



# PLANNING 101

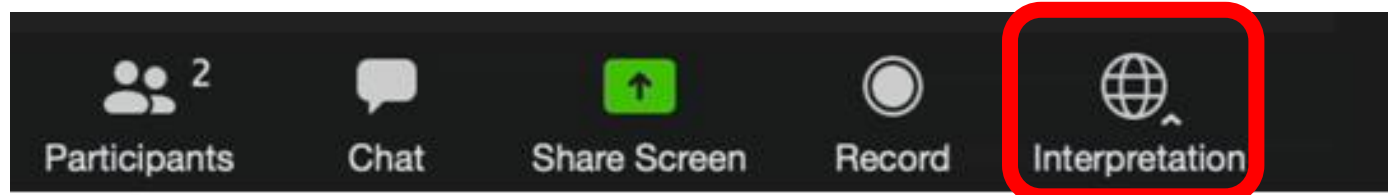
Christina Paul  
Principal Policy Planner

David Hernandez Garcia  
Policy Planner





# ZOOM – WHAT YOU NEED TO KNOW



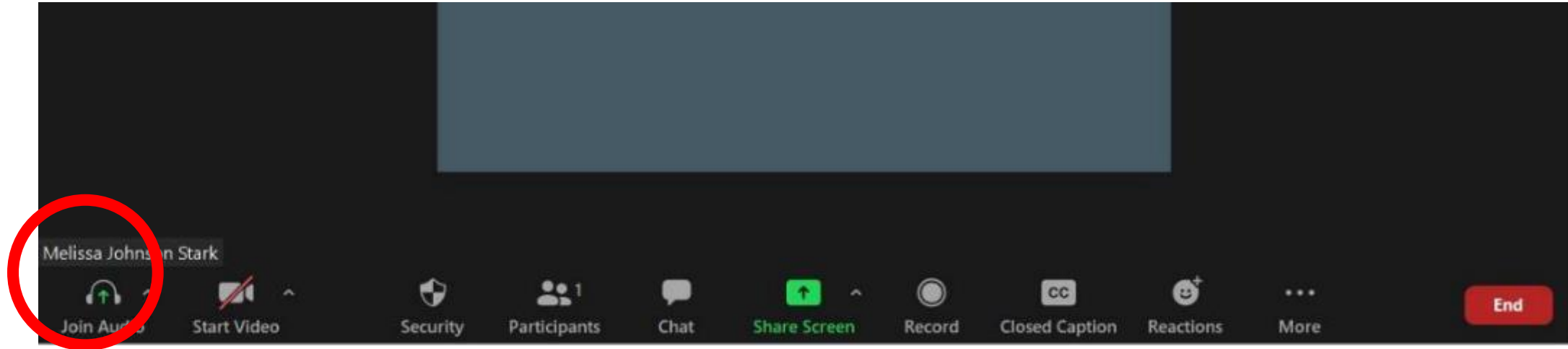
**La interpretación en simultáneo para esta reunión se dará en los siguientes idiomas:**

Español – bajo la opción Español

Por favor haz clic en el icono INTERPRETATION en tu barra de herramientas para acceder al idioma deseado



# ZOOM – WHAT YOU NEED TO KNOW



## ***Join Audio***

- Two options:
  - Use your device's audio
  - Call in using a cell phone

## ***Once Audio is Connected – Please Mute***

- Please remain muted until it is your turn to speak
- To un-mute, press the same button





WELCOME TO PLANNING 101!

*OR*

*“A MASTER’S DEGREE IN  
CITY PLANNING IN 35 MIN”*



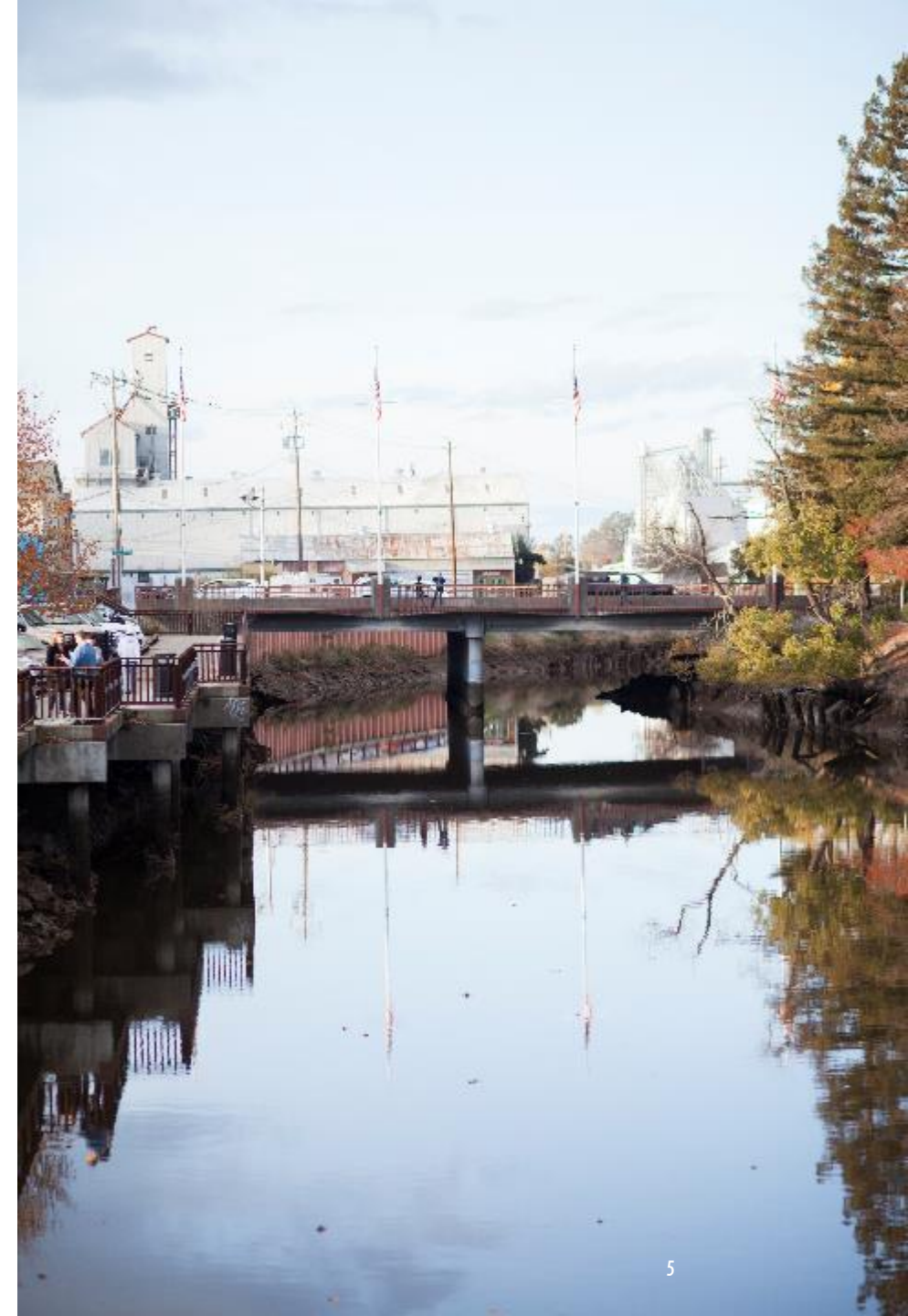
# SESSION OBJECTIVES

## Primary Objective:

Identify how the General Plan Process will shape Petaluma and how citizen participation shapes this process

By the end of this Session, you will be able to:

- **Describe the purpose** of a General Plan
- **Identify the roles of elements, zoning, and specific plans** play and the relationships among them
- **Review how the General Plan and these components provide frameworks** for further implementation
- **Understand how different issues, priorities, and objectives move through the planning process** (ex. housing, climate action and active transportation infrastructure)
- **Discuss the larger constraints and opportunities** that General Plans provide in our local context of Petaluma





# OUTLINE OF CONTENT



Planning Overview



General Plan Essentials



CA Environmental Quality Act (CEQA)



Zoning



Specific Plans and Area Plans



Topic/Master Plans



Implementation



General Plan Schedule

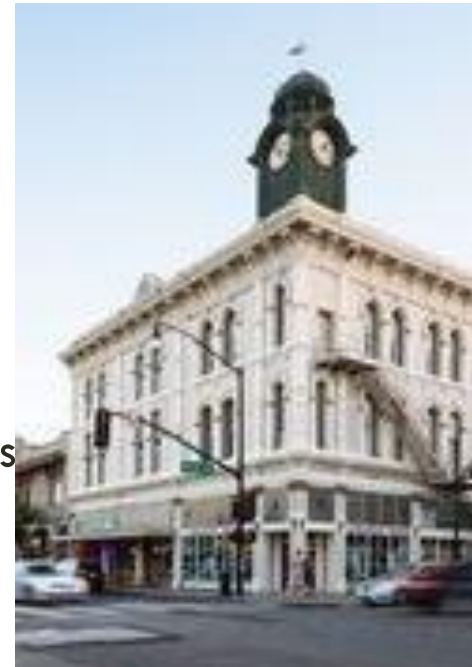


# PLANNING OVERVIEW



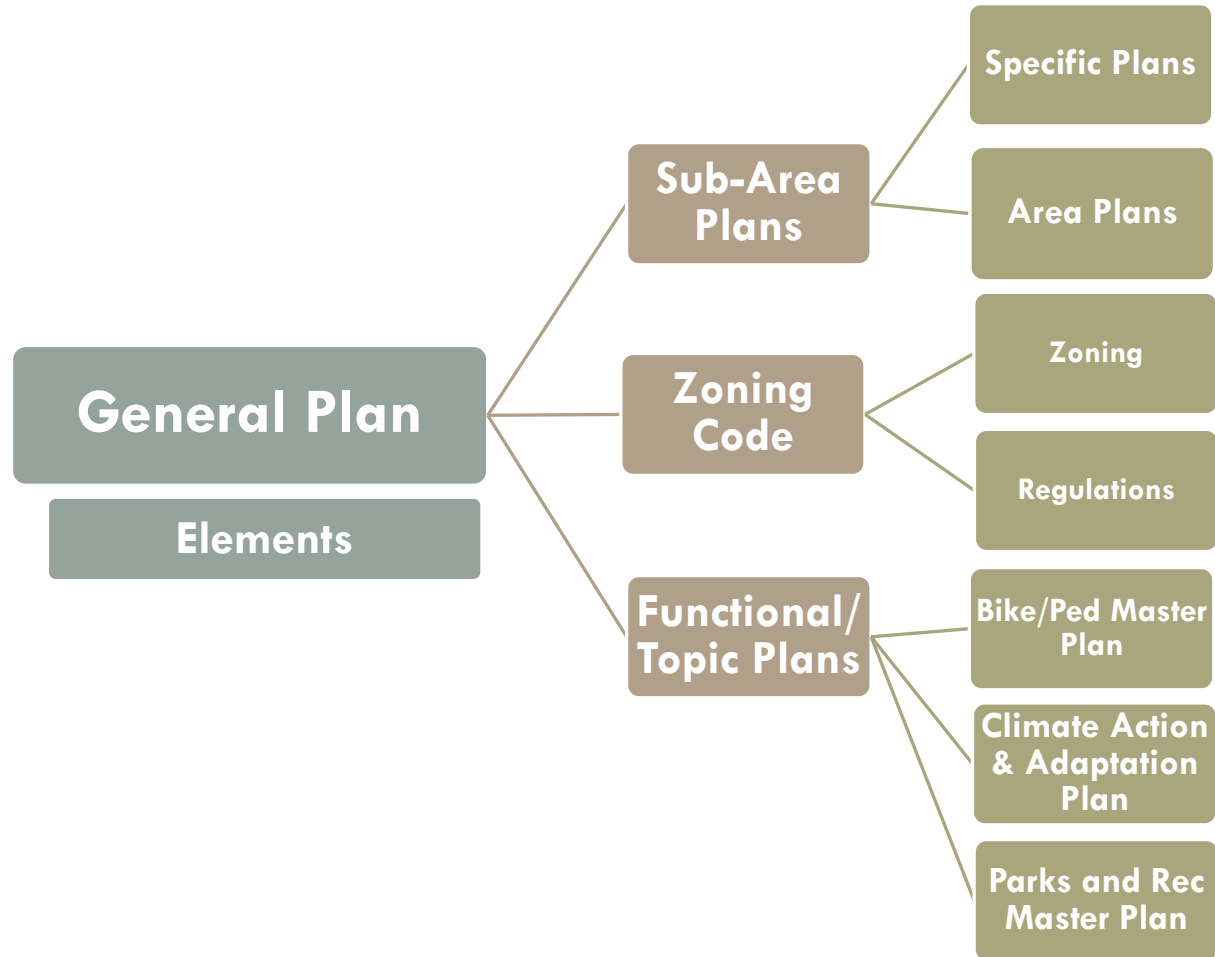
# WHY PLAN?

