

Final Draft Visioning Products

For GPAC Review

January 2022 (Updated)

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Introduction

This document prepared for the January 20th, 2022 General Plan Advisory Committee (GPAC) Meeting shares the progress made on the **Vision Statement, Pillars, and Guiding Principles and Supporting Concepts** for the Petaluma General Plan Update. The Vision Statement describes the desired future conditions and characteristics of the city. The Pillars are the core community values, and the Guiding Principles and Supporting Concepts provide the direction and pathways to achieve the vision and honor community values, with a focus on the community's specific challenges and opportunities. Together, the Vision Statement, Pillars, and Guiding Principles and Supporting Concepts provide the basis for the goals, policies, and programs included in General Plan elements.

The final draft products of the Visioning Phase are featured in the pages immediately below. As the culminating Visioning Phase work products, it is critical that these drafts articulate a compelling and inclusive future that drives the rest of the General Plan Update process.

Background

The Vision Statement, Pillars, and Guiding Principles and Supporting Concepts are all products of community engagement activities during the Visioning Phase of the General Plan Update, including Pop-Ups, a Citywide Workshop, Latinx engagement, and a Youth Survey. At Pop-Ups in various high-traffic venues during August, September, and October, community members shared what they love about Petaluma, contributed to a vision wall, and voted for community priorities. During the September Workshop, participants provided feedback on a draft set of "Pillars of Petaluma" and Guiding Principles, which were developed over the course of two GPAC meetings based on the Guiding Principles in the current General Plan and input from the 2020 community survey. Participants also drafted headlines for newspaper stories profiling Petaluma in 2045.

During its November 18, 2021 meeting, the GPAC suggested revisions to the Pillars, Guiding Principles, and Supporting Concepts based on all of that community input. After the meeting, GPAC members also used the community input to propose draft Vision Statements. The Vision Statement, Pillars, and Guiding Principles and Supporting Concepts below are based on that GPAC guidance as well as the Latinx engagement and Youth Survey that were completed in the interim. The Appendix includes notes on the approach, community and GPAC inputs, and the revision process.

Draft Vision Statement

Petaluma is rooted in the relationship between our people and the land. Our identity evolves from our gratitude for our Miwok heritage, deep agricultural legacy, lively river, and preserved open spaces. We holistically protect 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 and inclusive spaces for the diverse communities that form Petaluma. Our engaged citizenry and local government ensure equity and justice for all residents. We create space for newcomers seeking refuge, a place to call home, and new opportunity. We embrace unique experiences, lift each other up, and move forward together.

We invest in each other. We are a community where children thrive, families are supported, and our elders can age respectfully in place. We support our local businesses that provide jobs and services to our city and region. We provide bountiful 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. Our work and income build wealth for Petaluma and its people, increasing our self-reliance.

We relish in our spirited and distinct neighborhoods that enable us to live, work, and play. We enjoy an energetic historic downtown and friendly walkable streets throughout our city. Our parks, bike trails, and walking paths connect people and help keep our residents and the earth healthy. It is safe, easy, and enjoyable to travel across town without a car.

We are creative. The arts bring meaning, whimsy, innovation, and imagination to our lives. Our community is filled with vibrant colors, textures, materials, and forms. We foster an arts 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. We have adapted to hazards 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. 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 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.
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.

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

Appendix

- A. Approach to Draft Vision Statement
 - i. Approach
 - ii. Draft Vision Statements Submitted by GPAC Members
- B. Notes on Approach to Revisions on Guiding Principles
 - i. Notes on Approach
 - ii. Draft General Plan Pillars with Track-Changes
 - iii. Draft General Plan Guiding Principles with Track-Changes

A. Approach to Draft Vision Statement

Approach

- Incorporated themes from all GPAC member vision statements submitted (included below)
- Used “we” and “our”
- Added insights from the Youth Survey and Latinx focus group
- Reserved specificity for the Guiding Principles

Draft Vision Statements Submitted by GPAC Members

Draft Vision Statement by Jessie Feller Hahn

Petaluma is a city where history and the future weave together into a sustainable, resilient, equitable and strong community to live, work and play. We are a community that learns from the past and present and takes action to prepare for a challenging future. We are a community where children thrive, families are supported, and the elderly can age respectfully in place. We honor the natural landscapes and historic buildings while creating space for newcomers seeking refuge and a place to call home. We are a place where you can walk down the street and greet a friendly neighbor or safely ride your bike to the lighted boat parade along the River. We are a place where neighbors lift each other up during crises and leave no one behind. We are Petaluma.

Vision Statement Draft by Kris Rebillot

Petaluma is a vibrant river town with a unique sense of place. Our identity springs from our agricultural heritage and our future is anchored by a commitment to ensure an environment that is protected, resilient and celebrated. We are human focused. Our engaged citizenry is proud to support a community that secures social equity and justice, and is livable for all residents no matter their race, ethnicity, gender orientation, income or age. We enjoy eclectic walkable neighborhoods and a thriving historical downtown. Our parks, bike trails and paths connect our

neighborhoods and help keep us healthy. We are creative. Supporting the arts brings both meaning and whimsy to the place we are happy to call home.

Vision Statement Draft by Iliana Madrigal

Petaluma in 2045 is a walkable community where people from all economic and ethnic background can thrive together. We pride ourselves on maintaining a balance between the protection of our open spaces and watershed while building transit oriented urban curve where we all can live. Petaluma's taking its place as a vibrant transit and commercial hub in the Bay Area. We retained our agricultural roots and met our goal on supporting a robust local and organic food production for our community.

Vision Statement Draft by Sierra Downey

"Petaluma is a caring, connected community nourished by the relationships between its people and this land: We stand rooted in resilience, strengthened by each resident's unique experience, and blossoming with shared resources that encourage all Petalumans to create and thrive at their full potential."

I debated changing "experience" to "leadership," so that's an idea to keep in mind. The most important feeling I wanted to impart is that in the Petaluma of 2045, all Petalumans have what they need to not just survive but to thrive, including reparations where due, mutual aid, equitable distribution of resources, time, safe housing, and our labour goes directly into our community instead of into building someone else's capital and upholding extractive, colonist, white supremacist systems of harm.

