

DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY

CITY COUNCIL WORKSHOP

MONDAY, NOVEMBER 18, 2024

6:30 PM

PRESENTATION OVERVIEW

- 1) Background
- 2) Project Description
- 3) Evolution of Overlay
- 4) Workshop Themes



REQUEST

- 1) Receive presentation
- 2) Receive public comment
- 3) Consider alternatives
- 4) Provide direction to staff



BACKGROUND

- EKN Appellation Hotel Submittal: April 2022
- Development & Refinement of Overlay: March to November 2023
- Environment Impact Report (EIR): April to August 2024
- City Council Workshop: November 2024



PUBLIC PROCESS SUMMARY

| Year | Date | Meeting Type | Meeting Body |
|-------------|--------------------|----------------------|-------------------------------|
| 2023 | June 13 | Study Session | PC and HCPC |
| | July 12 | Neighborhood Meeting | Know Before You Grow |
| | August 3 | Neighborhood Meeting | Petaluma Downtown Association |
| | August 8 | Study Session | PC |
| | October 3 | Study Session | HCPC |
| | November 14 | Public Hearing | PC and HCPC |
| 2024 | May 1 | Public Meeting | EIR Scoping |
| | September 21 | Public Meeting | PC and HCPC DEIR |
| | October 7 | Public Meeting | City Council DEIR |
| | November 18 | Workshop | City Council |

OVERLAY PROJECT DESCRIPTION

INTENT OF THE OVERLAY



Facilitate residential development



Provide for orderly economic development



Ensure preservation of historic buildings, cultural resources, and Historic District



Introduce new design and land use controls to strengthen and expand pedestrian activity



Incorporate sites with greatest opportunity for redevelopment activity

OVERLAY PROJECT DESCRIPTION

THE OVERLAY WOULD:



Establish and regulate specific areas (Subareas A, B, and C)



Permit ground floor multi-family residential in specified locations



Establish Pedestrian/Façade Activation and Ground Floor Residential Zones



Establish a CUP process and required findings to allow for an increase to the Building Height limit of 45 feet to a maximum of 75 feet

OVERLAY PROJECT DESCRIPTION

THE OVERLAY WOULD:



Establish a CUP process and required findings to allow for an increase to the Lot Coverage limit of 80 percent to a maximum of 100 percent;



Increase the FAR limit from 2.5 to 6.0;



Replace existing setback standards; and



Add new setback standards.

OVERLAY PROJECT DESCRIPTION

THE OVERLAY WOULD NOT:



Mandate or require redevelopment of any parcel within the Overlay;



Require PC public hearing for building height greater than 45 feet (the permitted building height under current development standards)



Approve the proposed Hotel;



Require or permit the demolition of any building;

OVERLAY PROJECT DESCRIPTION

THE OVERLAY WOULD NOT:



Require or permit the demolition of any building;



Modify current base zoning of any parcels within the boundaries of the three Subareas;



Eliminate project-level CEQA requirements;



Conflict with the General Plan Update; or

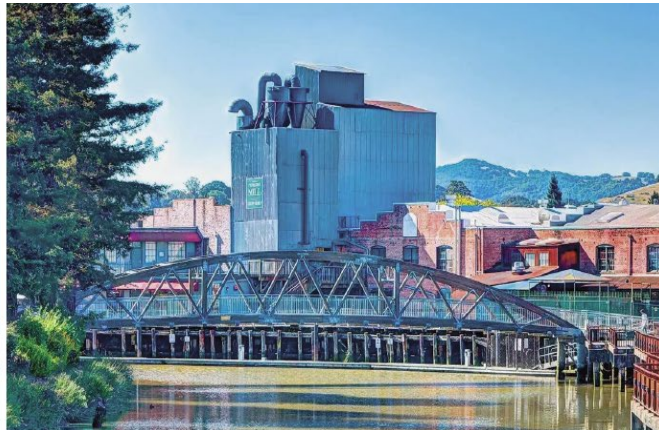


Change parking standards.

OVERLAY PROJECT DESCRIPTION

SUNSET PROVISION

- The Overlay Ordinance includes a sunset clause stipulating its termination upon the adoption of a future zoning code aligned with the forthcoming General Plan.
- This ensures that this effort continues to be in alignment with the on-going General Plan Update.



OVERLAY PROJECT DESCRIPTION

SITE PLAN AND ARCHITECTURAL REVIEW (SPAR)

- For the parcels within the Overlay that are not within the Petaluma Historic Commercial District, new development or alterations to existing buildings would be subject to SPAR review to ensure consistency with the site planning and design review procedures in IZO Section 24.050.
- Planning Commission has the authority to approve, approve with modifications, or disapprove SPAR applications. SPAR decisions may be appealed to the City Council.
- To issue a SPAR permit, affirmative findings need to be made to address aesthetic and other impacts.

OVERLAY PROJECT DESCRIPTION

HISTORIC SITE PLAN AND ARCHITECTURAL REVIEW (HSPAR)

- For the four parcels within the Overlay that are also within Petaluma's Commercial Historic District, new development or alterations to existing buildings would be subject to review and approval of HSPAR for consistency with the design review procedures in Chapter 15 of the IZO.
- HSPAR review is informed by Historic District Design Guidelines and Secretary of the Interior Standards for the Treatment of Historic Properties.
- HCPC has the authority to approve, approve with modifications, or disapprove HSPAR review. Decisions may be appealed to City Council.

OVERLAY PROJECT DESCRIPTION

CONDITIONAL USE PERMIT (CUP)

- New development or alterations to existing buildings within the Overlay above 45 feet and/or covering more than 80% of the parcel would be subject to CUP review and approval (IZO 24.060.E) and new findings proposed in the Overlay.
- CUP review ensures proper integration of uses that may be suitable only in certain locations and only provided such uses are arranged or operated in a particular manner.
- The Planning Commission has authority to approve, approve with modifications, or disapprove CUP applications.
- CUP decisions may be appealed to the City Council.

