

GPAC Meeting Summary

January 20, 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
- Public Comment
- Cool Cities Challenge Presentation
- Project and Staff Updates
- Final Draft Visioning Products
- Public Comment
- GPAC Discussion
- Final GPAC Thoughts

Attendance

There were 18 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. Roberto Rosila Mares |
| 4. Yensi Jacobo | 13. Phil Boyle |
| 5. Roger Leventhal | 14. Ali Gaylord |
| 6. Kris Rebillot | 15. Mary Dooley |
| 7. Bill Rinehart | 16. Erin Chmielewski |
| 8. John Shribbs | 17. Delia Diaz |
| 9. Joshua Riley Simmons | 18. Iliana Inzunza Madrigal |

The following GPAC member was absent:

1. Stephanie Blake

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*

Michelle Hernandez - *Raimi + Associates*

Dave Javid - *Plan to Place*

Meeting Summary

The focus of the 8th GPAC meeting was to review and discuss potential revisions to the final draft Vision Statement, the Pillars of Petaluma, and the 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 followed by taking a roll call attendance for GPAC members.

Public Comment

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

Cool Cities Challenge Presentation

The City of Petaluma was selected as one of three to receive a \$1 million Cool City Challenge grant to implement strategies to achieve citywide carbon neutrality by 2030. These strategies are implemented at the block-level where participating households commit to implementing various strategies that achieve carbon neutrality, in addition to providing multiple co-benefits. The Cool Block Program acts within these 5 topic areas: Disaster Resilience, Carbon Reduction, Water Stewardship, Neighborhood Livability, and Empowering Others. In 2022, this program will be recruiting household to participate. Learn more about this Cool City Challenge at coolpetaluma.org.

Project and Staff Updates

The Existing Conditions Reports and White Papers have been presented to thirteen City Committees and Commissions. The feedback from these meetings will guide the revisions made to these reports, and the final drafts will be posted on the project website once the revisions are completed.

Youth and the Latinx community are two groups that have been underrepresented in previous engagement events. In December, City staff held a Latinx Focus Group with community members to explore issues & opportunities, visions for the future of the City, and the Areas of Discussion. Their input informed the revisions to the Vision Statement and the Guiding Principles, in addition to shaping the future engagement strategies for the Alternatives and Policy Development phases of the project. City staff also created a digital Youth Survey on the issues & opportunities and their visions for the future. This input also informed the revisions to the Vision Statement and the Guiding Principles. The project team intends to continue developing engagement strategies that better engage youth in the Alternatives and Policy Development phase, as well as tabling at the LumaCon in April 2022.

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 Alternatives phase leads to the development of three options for achieving Petaluma's vision. The goal is to select 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.

The Flood and Sea Level Rise Modeling aims to have a clear and accurate model by May 2022 to inform upcoming planning efforts, such as the Housing Element site constraints and the future designations for zoning in the General Plan Update. The City has hired West Consultants, Inc to create the flood model that includes diurnal tide data, potential effects of a king tide, increased precipitation intensity, sub-basin imperviousness, and sea level rise.

The Fairgrounds Subcommittee and community members provided feedback on a new model for community engagement based on the Fairgrounds. The new model involves a lottery selected panel that is compensate for their time and gathers over several weekends to dive deep into the complex issue of the future of the Fairgrounds. Health Democracy, a nonprofit with extensive experience in this field, is working with staff to help design an engagement model that is customized for Petaluma. A proposal is expected to be presented to City Council in February.

Additionally, 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.

Final Draft Visioning Work Products

The General Plan team has gathered public feedback through a variety of community engagement activities on the Pillars of Petaluma & Guiding Principles, and the Vision for the future. The GPAC has previously seen and given feedback on the Pillars and the Guiding Principles, and various GPAC members have provided draft vision statements based on community visioning feedback to create an overarching Vision Statement. The final draft Pillars, Guiding Principles, and Supporting Concepts presented at this meeting have been shaped by each engagement event and the multiple rounds of feedback given by the GPAC.

The GPAC discussed a wide variety of suggested revisions for the draft materials. All of the revisions and comments given by the GPAC can be found in the Appendix. Several GPAC members volunteered to help refine these revisions and other public comments before the February GPAC meeting.

Public Comment

The following is a summary of comments received from members of the public during the final round of public comment after the Final Draft Visioning Work Products were presented.

- Members of the public ask the GPAC to read and seriously consider their written comments on the work products, especially considering how the community can create a city for individuals of all backgrounds and incomes to live in. They also suggest having the Ad Hoc Committee of Community Safety review the Vision Statement.
- There is an appreciation for the Vision Statement and the inspiration it can create to motivate the public to envision the future they want and how the community can create it together.
- The Vision Statement should include how the Petaluma community should be interconnected with other walkable communities via the SMART train. Additionally, the line “across town without a car” should be updated to “around town without a car.”

