



DATE: March 3, 2025

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

FROM: Brian Oh, Community Development Director
Heather Hines, Special Projects Manager
Ron Whitmore, Principal, Raimi +Associates

SUBJECT: Presentation and Discussion of Areas of Change, Land Use Designations, and Land Use Alternatives as presented in the Land Use Policy Framework in order to provide a summary of community engagement and feedback received and receive input 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 receive a presentation on the community engagement and feedback received on the Areas of Change, Land Use Designations, and Land Use Alternatives, discuss the recommended changes in land use designations and modifications to the land use designation standards, and provide feedback and direction on 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 developing the final preferred land use map and kicking 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 2) and the Land Designation Chart (Attachment 1).

BACKGROUND

The City is in the process of a comprehensive multi-year General Plan Update that is anticipated to be presented to the City Council for final adoption alongside certification of the associated programmatic environmental impact report in summer of 2026. The General Plan Update will replace the existing Petaluma General Plan 2025 which has served as the guiding vision document for the City since its adoption in 2008.

Petaluma's General Plan is a guiding document, providing policies and implementation programs to achieve the City's vision as outlined throughout the document and generally organized around topics or elements. A General Plan typically has a planning horizon of around 20 years and the General Plan Update is looking toward a planning timeline of 2050.

The State of California mandates that each jurisdiction adopt a General Plan and that every General Plan includes eight mandatory topic areas, or Elements, including Land Use, Open Space, Conservation, Housing, Circulation, Noise, Safety, and Environmental Justice. Each individual jurisdiction can choose to include more than those elements mandated by the State of California. Petaluma's existing General Plan includes eleven Elements that encompass the eight mandatory topic areas plus expansion to other priority areas specific to Petaluma's vision, including:

- Land Use, Growth Management, and the Built Environment
- Community Design, Character, and Green Building
- Historic Preservation
- The Natural Environment
- Mobility
- Recreation, Music, Park and the Arts
- Community Facilities, Services, and Education
- Water Resources
- Economic Health and Sustainability
- Health and Safety
- Housing

The General Plan update process kicked off in 2020 with an extensive public engagement process designed to identify community priorities. Out of this effort the City developed a Request for Proposals to solicit consultant teams to assist the City in developing its General Plan, and in April 2021, the City entered into a contract with Raimi + Associates. The Raimi team includes a suite of subconsultants with expertise in a variety of areas to support the development of a robust and comprehensive General Plan that helps to define and realize the community's vision for Petaluma's future.

In early 2021, the City assembled a General Plan Advisory Committee (GPAC) to provide insight and recommendations throughout the General Plan Update process. The GPAC is comprised of a diverse group of residents, business owners, educators, and other members of the Petaluma community who serve as advisors and project ambassadors for the General Plan Update. The GPAC works collaboratively with the consultant team, led by Raimi + Associates and in collaboration with the City, to provide input on General Plan issues and offer feedback on draft materials. Further information on the GPAC, including meeting materials, can be found here: <https://www.planpetaluma.org/gpac>.

There have been a number of significant milestones and deliverables completed to date as part of the General Plan Update process as touched on below. More information on each of these can be accessed through the links provided. Cumulatively these milestones demonstrate the tremendous amount of work completed to date with the engagement of the community, the GPAC, City

committees, commissions, and boards, and the City Council. Each of the milestones discussed below have contributed to both the Land Use Policy Framework as reviewed by the City Council on October 21, 2024, and the Land Use Alternatives which is the focus on the March 3rd meeting.

Existing Conditions Reports

Following an initial period of data gathering in 2021, the consultant team completed [19 Existing Conditions Reports](#), which establish baseline conditions for key policy areas including transportation, retail, market analysis, historic resources, socioeconomics, biological and natural resources, utilities and infrastructure, and land use. The reports have served as a key driver in defining the areas of change and the contents of the Land Use Policy Framework.

Vision Statement

Simultaneous to the developing the Existing Conditions Reports, the City engaged in a [robust public engagement process](#) that included public surveys, listening sessions, geographical area meetings, pop-up workshops, focus groups, and in-depth discussion with the General Plan Advisory Committee. This work informed the development of the [Vision Statement, Pillars, Guiding Principles, and Supporting Concepts](#) document that was unanimously recommended by the GPAC to the City Council on February 17, 2022, and subsequently accepted by the City Council on March 21, 2022.

The Vision Statement describes the desired future conditions and characteristics of the city. The Pillars are the core community values. The Guiding Principles and Supporting Concepts provide broad direction and pathways to achieve the vision and honor community values, focusing on the community's specific challenges and opportunities and are one of the drivers in the land use alternatives that are the focus of tonight's discussion.

Blueprint for Climate Action

The City Council adopted the Blueprint for Climate Action on November 4, 2024. The Blueprint is the City's current strategy to reduce greenhouse gas emissions and work toward carbon neutrality by 2030. The Blueprint includes 33 cornerstone actions. These are actions identified as being critical to reducing the city's emissions. Corner Stone Action TLUC-1 is part of the Transportation and Land Use Coordination Strategy in the Blueprint and identifies updating the General Plan to define transit-oriented communities, complete 15-minute neighborhoods, and incremental infill development within the City's existing residential neighborhoods. TLUC-1 includes the following specific actions as part of the strategy:

- Locate housing and jobs close to high quality transit corridors.
- Define transit-oriented communities at high-quality transit stops that mix quality development, affordable housing, community services and amenities, and improved mobility options. Adopt the General Plan Land Use Designations to expand housing capacity by increasing heights and densities within transit-oriented communities.
- Establish complete 15-minute neighborhoods around Town Centers, Neighborhood Centers and other active nodes to enable residents to access most of their daily needs with a short walk, bike or transit trip. Develop maps defining the boundaries of complete

neighborhoods and inventory services and amenities and allow for temporary or “meanwhile” uses to facilitate the transition to complete neighborhoods.

- Enable incremental infill within the city’s existing residential neighborhoods, including accessory dwelling unit and plex housing types.
- Examine rezoning to allow for light-touch, missing middle housing up to 10 units per acre. Identify and implement streamlining provisions established in SB 10 which provides that local agencies may adopt an ordinance to allow up to 10 dwelling units on any parcel, at a height specified in the ordinance if the parcel is within a transit-rich area or urban infill site.