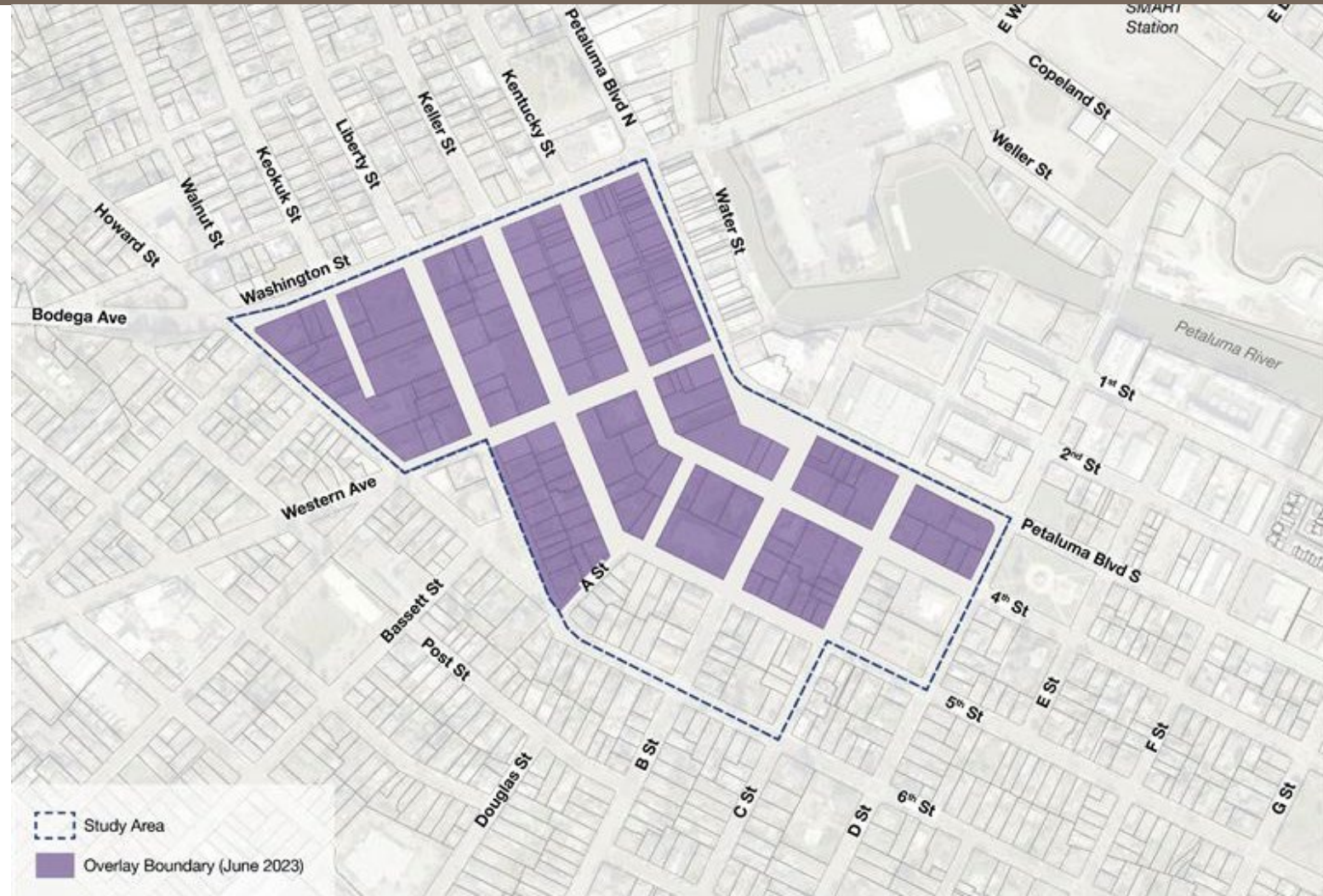
OVERLAY PROJECT DESCRIPTION

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

- Development proposed within the Overlay would be subject to discretionary SPAR or HSPAR and CUP entitlements.
- Development proposed within the Overlay would be subject to CEQA.
- Future discretionary applications within the Overlay will be subject to project-specific CEQA review and any project-specific mitigations identified through that process, as well as applicable mitigation measures from the General Plan EIR and the Downtown Housing and Economic Overlay and EKN Appellation Hotel EIR.

