

Policy Frameworks Overview: Safety, Implementation, Economic Development, Infrastructure, & Noise

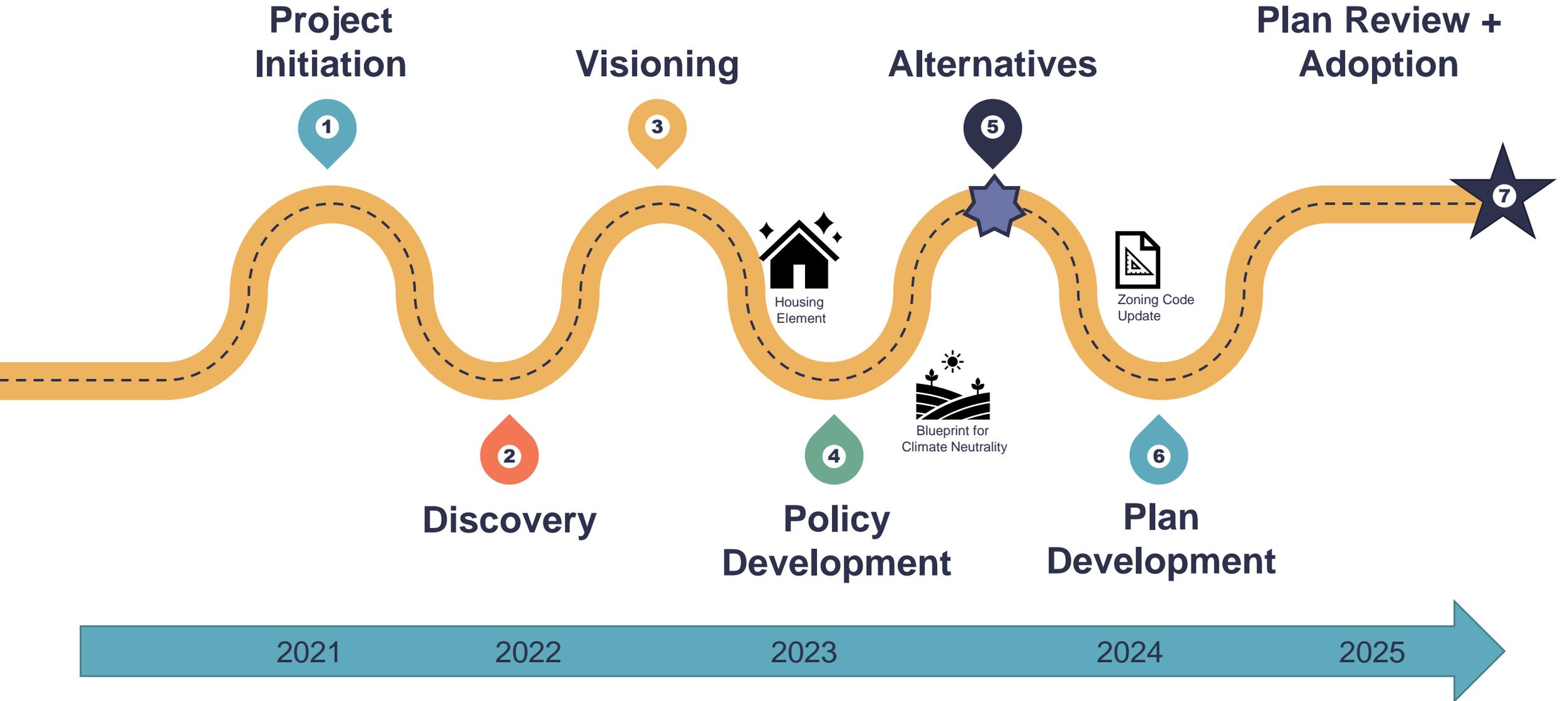
Planning Commission, May 28, 2024

Presentation Overview: Policy Frameworks

- Brief Introduction to Policy Frameworks and the Frameworks Review Process
- Overview of the Safety and Implementation & Governance Frameworks
 - Commission Questions & Comments
- Overview of the Economic Development, Infrastructure & Utilities, and Noise Frameworks
 - Ad Hoc Committee Comments
 - Commission Questions & Comments



General Plan Update Roadmap



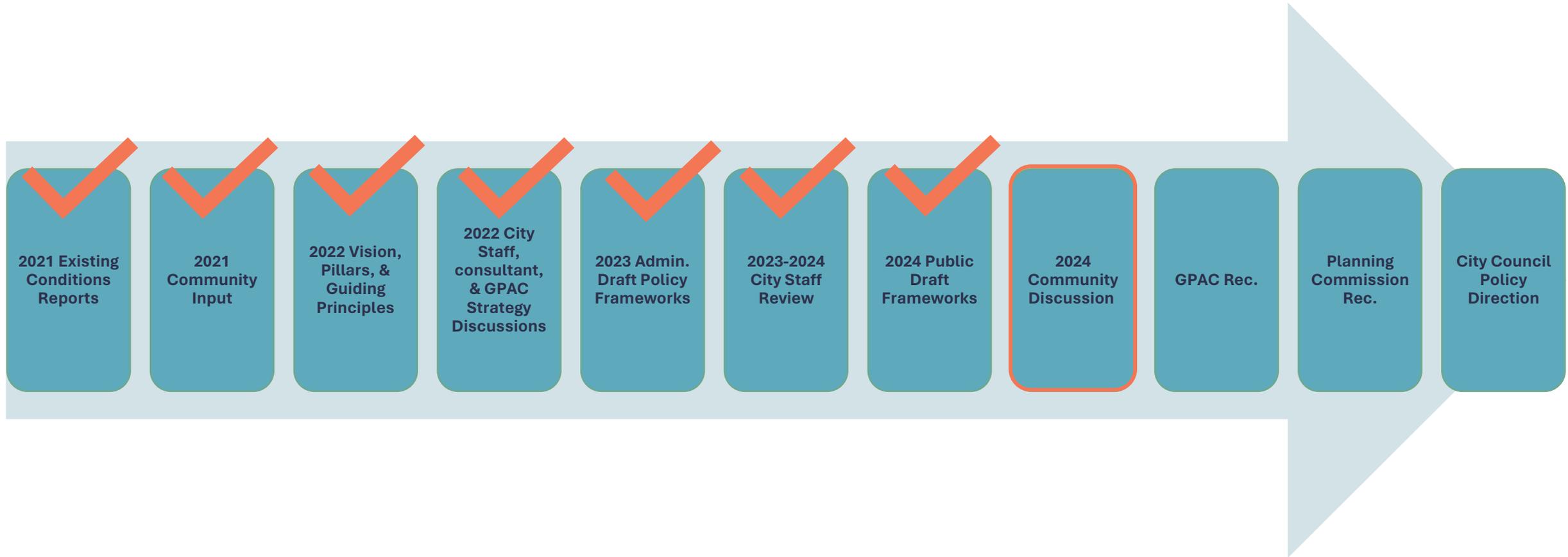
Policy Framework Purpose & Structure

- **Purpose of the Frameworks:** Outline the proposed General Plan goals, policies, and implementation actions
- **Goals:** A general statement that expresses the outcomes towards which planning efforts are directed; often a topic-specific component of the Vision
- **Policies:** A statement of intent or direction that contributes toward achieving a goal and that guides decision-making
- **Actions:** A specific activity, procedure, program, or project aimed at implementing a policy

Example

- Goal FAC-1: High-Quality Public Facilities
 - Policy FAC-1.1: Update, expand, relocate, or replace public facilities
 - Action FAC-1.1.3: Plan, design, and construct a new centrally located Fire Station and Emergency Operations Center, to include shared meeting spaces and flex space for other public uses.

Policy Framework Evolution



Policy Frameworks

ARTS, CREATIVITY, AND CULTURE



PARKS



HISTORIC RESOURCES



ENVIRONMENTAL JUSTICE



SAFETY



ECONOMIC DEVELOPMENT



INFRASTRUCTURE AND UTILITIES



MOBILITY AND TRANSPORTATION



NATURAL ENVIRONMENT



FLOOD RESILIENCE



PUBLIC FACILITIES



NOISE



GOVERNANCE AND IMPLEMENTATION



LAND USE



View the
Frameworks
planpetaluma.org

The General Plan will be different...

- Compelling, holistic, integrated, strategic approach
- Different organization
 - By element
 - By themes
 - By City department
- Digital General Plan: <https://shapessf.com/> example
- Implementation Plan
 - Action matrix: action, implementor, priority, timeframe
 - Roles for City, community, State, etc.
- Tracking progress (see the Implementation & Governance framework)
 - Track Implementation Plan progress
 - Monitor Performance Metrics Dashboard

How to Provide Input

Planning Commission: Review Process

- **April 9:** Ad Hoc Review Working Groups formed
- **May 28:**
 - Safety, Implementation & Governance
 - Ad Hoc Group #2: Economic Development, Infrastructure & Utilities, Noise
- **June 11:**
 - Ad Hoc Group #1: Environmental Justice, Parks & Recreation
 - Ad Hoc Group #2: Natural Environment
- **June 18:** Historic Resources; Arts, Culture, & Creativity; Public Facilities
- **June 25:** Ad Hoc Group #1: Flood Resilience, Transportation
- **July 23:** Final Comments

Ad Hoc Request

- Provide consolidated comments on assigned Frameworks, given Council-approved General Plan Vision, Pillars, and Principles
 - Use provided forms to organize feedback and facilitate its use by the GP team
 - Consolidated comments will represent the consensus of the Ad Hoc
 - Disagreements may be noted
- PC members may comment on other Frameworks as part of the review discussion when Ad Hocs report out

Framework Review Form

In light of the Vision, Pillars, and Guiding Principles prepared by the GPAC and adopted by the City Council (<https://www.planpetaluma.org/documents#gpuvision>):

What are the most important policies in this framework? We recommend identifying the top 5 (or fewer) policies and ranking them in order of importance.

