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DATE: May 28, 2024

TO: Planning Commission

FROM: Brian Oh, Director of Community Development  
Heather Hines, Special Projects Manager  
Christina Paul, Principal Planner

SUBJECT: Recommendation to the City of Petaluma Planning Commission to Receive Staff and Planning Commission Ad Hoc Committee Presentations and Conduct a Study Session to Solicit Input and Provide Nonbinding Comments to General Plan Update Staff and Consultants for Draft Safety, Governance and Implementation, Economic Development, Infrastructure and Utilities, and Noise General Plan Policy Frameworks

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## **RECOMMENDATION**

It is recommended that the Planning Commission receive staff and Planning Commission ad hoc committee presentations and conduct a study session to solicit input and provide nonbinding comments to the General Plan Update project and General Plan Advisory Committee about the following General Plan Update Draft Policy Frameworks: Safety, Governance and Implementation, Economic Development, Infrastructure and Utilities, and Noise Policy to inform revisions to the Frameworks as part of the General Plan Update's foundational work. It is requested that the input and nonbinding comments be framed by the following questions:

- What do you see as the most important policies in these frameworks?
- What concerns do you have about the policies in these frameworks? For example, are they unclear? Should they be softened or strengthened? Do you disagree with the policy direction?
- Does the Governance and Implementation Framework address the barriers to General Plan implementation?
- Does the Governance and Implementation Framework adequately advance equitable participation in local governance?
- In the Safety Element, were there any agencies, groups, or resources that should be utilized by the City that were not reflected?

No action is being requested at the meeting; rather, this meeting is an opportunity for Commissioners to provide feedback on the draft Policy Frameworks to inform additional refinement by the General Plan Update project team and General Plan Advisory Committee.

## **BACKGROUND**

### **General Plan Update**

The City is currently operating under the City of Petaluma: General Plan 2025, which was written in 2006-2007 and adopted in 2008. The City is preparing a General Plan Update that is anticipated to be before the City Council for adoption in late 2025. The General Plan is a guiding document, providing policies and implementation programs to achieve the City's goals, and generally has a planning horizon of around 20 years. The General Plan also serves as the City's foundation for regulating Land Use. Eight mandatory topical areas, or Elements, must be included in a General Plan pursuant to California State Law, including Land Use, Open Space, Conservation, Housing, Circulation, Noise, Safety, and Environmental Justice. Unlike other elements, the Housing Element is required by State regulations to be updated every eight years. Petaluma's Housing Element was adopted by the City Council and certified by the State of California in March 2023.

The General Plan update process kicked off in 2020 with an extensive public engagement process designed to identify community and decision-maker priorities for the General Plan. This effort resulted in a Request for Proposals for consultant teams to assist the City in developing its General Plan, and in April 2021, the City entered into a contract with Raimi + Associates. The Raimi team includes subconsultants with expertise in a variety of areas to support the development of a robust and comprehensive General Plan for the City.

In early 2021, staff assembled a General Plan Advisory Committee (GPAC) to provide insight and recommendations throughout the General Plan Update process. The committee comprises a diverse group of residents, business owners, educators, and other members of the Petaluma community who serve as advisors and project ambassadors. The GPAC works collaboratively with the consultant team, led by Raimi + Associates, and City staff, to provide input on General Plan issues and offer feedback on draft materials. Further information on the GPAC, including meeting materials, can be found at <https://www.planpetaluma.org/gpac-page>.

### **Existing Conditions: Natural Hazards**

Following an initial period of data gathering in 2021, the consultant team completed numerous Existing Conditions Reports, which establish baseline conditions for key policy areas. Key findings and opportunities from the 2022 Existing Conditions Report on Natural Hazards included the following key insights excerpted below:

- The City of Petaluma is situated in a highly active seismic area. Given recent quake activity and the region's proclivity for seismic activity, earthquake hazards will continue to be a factor for the city. Additional information on seismic hazards in the city is included in the Local Hazard Mitigation Plan.

- Petaluma surface hydrology, consisting of steep, dry terrain, with canyons and creeks converging downstream at the Bay, poses flood risks for low-lying areas in times of heavy precipitation.
- Specific areas of concern are those located along the back side of Industrial Avenue, which have been flooded repeatedly over the years. The flood history and associated damage demonstrate a need for flood protection, control, and community education to be addressed in the General Plan Update.
- Petaluma does not have any State-designated high fire hazard zones within the city limits; however, there are high fire hazard areas near the city, and extensive development in densely vegetated wildlands has increased the risk of wildfire property damage and loss of life. The risk of wildfires in the Wildland Urban Interface (WUI) is projected to increase due to the effects of climate change.