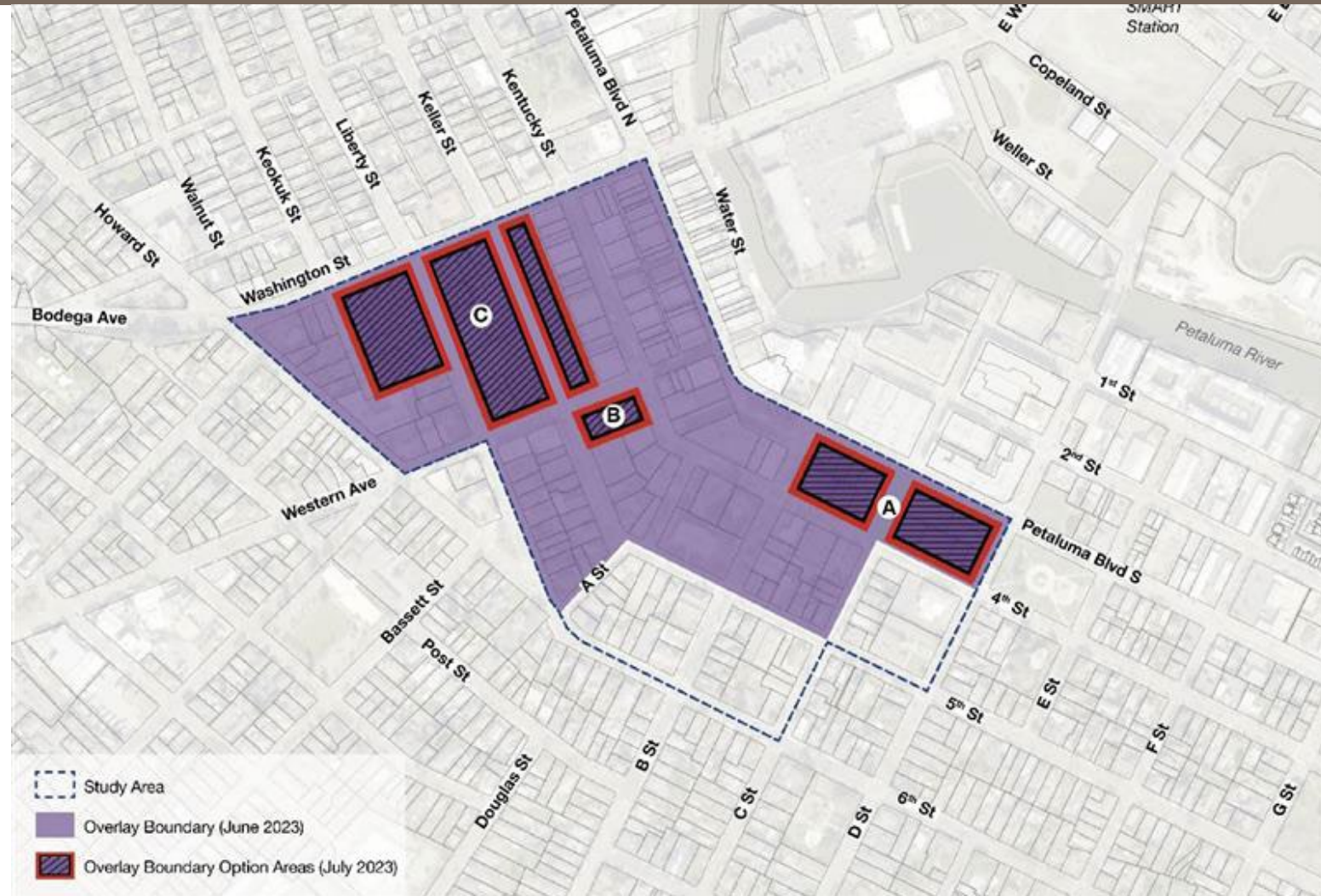
EVOLUTION OF THE OVERLAY

JUNE 2023



EVOLUTION OF THE OVERLAY

AUGUST 2023 – REVISION 1



EVOLUTION OF THE OVERLAY

OCTOBER 2023 – REVISION 2



CONTEXT

VIEW OF SUBAREA A



CONTEXT

VIEW OF SUBAREA B



CONTEXT

VIEW OF SUBAREA C



COUNCIL WORKSHOP THEMES

Overlay Boundaries

Transportation & Parking

Historic Preservation

Discretionary Review Process – Height

Objective Standards for Buildings Above 45 Feet

Discretionary Review Process – Lot Coverage

Pedestrian/Façade Activation Zones

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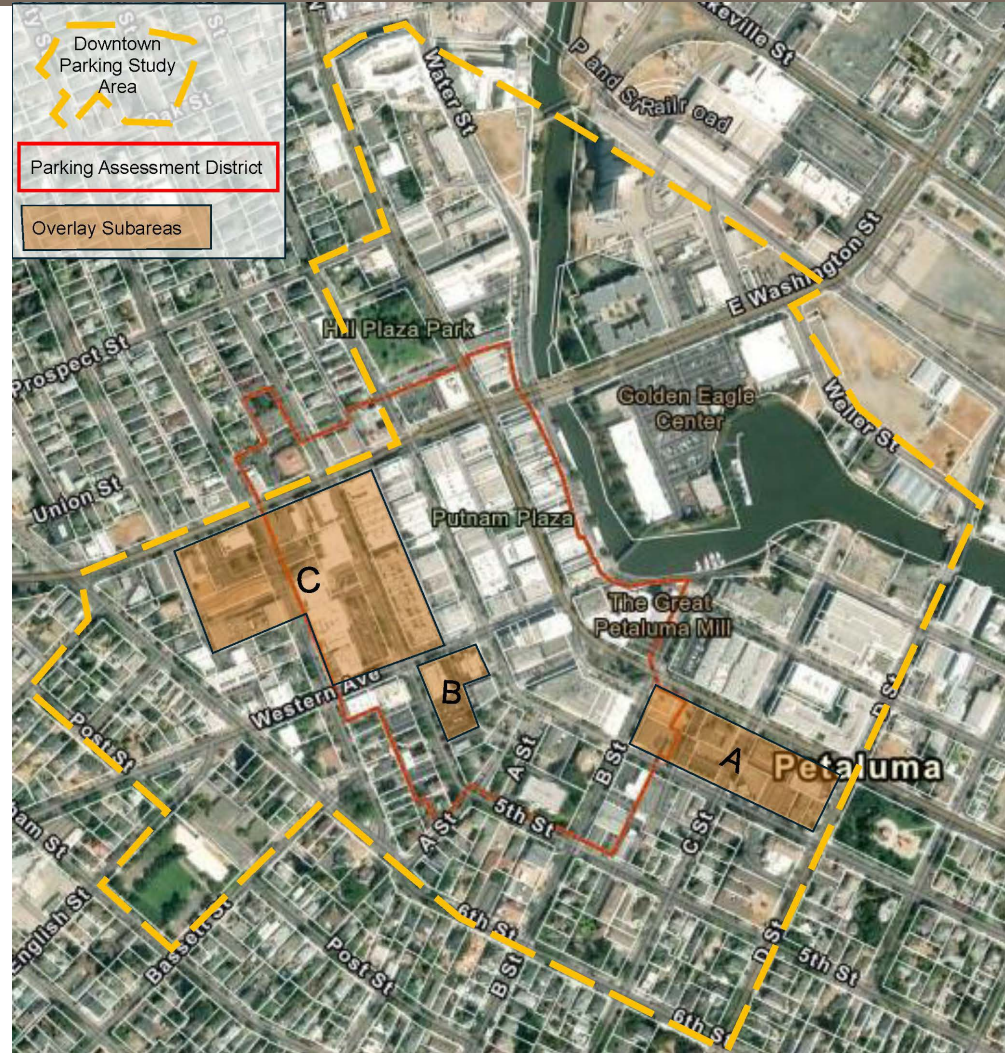


THEME 1: OVERLAY BOUNDARIES

PC RECOMMENDATION – NOVEMBER 14, 2023



THEME 2: TRANSPORTATION & PARKING



THEME 2: TRANSPORTATION & PARKING

DOWNTOWN AREA PARKING



Just over 50% of the parcels within Overlay are also within the City's Municipal Parking District.



Parcels within Municipal Parking District are not subject to parking minimums.



Hotel project proposes slightly more parking spaces than required.



100% of Overlay parcels are within ½-mile of the SMART Station.



Per AB 2097, aside from the hotels, motels, bed and breakfast inns, or other transient lodging, the City cannot set a parking minimum.

THEME 2: TRANSPORTATION & PARKING

KEY FINDINGS – DOWNTOWN PARKING STUDY: PARKING GARAGES

01

Public parking garages are not as highly utilized as on-street parking.

02

Peak capacity observed in the Keller Street Garage was 75 percent, with 84 spaces available.

03

Peak capacity observed in the Theatre Square Garage was 65 percent, with 135 spaces available.

THEME 2: TRANSPORTATION & PARKING

OPTIONS – DOWNTOWN PARKING STUDY: PARKING GARAGES



Promote the garages as a convenient parking option, especially given that they are not subject to the two-hour time limit in place on downtown streets.



Install sensors in the garages tracking the occupancy percentage and electronic signage on nearby streets alerting drivers how many spaces are available in the garages.



Continue to address safety concerns in and around the garages.

THEME 2: TRANSPORTATION & PARKING

KEY FINDINGS – ON-STREET PARKING



On-street parking is in high demand throughout the downtown core during peak days/hours, but this utilization dissipates around the periphery.



Even at the busiest times, there was widespread on-street parking availability observed on the blocks including and south of 5th Street/Keller Street.

THEME 2: TRANSPORTATION & PARKING

OPTIONS – ON-STREET PARKING



Consider increasing parking time limits on streets with lower utilization rates to encourage more parking activity in these areas, thereby freeing up two-hour parking on the core downtown streets for those who need them most.



Explore opportunities to redesign streets with excess width to add angled parking.

THEME 2: TRANSPORTATION & PARKING

KEY FINDINGS – OFF-STREET PARKING



Privately-owned off-street parking is under-utilized, especially outside traditional business/employment hours.



Overall average weekday afternoon utilization totaled to 52%, while the accumulated Weekend/Holiday average calculated to 34.3% utilization.

THEME 2: TRANSPORTATION & PARKING

OPTIONS – OFF-STREET PARKING



Encourage private property owners to consider opening their lots to other downtown visitors outside their business hours (known as “shared parking”).



This is done at the Downtown Bank of America that offers paid parking outside its business hours.



