

# Land Use Workshop (continued)

City Council | April 14, 2025

# Values/Goals

- **Preserve & Protect**
  - Riparian open space & access
  - Historic character
- **Evolve**
  - Infill – particularly on underutilized land & near stations
  - Housing choices & mixed use
- **Enhance**
  - Complete neighborhoods
  - Revitalize corridors

## DRIVERS OF LAND USE CHANGE

The Vision Statement, Pillars, and Guiding Principles were developed by the General Plan Advisory Committee (GPAC) to reflect community input and were accepted by the City Council in 2022. These Pillars and Principles provide clear land use direction and serve as the values-based “north star” for land use decision-making:

### Preserve and Protect

- Maintain the Urban Growth Boundary
- Preserve Petaluma’s unique identity rooted in agriculture, the Petaluma River, the historic downtown, and surrounding open space
- Protect and expand riparian open space to support ecological function
- Provide additional flood retention in upstream flood prone areas
- Minimize development in downstream areas subject to sea level rise, King Tide, & flooding
- Preserve historic character, landmarks, and view corridors

### Evolve

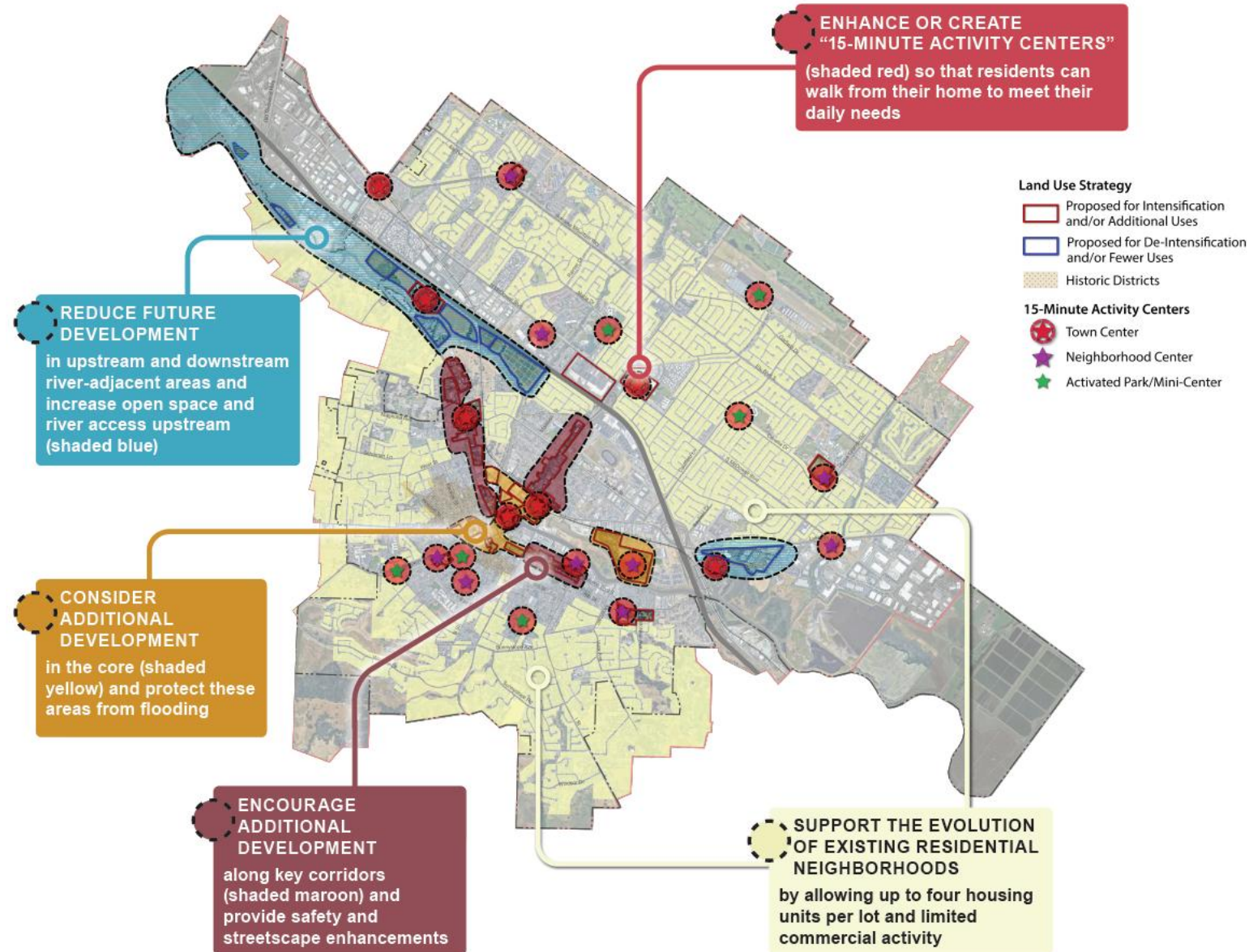
- Prioritize infill development
- Provide a balanced mix of housing choices for all stages in the life cycle
- Maintain a vibrant Downtown with active ground floors, a more diverse mix of land uses, and additional employment opportunities
- Develop more housing within underutilized land Downtown and along key corridors
- Concentrate more intense mixed-use development closest to the SMART Stations
- Facilitate redevelopment of older shopping centers

### Enhance

- Create complete neighborhoods in which residents can meet their daily needs
- Revitalize commercial corridors and enhance their character, safety, and activity
- Enhance public access to/across the river corridor
- Enhance connections between east and west Petaluma
- Develop transit nodes as community centers/gathering places with unique identities
- Reduce vehicle miles traveled (VMT)
- Maximize efficient use of existing infrastructure and support future development



# The Vision Reflecting those Values



# **Direction Needed from City Council**

***How much change?***

Direction on the recommendation or modified recommendation  
for each Area of Change



# Planned Analysis of Preferred Land Use Map

- No net loss
- Growth projections by area
- Transportation impacts
  - Mode share shift
  - Vehicle miles traveled (VMT)
  - Average daily traffic (ADT) volumes
  - Volume to capacity (V/C) ratios on select roadway segments
- Fiscal impact



# March 3 City Council Feedback

- **Upstream/Outlets:** maximize open space; minimize housing development
- **Maker/Microbusiness:** don't allow hotels; reduce height; confirm need for both Business Park and Maker/Microbusiness designations
- **River Park:** align with River Park Foundation's vision; maximize opportunities for housing within ½ mile of the Station
- **Density:** consider impact of State Density Bonus; reconsider base densities
- **Downtown SMART Area:** reduce maximum height to 6 stories
- **Downtown:** retain existing designations

# Workshop Structure

## 1. 6:15pm: Follow-up on March 3 Feedback – Part 1

- Maker/Microbusiness Designation
- Upstream River-Adjacent and Outlet Area
- Downstream
- River Park

## 2. 7:15pm: Follow-up on March 3 Feedback – Part 2

- Downtown
- Station Area Mixed Use Designation
- Downtown SMART Station Area

## 3. 8:15pm: Corridors: East Washington, Petaluma Blvd North, Petaluma Blvd South

## 4. 9:15pm: Centers: 15-Minute City, Bowling Alley/Vet Center, Washington Square/Plazas, Leghorn, Casa Grande, Western & Baker

## 5. 10:15pm: Land Use Designation Standards

## For each part:

- Brief presentation
- Public Comment
- Council Discussion and Straw Poll Direction **by area/topic**





# General Plan Advisory Committee

## GPAC Members are a Resource

- GPAC is a group of volunteers – not a Brown Act body
- GPAC organizes topic-focused ad hoc “Working Groups” (e.g., Land Use Working Group)
- Tonight’s Workshop
  - All GPAC members invited to attend
  - Members are an available resource

## GPAC Work on Land Use

- November 2023-February 2024: three meetings refining areas of change, alternatives, 15-minute City strategies
- August-October 2024: Working Group report, three meetings crafting recommendations
- January 2025: revised recommendations based on community input

# Follow-up on March 3 Feedback – Part 1

- Maker/Microbusiness Designation
- Upstream River-Adjacent and Outlet Area
- Downstream
- River Park

# Maker/Microbusiness



# Proposed Heights & Uses: BP and M/M

	Business Park (BP) (no change from existing)	Maker/Microbusiness (M/M) (with modifications)	Single Combined Option
Maximum Height	40 feet (3 stories)	40 feet (3 stories)	40 feet (3 stories)
Permitted Uses			
Residential	NOT Permitted	NOT Permitted	NOT Permitted
Adult/Child Day Care	Permitted	NOT Permitted	Conditional
Hotel/Motel	Conditional	NOT Permitted	NOT Permitted
Retail	NOT Permitted	Permitted	Permitted
Personal Services	NOT Permitted	Permitted	Permitted
Recreational	Conditional	Conditional	Conditional
Restaurant	Permitted	Permitted	Permitted
Business Services	Permitted	Permitted	Permitted
Office	Permitted	Permitted	Permitted
Artisan Craft Manufacturing	Permitted	Permitted	Permitted
Research & Development	Permitted	Permitted	Permitted
Warehousing	Conditional	Permitted	Permitted
Light Industrial/ Manufacturing	Permitted	Permitted	Permitted

# Upstream River-Adjacent and Outlets

# Two-Pronged Approach

## 1. Longer-Term – *new*

- Support the Friends of the River's Petaluma Greenway Project
- Pursue acquisition and/or collaborate with community partners to pursue acquisition

## 2. Near-Term

- No-build retention Area
- 330' River Buffer – *new*
- River Park
- River Greenway
- Noise mitigation measures
- Reduce and cluster residential development



# Retention Area, River Buffer, and Park



Business Park  
(BP)



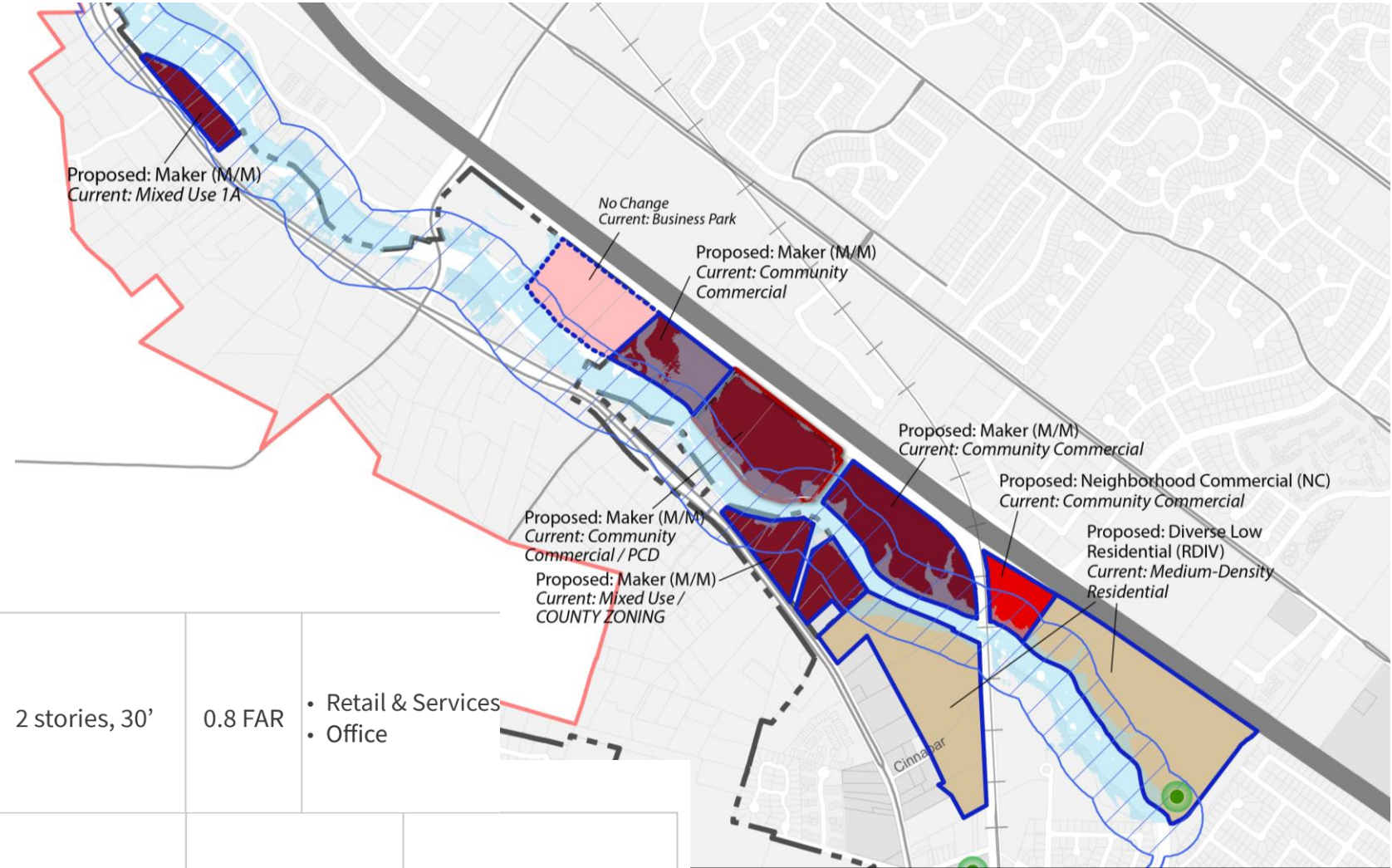
Maker/  
Microbusiness  
(M/M)



Neighborhood  
Commercial (NC)



Diverse Low  
Density  
Residential  
(RDIV\*)



2 stories, 30'

0.8 FAR

- Retail & Services
- Office

2 stories, 25'

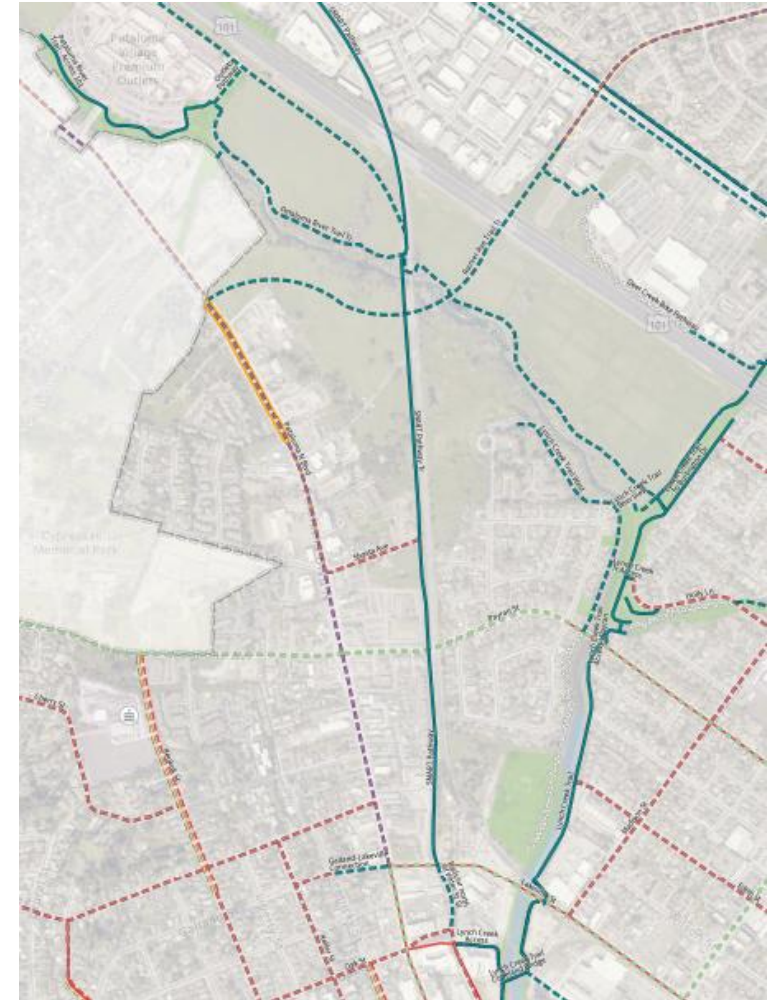
6.1 - 15.0 du/acre

Single-Family,  
Townhouse, Plex,  
Multifamily

# Greenway and Noise Mitigation

**Policy P-1.3, P-4.3, TP-1.3, and TP-3.3:** Provide sufficient right-of-way for trails and ensure that adjacent new development does not detract from the scenic and aesthetic qualities of the corridor

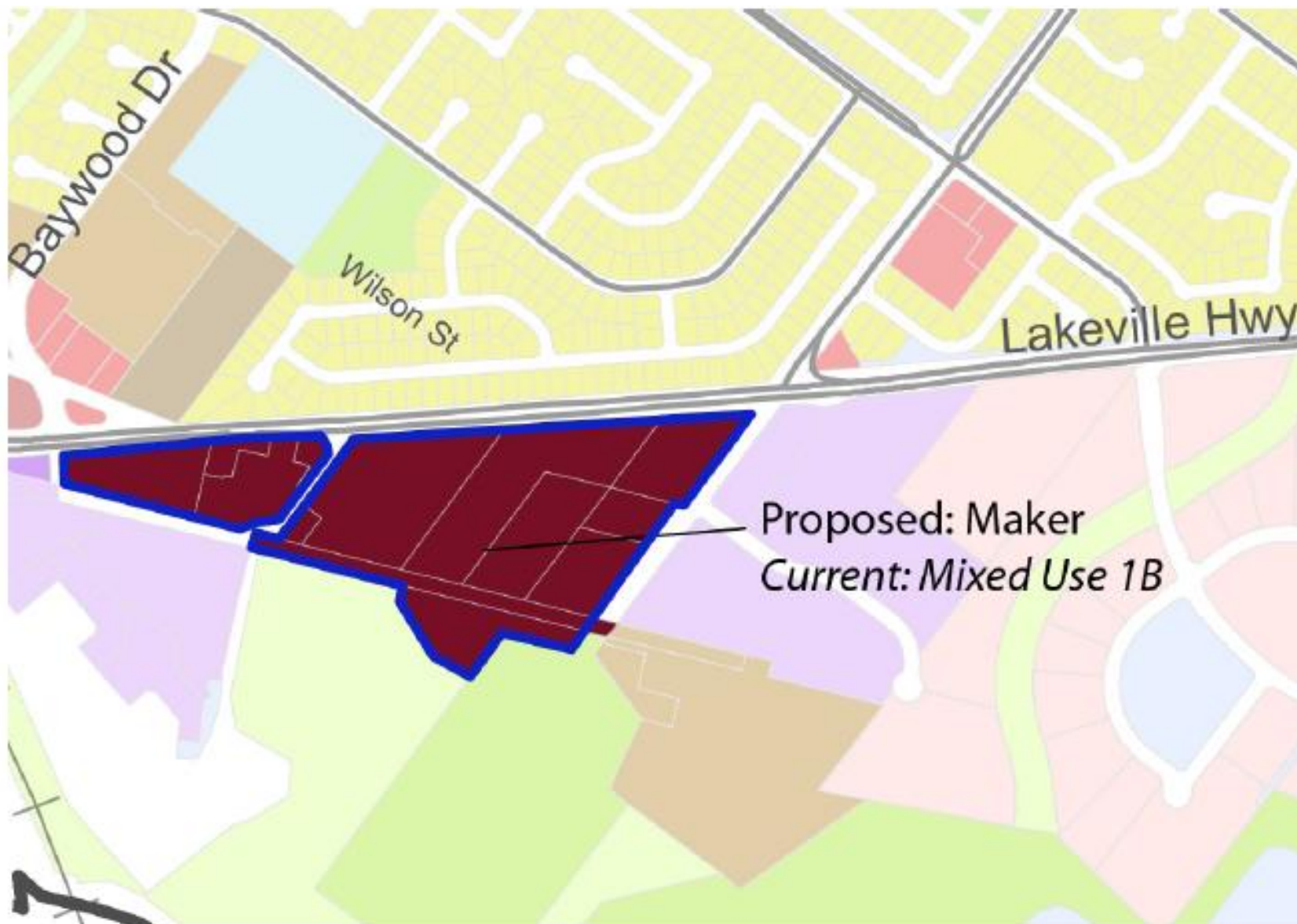
**NOI-1.1, 2.2, and 4.2:** noise mitigation may include setbacks from 101



Active Transportation Plan (ATP)

