



DATE: October 21, 2024

TO: Honorable Mayor and Members of the City Council through City Manager

FROM: Brian Oh, Community Development Director
Heather Hines, Special Projects Manager
Heather Gurewitz, Senior Planner

SUBJECT: Presentation and Discussion of the Draft Land Use Policy Framework in order to provide a summary of the community engagement and feedback received and to receive input to inform revisions to land use policies as part of development of the Draft General Plan. This will specifically focus on draft land use policies in the Framework and be followed by additional discussion on land use alternatives and land use designations at a subsequent City Council meeting

RECOMMENDATION

It is recommended that the City Council receive a presentation on the community engagement and feedback received on the Land Use Policy Framework, including in person community workshops, pop-ups, online survey engagement, and discussion with the Planning Commission and General Plan Advisory Committee. Additionally, it is recommended that the City Council provide feedback on the draft policies presented in the Land Use Policy Framework to inform revisions as part of the development of the Draft General Plan. No action is being taken by the City Council.

To inform the discussion, the City Council may wish to consider the following questions as part of their review of the Draft Land Use Policy Framework:

- What are the most important policies in the framework?
- What concerns do you have about the policies in the framework? For example, are they unclear? Should they be softened or strengthened? Do you disagree with the policy direction? What did we miss?
- Relative to the direction from the community as outlined in the visioning materials, does the Draft Land Use Framework implement that vision?

BACKGROUND

General Plan Update

The City is currently operating under the City of Petaluma General Plan 2025, which was written in 2006-2007 and adopted in 2008. The City is preparing a General Plan Update that is anticipated to be before the City Council for adoption in early 2026. The General Plan is a guiding document, providing policies and implementation programs to achieve the City's goals, and generally has a planning horizon of around 20 years. The General Plan also serves as the City's foundation for regulating Land Use. Eight mandatory topical areas, or Elements, must be included in a General Plan pursuant to California State Law, including Land Use, Open Space, Conservation, Housing, Circulation, Noise, Safety, and Environmental Justice. Unlike other elements, the Housing Element is required by State regulations to be updated every eight years. Petaluma's Housing Element was adopted by City Council and certified by the State of California in March 2023.

The General Plan update process kicked off in 2020 with an extensive public engagement process designed to identify community and decision-maker priorities for the General Plan. This effort resulted in a Request for Proposals for consultant teams to assist the City in developing its General Plan, and in April 2021, the City entered into a contract with Raimi + Associates. The Raimi team includes a suite of subconsultants with expertise in a variety of areas to support the development of a robust and comprehensive General Plan for the City.

In early 2021, the City also assembled a General Plan Advisory Committee (GPAC) to provide insight and recommendations throughout the General Plan Update process. The committee comprises a diverse group of residents, business owners, educators, and other members of the Petaluma community who serve as advisors and project ambassadors. The GPAC works collaboratively with the consultant team, led by Raimi + Associates, and City staff, to provide input on General Plan issues and offer feedback on draft materials. Further information on the GPAC, including meeting materials, can be found here: <https://www.planpetaluma.org/gpac-page>.

Existing Conditions

Following an initial period of data gathering in 2021, the consultant team completed 19 Existing Conditions Reports, which establish baseline conditions for key policy areas. The reports covered the key topics to be addressed in the general plan and can be found on the [General Plan website](#).

Vision Pillars, and Guiding Principles

Simultaneously to the existing conditions effort, the consultant team and staff engaged in a [robust public engagement process](#) that included public surveys, listening sessions, geographical area meetings, pop-up workshops, focus groups, and engagement with the General Plan Advisory Committee. This work informed the Existing Conditions Reports as well as a Vision Statement, Pillars, Guiding Principles, and Supporting Concepts document that was developed and unanimously recommended by GPAC to the City Council on February 17, 2022. The document was accepted by the City Council on March 21, 2022 (<https://www.planpetaluma.org/documents#gpuvision>).

