#### Draft Vision Statement

Petaluma is rooted in the relationship between our people and the land. We recognize and acknowledge that Petaluma **is on the traditional territory and homeland of** the Coast Miwok Nation and the town name is derived from the native people.

Our identity evolves from our respect for the lands of Petaluma, including ~~our Miwok heritage~~, our deep agricultural legacy, our river and slough, and preserved open spaces~~, we holistically protect our natural landscapes and habitats both within and outside our community.~~ We sustain resilient ecosystem for humans, wildlife, and the earth.

~~We are caring and connected. We~~ ~~celebrate our differences by~~ ~~fostering relationships~~ We foster and promote a sense of belonging ~~nclusive spaces~~ for the diverse communities that form Petaluma. Our engaged citizenry and local government ensure equity, opportunity and access ~~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 for all ages made of vibrant mixed used neighborhoods where people live, work and play, 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 many housing choices, convenient access to healthy local food and recreation, and an educational system that builds leaders for generations. We support all our residents with accessible city services and ~~rooted in dignity~~. opportunities to build wealth for ~~Petaluma and~~ all ~~citizens~~ residents 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 and around town without a car.

~~We are creative. The arts bring meaning, whimsy, innovation, and imagination to our lives.~~ Our community is filled with trees, connections to accessible open space and art in a variety of colors, textures, materials, and forms. We ~~foster~~ build beauty in the arts, resilient architecture and innovative design citywide ~~ecosystem~~ that is accessible for all and fosters wellbeing . ~~our artists have the opportunityresources 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 are well prepared for climate change, natural disasters and health alerts ~~hazards~~ by restoring, preserving, protecting and expanding and ~~leveraging~~ our natural and built systems with active plans to improve and enhance the ongoing wellbeing of Petaluma.

We have demonstrated to the region and the world that equitable, carbon-neutral, regenerative communities and economies are possible having achieved Carbon Neutrality in 2030.

We are Petaluma.

#### Draft General Plan Pillars – should only be 3

**Carbon Neutrality, Climate 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 advance Climate Action in every chapter to find new ways of thinking, ~~changes~~ to increase ~~in~~ our relationship with the natural environment, planning for current climate impacts and putting into place protections and directions for the distant future as a responsibility towards generations to come.

**Equity and Social Justice.** To ensure equitable access to wealth, health, well-being, justice, privileges, and opportunity regardless of race, gender, sexual orientation, political, economic, or other circumstances, Petaluma is committed to advancing social and economic justice ~~to create an inclusive and equitable city~~ in which all can thrive~~.~~ Participatory Decision-Making and Transparency of Governmentshould 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.

**Geographic Context.** Petaluma is ~~a unique community. It is~~ distinguished by the Sonoma Mountain watershed and the creeks that flow into the central Petaluma River and tidal slough, the coastal wind and fog blowing in from the west, the surrounding greenbelt and the intact native oak and riparian habitat. Petaluma’s agricultural heritage, the historic downtown and neighborhoods, legacy of nationally recognized planning and growth management, river recreation, diverse communities, and engaged and forward-thinking population shape our City. The General Plan must preserve Petaluma’s unique geographic context. ~~character.~~

~~. 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.~~ (A supporting Concept rather than a Pillar)

**~~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.~~ This should fold into Equity, Diversity and Inclusivity.

#### **Draft General Plan Guiding Principles**

1. Focus on the 2030 Carbon Neutral directive to achieve it.
2. Ensure the health and wellness of all residents.
3. Promote more affordable housing and a diversity of housing options
4. Prioritize cycling, walking, transit, and other transportation alternatives for a comprehensive and integrated system that is accessible to all.”
5. Preserve and enhance Petaluma’s natural environment and surrounding open spaces.
6. Advance a forward-looking economic development strategy that focuses on diversity, opportunity, innovation, and resilience.
7. Promote social equity and economic justice to address structural social and economic inequities~~. and racism.~~
8. Prioritize infill development in appropriate locations throughout the City.
9. Enhance Historic Downtown by preserving its character and improving livability.
10. Honor, celebrate, and preserve Petaluma’s heritage and historic character

and its place as a modern city.

