



Land Use Policy Framework

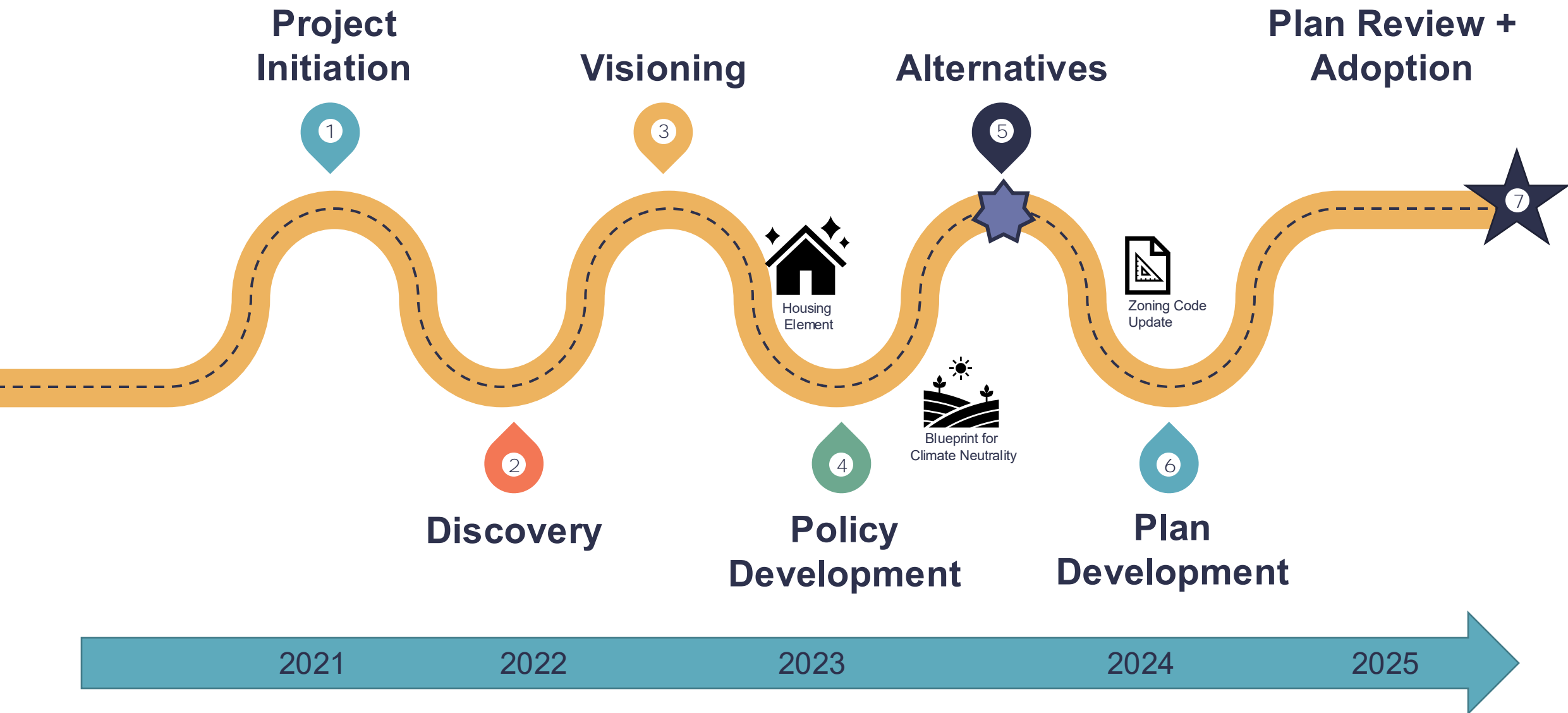
Planning Commission | August 27, 2024

Meeting Overview

- **Presentation**
 - Project update
 - Recap of Land Use Drivers
 - Context for Dialogue
 - Overview of draft Land Use Policy Framework
- Clarifying Questions
- Public Comment
- Commissioner Dialogue



General Plan Update Roadmap



Foundations of Policy Frameworks

- 2021 **Existing Conditions Reports:** *Existing Plan/SmartCode, Area Profiles, Pipeline Development Projects, Land Use Opportunities and Constraints, Market Demand, Future of Retail*
- 2021 **Community Input:** *survey, workshop, pop-ups, area meetings*
- 2022 **GPAC Vision, Pillars, & Guiding Principles**
- 2022 **Concept Diagrams:** Areas of Discussion, Key Strategies
- 2022 **What-if Scenarios**
- 2022 **Strategy Discussions:** City, consultants, GPAC
- 2023 6th Cycle **Housing Element** Sites and Programs
- 2023 **SDAT** Report
- 2023 **Housing Feasibility Studies**
- 2023 **Flood and Sea Level Rise Modeling**
- 2023 Draft **Blueprint for Carbon Neutrality**
- **Ongoing Planning:** *Active Transportation Plan*

Policy Frameworks

ARTS, CREATIVITY, AND
CULTURE



PARKS



HISTORIC RESOURCES



ENVIRONMENTAL JUSTICE



SAFETY



ECONOMIC DEVELOPMENT



INFRASTRUCTURE AND
UTILITIES



MOBILITY AND
TRANSPORTATION



NATURAL ENVIRONMENT



FLOOD RESILIENCE



PUBLIC FACILITIES



NOISE



GOVERNANCE AND
IMPLEMENTATION



LAND USE



View the
Frameworks
planpetaluma.org

The General Plan will be different...

- Compelling, holistic, integrated, strategic approach
- Different organization
 - By element
 - By themes
 - By City department
- Digital General Plan: <https://shapessf.com/> example
- Implementation Plan
 - Action matrix: action, implementor, priority, timeframe
 - Roles for City, community, State, etc.
- Tracking progress (see the Implementation & Governance framework)
 - Track Implementation Plan progress
 - Monitor Performance Metrics Dashboard

Policy Frameworks at the Planning Commission

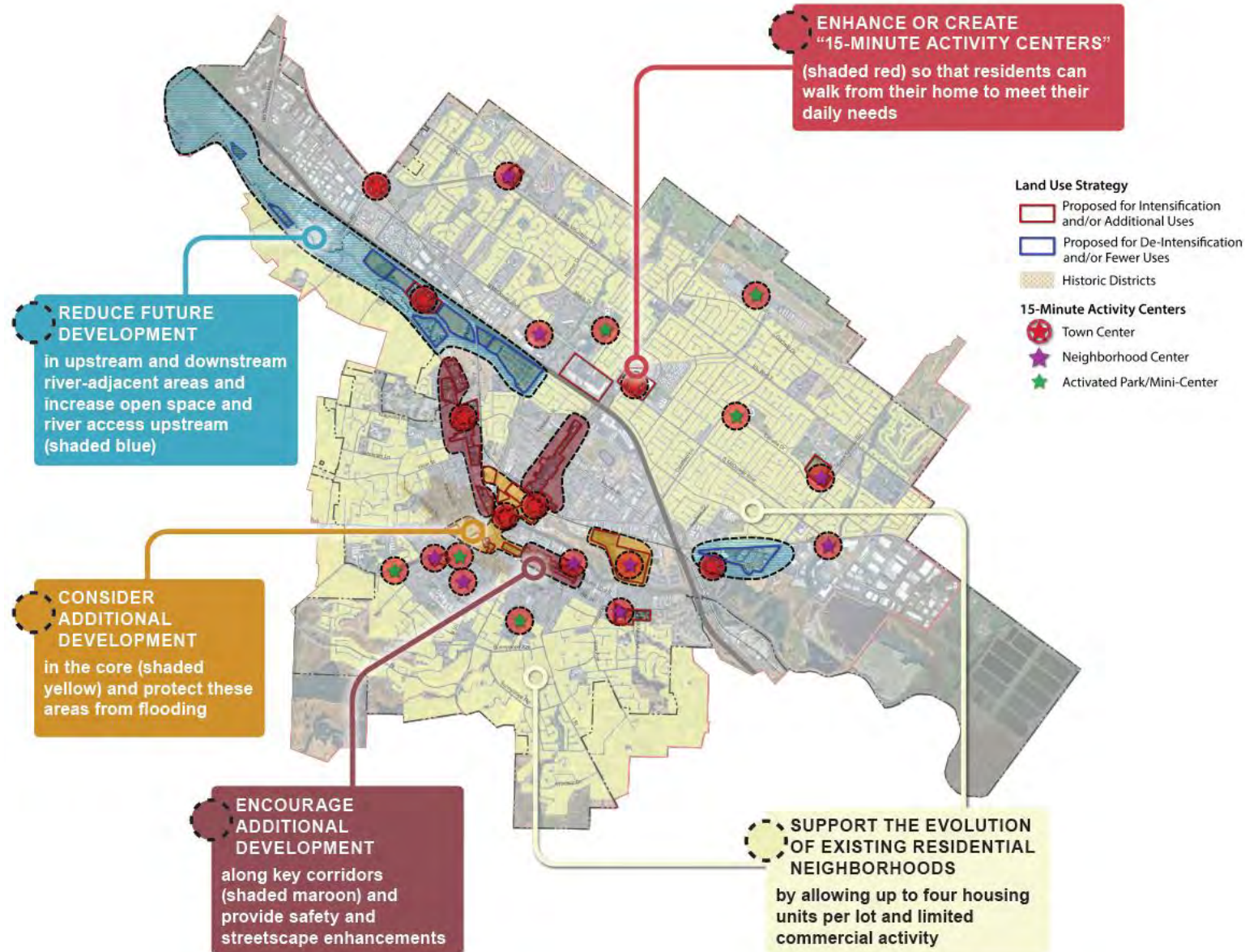
- **April 9:** Introduction to Policy Frameworks & Land Use Alternatives
- **May 28:**
 - Safety, Implementation & Governance
 - Ad Hoc Group #2: Economic Development, Infrastructure & Utilities, Noise
- **June 11:**
 - Ad Hoc Group #1: Environmental Justice
 - Ad Hoc Group #2: Natural Environment
- **June 25:**
 - Arts, Culture, & Creativity
 - Ad Hoc Group #1: Transportation, Parks & Recreation
- **July 9:**
 - Historic Resources, Public Facilities
 - Ad Hoc Group #1: Flood Resilience

Policy Framework Review



Recap of Land Use Drivers

Future Land Use Focus



Physical Planning as "Layers"