Consider leasing private parking lots for public use.

THEME 3: HISTORIC PRESERVATION



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Main Street, Looking North, 1922



Ground Floor, 1939

THEME 3: HISTORIC PRESERVATION

TECHNICAL REPORTS & EVALUATIONS



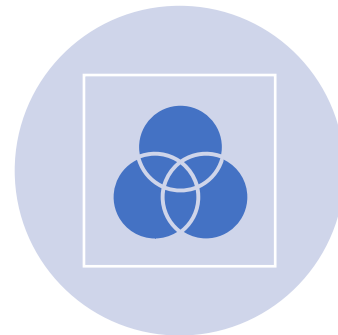
Historic Cultural Resource
Report, Diana Painter, Painter
Preservation



Peer Review, First Carbon
Solutions



Historic Resources Report,
FirstCarbon Solutions



Draft EIR, Aesthetics Chapter

THEME 3: HISTORIC PRESERVATION

ELIGIBLE HISTORIC RESOURCES IN OVERLAY AREA



California Environment Quality Act (CEQA) Review



Historic Site Plan & Architectural Review
(HSPAR)

Discretionary Review



Demolition Resolution No.2017-122
N.C.S

Discretionary review for any proposed demolition
of a structure built prior to 1945

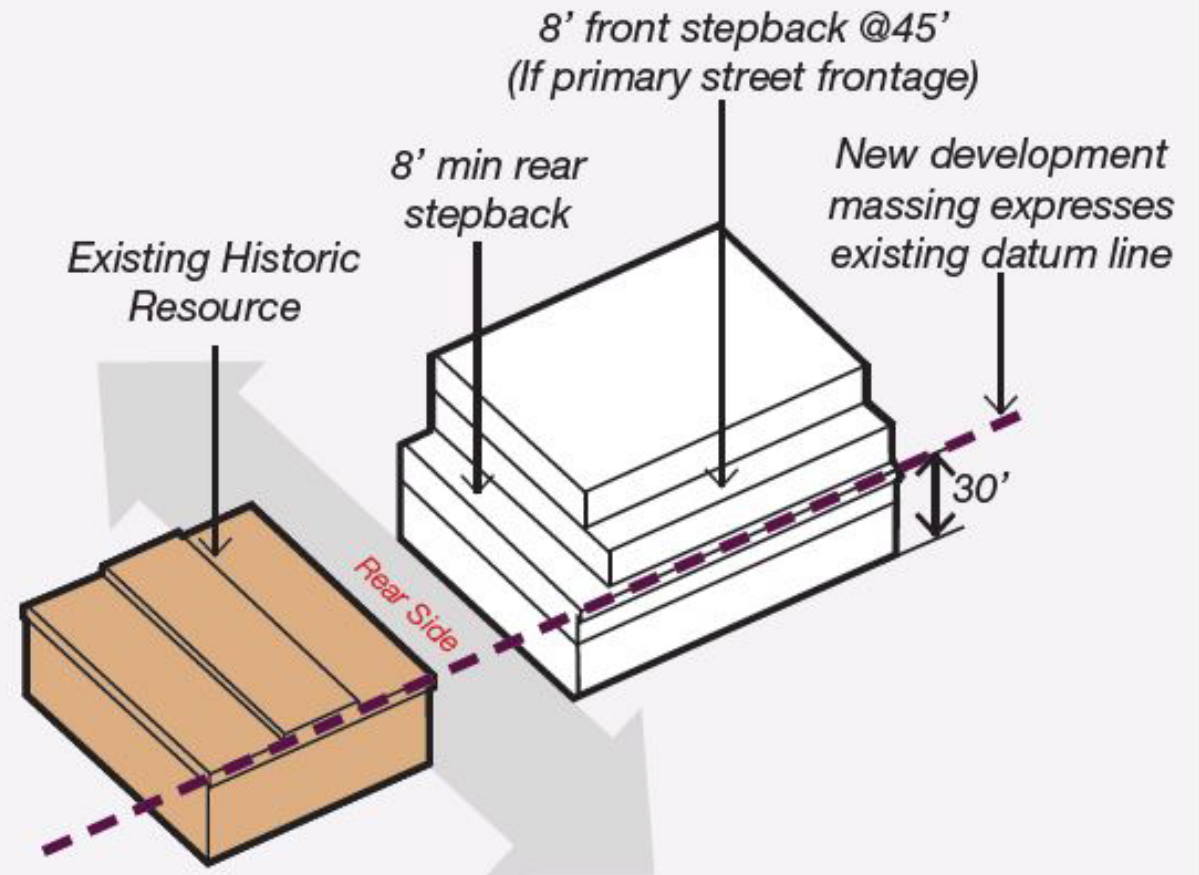
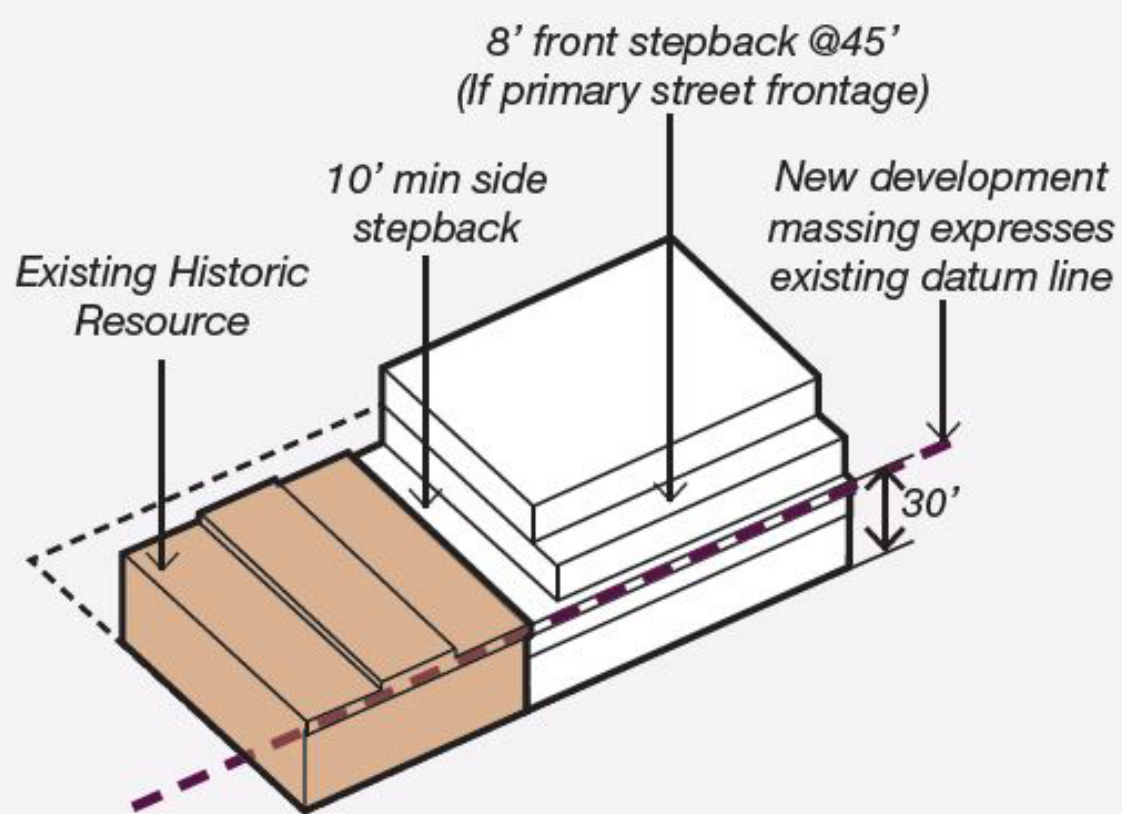
THEME 3: HISTORIC PRESERVATION

