



Arts, Culture, and Creativity Policy Framework

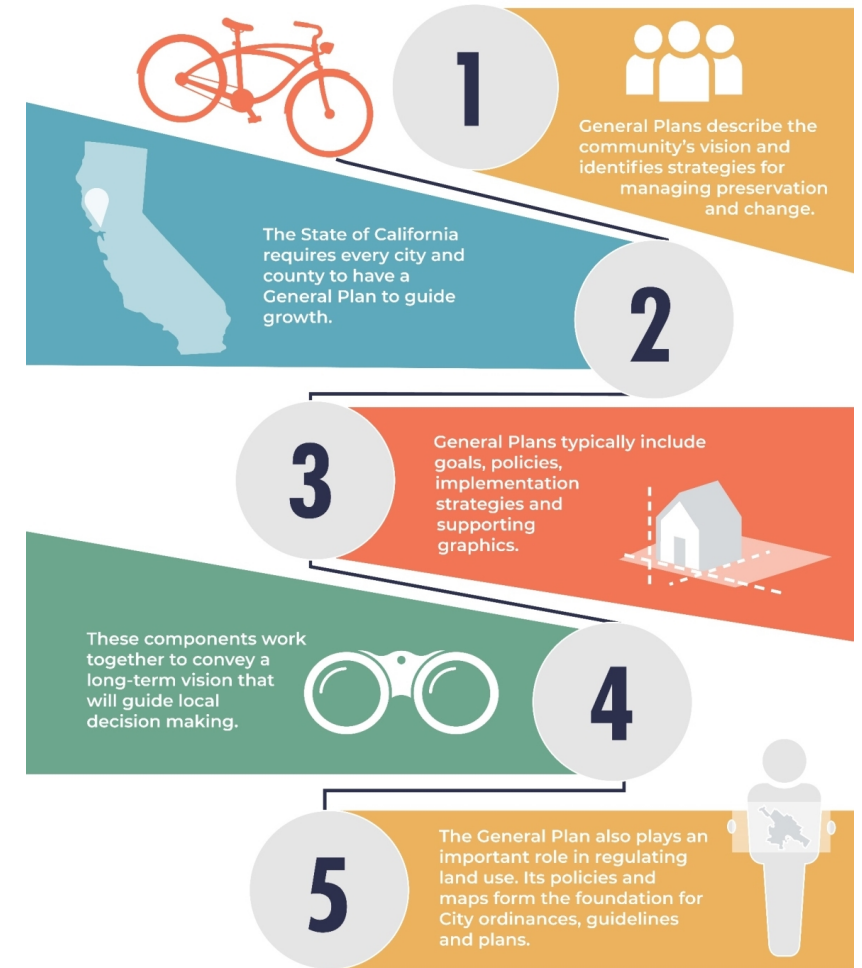
May 30, 2024

Purpose of a General Plan

- Enables the community to come together to develop a **shared vision** for the next 20-30 years
- Long-term policy document to **guide future actions**
 - Preserves and enhances **community strengths**
 - Addresses **topics of concern**
- **Capital improvements and future land use decisions** must be consistent with the general plan

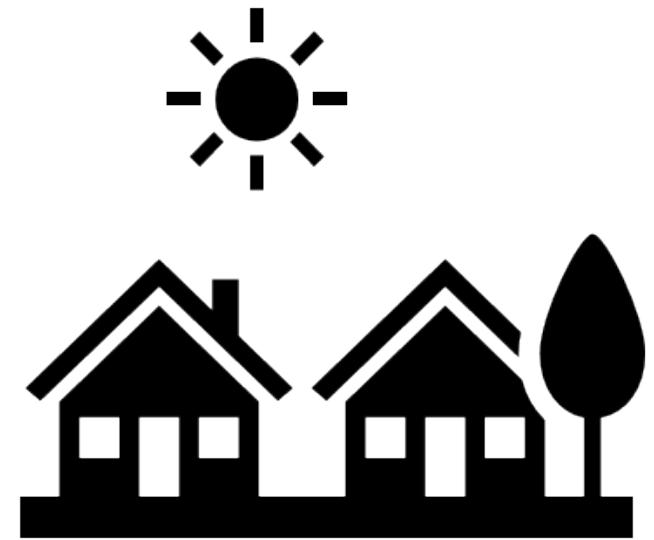
WHAT IS A GENERAL PLAN?