- Hold a “community conversation” about the future
- Be proactive in addressing critical topics affecting Petaluma
  - Sustainability
  - Housing
  - Infrastructure & Utilities
  - Resilience & Safety
  - Infill Development
  - Parks and Open Space
  - Carbon Neutrality
  - Petaluma River
  - Economic Development
  - Equity & Health
  - Active Transportation
  - Historic Preservation
- Establish methods and tools to implement the community’s vision for the future
- Be legally compliant with new State requirements



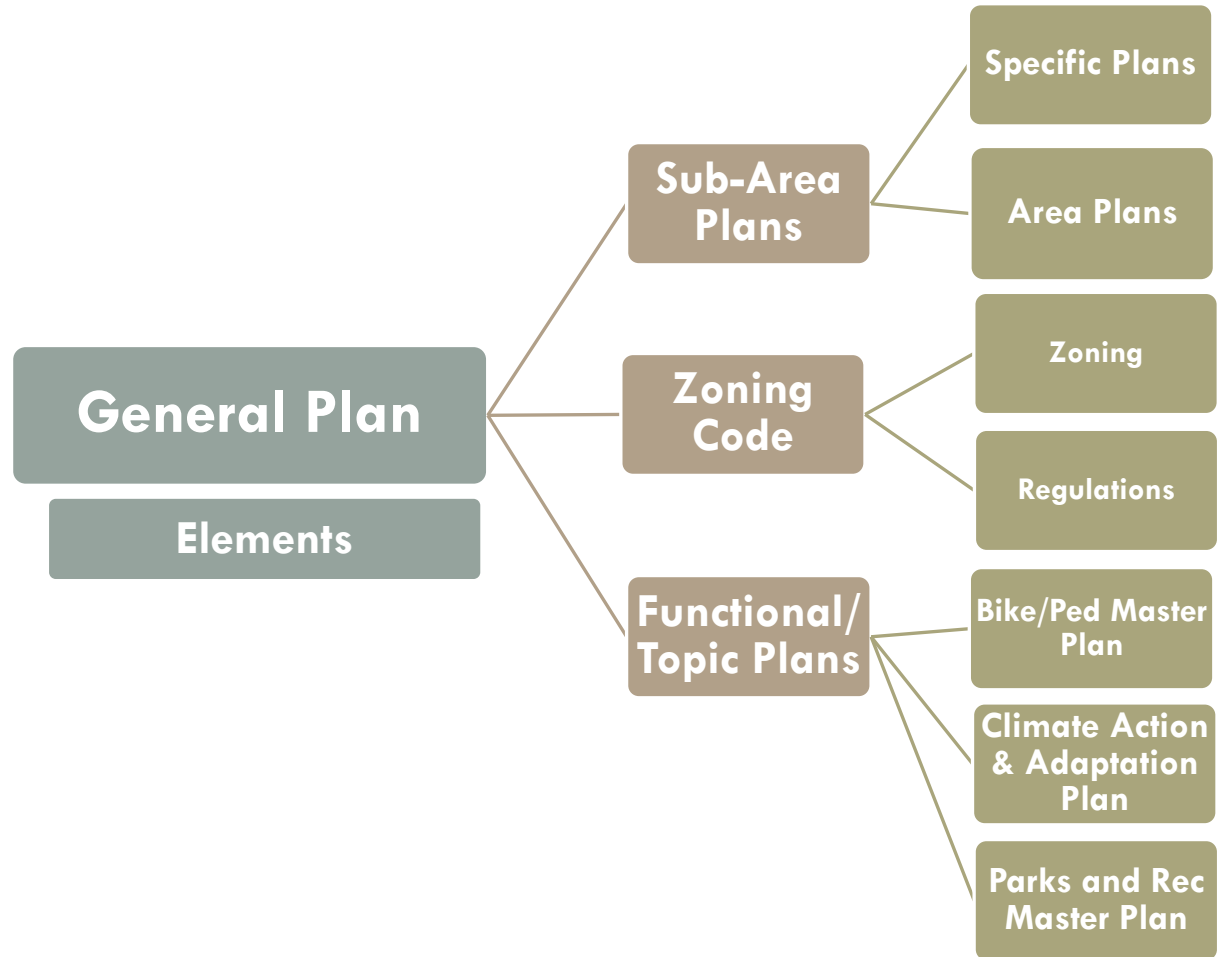


# HOW DO PLANS RELATE TO EACH OTHER?





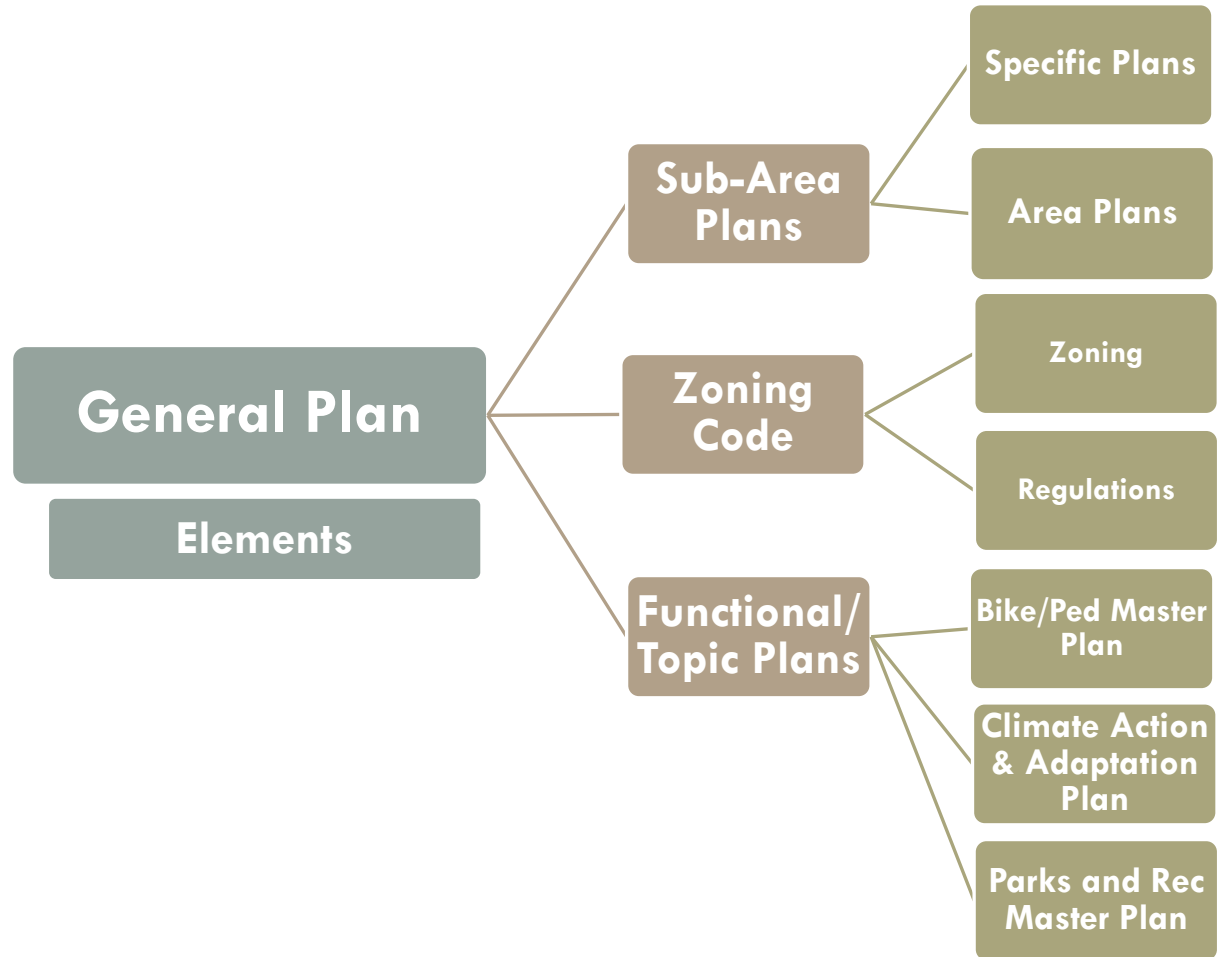
# HOW DO PLANS RELATE TO EACH OTHER?



But, how do we implement these plans?



# HOW DO PLANS RELATE TO EACH OTHER?

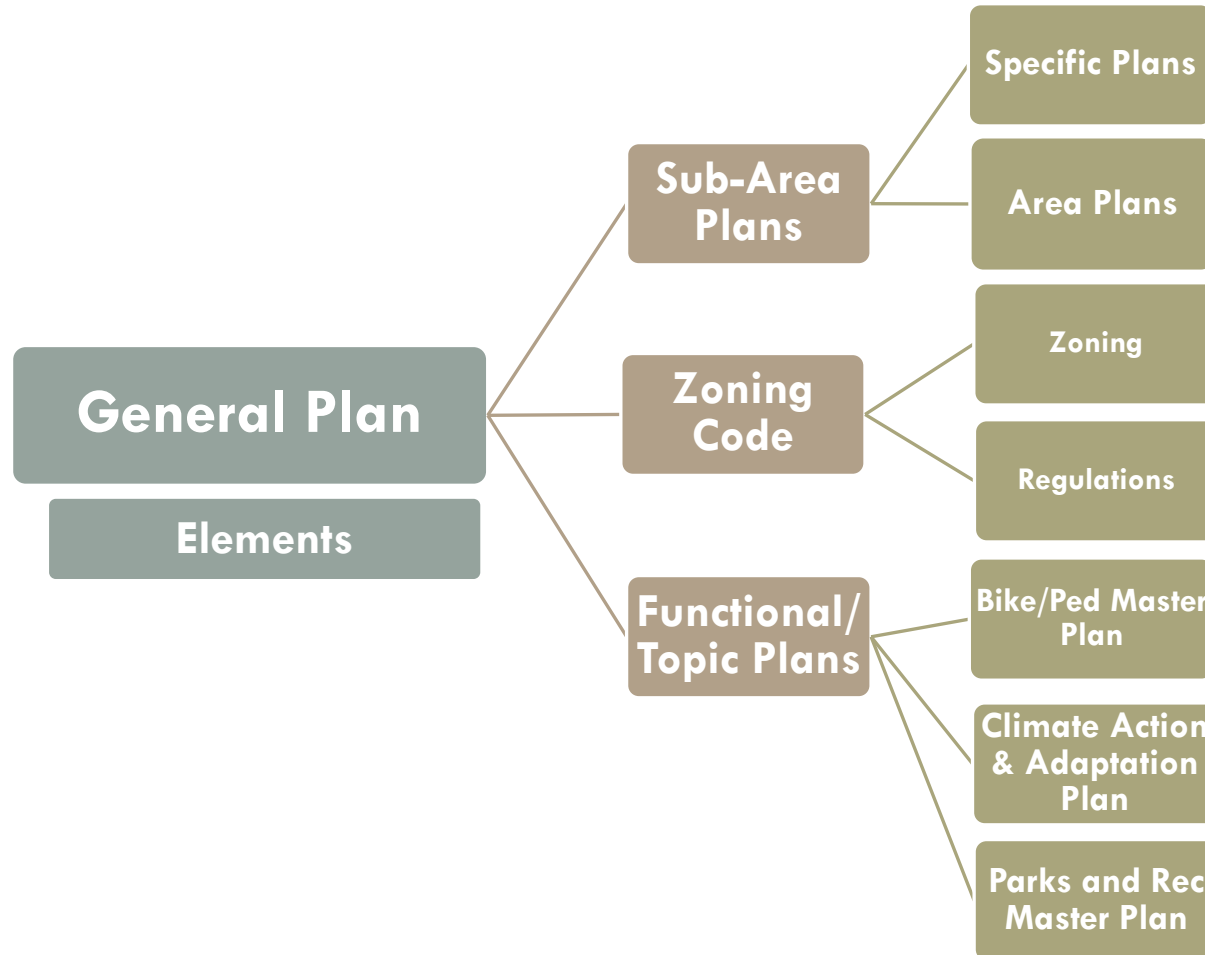


## City Role in Implementation

- City Council Actions
- Committees, commissions, and boards
- City budgets
- City priorities and workplans
- Resolutions, Ordinances and Declarations
- Policies in the Municipal Code
- Engagement with residents



# HOW DO PLANS RELATE TO EACH OTHER?



## City Role in Implementation

- City Council Actions
- Committees, commissions, and boards
- City budgets
- City priorities and workplans
- Resolutions, Ordinances and Declarations
- Policies in the Municipal Code
- Engagement with residents

## Community and Private Sector Role in Implementation

- Engagement in the process and political pressure
  - Participation in City Led Initiatives
- Community organizing (with city and outside of city-led spaces)
- Reacting to policies – use, adhering to recommendations or ignoring
- Private property owner compliance



# KEY TAKEAWAYS

- **The General Plan** creates the larger vision and policy landscape
- **Sub- Area Plans, Zoning Code, and Functional/ Topic Plans** build out specific elements of the General Plan based on geography, land uses and/or specific issues
- All of these plans and actions should be aligned to the General Plan, but **it is up to citizens and city leaders** to follow the visions and policy direction set forth by the General Plan



# GENERAL PLAN ESSENTIALS



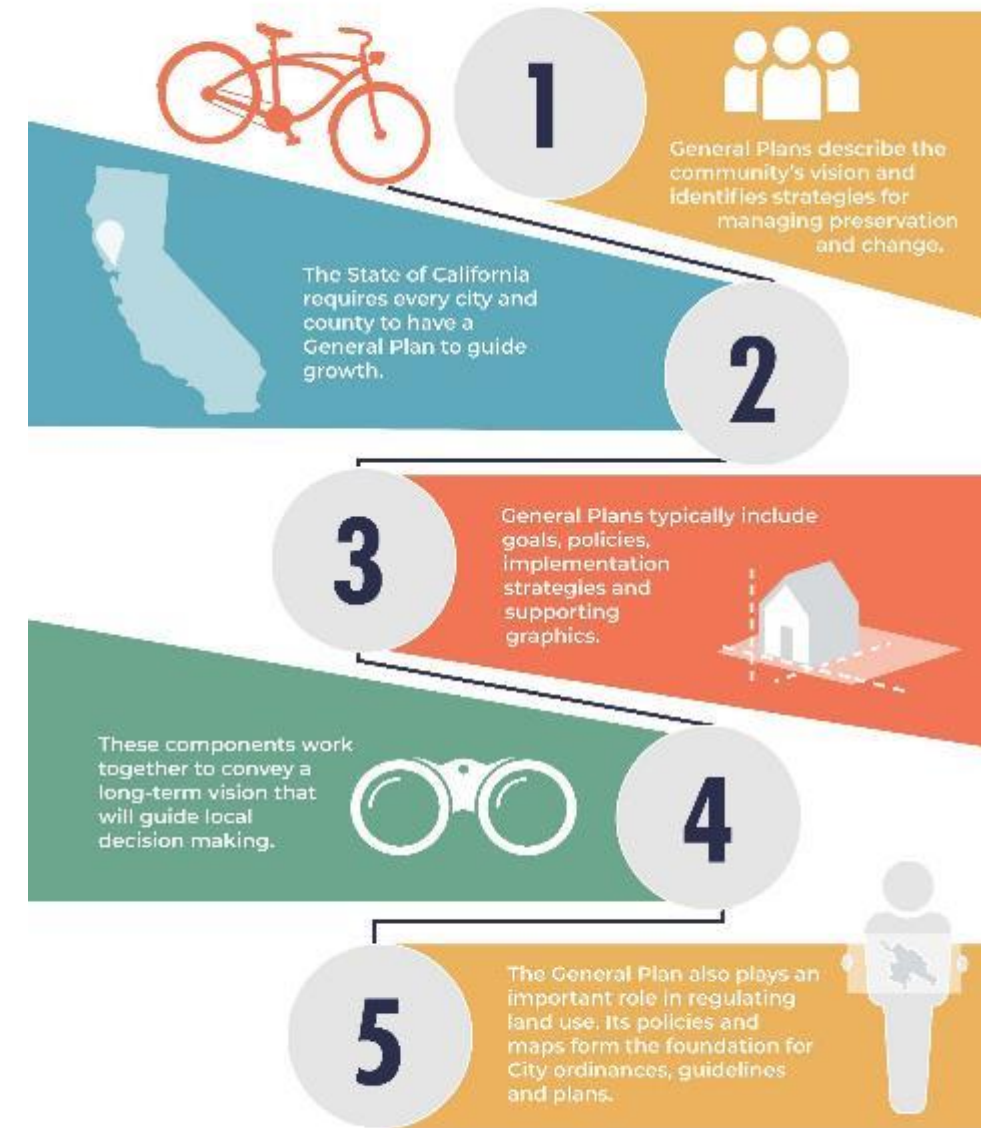
# PURPOSE OF A GENERAL PLAN

- **Like a constitution for the City**
- Legal basis for land use decisions
- Long-term policy document to guide future actions
- Establishes the City's vision for the next 25-30 years
- Preserves and enhances community strengths
- Addresses topics of concern
- Enables the community to come together to develop a shared vision for the future

