



DATE: April 14, 2025

TO: Honorable Mayor and Members of the City Council through City Manager

FROM: Brian Oh, Community Development Director
Heather Hines, Special Projects Manager
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SUBJECT: Continued Discussion of Areas of Change, Land Use Designations, and Land Use Alternatives to receive feedback and direction from the City Council to inform development of a preferred land use map as part of development of the Draft General Plan

RECOMMENDATION

It is recommended that the City Council continue their discussion about the Areas of Change, Land Use Alternatives, and Land Use Designations and provide feedback and direction to inform the development of a preferred land use map as part of the development of the Draft General Plan.

To ensure clarity and transparency in next steps to develop the final preferred land use map and kick off associated technical studies for the environmental analysis, it is important to get clear direction from the City Council on each of the Areas of Change. It is recommended that the City Council conduct straw polls to indicate consensus direction on the recommendation or modified recommendation for each Area of Change as included in the Briefing Book (Attachment 3) and the Land Designation Chart (Attachment 2) and as modified by City Council discussion.

It is anticipated that the preferred land use map and accompanying technical analysis will be brought back to the City Council for approval in Summer 2025

BACKGROUND

At their meeting of March 3, 2025, the City Council began review and discussion on the Areas of Change, Land Use Alternatives, and Land Use Designations as presented in the Land Use Policy Framework and further refined in the Briefing Book. The staff report, Land Use Designation Chart, and Briefing Book from that meeting are included as Attachments 1, 2, and 3 respectively.

At the March 3rd meeting, the City Council discussion was limited to the first six Areas of Change, including the Upstream River Adjacent, Outlets, Downstream, River Park, Downtown,

and Downtown SMART Station. City Council feedback from that meeting is summarized and discussed below. While no changes have been made to the Briefing Book since the March 3rd meeting, additional recommendations are presented below that were informed by the City Council and community comments from the March 3rd workshop.

Additionally, the [online GIS tool](#) has been updated with an additional layer titled "Areas of Change (April 2025)" added to clearly demonstrate modified land use changes as discussed in detail in this staff report.

DISCUSSION

The following section responds to the City Council's discussion from March 3, 2025, and includes follow-up on the following feedback:

- Maximize protection along the Petaluma River in the upper reach
- Eliminate hotel and reduce height allowance for the Maker designation
- Consider appropriateness of combining the Maker and Business Park designations
- Ensure that designation for the River Park parcels aligns with the River Park Foundation's vision based on their community engagement process
- Ensure that land use designations within ½ mile of downtown SMART station maximize opportunities for funding for housing in order to support housing production close to transit
- Consider potential impacts from state density bonus law impact as part of land use discussion, especially in the downtown core
- Reduce maximum building height to 6 stories in Station Area Mixed Use designation
- Reconsider proposed base density ranges for the mixed-use designations to facilitate housing opportunities
- Don't change the land use designation in the downtown core to allow increased building height, instead allow zoning overlay to provide discretion for increased height
- Consider additional policies to encourage evolution of existing single-family neighborhoods

The discussion below is generally organized by Area of Change. However, much of the discussion about density and height is discussed as it relates to State Density Bonus and the Land Use Designation Standards. Additionally, discussion and recommendation for those Areas of Change that City Council did not discuss at the March 3rd workshop are referenced below but largely refer to the more detailed discussion and recommendation in the Briefing Book (Attachment 3) and referenced in the March 3rd City Council Staff Report (Attachment 1). The updated General Plan Land Use Change Map (Attachment 4) illustrates changes since the March 3rd City Council meeting as discussed below.

Upstream River-Adjacent Area of Change

The Upstream River-Adjacent Area of Change is made up of 26 parcels on either side of the Petaluma River upstream of Lynch Creek. Current land use designations within this area include

a range of residential, mixed use, business park, and commercial. The Land Use Policy Framework presented two alternatives for the area, both representing a de-intensification in land use. Community input, Planning Commission feedback, and GPAC recommendation all overwhelmingly favored a comprehensive de-intensification along the Petaluma River in this area, with focus being along the north side of the Petaluma River to allow the area to remain undeveloped and support community access along this largely undeveloped frontage along the north side of the River.

Open space, parks, and small-scale agriculture were identified as desired land uses for this area during the community outreach effort. The GPAC recommended limiting land use to maker/microbusiness only to the extent that the land is already developed but otherwise to designate this Area of Change for open space and park uses. At their January 2025 meeting the GPAC also recommended that the Cinnabar parcels along the south side of the Petaluma River be added to this Area of Change with land use changes to reduce allowable residential density to allow for protection of resources on the site.

Recognizing the community input for this area, the land use recommendation for the Upstream River-Adjacent Area of Change seeks to de-intensify land use potential, maximize protection of areas of flood potential as identified in the newest Flood and SLR Modeling, continue to implement the River Access and Enhancement Plan, and allow for public access as prioritized in existing and proposed policies. However, the City is constrained by the 5th Amendment of the Constitution in its ability to eliminate development rights on private property. Therefore, the recommended land use designation for this Area of Change as shown in the Briefing Book and as modified as discussed below does not eliminate all development potential from those parcels within the Upstream River Adjacent Area of Change.

At the March 3rd workshop discussion, the City Council expressed desire to see the recommended land use alternative for this Area refined to achieve the community's vision and align with the Friends of the Petaluma River's vision for the Petaluma Greenway Project. While the Council understood that there are legal constraints on the City's ability to eliminate development potential on private properties in this area, there was a strong desire to have park resources in this area, and that the designation should support the undeveloped condition along the River corridor in the upper reach, and that the greatest de-intensification was desired for this Area of Change.

In response, the General Plan team explored additional alternatives specific to the Upstream River Adjacent Area of Change. It is recommended that the City take a two-pronged, phased approach in the General Plan, including near term strategies associated with the land use designations to extend the boundaries of the proposed River Buffer, retain the proposed Retention Area to mitigate flood risk, retain and expand plans for an active river-oriented park and river greenway, and modify land use designations to reduce allowable density and intensity given the constraints in this area. More long-term strategies include active support of the Friends of the River's Petaluma Greenway Project and to pursue acquisition and/or collaborate with community partners to pursue acquisition.

The most significant update to this area is a proposed increase to the extent of the proposed River Buffer. A meta-analysis prepared by the Environmental Law Institute (Conservation Thresholds for Land Use Planners, 2003) provides recommendations for the width of riparian buffers based on desired benefit, including water quality protection, aquatic habitat, flood protection, and wildlife habitat, all of which are particularly relevant to the upstream river adjacent areas where much of the properties adjacent to the Petaluma River remain undeveloped. The analysis includes scientific recommendations for appropriate riparian buffers, recognizing that a set buffer may not be applicable in all circumstances but recommending significantly greater buffers when the intent is to protect ecological functions, and has been cited in other reports as a reputed resource for riparian buffers. In keeping with this analysis and based on scientific justification, staff is recommending that the previously proposed 200-foot buffer along the Petaluma River upstream of the weir be increased to 330 feet. This buffer would be layered with the implementation of Land Use Policy 5.1 which prohibits development in areas projected to experience two feet or more of flooding to provide the greatest flood protection.

