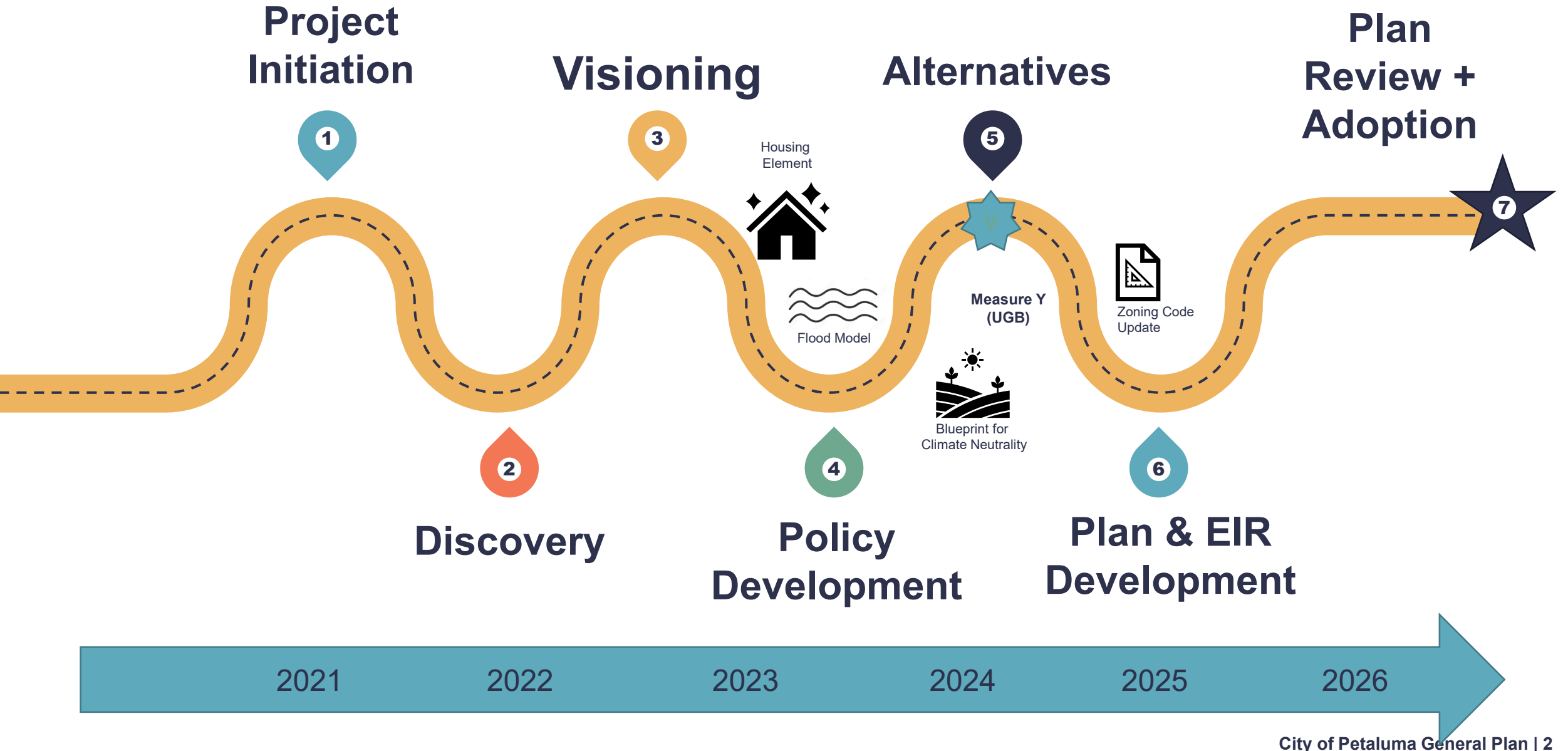


Recommended Land Use Designation and Map Changes

City Council | March 3, 2025

General Plan Update Roadmap



Extensive Community Engagement

- Over 30 public events: pop-ups, workshops, etc.
- Two rounds of CCB meetings
- 37 GPAC meetings
- Thousands of participants
- Several thousand comments

