

General Plan Advisory Committee Meeting

January 18, 2024

Note about Public Comment

- In view of disruptions that have recently occurred at other local government public meetings, this is to remind members of the public that meetings for the City of Petaluma are limited public forums.
- Members of the public are asked to stay on topic on agenda items.
- Speakers not on topic may be asked to hold comment to the public comment period.
- Speakers are welcome to speak on agenda items towards the end of the discussion of each topic.
- General Public Comment will be at the end of this meeting.

GPAC Roll Call

1. Dave Alden
2. Stephanie Blake
3. Phil Boyle
4. Mary Dooley
5. Ali Gaylord
6. Yensi Jacobo
7. Sharon Kirk
8. Roger Leventhal
9. Iliana Inzunza Madrigal
10. Roberto Rosila Mares
11. Brent Newell
12. Kris Rebillot
13. Bill Rinehart
14. Joshua Riley Simmons
15. Lizzie Wallack
16. Bill Wolpert

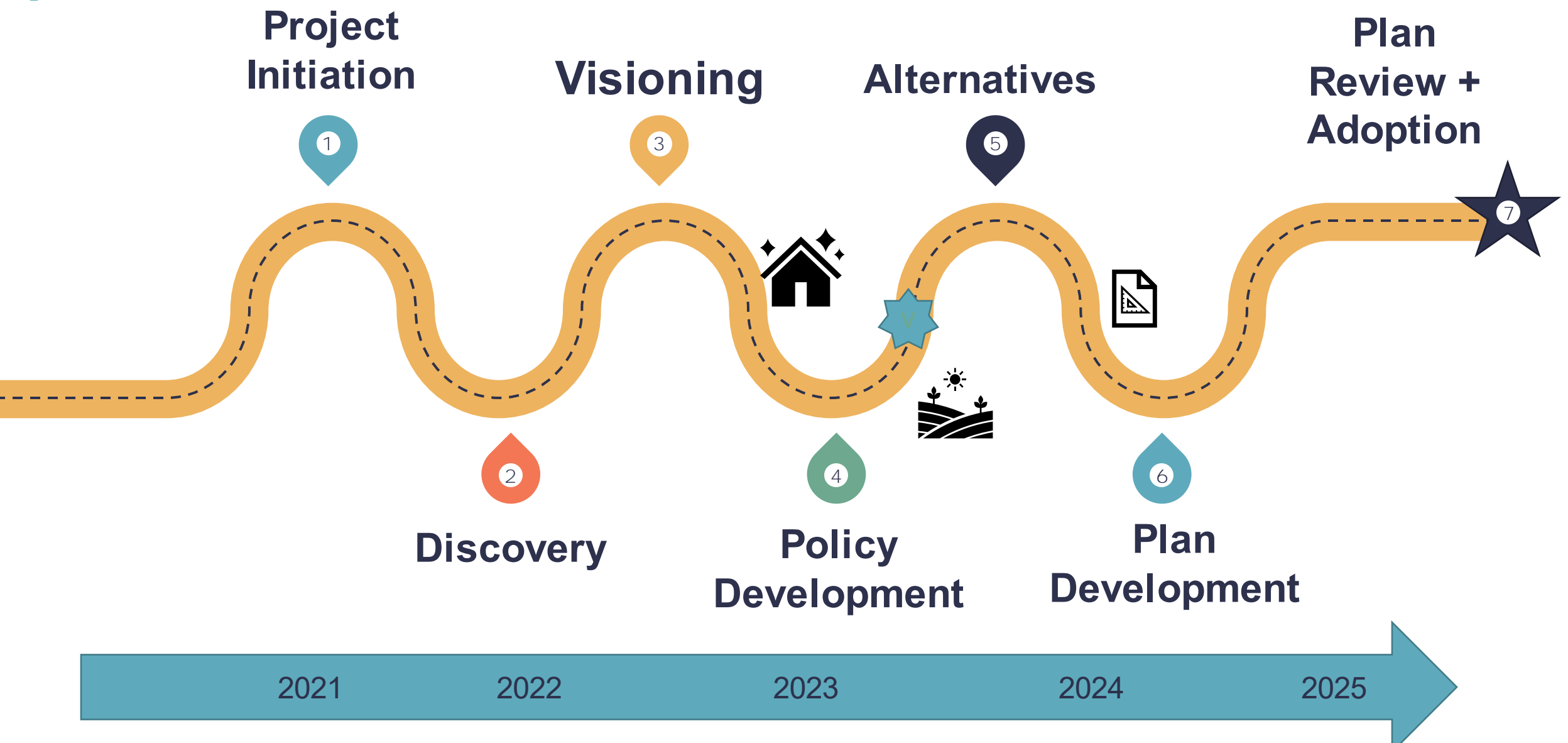
Meeting Overview

- Roll Call and Logistics
- Project & Staff Updates
- Land Use Alternatives
 - ❖ Presentation
 - ❖ Public Comment
 - ❖ GPAC discussion
- GPAC General Comment
- General Public Comment



Project & Staff Updates

Project Roadmap



GPAC Meeting Sequencing

1. Introduction of Updated Flood & Sea Level Rise Modeling & Maps (September)
2. Discussion of Flood Resilience Strategies (October)
3. Re-initiate Discussion of Land Use (November)
4. **Input on Land Use Alternatives (today!)**



Policy Frameworks: Upcoming Work

- City finalizing review of Administrative Draft Policy Frameworks
- Intent is to publish all Frameworks simultaneously
- Working Group review of frameworks will follow
- Lots of outreach and engagement to come!

UGB Ballot Measure

- City Council Discussion at January 22nd CC meeting
- Targeting November 2024 ballot to extend UGB

Fairgrounds Timeline and in the GP

For updates visit:

- <https://cityofpetaluma.org/fairgroundsupdate/>

Blueprint for Climate Neutrality

- The Climate Action Commission and other CCBs are reviewing the draft
- Planning Commission will provide feedback on draft
- Final draft will be reviewed by CAC and PC
- Other CCBs are also providing feedback

Flood and SLR Mapping Effort

- Flood SLR mapping was presented to City Council January 3

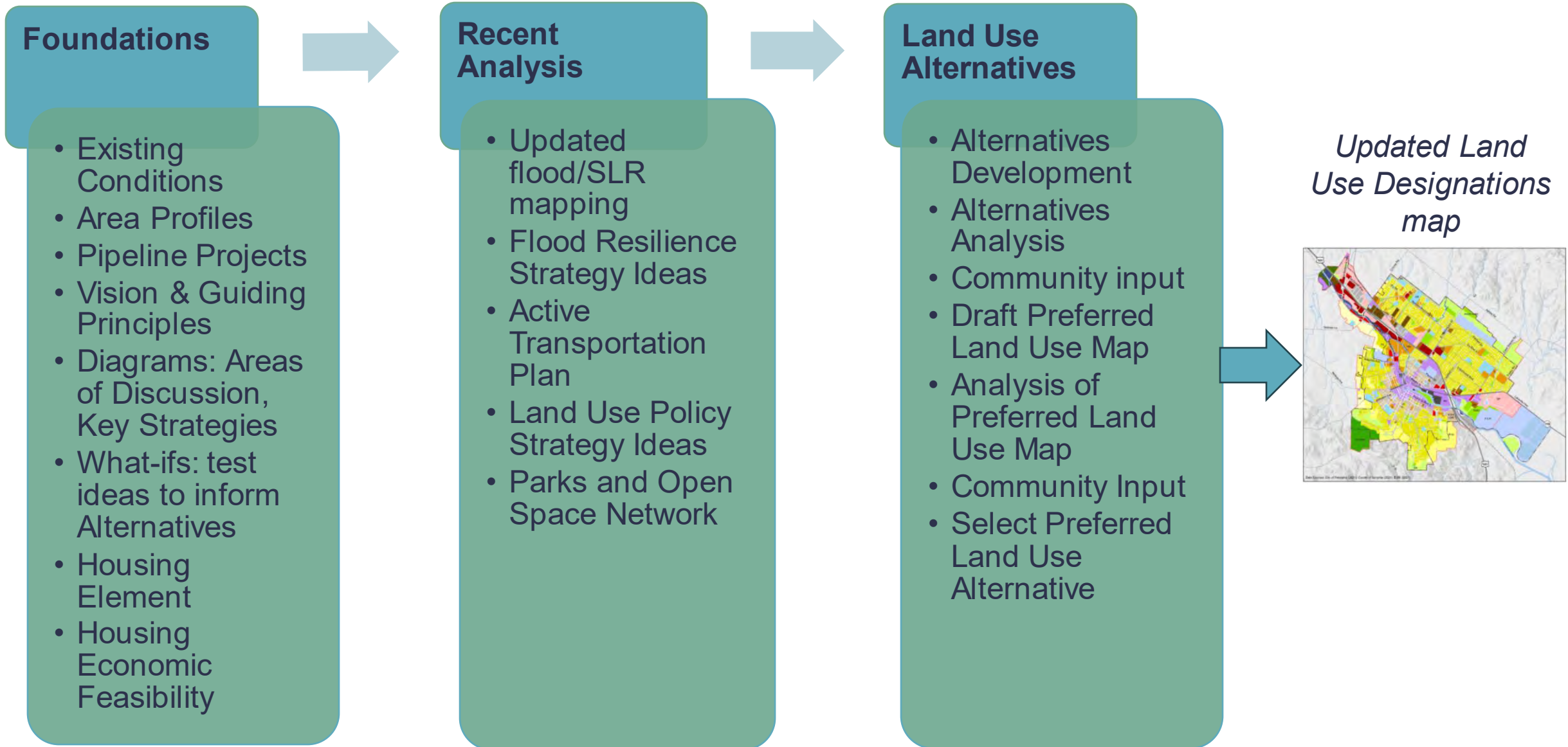
Clarifying Questions from GPAC Members

Land Use Alternatives – Part II

What are “Land Use Alternatives”?

- “Land Use” refers to the 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.
- “Land use alternatives” are **options to explore for potential changes in General Plan land use designations** (i.e., the mix of use and intensity)

Land Use Alternatives Workflow



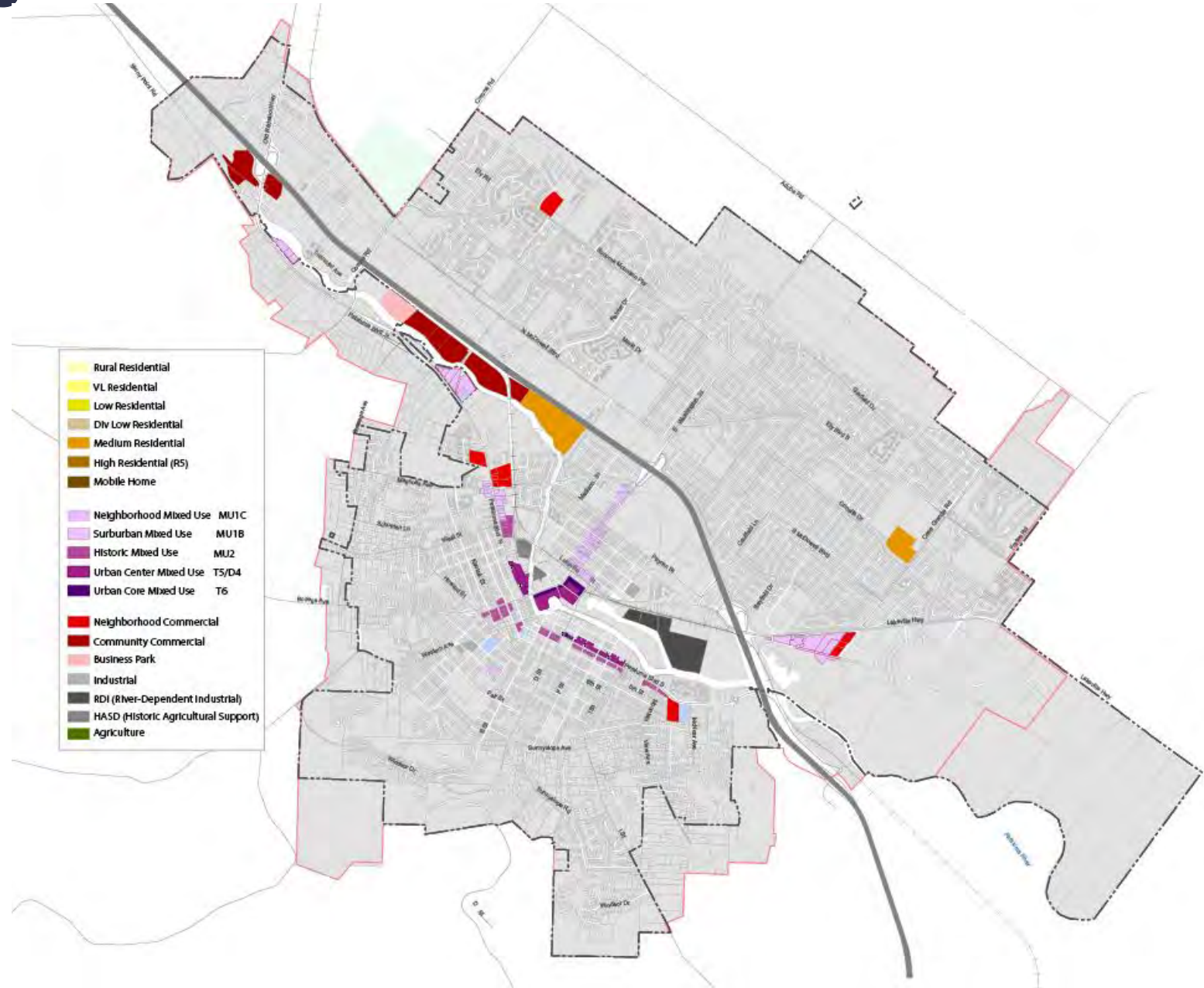
Land Use Next Steps

1. “Areas of Discussion” (November-December)
2. **GPAC input on Alternatives** (January - **today!**)
3. Alternatives Analysis & Briefing Book (January - March)
4. Community Input (Spring)
5. Draft Preferred Land Use Map
6. Analysis of Preferred Land Use Map
7. Community Input (Summer)
8. Select Preferred Land Use Alternative

Purpose of Today's Discussion

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?



Land Use Alternatives – Overview and Recap

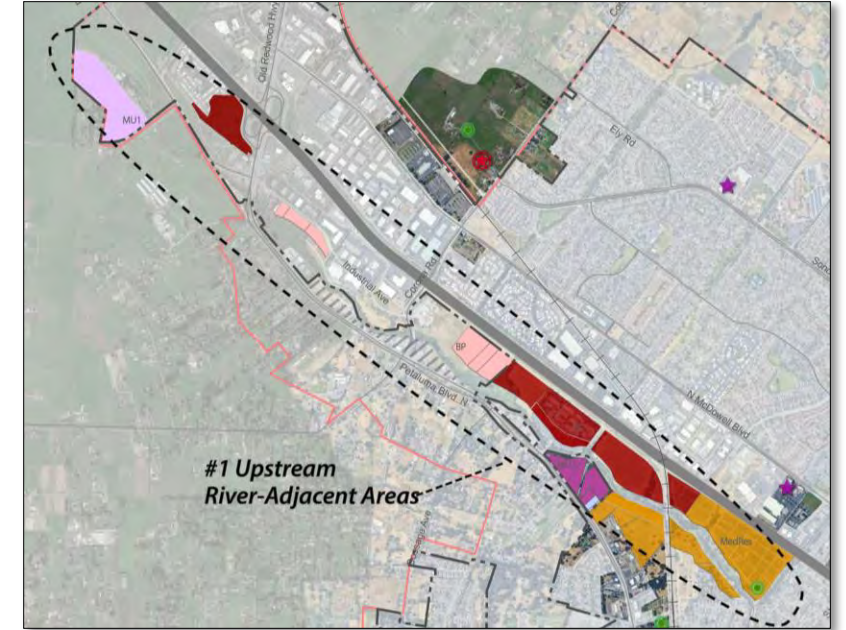
Consensus from November GPAC Meeting

- **Area 1**

- Agreement: preserve a consistent open space buffer along the river
- Strong support for community greenway / parkway concept

- **Area 2:**

- Agreement: protect Downtown with future resilience and adaptation improvements/projects
- Agreement: don't change Warehouse District GPLU



