

GPAC Meeting Summary

November 15, 2021, 6:30-9:00 PM

Introduction

Meeting Access

All GPAC Meetings are public and are accessible via Zoom and television (PCA channel). Meeting details are posted on the City’s Meetings site: www.cityofpetaluma.org/meetings/

Agenda

- Welcome
- Public Comment
- Project Updates
- Recent Community Input + Small Group Discussion
- Public Comment
- Next Steps
- Final GPAC Thoughts

Attendance

There were 14 total members of the General Plan Advisory Committee (GPAC) members in attendance, as well as members of the public. The following GPAC members were present:

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| 1. Dave Alden | 8. John Shribbs |
| 2. Jessie Feller | 9. Joshua Riley Simmons |
| 3. Sierra Downey | 10. Janice Cader Thompson |
| 4. Yensi Jacobo | 11. Bill Wolpert |
| 5. Roger Leventhal | 12. Roberto Rosila Mares |
| 6. Kris Rebillot | 13. Stephanie Blake |
| 7. Bill Rinehart | 14. Phil Boyle |

The following GPAC members were absent:

1. Ali Gaylord
2. Mary Dooley
3. Erin Chmielewski
4. Delia Diaz
5. Iliana Inzunza Madrigal

The following City and consultant staff were present at the meeting:

City of Petaluma:

Heather Hines – Community Development Director, *City of Petaluma*

Eric Roberts – Planner, *City of Petaluma*

Maria Galvez – *Spanish Interpreter*

Consultant Team:

Ron Whitmore - *Raimi + Associates*

Michelle Hernandez - *Raimi + Associates*

Dave Javid - *Plan to Place*

Paul Kronser - *Plan to Place*

Meeting Summary

The focus of the 7th GPAC meeting was to review the results of the recent engagement activities, including the Pop-ups and Visioning Workshop, and discuss potential revisions to the “Pillars of Petaluma,” “Guiding Principles,” and the “Areas of Discussion” map. Other meeting objectives included: providing an overview of the next phase of work and identifying additional opportunities for GPAC involvement in the General Plan Update process.

Welcome

The Spanish interpreter, Maria Galvez, explained how to utilize the simultaneous interpretation tool on Zoom for attendees who wanted to listen in Spanish. Dave followed by taking a roll call attendance for GPAC members.

Public Comment

No public comments were presented at the beginning of the meeting.

Project Updates

The Existing Conditions Reports and White Papers - which are foundational technical reports that inform subsequent steps in the planning process - are almost complete, with only one report pending. These reports have been presented to thirteen City Committees and Commissions. The feedback from these meetings will be reviewed, analyzed, and addressed.

Youth and the Latinx community are two groups that have been underrepresented in previous engagement events, and the general plan team, with help from GPAC members, is planning focus groups, surveys, and in-person presentations to better engage and hear from these specific groups.

The City of Petaluma has been selected as one of three cities to receive a Cool City Challenge grant. This grant will help boost social networks and support systems to make Petaluma a more climate resilient city.

Gina Benedetti-Petnic gave an update on the recent October 24th storm impacts, which was an equivalent of a 100-year probability storm event and broke flood and storm records in the Petaluma region. The storm caused localized flooding and a few Sanitary Sewer Overflows (SSO) at various points around town. Petaluma's Ellis Creek Water Recycling Facility did not have any overflows and was able to capture much of the extra stormwater that flowed into the facility.

Discussion of Recent Community Input

The planning team has gathered public feedback on the Pillars & Guiding Principles, the Areas of Discussion, and the vision for the future of Petaluma through a variety of community engagement activities. The GPAC has previously seen and given feedback on the Areas, the Pillars, and the Guiding Principles, but this discussion provided another opportunity to respond to the public's comments on these work products.

Small Group Discussions

GPAC members and members of the public were split into two breakout rooms to discuss the public feedback gathered for the Pillars & Guiding Principles and the Areas of Discussion. GPAC members were asked to respond to the following questions:

- Pillars and Guiding Principles
 - What changes are needed at high-level based on community feedback?
- Areas of Discussion
 - Should any areas be removed from the discussion?

The workshop results and the discussion comments from both groups can be found in the Appendix, where they are sorted by question.

Public Comment

The following is a summary of comments received from members of the public during the final round of public comment.

- A member of the public asks the GPAC to read and keep in mind the information they shared on Petaluma's natural environment, wildlife, and the various species that also live within Petaluma. Petaluma has its own wildlife corridors that need to be considered in this planning process since more and more animals will be crossing through town and having more interactions with humans.
- A hypothesis for the low votes for the Economic Development priority at the Pop-Ups is that the climate and environmental priorities are longer- and medium-term goals that people care more about. Economic development needs to match the goals within the sustainability priorities so that they develop together.
- Another hypothesis for the low votes for the Economic Development priority is that people understand that it has been overemphasized for so long that people are lifting up environmental issues instead. Additionally, the City needs to consider having a localized energy storage system and grid so that they are not dependent on PG&E.

- For the areas of discussion, is the team taking into consideration what these areas actually are? Or are they just making assumptions about what is there? Also, design should be added to the creativity & innovation idea in the pillar & principles conversation.

Next Steps and Upcoming Meetings

The next steps in the General Plan Process include revising the Pillars & Guiding Principles, revising the Areas of Discussion to inform the Vision Diagram work product, and creating a Vision Statement that will be presented to the City Council for adoption. The GPAC was also asked to begin writing draft vision statements that consider the visions expressed by the community in the engagement activities.

In early 2022, GPAC members will be invited to form topic-specific working groups where they can develop ideas or concepts that should be considered for the General Plan, including goals, programs, policies, and metrics of success. This approach will continue to evolve and be finalized in early 2022.

Additionally, the planning team will be meeting with the City Council on December 20th and with the Climate Action Committee in December and January. The next GPAC meeting will be January 20th, 2022.

Final GPAC Thoughts

There were various comments and considerations brought up at the end of the meeting by GPAC members:

- We need to be clear about the use of the words “sustainable” and “regenerative” because they do not mean the same and as a city, we are trying to achieve regenerative systems.
- We need to keep in mind the changes happening in the world and how they apply to Petaluma (ex. Supply chain issues, unprecedented effects of the pandemic, etc.). These considerations are key in planning for the future.
- As the GPAC acts as ambassadors, it would be great to keep track of stories people share about the future and how the general plan would impact their lives or communities – bring back the whole process, and ground it, in the people and community of Petaluma.