As previously discussed, the current General Plan 2025 calls for a seven-acre active community park (P-2, Johnson Property) on the Johnson property on the east side of the river within this Area of Change. As shown in the Briefing Book and the Proposed Land Use Change Map, this proposed park is proposed to remain in the General Plan to serve the greater area and is proposed to be increased to 10 acres to provide park and recreational amenities to the growing Petaluma community and provide a public park in an area of the City with fewer park resources.

The proposed land use within this Area of Change is not proposed to change from the recommendation in the Briefing Book and discussed at the March 3rd City Council meeting. This includes a reduction in existing residential designation from Medium Density Residential to Diverse Low Density Residential which would reduce the density range but would still allow small multi-family development and including plex development. These properties are not recommended to be further reduced to Low Density Residential because that would open these large parcels to single family detached residential development which does not align with the City's vision of minimizing additional single-family development and supporting the evolution of existing single-family neighborhoods.

The existing non-residentially designated properties in this Area are recommended to be designated Maker to allow flexibility in the allowed non-residential uses while prohibiting residential uses based on the anticipated flooding in this area as well as the current isolation of much of this area from active transportation and everyday goods and services. See discussion below about proposed modifications to the Maker designation in response to City Council discussion.

In summary, the following modified recommendation is proposed for the Upstream River Adjacent Area of Change:

- Expand River buffer of 330-feet from top of bank upstream of the weir
- Provide for flexibility when existing development exists within the 330-foot buffer but limit any future encroachment

- Provide for transfer of development rights to cluster development outside of the river buffer
- Maintain a proposed community park on the undeveloped parcel east of the Petaluma River and increase required acreage to from 7 to 10 acres
- Keep recommended land use designation of Diverse Low Density for the Johnson Parcel and the Cinnabar Parcels
- Keep recommended land use designation of Maker for the non-residential parcels within this Area of Change
- Implement Land Use Policy 5.1 to prohibit development in areas projected to exceed two feet of flooding at end of century
- Add a policy to demonstrate the City’s support for the Petaluma Greenway Project and to support associated land acquisition

Maker/Microbusiness Designation

The Maker/Microbusiness (M/M) designation is a new non-residential land use designation proposed as part of the overall land use approach in the General Plan Update. This designation is intended primarily for developed areas subject to increased flooding impacts in order to allow for advancement of local economic activities and tourism but limit residential uses or other uses that are particularly sensitive to flood hazards. As proposed the Maker/Microbusiness designation provides flexibility for a wide range of non-residential land uses, including office, retail, and industrial but prohibits all residential land uses.

At the March 3rd City Council meeting, the City Council requested changes to the Maker/Microbusiness land use designation, including the following:

- Elimination of hotel/motel as an allowed land use
- Ensure that cultural and civic uses are allowed to support the recent location of Cinnabar Playhouse and anticipate symbiotic tenants at the Outlets
- Reduction to the maximum building height to three stories

There was discussion about potential opportunity to combine the Business Park and Maker/Microbusiness designations given the similarities between the two. With that feedback in mind, the following table illustrates land use similarities and differences between the existing Business Park designation and the proposed Maker/Microbusiness designation with modifications. Additionally, the third column provides a potential approach to combining the two designations to allow for additional City Council discussion and feedback if this is a desired policy direction.

	Business Park (existing)	Maker/Microbiz (with modifications)	Single Combined Option
Maximum Height	40 feet (3 stories)	40 feet (3 stories)	40 feet (3 stories)
Permitted Uses			
Residential	NOT Permitted	NOT Permitted	NOT Permitted

Adult/Child Day Care	Permitted	NOT Permitted	Conditional
Hotel/Motel	Conditional	NOT Permitted	NOT Permitted
Retail	NOT Permitted	Permitted	Permitted
Personal Services	NOT Permitted	Permitted	Permitted
Recreational	Conditional	Conditional	Conditional
Restaurant	Permitted	Permitted	Permitted
Business Services	Permitted	Permitted	Permitted
Office	Permitted	Permitted	Permitted
Artisan Craft Manufacturing	Permitted	Permitted	Permitted
Research & Development	Permitted	Permitted	Permitted
Warehousing	Conditional	Permitted	Permitted
Light Industrial/ Manufacturing	Permitted	Permitted	Permitted

A more specific list of permitted, accessory, and/or conditional uses (currently Table 4.4 in the IZO) will be developed as part of the Zoning Code update, but the table above provides a sense of the typical land uses that would be allowed in these two designations. If combined into a single designation it would provide the opportunity for a more robust and flexible set of allowed uses that could transform existing business parks to provide new activity generating uses to augment office complexes.

Outlets Area of Change

As discussed at the March 3rd City Council meeting, the Outlet properties, including the existing Outlet Mall and the undeveloped properties on either side of the Outlets are proposed to be designated Maker. This designation is considered a lateral change to allow a range of land uses with the exception of residential. The Maker/Microbusiness designation is intended to support areas for local economic activities and tourism and allow most non-residential uses other than heavy industrial. This recommendation is consistent with the General Plan Advisory Committee’s recommendation that the Outlets Area of Change should remain commercial, but with more flexibility for future commercial and light industrial activities as allowed by the Maker/Microbusiness designation. This recommendation is also consistent with the City Council’s feedback that residential land uses are not appropriate in this area based on flood risks and due to the site’s current isolation from goods and services and alternative transportation connectivity.

With changes to the overall Maker designation as discussed above, the City Council indicated an overall support for this recommended designation for this Area of Change. As follow up to public comments from property owner representative of the Outlets, Staff discussed existing and desired future uses of the undeveloped Outlet property. Desired change includes a range of possibilities and including lodging and residential land uses. While most non-residential uses could be accommodated under the Maker space designation, lodging and residential land uses

would not be permitted and are not consistent with flooding and connectivity concerns previously expressed by the City Council.

Downstream River-Adjacent Area of Change

The triangular Downstream River-Adjacent Area of Change is located in an area projected to see significant flooding impacts based on the newest flood and SLR modeling and as a result of SLR, King Tides, and storm surge. Because of these hazards this area is not suitable for residential development. Given the severity of the potential flood hazard, only one land use alternative was presented for this Area of Change in the Land Use Policy Framework. The GPAC supported the alternative provided in the Framework and added that no residential should be allowed unless significant flood adaptation improvements are constructed to reduce the flood hazards.

As discussed at the March 3rd City Council meeting this Area of Change is recommended to be designated Maker/Microbusiness. After discussion the City Council indicated overall support for this designation in this location. No additional modifications are proposed with the exception of changes to the Maker designation as discussed above.