Petaluma Vision Statement by John Shribbs

Petaluma is an historic but progressive smaller city surrounded by agriculture and open space with a river running through it. We value our history including geologic and natural setting, early civilization, immigration from Central America and Europe, our agricultural heritage and civic participation over the last 150 years of city development. We support all our residents with full city services including programs for all ages and diversity. We plan for the future and seek resilient solutions that will provide opportunity for all, engage community spirit, and maintain public health. Petaluma will lead other cities in climate change actions, maintaining a sustainable economy, and regenerating natural resources. We will reduce carbon emissions in buildings and transportation, create local green jobs to give residents meaningful employment, and regenerate native plants and animals in our parks, riparian corridors, open spaces, and urban community. Petaluma will be a highly sought-after city for both residence and tourism for its historic character, human centered living environment, and nature-based solutions.

Vision Statement Draft by Dave Alden

Like many California cities, Petaluma has made substantial progress by 2045 on the difficult and ensnarled challenges of housing, transportation, climate, environment, economic development, diversity, equity, sustainable useful finances, and more.

But unlike many California cities, Petaluma made this progress without the political turmoil that roiled so many other places. The relatively placid advances were made possible by a well-conceived and clearly written 2025 General Plan that visualized an integrated approach to the multiple concerns and opportunities. Even more importantly, the many folks who were involved in developing the General Plan didn't consider their work to

be complete upon adoption, but continued to work in support of the vision, including electing City Councils that rose above the calls to change direction in ways that would lessen near-term discomfort at the cost of missing long-term goals.

Vision Statement Draft by Bill Wolpert

Petaluma has deep roots as a North Bay community and leads with progressive actions into the future. Embracing its natural amenities, it is still a community closely tied to the land through agriculture, outdoor recreation, and wonderful climate. The town has always preserved the best of its historic culture and architecture through preservation. But those attributes have not been taken for granted. Threatened by the effects of climate change and recognizing the deadening impacts of social injustice, bold plans were implemented to increase equitable opportunities for its diverse population and drastically reduce its impacts that were contributing to a warming planet. The resulting changes in transportation, housing, and City government has created a community where people feel safe and can thrive for generations to come.

Vision Statement Draft by Roger Leventhal

I started with Bills and made some suggested edits below...but not sure they help at all

Petaluma has deep roots as a historic North Bay community and leads with progressive actions into the future. Embracing its natural amenities, it is still a community closely tied to the land through agriculture, outdoor recreation, vibrant urban core and its location on the Petaluma River. The town has continued to preserve the best of its historic culture and architecture while building environmental sustainable housing and walkable bike friendly infrastructure for all people at all income levels. But those attributes have not been taken for granted and have been built into planning and design. Threatened by the effects of climate change and recognizing the deadening impacts of social injustice, bold plans were implemented to increase equitable opportunities for its diverse population and drastically reduce its impacts that were contributing to a warming planet. Development was built around the natural landscape and water cycle and utilized natural processes and reuse/recycling to the extent possible. The resulting changes in transportation, housing, and City government has created a community where people feel safe and can thrive for generations to come.

Draft Petaluma vision for 2045 by Bill Rinehart

Petaluma continues to be among the healthiest, safest, friendliest and most desirable places to live, work, play, and visit. It has retained the small-town character owed to its urban growth boundary and the farms, hills and open spaces that surround it, yet the influences of nearby San Francisco lend a metropolitan sophistication.

Historically a hub for agricultural commerce, Petaluma has transformed into a center for creativity and innovation in business, manufacturing, the arts, and social progress. The Petaluma River, which once connected “America’s Egg Basket” to the rest of the world, is now a lively scene for on-water recreation and wildlife viewing. It’s also our front door to waterborne travelers, as well as home to regular outdoor festivals, events, and outdoor markets which are held on the renovated historic waterfront trestle, and in the surrounding downtown streets and plazas. Petaluma’s Historic Downtown Commercial District remains energetic, thanks to its ability to adapt and accommodate changing economic and social needs while maintaining a unique collection of well-preserved historic buildings intermixed with fine examples of contemporary architecture and world

class works of art. People gather in downtown squares and within the network of flexible, and accessible tree-lined streets which are safe and accommodating for all modes of transportation. Throughout town, the conventional auto-centric shopping centers of the 20th century have evolved into lively, multi-use, social gathering spaces providing true neighborhood centers and retail services within walking distance of nearly all homes.

Petaluma offers variety of housing options ranging from historic Victorian mansions, craftsman bungalows and new neighborhood homes, to higher density urban lofts and townhomes. Careful planning, investment, and policy have delivered affordable options that allow people who grow up in Petaluma to stay and start their families here, and disadvantaged people looking to be included in a welcoming and diverse community can find home.

Sustainability, energy efficiency, ecological responsibility, and social justice are fundamental to life and business in Petaluma, and our actions, policies, and practices have set international standards and precedent.

Parks and open spaces of varying scales are found throughout and surrounding Petaluma, with active and passive recreation opportunities, as well as ecological preserves allowing residents to observe wildlife and truly relate with the natural environment. All are connected to neighborhoods, commercial centers, and workplaces by a safe and well-maintained network of protected trails and bikeways, and by the reliable and energy efficient fleet of Petaluma Transit vehicles.

The formerly divided east and west sides of town are now integrated by the transformed East Washington corridor. This new “Main Street” is lined with vibrant storefronts and restaurants with upper floor offices and housing. It also leads to the new Civic Center, which includes recreational and entertainment amenities, a convention center, local government and city services, and remains home to the Sonoma-Marin 4th District Agricultural Fair which has been held annually on this site for over 100 years (by 1945).

In its 187-year history, Petaluma has integrated the best of the new world with its unique historic character, and is nearly everyone’s favorite town to live, work, play, and visit.

Draft Vision Statement by Mary Dooley

Petaluma Vision – Return of the Egg Basket

Surrounded by a green belt, Petaluma is largely a self-reliant city in the best of times and in very difficult times. Public health, water availability, food production and infrastructure is the highest priority and modernized on all fronts to support and protect our citizens as well as the greater region.

Regional Setting– Honor Land and Heritage: The 2021 urban growth boundary is maintained and our local agricultural industry uses regenerative farming practices.

People – Recognize and Create Access: The diversity of the community is recognized and the pillars of our city provide the framework so all members of our community may live well.

