

# CORONA/ELY SPECIFIC PLAN



May 1, 1989

Prepared for the City of Petaluma by

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Resolution No. 89-124 N.C.S.  
of the City of Petaluma, California

ADOPTING THE CORONA/ELY SPECIFIC PLAN AND  
AMENDING THE 1987-2005 PETALUMA GENERAL PLAN  
TO INCORPORATE THE SPECIFIC PLAN TEXT AND MAPS

WHEREAS, the City Council directed the Community Development and Planning Department to prepare a specific plan for the approximately 675 acre area known as Corona/Ely; and,

WHEREAS, the specific plan area is within the City of Petaluma General Plan urban limit line and adopted Sphere of Influence and has been recognized as a future urban expansion area for some time; and

WHEREAS, the specific plan process has included the participation of all interested and affected landowners, development interests and residents through public meetings and discussion of preliminary information developed in the Corona/Ely Specific Plan Phase I Report; and,

WHEREAS, the Corona/Ely Specific Plan was prepared in accordance with Government Code 65450 et.seq.; and,

WHEREAS, the Planning Commission held public hearings on the plan on August 9, September 13, and October 11, 1988 and considered all pertinent testimony, written and oral, as well as information contained in the Environmental Impact Report in making its recommendations to the City Council; and,

WHEREAS, the City Council held public hearings on December 19, 1988 and January 23, 1989 and February 13, 1989 and considered the recommendations of the Planning Commission as well as related Specific Plan matters brought to the Council's attention by the public, staff and its own members;

NOW THEREFORE BE IT RESOLVED that the City Council finds as follows:

1. The Corona/Ely Specific Plan carries out the City Council's intent to insure that development in the Specific Plan area occurs in a logical manner, consistent with the goals and objectives of the 1987-2005 Petaluma General Plan.
2. The Specific Plan includes the distribution, location and extent of the uses of land, including open space, within the area covered by the plan.
3. The Specific Plan addresses the distribution, location and extent of major components of public and private transportation, sewage, water, drainage and other facilities needed to support the land uses in the plan.
4. The Specific Plan addresses the standards by which development will proceed and applicable standards for the conservation, development and utilization of natural resources.
5. The Specific Plan and related Financing Plan include a program of implementation measures to carry out all development and improvements called for in the plan.
6. The Specific Plan includes a statement of the relationship of the Corona/Ely Specific Plan to the Petaluma General Plan.
7. Mitigation measures identified in the Draft EIR, Attachment "A", and Attachment "B", which together comprise the Final EIR, and addressed in Resolution 89-122N.C.S. shall be incorporated as implementation and development occurs subject to the Specific Plan.

BE IT FURTHER RESOLVED that the City Council hereby adopts the Corona/Ely Specific Plan and thereby amends the 1987-2005 Petaluma General Plan to incorporate the pertinent land use, circulation and related proposals of the Specific Plan into the appropriate maps and text of the General Plan.

reso.specific.plan/corona

Under the power and authority conferred upon this Council by the Charter of said City.

I hereby certify the foregoing Resolution was introduced and adopted by the Council of the City of Petaluma at a (Regular) (~~Adjourned~~) (~~Special~~) meeting on the 1st day of May, 1989, by the following vote:

Approved as to form

City Attorney

AYES: Cavanagh, Tencer, Sobel, Woolsey, Balshaw, Vice Mayor Davis, Mayor Hilligoss

NOES: 0

ABSENT: 0

ATTEST:

City Clerk

Mayor



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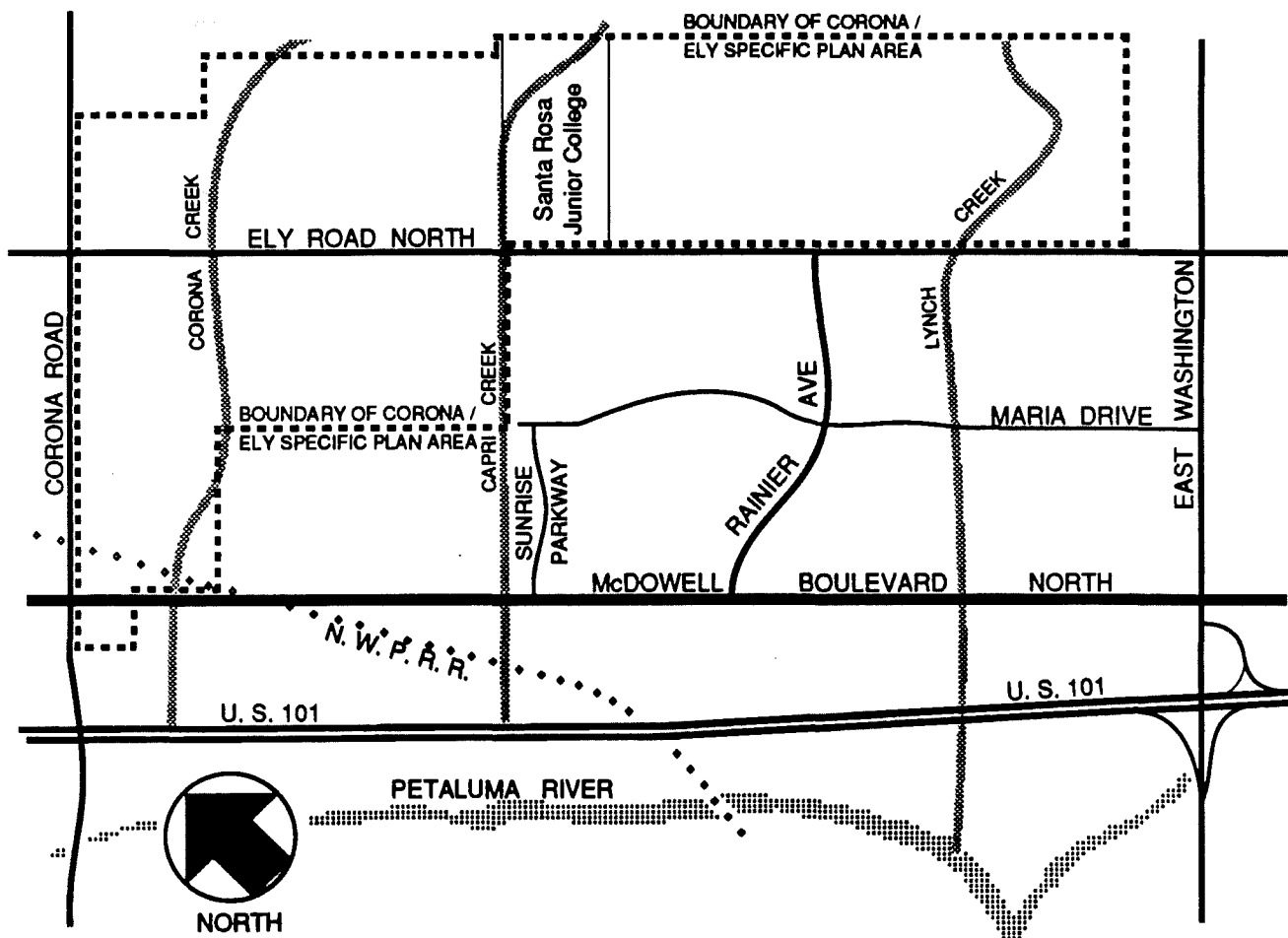
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## 1. INTRODUCTION

### Background

Petaluma is located in the southern portion of the Sonoma Valley. The city is divided into an East and West Side by the U.S. 101 freeway, and into northeast, southeast, northwest and southwest quadrants by East Washington and D Streets. The Corona/Ely Planning Area is situated along the outer edge of the city's northeast quadrant.



**Figure 1-1: Location of the Planning Area In Petaluma**

Petaluma's 1987 General Plan did not designate land uses for the Corona/Ely area. Instead, it recommended that a Specific Plan be prepared to guide and facilitate the coordinated development of this approximately 675-acre area.

With the objectives of the General Plan as a foundation, the Specific Plan allocates land uses within the study area. It establishes a set of development standards for residential, commercial, industrial, and institutional areas in order to assure residents, land owners, developers, investors, and the City that a safe and attractive urban environment will be created.

