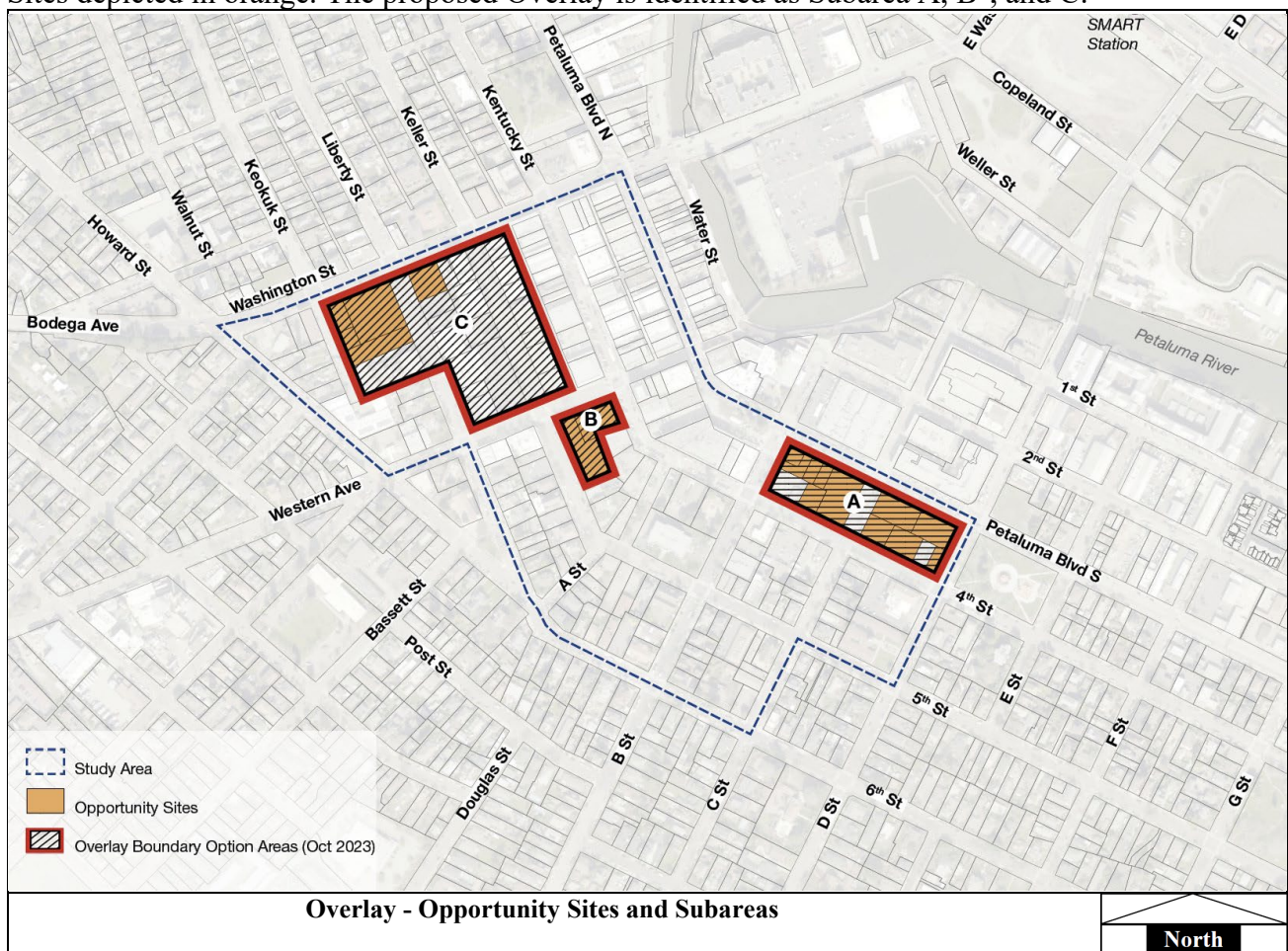


Exhibit 1: Overlay - Opportunity Site and Subareas

Opportunity sites are characterized by their potential to add value in creating a vibrant, safe, active, and pedestrian-friendly downtown. These sites have potential for redevelopment/increased development intensity and the ability to add to the sense of place within Downtown. They include vacant lots, abandoned structures, and low-density developments on lots dominated by parking. Designation as an opportunity site doesn't reflect current commercial activity; instead, it reflects the degree to which the site is developed. These sites present an opportunity for infill development that can enhance and complement the surrounding urban form over time.

The initial Overlay boundary presented to the Planning Commission (PC) and the Historical and Cultural Preservation Committee (HCPC) at the June Study Session was informed by the General Plan's Downtown Subarea boundary and the Theatre District Overlay boundary. Following the joint PC & HCPC study session on June 13, 2023, and the community meeting on July 12, 2023, Planning staff requested a re-examination of the initial Overlay boundary using a methodology that would (1) preserve existing documented historic buildings and the Commercial Historic District to the greatest extent possible, (2) exempt existing residential development to the greatest extent possible, and (3) incorporate those sites with the greatest opportunity for redevelopment activity.

In the map image below, the 14-block study area is identified by a dashed blue line, with Opportunity Sites depicted in orange. The proposed Overlay is identified as Subarea A, B¹, and C.



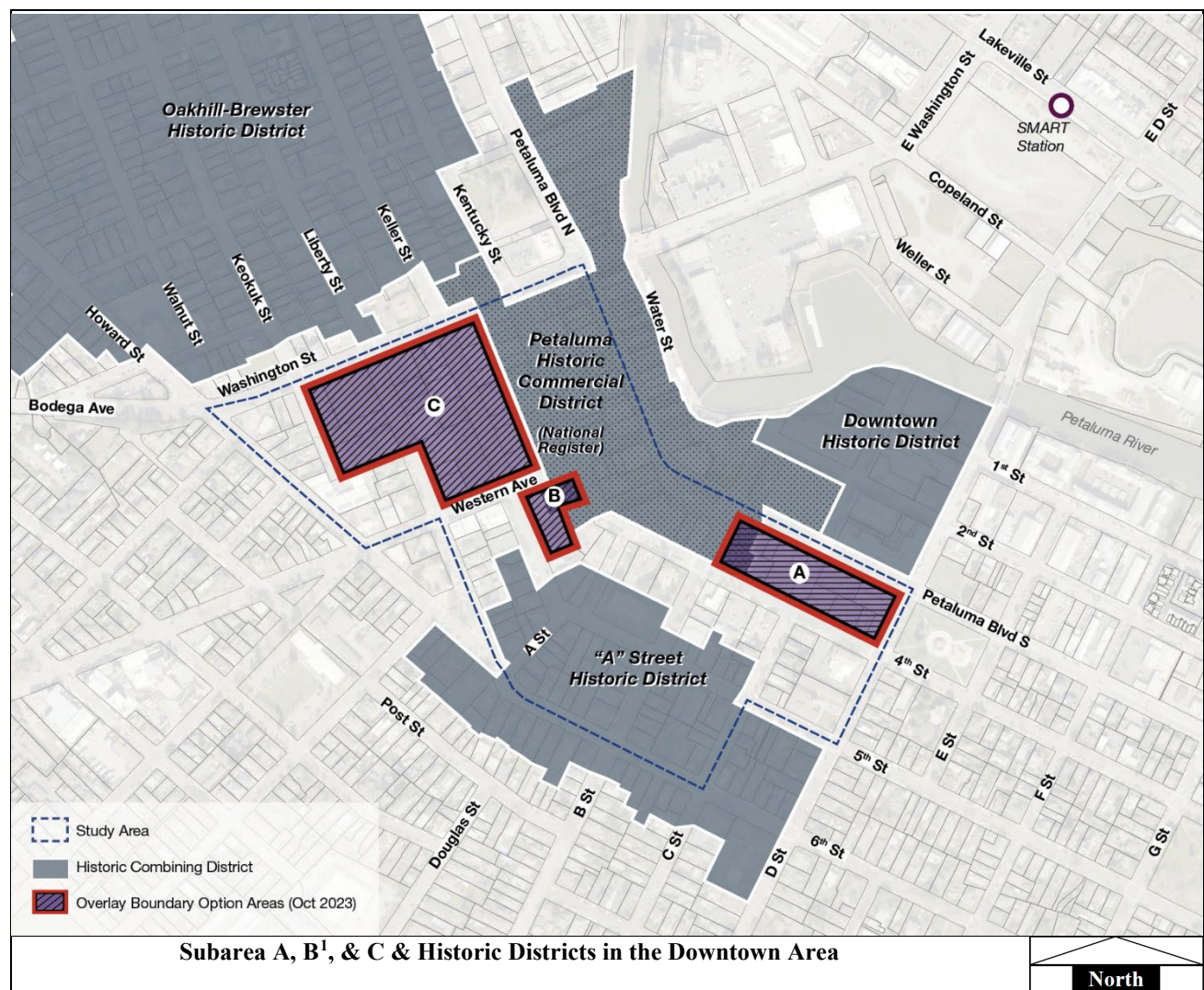
¹ The extent of Subarea B was expanded after the August Planning Commission study session to include the entire parcel occupied by the Wells Fargo bank at 125 Western Avenue.

Exhibit 2: Subareas, Historic Districts & Residential Properties

Overlay Subareas A, B, and C preserve concentrations of historic buildings throughout the Downtown by focusing on Opportunity Sites located outside of Downtown's historic districts. In the image below, each Subarea is depicted in relationship to the Commercial Historic District and the "A" Street Historic District.

When compared to the Overlay presented to the HCPC & PC in June 2023, the Subareas reduce the total acreage proposed to be included within the Overlay by 71% and reduce the total acreage in historic districts by 94%. In Subareas A and B, parcels within the Commercial Historic District that are proposed to be subject to the Overlay are either vacant or developed but not eligible for listing as historic resources (Subarea A has 3 parcels with the Commercial Historic District and Subarea B has 1). Overlay Subareas A, B, and C do not contain residential uses; Subarea C would confront residential properties along Liberty Street & Keokuk Street.