The meeting was adjourned at approximately 9 PM.

Appendix

Small Group Discussion

Pillars

Draft Pillar	Workshop Comments	What changes are needed?
<p>Community Character Petaluma is a unique community. It is distinguished by its history as a river town, geographic location, natural environment, legacy of growth management, and forward-thinking population. The General Plan must preserve Petaluma’s distinctive character.</p>	<ul style="list-style-type: none"> • Add “and small-town feel” • Add “Supporting local agriculture” • Nonpolluting - dog poo dumping along river needs attention, homeless garbage, and ensure our recycling is actually recycled after Recology hauls it away. Ban single use plastic water bottles at hotels. Have them install water filter in lobby. • Interesting potential but need to protect. Community character needs to allow opportunities for families of different income levels to live and access the city. If only high income people can afford to live here, so many of the existing diverse families will be displaced. 	<ul style="list-style-type: none"> • add “preserving agricultural heritage and history” and “current agricultural community” <ul style="list-style-type: none"> ◦ especially considering agricultural businesses developed in downtown • +1 to the small town feel, city still has the agricultural feeling that isn’t reflected in the current statement • city also has high community involvement & engagement, “an engaged community” needs to be added • petaluma is a pioneer in different industries and areas, the community asks for more aggressive environmental & carbon neutrality action • the last sentence: conflicting because we do want to preserve but also want space to innovate, not letting the preservation inhibit climate action and advancement • Add reference to collection of historical buildings that is a character defining part of our community • Preservation of historic neighborhoods, unique to town • Supporting agriculture and artists
<p>Equity and Justice Petaluma is committed to advancing social and economic justice to create an inclusive and equitable city for all. The</p>	<ul style="list-style-type: none"> • Support people first, and the environment per climate change. NOT DEVELOPERS, as is currently, apparently, the driving 	<ul style="list-style-type: none"> • add the opportunity to thrive idea • “avoids” - could be revised into a different term -- could be flipped positive/active terms - “decision making that facilitates equity”

<p>General Plan should prioritize supporting those who have been most affected by injustice and facilitate future decision-making that facilitates equity avoids inequities and rectify past harms.</p>	<p>force in this GP process. Example: pushing out the urban growth boundary.</p> <ul style="list-style-type: none"> To steal Kaiser's tag line - Petaluma should be a place where all residents have opportunities to thrive. The GP needs to include anti racist and anti bias training in social services and first responders - need programs and actions that back up these pillars, especially equity & justice. 	<ul style="list-style-type: none"> include anti-racist and the ideas in last comment + the actions in this sentence that can be incorporated into this pillar Income gap and how it relates to equity, while education is a key to income Petaluma provides good education for all ages Important to have access to services and resources (education is one component) but there are many others.
<p>Climate Action, Resilience and Sustainability Petaluma is committed to bold action to achieve carbon neutrality and to building resilience to climate change impacts, including sea level rise, increasing temperatures, drought, and wildfire intensity. The General Plan should advance new ways of thinking, changes in our relationship with the natural environment, and planning for current impacts and those in the distant future.</p>	<ul style="list-style-type: none"> "Measurable" needs to be added. Anyone can say "bold action" we need strong ordinances with tough consequences to make sure action is bold No housing in eco-sensitive land This update of our General Plan is unlike any other. This update must guide us from business-as-usual to a resilient, equitable, carbon-neutral future within 8 years. We absolutely must be willing to engage in bold, broad brushstrokes. How is it decided how much a city grows? Green and natural spaces need to be protected. How can we make sure people respect these ideas? We know what happens when we interfere with nature - wildfires, climate change, etc. agree because need to maintain and care for our river and natural elements in order to maintain the community character We need to avoid making things worse. Environmental impacts change our development and other areas of life! 	<ul style="list-style-type: none"> "nature based solutions" should be emphasized in approach (instead of high tech solutions) the first bullet point - having a goal in mind and including actions that lead up to that goal Bold measurable actions to reduce CO2 emissions 0 by 2030 (Borrow from existing framework and AIA statement for COP) Needs to be realistic how we get there (what is the goal we are going to strategize for)
<p>Participatory Decision-Making and Transparency of Government</p>	<ul style="list-style-type: none"> I don't see this in the guiding principles. We need independent civilian oversight (of policing for instance, of budget 	<ul style="list-style-type: none"> is there a way to have periodic updates on how we are measuring against the goals and

<p>The community works and evolves best when all voices are engaged and participate in the decision-making process. The General Plan should reflect the perspectives of Petaluma's diverse population, ensure that opportunities to engage in public dialogue are accessible to all residents, and set the stage for solving future challenges with integrity, creativity and collaboration.</p>	<p>allocations such as ARPA). All data on expenditures (including salaries, purchases and invoices from contractors) should be open data.</p> <ul style="list-style-type: none"> • Figure out how to get beyond the constraints of standard meeting protocol to REAL DIALOGUE. Serial comments do not constitute dialogue; they stifle and exclude it. • Is there a way to include metrics of the success of the participatory process in ways that goes beyond quantities but looks also at the quality of collaboration, creativity, etc. • Ecological priority is our vision • While participation is great - city staff (e.g. public works, building department, police) must be committed to follow-through. Vision will not be reached under status quo. • Can also think about how much are people involving themselves in the process? Especially since there are opportunities but people may not think they have the ability to get involved 	<p>actions over time? - to help rebuild trust in the city</p> <ul style="list-style-type: none"> • outreach to communities, especially disadvantaged groups, needs to be continuous and have an established system, feedback loop, that makes it easy for folks to contribute and are listened to - avoid the frustration and standardize an engagement system that allows groups to be listened to • how can you have equity when the city council is not really paid for their time and effort? - not sure where it ties in but is related to transparency and equity • Results should be covered under equity and justice • Replace pillar (as suggested by public) inserting creativity as a pillar instead. • Support needed for arts commission and creative process could be bolstered.
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Guiding Principles

