

General Plan Advisory Committee

January 16, 2025

Note about Public Comment

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

GPAC Roll Call

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

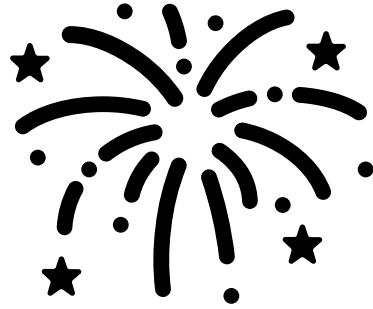
Meeting Overview

- 6:30-6:40pm: Roll Call & Updates
- 6:40-8:45pm: Recommended Land Use Designation & Map Changes
 - ❖ Presentation
 - ❖ Public Comment
 - ❖ GPAC Discussion
- 8:45-8:55pm: General Public Comment
- 8:55-9:00pm: GPAC General Comment



Project Updates

Blueprint for Climate Neutrality Adopted!



Blueprint for Carbon Neutrality

Petaluma's Greenhouse Gas Reduction Plan

September 2023



Policy Framework Review

Other than Land Use



Land Use



Land Use Map Pathway



Designations & Standards

Building Bulk Standards – Overall Approach

Bulk Standard	
Minimum Height in Feet	No (regulate some in code: e.g., T5/T6 in SmartCode)
Maximum Height in Feet	Yes for all designations
Maximum Frontage Height	Yes along most of Petaluma Blvd North & South
Minimum Intensity (Total FAR)	No (but some have minimum active FAR)
Maximum Intensity (Total FAR)	Yes for almost all designations (except low res)
Minimum Density	Yes for all residential and mixed-use
Maximum Density	Yes for all residential and mixed-use

Summary of Designation Standards

- Revisions driven by...

- GPAC comments & questions
- “Test fits” using 3-D modeling

Summary of Changes

- Revised the scope of standards
 - Removed minimum height
 - Added descriptions, allowed uses, and active ground floor requirements
 - Added max FAR for residential designations
- Made refinements
 - Refined standards based on test fits
 - Refined Mixed Use allowed uses
 - Added Stepdown Mixed Use (MU2B)
- Increased density/intensity (min density, max density, and/or FAR):
 - Downtown Mixed Use (MU2A)
 - Town Center Mixed Use (T5)
 - Urban Corridor Mixed Use (T5.5)
 - Urban Core Mixed Use (T6)
 - Station Mixed Use (T8)

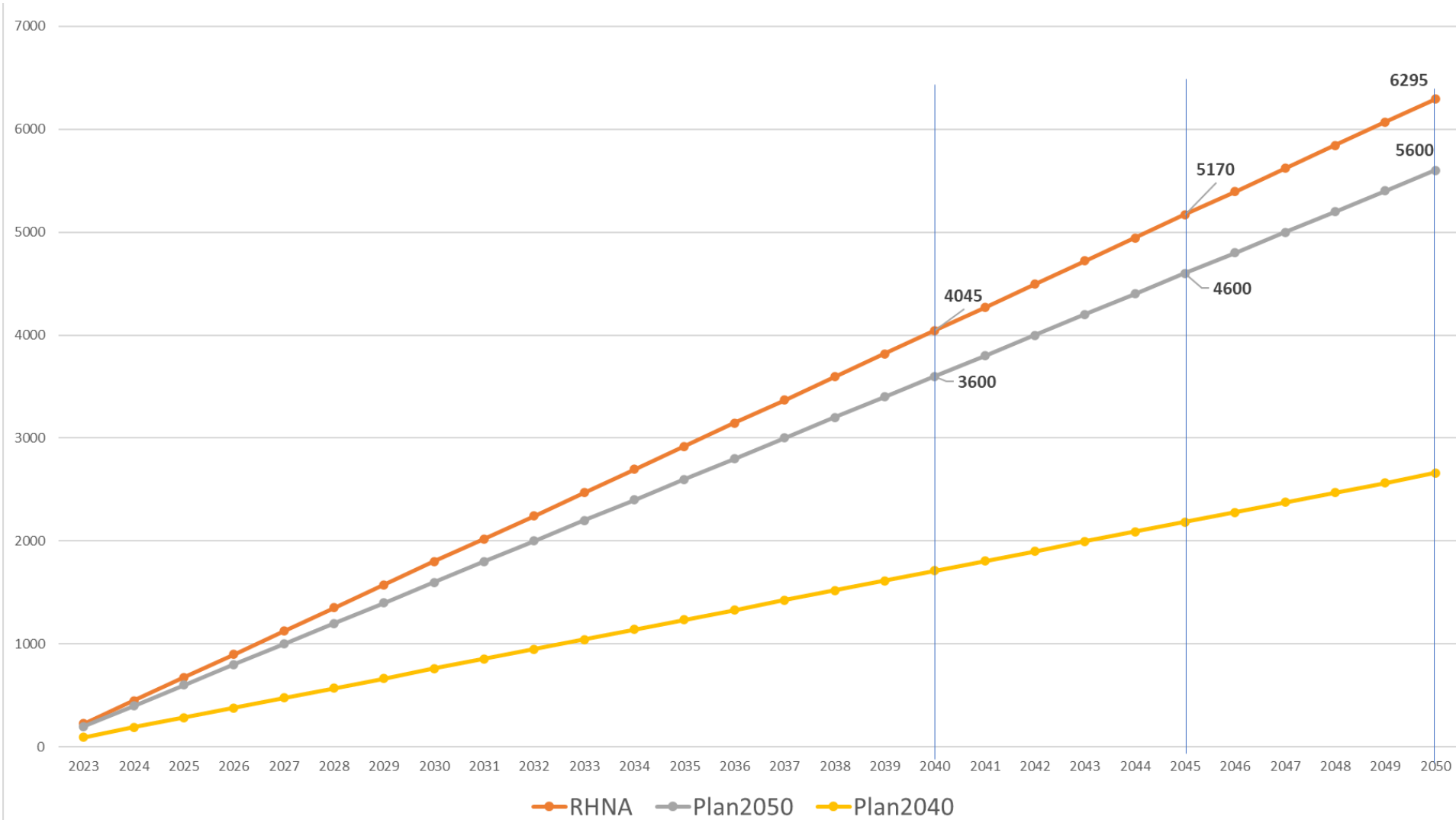
Mixed Use Designations Summary

Designation	Neighborhood Center Mixed Use	Stepdown Mixed Use	Downtown Mixed Use	Town Center Mixed Use	Urban Corridor Mixed Use	Urban Core Mixed Use	Station Mixed Use
Current Zone / SC	MU1	MU2B	MU2A	T5	T5.5	T6	T8
Max Height	3	4 (3 step)	4	4 (6*) (3 step)	5	6	8
Density	15 - 30 du/ac	20 - 45 du/ac	45 du/ac	30 - 55 du/ac	30 – 75 du/ac	50 - 95 du/ac	60 - 125 du/ac
Active Ground Floor	0.10 FAR active use if in Neighborhood Center, otherwise Active Design only	Active Design standards only	0.20 FAR active use	0.15 FAR active use (for large sites only)	0.15 FAR active use	0.2 FAR active use or per SC Frontage Diagram	0.25 FAR active use

Proposed Mixed Use Designations by Area									
	Mixed Use not required (active <i>design</i> standards)		Active Ground Floor Use Req'd	MU only required on large sites (active <i>design</i> standards)			Vertical Mixed Use required (active ground floor use required)		
	MU1A+B	<i>MU2B/3-st</i>	MU2A	T5/3-st	T5	T5.5	T6	T8	Maker
Upstream									o
Downstream									o
Downtown			<i>pending</i>				<i>pending</i>		
D'town SMART					o		o	o	
River Park		o							o
PBN	o	o	o	o					o
PBS	o			o					
East Wash	o	o				o			
Outlets									o
Malls (CC)		o				o			
Bowling/Veterans		o							
Western & Baker	<i>(future)</i>								
Casa Grande	o								
Leghorn		o							

Citywide Considerations

Projections: Plan for ~3,000 Additional Units



- **Target:**
~3,000 new units
- ~5,000 total new units
- ~2,000 units in the pipeline
- **Target:**
650,000 sf industrial;
350,000 sf office;
100,000 sf retail

Though that may not be necessary...

California Looks Into the Future — and Sees Fewer Californians

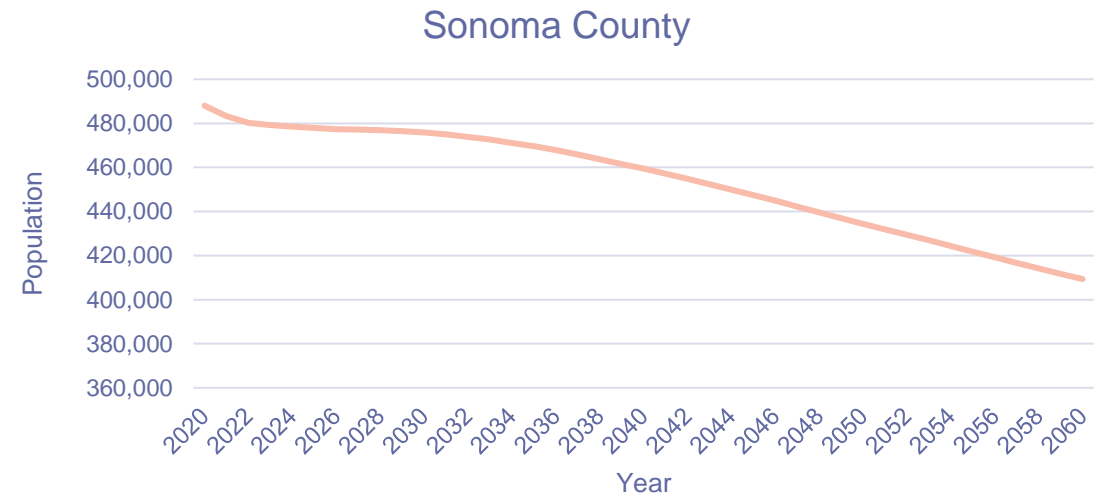
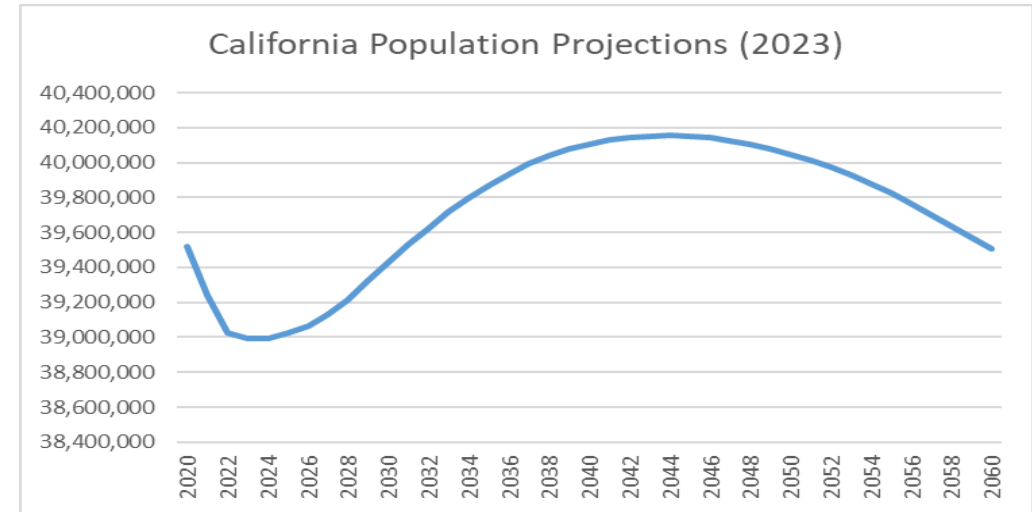
- For first time, long-run forecasts show population same as now
- Most populous state already lost 1 House seat, may shed more



Venice Beach, Los Angeles. Photographer: Patrick T. Fallon/Bloomberg

By [Alexandre Tanzi](#) and [Eliyahu Kamisher](#)

July 22, 2023 at 2:00 PM GMT+1



Source: <https://dof.ca.gov/forecasting/demographics/projections/>

Existing Residential Capacity – **NEW!**

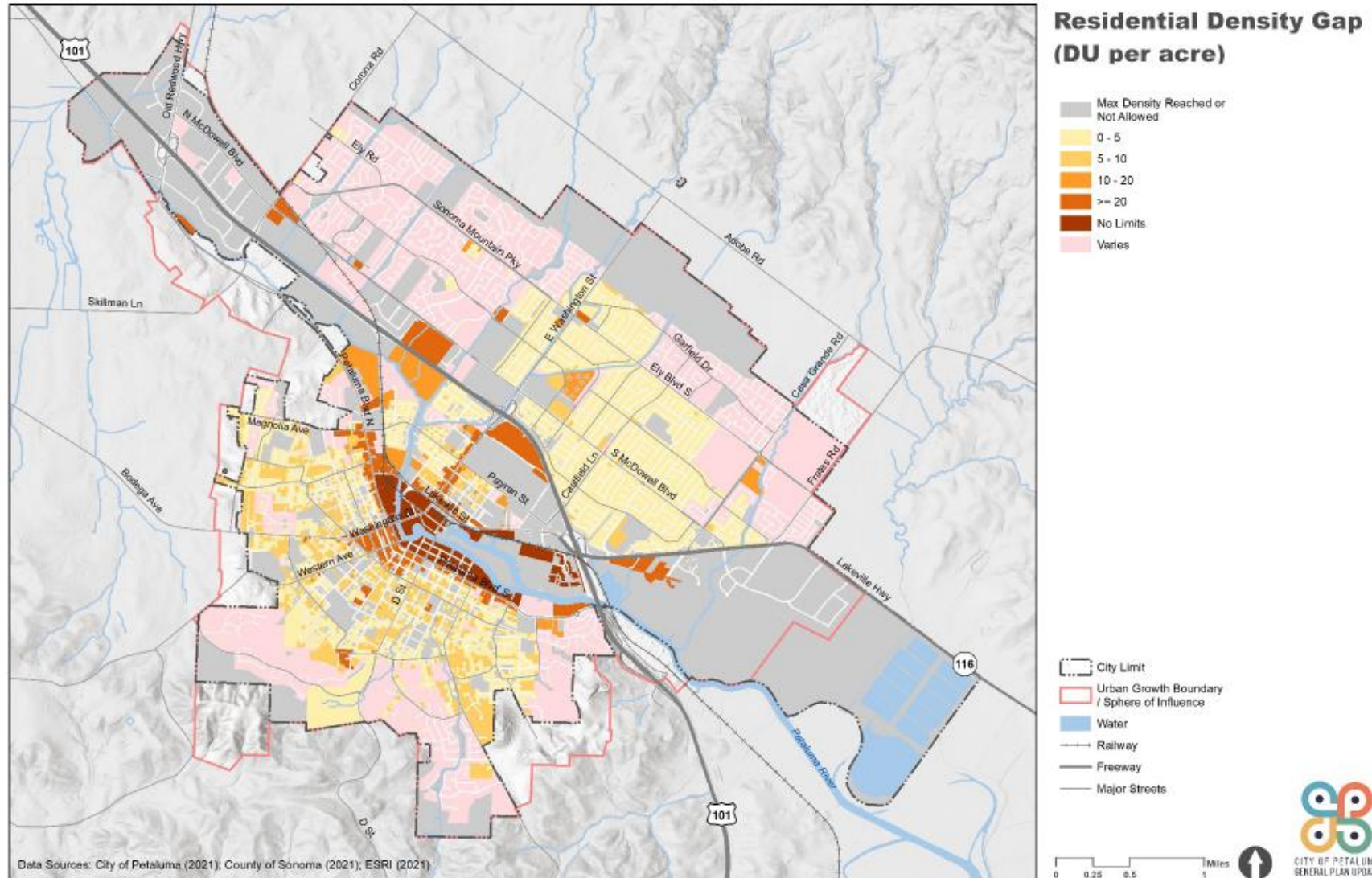
Zone(s) / Type	Estimated Unbuilt Capacity
Vacant R1 & R2	164
ADUs	400
Vacant R3, R4, R5, MU, and T	3,148
Underutilized R3, R4, R5, MU, and T	2,895

Excluded:

- PCDs, PUDs
- R1 & R2 with existing uses (i.e., SB 9)
- River-adjacent Johnson property
- Vacant R3, R4, R5, MU, and T zoned parcels with < 4 units of unbuilt capacity
- (Underutilized) parcels with built FAR > 0.2

Residential Density Gap

Figure 19. Residential Density Gap (Difference between Existing and Allowed)



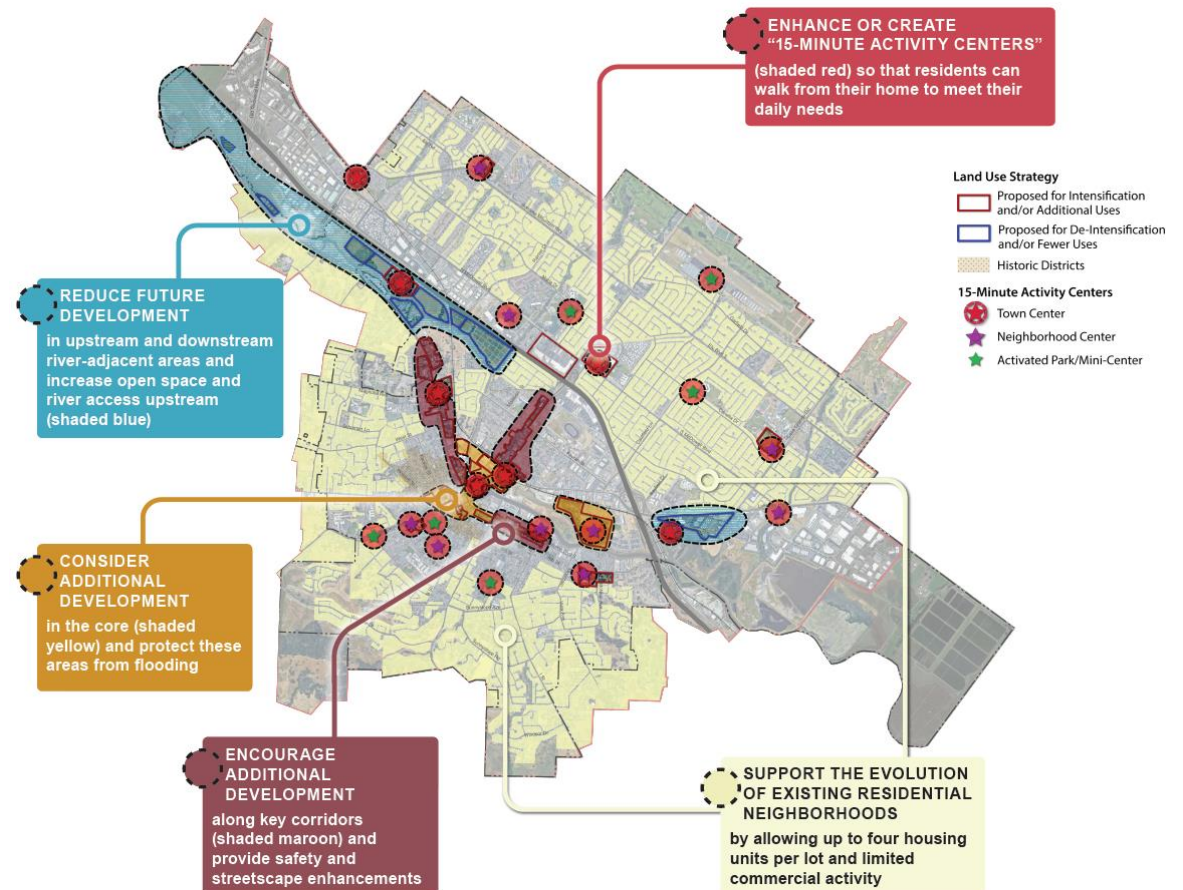
No Net Loss Analysis – Not a Driver

Potential Changes in Allowed Capacity	~Gain/Loss (housing units)
Reduce River-Adjacent Capacity	-1,895
Sum of Lowest Options for Increasing Capacity	+2,228
Sum of Largest Options for Increasing Capacity	+10,446
Recommended GPLU Changes (Total Net Change)	+2273
Corona Station Priority Development Area Specific Plan	+ ?

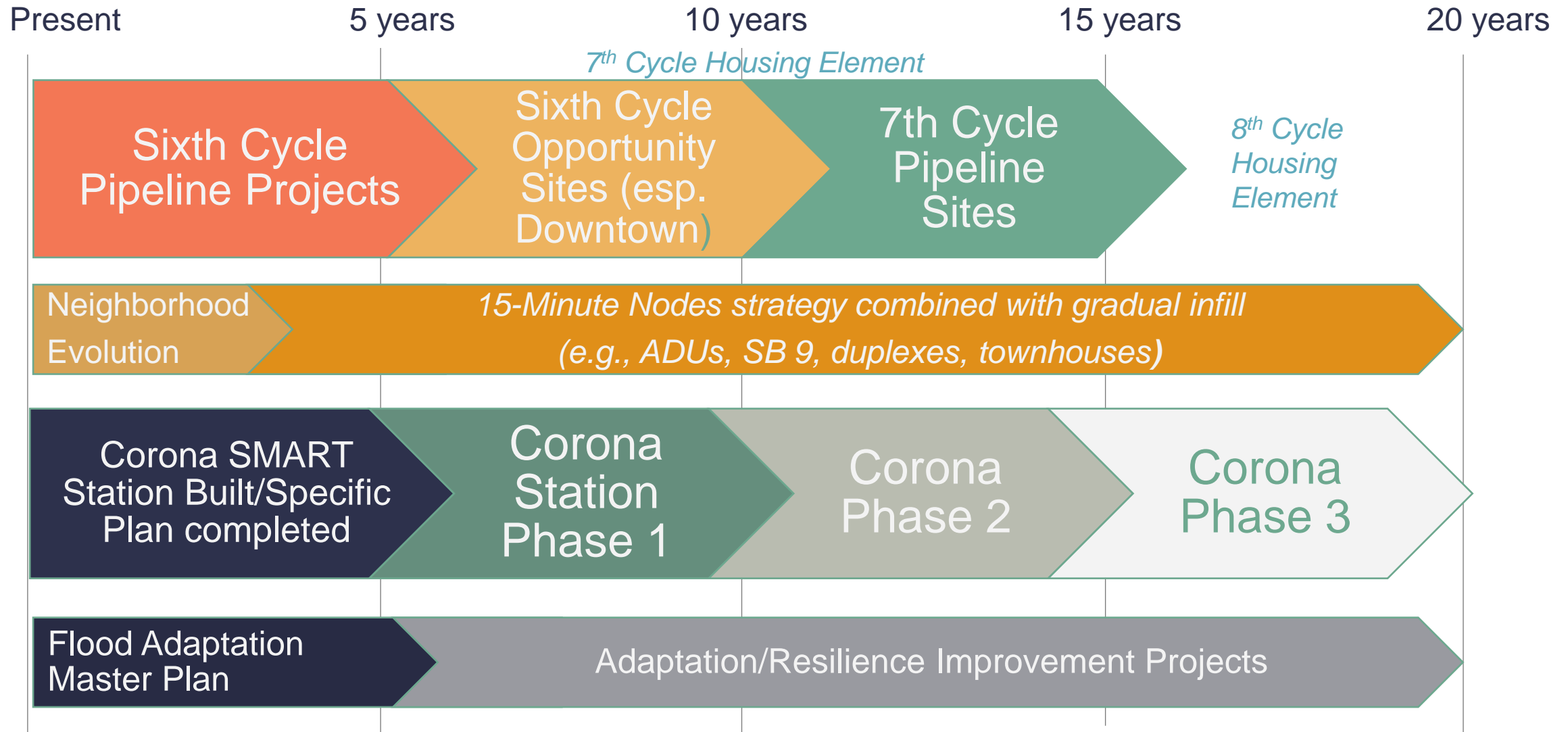
Bottom Line

- Don't *have* to “upzone”
- Make strategic, vision/values-driven decisions about future land use
 - Be clear about what market signals you want to send
 - Increase predictability
- Could take a **Phased Approach**: Identify areas for future land use change*

*Need to be consistent with State growth management restrictions



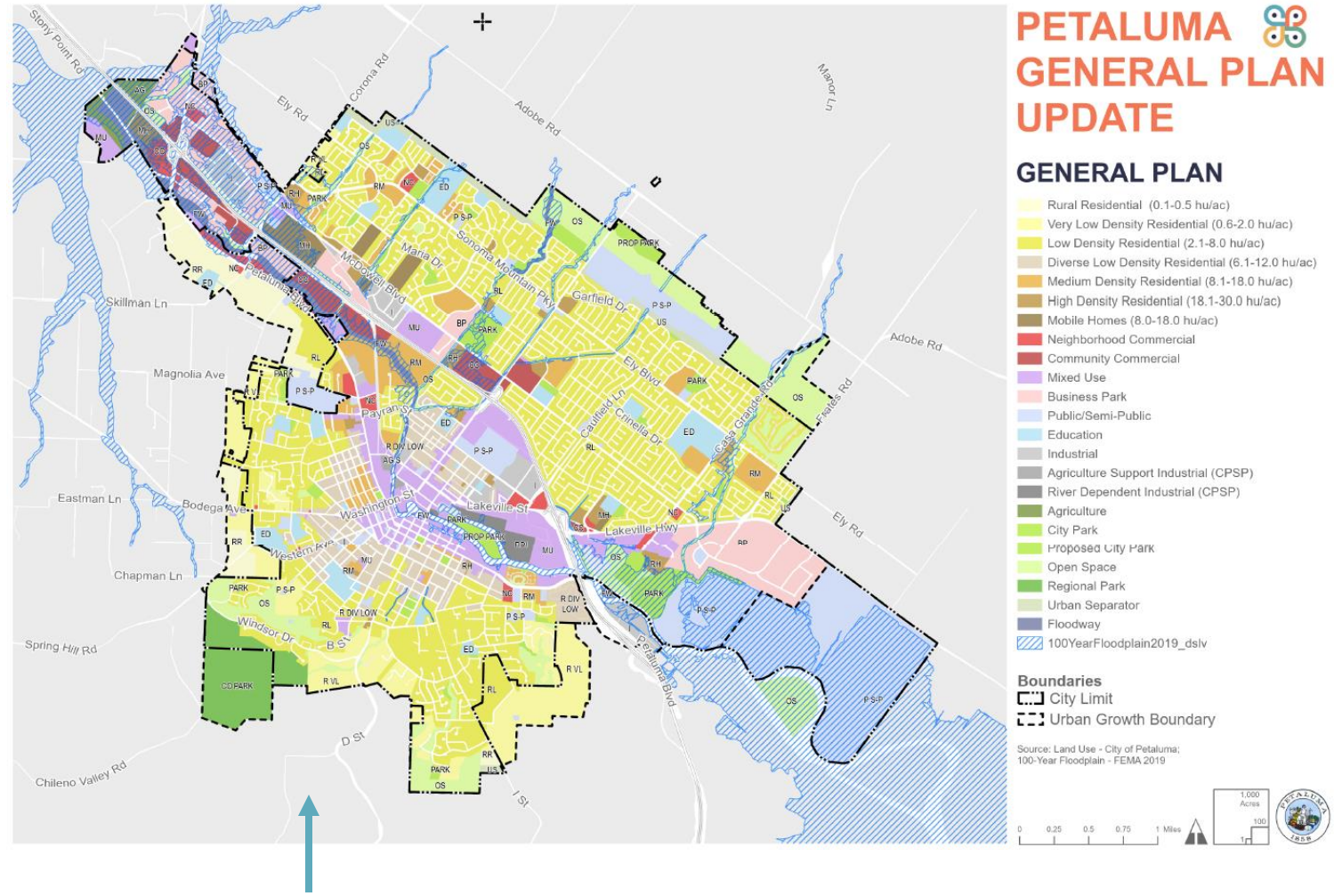
Conceptual Phasing for Future Growth



Proposed Land Use Map

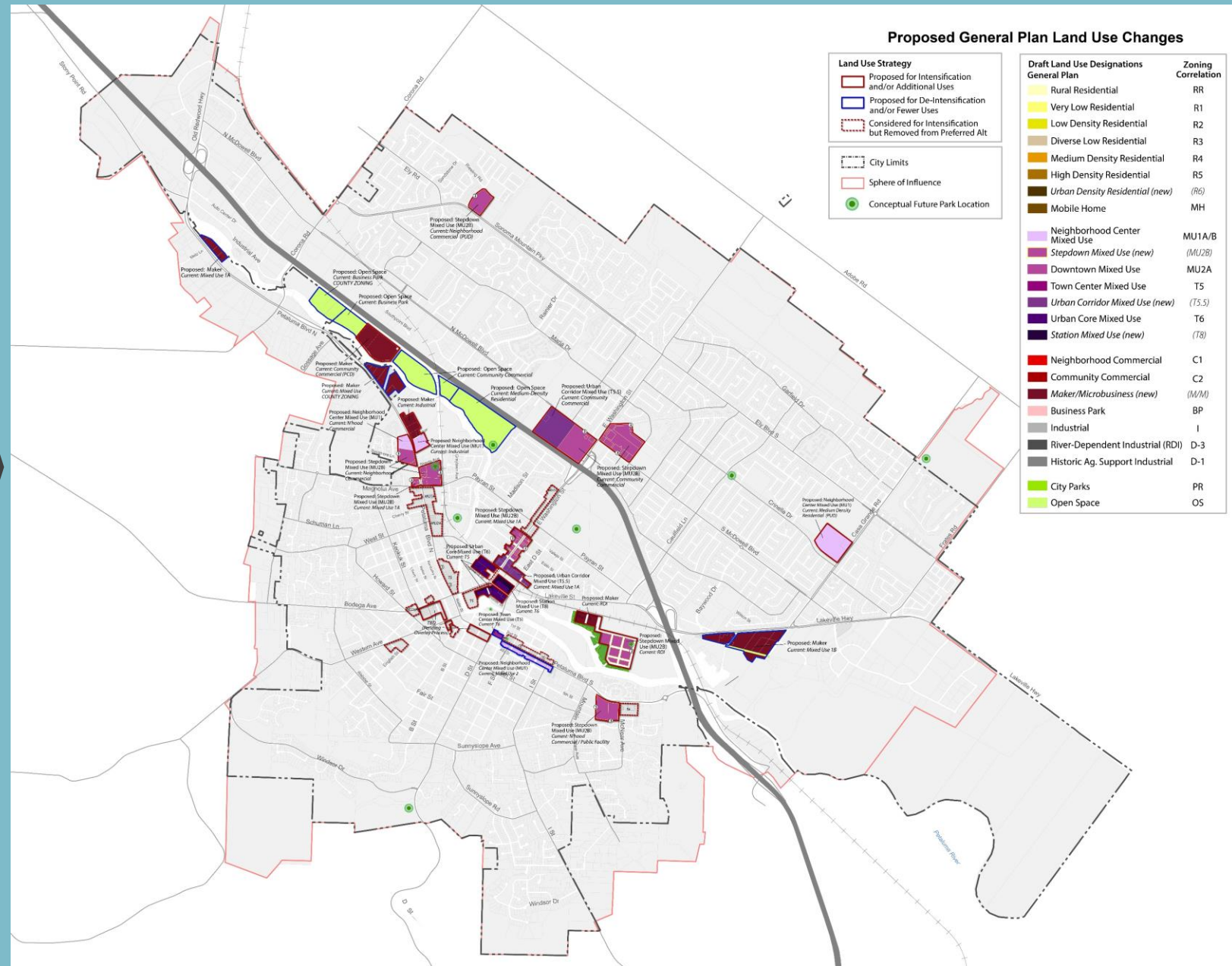
What are General Plan land use designations?

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



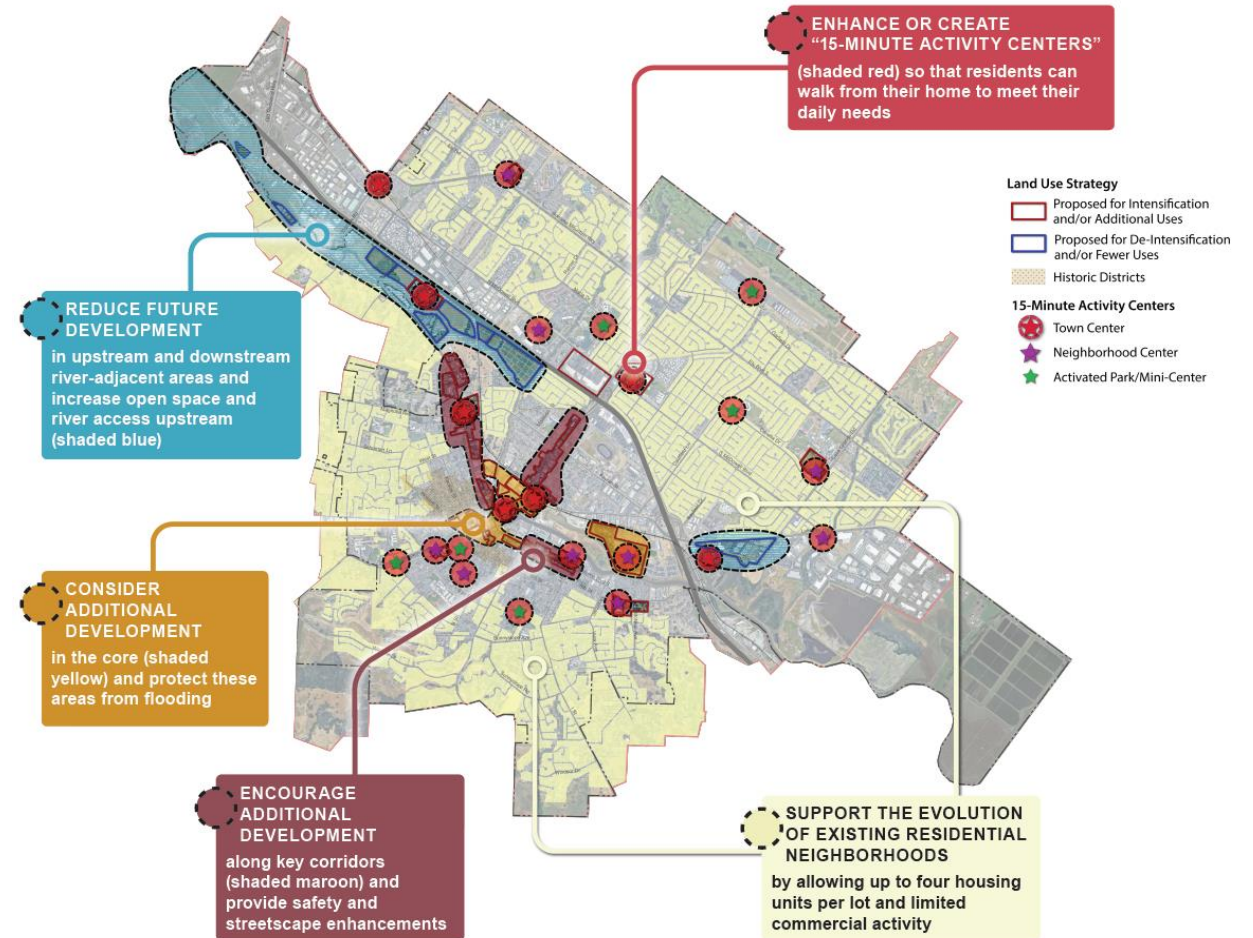
Current GPLU Map

Proposed Land Use Map Changes



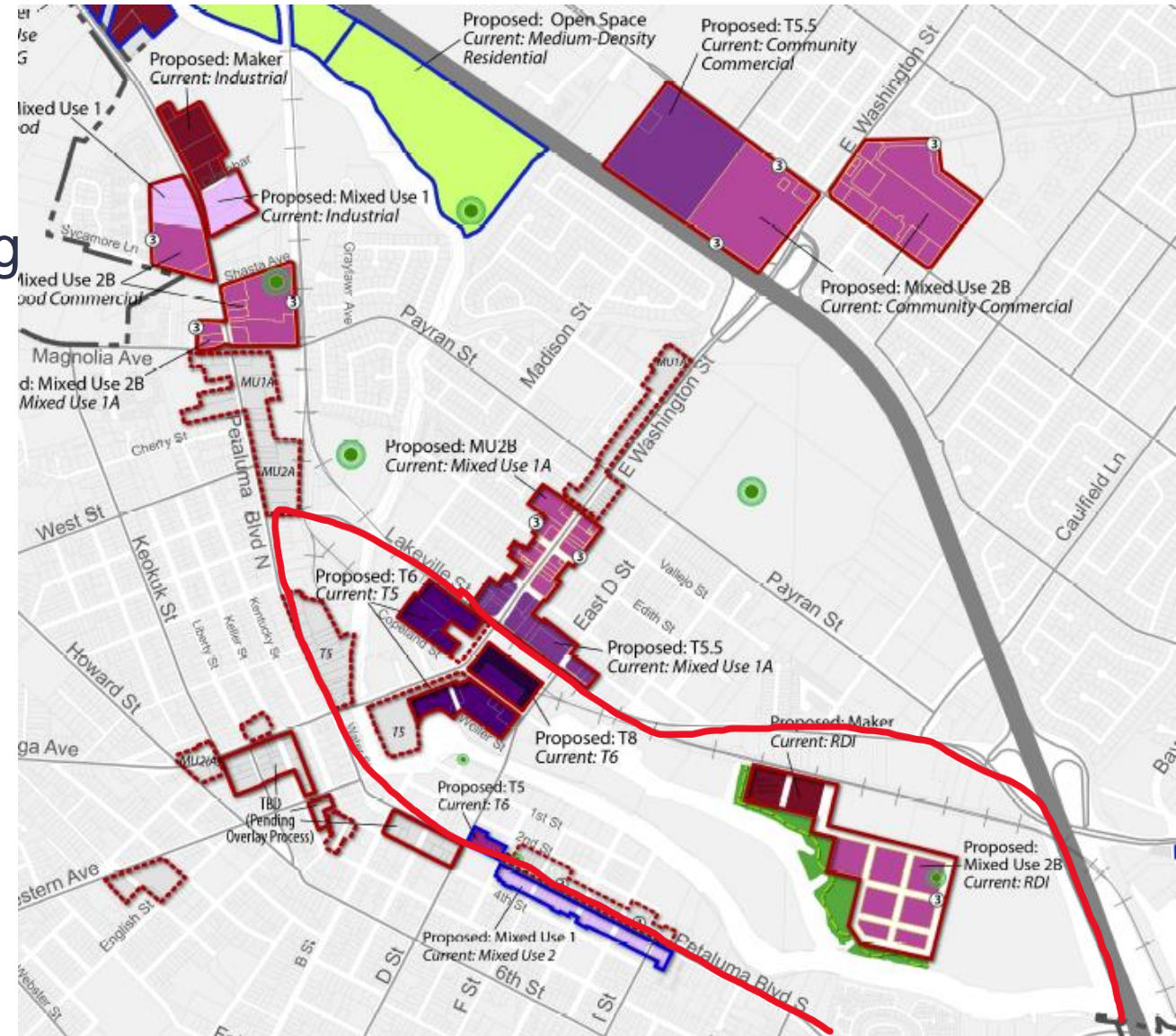
Citywide Summary

- Consistent with core strategies (map to right)
- Consistent with GPAC recommendations but with scaled-down intensity in certain locations to reflect community input
- *Downtown pending Council decision on overlay*



Citywide Summary

- Where are 5+ stories allowed?
 - Downtown SMART Station area (Wilson to turning basin), including CVS
 - Plaza North
 - *T5 with PC approval (no change)*
- Where is GPLU different from CPSP?
 - Downtown SMART
 - River Park
 - Block on PBS between D and E



Recommended GPLU Changes – River

Area	GPAC Recommendation	GPU Team Recommendation
Upstream	Alt 2 <ul style="list-style-type: none">• De-intensify to extent possible• Maker where already developed	Alt 2 <ul style="list-style-type: none">• De-intensify to extent possible• Maker where already developed
Outlets	Alt 2 – Maker	Alt 2 – Maker
River Park	Mix of Alt 2 and Alt 3 with stepback at River	<ul style="list-style-type: none">• Maker next to RR tracks• Stepdown Mixed Use (MU2B) elsewhere
Downstream	De-intensify to extent possible	Alt 1 (de-intensify to Maker)

Recommended GPLU Changes – Core & Corridors

Area	GPAC Recommendation	GPU Team Recommendation
Downtown SMART	<ul style="list-style-type: none"> Station Mixed Use (T8) (min 4 stories, max 8 stories; min 55 du/acre, max 120 du/acre) Stepback near River 	<ul style="list-style-type: none"> Station Mixed Use (T8) adjacent to station (Lakeville-Copeland) Urban Core Mixed Use (T6) on second block (Copeland – Weller) and next to Turning Basin Town Center Mixed Use (T5) (no change) facing Water Street
East Washington	Split: <ul style="list-style-type: none"> T6 along entire corridor or T6-T5-T6 	Alt 1 between station and Fairgrounds <ul style="list-style-type: none"> Urban Corridor Mixed Use (T5.5) across from station Stepdown Mixed Use (MU2B) middle segment No change across from Fairgrounds (MU1)
Petaluma Blvd. North	Split: <ul style="list-style-type: none"> Alt 2 (two 6-story centers) or Modified Alt 2 (no change Washington to Lakeville) 	Modified Alt 2 <ul style="list-style-type: none"> No change up to Payran (Mixed Use: T5-MU2A-MU1A) Stepdown Mixed Use (MU2B) at Lucky Center Transition to Neighborhood Center Mixed Use (MU1) and Maker

Recommended GPLU Changes – PBS

Area	GPAC Recommendation	GPU Team Recommendation
Petaluma Blvd. South	Split <ul style="list-style-type: none"> Alt 1 (MU2B on both sides – 4-story with 3-story stepback), extending to D Street on North side Alt 2 (MU2 on both sides) 	<ul style="list-style-type: none"> No change on North side: Urban Center Mixed Use (T5 – 4-story with 3-story stepback), extending to D Street (was T6) Neighborhood Center Mixed Use (MU1 - 3-story) on South side
Bowling Alley & Veterans' Center	<ul style="list-style-type: none"> Alt 2 (T5 4 story) with 3-story stepback fronting PBS 	<ul style="list-style-type: none"> Bowling & Veteran's Center: Stepdown Mixed Use (MU2B (4-story) with 3-story stepbacks adjacent to R zones No change on site east of McNear: Medium Density Residential (R4 3-story)

Recommended GPLU Changes – Centers

Area	GPAC Recommendation	GPU Team Recommendation
Washington Square & Plaza North	Alt 2 modified <ul style="list-style-type: none"> • T6 (6-story) at Plaza North • T5.5 (5-story) at Washington Square 	<ul style="list-style-type: none"> • Plaza North: Urban Corridor Mixed Use (T5.5 - 5-story) • Plaza South & Washington Square: Stepdown Mixed use (MU2B - 4-story mixed use with 3-story stepdown or increased setback)
Leghorn Plaza	Alt 2 (T5)	Stepdown Mixed Use (MU2B)
Casa Grande	Modified Alt 3: HDR + MU2 fronting street	Neighborhood Center Mixed Use (MU1 - 3-story mixed use)
Western & Baker	No change	No change

Public Comment

GPAC Discussion

GPAC Discussion Topics

Time Allocation

1. Feedback on revisions to Designation Standards
2. Area-by-Area Land Use Change Discussion and Feedback (~8 = ~ten minutes each)

Prioritized Areas to Discuss

- Downtown SMART Station Area
- East Washington
- Petaluma Blvd. North
- Petaluma Blvd. South
- Bowling Alley & Veteran's Center
- Washington Square & Plaza Center
- Casa Grande
- River Park

Other:

- Upstream River-Adjacent
- Outlets
- Downstream (btwn Lakeville and Marina)
- Leghorn Plaza
- Western & Baker

Wait for City Council decision:

- Downtown

Area-Specific Recommendations

Downtown SMART

Downtown SMART Station Area

Previous Community Input

Level of Change

Facilitate the transformation of this area

Types of New Development

A variety of housing types (townhomes, duplex/triplex, multifamily), retail, office, and open space

What's Currently Allowed

A mix of housing and commercial development is allowed in this area (up to four stories; up to six stories fronting East Washington St., the SMART Station, and D St.)