Housing Element

In May of 2023, the [City of Petaluma’s Housing Element](#) was certified by the State of California Department of Housing and Community Development. Consistent with the Petaluma's Regional Housing Needs Allocation (RHNA) of 1,910 units (499 very low income, 288 low income, 313 moderate income, and 810 above moderate income), the Housing Element includes an inventory of residentially zoned properties with an overall capacity to facilitate development of the City’s RHNA. Additionally, the City’s Housing Element includes policies and programs to remove barriers to housing development and facilitate the production of needed housing for all Petalumans. This includes promoting development within the urban growth boundary, especially near transit and services, and establishing flexibility in the City’s standards and regulations to encourage mixed use and flexible use buildings. There is a clear connection to provisions in the Housing Element and the City’s discussion of land use designations and map alternatives as well as the policies and programs as previously reviewed as part of the Land Use Policy Framework.

The Housing Element, which was adopted and certified consistent with State requirements and is currently Chapter 11 of the Petaluma General Plan 2025, will be incorporated as the Housing Element in the General Plan Update.

Flood and Sea Level Rise Modeling

the City undertook a significant flood and sea level rise modeling effort in order to gain the best possible understanding of the current and future flood potential in Petaluma through the end of the century. This effort included engaging technical experts to develop state-of-the-art computer models that closely examined flood hazards. To ensure the best possible data, the models examined a range of factors including terrain, anticipated storm and rainfall patterns, and water coming up the Petaluma River due to sea levels, tides, and storm surges.

In August of 2023, the City released new maps illustrating the data from the [Sea Level Rise and Flood Models](#) that showed the current, mid-century, and end of century flood potential in the City. The models were land use drivers for specific areas of change where de-intensification of land use and additional river/creek buffers would help reduce damage and loss to future development due to flooding and sea level rise.

As discussed in greater detail below and as related to specific areas of change, the data from this modeling effort has played a significant role in recommendations for land use alternatives that the City Council will consider as part of the March 3rd public meeting. Additionally, the flood and SLR modeling informed the [Flood Resilience Policy Framework](#) and policies in the Land

Use Policy Framework that will have significant impacts on how and where development is permitted in areas that the modeling shows as having flood depths of greater than two feet ([Land Use Framework](#), Table 2, Page 77). This modeling also reinforces the community’s long history of adopted policy around buffers along the Petaluma River.

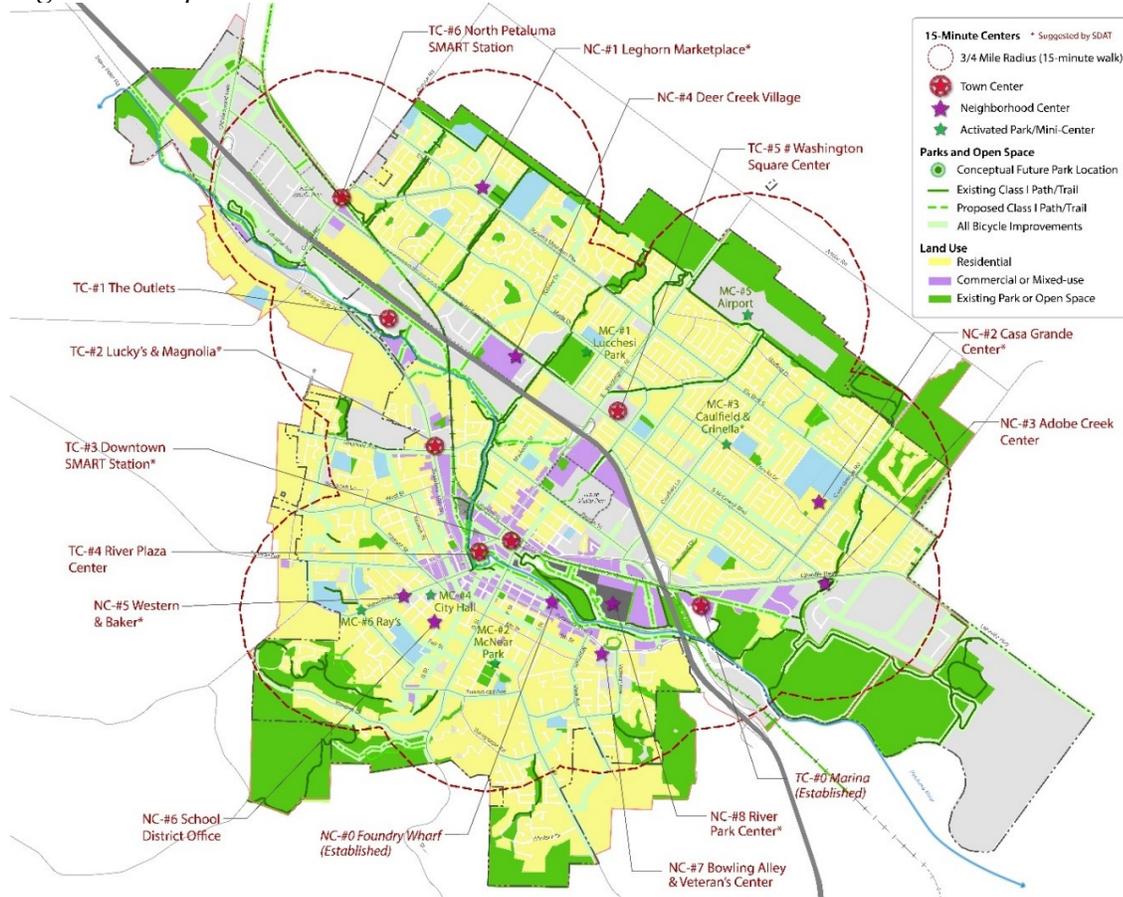
It is important to note that while the City will be initiating the process to update FIRM maps consistent with the requirements of the Federal Emergency Management Agency (FEMA), the new modeling associated policies as shown in the policy frameworks will create more stringent development standards in areas of increased flooding and impacts from climate change.

15-Minute Neighborhoods

While not a specific deliverable of the General Plan Update process, the concept of the “15-Minute City” was a focus in the [Final Report from the Sustainable Design Assistance Team \(SDAT\)](#) that was presented to the City Council in August of 2022. The concept describes a community with decentralized mixed-use development nodes that provide most of a resident’s daily needs within a 15-minute walk from their homes, thereby reducing automobile use and leading to healthier, human-centric, and sustainable cities. This concept was widely supported in the community as part of the SDAT process and became a core concept in the Land Use Policy Framework and is further referenced in the proposed land use designations and land use changes within identified nodes.