In the map image below, the 14-block study area is identified by a dashed blue line, the Historic Districts are shaded in gray, and each Subarea is outlined in Red.



¹ The extent of Subarea B was expanded after the August Planning Commission study session to include the entire parcel occupied by the Wells Fargo bank at 125 Western Avenue.

Exhibit 3: Modification to Maximum Allowable Building Height

Current Allowable Maximum Height = 45 feet

Currently, the maximum allowable building height for a principal building in the Mixed Use 2 (MU2) zoning district is 45 feet (IZO [Table 4.10](#)).

IZO [Section 12.020](#) provides for modifications to the maximum building height for certain types of structures such as church spires, belfries, cupolas and domes, monuments, water towers, fire and hose towers, silos, observation towers, distributions and transmission towers, lines and poles, windmills, chimneys, smokestacks, flag poles, and other unique instances; however, in general, it doesn't allow for usable space to be constructed over 45 feet. **The height exceptions provided for in IZO Section 12.020 are not an option for any building with a height of more than 45 feet.**

New Buildings in the Overlay

New buildings developed within the Overlay would be subject to the same discretionary review process(es) otherwise required by the IZO, and be subject to CEQA, as new buildings are under the existing regulations. New buildings not within a historic district would be subject to Major SPAR. New buildings within a historic district would continue to be subject to (1) Historic SPAR, (2) historic district design guidelines, (3) and the Secretary of the Interior's Standards. Any building built above the by-right height limit of 45 feet would be also subject to a Conditional Use Permit and additional criteria, as provided below.

Proposed Allowable Maximum Height, with Conditional Use Permit (CUP) = 60 feet

The by-right height limit would remain at 45 feet. Additional height up to 60 feet would be allowed, subject to Conditional Use Permit approval when all of the finding listed below are made as well as the review criteria set forth in Section 24.060.E:

1. That the additional height is consistent with the applicable purposes of the Overlay;
2. That the additional height makes a positive contribution to the overall character of the area and that the building will be compatible with its surroundings. The "positive contribution" and "compatibility" will be assessed using a combination of visual studies, line-of-sight drawings, photo simulations, 3-D modeling, and view shed analysis;
3. That the additional height would not cause an adverse change in the significance or integrity of a historical resource that is onsite or adjacent to the site;
4. That the additional height will not unduly restrict access to light and air from adjacent properties or the public right-of-way, or otherwise be detrimental to the public health, safety, or welfare; and
5. That the building design expresses a relationship to an existing datum line or lines of the street wall or adjacent historic resource, if any.

Proposed Allowable Maximum Height, with CUP + Community Benefit = 75 feet

If the findings listed above can be made to allow the Planning Commission to grant a CUP, a new building in the Overlay could be as high as 60 feet. To exceed 60 feet, in addition to the findings listed above, the Planning Commission would also need to find that a proposed project includes at least three of the following community benefits:

1. Improves the existing streetscape by providing widened sidewalks, additional street trees, new mid-block walkways/paseos, public plazas, parks, etc. For a project that would widen the sidewalk by increasing the ground floor building setback, a public outdoor amenity space shall be included in the design, and this space shall be designed and configured to provide adequate space for pedestrian movement and activity;

Exhibit 3: Modification to Maximum Allowable Building Height

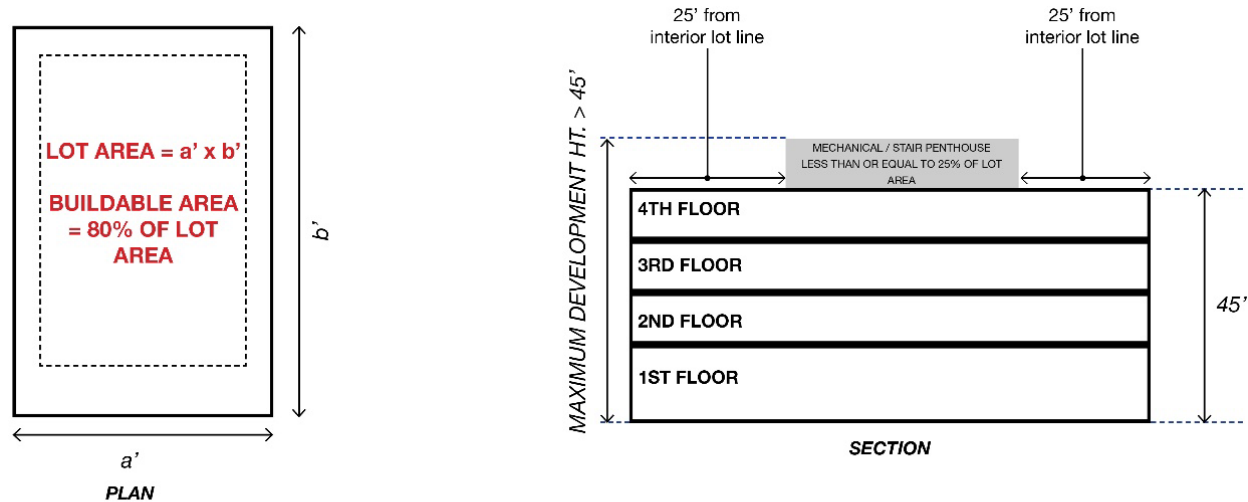
2. Provides publicly accessible private open space, such as a street-level park or rooftop open space that is open to the public at least 12 hours per day and at least 260 days per year;
3. Demonstrates exceptional architecture/design. “Exceptional” architecture/design may be demonstrated by any of the following:
 - a. The use of innovative, creative or original architectural concepts, materials, or building techniques;
 - b. The use of visual elements that contribute positively to the built environment, such as well-proportioned facades, pleasing materials, and unique features;
 - c. The use of innovative building systems or forms, and/or the use of creative design, to increase building efficiency and to reduce energy consumption;
 - d. The use of low impact development and green infrastructure features in sustainable design and landscaping; or
 - e. The use of high-quality building materials that contribute to long-term durability and visual quality.
4. Respects and/or preserve cultural, historical, or archaeological resources that exist or occur onsite or within the Overlay;
5. Exceeds the minimum number of Inclusionary Dwelling units required by IZO Section 3.040;
6. Exceeds the minimum number of bicycle parking spaces required by IZO Section 11.090; or
7. Provides all required parking below grade.

Exhibit 3.1: Building Height “by-right” - 45 Feet

Current Allowable Maximum Height = 45 feet

Currently, the maximum allowable building height for a principal building in the Mixed Use 2 (MU2) zoning district that is 45 feet (IZO [Table 4.10](#)).

IZO [Section 12.020](#) provides for modifications to the maximum building height for certain types of structures such as church spires, belfries, cupolas and domes, monuments, water towers, fire and hose towers, silos, observation towers, distributions and transmission towers, lines and poles, windmills, chimneys, smokestacks, flag poles, and other unique instances; however, in general, it doesn’t allow for usable space to be constructed over 45 feet.



ALLOWABLE LOT COVERAGE = 80%

ALLOWABLE FAR = 2.5

ALLOWABLE TOTAL USABLE AREA = LOT AREA x FAR

MAXIMUM DEVELOPMENT HEIGHT = 45' (SOME EXCEPTIONS)

Code Section 12.020 – Modification to Maximum Height Limit

Current Text

The maximum height prescribed in Tables 4.6 to 4.13 shall not apply to: ...

D. Elevators and stair penthouses, water tanks, monitors and scenery lofts, provided no linear dimension of any such structure exceeds fifty (50) percent of the corresponding street lot line frontage; or to towers and monuments, fire towers, hose towers, cooling towers, gas holders or other structures, where the manufacturing process requires a greater height. Provided, however, that any structure above the height otherwise permitted in the district shall occupy no more than twenty-five (25) percent of the area of the lot and shall be distant not less than twenty-five (25) feet from every interior lot line.

Exhibit 3.2: Building Height with CUP - 60 Feet

New Buildings in the Overlay

New buildings developed within the Overlay would be subject to the same discretionary review process(es) otherwise required by the IZO, and be subject to CEQA, as new buildings are under the existing regulations. New buildings not within a historic district would be subject to Major SPAR. New buildings within a historic district would continue to be subject to (1) Historic SPAR, (2) historic district design guidelines, (3) and the Secretary of the Interior's Standards. Any building built above the by-right height limit of 45 feet would be subject to a Conditional Use Permit as provided below.

Proposed Allowable Maximum Height with Conditional Use Permit (CUP) = 60 Feet

The by-right height limit would remain at 45 feet. Additional height up to 60 feet would be allowed, subject to Conditional Use Permit approval when all of the finding listed below are made as well as the review criteria set forth in Section 24.060.E:

1. That the additional height is consistent with the applicable purposes of the Overlay;
2. That the additional height makes a positive contribution to the overall character of the area and that the building will be compatible with its surroundings. The "positive contribution" and "compatibility" will be assessed using a combination of visual studies, line-of-sight drawings, photo simulations, 3-D modeling, and view shed analysis;
3. That the additional height would not cause an adverse change in the significance or integrity of a historical resource that is onsite or adjacent to the site;
4. That the additional height will not unduly restrict access to light and air from adjacent properties or the public right-of-way, or otherwise be detrimental to the public health, safety, or welfare; and
5. That the building design expresses a relationship to an existing datum line or lines of the street wall or adjacent historic resource, if any.

Exhibit 3.3: Building Height with CUP + Community Benefit - 75 Feet

New Buildings in the Overlay

New buildings developed within the Overlay would be subject to the same discretionary review process(es) otherwise required by the IZO, and be subject to CEQA, as new buildings are under the existing regulations. New buildings not within a historic district would be subject to Major SPAR. New buildings within a historic district would continue to be subject to (1) Historic SPAR, (2) historic district design guidelines, (3) and the Secretary of the Interior's Standards. Any building built above the by-right height limit of 45 feet would be also subject to a Conditional Use Permit as described in Exhibit 3.2 and additional criteria, as provided below.