Draft Guiding Principles and Supporting Concepts	Workshop Comments	What changes are needed?
<p>1. Create a welcoming, affordable, accessible, and age- and family-friendly city.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Welcome everyone regardless of age, race, ethnicity, gender, ability, sexual orientation, or socioeconomic status. • Create an age- and family-friendly city that allows residents to “age in place.” • Create complete neighborhoods so that retail, services, parks, and schools are easily accessible to all residents. • Provide community-centered services. • Prioritize new parks and commercial centers in neighborhoods that presently lack them. • Establish a balanced mix of housing types and uses that allow all residents and businesses to prosper. 	<ul style="list-style-type: none"> • Complete neighborhoods, complete streets, etc are great. Walkable neighborhoods that aren't car dependent, where all my needs are met within walking distance (bank, grocery, restaurants, etc). • Include in park planning a connectivity strategy linking all parks together for foot and bike traffic. Don't make every park a sports field, but instead create locations in which local residents can "unwind" and gather, fostering social capital. 	<ul style="list-style-type: none"> • Redefine the street network to create a more active realm, and ours are very car based. Look at the purpose/network of streets and how they function. (Overlaps with #5)
<p>2. Honor, celebrate and preserve Petaluma's heritage and historic character and its place in the modern city.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Celebrate the city's early history dating back to the Miwok People, who were the original Historic stewards of the land. 	<ul style="list-style-type: none"> • "Complementing" the historic character is really open to interpretation. "Context-sensitive" can be interpreted overly strictly in a historicist fashion. Is there a way that we have language that supports good architecture as well? • There is a lot of emphasis on Petaluma as a modern city but I don't hear anyone pointing out that Petaluma's small town "feel" is an important aspect of its' charm. This needs to be preserved. 	<ul style="list-style-type: none"> • original → historic stewards • Maintain high standards of design for structures - important to include • Revise codes to better facilitate modifications to historic resources • With SB35 - to protect integrity, we'll need to come up with Objective Development Stds. • Design costs from builders • Uniformity of design and keep the funky-ness

<ul style="list-style-type: none"> • Understand Petaluma’s complete history and its people’s diversity of stories. • Honor the city’s rich agricultural heritage and grow the contemporary agricultural economy. • Celebrate the Petaluma River as the centerpiece of the City’s ecology, heritage, and recreation. • Preserve and enhance Petaluma’s historic assets and districts as they contribute to the city’s distinct identity and small-town character. • Allow for the evolution of the city while celebrating the history and preserving the historic resources that provide character and identity. • Require that infill development complement, respect, and honor the historic context of the city and individual neighborhoods. • In historic districts and adjacent to historic buildings, adapt and reuse historic buildings and add new, context-sensitive buildings. • Recognize and celebrate the diversity of cultures in Petaluma through events and culturally sensitive communication. 	<ul style="list-style-type: none"> • I’d be careful with the wording here, because I don’t believe this is a commitment to ensuring infill development continues to be single family homes, but instead multi-family (which doesn’t necessarily mean apartment - it could be duplex and triplex like Montreal, for example). Especially if the multi-family unit infill matches the core of downtown architecturally, density-wise, etc. • Set a high design standard for our downtown, infill properties. Demand high-quality architecture and standardize minimum facade breaks, upper floor modulation and inventive mixed use that will attract the appropriate developers. 	<ul style="list-style-type: none"> • Best parts of cities have never been planned - no form based code (bad experience) Adopted SMART code • Good design doesn’t have to cost more, but needs to be workable and meet the needs of community • Small town feel - do we want to preserve that? Petaluma is a distinctive place. • Feels a little ‘dangerous’ • Instead of phrase, open and inclusive town - wanting a small town refers to keeping it a certain size. • Take out characteristics of small town that would relate to Petaluma residents • Berkeley vs. Oakland as an example and then moving to Petaluma felt like you were coming to a sense of place/identity. • Term ‘Small town’ feel folksy but has meaning and encapsulates other goals here -- I know people, can walk to where I need to go. Wouldn’t want to remove, but restate or make it more objective
<p>3. Preserve and enhance Petaluma’s distinct urban edge, surrounding open spaces and natural environment.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Protect the natural environment as the foundation of ecological and human health. 	<ul style="list-style-type: none"> • Ensure agricultural heritage is honored (i.e. PPSC Petaluma Bounty) can still serve as a commercial farm within the city limits • An experimental farm would be amazing. • So important, especially for the Westside which has become a super hot micro-climate of cement and asphalt. • I’ve lived in cities with green belts surrounding the entire (https://en.wikipedia.org/wiki/Greenbelt_(Ottawa)) 	<ul style="list-style-type: none"> • wildlife corridor (many animals are crossing town) needs to be enhanced and preserved, especially because of the increased interactions with bears, other animals and the city where animals are going farther for food sources + more humans moving into nature leads to more interactions <ul style="list-style-type: none"> ○ also recording more movement

<ul style="list-style-type: none"> • Preserve Petaluma’s identity, image, and sense of place that result from its relationship to natural features – the River, Sonoma Mountain, the hills, the creeks, and the marshlands. • Preserve views of the hills and Sonoma Mountain. • Maintain the land outside the UGB for agriculture, rural land uses, open space, and protection from hazards. • Expand open spaces within and adjacent to the city. • Ensure the natural and built environment is resilient to flooding, fires, sea level rise, and other natural hazards. • Ensure equitable access to and enjoyment of Petaluma’s natural environment. • Advance urban forest management and native plantings. • Increase the urban tree canopy. 	<p>a)). Petaluma, with the access to the river and the mountains is an ideal candidate for this type of preservation technique.</p> <ul style="list-style-type: none"> • Urban forest management practices should include ongoing resident participation in regular tree planting events which include educational programs promoting tree stewardship among all residents and among school students in particular. • Create a city supported framework for aggressive tree planting through out the City, managed by an urban forestry department. Transfer all tree permitting to this department, away from planning. Rewrite the tree ordinance to emphasize tree preservation at highest level. 	<ul style="list-style-type: none"> • westside comment - is happening all around town and especially in the areas with hardscapes, such as lower income areas with less tree canopy • Confine urban environment, but goal here is to protect rural and OS of the City. • Miss-titled?
<p>4. Restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and economic opportunities.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Restore the beauty and natural function of the Petaluma River. • Reinforce the city’s identity as a river town. • Celebrate the role of the Petaluma River in the city’s history, economy, recreation, and development patterns. 	<ul style="list-style-type: none"> • Develop a sound financial base for future River dredging. • Not just access points. We need a river long, city long trail the entire 5+ miles the river goes through the city. We can create one that is a combination of bikeway along American River in Sacramento, greenbelt like Boise Greenbelt and San Antonio River Walk. 	<ul style="list-style-type: none"> • need to work with county, nonprofits, state, federal agencies, land owners because of the watershed overlapping different areas <ul style="list-style-type: none"> ○ also sonoma land trust • need a cooperative effort for the entire watershed, city should lead this effort and not just leave it to the county

