

Revised Draft Visioning Products

For GPAC Review

February 10, 2022

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Introduction and Background

“*Revised* Draft Visioning Products” Recommended by the GPAC Working Group

Changes Proposed by the GPAC Working Group to the “Final Draft Visioning Products” considered during the January 20, 2022 GPAC Meeting

Introduction

This document prepared for the February 17, 2022 General Plan Advisory Committee (GPAC) Meeting shares the progress made on the **Vision Statement, Pillars, and Guiding Principles and Supporting Concepts** by the ad hoc GPAC Working Group since the January 20, 2022 GPAC meeting. 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.

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 that the GPAC discussed during its January 20 meeting were based on that GPAC guidance as well as the Latinx engagement and Youth Survey that were completed in the interim. See Attachment B of the January 20 GPAC meeting packet for more information about those Draft Visioning Products.

The GPAC made considerable progress on potential revisions to the Visioning Products during its January 20 meeting (see Attachment A: Summary notes from the January 20, 2022 GPAC meeting), but more work was needed, so several GPAC members volunteered to continue making refinements as an ad hoc GPAC Working Group. After three meetings, they considered all GPAC and other community input, discussed a variety of additional revisions, and agreed on a set of proposed revisions for GPAC consideration.

Below are:

1. A "clean" version of the Working Group's proposed Vision Statement, Pillars of Petaluma, Guiding Principles, and Supporting Concepts ("*Revised* Draft Visioning Products" Recommended by the GPAC Working Group) and
2. A marked-up version showing the changes from the draft considered by the GPAC during the January 20 meeting (Changes Proposed by the GPAC Working Group to the "Final Draft Visioning Products" considered during the January 20, 2022 GPAC Meeting).

Note: The Working Group did not have time to consider changes to the Supporting Concepts. The revisions to the Supporting Concepts below reflect suggestions made by individual GPAC members.

“Revised Draft Visioning Products” Recommended by the GPAC Working Group

Draft Vision Statement for Petaluma in 2045

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

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

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

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

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

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

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

We are Petaluma.

Draft General Plan Pillars

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

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

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

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

Draft General Plan Guiding Principles

1. Achieve carbon neutrality by 2030 and equitably foster a sustainable and resilient community in which today's needs do not compromise the ability of the community to meet its future needs.
2. Preserve and enhance Petaluma's natural environment and surrounding open spaces.
3. Protect and restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and civic opportunities.
4. Promote social and economic justice to address structural social and economic inequities and racism.
5. Ensure the health and wellness of all residents.
6. Physically and psychologically integrate and connect the East and West sides of town.
7. Create a welcoming, affordable, accessible, and age- and family-friendly city.
8. Promote more affordable housing and a diversity of housing options.
9. Prioritize infill development in appropriate locations throughout the City.
10. Enhance Petaluma's historic downtown by preserving its historic character, expanding pedestrian and bicycle access and safety, providing public gathering spaces, and promoting a diverse mix of uses.
11. Honor, celebrate, and preserve Petaluma's heritage and historic character and its place in the modern city.
12. Prioritize cycling, walking, transit, and other transportation alternatives over automobiles.
13. Ensure infrastructure supports infill development and addresses the impacts of climate change.
14. Advance Petaluma as a hub for the arts, creativity, and innovation.
15. Advance a forward-looking economic development strategy that focuses on diversity, opportunity, innovation, and resilience.
16. Be a leader in advancing these guiding principles within the region and beyond.