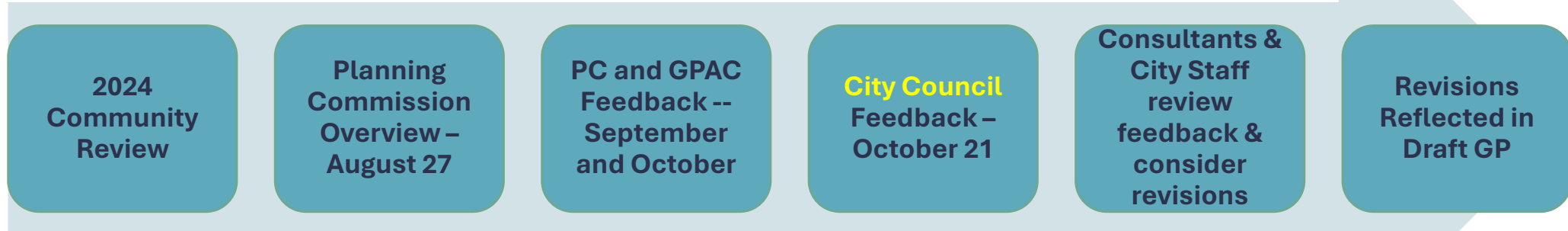


Policy Framework Review

Other 13 Policy Frameworks



Land Use Policy Framework

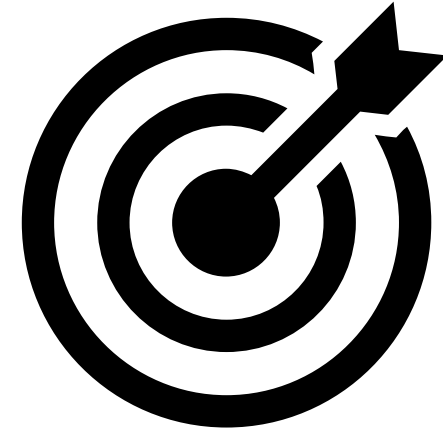


Land Use Map Pathway



Workshop Goals

1. Receive an overview of community input
2. Review land use recommendations within the Areas of Change
3. Discuss and provide (straw poll) direction on
 - Recommended changes in areas of change
 - Recommended changes to land use designations



Workshop Structure

- Overview Presentation
- Presentation, Public Comment, Council Discussion, and Council Direction
 - Upstream, River Park, & Downstream
 - Downtown & Downtown SMART
 - Corridors
 - Nodes
 - Designation Standards



Land Use Community Engagement

2024 Land Use Community Outreach

- Website
- Flyer/poster
- Banners
- Boosted social media
- School mailers
- KBYG Forum
- Email – weekly and standalone
- Argus ad



2024 Land Use Community Engagement

- Online feedback form
- Nine pop-ups (~240 participants)
- Two workshops (~110 participants)
- “Deep dive” review by the GPAC and the Planning Commission



2024 Land Use Open House Workshops

- Saturday, September 21,
10am – 1pm @ Fairgrounds
(Beverly Wilson Center)
- Wednesday, September 25,
5-8pm, Lucchesi Community
Center
- Stations: citywide, areas of
change
- Orienting presentation
- Staff, consultants, & GPAC on
hand