The Vision Statement describes the desired future conditions and characteristics of the city. The Pillars are the core community values. The Guiding Principles and Supporting Concepts provide broad direction and pathways to achieve the vision and honor community values, focusing on the community's specific challenges and opportunities. The complete [Vision, Pillars, and Guiding Principles](#) are on the [PlanPetaluma](#) website (planpetaluma.org).

Policy Frameworks

The General Plan is made up of both the Land Use Map, which displays General Plan Land Uses, and policies that relate to a wide range of topics. At present, the draft General Plan policies are contained in Policy Frameworks, which will ultimately inform the development of Elements in the Draft General Plan. These Frameworks were developed based on a series of inputs, including much of the work that has been done to date as part of the General Plan Update, such as the Existing Conditions Report, Vision and Guiding Principles, the Blueprint for Carbon Neutrality, and the Housing Element. Additionally, the Policy Frameworks were shaped through the input from the General Plan Advisory Committee, expertise from the consultant team, operational expertise from city staff, and input from the community.

Twelve of the 14 Policy Frameworks were published for public review on March 21, 2024 (<https://www.planpetaluma.org/policy-frameworks>). The Flood Resiliency Framework was released for public review on April 23, 2024. The public review period for the 13 Frameworks concluded on June 30, 2024.

The Land Use Framework (link at Attachment 1) is the final policy framework to be reviewed prior to initiating development of the Draft General Plan. It was publicly released for review on August 22, 2024 and has been the focus of a series of engagement activities spanning from August through October.

Evolution of the Draft Land Use Policy Framework

“Land Use” is essentially the discussion of what kind of uses or buildings can go on different parcels, and how big or intense the uses or buildings can be. In the General Plan, the allowed uses and intensities are specified in the land use “designations” assigned to each parcel, such as open space, residential, commercial, or mixed-use. Those designations will be shown on the General Plan Land Use Map, and zoning will be assigned that is consistent with that map. To implement the community's vision, updated designations on the General Plan Land Use Map must also be complemented with associated land use policies. General Plan land use policy and the implementing zoning regulations are the foundation of the City's ability to regulate and make decisions on land use.

During meetings in November 2023 and January and February 2024, the GPAC discussed “alternatives” for changes in the land use mix and intensity within focused “areas of change” as well as related land use policy direction. In April 2024, the GPAC's input was brought to the Planning Commission and the City Council for guidance. During that time, the Public Draft Flood Resilience Policy Framework was completed, and the draft Parks and Open Space map was also updated, both of which are significant drivers in the subsequent Land Use Policy Framework.

Findings from the Future of Retail and Economic and Market analyses that was completed during the existing conditions phase of the General Plan Update also informed the draft Land Use Policy Framework, including both opportunities and challenges (page 12-13). Similarly, findings from transportation analysis completed during the existing conditions stage related to vehicle miles traveled and an analysis of Petaluma's transportation network were also used to inform the draft Land Use Policy Framework.

DISCUSSION

The Draft Land Use Policy Framework contains goals, policies, and actions that will shape the future development of Petaluma. The Draft Land Use Policy Framework is central to the General Plan update as it will guide the future of the City's development. It is important to note that because land use intersects with almost all the policy framework topics as mentioned above, there are policies related to land use in other frameworks. For example, Policy TP-5 Integrated Land Use and Transportation Planning is directly related to land use, but the policy is located in the Draft Transportation Policy Framework. The Draft Land Use Policy Framework includes a list of the policies that are included in other frameworks that are related to Land Use (pages 5-6).

Organization

The Draft Land Use Policy Framework includes the following sections:

Introduction - This section provides an overview of the general plan and an introduction to policy frameworks.

Land Use Drivers - This section provides the context under which the land use policies were developed including the Existing Condition Reports and the Vision, Pillars, and Guiding Principles.

Land Use Implementation - This section discusses how the Land Use Policy Framework will be implemented.