Draft General Plan Guiding Principles with Supporting Concepts

- 1. Achieve carbon neutrality by 2030 and equitably foster a sustainable and resilient community in which today's needs do not compromise the ability of the community to meet its future needs.**
 - a. Use the Climate Emergency Framework to guide policy and both near- and long-term action to avoid catastrophic climate change.
 - b. Expand carbon neutral buildings and landscapes.
 - c. Recognize that urban development and nature must coexist and mutually support each other.
 - d. Capitalize on Petaluma's natural assets (river, streams, marshes, trees, plains, etc.) to address climate change and sea level rise.
 - e. Develop strategies to elevate the ecological and environmental benefits of existing parks and open spaces.
 - f. Recognize that infill development helps to achieve sustainability outcomes.
 - g. Achieve carbon neutrality by 2030.
 - h. Take bold measures to address watershed management, water use and expected long-term drought conditions.
 - i. Educate the community on the need for regenerative design.
 - j. Make the city more resilient to natural and man-made disasters including sea level rise, fires, earthquakes, and flooding.
 - k. Increase self-sufficient production of and equitable access to basic needs like food, shelter, energy, and communications.

- 2. Preserve and enhance Petaluma's natural environment and surrounding open spaces.**
 - a. Protect the natural environment, including wildlife corridors, as the foundation of ecological and human health.
 - b. Preserve Petaluma's identity, image, and sense of place that result from its relationship to natural features – the River, Sonoma Mountain, the hills, the creeks, grassland, wetland and marshland.
 - c. Preserve views of the hills and Sonoma Mountain.
 - d. Maintain the land outside the Urban Growth Boundary for open space, wildlife habitat and movement, agriculture, rural land uses, and protection from hazards.
 - e. Expand open spaces within and adjacent to the city.
 - f. Ensure the natural and built environment is resilient to flooding, fires, sea level rise, and other natural hazards.
 - g. Ensure equitable access to and enjoyment of Petaluma's natural environment.
 - h. Advance urban forest management and native plantings.
 - i. Increase the urban tree canopy.
 - j. Open Lafferty Ranch!

- 3. Protect and restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and civic opportunities.**
 - a. Restore the beauty and natural function of the Petaluma River.
 - b. Reinforce the city's identity as a river town.
 - c. Celebrate the role of the Petaluma River in the city's history, economy, recreation, and development patterns.
 - d. Recognize that the future economic, social, cultural, and environment of Petaluma is intertwined with the river.
 - e. Allow River Dependent Industrial uses to continue in a responsible manner.
 - f. Maintain and expand setbacks from the river to enhance its natural function and provide wildlife corridors.

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

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

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

5. Ensure the health and wellness of all residents.

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

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

- a. Integrate communities on the East and West sides of Petaluma through festivals and events and by locating facilities equitably throughout the city.
- b. Improve existing east-west corridors with planted medians, street trees, and safe and accessible walking, cycling, and transit options.
- c. Physically connect the East and West sides of Petaluma with new 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.
- e. Locate new public facilities and services in central locations.

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

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

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

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

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

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

- a. Avoid locating new development in environmentally sensitive and high-hazard locations.
- b. Revitalize commercial corridors with a diverse mix of uses.
- c. Support a diverse mix of uses and intensification around the existing and proposed SMART rail stations.
- d. Pursue new development in the “midtown” area between the Petaluma River and Highway 101 (excluding the established neighborhoods).
- e. Consider sensitive infill development of small multi-unit buildings and neighborhood commercial service centers 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.

10. Enhance Petaluma’s historic downtown by preserving its historic character, expanding pedestrian and bicycle access and safety, providing public gathering spaces, and promoting a diverse mix of uses.

- a. Reinforce Downtown’s identity and role as the physical and symbolic center of the city.
- b. Preserve Downtown’s historic buildings and features while allowing for infill development that harmoniously coexists with the historic character and expands the diversity of uses.
- c. Improve the pedestrian experience by making streets safer, cleaner, and more inviting for pedestrians. Consider making some Downtown streets pedestrian-only.
- d. Increase and nurture the Downtown tree canopy
- e. Improve pedestrian and bicycle connections to and within the Downtown, especially along the river.
- f. Improve the relationship between buildings, businesses and the riverfront.
- g. Address traffic congestion and parking issues particularly as they relate to adjacent neighborhoods.
- h. Develop creative parking strategies to reduce the real-estate demand for parking.
- i. Protect the continuity of retail street frontages.
- j. Encourage and facilitate outdoor opportunities for dining, retail, and other uses by downtown business.
- k. Add public community gathering spaces, including riverfront spaces.
- l. Ensure all feel welcomed and culturally connected to the downtown.

