General Plan Advisory Committee Meeting

September 15, 2022

CITY OF PETALUMA GENERAL PLAN
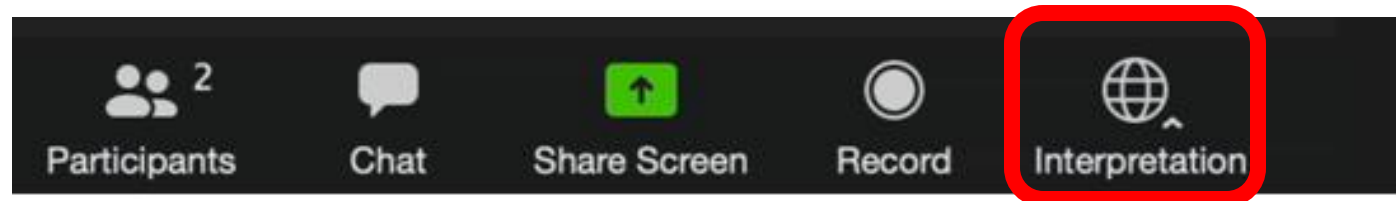
raimi+associates

Zoom – La interpretación

- Interpretation

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

  Español (Maria Galvez) – bajo la opción Español

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

GPAC Roll Call

1. Dave Alden
2. Stephanie Blake
3. Phil Boyle
4. Erin Chmielewski
5. Delia Diaz
6. Mary Dooley
7. Sierra Downey
8. Jessie Feller
9. Ali Gaylord
10. Yensi Jacobo

11. Roger Leventhal
12. Iliana Inzunza Madrigal
13. Roberto Rosila Mares
14. Kris Rebillot
15. Bill Rinehart
16. John Shribbs
17. Joshua Riley Simmons
18. Janice Cader Thompson
19. Bill Wolpert
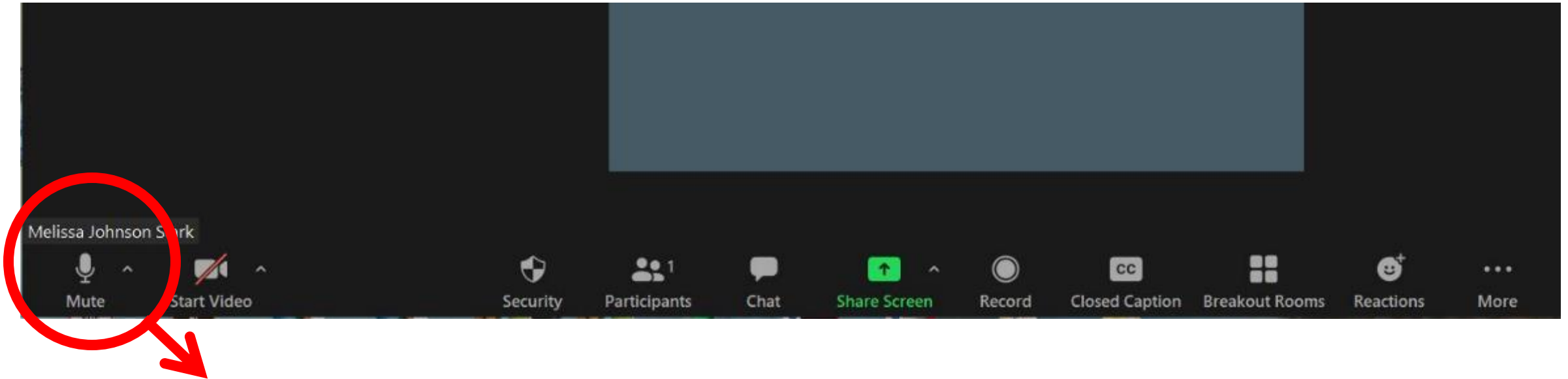
Logistics