*"Vision about how a community will grow, reflecting community priorities and values while shaping the future."*

## WHAT IS A GENERAL PLAN?

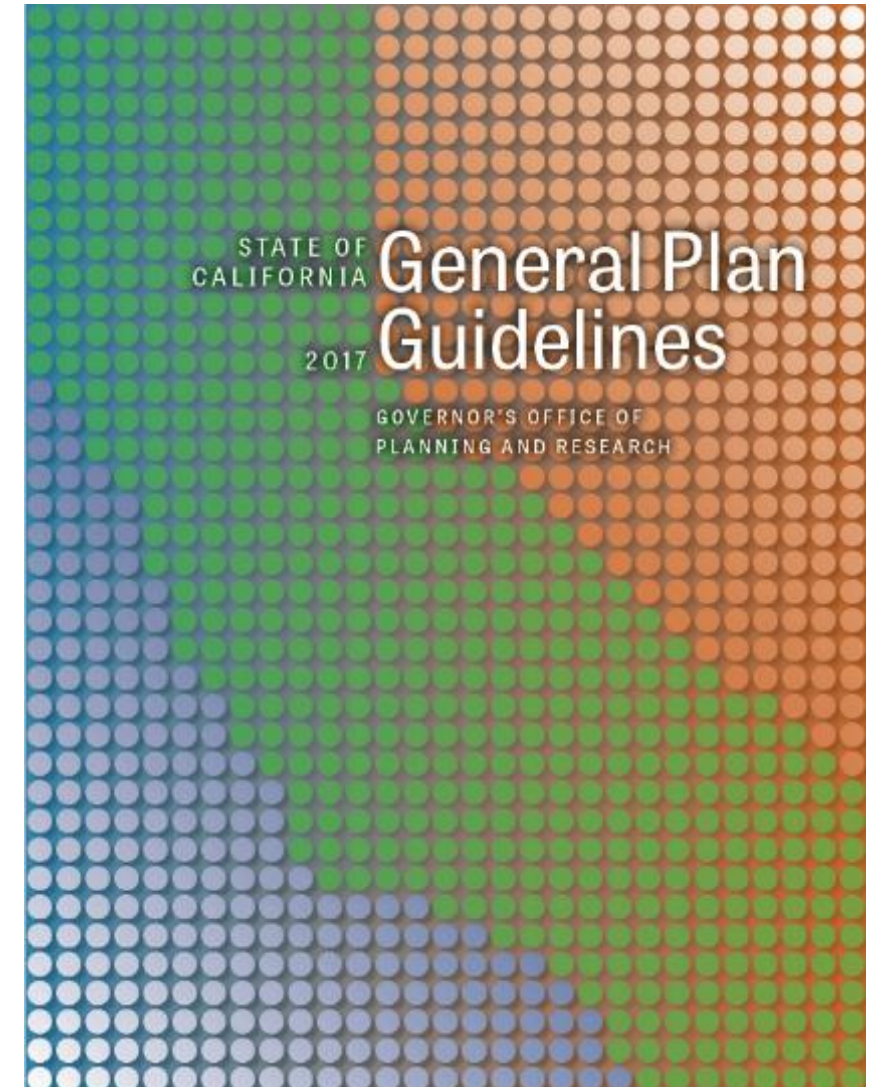
*A General Plan is like a road map for the future of Petaluma*





# GENERAL PLAN REQUIREMENTS

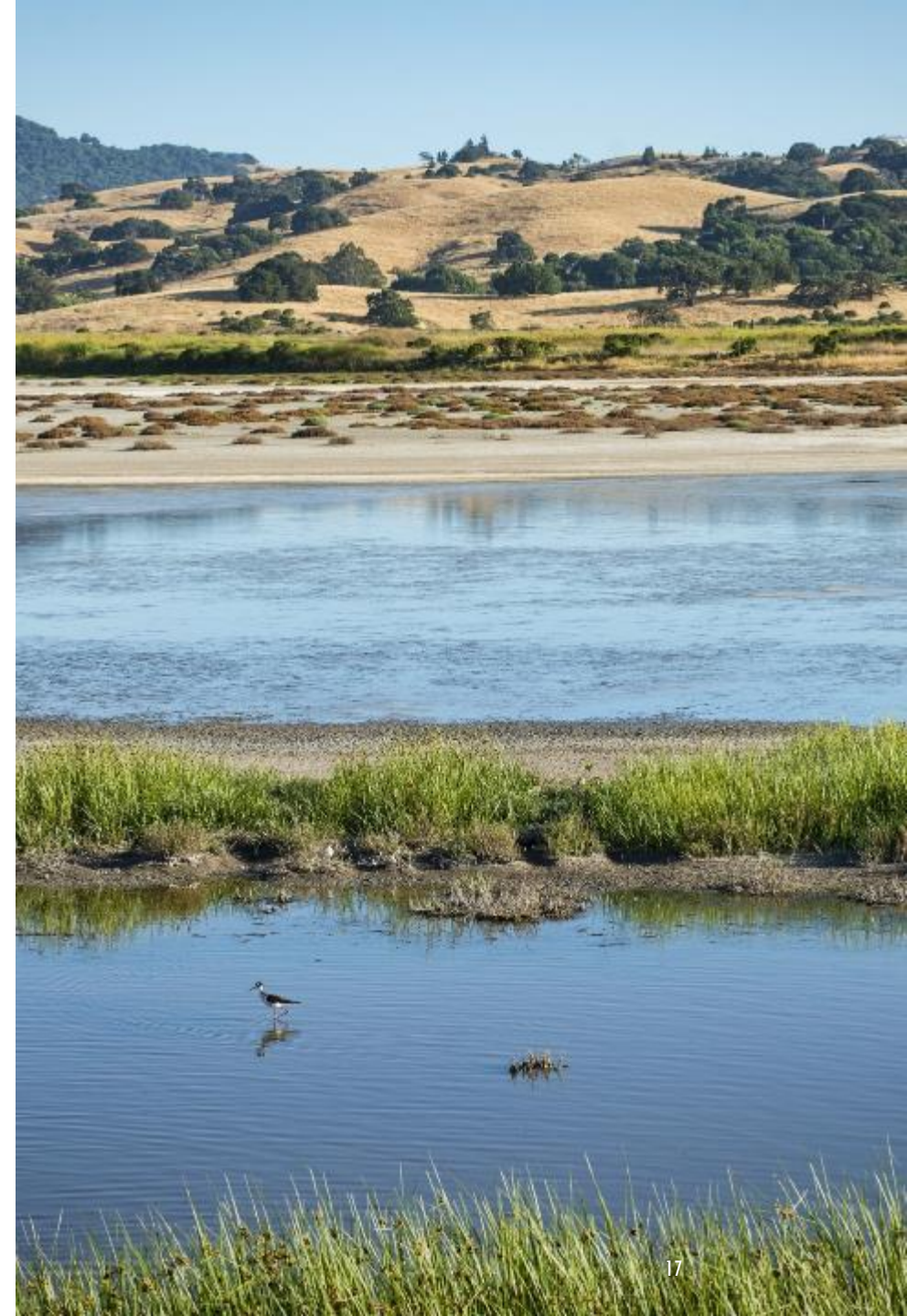
- Required Elements
  1. Land Use
  2. Conservation
  3. Noise
  4. Environmental Justice
  5. Circulation
  6. Open Space
  7. Safety
  8. Housing





# GENERAL PLAN REQUIREMENTS (CONT'D)

- No required planning period
- Cities choose when to update
  - Sacramento: every 5 years
  - Pacifica: 1980-2020
  - Average: 15-20 years
- Planning periods are estimates of buildout
- Development period varies by city





# GENERAL PLAN CONSISTENCY

“**No policy conflicts**, either textual or diagrammatic, can exist between the components of an otherwise complete and adequate general plan such as internally referenced external documents like a climate action plan or a local energy assurance plan” -OPR

- All **elements** of the general plan have **equal legal status**
- All **elements** of a general plan, whether mandatory or optional, must be **consistent with one another**
- All **principles, goals, objectives, policies, and plan proposals set forth in an area or community plan must be consistent with the overall general plan**



# ROLE OF THE GENERAL PLAN

- What should it do?
  - Set land uses and development patterns
  - Identify long-term direction
  - Establish priorities and tradeoffs
  - Establish goals and policies
  - Set metrics and targets
  - Set the stage for implementation through other plans
  - Consider the Environmental impacts associated with policy decisions in adherence with the California Environmental Quality Act
- What should it NOT do?
  - Solve every issue facing the city today
  - Be overly specific
  - Be everything to everyone
  - Be so general and vague that no clear direction is established



# PETALUMA GENERAL PLAN 2025

- Adopted in 2008
- Plan development spanned 7 years
  - Extensive outreach
- Plan Development Context
  - Great Recession
  - No SMART Service
  - Increasing Climate Emergency (2020)
  - Increasing Housing Crisis (2020)



## City of Petaluma: General Plan 2025

MAY 2008

Revision Date: January 11, 2012



# PETALUMA GENERAL PLAN 2025

## Elements

1. Land Use, Growth Management, and the Built Environment
2. Community Design, Character, and Green Building
3. Historic Preservation
4. The Natural Environment
5. Mobility
6. Recreation, Music, Parks, & the Arts
7. Community Facilities, Services and Education
8. Water Resources
9. Economic Health & Sustainability
10. Health & Safety
11. Housing







# PLANNING AREA(S)

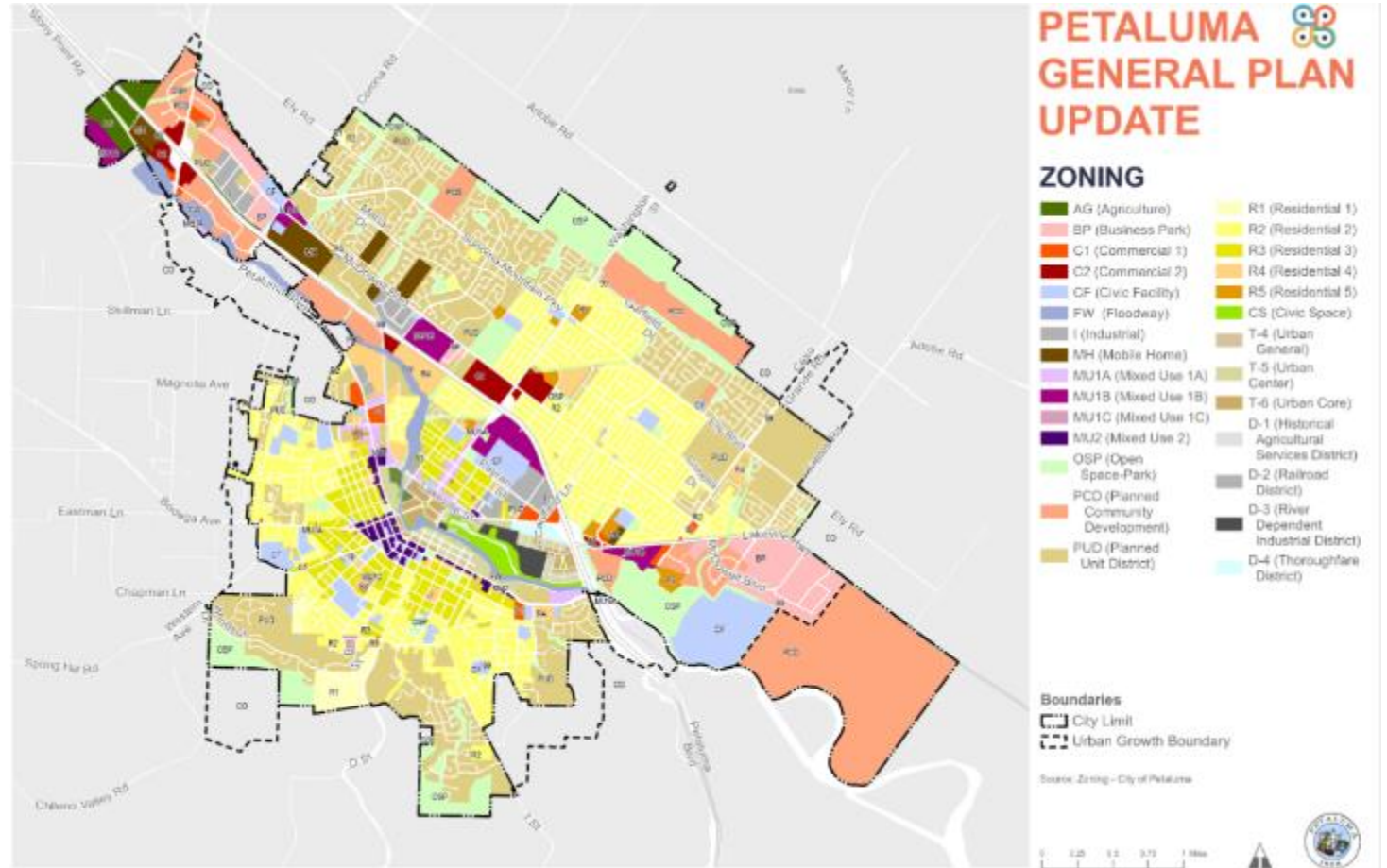
- City limits
- Sphere of Influence/ Urban Growth Boundary
- County areas
- Planning boundary





# LAND USE ELEMENT

- Defines the future (allowable) type, distribution, and intensity of all parcels
- Includes a land use diagram
- Establishes standards for density
  - Residential (dwelling units per acre)
  - Non-residential (floor-area ratio)
- Must align with and reflect content from other elements