Proposed Allowable Maximum Height with CUP + Community Benefit = 75 feet

If the findings listed in Exhibit 3.2 can be made to allow the Planning Commission to grant a CUP, a new building in the Overlay could be as high as 60 feet. To exceed 60 feet, in addition to the findings listed in Exhibit 3.2, the Planning Commission would also need to find that a proposed project includes at least three of the following community benefits:

1. Improves the existing streetscape by providing widened sidewalks, additional street trees, new mid-block walkways/paseos, public plazas, parks, etc. For a project that would widen the sidewalk by increasing the ground floor building setback, a public outdoor amenity space shall be included in the design, and this space shall be designed and configured to provide adequate space for pedestrian movement and activity;
2. Provides publicly accessible private open space, such as a street-level park or rooftop open space that is open to the public at least 12 hours per day and at least 260 days per year;
3. Demonstrates exceptional architecture/design. "Exceptional" architecture/design may be demonstrated by any of the following:
 - a. The use of innovative, creative or original architectural concepts, materials, or building techniques;
 - b. The use of visual elements that contribute positively to the built environment, such as well-proportioned facades, pleasing materials, and unique features;
 - c. The use of innovative building systems or forms, and/or the use of creative design, to increase building efficiency and to reduce energy consumption;
 - d. The use of low impact development and green infrastructure features in sustainable design and landscaping; or
 - e. The use of high-quality building materials that contribute to long-term durability and visual quality.
4. Respects and/or preserve cultural, historical, or archaeological resources that exist or occur onsite or within the Overlay;
5. Exceeds the minimum number of Inclusionary Dwelling units required by IZO Section 3.040;
6. Exceeds the minimum number of bicycle parking spaces required by IZO Section 11.090; or
7. Provides all required parking below grade.

Exhibit 4: Development Standards - MU2 & CF + Overlay

	MU2 & CF (From IZO)	Overlay
Lot Area (Min)	2,000 SF	No Change
Lot Depth (Min)	N/A	No Change
Lot Width (Min)	N/A	No Change
Height (Max)	45'	60' w/Conditional Use Permit 75' w/CUP +qualifying criteria
Minimum Ground Floor Height	N/A	14' floor-to-floor for any Building over 45'
Exceptions to height limit allowed?	Yes; Per Section 12.020.D	No, any building over 45' is limited to an overall Max of 60'/75'
Setbacks	When not abutting an R District	
Front (Min/Max)	0-10'	0'
Rear (Min)	0'	0'
Street-side (Min)	0'	0'
Interior Side (Min)	0'	0'
Upper Floor Stepbacks?	None	Yes, See Exhibit 4.1 for details
Lot Coverage (Max)	80% Maximum	No Limit —100% Lot Coverage w/Conditional Use Permit Allowed (change intended to reflect the historic building pattern in the downtown—see Exhibit 13) See Exhibit 4.5
Floor Area Ratio (Max)	2.5	6.0
Parking	Per IZO Chapter 11	The parking and loading standards contained in IZO Chapter 11 will not be modified by the Overlay.

Exhibit 4.1: Overlay Proposed Development Standards

The Overlay would replace setback development standards found in [IZO Table 4.10](#) with new building configuration requirements (bulk and mass controls) that provide the City with more specific control over building height, as well as specific setbacks for new development that would control how a building relates to a residential use or historic resource/contributing building within a historic district.

Building Setback - The minimum horizontal distance between a lot line and the wall or parapet of a building. Buildings may be required to setback from front, side, or rear lot lines.

Building Stepback - A stepback requires that any portion of a building above a certain height is pulled away from a property line.

Table 1: Building setback and stepback development standards for all new buildings:

	Stepbacks (based on Building Height)		
	0-45'4-stories	Above 45'4-stories (whichever is less)	Above 60'5-stories (whichever is less)
Primary Street Frontage	NA	8' Min	16' Min
Other Street Frontage (excluding an alley)	NA	5' Min	5' Min

Table 2: Building setback and stepback development standards - confronting a residential use:

	Stepbacks (Based on Building Height)	
	0-30'2-stories	30'2-stories (whichever is less)
Primary Street Frontage	NA	10' Min
Other Street Frontage (excluding an alley)	NA	5' Min

Table 3: Building setback and stepback development standards - abutting a historic resource:

	Stepbacks, Based on Building Height			
	0-30'2-stories	Above 30'2-stories (whichever is less)	Above 45'4-stories (whichever is less)	Above 60'5-stories (whichever is less)
Primary Street Frontage	NA	0	8' Min	16' Min
Other Street Frontage (excluding an alley)	NA	0	5' Min	5' Min
Interior Side, abutting historic resource	NA	10' Min	10' Min	10' Min
Rear, abutting historic resource	0	8' Min	8' Min	8' Min