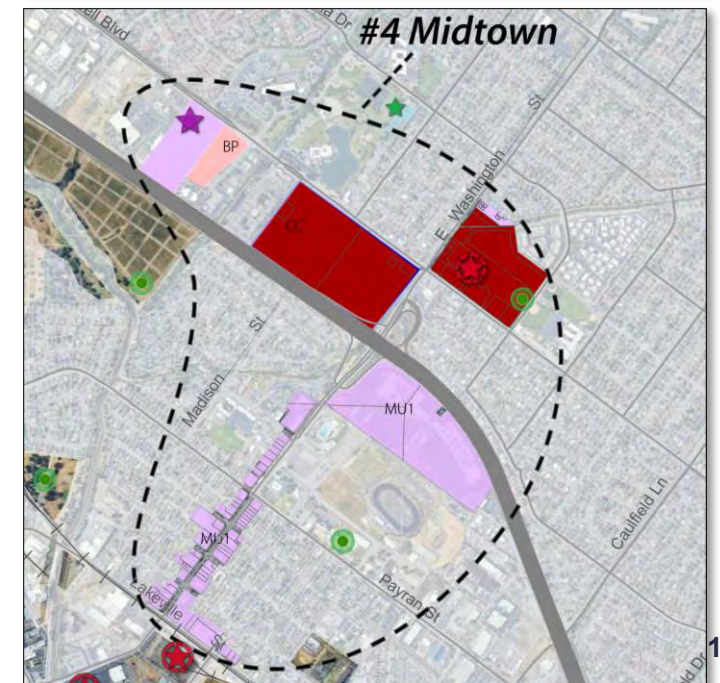
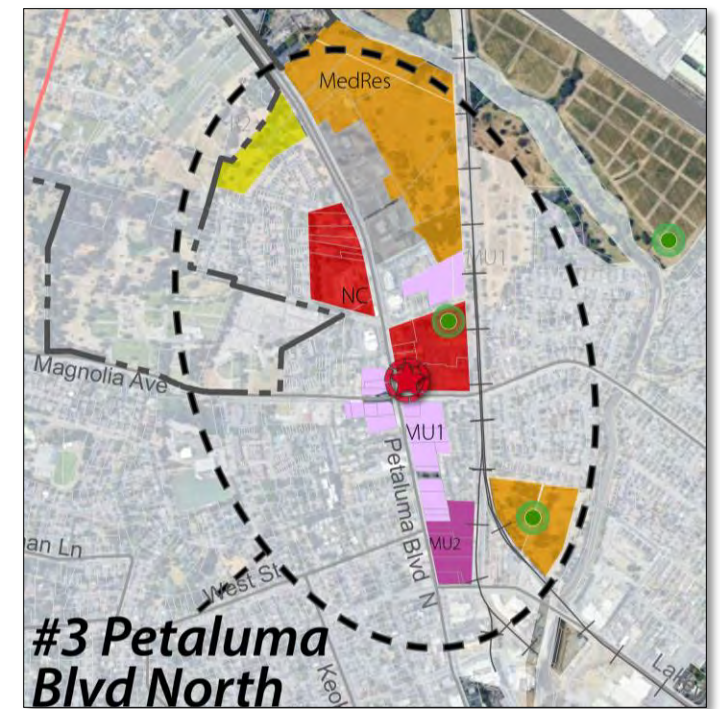
Consensus from Previous GPAC

- **Area 3:**

- Agreement: invite community input on intensifying the Lucky's site and the MU1 (light pink) areas

- **Area 4**

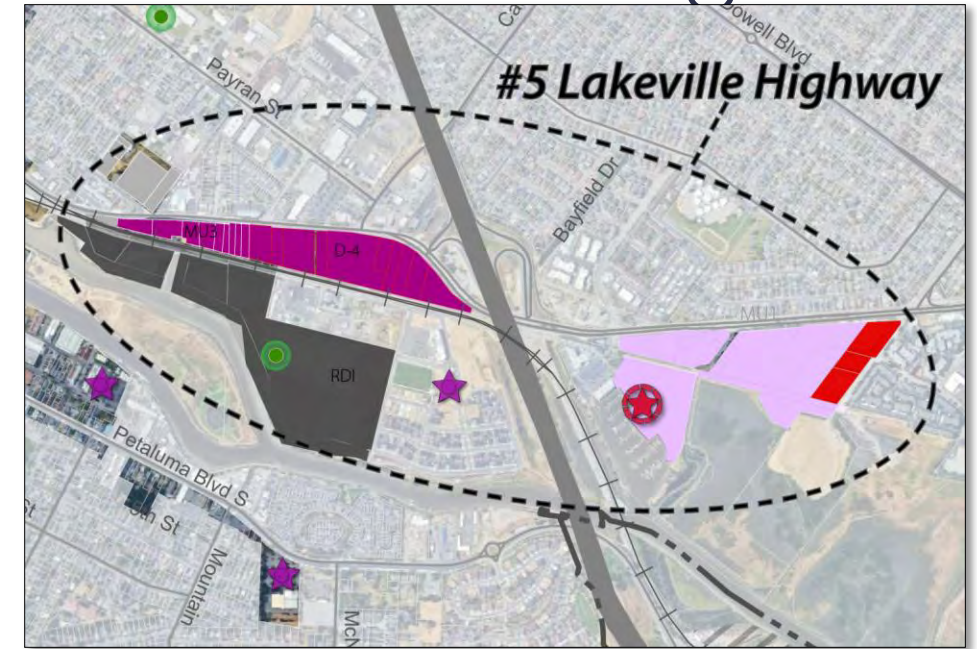
- Agreement: invite community input on the East Washington Street corridor
- Agreement: invite community input on Washington Square



Consensus from Previous GPAC Meeting

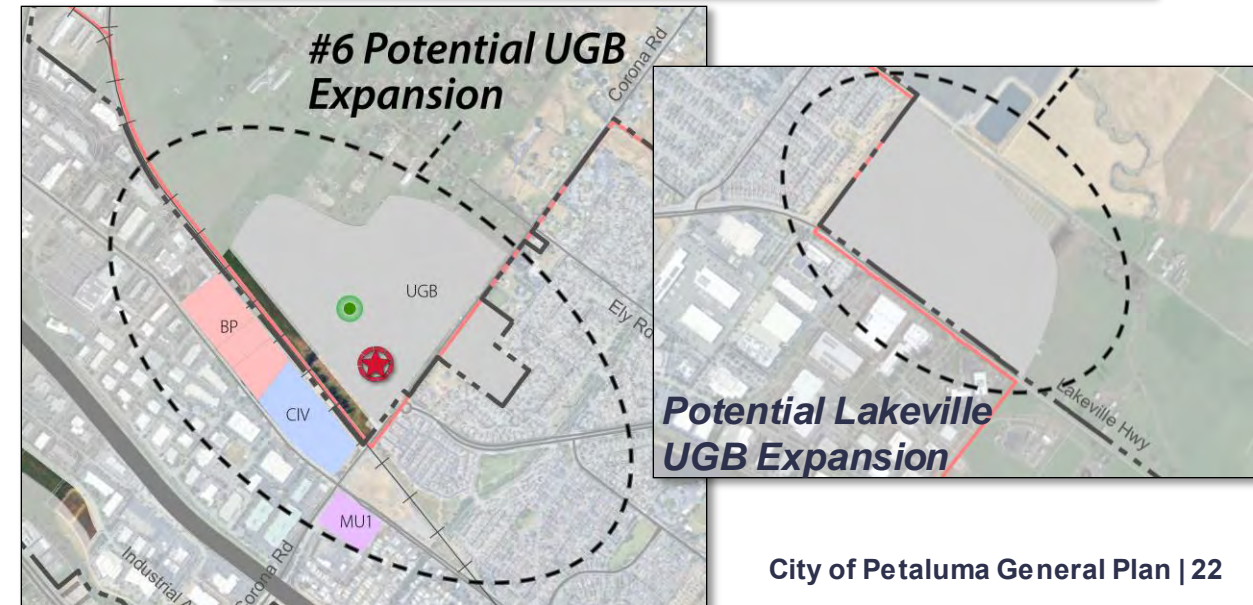
- **Area 5:**

- Agreement: invite community input on changing GPLU on RDI-designated areas owned by Scannell
- Agreement: don't change GPLU in the Western Lakeville Hwy area



- **Area 6**

- Agreement: explore UGB expansion near future Corona Station
- Agreement: don't consider UGB expansion for southern Lakeville



		<u>PUBLIC LAND USE ALTERNATIVE</u>				NOT A PUBLIC ALTERNATIVE	
Area	Subarea/Site	Review today – top priority	Review today if time	GPAC guidance clear (Policy)	GPAC guidance clear (Alt)	Update tonight	GPAC guidance clear
1	Upstream River-Adjacent Parcels			O	O		
	The Outlets		X				
	Cattlemen’s	X					
2	Historic Downtown District	X					
	Downtown SMART Station			O	O		
	Historic Agricultural/Industrial (HASD)	X					
	Petaluma Blvd North, East Washington to Oak				O		
	Warehouse District						O
	Petaluma Blvd South, E to I Street	X					
	Bowling Alley and Veteran’s Center	X			O		
	Western and Baker (Creamery)		X				
	Keny’s and City Hall		X				
3	Town & Country (Lucky’s)				O		
	Petaluma Blvd North, Lakeville to Marine	X					

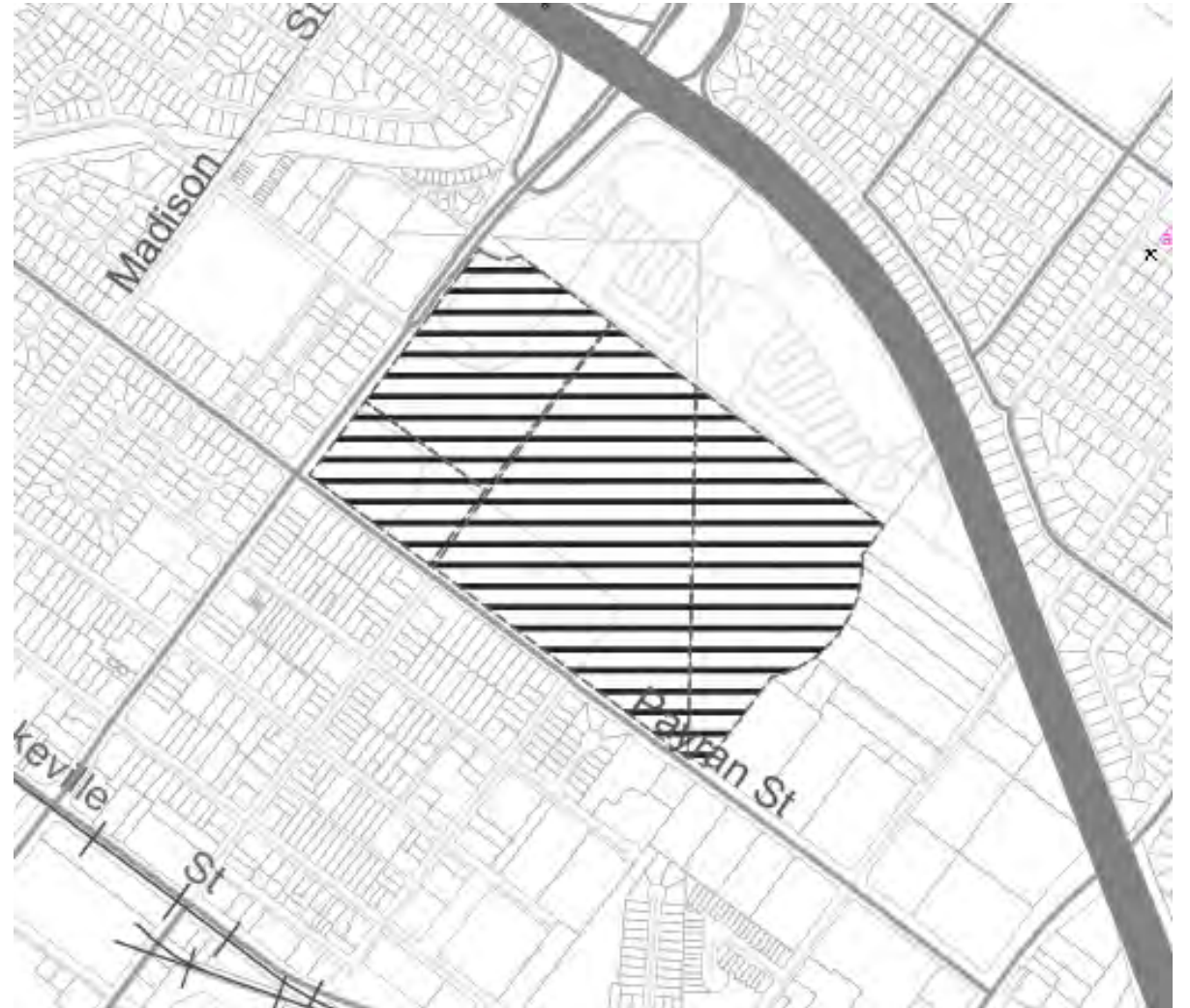
		PUBLIC LAND USE ALTERNATIVE				NOT A PUBLIC ALTERNATIVE	
Area	Subarea/Site	Review today – top priority	Review today if time	GPAC guidance clear (Policy)	GPAC guidance clear (Alt)	Update tonight	GPAC guidance clear
4	East Washington corridor	X					
	Casa Grande and Leghorn Marketplace		X				
	101 Shopping Malls			O			
	Fairgrounds Site					X	
5	Scannell Property		X				
	Propane Site		X				
	East Lakeville Hwy	X					
	Marina					X	
	West Lakeville Hwy						O
6	Corona UGB Expansion	X					
	North McDowell Blvd corridor			O			
	Airport					X	
	Lakeville UGB Expansion						O
	Old Redwood Hwy/N McDowell					X	
	Adobe Creek Golf Course					X	

Community Input will not be Sought

- GPAC guidance is clear – **not** a land use alternative
 - Warehouse District
 - West Lakeville Highway area
 - Lakeville UGB Expansion
- City direction is clear
 - Fairgrounds
 - Marina (?)
 - Airport
 - Crinella & Caufield
 - North McDowell & Old Redwood Hwy
 - Adobe Creek

Policy Approach: Fairgrounds

- Identify as 'Future Master Plan' estimated for 2025-2028, to include robust public engagement
- Include Guiding Principles developed through the Healthy Democracy project



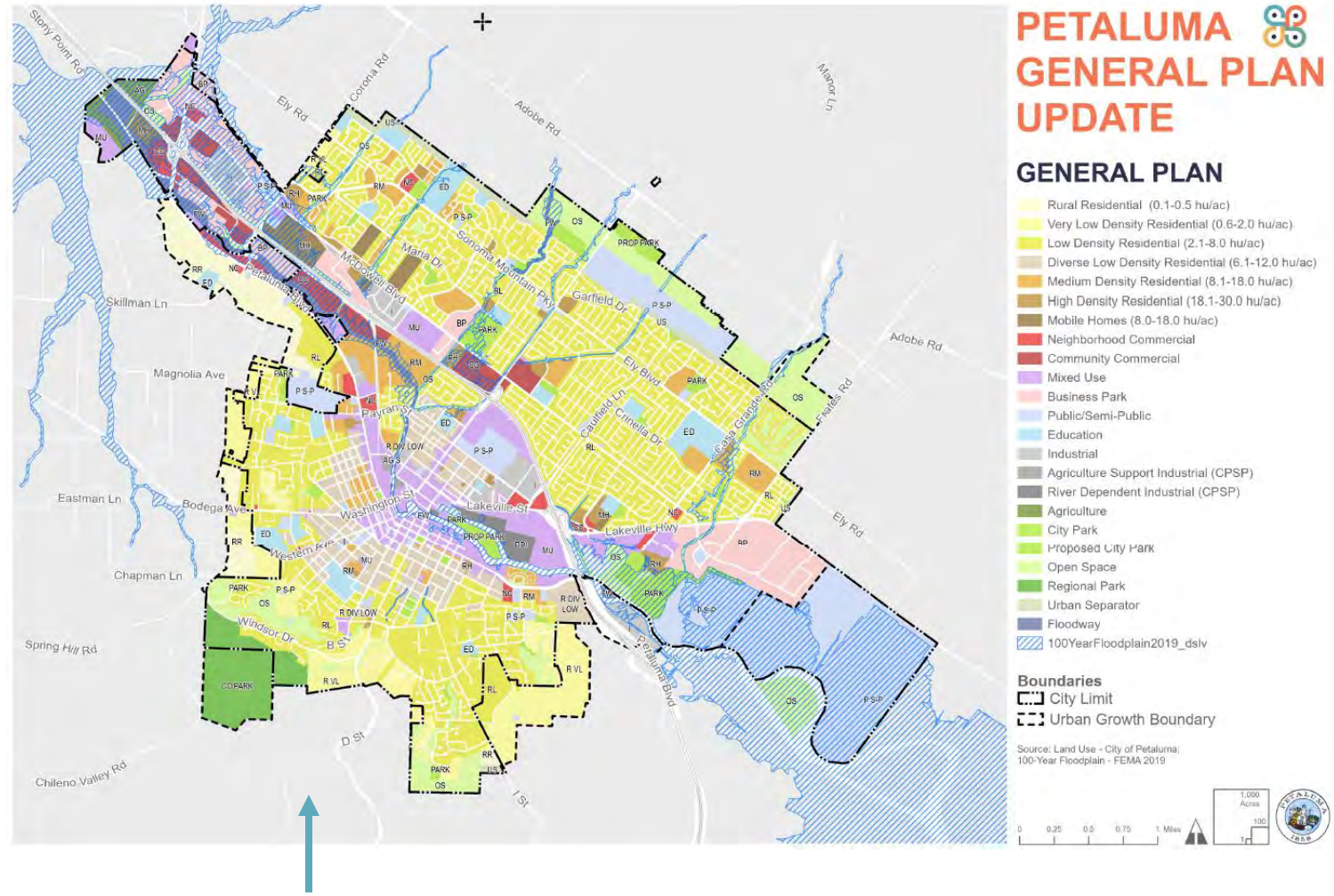
Areas where GPAC guidance is Needed

- What are the potential land use options to discuss with the public?
 - **Historic Downtown**
 - **Historic Agricultural Industrial**
 - **Petaluma Blvd North, upper segment**
 - **Petaluma Blvd South, middle**
 - **East Washington corridor**
 - **Western and Baker (Creamery)**
 - **Casa Grande**
 - **East Lakeville Highway area**
 - **Corona UGB Expansion**
- Should we consider land use changes in these areas? Should public input be invited?
 - **Cattlemen's**
 - **The Outlets**
 - **Leghorn Marketplace**
 - **Propane Site**
 - **Keny's**
 - **City Hall**
 - **Scannell Site**

Land Use Designations

What are General Plan land use designations?

