

# Land Use Policy Framework

Working Group Feedback – September 19, 2024

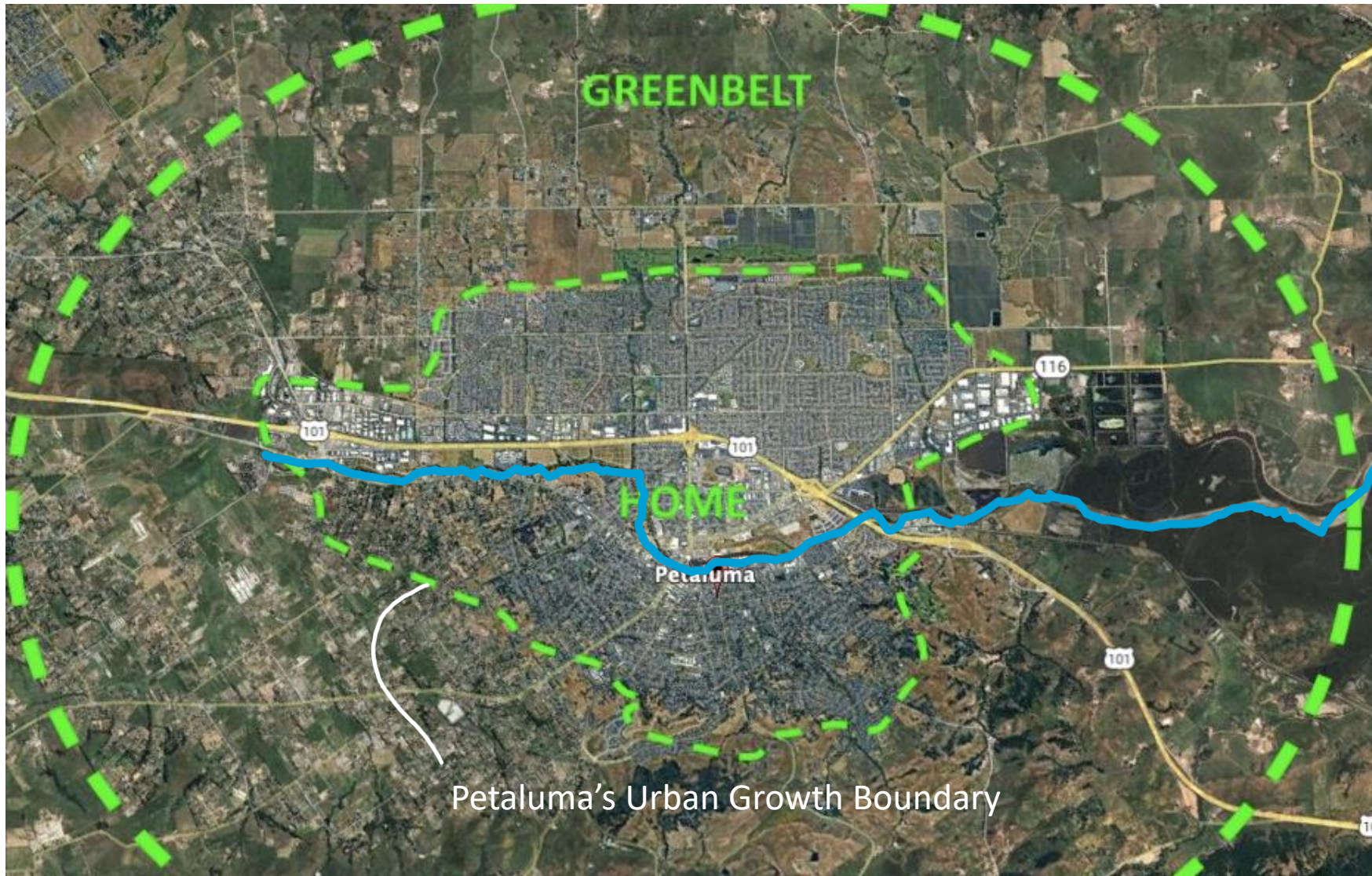
(Mary, Ali, Sharon)

# Overarching feedback

1. The Land Use Policy Framework is very well done!
2. The visual presentation of land use alternatives could be improved.  
(We have ideas!)