Focused Outreach Efforts

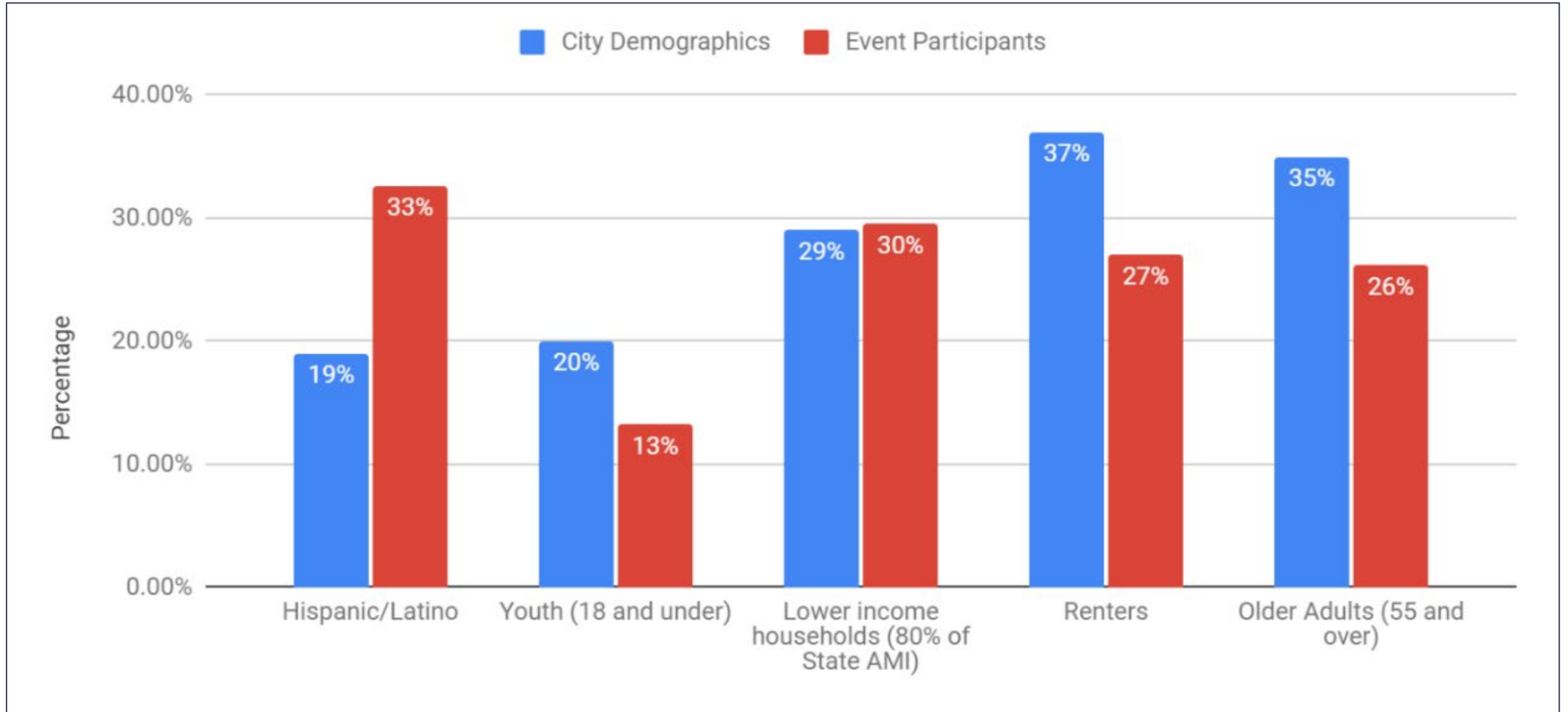
During Community-wide Engagement

- **Spanish Executive Summary:** online and at the Open Houses
- **Spanish-language Facilitators/Interpreters** at each Open House
- **Spanish-language Facilitators/Interpreters** at seven pop-up events
- **Spanish-language Pop-up:** Pop-up held at Café Puente's Spanish-only Festival de Banderas event
 - Poster boards in Spanish
 - Spanish-language Facilitators/Interpreters

Focused Engagement: Winter 2025

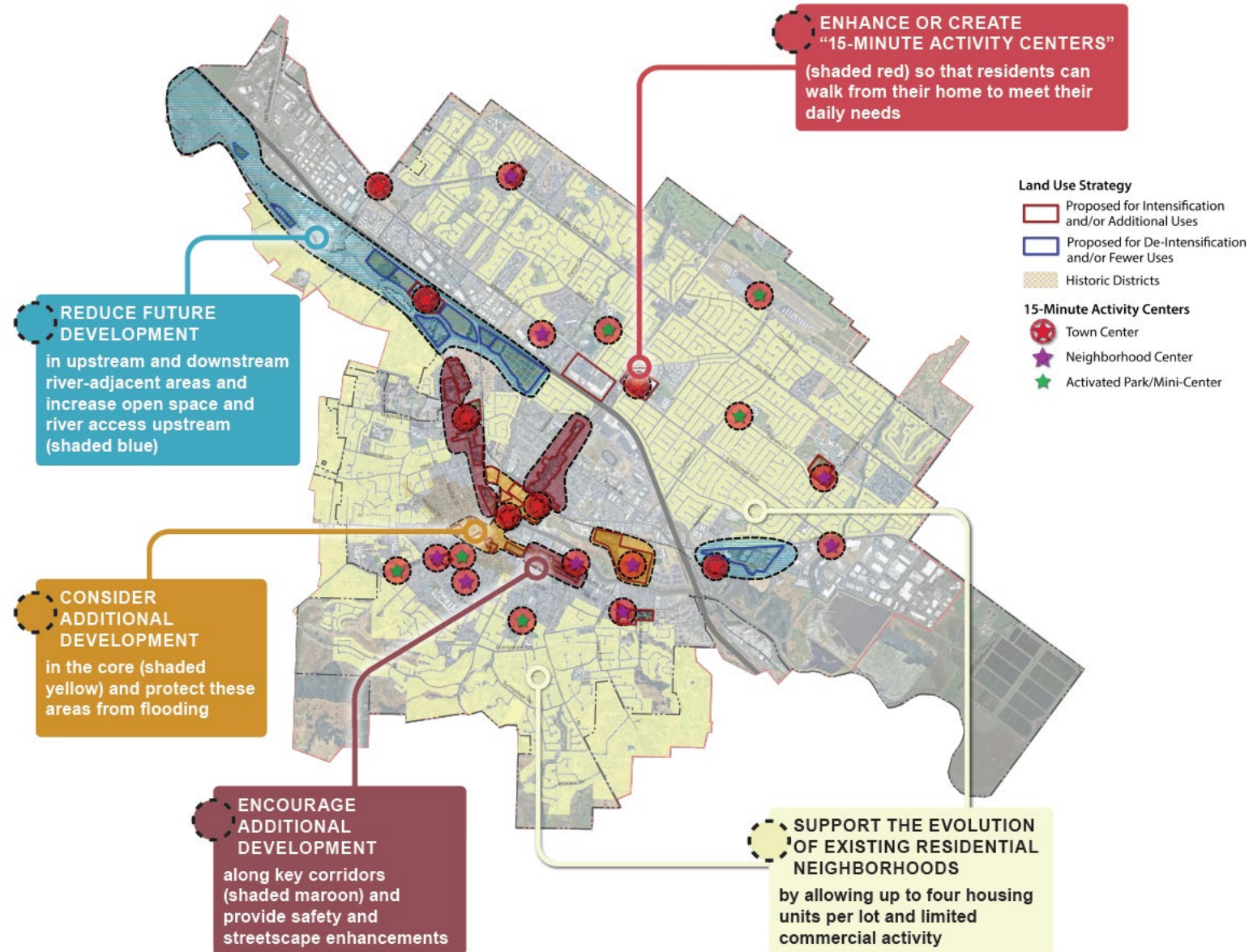
- **Targeted Outreach** to community-based organizations serving traditionally underserved / under-resourced (e.g., low-income, BIPOC, immigrants, youth)
 - Petaluma Family Resource Center
 - Café Puente
 - High schools
- **Listening Sessions:** engaging, fun, and culturally relevant in-person discussions that engage multiple styles of learning