River Park Area of Change

The River Park Area of Change is the property recently acquired by the Petaluma River Park Foundation and has been the focus of a robust community engagement effort to incorporate the community's vision for this central park resource in Petaluma's core. The property is currently designated River Dependent Industrial. It has been the intent to ensure that the property is designated consistent with the community vision as solicited through the River Park Foundation's outreach efforts. Just prior to the March 3rd City Council meeting an updated vision was presented by the River Park Foundation that differs slightly from the Briefing Book. Additionally, as verbally indicated at the March 3rd City Council meeting, there was an error in the Briefing Book related to the GPAC recommendation for this Area of Change. The GPAC recommendation should indicate support for a fusion of Alternative 2 and 3 that would allow up to four stories of mixed-use development, including Maker next to the railroad tracks and Stepdown Mixed Use on the larger portion of the site with a stepdown to three stories next to the existing residential uses (Riverfront).

Consistent with the updated vision for land use on the River Park Parcel and aligned with the City Council's feedback to ensure that alignment maximized funding potential for housing within ½ mile of the downtown SMART station, it is recommended that the property be designated Downtown Mixed Use and Step Down Mixed Use, as shown on the General Plan Proposed Land Use Changes Map (Attachment 4). The Downtown Mixed-Use designation would allow a mix of uses including residential up to four stories in height with a base density range up to 45 units per acre. The Step Down Mixed-Use designation would require a three-story step down along the southern property boundary that borders existing residential as part of the adjacent Riverfront development. Qualified projects could request increased density and waive development standards under the state density bonus law as shown necessary to accommodate affordable housing, consistent with the stretch goals of the River Park Foundation for affordable housing on this parcel.

On March 25, 2025, the Planning Commission and Historic and Cultural Preservation Committee held a study session to provide feedback to the River Park Foundation on their most recent vision for the River Park. Discussion emphasized the need for flexible zoning to allow revenue-generating activities that align with the park’s mission, preventing financial constraints from limiting its vision.

State Density Bonus Law

The recent General Plan land use discussion has touched on uncertainty that implementation of state housing mandates has on future development within the community. While the City has a suite of tools at its disposal to shape future development in keeping with the community’s vision of Petaluma (density standards, floor area ratio standards, setback regulations, building height limits, objective design standards, etc.), State Density Bonus Law provides flexibility from these local controls for qualified housing projects.

California State Density Bonus Law (SDBL) was adopted in 1979 to incentivize the development of more affordable housing units. Codified under California Government Code Section 65915, SDBL allows developers who include a certain percentage of affordable units in their projects to build more units than otherwise permitted by local zoning regulations. As the housing crisis has worsened over the years, the State of California has enacted a growing number of housing laws to facilitate the development of more housing and that continue to augment SDBL. In recent years SDBL has been regularly amended by the state legislature, often with multiple bills being adopted each year that change the SDBL landscape and that leave local jurisdictions struggling to understand both the implementation and the ramifications of what is adopted at the state level. These changes often negate provisions in locally adopted density bonus ordinances and prescribe a state-mandated approach in an effort to address California’s acute housing crisis.

The scope of the “density bonus” is calculated based on the percentage of income restricted units and the income level of those affordable housing units that are included in the project, consistent with the density tables provided in the law. In 2023, AB 1287 was signed into law and added a “stackable” density bonus to the existing allowable bonuses. This applies to projects that have maxed out the total allowable density bonus under one category (such as low-income units) and allows the applicant to add or “stack” an additional density bonus for additional units that meet a different income criteria (such as moderate-income units). For example: If a project proposes 15% very low-income units, they would be entitled to a 50% density bonus under SDBL. If an applicant included an additional 15% moderate-income units, they would be entitled to an additional 50% density bonus allowing a total (“stacked”) density bonus of 100% above the local jurisdiction’s base density.

In addition to an increase in density, developers who include affordable units in their project may qualify for incentives or concessions from local development standards. These modifications allow flexibility from local zoning code or architectural design requirements. The objective is to reduce regulatory requirements that in turn reduce the cost of producing affordable housing units in California. The number of incentives or concessions (up to five) a developer is entitled to increases with a higher percentage of affordable units provided. The local jurisdiction has limited discretion to deny a requested incentive or concession unless it can be demonstrated that

such incentive or concession would have a specific adverse impact on public health and safety or on historic properties if there is no feasible mitigation.

Under SDBL, a local jurisdiction also cannot apply a development standard on a qualified housing project that would have the effect of physically precluding the construction of housing that meets the criteria of a density bonus at the permitted densities or with the approved concessions or incentives. This is known as a “waiver” under SDBL. An applicant can propose waivers from or reduction in any development standard that would preclude development of the allowable densities and local governments must grant said waivers and reductions unless there would be a specific adverse impact on health, safety, or historic resources without feasible mitigation. SDBL does not provide a limit to the number of waivers that may be requested or granted. These waivers or reductions may include development standards such as, but not limited to, setbacks, lot coverages, open space requirements, and building height limits.

Limitations on Local Discretion

SDBL significantly limits a local jurisdiction’s discretion when reviewing a qualified housing project. While local jurisdictions can adopt local SDBL ordinances, those ordinances cannot reduce the provisions of SDBL, therefore the SDBL acts as a state-mandated local program for all jurisdictions across the state.

Under SDBL, any housing project that provides at least 10% affordable housing units qualifies for at least one concession and the waiver of any standard that prevents the physical construction of the project as proposed. There are limited exceptions that allow a local jurisdiction to deny a concession or waiver and requires that the decision-making body make written findings based upon substantial evidence that the concession or incentive would:

- Not result in identifiable and actual cost reductions that further fair housings
- Would have a specific, adverse impact upon public health and safety
- Would have a specific adverse impact to any real property that is listed in the California Register of Historical Resources and for which there is no feasible method to satisfactorily mitigate or avoid the specific, adverse impact without rendering the development unaffordable to low-income and moderate-income households, or
- To grant the requested waiver or reduction would be contrary to state or federal law

Local Inclusionary Housing Requirements

Petaluma's local inclusionary housing ordinance (IZO Section 3.040) requires that 15 percent of the units in any housing development of five or more units and including the residential portion of any mixed-use project, be deed restricted affordable. For rental projects that affordability is required to be split between very low and low-income affordability thresholds. For sale projects are required to provide the 15% inclusionary split between low and moderate-income affordability thresholds. Compliance with Petaluma’s local inclusionary requirement for rental projects (at least 7.5% of units affordable to very low-income households) provides for a 25% density bonus and one incentive/concession. Similarly, with a slight increase from inclusionary requirements for a for-sale project (10% low-income units) provides for a 20% density bonus and one incentive/concession. Of note, the inclusionary housing requirement of 15% provides

eligible projects with the flexibility to request at least one concession and waivers to accommodate its development application.