# How our feedback is organized

1. **Ideas and Images** to help us dream big!
2. **Areas of change** (not including 15-minute centers), preferences and rationale detailed
3. **15-minute city** areas of change
4. **Feedback** on specific policy/action proposals (*presentation to GPAC time permitting*)



PETALUMA'S URBAN GROWTH BOUNDARY IS WORTH PROTECTING.  
TO DEVELOP RESPONSIBLY AND PREVENT FURTHER SPRAWL—  
BUILD IN THE DEVELOPED CORE, RESPOND TO HOUSING NEEDS AND CLIMATE GOALS.  
PRESERVE THE AGRUCULTURAL AND NATURAL GREENBELT BY PROTECTING THE UGB.





The Heart of Town is a River





The Heart of Town is worth protecting. We must Create Access and answer growth demand in the Heart with a wide buffer from the shore, taller buildings, high quality site design and climate resilient architecture.





The East Side of Town is a major Watershed.





The Watershed is worth protecting. Providing more Access to open space, Creative solutions to Growth demands, Zoning for complete neighborhoods, will strengthen local community, create needed housing, and reduce reliance of vehicle trips.





## THE UPPER RIVER REACH IS WORTH PROTECTING.

Envision Public Open Space, Restoration and Access to the River and the Watersheds.  
This land is in a flood plain. Restore natural systems for flood management. Create  
Access that treads lightly on the land and waterways.

# Let's dream big!

Idea Examples of different building types by height and use





## It is not wrong to DREAM of Something Better

Because we must grow,  
we must grow up – not out.

We ask for ingenuity, fresh ideas,  
Quality of life, wellness for all,  
Access to the river and watershed,  
Easing local daily needs,  
Reducing reliance on cars,  
Environmental Planning and Design,  
Multi-modal transit and pathways,  
Tree lined streets, so much more.

Learn from the past.

•

We can do better.

•

Think about the  
Generations to come.







3 Story Apartment Buildings





3 Story – Apartment Buildings





4 story - Apartment Buildings





4 Story - Town House, Loft with Apartments above





4 Story – Live Work/ Maker Spaces





5 Story - Apartment Buildings with Ground Floor Offices (Mixed Use)





5 Story Apartments – with Ground Floor Mixed Use





6 story – Apartment Buildings or Mixed Use





8 Story Transit Hub Buildings





3 & 4 Story – Live Work/ Maker Spaces







Modern Maker Spaces





Adaptive Reuse of Existing Buildings  
for Mixed Use







## Active Downtown Riverfront

Create Accessible, Activated  
River Front





Establish View Corridors in Building Design







Create a 15 Minute Neighborhood by allowing new uses in a residential zone:

- Coffee Shop and Bar
- Fitness Studio
- Bakery
- Specialty Foods
- Flower Shop







15 Minute Neighborhoods:

- Convert a garage or a house on a busy corner into a shop.
- Create a food truck use agreement in a park or a suburban neighborhood.



# Areas of Change

(Excluding 15-Minute Centers)



# Upstream & Downstream River-Adjacent Areas: Reduce Allowed Intensity

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

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

*Base – No Change*

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



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



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



**Alternative 2:  
Comprehensive  
De-intensification**



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



**Current uses/intensities:**

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

**Alt 2 uses/intensities:**

- Parks
- Open space
- Maker/micro-business

*Pages labeled 38-40 in Framework*



# Downstream River-Adjacent

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

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

*Base – No Change*

*Mixed Use 1, Neighborhood  
Commercial*



**Alternative 1:**  
**De-intensification**

De-intensify to Maker/Microbusiness



**Current uses/intensities:**

- MU1 (3 stories)
- Neighborhood commercial

**Alt 1 uses/intensities:**

- Maker/micro-business

*Page labeled 41 in Framework*



# Downtown

**WG Feedback:** Modified Alternative #2. Intensify uses to Urban Core Mixed Use / T6, except in areas abutting single-family homes (boxed highlight) to Urban/Town Center Mixed Use / T5.