### **Existing Conditions: Socioeconomics**

Key findings and opportunities from the 2021 Socioeconomic Profile included the following key insights excerpted below:

- The proportion of residents in the age range of 55-74 years has grown substantially in recent years, and nearly 32 percent of the city's population is 55 years of age or older. The population of children under 18 is decreasing, and fewer households have children compared to 20 years ago.
- Most notable is the increase in the city's Hispanic/Latino population, which grew by 7.3 percent from 2000 to 2019. However, White residents still represent a significant majority of Petaluma's population (77.5 percent in 2019). 5 percent of adults in Petaluma do not speak English well (referred to as "linguistic isolation"), compared to 9 percent statewide.
- The city has a significantly higher median household income and a lower rate of poverty than Sonoma County or California. In 2019 nearly 60 percent of households in Petaluma earned more than \$75,000 per year, and more than 26 percent of households earned \$150,000 or more per year.
- The median monthly housing cost in Petaluma in 2019 was \$1,951 – about 20 percent higher than the statewide median housing cost of \$1,629 per month. The housing cost burden is also prevalent, with 18.6 percent of the city's households spending 30 to 50 percent of their income on housing and 15.4 percent of households spending more than 50 percent of their income on housing.
- Despite a high proportion of local commuters (within Sonoma County), as of 2019, a large majority of employed residents of Petaluma drove to work alone (72.6 percent). The share of Petaluma residents who use public transportation to get to work dropped from 5 percent in 2000 to 3.1 percent in 2019. During the same period, the number of Petaluma residents who work from home nearly doubled – from 4.7 percent in 2000 to 8.7 percent in 2019.

## **Existing Conditions: Retail**

Key findings and opportunities from the 2021 Existing Conditions report for Retail included the following excerpted below:

- It is important to understand the distinction between commodity and specialty retail and how they relate to the analysis of and recommendations related to various retail projects and districts. In their simplest form, commodity retailers sell the goods and services that we use every day, while specialty retailers sell what we splurge on.
- The driving force behind current retail evolution is a combination of bricks-and-mortar consolidation and the expansion of e-commerce. “Place” and “environment” are key elements for some sorts of retail uses, but sense of place is less critical for commodity retailers than specialty retail areas and businesses.
- Retail isn’t dying, it has reoriented to more efficient platforms that give consumers one-stop comparison and shopping and is as or more robust and diversified than at any time in memory.
- What’s new is that specialty goods that have traditionally been purchased through brick-and-mortar retail channels are also increasingly being purchased through online channels once reserved for commodity goods.
- Petaluma already has ample commodity retail to meet its residents’ daily needs and even more options in close-by Rohnert Park, Novato, and Santa Rosa.
- Petaluma’s Historic Downtown has a unique retail offering not found elsewhere in Petaluma or, except perhaps Downtown Healdsburg or Sonoma, anywhere in Sonoma County. This differentiation from other retail districts is one of the reasons that the Historic Downtown has continued to grow and thrive and survived Covid-19 relatively intact.
- It is the sidewalk where the public realm meets the private realm -- between the moving world and the built environment. It is imperative, particularly where vibrancy is desired, to think in terms of “complete sidewalks.”
- Thought should be given to active versus inactive storefronts and transparency requirements as they relate to creating a compelling experience for consumers.
- A key element of sustainability will be creating a resilient retail environment to advance the goal of creating and maintaining a vital and productive retail base that is economically, culturally, and environmentally sustainable and that meets residents' needs. The Retail Resiliency™ methodology used in this evaluation gives context for integrating local aspirations, emphasizing accessibility and the local built environment, and promoting economic stability.

## **Existing Conditions: Economic Market Analysis**

Key findings and opportunities from the 2021 Economic and Market Analysis included the following excerpted below:

- Petaluma’s economy grew in the years prior to the COVID-19 pandemic, driven by a healthy mix of “export-oriented” and “household-serving” industries. The city serves as a

significant employment destination, with over 30,000 jobs—approximately 15 percent of Sonoma County’s jobs as of 2018. Nearly 80 percent of workers at jobs in Petaluma commute into the city from elsewhere.

