CITY OF PETALUMA
GENERAL PLAN UPDATE

Date: February 10, 2022

To: General Plan Advisory Committee (GPAC) members

From: General Plan Update Team

Subject: Areas of Discussion and Key Strategies Diagrams

As has been discussed during recent GPAC meetings, 2021 community engagement activities were designed to inform both the Visioning and Alternatives phases of the General Plan Update project. The two primary graphic work products of the Visioning Phase that inform the Alternatives phase are the **Areas of Discussion** map and the **Key Strategies Diagram**. This memo introduces the latest drafts of these two graphic work products, their origins, and how they will be used to inform work during the Alternatives phase.

Areas of Discussion Map

Areas of Discussion Map Evolution

This map is intended to graphically display areas where land use is expected to change or be enhanced in the future. During the next phase in the GPU planning process, alternative future land use changes will be explored in the mapped Areas of Discussion.

The map has been developed through a deliberate and iterative community engagement process:

- Based on existing conditions analysis, GPAC input, and community input during the Area Meetings held in August and September, key "areas of discussion" were mapped by the General Plan Update Team (see the brief area profiles in the appendix). The map encircled potential areas of land use change (e.g., areas to explore development and redevelopment) in the city, sphere of influence, and previously identified possible UGB expansion locations. The initial map of the discussion areas did not include the relative degree of change that would be envisioned or desired for these areas.

- More detailed input was then solicited from the GPAC in September and through additional community engagement. During the Visioning Workshop, community members provided feedback on what level of change they felt was appropriate for each area (on a scale of 0 to 5, from "no change" to "transform"). Likewise, pop-up participants identified areas where they would like to see open space, different types of

housing, mixed-uses, offices, retail, and industry. This generally helped identify where change would be welcome.

- During the November 2021 GPAC meeting, after considering public input, the GPAC provided additional guidance for clarifying the purpose of the map, clarifying map features, and adjusting area boundaries.
- Finally, this community and GPAC input was incorporated into the revised Areas of Discussion map included with this memo. In this revised map, all major areas of the city have been identified for either "enhancement," some degree of "evolution," or for further analysis. Likewise, the previously-identified potential UGB expansion areas are identified as a "strong candidate," "not appropriate," or needing further analysis.

Degrees of Land Use Change in Areas of Discussion

This map reflects community input on the Degrees of Land Use Change across the city as well as on potential Urban Growth Boundary expansion. Specifically, the map corresponds with Visioning Workshop polling results:

Candidates for Future Land Use Change – Levels of Evolution

- "Evolve High" Areas: Workshop participants indicated that redevelopment options should be explored for Area I (E Washington between 101 and the river).
- Workshop participants indicated that the bulk of the encircled areas on the map merit consideration for "some redevelopment" but not transformation.
    - "Evolve Medium" Areas: On average, workshop participants indicated that more redevelopment is appropriate in the "Evolve Medium" areas – A, E, G, and K.
    - "Evolve Low" Areas: On average, workshop participants indicated that less redevelopment is appropriate in the "Evolve Low" areas – D, H, and L.
- "Unsure/Continue Analysis" Areas: Areas B, C, J, and P were identified by workshop participants as candidates for land use change, but more analysis and community discussion are needed before the level of change will be clear.

Candidates for Enhancements

- "Enhance" Areas: Workshop participants indicated that Areas F, M, N, and O should primarily be maintained "as is" with limited change in uses. Otherwise, "Enhance" areas on the map are primarily existing residential neighborhoods, outside of areas of anticipated land use change. The focus in these areas will be on quality-of-life improvements like greater walkability, park enhancements, and more trees.

Potential Urban Growth Boundary (UGB) Expansions

- "Strong Candidate" for Expansion Areas: Workshop participants indicated that the UGB expansion area near the planned North SMART Station should be considered as a potential expansion area.
- "Unsure/Continue Analysis" Expansion Areas: Workshop participants had mixed feelings about the UGB expansion area in the southeast corner of the city. More analysis and community discussion are needed.