Base – No Change

## Alternative 1: Proposed Overlay



Intensify to allow 6 stories (T6) within the proposed overlay only



## Alternative 2: Expanded Overlay Boundaries



Allow 6 stories (T6) within the proposed overlay plus additional opportunity sites of A Street Lot, Beauty Bar, Shell Station



## Current uses/intensities:

- MU2 (4 stories)
- Public

## Mod Alt 2 uses/intensities:

- T5 (min 2 stories, max 4, 6 story exception)
- T6 (min 4 stories, max 6)

Page labeled 43 in Framework



# Central SMART Station Location

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

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

*Base – No Change*

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



**Alternative 1: Increased Infill Intensity**

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



**Current uses/intensities:**

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

**Mod Alt 2 uses/intensities:**

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

*Page labeled 43 in Framework*



# River Park

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

## Alternative 1: Missing Middle Focus

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



## Alternative 2: Focus on Activity Center

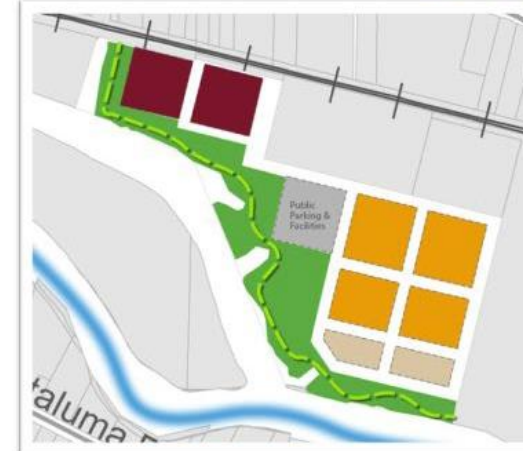


Focus around a four- and five-story mixed-use neighborhood center



## Alternative 3: Balance of Residential & Non-Residential

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



## **Mod Alt 2 uses/intensities:**

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

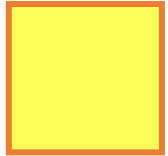
*Pages labeled 45-46 in Framework*



# River Park

## Mod Alt 2 uses/intensities:

- MU2 (4 stories)



- T5.5 (new, 5 stories)



*Pages labeled 45-46 in Framework*

## Alternative 2:

### Focus on Activity Center



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



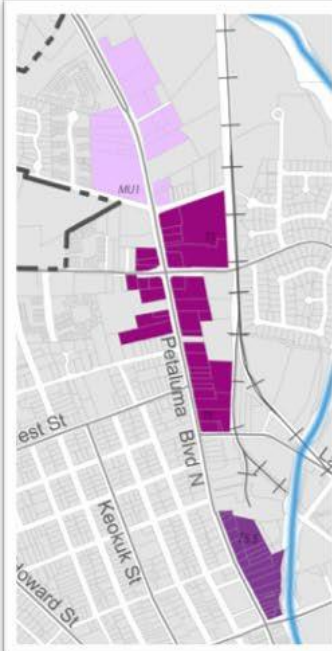


# Petaluma Blvd No

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

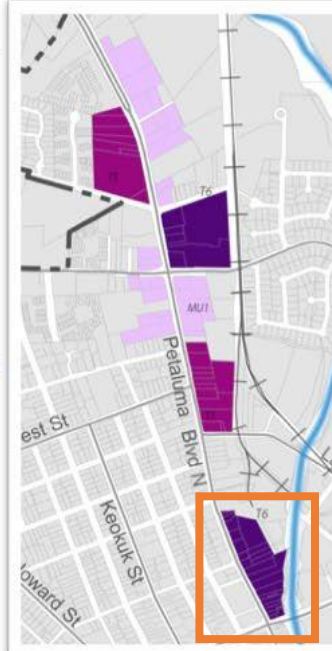
## Alternative 1: Light Feathering

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



## Alternative 2: Two Centers

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



## Alternative 3: Consistent Height

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



## **Mod Alt 2 uses/intensities:**

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

*Pages labeled 47-48 in Framework*



# Petaluma Blvd So

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



Base – No Change

## Alternative 1: Consistent Stepback

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



## Alternative 2: Consistent Midrise

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



## Alternative 3: Feathering Away from the River

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



## Current uses/intensities:

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

## Mod Alt 1 uses/intensities:

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

Page labeled 49 in Framework



# East Washington

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

## Base: No Change

Mixed Use 1 (2 and 3-story)