- Manufacturing, the city’s largest industry by number of jobs, has grown in recent years and is relatively concentrated in the city compared to Sonoma County. This industry includes strengths related to agricultural production, food manufacturing, medical devices and equipment, and a variety of smaller and diverse high-tech businesses.
- Petaluma is positioned to continue attracting additional business activity and job growth based on:
  1. the City’s fundamental competitive strengths including an easy commute and goods movement access to the larger region via Highway 101, its location within productive agricultural land, and the presence of a large and highly educated residential base;
  2. continued growth in major industries as agricultural production continues, tourism expands, medical device company sales and investment grow during and after the COVID-19 pandemic, and local residents create additional demand for goods and services as the population grows and ages; and
  3. potential opportunities to attract business growth based on access to the Downtown Petaluma SMART station.
- Challenges for growth include traffic congestion on Highway 101, which impacts commutes and product distribution, and the limited supply of large commercial and industrial development opportunity sites with convenient access to Highway 101.
- Petaluma has attracted a variety of housing development projects, including both market-rate and affordable housing units. The city’s new housing permits since 2010 have been nearly evenly split between single-family and multifamily homes, suggesting a reorientation toward producing higher-density units that will become more critical to accommodate growth within the urban growth boundary.
- As in most Bay Area communities, housing prices and rents grew rapidly in Petaluma in the past decade. The city’s median home sales prices are among the highest of neighboring communities such as Cotati and Rohnert Park. The rapid price and rent increases create an ongoing need to produce additional market-rate and income-restricted affordable housing to ensure sufficient housing exists that is affordable to residents of all income ranges. This housing also expands opportunities for more workers at jobs in Petaluma to also reside in Petaluma.
- Potential demand for additional housing units in Petaluma is expected to range from 5,570 and 6,460 new units by 2050, although the city’s 2,400 recently constructed and planned or proposed development projects will meet some of this demand. Petaluma’s ability to build these units will depend on land use policy decisions and the financial feasibility of constructing new housing— especially multifamily housing, which makes efficient use of limited land area, but is also more expensive to construct than single-family homes on a per square foot basis. Meeting demand will also require providing

income-restricted affordable housing for households unable to afford market-rate prices and rents.

- Petaluma is likely to attract long-term growth in hotel stays and demand for additional hotel rooms. Although the hotel industry is still recovering from the effects of the COVID-19 pandemic, Petaluma’s primary drivers of hotel stays are well-positioned for recovery and growth. These drivers include tourists visiting wine country and business travelers with destinations in Petaluma and communities along Highway 101. Long-term hotel development trends in Petaluma and Sonoma County show consistent long-term growth rates in hotel rooms as the economy has expanded over time. Petaluma can potentially capture demand for approximately 244 and 383 additional hotel rooms by 2050.
- Demand for industrial space is high and likely to continue growing in Petaluma. The city can potentially capture demand for between approximately 537,000 and 654,000 square feet of new industrial space by 2050. Petaluma’s strengths include the demand for:
  - Flex spaces that combine R&D and production for technology industries;
  - Flex and manufacturing spaces for food- and beverage-related businesses and medical equipment production;
  - Distribution facilities to support manufacturing businesses and distribution to local homes and businesses.
- Challenges facing new industrial development and business growth include costs for space, lack of workforce due to the area’s high cost of living, traffic congestion on Highway 101, and a lack of land suitable for industrial development.
- Petaluma continues to compete for businesses seeking industrial land based on the community’s location on Highway 101 (which provides access to a diverse workforce), to the larger Bay Area population, and to the Port of Oakland. However, new challenges are emerging for capturing future growth in demand: 1) costs for industrial space in Petaluma have increased to the point that the city is not necessarily a “value” destination within the county (though still less expensive than many Marin County communities), 2) rising housing costs in Petaluma and throughout Sonoma County could make it increasingly difficult for manufacturing employers to attract a diverse workforce, especially in middle-wage jobs that require technical training, 3) traffic congestion on Highway 101 could reduce the city’s access to the larger Bay Area region and Port of Oakland, and 4) the supply of well-located and accessible development opportunity sites is decreasing as development occurs.
- Through 2050, Petaluma could potentially anticipate modest demand of approximately 299,000 to 349,000 square feet of new office space, driven by expansion and relocation needs of larger employers and by gradual increases in demand driven by smaller medical and professional service businesses that serve the city’s residents and businesses. While demand for office space in Petaluma has historically been weaker compared to industrial space—with the exception of the “Telecom Valley” era of the late 1990s to 2000s—the presence of the Downtown Petaluma SMART station and the potential addition of a

second SMART station could potentially generate additional interest from employers and developers.