- 11. Honor, celebrate, and preserve Petaluma's heritage and historic character and its place in the modern city.**
 - a. Celebrate the city's early history dating back to the Miwok People, who were the historic stewards of the land.
 - b. Understand Petaluma's complete history and its people's diversity of stories.
 - c. Honor the city's rich agricultural heritage and grow the contemporary agricultural economy.
 - d. Celebrate the Petaluma River as the centerpiece of the City's ecology, heritage, and recreation.
 - e. Preserve historic railroad tracks and facilities as tangible connections to our identity.
 - f. Preserve, enhance, and celebrate Petaluma's historic assets and districts as they contribute to the city's distinct identity and character.
 - g. Require that the design of infill development complement, respect, and honor the historic context of the city and individual neighborhoods while not building false imitations.
 - h. In historic districts and adjacent to historic buildings, adapt and reuse historic buildings, add new, context-sensitive buildings, and allow for the evolution of the city.
 - i. Recognize and celebrate the diversity of cultures in Petaluma through events and culturally sensitive communication.
- 12. Prioritize cycling, walking, transit, and other transportation alternatives over automobiles.**
 - a. Work to reduce the use of automobiles, particularly those that burn gasoline.
 - b. Support a range of safe, attractive, practical, equitable, and carbon-neutral transportation alternatives with integrated land use and mobility strategies.
 - c. Redesign the transportation network and pedestrian-oriented and bicycle-friendly connections among neighborhoods, parks, natural areas, and common destinations.
 - d. Expand bicycle and pedestrian infrastructure, with a focus on improving safety, equity, and connectivity.
 - e. Expand electric charging infrastructure for a variety of transportation modes.
 - f. Expand local transit service and collaborate with partners to expand regional transit service and provide a well-coordinated hierarchy of transportation modes.
 - g. Advance innovative and emerging transportation, parking, and curb management alternatives.
 - h. Redesign streets to 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.
- 13. Ensure infrastructure supports infill development and addresses the impacts of climate change.**
 - a. Maintain and continually improve the city's infrastructure to support the evolution of the city and ensure a high quality of life in Petaluma.
 - b. Co-plan infrastructure improvements with urban development patterns and the preservation and enhancement of the natural environment.
 - c. Incorporate new (and potential) climate impacts and hazards into the design of infrastructure systems so that infrastructure is resilient and "climate-ready."
 - d. Expand equitable broadband access.
 - e. Prioritize the use of sustainable materials in infrastructure.
 - f. Develop strategies to elevate the ecological and environmental benefits of existing parks and open spaces

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

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

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

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

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

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

Changes Proposed by the GPAC Working Group to the “Final Draft Visioning Products” considered during the January 20, 2022 GPAC Meeting

All of the changes indicated below are incorporated into the “Revised Draft Visioning Products” above.

Draft Vision Statement for Petaluma in 2045

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

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

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

~~We relish in our spirited and distinct, distinctive neighborhoods that enable us to where we live, work, and play. We enjoy active, animated communities throughout our city along with an energetic historic downtown and. Our friendly walkable, beautiful, and nature-filled streets throughout our city. Our parks, bike urban forest, and accessible river, bike lanes and trails, 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 and to neighboring communities with human, electric, and hybrid transport.~~

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~~**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 By achieving carbon neutrality in 2030, we demonstrate that equitable, carbon-neutral, regenerative communities and economies are possible through action and collaboration with other cities, communities, and our region. We have adapted to hazards by restoring and leveraging our natural systems, modernizing infrastructure, adjusting patterns of development, and coming together as climate change with a community-driven, whole systems, and nature-based approach to development.~~

We are Petaluma.