## Alternative 1: Slight Intensification



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



## Alternative 2: Major Intensification



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



## Current uses/intensities:

- MU1 (3 stories)

## Mod Alt 2 uses/intensities:

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

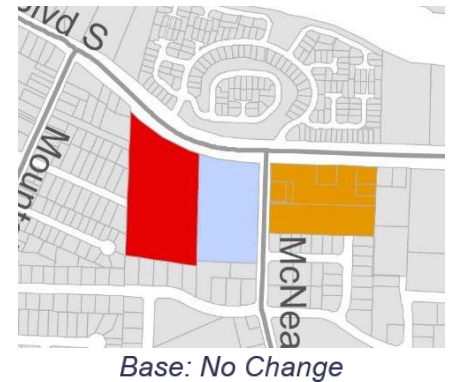
Page labeled 50 in Framework

# 15-Minute Centers



# Potential 15-Minute Activity Center: Bowling Alley & Veteran's Center

**WG Feedback:** Alt 2, intensify to Urban Center Mixed Use / T5, four stories, 3 fronting PBS. Better matches the McNear neighborhood on the east side of PBS, if 3 stories fronting PBS. West side of PBS climbs up the hill, so 3 to 4 and up will not be jarring. There are limited transit options from this location. On the other hand, this would be an ideal location to build smaller units for commuters, close to 101.



## Current uses/intensities:

- Neighborhood commercial
- Median Resi
- Public

### Alternative 1: Small Neighborhood Center



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



### Alternative 2: Medium Neighborhood Center



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



### Alternative 3: Large Neighborhood Center



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



## Mod Alt 2

### uses/intensities:

- T5 (2/4 stories, 6\*)

Page labeled 51 in Framework

# Potential 15-Minute Activity Center: Western & Baker

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

**Current  
uses/intensities:**

- Industrial

**Alt 2  
uses/intensities:**

- MU2 (4 stories)

*Base: No Change*



**Alternative 1: Small  
Neighborhood Center**



Allow 2/3-story mixed use (MU1)



**Alternative 2: Medium  
Neighborhood Center**



Allow 4-story mixed use (MU2)



*Page labeled 52 in  
Framework*

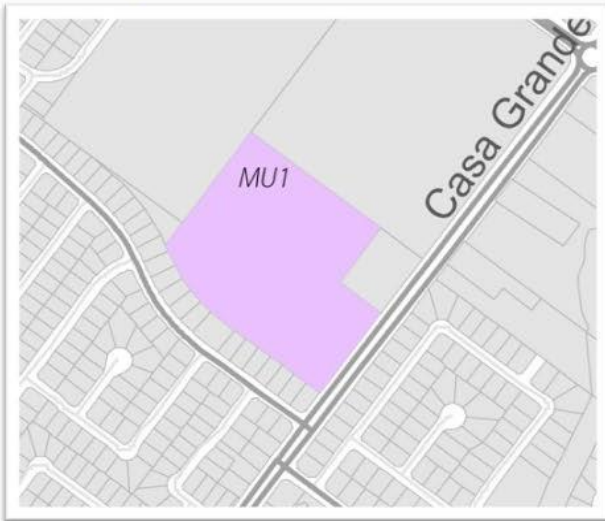


# Potential 15-Minute Activity Center: Casa Grande Center

**WG Feedback:** Modified Alt 3, replace the Medium Density Residential (up to 3 stories) with High Density Residential (up to 4 stories).