- Establishes allowed uses
- Sets maximum residential density (Dwelling Units Per Acre) and/or commercial intensity (Floor Area Ratio)
 - *In some cases, sets minimum densities*
- Describes the general character envisioned









Current GPLU Map

Types of Designations

- **Residential:** Rural, Very Low, Low, Diverse Low, Medium, High, Mobile Home
- **Mixed Use:** *1 designation encompasses all mixed-use zones in Zoning Code and in CPSP*
- **Commercial:** Neighborhood, Community, Business Park
- **Industrial:** Industrial, River-Dependent (CPSP), Historic Agriculture Support (CPSP)
- **Public:** Public/Semi-Public, Education
- **Open Space:** Agriculture, City Park, Proposed City Park, Open Space, Regional Park, Urban Separator, Floodway

Residential Designations

	Name		Height	Density
	Rural Residential		2 stories, 25'	0.1 - 0.6 du/acre
	Very Low Residential (R1)		2 stories, 25'	0.6 - 2.5 du/acre
	Low Residential (R2)		2 stories, 25'	2.6 - 8.0 du/acre
	Diverse Low Residential (R3)		2 stories, 25'	6.1 - 12.0 du/acre

	Name		Height	Density
	Medium Residential [R4]		3 stories, 35'	8.1 - 18.0 du/acre
	High Density Residential [R5]		4 stories <i>(up to 5 stories w/ exception)</i>	18.1 - 30.0 du/acre
	Mobile Home		1 story	8.0 - 18.0 du/acre

Mixed Use Designations

- Only one mixed use designation in the GP
- Four mixed-use zones in Zoning Code and SmartCode
 - *Note: Alternative maps show zoning rather than GPLU in mixed use areas to give a fuller picture*

	Name		Height	Density
	MU1 (A/B/C) (Corridor, Suburban, Neighborhood)		2 stories, 30' (3 in certain cases)	2.5 FAR 30 DU/Acre
	MU2 Historic Mixed Use		4 stories, 45'	30 DU/Acre
	[T5] "MU3" Urban Center Mixed Use		4 stories, 50' (up to 6 stories w/ exception) 3 stories along Petaluma Blvd S	50 DUA (assumed)
	[T-6] "MU4" Urban Core Mixed Use		6 stories, 70'	80 DUA (assumed)

Non-Residential Designations

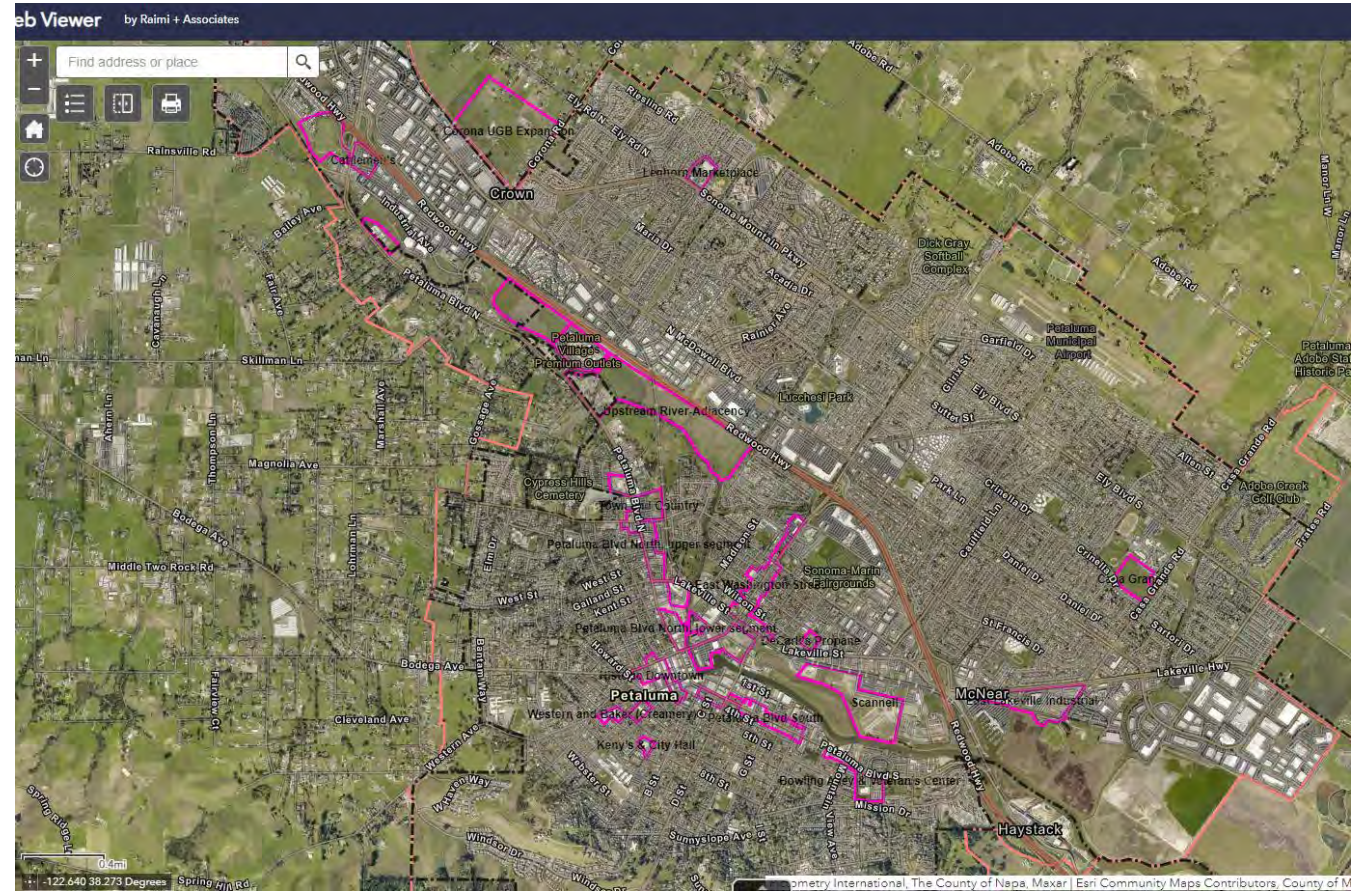
- Retail/services/restaurants
- Corner stores
- Shopping centers
- Office parks
- PDR/manufacturing
- River-related stuff
- Agricultural-related processing

	Name		Height	Density
	Neighborhood Commercial		2 stories	0.8 FAR
	Community Commercial		3 stories, 40'	1.2 FAR
	Business Park		3 stories, 40'	1.5-3.0 FAR
	Industrial		3 stories, 40'	0.6 FAR
	RDI River-Dependent Industrial		6 stories	None (matches T6 zone)
	Historic Agriculture Support Industrial		4 stories	None (matches T5 zone)

Overview of ArcGIS Online

ArcGIS Online (AGOL) Webmap

- This is a ***working map to inform*** staff and GPAC discussion
- We will create a simpler and more streamlined version for community engagement that includes a survey



<https://raimi.maps.arcgis.com/apps/webappviewer/index.html?id=4db152b2ace94ea1857a33c0306494d8>

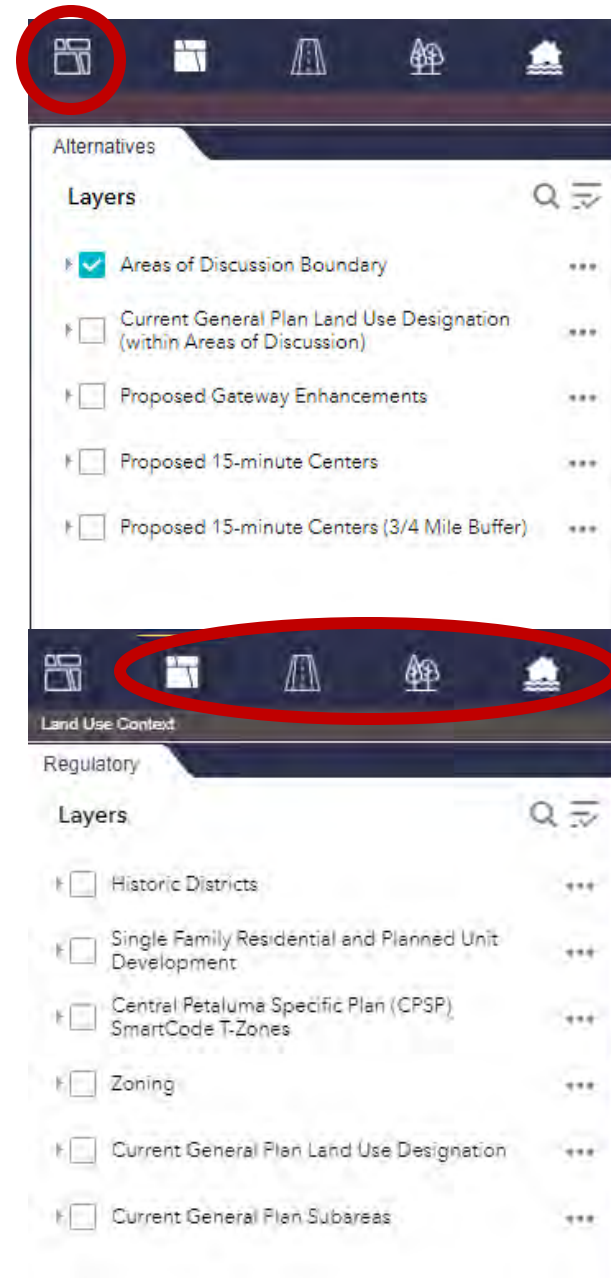
AGOL – How to Use

Click on tabs to view groups of layers; check layer boxes to turn layers on and off

Lefthand tab includes the “Areas of Discussion Boundary” layer, which outlines parcels where land use alternatives are being considered

Next four tabs include background and reference layers, such as:

- Land use regulatory layers and context
- Transportation
- Parks and Public Facilities
- Housing Element sites, DACs, and flood/sea level rise projections

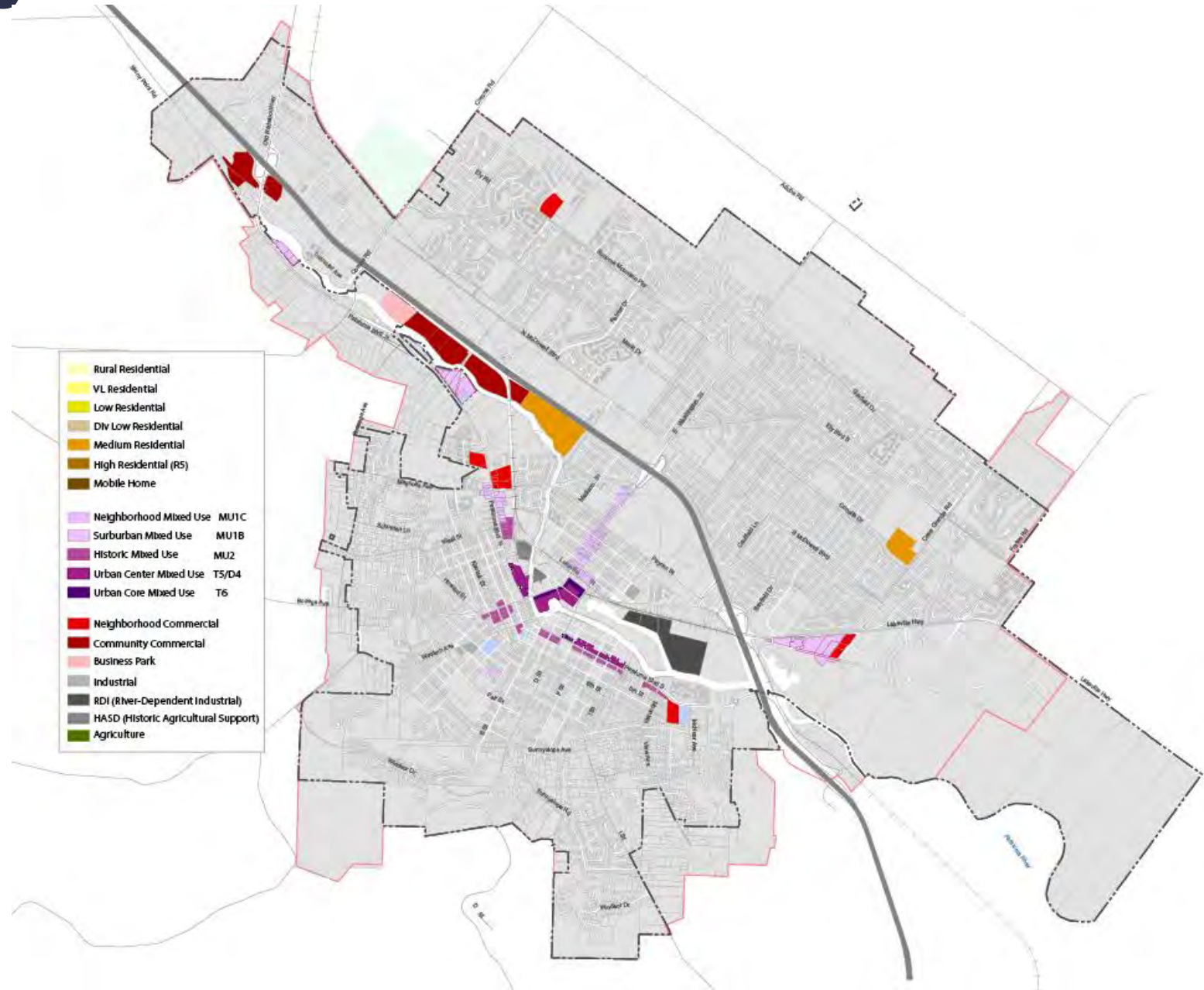


Public Comments







Purpose of Today's Discussion

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?



Slide Legend

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

Current General Plan Land Use Designations

	Rural Residential
	VL Residential
	Low Residential
	Div Low Residential
	Medium Residential
	High Residential (R5)
	Mobile Home
	Neighborhood Mixed Use MU1C
	Suburban Mixed Use MU1B
	Historic Mixed Use MU2
	Urban Center Mixed Use T5/D4
	Urban Core Mixed Use T6
	Neighborhood Commercial
	Community Commercial
	Business Park
	Industrial
	RDI (River-Dependent Industrial)
	HASD (Historic Agricultural Support)
	Agriculture

Area #1 Map Discussion

Area 1.2: Outlets

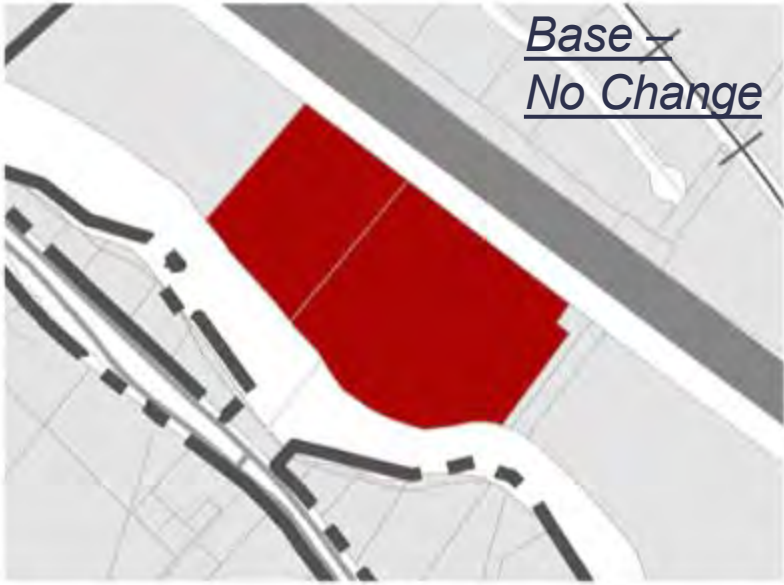
Land Use Alternative Concepts

1. *No change*
2. Allow 4-story mixed use (MU2)
3. Change to Flex Employment *and foster civic/arts hub*

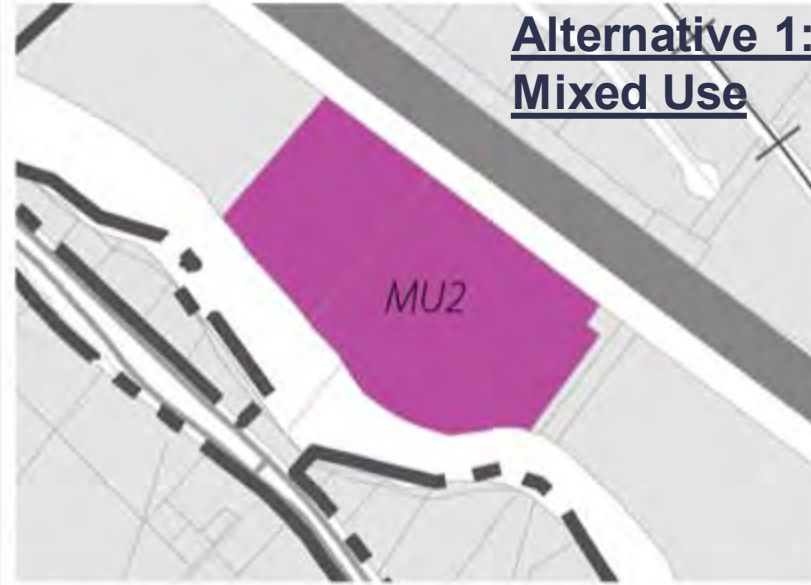


Area 1.2: Outlets

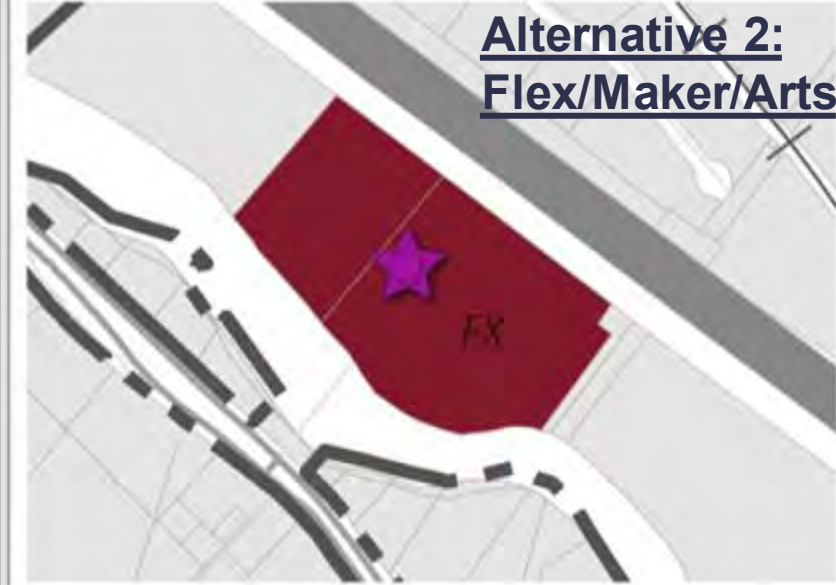
Base
No Change



Alternative 1:
Mixed Use



Alternative 2:
Flex/Maker/Arts



Area 1.3: Cattlemen's

Land Use Alternative Concepts

1. *No change*
2. Allow 2/3-story mixed use (MU1)
3. Other options?