Existing Conditions



Downtown SMART Station & River Plaza Area

Currently Allowed



Portland, OR - Carson South Apartments

Drivers of Change

- > Provide more housing near downtown and along key corridors
- > Intensify mixed-use development around the SMART Station
- > Develop underutilized land
- > Improve access to community amenities and daily needs
- > Create more walkable, transit-supportive neighborhoods to reduce vehicle miles traveled (VMT)

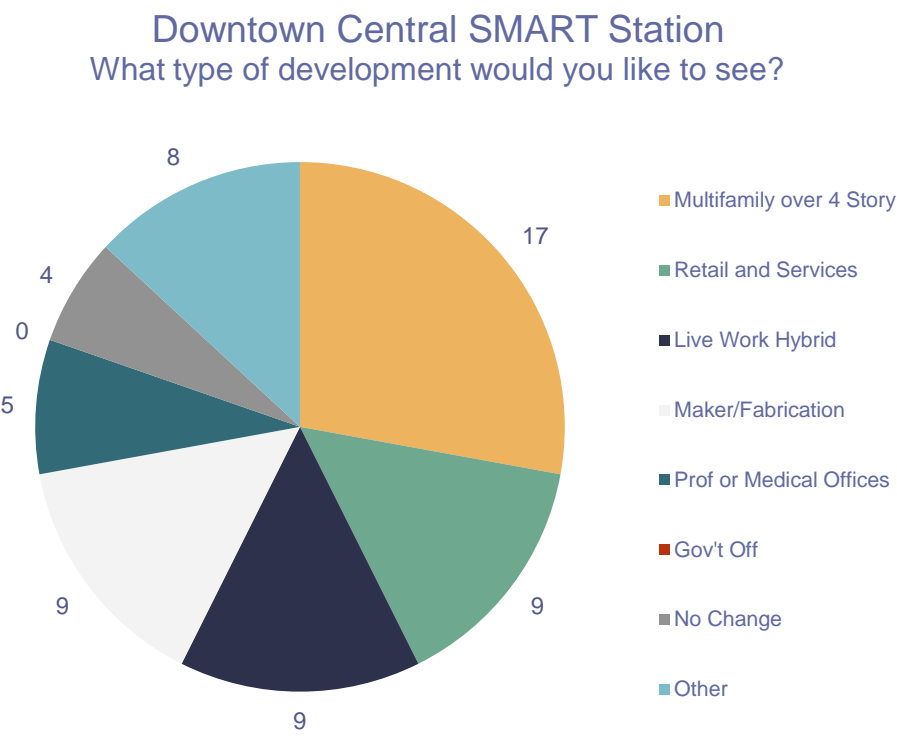
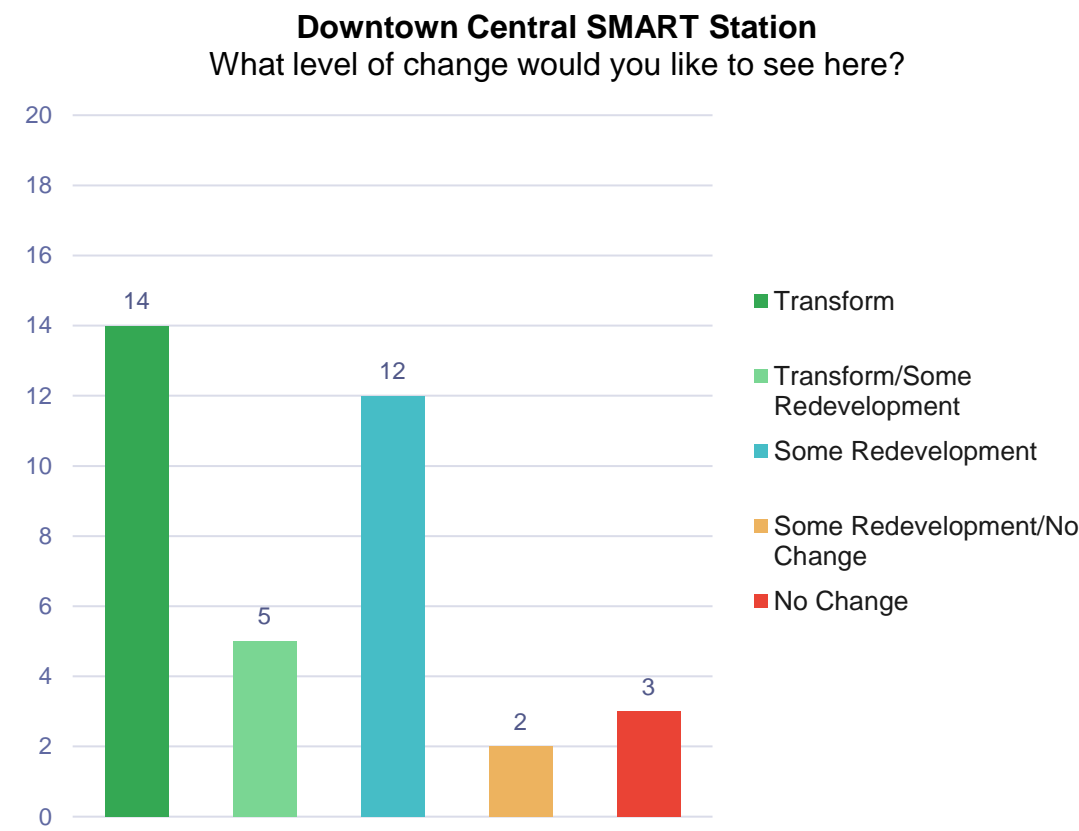
Land Use Framework Strategies

- > Align future development with flood resilience strategies
- > Establish "15-minute activity centers" at the SMART station and River Plaza
- > Prioritize infill development near transit centers, like the SMART Station
- > Develop transit-oriented communities with pedestrian and bicycle connections
- > Make streetscape improvements like trees, lighting, public art, and wayfinding
- > Make walking and biking to and from the SMART Station safer and easier
- > Consider allowing up to eight story mixed-use development

Downtown SMART: Public Feedback

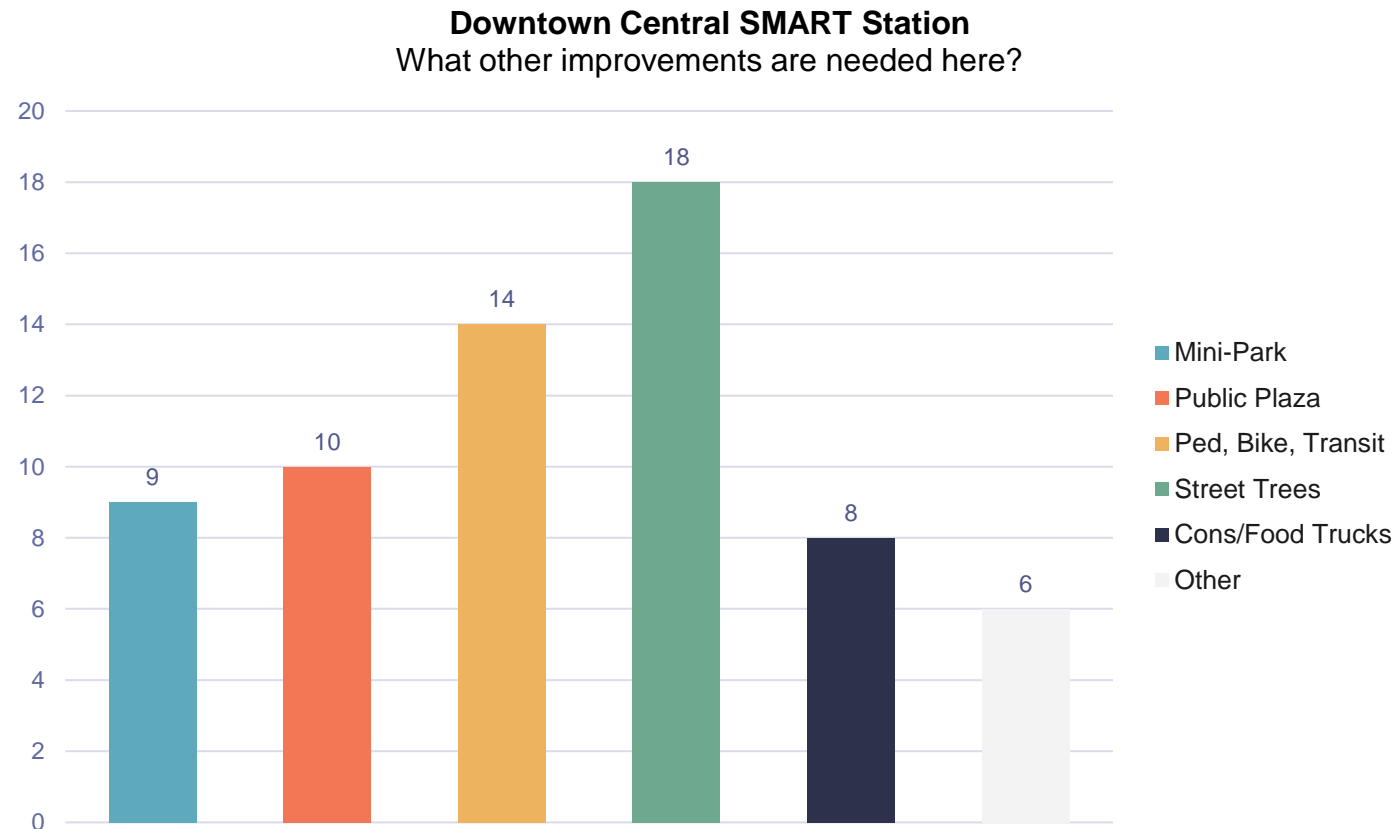
What level of change would you like to see here?

What type of development would you like to see?



Downtown SMART: Public Feedback

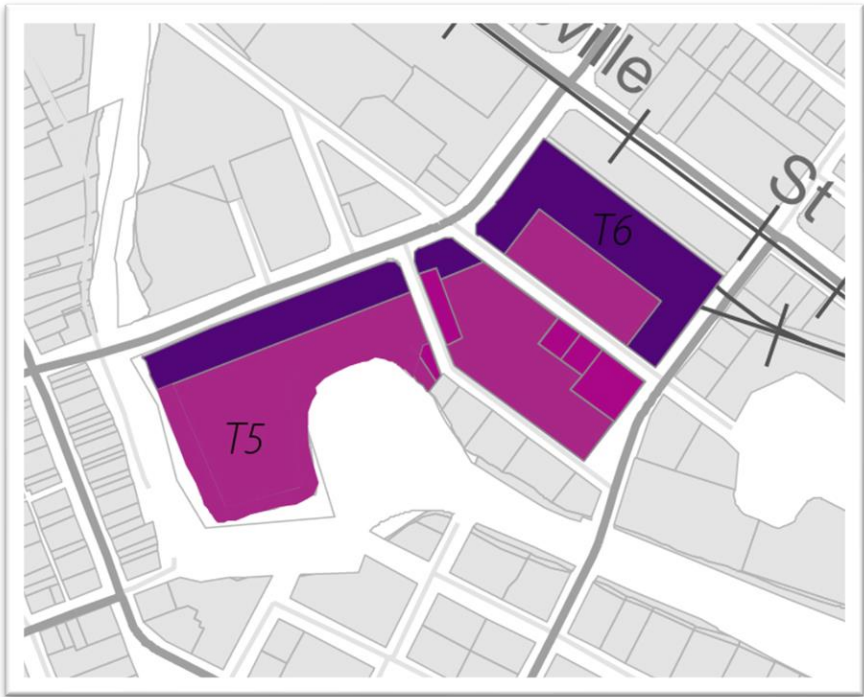
What other improvements are needed here?



Downtown SMART Land Use Alternative Concepts

Base – No Change

Urban/Town Center Mixed Use (4 stories) and Urban Core Mixed Use (6 stories)



Alternative 1: Increased Infill Intensity

Intensify to allow up to 8 stories of mixed use (T8)

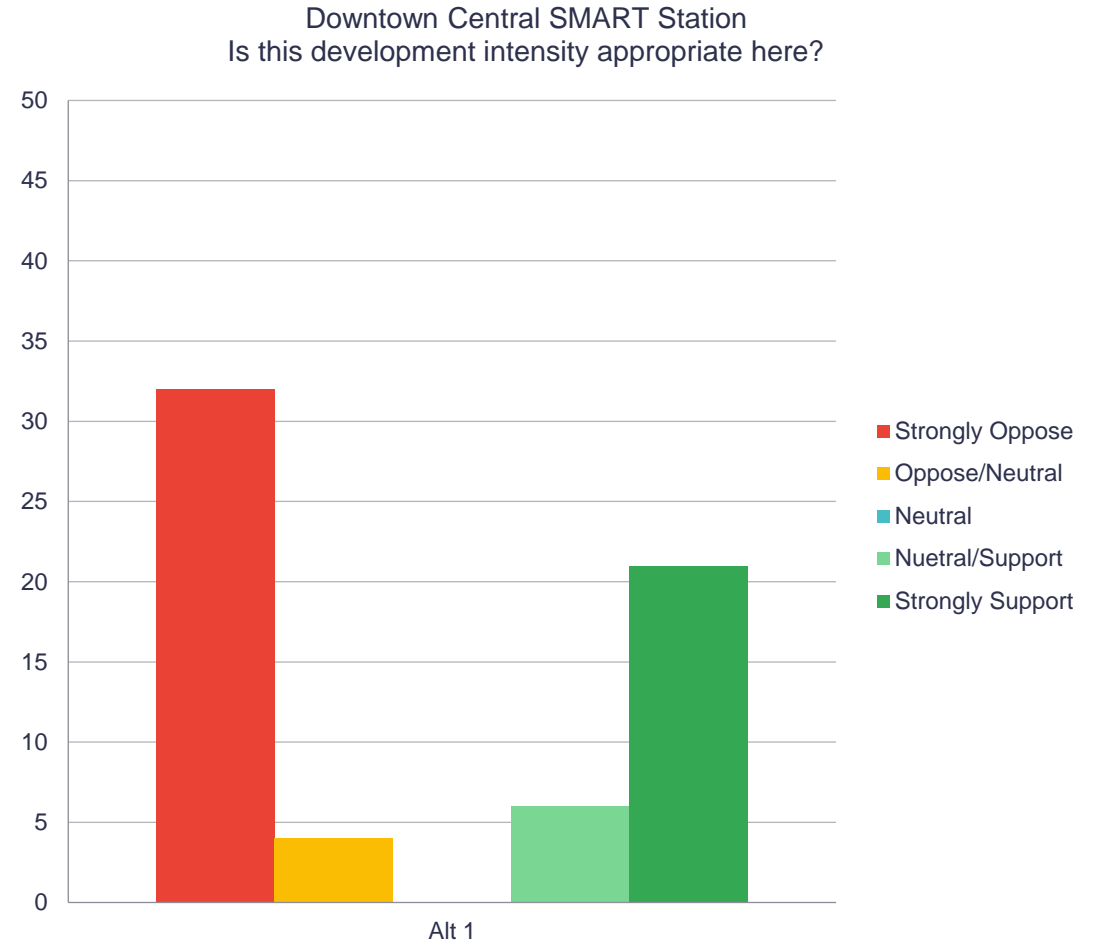


	T5 Urban/Town Center Mixed Use		4 stories, 50' (up to 6 stories w/ exception) 3 stories fronting Petaluma Blvd S	30 - 55 du/acre
	T6 Urban Core Mixed Use		6 stories, 70'	55 - 90 du/acre
	T8 Station Mixed Use		8 stories, 90'	55 - 120 du/acre

Downtown SMART: Public Feedback

Alternative 1

- Support
 - Best location for high-density, transit-oriented housing to support local businesses and public transit
 - More housing and activity near transit is critical for responding to climate change
 - 5/6 stories is okay
- Oppose
 - No more than 4 stories
 - No more than 6 stories
 - A lot of housing is already being added to the west side
 - New development would need more parking, would make traffic worse
 - Need to fix infrastructure and traffic



Downtown SMART: Planning Commission Feedback

Alternative 1

- Support
 - Zoning should include T8 near the SMART station but T5/T6 at River Front Plaza. This more fully implements policy LU-4 (development near transit).
- Oppose
 - Concern about the 8 stories at the central SMART Station. Would need design guidelines and master planning to be comfortable with this kind of density.
 - Should 7 or 8 stories become realistic, we need strong design guidance
- Strongly Oppose
 - Why is there only one alternative? How about only the two areas closest to Lakeville St becoming T6, while the other area remains no Change?

Downtown SMART: GPAC Recommendation

WG Feedback: Support Station Mixed Use / T8 (new) at the station feathering to lower heights at the river. Density minimums are needed to avoid building something that wastes valuable station adjacent space.

(Green boxed area is greenfield. Balance is River Plaza.)

GPAC members support WG recommendations: 7/7, unanimous

Base – No Change

Urban/Town Center Mixed Use (4 stories) and Urban Core Mixed Use (6 stories)



Alternative 1: Increased Infill Intensity

Intensify to allow up to 8 stories of mixed use (T8)



Current uses/intensities:

- T5 (4 stories)
- T6 (6 stories)

Mod Alt 2 uses/intensities:

- T8 (min 4 stories, max 8 stories; min 55 du/acre, max 120 du/acre)







Recommendation

Land Use Designations

- Station Mixed Use (T8) adjacent to station (Lakeville-Copeland)
- Urban Core Mixed Use (T6) on second block (Copeland – Weller) and next to Turning Basin
- No Change next to Water Street (Town Center Mixed Use - T5)

Rationale:

- Allows highest density near SMART station to promote housing development, maximize use of vacant land, and lower VMT
- Stepdown by the River and historic areas matches the lower-scale contexts

	T5 Urban/Town Center Mixed Use		4 stories, 50' (up to 6 stories w/ exception) 3 stories fronting Petaluma Blvd S	30 - 55 du/acre
	T6 Urban Core Mixed Use		6 stories, 70'	55 - 90 du/acre
	T8 Station Mixed Use		8 stories, 90'	55 - 120 du/acre



East Washington

East Washington

Previous Community Input

Level of Change

Facilitate some redevelopment

Types of New Development

A mix of housing and commercial uses

What's Currently Allowed

A mix of housing and commercial development (up to 2-3 stories) is allowed along East Washington Street between 101 and Lakeville St. (except for the Fairgrounds).

Drivers of Change

- > Enhance the character, safety, and ground floor activity along key corridors
- > Provide more housing near downtown and along key corridors
- > Improve access to community amenities and daily needs
- > A more walkable, transit-supportive corridor to reduce vehicle miles traveled (VMT)

Land Use Framework Strategies

- > Add a distinctive city "gateway" feature near the 101 interchange
- > Make streetscape improvements like trees, lighting, public art, and wayfinding
- > Make walking and biking safer and easier
- > Consider allowing four to six story mixed-use development

Existing Conditions



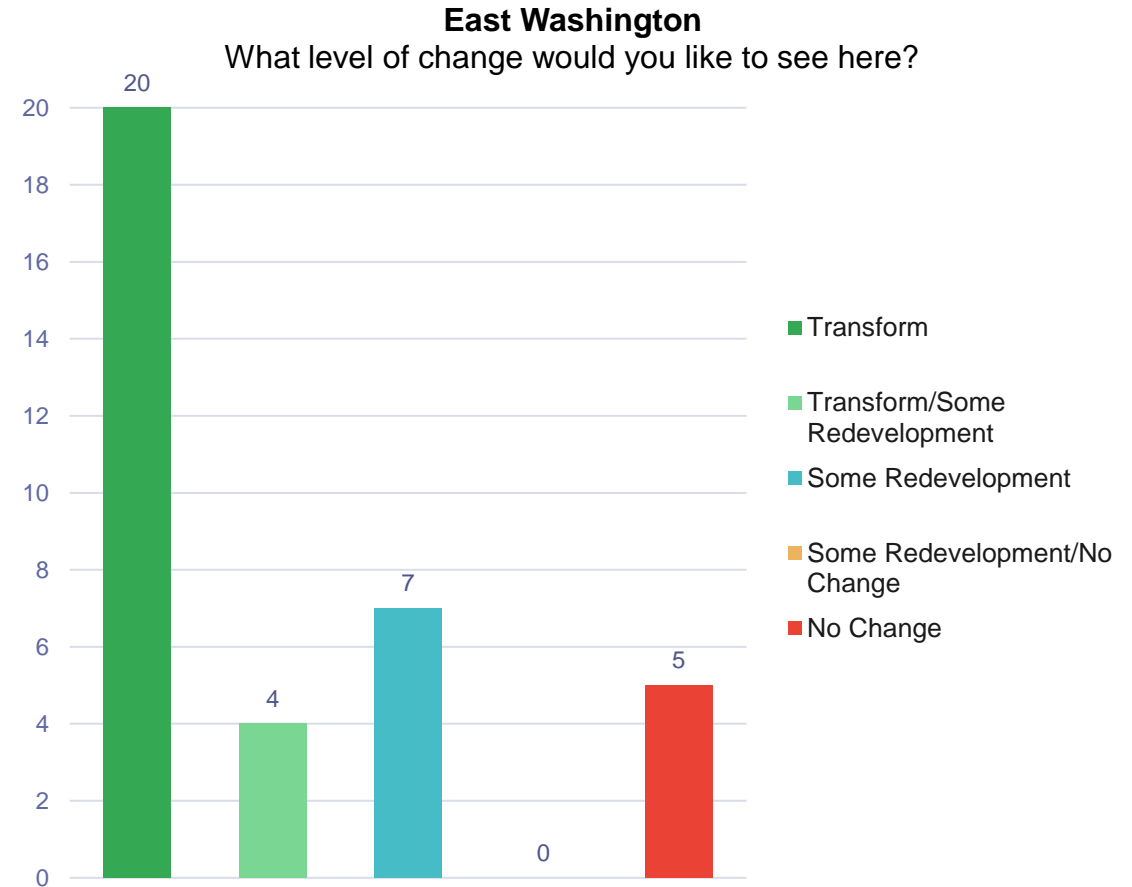
Washington Street at Wilson Street

Currently Allowed



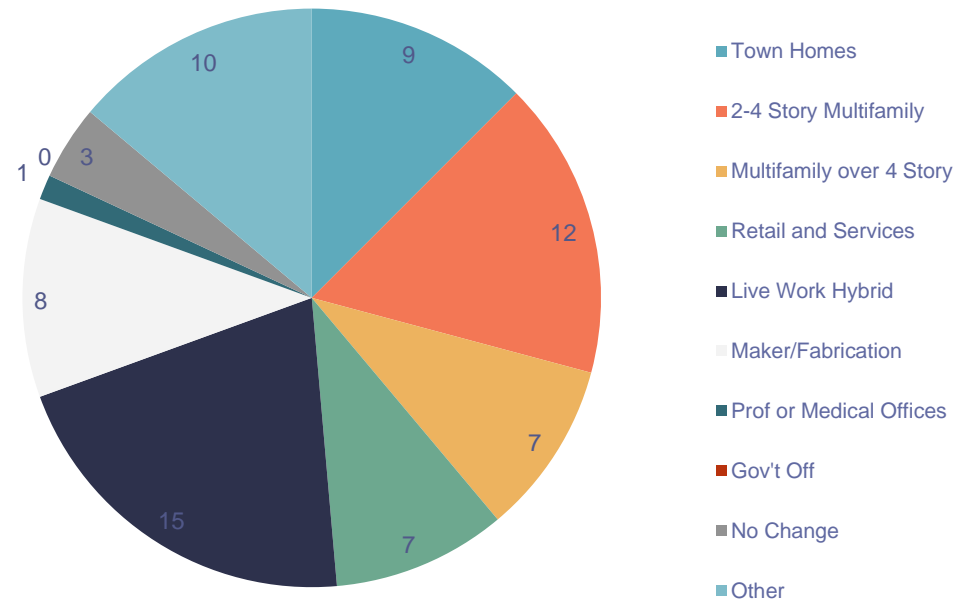
2 story mixed use (Western Avenue and Kentucky Street)

East Washington: Public Feedback

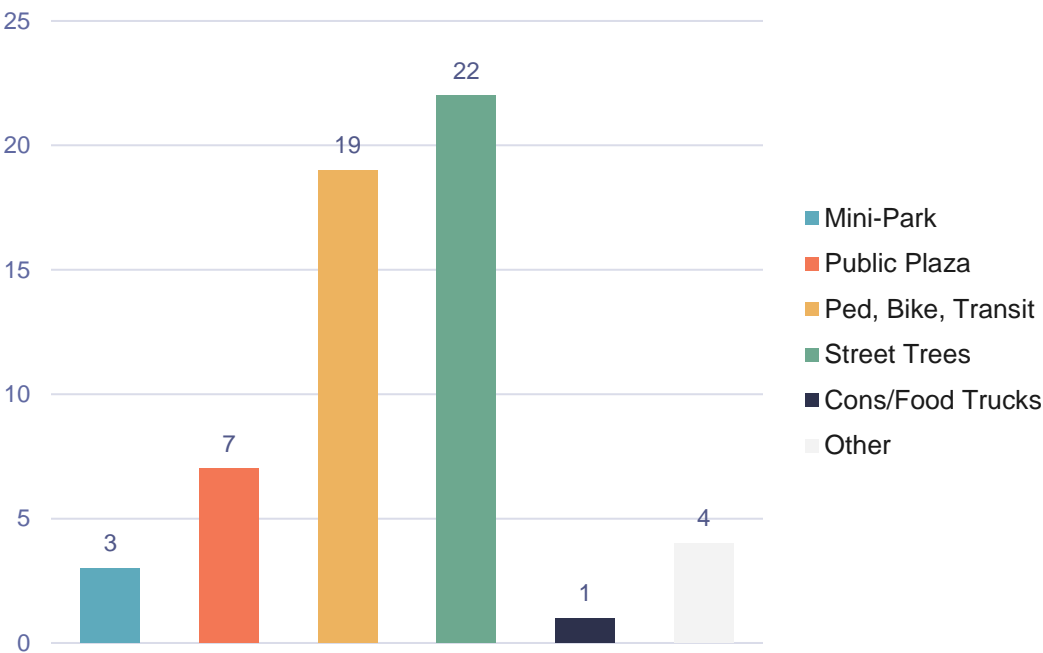


East Washington: Public Feedback

East Washington
What type of development would you like to see?



East Washington
What other improvements are needed here?



East Washington: Existing GP Land Use

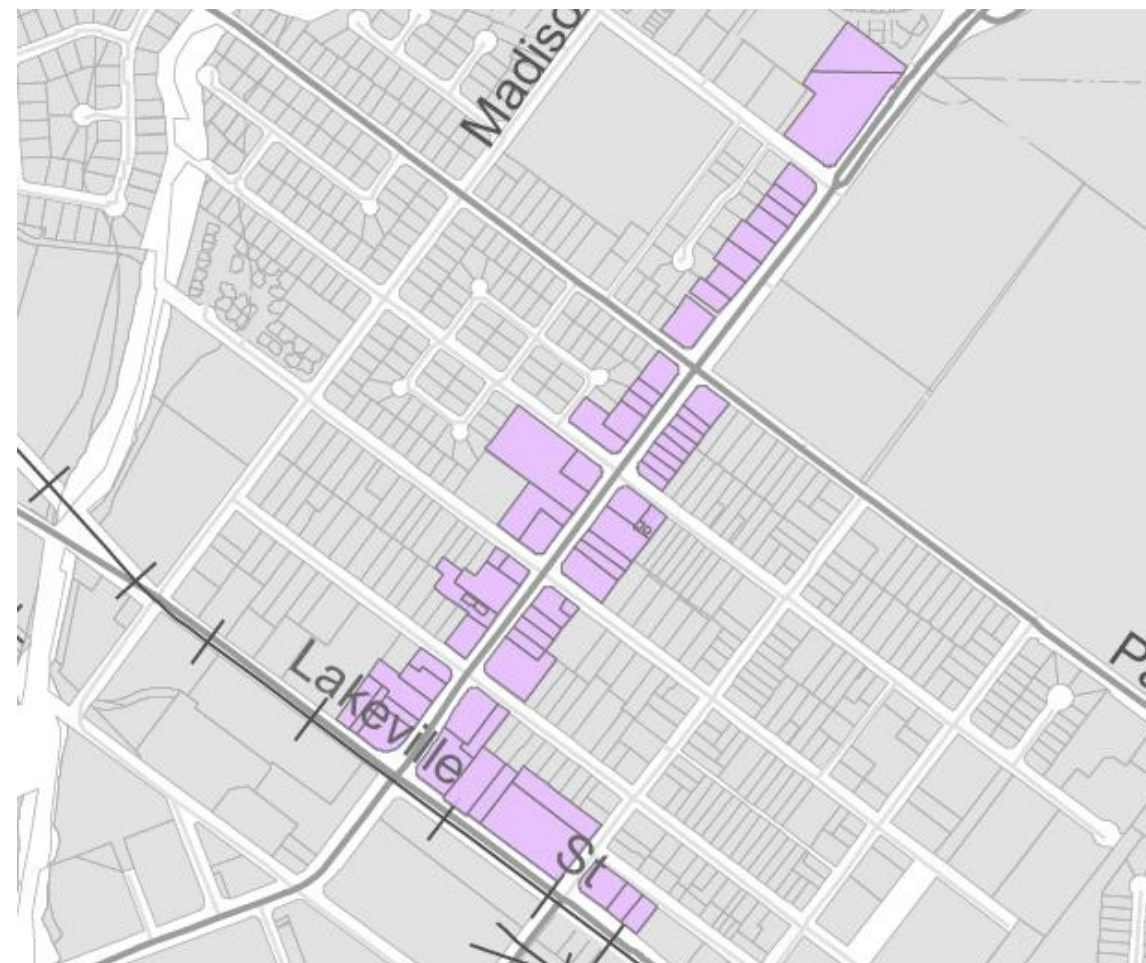


MU1 (A/B/C)
(Corridor,
Suburban,
Neighborhood)



2 stories, 30'
(3 in certain cases)

2.5 FAR
30 DU/Acre



East Washington Land Use Alternative Concepts

Base: No Change

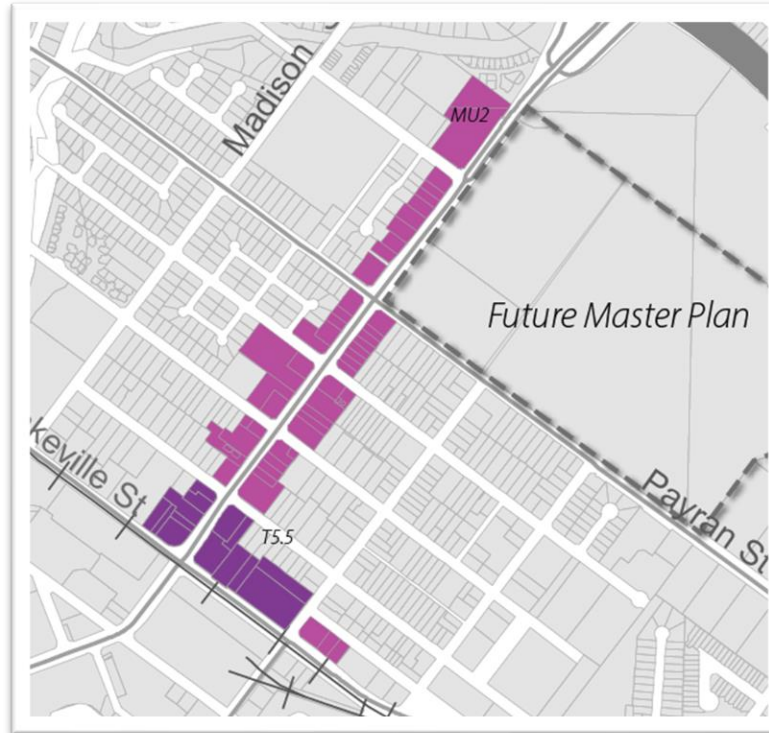
Mixed Use 1 (2 and 3-story)



Alternative 1: Slight Intensification



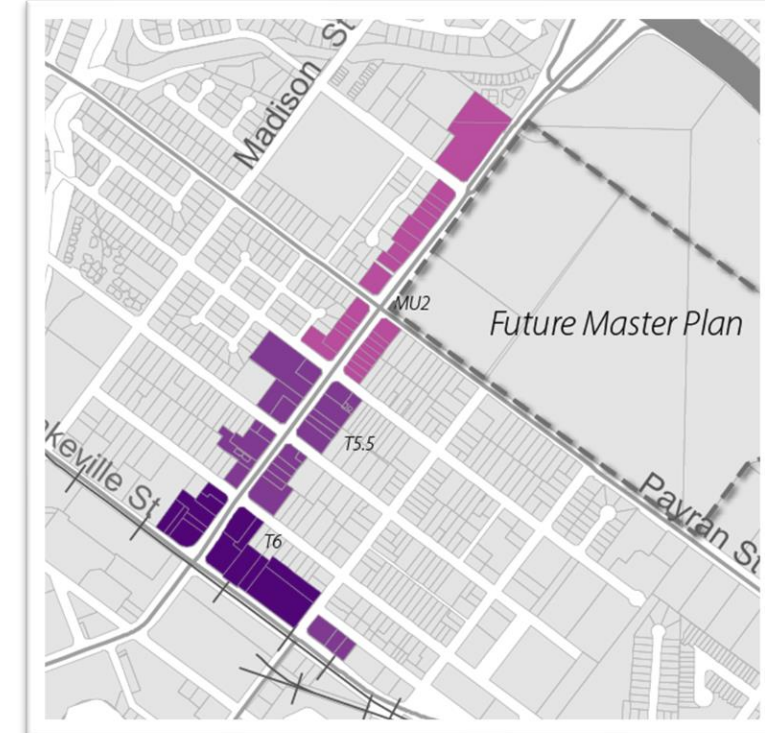
Intensify to 5-story from Lakeville to Wilson (1 block at T5.5), then down to 4-story mixed use (MU2)



Alternative 2: Major Intensification



Intensify to 6-story from Lakeville to Wilson (T6), down to 5-story mixed use up to Vallejo (T5.5), then down to 4-story (MU2)



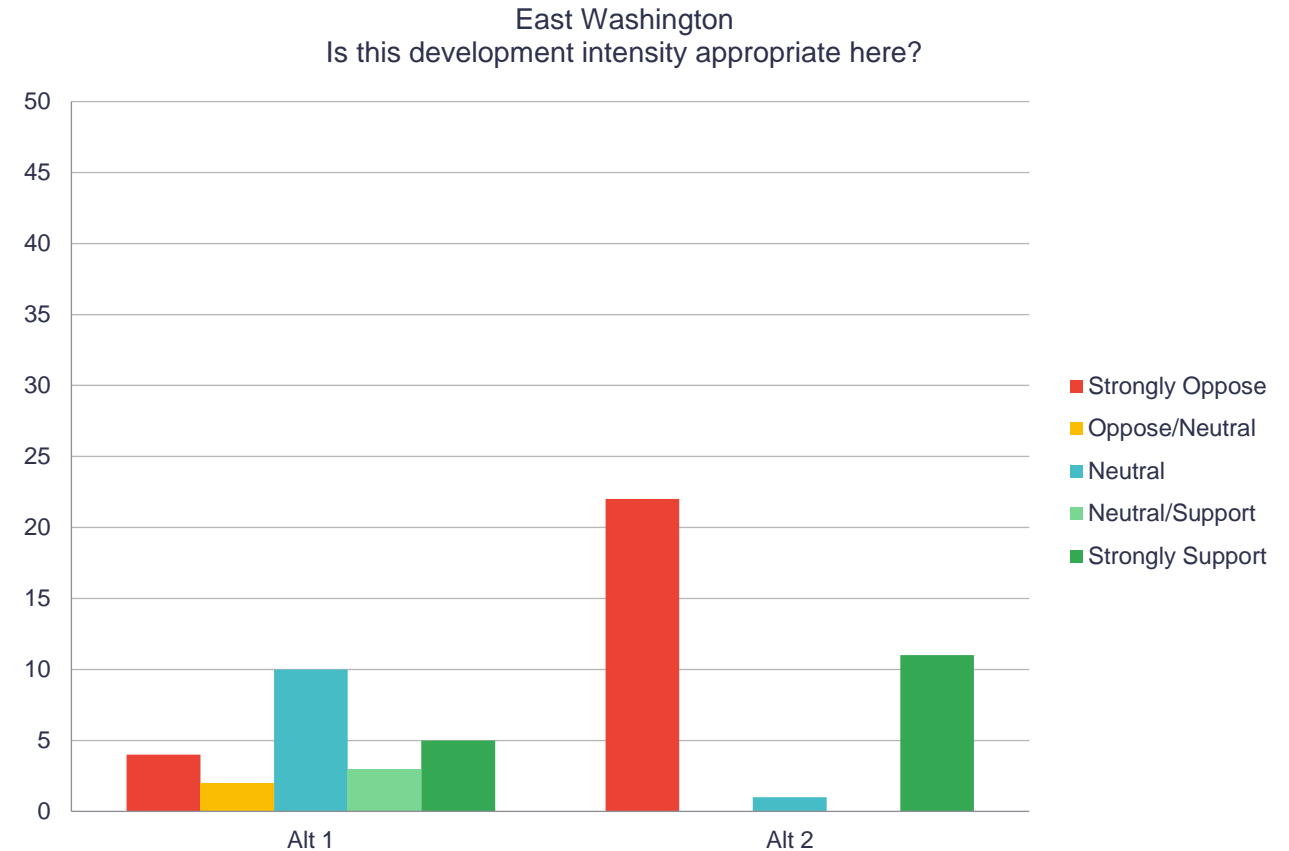
East Washington: Public Feedback

Alternative 1

- Support
 - Perfect area for infill development, transit access for residents
- Oppose
 - 3-4 stories max
 - 3 stories with retail on ground floor
 - Where will the parking be for these new units?