Zoom Instructions
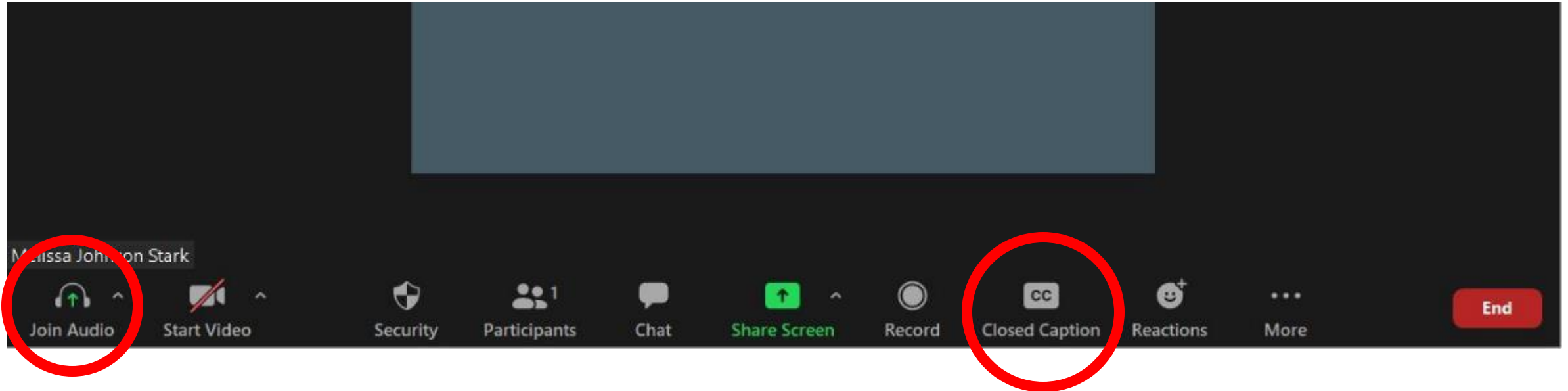
Join Audio

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

Closed Caption is available
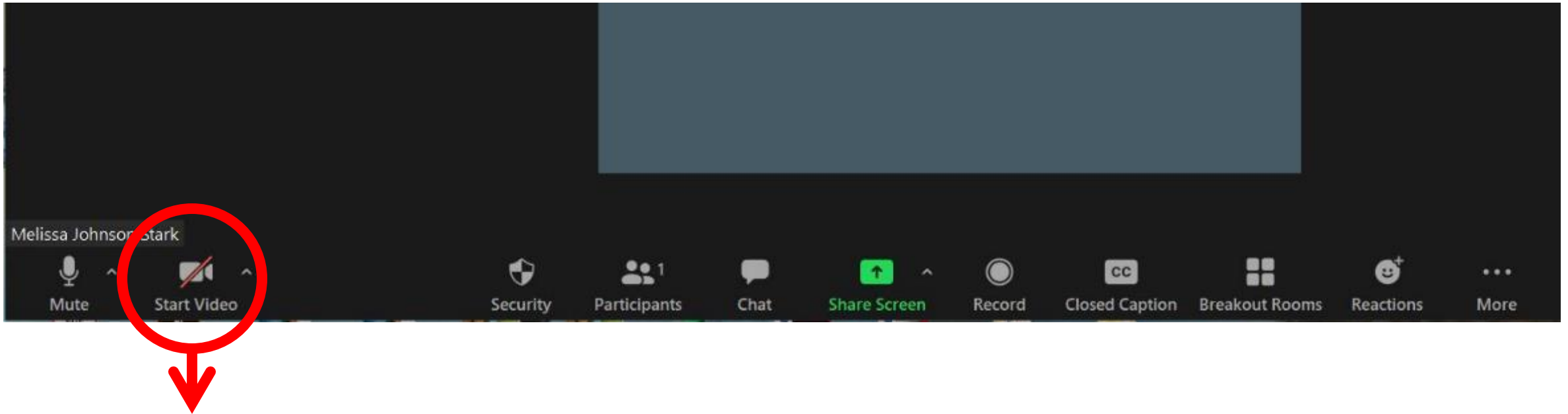
Zoom Instructions

Once Audio is Connected – Please Mute

- Please remain muted until it is your turn to speak

- To un-mute, press the same button
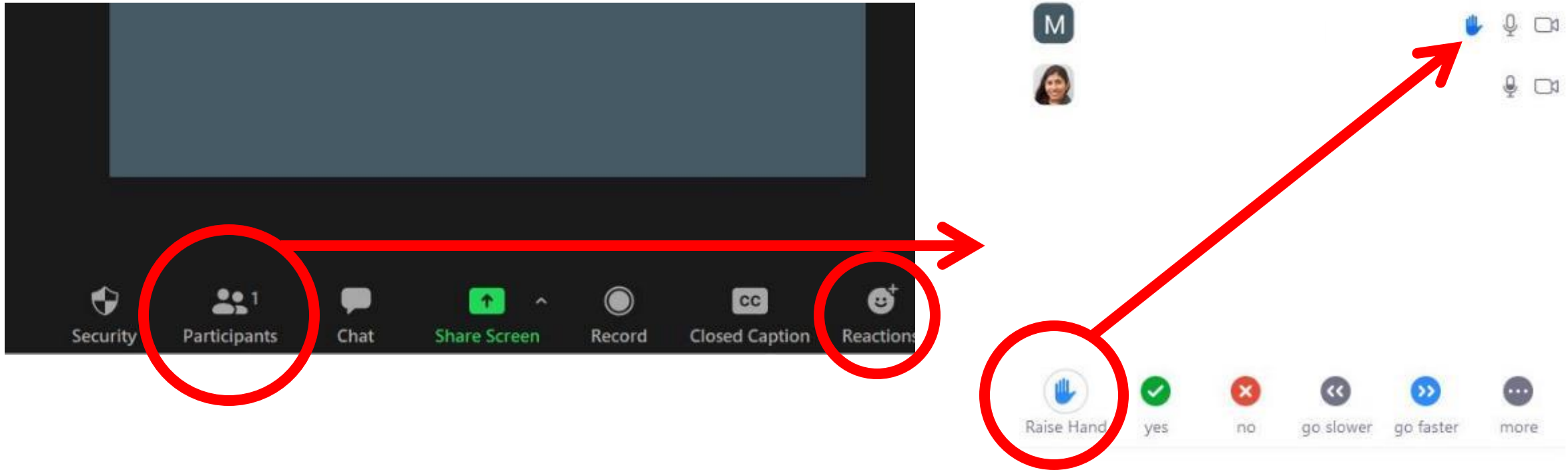
Zoom Instructions

Start Video (GPAC Only)

- **GPAC**: Please keep your camera **on** for the duration of the meeting

- **Public**: Please keep your camera **off** unless speaking during public comment

Zoom Instructions

Raise your "Hand" to Speak

- Please use the "Raise Hand" feature if you want to speak – the team will call on GPAC members individually. Please remain muted until called on.

- **Public**: Please only raise your hand during public comment. You can also use the *Q+A function* to send the Host questions during the meeting.

