Petaluma GP Policy Frameworks - PlanFest Feedback Summary
The City of Petaluma held a community engagement event to gather feedback on draft General Plan materials on May 11, 2024.

Arts and Culture

There were 53 total comments on the Arts & Culture Framework during PlanFest on 5/11/24. The goals & policies most commented on in the Arts & Culture Framework were:
- Policy AC-6.3: Explore the creation of an arts district (10 comments)
- Policy AC-2.2: Establish public and private funding options (7 comments)
- Policy AC-3.2: Diversify and expand the City's public artwork collection (7 comments)
- Goal AC-2: Strong City Arts and Culture Programs (6 comments)
- Goal AC-6: Regional Creative Center (6 comments)
- Policy AC-4.2: Use art to connect the East and West side neighborhoods (5 comments)
- Policy AC-1.1: Integrate arts into City projects (5 comments)

Key Themes & Relevant Goals/Policies
- Sense of place and regional creative center: sentiment that arts make Petaluma distinctive & special, should be invested in & incorporated further (Goal AC-6, AC-4, AC-2)
- Public input on public art and artmaking: support for more opportunities (Goal AC-2, AC-4, Policy AC-1.2)
  - Involve all ages
  - Reduce commercial feel of some existing public art
- Building art into neighborhoods and neighborhoods around art (Policy AC-1.1, 1.2, 1.4, 4.2; Goal AC-6) :
  - Build on where artists already are to create arts district, but incorporate art throughout the rest of the City as well to reinforce hubs and neighborhoods (Policy AC-4.2)
    - Adaptive reuse of empty office space in conjunction with incorporating arts spaces in new developments
    - Arts district requires affordable housing
  - Opportunities to incorporate more art throughout the City, including in elements of the urban fabric like streetlights, intersections, the railing on Payram bridge, public bathrooms, & on micro transit vehicles (Policy AC-4.2)
  - Strategically locate art throughout the City where it's lacking (Goal AC-4, Policy AC-4.2)

- - ■ Use to develop sense of place
    - ○ Link arts, parks, and transit: opportunity to activate the fairgrounds with arts programs (Policy AC-3.2, AC-5.1)
  - Youth programs: support for opportunities for career development in the arts & the involvement of youth in public arts programs (Goal AC-3, Policy AC-2.2)
  - Funding: support for grants & affordability of arts studios in a potential arts district (Policy AC-2.2, AC-6.3)
  - Arts programs: support for expansion & maintenance of cultural & arts programming (Goal AC-2)

Economic Development

There were 54 total comments on the Economic Development Framework during PlanFest on 5/11/24. The goals & policies most commented on in the Economic Development Framework were:
- General feedback (19 comments)
- Goal ED-2: Equitable Economy (6 comments)
- Goal ED-1: Strong Economy (4 comments)
- Goal ED-6: New Businesses (4 comments)
- Policy ED-4.5: Invest in Downtown (4 comments)

Key Themes & Relevant Goals/Policies
- Equity & housing:
  - Support for developing affordable housing, note that developing luxury accomodations & housing will hinder goals of equity (Goal ED-2, Policy ED 2.1)
  - Support for converting shopping centers & vacant buildings to mixed-use, affordable, dense housing, particularly downtown (Policy ED-4.3, 4.5)
  - Development should support working people
- Business development:
  - Support for sustainable, regenerative businesses (Goal ED-1, Policy ED-1.6); new BIPOC-owned businesses (Policy ED-2.3); and local, small businesses (Policy ED-6.1)
  - Simplify permitting & planning for new businesses to aid development (Goal ED-6)
- Historic preservation:
  - Support for historic re-use, maintenance of historic character, & inclusion of historic preservation in Policy Framework

- ○ Note that economic development, growth of hotel stays & tourism should not come at the expense of historic preservation but work with it (Policy ED-4.1)
- Downtown (Policy ED-4.5)
  - ○ Support for high density, mixed use residential development to support workforce and walkability
  - ○ Expand economic focus beyond downtown to create multiple economic hubs on both sides of town