Overview of Land Use Direction - This summarizes the policy direction established in the Framework.

Land Use Foundations - This section introduces the General Plan Land Use Designations and Map and introduces potential changes in Designations, including:

- Land Use Designations – This subsection describes the existing Land Use Designations in the current General Plan and includes recommended changes. This section also includes recommended changes in standards for density and intensity of use.
- Land Use Map Explanation – This section explains the purpose of the General Plan Land Use Map and discusses possible areas of change to the City’s current Land Use Map.

Land Use Goals and Policies - The land use policies are divided into four chapters in the Framework:

- Chapter 1: Citywide Evolution includes five goals which are supported by 19 policies:
 - Goal LU-1: Urban Growth Boundary
 - Goal LU-2: Surrounding open space is preserved
 - Goal LU-3: Development is focused within existing City boundaries
 - Goal LU-4: Development is prioritized near transit
 - Goal LU-5: Land uses along the Petaluma River advance ecological, resilience, and public access goals
- Chapter 2: 15-Minute City includes four goals which are supported by 15 policies:
 - Goal LU-6: 15-Minute City walk to activity centers
 - Goal LU-7: Residential neighborhoods provide middle-density housing options
 - Goal LU-8: Neighborhoods add non-residential uses
 - Goal LU-9: Public realm, civic, mobility, and infrastructure improvements support activity centers
- Chapter 3: Community Design and Character includes four goals and 10 policies
 - Goal LU-10: Strong identity and sense of place
 - Goal LU-11: Welcoming Gateways and Corridors
 - Goal LU-12: High quality design

- Goal LU-13: Development is sustainable
- Chapter 4: Sub Areas include policies specific to the fifteen sub areas identified in the City. While this Chapter tracks with existing sub areas identified in the community character chapter of the existing General Plan, it has revised or combined topics or areas where discussion has already been focused in other areas of the Land Use Framework or in another Framework. The sub area policies are specific to a certain area of the City, such as the Washington Corridor or South Hills, recognizing that unique policies may be appropriate to some areas and not others.

Planning Commission Feedback

The Planning Commission received a presentation on the Draft Land Use Policy Framework on Tuesday August 27, 2024, and held a study session on the Framework on Tuesday, September 10, 2024. Discussion and oral comments were received from Commissioners at the meeting and several individual Commissioners submitted written comments. No consensus comments were provided to represent the Commission as a whole.

The input that Commissioners provided on the Land Use Designations and Area of Change alternatives will be used to inform recommended revisions to the Land Use Map and will ultimately be considered alongside focused comments from the General Plan Advisory Committee and community input. As previously referenced, subsequent discussion regarding proposed land use designations and the associated standards as well as the land use alternatives for each area of change will be presented to the City Council at a subsequent meeting. The feedback summarized below focuses on comments on the land use policies presented in the Framework.

Planning Commission comments on the draft Land Use Goals and Policies touched on overarching themes, including:

Transit-Oriented Development

- Development near both SMART stations should be consistent with Specific Plans and allow higher density housing while providing allowance for utilization of land for commercial, maker, and flex alternatives (Goal LU-4)

15-Minute Activity Centers

- Add an additional policy to Goal LU-6 to integrate equity into 15-minute centers, especially Washington Square
- Address accessibility for disabled persons and access for non-drivers (Goal LU-6)
- Include “rolling” in addition to walking, biking (Goal LU-6)
- Focus on smaller markets and bodegas in proposed 15-minute centers (Goal LU-6)
- Remove the Casa Grande activity center and add the shopping center at Casa Grande and McDowell (Policy LU-6.1)
- Some 15-minute activity centers are unlikely/ impractical (Policy LU-6.1)
- Concerned that sites are being cherry-picked without insight as to whether the property owners have interest, and we may be overlooking or neglecting other potential centers (Policy LU-6.1)

