



# CITY OF PETALUMA GENERAL PLAN UPDATE

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**Date:** November 12, 2021  
**To:** General Plan Advisory Committee (GPAC) members  
**From:** General Plan Update Team  
**Subject:** November 18, 2021 GPAC Meeting

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This memo is intended to help you prepare for the GPAC meeting on November 18, 2021. The primary objective of the meeting is to discuss the results of recent community engagement activities. In addition, we will share brief updates about the project and related initiatives and discuss opportunities for additional GPAC involvement in the General Plan Update process.

## **Background**

As we've discussed during recent meetings, 2021 community engagement activities were designed to inform both the Visioning and Alternatives phases of the General Plan Update project. Two of the primary work products of the Visioning Phase are the **Vision and Guiding Principles** for the General Plan and a **Vision Diagram** map.

- **Guiding Principles:** Over the course of several meetings, you helped develop the draft "Pillars of Petaluma" and Guiding Principles, which were evaluated by the community during the recent Community Visioning Workshop. In addition, during the recent Pop-Ups, participants voted for community priorities. The next step is to incorporate this community feedback into a draft set of Guiding Principles that the GPAC recommends the City Council adopt. That starts with guidance from you during the meeting next week.
  - **Vision Diagram:** The Vision Diagram will identify areas of relative stability (e.g., natural areas to be enhanced) and areas of change (e.g., areas to focus new development) in the city. Based on GPAC input as well as community input during the Area Meetings held in August and September, "areas of discussion" were mapped. During the Visioning workshop, community members specified what level of change is appropriate for each area. Likewise, Pop-Up participants identified places where new development should go. The next step is to incorporate this community input into a revised Vision Diagram. That work also begins with your guidance during the meeting next week.
  - **Vision:** The GPAC hasn't yet explicitly considered a Vision statement for the General Plan. At the Pop-Ups, community members shared what they love about Petaluma and described Petaluma's long-term evolution on a "vision wall." In addition, during the workshop, participants wrote "vision headlines" that describe Petaluma in 2045. The next step is to incorporate this community feedback into a draft Vision statement that the GPAC recommends the City Council adopt. During next week's meeting, we'll invite you to prepare draft vision statements for consideration during the December meeting.
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## Meeting Focus and Preparation

The focus of next week's GPAC meeting will be a discussion of possible revisions to the draft Pillars of Petaluma, Guiding Principles, and Areas of Discussion map. In preparation for the meeting, the Planning Team has compiled a summary of input from the Pop-Ups and Community Visioning Workshop (**Attachment B Visioning Phase Community Input**). Please review the summary of community input from these activities in advance of the GPAC meeting. As you review the summary, please consider the following questions:

### Pillars of Petaluma and Guiding Principles:

- Was any community feedback surprising? Did the feedback align with your expectations?
- Where is there community-wide agreement? Where are there differences in perspective?
- At a high level based on community feedback, what changes are needed?

### Areas of Discussion Map:

- Was any community feedback surprising? Did the feedback align with your expectations?
- Should any areas be removed from the discussion?

## Future Steps

Recent community engagement will also inform work products of the next phase of the project, the Alternatives phase. Alternatives will describe various alternative futures or scenarios. Each alternative will be designed to achieve the community Vision and be consistent with the Guiding Principles. However, each alternative will do that using a different combination of future land uses and densities, character and design, mobility improvements, parks and open space enhancements, and resilience measures.

The development of alternatives will start with the Vision Diagram map and recent community engagement. For example, during the Area Meetings were, community members brainstormed assets and issues and detailed specific improvements needed. Likewise, at the Pop-Ups, participants identified where mobility improvements are needed. And at the workshop, participants identified the type of change and other improvements they'd like to see in each "area of discussion." During the next phase of the project, all of that input will inform the development of alternative scenarios for Petaluma's future.

## Existing Conditions Analysis

As follow-up to the October GPAC meeting, nearly all existing conditions reports have now been completed and are available on the project website: <https://www.planpetaluma.org/plan-documents>.

If you have any questions, please contact David García ([dgarcia@cityofpetaluma.org](mailto:dgarcia@cityofpetaluma.org)). Thank you and we look forward to seeing you next week!

## Attachments:

Attachment A: Summary notes from October GPAC meeting

Attachment B: Visioning Phase Community Input Preliminary Synthesis for GPAC Review

- Includes Draft Pillars of Petaluma, Draft Guiding Principles, Synthesis of Areas of Discussion and Visioning