Exhibit 4.2: Overlay Development Standards, General

Table 1: 45 feet Illustrated

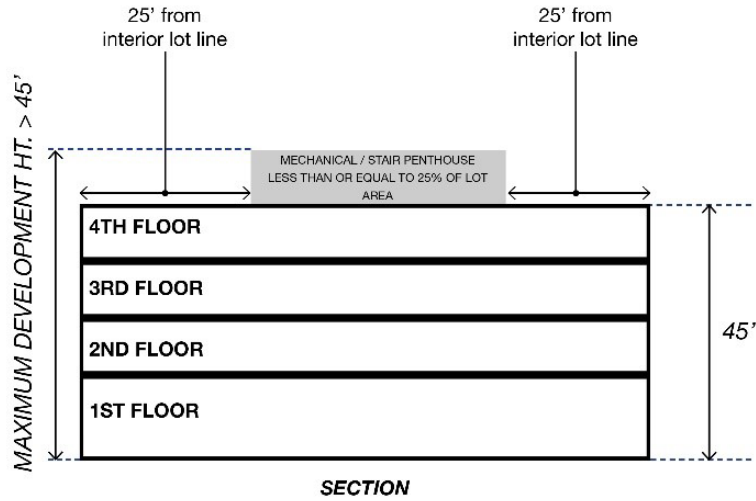


Table 1: 60 Feet Illustrated

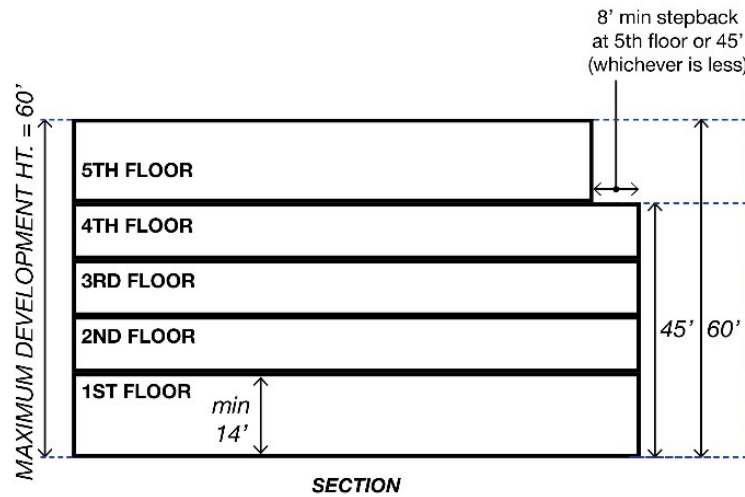


Table 1: 75 Feet Illustrated

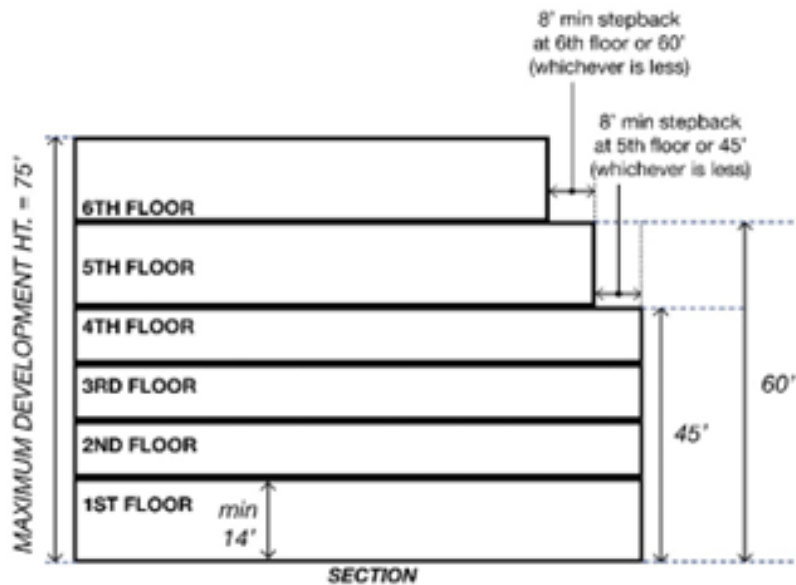


Exhibit 4.3: New Development Confronting a Residential Use

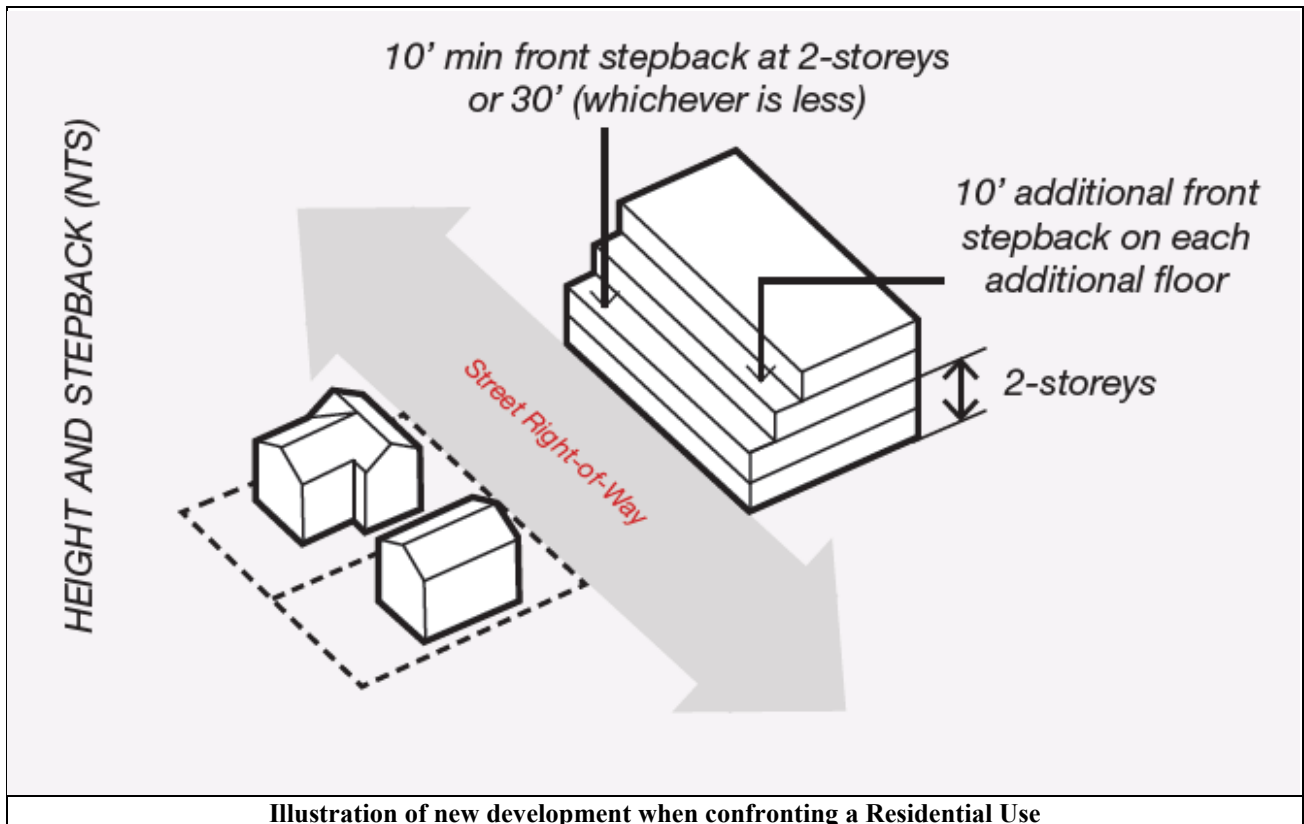


Exhibit 4.4 New Development Adjacent to a Historic Resource

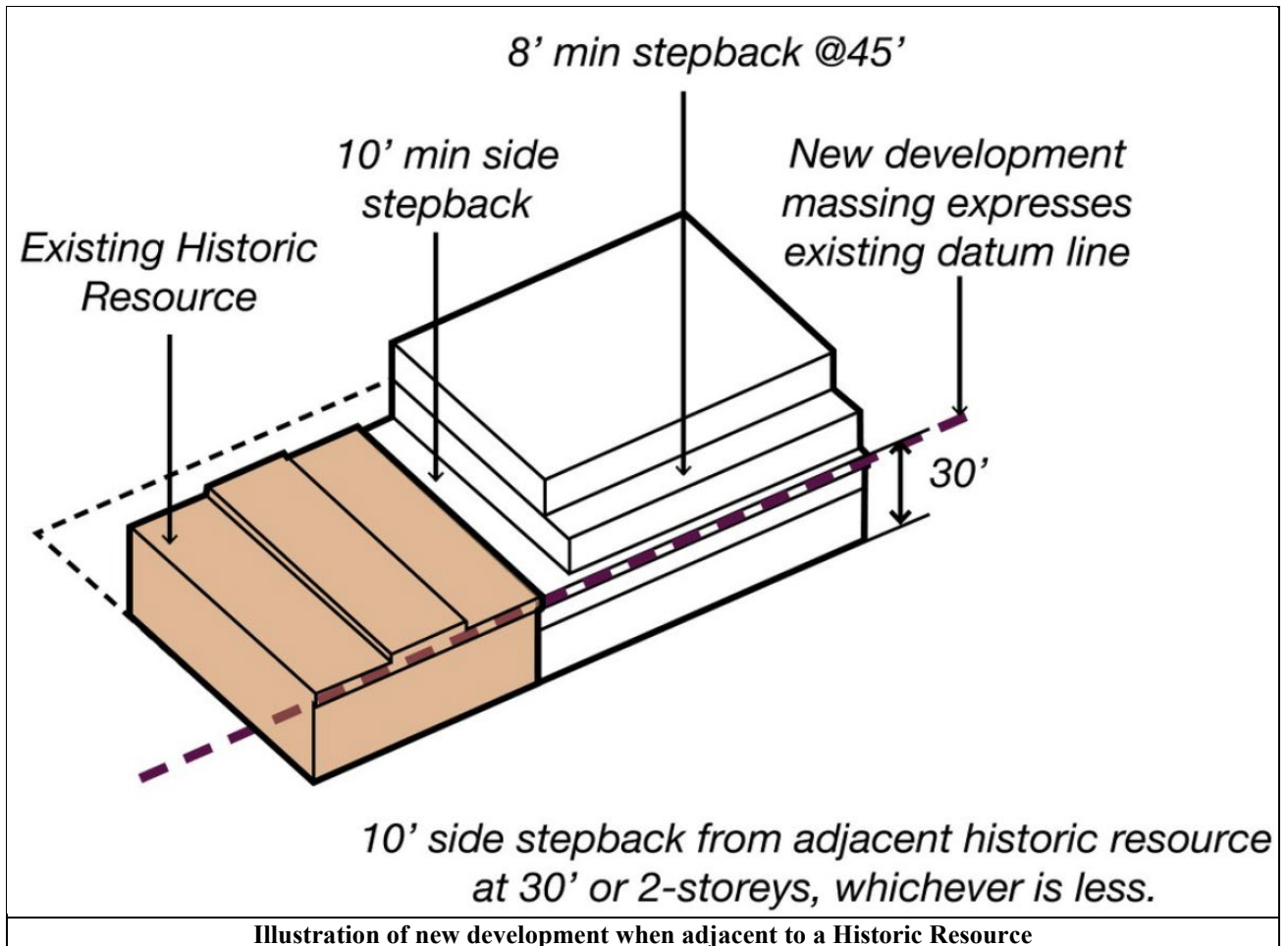


Exhibit 4.5: Lot Coverage

The Overlay was revised in October to require a Conditional Use Permit to increase Lot Coverage above 80% (previously the proposal was to allow more than 80% by-right). This change was made to provide for more flexibility for the City to improve the pedestrian experience and to better reflect the varied development pattern within the Overlay. Lot coverage above the existing limit of 80% would now require a Conditional Use Permit and new criteria was created to require discretionary approval to exceed 80% Lot Coverage. The Planning Commission may allow for additional lot coverage of up to 100%, if a Conditional Use Permit is granted pursuant to Section 24.060.E and if any one or more of the following are true for a project:

1. The development improves the existing streetscape by providing widened sidewalks, additional street trees, new mid-block walkways/ paseos, public plazas, parks, etc.;
2. The additional lot coverage would reflect the prevailing development pattern in the for the abutting and adjacent parcels;
3. The development includes adequate provision for recycling and solid waste;
4. The development includes adequate space for street trees, or
5. The development includes other measures to enhance the pedestrian environment.

Exhibit 5: Line-of-Sight/Section Drawings

Line-of-sight/section drawings were prepared to supplement the images provided in Exhibits 3-4 and to help illustrate the pedestrian-level view of the upper floors of new buildings allowed by the Overlay. These drawings are intended to depict the pedestrian-level view of what may be seen by a person walking along the street at ground level.

Exhibit 5.1 depicts the pedestrian-level view on Petaluma Boulevard South.

Exhibit 5.2 depicts the pedestrian-level views on Keller Street and on Kentucky Street.

In each view, the benefit of the upper floor setbacks is shown, in that the view of the upper floors allowed by the Overlay is reduced or not available at the pedestrian-level view. The available view of the upper floors allowed by the Overlay is also diminished by the horizontal and vertical distance based on the principle that objects that are closer appear larger to the human eye and objects that are further away appear smaller.

Exhibit 5.1: Section/Line-of-Sight – Petaluma Boulevard South

This section drawing/line-of-sight analysis depicts the potential building form allowed by the Overlay for a 75-foot-tall building. With the upper floor stepbacks, the enclosed portions of the building above 45-feet are less visible to pedestrians using the sidewalk on the east side of Petaluma Boulevard South.