Community Participation



Area of Change Recommendations

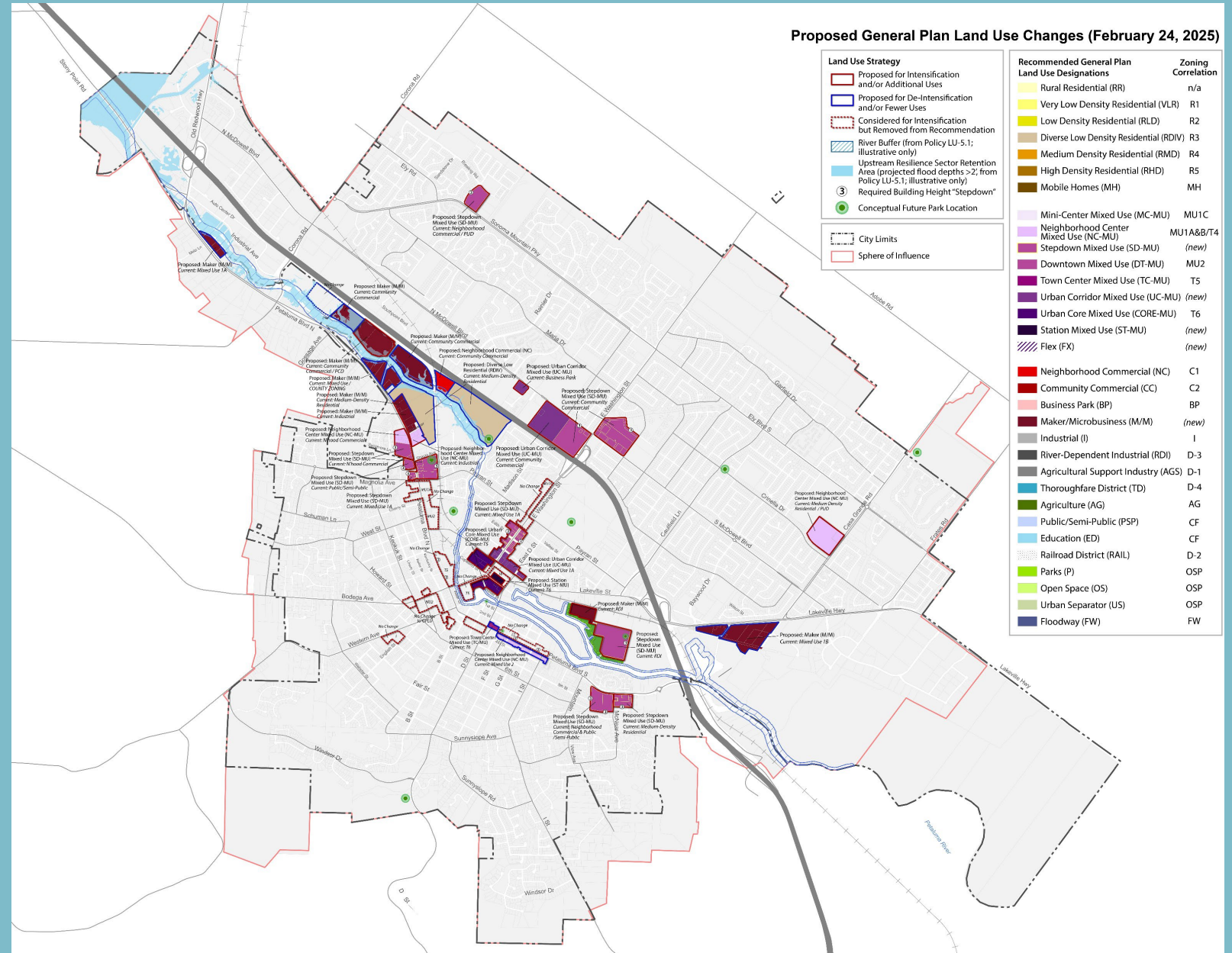
The Goal and Areas of Change are the Same



Other Areas for Consideration

- Community discussion about targeted parcels outside of Areas of Change
- Staff Report included response and/or recommendation for each parcel
- Important to point out other efforts that are happening that will be additive to GPU process:
 - North Station Specific Plan
 - Fairground Master Planning