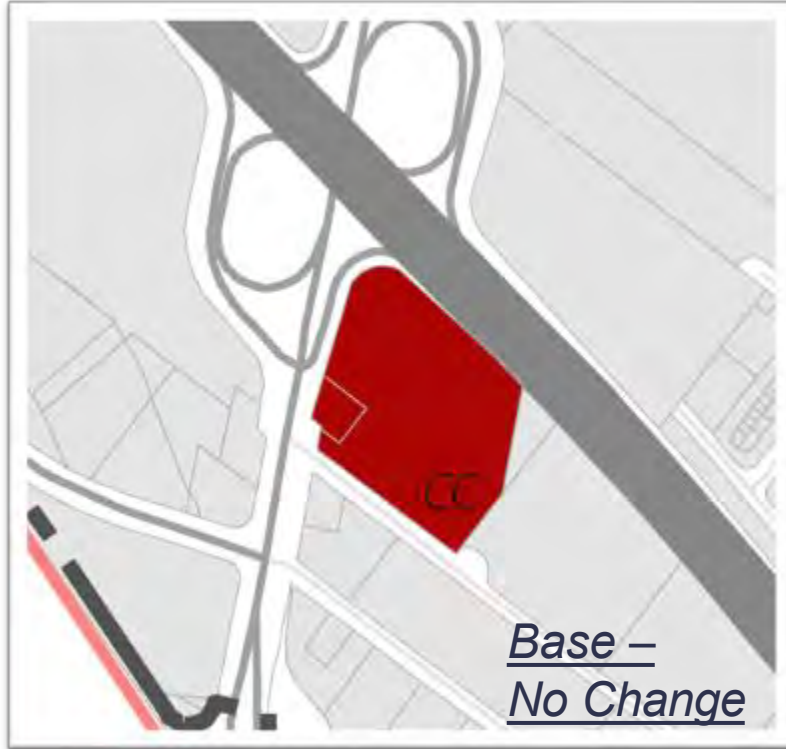
Community
Commercial



3 stories, 40'

1.2 FAR

Area 1.3: Cattlemen's



Area #2A Map Discussion

Area 2.1: Historic Downtown

Policy Question

- Should the General Plan allow additional uses and active ground floors while maintaining the distinct character of the Historic Downtown?
 - a) Allow flex, maker spaces, and live/work units on ground floors
 - b) Allow arts & crafts uses; offer incentives to build artist's lofts
 - c) Allow and intentionally attract more visitor/tourist-serving uses

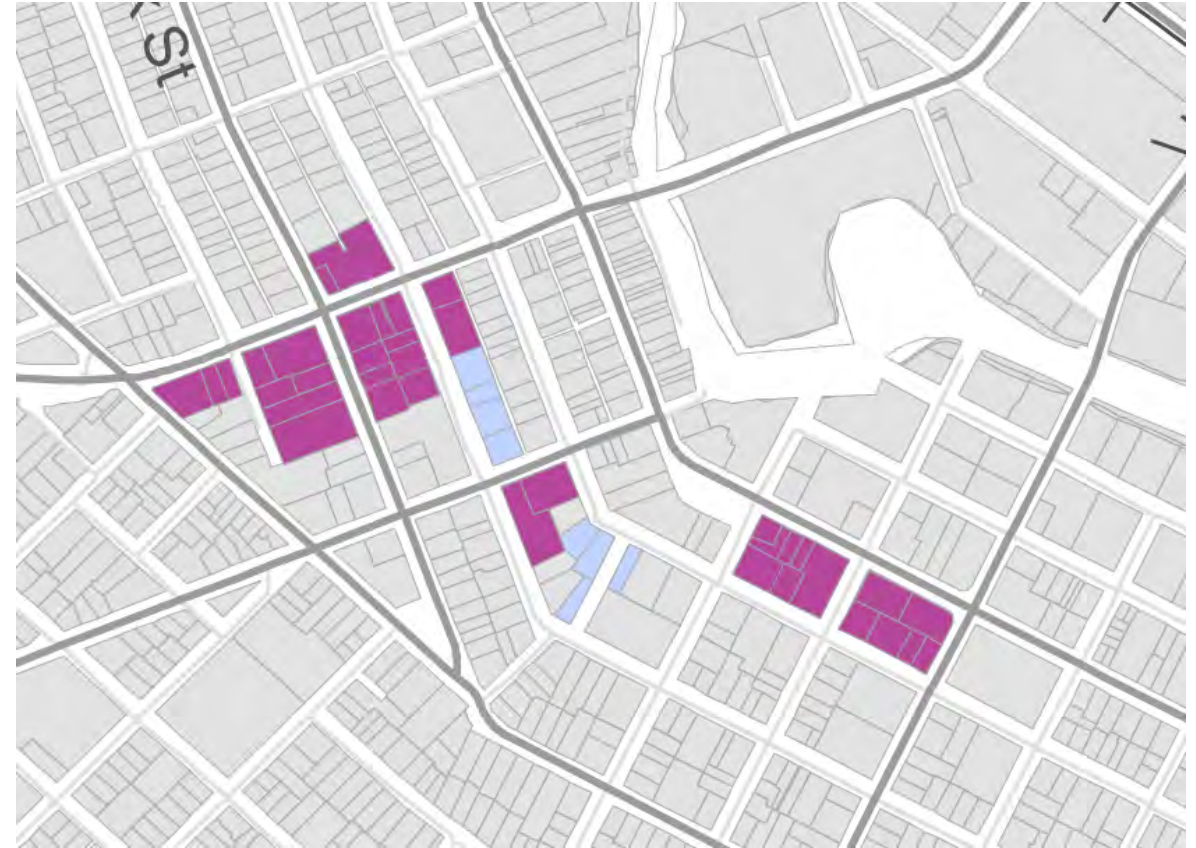


MU designation allows retail, residential, service commercial, and/or offices

Area 2.1: Historic Downtown

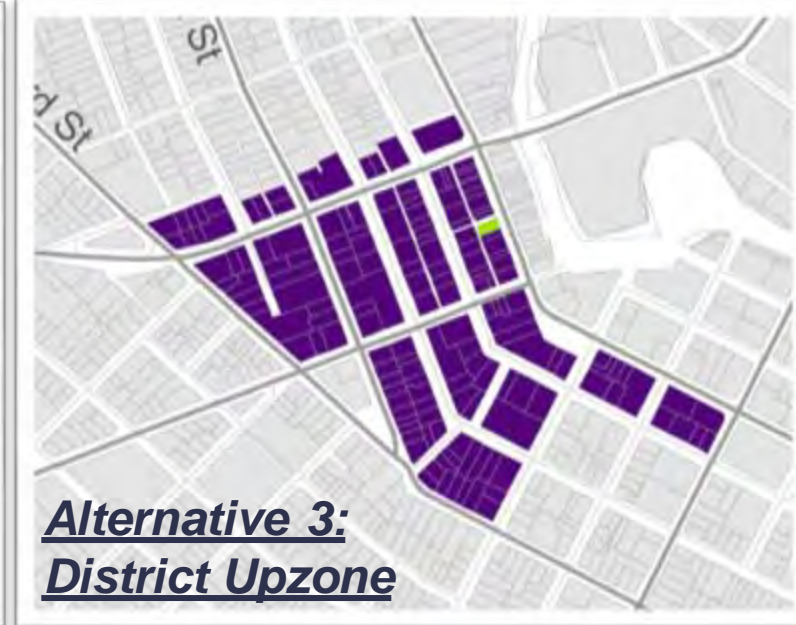
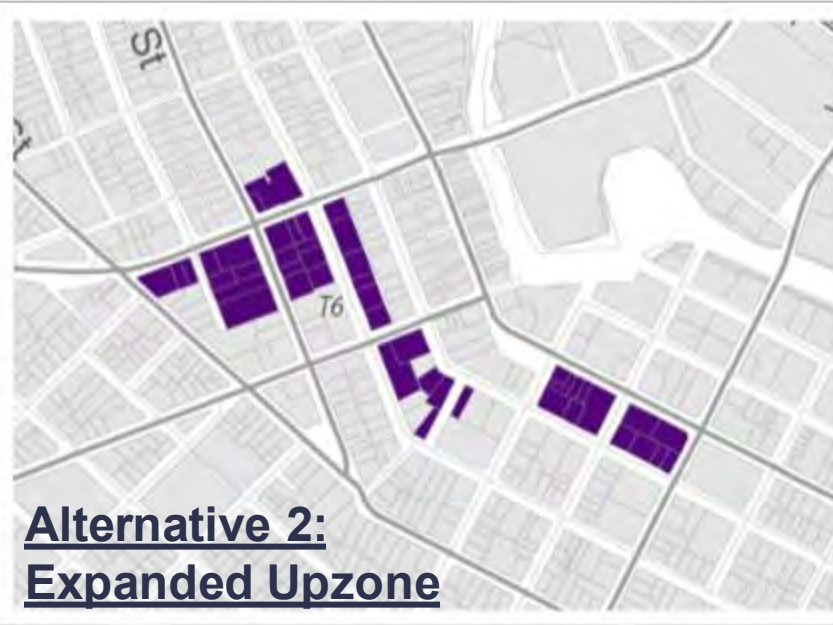
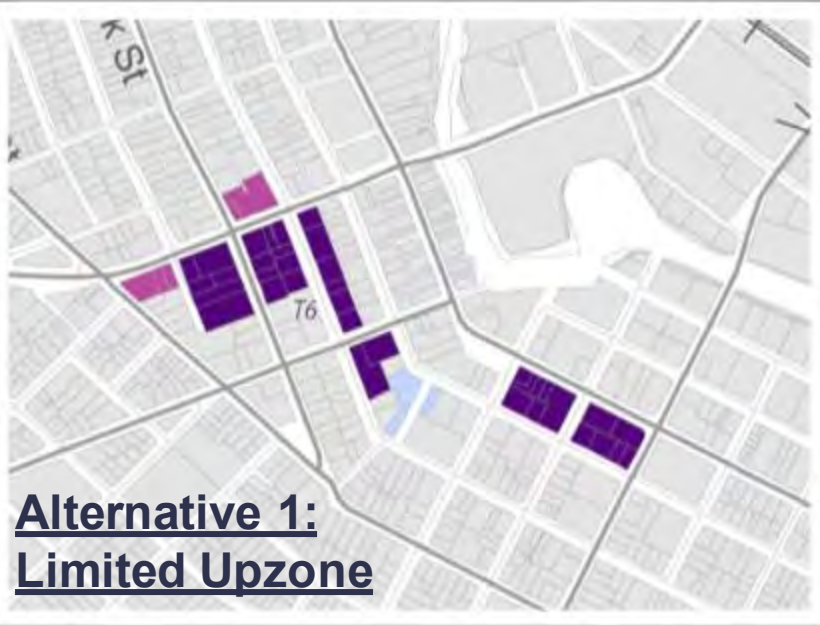
Land Use Alternative Concepts

1. *No change*
2. 6-stories within the currently proposed overlay areas
3. 6-stories within the proposed overlay, plus key opportunity sites (A Street Parking Lot, Beauty Bar, Shell Station)
4. Entire historic downtown



Public/Semi-Public

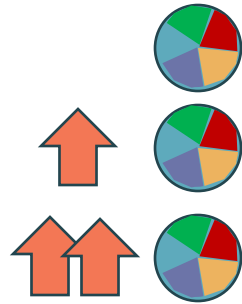
Area 2.1: Historic Downtown



Area 2.3: Historic Agricultural District

Land Use Alternative Concepts

1. *No change*
2. Allow 4-story mixed use
3. Allow 6-story mixed use
4. Allow 8-story mixed use* (?)



Should this area be a policy question instead of alternative? Is this something to ask for community input about?



Area 2.3: Historic Agricultural District



Area #2B Map Discussion

Area 2.5: Petaluma Blvd South

Policy Question

- Four story mixed-use is allowed in Warehouse District except on the north side of Petaluma Blvd South (limited to 3 stories). Should 4 stories be allowed at the street?

Land Use Alternative Concepts?






- Along the south side of Petaluma Blvd South, four-story mixed use is allowed. Should this change?
 - A. *No change*
 - B. Upzone to allow six stories with Planning Commission approval (T5)
 - C. Downzone to 2/3-story mixed use

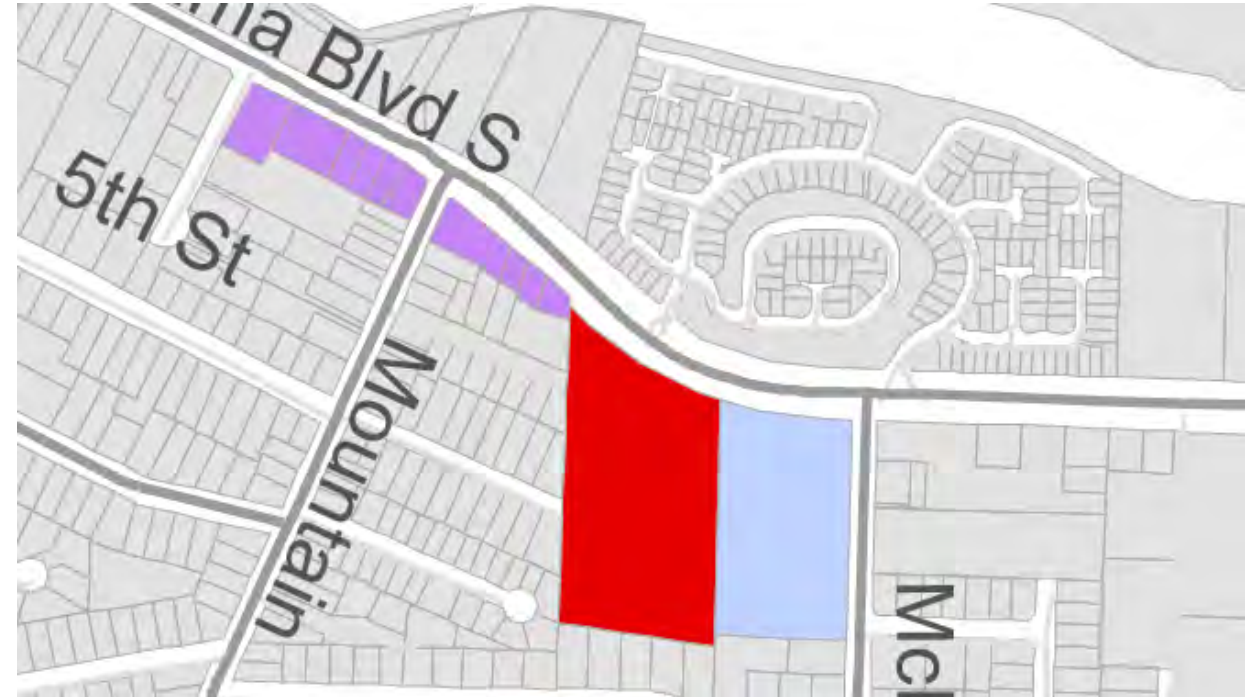


	MU2 Historic Mixed Use		4 stories, 45'	30 DU/Acre
	[T5] "MU3" Urban Center Mixed Use		4 stories, 50' (up to 6 stories w/ exception) 3 stories along Petaluma Blvd S	50 DUA (assumed)
	[T-6] "MU4" Urban Core Mixed Use		6 stories, 70'	80 DUA (assumed)

