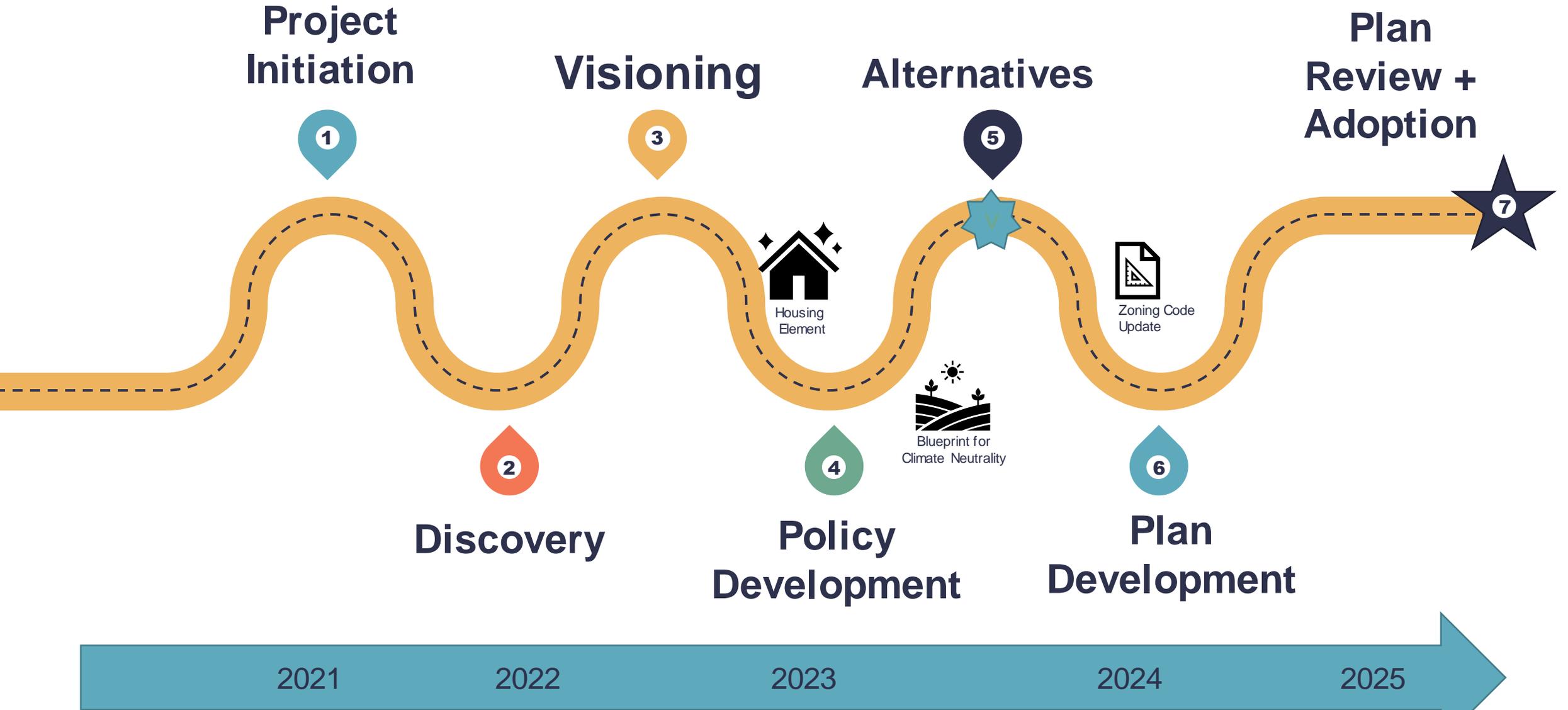
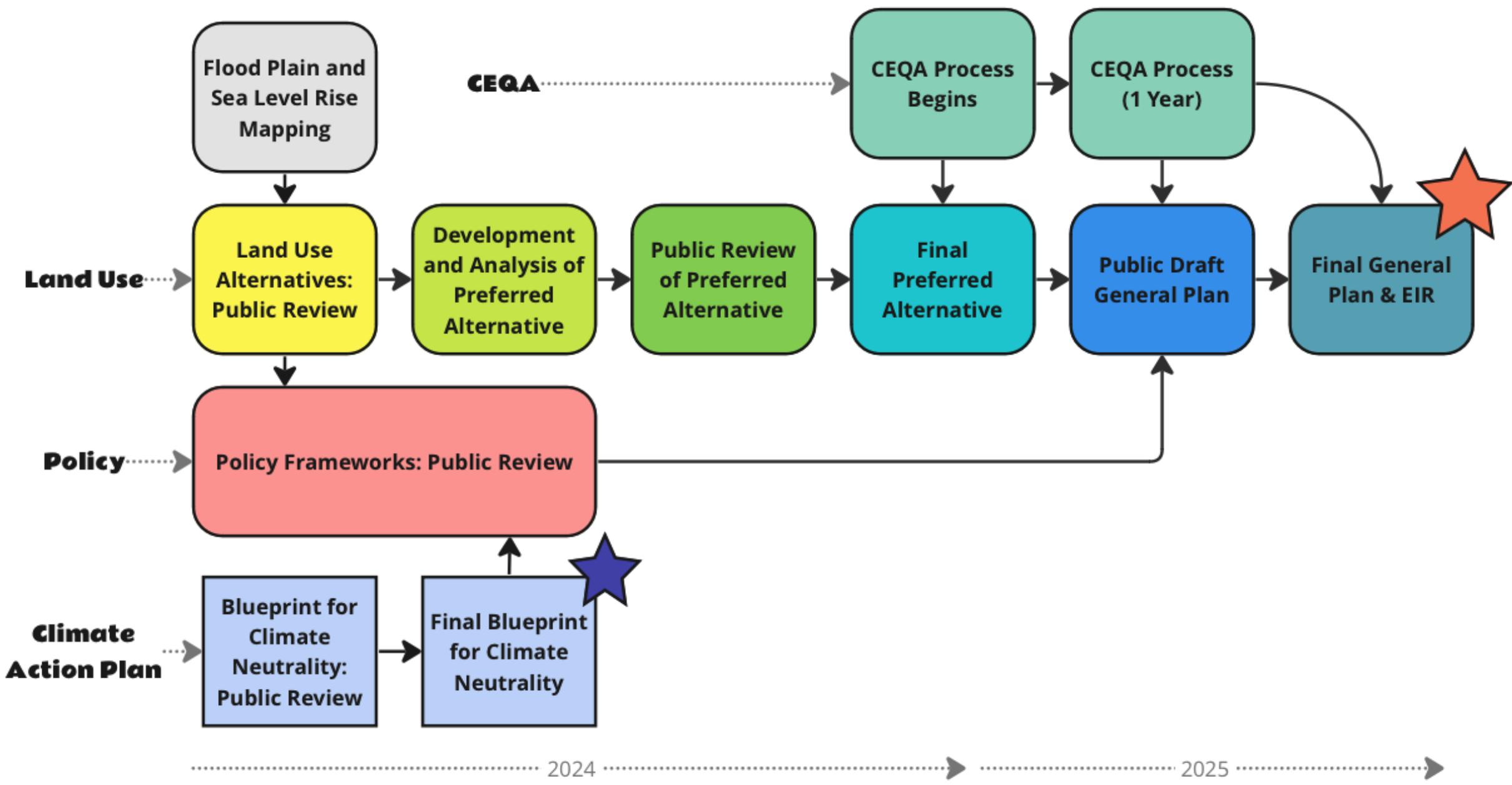


# General Plan: Policy Frameworks & Land Use Alternatives

City Council | April 29, 2024

# General Plan Update Roadmap



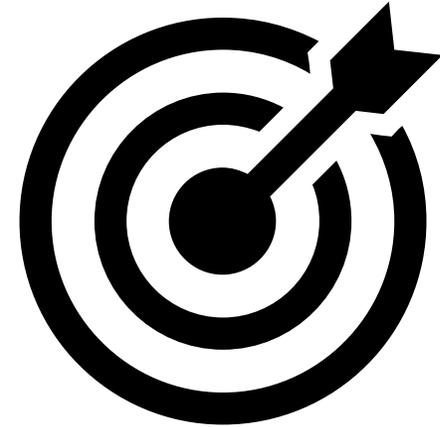


# Foundations of Policy Frameworks & Land Use Alternatives

- 2021 **Existing Conditions Reports:** *Existing Plan/SmartCode, Area Profiles, Pipeline Development Projects, Land Use Opportunities and Constraints, Market Demand, Future of Retail*
- 2021 **Community Input:** *survey, workshop, pop-ups, area meetings*
- 2022 **GPAC Vision, Pillars, & Guiding Principles**
- 2022 **Concept Diagrams:** Areas of Discussion, Key Strategies
- 2022 **What-if Scenarios**
- 2022 **Strategy Discussions:** City, consultants, GPAC
- 2023 6<sup>th</sup> Cycle **Housing Element Sites and Programs**
- 2023 **SDAT Report**
- 2023 **Housing Feasibility Studies**
- 2023 **Flood and Sea Level Rise Modeling**
- 2023 Draft **Blueprint for Carbon Neutrality**
- **Ongoing Planning:** *Active Transportation Plan*

# Goals

1. Receive a briefing on the **Draft Policy Framework review process**
2. Receive a briefing on the **Land Use Alternatives process**
3. Provide input on **Land Use Alternatives** direction



# Policy Frameworks (~30 minutes)

- Introduction to Policy Frameworks
- Frameworks Review Process
  - Public
  - General Plan Advisory Committee (GPAC)
  - Planning Commission
  - Other commissions, committees, & boards (CCBs)
- Next Steps
- Council Questions
- Public Comment

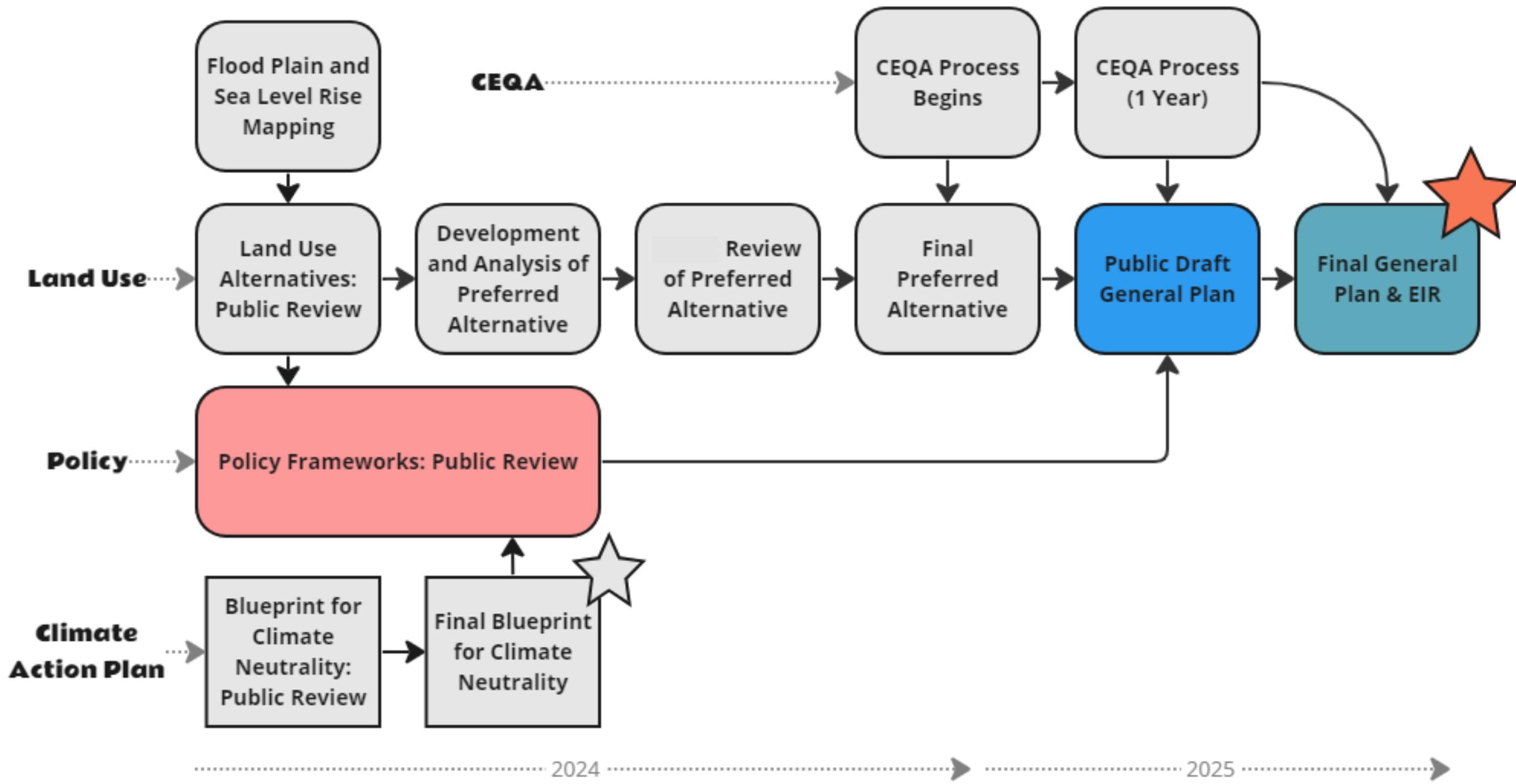


# Land Use (~2 hours)

- Introduction and Direction Needed
- Context and Background
  - Land Use
  - Flood Resilience
  - Market and Fiscal Context
  - Transportation
- Overview of Areas for Land Use Change
  - 15-Minute City
  - Accessibility Analysis
  - GPAC and PC Feedback
- Area-by-Area Discussion: Core, Corridors, 15-Minute Centers
  - Public Comment mid-way
- Evolution of Single-Family Neighborhoods

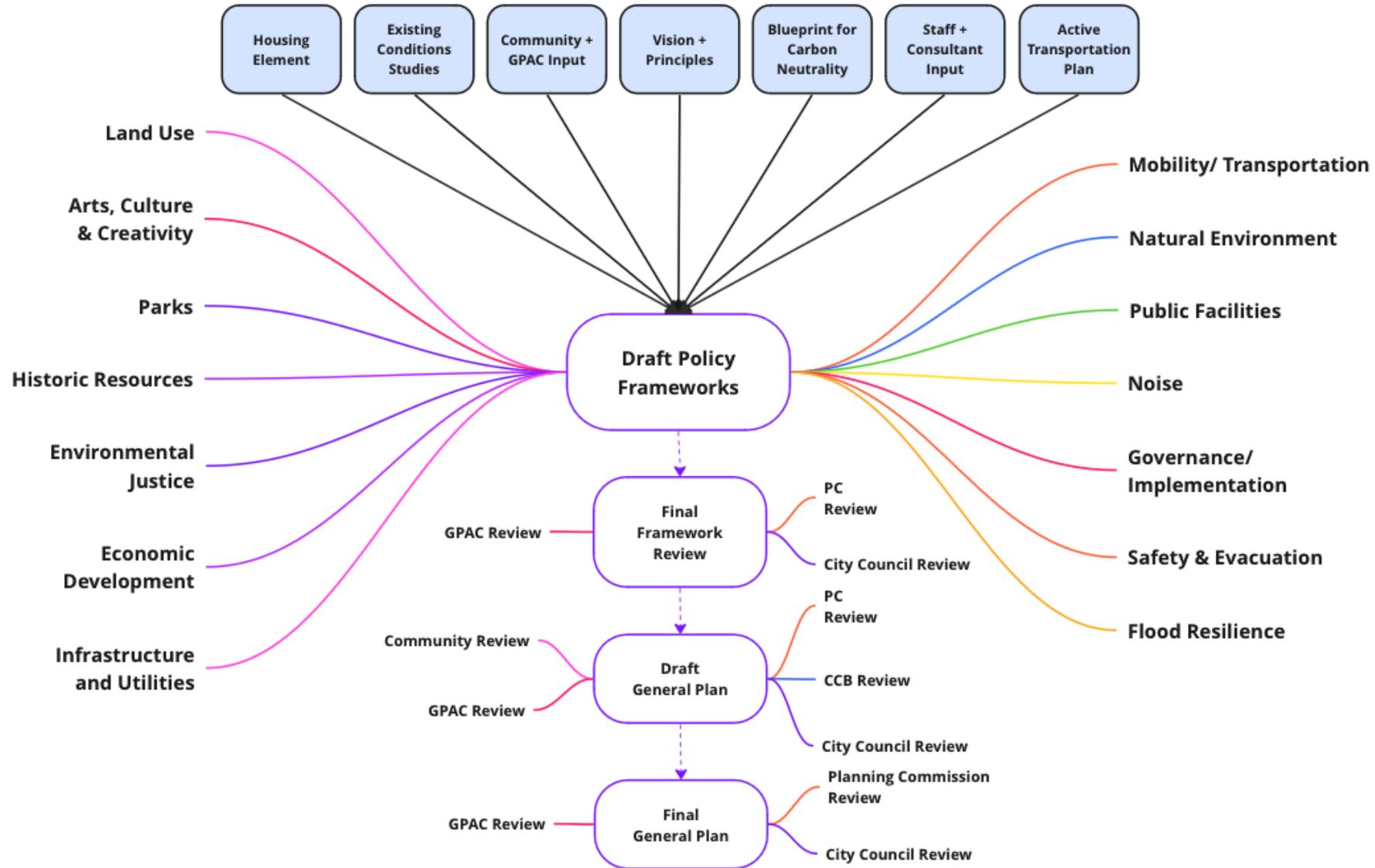


# Policy Frameworks



..... 2024 ..... 2025 .....

# Policy Frameworks: Draft Review Process



# Policy Frameworks

ARTS, CREATIVITY, AND CULTURE



PARKS



HISTORIC RESOURCES



ENVIRONMENTAL JUSTICE



SAFETY



ECONOMIC DEVELOPMENT



INFRASTRUCTURE AND UTILITIES



MOBILITY AND TRANSPORTATION



NATURAL ENVIRONMENT



FLOOD RESILIENCE



PUBLIC FACILITIES



NOISE



GOVERNANCE AND IMPLEMENTATION



LAND USE



View the  
Frameworks  
[planpetaluma.org](http://planpetaluma.org)

# Policy Framework Purpose & Structure

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

## Example

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

# The General Plan will be different...

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

# Policy Framework Review Calendar

CCB	Meeting Date	Key Frameworks to be Reviewed
<b>Airport</b>	May 2, 2024	Mobility
<b>Historic &amp; Cultural (HCPC)</b>	May 7, 2024	Historic
<b>Bike + Ped (PBAC) Transit</b>	May 1, 2024	Mobility
<b>Public Art</b>	May 23, 2024	Art/Creative
<b>Recreation, Music, &amp; Parks Tree Advisory</b>	May 15, 2024	Parks, Natural Environment, Public Facilities
<b>Senior</b>	May 9, 2024	Environmental Justice
<b>CAC</b>	May 9, 2024	Mobility/Transportation, Flood Resilience, Natural Environment
<b>PlanFest – Public Event</b>	May 11, 2024	All!
<b>Planning Commission</b>	May 28, 2024 (June 25, July 23, etc.)	Natural Environment, Mobility/Transportation, Parks, Flood Resilience, Economic Development Infrastructure and Utilities, Environmental Justice, Noise, Land Use
<b>GPAC</b>	Ongoing, June 20, 2024	Working Group recommendations on all Frameworks

# Providing Feedback

## Project Website

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

Review other Policy Frameworks and provide feedback:

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

**CITY OF PETALUMA GENERAL PLAN**

PLAN DOCUMENTS GET INVOLVED! GPAC SUBSCRIBE

### GENERAL PLAN UPDATE POLICY FRAMEWORKS

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

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

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

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

### FRAMEWORKS

#### ARTS, CULTURE, AND CREATIVITY

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

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

#### ECONOMIC DEVELOPMENT

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

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

# Questions?

# Land Use Alternatives

# Land Use (~2 hours)

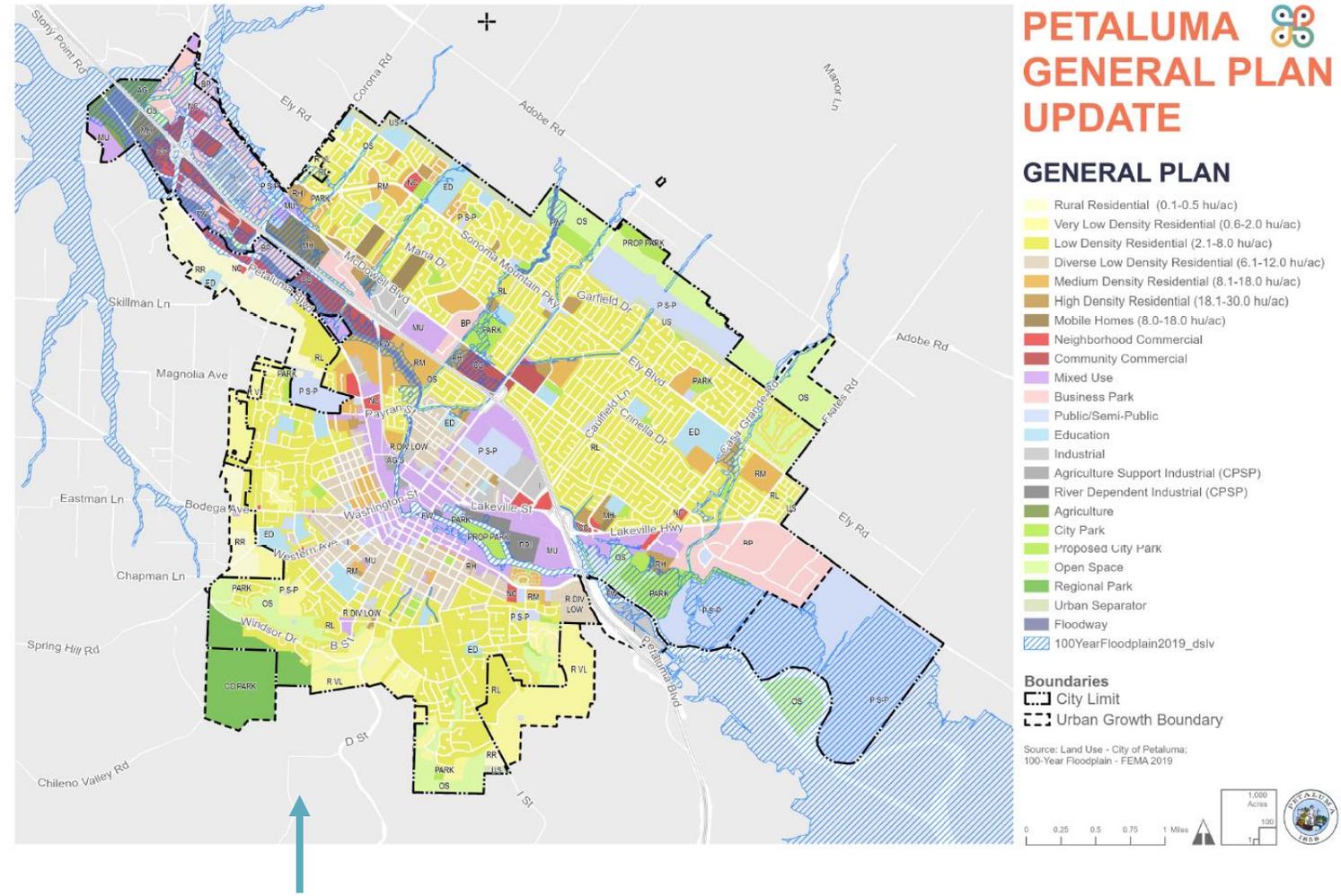
- Introduction and Direction Needed
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  - Public Comment mid-way
- Evolution of Single-Family Neighborhoods



# What are General Plan land use designations?

The foundation of the City's ability to regulate development

- Establishes allowed uses
- Describes general character envisioned
- Sets maximum residential density (units per acre) and/or commercial intensity (floor area ratio or building height)
  - In some cases, sets minimums



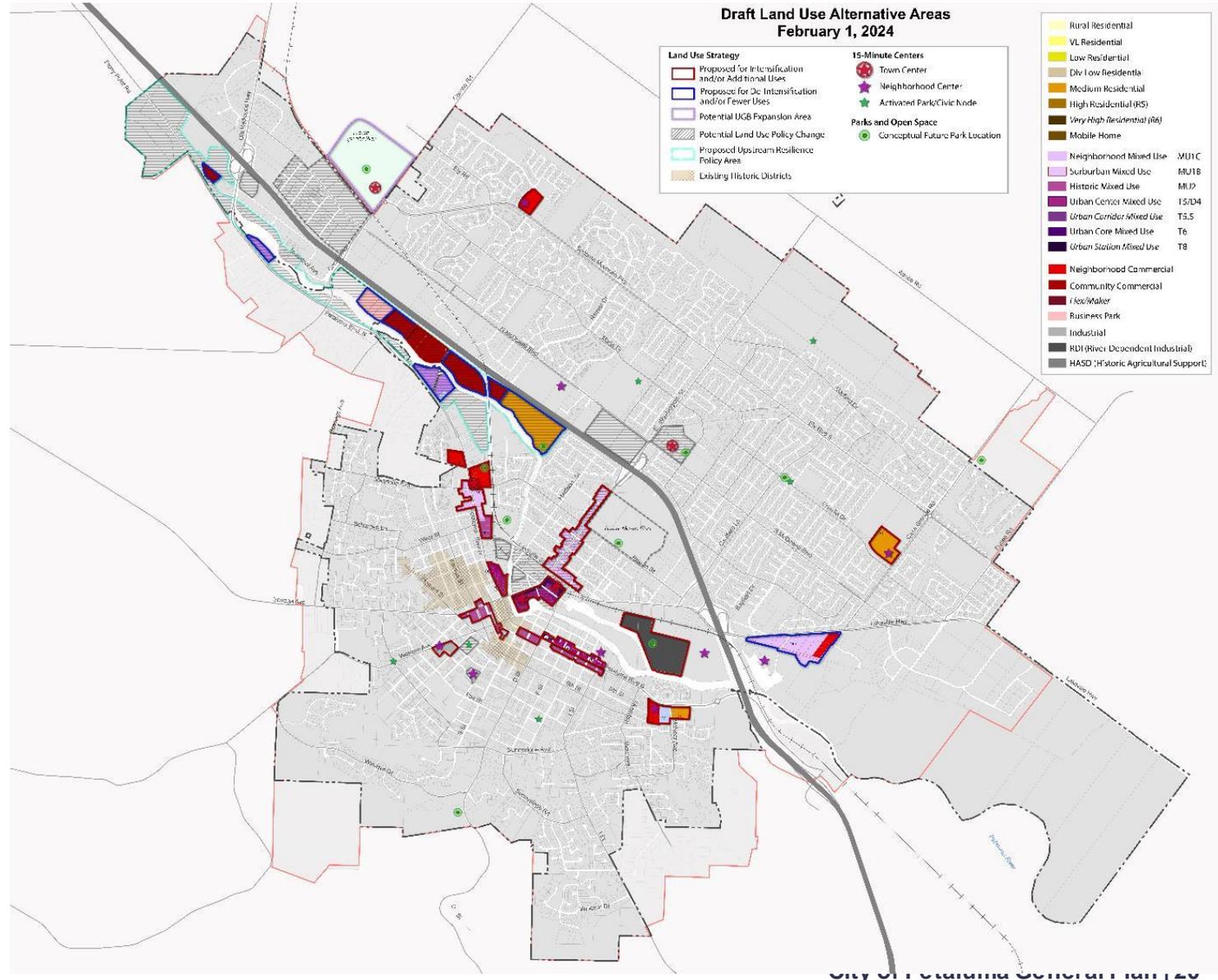
Current GPLU Map

# What are “Land Use Alternatives”?

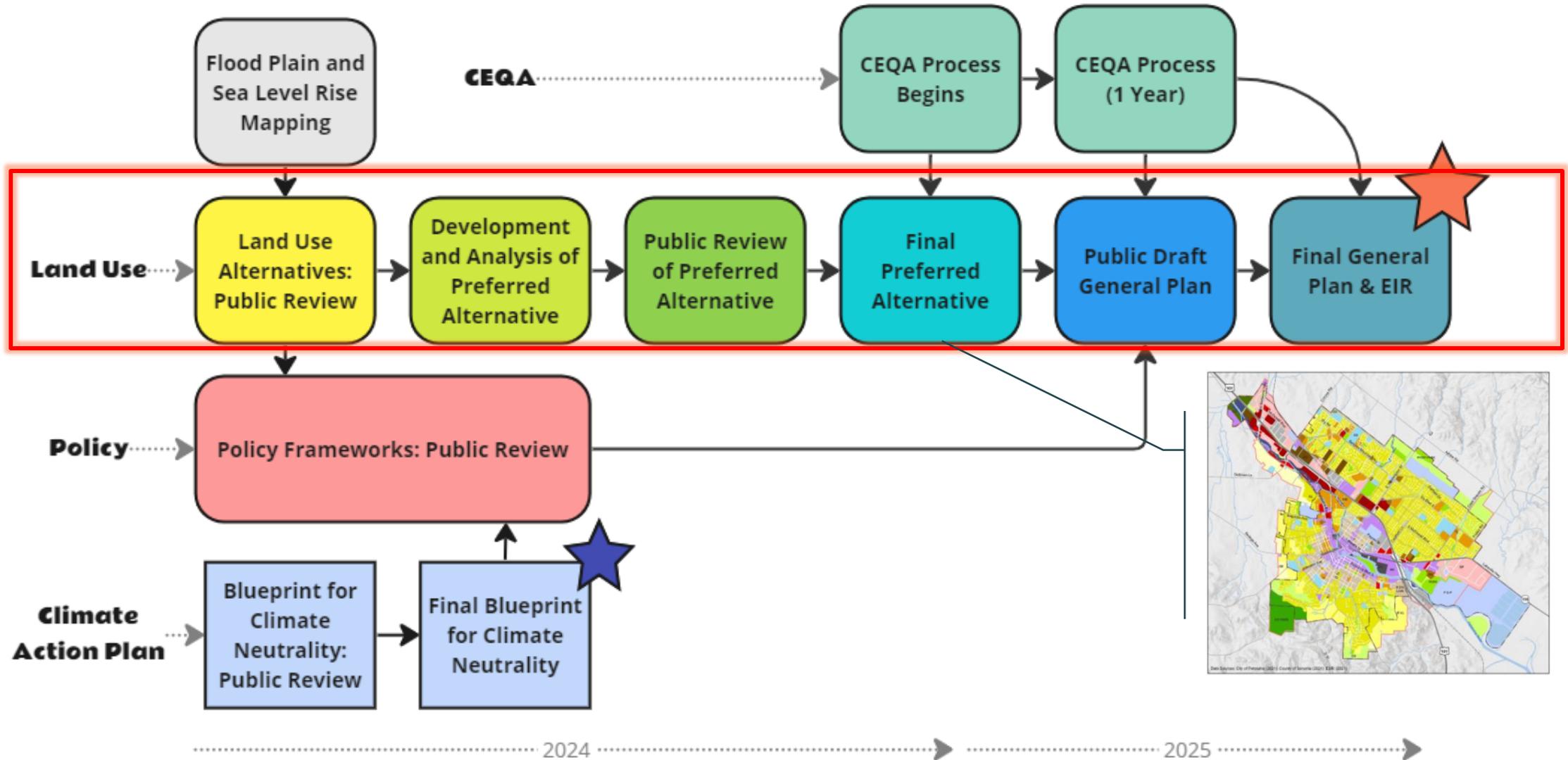
Options to publicly explore potential changes in General Plan land use designations

(different allowed land uses and intensities compared to the current General Plan)