Proposed Land Use Map Changes



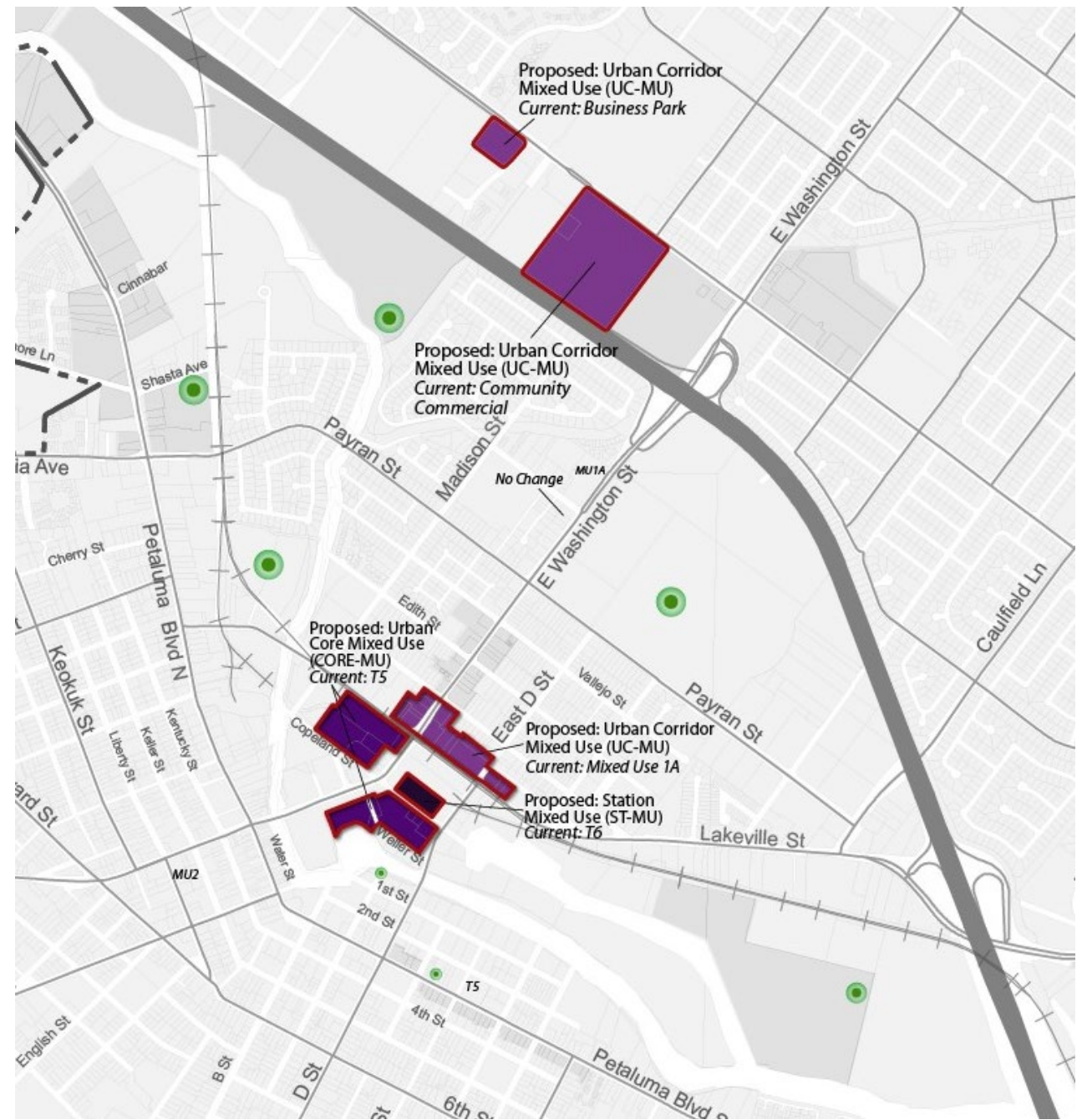
Allowable Heights

- *Where are 5+ stories allowed now?*
 - *SmartCode T5: up to 6 stories with P.C. approval*
 - *SmartCode T6: 6 stories (e.g., adjacent to SMART station)*