Area 2.6: Bowling Alley & Veteran's Center

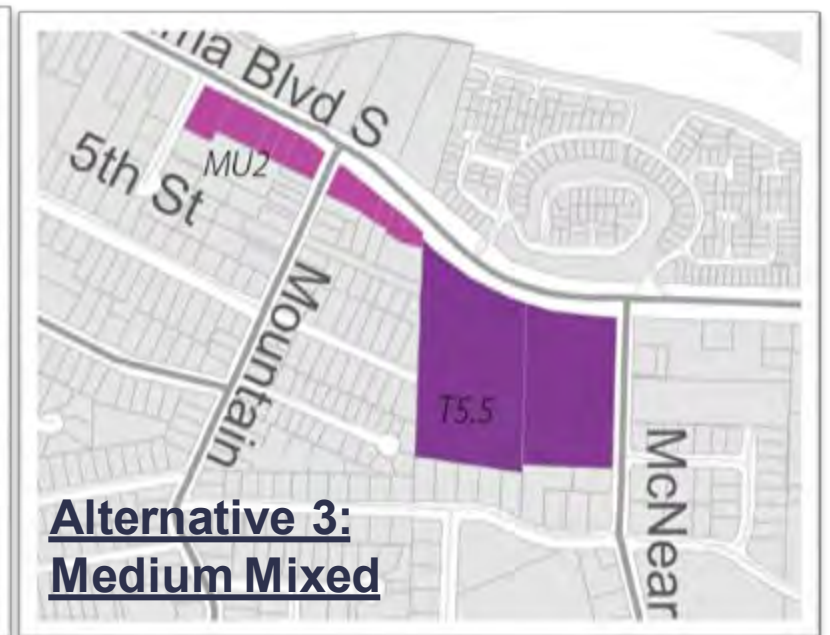
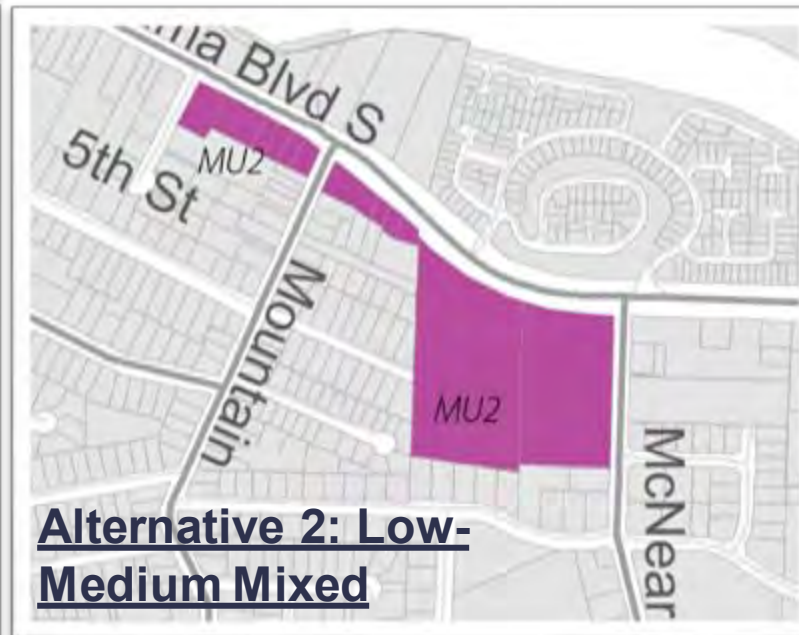
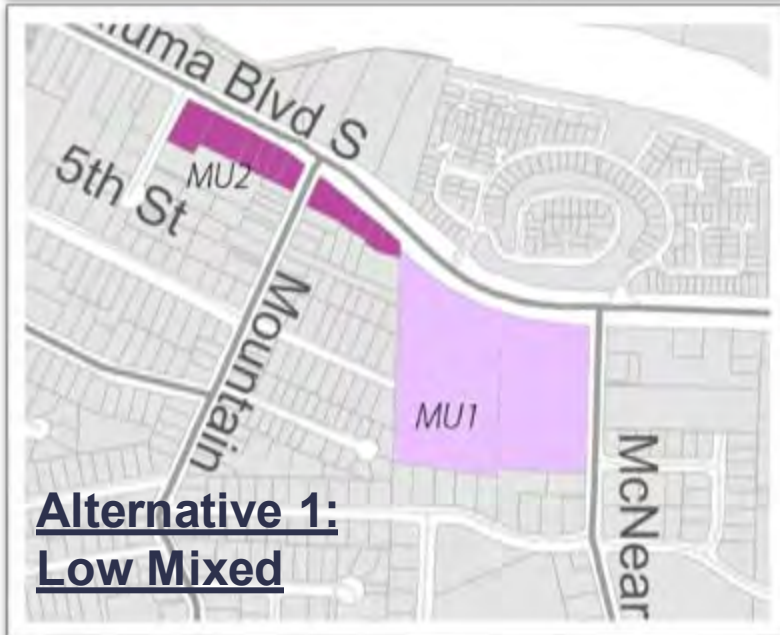
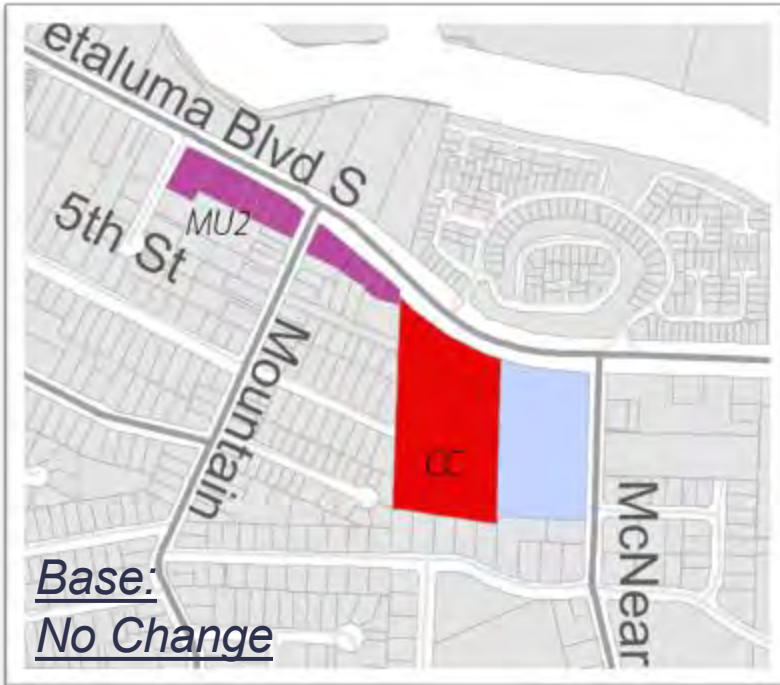
Land Use Alternative Concepts

1. *No change*
2. Allow 2/3-story mixed use (MU1) 
3. Allow 4-story mixed use (MU2)  
4. Allow 5-story mixed use*  



	Neighborhood Commercial		2 stories	0.8 FAR
	MU2 Historic Mixed Use		4 stories, 45'	30 DU/Acre
	Public/Semi-Public			

Area 2.6: Bowling Alley & Veteran's Center



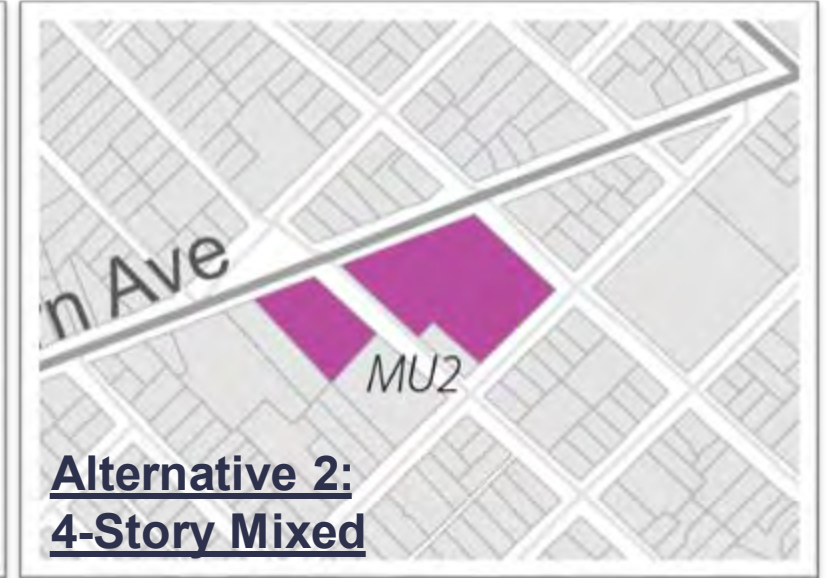
Area 2.7: Western and Baker (Creamery)

Land Use Alternative Concepts

1. *No change*
2. Allow 2/3-story mixed use (MU1)
3. Allow 4-story mixed use (MU2)

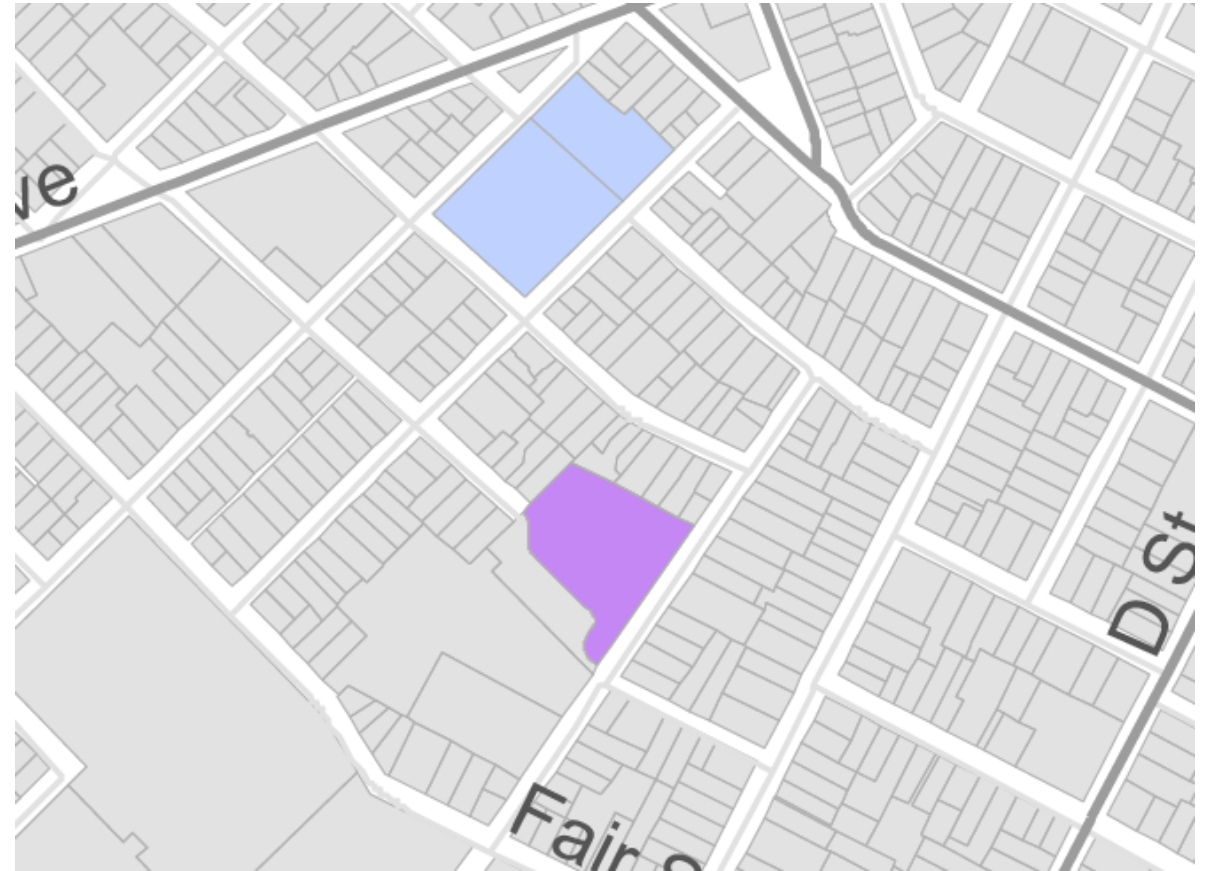


Area 2.7: Western and Baker (Creamery)



Policy Questions: **Keny's** & City Hall







- Should the City work with the School District to redevelop the Douglas Street property into a 4- and 5-story vertical mixed-use neighborhood center?
- Should the City seek to relocate its existing civic facilities and redevelop the current site with affordable housing?

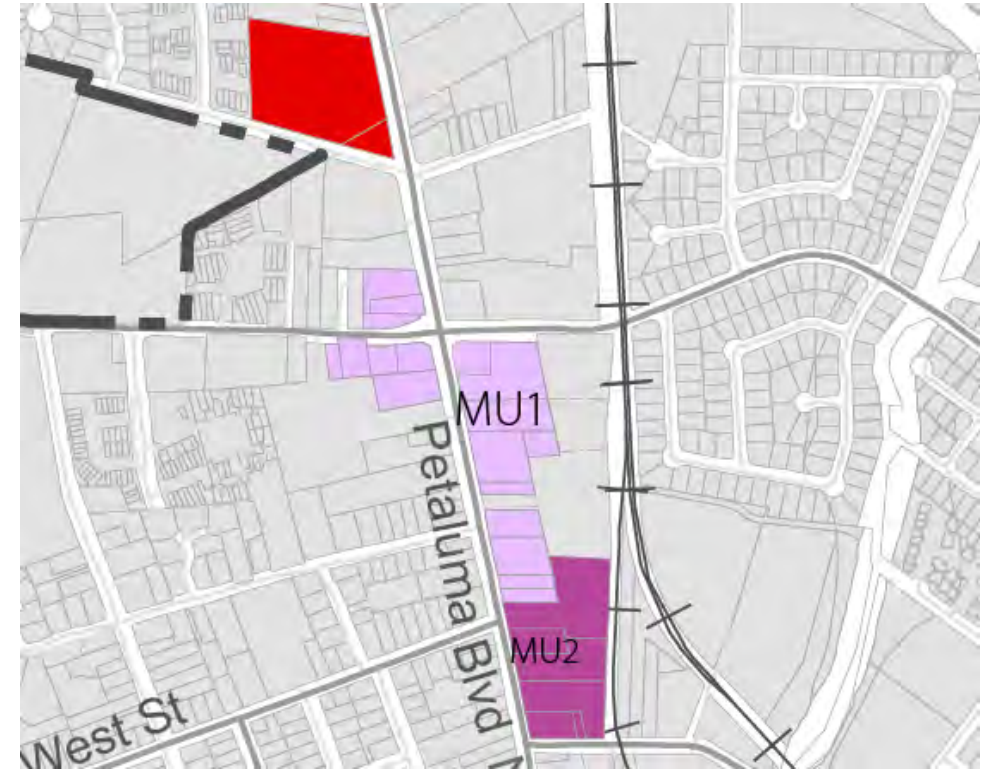


Area #3 Map Discussion

Area 3: Petaluma Blvd North, upper segment

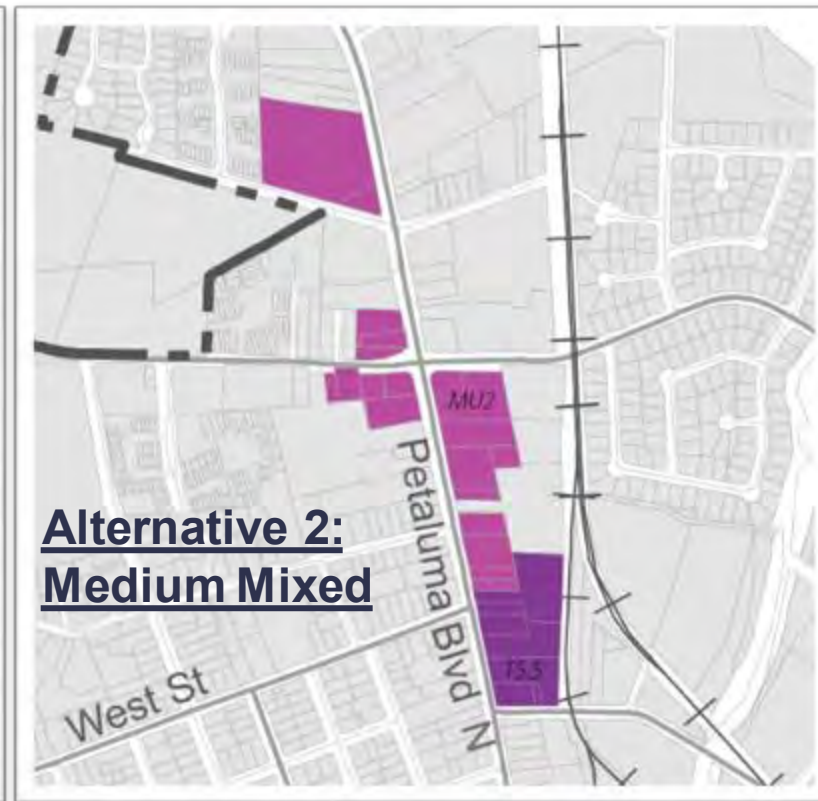
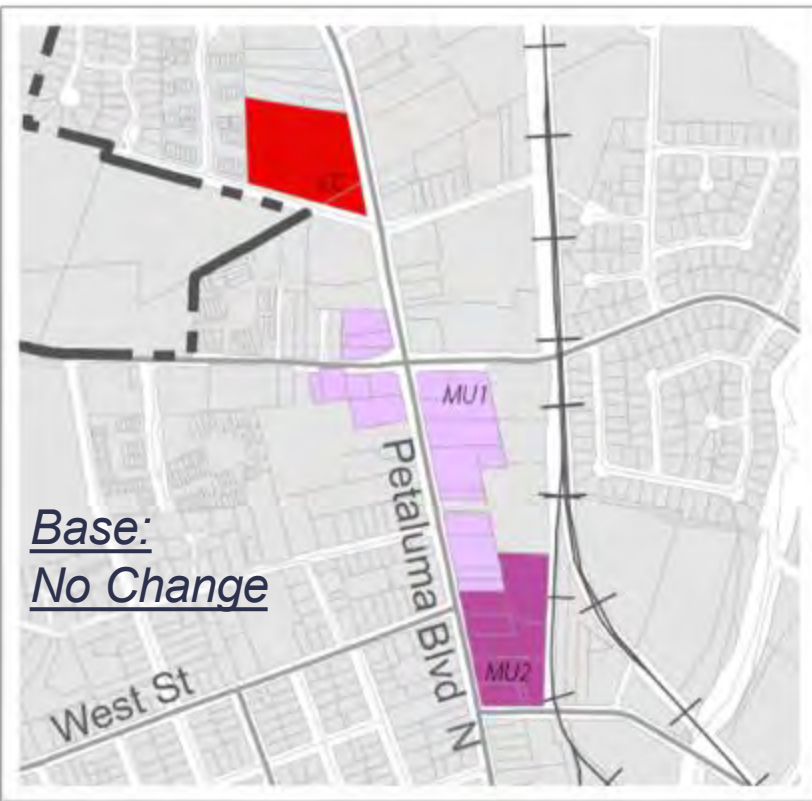
Land Use Alternative Concepts