Policy	Explanation

What concerns do you have about the policies in this framework? For example, are they unclear? Should they be softened or strengthened? Do you disagree with the policy direction?

Policy	Explanation

Policy Framework Community Meetings

CCB	Meeting Date	Key Frameworks to be Reviewed
Bike + Ped (PBAC) Transit	May 1, 2024	Transportation
Airport	May 2, 2024	Transportation
Historic & Cultural (HCPC)	May 7, 2024	Historic Resources
Climate Action Commission (CAC)	May 9, 2024	Transportation, Natural Environment
Senior	May 9, 2024	Environmental Justice
PlanFest – Public Event	May 11, 2024	All!
Recreation, Music, & Parks Tree Advisory	May 15, 2024	Parks, Natural Environment, Public Facilities
Planning Commission	May 28, June 11, June 18, June 25, July 23	Natural Environment, Transportation, Parks, Flood Resilience, Economic Development, Infrastructure and Utilities, Environmental Justice, Noise, Land Use
Public Art	May 30, 2024	Arts, Creativity, and Culture
Climate Action Commission (CAC)	June 13, 2024	Flood Resilience, Safety
GPAC	June 20, 2024	Working Group recommendations on all Frameworks

Providing Feedback

Project Website

- Organized by Policy Framework topic
- Links to complete Policy Framework documents
- Embedded Online Feedback Form

Review other Policy Frameworks and provide feedback:

<https://www.planpetaluma.org/policy-frameworks>

CITY OF PETALUMA GENERAL PLAN

PLAN DOCUMENTS GET INVOLVED! GPAC SUBSCRIBE

GENERAL PLAN UPDATE POLICY FRAMEWORKS

The Policy Frameworks for the General Plan Update are now available for review! These frameworks were created through an extensive process using the Vision, Pillars, and Guiding Principles developed by the General Plan Advisory Committee, analysis of the existing conditions, existing plans, and the needs of the community. The General Plan Team identified the need for 14 Policy Frameworks, which can be viewed by clicking on the links in the sections below.

These polices, pulled together into topic-based "Policy Frameworks", are detailed documents that cover much of what it means to be a City - from shorter-term facilities maintenance and infrastructure needs to long-term planning for things like future climate risks, business development, and historic preservation. The frameworks ask fundamental questions about what local government can do to improve the lives of our residents. They outline the ways Petaluma can bring these improvements to life over the next 20+ years. In the draft General Plan, some of these frameworks may be combined or reorganized as they are formed into the General Plan elements.

Please note: the Land Use and Flood Resiliency Frameworks are not yet available (see below for more details). As there is a lot of content in the frameworks below, we are releasing them now to give members of the public ample time to review. Additionally, the Housing Element update was completed, adopted, and certified in 2023. [Click here to see the Final Housing Element.](#)

We are looking forward to receiving feedback from the public beginning on May 4, 2024. Please [join our mailing list](#) to be kept up to date on the public comment period, meetings, and events.

FRAMEWORKS

ARTS, CULTURE, AND CREATIVITY

Petaluma has a strong creative community and would like to expand access to art and creative industries for everyone. The Arts, Culture, and Creativity framework lays out plans to do this by strengthening our city's arts and culture programs, helping creative businesses thrive, and increasing the presence and visibility of artists in city projects and processes.

[To read the Arts, Culture, & Creativity framework, click HERE.](#)

ECONOMIC DEVELOPMENT

Petaluma wants its economy to provide opportunities for all community members to support themselves and reach their financial goals. Our city is also prioritizing having the funds needed to provide the services and infrastructure our community desires. This framework helps fulfill these aims by finding ways to make space for a variety of industries, attracting visitors, and providing transportation options.

[To read the Economic Development framework, click HERE.](#)

Providing Feedback

Online Feedback Form for each Framework

- Provide goal- and policy-specific feedback
- Provide general feedback



Review other Policy Frameworks and provide feedback:
<https://www.planpetaluma.org/policy-frameworks>

Governance & Implementation Policy Framework

Foundations: Existing Conditions

City Organization and Decision-Making

- Historically, City priorities have not explicitly referenced General Plan goals and policies.
- There are opportunities for the reorganization and management of the City's numerous Commissions, Committees, and Boards (CCBs) to maximize effectiveness and optimize staff capacity.

Community Engagement

- City uses a variety of tools to engage with and communicate information to the public and have expanded communication channels to include Spanish-language messaging and interpretation.

Current General Plan and Implementation Program

- Implementation Plan and Mitigation Monitoring Program developed with the 2025 General Plan only monitor the implementation of General Plan programs and do not prioritize them.

Foundations: Community Priorities

Vision

- **Petaluma is a vibrant river town rooted in the relationship between our people and the land.** We acknowledge that Petaluma is the traditional territory and unceded lands of the Coast Miwok peoples. We appreciate that our name springs from those tribes who first called this land home.
- **We are caring and connected.** We celebrate our differences by providing inclusive community spaces for the diverse people that form Petaluma and by cultivating a sense of belonging. We welcome newcomers seeking refuge, a place to call home, and new opportunity. Our engaged residents and local government ensure equity, livability, opportunity, and access for all residents. We embrace each other's cultures, lift each other up, and move forward together.
- **We are forward-thinking leaders.** By achieving carbon neutrality in 2030, we demonstrate that equitable, carbon-neutral, regenerative communities and economies are possible through action and collaboration with other cities, communities, and our region.

Pillars

- **Equity, Justice, and Demographic Changes.** Petaluma commits to advancing social and economic justice to create an inclusive and equitable city in which all can thrive. The General Plan must prioritize supporting those who have been most affected by injustice and inequity and advances bold action in terms of housing, transportation, public spaces and intergenerational and multi-cultural programs in order to take advantage of opportunities and meet challenges as they arise.
- **Participatory Decision-Making and Government Transparency.** Success in these endeavors will depend on an engaged community that participates in decision-making and a government that is open and transparent. The General Plan must reflect the perspectives of Petaluma's diverse population, ensuring that opportunities to engage in public dialogue are accessible to all and setting the stage to address and solve future challenges with integrity, creativity and collaboration.

Foundations: Community Priorities

Guiding Principles

4. Promote social and economic justice to address structural social and economic inequities and racism.
11. Honor, celebrate, and preserve Petaluma's heritage and historic character and its place in the modern city.
15. Advance a forward-looking economic development strategy that focuses on diversity, opportunity, innovation, and resilience.
16. Be a leader in advancing these guiding principles within the region and beyond.

Governance & Implementation Goals

Goal GOV-1: Proactive
General Plan
Implementation

Goal GOV-2:
Transparent
Government &
Engaged Community

Goal GOV-3: Regional
Leadership

Goal GOV-4:
Embracing New and
Emerging Technology

Goal GOV-1: Proactive General Plan Implementation

- Policy GOV-1.1: Integrate implementation into annual City processes
- Policy GOV-1.2: Prepare an annual implementation status report
- Policy GOV-1.3: Inform City Council goals with the General Plan
- Policy GOV-1.4: Inform City Budgets with the General Plan
- Policy GOV-1.5: Use the General Plan to prioritize departmental and CCB programs
- Policy GOV-1.6: Ensure plan and policy consistency with the General Plan

Goal GOV-2: Transparent Government & Engaged Community

- Policy GOV-2.1: Share accessible information with the public
- Policy GOV-2.2: Seek public feedback on City programs and services
- Policy GOV-2.3: Enhance commissions, committees, and boards
- Policy GOV-2.4: Expand culturally and linguistically accessible services
- Policy GOV-2.5: Support and partner with community-based organizations
- Policy GOV-2.6: Proactively engage the public
- Policy GOV-2.7: Expand public participation in City processes
- Policy GOV-2.8: Implement equity practices

Goal GOV-3: Regional Leadership

- Policy GOV-3.1: Advocate for federal and State legislation and resources
- Policy GOV-3.2: Proactively collaborate
- Policy GOV-3.3: Strengthen partnerships with the Coast Miwok community

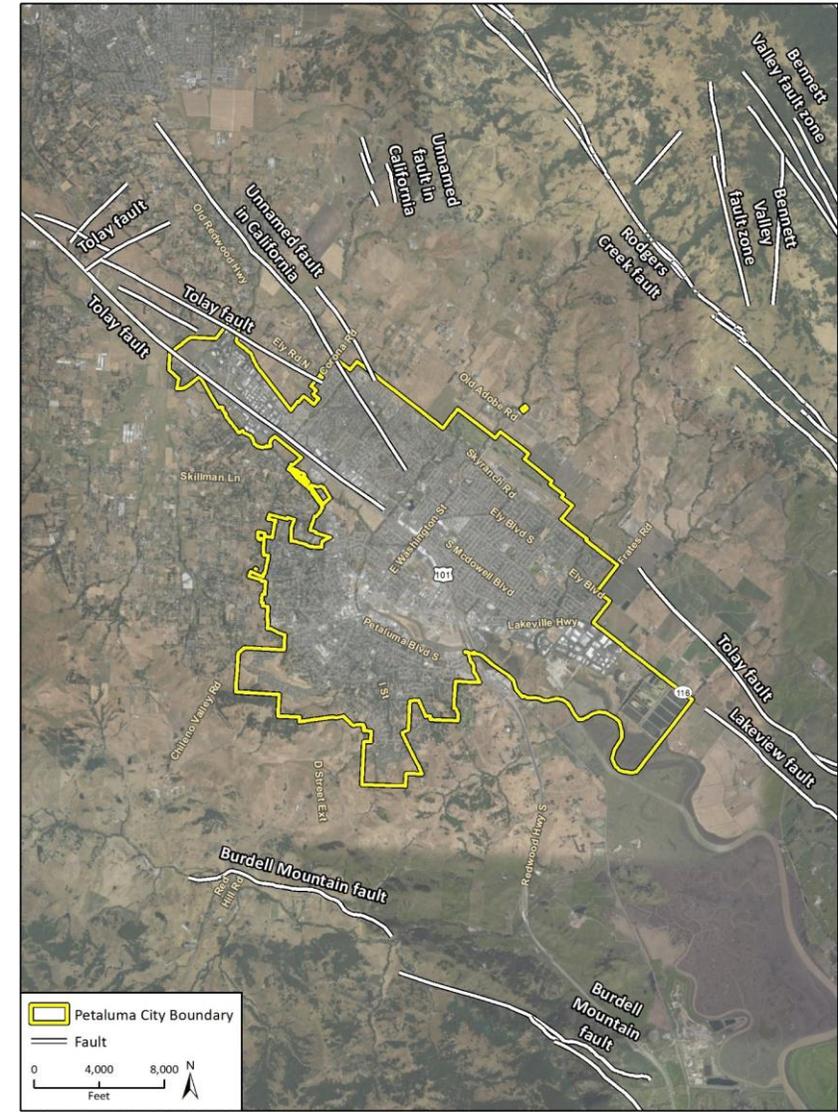
Goal GOV-4: Embracing New and Emerging Technology