<ul style="list-style-type: none"> • Recognize that the future economic, social, cultural, and environment of Petaluma is intertwined with the river. • Maintain and expand setbacks from the river to enhance its natural function and provide wildlife corridors. • Enhance the interface between the river and the built environment with urban design. • Expand connectivity to, along, and across the river, including restoration of the trestle. • Orient development to both protect and connect to the river. • Update and then implement the Petaluma River Access and Enhancement Plan. 		
<p>5. Prioritize cycling, walking, transit, and other transportation alternatives over private vehicles.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Work to reduce the use of private automobiles, particularly those that burn gasoline. • Support a range of safe and attractive transportation alternatives with integrated land use and mobility strategies. • Expand bicycle and pedestrian infrastructure, with a focus on improving safety and enhancing connectivity. • Expand local and regional transit service. • Support innovative and emerging transportation alternatives. 	<ul style="list-style-type: none"> • Expand electric vehicle infrastructure including charging stations everywhere, requiring charge stations in all new construction, adding to all current multifamily parking lots, bike rentals and sharing, e-car sharing. Free charging (110 and 220, and 440) in outside outlets. • I look forward to the day where as a pedestrian and a cyclist that I can ride freely around the city for either utility (shopping) or exercise • Find models that work for public transportation that serve communities our size or projected size. • Make public transit FREE for all! • Safest thing for peds and cyclists is to have physically separate infrastructure from cars. And if the design of ped and cycle pathways prioritize shortcuts to key destinations, it will lead to the adoption of those modes of transportation. • Add a DASH type circuit small bus (energy vehicle) that transports people downtown, 	<ul style="list-style-type: none"> • private vehicles - wrong term, should be specific that we are talking about automobiles, single occupancy vehicles, larger weight vehicles on roads • EV expansion should be incorporated into supporting concepts • infrastructure for electric transport devices, not just cars (scooters, motorcycles, wheelchairs, etc) • energy conscious when considering ev expansion, ex. grid usage and impacts of electrification in older homes w/ more plugged in electric devices + power outages • cooperative effort with pg&e to develop electrical grid in town, batteries and energy storage • need to think about ev charging infras. placement + including an equity toolkit

<ul style="list-style-type: none"> • Redesign streets to support pedestrian-oriented and bicycle-friendly networks. • Support increased transit use by focusing development near existing and future transit facilities. 	<p>connect east/west side, go between key locations.</p> <ul style="list-style-type: none"> • Providing shade for public pedestrian paths and bike ways through active tree planting programs will increase the desirability of using these resources and will automatically decrease the number of vehicle miles traveled. • Cycling in Petaluma is terrible and dangerous. First off, the roads are awful; especially Petaluma Blvd S. (Casa Grande Rd. is bad too) which connects to a bike route to get to Marin County. Second, downtown is a death trap for cyclists. No bike lanes, congestion, no protected turns. Part 2. The intersections of Lakeville and D and Lakeville and E. Washington are extremely dangerous and need a lot of improvement. It's not safe for cyclist (especially a female) to take Copeland when there is a homeless encampment. Part 3. I was hit by a car because they didn't check their mirror and they turned into me. This has almost happened to me multiple other times. I ride extremely defensive to avoid being hit again. Protected turns would avoid this problem. I also get cutoff in roundabouts. • I am from Bakersfield and it's amazing to me that the Bay Area hasn't developed a paved bike path like Bakersfield's. When I go home to visit my family; it's so nice to have a safe, paved bike path to ride on. There are lights and its clean unlike the tiny unsafe Lynch Creek Trail • We already have agreement on what we need. Goal #5-G-5 in Petaluma's General Plan 2025 reads, "Create and maintain a safe, comprehensive and integrated bicycle and pedestrian system throughout Petaluma that encourages bicycling and walking and is accessible to all." (p. 5-18) 	<p>in that decision making and having equity at the center</p> <ul style="list-style-type: none"> • Speeds not mentioned throughout document • Parking meters, curb management and general safety not mentioned • Talk from bike specific community and good in most cases, although may not work in certain locations • Look at network and make sure we have all the corridors developed to have parallel bike
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<p>6. Enhance Downtown as the center of Petaluma civic life by preserving its historic character, expanding pedestrian + bicycle access and safety, providing public gathering spaces, and allowing - promote for a diverse mix of uses.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Reinforce Downtown’s identity and role as the physical and symbolic center of the city. • Preserve Downtown’s historic buildings and features while allowing for infill development that harmoniously coexists with the historic character and expands the diversity of uses. • Improve the pedestrian experience by making streets safer, cleaner, and more inviting for pedestrians. Consider making some Downtown streets pedestrian-only. • Improve pedestrian and bicycle connections to and within the Downtown. • Improve the relationship between buildings and the riverfront. • Address traffic congestion and parking issues particularly as they relate to adjacent neighborhoods. • Encourage outdoor dining, retail, and other uses by downtown business. • Add public community gathering spaces. 	<ul style="list-style-type: none"> • Why not cyclists as well? give us a separate couple lanes to move around freely. I'm picturing my experiences in towns/cities in the Netherlands, downtown Montreal, Brooklyn NY, etc. • Connect the Lynch Creek Trail to the downtown corridor with SAFE pedestrian/bicycle paths protected from the traffic on E. Washington. • Let's explore the idea of closing Kentucky on a permanent basis and create a promenade with dining, benches, greenery etc. • We need a complete connected bikeway that links all of Petaluma with bikeable pathways that are safe for seniors and school-age children, safe to the extent that biking is a preferred method of transportation. • All outdoor activity will be enhanced by expanding the number of trees planted downtown. It is a known fact that trees are "sticky" and that people tend to linger in areas where trees provide cooling shade and natural beauty. 	<ul style="list-style-type: none"> • old rail line along river - contentious endeavour to convert, re envision the connection between waterfront and the rail line • add bicycle access and safety • beautify river banks • including more outdoor businesses along river, esp. downtown <ul style="list-style-type: none"> ○ trestle could be turned into a combination of flood control and beautification + new pedestrian space • flood control in downtown also needed • if golden eagle redone, should face the river, not hide from it • lack of riverfront public spaces - redoing these types of public spaces could help achieve a variety of other goals (family-friendly, walkable, inviting, etc) • careful about closing down streets with the traffic congestion issues city has • adding designated drop-off and pick up zones for lyft/uber/taxis in downtown • “allow diverse mix” → “promote”
<p>7. Advance a forward-looking economic development strategy that focuses on diversity, opportunity, and innovation.</p>	<ul style="list-style-type: none"> • Define BIPOC • I think resiliency needs to be added to the title here. 	<ul style="list-style-type: none"> • interesting that econ develop was ranked low in the pop-ups but this topic is involved in many other topics

