

Public Participation

Appendix F

August 2022

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Community input on housing issues is critical to developing policies and programs that reflect Petaluma's specific housing needs. This Chapter describes the various events, activities, and outreach methods used to ensure community members and other stakeholders could share their opinions and participate in the Housing Element process. Because the Housing Element was updated as part of a comprehensive General Plan Update, the Chapter includes all outreach and engagement that informed the Housing Element. The feedback received throughout the planning process to date has shaped the development and refinement of the Housing Site Inventory and the Housing Programs and Policies.

Addressing State Requirements

Since the last Housing Element cycle, changes in legislation require the deliberate consideration of populations who have historically been excluded from the planning processes and ways to encourage participation. Government Code 65583(c)(7) requires: "The local government shall make a diligent effort to achieve public participation of all economic segments of the community in the development of the housing element." Likewise, HCD's AFFH guidance specifies that engagement must be "proactively and broadly conducted through a variety of methods to assure access and participation."

The ongoing Covid-19 pandemic has placed additional stressors on community members and presented new challenges for engagement. To ensure engagement was held in a safe and accessible way, to honor State guidance, and to achieve the greatest level of participation across populations and economic segments, the City of Petaluma:

- Leveraged digital communications channels such as social media, electronic newsletters, and the website to inform residents throughout the process
- Publicized events and information in the local newspaper, the Argus-Courier
- Offered closed-captioning and on-call technical support at virtual public meetings
- Staffed in-person and online engagement events with Native Spanish speaking personnel
- Met people where they already were, for example, with "pop-ups" at farmers' markets and the public library
- Hosted self-guided information and interactive activities for residents to complete at their own pace, including online or in-person at the library
- Held individualized conversations and followed up with community organizations and community members to increase engagement and build good relationships. This included specialized engagement with non-profits, faith-based organizations, active transportation groups, environmental / climate action groups, BIPOC & LGBTQIA2S+ groups, business groups, families / youth/ age-friendly / recreation groups, healthcare/ housing / human service non-profit agencies, and schools/education-focused groups.
- Made special efforts to strengthen relationships with the Latinx community and community leaders by creating specialized engagement opportunities tailored to community needs identified in the City's Latinx Outreach study. To increase access for members of the Petaluma community

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- who prefer or only speak Spanish throughout the process, the City implemented the following four strategies:
 - Worked closely with community partners across Petaluma’s Latinx and Spanish Speaking to community to shape messaging and share outreach materials and events through preferred channels including WhatsApp
 - Provided live interpretation from English to Spanish and facilitation directly in Spanish during all GPAC meetings and presentations and public meetings, such as community workshops
 - Hosted Spanish-only activities designed and facilitated by native speakers who have been active in related Latinx outreach
 - Provided translated documentation and resources on the Plan Petaluma website (<https://es.planpetaluma.org/>).

Demographic information of planning process participants has been monitored (see Figure 1: Participation by Demographic Group). As is often the case in planning projects, Hispanic/Latinx and Youth participation were initially proportionally much lower compared to the City’s overall demographics. As a result, the City made a special effort to organize a Latinx Focus Group and Youth Survey to engage more of these population groups and to hear feedback on how they could be more involved going forward.

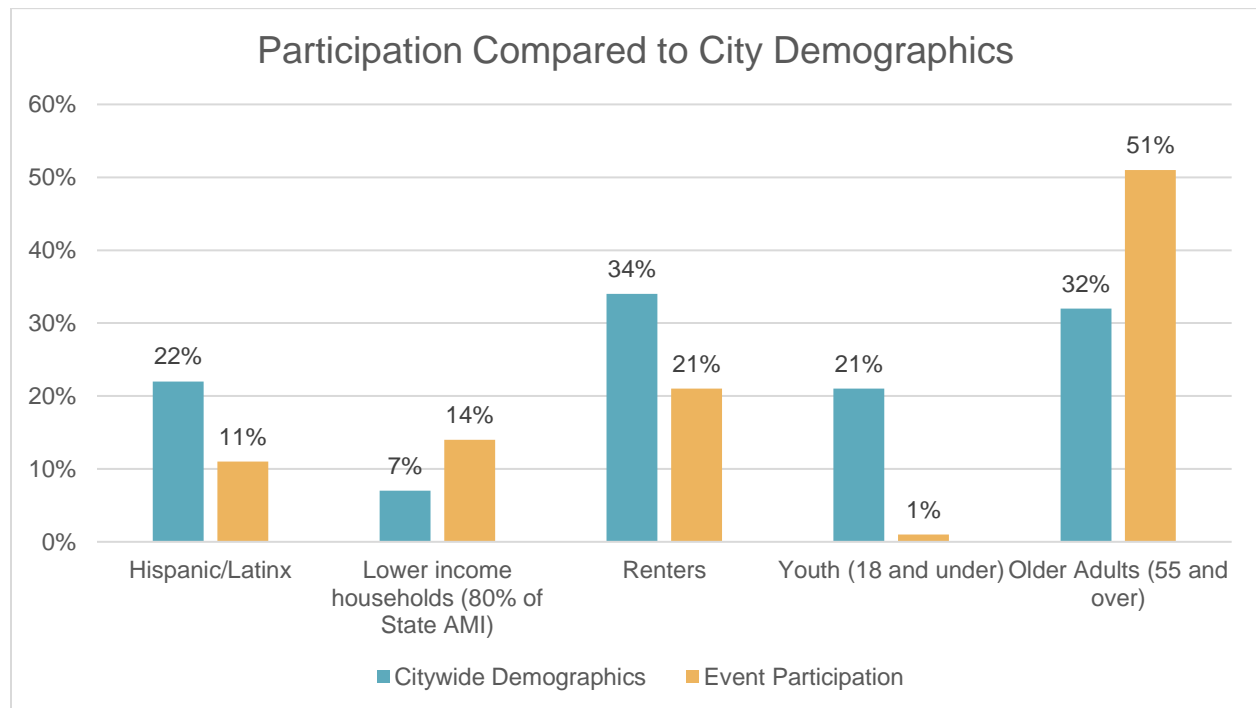


Figure 1: Participation by Demographic Group

Sources: 2019 American Community Survey and event polling data

Note: Chart shows information for four Area Meetings, a Visioning Workshop and Open House, and Housing Element Workshop (Demographic information was not captured at other events).

Summary of Outreach and Engagement Activities

The table below concisely summarizes the outreach and engagement related to the Housing Element. More details about specific promotion strategies and engagement activities are explained in the sections that follow.

Activity	Time-Period	Outreach method	Summary	Translation/ Interpretation Provided	Results/ Feedback	Participation
-	Ongoing	General Plan Webpage	Tool to publicize events and post related materials	Spanish translation	Efficient and centralized location for all information	10,000 visitors since 2021
-	Ongoing	General Plan Update Email Updates	Way to reach those who have previously been involved or have elected to learn more	Partial/ Spanish translation	Participants receive regular notifications	1200+ subscribers
-	Ongoing	Weekly City Email Updates	Tool to contact large number of people interested in issues in Petaluma	Spanish translation	Residents and stakeholders received weekly notifications	18,000+ subscribers
-	Ongoing	City Social Media	Tool to connect with followers on Facebook, NextDoor, and Instagram	Spanish translation	Mirrored content shared in weekly City email updates	10,500 followers

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Activity	Time-Period	Outreach method	Summary	Translation/ Interpretation Provided	Results/ Feedback	Participation
2020 General Plan Public Survey	September 29 - November 29, 2020	<ul style="list-style-type: none"> • Press release • City newsletter • General Plan newsletter • General Plan website • City website front page • Project email list • City social media • Petaluma Argus Courier ads • School newsletters, classes • Alert to Council, boards, committees, commissions • Utility bill mailer • Presentations to community groups and City Council 	City-wide online survey gathered early insights from the community to shape the planning process	Spanish translation	Identified where participants would like to see housing and prioritized housing as priority issue	1,088 responses from people who lived and/or worked in Petaluma

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Activity	Time-Period	Outreach method	Summary	Translation/ Interpretation Provided	Results/ Feedback	Participation
Pop-ups	Walnut Park Farmers Market – August 28 & September 11, 2021 Eastside Farmers Market – August 31, 2021 Petaluma Evening Market – September 9, 2021 Self-guided Pop-up at Petaluma Library – September 22-October 7, 2021 Petaluma Library – October 7, 2021	<ul style="list-style-type: none"> • GPU website • City social media (Facebook, Instagram, Nextdoor) • City of Petaluma Community Update • Sonoma Public Library – Petaluma Branch Newsletter • General Plan Advisory Committee (GPAC) community led outreach 	Seven pop-ups were held at high-traffic locations and well-attended events in Petaluma.	Spanish translation	Participants identified locations for new housing by type and stated other housing related comments.	Approximately 450 participants

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Activity	Time-Period	Outreach method	Summary	Translation/ Interpretation Provided	Results/ Feedback	Participation
Area Meetings	<p>Northeast Quadrant – August 23, 2021</p> <p>Northwest Quadrant – August 25, 2021</p> <p>Southwest Quadrant – August 30, 2021</p> <p>Southeast Quadrant – September 1, 2021</p>	<ul style="list-style-type: none"> • City newsletter • General Plan newsletter • GPU website • GPU email list • City website front page • City social media • General Plan Advisory Committee (GPAC) community led outreach 	<p>Series of four community meetings to discuss issues and opportunities by area. Each meeting focused on one of four areas or quadrants.</p>	Spanish interpretation	Received feedback on housing strengths and issues. Also gathered locations for new housing.	Approximately 120 participants

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Activity	Time-Period	Outreach method	Summary	Translation/ Interpretation Provided	Results/ Feedback	Participation
Visioning Open House	On Zoom September 29 th , 2021. Interactive activities available through October 22, 2021	<ul style="list-style-type: none"> • City Newsletter • General Plan newsletter • GPU Website • GPU email list • City website front page • City social media • One-on-one community leader outreach meetings • General Plan Advisory Committee (GPAC) community led outreach 	Open house style workshop where participants could move between six breakout rooms. Brainstormed ideas for a long-term vision for the future of Petaluma. Provided feedback on the draft Pillars and Guiding Principle. Provided input on the level and types of land use change in different areas of the city.	Spanish translation of materials and interpretation in Spanish-only breakout room. All activities in English breakout rooms completed in Spanish.	Input on where participants preferred housing (1-4 units) vs housing (apartments and condos) relative to each other and other land-uses. Discussion also captured a range of additional comments related to housing specific to 16 different areas across the City.	Approximately 95 people provided input through online activities

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Activity	Time-Period	Outreach method	Summary	Translation/ Interpretation Provided	Results/ Feedback	Participation
Latinx Focus Group	Educational outreach in Spanish through WhatsApp prior to focus group on December 6, 2021	<ul style="list-style-type: none"> • One-on-one outreach with Latinx Community Leaders • General Plan Advisory Committee (GPAC) community led outreach • Built on work of City's Latinx Outreach • Study and Latinx WhatsApp channel 	<p>Focus group provided a space for participants to discuss what they value about Petaluma, identify their priorities, and describe issues and opportunities across the city.</p> <p>In addition to the 2-hour live session, 14 Latinx Community Leaders in the WhatsApp group received informational texts about the General Plan and Housing Element.</p>	Spanish-only	Input that Latinx families are consistently struggling to find accessible housing options. A concern for communities who are unsheltered and facing harsh conditions was also expressed.	3

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Activity	Time-Period	Outreach method	Summary	Translation/ Interpretation Provided	Results/ Feedback	Participation
Youth Visioning Survey	December 2, 2021 - January 16, 2022	<ul style="list-style-type: none"> • Outreach packet shared with Petaluma School District • Publicized at Petaluma High School • Outreach to Petaluma Youth Commission • GPU Website • General Plan Advisory Committee (GPAC) community led outreach 	Survey aimed to capture youth perspectives on what is working in Petaluma, what needs to change, and what priorities to focus on for the future.	N/A	Housing ranked among the top five of topics important to youth. Equitable access to necessities – including housing opportunities – was a key theme when asked about opportunities for change.	71 Responses from Youth age 14-20