**Note:** We do not have citywide Land Use Alternatives (alternatives are by area)



# Land Use in the General Plan Process



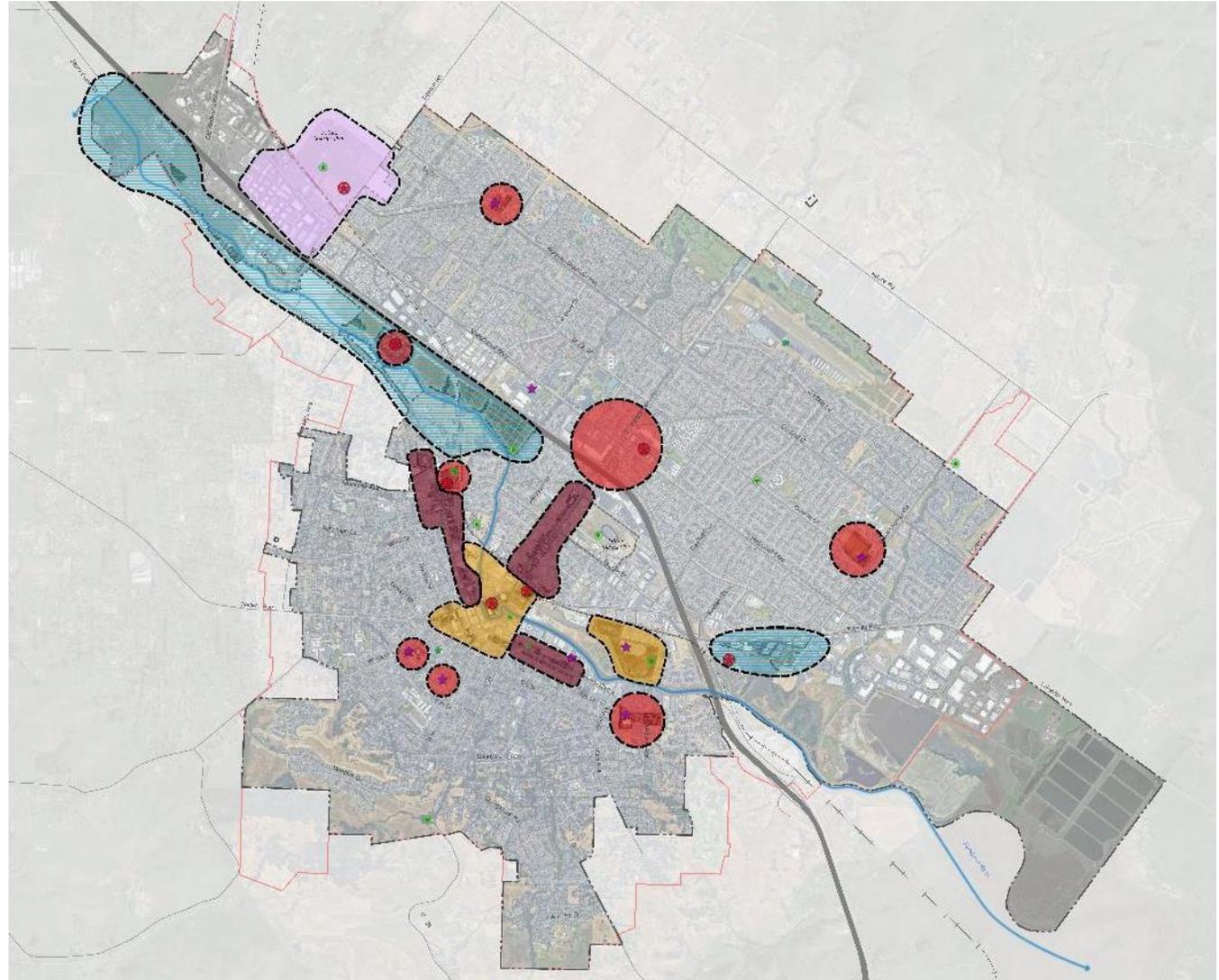
# Recent & Upcoming Land Use Alternative Steps



# Future Land Use Focus

# Future Land Use Focus

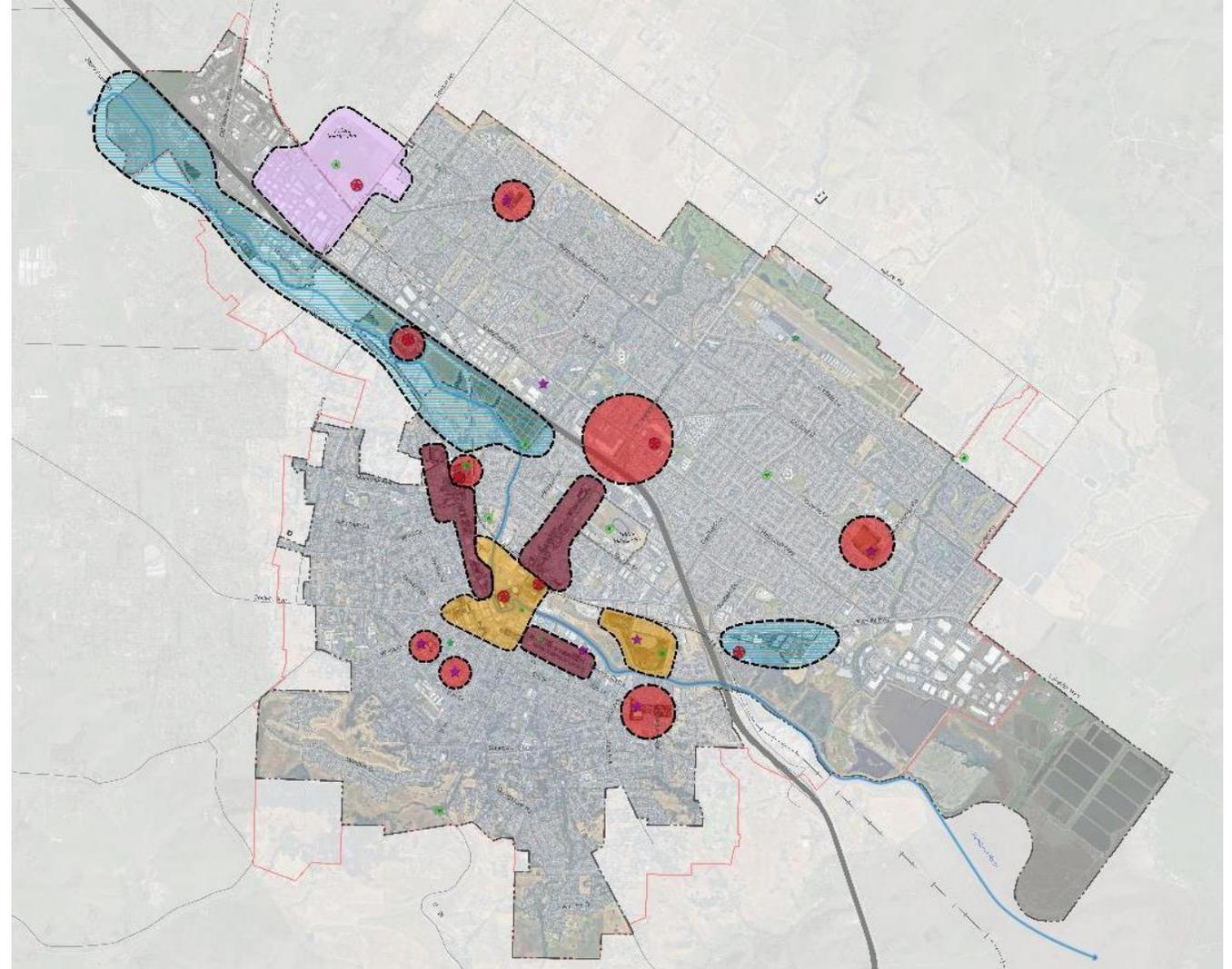
- Generally, shift away from developing **river-adjacent greenfield areas**
- **Focus future (re)development** in key areas: the City **core**, central **corridors**, 15-minute **centers**, and/or **potential Corona Station UGB expansion area**, to create a 15-minute city
- **Evolve single-family neighborhoods**



# City Council Discussion Questions

## Land Use Alternatives

- Does the City Council support the broad **citywide concept** of de-intensifying certain river-adjacent areas while intensifying some combination of the core, corridors, and/or centers?
- **Are these the right areas** to bring to the public to consider potential land use designation changes? Are any missing?



# Questions for Upcoming Public Engagement

## Land Use Alternatives and 15-Minute City

- Intensification & De-Intensification: Is there support for a citywide concept of de-intensifying certain river-adjacent areas while intensifying some combination of the core, corridors, and/or centers?
- Areas of Change: Are these the right areas where changes in General Plan land use designations should be considered? Are any missing?
- Future Land Use and Intensity: What is the right mix of use and intensity in each alternative area?

## Neighborhood Evolution

- Single-Family Density: Should the City allow more than four units per single-family lot?
- Middle-Density Infill: What strategies and policies should the City employ to facilitate infill of single-family lots with middle-density development?
- Land Use Flexibility: Should the City be more flexible with permitted and required uses? (e.g., home occupations, live/work, retail or storefront mandates)

# Example of Land Use Alternatives

## Base: No Change

Mixed Use 1 (2/3-story)



## Alternative 2: Slight Intensification



Intensify to 5-story from Lakeville to Wilson (1 block deep), then step down to 4-story mixed use



## Alternative 3: Major Intensification



Intensify to 6-story from Lakeville to Wilson (1 block deep), then step down to 5-story mixed use

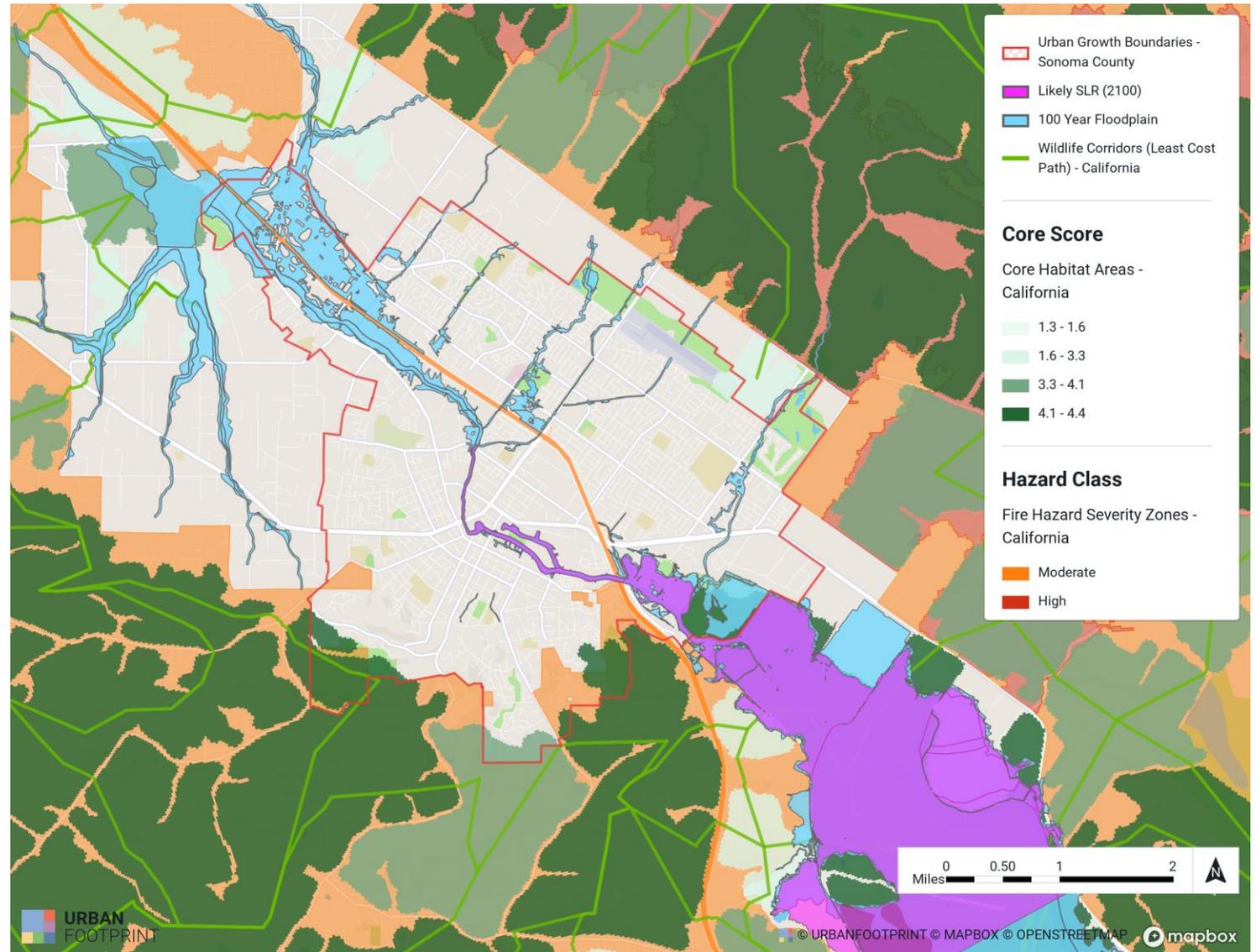


# Land Use Foundations

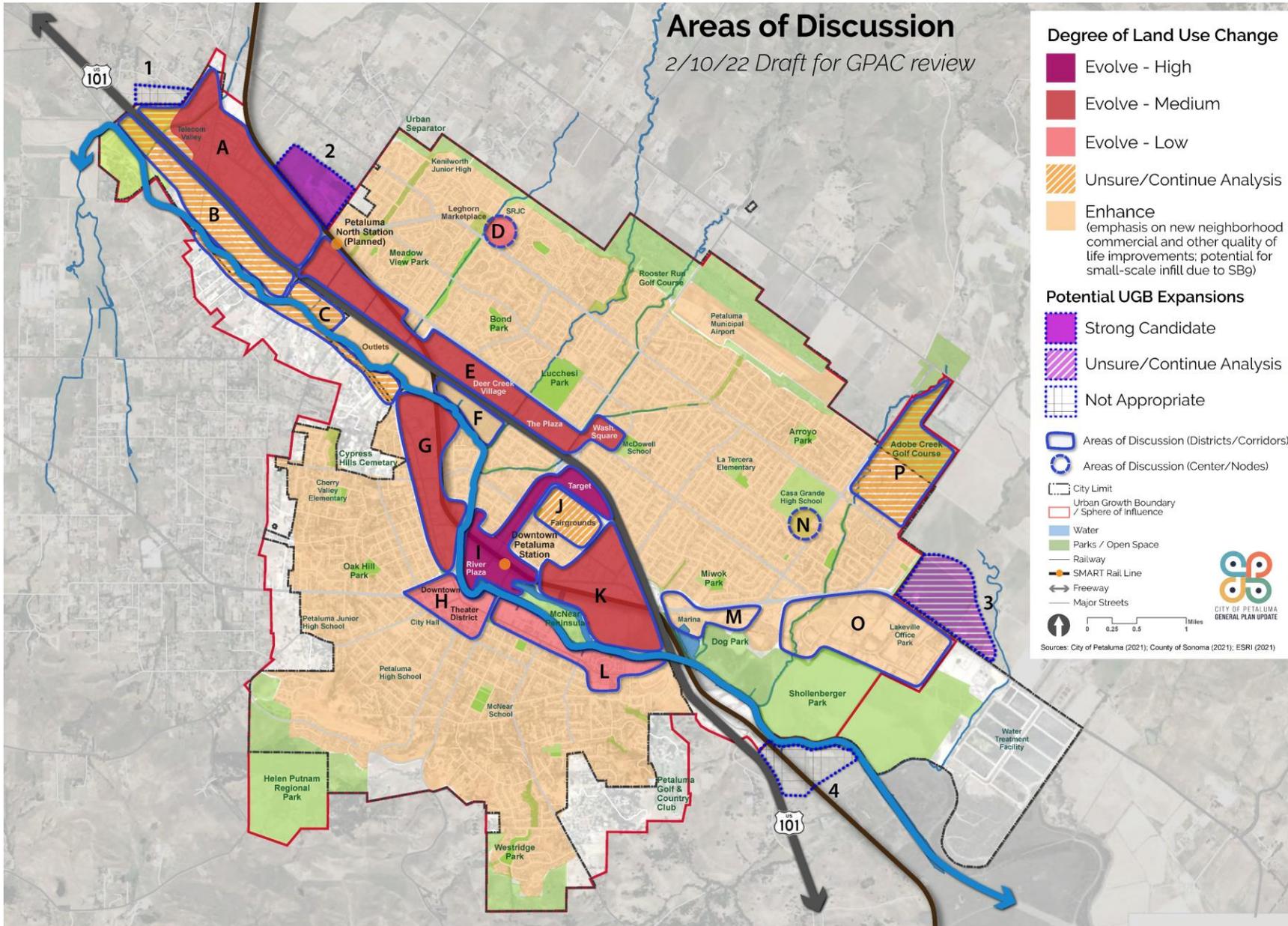


# Key Constraints

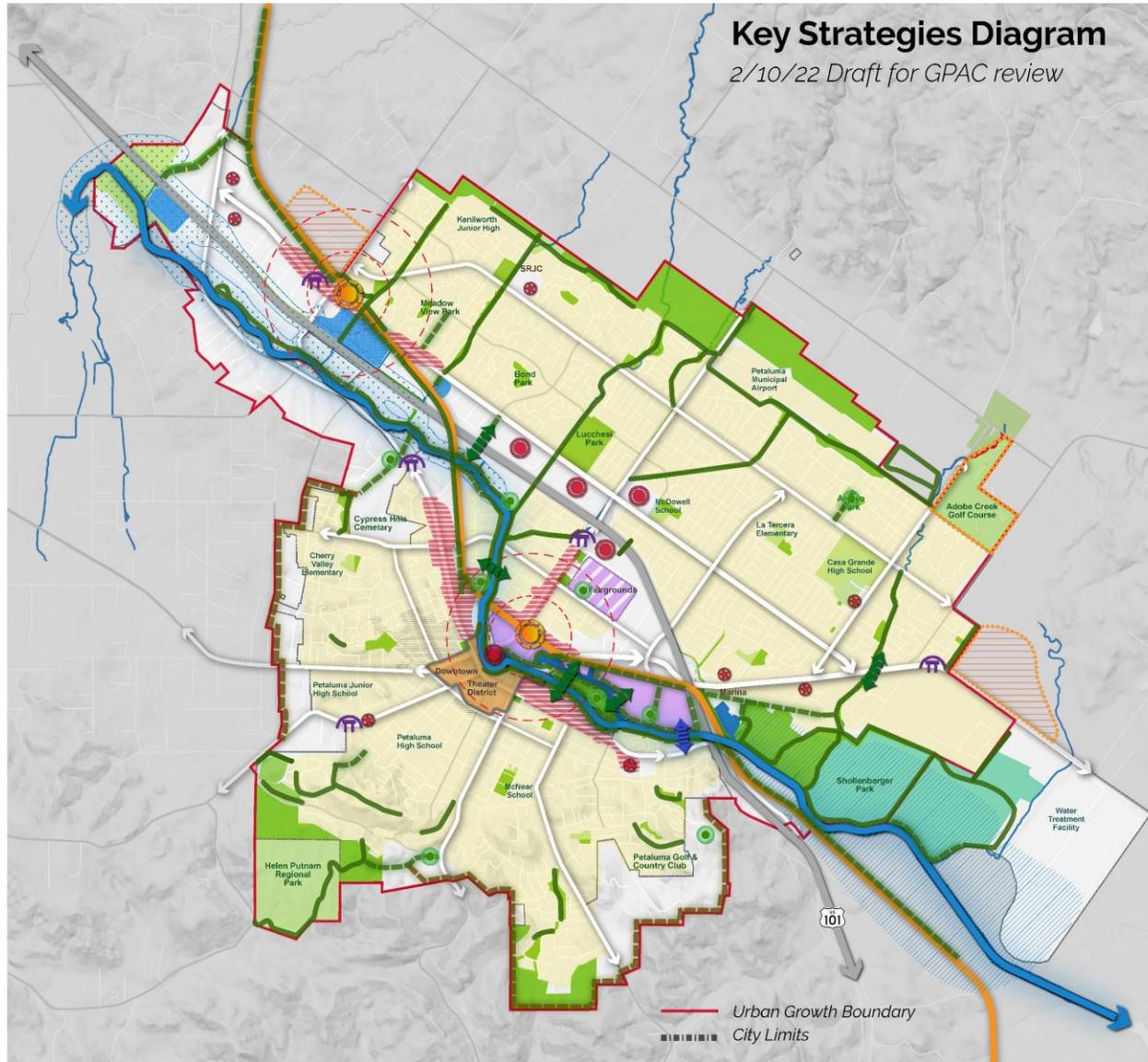
- Habitat/Wildlife Corridors
- Farmland
- Wildfire
- Flooding and Sea Level Rise + Storm Surge



# Areas of Discussion – Early 2022



# Key Strategies Diagram – Early 2022



## OPEN SPACE AND MOBILITY

- 1** Create a connected parks and multi-use (pedestrian and bicycle) path network
  - Existing Trail/Greenway
  - Proposed Trail/Greenway
- 2** Enhance public access to the river wherever feasible
  - Petaluma River
- 3** Expand the Urban Separator Path around the City's periphery
  - Potential Future Urban Separator Path
- 4** Complete key ped/bike crossings to enhance mobility between East and West Petaluma
- 5** Expand the network of connections across the river in Downtown and Midtown
  - Proposed Bike/Ped Connection
  - Planned Street Connection over River
- 6** Provide new and enhance existing public parks in identified locations throughout the City and Sphere
- 7** Provide natural habitats along creeks and in open spaces for different species
  - Conceptual Future Park Location (2008 General Plan)
  - Public Parks
  - Open Space/Golf Course/Other
  - Wetland or Marsh

## LAND USE CHANGE AREAS

- 8** Continue to ensure an economically successful Downtown and Theater District through supportive land use/design regulations and public investments
  - Downtown Petaluma
- 9** Attract higher-density housing to the Downtown SMART Station
  - Transit-Oriented Center
  - SMART Rail Line
- 10** Encourage redevelopment of river-adjacent opportunity sites (such as the River Plaza)
  - Areas with High Potential for Land Use Change
- 11** Explore options for the future of the Fairgrounds Site
  - County Fairgrounds Site
- 12** Explore ecologically innovative redevelopment of Adobe Creek Golf Club including housing
  - Adobe Creek Golf Club (closed)

- 13** Encourage low-rise housing and mixed-use infill near and along Petaluma Blvd South
- 14** Encourage context-appropriate infill and streetscape/safety improvements along East Washington Blvd and in Midtown
- 15** Encourage mixed-use/residential infill with active ground floors along Petaluma Blvd North
- 16** Encourage the evolution of North McDowell Blvd into a more active, mixed-use corridor
- Corridors with Potential for Mixed-Use Evolution

## POTENTIAL EXPANSIONS

- 17** Explore UGB expansion to support transit-oriented development near future SMART station (contingent on completion of station)
- 18** Study/consider UGB expansion for farmworker and affordable housing near Ely Road
- Potential Areas of UGB Expansion

## NEIGHBORHOOD CHARACTER AND DESIGN

- 19** Consider expansion of historic districts on the City's West side (such as along D Street)
  - Existing Historic Districts
- 20** Foster infill/redevelopment of mixed-use activity centers in key locations all across the City
  - Small Mixed-Use Center
- 21** Evolve auto-centric shopping centers into lively, multi-use, social gathering spaces
  - Retail Centers with Potential for Change
- 22** Provide enhancements in existing residential neighborhoods (i.e. urban forest, streetscape, green infrastructure, pedestrian/bicycle improvements, slow streets, park equipment, etc.)
  - Existing Low-Density Residential Areas
- 23** Strengthen the sense of entryway into the City with new and improved gateways
  - Gateway Enhancements

## FLOODING, SEA LEVEL RISE, AND SUSTAINABILITY

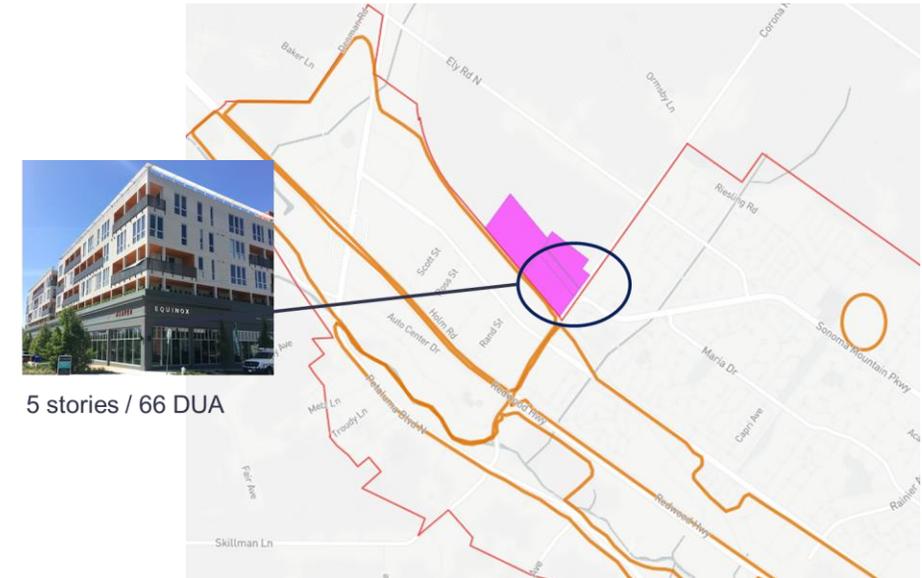
- 24** Avoid or restrict new development in wildfire and flood-prone areas
- 25** Explore nature-based solutions to manage flooding in key open spaces adjacent to the river
  - Flood Control Improvements
  - Implement marsh + wetland enhancement and storm/flood protection at the mouth of the Petaluma River
  - River Mouth / Bay Transition Zone Improvements
- 26** Improve flood protection for mobile home parks
  - Mobile Home Parks with Flooding Concerns

# What-If Scenarios: 3,000 Unit Capacity Each

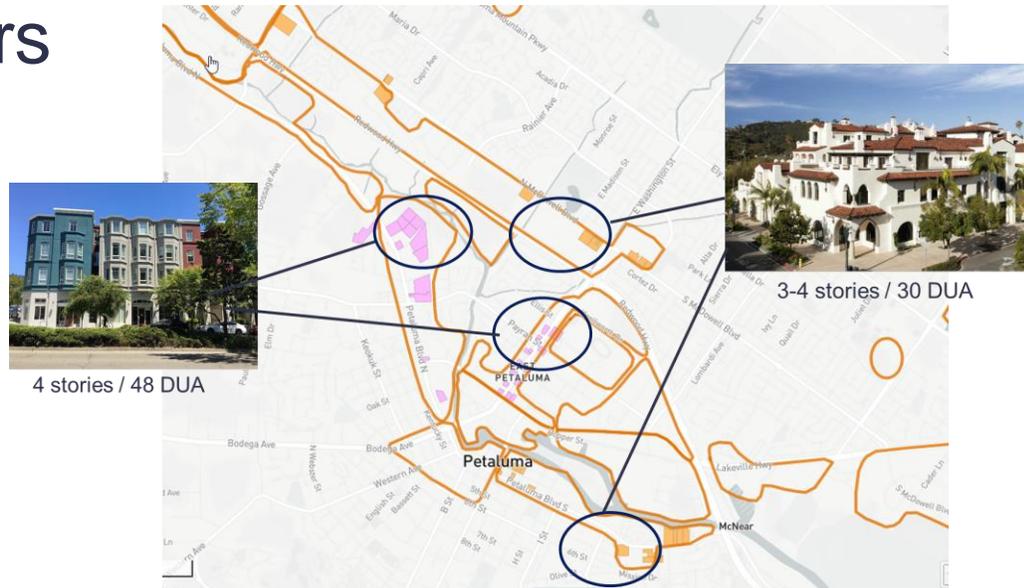
- Core



- UGB Expansion



- Corridors



# We may not need to plan for infinite growth

## California Looks Into the Future — and Sees Fewer Californians

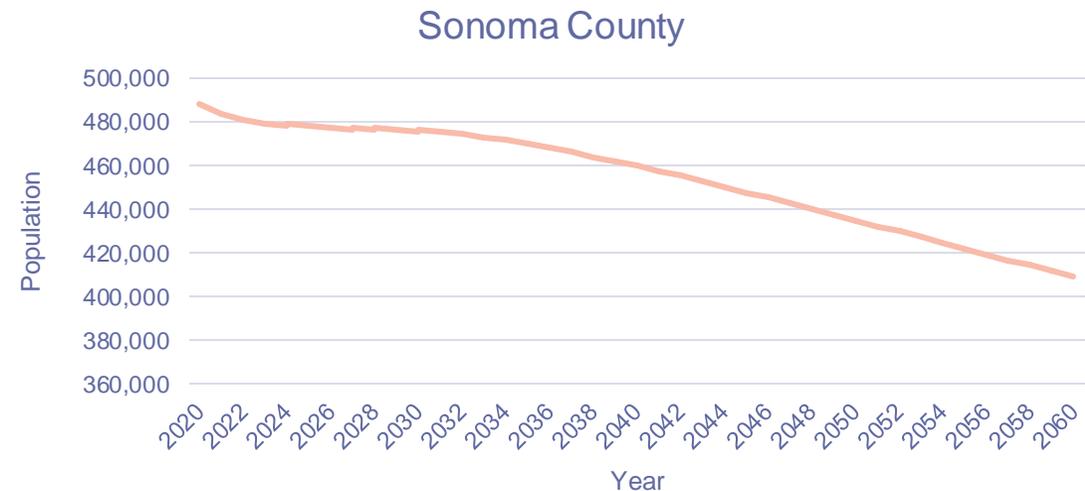
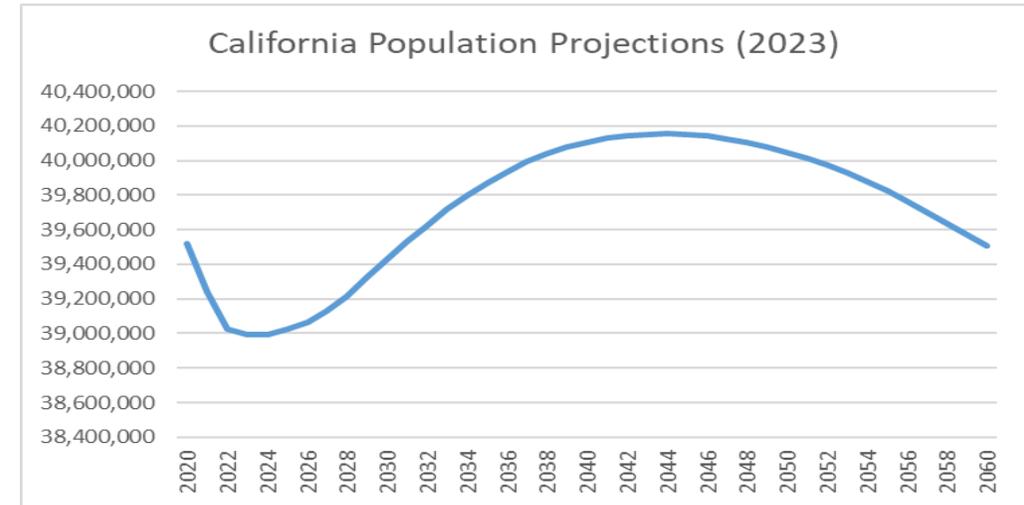
- For first time, long-run forecasts show population same as now
- Most populous state already lost 1 House seat, may shed more



