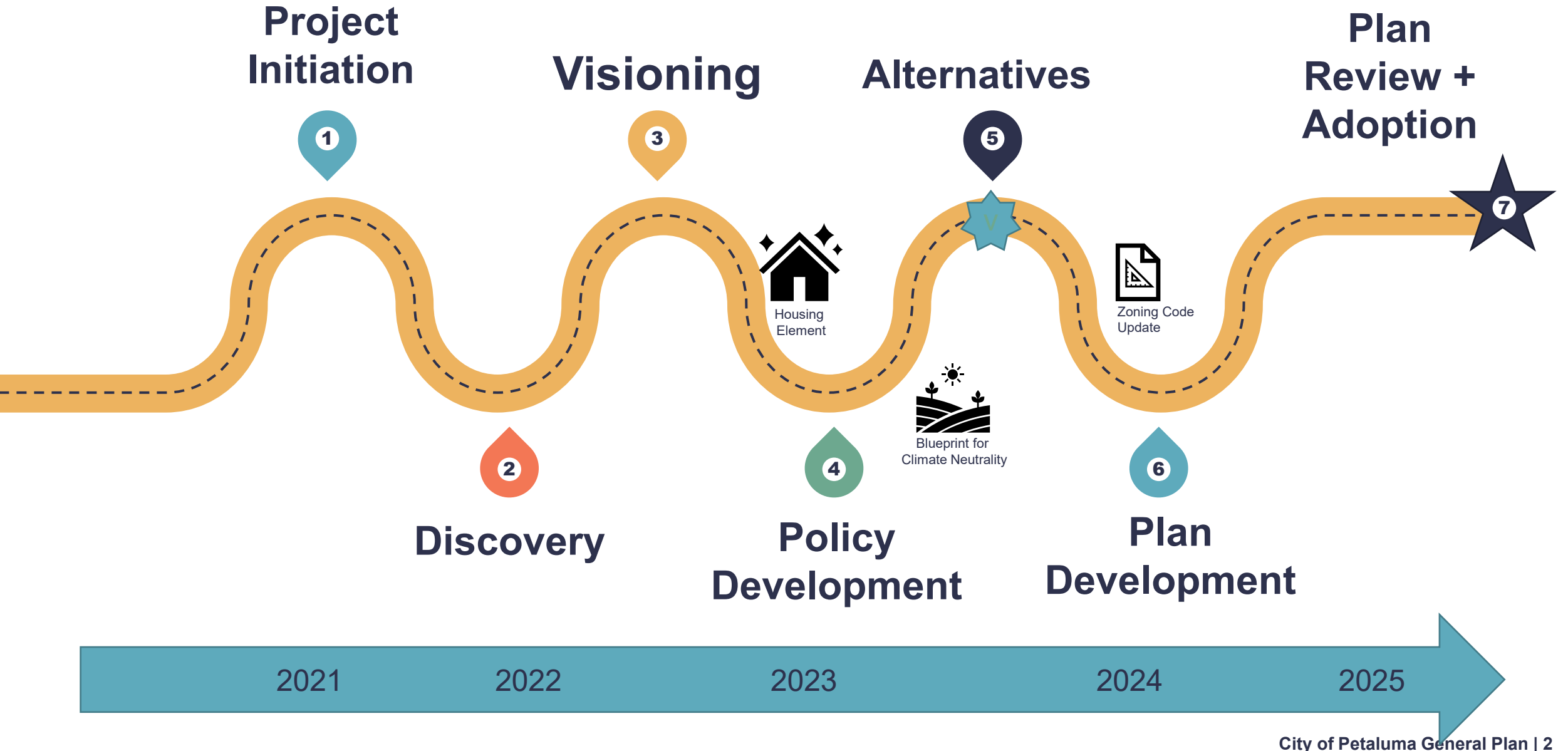


# General Plan: Policy Frameworks

City Council | September 9, 2024

# General Plan Update Roadmap



# Land Use Policy Framework: Summer-Fall 2024

**Public Review  
& Office Hours  
– August thru  
September**

**Planning  
Commission  
Overview –  
August 27**

**September 10  
(PC) & 19  
(GPAC):  
Feedback**

**City Council  
Workshop –  
October 21**

**Planning  
Commission:  
Revised Land  
