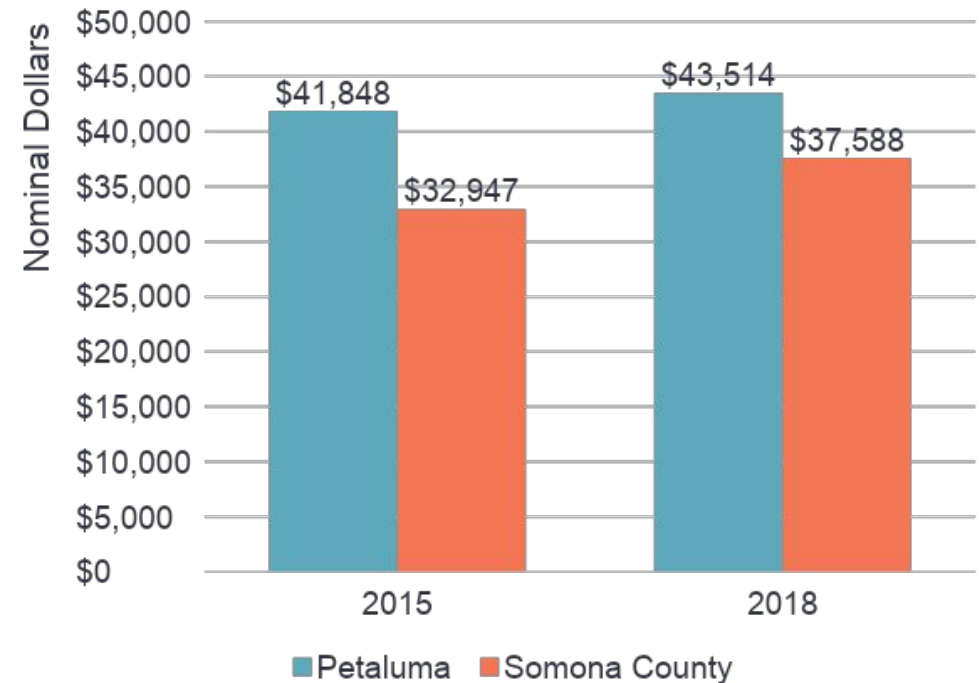


Retail

Retail is changing and should be reimagined

- Retailing changing due to greater online presence
- Strong demand from a large, affluent market
- Opportunity for more specialty retail
- Excess of retail spaces along corridors
- Opportunity to redevelop underperforming retail with a diverse mix of uses (residential, services, community spaces, etc.)

Taxable Sales per Household in Petaluma and Sonoma County Overall, 2015 and 2018



Arts and Culture

Petaluma's creative sector is lively and poised for growth.

- Vibrant and diverse creative economy
- Strong demand for greater offerings and diversity
- Additional support and coordination for arts and cultural activities and events needed

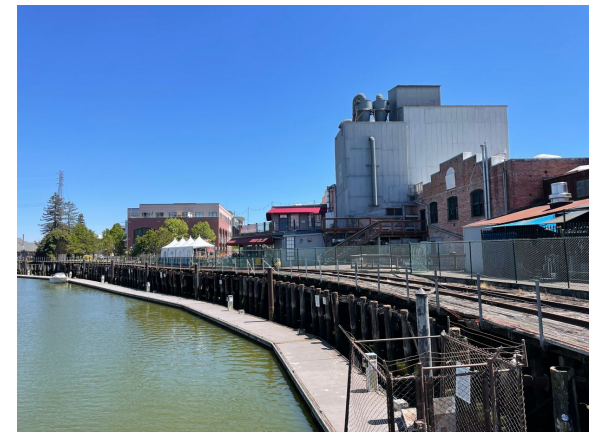


Black Lives Matter Street Mural. Photo: Benny Villareal

Historic Resources

Petaluma is rich in historic resources that enhance its identity.

- History and historic resources contribute to character and identity
- Home to protected historic buildings, sites and districts in and around the Downtown
- Stronger regulatory frameworks and record-keeping needed to expand preservation
- Adaptive reuse can balance preservation with enhancement of historic areas