Zoom – What You Need To Know

For any technical difficulties, please email Eric Roberts at
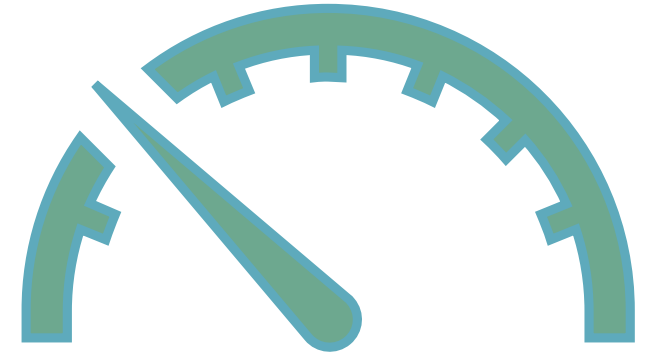eroberts@cityofpetaluma.org

Para cualquier dificultad técnica, envíe un correo electrónico a Maria Galvez:
mapigalvez@gmail.com

Supporting Access and Live Interpretation

- Please remember to speak slowly given that our interpreters are working hard to translate accurately

- Reduce the use of Acronyms and make sure to explain them when you use

Meeting Overview

6:30pm: Roll Call and Logistics

6:40pm: General Public Comment

6:50pm: Project and Staff Updates

7:00pm: Public Draft Housing Element

- Presentation
- Clarifying questions from GPAC members
- Public Comment
- GPAC discussion

8:15pm: GPAC Working Group Recommendations

- Public Comment

8:55pm: Final GPAC Thoughts

General Public Comment

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Project & Staff Updates

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Fairgrounds Visioning Project

- **September 10:** Fairgrounds Community Workshop
  - Open House format to share Visioning process support community learning, and collect feedback on various
  - Stations included: Planning Process, Current Conditions, Sonoma-Marin Fair and Friends of the Fairgrounds, Petaluma Fairgrounds Advisory Panel, Community Storytelling
  - Participation from approximately 200 community Members

- **October 24:** City Council workshop to consider feedback and
  provide direction on next steps

www.cityofpetaluma.org/fairgrounds

Climate Action Planning

- **Now:** Staff reviewing draft Greenhouse Gas reduction policies and timelines

- **Fall**: Public Draft

- Continue to align General Plan, VMT reductions, GHG Reduction Strategy, adaptation planning, and GP CEQA EIR

CLIMATE EMERGENCY FRAMEWORK

Draft December 2020
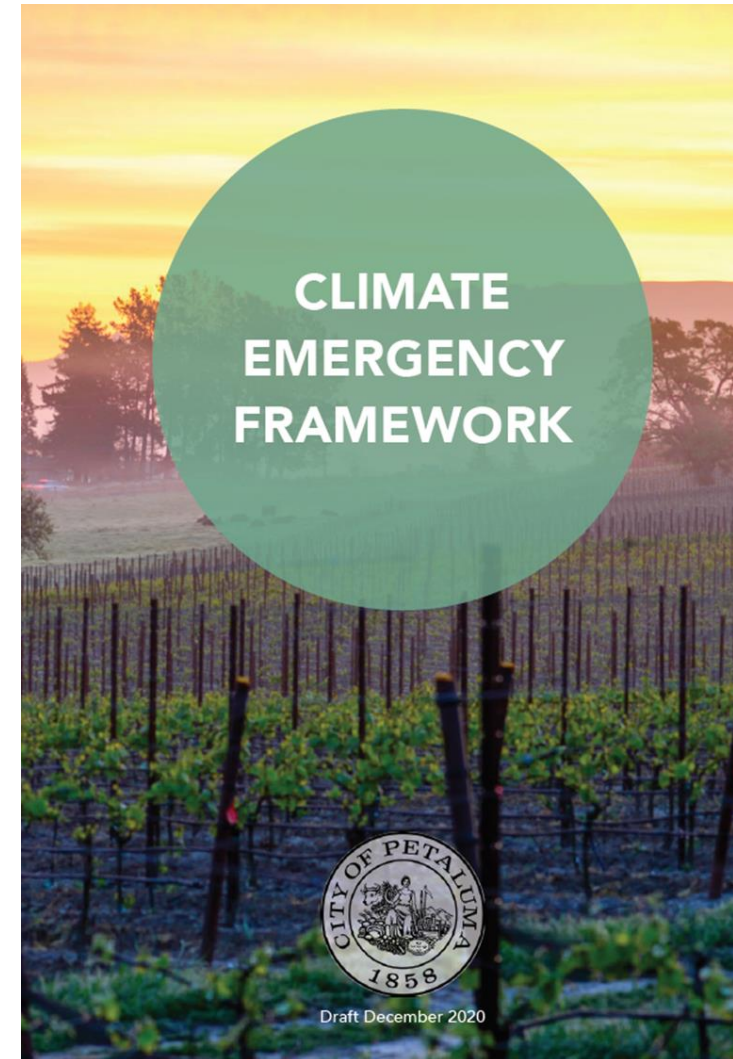
Recent Topic-Focused Technical Meetings

Purpose
- Confirm the baseline understanding of the topic in Petaluma
  - Existing Conditions
  - Vision, Pillars, Principles
- Confirm broad goals
- Most importantly: **brainstorm strategy ideas, including potential policies and actions**
  - Including GPAC working group recommendations

- Natural Resources
- Historic Resources
- Climate Adaptation & Safety
- Land Use
- Arts & Culture
- Mobility
- Infrastructure & Facilities
- Parks & Recreation
- Economic Development
- Environmental Justice