- Policy GOV-4.1: Maintain and expand the City's digital offerings
- Policy GOV-4.2: Expand the City's data sharing
- Policy GOV-4.3: Leverage new communication tools
- Policy GOV-4.4: Expand digital access and participation
- Policy GOV-4.5: Adopt Smart Cities tools

Safety Policy Framework

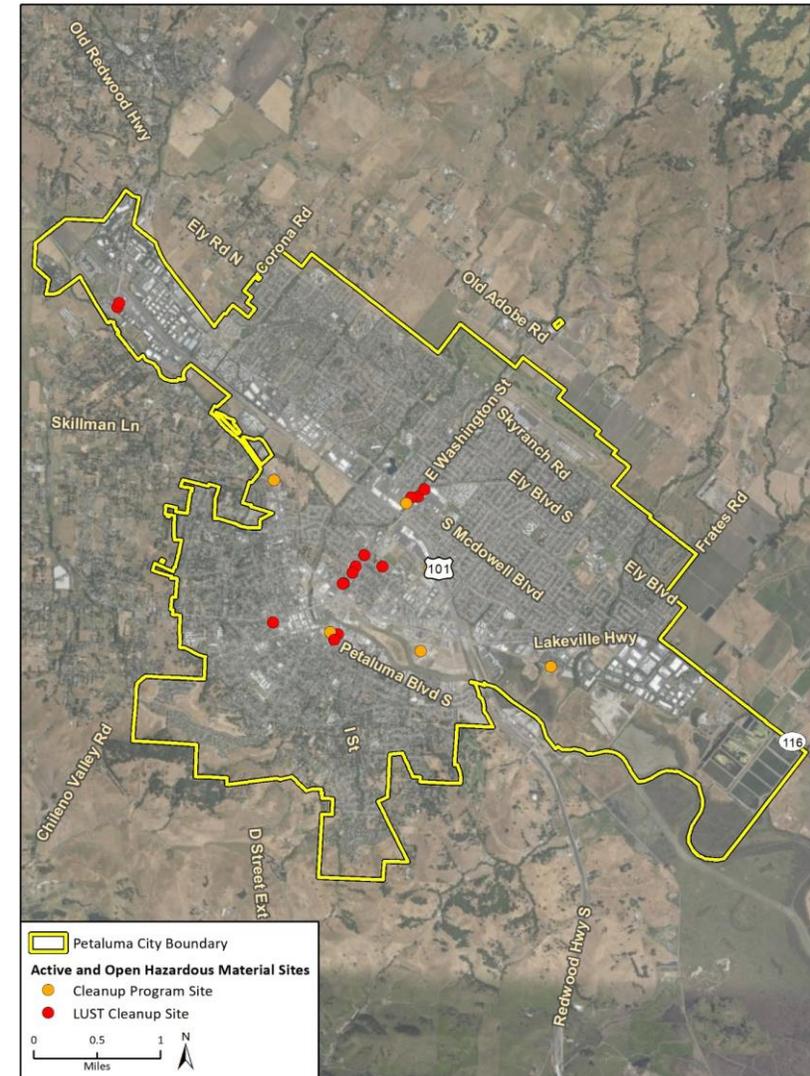
Natural Hazards

- Petaluma is exposed to a variety of natural and man-made hazards, many of which will be exacerbated by climate change.
- Seismic activity continues to be a significant hazard risk.
- Heavy precipitation events have a high risk of causing flooding events on the back side of Industrial Ave and within the Payran neighborhood where there has been a history of flooding.
- There are high fire hazards areas near the city, particularly near the WUI.
- Areas like Downtown and the southwest may be exposed to multiple hazards, including flooding, sea level rise, seismic, and wildfire.



Manmade Hazards

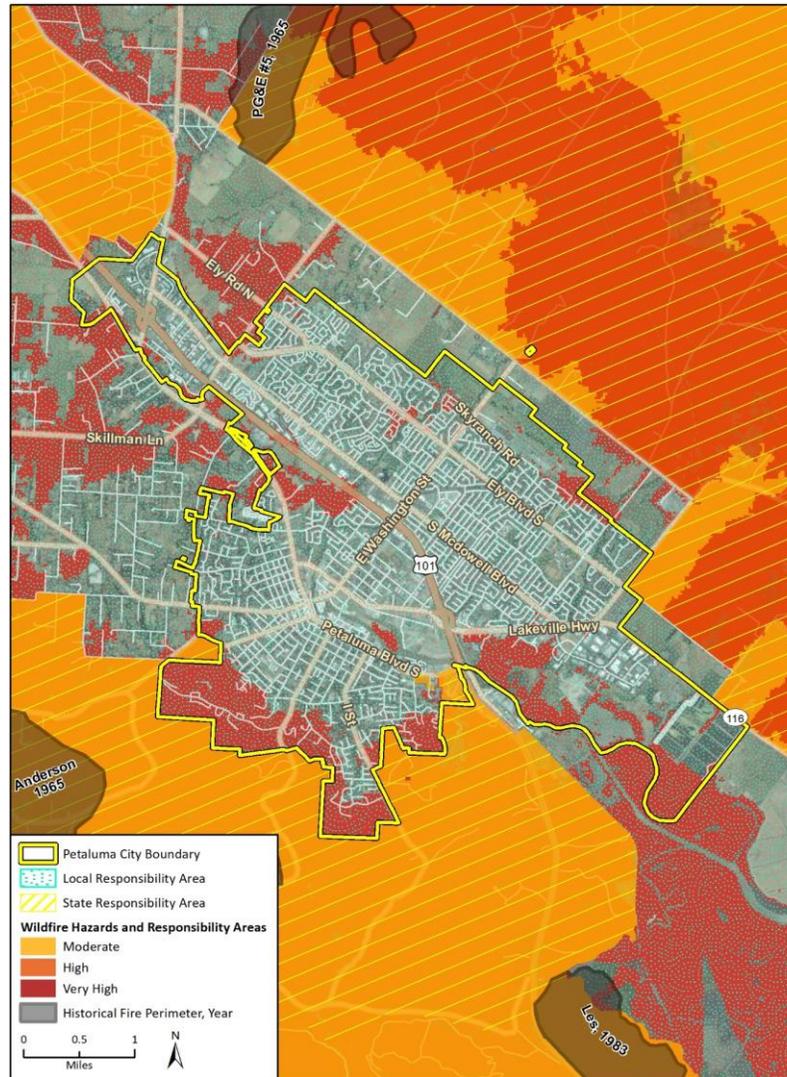
- There are currently 20 active hazardous material sites in the city.
- Most of the hazardous material sites are concentrated in the Downtown area.
- Sites include 14 Leaking Underground Storage Tank Cleanup Sites, and a previous superfund site along Highway 116 near South McDowell Boulevard was removed from superfund by EPA following cleanup.



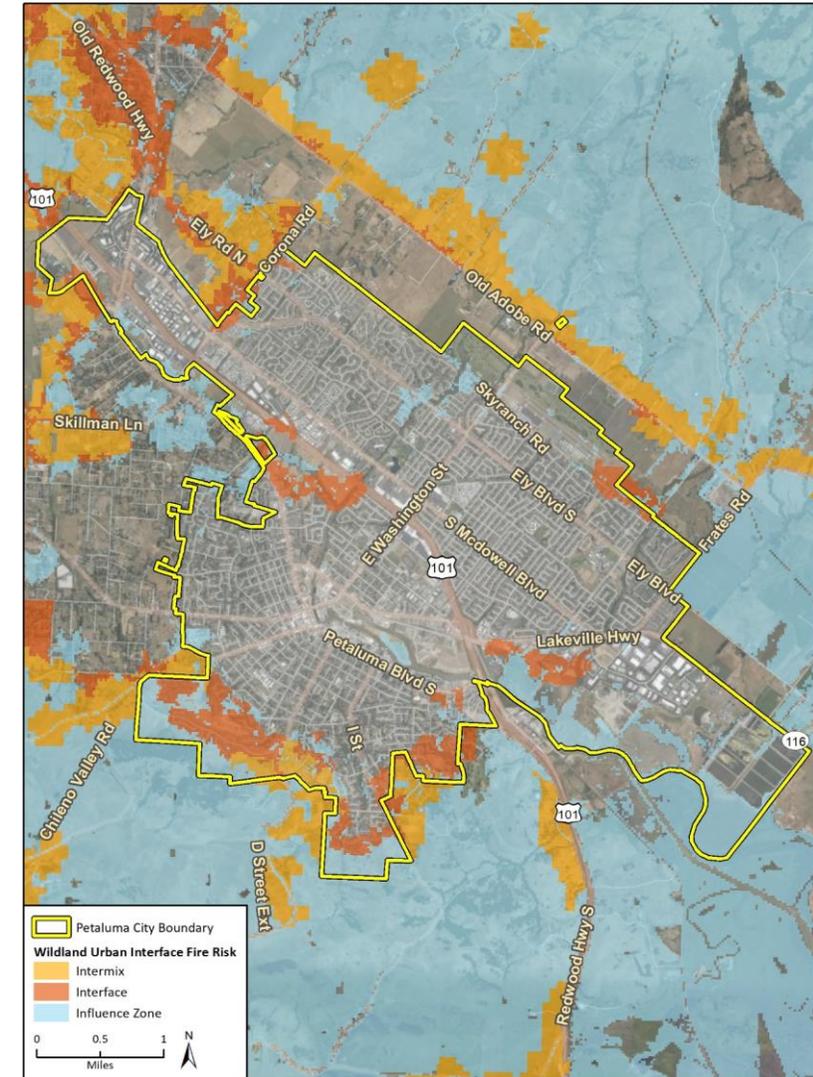
Imagery provided by Microsoft Bing and its licensors © 2021.
Additional data provided by Geotracker, 2021.