## Alternative 1: Live/Work

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



## Alternative 2: Dense Neighborhood

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



## Alternative 3: Medium Neighborhood Center

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



## **Alt 3 uses/intensities:**

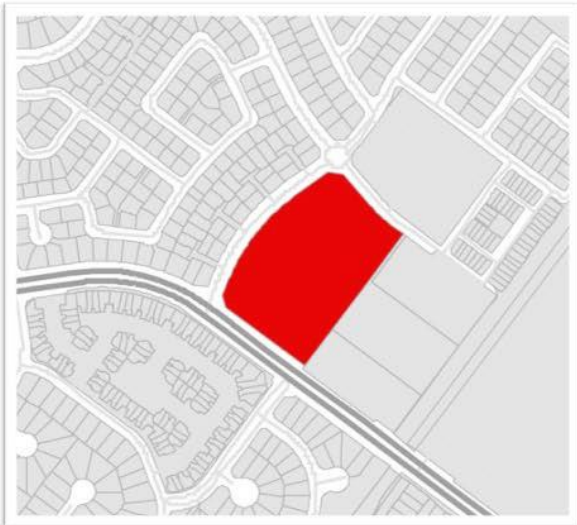
- MU2 (4 stories)
- High Density Resi (4 stories)

*Page labeled 53 in Framework*

# Potential 15-Minute Activity Center: Leghorn Marketplace

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

*Base: No Change  
Neighborhood Commercial*



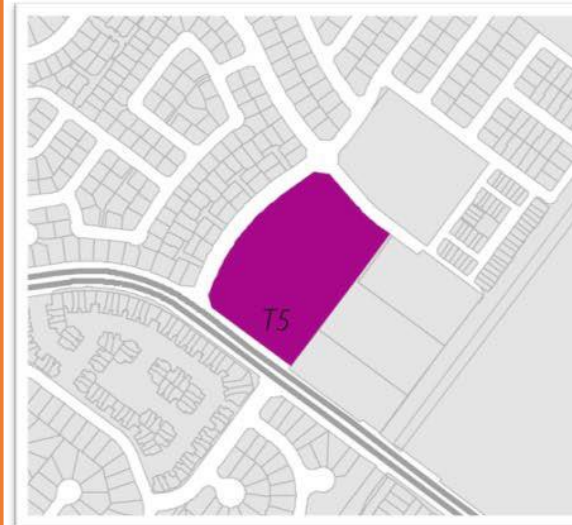
**Alternative 1: Small  
Neighborhood Center**

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



**Alternative 2: Large  
Neighborhood Center**

Intensify to 4-story mixed use  
(T5)



**Current  
uses/intensities:**

- Neighborhood commercial

**Alt 2 uses/intensities:**

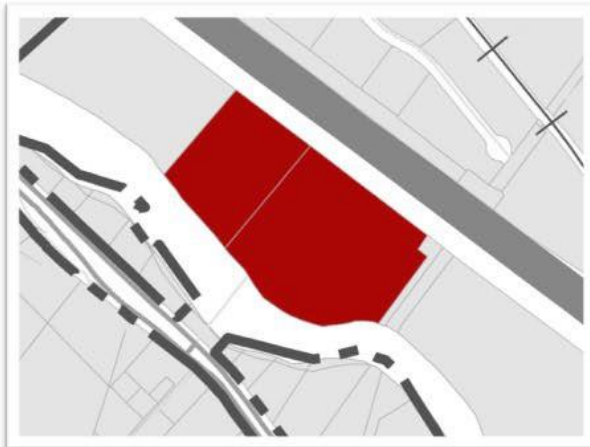
- T5 (2/4 stories, 6\*)



# Potential 15-Minute Activity Center: The Outlets

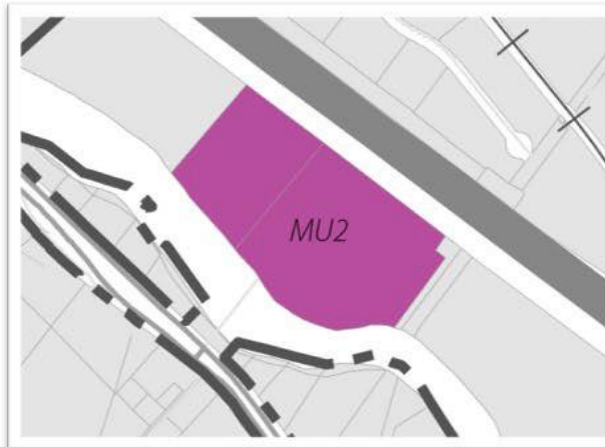
**WG Feedback:** Support Alt 2 because of flooding in this area. We don't support residential uses, we don't want residents to be cut off when the parking lot is inundated (for example).