Flood Resilience

There were 37 total comments on the Flood Resilience Framework during PlanFest on 5/11/24. The goals & policies most commented on in the Flood Resilience Framework were:
- General comments (12 comments)
- Goal FR-3: Flood Adaptation Master Plan (7 comments)
- Goal FR-5: Future Looking Plans and Regulations (4 comments)

Key Themes & Relevant Goals/Policies
- Floodplains (Goal FR-3, FR-5)
  - ○ Development in floodplains and along river should be prohibited
  - ○ Support for habitat restoration, rewilding, and greenway
- Inform new design & development by current & future flood risks (Goal FR-1, FR-2, FR-5)
  - ○ Include future rainfall predictions to understand future risk
  - ○ Incorporate green & blue infrastructure into street design standards
  - ○ Carefully evaluate underground parking structures

Health, Equity, & Environmental Justice

There were 55 total comments on the Health, Equity, & Environmental Justice Framework during PlanFest on 5/11/24. The goals & policies most commented on in the Health, Equity, & Environmental Justice Framework were:
- General comments (11 comments)
- Goal HEEJ-9: Age Friendly (8 comments)
- Goal HEEJ-6: Safe and Sanitary Housing (4 comments)
- Goal HEEJ-4: Equitable Access to Services + Facilities (4 comments)
- Policy HEEJ-8.2: Advance Youth Civic Engagement (3 comments)
- Policy HEEJ-7.1: Promote Active Transportation (3 comments)
- Goal HEEJ-1: Public Health (3 comments)

Key Themes & Relevant Goals/Policies
- Youth & seniors: Support for age-friendly and inclusive spaces, resources, engagement, & activities (Goal HEEJ-9)
    - Support for connecting housing, jobs, transit, and childcare
    - Support for programming & civic engagement for youth & seniors
- Accessible services & facilities (Goal HEEJ-4, HEEJ-1)
    - Support for ADA-accessibility
    - Support for public bathrooms, warming & drying facilities
    - Support for mental health resources, addiction recovery support (Policy HEEJ-1.2)
- Active transportation: support for increasing non-car mobility, public transit connections, & pedestrian / bicycle access (Policy HEEJ-7.1)
- Environmental sustainability & equity:
    - Support for education around sustainability (Goal HEEJ-3)
    - Support for more urban green spaces, tree canopy (Policy HEEJ-3.3)
    - Support for Greenway
- Affordability & housing (Goal HEEJ-6)
    - Support for maintaining Petaluma's affordability for future generations
    - Support for multi-family housing, add regulations for rentals to ensure livability
    - Review short-term vacation rental policies and potential hotel developments to understand impacts on community

Historic Resources
There were 42 total comments on the Historic Resources Framework during PlanFest on 5/11/24. The goals & policies most commented on in the Historic Resources Framework were:
- General comments (8 comments)
- Goal HR-1: Historic Resources Policies, Programs, and Processes (7 comments)
- Policy HR-1.1: Maintain Existing Historic Districts (5 comments)
- Policy HR-3.1: Encourage Retrofit and Rehabilitation (4 comments)
- Policy HR-1.4: Provide Incentives for Encouraging Preservation (3 comments)

Key Themes & Relevant Goals/Policies
- Support for creation of catalog & survey of all historic buildings (Goal HR-1)

- Support for protection of downtown historic district and utilization of existing buildings (Goal HR-1, Policy 1.1)
    - Support for incorporation of affordable housing in existing buildings (Policy HR-3.1: Encourage Creative Adaptive Re-use)
    - Resistance to raising height limits on new construction in historic downtown area (Policy HR-1.1)
- Sentiment that overlay process ignores historic character
- Parks and agriculture (Policy HR-2.2):
    - Support for protecting grain mills, water towers, and ongoing agricultural uses
    - Support for considering and restoring historical ecology in parks and river
    - Support for promoting Native American riverfront history & wayfinding (Policy HR-5.2)

Governance & Implementation

There were 37 total comments on the Governance & Implementation Framework during PlanFest on 5/11/24. The goals & policies most commented on in the Governance & Implementation Framework were:
- General comments (8 comments)
- Goal GOV-2: Transparent Government & Engaged Community (7 comments)
- Policy GOV-2.3: Enhance commissions, committees, and boards (7 comments)

