

# Public Draft of the 6th Cycle Housing Element

Climate Action Commission  
Presentation, Discussion and Feedback

October 13, 2022

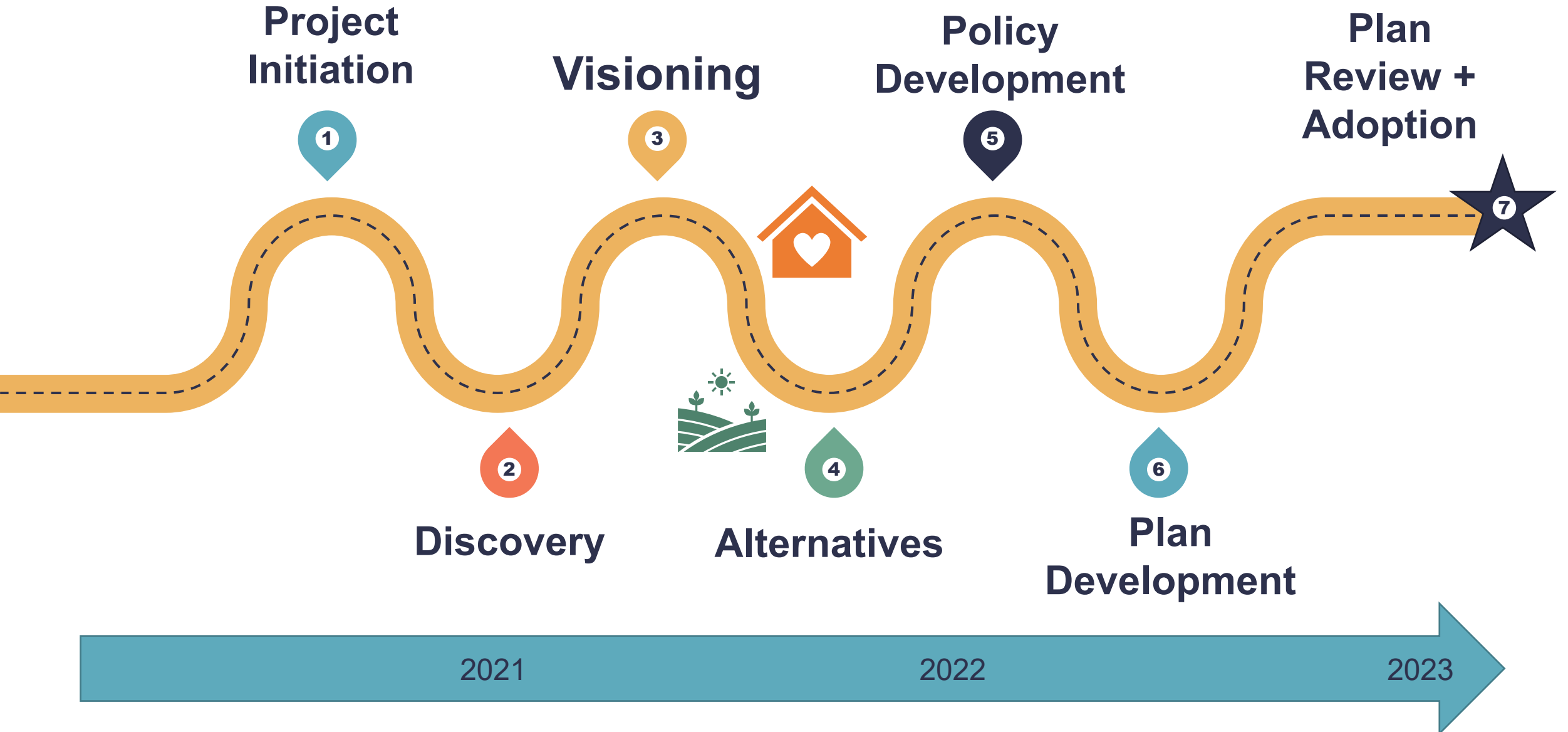
# Meeting Overview

- General Plan Context
- Housing Element Background
- Sites Inventory
- Programs
- Community Input
- Schedule



# Context

# Project Roadmap



# Background on the Housing Element

# What is the Housing Element?

- Required "element" or chapter of the General Plan
- Certified by the State Department of Housing and Community Development
- Adopted by the City Council
- Opportunity to address local housing challenges and find solutions
- Includes housing goals, policies, and programs
- 8-year planning cycles: 6th Cycle is for the period 2023-2031



California Department of  
Housing and Community  
Development

Grants &  
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Home > Planning & Community Development > Housing Elements

## Planning & Community Development

Public Lands for Affordable Housing  
Development

Regional Housing Needs Allocation

Housing Elements

Award-Winning & Exemplary Housing  
Elements

Building Blocks

Housing Element Webinars

Annual Progress Reports

AFFH/Fair Housing

HCD Memos

Accountability and Enforcement

## Housing Elements

Since 1969, California has required that all local governments (cities and counties) adequately plan to meet the housing needs of everyone in the community. California's local governments meet this requirement by adopting housing plans as part of their "general plan" (also required by the state). General plans serve as the local government's "blueprint" for how the city and/or county will grow and develop and include seven elements: land use, transportation, conservation, noise, open space, safety, and housing.

California's housing-element law acknowledges that, in order for the private market to adequately address the housing needs and demand of Californians, local governments must adopt plans and regulatory systems that provide opportunities for (and do not unduly constrain), housing development. As a result, housing policy in California rests largely on the effective implementation of local general plans and, in particular, local housing elements.

On this page:

- [Background](#)
- [Housing Element Process](#)
- [Housing Element Submittal](#)
- [Building Blocks: A Comprehensive Housing-Element Guide](#)
- [Other Technical Assistance and Resources](#)
- [Sites Inventory Form and Instructions](#)
- [Housing Element Open Data Tools](#)
- [Receive Updates](#)
- [Public Comments](#)

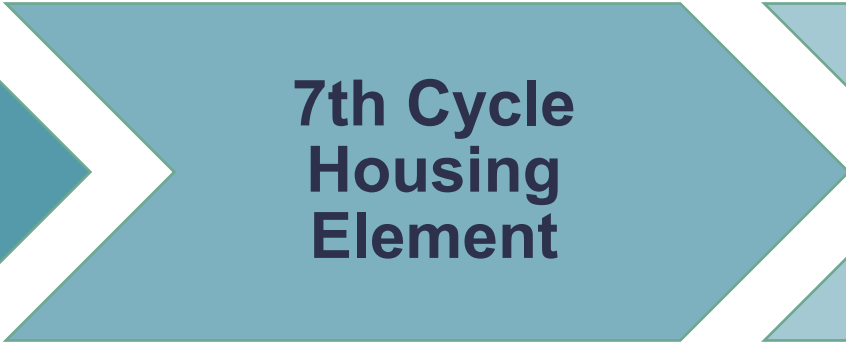
# General Plan and Housing Element Timeframes



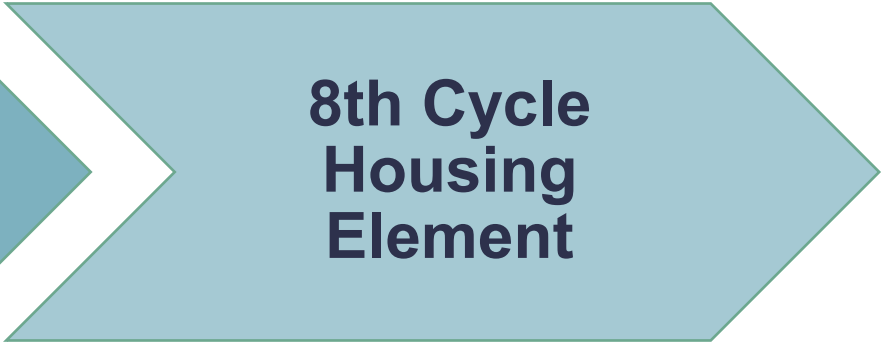
**General Plan**



**6th Cycle  
Housing  
Element**



**7th Cycle  
Housing  
Element**



**8th Cycle  
Housing  
Element**



**Approximately 24 Years**

# Housing Element: Major Building Blocks

- **Housing Element (Goals and Programs)**
- Appendix A: Needs Assessment
- Appendix B: Constraints Analysis
- **Appendix C: Sites Inventory**
- Appendix D: Evaluation of 5th Cycle Housing Programs
- Appendix E: Affirmatively Furthering Fair Housing (AFFH) assessment
- Appendix F: Community Engagement and Input





# Community Housing Priorities

- Eliminate **homelessness**
- Provide more **affordable housing**
- **Avoid high-hazard areas and environmentally sensitive areas**
- Prioritize **infill housing** near transit, retail, parks, and services
- Increase the **diversity of housing types** and choices
- Be part of **mixed-use development**
- Preserve **community character** and sense of place
- Be **family-** and **age-friendly**
- Contribute toward **carbon neutrality** and be **resilient**
- Advance **equity**



VIEW LOOKING EAST ON N. MCDOWELL BLVD



# Housing in the Vision, Pillars, and Principles

## Vision Statement

...We provide plentiful and varied housing choices....

## Pillars

... must prioritize supporting those who have been **most affected by injustice and inequity** and advances **bold action in terms of housing**....

## Guiding Principles

- Establish a **balanced mix of housing types** and uses that allow all residents and businesses to prosper
- Promote more **affordable housing** and a **diversity of housing options**

# Housing Engagement

- 2021 GPU engagement
- March-April 2022: GPAC, Planning Commission, & Workshop
- June-July 2022
  - June 21 Planning Commission
  - July 18 City Council
- Late Summer 2022
  - Public review of Draft Housing Element Posted 8/29
  - Feedback form available online 8/29-10/3
  - Planning Commission 9/13
  - GPAC 9/15
  - HE Public Draft Workshop 9/20
  - City Council 10/3
  - Climate Action Commission 10/13
- Throughout
  - GPAC Housing Working Group



# Engagement during Public Draft Review Period

## Public Review Period 8/29 – 9/28

- Feedback received through 10/3 will be considered for revisions in prior to Submission to HCD October 2022
- Drafts and Comments online through input form:
  - [www.planpetaluma.org/housingelementdraft](http://www.planpetaluma.org/housingelementdraft)

## Presentations and Discussions During Public Review

- Planning Commission (9/13)
- September GPAC Session (9/15)
- HE Public Draft Open House (9/20)
- City Council Presentation (10/3)



## City of Petaluma Housing Element Public Draft Survey

### What is this Housing Element Public Draft Survey?

The City of Petaluma seeks to capture the community's input on the Public Draft of the Housing Element. This survey is a tool that will help gather community perspectives and inform revisions before the City submits a draft to the California State Department of Housing and Community Development (HCD) in the Fall of 2022.