Figure 1 shows the locations in the City that are identified as potential nodes for 15-minute City centers within the Land Use Policy framework. While some of these locations already serve as existing centers, such as the Marina and Foundry Wharf, the 15-minute Center concept and corresponding map was a land use driver that informed areas of change and land use recommendations before the City Council for consideration.

Figure 1: Proposed 15-Minute Centers



Many factors contribute to the successful creation and maintenance of attractive, active, and vibrant centers and corridors, including accessibility by foot, bike, and transit, good design informed by corridor improvement plans and area master planning, flexible land use to allow for a diversity of destinations, and densities of at least 20 units per acre along corridors and near centers.

Growth Considerations

How much future growth to plan for is an important consideration as part of looking at land use and growth capacity. Based on Petaluma’s most recent Regional Housing Needs Allocation (RHNA) as well as Association of Bay Area Governments (ABAG) and Metropolitan Transportation Commission (MTC) projections, Petaluma will need approximately 5,000 new housing units by 2050. Approximately 2,000 units are in the City’s current pipeline, which includes current development applications that are being reviewed and previously approved housing entitlements. Although the pipeline is not a guarantee that the proposed/approved housing units will be built it is a helpful metric to consider when evaluating needed residential capacity.

In addition to the approximately 2,000 units in the pipeline, capacity for approximately 3,000 additional housing units is needed to accommodate the anticipated growth in Petaluma. Raimi

looked at vacant property that is currently zoned for residential and assigned conservative metrics to estimate that those properties could accommodate about 3,300 additional housing units within the City. Capacity for accessory dwelling units on existing residential parcels is another opportunity to build capacity. It is also estimated that redevelopment of already developed parcels to create additional housing units further increases Petaluma's existing residential capacity by another 3,000 housing units.

These growth projections indicate that Petaluma has adequate residential capacity to accommodate the anticipated growth projections throughout the lifetime of the General Plan Update (2050). Rather than having to create additional housing capacity to accommodate future growth, Petaluma is able to make strategic, values-based decisions about land use changes to further the community's vision.

Urban Growth Boundary

Petaluma's Urban Growth Boundary (UGB) was originally established by voter approval in November 1998 and later extended in November 2010. Adoption of the UGB marked Petaluma's early efforts to manage growth for the benefits of the community and built on a strong history of growth management extending back to Petaluma's 1961 General Plan. The UGB ensures that urban development and the provision of city water and sewer services is contained within the UGB with minimal exceptions.

When Petaluma initially started work on the General Plan Update the existing UGB was set to expire at the end of 2025. It was anticipated that an extension of the UGB expiration date would coincide with the General Plan adoption. However, when the adoption date of the General Plan moved as a result of the extensive analysis and robust community engagement, the City bifurcated the extension of the UGB to ensure that the protections of the UGB were extended ahead of the 2025 expiration.

Measure Y was placed on the November 2024 general election ballot to extend the term of the existing UGB boundaries through 2050. Measure Y was approved by the voters by a wide majority, showing the continued support in the objectives of the UGB as adopted with the original measure in 1998:

- Encourage efficient growth patterns and protect the quality of life
- Foster public health and safety and productive investment for farming enterprises on lands outside Petaluma's UGB
- Protect Petaluma's natural setting
- Concentrate growth to limit the extent of required City services and restrain increases in their costs
- Allow the City to continue to meet the housing needs for all economic segments of the population
- Promote stability in long-term planning for the city and allowing sufficient flexibility within those limits to respond to the city's changing needs over time

Provisions for limited potential expansion of the UGB for applicable housing development, to avoid a constitutional taking, for transit-oriented development near transit, and for agricultural

and agricultural support uses remains part of the ballot measure. A limited UGB expansion to allow transit-oriented development near the new Petaluma North SMART station is anticipated to be evaluated as part of the upcoming specific plan around the station and corresponding Priority Development Area.

DISCUSSION

Land Use Policy Framework

The [Land Use Policy Framework](#) was the last of 14 policy frameworks to be published in 2024 and was released for public review on August 22, 2024. Land Use refers to the allowable type of use and intensity of that use on a parcel of land. Each parcel within the boundaries of the UGB has a land use designation that provides general provisions for the allowed use and intensity. These designations will be shown on the General Plan Land Use Map, and ultimately corresponding zoning districts and associated regulations subsequently adopted in a Zoning Code Update will implement the land use designations illustrated in the General Plan. The General Plan creates a foundation for the City's ability to regulate and make decisions about proposed development.

While ultimately the Land Use Map creates the physical representation of the land use designation for each parcel, these designations work in concert with land use goals, policies, and actions found in the narrative of the General Plan. For instance, the draft Land Use Policy Framework includes specific development restrictions for flood prone areas and buffers along stretches of the Petaluma River. While these policies may not be graphically shown on the Land Use Map, they are policies that will be applied to all future development on associated parcels.

The City Council considered and provided feedback on the Land Use Policy Framework at their October 21, 2024 meeting. Council feedback along with public comment, GPAC recommendations, and CCB feedback will go into revisions and final draft goals, policies, and actions that will be in the Draft General Plan which is anticipated to be published for public engagement in fall 2025.

Land Use Designation Chart

The draft Land Use Designation Chart (Attachment 1) outlines each proposed land use designation and includes key characteristics such as height, density, floor area ratio (FAR), and other items that may be important to that specific designation. The chart is presented with bold and underline to clarify those things that are new and/or modified from the existing General Plan 2025 and from the draft Land Use Policy Framework. Key items to look at include the minimum and maximum density for all designations that allow residential uses, maximum building heights included for both stories and feet, and allowable floor area ratio which applies to all interior square footage regardless of the land use.

It is important to note that the existing [General Plan 2025](#) includes a single Mixed Use designation. Implementation of that designation occurs through application of more nuanced zoning districts. Since adoption of the General Plan in 2008 there have been changes in state law that stipulate that any differences between a jurisdiction's General Plan and Zoning Code prevail

to the more permissive standards. Therefore, the City can no longer rely on more restrictive zoning district regulations to regulate things like density and building height. Therefore, as shown on the proposed Land Use Designation Chart, a total of eight mixed use designations are proposed. The variation in density, height, and other land use regulations more specifically tailor the designation to the geographic location and desired vision of development. For instance, the Station Area Mixed Use designation is a new designation that would allow up to eight stories and a residential density range of 60 to 125 dwelling units per acre. This designation is only proposed on the property directly adjacent to the downtown SMART station to facilitate a denser and higher intensity development pattern to facilitate transit-oriented development.