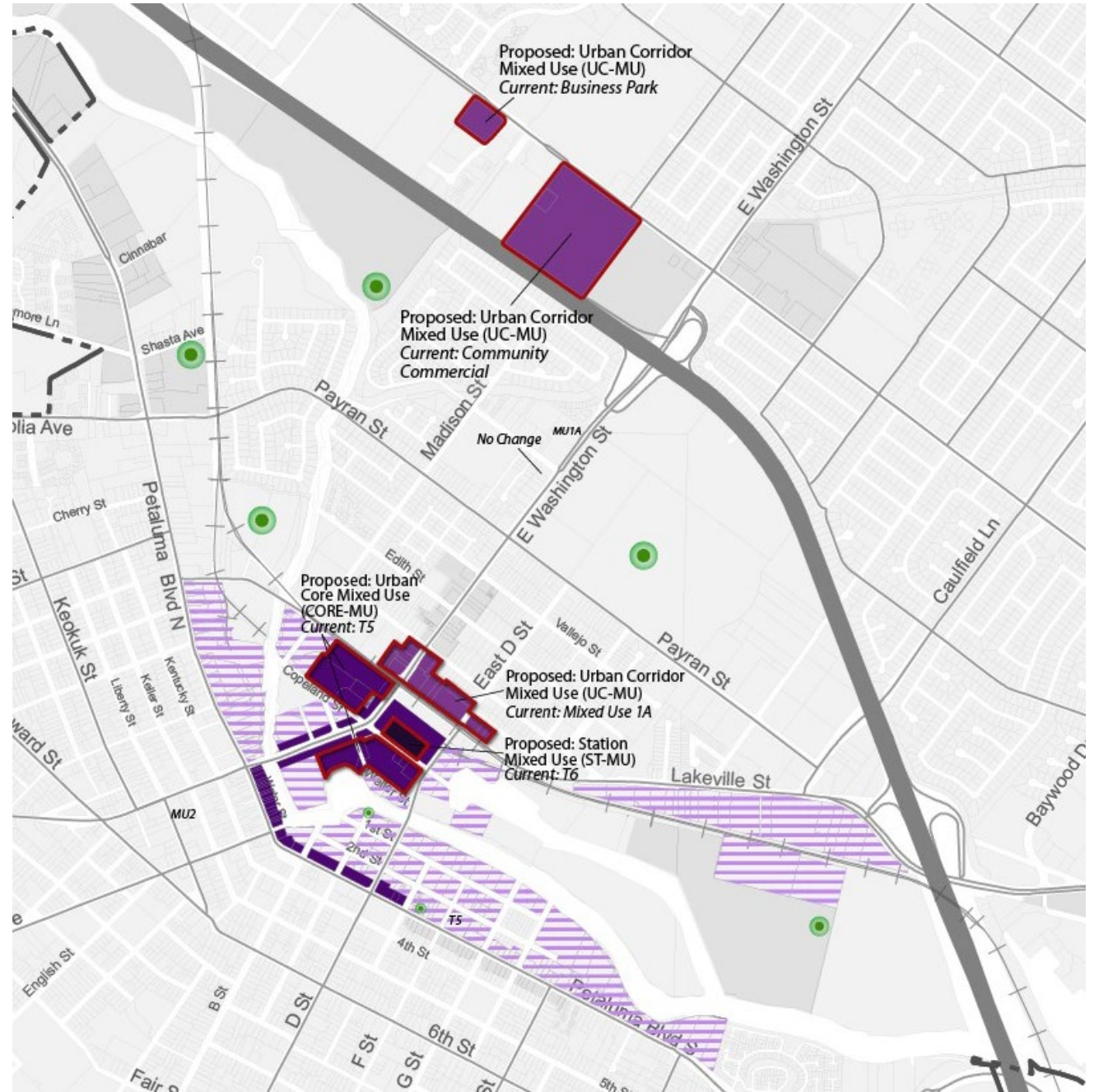
Allowable Heights

- What's proposed?
 - 5 stories by right:
 - Plaza North & Healthy Petaluma
 - Lakeville to Wilson block
 - 6 stories by right:
 - Across Washington from Downtown SMART station
 - Copeland to turning basin
 - 8 stories by right:
 - Portion of Downtown SMART station block



Allowable Heights

Where 5+ stories would be allowed



PURPOSE AND CONTENT

This briefing book is a portfolio of area-specific “cut sheets” intended to orient Councilmembers to the recommended General Plan Land Use Map changes. This first section is an orientation to the cut sheets and includes:

- A summary of the land use “drivers of change” (immediately below this box)
- A citywide overview of the recommended Land Use Map changes (pages 3-5)
- An overview of the recommended General Plan Land Use Designations (pages 6-8)
- An explanation of how the cut sheets are organized and how to read them (pages 9-10).

DRIVERS OF LAND USE CHANGE

The Vision Statement, Pillars, and Guiding Principles were developed by the General Plan Advisory Committee (GPAC) to reflect community input and were accepted by the City Council in 2022. These Pillars and Principles provide clear land use direction and serve as the values-based “north star” for land use decision-making:

Preserve and Protect

- Maintain the Urban Growth Boundary
- Preserve Petaluma’s unique identity rooted in agriculture, the Petaluma River, the historic downtown, and surrounding open space
- Protect and expand riparian open space to support ecological function
- Provide additional flood retention in upstream flood prone areas
- Minimize development in downstream areas subject to sea level rise, King Tide, & flooding
- Preserve historic character, landmarks, and view corridors

Evolve

- Prioritize infill development
- Provide a balanced mix of housing choices for all stages in the life cycle
- Maintain a vibrant Downtown with active ground floors, a more diverse mix of land uses, and additional employment opportunities
- Develop more housing within underutilized land Downtown and along key corridors
- Concentrate more intense mixed-use development closest to the SMART Stations
- Facilitate redevelopment of older shopping centers

Enhance

- Create complete neighborhoods in which residents can meet their daily needs
- Revitalize commercial corridors and enhance their character, safety, and activity
- Enhance public access to/across the river corridor
- Enhance connections between east and west Petaluma
- Develop transit nodes as community centers/gathering places with unique identities
- Reduce vehicle miles traveled (VMT)
- Maximize efficient use of existing infrastructure and support future development

WHAT HAS CITY COUNCIL SEEN BEFORE?