- "Not Appropriate" Expansion Areas: Workshop participants indicated that expansion is not appropriate south of the City between 101 and the river. Both that area and the expansion area to the north of the city are prone to flooding.

Future Planning with the Areas of Discussion Map

The next phase of the planning process, the development of alternatives for Petaluma's future, will start with the Areas of Discussion map. Specifically, alternative land use changes will be considered for the Areas of Discussion according to the degree of change indicated on the map. In addition, further analysis and community engagement will inform options explored for areas that require continued analysis and discussion.

Key Strategies Diagram

Key Strategies Diagram Evolution

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

The Key Strategies reflect the following work:
- Visioning public engagement (2020 City survey, area meetings, pop-ups, workshop)
- GPAC input and direction, including guidance on the vision, pillars, guiding principles, and areas of discussion
- Existing Conditions Reports (and related technical studies).

In other words, the Key Strategies are the General Plan Update Team's expression of what we have heard and learned so far regarding the key physical improvements, evolutions, and long-term change of different parts of the City that could occur over the next 20-30 years.

Key Mapped Strategies

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

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

Open Space and Mobility

1. Create a connected parks and multi-use (pedestrian and bicycle) path network
2. Enhance public access to the river wherever feasible
3. Expand the Urban Separator Path around the City's periphery
4. Complete key ped/bike crossings to enhance mobility between East and West Petaluma
5. Expand the network of connections across the river in Downtown and Midtown
6. Provide new and enhance existing public parks in identified locations throughout the City and Sphere *(proposed park locations are from the 2008 General Plan)*
7. Provide natural habitats along creeks and in open spaces for different species

Land Use Change Areas

8. Continue to ensure an economically successful Downtown and Theater District through supportive land use/design regulations and public investments
9. Attract higher-density housing to the Downtown SMART Station
10. Encourage redevelopment of river-adjacent opportunity sites (such as the River Plaza)
11. Explore options for the future of the Fairgrounds Site
12. Explore ecologically innovative redevelopment of Adobe Creek Golf Club including housing
13. Encourage low-rise housing and mixed-use infill near and along Petaluma Blvd South
14. Encourage context-appropriate infill and implement streetscape/safety improvements along East Washington Blvd and in Midtown
15. Encourage mixed-use/residential infill with active ground floors along Petaluma Blvd North
16. Encourage the evolution of North McDowell Blvd into a more active, mixed-use corridor

Potential Expansions

17. Explore UGB expansion to support transit-oriented development near the future SMART station (contingent on completion of station)
18. Study/consider potential UGB expansion to support farmworker and affordable housing near Ely Road

Neighborhood Character and Design

19. Consider expansion of historic districts on the City's West side (such as along D Street)
20. Foster infill/redevelopment of small mixed-use activity centers in key locations all across the City
21. Evolve auto-centric shopping centers into lively, multi-use, social gathering spaces
22. Provide enhancements in existing residential neighborhoods (i.e., urban forest, streetscape, green infrastructure, pedestrian/bicycle improvements, slow streets, park equipment, etc.)
23. Strengthen the sense of entryway into the city with new and improved gateways

Flooding, Sea Level Rise, and Sustainability

24. Avoid or restrict new development in wildfire and flood-prone areas
25. Explore nature-based solutions to manage flooding in key open spaces adjacent to the river
26. Implement marsh + wetland enhancement and storm/flood protection at the mouth of the Petaluma River
27. Improve flood protection for mobile home parks

