



DATE: May 30, 2024

TO: Public Art Committee

FROM: Brian Oh, Community Development Director
Heather Hines, Special Projects Manager
Christina Paul, Principal Planner

SUBJECT: Receive a Staff Presentation and Discuss the Draft Arts, Culture, and Creativity Policy Framework as Part of the Foundational Work on the General Plan Update.

RECOMMENDATION

It is recommended that the Public Art Committee receive a presentation on the draft Arts, Culture, and Creativity Policy Framework and provide feedback to inform revisions to the Framework as part of foundational work on the General Plan Update. Requested feedback has been framed by the following questions for the Committee to consider:

- What do you see as the most important policies in this framework?
- What concerns do you have about the policies in this framework? For example, are they unclear? Should they be softened or strengthened? Do you disagree with the policy direction?
- Public-private collaboration is necessary to advance the arts. Does the framework appropriately capitalize on the distinct roles that the City, other public entities, and the private sector are well-suited to play?
- Does the framework ensure equitable, inclusive access to Petaluma's arts opportunities, programs, and facilities?

No action is being requested at the meeting, rather this meeting is an opportunity for Committee members to provide feedback on the draft Policy Framework to inform additional refinement.

BACKGROUND

General Plan Update

The City is currently operating under the City of Petaluma: General Plan 2025, which was written in 2006-2007, adopted in 2008. The City is preparing a General Plan Update that is anticipated to be before the City Council for adoption in late 2025. 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: Arts and Culture

Following an initial period of data gathering in 2021, the consultant team completed numerous Existing Conditions Reports, which establish baseline conditions for key policy areas. Key findings and opportunities from the 2022 Existing Conditions Report on Arts and Culture include the following:

- **Broader City Focus on Arts and Culture:** The City's past and current arts focus has concentrated on the public art program and Public Art Committee. The City can consider expanding its arts and cultural functions, potentially to include developing a citywide cultural plan and assessing the possibility of a Cultural Affairs Commission.
- **Updated Public Art Program and Policies:** The Public Art Committee and staff cite opportunities to better meet community interests through updates to the program, including an updated Public Art Master Plan.
- **Enhanced City Coordination of Arts and Culture:** The City currently lacks the capacity to coordinate and take best advantage of its vibrant cultural resources. Staff flags the need for greater integration among City functions with the public art program and other community cultural activities.
- **Equity and Connectivity:** The community believes arts and culture serve as a means of community connection in Petaluma and can be further developed to increase connectivity across the city and among its diverse populations.

- **Arts in Everyday Life:** Community members express the desire for arts and creativity to be more visible in their everyday life, e.g., more informal, accessible, and enlivening vacant spaces across the city.
- **Artists in City Government:** US cities are increasingly incorporating artists into the work of city government, creating positions where artists define a role within a department or planning effort, bringing their creative ability to contribute to improving city function and addressing community issues.
- **Creative Economy:** While Petaluma creative vitality is higher than the national average, ample opportunity exists to build on the existing arts and cultural activities, music scene, and businesses. There is potential for increased economic activity through strategic targeting of activities both through City programs and venues, and private and community efforts.
- **Arts Learning:** There is a need to continue efforts to support and expand arts learning opportunities in schools and community settings, building on existing resources and policies. **City Investment in Petaluma's Cultural Strengths:** Petaluma has arts and cultural strengths that can be leveraged with City leadership and investment, such as its music scene and its community of professional artists and artisans. Each has prospered to an extent and would benefit from recognition, leadership, and strategic investment.
- **Becoming a Regional Cultural Center:** Both Petaluma and the region (30-minute drive time) have high levels of demand for arts and cultural events and activities. The City has the potential to become more of a regional cultural center, drawing on its market strength and enhancing its brand as a uniquely creative community.

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).

The following Vision, Pillars, and Guiding Principles were identified as being specifically applicable to the draft Arts, Culture, and Creativity policy Framework and may be helpful to the Committee's discussion.