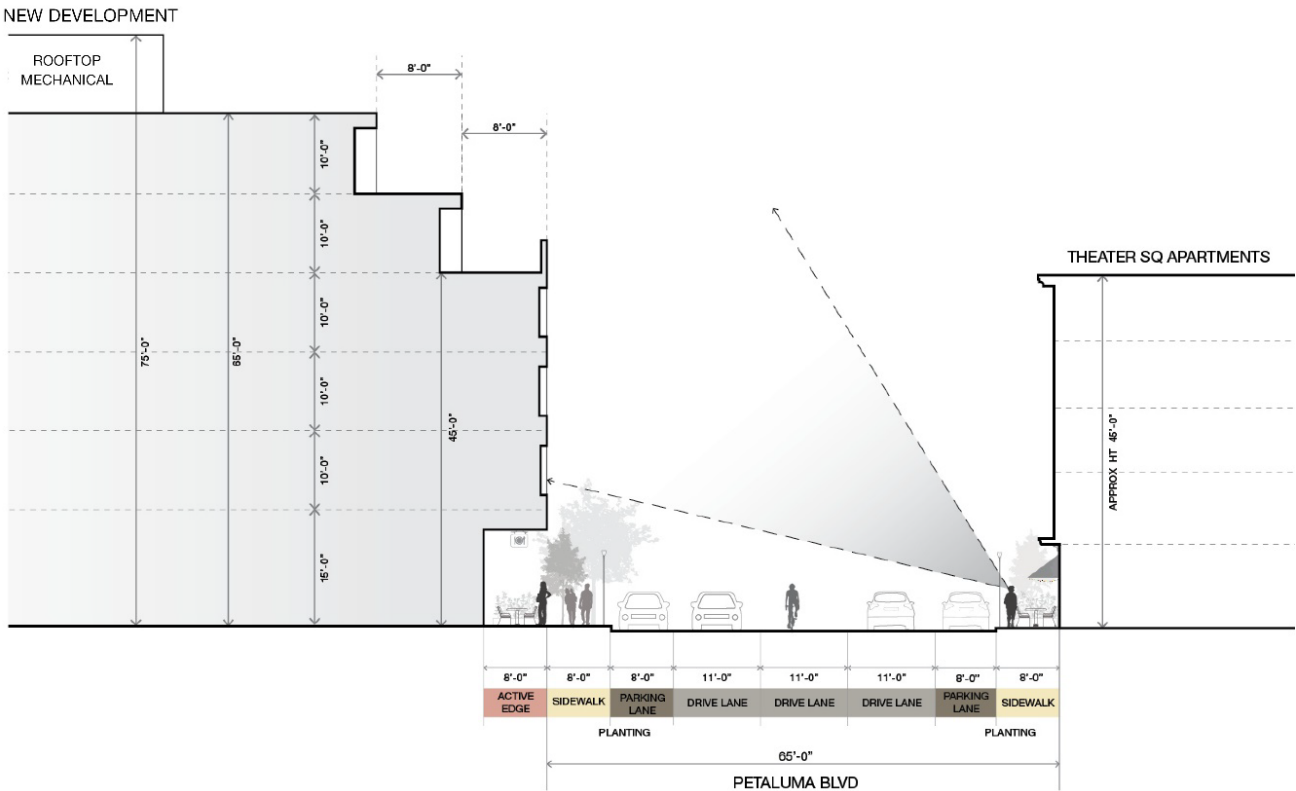


Exhibit 5.2: Section/Line-of-Sight – Keller and Kentucky Streets

This section drawing/line-of-sight analysis depicts the potential building form allowed by the Overlay for a 75-foot-tall building. With the upper floor stepbacks, the enclosed portions of the building above 45-feet are less visible to pedestrians using the sidewalk on Keller Street and not visible to pedestrians using the sidewalk on Kentucky Street.

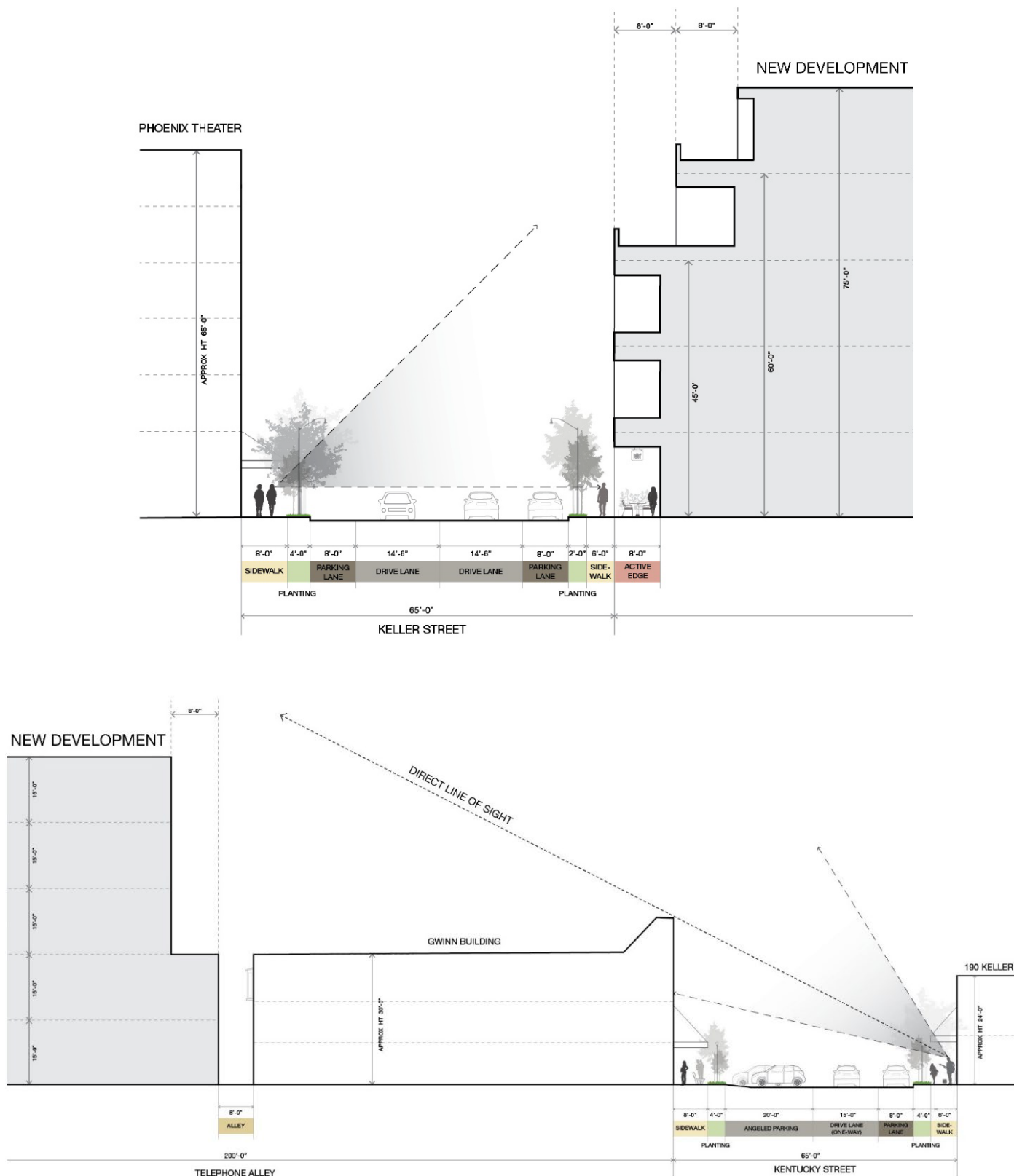


Exhibit 6: General Plan 2025 Consistency

The General Plan 2025 identifies fifteen guiding principles that define a framework for development. The Overlay is located in the Downtown and development is guided by four of these principles:

- Enhance Downtown by preserving its historic character, increasing accessibility and residential opportunities, and ensuring a broad range of businesses and activities.
 - Foster and promote economic diversity and opportunities.
 - Expand retail opportunities to meet residents' needs and promote the city's fiscal health, while ensuring that new development is in keeping with Petaluma's character.
10. Continue efforts to achieve a jobs/housing balance, emphasizing opportunities for residents to work locally.

Goal 2-G-3 applies to the Overlay: "Advance Downtown Petaluma as a focus of civic and cultural activity in the community, retain a strong pedestrian orientation and scale, preserve and enhance buildings of historic and architectural importance." General Plan 2025 policies which the proposed Overlay support follow:

- 1-P-1: Promote a range of land uses at densities and intensities to serve the community's needs within the Urban Growth Boundary (UGB).
- 1-P-2: Use land efficiently by promoting infill development at equal or higher density and intensity than surrounding uses in order to use land efficiently.
- 1-P-3: Use land efficiently by promoting infill development, at equal or higher density and intensity than surrounding uses.
- 1-P-6: Encourage mixed-use development, which includes opportunities for increased transit access.
- 1-P-7: Encourage flexibility in building form and in the nature of activities to allow for innovation and the ability to change over time.
- 1-P-11: Allow land use intensification at strategic locations along the arterial corridors leading to Downtown and Central Petaluma, including aging commercial and industrial sites.
- 1-P-12: Encourage reuse of under-utilized sites along East Washington Street and Petaluma Boulevard as multi-use residential/commercial corridors, allowing ground-floor retail and residential and/or commercial/office uses on upper floors.
- 2-P-3: Maintain landmarks and aspects of Petaluma's heritage that foster its unique identity.
- 2-P-5: Strengthen the visual and aesthetic character of major arterial corridors.
- 2-P-14: Promote the development and intensification of the Downtown commercial core as both a visitor destination and a neighborhood retail center.
- 2-P-17: Pursue the development and promotion of cultural activities and facilities, such as museums, meeting halls, community theatres, public art galleries and shows, and outdoor gathering places within the Downtown area.
- 2-P-57: Foster connections to the river from surrounding areas and ensure that new development adjacent to the river is oriented toward it.
- 5-P-4: New development and/or major expansion or change of use may require construction of off-site mobility improvements to complete appropriate links in the network necessary for connecting the proposed development with existing neighborhoods and land uses.
- 9-P-12: Maintain and expand Downtown as a hub of commercial and retail activity with residential opportunities.
- 9-P-13: Expand and diversify Petaluma's retail base.
- 9-P-19: Insure the long-term fiscal health of Petaluma, as the City continues to develop, balancing fiscal concerns with economic, social, environmental, and cultural values.

Exhibit 7: General Plan 2025 Subareas

The study area is within an area designated by the [General Plan 2025](#) as the Downtown Subarea (in fact, aside from the blocks that contain the Saint Vincent de Paul Roman Catholic Church and Liberty Park, the study area comprises the remaining blocks that comprise the Downtown Subarea). Several General Plan Subareas abut or are in the vicinity, including (1) the Central Petaluma Specific Plan Subarea that abuts the site to the north across Petaluma Boulevard, (2) the Petaluma Boulevard South Subarea that begins roughly 2 blocks to the southeast along Petaluma Boulevard South, (3) the West Subarea that is approximately two blocks to the south and east and includes part of the historic residential core of Petaluma, and (4) the East Washington Corridor Subarea that is approximately two blocks to the north. Generally, the Downtown, Central Petaluma Specific Plan, Petaluma Boulevard South, and East Washington Corridor Subareas support a mix of commercial and residential uses, while the West Subarea is predominantly residential but also includes commercial and institutional uses. The General Plan subareas are depicted below.