Development Patterns



Homes
Jobs
Economy

Building Blocks



Infrastructure

Public
services

Land Use Policy

Conservation and
Hazards

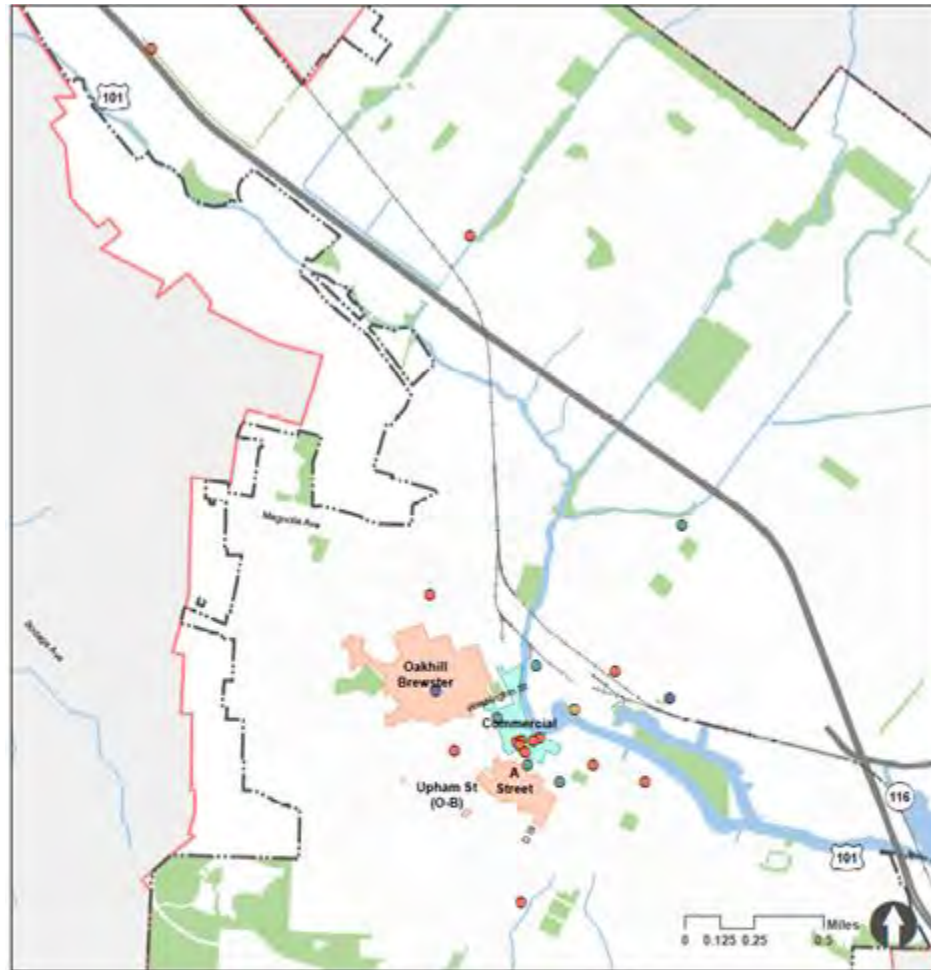


Hazards

Ecosystems &
natural resources

Community
character

Historic Resources



Designated Historic Districts

- Local Petaluma Historic District
- Local Petaluma Historic District & National Register Historic District

Designated Individual Historic Resources (# parcels)

- National Register-Listed (2)
- California Register-Listed (1)
- Petaluma Historic Landmark (14)
- Petaluma Historic Landmark & National Register-Listed (4)
- Petaluma Historic Landmark & California Register-Listed (1)

- City Limit
- Urban Growth Boundary / Sphere of Influence
- Railway
- Freeway
- Water
- Parks / Open Space



CITY OF PETALUMA
GENERAL PLAN UPDATE

Data Sources: City of Petaluma (2021); County of Sonoma (2021); ESRi (2021)

Designated Historic Resources in Petaluma

- National Register Listed
 - 6 individual properties
 - Downtown Commercial District
- California Register Listed
 - 2 individual properties
- Petaluma Historic Landmarks
 - 4 historic districts (Downtown Commercial, A Street, Oakhill Brewster, and Upham Street)
 - 20 individual properties (1 also list in CR, 4 also listed in NR, 1 since demolished)

Economic and Market Conditions

Opportunities

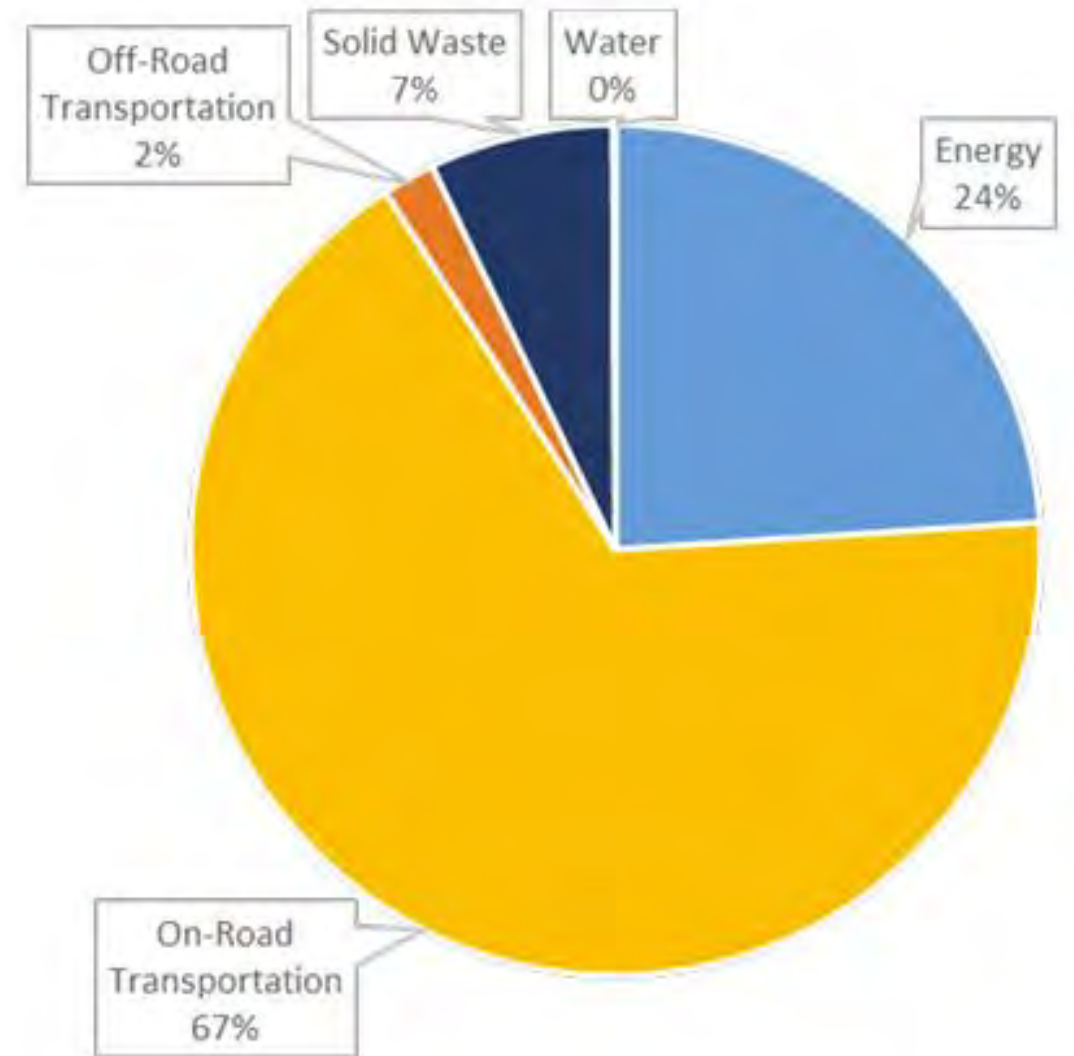
- **Demand** for both **single-family and multi-family** housing
- **Downtown Petaluma thrives** as a unique retail / dining / entertainment district
- Accommodate **growth of manufacturing and distribution** businesses
- **Leverage SMART** stations to attract businesses and residents
- **Diversify uses within shopping centers** and commercial districts
- **Potential to create community gathering places** at some existing centers
- Higher-intensity **infill opportunities** strongest near Downtown, SMART, existing amenities

Challenges

- Market-rate higher-density housing products (~4+ stories) generally **not currently financially feasible** in Petaluma.
- **Retail “pruning” is needed** – reposition or remove space in underperforming retail properties.
- Lease lengths and rights can pose **barriers to altering shopping centers.**
- **Industrial growth is constrained** by lack of opportunity sites at prime locations near Highway 101.

Vehicle Miles Traveled (VMT)

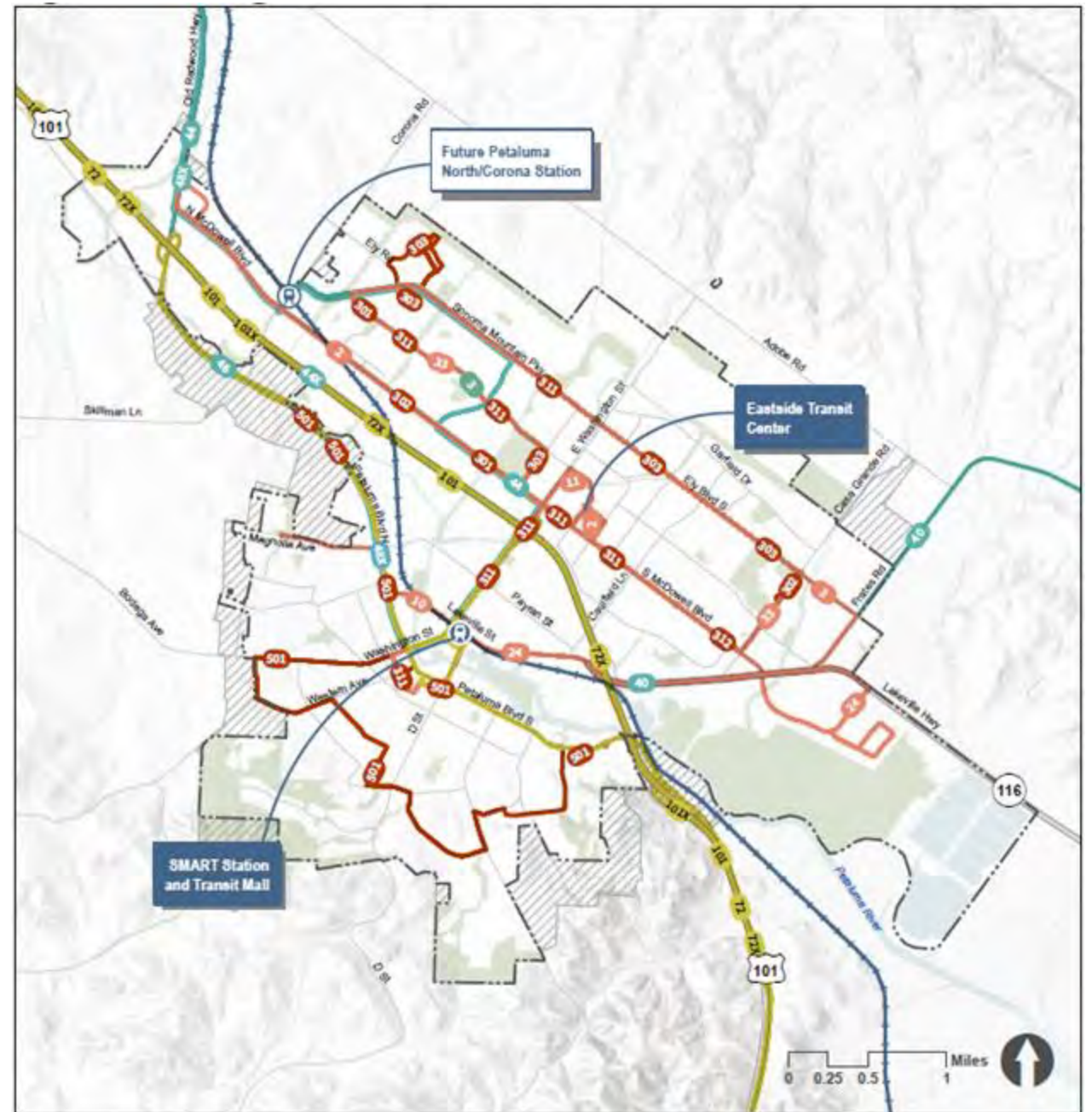
- A principal cause of Petaluma's congestion and high VMT = **low-density**, largely spread-out land use pattern
- 2/3 of greenhouse gas (GHG) emissions: **on-road transportation** (and high VMT)
- 1/3 of trips < 2 miles, so can reduce trips (as well as congestion and VMT) by **reducing distances / barriers between housing and destinations**
- Reduce trips and VMT with future development that...
 - Is **more dense**
 - **Mixes** residential and non-residential **uses**
 - Includes transportation demand management (TDM) strategies



Transit Network

- **Transit providers serving Petaluma include local and intercity bus as well as passenger rail including:**

- SMART (Sonoma-Marin Area Rail Transit)
- Petaluma Transit
- Sonoma County Transit
- Golden Gate Transit
- Other paratransit services
- The center of the city has a transit-oriented core with walkable areas in Downtown



Land Use Direction: Vision, Pillars, and Principles – Early 2022

- Preserve Petaluma's unique **identity** rooted in agriculture, the Petaluma River, the historic downtown, and surrounding open space.
- Maintain the **Urban Growth Boundary**.
- Expand **open spaces**.
- Expand access to the **River**, set new development back from the River, and orient it to the River.
- Prioritize **infill** development.
- Create **complete** neighborhoods in which residents can meet their daily needs.
- Provide a balanced mix of **housing choices** for all stages in the life cycle.
- Revitalize commercial **corridors**.
- Diversify land uses **downtown**.
- Intensify mixed-use development around SMART **stations**.
- Integrate land use and mobility strategies to prioritize **pedestrian-oriented, bicycle- and transit-friendly travel**.
- Support future development with appropriate **infrastructure** and facilities.