# HOUSING ELEMENT



**ELEMENT** OF THE GENERAL  
PLAN



UPDATED **EVERY 8 YEARS** PER  
STATE LAW



**SCHEDULE** TIED TO ABAG'S  
REGIONAL TRANSPORTATION  
PLAN/SUSTAINABLE  
COMMUNITIES STRATEGY,  
PLAN BAY AREA



MUST PLAN TO  
ACCOMMODATE **REGIONAL  
HOUSING NEEDS  
ALLOCATION** (RHNA) LOCAL  
ALLOCATION



# WHAT'S NEW FOR THIS HOUSING ELEMENT CYCLE?



Greater emphasis on **social equity**



**Higher** expected total regional **housing need**



**Expanded HCD oversight** on methodology & allocations



**More factors to consider** in allocations (overpayment, overcrowding, greenhouse gas target, jobs-housing fit)



**New requirements** for identifying eligible sites for Housing Elements



# RECENT STATE LEGISLATION - LAND USE AND HOUSING

- SB 330 (Skinner)
  - No net loss of residential capacity
  - No downzoning of residential areas
  - General Plan and zoning must be consistent
  - Objective Design Standards for residential
- SB 35 (Wiener) Streamline Approval Process
- AB 73 (Chiu) Housing Sustainability Districts
- SB 540 (Roth) Workforce Housing Opportunity Zones
- SB 166 (Skinner) No Net Loss
- AB 678 (Bocanegra)/ SB 167 (Skinner) and AB 1515 (Daly) Housing Accountability Act
- SB 2 (Atkins) Building Jobs and Homes Act
- SB 3 (Beall) Veterans and Affordable Housing Bond Act
- AB 1505 (Bloom) Inclusionary Ordinances
- AB 1521 (Bloom) Preservation of Existing Affordable Housing Stock
- AB 571 (E. Garcia) Low Income Housing Credits for Farmworkers
- AB 2501 Housing Density Bonus procedures and concessions



# HOUSING ELEMENT

- Statutorily required to be updated every 8 years, (2023 – 2031)
- Jurisdictions must plan for the Regional Housing Needs Allocation (RHNA) and identify adequate sites with:
  - Appropriate density (at least 20 du/ac for lower income units)
  - Vacant and underutilized sites with near-term development potential
  - Development process and fees do not constrain housing development

Current Draft RHNA Allocation

RHNA Allocations	Very Low	Low	Moderate	Above Moderate	Total
Petaluma	499	288	313	810	1,910

Source: , Association of Bay Area Governments (2021) Draft Regional Housing Needs Allocation (RHNA) for the San Francisco Bay Area, 2023-2031 [\(link\)](#)



# 6<sup>TH</sup> CYCLE RHNA: HOUSING ELEMENT IMPACTS

- New Considerations
  - Accommodating a larger RHNA allocation
  - New requirements for site identification, qualification
  - Outreach and equity requirements
- Likely zoning changes
- Likely significant land use changes
- New planned housing locations may impact surrounding uses

## Petaluma seeks solutions to housing crisis



Mary Stompe, the executive director of PEP Housing, at the nonprofit builder's offices on Petaluma Boulevard, where it hopes to develop apartments for low-income senior citizens. (CRISSY PASCUAL/ Petaluma Argus-Courier)

HANNAH BEAUSANG  
ARGUS-COURIER STAFF  
September 28, 2017





# CIRCULATION ELEMENT

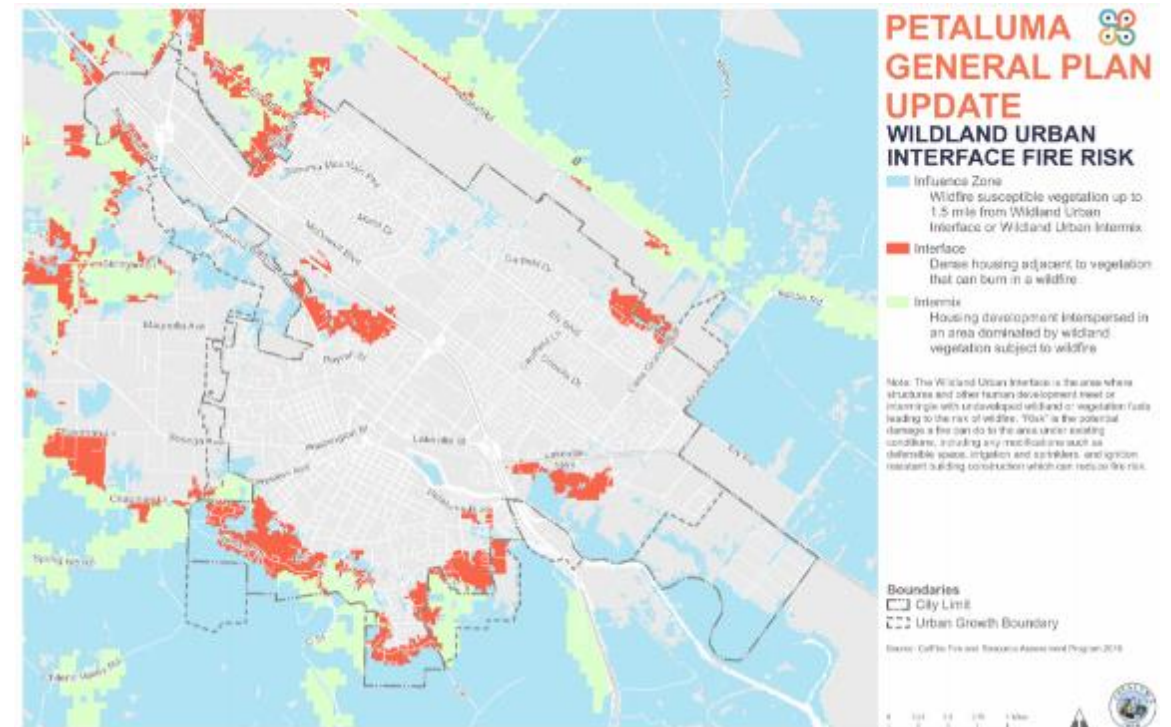
- Defines the infrastructure needs required for the circulation of people, goods, energy, water sewage, storm drainage, and communications
- Must establish goals and policies for a “balanced, multimodal transportation network”
- Required to identify the location and extent of both existing and proposed:
  - Major thoroughfares
  - Transportation routes
  - Terminals
  - Military airports and ports
  - Public utilities and facilities





# SAFETY ELEMENT

- Defines strategies for mitigating natural disasters and other hazards (seismic hazards, wildfires, flooding, and hazardous materials)
- Promotes the strengthening of public safety services and facilities (e.g., fire, police, hospitals)
- Must address climate change adaptation and resilience (SB 379)





# ENVIRONMENTAL JUSTICE ELEMENT (SB 1000)

- Focused on environmental (physical city/neighborhood) determinants of health and equity
- Topics addressed:
  - Pollution exposure (air quality, water quality, etc.)
  - Public facilities (parks, schools, health facilities, etc.)
  - Safe and sanitary homes (housing cost and quality)
  - Physical activity (walkable communities, transportation safety, etc.)
  - Other identified health risks or burdens (food access, community engagement, etc.)

Identification of  
“Disadvantaged  
Communities”



Engagement with  
Community  
Members in DACs



Integration of Goals,  
Policies, and  
Programs to Address  
DAC Priorities

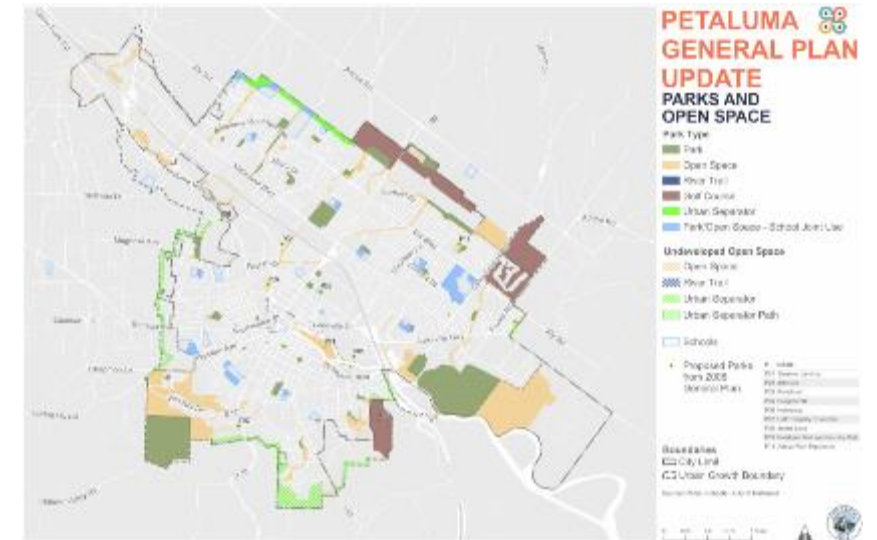


# ADDITIONAL REQUIRED ELEMENTS

**Conservation:** Promotes strategies for the preservation of existing natural resources, including land, water, ecosystem services, and other living resources

**Open Space:** Guides both the a) provision of adequate public parkland and recreational facilities, and b) preservation of other undeveloped lands (in concert with the Conservation Element)

**Noise:** Identifies and evaluates noise problems arising from transportation systems, commercial operations, and industrial activity





# OPR OPTIONAL ELEMENTS/TOPIC GUIDANCE

## EQUITABLE & RESILIENT COMMUNITIES

- Equity: The expansion of opportunities for betterment that are available to those communities most in need, creating more choices for those who have few
- Resilience: The ability of a community to respond, recover, and adapt, and do so dynamically
- Considering distribution of and access to resources within a community may help provide
- improved services and opportunities to thrive
- Community Engagement
- Data Analysis

## HEALTHY COMMUNITIES

- Health: A complete state of physical, mental, and social well-being, and not merely the absence of disease
- Many opportunities already aligned with requirements for incorporating complete streets, addressing climate change, and considering environmental justice
- Promote walking and biking, access to healthy food, healthy housing, violence-free communities, and educational and economic opportunities for all
- Community Engagement
- Partnerships with Public Health/Hospitals
- Data Analysis



# OPR OPTIONAL ELEMENTS/TOPIC GUIDANCE

## ECONOMIC DEVELOPMENT AND THE GENERAL PLAN

- Economy both shapes and is shaped by its physical development
- Economic health and sustainable funding for public services for current and future residents
- Thriving business environment, job growth and retention
- Community Engagement
- Market Research

## CLIMATE CHANGE

- OPR: “Impacts and policies will affect the ways cities and counties function in almost every aspect”
- Respond to climate change both through policies that promote adaptation and resilience and by significantly reducing greenhouse gas (GHG) emissions
- Focused on GHG reductions



# CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)



# WHAT IS CEQA?

- California Environmental Quality Act – CA Law from 1970
- Primary Goals
  - Inform decision makers and the public about the potential significant environmental impacts
  - Prevent significant, avoidable damage to the environment by requiring changes to a project
  - Identify the ways that the environmental damage can be avoided or reduced
  - Disclose to the public reasons why decisions are made if significant impacts occur





# WHEN IS CEQA REQUIRED?

- Adopting/Changing a policy that could result in a direct impact on the environment
- Potential CEQA Chapters
  - Aesthetics
  - Air Quality
  - Biological Resources
  - Land Use/Planning
  - Mineral Resources
  - Population/Housing
  - Recreation
  - Tribal Cultural Resources
  - Hydrology
  - Agriculture and Forestry
  - Cultural Resources
  - Geology/Soils
  - Hazards and Hazardous Materials
  - Noise
  - Public Services
  - Transportation and Traffic
  - Utilities/Service Systems
  - Mandatory Findings of Significance



# CEQA REVIEW



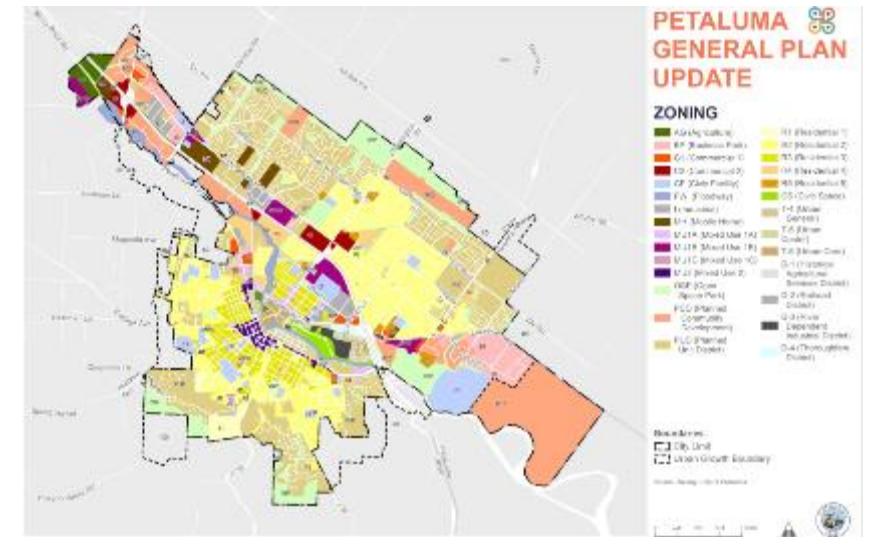


# ZONING



# WHAT IS ZONING?

- Implements policy direction through development standards and guidelines
- Required by State law to be consistent with the General Plan
- Typically contains these standards:
  - USES: Detailed types of uses allowed
  - INTENSITY: Density (dwelling units per acre) or intensity (floor area ratio); Building height and bulk
  - SITE STANDARDS/IMPACT: Setbacks, Required open space, Parking, Transitions