1. ~~Create a welcoming, affordable, accessible, and age- and family-friendly city~~. Redundant to #2. Change to a supporting concept.
2. ~~Restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and economic opportunities~~. Include in #4 as supporting concept
3. ~~Enhance Downtown as the heart of Petaluma 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.~~Supporting concept in #9
4. ~~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~~.Part of #1
5. ~~Ensure infrastructure supports infill development and addresses the impacts of climate chang~~e. Part of #1 and #7 already
6. ~~Physically and psychologically integrate and connect the East and West sides of town.~~Part of #2 supporting concept
7. ~~Be a leader in advancing these guiding principles within the region and beyond.~~supporting concept of #1

#### **Draft General Plan Guiding Principles with Supporting Concepts**

1. **Focus on the 2030 Carbon Neutral directive to achieve it.**
   1. Use the Climate Emergency Framework to guide policy and both near- and long-term action to avoid catastrophic climate change.
   2. ~~Expand~~ Build only carbon neutral buildings and landscapes.
   3. Recognize that urban development and nature must coexist and mutually support each other.
   4. Capitalize on Petaluma’s natural assets (river, streams, trees, plains, etc.) to address climate change and sea level rise. Explain what this means? Preserving floodways?
   5. ~~Recognize that~~ Require infill development helps to achieve sustainability outcomes.
   6. ~~Achieve carbon neutrality by 2030~~.Redundant
   7. Take bold measures to address watershed management, water use and expected long-term drought conditions.
   8. Educate the community on the need for regenerative design.
   9. Make the city more resilient to natural and man-made disasters including sea level rise, fires, earthquakes, and flooding.
   10. Increase self-sufficient production of and equitable access to basic needs like food, shelter, energy, and communications.
   11. **~~Ensure infrastructure supports infill development and addresses the impacts of climate change.~~ Relocate to infill**
   12. ~~Maintain and continually improve the city’s infrastructure to support the evolution of the city and ensure a high quality of life in Petaluma.~~ **Relocate to infill**
   13. ~~Co-plan~~ Whole systems design for infrastructure improvements and ~~with~~ urban development to preserve and enhance ~~the preservation and enhancement of~~ the natural environment.
   14. Incorporate new (and potential) climate impacts and hazards into the design of infrastructure systems so that infrastructure is resilient and “climate-ready.”
   15. Expand equitable broadband access.
   16. Prioritize the use of sustainable materials and efficient safe technology in infrastructure.
   17. Undertake whole systems design.
   18. Plan ahead - 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.
   19. Advance the efforts of Cool Petaluma city wide and beyond.
   20. Be a leader in advancing these concepts within the region and beyond
2. **Ensure the health and wellness of all residents.** 
   1. Create a welcoming, affordable, accessible, and age- and family-friendly city.
   2. prioritize supporting those who have been most affected by injustice and facilitate future decision-making that advances equity and rectifies past harms.
   3. Focus on children’s needs – support education, childcare, family leave, access to health and nutrition.
   4. Reduce pollution and mitigate its impacts on neighborhoods and natural systems.
   5. Guarantee individual and community food security, including equitable access to healthy, local food.
   6. Support local farmers and food businesses.
   7. Ensure equitable access to natural places, parks, playgrounds, and pedestrian and bicycle infrastructure.
   8. Guarantee equitable access to health care and wellness services, including mental health services.
   9. 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.
   10. Expand our hospital’s ER and storage of items for safety in the disaster events
3. **Promote more affordable housing and a diversity of housing options**
   1. Locate housing near public transit, jobs, services and schools.
   2. Create a pattern of vibrant mixed used neighborhoods where people live, work and play.
   3. Develop a diversity of housing types and choices throughout the city.
   4. Provide life cycle housing for residents from young adults right out of high school or college to seniors aging in place.
   5. Increase housing affordability for residents at all income levels throughout the city.
   6. Eliminate homelessness by ensuring safe and dignified housing for all.
   7. Develop multiple complete neighborhoods - safe and walkable with retail, services, parks, and schools conveniently accessed in a 15 minute radius.
4. **Prioritize cycling, walking, transit, and other transportation alternatives for a comprehensive and integrated system that is accessible to all.”**
