
Date: May 8, 2025
To: General Plan Advisory Committee (GPAC) members
From: General Plan Update (GPU) Team
Subject: May 15, 2025 GPAC Meeting

The next GPAC meeting will take place on **Thursday, May 15, starting at 6:30pm**. The meeting will be held online via Zoom. **Zoom link for the meeting:** <https://cityofpetaluma-org.zoom.us/j/89918189305>
The primary purpose of the meeting will be to solicit GPAC feedback on the structure and features of the print and online versions of the updated General Plan. This feedback will inform the development of the Administrative Draft of the General Plan.

Members of the public participating in next week's virtual GPAC meeting will be invited to provide comments during the General Public Comment period as well as Public Comment on agenda items. Community members are also welcome to email comments for distribution to the GPAC. All written comments should be emailed to hguirewitz@cityofpetaluma.org no later than 4:30pm on the day of the meeting. Comments received after this time will be distributed after the meeting.

Land Use Map and Designations

During meetings on March 3 and April 14, 2025, the GPU Team presented a summary of the community engagement and feedback received on the Areas of Change, Land Use Designations, and Land Use Alternatives. Based on that feedback and related analysis, and as discussed with the GPAC during the January 16 meeting, the GPU Team also presented recommended changes in land use designations in a Briefing Book and modifications to the land use designation standards. The City Council provided feedback and conducted straw polls to indicate majority direction on the recommendations or modified recommendations for land use designations within the Areas of Change. The meeting materials from the two meetings can be found here:

<https://cityofpetaluma.primegov.com/Portal/Meeting?meetingTemplateId=18557> (March 3) and
<https://cityofpetaluma.primegov.com/Portal/Meeting?meetingTemplateId=18791> (April 14).

The City Council discussion is scheduled to continue during its June 16, 2025 meeting, specifically to discuss the recommendations around the 15-minute centers and the land use designation standards table. During Thursday's GPAC meeting, the GPU Team will provide an update on the direction received from the City Council and the focus of the June 16 meeting.

It was extremely helpful to have GPAC members in attendance at the April 14 Council meeting. Recognizing how much time and thoughtful consideration the GPAC focused on land use, the City Council actively solicited GPAC member input, which shifted the direction of the City Council discussion in several instances. We encourage all GPAC members to attend the June 16 City Council meeting, where you will again have an opportunity to directly inform City Council deliberations.

General Plan Structure and Features

The GPU Team has begun preparing the Administrative Draft General Plan. Much of that work is focused on incorporating revisions based on community, CCBs, Planning Commission, GPAC, and City Council feedback on the draft Policy Frameworks.

The GPU Team is also considering how to best organize and structure the General Plan. During public review of the Policy Frameworks, there were many requests for a holistic, integrated approach; multiple "access points" to supplement the element-based organization; clear guidance for implementation; and tools for tracking implementation and metrics-based progress. Those requests align well with the

project scope, which includes a public-facing Executive Summary, an Implementation Plan, and a Digital Plan that allows browsing and searches by topic.

Thursday's GPAC meeting will be centered on two questions:

- Through what “access points” – besides elements or chapters – should people be able to explore the General Plan?
- What do you like – and not like – about other communities' digital general plans?

Easy Access: Regarding the first question above, community members should be able to easily find sections of the General Plan that relate to particular topics of interest, which may not align well with elements. With that in mind, in advance of next week's meeting, please consider what topics are most important to Petaluma community members. For example, a community member may wish to search by topics such as trees or parks.

One option is to select topics clearly identified as priorities in the General Plan Guiding Principles, which are included below for your reference.

Likewise, community members may want to know how the General Plan addresses different parts of town. Please also consider what specific places (e.g., downtown, SMART/transit stations, disadvantaged communities) and/or types of places (e.g., corridors, employment centers) should be easy to explore in the General Plan.

Digital Plans: To prepare for the GPAC discussion, in advance of next week's meeting, please review these three examples of digital plans (South San Francisco (SSF): <https://shapessf.com/>, Thousand Oaks (TO): <https://toaks2045.org/>, Palmdale: <https://palmdale2045gp.org/>) and consider the following questions:

- **Organization of the Elements:** South San Francisco organizes the elements into Place, People, and Environment sections, and the other two examples don't group the elements. What do you like and not like about each approach?
- **Topics:** All three examples organize goals/policies by cross-cutting topics, but Palmdale's principal organization is by topic rather than element. What do you like and not like about each approach?
- **Other Features:** Are there any other features of each example that you like or don't like?

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

Attachments:

Attachment A: Agenda

Attachment B: Summary of the January 16, 2025 GPAC meeting

Guiding Principles

1. **Climate:** Achieve carbon neutrality by 2030 and equitably foster a sustainable and resilient community in which today's needs do not compromise the ability of the community to meet its future needs.
2. **Natural Environment:** Preserve and enhance Petaluma's natural environment and surrounding open spaces.
3. **River:** Protect and restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and civic opportunities.
4. **Justice:** Promote social and economic justice to address structural social and economic inequities and racism.
5. **Wellness:** Ensure the health and wellness of all residents.
6. **East-West Integration:** Physically and psychologically integrate and connect the East and West sides of town.
7. **Welcoming:** Create a welcoming, affordable, accessible, and age- and family-friendly city.
8. **Housing:** Promote more affordable housing and a diversity of housing options.
9. **Infill:** Prioritize infill development in appropriate locations throughout the City.
10. **Downtown:** Enhance Petaluma's historic downtown by preserving its historic character, expanding pedestrian and bicycle access and safety, providing public gathering spaces, and promoting a diverse mix of uses.
11. **Historic Resources:** Honor, celebrate, and preserve Petaluma's heritage and historic character and its place in the modern city.
12. **Mobility:** Prioritize cycling, walking, transit, and other transportation alternatives over automobiles.
13. **Infrastructure:** Ensure infrastructure supports infill development and addresses the impacts of climate change.
14. **Art:** Advance Petaluma as a hub for the arts, creativity, and innovation.
15. **Economic Development:** Advance a forward-looking economic development strategy that focuses on diversity, opportunity, innovation, and resilience.
16. **Leadership:** Be a leader in advancing these guiding principles within the region and beyond.