Alternative 2

- Oppose
 - Already congested area w/ historic housing and agriculture areas
 - Not enough parking for new, large development
 - D Street and Washington Street should not be made more congested



East Washington: Planning Commission Feedback

Alternative 1

- Support
 - Favor alternative 1 to be consistent with Pet. Blvd zoning
 - Support Alternative 1 with 5 story to 4 story transition.
 - Support an overall redesign of Washington street corridor from Petaluma Blvd. to Wilson. Increase the attractiveness of the street, street trees, bike lanes and enhanced project set back areas.
- Strongly Oppose
 - Not happy with alternative 1 or 2 - either would create a wall of buildings on land that is not deep, both alternatives ignore the fact that this is a major corridor to the city and should look like it.

Alternative 2

- Strongly Support
 - East Washington can use all the help it can get and I think there is growing energy for a major upgrade of the corridor and its transit functionality as downtown access. Well thought out intensification could be great here.
- Strongly Oppose
 - Not happy with alternative 1 or 2 - either would create a wall of buildings on land that is not deep, both alternatives ignore the fact that this is a major corridor to the city and should look like it.

East Washington: GPAC Recommendation

WG Feedback: Alt 2, intensification feeds trains and enhanced transit hubs, but intensity may need to be bumped up as we approach the freeway (not pictured here, see notes).

GPAC members in support for up to T6 along the entire corridor: 4

GPAC members in support of T6 near the station, then down to T5, then T6 back near Target: 3

Base: No Change

Mixed Use 1 (2 and 3-story)



Alternative 1: Slight Intensification



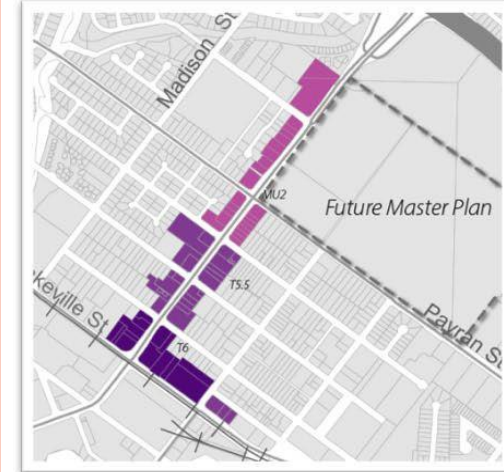
Intensify to 5-story from Lakeville to Wilson (1 block at T5.5), then down to 4-story mixed use (MU2)



Alternative 2: Major Intensification



Intensify to 6-story from Lakeville to Wilson (T6), down to 5-story mixed use up to Vallejo (T5.5), then down to 4-story (MU2)



Current uses/intensities:

- MU1 (3 stories)

Mod Alt 2 uses/intensities:

- MU2 (4 stories)
- T5.5 (new, 3/5 stories)
- T6 (6 stories)

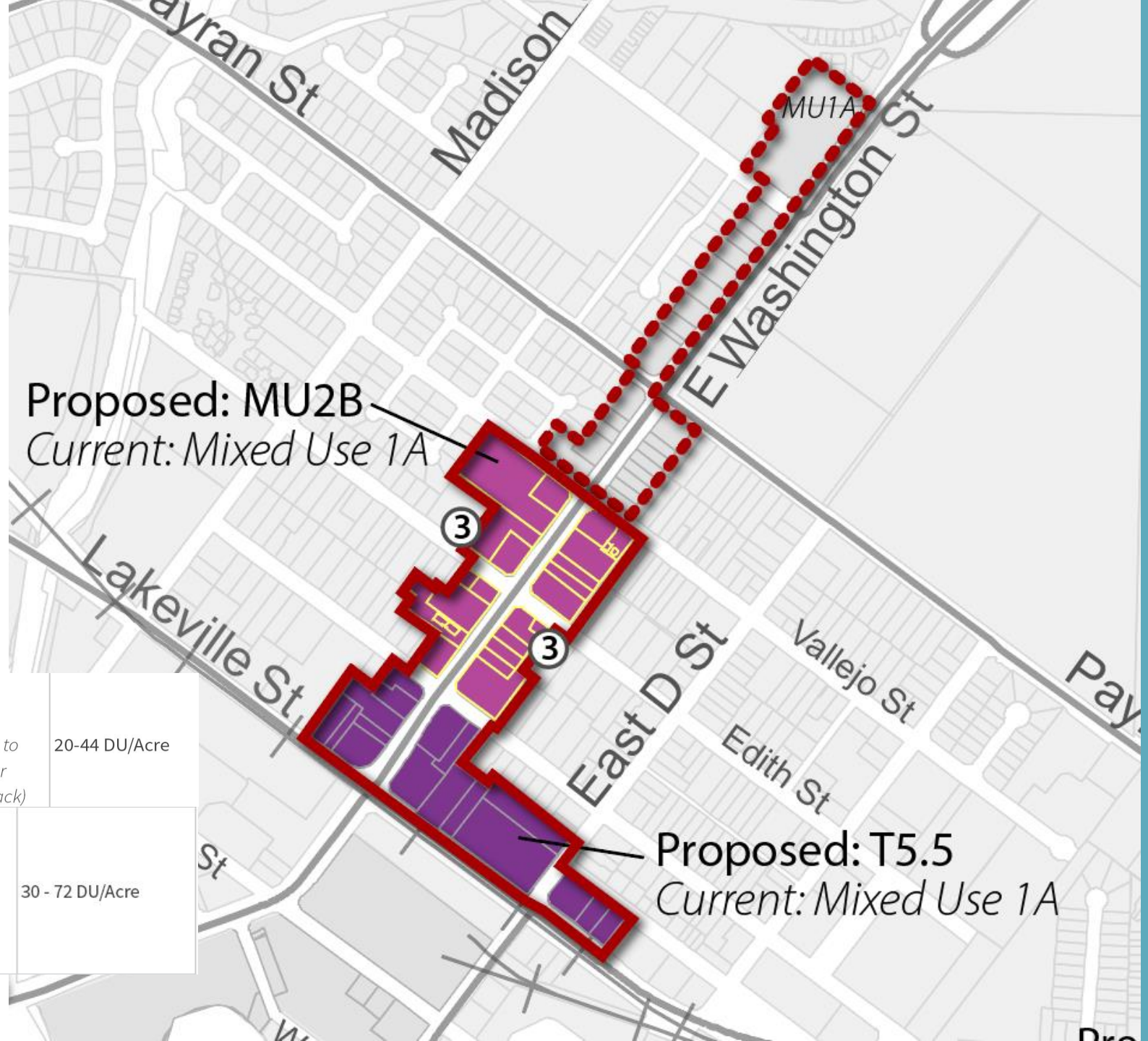
Recommendation

Land Use Designations

- Alt 1 between station and Fairgrounds
 - Urban Corridor Mixed Use next to station (T5.5 - 5-story)
 - Stepdown Mixed Use in the middle segment (MU2B - 4-story with stepdown)
- No change by Fairgrounds: MU1

Rationale

- Allows higher density housing to support higher-frequency transit
- Balances between transit-orientation and reality of shallow parcels
- Activates the entirety of the corridor (quality frontages more important than maximizing density)



Proposed: MU2B
Current: Mixed Use 1A

Proposed: T5.5
Current: Mixed Use 1A



MU2B
Stepdown Mixed
Use



4 stories, 50'
3 stories where
noted adjacent to
R zones/uses (or
increased setback)

20-44 DU/Acre



[T5.5]
Urban Corridor
Mixed Use



5 stories, 60'

30 - 72 DU/Acre

Petaluma Blvd. North

Petaluma Blvd. North

Previous Community Input

Level of Change

Facilitate some redevelopment

Types of New Development

Mixed uses, a variety of housing types (townhomes, multifamily), and industrial

What's Currently Allowed

Coming from Cinnabar Avenue toward downtown, the following types of development are currently allowed:

- > Industrial (near Cinnabar Ave. up to 3 stories)
- > Neighborhood-serving shopping (near Sycamore Lane/ Shasta Ave., up to 2 stories)
- > Mixed-use (up to two stories near Payran St. and four stories between Lakeville St. and East Washington St.).

Existing Conditions



Petaluma Blvd North looking north at Mary Street

Drivers of Change

- > More housing near downtown
- > Easier access to community amenities
- > A more walkable, transit-supportive corridor to reduce vehicle miles traveled (VMT)
- > Improved city entryways

Land Use Framework Strategies

- > Add a distinctive city "gateway" feature near Cinnabar Rd.
- > Make streetscape improvements like trees, lighting, public art, and wayfinding
- > Make walking and biking safer and easier
- > Establish a "15-minute activity center" at W. Payran Street
- > Consider allowing three to six story mixed-use development

Currently Allowed



3-story industrial (Petaluma Creamery)

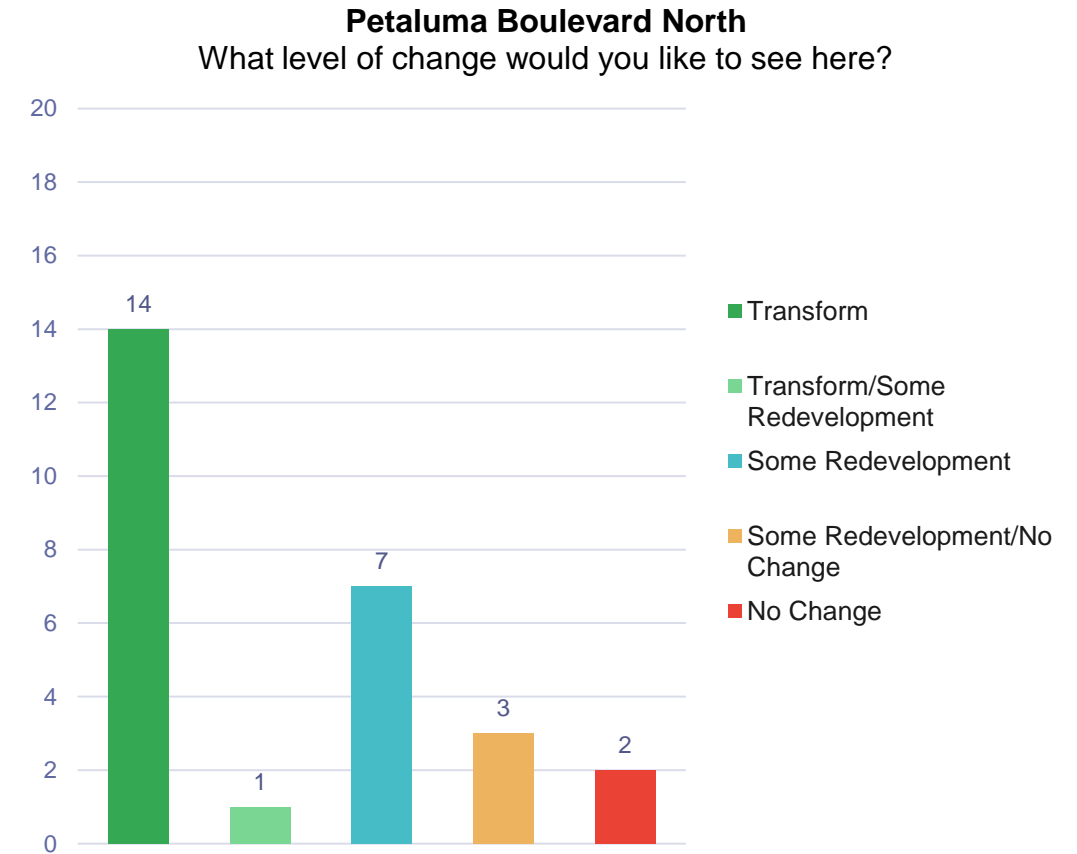
2-story mixed use (Oak Walk, Emeryville, CA)

2-story retail services (Sycamore Lane)

4-story mixed use (Downtown River Apartments)

Petaluma Blvd. North: Public Feedback

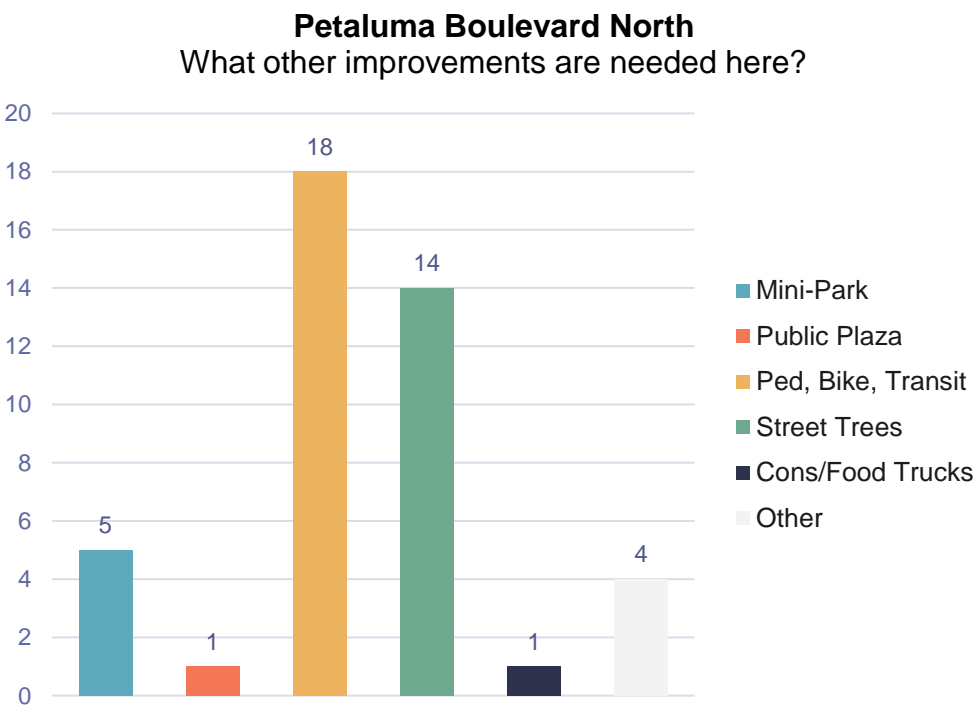
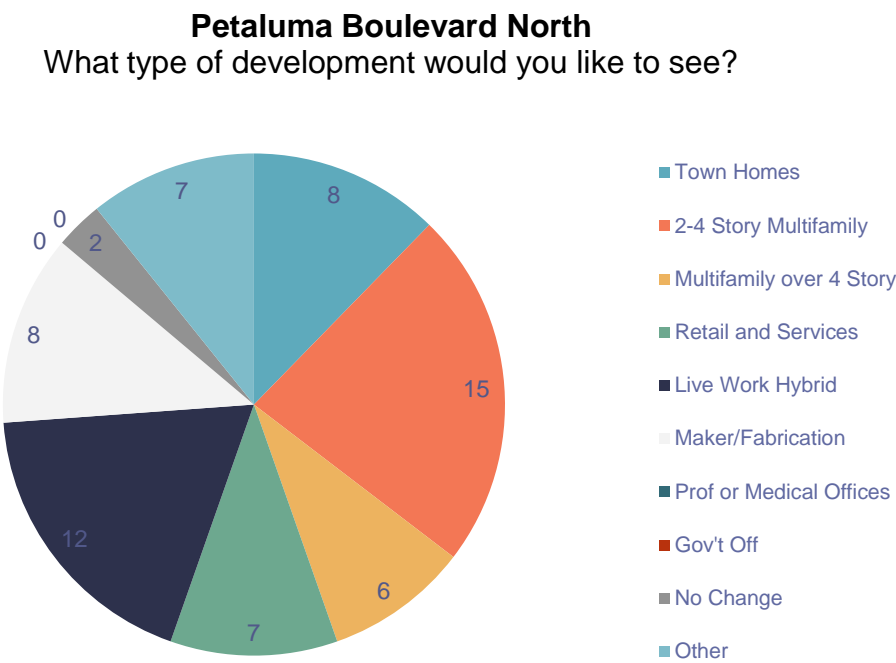
What level of change would you like to see here?



Petaluma Blvd. North: Public Feedback

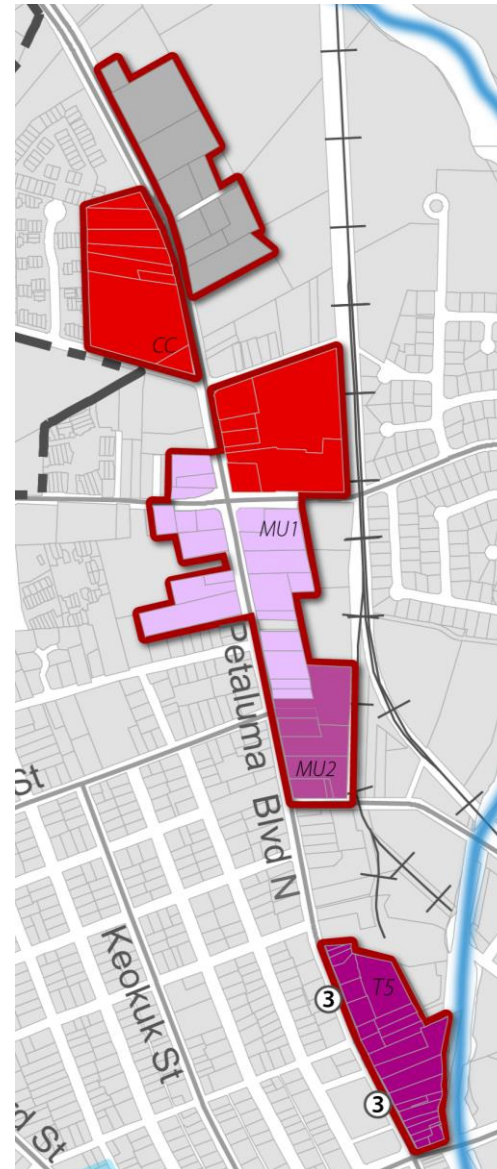
What type of development would you like to see?

What other improvements are needed here?



Petaluma Blvd. North: Existing GP Land Use

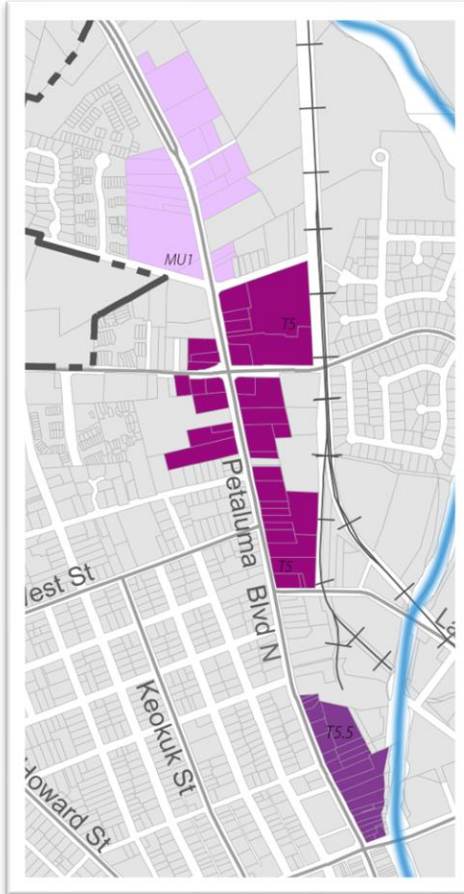
	Neighborhood Commercial		2 stories	0.8 FAR
	MU1 (A/B/C) (Corridor, Suburban, Neighborhood)		2 stories, 30' (3 in certain cases)	2.5 FAR 30 DU/Acre
	MU2 Historic Mixed Use		4 stories, 45'	30 DU/Acre
	[T5] "MU3" Urban Center Mixed Use		4 stories, 50' (up to 6 stories w/ exception) 3 stories along Petaluma Blvd S	50 DUA (assumed)



Petaluma Blvd. North Land Use Alternative Concepts

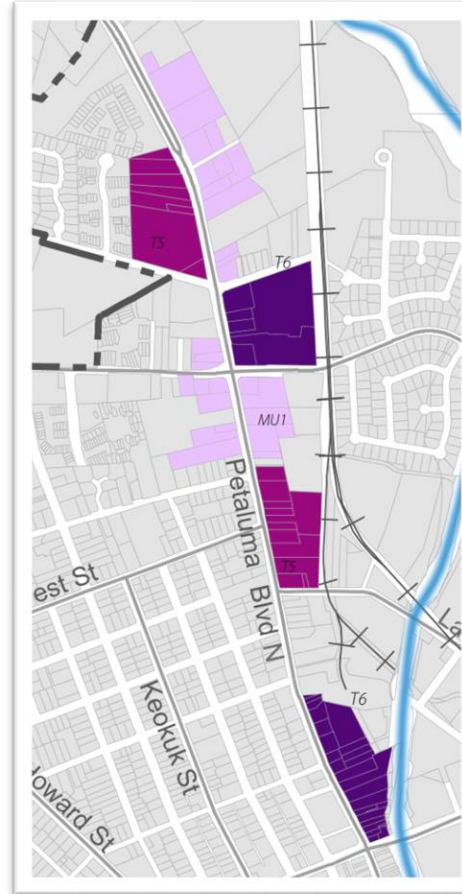
Alternative 1: Light Feathering

5-story mixed use from East Washington to Oak (T5.5); 4-story mixed use from Lakeville to Magnolia (T5); 2/3-story mixed use beyond (MU1)



Alternative 2: Two Centers

6-story mixed use from East Wash to Oak (T6), a mix of 3- and 4-story from Lakeville to Marina Unlimited (MU1, T5), 6-story mixed use at Luckys



Alternative 3: Consistent Height

5-story mixed use with 4-story frontage entire corridor length (T5.5)



Petaluma Blvd. North: Public Feedback

Alternative 1

- Oppose

- Do the opposite - lower story from Washington to Oak and higher as you go north. To Oak is older structure neighborhood & as you go north more business, few from hill above
- 2-3 stories is okay
- Don't see the need to control things so tightly, allow flexibility
- Don't want more housing without infrastructure for school services, health services, and traffic

Alternative 2

- Support

- Accessible walk from downtown & good road access, needs transformation, currently eyesore, could relieve downtown traffic

- Mix it up along the whole stretch but avoid blocking views

- Oppose

- No more than 4 stories
- East Washington to Oak to stay 4 stories, farther down it can increase

Alternative 3

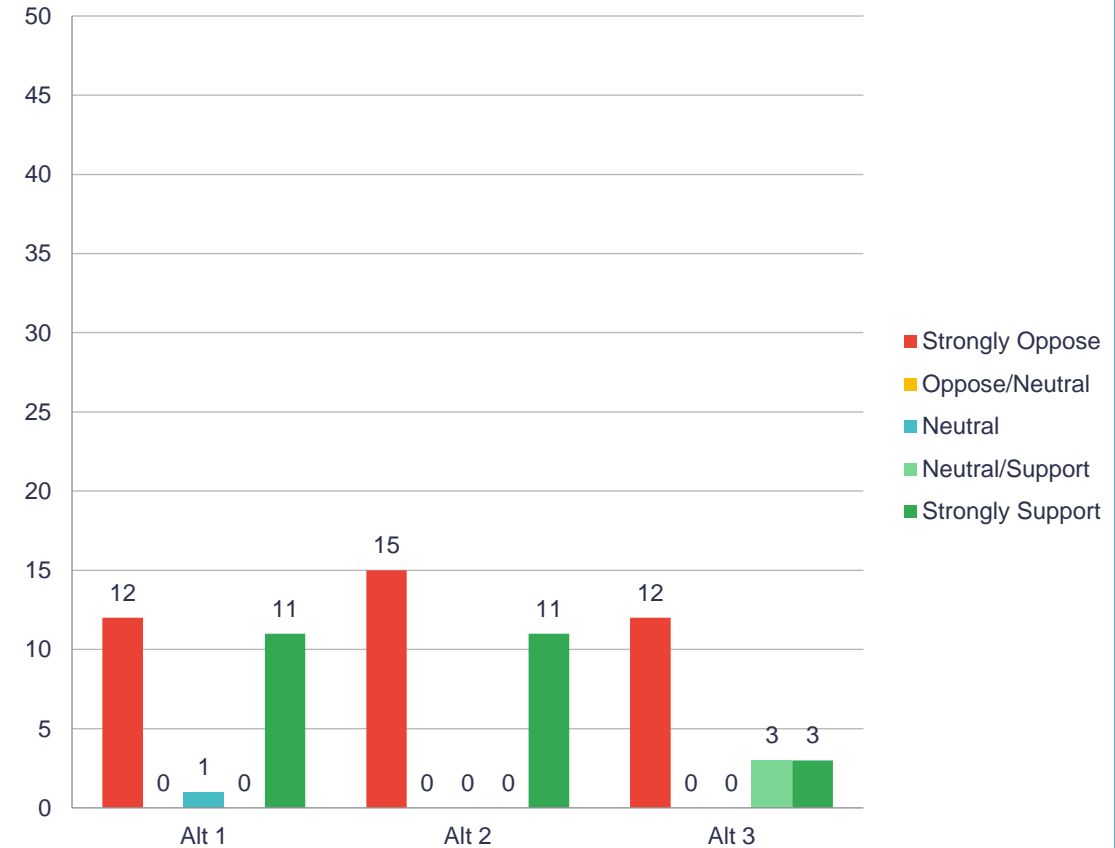
- Support

- Like more density with wider sidewalks to sit, rest, common tables for casual gathering
- 6 stories support innovation district experiment, drop parking

- Oppose

- Too tall and oppressive, it is not Petaluma
- 3 story max

Petaluma Boulevard North
Is this development intensity appropriate here?



Lucky Center: Public Feedback

Alternative 1

- Support
 - The Lucky area feels blighted – mixed use, housing, and small businesses would bring it to life
 - 4 story mixed use retail on bottom
- Oppose
 - Northern gateway to the town - Pet Blvd shouldn't tunnel thru multi story buildings

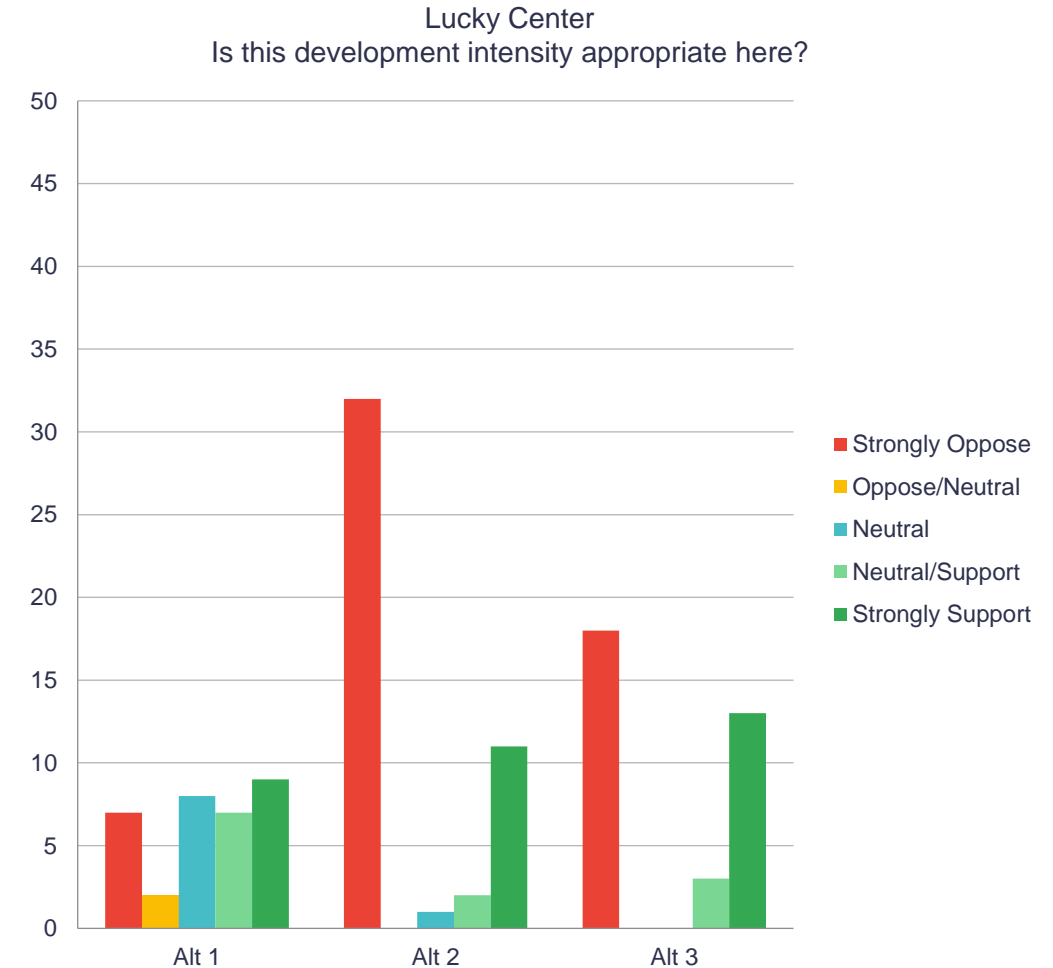
Alternative 2

- Support
 - Need to keep the option for a large grocery store, but ideally ground level under other uses or parking

- Oppose
 - Too tall, don't make Petaluma Blvd a shadowed road
 - Would rather see community park/activity

Alternative 3

- Support
 - Whole foods in Novato and/or Oliver's in Windsor is a good example
- Oppose
 - 4-6 story buildings are too high for this area, any housing needs adequate parking
 - Already enough high-density housing without enough community resources and amenities



Petaluma Blvd. North: Planning Commission Feedback

Alternative 1

- Strongly Support
 - Favor light feathering
- Support
 - Petaluma Blvd. needs to be part of an urban design study which establishes what it should be as an urban corridor, bike trails and street trees and accomplished independently from development project.
- Neutral
 - Either no change or alternative 1

Alternative 2 & Alternative 3

- No feedback

Petaluma Blvd. North: GPAC Recommendation

WG Feedback: Modified Alt 2, reduce the area abutting Washington to Urban Corridor Mixed Use / T5.5 to minimize sight line disruptions to the River.

GPAC members support WG recommendation: 4

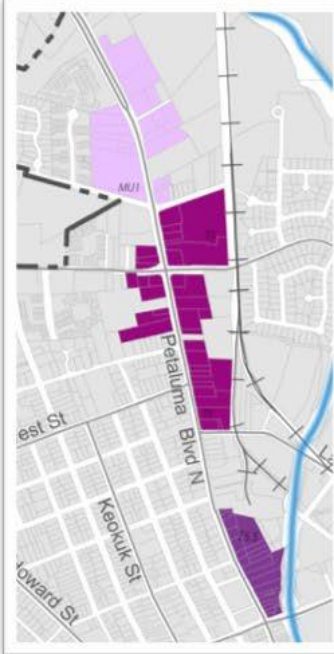
- A lot of GPAC supports not assigning a designation that requires a 4 story minimum onto the bottom section of parcels

One GPAC member supported having more height between the 2 nodes in Alt 2

One GPAC member supported Alt 2 as-is

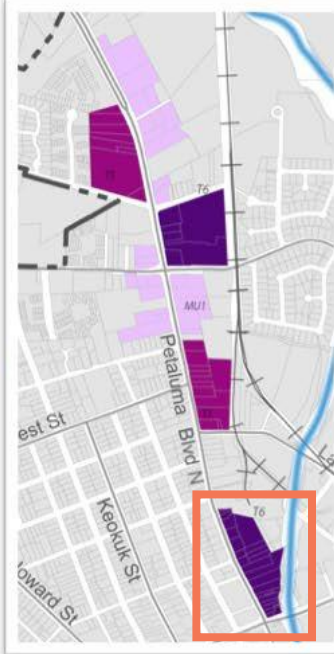
Alternative 1: Light Feathering

5-story mixed use from East Washington to Oak (T5.5); 4-story mixed use from Lakeville to Magnolia (T5); 2/3-story mixed use beyond (MU1)



Alternative 2: Two Centers

6-story mixed use from East Wash to Oak (T6), a mix of 3- and 4-story from Lakeville to Marina Unlimited (MU1, T5), 6-story mixed use at Luckys



Alternative 3: Consistent Height

5-story mixed use with 4-story frontage entire corridor length (T5.5)



Mod Alt 2 **uses/intensities:**

- MU1 (3 stories)
- MU2 (4 stories)
- T5 (2/4 stories, 6*)
- T5.5 (new, 3/5 stories, PB 4)
- T6 (4/6 stories)

Recommendation

Land Use Designations

- See map
- 3-story stepdowns along the back of Mixed Use 2 parcels

Rationale

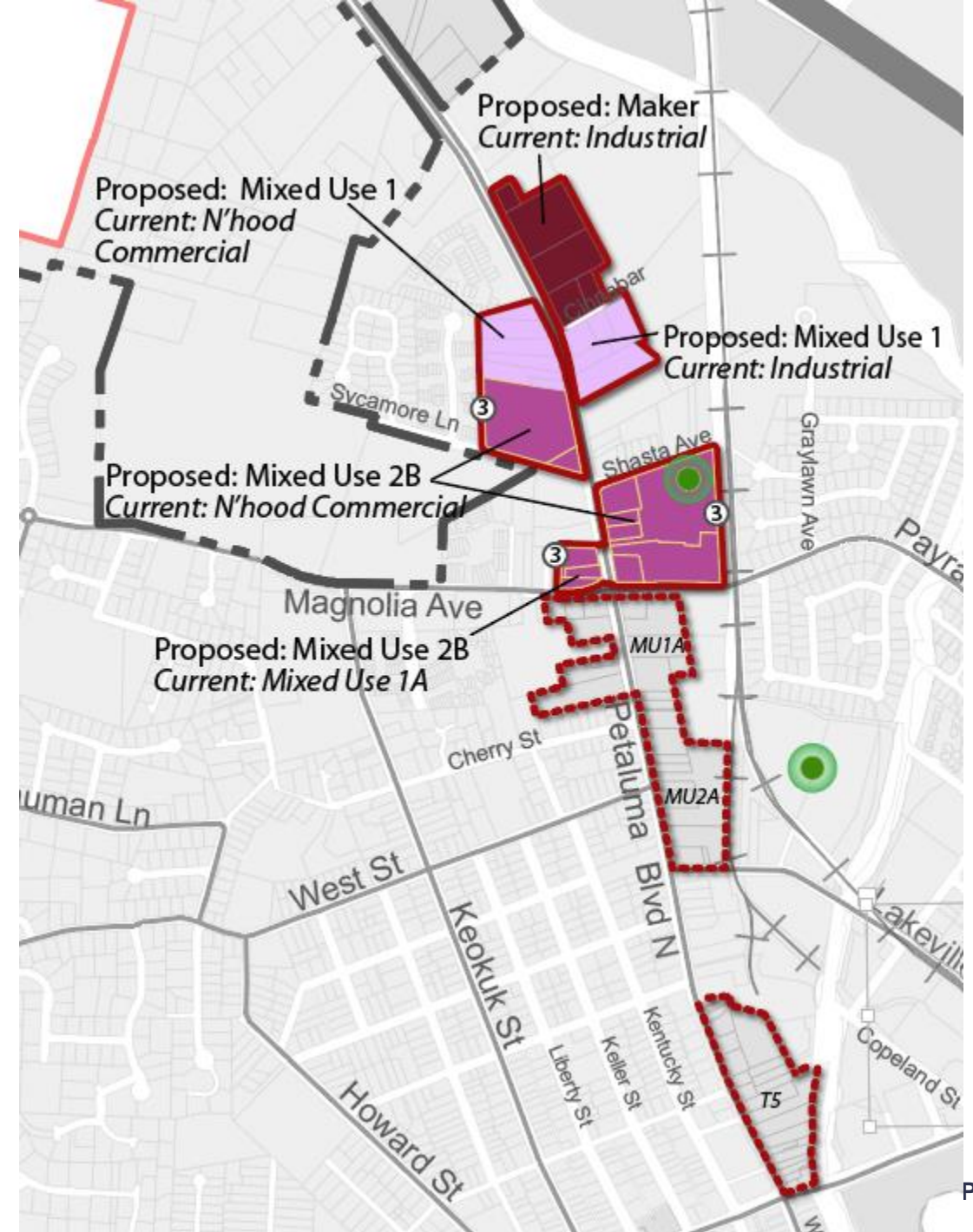
- Activate the entirety of the corridor
- Allow higher densities to support higher-frequency transit
- Foster an appropriately scaled center
- Maintain the historic character of the southernmost block (within the CPSP)

	Maker/ Microbusiness		4 stories, 65'	2.5 FAR
	MU1 Neighborhood Mixed Use		2 stories, 30' (3 in many cases)	15 - 30 DU/Acre

	MU2B Stepdown Mixed Use		4 stories, 50' 3 stories where noted adjacent to R zones/uses (or increased setback)	20-44 DU/Acre
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New Designation (4-story mixed use with 3-story stepdown; standalone residential allowed with active uses/design, i.e., horizontal mixed use)

Could be stepdown to 3 stories OR increased setback (50'-60')



Petaluma Blvd. South

Petaluma Blvd. South

Previous Community Input

Level of Change

Facilitate some redevelopment

Types of New Development

A variety of housing types (townhomes, multifamily), industrial, retail, and open space

What's Currently Allowed

The following types of development are currently allowed along Petaluma Blvd. South (between D and I Streets):

- > South side of Petaluma Blvd. South: Mixed use (up to four stories)
- > North side of Petaluma Blvd. South: Mixed use (up to four stories but no more than three stories fronting the Boulevard)

Drivers of Change

- > Provide more housing near downtown and along key corridors
- > Enhance the character, safety, and ground floor activity along key corridors
- > Create a more walkable, transit-supportive corridor to reduce vehicle miles traveled (VMT)

Land Use Framework Strategies

- > Add a distinctive city "gateway" feature at the Petaluma Blvd South and Caulfield Ln. roundabout
- > Improve corridor aesthetics and streetscape
- > Make walking and biking safer and easier
- > Adjust the allowable height (between two and four stories) on one or both sides of the Boulevard

Existing Conditions



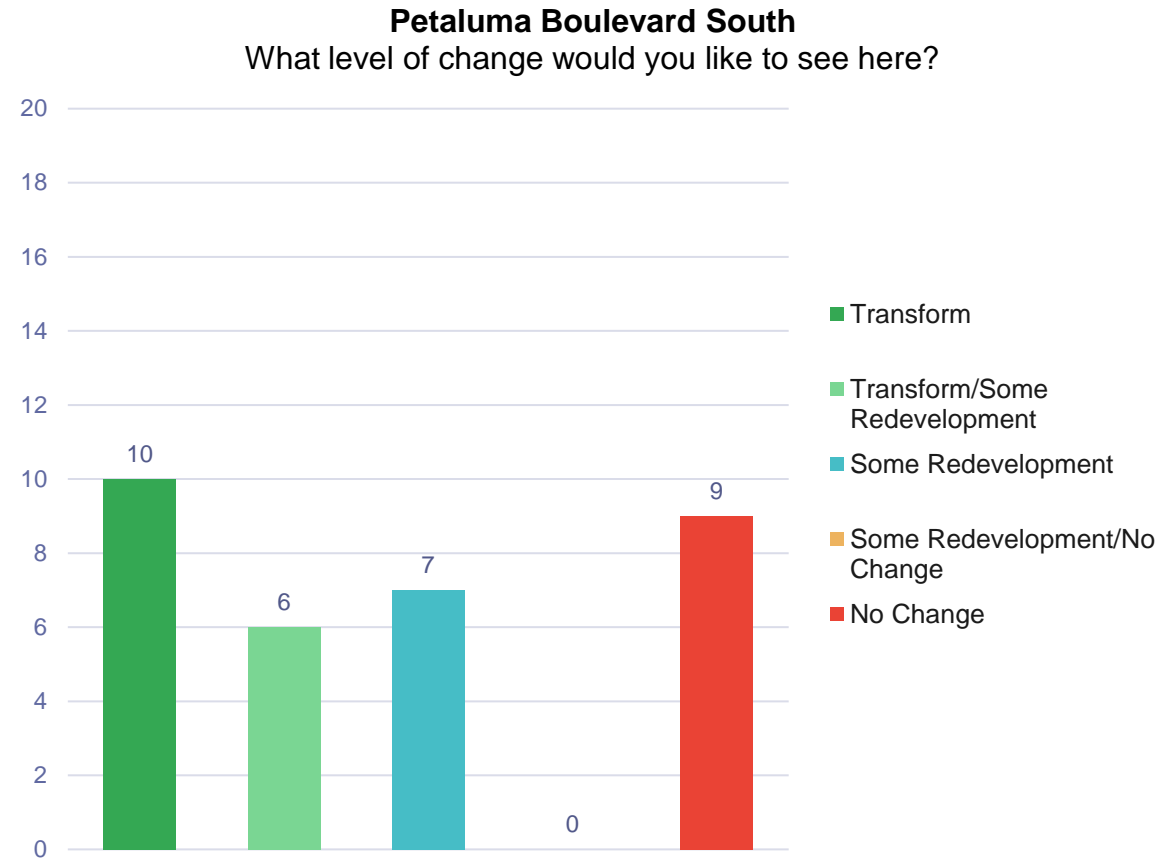
Petaluma Blvd. South looking southeast between E and F Streets

Currently Allowed



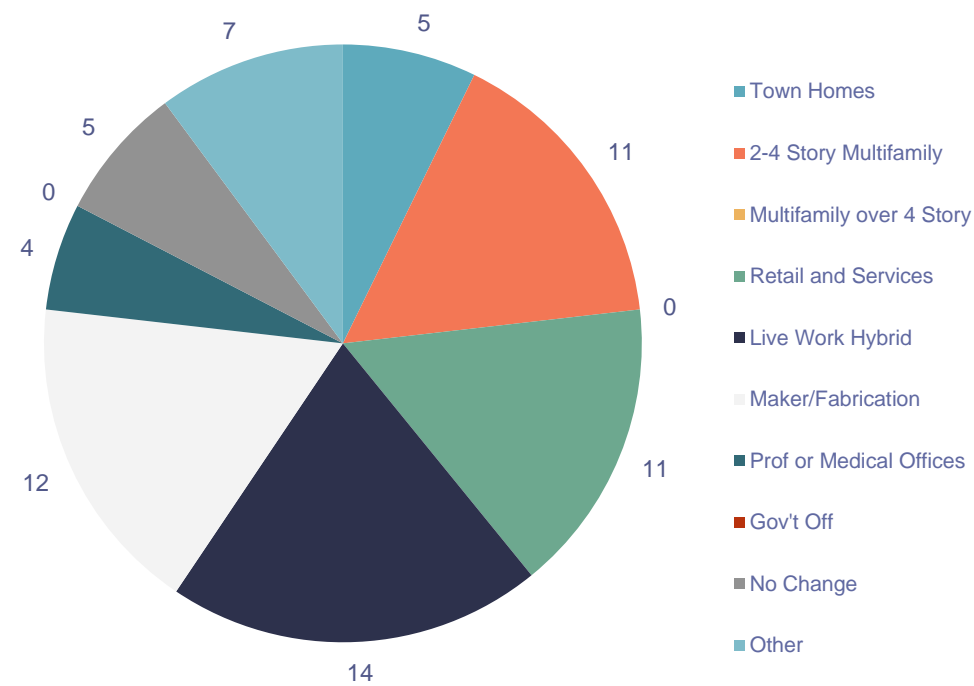
D Street looking west at 1st Street

Petaluma Blvd. South: Public Feedback

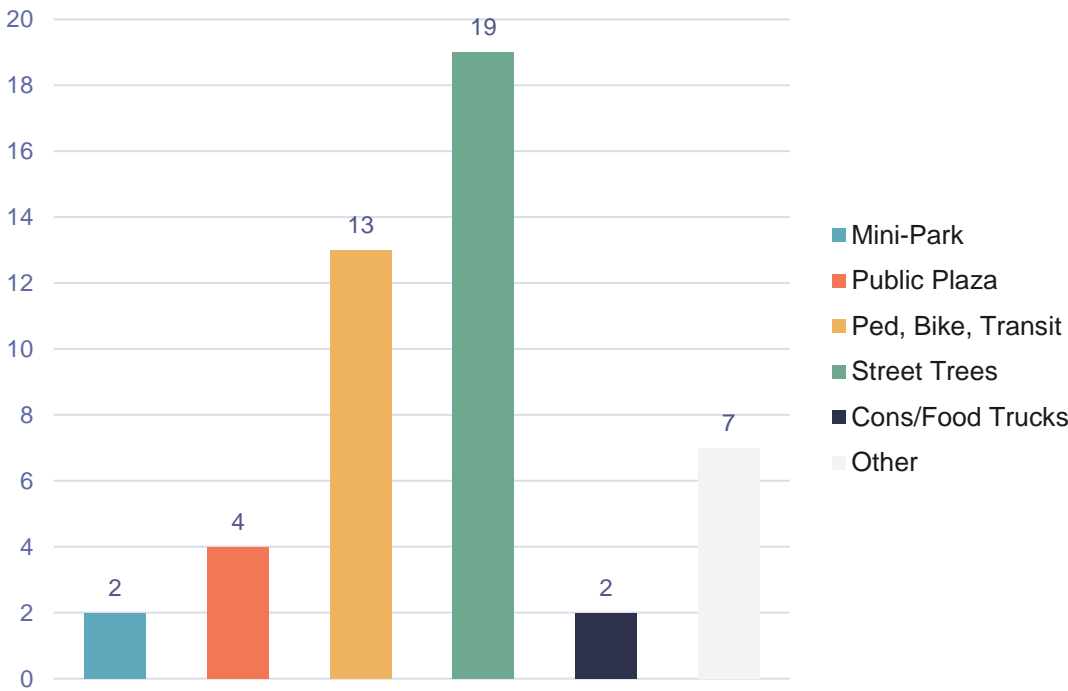


Petaluma Blvd. South: Public Feedback

Petaluma Boulevard South
What type of development would you like to see?