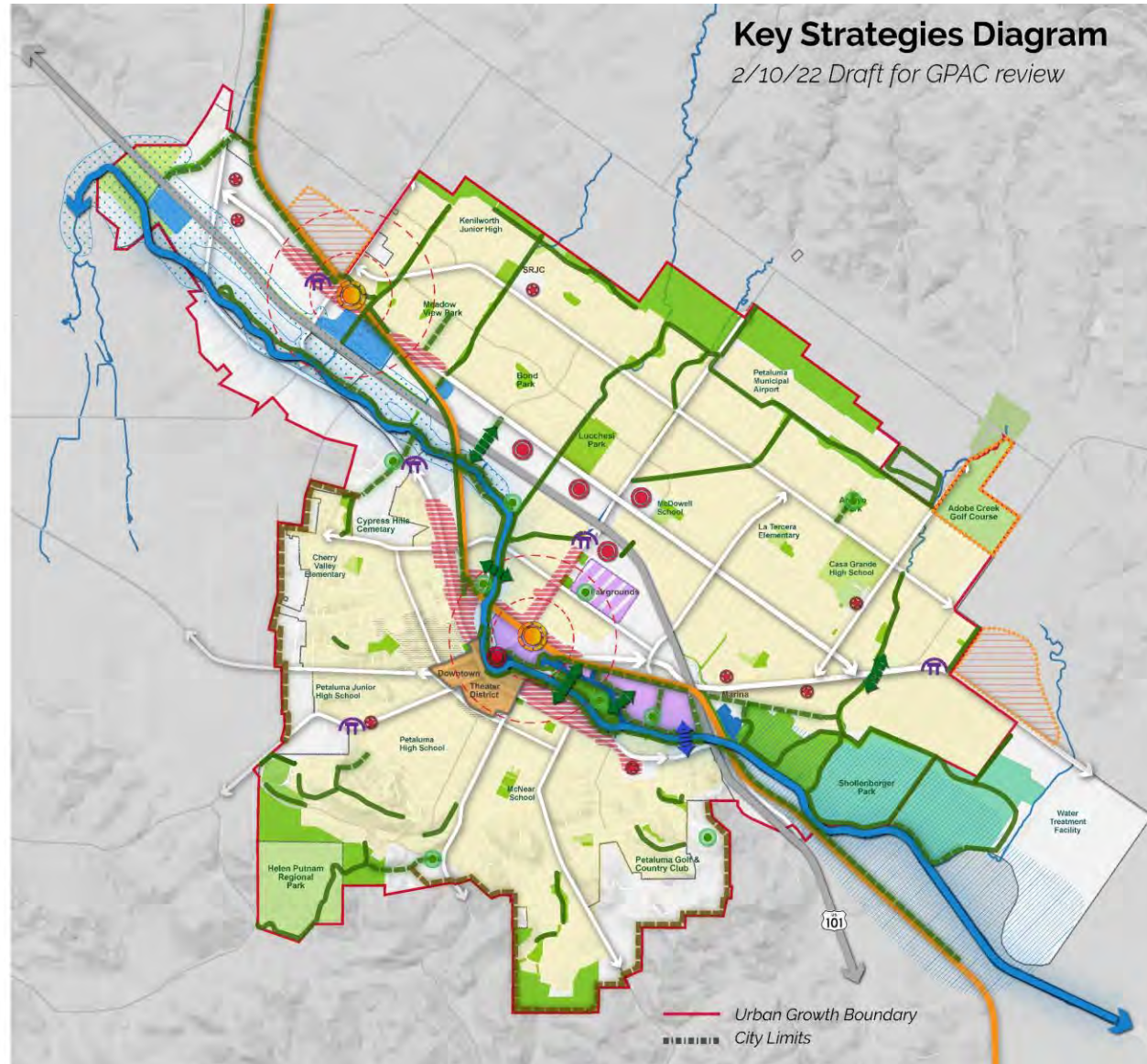
Key Strategies Diagram – Early 2022

OPEN SPACE AND MOBILITY

- 1 Create a connected parks and multi-use (pedestrian and bicycle) path network
 - Existing Trail/Greenway
 - Proposed Trail/Greenway
- 2 Enhance public access to the river wherever feasible
 - Petaluma River
- 3 Expand the Urban Separator Path around the City's periphery
 - Potential Future Urban Separator Path
- 4 Complete key ped/bike crossings to enhance mobility between East and West Petaluma
- 5 Expand the network of connections across the river in Downtown and Midtown
 - Proposed Bike/Ped Connection
 - Planned Street Connection over River
- 6 Provide new and enhance existing public parks in identified locations throughout the City and Sphere
- 7 Provide natural habitats along creeks and in open spaces for different species
 - Conceptual Future Park Location (2008 General Plan)
 - Public Parks
 - Open Space/Golf Course/Other
 - Wetland or Marsh

LAND USE CHANGE AREAS

- 8 Continue to ensure an economically successful Downtown and Theater District through supportive land use/design regulations and public investments
 - Downtown Petaluma
- 9 Attract higher-density housing to the Downtown SMART Station
 - Transit-Oriented Center
 - SMART Rail Line
- 10 Encourage redevelopment of river-adjacent opportunity sites (such as the River Plaza)
 - Areas with High Potential for Land Use Change
- 11 Explore options for the future of the Fairgrounds Site
 - County Fairgrounds Site
- 12 Explore ecologically innovative redevelopment of Adobe Creek Golf Club including housing
 - Adobe Creek Golf Club (closed)



- 13 Encourage low-rise housing and mixed-use infill near and along Petaluma Blvd South
- 14 Encourage context-appropriate infill and streetscape/safety improvements along East Washington Blvd and in Midtown
- 15 Encourage mixed-use/residential infill with active ground floors along Petaluma Blvd North
- 16 Encourage the evolution of North McDowell Blvd into a more active, mixed-use corridor
 - Corridors with Potential for Mixed-Use Evolution

POTENTIAL EXPANSIONS

- 17 Explore UGB expansion to support transit-oriented development near future SMART station (contingent on completion of station)
- 18 Study/consider UGB expansion for farmworker and affordable housing near Ely Road
 - Potential Areas of UGB Expansion

NEIGHBORHOOD CHARACTER AND DESIGN

- 19 Consider expansion of historic districts on the City's West side (such as along D Street)
 - Existing Historic Districts
- 20 Foster infill/redevelopment of mixed-use activity centers in key locations all across the City
 - Small Mixed-Use Center
- 21 Evolve auto-centric shopping centers into lively, multi-use, social gathering spaces
 - Retail Centers with Potential for Change
- 22 Provide enhancements in existing residential neighborhoods (i.e. urban forest, streetscape, green infrastructure, pedestrian/bicycle improvements, slow streets, park equipment, etc.)
 - Existing Low-Density Residential Areas
- 23 Strengthen the sense of entryway into the City with new and improved gateways
 - Gateway Enhancements

FLOODING, SEA LEVEL RISE, AND SUSTAINABILITY

- 24 Avoid or restrict new development in wildfire and flood-prone areas
- 25 Explore nature-based solutions to manage flooding in key open spaces adjacent to the river
 - Flood Control Improvements
- 26 Implement marsh + wetland enhancement and storm/flood protection at the mouth of the Petaluma River
 - River Mouth / Bay Transition Zone Improvements
- 27 Improve flood protection for mobile home parks
 - Mobile Home Parks with Flooding Concerns

SDAT Recommendations – 2022

Big Idea:

Create a **15-minute city**, in which tasks of daily life can be accomplished more safely, comfortably, and easily on foot, bicycle, or transit than by car.

Implement with regulatory changes to:

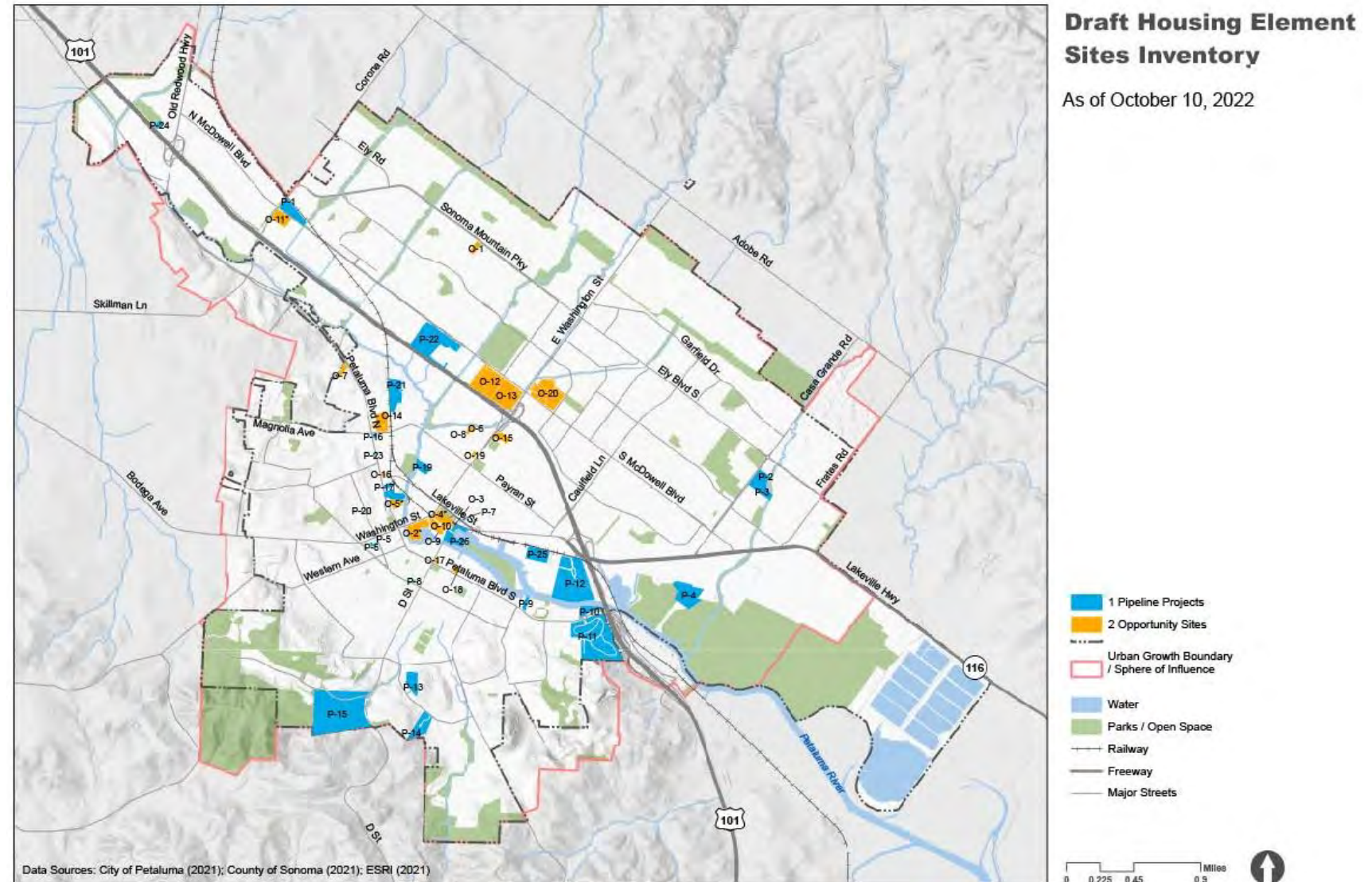
- General Plan & Climate Action and Adaptation Plan
- Implementing Zoning Ordinance
- Smart Code
- Objective Design Standards
- Active Transportation Plan
- Street Design Standards