   1. Develop multiple complete neighborhoods - safe and walkable with retail, services, parks, and schools conveniently accessed in a 15 minute radius.
   2. Improve the physical and psychological connections of the East and West sides of town
   3. Integrate communities on the East and West sides of Petaluma ~~through festivals and events and~~ by locating facilities equitably throughout the city.
   4. Improve existing east-west corridors with planted medians, street trees, and safe and accessible walking, cycling, and transit options.
   5. Physically connect the East and West sides of Petaluma with new ~~roadways~~, bicycle and pedestrian crossings, and multi-use options.
   6. ~~Evaluate and select physical connections at a system-wide level using holistic cost-benefit analysis.~~(this is a method not a supporting concept)
   7. ~~Work to reduce the use of automobiles, particularly those that burn gasoline.~~
   8. Support a range of safe, attractive, equitable, and carbon-neutral transportation alternatives with integrated land use and mobility strategies.
   9. Redesign the transportation network and pedestrian-oriented and bicycle-friendly connections among neighborhoods, parks, natural areas, and common destinations.
   10. Expand bicycle and pedestrian infrastructure, with a focus on improving safety, equity, and connectivity.
   11. Expand electric charging infrastructure for a variety of transportation modes.
   12. Expand local transit service and collaborate with partners to expand regional transit service.
   13. Advance innovative and emerging transportation, parking, and curb management alternatives.
   14. Redesign streets to prioritize pedestrian-oriented, bicycle,- and transit-friendly travel, including improved lighting, crossings, and bus shelters.
   15. Support increased transit use by focusing development near existing and future transit facilities.
   16. Reroute truck traffic out of neighborhoods.
5. **Preserve and enhance Petaluma’s natural environment and surrounding open spaces.** 
   1. Protect the natural environment, including wildlife corridors, as the foundation of ecological and human health.
   2. 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.
   3. Preserve views of the hills and Sonoma Mountain.
   4. Maintain the land outside the Urban Growth Boundary for agriculture, rural land uses, open space, and protection from hazards.
   5. Expand open spaces within and adjacent to the city.
   6. Ensure the natural and built environment is resilient to flooding, fires, sea level rise, and other natural hazards.
   7. Ensure equitable access to and enjoyment of Petaluma’s natural environment.
   8. Advance urban forest management and native plantings.
   9. Increase the urban tree canopy.
   10. Restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, ~~entertainment, and economic~~ opportunities.
   11. Restore the beauty and natural function of the Petaluma River.
   12. Reinforce the city’s identity as a river town.
   13. Celebrate the role of the Petaluma River in the city’s history, economy, recreation, and development patterns.
   14. Recognize that the future economic, social, cultural, and environment of Petaluma is intertwined with the river.
   15. Maintain and expand setbacks from the river to enhance its natural function and provide wildlife corridors.
   16. Enhance the interface between the river and the built environment with urban design.
   17. Expand connectivity to, along, and across the river, including restoration of the trestle.
   18. Orient development to both protect and connect to the river.
   19. Update and then implement the Petaluma River Access and Enhancement Plan.
6. **Advance a forward-looking economic development strategy that focuses on diversity, opportunity, innovation, and resilience.** 
   1. 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.
   2. Pursue “green” jobs and industries that help address the climate emergency and advance a closed-loop, circular local economy.
   3. Support small, local, and BIPOC-owned businesses through a variety of strategies including the potential for incubation spaces and mentorship.
   4. Support the creative reuse of vacant and underutilized spaces to build the local economy and support other city goals and initiatives.
   5. 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.
   6. Encourage Shops and stores that are community support oriented – food, beverage, music, art, physical arts, readings, theatre, dance, meditation, educational venues, and gathering places instead of the pursuit of status-oriented goods.
   7. Reduce retail to organized event shops or house parties for the sale of goods and commerce becomes a venue for connection rather than a lonesome act.
   8. Building materials resources are made here in new manufacturing companies located in repurposed and outmoded retail big boxes.
7. Promote social equity and economic justice to address structural social and economic inequities. ~~and racism.~~
   1. Welcome everyone regardless of age, race, ethnicity, gender, ability, sexual orientation, education, or socioeconomic status.