A General Plan is like a road map for the future of Petaluma



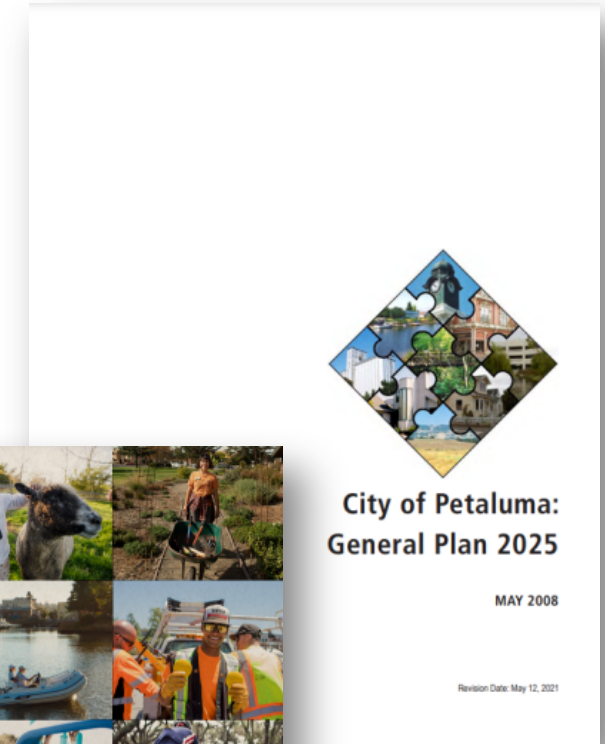
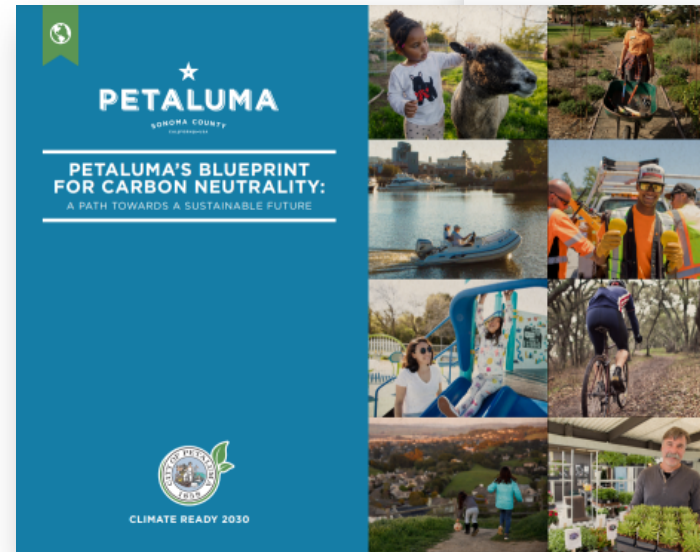
Examples of the General Plan's Everyday Impacts

- **Housing** choices and affordability
- **Jobs** and economic development
- How to **travel** to school, work, and shopping
- **Greenhouse gas** reduction
- Habitat and **open space** preservation
- **Parks** locations and the urban forest
- Mitigation of **hazards** like floods and wildfire
- Equity, health, and **environmental justice**
- **Community character**, local culture, and historic preservation
- Community **participation** in local government