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Draft General Plan Pillars

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

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, advance changes in our relationship with the natural environment, and plan for current impacts and those in the distant future.

Equity, Justice and Demographic Changes. Current demographic trends indicate that Petaluma will have an older, more diverse population well into the future. Petaluma is committed to advancing social and economic justice to create an inclusive and equitable city in which all can thrive.

The General Plan must prioritize supporting those who have been most affected by injustice and inequity and should advance bold action in terms of housing, transportation, public spaces and intergenerational and multi-cultural programs in order to take advantage of opportunities and meet challenges as they arise.

Participatory Decision-Making and Government Transparency of Government. The success in these endeavors will depend on an engaged community. Works and evolves best when all voices are engaged and participate in the decision-making process and a government that is open and transparent. 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.

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Draft General Plan Guiding Principles

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2. Preserve and enhance Petaluma's natural environment and surrounding open spaces.
3. Protect and restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and civic opportunities.
4. Promote social and economic justice to address structural social and economic inequities and racism.
- 4.5. Ensure the health and wellness of all residents.
- 2.6. Physically and psychologically integrate and connect the East and West sides of town.
- 3.7. Create a welcoming, affordable, accessible, and age- and family-friendly city.
- 4.8. Promote more affordable housing and a diversity of housing options.
- 5.9. Prioritize infill development in appropriate locations throughout the City.
10. Enhance Petaluma's historic downtown by preserving its historic character, expanding pedestrian and bicycle access and safety, providing public gathering spaces, and promoting a diverse mix of uses.
11. Honor, celebrate, and preserve Petaluma's heritage and historic character and its place in the modern city.
12. ~~Preserve and enhance Petaluma's natural environment and surrounding open spaces.~~
6. ~~Restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and economic opportunities.~~
13. Prioritize cycling, walking, transit, and other transportation alternatives over automobiles.
7. ~~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.~~
14. Ensure infrastructure supports infill development and addresses the impacts of climate change.
15. Advance Petaluma as a hub for the arts, creativity, and innovation.
16. 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.~~
17. Ensure infrastructure supports infill development and addresses the impacts of climate change.
18. Physically and psychologically integrate and connect the East and West sides of town.
19. Promote social and economic justice to address structural social and economic inequities and racism.
20. Be a leader in advancing these guiding principles within the region and beyond.
21. Promote more affordable housing and a diversity of housing options.
22. Prioritize infill development in appropriate locations throughout the City.
23. Ensure the health and wellness of all residents.
13. ~~Advance Petaluma as a hub for the arts, creativity, and innovation.~~

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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.
 - g. Encourage “adaptability” in new buildings and facilities.
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 historic railroad tracks and facilities as tangible connections to our identity.
 - e-f. Preserve, enhance, and celebrate 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— while not building false imitations.
 - h. In historic districts and adjacent to historic buildings, adapt and reuse historic buildings ~~and~~, add new, context-sensitive buildings, and allow for the evolution of the city.
 - i. Recognize and celebrate the diversity of cultures in Petaluma through events and culturally sensitive communication.
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, grassland, wetland and ~~the marshland~~marshland.
 - c. Preserve views of the hills and Sonoma Mountain.
 - d. Maintain the land outside the Urban Growth Boundary for open space, wildlife habitat and movement, agriculture, rural land uses, ~~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.
 - e-i. Increase the urban tree canopy.
 - i. Open Lafferty Ranch!

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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. Allow River Dependent Industrial uses to continue in a responsible manner.
- f. Maintain and expand setbacks from the river to enhance its natural function and provide wildlife corridors.
- g. Enhance the interface between the river and the built environment with urban design.
- h. Expand connectivity to, along, and across the river, including restoration of the trestle.
- i. Orient development to both protect and connect to the river.
- j. Update and then implement the Petaluma River Access and Enhancement Plan.