Fall 2022-Winter 2023

- Fall 2022: Draft Climate Action Plans

- Fall 2022: Draft General Plan Policy Frameworks and Alternatives

  - October 20 and November 17 GPAC Discussions

- October 24: Fairgrounds Council Report

- November 8: SDAT Report

- November-January: HCD review of Housing Element

- Winter 2023: Topic- and Area- Focused Community Meetings

Clarifying Questions from GPAC Members

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Housing Element Update

City of Petaluma
GENERAL PLAN UPDATE

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

General Plan and Housing Element Timeframes
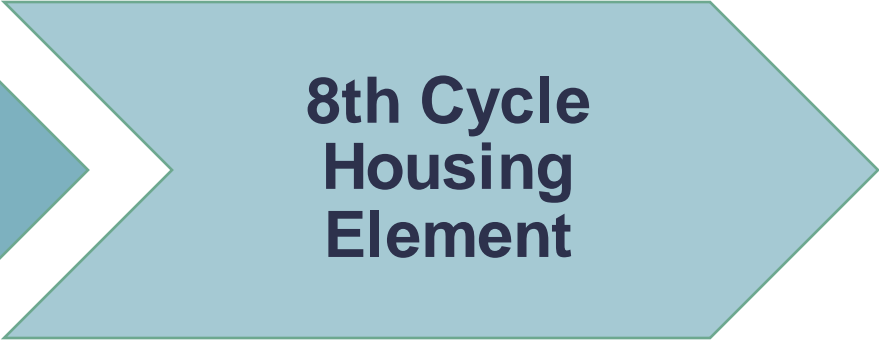
General Plan

6th Cycle Housing Element

7th Cycle Housing Element

8th Cycle Housing Element

Approximately 24 Years

Housing Element: Two Major Components

ADEQUATE SITES

to accommodate RHNA, such as:

- Accessory Dwelling Units
- Pipeline Projects
- Available Vacant and Underutilized Sites
- Rezoning

STRATEGIES

Goals, policies, and programs addressing topics such as:

- Improving existing housing stock
- Preserving affordable units
- Incentivizing affordable ADUs
- Expanding housing capacity
- Reducing constraints
- Advancing fair housing

Housing Element: Major Building Blocks

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

Community Input on Housing

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GENERAL PLAN UPDATE

Housing Engagement

- 2021 GPU engagement

- March-April 2022: GPAC, Planning Commission, & Workshop

- June-July 2022
  - June 16 GPAC
  - June 21 Planning Commission
  - July 18 City Council

- Late Summer 2022: Public review of Draft Housing Element
  - Planning Commission 9/13
  - GPAC 9/15
  - **HE Public Draft Workshop 9/20 - SAVE THE DATE**
  - City Council 10/3

- Throughput
  - GPAC Housing Working Group

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 Sites Inventory

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GENERAL PLAN UPDATE

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
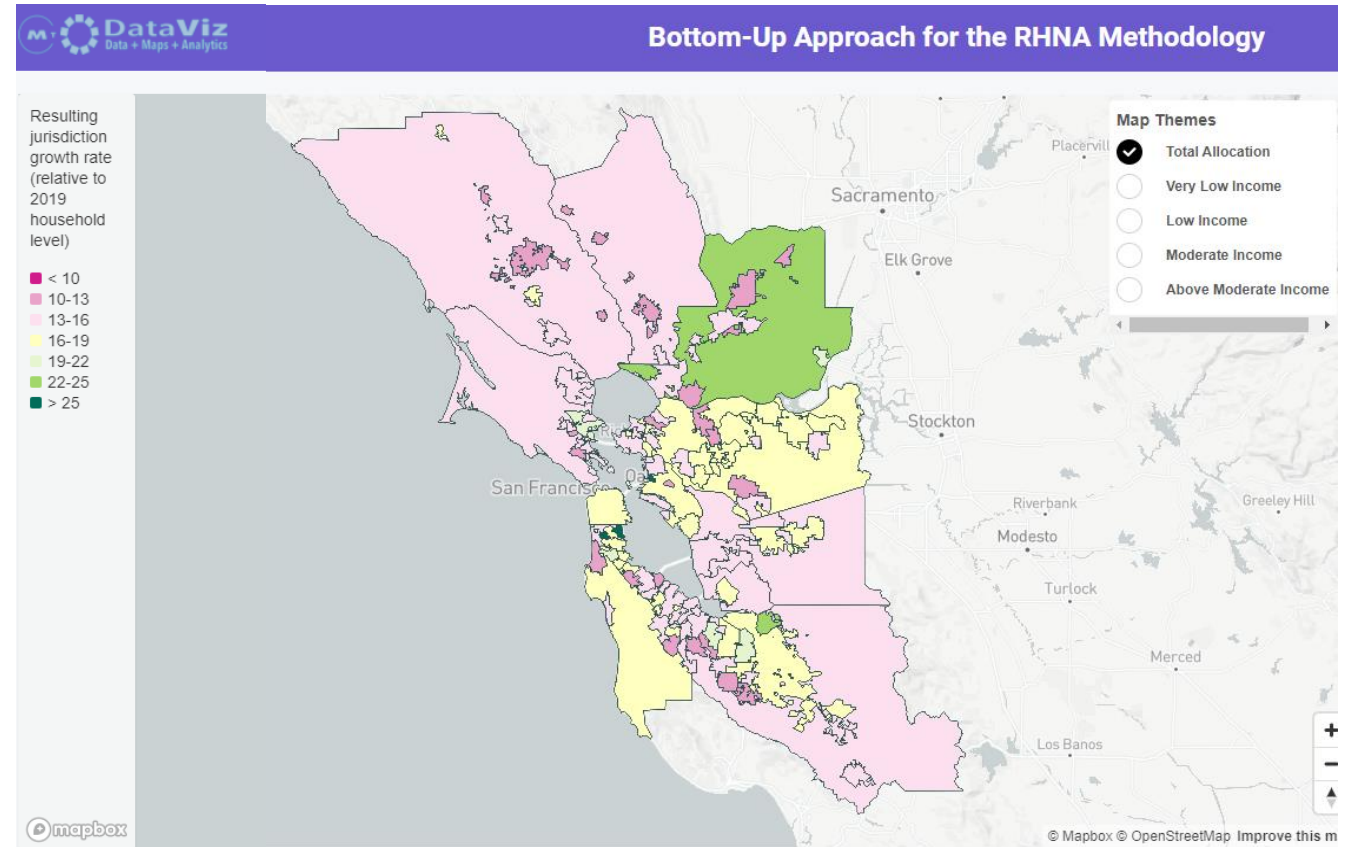
AMI = Area Median Income