Wildfire Hazards

- Petaluma is mostly surrounded by areas in the Moderate or High Fire Hazard Severity Zone.
- Many areas in the wildland-urban interface are residential areas near fire-prone vegetation.



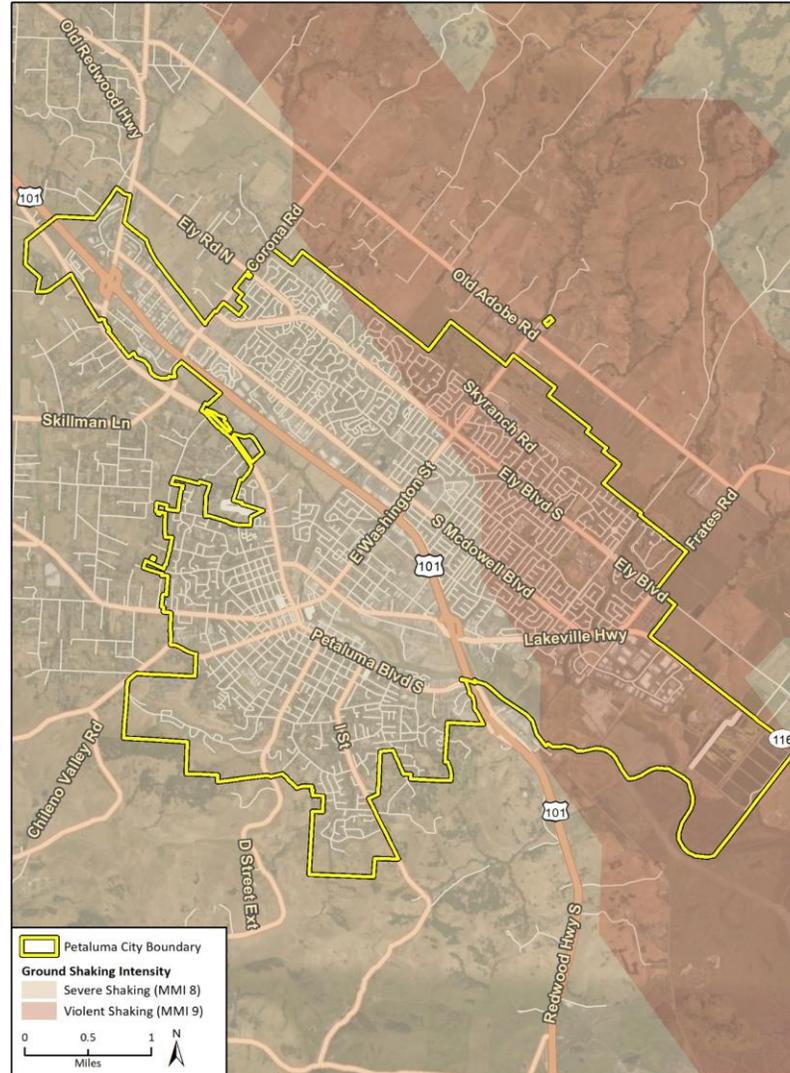
Imagery provided by Microsoft Bing and its licensors © 2021.
Additional data provided by CalFire, 2021; Wildfire Severity Hazard Class - City of Petaluma, California; Fire Responsibility Area, Historic Fire



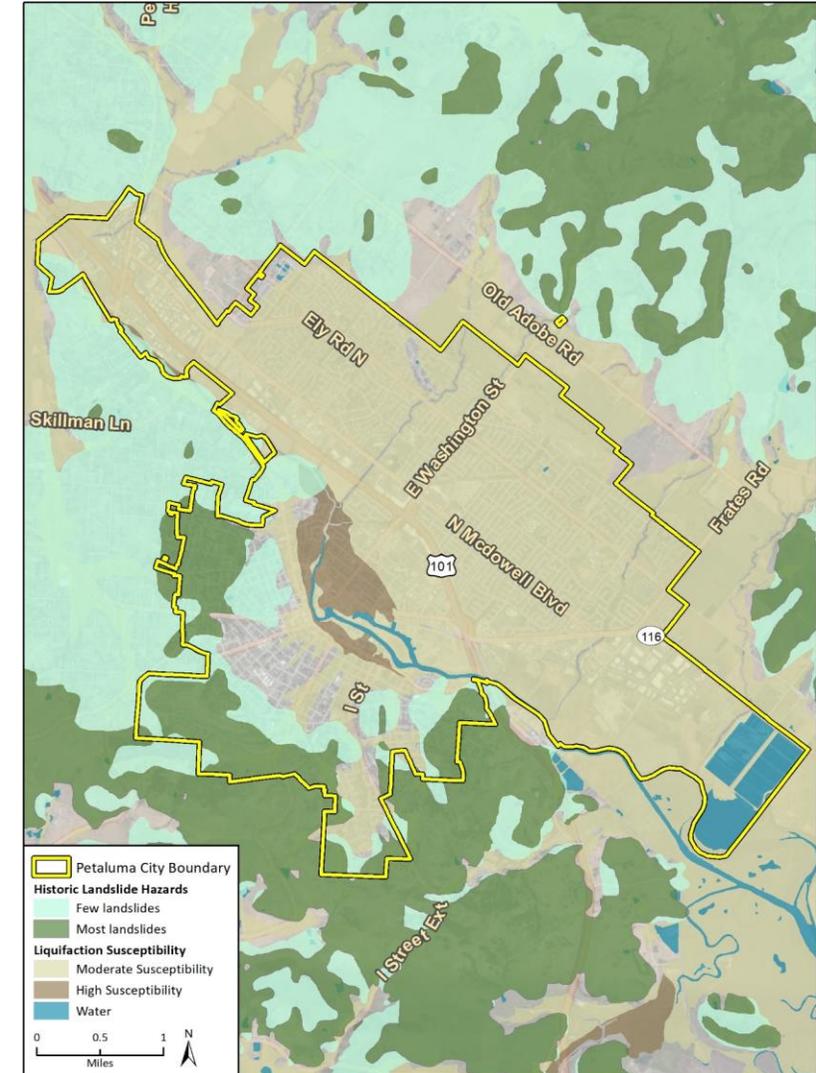
Imagery provided by Microsoft Bing and its licensors © 2021.
Additional data provided by Cal Fire and Resource Assessment Program, 2021

Geologic Hazards

- The eastern and southeastern areas of the city will be most impacted by groundshaking in the event of a severe earthquake.
- Most of Petaluma is moderately susceptible to landslides.
- The hills to the northeast and southeast of the city have historically had the most landslide issues.



Imagery provided by Microsoft Bing and its licensors © 2021.
Additional data provided by Metropolitan Transportation Commission, 2021



Imagery provided by Microsoft Bing and its licensors © 2021.
Additional data provided by USGS, 2021.

Climate Change Implications for Hazards

Increasing Temperatures

- Extreme heat days will increase considerably in the city.
- Increasing temperatures and changing precipitation patterns can create periods of abnormally dry weather that create drought.
- Warmer, drier summers, high wind events, such as the Diablo winds, and increased vegetation growth, can create conditions suitable for wildfires.

Changing Precipitation Patterns

- The Bay Area will continue to see larger precipitation fluctuations over the next century with very wet and very dry years.
- Boom to bust rainfall patterns will make it far more likely for wildfires to occur in the region and for “atmospheric rivers”, which can bring up to 50% of the region’s rainfall in a few days.

Rising Sea Levels

- More extensive coastal flooding during storm events
- Higher groundwater table
- Stormwater flooding may increase as high bay levels can impede drainage of stormwater runoff.

Fire & Police Services

Fire

- The Petaluma Fire Department provides fire protection services to a total area of 184 square miles and a population of 70,000 people.
- The Department's fire service area includes portions of southern Sonoma County and Marin County.
- There are three Fire Department Stations located within the city limits and two volunteer fire stations are located southwest of the city.
- In response to wildfires, the Fire Department offers several resources to residents such as weed abatement and access to wildfire disaster loans.

Police

- The Department has two stations (Police Department and Annex, Police Substation - Petaluma Valley Hospital).

Foundations: Community Priorities

Vision

- **We invest in each other.** We are a community where children and youth thrive, families in all forms are supported, and our elders flourish as they age in place.
- **We are forward-thinking leaders.** We have adapted to climate change with a community-driven, whole systems, and nature-based approach to development.

Guiding Principles

1. Achieve carbon neutrality by 2030 and equitably foster a sustainable and resilient community in which today's needs do not compromise the ability of the community to meet its future needs.
5. Ensure the health and wellness of all residents.
6. Physically and psychologically integrate and connect the East and West sides of town.
13. Ensure infrastructure supports infill development and addresses the impacts of climate change.