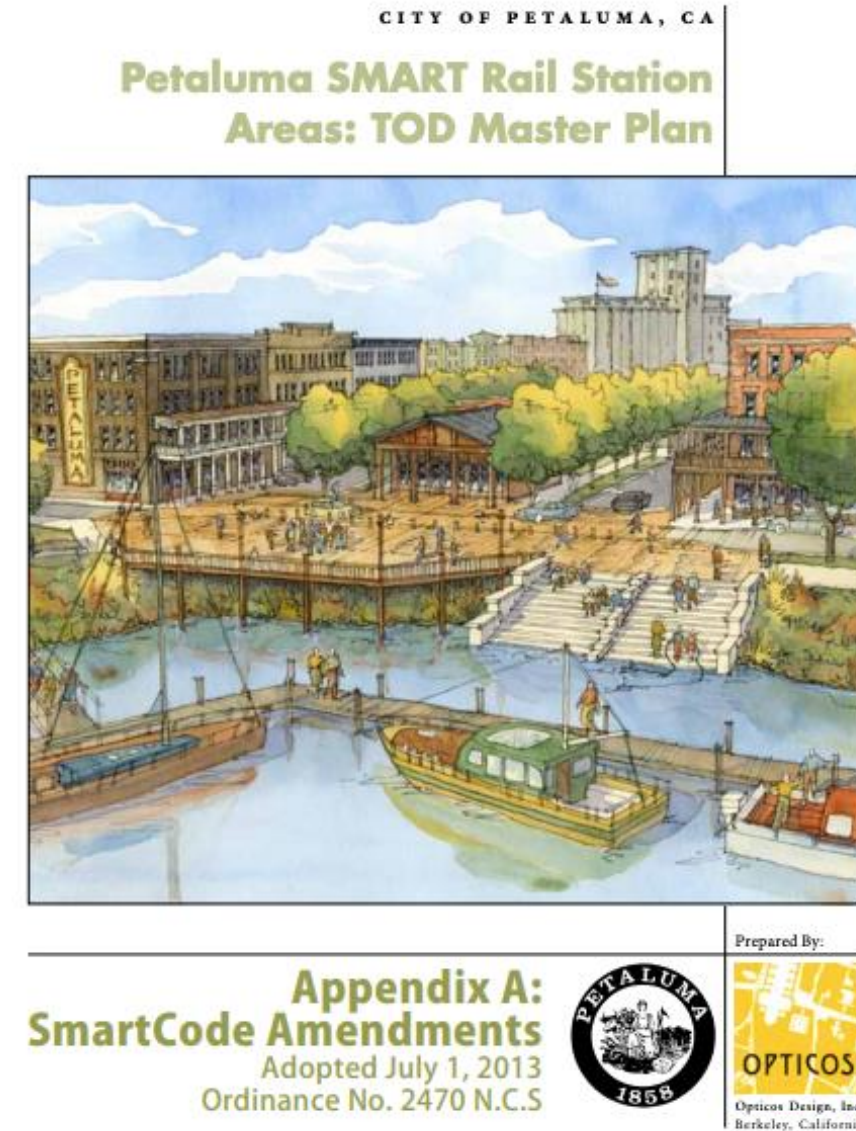




# WHAT IS A FORM-BASED CODE (FBC)?

A form-based code is a land development regulation that fosters predictable built results and a high-quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code.

Keyed to a regulating plan that designates the appropriate form and scale (and therefore, character) of development, rather than only distinctions in land-use types





# ZONING: CONVENTIONAL VS. FBC

## **Conventional Zoning**

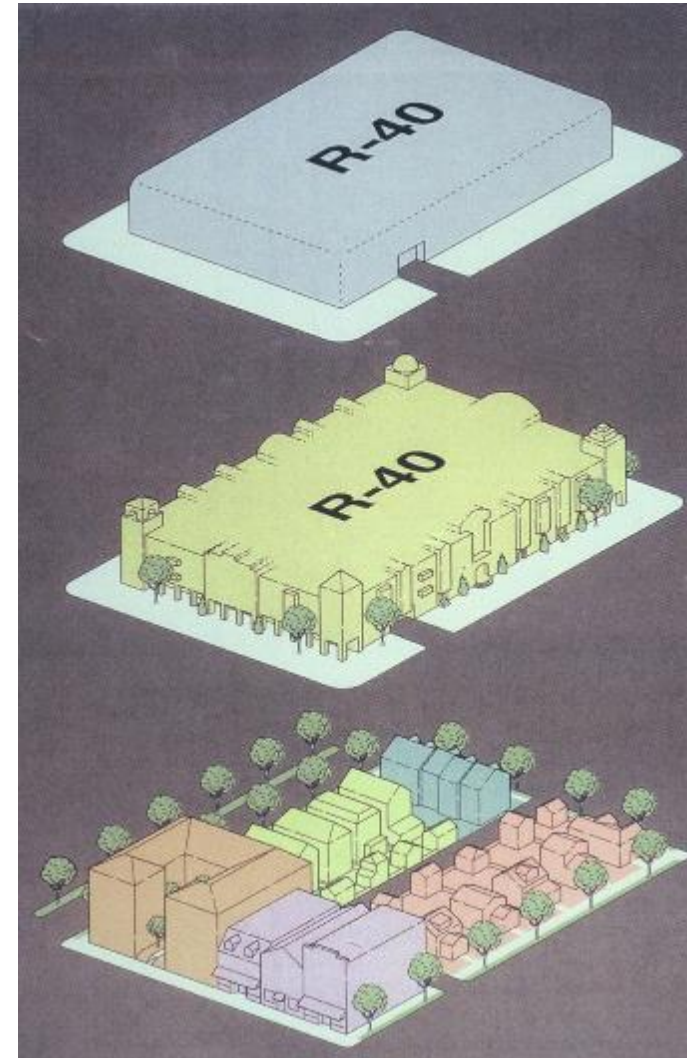
Density use, FAR (floor area ratio), setbacks, parking requirements, maximum building heights specified

## **Zoning Design Guidelines**

Conventional zoning requirements, plus frequency of openings and surface articulation specified

## **Form-Based Codes**

Street and building types (or mix of types), build-to lines, number of floors, and percentage of built site frontage specified.





# PETALUMA GENERAL PLAN UPDATE

## ZONING

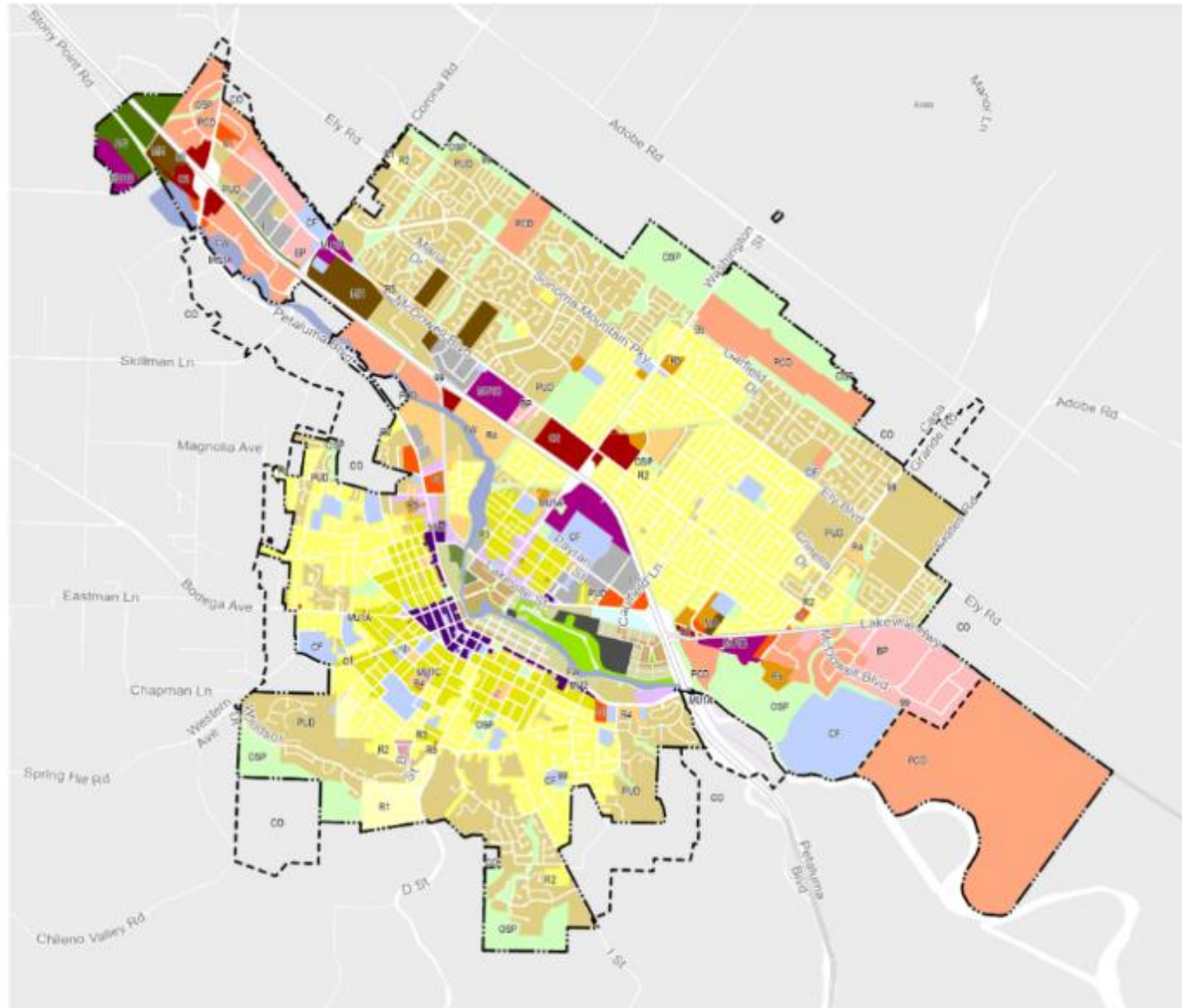
AG (Agriculture)	R1 (Residential 1)
BP (Business Park)	R2 (Residential 2)
C1 (Commercial 1)	R3 (Residential 3)
C2 (Commercial 2)	R4 (Residential 4)
CF (Civic Facility)	R5 (Residential 5)
FW (Floodway)	CS (Civic Space)
I (Industrial)	T-4 (Urban General)
MH (Mobile Home)	T-5 (Urban Center)
MU1A (Mixed Use 1A)	T-6 (Urban Core)
MU1B (Mixed Use 1B)	D-1 (Historical Agricultural Services District)
MU1C (Mixed Use 1C)	D-2 (Railroad District)
MU2 (Mixed Use 2)	D-3 (River Dependent Industrial District)
OSP (Open Space-Park)	D-4 (Thoroughfare District)
PCD (Planned Community Development)	
PUD (Planned Unit District)	

## Boundaries

- City Limit
- Urban Growth Boundary

Source: Zoning - City of Petaluma

0 0.25 0.5 0.75 1 Miles





# SPECIFIC PLANS & AREA PLANS



# WHAT ARE SPECIFIC PLANS?

- Popular and flexible planning tool
- Apply to Downtowns, large edge lands with multiple parcels, older commercial corridors and strips, redevelopment areas
- Special set of development regulations applied to a particular sub-area of any size



CITY OF PETALUMA, CA

## Petaluma SMART Rail Station Areas: TOD Master Plan



## Station Area Master Plan

June 2013

Prepared By:



Opticos Design, Inc.  
Berkeley, California



# WHAT ARE SPECIFIC PLANS? (CONT.)

- Contain development and design regulations
- Contain more urban design and circulation details (standards for roads, sidewalks, bikeways)
- Address infrastructure and financing

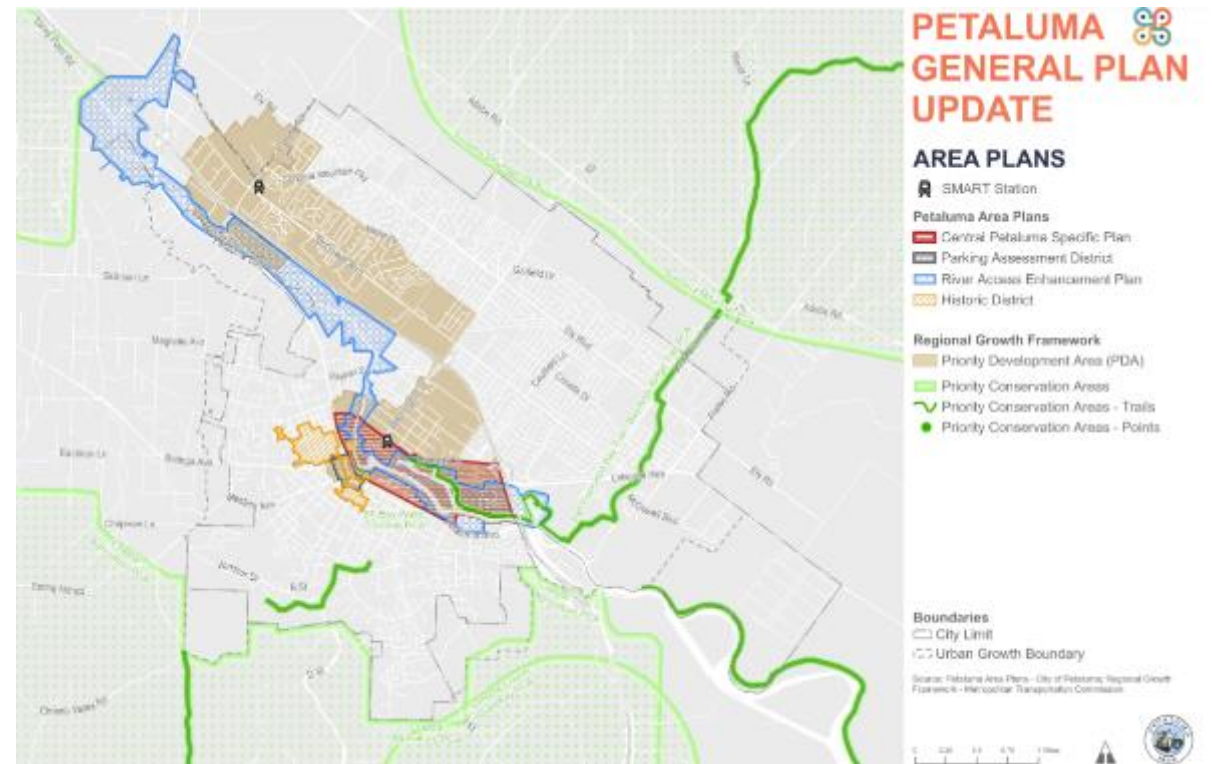




# WHAT ARE SPECIFIC PLANS?

Five basic requirements:

1. Distribution, location and extent of all land uses
2. Transportation and infrastructure
3. Development and conservation standards
4. Implementation measures
5. Relationship to the General Plan





# AREA/NEIGHBORHOOD/VISION PLANS

- Similar to specific plans, but does not require CEQA
- OR Limited implementation pending a more detailed plan