Another nuance in the Mixed-Use designation as shown on the proposed Land Use Designation Chart is identification of whether stand alone residential and/or stand alone commercial is allowed in each designation. Additionally, the chart identifies when mixed use is proposed whether it is allowed in a vertical and/or horizontal configuration. This is largely in an effort to provide flexibility to respond to market needs and to provide greater clarity of the range of configurations allowed in each Mixed-Use land use designation.

Changes proposed for the City's residential land use designations are generally limited to modifications to density standards in order to allow a slight increase in maximum density from what is allowed under the existing General Plan 2025. For instance, the Medium Density Residential designation is proposed to have a density range from 12.0 to 22.0 dwelling units per acre (currently, 8.1 to 18.0) and High Density Residential is proposed to have a density range from 22.1 to 45.0 dwelling units per acre (currently, 18.1 to 30.0). This increase in allowed density in areas designated for higher density housing addresses community concern that lower density development was being approved on the City's limited available residential areas and better responds to the City's values to provide a variety of housing to meet the needs of all Petalumans. Provisions under State Density Bonus Law would allow increased density over the maximum density allowed by the General Plan land use designation with applicable provision of onsite affordable housing.

An additional nuance in the proposed Land Use Designation Chart is the addition of "allowed residential uses" for each residential designation and the elimination of single family as an allowed residential use in areas designated Medium Density Residential and High Density Residential. This is consistent with Policy LU-3.2 in the Land Use Policy Framework (p. 66) that called to "encourage the efficient use of residential and mixed-use land by facilitating development at the upper end of the density range" and with the Housing Element Program 4 which call for "establishing increased minimum densities for multifamily and mixed-use zones will ensure efficient use of the City's multi-family land, including requiring multifamily densities in multi-family zones." Additionally, Action LU-3.2.1 calls for "consistent with Program 4 in the adopted Housing Element, update the Municipal Code to increase minimum densities for new residential development in multi-family and mixed-use zones and, if appropriate, develop target densities."

The Land Use Designation Chart included as Attachment 1 evolved from the chart included in the Draft Land Use Policy Framework (pages 29-32). Proposed modifications have been in response to comments and clarifications posed during the extensive review and discussion since

the Framework was initially published in August 2024 and particularly in response to GPAC discussion. The GPAC spent focused time reviewing and modifying the Land Use Designations as part of their review of these materials. The designation chart before the City Council incorporates that feedback and represents the GPAC's consensus recommendations. During their review the GPAC was especially cognizant of ensuring flexibility in the Mixed-Use land use designations specifically and to reduce the onerous requirements for ground floor retail by instead moving to a minimum ground floor active use requirement for certain designations.

Areas of Change

The City of Petaluma is strongly committed to its Urban Growth Boundary (UGB) as reaffirmed with the recent approval of Measure Y and as discussed in more detail above. As such, Petaluma is also committed to focusing all urban development within the boundaries of that UGB and changes in land use considered as part of the General Plan Update have been focused on designated Areas of Change located within the UGB.

The Areas of Change were identified through extensive technical analysis, public engagement, input from the GPAC, feedback from the Planning Commission, and direction from the City Council. The fourteen Areas of Change are not new to this discussion; these areas were developed in response to earlier community input and have remained relatively consistent since before the City Council's discussion about Areas of Change on April 29, 2024. In total the Areas of Change encompass about 200 individual parcels in the city that will be affected by a change in land use designation. The detailed changes are described along with the feedback from the public in the Briefing Book (Attachment 2). The proposed changes can also be viewed using the [Petaluma Land Use Alternatives Web Viewer](#).

The Areas of Change are not necessarily based on geography, but rather on the land use drivers which are discussed in the background section above and include the existing condition reports findings, the community vision, the Blueprint for Climate Action, the Housing Element, Flood and Sea Level Rise Modeling, etc. For example, the Outlets is a separate area of change than the Upstream River-Adjacent, and while the SMART Station Area of Change is adjacent to the East Washington Area of Change, they are separate Areas of Change because they have different existing conditions, driving policies, and proposed uses.

Briefing Book

A Briefing Book (Attachment 2) was developed to create an organized presentation of information for each Area of Change. The first few pages of the Briefing Book provide an overview of the format and organization before presenting information for each of the 14 Areas of Change. These pages explain how a number of factors went into land use recommendations contained in the Briefing Book, including consistency with approved visioning materials, implementation of the Blueprint, responsiveness to land use drivers, and overlap with other General Plan policy areas. The community's Vision, Pillars, and Guiding Principles continue to remain an important lens for proposed land use change, as graphically illustrated on the map on Page ii of the Briefing Book.

As the Briefing Book looks at each Area of Change, the following information is provided for each of the areas:

- Existing Conditions
- Drivers of Change
- Land Use Alternatives as presented in the Land Use Policy Framework
- Community Feedback on Alternatives
- GPAC recommendation on Alternatives
- Recommended Alternative and rationale

Generally, two or three land use alternatives were presented in the Land Use Framework for each Area of Change. These alternatives were intended to show various levels of change to solicit community input. The same Land Use Alternatives as presented in the Land Use Framework were presented to the community, to Planning Commission, and to GPAC. Community feedback, including the additional focused engagement that occurred after the community workshops and as outlined in the Community Engagement discussion below, are incorporated into the Briefing Book for each Area of Change. Varying degrees of feedback were received from individual Planning Commissioners and that feedback was incorporated into discussion and recommendation with the GPAC for consideration and ultimate recommendation from a consensus of the GPAC. The GPAC recommendation as included in the Briefing Book for each Area of Change reflects a majority recommendation from the GPAC.

The discussion below includes additional nuance where warranted for some of the Areas of Change. This additional discussion supplements the information provided in the Briefing Book and provides additional context for the City Council’s consideration as part of their consensus direction for the land use alternatives.

Upstream River-Adjacent

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 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 on the north side of the River.