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
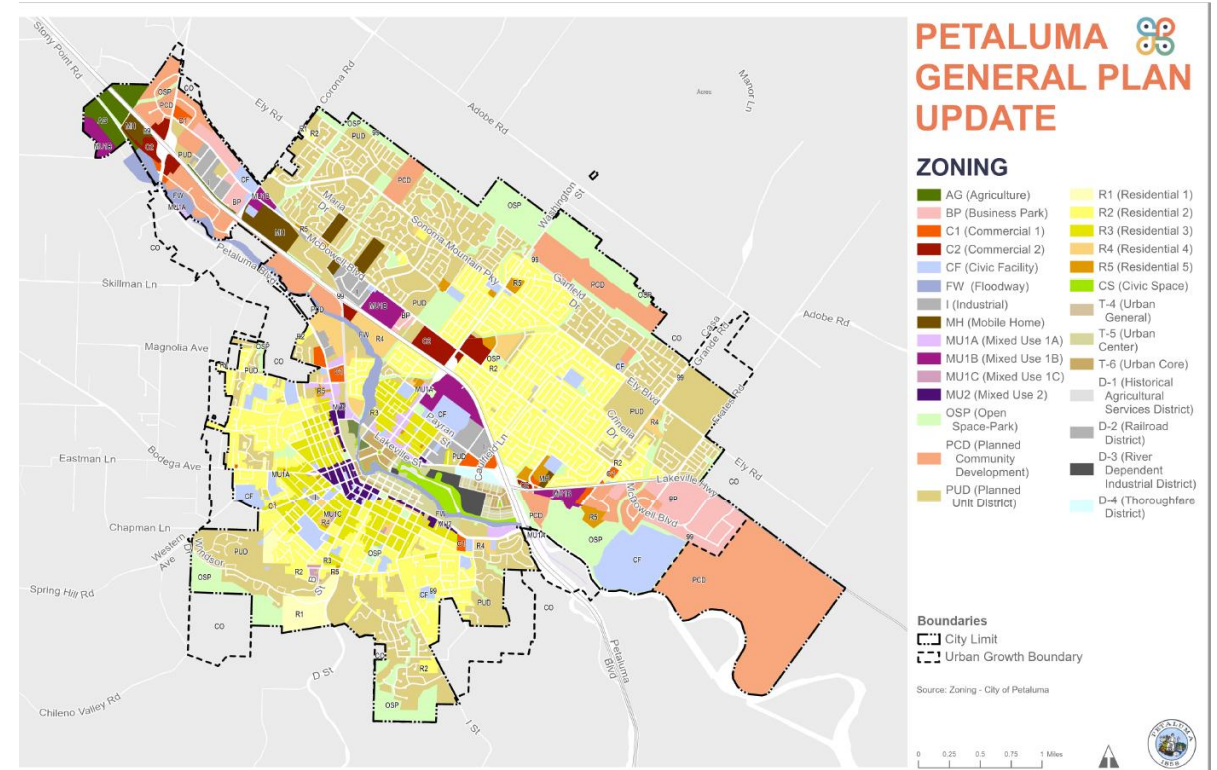
All Squares are Rectangles...