## Downtown San Rafael Precise Plan

City of  
San Rafael, CA  
Adopted  
August 2021



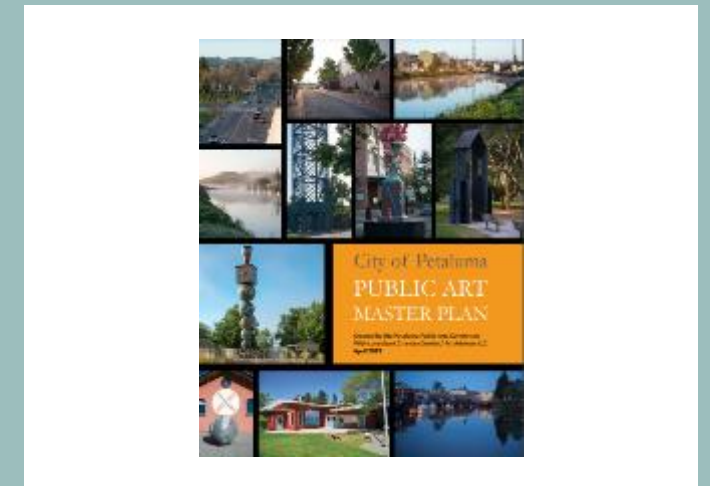
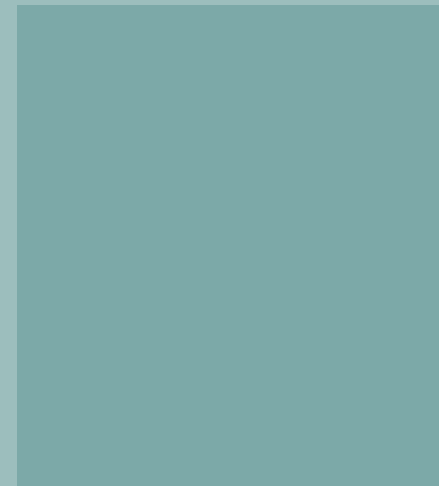
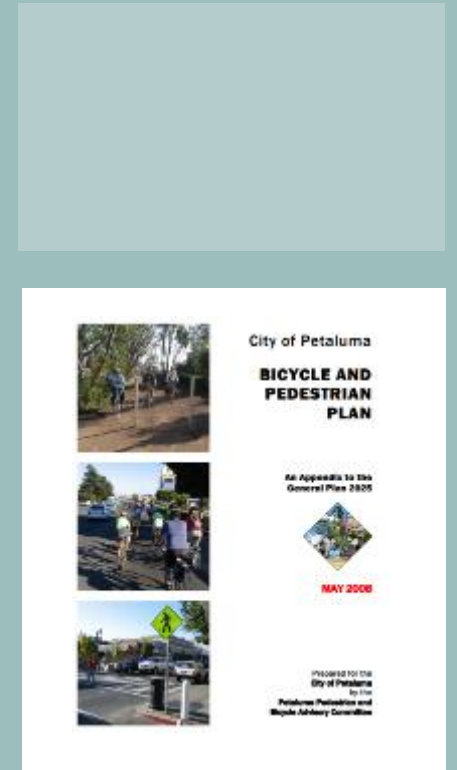


# TOPIC/MASTER PLANS



# OTHER PLANS

- More detailed plans than the General Plan that are not about necessarily about land use
  - Climate Action Framework
  - Bicycle and Pedestrian Plan
  - River Access and Enhancement Plan
  - Public Art Master Plan
  - Local Hazard Mitigation Plan
  - Economic Development Reports





**IMPLEMENTATION**



# IMPLEMENTATION TOOLS

- Zoning Code
- Prioritization Plans
- City Budget
- Staffing
- Additional Planning

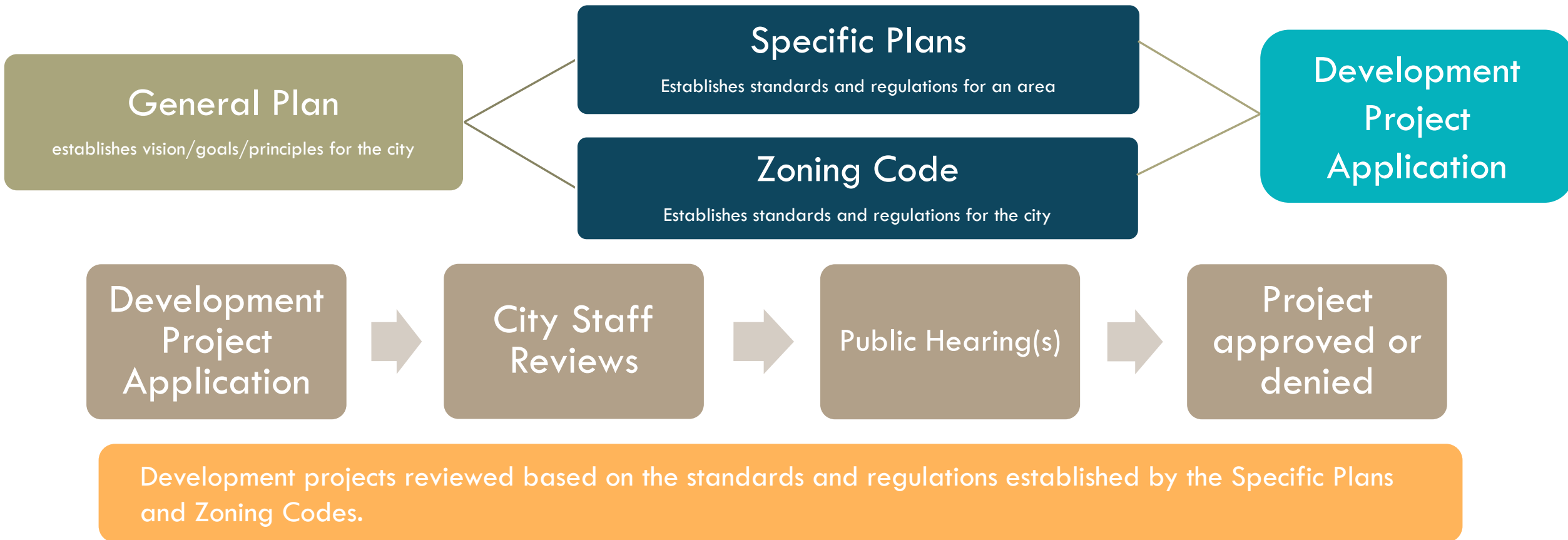


OUR GOALS - FISCAL YEARS  
2019 - 2021

				
<b>Goal:</b> <b>A CITY THAT WORKS FOR EVERYONE</b>	<b>Goal:</b> <b>OUR ENVIRONMENTAL LEGACY</b>	<b>Goal:</b> <b>A SAFE COMMUNITY THAT THRIVES</b>	<b>Goal:</b> <b>AN ECONOMY THAT PROSPERS</b>	<b>Goal:</b> <b>SPACES AND PLACES THAT INSPIRE</b>
Ensure a fiscally and organizationally sustainable City that is innovative and efficient; provides valued services promptly and professionally; engages the community, and proactively funds, designs, installs and maintains City infrastructure that is safe, functional, and sustainable and serves the needs of our residents.	Preserve and protect Petaluma's environment for future generations and become a municipal leader in sustainability by protecting our river and open space; reducing and drawing down greenhouse gas emissions; and encouraging sustainable development.	Support facilities and design programs that create a healthy, resilient, and engaged community that is prepared, safe, and housed.	Encourage a thriving business environment that results in a strong, diverse, resilient economy and supports community prosperity.	Create inviting natural and built places and spaces for contemplation, play, arts, and connection while celebrating our history and encouraging community pride.



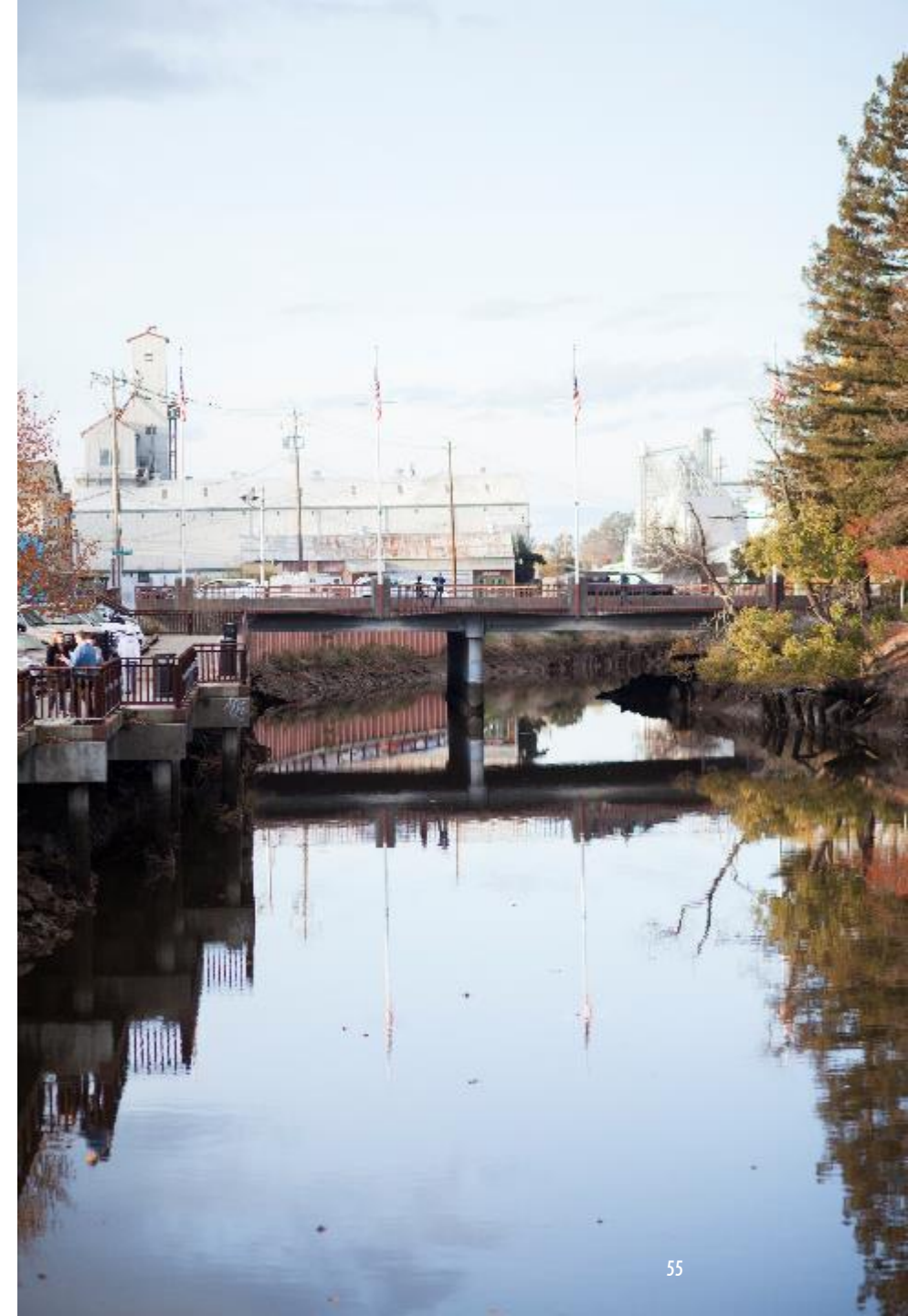
# DEVELOPMENT REVIEW PROCESS





# HOW DOES THIS ALL PLAY OUT FOR CLIMATE?

- General Plan Policy
  - Land Use
  - Transportation
- Climate Action Framework
- Climate Action and Adaptation Plan
- Policy Adoption
  - Gas Station Ban
  - All-Electric Code
  - Building Code Adoptions
  - VMT Threshold





# HOW DOES AN APARTMENT BUILDING GET BUILT?

- General Plan Policy
  - Land Use
  - Housing
- Zoning
  - Use and Intensity
  - Design Standards
  - Parking Standards
  - Etc.
- Property Owner/ Developer Initiative
  - (Can be a public entity)
  - Project Design + Financing
- Project Review and Approval
  - Planning Department
  - Building Department
  - Fire, Police, Public Works
  - Planning Commission
  - City Council
- Construction



# WHAT IF I WANT A BIKE LANE?

- General Plan
- Ped/Bike Plan
- Plan Prioritization
- Staffing and Budgeting (for Public Works Projects)
- Ad Hoc Programs
  - Direction often comes from Committees/ Commissions/ Council
  - Very compelling and widely supported
  - Like Slow Streets, Black Lives Matter Mural, Outdoor Dining Program