Use Map – Fall**

**City Council:  
Revised Land  
Use Map – Late  
Fall**

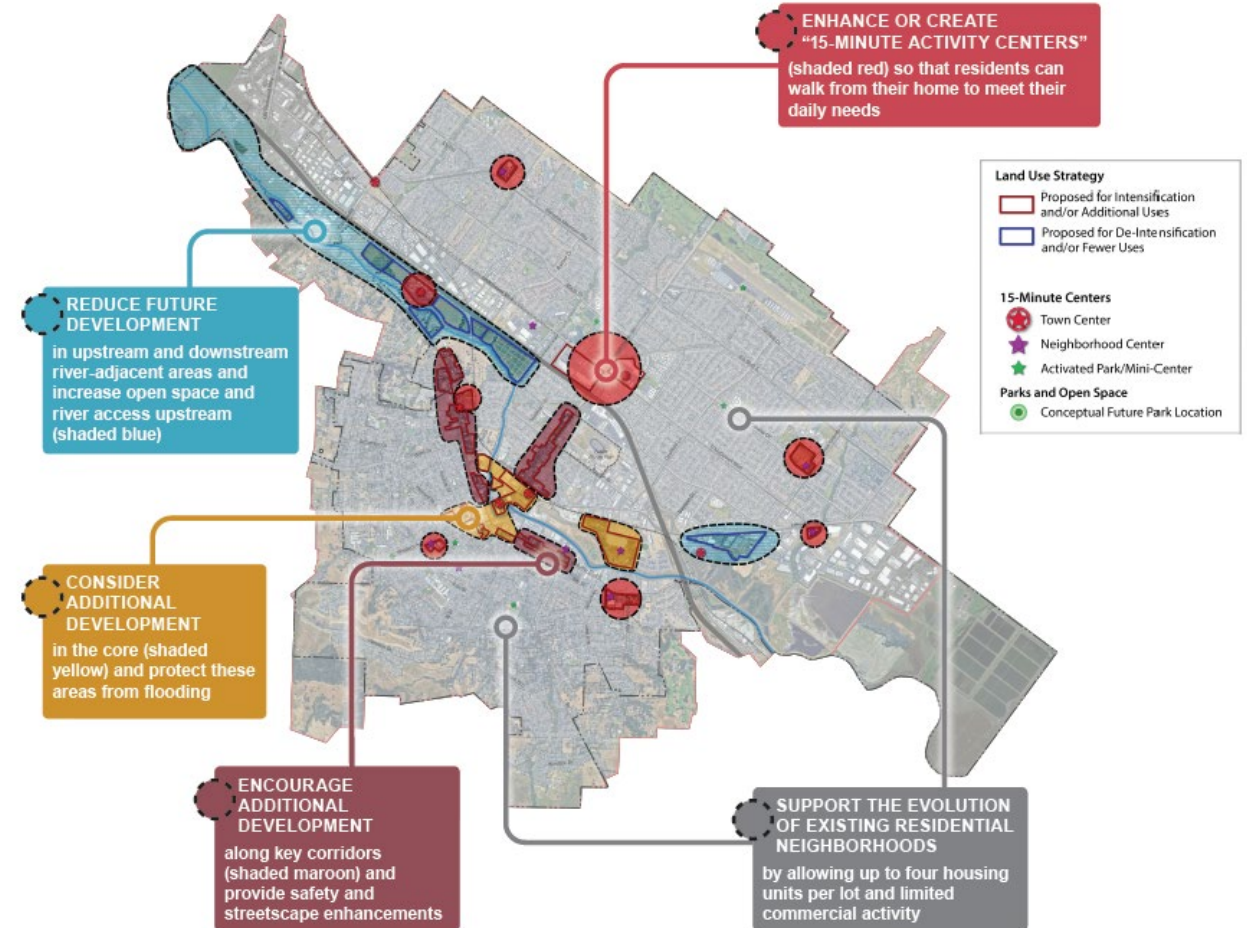
General Plan at upcoming City Council meetings:

- October 21: Land Use Workshop
- Late Fall: Land Use Direction
- Before end of the year: Blueprint for Carbon Action



# Land Use Community Engagement

- Online feedback form
- Pop-ups and events
- Two workshops
- “Deep dive” review by the GPAC and the Planning Commission



