

DOWNTOWN HOUSING & ECONOMIC OPPORTUNITY OVERLAY

CITY COUNCIL PUBLIC HEARING

MONDAY, MARCH 17, 2025

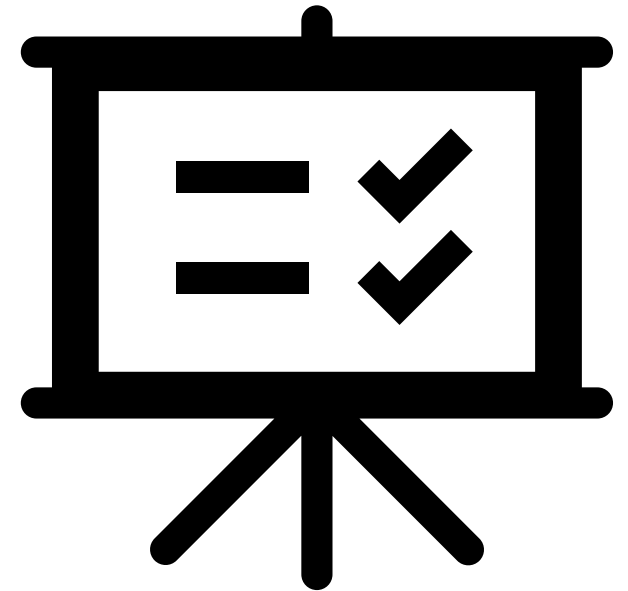
PRESENTATION OVERVIEW

- 1) Tonight's Purpose
- 2) Overlay Recap
- 3) February '25 Council Actions
- 4) Discussion



TONIGHT'S PURPOSE

- Conduct a public hearing & Consider Adoption of the Downtown Housing and Economic Opportunity Overlay (required 2nd reading)
- Consider project alternatives (if desired)



OVERLAY RECAP

WHY THE OVERLAY?

- Redevelopment of a historic downtown
- Other options considered
 - Variance; Rezone all Mixed Use 2 (MU2); Citywide exception process
- More focused approach to balance multiple considerations
 - Discretionary review
 - Enhanced historic preservation (in addition to existing protections)
 - Surgical look at the boundaries

OVERLAY RECAP

WHAT DOES THE OVERLAY DO?

- Support existing local businesses
- Fill vacant properties
- Improve the overall health of our Historic Downtown by facilitating preservation of historic buildings and resources and the Commercial Historic District
- Activate the ground levels of existing and new downtown residential and commercial properties, and the addition of residential uses incorporate sites with the greatest opportunity for redevelopment activity



PRIOR AND FUTURE MEETING: OVERLAY AND HOTEL

**Workshops, Study
Sessions, and Public
Hearings**
June – November 2023

CEQA Draft EIR Review
January – October 2024

City Council Workshop
November 2024

**WE ARE
HERE**

**Final EIR Certified &
Overlay Ordinance (2nd
reading)**
March 17, 2025

**Hotel Project HCPC and
PC Review**
TBD

February 2025 – Council actions (cont'd)

Increase Exceptional Building Design

That the overall building design and the use of the site demonstrates exceptional architecture/design.

“Exceptional” architecture/design may be demonstrated by at least three of the following:

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

The determination of exceptional architecture/design shall be guided by the input of a qualified professional chosen by the City.

Consider Jobs/Housing Balance

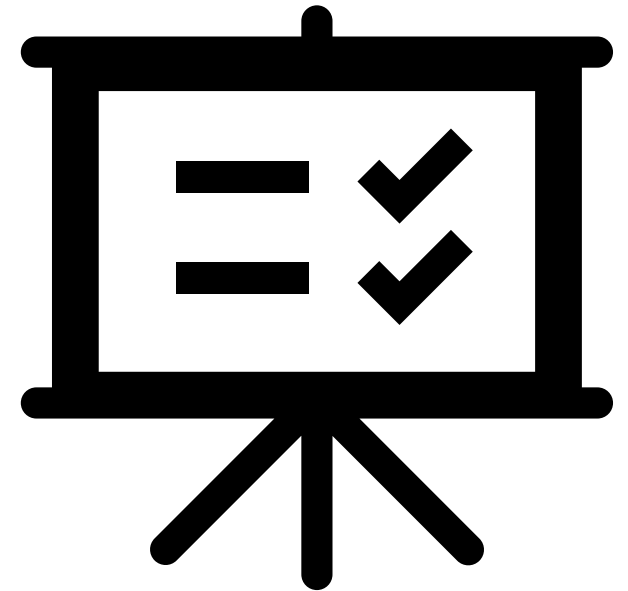
Jobs/Housing Balance. Any application for a non-residential project or a mixed use project with a non-residential component that seeks to build above 45 feet pursuant to Section 5.070(F), must include an analysis of the impact of the project on the jobs-housing balance in the City, including how much demand for affordable housing the project will create as compared to the amount of affordable housing created as part of the project.

The analysis shall be based on available pertinent information including information provided by the applicant estimating the number of permanent jobs to be created in the operations of the project, type of job (part-time or full-time), wages, and benefits. The developer may submit updated information to the City at any time during the application process.

This additional information is to allow the City, to the extent reasonably possible to disclose the foreseeable impact of the project on the jobs-housing balance in Petaluma.

STAFF RECOMMENDATION

- Conduct a public hearing & Consider Adoption of the Downtown Housing and Economic Opportunity Overlay (required 2nd reading)
- Consider project alternatives (if desired)



PROJECT ALTERNATIVES FOR CONSIDERATION