Local Affordable Housing Trends

While the discussion above provides potential for an uncertain level of deviation from Petaluma's local regulations for a qualifying housing project, in fact the use of SDBL has not resulted in extreme examples of maximizing density bonus provisions or requests for multiple waivers or significant concessions from development standards.

The production of affordable housing units in Petaluma has occurred through the development of onsite inclusionary units in market rate projects, consistent with local inclusionary requirements, or through the development of 100% affordable housing projects by affordable housing developers (MidPen Housing, Burbank Housing, PEP Housing). To date, Petaluma has not received applications for a more generous provision of affordable units as part of market rate housing development and therefore the use of SDBL for market rate housing projects has been minimal. In fact, the two market rate projects that have requested flexibility from local development standards through application of SDBL (Washington Commons and Ellis Street Apartments) were approved but never constructed and entitlements have since expired. In both cases the requested SDBL was to allow for minor increase in density and/or minor variation from development standards and reduction in parking requirements.

SDBL provides for much greater benefits to 100% affordable housing projects, including upwards of 80-100% density bonuses and even unlimited density for qualified projects located in proximity to major transit stops. Additionally, required incentives/concessions increase to four for 100% affordable housing projects. While these provisions of SDBL have the potential to allow significant increases to density and flexibility from development standards for 100% affordable projects, this has not been the approach used for recent affordable housing projects in Petaluma.

Two of Petaluma's most recently constructed affordable projects, MidPen's 414 Petaluma Boulevard North and Burbank Housing's River Place Apartments, utilized SDBL for minor deviation from building height standards and minor increase in density of an additional two units. Both projects utilized reduced parking standards provided in SDBL for all qualifying projects.

While there has been concern about the potential impacts of SDBL on Petaluma's character as a result of potential waivers and concessions to local regulations, the use of SDBL by both market rate developers and affordable housing developers have not sought to maximize potential density bonus or the allowable deviations from standards such as massing or building height. A major factor is likely associated with financial considerations and financing, as discussed in more detail below.

Fiscal Analysis

As part of the General Plan Update, Strategic Economics prepared a [Residential Housing Feasibility Analysis](#) (Attachment 5) and an [Affordable Housing Finance Analysis](#) in 2023 (Attachment 6). These reports identified barriers and opportunities for development of new

market rate and affordable housing in Petaluma based on analysis of pro forma financial statements, developer interviews, and concurrent housing studies in Petaluma. This analysis considered housing production trends, financial opportunities and barriers for housing projects, and the ways in which Petaluma’s regulatory, permitting, and approval processes impact new housing production.

The Residential Feasibility Analysis found that higher-density market rate rental housing products are currently generally financially infeasible in Petaluma due to high regional construction costs and limited achievable local rents and sales prices. The Affordable Housing Finance Analysis also recognizes a number of challenges with financial gaps and the high cost of constructing affordable housing in Petaluma. Both studies indicate that the current financial conditions severely limit the likelihood of increased building heights that while may be allowed through the application of SDBL do not pencil from a financial feasibility perspective. More recent changes in federal leadership and implementation of new policy direction such as international tariffs have the potential to exacerbate these fiscal constraints by further increasing construction costs in the near term.

However, it is important to recognize the long-term planning horizon of the General Plan as part of the larger consideration of land use decisions and ensure that the City is considering a variety of tools to ensure that housing production both meets the acute housing needs of Petaluma and protects the character and desired vision for the community.

SDBL and Housing Element

On March 20, 2023, the City Council adopted the [2023-2031 Housing Element](#). Which was in turn certified by the California Department of Housing and Community Development (HCD) on May 18, 2023. Petaluma’s Husing Element includes six goals and a number of policies and programs to further housing development and equity in the City of Petaluma. Relevant to the discussion of SDBL and the associated base densities are the following:

- **Policy 1.1** Promote residential development within the Urban Growth Boundary, especially near transit and services and areas of high resource, as defined under Affirmatively Furthering Fair Housing legislation.
- **Policy 1.4** Establish flexibility in the City’s standards and regulations to encourage a variety of housing types, including mixed-use and flexible-use buildings, and affordable housing development.
- **Program 14** Establish an incentive package for affordable housing development, such as the percentage of affordable units to qualify for expedited review and local density bonus.
- **Policy 1.5** Encourage the efficient use of residential and mixed-use land by facilitating development at the upper end of the density range.
- **Policy 1.9** Work towards a pro-housing designation with the Department of Housing and Community Development (Pro-Housing designation received on January 31, 2024).

- **Policy 2.6** Periodically review the City’s development standards, regulations, and procedures to ensure that the City responds to the changing market conditions and development trends in a timely manner.

SDBL provides a tool for affordable housing production, in line with the City’s vision outlined in the Housing Element and supported by our Pro-Housing Designation and existing housing programs.

SDBL and GP Standards

While potential impacts of SDBL is one consideration in the General Plan land use discussion, based on the trends seen to date and fiscal analysis prepared for the near term, there appears to be limited potential under present conditions that projects far exceeding height and density in Petaluma would be proposed. Nevertheless, to ensure that Petaluma’s character is protected and that future projects within the scope of the 25-year General Plan horizon are consistent with the community’s vision, the following strategies should be considered as part of the larger conversation:

- **Identify appropriate base density ranges for all land use designations** – Establishing appropriate base density ranges in each of the land use designations will establish a foundation to the intensity of residential development that the City is most likely to see over the planning horizon. As discussed in greater detail below, establishment of base density is one of the most important tools the City has to regulate development but needs to be selected carefully in order to both facilitate needed housing development and limit maximum development potential even with flexibility allowed through implementation of SDBL.
- **Establish maximum density for all land use designations** – Properties within the boundaries of the Central Petaluma Specific Plan/Smart Code do not have a prescribed base density, rather the form-based code provides for the built “envelope” and the number of units is then restricted by what can fit within that envelope. When applying SDBL for properties that do not have a defined base density range, the applicant determines the applicable maximum density through illustration of a compliant project. Applicable density bonus allowed by SDBL is then added to the maximum base density established by the applicant. As discussed in more detail below, to retain the greatest control of the base density it may benefit the City to establish base density ranges for all land use designation and eliminate the policy of areas with unlimited density.
- **Ensure zoning and general plan designations are aligned** – State law prescribes that where there is a conflict in density between the General Plan standards and zoning standards for a property that the applicant is entitled to the most permissive of the two standards. This highlights the importance of ensuring that the zoning and general plan standards for all properties are aligned.
- **Consider State/Federal designation of significant historic resources** – The City’s discretion to deny an applicant’s request for a concession or waiver from development standards is extremely limited under SDBL. However, substantial evidence that the

requested concession or waiver would have an adverse impact to a historic resource that is listed on the California Register of Historic Resources or the National Register of Historic Places is justification for denial of the request. If there are areas that are determined to be particularly vulnerable to adverse impacts to historic resources the City may want to consider the potential for state or federal designation to protect those resources from the unintended consequences of flexibility through application of SDBL.