Petaluma Boulevard South
What other improvements are needed here?



Petaluma Blvd. South: Existing GP Land Use

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



Petaluma Blvd. South Land Use Alternative Concepts

Alternative 1: Consistent Stepback

4-story mixed use (MU2) with 3-story frontage on both sides of Petaluma Blvd. South



Alternative 2: Consistent Midrise

4-story mixed use (MU2) on both sides of Petaluma Blvd. South (no stepbacks)



Alternative 3: Feathering Away from the River

4-story mixed use on east side; 2-story mixed use on the west side of Petaluma Blvd. South



Petaluma Blvd. South: Public Feedback

Alternative 1

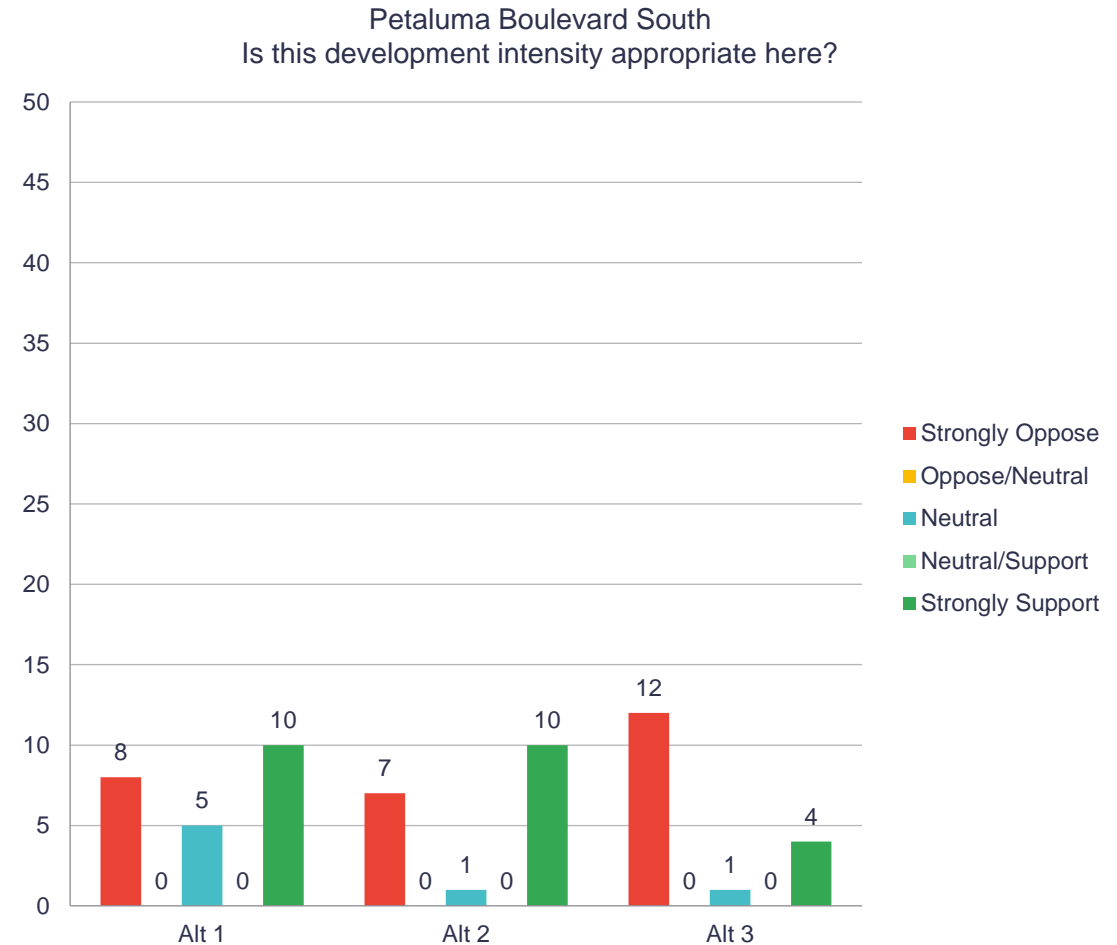
- Neutral
 - Consistent appearance more important than height

Alternative 2

- Support
 - More housing and people near Blvds/Mountain View to have walkable amenities and groceries
- Oppose
 - No more than 3 stories
 - Creates claustrophobic feeling
 - What will happen to all of the historic homes along the blvd that add to Petaluma's unique character and attracts visitors?

Alternative 3

- Oppose
 - Switch this so there is less height towards River so there is more light and open space along River Walk + maintain open space
 - Odd to have 2 different heights
 - Seems unfair to west side of street (2 story restriction)
 - Feels like an arbitrary requirement
 - Would create a canyon effect



Petaluma Blvd. South: Planning Commission Feedback

Alternative 1

- Strongly Support
 - Consistent step back allows for a unified and dignified look to this corridor.

Alternative 3

- Strongly Support
 - Favor the feathering
- Support
 - I prefer alternative 3 with urban corridor design as in Petaluma Blvd, north. Consider utilizing the existing asphalt median for landscape improvements or as space to reassign to the street edges for street trees. It is also important to remove direct access to each property on the Blvd. and require access from the side streets or rear street or alleys. Possibly consider rezoning the whole block, street to street.

General

- Each of the alternatives for Petaluma Blvd. South that are suggested in the document need to consider Petaluma Blvd. as a cohesive corridor and include guidelines that establish design rules for the entire public right of way (from face of building on one side of the street to the face of building on the other side of the street)
- Accomplishing piecemeal development projects along Petaluma Blvd. that don't result in a cohesive corridor and an attractive district that creates a desired sense of place, do not seem to be incorporating good planning principals.

Petaluma Blvd. South: GPAC Recommendation

WG Feedback: Modified Alt 1, with parcels between E and D on the east side of PBS also MU2 with stepback from 4 to 3 stories on the Blvd to ensure new buildings don't overpower Theatre Square.

GPAC member support for WG Alt 1 recommendation: 4

GPAC member support for Alternative 2 as-is: 3

Alternative 1: Consistent Stepback

4-story mixed use (MU2) with 3-story frontage on both sides of Petaluma Blvd. South



Alternative 2: Consistent Midrise

4-story mixed use (MU2) on both sides of Petaluma Blvd. South (no stepbacks)



Alternative 3: Feathering Away from the River

4-story mixed use on east side; 2-story mixed use on the west side of Petaluma Blvd. South



Current uses/intensities:

- MU1 (3 stories)
- MU2 (4 stories)
- T6 (4/6 stories)

Mod Alt 1 uses/intensities:

- MU2 (4 stories)
- T5.5 (3/4 stories, 6*)

Recommendation

Land Use Designations

- No change on north side (4-story mixed use (T5) with 3-story stepback along PBS)
- Change to Neighborhood Center Mixed Use (MU1) on south side
- Change block by Walnut Park Town Center Mixed Use (T5) (previously was T6)

Rationale

- Fosters a mix of 1-, 2- and 3-story development along the corridor
- Creates an inviting, lower scale entry into the Downtown
- Supports a more active, pedestrian-friendly multimodal corridor







Proposed: T5
Current: T6

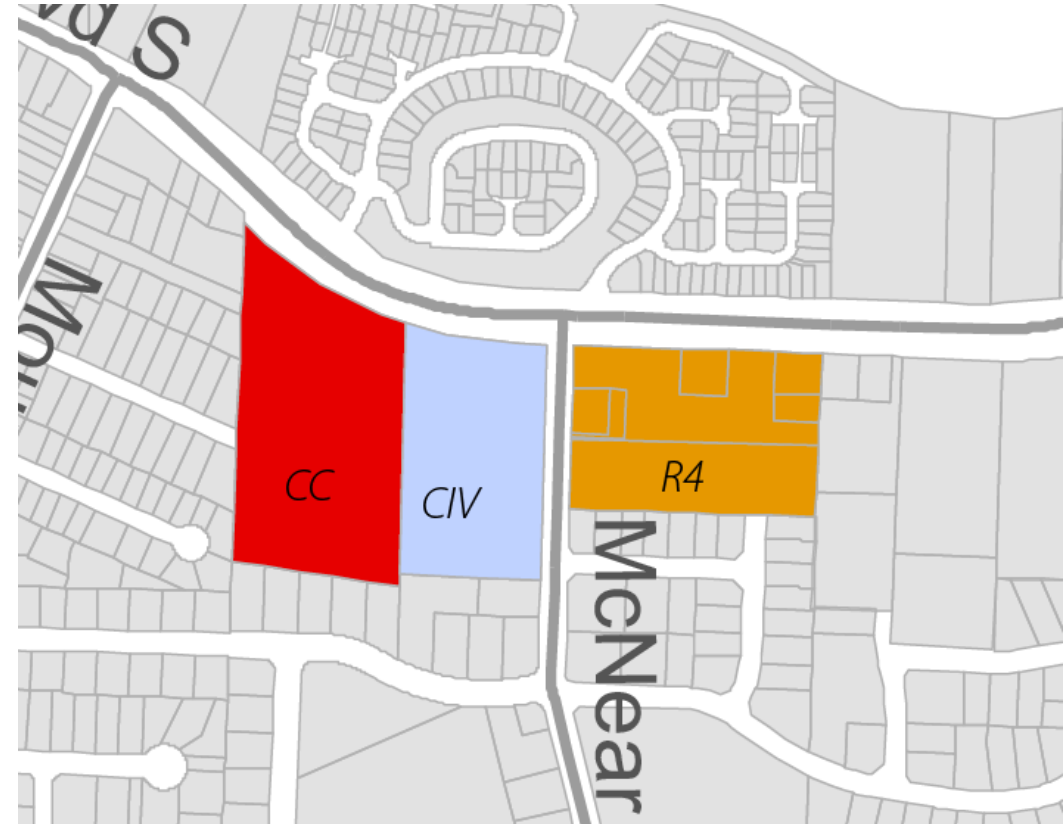
	MU1 Neighborhood Mixed Use		2 stories, 30' (3 In many cases)	15 - 30 DU/Acre
	[T5] Urban Center Mixed Use		4 stories, 50' (up to 6 stories w/ exception) 3 stories fronting Petaluma Blvd S	30 - 55 DU/Acre

Proposed: Mixed Use 1
Current: Mixed Use 2(A)

Bowling Alley & Veteran's Center

Bowling Alley & Veteran's Center: Existing GP Land Use

	Neighborhood Commercial		2 stories	0.8 FAR
	Medium Residential [R4]		3 stories, 35'	8.1 - 18.0 du/acre
	Public		See Table 1	See Table 1

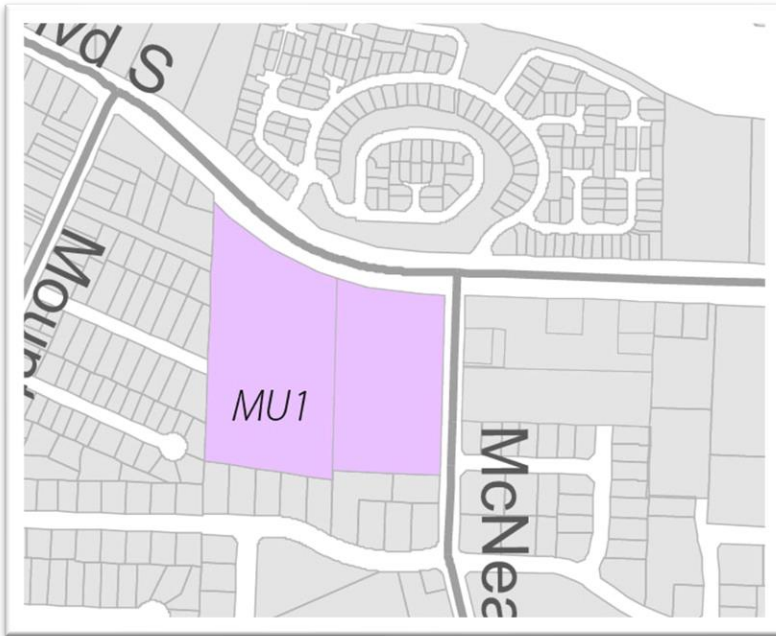


Bowling Alley & Veteran's Center Land Use Alternative Concepts

Alternative 1: Small Neighborhood Center



Diversify to mixed use (Bowling and Veteran's only)



Alternative 2: Medium Neighborhood Center



Intensify and diversify to allow 4-story mixed use (T5)



Alternative 3: Large Neighborhood Center



Intensify and diversify further to allow 5-story mixed use (all)



Bowling Alley & Veteran's Center: Public Feedback

Alternative 1

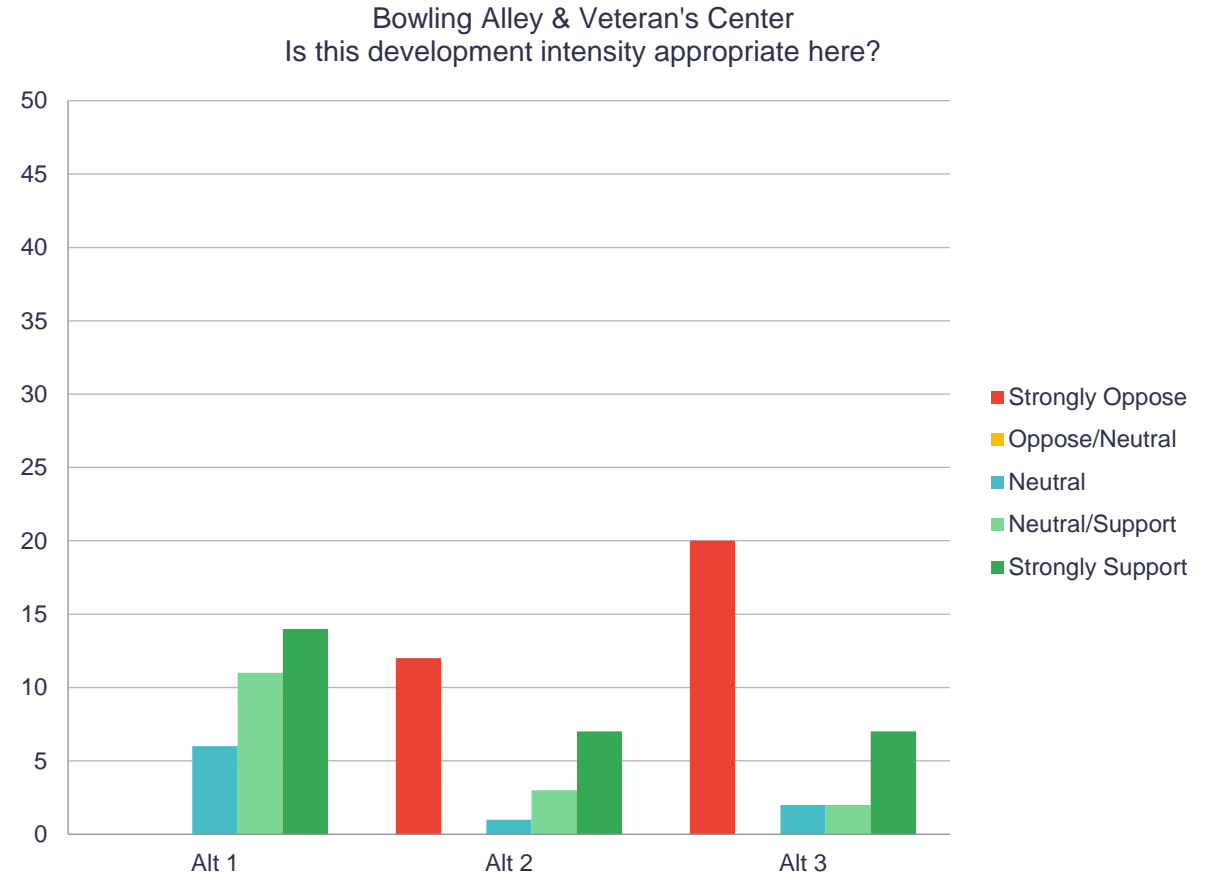
- Support
 - Seems right, looks better than 4+ stories

Alternative 2

- Oppose
 - Need to add affordable housing

Alternative 3

- Support
 - We can have big, new buildings; young families need places to live
- Oppose
 - No more than 4 stories
 - Destroys open space of the area
 - Would love enough density to support real amenities here



Bowling Alley & Veteran's Center: Planning Commission Feedback

Alternative 1

- No feedback

Alternative 2

- Support
 - Favor alternative 2 to be consistent with Pet. Blvd. zoning

Alternative 3

- No feedback

General

- I don't think a neighbor center would be successful here. Maybe we should focus on medium density residential. There are several small retail centers nearby

Bowling Alley & Veteran's Center: GPAC Recommendation

WG Feedback: Alt 2, intensify to Urban Center Mixed Use / T5, four stories, 3 fronting PBS. Better matches the McNear neighborhood on the east side of PBS, if 3 stories fronting PBS. West side of PBS climbs up the hill, so 3 to 4 and up will not be jarring.

There are limited transit options from this location. On the other hand, this would be an ideal location to build smaller units for commuters, close to 101.

GPAC support for WG recommendation: 7/7

Alternative 1: Small Neighborhood Center



Diversify to mixed use (Bowling and Veteran's only)



Alternative 2: Medium Neighborhood Center



Intensify and diversify to allow 4-story mixed use (T5)



Alternative 3: Large Neighborhood Center



Intensify and diversify further to allow 5-story mixed use (all)



Current uses/intensities:

- Neighborhood commercial
- Median Resi
- Public

Mod Alt 2 uses/intensities:

- T5 (2/4 stories, 6*)

Recommendation

Land Use Designations

- Bowling & Veteran's Center: Stepdown Mixed Use (MU2 - 4-story) with 3-story stepbacks adjacent to R zones
- No change on site east of McNear: remains Medium Density Residential (R4 3-story apartment & TH)

Rationale

- Allows a 15-minute center at an appropriate scale
- Allows new housing along a transit-supporting and pedestrian-friendly corridor

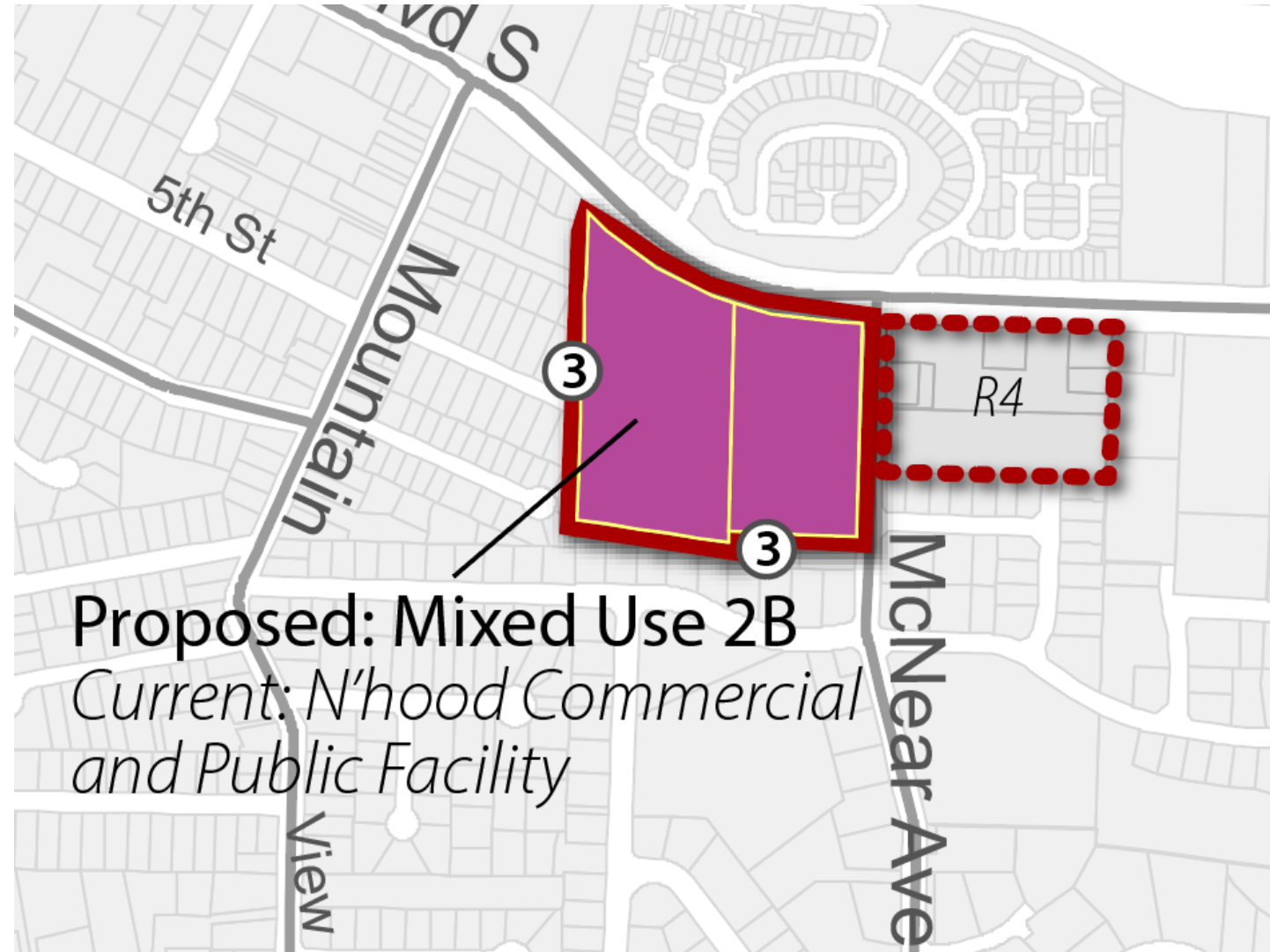


MU2B
Stepdown Mixed
Use



4 stories, 50'
3 stories where
noted adjacent to
R zones/uses (or
increased setback)

20-44 DU/Acre



Washington Square & Plaza Center

Washington Square & Plaza Center

Previous Community Input

Level of Change

Facilitate some transformation of this area

Types of New Development

A variety of housing types (townhomes, multifamily), retail, office, mixed uses, and parks / open spaces

What's Currently Allowed

Regional-serving commercial uses and housing as part of mixed-use buildings (up to 3 stories) is currently allowed in Washington Square and Plaza North/South.

Existing Conditions



South McDowell Blvd looking east at McNeil Avenue

Drivers of Change

- > Provide a mix of housing choices along key corridors
- > Enhance the character, safety, and ground floor activity along key corridors
- > Improve access to community amenities and daily needs
- > Create more walkable, transit-supportive corridors and neighborhoods to reduce vehicle miles traveled (VMT)
- > Improve city entryways

Land Use Framework Strategies

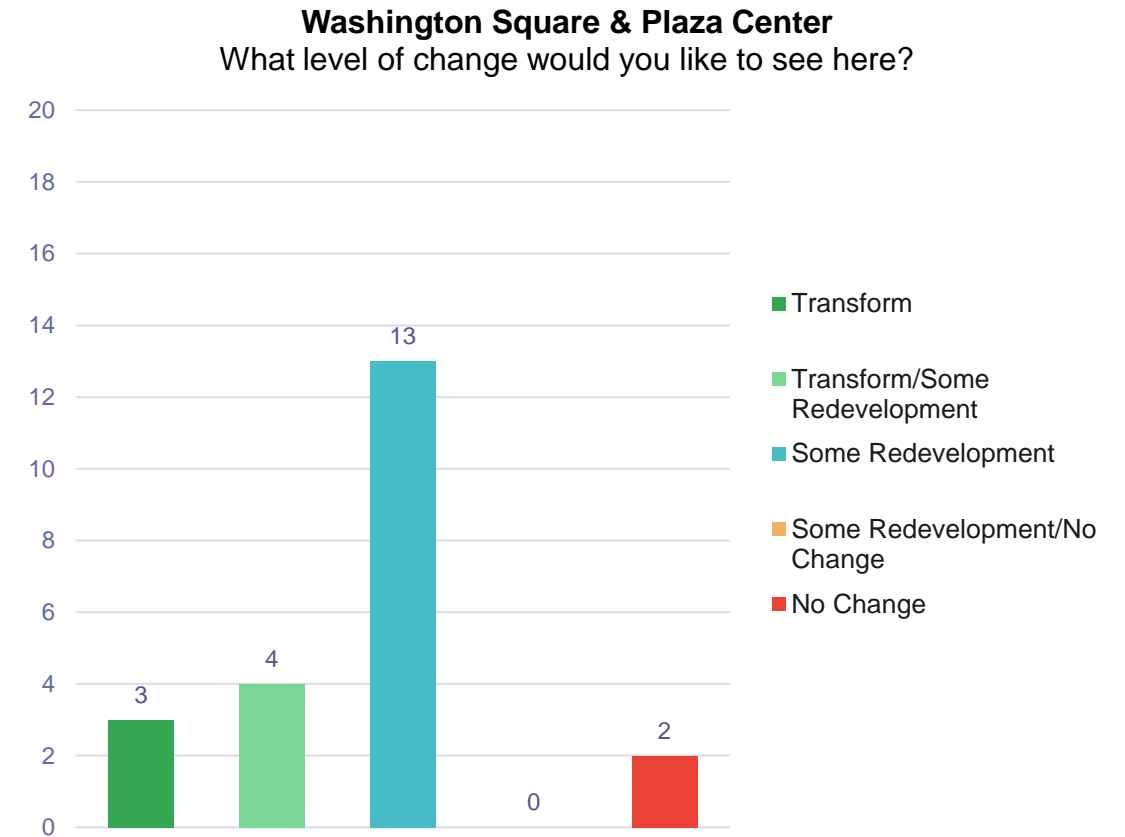
- > Add a distinctive city "gateway" feature on East Washington St. near the 101 interchange
- > Establish a "15-minute town center" at Washington Square Center
- > Make walking, biking, and transit use to and from the area safer and easier
- > Consider allowing three to five story mixed-use development and/or standalone residential development

Currently Allowed



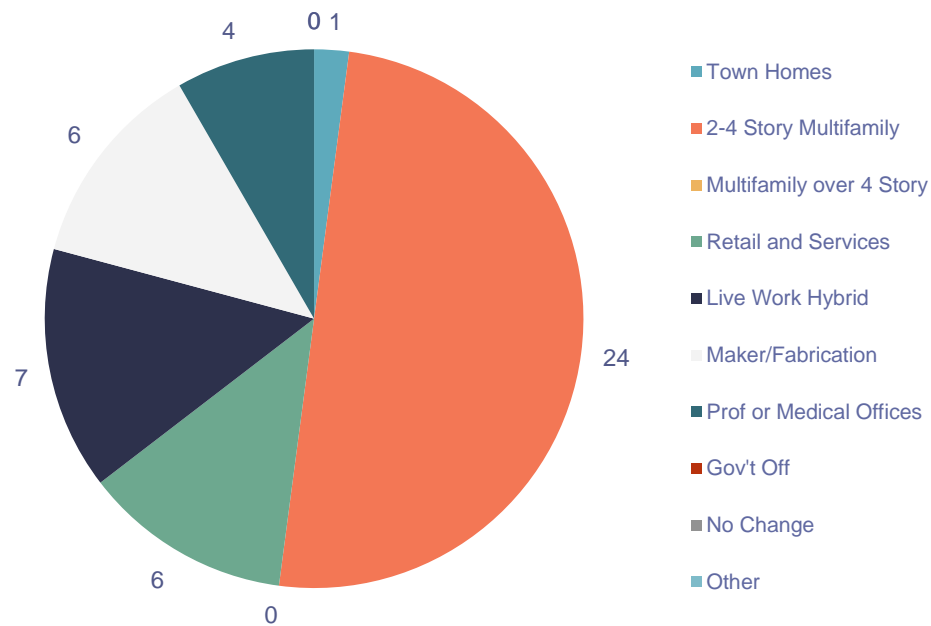
Theater Square Apartments at D Street and Petaluma Blvd South

Washington Square & Plaza Center: Public Feedback

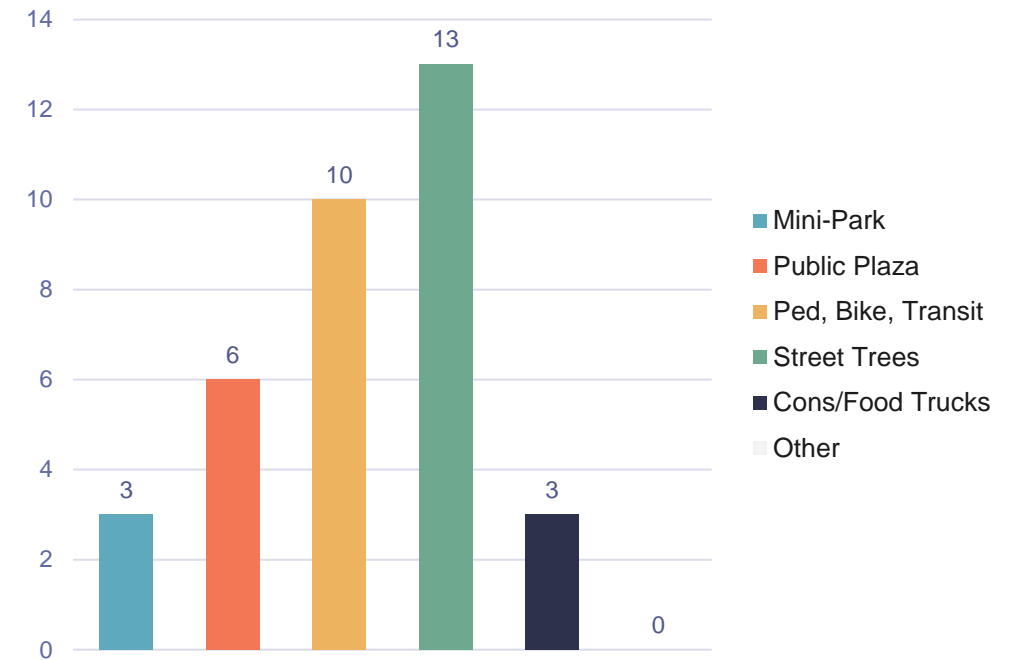


Washington Square & Plaza Center: Public Feedback

Washington Square & Plaza Center
What type of development would you like to see?

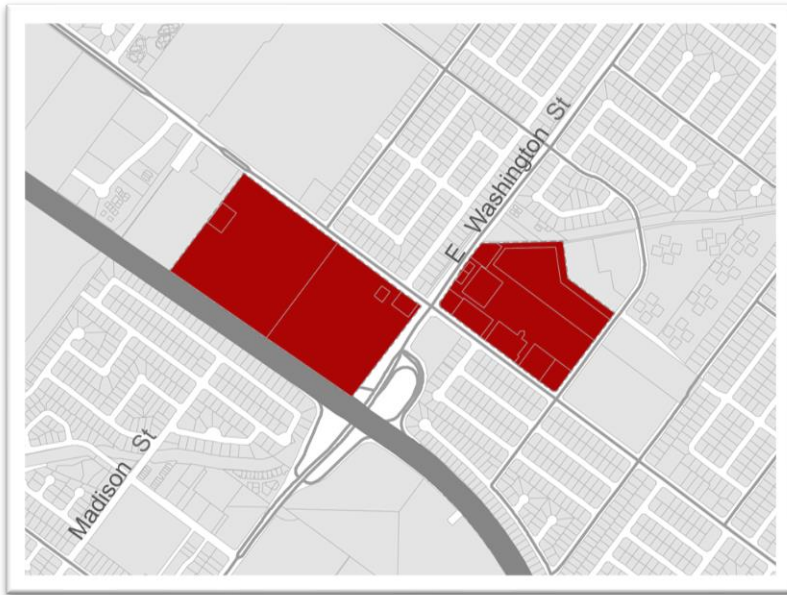


Washington Square & Plaza Center
What other improvements are needed here?



Washington Square & Plaza Center Land Use Alternative Concepts

*Base – No Change
Community Commercial*



Alternative 1: Low-Intensity Neighborhood Centers

Allow 3-story standalone
residential and vertical
mixed use (MU1)



Alternative 2: Major Town Center

Allow 5-story mixed use
with 4-story transition
(T5.5) at Wash Square



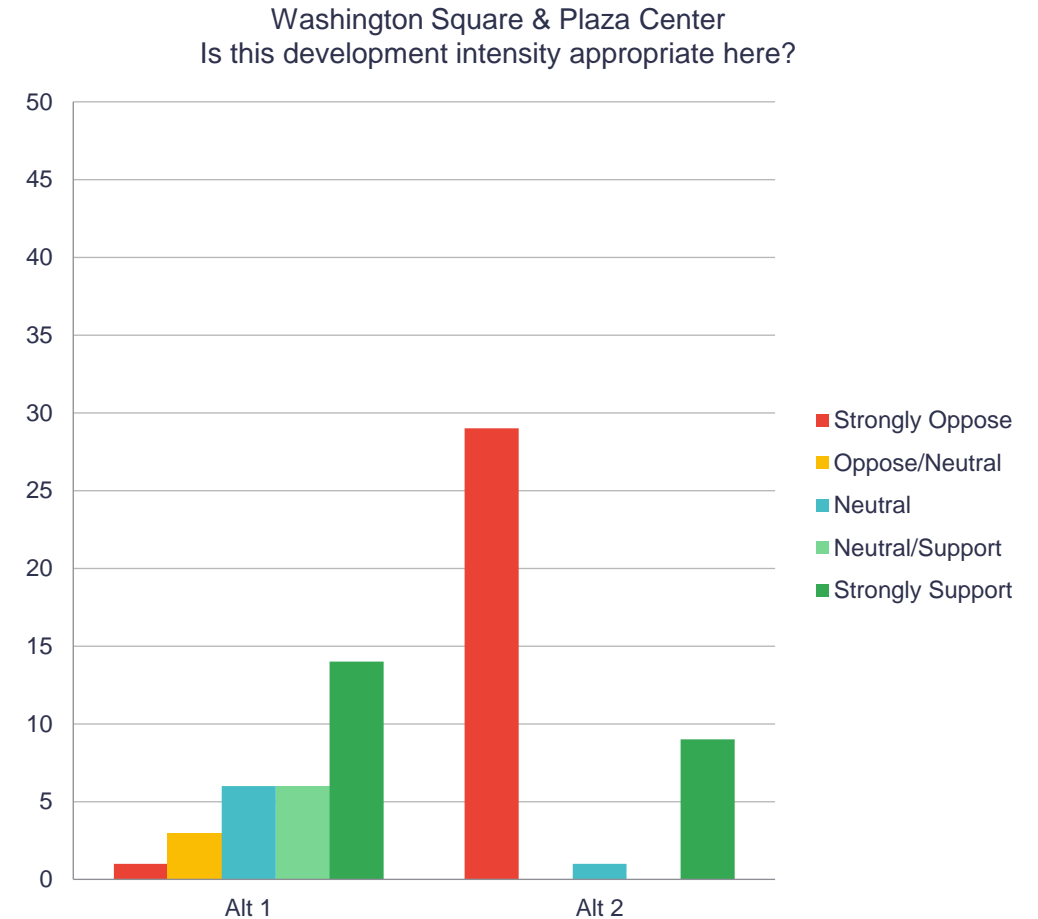
Washington Square & Plaza Center: Public Feedback

Alternative 1

- No comments

Alternative 2

- Support
 - Infill densification immediately alongside areas of commerce cuts commutes
 - We need more density and more housing, with communal areas at the ground floor
- Oppose
 - No more than 4 stories, 2-3 stories is sufficient
 - There would need to be enough setbacks and parking
 - Design needs to match Petaluma character



Washington Square & Plaza Center: Planning Commission Feedback

Alternative 1

- Strongly Support

General

- Adding residential use to this urban center could be done very successfully, but it needs to be a by- product of an overall master plan which considers pedestrian movement, parks or parklets for children, parking lot landscape and overall site improvements which would make the Center more attractive to live in.
- Stacked housing over commercial is also worth considering but will require a developer who can deal in both residential and commercial leasing, one on top of the other. This type of developer/investor is not easy to find and the stacked land use condition seems to be avoided due to a number of issues.