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

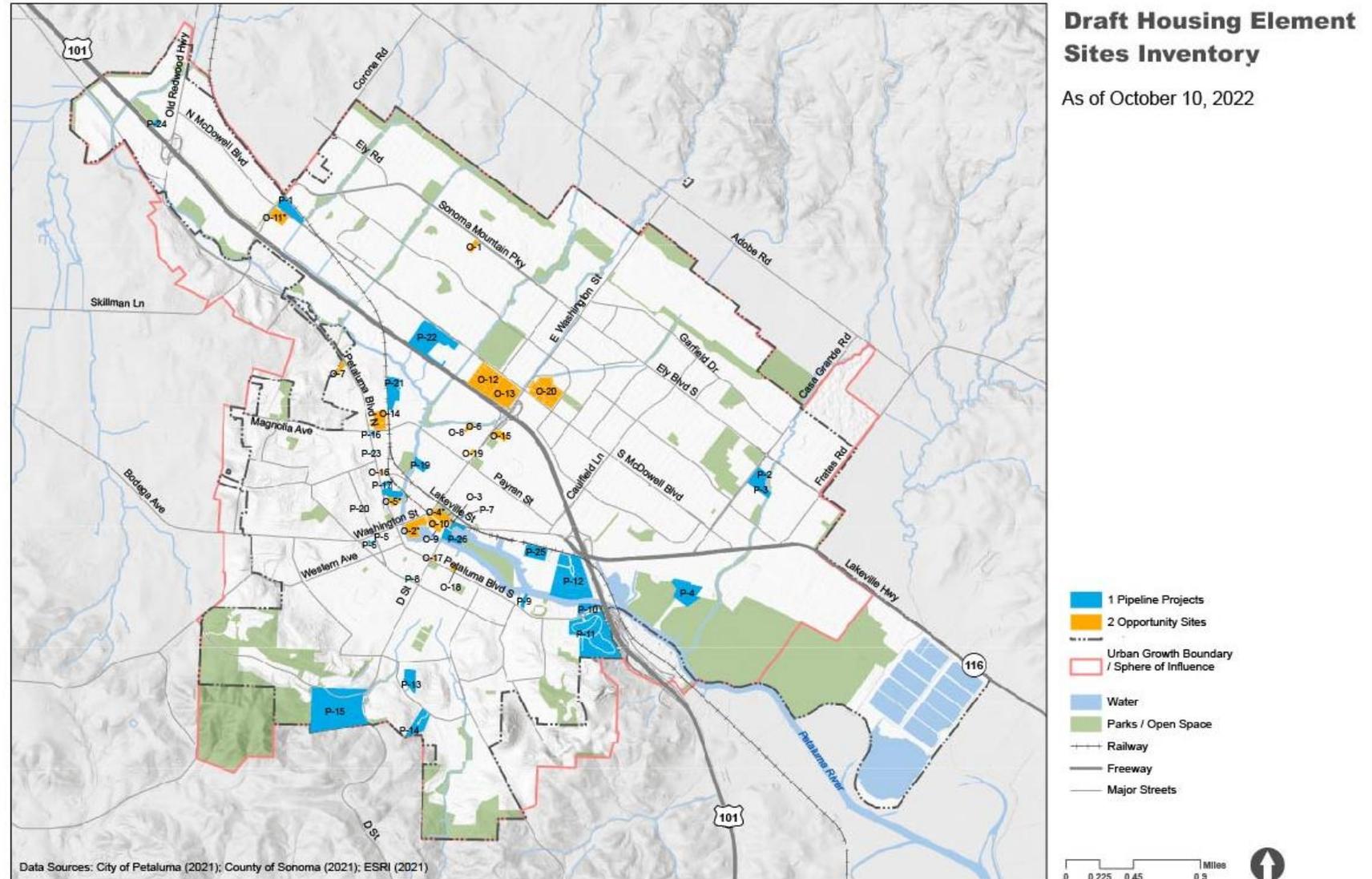
By [Alexandre Tanzi](#) and [Eliyahu Kamisher](#)

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



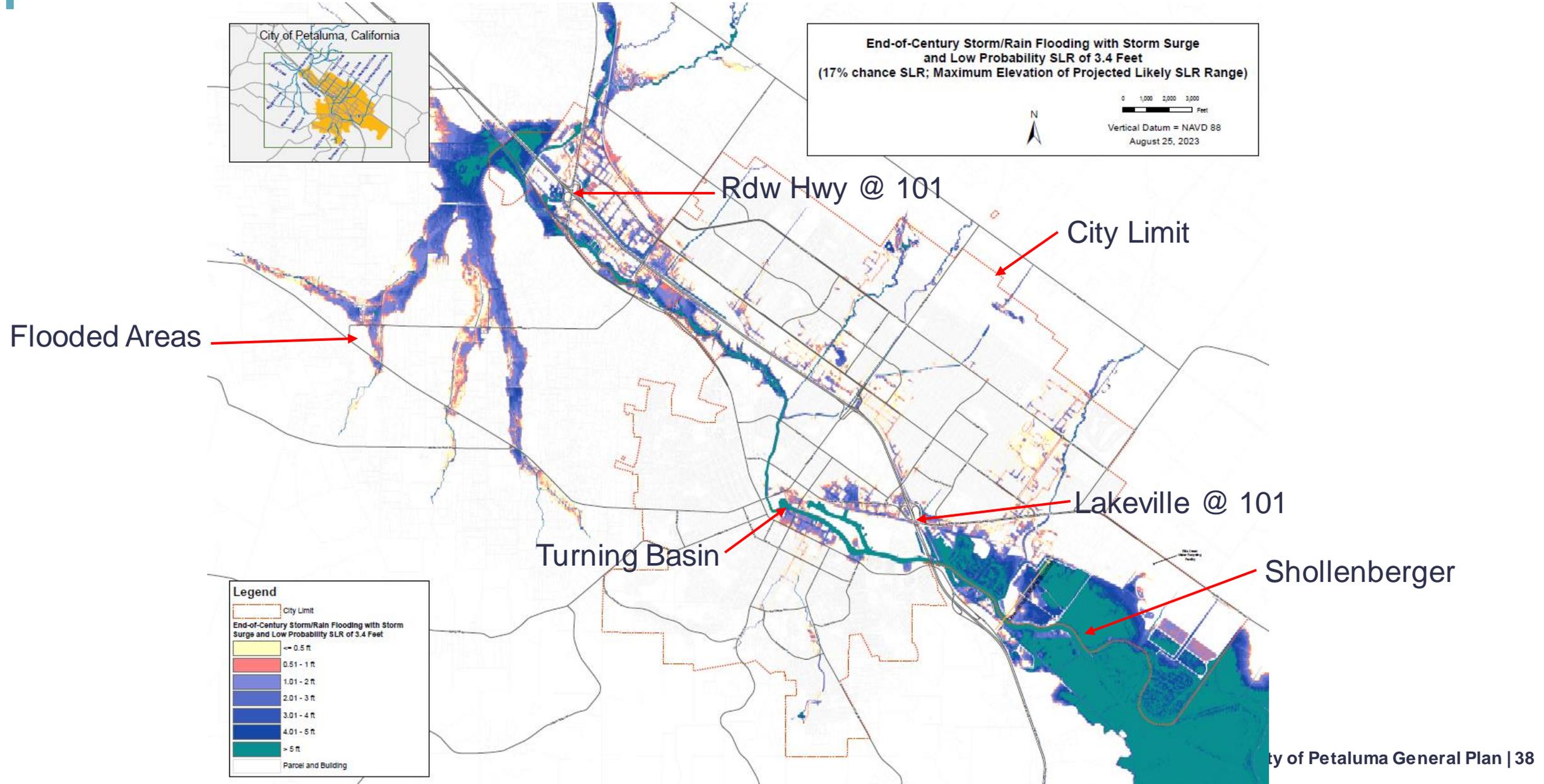
# Housing Element – Adopted early 2023

- Pipeline projects – currently or under construction soon (*not part of areas of discussion*)
- Opportunity sites – where housing development is anticipated (*part of the areas of discussion*)



# Flood Resilience

# End-of-Century SLR (3.4 feet), Rain and Storm Surge



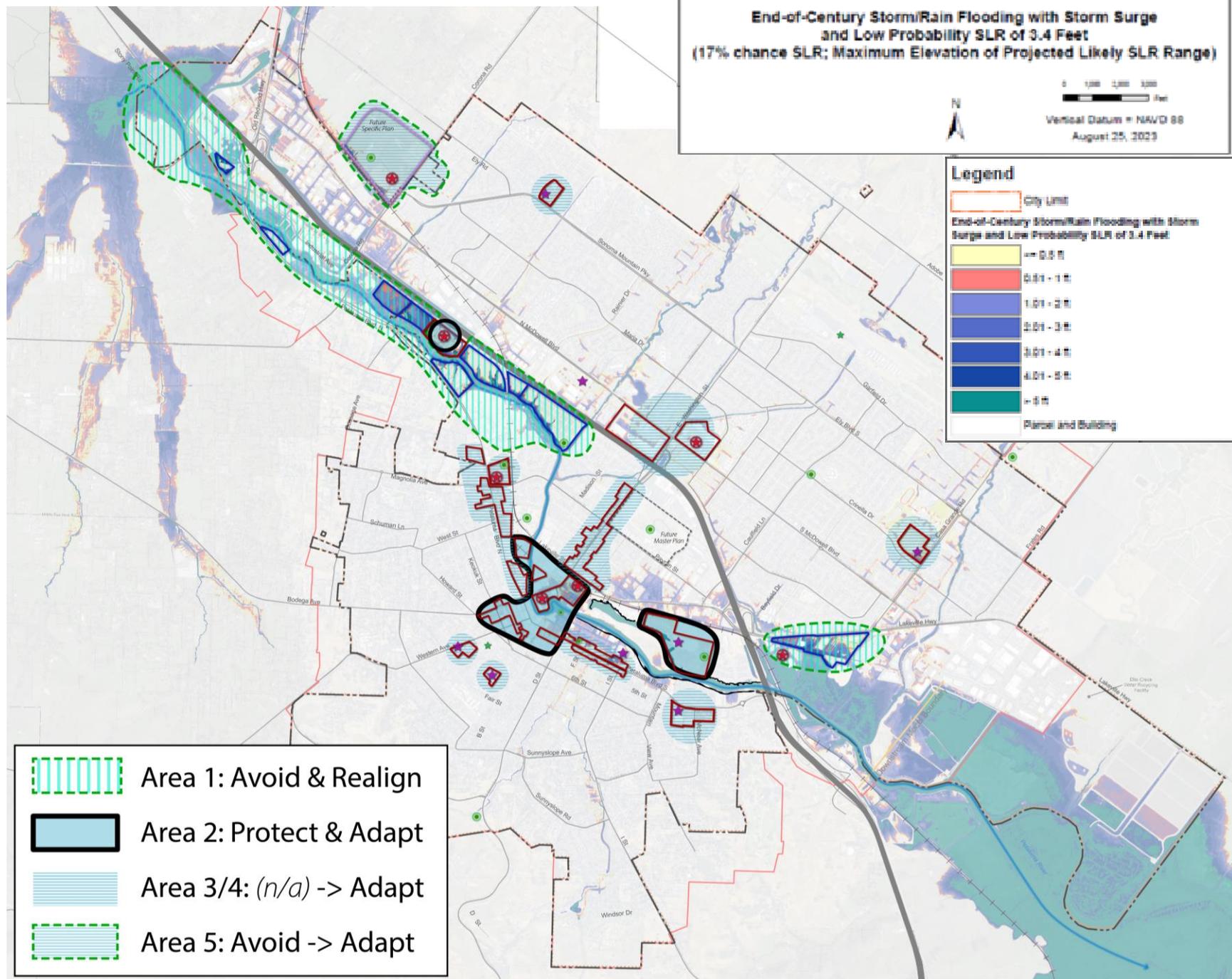
# SLR/Flood Resilience Land Use Concepts

- **AVOID: Retain Existing Hazard-prone Open Space and Undeveloped Areas:**
  - Keep parcels as Parks/Open Space where already designated
  - Rezone entire or portions of undeveloped parcels along upstream River to Parks or Open Space
- **PROTECT: Protect Neighborhoods/Mobile Homes:** Protect existing residential uses
- **PROTECT: Protect the Core:**
  - Consider upzoning infill sites in Downtown, require building adaptation, consider paying for district flood improvements (levees, road raising, pumps, etc.)
  - Invest in Downtown/Warehouse infrastructure
- **ADAPT/ACCOMMODATE: Adopt Resilient Building Standards:** Major construction/renovations must follow new adaptation requirements for building-scale resilience (mostly raising BFE)
- **REALIGN: Consider regulatory approach for existing Non-Residential uses**
  - Do not allow mixed-use residential or intensification in severely flood-impacted areas with existing low-value commercial/industrial uses
  - Leave low-intensity river-adjacent industrial as is; consider land use policy realignment

# Flood Resilience Strategy by Alternative Area

Area	Primary Strategy	Secondary Strategy
Area 1: Upstream/ Downstream River Areas	<u>AVOID</u>	REALIGN
Area 2: Core (TOD)	<u>PROTECT &amp; ADAPT</u>	n/a
Area 3: Corridors	n/a*	ADAPT
Area 4: 15-Minute Centers	n/a*	ADAPT
Area 5: Corona UGB (TOD)	<u>AVOID &amp; ADAPT</u>	n/a

# SLR/Flood Resilience & Land Use Alternative Areas



# Economic, Market, & Fiscal Context

# Petaluma's Economic Position

## Strengths

- Employment destination
- Highway 101 regional commute & goods movement
- Educated population
- Balance of export- and household-oriented industries
- Manufacturing industry concentration
  - Agriculture, food, medical devices & equipment, variety of smaller technology businesses

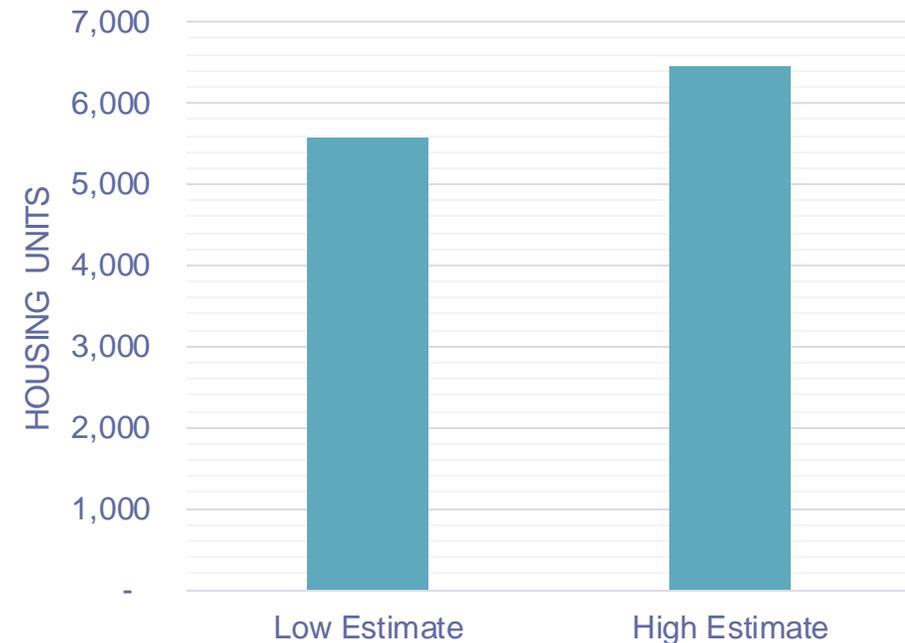
## Opportunities

- Housing addressing multiple needs
  - Aging population, growth in households without children
  - Affordable to the diverse workforce
  - **Access to retail and services**
- **Leverage SMART stations to attract businesses and residents**
- **Accommodate growth of manufacturing and distribution businesses**
- **Downtown** as a North Bay shopping, dining, entertainment, & tourism destination
- **Diversify uses within shopping centers and commercial districts**

# Housing

- **Demand for both single-family and multi-family housing**
- Potential total demand for additional 5,570 to 6,460 housing units by 2050
- Market-rate higher-density housing products (~4+ stories) generally not currently financially feasible in Petaluma
  - High regional construction/financing costs
  - Lower local rents and sales prices compared to core Bay Area communities
- **Higher-intensity infill opportunities strongest near Downtown, SMART, existing amenities**
- Need for deed-restricted affordable housing to address workforce needs

## Estimated Petaluma Housing Unit Demand Growth by 2050

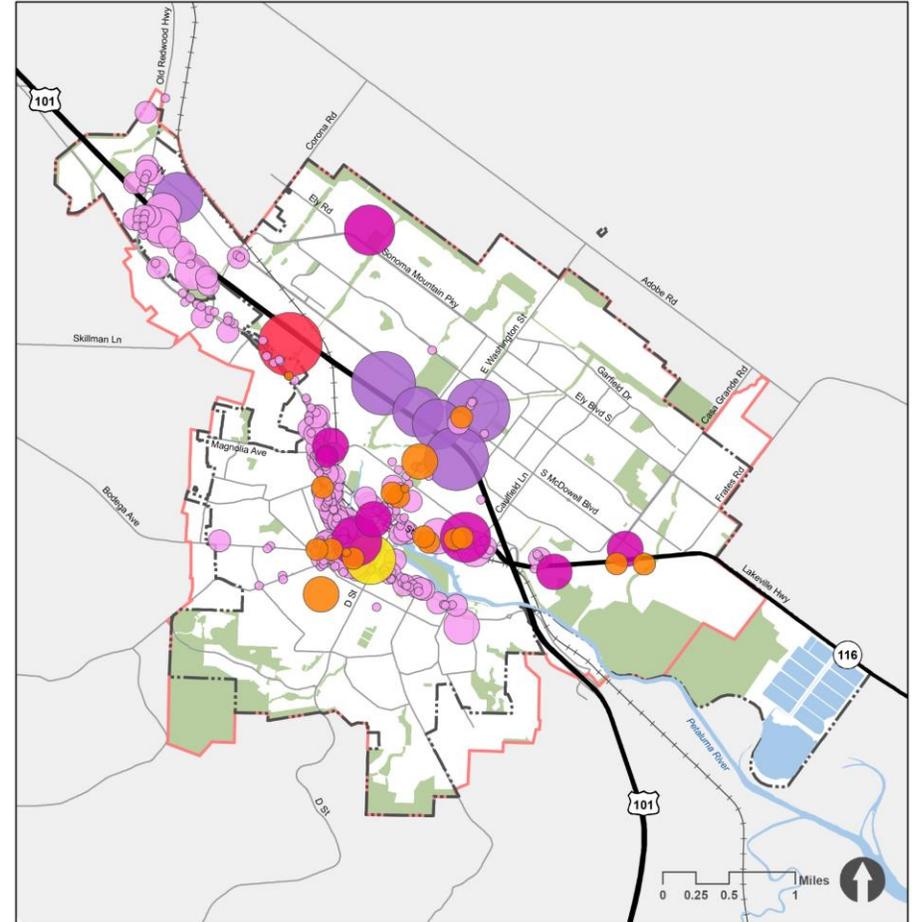


Source: Strategic Economics, 2021

# Retail

- Retail destination, with a “surplus” of sales in most categories
- **Downtown Petaluma thrives as a unique retail / dining / entertainment district**
- Modernization opportunities
  - Population growth will only modestly increase demand for retail space due to e-commerce impacts
  - Enhance specialty retail offerings and environment
  - Retail “pruning” is needed – reposition or remove space in underperforming retail properties
- **Potential to create community gathering places at some existing centers**
- Lease lengths and rights can pose barriers to altering shopping centers

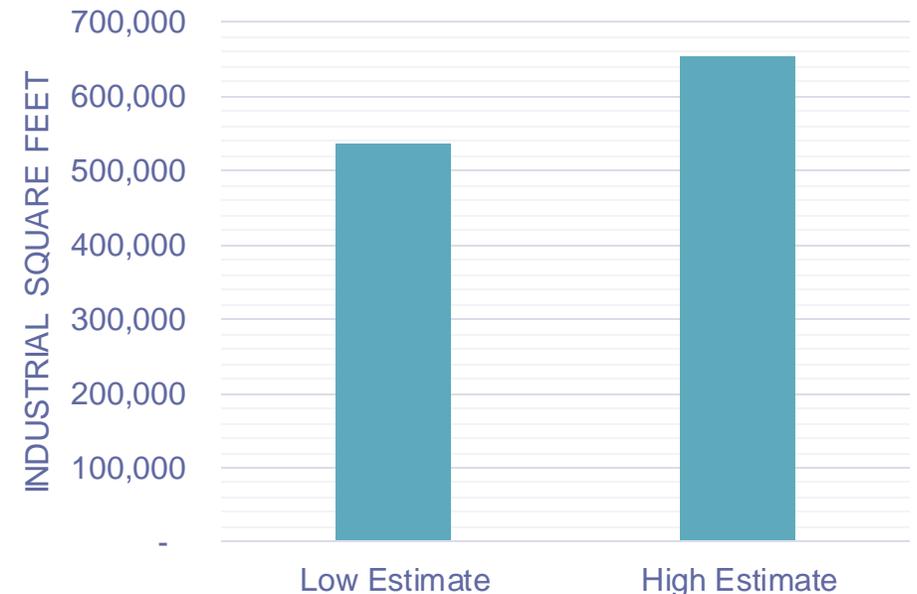
All Retail Properties, 2021



# Industrial

- Desirable industrial/flex buildings serve mixed operations of businesses (office, manufacturing, distribution activities)
  - Concentrated in industrial and business parks in the northern and southern portions of Petaluma along McDowell Blvd and Lakeville Hwy
- Demand is strong in Petaluma; focuses on existing industrial and business park areas
- Demand driven by agriculture, food manufacturing, medical devices & equipment, variety of smaller technology businesses
- **Potential to capture demand for 537,000 to 654,000 square feet of new industrial space by 2050**
- **Growth constrained by lack of opportunity sites at prime locations near Highway 101**

## Estimated Petaluma Industrial Demand Growth by 2050

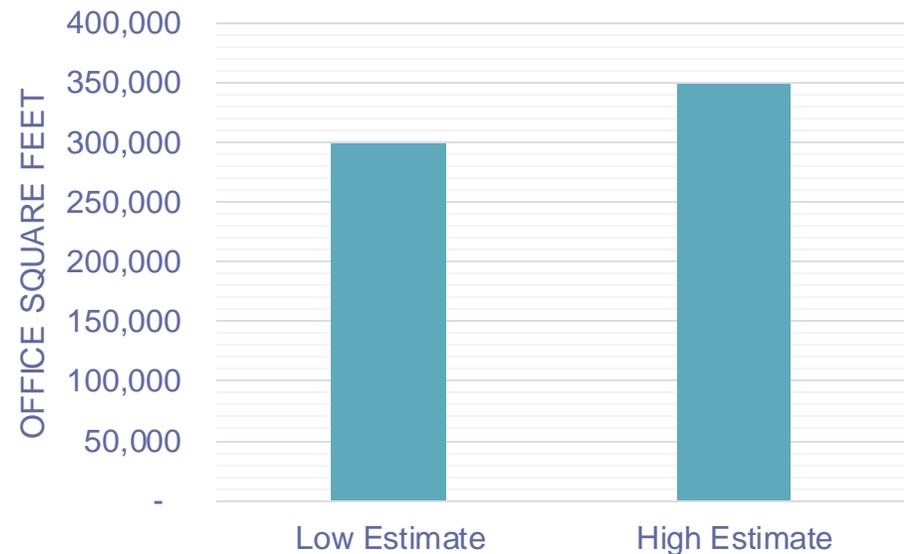


Source: Strategic Economics, 2021.

# Office

- Demand for office space is generally weaker in Petaluma relative to industrial space
- Demand driven by professional services, medical office, technology, business headquarters
- **Potential demand for additional 299,000 to 349,000 square feet of office through 2050**
- **Potential office opportunities near SMART stations due to commute access**

## Estimated Petaluma Office Demand Growth by 2050

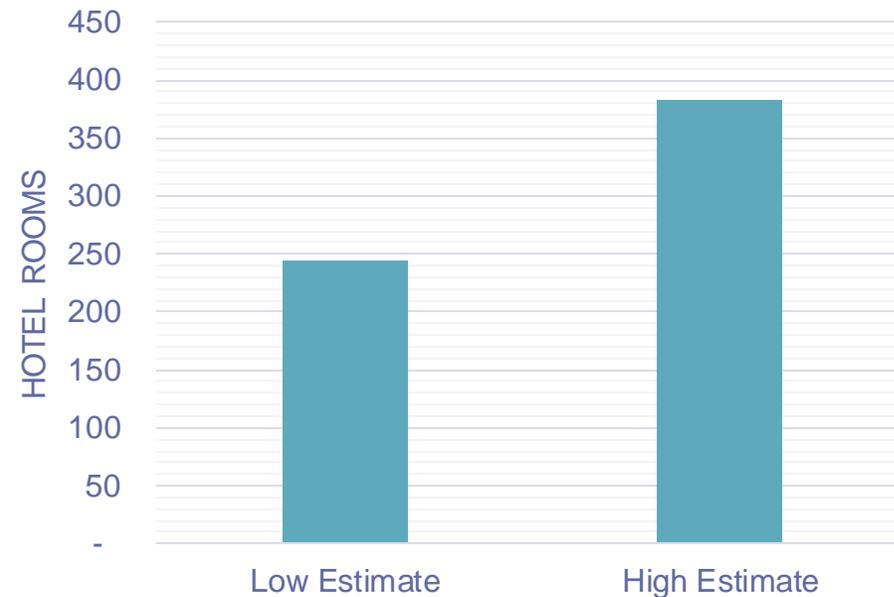


Source: Strategic Economics, 2021.

# Hotel

- Demand driven by:
  - Wine country tourism
  - Business travelers to destinations along Hwy 101
- Long-term consistent demand growth
- Potential demand for 244 to 383 additional rooms by 2050
- **Future hotels likely in/near Downtown and near Hwy 101**

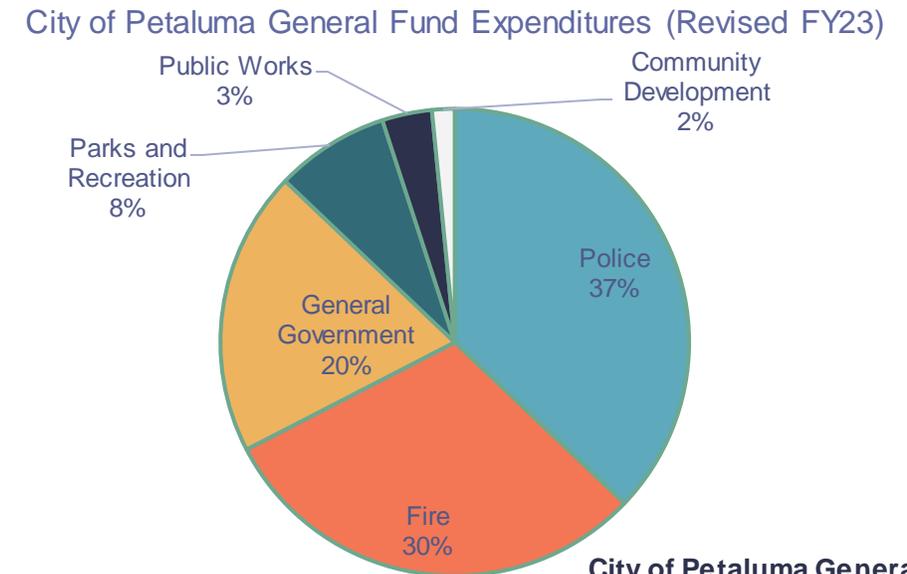
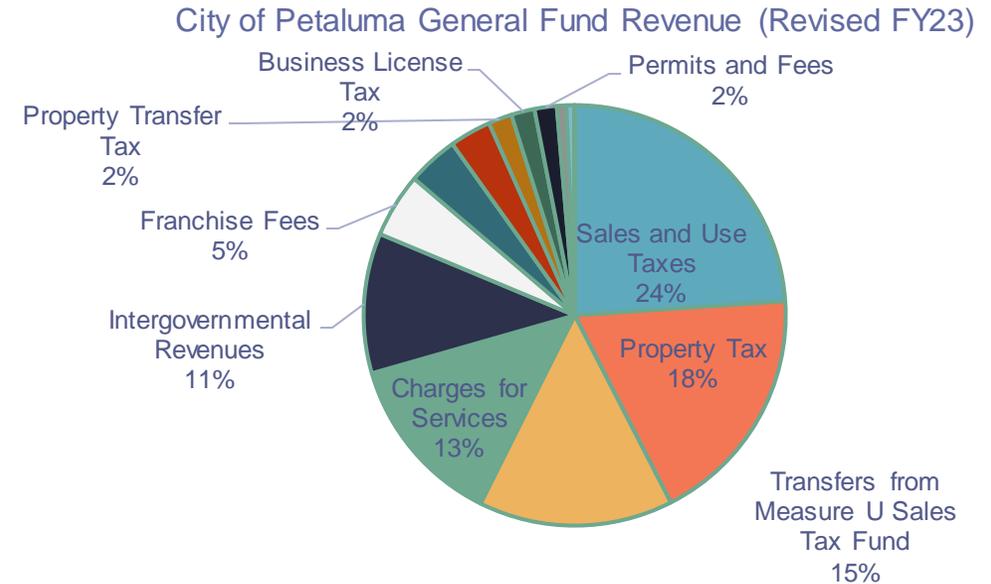
## Estimated Petaluma Hotel Room Demand Growth by 2050



Source: Strategic Economics, 2021.

# Land Use and Petaluma's General Fund

- Business and development activity increase tax revenues that support City services
- Petaluma's primary revenue sources:
  - Taxes – Property, Sales, and Use
  - Measure U Sales Tax Fund
  - Charges for Services
- Petaluma's primary expenditures:
  - Police Department
  - Fire Department
  - General Government



# Land Use and Petaluma's General Fund

- Different land uses contribute to City General Fund revenues in different ways
- **Employment-based uses typically generate net-positive revenues**
- Residential uses often have a neutral to negative impact due to higher service needs

The Connection Between Land Use and Petaluma's Budget	
Tax Revenue Source	Primary Contributors by Land Use
Sales Tax	Retail & Industrial (Business-Business)
Property Tax	All Land Uses
Transient Occupancy Tax	Hotel
Business License Tax	Office, Industrial, Retail, Hotel, Rental Apartments
Property Transfer Tax	All Land Uses Contribute Upon Sale of Property

# Transportation, VMT, and Carbon Neutrality Context

# Transportation: Existing Conditions

Petaluma is auto-oriented and must expand biking, walking and transit use.