Economic Feasibility – 2023

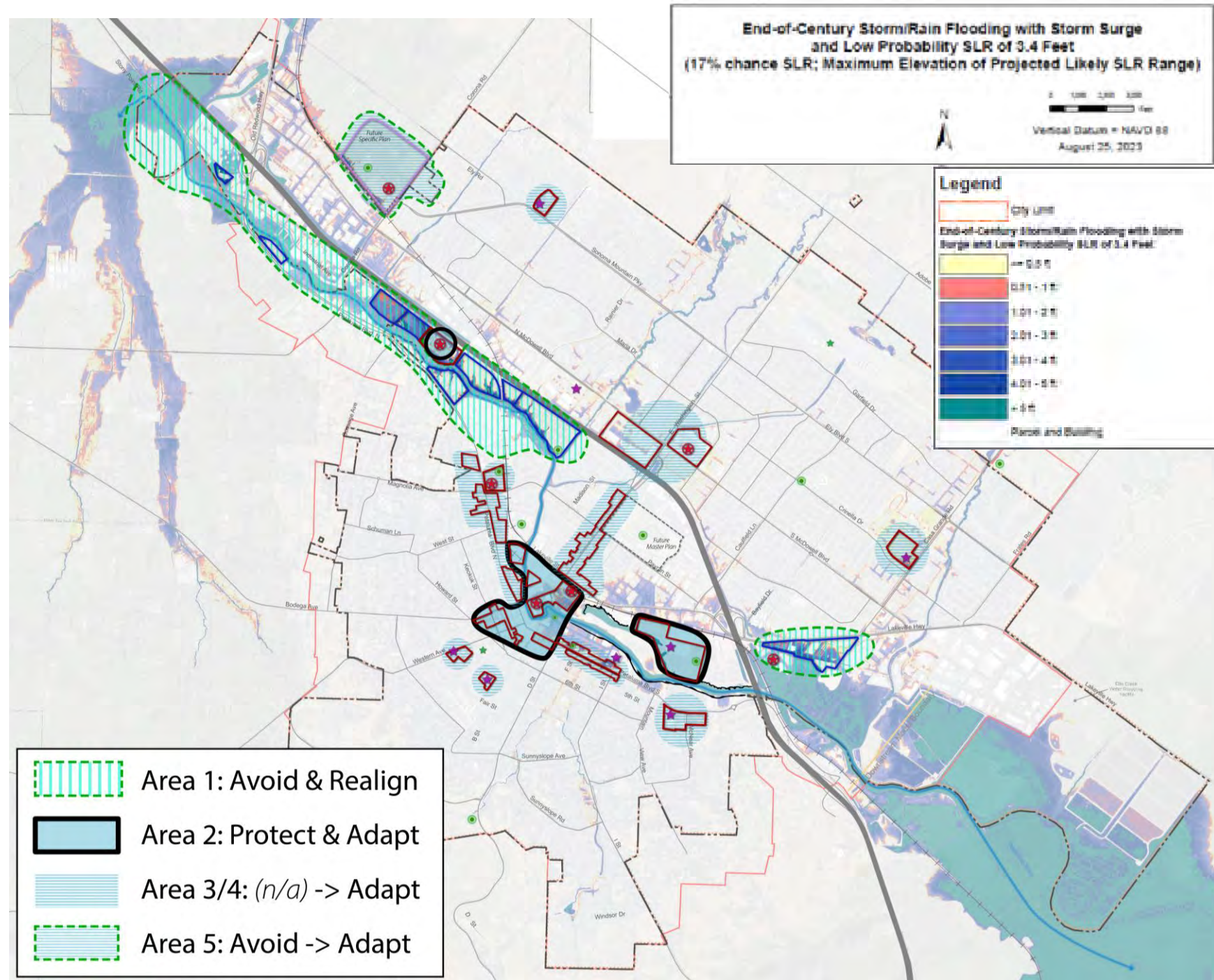
- **Higher-density rental housing products are *currently* generally financially infeasible in Petaluma due to a combination of:**
 - High regional construction costs (and soft costs)
 - Limited local rents/sales prices
 - Rents/sales in Petaluma are generally lower than those in core Bay Area locations
- **Suggestions to improve feasibility**
 - Reduce municipal impact fees
 - Reduce inclusionary requirements
 - Reduce parking requirements
 - Remove retail requirements (SmartCode shopfronts and Zoning Code land use tables)
 - Accommodate mass timber/prefab construction
 - Reduce entitlement time
 - Invest in amenities to raise rents/sales prices

Housing Element – Adopted early 2023

- Pipeline projects – currently or under construction soon
- Opportunity sites – where housing development is anticipated



SLR/Flood Resilience & Land Use Alternative Areas – 2023



Transportation Network and Land Use – 2024

Accessibility analysis of the draft active transportation network:

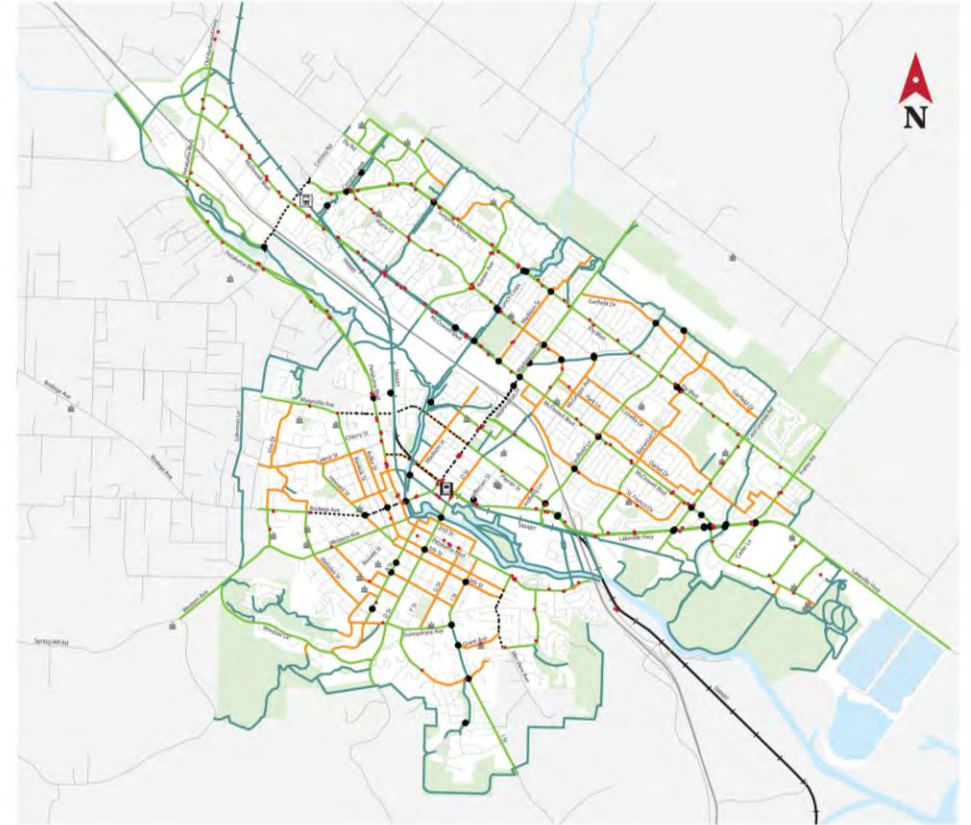
- Improvements in the active transportation network greatly improve access to city destinations in some places.
- But ***most improvements in accessibility result from land use changes*** that allow more people and destinations near the components of the transportation network