Base Density

One of the most important tools the City has to regulate the intensity of development is to establish base density ranges (minimum and maximum). Currently the General Plan provides maximum density requirements for all land use designations, except those areas within the boundaries of the Central Petaluma Specific Plan (CPSP) which is implemented by the SmartCode. Instead of a base density requirement, these properties are governed by a form-based code (SmartCode) that essentially creates a maximum building envelope and density is governed by what can fit within the confines of that envelope. More specifically, the SmartCode regulates the size and intensity of development through development standards such as building height, floor area ration (FAR), and building massing standards instead of through density regulations. By creating a base density range for all land use designations, including those properties currently within the boundaries of the CPSP and SmartCode, the City can better regulate/require that sites are developed within the intended density range.

Further, when there is no established maximum density there is no explicit maximum density to apply density bonus calculations as provided for in SDBL. In these cases, state regulations assign the developer with establishing the maximum allowed density through illustration of how many residential units fit within the building envelope allowed by the local development standards. Any qualifying density bonus is then applied to the maximum base density established by the applicant. Unintended consequences from this scenario could be that the City has limited discretion to deny or reduce a density range significantly out of compliance with development potential desired by the City. As noted in the Strategic Economics analysis, the financial feasibility is low for a project to significantly exceed current building trends through SDBL based on changing construction types as a project increases in size, increasing construction costs, and restricted rental market. However, establishment of base density ranges for all land use designations is one way for the City to retain more local control in establishing the desired density in any given area of the City.

By adding minimum and maximum density standards to areas that do not currently have base density standards, the City provides greater certainty to the maximum units allowed and for determining what density is appropriate for each area of the community.

The Land Use Designation Chart (Attachment 2) proposes density ranges for all of the proposed land use designations for the General Plan Update. The staff and consultant team worked closely with the GPAC to ensure that these standards facilitated desired development throughout the city, including adjustment to existing land use designations where deemed appropriate. In addition, Raimi conducted a fit test for all of the development standards proposed in the Land Use Designation to ensure that there was internal consistency and alignment between different

standards such as density, building height, and FAR. Desired changes to these standards would need to be closely analyzed to ensure that the alignment between these standards is maintained.

The base density ranges seek to implement the City's ambitious goals outlined in the certified Housing Element, to facilitate increased housing production to meet the community's values to provide needed housing for all Petalumans, and to establish appropriate development standards to guide compatible development within the City. Additionally, the base density has been aligned with other important standards such as building height to minimize development pressure for incompatible development intensity in key areas of the City (see discussion for the Downtown Area of Change).

Another important lens for the discussion of base density is the State's No Net Loss regulations as codified in CA Government Code Section 65683. No Net Loss prohibits jurisdictions from reducing or permitting the reduction of the residential density for any parcel identified to meet its current share of the regional housing need or any unaccommodated portion of the regional housing need allocation (RHNA). As proposed changes are made to land use designation of a parcel or development standards of a land use designation, the General Plan team is closely monitoring citywide impacts to ensure continued compliance with No Net Loss.

Additionally, the City has received two grants from the Metropolitan Transportation Commission to prepare Specific Plans for the North Petaluma Station PDA and to update the Central Petaluma Specific Plan. Compliance with the grant requires that any changes in land use designation within half a mile of a SMART Station and as part of the grant funded specific plan process must have a minimum density of greater than 25 units per acre and a maximum density that exceeds 35 units per acres. These are important guidelines for the City to consider while discussing base density in key areas of the City, including the Downtown SMART Station, Downtown, and East Washington Areas of Change.

Building Height

Throughout the process of identifying potential land use alternatives, building height has been a significant part of the discussion about community character and most recently focused on the consideration of the Downtown Overlay. Although limited allowance of up to eight stories was proposed for a new Station Area Mixed-Use designation to be used in selected areas near the SMART stations, City Council direction at the March 3rd workshop clearly indicated a preference for no more than six stories. See additional discussion below associated with the Station Mixed-Use designation and the Downtown SMART Station Area of Change.

Under existing adopted regulations, the T-5 and T-6 zoning designations allow up to six stories. Similarly, under the recently introduced overlay ordinance flexibility up to six stories would be allowed within the limited boundaries of that overlay district and through a discretionary review process. The majority of the Downtown Core is currently limited to four stories in building height under existing zoning regulations.

As discussed in regard to SDBL, qualified housing projects may request a waiver from building height standards if it is demonstrated that the requested waiver is needed to accommodate housing production. These SDBL provisions are currently in place, cannot be modified through

local regulatory changes, and the City is required to adhere to the provisions of SDBL. Additionally, they are subject to change with adoption of new state legislation that create a state mandated local program.

While community sentiment was strongly supportive of minimizing building height, there appeared to be less opposition to four stories generally and targeted areas for six story development. However, it also appeared that most were unaware that current regulations allow six story buildings in much of the area within the boundaries of the CPSP and SmartCode, largely because nothing has been built to those upper height limits. Conversely, the GPAC largely was supportive of increased densities and heights and many recommendations from the GPAC recommended greater intensification when considering the Land Use Alternatives included in the Land Use Policy Framework. This was largely influenced by the strategic identification of the Areas of Change to focus on infill development close to transit and services and along key corridors. The GPAC also recognized the importance of increased density and diversity of housing to meet the vision principles that have been the guide to the General Plan Update process.

In modified land use recommendations presented to City Council as part of the March 3rd workshop and modified by materials for the April 14th workshop, no land use designation allows greater than six stories in building height. Additionally, only lateral modifications are proposed to land use designations in the Downtown Area of Change, none of which change the allowed building heights from what is allowed under existing regulations.