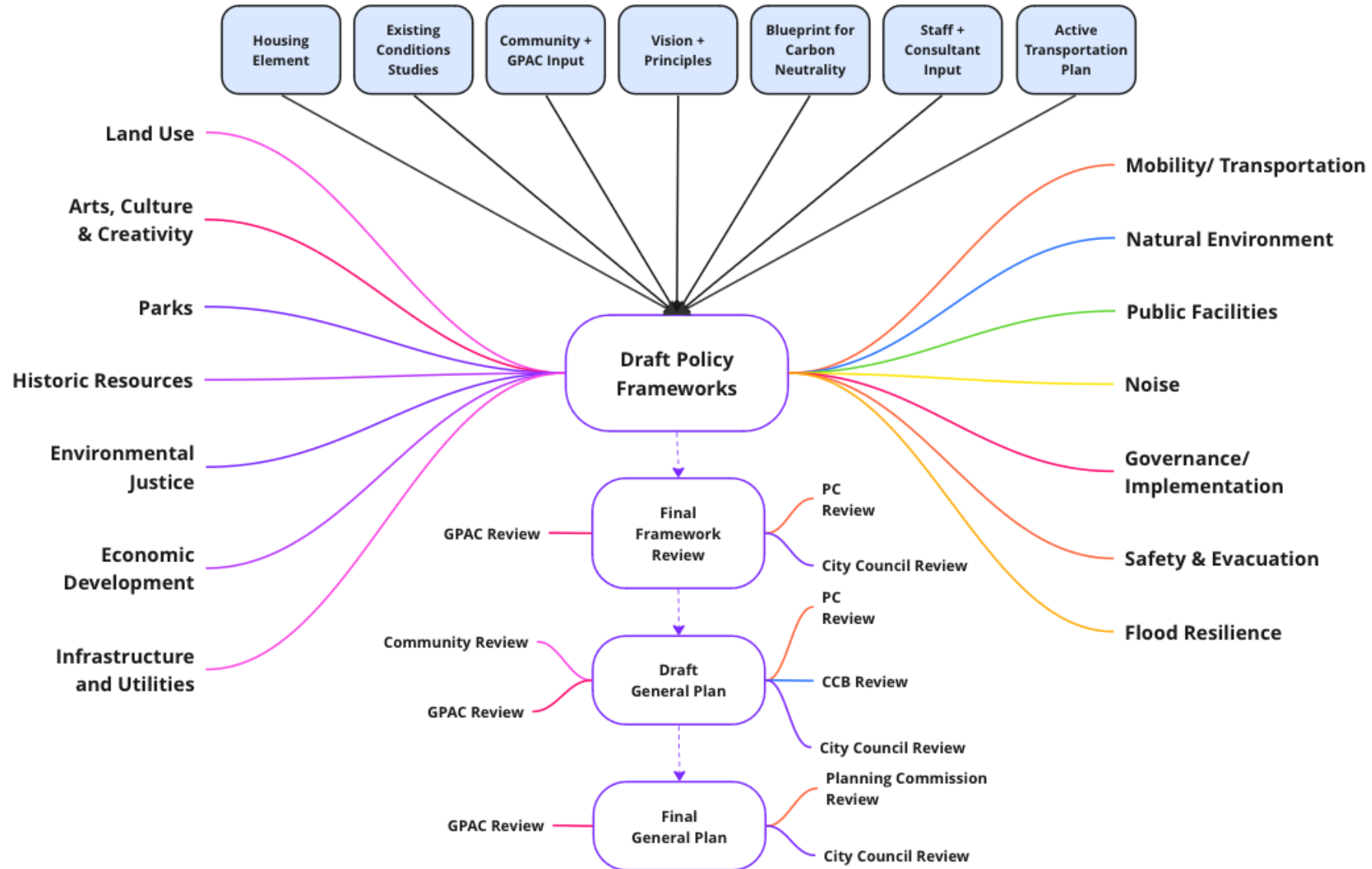
# Land Use Workshops

- Saturday, September 21, 10:00 am – 1:00 pm @ Fairgrounds (Beverly Wilson Center)
- Wednesday, September 25, 5:00-8:00pm, Lucchesi Community Center
- Family-friendly planning fun!
- Stations: citywide, areas
- Presentation
- Staff, Consultants, & GPAC on hand