Desired land uses indicated through community engagement were open space, parks, and small scale agriculture. The GPAC’s recommendation was to limit land use to maker/microbusiness only to the extent that the land is already developed, with the undeveloped parcels on the north side of the River being designated for Open Space. At their January 2025 meeting the GPAC also recommended that the Cinnabar parcels along the south side of the 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. Implementation of LU 5.1 in the Land Use Policy Framework would prohibit new development in areas projected to experience two feet or more of flooding and require a 200-foot River Buffer along the northside of the Petaluma River along this reach. A 10-acre proposed community park is called for in the Parks and Recreation Framework on the southwest corner of the Johnson Property. All of these policies respond to community vision for this stretch of the River and further goals to preserve open space along the Petaluma River and enhance riparian areas (Goal LU-5), Establish an accessible “green ribbon” along the Petaluma River (Goal LU-5), and enhance the resilience of development near the Petaluma River (Goal LU-5).

Additionally, de-intensification of residential land use is proposed for the Johnson property and the Cinnabar parcels to continue to allow residential development potential while calling for some reduction in density. These parcels are proposed to be changed from the existing Medium Density Residential designation to Diverse Low Density Residential, which would reduce allowable density from the existing range of 8.1 to 18.0 units per acre to a proposed range of 6.1 to 15.0 units per acre. These properties were not recommended to be further reduced to Low Density Residential (2.6 to 8 units per acre) 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 evolution of existing single-family neighborhoods.

The parcels on either side of the Outlets and under the same ownership as the Outlets, are recommended to be designated Maker/Microbusiness which would allow a range of non-residential but would not allow residential land uses. It is important to note that the majority of the northern property is an area projected to experience two or more feet of flooding and therefore under application of proposed Policy LU 5.1 would be limited in where development could be placed and how access would be gained to the site. Additionally, feedback from the City Council expressed concern with residential uses in this area based on the lack of connectivity and relative isolation of the Outlet parcels.

Outlets

The Outlets Area of Change encompasses the two parcels that are currently developed as the Petaluma Outlets. Currently the two parcels are designated as Community Commercial. Two alternatives for this property were included in the Land Use Policy Framework; Alternative 1 proposed to change the land use designation to Mixed Use which would have allowed a greater range of land uses, including residential. Alternative 2 proposed that the Outlet parcels be designated Maker/Microbusiness which present more of 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.

Community input indicated a high desire to see this property transform and desired land uses included maker, offices, and 2-4 story multi-family residential. Due to a number of constraints, including flood risk, the GPAC recommended 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 in line 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.

Downstream River-Adjacent

The triangular Downstream River-Adjacent Area of Change is located along the south frontage of Lakeville Highway between Casa Grande Road and the US 101. Currently parcels in this area are designated Mixed Use (9 parcels) and Neighborhood Commercial (3 parcels). This 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 this 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.

Downtown

The Downtown Area of Change incorporates 34 parcels 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 the Downtown Economic Development and Housing Opportunity Overlay as introduced by the City Council at their February 24, 2025 meeting.

Two land use alternatives for this area were presented in the Land Use Policy Framework. Alternative 1 proposed changing parcels within the three Overlay subareas to Urban Core Mixed Use which would correspond with the increased height and floor area ratios that were included in the Overlay. This change would also significantly increase possible density within the three Overlay subareas to 50 to 95 units per acre. Properties within this Area of Change but outside of the Overlay subareas would remain relatively consistent with existing regulations in the MU2 zoning district with the exception that the lateral change to the Downtown Mixed Use designation would allow an increased density up to 45 units per acre.

The second land use alternative included in the Land Use Policy Framework further intensifies land use in the Downtown Area of Change by designating all of the parcels in this Area of Change to the Urban Core Mixed Use designation.

Both of these alternatives were strongly opposed by members of the public that participated in land use outreach events (see more detail in Public Engagement section below). Members of the public indicated a willingness to see some transformation in this area but were rooted in the opinion that development should be limited to 2 to 4 stories in height. The community discussion surrounding the Overlay appeared to be a significant draw for participation in some of the outreach efforts.

The GPAC recommended a modification to Alternative 2. Overall the GPAC supported the application of the Urban Core Mixed Use designation in this Area of Change with the caveat that properties abutting single-family homes on East Washington should be limited to four stories.

Anticipating the need for the General Plan Update to align with the City Council's decision on the Overlay regulations that were introduced by the City Council on February 24th, no land use recommendation for the Downtown Area of Change was included in the Briefing Book. The City Council has a number of options for how to consider land use in the Downtown Area of Change, including:

- A change in designation of properties within the Downtown Area of Change to Urban Core Mixed Use would allow the increased height, floor area ratio, and lot coverage without the tiered CUP process developed as part of the Overlay ordinance. In this case the land use designation would change and the provisions of the Overlay in the zoning ordinance would sunset because the increased development flexibility would be allowed through the land use designation. This would also allow the increased density range up to 95 units per acre for properties within this sub area.
- The nuance to this approach would be whether to designate all properties within the Area of Change Urban Core Mixed Use or just those properties within the boundaries of the Overlay subareas.
- If the former, does the City Council agree with the GPAC recommendation to reduce allowable building height on properties abutting single-family homes along East Washington?
- If a majority of the Council believes the increased development potential that the Overlay will allow should remain a fully discretionary consideration through a Conditional Use Permit, then the Overlay should remain in the Zoning Code and the land use designation for the Downtown Area of Change should be a lateral shift to Downtown Mixed Use.
- The nuance to this approach is whether the City Council thinks the increase in density proposed with the Downtown Mixed Use designation (maximum of 45 units per acre) is appropriate or whether a caveat to allow the increased density in the Urban Core Mixed Use designation (up to 95 units per acre) should be allowed for properties located within the Overlay subarea if applying for increased height through the prescribed Conditional Use Permit process in the Overlay ordinance.

Downtown SMART Station

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 allow up to a maximum of 6 stories in building height.

One alternative for increased infill intensity was presented in the Land Use Policy Framework. This alternative suggested use of the Station Mixed Use designation for all of the properties on the south side of Washington and a lateral change to the Town Center Mixed use designation for

the block bounded by Washington, Copeland, and Lakeville which would generally carry forward existing standards as provided in the existing T-5 zoning district.

Public input received as part of engagement efforts presented a somewhat mixed response with a slight majority opposing the proposed alternative. Members of the public indicated a desire to see some transformation in this Area of Change and a willingness to see over four stories for multi-family residential uses.

The GPAC recommended a modification to the proposed alternative to allow up to six stories adjacent to the train station and up to eight stories stepped back from the station with further feathering to a five-story maximum adjacent to the river. A primary concern was the interface with the single-story historic train depot directly adjacent to new eight story development. A few members of the GPAC expressed a support for eight story potential in the area most proximate to the SMART station but a concern for that intensity of development without good design guidelines in place.