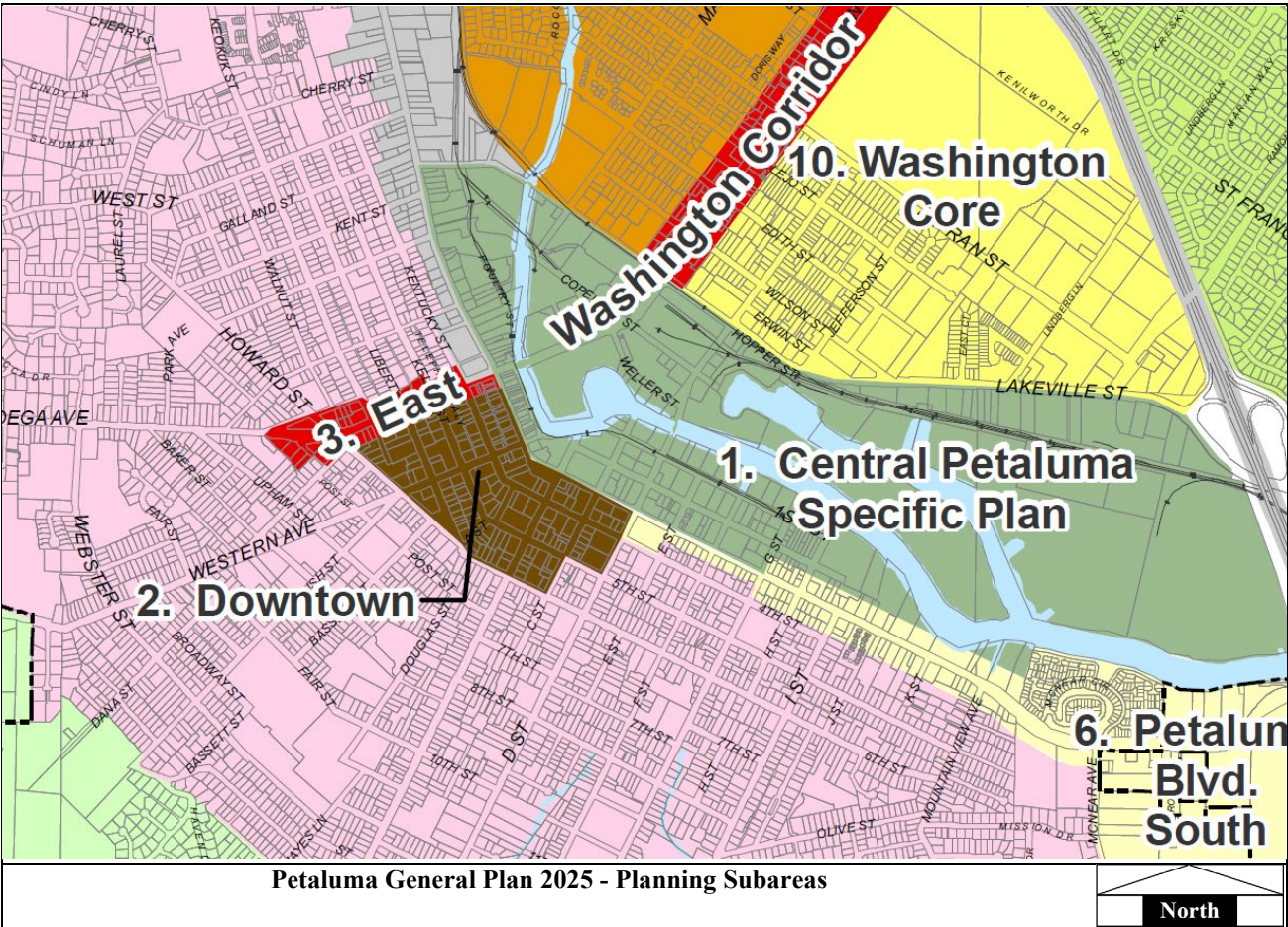


Exhibit 8: General Plan 2025 Land Use Classification

The General Plan 2025 Land Use Classifications for the parcels within the study area include Mixed Use, Public/Semi-Public and City Park. The Mixed Use classification encourages pedestrian-oriented development and calls for a range of uses to include retail, residential, service commercial, and offices. The maximum FAR for the Mixed Use classification is 2.5 for residential, non-residential, and mixed uses and the maximum residential density is 30 dwellings per acre. The Public/Semi-Public classification includes proposed gateways, public utility facilities, government offices, and community service uses (e.g., churches) and lands. The Public/Semi-Public uses in the area include the Petaluma Historical Library & Museum building at 20 4th Street, the Unitarian Universalists of Petaluma building at 16 5th Street, and City parking lots and garages. Putnam Plaza park occupies the parcel within the Park classification. The General Plan land use classifications are depicted below.

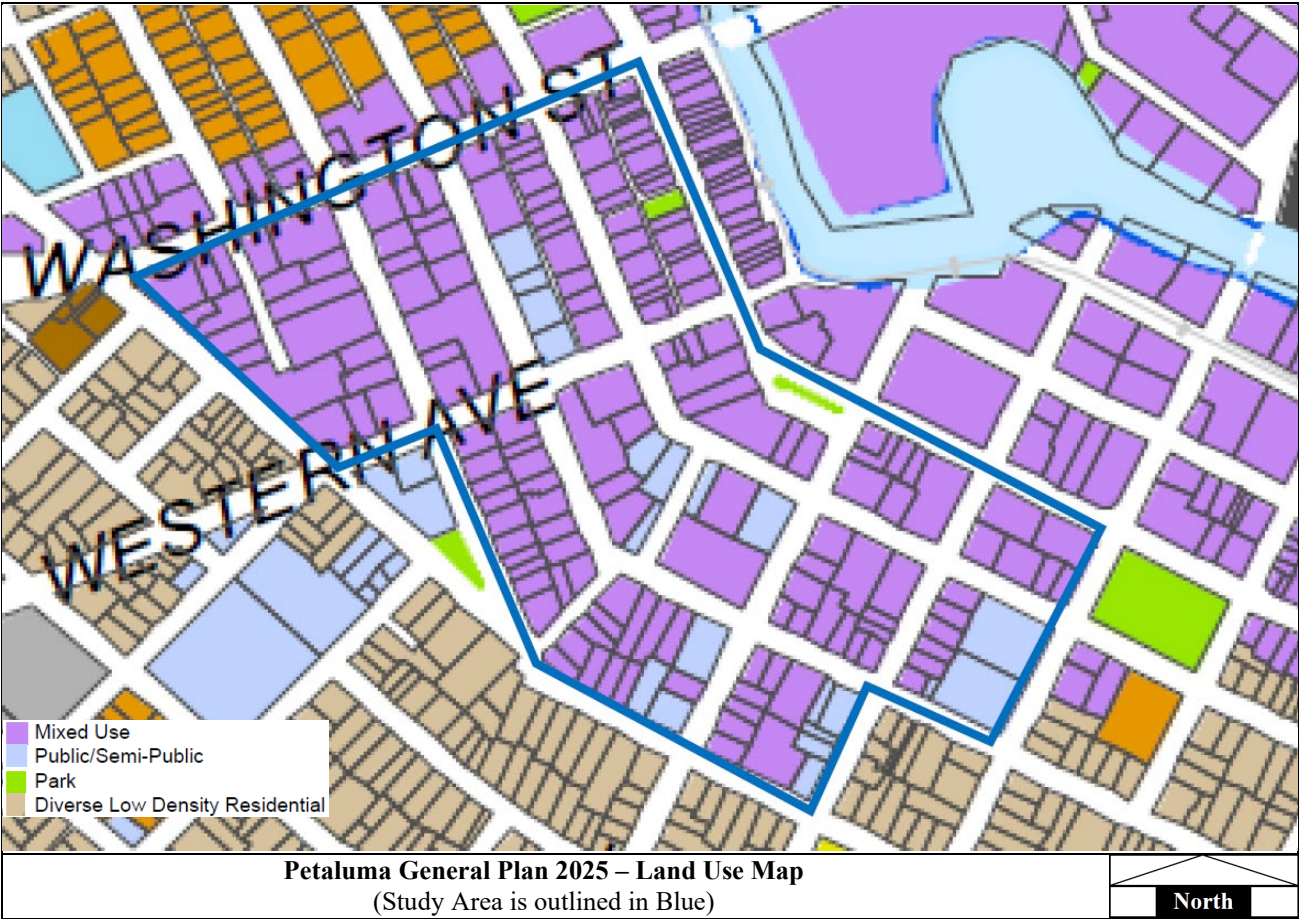


Exhibit 9: IZO & Zoning Map

The Zoning designations for the parcels within the study area include Mixed Use (MU2), Civic Facility (CF), and Open Space and Park (OSP). The MU2 designation is applied to Downtown Petaluma and adjacent areas that are intended to evolve into the same physical form and character of development as that in the historic Downtown area. The MU2 zone is consistent with and implements the mixed-use land use classification of the general plan, which establishes a maximum FAR limit of 2.5 for residential and nonresidential uses within the classification, and a maximum density of 30 units per acre for residential. The CF parcels within the study area abut the MU2 zone, and per Table 4.13 of the IZO, the development standards set forth for the MU2 zone also apply to the CF zone. The OSP zone is applied to undeveloped areas and sites that are appropriate for the preservation of natural resources, outdoor recreation, to be maintained in open space for the protection of public health and safety, and existing city public parks. The OSP zone is consistent with and implements the urban separator, open space, and city park land use classifications of the general plan. Abutting the Study Area to the east is the T-6 Urban Core zone that was established by the [Smart Code](#). T-6 Urban Core Zone consists of the highest density and height, with the greatest variety of uses, and civic buildings of regional importance.

The Zoning Map designations within the Study Area are depicted below.



Exhibit 10: IZO Overlays

[IZO Chapter 5](#) established several Overlay Zones, and within the study area, there are two historic district overlays indicating the historic districts, and the theater district overlay. Parcels within the historic district are subject to [IZO Chapter 15, Historic Preservation](#) and parcels within the theater district are subject to [IZO Section 5.050, Theater District](#). The theater district overlay was intended to promote the development of movie theaters, including “first-run” movie theaters, and also theaters that provide limited, incidental showings of independent and foreign films. The theater district overlay expired on August 4, 2023. The overlay districts within the downtown area are depicted below.