<p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Recognize that economic development, self-sufficiency and resilience is vital to the City’s overall prosperity and fiscal health – and critical for accomplishing other City goals and programs. • Pursue “green” jobs and industries that help address the climate emergency. • 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. 	<ul style="list-style-type: none"> • Every city expenditure or contract over a certain amount should require the manufacturer/firm to have an effective carbon neutral program. Any financial investment (funds/banks, etc) should be carbon neutral investments • Missing concept of strong economy based on local goods and services along with globally engaged technology robust economy. (includes city wide fast WiFi). Need strong tax base to remain stable. 	<ul style="list-style-type: none"> • is there a statement about supporting work from home in the long term? the entrepreneurs and small business owners, there aren’t many large employers in the city • adding a concept about supporting small businesses and creating physical spaces for entrepreneurs, especially women, poc, young • + creating programs and mentorship opportunities between small businesses & corporate and community • +1 to resiliency -- resilient and forward looking strategies • how can we as a community work to create circular systems & economy and close the loop in business with supply-waste-consumer • having a holistic economic system with job availability for residents • adding a metric that is focused on the # of people coming and going and lowering the # leaving • determining how many people could use the smart train but don’t and how many would use it if there were more stops along it & incentivize using it to alleviate traffic concerns • econ develop could include more innovative development and jobs instead of just retail -- hard to be forward thinking if not included into
<p>8. Implement regenerative design to preserve resources, address climate change, sea level rise, and adaptation challenges, and equitably foster a sustainable and resilient community in which today’s needs do not compromise</p>	<ul style="list-style-type: none"> • Please add your definition of "regenerative design" so all who read the document will have the same understanding of the concept. • Can we please define "green" buildings? That statement can be change good or bad with 	<ul style="list-style-type: none"> •

<p>the ability of the community to meet its future needs.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Use the Climate Emergency Framework to guide policy and both near- and long-term action to avoid catastrophic climate change. • Expand green buildings and landscapes. • Recognize that urban development and nature must coexist and mutually support each other. • Capitalize on Petaluma’s natural assets (river, streams, trees, plains, etc.) to address climate change and sea level rise. • Recognize that infill development helps to achieve sustainability outcomes. • Achieve carbon neutrality by 2030. • Take bold measures to address water use and expected long-term drought conditions. • Educate the community on the need for regenerative design. • Make the city more resilient to natural and man-made disasters including sea level rise, fires, earthquakes, and flooding. • Increase self-sufficient production of and equitable access to basic needs like food, shelter, energy, and communications. 	<p>their personal definition of green given the recent push for carbon neutrality, maybe swap "green" with "carbon neutral" or "carbon negative"?</p> <ul style="list-style-type: none"> • Who will do the educating and how? What does regenerative design look like? Are the solutions accessible to everyone? • I'd like to see more reclaimed water solutions (gray water, rainwater catchment, rain gardens) permeable surfaces for all new infrastructure and curb cuts. Rebate programs for regenerative upgrades, adoptable designs, easy permit process, accessible list of experts who can help • Take bold measures to increase tree canopy. You cannot capitalize on a resource that is not present. Our city suffers from a lack of native oak and others trees that provide shade and temperate cooling, habitat and carbon sequestering. • Utilize the geographical center of town, currently the underused fairground site, to accommodate affordable housing, a new civic center, event center, skatepark and other features that encourage community usage meeting neighbors, and reduce traffic as this is a perfect TOD site • Yes. Restore streams, gullies and wetlands to capture water and sequester carbon. • Not sure how " regenerative" is different from sustainable. Does it have special meaning? Would be good to clarify how they define these terms, I think people will be confused otherwise. I view sustainable as maintaining the same, and regenerative as feeding back into the system and cycle in a way that creates a better tomorrow • In-fill should include the largely vacant and hugely underused Fairgrounds space which is 	
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	<p>a huge community asset that is underused. I would like to see affordable housing, a civic center to include city hall, police dept and an event center that draws visitors and revenue also.</p> <ul style="list-style-type: none"> • Incorporate specific goals for tree planting and urban forest management to ensure expansion of the urban canopy. Claremont, CA, has clear effective guidelines in their GP on pages 6-7 @ https://www.ci.claremont.ca.us/home/showdocument?id=15028. This is imperative 	
<p>9. Ensure infrastructure supports infill development and addresses the impacts of climate change.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Maintain and continually improve the city's infrastructure to support the evolution of the city and ensure a high quality of life in Petaluma. • Co-plan infrastructure improvements with urban development patterns the preservation and enhancement of the natural environment. • Incorporate new (and potential) climate impacts and hazards into the design of infrastructure systems so that infrastructure is resilient and "climate-ready." • Expand equitable broadband access. • Prioritize the use of sustainable materials in infrastructure. 	<ul style="list-style-type: none"> • Restrict tree removal in new development to retain the benefits of mature trees. 	<ul style="list-style-type: none"> • are we planning for the current data or the trend for the future? will there be more empty buildings in the future, in the city that exists 25 years from now? • growth of jobs in the bay area in past year - what has been the growth of jobs in petaluma? is the job-housing mix balanced with climate action considerations? • More creative parking strategies needed - Citywide level parking management plan with strategies for new proposals. • For more walkable community, some neighborhoods don't have any services and should be important
<p>10. Physically and psychologically integrate and connect the East and West sides of town.</p>	<ul style="list-style-type: none"> • Add "drought resistant plantings" (in the planted medians) • "Crossings" puts the priority on vehicle traffic. As in, "crossing the street". I'd much 	<ul style="list-style-type: none"> •