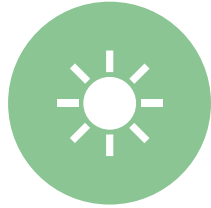




ULI TAP



PEDESTRIAN AND BICYCLE  
PLAN



CLIMATE EMERGENCY  
ACTION FRAMEWORK &  
CLIMATE ACTION AND  
ADAPTATION PLANS



PLAN FOR DEVELOPMENT  
OF THE PETALUMA FAIR  
GROUNDS



LOS TO VMT



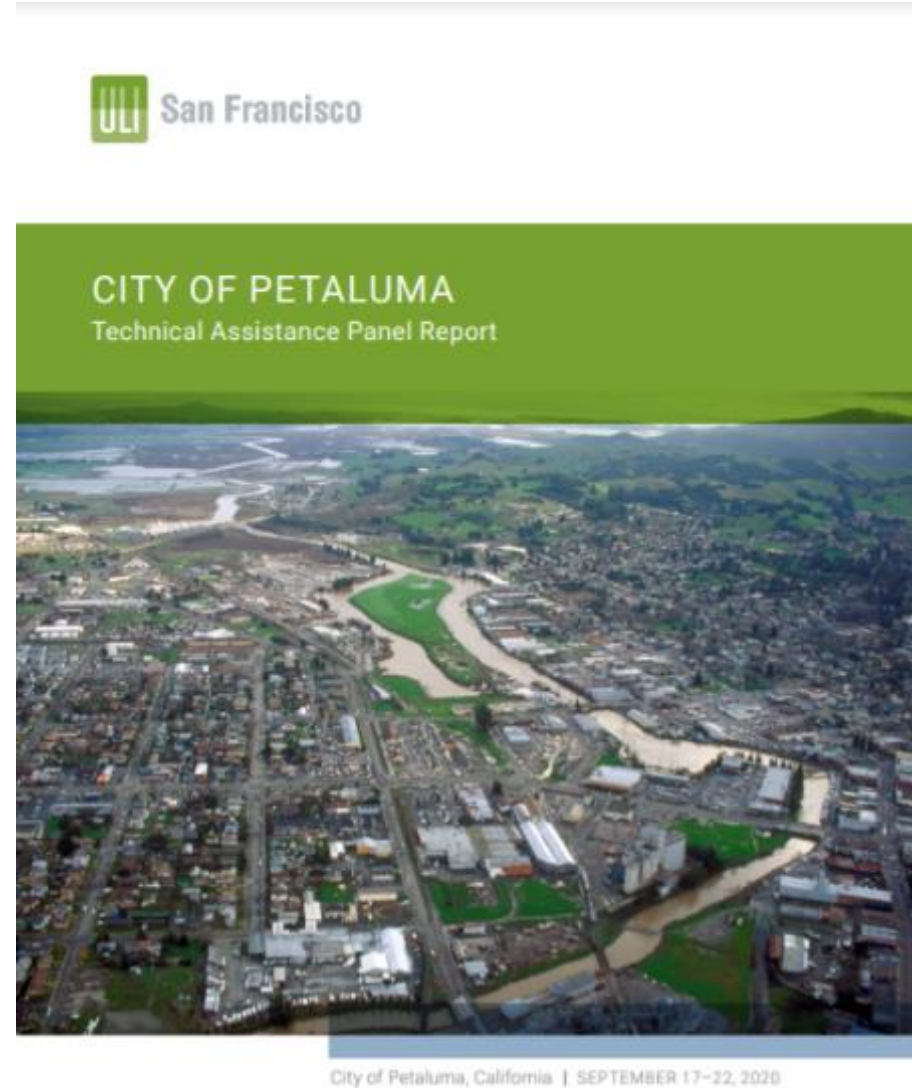
LOCAL HAZARD  
MITIGATION PLAN

## RELATED PLANNING EFFORTS



# ULI TAP

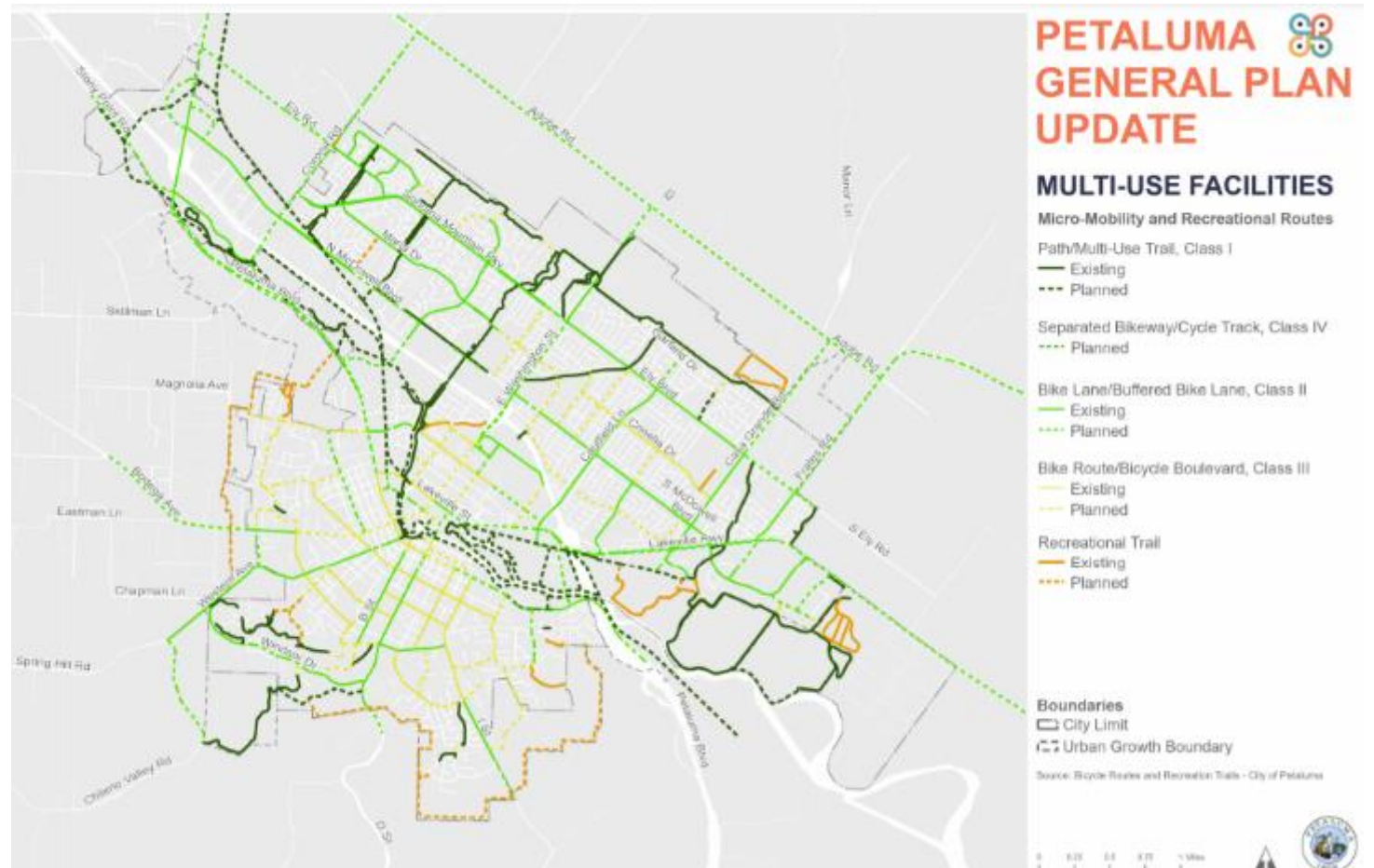
- Virtual Technical Advisory Panel
- Informing our thinking on Housing
- Watch the Video:
  - September 22 Planning Commission Meeting Report-Out
- Read the Report:
  - <https://www.planpetaluma.org/plan-documents>





# PEDESTRIAN AND BICYCLE PLAN

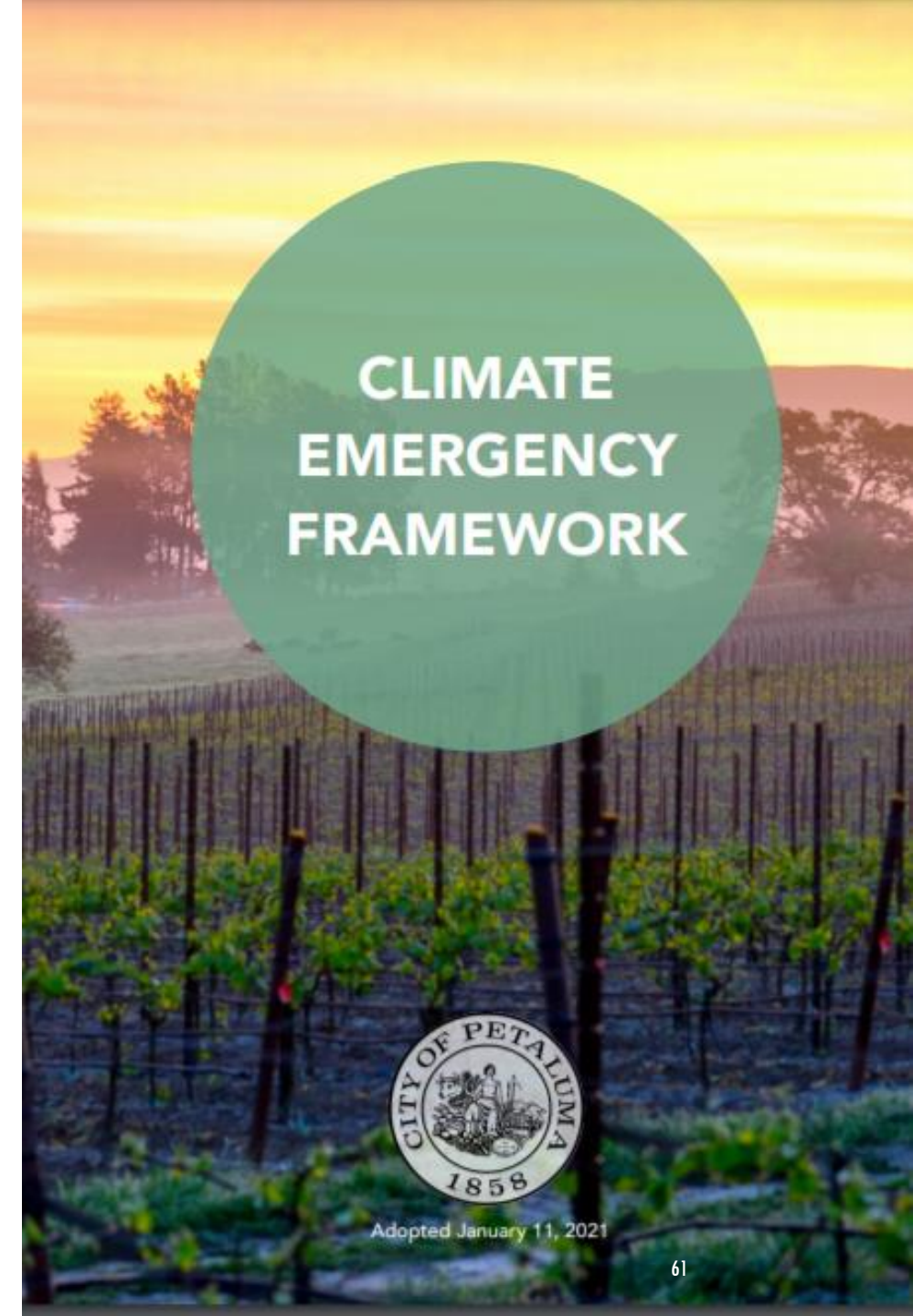
- Maps out a network of bicycle and pedestrian facilities throughout the city
- Purpose is to promote a complete network of “multi-use” facilities to connect cyclists and pedestrians from across city and increased use of safety for all
- Currently being updated by our consulting partners Fehr and Pierce





# CLIMATE EMERGENCY ACTION FRAMEWORK

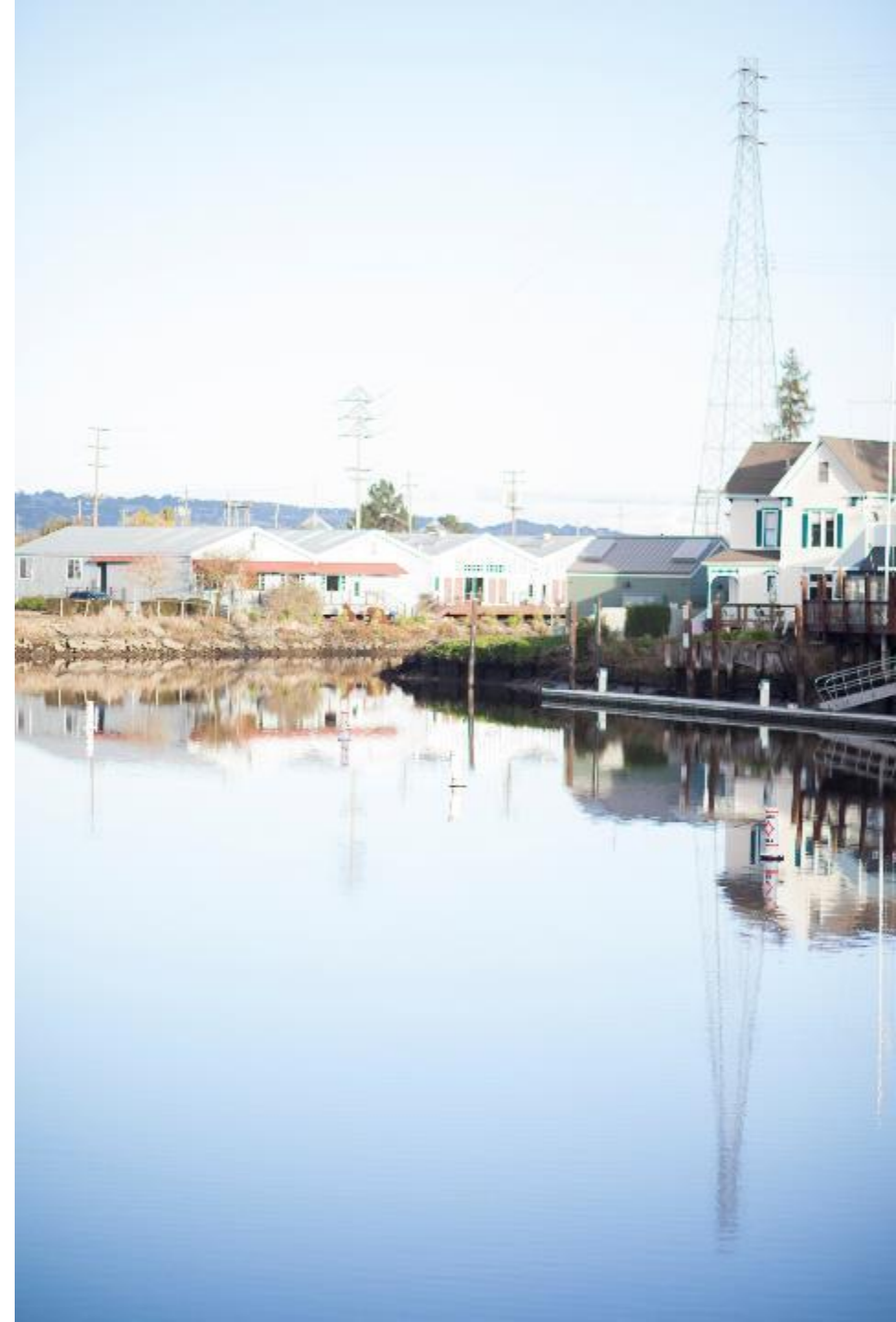
- Climate Action Commission adopted by City Council
  - Purpose: Outline proposed principles, strategies, and actions Petaluma can take to successfully realize a shared vision of a healthy, stable, and equitable community
  - Equity and Climate Justice
  - Mitigation and Sequestration
  - Community Engagement
  - Adaptation and Social Resilience
- Expect to be synergies and overlap with General Plan Update
- Ongoing Community Survey
- Climate Action Town Hall Event Complete
- More information at <https://cityofpetaluma.org/climate-action-commission/>