- Include prioritization for which activity centers should redevelop first (Policy LU-6.4)
- Require master plans for major redevelopment and higher density development of town and neighborhood serving centers (Policies LU-3.3 and LU-6.2)

Middle Density Housing in Single-Family Neighborhoods

- Allow for single family evolution and gentle density in existing neighborhoods (Policy LU-7.2)
- Don't facilitate the integration of duplexes, triplexes, and fourplexes into single-family residential zones without a broader understanding of the impacts (Policy LU-7.2)

River Focused Development

- Elaborate on how to revitalize parcels that have the ability to energize the neighborhoods around the Petaluma River, particularly in the central downtown area (Policy LU-5.2)

Historic Agriculture-Supporting Industrial

- Support the flexible approach in Goal LU-10, and add the Clover Creamery; would also be helpful to ask for community input on changing the designation to Flex

High Density Development

- Adjust land use designations to allow/facilitate higher density housing but don't include land use designations that allow for levels of development intensity that are not currently financially feasible (LU-3.2)

Gateways

- Add Washington Blvd to the list of gateways (Policy LU-11.1)
- Welcoming gateways are not necessary if we have attractive corridors (Policy LU-11.1)
- Cultivate a strong sense of place with urban design and corridor planning (Policy LU-11.2)

Corridors

- Expand the areas targeted for streetscape improvements, including McDowell (Program LU-9.3.1)
- Corridor improvement is a high priority (Policy LU-11.2)
- Plan for Petaluma Blvd. as a whole as opposed to "Petaluma Blvd North and Petaluma Blvd South" (Policy LU-11.2)

Design

- Pleased to see focus on high-quality design within discussion about land use policies (Goal LU-12)
- It is critical to have clear design standards proactively to guide increased density and intensity and not wait until we have applications for increased intensity and density without design guidance (Goal LU-12)

GPAC Feedback

The GPAC received a presentation on the Draft Land Use Policy Framework on Thursday August 22, 2024, and discussed the Framework at their regular meeting on September 19, 2024 and at a special meeting on September 26, 2024. The GPAC will finalize their feedback on area specific alternatives and proposed land use designation and standards at their meeting on October 17, 2024. Completing GPAC feedback will in turn allow be incorporated into future discussion with the City Council about land use designations and alternatives within the areas of change.

To date, the input on land use policies contained in the Framework has largely been framed by feedback from the GPAC’s Land Use Working Group followed by discussion with the larger GPAC. Different from the Planning Commission feedback, the GPAC discussion as outlined below largely reflects consensus comments from the GPAC.

Similar to the Planning Commission feedback, GPAC comments on the draft Land Use Goals and Policies touched on overarching themes, including:

15-Minute Activity Centers

- Allow the organic evolution of neighborhoods; don’t be overly prescriptive (Policy LU-6.1)
- Start with the parks since these are areas the City controls and use them as demonstration pilots (Policy LU-6.1)
- Don’t require off-street parking (Policy LU-6.1)
- Need to provide more “carrots” to encourage redevelopment (Policy LU-6.2)

Evolution of Single-Family Neighborhoods

- Don’t limit non-residential uses to corner lots (Policy LU-8.1)
- Don’t require off-street parking for retail embedded in neighborhoods (Policy LU-8.1)

Higher-Density Housing

- Streamline the entitlement and design review (Policy LU-3.1)
- Prohibit single-family residential and increase maximum densities in R3, R4, and R5 but ensure flexibility for creative development patterns such as cottage housing, etc. (Policy LU-3.2)
- Encourage smaller units (Policy LU-3.2)
- Consider a parking maximum rather than a minimum (Policy LU-3.2)
- Don’t allow standalone residential (Policy LU-3.4)

River-Focused Development

- Employ both public- and private-sector strategies to remove barriers, incentivize improvements (Goal LU-5)

Gateways

- Prioritize gateway improvements (Policy LU-11.1)