<p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Integrate communities on the East and West sides of Petaluma through festivals and events and by locating facilities equitably throughout the city. • Improve existing east-west corridors with planted medians, street trees, and safe and accessible walking, cycling, and transit options. • Physically connect the East and West sides of Petaluma with new roadways, bicycle and pedestrian crossings, and multi-use options. • Evaluate and select physical connections at a system-wide level using holistic cost-benefit analysis. 	<p>prefer a phrase addressing "ped and bike specific pathways" to get us safely, quickly, and pleasantly across town.</p> <ul style="list-style-type: none"> • and PLEASANT!!! • Rebuild Corona to seismic standard and that is bike and ped friendly. Build the Caulfield crossing to create a more accessible connection between East and West. this needs to be bike and ped friendly as well. • Need Council representation on the east side, possibly move to district based elections. • Rather than focusing on cross-town travel, focus on making both sides of town full-service cities so there is less demand to travel cross-town. Also, would we think differently about cross-town travel if the two sides were different cities? Nomenclature needn't be destiny. • Ad East and West corridors in and out of town need improvement. To and from coast and to and from Sonoma. Traffic getting heavier, thicker, and larger vehicles on these restricted roads. Work with county and state transport departments to improve EW corridors. • Institute city-supported tree planting in East Side neighborhoods to address traffic pollution from Hywy 101 and improve quality of life by addressing the effect HEAT ISLANDS. 	
<p>11. Promote social and economic justice to address structural social and economic inequities and racism.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Recognize the legacy and presence of structural racism and inequities in Petaluma and implement anti-racist policies and programs. • Continually evaluate City programs, policies, and funding decisions to 	<ul style="list-style-type: none"> • Implement and Strengthen Independent Civilian Oversight of Policing. 	<ul style="list-style-type: none"> •

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

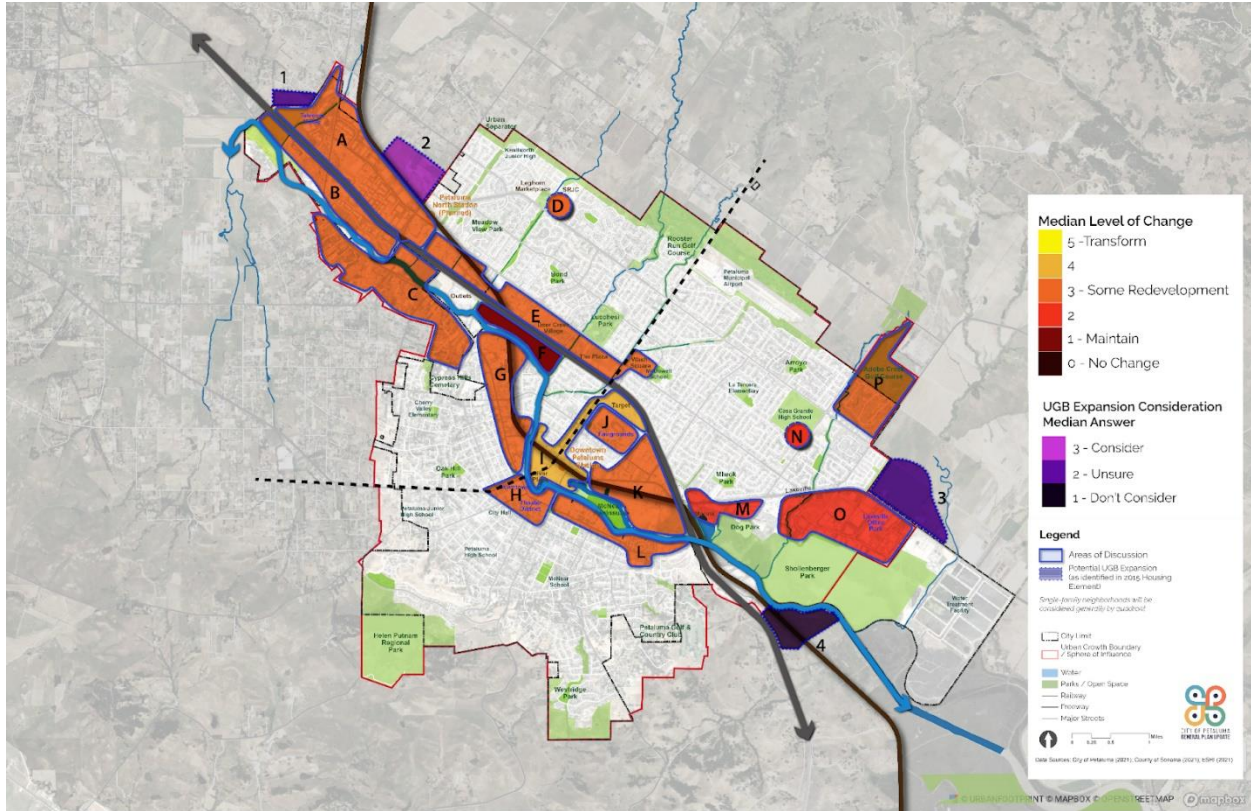
<p>13. Promote more affordable housing and a diversity of housing options.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Develop a diversity of housing types and choices throughout the city. • Provide life cycle housing for residents from young adults right out of high school or college to seniors aging in place. • Increase housing affordability for residents at all income levels. 	<ul style="list-style-type: none"> • [New Supporting Concept] "Establish Petaluma as a leader in eliminating homelessness in our community. Ensure safe, decent housing for ALL. <ul style="list-style-type: none"> ○ Also: Meet housing needs for low income residents by converting existing underutilized properties to utilize the embodied carbon investment that's already been made" • Are you going to be incentivizing/mandating developers to create a certain amount of affordable housing with each development? • Reuse empty retail and office space for housing - for both homeless, and affordable and even new style community living for both young and old. This is a neat idea, but I struggle with it simply converting a big, empty box store to a series of rooms or apartments. That wouldn't be very pleasant living for those with rooms in the center. Office space would likely work better. • Prioritize housing and services for unhoused Petalumans. • I think that we will see the ongoing growth of the unhoused population. For sure, the "homeless" population is now already a significant land use in Petaluma. A guiding principle should include the fact that, going forward, we must support and nourish the growing unhoused folks 	<ul style="list-style-type: none"> •
<p>14. Prioritize infill development in appropriate locations throughout the City.</p> <p><u>Supporting Concepts</u></p> <ul style="list-style-type: none"> • Avoid locating new development in environmentally sensitive locations. 	<ul style="list-style-type: none"> • Avoid locating new development in environmentally sensitive locations ESPECIALLY FLOOD ZONES. And fire corridors as well. • Can we prioritize getting local businesses in the corridors? Are there subsidies for rent or start up costs for small businesses to become established? 	<ul style="list-style-type: none"> • Pattern that you build matters even more - not just development.