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, practical, equitable, and carbon-neutral transportation alternatives with integrated land use and mobility strategies.
- c. Redesign the transportation network and pedestrian-oriented and bicycle-friendly connections among neighborhoods, parks, natural areas, and common destinations.
- d. Expand bicycle and pedestrian infrastructure, with a focus on improving safety, equity, and connectivity.
- e. Expand electric charging infrastructure for a variety of transportation modes.
- f. Expand local transit service and collaborate with partners to expand regional transit service and provide a well-coordinated hierarchy of transportation modes.
- g. Advance innovative and emerging transportation, parking, and curb management alternatives.
- h. Redesign streets to 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 and nurture the Downtown tree canopy.
- e. Improve pedestrian and bicycle connections to and within the Downtown, especially along the river.
- f. Improve the relationship between buildings, businesses and the riverfront.
- g. Address traffic congestion and parking issues particularly as they relate to adjacent neighborhoods.
- h. Develop creative parking strategies to reduce the real-estate demand for parking.
- i. Protect the continuity of retail street frontages.
- j. Encourage and facilitate outdoor opportunities for dining, retail, and other uses by downtown business.

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- i-k. Add public community gathering spaces, including riverfront spaces. ▲
- j-l. 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. ▲**
- 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 and advance a closed-loop, circular local economy. ▲
 - Support small, local, and BIPOC-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. ▲
- f. Incentivize employing local residents, contractors and service providers.
- 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. ▲**
- Use the Climate Emergency Framework to guide policy and both near- and long-term action to avoid catastrophic climate change. ▲
 - Expand 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, marshes, trees, plains, etc.) to address climate change and sea level rise. ▲
- e. Develop strategies to elevate the ecological and environmental benefits of existing parks and open spaces.
- e-f. Recognize that infill development helps to achieve sustainability outcomes. ▲
- f-g. Achieve carbon neutrality by 2030. ▲
- g-h. Take bold measures to address watershed management, water use and expected long-term drought conditions. ▲
- h-i. Educate the community on the need for regenerative design. ▲
- i-j. Make the city more resilient to natural and man-made disasters including sea level rise, fires, earthquakes, and flooding. ▲
- j-k. 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. ▲**
- 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 and 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. ▲
- f. Develop strategies to elevate the ecological and environmental benefits of existing parks and open spaces
- 10. Physically and psychologically integrate and connect the East and West sides of town. ▲**

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- 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.
 - e. Locate new public facilities and services in central locations.
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.
 - d. Encourage the exploration of “experimental” policies, ordinances, infrastructure.
13. **Promote more affordable housing and a diversity of housing options.**
- a. Look for opportunities to re-purpose existing vacant or under-utilized buildings of all types.
 - ~~a-b.~~ Develop a diversity of housing types and choices throughout the city.
 - ~~b-c.~~ Provide life cycle housing for residents from young adults right out of high school or college to seniors aging in place.
 - ~~c-d.~~ Increase housing affordability for residents at all income levels throughout the city.
 - ~~d-e.~~ 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 and neighborhood commercial service centers 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.

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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.

- ~~f. Reduce pollution and mitigate its impacts on neighborhoods and natural systems.~~
- ~~g. Guarantee individual and community food security, including equitable access to healthy, local food.~~
- ~~h. Support local farmers and food businesses.~~
- ~~e. Ensure equitable access to natural places, parks, playgrounds, and pedestrian and bicycle infrastructure.~~ Recognize the role of artistic and creative endeavors in human expression, social cohesion, and innovation.
- f. Strengthen support for the arts.
- g. Incorporate the arts in all city functions and facilities.
- h. Maintain an active and accessible Petaluma Arts Center.
- ~~i. Provide infrastructure.~~
- ~~j. Guarantee equitable access to health care and wellness services, including mental health services and venues for artists and the arts.~~

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