# Downstream



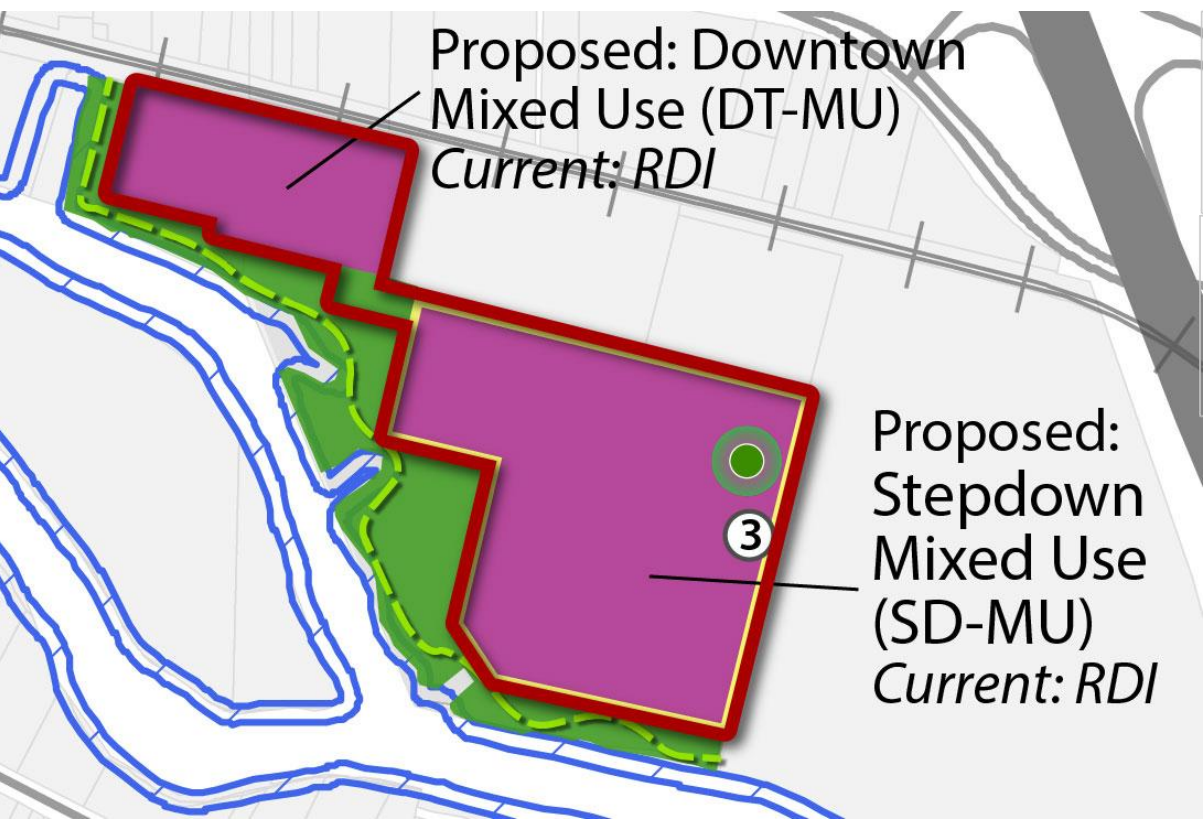






Maker/  
Microbusiness  
(M/M)



# River Park

# Revised Option



	Stepdown Mixed Use (SD-MU)		4 stories, 50' <i>Stepdown to 3 stories and 35' along rear/sides where indicated on land use map</i>	20-45 DU/Acre	<ul style="list-style-type: none"><li>• Standalone Commercial</li><li>• Standalone Residential</li><li>• Vertical Mixed Use</li><li>• Horizontal Mixed Use</li></ul>
	Downtown Mixed Use (DT-MU)		4 stories, 45'	Up to 45 DU/Acre	<ul style="list-style-type: none"><li>• Standalone Commercial</li><li>• Vertical Mixed Use</li></ul> <i>Minimum Active Use: 0.20 FAR</i>

**Corrected January 2025 GPAC recommendation:** A fusion of Alternatives 2 and 3 that would allow up to four stories of mixed-use development, including Maker next to the railroad tracks and Stepdown Mixed Use on the larger portion of the site, with a stepdown to 3 stories next to the existing residential.

# Public Comment

# Council Discussion and Straw Poll Direction by Area/Topic

- Maker/Microbusiness Designation
- Upstream River-Adjacent and Outlet Area
- Downstream
- River Park

# Follow-up on March 3 Feedback – Part 2

- Downtown
- Downtown SMART Station Area
- Station Area Mixed Use Designation



# State Density Bonus

# State Density Bonus (SDBL) – GC Section 65915

- Density bonus can now be up to **100% (twice) the base density** by ‘stacking’ two kinds of affordable units, e.g., Very Low-income plus Moderate-income (AB 1287)
  - Previous density bonus was up to **50% of base density** for providing 15% very-low income, 24% low income, or 44% moderate income (AB 2345)
- SDBL is calculated based on **base density** - *not* bonus density attainable through an overlay or a discretionary act of PC/Council
- Applicant may use highest density provided by **either** General Plan or Zoning Code (AB 2334)
- Form-based codes (i.e., SmartCode) do not define a max density; **applicant** must establish base density and calculate SDBL based on that base

*Note: Does not apply to properties or districts on the State Historic Register*

# Waivers and SDBL

- **For projects with affordable housing, a City is not permitted to apply any development standard that physically precludes construction of the project at its bonus density**
  - Waivers include height limits, setbacks, open space/civic space, lot coverage, etc.
  - Applicants are entitled to an unlimited number of waivers from applicable development standards
  - High burden of denying requested waivers: agency has the burden of proof and court will award court costs and attorneys' fees if agency's denial was not valid
  - No longer a requirement for mixed-income applicant to provide "reasonable documentation" for requested concessions/waivers
- **For 100% affordable projects (per SB-35) within ½ mile of major transit stop, City may not impose any maximum density, and projects are entitled to up to 3 bonus stories / 33'**
  - Up to 5 concessions but no waivers
  - Also granted CEQA streamlining a.k.a. infill exemptions
  - City has previously approved two SB-35 projects; requires prevailing wage

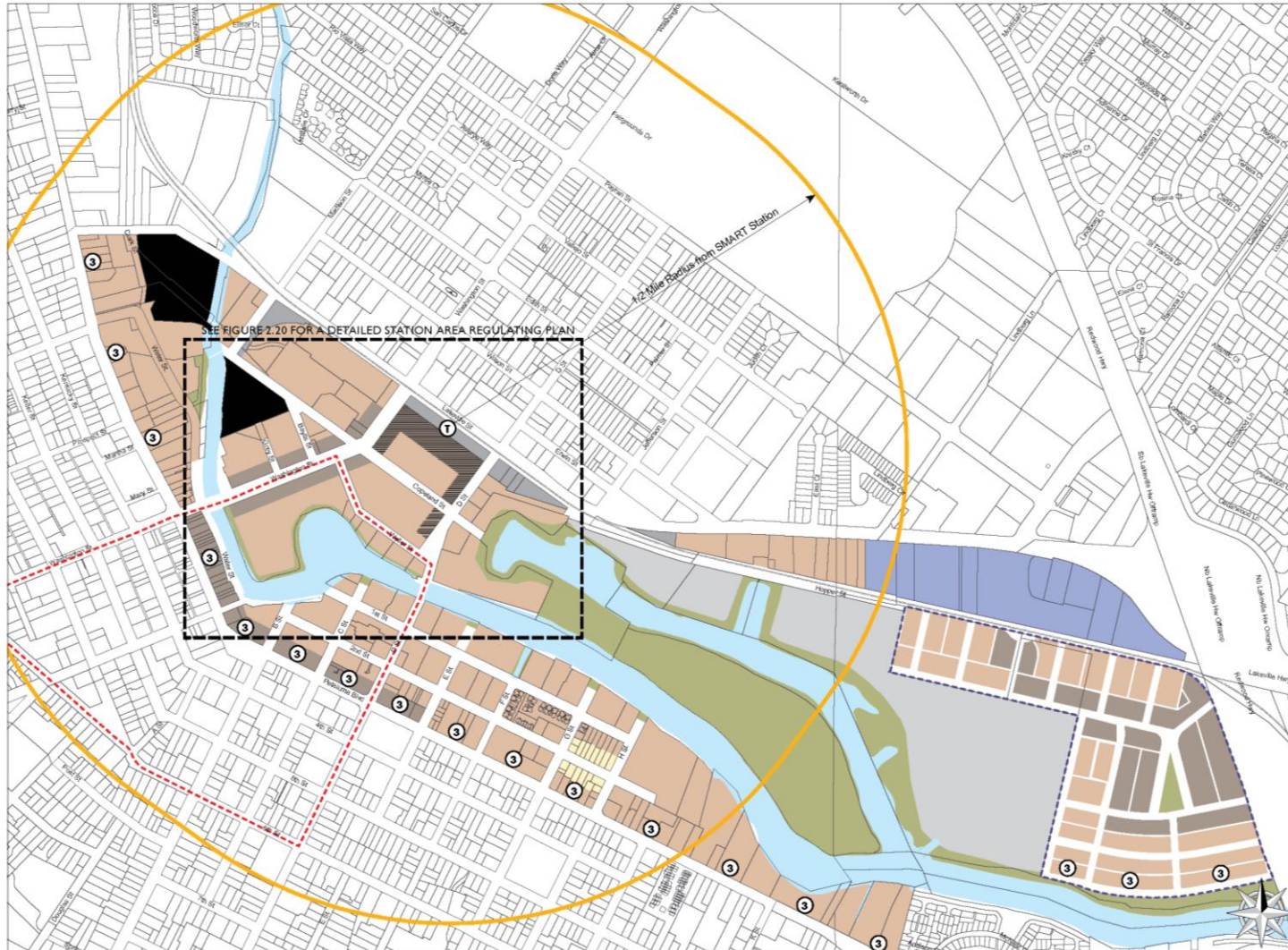
# Key Points

- SDBL only applies to projects that include **affordable housing**
- Affordable housing in Petaluma is built primarily through the construction of **inclusionary units** and by **affordable housing developers**
- **Taller affordable housing projects do not pencil** from a financial feasibility perspective
- SDBL has only been used in a limited way in Petaluma
- **Recommendation:** In the General Plan / Land Use Element
  - Honor Housing Element commitments
  - Be clear about City intent and interpretation of SDBL
  - Establish base densities for all designations
  - Ensure that the GP and zoning standards are consistent
  - Consider additional historic resource designations

# CPSP T5 and T6 allow up to 6 stories

## Section 2. Regulating Plan

### Section 2. Regulating Plan



Petaluma Station Area Master Plan

### 2.10 - Central Petaluma Specific Plan Zoning Map

#### Zoning

- Urban Core (T6)
- Urban Core - Open (T6-O)
- Urban Center (T5)
- Urban General (T4)
- Historic Agricultural Services District (D1)
- Railroad District (D2)
- River Dependent Industrial District (D3)
- Thoroughfare District (D4)
- Civic Space (CS)

#### Key

- Conceptual Area Boundary
- Theater District Boundary
- ③ Maximum Building Height Allowed on this Road Frontage
- ① Transit Stop

**Notes:**  
1. The Open overlay (T6-O) allows additional ground floor uses. See Section 3 (Building Function Standards) for additional allowed uses. All other regulations shall be per the regulations of the base zone (T6).

- 4 stories are allowed in the:
- **MU2 Zone** (concentrated downtown and along Petaluma Blvd.)
  - **R5 Zone** (at various locations)



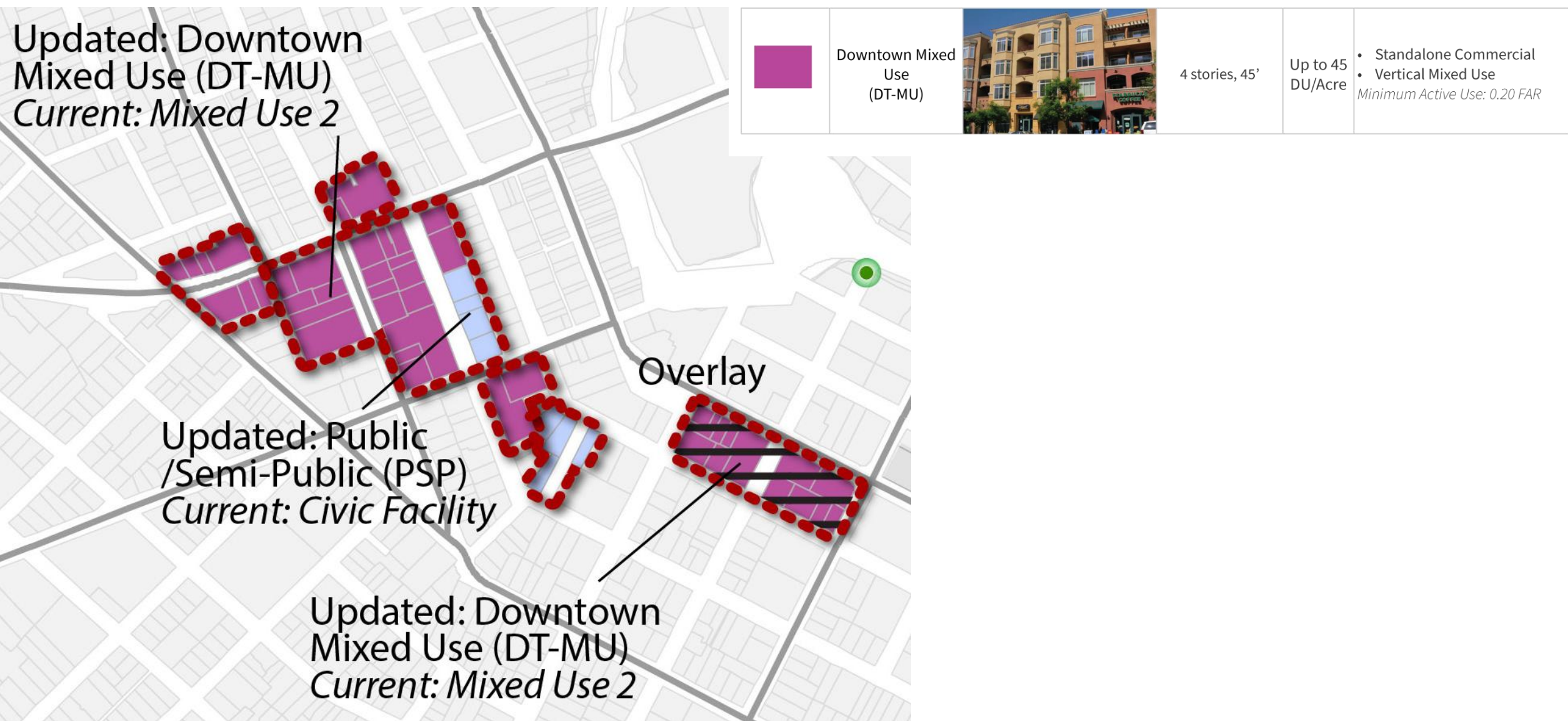
# Proposed Increases in Building Heights

Properties/Areas of Change	Proposed LU Designation	Proposed Height Max	Current Height Max
Plaza North	Urban Corridor MU	5 stories (4 adjacent to existing residential)	40 feet (C2 zoning)
Healthy Petaluma	Urban Corridor MU	5 stories (4 adjacent to existing residential)	40 feet (BP zoning)
East Washington from Lakeville to Wilson	Urban Corridor MU	5 stories (4 adjacent to existing residential)	30 feet (MU1 zoning)
East Washinton from Wilson to Vallejo	Stepdown MU	4 stories (3 adjacent to existing residential)	30 feet (MU1 zoning)
Plaza South	Stepdown MU	4 stories (3 adjacent to existing residential)	40 feet (C2 zoning)
Washington Square	Stepdown MU	4 stories (3 adjacent to existing residential)	40 feet (C2 zoning)
River Park	Stepdown MU	4 stories (3 adjacent to existing residential)	6 stories (D3 zoning)
	Downtown MU	4 stories	
Bowling Alley and Veterans Center	Stepdown MU	4 stories (3 adjacent to existing residential)	30 feet (C1 zoning) 25 feet (CF zoning) 35 feet (R4 zoning)
Petaluma Boulevard North	Neighborhood Center MU	3 stories	30 feet (MU1A zoning)
	Stepdown MU	4 stories (3 adjacent to existing residential)	30 feet (C1 zoning) 25 feet (CF zoning)
Leghorn Marketplace	Stepdown MU	4 stories (3 adjacent to existing residential)	36 feet (PUD zoning)
Casa Grande	Neighborhood MU	3 stories	(PUD zoning)



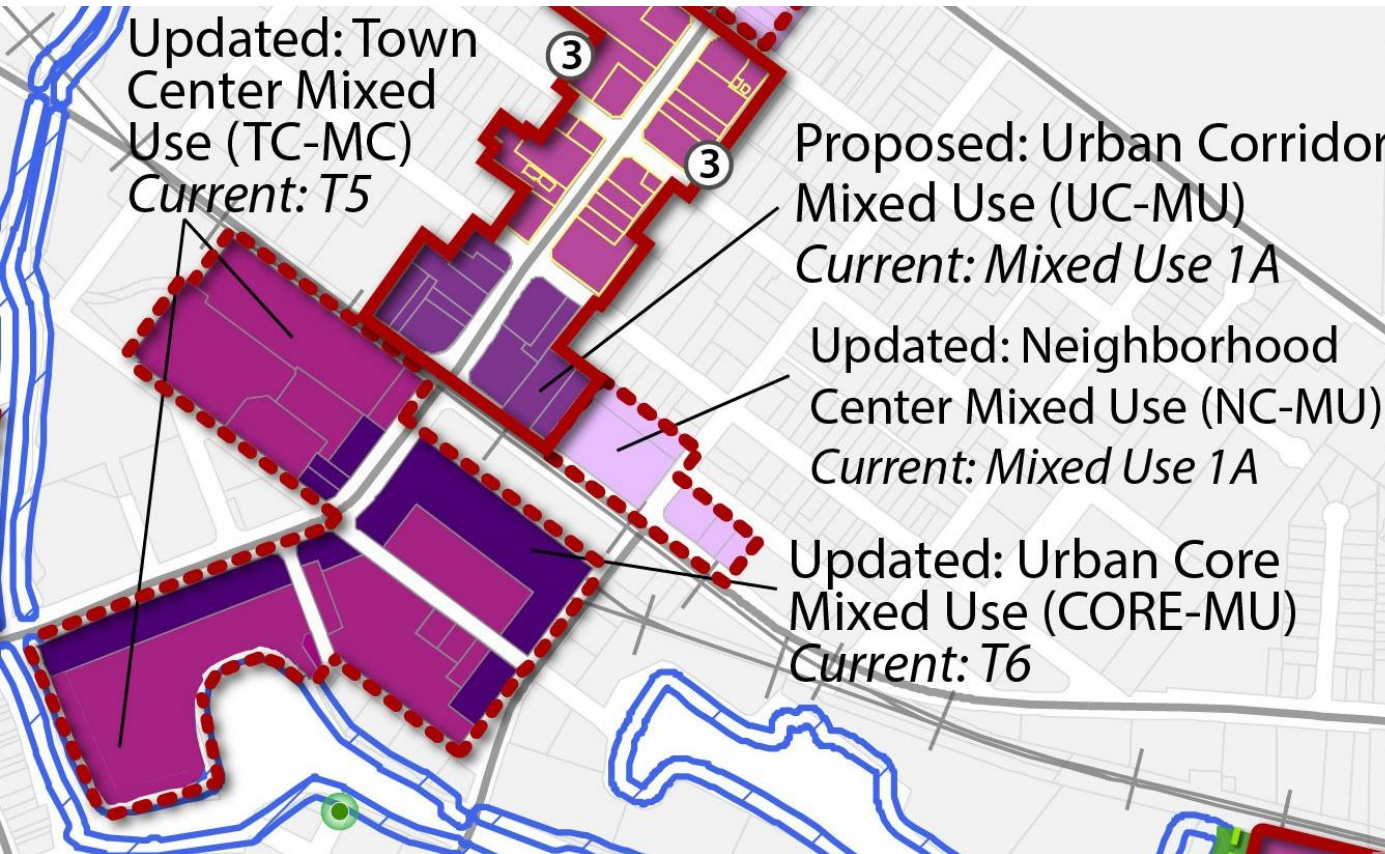
# Downtown









# Revised Option



# **Downtown SMART Station and Station Area MU**

# Revised Option



	Neighborhood Center Mixed Use (NC-MU)		3 stories, 40'	15 - 30 DU/Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul> <i>Minimum Active Use: 0.10 FAR if in Neighborhood Center</i>
	Urban Corridor Mixed Use (UC-MU)		5 stories, 60' Stepdown to 4 stories and 50' adjacent to R zones	30 - 75 DU/Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use (required on sites larger than 2.5 acres)</li> </ul> <i>Minimum Active Use: 0.15 FAR</i>
	Town Center Mixed Use (TC-MU)		4 stories, 50' Stepdown to 3 stories, 40' fronting Petaluma Blvd. (Up to 6 stories and 70' with P.C. approval). See SmartCode for height minimum	30 - 55 DU/Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul> <i>Minimum Active Use: 0.15 FAR for sites larger than 2.5 acres</i>
	Urban Core Mixed Use (CORE-MU)		6 stories, 70' See SmartCode for height minimum	50 - 95 DU/Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul> <i>Minimum Active Use: 0.20 FAR or per SmartCode Frontage Map</i>