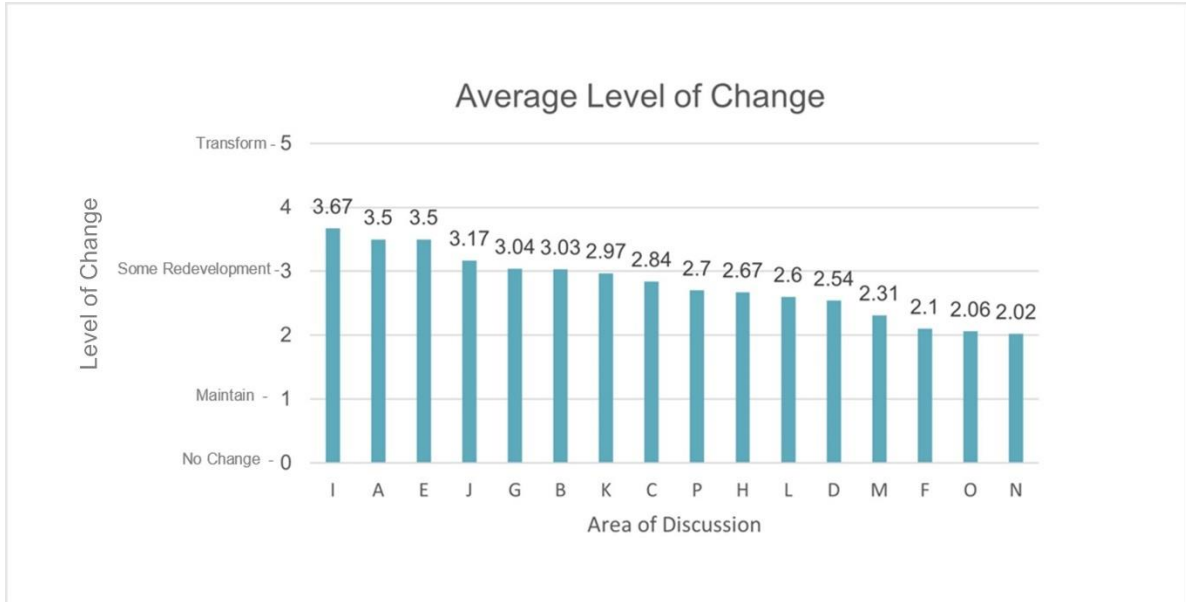
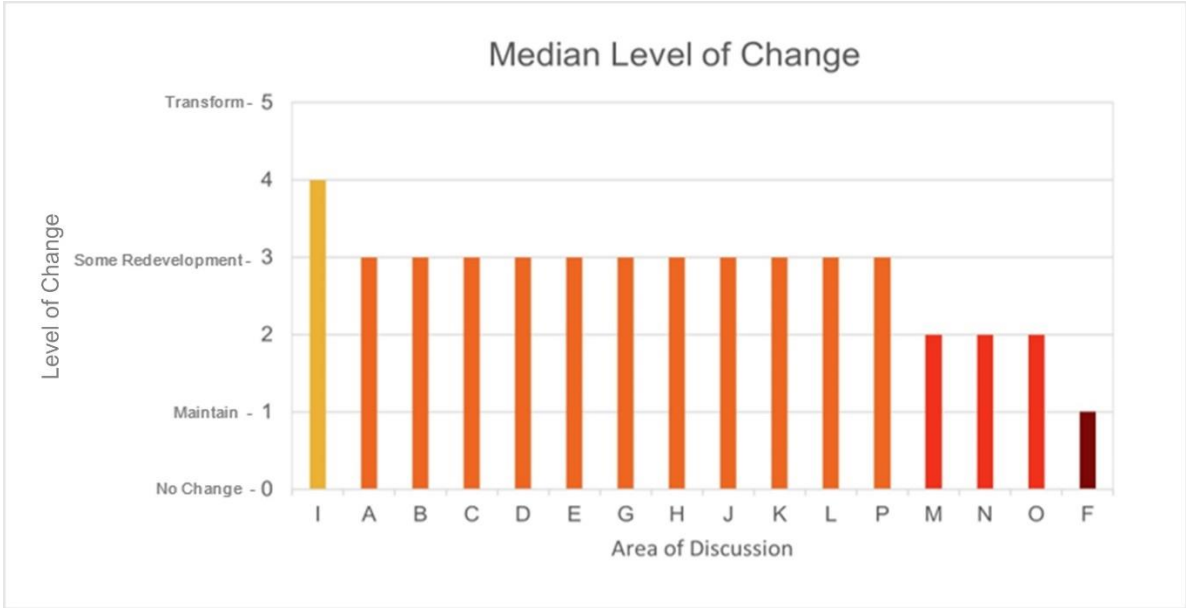
<ul style="list-style-type: none"> • Revitalize commercial corridors with a diverse mix of uses. • Support a diverse mix of uses and intensification around the existing and proposed SMART rail stations. • Pursue new development in the “midtown” area between the Petaluma River and Highway 101 (excluding the established neighborhoods). • Consider sensitive infill development of small multi-unit buildings in single-family residential neighborhoods throughout the city. • Prioritize development that will generate relatively fewer vehicle miles traveled per resident. 	<ul style="list-style-type: none"> • Attract a business that provides residents with a coop car membership. I forget the term but instead of owning a car the member reserve a car as needed. • We need to stop development on existing open land and make it a prohibition to do so until all infill properties have been utilized. Even then we need to resist building over our open space as it a limited resource that once lost can never be regained. • Love this [about Prioritize development that will generate relatively fewer vehicle miles...] 	
<p>Other topics that community members suggested adding to the Guiding Principles or Pillars</p>	<ul style="list-style-type: none"> • Food security <ul style="list-style-type: none"> ○ As Director of Petaluma Bounty, I would like to see Community Food Security to be incorporated into the Pillars & Guiding Principles. It crosses over all and yet is not mentioned or prioritized. https://tinyurl.com/fmc7m6y3 • Creativity and innovation <ul style="list-style-type: none"> ○ I would love to see a pillar called "Creativity and Innovation" with the idea that Petaluma wants to be a community that supports the arts specifically and creativity in diverse forms in general. This would include technical and social innovations. Adding that a community that supports creativity in many forms is a vital and welcoming community, economically and socially. • Healthcare <ul style="list-style-type: none"> ○ There is not a guiding principle on healthcare, and there is only one bullet in #3 that mentions human health at all. 	<ul style="list-style-type: none"> • agree with adding creativity and innovation <ul style="list-style-type: none"> ○ instead of pillar, as a guiding principle • add food security as a supportive concept with a guiding principle • Creativity/innovation - More people that live and work here, quality of life vs. businesses/industry that comes along with that. Measurable goals - what are we trying to achieve and metrics to track over time. • Specifically in open data sets (GIS) further investment is needed and creates opportunities for education and data is available to others to solve issues. • Setting milestones • Food and healthcare might fit well together under a “wellness” principle