Future Planning with the Key Strategies Diagram

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

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

Appendix: Areas of Discussion Profiles

Area	Key Features and Landmarks
A	- North McDowell Blvd corridor, from the City limits to Corona Creek - Land uses: office, retail, warehousing/light industrial, lodging, mobile homes - Landmarks: Lagunitas Brewery, Telecom Valley, USPS, future N. Petaluma SMART station, Casino, Kohl's
B	- Properties north of Corona Rd between 101 and Stony Point Rd and the Petaluma River - Land uses: commercial, industrial, agricultural, mobile homes - Landmarks: Pumpkin Patch, Leisure Lake Mobile Home Park, Golf Center
C	- Land north of the river straddling Corona Creek - Land uses: rural residential, retail, warehousing, vacant land
D	- Santa Rosa Junior College area - Public institutional use surrounded by single-family homes and a commercial center - Features: Leghorn's Park, Leghorn Marketplace
E	- Between N McDowell Blvd and 101, from Corona Creek to E Washington, plus Washington Square - Land uses: commercial, warehousing, office, multifamily, mobile homes - Features: Deer Creek Village Mall, The Plaza, DMV, Recology, Lynch Creek Trail
F	- Undeveloped land between the Outlets and Lynch Creek, north of Petaluma River and south of 101 - Land uses: open space, vacant - Features: Lynch Creek Trail, Petaluma River, trail along SMART line
G	- Both sides of Petaluma Blvd North from Morning Cloak Way/Petaluma River to the edge of Downtown at Penry Park - Land uses: commercial, retail, dining, multifamily, single-family residential - Features: Lucky Supermarket, Mi Pueblo, Cedar Grove Park
H	- Downtown Petaluma, from the River to Penry Park to Bodega Ave over to D Street - Land uses: housing over commercial, dining/entertainment, retail, offices, civic uses, parking - Features: Theater District, Maker's Alley, Hotel Petaluma, Petaluma Market
I	- Both sides of E Washington between 101 and the river; area around Lakeville Highway by the SMART station - Land uses: commercial, office, agricultural/industrial, multifamily - Features: River Plaza Mall, Target Mall, Clover Bottling Plant, Turning Basin
J	City-owned properties that constitute the Sonoma County Fairgrounds

	- Land uses: public/civic, open space/recreational, vacant - Features: Fairgrounds, Speedway, Playland, Regional Library, Petaluma Swim Center
K	- Properties west of 101, north of the river, and east of the Fairgrounds - Land uses: riverfront industrial, logistics, lodging, educational, commercial recreation, commercial - Features: Army National Guard, McNear Channel, Payran Street, San Antonio High School
L	- Both sides of Petaluma Blvd South, up to the river, and down to Ravina Lane/Caulfield Lane - Land uses: retail, offices, riverfront industrial, single-family, townhouses/lowrise apartments - Features: Walnut Park, Veteran's Building, McNear Landing Park
M	- The Marina and other nearby non-residential properties on both sides of Lakeville Highway - Land uses: lodging, retail/shopping, self-storage, offices - Features: the Marina, Petaluma Marsh, Sheraton
N	- Land at the corner of the Crinella Drive and Casa Grande Road - Land uses: vacant and educational/public - Features: Casa Grande High School, Crinella Park, Sonoma Mountain School, Food Distribution Center
O	- Employment center on the south side of Lakeville Highway and north of Shollenberger Park - Land uses: warehousing, tech office, life science/R&D, vacant land/open space - Features: USPS annex, FedEx, Kaiser Medical Offices, Petaluma Poultry, Adobe Creek
P	- Adobe Creek golf course and associated homes - Land uses: open space/golf, single-family residential - Features: Adobe Creek, Adobe Creek golf course and country club, abandoned golf course, PG&E substation
1	15 acres north of the Telecom Valley area - Land Use: actively farmed
2	15-acre area North of Corona Road and the SMART rail line - Land use: farmland/grazing land - Features: next to the future SMART station
3	120-acre site east of Southgate Park, north of Lakeville Highway, and near a tributary of the Petaluma River - Land use: partially active farmland
4	80 acres that straddle the railroad line and the riverfront on the City's southern edge

