

GPAC Meeting Summary

February 17, 2022, 6:30-9:00 PM

Introduction

Meeting Access

All GPAC Meetings are public and are accessible via Zoom and television (PCA channel). Meeting information and materials are posted on the City's Meetings site: www.cityofpetaluma.org/meetings/.

Agenda

- Welcome
- General Public Comment
- Recommendation of Visioning Products, including Public Comment
- Project and Staff Updates
- Draft Key Strategies Diagram
- GPAC Working Groups
- General Public Comment
- Final GPAC Thoughts

Attendance

There were 17 total members of the General Plan Advisory Committee (GPAC) members in attendance, as well as members of the public. The following GPAC members were present:

- | | |
|-------------------------|-----------------------------|
| 1. Dave Alden | 10. Janice Cader Thompson |
| 2. Jessie Feller | 11. Bill Wolpert |
| 3. Sierra Downey | 12. Phil Boyle |
| 4. Yensi Jacobo | 13. Ali Gaylord |
| 5. Roger Leventhal | 14. Mary Dooley |
| 6. Kris Rebillot | 15. Erin Chmielewski |
| 7. Bill Rinehart | 16. Delia Diaz |
| 8. John Shribbs | 17. Iliana Inzunza Madrigal |
| 9. Joshua Riley Simmons | |

The following GPAC members were absent:

1. Stephanie Blake
2. Roberto Rosila Mares

The following City and consultant staff were present at the meeting:

City of Petaluma:

Heather Hines – Community Development Director, *City of Petaluma*

David Garcia – Associate Planner, *City of Petaluma*

Eric Roberts – Planner, *City of Petaluma*

Martin Rivarola and Gustavo Sanchez – *Spanish Interpreters*

Consultant Team:

Ron Whitmore - *Raimi + Associates*

Troy Reinhalter – *Raimi + Associates*

Michelle Hernandez - *Raimi + Associates*

Dave Javid - *Plan to Place*

Meeting Summary

The focus of the 10th GPAC meeting was to review and make a recommendation to the City Council on the revised draft Vision Statement, Pillars of Petaluma, Guiding Principles, and Supporting Concepts.

Welcome

The Spanish interpreter, Martin Rivarola, explained how to utilize the simultaneous interpretation tool on Zoom for attendees who wanted to listen in Spanish. Dave Javid followed by taking roll call attendance for GPAC members.

General Public Comment

No public comments were presented at the beginning of the meeting.

Recommendation of Visioning Products

The General Plan Update team gathered public input through a variety of community engagement activities on the Visioning Products – Pillars of Petaluma, Guiding Principles, Supporting Concepts, and the Vision for the future. The GPAC has given feedback and provided revisions on the Pillars and the Guiding Principles at previous GPAC meetings, and a GPAC Working Group made further suggested revisions over the course of three meetings in the past month. The Visioning Products presented at the February GPAC meeting are a culmination of this work. After hearing comments from members of the public (see immediately below) and discussing final edits, the GPAC recommended the Visioning Products to the City Council. The Visioning Products reflecting the GPAC's final edits are available in the Appendix.

Public Comment on the Visioning Products

- A member of the public loves the vision statement but was unsure if the carbon neutrality goal was just for city facilities or for the community. Also, these products should include that the community is championing holistic support and strategies. Petaluma has to move the dial by having ordinances and actions with teeth and enforcement; they must go beyond just talking and put ideals into actions.
- Another commenter noted that the agricultural heritage piece is important to include but should include a phrase about welcoming new agricultural traditions and opportunities. The member of the public is also in support of the emphasis given to preserving open space, especially since this will impact future policy and procedures.

Project and Staff Updates

Ron Whitmore presented project and staff updates.

As the project concludes the Discovery and Visioning phases, there are multiple concurrent project efforts underway. As we begin the General Plan Alternatives phase, the Housing Element and the Climate Action & Adaptation Plan will continue to be developed and influence the development of the General Plan. The Housing Element is a required element of the General Plan that must be updated every 8 years and certified by the State Department of Housing and Community Development (HCD). The statutory deadline for this 6th Cycle Housing Element is January 31, 2023. A Housing Element contains two basic components: it must identify adequate housing sites to accommodate the Regional Housing Needs Allocation (RHNA) and include strategies to advance equitable housing production. The community has already provided housing-related input during the Visioning engagement activities (Area Meetings, Pop-ups, Visioning Workshop) and in the 2020 City survey. There will be engagement events in 2022 where community members will be able to provide further input on the Housing Element.

The Alternatives phase focuses on the development and evaluation of three options for achieving Petaluma's vision. The goal is to create a Preferred Alternative that defines the City's future growth pattern, land uses, public realm, and transportation network. The GPAC and community will have opportunities to both inform the design of the three alternatives and evaluate their advantages, disadvantages, and trade-offs. Additionally, with the Housing Element and the Alternatives being developed concurrently, the technical analysis and community input from both can inform the other.