# Policy Frameworks

# Policy Frameworks: Draft Review Process



# 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](http://planpetaluma.org)



# 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

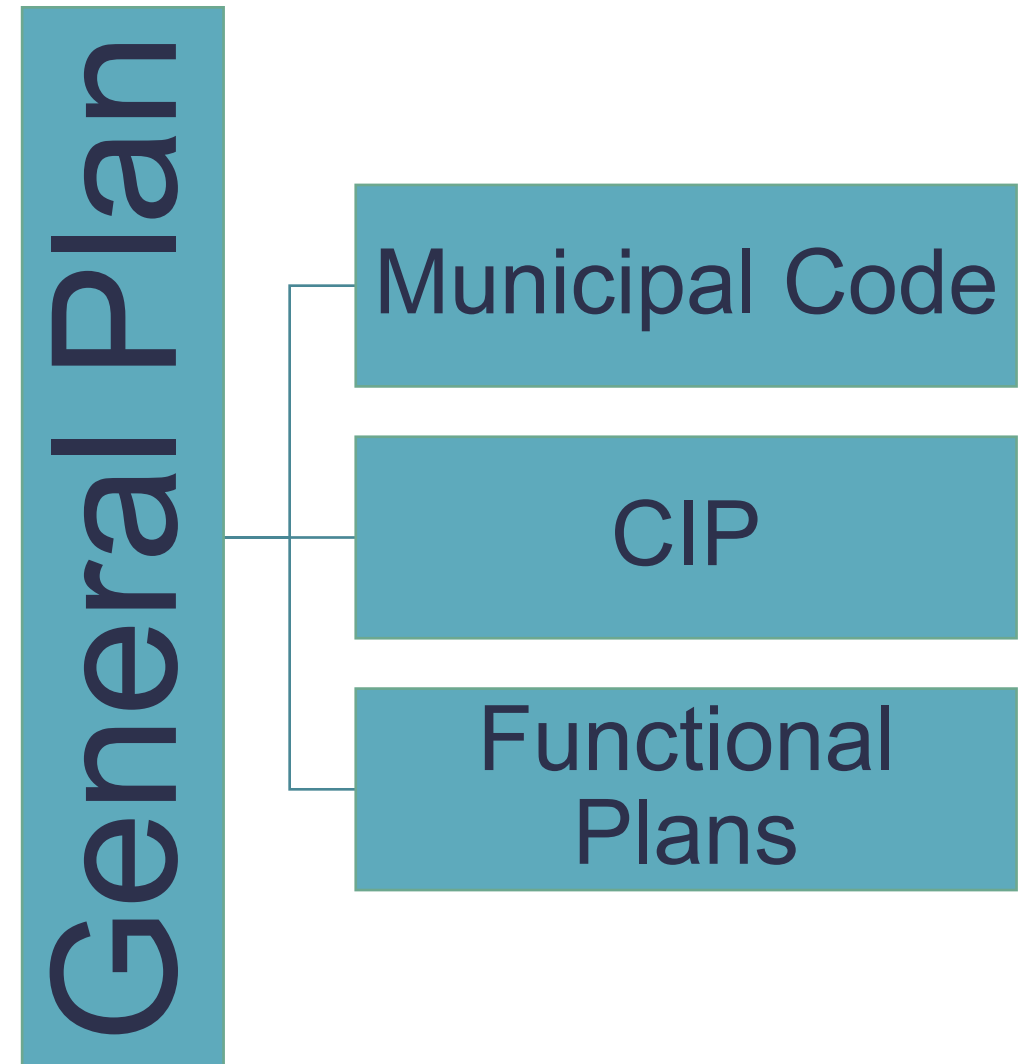
- Goal FAC-1: High-Quality Public Facilities
  - Policy FAC-1.1: Update, expand, relocate, or replace public facilities
    - Action FAC-1.1.3: Plan, design, and construct a new centrally located Fire Station and Emergency Operations Center, to include shared meeting spaces and flex space for other public uses.