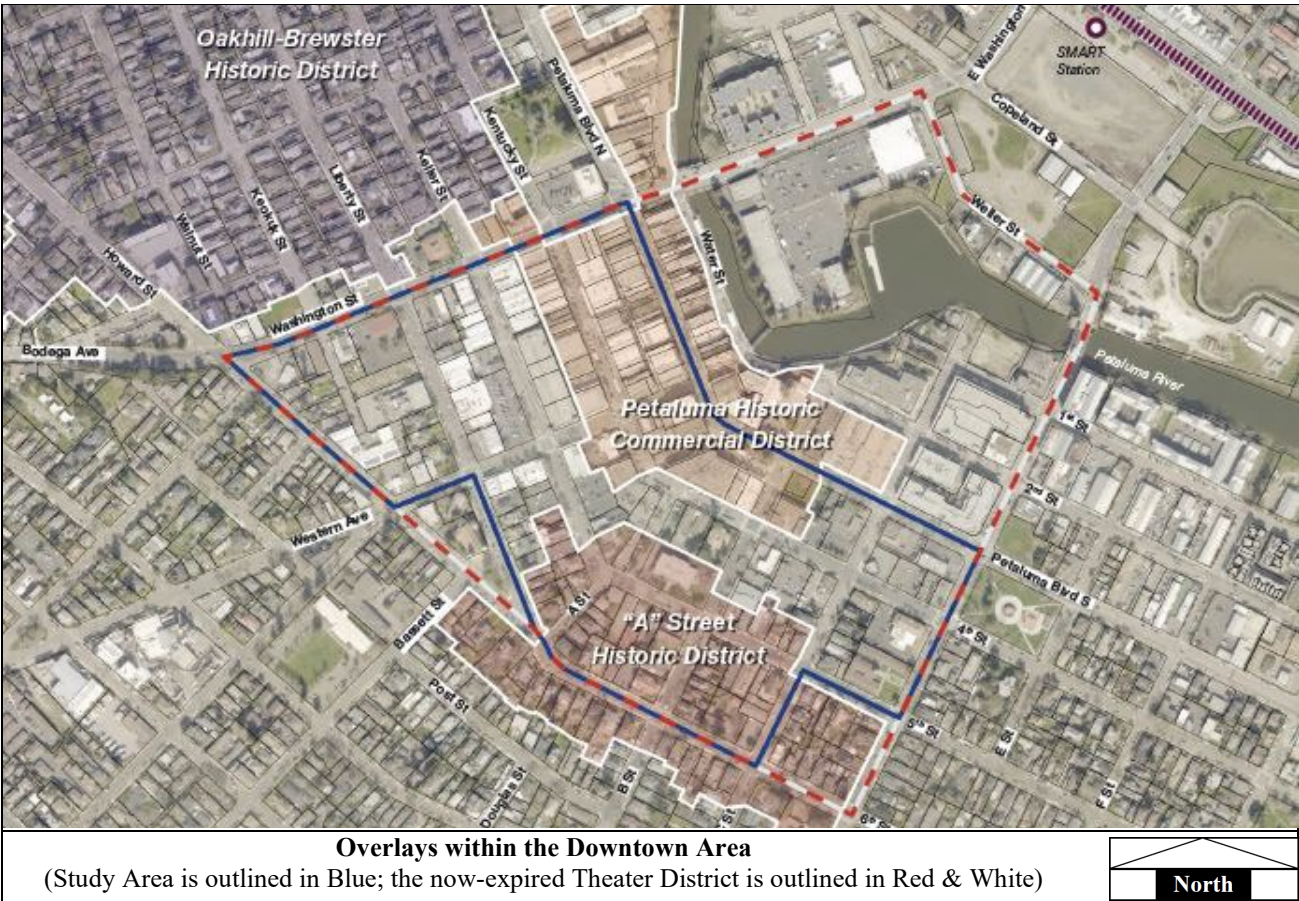


Exhibit 11 Historic Context

Downtown Petaluma was established in the mid-1800s and developed with a grid of regular streets and small blocks. Its pedestrian-friendly, walkable street network supports a variety of uses, including retail, restaurants, public uses, and professional offices, with limited opportunities for residential uses. Buildings within the historic district are generally three stories or less in height, creating a consistent scale for the district. The Downtown continues to reflect its historic structures, iron front facades, and mixed-uses.

The study area includes parcels within the [Petaluma Historic Commercial District](#) and the [A-Street Historic District](#).

The Historic Commercial District was listed on the [National Register of Historic Places \(NR# 95000354\)](#) on March 31, 1995, and adopted as a City Landmark with a Historic Overlay Zoning on September 7, 1999. The district exhibits a period of significance spanning from 1854 to 1945 featuring prominent architectural styles such as Late Victorian, Italianate, and Streamline Moderne. As noted within the National Register form, the buildings within the district demonstrate district unity by their built lot lines composition, storefronts with recessed entrances and flanking display windows, flat roofs with parapets, and elaborate ornamentation.

The A-Street Historic District was adopted as a City Landmark with a Historic Overlay Zoning in 1986. Architectural styles within the district range from 1860 to 1925 and include prominent and transitional combinations. Styles include Greek Revival, Gothic Revival, Italianate, Stick Style, Queen Anne, Shingle Style, Colonial Revival, Georgian Revival, Neo-Classical Revival, Craftsman, Spanish Colonial Revival, and Period Revival.

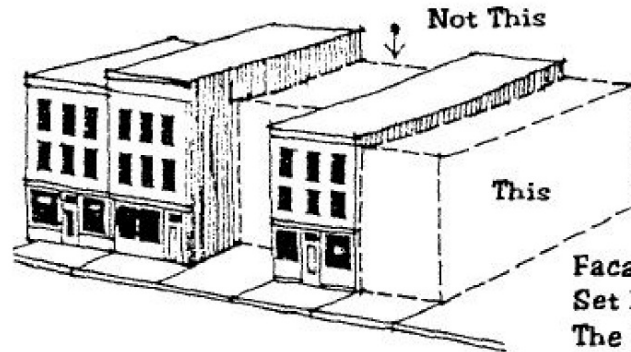
Exhibit 12: Petaluma Commercial Historic Design Guidelines



Source: *Keeping up Appearances - Storefront Guidelines*
A Publication of the National Trust for Historic Preservation

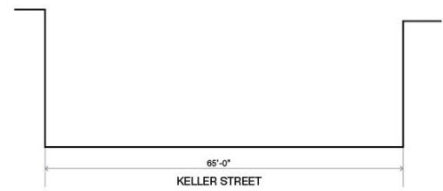
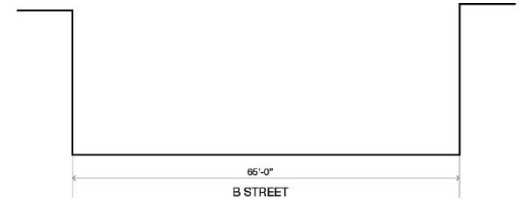
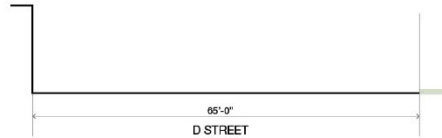
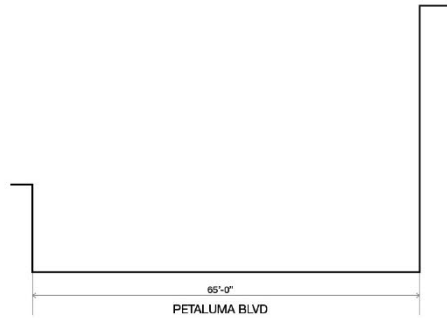
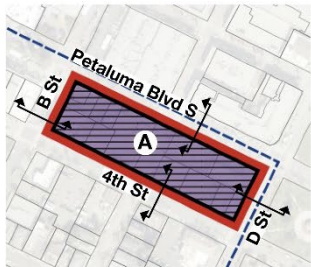
IMAGES FROM PETALUMA COMMERCIAL HISTORIC DISTRICT DESIGN GUIDELINES

CHP 7 - GUIDELINES FOR NEW CONSTRUCTION



**Facades Are Not
Set Back From
The Sidewalk**

Exhibit 13: Public Right-of-Way Width - Subareas A, B, & C



-  Study Area
-  Overlay Boundary Option Areas (Oct 2023)