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Activity	Time-Period	Outreach method	Summary	Translation/ Interpretation Provided	Results/ Feedback	Particip-ation
General Plan Advisory Committee (GPAC) Meetings	Ongoing - March 17, 2022, April 21, 2022, and June 16, 2022, meetings focused on the Housing Element.	<ul style="list-style-type: none"> • City newsletter • General Plan newsletter • GPU website • GPU email list • City website front page • City social media • General Plan Advisory Committee (GPAC) community led outreach 	The Planning Team conducted engagement related specifically to the Housing Element through three presentations and discussions with the GPAC.	Spanish Interpretation	<p>Received feedback on what characterizes sites where future housing should be developed and policies or programs the City should prioritize to make sure future housing reflects community priorities.</p> <p>Gathered input on constraints of future development patterns that relate to housing.</p> <p>Got input on the draft sites inventory and programs</p>	<p>Respective to 3 Sessions focused specifically on the Housing Element</p> <p>14 GPAC members and 7 public comments</p> <p>15 GPAC members and 2 public comments</p> <p>12 GPAC members and 2 public comments</p>

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Activity	Time-Period	Outreach method	Summary	Translation/ Interpretation Provided	Results/ Feedback	Participation
GPAC Housing Working Group	Ongoing	<ul style="list-style-type: none"> • City newsletter • General Plan newsletter • GPU website • GPU email list • General Plan Advisory Committee (GPAC) community led outreach 	Collaborated with City agencies, boards, and commissions as well as community-based groups to inform the Housing Element with related initiatives.	N/A	<p>Prepared a platform of proposed housing goals and policies.</p> <p>Collaborated with the City on the sites inventory and housing program identification.</p>	4 GPAC Members
Planning Commission	March 22, 2022, and June 21, 2022	<ul style="list-style-type: none"> • City Newsletter • General Plan newsletter • GPU Website • GPU email list • City Website front page • City social media 	<p>Presentation on methodology, requirements, and timing for 6th cycle Housing Element to inform General Plan update process.</p> <p>Presentation on the draft sites inventory and programs.</p>	N/A	Feedback from commissioners on Housing element process, sites, and programs.	Five Commissioners and six public comments

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Activity	Time-Period	Outreach method	Summary	Translation/ Interpretation Provided	Results/ Feedback	Participation
Stakeholder Interviews	March 22, 23, 25, and 30, 2022	<ul style="list-style-type: none"> Targeted outreach to developers and real estate professionals who work in Petaluma 	Consultants interviewed developers on the process of building housing in Petaluma and types of housing most in need.	N/A	Gathered input on current market conditions and development barriers. Received feedback on changes that could encourage development of additional housing.	Nine developers/ real estate professional from seven organizations/ companies
Housing Element Community Workshop	April 7, 2022	<ul style="list-style-type: none"> Flyer sent to over 100 community partners Follow-up conversations with several community organizations and actors GPU email list City social media and Updates GPU website 	This workshop was meant to provide an overview of the Housing Element purpose, components, and process; explain the Housing Element's relationship to the General Plan Update; educate the community about housing issues and programs; and provide an update on the sites inventory.	Spanish Interpretation	Received input on Petaluma's housing strengths and challenges, appropriate heights for future housing development, and policies, programs, and actions needed to achieve community housing priorities.	13 participants

Activity	Time-Period	Outreach method	Summary	Translation/ Interpretation Provided	Results/ Feedback	Participation
City Council	July 18, 2022	<ul style="list-style-type: none"> • City newsletter • General Plan newsletter • GPU website • GPU email list • City website front page • City social media 	Informational presentation on the draft sites inventory and goals, policy, and programs was made to City Council.	Spanish Interpretation	Input for changes to sites inventory and Policy and Programs section of the Housing Element	6 City Council members and 3 public comments

Summary of Key Themes of Comments Received

From all the above engagement, the following housing priorities emerged:

- Eliminate homelessness
- Provide more affordable housing
- Avoid high-hazard areas like flood zones
- Avoid environmentally sensitive areas
- Prioritize infill housing near transit, retail, parks, and services
- Increase the diversity of housing types and choices, including higher density options
- Be part of mixed-use development, including the incorporation of housing into some existing commercial centers
- Preserve community character and sense of place
- Be family- and age-friendly
- Contribute toward carbon neutrality and be resilient
- Advance equity

Promotion and Outreach

General Plan Update Website

The City maintains a dedicated General Plan website that includes updates on the planning process, ways to be involved in upcoming engagement events, and past presentations and materials. The website

can be enabled to be translated into Spanish. Additionally, there is a space to share comments and contact information.

Regular City Email and Social Media Updates

An email list of about 18,000 subscribers is maintained and used to alert residents and stakeholders of upcoming events and distribute information on important planning process milestones. Facebook, NextDoor, and Instagram are used to share easily understood amounts of information and quick updates to over 10,000 followers.

General Plan Email and Social Media Updates

The GPU email list has over 1,200+ subscribers and allows the planning team to reach those who have had a touch point with the process or have indicated they would like to receive information.

Housing-Related Community Engagement

The City's Housing Element outreach was integrated into the General Plan Update (GPU) process that began in 2020 and is ongoing. Key activities and events are described in more detail below. During these engagement activities, community members provided detailed input on the preferred housing characteristics across neighborhoods and guidance on the goals, policies, and programs that should be included in the Housing Element.

2020 Petaluma General Plan Public Survey

This initial General Plan Survey was open from September 29 - November 29, 2020. Housing was ranked the fourth highest priority to address in the General Plan Update. Survey respondents identified where they wanted to see more housing

Where would you like to see more housing? Why/how could housing be improved?

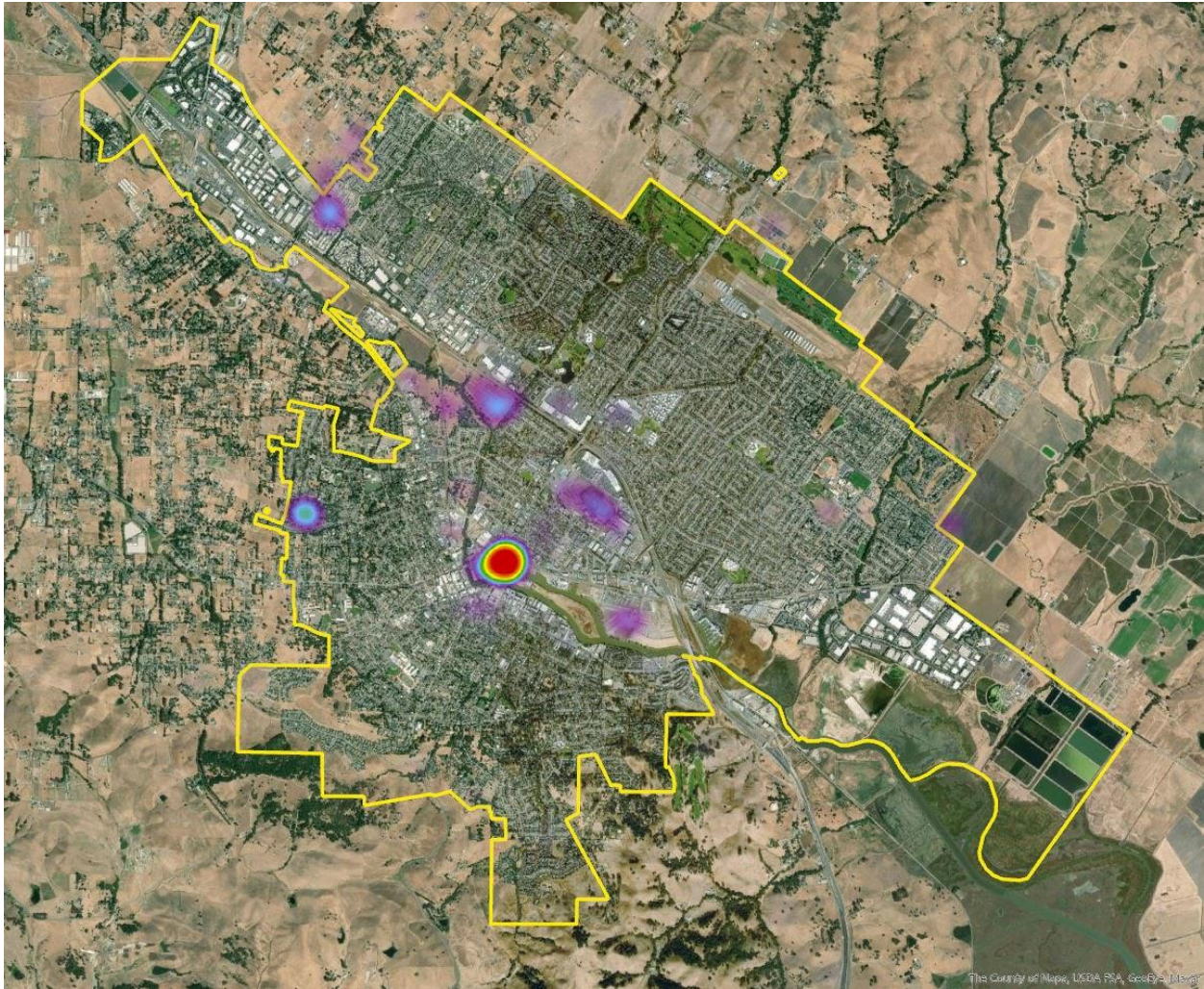


Figure 2: Heat map of responses to housing location question – 2020 Petaluma General Plan Public Survey

Priority housing areas identified as:

- Downtown
- Corona Road SMART Station
- Undeveloped Johnson property along Petaluma River and Lynch Creek Trail
- Fairground
- Scannell property

Other comments:

- Locate housing around Downtown and within walking distance to the SMART stations
- More affordable housing, particularly low-income

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- Green buildings
- Increase housing density and infill

Full survey results:

<https://static1.squarespace.com/static/5ea880f6d9a2075c7b7f54af/t/60144104195c10356a5e477f/1611940116851/Petaluma+GP+Survey+Summary.pdf>

Pop-ups

During August, September, and October 2021, the Petaluma General Plan Update consultant team and City staff members facilitated seven pop-up workshops, or intercept meetings, at popular locations and well-attended events in Petaluma. They were designed to complement more formal workshops and surveys of the Visioning planning phase. They provided an accessible introduction to General Plan concepts and activities for residents of all ages to provide input.

Interactive poster boards in English and Spanish asked participants about their General Plan priorities, values, locations for new development and mobility improvements, and the issues and opportunities shaping Petaluma’s future. City staff members were on hand to share background information, answer questions, and orient community members in both English and Spanish. One interactive board specifically asked, “where should new development be?” Participants could choose from various stickers, including four housing types, to place at desired locations.