# 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

# Implementation of the General Plan

- The following must be consistent with the General Plan (and Land Use Map):
  - Zoning
  - Planning actions like specific plans, development agreements, subdivisions
  - Capital improvements
  - Application of standards established in the General Plan
- General Plan policies guide future decision-making
- Implementing actions require the future allocation of budget and/or staff time (and often partnerships)



# Policy Framework Community Engagement



# Policy Framework Review: April 25-July 1

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	Transportation, Natural Environment
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
Planning Commission	May 28, June 11, June 25, July 9, July 23	All!
Public Art	May 30, 2024	Arts, Creativity, and Culture
Climate Action Commission (CAC)	June 13, 2024	Flood Resilience, Safety
GPAC	June 20, 2024	Working Group recommendations on all Frameworks


# 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.

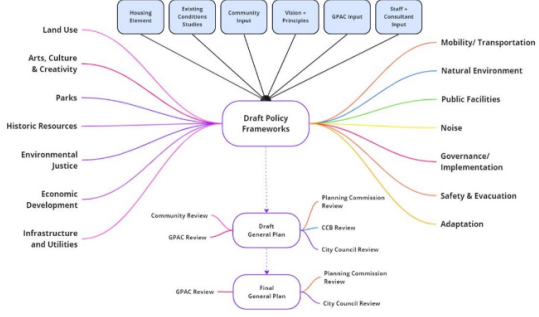
[To read the Arts, Culture, & Creativity framework, click HERE.](#)



##### 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.](#)



City of Petaluma General Plan | 14

# What We Heard

- 2,100+ comments
- Largely supportive
- ~1/2 recommended refinements (e.g., strengthen language, broaden scope)
- ~1/4 recommended adding policies or actions

## Themes

- Strengthen language
- Expand the scope
- Prioritize
- Connections/overlap among Frameworks
- Some beyond the scope of a General Plan (e.g., City jurisdiction or level of detail)

# Policy Framework Review





# Arts, Culture, and Creativity Framework

- Reviewed by
  - Public Art Committee
  - GPAC Working Group
  - Planning Commission
- Public Input: online form, PlanFest, public comment
- Vast majority supportive of the goals and policy direction
- Recommendations
  - Strengthen language
  - Incorporate art into City operations & economy
  - Expand public art program
  - Increase 1% public art requirement

## Supplementary Questions:

- 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?

# Economic Development

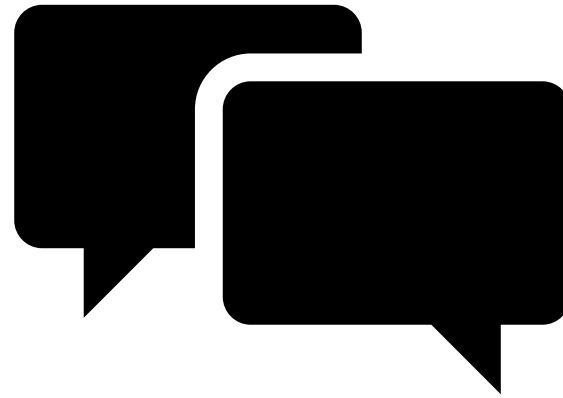
- Reviewed by
  - GPAC Working Group
  - Planning Commission
- Chamber of Commerce Government Affairs Committee
- Public Input: online form, PlanFest, public comment
- Most were supportive of the goals and policy direction
- Themes
  - Shape of future economy, types/sizes of businesses
  - Role of agriculture and support for farms and ag businesses
  - Need for workforce housing
- Recommendations
  - More affirmative City leadership role
  - Reduce permitting barriers
  - Help with permit navigation

# Flood Resilience

- Reviewed by
  - Climate Action Commission
  - GPAC Working Group
  - Planning Commission
- Public Input: online form, PlanFest, public comment
- Very supportive of the policy direction
- Appreciative of the technical foundation
- Themes
  - Continue to update the modeling
  - Apply most conservative model scenarios to development applications
  - Consider costs of implementation
- Recommendations
  - Support Petaluma River Greenway project
  - Limit development in the upper reaches of the River
  - Prohibit building in the floodplain or near the River
  - Prohibit underground parking

# City Council Discussion Questions

- What do you see as the **most important** policies in each framework?
- What **concerns** do you have about the policies in each framework? For example, are they unclear? Should they be softened or strengthened? Do you disagree with the policy direction?
- Framework-specific questions





# Governance and Implementation

- Reviewed by
  - GPAC Working Group
  - Planning Commission
- Public Input: online form, PlanFest, public comment
- Supportive of focus on transparency, accessibility, and public engagement
- Themes
  - Strengthen policies to achieve those goals

## Supplementary Questions:

- Does this framework address the barriers to General Plan implementation?
- Does this framework adequately advance equitable participation in local governance?