### How do I provide my input?

The survey is broken into three sections focused on this content:

- Sites Identified for Potential Housing Development (Site Inventory) [\(Link\)](#)
- Housing Goals, Policies, and Programs designed to meet our community's housing needs [\(Link\)](#)
- General Feedback on the entire Public Draft [\(Link to access\)](#)

Responses to all questions are optional.

### When do I need to complete the survey?

This survey will be available 8/29 - 9/28/2022

### Why should you complete it?

Housing policy affects everyone in our community! Sharing your perspective on the Public Draft will inform how the City of Petaluma approaches housing policy for the next eight years.

### How will I know you received my feedback, and how will it be used?

Everyone who completes the survey will receive confirmation and a copy of their submission to the email they provide. All comments will be gathered and analyzed to guide any future edits to the Housing Element.

Providing your email below allows us to send you your responses and ensures that we can organize feedback by respondent.

Thank you! Your feedback is important to the planning process.

# High Level Community Input

- **Community Input Matrix**
  - **Over 200 individual comments from Planning Commission, GPAC and community members on specific sites and programs**
- **5+ Letters Submitted as Public Comment**



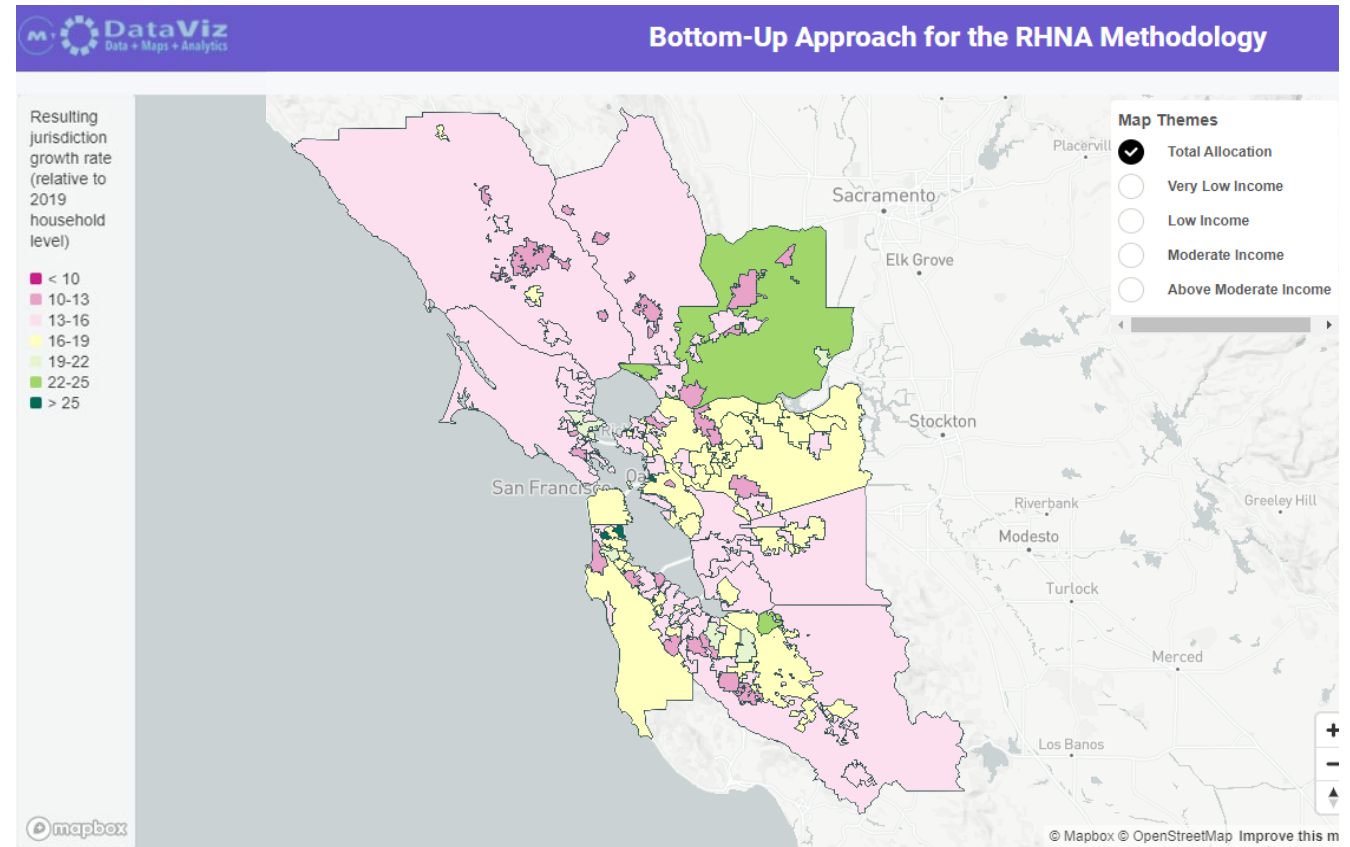
[www.planpetaluma.org/housingelementdraft](http://www.planpetaluma.org/housingelementdraft)

# Housing Sites Inventory

# Housing Element: RHNA

## Regional Housing Needs Allocation: RHNA

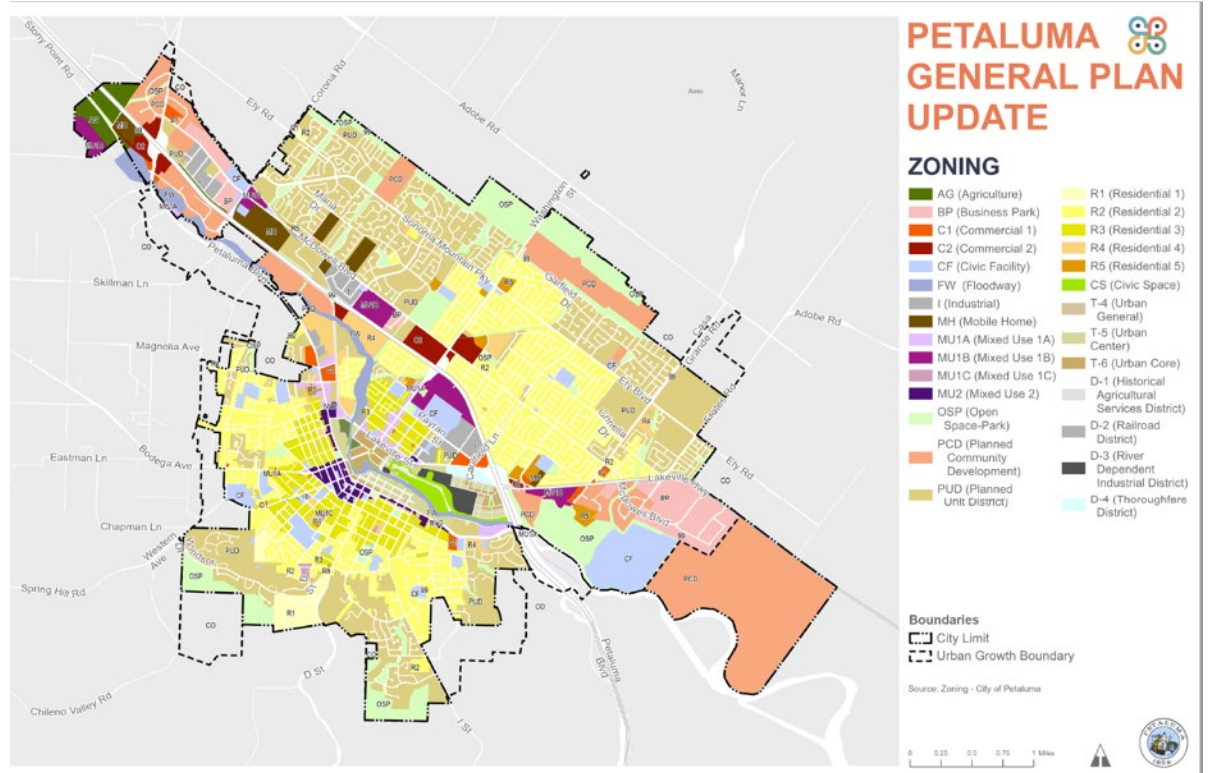
- Determined by the State and the Association of Bay Area Governments (ABAG)
- Petaluma RHNA (Regional Housing Needs Allocation): **1,910 units**
  - Very Low (<50% AMI): 499
  - Low (50-80% AMI): 288
  - Moderate (80-120% AMI): 313
  - Above Moderate: 810



AMI = Area Median Income

# Housing Element: Site Inventory

- City must demonstrate feasible zoned **capacity** at all income levels
- City is **not** required to build or finance the housing
- Does **not control or automatically authorize** construction
- **No obligation** by property owners or tenants to build
- Residential development is **not limited** to sites in the site inventory
- **Reliant on the development industry** (market rate & affordable) to construct housing units





# All Squares are Rectangles...

All Housing Element sites are zoned for housing... but NOT all sites zoned for housing are in the Housing Element

- Sites in the inventory are a subset of sites whose zoning permits housing (i.e., the square)
- Housing can and may be built on other sites (i.e., the rectangle)
- Sites inventory identifies the majority of sites most likely to develop over the eight-year period
- Sites inventory is not a statement of policy – it is an assessment of realistic housing capacity
- General Plan land use element will establish policy for future housing development

**All squares  
are  
rectangles**

**But not all  
rectangles  
are  
squares**

**All sites in  
the site  
inventory  
are zoned  
for housing**

**But not all  
sites zoned  
for housing  
are in the  
site  
inventory**

# Develop Proposed Site Inventory

## Methodology

1. Credits Toward RHNA
  - a. ADUs
  - b. Approved or Pipeline Projects
2. Additional Opportunity Sites
  - a. Vacant
  - b. Parking lots
  - c. Underutilized (including 5th cycle sites)
3. Evaluate and Analyze Sites
4. Calculate Buildout Potential
5. Review and Revise



# 5th Cycle Sites

- Available sites can be reused from the 5th cycle Housing Element
- Sites must be evaluated for continued feasibility
- Sites reviewed for suitability relative to community priorities like:
  - Habitat preservation
  - Avoiding the floodplain
  - Proximity to transit
  - Greenfields on urban edge
  - Hillside sites
- Many 5th cycle sites are NOT in draft 6th cycle inventory