Key Themes & Relevant Goals/Policies
- Transparency:
    - Request for increased government transparency & involvement of community (Goal GOV-2)
    - Support for increased outreach to Spanish-speaking communities (Policy GOV-2.4)
- Commissions & committees:
    - Support for enhancing planning commission rather than outsourcing city planning to private contractors (Policy GOV-2.3)
    - Support for paying City Council members to diversify representation
    - Support for diversifying members of CCBs, include youth
- Support for expanding access to government processes through partnerships with schools and organizations and by expanding use of technology to gather input and share information (Policy GOV-4.3, GOV-2.5)

Infrastructure

There were 43 total comments on the Infrastructure Framework during PlanFest on 5/11/24. The goals & policies most commented on in the Infrastructure Framework were:

- General comments (10 comments)
- Goal IU-8: Renewable and Resilient Energy (5 comments)
- Policy IU-1.3: Maintain and expand water infrastructure (5 comments)
- Policy IU-1.4: Maintain water quality (3 comments)

Key Themes & Relevant Goals/Policies

- Resilient infrastructure (Goal IU-1, IU-2, Policy IU-1.3):
  - Strategically plan infrastructure for resilience before creating new developments
  - Support for green & blue infrastructure in street design standards and as management of stormwater (Policy IU-3)
  - Support for increased groundwater management, maintenance of stormwater systems, alignment with sewer system (Goal IU-2)'
  - Support for a local, resilient energy grid that doesn't rely on PG&E (Goal IU-8)
- Support for reducing demand of water (Policy IU-2.3)
- Support for City developing resilient & accessible high-speed internet (Goal IU-10)
  - Suggestion to work with internet providers to help low-income residents afford internet access (Policy IU-9.3)

Natural Environment

There were 42 total comments on the Natural Environment Framework during PlanFest on 5/11/24. The goals & policies most commented on in the Natural Environment Framework were:

- General comments (9 comments)
- Goal ENV-2: Healthy, Protected, and Productive Natural Lands (8 comments)
- Goal ENV-3: Water Resource Management (5 comments)
- Goal ENV-4: Green Infrastructure (5 comments)

Key Themes & Relevant Goals/Policies

- Protection & restoration:
  - Support for protection of existing natural resources (Lynch Creek, Petaluma River, oak woodland in Northern Petaluma, Corona, undeveloped riparian zones) (Goal ENV-2, Policy ENV-2.3)
  - Support for restoration of native plants and open spaces (Goal ENV-2)

- Green infrastructure:
  - Support for integrating green infrastructure & tree canopy with Complete Street Standards & general urban design (Goal ENV-4)
- Petaluma River:
  - Request to stop channelizing river, cease floodplain development, and restore creeks and riparian areas (Goal ENV-2, ENV-3, Policy ENV-3.1, ENV-3.2)
- Indigenous land stewardship:
  - Support for land rematriation and funding for indigenous land stewardship (Goal ENV-5, Policy ENV-5.1)
- Education:
  - Support for educational programs around creeks, water quality, environmental stewardship (Goal ENV-1)

Noise

There were 21 total comments on the Noise Framework during PlanFest on 5/11/24. The goals & policies most commented on in the Noise Framework were:
- Goal NOI-4: Transportation Noise (5 comments)
- Policy NOI-2.4: Reduce Property Maintenance Noise (4 comments)
- Goal NOI-1: Appropriate Sound Levels (3 comments)
- Policy NOI-3.3: Limit Noise from Special Events (3 comments)

Key Themes & Relevant Goals/Policies
- Support for reducing excessive noise, including from leaf blowers, loud mufflers, idling traffic, and special events (Goal NOI-4, Policy NOI-2.4, NOI-3.3)
- Mitigating noise impact:
  - Support for creation of sound barriers using native plants and trees (Policy NOI-2.3)
  - Support for creating areas with low noise and areas with higher noise (Goal NOI-1)

Parks and Recreation

There were 65 total comments on the Parks and Recreation Framework during PlanFest on 5/11/24. The goals & policies most commented on in the Parks and Recreation Framework were:
- Goal P-4: Interconnected Parks and Facilities Network (13 comments)