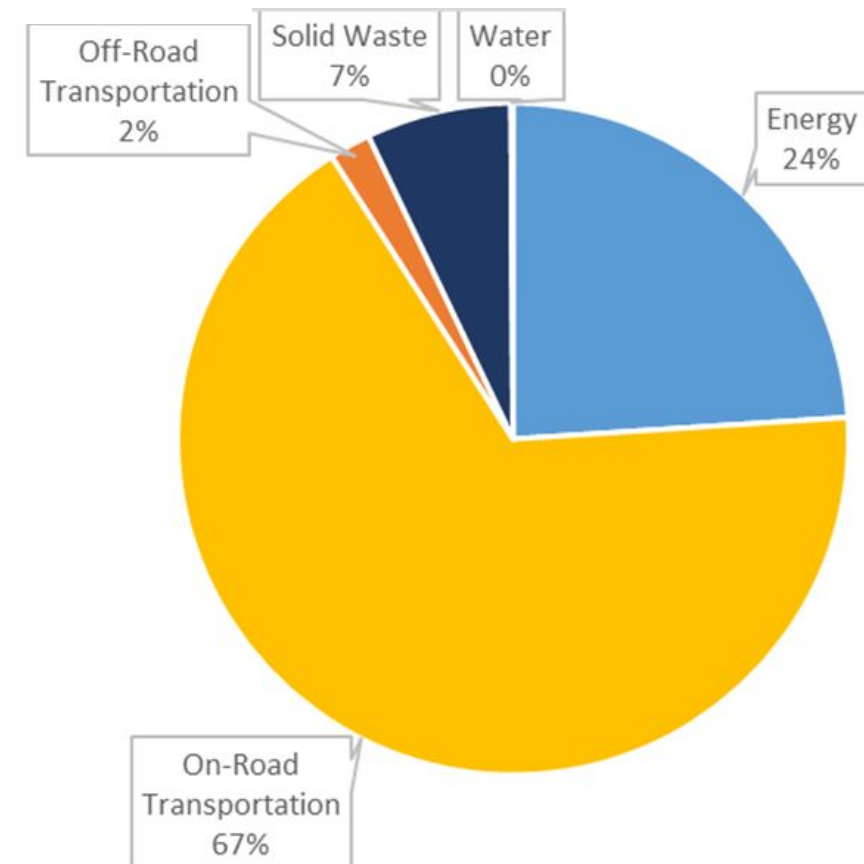
GHG Emissions

Aggressive strategies are needed to meet the city's climate goals

- 2/3 of GHG emissions from transportation and 1/4 from buildings
- Total emissions are increasing; per capita emissions decreasing
- Innovative strategies needed to meet city's climate neutrality goal by 2030
 - Implement building electrification ordinance
 - Reduce natural gas use in existing buildings
 - Implement the resolution for zero waste by 2030
 - Reduce VMT through demand management, parking, and land use

2018 Emissions

(472,422 MTCO₂e, 5.2 MTCO₂e per service population)