Pillars

- **Climate Action, Resilience, and Sustainability.** The General Plan must build climate-ready communities using science, technology, and bold ways of thinking to advance change in our relationship with the natural environment and to plan for current and future impacts.
- **Equity, Justice, and Demographic Changes.** Current demographic trends indicate that Petaluma will have an older, more diverse population well into the future. Petaluma commits to advancing social and economic justice to create an inclusive and equitable city in which all can thrive. The General Plan must prioritize supporting those who have been most affected by injustice and inequity and advances bold action in terms of housing, transportation, public spaces, and intergenerational and multi-cultural programs to take advantage of opportunities and meet challenges as they arise.

Safety Goals

Goal SAF-1:
Emergency
Guidance and Tools

Goal SAF-2: High-
Quality Emergency
Services

Goal SAF-3:
Responsive Public
Safety Services

Goal SAF-4:
Evacuation

Goal SAF-5: Critical
Facilities Resiliency

Goal SAF-6: Climate
Resilience

Goal SAF-7:
Drought

Goal SAF-8: Wildfire
Risk Management

Goal SAF-9:
Earthquake
Resiliency

Goal SAF-10:
Hazardous Materials
Management

Goal SAF-1: Emergency Guidance and Tools

- Policy SAF-1.1: Update Emergency Operation Plans
- Policy SAF-1.2: Prepare the Community for Emergencies
- Policy SAF-1.3: Seek Funds for Emergency Operations

Goal SAF-2: High-Quality Emergency Services

- Policy SAF-2.1: Maintain Quality Emergency Response Service
- Policy SAF-2.2: Maintain ISO Rating
- Policy SAF-2.3: Provide Adequate EMS Services
- Policy SAF-2.4: Educate the Public on Risk Reduction
- Policy SAF-2.5: Maintain Mutual Aid Agreements

Goal SAF-3: Responsive Public Safety Services

- Policy SAF-3.1: Ensure Staffing for Emergency Response
- Policy SAF-3.2: Fund Crime Prevention Programs
- Policy SAF-3.3: Implement Public Safety Recommendations
- Policy SAF-3.4: Use Design Standards for Crime Prevention
- Policy SAF-3.5: Provide Rapid Police Response
- Policy SAF-3.6: Provide Proficient Operations Management
- Policy SAF-3.7: Consider Crime Analysis Unit
- Policy SAF-3.8: Engage the Community on Policing Policies

Goal SAF-4: Evacuation

- Policy SAF-4.1: Prepare Single-Access Neighborhoods
- Policy SAF-4.2: Provide Emergency Evacuation Resources

Goal SAF-5: Critical Facilities Resiliency

- Policy SAF-5.1: Establish Resilient Resource Centers
- Policy SAF-5.2: Establish Inter-Jurisdictional Evacuation Plans
- Policy SAF-5.3: Create Hazard Resilient Critical Facilities
- Policy SAF-5.4: Prepare for Multi-Hazard Scenarios
- Policy SAF-5.5: Ensure Public Services During Emergencies

Goal SAF-6: Climate Resilience

- Policy SAF-6.1: Update Climate Resiliency Plans
- Policy SAF-6.2: Consider Climate in Development Standards
- Policy SAF-6.3: Prepare Buildings for Climate Change

Goal SAF-7: Drought

- Policy SAF-7.1: Update the Urban Water Management Plan
- Policy SAF-7.2: Increase Water Efficiency

Goal SAF-8: Wildfire Risk Management

- Policy SAF-8.1: Maintain Fire Response Coordination
- Policy SAF-8.2: Implement Fire Protection Programs
- Policy SAF-8.3: Create Fuel Management Plan
- Policy SAF-8.4: Minimize Wildland-Urban Interface Risk
- Policy SAF-8.5: Promote Fire Safe Development

Goal SAF-9: Earthquake Resiliency

- Policy SAF-9.1: Reduce Seismic Risk on Critical Infrastructure
- Policy SAF-9.2: Consider Geotechnical Information for Development

Goal SAF-10: Hazardous Materials Management

- Policy SAF-10.1: Maintain Hazardous Materials Standards
- Policy SAF-10.2: Promote Safe Transport of Hazardous Material
- Policy SAF-10.3: Update Resources on Household Hazards
- Policy SAF-10.4: Reduce Use of Toxic Materials
- Policy SAF-10.5: Ensure Site Remediation

Questions & Comments

What feedback do you have?

Considering your technical expertise...

- What are the **most important** policies in this framework?
 - We recommend identifying the top 5 (or fewer) policies and ranking them in order of importance.
- What **concerns** do you have about the policies in this framework?
 - For example, are they unclear? Should they be softened or strengthened? Do you disagree with the policy direction?
- **Implementation & Governance**
 - Does the framework address the barriers to General Plan implementation?
 - Does the framework adequately advance equitable participation in local governance?
- **Safety**
 - Were there any agencies, groups, or resources that should be utilized by the City that were not reflected?

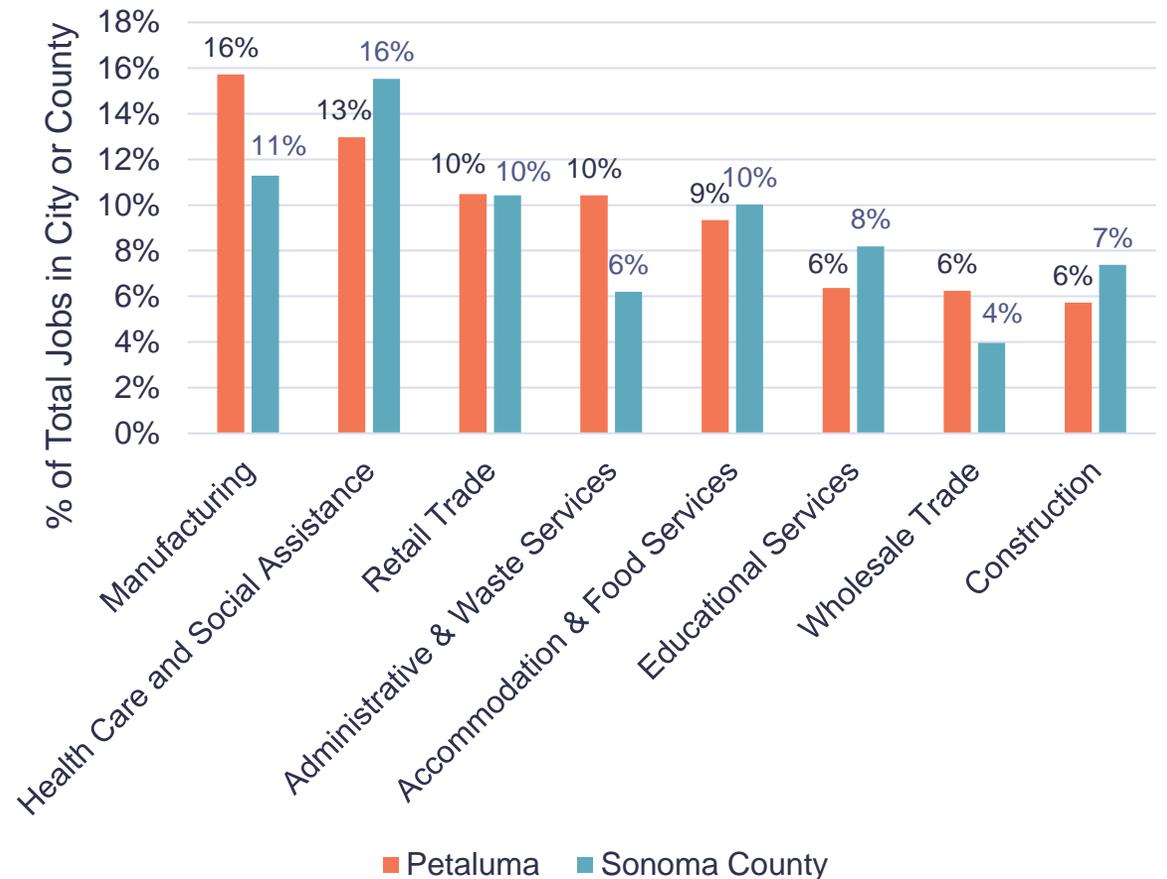
Economic Development Policy Framework

Foundations: Existing Conditions

Petaluma has a healthy economy.

- Mix of export-oriented and resident-serving industries
- Strengths in food/beverage, tourism, medical services, and tech businesses
- Petaluma has 15% of all Sonoma County jobs, and Petaluma's longer-term job growth was double Sonoma County overall.
- Economy poised for growth from expanding population, high quality of life and access to regional transit