Vision

- Petaluma is a vibrant river town rooted in the relationship between our people and the land. We acknowledge that Petaluma is the traditional territory and unceded lands of the Coast Miwok peoples. We appreciate that our name springs from those tribes who first called this land home. Our identity also evolves from our deep agricultural roots, historic downtown, living river, and preserved open spaces.
- We are caring and connected. We celebrate our differences by providing inclusive community spaces for the diverse people that form Petaluma and by cultivating a sense of belonging.
- We relish our spirited, distinctive neighborhoods where we live, work, and play. We enjoy active, animated communities throughout our city along with an energetic historic downtown.
- We are creative. Our community is filled with art in a variety of colors, textures, materials, and forms. We build an environment that promotes beauty, resilient architecture, and inventive design citywide, where art, crafts, design, and economic innovation thrive. The arts bring meaning, whimsy, and imagination to our lives.

Pillars

- Geographic Context and Sense of Place. The General Plan must preserve Petaluma's distinctive sense of place.
- Equity, Justice and Demographic Changes. Current demographic trends indicate that Petaluma will have an older, more diverse population well into the future. Petaluma commits to advancing social and economic justice to create an inclusive and equitable city in which all can thrive.

Guiding Principles

- Promote social and economic justice to address structural social and economic inequities and racism.
- Ensure the health and wellness of all residents.
- Physically and psychologically integrate and connect the East and West sides of town.
- Create a welcoming, affordable, accessible, and age- and family-friendly city.
- Enhance Petaluma's historic downtown by preserving its historic character, expanding pedestrian and bicycle access and safety, providing public gathering spaces, and promoting a diverse mix of uses.
- Honor, celebrate, and preserve Petaluma's heritage and historic character and its place in the modern city.
- Advance Petaluma as a hub for the arts, creativity, and innovation.
- Advance a forward-looking economic development strategy that focuses on diversity, opportunity, innovation, and resilience.
- Be a leader in advancing these guiding principles within the region and beyond

Each of the Guiding Principles include supporting concepts that can be found in the [Vision, Pillars, and Guiding Principles](https://www.planpetaluma.org/vision-pillars-and-guiding-principles) are on the PlanPetaluma website (planpetaluma.org).

