

**DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT  
ADMINISTRATION AND MANAGEMENT DIVISION**

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February 1, 2024

Peggy Flynn, City Manager  
City of Petaluma  
11 English Street  
Petaluma, CA 94952

Dear Peggy Flynn:

RE: Prohousing Designation – City of Petaluma

*Please Note: The Prohousing Designation award is under a media and public announcement embargo until released by the Office of the Governor or otherwise notified by HCD staff. HCD will provide updates on the timing of the award announcement and provide a social media toolkit and a quote from the HCD Director for use in local media releases. Please reply to this email and provide the name, email, and phone number of your Public Information Officer. Should you want to host an in-person event, please complete HCD's online speaker request form [[calhcd.service-now.com](http://calhcd.service-now.com)] to ensure the event is routed to our executive office.*

The California Department of Housing and Community Development (Department) is pleased to announce that City of Petaluma has been designated a Prohousing Jurisdiction under the Prohousing Designation Program. The Department has determined that the application meets Prohousing statutory requirements.

The Prohousing Designation Program was established in the 2019-20 Budget Act to acknowledge the policies of local governments that promote housing development. The purpose of the program is to encourage jurisdictions to pass and implement policies that accelerate housing production, promote favorable zoning and land use, reduce construction and development costs, and provide financial subsidies. Through a Prohousing Designation, the City of Petaluma has shown commitment and diligence and demonstrated itself as a partner to the state in combatting the housing crisis.

The City of Petaluma shows a dedication to encouraging housing growth and reducing barriers to affordable housing construction. First, the city has ensured sufficient sites to accommodate 244 percent of the current Regional Housing Needs Allocation and has passed ordinances which allow for a reduction in applicability of impact fees for most affordable housing projects. Second, the city has adopted permit-ready ADU plans with SB2 grant funds, in partnership with the Sonoma Napa County ADU Accelerator Program. The engineered plans are already pre-approved by the building department,

helping to reduce costs and construction times for ADUs. Third, to encourage growth and reduce the requirements for planning, Petaluma has adopted universal design standards, pursuant to Health and Safety Code section 17959 (Visibility and Universal Design Ordinance, Petaluma Municipal Code Chapter 17.14). Finally, the city has created a local housing trust fund using the city's In-Lieu Fund and Commercial Linkage Housing Fund to fund the development and preservation of low-income housing.

As a reminder, Affirmatively Furthering Fair Housing (AFFH) is state law (Chapter 958, Statutes of 2018) and a threshold requirement for receiving and maintaining your Prohousing Designation. The treatment of unhoused individuals has inherent intersections with public agencies' duties to AFFH. People with disabilities, and particularly people of color with disabilities, continue to be disproportionately impacted by California's housing crisis. People with disabilities are the most likely population to experience homelessness, be rent burdened or unable to afford housing, and face the highest rates of housing discrimination.<sup>1 2</sup> This is an evolving area of law. Thus, the Department strongly recommends you monitor your policies, procedures, and ordinances for compliance with AFFH; examine possible disparate impacts on persons with protected characteristics; follow best practices regarding encampments published by the US Interagency Council on Homelessness ([USICH](#)) at [Principles for Addressing Encampments](#); and follow the principles laid out in the [Martin v. Boise](#) decision. The Department may reach out if concerns with your implementation of AFFH arise.

Congratulations on your successful application. For further information, please contact Paul McDougall at [Paul.McDougall@hcd.ca.gov](mailto:Paul.McDougall@hcd.ca.gov).

Sincerely,



Megan Kirkeby, Deputy Director  
Housing Policy Development

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<sup>1</sup> National Disability Institute, Financial Inequality: Disability, Race and Poverty in America <https://www.nationaldisabilityinstitute.org/wp-content/uploads/2019/02/disability-race-poverty-in-america.pdf>.

<sup>2</sup> HCD's Final 2020 Analysis of Impediments to Fair Housing Choice <https://www.hcd.ca.gov/policy-research/plans-reports/docs/final2020ai.pdf>