Washington Square & Plaza Center: GPAC Recommendation

WG Amended Feedback: Alt 2 preferred with modifications - T6 at Plaza Center and T5.5 at Washington Square

GPAC support for amended WG group proposal: 7/7

*Base – No Change
Community Commercial*



Alternative 1: Low-Intensity Neighborhood Centers

Allow 3-story standalone
residential and vertical
mixed use (MU1)



Alternative 2: Major Town Center

Allow 5-story mixed use
with 4-story transition
(T5.5) at Wash Square



Current uses/intensities:

- Community commercial

Alt 2 uses/intensities:

- MU2 (4 stories)
- T5.5 (3/5 stories)

Recommendation





Land Use Designations

- Plaza North: Urban Corridor Mixed Use (T5.5 - 5-story)
- Plaza South & Washington Square: Stepdown Mixed Use (MU2B - 4-story mixed use with 3-story stepdown or increased setback)

Rationale

- Encourages mixed-used redevelopment as a 15-minute activity center
- Stepdown matches the lower-scale adjacent housing



	<i>MU2B</i> Stepdown Mixed Use		4 stories, 50' 3 stories where noted adjacent to R zones/uses (or increased setback)	20-44 DU/Acre
	<i>[T5.5]</i> Urban Corridor Mixed Use		5 stories, 60'	30 - 72 DU/Acre

Casa Grande

Casa Grande Center

Previous Community Input

Level of Change

Facilitate some redevelopment

Types of New Development

A variety of housing types (townhomes, multifamily), open space, and other

What's Currently Allowed

The vacant site next to Casa Grande High School currently allows medium-density residential development (up to 3 stories).

Drivers of Change

- > Prioritize infill development and develop underutilized land
- > Provide a mix of housing choices
- > Improve access to community amenities and daily needs

Land Use Framework Strategies

- > Establish a "15-minute neighborhood center" at this site
- > Make walking and biking to and from the area safer and easier
- > Encourage mixed-use development, including live/work units
- > Consider allowing three to five story residential development and/or four story mixed use

Existing Conditions



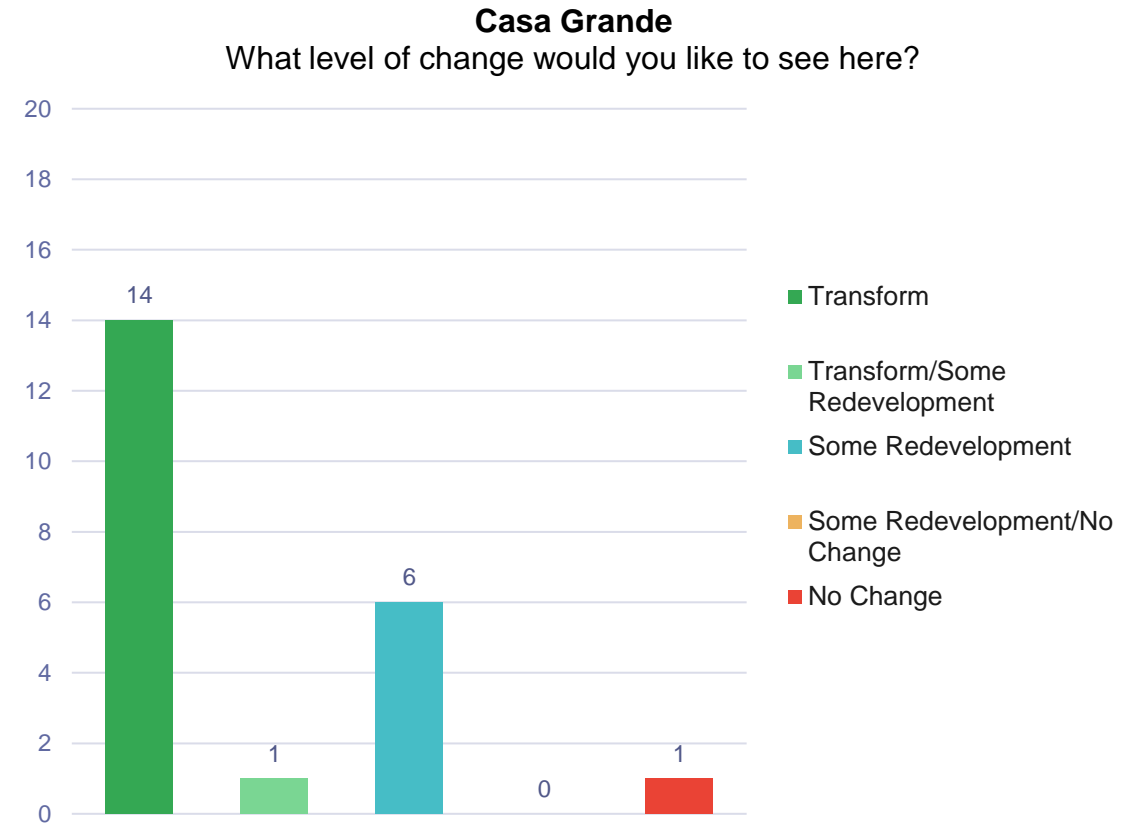
Casa Grande Area

Currently Allowed



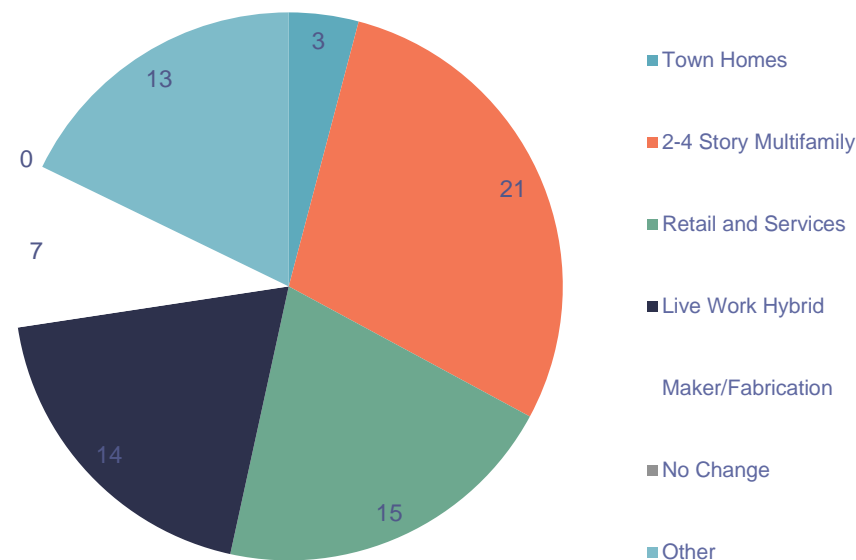
Artisan Apartments on Maria Drive

Casa Grande Center: Public Feedback

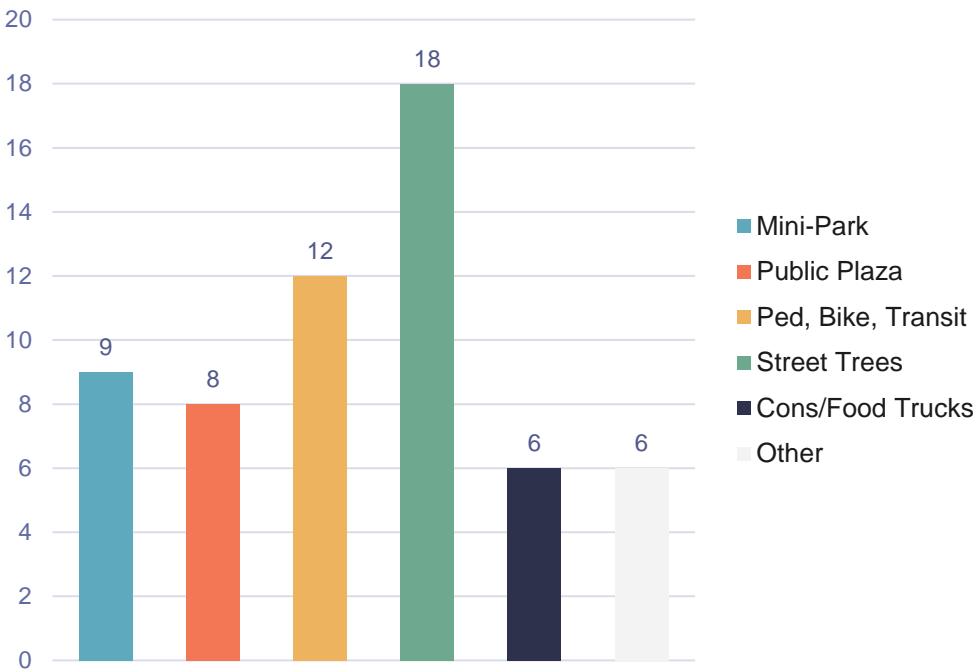


Casa Grande Center: Public Feedback

Casa Grande
What type of development would you like to see?



Casa Grande
What other improvements are needed here?



Casa Grande Center: Existing GP Land Use



Medium
Residential
[R4]



3 stories, 35'

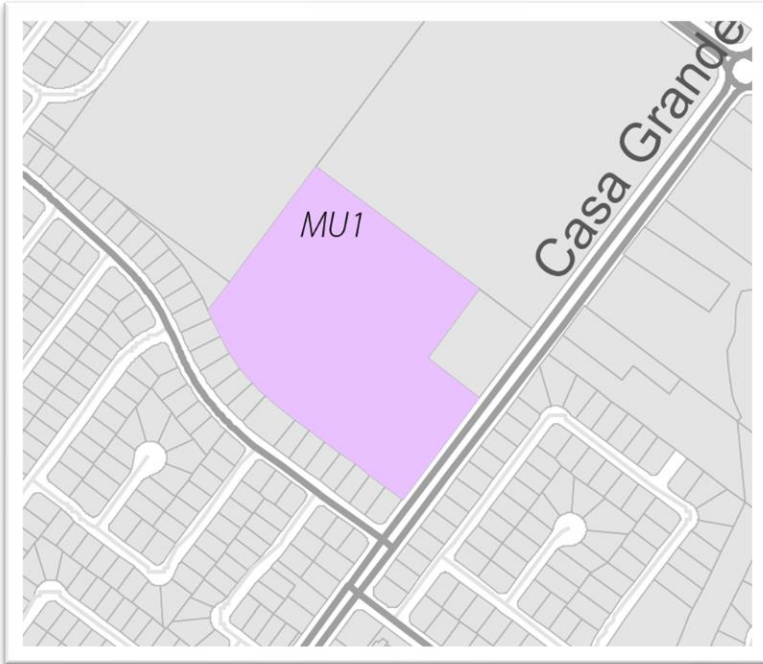
8.1 - 18.0 du/
acre



Casa Grande Center Land Use Alternative Concepts

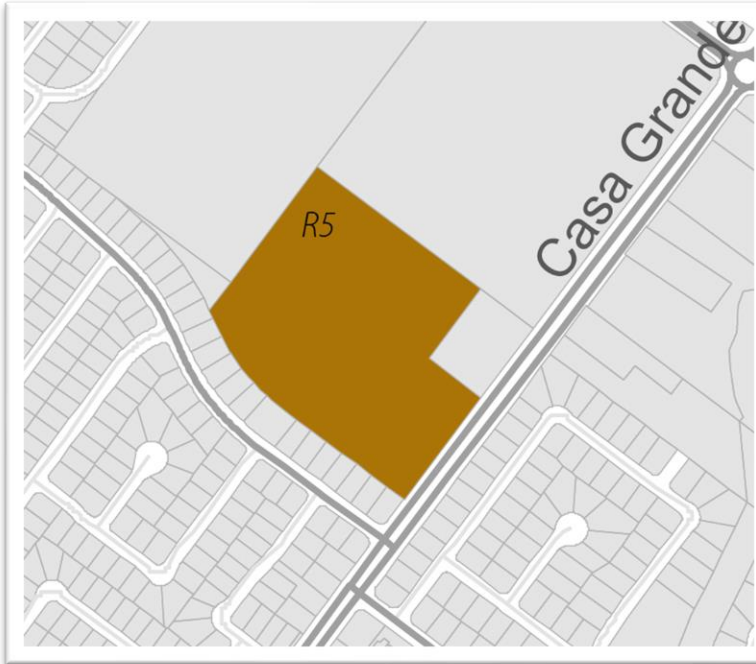
Alternative 1: Live/Work

Allow and incentivize mostly
2 and 3-story live/work
development (MU1)



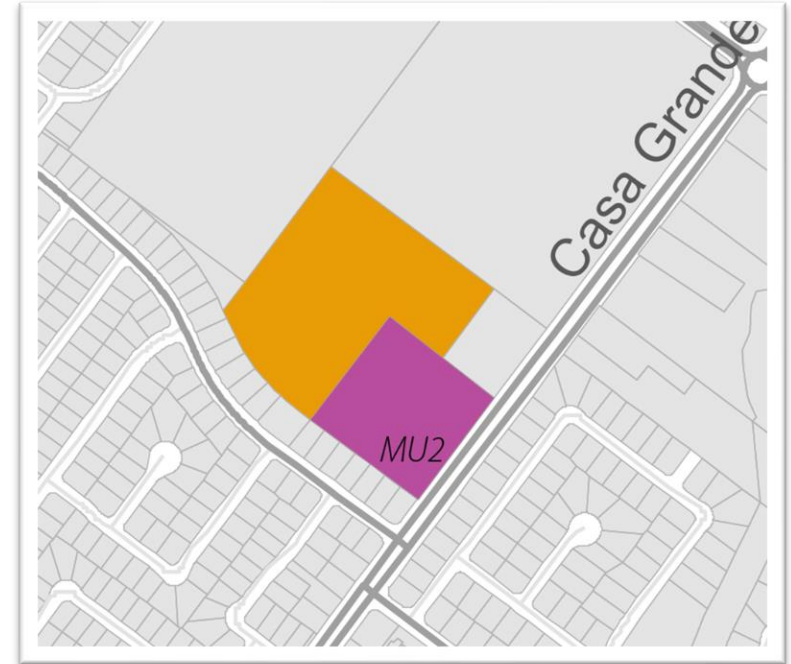
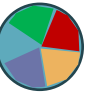
Alternative 2: Dense Neighborhood

Intensify to High-Density
Residential, 5 stories and 45
units/acre (R5)



Alternative 3: Medium Neighborhood Center

Intensify street-adjacent
portion to 4-story mixed
use (MU2)



Casa Grande Center: Public Feedback

Alternative 1

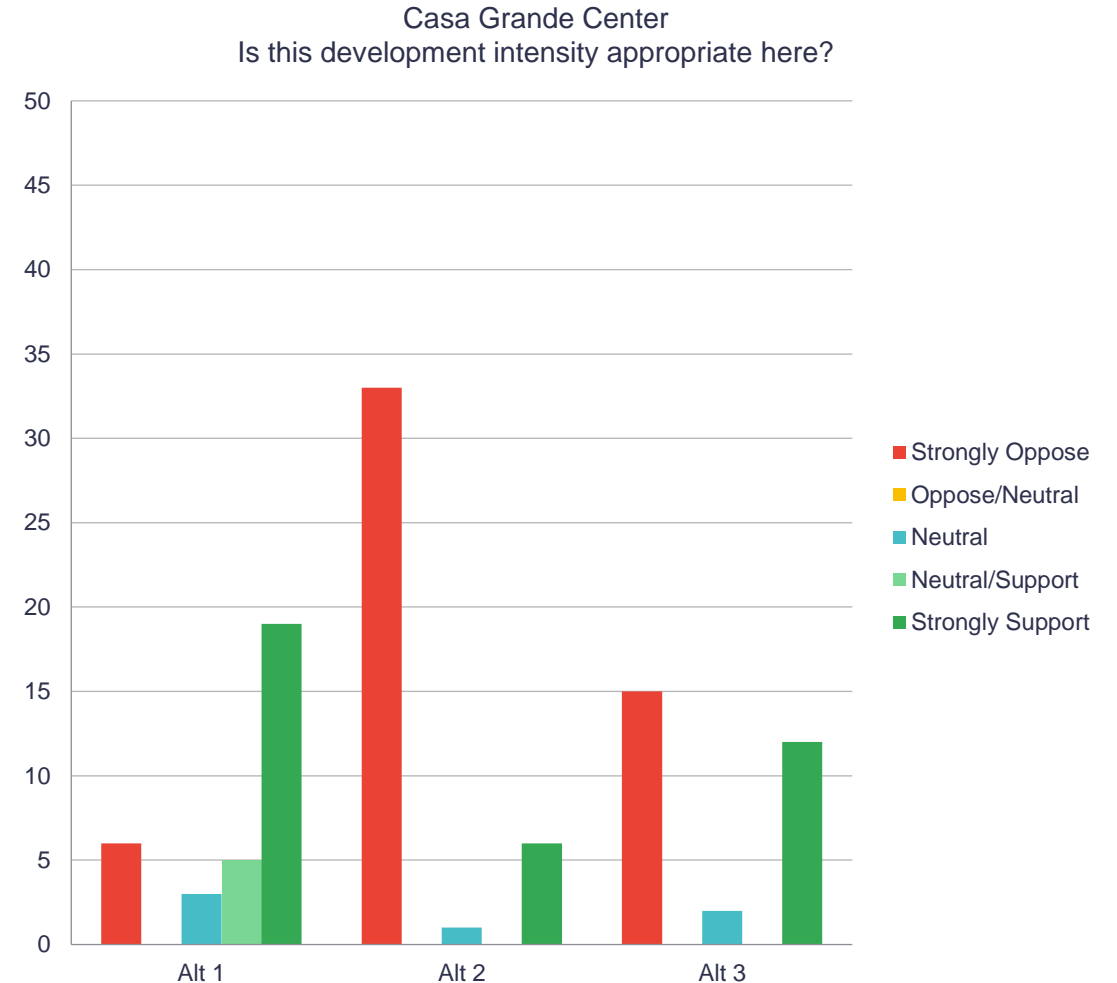
- Support
 - Create condos, teacher, and affordable housing
 - Add more food and retail, keep students closer to the school

Alternative 2

- Neutral
 - Need shopping and small offices options in this part of town
- Oppose
 - Too dense for the neighborhood, not enough public transit
 - Improve the public transit system first

Alternative 3

- Support
 - Young people need somewhere to live
- Oppose
 - Too dense
 - Not enough public transit



Casa Grande Center: Planning Commission Feedback

Alternative 1, 2 & 3

- No feedback

General

- Do not feel that any of the suggested alternatives would be viable in this heavily traveled area. The high school and completed and proposed projects across the street are components that need to be fully included in any alternative.
- Discussed with City schools their vision for property?

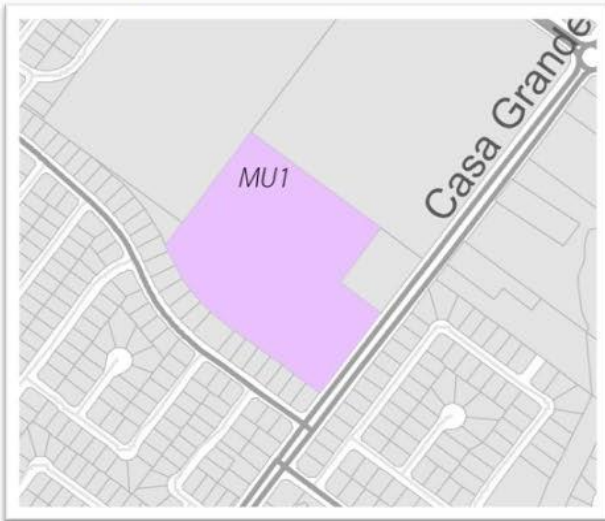
Casa Grande Center: GPAC Recommendation

WG Feedback: Modified Alt 3, replace the Medium Density Residential (up to 3 stories) with High Density Residential (up to 4 stories), and expand designation to entire property

GPAC support for WG recommendation: 7/7

Alternative 1: Live/Work

Allow and incentivize mostly 2 and 3-story live/work development (MU1)



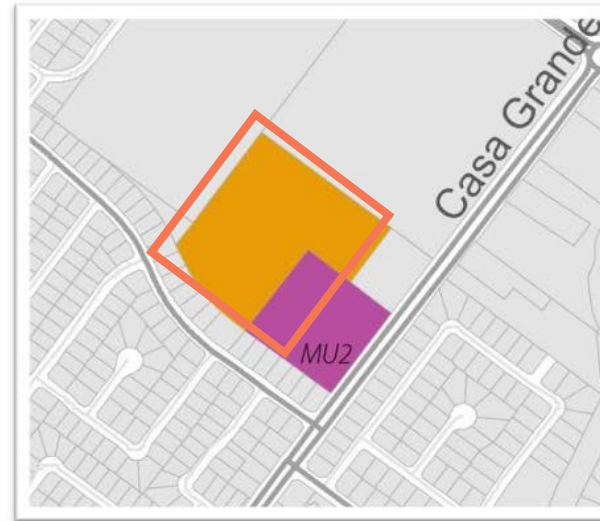
Alternative 2: Dense Neighborhood

Intensify to High-Density Residential, 5 stories and 45 units/acre (R5)



Alternative 3: Medium Neighborhood Center

Intensify street-adjacent portion to 4-story mixed use (MU2)



Alt 3 uses/intensities:

- MU2 (4 stories)
- High Density Resi (4 stories)

Recommendation

Land Use Designations

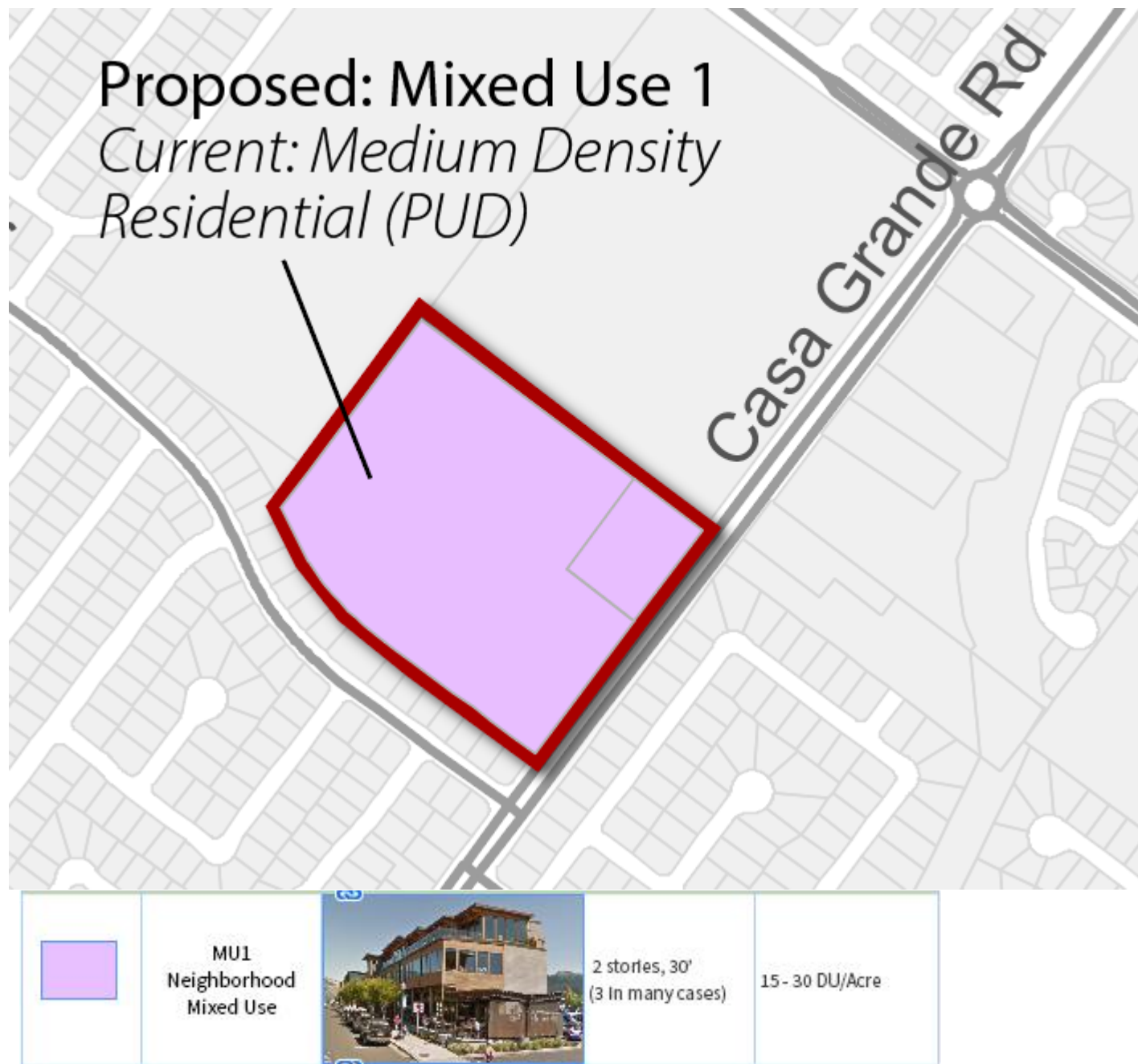
- Alt 1: Change to Neighborhood Center Mixed Use (MU1 - 3-story mixed use)

Rationale

- Allow infill (teacher) housing
- Allow small-scale commercial development

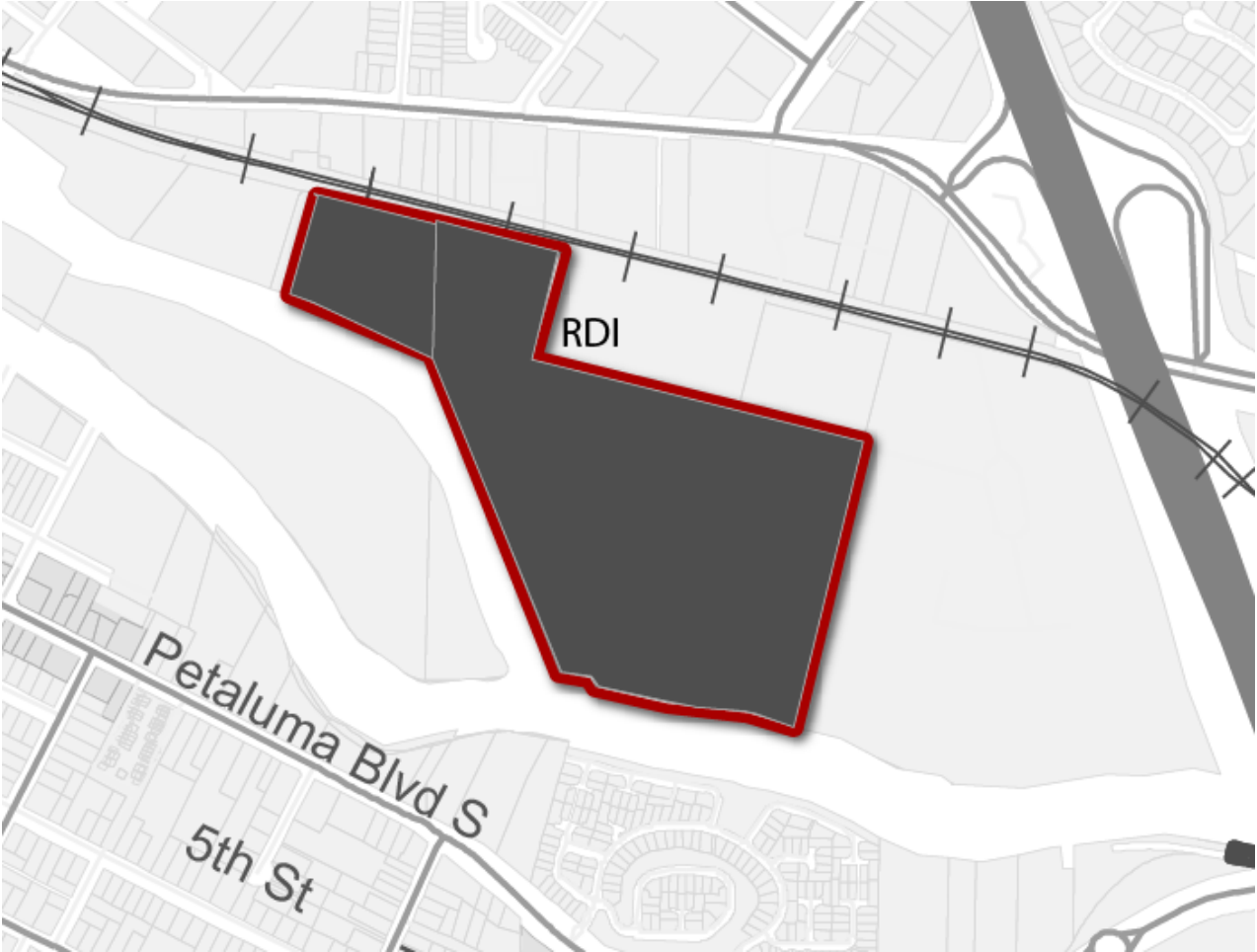
Questions

- In a PUD. How should we approach GPLU changes in PUDs?



River Park

River Park: Existing GP Land Use



	RDI River-Dependent Industrial		6 stories	<i>None (matches T6 zone)</i>
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River Park Land Use Alternative Concepts

Alternative 1: Missing Middle Focus

Mix of 2- and 3-story townhouses and low rise apartments



Alternative 2: Focus on Activity Center

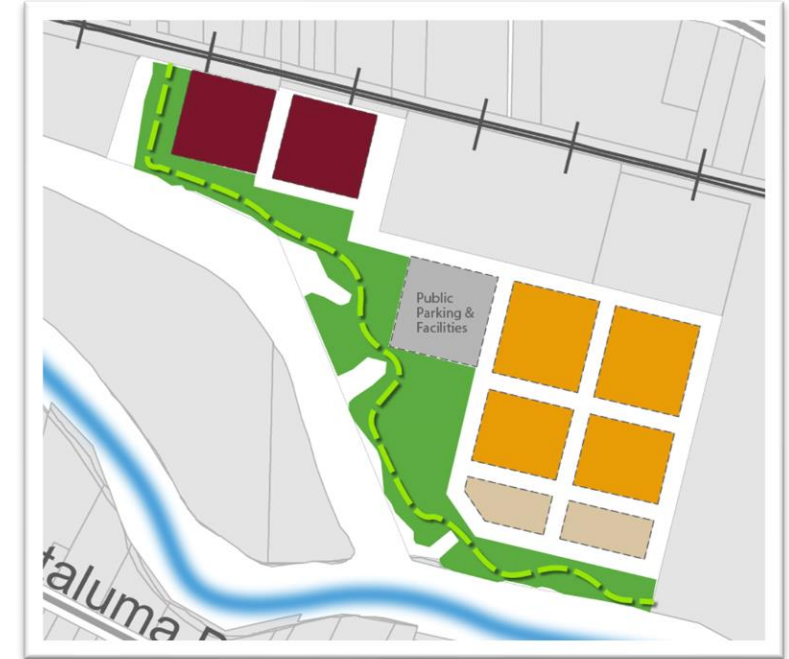
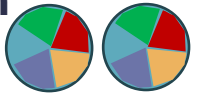


Focus around a four- and five-story mixed-use neighborhood center



Alternative 3: Balance of Residential & Non-Residential

Clustered 3-story Medium-Density Residential, with Maker by Hopper



River Park: Public Feedback

Alternative 1

- Support
 - Adds charm and the Downtown feeling
 - Supports small and local businesses
 - No more than 3 stories
 - There must be enough parking for new housing
 - Improve the circulation and access

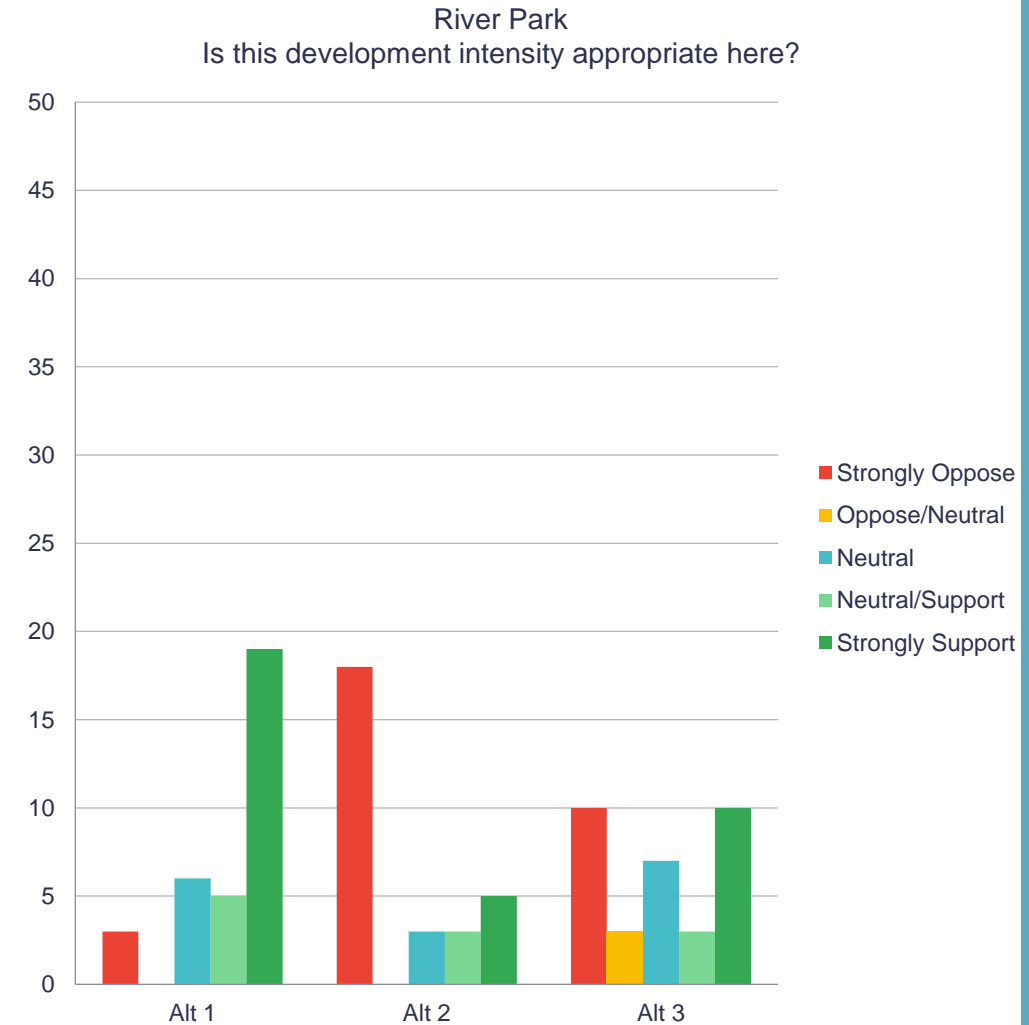
Alternative 2

- Support
 - Creates a destination and new retail and café opportunities
- Oppose
 - No more than 4 stories, will block views

- There is no parking here to support this type of development, too crowded
- Need more connecting roads

Alternative 3

- Support
 - Adds more housing and retail/commercial opportunity
- Oppose
 - The densest housing is shown in more flood-prone areas and inaccessible area
 - Will block views



River Park: GPAC Recommendation

WG Feedback: Maximize equity access to the River with dense housing and some public parking. Modified Alt 2: Downtown Mixed Use / MU2 (4 stories), Urban Corridor Mixed Use / T5.5 (5 stories). Intensify use with Oyster Cove as starting point., feathering up from Oyster Cove (from 3 stories to 4 stories) and up to 5 stories back from the River.

GPAC members support WG recommendations: 1

GPAC members support the team in capturing GPAC ideas and reflecting them in a new version of alternative (a mix of Alt 2 and 3 with height limited immediately adjacent to the river, not above 4 stories): 6

Alternative 1: Missing Middle Focus

Mix of 2- and 3-story townhouses and lowrise apartments



Alternative 2: Focus on Activity Center

Focus around a four- and five-story mixed-use neighborhood center



Alternative 3: Balance of Residential & Non-Residential

Clustered 3-story Medium-Density Residential, with Flex/Maker by Hopper



Mod Alt 2 uses/intensities:

- MU2 (4 stories)
- T5.5 (new, 5 stories)

River Park: Planning Commission Feedback

Alternative 1

- Neutral
 - This planning area is part of a specific planning zone and should be evaluated in a cohesive manner as such, with existing development represented and considered as part of the whole. It is not appropriate to consider this as an isolated project.
 - Seems the most appropriate given the overall specific plan commitments.

Alternative 2

- Strongly Support
- Support
 - 4 and 5 story mixed use sounds good, but I don't think the section closest to the train station should be Public Parking and Facilities. Would move those down into the center as in Alt 3 so they're not taking prime real estate for would-be commuters and can be more closely tied to park access.

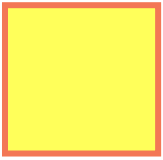
Alternative 3

- Support
 - Love the idea of Flex/Maker by Hopper, and unsure about the other choices. Would like to see most of the land remain open space or park land.

River Park: GPAC Recommendation

Mod Alt 2 uses/intensities:

- MU2 (4 stories)



- T5.5 (new, 5 stories)



Alternative 2: Focus on Activity Center



Focus around a four- and five-story mixed-use neighborhood center



Recommendation

Land Use Designations

- Stepdown Mixed Use (MU2B: 4-story with 3-story stepdown or increased stepback abutting Residential)

Rationale

- Allow a diverse mix of housing and employment uses
- Activate with lower intensities near the River

Land Use Strategies

- Conceptual vision supported by the City/community:
 - Maker/Microbusiness for Hopper block
 - MU2 (4-story) to foster a 15-minute center
 - R5 (4-story apartments) across from McNear Landing
 - R4 (3-story TH) to step down to river
 - Diverse Low Residential (2-story TH & SFR) next to river
- Draft policies to guide future development and wait on Master Plan from owners.

Proposed: Maker
Current: RDI



Maker/
Microbusiness



4 stories, 65'

2.5 FAR



MU2B
Stepdown Mixed
Use



4 stories, 50'
3 stories where
noted adjacent to
R zones/uses (or
increased setback)

20-44 DU/Acre

Proposed:
Mixed Use 2B
Current: RDI

3

Petaluma Blvd S

Upstream River-Adjacent

Upstream River-Adjacent Areas

Previous Community Input

Level of Change

Facilitate some redevelopment

Types of New Development

A variety of housing types (townhomes, multifamily), industrial, retail, and parks / open spaces

What's Currently Allowed

Undeveloped river-adjacent parcels north of the weir between 101 and the River currently allow either:

- > Single- and multi-family housing (up to 3 stories) or
- > Region-serving shopping and services (up to 3 stories)

On the southwest side of the River, river-adjacent parcels occupied by industrial uses currently allow a mix of multi-family housing, shopping, services, and offices (up to 2 stories).

Setbacks from the top of the riverbank established in the River Access and Enhancement Plan are considered when determining setbacks for any development proposal.