Natural Assets and Parks –Protect and Open Up: Natural habitats are preserved and protected. New open spaces for public access have expanded and existing parks are improved doubling the number of trees throughout town. All new developments plant trees or provide open space.

Climate Action – Regenerative Developments: Carbon neutral and carbon positive criteria and mitigation plans are implemented. Sea level rise is addressed. The Climate Commission recommendations are guiding all development.

Roads, Parking and Transportation–Connect, Centralize, Re-shape: The town split by the highway is unified by a tree lined boulevard and non-car pathways. Civic uses such as a new Civic Center with a police station and performing arts center is near the library and the Fairgrounds. The zoning ordinance has been updated to reflect the climate and transportation directives and parking requirements are greatly reduced. Permanent street closures on Kentucky Street and Water Street create a healthy outdoor experience free of cars. Slow streets to encourage multi modal travel. Train station development is responsive to housing and jobs in transit oriented developments. Transportation and commerce are through ports off the highway where pickups would be centralized removing truck traffic from neighborhoods. An IKEA type facility is right off the rail line with resources that can't be produced here but necessary for construction of new housing, repurposing outmoded buildings.

Commercial Interests –Rethink Goods: Shops and stores are community oriented – food, beverage, music, art, physical arts, readings, theatre, dance, meditation, educational venues, and gathering places rather than the acquisition of status-oriented goods. Online ordering is balanced with organized shops or house parties for the sale of goods and commerce becomes a venue for connection rather than a lonesome act. Building materials resources are made here in new manufacturing companies.

Public Health – Be Ready: Our hospital has an expanded ER. Our storage of PPD, Testing Kits, Testing Labs, Trained Scientists and Technicians, ER Staff serve the population. A large EMT volunteer organization takes orders from Fire and full time EMT and are spread evenly through the town. The current Russian River connection as our drinking water resource, can be shifted in an extreme emergency to desalinate the slough. (San Diego has largest desal. in the West. Energy costs are the biggest limitation. Solar thermal desalination research underway).

Housing –Fill In the Core: Large parking lots, under-utilized and empty lots are transformed into mixed used housing an living centers. Land owners have been incentivized to provide infill to enliven the town along the major corridors. Big box stores are adapted to the new needs of mixed use facilities and there are small centers throughout own that provide needed services for residents in a smaller radius.

B. Notes on Approach to Revisions on General Plan Pillars and Guiding Principles

Notes

- Proposed revisions are reflected in Track Changes in the first column
- Revisions incorporate both the 11/18/21 GPAC direction on “What changes are needed?” (as summarized in the middle column) and Workshop Comments (in the right-hand column)
- Revisions also include insights from the Youth Survey and Latinx Engagement
- Revisions also incorporate themes from the GPAC vision statements, especially from the longer statements
- Some GPAC and Workshop comments are incorporated into Guiding Principles rather than Pillars
- Some are also incorporated into other Guiding Principles (i.e., different from the Principle on which the comment was made)
- Suggestions for specific strategies are excluded and held for future phases of the project

Draft General Plan Pillars with Track-Changes

Draft Pillar (public review draft + proposed revisions)	What changes are needed? (from the 11/18/21 GPAC meeting)	Workshop Comments
<p>Community Character Petaluma is a unique community. It is distinguished by its <u>geographic location, natural environment, agricultural heritage,</u> history as a river town, <u>historic neighborhoods, geographic location, natural environment,</u> legacy of growth management, <u>sense of community,</u> and <u>engaged and</u> forward-thinking population. The General Plan must preserve Petaluma’s distinctive character.</p>	<ul style="list-style-type: none"> • add “preserving agricultural heritage and history” and “current agricultural community” <ul style="list-style-type: none"> ◦ especially considering agricultural businesses developed in downtown • +1 to the small town feel, city still has the agricultural feeling that isn’t reflected in the current statement • city also has high community involvement & engagement, “an engaged community” needs to be added • petaluma is a pioneer in different industries and areas, the community asks for more aggressive environmental & carbon neutrality action • the last sentence: conflicting because we do want to preserve but also want space to 	<ul style="list-style-type: none"> • Add “and small-town feel” • Add “Supporting local agriculture” • Nonpolluting - dog poo dumping along river needs attention, homeless garbage, and ensure our recycling is actually recycled after Recology hauls it away. Ban single use plastic water bottles at hotels. Have them install water filter in lobby. • Interesting potential but need to protect. Community character needs to allow opportunities for families of different income levels to live and access the city. If only high income people can afford to live here, so many of the existing diverse families will be displaced.

Draft Pillar (public review draft + proposed revisions)	What changes are needed? (from the 11/18/21 GPAC meeting)	Workshop Comments
	<p>innovate, not letting the preservation inhibit climate action and advancement</p> <ul style="list-style-type: none"> • Add reference to collection of historical buildings that is a character defining part of our community • Preservation of historic neighborhoods, unique to town • Supporting agriculture and artists 	
<p>Equity and Justice Petaluma is committed to advancing social and economic justice to create an inclusive and equitable city <u>in which</u>for all <u>can thrive</u>. The General Plan should prioritize supporting those who have been most affected by injustice and facilitate future decision-making that <u>avoids advances in equity</u>ies and rectifies past harms.</p>	<ul style="list-style-type: none"> • add the opportunity to thrive idea • “avoids” - could be revised into a different term -- could be flipped positive/active terms - “decision making that facilitates equity” • include anti-racist and the ideas in last comment + the actions in this sentence that can be incorporated into this pillar • Income gap and how it relates to equity, while education is a key to income • Petaluma provides good education for all ages • Important to have access to services and resources (education is one component) but there are many others. 	<ul style="list-style-type: none"> • Support people first, and the environment per climate change. NOT DEVELOPERS, as is currently, apparently, the driving force in this GP process. Example: pushing out the urban growth boundary. • To steal Kaiser's tag line - Petaluma should be a place where all residents have opportunities to thrive. • The GP needs to include anti racist and anti bias training in social services and first responders - need programs and actions that back up these pillars, especially equity & justice.
<p>Climate Action, Resilience and Sustainability Petaluma is committed to bold action to achieve carbon neutrality 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.</p>	<ul style="list-style-type: none"> • “nature based solutions” should be emphasized in approach (instead of high tech solutions) • the first bullet point - having a goal in mind and including actions that lead up to that goal • Bold measurable actions to reduce CO2 emissions 0 by 2030 (Borrow from existing framework and AIA statement for COP) • Needs to be realistic how we get there (what is the goal we are going to strategize for) 	<ul style="list-style-type: none"> • "Measurable" needs to be added. Anyone can say "bold action" we need strong ordinances with tough consequences to make sure action is bold • No housing in eco-sensitive land • This update of our General Plan is unlike any other. This update must guide us from business-as-usual to a resilient, equitable, carbon-neutral future within 8 years. We absolutely must be willing to engage in bold, broad brushstrokes.