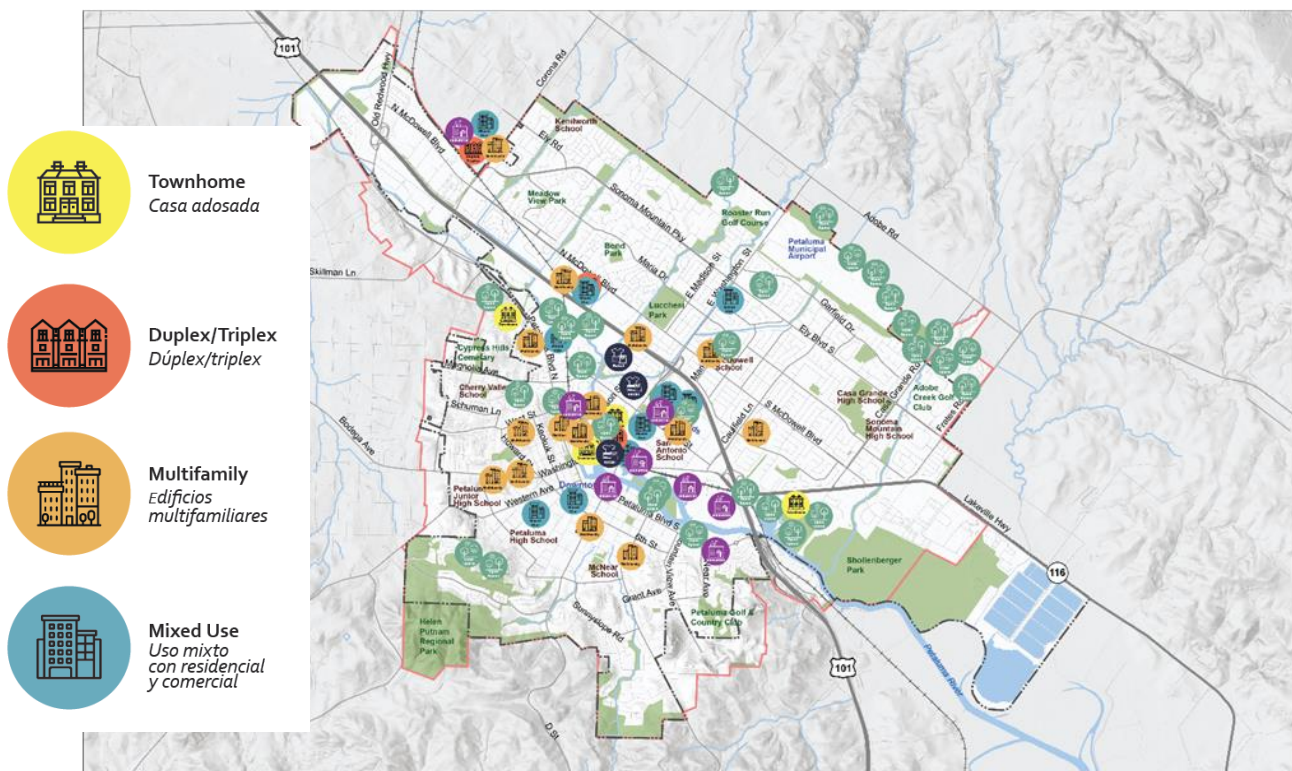


Figure 3: Composite image of where participants placed new development stickers— Pop-ups

The main themes related to housing from the Pop-up boards feedback include:

- Corona SMART station should include infill development and housing for people who are commuters and frequent users of the train.
- There are concerns about the impacts of new developments on its surroundings and about the scale and scale of development may have with its surroundings.
- Petaluma Blvd South should have more mixed-use buildings with high density housing and small business retail.
- Future affordable housing should be created for the younger generations, lower income people, and seniors.

Full summary: https://www.planpetaluma.org/s/PGPU_Pop-Ups_Summary_v3.pdf

Area Meetings

In August and early September 2021, the City of Petaluma's General Plan Update team hosted four community meetings to discuss issues and opportunities in the City. Each meeting focused on one of four areas or quadrants.

After a brief presentation and survey to capture demographic information, participants were divided into small groups of approximately six to 12 participants. Each small group included a facilitator and a recorder (who was responsible for taking meeting notes). Participants were asked the following questions:

- 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?

Housing was a theme of responses every question, and preferred locations for new housing were captured on a virtual map. Summarized locations from participants are shown on the maps below.

Key issues and suggestions for new housing include:

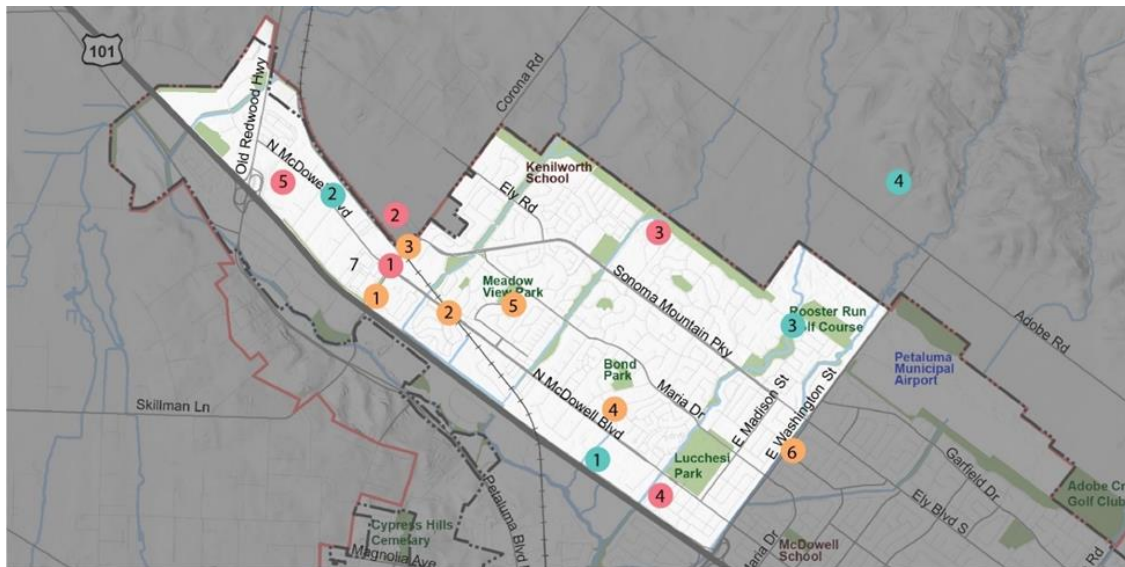
- Inadequate housing supply
- New housing should contribute to the neighborhood feel
- Scarcity of housing for low and moderate incomes
- Shortage of affordable multifamily housing
- Insufficient safe camping sites and resources for unhoused residents
- Do not build housing or the flood zones

Northeast Area

Issues:

- Inadequate housing supply
- Add affordable housing at second SMART station at Corona Rd
- New housing should contribute to the neighborhood feel

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



Comment Summary

- Where should mix of housing, shopping, jobs be changed?
- What areas should stay the same?
- What other improvements are needed?

Figure 4: Responses to where housing should be changed – Northeast Area Meeting

1. Proposed SMART Station (McDowell & Corona Rd).
 - Build affordable housing and mixed use development
 - Develop new housing that is family-friendly to balance with existing area
2. Outside UGB on Corona Rd.
3. Area Near Santa Rosa Junior College
 - Add mixed use development

Northwest Area

Issues:

- Scarcity of housing for low and moderate incomes

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

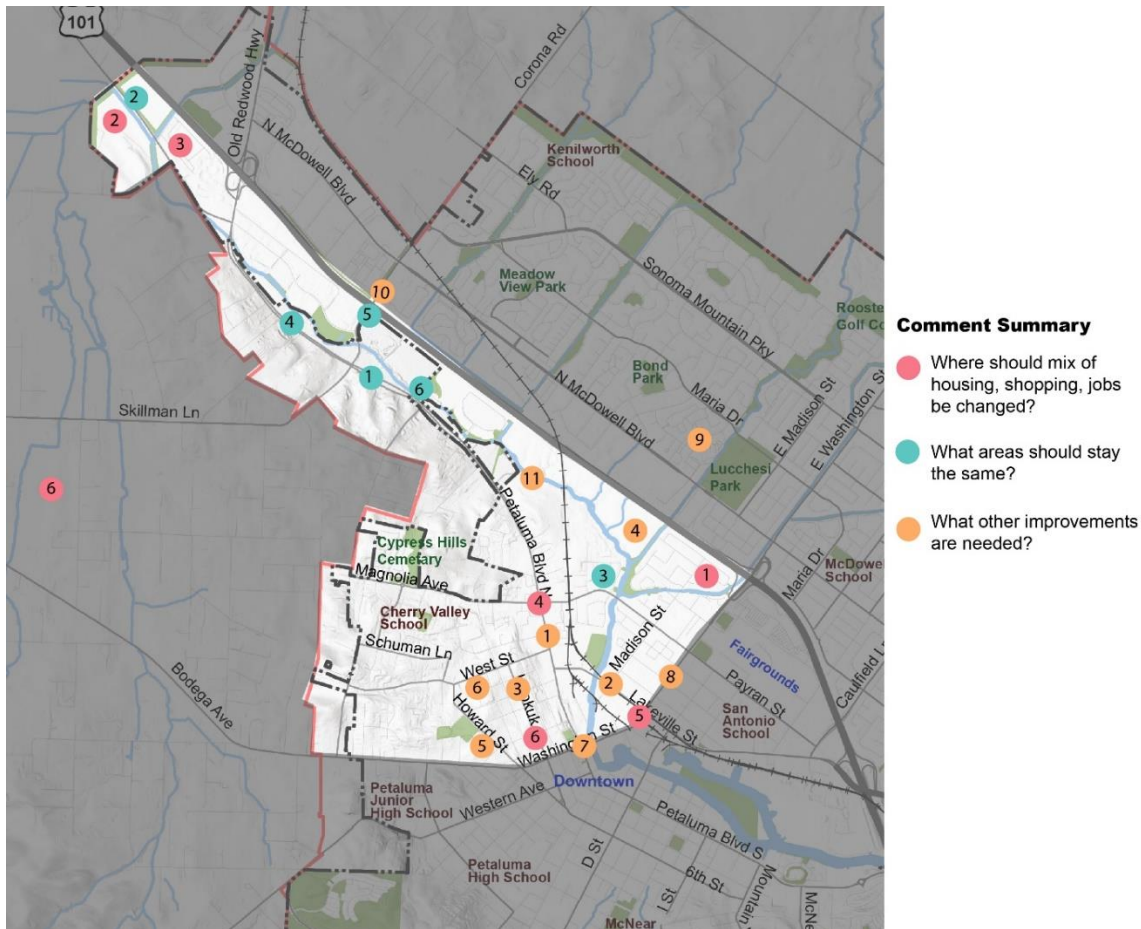


Figure 5: Responses to where housing should be changed – Northwest Area Meeting

1. Outlet Mall
 - Rezone into mixed use
2. Across from pumpkin patch
 - Continue hosting wildfire refugees, expand to house more types and incomes of people
3. Mobile home site
 - Expand to allow more lower income folks to have homeownership opportunities
4. Petaluma Blvd N
 - Develop mixed-use and increase overall density of area
6. Skillman and Bodega Ave
 - Use entire area for low-cost housing expanding UGB

Area wide: convert some commercial back to residential/mixed use to add more housing

Southwest Area

Issues:

- Shortage of affordable multifamily housing
- Insufficient safe camping sites and resources for unhoused residents

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- Consider Target and Fairgrounds collectively, build housing above
- 3. Petaluma Blvd S.
 - Consolidate City uses into one building and develop remaining City properties into housing
- 4. Steamer Landing
 - Build affordable transit-oriented housing
- 5. Around SMART Station
 - Add mixed-use housing development including low-income housing
- 6. Flood zone
 - Don't develop in flood zone

Other improvements needed:

- 8. Encampment area
 - Clean up
 - Offer services/resources to unhoused residents