+ do not add a new Station Area Mixed Use Land Use Designation

# Public Comment



# Council Discussion and Straw Poll Direction by Area/Topic

- Downtown
- Downtown SMART Station Area
- Station Area Mixed Use Designation

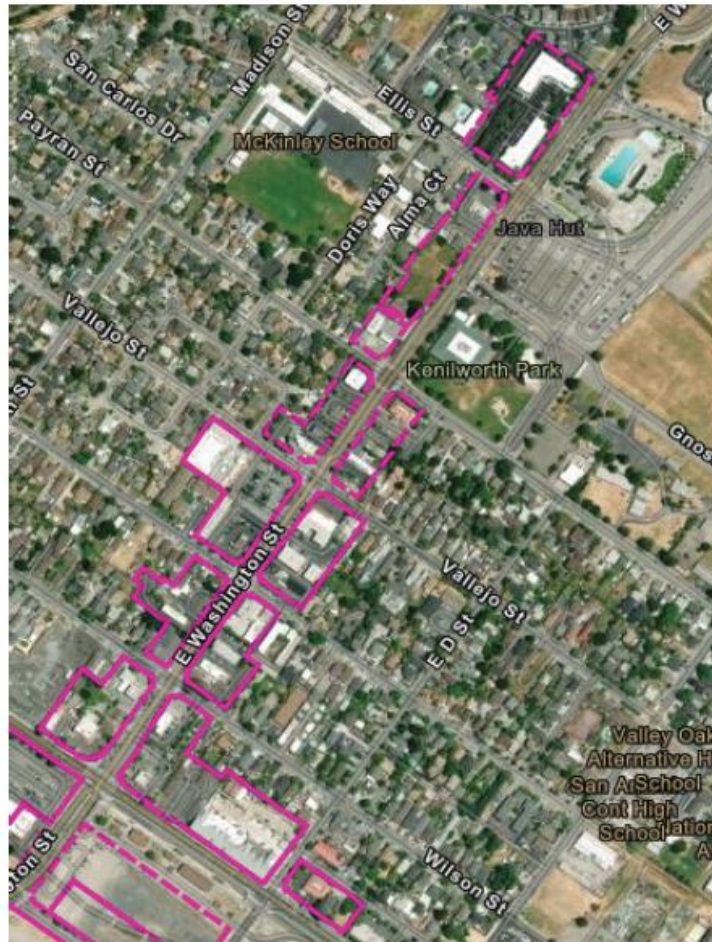


# Corridors

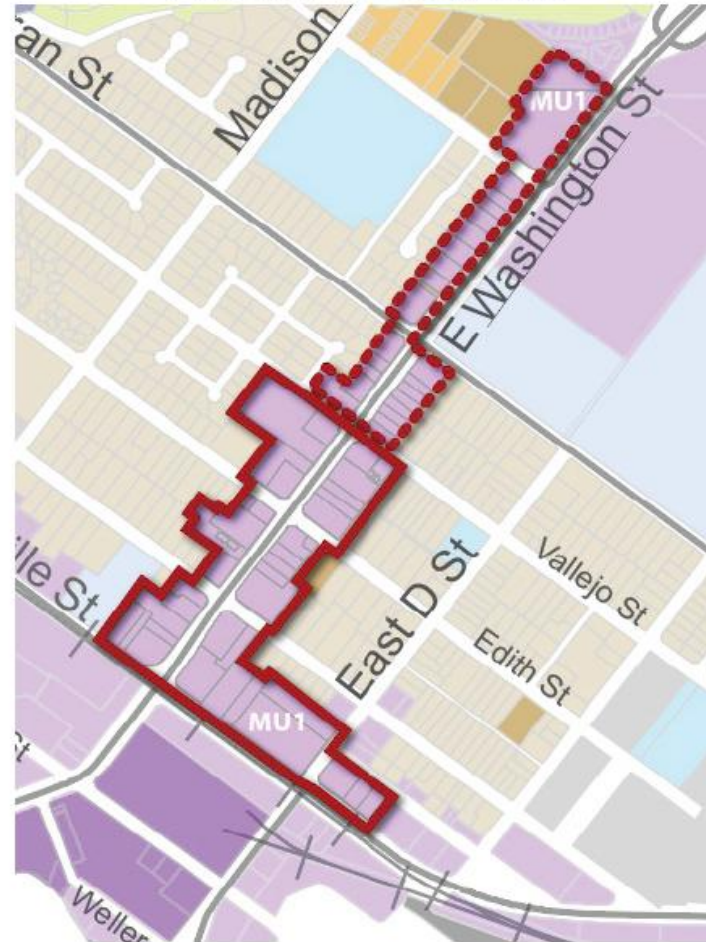
- East Washington
- Petaluma Blvd North
- Petaluma Blvd South

# East Washington

## Existing Conditions



## Existing General Plan



## Drivers of Change

- > Transform 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)

## Current Designation



MU1

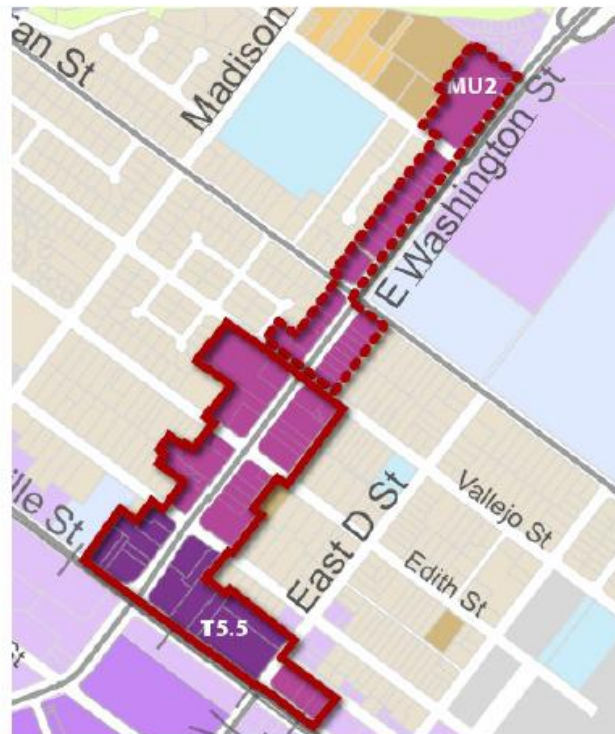
Vertical mixed use up to 2 or 3 stories  
(Mixed Use 1)



The alternatives offered options for allowing greater intensity closest to the SMART station or further along the corridor.

## ALTERNATIVE 1: Slight Intensification

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



MU2  
Vertical mixed use, up to 4 stories  
(MU2: Mixed Use 2)

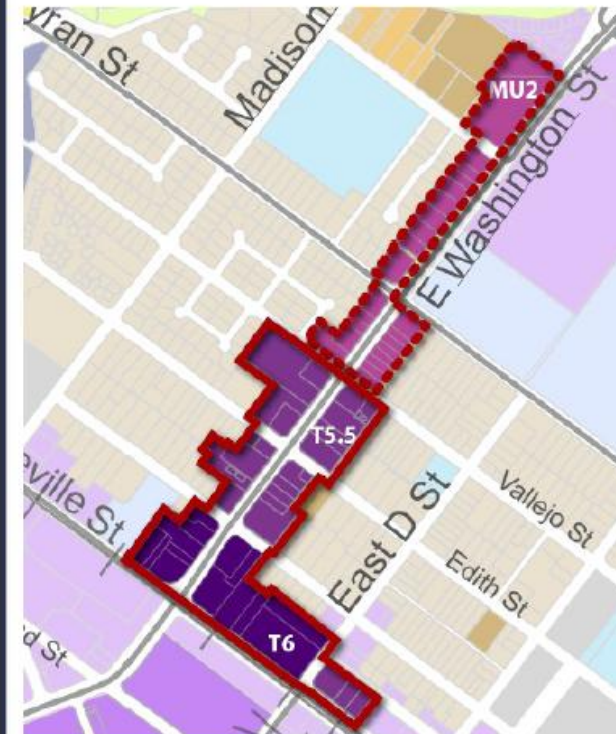


T5.5  
Vertical mixed use up to 5 stories  
(Urban Corridor Mixed Use - T5.5)

- Allowed Uses: Housing, retail, service, "maker space," and/or offices
- Allowed Heights: Up to 5 stories near SMART Station, up to 4 stories closer to Hwy 101
- Allowed Housing Units: Approximately 460 additional units

## ALTERNATIVE 2: Major Intensification

Intensify to allow up 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)



MU2  
Vertical mixed use, up to 4 stories  
(MU2: Mixed Use 2)







T5.5  
Vertical mixed use up to 5 stories  
(Urban Corridor Mixed Use - T5.5)




T6  
Vertical mixed use up to 6 stories  
(Urban Core Mixed Use - T6)

- Allowed Uses: Housing, retail, service, "maker space," and/or offices
- Allowed Heights: Up to 6 stories near the SMART Station, 5 stories to Vallejo, and 4 stories to Hwy 101
- Allowed Housing Units: Approximately 770 additional units

## DESIRED LAND USES IN ORDER OF PREFERENCE

1		2-4 Story Multifamily	2		Retail and Services
3		Live Work Hybrid	4		Townhomes

- 1  2-4 Story Multifamily
- 2  Retail and Services
- 3  Live Work Hybrid
- 4  Townhomes

**SCALE OF DESIRED CHANGE**

A horizontal scale with three tick marks. The leftmost tick mark is labeled 'No Change'. The middle tick mark is labeled 'Some Transformation'. The rightmost tick mark is labeled 'Transform'. A blue star is positioned on the line between the middle and right tick marks, closer to the middle one.

A horizontal scale with 'No Change' on the left and 'Transform' on the right. A blue star is positioned at the 'Transform' end. Below the scale line, the text 'Some Transformation' is centered.

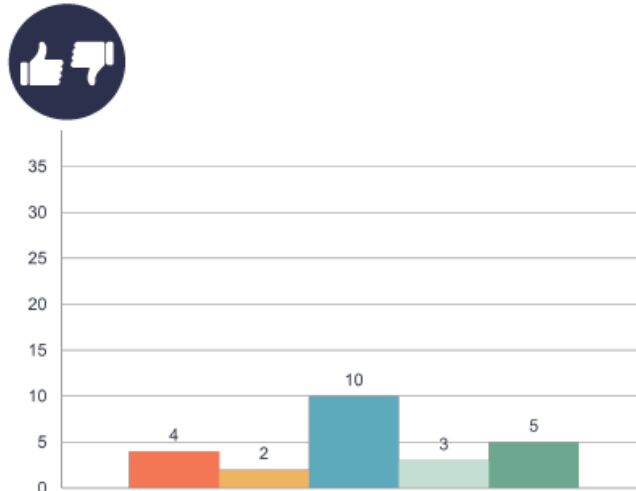
**ALT. FEEDBACK LEGEND**    Strongly Oppose    Oppose Neutral    Neutral    Neutral/Support    Strongly Support

● Strongly Oppose ● Oppose Neutral ● Neutral ● Neutral/Support ● Strongly Support

### ALTERNATIVE 1: Slight Intensification

A bar chart titled 'ALTERNATIVE 1: Slight Intensification'. The y-axis represents a numerical scale from 0 to 35 in increments of 5. The x-axis has five categories represented by colored bars: orange (value 4), yellow (value 2), blue (value 10), light green (value 3), and dark green (value 5). A circular icon with thumbs up and down symbols is located in the top left corner of the chart area.

Category	Value
1	4
2	2
3	10
4	3
5	5

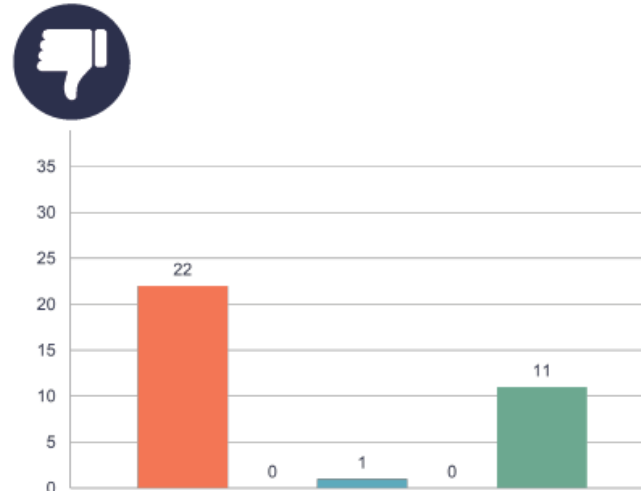


## ALTERNATIVE 2: Major Intensification

A bar chart with a vertical axis ranging from 0 to 35 in increments of 5. There are five bars of different colors: orange, light blue, dark blue, light green, and dark green. The values for each bar are labeled on top: 22, 0, 1, 0, and 11 respectively. To the left of the chart is a circular icon containing a white thumbs-down symbol on a dark blue background.

Category	Count
Support	22
Other 1	0
Other 2	1
Other 3	0
Opposition	11

**GPAC Recommendation:** Supported a fusion of Alternatives 2 and 3, allowing up to 6 stories closest to the station and up to 4 stories along the corridor to Vallejo St., stepping back to 3 stories next to residential neighborhoods.

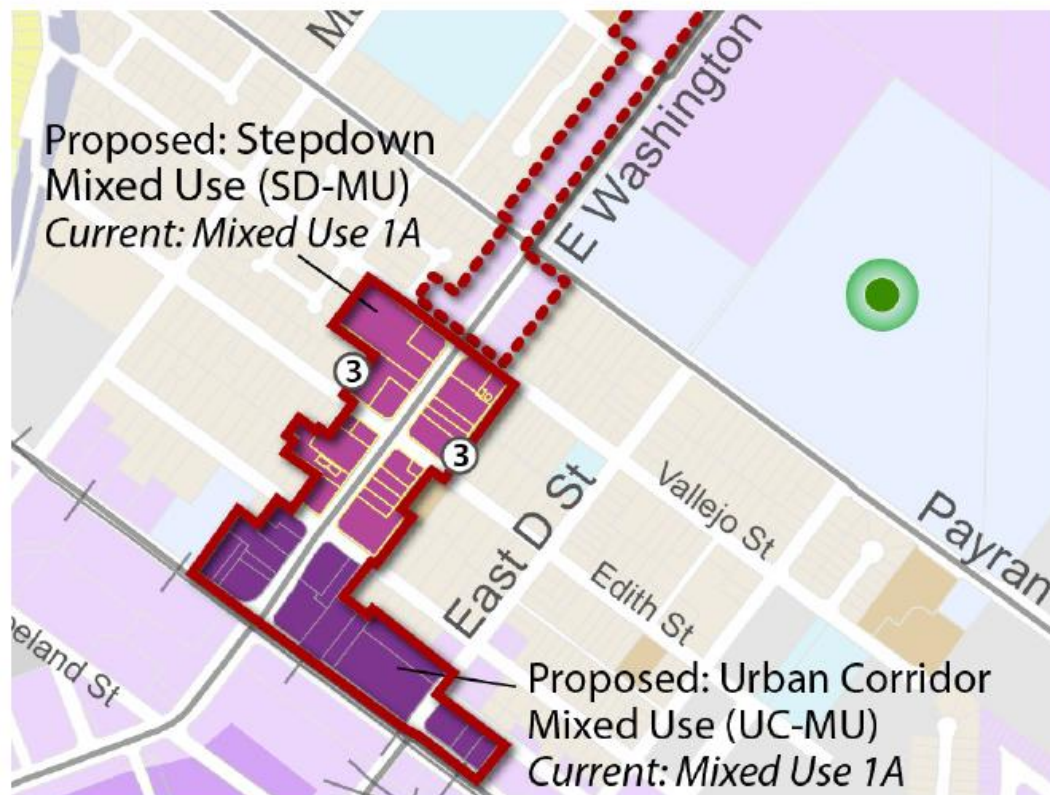


**GPAC Recommendation:** Supported a fusion of Alternatives 2 and 3, allowing up to 6 stories closest to the station and up to 4 stories along the corridor to Vallejo St., stepping back to 3 stories next to residential neighborhoods.

Alternative 1 between Lakeville and the Fairgrounds, allowing up to 5 stories closest to the station and up to 4 stories along the corridor to Vallejo St., stepping down to 3 stories next to residential neighborhoods.