Envisioned Bicycle Network

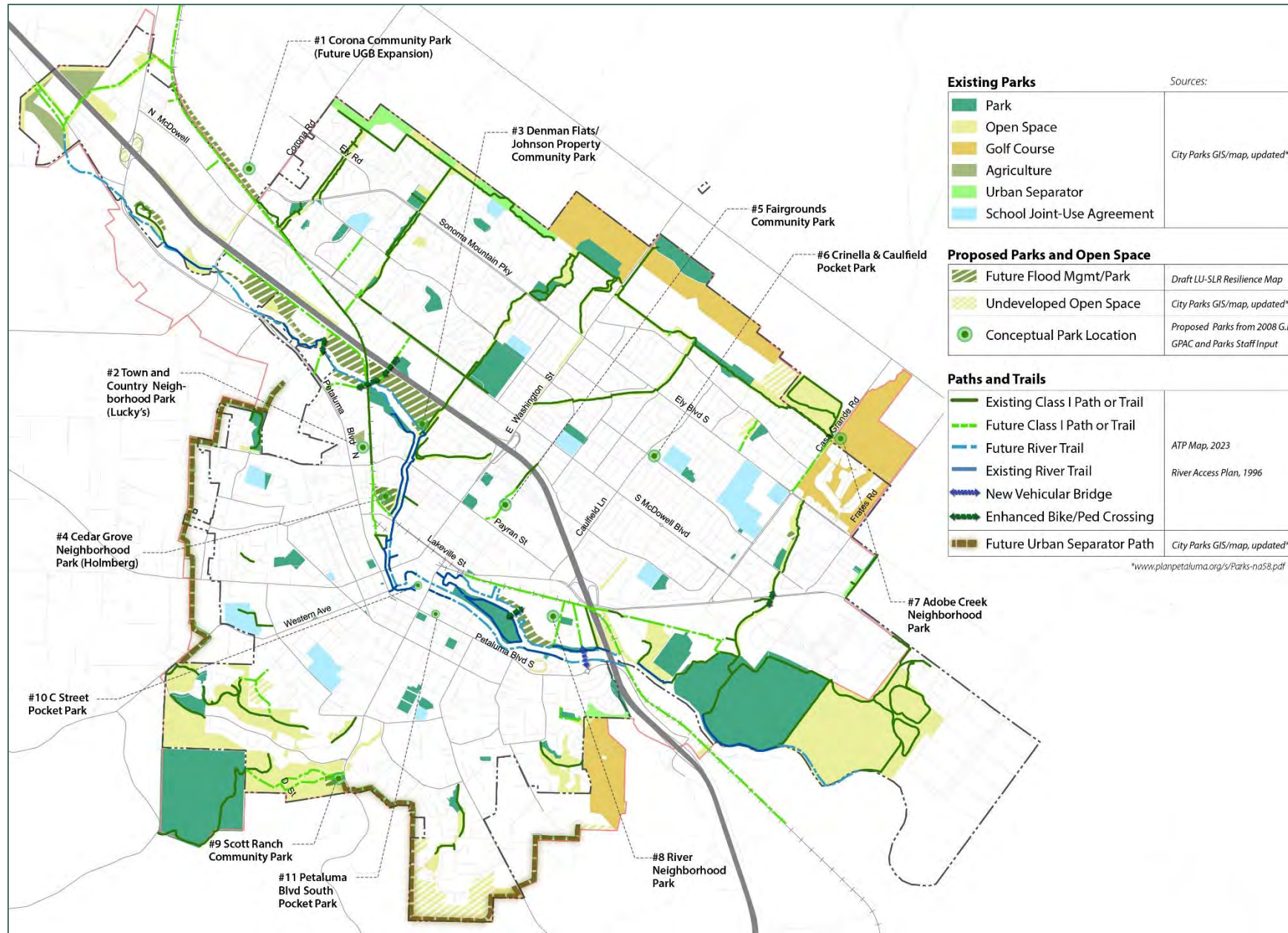
— Trails - off-street paths for bicycles and/or pedestrians, paved or unpaved
— On-Street Bike Lanes - painted on pavement with or without buffers or barriers from vehicle traffic
— Neighborhood Greenways - signage, lane markings, and traffic calming measures on small, residential streets for bikes and vehicles to share the road
— Facility type to be determined pending corridor study

● Intersection Improvements
● Bus Stops
■ Petaluma SMART Station
■ Petaluma North SMART Station (planned)
■ Parks
■ Schools

0 .50 1 2
Miles



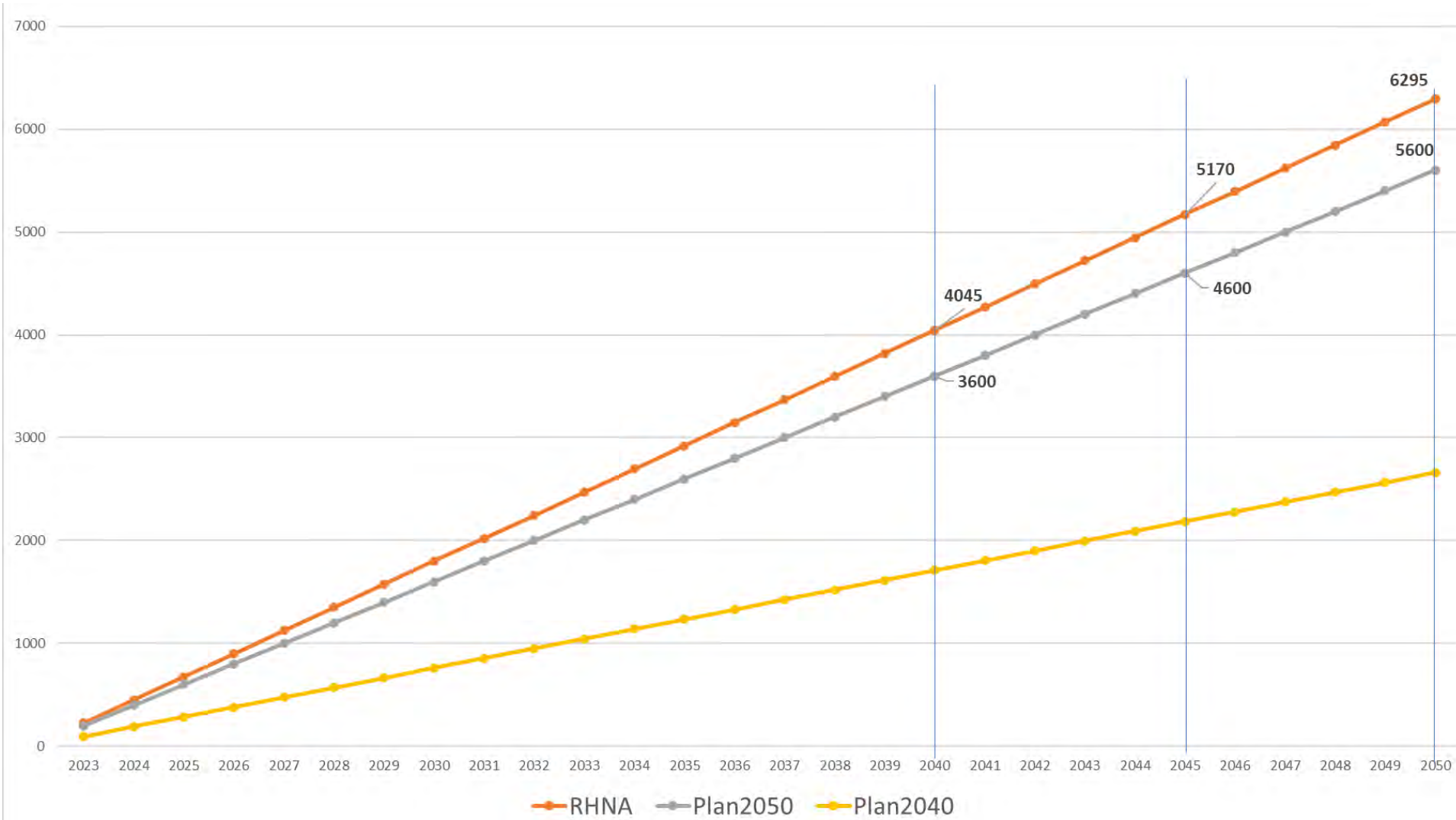
Proposed Parks & Open Space – 2024



#	Park Name	Typology
1	Corona (Future UGB Expansion)	Community
2	Town and Country (Lucky's)	Neighborhood
3	Denman Flats/Johnson Property	Community
4	Cedar Grove (Holmberg)	Neighborhood
5	Fairgrounds	Community
6	Crinella & Caulfield	Pocket
7	Adobe Creek	Neighborhood
8	River	Neighborhood
9	Scott Ranch	Community
10	C Street	Pocket
11	Petaluma Boulevard South	Pocket

Sources: Open Data Petaluma website, City of Petaluma General Plan 2025

Projections: Plan for ~3,000 Additional Units



- **Target:**
~3,000 new units
- ~5,000 total new units
- ~2,000 units in the pipeline
- **Target:**
650,000 sf industrial;
350,000 sf office;
100,000 sf retail

We may not need to plan for infinite growth

California Looks Into the Future — and Sees Fewer Californians

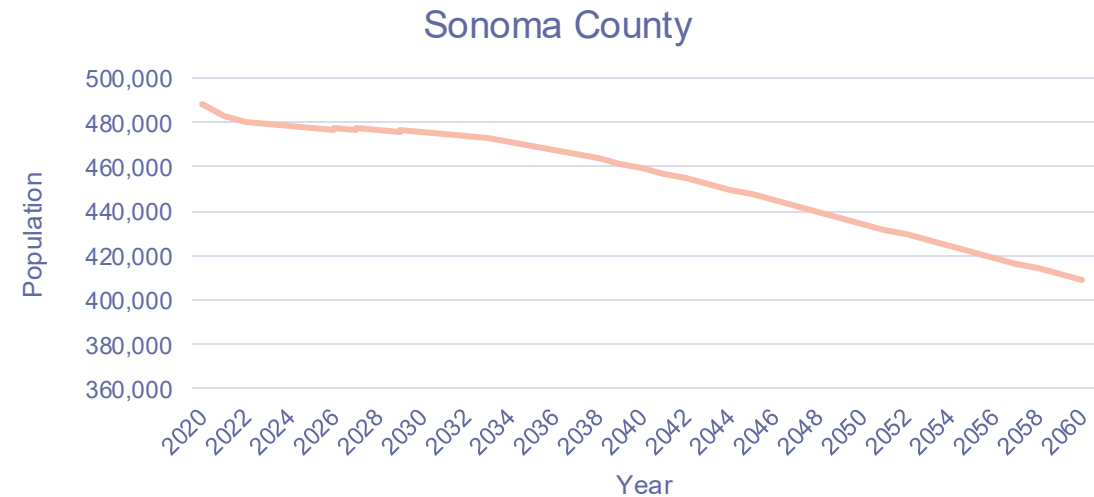
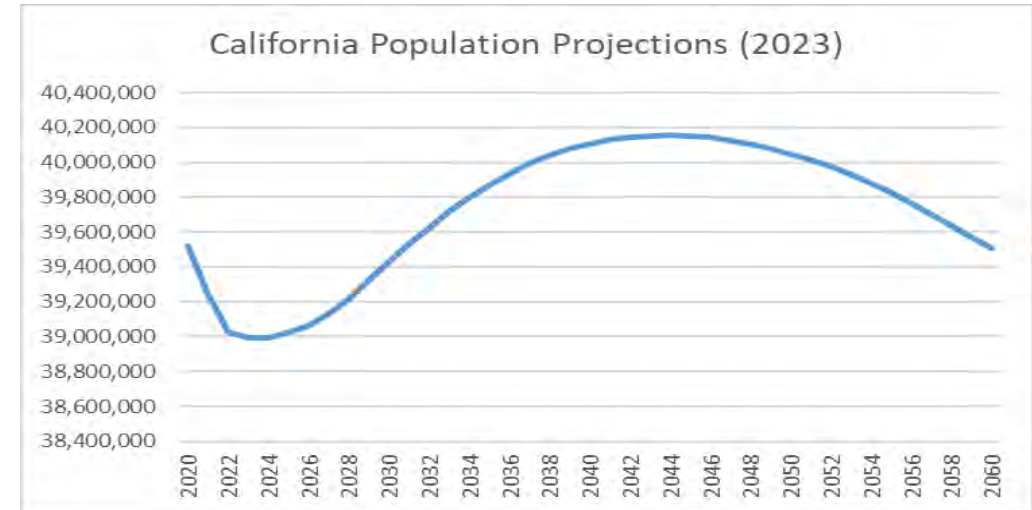
- For first time, long-run forecasts show population same as now
- Most populous state already lost 1 House seat, may shed more