Southeast Area

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

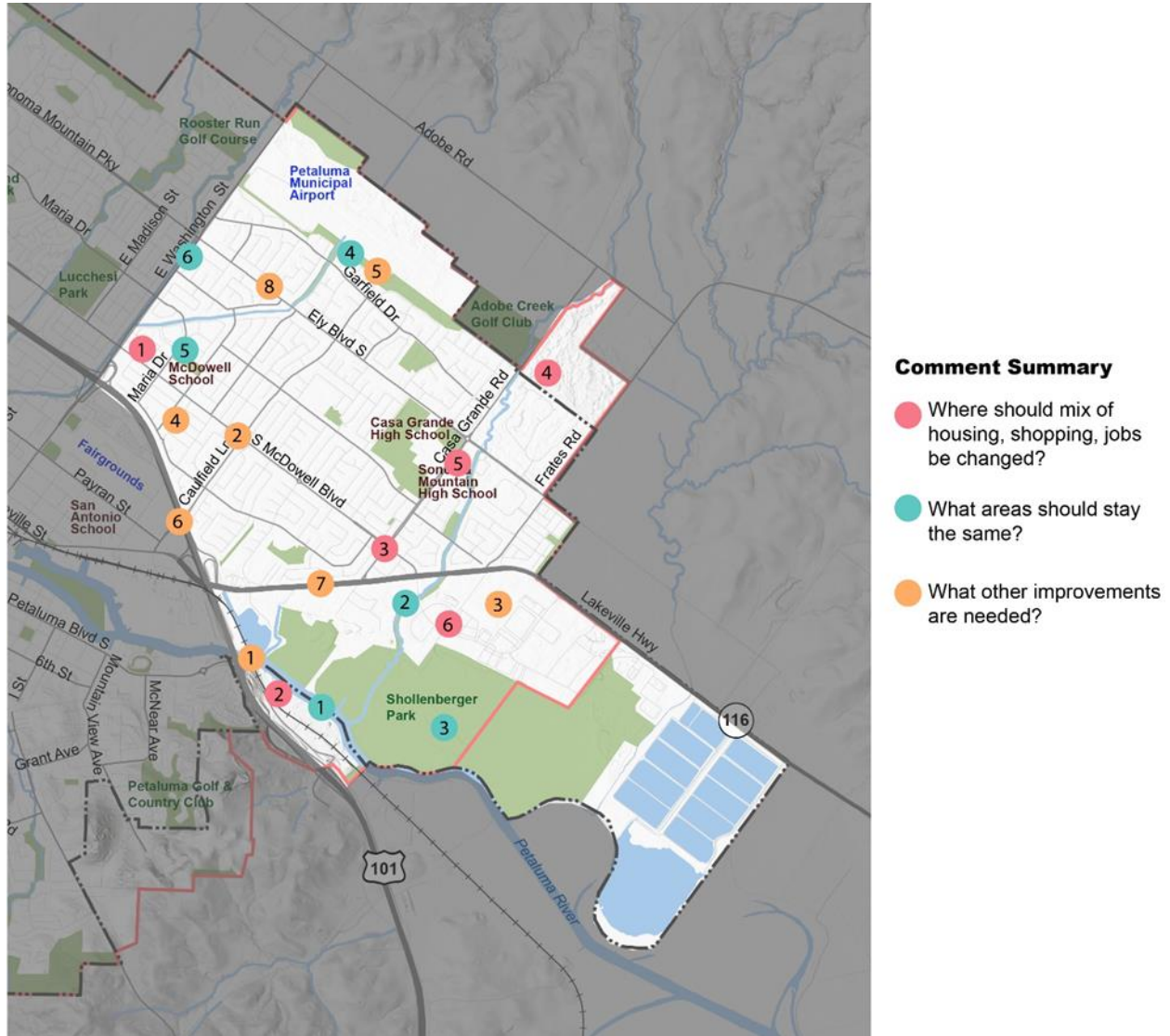


Figure 7: Responses to where housing should be changed – Southeast Area Meeting

1. Washington Street Shopping Center
 - o Add mixed use with residential over ground floor retail
2. Area between 101 & River
 - o Build new retail and housing
3. Casa Grande/McDowell Shopping Area

- Add additional uses including housing

Full summary: https://www.planpetaluma.org/s/PGPU-Area-Workshop-Summary_22_0104.pdf

Visioning Workshop & Open House

On Wednesday, September 29, 2021, the City of Petaluma hosted the Visioning Workshop & Open House for its General Plan Update. This workshop was meant to provide an overview of the General Plan Update, generate ideas for a long-term vision statement for the future of Petaluma, receive feedback on the draft Pillars and Guiding Principles, and get input on the level and types of change in different areas of the City.

The meeting was held virtually using the Zoom platform and was organized in an open house format. The workshop was made up of six breakout rooms, each with a facilitator guiding participants through an activity and a notetaker recording participant comments. Participants were allowed to move freely among the rooms and participate in the activities at their own pace. Additionally, a room was facilitated in Spanish and led Spanish-speaking participants sequentially through all the activities.

The open house rooms were organized as follows:

- Room 1: General Plan Update Overview & Share Additional Ideas
- Room 2: Vision for Petaluma
- Room 3: Guiding Principles & Pillars
- Room 4: North Petaluma Areas of Discussion
- Room 5: South Petaluma Areas of Discussion
- Room 6: Spanish Room – All Activities

The materials and digital tools used in each of the rooms were made available on the project website through October 22, 2021, to provide members of the public additional time to share their ideas.

In Room 4 and 5, participants were asked what type of development they would like to see in 16 areas across the City. The input was gathered on where participants preferred housing (1-4 units) vs. housing (apartments and condos) relative to each other and other uses. The discussion also captured a range of additional comments related to housing.

Areas of Discussion Map

Participants were asked what type of development they would like to see in each area. Additional comments related to housing are also included.

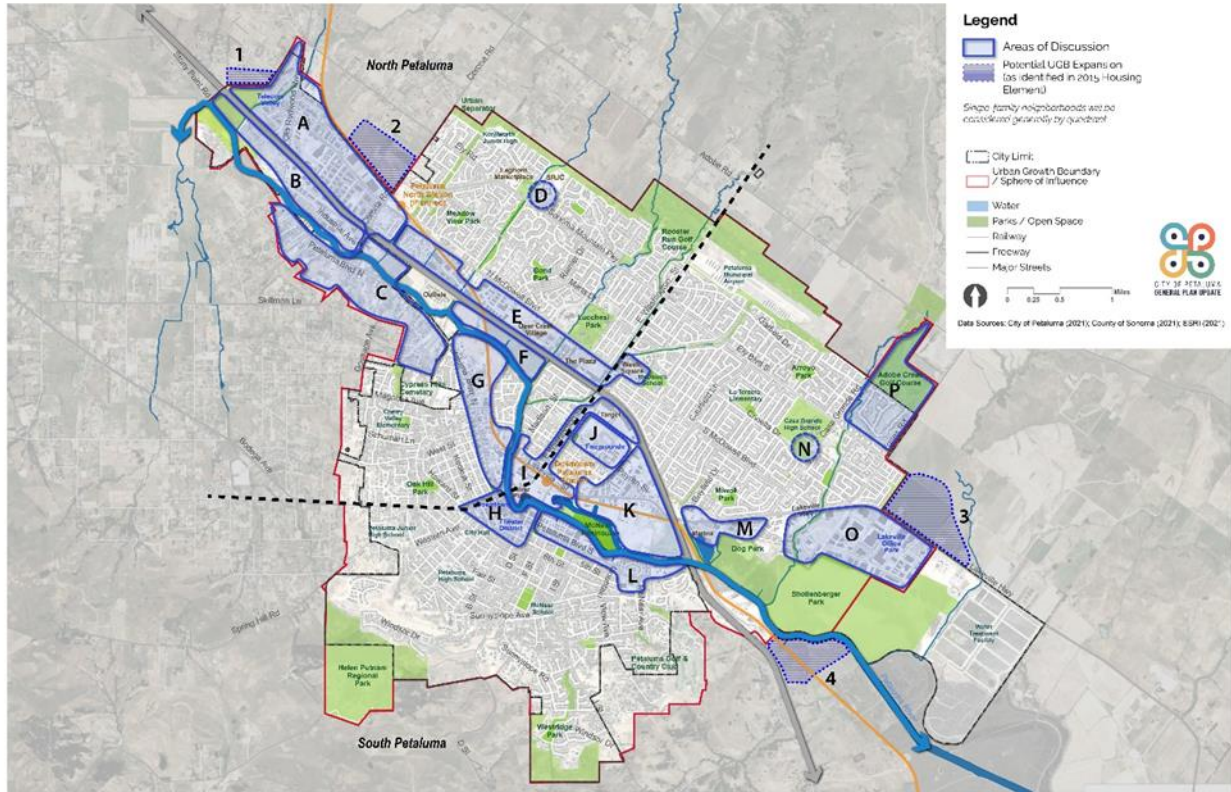


Figure 8: Areas of Discussion Map - Visioning Workshop & Open House

Summary of Housing Development Input

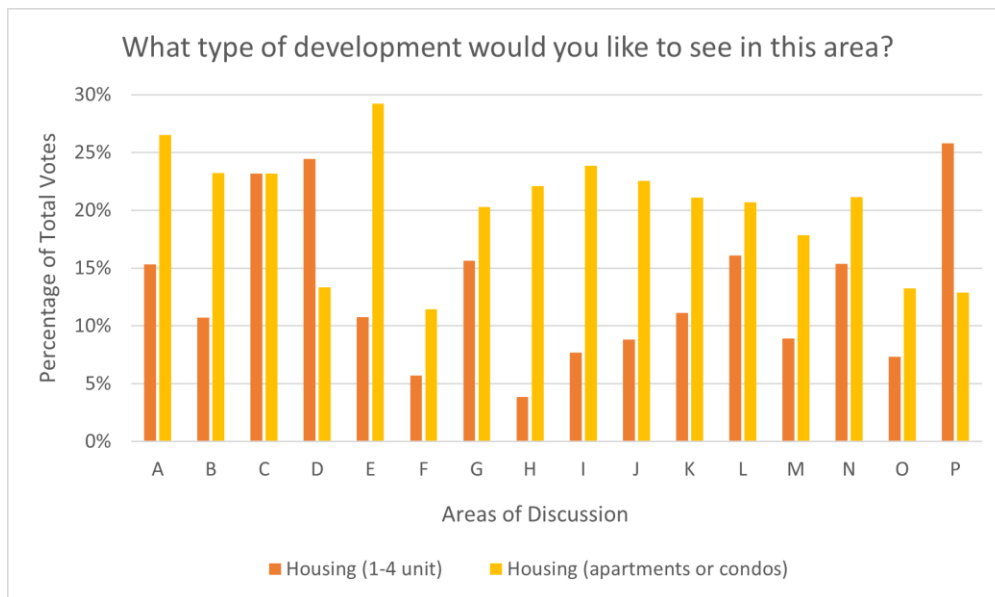


Figure 9. Preferred housing development type across areas- Visioning Workshop & Open House

Area A:

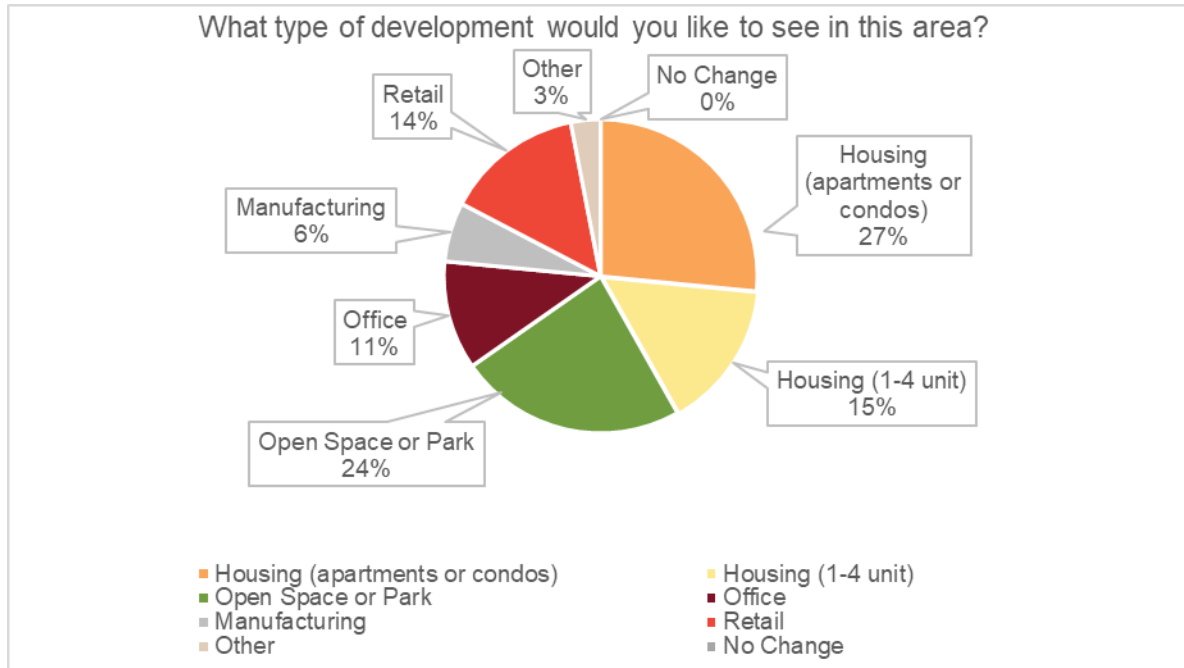


Figure 10: Area A results - Visioning Workshop & Open House

Housing comments

- Higher density housing with retail, office and some small manufacturing could be an excellent option
- This is the only space that makes sense to add housing. It's a sleepy area of the city that has underutilized retail spaces.
- Density should be in the 1–4-unit size.
- Some housing - some commercial - some manufacturing