1. Allow 3-story standalone residential at Marina Unlimited (MU1)  
2. Allow 4-story mixed use at Marina Unlimited (MU2)  
3. Allow 4-story mixed use from Magnolia to Paseo del Olmo 
4. Allow 6-story mixed use from West Street to Lakeville Street (T5/T6) 



	Neighborhood Commercial		2 stories	0.8 FAR
	MU1 (A/B/C) (Corridor, Suburban, Neighborhood)		2 stories, 30' (3 in certain cases)	2.5 FAR 30 DU/Acre
	MU2 Historic Mixed Use		4 stories, 45'	30 DU/Acre

Area 3: Petaluma Blvd North, upper segment



Area #4 Map Discussion

Area 4.1: East Washington Street

Policy Question

- What should the City prioritize on this corridor?
 - A) Pedestrian crossing, multimodal, and other safety improvements
 - B) Street trees, public realm, and visual enhancements
 - C) Attracting active, flexible ground floor uses including maker spaces, live/work units, and temporary uses



MU designation allows retail, residential, service commercial, and/or offices

Area 4.1: East Washington Street

Land Use Alternative Concepts

1. *No change*
2. Allow up to four-story mixed use (MU2)
3. Allow up to six-story mixed use with Planning Commission approval (T5)



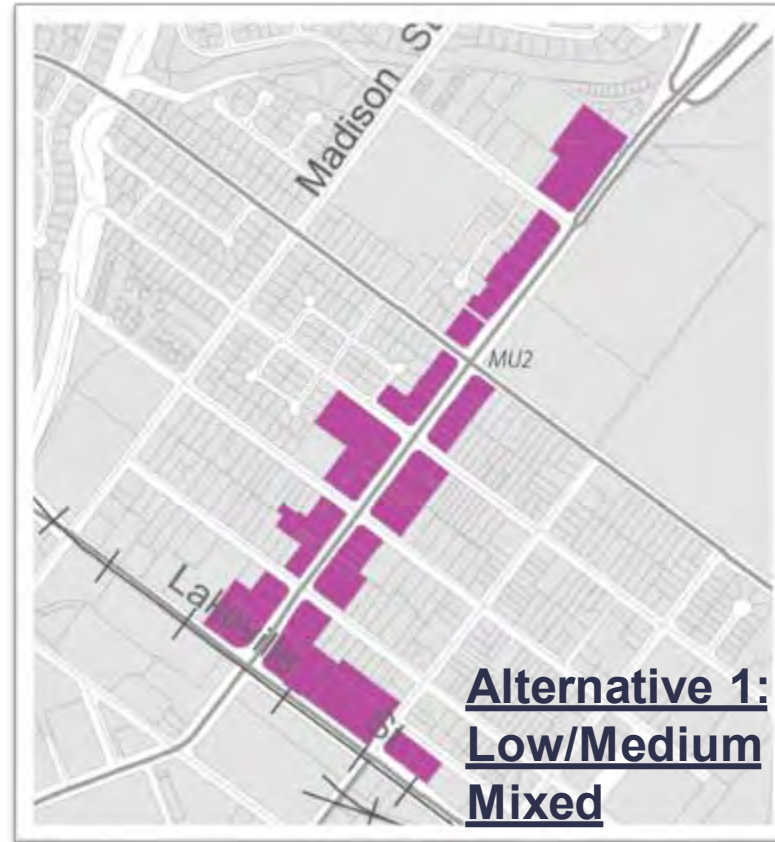
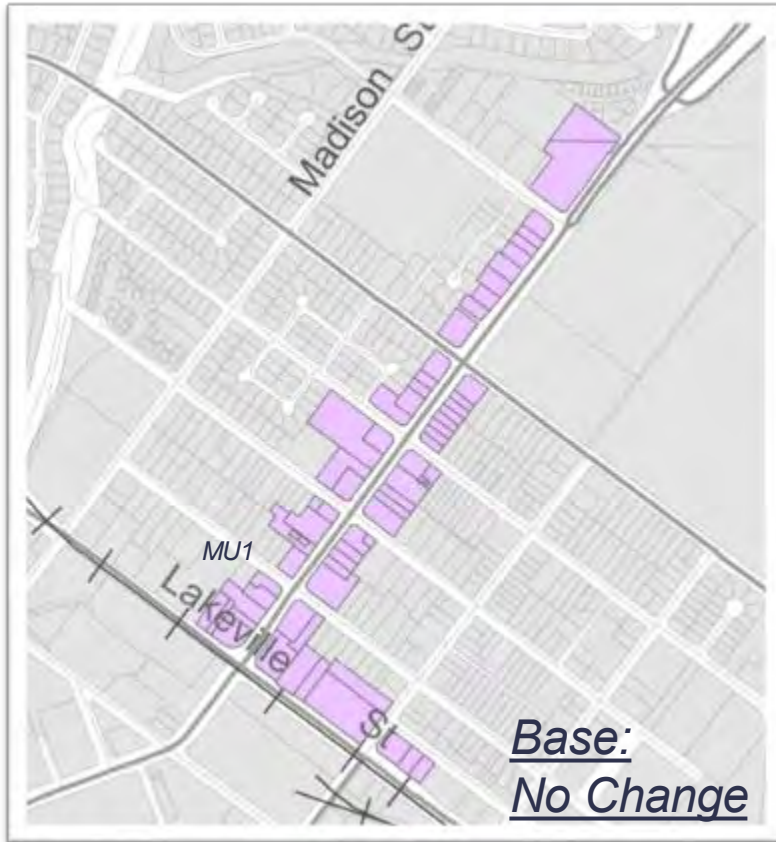
MU1 (A/B/C)
(Corridor,
Suburban,
Neighborhood)



2 stories, 30'
(3 in certain cases)

2.5 FAR
30 DU/Acre

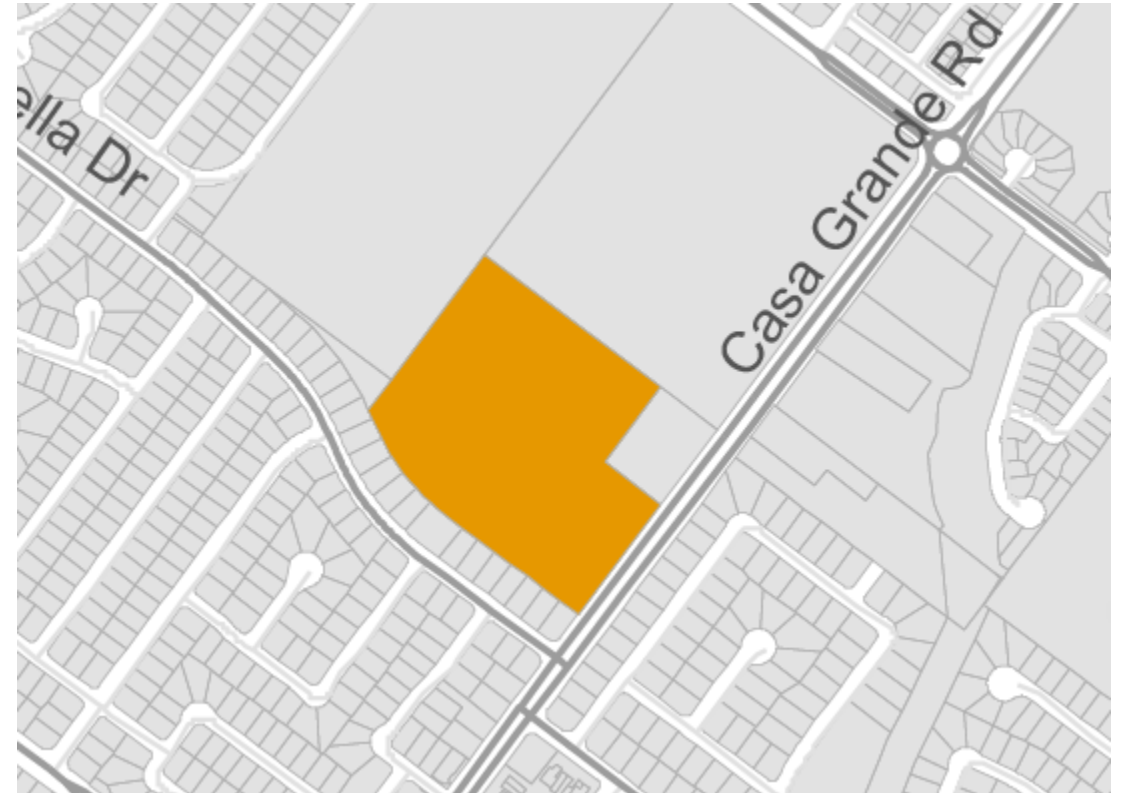
Area 4.1: East Washington Street



Area 4.2: Casa Grande

Land Use Alternative Concepts

1. *No change*
2. A mix of Medium Residential and 2/3-story mixed use and live/work
3. Upzone entire parcel to High-Density Residential
4. Change street-adjacent area to four-story mixed use (MU2)



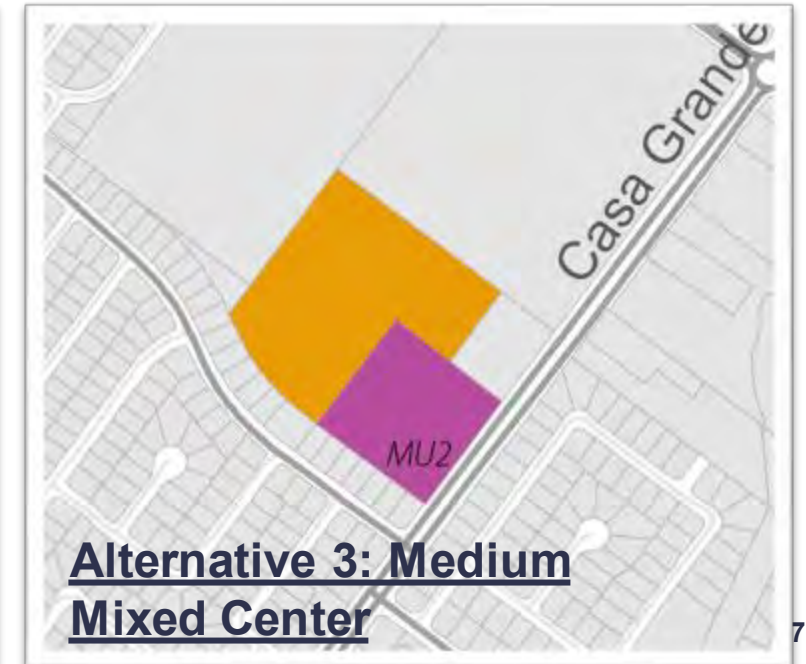
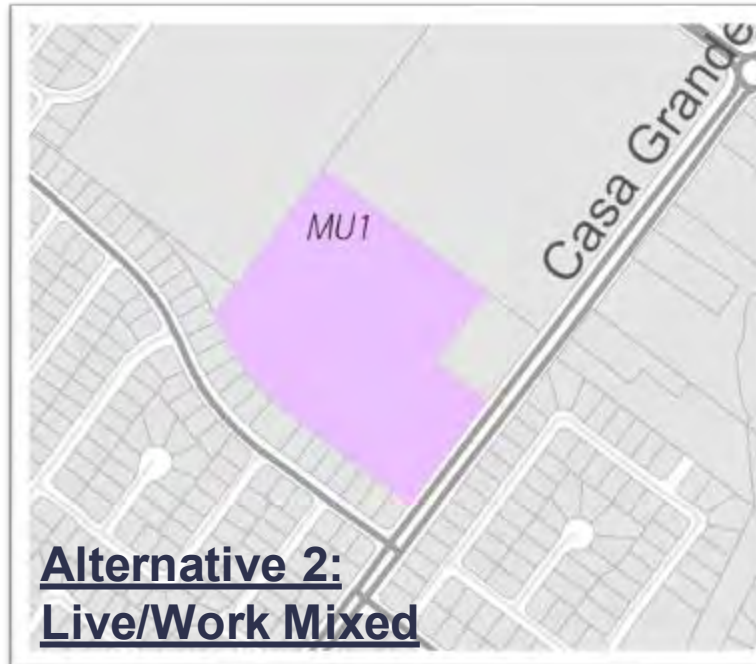
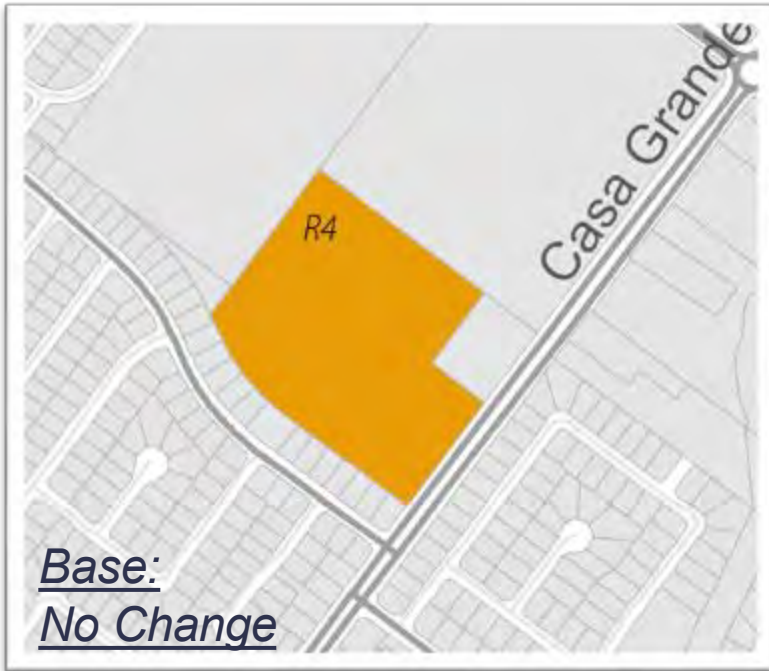
Medium
Residential
[R4]



3 stories, 35'

8.1 - 18.0 du/
acre

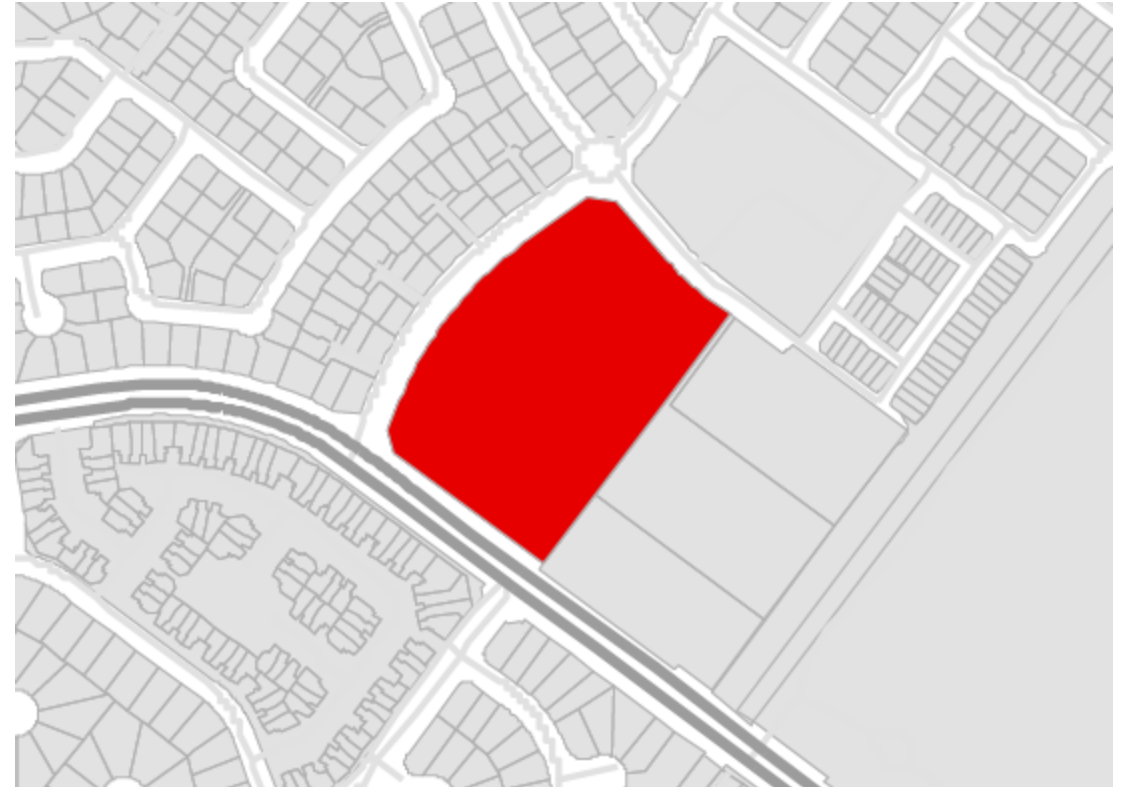
Area 4.2: Casa Grande



Area 4.3: Leghorn Marketplace

Land Use Alternative Concepts

1. *No change*
2. Allow 2/3-story mixed use (MU1) and live/work
3. Allow 4-story mixed use (MU2)