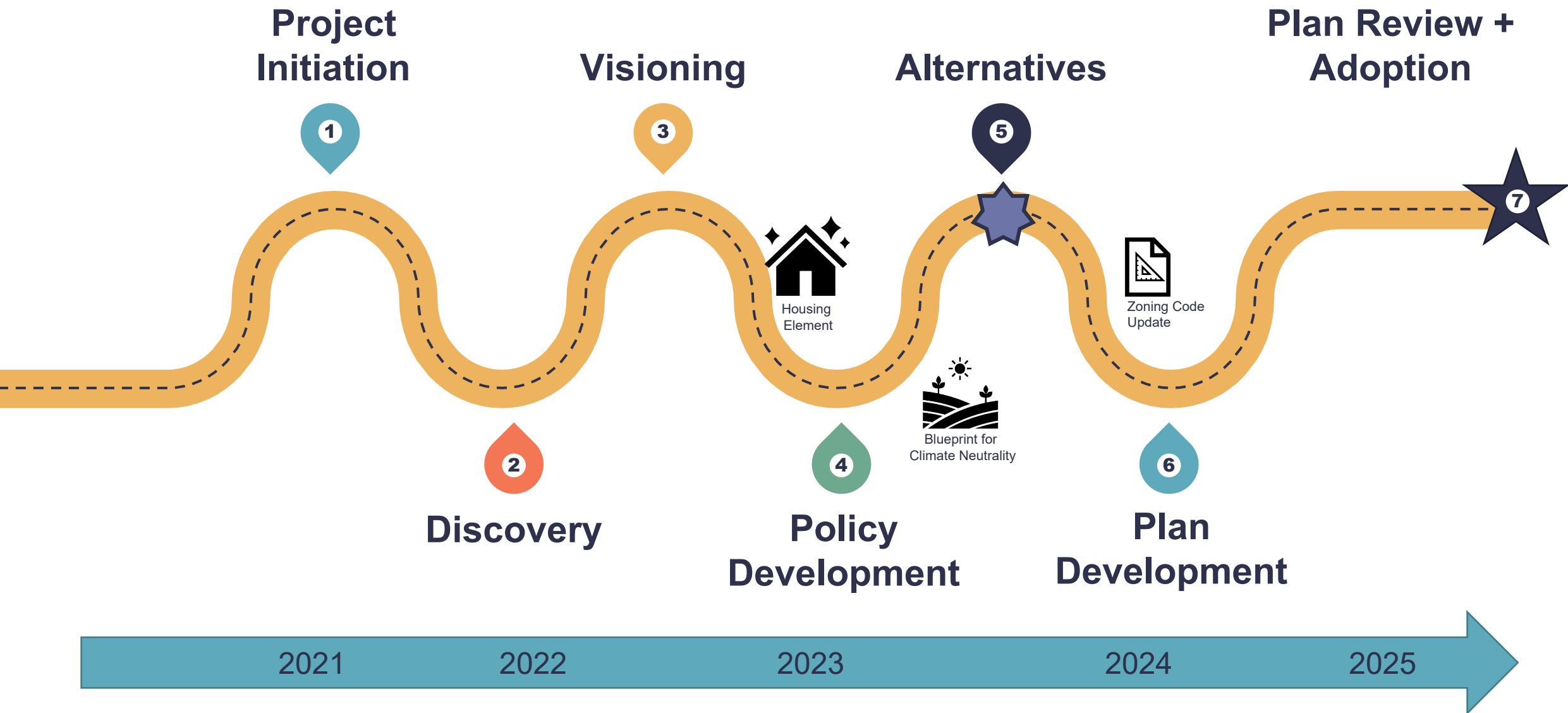


Petaluma's General Plan Update

- Current General Plan horizon is 2025 and was adopted in 2008 and updated in 2012
- City initiated the update internally in 2020, bringing on a consultant team in 2021
- The City is concurrently developing a Climate Action Plan, the “Blueprint for Carbon Neutrality”



