



CITY OF PETALUMA GENERAL PLAN UPDATE

Date: February 11, 2022
To: General Plan Advisory Committee (GPAC) members
From: General Plan Update Team
Subject: February 17, 2022 GPAC Meeting

This memo is intended to help you prepare for the GPAC meeting on February 17, 2022. The primary objective of the meeting is to make a recommendation to the City Council on the revised Vision Statement, Pillars of Petaluma, Guiding Principles, and Supporting Concepts.

In addition, we will share brief updates about the project, related initiatives, and next steps, including the Housing Element and moving into the Alternatives phase of the General Plan Update. The GPAC will also discuss a draft “Key Strategies” Diagram that bridges the Visioning and Alternatives phases of the project and initiate GPAC Working Groups.

Background: Vision and Guiding Principles

During the January 20th GPAC meeting, the GPAC discussed the draft Vision Statement, Pillars of Petaluma, Guiding Principles, and Supporting Concepts. Lots of progress was made on potential revisions (see Attachment A: Summary notes from the January GPAC meeting), but more work was needed. Several GPAC members volunteered to continue making refinements as an ad hoc GPAC Working Group. After three meetings, they agreed on a set of proposed revisions for GPAC consideration. Attachment B: Revised Draft Visioning Products includes 1) a “clean” version of the Working Group’s proposed Vision Statement, Pillars of Petaluma, Guiding Principles, and Supporting Concepts and 2) a marked-up version showing the changes from the draft considered by the GPAC during the January 20th meeting.

As the culminating work products of the Visioning Phase, which serve as a foundation for the General Plan Update, the Visioning Products must articulate a compelling and inclusive future. Please take the time to review the Revised Draft Visioning Products in advance of the meeting. With a very full meeting agenda, we hope that, after the Working Group introduces the proposed revisions, the GPAC will make a positive recommendation to the City Council by a roll call vote.

Background: Key Strategies Diagram

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. The two primary graphics representing the input captured during the Visioning Phase are the Areas of Discussion Map and the Key Strategies Diagram. The Areas of Discussion Map and Key Strategies Diagram memo (Attachment C) introduces the latest drafts of these “works in progress.”

The Areas of Discussion Map graphically displays areas where land use is expected to change or be enhanced in the future. This draft of the map was developed through a deliberate and iterative community engagement process including several previous GPAC meetings as detailed in Attachment C. During the next phase in the GPU planning process, alternative land use changes will be explored in these Areas of Discussion. Because it has been informed by so much previous input and is a *starting point* for the next phase in the planning process (as opposed to being a draft component of the General Plan), the latest draft of the Areas of Discussion map is being shared with the GPAC as an informational item.

In contrast, the Key Strategies Diagram, which is also included in Attachment C, will be introduced for the first time to GPAC and the community on February 17th and will be discussed in small groups during the session. The Key Strategies Diagram graphically summarizes many of the “big ideas” for Petaluma’s physical development that have emerged so far during the General Plan Update process. The Key Strategies reflect a combination of community input during the Visioning Phase, GPAC guidance, and key findings from the technical analysis of existing conditions.

Since the General Plan Update is ongoing, the Key Strategies Diagram is a work in progress. In the near term, it will be used to advance the Alternatives Phase of the GPU, starting with the “what if” scenarios. Ultimately, a refined version of the Key Strategies 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.

As a work in progress, GPAC feedback on this initial draft is invaluable. In preparation for the meeting discussion, please consider these questions while reviewing Attachment C:

- Does the Key Strategies Diagram accurately reflect what we have heard and learned so far regarding the key physical improvements, evolutions, and long-term changes of different parts of the City that could occur over the next 20-30 years?
- What Key Strategies may be missing?
- Should any Key Strategies be revised or removed?

Background: GPAC Working Groups

The purpose of GPAC Working Groups is for GPAC members to collaborate with other knowledgeable and active community members to make topic-specific recommendations in support of the General Plan Update. During the November 18, 2021 GPAC meeting, we outlined a proposed approach to GPAC Working Groups, and the GPAC provided guidance on Working Group topics and membership. Based on GPAC input as well as recent and past experiences with ad hoc GPAC Working Groups, we have drafted Working Group Guidance for your feedback and consideration (Attachment D).

In preparation for the February 17th GPAC meeting, please consider these questions while reviewing Attachment D:

- Are the proposed Working Group Topics the right topics? Should any be changed, removed, or revised?
- Which Working Group(s) are you most interested in joining?
- Since Working Groups will be self-coordinated, what types of support from the General Plan Update Team would be most helpful?
- How can Working Groups best complement (rather than duplicate) the work of other City and community-based groups by focusing on recommendations that advance the General Plan Update?

- How can Working Groups best identify non-GPAC members while keeping the Working Groups representative yet manageable?

Time permitting, we hope to give Working Groups some time during the meeting to get organized.

If you have any questions, please contact David García (dgarcia@cityofpetaluma.org). Thank you, and we look forward to seeing you next week!

Attachments:

Attachment A: Summary notes from the January 20, 2022 GPAC meeting

Attachment B: Revised Draft Visioning Products

Attachment C: Areas of Discussion and Key Strategies Diagrams memo

Attachment D: Working Group Guidance