Those areas that are proposed for increased building heights under proposed land use changes, including the following:

Properties/Areas of Change	Proposed LU designation	Proposed Height Max	Current Height Max
Plaza North	Urban Corridor MU	5 stories (4 adjacent to existing residential)	40 feet (C2 zoning)
Healthy Petaluma	Urban Corridor MU	5 stories (4 adjacent to existing residential)	40 feet (BP zoning)
East Washington from Lakeville to Wilson	Urban Corridor MU	5 stories (4 adjacent to existing residential)	30 feet (MU1 zoning)
East Washinton from Wilson to Vallejo	Stepdown MU	4 stories (3 adjacent to existing residential)	30 feet (MU1 zoning)
Plaza South	Stepdown MU	4 stories (3 adjacent to existing residential)	40 feet (C2 zoning)
Washington Square	Stepdown MU	4 stories (3 adjacent to existing residential)	40 feet (C2 zoning)
River Park Area of Change	Stepdown MU/Downtown MU	4 stories (3 adjacent to existing residential)/4 stories	6 stories (D3 zoning)

Bowling Alley and Veterans Center Area of Change	Stepdown MU	4 stories (3 adjacent to existing residential)	30 feet (C1 zoning) 25 feet (CF zoning) 35 feet (R4 zoning)
Petaluma Boulevard North	Neighborhood Center MU Stepdown MU	3 stories 4 stories (3 adjacent to existing residential)	30 feet (MU1A zoning) 30 feet (C1 zoning) 25 feet (CF zoning)
Leghorn Marketplace Area of Change	Stepdown MU	4 stories (3 adjacent to existing residential)	36 feet (PUD zoning)
Casa Grande Area of Change	Neighborhood MU	3 stories	(PUD zoning)

Downtown Area of Change

The Downtown Area of Change incorporates 34 parcels (approximately 15 acres) located in the City’s downtown core. The majority of these parcels are currently designated Mixed Use and several parcels within the Area are designated Public Semi Public in the existing General Plan 2025. The Downtown Area of Change includes the boundaries of Subarea A of the Downtown Economic Development and Housing Opportunity Overlay which was introduced by the City Council at their March 17, 2025, meeting and scheduled for second reading on April 21, 2025.

Throughout the community discussion related to the Downtown Overlay building height and massing has been expressed as a primary concern and specifically as it related to potential impacts to historic resources in the downtown core. While the City Council did support the adoption of the downtown overlay in a small area of downtown, the discretionary review embedded in that ordinance provides a high level of scrutiny for any future application for increased massing and building height. At the March 3rd workshop the City Council expressed the desire to maintain that discretion through implementation of the Zoning Code and maintain existing building height limitations in the downtown area.

As shown on the Proposed Land Use Change Map (Attachment 4), a lateral change to the existing designation in the Downtown Area of Change is recommended (shown by the hatched outline as “considered for intensification but removed from recommendation”). The Downtown Mixed-Use designation proposed for this area with the exception of the Public/Semi Public properties is largely consistent with the current MU2 zoning of this area, including:

- Maintains four story maximum building height
- Slightly increases maximum FAR from 2.5 to 3.0
- Reduces required ground floor retail through establishment of a minimum 0.20 FAR of ground floor active use
- Maintains prohibition on standalone residential development
- Explicitly requires vertical mixed use and prohibits horizontal mixed use
- Increases maximum residential density from 30 dwelling units/acre to 45 dwelling units/acre.

The recommended land use designations for this Area of Change incorporates the City Council's feedback to only allow an increase in building height and FAR through the discretionary review provided by the limited boundaries of the newly introduced Overlay. Additionally, this revised recommendation provides for an increased residential density to 45 units per acre which addresses City Council concern that existing allowable density has been a challenge to facilitating needed housing production but remains conservative to ensure that future application of SDBL minimizes adverse impacts. Of note, much of the Downtown Area of Change is located within the boundaries of the Downtown Commercial Historic District which is designated on the National Register of Historic Places and therefore greater protection from adverse impacts from SDBL provisions is afforded.

Station Area Mixed Use Land Use Designation

At the March 3, 2025, workshop the City Council expressed concern with development standards proposed with the new Station Area Mixed- Use Land Use Designation. More specifically, the City Council provided feedback that the eight-story maximum was incompatible with community character and not aligned with the community's vision as clearly expressed through the public engagement process. While clear direction was provided to reduce the maximum building height members of the City Council also discussed a desire to see increased density allowed in this area to facilitate housing production in proximity to transit.

As previously referenced, the development standards for each proposed land use designation have been analyzed to ensure compatibility and alignment across all development standards for any given designation. This includes the alignment between building height and residential density. To ensure continued alignment of development standards and implement feedback from the March 3rd workshop, it is recommended that the Station Area Mixed Use Designation be eliminated. The proposed Urban Core Mixed Use designation provides for up to six stories and a density range up to 95 units per acre and has been fit test for internal alignment.

As discussed for the SMART Station Area of Change below, the Urban Core Mixed Use designation is proposed for the parcel adjacent to the SMART Station, consistent with the desire to reduce maximum building height, increase density to facilitate housing development, and in keeping with existing T-6 zoning.

Downtown SMART Station Area of Change

The Downtown SMART Station Area of Change includes 11 parcels that are located within the current Boundaries of the Central Petaluma Specific Plan, the Station Area Master Plan, and the SmartCode. All of the parcels are designated Mixed Use in the General Plan 2025 but because of the location within the CPSP there is unlimited density allowed, and the zoning regulations are provided through Petaluma's form based SmartCode. These properties are within the T-5 and T-6 transect zones (zoning districts) both of which currently allow up to a maximum of 6 stories in building height.

As outlined in the Station Area Mixed-Use discussion above, this area was considered for new land use designation to allow limited opportunity for increased density and intensity directly adjacent to the SMART station. As part of the March 3rd workshop the City Council provided feedback to reduce the maximum allowable height to six stories. Response to this feedback

result in the recommendation to eliminate the proposal for the Station Area Mixed-Use land use designation and instead utilize the Urban Core Mixed-Use land use designation in proximity to the SMART station to continue to allow up to six stories in building height (consistent with existing T-6 zoning) establish a base density range of 50 to 95 dwelling units per acre (consistent with base density discussion above).