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**

Draft Sites Inventory Presented in June 2022

Draft Housing Element Sites Inventory

As of May 16, 2022
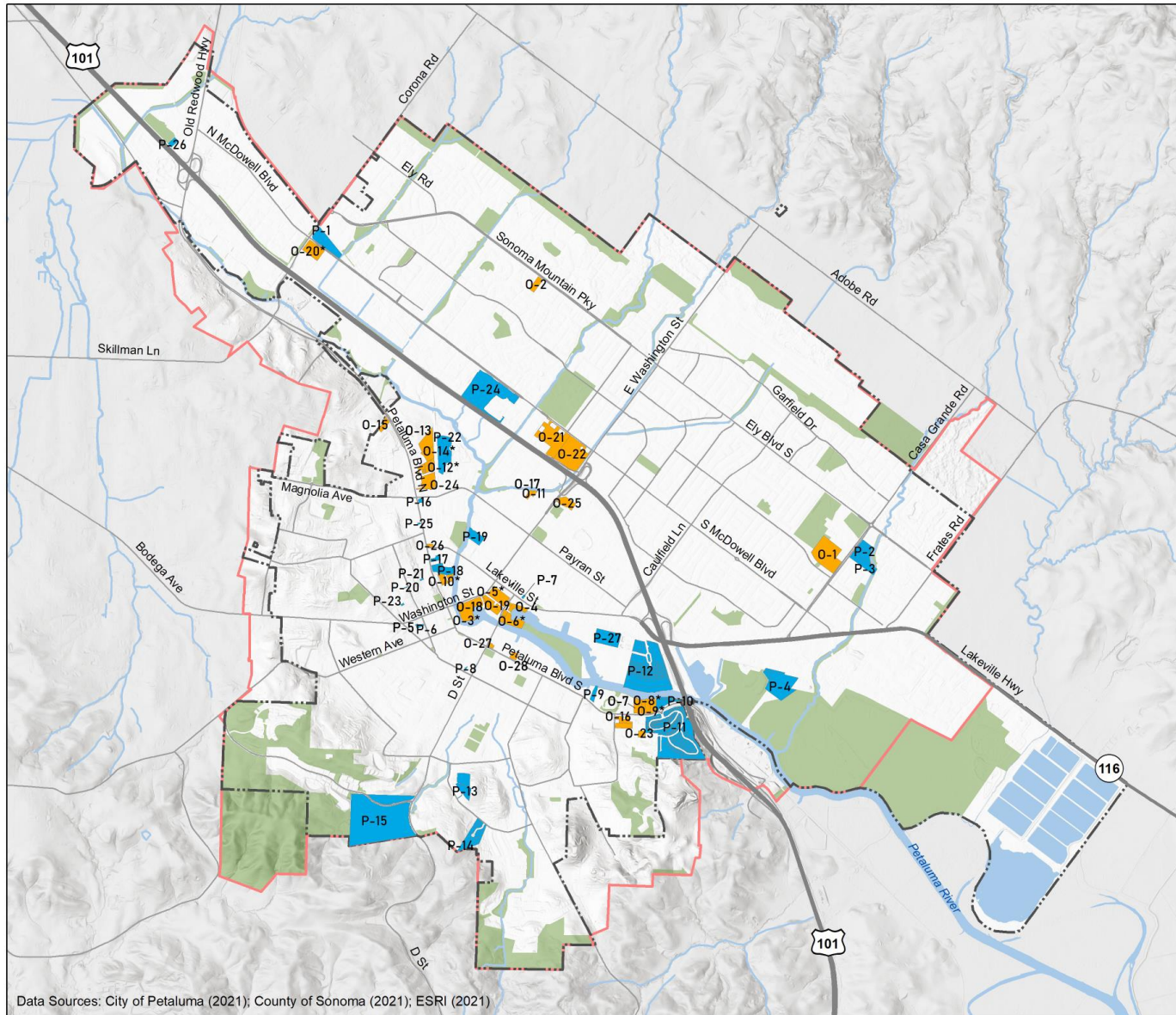
Legend:
- 1 Pipeline Sites
- 2 Opportunity Sites (* indicates reused 5th cycle sites with low-income units in the 6th cycle)
- City Limit
- Urban Growth Boundary / Sphere of Influence
- Water
- Parks / Open Space
- Freeway
- Major Streets

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

Opportunity Sites Eliminated for VMT

Draft Housing Element Sites Inventory

As of May 16, 2022

Sites Added to August 2022 Draft Sites Inventory
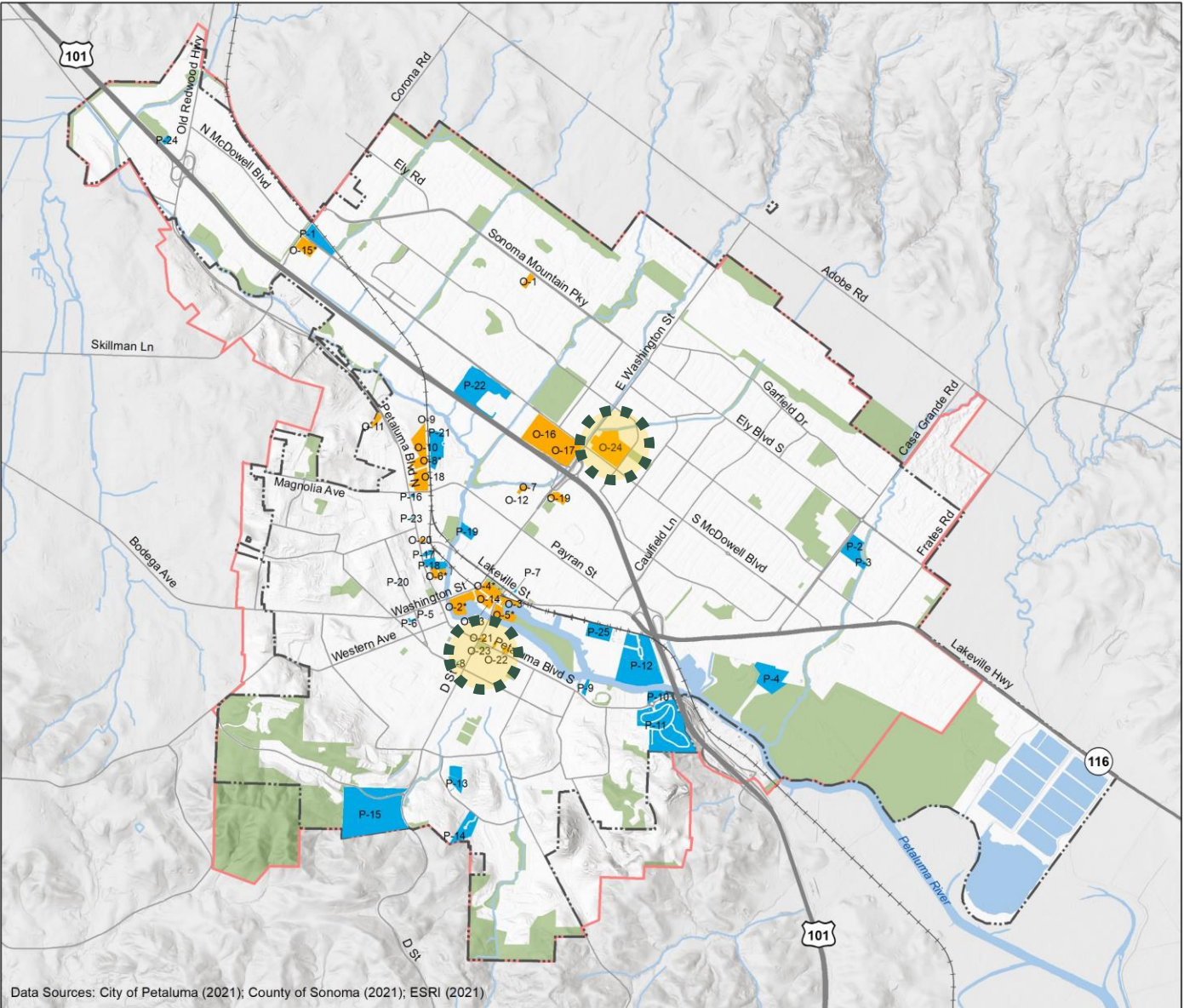
Draft Housing Element
Sites Inventory