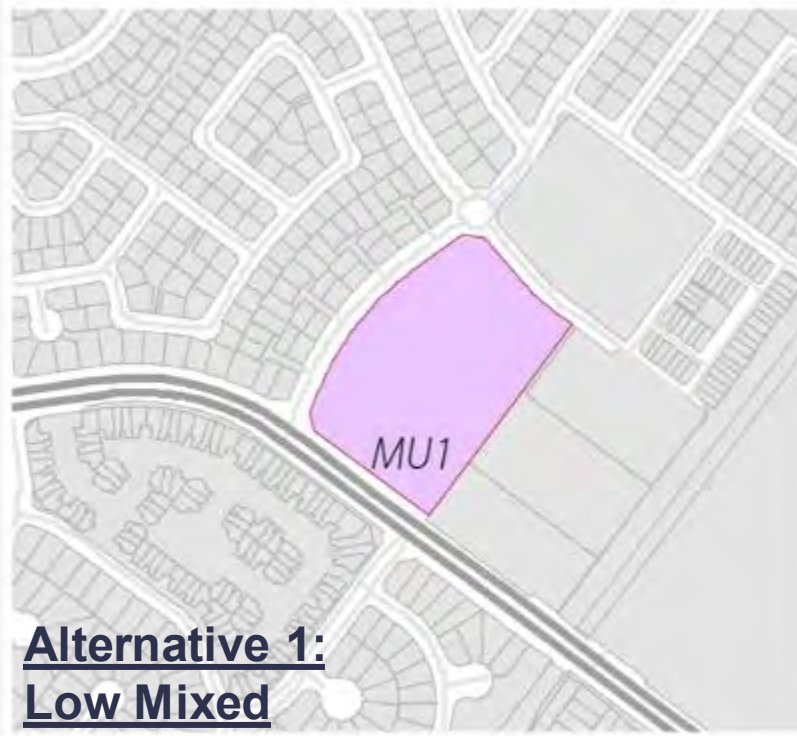
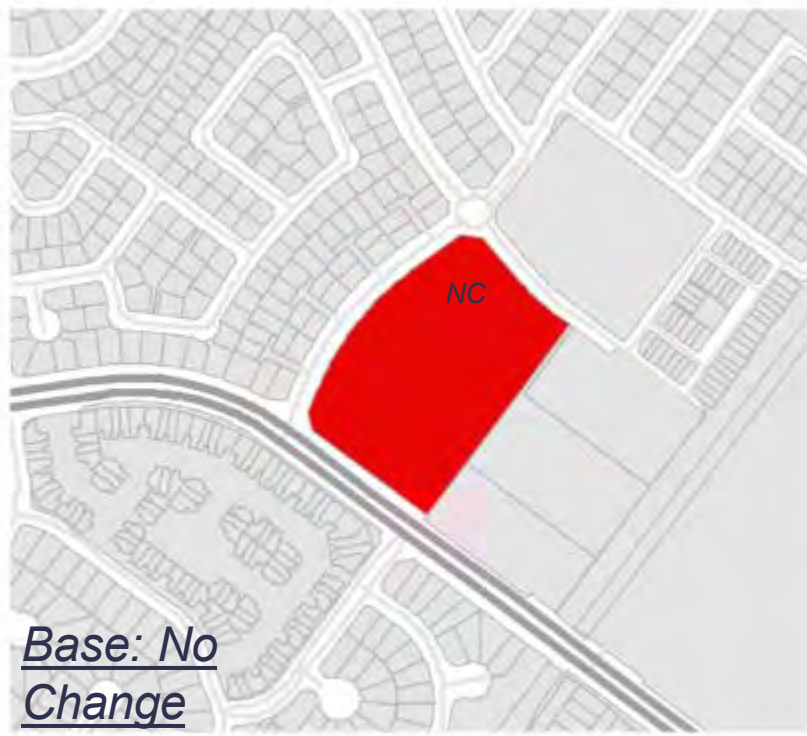
Neighborhood
Commercial



2 stories

0.8 FAR

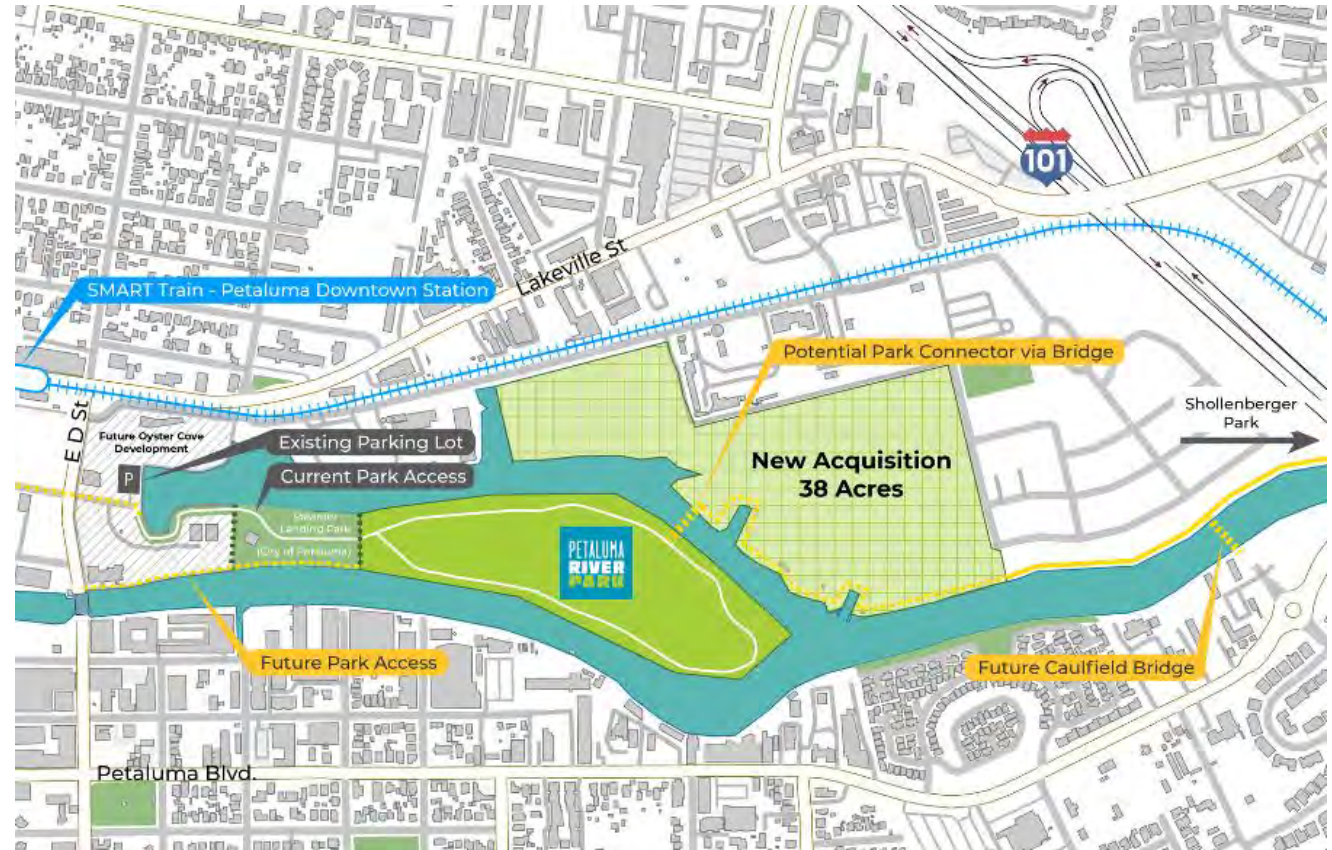
Area 4.3: Leghorn Marketplace



Area #5 Map Discussion

Area 5.1: Scannell – New Owner Concept

- Acquired by Petaluma River Park Foundation
- The "primary goal" is shared community space, river access, and an expanded park
 - New riverfront park
 - Restored tidal slough (restoration of the wetland and upland habitats)
 - Bridge to Steamer Landing
- Affordable housing (potentially), a community center, maker spaces, and other amenities

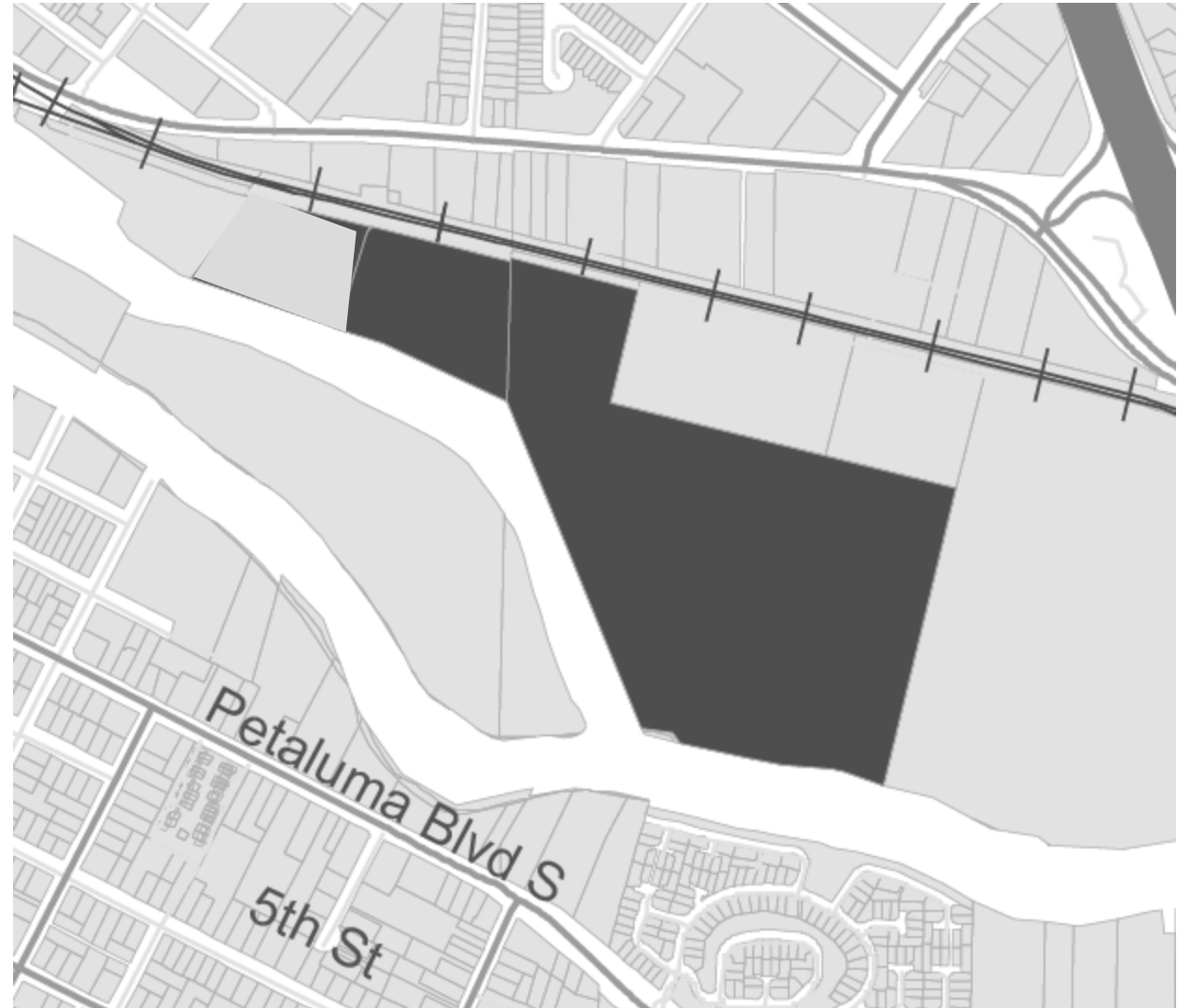


Area 5.1: Scannell

Land Use Alternative Concepts


Significant public parks, riverfront trail, restored wetlands, community center/spaces, *plus*

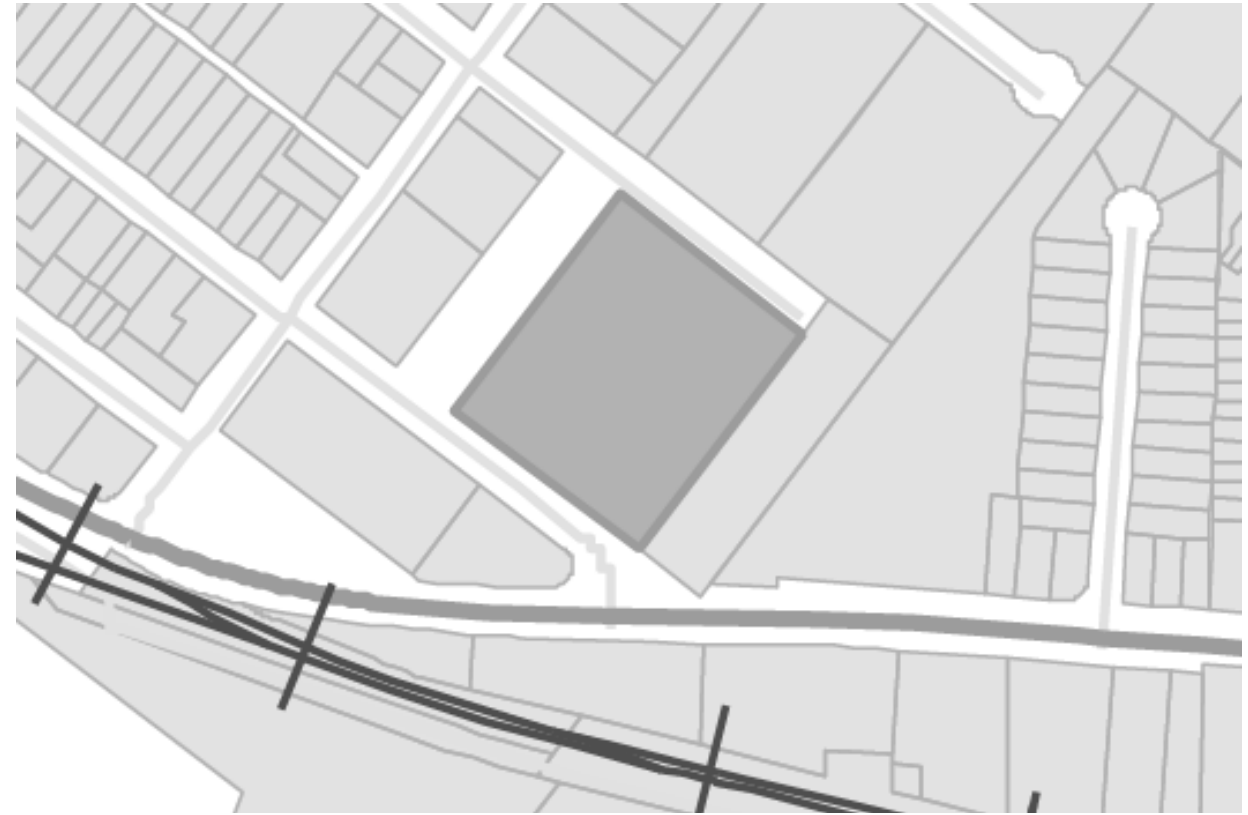
1. A mix of 2- and 3-story townhouse residential (Diverse Low & Medium Density Residential)
2. A four/five-story mixed use center (T5)
3. Medium-Density Residential, with Flex/Maker by Hopper*