## Current travel patterns:

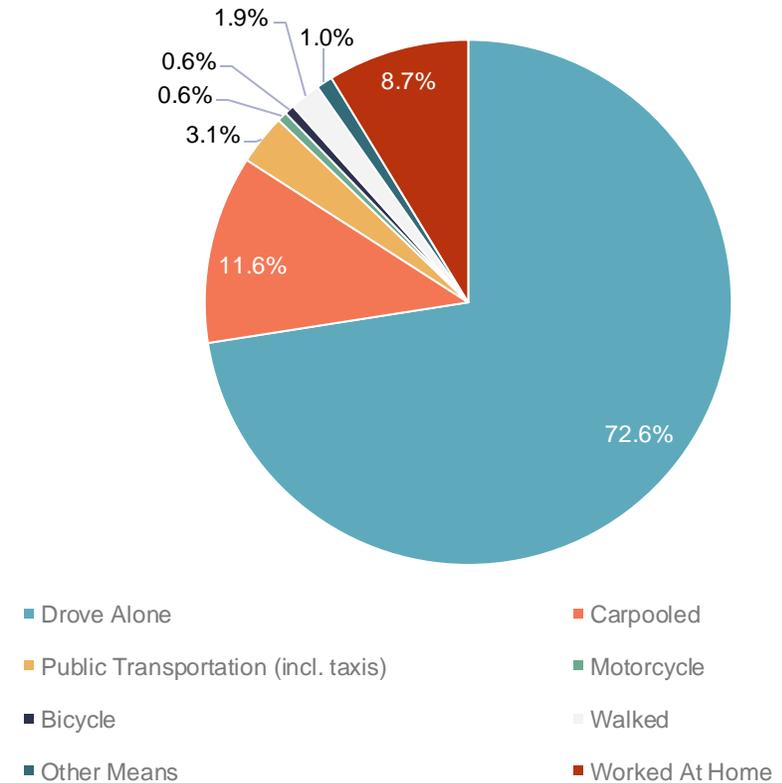
- 84% of residents drive to work (see chart to the right)
- ~90% of total daily trips are in an automobile (per SCTA model)

## Drivers:

- *Low density, spread-out land uses*
- Lack of safe and convenient modes
- Barriers and gaps inhibit crosstown walking and bicycling

**Outcomes:** Congestion and high VMT

Means of Transportation to Work – Petaluma (2019)



# Transportation Patterns

Petaluma residents drive more than the 9-County Bay Area average

Petaluma residents drive an average of **21 miles per day** (compared to 19 miles for the 9-county region\*)

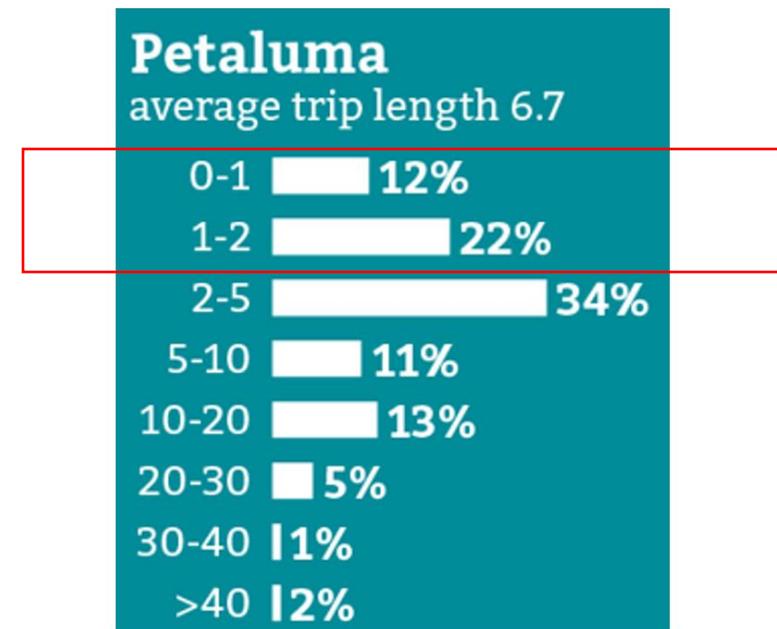
- 1/3 of all trips are less than two miles, and 2/3 of all trips are less than five miles (SCTA model)

The short trip length of **1/3 of trips creates largest opportunities for walking and biking.**

***So, reduce distances and barriers between housing and daily destinations***

## Trip Length Distribution

By jurisdiction, in Miles



\*StreetLight data per

<https://www.fehrandpeers.com/project/find-my-vmt/>

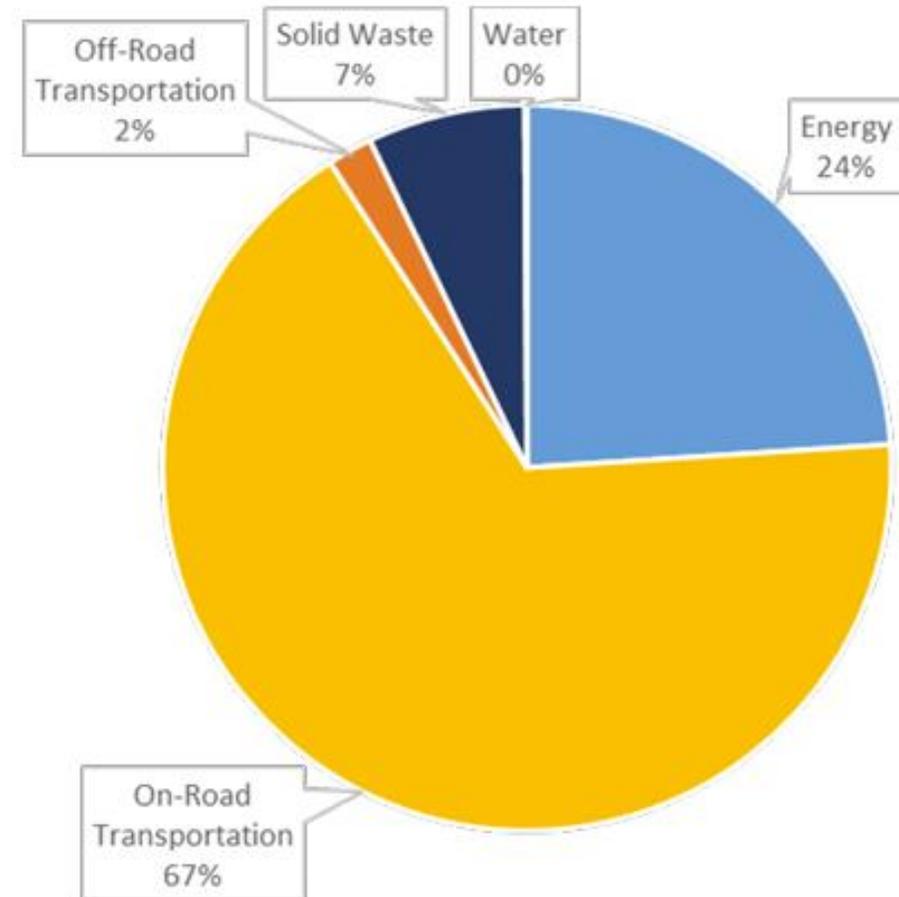
# Carbon Neutrality and Vehicle Travel

## Petaluma must reduce transportation emissions to reach climate goals

**2/3 of GHG emissions are from on-road transportation** (Blueprint for Carbon Neutrality)

Petaluma's SB 743 Implementation (2021)

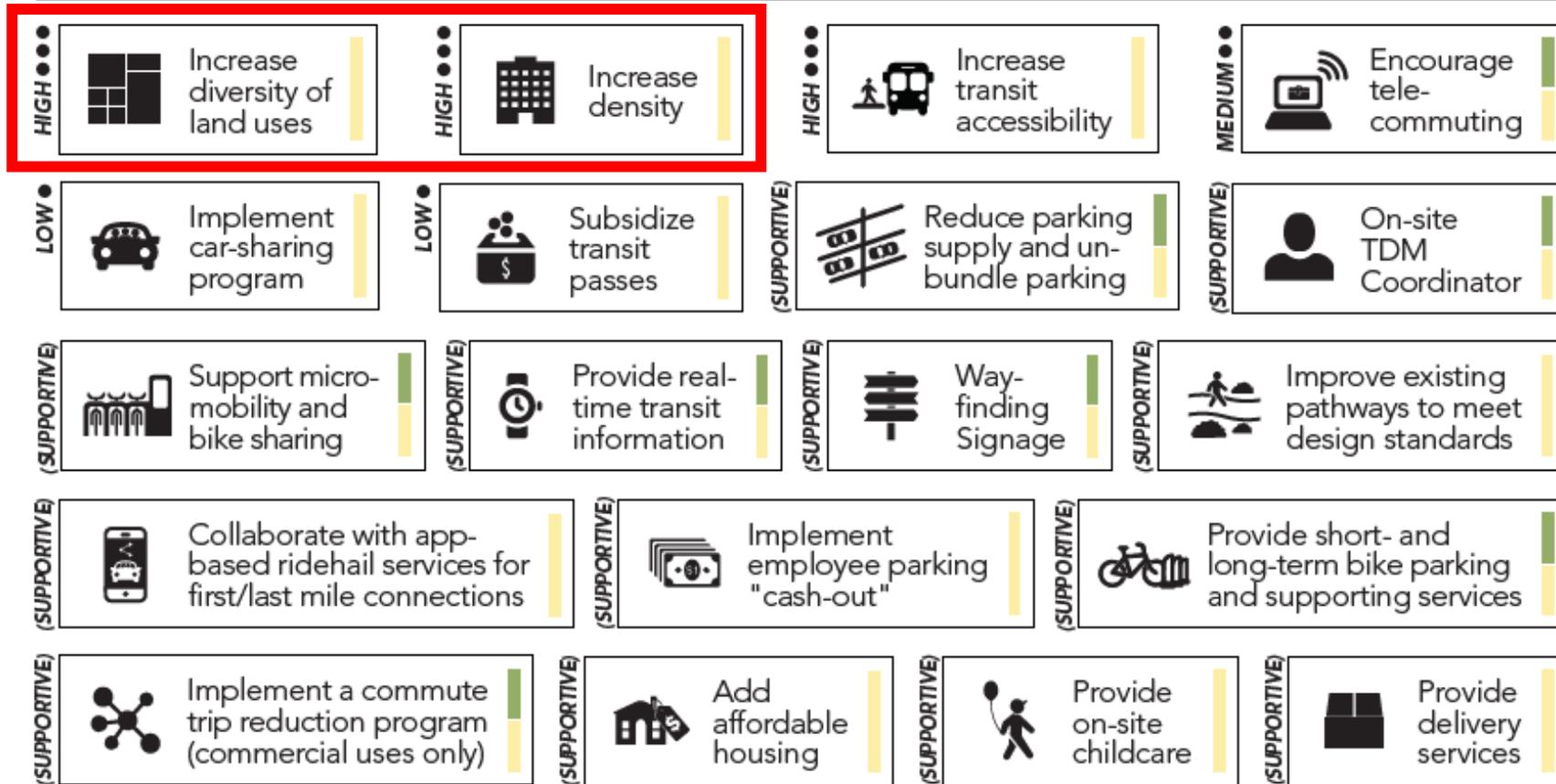
- **Future land use development must generate 16.8% less VMT per capita than existing land uses\***
  - \*Exceptions: projects in low-VMT or high-quality transit areas, small projects, affordable housing, local-serving businesses
- **Less about “where” and more about project criteria (e.g., greater density, mix of use, low parking, amenities, TDM, etc.)**



# Land Use Change is Critical

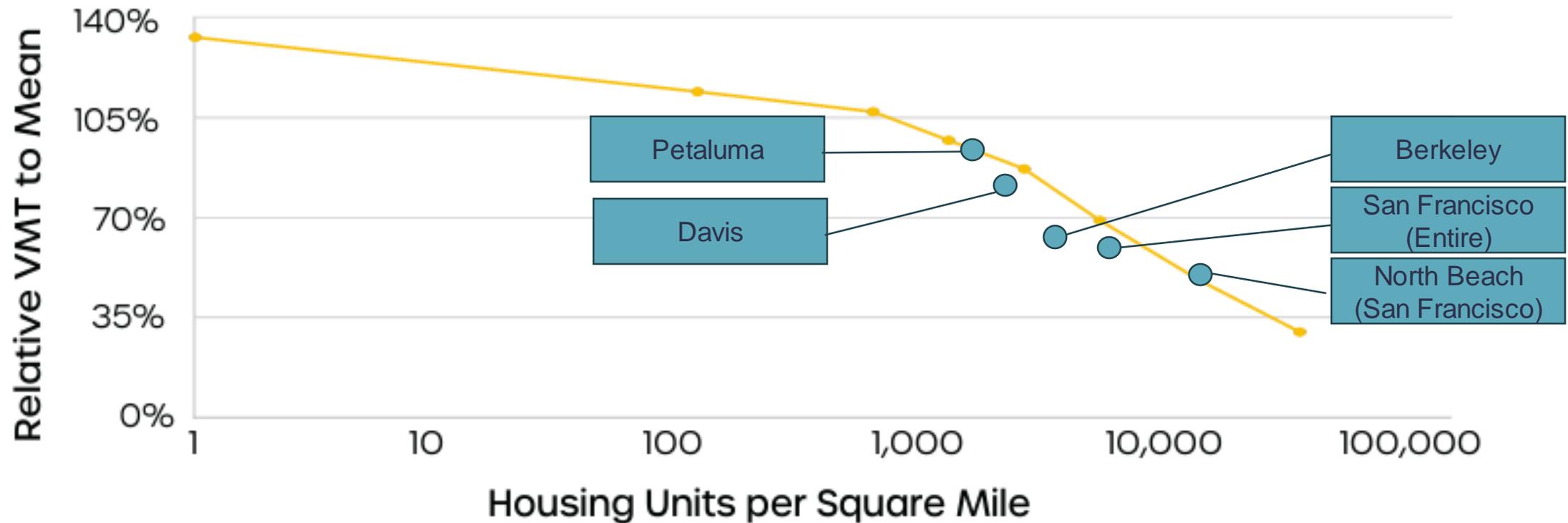
## Project/Site Level Strategies

*These strategies can influence travel behavior for residents, employees, and visitors to a project.*



# The Effect of Population Density

Figure 2: Relative vehicle miles traveled per capita in U.S. to national average by household density bin (dots reflect minimum of bin ranges).



Source: RMI analysis of National Household Travel Survey data.

# Land Use Change Must Be Complemented With...

## Draft Blueprint for Carbon Neutrality Scenarios

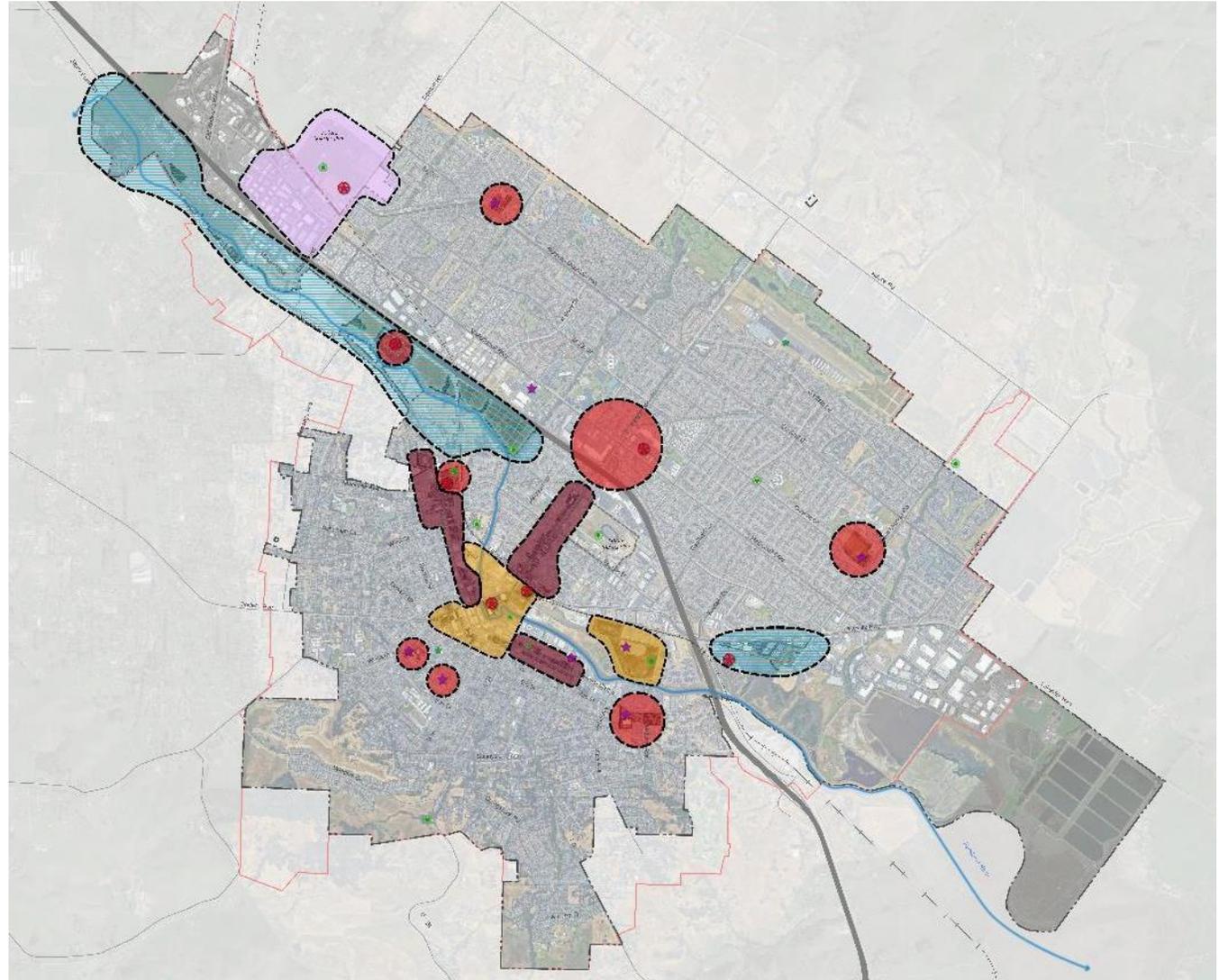
- **Ambitious Climate Action:** “Ambitious action within the realistic bounds of current capacity, technology, and State and Federal policy”, including “**50 percent of all travel** occurring in modes other than single-occupancy vehicles....”
- **What Does it Take [to achieve Carbon Neutrality]?:** “This scenario requires the City and individuals to make dramatic changes in daily life or operations”, including “**75 percent of all travel** occurring in modes other than single-occupancy vehicles.”

## Other Strategies

- Reimagine the “design of transportation network” with land use changes to support safe, healthy, and convenient travel by walking, rolling, or transit
- Manage “demand” for automobile travel through parking reform and TDM programs

# Future Land Use Focus

- Generally, shift away from developing **river-adjacent greenfield areas**
- **Focus future (re)development** in key areas: the City **core**, central **corridors**, 15-minute **centers**, and/or **potential Corona Station UGB expansion area**, to create a 15-minute city



# Questions?

# Break

# 15-Minute City

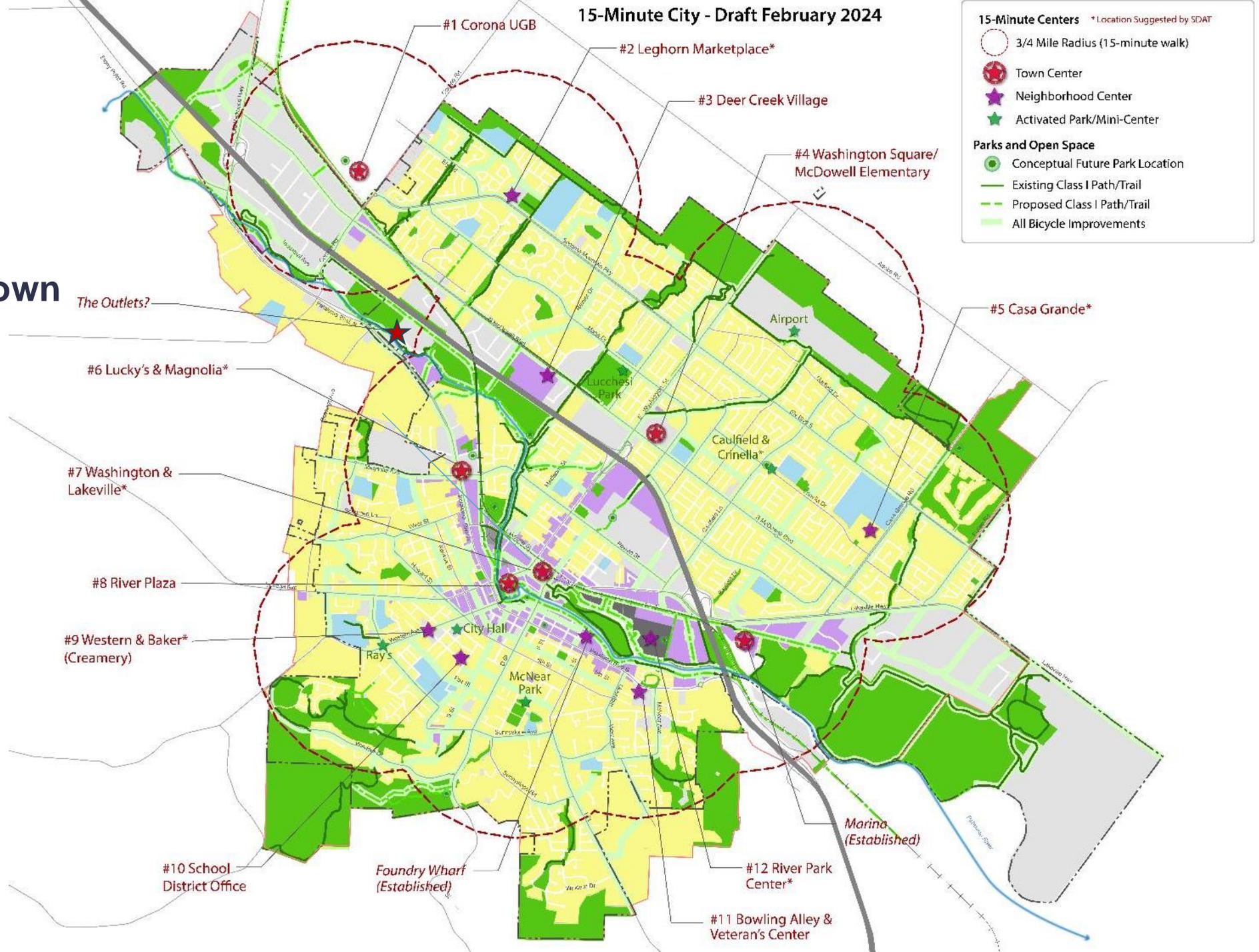
# Overall Vision & Strategy for 15-Minute City

**A city of walkable neighborhoods in which residents can meet most of their essential needs – groceries, daily services, recreation, social gathering places, health care, and transit – within a 15-minute walk of their home.**

1. Residents live within a 15-minute walk of one or more centers of activity.
2. Low-density neighborhoods provide a range of middle-density housing options.
3. Residential neighborhoods contain a variety of non-residential uses.
4. Centers of activity are supported with the necessary public realm, mobility improvements, civic facilities, and other infrastructure.

# Map of Proposed Centers

- 3 Types/Scales: Town Centers, Neighborhood Centers, and Mini-Centers



# 15-Minute Centers – Town Centers

- Major destination that serves the whole City
  - Near highest-frequency transit; designed as a 'park-once' district / TOD
  - Ideally contains housing, retail, and employment
  - Large-scale horizontal and vertical mixed use (3-6 stories)
- Primary Land Uses or Activities
  - Public Gathering Space
  - Multifamily Housing
  - Regional Services, Retail, and Amenities
  - Local Services, Retail, and Amenities
- Secondary Land Uses or Activities
  - Office and Medical Office
  - Missing Middle Housing

# Town Centers



# Town Centers

Name	Characteristics	Rationale	Notes/Questions
<b>Corona UGB Expansion Center</b>	Potential new mixed-use gathering place emerges in City and annexed land near the SMART station that is comprised of retail, residential, and office/maker uses. About 90 acres located outside of UGB, would require Council to extend boundary per Exception III.	Supports use of future transit station. Reduces VMT/GHG emissions. Identified as possible expansion UGB area for Council consideration.	How large would a potential expansion area be? Does Council and community support expansion here? Should development be more residential or more employment-focused? ( <b>policy question</b> )
<b>Lucky's (Town &amp; Country Center)</b>	Existing low-scale shopping center anchored by a Lucky's supermarket to be redeveloped and enhanced. Could become linchpin gathering node for the North Petaluma Blvd area if substantial change occurred. (Also includes Magnolia fronting properties zoned MU1, currently feed mill and S-F homes).	Feasible and desirable to envision redevelopment of existing shopping center. From Housing Element.	How high/intense should the Lucky be allowed to redevelop; 6-7 stories? ( <b>see land use alternatives</b> ) Should activity be focused on the corridors or internally? How do projects on the west side of the corridor transition to rural parcels?
<b>Washington Square</b>	Existing shopping center that could be partially/gradually redeveloped to include new uses (residential and community) and to refocus around internal plazas/green spaces.	GRES agrees it is feasible to envision redevelopment of existing shopping center. From SDAT. From Housing Element.	Are incentives needed to promote redevelopment? Is this more a Town Center or Neighborhood Center? What intensity/height should be allowed? ( <b>policy question</b> ) How can the public realm be improved?

# Town Centers

Name	Characteristics	Rationale	Notes/Questions
<b>Lakeville &amp; Washington Central SMART Station</b>	Entitled project (4-story podium wrap) has not built. Must ensure that ground floors are active (but not necessarily retail). Desired uses are affordable housing, restaurant, commercial office, flex. Key intersection is D St/Copeland.	From SDAT. Supports transit use. Reduces VMT by building Downtown. From Housing Element. Pending development projects.	How tall should new buildings be allowed? ( <b>see land use alternatives</b> ) Is any additional focused planning or implementation needed here? What adaptation and flood control measures are needed?
<b>River Plaza (Golden Eagle)</b>	River-adjacent shopping center that could be wholly redone with added housing and community spaces (would need to be planned and built with adaptation and SLR considerations at the forefront).	GRES strongly supports intense redevelopment of existing shopping center. Supports transit use. Reduces VMT by building Downtown.	How tall should new buildings be allowed? ( <b>see land use alternatives</b> ) What is the character and phasing of any redevelopment? What if any adaptation and flood control measures are needed? How is the waterfront promenade designed?
<b>The Outlets</b>	Existing outlet mall, has significant flood control infrastructure built on site.	Outlet malls are dying -- what is the Mall's future? GRES was curious to hear what everyone thinks.	Should residential uses be allowed? Should live/work be allowed? Should this become a civic/flex/arts 15-Minute Center? ( <b>see land use alternatives</b> )
<b>Marina</b>	Contains small boat, marina, shops, offices, and recently-built surface-parked apartments.	<u>Existing</u> 15-minute center.	n/a

# 15-Minute Centers – Neighborhood Center

- Vibrant “third place” for socializing and meeting some daily needs ( $\frac{3}{4}$  mile catchment area)
  - Vertical mixed-use where financially feasible; otherwise, horizontal
  - Connected to multimodal and transit networks
  - Smaller scale; 1-3 stories
- Primary Land Uses or Activity
  - Community Gathering Space and/or Park
  - Community Programming
  - Local Services, Retail, and Amenities
  - Live/Work, Maker/Flex, Coworking
- Secondary Land Uses or Activity
  - Missing Middle Housing
  - Civic Use or Government Office

# Neighborhood Center



# Neighborhood Centers

Name	Characteristics	Rationale	Notes/Questions
<b>Leghorn Marketplace</b>	An existing shopping center with a Safeway that is envisioned to be enhanced with additional uses and vibrancy as well as public realm, park, and mobility improvements.	Enhances existing gathering place on the Eastside as requested by community members. GRES says retail demand is limited. Supports Santa Rosa JC. From SDAT.	Does land use policy need to change? ( <b>see land use alternatives</b> ) How does enhancement occur here, is it privately or publicly funded? Should we require live/work here?
<b>Casa Grande</b>	Vacant. Potential future vision as housing and small social center organized around new park, plaza, or daily amenities. Desire to include grocery store, small local-serving offices, live/work uses in future development.	Creates gathering place on the Eastside as requested GRES agrees could support live/work type projects. From SDAT & Housing Element.	What is the focus of development here? ( <b>see land use alternatives</b> ) Is this going to be developed at all? Should we require live/work here?
<b>Deer Creek Village</b>	Good location for future Eastside gathering spot? Vacant Business Park parcel. Could synergize with medical uses/Petaluma Valley Hospital (not a Kaiser facility).	Creates gathering place on the Eastside. Supports activity on N McDowell. Helps create bike/ped connection from Rainier under 101.	If plan line for 101 interchange goes away, is there more capacity? Existing MU1B zoning permits mixed use, does land use policy need to change to allow higher intensity? Change BP parcel to mixed use?
<b>Western &amp; Bakery / Creamery</b>	Restaurants and small market already here, related to Petaluma Creamery. Possible partnership with major employer could enlarge facility, improve street fronts.	From SDAT. Existing cute retail node. GRES supports notion of building on existing Creamery and mixed-use frontages.	How could the City make a neighborhood center happen? Is any regulatory change desirable? ( <b>see land use alternatives</b> )

# Neighborhood Centers

Name	Characteristics	Rationale	Notes/Questions
<b>School District Office (or City Hall)</b>	Small inward-oriented office and retail center exists in the Westside neighborhood. Mostly school district offices plus internal street-facing shops including Keny's Donuts.	GRES identified as an existing node to build on. Recommended to enliven with more active facades/vendors along internal street.	Does the school district have any plans? Is this a realistic site for infill? ( <b>policy question</b> )
<b>Bowling Alley &amp; Veterans Center</b>	Underutilized site that has bowling alley and large surface parking lot. Could be half or wholly redeveloped. Any future plan should be oriented around community space(s) and include local-serving uses.	Potential site that could add vibrancy to key corridor (Pet Blvd South). Would offer services to growing population at the end of Pet Blvd South.	How high should redevelopment be permitted? Should this be emphasized/intensified as a community node? ( <b>see land use alternatives</b> ). Should we require live/work?
<b>River Park Center</b>	Vacant, zoned RDI. Just bought by River Park Foundation. Uses to be determined through land use alternatives	SDAT had dot on adjacent development, which is already master planned. This area is not.	( <b>see land use alternatives</b> )
<b>Foundry Wharf</b>	Mixed retail/food service commercial building occupying block within Warehouse District.	Existing 15-minute Center.	n/a

# 15-Minute Centers – Activated Park/Mini-Center

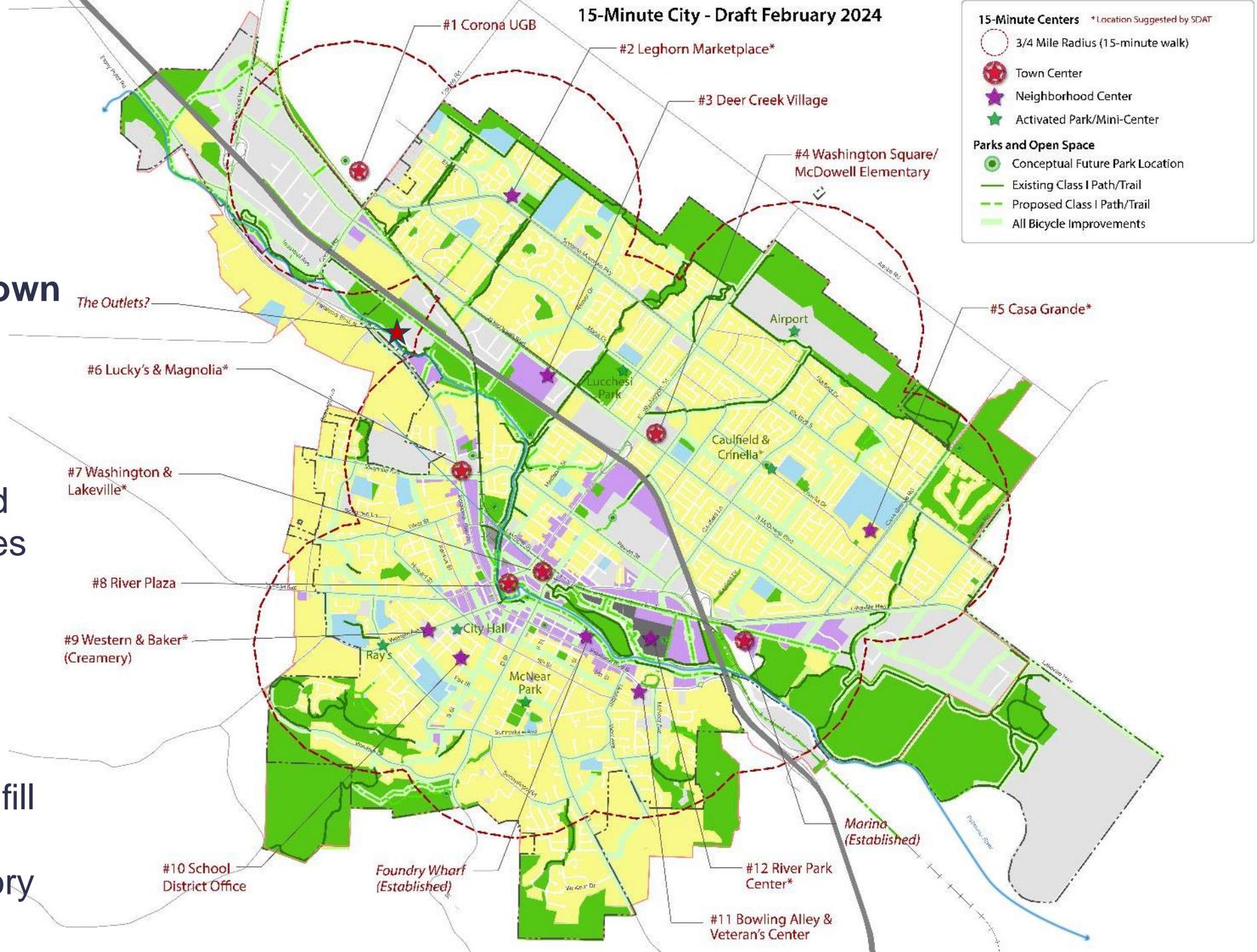
- Key existing civic spaces, cafes, and parks that get enlivened
  - Peppered throughout neighborhoods, more towards the edges
  - Easy to walk, bike, and roll to
  - Something fun and inexpensive happening
- Primary Land Uses or Activity
  - Community Gathering Space
  - Parks and Recreation
  - Community Programming (Food Trucks)
- Secondary Land Uses or Activity
  - Food Retail or Concessions
  - Civic Use or Government Office