OVERLAY BOUNDARY MODIFICATIONS TO PRESERVE HISTORIC RESOURCES



THEME 3: HISTORIC PRESERVATION

OBJECTIVE STANDARDS ADJACENT TO HISTORIC RESOURCES



THEME 4: DISCRETIONARY REVIEW PROCESS

HEIGHT OVER 45 FEET (TO REFLECT PC RECOMMENDATION)

1. That the additional height is consistent with the applicable purposes of the Overlay;
2. That the additional height makes a positive contribution to the overall character of the area and that the building will be compatible with its surroundings. The “positive contribution” and “compatibility” will be assessed using a combination of visual studies, line-of-sight drawings, photo simulations, 3-D modeling, and view shed analysis;

THEME 4: DISCRETIONARY REVIEW PROCESS

HEIGHT OVER 45 FEET (TO REFLECT PC RECOMMENDATION)

3. That the additional height would not adversely affect the exterior architectural characteristics or other features of the property which is the subject of the application, nor adversely affect its relationship in terms of harmony and appropriateness with its surroundings, including neighboring structures, nor adversely affect the character, or the historical, architectural, or aesthetic interest or value of the district;
4. That the additional height will not result in unreasonable restrictions of light and air to adjacent properties or the public right-of-way, or otherwise be detrimental to the public health, safety, or welfare; and
5. That the building design expresses a relationship to an existing datum line or lines of the street wall or adjacent historic resource, if any.

THEME 4: DISCRETIONARY REVIEW PROCESS

HEIGHT OVER 60 FEET (TO REFLECT PC RECOMMENDATION)

At least 2 of the following:

1. Improves the existing streetscape by providing widened sidewalks, additional street trees, new mid-block walkways/paseos, public plazas, parks, etc. For a project that would widen the sidewalk by increasing the ground floor building setback, a public outdoor amenity space shall be included in the design, and this space shall be designed and configured to provide adequate space for pedestrian movement and activity;
2. Provides publicly accessible private open space, such as a street-level park or rooftop open space that is open to the public at least 8 hours per day and at least 120 days per year;
3. Demonstrates exceptional architecture/design.

THEME 4: DISCRETIONARY REVIEW PROCESS

HEIGHT OVER 60 FEET (TO REFLECT PC RECOMMENDATION)

At least 1 of the following:

4. Respects and/or preserve cultural, historical, or archaeological resources that exist or occur onsite or within the Overlay;
5. Exceeds the minimum number of Inclusionary Dwelling units required by IZO Section 3.040; or
6. Provides all required parking below grade.

THEME 4: DISCRETIONARY REVIEW PROCESS

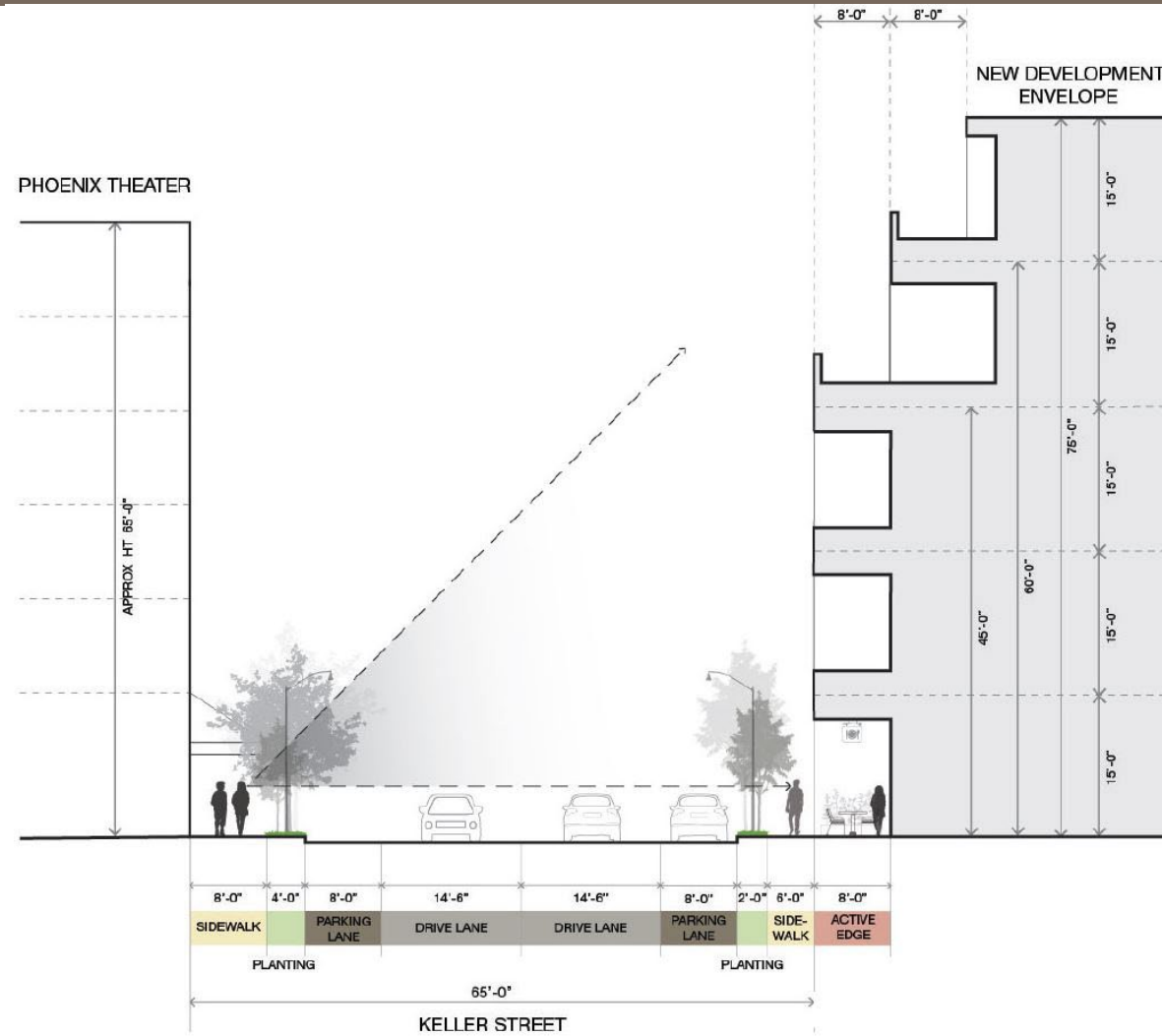
HEIGHT OVER 60 FEET (TO REFLECT PC RECOMMENDATION)

“Exceptional” architecture/design may be demonstrated by any of the following:

- a. The use of innovative, creative or original architectural concepts, materials, or building techniques;
- b. The use of visual elements that contribute positively to the built environment, such as well-proportioned facades, pleasing materials, and unique features;
- c. The use of innovative building systems or forms, and/or the use of creative design, to increase building efficiency and to reduce energy consumption;
- d. The use of low impact development and green infrastructure features in sustainable design and landscaping; or
- e. The use of high-quality building materials that contribute to long-term durability and visual quality.