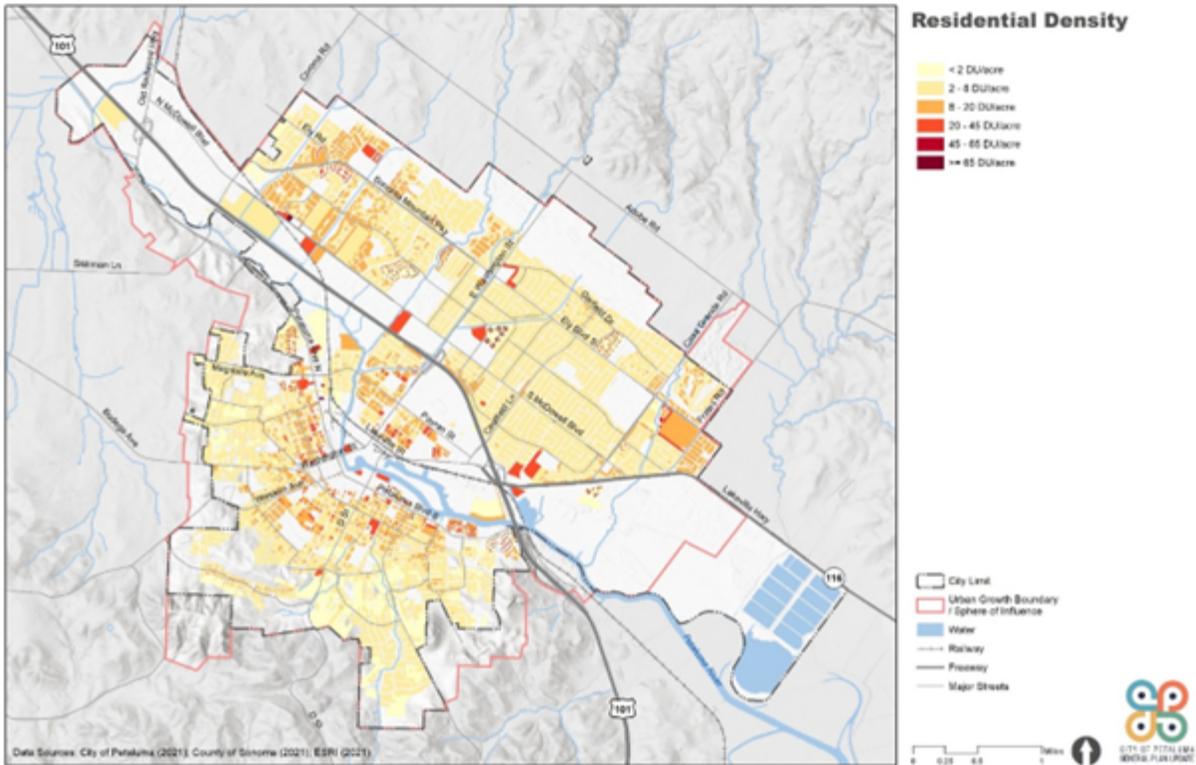
As a result, a modified recommendation is shown on the Proposed Land Use Change Map (Attachment 4). A lateral change to the existing designation in the Downtown SMART Station Area of Change is recommended (shown by the hatched outline as “considered for intensification but removed from recommendation”). The Town Center Mixed-Use and Urban Core Mixed-Use designations proposed for this area are largely consistent with the current T-5 and T-6 zoning of this area, including:

- Town Center Mixed-Use maintains four story maximum building height except up to six stories with Planning Commission approval as currently allowed in the T-5 zoning
- Urban Core Mixed-Use maintains six story maximum building height as currently allowed in the T-6 zoning district
- Establishes base density ranges in both designations where currently unlimited density is allowed, 30 to 55 units per acre in Town Center Mixed-Use and 50 to 95 units per acre in Urban Core Mixed-Use
- Slightly increases maximum FAR up to 3.0 for Town Center Mixed Use and up to 4.0 for Urban Core Mixed Use
- Requires 0.15 and 0.20 minimum FAR for ground floor active use in the Town Center Mixed-Use and Urban Core Mixed-Use respectively
- Maintains prohibition on standalone residential development in Urban Core Mixed-Use and allows standalone residential development in Town Center Mixed-Use

Evolution of Single-Family Neighborhoods

While much of the land use discussion is focused around the identified Areas of Change, the evolution of existing single-family neighborhoods is also an important consideration given the existing development pattern of the community. Approximately 69% of Petaluma’s existing residential development is at a density of 8 dwelling units per acre or less, as illustrated in Figure 1 below.

Figure 1: Residential Density in Petaluma



The evolution of Petaluma’s single-family neighborhoods highlights the interplay of the land use map and land use policies, which work together to create the community’s overall land use approach. While existing single-family neighborhoods are not proposed for significant changes in land use designation, Chapter 2 of the Draft Land Use Policy Framework includes a number of goals and policies to facilitate change in these areas, including the following:

- Goal LU-6: All residents live within a 15-minute walk of one or more activity centers that are distributed throughout the city.
 - Policy LU-6.1: Ensure that residents have an activity center within a 15-minute walk that meets one or more of their daily needs, like groceries, services, recreation, and gathering places.
- Goal LU-7: Existing low-density residential neighborhoods provide a range of missing middle-density housing options.
 - Policy LU-7.1: Continue to expedite the construction of accessory dwelling units (ADUs) on residential lots.
 - Policy LU-7.2: Facilitate small lot subdivisions and the development of duplexes, triplexes, and fourplexes in single-family residential zones.
- Goal LU-8: Residential neighborhoods include a variety of non-residential uses.
 - Policy LU-8.1: Integrate more neighborhood-scale commercial into residential neighborhoods.
 - Policy LU-8.2: Expand the allowable scope of home occupations in residential neighborhoods.

- Policy LU-8.3: Facilitate the development of flexible living and working arrangements like live/work and work/live housing types in predominantly residential neighborhoods.
- Goal LU-9: Activity centers are supported with the necessary public realm, civic, mobility, and infrastructure improvements.
 - Policy LU-9.1: Design the private and public realm of and leading to 15-minute activity centers to maximize gathering and connectivity and encourage multi-modal access.
 - Policy LU-9.2: Implement mobility improvements around 15-minute activity centers so that they serve as hubs of a safe, pleasant, and reliable active transportation and transit network.
 - Policy LU-9.3: Improve the safety, comfort, and sustainability of residential streets connecting to 15-minute activity centers.

Other Areas for Discussion

The City Council’s previous discussion about Land Use Alternatives was limited to the six Areas of Change specifically referenced in the discussion above. Discussion about the other eight Areas of Change were continued to tonight’s discussion. Staff are seeking City Council feedback in response to the recommendations included in the Briefing Book and informed by community input and GPAC recommendation for the following Areas of Change. Any modification or clarification in the recommendation is noted below for each Area of Change.

Corridors

- Petaluma Boulevard North
- Petaluma Boulevard South
- East Washington-- As verbally noted at the March 3rd workshop, the GPAC recommendation in the Briefing Book did not provide the updated GPAC recommendation to select “Alternative 1 between Lakeville and the Fairgrounds, allowing up to 5 stories closest to the station and up to 4 stories along the corridor to Vallejo Street, stepping down to 3 stories next to residential neighborhoods. Based on internal discussion following the March 3rd workshop, a modified recommendation within this Area of Change includes changes to parcels located on Lakeville on either side of D Street to remain as currently designated to reduce development pressure on the historically designated Burdell Building.

Nodes

- Bowling Alley and Veteran’s Center
- Western and Baker
- Casa Grande Center
- Leghorn Marketplace
- Washington Square and Plaza Center -- As verbally noted at the March 3rd workshop, the GPAC recommendation in the Briefing Book did not provide the updated GPAC recommendation to select “A modified Alternative 2 in which Plaza North allows up to 5 stories and Plaza South and Washington Square allow up to 4 stories, stepping down to 3 stories next to existing residential development”.