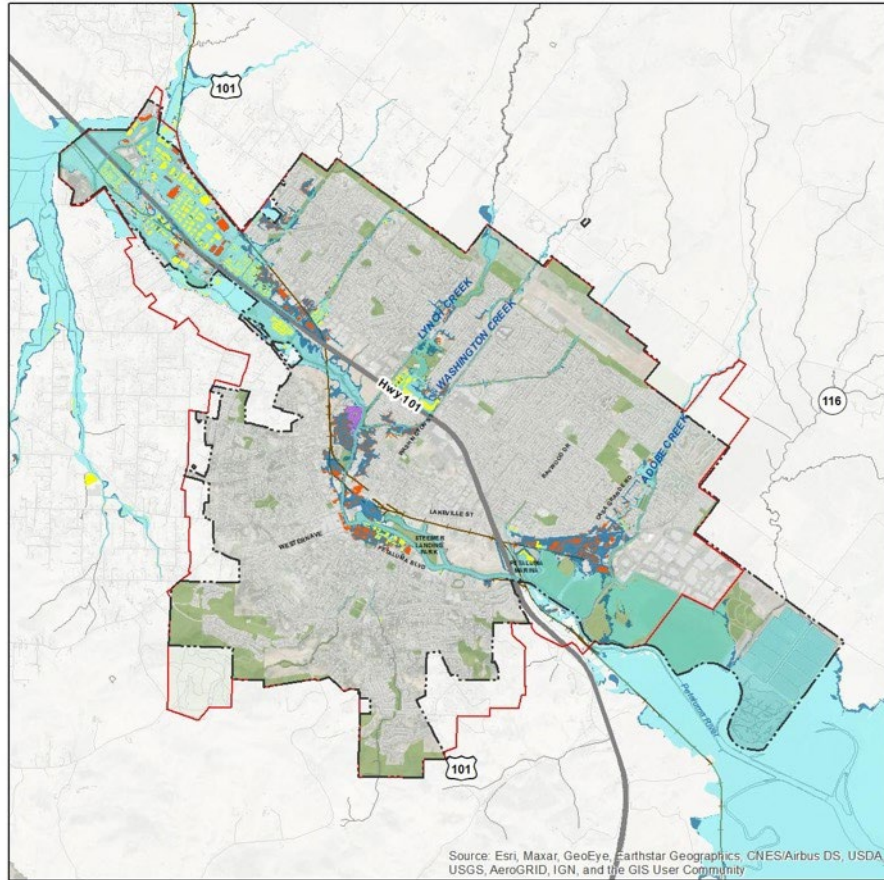
## AB 1397

- If...
  - Re-used 5th cycle sites with low-income units in the inventory
  - Project includes 20% affordable units
- Then...
  - Approved ministerially
  - Using objective design standards or SmartCode

Increases certainty and feasibility of affordable housing development

# Proximity to Hazards

**Buildings Affected by the 1% and 0.2% Annual Likelihood Rainfall Floods**

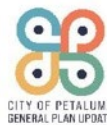


Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

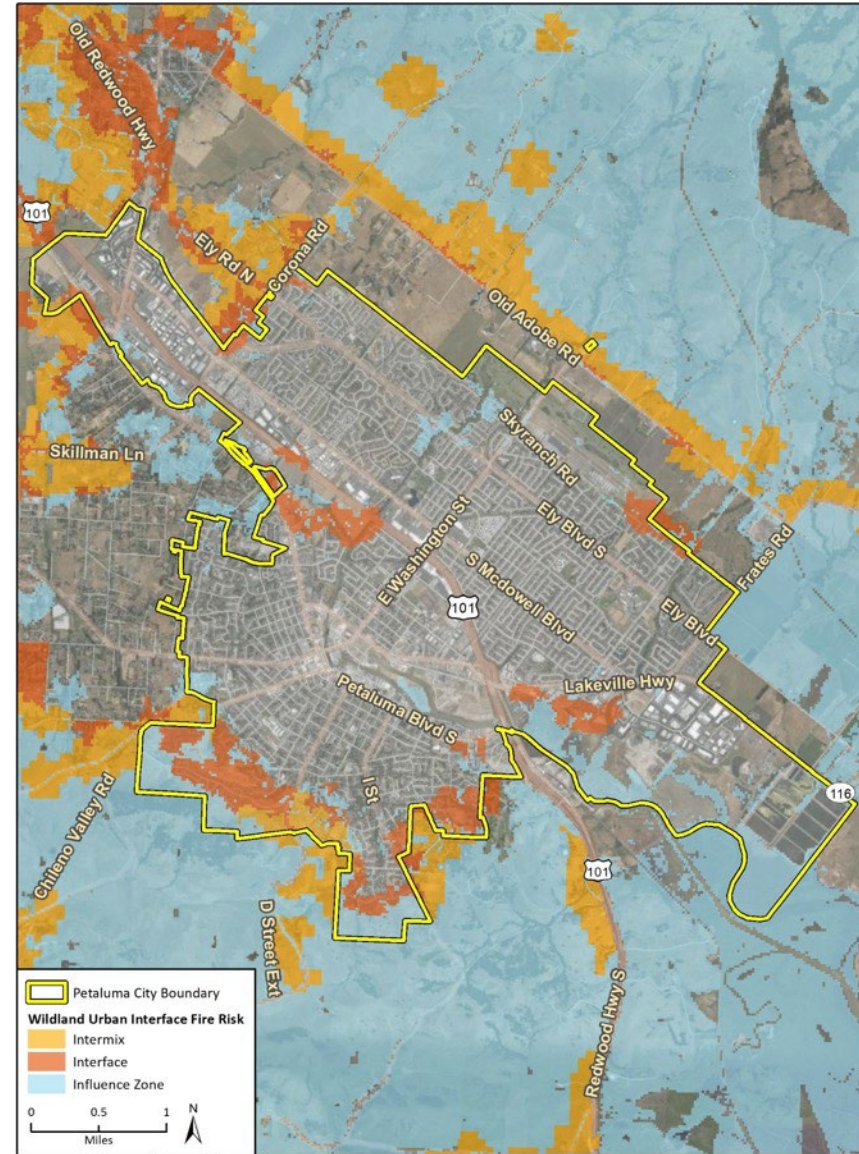


**Legend**

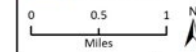
- City Boundary
- Urban Growth Boundary
- Zone A99 - 1% Annual Chance Flood (ACF) protected by Federal Flood Control System
- Buildings affected by the 1% Annual Chance Flood (ACF)
- Buildings affected by the 0.2% Annual Chance Flood (ACF)
- 0.2% Annual Chance Flood (ACF) = FEMA 500-Year Rain Event
- 1% Annual Chance Flood (ACF) = FEMA 100-Year Rain Event



Data Sources: City of Petaluma (2021), County of Sonoma (2021), ESRI (2021)  
\*Per LHM 2020



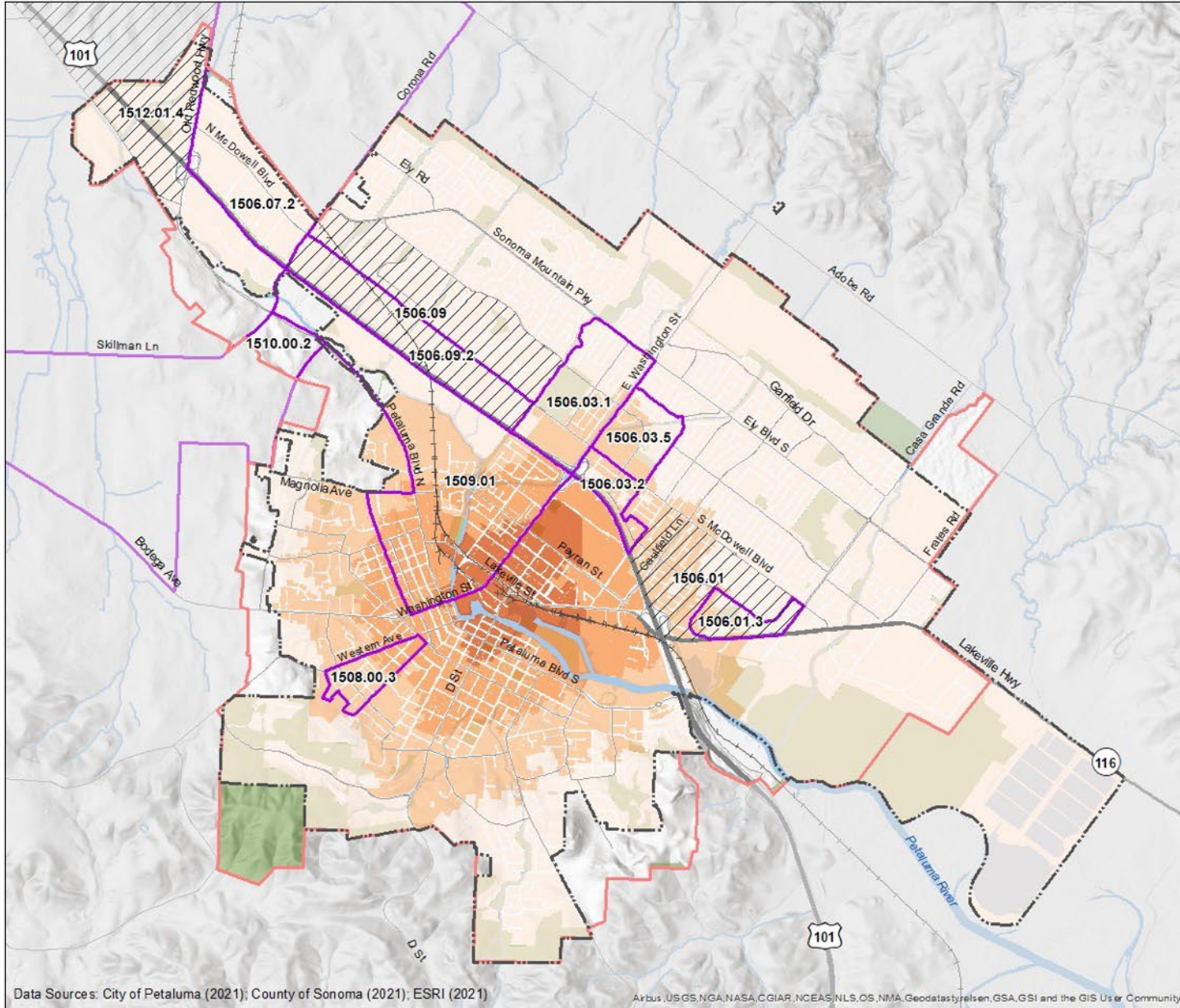
- Petaluma City Boundary
- Wildland Urban Interface Fire Risk**
- Intermix
- Interface
- Influence Zone



Imagery provided by Microsoft Bing and its licensors © 2021.  
Additional data provided by Cal Fire and Resource Assessment Program, 2021



# Proximity to High-Frequency Transit



## Transit Access

- > 30 minutes
- 20 - 30 minutes
- 10 - 20 minutes
- < 10 minutes

Sources: UrbanFootprint, 2021

- Low-Income Areas
- High Social Vulnerability Areas
- City Limit
- Urban Growth Boundary / Sphere of Influence
- Water
- Parks / Open Space
- Railway
- Freeway
- Major Streets