- There is a key opportunity to include agility and how the City can stay agile in times of change. Also, the City must ask for and include public input at every step of the way (in a continual basis) and measure how the City is achieving community goals.

Next Steps

The next steps in the General Plan Process include revising the Pillars & Guiding Principles and the Vision Statement to reflect tonight's discussion. At a later meeting, the GPAC will make a recommendation of these work products to the City Council.

Final GPAC Thoughts

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

- The opportunity costs of further revising these products are understood and agree that the edits should come to a close. We should consider different pathways for finalizing edits and holding the formal vote & recommendation at a future meeting.
- City tree ordinances are being reviewed and updated, and GPAC members are welcome to join the community effort to gather public opinion or make their own voice heard.
- Urban Chat will be hosting a speaker at their next meeting and present an opportunity to learn from the climate and planning work other cities are doing.

The meeting was adjourned at approximately 9 PM.

Appendix

Draft Vision Statement for Petaluma 2045

Petaluma is [a vibrant river town](#) rooted in the relationship between our people, [our river](#), and the land. [We acknowledge that Petaluma is on the stolen territory of the Miwok nation and that the town name is derived from the native people. We deeply honor the legacy of native stewardship by working with Miwok people....](#) Our identity evolves from our [gratitude for our Miwok heritage](#), deep agricultural legacy, [historic downtown](#), [lively river](#) [\[or\] river promenades](#), and preserved open spaces. We holistically [celebrate](#), protect, [and restore](#) our natural landscapes and habitats both within and outside our community. We sustain a resilient ecosystem for humans, wildlife, and the earth.

We are caring and connected. We celebrate our differences by fostering relationships [by providing and](#) inclusive [community](#) spaces for the diverse communities that form Petaluma. Our engaged [citizenry-residents](#) and local government ensure equity, [livability](#), and justice for all residents. We create space for newcomers seeking refuge, a place to call home, and new opportunity. We embrace [each other's cultures and](#) unique experiences, lift each other up, and move forward together. [\[socioeconomic diversity\]](#)

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](#) [can](#)-age [respectfully](#) in place. We support our local businesses that provide jobs [for our own residents](#) and services to our city and region. We provide bountiful [and varied](#) housing choices, convenient access to healthy local food, and an educational system that builds leaders. We support all our residents with accessible city services rooted in dignity [\[and infrastructure; sustainably financed\]](#). Our [economy is self-reliant and localized and community work and income build wealth](#) for Petaluma and its people, [increasing our self-reliance](#). [We invite new businesses and development to join in our vision.](#)

We relish in our spirited and distinct neighborhoods that enable us to live, work, and play. We enjoy an energetic historic downtown and friendly, [beautiful, nature-filled](#) walkable streets throughout our city. Our [streets](#), parks, bike [lanes and](#) trails, [urban forest](#), and walking paths connect people and help keep our residents and the earth healthy. It is safe, easy, and enjoyable to travel across [and around](#) town [without a car with human, electric, and hybrid transport as well to neighboring communities using SMART.](#) [\[east-west integration\]](#)

We are creative. The arts bring meaning, whimsy, innovation, and imagination to our lives. Our community is filled with [trees, accessible open space, and art in a variety of vibrant](#) colors, textures, materials, and forms. We foster an [environment that promotes beauty, the arts, resilient architecture, and innovative design citywide, where art, crafts, design, and economic innovation thrive](#) [ecosystem to ensure that our artists have the resources to create and thrive.](#)

We are forward-thinking leaders. ~~We are honest about our challenges, work together to find solutions, craft ambitious plans, and take bold action.~~ We have demonstrated to the world that equitable, carbon-neutral, regenerative communities and economies are possible by being carbon neutral by 2030. We have adapted to ~~hazards climate change by working with by restoring and leveraging~~ our natural systems, modernizing infrastructure, adjusting patterns of development, and coming together as a community.

We are Petaluma.

Draft General Plan Pillars

Community Character [is it really Geographic Context?]. Petaluma is a unique community. It is distinguished by its geographic location, natural environment, 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 character.

Equity and Justice. Petaluma is committed to advancing social and economic justice to create an inclusive and equitable city in which all can thrive. The General Plan should prioritize supporting those who have been most affected by injustice and facilitate future decision-making that advances equity and rectifies past harms.

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 should advance new ways of thinking, changes in our relationship with the natural environment, and planning for current impacts and those in the distant future.

Participatory Decision-Making and Transparency of Government. The community works and evolves best when all voices are engaged and participate in the decision-making process. The General Plan should reflect the perspectives of Petaluma's diverse population, ensure that opportunities to engage in public dialogue are accessible to all residents, and set the stage for solving future challenges with integrity, creativity and collaboration.