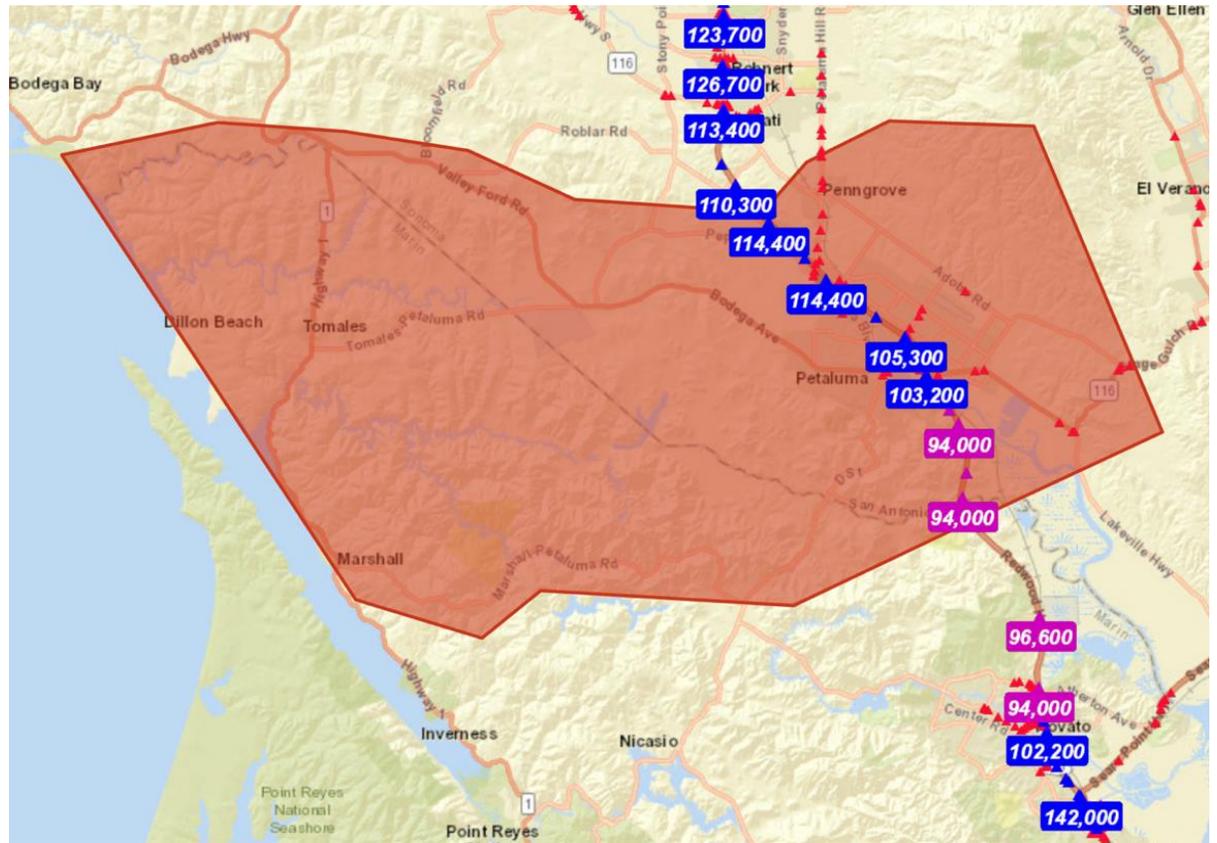
Largest Industries, Petaluma and Sonoma County, 2018



Foundations: Existing Conditions

Petaluma is a retail destination that attracts a “surplus” of spending (and sales tax revenue) beyond what residents alone could support.

- “Big box” stores and the outlet mall draw spending from a larger area outside the city.
- Downtown Petaluma attracts additional tourists and visitors from throughout the North Bay.



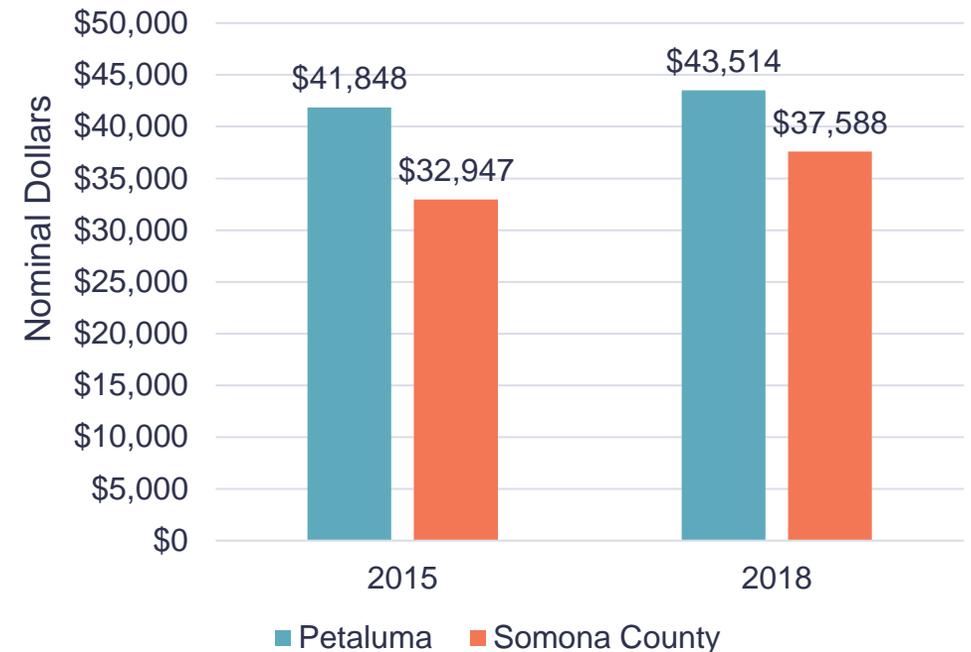
Petaluma's retail catchment area

Foundations: Existing Conditions

Retail is changing and should be reimagined

- Retailing changing due to greater online presence
- Strong demand from a large, affluent market
- Opportunity for more specialty retail
- Excess of retail spaces along corridors
- Opportunity to redevelop underperforming retail with a diverse mix of uses (residential, services, community spaces, etc.)

Taxable Sales per Household in Petaluma and Sonoma County Overall, 2015 and 2018



Foundations: Community Priorities

Vision

- **We are prosperous.** We support our local businesses that provide jobs for our own residents and services to our city and region. Our economy is localized and self-reliant and builds wealth for residents of all socioeconomic backgrounds. We invite new businesses and development to join in our vision. Our city infrastructure and facilities are sustainably financed, resilient, and well-maintained.
- **We are creative.** We build an environment that promotes beauty, resilient architecture, and inventive design citywide, where art, crafts, design, and economic innovation thrive.

Pillars

- **Equity, Justice, and Demographic Changes.** Current demographic trends indicate that Petaluma will have an older, more diverse population well into the future. Petaluma commits to advancing social and economic justice to create an inclusive and equitable city in which all can thrive.

Guiding Principles

3. Protect and restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and civic opportunities.
4. Promote social and economic justice to address structural social and economic inequities and racism.
10. Enhance Petaluma's historic downtown by preserving its historic character, expanding pedestrian and bicycle access and safety, providing public gathering spaces, and promoting a diverse mix of uses.
14. Advance Petaluma as a hub for the arts, creativity, and innovation.
15. Advance a forward-looking economic development strategy that focuses on diversity, opportunity, innovation, and resilience.

Economic Development Goals

Goal ED-1: Strong
Economy

Goal ED-2:
Equitable Economy

Goal ED-3:
Adequate Tax
Revenue /
Municipal Finances

Goal ED-4:
Destination City

Goal ED-5:
Transportation
Serves Business

Goal ED-6: New
Businesses

Goal ED-1: Strong Economy

- Policy ED-1.1: Target Major and Emerging Industry Sectors
- Policy ED-1.2: Maintain Industrial Land Inventory
- Policy ED-1.3: Ensure Water and Sewer Capacity
- Policy ED-1.4: Foster Office Development
- Policy ED-1.5: Streamline Business Permitting
- Policy ED-1.6: Grow Ecologically Sustainable Businesses
- Policy ED-1.7: Support Just Transition Efforts
- Policy ED-1.8: Strengthen Innovations to Shorten Supply Chains
- Policy ED-1.9: Encourage Food Industry Business Collaboration

Goal ED-2: Equitable Economy

- Policy ED-2.1: Direct Resources Toward Closing Wealth Gaps
- Policy ED-2.2: Advance Equity and Support the Local Economy
- Policy ED-2.3: Support BIPOC-Owned Businesses
- Policy ED-2.4: Increase Access to Workforce Training
- Policy ED-2.5: Consider Fee & Tax Waivers for Microbusinesses
- Policy ED-2.6: Support Living Wage Job Growth

Goal ED-3: Adequate Tax Revenue / Municipal Finances

- Policy ED-3.1: Consider New Business and Sales Taxes
- Policy ED-3.2: Leverage External Grant Funding Opportunities
- Policy ED-3.3: Prepare Fiscal Impact Studies

Goal ED-4: Destination City

- Policy ED-4.1: Grow Hotel Stays and Tourism
- Policy ED-4.2: Encourage Retail & Businesses Near Residents
- Policy ED-4.3: Support Shopping Centers as Community Hubs
- Policy ED-4.4: Prioritize Investment in Unique Local Retail
- Policy ED-4.5: Invest in Downtown
- Policy ED-4.6: Attract Visitors to Downtown

Goal ED-5: Transportation Serves Business

- Policy ED-5.1: Concentrate Development Near SMART Stations
- Policy ED-5.2: Enhance Multimodal Commute & Access Options
- Policy ED-5.3: Develop Industrial Sites Near Highway 101

Goal ED-6: New Businesses

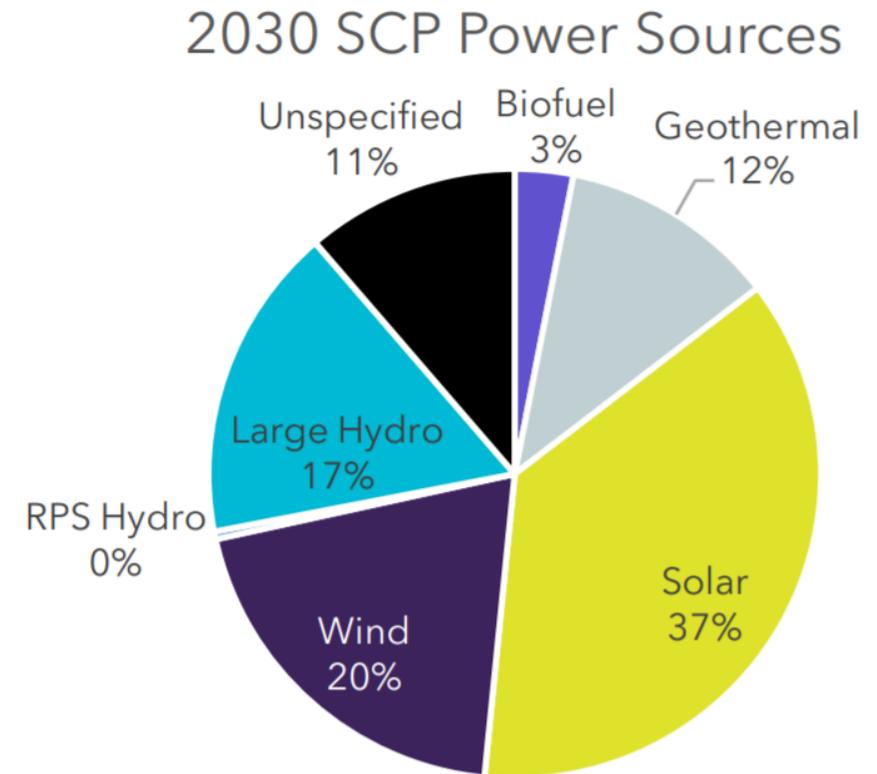
- Policy ED-6.1: Support Locally Owned Businesses
- Policy ED-6.2: Grow Existing Businesses
- Policy ED-6.3: Support Home-Based and New Businesses