The recommended land use designations as shown on page 38 of the Briefing Book include a mix of Station Mixed Use, Urban Core Mixed Use, and Town Center Mixed Use. The proposed Station Mixed Use is a new designation that would allow up to 8 stories and a density of 60 to 125 units per acre. This designation provides for an increase in density and intensity not otherwise seen in Petaluma and as proposed, is limited solely to a portion of the SMART owned property directly adjacent to the downtown SMART station. The provisions of the designation and use of the designation on land in proximity to the station are based on the land use drivers that call for higher density and intensity of use around transit hubs and facilitates transit-oriented development. Placement of this designation as shown in the recommended designations for the Downtown SMART Station Area of Change is consistent with the GPAC's recommendation.

The Urban Core Mixed Use designation would allow for up to 6-stories and a density of 50 to 95 units per acre on other property in the immediate vicinity, including the CVS center across Washington, a portion of the Golden Eagle Shopping Center, and the property known as the "Haystack" property.

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. Three alternatives were included in the Land use Policy Framework showing a variety of options for the land set way from the Petaluma River along Hopper Street and abutting the City's corp yard property. Each alternative showed a slightly different level of intensity from solely residential to Mixed Use to a mixture of residential and Maker/Microbusiness.

The three different alternatives received different levels of support and opposition from members of the public participating in outreach events. All three of the Alternatives include park designation along the River frontage. Generally, there was more support for housing options than mixed use and mixed response to Alternative 3 which proposed a balance of residential and

non-residential land uses. The GPAC recommended a fusion of Alternative 2 and Alternative 3 to allow up to four stories of mixed use closer to the Petaluma River and stepping up to five stories as development is set back from the River.

The recommended land use designation proposes Maker/Microbusiness fronting Hopper Street and Stepdown Mixed Use on the remainder of the property aside from the Park land use designation along the River frontage. The Stepdown Mixed-Use designation allows up to three stories and a density range of 20 to 45 units per acre. This designation is nuanced by a required stepdown to three stories along the southern property line which borders the single-family homes that were recently constructed as part of the Riverfront development.

It is the intent of the land use designations for this Area of Change to align with the River Park Foundation's vision for the property that is evolving as part of their community engagement process. The River Park reveal is planned for March 1st which may provide a finer level of detail of their concept design. If there is a discrepancy it is recommended that the proposed designation be modified slightly to best align the vision of the River Park development and the General Plan Update.

Summary

The cut sheets for each of the 14 Areas of Change are included in the Briefing Book and provide existing conditions, context, and recommendations. Visual renderings have been included for some Areas of Change to provide a sense of proposed massing in areas likely to see change in development patterns. These renderings are not to represent desired architectural style or detailing for development.

The Areas of Change discussed above provide additive discussion where there was additional context or nuance that seemed relative to the City Council's discussion and feedback. This discussion is additive to the information in the Briefing Book for each of those Area of Change.

Other Areas for Discussion

There have been a number of individual parcels that have come up as part of community discussion and engagement associated with Land Use and the General Plan Update. These are properties outside of the defined areas of change that may warrant consideration as discussed below:

Lafferty Ranch

Public comment has been provided to the City Council and the GPAC requesting open space designation of Lafferty Ranch in order to acknowledge the community's vision of the property as an open space resource for the community. This topic was brought up again as part of the City Council's recent discussion of citywide goals and priorities.

The City is limited to assigning land use designation to only those properties within Petaluma's sphere of influence, which corresponds with the existing UGB. While Lafferty Ranch is a city owned property it is located outside of city limits, the UGB, and the City's sphere of influence.

Corona Road

The property owner of 470 and 498 Corona Road has indicated a desire to see increased density designated for his property given its proximity to the Petaluma North Station. Given the upcoming specific plan process it is recommended that these properties be considered as part of that process to ensure a more coordinated approach to those properties within a ½ mile of the Petaluma North station.

The RFP for the Specific Plan has been drafted and is currently being reviewed by CalTrans for compliance with associated grant terms. Once approved the City will release the RFP to solicit qualified consultants to prepare the Specific Plan consistent with the criteria of the grant award.

Healthy Petaluma

The Healthy Petaluma District and Foundation is beginning exploration for housing development on their vacant property located at the corner of Lynch Creek Way and North McDowell Boulevard. The 2.15-acre site is currently designated and zoned as Business Park which does not allow residential land uses.

This property is not within one of the Areas of Change. However, to facilitate the desired housing development the Healthy Petaluma parcel has been added to the citywide land use map change recommendations as shown on page 4 of the Briefing Book. The proposed land use designation is Urban Corridor Mixed Use which encourages corridor development that fosters ground floor activity with high-quality pedestrian frontages. The Urban Corridor Mixed Use designation allows up to six stories and a density of 50 to 95 units per acre. This land use designation is slightly more intense than the Neighborhood Center Mixed Use that would be the applicable designation on the adjacent Deer Creek Village Shopping Center.

921 Transport Way

The property located at 921 Transport Way (APN: 007-391-032) was purchased by the current property owner in 1999 with an existing structure that was built in 1984. The building includes a mix of office and warehouse space. When the property was purchased by the current owner the 1987-2005 General Plan designated the property as Office. The property was redesignated to Industrial as part of the adoption of the General Plan 2025 in 2008. Since the purchase of the building in 1999, the building's primarily use has been offices.

While the zoning code allows for continuation of the office use as a legal non-conforming use the non-conformity results in permitting confusion and delays each time a new tenant applies for a business license. To reverse the nonconformity and continue with existing use of the property the owner is requesting that the land use designation be changed to Business Park as part of the General Plan update which will allow for the continued office and warehousing use of the building.

Police Station Property

The property at the corner of Petaluma Boulevard North and Sycamore has been pulled into the Petaluma Boulevard North Area of Change. The current land use designation in the General Plan 2025 is Public/Semi-Public which allows government offices and public utility facilities.

To provide greater flexibility for redevelopment of the property it is recommended that the property be designated Stepdown Mixed Use with a three-story requirement along the rear property line abutting residential neighborhoods. This designation is consistent with the proposed land use designation of neighboring properties along this corridor and furthers goals to activate the entirety of the corridor, allow residential densities to support ground-floor vibrancy and support transit.