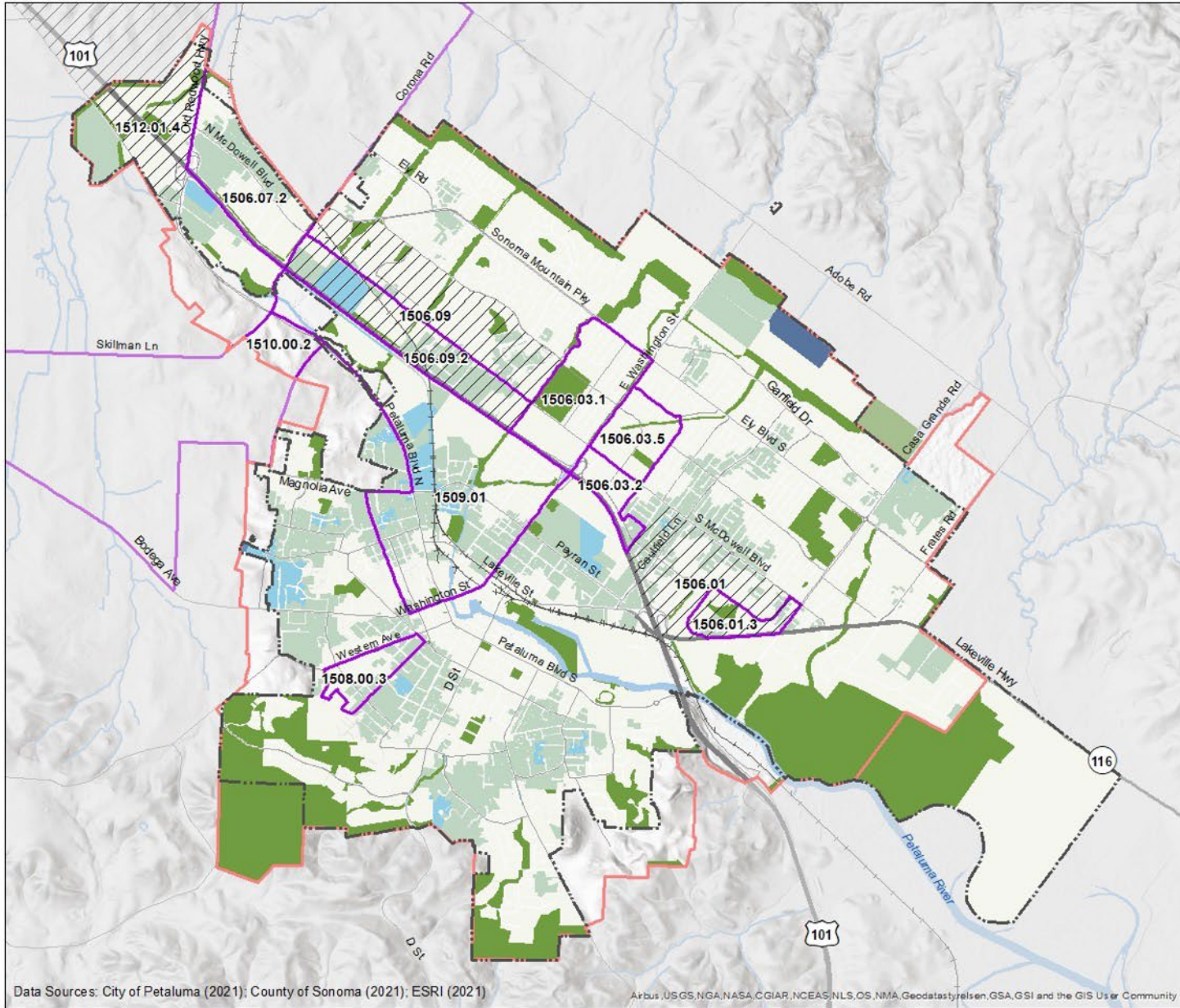
0 0.25 0.5 1 Miles



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

Arbus, USGS, NGA, NASA, CGIAR, NCEAS, NLS, OS, NMA, Geodastyle, Jensen, GSA, GSI and the GIS User Community

# Public Facilities: Access to Parks



## Park Access

- < 5 minutes
- 5 - 10 minutes
- 10 - 15 minutes
- 15 - 20 minutes
- > 20 minutes

Sources: UrbanFootprint, 2021

- Low-Income Area
- High Social Vulnerability Area
- City Limit
- Urban Growth Boundary / Sphere of Influence
- Water
- Parks / Open Space
- Railway
- Freeway
- Major Streets

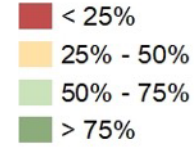
Data Sources: City of Petaluma (2021); County of Sonoma (2021); ESRI (2021)

Arbus, USGS, NGA, NASA, CGIAR, NCEAS, NLS, OS, NMA, Geodastyle, Jensen, GSA, GSI and the GIS User Community

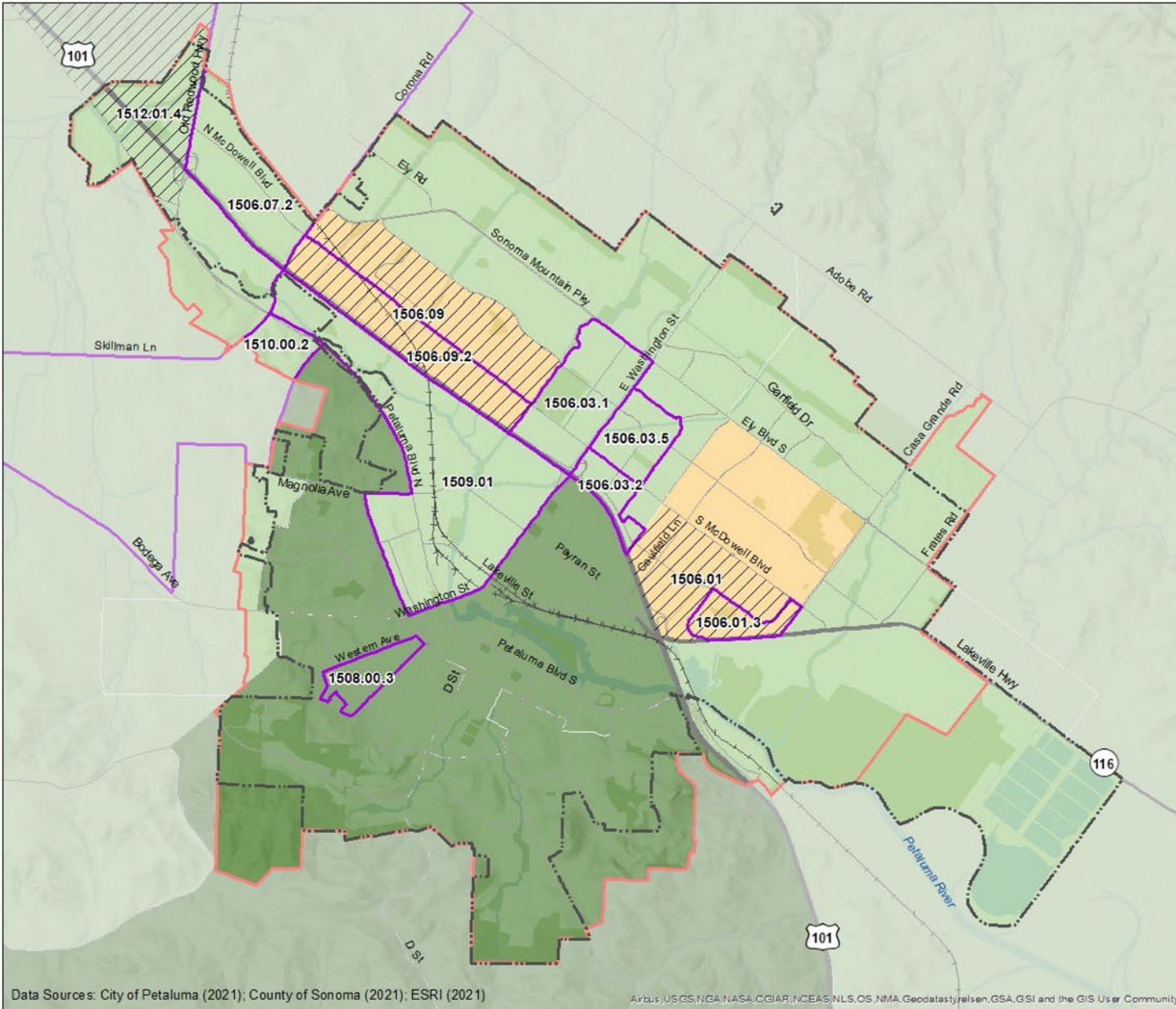
0 0.25 0.5 1 Miles CITY OF PETALUMA GENERAL PLAN UPDATE

# Tree Canopy

## Tree Canopy



Sources: Healthy Places Index, 2021



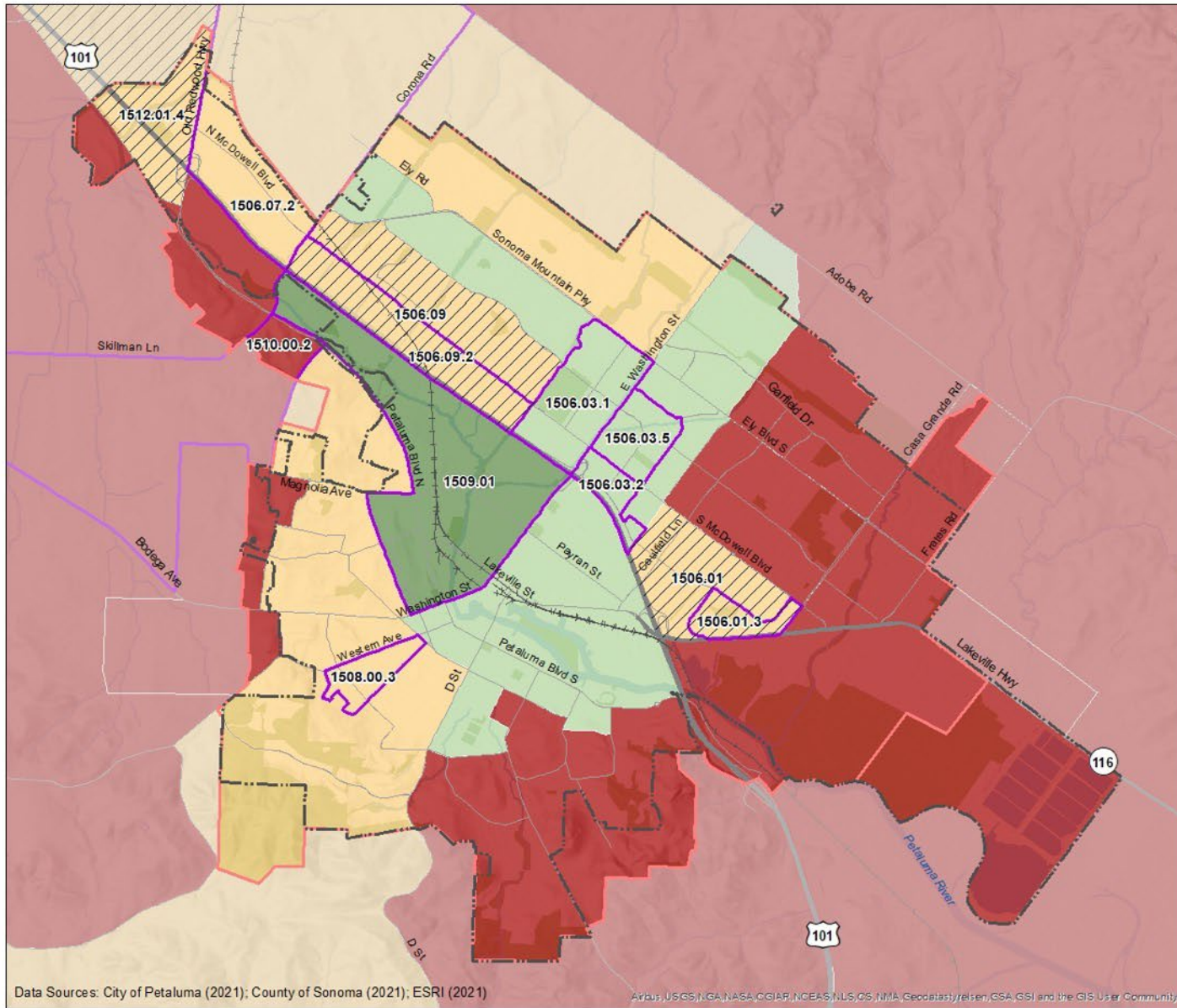
Data Sources: City of Petaluma (2021); County of Sonoma (2021); ESRI (2021)