Infrastructure & Utilities Policy Framework

Foundations: Existing Conditions

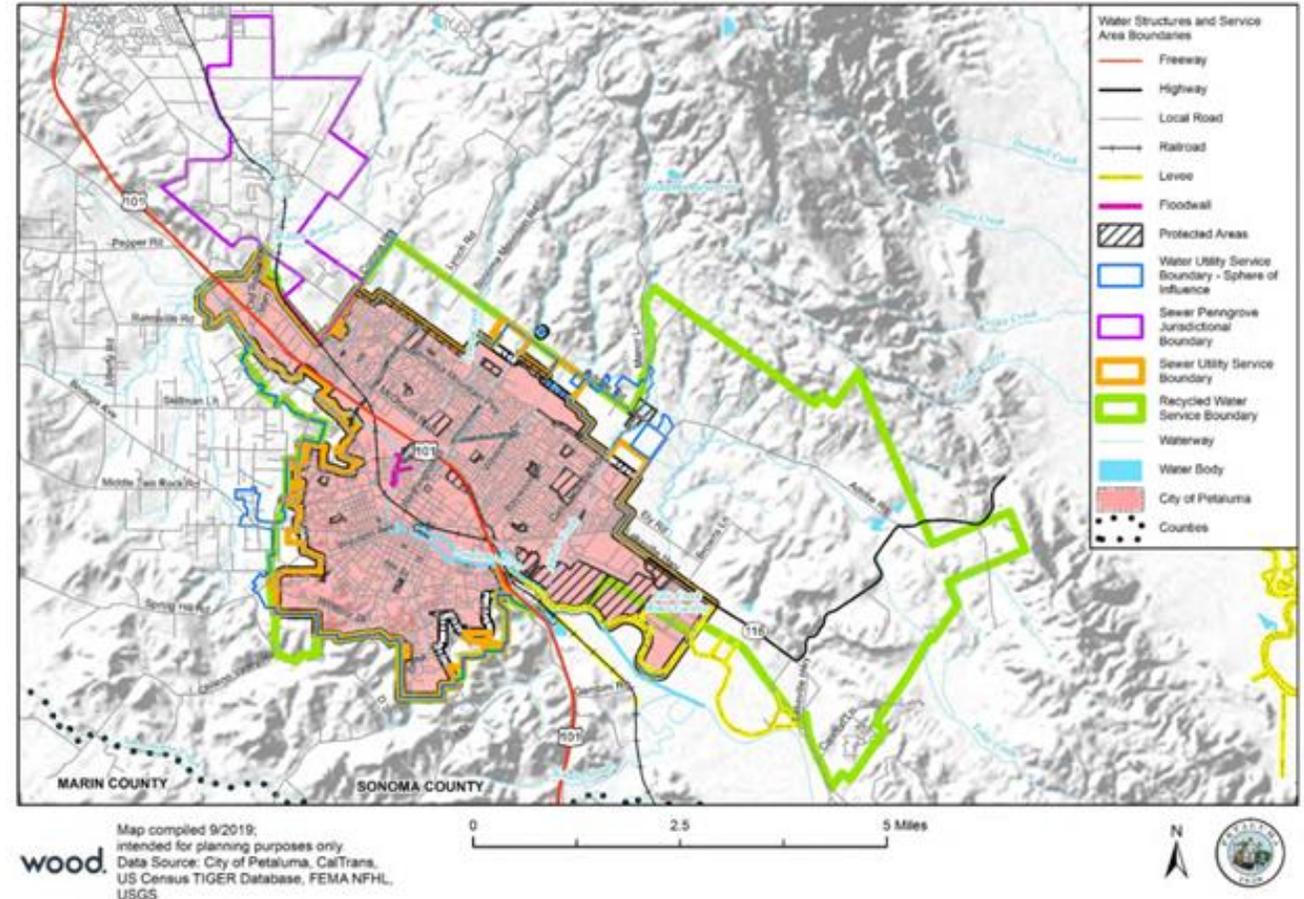
Petaluma's utilities need some upgrades and enhancement.

- Water and wastewater meet demand through 2045
- Stormwater system upgrades needed
- Electrical power from nearly 100% renewable sources (PG&E and SCP)
- Lacking access to affordable broadband



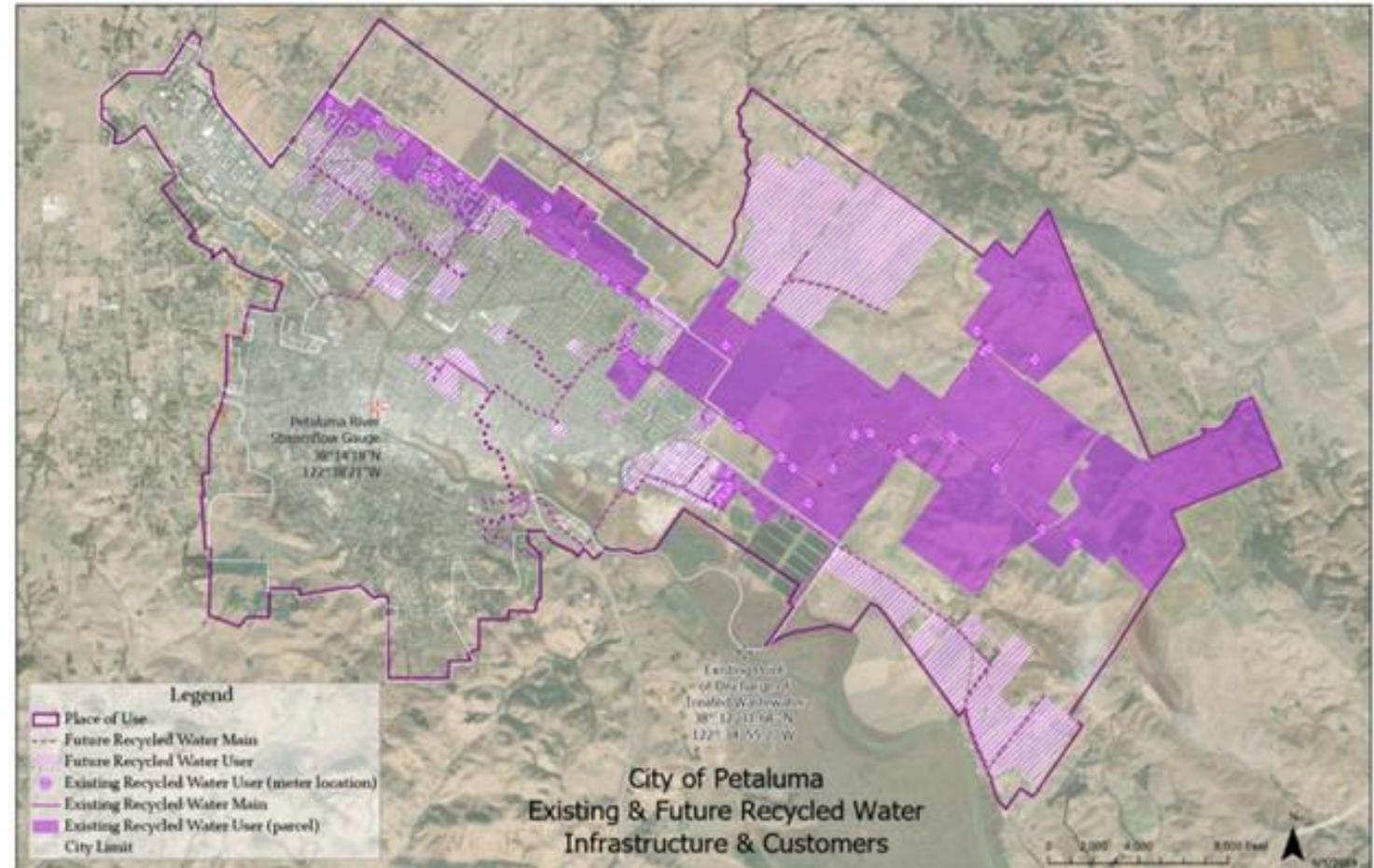
Stormwater

- The current stormwater system requires improvements with climate change likely to require additional improvements.
- No current stormwater diversion for beneficial use
- Not a combined sewer-stormwater system
- Water quality challenges due to chemicals and debris
- Several storm drain improvement projects through 2020
- Stormwater networks vulnerable to climate change and increased precipitation events
- No utility funds allocated for stormwater maintenance