### **Existing Conditions: Utilities**

Key findings and opportunities from the 2021 Existing Conditions report for Utilities included the following excerpted below:

- The City projects meeting potable water demands for normal water years through 2045. For single dry water years through 2030, the City may reduce its potable demands and supply groundwater as needed to meet shortfalls. Significant mandatory water restrictions as a result of the 2021 drought call into question the current understanding of water supply reliability.
- The City's wastewater system plan was found to be mostly satisfactory, with only a few minor concerns identified in a 2020 audit. The municipal waste treatment plant is currently operating under peak daily capacity.
- In addition to water quality concerns in the River, there remain significant portions of the City that are underserved by existing stormwater infrastructure and are prone to flooding. Deferred maintenance costs continue to grow each year, and the City continues to lose valuable stormwater management green space and floodplains.
- The City has experienced both Public Safety Power Shutoffs and Rolling blackouts in recent years, highlighting the need for improvement of grid resilience and backup energy options. Natural gas systems are meeting City demands.
- The Redwood Landfill, which disposes of solid wastes from the City, has a scheduled operational lifespan until 2025.

### **Existing Conditions: Noise**

Key findings and opportunities from the 2022 Existing Conditions report for Noise included the following excerpted below:

- The main source of noise for Petaluma is vehicle traffic along major roadways and arterial streets.
- The City of Petaluma has adopted rules and regulations to reduce noise levels in the community. These include specific hours to limit the use of power tools and other noise sources. Code compliance complaint forms are used for enforcement.
- The Petaluma Municipal Airport is located adjacent to a residential area and may generate noise during the take-off, landing, and taxiing of flying equipment. However, the airport sees a relatively low volume of air traffic and does not significantly impact overall noise levels in the community.
- The existing Sonoma-Marín Area Rail Transit (SMART) train station (Downtown Station) and the planned second station proposed at Corona Road are both located in areas zoned for residential use. Noise impacts associated with the SMART train have the potential to be a nuisance for the surrounding noise-sensitive receptors.

- Future development within Petaluma is primarily limited to infill development, increasing the potential for noise sensitive receptors to be located in areas with higher ambient noise levels.

## **Vision, Pillars, and Guiding Principles**

Simultaneously to the existing conditions effort, the consultant team and staff engaged in a robust public engagement process that included public surveys, listening sessions, geographical area meetings, pop-up workshops, focus groups, and engagement with the General Plan Advisory Committee. This work informed the Existing Conditions Reports as well as a Vision Statement, Pillars, Guiding Principles, and Supporting Concepts document that was developed and unanimously recommended by GPAC to the City Council on February 17, 2022. The document was accepted by the City Council on March 21, 2022 (<https://www.planpetaluma.org/documents#gpuvision>).

The Vision Statement describes the desired future conditions and characteristics of the city. The Pillars are the core community values. The Guiding Principles and Supporting Concepts provide broad direction and pathways to achieve the vision and honor community values, focusing on the community's specific challenges and opportunities. The complete [Vision, Pillars, and Guiding Principles](#) are on the PlanPetaluma website ([planpetaluma.org](http://planpetaluma.org)).

The following Vision, Pillars, and Guiding Principles were identified as being specifically applicable to the Safety, Governance, Economic Development, Infrastructure, and Noise Frameworks and may be helpful to the Commission's discussion:

### *Vision and Pillars*

We invest in each other. We are a community where children and youth thrive, families in all forms are supported, and our elders flourish as they age in place. We provide plentiful and varied housing choices, convenient access to healthy local food, and an educational system that builds leaders. We support all residents with accessible city services.

We are forward-thinking leaders. By achieving carbon neutrality in 2030, we demonstrate that equitable, carbon-neutral, regenerative communities and economies are possible through action and collaboration with other cities, communities, and our region.

We have adapted to climate change with a community-driven, whole systems, and nature-based approach to development.

Petaluma is committed to bold action to achieve carbon neutrality by 2030 and to building resilience to climate change impacts, including sea level rise, increasing temperatures, drought, and wildfire intensity. The General Plan must build climate-ready communities using science, technology, and bold ways of thinking to advance change in our relationship with the natural environment and to plan for current and future impacts.

Petaluma is a vibrant river town rooted in the relationship between our people and the land. We acknowledge that Petaluma is the traditional territory and unceded lands of the Coast Miwok peoples. We appreciate that our name springs from those tribes who first called this land home.

We are caring and connected. We celebrate our differences by providing inclusive community spaces for the diverse people that form Petaluma and by cultivating a sense of belonging. We



welcome newcomers seeking refuge, a place to call home, and new opportunity. Our engaged residents and local government ensure equity, livability, opportunity, and access for all residents. We embrace each other's cultures, lift each other up, and move forward together.

Participatory Decision-Making and Government Transparency. Success in these endeavors will depend on an engaged community that participates in decision-making and a government that is open and transparent. The General Plan must reflect the perspectives of Petaluma's diverse population, ensuring that opportunities to engage in public dialogue are accessible to all and setting the stage to address and solve future challenges with integrity, creativity, and collaboration.