NOTE: ALL DIMENSIONS ARE APPROXIMATE

Exhibit 13: Public Right-of-Way Width - Subareas A, B, & C

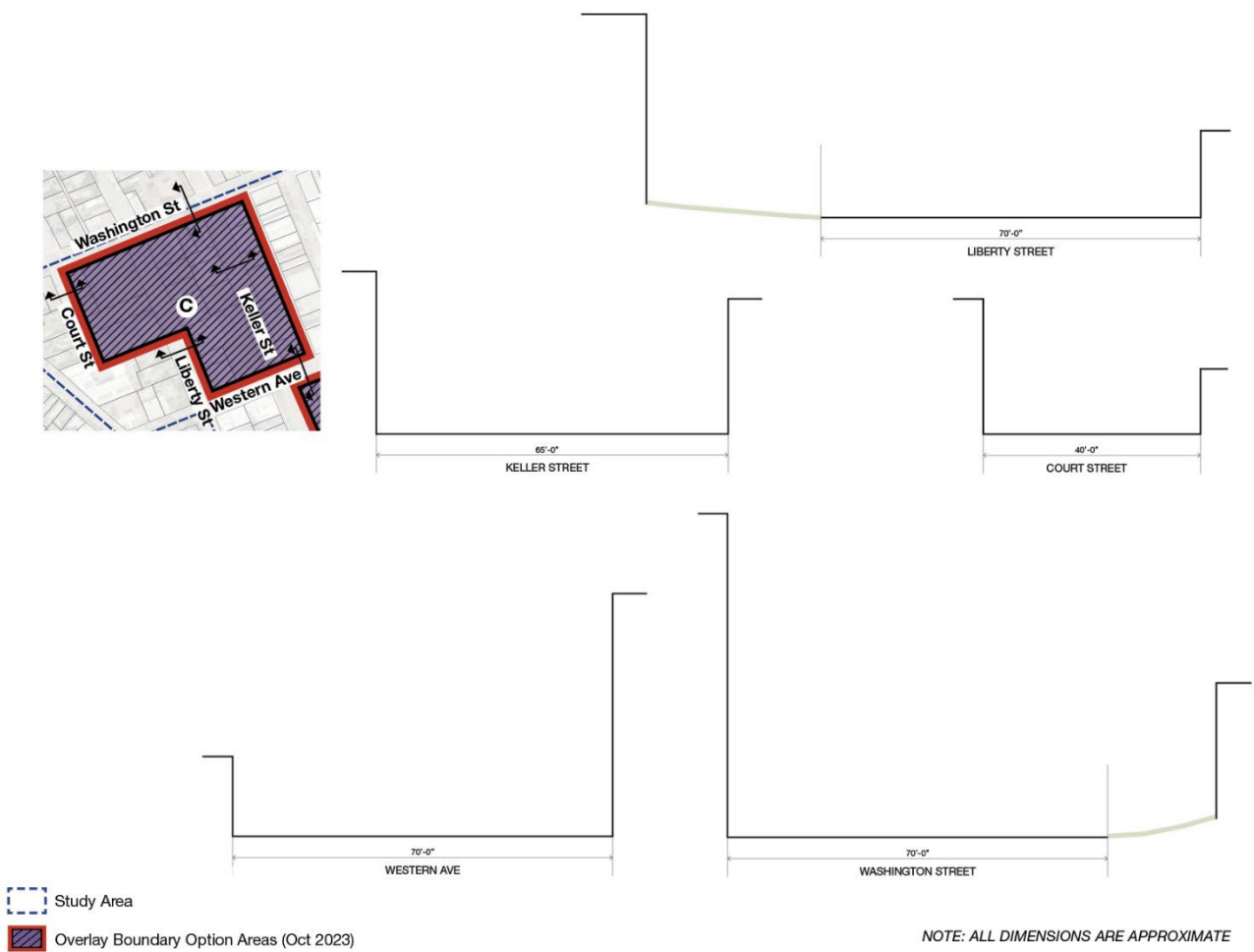


Exhibit 14: Pedestrian/Façade Activation & Ground Floor Residential Use

Staff surveyed the abutting and confronting parcels that surround each subarea to develop new maps to indicate opportunities for *Pedestrian/Façade Activation Zones* and *Ground Floor Residential Zones* to apply new land use and design controls for any new building within Subarea A, B or C. This effort of identifying “zones” within the subareas was intended to continue the land uses and forms established by the parcels that abut or confront each subarea and to allow for specific land uses and the design of new buildings to reflect the characteristics and the context of each subarea. The zones identified on pages 2-4 are intended to enhance the pedestrian experience via new land use and design controls to ensure that new buildings are occupied by pedestrian-oriented uses and that they present attractive building facades in specific locations to ‘mirror’ the land use pattern and vibrancy of active pedestrian-oriented streets established in the historic core of the downtown. Areas not designated would also allow more land use flexibility as described below.

“Pedestrian/Façade Activation Zones” (Red Zones): Within these areas, the overlay would allow for a more limited range of land uses than what is presently allowed in the MU2 District for any new ground floor area within 30’ of the public right-of-way. New ground floor area not identified as a Pedestrian/Façade Activation Zone may be occupied by any use identified in Table 4.3 as a permitted or conditional permitted use.

The uses within the Pedestrian/Façade Activation Zones include any of the following (each use listed below is identified in Table 4.3 as a permitted, or “by-right” use):

- Artisan Shop
- General Retail, 25,000 sf or Less
- Restaurant, Café, Coffee Shop
- Groceries/Specialty Foods, 25,000 sf or Less
- Bank, Financial Services
- Fitness/Health Facility
- Studio – Art, Dance, Martial Arts, Music, etc
- Personal Services
- Library, Museum, Art Gallery

The uses listed above were chosen because they are typically deemed as *pedestrian-oriented* uses because they stimulate pedestrian activity along the sidewalk, they support other retail and pedestrian-oriented uses that exist in downtown, and provide an amenity to other uses located in the area (such as residential or offices uses).

“Ground Floor Residential Allowed Zone”: Within these areas, the uses listed above, and any use identified in Table 4.3 as a permitted or with a Conditional Use Permit would be allowed. To promote residential uses, multi-family residential would be allowed as a permitted use on the ground floor in any portion of the parcel that is not mapped as part of the Pedestrian/Façade Activation Zone. The addition of ground floor multi-family residential is expected to help incentivize housing development and would provide a land use transition from the retail/services provided in the Downtown core to the lower-intensity retail and residential areas beyond the downtown area.

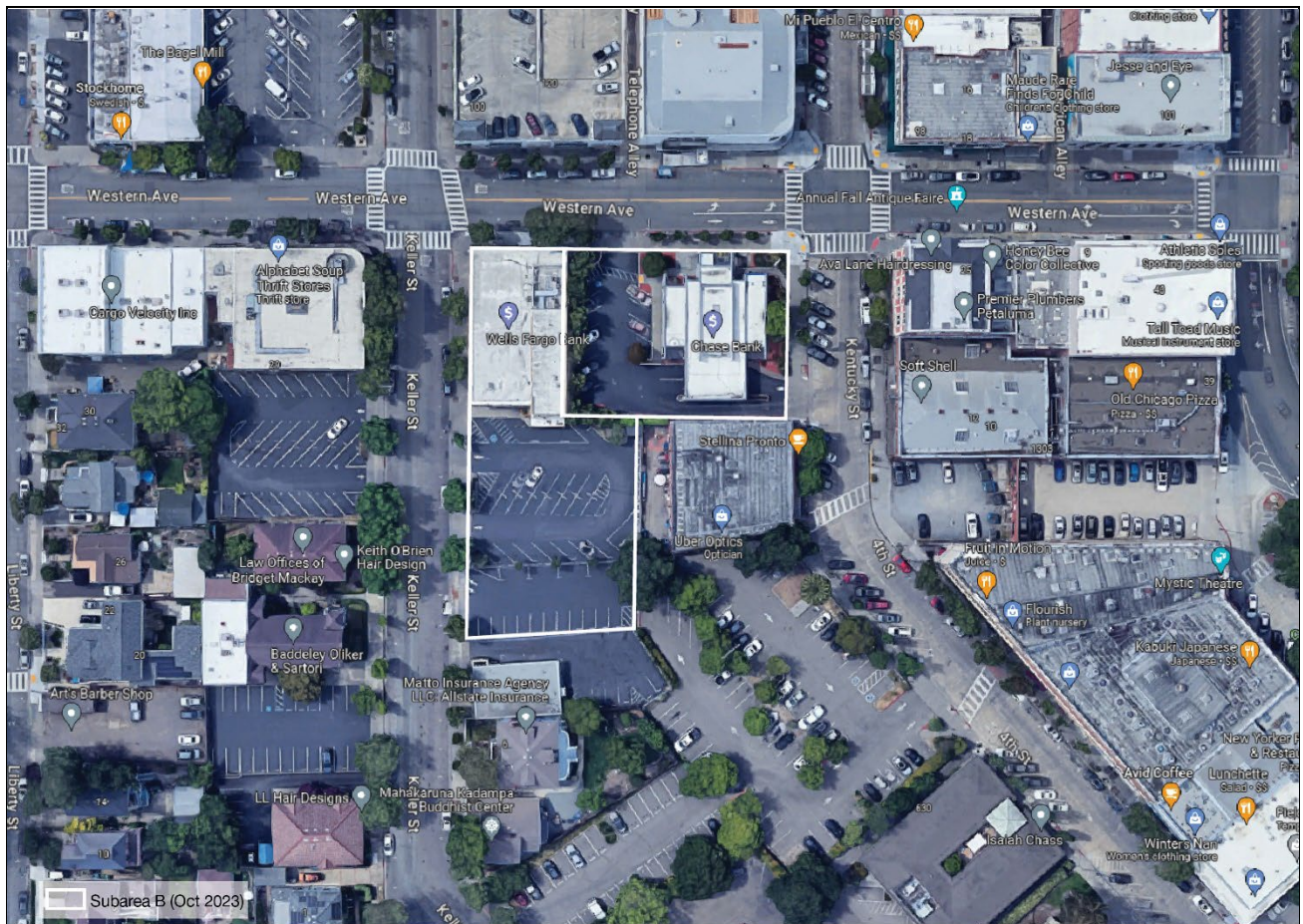
Pedestrian/Façade Activation Development Standards: New controls on façade design and internal layout were developed to ensure that these uses activate the street experience, and are provided below.

Feature	Standard	Applies to First Floor:
Storefront Transparency, minimum glazing	60%	Facades facing sidewalks, pedestrian walks, or publicly accessible outdoor spaces
Blank Walls, maximum length	30 feet	Facades facing sidewalks, pedestrian walks, or publicly accessible outdoor spaces
Interior Partitions or shelving above 36” in height when parallel with storefront, minimum setback	30 feet	Tenant spaces facing sidewalks, pedestrian walks, or publicly accessible outdoor spaces; Does not apply to any partition that is perpendicular to the storefront or any shelving that is abutting a wall
Window Signs, maximum coverage	15%	Windows facing sidewalks, pedestrian walks, or publicly accessible outdoor spaces

Exhibit 14: Pedestrian/Facade Activation & Ground Floor Residential Use



Exhibit 14: Pedestrian/Facade Activation & Ground Floor Residential Use



Subarea B, Pedestrian/Facade Activation Zones + Residential Allowed Zones

Updated November 7, 2023

Exhibit 14: Pedestrian/Facade Activation & Ground Floor Residential Use



Subarea C, Pedestrian/Facade Activation Zones + Residential Allowed Zones

Updated November 7, 2023