Arbus, USGS, NASA, CGIAR, NCEAS, NLS, OS, NMA, Geodastasy, reisen, GSA, GSI and the GIS User Community





# Food Access: Healthy Food Markets



## Healthy Food Markets

- < 25%
- 25% - 50%
- 50% - 75%
- > 75%

Sources: Healthy Places Index, 2021

- Low-Income Areas
- High Social Vulnerability Areas
- City Limit
- Urban Growth Boundary / Sphere of Influence
- Water
- Parks / Open Space
- Railway
- Freeway
- Major Streets

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

Artis, USGS, NGA, NAGA, CGIAR, NCEAS, NLS, CS, NMA, Geodatas (reken, SSA, GSI) and the GIS User Community





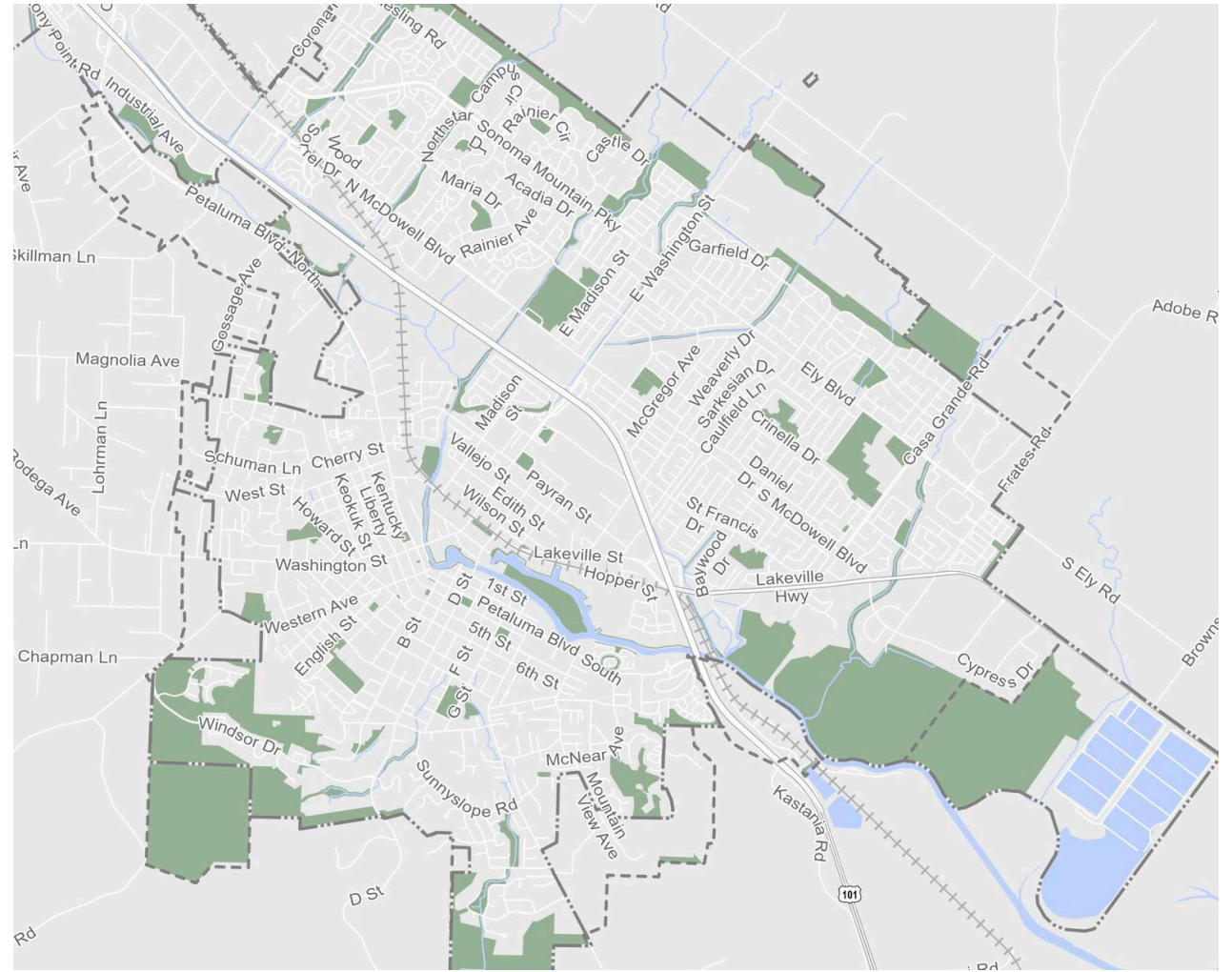
# Sites Buffer

- To ensure sufficient zoned capacity, HCD recommends a 15-30% buffer of Very Low and Low Income units
- Required to comply with "no net loss" regulation
- Draft sites inventory target was a 25% buffer for Low Income sites
- Many affordable units are developed through inclusionary zoning – the City's requirement that market rate developments include at least 15% affordable units
- So overall, the draft sites inventory far exceeds the RHNA



# Urban Growth Boundary and City Limits

Annexation of areas inside the UGB and expansion of the UGB will be considered as part of the General Plan



# Changes to Sites for Public Draft

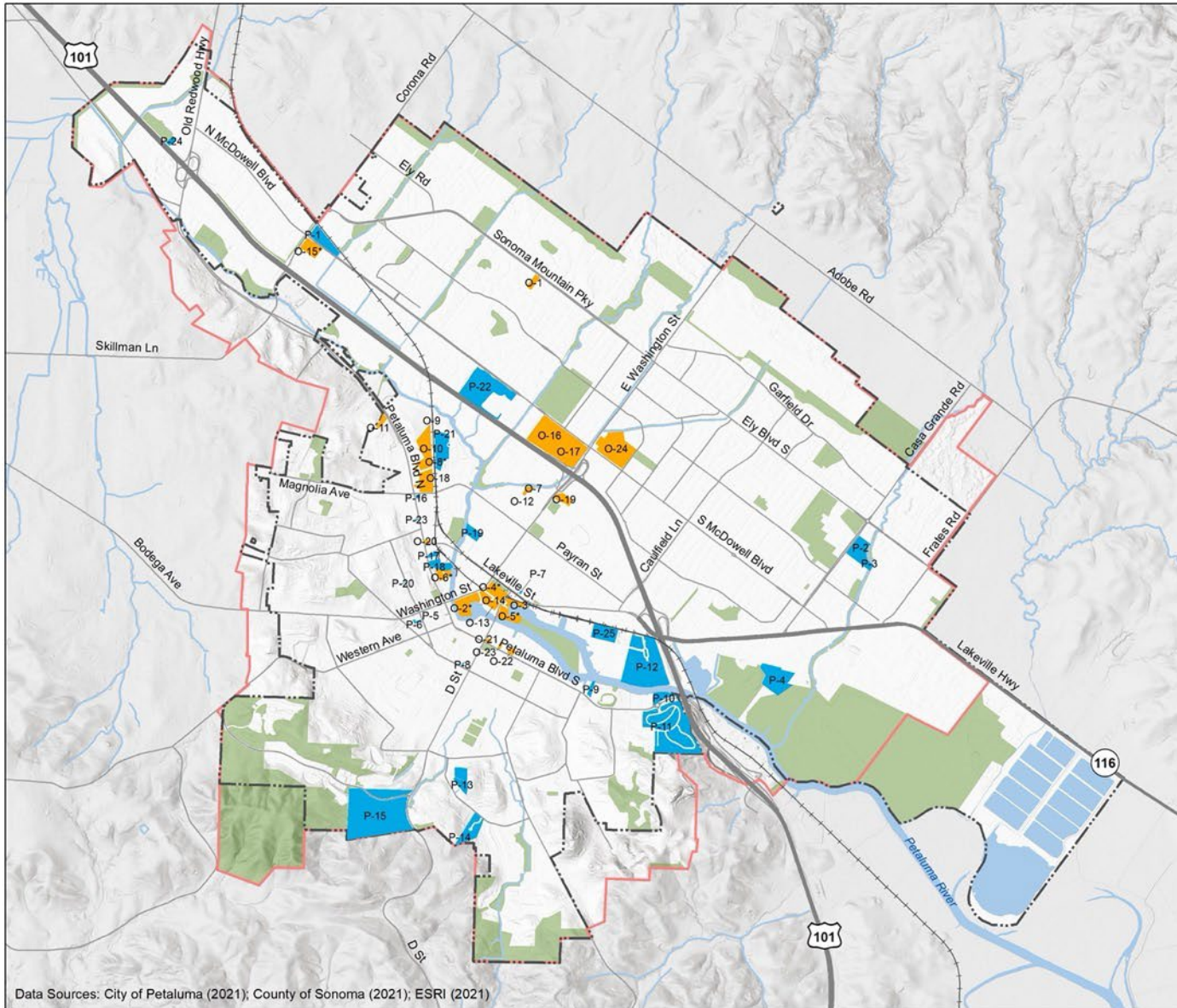
# Site Inventory Comments June/July 2022

- Avoid **high VMT** sites
- Interest in **shopping centers**
- **Avoid over identifying** sites/too big a buffer
- Consider **City owned** properties
- **Distribute sites** around town
- Consider **converting office** space
- Protect **open space**
- Allow **higher densities** in **single family neighborhoods**
- Support **15-minute neighborhoods**
- Consider **climate impacts**