Draft Pillar (public review draft + proposed revisions)	What changes are needed? (from the 11/18/21 GPAC meeting)	Workshop Comments
		<ul style="list-style-type: none"> • How is it decided how much a city grows? Green and natural spaces need to be protected. How can we make sure people respect these ideas? We know what happens when we interfere with nature - wildfires, climate change, etc. • agree because need to maintain and care for our river and natural elements in order to maintain the community character • We need to avoid making things worse. Environmental impacts change our development and other areas of life!
<p>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.</p>	<ul style="list-style-type: none"> • is there a way to have periodic updates on how we are measuring against the goals and actions over time? - to help rebuild trust in the city • outreach to communities, especially disadvantaged groups, needs to be continuous and have an established system, feedback loop, that makes it easy for folks to contribute and are listened to - avoid the frustration and standardize an engagement system that allows groups to be listened to • how can you have equity when the city council is not really paid for their time and effort? - not sure where it ties in but is related to transparency and equity • Results should be covered under equity and justice • Replace pillar (as suggested by public) inserting creativity as a pillar instead. • Support needed for arts commission and creative process could be bolstered. 	<ul style="list-style-type: none"> • I don't see this in the guiding principles. We need independent civilian oversight (of policing for instance, of budget allocations such as ARPA). All data on expenditures (including salaries, purchases and invoices from contractors) should be open data. • Figure out how to get beyond the constraints of standard meeting protocol to REAL DIALOGUE. Serial comments do not constitute dialogue; they stifle and exclude it. • Is there a way to include metrics of the success of the participatory process in ways that goes beyond quantities but looks also at the quality of collaboration, creativity, etc. • Ecological priority is our vision • While participation is great - city staff (e.g. public works, building department, police) must be committed to follow-through. Vision will not be reached under status quo.

Draft Pillar (public review draft + proposed revisions)	What changes are needed? (from the 11/18/21 GPAC meeting)	Workshop Comments
		<ul style="list-style-type: none"> • Can also think about how much are people involving themselves in the process? Especially since there are opportunities but people may not think they have the ability to get involved

Draft General Plan Guiding Principles and Supporting Concepts with Track-Changes

<p>Draft Guiding Principles and Supporting Concepts (public review draft + proposed revisions)</p>	<p>What changes are needed? (from the 11/18/21 GPAC meeting)</p>	<p>Workshop Comments</p>
<p>1. Create a welcoming, affordable, accessible, and age- and family-friendly city.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Welcome everyone regardless of age, race, ethnicity, gender, ability, sexual orientation, <u>education</u>, or socioeconomic status. • Create an age- and family-friendly city that allows residents to “age in place.” • Create complete, <u>walkable</u> neighborhoods so that retail, services, parks, and schools are easily accessible to all residents. • Provide community-centered services. • Prioritize new parks and commercial centers in neighborhoods that presently lack them. • Establish a balanced mix of housing types and uses that allow all residents and businesses to prosper. 	<ul style="list-style-type: none"> • Redefine the street network to create a more active realm, and ours are very car based. Look at the purpose/network of streets and how they function. (Overlaps with #5) 	<ul style="list-style-type: none"> • Complete neighborhoods, complete streets, etc are great. Walkable neighborhoods that aren't car dependent, where all my needs are met within walking distance (bank, grocery, restaurants, etc). • Include in park planning a connectivity strategy linking all parks together for foot and bike traffic. Don't make every park a sports field, but instead create locations in which local residents can "unwind" and gather, fostering social capital.