# Activated Park/Mini-Center



# Map of Proposed Centers

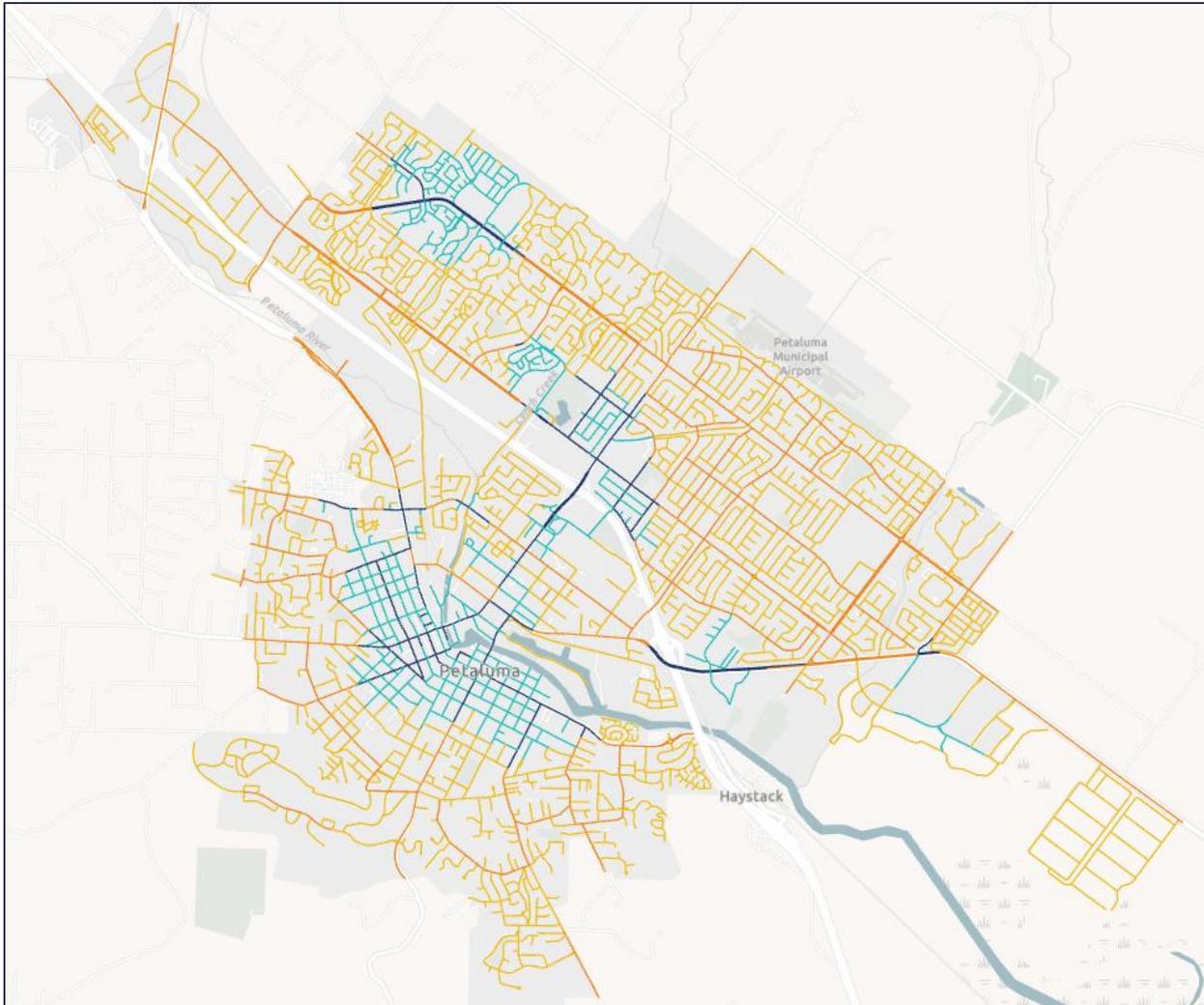
- 3 Types/Scales: Town Centers, Neighborhood Centers, and Mini-Centers
- Some centers could benefit from changes in allowed land use/intensity
- Many centers need policy changes and mobility & parks improvements to fulfill the desired vision, rather than regulatory changes



# Accessibility Analysis

# Petaluma Network Stress & Accessibility

## Network Stress and Accessibility Scores in 2019



Accessibility score takes into account retail and employment hubs, parks, schools, and transit stops

### Legend

High LTS  
Low Access

High LTS  
High Access



Low LTS  
Low Access

Low LTS  
High Access

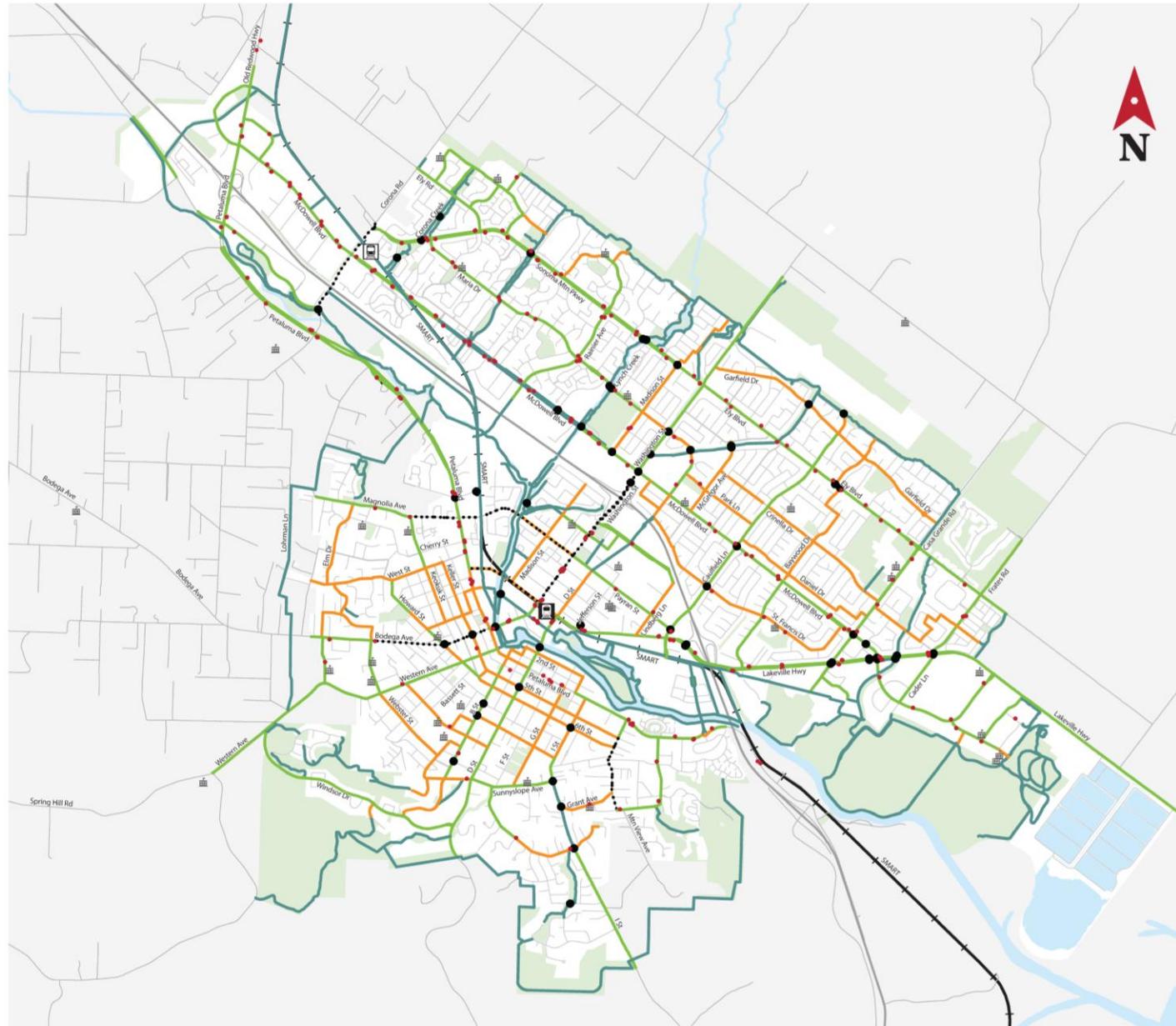
LTS = level of traffic stress

# Draft Active Transportation Network

## Envisioned Bicycle Network

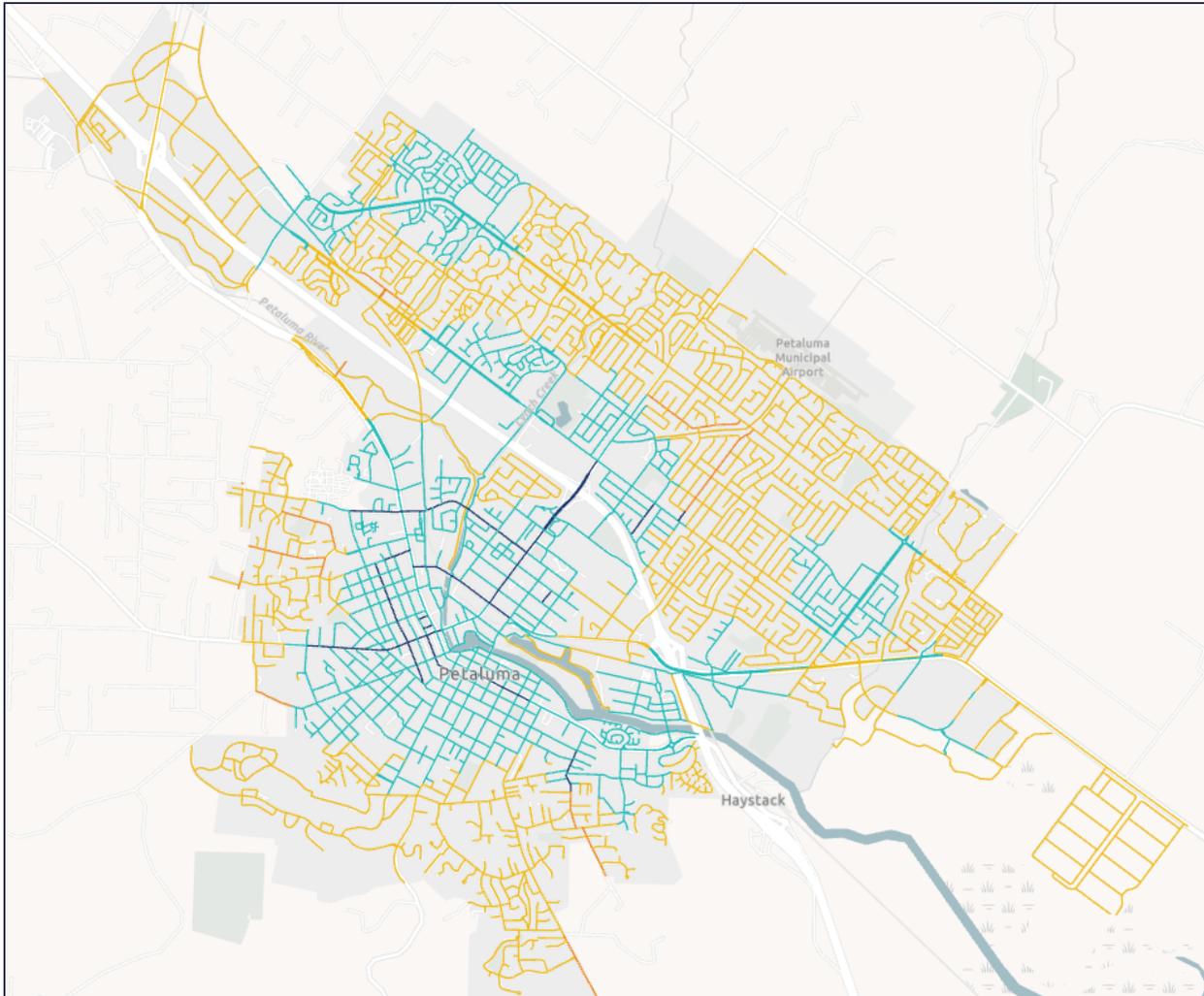
- Trails - off-street paths for bicycles and/or pedestrians, paved or unpaved
- On-Street Bike Lanes - painted on pavement with or without buffers or barriers from vehicle traffic
- Neighborhood Greenways - signage, lane markings, and traffic calming measures on small, residential streets for bikes and 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



# Petaluma Network Stress & Accessibility

## Network Stress and Accessibility Scores in 2040



Accessibility score takes into account retail and employment hubs, parks, schools, and transit stops

### Legend

High LTS  
Low Access

High LTS  
High Access



Low LTS  
Low Access

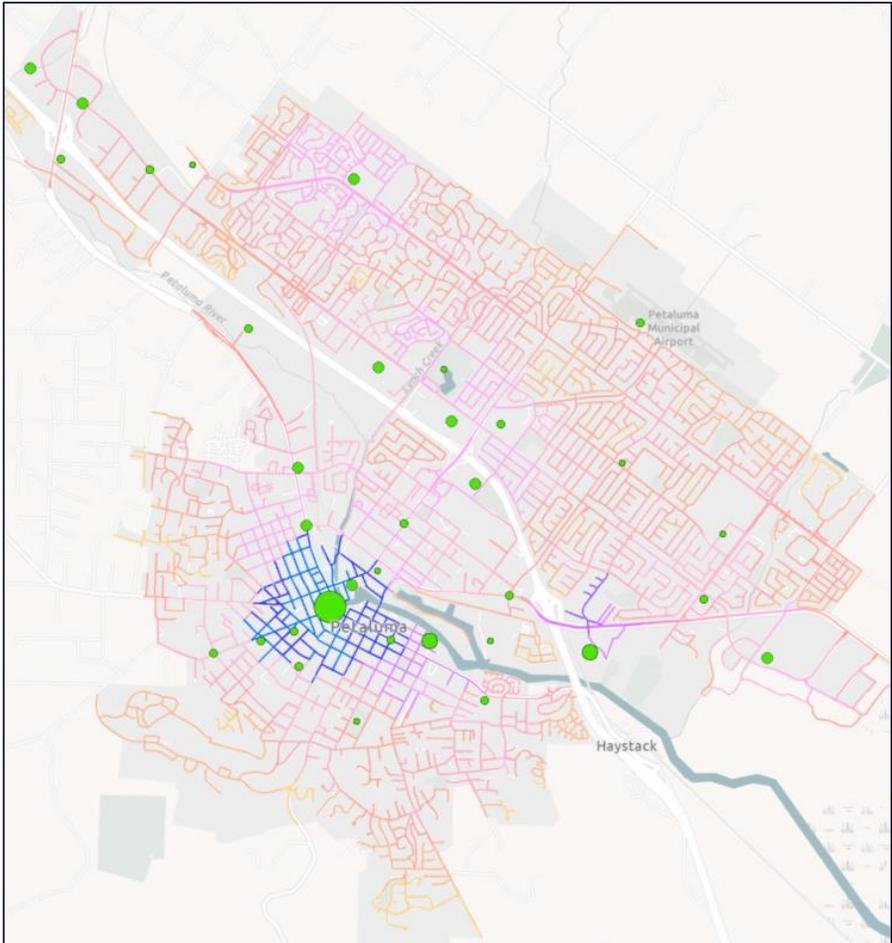
Low LTS  
High Access

LTS = level of traffic stress

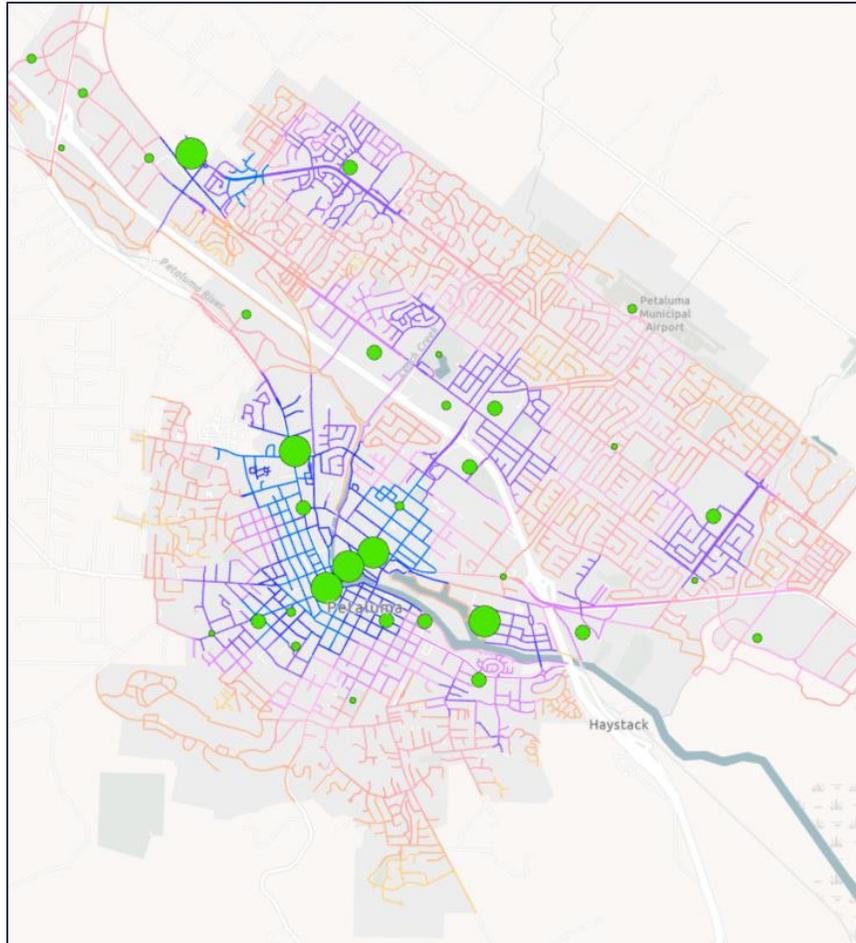
# Change in Network Accessibility

## Accessibility Improvements Primarily Driven by Land Use

2019



2040



Future year accessibility improvements **mainly result from land use changes** and more accessible “activity centers”. However, network changes make a big difference in some places, like the Caulfield bridge.

 “Activity Center”  
Sized proportional to citywide importance

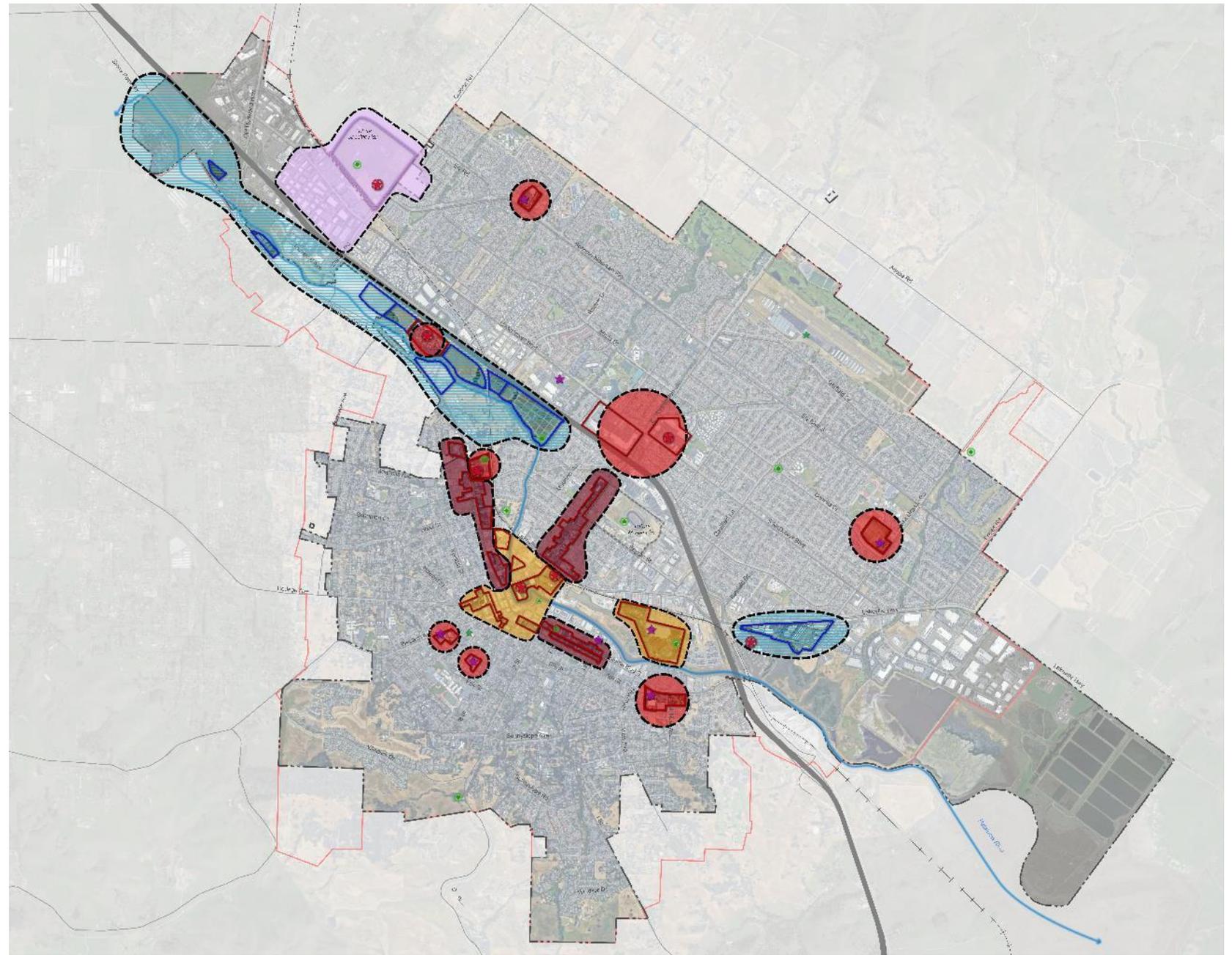
Low Access  High Access

# Questions?

# Land Use Alternatives – GPAC Input Recap

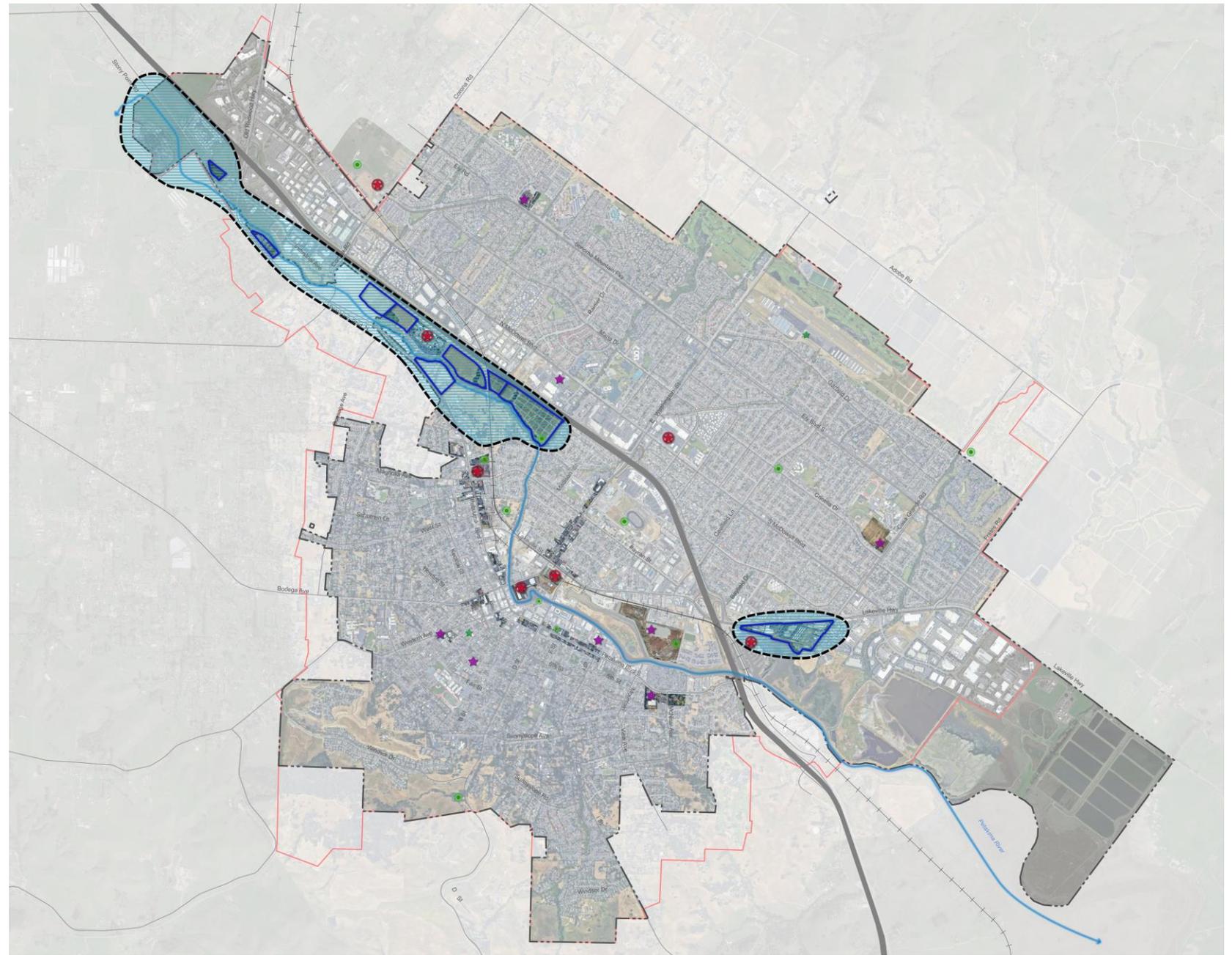
# Draft Alternative Areas for Discussion

1. Upstream and Downstream River-adjacent Areas
2. Core
3. Corridors
4. Distributed 15-Minute Centers
5. Potential Corona Station UGB Expansion



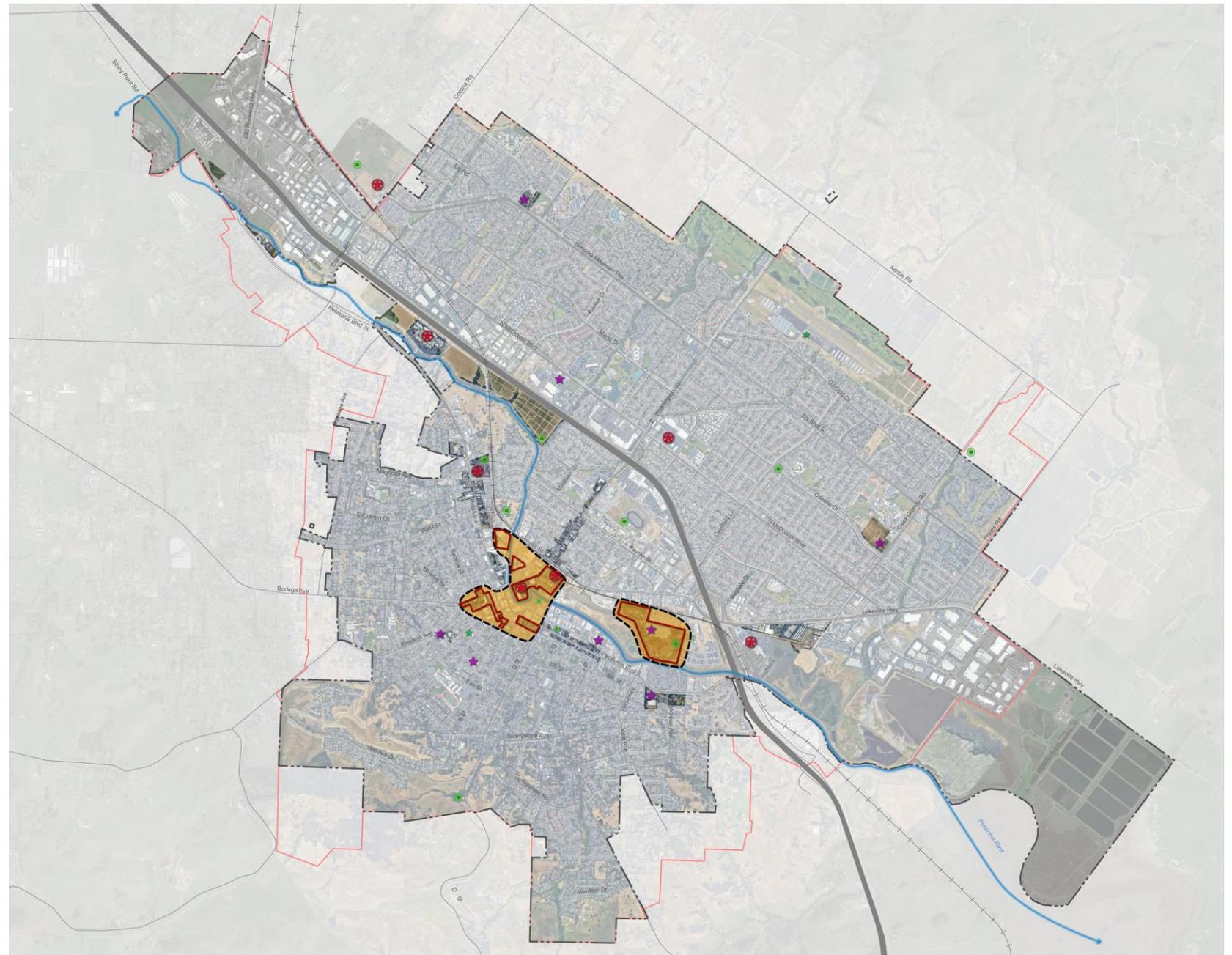
# Draft Alternative Areas for Discussion

## 1. Upstream & Downstream River-adjacent Areas



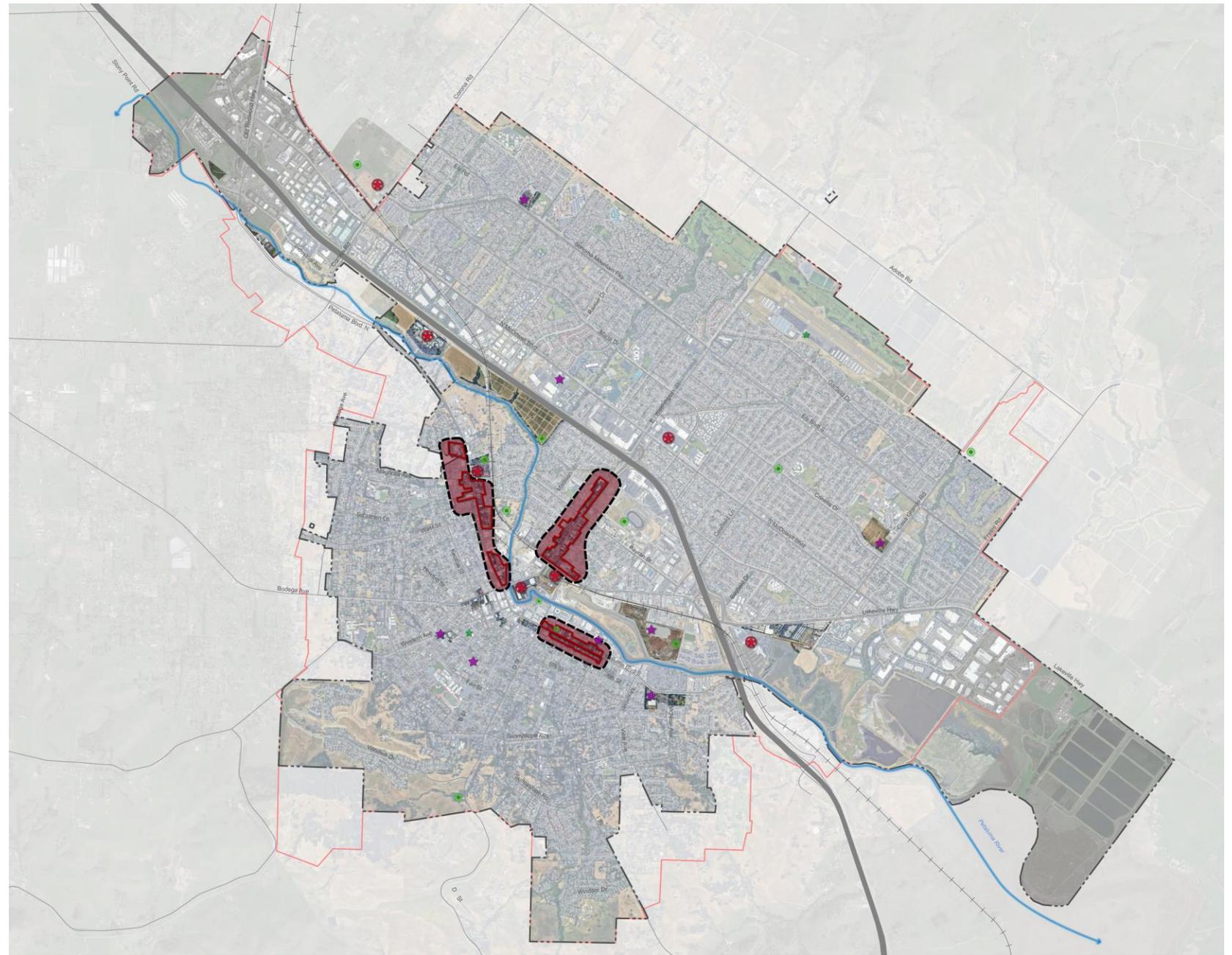
# Draft Alternative Areas for Discussion