# August 2022 Draft Sites Inventory

## Draft Housing Element Sites Inventory

As of August 10, 2022



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

- 1 Pipeline Projects
- 2 Opportunity Sites
- City Limit
- Urban Growth Boundary / Sphere of Influence
- Water
- Parks / Open Space
- + Railway
- Freeway
- Major Streets



# Changes to Capacity Calculations

- Shifting Context
  - Increased market research and contact with HCD about acceptable affordability breakdowns for different projects
- Community Feedback
  - Concern about the conservative buffer included in June 2022 Sites inventory Draft
  - Direction from City Council (7/18) that a lower buffer would be preferred
- Key Changes in Capacity
  - Updated shopping centers site capacity calculations to using 25% of parking lot area and 20 dwelling units/acre
  - Distributed the 400 units the 2<sup>nd</sup> Smart 50-50 between low-income and moderate-income
  - For sites with < 80 unit capacity and for-profit developer interest, assumed 15% inclusionary units
  - For sites with >80 unit capacity and no known developer interest, the team applied a 40% very low/low income, 30% moderate income, and 30% above moderate split



# Differences: July Material -> Aug Public Draft

- Removed 6 Sites not aligned to our community VMT Goals
- Eliminated Sites\*
  - O-1 299 Casa Grande – Petaluma City High School District Property (213 units)
  - O-7 1473 Petaluma Blvd S – Wind River Partners LLC Property (54 units)
  - O-8 1475 Petaluma Blvd S Royal Petroleum Co. Property (54 units)
  - O-9 1525 Redwood Way – State of California Property (37 units)
  - O-16 1340 Petaluma Blvd S – Vartnaw Property (45 units)
  - O-23 2 Ravina Ln – Devoto Property (13 units)
- Added two sites to support infill development and leverage City land
  - Added Sites\*\*
    - O-24 351 S McDowell Blvd – Washington Square Shopping Center, Zoned C2 (30 units)
    - O-23 307 Petaluma Blvd South – City Owned, Zoned T5 (14 units)
- Changed Capacity Calculation Methodology considering density in shopping centers and feasibility for different types of developments
- Changes allow flexibility if we need to remove sites based on feedback from HCD

\* Numbers related to Attachment 10

\*\* Numbers related to Attachment 4

# Table 1. Prior Total Capacity to Accommodate RHNA Assignment with Buffers – July 2022

	Units by Income Group				Total
	Very Low	Low	Moderate	Above-Mod	
<b>RHNA</b>	499	288	313	810	1,910
<b>Credits</b>	<b>241</b>	<b>186</b>	<b>101</b>	<b>1,245</b>	<b>1,783</b>
<b>Potential ADUs</b>	43	43	43	14	144
<b>Pipeline Projects</b>	198	143	58	1,240	1,639
<b>Remaining RHNA</b>	<b>258</b>	<b>102</b>	<b>212</b>	<b>(444)</b>	<b>572</b>
<b>Opportunity Sites</b>	221	221	370	1,233	2,045
<b>Vacant Sites</b>	31	31	258	381	701
<b>Parking Lots</b>	40	40	-	171	251
<b>Underutilized sites</b>	150	150	112	681	1093
<b>Total Capacity</b>	<b>462</b>	<b>407</b>	<b>471</b>	<b>2,487</b>	<b>3,828</b>
<b>Surplus (+) / Deficit (-)</b>	82		158	1,677	1,918
<b>Buffer (Remaining RHNA)</b>	23%		75%		

# Table 2. Updated Table for Total Capacity to Accommodate RHNA Assignment with Buffers – Public Draft August 2022

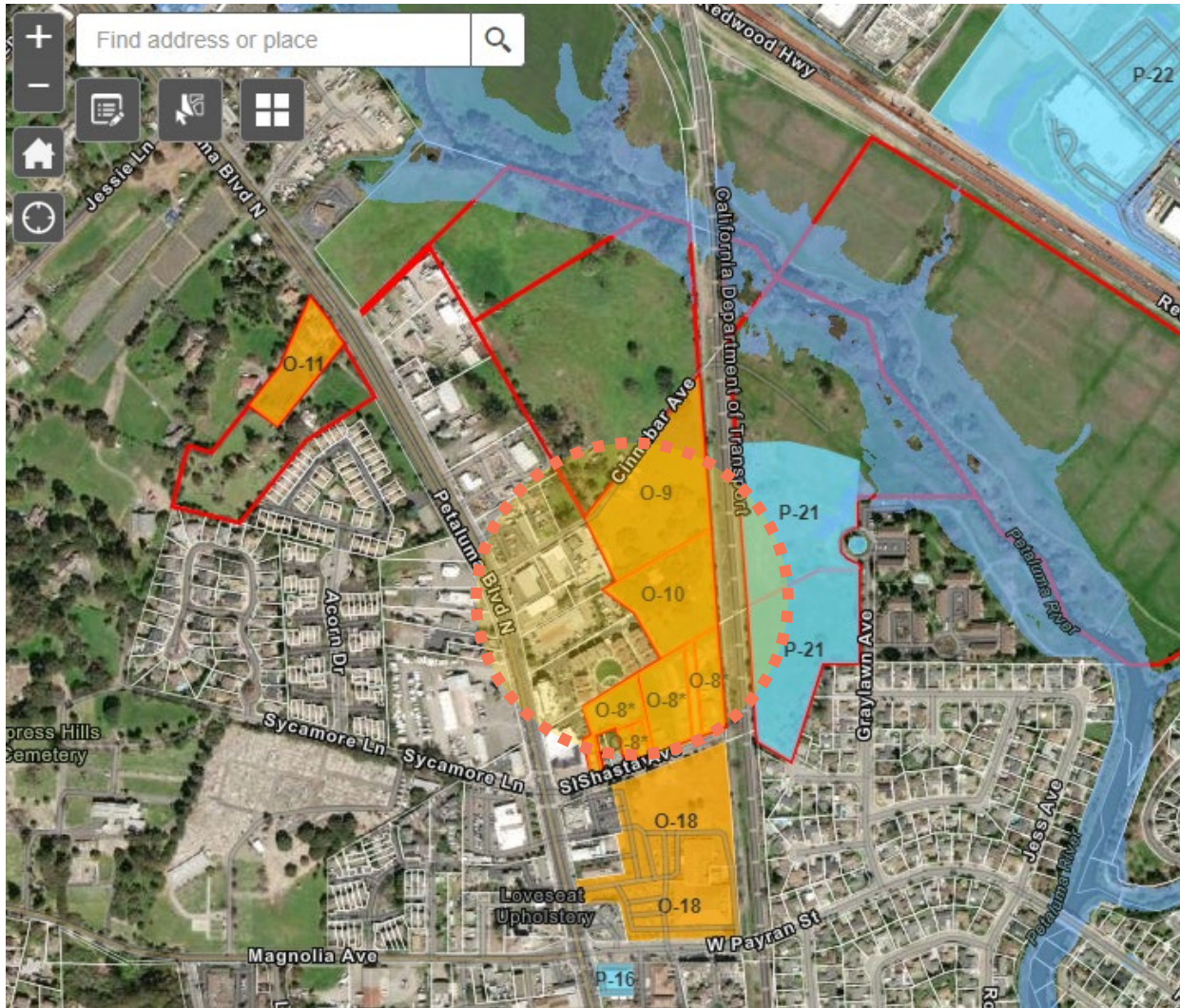
	Units by Income Group				Total
	Very Low	Low	Moderate	Above-Mod	
RHNA	499	288	313	810	1,910
Credits	<b>241</b>	<b>186</b>	<b>101</b>	<b>1,245</b>	<b>1,782</b>
Potential ADUs	43	43	43	14	144
Pipeline Projects	198	143	58	1,229	1,628
Remaining RHNA	<b>258</b>	<b>102</b>	<b>212</b>	<b>(433)</b>	<b>572</b>
Opportunity Sites	262	262	444	664	1,632
Vacant Sites	47	47	44	318	456
Parking Lots	11	11	-	191	212
Underutilized sites	205	205	400	155	964
<b>Total Capacity</b>	<b>503</b>	<b>448</b>	<b>545</b>	<b>1,909</b>	<b>3,404</b>
Surplus (+) / Deficit (-)	164		232	1,097	1,493
Buffer (Remaining RHNA)	46%		109%		

# Adjusted Oyster Cove Unit Counts (New Pipeline Project)

- 132 condominium units
  - 11 live/work units and 121 attached, residential condominium units. A maximum of 12 units would allow for ground-floor Accessory Dwelling Units, the construction of which would be optional at buyer discretion.
- The project will comply with the City's inclusionary housing requirement by reserving 10 units (7.5% of 132 units) for Low-Income households and 10 units (7.5% of 132 units) for Moderate-Income households.



# Feedback on Sites Inventory – September 2022



- Request to look at removing sites O-8, O-9, O-10
- Impact:
  - Removes a total of 161 units including:
    - 75 low-income units
    - 86 moderate-income units
  - Reduces buffers:
    - Low-income units from 45% to 22%
    - Moderate-income from 109% to 77%

# Impact of Removing Sites O-8, O-9, O-10

## Public Draft RHNA

	Very Low >50% AMI	Low 50-80% AMI	Moderate 80-120% AMI	Above Moderate >120% AMI	Total
<b>RHNA</b>	499	288	313	810	1,910
	26%	15%	16%	42%	
Likely Sites					
ADU Trend	43	43	43	14	144
1. Pipeline projects	198	143	58	1,229	1,628
<b>Total</b>	<b>241</b>	<b>186</b>	<b>101</b>	<b>1,243</b>	<b>1,772</b>
Remaining RHNA (RHNA-Likely Sites)	258	102	212	(433)	572
2. Opportunity Sites					
Vacant	50	51	44	238	383
Parking Lots of Shopping Centers	10	11	-	221	242
Underutilized Sites	200	200	400	207	1,007
<b>Total</b>	<b>260</b>	<b>262</b>	<b>444</b>	<b>666</b>	<b>1,632</b>
Remaining RHNA (RHNA-Likely Sites)	258	102	212	(433)	572
Total of Opportunity Sites	260	262	444	666	1,632
Surplus/deficit	2	160	232	1,099	1,493
Surplus/deficit of combined very low and low income		162			
<b>Buffer</b>	<b>45%</b>		<b>109%</b>		