Area B

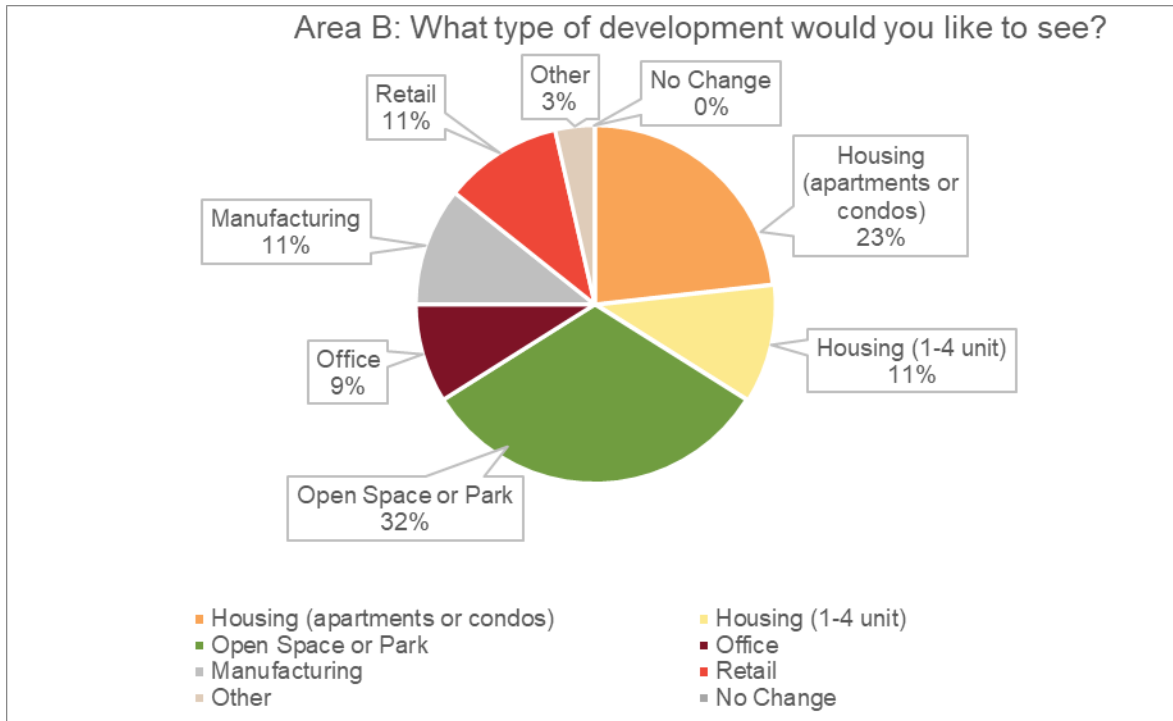


Figure 11: Area B results - Visioning Workshop & Open House

Housing comments

- I think putting some medium density housing near the roads and creating parks to preserve all the remaining open spaces would be good.
- Increase density

Area C

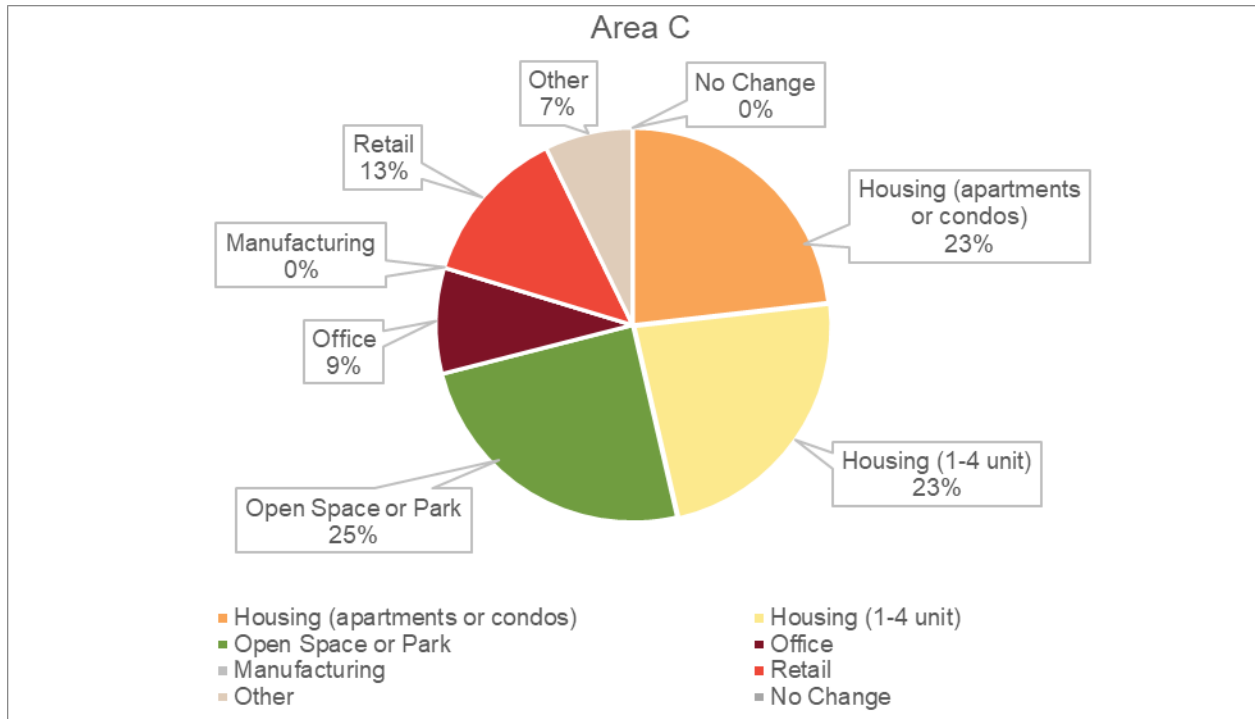


Figure 12: Area C results - Visioning Workshop & Open House

Housing comments

- Missing middle housing, and retail (that support each other)
- Increase residential density
This area makes more sense for additional housing than the downtown or Lakeville area.
- Putting medium density housing on existing lots would be good. I would preserve any agricultural land that currently exists there.

Area D

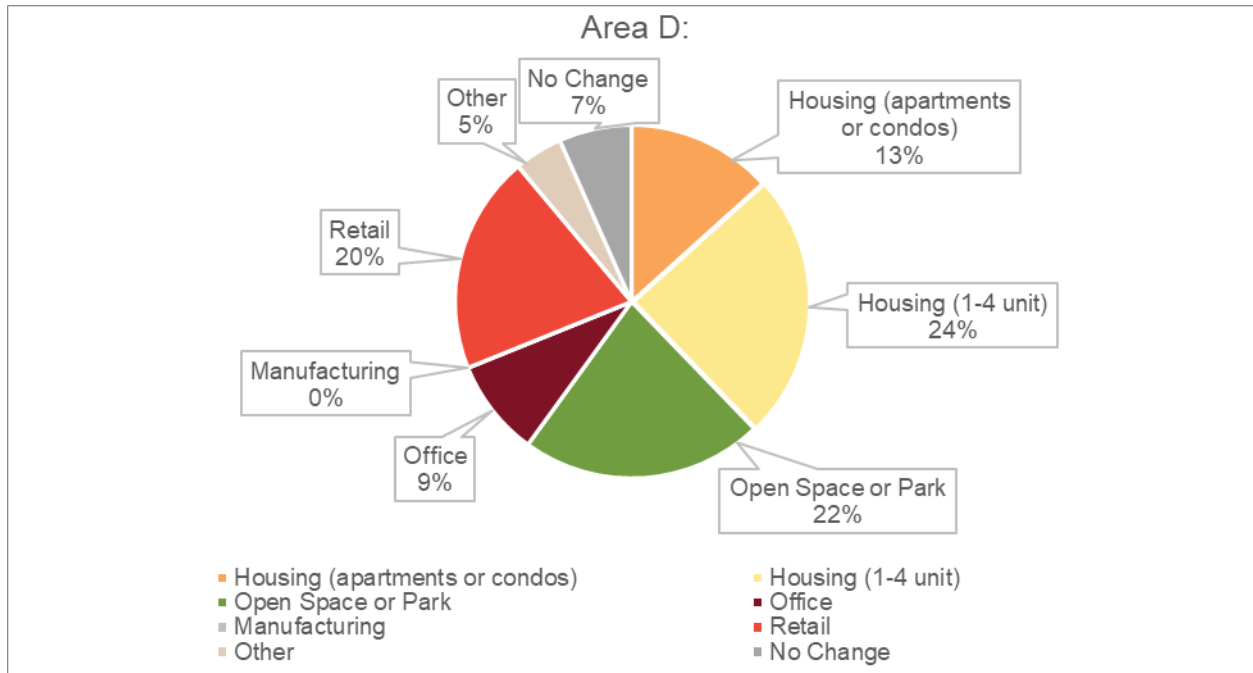


Figure 13: Area D results - Visioning Workshop & Open House

Housing comments

- Increase density
- Leghorn - housing could be built above some of the retail space. Plaza's could be built...maybe a small amphitheater for music/other performances. "Better" retail would draw locals.