The City-wide Goals and Priorities will begin being updated at the March 14th City meeting. There will be a Parking Study Session on March 28th focused on how to improve parking and achieve community goals. A Cross-town Connector Workshop and the Sidewalk Gap Closure Inventory will occur in Spring 2022.

Please see the presentation slides for more information about the project and staff updates.

Key Strategies Diagram

The Key Strategies Diagram graphically summarizes many of the "big ideas" for Petaluma's future physical development that have emerged from community input, GPAC guidance, and the key findings in the Existing Conditions Reports. This Diagram serves as a springboard for the GPAC and General Plan Update team the development of the Alternatives. Strategies included in the Diagram include existing features, planned features that are present in existing City plans, features that have been proposed by community members, and potential features that reflect community input and could be considered in the Alternatives process.

The draft Key Strategies Diagram is included in the Appendix.

Small Group Discussion

The GPAC and members of the public were split into two small groups to discuss the Key Strategies Diagram. They were asked the following questions:

- Does the Key Strategies Diagram accurately reflect what we have heard and learned so far regarding the key physical improvements, evolutions, and long-term changes of different parts of the City that could occur over the next 20-30 years?

- What Key Strategies may be missing?
- Should any Key Strategies be revised or removed?

The notes from these discussions are included in the Appendix.

GPAC Working Groups

The GPAC Working Groups provide an opportunity to GPAC members to collaborate with other knowledgeable and active community members to make topic-specific recommendations in support of the General Plan Update. This work will complement the work of the General Plan team and related City and community-based initiatives. During some brief discussion, GPAC members decided to form the following working groups:

- Climate Action, Resilience, and Sustainability
 - Jessie Feller, Roger Levanthal
- Equity (crosscutting across all topics)
 - Erin Chmielewski, Phil Boyle, Iliana Madrigal
- Open Space (and Parks? Or be renamed to Natural-based Systems & Wildlife)
 - John Shribbs, Janice Cader-Thompson, Mary Dooley, Bill Rinehart
- Mobility
 - Dave Alden, Ali Gaylord, Phil Boyle, Jessie Feller, Janice Cader-Thompson
- Sense of Place and Quality of Life
 - Bill Rinehart, Yensi Jacobo, Iliana Madrigal, Bill Wolpert, Stephanie Blake
- Economic Development
 - Sierra Downey, Joshua Simmons, Delia Diaz
- Housing
 - Ali Gaylord, Kris Rebillot, Dave Alden

The Working Groups are self-directed and self-facilitated and will share in the April 2022 GPAC meeting their defined topic niche, initial research questions, concepts that could be explored in the Alternatives process, and topic-specific constraints on future development patterns.

Public Comment

The following is a summary of comments received from members of the public during the final round of public comment.

- In this process, the firm facts about social equity and environmental justice issues within the city should be looked at and included. Especially considering the current conditions of buildings in flood zones and the need to prevent future exposure to flooding hazards.
- The urban separator path along the western periphery of the city is a carry-over from the previous General Plan that should not be in the diagram since it is impossible to create this path due to the sensitive habitats in this area. There needs to be a 100-foot buffer separator zone similar to what is on the eastern edge of the separator, but there does not need to be a path with it.
- The homes in Leisure Lake Mobile Home park were heavily impacted by previous flooding, so much so that people could not leave their homes. Why is this residential site allowed to be here, especially with sea level rise and other hazards exacerbated by global warming? There needs to

be stronger regulations to stop housing construction in flood areas because the people who end up in these areas tend to be the most disadvantaged in society.

Final GPAC Thoughts

There were various comments and considerations brought up at the end of the meeting by GPAC members:

- The City of Petaluma is receiving a grant for urban forestry management, and on the 150th anniversary of Arbor Day there will be an event to plant 150 trees within the city. All GPAC and community members are invited to participate.
- A GPAC member recognizes the flood and equity issues brought up in public comment and will raise up their comments in the Climate and Equity Working Groups sessions.

The meeting was adjourned at approximately 9 PM.

Appendix

Revised Visioning Products with 2/17 GPAC Meeting edits

Draft Vision Statement for Petaluma in 2045

Petaluma is a vibrant river town rooted in the relationship between our people and the land. We acknowledge that Petaluma is the traditional territory and unceded lands of the Coast Miwok peoples. We appreciate that our name springs from those tribes who first called this land home. Our identity also evolves from our deep agricultural roots, historic downtown, living river, and preserved open spaces. We honor this legacy to celebrate, protect, and restore our natural landscapes and habitats both within and outside our community. Together, we sustain a resilient ecosystem for humans, wildlife, and the earth.

We are caring and connected. We celebrate our differences by providing inclusive community spaces for the diverse people that form Petaluma and by cultivating a sense of belonging. We welcome newcomers seeking refuge, a place to call home, and new opportunity. Our engaged residents and local government ensure equity, livability, opportunity, and access for all residents. We embrace each other's cultures, lift each other up, and move forward together.