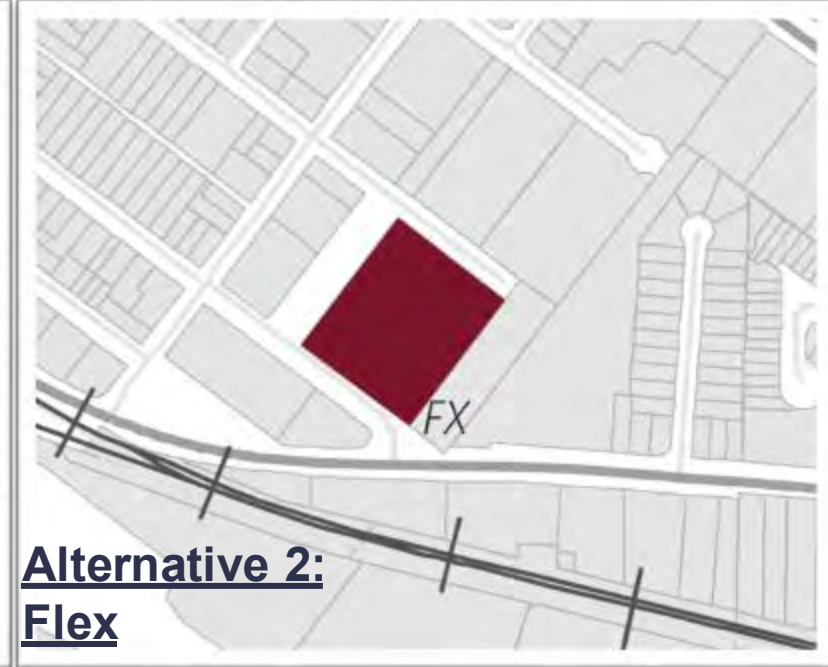
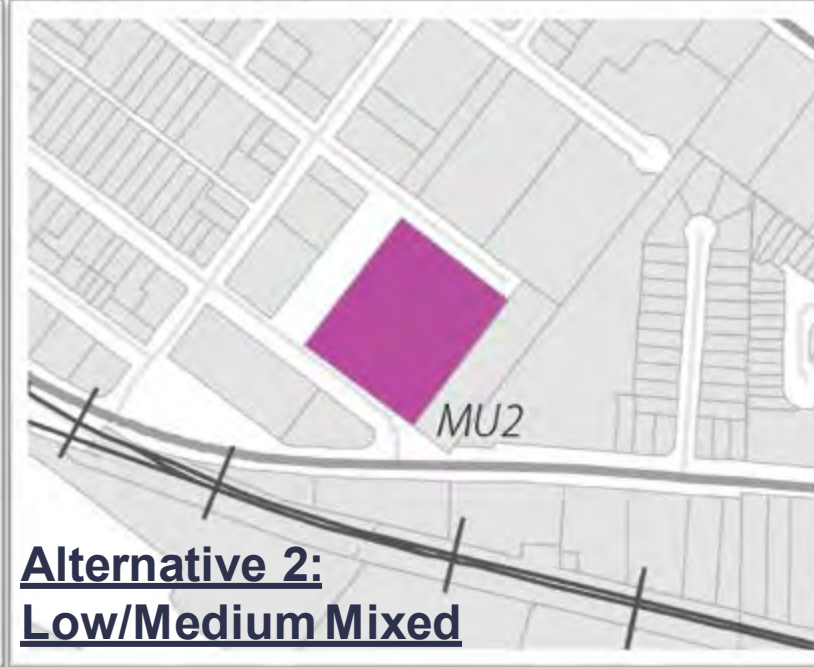
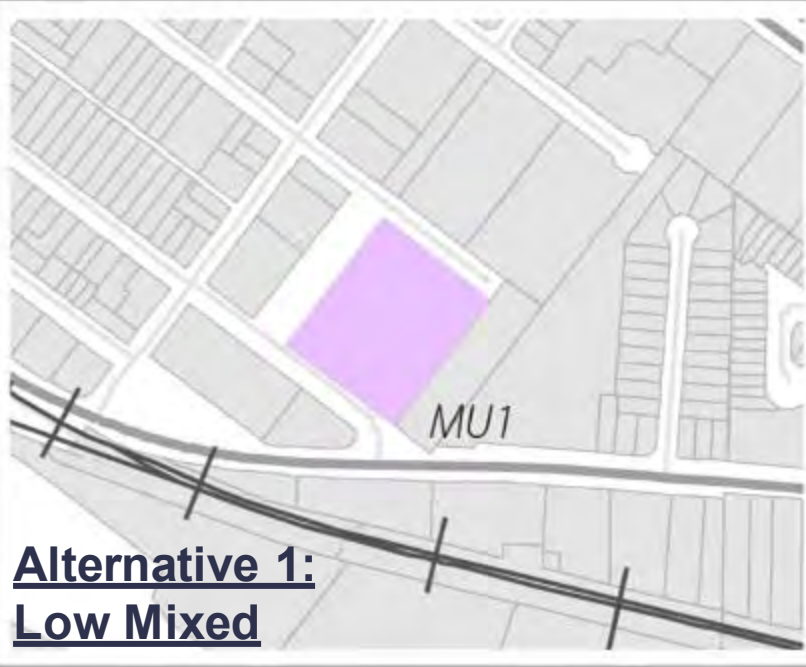
Area 5.2: **DeCarli's** Propane

Land Use Alternative Concepts

1. *No change*
2. Allow 3-story Mixed Use (T4)
3. Allow 4-story Mixed Use (MU2) 
4. Change to Flex Employment*



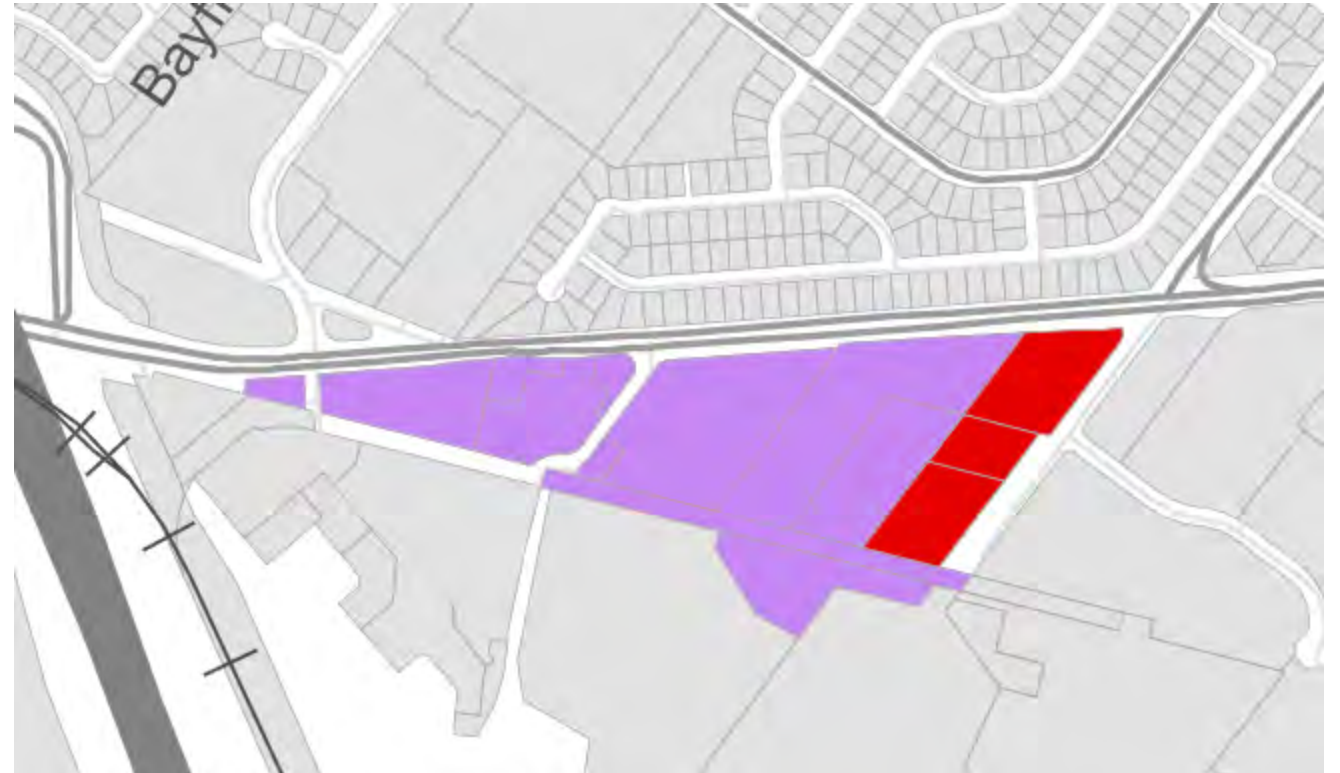
Area 5.2: **DeCarli's** Propane



Area 5.3: East Lakeville Industrial

Land Use Alternative Concepts

1. *No change*
2. Downzone to Flex Employment*
3. Downzone all to Neighborhood Commercial



Neighborhood
Commercial



2 stories

0.8 FAR



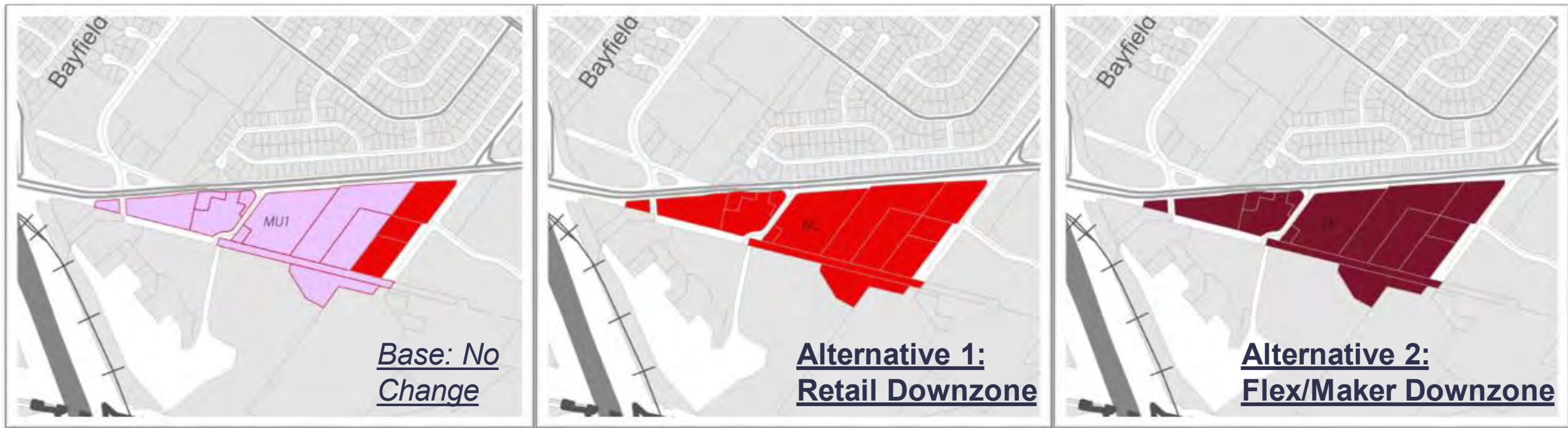
MU1 (A/B/C)
(Corridor,
Suburban,
Neighborhood)



2 stories, 30'
(3 in certain cases)

2.5 FAR
30 DU/Acre

Area 5.3: East Lakeville Industrial



Area #6 Map Discussion

Area 6.1: Corona UGB Expansion

Policy Questions

- If the City expands the UGB here, how large should the expansion be? Should it happen immediately or slowly over time?
- The City is seeking to improve its jobs/housing balance and provide more employment-supporting areas. Does substantial non-residential land use belong here?



Area 6.1: Corona UGB Expansion

Land Use Alternative Concepts

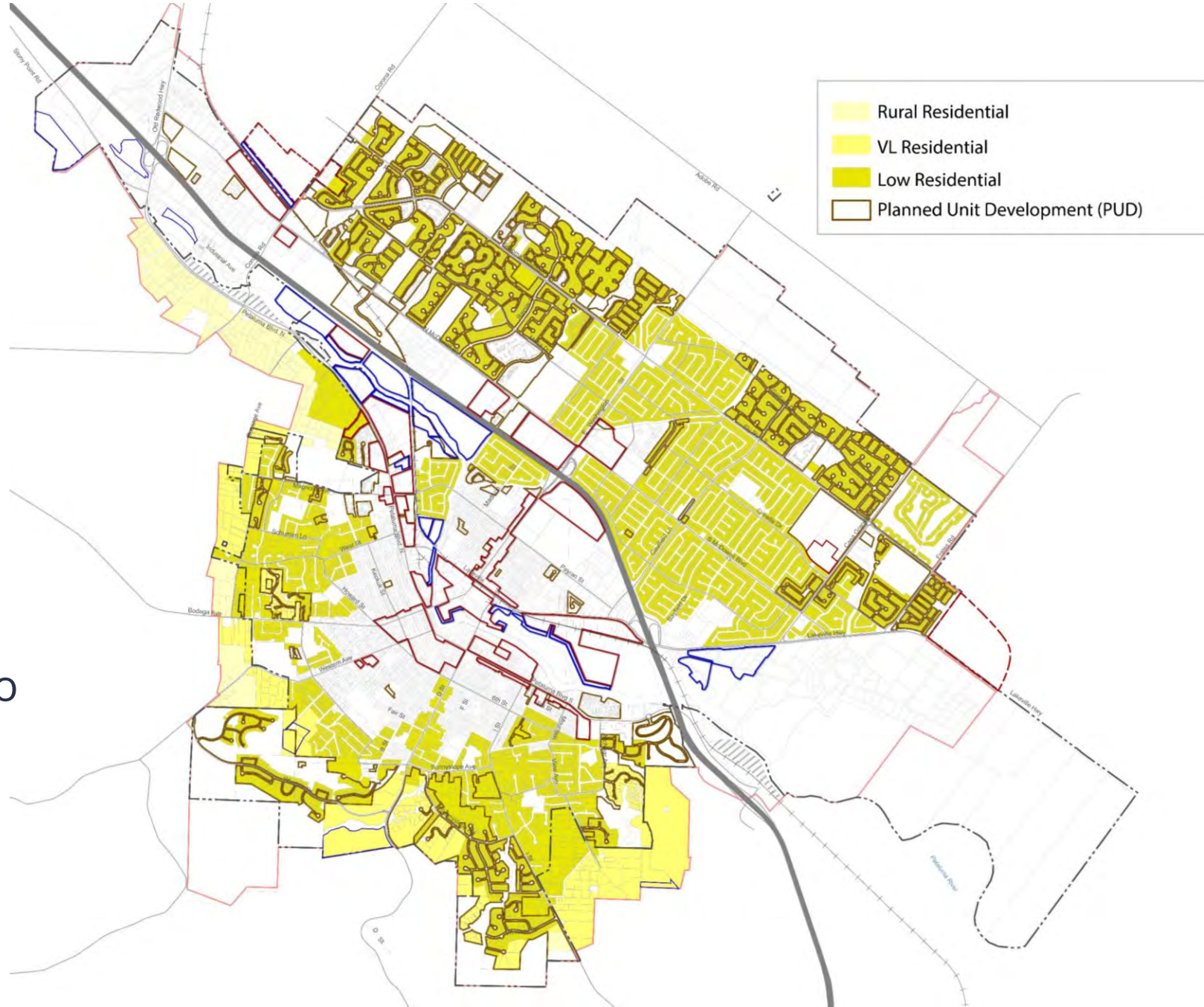
- Don't expand
- Expand around a new commercial center with:
 1. 2 and 3-story residential (Diverse Low & Medium Density)
 2. A mix of 3-story townhouse, 4/5-story midrise apartment, and Flex Employment*
 3. A planned missing middle neighborhood, including live/work



Single-Family Neighborhood Infill

State Law (SB 9)

- Cities must allow by-right approval of duplexes and/or lot splits in single-family zones for projects that meet objective standards, **allowing 4 units on all 'single-family' lots**
- Applies in 'single-family zones'; interpretation is up to the local agency
 - Rural Residential (RR), Very Low Residential (VLR), Low Density Residential (LDR)



What does Neighborhood Infill look like?

SB 9

2+ Units



Duplex (Stacked and Side-by-Side)

ADUs! →



Townhouse and Live/Work

Small, Attached Houses

3-4 Units



Triplex (Stacked)



Fourplex

Large Townhouses

6-8 Units



Courtyard Building



Sixplex & Eightplex (Multiplex)

Mansions/Small Apartments

8-12 Units



Cottage/Bungalow Court



Motorcourt

Clusters of Mostly Detached Houses

Summary of Other Cities' Efforts on Infill/SB9

- Several California cities (Sacramento, Berkeley, Alameda) have adopted SB 9 into zoning with tweaks as permitted by state law that are appropriate to the context of each particular jurisdiction
 - Almost all cities have eliminated off-street parking requirements
 - Almost all cities have some form of floor area (FAR-based) control, and most have a sliding scale or bonus structure of some kind
 - Almost all cities maintain (or strengthen) the law's historic district and floodplain restrictions
 - Many cities allow 'bonus' ADUs and/or provide other strong support for ADUs

Key Questions on Neighborhood Infill

- **How does the City implement SB 9?** Key policy choices include:
 - Unit size and lot floor area ratio
 - Off-street parking requirements
 - Design standards (i.e., height or lot access)
 - Historic district and floodplain restrictions
- **How far does the City go beyond SB 9?** Options include:
 - Allowing more than four units per lot on larger single-family parcels, including 'cottage clusters'
 - Prohibit new single-family detached in high-density designations
 - Permit triplex and fourplex by right in low-density residential areas
- What are **other ways the City can support neighborhood infill** & evolution?
 - Additional policies, actions, and programs to support ADUs
 - Relax current zoning requirements for Home Occupations
 - Incentivize live/work projects in certain 15-minute centers

Final GPAC Thoughts

General Public Comment

Reference Slides