## Modified Alternative 1



	Name		Height	Density	Allowed Uses
	Stepdown Mixed Use (SD-MU)		4 stories, 50' Stepdown to 3 stories and 35' along rear/sides where indicated on map	20-45 units/Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul>
	Urban Corridor Mixed Use (UC-MU)		5 stories, 60' Stepdown to 4 stories and 50' adjacent to R zones	30 - 75 units/Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul>

### Drivers

- Transform 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

### RATIONALE

- > Allows higher density housing to support higher-frequency transit
- > Activates the entirety of the corridor
- > Accounts for challenges with redeveloping small individual lots
- > Include a Land Use Policy to reconsider the designation across from the Fairgrounds as part of the Fairgrounds master planning process

### Related Land Use Policy Framework Strategies

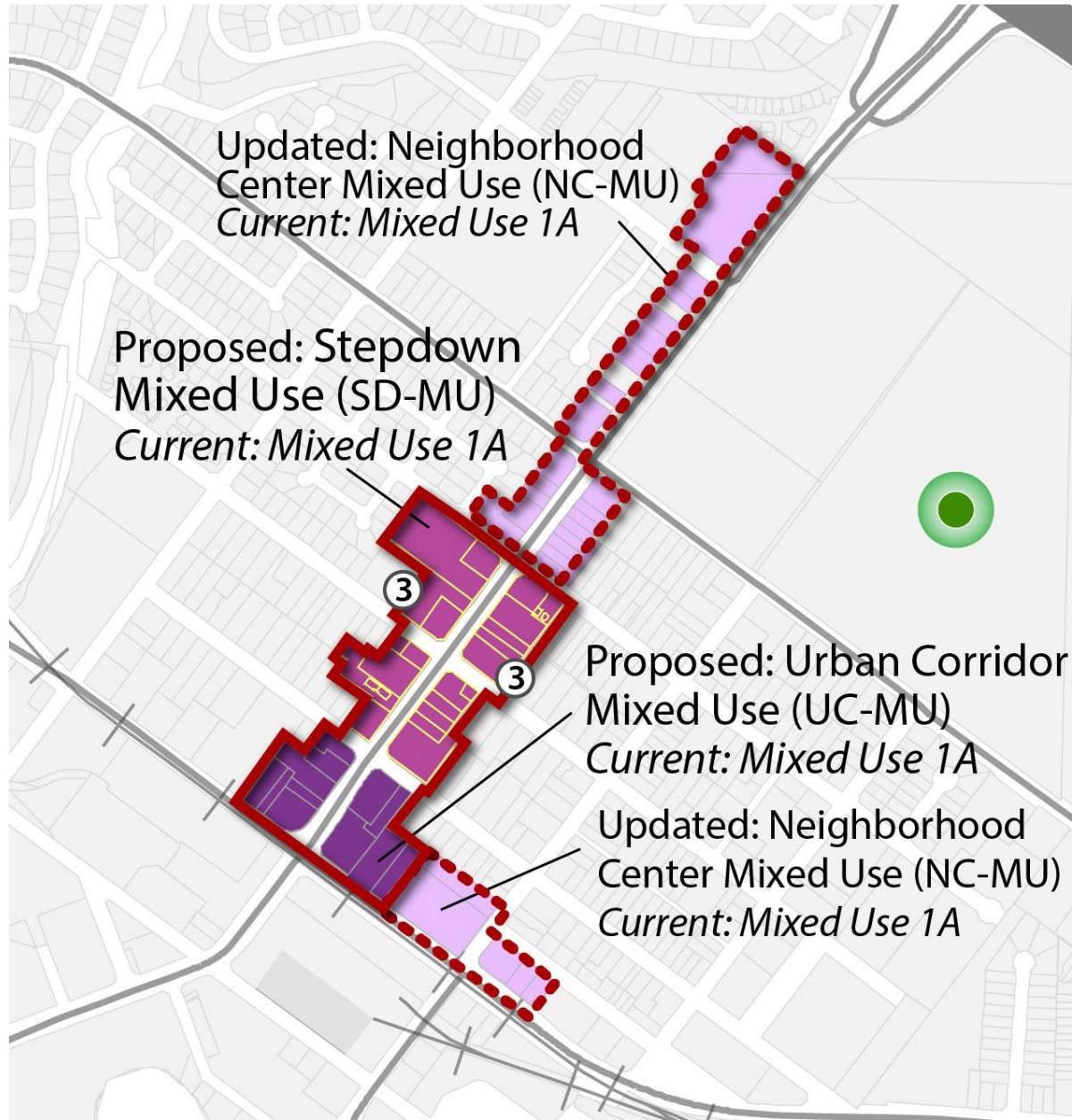
- > Prioritize infill, mixed use, and transit-oriented development that is supported by necessary infrastructure (Goals LU-3 and LU-4)
- > Establish activity centers where residents can meet daily needs within a 15-minute walk (Goal LU-6)
- > Improve gateways (Goal LU-11)
- > Improve corridors (Goal LU-11)
- > Encourage quality design (Goal LU-12)







### Other Related Policy Framework Strategies

- > Develop a reliable and connected transportation network
- > Improve pedestrian and bicycle safety on key corridors
- > Expand bus-related infrastructure such as bus rapid transit along corridors
- > Enhance, preserve, and adaptively re-use historic buildings
- > Identify and designate historic resources along the East Washington corridor
- > Integrate urban greening strategies into streetscape improvements



# Recommended Option



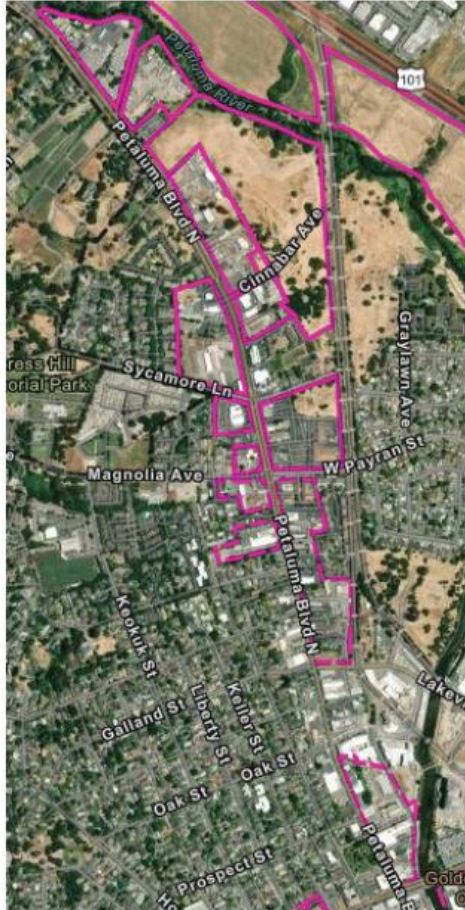
	Neighborhood Center Mixed Use (NC-MU)		3 stories, 40'	15 - 30 DU/Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul> <i>Minimum Active Use: 0.10 FAR if in Neighborhood Center</i>
	Stepdown Mixed Use (SD-MU)		4 stories, 50' Stepdown to 3 stories and 35' along rear/sides where indicated on land use map	20-45 DU/Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul>
	Urban Corridor Mixed Use (UC-MU)		5 stories, 60' Stepdown to 4 stories and 50' adjacent to R zones	30 - 75 DU/Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use (required on sites larger than 2.5 acres)</li> </ul> <i>Minimum Active Use: 0.15 FAR</i>

# Petaluma Blvd. North

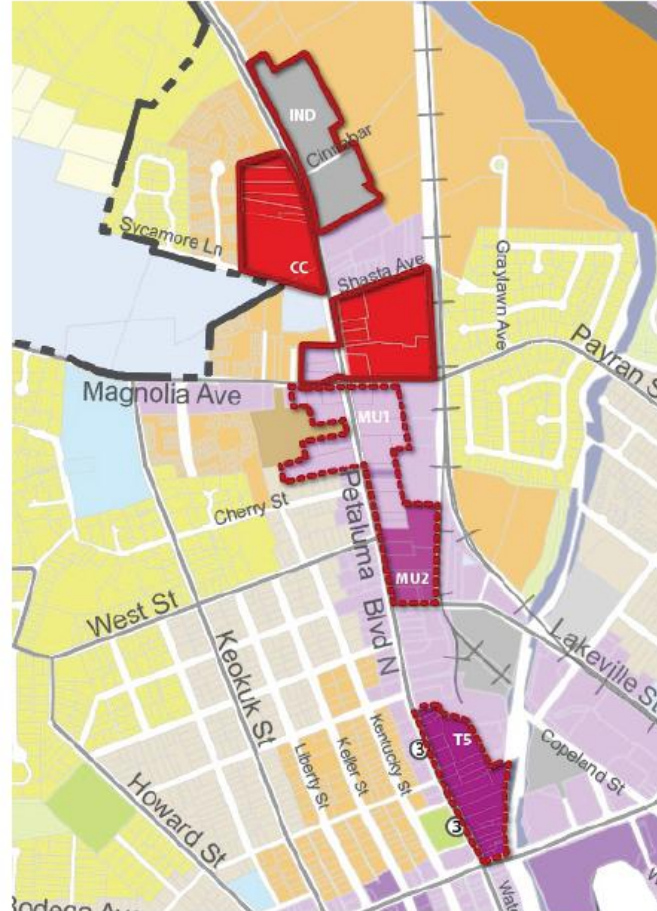


# PETALUMA BOULEVARD NORTH: EXISTING CONDITIONS, DESIGNATIONS, AND DRIVERS OF CHANGE

## Existing Conditions



## Existing General Plan



## Drivers of Change

- > More housing near downtown
- > Easier access to community amenities
- > Enhance the character, safety, and ground floor activity on key corridors
- > A more walkable, transit supportive corridor to reduce vehicle miles traveled (VMT)
- > Improved city entryways

## Current Designations



**MU1**  
Vertical mixed use up to 2 stories, occasionally 3 stories (Mixed Use 1)



**MU2**  
Vertical mixed use up to 4 stories (Mixed Use 2)



**T5**  
Vertical mixed use up to 4 stories, 3 stories when fronting PBS (Town Center Mixed Use - T5)



**I**  
Industrial up to 3 stories (Industrial)



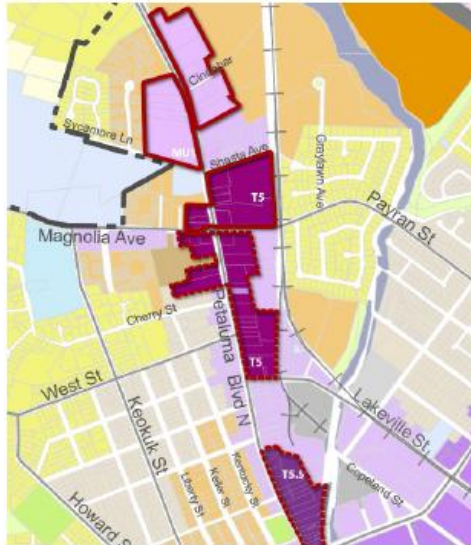
**NC**  
Neighborhood commercial up to 2 stories (Neighborhood Commercial)



The alternatives offered varying focal points for and transitions to more urban and intense land uses along the Petaluma Blvd North corridor.

## ALTERNATIVE 1: Light Feathering

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



**MU1** Vertical mixed use up to 2-3 stories  
(Neighborhood Center Mixed Use)

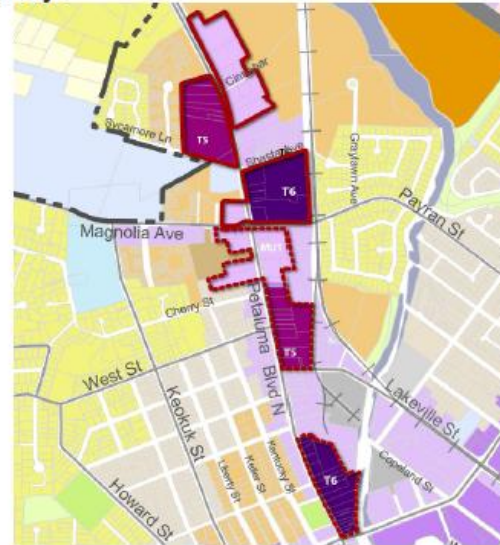
**T5.5** Vertical mixed use up to 5 stories  
(Urban Corridor Mixed Use)

**T5** Vertical mixed use up to 4 stories, 3 stories when fronting PBS  
(Town Center Mixed Use)

- Allowed Uses: Housing (including standalone middle-density and multifamily housing), retail, service, "maker space," and/or offices
- Allowed Heights: Up to 2-5 stories
- Allowing Housing Units: Approximately 1,340 additional units

## ALTERNATIVE 2: Two Centers

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



**MU1** Vertical mixed use up to 2-3 stories  
(Neighborhood Center Mixed Use)

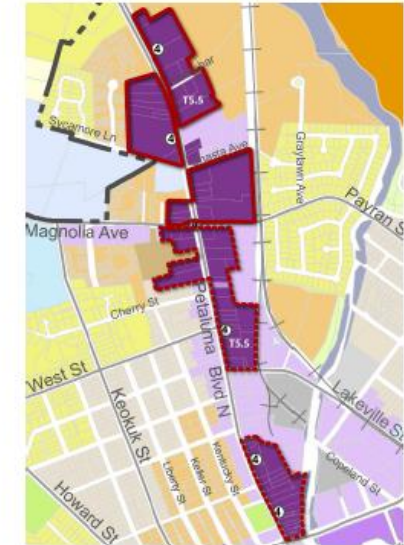
**T6** Vertical mixed use up to 6 stories  
(Urban Core Mixed Use)

**T5** Vertical mixed use up to 4 stories, 3 stories when fronting PBS  
(Town Center Mixed Use)

- Allowed Uses: Housing (including standalone middle-density and multifamily housing), retail, service, "maker space," and/or offices
- Allowed Heights: Up to 4-6 stories
- Allowed Housing Units: Approximately 1,580 additional units

## ALTERNATIVE 3: Consistent Height

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




**T5.5** Vertical mixed use up to 5 stories  
(Urban Corridor Mixed Use)

- Allowed Uses: Housing (including standalone middle-density and multifamily housing), retail, service, "maker space," and/or offices
- Allowed Heights: Up to 5 stories, with 4-story frontage along Petaluma Boulevard
- Allowed Housing Units: Approximately 1,560 units




DESIRED LAND USES IN ORDER OF PREFERENCE


- 1




2-4 Story Multifamily
- 2



Live Work Hybrid
- 3



Retail and Services
- 4



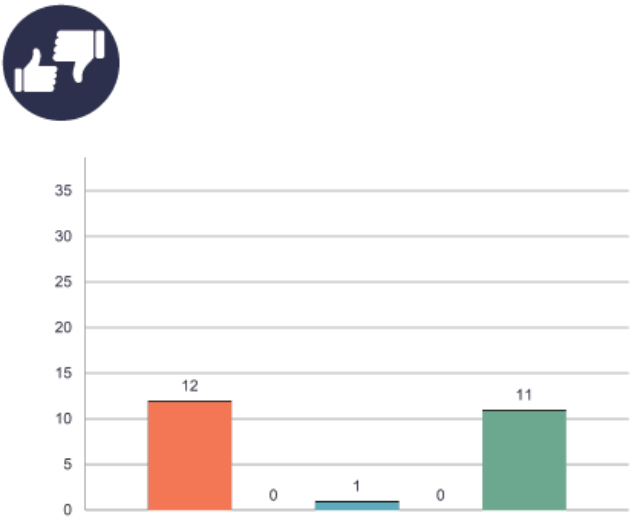
Maker/Fabrication

SCALE OF DESIRED CHANGE

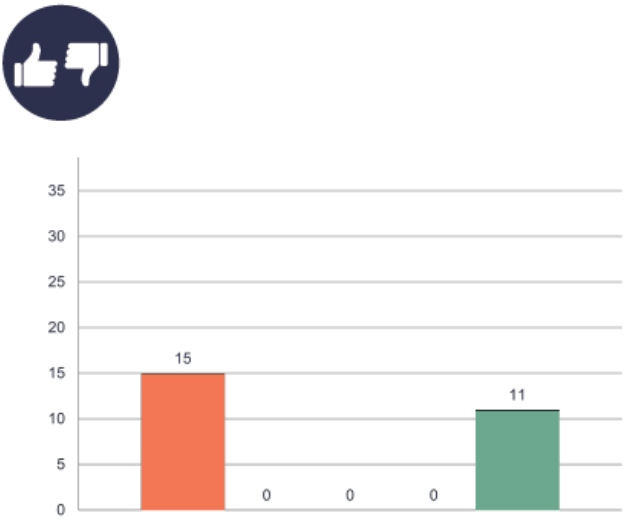


ALT. FEEDBACK LEGEND    Strongly Oppose   Oppose Neutral   Neutral   Neutral/Support   Strongly Support

ALTERNATIVE 1:  
Light Feathering

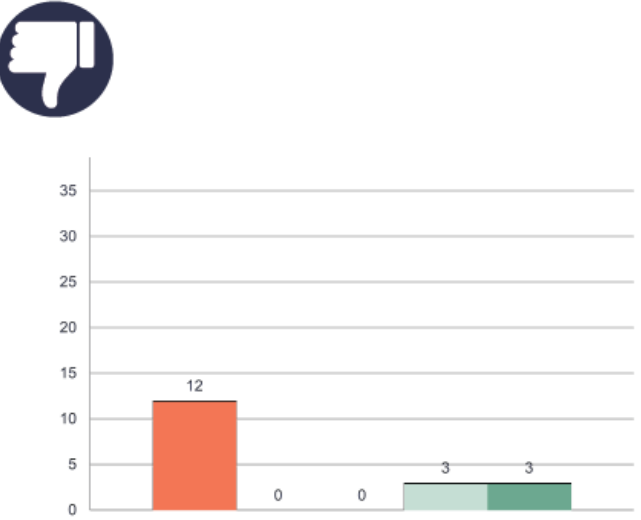


ALTERNATIVE 2:  
Two Centers



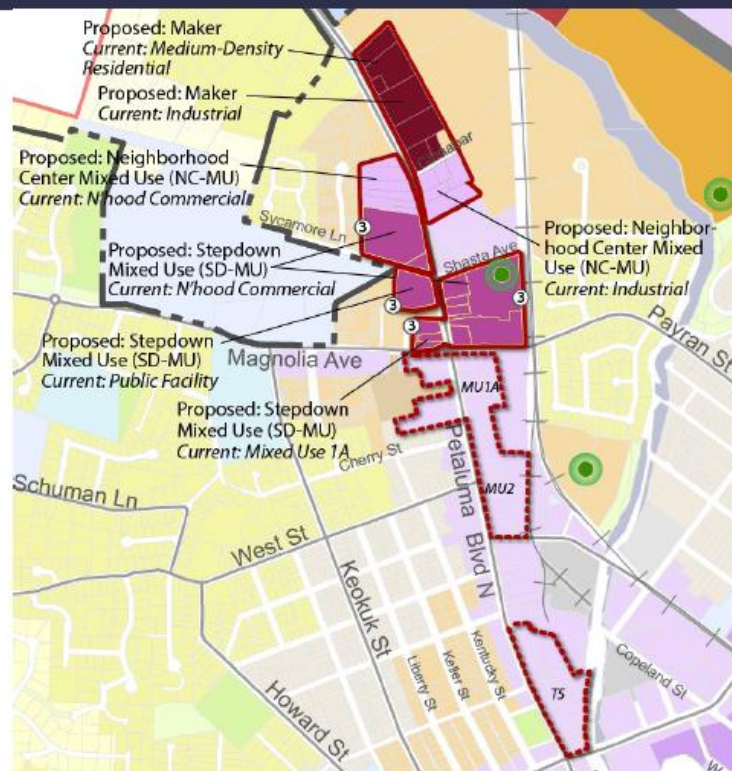
**GPAC Recommendation:** A modified Alternative 2 with lower maximum heights (and no minimum height) between Payran and East Washington.

ALTERNATIVE 3:  
Consistent Height



# PETALUMA BOULEVARD NORTH: RECOMMENDATION

## Modified Alternative 2



	Name		Height	Density	Allowed Uses
	Neighborhood Center Mixed Use (NC-MU)		3 stories, 40'	15 - 30 units/ Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul>
	Stepdown Mixed Use (SD-MU)		4 stories, 50' Stepdown to 3 stories, 35' along rear/sides where indicated on map	20-45 units/ Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul>
	Maker/ Microbusiness (M/M)		4 stories, 60'	3.0 FAR	<ul style="list-style-type: none"> <li>Retail &amp; Services</li> <li>Office / R&amp;D</li> <li>Food &amp; Beverage (small)</li> <li>Light Industrial/ Manufacturing/PDR</li> <li>Warehousing/Storage</li> <li>Hotels</li> </ul>

### Drivers

More housing near downtown

Easier access to community amenities

Enhance the character, safety, and ground floor activity on key corridors

A more walkable, transit supportive corridor to reduce vehicle miles traveled (VMT)

Improved city entryways



### RATIONALE

- > Activate the entirety of the corridor
- > Allow higher residential densities to support higher-frequency transit and more ground-floor vibrancy
- > Foster an appropriately scaled center
- > Maintain the historic character of the southernmost block (within the Central Petaluma Specific Plan)