2. Core (Downtown,  
SMART  
Station, Historic  
Agricultural Industrial,  
River Park)



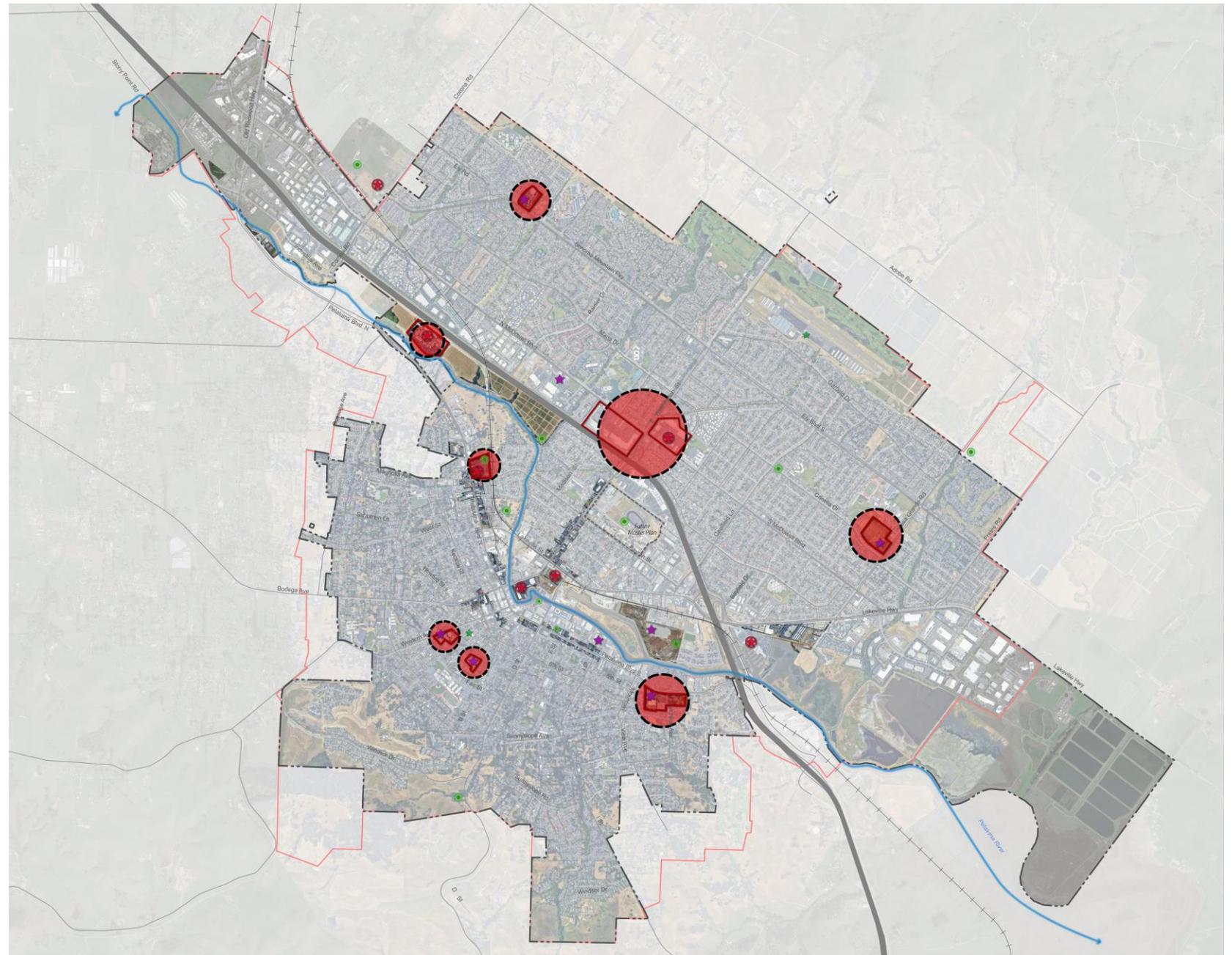
# Draft Alternative Areas for Discussion

## 3. Corridors (Petaluma Blvd North and South, East Washington)



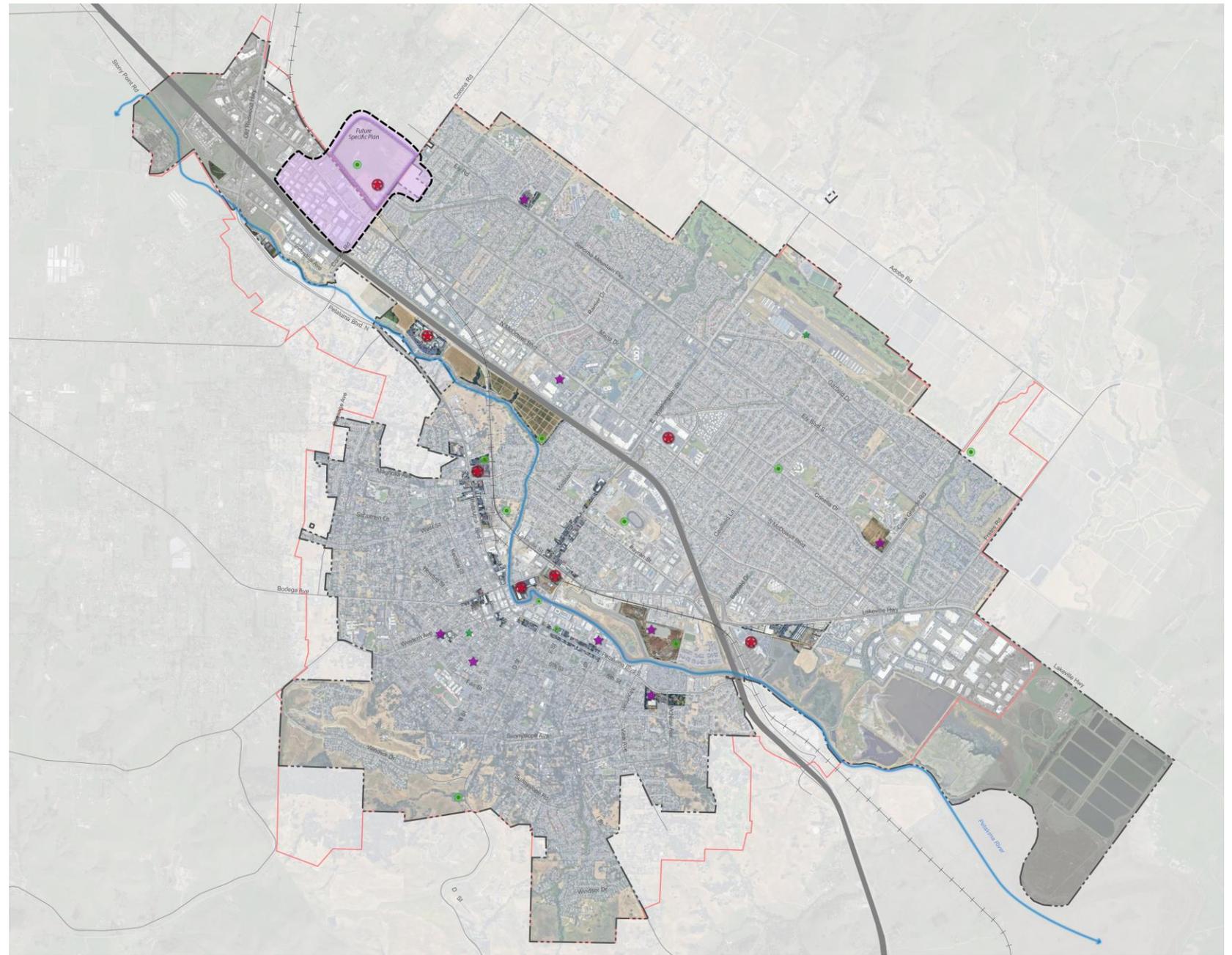
# Draft Alternative Areas for Discussion

**4. Distributed 15-Minute Centers (Leghorn, Western & Baker, Casa Grande, Bowling Alley, School District Office, Outlets, Lucky's, Washington Square/Plaza)**



# Draft Alternative Areas for Discussion

## 5. Potential Corona Station UGB Expansion



# Land Use Alternative Concepts

↓ Consider  
De-intensification

**Area 1: Upstream & Downstream  
River-Adjacent Areas**

↑ Consider  
Intensification +  
Diversification

**Area 2: Core** (Downtown, SMART TOD,  
Former Scannell)

**Area 3: Corridors** (Petaluma Blvd  
North & South, East Washington)

**Area 4: Distributed 15-Minute Centers**  
Town & Neighborhood

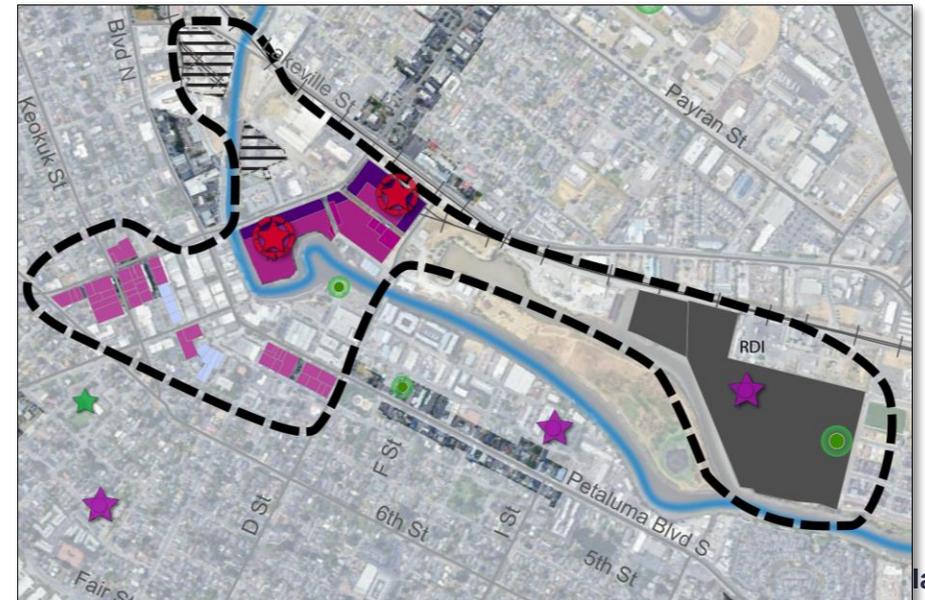
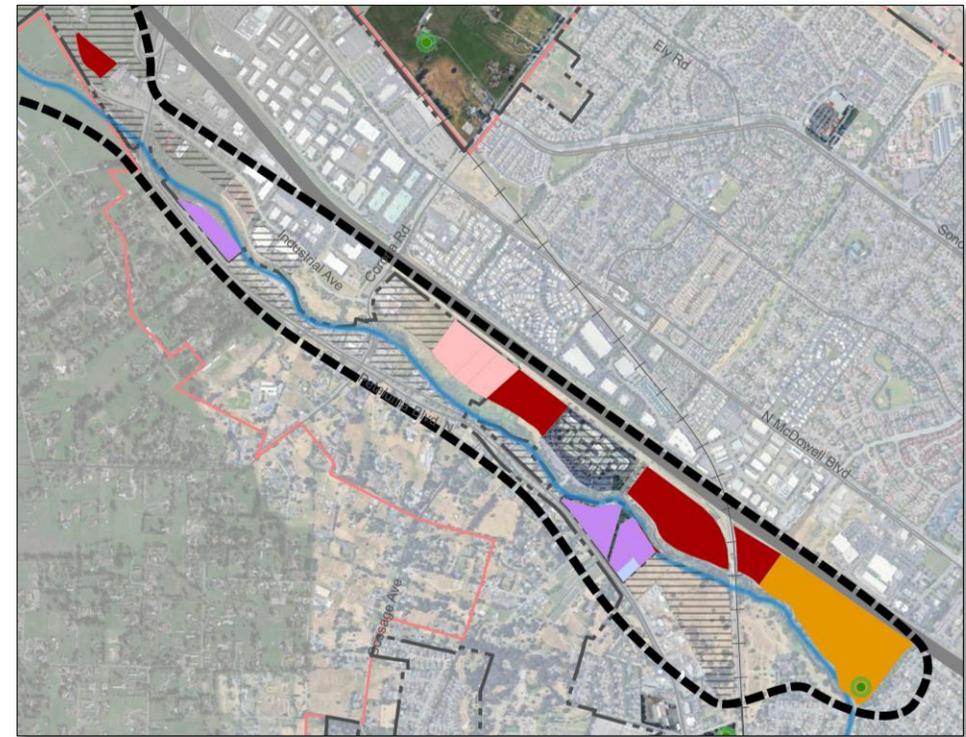
**What mix  
of these  
concepts?**

Consider UGB  
Expansion

**Area 5: Potential Corona SMART  
Station TOD**

# Consensus from GPAC

- **Upstream River-Adjacent Area:**
  - Agreement: preserve a consistent open space buffer along the river
  - Strong support for community greenway / parkway concept
- **Core:**
  - Agreement: protect Downtown with future resilience and adaptation improvements/projects
  - Agreement: don't change Warehouse District GPLU



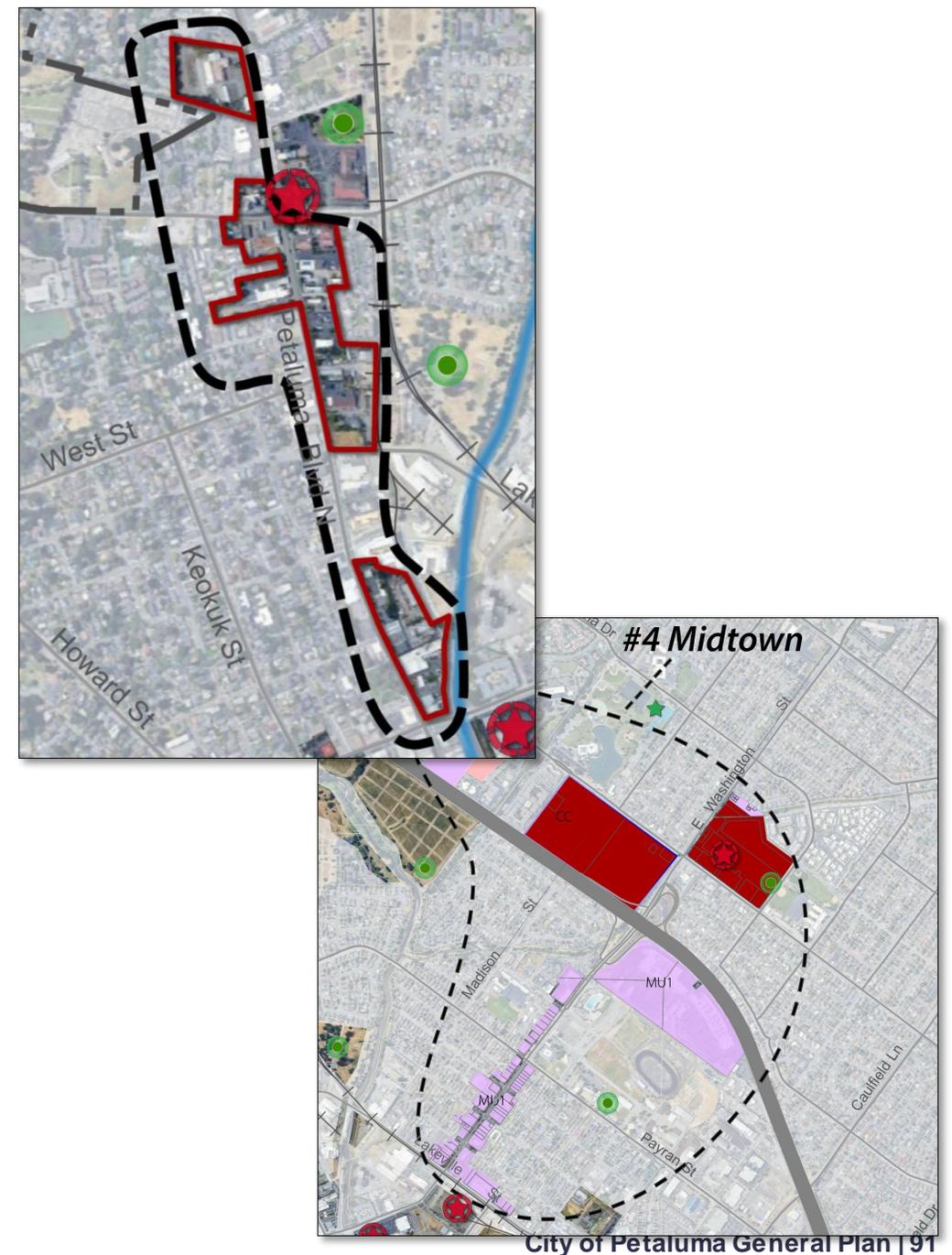
# Consensus from GPAC

- **Petaluma Blvd North**

- Agreement: invite community input on intensifying the Lucky's site and the low-intensity Mixed Use areas

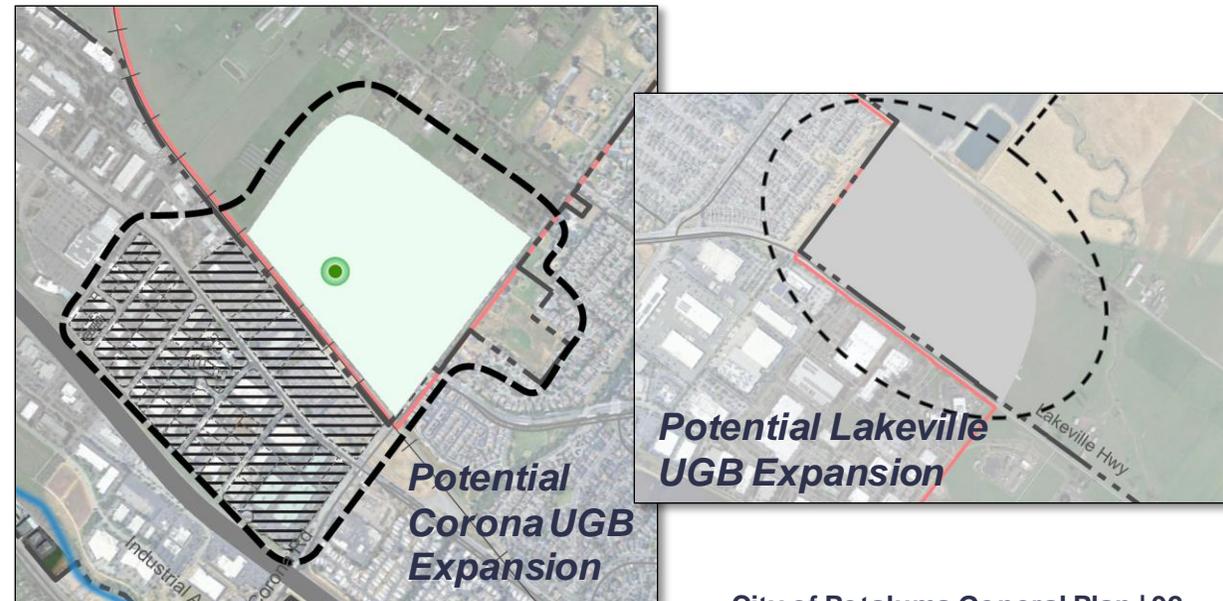
- **Midtown**

- Agreement: invite community input on the future of the East Washington Street corridor
- Agreement: invite community input on Washington Square



# Consensus from GPAC

- **Downstream River Area:**
  - Agreement: invite public input on changing GPLU on areas formerly owned by Scannell
  - Agreement: don't change GPLU in the Western Lakeville Hwy area
- **Potential UGB Expansions**
  - Agreement: explore expansion near future Corona Station
  - Agreement: don't consider UGB expansion for southern Lakeville



# Planning Commission Feedback

# Planning Commission Feedback

**Question 1: Support approach to resilience?** YES, but be clear Petaluma will always remain a 'river town'

**Question 2: Support citywide approach?** YES, but explain other River-focused strategies and make sure enough capacity for growth is created ("no net loss")

**Question 3: Right areas to ask the public?** YES, but...

- Corridors, Corona, & other areas need holistic approach
- Not sure community should be asked about land use change in the Historic Agricultural Services District
- Helpful suggestions for communicating options for land use change & helping people visualize them

**Question 4: Right 15-minute centers?** YES, but...

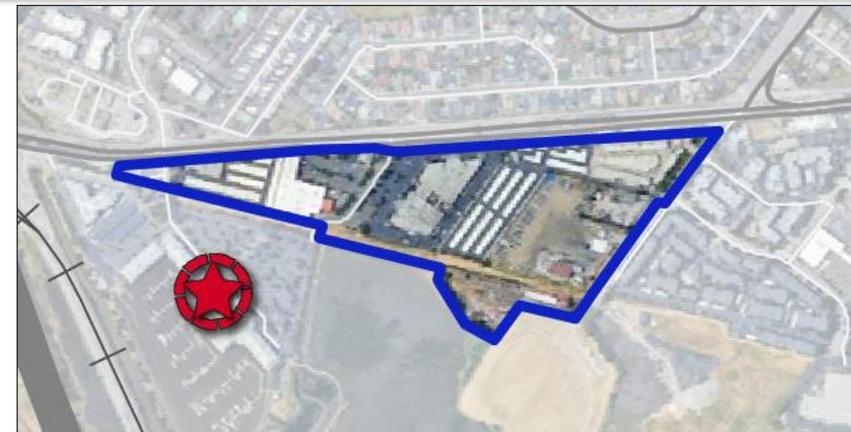
- Provide more detail about 15-minute centers (reflected in tonight's slides)
- Needs are different in the east and west
- Concerned that not all neighborhoods have access (north, east, Arroyo)
- Expectations should be realistic
- Each center needs holistic approach, including change in land use

# Area #1: Upstream & Downstream River-Adjacent

# Area #1: Upstream & Downstream River-Adjacent

## Explore De-Intensification

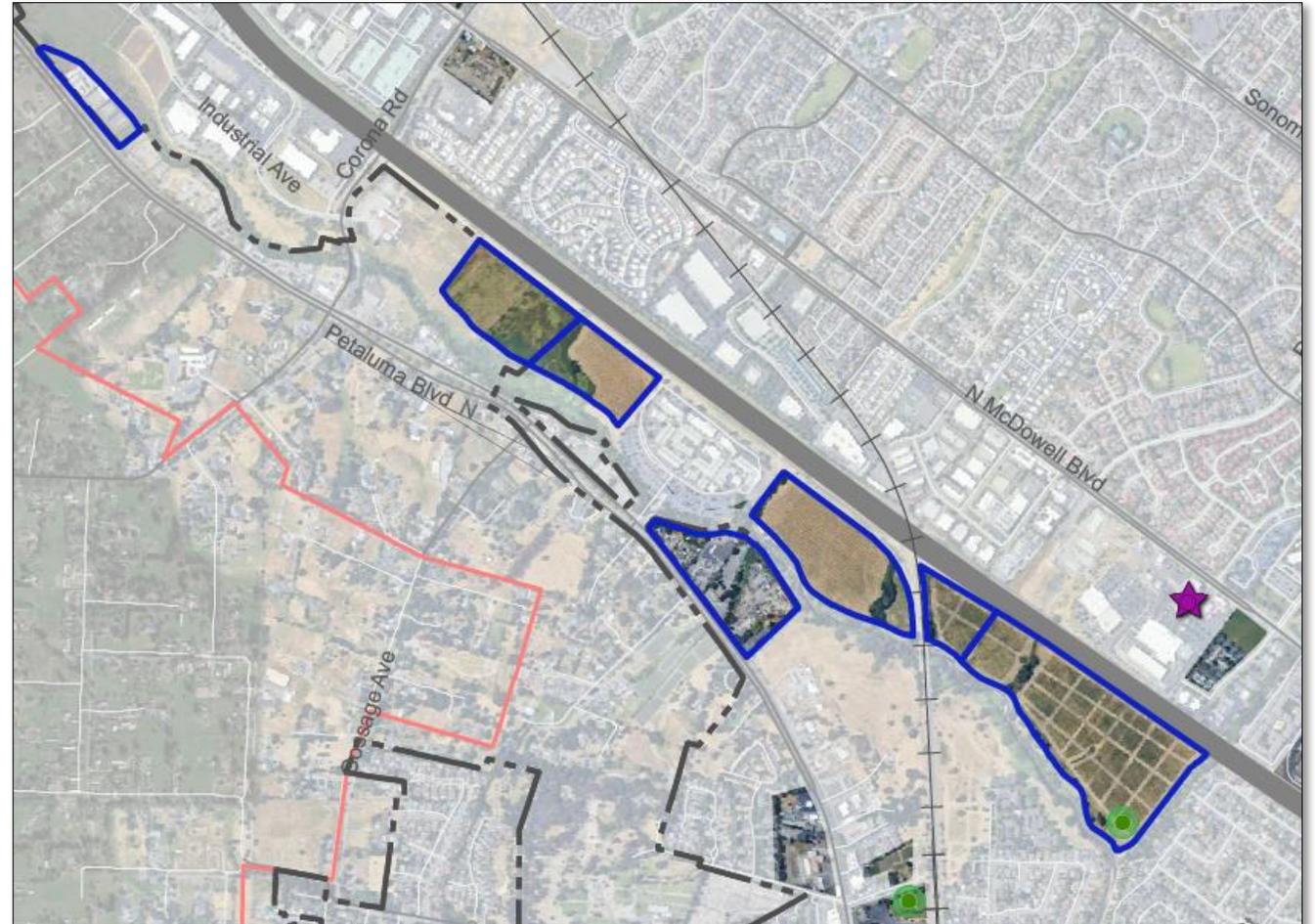
1. Upstream; Denman Flats to Livestock Auction Yard
2. Downstream: South of East Lakeville Highway, west of Casa Grande Rd.



# Area #1.1: Upstream River-Adjacent Areas

## Considerations / Assumptions

- Ecological function & riparian habitats will be protected
- Portions currently flood regularly; additional flood retention capacity should be established
- Public access to/across the river corridor should be enhanced
- Any reduction here in allowed density must be matched elsewhere in the City with a corresponding increase in density (No Net Loss State Law)



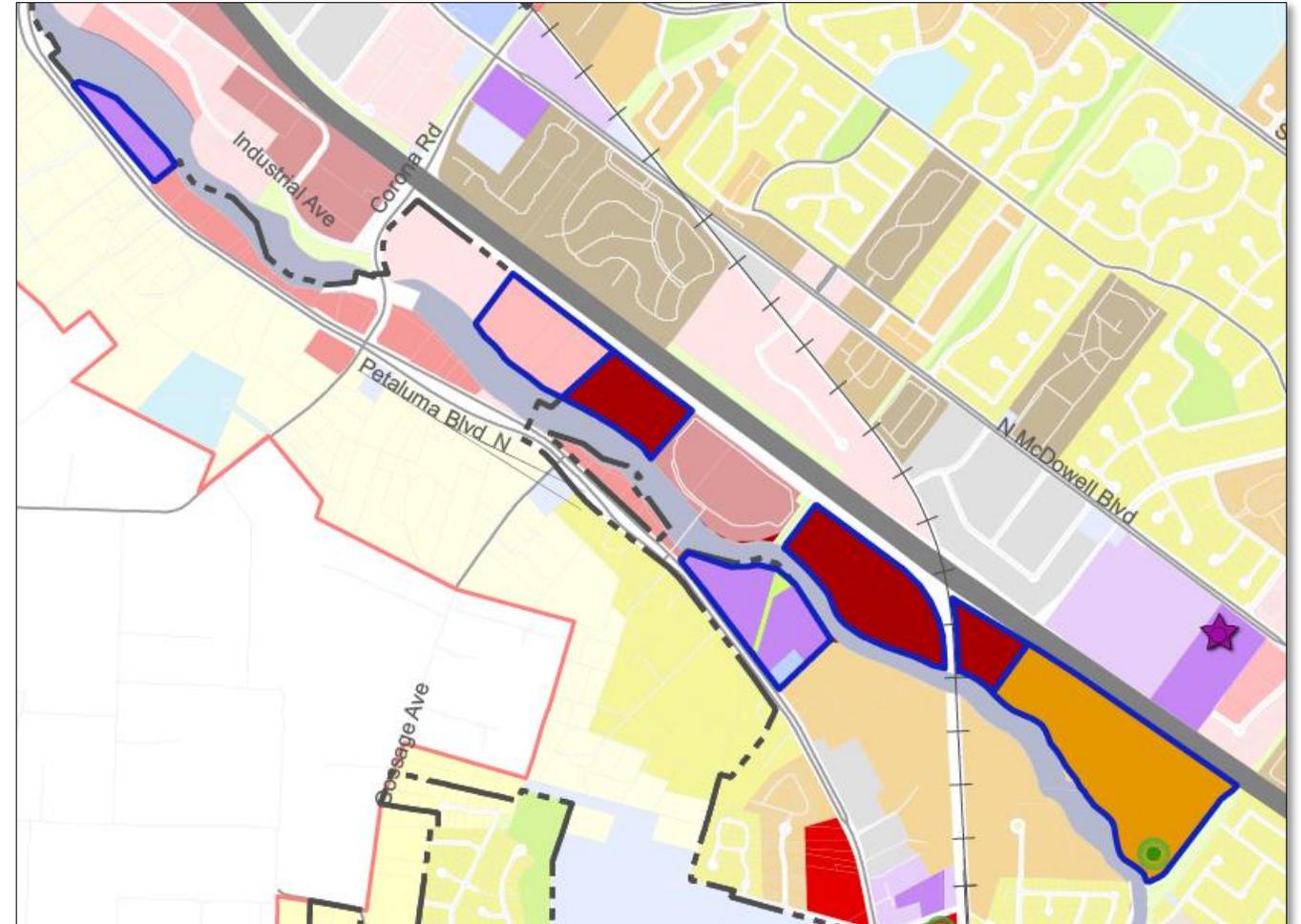
AERIAL

# Area #1.1: Upstream River-Adjacent Areas

## Public Land Use Question

- What should be the extent of allowed land uses in the area - should only parks and open space uses be allowed?

	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



EXISTING GENERAL PLAN

# Area #1.1: Upstream River-Adjacent Parcels

## Public Policy Question

- Beyond changes to allowed land uses, should the City also establish minimum setbacks from the river and prohibit development in sensitive riparian areas and where deep flooding (greater than 4') is projected?



# Area #1.2: Downstream River-Adjacent Areas

## Considerations / Assumptions

- Flooding from Sea Level Rise, King Tides, and storm surge is projected in this area if no adaptation occurs
- Areas where mixed use is allowed offer potential for future housing
- Maintaining or adding employment improves the jobs/housing balance
- Any reduction in allowed density here needs to be matched elsewhere in the City with a corresponding increase in density (No Net Loss State Law)



AERIAL

# Area #1.2: Downstream River-Adjacent Industrial

## Market/Economic Considerations

### Opportunities

- Mixed flex, R&D, manufacturing, distribution uses
- Potential future consolidated headquarters operations

### Challenges

- Few greenfield development sites
- Various site-specific constraints: existing uses, flooding risk, irregular parcel shapes

### Strategy Concepts

- **Ensure zoning supports diverse employment uses**
- Maintain excellent connections to Lakeville Hwy and Hwy 101
- Ensure awareness of flood risk locations, and reduce allowable development in flood zones

# Area #1.2: Downstream River-Adjacent Areas

## Public Land Use Question

- Should allowed land uses in the East Lakeville area (which is currently designated for mixed use) be realigned and/or de-intensified?