<p>2. Honor, celebrate, and preserve Petaluma’s heritage and historic character and its place in the modern city.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Celebrate the city’s early history dating back to the Miwok People, who were the original-historic stewards of the land. • Understand Petaluma’s complete history and its people’s diversity of stories. • Honor the city’s rich agricultural heritage and grow the contemporary agricultural economy. • Celebrate the Petaluma River as the centerpiece of the City’s ecology, heritage, and recreation. • Preserve and enhance Petaluma’s historic assets and districts as they contribute to the city’s distinct identity and small-town character. • Allow for the evolution of the city while celebrating the history and preserving the historic resources that provide character and identity. • Require that the design of infill development complement, respect, and honor the historic context of the city and individual neighborhoods. • In historic districts and adjacent to historic buildings, adapt and reuse historic buildings and add new, context-sensitive buildings. • Recognize and celebrate the diversity of cultures in Petaluma through events and culturally sensitive communication. 	<ul style="list-style-type: none"> • original → historic stewards • Maintain high standards of design for structures - important to include • Revise codes to better facilitate modifications to historic resources • With SB35 - to protect integrity, we’ll need to come up with Objective Development Stds. • Design costs from builders • Uniformity of design and keep the funky-ness • Best parts of cities have never been planned - no form based code (bad experience) Adopted SMART code • Good design doesn’t have to cost more, but needs to be workable and meet the needs of community • Small town feel - do we want to preserve that? Petaluma is a distinctive place. • Feels a little ‘dangerous’ • Instead of phrase, open and inclusive town - wanting a small town refers to keeping it a certain size. • Take out characteristics of small town that would relate to Petaluma residents • Berkeley vs. Oakland as an example and then moving to Petaluma felt like you were coming to a sense of place/identity. • Term ‘Small town’ feel folksy but has meaning and encapsulates other goals here -- I know people, can walk to where I need to go. Wouldn’t want to remove, but restate or make it more objective 	<ul style="list-style-type: none"> • "Complementing" the historic character is really open to interpretation. "Context-sensitive" can be interpreted overly strictly in a historicist fashion. Is there a way that we have language that supports good architecture as well? • There is a lot of emphasis on Petaluma as a modern city but I don't hear anyone pointing out that Petaluma's small town "feel" is an important aspect of its' charm. This needs to be preserved. • I'd be careful with the wording here, because I don't believe this is a commitment to ensuring infill development continues to be single family homes, but instead multi-family (which doesn't necessarily mean apartment - it could be duplex and triplex like Montreal, for example). Especially if the multi-family unit infill matches the core of downtown architecturally, density-wise, etc. • Set a high design standard for our downtown, infill properties. Demand high-quality architecture and standardize minimum facade breaks, upper floor modulation and inventive mixed use that will attract the appropriate developers.
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Draft Guiding Principles and Supporting Concepts (public review draft + proposed revisions)	What changes are needed? (from the 11/18/21 GPAC meeting)	Workshop Comments
<p>3. Preserve and enhance Petaluma’s distinct urban edge, natural environment and surrounding open spaces and natural environment.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Protect the natural environment, <u>including wildlife corridors</u>, as the foundation of ecological and human health. • 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. • Preserve views of the hills and Sonoma Mountain. • Maintain the land outside the <u>Urban Growth Boundary</u> for agriculture, rural land uses, open space, and protection from hazards. • Expand open spaces within and adjacent to the city. • Ensure the natural and built environment is resilient to flooding, fires, sea level rise, and other natural hazards. • Ensure equitable access to and enjoyment of Petaluma’s natural environment. • Advance urban forest management and native plantings. • Increase the urban tree canopy. 	<ul style="list-style-type: none"> • wildlife corridor (many animals are crossing town) needs to be enhanced and preserved, especially because of the increased interactions with bears, other animals and the city where animals are going farther for food sources + more humans moving into nature leads to more interactions <ul style="list-style-type: none"> ○ also recording more movement • westside comment - is happening all around town and especially in the areas with hardscapes, such as lower income areas with less tree canopy • Confine urban environment, but goal here is to protect rural and OS of the City. • Miss-titled? 	<ul style="list-style-type: none"> • Ensure agricultural heritage is honored (i.e. PPSC Petaluma Bounty) can still serve as a commercial farm within the city limits • An experimental farm would be amazing. • So important, especially for the Westside which has become a super hot micro-climate of cement and asphalt. • I've lived in cities with green belts surrounding the entire (https://en.wikipedia.org/wiki/Greenbelt_(Ottawa)). Petaluma, with the access to the river and the mountains is an ideal candidate for this type of preservation technique. • Urban forest management practices should include ongoing resident participation in regular tree planting events which include educational programs promoting tree stewardship among all residents and among school students in particular. • Create a city supported framework for aggressive tree planting through out the City, managed by an urban forestry department. Transfer all tree permitting to this department, away from planning. Rewrite the tree ordinance to emphasize tree preservation at highest level.

Draft Guiding Principles and Supporting Concepts (public review draft + proposed revisions)	What changes are needed? (from the 11/18/21 GPAC meeting)	Workshop Comments
<p>4. Restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and economic opportunities.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Restore the beauty and natural function of the Petaluma River. • Reinforce the city's identity as a river town. • Celebrate the role of the Petaluma River in the city's history, economy, recreation, and development patterns. • Recognize that the future economic, social, cultural, and environment of Petaluma is intertwined with the river. • Maintain and expand setbacks from the river to enhance its natural function and provide wildlife corridors. • Enhance the interface between the river and the built environment with urban design. • Expand connectivity to, along, and across the river, including restoration of the trestle. • Orient development to both protect and connect to the river. • Update and then implement the Petaluma River Access and Enhancement Plan. 	<ul style="list-style-type: none"> • need to work with county, nonprofits, state, federal agencies, land owners because of the watershed overlapping different areas <ul style="list-style-type: none"> ○ also sonoma land trust • need a cooperative effort for the entire watershed, city should lead this effort and not just leave it to the county 	<ul style="list-style-type: none"> • Develop a sound financial base for future River dredging. • Not just access points. We need a river long, city long trail the entire 5+ miles the river goes through the city. We can create one that is a combination of bikeway along American River in Sacramento, greenbelt like Boise Greenbelt and San Antonio River Walk.

5. Prioritize cycling, walking, transit, and other transportation alternatives over ~~private vehicles~~ automobiles.

Supporting Concepts

- Work to reduce the use of ~~private~~ automobiles, particularly those that burn gasoline.
- Support a range of safe, ~~and~~ attractive, equitable, and carbon-neutral transportation alternatives with integrated land use and mobility strategies.
- Redesign the transportation network and to pedestrian-oriented and bicycle-friendly connections among neighborhoods, parks, natural areas, and common destinations.
- Expand bicycle and pedestrian infrastructure, with a focus on improving safety, equity, and enhancing connectivity.
- Expand electric charging infrastructure for a variety of transportation modes.
- Expand local transit service and collaborate with partners to expand regional transit service.
- Support Advance innovative and emerging transportation, parking, and curb management alternatives.
- Redesign streets to support-prioritize pedestrian-oriented, ~~and~~ bicycle, ~~and~~ transit-friendly ~~network~~ travel, including improved lighting, crossings, and bus shelters.
- Support increased transit use by focusing development near existing and future transit facilities.

- private vehicles - wrong term, should be specific that we are talking about automobiles, single occupancy vehicles, larger weight vehicles on roads
- EV expansion should be incorporated into supporting concepts
- infrastructure for electric transport devices, not just cars (scooters, motorcycles, wheelchairs, etc)
- energy conscious when considering ev expansion, ex. grid usage and impacts of electrification in older homes w/ more plugged in electric devices + power outages
- cooperative effort with pg&e to develop electrical grid in town, batteries and energy storage
- need to think about ev charging infras. placement + including an equity toolkit in that decision making and having equity at the center
- Speeds not mentioned throughout document
- Parking meters, curb management and general safety not mentioned
- Talk from bike specific community and good in most cases, although may not work in certain locations
- Look at network and make sure we have all the corridors developed to have parallel bike