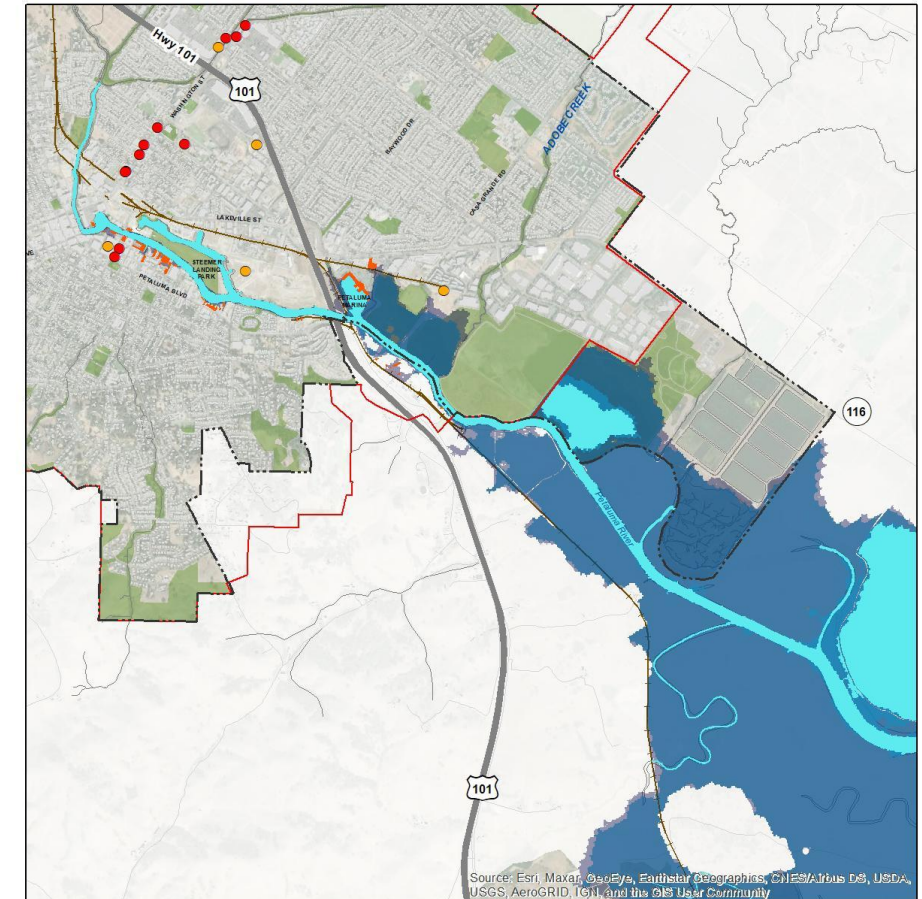


Climate Adaptation

Adaptation strategies are needed now to prepare for climate change

- Sea level rise will occur along the Petaluma River
- Additional drought, wildfires and extreme heat events expected
- Preserving green spaces create critical areas of adaptability and flood management for a changing future
- Sensitive populations – elderly, low-income and BIPOC – are most impacted
- Adaptation strategies needed now to prepare for changes

Buildings Affected by Sea Level Rise - 2018 State Guidance "Likely" Scenarios (66% Probability) w/ 20-Year and 100-Year Storm Surges



Legend

City Boundary

Urban Growth Boundary

Cleanup Program Site*

Leaking Underground Storage Tanks (LUST) Cleanup Site*

Buildings affected by the flooded area

2050 Likely SLR w/ Mean Higher High Water (MHHW) (0.8') w/ 100-Year Storm Surge

2050 Likely SLR w/ Mean Higher High Water (MHHW) (0.8') w/ 20-Year Storm Surge

2100 Likely SLR w/ Mean Higher High Water (MHHW) (3.3') w/ 100-Year Storm Surge

2100 Likely SLR w/ Mean Higher High Water (MHHW) (3.3') w/ 20-Year Storm Surge

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

*Per LUMP 2020

NOTE: 20-Year Storm may induce greater flooding than 100-Year.