*Base – No Change  
Community Commercial*



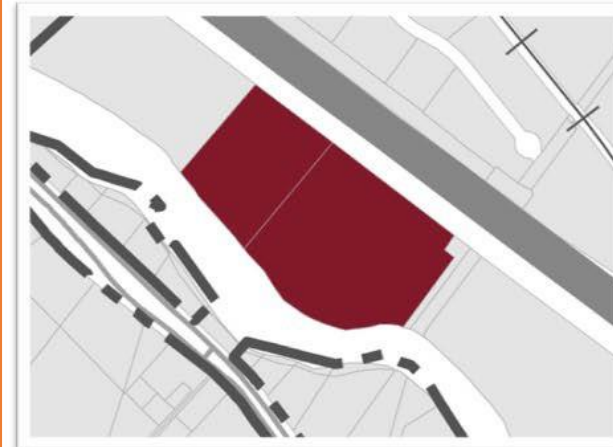
**Alternative 1: Medium  
Neighborhood Center**

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



**Alternative 2: Civic/Arts  
Center**

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



**Current  
uses/intensities:**

- Community commercial

**Alt 2 uses/intensities:**

- Maker / microbusinesses

# Potential 15-Minute Activity Center: Washington Square and Plaza Center

**WG Feedback:** Alt 2 preferred with significant caveats. See notes.

*Base – No Change  
Community Commercial*



## Alternative 1: Low-Intensity Neighborhood Centers

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



## Alternative 2: Major Town Center

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



**Current  
uses/intensities:**

- Community commercial

**Alt 2 uses/intensities:**

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

*Page labeled 56 in Framework*



# 15-Minute Centers

**General feedback on 15-Minute City:** We want to ensure that we enable the organic evolution of our neighborhoods. If we are too prescriptive we won't end up where we want to be.

## **Activated Parks/Mini-Centers**

**WG Feedback:** Not prioritized or noted as areas of change. Why not? *The parks are areas we control today.* They can be demonstration pilots for ideas we want to test and replicate. The spaces we already own seem like the logical places to start our change efforts

## 15-Minute Centers

*100% support for this direction!*

With respect to **Town Centers** – appreciate intensifying uses, but...

**WG Feedback:** Town Center designation is a bit of a misnomer/red herring. Serving the entire city (“park once”) and becoming a 15-minute activity center seems at cross-purposes. If the destination is focused on serving the entire City, does anything change? Seems miles of asphalt are still required. This seems more like a “we did it!” 15-minute center idea.



# 15-Minute Centers

## *Town Centers continued*

**Action LU-6.2.1:** To promote the necessary pedestrian activity and vibrancy, establish development standards in the Municipal Code or **all master plans, new developments, and major tenant improvements** in Town or Neighborhood Centers that include:

- Clustering commercial uses in active nodes fronted by pedestrian facilities, with housing included where possible.
- A checklist of amenities such as wayfinding, street furniture, crosswalks, complete sidewalks (especially for existing mall retrofits), street lighting, street trees (along all street frontages), and gathering areas (including minimum square feet for public/common open space).
- Objective design standards for ground-floor façades of mixed-use projects to create active frontages (minimum transparency, minimum ground floor height, building entrance frequency, minimum depth).
- Site design standards such as uniform setbacks along street frontages, rear or side parking, relocation of curb cuts and/or driveways to side streets, and a minimum of 10-20 feet between buildings and curbs to allow for active sidewalk uses.

**WG Feedback:** How do we expect this to play out with existing Town Centers? Is this realistic? It seems we are asking that landowners change and providing only sticks to support the changes. How can we make it attractive for landowners to make these changes?