	<p>We need to improve mental health outcomes, we need advocacy to grab county/state funding (measure O for instance). Strengthen the SAFE team, mentoring.</p> <ul style="list-style-type: none"> ○ Agree that human health has to be included in this mix. Human health is impacted by where we live, access to healthy foods, access to nature (trees!), and opportunities to interact with others. Air pollution and the stress of poverty can take years off our lives. 	<ul style="list-style-type: none"> • Fitting well under other pillars - Food security under Pillar 1 • Identifying any food deserts we may have • Creating a healthy community • Healthcare as a civic responsibility - walkabout community (fits under health and justice).
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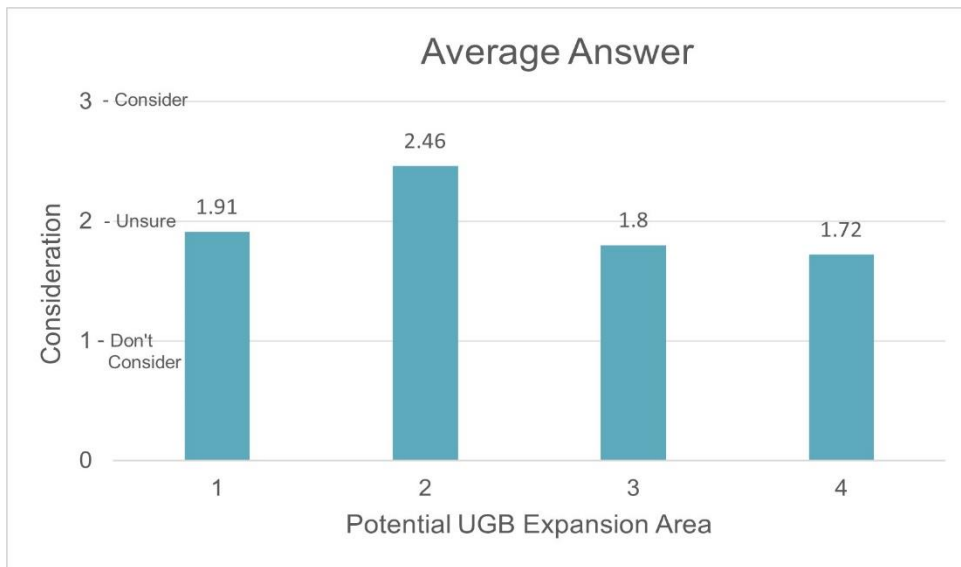
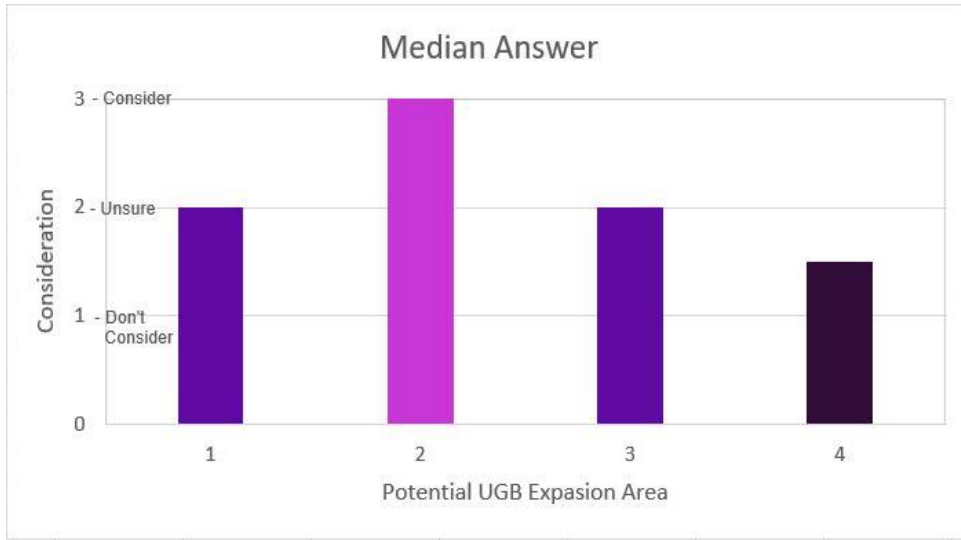
Areas of Discussion Workshop Results + Discussion Comments

Areas of Discussion Workshop Results





Potential UGB Expansion Areas Identified in Previous Housing Element



Should any areas be removed?

- Area F - don't want it to change into housing/retail development but do want a transformation and improvements in natural-based solutions to make a park and preserve open spaces, enhancement and not development
- Area P - transformation from golf course into useful open space for the city
- Too early to finalize the map - each area overlaps multiple LU designations/zones. Should need to be evaluated in conjunction with LU map (x2)
 - Not set in stone, future changes likely to come
- Some may need a LU change based on further analysis
- Nature of change = alternatives phase.
- Downtown needs less development (historic district) - needs rehabilitation not redevelopment
- General areas vs. hard boundaries?
 - Need understanding of what specifically those areas are
- NIMBY feel right now of map - colors along freeway, put development elsewhere (presentation of data - each area of City has a color - everything is being considered).
- See east/westside gain part of the 20% population growth
- Areas of opportunity - far west, far east side people are wanting to see some change and others are underdeveloped.
- Areas to change
- East washing corridor - change
- Changes in LU in historic city - more about preservation less about development
- All areas should be colored
- Areas you want to preserve and not change - careful about what change might transpire there.
- Lower income areas - build more but be careful of displaced population
- Massive tracts of land (e. Petaluma) not covered in map - make things more dense in areas not selected here
- Designation of areas of opportunity (not transformation) More relatable approach.
- How do we implement change and make improvements without gentrifying
- Better access to trails/parks are components of gentrification - lift up neighborhoods but without gentrification.
- Corridor identification
- Outer areas could be more dense
- May need to have 2 scales - land use designation but some opportunity within corridors (beyond land use change metric)
- Casa Grande HS - vacant parcel, need of a retail center in that zone. Why hasn't one gone in over there? No developer interest.
- Miss having a place to go on the east side. Opportunity
- midtown area not included in map but needs help and improvements but don't want to change the uses in that area
- smaller agriculture areas in town, are there opportunities to have these small agri land plots -- like UGB area 3 could have agriculture uses + adopting more policies to allow more agriculture uses throughout town