- Expand electric vehicle infrastructure including charging stations everywhere, requiring charge stations in all new construction, adding to all current multifamily parking lots, bike rentals and sharing, e-car sharing. Free charging (110 and 220, and 440) in outside outlets.
- I look forward to the day where as a pedestrian and a cyclist that I can ride freely around the city for either utility (shopping) or exercise
- Find models that work for public transportation that serve communities our size or projected size.
- Make public transit FREE for all!
- Safest thing for peds and cyclists is to have physically separate infrastructure from cars. And if the design of ped and cycle pathways prioritize shortcuts to key destinations, it will lead to the adoption of those modes of transportation.
- Add a DASH type circuit small bus (energy vehicle) that transports people downtown, connect east/west side, go between key locations.
- Providing shade for public pedestrian paths and bike ways through active tree planting programs will increase the desirability of using these resources and will automatically decrease the number of vehicle miles traveled.
- Cycling in Petaluma is terrible and dangerous. First off, the roads are awful; especially Petaluma Blvd S. (Casa Grande Rd. is bad too) which connects to a bike route to get to Marin County. Second, downtown is a death trap for cyclists. No bike lanes, congestion, no protected turns. Part 2. The intersections of Lakeville and D and Lakeville and E. Washington are extremely dangerous and need a lot of improvement. It's not safe for cyclist (especially a female) to take Copeland

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		<p>when there is a homeless encampment. Part 3. I was hit by a car because they didn't check their mirror and they turned into me. This has almost happened to me multiple other times. I ride extremely defensive to avoid being hit again. Protected turns would avoid this problem. I also get cutoff in roundabouts.</p> <ul style="list-style-type: none"> • I am from Bakersfield and it's amazing to me that the Bay Area hasn't developed a paved bike path like Bakersfield's. When I go home to visit my family; it's so nice to have a safe, paved bike path to ride on. There are lights and its clean unlike the tiny unsafe Lynch Creek Trai • We already have agreement on what we need. Goal #5-G-5 in Petaluma's General Plan 2025 reads, "Create and maintain a safe, comprehensive and integrated bicycle and pedestrian system throughout Petaluma that encourages bicycling and walking and is accessible to all." (p. 5-18)

<p>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 allowing <u>promoting</u> a diverse mix of uses.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Reinforce Downtown’s identity and role as the physical and symbolic center of the city. • 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. • <u>Improve the pedestrian experience by making streets safer, cleaner, and more inviting for pedestrians. Consider making some Downtown streets pedestrian-only.</u> • <u>Expand the Downtown tree canopy and consider making some Downtown streets pedestrian-only.</u> • Improve pedestrian and bicycle connections to and within the Downtown, <u>especially along the river.</u> • Improve the relationship between buildings, <u>businesses</u> and the riverfront. • Address traffic congestion and parking issues particularly as they relate to adjacent neighborhoods. • Encourage outdoor dining, retail, and other uses by downtown business. • <u>Add public community gathering spaces, including riverfront spaces.</u> 	<ul style="list-style-type: none"> • old rail line along river - contentious endeavour to convert, re envision the connection between waterfront and the rail line • add bicycle access and safety • beautify river banks • including more outdoor businesses along river, esp. downtown <ul style="list-style-type: none"> ○ trestle could be turned into a combination of flood control and beautification + new pedestrian space • flood control in downtown also needed • if golden eagle redone, should face the river, not hide from it • lack of riverfront public spaces - redoing these types of public spaces could help achieve a variety of other goals (family-friendly, walkable, inviting, etc) • careful about closing down streets with the traffic congestion issues city has • adding designated drop-off and pick up zones for lyft/uber/taxis in downtown • “allow diverse mix” → “promote” 	<ul style="list-style-type: none"> • Why not cyclists as well? give us a separate couple lanes to move around freely. I'm picturing my experiences in towns/cities in the Netherlands, downtown Montreal, Brooklyn NY, etc. • Connect the Lynch Creek Trail to the downtown corridor with SAFE pedestrian/bicycle paths protected from the traffic on E. Washington. • Let's explore the idea of closing Kentucky on a permanent basis and create a promenade with dining, benches, greenery etc. • We need a complete connected bikeway that links all of Petaluma with bikeable pathways that are safe for seniors and school-age children, safe to the extent that biking is a preferred method of transportation. • All outdoor activity will be enhanced by expanding the number of trees planted downtown. It is a known fact that trees are "sticky" and that people tend to linger in areas where trees provide cooling shade and natural beauty.
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Draft Guiding Principles and Supporting Concepts (public review draft + proposed revisions)	What changes are needed? (from the 11/18/21 GPAC meeting)	Workshop Comments
<ul style="list-style-type: none"> • Ensure all feel welcomed and culturally connected to the downtown. 		

Draft Guiding Principles and Supporting Concepts (public review draft + proposed revisions)	What changes are needed? (from the 11/18/21 GPAC meeting)	Workshop Comments
<p>7. Advance a forward-looking economic development strategy that focuses on diversity, opportunity, and innovation, and resilience.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> 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. Pursue “green” jobs and industries that help address the climate emergency <u>and advance a closed-loop, circular local economy.</u> Support small, local, and BIPOC¹-owned businesses through a variety of strategies including the potential for incubation spaces and mentorship. Support the creative reuse of vacant and underutilized spaces to build the local economy and support other city goals and initiatives. 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. 	<ul style="list-style-type: none"> interesting that econ develop was ranked low in the pop-ups but this topic is involved in many other topics is there a statement about supporting work from home in the long term? the entrepreneurs and small business owners, there aren’t many large employers in the city adding a concept about supporting small businesses and creating physical spaces for entrepreneurs, especially women, poc, young + creating programs and mentorship opportunities between small businesses & corporate and community +1 to resiliency -- resilient and forward looking strategies how can we as a community work to create circular systems & economy and close the loop in business with supply-waste-consumer having a holistic economic system with job availability for residents adding a metric that is focused on the # of people coming and going and lowering the # leaving determining how many people could use the smart train but don’t and how many would use it if there were more stops along it & incentivize using it to alleviate traffic concerns econ develop could include more innovative development and jobs instead of just retail -- hard to be forward thinking if not included into 	<ul style="list-style-type: none"> Define BIPOC I think resiliency needs to be added to the title here. Every city expenditure or contract over a certain amount should require the manufacturer/firm to have an effective carbon neutral program. Any financial investment (funds/banks, etc) should be carbon neutral investments Missing concept of strong economy based on local goods and services along with globally engaged technology robust economy. (includes city wide fast WiFi). Need strong tax base to remain stable.

¹ Black, Indigenous and People of Color

8. Implement regenerative design to preserve resources, adapt to address climate change, sea level rise, and adaptation challenges 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.