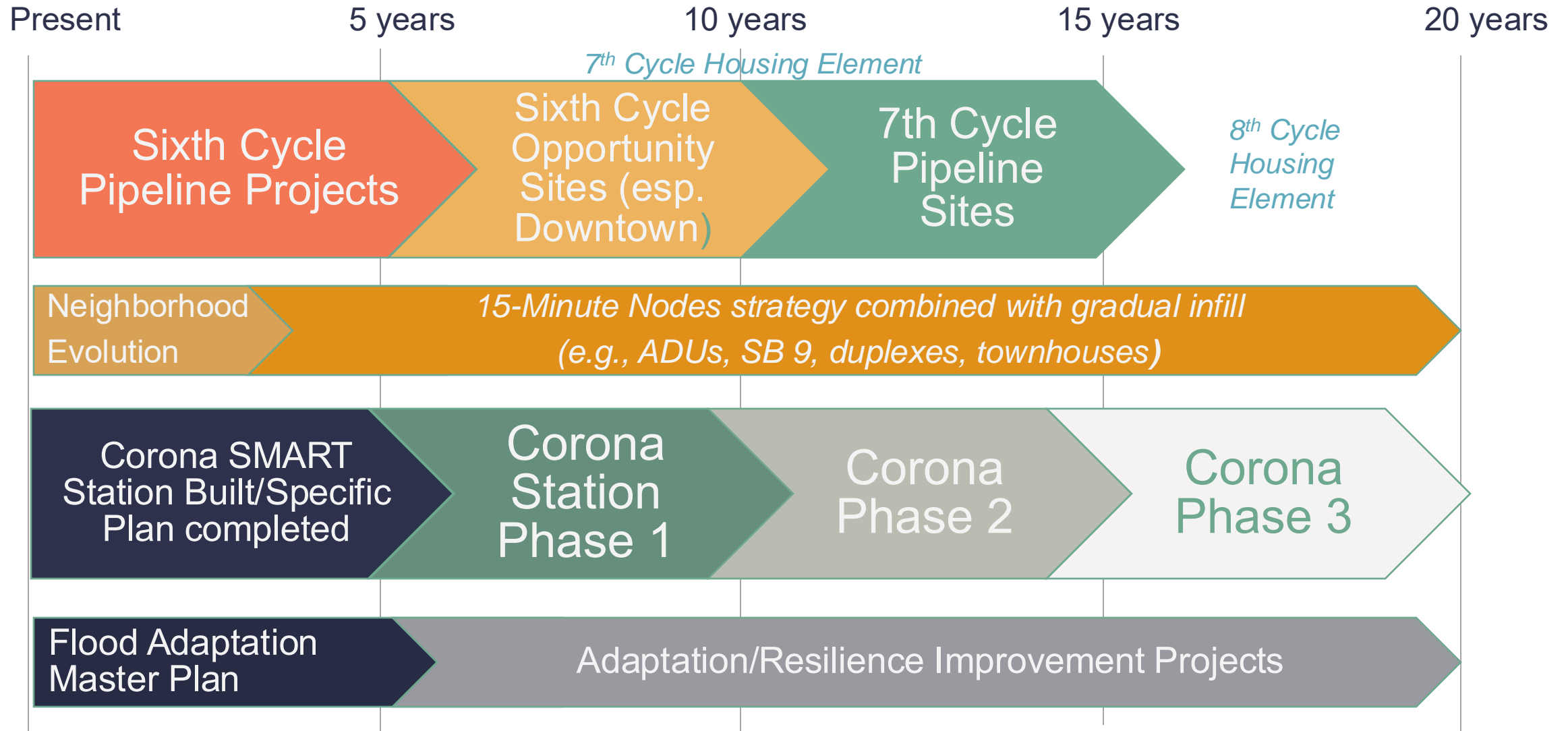
Venice Beach, Los Angeles. Photographer: Patrick T. Fallon/Bloomberg

By [Alexandre Tanzi](#) and [Eliyahu Kamisher](#)

July 22, 2023 at 2:00 PM GMT+1



Conceptual Phasing for Future Growth



No Net Loss Analysis – 2024

- “No net loss” is not a major factor
- **Make strategic, vision/values-driven decisions** about future land use

Potential Changes in Allowed Capacity	~Gain/Loss (housing units)
Reduce River-Adjacent Capacity	-1,895
Sum of Lowest Options for Increasing Capacity	+2,228
Sum of Largest Options for Increasing Capacity	+10,446
Corona Station Priority Development Area Specific Plan	+ ?

April 2024 Planning Commission Feedback

Question 1: Support approach to resilience? YES, but be clear Petaluma will always remain a 'river town'

Question 2: Support citywide approach? YES, but explain other River-focused strategies and make sure enough capacity for growth is created ("no net loss")

Question 3: Right areas to ask the public? YES, but...

- Corridors, Corona, & other areas need holistic approach
- Not sure community should be asked about land use change in the Historic Agricultural Services District
- Helpful suggestions for communicating options for land use change & helping people visualize them

Question 4: Right 15-minute centers? YES, but...

- Provide more detail about 15-minute centers
- Needs are different in the east and west
- Concerned that not all neighborhoods have access (north, east, Arroyo)
- Expectations should be realistic
- Each center needs holistic approach, including change in land use

Land Use Policy Framework

Incorporates...

- Feedback from the GPAC in December and February
- City's feedback on the Administrative Draft
- Updated Parks and Open Space map
- April Flood Resilience Policy Framework
- April feedback from the Planning Commission and City Council

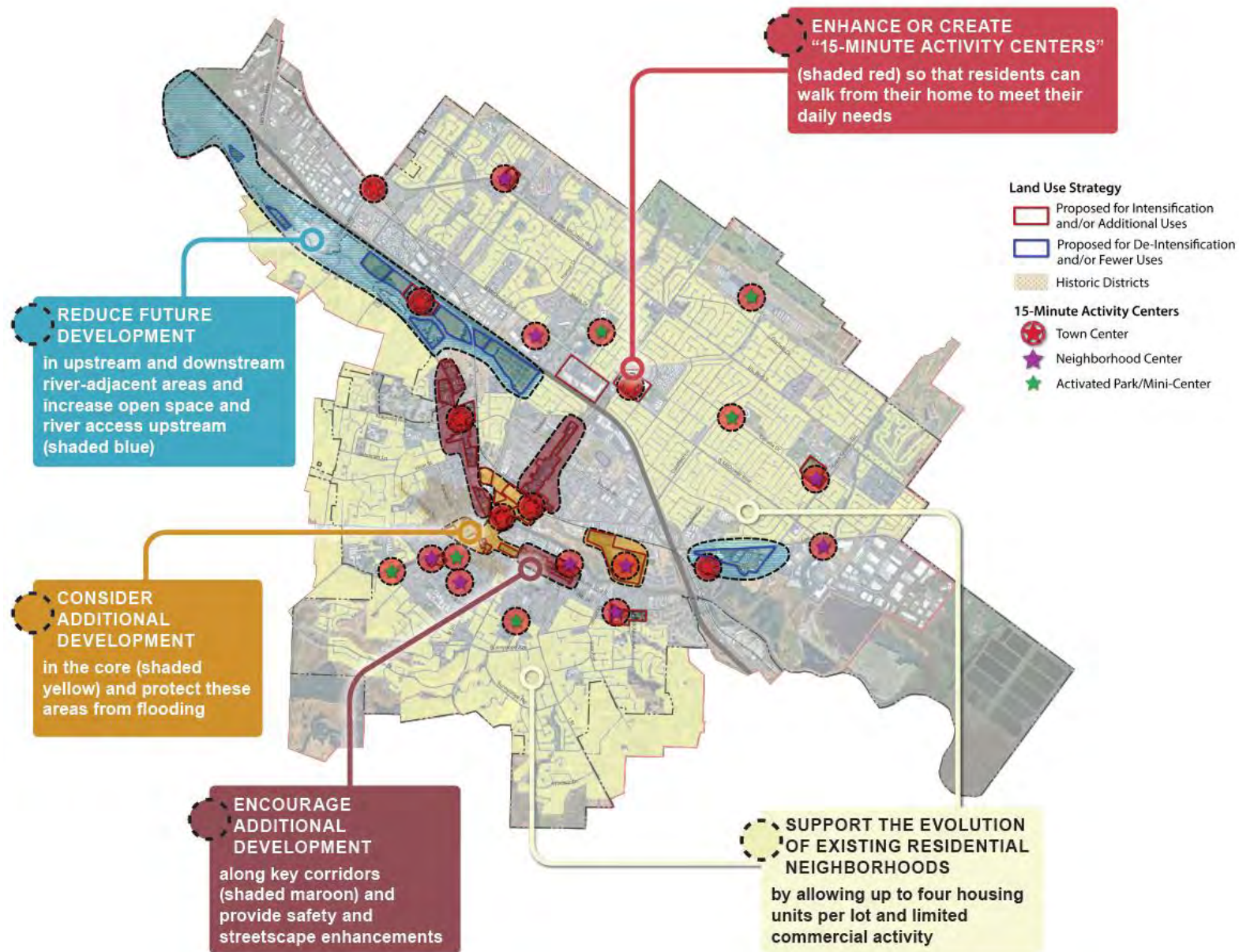
Changed...

- “Areas of Change”
 - Disaggregated downtown areas
 - Extended Central SMART area across Washington
- Added Lakeville Hwy Starbucks “Neighborhood Center”

Does not incorporate...

- Specific feedback on other policy frameworks

Future Land Use Focus



Context for Dialogue

Examples of Strategies in the Framework

The General Plan can't *will* the preferred future into existence, but it can...

- Reflect the preferred future settlement pattern in the Land Use **Designations** and **Map**
- Establish precise land use **policy**
- Specify necessary **code updates**, including zoning, building, incentives, etc.
- Align future land uses and **investments** in infrastructure and facilities
- Identify specific, functional, or other **plans** needed
- Specify and prioritize necessary **projects and programs**

Discussion

What combination of strategies is needed to...

- Revitalize the East Washington Street corridor?
- Transform the downtown SMART station / transit mall area?
- Create vibrant, mixed use 15-minute activity centers?
 - Deer Creek Village
 - Lucky's & Magnolia
 - Washington Square



Downtown SMART Station / Transit Mall Area Framework Strategies

- Fit land use designations / standards to preferred future
- Update code to facilitate mixed use development and integrate housing and/or live-work
- Update plans as appropriate
- Invest in the public realm, including wayfinding and public art
- Coordinate / collaborate with SMART, other transit agencies, MTC
- Establish as intra-city transportation hubs
- Make connecting streets/paths safe and comfortable
- Pro-actively pursue re/development



East Washington Corridor Framework Strategies

- Fit land use designations / standards to preferred future
- Prepare corridor plan: design guidelines, public realm / streetscape
- Anchor with 15-minute activity centers / SMART
- Add gateways



15-Minute Activity Center Framework Strategies

- Proactively identify centers by type
- Fit land use designations / standards to the preferred future
- Update codes to facilitate mixed use development, reduce parking, & integrate housing and/or live-work
- Add code requirements for master plans, major tenant improvements, etc.
- Pro-actively pursue re/development
- Invest in the public realm
- Establish as transportation hubs
- Make connecting streets/paths safe and comfortable

Overview: Draft Land Use Policy Framework

Land Use Policy Framework Outline

- Overview
- Introduction
- Land Use Drivers (as summarized above)
- Land Use Implementation
 - Development Review
 - Code Updates
 - Specific and Other Plans
 - Other Implementation Actions
- Land Use Foundations
 - Designations (and potential changes)
 - Land Use Map (and Areas of Change options)
- Chapter 1: Citywide Evolution
 - UGB
 - Open Space
 - Infill
 - TOD
 - River

Land Use Policy Framework Outline

- Chapter 2: 15-Minute City

- Activity Centers
- Residential Density
- Diverse Uses
- Infrastructure

- Chapter 3: Design & Character

- Sense of Place
- Gateways & Corridors
- Design
- Sustainable Development

- Chapter 4: Subarea Policies

- Glossary

Land Use Foundations

Land Use Designations

- Purpose
- Land Use Designations
- Potential Changes to Consider

Land Use Map

- Purpose
- Areas of Change Options
 - River-adjacent
 - Core, Corridors, 15-minute Centers