Existing Conditions



Upstream River-adjacent Areas

Drivers of Change

- > Protect open space to support the Petaluma River's ecological function and riparian habitats
- > Enhance public access to/ across the River corridor
- > Provide additional flood retention capacity to adapt to forecasted regular flooding

Land Use Framework Strategies

- > Enhance the Petaluma River's natural habitats and watershed
- > Preserve open space and expand access along the River
- > Preserve Petaluma's unique identity rooted in the River
- > Mitigate flooding
- > Consider not allowing housing on the southwest side of the river
- > Consider only allowing parks and open space on the undeveloped parcels between 101 and the River

Currently Allowed



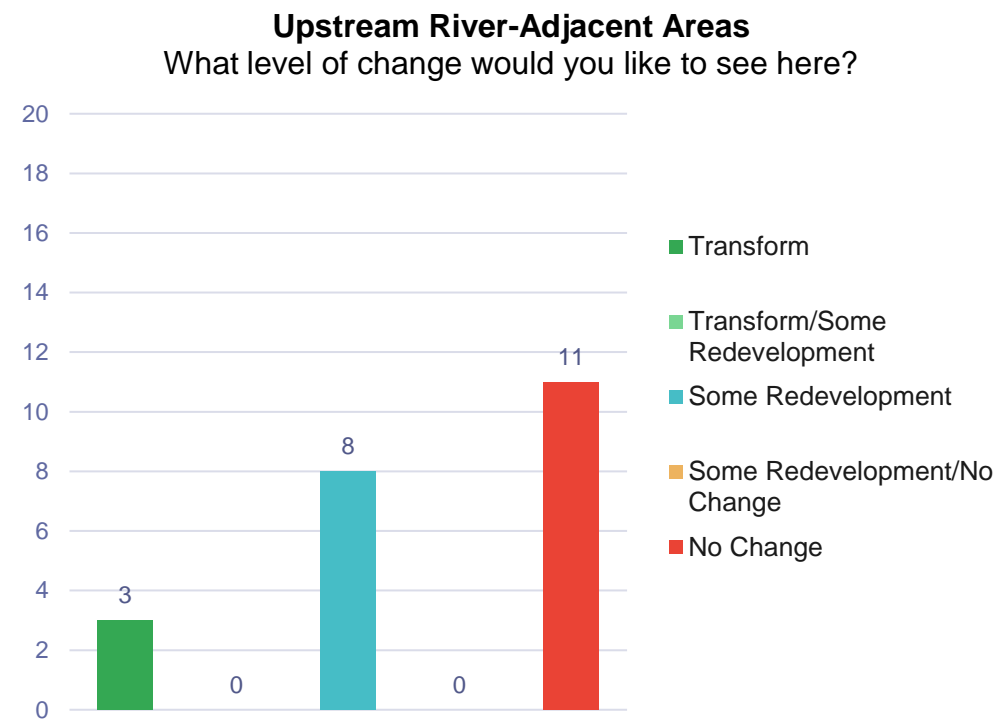
2-story mixed use (Oak Walk Apartments, Emeryville, CA)

3-story residential (Artisan Apartments)

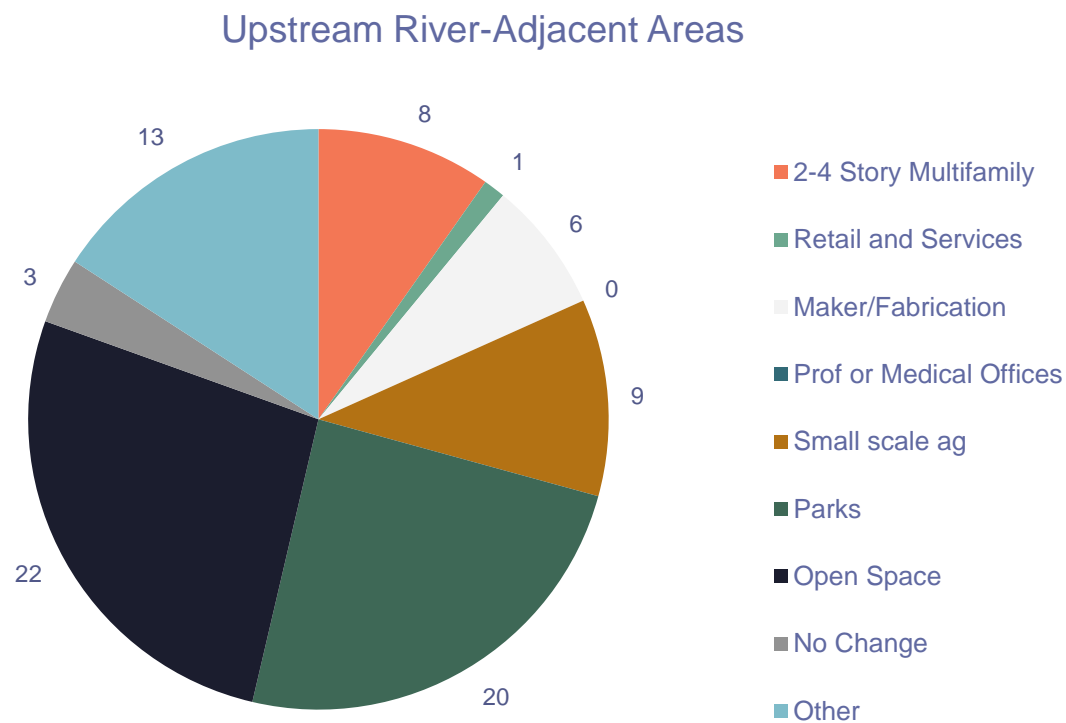
3-story community commercial (Target at Washington Place)

Upstream: Public Feedback

What level of change would you like to see here?

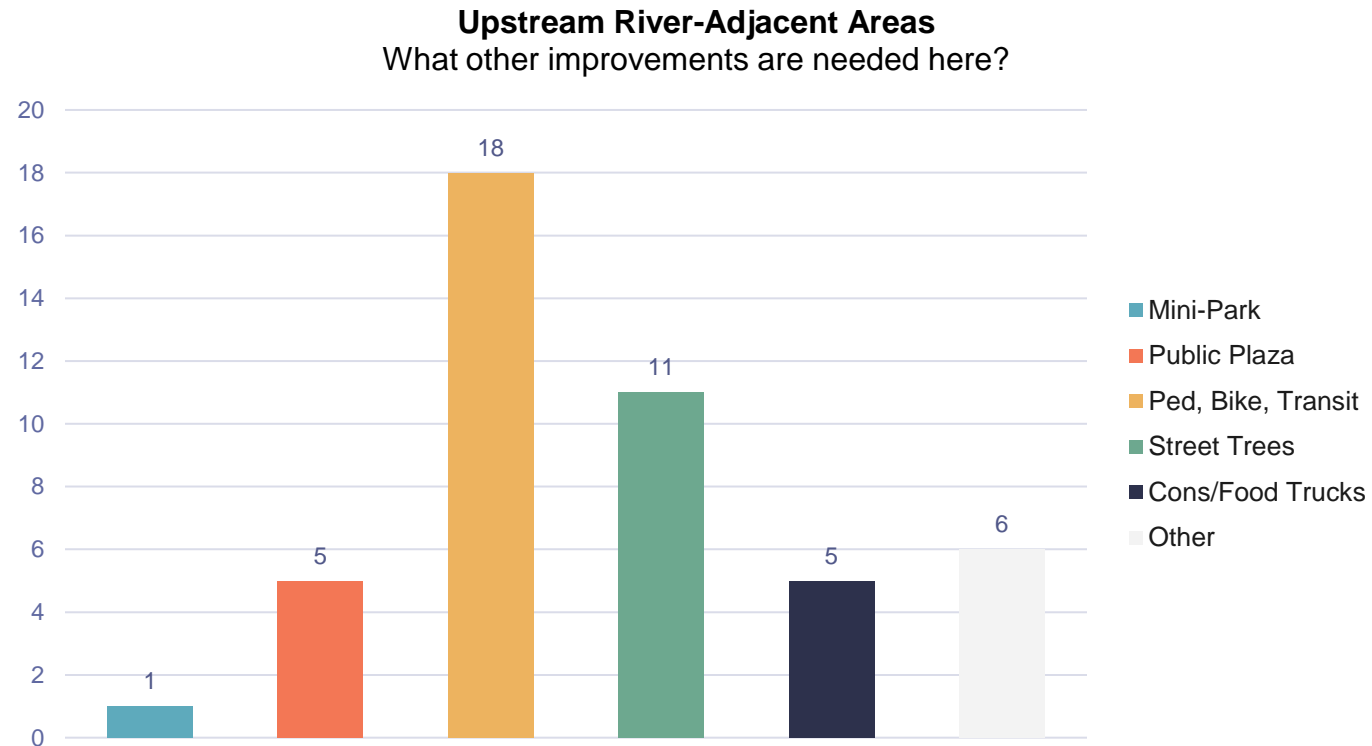


What type of development would you like to see?



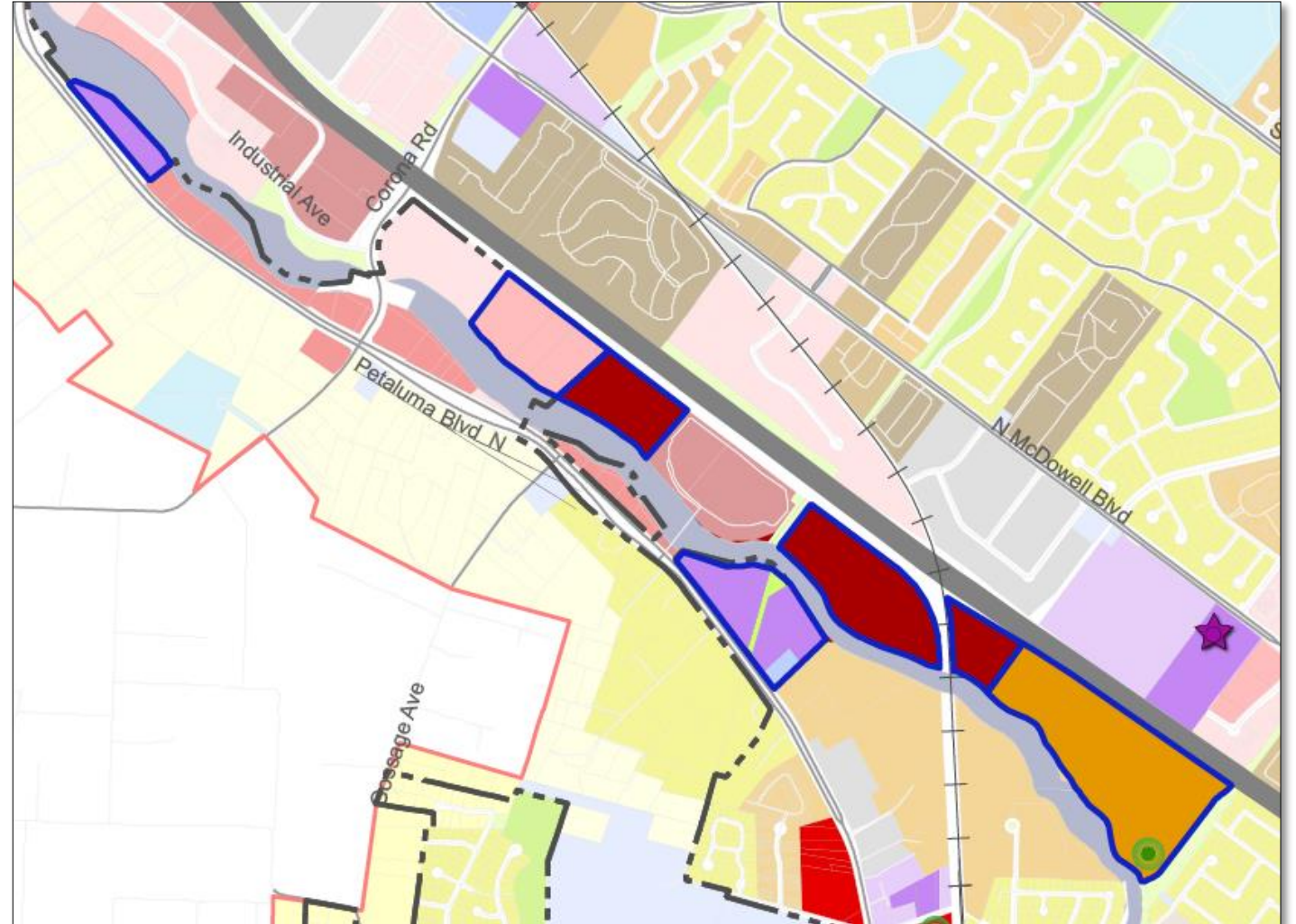
Upstream: Public Feedback

What other improvements are needed here?



Upstream River-Adjacent Areas: Existing GP Land Use

	Medium Residential [R4]		3 stories, 35'	8.1 - 18.0 du/acre
	Community Commercial		3 stories, 40'	1.2 FAR
	MU1 (A/B/C) (Corridor, Suburban, Neighborhood)		2 stories, 30' (3 in certain cases)	2.5 FAR 30 DU/Acre



Upstream Land Use Alternative Concepts

*Mixed Use 1, Community
Commercial, Medium-Density
Residential*

Alternative 1: South Side De-intensification

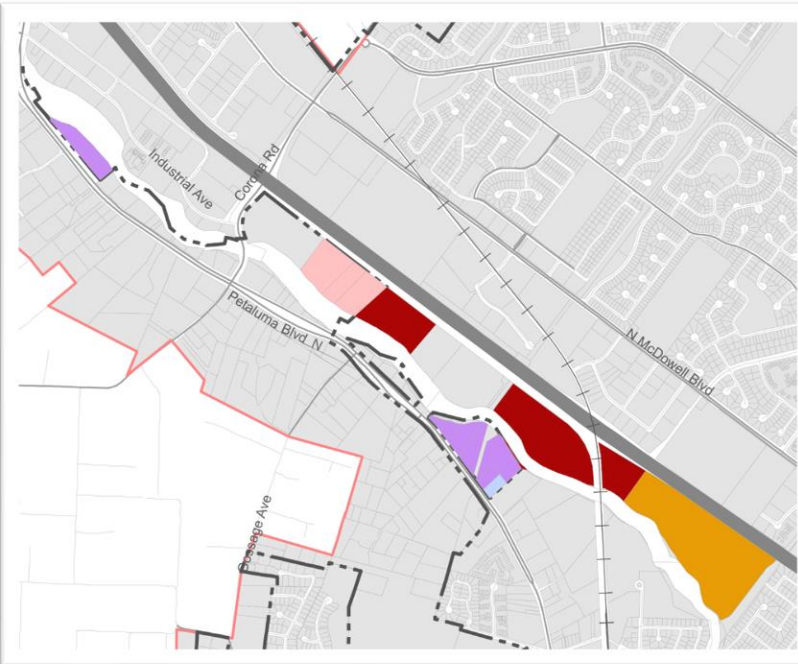


De-intensify mixed-use parcels
on the south side to
Maker/Microbusiness

Alternative 2: Comprehensive De-intensification



De-intensify mixed-use parcels to
Maker/Microbusiness and de-
intensify north side parcels to
Parks, Open Space



Upstream: Planning Commission Feedback

Alternative 1

- Neutral
 - There can be a safe way to build some housing and river-appropriate commercial, unless the flood model shows this area to be very problematic.

Alternative 2

- Strongly Support and Support
 - Support deintensification due to flood implications and to preserve open space
 - Needs to include medium residential and/or maker/microbusiness in place of the upper light green colored parcel.

Upstream: GPAC Recommendation

WG Feedback: De-intensify uses to the maximum possible. Revert to open space. Allow maker/microbusiness only to the extent that the land is already developed.

Include this area in a *River (Area) Master Plan*.

GPAC members support the WG recommendation: 7/7, unanimous

Base – No Change

*Mixed Use 1, Community
Commercial, Medium-Density
Residential*



**Alternative 1:
South Side
De-intensification**

De-intensify mixed-use parcels
on the south side to
Maker/Microbusiness



**Alternative 2:
Comprehensive
De-intensification**

De-intensify mixed-use parcels to
Maker/Microbusiness and de-intensify
north side parcels to Parks, Open
Space



**Current
uses/intensities:**

- MU1 (3 stories)
- Medium Density Resi
- Community Commercial

Alt 2 uses/intensities:

- Parks
- Open space
- Maker/micro-business

Recommendation

Land Use Alternative/Designation

- **Alt 2 – south side to Maker, north side to Proposed Park and Open Space**

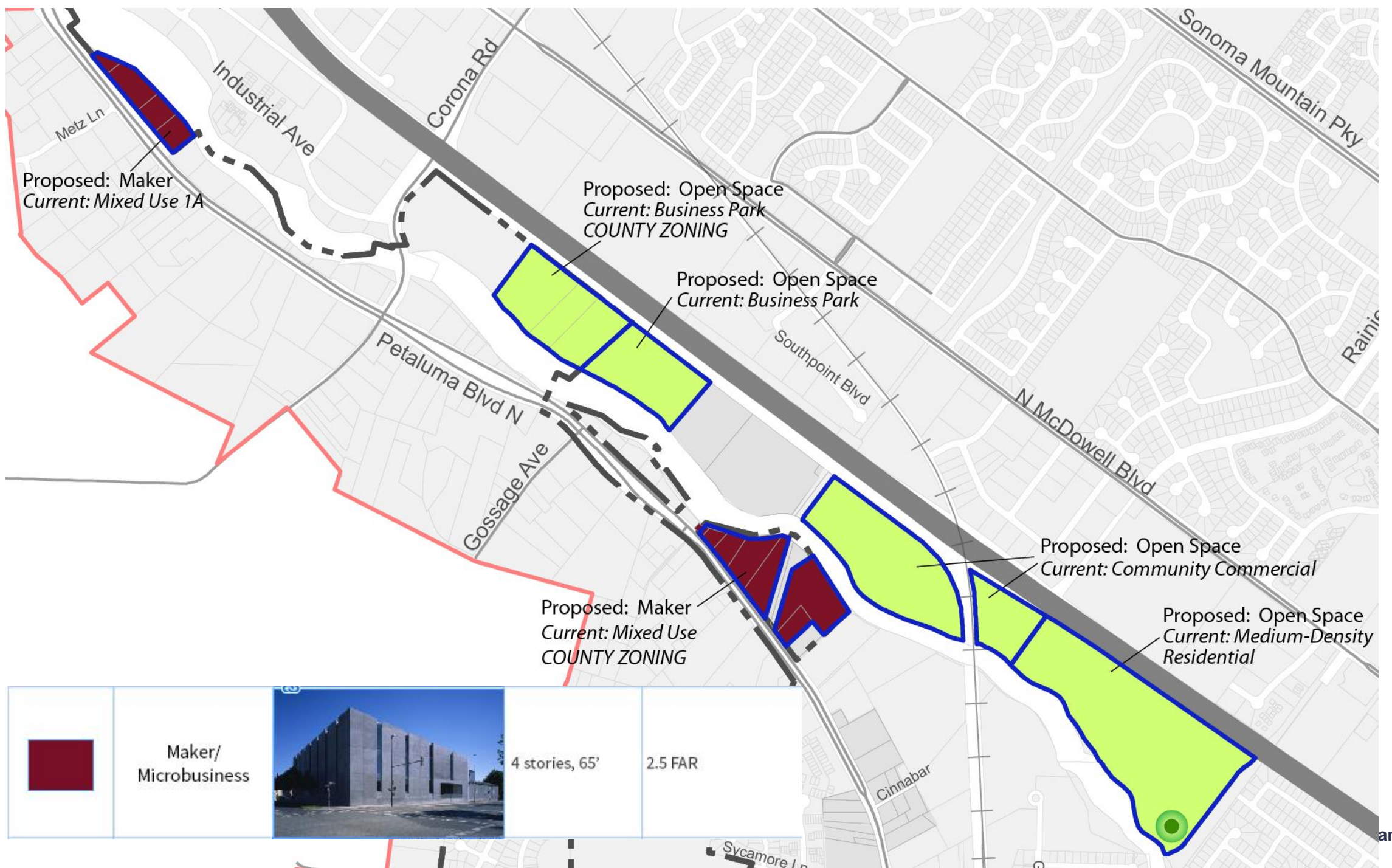
From zoning standpoint, Parks and Open Space are one and the same zone (OSP)

Rationale:

- Aligns with community-driven greenway concept
- Maximizes upstream flood retention capacity
- Prevents new housing development in/near flood-prone areas
- Maintains non-residential uses as the primary PBN character north of Cinnabar

Questions

- Is this redesignation a taking? Do any of the properties have any vested rights?
- Are there implications from the PCD zoning on the MU area by Jessie Lane?



Outlets

The Outlets

Previous Community Input

Types of New Development
Mixed uses

What's Currently Allowed

Regional-serving shopping and services (up to 3 stories) are currently allowed at the Petaluma Outlets.

Existing Conditions



The Outlets Area

Drivers of Change

- > Provide a mix of housing choices
- > Improve access to community amenities and daily needs
- > Create more walkable, transit-supportive neighborhoods to reduce vehicle miles traveled (VMT)

Land Use Framework Strategies

- > Establish a "15-minute town center" at the Outlets
- > Make walking, biking, and transit use to and from the area safer and easier
- > Consider allowing up to four story mixed-use development and/or maker/microbusiness uses

Currently Allowed

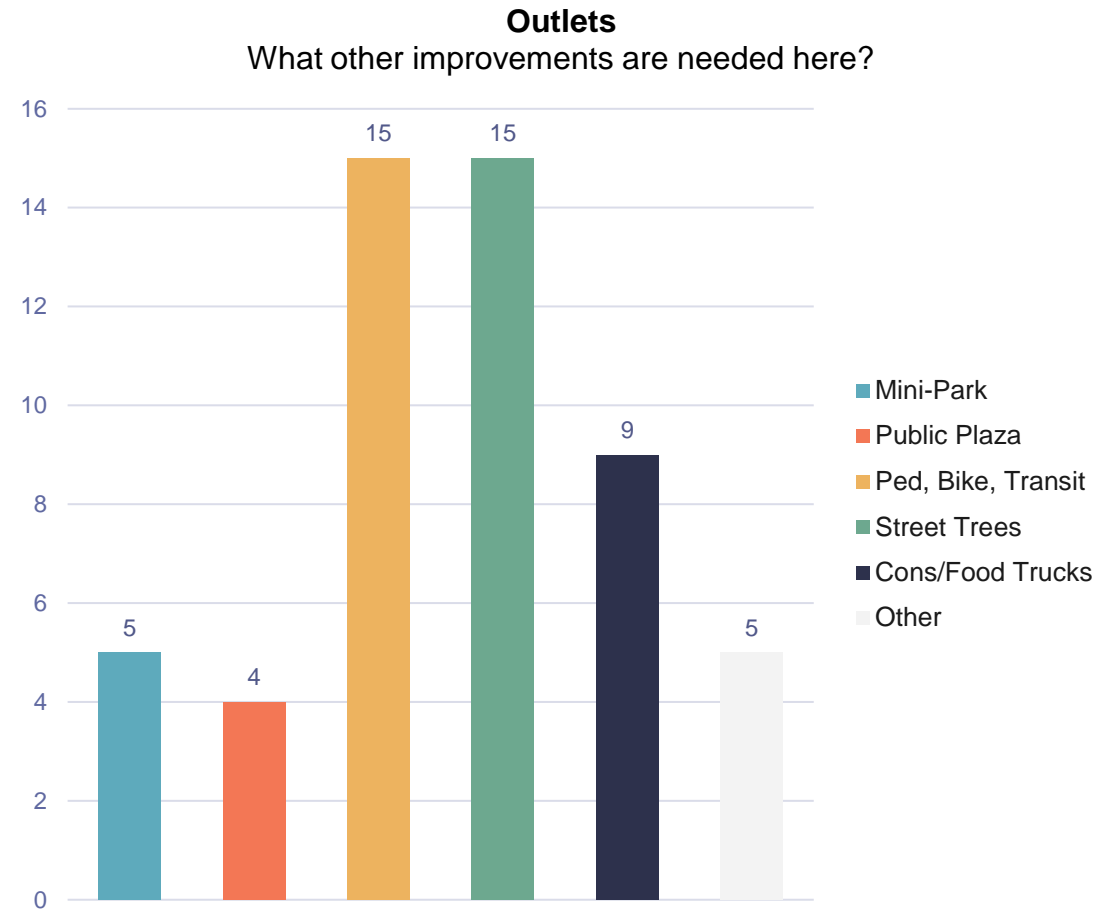


Target at East Washington Place shopping center

Flood Protections

- The factory outlet parcel itself has a flood easement across the entire parking lot adjacent to the River
- Project conditions to avoid adverse impacts during large storm events when it is expected that the parking lot will flood to depths in excess of 8-10' include:
 - Parking lot cleaning schedules
 - Evacuation alert systems
- The large detention pond at the southwest corner of the outlet village was designed and built to collect all of the roof and surface hardscape runoff to delay it entering the River.

Outlets: Public Feedback



Outlets Land Use Alternative Concepts

*Base – No Change
Community Commercial*

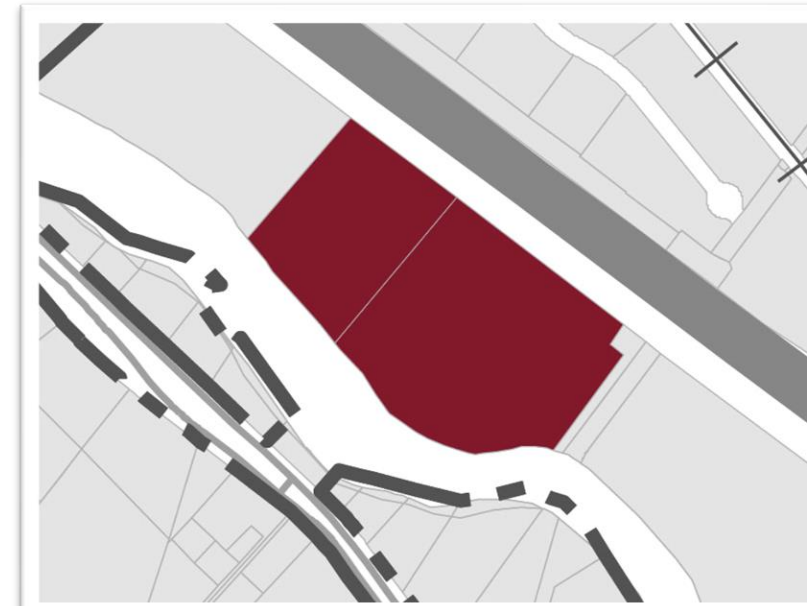
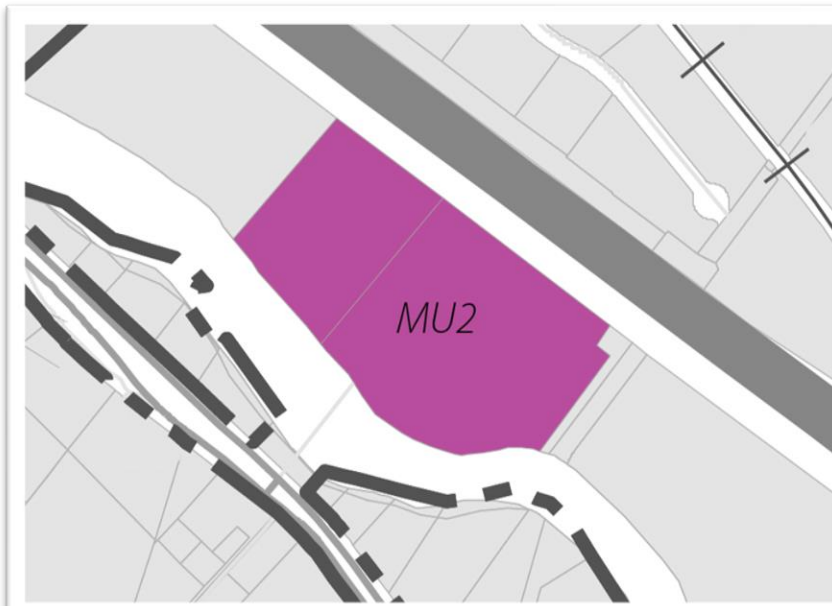
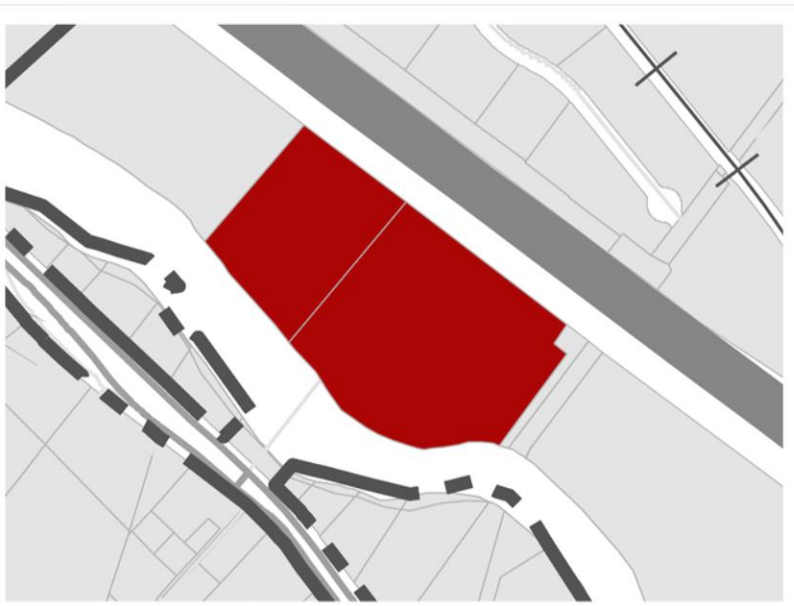
Alternative 1: Medium Neighborhood Center

Diversify to 4-story mixed use
to add residential uses
(MU2)

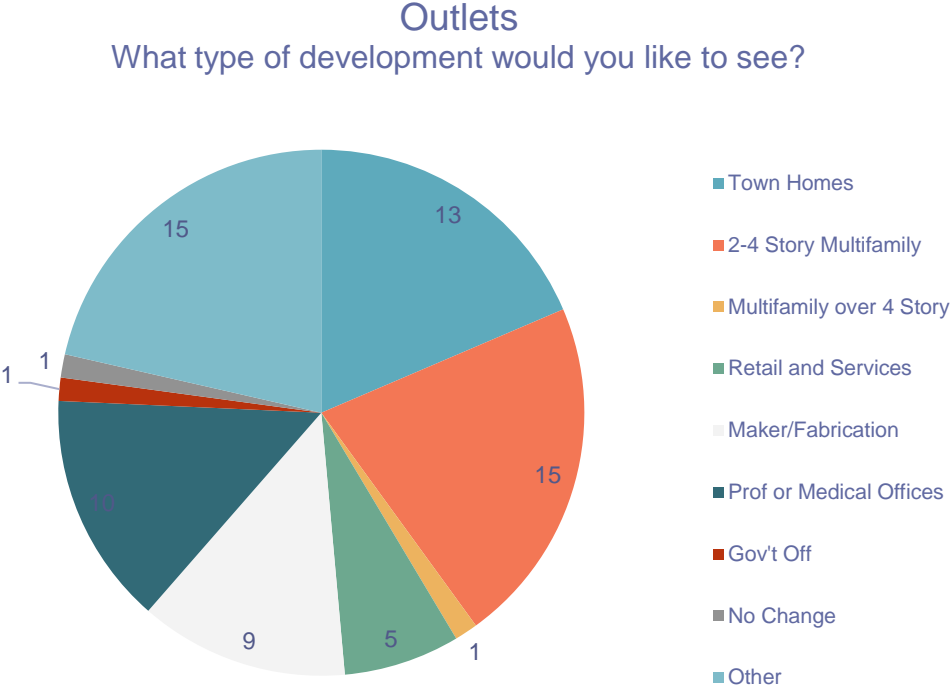
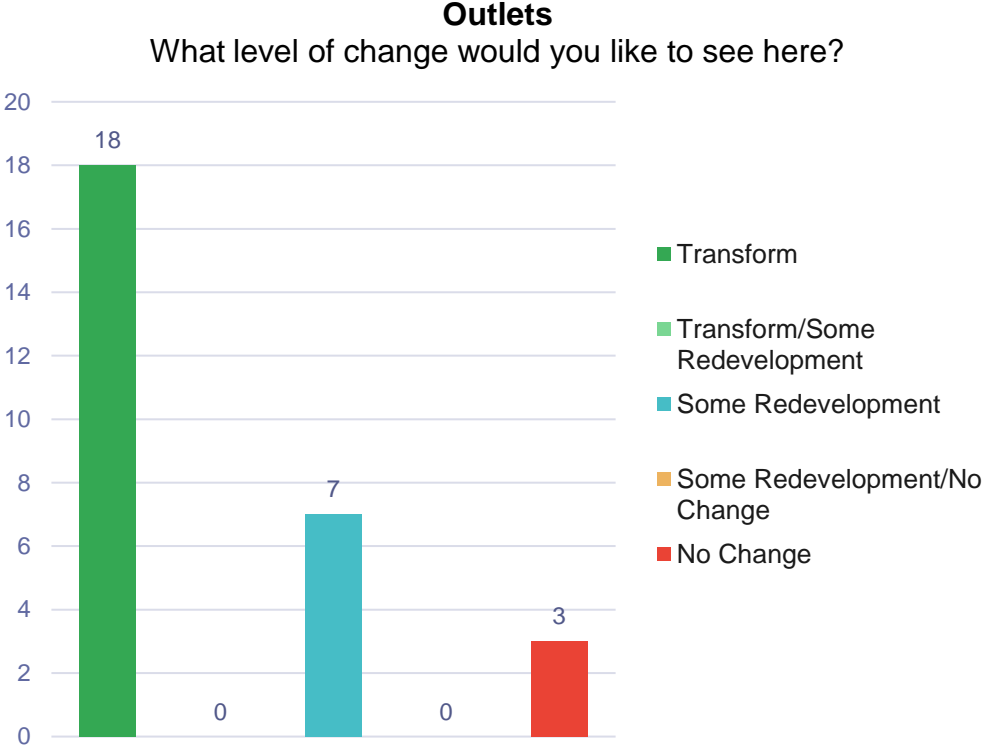


Alternative 2: Civic/Arts Center

Change to Maker and
intentionally foster a civic &
local arts hub



Outlets: Public Feedback



Outlets: Planning Commission Feedback

Alternative 1

- Strongly Support
 - Alternative 1 (mixed-use) is preferred for Outlets, don't like the arts center idea because it won't work out here
- Strongly Oppose
 - Strong recommendation to not go for the arts hub at the Outlets. It's too far out for meaningful traffic to something like a performing arts center. Studio space could maybe be doable, but anything that relies on ticket sales to survive must be closer to downtown and have access to public transit.

General

- A combination of no change, and alternative 1 and 2 would make an interesting and unique area for the city.
- The outlets don't have any basis for deciding what should happen with this site. This is an increasingly failing land use as it exists. It seems more appropriate to understand what are the economic choices and what the landowner is comfortable with before we decide on a land use.
- Connect the future greenway to the Outlets

Outlets: GPAC Recommendation

WG Feedback: Support Alt 2 because of flooding in this area. We don't support residential uses, we don't want residents to be cut off when the parking lot is inundated (for example).

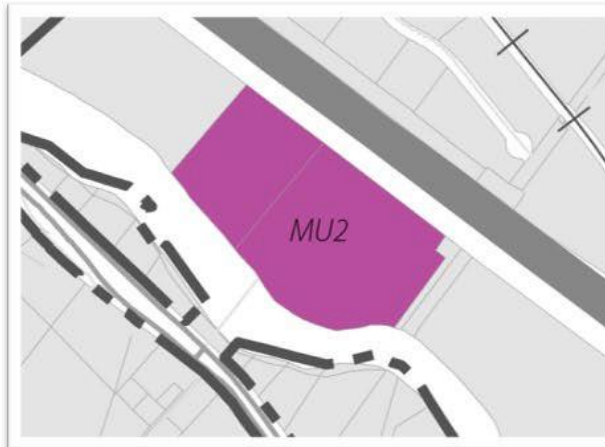
GPAC support for WG recommendation: 7/7

*Base – No Change
Community Commercial*



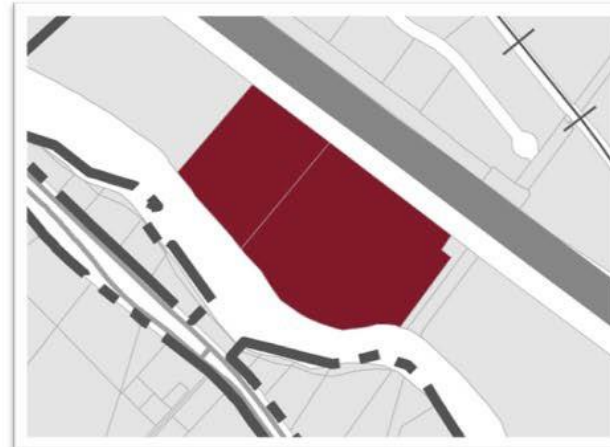
**Alternative 1: Medium
Neighborhood Center**

Diversify to 4-story mixed use
to add residential uses
(MU2)



**Alternative 2: Civic/Arts
Center**

Change to Maker and
intentionally foster a civic &
local arts hub



**Current
uses/intensities:**

- Community commercial

**Alt 2
uses/intensities:**

- Maker / microbusinesses

Recommendation

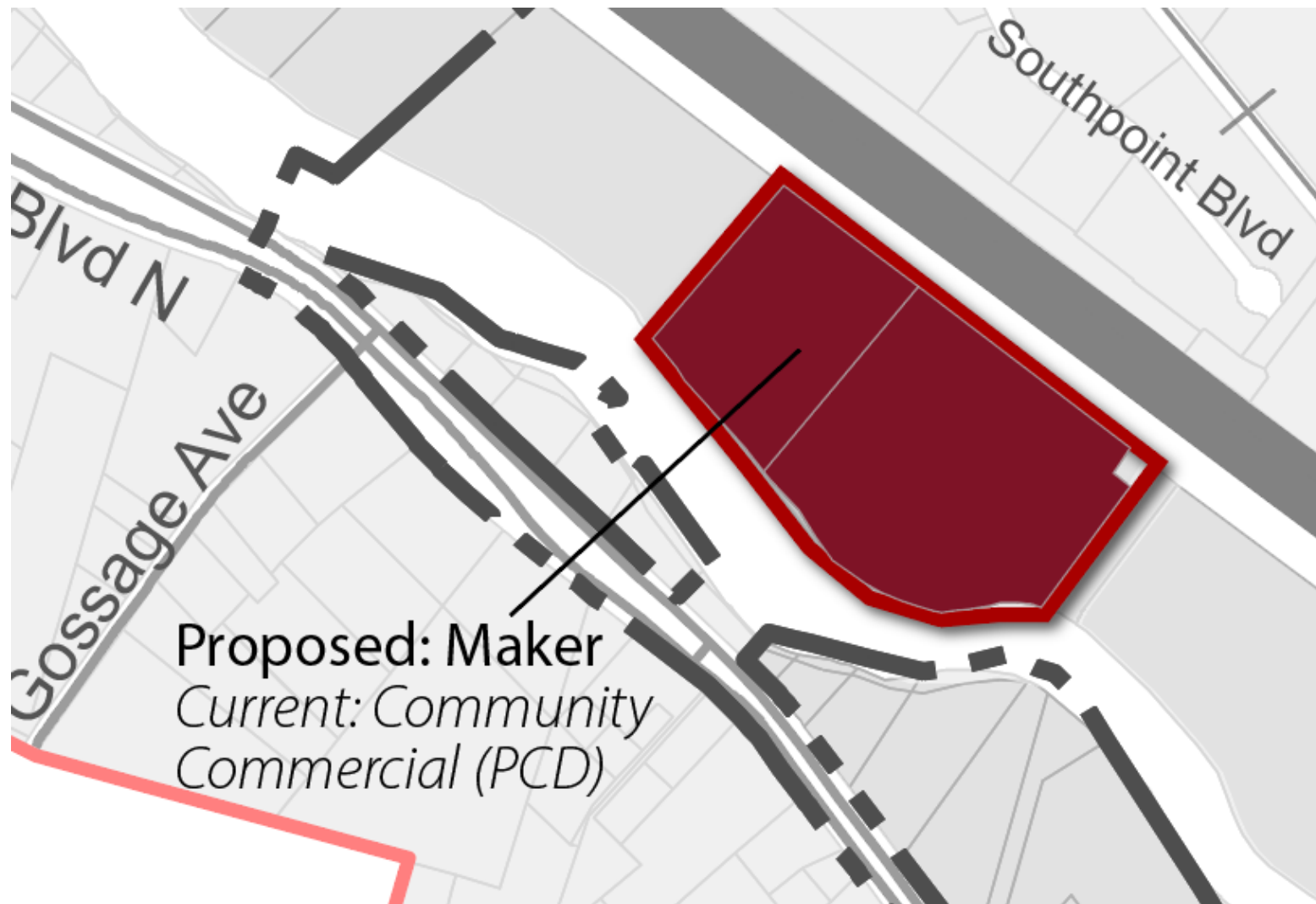
Land Use Designation

- Change to Maker/Micro (Alternative 2)

Rationale

- Prevents new housing development in/near flood-prone areas
- Encourages diversity of employment and creative uses

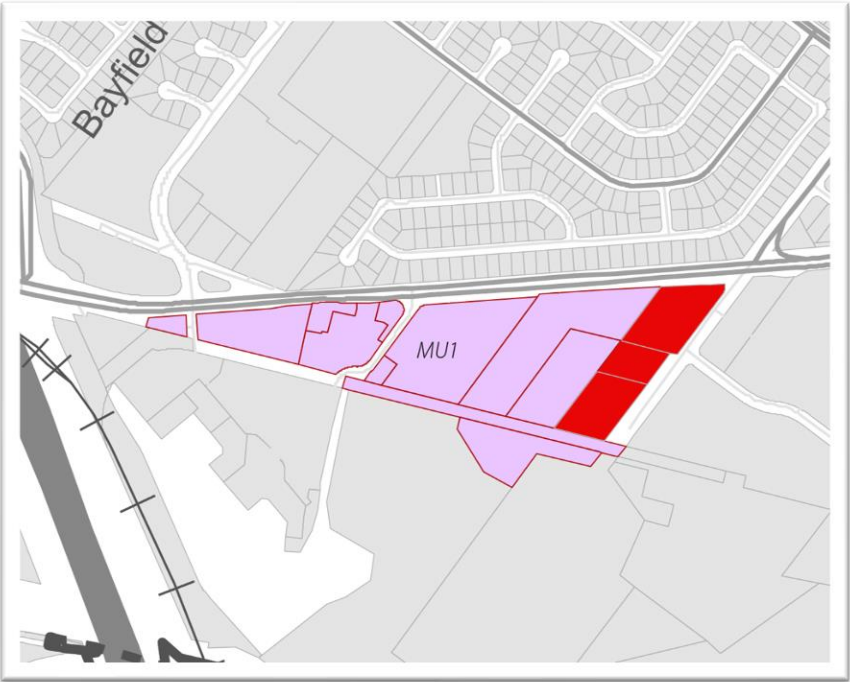
	Maker/ Microbusiness		4 stories, 65'	2.5 FAR
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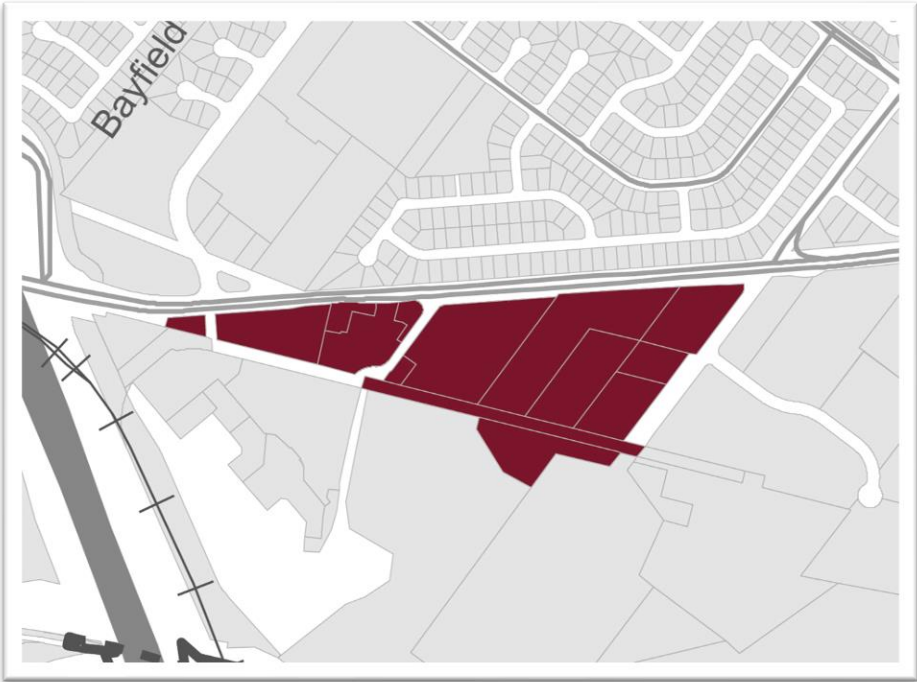
Downstream

Downstream Land Use Alternative Concepts

Base – No Change
Mixed Use 1, Neighborhood
Commercial



Alternative 1:
De-intensification
De-intensify to Maker/Microbusiness



Color	Designation or Zone	Example	Allowed Height	Allow FAR
	Neighborhood Commercial		2 stories, 30'	0.8 FAR
	MU1 (A/B/C) (Corridor, Suburban Neighborhood)		2 stories, 30' (3 in certain cases)	2.5 FAR 30 du/s
	Maker/ Microbusiness		4 stories, 65'	2.5 FAR

Downstream: Planning Commission Feedback

Alternative 1

- Strongly Support: 1 commissioner
- Oppose
 - Not convinced that Maker/Microbusiness is wholly appropriate for spots we're worried about flooding. The flooding of someone's small business which is their livelihood seems similar to the flooding of their home from an impact standpoint.
 - This area is a good opportunity to capture both business and residential together.
 - Should remain Mixed Use 1, Neighborhood Commercial
 - For Mixed Use, the ground floor commercial could be more fortified for potential inundation, while there's still opportunity for valuable housing above.