Supporting Concepts

- Use the Climate Emergency Framework to guide policy and both near- and long-term action to avoid catastrophic climate change.
- Expand green-carbon neutral buildings and landscapes.
- Recognize that urban development and nature must coexist and mutually support each other.
- Capitalize on Petaluma's natural assets (river, streams, trees, plains, etc.) to address climate change and sea level rise.
- Recognize that infill development helps to achieve sustainability outcomes.
- Achieve carbon neutrality by 2030.
- Take bold measures to address watershed management, water use and expected long-term drought conditions.
- Educate the community on the need for regenerative design.
- Make the city more resilient to natural and man-made disasters including sea level rise, fires, earthquakes, and flooding.
- Increase self-sufficient production of and equitable access to basic needs

- Please add your definition of "regenerative design" so all who read the document will have the same understanding of the concept.
- Can we please define "green" buildings? That statement can be change good or bad with their personal definition of green given the recent push for carbon neutrality, maybe swap "green" with "carbon neutral" or "carbon negative"?
- Who will do the educating and how? What does regenerative design look like? Are the solutions accessible to everyone?
- I'd like to see more reclaimed water solutions (gray water, rainwater catchment, rain gardens) permeable surfaces for all new infrastructure and curb cuts. Rebate programs for regenerative upgrades, adoptable designs, easy permit process, accessible list of experts who can help
- Take bold measures to increase tree canopy. You cannot capitalize on a resource that is not present. Our city suffers from a lack of native oak and others trees that provide shade and temperate cooling, habitat and carbon sequestering.
- Utilize the geographical center of town, currently the underused fairground site, to accommodate affordable housing, a new civic center, event center, skatepark and other features that encourage community usage meeting neighbors, and reduce traffic as this is a perfect TOD site
- Yes. Restore streams, gullies and wetlands to capture water and sequester carbon.
- Not sure how "regenerative" is different from sustainable. Does it have special meaning? Would be good to clarify how they define these terms, I think people will be confused otherwise. I view sustainable as maintaining

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<p>like food, shelter, energy, and communications.</p>		<p>the same, and regenerative as feeding back into the system and cycle in a way that creates a better tomorrow</p> <ul style="list-style-type: none"> • In-fill should include the largely vacant and hugely underused Fairgrounds space which is a huge community asset that is underused. I would like to see affordable housing, a civic center to include city hall, police dept and an event center that draws visitors and revenue also. • Incorporate specific goals for tree planting and urban forest management to ensure expansion of the urban canopy. Claremont, CA, has clear effective guidelines in their GP on pages 6-7 @ https://www.ci.claremont.ca.us/home/showdocument?id=15028. This is imperative

Draft Guiding Principles and Supporting Concepts (public review draft + proposed revisions)	What changes are needed? (from the 11/18/21 GPAC meeting)	Workshop Comments
<p>9. Ensure infrastructure supports infill development and addresses the impacts of climate change.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Maintain and continually improve the city’s infrastructure to support the evolution of the city and ensure a high quality of life in Petaluma. • Co-plan infrastructure improvements with urban development patterns the preservation and enhancement of the natural environment. • Incorporate new (and potential) climate impacts and hazards into the design of infrastructure systems so that infrastructure is resilient and “climate-ready.” • Expand equitable broadband access. • Prioritize the use of sustainable materials in infrastructure. 	<ul style="list-style-type: none"> • are we planning for the current data or the trend for the future? will there be more empty buildings in the future, in the city that exists 25 years from now? • growth of jobs in the bay area in past year - what has been the growth of jobs in petaluma? is the job-housing mix balanced with climate action considerations? • More creative parking strategies needed - Citywide level parking management plan with strategies for new proposals. • For more walkable community, some neighborhoods don’t have any services and should be important 	<ul style="list-style-type: none"> • Restrict tree removal in new development to retain the benefits of mature trees.

Draft Guiding Principles and Supporting Concepts (public review draft + proposed revisions)	What changes are needed? (from the 11/18/21 GPAC meeting)	Workshop Comments
<p>10. Physically, and psychologicallyPhysically, psychologically, and socially integrate and connect the East and West sides of town.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Integrate communities on the East and West sides of Petaluma through festivals and events and by locating facilities equitably throughout the city. • Improve existing east-west corridors with planted medians, street trees, and safe and accessible walking, cycling, and transit options. • Physically connect the East and West sides of Petaluma with new roadways, bicycle and pedestrian crossings, and multi-use options. • Evaluate and select physical connections at a system-wide level using holistic cost-benefit analysis. 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Add “drought resistant plantings” (in the planted medians) • "Crossings" puts the priority on vehicle traffic. As in, "crossing the street". I'd much prefer a phrase addressing "ped and bike specific pathways" to get us safely, quickly, and pleasantly across town. • and PLEASANT!!! • Rebuild Corona to seismic standard and that is bike and ped friendly. Build the Caulfield crossing to create a more accessible connection between East and West. this needs to be bike and ped friendly as well. • Need Council representation on the east side, possibly move to district based elections. • Rather than focusing on cross-town travel, focus on making both sides of town full-service cities so there is less demand to travel cross-town. Also, would we think differently about cross-town travel if the two sides were different cities? Nomenclature needn't be destiny. • Ad East and West corridors in and out of town need improvement. To and from coast and to and from Sonoma. Traffic getting heavier, thicker, and larger vehicles on these restricted roads. Work with county and state transport departments to improve EW corridors. • Institute city-supported tree planting in East Side neighborhoods to address traffic pollution from Hywy 101 and improve quality of life by addressing the effect HEAT ISLANDS.