# CLIMATE ACTION AND ADAPTATION PLAN (CAAP)

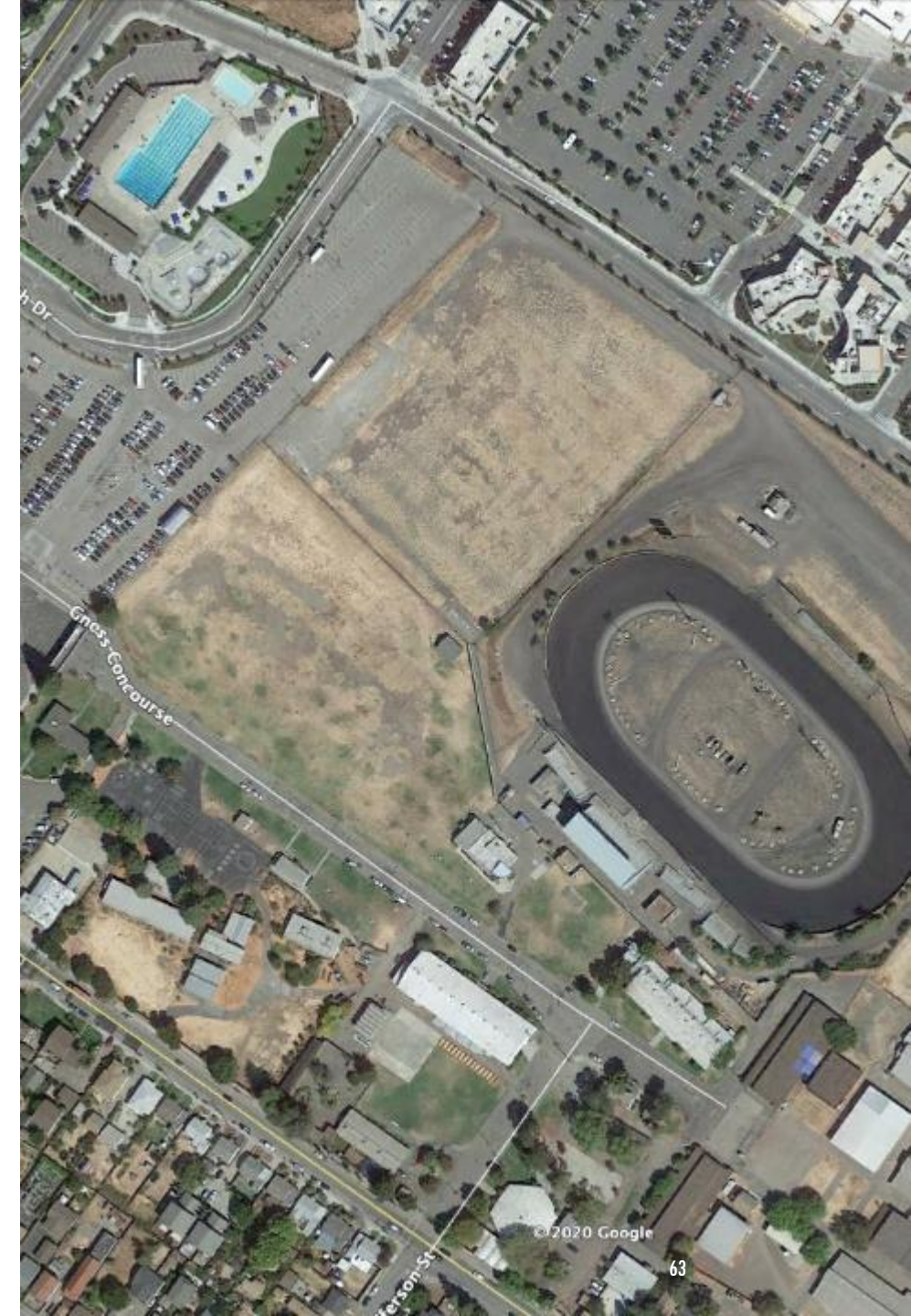
- Proposes actions to mitigate community contributions to climate change
  - Establishes GHG reduction targets across a range of sectors (e.g., transportation, domestic energy use)
  - Recommends goals and policies designed to achieve reduction targets
- Aims to enhance community resilience to anticipated impacts of climate change
  - Wildfires, sea level rise, extreme heat, other natural hazards





# FAIRGROUNDS DEVELOPMENT PLAN

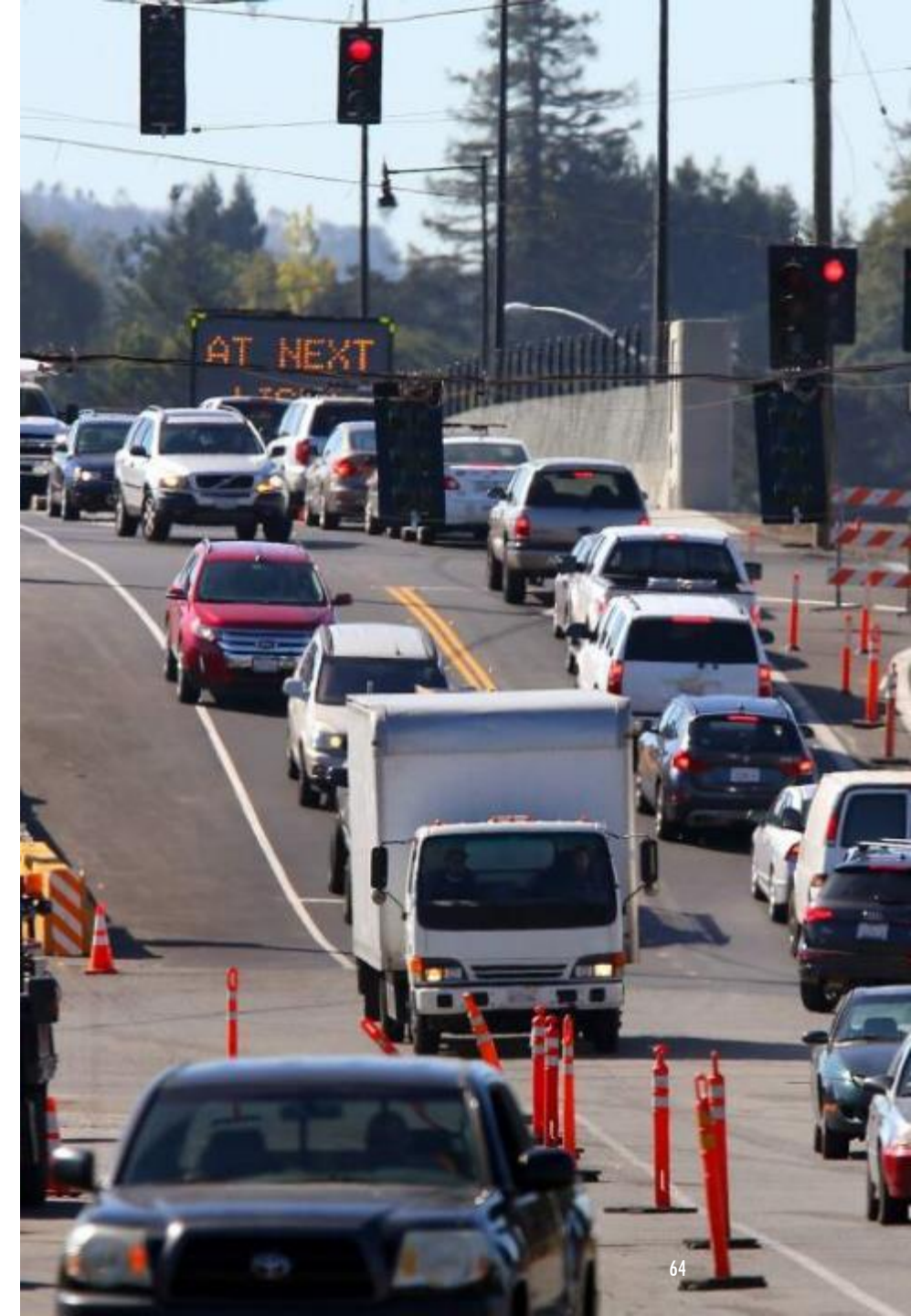
- City working with Fair to conduct an existing conditions analysis
- Details on upcoming community visioning process being developed





# LOS TO VMT

- **State mandated** a change in how projects subject to environmental review (CEQA) evaluate transportation impacts
  - Historically it was Level of Service, LOS and now it is Vehicle Miles Travelled (VMT)
- City of Petaluma formed a VMT Technical Advisory Committee to shape the Petaluma specific VMT Guidelines
- Guidelines establish procedures for conducting VMT studies, identify metrics, methodology, screening criteria, and establish thresholds of significance.
- The **VMT Threshold for residential uses is 16.8% below the citywide average**, and is the necessary reduction identified by the Air Resources Board to achieve the State's 2050 GHG reduction goals
  - State recommended 15%, which all other Sonoma County jurisdictions have adopted





# LOCAL HAZARD MITIGATION PLAN 2020

- Draft Submitted to State Office of Emergency Services
- Focused on managing and mitigating:
  - Dam Incidents
  - Drought
  - Cyber Threats
  - Earthquake
  - Flooding
  - Hazardous Material Releases
  - Sea Level Rise
  - Severe Weather
  - Wildfire
  - Multi-Hazard



## City of Petaluma Local Hazard Mitigation Plan



Final Plan Update | November 2020

**wood.**

Prepared for:  
City of Petaluma  
Public Works & Utilities Department  
202 North McDowell Boulevard  
Petaluma, California 94954

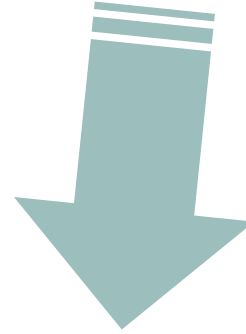
Prepared by:  
Wood Environment &  
Infrastructure Solutions, Inc.  
10940 White Rock Road, Suite 190  
Rancho Cordova, California 95670



# GENERAL PLAN SCHEDULE AND NEXT STEPS



# PLANPETALUMA.ORG

[HOME](#)[EXPLORE](#)[GET INVOLVED!](#)[PLAN DOCUMENTS](#)[GPAC](#)[CITY WEBSITE](#)[VER EN ESPAÑOL](#)

LEARN MORE ABOUT WAYS YOU CAN SHARE YOUR VOICE AND HELP SHAPE THE FUTURE OF PETALUMA!

OPPORTUNITIES TO GET INVOLVED

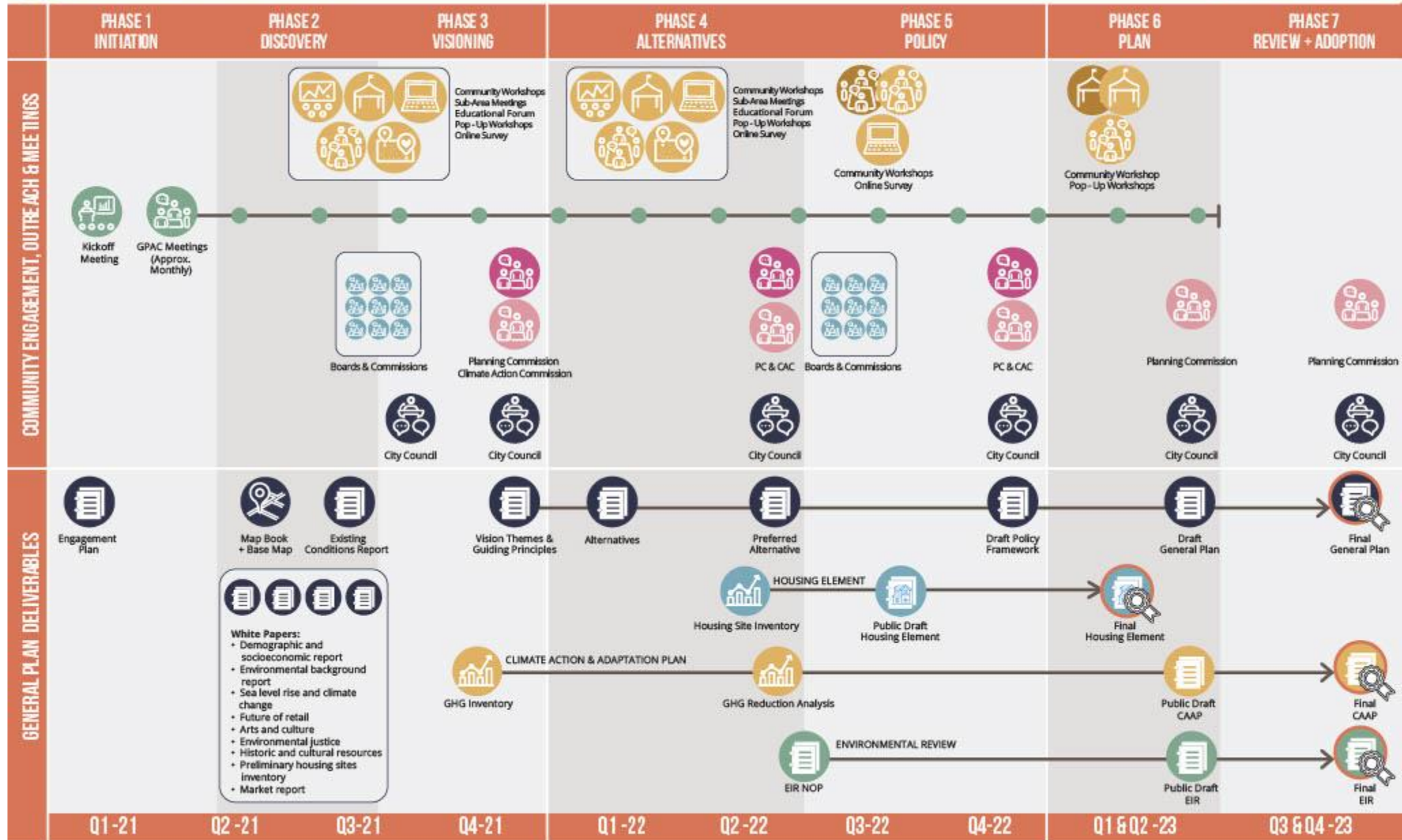




# TIMELINE









# UPCOMING EVENTS AND MEETING DATES

- Community Pop-ups
  - September 9<sup>th</sup> Petaluma Night Market
  - September 11<sup>th</sup> Walnut Park Farmers Market
  - More to come!
- GPAC Meeting
  - September 16<sup>th</sup>
- Community Visioning Workshop
  - September 28<sup>th</sup>
- Committee and Commission Meetings to review Existing Conditions
  - October through November 2021

- Engagement Approach
  - More Educational Forums through Fall 2021
  - Meeting people where they are in the community
  - Working with more community groups

## Reaching Specific communities

- Building Out Strategy for to reach Children and Youth through schools and organizations
- Bolstering Opportunities for Latinx and Spanish speaking Engagement
  - Pop-up at Lola's
  - Spanish Language Visioning Session



# DISCUSSION

General Questions?

What do you want  
to learn more about  
in these forums?





# PLANNING 101

Christina Paul  
Principal Policy Planner

David Hernandez Garcia  
Planner