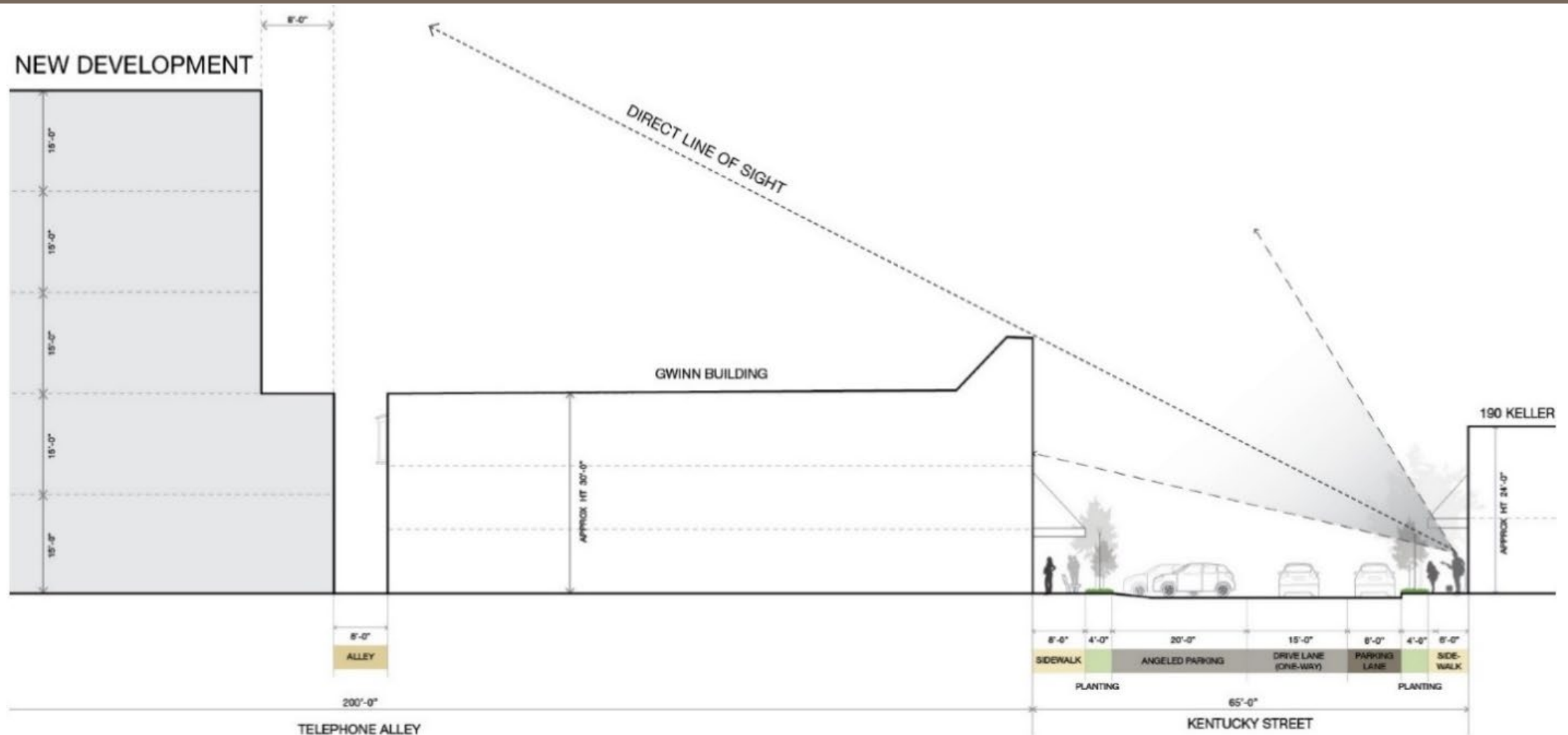
THEME 5: OBJECTIVE DEVELOPMENT STANDARDS

BUILDINGS ABOVE 45 FEET



THEME 5: OBJECTIVE DEVELOPMENT STANDARDS

BUILDINGS ABOVE 45 FEET



THEME 6: DISCRETIONARY REVIEW PROCESS

LOT COVERAGE

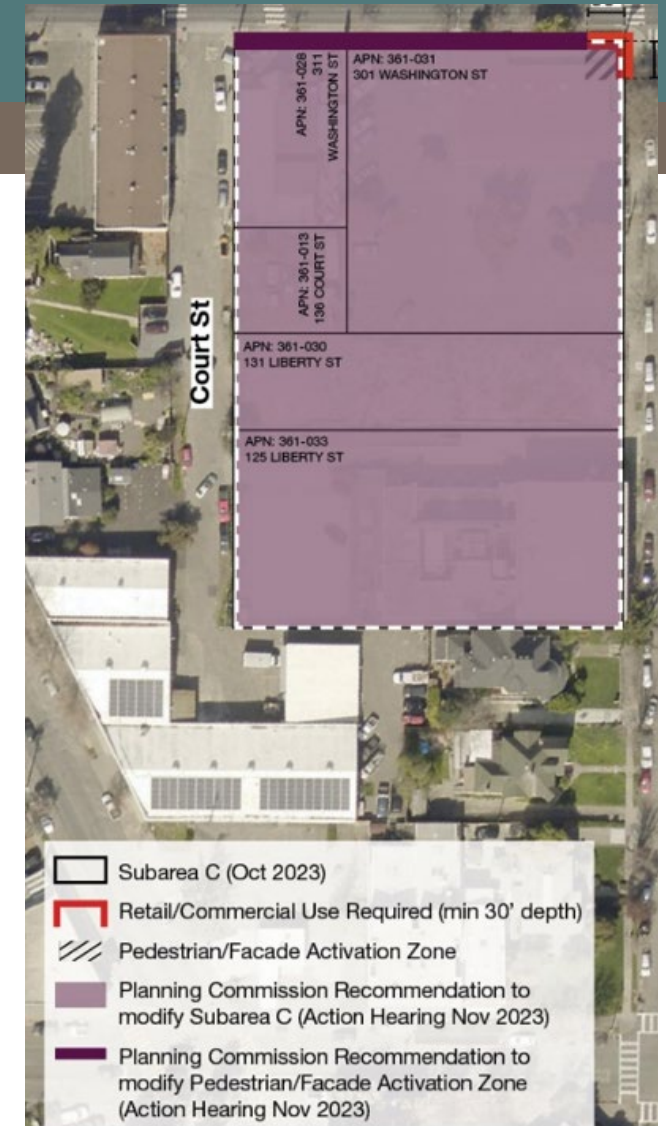
Additional CUP requirements to exceed 80% Lot Coverage:

1. Improve existing streetscape by providing widened sidewalks, additional street trees, new mid-block walkways/ paseos, public plazas, parks, etc.;
2. Reflect prevailing development pattern established by the existing development within the block or abutting block;
3. Include adequate provisions for recycling and solid waste;
4. Include adequate space for street trees plantings; or
5. Include other measures to enhance the pedestrian environment.