We are prosperous. We support our local businesses that provide jobs for our own residents and services to our city and region. Our economy is localized and self-reliant and builds wealth for residents of all socioeconomic backgrounds. We invite new businesses and development to join in our vision. Our city infrastructure and facilities are sustainably financed, resilient, and well-maintained.

We are creative. We build an environment that promotes beauty, resilient architecture, and inventive design citywide, where art, crafts, design, and economic innovation thrive.

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. Our friendly, beautiful, and nature-filled streets, parks, urban forest, and accessible river, bike lanes and trails, and walking paths connect people and help keep residents healthy. It is safe, easy, and enjoyable to travel across and around town and to neighboring communities with human, electric, and hybrid transport.

### *Guiding Principles*

The following Guiding Principles are relevant to the Frameworks under discussion in this meeting:

1. 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. Preserve and enhance Petaluma's natural environment and surrounding open spaces.
3. Protect and restore the natural function of the Petaluma River and its tributaries while expanding complementary recreational, entertainment, and civic opportunities.
4. Promote social and economic justice to address structural social and economic inequities and racism.
5. Ensure the health and wellness of all residents.
6. Physically and psychologically integrate and connect the East and West sides of town.
10. 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. Honor, celebrate, and preserve Petaluma's heritage and historic character and its place in the modern city.

13. Ensure infrastructure supports infill development and addresses the impacts of climate change.
15. Advance a forward-looking economic development strategy that focuses on diversity, opportunity, innovation, and resilience.

Each of the Guiding Principles includes supporting concepts that can be found in the [Vision, Pillars, and Guiding Principles](#) on the PlanPetaluma website ([planpetaluma.org](http://planpetaluma.org)).

## **Policy Frameworks**

### *Context and Foundation*

The General Plan is made up of both the Land Use Map, which displays General Plan Land Uses, and policies that relate to a wide range of topics. At present, the draft General Plan policies are contained in Policy Frameworks, which will ultimately inform the development of Elements in the Draft General Plan. These Frameworks were developed based on a series of inputs, including much of the work that has been done to date as part of the General Plan Update, such as the Existing Conditions Report, Vision and Guiding Principles, the Blueprint and Carbon Neutrality, and the Housing Element. Additionally, the Policy Frameworks were shaped through input from the General Plan Advisory Committee, expertise from the consultant team, operational expertise from city staff, and input from the community.

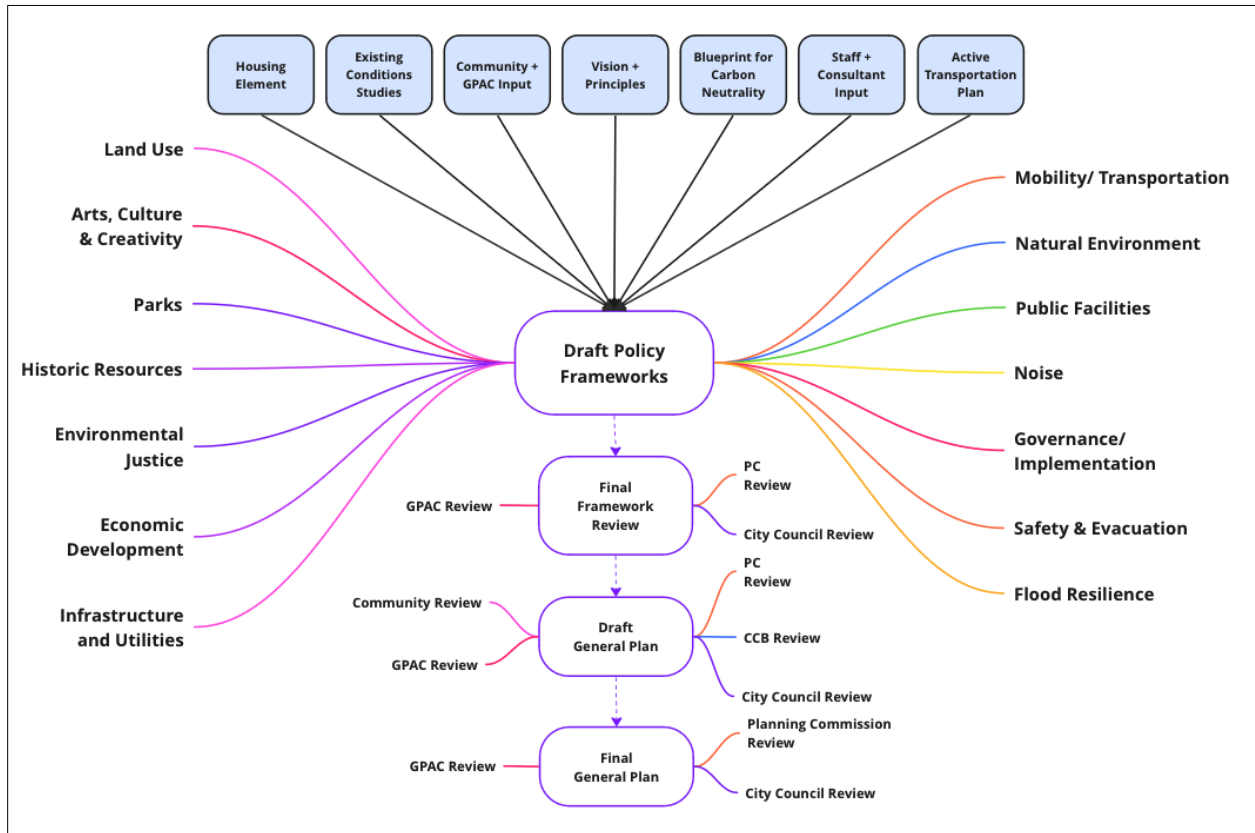
Twelve of the 14 Policy Frameworks were published for public review on March 21, 2024 (<https://www.planpetaluma.org/policy-frameworks>). The Flood Resilience Framework was released for public review on April 23, 2024. The Land Use Framework will be released later this year with the Land Use Alternatives. Figure 1 diagrams the process that resulted in the Draft Policy Frameworks, the subsequent review process, and the development of the General Plan. The draft Policy Frameworks were developed through an extensive process that included a wide range of inputs. Figure 2 diagrams the process to arrive at and review the Policy Frameworks.