# Health, Equity, & Environmental Justice

- Reviewed by
  - Senior Advisory Committee
  - Climate Action Committee
  - GPAC Working Group
  - Planning Commission
- Public Input: online form, PlanFest, public comment
- Supportive of the goals and policy direction
- Themes
  - Public health, including mental health
  - Disabilities and access
  - Age friendly community
- Recommendations
  - Expand the scope
  - Strengthen goal & policy language
  - Ensure ongoing community engagement

## Supplementary Questions:

- Other than the Equity Priority Areas identified in Figure 1, are there additional low income areas that are disproportionately affected by environmental pollution and other hazards that can lead to negative health effects, exposure, or environmental degradation?
- Does the framework address the challenges residents face in reducing their exposure to pollution and accessing health, social, and other services through the City?

# Historic Resources

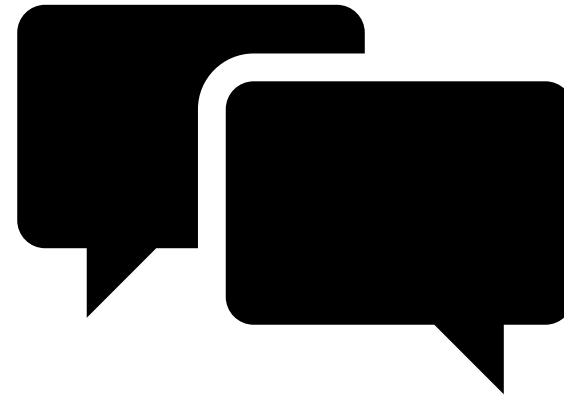
- Reviewed by
  - Historic and Cultural Preservation Committee (HCPC)
  - GPAC Working Group
  - Planning Commission
- Public Input: online form, PlanFest, public comment
- Supportive of the goals and policy direction
- Recommendations
  - Strengthen goal & policy language
  - Robust historic preservation program
  - Unified codes to encourage preservation
  - Formalize, improve, and reduce costs and barriers to preservation
  - Proactive approach to identify and preserve resources
  - Don't increase downtown height limits

## Supplementary Questions:

- What historic resources that are currently unprotected (not currently designated locally or in National Register or California Register) are the most vulnerable?
- Does this framework include the necessary incentives for residents and businesses to be able to conduct preservation, rehabilitation, and adaptive reuse projects?

# City Council Discussion Questions

- What do you see as the **most important** policies in each framework?
- What **concerns** do you have about the policies in each framework? For example, are they unclear? Should they be softened or strengthened? Do you disagree with the policy direction?
- Framework-specific questions





# Infrastructure and Utilities

- Reviewed by
  - GPAC Working Group
  - Planning Commission
- Public Input: online form, PlanFest, public comment
- Themes
  - Shifts related to other frameworks, like Parks & Recreation, Flood Resilience, Environmental Justice, Public Facilities
  - Overlap with Blueprint for Climate Action
- Recommendations
  - Refinement
  - More robust policy related to high-speed Internet
- Notes:
  - General Plan and Blueprint will be consistent
  - General Plan will include cross-references and topic-based search capabilities