As of August 10, 2022

Legend:
- 1 Pipeline Projects
- 2 Opportunity Sites
- 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)

August 2022 Draft Sites Inventory

Draft Housing Element Sites Inventory

As of August 10, 2022

Focusing on Infill Development

- Focus on Shopping Center and Parking Lot conversion

- Leveraging City-owned property at additional site
  - (O-23 307 Petaluma Blvd. South* between 2nd St. and Petaluma Blvd South)

Focused on Shopping Centers

- Focus on Shopping Center and Parking Lot conversion

- Additional site
  - (O-24 351 S. McDowell BLVD - Safeway and Stapes)

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 2nd 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

Summary: What's new and different and why

- 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 – June 2022

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

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

	Units by Income Group				Total
	Very Low	Low	Moderate	Above-Mod	
RHNA	499	288	313	810	1,910
Credits	**241**	**186**	**101**	**1,245**	**1,782**
Potential ADUs	43	43	43	14	144
Pipeline Projects	198	143	58	1,229	1,628
Remaining RHNA	**258**	**102**	**212**	**(433)**	**572**
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
Total Capacity	**503**	**448**	**545**	**1,909**	**3,404**
Surplus (+) / Deficit (-)	164		232	1,097	1,493
Buffer (Remaining RHNA)	46%		109%		

City of Petaluma General Plan | 42

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

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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

Development Patterns

Homes
Jobs
Economy

Building Blocks

Infrastructure

Public services

Land Use Policy

Conservation and Hazards

Hazards

Ecosystems & natural resources

Community character

Housing Programs

CITY OF PETALUMA
GENERAL PLAN UPDATE
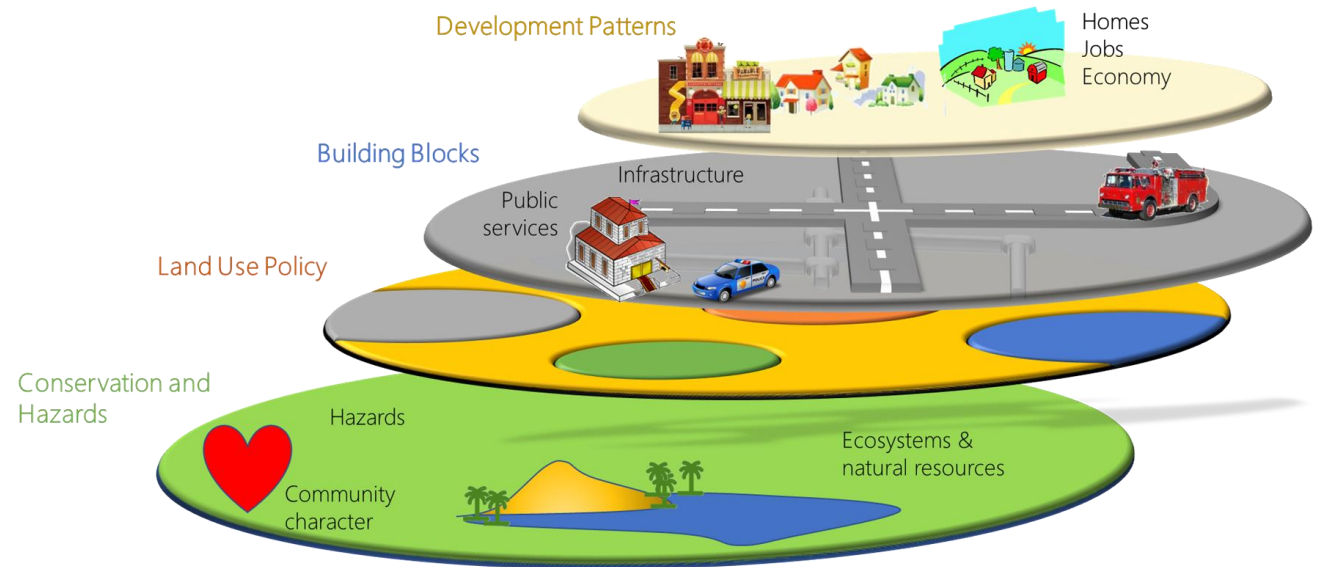
Steps to Draft Housing Program