At the Planning Commission meeting on April 9, 2024, the Commission received a presentation that included a request to review the draft Policy Frameworks and a recommendation to establish two Ad Hoc Committees for the purpose of facilitating the review of the draft Policy Frameworks. The Planning Commission acted on the recommendation and established two Ad Hoc Committees. Chair Hooper was designated as the lead for Ad Hoc Committee One to serve with Commissioners Whisman, Mozes, and Bauer to review the Economic Development, Transportation, and Parks Frameworks. Vice-Chair Racusen was designated to lead Ad Hoc Committee Two with Commissioners Cader Thompson, and McErlane to review the Flood Resilience, Infrastructure and Utilities, and Noise Frameworks. Subsequently, Ad Hoc Committee One was also asked to review the Environmental Justice Framework and Ad Hoc Committee Two was asked to review the Natural Environment Framework.

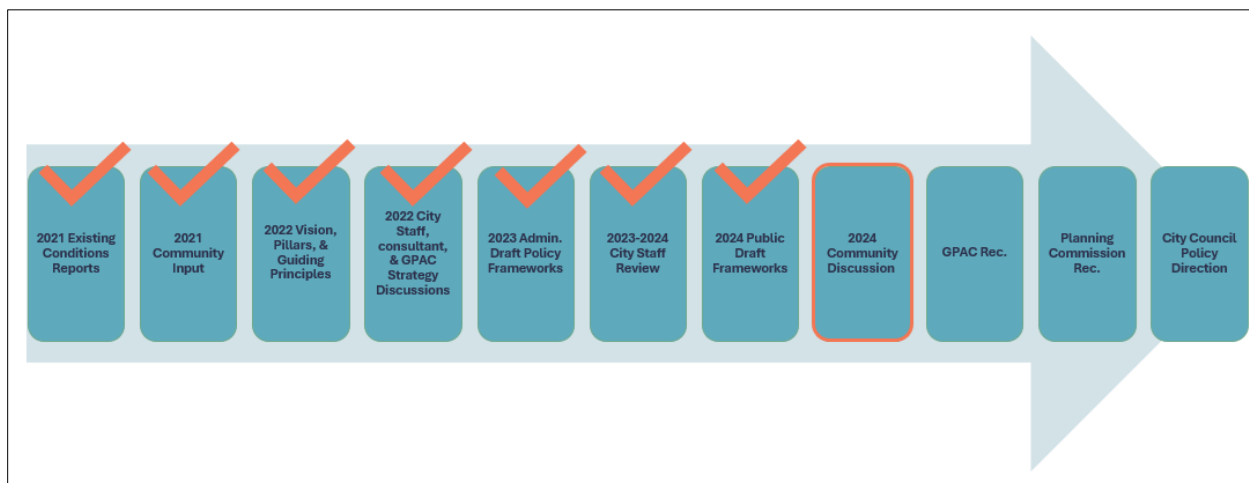
Throughout May, Committees, Commissions, and Boards (CCBs) have been reviewing the Frameworks and providing feedback to the City staff and consultant team. All meetings have been recorded (except the Senior Advisory Committee) and are available for review on the website at <https://www.planpetaluma.org/getinvolved>.