General Plan Update Roadmap



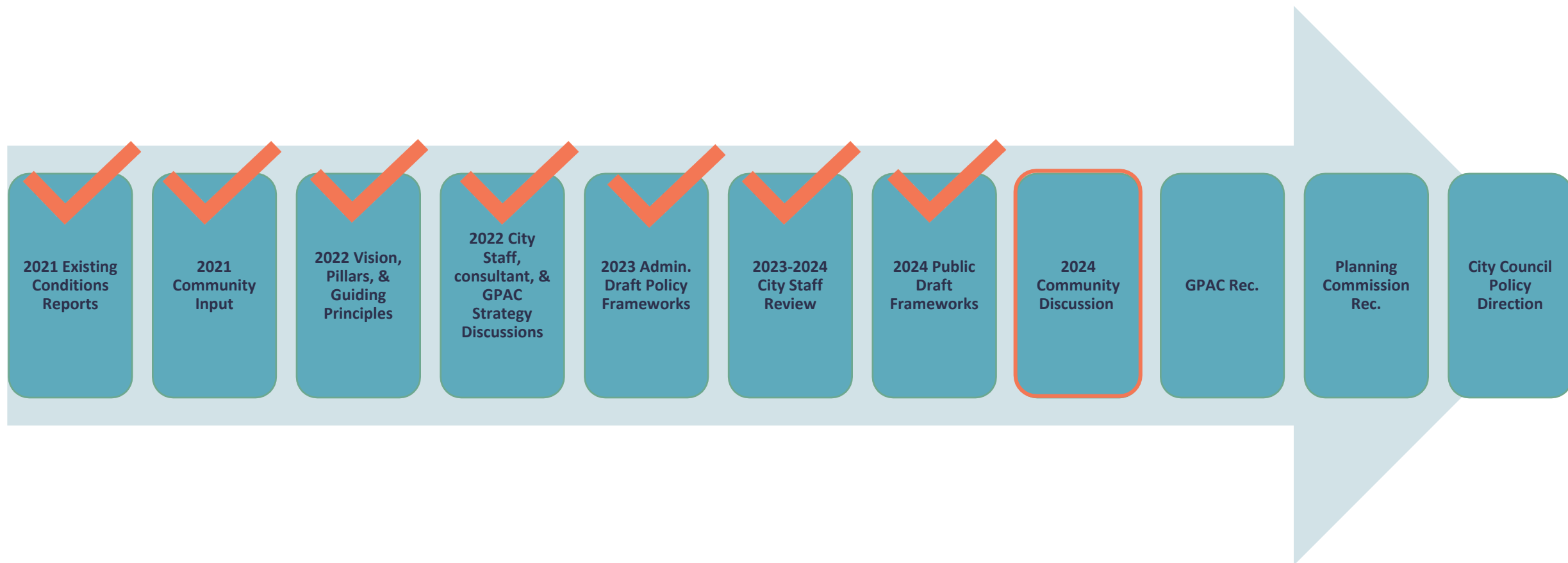
Policy Framework Purpose & Structure

- **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.

Policy Framework Evolution



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

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

How to Provide Input

Framework Review Form

In light of the Vision, Pillars, and Guiding Principles prepared by the GPAC and adopted by the City Council (<https://www.planpetaluma.org/documents#gpuvision>):

What are the most important policies in this framework? We recommend identifying the top 5 (or fewer) policies and ranking them in order of importance.

Policy	Explanation

What concerns do you have about the policies in this framework? For example, are they unclear? Should they be softened or strengthened? Do you disagree with the policy direction?

Policy	Explanation

Policy Framework Community Meetings

CCB	Meeting Date	Key Frameworks to be Reviewed
Bike + Ped (PBAC) Transit	May 1, 2024	Transportation
Airport	May 2, 2024	Transportation
Historic & Cultural (HCPC)	May 7, 2024	Historic Resources
Climate Action Commission (CAC)	May 9, 2024 June 13, 2024	Transportation & Natural Environment Flood Resilience & Safety
Senior	May 9, 2024	Environmental Justice
PlanFest – Public Event	May 11, 2024	All!
Recreation, Music, & Parks Tree Advisory	May 15, 2024	Parks, Natural Environment, Public Facilities
Public Art	May 30, 2024	Arts, Creativity, and Culture
Planning Commission	May 28, 2024 June 11, 2024 June 18, 2024	Natural Environment, Transportation, Parks, Flood Resilience, Economic Development, Infrastructure and Utilities, Environmental Justice, Noise, Land Use
GPAC	June 20, 2024	Working Group recommendations on all Frameworks

Policy Framework Presentations On-Demand

Presentations to the committees and commissions are available at planpetaluma.org/frameworkrecordings

PEDESTRIAN AND BICYCLE ADVISORY COMMITTEE AND TRANSIT COMMITTEE JOINT MEETING MAY 1, 2024

Transportation Policy Framework



HISTORIC & CULTURAL PRESERVATION COMMITTEE - MAY 7, 2024

Historic Resources Policy Framework



AIRPORT COMMISSION MAY 2, 2024

Transportation Policy Framework



CLIMATE ACTION COMMISSION - MAY 9, 2024

Transportation and Natural Environment Frameworks



Note: No recording available for Senior Advisory Committee on May 9, 2024.

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>



PLAN DOCUMENTSGET INVOLVED!GPACSUBSCRIBE



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 policies, 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.](#)

Providing Feedback

Online Feedback Form for each Framework

- Provide goal- and policy-specific feedback
- Provide general feedback



Review other Policy Frameworks and provide feedback:
<https://www.planpetaluma.org/policy-frameworks>