We invest in each other. We are a community where children and youth thrive, families in all forms are supported, and our elders flourish as they age in place. We provide plentiful and varied housing choices, convenient access to healthy local food, and an educational system that builds leaders. We support all residents with accessible city services.

We are prosperous. We support our local businesses that provide jobs for our own residents and services to our city and region. Our economy is localized and self-reliant and builds wealth for residents of all socioeconomic backgrounds. We invite new businesses and development to join in our vision. Our city infrastructure and facilities are sustainably financed, resilient, and well-maintained.

We relish our spirited, distinctive neighborhoods where we live, work, and play. We enjoy active, animated communities throughout our city along with an energetic historic downtown. Our friendly, beautiful, and nature-filled streets, parks, urban forest, and accessible river, bike lanes and trails, and walking paths connect people and help keep residents healthy. It is safe, easy, and enjoyable to travel across and around town and to neighboring communities with human, electric, and hybrid transport.

We are creative. Our community is filled with art in a variety of colors, textures, materials, and forms. We build an environment that promotes beauty, resilient architecture, and inventive design citywide, where art, crafts, design, and economic innovation thrive. The arts bring meaning, whimsy, and imagination to our lives.

We are forward-thinking leaders. By achieving carbon neutrality in 2030, we demonstrate that equitable, carbon-neutral, regenerative communities and economies are possible through action and collaboration with other cities, communities, and our region. We have adapted to climate change with a community-driven, whole systems, and nature-based approach to development.

We are Petaluma.

Draft General Plan Pillars

Geographic Context and Sense of Place. Petaluma is distinguished by its topography, watersheds, coastal climate, surrounding greenbelt, and intact oak and riparian habitats. Petaluma’s community character stems from its agricultural heritage, history as a river town, historic neighborhoods, legacy of growth management, sense of community, and engaged and forward-thinking population. The General Plan must preserve Petaluma’s distinctive sense of place.

Climate Action, Resilience, and Sustainability. Petaluma is committed to bold action to achieve carbon neutrality by 2030 and to building resilience to climate change impacts, including sea level rise, increasing temperatures, drought, and wildfire intensity. The General Plan must ~~reflect new~~build climate-ready communities using science, technology, -and bold ways of thinking ~~to~~ advance changes in our relationship with the natural environment, and to plan for current and future impacts.

Equity, Justice and Demographic Changes. Current demographic trends indicate that Petaluma will have an older, more diverse population well into the future. Petaluma ~~is~~committed to advancing social and economic justice to create an inclusive and equitable city in which all can thrive. The General Plan must prioritize supporting those who have been most affected by injustice and inequity and ~~should~~advances bold action in terms of housing, transportation, public spaces and intergenerational and multi-cultural programs in order to take advantage of opportunities and meet challenges as they arise.

Participatory Decision-Making and Government Transparency. Success in these endeavors will depend on an engaged community that participates in decision making and a government that is open and transparent. The General Plan must reflect the perspectives of Petaluma’s diverse population, ensuring that opportunities to engage in public dialogue are accessible to all and setting the stage to address and solve future challenges with integrity, creativity and collaboration.

Draft General Plan 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.
2. Preserve and enhance Petaluma's natural environment and surrounding open spaces.
3. Protect and restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and civic opportunities.
4. Promote social and economic justice to address structural social and economic inequities and racism.
5. Ensure the health and wellness of all residents.
6. Physically and psychologically integrate and connect the East and West sides of town.
7. Create a welcoming, affordable, accessible, and age- and family-friendly city.
8. Promote more affordable housing and a diversity of housing options.
9. Prioritize infill development in appropriate locations throughout the City.
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.
11. Honor, celebrate, and preserve Petaluma's heritage and historic character and its place in the modern city.
12. Prioritize cycling, walking, transit, and other transportation alternatives over automobiles.
13. Ensure infrastructure supports infill development and addresses the impacts of climate change.
14. Advance Petaluma as a hub for the arts, creativity, and innovation.
15. Advance a forward-looking economic development strategy that focuses on diversity, opportunity, innovation, and resilience.
16. Be a leader in advancing these guiding principles within the region and beyond.