Policy Frameworks

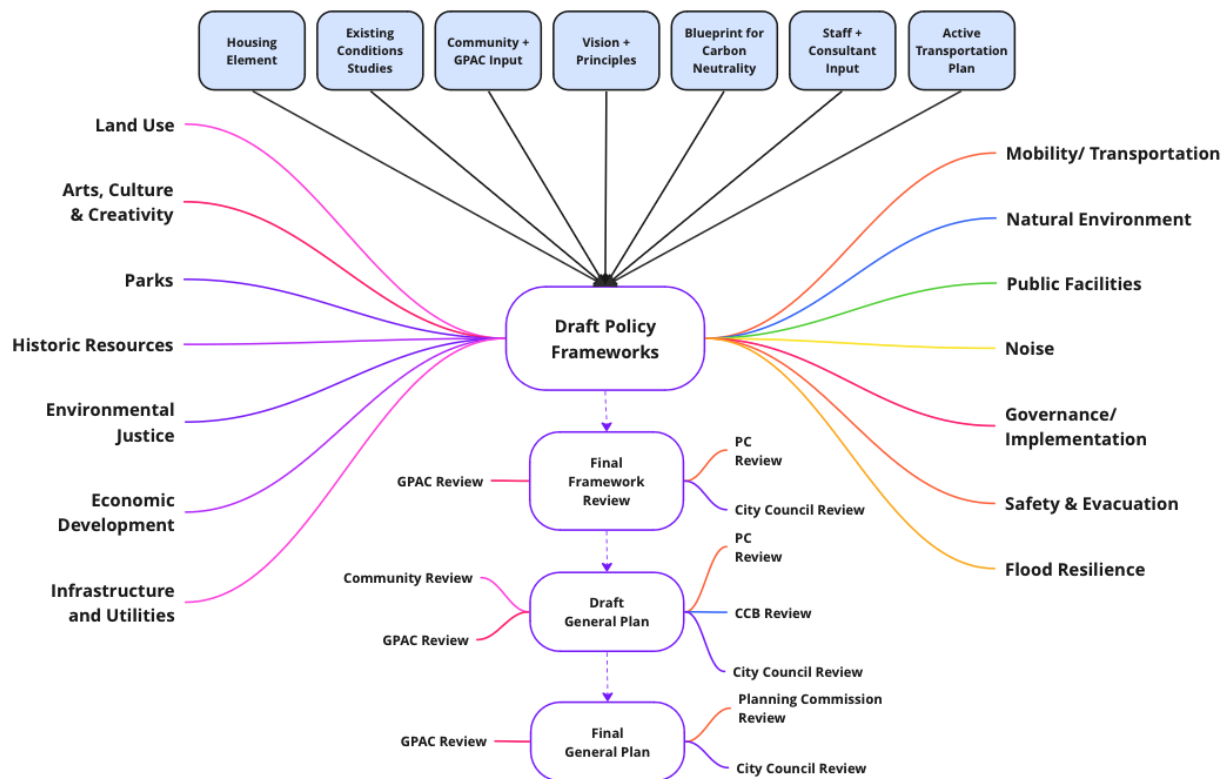
Context and Foundation

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 and 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 Land Use Framework will be released later this year alongside the Land Use Alternatives.

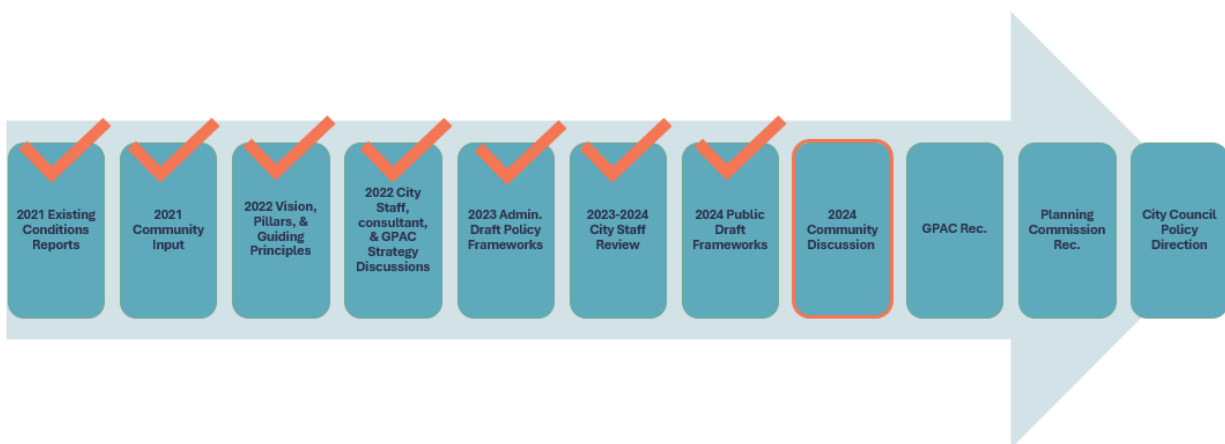
Figure 1 diagrams the process that resulted in the Draft Policy Frameworks, and the subsequent review process and development of the General Plan.

Figure 1: Context of the Draft Policy Frameworks



The draft Policy Frameworks were developed through an extensive process that included a wide range of inputs. Figure 2 diagrams the process to arrive at and review the Policy Frameworks.

Figure 2: Policy Framework Development and Review Process



Throughout the month of May, Committees, Commissions, and Boards (CCBs) have been reviewing the Frameworks and providing feedback to the City staff and consultant team. All

meetings have been recorded (except the Senior Advisory Committee) and are available for review on the website at: <https://www.planpetaluma.org/frameworkrecordings>.

DISCUSSION

Arts and Culture Policy Framework

The draft Arts, Culture, and Creativity Policy Framework has 7 goals:

- Goal AC-1: Artists in City Programs and Processes
- Goal AC-2: Strong City Arts and Culture Programs
- Goal AC-3: Strong Public Art Program
- Goal AC-4: Equitable and Accessible Public Art
- Goal AC-5: Thriving Creative Businesses
- Goal AC-6: Regional Creative Center
- Goal AC-7: Sufficient Supply of Arts Venues

These goals are supported by 21 policies as well as supporting programs. The goals, policies, and programs are listed in the draft Arts, Culture, and Creativity Policy Framework which is available on planpetaluma.org.

Requested Feedback

The General Plan consultant team and staff have launched a robust public engagement process to gather feedback on the draft General Plan Policy Frameworks. This includes requesting that the City's Committees, Commissions, and Boards provide feedback on the Frameworks within their purview.

