
Date: August 9, 2024
To: General Plan Advisory Committee (GPAC) members
From: General Plan Update Team
Subject: August 15, 2024 GPAC Meeting

We look forward to the GPAC meeting on Thursday, August 15, starting at 6:30pm. The meeting will be held **in-person** at the **Petaluma Community Center in Lucchesi Park**, located at 320 N. McDowell Blvd. The meeting will be used to initiate the GPAC's discussion of strategies in the Draft Land Use Policy Framework, which we anticipate releasing for public review soon. This memo is intended to help you prepare for the August 15th GPAC meeting.

Members of the public in attendance at next week's GPAC meeting will be invited to provide comments during the General Public Comment period as well as Public Comment on agenda items. Please note that discussion about the Land Use Framework will be high level to introduce some of the policy discussion but will not be focused on concrete feedback on a policy by policy basis given the timing to release the public review draft. Community members are also welcome to email comments for distribution to the GPAC. All written comments should be emailed to hgurewitz@cityofpetaluma.org.

Evolution of the Public Draft Land Use Policy Framework

"Land Use" is essentially the discussion of what kinds of uses or buildings can go on different parcels, and how big or intense the uses or buildings can be. In the General Plan, the allowed uses and intensities are specified in the land use "designations" assigned to each parcel, such as open space, residential, commercial, or mixed-use. Those designations will be shown on the General Plan Land Use Map, and zoning will be assigned that is consistent with that map. To achieve the community's vision, updated designations on the General Plan Land Use Map must also be complemented with associated land use regulatory policies. General Plan land use policy and zoning are the foundation of the City's ability to regulate and make decisions on land use.

During meetings in November 2023 and January and February 2024, the GPAC discussed "alternatives" for changes in land use mix and intensity in "areas of change" as well as related land use policy direction. In April, the GPAC's input was brought to the Planning Commission and the City Council for guidance. During that time, the Public Draft Flood Resilience Policy Framework was completed, and the draft Parks and Open Space map was also updated.

All of this information has informed the evolution of the Draft Land Use Policy Framework, which integrates land use alternatives and policy. The Framework is on track to be released in mid-August for public review.

GPAC Review of the Public Draft Land Use Policy Framework

Based on your input during the July 18th GPAC meeting, we developed the following approach to the GPAC's review of the Draft Land Use Policy Framework:

1. August 15, 2024 GPAC meeting: Facilitated discussion of strategies used in the Draft Land Use Policy Framework
2. The weeks of August 16-September 6: Scheduled office hours with staff and consultants available to support GPAC and Planning Commission review
 - By September 8, 2024:
 - Written feedback on specific goals, policies, and actions from the GPAC's Land Use Working Group (Ali, Sharon, Mary)

- Written feedback on specific goals, policies, and actions from individual GPAC members
3. September 19, 2024 GPAC meeting: Working Group Presentation and other GPAC Feedback

August 15 GPAC Discussion of Land Use Strategies

The team is working hard to finalize the public review draft of the Land Use Framework and anticipates release mid-August. As such, we understand that you won't have time in advance of next week's meeting to familiarize yourself with the Framework. However, we can use the meeting to discuss how land use strategies can help the community achieve its vision.

A variety of complimentary strategies are needed to achieve community priorities like infill and transit-oriented mixed-use development, 15-minute neighborhoods, housing choice, corridor revitalization/activation, and carbon neutrality. Examples of strategies in the Draft Land Use Policy Framework include policy change, updated land use designations, code updates, public investment, and incentives.

During next week's meeting, we will discuss questions like:

- What combination of strategies is needed to create vibrant 15-minute neighborhoods? To transform corridors like East Washington Street? To implement the community's vision for undeveloped areas along the River?
4. What mix of residential, retail, office, artistic, live-work, agricultural, manufacturing, and other uses are appropriate downtown, near transit hubs, in 15-minute activity centers, and along corridors? What development standards best accommodate those uses?

We hope that this initial discussion will assist the GPAC when reviewing the Land Use Framework and inform your consideration and feedback at the subsequent discussion at the September GPAC meeting.

Land Use Community Engagement

Based on your input during the July 18th GPAC meeting, the following community engagement activities are being planned to support public review of the Draft Land Use Policy Framework:

- Online information and surveys
- Pop-ups at community gathering spots, 15-minute activity centers, and community events
- Focus group meetings
- Two public workshops (in lieu of Area Meetings)
- "Deep dive" review by the GPAC and the Planning Commission.

We will provide additional information during the "Project and Staff Updates" meeting agenda item.

As General Plan Ambassadors, we are asking GPAC members to assist with pop-up events. We will have a team of two people at each pop-up location, including a combination of City staff, consultant team members, and GPAC members. By next Friday, August 16th, please share your availability [here](#).

During the week of August 19th, we will confirm the timing and locations of pop-ups we'd like your help with. We will also offer a virtual facilitator training tentatively scheduled for Wednesday, August 21st 10-11am, which will also be recorded if you're not available to attend the training.

If you have any questions, please contact Heather Gurewitz (hgurewitz@cityofpetaluma.org). Thank you!

Attachments:

Attachment A: Agenda

Attachment B: Summary notes from the July 18, 2024 GPAC meeting