Downstream: GPAC Recommendation

WG Feedback: De-intensify uses to the maximum possible. Revert to open space. Allow maker/microbusiness only to the extent that the land is already developed.

Include this area in a *River (Area) Master Plan*.

GPAC members support for WG recommendation: 6/7

- One GPAC member unsure about the choice of designation

Base – No Change

*Mixed Use 1, Neighborhood
Commercial*



**Alternative 1:
De-intensification**

De-intensify to Maker/Microbusiness



**Current
uses/intensities:**

- MU1 (3 stories)
- Neighborhood commercial

Alt 1 uses/intensities:

- Maker/micro-business

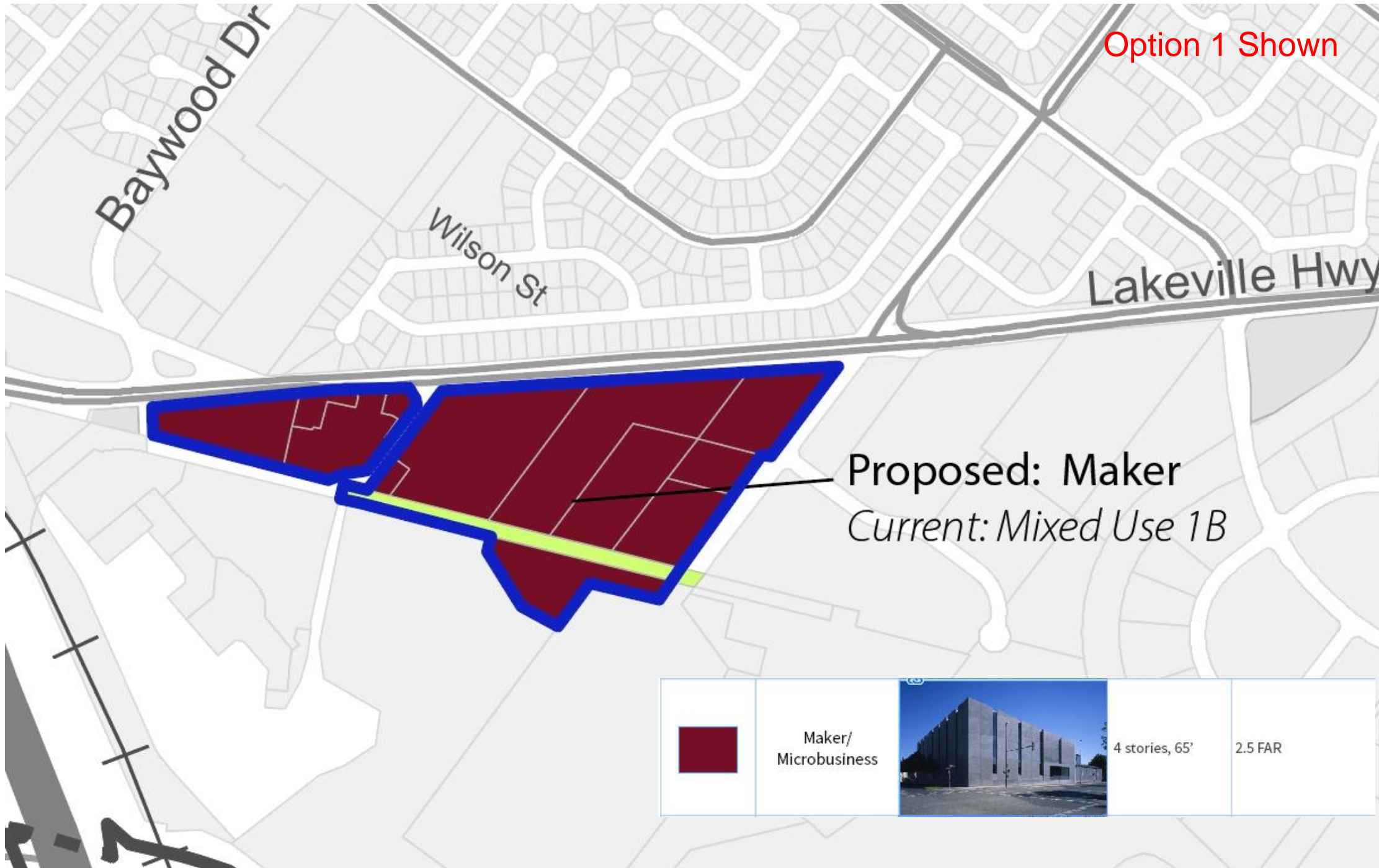
Recommendation

Land Use Designations

- Alt 1: De-intensification = Change to Maker/Micro

Rationale:

- Prevents new housing development in/near flood-prone areas



Leghorn Marketplace

Leghorn Marketplace

Previous Community Input

Level of Change

Facilitate some redevelopment

Types of New Development

A variety of housing types (1-4 units, multifamily apartments), retail, office, and parks/open space

What's Currently Allowed

At the Leghorn Marketplace, the following type of development is currently allowed:

- > Neighborhood commercial (up to 2 stories)

Existing Conditions



Leghorn Marketplace

Currently Allowed



Petaluma Blvd North at Mary Street

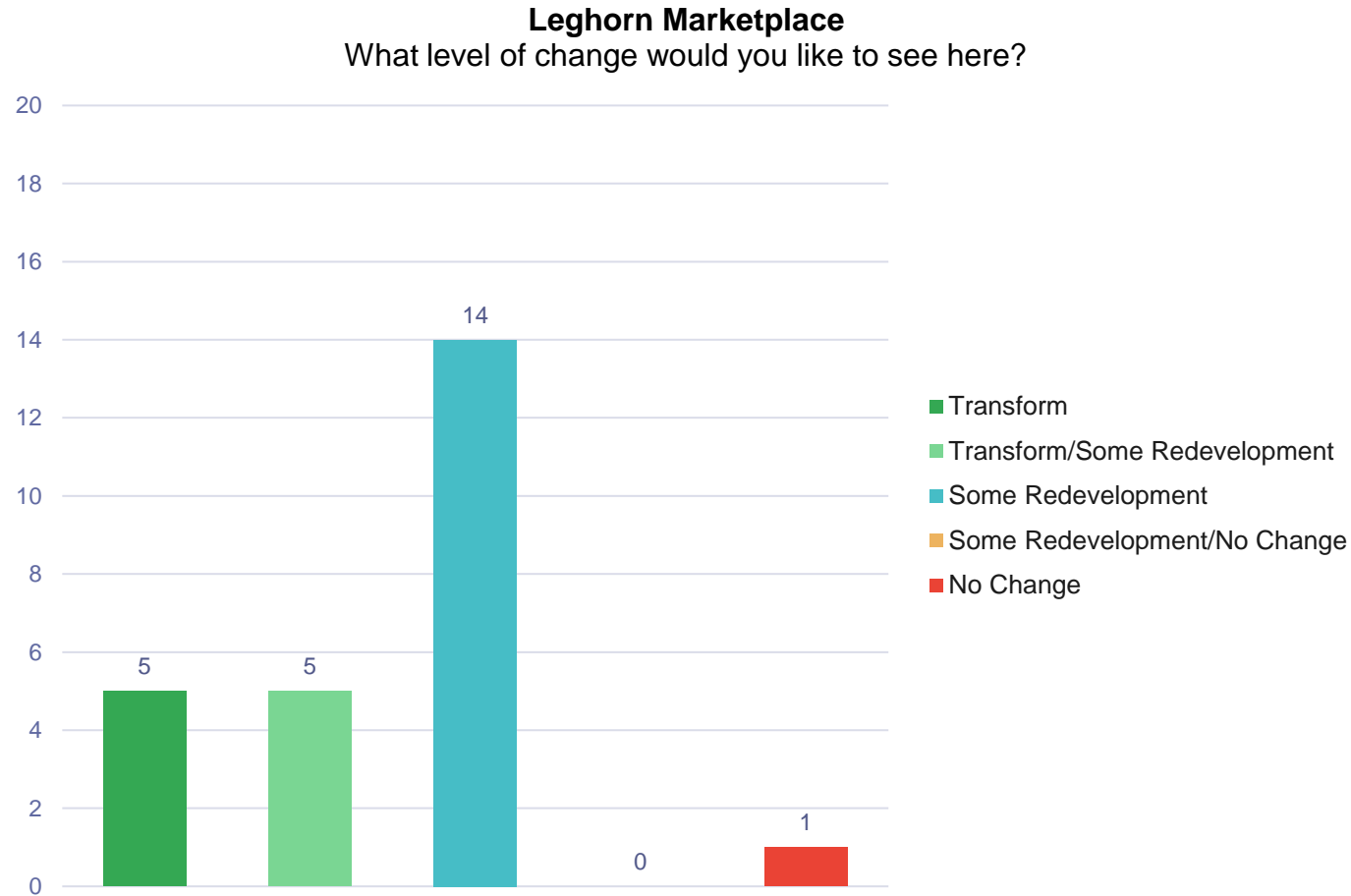
Drivers of Change

- > Diversify development near Santa Rosa Junior College
- > Provide a mix of housing choices
- > Improve access to community amenities and daily needs

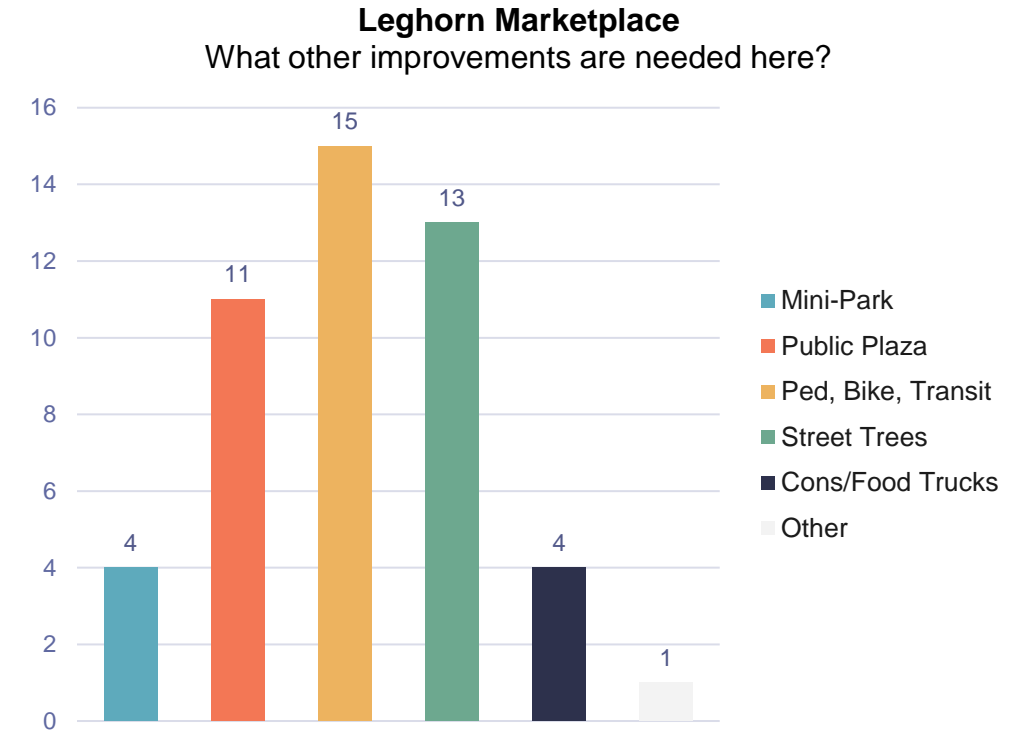
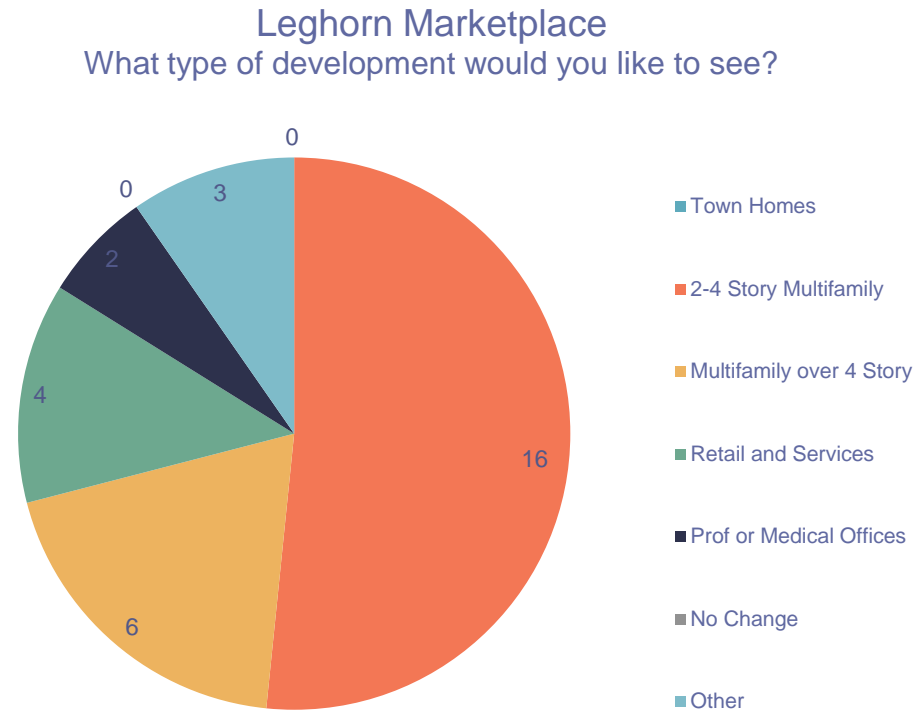
Land Use Framework Strategies

- > Establish a "15-minute neighborhood center" at Leghorn Marketplace
- > Encourage mixed-use development, including live/work units

Leghorn Marketplace: Public Feedback

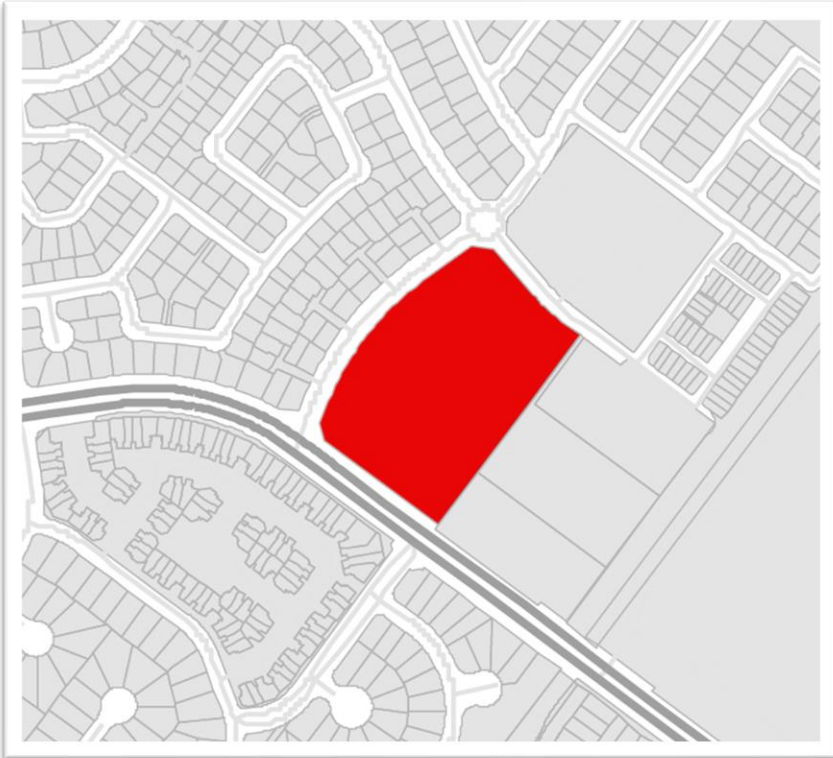


Leghorn Marketplace: Public Feedback



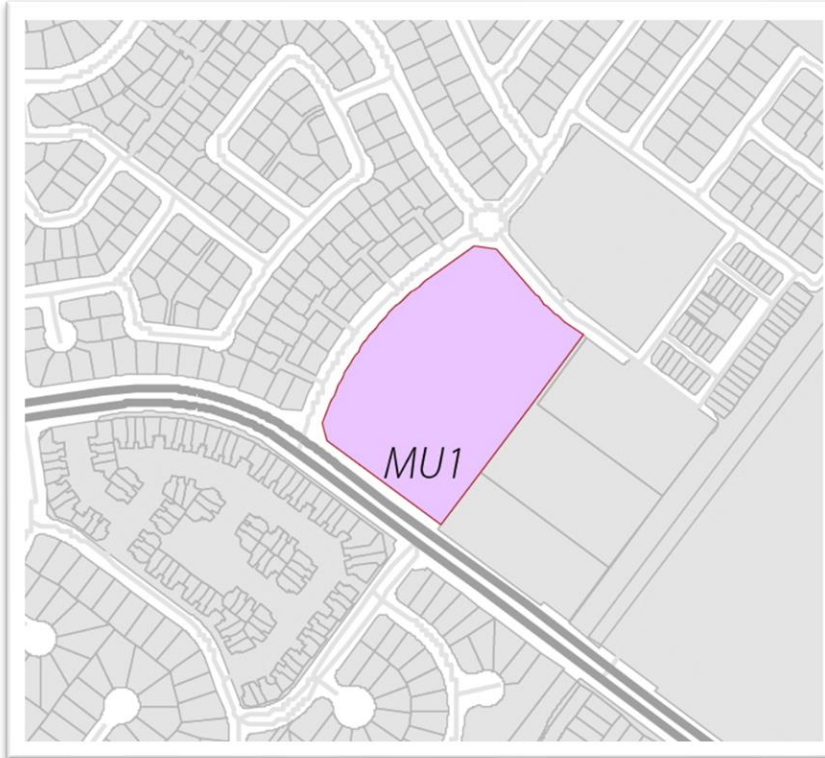
Leghorn Marketplace Land Use Alternative Concepts

*Base: No Change
Neighborhood Commercial*



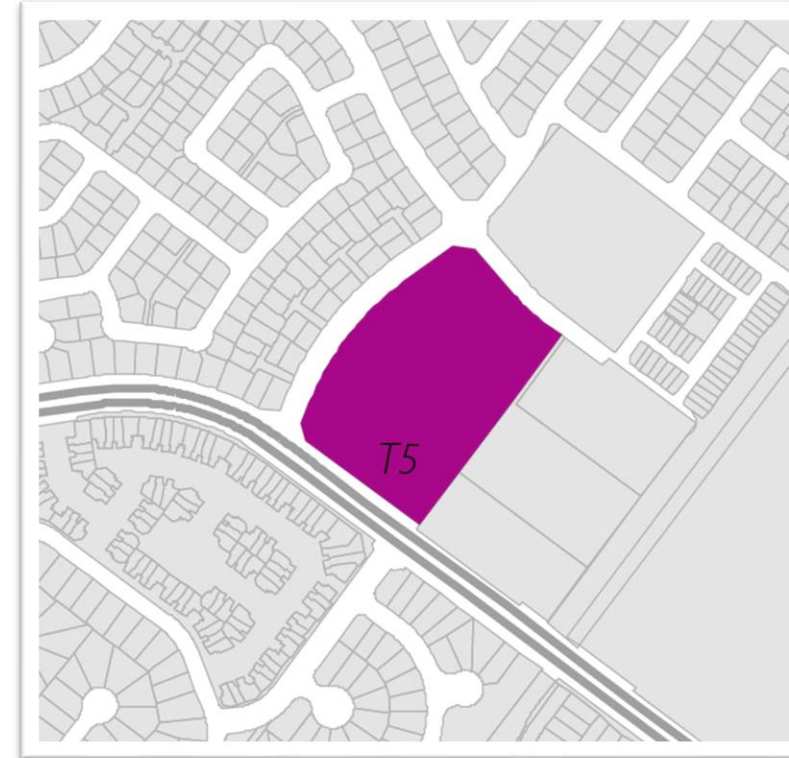
Alternative 1: Small Neighborhood Center

Allow and incentivize mostly
live/work development (2 and
3-story) (MU1)



Alternative 2: Large Neighborhood Center

Intensify to 4-story mixed use
(T5)



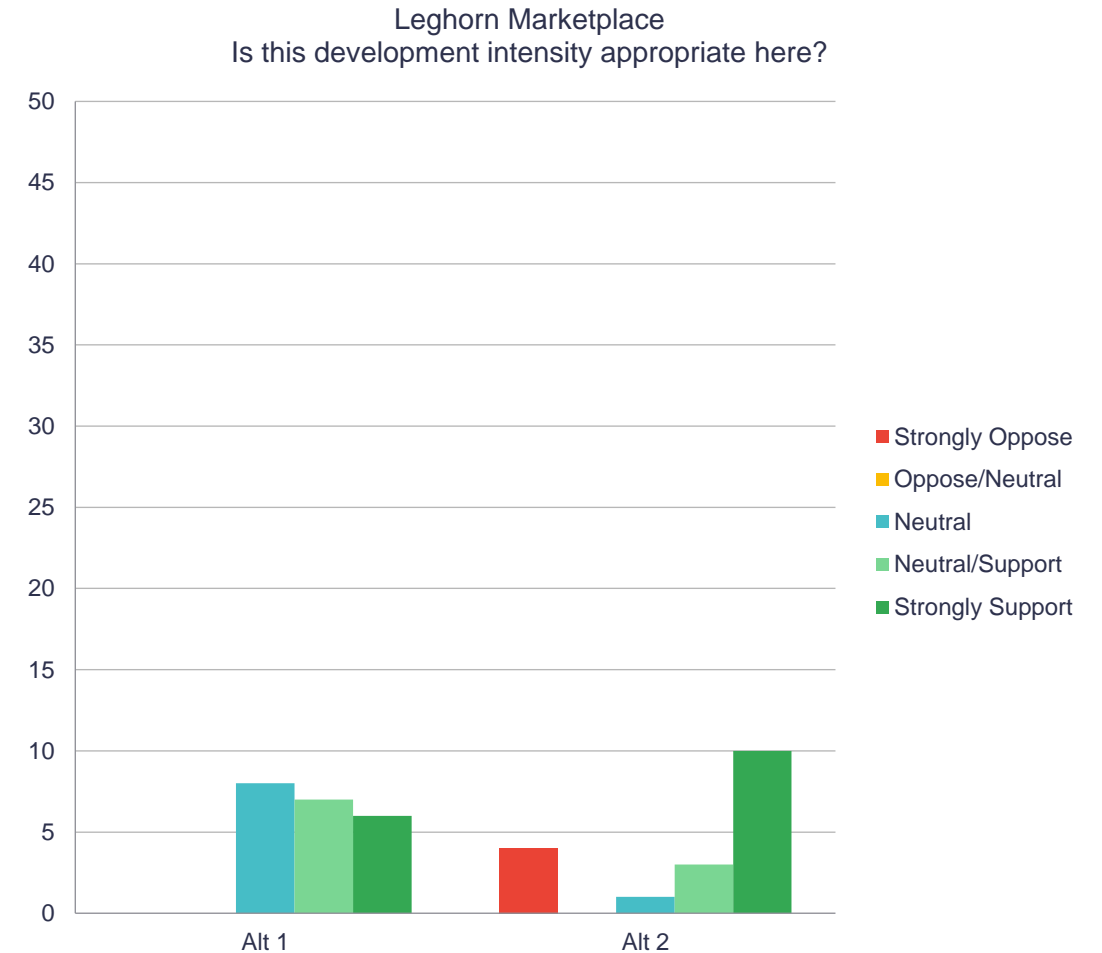
Leghorn Marketplace: Public Feedback

Alternative 1

- Support
 - 3 story mixed use
 - Need to make sure there are setbacks

Alternative 2

- Support
- Oppose
 - Need more setbacks



Leghorn Marketplace: Planning Commission Feedback

Alternative 1

- Support
 - Would like an alternative that allows for neighborhood commercial and neighborhood mixed use.

Alternative 2

- Strongly Support
 - Alternative 2 would encourage housing consistent with a town center and diversity of housing in that area of Petaluma
- Support
 - Support Alternative 2

Leghorn Marketplace: GPAC Recommendation

WG Feedback: Support intensifying to 4 story, Urban Center Mixed Use / T5 to support small workforce housing and bring in the density needed to support businesses in the area.

GPAC support for WG recommendation: 7/7

*Base: No Change
Neighborhood Commercial*



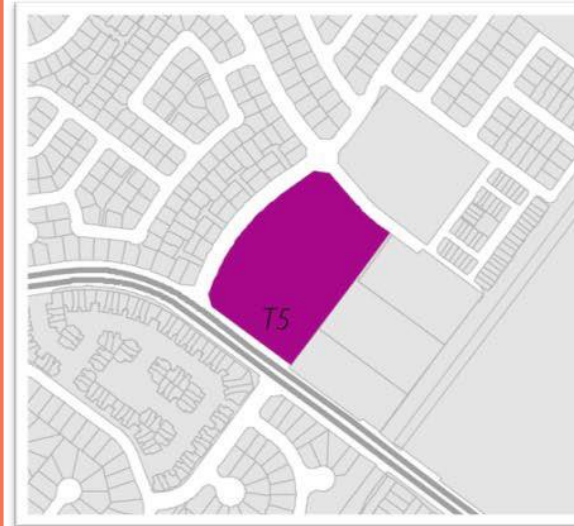
**Alternative 1: Small
Neighborhood Center**

Allow and incentivize mostly
live/work development (2 and
3-story) (MU1)



**Alternative 2: Large
Neighborhood Center**

Intensify to 4-story mixed use
(T5)



**Current
uses/intensities:**

- Neighborhood commercial

**Alt 2
uses/intensities:**

- T5 (2/4 stories, 6*)

Recommendation

Land Use Designation

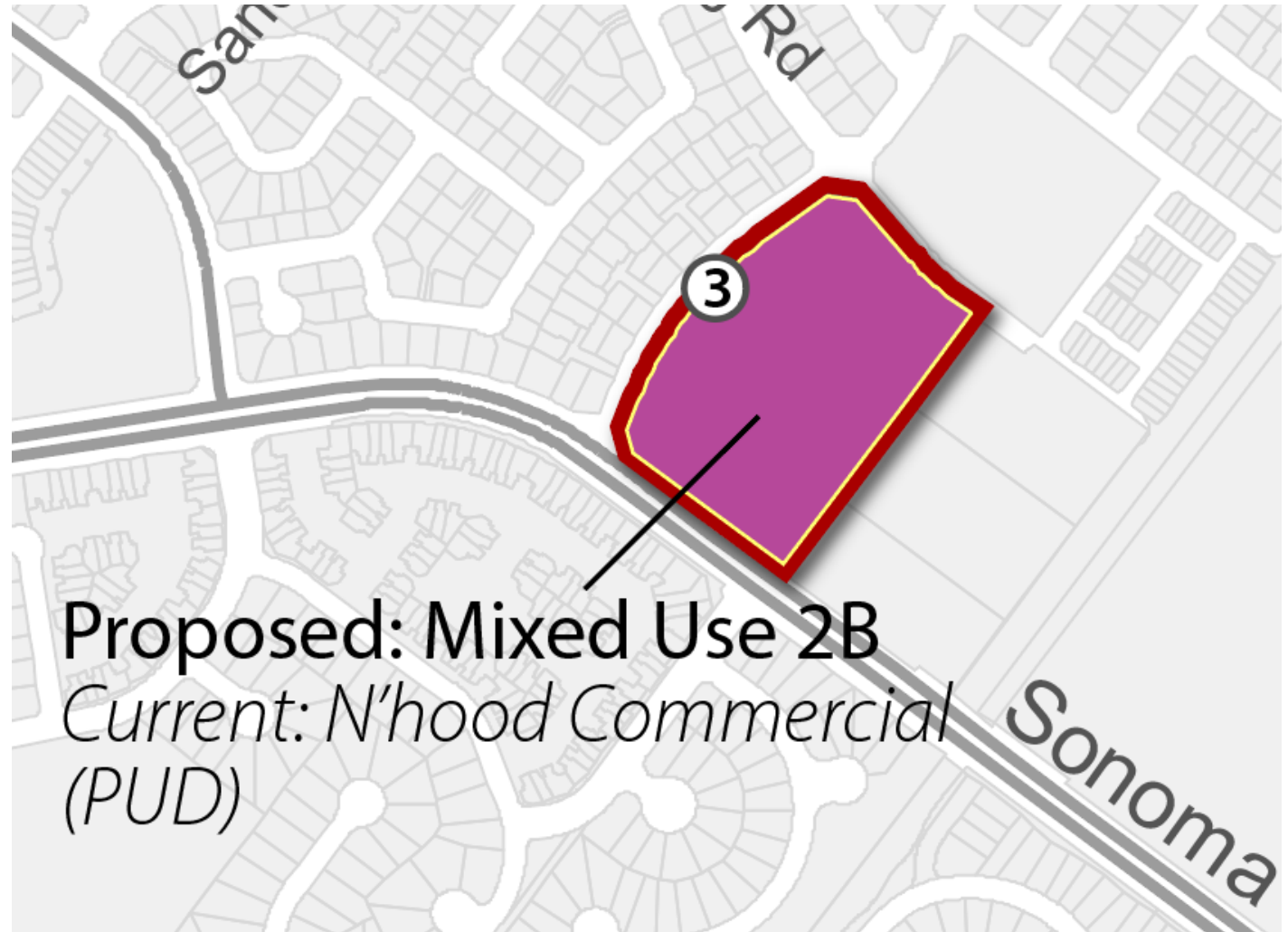
- Stepdown Mixed Use (MU2B) with 3-story setbacks on residential sides

Rationale

- Aligns with community support for 3- and 4-story mixed use redevelopment
- Further activates the Leghorn/SRJC area

Question

- In a PUD. How should we approach GPLU changes in PUDs?



MU2B
Stepdown Mixed
Use



4 stories, 50'
3 stories where
noted adjacent to
R zones/uses (or
increased setback)

20-44 DU/Acre

Western & Baker

Western & Baker

Previous Community Input

Types of New Development
Mixed uses

What's Currently Allowed

Only industrial uses (up to 3 stories) are currently allowed at the Petaluma Creamery site (at Western & Baker).

Drivers of Change

- > Provide more housing choices near downtown
- > Improve access to community amenities and daily needs
- > Create more walkable neighborhoods to reduce vehicle miles traveled (VMT)

Land Use Framework Strategies

- > Establish a "15-minute neighborhood center" at Western & Baker
- > Encourage mixed-use development, including live/work units
- > Consider allowing two to four story mixed-use development

Existing Conditions



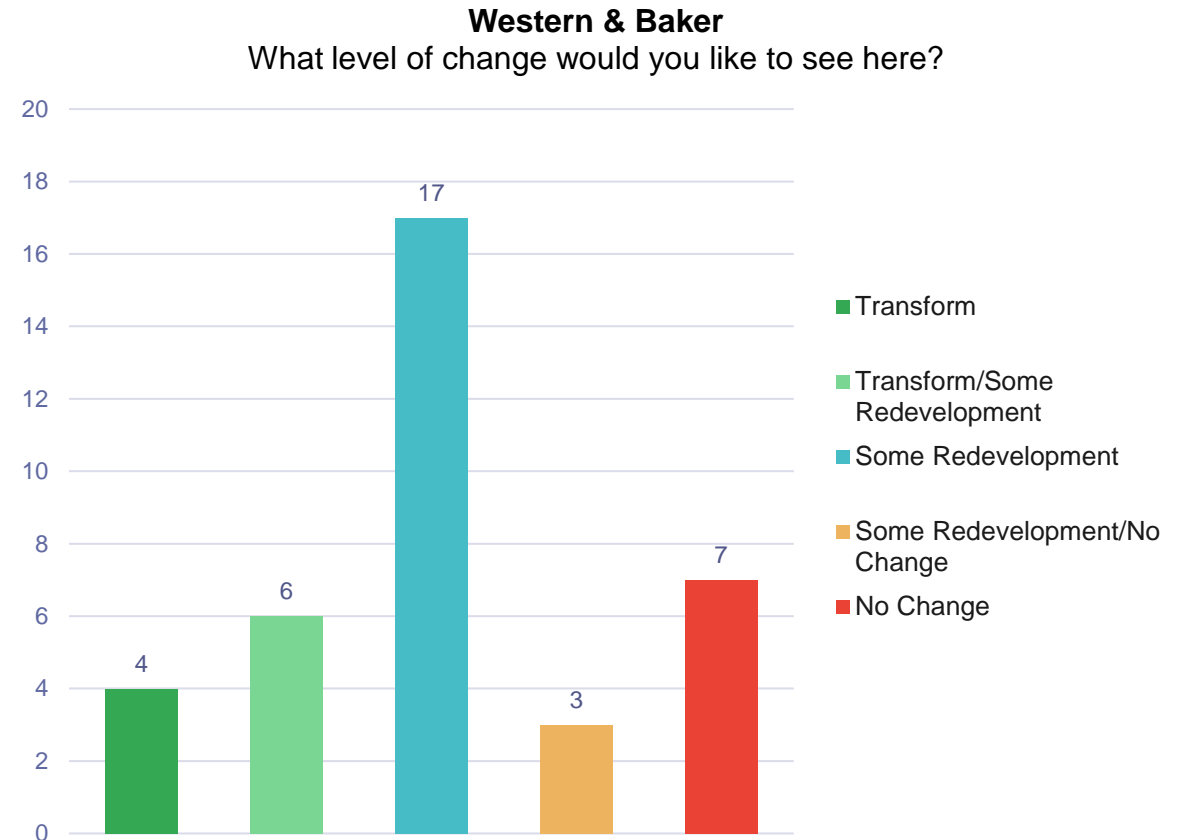
Western Avenue looking south at Baker Street

Currently Allowed



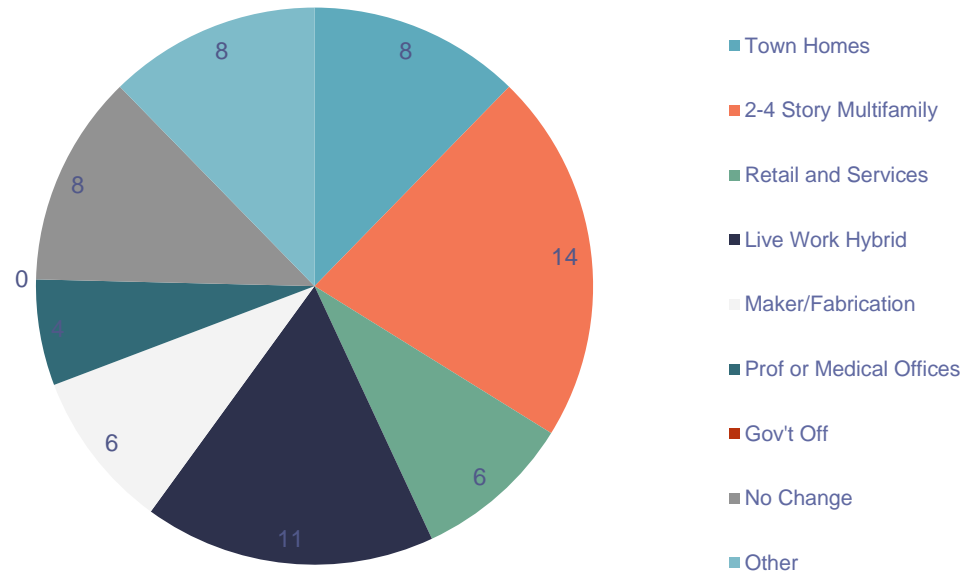
Western Avenue looking south at Baker Street

Western & Baker: Public Feedback

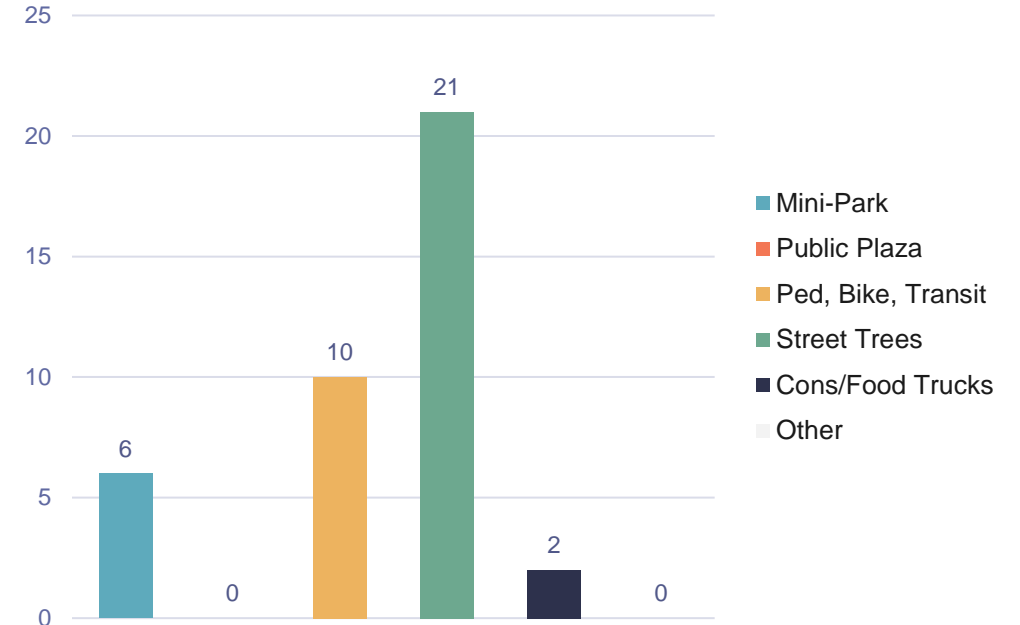


Western & Baker: Public Feedback

Western & Baker
What type of development would you like to see?