Areas of Discussion
2/10/22 Draft for GPAC review

Degree of Land Use Change

- **Evolve - High**
- **Evolve - Medium**
- **Evolve - Low**
- **Unsure/Continue Analysis**
- **Enhance** (emphasis on new neighborhood commercial and other quality of life improvements; potential for small-scale infill due to SB9)
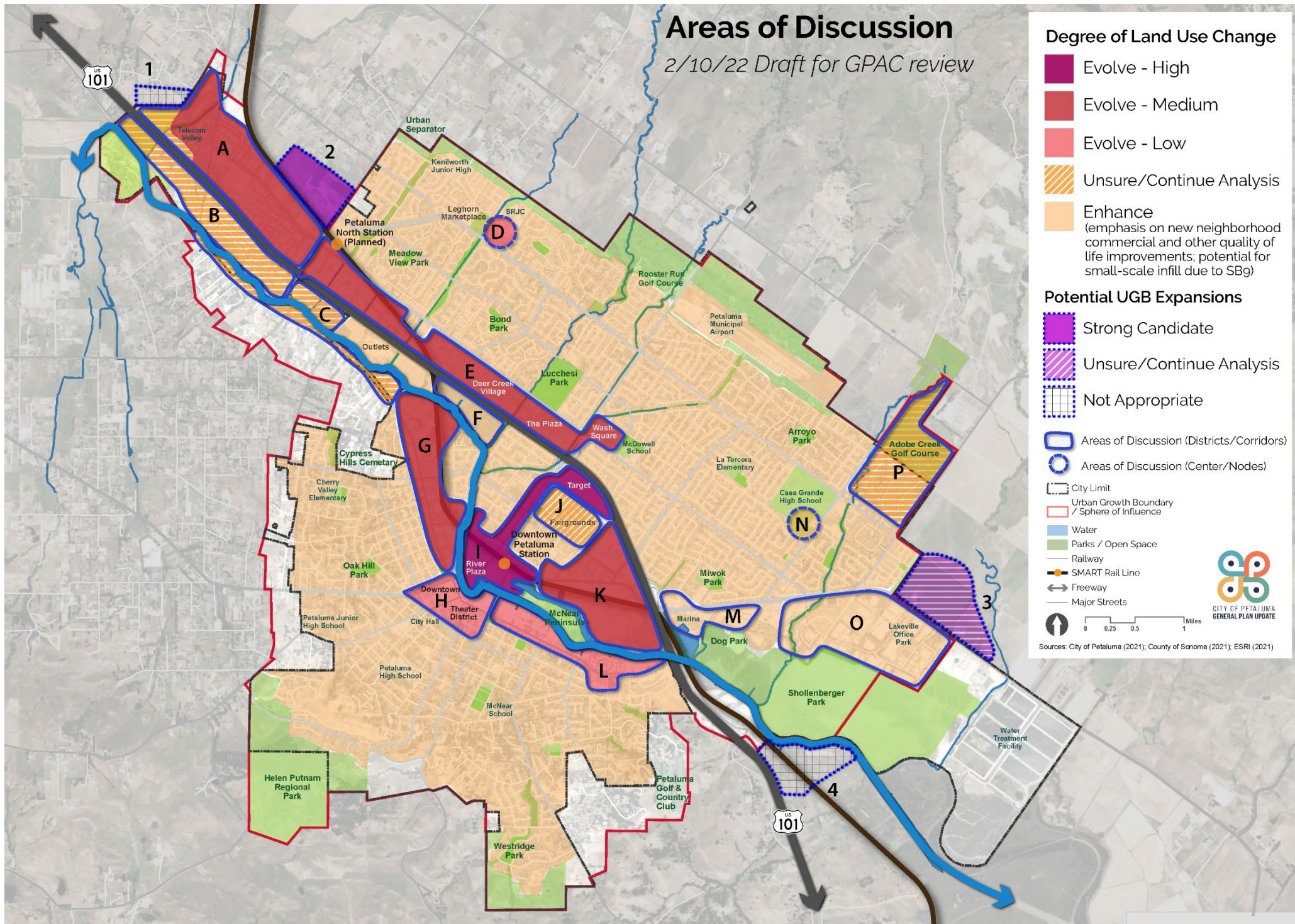
Potential UGB Expansions

- **Strong Candidate**
- **Unsure/Continue Analysis**
- **Not Appropriate**

- Areas of Discussion (Districts/Corridors)
- Areas of Discussion (Center/Nodes)
- City Limit
- Urban Growth Boundary / Sphere of Influence
- Water
- Parks / Open Space
- Railway
- SMART Rail Line
- Freeway
- Major Streets

0   0.25   0.5   1 Miles

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Sources: City of Petaluma (2021); County of Sonoma (2021); ESRI (2021)