Area E

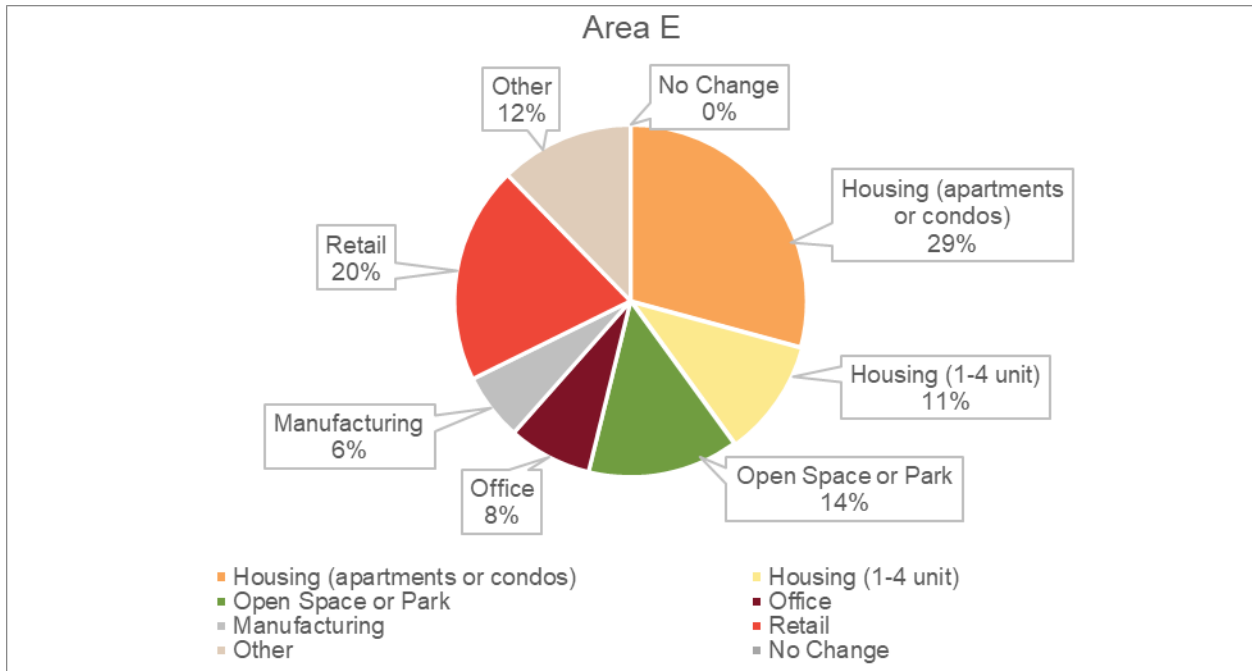


Figure 14: Area E results - Visioning Workshop & Open House

Area F

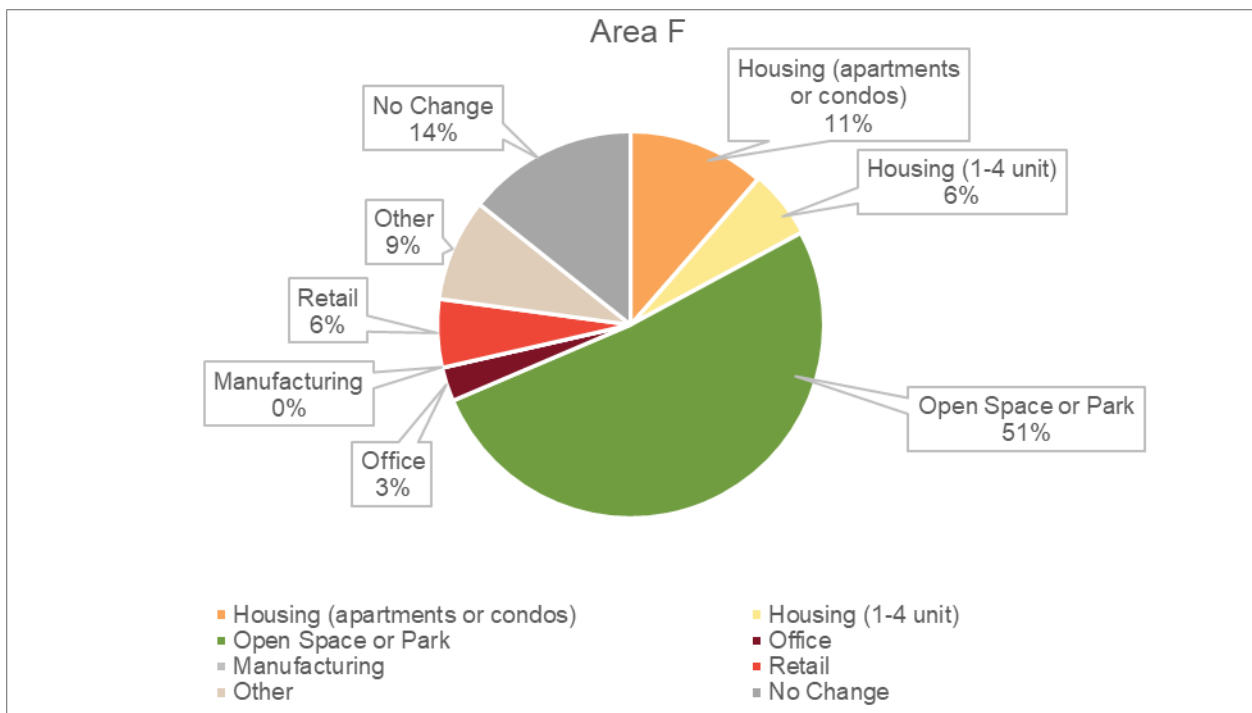


Figure 15: Area F results - Visioning Workshop & Open House

Area G

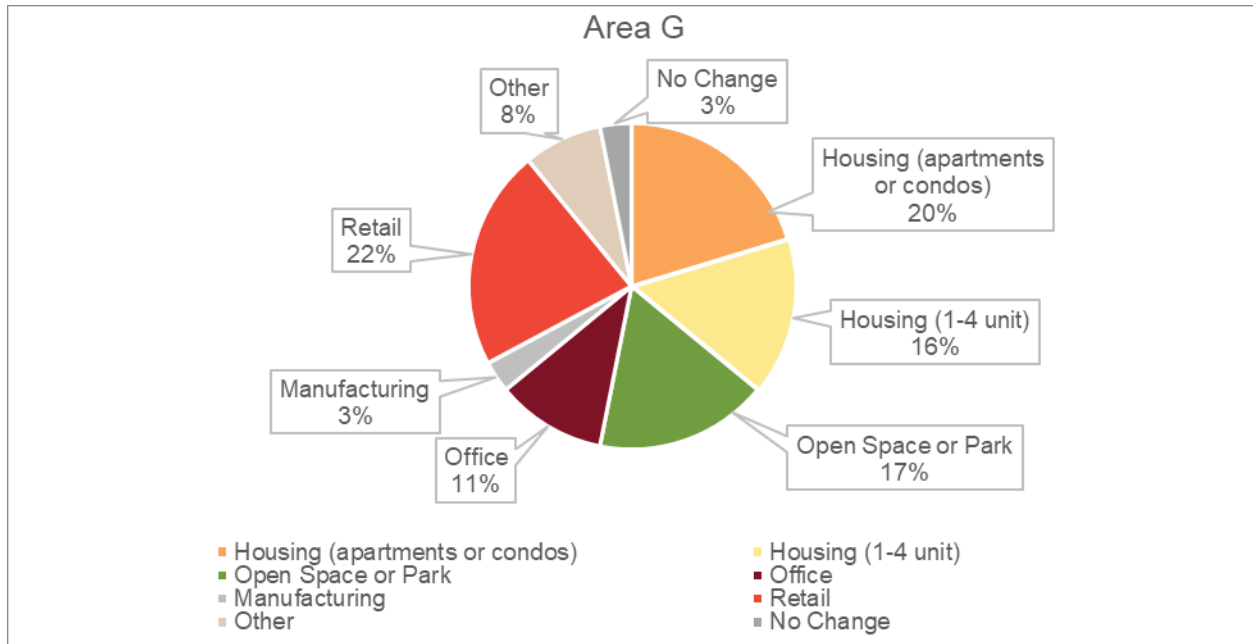


Figure 16: Area G results - Visioning Workshop & Open House

Housing comments

- Look at other small parcels for redeveloping for 1-4 units - affordable housing - if there is room on the parcel to have green space, a garden, do this for new residents who move here.
- Affordable housing would be close to Lucky for amenities - for sure redevelop that.
- High-density housing like townhomes.
- Some better housing utilization
- Apartments

Area H

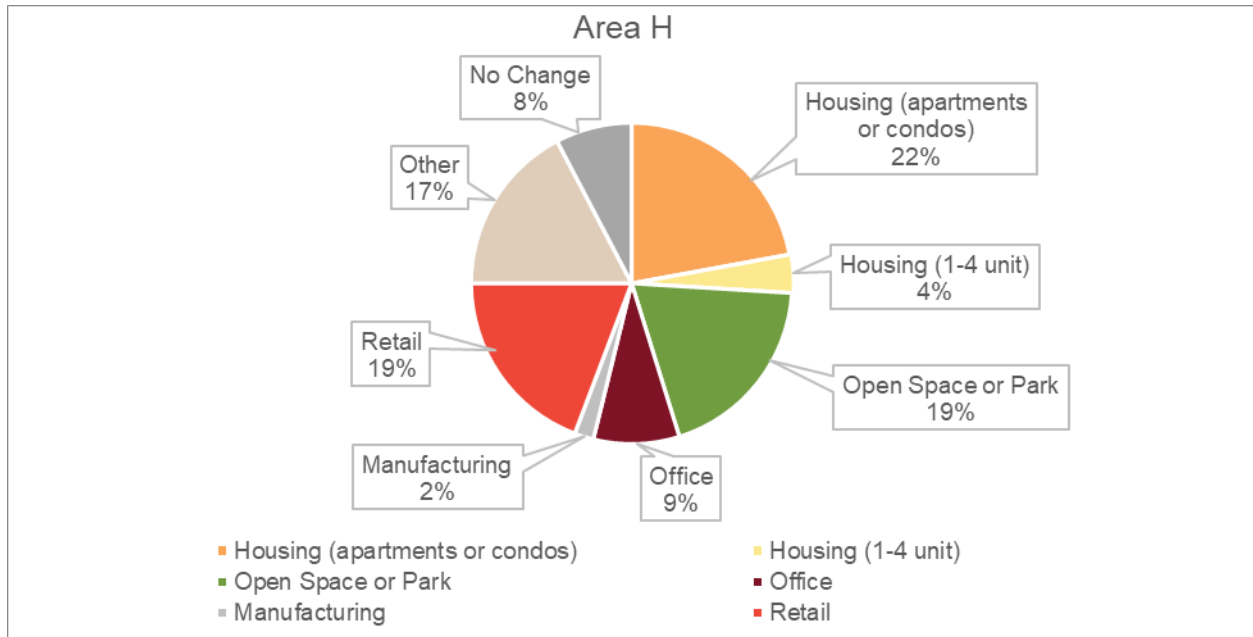


Figure 17: Area H results - Visioning Workshop & Open House

Housing comments

- High-Rise apartments as well as mixed-use, but allowing for residential on the ground floor. A focus on office would be great as that is always lacking.
- Leave the Scott ranch undeveloped and just annex to Regional Park. No expensive housing. If there is to be housing, make it multi family middle income with walkable spaces
- Triplex and Duplex housing like Montreal, Ottawa, Holland, or parts of New York City. Consider this style of living <https://www.youtube.com/watch?v=mYCAVmKzX10> and <https://www.youtube.com/watch?v=Vsn0ahdfQ9k>
- Dense multiple unit housing
- Affordable housing mixed in with other housing. Higher buildings. Create a corridor along the river that is accessible to all.

Area I

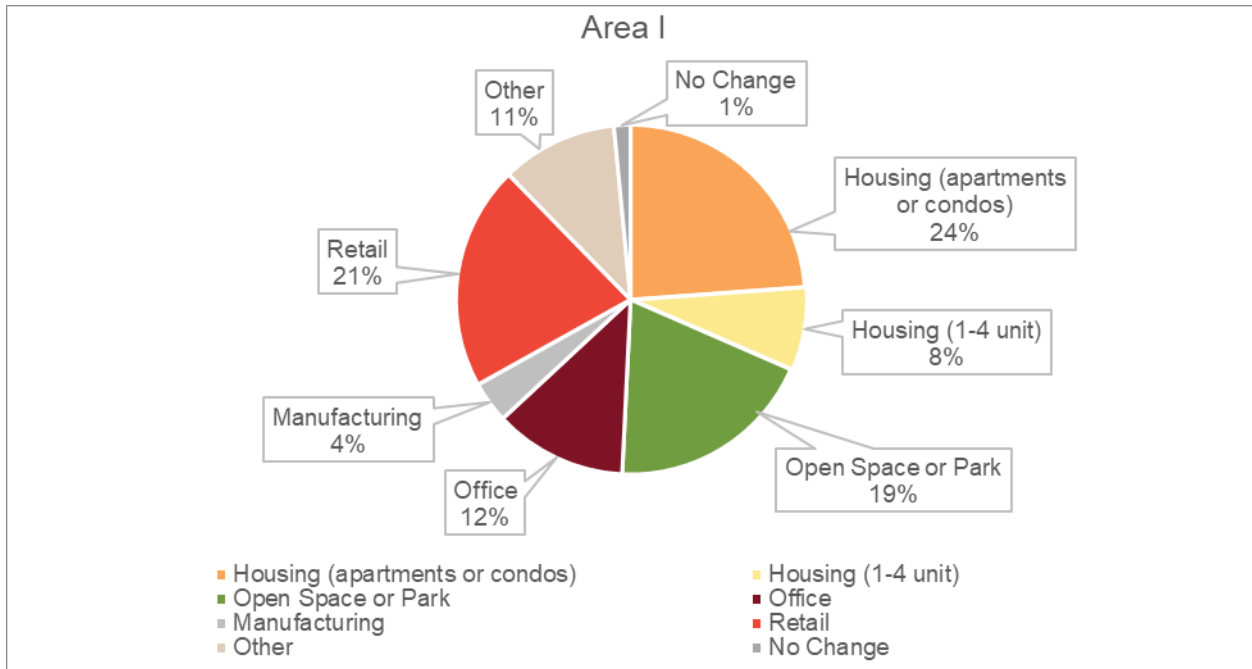


Figure 18: Area I results - Visioning Workshop & Open House

Housing Comments

- High density apartment housing, retail, restaurants. Bike lanes too.
- High density close to transit
- Make the area cute, livable, multiethnic and incomes.
- Multi-family apartments next to transit stations. Redevelop warehouses next to feed mill to more of a Barlow-style local producers space
- Opportunity to build dense housing... even denser than CPSP envisioned. Integrate access to the river and make it a focal point. Go "big" with ped-bike connections to the transit mall and SMART station.
- Mix of housing (affordable especially that's not segregated from other housing), and services for residents so they don't need a car.
- No more housing! Too crowded!