THEME 7: PEDESTRIAN/FAÇADE ACTIVATION ZONES

PURPOSE

- Use land use and design controls to enhance pedestrian experience
- Occupy ground floors with pedestrian-oriented uses;
- ‘Mirror’ land use pattern and vibrancy of established active pedestrian-oriented streets
- Add Multi-family residential as a ground floor permitted use



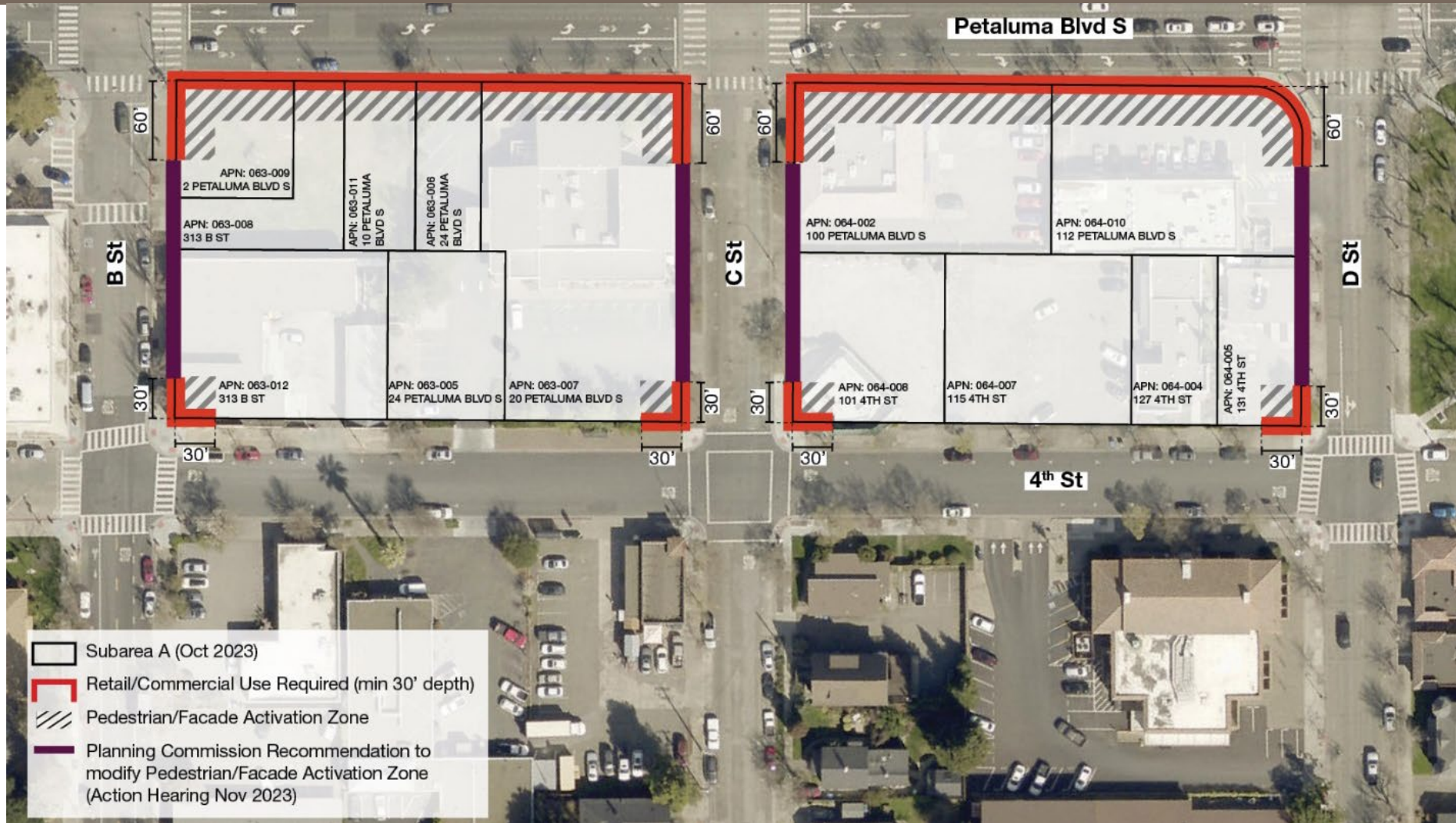
THEME 7: PEDESTRIAN/FAÇADE ACTIVATION ZONES

GROUND FLOOR USES (DEPTH OF 30 FEET)

| <ul style="list-style-type: none">• Artisan Shop• Fitness/Health Facility | |
|---|---|
| <ul style="list-style-type: none">• General Retail, (25,000 sf or less) | <ul style="list-style-type: none">• Studio – Art, Dance, Martial Arts, Music, etc. |
| <ul style="list-style-type: none">• Restaurant, Café, Coffee Shop | <ul style="list-style-type: none">• Personal Services |
| <ul style="list-style-type: none">• Groceries, Specialty Foods, (25,000 sf or less) | <ul style="list-style-type: none">• Library, Museum, Art Gallery |
| <ul style="list-style-type: none">• Bank, Financial Services | <ul style="list-style-type: none">• And Other Ground Floor Activating Uses (as determined by the Planning Director) |