- Existing Conditions
- Drivers of Land Use Change
- Areas of Change
- Land Use Alternatives (up to three per Area of Change)
- Land Use Policy Framework







WHAT’S NEW IN THIS BRIEFING BOOK?

- Recommended revised Land Use Designations
- Citywide recommended Land Use Map changes
- Summary of community feedback received on Land Use Alternatives
- Proposed Land Use Map changes for each Area of Change


ICONS

Several icons are used in the cut sheets:

SUMMARY IMPACT OF ALTERNATIVE

-  • Proposed minor intensification
-  • Proposed major intensification
-  • Proposed minor de-intensification
-  • Proposed major de-intensification
-  • Proposed diversification of uses
-  • Proposed reduction of land uses allowed

COMMUNITY POLL RESULT

-  Support
-  Unclear
-  Did not Support

BLUEPRINT ALIGNMENT



TLUC-1: General Plan Update.

- Locate housing and jobs close to high quality transit corridors.
- Adopt the General Plan Land Use Designations to expand housing capacity by increasing heights and densities within transit-oriented communities.
- Establish complete 15-minute neighborhoods around Town Centers, Neighborhood Centers, and other active nodes to enable access to daily needs with a short walk, bike or transit trip.

HOW TO READ THE AREA-SPECIFIC CUT SHEETS

CUT SHEET 1: EXISTING CONDITIONS

This sheet describes and illustrates the existing development pattern and land uses in the area of change from an aerial perspective, as well as the current regulations in the General Plan that control what is allowed to be built.

EXISTING GENERAL PLAN

This map shows the General Plan Land Use designations currently in effect within the area of change. The current General Plan contains one mixed use designation which corresponds with seven mixed use zones in the IZO and SmartCode; therefore, the first two cut sheets for each set refer to the IZO or SmartCode mixed use districts.

PETALUMA BOULEVARD SOUTH: EXISTING CONDITIONS, REGULATIONS, AND DRIVERS OF CHANGE



Drivers of Change

- > Provide more housing near downtown and along key corridors
- > Enhance the character, safety, and ground floor activity along key corridors
- > Create a more walkable, transit-supportive corridor to reduce vehicle miles traveled (VMT)

DRIVERS

This lists which of the “drivers” are relevant for the specific area of change. Drivers build off of the Vision, Pillars, and Guiding Principles.

CURRENT DESIGNATIONS

Describes the allowed uses and intensities in the designations currently in effect under the existing General Plan (or the corresponding mixed use zones in the IZO and SmartCode). Color bars correspond to the map on the lower left.

CUT SHEET 2: PROPOSED LAND USE ALTERNATIVES

This sheet displays the potential alternatives that were presented in the draft Land Use Policy Framework for the given area of change (either one, two, or three options). Note: When the Policy Framework was drafted, the names and abbreviations of proposed new designations hadn't yet been finalized, so adapted abbreviations for IZO and SmartCode mixed use zones were used.

ALTERNATIVE DETAILS

The bullets below each alternative describe what uses and building heights would be permitted under the proposed alternative shown above, and how many more or fewer units could potentially be built.

PETALUMA BOULEVARD SOUTH: LAND USE ALTERNATIVES

The alternatives offer different combinations of maximum building heights along the PBS corridor, with minimal differences in allowed intensity. The various options, whether building heights should be the same on both sides, step back from the corridor, or taper down moving away from the river (towards neighborhoods).

ALTERNATIVE 1: Consistent Stepback

4-story mixed use (MU2) with 3-story frontage on both sides of Petaluma Blvd. South



- Allowed Uses: Housing, retail, service, civic, “maker space,” and/or offices
- Allowed Heights: 4 stories, with 3-story frontage on sides of boulevard
- Allowed Housing Units: Approximately 40 fewer housing units than currently allowed

ALTERNATIVE 2: Consistent Midrise

4-story mixed use (MU2) on both sides of Petaluma Blvd. South (no 3-story frontage)



- Allowed Uses: Housing, retail, service, civic, “maker space,” and/or offices
- Allowed Heights: Up to 4 stories
- Allowed Housing Units: Approximately 40 additional housing units than currently allowed

ALTERNATIVE 3: Feathering Away from River

4-story mixed use (MU2) on east side; 2-story mixed use on the west side of Petaluma Blvd. South



- Allowed Uses: Housing, retail, service, civic, “maker space,” and/or offices
- Allowed Heights: Up to 4 stories on the east side the boulevard and 2 stories on the west side
- Allowed Housing Units: Approximately 50 fewer units

OBJECTIVE/INTENT

This text describes what was being tested or explored through the various alternatives developed for the area of change (different uses, intensities, etc.)

ALTERNATIVE MAPS

The maps show what different alternatives would mean for the General Plan land use map.