Arts, Culture, and Creativity Policy Framework

Petaluma's Creative Identity



Black Lives Matter Street Mural. Photo: Benny Villareal

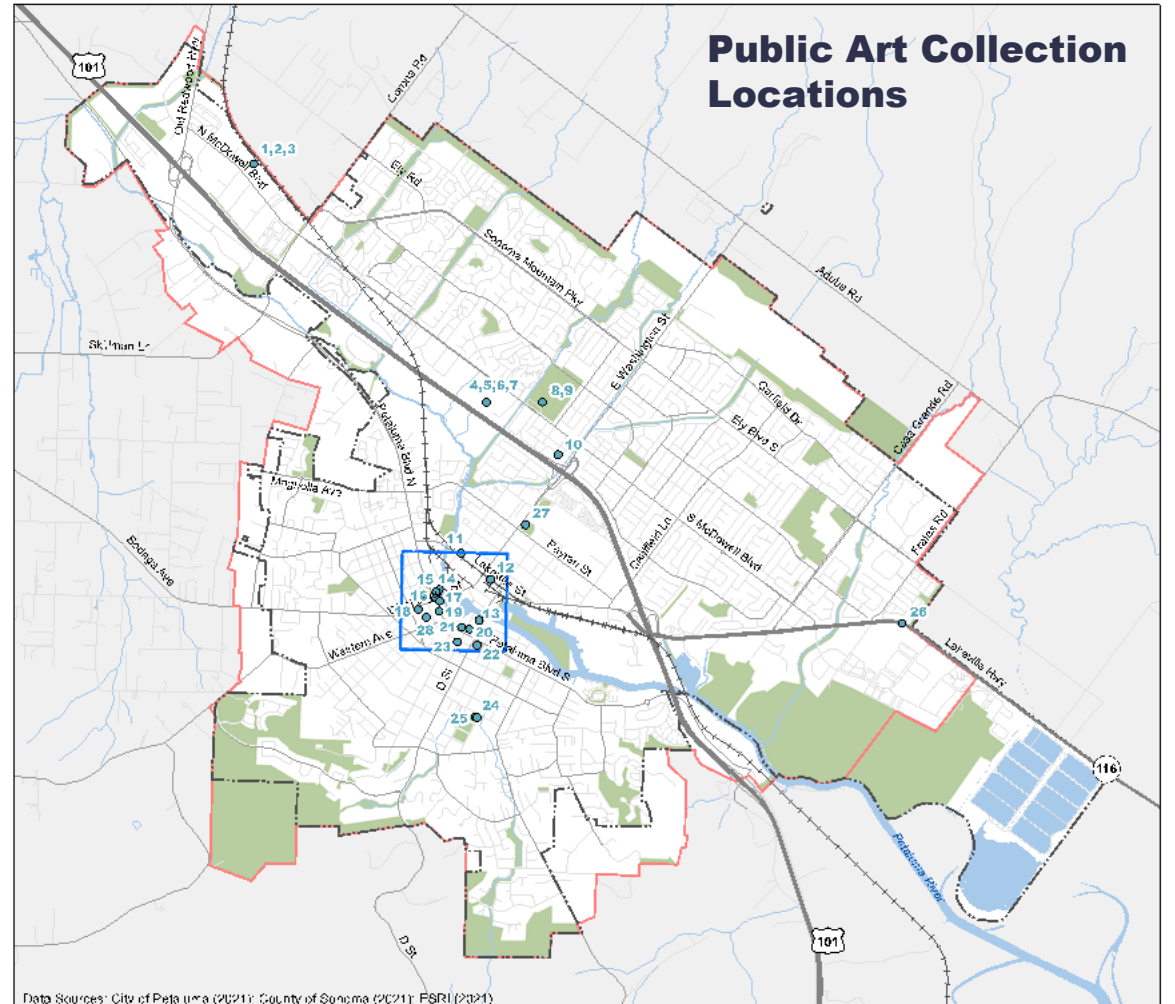
Petaluma has a lively creative identity shaped by varied art, music, creative initiatives, community events, and local pride.