Community Feedback

Largely informed by input provided by the City Council, Planning Commissioners, and the GPAC, the General Plan Team conducted general public outreach focused on the Land Use Policy Framework through a number of methods including:

- Nine “pop-up” feedback events located in “areas of change”
- Two in-person community open house workshops
- On-line feedback form

The pop-ups were a useful opportunity to introduce the Land Use Policy Framework, the citywide land use strategies outlined in the Framework, and the potential changes that the City is considering. Overall, 230 community members participated in the pop-ups, including several that were focused specifically on engaging the Hispanic community. These pop up events also providing a good opportunity to publicize the larger community workshops and educate members of the public on the General Plan Update underway.

The City hosted two community workshops focused on the Land Use Framework. The workshops were structured in an open house format with topic-based stations, including:

- The General Plan
- Land Use Drivers
- 15-minute Neighborhoods
- Corridors
- The River
- The Core

Each station was facilitated by a mix of staff, consultants, GPAC and Planning Commissioners to solicit conversation and feedback with members of the public. The same content was provided at both events, and the same feedback boards were used so that the feedback from each event was cumulatively considered. Over 100 people in total attended the two events and provided feedback on the land use change options in the Land Use Policy Framework.

The community workshops focused on soliciting feedback on the land use alternatives outlined in the Framework more specifically than the individual policies. Comments were solicited using photo simulations to illustrate different density and intensity options and feedback was solicited about types of uses, height and massing, and building types.

Most commonly, participants indicated that they would favor some development in most areas of change and 15-minute neighborhood locations as presented in the Framework but there was strong preference for development to be limited to four stories. More transformation was supported for specific locations, including Leghorn Marketplace, Casa Grande Center, and the Outlets. The development of parks and open space and pedestrian and bicycle improvements were heavily favored along upstream river-adjacent uses.

Given the focus of the community’s feedback on land use alternatives in the areas of change and corresponding land use designations, community feedback will be considered in more detail along with similarly focused feedback from the Planning Commission and GPAC and brought back before the City Council for discussion prior to development of the preferred land use map.

However, it was clear that with the exception of the area directly adjacent to the SMART station, multi-family housing under four stories was heavily preferred and buildings over four stories were generally not supported. In the downtown core, both alternatives which would allow up to six stories were strongly opposed.

Below are examples of community input provided through the online feedback form or through other means (e.g., by email) as of October 7, 2024. In response to public request to extend the time for public input, the City is still collecting feedback through the City Council meeting on October 21.

- Appreciation for how the River Park’s partnership with the City is reflected in the Framework and suggestion that the Petaluma River Park be included as a future park site.
- Request to identify the Lafferty Ranch as a proposed park.
- Appreciation that the Framework provides a pathway out of PUD (Planned Unit Development) status.
- Concern that the Land Use Policy Framework is being considered outside of city’s ecological, open space, wildlife, and habitat context.
- Suggestion that a downtown specific plan to preserve historic character and support economic development should be prepared before considering downtown land use changes.
- How does the Framework address the long-term impacts of flooding and protects riparian ecology and habitats.
- Consider a minimum setback of 300 feet along the Petaluma River.
- Appreciation for the parking reuse component of Policy LU-6.3: Facilitate the redevelopment of regional shopping centers into Town Centers.
- Skepticism of the 15-Minute City approach given contemporary shopping habits reliant on delivery and larger retail stores.
- Want assurances that all neighborhoods, particularly lower-income and underserved areas, have equitable access to essential services within the “15-Minute City” approach.
- How does the Framework address environmental justice concerns arising from development and about what protections are being put in place to prevent the displacement of current residents and businesses areas targeted for development.
- How does the Framework ensure that housing affordability is preserved in areas where mixed-use and higher-density developments are proposed and what specific provisions will be implemented to prioritize affordable housing for lower-income residents.
- Consider allowing interim uses (e.g., residential) in spaces that permit retail but for which there is not yet market demand.
- What steps are being taken to address the potential traffic congestion along Petaluma Boulevard South associated with the proposed increase in mixed-use development and will there be robust measures to encourage public and active transportation to mitigate the corridor’s reliance on private vehicles?
- How does the Framework maintain the cultural and historical character in light of new developments and will design standards be enforced to prevent overdevelopment and ensure new construction is in harmony with the existing identity.