### Related Land Use Framework Strategies

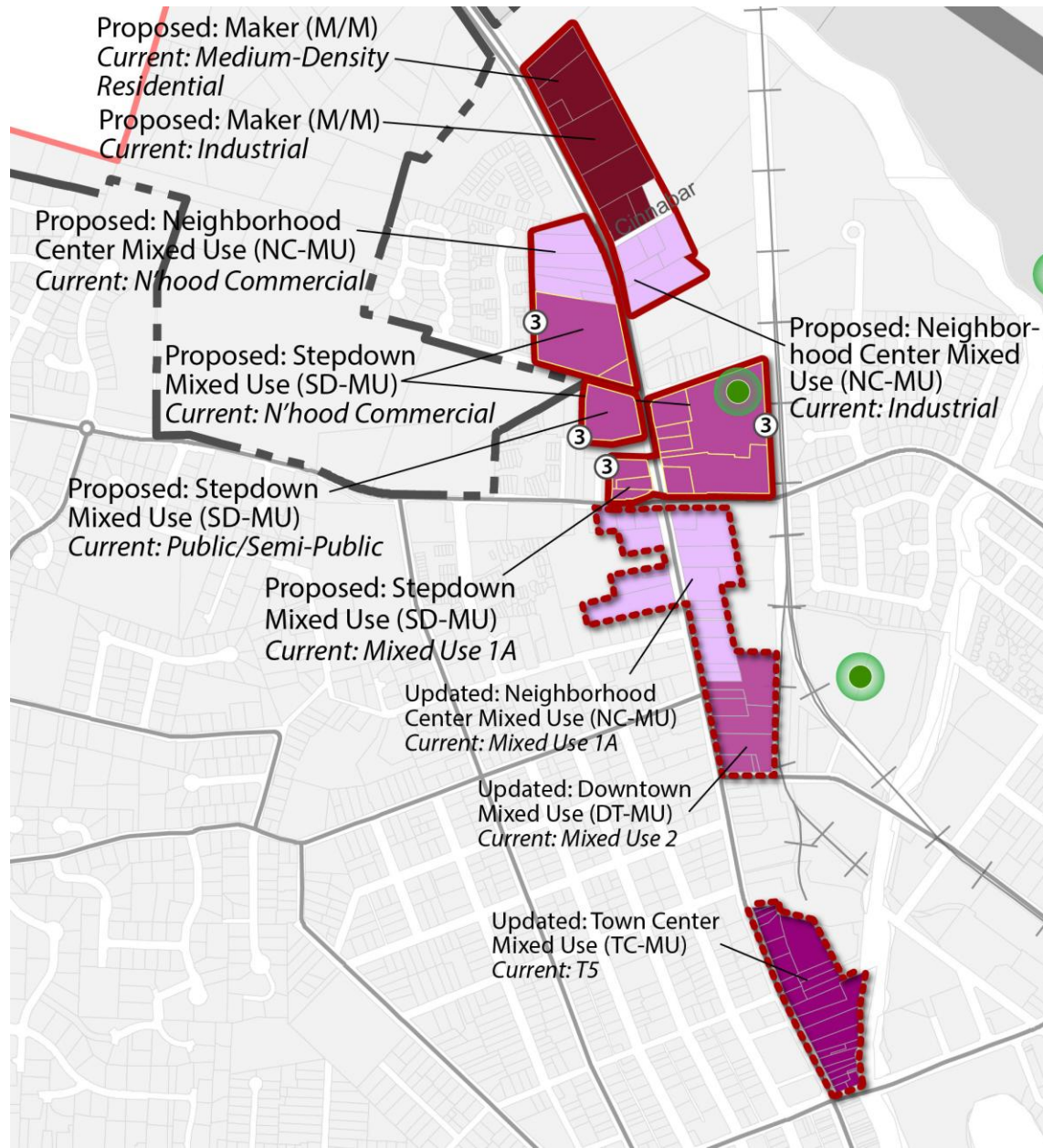
- > Prioritize infill, mixed use, and transit-oriented development that is supported by necessary infrastructure (Goals LU-3 and LU-4)
- > Establish activity centers where residents can meet daily needs within a 15-minute walk (Goal LU-6)
- > Improve gateways (Goal LU-11)
- > Improve corridors (Goal LU-11)



### Other Related Policy Framework Strategies

- > Develop a reliable and connected transportation network
- > Improve pedestrian and bicycle safety on key corridors
- > Expand bus-related infrastructure such as bus rapid transit along corridors
- > Enhance, preserve, and adaptively re-use historic buildings
- > Integrate urban greening strategies into streetscape improvements



# Recommended Option

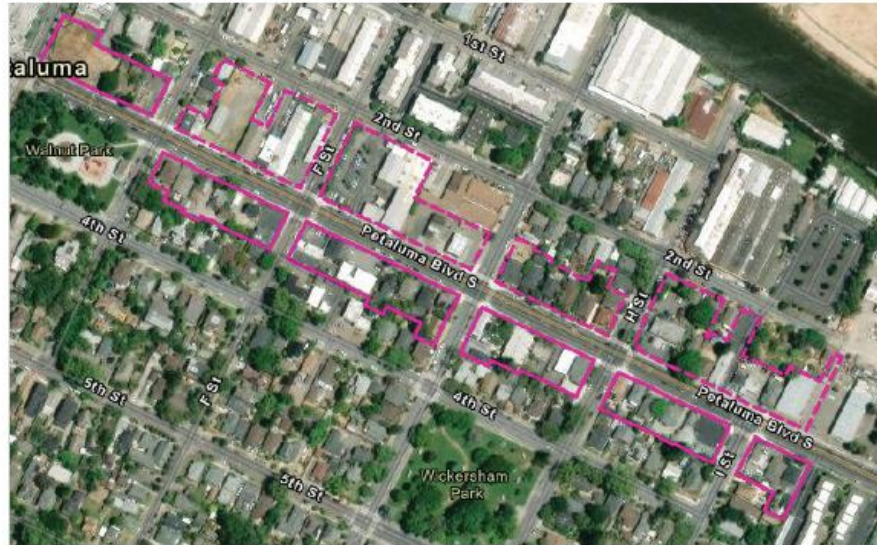


	Neighborhood Center Mixed Use (NC-MU)		3 stories, 40'	15 - 30 DU/Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul> <i>Minimum Active Use: 0.10 FAR if in Neighborhood Center</i>
	Stepdown Mixed Use (SD-MU)		4 stories, 50' <i>Stepdown to 3 stories and 35' along rear/sides where indicated on land use map</i>	20-45 DU/Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul>
	Downtown Mixed Use (DT-MU)		4 stories, 45'	Up to 45 DU/Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Vertical Mixed Use</li> </ul> <i>Minimum Active Use: 0.20 FAR</i>
	Town Center Mixed Use (TC-MU)		4 stories, 50' <i>Stepdown to 3 stories, 40' fronting Petaluma Blvd. (Up to 6 stories and 70' with P.C. approval). See SmartCode for height minimum</i>	30 - 55 DU/Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul> <i>Minimum Active Use: 0.15 FAR for sites larger than 2.5 acres</i>
	Maker/ Microbusiness (M/M)		4 stories, 60'	3.0 FAR	<ul style="list-style-type: none"> <li>Retail &amp; Services</li> <li>Office</li> <li>R&amp;D</li> <li>Warehousing/Storage</li> <li>Light Industrial &amp; Manufacturing/PDR</li> <li>Small Food &amp; Beverage</li> <li>Hotels</li> </ul>

# Petaluma Blvd. South



## Existing Conditions



## Existing General Plan



## Current Designations

MU2



Vertical mixed use, up to 4 stories  
(MU2: Mixed Use 2)

T5



Vertical or horizontal mixed use, up to 4 stories; 3 stories when fronting Petaluma Blvd South  
(T5: Town Center Mixed Use)

T6



Vertical mixed use, up to 6 stories  
(T6: Urban Core Mixed Use)

## Drivers of Change

- > Provide more housing near downtown and along key corridors
- > Enhance character, safety, and ground floor activity on key corridors
- > Create a more walkable, transit-supportive corridor

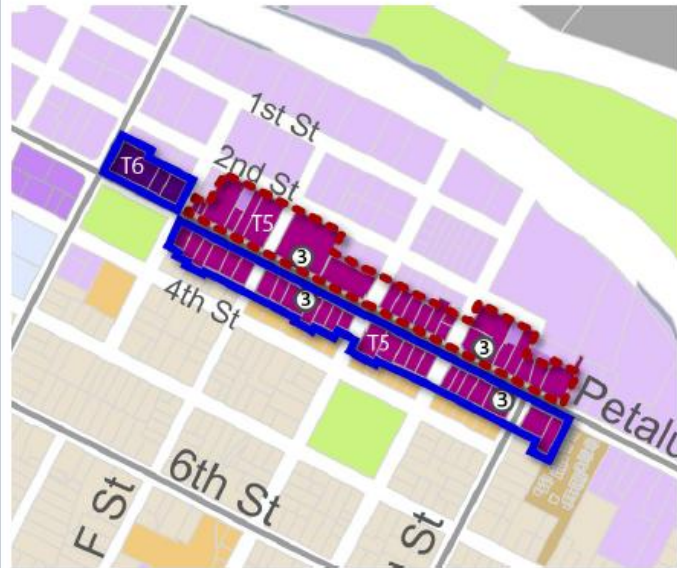


# PETALUMA BOULEVARD SOUTH: LAND USE ALTERNATIVES IN THE LAND USE POLICY FRAMEWORK

The alternatives offer different combinations of maximum building heights along the PBS corridor, with minimal differences in allowed intensity. The various options explored whether building heights should be the same on both sides, step back from the corridor, or taper down moving away from the river (towards neighborhoods).

## ALTERNATIVE 1: Consistent Stepback

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



**T5** Vertical mixed use up to 4 stories, 3 stories when fronting PBS (T5: Town Center Mixed Use)

**T6** Vertical mixed use up to 6 stories (T6: Urban Core Mixed Use)

- Allowed Uses: Housing, retail, service, civic, “maker space”, and/or offices
- Allowed Heights: Up to 4 stories, with 3-story frontage on both sides of boulevard
- Allowed Housing Units: Approximately 40 fewer housing units than currently allowed

## ALTERNATIVE 2: Consistent Midrise

Allow up to 4-story mixed use (MU2) on both sides of Petaluma Blvd. South (no 3-story frontage)



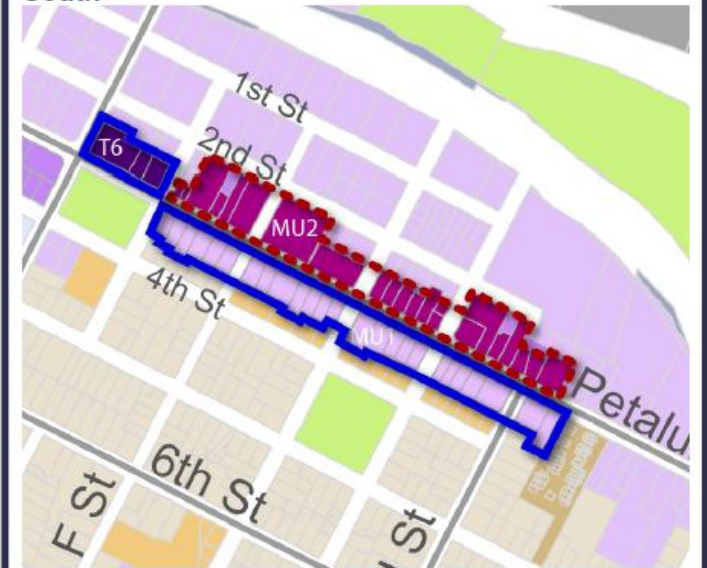
**MU2** Vertical mixed use up to 4 stories (MU2: Mixed Use 2)

**T6** Vertical mixed use up to 6 stories (T6: Urban Core Mixed Use)

- Allowed Uses: Housing, retail, service, civic, “maker space”, and/or offices
- Allowed Heights: Up to 4 stories
- Allowed Housing Units: Approximately 40 additional housing units than currently allowed

## ALTERNATIVE 3: Feathering Away from River

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



**MU1** Vertical mixed use up to 2 (and occasionally 3) stories (MU1: Mixed Use 1)

**T6** Vertical mixed use up to 6 stories (T6: Urban Core Mixed Use)

**MU2** Vertical mixed use up to 4 stories (MU2: Mixed Use 2)

- Allowed Uses: Housing, retail, service, civic, “maker space” and/or offices
- Allowed Heights: Up to 4 stories on the east side the boulevard and 2 or 3 stories on the west side
- Allowed Housing Units: Approximately 50 fewer units

DESIRED LAND USES IN ORDER OF PREFERENCE

- 1

 Live Work Hybrid
- 2

 Maker/Fabrication
- 3

 Retail and Services
- 4

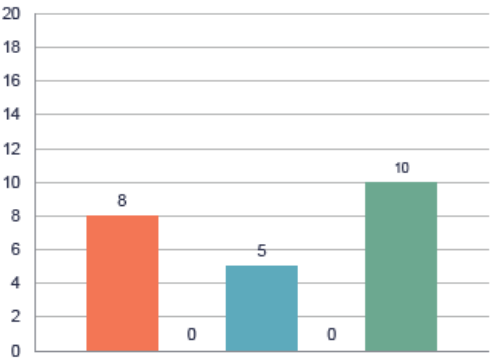
 2-4 Story Multifamily

SCALE OF DESIRED CHANGE



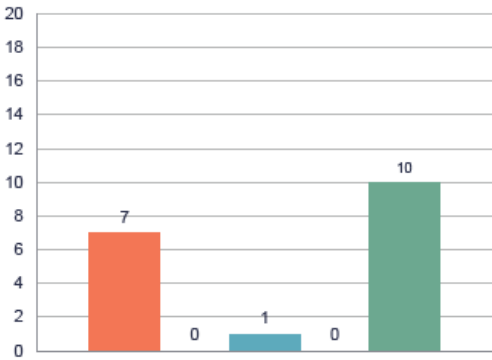
ALT. FEEDBACK LEGEND    ● Strongly Oppose   ● Oppose Neutral   ● Neutral   ● Neutral/Support   ● Strongly Support

ALTERNATIVE 1:  
Consistent Stepback

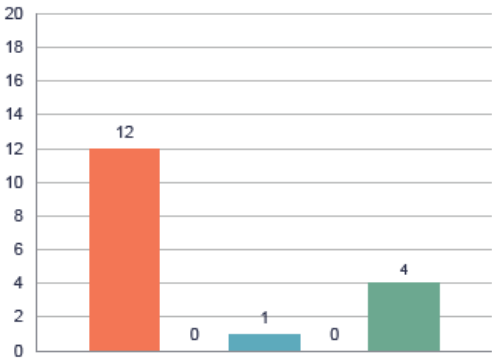


**GPAC Recommendation:** A modified Alternative 1 in which the eastern block between D and E Streets is limited to four stories of mixed use (MU2) with a maximum of three stories fronting the Blvd.

ALTERNATIVE 2:  
Consistent Midrise

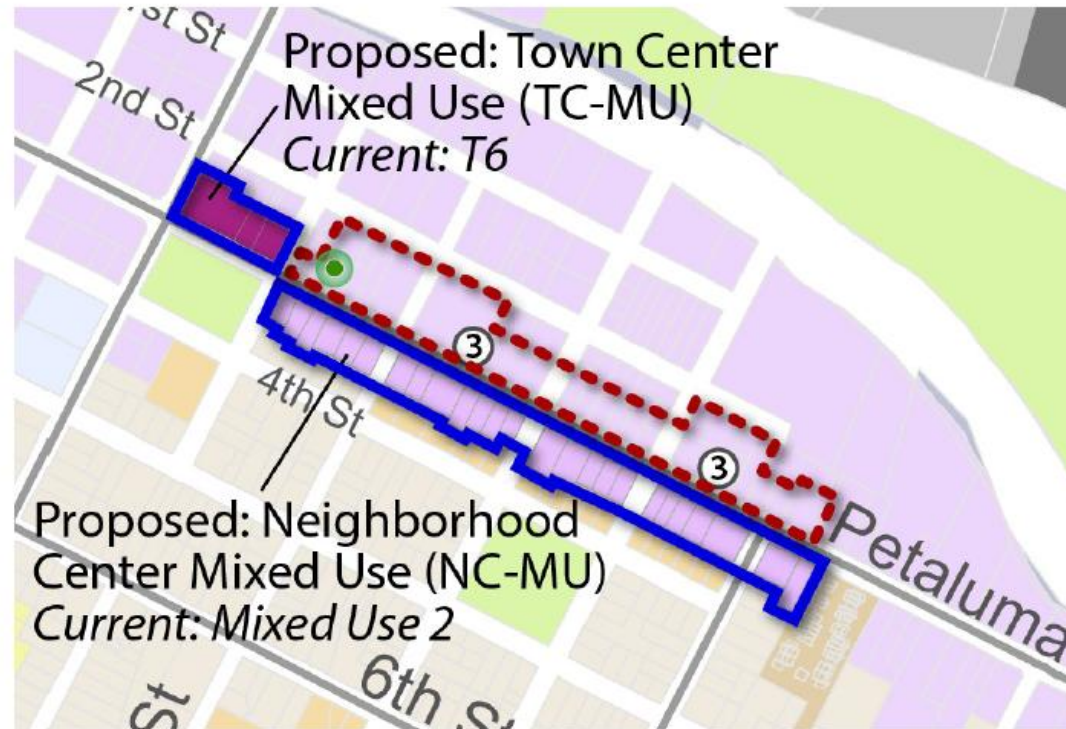


ALTERNATIVE 3:  
Feathering Away from the River





## Modified Alternative 3



### Drivers

Provide more housing near downtown and along key corridors

Enhance character, safety, and ground floor activity on key corridors

Create a more walkable, transit-supportive corridor



### RATIONALE

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

### Related Land Use Policy Framework Strategies

- > Prioritize infill, mixed use, and transit-oriented development that is supported by necessary infrastructure (Goals LU-3 and LU-4)
- > Improve gateways (Goal LU-11)
- > Improve corridors (Goal LU-11)
- > Advance sustainable development (Goal LU-13)

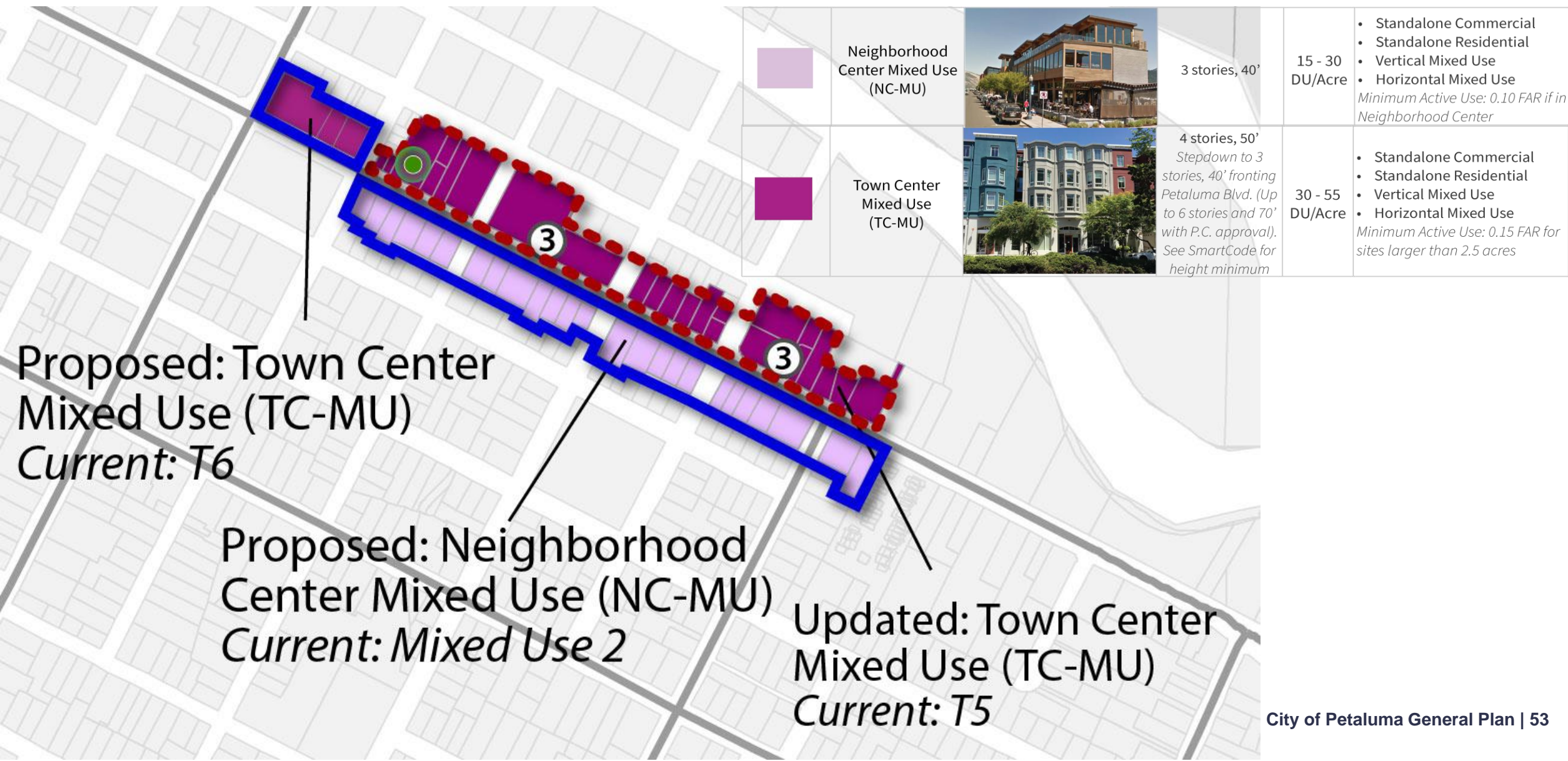
### Other Related Policy Framework Strategies

- > Develop a reliable and connected transportation network
- > Improve pedestrian and bicycle safety on key corridors
- > Expand bus-related infrastructure such as bus rapid transit along corridors
- > Enhance, preserve, and adaptively re-use historic buildings
- > Identify and designate historic resources along Petaluma Boulevard corridors
- > Integrate urban greening strategies into streetscape improvements

Name		Height	Density	Allowed Uses
Neighborhood Center Mixed Use (NC-MU)		3 stories, 40'	15 - 30 units per acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul>
Town Center Mixed Use (TC-MU)		4 stories, 50' 3 stories and 40' fronting Petaluma Blvd. (Up to 6 stories and 70' w/ P.C. approval), See SmartCode for height minimum	30 - 55 DU/Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul>



# Recommended Option



# Public Comment



# Council Discussion and Straw Poll Direction by Area/Topic

- East Washington
- Petaluma Blvd North
- Petaluma Blvd South

# Goals – Chapter 2: 15-Minute City

Goal LU-6: 15-minute walk to activity centers.