Draft General Plan Guiding Principles

1. Create a welcoming, affordable, accessible, and age- and family-friendly city.
2. Honor, celebrate, and preserve Petaluma's heritage and historic character and its place in the modern city.
3. Preserve and enhance Petaluma's natural environment and surrounding open spaces.
4. Restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and economic opportunities.
5. Prioritize cycling, walking, transit, and other transportation alternatives over automobiles.

Commented [RW1]: Should be first

Commented [RW2]: Part of equity and justice

Commented [RW3]: Lots of overlap -- can we reduce it to ~10?

6. Enhance Downtown as the center of Petaluma civic life by preserving its historic character, expanding pedestrian and bicycle access and safety, providing public gathering spaces, and promoting a diverse mix of uses.
7. Advance a forward-looking economic development strategy that focuses on diversity, opportunity, innovation, and resilience.
8. Preserve resources, adapt to climate change, 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.
9. Ensure infrastructure supports infill development and addresses the impacts of climate change.
10. Physically and psychologically integrate and connect the East and West sides of town.
11. Promote social and economic justice to address structural social and economic inequities and racism.
12. Be a leader in advancing these guiding principles within the region and beyond.
13. Promote more affordable housing and a diversity of housing options.
14. Prioritize infill development in appropriate locations throughout the City.
15. Ensure the health and wellness of all residents.
16. Advance Petaluma as a hub for the arts, creativity, and innovation.

Commented [RW4]: Diminishes the east side. Balance.

Draft General Plan Guiding Principles with Supporting Concepts

1. **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 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.
2. **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 and enhance Petaluma's historic assets and districts as they contribute to the city's distinct identity and character.
 - f. Allow for the evolution of the city while celebrating the history and preserving the historic resources that provide character and identity.
 - g. Require that the design of infill development complement, respect, and honor the historic context of the city and individual neighborhoods.
 - h. In historic districts and adjacent to historic buildings, adapt and reuse historic buildings and add new, context-sensitive buildings.
 - i. Recognize and celebrate the diversity of cultures in Petaluma through events and culturally sensitive communication.
3. **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, and the marshlands.
 - c. Preserve views of the hills and Sonoma Mountain.
 - d. Maintain the land outside the Urban Growth Boundary for agriculture, rural land uses, open space, 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.
- 4. Restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and economic 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. Maintain and expand setbacks from the river to enhance its natural function and provide wildlife corridors.
 - f. Enhance the interface between the river and the built environment with urban design.
 - g. Expand connectivity to, along, and across the river, including restoration of the trestle.
 - h. Orient development to both protect and connect to the river.
 - i. Update and then implement the Petaluma River Access and Enhancement Plan.
- 5. 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, 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.
 - g. Advance innovative and emerging transportation, parking, and curb management alternatives.
 - h. Redesign streets to prioritize pedestrian-oriented, bicycle,- and transit-friendly travel, including improved lighting, crossings, and bus shelters.
 - i. Support increased transit use by focusing development near existing and future transit facilities.
- 6. Enhance Downtown as the center of Petaluma civic life 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. Expand 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. Encourage outdoor dining, retail, and other uses by downtown business.
 - i. Add public community gathering spaces, including riverfront spaces.
 - j. Ensure all feel welcomed and culturally connected to the downtown.
- 7. 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.
- 8. Preserve resources, adapt to climate change, 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, trees, plains, etc.) to address climate change and sea level rise.
 - e. Recognize that infill development helps to achieve sustainability outcomes.
 - f. Achieve carbon neutrality by 2030.
 - g. Take bold measures to address watershed management, water use and expected long-term drought conditions.
 - h. Educate the community on the need for regenerative design.
 - i. Make the city more resilient to natural and man-made disasters including sea level rise, fires, earthquakes, and flooding.
 - j. Increase self-sufficient production of and equitable access to basic needs like food, shelter, energy, and communications.
- 9. 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 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.
- 10. 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 roadways, bicycle and pedestrian crossings, and multi-use options.
 - d. Evaluate and select physical connections at a system-wide level using holistic cost-benefit analysis.
- 11. 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.
- 12. 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.
- 13. Promote more affordable housing and a diversity of housing options.**
- a. Develop a diversity of housing types and choices throughout the city.
 - b. Provide life cycle housing for residents from young adults right out of high school or college to seniors aging in place.
 - c. Increase housing affordability for residents at all income levels throughout the city.
 - d. Eliminate homelessness by ensuring safe and dignified housing for all.
- 14. 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. Consider sensitive infill development of small multi-unit buildings in single-family residential neighborhoods throughout the city.

- f. Prioritize development that creates full-service neighborhoods that generate relatively fewer vehicle miles traveled per resident.

15. 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.

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

- 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.

Guarantee equitable access to health care and wellness services, including mental health services.