Analysis to Inform the Preferred Land Use Map

Consensus feedback from the City Council on each of the 14 Areas of Change will inform preparation of a preferred land use map that will be brought back to the City Council for consideration in late summer of this year, following review and recommendation from the Planning Commission and GPAC. As part of this process, it is anticipated that the following technical analysis will be completed for the preferred land use map prior to Council's consideration and will further inform the environmental analysis as part of the programmatic EIR for the overall General Plan update:

- Growth projections
- Transportation impacts, including mode share shift, vehicle miles traveled (VMT), average daily traffic (ADT) volumes, and volume to capacity (V/C) ratios on select roadway segments
- No net loss analysis to ensure adequate housing development sites remain to fulfill the City's unmet Regional Housing Need Allocation (RHNA)
- Fiscal impact on the City's General Fund, including the estimated change in operating revenues and expenditures
- Additional economic or market feasibility or impact analysis as helpful

This analysis is estimated to take at least four months and will be brought back with the preferred land use map for feedback from the Planning Commission and GPAC before being presented to the City Council in summer 2025.

Next Steps

Once there is a preferred land use map the environmental review analysis can begin for the General Plan Update. The anticipated programmatic Environmental Impact Report will be prepared simultaneously to the Draft General Plan and is anticipated to take approximately a year to complete, which targets adoption and certification hearings for summer 2026.

Another important next step that will run concurrently with preparation of the General Plan is the Zoning Code Update. It is crucial that a comprehensive zoning code update occur alongside the General Plan Update to fully implement the City's new General Plan and to avoid gaps in timing between the adoption of the new General Plan and adoption of the implementing zoning ordinance. The City anticipates development of a detailed Request for Proposal over the next few months and hopes to release the RFP in summer 2025 to allow development and ultimate adoption of the updated zoning code alongside or immediately following adoption of the General Plan.

PUBLIC OUTREACH

The March 3rd City Council staff report included a robust discussion about public outreach as part of the General Plan Update process as well as targeted land use outreach and most recent efforts to reach segments of the population that have been under-represented in previous outreach efforts (Attachment 1, pages 19-24). Since the March 3rd Council meeting staff has been focused on targeted outreach to owners of parcels located within the Areas of Change.

Approximately 160 properties are currently recommended for some level of change in land use designation that either increases or decreases the development potential. A direct mailing was sent to the owners of properties within the Areas of Change on April 4, 2025. The letter notified property owners that their property was located in an Area of Change and may be subject to modification in the current land use designation of their property. The City provided multiple ways to contact staff to discuss potential land use changes and to better understand potential impacts of these changes to existing use of properties as well as opportunities for redevelopment in line with the community's vision for the future. The letter provided direct contact information for project staff as well as provides a link to the General Plan Update website for more information.

Direct outreach to impacted property owners is anticipated to continue while the preferred land use map is being prepared, and a summary of the outreach effort will be presented to the City Council when the preferred land use map is brought back for approval in summer 2025.

Additionally, once there is a preferred land use map additional outreach will be conducted to provide citywide notification that proposed changes to land use designations could impact development potential of all properties within the City.

Community engagement will continue to be an integral part of the General Plan Update process. A second round of property owner outreach will take place as part of the release of a preferred land use map. Additionally, the City will initiate another round of public engagement, including at least one in-person community workshop and an online response platform, to collect feedback upon release of the draft General Plan.

Separate outreach will occur during the associated environmental review process, which is anticipated to kick off with a Scoping Session in summer 2025 once there is a preferred land use map.

RECOMMENDATION

It is recommended that the City Council continue their discussion about the Areas of Change, Land Use Alternatives, and Land Use Designations and provide feedback and direction to inform the development of a preferred land use map as part of the development of the Draft General Plan.

To ensure clarity and transparency in next steps to develop the final preferred land use map and kick off associated technical studies for the environmental analysis, it is important to get clear direction from the City Council on each of the Areas of Change. It is recommended that the City Council conduct straw polls to indicate consensus direction on the recommendation or modified recommendation for each Area of Change as included in the Briefing Book (Attachment 3) and the Land Designation Chart (Attachment 2) and as modified by City Council discussion, including the following:

- Modified recommendation for the Upstream River-Adjacent Area of Change
- Modified recommendation to the Maker/Microbusiness Designation

- Confirm recommendation for the Outlets Area of Change
- Confirm recommendation for the Downstream River-Adjacent Area of Change
- Modified recommendation for the River Park Area of Change
- Modified recommendation for the Downtown Area of Change
- Modified recommendation for to eliminate the Station Area Mixed Use Land Use Designation
- Modified recommendation for the Downtown SMART Station Area of Change
- Recommendation for Petaluma Boulevard North Area of Change
- Recommendation for Petaluma Boulevard South Area of Change
- Modified recommendation for the East Washington Area of Change
- Recommendation for Bowling Alley and Veteran’s Center Area of Change
- Recommendation for the Western and Baker Area of Change
- Recommendation for the Casa Grande Center Area of Change
- Recommendation for the Leghorn Marketplace Area of Change
- Recommendation for the Washington Square Plaza Center Area of Change
- Any modified recommendations for the Land Use Designation Standards

COUNCIL GOAL ALIGNMENT

As reinforced during the most recent City Council discussion of citywide goals and priorities, the completion of the General Plan Update is a top priority. Tonight’s discussion and feedback on Land Use Alternatives is an important step towards preparing a preferred land use map and initiating the environmental review process.

CLIMATE ACTION/SUSTAINABILITY EFFORTS

One of the key milestones in the General Plan Update process to date is the adoption of the Blueprint for Climate Action which serves as the City’s climate action plan. The General Plan 2050 and the Blueprint will be aligned to ensure consistency between the documents and with the City’s ambitious climate goals.

Tonight’s discussion about Land Use Alternatives has been presented through the lens of the Blueprint most specifically as it relates to Blueprint Action TLUC-1 which outlined specific considerations for the General Plan Update. The Briefing Book uses graphic symbols for land use recommendations that are specifically aligned with the Blueprint and TLUC-1. More generally, climate action is a primary lens when discussing land use and can be most readily seen for focused discussion on the following topics:

- Flood capacity and anticipated sea level rise
- River protection
- Evolution of existing single-family neighborhoods
- Infill development
- Density and Intensity in proximity to transit 15-minute activity centers
- Corridor revitalization to enhance active transportation

ENVIRONMENTAL REVIEW

The item before the City Council is not an action items and therefore this item is not a project under the California Environmental Quality Act. Following approval of a Final Land Use Map (anticipated in summer 2025) the City will begin preparation of the programmatic Environmental Impact Report (EIR) for the General Plan Update. When the General Plan is brought forward for adoption it will be accompanied by a programmatic EIR for certification.

FINANCIAL IMPACTS

The item before the City Council is part of the larger General Plan Update project. The City is in contract with Raimi +Associates for the project as a whole and the associated budget has previously been allocated to the project.

ATTACHMENTS

1. City Council Staff Report, March 3, 2025
2. Briefing Book, March 3, 2025
3. Land Use Designation Chart, March 3, 2025
4. Proposed General Plan Land Use Change Map
5. Residential Housing Feasibility Analysis, Strategic Economics
6. Affordable Housing Finance Analysis, Strategic Economics