Additionally, the City hosted the General Plan Fest on May 11, 2024. Over 100 members of the public attended the event and provided feedback on the Frameworks. A summary of feedback will be prepared, and the individual comments can be found on [PlanPetaluma.org](https://PlanPetaluma.org).

*Figure 1: Context of the Draft Policy Frameworks*



*Figure 2: Policy Framework Development and Review Process*



## **DISCUSSION**

### **Governance and Implementation Policy Framework**

The Draft Governance and Implementation Policy Framework has 4 goals:

Goal GOV-1: Proactive General Plan Implementation

Goal GOV-2: Transparent Government & Engaged Community

Goal GOV-3: Regional Leadership

Goal GOV-4: Embracing New and Emerging Technology

These goals are supported by 22 policies as well as supporting programs. The goals, policies, and programs are listed in the Draft Governance and Implementation Policy Framework which is available on [planpetaluma.org](http://planpetaluma.org).

### **Safety Policy Framework**

The Draft Safety Policy Framework has 10 goals:

Goal SAF-1: Emergency Guidance and Tools

Goal SAF-2: High-Quality Emergency Services

Goal SAF-3: Responsive Public Safety Services

Goal SAF-4: Evacuation

Goal SAF-5: Critical Facilities Resiliency

Goal SAF-6: Climate Resilience

Goal SAF-7: Drought

Goal SAF-8: Wildfire Risk Management

Goal SAF-9: Earthquake Resiliency

Goal SAF-10: Hazardous Materials Management

These goals are supported by 41 policies as well as supporting programs. The goals, policies, and programs are listed in the draft Safety Policy Framework which is available on [planpetaluma.org](http://planpetaluma.org).

### **Economic Development Policy Framework**

The Draft Economic Development Policy Framework has 6 goals:

Goal ED-1: Strong Economy

Goal ED-2: Equitable Economy

Goal ED-3: Adequate Tax Revenue / Municipal Finances

Goal ED-4: Destination City

Goal ED-5: Transportation Serves Business

Goal ED-6: New Businesses

These goals are supported by 30 policies as well as supporting programs. The goals, policies, and programs are listed in the Draft Economic Development Policy Framework which is available on [planpetaluma.org](http://planpetaluma.org).

## **Infrastructure and Utilities Policy Framework**

The Draft Infrastructure and Utilities Policy Framework has 10 goals:

Goal IU-1: Sustainable Water Supply

Goal IU-2: Integrated Water Resources Management

Goal IU-3: Water Conservation

Goal IU-4: Groundwater Sustainability

Goal IU-5: Zero-Emission Water and Wastewater

Goal IU-6: Waste Reduction

Goal IU-7: Zero-Emissions Waste Operations

Goal IU-8: Renewable and Resilient Energy

Goal IU-9: Broadband Infrastructure

Goal IU-10: Resilient High-Speed Internet

These goals are supported by 28 policies as well as supporting programs. The goals, policies, and programs are listed in the Draft Infrastructure and Utilities Policy Framework which is available on [planpetaluma.org](http://planpetaluma.org).

## **Noise Policy Framework**

The Noise Policy Framework has 5 goals:

Goal NOI-1: Appropriate Sound Levels

Goal NOI-2: Noise Management

Goal NOI-3: Temporary Noise

Goal NOI-4: Transportation Noise

Goal NOI-5: Vibration

These goals are supported by 18 policies as well as supporting programs. The goals, policies, and programs are listed in the Draft Noise Policy Framework, which is available on [planpetaluma.org](http://planpetaluma.org).

## **Requested Feedback**

The General Plan consultant team and staff have launched a robust public engagement process to gather feedback on the draft General Plan Policy Frameworks. This includes requesting that the City's Committees, Commissions, and Boards provide feedback on the Frameworks within their purview.

The General Plan Update team is requesting that the Planning Commission provide feedback on the Economic Development, Governance and Implementation, Infrastructure and Utilities, Health, Equity, Environmental Justice, Natural Environment, Noise, and Safety draft Policy Frameworks by answering the following questions:

- What do you see as the most important policies in these frameworks?

- What concerns do you have about the policies in these frameworks? For example, are they unclear? Should they be softened or strengthened? Do you disagree with the policy direction?
- Does the Governance and Implementation Framework address the barriers to General Plan implementation?
- Does the Governance and Implementation Framework adequately advance equitable participation in local governance?
- In the Safety Element, were there any agencies, groups, or resources that should be utilized by the City that were not reflected?