- Diverse and vital arts and music scene
- Strong presence of established and emerging artists, creatives, makers and artisans
- Fine and commercial art forms
- An overall creative sector that is less institutional and more about individual creatives
- “Petaluma Pride” in local history, agriculture, food craft, arts and more
- Arts infused into city and community events

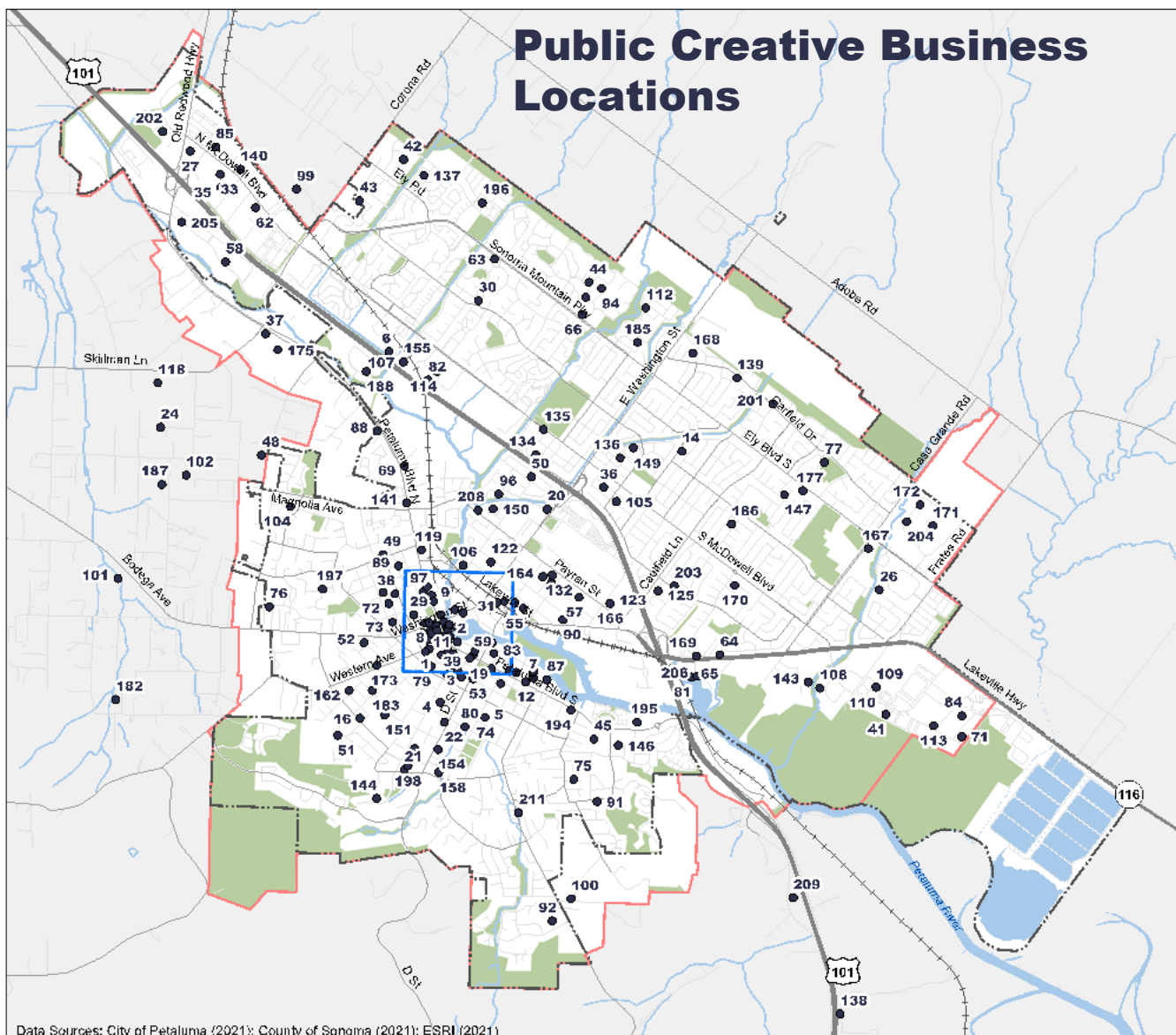
Foundations: Existing Conditions

Petaluma's creative sector is lively and poised for growth.

- Strong demand for greater offerings and diversity of arts and cultural activities
- City government has a longstanding but limited role in arts and culture, primarily through public art and parks and recreation programs.
- The City public art collection has 28 works concentrated in and near downtown.



Petaluma's Creative Businesses



Creative industries combine the creation, production, and commercialization of products that are intangible and cultural in nature, often protected by copyright.

- Petaluma has a vibrant and diverse creative economy
- Creative jobs make up about 10% of all employment in Petaluma.
- The number of both creative jobs and creative industry earnings has been growing since 2018.