# Natural Environment

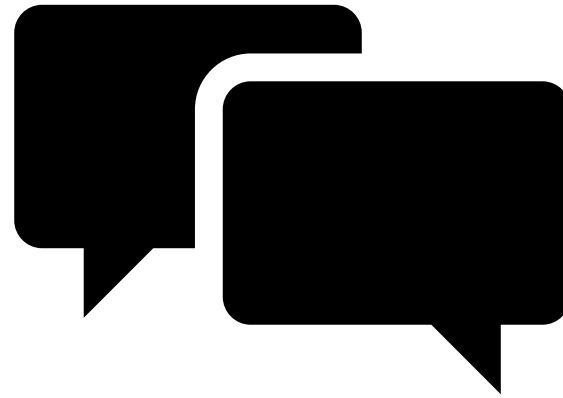
- Reviewed by
  - Recreation, Music, and Parks Commission
  - Tree Advisory Committee
  - Climate Action Committee
  - GPAC Working Group
  - Planning Commission
- Public Input: online form, PlanFest, public comment
- Supportive of the policy direction
- Themes
  - Refinements to language or organization
  - Strengthen to better uplift commitment to preservation of natural environment
  - Clarify holistic vision
  - Petaluma River as a living corridor
- Recommendations
  - Urban forestry: not in Parks and Recreation; incorporate across elements, in Natural Environment, or in Urban Forestry Element
  - Protect ecologically beneficial land
  - Strengthen requirements for development to grow urban forest and preserve open space
  - Be more specific about collaboration with tribes/nations

# Noise

- Reviewed by
  - GPAC Working Group
  - Planning Commission
- Public Input: online form, PlanFest, public comment
- Supportive of the policy direction
- Themes
  - Strengthen regulation of noise: barking, idling, trucks, airport
- Recommendations
  - Ban leaf blowers (considering available technology and equity)

# City Council Discussion Questions

- What do you see as the **most important** policies in each framework?
- What **concerns** do you have about the policies in each framework? For example, are they unclear? Should they be softened or strengthened? Do you disagree with the policy direction?
- Framework-specific questions



# Parks and Recreation

- Reviewed by
  - Recreation, Music, and Parks Commission
  - Tree Advisory Committee
  - GPAC Working Group
  - Planning Commission
- Public Input: online form, PlanFest, public comment
- Supportive of the policy direction
- Themes
  - Petaluma River Park and River Greenway project
  - Focus on specific facilities (e.g., pickleball courts, dog parks)
  - Focus on specific trail & sidewalk improvements and trestle
- Recommendations
  - Urban Forestry: not in Parks and Recreation
  - City maintain street trees for consistency and equity
  - More and enhance public access to the Petaluma River (and all waterways)
  - Focus on maintenance of existing parks before creating new parks

# Public Facilities

- Reviewed by
  - Recreation, Music, and Parks Commission
  - Tree Advisory Committee
  - GPAC Working Group
  - Planning Commission
- Public Input: online form, PlanFest, public comment
- Themes
  - Overlap with Blueprint for Climate Action
  - Schools (outside City jurisdiction)
- Recommendations
  - New facilities: public restrooms, satellite senior center, animal services facility
  - Focus on accessibility
- Note
  - General Plan and Blueprint will be consistent

# Safety

- Reviewed by
  - Climate Action Commission
  - GPAC Working Group
  - Planning Commission
- Public Input: online form, PlanFest, public comment
- Recommendations
  - Add extreme heat
  - Ensure resilient emergency response infrastructure
  - Improve communications in advance of major events
  - Address mental health beyond police and fire resources

## Supplementary Question:

- In this framework, were there any agencies, groups, or resources that should be utilized by the City that were not reflected?



# Transportation

- Reviewed by
  - Airport Commission
  - Transit Advisory Committee
  - Pedestrian and Bicycle Advisory Committee
  - Climate Action Commission
  - GPAC Working Group
  - Planning Commission
- Public Input: online form, PlanFest, public comment
- Supportive of the policy direction
- Themes
  - Refinements to clarify and strengthen policy
  - Overlap with ATP, Blueprint, and free fare transit program
  - Airport benefits, opportunities, and focus on safety
- Recommendations
  - Clarify connections to Blueprint and Land Use
  - Comprehensive transportation network map for all modes
  - Improve communications to ease use of transit and multi-modal opportunities

## Supplementary Questions:

- Does this framework establish a clear path to transforming the City's transportation system, reducing VMT, and removing barriers to safe walking, biking, and transit use?
- Does the “modal hierarch” approach appropriately reflect the community's transportation priorities, when taking into account more specific plans such as the draft Active Transportation Plan?

# City Council Discussion Questions

- What do you see as the **most important** policies in each framework?
- What **concerns** do you have about the policies in each framework? For example, are they unclear? Should they be softened or strengthened? Do you disagree with the policy direction?
- Framework-specific questions