US 101

Telecom Valley

Urban Separator

Kenilworth Junior High

Petaluma North Station (Planned)

Leghorn Marketplace

SRJC

Meadow View Park

Rooster Run Golf Course

Petaluma Municipal Airport

Bond Park

Outlets

Deer Creek Village

Lucchesi Park

The Plaza

Wash Square

McDowell School

Arroyo Park

Cypress Hills Cemetary

Cherry Valley Elementary

La Tercera Elementary

Casa Grande High School

Adobe Creek Golf Course

Oak Hill Park

River Plaza

Target

Fairgrounds

Downtown Petaluma Station

Miwok Park

Downtown Theater District

City Hall

McNear Peninsula

Marina

Dog Park

Lakeville Office Park

Petaluma Junior High School

Helen Putnam Regional Park

Petaluma High School

McNear School

Shollenberger Park

Water Treatment Facility

Petaluma Golf & Country Club

Westridge Park

US 101

A B C D E F G H I J K L M N O P
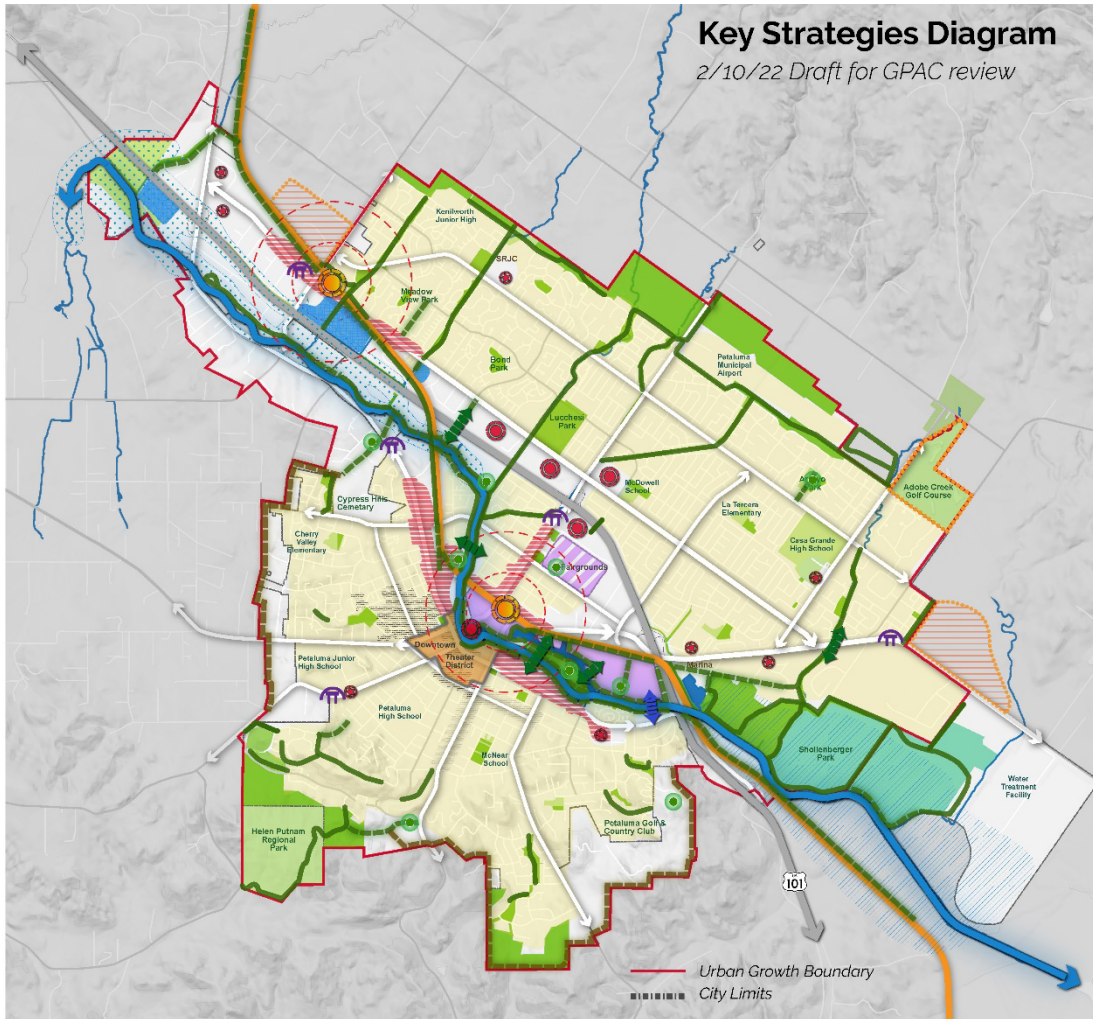
Key Strategies Diagram
2/10/22 Draft for GPAC review