Hunt and Behrens Property

The two agricultural processing properties in Petaluma's downtown core (Dairymans and Hunt and Behrens) have served as a visual reminder of Petaluma's agricultural heritage and have long supported the viability of local agriculture in southern Sonoma County. The properties are currently designated Agricultural Support Industry which has served to support the continued land use of these properties even when neighboring properties have been redeveloped as housing and other commercial uses in the downtown, such as the recent La Via residential development abutting Hunt and Behrens.

As part of earlier land use discussion, the Planning Commission, GPAC, and City Council all considered whether any change in land use designation was appropriate at this time and as part of the General Plan Update process. Feedback from those bodies was clear that continued viability of these businesses remains an important factor to continued local agriculture.

Instead of suggesting a change in land use designation but while acknowledging the potential for future change a new land use adaptation Policy LU-10 states " Support the continuation of agro-industrial land uses to maintain aspects of Petaluma's industrial and agricultural heritage and character, but provide flexibility as markets change. Specially, consider changing the designation of sites like the Train Depot, the Trestle, Dairyman's Feed, Hunt & Behrens, and Steamer Landing Park to allow greater land use flexibility, including mixed-use development."

Analysis to Inform the Preferred Land Use Map

The General Plan land use map changes that the City Council affirms during the March 3rd meeting will be further analyzed to prepare a preferred land use map for City Council consideration. Anticipated analysis that will be completed for the preferred land use map includes:

- 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 ENGAGEMENT

There has been robust engagement with the public throughout General Plan Update process, initiating prior to release of the RFP and most recently focused on targeted outreach to reach segments of Petaluma's population that were not adequately represented in initial outreach around land use. Throughout the process, community engagement has influenced key milestones such as identification of focus areas as part of initial engagement in 2021, reinforcement of community vision as part of the visioning process, refinement of the Areas of Change, and separate but adjacent efforts such as the Housing Element, Blueprint, and the Flood and Sea Level Rise Modeling. A description of all public engagement efforts to date through the General Plan Update process can be found on the planpetaluma.org website on the [Get Involved](#) page.

The Briefing Book (Attachment 1) includes land use recommendations for each Area of Change. These recommendations were largely informed based on feedback received not only on the Land Use Policy Framework, but also on thirteen Policy Frameworks which were released beginning in March 2024, and available for public comment through July 1, 2024. Review of engagement activities and demographic information provided by commenters indicated that response rates were low from under-represented members of the community and focused outreach was conducted in December 2024. The following targeted outreach on health equity and environmental justice resulted in feedback from an additional 120 participants:

- Petaluma Family Resource Center (PFRC) – December 5, 2024 and December 9, 2024
- Café 211/Petaluma People Services – December 10, 2024
- Golden State Manufactured-Home Owners League (GSMOL) – December 10, 2024

The land use alternatives public engagement kicked off on August 23, 2024, when the City released the Draft Land Use Policy Framework on the General Plan Update website and notified

over 1,700 subscribers to the General Plan Update e-mail notification list. Public release of the Land Use Policy Framework was also included in the Community Update on August 28, 2024, which was sent to approximately 2,400 subscribers. The Land Use Framework exemplifies the overlap of land use between so many other focus areas and was informed by and responsive to feedback received on the other Policy Frameworks.

A series of in-person events were hosted to solicit community feedback on the Land Use Policy Framework, including nine “pop-ups” held at community events in proximity to areas of change at the following locations:

- Leghorn Park -- Saturday, August 31, 2024 (26 participants)
- Walnut Park Farmer’s Market -- Saturday, August 31, 2024 (25 participants)
- El Roy’s Truck at the Fairgrounds -- Saturday, September 7, 2024 (15 participants)
- Shollenberger Park -- Saturday, September 14, 2024 (20 participants)
- Ray’s Delicatessen -- Saturday, September 14, 2024 (15 participants)
- Cafe Puente (in Spanish) -- Saturday, September 14, 2024 (20 participants)
- Harvest Beats at the Fairground -- Thursday, September 19, 2024 (46 participants)
- Lucchesi Farmers’ Market -- Tuesday, September 24, 2024 (45 participants)
- Movies at Lucchesi Park -- Friday, September 27, 2024 (29 participants)

Two in-person community workshops were held in September 2024 (Saturday, September 21st and Wednesday, September 25) and approximately 100 people participated. The community workshops focused on soliciting feedback on the land use alternatives included in the Land Use Framework. Photo simulations were presented in large format posters to illustrate different density and intensity options, and feedback was solicited about types of uses, height and massing, and building types. Additionally, feedback was requested about the desired level of change that members of the public thought was warranted in each of the Areas of Change.

A variety of methods were used to notify the community about the community workshops, including the following:

- Email notification to subscribers of the City’s Community Update
- Email notification to subscribers of the General Plan Update
- A ¼ page advertisement in the online and print version of the Argus Courier
- Event flyers at various locations around town
- A digital banner on the homepage of the City’s website
- Three physical banners; one across Kentucky Street, one at the Fairgrounds visible from Washington Street, and one at the Petaluma Community Center.
- A boosted post on the City’s Facebook page

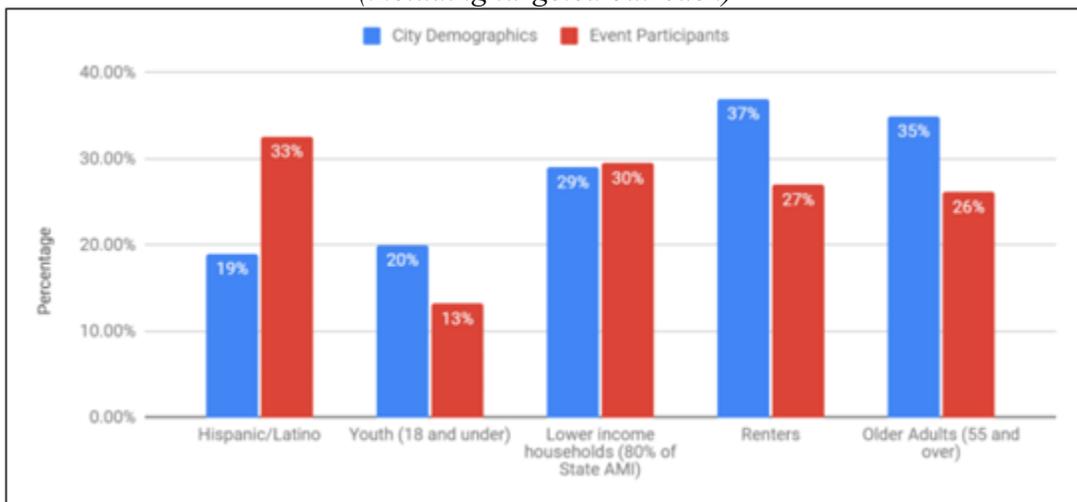
An online comment form similar to the format used to solicit public feedback for the other policy frameworks was uploaded on the planpetaluma.org website with the release of the Draft Land Use Policy Framework.