Goal LU-7: Residential neighborhoods provide middle-density housing options.

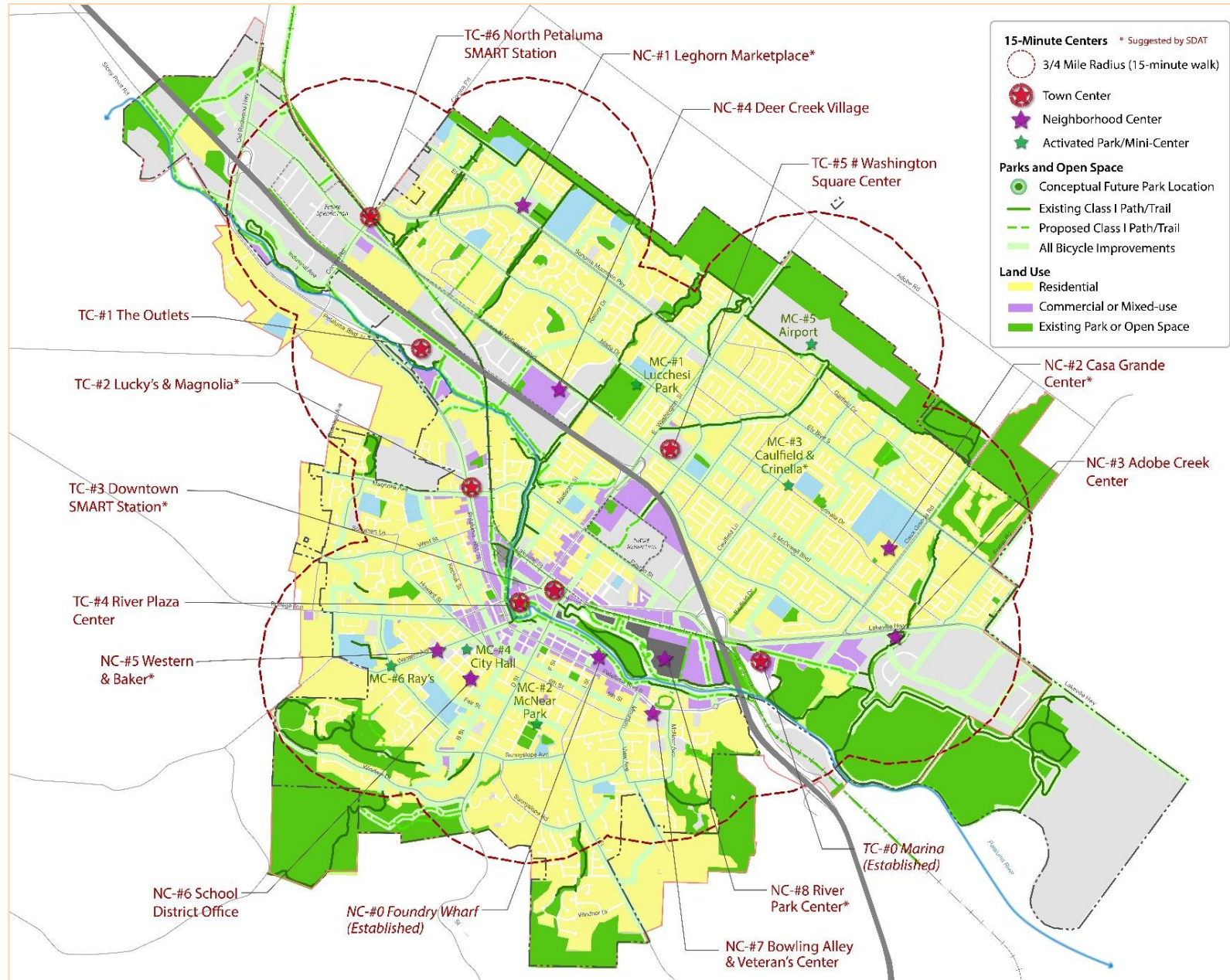
Goal LU-8: Neighborhoods add non-residential uses.

Goal LU-9: Public realm, civic, mobility, and infrastructure improvements support activity centers.

## **Goal LU-6: 15-minute walk to activity centers.**

- Policy LU-6.1: Establish 15-minute activity centers.
- Policy LU-6.2: Create or enhance Town and Neighborhood Centers
- Policy LU-6.3: Facilitate the redevelopment of regional shopping centers into Town Centers.
- Policy LU-6.4: Facilitate the redevelopment of neighborhood shopping centers.
- Policy LU-6.5: Activate community parks and mini-centers.

# 15-Minute Activity Centers



# **Goal LU-7: Residential neighborhoods provide middle-density housing options.**

- Policy LU-7.1: Expedite ADU construction.
- Policy LU-7.2: Facilitate the integration of duplexes, triplexes, and fourplexes into single-family residential zones.
- Policy LU-7.3: Facilitate infill residential development.



# **Goal LU-8: Neighborhoods add non-residential uses.**

- Policy LU-8.1: Integrate commercial uses into neighborhoods.
- Policy LU-8.2: Expand home occupations.
- Policy LU-8.3: Integrate live/work and work/live units, as defined in the SmartCode.
- Policy LU-8.4: Allow community food production.

# **Goal LU-9: Public realm, civic, mobility, and infrastructure improvements support activity centers.**

- Policy LU-9.1: Design for gathering and connectivity.
- Policy LU-9.2: Make activity centers transportation hubs.
- Policy LU-9.3: Improve the safety, comfort, and sustainability of streets connecting to 15-minute activity centers.

# Centers

- Bowling Alley/Vet Center
- Washington Square and Plaza Center
- Leghorn Marketplace
- Casa Grande Center
- Western & Baker

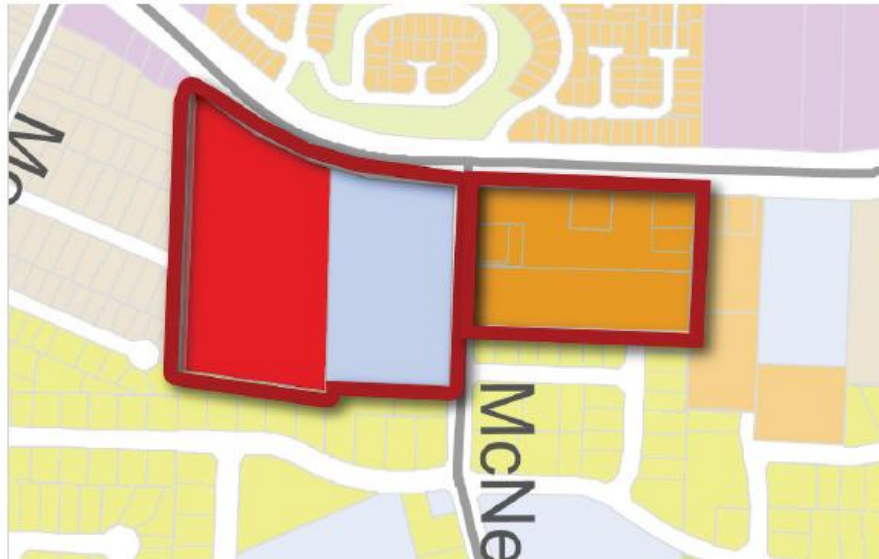
# Bowling Alley and Veteran's Center



## Existing Conditions



## Existing General Plan



## Current Designations



Neighborhood commercial up to 2 stories  
(Neighborhood Commercial)



Public and government facilities  
(Public)



Residential development up to 3 stories  
(Medium Density Residential)

## Drivers of Change

- > Prioritize infill development and develop underutilized land
- > Provide a mix of housing choices
- > Improve access to community amenities and daily needs
- > Create more walkable neighborhoods to reduce vehicle miles traveled (VMT)



The alternatives offered various intensities of mixed-use development.

## ALTERNATIVE 1: Small Neighborhood Center

Diversity to allow up to 2/3-story mixed use (Bowling Alley and Veteran's Center only)

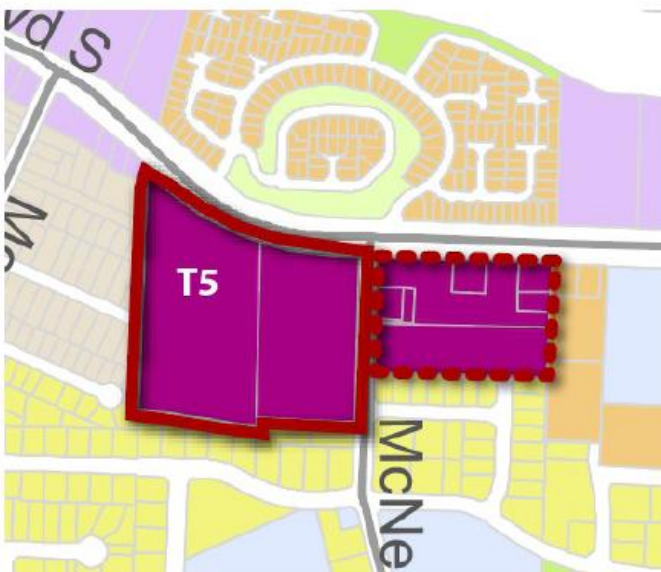


**MU1** Vertical mixed use up to 2 and occasionally 3 stories (MU1: Mixed Use 1)

- Allowed Uses: Housing (i.e., live/work, small-scale attached homes), retail, service, civic, and/or "maker space"
- Allowed Heights: Up to 3 stories
- Allowed Housing Units: approximately 170 additional units

## ALTERNATIVE 2: Medium Neighborhood Center

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



**T5** Vertical mixed use up to 4 stories, 3 stories when fronting Pet Blvd South (Town Center Mixed Use - T5)

- Allowed Uses: Housing, retail, service, "maker space," and/or offices
- Allowed Heights: Up to 4 stories
- Allowed Housing Units: approximately 540 additional housing units

## ALTERNATIVE 3: Large Neighborhood Center

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

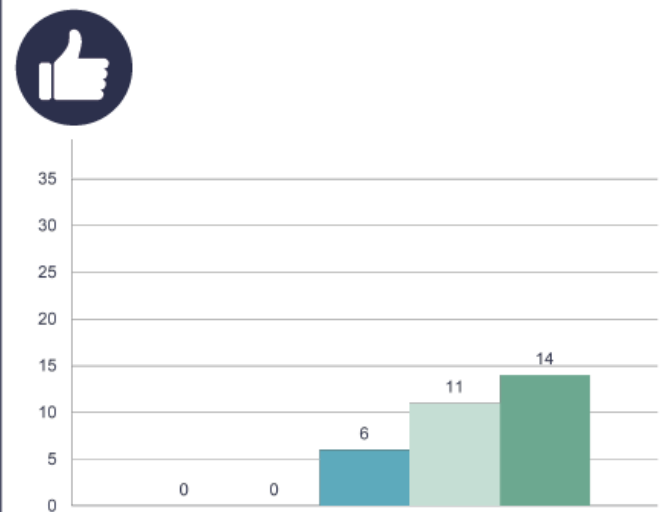


**T5.5** Vertical mixed use up to 5 stories (Urban Corridor Mixed Use - T5.5)

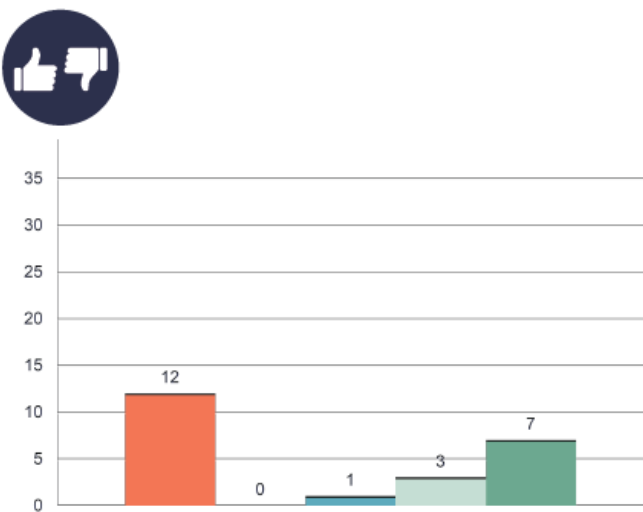
- Allowed Uses: Housing, retail, service, "maker-space," and/or offices
- Allowed Heights: Up to 5 stories
- Allowed Housing Units: approximately 770 additional housing units

ALT. FEEDBACK LEGEND      Strongly Oppose   Oppose Neutral   Neutral   Neutral/Support   Strongly Support

ALTERNATIVE 1:  
Small Neighborhood Center

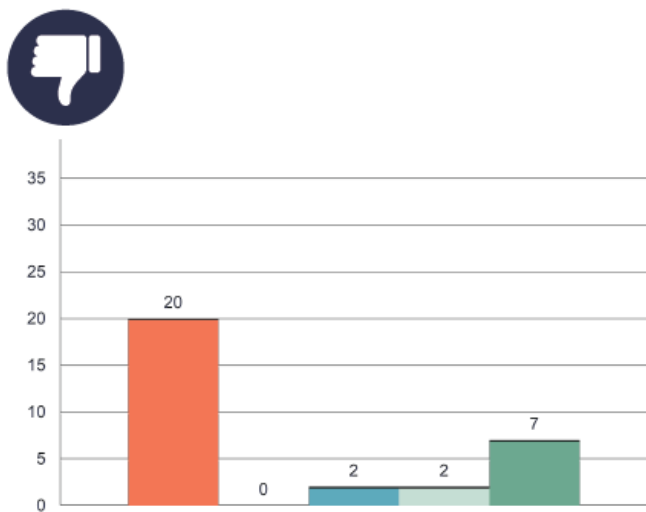


ALTERNATIVE 2:  
Medium Neighborhood Center



**GPAC Recommendation:** A modified Alternative 2 that allows up to four stories of mixed use with a reduction to three stories fronting Petaluma Blvd South

ALTERNATIVE 3:  
Large Neighborhood Center





## Modified Alternative



Name	Height	Density	Allowed Uses
Stepdown Mixed Use (SD-MU)	4 stories, 50' Stepdown to 3 stories, 35' along rear/sides where indicated on map	20-45 units/ Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul>

### Drivers

- Prioritize infill development and develop underutilized land
- Provide a mix of housing choices
- Improve access to community amenities and daily needs
- Create more walkable neighborhoods to reduce vehicle miles traveled (VMT)

### RATIONALE

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

### Related Land Use Framework Strategies

- > Prioritize infill, mixed use, and transit-oriented development that is supported by necessary infrastructure (Goals LU-3 and LU-4)
- > Establish activity centers where residents can meet daily needs within a 15-minute walk (Goal LU-6)
- > Improve gateways (Goal LU-11)
- > Improve corridors (Goal LU-11)
- > Advance sustainable development (Goal LU-13)

### Other Related Policy Framework Strategies

- > Create a low-stress walking and bicycling network that connects Downtown to the surrounding neighborhoods
- > Expand bus-related infrastructure such as bus rapid transit along corridors
- > Integrate urban greening strategies into streetscape improvements



# Washington Square & Plaza Center

## Existing Conditions



## Existing General Plan



## Current Designations



Community commercial up to 3 stories  
(Community Commercial)



Business park/office/R&D up to 3 stories  
(Business Park)

## 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



The alternatives offered various intensities of mixed-use development.

## ALTERNATIVE 1: Low-Intensity Neighborhood Centers



Allow up to 2 and 3-story mixed use standalone residential and vertical mixed use (MU1)



Vertical mixed use up to 2 or 3 stories  
(MU1: Mixed Use 1)

- Allowed Uses: Housing (including small-scale attached housing), retail, service, “maker space,” and/or offices
- Allowed Heights: Up to 3 stories
- Allowed Housing Units: approximately 610 additional units

## ALTERNATIVE 2: Major Town Center



Allow up to 5 story mixed use at Washington Square, up to 4 story mixed use at Plaza North/South







Vertical mixed use, up to 4 stories  
(MU2: Mixed Use 2)



Vertical mixed use up to 5 stories  
(Urban Corridor Mixed Use - T5.5)

- Allowed Uses: Housing, retail, service, “maker space,” and/or offices
- Allowed Heights: Up to 5 stories
- Allowed Housing Units: approximately 1,480 additional units

## DESIRED LAND USES IN ORDER OF PREFERENCE

- |   |   |                       |   |  |                     |
|---|---|-----------------------|---|--|---------------------|
| 1 |  | 2-4 Story Multifamily | 2 |  | Retail and Services |
| 3 |  | Live Work Hybrid      | 4 |  | Maker/Fabrication   |

## SCALE OF DESIRED CHANGE

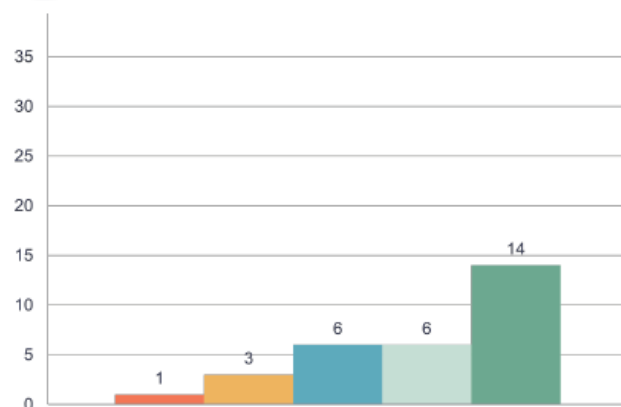


**Corrected January 2025 GPAC recommendation:** A modified Alternative 2 in which Plaza North allows up to 5 stories and Plaza South and Washington Square allow up to 4 stories, stepping down to 3 stories next to residential development.