THEME 7: PEDESTRIAN/FAÇADE ACTIVATION ZONES

SUBAREA A – PLANNING COMMISSION RECOMMENDATION



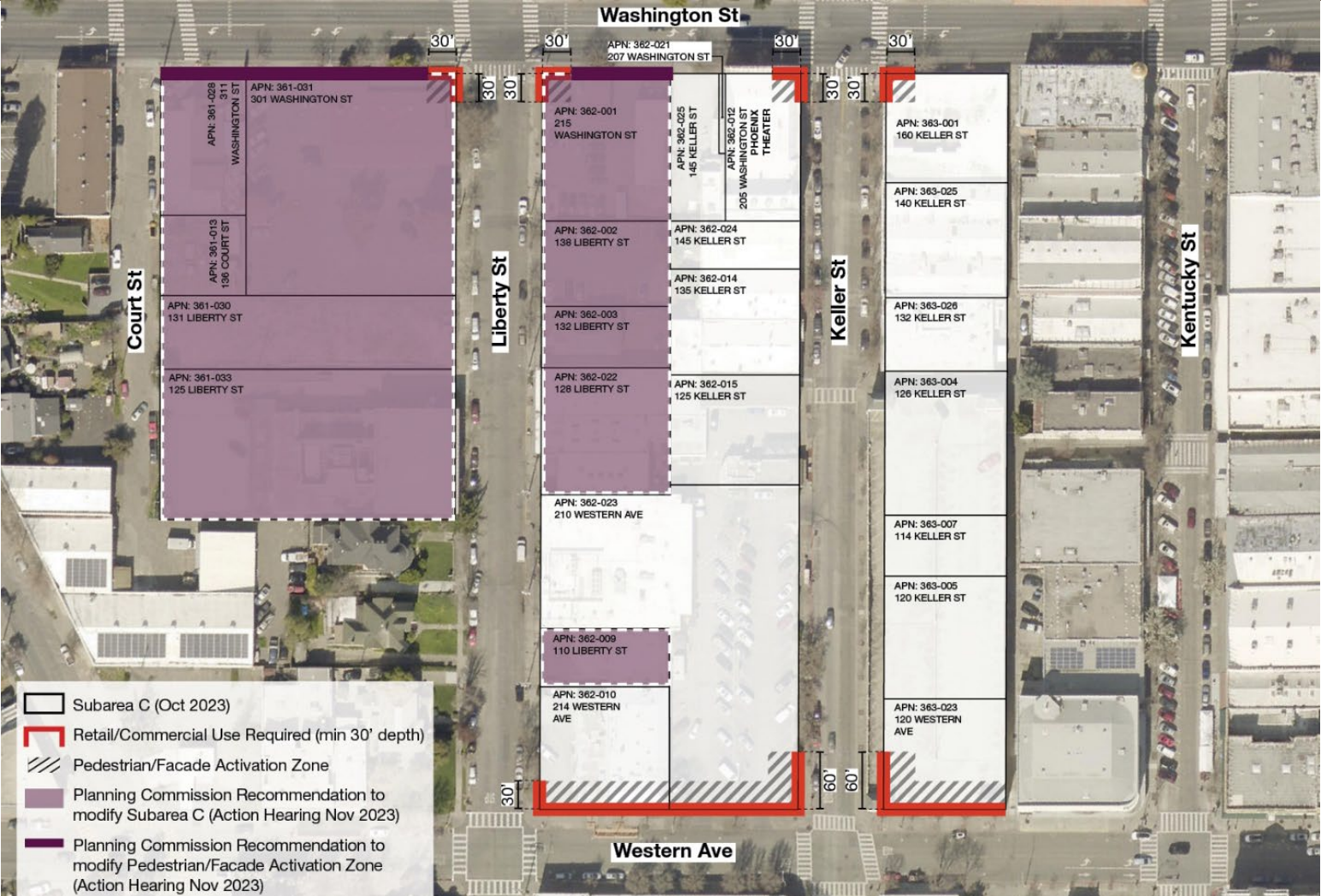
THEME 7: PEDESTRIAN/FAÇADE ACTIVATION ZONES

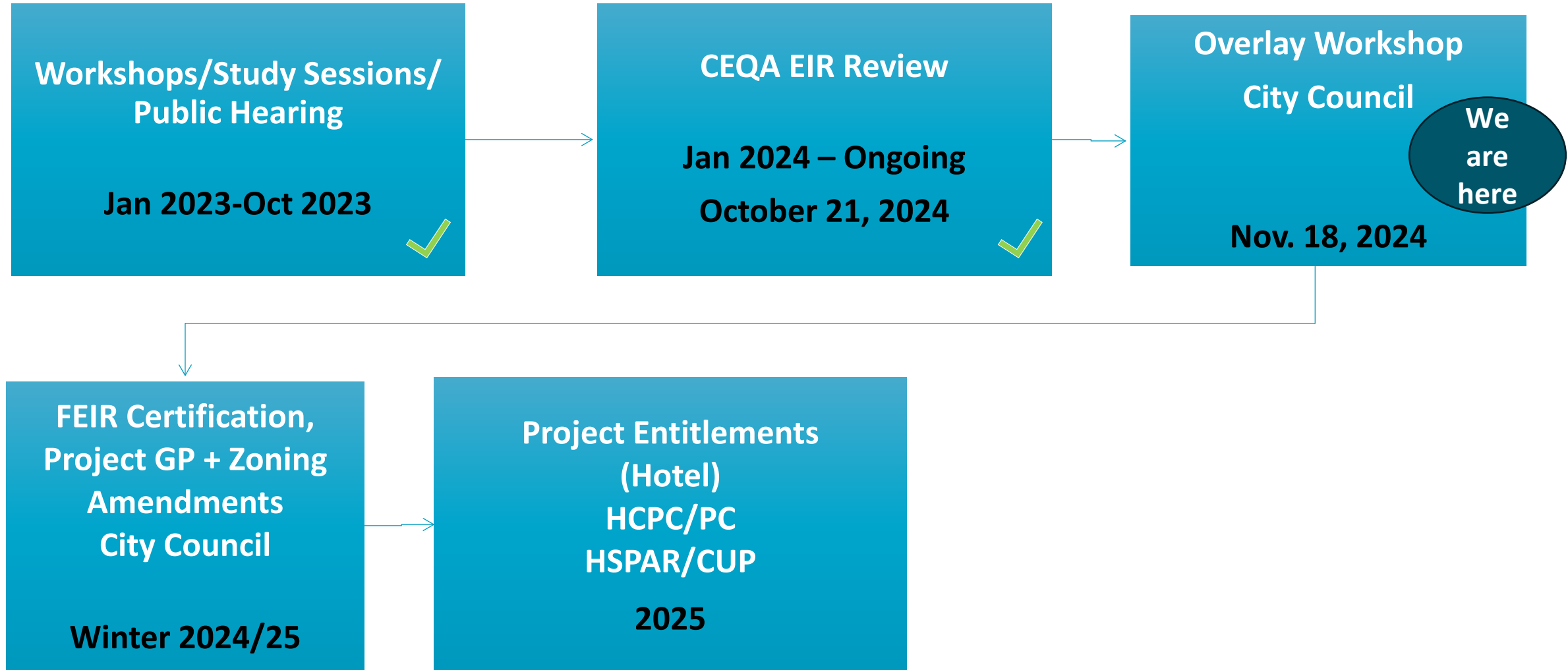
SUBAREA B – PLANNING COMMISSION RECOMMENDATION



THEME 7: PEDESTRIAN/FAÇADE ACTIVATION ZONES

SUBAREA C – PLANNING COMMISSION RECOMMENDATION





COUNCIL WORKSHOP THEMES

Overlay Boundaries

Transportation & Parking

Historic Preservation

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