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**Date:** January 11, 2024  
**To:** General Plan Advisory Committee (GPAC) members  
**From:** General Plan Update Team  
**Subject:** January 18 GPAC Meeting

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We look forward to the GPAC meeting next Thursday, January 18, 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. This memo is intended to help you prepare for that meeting. Based on your input on the “areas of discussion” during the November meeting, the meeting will focus on refining alternatives for land uses and intensities in preparation for public input on potential changes in the General Plan land use designations and policy.

Members of the public in attendance at next week’s GPAC meeting will be invited to provide comments during General Public Comment 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 Christina Paul (cpaul@cityofpetaluma.org), the staff liaison to the GPAC.

## Land Use Alternatives

We greatly appreciate your feedback on the “areas of discussion” during November’s in-person meeting! Your input is summarized in the meeting summary (Attachment B).

Based on that input, we have focused and refined “alternatives” for changes in land use mix and intensity – the kinds of uses or buildings that are allowed, and how big or intense those uses or buildings can be. In the General Plan, the allowed uses and intensities are specified in the land use “designations” assigned to each parcel, such as open space, residential, commercial, or mixed-use. Those designations will be shown on the General Plan Land Use Policy Map, and zoning will have to be consistent with that map. General Plan land use policy and zoning are the foundation of the City Council’s ability to regulate and make decisions on land use.

Following the GPAC feedback, the next major step will be to get community input on the land use alternatives being considered. In preparation, during next week’s meeting, we will continue the “working discussion” of potential changes in land use designations, driven by these questions: On key opportunity sites, what land use options should we explore? On what mix of land uses, intensities, and heights should we invite community feedback?

To help you prepare for the meeting, and to support the discussion during the meeting, we have prepared the attached presentation slides (Attachment C) and an ArcGIS Online (AGOL) mapping tool, which is linked below. We recommend reviewing the presentation as a primer for the discussion at the upcoming meeting, and a basis from which to consider the mapping tool.

The online mapping application (map/app) tool provides a way for you to look at map layers in combinations that interest you or are relevant to a particular area of discussion. You can zoom into the map and turn layers on and off at will. Please keep in mind that this map was developed to help inform the General Plan Update process and that any proposed changes shown on the map are not final or approved. This map was developed to inform GPAC discussion and may be taken down for updates as needed.

Some basic user guidance for the AGOL is below.



# How to Navigate the ArcGIS (AGOL) Mapping Tool

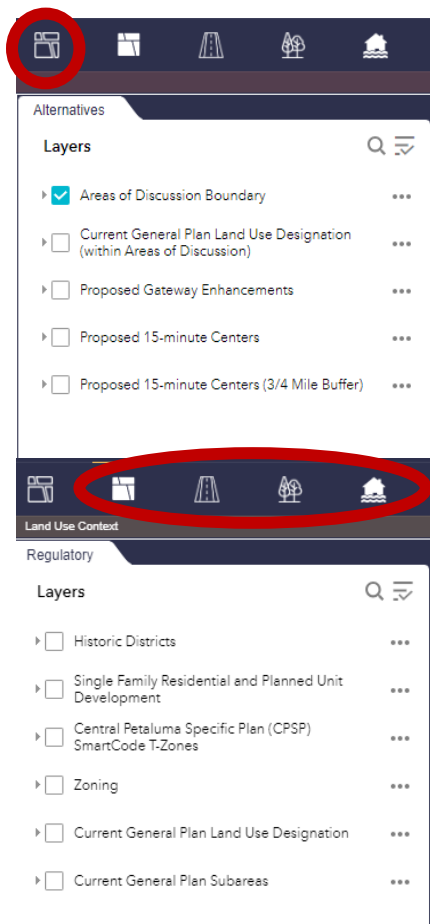
Link to Petaluma Land Use Alternatives Web Viewer:

[https://raimi.maps.arcgis.com/apps/webappviewer/index.html?id=4db152b2ace94ea1857a33c0306494d](https://raimi.maps.arcgis.com/apps/webappviewer/index.html?id=4db152b2ace94ea1857a33c0306494d8)

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## Navigation

1. Click on tabs (circled in red in the image below- these are at the top left of the window) to view groups of layers; turn layers on and off as desired by checking the boxes to the left of the layer title.
2.  The lefthand tab includes the Areas of Discussion Boundary, which are parcels where land use “alternatives” are being considered (i.e., where we’re considering changes in the General Plan land use designations). It also includes layers showing the existing General Plan designations in those areas, potential 15-minute centers, and proposed gateway enhancements.
3.  The next four tabs include layers of background and reference information, including land use regulatory layers (e.g., zoning), land use context (e.g., existing land uses), existing transportation networks, proposed transportation improvements, public facilities, parks and open space, housing element sites, SB 1000 disadvantaged communities, and end-of-century flood model forecasts.



You are welcomed to explore this map and the available data by zooming in and out, and turning various layers on and off. You can combine them in the way you find best informs your thinking. Please use the map/app as a tool to help you think through potential land use changes we have discussed, and/or which you would like to discuss. We look forward to hearing your thoughts at our next meeting.

As always, if you have any questions, please contact Christina Paul ([cpaul@cityofpetaluma.org](mailto:cpaul@cityofpetaluma.org)). Thank you!

**Attachments:**

Attachments A: Agenda

Attachment B: Summary notes from the November 16, 2023 GPAC meeting

Attachment C: Land Use Alternatives Presentation Slides