<p>11. Promote social and economic justice to address structural social and economic inequities and racism.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Recognize the legacy and presence of structural racism and inequities in Petaluma and implement anti-racist policies and programs. • Continually evaluate City programs, policies, and funding decisions to understand who benefits from and who is impacted by each. • Advance language justice to ensure equitable access to information and equal opportunity to participate in democratic processes. • <u>Engage all residents in the decision-making process through culturally responsive community engagement efforts.</u> • <u>Ensure important informational materials are accessible for all levels of learning</u> • Protect undocumented Petaluma residents and work towards just immigration practices. • Ensure equitable access to <u>educational opportunities and</u> city resources <u>and</u>, services, and opportunities. • Promote and celebrate the heritage and culture of Petaluma’s diverse residents. • Recognize <u>and enable</u> each individual’s fundamental right to have their voices heard in the public process. 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Implement and Strengthen Independent Civilian Oversight of Policing.
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<p>12. Be a leader in advancing these guiding principles within the region and beyond.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> Continue to strategically partner and participate in collective solutions to advance regional and global issues. Lead by example. Serve as a regional resource and support responses to natural and man-made emergencies, including wildfires and earthquakes. 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> "We will participate in county and state government to support our pillars and values. We will lead in citizen participation in local government and volunteerism. We will lead in climate action including housing, transportation, carbon neutrality and nature-based solutions." Need to be more specific. on what we are leading in. I wonder if a concept of co leader/cooperation /combining resources with other cities is more appropriate. Such as River dredging plan could be a cooperative shared project. Take risks; invest in things that aren't generally considered to have a "return on investment," such as free transit. Take the lead in designing effective community based neighborhood tree planting stewardship programs.

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<p>13. Promote more affordable housing and a diversity of housing options.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Develop a diversity of housing types and choices throughout the city. • Provide life cycle housing for residents from young adults right out of high school or college to seniors aging in place. • <u>Increase housing affordability for residents at all income levels throughout the city.</u> • <u>Eliminate homelessness by ensuring safe and decent dignified housing for all.</u> 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • [New Supporting Concept] "Establish Petaluma as a leader in eliminating homelessness in our community. Ensure safe, decent housing for ALL. <ul style="list-style-type: none"> ○ Also: Meet housing needs for low income residents by converting existing underutilized properties to utilize the embodied carbon investment that's already been made" • Are you going to be incentivizing/mandating developers to create a certain amount of affordable housing with each development? • Reuse empty retail and office space for housing - for both homeless, and affordable and even new style community living for both young and old. This is a neat idea, but I struggle with it simply converting a big, empty box store to a series of rooms or apartments. That wouldn't be very pleasant living for those with rooms in the center. Office space would likely work better. • Prioritize housing and services for unhoused Petalumans. • I think that we will see the ongoing growth of the unhoused population. For sure, the "homeless" population is now already a significant land use in Petaluma. A guiding principle should include the fact that, going forward, we must support and nourish the growing unhoused folks

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<p>14. Prioritize infill development in appropriate locations throughout the City.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Avoid locating new development in environmentally sensitive <u>and high-hazard</u> locations. • Revitalize commercial corridors with a diverse mix of uses. • Support a diverse mix of uses and intensification around the existing and proposed SMART rail stations. • Pursue new development in the “midtown” area between the Petaluma River and Highway 101 (excluding the established neighborhoods). • Consider sensitive infill development of small multi-unit buildings in single-family residential neighborhoods throughout the city. • Prioritize development that <u>creates full-service neighborhoods that will</u> generate relatively fewer vehicle miles traveled per resident. 	<ul style="list-style-type: none"> • Pattern that you build matters even more - not just development. 	<ul style="list-style-type: none"> • Avoid locating new development in environmentally sensitive locations ESPECIALLY FLOOD ZONES. And fire corridors as well. • Can we prioritize getting local businesses in the corridors? Are there subsidies for rent or start up costs for small businesses to become established? • Attract a business that provides residents with a coop car membership. I forget the term but instead of owning a car the member reserve a car as needed. • We need to stop development on existing open land and make it a prohibition to do so until all infill properties have been utilized. Even then we need to resist building over our open space as it a limited resource that once lost can never be regained. • Love this [about Prioritize development that will generate relatively fewer vehicle miles...]

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<p><u>15. Ensure the health and wellness of all residents.</u></p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • <u>Reduce pollution and mitigate its impacts on neighborhoods and natural systems.</u> • <u>Guarantee individual and community food security, including equitable access to healthy, local food.</u> • <u>Support local farmers and food businesses.</u> • <u>Ensure equitable access to natural places, parks, playgrounds, and pedestrian and bicycle infrastructure.</u> • <u>Guarantee equitable access to health care and wellness services, including mental health services.</u> • <u>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.</u> 	<ul style="list-style-type: none"> • add food security as a supportive concept with a guiding principle • Food and healthcare might fit well together under a “wellness” principle • Fitting well under other pillars - Food security under Pillar 1 • Identifying any food deserts we may have • Creating a healthy community • Healthcare as a civic responsibility - walkabout community (fits under health and justice). 	<ul style="list-style-type: none"> • Food security <ul style="list-style-type: none"> ○ As Director of Petaluma Bounty, I would like to see Community Food Security to be incorporated into the Pillars & Guiding Principles. It crosses over all and yet is not mentioned or prioritized. https://tinyurl.com/fmc7m6y3 • Healthcare <ul style="list-style-type: none"> ○ There is not a guiding principle on healthcare, and there is only one bullet in #3 that mentions human health at all. We need to improve mental health outcomes, we need advocacy to grab county/state funding (measure O for instance). Strengthen the SAFE team, mentoring. ○ Agree that human health has to be included in this mix. Human health is impacted by where we live, access to healthy foods, access to nature (trees!), and opportunities to interact with others. Air pollution and the stress of poverty can take years off our lives.

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<p><u>16. Advance Petaluma as a hub for the arts, creativity, and innovation.</u></p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • <u>Recognize the role of artistic and creative endeavors in human expression, social cohesion, and innovation.</u> • <u>Strengthen support for the arts.</u> 	<ul style="list-style-type: none"> • Support needed for arts commission and creative process could be bolstered. agree with adding creativity and innovation <ul style="list-style-type: none"> ○ instead of pillar, as a guiding principle • Creativity/innovation - More people that live and work here, quality of life vs. businesses/industry that comes along with that. Measurable goals - what are we trying to achieve and metrics to track over time. • Specifically in open data sets (GIS) further investment is needed and creates opportunities for education and data is available to others to solve issues. • Setting milestones 	<ul style="list-style-type: none"> • Creativity and innovation <ul style="list-style-type: none"> ○ I would love to see a pillar called "Creativity and Innovation" with the idea that Petaluma wants to be a community that supports the arts specifically and creativity in diverse forms in general. This would include technical and social innovations. Adding that a community that supports creativity in many forms is a vital and welcoming community, economically and socially.