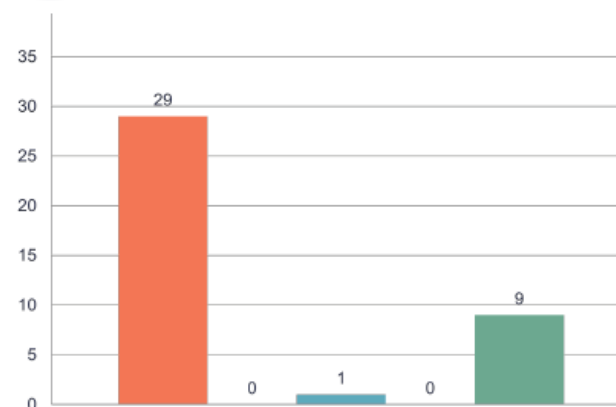
## ALT. FEEDBACK LEGEND

● Strongly Oppose ● Oppose Neutral ● Neutral ● Neutral/Support ● Strongly Support

### ALTERNATIVE 1: Low-Intensity Neighborhood Centers



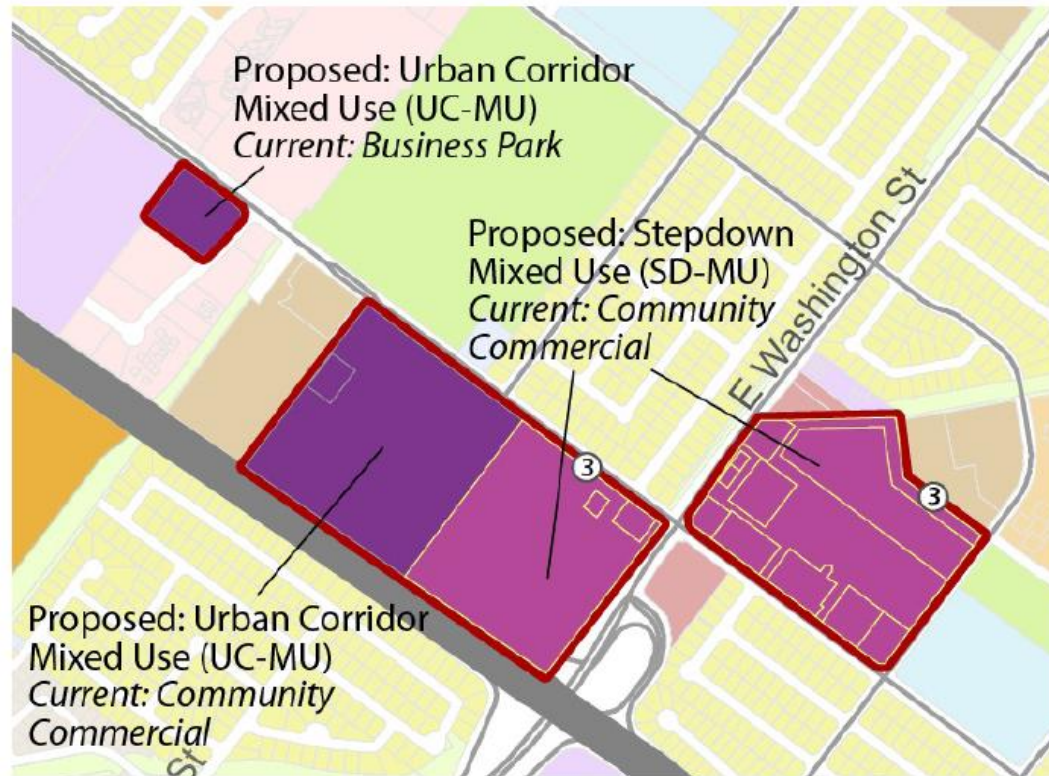
### ALTERNATIVE 2: Major Town Center



**GPAC Recommendation:** A modified Alternative 2 in which Plaza Center allows up to six stories (T6) and Washington Square allows up to five stories, with a stepback/stepdown from adjacent residential development



## Modified Alternative 2



	Name		Height	Density	Allowed Uses
	Stepdown Mixed Use (SD-MU)		4 stories, 50' Stepdown to 3 stories and 35' along rear/sides where indicated on map	20-45 units/Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul>
	Urban Corridor Mixed Use (UC-MU)		5 stories, 60' Stepdown to 4 stories and 50' adjacent to R zones	30 - 75 units/Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul>

### Drivers

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

### RATIONALE

- > Encourages mixed-use redevelopment into a 15-minute activity center
- > Stepdown respects the lower-scale adjacent housing

### Related Land Use Policy Framework Strategies

- > Prioritize infill, mixed use, and transit-oriented development that is supported by necessary infrastructure (Goals LU-3 and LU-4)
- > Establish activity centers where residents can meet daily needs within a 15-minute walk (Goal LU-6)
- > Improve gateways (Goal LU-11)
- > Improve corridors (Goal LU-11)

### Other Related Policy Framework Strategies

- > Conduct outreach to shopping center owners regarding reinvestment and reuse
- > Support the redevelopment of shopping centers to encourage the creation of community gathering spaces
- > Expand bus-related infrastructure such as bus rapid transit along corridors
- > Integrate urban greening strategies into streetscape improvement

# Leghorn Marketplace



## Existing Conditions



## Existing General Plan



## Current Designation



Neighborhood commercial up to 2 stories  
(Neighborhood Commercial)

## Drivers of Change

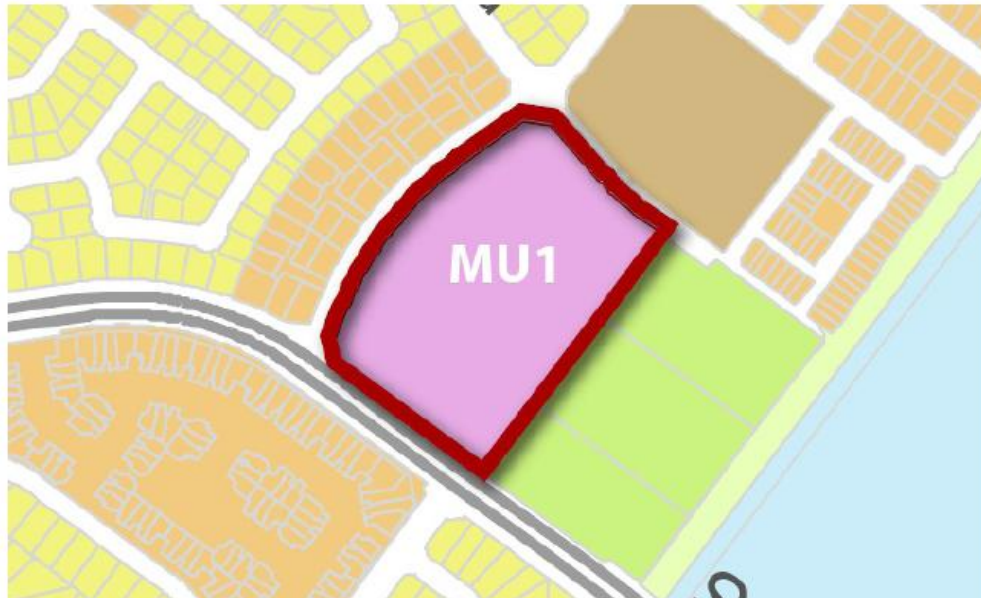
- > Diversify development near Santa Rosa Junior College
- > Provide a mix of housing choices
- > Improve access to community amenities and daily needs

The alternatives offered various intensities of mixed-use development.

## ALTERNATIVE 1: Small Neighborhood Center



Allow mixed use and encourage live/work development up to 2 and 3 stories



MU1  
Vertical mixed use up to 2 stories  
(Mixed Use 1)

- Allowed Uses: Retail, live/work, and small-scale attached housing or mixed use
- Allowed Heights: Up to 3 stories
- Allowed Housing Units: approximately 210 additional units

## ALTERNATIVE 2: Large Neighborhood Center



Intensify to allow up to 4-story mixed use



T5  
Vertical mixed use up to 4 stories  
(Town Center Mixed Use - T5)

- Allowed Uses: Mixed use, retail, office, and attached or standalone housing
- Allowed Heights: Up to 4 stories
- Allowed Housing Units: approximately 390 additional units



DESIRED LAND USES IN ORDER OF PREFERENCE

- 1

 2-4 Story Multifamily
- 2

 Multifamily over 4 Story
- 3

 Professional or Medical Offices
- 4

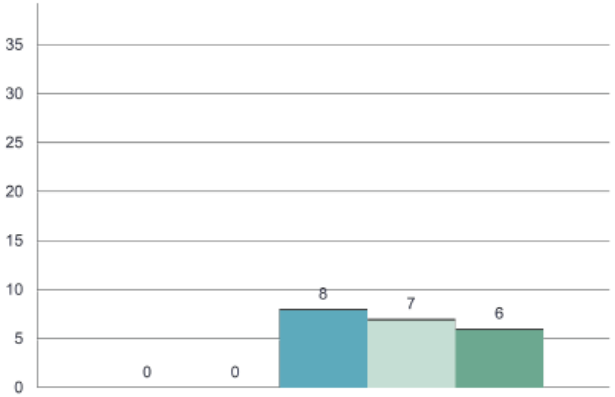
 Retail and Services

SCALE OF DESIRED CHANGE

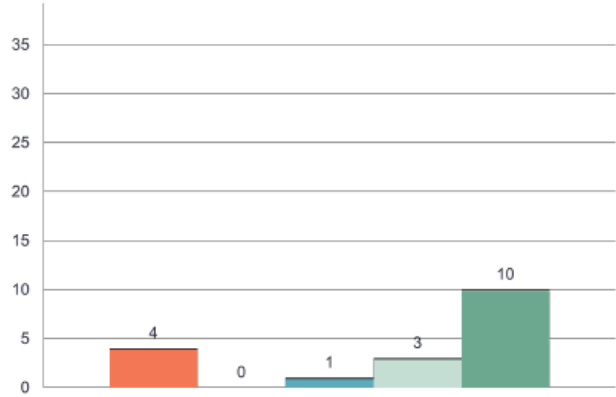


**ALT. FEEDBACK LEGEND**    ● Strongly Oppose    ● Oppose Neutral    ● Neutral    ● Neutral/Support    ● Strongly Support

**ALTERNATIVE 1:**  
Small Neighborhood Center

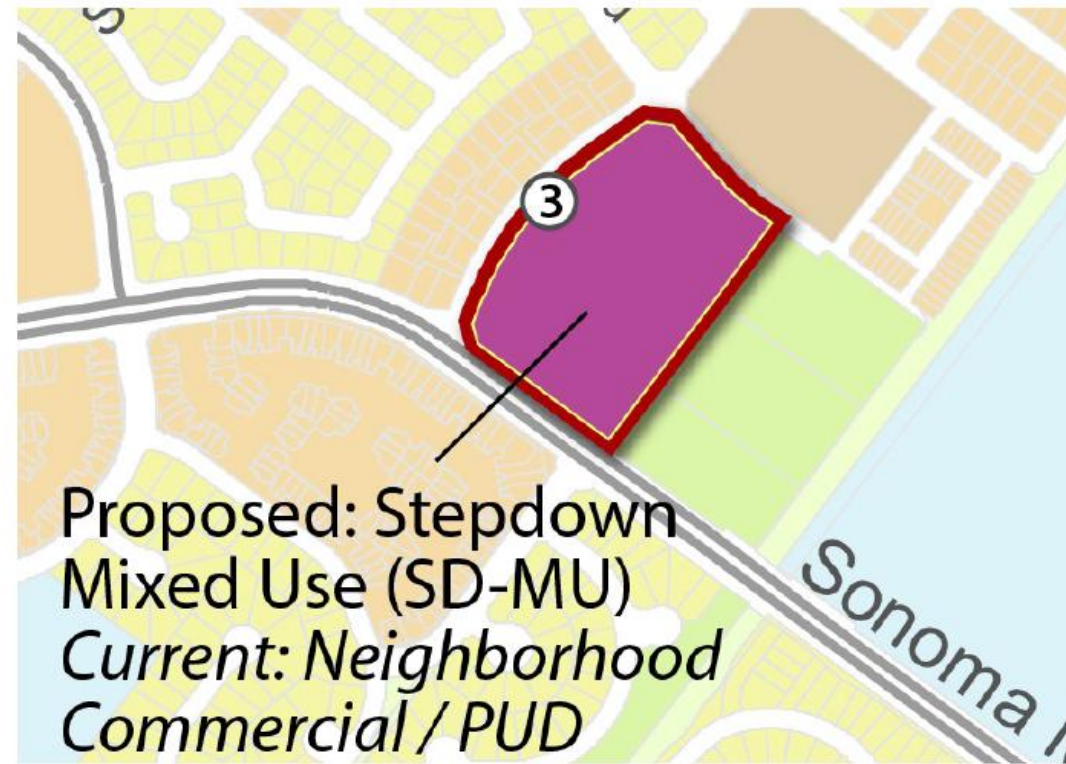


**ALTERNATIVE 2:**  
Large Neighborhood Center



**GPAC Recommendation:** Alternative 2 to enliven the shopping center and provide an activity center for this residential neighborhood.

## Modified Alternative 2



	Name		Height	Density	Allowed Uses
	Stepdown Mixed Use (SD-MU)		4 stories, 50' Stepdown to 3 stories and 35' along rear/sides where indicated on map	20-45 units/Acre	<ul style="list-style-type: none"> <li>Standalone Commercial</li> <li>Standalone Residential</li> <li>Vertical Mixed Use</li> <li>Horizontal Mixed Use</li> </ul>

### Drivers

Diversify development near Santa Rosa Junior College

Provide a mix of housing choices

Improve access to community amenities and daily needs



### RATIONALE

- > Aligns with strong community support for 3- and 4-story mixed use redevelopment
- > Further activates the Leghorn Marketplace, Leghorn Park, & Santa Rosa Junior College area

### Related Land Use Policy Framework Strategies

- > Prioritize infill, mixed use, and transit-oriented development that is supported by necessary infrastructure (Goals LU-3 and LU-4)
- > Establish activity centers where residents can meet daily needs within a 15-minute walk (Goal LU-6)

### Other Related Policy Framework Strategies

- > Conduct outreach to shopping center owners regarding reinvestment and reuse options
- > Support the redevelopment of shopping centers to encourage the creation of community gathering spaces
- > Create a low-stress walking and biking network that connects neighborhoods to transit corridors and east and west Petaluma

# Casa Grande Center



## Existing Conditions



## Existing General Plan



## Current Designation



Residential development up to 3 stories  
(Medium Density Residential)

## Drivers of Change

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

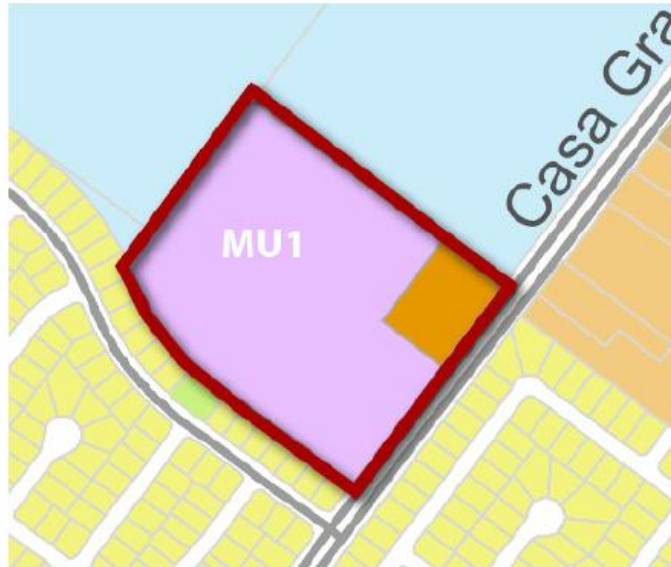


The alternatives offer different mixes and locations of allowed uses and heights on the vacant land next to the Casa Grande High School.

## ALTERNATIVE 1: Live/Work



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



MU1

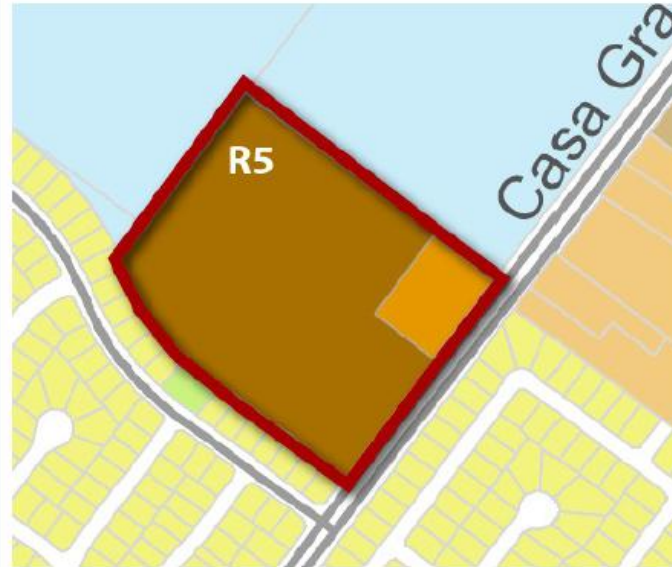
Vertical mixed use up to 2 and 3 stories  
(MU1: Mixed Use 1)

- Allowed Uses: Housing (including live/work and small-scale attached homes), retail, service, civic, and "maker space"
- Allowed Heights: Up to 3 stories
- Allowed Housing Units: approximately 420 additional units

## ALTERNATIVE 2: Dense Neighborhood



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



RHD

Residential development up to 5 stories  
(RHD: High Density Residential)

- Allowed Uses: Standalone multifamily housing
- Allowed Heights: Up to 5 stories
- Allowed Housing Units: approximately 630 additional units

## ALTERNATIVE 3: Medium Neighborhood Center



Intensify and diversify street-adjacent portion to allow up to 4-story mixed use (MU2)




MU2

Vertical mixed use up to 4 stories  
(MU2: Mixed Use 2)


- Allowed Uses: Standalone multifamily housing (in the rear) and a mix of housing, retail, service, "maker space," and/or offices" (along Casa Grande Road)
- Allowed Heights: Up to 3 stories (in the rear) and up to 4 stories (along Casa Grande Road)
- Allowed Housing Units: approximately 420 additional units

DESIRED LAND USES IN ORDER OF PREFERENCE

- 1



2-4 Story Multifamily
- 2



Retail and Services
- 3



Live Work Hybrid
- 4



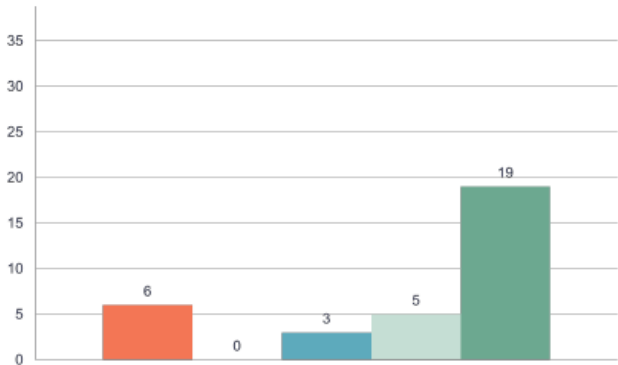
Maker/Fabrication

SCALE OF DESIRED CHANGE

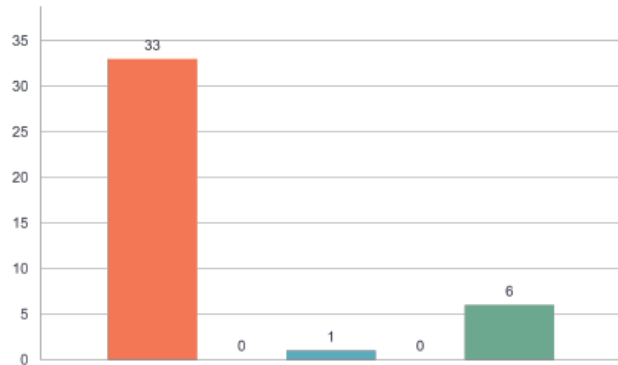


ALT. FEEDBACK LEGEND    ● Strongly Oppose    ● Oppose Neutral    ● Neutral    ● Neutral/Support    ● Strongly Support