HOW TO READ THE AREA-SPECIFIC CUT SHEETS

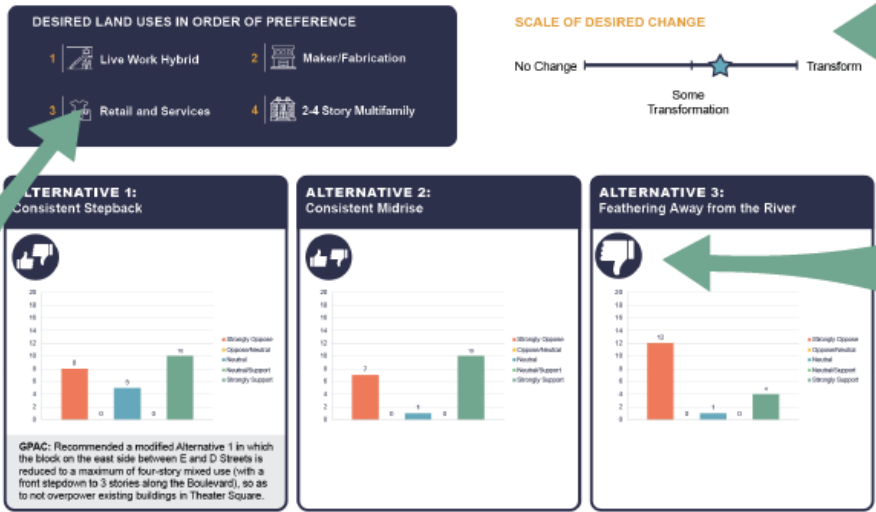
CUT SHEET 3: COMMUNITY FEEDBACK

This sheet summarizes the community feedback received. The approach to community engagement varied by area, so some of the cut sheets do not include all of the information shown here.

DESIRED LAND USES

Members of the community were asked what land uses they would like to see developed in the area of change; top choices are shown in the order of community preference.

PETALUMA BOULEVARD SOUTH: COMMUNITY FEEDBACK



DEGREE OF CHANGE

Based on community feedback, this graphic shows the degree of change or transformation that is desired in this area of change.

COMMUNITY SENTIMENT

These bar charts summarize the community support for the land use alternatives in each area of change.

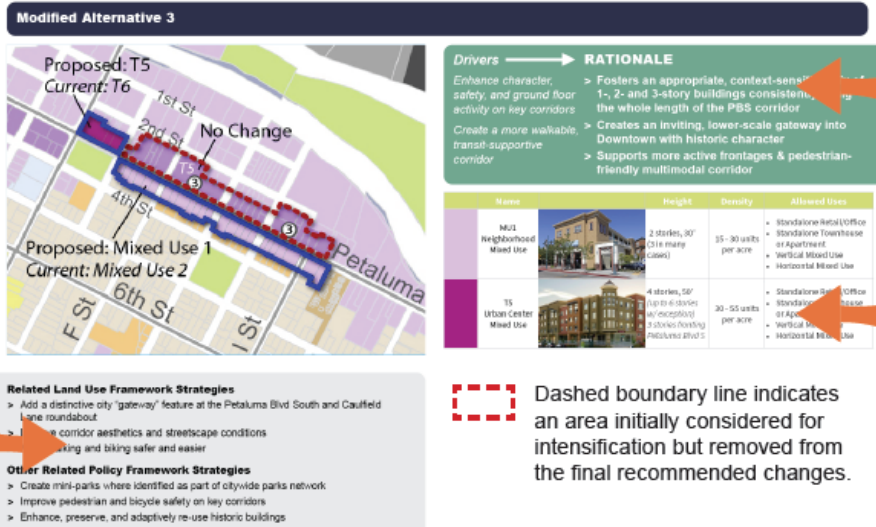
CUT SHEET 4: RECOMMENDED LAND USE MAP CHANGE

This sheet walks through the Land Use Map Change that is being recommended for the given Area of Change, lists the General Plan designations that would implement that alternative, and explains why the option was selected.

RELATED POLICIES

Policies from the Land Use Framework and other General Plan Policy Frameworks that are intended to effectively support change, redevelopment, and enhancement in the area.

PETALUMA BOULEVARD SOUTH: RECOMMENDATION



RATIONALE

This box explains the reasoning behind the recommended land use map changes, and connects these "whys" to the drivers of change for this area.

RECOMMENDED DESIGNATIONS

Describes the proposed land uses and intensities that correspond with the designations shown on the updated Land Use Map.

Planned Analysis

- No net loss
- Growth projections
- Transportation impacts
 - Mode share shift
 - Vehicle miles traveled (VMT)
 - Average daily traffic (ADT) volumes
 - Volume to capacity (V/C) ratios on select roadway segments
- Fiscal impact
- Additional economic or market feasibility or impact analysis as helpful



Direction Needed from City Council

Direction on the recommendation or modified recommendation for:

- Each Area of Change as included in the Briefing Book (Attachment 2)
- The Land Designation Chart (Attachment 1)

Area-by-Area Discussion