Land Use Designations

Residential

- *New*: Urban Density Residential

Commercial

- *New*: Maker/Microbusiness

Industrial and Agricultural

- *New*: Thoroughfare District

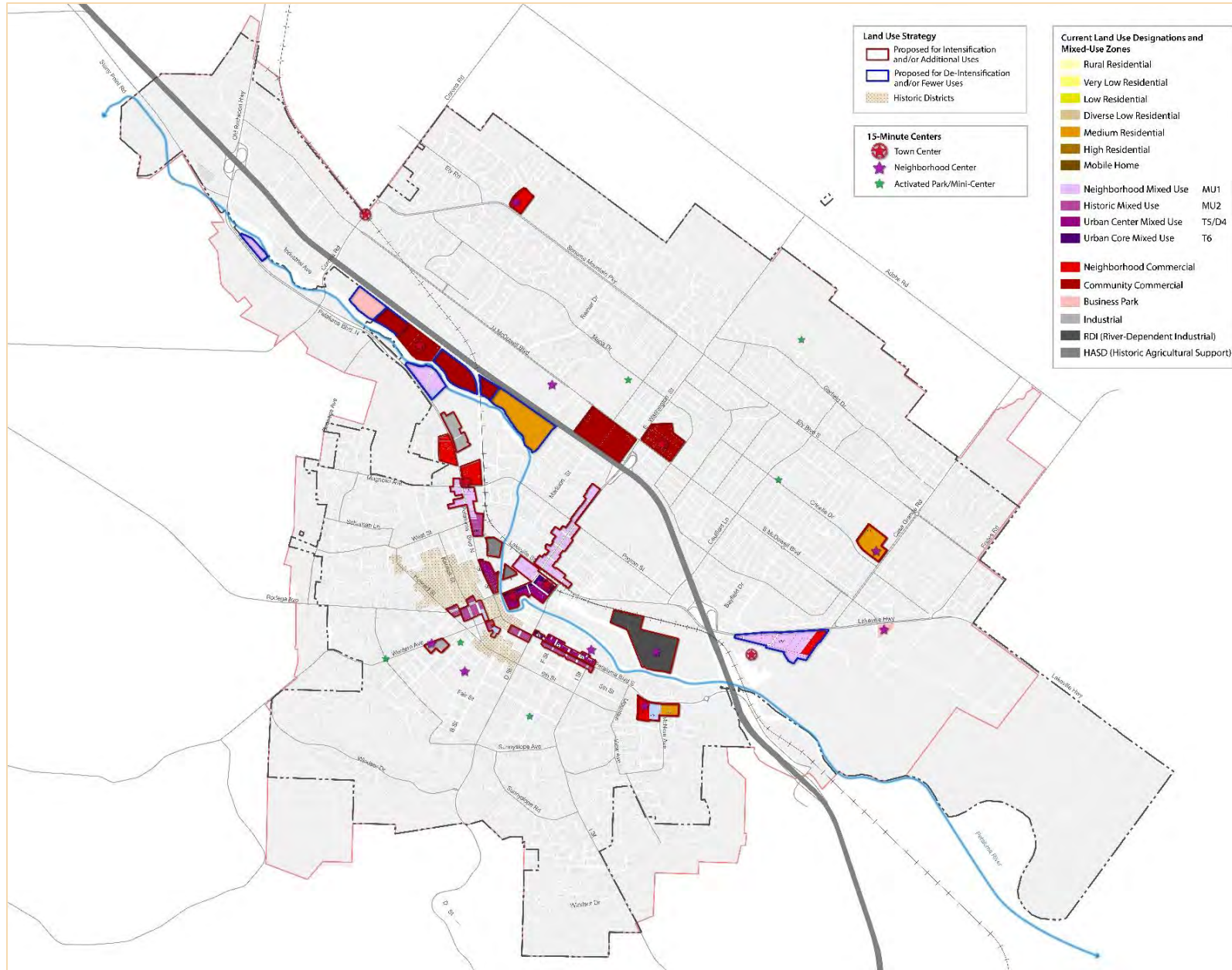
Public and Educational

- *New*: Railroad District

Mixed Use

- *New*: Neighborhood Center Mixed Use
- *New*: Neighborhood Corridor Mixed Use
- *New*: Downtown Mixed Use
- Revised: *Urban/Town Center* Mixed Use
- *New*: Urban Corridor Mixed Use
- *New*: Urban Core Mixed Use
- *New*: Station Mixed Use
- *New*: Flex

Areas of Change Map



Goals – Chapter 1: Citywide Evolution

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.

Goal LU-1: Urban Growth Boundary (Measure Y).

- Policy LU-1.1: Annex areas outside of city limits and within the UGB.
- Policy LU-1.2: Ensure a holistic approach for major annexations (larger than 10 acres).
- Policy LU-1.3: Facilitate compatible joint uses.

Goal LU-2: Surrounding open space is preserved.

- Policy LU-2.1: Extend the Urban Separator.
- Policy LU-2.2: Extend the Urban Separator with the UGB.
- Policy LU-2.3: Encourage non-urban land uses outside the UGB.
- Policy LU-2.4: Preserve scenic ridgelines and hillsides.

Goal LU-3: Development is focused within existing City boundaries.

- Policy LU-3.1: Facilitate infill development.
- Policy LU-3.2: Facilitate higher density housing development.
- Policy LU-3.3: Facilitate mixed-use development.
- Policy LU-3.4: Allow flexibility in building form and use.
- Policy LU-3.5: Ensure necessary infrastructure.

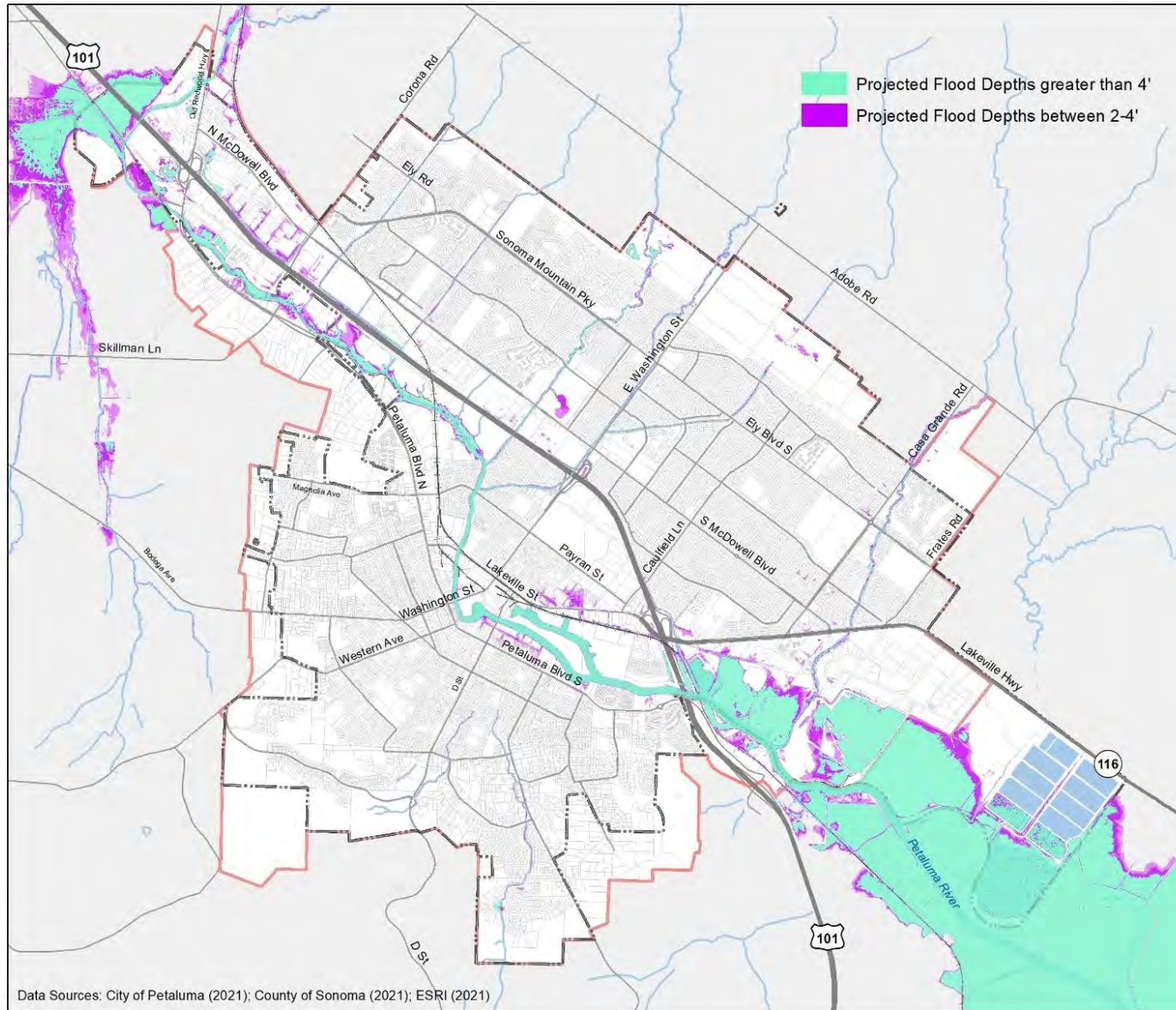
Goal LU-4: Development is prioritized near transit.

- Policy LU-4.1: Update Specific Plans.
- Policy LU-4.2: Develop transit-oriented communities.

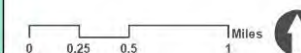
Goal LU-5: Land uses along the Petaluma River advance ecological, resilience, and public access goals.

- Policy LU-5.1: Preserve open space along the Petaluma River.
- Policy LU-5.2: Enhance focused riverfront development.
- Policy LU-5.3: Enhance riparian areas.
- Policy LU-5.4: Maximize access to the Petaluma River.
- Policy LU-5.5: Support mobile home park flood mitigation.