## Revised RHNA

	Very Low >50% AMI	Low 50-80% AMI	Moderate 80-120% AMI	Above Moderate >120% AMI	Total
<b>RHNA</b>	499	288	313	810	1,910
	26%	15%	16%	42%	
Likely Sites					
ADU Trend	43	43	43	14	144
1. Pipeline projects	198	153	68	1,341	1,760
<b>Total</b>	<b>241</b>	<b>196</b>	<b>111</b>	<b>1,355</b>	<b>1,904</b>
Remaining RHNA (RHNA-Likely Sites)	258	92	202	(545)	552
2. Opportunity Sites					
Vacant	36	36	44	208	324
Parking Lots of Shopping Centers	10	11	-	221	242
Underutilized Sites	167	167	314	125	773
<b>Total</b>	<b>213</b>	<b>214</b>	<b>358</b>	<b>554</b>	<b>1,339</b>
Remaining RHNA (RHNA-Likely Sites)	258	92	202	(545)	552
Total of Opportunity Sites	213	214	358	554	1,339
Surplus/deficit	(45)	122	156	1,099	1,332
Surplus/deficit of combined very low and low income		77			
<b>Buffer</b>	<b>22%</b>		<b>77%</b>		

# Impact of Removing Sites O-8, O-9, O-10

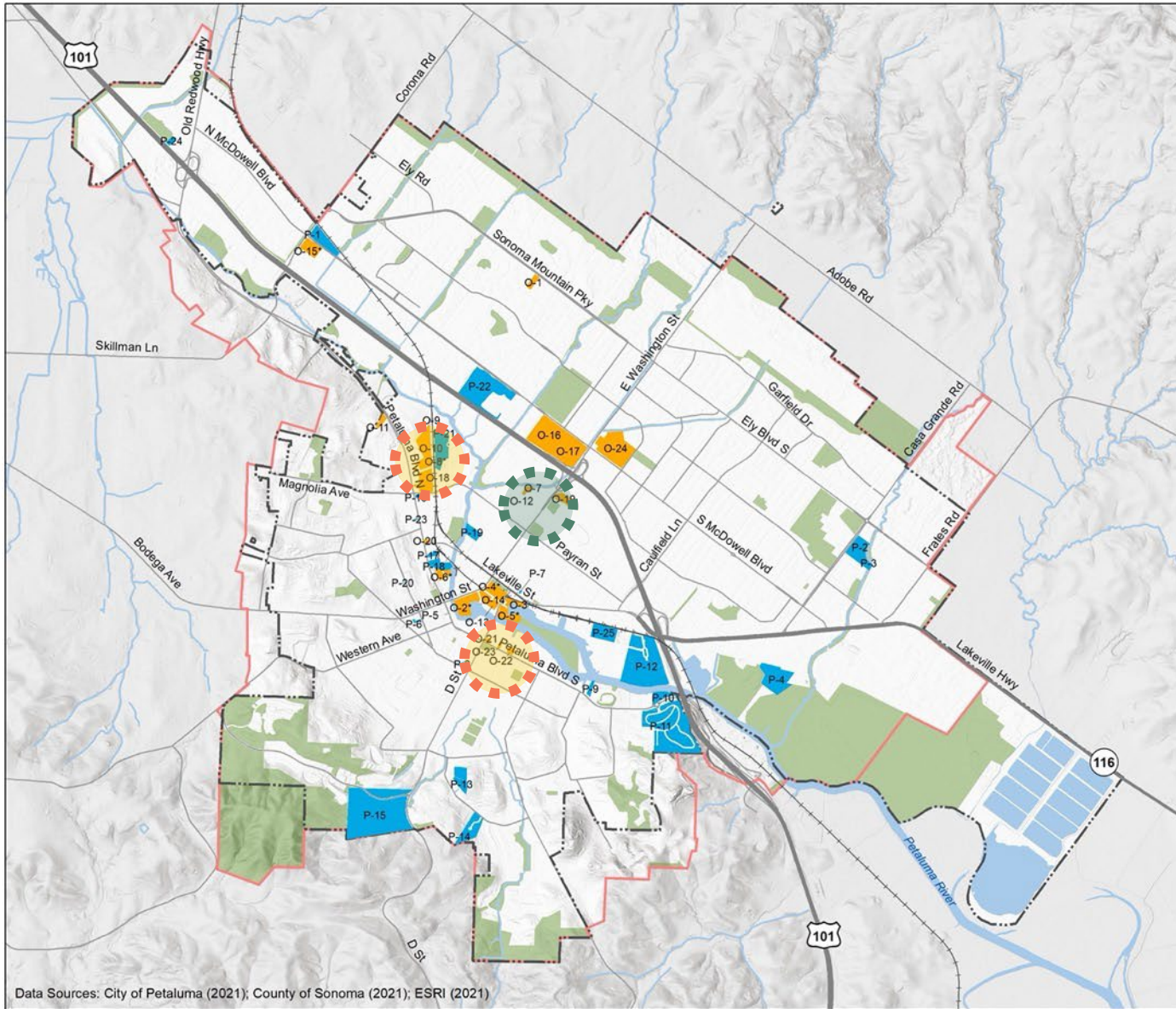
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<b>Likely Sites</b>					
ADU Trend	43	43	43	14	144
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<b>Remaining RHNA (RHNA-Likely Sites)</b>	258	92	202	(545)	552
<b>2. Opportunity Sites</b>					
Vacant	36	36	44	208	324
Parking Lots of Shopping Centers	10	11	-	221	242
Underutilized Sites	167	167	314	125	773
<b>Total</b>	<b>213</b>	<b>214</b>	<b>358</b>	<b>554</b>	<b>1,339</b>
<b>Remaining RHNA (RHNA-Likely Sites)</b>	258	92	202	(545)	552
<b>Total of Opportunity Sites</b>	213	214	358	554	1,339
Surplus/deficit	(45)	122	156	1,099	1,332
Surplus/deficit of combined very low and low income sites		77			
<b>Buffer</b>	<b>22%</b>		<b>77%</b>		

- Minimal low income buffer
- Possible that HCD comments on draft sites inventory will push City to reconsider removed sites
- Current zoning not impacted

# Updated Draft Sites Inventory

## Draft Housing Element Sites Inventory

As of August 10, 2022



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

- 1 Pipeline Projects
- 2 Opportunity Sites
- City Limit
- Urban Growth Boundary / Sphere of Influence
- Water
- Parks / Open Space
- + Railway
- Freeway
- Major Streets



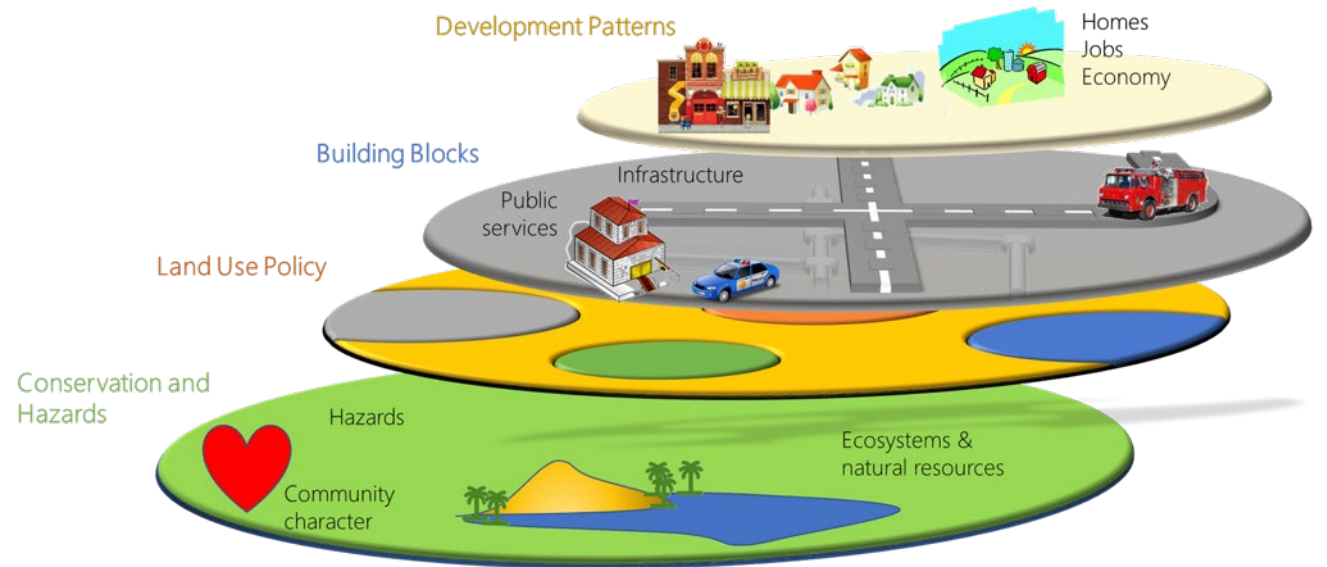


# Summary of Changes from Public Review

- Removed O-8, O-9, O-10 based on concerns related to open space, floodplain and potential sea level rise
- Removed O-23 given possible need for emergency services on City Owned Lands
- Added Washington Commons (across from Fairgrounds) as an Opportunity Site
  - Previously entitled, but dormant
- Updated Oyster Cove
  - Updated affordability levels
  - Changed from Opportunity Site to Pipeline

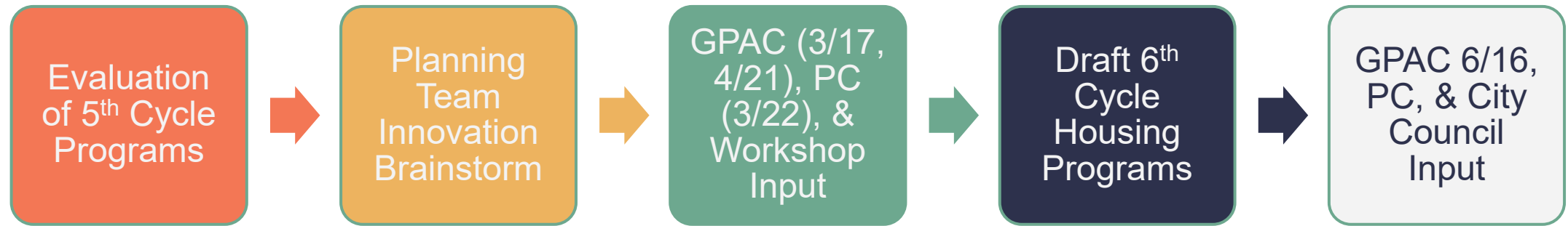
# Land Use Discussions Will Continue...