- Appreciation for Policy LU-12.1, which calls for the City to pioneer design guidelines and development standards.
- Limit the prohibition on infill housing to existing historic districts only (LU 7.2.1)
- How do we ensure that future development will provide lasting benefits to the local community, particularly in terms of environmental goals, quality of life, employment opportunities, and equitable economic outcomes?

Similar to the general themes from Planning Commission and GPAC feedback, public feedback specific to proposed policies in the Framework included:

15-Minute City

- Centers need to be economically sustainable
- Need to make sure there is support for businesses: how to facilitate success.
- Need to be realistic about the need for parking to that we don't end up with vacant storefronts.
- Concern about locating the 15 min centers at existing shopping malls that are privately owned and managed.
- Need to allow for incremental growth and evolution such as a small coffee shop leads to a bakery, leads to a day care center, leads to a coworking space, a yoga studio, a tamale shop, etc.

General Comments

- Preserve access to nature and views
- Keep small-town feel and do not develop on all infill sites
- Reduce future development on Payran, Walnut Park and Petaluma Blvd.
- Allow for food trucks on lot across from Denny's
- Bring back the Site Plan and Architectural Review Committee; too many poorly designed projects being built in town
- Affordable housing is needed for those that work in Petaluma; concentrate at nodes/ middle housing

Requested City Council Feedback

The City Council discussion is feedback is specifically focused on the policies contained in the Land Use Policy Framework both given the breadth and scope of the overall Framework and to allow for continued discussion focused on the land use alternatives presented in the areas of change and corresponding land use designation at a subsequent meeting after the GPAC has completed their feedback on these topics.

The discussion above has meant to share the general topics and tone of feedback from the engagement effort focused on the Land Use Policy Framework.

To inform the discussion, the City Council may wish to consider the following questions as part of their review of the Draft Land Use Policy Framework:

- What are the most important policies in the framework?

- What concerns do you have about the policies in the framework? For example, are they unclear? Should they be softened or strengthened? Do you disagree with the policy direction? What did we miss?
- Relative to the direction from the community as outlined in the visioning materials, does the Draft Land Use Framework implement that vision?

General Plan Next Steps

The GPAC is continuing to provide feedback specific to land use designations and associated standards at their meeting on October 17, 2024, which is anticipated to conclude their review of the Land Use Policy Framework. With the conclusion of the GPAC review, comments focused on land use alternatives within the areas of change and the associated land use designations and standards will be compiled for discussion with the City Council before year's end at a subsequent meeting as a workshop focused on Land Use designations and area of change. Following that discussion, recommended revisions to the Land Use Map will be brought before the GPAC and Planning Commission for recommendation to the City Council. It is anticipated that staff will seek final directions from the City Council on the preferred Land Use Map in early 2025.

A preferred Land Use Map is a critical step in the General Plan process because it allows for the associated environmental review process to commence. Following selection of the preferred Land Use Map, the City will release the official Notice of Preparation to initiate the General Plan environmental review process. It is anticipated that the EIR will take approximately one year to complete, and therefore it is anticipated that the General Plan and associated EIR will be presented for adoption in early 2026.

It is also expected that with the selection of the preferred Land Use Map, staff will proceed with an update to its Implementing Zoning Ordinance (City's zoning code adopted in 2008) to align with its comprehensive update to its General Plan.