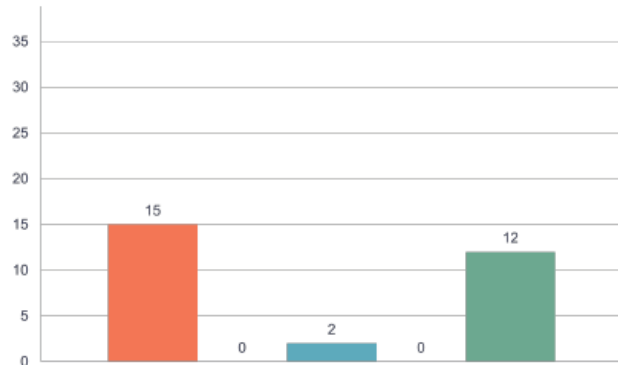
ALTERNATIVE 1:  
Live/Work



ALTERNATIVE 2:  
Dense Neighborhood



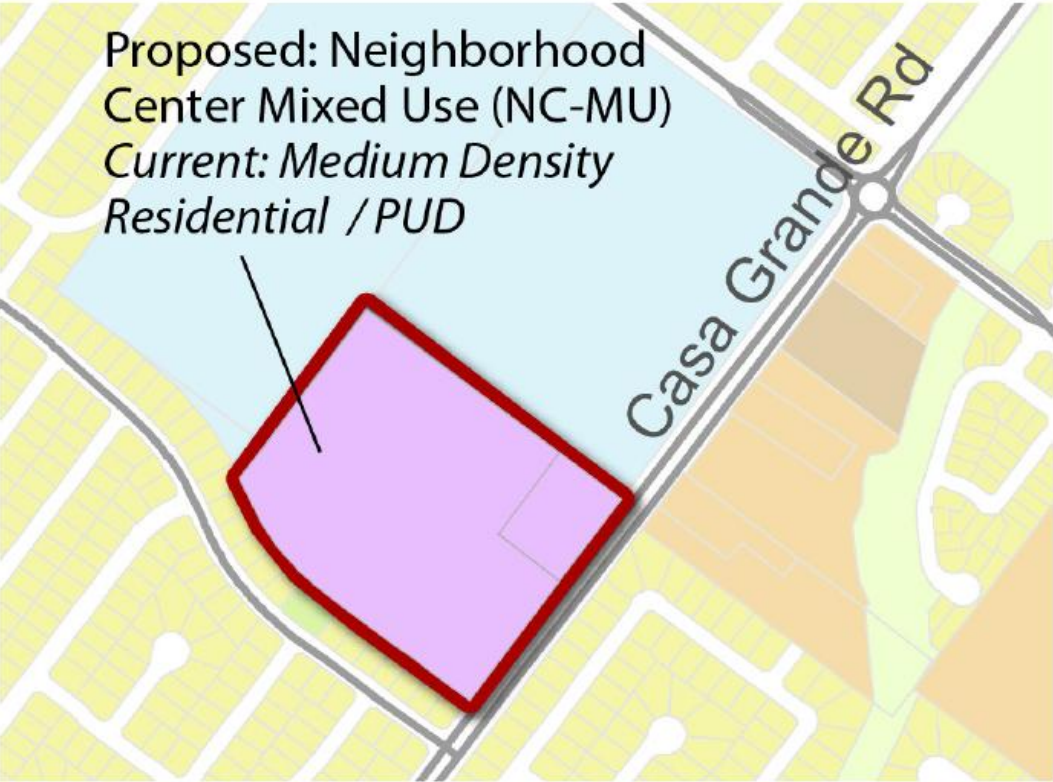
ALTERNATIVE 3:  
Medium Neighborhood Center



**GPAC Recommendation:** A modified Alternative 3 in which 4-story mixed use is allowed throughout the site.



Modified Alternative 1




	Name		Height	Density	Allowed Uses
	Neighborhood Center Mixed Use (NC-MU)		3 stories, 40'	15 - 30 units/ Acre	<ul style="list-style-type: none"><li>• Standalone Commercial</li><li>• Standalone Residential</li><li>• Vertical Mixed Use</li><li>• Horizontal Mixed Use</li></ul>

**Drivers**

*Prioritize infill development and develop underutilized land*

*Provide a mix of housing choices*

*Improve access to community amenities and daily needs*



**RATIONALE**

> Allows residential infill, would accommodate housing for teachers

> Allows small-scale commercial development to activate Casa Grande corridor

**Related Land Use Policy Framework Strategies**

- > Prioritize infill, mixed use, and transit-oriented development that is supported by necessary infrastructure (Goals LU-3 and LU-4)
- > Establish activity centers where residents can meet daily needs within a 15-minute walk (Goal LU-6)
- > Allow non-residential uses in neighborhoods (Goal LU-8)

**Other Related Policy Framework Strategies**

- > Create a low-stress walking and biking network that connects neighborhoods to transit corridors and east and west Petaluma
- > Invest in and coordinate Safe Routes to Schools programs with local schools to shift school travel from automobile to low carbon modes

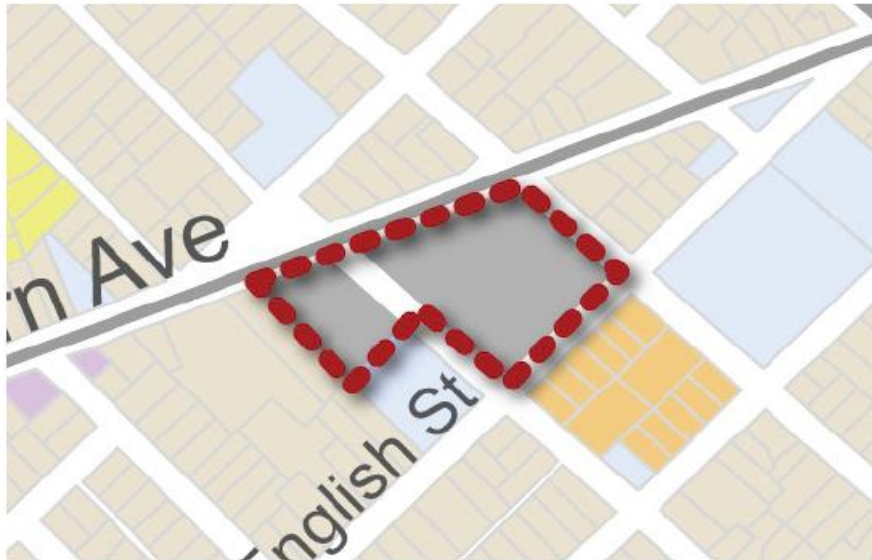


# Western & Baker

## Existing Conditions



## Existing General Plan



## Current Designations



Light industrial up to 3 stories  
(Industrial)

## Drivers of Change

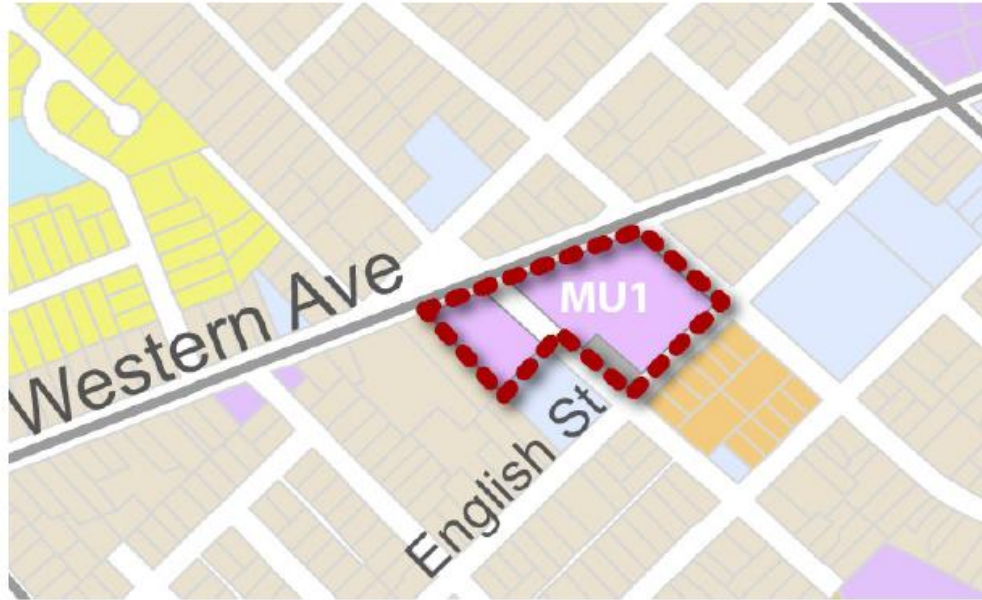
- > Provide more housing choices near Downtown
- > Improve access to community amenities and daily needs
- > Allows a 15-minute center at an appropriate scale
- > Create more walkable neighborhoods to reduce vehicle miles traveled (VMT)



The alternatives offered various intensities of mixed-use development.

## ALTERNATIVE 1: Small Neighborhood Center

Allow up to 2/3-story mixed use (MU1)



MU1  
Vertical mixed use up to 2 stories  
(MU1: Mixed Use 1)

- Allowed Uses: Housing (including live/work and small-scale attached homes), retail, service, civic, and “maker space”
- Allowed Heights: Up to 3 stories
- Allowed Housing Units: approximately 90 additional units

## ALTERNATIVE 2: Medium Neighborhood Center

Allow up to 4-story mixed use (MU2)







MU2  
Vertical mixed use, up to 4 stories  
(MU2: Mixed Use 2)

- Allowed Uses: Housing, retail, service, “maker space” and/or offices
- Allowed Heights: Up to 4 stories
- Allowed Housing Units: approximately 130 additional units



## DESIRED LAND USES IN ORDER OF PREFERENCE

- |   |   |                       |   |  |                     |
|---|---|-----------------------|---|--|---------------------|
| 1 |  | 2-4 Story Multifamily | 2 |  | Live Work Hybrid    |
| 3 |  | Townhomes             | 4 |  | Retail and Services |

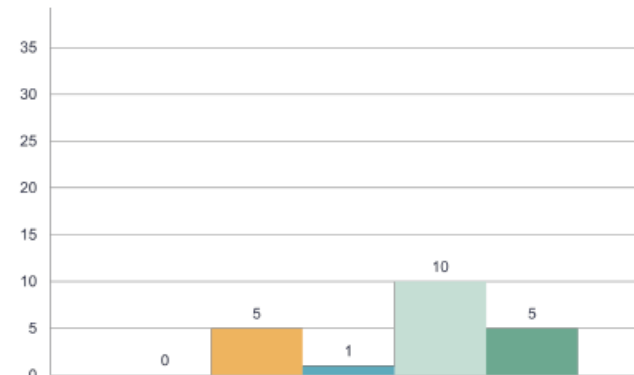
## SCALE OF DESIRED CHANGE



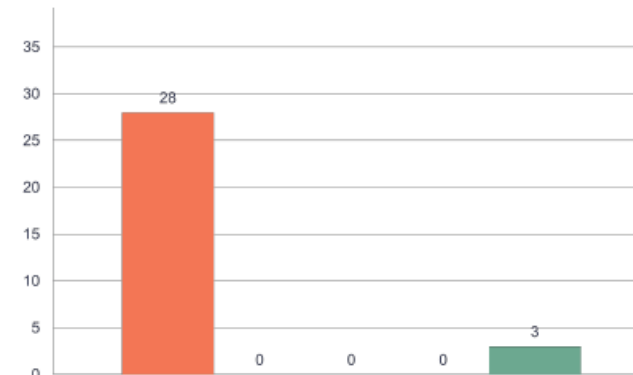
### ALT. FEEDBACK LEGEND

● Strongly Oppose ● Oppose Neutral ● Neutral ● Neutral/Support ● Strongly Support

### ALTERNATIVE 1: Small Neighborhood Center

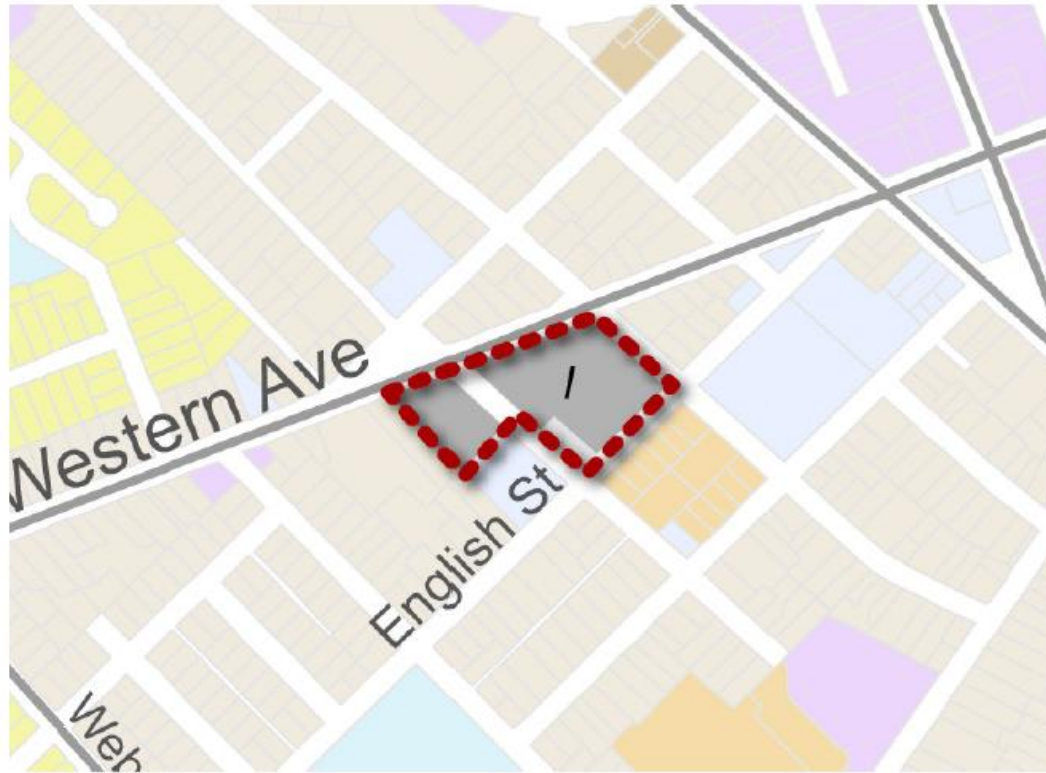


### ALTERNATIVE 2: Medium Neighborhood Center



**GPAC Recommendation:** Alternative 2 as long as industrial uses can remain until the property owner initiates a change of use.

## No Change



### Drivers

- Provide more housing choices near downtown
- Improve access to community amenities and daily needs
- Allows a 15-minute center at an appropriate scale
- Create more walkable neighborhoods to reduce vehicle miles traveled (VMT)

### RATIONALE

- > No change now to support existing business
- > Include a Land Use policy indicating that a change to 3-story mixed use (Neighborhood Center Mixed Use) is appropriate in the future

### Related Land Use Policy Framework Strategies

- > Prioritize infill, mixed use, and transit-oriented development that is supported by necessary infrastructure (Goals LU-3 and LU-4)
- > Establish activity centers where residents can meet daily needs within a 15-minute walk (Goal LU-6)
- > Maintain core components of the city's identity (Goal LU-10)
- > Advance sustainable development (Goal LU-13)

### Other Related Policy Framework Strategies

- > Encourage the continued use of historic industrial and agricultural properties
- > Establish design guidelines for the adaptive reuse of historic industrial sites
- > Maintain an inventory of land available for industrial and flex space
- > Create a low-stress walking and bicycling network that connects Downtown to the surrounding neighborhoods

	Name		Height	Density	Allowed Uses
	Industrial		3 stories, 40'	0.6 FAR	<ul style="list-style-type: none"> <li>• Light Industrial &amp; Manufacturing/PDR</li> <li>• Warehousing/Storage</li> <li>• Food &amp; Beverage</li> <li>• Supportive Retail</li> </ul>

# Public Comment



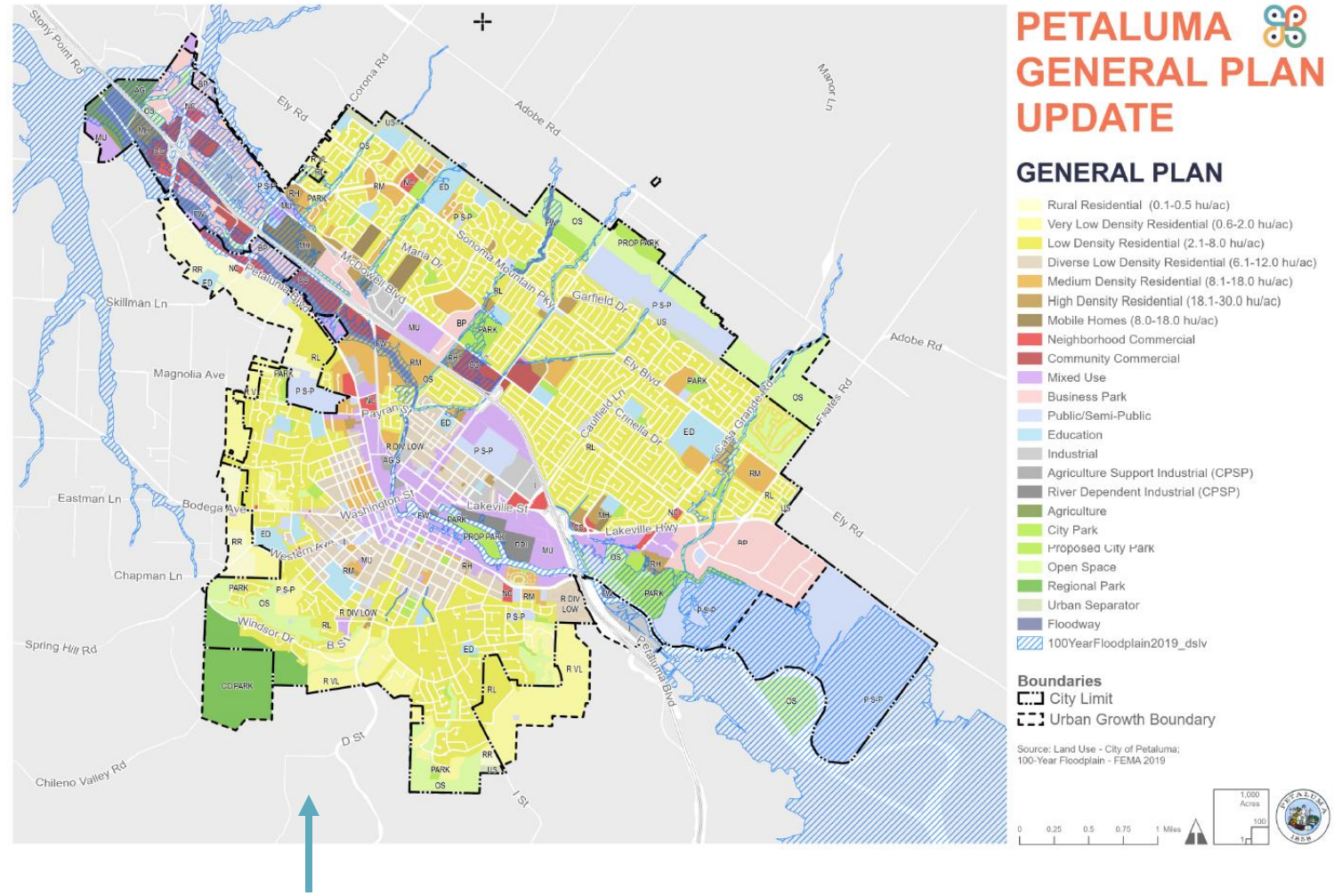
# Council Discussion and Straw Poll Direction by Area/Topic

- Bowling Alley/Vet Center
- Washington Square and Plaza Center
- Leghorn Marketplace
- Casa Grande Center
- Western & Baker

# Land Use Designation Standards Revisions?

# 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



# What's Different from Current General Plan?

## Residential

- Increased Minimum Densities: RMD, RHD
- Increased Maximum Densities and added Maximum FAR: RDIV, RMD, RHD

## Mixed Use

- Added new designations to align with IZO and SmartCode
- Added Stepdown, Urban Corridor, Station, Flex (and Maker)
- Added Minimum and Maximum Densities
- Increased density/intensity (min. density, max. density, and/or FAR)
- Added Mixed Use active ground floor use requirements

# Proposed Mixed Use Allowed Uses

Designation	Standalone Commercial	Standalone Residential	Vertical Mixed Use	Horizontal Mixed Use
Neighborhood Center	Yes	Yes	Yes	Yes
Stepdown				
Town Center				
Urban Corridor				
Urban Core		No	Required	No
Downtown				

# Proposed Residential Uses Permitted by Mixed Use Designation

<u>Mixed Use Designation</u>	<u>Single-Family</u>	<u>Plex</u>	<u>Townhouse</u>	<u>Multifamily</u>
Mini-Center	X	X	X	X
Neighborhood Center		X	X	X
Downtown Mixed Use	<i>x (as vertical M-U)</i>	<i>x (as lofts)</i>	X	X
Stepdown Mixed Use		X	X	X
Town Center Mixed Use	<i>x (as vertical M-U)</i>		X	X
Urban Corridor Mixed Use			X	X
Urban Core Mixed Use				X
Flex				X



# Proposed Mixed-Use Designations by Area

	Nbh. Center	Stepdown	Downtown	Town Center	Corridor	Urban Core	<i>Maker</i>	
Upstream							X	River
Outlets							X	
Downstream							X	
Downtown			X					Core
Downtown SMART				X		X		
River Park		X	X					
PBN	X	X	X	X (3-st)			X	Corridors
PBS	X			X (3-st)				
East Washington	X	X			X			
Wash Sq & Plaza		X			X			Centers
Bowling/Veterans		X						
Western & Baker	<i>(future)</i>							
Casa Grande	X							
Leghorn		X						

# Public Comment

# **Council Discussion and Straw Poll Direction**