Draft General Plan Guiding Principles with Supporting Concepts

- 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.**
 - a. Use the Climate Emergency Framework to guide policy and both near- and long-term action to avoid catastrophic climate change.
 - b. Expand carbon neutral buildings and landscapes.
 - c. Recognize that urban development and nature must coexist and mutually support each other.
 - d. Capitalize on Petaluma's natural assets (river, streams, marshes, trees, plains, etc.) to address climate change and sea level rise.
 - e. Develop strategies to elevate the ecological and environmental benefits of existing parks and open spaces.
 - f. Recognize that infill development helps to achieve sustainability outcomes.
 - g. Achieve carbon neutrality by 2030.
 - h. Take bold measures to address watershed management, water use and expected long-term drought conditions.
 - i. Educate the community on the need for regenerative design.
 - j. Make the city more resilient to natural and man-made disasters including sea level rise, fires, earthquakes, and flooding.
 - k. Increase self-sufficient production of and equitable access to basic needs like food, shelter, energy, and communications.
- 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.
 - b. Preserve Petaluma's identity, image, and sense of place that result from its relationship to natural features – the River, Sonoma Mountain, the hills, the creeks, grassland, wetland and marshland.
 - c. Preserve views of the hills and Sonoma Mountain.
 - d. Maintain the land outside the Urban Growth Boundary for open space, wildlife habitat and movement, agriculture, rural land uses, and protection from hazards.
 - e. Expand open spaces within and adjacent to the city.
 - f. Ensure the natural and built environment is resilient to flooding, fires, sea level rise, and other natural hazards.
 - g. Ensure equitable access to and enjoyment of Petaluma's natural environment.
 - h. Advance urban forest management and native plantings.
 - i. Increase the urban tree canopy.
 - j. Open Lafferty Ranch!
- 3. Protect and restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and civic opportunities.**
 - a. Restore the beauty and natural function of the Petaluma River.
 - b. Reinforce the city's identity as a river town.
 - c. Celebrate the role of the Petaluma River in the city's history, economy, recreation, and development patterns.
 - d. Recognize that the future economic, social, cultural, and environment of Petaluma is intertwined with the river.
 - e. Allow River Dependent Industrial uses to continue in a responsible manner.
 - f. Maintain and expand setbacks from the river to enhance its natural function and provide wildlife corridors.

- g. Enhance the interface between the river and the built environment with urban design.
- h. Expand connectivity to, along, and across the river, including restoration of the trestle.
- i. Orient development to both protect and connect to the river.
- j. Update and then implement the Petaluma River Access and Enhancement Plan.

4. Promote social and economic justice to address structural social and economic inequities and racism.

- a. Recognize the legacy and presence of structural racism and inequities in Petaluma and implement anti-racist policies and programs.
- b. Continually evaluate City programs, policies, and funding decisions to understand who benefits from and who is impacted by each.
- c. Advance language justice to ensure equitable access to information and equal opportunity to participate in democratic processes.
- d. Engage all residents in the decision-making process through culturally responsive community engagement efforts
- e. Ensure important informational materials are accessible for all levels of learning
- f. Protect undocumented Petaluma residents and work towards just immigration practices.
- g. Ensure equitable access to educational opportunities and city resources and services.
- h. Promote and celebrate the heritage and culture of Petaluma's diverse residents.
- i. Recognize and enable each individual's fundamental right to have their voices heard in the public process.

5. Ensure the health and wellness of all residents.

- a. Reduce pollution and mitigate its impacts on neighborhoods and natural systems.
- b. Guarantee individual and community food security, including equitable access to healthy, local food.
- c. Support local farmers and food businesses.
- d. Ensure equitable access to natural places, parks, playgrounds, and pedestrian and bicycle infrastructure.
- e. Guarantee equitable access to health care and wellness services, including mental health services.
- f. Ensure that community led and culturally responsive and competent facilities are available that work at the nexus of resilience, emergency management, climate change mitigation, and social equity.

6. Physically and psychologically integrate and connect the East and West sides of town.

- a. Integrate communities on the East and West sides of Petaluma through festivals and events and by locating facilities equitably throughout the city.
- b. Improve existing east-west corridors with planted medians, street trees, and safe and accessible walking, cycling, and transit options.
- c. Physically connect ~~the East and West sides of~~ Petaluma with new roadwaysslow streets, bicycle and pedestrian crossings, electric transport, and multi-use options.
- d. Evaluate and select physical connections at a system-wide level using holistic cost-benefit analysis.
- e. Locate new public facilities and services in central locations.

7. Create a welcoming, affordable, accessible, and age- and family-friendly city.

- a. Welcome everyone regardless of age, race, ethnicity, gender, ability, sexual orientation, education, or socioeconomic status.
- b. Create an age- and family-friendly city that allows residents to "age in place."

- c. Create complete, walkable neighborhoods so that retail, services, parks, and schools are easily accessible to all residents.
- d. Provide community-centered services.
- e. Prioritize new parks and small-scale commercial centers in neighborhoods that presently lack them.
- f. Establish a balanced mix of housing types and uses that allow all residents and businesses to prosper.
- g. Encourage “adaptability” in new buildings and facilities.

8. Promote more affordable housing and a diversity of housing options.

- a. Look for opportunities to re-purpose existing vacant or under-utilized buildings of all types.
- b. Develop a diversity of housing types and choices throughout the city.
- c. Provide life cycle housing for residents from young adults right out of high school or college to seniors aging in place.
- d. Increase housing affordability for residents at all income levels throughout the city.
- e. Eliminate homelessness by ensuring safe and dignified housing for all.