	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



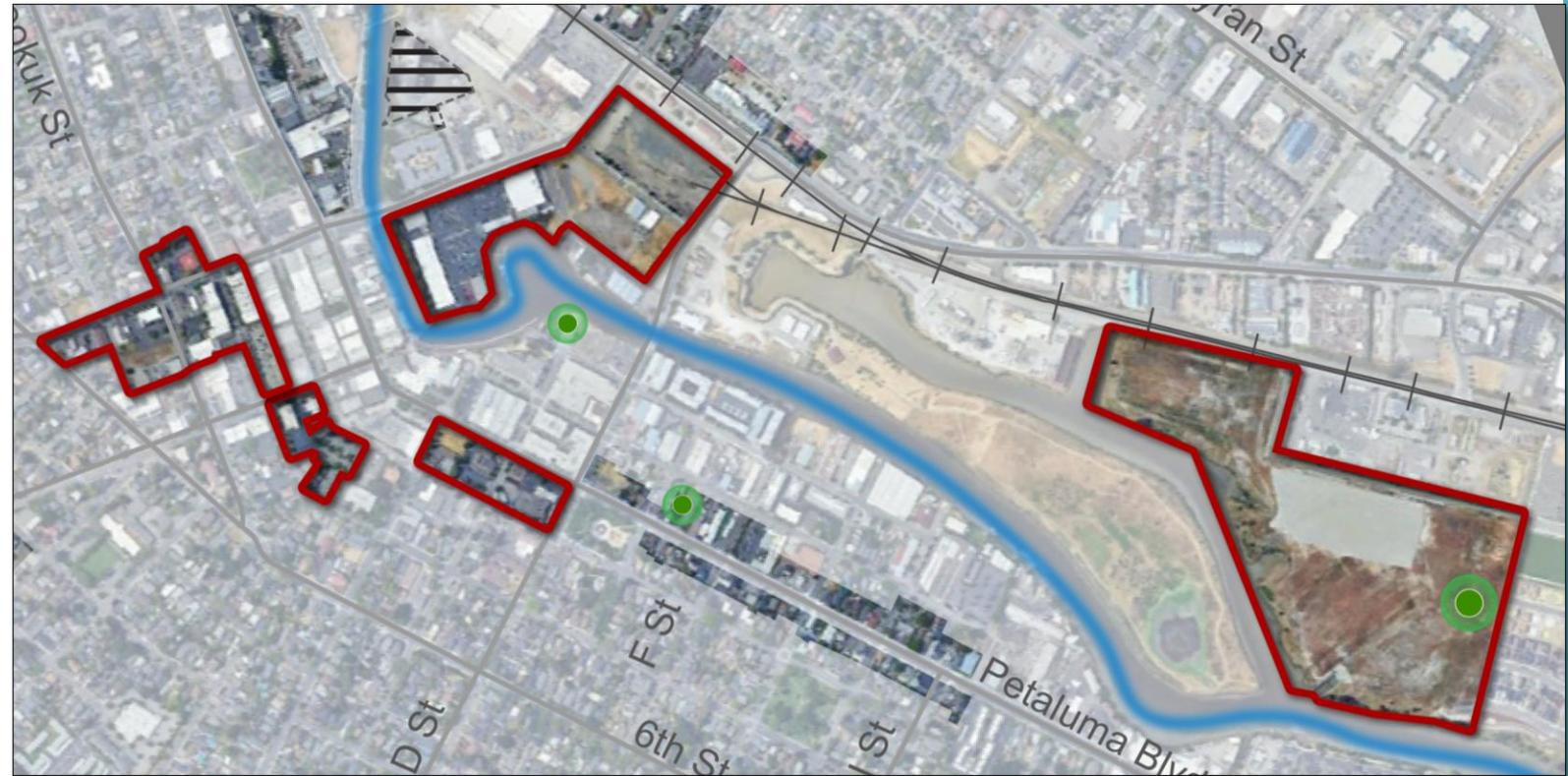
EXISTING GENERAL PLAN (w/MIXED USE ZONING)

# Area #2: Core TOD

# Area #2: Core TOD

## Explore Intensification + Diversification

1. Downtown
2. Central SMART Station
3. Historic Agricultural Services District
4. River Park / Former Scannell Site



# Area #2.1: Downtown

## Considerations / Assumptions

- Protect and preserve historic character and landmarks
- Maintain a vibrant Downtown with active ground-floors
- Intensification supports:
  - Greater use of SMART transit
  - Infill development with lower VMT
  - Efficient use of infrastructure
- Implement District-scale flood control improvements, Resilient Building Standards, and other adaptation strategies as needed



AERIAL

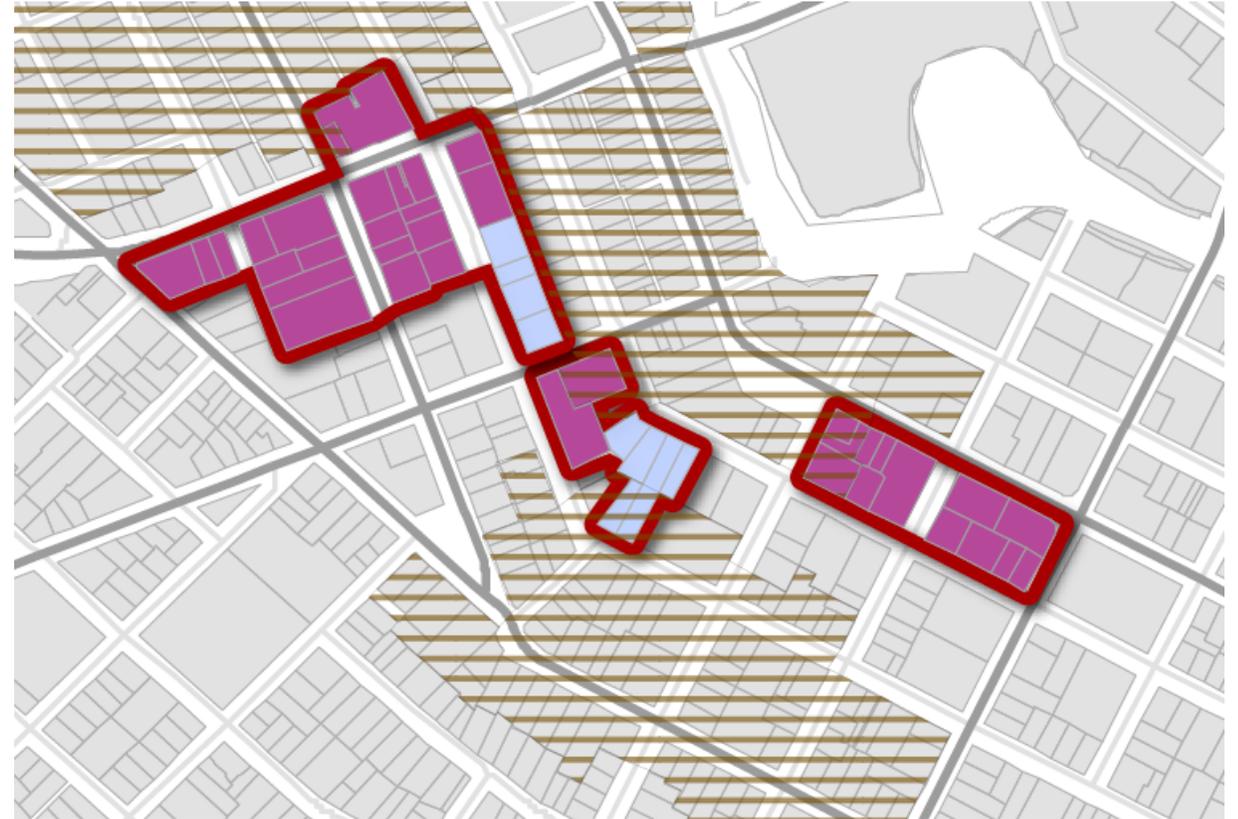
# Area #2.1: Downtown

## Public Land Use Question

- Where (if at all) is it appropriate to allow taller building heights?

## Public Policy Question

- Should the General Plan allow additional active land uses (such as maker spaces, coworking spaces, or live/work) to increase vibrancy while maintaining the Historic Downtown character?



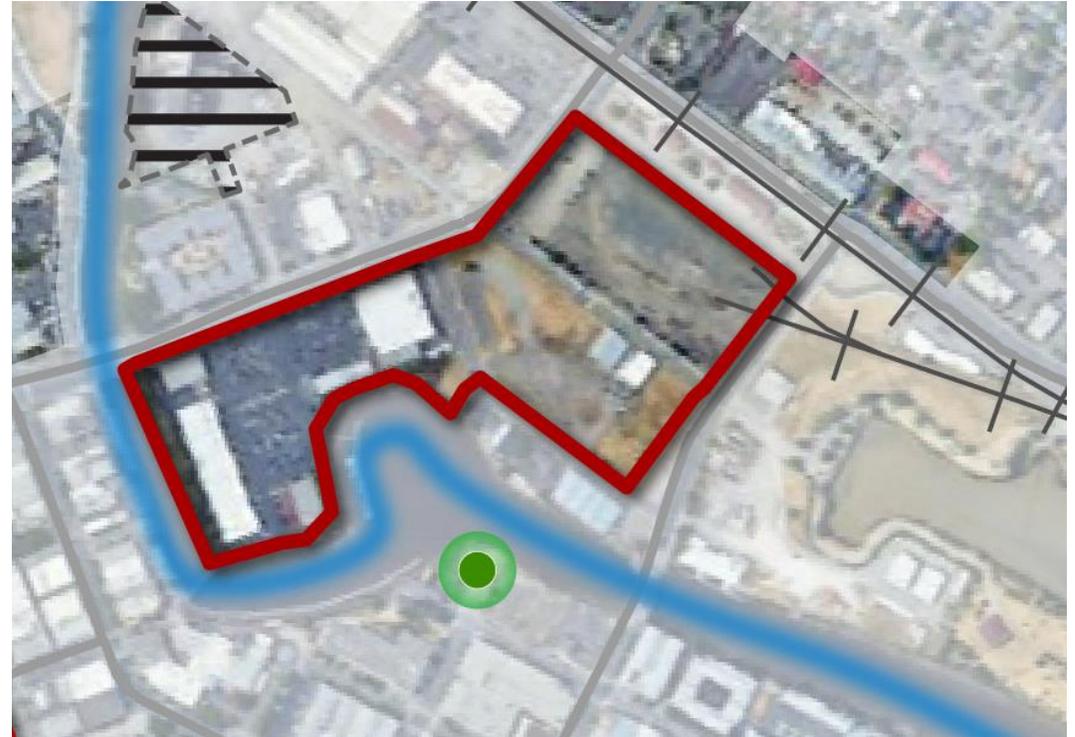
### EXISTING GENERAL PLAN



# Area #2.2: Central SMART Station (TOD)

## Considerations / Assumptions

- Intensification supports:
  - Greater use of SMART
  - Infill development with lower VMT
  - Efficient use of infrastructure
- Maintain a vibrant Downtown with active ground floors
- Implement a comprehensive resilience and adaptation plan:
  - District-scale protection and flood control (road raising, pumps, etc.)
  - Resilient Building Standards
  - River trail



AERIAL

# Area #2.2: Central SMART Station (TOD)

## Public Land Use Questions

- Is it appropriate to allow more height than current regulations permit? How much?
- Should the City require that a taller development occurs here? (by setting a minimum height or FAR)

## Public Policy Question

- For projects near SMART, should the City significantly reduce or eliminate storefront requirements to incentivize development (parking not required per State law)?



	[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)

# Area #2.2: Central SMART Station (TOD)

## Market/Economic Considerations

### Opportunities

- Higher-intensity housing, hotels, dining / entertainment
- Office near SMART
- Better integrate sub-districts
- Transform River Plaza as housing / retail / gathering space

### Challenges

- Higher-intensity residential and office development are infeasible today
- Potential lease-related barriers to redeveloping River Plaza
- Avoiding over-saturation of retail storefront spaces

### Strategy Concepts

- **Expand allowable heights and densities** to provide flexibility when market conditions improve
- Target any ground floor retail requirements to strongest nodes / blocks
- Enhance pedestrian connections between Downtown, Warehouse District, Theater District, River Plaza
- Support property owners in addressing unique ownership & lease constraints

# Area #2.3: Historic Agricultural Services District

## Considerations / Assumptions

- Represents a unique aspect of Petaluma character
- Intensification supports:
  - Greater use of SMART transit
  - Infill development with lower VMT

## Public Policy Questions

- Should the City change regulations now to allow mixed use or wait for these owners to approach the City?
- If the underlying regulations are changed, how tall should mixed-use redevelopment be allowed to be?



# Area #2.4: River Park (Former Scannell Site)

## Considerations / Assumptions

- Enhanced river access and ecological restoration (riverfront park, restored slough, bridge)
- Potential land uses include affordable housing, community spaces/amenities, maker spaces
- Supports Downtown vibrancy and SMART transit use
- Infilling underutilized land promotes lower VMT
- Additional employment areas improve jobs/housing balance

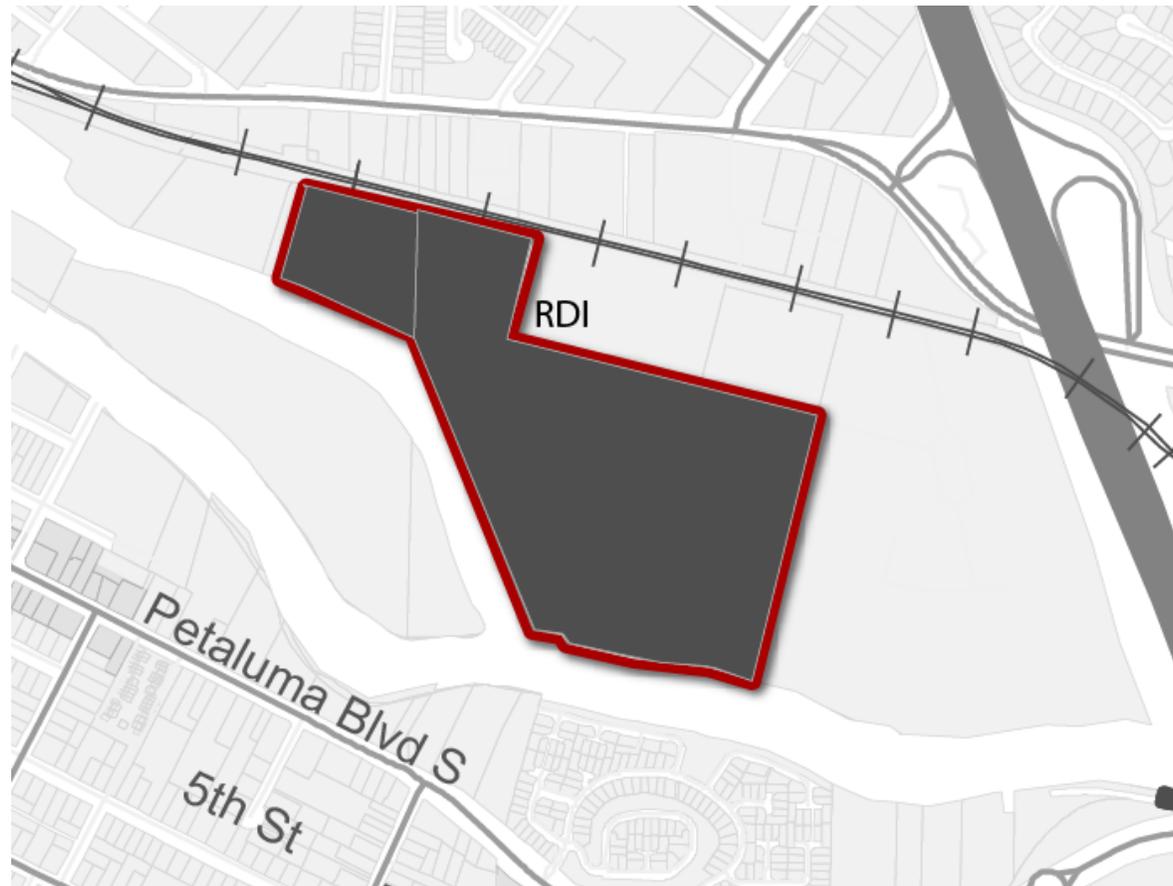


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# Area #2.4: River Park (Former Scannell Site)

## Public Land Use Question

- The new owner (River Park Foundation) has indicated they plan to build public parks, a riverfront trail, restored wetlands, and community-serving spaces. What else should be developed here?



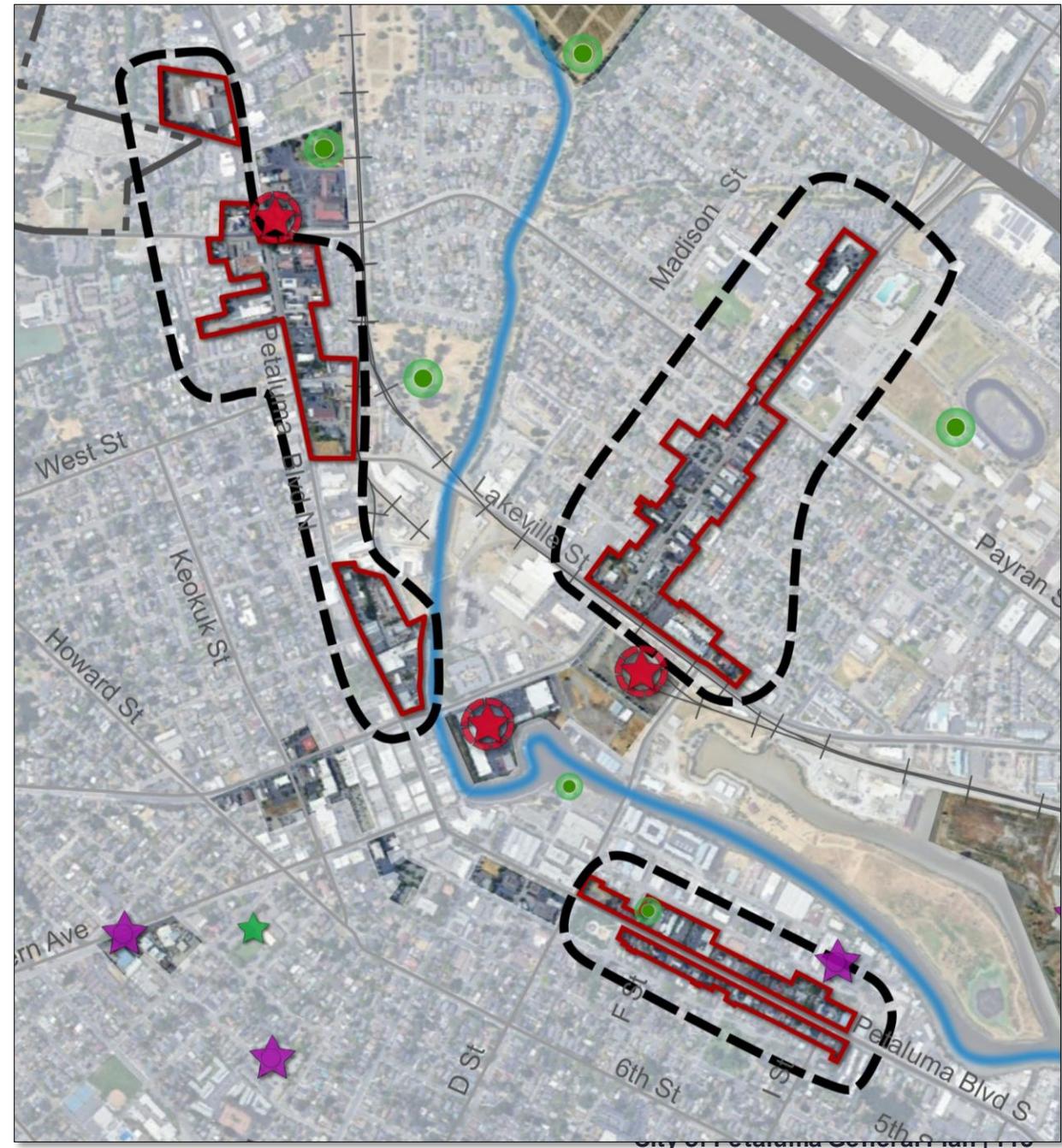
	RDI River-Dependent Industrial		6 stories	None (matches T6 zone)
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# Area #3: Corridors

# Area #3: Corridors

## Explore Intensification

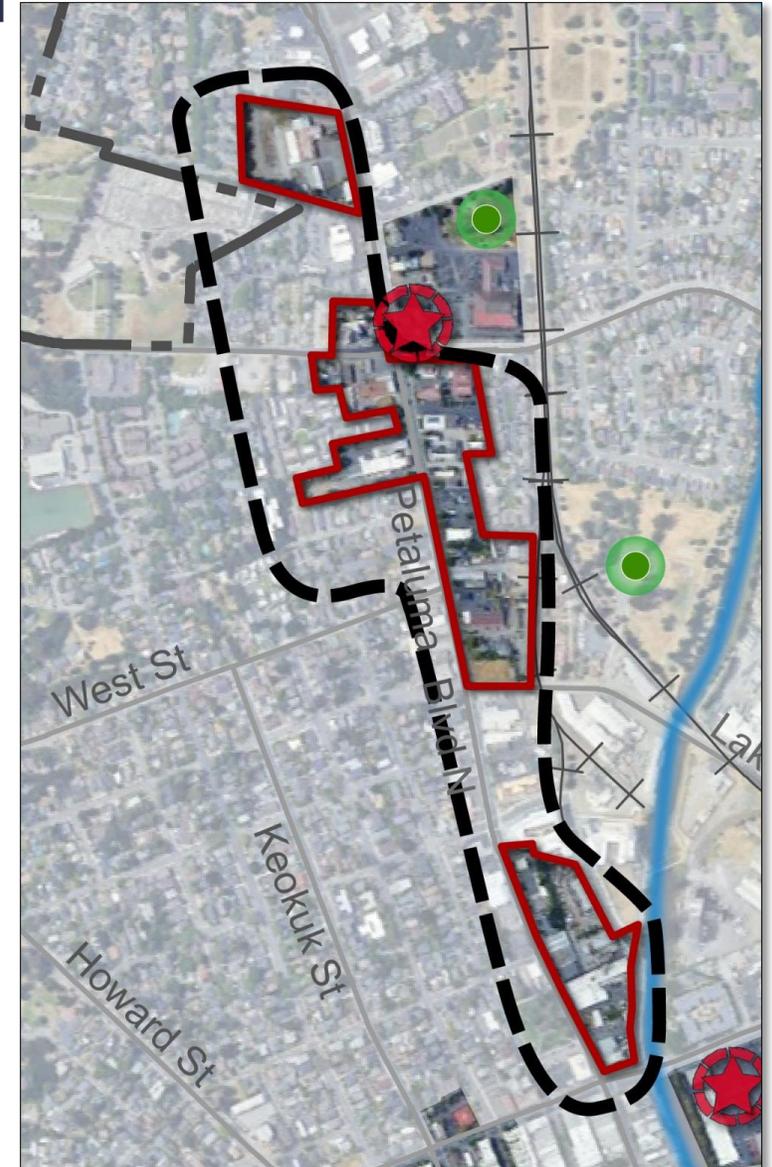
1. Petaluma Blvd North
2. Petaluma Blvd South
3. East Washington



# Area #3.1: Petaluma Blvd North

## Considerations / Assumptions

- Infill underutilized sites along key corridors
- Enhance character, safety, and activity along corridors
- Promote VMT reduction through more centrally-located housing
- Support 15-minute center at Magnolia Ave



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# Area #3.1: Petaluma Blvd North

## Public Land Use Questions

- What changes to allowed land use and intensity should be explored along Boulevard North?
- Should the density and height on the corridor “feather” (decrease) moving north along the corridor? Or should there be a consistent height standard?



# Area #3.2: Petaluma Blvd South

## Considerations / Assumptions

- Improved gateway & sense of entrance into City
- Enhance design character, safety, and ground-floor activity along corridor
- Implement resilience and adaptation strategies as necessitated by physical conditions (protect this area)



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# Area #3.2: Petaluma Blvd South

## Public Land Use Question

- How should the corridor feel from an urban design standpoint?
  - Consistent (same) maximum heights along both sides of the Boulevard, or
  - Feather or decrease moving away from the river and Warehouse District



	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)

# Area #3.3: East Washington Street

## Considerations / Assumptions

- Improve character, safety, and activity along a key corridor
- Infill underutilized areas in the core and support SMART transit
- Enhance connection between Eastside and Westside



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# Area #3.3: East Washington Street

## Public Policy Question

- What should the City prioritize on this corridor?
  - A) Pedestrian crossing, multimodal, and other safety improvements
  - B) Street trees, public realm, and visual enhancements
  - C) Attracting active, flexible ground floor uses including maker spaces, live/work units, and temporary uses



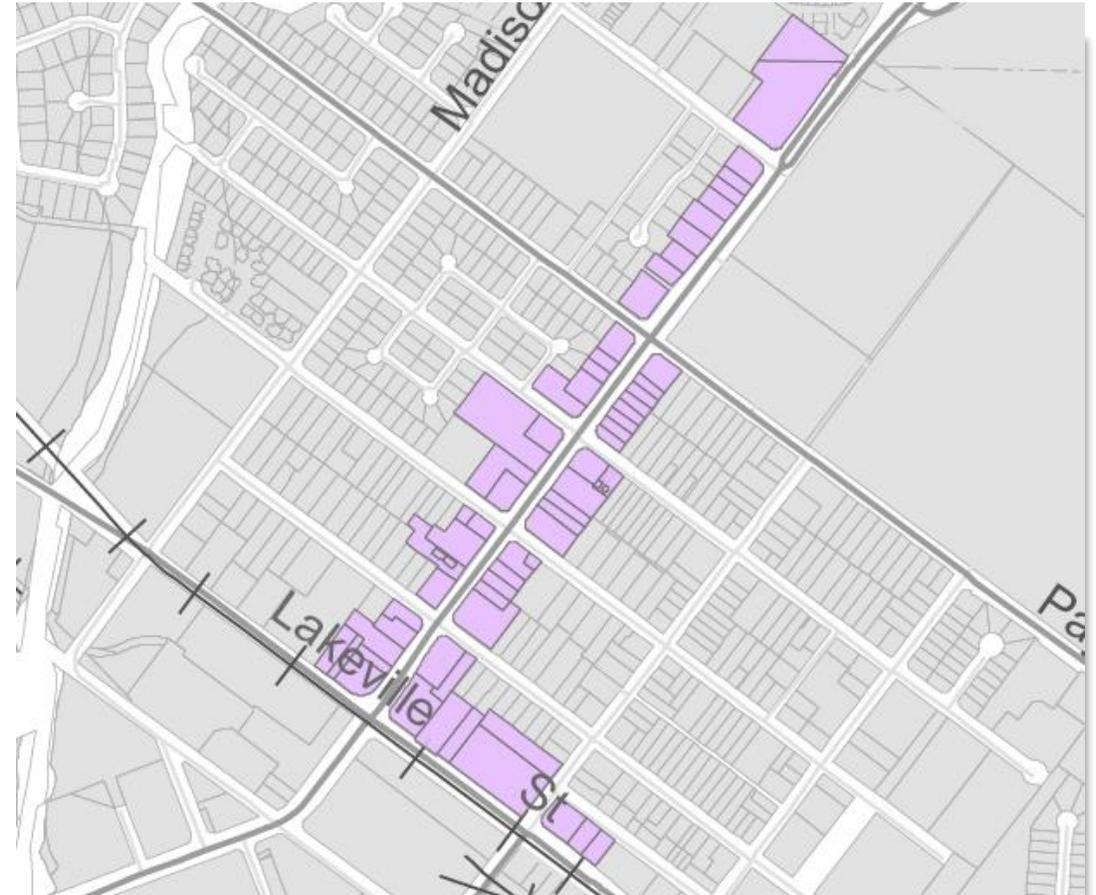
# Area #3.3: East Washington Street

## Public Land Use Questions

- What changes should we explore here?
  - Should the first block match the allowed intensity & height proposed for the SMART station?
  - How dense should the rest of the East Washington corridor be?

## Public Policy Question

- What should the City prioritize here?
  - A) pedestrian safety improvements
  - B) visual enhancements/upgrades
  - C) redevelopment and land use change



	MU1 (A/B/C) (Corridor, Suburban, Neighborhood)		2 stories, 30' (3 in certain cases)	2.5 FAR 30 DU/Acre
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## EXISTING GENERAL PLAN

# Area #3: Corridors

## Market/Economic Considerations

### Opportunities

- 3- to 6-story townhome and multifamily housing
- Ground floor or freestanding retail & professional office, medical office space *near major retail nodes*

### Challenges

- Shallow and small lots constrain efficient development design
- Current infeasibility of higher-density housing
- Retail will struggle unless visible, accessible, and concentrated

### Strategy Concepts

- Ensure zoning & form-based requirements **enable townhome & multifamily development**
- **Only require retail in/near key nodes** (15-Minute centers, Downtown, etc.)
- Consider incentives for site assembly

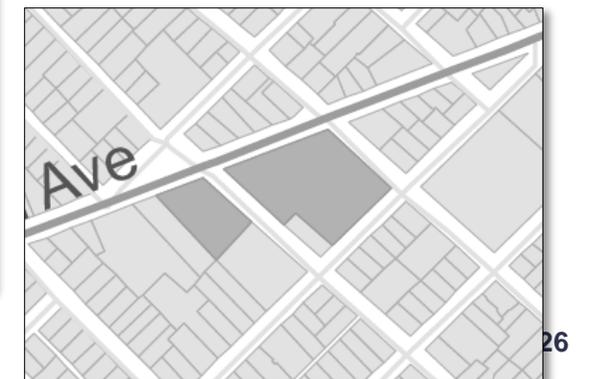
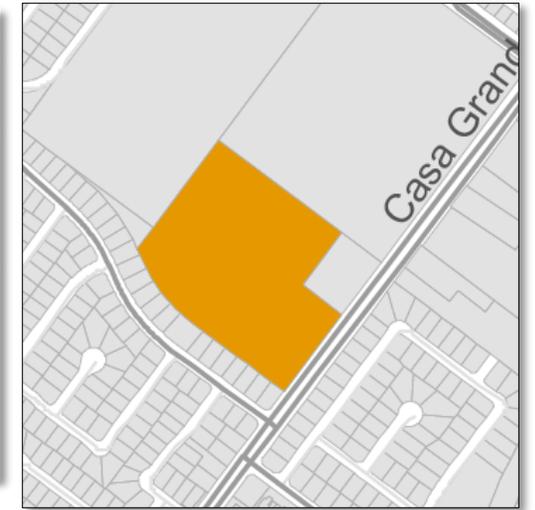
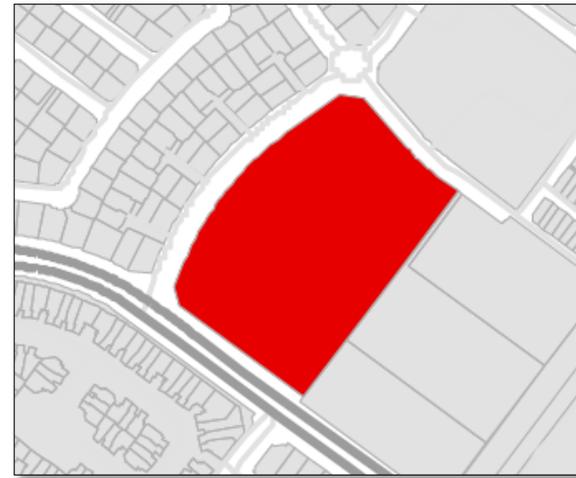
# Questions?

# Area #4A: 15-Minute Neighborhood Centers

# Area #4A: 15-Minute Neighborhood Centers

Explore intensification + diversification

1. Bowling Alley/Veterans Center
2. Leghorn Marketplace
3. Casa Grande
4. Western & Baker
5. School District Office & City Hall



# Area #4A: 15-Minute Neighborhood Centers

*Bowling Alley & Veteran's Center, Western & Baker, Casa Grande, Leghorn Marketplace*

## Market/Economic Considerations

### Opportunities

- 2- to 4-story townhome and missing middle housing
- Horizontal mixed-use at larger sites
- Vertical mixed-use
- Integrate retail and storefront office uses

### Challenges

- Housing developers may prefer inward-oriented and 100% residential projects
- Need a critical mass of retail for functionality
- Current infeasibility of higher-density housing
- Potential competition from single-use retail if a major chain identifies an opportunity

### Strategy Concepts

- Assist property owners with re-visioning
- Design requirements for integration of housing and commercial, outward street-facing orientation
- Design requirements for functional, visible, accessible retail
- **Minimum retail or active frontage requirements**

# Area #4A.1: Bowling Alley & Veteran's Center

## Considerations/Assumptions

- Support creation of a 15-minute center (SDAT)
- Infill key underutilized sites
- Build off Caulfield improvements

## Public Land Use Questions

- How intense and tall should this future activity center be?
- How mixed use should it be?
- Should the center extend eastward across McNear Avenue?