   2. Create an age- and family-friendly city that allows residents to “age in place.”
   3. Focus on children’s needs – support education, childcare, family leave, access to health and nutrition.
   4. Ensure Systematic fair treatment by and within governmental, social, cultural, and community institutions.
   5. Develop multiple complete neighborhoods - safe and walkable with retail, services, parks, and schools conveniently accessed in a 15 minute radius.
   6. Provide community-centered services.
   7. Ensure physical accessibility to public buildings and spaces.
   8. Prioritize new parks and commercial centers in neighborhoods that presently lack them.
   9. Establish a balanced mix of housing types and uses that allow all residents and businesses to prosper.
   10. Establish more polling places and more voter registration outreach to increase resident access to voting.
   11. Recognize the legacy and presence of structural racism and inequities in Petaluma and implement anti-racist policies and programs.
   12. Continually evaluate City programs, policies, and funding decisions to understand who benefits from and who is impacted by each.
   13. Advance language justice to ensure equitable access to information and equal opportunity to participate in democratic processes.
   14. Engage all residents in the decision-making process through culturally responsive community engagement efforts
   15. Ensure important informational materials are accessible for all levels of learning
   16. Protect undocumented Petaluma residents and work towards just immigration practices.
   17. Ensure equitable access to educational opportunities and city resources and services.
   18. Promote and celebrate the heritage and culture of Petaluma’s diverse residents.
   19. Recognize and enable each individual’s fundamental right to have their voices heard in the public process.
8. **Prioritize infill development in appropriate locations throughout the City.** 
   1. Avoid locating new development in environmentally sensitive and high-hazard locations.
   2. Revitalize commercial corridors with a diverse mix of uses.
   3. Support a diverse mix of uses and intensification around the existing and proposed SMART rail stations.
   4. Pursue new development in the “midtown” area between the Petaluma River and Highway 101 (excluding the established neighborhoods).
   5. Consider sensitive infill development of small multi-unit buildings in single-family residential neighborhoods throughout the city.
   6. Prioritize development that creates full-service neighborhoods that generate relatively fewer vehicle miles traveled per resident.
9. **Enhance Historic Downtown by preserving its character and improving livability.** 
   1. Reinforce Downtown’s identity and role as the physical and symbolic center of the city.
   2. Expand pedestrian and bicycle access and safety, provide public gathering spaces, and promote a diverse mix of uses.
   3. 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.
   4. Improve the pedestrian experience by making streets safer, cleaner, and more inviting for pedestrians. Consider making some Downtown streets pedestrian-only.
   5. Expand the Downtown tree canopy
   6. Improve pedestrian and bicycle connections to and within the Downtown, especially along the river.
   7. Improve the relationship between buildings, businesses and the riverfront.
   8. Address traffic congestion and parking issues particularly as they relate to adjacent neighborhoods.
   9. Encourage outdoor dining, retail, and other uses by downtown business.
   10. Add public community gathering spaces, including riverfront spaces.
   11. Ensure all feel welcomed and culturally connected to the downtown.
10. **Honor, celebrate, and preserve Petaluma’s heritage and historic character and its place as a modern city.** 
    1. Celebrate the city’s early history dating back to the Miwok People, who were the historic stewards of the land.
    2. Understand Petaluma’s complete history and its people’s diversity of stories.
    3. Honor the city’s rich agricultural heritage and grow the contemporary agricultural economy.
    4. Celebrate the Petaluma River as the centerpiece of the City’s ecology, heritage, and recreation.
    5. Preserve and enhance Petaluma’s historic assets and districts as they contribute to the city’s distinct identity and character.
    6. Allow for the evolution of the city while celebrating the history and preserving the historic resources that provide character and identity.
    7. Require that the design of infill development complement, respect, and honor the historic context of the city and individual neighborhoods.
    8. In historic districts and adjacent to historic buildings, adapt and reuse historic buildings and add new, context-sensitive buildings.
    9. **Advance Petaluma as a hub for the arts, creativity, and innovative design solutions.**
    10. ~~Recognize and celebrate the diversity of cultures in Petaluma through events and culturally sensitive communication.~~