9. Prioritize infill development in appropriate locations throughout the City.

- a. Avoid locating new development in environmentally sensitive and high-hazard locations.
- b. Revitalize commercial corridors with a diverse mix of uses.
- c. Support a diverse mix of uses and intensification around the existing and proposed SMART rail stations.
- ~~d. Pursue new development in the “midtown” area between the Petaluma River and Highway 101 (excluding the established neighborhoods).~~
- e.d. Consider sensitive infill development of small multi-unit buildings and neighborhood commercial service centers in single-family residential neighborhoods throughout the city.
- f.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.
- c. Improve the pedestrian experience by making streets safer, cleaner, and more inviting for pedestrians. Consider making some Downtown streets pedestrian-only.
- d. Increase and nurture the Downtown tree canopy
- e. Improve pedestrian and bicycle connections to and within the Downtown, especially along the river.
- f. Improve the relationship between buildings, businesses and the riverfront.
- g. Address traffic congestion and parking issues particularly as they relate to adjacent neighborhoods.
- h. Develop creative parking strategies to reduce the real-estate demand for parking.
- i. Protect the continuity of retail street frontages.
- j. Encourage and facilitate outdoor opportunities for dining, retail, and other uses by downtown business.
- k. Add public community gathering spaces, including riverfront spaces.
- l. Ensure all feel welcomed and culturally connected to the downtown.

11. Honor, celebrate, and preserve Petaluma’s heritage and historic character and its place in the modern city.

- a. Celebrate the city’s early history dating back to the Miwok People, who were the historic stewards of the land.
- b. Understand Petaluma’s complete history and its people’s diversity of stories.
- c. Honor the city’s rich agricultural heritage and grow the contemporary agricultural economy.
- d. Celebrate the Petaluma River as the centerpiece of the City’s ecology, heritage, and recreation.
- e. Preserve historic railroad tracks and facilities as tangible connections to our identity.
- f. Preserve, enhance, and celebrate Petaluma’s historic assets and districts as they contribute to the city’s distinct identity and character.
- g. Require that the design of infill development complement, respect, and honor the historic context of the city and individual neighborhoods while not building false imitations.
- h. In historic districts and adjacent to historic buildings, adapt and reuse historic buildings, add new, context-sensitive buildings, and allow for the evolution of the city.
- i. Recognize and celebrate the diversity of cultures in Petaluma through events and culturally sensitive communication.

12. Prioritize cycling, walking, transit, and other transportation alternatives over automobiles.

- a. Work to reduce the use of automobiles, particularly those that burn gasoline.
- b. Support a range of safe, attractive, practical, equitable, and carbon-neutral transportation alternatives with integrated land use and mobility strategies.
- c. Redesign the transportation network and pedestrian-oriented and bicycle-friendly connections among neighborhoods, parks, natural areas, and common destinations.
- d. Expand bicycle and pedestrian infrastructure, with a focus on improving safety, equity, and connectivity.
- e. Expand electric charging infrastructure for a variety of transportation modes.
- f. Expand local transit service and collaborate with partners to expand regional transit service and provide a well-coordinated hierarchy of transportation modes.
- g. Advance innovative and emerging transportation, parking, and curb management alternatives.
- h. ~~Redesign streets to~~The City shall -prioritize pedestrian-oriented, bicycle- and transit-friendly travel, including improved lighting, crossings, ~~and~~ bus shelters, trees, traffic calming, green medians, community spaces, wayfinding signs, and other amenities.
- i. Support increased transit use by focusing development near existing and future transit facilities.

13. Ensure infrastructure supports infill development and addresses the impacts of climate change.

- a. Maintain and continually improve the city’s infrastructure to support the evolution of the city and ensure a high quality of life in Petaluma.
- b. Co-plan infrastructure improvements with urban development patterns and the preservation and enhancement of the natural environment.
- c. Incorporate new (and potential) climate impacts and hazards into the design of infrastructure systems so that infrastructure is resilient and “climate-ready.”
- d. Expand equitable broadband access.
- e. Prioritize the use of sustainable materials in infrastructure.
- f. Develop strategies to elevate the ecological and environmental benefits of existing parks and open spaces

14. Advance Petaluma as a hub for the arts, creativity, and innovation.

- a. Recognize the role of artistic and creative endeavors in human expression, social cohesion, and innovation.
- b. Strengthen support for the arts.
- c. Incorporate the arts in all city functions and facilities.
- d. Maintain an active and accessible Petaluma Arts Center.
- e. Provide infrastructure and venues for artists and the arts.

15. Advance a forward-looking economic development strategy that focuses on diversity, opportunity, innovation, and resilience.