Petaluma is home to more than 200 creative businesses:

- Design services, retail, wineries, breweries, recording studios, etc.
- Some serve a local market; others are regional or national

Foundations: Community Priorities

Vision

- **We relish our spirited, distinctive neighborhoods where we live, work, and play.** We enjoy active, animated communities throughout our city along with an energetic historic downtown.
- **We are creative.** Our community is filled with art in a variety of colors, textures, materials, and forms. We build an environment that promotes beauty, resilient architecture, and inventive design citywide, where art, crafts, design, and economic innovation thrive. The arts bring meaning, whimsy, and imagination to our lives.

Pillars

- **Geographic Context and Sense of Place.** The General Plan must preserve Petaluma's distinctive sense of place.
- **Equity, Justice and Demographic Changes.** Current demographic trends indicate that Petaluma will have an older, more diverse population well into the future. Petaluma commits to advancing social and economic justice to create an inclusive and equitable city in which all can thrive.

Guiding Principles

5. Ensure the health and wellness of all residents.
6. Physically and psychologically integrate and connect the East and West sides of town.
7. Create a welcoming, affordable, accessible, and age- and family-friendly city.
11. Honor, celebrate, and preserve Petaluma's heritage and historic character and its place in the modern city.
14. Advance Petaluma as a hub for the arts, creativity, and innovation.
15. Advance a forward-looking economic development strategy that focuses on diversity, opportunity, innovation, and resilience.
16. Be a leader in advancing these guiding principles within the region and beyond.

Arts, Culture, and Creativity Goals

Goal AC-1: Artists
in City Programs
and Processes

Goal AC-2: Strong
City Arts and
Culture Programs

Goal AC-3: Strong
Public Art
Program

Goal AC-4:
Equitable and
Accessible Public
Art

Goal AC-5:
Thriving Creative
Businesses

Goal AC-6:
Regional Creative
Center

Goal AC-7:
Sufficient Supply
of Arts Venues

Goal AC-1: Artists in City Programs and Processes

- Policy AC-1.1: Integrate arts into City projects
- Policy AC-1.2: Encourage community artmaking
- Policy AC-1.3: Establish an Artist in Residency Program
- Policy AC-1.4: Incorporate creative placemaking into area planning
- Policy AC-1.5: Incorporate a creative arts component into City development projects

Goal AC-2: Strong City Arts and Culture Programs

- Policy AC-2.1: Align the Public Art Committee with City goals and decision-making
- Policy AC-2.2: Establish public and private funding options

Goal AC-3: Strong Public Art Program

- Policy AC-3.1: Review and Update the Public Art Plan
- Policy AC-3.2: Diversify and expand the City's public artwork collection

Goal AC-4: Equitable and Accessible Public Art

- Policy AC-4.1: Create relevant and accessible arts programming
- Policy AC-4.2: Use art to connect the East and West side neighborhoods
- Policy AC-4.3: Maximize arts and creative opportunities
- Policy AC-4.4: Partner with local organizations to connect and amplify arts resources
- Policy AC-4.5: Support multicultural arts programming

Goal AC-5: Thriving Creative Businesses

- Policy AC-5.1: Expand the arts, cultural, and creative sectors
- Policy AC-5.2: Enable creative businesses

Goal AC-6: Regional Creative Center

- Policy AC-6.1: Integrate creativity into City brand identity
- Policy AC-6.2: Showcase local arts and culture
- Policy AC-6.3: Explore the creation of an arts district

Goal AC-7: Sufficient Supply of Arts Venues

- Policy AC-7.1: Identify space constraints and opportunities for arts and creative activities
- Policy AC-7.2: Encourage live-work spaces

Questions & Comments

What feedback to you have?

Considering your technical expertise...

- What are the **most important** policies in this framework?
 - We recommend identifying the top 5 (or fewer) policies and ranking them in order of importance.
- What **concerns** do you have about the policies in this framework?
 - For example, are they unclear? Should they be softened or strengthened? Do you disagree with the policy direction?
- Public-private collaboration is necessary to advance the arts. Does the framework appropriately capitalize on the distinct roles that the City, other public entities, and the private sector are well-suited to play?
- Does the framework ensure equitable, inclusive access to Petaluma's arts opportunities, programs, and facilities?

A photograph of a street corner in Petaluma, California. The scene features historic buildings, including a prominent red brick building with white trim and arched windows. A street sign for 'Kentucky St' is visible. A large white text overlay reads 'Thank you!'. The street is lined with parked cars, and a traffic light is visible. The sky is overcast.

Thank you!