Evaluation of 5th Cycle Programs → Planning Team Innovation Brainstorm → GPAC (3/17, 4/21), PC (3/22), & Workshop Input → Draft 6th Cycle Housing Programs → GPAC 6/16, PC, & City Council Input
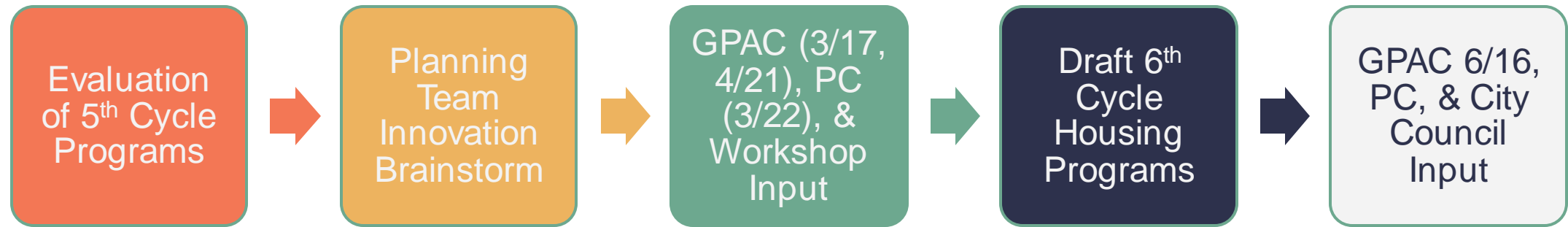
Housing Goals

1. Housing Availability and Choices

2. Development Constraints

3. Affordable Housing

4. Housing Preservation

5. Special Needs Housing

6. Fair Housing

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

What's new and different and why

- 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

Engagement during Public Review

Public Review Period (8/29 – 9/28)

- Review Drafts and Comment online through 9/28:

  - www.planpetaluma.org/housingelementdraft

Presentations and Discussions

- Planning Commission 9/13

- September GPAC Session (9/15)

- HE Public Draft Open House (9/20)

  - SAVE THE DATE

- City Council (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.

Housing Element Schedule

- **September 2022**: Required 30-day public review of the draft Housing Element, including a workshop, GPAC, Planning Commission, and City Council meetings

- **November 2022-January 2023**: Required 90-day review by the State Department of Housing and Community Development (HCD)

- **February-March 2023**: Planning Commission and City Council meetings and adoption

- **April-May**: Required 60-day HCD review for certification.

Clarifying Questions from GPAC Members

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Public Comments

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Stay within time please!

GPAC Discussion of Public Draft Housing Element

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Prompts for Discussion

- What **feedback** do you have on the **sites identified** in the draft Housing Sites Inventory?

- What **feedback** do you have on the goals, policies and **programs**?

- Do you have any **questions** about the Housing Element materials?

GPAC Working Group Updates

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Reflection Questions

- What connections did you see, or "Ah ha!" moments did you have, while listening to the presentations?

- What trade-offs or competing interests did you identify that the GPU needs to address?
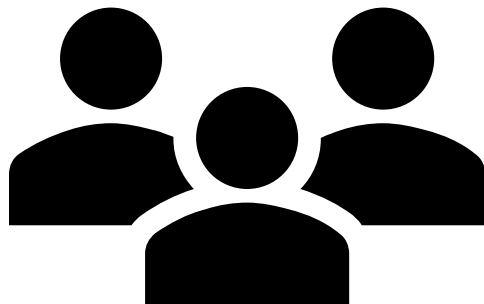
Working Groups
- Housing
- Open Space & Natural Resources
- Equity & Intersectional Justice
- Economic Development
- Mobility
- Climate Action
- Sense of Place & Quality of Life

Public Comments

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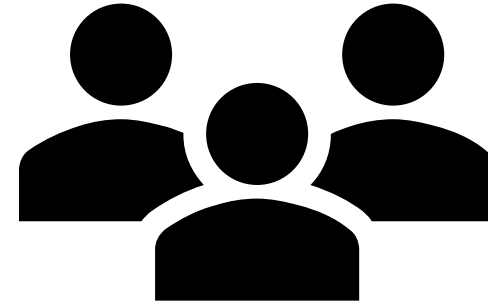Choose Sound Effect Tick ⌄

Choose TimeUp Sound Alarm ⌄

☐ Enable Count Up ☐ Combine With Bar Clock

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Final GPAC Thoughts

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General Plan Advisory Committee Meeting

September 15, 2022

CITY OF PETALUMA GENERAL PLAN

raimi+ associates

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

EQUAL HOUSING OPPORTUNITY

Required Programs (14/28)

- **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

Program 10: Water Master Plan

The City has the following efforts planned to increase local water supply resiliency and water use efficiency:

- Drought Ready Ordinance – a requirement to pre-plumb new buildings for graywater.

- WSCP Update – plan update to include restrictions for some new water customer connections that occur during a water shortage periods.

- Recycled Water Program Expansion – expand urban recycled water pipeline to irrigate additional parks, schools, and public landscape areas.

- Expand the water conservation rebate program

- Aquifer Storage and Recovery Plan – plan to study taking surplus drinking water from the Russian River system during wet winter years and storing it in the deep underground aquifer in the Petaluma

groundwater basin. The stored water would then be available as an emergency backup supply.

- Expand local municipal groundwater wells – develop new wells and implement decentralized treatment for existing wells with impaired water quality.

- The City is a member of the Petaluma Valley Groundwater Sustainability Agency (GSA) which is a public agency formed in 2017 to sustainably manage groundwater in the Petaluma Valley groundwater basin.

- Advanced Metering Infrastructure (AMI) – replacement project for all existing 20,000 + water meters to AMI technology. AMI will increase water conservation and provide water customers with real-time leak detection alerts and water use information.