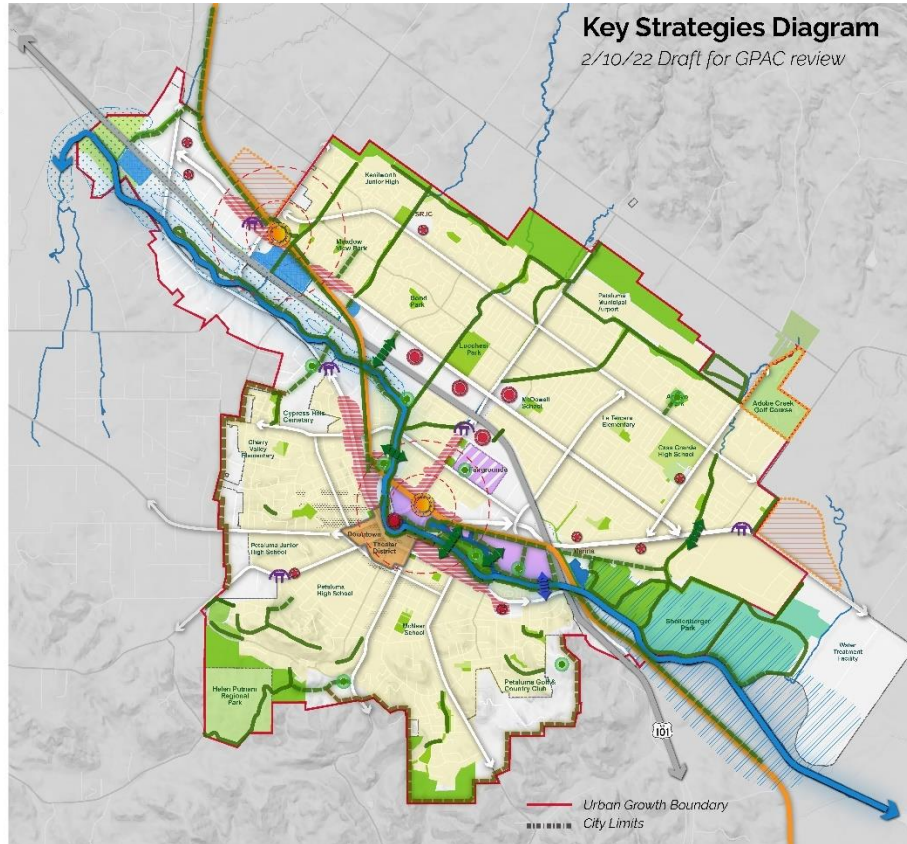
- a. Recognize that economic development, self-sufficiency, and resilience is vital to the City's overall prosperity and fiscal health – and critical for accomplishing other City goals and programs.
- b. Pursue “green” jobs and industries that help address the climate emergency and advance a closed-loop, circular local economy.
- c. Support small, local, and BIPOC-owned businesses through a variety of strategies including the potential for incubation spaces and mentorship.
- d. Support the creative reuse of vacant and underutilized spaces to build the local economy and support other city goals and initiatives.
- e. Achieve a jobs-housing balance in the city by expanding job opportunities that match the skills of residents, providing living-wage jobs and affordable housing, and encouraging new work models such as working from home or coworking.
- f. Incentivize employing local residents, contractors and service providers.

16. Be a leader in advancing these guiding principles within the region and beyond.

- a. Continue to strategically partner and participate in collective solutions to advance regional and global issues.
- b. Lead by example.
- c. Serve as a regional resource and support responses to natural and man-made emergencies, including wildfires and earthquakes.
- d. Encourage the exploration of “experimental” policies, ordinances, infrastructure.

Draft Key Strategies Diagram

- OPEN SPACE AND MOBILITY**
- 1 Create a connected parks and multi-use (pedestrian and bicycle) path network
 - Existing Trail/Greenway
 - Proposed Trail/Greenway
 - 2 Enhance public access to the river wherever feasible
 - Petaluma River
 - 3 Expand the Urban Separator Path around the City's periphery
 - Potential Future Urban Separator Path
 - 4 Complete key ped/bike crossings to enhance mobility between East and West Petaluma
 - 5 Expand the network of connections across the river in Downtown and Midtown
 - Proposed Bike/Ped Connection
 - Planned Street Connection over River
 - 6 Provide new and enhance existing public parks in identified locations throughout the City and Sphere
 - 7 Provide natural habitats along creeks and in open spaces for different species
 - Conceptual Future Park Location (2008 General Plan)
 - Public Parks
 - Open Space/Golf Course/Other
 - Wetland or Marsh
- LAND USE CHANGE AREAS**
- 8 Continue to ensure an economically successful Downtown and Theater District through supportive land use/design regulations and public investments
 - Downtown Petaluma
 - 9 Attract higher-density housing to the Downtown SMART Station
 - Transit-Oriented Center
 - SMART Rail Line
 - 10 Encourage redevelopment of river-adjacent opportunity sites (such as the River Plaza)
 - Areas with High Potential for Land Use Change
 - 11 Explore options for the future of the Fairgrounds Site
 - County Fairgrounds Site
 - 12 Explore ecologically innovative redevelopment of Adobe Creek Golf Club including housing
 - Adobe Creek Golf Club (closed)