OPEN SPACE AND MOBILITY

1 Create a connected parks and multi-use (pedestrian and bicycle) path network
- Existing Trail/Greenway
- Proposed Trail/Greenway

2 Enhance public access to the river wherever feasible
- Petaluma River

3 Expand the Urban Separator Path around the City's periphery
- Potential Future Urban Separator Path

4 Complete key ped/bike crossings to enhance mobility between East and West Petaluma

5 Expand the network of connections across the river in Downtown and Midtown
- Proposed Bike/Ped Connection
- Planned Street Connection over River

6 Provide new and enhance existing public parks in identified locations throughout the City and Sphere

7 Provide natural habitats along creeks and in open spaces for different species
- Conceptual Future Park Location (2008 General Plan)
- Public Parks
- Open Space/Golf Course/Other
- Wetland or Marsh

LAND USE CHANGE AREAS

8 Continue to ensure an economically successful Downtown and Theater District through supportive land use/design regulations and public investments
- Downtown Petaluma

9 Attract higher-density housing to the Downtown SMART Station
- Transit-Oriented Center
- SMART Rail Line

10 Encourage redevelopment of river-adjacent opportunity sites (such as the River Plaza)
- Areas with High Potential for Land Use Change

11 Explore options for the future of the Fairgrounds Site
- County Fairgrounds Site

12 Explore ecologically innovative redevelopment of Adobe Creek Golf Club including housing
- Adobe Creek Golf Club (closed)

13 Encourage low-rise housing and mixed-use infill near and along Petaluma Blvd South

14 Encourage context-appropriate infill and streetscape/safety improvements along East Washington Blvd and in Midtown

15 Encourage mixed-use/residential infill with active ground floors along Petaluma Blvd North

16 Encourage the evolution of North McDowell Blvd into a more active, mixed-use corridor
- Corridors with Potential for Mixed-Use Evolution

POTENTIAL EXPANSIONS

17 Explore UGB expansion to support transit-oriented development near future SMART station (contingent on completion of station)

18 Study/consider UGB expansion for farmworker and affordable housing near Ely Road
- Potential Areas of UGB Expansion

NEIGHBORHOOD CHARACTER AND DESIGN

19 Consider expansion of historic districts on the City's West side (such as along D Street)
- Existing Historic Districts

20 Foster infill/redevelopment of mixed-use activity centers in key locations all across the City
- Small Mixed-Use Center

21 Evolve auto-centric shopping centers into lively, multi-use, social gathering spaces
- Retail Centers with Potential for Change

22 Provide enhancements in existing residential neighborhoods (i.e. urban forest, streetscape, green infrastructure, pedestrian/bicycle improvements, slow streets, park equipment, etc.)
- Existing Low-Density Residential Areas

23 Strengthen the sense of entryway into the City with new and improved gateways
- Gateway Enhancements

FLOODING, SEA LEVEL RISE, AND SUSTAINABILITY

24 Avoid or restrict new development in wildfire and flood-prone areas

25 Explore nature-based solutions to manage flooding in key open spaces adjacent to the river
- Flood Control Improvements

26 Implement marsh + wetland enhancement and storm/flood protection at the mouth of the Petaluma River
- River Mouth / Bay Transition Zone Improvements

27 Improve flood protection for mobile home parks
- Mobile Home Parks with Flooding Concerns

Urban Growth Boundary
City Limits