- General Comments (9 comments)
- Goal P-3: Petaluma River Recreation (6 comments)
- Goal P-6: Thriving Urban Forest (4 comments)
- Policy P-1.1: Create a city-wide plan for the future of Petaluma's parks and open spaces (4 comments)

Key Themes & Relevant Goals/Policies
- Petaluma River:
  - Support for park / open space along Petaluma River for flood protection, with walking / biking trails (Goal P-3, P-4)
- Interconnected Park Networks:
  - Support for expansion of pedestrian, bicycle, and transit networks to link parks and the city
  - Emphasis on active transportation
- Long-term planning:
  - Support for Parks & Recreation Master Plan (Policy P-1.1)
  - Support for strategic planning to connect land use planning with parks planning, to ensure connections to neighborhoods
- Urban forest:
  - Support for increased tree planting and maintenance of existing urban forest (Goal P-5)
  - Support for more fruit trees and food forests (Policy P-6.5)
- Facilities:
  - Support for expansion of sports & aquatic facilities (Goal P-1, Policy P-9.3)

Public Facilities
There were 21 total comments on the Public Facilities Framework during PlanFest on 5/11/24. The goals & policies most commented on in the Public Facilities Framework were:
- Goal FAC-1: High-Quality Public Facilities (5 comments)
- General comments (5 comments)
- GOAL FAC-2: Superior Educational Opportunities (4 comments)

Key Themes & Relevant Goals/Policies
- Public facilities:
  - Support for public bathrooms and public parking in Downtown (Goal FAC-1)
  - Support for library offering free small work environments

- - Note that street trees and urban forests are valuable public facilities and need maintenance
  - Support for more free youth programs, equitable school enhancements, and opportunities for youth to participate in community (Goal FAC-2)
  - Fairgrounds: support for maintenance of traditional uses and upgrades to include new uses

Transportation

There were 68 total comments on the Transportation Framework during PlanFest on 5/11/24. The goals & policies most commented on in the Transportation Framework were:

- Policy TP-3.4: Create a Low-Stress Walking and Bicycling Network (11 comments)
- Goal TP-1: Petaluma's Transportation Network Reimagined (8 comments)
- Policy TP-1.1: Develop a reliable and connected transportation network that fulfills the City's Vision (7 comments)
- General comments (7 comments)
- Goal TP-3: Equitable Access for All (6 comments)
- Policy TP-1.2: Develop Green Street Standards (6 comments)

Key Themes & Relevant Goals/Policies

- Bicycle & Pedestrian Networks:
  - Support for active transportation infrastructure, creation of safe, enjoyable, and accessible bicycle & pedestrian infrastructure for all streets (Policy TP-3.4)
    - Support for river access (Policy TP-1.3)
    - Support for green streets, vibrant and inviting public realm (Policy TP-1.2)
- Public Transportation:
  - Support for free / publicly funded public transportation
  - Support for more frequent & reliable public transportation (Goal TP-1, TP-3, Policy TP-1.1)
  - Support for transit access to parks and rural communities (Goal TP-1)
- Parking:
  - Support for more ADA parking and wheelchair accessible sidewalks (Goal TP-3)
  - Support for demand-responsive parking Downtown (Policy TP-5.4)

Safety

There were 14 total comments on the Safety Framework during PlanFest on 5/11/24. The goals & policies most commented on in the Safety Framework were:
- General comments (4 comments)
- Goal SAF-5: Critical Facilities Resiliency (4 comments)
- Goal SAF-3: Responsive Public Safety Services (3 comments)

Key Themes & Relevant Goals/Policies
- Public safety:
  - Support for targeted response agencies for mental health crises (Goal SAF-2)
  - Support for street safety, including safety on sidewalks, multi-use paths (Goal SAF-3)
  - Concern over capacity of existing facilities to handle future development
- Hazards, climate, and resources:
  - Concern over electricity storage (Goal SAF-5)
  - Support for regional collaboration on hazard management, water supply, drought plans (Goal SAF-5, SAF-6)
  - Support for Extreme Heat Plan (Goal SAF-6)