- 13 Encourage low-rise housing and mixed-use infill near and along Petaluma Blvd South
 - 14 Encourage context-appropriate infill and streetscape/safety improvements along East Washington Blvd and in Midtown
 - 15 Encourage mixed-use/residential infill with active ground floors along Petaluma Blvd North
 - 16 Encourage the evolution of North McDowell Blvd into a more active, mixed-use corridor
 - Corridors with Potential for Mixed-Use Evolution
- POTENTIAL EXPANSIONS**
- 17 Explore UGB expansion to support transit-oriented development near future SMART station (contingent on completion of station)
 - 18 Study/consider UGB expansion for farmworker and affordable housing near Ely Road
 - Potential Areas of UGB Expansion
- NEIGHBORHOOD CHARACTER AND DESIGN**
- 19 Consider expansion of historic districts on the City's West side (such as along D Street)
 - Existing Historic Districts
 - 20 Foster infill/redevelopment of mixed-use activity centers in key locations all across the City
 - Small Mixed-Use Center
 - 21 Evolve auto-centric shopping centers into lively, multi-use, social gathering spaces
 - Retail Centers with Potential for Change
 - 22 Provide enhancements in existing residential neighborhoods (i.e. urban forest, streetscape, green infrastructure, pedestrian/bicycle improvements, slow streets, park equipment, etc.)
 - Existing Low-Density Residential Areas
 - 23 Strengthen the sense of entryway into the City with new and improved gateways
 - Gateway Enhancements
- FLOODING, SEA LEVEL RISE, AND SUSTAINABILITY**
- 24 Avoid or restrict new development in wildfire and flood-prone areas
 - 25 Explore nature-based solutions to manage flooding in key open spaces adjacent to the river
 - Flood Control Improvements
 - 26 Implement marsh + wetland enhancement and storm/flood protection at the mouth of the Petaluma River
 - River Mouth / Bay Transition Zone Improvements
 - 27 Improve flood protection for mobile home parks
 - Mobile Home Parks with Flooding Concerns

Key Strategies Diagram Evolution

The Key Strategies Diagram graphically summarizes many of the “big ideas” that have emerged so far during the General Plan Update. The key strategies in the diagram convey at a high level the central components of Petaluma’s physical development that the updated General Plan may advance, based on the GPU planning process to date. The Key Strategies in the diagram are not an exhaustive list of ideas that have emerged so far – rather, the purpose is to provide an overview of key strategies at a glance.

The Key Strategies reflect the following work:

- Visioning public engagement (2020 City survey, area meetings, pop-ups, workshop)
- GPAC input and direction, including guidance on the vision, pillars, guiding principles, and areas of discussion
- Existing Conditions Reports (and related technical studies). In other words, the Key Strategies are the General Plan Update Team’s expression of what we have heard and learned so far regarding the key physical improvements, evolutions, and long-term change of different parts of the City that could occur over the next 20-30 years.

Key Mapped Strategies

The Key Strategies focus on tangible and place-specific strategies listed in the table below and shown in the diagram. The font coloring in the table corresponds with the number coloring on the diagram. A few notes about terminology used in the diagram legend:

- “Existing” refers to existing features.
- “Planned” refers to features that are part of existing City plans.
- “Proposed” refers to features that have been proposed by community members.
- “Potential” refers to features that reflect community input and could be considered during next steps in the GPU planning process.

Open Space and Mobility
1. Create a connected parks and multi-use (pedestrian and bicycle) path network
2. Enhance public access to the river wherever feasible
3. Expand the Urban Separator Path around the City’s periphery
4. Complete key ped/bike crossings to enhance mobility between East and West Petaluma
5. Expand the network of connections across the river in Downtown and Midtown
6. Provide new and enhance existing public parks in identified locations throughout the City and Sphere (<i>proposed park locations are from 2008 General Plan</i>)
7. Provide natural habitats along creeks and in open spaces for different species
Land Use Change Areas
8. Continue to ensure an economically successful Downtown and Theater District through supportive land use/design regulations and public investments
9. Attract higher-density housing to the Downtown SMART Station
10. Encourage redevelopment of river-adjacent opportunity sites (such as the River Plaza)
11. Explore options for the future of the Fairgrounds Site
12. Encourage low-rise housing and mixed-use infill near and along Petaluma Blvd South
13. Encourage context-appropriate infill and implement streetscape/safety improvements along East Washington Blvd and in Midtown