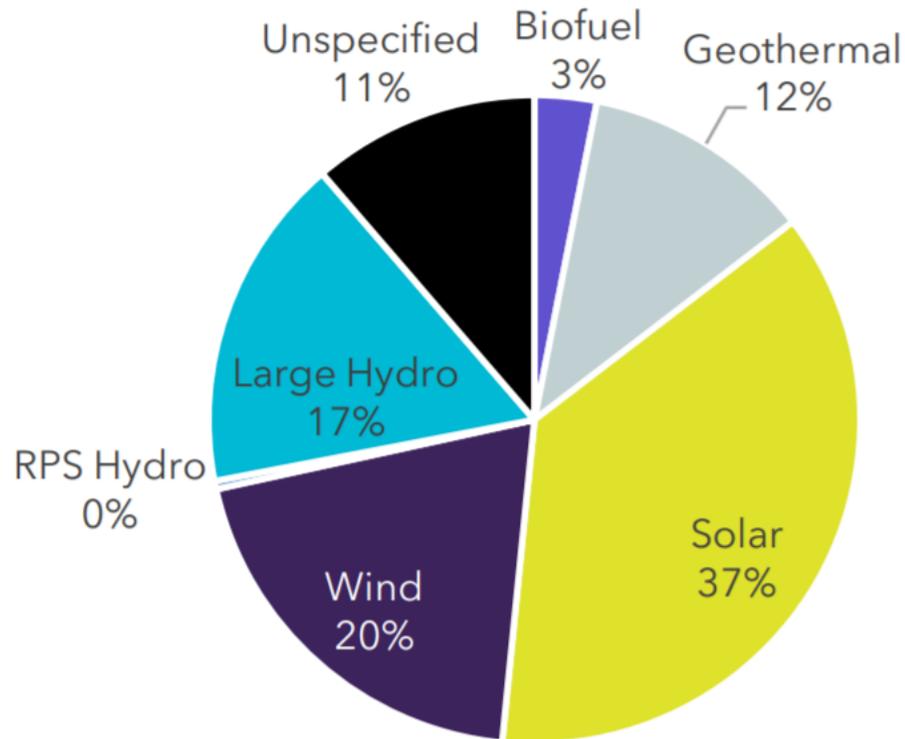
Wastewater Treatment & Water Recycling

- Petaluma's wastewater treatment capacity will meet future demand.
- Produces ~600 Mgal of recycled water / year
- Approximately 4.5 million gal/day transported to the ECWRF (6.7 Mgal/day capacity)
- Planned expansion of recycled water system to meet 2045 demand of 2540 AF
- Required upgrades include C Street Pump Station capacity enhancements, force main and sewer main replacement, biosolid management and optimization of the ECWRF



Electric and Natural Gas

2030 SCP Power Sources



- The electricity network is sourced nearly **100% by renewable energy (PG&E and SCP).**
- There is a potential to increase the percentage of solar production in the City.
- City subject to rotating power shutoffs during high-load events and high fire risk.
- Multiple critical facilities subject to planned outages.
- Adopted all-electric new construction ordinance in 2021.

Solid Waste

- Trash, recycling and compost services are provided by the City.
- City adopted zero waste resolution in 2020 with the goal of reducing 90% of all materials to landfills by 2030.

Telecom and Data

- Utilizes undergrounded fiber optic lines
- Broadband Action Plan endeavors to improve access in underserved communities
- Potential for microtrenching of utility lines to improve installation

Foundations: Community Priorities

Vision

- **We are prosperous.** Our City infrastructure and facilities are sustainably financed, resilient, and well-maintained.
- **We are forward-thinking leaders.** By achieving carbon neutrality in 2030, we demonstrate that equitable, carbon-neutral, regenerative communities and economies are possible through action and collaboration with other cities, communities, and our region. We have adapted to climate change with a community-driven, whole systems, and nature-based approach to development.

Pillars

- **Climate Action, Resilience, and Sustainability.** Petaluma is committed to bold action to achieve carbon neutrality by 2030 and to building resilience to climate change impacts, including sea level rise, increasing temperatures, drought, and wildfire intensity. The General Plan must build climate-ready communities using science, technology, and bold ways of thinking to advance change in our relationship with the natural environment and to plan for current and future impacts.

Guiding Principles

1. Achieve carbon neutrality by 2030 and equitably foster a sustainable and resilient community in which today's needs do not compromise the ability of the community to meet its future needs.
13. Ensure infrastructure supports infill development and addresses the impacts of climate change.
16. Be a leader in advancing these guiding principles within the region and beyond.

Infrastructure and Utilities Goals

Goal IU-1:
Sustainable
Water Supply

Goal IU-2:
Integrated Water
Resources
Management

Goal IU-3: Water
Conservation

Goal IU-4:
Groundwater
Sustainability

Goal IU-5: Zero-
Emission Water
and Wastewater

Goal IU-6: Waste
Reduction

Goal IU-7: Zero-
Emissions Waste
Operations

Goal IU-8:
Renewable and
Resilient Energy

Goal IU-9:
Broadband
Infrastructure

Goal IU-10:
Resilient High-
Speed Internet

Goal IU-1: Sustainable Water Supply

- Policy IU-1.1: Complete an Integrated Water Master Plan
- Policy IU-1.2: Develop alternative local water sources
- Policy IU-1.3: Maintain and expand water infrastructure
- Policy IU-1.4: Maintain water quality
- Policy IU-1.5: Maintain customer service
- Policy IU-1.6: Implement a progressive fee structure

Goal IU-2: Integrated Water Resources Management

- Policy IU-2.1: Require efficient water use
- Policy IU-2.2: Promote effective water use
- Policy IU-2.3: Reduce water demand
- Policy IU-2.4: Allow onsite reuse of wastewater

Goal IU-3: Water Conservation

- Policy IU-3.1: Reduce total demand

Goal IU-4: Groundwater Sustainability

- Policy IU-4.1: Manage groundwater resources
- Policy IU-4.2: Explore groundwater banking
- Policy IU-4.3: Preserve groundwater resources

Goal IU-5: Zero-Emission Water and Wastewater

- Policy IU-5.1: Consider embodied and operational carbon costs
- Policy IU-5.2: Improve energy recovery and onsite energy production

Goal IU-6: Waste Reduction

- Policy IU-6.1: Reduce solid waste

Goal IU-7: Zero-Emissions Waste Operations

- Policy IU-7.1: Promote composting within City limits
- Policy IU-7.2: Prioritize maximum reuse and recycling of materials

Goal IU-8: Renewable and Resilient Energy

- Policy IU-8.1: Encourage renewable energy sources
- Policy IU-8.2: Underground public utility lines

Goal IU-9: Broadband Infrastructure

- Policy IU-9.1: Plan for the highest technology
- Policy IU-9.2: Anticipate changes in technology
- Policy IU-9.3: Ensure equitable internet access

Goal IU-10: Resilient High-Speed Internet

- Policy IU-10.1: Connect new developments
- Policy IU-10.2: Upgrade existing infrastructure

Noise Policy Framework

Foundations: Existing Conditions

- Vehicle-related noise is the main source of noise in Petaluma, with many roadways exceeding EPA standards for community noise equivalent level (CNEL) dBA
- Petaluma Municipal Airport does not significantly impact overall noise levels

Foundations: Community Priorities

Vision

We relish our spirited, distinctive neighborhoods where we live, work and play. Our friendly, beautiful, and nature-filled streets, parks, urban forest, and accessible river, bike lanes and trails, and walking paths connect people and help keep residents healthy. It is safe, easy, and enjoyable to travel across and around town and to neighboring communities with human, electric, and hybrid transport.

Guiding Principles

2. Preserve and enhance Petaluma's natural environment and surrounding open spaces.
5. Ensure the health and wellness of all residents.

Noise Goals

Goal NOI-1:
Appropriate
Sound Levels

Goal NOI-2:
Noise
Management

Goal NOI-3:
Temporary
Noise

Goal NOI-4:
Transportation
Noise

Goal NOI-5:
Vibration

Goal NOI-1: Appropriate Sound Levels

- Policy NOI-1.1: Encourage Land Use Compatibility
- Policy NOI-1.2: Revise Municipal Code and Implementing Zoning Ordinance

Goal NOI-2: Noise Management

- Policy NOI-2.1: Require Acoustical Study for Applicable Projects
- Policy NOI-2.2: Reduce Noise Through Development Standards
- Policy NOI-2.3: Encourage Alternative Sound Barriers
- Policy NOI-2.4: Reduce Property Maintenance Noise
- Policy NOI-2.5: Limit Non-residential Noise Sources

Goal NOI-3: Temporary Noise

- Policy NOI-3.1: Require Reusable Construction Sound Barriers
- Policy NOI-3.2: Limit Construction Noise
- Policy NOI-3.3: Limit Noise from Special Events

Goal NOI-4: Transportation Noise

- Policy NOI-4.1: Reduce Transportation Noise Through Land Use Planning
- Policy NOI-4.2: Reduce Development Traffic Noise
- Policy NOI-4.3: Reduce Rail Noise
- Policy NOI-4.4: Ensure Adequate Noise Studies and Mitigation
- Policy NOI-4.5: Limit Truck Traffic Noise

Goal NOI-5: Vibration

- Policy NOI-5.1: Protect Buildings from Vibration
- Policy NOI-5.2: Reduce Construction Vibration
- Policy NOI-5.3: Reduce Vibration from Rail Traffic

Questions & Comments

What feedback do you have?

Considering your technical expertise...

- What are the **most important** policies in this framework?
 - We recommend identifying the top 5 (or fewer) policies and ranking them in order of importance.
- What **concerns** do you have about the policies in this framework?
 - For example, are they unclear? Should they be softened or strengthened? Do you disagree with the policy direction?
- **Economic Development:** Local governments mostly play an indirect, facilitative role in economic development. Does the framework appropriately identify how the City can support local businesses and advance innovation, self-reliance, wealth-building, sustainability, and economic justice?
- **Infrastructure & Utilities:** Does the framework adequately address barriers to water conservation, zero waste, and access to high-speed internet?
- **Noise:** Does the framework adequately address specific known noise concerns?

A photograph of a street corner in Petaluma, California. The scene is dominated by historic, multi-story buildings. On the right, a prominent red brick building with white architectural details houses 'PRODIGY HAIRDRESSING'. To its left, a blue building features a 'J.Ferris' sign. Further left, a white building with a clock tower is visible. The street is lined with parked cars, and a traffic light shows a green light. A street sign for 'Kentucky St' is visible. A large, white, semi-transparent 'Thank you!' text is overlaid in the center of the image.

Thank you!



CITY OF PETALUMA
GENERAL PLAN UPDATE



raimi+
associates