
Date: September 13, 2024
To: General Plan Advisory Committee (GPAC) members
From: General Plan Update Team
Subject: September 19, 2024 GPAC Meeting

The next GPAC meeting will take place on **Thursday, September 19, starting at 6:30pm**. The meeting will be held **in-person** at the **Petaluma Community Center in Lucchesi Park**, located at 320 N. McDowell Blvd. The purpose of the meeting will be for GPAC to provide feedback on the Draft Land Use Policy Framework with a focus on the sections noted below.

Members of the public in attendance at next week's GPAC meeting will be invited to provide comments during the General Public Comment period as well as Public Comment on agenda items. Community members are also welcome to email comments for distribution to the GPAC. All written comments should be emailed to hgurewitz@cityofpetaluma.org.

GPAC Review of the Public Draft Land Use Policy Framework

During meetings in November 2023 and January and February 2024, the GPAC discussed "alternatives" for changes to the City's land use. More specifically, the mix of density and intensity was the focus in "areas of change" as well as related land use policy direction. In April, the GPAC's input was brought to the Planning Commission and the City Council for feedback and subsequently incorporated into the Draft Land Use Policy Framework.

At the August 15, 2024 GPAC meeting, the GPAC received an overview of the Land Use Policy Framework and discussed strategies used in the Framework to redevelop the area around the Downtown SMART Station, the Washington Corridor, the Deer Creek Plaza, and Washington Square areas.

On August 22, 2024, the Land Use Policy Framework was released for public review. The staff and consultant team scheduled six optional office hours to support GPAC review of the Framework between August 26th and September 17th.

As discussed during the August 15th meeting, we are requesting that GPAC **please provide written feedback on the Framework** by September 15th. The September 19th meeting will be an opportunity for the Land Use Working Group to provide comments on the Land Use Policy Framework, for individual GPAC members to provide verbal feedback, and for the GPAC to further discuss Framework strategies.

Understanding that the Framework is very lengthy and dense, we offer the following suggestions:

Consider skimming the introductory sections through the "Land Use Implementation" section. They should be familiar based on previous meetings.

- Closely review the "Overview of Land Use Direction" section.
- Focus on the sections highlighted in blue, with particular attention to the following:
 - "Land Use Designations": Starting on page 23; summary of proposed changes on page 27; Table 1 on page 29.
 - "Areas of Change": Starting on page 33;
 - Area specific alternatives on pages 38 to 56. For each area, **please identify the land use change alternative that you think is most appropriate.**

- The “Shifts in Land Use Direction” as summarized and cross-referenced at the beginning of Chapter 1 (p. 59).
- “Chapter 2: 15-Minute City.”

Please note that the “area specific alternatives” are not recommendations, but rather a range of options of intensity of changes in the areas that have previously been identified for change. Feedback on which of those alternatives seems best aligned with the City’s vision for the next 20 years will inform suggestions for a land use map that will be brought back to the GPAC for discussion, tentatively scheduled for October 2024.

The Planning Commission discussed the land use framework at their August 27th and September 10th meetings, materials are available here:

<https://cityofpetaluma.primegov.com/Portal/Meeting?meetingTemplateId=17975>

To support your review, you may find it useful to review the presentation made to the Planning Commission on August 27, 2024:

<https://cityofpetaluma.primegov.com/Portal/Meeting?meetingTemplateId=17903>.

The presentation included a comprehensive overview of the various drivers that informed the Land Use Policy Framework, including historic resources, parks and open space, growth projections, market analysis, housing, transportation, flood modeling, and public input. It also included a goal-by-goal overview of the Framework.

The General Plan team has initiated a range of outreach efforts to solicit community input on the Land Use Framework, including:

1. Pop-ups throughout the City (total of 9 planned)
2. Stakeholder outreach
3. Community Workshops
 - a) September 21 10 am – 1 pm @ Beverly C. Wilson Building @ the Fairgrounds
 - b) September 25 5 pm – 8 pm @ Petaluma Community Center
4. Community Newsletter
5. Argus ¼ page ad
6. 3 Banners (1 across Kentucky, 1 at Community Center, 1 at City Hall)
7. Social Media Blasts
8. Online Feedback Form

In addition to the GPAC meeting on September 19th, outstanding public hearings on the Land Use Framework include a tentatively scheduled discussion at the October 21st City Council meeting. Public input will be accepted through the City Council hearing.

If you have any questions, please contact Heather Gurewitz (hgurewitz@cityofpetaluma.org). Thank you!

Attachments:

Attachment A: [Agenda](#)

Attachment B: Summary notes from the August 15, 2024 GPAC meeting

Attachment C: [Land Use Policy Framework](#)