In order to boost participation from underrepresented members of the community around land use, focused outreach with the following groups was conducted and resulted in an additional 76 participants:

- Climate Action Pathways (Petaluma High and Casa Grande High School Students) – January 14, 2025
- Casa Grande High School – January 16, 2025
- Petaluma Family Resource Center – January 16 & 27, 2025
- Café Puente – January 27, 2025

Figure 2 below shows the demographics of those who participated in all Land Use outreach activities in comparison with the demographics of the City of Petaluma. The Briefing Book reflects the total of all land use community feedback.

Figure 2: Land Use Workshop Participation Compared to City Demographics (including targeted outreach)



Source: U.S. Census Bureau 2022 American Community Survey 5-Year Estimates

Property Owner Outreach

Staff is also doing targeted outreach to owners of property within the Areas of Change. Approximately 160 properties have been recommended for change in land use designation that either increases or decreases the development potential. Property owner outreach will include both mailed notifications and in person meetings with property owners who are in Areas of Change being considered for significant changes in land use designation as part of the General Plan Update. This effort will continue to occur 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.

Next Steps

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.

There has been robust engagement throughout General Plan Update process, initiating prior to release of the RFP and most recently focused on targeted outreach to reach segments of Petaluma's population that were not adequately represented in initial outreach around land use. Throughout the process, the community engagement has influenced key milestones such as identification of focus areas as part of initial engagement in 2021, reinforcement of community vision as part of the visioning process, refinement of the Areas of Change, and separate but adjacent efforts such as the Housing Element, Blueprint, and the Flood and Sea Level Rise Modeling. A description of all public engagement efforts to date through the General Plan Update process can be found on the planpetaluma.org website on the [Get Involved](#) page.

The Briefing Book (Attachment 1) includes land use recommendations for each Area of Change. These recommendations were largely informed based on feedback received on thirteen Policy Frameworks which were released beginning in March 2024, and available for public comment through July 1, 2024. During that time, the City provided an online form for feedback, held a public open house (Saturday May 11, 2024), and presented the Frameworks at thirteen Commission, Committee, and Board (CCB) meetings.

On August 23, 2024, the City released the draft Land Use Public Policy Framework on the General Plan Update website and notified over 1,700 subscribers to the General Plan Update e-mail notification list. The Land Use Framework exemplifies the overlap of land use between so many other focus areas and was informed by and responsive to feedback received on the other Policy Frameworks. Public release of the Land Use Policy Framework was also included in the Community Update on August 28, 2024, which was sent to approximately 2,400 subscribers.

A series of in-person events specific to soliciting community feedback on the Land Use Policy Framework, including nine "pop-up" events were held at community events within proximity to areas of change at the following locations, as shown below:

- Leghorn Park -- Saturday, August 31, 2024 (26 participants)
- Walnut Park Farmer's Market -- Saturday, August 31, 2024 (25 participants)
- El Roy's Truck at the Fairgrounds -- Saturday, September 7, 2024 (15 participants)
- Shollenberger Park -- Saturday, September 14, 2024 (20 participants)
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A variety of methods were used to notify the community about the community workshops, including the following: notifying subscribers to the Community Update and the General Plan Update, the workshops were promoted via:

- Email notification to subscribers of the City's Community Update
- Email notification to subscribers of the General Plan Update
- A ¼ page advertisement in the online and print version of the Argus Courier
- Event flyers at various locations around town
- A digital banner on the homepage of the City's website
- Three physical banners; one across Kentucky Street, one at the Fairgrounds visible from Washington Street, and one at the Petaluma Community Center.
- A boosted post on the City's Facebook page

An online comment form similar to the format used to solicit public feedback for the other policy frameworks was uploaded on the planpetaluma.org website with the release of the Draft Land Use Policy Framework.

The Briefing Book (Attachment 1) incorporates feedback received on each of the Areas of Change.

Environmental Justice & Disadvantaged Community Engagement

Review of engagement activities and demographic information provided by commenters indicated that response rates were low from under-represented members of the community. To ensure that community feedback better represented the demographic make up of Petaluma, additional focused outreach efforts took place in December 2024 and January 2025. This outreach was focused on health equity and environmental justice and to supplement other community feedback associated with Land Use. The following outreach activity was conducted and resulted in feedback from an additional 120 participants regarding health equity and environmental justice and an additional 76 participants regarding Land Use:

Health Equity & Environmental Justice Outreach

- Petaluma Family Resource Center (PFRC) – December 5, 2024 and December 9, 2024
- Café 211/Petaluma People Services – December 10, 2024
- Golden State Manufactured-Home Owners League (GSMOL) – December 10, 2024

Land Use Outreach

- Climate Action Pathways (Petaluma High and Casa Grande High School Students) – January 14, 2025
- Casa Grande High School – January 16, 2025
- PFRC – January 16 & 27, 2025
- Café Puente – January 27, 2025

Property Owner Outreach

Staff is also doing targeted outreach to owners of property within the Areas of Change. Approximately 160 properties have been identified as proposed for change in land use designation that either increases or decreases the development potential. This outreach includes both mailed notifications and in person meetings with property owners who are in Areas of Change being considered for significant land use changes as part of the General Plan Update. This effort will continue to occur 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.

Next Steps

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 conduct a straw poll to show consensus in direction for each of the Areas of Change as outlined in the Briefing Book (Attachment 2) or as modified by Council discussion. The Areas of Change include:

- Upstream River-Adjacent Areas
- Downstream
- Downtown
- Downtown SMART
- River Park
- Petaluma Boulevard North
- Outlets
- Petaluma Boulevard South
- Bowling Alley & Veterans Center
- East Washington
- Washington Square & Plaza Centers

- Western & Baker
- Casa Grande
- Leghorn Marketplace

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. Land Use Designation Chart
2. Briefing Book