14. Encourage mixed-use/residential infill with active ground floors along Petaluma Blvd North
15. Encourage the evolution of North McDowell Blvd into a more active, mixed-use corridor
16. Explore ecologically innovative redevelopment of Adobe Creek Golf Club including housing
Potential Expansions
17. Explore UGB expansion to support transit-oriented development near the future SMART station (contingent on completion of station)
18. Study potential UGB expansion to support farmworker & affordable housing near Ely Road
Neighborhood Character and Design
19. Consider expansion of historic districts on the City's West side (such as along D Street)
20. Foster infill and redevelopment of small mixed-use activity centers in key locations all across the City
21. Encourage the evolution of auto-centric shopping centers into lively, multi-use, social gathering spaces
22. Provide enhancements throughout existing residential neighborhoods (i.e., urban forest, streetscape, green infrastructure, pedestrian/bicycle improvements, slow streets, park equipment, and similar)
23. Strengthen the sense of entryway into the city with improved gateways
Flooding, Sea Level Rise, and Sustainability
24. Avoid or restrict new development in wildfire- and flood-prone areas
25. Explore nature-based solutions to manage flooding in key open spaces adjacent to the river
26. Implement marsh + wetland enhancement and flood protection at the mouth of the Petaluma River / San Pablo Bay transition zone
27. Improve flood protection for mobile home parks

Future Planning with the Key Strategies Diagram

The Vision Diagram and Key Strategies complement other principal work products of the Visioning Phase of the General Plan Update -- the Vision and Guiding Principles. They will also inform work products that advance the next phase in the planning process – the Alternatives Phase – starting with the “what if” scenarios.

Since the General Plan Update is ongoing, the Key Strategies Diagram is a work in progress. A refined version of the Vision Diagram may be included in the Public Draft General Plan and will be consistent with the physical improvements identified in the Plan’s policies, programs, and actions.

Small Group Discussion Notes

The table below contains the discussion notes from both small groups. They were asked the following questions:

- Does the Key Strategies Diagram accurately reflect what we have heard and learned so far regarding the key physical improvements, evolutions, and long-term changes of different parts of the City that could occur over the next 20-30 years?
- What Key Strategies may be missing?
- Should any Key Strategies be revised or removed?

Open Space and Mobility	Land Use Change Areas	Potential Expansions	Neighborhood Character and Design	Flooding, Sea Level Rise, and Sustainability	Other
Appreciate the Multimodal Paths - but unclear about where the areas that need special attention are (Ali Gaylord)	Areas Near Casa Grande should be a larger area, as well as Adobe Creek for opportunities for solar (John Shribbs)	Housing near Ely Road #18 - how did this expansion area come to be? A-- from the potential expansion area from previous GP and were the ones that were undecided, the other 2 were definite no's	retail centers - could be mixed use one day, include some housing but how do we want the smaller shopping centers to change from the large shopping center? A-- the smaller centers may have more horizontal mix, a mix of other activities, unlike large shopping centers that may include housing/more intense uses	West Side Near Helen Putnam Park is on Private property, sensitive area, not an urban separator path, but should be an urban separator. 100 Feet of open space, it was just included because they had to include something. (Susan Kirks)	Visual is a little hard to see. Not sure where to look so number is unclear (Roger Leventhal)
Breach in the Dike in the River is uncrossable, looks very chopped up in the visual diagram, needs bike paths with all of the streets with all of the vehicles, electric			like the Kohl's shopping center is as autocentric as the trader joe's but there is a difference of number of retail locations - following that thread in differentiating	Wildlife corridor mapping project - have those elements included in this diagram (Susan Kirks)	is the diagram more of a tool or a final product? A-- functions as a tool now for discussion and can be refined later on to show the key parts of the plan, visually

Open Space and Mobility	Land Use Change Areas	Potential Expansions	Neighborhood Character and Design	Flooding, Sea Level Rise, and Sustainability	Other
<p>transport things. Separate diagrams so maybe consider other diagrams. Other Maps show connectivity. (John Shribbs) Response - Maximize multiuse pathways (Ron)</p>			<p>levels of retail and retail transformation</p>		
<p>potential parks location - there should be some equal distances or evenly distribution of new parks throughout town + equitable access to park amenities (considering pocket parks vs larger parks)</p>			<p>gateways, why? A-- they are entry points into the city, there were comments that there isn't a sense of entering the city of Petaluma, more like you exit the freeway and now you are in this city</p>	<p>Make flooding Zones more evident and how do we include projects for future flooding and sea level rise, include blue hashed in the flooding areas correction required (Iliana Madrigal)</p>	<p>Hard to Know what to do with this document since there is so much information.</p>
<p>ideally everyone would have parks within 5 min walking distance</p>				<p>Sea Level Rise Area in Southern Area by 2100</p> <p>Flooding images and hatching? Future Sea Level Rise zone (John Shribbs and Roger Leventhal)</p>	
<p>how does water supply/irrigation of parks fit in to this discussion?</p>					