Western & Baker
What other improvements are needed here?



Western & Baker Land Use Alternative Concepts

Base: No Change



Alternative 1: Small Neighborhood Center



Allow 2/3-story mixed use (MU1)



Alternative 2: Medium Neighborhood Center



Allow 4-story mixed use (MU2)



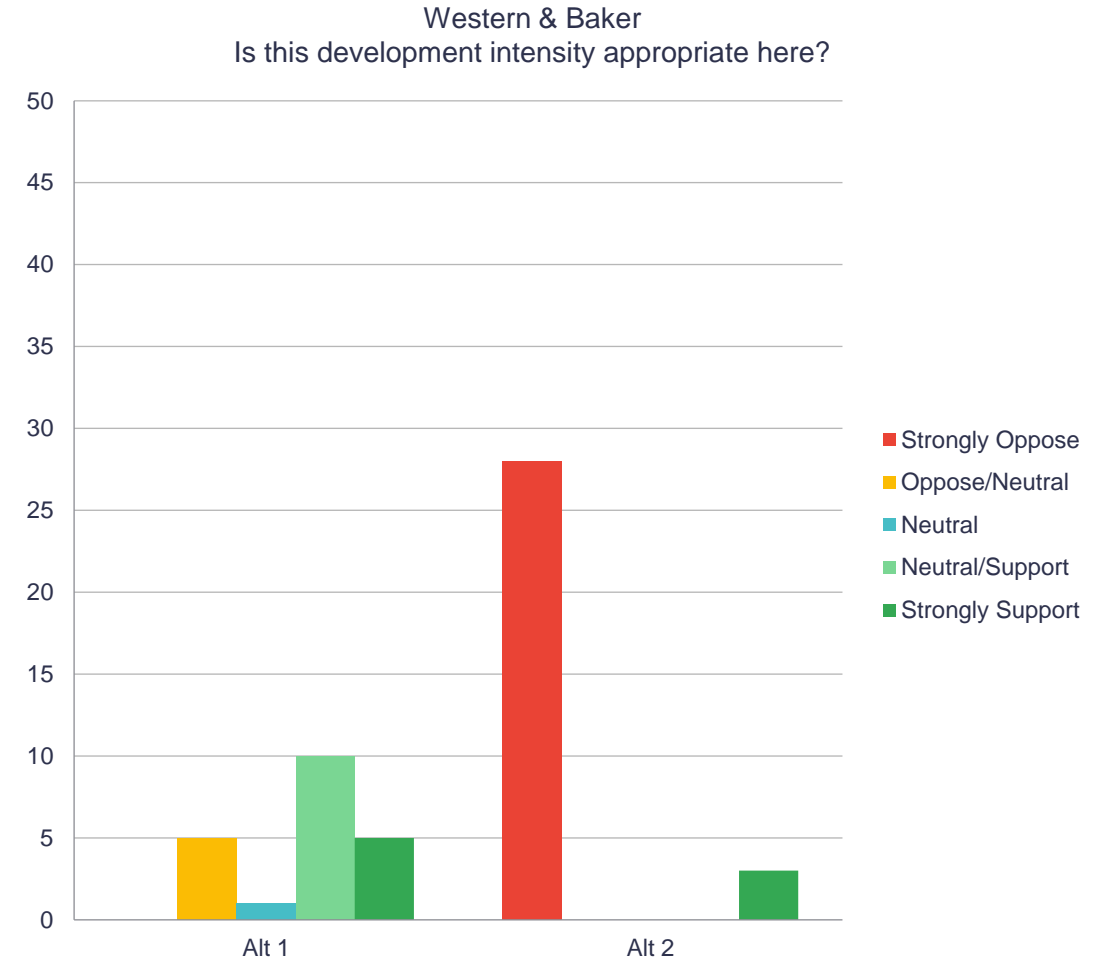
Western & Baker: Public Feedback

Alternative 1

- Support/Neutral
 - Would like small shops and residential housing
 - Keep historical character in mind when developing
 - Character & design is key, include setbacks and green space

Alternative 2

- Oppose
 - No change, this is a historical neighborhood



Western & Baker: Planning Commission Feedback

Alternative 1

- No feedback

Alternative 2

- Support
 - Favor alternative 2

Western & Baker: GPAC Recommendation

WG Feedback: Alt 2, with Creamery as “height hub”, turn this area into a thriving activity center.

GPAC Feedback: Transition industrial properties; those that are still operable should remain industrial until the owner initiates amendment – same as other Industrial properties in the framework; don’t want to make them nonconforming and wants to allow continuation of use.

- **GPAC support for this approach: 7/7**

Base: No Change



Alternative 1: Small Neighborhood Center



Allow 2/3-story mixed use (MU1)



Alternative 2: Medium Neighborhood Center



Allow 4-story mixed use (MU2)



Current uses/intensities:

- Industrial

Alt 2 uses/intensities:

- MU2 (4 stories)

Recommendation

Land Use Designations

- No change from existing (Industrial)
 - Policy: if GPLU change is proposed here, then MU1 (3-story mixed use) is appropriate

General Public Comment

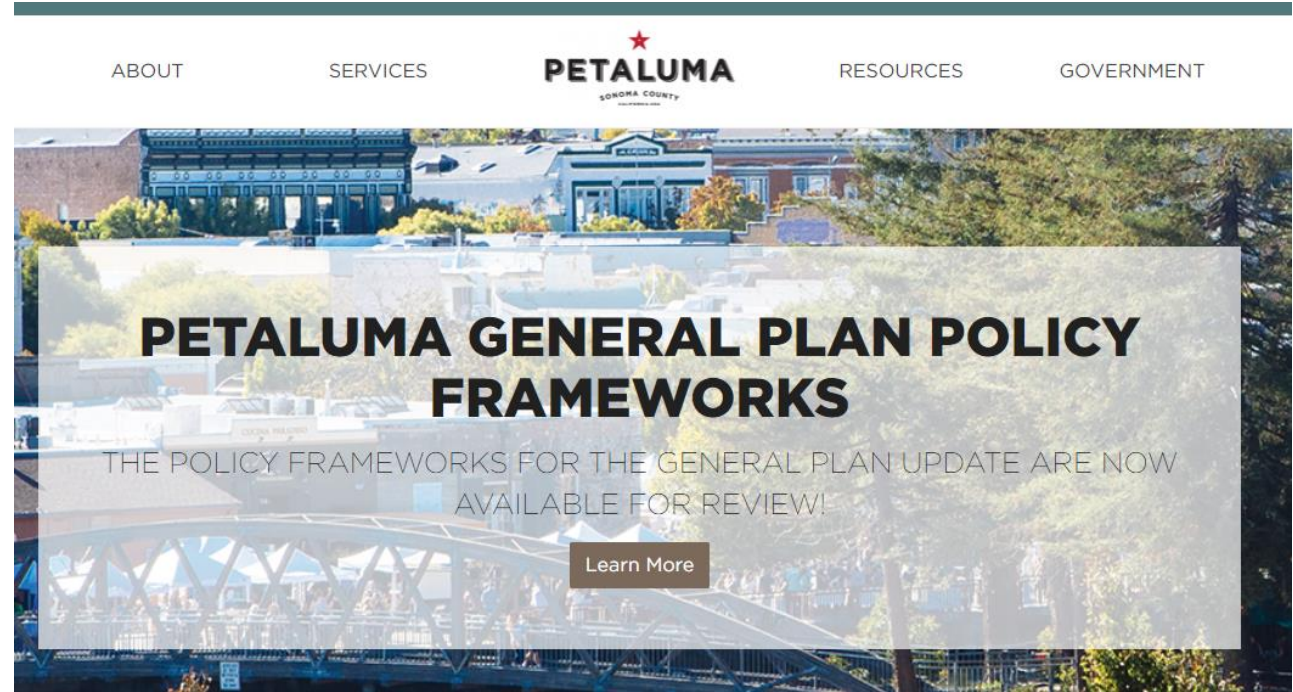
Final GPAC Thoughts

Reference Slides

Land Use Community Engagement

Land Use Community Outreach

- Website
- Flyer/poster
- Banners
- Boosted social media
- School mailers
- KBYG Forum
- Email – weekly and standalone
- Argus ad



Land Use Community Engagement

- Online feedback form
- Nine pop-ups (~230 participants)
- Two workshops (~110 participants)
- “Deep dive” review by the GPAC and the Planning Commission



Land Use Open House Workshops

- Saturday, September 21,
10am – 1pm @ Fairgrounds
(Beverly Wilson Center)
- Wednesday, September 25,
5-8pm, Lucchesi Community
Center
- Stations: citywide, areas of
change
- Orienting presentation
- Staff, consultants, & GPAC on
hand



Focused Outreach Efforts

During Recent Land Use Engagement

- **Spanish Executive Summary:** online and at the Open Houses
- **Spanish-language Facilitators/ Interpreters** at each Open House
- **Spanish-language Facilitators/ Interpreters** at seven pop-up events
- **Spanish-language Pop-up:** Pop-up held at Cafe Puente's Spanish-only Festival de Banderas event
 - Poster boards in Spanish
 - Spanish-language Facilitators/Interpreters

Through the Fall...

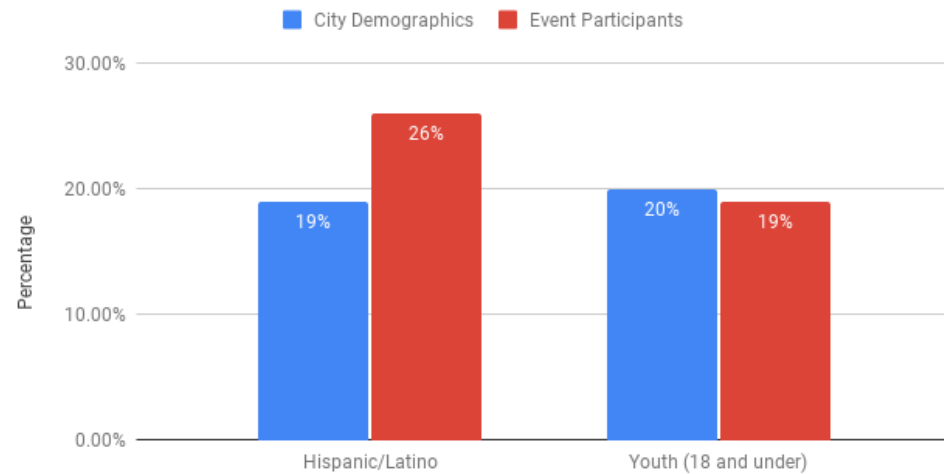
- **Targeted Outreach** to community-based organizations serving traditionally underserved / under-resourced (e.g., low-income, BIPOC, immigrants, older adults, youth)
- **Listening Sessions:** engaging, fun, and culturally relevant in-person discussion that engage multiple styles of learning
- **Survey(s):** easy-to-understand, culturally relevant, and in a familiar format (e.g., phone app)

Community Participation

- Approximately 230 participants
- Feedback gathered through:
 - 9 pop-ups at community events and frequented locations
 - Facilitated in English and Spanish
 - Pop-up poster boards and questions were place-specific, correlating with the nearest Area of Change
 - 2 in-person workshops
 - Online feedback form

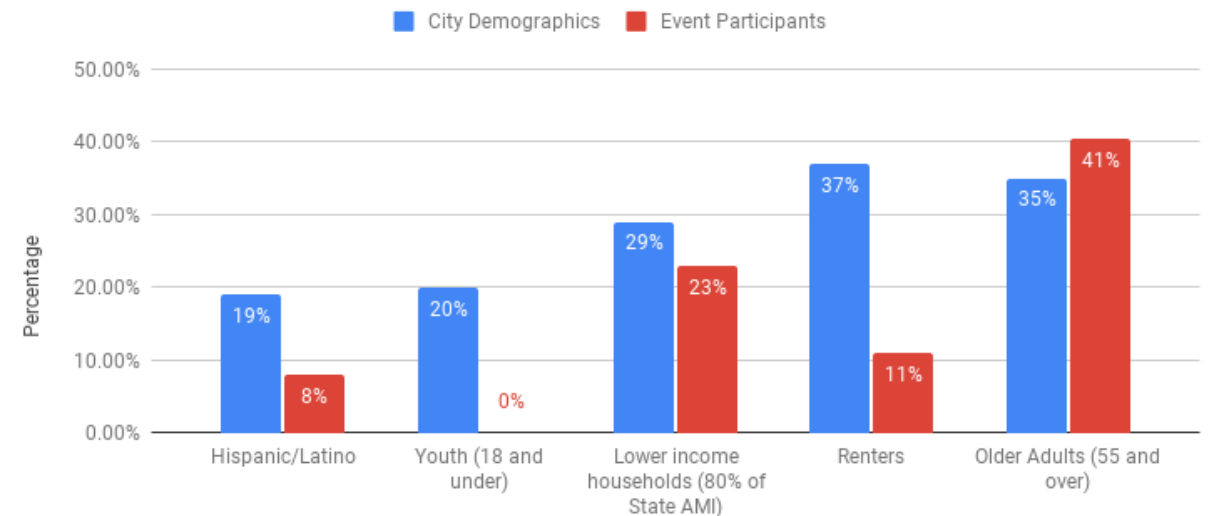
Participation Compared to City Demographics

Land Use Pop-Ups - Summer 2024



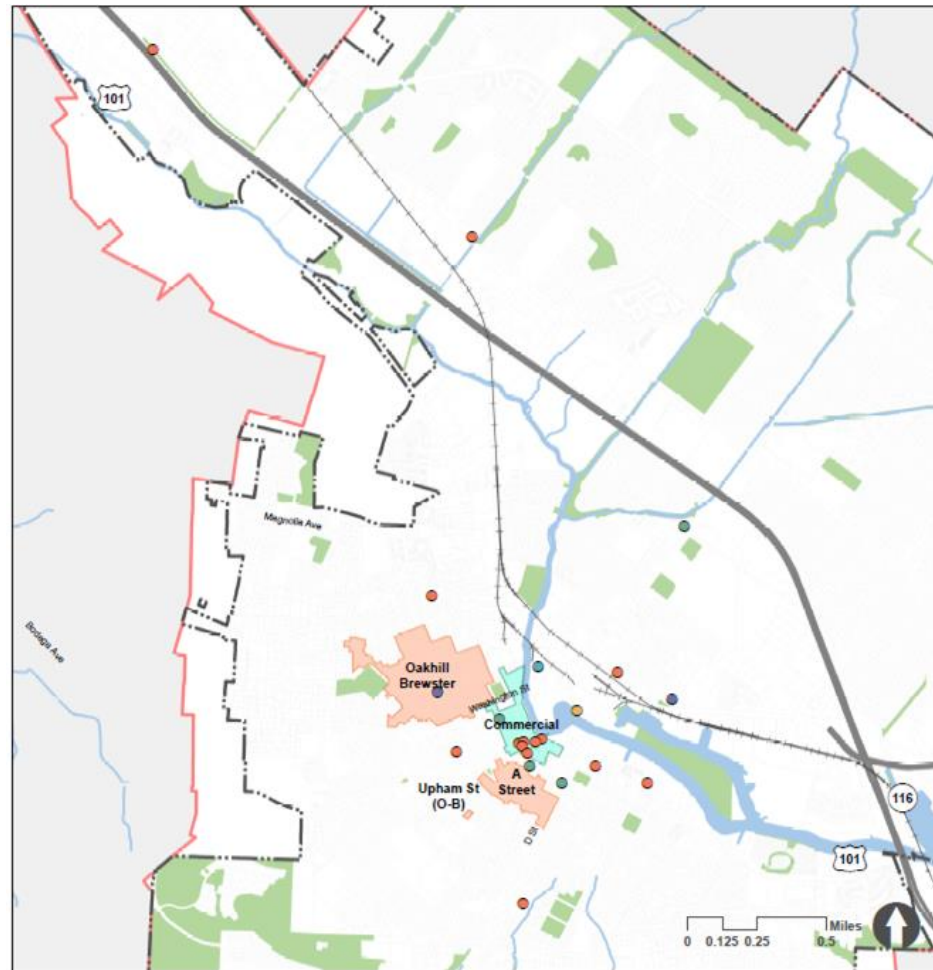
Participation Compared to City Demographics

Land Use Workshops - September 2024



Land Use Drivers

Historic Resources



Designated Historic Districts

- Local Petaluma Historic District
- Local Petaluma Historic District & National Register Historic District

Designated Individual Historic Resources (# parcels)

- National Register-Listed (2)
- California Register-Listed (1)
- Petaluma Historic Landmark (14)
- Petaluma Historic Landmark & National Register-Listed (4)
- Petaluma Historic Landmark & California Register-Listed (1)

- City Limit
- Urban Growth Boundary / Sphere of Influence
- Railway
- Freeway
- Water
- Parks / Open Space



Data Sources: City of Petaluma (2021); County of Sonoma (2021); ESRI (2021)

Designated Historic Resources in Petaluma

- National Register Listed
 - 6 individual properties
 - Downtown Commercial District
- California Register Listed
 - 2 individual properties
- Petaluma Historic Landmarks
 - 4 historic districts (Downtown Commercial, A Street, Oakhill Brewster, and Upham Street)
 - 20 individual properties (1 also list in CR, 4 also listed in NR, 1 since demolished)

Economic and Market Conditions

Opportunities

- **Demand** for both **single-family and multi-family** housing
- **Downtown Petaluma thrives** as a unique retail / dining / entertainment district
- Accommodate **growth of manufacturing and distribution** businesses
- **Leverage SMART** stations to attract businesses and residents
- **Diversify uses within shopping centers** and commercial districts
- **Potential to create community gathering places** at some existing centers
- Higher-intensity **infill opportunities** strongest near Downtown, SMART, existing amenities

Challenges

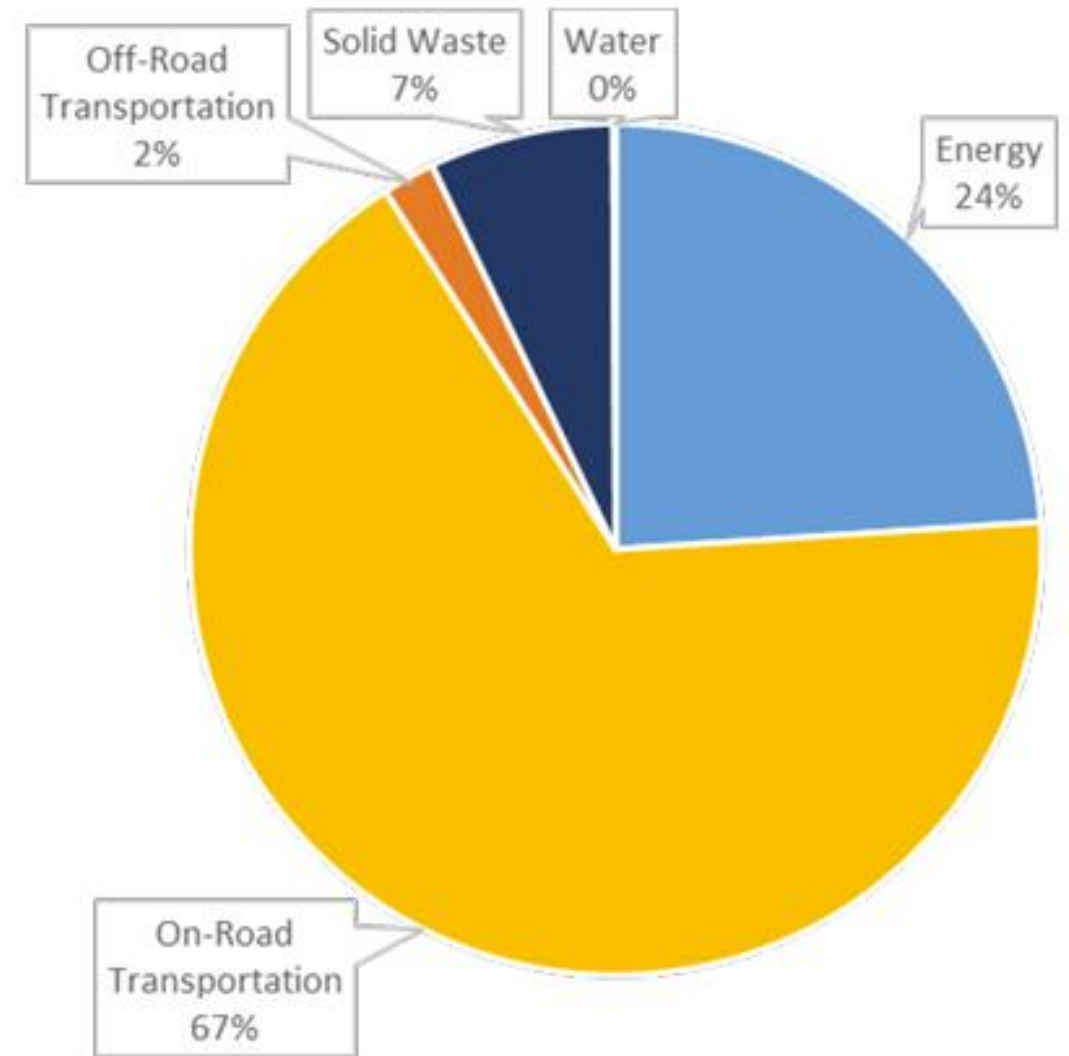
- Market-rate higher-density housing products (~4+ stories) generally **not currently financially feasible** in Petaluma.
- **Retail “pruning” is needed** – reposition or remove space in underperforming retail properties.
- Lease lengths and rights can pose **barriers to altering shopping centers.**
- **Industrial growth is constrained** by lack of opportunity sites at prime locations near Highway 101.

Economic Feasibility – 2023

- **Higher-density rental housing products are *currently* generally financially infeasible in Petaluma due to a combination of:**
 - High regional construction costs (and soft costs)
 - Limited local rents/sales prices
 - Rents/sales in Petaluma are generally lower than those in core Bay Area locations
- **Suggestions to improve feasibility**
 - Reduce municipal impact fees
 - Reduce inclusionary requirements
 - Reduce parking requirements
 - Remove retail requirements (SmartCode shopfronts and Zoning Code land use tables)
 - Accommodate mass timber/prefab construction
 - Reduce entitlement time
 - Invest in amenities to raise rents/sales prices

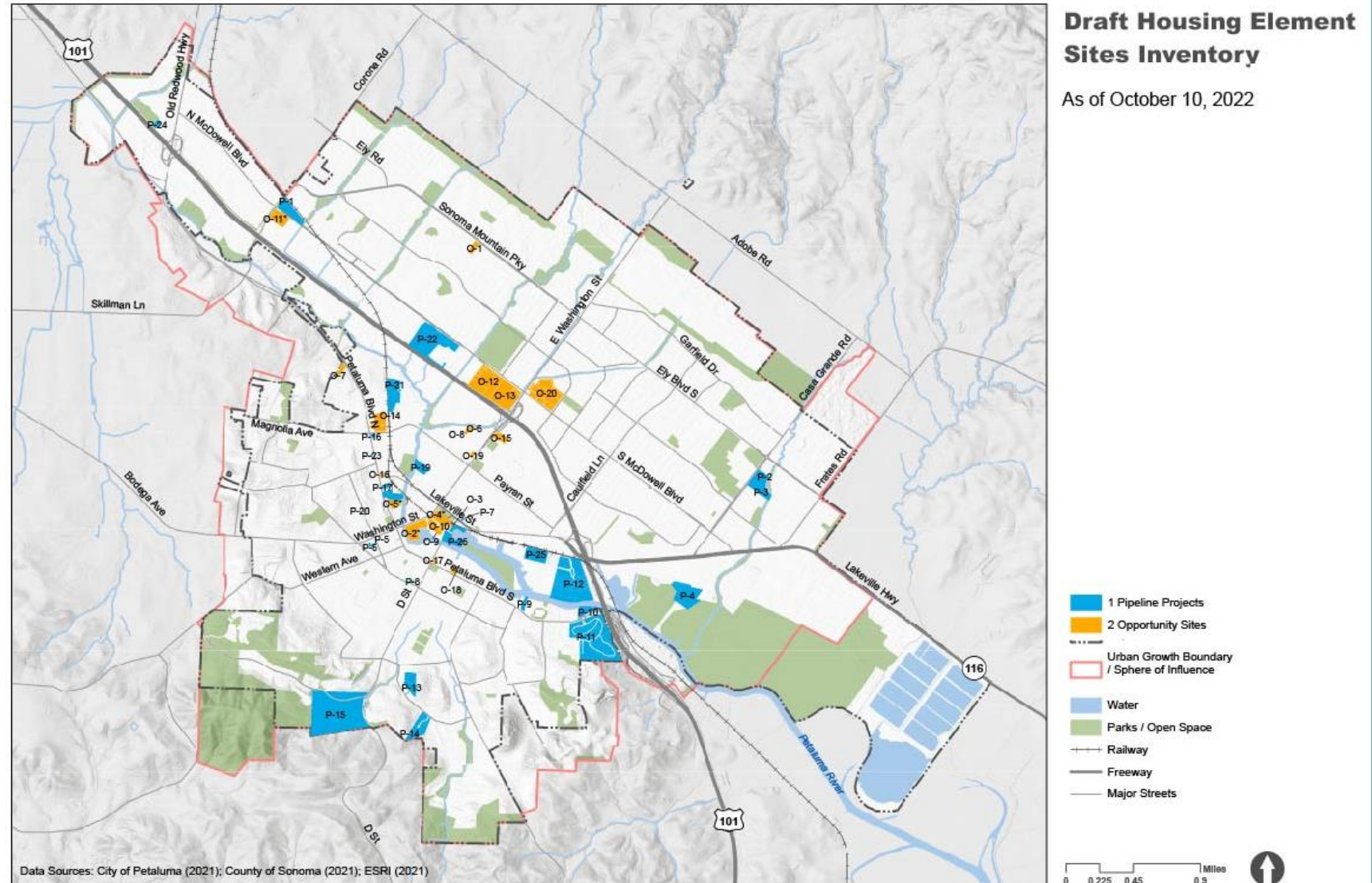
Vehicle Miles Traveled (VMT)

- A principal cause of Petaluma's congestion and high VMT = **low-density**, largely spread-out land use pattern
- 2/3 of greenhouse gas (GHG) emissions: **on-road transportation** (and high VMT)
- 1/3 of trips < 2 miles, so can reduce trips (as well as congestion and VMT) by **reducing distances / barriers between housing and destinations**
- Reduce trips and VMT with future development that...
 - Is **more dense**
 - **Mixes** residential and non-residential **uses**
 - Includes transportation demand management (TDM) strategies

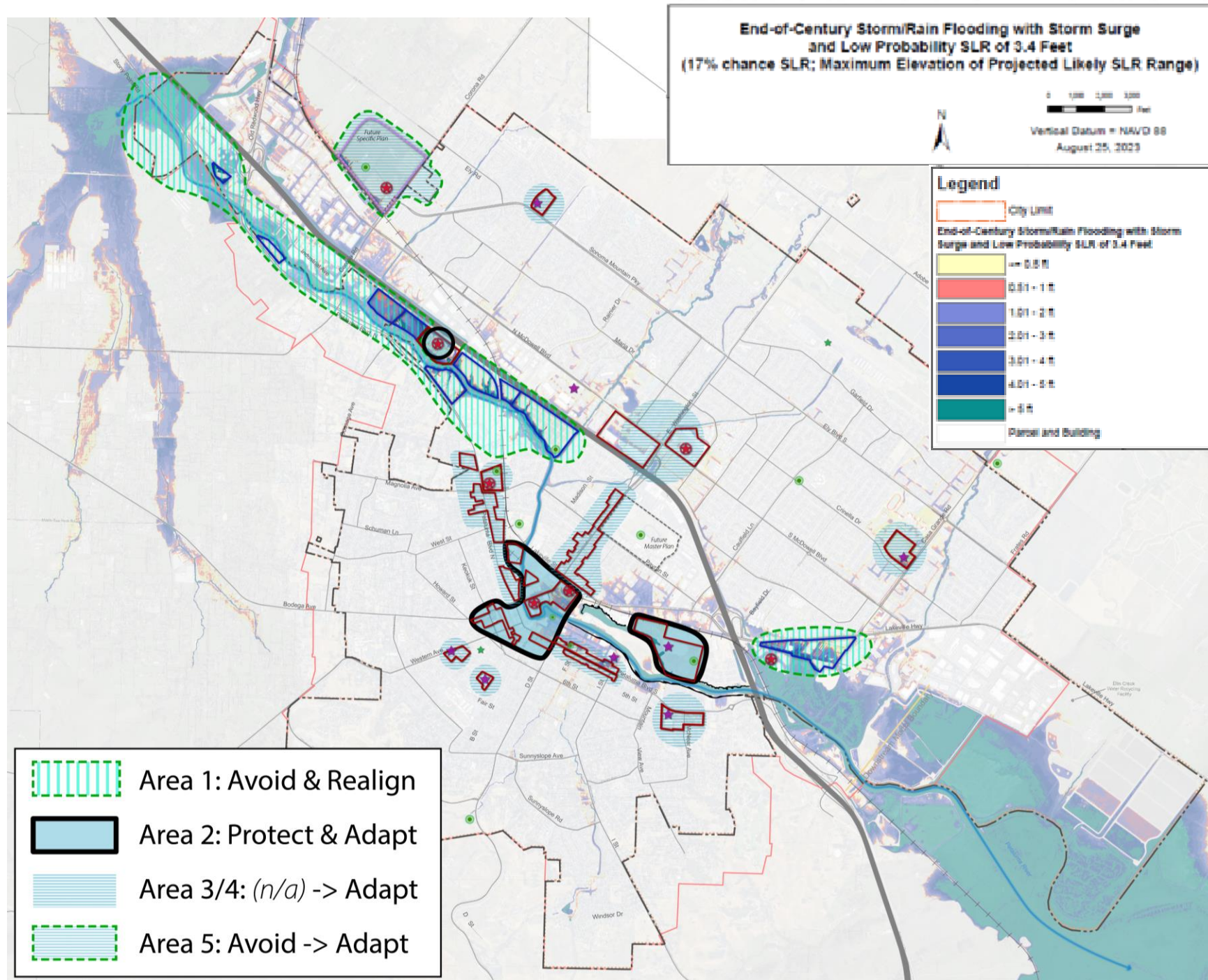


Housing Element – Adopted early 2023

- Pipeline projects – currently or under construction soon
- Opportunity sites – where housing development is anticipated



SLR/Flood Resilience & Land Use Alternative Areas – 2023



Transportation Network and Land Use – 2024

Accessibility analysis of the draft active transportation network:

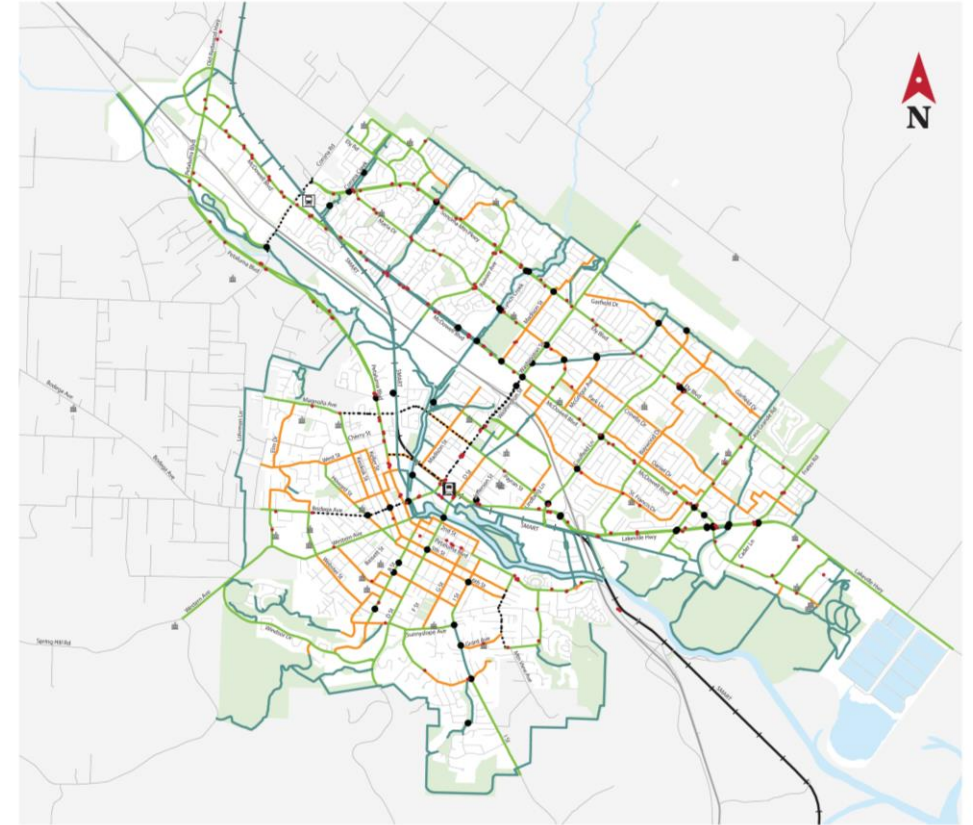
- Improvements in the active transportation network greatly improve access to city destinations in some places.
- But ***most improvements in accessibility result from land use changes*** that allow more people and destinations near the components of the transportation network

Envisioned Bicycle Network

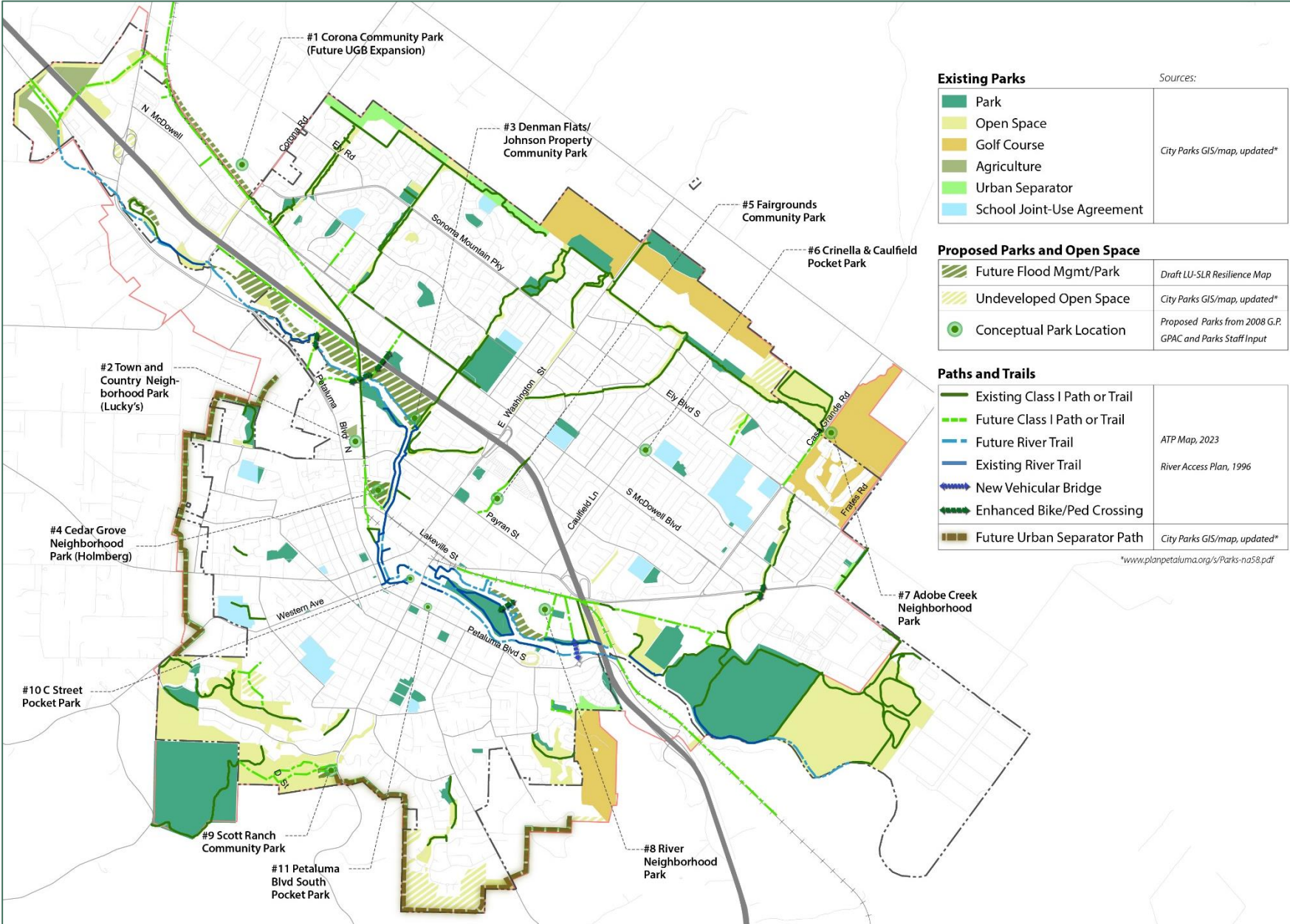
Trails - off-street paths for bicycles and/or pedestrians, paved or unpaved
On-Street Bike Lanes - painted on pavement with or without buffers or barriers from vehicle traffic
Neighborhood Greenways - signage, lane markings, and traffic calming measures on small, residential streets for bikes and vehicles to share the road
Facility type to be determined pending corridor study

● Intersection Improvements
● Bus Stops
■ Petaluma SMART Station
■ Petaluma North SMART Station (planned)
■ Parks
■ Schools

0.50 1 2
Miles



Proposed Parks & Open Space – 2024



#	Park Name	Typology
1	Corona (Future UGB Expansion)	Community
2	Town and Country (Lucky's)	Neighborhood
3	Denman Flats/Johnson Property	Community
4	Cedar Grove (Holmberg)	Neighborhood
5	Fairgrounds	Community
6	Crinella & Caulfield	Pocket
7	Adobe Creek	Neighborhood
8	River	Neighborhood
9	Scott Ranch	Community
10	C Street	Pocket
11	Petaluma Boulevard South	Pocket

Sources: Open Data Petaluma website, City of Petaluma General Plan 2025

Land Use Direction: Vision, Pillars, and Principles – Early 2022

- Preserve Petaluma's unique **identity** rooted in agriculture, the Petaluma River, the historic downtown, and surrounding open space.
- Maintain the **Urban Growth Boundary**.
- Expand **open spaces**.
- Expand access to the **River**, set new development back from the River, and orient it to the River.
- Prioritize **infill** development.
- Create **complete** neighborhoods in which residents can meet their daily needs.
- Provide a balanced mix of **housing choices** for all stages in the life cycle.
- Revitalize commercial **corridors**.
- Diversify land uses **downtown**.
- Intensify mixed-use development around SMART **stations**.
- Integrate land use and mobility strategies to prioritize **pedestrian-oriented, bicycle- and transit-friendly travel**.
- Support future development with appropriate **infrastructure and facilities**.



15-Minute Activity Centers