Area J

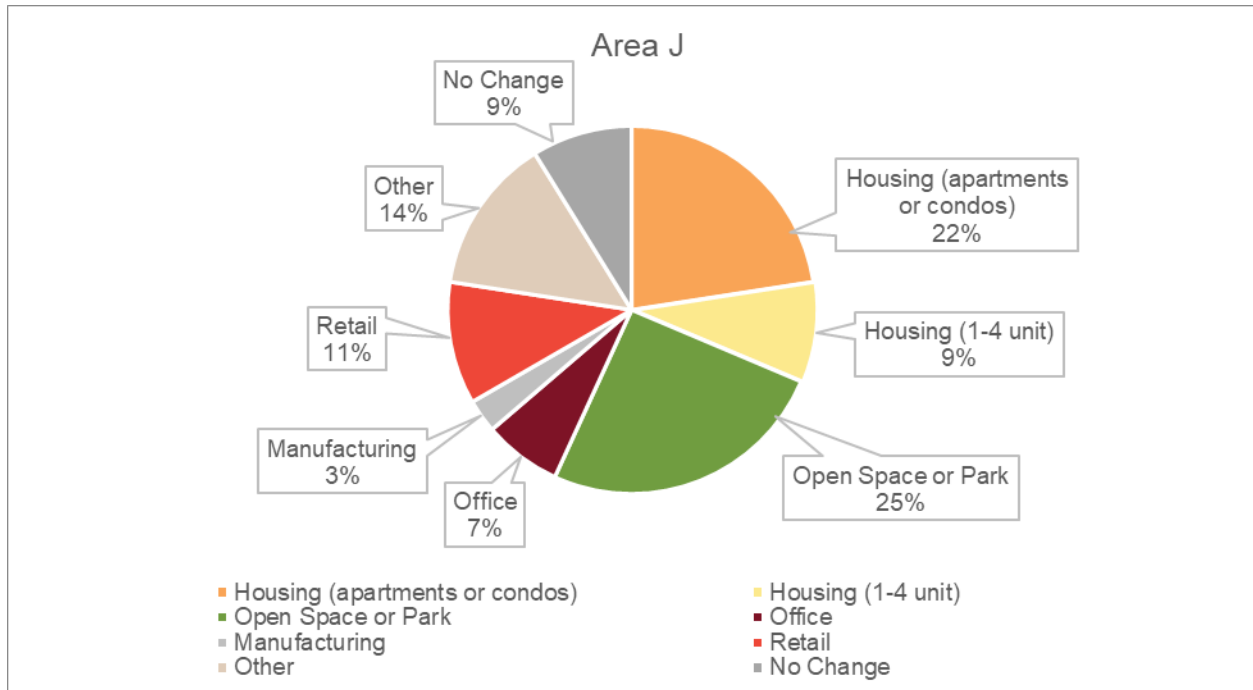


Figure 19: Area J results - Visioning Workshop & Open House

Housing comments

- Transit-oriented housing development along with pedestrian and bike centric improvements.
- Perfect opportunity for housing with parks, community gardens, etc.
- This is a huge opportunity for our city to connect this area of town, create more housing, parks, bike and walking paths. We could use a small area for a mini fairground if needed. It is insane we have such a huge area of space reserved for a fair. infill residential

Full summary at: https://www.planpetaluma.org/s/PGPU_VisioningWorkshop_Summary_v5.pdf

GPU Youth Survey

Following the initial round of visioning engagement efforts in Fall 2021, the General Plan team identified groups within the community that engagement efforts to date were not reaching. One of the groups that needed further engagement were Petaluma's Youth. In an effort to integrate all community voices, the General Plan team conducted further engagement specific to youth which took the form of an online Visioning Survey. The online survey was publicized at Petaluma High School in December 2021

The survey opened on December 2, 2021 and remained open until January 16, 2022. This survey aimed to capture youth perspectives on what is working in Petaluma, what needs to change, and what priorities to focus on for the future. Housing ranked among the top five topics important to youth. Equitable access

to necessities – including housing opportunities – was a key theme identified by youth when asked about opportunities for change.

Full summary:

https://static1.squarespace.com/static/5ea880f6d9a2075c7b7f54af/t/61e1080611d03b3a2b141c15/1642137606679/PGPU_YouthEngagement_Summary.pdf

Latinx Focus Group

After recognizing the barriers engaging Petaluma’s Latinx residents in the General Plan Update process, the City developed a tailored engagement approach for the Latinx Focus Group WhatsApp community. This included two main strategies: building awareness of the General Plan through digital communication and a Latinx Focus Group Session focused on the General Plan over Zoom. The process prior to the session involved educational outreach on the role of the General Plan in Spanish through WhatsApp. This was followed by a Spanish-language engagement session on the General Plan held on December 6, 2021. This session provided a space for participants to understand the role of the General Plan and their participation in the process, share what they value about Petaluma, identify their priorities, and describe issues and opportunities across the City. Housing was a priority issue.

The focus group produced the following themes around housing issues:

- Dignified and accessible housing is scarce
 - Latinx families are consistently struggling to find accessible housing options.
 - It is hard to achieve the “American Dream” of home ownership even when two people are working.
- Communities who are unsheltered are facing harsh conditions
 - It is challenging to witness the struggles that people who are currently unhouse face daily.
 - The lack of services and housing for communities who are unhoused puts stress on our natural spaces.
 - More people who are unhouse are forced to make space in natural areas and on the sides of roads.
 - This generates feelings of insecurity for other members of the community who need to walk in these areas.

Participants also discussed the opportunity to turn underused parking lots into affordable housing.

Full summary:

https://static1.squarespace.com/static/5ea880f6d9a2075c7b7f54af/t/61e10844ea0f0700efe2ff8b/1642137668921/PGPU_LatinxEngagement_Summary.pdf

Housing in the Vision and Guiding Principles

All the community input summarized above informed the Vision, Pillars, and Guiding Principles drafted by General Plan Advisory Committee Members and unanimously recommended to drive the subsequent planning phases of the General Plan Update. The following are excerpts from the Vision Statement, Pillars, and Guiding Principles that speak of the community’s aspirations for housing:

Vision Statement: ...We provide plentiful and varied housing choices....

Pillars: The General Plan...advances bold action in terms of housing....

Guiding Principles

1. Achieve carbon neutrality by 2030 and equitably foster a sustainable and resilient community in which today's needs do not compromise the ability of the community to meet its future needs.
 - c. Recognize that urban development and nature must coexist and mutually support each other.
 - f. Recognize that infill development helps to achieve sustainability outcomes.
 - j. Make the city more resilient to natural and man-made disasters including sea level rise, fires, earthquakes, and flooding.
2. Preserve and enhance Petaluma's natural environment and surrounding open spaces.
 - a. Protect the natural environment, including wildlife corridors, as the foundation of ecological and human health.
3. Protect and restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and civic opportunities.
 - f. Maintain and expand setbacks from the river to enhance its natural function and provide wildlife corridors.
4. Promote social and economic justice to address structural social and economic inequities and racism.
 - g. Ensure equitable access to educational opportunities and city resources and services.
7. Create a welcoming, affordable, accessible, and age- and family-friendly city.
 - f. Establish a balanced mix of housing types and uses that allow all residents and businesses to prosper.
8. Promote more affordable housing and a diversity of housing options.
 - d. Increase housing affordability for residents at all income levels throughout the city.
9. Prioritize infill development in appropriate locations throughout the City
 - a. Avoid locating new development in environmentally sensitive and high-hazard locations.
 - c. Support a diverse mix of uses and intensification around the existing and proposed SMART rail stations.
 - e. Prioritize development that creates full-service neighborhoods that generate relatively fewer vehicle miles traveled per resident.
10. Enhance Petaluma's historic downtown by preserving its historic character, expanding pedestrian and bicycle access and safety, providing public gathering spaces, and promoting a diverse mix of uses.
 - a. Reinforce Downtown's identity and role as the physical and symbolic center of the city.

- b. Preserve Downtown's historic buildings and features while allowing for infill development that harmoniously coexists with the historic character and expands the diversity of uses.

Community Engagement focused on the Housing Element

In addition to all the General Plan Update engagement activities that addressed housing, several additional activities focused specifically on the Housing Element and are described below.

General Plan Advisory Committee Input

The General Plan Advisory Committee (GPAC) consists of 20 community representing various organizations and demographics. Since March 2022, several GPAC meetings have focused on the Housing Element, including March 17, 2022, April 21, 2022, and June 16, 2022 meetings.

Additionally, there are self-directed GPAC Working Groups allow for GPAC members to collaborate with other knowledgeable and active community members to make topic-specific recommendations. One of the seven self-directed Working Groups is focused on housing. To date, they have provided input to staff on reaching out to developers and non-profits, identified community-based groups to partner with, authored an op-ed in the Argus-Courier about existing underutilized spaces in town, and prepared a platform of proposed housing policies. They will continue to provide insights and feedback on the Housing Element.

The March 17th GPAC meeting included small group discussions in two breakout groups. The themes of the discussion are summarized below each question.

- What characterizes sites where you think future housing should be developed? Why? What densities and heights are appropriate at those sites?
 - Avoid environmentally sensitive areas
 - Near infrastructure and transit
 - Near Faith-based institutions
 - Help make completed neighborhoods and diverse housing types
 - Prioritize higher, denser housing Downtown and on Corridors
 - Transitions to New Types should not be Abrupt
 - Transform Declining Neighborhoods
 - Consider North Petaluma Blvd and Fairgrounds for housing
- What policies or programs should the City prioritize to make sure future housing reflects community priorities?
 - Change in fee structure for developers
 - Consider increasing developer fees to use for low market-rate housing
 - Consider increase the % of low-income housing developers must provide (currently 15% for certain projects)
 - Incentivize more, smaller units that are affordable

The April 21, 2022 meeting focused on discussing the community input from the April 7th Housing Element Workshop. The GPAC and members of the public were split into two small groups to discuss

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future development patterns. The themes of the discussion around constraints of future development patterns that relate to housing are summarized below.

- Consider place types that include multi-generational housing or co-housing.
- Accommodate all body/ability types in housing...to reduce spatial inequalities
- The watershed, wetlands, and local hydrology and sea-level rise should be understood as a constraint.

Planning Commission Input

On March 22, 2022, City staff and consultant team members made a presentation to the Planning Commission. The presentation included a discussion of methodology, requirements, and timing for the 6th cycle Housing Element to inform the General Plan update process. Another presentation was made on June 21, 2022, that covered the draft policy and program framework and the draft sites inventory.

Major themes of the Planning Commission feedback include:

- Align Housing Policy with Community Climate Goals
 - Consider the environmental impacts of new housing: water/drought, flooding, sea level rise, and other environmental impacts
 - Highlight how new housing supports the community goal of carbon neutrality
 - Support for infill housing and protecting existing greenspaces and natural resources
- Adapting our Current Land Uses through Housing
 - Supporting the transformation of commercial retail centers to housing
 - Consider the connections between land use, transportation, and commercial uses to foster conditions for the “15-minute city”
- Support Affordable Housing for Communities with Most Need
 - Foster affordable housing targeted towards communities who are lower-income
 - Strong support for making ADUs a viable and accessible option for more homeowners to build housing
- Use Planning Tools Strategically
 - Explore modifying impact fees for different types and sizes of housing units and other development
 - Consider and clarify potential impacts of allowing or eliminating in-lieu fees
 - Adapt parking requirements to generate housing and communities for people and over cars
- Prioritize Proposed Housing Programs to Ensure Feasibility
 - Be aware of the role of a Housing Element in showing capacity vs. building housing
 - Ensure that programs listed are achievable and prioritized to focus resources

March 22, 2022 Minutes:

https://petaluma.granicus.com/MetaViewer.php?view_id=31&event_id=45783&meta_id=523026

June 21, 2022 Materials:

https://petaluma.granicus.com/GeneratedAgendaViewer.php?view_id=31&clip_id=3672

Housing Element Community Workshop

On Thursday, April 7, 2022, the City of Petaluma hosted the first Housing Element Workshop. From an educational perspective, this workshop was meant to provide an overview of the Housing Element's purpose, components, and process; explain the Housing Element's relationship to the General Plan Update; educate the community about housing issues and programs; and provide an update on the sites inventory. Most importantly, the workshop's purpose was to gather community input on Petaluma's housing strengths and challenges, appropriate heights for future housing development, and policies, programs, and actions needed to achieve community housing priorities.

The workshop was held virtually using the Zoom platform and consisted of a presentation, a live survey using Mentimeter, and small group discussions in breakout rooms. Each breakout room discussed the same questions and had a facilitator and a notetaker recording participant comments and questions using the Miro platform.

The following is high-level summary of community input during the workshop.

What is working well with housing in Petaluma?

Most Common Themes:

- Historical Buildings
- Unique Aesthetic
- Diversity of types
- Property values and market

What housing issues or challenges need to be addressed?