- No rezoning required to meet the RHNA
- All site inventory capacity is currently allowed under existing zoning
- General Plan Update will look more comprehensively at land use designations
- Housing Element will be amended as necessary to remain consistent



# Housing Programs

# Steps to Draft Housing Program



# Housing Goals

1. Housing Availability and Choices
2. Development Constraints
3. Affordable Housing
4. Housing Preservation
5. Special Needs Housing
6. Fair Housing



# Housing Availability and Choices

- 1. Adequate Sites for RHNA and Monitoring of No Net Loss:** Ensure that adequate sites are available to meet the remaining RHNA by income category
- 2. Replacement Housing:** Consider requiring the first right of refusal for tenants displaced by new residential development
- 3. Accessory Dwelling Units:** Streamline the application process, consider financial incentives for affordable ADUs, and develop an amnesty program
- 4. Efficient Use of Multi-Family Land:** Modify housing types allowed in higher density zones and consider minimum densities for MF & mixed-use zones
- 5. Flexible Development Standards:** Adjust mixed-use development and parking requirements and adopt live/work standards
- 6. Religious and Institutional Facility Housing Overlay:** Allow religious facilities & institutional uses to develop affordable housing projects



# Development Constraints

**7. Zoning Code Amendments:** Reflect changes to State housing law, update parking standards, and permit housing in the Civic Facility zone

**8. Development Fees:** Conduct an impact fee analysis and revise the development fee structure to encourage a range of housing unit sizes

**9: Shopping Center Parking Lot Conversion:** Develop land use policies and standards to facilitate shopping center redevelopment

**10. Water Master Plan:** Implement strategies to increase local water supply resiliency and water use efficiency



# Affordable Housing

**11. Inclusionary Housing:** Ensure the threshold and fee structure for in-lieu options are appropriate given the current market conditions

**12. Housing-Commercial Linkage Fee:** Ensure fees reflect current market conditions and consider revising the program target to up to 100% AMI

**13. Local Housing Trust Fund:** Explore additional funding sources for the Housing Trust Fund and pursue appropriate options

**14. Incentives for Affordable Housing:** Develop an incentives package for affordable housing development

**15. Workforce/Missing Middle Housing:** Facilitate the development of medium-density, middle-income housing in single-family neighborhoods

**16. Community Land Trust/Land Banking:** Explore establishing an affordable housing community land trust or alternative land banking strategy





# Housing Preservation

**17. Housing Rehabilitation:** Continue funding housing rehabilitation services and pursue funding for decarbonization of low-income housing

**18. Preservation of At-Risk Housing:** Monitor housing units utilizing Section 8 rental assistance and work with property owners to preserve affordability

**19. Mobile Home Rent Stabilization:** Ensure compliance and update the Just Cause, Ellis Act, & Rent Stabilization Ordinance

**20. Historic Preservation:** Explore adopting a Mills Act Program to preserve historic homes and help property owners convert homes into smaller units

**21. Condominium Conversion-** If condo conversion increases, pursue Tenant Opportunity to Purchase Act to allow a tenant the first right of refusal



# Special Needs Housing

**22. Project Homekey:** Identify potential Homekey sites and nonprofit developers to develop additional permanent supportive housing

**23. Support for Homeless Services and Facilities:** Continue to financially assist various local nonprofits that serve the homeless

**24. Senior Housing Options:** Develop incentives and modifications to the development standards to facilitate a variety of housing options for seniors

**25. Adequately Sized Rental Housing for Families:** Develop incentives and modifications to development standards to facilitate large rental unit production

**26. Universal Design and Visitability:** Develop an ordinance to ensure universal design and visitability

**27. Housing for Farmworkers and Hospitality Workers:** Explore affordable housing options for farmworkers and hospitality employees



# Fair Housing

**28. Fair Housing Outreach and Enforcement:** Continue to work with the Petaluma People Services Center to provide tenant protection services to residents

**29. Tenant Protection Strategies:** Discuss with the community various strategies of tenant protection and adopt appropriate tenant protection strategies



# Required Programs (14/29)

- **Program 1** Adequate Sites for Monitoring of No Net Loss
- **Program 2** Replacement Housing
- **Program 3** Accessory Dwelling Units
- **Program 7** Zoning Code Amendments
- **Program 14** Incentives for Affordable Housing
- **Program 17** Housing Rehabilitation
- **Program 18** Preservation of At-Risk Housing
- **Project 23** Support for Homeless Services and Facilities
- **Program 24** Senior Housing Options:
- **Program 25** Adequately Sized Rental Housing for Families:
- **Program 26** Universal Design and Visitability
- **Program 27** Housing for Farmworkers and Hospitality Workers
- **Program 28** Fair Housing Outreach and Enforcement
- **Program 29** Tenant Protection Strategies

# Changes to Programs for Public Draft

# Program Feedback from June/July

- Consider how to support a range of unit sizes (particularly smaller)
- Consider parking ratios
- Support ADU development
- Support mixed use/street activity
- Use development fees to support density/development of affordable housing
- Be more open to development
- Support tenant protections
- Support 15-minute neighborhoods
- Focus on supporting affordable housing
- Support TOD
- Prevent housing speculation
- Limit impact of short-term rentals and vacant units
- Need to update zoning
- Focus on environmental considerations

# What's new in the Public Draft

- Developed a policy to address redevelopment and placemaking on existing shopping center properties.
  - Program 9: Shopping Center Parking Lot Conversion
- Adjusted Timelines for Actions based on the importance of updating the City's Implementing Zoning Code and development impact fee structure, including:
  - Set Zoning Changes (high priority) to be completed in 2024, following the completion of the General Plan
  - Set Fee Structure Changes (high priority) to be completed in 2024, following the completion of the General Plan
  - Adjusted other programs to be completed in 2025
  - Noted programs already underway

# Community Recommendations on Public Draft

- Highlight and facilitate climate action
- Update parking regulations
- Move away from its “predominant” single-family zoning regime
- Facilitate housing construction
- Facilitate ADU development
- Ensure built units are affordable
- Ensure that transportation policies support lower income and disabled residents
- Ensure compliance with HCD guidance to ensure quicker certification



# Input Themes

- 23 input form respondents as of 9/30
- Themes also capture comments from Planning Commission and GPAC
- Themes:
  - Revisit sites O-8, O-9, O-10
  - Support **affordable housing** near transit and resources
  - Question building new housing given **drought conditions**
  - Consider existing and potential **traffic congestion**
  - **Interest and also concern** about converting **shopping-center parking lots to housing**
  - Discuss and avoid building near **flood plain** and potential **sea level rise**
  - **Begin** considering questions of land use, ecology, sea level rise, transportation and more as part of the **General Plan**
  - **Reconsider removing high-VMT sites** and consider how we can impact the **citywide VMT map** through transit expansion or other methods

[www.planpetaluma.org/housingelementdraft](http://www.planpetaluma.org/housingelementdraft)

# Recommendations to incorporate Climate Action

- Review Berkeley and Oakland Housing Elements
- Review BayRen Guidance Materials on Housing Elements
- **Five Key Recommendations**
  - Focus on housing for the lowest-income residents within our community
  - Concentrate new housing near transit and services on sites such as strip-mall
  - Require new housing to incorporate bicycle and pedestrian infrastructure consistent with Petaluma’s climate and transportation safety goals
  - Reduce transportation-related emissions by establishing appropriate minimum densities, building heights, and maximum parking requirements
  - Protect critical climate-mitigating resources, such as wetlands, parks, trees, and other natural landscapes by excluding such areas from lists of “available” housing sites
    - Remove sites that overlay the area designated for the North River Park and all other sites within flood plains. We have ample development capacity in underutilized areas.

# Broader Changes based on Public Review

- Emphasized importance of City and Community's Climate Action Goals
  - Noted ongoing development of CAAP to support electrification of new and existing buildings
  - Included subsequent update to Housing Element once we finalize CAAP
  - Added Policy 1.2 to emphasize the integration of climate action through housing
- Identified that Petaluma is working on Pro-Housing Designation from HCD
- Updated outreach efforts to increase representation on Committees, Commissions, and Boards in the AFFH policies
- Clarified the Housing Element's Approach to VMT and climate goals

# Changes Public Draft -> HCD Draft: Goals and Programs

- Emphasized climate neutrality goal
- Program 1 Adequate Sites for RHNA
  - Included connection to General Plan Update to facilitate development of a wider-variety of housing typologies and services in single-family neighborhoods
  - Updated implementation progress in yearly Housing Element Updates
- Program 3 Accessory Dwelling Units
  - Bolstered collaboration to integrate best practices and facilitate the development for more ADUs
- Program 7 Zoning Code Amendments
  - Noted Parking Requirements as in important action area to address through zoning
  - Incorporating Employment Act to support increasing housing for farmworkers
  - Updated AB 2162 Supporting Housing Streamlined Approval compliance procedure
  - Strengthened support for permanent supportive housing

# Changes to Specific Programs (Continued)

- Program 9 Shopping Center Conversion
  - Revised program to facilitate broader reconfiguration and redevelopment
  - Changed timeline to activate this strategy in March 2023
- Program 11 Inclusionary Housing
  - Clarified prioritization of community's most in need
- Program 15 Workforce and Missing Middle Housing
  - Revised language to distinguish between people who are moderate income in need of accessible housing, and “missing middle” housing typologies
- Program 17 Housing Rehabilitation
  - Expanded efforts to decarbonize housing for low income households
  - Increased requirements for rehabilitating low-income housing to electrify

# Changes to Specific Programs (Continued)

- Program 18 Preservation of At-Risk Housing
  - Updated and clarified reporting process for at-risk units
  - Detailed efforts related to promoting acceptance for Section 8 Housing Vouchers
  - Expanding acquisition and expansion through a community land trust
- Program 19 Mobile Home Rent Stabilization
  - Strengthened monitoring and reporting process specifically for mobile home rent
  - Incorporating Tenant Protections for Mobile Home Residents
- Program 27 Housing for Farmworkers and Hospitality Workers
  - Updating program with Employee Housing Act direction

# Changes to Appendices

- Appendix A Needs Assessment

- Updated efforts to support unhoused

- Appendix B Constraints

- Updated with Employee Housing Act

- Appendix C Sites inventory

- Removed Sites O – 8, 9, 10, 23
- Updated Oyster Cove
- Added Washington Commons

- Appendix D Review of Past Accomplishments

- Correct affordability requirements passed in 2018 to 15%

- Appendix E Affirmatively Furthering Fair Housing

- Updating analysis based on revised Sites Inventory (Appendix C)
- Including Outreach efforts to increase diversity and representation

- Appendix F Public Participation

- Updating with outreach from Public Review Period

# Actions Not Taken

- Maintained language throughout in less defined terms to give decision-makers more time to clarify direction
- Evaluated and decide to not participate in BayREN's Water Upgrades \$ave Program



# Iterative Process

## Review of Sites Inventory and Programs

- May – July 2022
- Presentations to GPAC, Planning Commission, and City Council

## First Submission to HCD

- October 2022
- Integrating Feedback received during Public Review Period

## Preparation of Final Draft

- January – February 2023
- Respond to HCD Comments and Considerations

## Housing Element Public Draft Review Period

- August 29 – October 3, 2022
- Presentations to Planning Commission, GPAC, City Council
- Community Workshop 9/20

## HCD 60 Day Review Period

- November – December 2022
- HCD will provide feedback and key points for revisions

## Final Submission

- **March 2023**

# Questions