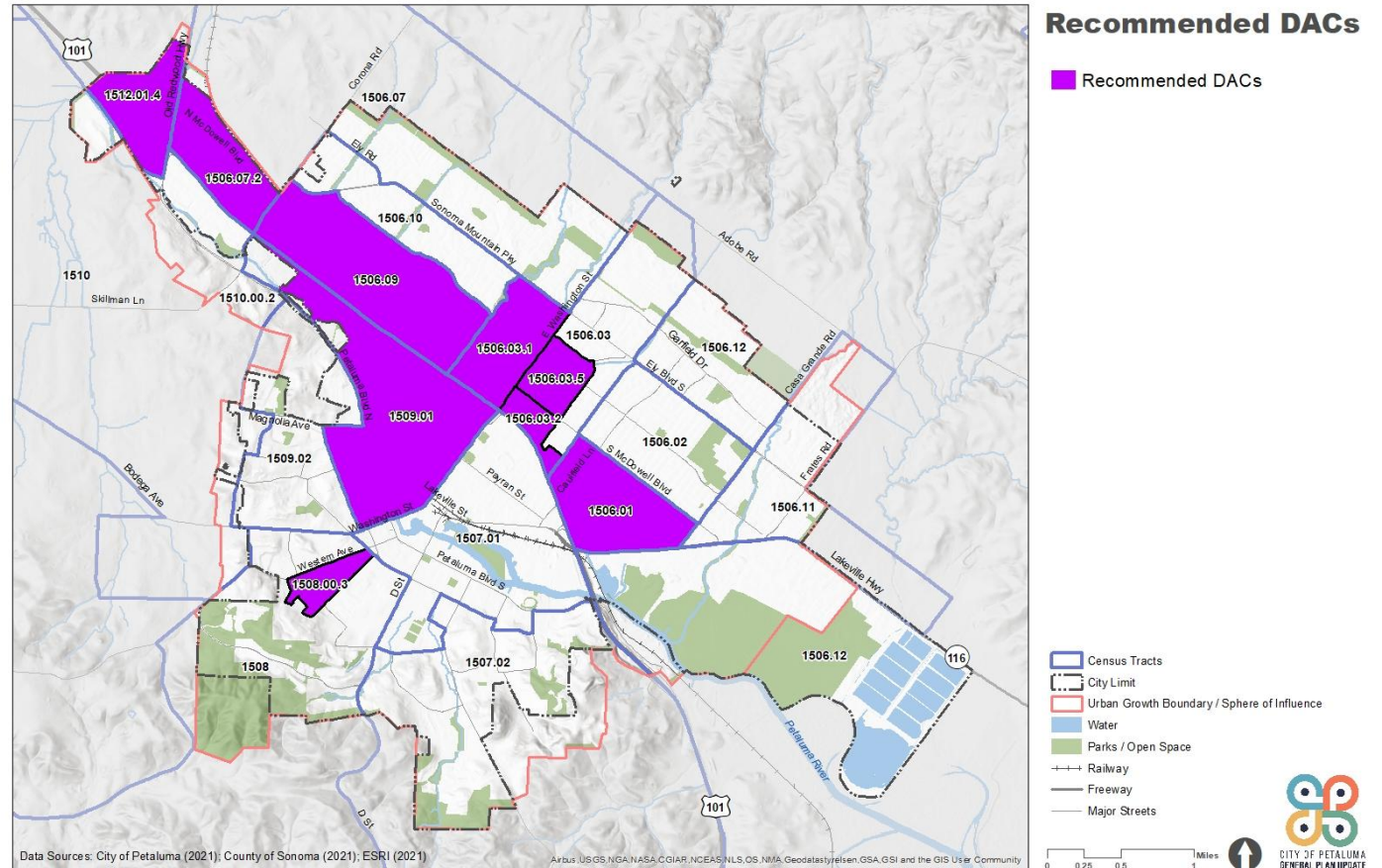


CITY OF PETALUMA
GENERAL PLAN UPDATE

Health and Environmental Justice

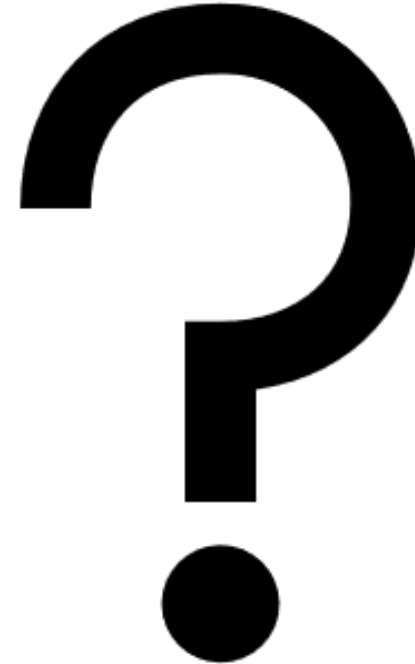
Petaluma must address environmental justice.

- Multiple areas considered “disadvantaged communities,” which is a combination of low income and environmental pollution
- Issues primarily related to transportation are:
 - Highway-related air pollution
 - Low access to transit
 - High diesel particulate matter
- General Plan must include an Environmental Justice Element



Discussion

- What was surprising?
- What are the major trends that are driving the overall direction of the city for the next 20-30+ years?
- Based on the existing conditions reports, what are the most critical issues that need to be resolved during the update process?



Public Comments

Stay within time please!

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Duration: 00 02 00

TimeUp Reminder (Optional): -- --

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Choose TimeUp Sound Alarm

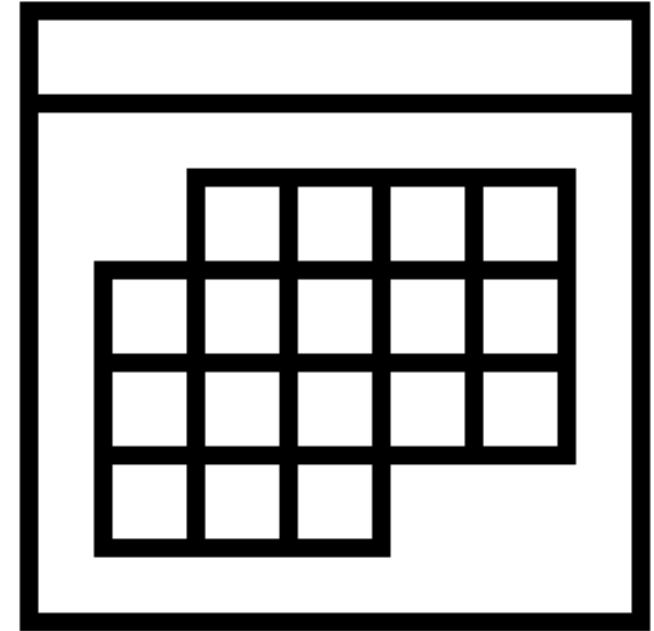
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Final GPAC Thoughts

Next Steps

- Homework: read “deep dive” existing conditions reports
- November GPAC meeting: Summary of Visioning phase of community input
- Ongoing committee and commission meetings
- December City Council meetings:
 - December 6: existing conditions
 - Vision & Guiding Principles: date TBD
- Educational Forums



General Plan Advisory Committee Meeting

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