Most Common Themes:

- Affordability
- Lack of inventory

Future housing should be near...

Most Common Themes:

- Public transit
- Groceries and services
- Complete streets and paths/trails
- Jobs and retail
- Downtown
- Parks

Future housing should be kept away from...

Most Common Themes:

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- Environmentally sensitive habitats
- Floodplain and sea-level rise zones
- Freeways
- Urban fringe

The facilitators of the small group discussions in the breakout rooms asked participants to respond to the following questions. Notetakers captured the participants' comments, all of which can be found in the full summary appendix online.

Part 1: What heights are appropriate in...?

- Transit-Oriented Centers (Downtown SMART Station, Corona SMART Station)
- Corridors (E. Washington, Segments of McDowell, Segments of Petaluma Blvd N., Segments of Petaluma Blvd S.)
- Downtown

Part 2: What should the City do to achieve community housing goals?

Heights

Overall, participants noted that housing development, with a mix of uses, should be focused on the SMART station areas. Housing in the Downtown SMART station could have 4-8 stories, while the Corona SMART station area may be more suited for 4-5 stories.

The Downtown area should maintain its historic character but could allow development up to 4-8 stories.

The E. Washington corridor currently needs “placemaking” to complement future development. Future buildings in this area could allow up to 4 stories.

Similarly, some existing commercial uses along the McDowell corridor could be adapted into housing developments that allow up to 4 stories.

The Petaluma Blvd. corridor could benefit from allowing up to 4 stories.

In addition to area-specific answers, participants noted concerns and ideas that can be applied when considering housing heights in Petaluma:

- Build to heights to minimize the carbon footprint of new construction.
- Allow heights that accommodate the “economic sweet spot” for builders.
- Protect viewsheds.
- Ensure design that is consistent with the neighborhood context.
- Incorporate green space to break up the building massing.

City Programs

Workshop participants suggested a variety of programs and strategies the City could implement to achieve community housing goals. All the participants' program and policy ideas are included in the Workshop Summary Appendix online. The summary below shows ideas suggested during the workshop by program area.

- Homelessness Programs: Services and housing provided in a community setting
- Anti-displacement Programs: Tenant Advisory Board, center equity and consider racial legacy, Rental registry, Just Cause ordinance, Tenant and Community Opportunity to Purchase (TOPA and COPA)

- Fair Housing Programs: Address the historic wrongs (redlining) and promoting housing close to grocery stores, services, resources
- Diverse Housing Production Programs: Rethink inclusionary zoning, work-force Housing requirements, build complete, 15-minute communities, facilitate ADU production, prioritize affordability, adaptive reuse, public housing, diversity housing types, build special needs housing
- Homeownership and Preservation Programs: Vacancy tax, regulate ownership of housing by large corporations

Full summary results: <https://www.planpetaluma.org/s/Housing-Workshop-Summary-Report.pdf>

Stakeholder Interviews

Between March 22, 2022 and March 30, 2022, consultants Veronica Tam and Associates and Strategic Economics interviewed developers and real estate professionals who focus on affordable housing, market-rate housing, and ADUs. Discussions covered experiences building in Petaluma, market conditions, barriers, constraints, and local policies. Responses are summarized below.

Affordable Housing Developers

What types of housing are most in need in Petaluma?

- Need is everywhere
- So far behind on production that it doesn't really matter; should prioritize housing being built
- Proponent of all policies and letting people do what works and get it to work
- Prefer to build more large family projects because they're the most flexible type to fund at the state level.
- Wish State would consider whether we need so many 3 bedrooms. Generally, families are getting smaller.

What are the major barriers you encounter for constructing new 100% affordable housing projects in Petaluma?

- **Financial? Specifically, what are typical per unit costs, labor costs**
 - \$550-\$600
 - Between \$650 and \$850. Depends on land price, typology, and depth of affordability.
- **Political? Community opposition...**
 - Petaluma gets a lot of community opposition to housing, but a senior project softens the opposition b/c of less parking, less cars, less strain on schools.
- **What is the local funding gap that has to be covered through subsidy?**
 - Land cost
 - Anything else they can give us helps it move faster
 - Community opposition and zoning matters. We pick sites where the community has decided that housing is going to be allowed.
 - Funding gap has gone through the roof. Supply chain issues are drastic. Some TCAC requirements have pushed up project costs.

Would you pursue more or different kinds of projects if the regulatory environment in Petaluma was different, and if yes, what regulations or incentives would need to change?

- Need to find more projects where the county or city can partner in securing the land to take some pressure off of builders to bring projects forward.
- Current direction from SIDLAC/TCAC is family housing. That's how you get more points. Historically they focused on senior projects, but now they want to compete for the extra point for family housing.
- Senior projects have a barrier today.
- Need to have streamlined approval process. If something meets those objective standards there's no reason why it shouldn't be approved.

What City, County, or state programs do you draw upon most frequently for funding affordable housing in Petaluma or nearby areas?

- The local funding sources are not very robust
- Bond allocation is broken by region. Northern region gets the smallest bucket of bond allocation, so there aren't enough funds to go around.

To what extent are local housing impact fees, commercial linkage fees, in lieu fees, or housing bonds helpful to you for funding affordable projects? Please be specific about available sources.

- Very helpful in other counties. Not much existing in Sonoma County.
- In lieu fee programs are helpful for facilitating affordable housing
- Housing authority, if you open their ability, they may be able to fill more need
 - If there's a way to create a different pot of money for housing authority that would be helpful.
 - When redevelopment money went away, that made a big difference.

Have any recent state or local policies changed the landscape for constructing affordable housing in Petaluma? Do you see any new/emerging opportunities to support affordable housing development in Sonoma County or Petaluma?

- State level protections like SB 35 and housing accountability act help to ensure that city sticks with what their zoning/housing element says
- If you also develop housing in other places, how is Petaluma unique among the places you work, in both good and bad ways? What could the City do to more proactively facilitate more affordable housing production?

- Inclusionary conversation is huge in Petaluma.
 - Would be great if someone could do some real analysis on it.
- Need to have streamlined approval process. If something meets those objective standards there's no reason, why it shouldn't be approved. Need more mobility, less dependence on cars, and site new housing in appropriate areas.

Acquisition preservation (NOAH) – Do you see any role for this approach in Petaluma? What are the pros and cons? Opportunities and constraints? Single-family vs. Multifamily NOAH opportunities?

- NOAH is sort of a unicorn. Doesn't exist

Market Rate Developers

Can you tell us about residential market conditions in Petaluma right now? What types of residential projects are currently feasible to construct, and where?

- Market desires (unless you're downtown)
 - 2 car garage & parking spaces for visitors – we see that as necessary
 - City doesn't seem to align with what we think is necessary. They think we need 1 car garages or no car garages
- We are exploring the option of higher density.
 - The denser you get, the less value that the land will bring you back.
 - We had one soft offer on a high-density product 50 units/acre (4-5 story enclosed with underground or structure parking)
 - \$700-1m per acre, less than we paid for land.
 - Trying to strike the balance between what the city wants and what makes sense for the property
- There's a bit of a mismatch between public desires and city's desires for product.
 - Public wants outdoor space and separated front door, don't want to be in a multi-story building with common entrances & shared spaces.
- **Sources of demand: families? Seniors?**
 - If you get to 1,500sf or less your economy of scale goes down. Every time you add a trade it will cost more money. So, as you get above 2,000 sf or 2500 sf house, it's cheaper per sf to build and your return is higher.
 - Single family units are pretty expensive – over \$1m on the riverfront
 - Petaluma is very attractive for anyone looking to buy.
 - Right now it's just the townhome projects and the single family projects that pencil

What are the main barriers you encounter for new MF rental or ownership housing in Petaluma?

- **Regulatory? Densities, parking, ground floor retail....**
 - Permitting & approvals
 - Satisfying CEQA to everyone's liking takes time.
 - Discretionary approvals
 - Petaluma is trying to enforce the additional use of retail. Mixed use is a hot topic, but there's not more than 500 cars a day. They want us to have a mixed use in our project, but that is different than allowing the market to determine what is needed.
 - For building ADUs it is helpful Petaluma does not require building parking
 - City's not opposed to re-zone from riverfront industrial to t-4 or t-5, but they want us to include mixed use
 - Inability to include affordable units offsite is barrier
 - ADU approval process
 - Need them to ensure a unified set of comments across all agencies for applications
 - ADU permit applications could be approved more expeditiously.
- **Financial? Rents/prices, construction costs...**
 - Multifamily doesn't pencil outside of the core bay area cities
 - Townhome product proposing: \$145-\$165 psf gross.
 - 4-story tuck under was \$300 psf to build. Rents in Petaluma don't remotely support. Would need costs at close to \$200 psf to make the rents in Petaluma pencil for that.
 - ADUs
 - Any place that there is a possibility for fee waivers is key. Psychologically it can be a hang-up for homeowners.
 - Implementing waived fees for \$750 sf. The more they can do the better.
 - If a plan is pre-reviewed, it really saves money. That can save the city money.

Would you do different kinds of projects if the regulatory environment in Petaluma was different, and if yes, what would those project types be and what regulations would need to change to do these?

- Inclusionary requirements make it more challenging for these multifamily projects to pencil.
- Even if you have the correct zoning and have a density within the boundaries, you still have a design review process and have to go through CEQA.

What local policies do you see as being most helpful for building new housing in Petaluma?

- Impact fees should be based on square footage of unit, not just the unit. Otherwise, the City is disincentivizing density.
- For ADUs: proactive public education, unified comments, pre-application meeting.

What City, County, state, or private resources (information or financial) do property owners draw upon most frequently for funding ADU development in Petaluma or nearby areas? How could resources be improved?

- ADU construction loan product.
- Government financing - \$40k grant for predevelopment. City of Napa has JADU grant program up to \$70k.
- Petaluma can improve public education and awareness.
- Might have homeowner case studies. Have done 180 feasibility consults.

If you also develop housing in other places, how is Petaluma unique among the places you work, in both good and bad ways?

- The entitlement process is too complicated.
- One of the few Cities where consultants staff planning & building.
- Developers don't feel we have the agency to push back on things in public meetings. If someone demands something of us in public meetings, we feel like we must accept it.
- Some cities like Petaluma are getting too aggressive demanding lower parking ratios on some projects.
- Petaluma has a reputation for being difficult to process.

City Council Input on Sites and Programs

On July 18, 2022, City staff and consultant team members presented to the City Council the draft housing sites inventory and the draft housing goals, policies, and programs. Council members then asked questions, had a discussion, and gave feedback. Members of the public also shared comments. The themes from the feedback received are summarized below.

Site Inventory

- Remove Sites identified for housing with high VMT impacts to align housing policy with community goals around VMT Reduction
 - O-1 299 Casa Grande – Petaluma City High School District Property
 - O-7 1473 Petaluma Blvd S – Wind River Partners LLC Property
 - O-8 1475 Petaluma Blvd S Royal Petroleum Co. Property

- O-9 1525 Redwood Way – State of California Property
- O-16 1340 Petaluma Blvd S – Vartnaw Property
- O-23 2 Ravina Ln – Devoto Property

Housing Policy and Programs

- Consider the significant design and site modifications needed for integrating housing onto shopping center parking lots, and include policies that ensure a strong sense of place and high-quality urban design
- Act innovatively, comprehensively, and urgently to provide affordable housing for very low income and low-income families, including through ADU development and amnesty, free structure revisions and incentives, etc.
- Consider the priority and timelines for all programs given existing progress, potential impacts, staffing, and financial resources
- Prepare the zoning changes needed to facilitate more housing development, desired walkable, mixed-use, transit-oriented communities (15 min cities, Transit-Oriented Development), while considering and working to avoid environmental impacts (water, wildlife, etc.)
- Re-evaluate City fee structures to incentivize the development of affordable housing, density, taller buildings, smaller unit sizes, mixed-use buildings, and multi-family development where appropriate
- Avoid building housing in open greenspace, undeveloped areas of the floodway/floodplain, and along the wildlife urban interface

Additional Future Community Engagement

Remaining milestones for the Housing Element include:

- September 2022: Required 30-day public review of the draft Housing Element, including a workshop and GPAC, Planning Commission, and City Council meetings
- February-March 2023: Planning Commission and City Council meetings and adoption.