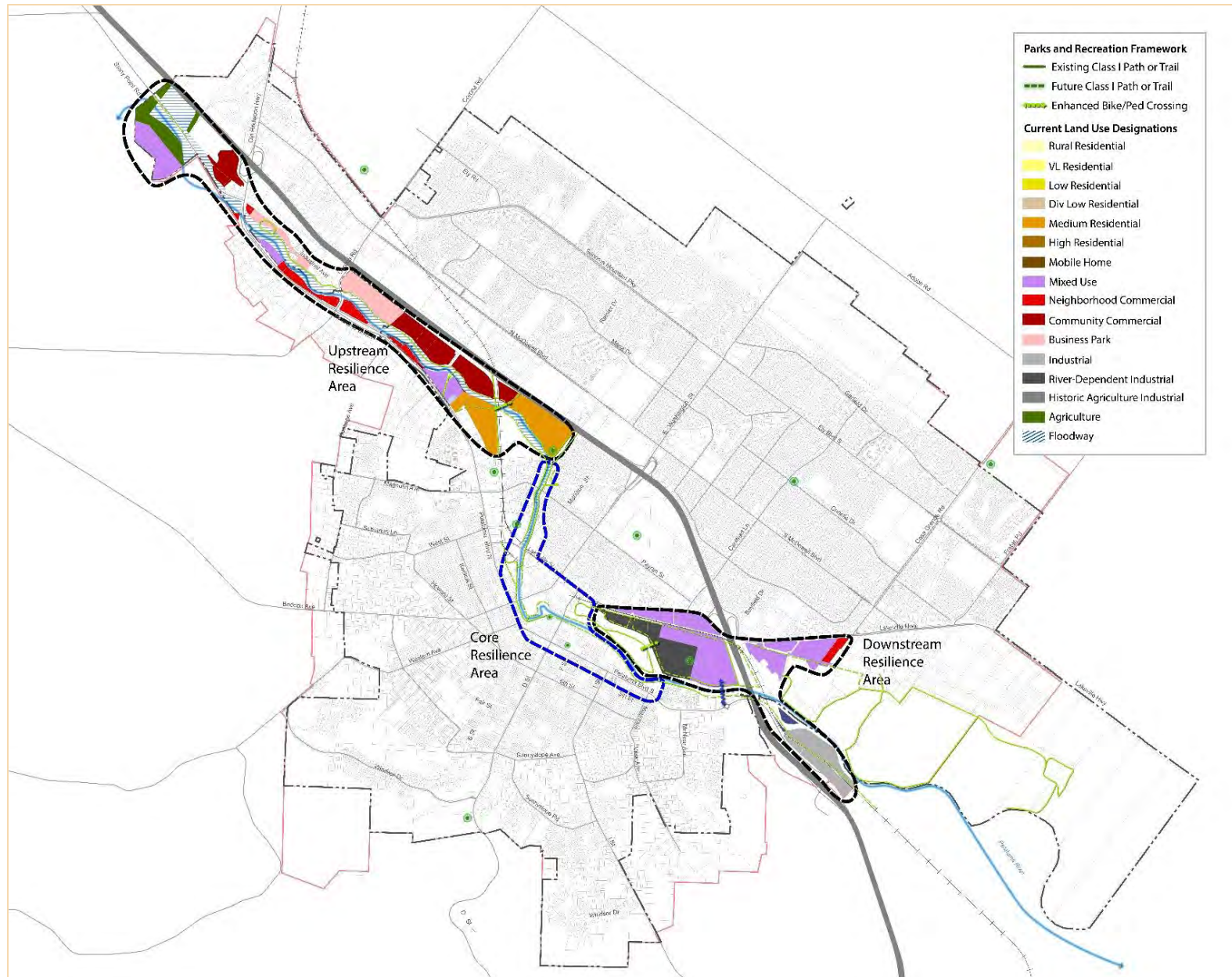
Buffer and Retention Areas



Buffer and Retention Areas



Upstream, Core, and Downstream Resilience Areas



Goals – Chapter 2: 15-Minute City

Goal LU-6: 15-minute walk to activity centers.

Goal LU-7: Residential neighborhoods provide middle-density housing options.

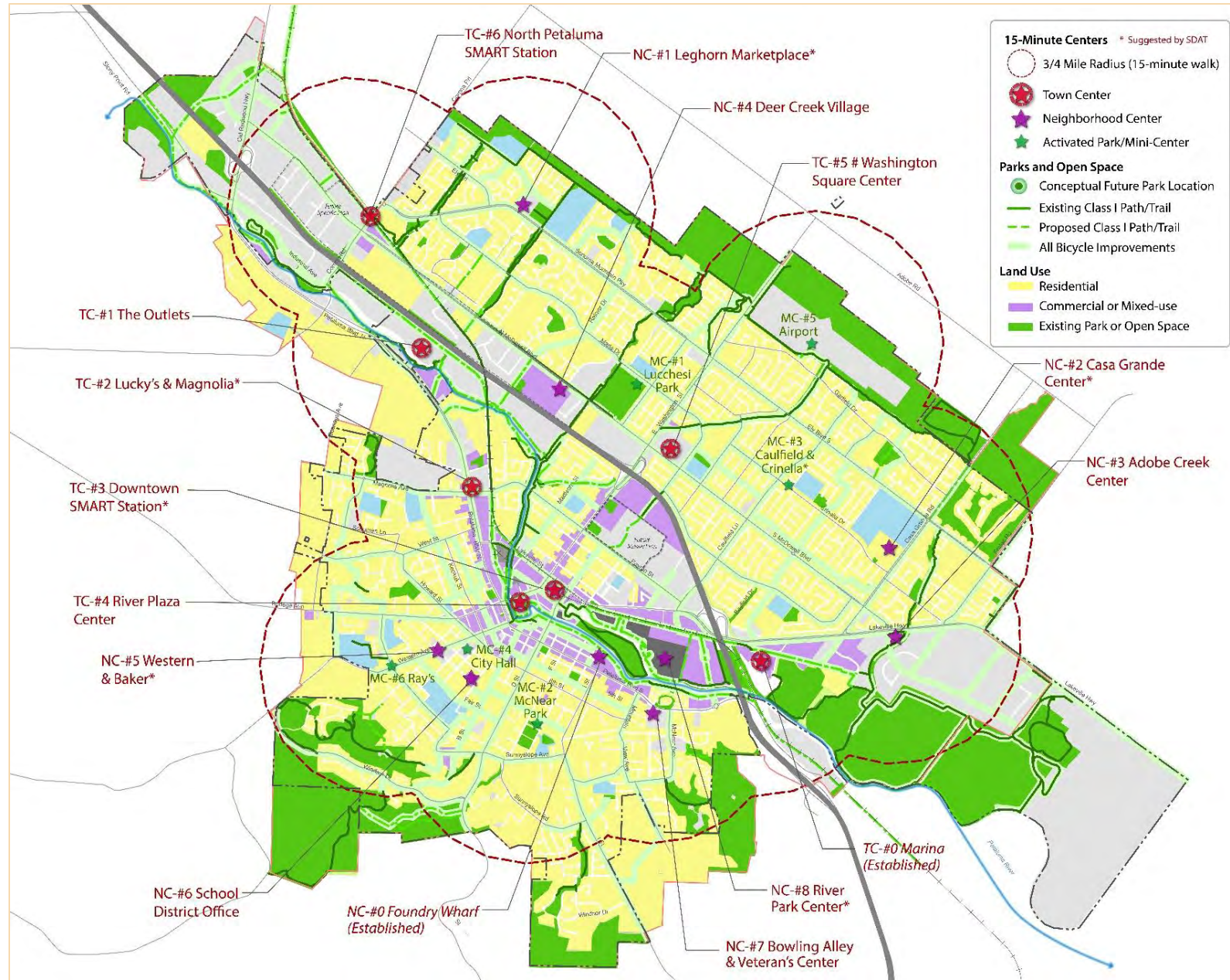
Goal LU-8: Neighborhoods add non-residential uses.

Goal LU-9: Public realm, civic, mobility, and infrastructure improvements support activity centers.

Goal LU-6: 15-minute walk to activity centers.

- Policy LU-6.1: Establish 15-minute activity centers.
- Policy LU-6.2: Create or enhance Town and Neighborhood Centers
- Policy LU-6.3: Facilitate the redevelopment of regional shopping centers into Town Centers.
- Policy LU-6.4: Facilitate the redevelopment of neighborhood shopping centers.
- Policy LU-6.5: Activate community parks and mini-centers.

15-Minute Activity Centers



15-Minute Centers – Town Centers

- Major destination that serves the whole City
 - Near highest-frequency transit; designed as a 'park-once' district / TOD
 - Ideally contains housing, retail, and employment
 - Large-scale horizontal and vertical mixed use (3-6 stories)
- Primary Land Uses or Activities
 - Public Gathering Space
 - Multifamily Housing
 - Regional Services, Retail, and Amenities
 - Local Services, Retail, and Amenities
- Secondary Land Uses or Activities
 - Office and Medical Office
 - Missing Middle Housing

Town Centers



15-Minute Centers – Neighborhood Center

- Vibrant “third place” for socializing and meeting some daily needs ($\frac{3}{4}$ mile catchment area)
 - Vertical mixed-use where financially feasible; otherwise, horizontal
 - Connected to multimodal and transit networks
 - Smaller scale; 1-3 stories
- Primary Land Uses or Activity
 - Community Gathering Space and/or Park
 - Community Programming
 - Local Services, Retail, and Amenities
 - Live/Work, Maker/Flex, Coworking
- Secondary Land Uses or Activity
 - Missing Middle Housing
 - Civic Use or Government Office

Neighborhood Center



15-Minute Centers – Activated Park/Mini-Center

- Key existing civic spaces, cafes, and parks that get enlivened
 - Peppered throughout neighborhoods, more towards the edges
 - Easy to walk, bike, and roll to
 - Something fun and inexpensive happening
- Primary Land Uses or Activity
 - Community Gathering Space
 - Parks and Recreation
 - Community Programming (Food Trucks)
- Secondary Land Uses or Activity
 - Food Retail or Concessions
 - Civic Use or Government Office

Activated Park/Mini-Center



Goal LU-7: Residential neighborhoods provide middle-density housing options.

- Policy LU-7.1: Expedite ADU construction.
- Policy LU-7.2: Facilitate the integration of duplexes, triplexes, and fourplexes into single-family residential zones.
- Policy LU-7.3: Facilitate infill residential development.

Goal LU-8: Neighborhoods add non-residential uses.

- Policy LU-8.1: Integrate commercial uses into neighborhoods.
- Policy LU-8.2: Expand home occupations.
- Policy LU-8.3: Integrate live/work and work/live units, as defined in the SmartCode.
- Policy LU-8.4: Allow community food production.

Goal LU-9: Public realm, civic, mobility, and infrastructure improvements support activity centers.

- Policy LU-9.1: Design for gathering and connectivity.
- Policy LU-9.2: Make activity centers transportation hubs.
- Policy LU-9.3: Improve the safety, comfort, and sustainability of streets connecting to 15-minute activity centers.

Goals – Chapter 3: Community Design & Character

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.

Goal LU-10: Strong identity and sense of place.

- Policy LU-10.1: Maintain heritage landmarks.
- Policy LU-10.2: Be flexible with river-dependent land uses.
- Policy LU-10.3: Steward the Petaluma Fairgrounds.

Goal LU-11: Welcoming gateways and corridors.

- Policy LU-11.1: Enhance city entry points.
- Policy LU-11.2: Improve corridor aesthetics.

Goal LU-12: High quality design.

- Policy LU-12.1: Pioneer design guidelines and development standards.
- Policy LU-12.2: Encourage design excellence.

Goal LU-13: Development is sustainable.

- Policy LU-13.1: Advance sustainable design and development.
- Policy LU-13.2: Reduce development waste.
- Policy LU-13.3: Support adaptive re-use.

Chapter 4 Subareas

Downtown

Washington
Corridor

Washington
Core

Lakeville
Highway

Payran-
McKinley

Petaluma
Boulevard
South

Petaluma Blvd.
North, Beyond
Cinnabar Ave.

Petaluma Blvd.
North, South of
Cinnabar Ave.

Petaluma
River

West Hills

South Hills

North
McDowell
Blvd.

North East

South East

West

Where to Focus

Get oriented...

- Skim through Land Use Implementation
- Start at Overview of Land Use Direction

Focus on...

- Land Use Designations
- Areas of Change
- Shifts in Land Use Direction (beginning of Chapter 1)
- 15-Minute City (Chapter 2)

What feedback do you have?

- 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 clear direction from the community as outlined in the visioning materials, does the Draft Land Use Framework **implement that vision?**
- **Written comments appreciated – before September 10 meeting**