The General Plan Update team is requesting that the Public Arts Committee provide feedback on the Arts, Creativity, and Culture draft Policy Framework by answering the following questions:

- What do you see as the most important policies in this framework?
- What concerns do you have about the policies in this framework? For example, are they unclear? Should they be softened or strengthened? Do you disagree with the policy direction?
- Public-private collaboration is necessary to advance the arts. Does the framework appropriately capitalize on the distinct roles that the City, other public entities, and the private sector are well-suited to play?
- Does the framework ensure equitable, inclusive access to Petaluma's arts opportunities, programs, and facilities?

Other Review Activity

Members of the Committee who attend this meeting are asked to provide feedback on the Arts, Creativity, and Culture Policy Framework from their point of view as committee members, who are responsible for the charge of their committee. Committee members may wish to make comments on other frameworks. As there is a great deal of content in the Policy Frameworks as a whole and it is not possible to review all of that content with each Committee or Commission, members are encouraged to provide feedback on policies not related to the charge of their

Committee as individual members of the community. There are ample opportunities to participate in the Policy Framework review process as members of the public, including:

1. Submitting comments draft Policy Frameworks through the [online portal](#).
2. Attending a CCB meeting and making comments as a member of the public or [watching the recording](#) and using the online portal to comment:

CCB	Meeting Date	Frameworks to Review
Pedestrian & Bicycle Committee joint meeting with Transit Advisory Committee	May 1, 2024 Recording	Transportation
Airport Commission	May 2, 2024 Recording	Mobility and Transportation
Historic and Cultural Preservation Committee	May 7, 2024 Recording	Historic Resources
Senior Advisory Committee	May 9, 2024 (No recording)	Health, Equity, and Environmental Justice
Climate Action Commission	May 9, 2024 Recording June 13, 2024	Natural Environment Mobility and Transportation Flood Resilience Safety
Recreation Music and Parks Commission joint meeting with the Tree Advisory Committee	May 15, 2024 Recording	Parks Natural Environment Public Facilities
Public Art Committee	May 30, 2024	Arts, Culture, and Creativity
Planning Commission	May 28, 2024 June 25, 2024 July 23, 2024	Natural Environment Infrastructure and Utilities Economic Development Noise Parks Mobility and Transportation Health, Equity, and Environmental Justice Flood Resilience Land Use
General Plan Advisory Committee	Ongoing, with Final review June 20, 2024	Working Group Recommendations on all Frameworks

Recordings for the above meetings will be available on the [City's website](#) and on the [Planpetaluma.org website](http://Planpetaluma.org).

General Plan Next Steps

Following the outreach effort on the draft Policy Frameworks, the input will be brought before the Planning Commission for review and recommendation followed by City Council consideration and acceptance.

Later this year, the general plan team will begin a public engagement process around the Land Use Alternatives. The General Plan team anticipates a Briefing Book for the Land Use Alternatives will be available for review in August 2024. The subsequent outreach strategies and meeting dates are currently being refined by the City. After public review and discussion, the Planning Commission will review and consider a preferred land use alternative for recommendation to the City Council. The item will be brought before the City Council for approval of the preferred land use alternative.

Once the preferred land use alternative is identified, the consultant team will release the official Notice of Preparation for the General Plan Environmental Impact Report. This will initiate the environmental process.

PUBLIC OUTREACH

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 complete and many meeting recordings. General Plan Advisory Committee meetings are publicized, and the public is invited to attend and provide feedback via public comment at these and other public meetings.

The City conducted a significant public engagement effort to invite public feedback on the Policy Frameworks at [General Plan Festival](#) on Saturday, May 11, 2024 from 9:00 am – 2:00 pm. Attendees were able to participate in an open house event to learn about the Frameworks, engage in informal discussion about the policies in the Frameworks, and provide feedback. Over 100 community members attended and provided valuable feedback that will be taken into consideration as the policies are revised and consolidated into the General Plan Elements.

ENVIRONMENTAL REVIEW

Following review of the draft Policy Frameworks and development of the draft Land Use Framework, the General Plan Update project will begin preparation of the Environmental Impact Report (EIR) for the project. When the General Plan is brought forward to the Planning Commission for a recommendation and to City council for adoption in late 2025 it will include a programmatic EIR for certification.

ATTACHMENTS

Attachment 1. PowerPoint Presentation

Attachment 2. Arts, Culture, and Creativity Framework: <https://tinyurl.com/524v4usw>