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

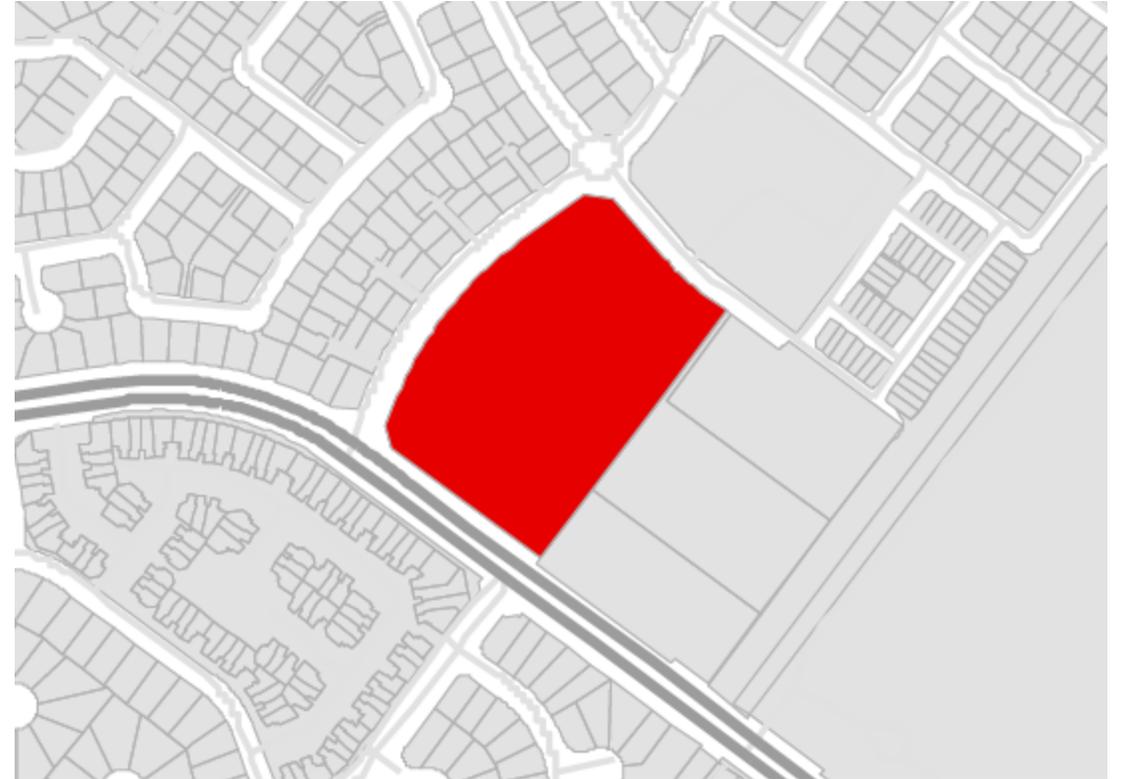
# Area #4A.2: Leghorn Marketplace

## Considerations / Assumptions

- Support creation of a 15-minute center (SDAT)
- Infill underutilized properties along key corridors
- Promote evolution of shopping malls
- Desire to provide more amenities on the Westside

## Public Land Use Question

- How intense should this future mixed-use center be? What mix of uses should be encouraged?



Neighborhood  
Commercial



2 stories

0.8 FAR

# Area #4A.3: Casa Grande

## Considerations / Assumptions

- Support creation of a 15-minute center (SDAT)
- Infill underutilized and vacant properties along key corridors
- Desire to provide more amenities on the Westside

## Public Land Use Questions

- How intense should this future mixed-use center be? What mix of uses should be prioritized?
- Is live/work appropriate to require?



Medium  
Residential  
[R4]



3 stories, 35'

8.1 - 18.0 du/  
acre

# Area #4A.4: Western & Baker (Creamery)

## Considerations/Assumptions

- Support creation of a 15-minute center (SDAT)
- Build off existing mixed use
- Unique agricultural-industrial history gives Petaluma character

## Public Land Use Question

- How intense should this future mixed-use center be?



# Area #4A.5: City Hall & School District Office

## Public Policy Questions

- Should the City work with the School District to redevelop the Douglas Street property into a 4- and 5-story vertical mixed-use neighborhood center?
- Should the City seek to relocate its existing City Hall civic facilities and redevelop the site with affordable housing?

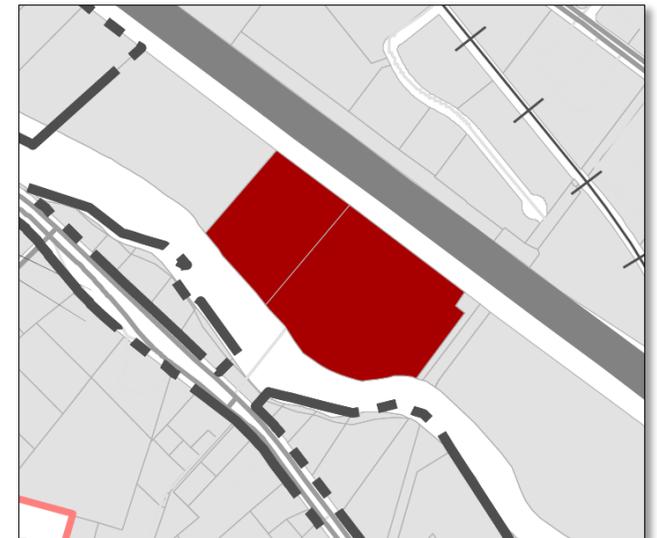
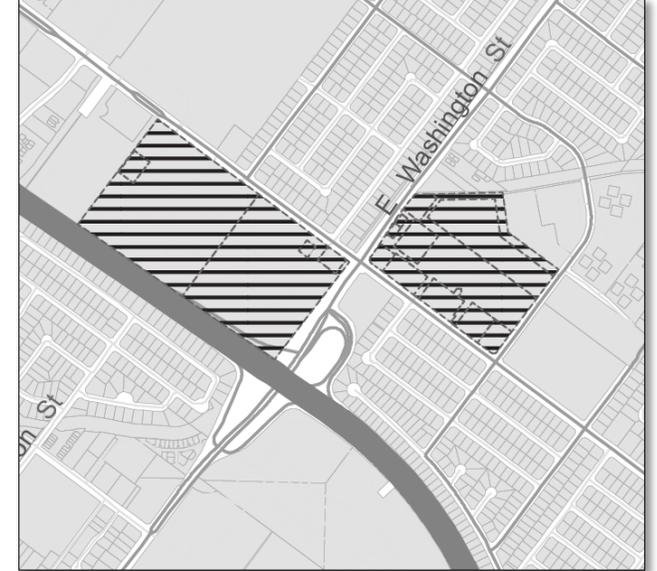


# Area #4B: 15-Minute Town Centers

# Area #4B: 15-Minute Town Centers

## Explore intensification + diversification

1. Lucky's (Town and Country)
2. The Outlets
3. Community Commercial Centers: Washington Square, Plaza North/South



# Area #4B: 15-Minute Town Centers

## Opportunities

- 3- to 6-story townhome & multifamily housing
- Horizontal & vertical mixed-use
- Integrate retail, professional & medical office, live/work
- Repurpose any excess parking for housing

## Challenges

- Leases with different termination dates
- Tenant controls of common areas, including parking lots
- Limited incentive for longtime property owners to risk redevelopment
- Need a critical mass of retail for functionality
- Current infeasibility of higher-density housing

## Strategy Concepts

- Assist property owners with re-visioning
- Assist property owners with addressing lease-related barriers to redevelopment
- Ensure minimum retail parking requirements are as low as practical
- Create development incentives for master planning process
- **Minimum residential density requirements**

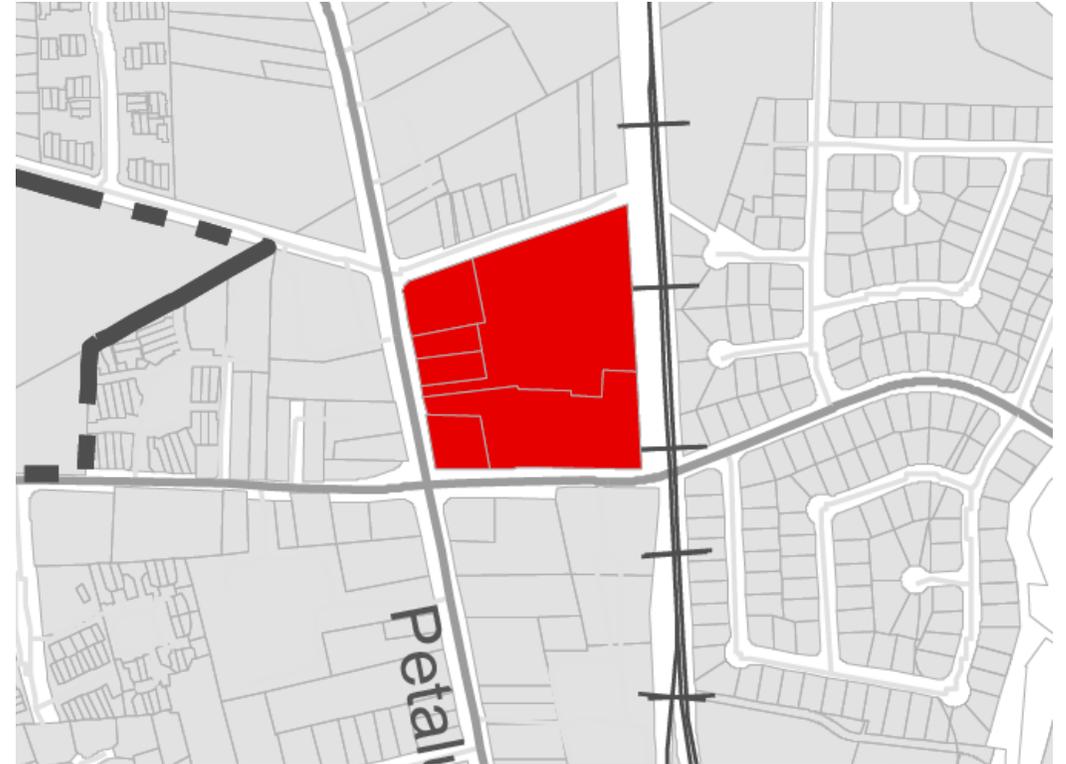
# Area #4B.1: Lucky's (Town and Country)

## Considerations / Assumptions

- Support creation of a 15-minute center at this intersection
- Infill underutilized properties along key corridors
- Promote evolution of shopping malls
- Centrally-located reduces VMT

## Public Land Use Question

- How intense should this future mixed-use center be? What mix of uses?



Neighborhood  
Commercial



2 stories

0.8 FAR

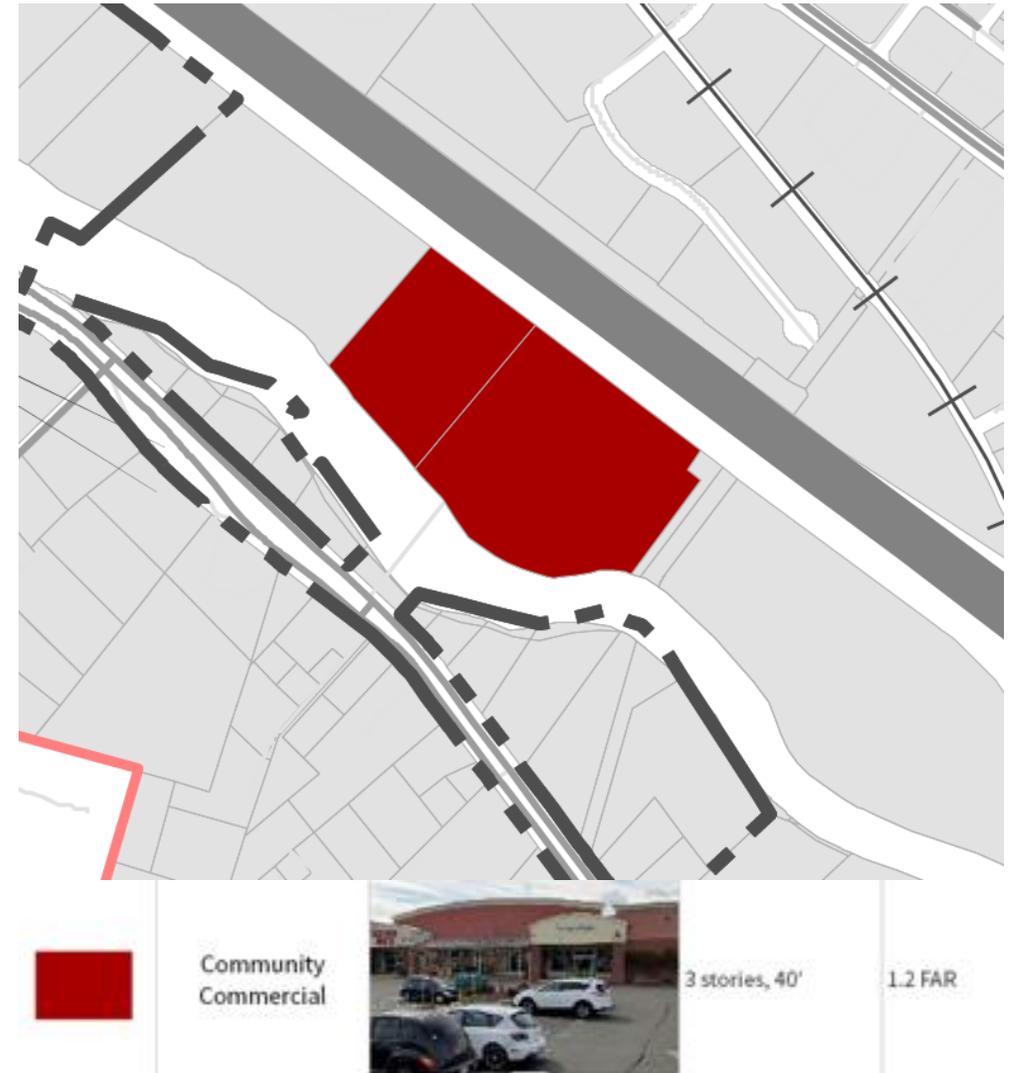
# Area #4B.2: The Outlets

## Considerations / Assumptions

- Explore potential creation of a 15-minute center – build off theater
- Promote evolution of shopping malls
- Leverages pre-existing flood control infrastructure

## Public Land Use Question

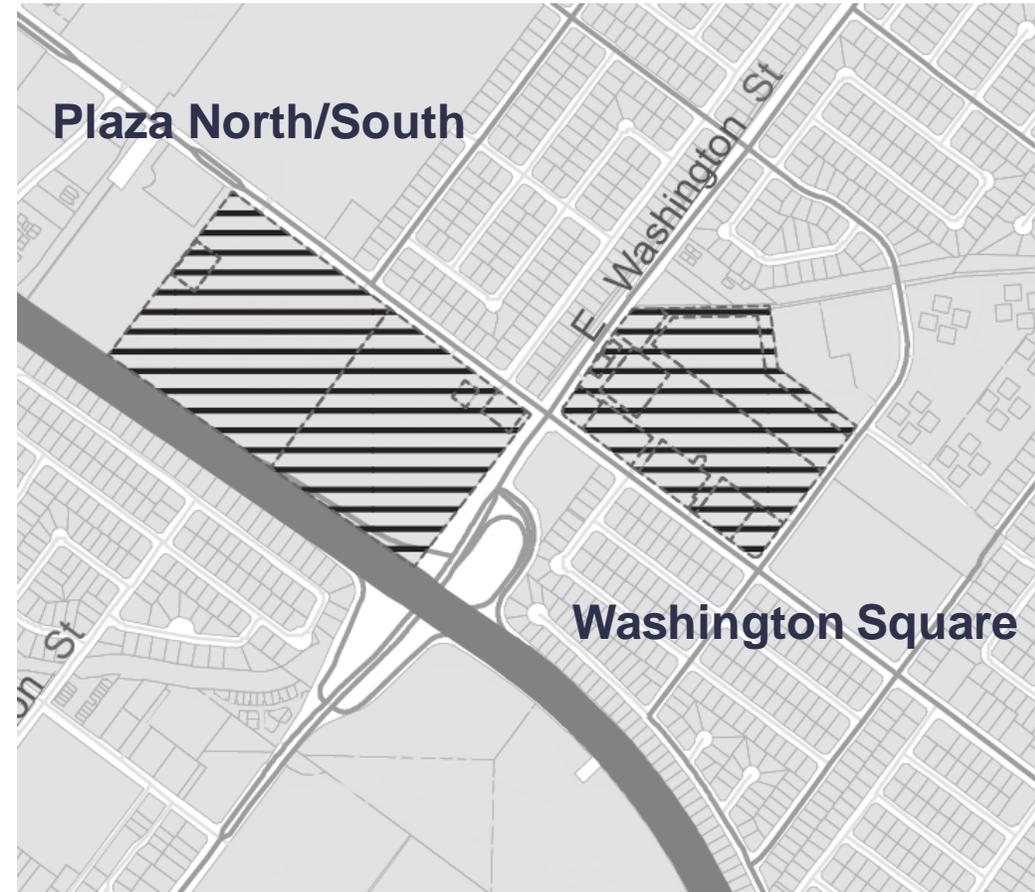
- What should the future of the outlets be? Should new uses be introduced or incentivized?



# Area #4B.3: Community Commercial Centers

## Public Policy Question

- In order to promote the future transformation of shopping malls into 15-minute gathering places, should the City allow standalone residential and taller mixed-use buildings in commercial centers such as Washington Square and Plaza North/South?



*Mixed Use and standalone residential already allowed in Target and Deer Creek Village*

	Community Commercial		3 stories, 40'	1.2 FAR
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# Area #5: Potential Corona Station UGB Expansion

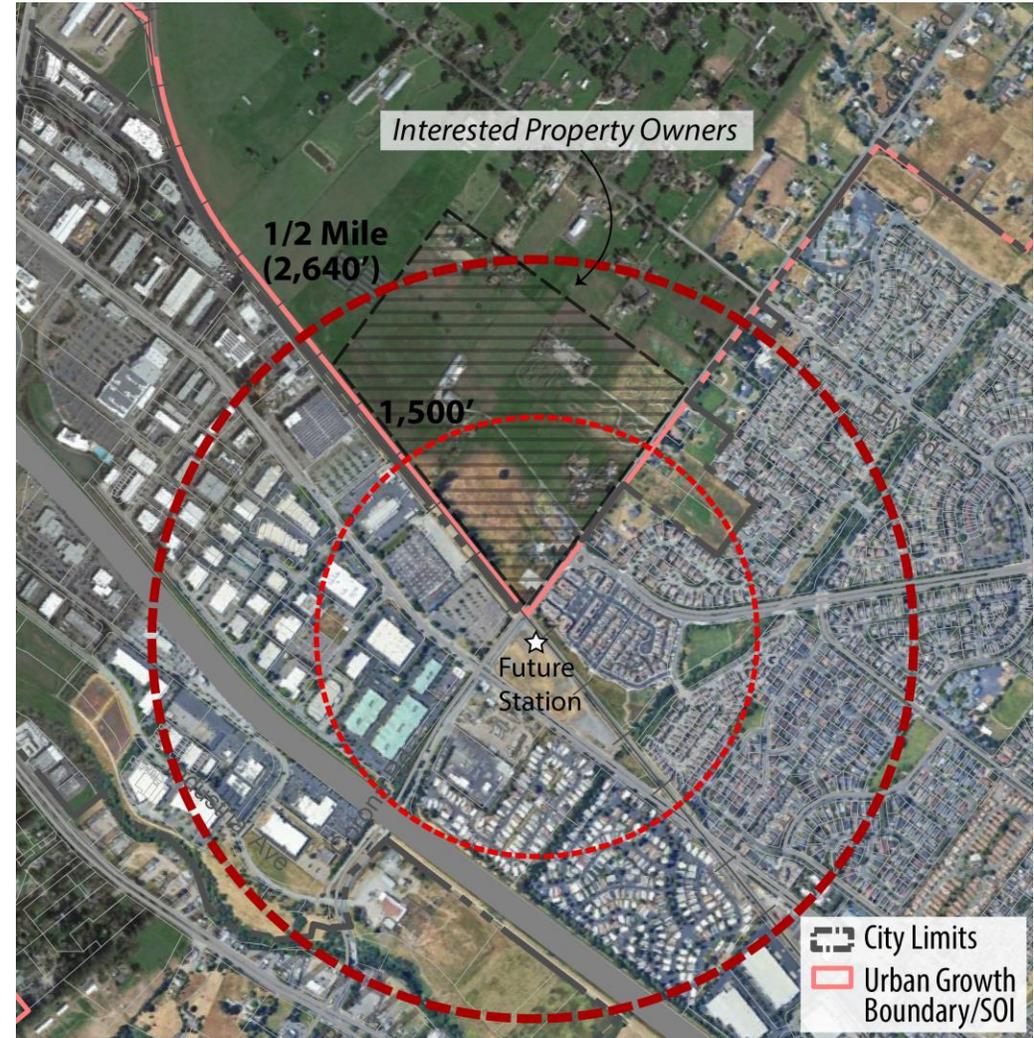
# Area #5.1: Potential Corona UGB Expansion

## Considerations / Assumptions

- **Potential for future City Expansion for TOD:** reliant on November 2024 ballot measure to extend the UGB expiration date
- Supports SMART use; leverages Corona/N McDowell improvements

## Public Policy Questions

- If the ballot measure is approved, how intense should new residential and/or mixed-use development be?
- Should the Corona UGB area include a significant jobs component?

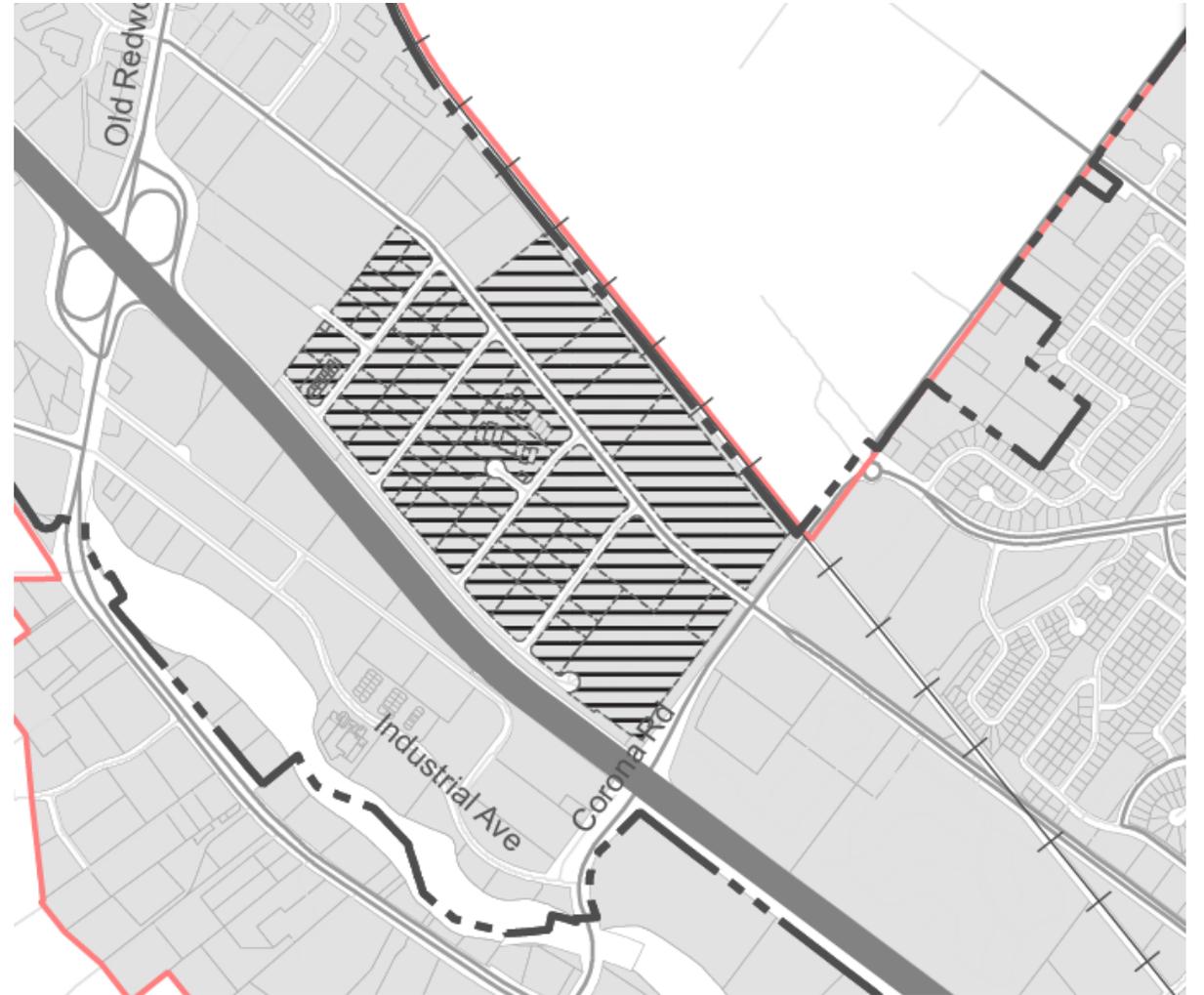


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# Area #5.2: North McDowell Blvd

## Public Policy Question

- If the UGB is expanded in the future near Corona Station, what should be the character and intensity of land uses along the nearby portion of North McDowell Blvd?



# Questions?

# Evolution of Single-Family Neighborhoods

# Single-Family Neighborhood Infill – Goal & Policies

**Goal 1: Existing low-density residential neighborhoods provide a range of missing middle-density housing options.**

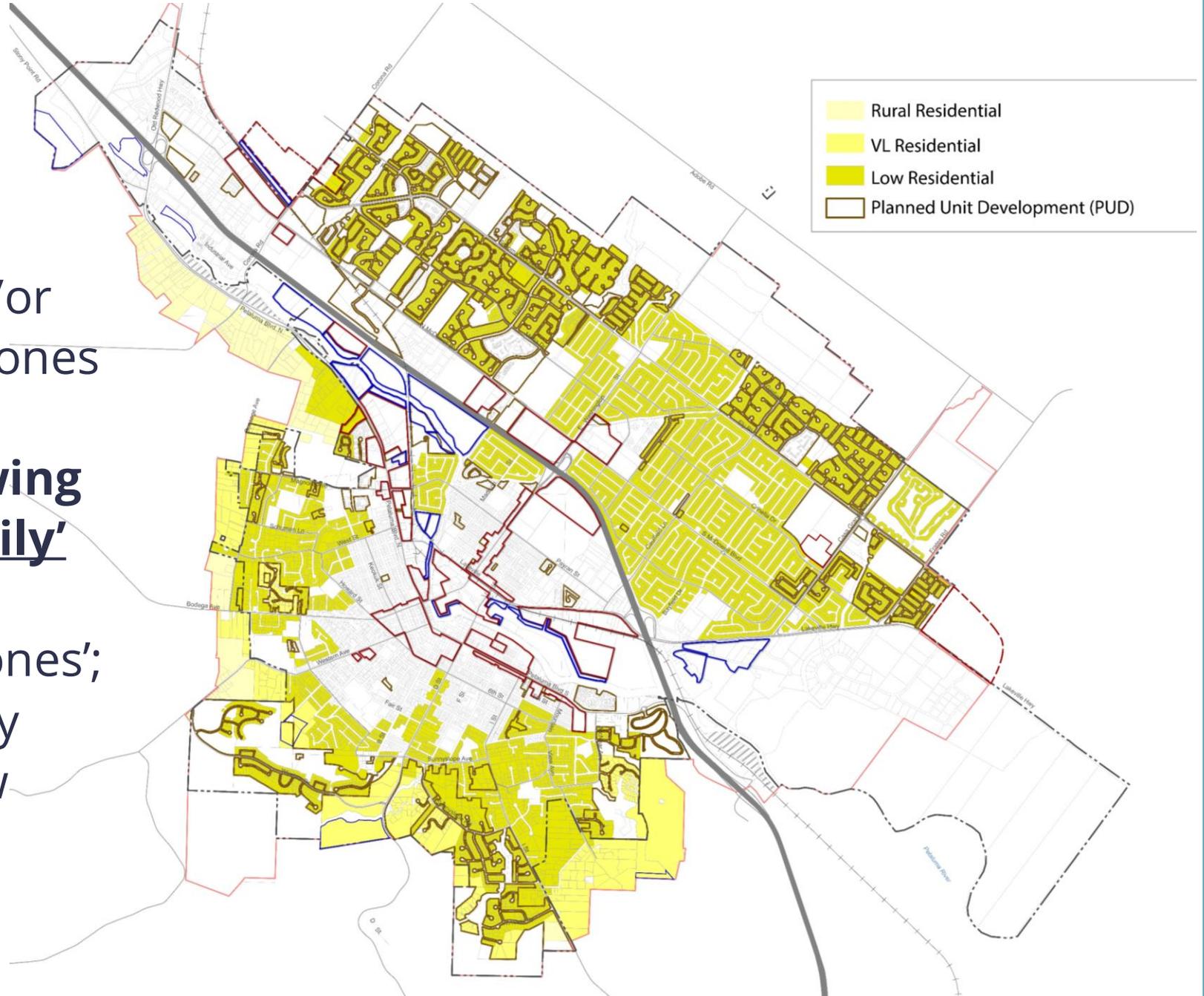
- Policy 1.1: Continue to expedite the construction of ADUs on residential lots.
- Policy 1.2: Adjust land use regulations for single-family zones to permit small lot subdivisions and development of duplexes, triplexes, and fourplexes.



# “Missing Middle” Projects

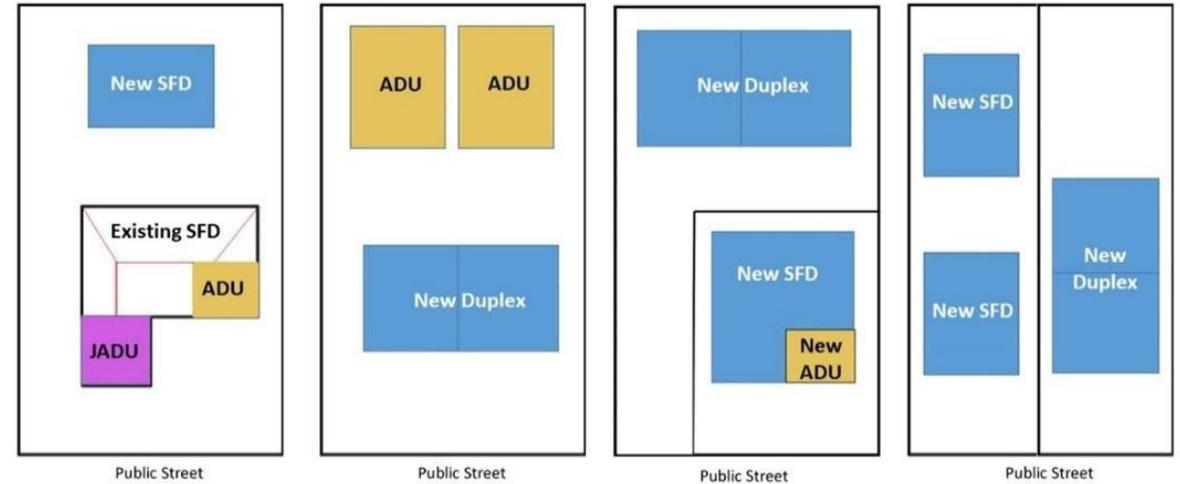
# State Law (SB 9)

- Cities must allow by-right approval of duplexes and/or lot splits in single-family zones for projects that meet objective standards, **allowing 4 units on all 'single-family' lots**
- Applies in 'single-family zones'; Rural Residential (RR), Very Low Residential (VLR), Low Density Residential (LDR)
- **Options for Petaluma to adapt to this legislation**



# Limitations of State Law SB-9

- The City must implement SB-9, as it is state law
  - SB-9 allows 4 units per parcel
  - SB-9 focuses on lot splits
- Lot splits can be problematic from a design perspective
  - Access is more challenging
  - Design may be inefficient and ununified
- Petaluma can choose to allow the same number of units as State law does with more flexibility in design (ownership options are unaffected)



# Public Policy Questions

- Single-Family Density: Should the City allow more than four units per single-family lot?
- Middle-Density Infill: What strategies and policies should the City employ to facilitate infill of single-family lots with middle-density development?

# Non-Residential in Neighborhoods – Goal & Policies

## Goal 2 – Residential neighborhoods contain a variety of non-residential uses.

- Policy 2.1: Allow neighborhood-scale commercial and civic uses in residential neighborhoods.
- Policy 2.2: Expand the allowable scope of home occupations in residential neighborhoods.
- Policy 2.3: Redefine live/work and work/live units and the provisions for such housing types to allow greater flexibility in various living and working arrangements.

# Public Policy Question

- Land Use Flexibility: Should the City be more flexible with permitted and required uses? (e.g., home occupations, live/work, retail or storefront mandates)

# City Council Discussion

# City Council Discussion Questions

## Land Use Alternatives

- Does the City Council support the broad **citywide concept** of de-intensifying certain river-adjacent areas while intensifying some combination of the core, corridors, and/or centers?
- **Are these the right areas** to bring to the public to consider potential land use designation changes? Are any missing?