PUBLIC OUTREACH

The General Plan Team conducted a robust public engagement effort to solicit feedback on the Draft Land Use Policy Framework. As discussed above, activities ran for about six weeks in August and through the month of September and included the following:

Community Workshops: The community workshops were held as an open house format with stations focused on the General Plan Update, Land Use Drivers, 15-Minute Neighborhoods, The Downtown Core, Corridors, and The River. General Plan facilitation to solicit conversation and feedback was conducted by a mix of staff, consultants, General Plan Advisory Committee members, and Planning Commissioners. Approximately 110 people participated in these events.

- Workshop/Open House #1 Date: Saturday, September 21, 2024 Time: 10:00 am – 1:00 pm Location: Beverly Wilson Building at the Petaluma Fairgrounds
- Workshop/Open House #2 Date: Wednesday, September 25, 2024 Time: 5:00 pm – 8:00 pm Location: Lucchesi Community Center

Pop-Ups A series of Pop-ups were held to engage members of the community where they are and focused on both citywide topics as well as area focused land use discussion. Pop-ups are intended to be spontaneous and to catch regular visitors and event participants at specific locations. Approximately 230 people participated in a Pop-up, many of whom were youth and Hispanic/Latinx. Pop-up locations included the following dates and locations:

- Saturday, August 31, 2024, 11:00am-1:00pm: Leghorn Park: 26 participants
- Saturday, August 31, 2024, 2:00-4:00pm: Walnut Park Farmer’s Market: 25 participants
- Saturday, September 7, 2024, 1:00-3:00pm: El Roy’s Truck at the Fairgrounds: 15 participants
- Saturday, September 14, 2024, 11:00am-1:00pm: Shollenberger Park: 20 participants
- Saturday, September 14, 2024, 2:00-4:00pm: Ray’s Delicatessen: 15 participants
- Saturday, September 14, 2024, 5:00-7:00pm: Cafe Puente (in Spanish): 20 participants
- Thursday, September 19, 2024, 4:00-7:00PM: Harvest Beats at the Fairground: 46 participants
- Tuesday, September 24, 2024, 9:30am-1:30pm: Lucchesi Farmers’ Market: 45 participants
- Friday, September 27, 2024, 6:00-8:00pm: Movies at Lucchesi Park: 29 participants

Online Comment Form: An online comment form similar to the format used to solicit public feedback for the other policy frameworks was uploaded on the [planpetaluma.org](https://www.planpetaluma.org) website with the release of the Draft Land Use Policy Framework. The feedback form remains available to members of the public to comment on the framework as an additional feedback loop for those not able to join in person engagement activities.

Focused outreach as part of the Environmental Justice element and to solicit input from underrepresented groups in Petaluma is also anticipated to run through the month of November. In addition to this specific outreach being required by state law (SB 1000), a more focused outreach strategy is required to engage segments of Petaluma’s population that have not been adequately represented in other engagement efforts. This approach ensures equity and equality in the city’s General Plan Update that reflects all of Petaluma’s diversity. Examples of this stakeholder specific engagement includes outreach to young people, older adults/seniors and communities of color through partnerships with our schools, the Senior Center, Family Resource Center and community-based organizations.

To learn more about the overall process for the General Plan, the General Plan Update process is documented via the City of Petaluma General Plan website: <https://www.planpetaluma.org/>. It contains all information available on the General Plan Update process, including any documents that have been completed and many meeting recordings.

ENVIRONMENTAL REVIEW

There are no action items before the City Council, therefore this item is not a project under the California Environmental Quality Act. Following feedback on the Land Use Policy Framework and subsequent discussion and acceptance of the Preferred Land Use Map, the General Plan Update project will begin preparation of the Environmental Impact Report (EIR) for the project

which will run concurrently with development and engagement on the Draft General Plan. When the General Plan is brought forward for adoption in early 2026 it will include a programmatic EIR for certification.

FINANCIAL IMPACTS

This item is part of the General Plan Update process under contract with Raimi +Associates and has budget previously allocated to the project.

ATTACHMENTS

1. The Draft Land Use Policy Framework is available at <https://tinyurl.com/bdh9n5kn>