### Other Review Activity

The Planning Commission will have the opportunity to conduct a high-level review of all the Policy Frameworks prior to making a recommendation to the City Council. Other City Committees, Commissions, and Boards (CCBs) are reviewing Frameworks related to each CCB's charge. There are ample opportunities to participate in the Policy Framework review process as members of the public, including:

1. Submitting comments on draft Policy Frameworks through the [online portal](#).
2. Attending a CCB meeting and making comments as a member of the public:

CCB	Meeting Date	Frameworks to Review
<b>Pedestrian &amp; Bicycle Committee</b> joint meeting with <b>Transit Advisory Committee</b>	May 1, 2024 <a href="#">Recording</a>	Transportation
<b>Airport Commission</b>	May 2, 2024 <a href="#">Recording</a>	Mobility and Transportation
<b>Historic and Cultural Preservation Committee</b>	May 7, 2024 <a href="#">Recording</a>	Historic Resources
<b>Senior Advisory Committee</b>	May 9, 2024 (No recording)	Health, Equity, and Environmental Justice
<b>Climate Action Commission</b>	May 9, 2024 <a href="#">Recording</a>	Natural Environment Mobility and Transportation
	June 13, 2024	Flood Resilience
<b>Recreation Music and Parks Commission</b> joint meeting with the <b>Tree Advisory Committee</b>	May 15, 2024 <a href="#">Recording</a>	Parks Natural Environment Public Facilities
<b>Public Art Committee</b>	May 30, 2024	Arts, Culture, and Creativity
<b>Planning Commission</b>	May 28, 2024	Natural Environment

	June 25, 2024 July 23, 2024	Infrastructure and Utilities Economic Development Noise Parks Mobility and Transportation Health, Equity, and Environmental Justice Flood Resilience Land Use
<b>General Plan Advisory Committee</b>	Ongoing, with Final review June 20, 2024	Working Group Recommendations on all Frameworks

Recordings for the above meetings will be available on the [City's website](#) and on the [Planpetaluma.org website](#).

### **General Plan Next Steps**

Following the outreach effort on all draft Policy Frameworks, comments will be summarized and brought before the Planning Commission for final review and comment, followed by City Council consideration and acceptance.

Later this year, the General Plan Update team will begin a public engagement process around Land Use Alternatives. The General Plan team anticipates a Briefing Book for the Land Use Alternatives will be available for review in August 2024. The subsequent outreach strategies and meeting dates are currently being refined by the City. After public review and discussion, the Planning Commission will review and consider a preferred land use alternative for recommendation to the City Council. The item will be brought before the City Council for approval of the preferred land use alternative.

Once the preferred land use alternative is identified, the consultant team will release the official Notice of Preparation for the General Plan Environmental Impact Report, initiating the environmental process.

### **Public Outreach**

The General Plan Update process is documented via the City of Petaluma General Plan website: <https://www.planpetaluma.org/>. It contains all information available on the General Plan Update process, including any documents that have been complete and many meeting recordings. General Plan Advisory Committee meetings are publicized, and the public is invited to attend and provide feedback via public comment at these and other public meetings.

The consultant team conducted a significant public engagement effort to invite the public to provide feedback on the Policy Frameworks and the Land Use Alternatives. The City hosted the event, [General Plan Festival](#) on Saturday, May 11, 2024, from 9:00 am – 2:00 pm. Attendees were able to participate in an open house event to learn about the Frameworks, engage in informal discussion about the policies in the Frameworks, and provide feedback. Over 100

community members attended and provided valuable feedback that will be taken into consideration as the policies are revised and consolidated into the General Plan Elements.

### **CASE STUDIES**

No case studies are associated with this meeting item or staff report.

### **ENVIRONMENTAL REVIEW**

Following review of the draft Policy Frameworks and development of the draft Land Use Framework, the General Plan Update project will begin preparation of the Environmental Impact Report (EIR) for the project. When the General Plan is brought forward to the Planning Commission for a recommendation and to City council for adoption in late 2025 it will include a programmatic EIR for certification.

### **FURTHER RECOMMENDATION**

No further recommendations are provided beyond the recommendation made at the beginning of this staff report.

### **ATTACHMENTS**

1. PowerPoint Presentation
2. Safety Policy Framework: <https://tinyurl.com/bdht4ct5>
3. Draft Governance Policy Framework: <https://tinyurl.com/2a7v6m27>
4. Economic Development Policy Framework: <https://tinyurl.com/47xxp326>
5. Infrastructure and Utilities Policy Framework: <https://tinyurl.com/y7wk8x87>
6. Noise Policy Framework: <https://tinyurl.com/ascrabcc>