This is one of four reports that, together, make up the Corona/Ely Specific Plan. The first ("Phase I Report," October, 1987) described existing conditions and provided the background data and foundation for planning. Its contents are more fully described under the section called "Preparatory Work" on page 3. This second report contains the CIRCULATION, LAND USE, and DESIGN. Third is the Environmental Impact Report (EIR), which is Chapter 6 of this Specific Plan. The Land Use Plan and the EIR were reviewed and considered at public hearings held by the Planning Commission on August 9, September 13, October 11, and October 18, 1988, and by the City Council on December 19, 1988, January 23, 1989, February 27, 1989, and May 1, 1989. At the conclusion of the hearings, the City Council adopted the Final Specific Plan and EIR.

The Council also adopted the fourth report, a separately prepared Financing Plan. The Financing Plan calls for the creation of both assessment and "benefit fee" districts that will equitably spread the costs of major "backbone" improvements among all properties in the Specific Plan area as development occurs. The Financing Plan balances the costs of improvements and the timing of development with the Residential Growth Management System.

### **Legal Setting**

This document presents the City's official policy for implementing each of the elements of the City's General Plan in the Specific Plan area. The legal authority for the Specific Plan derives from—and the Plan has been prepared in accordance with the requirements of—State Planning and Conservation Law, Title VII, Article 8, Sections 65450 through 65457.<sup>1</sup> Upon its adoption, the Specific Plan amended the General Plan's land use and circulation maps and implemented the portion of the General Plan that deals with the Corona/Ely area to require that zoning designations and all new development in the Corona/Ely area will have to conform to both the General Plan and the Specific Plan.

As an implementation measure of the General Plan, the Specific Plan has been written to be consistent with the policy direction of the General Plan. Future amendments to either document must be checked to insure that both documents maintain that consistency. The Specific Plan does not supersede the General Plan in any way; rather, it provides a much more detailed complement to the General Plan, as pertains to Corona/Ely.

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<sup>1</sup> See Appendix 3 for the full text of the relevant sections of the Government Code.



The Specific Plan is based on a "build-out" to completion in 15 years. Although it sets detailed land use and circulation standards and requirements and establishes, as well, the need for capital improvements and the responsibilities for paying for those improvements, the Plan should be reviewed as market conditions and community objectives change, to be sure that the major goals for the area are being and will continue to be met.

### **Preparatory Work**

The Phase I Report, October, 1987, was created to provide property owners and others involved in the Specific Plan process with background data and an analysis of existing conditions. Each of the five chapters concludes with a summary of General Plan objectives, policies, and programs that pertain to the Specific Plan area. These objectives, policies, and programs are found in Appendix 1 of this document.

In general, the Phase I Report described citywide and area land use patterns and discussed visual and urban design considerations. Existing traffic and transportation conditions were reviewed. The market for housing and neighborhood commercial was analyzed, along with the need for schools, child care, senior housing, parks, and open space. The existing levels of other municipal services, including drainage, water supply, sewer service, and police and fire protection, were reviewed.

The concluding chapter presented three alternative plans. After two public forums, three meetings with the City Council's oversight committee, and discussions and meetings with property owners and school district and junior college representatives, a second report, based on a preferred Land Use Plan, was distributed as the document on which public hearings were held.

### **Overall Land Use Concept and Proposed Land Uses**

The Petaluma General Plan, 1987–2005, set Corona Road as the northern "urban limit line" and affirmed the location of a 300-foot-wide "urban separator" along the eastern edge of the Planning Area. No development is to occur within the 300-foot-wide separator; however, the use and density established on the parts of a parcel adjacent to the separator also apply within the separator, provided that the use and density is transferred from within the separator to the lands adjacent to it. (See Chapter 4 of this Plan, policies 118 and 119, page 79.) Developers are to provide public access to the urban separator along its entire length, although not as a continuous road.

In accordance with City policy adopted in the General Plan, the density in the Specific Plan area—and thus the total number of dwelling units—can be increased over what is otherwise allowed by this Specific Plan by “transferring density” from agricultural areas outside of the City limits and beyond the Planning Area into the Specific Plan area. Appendix 2 explains “density transfer.”

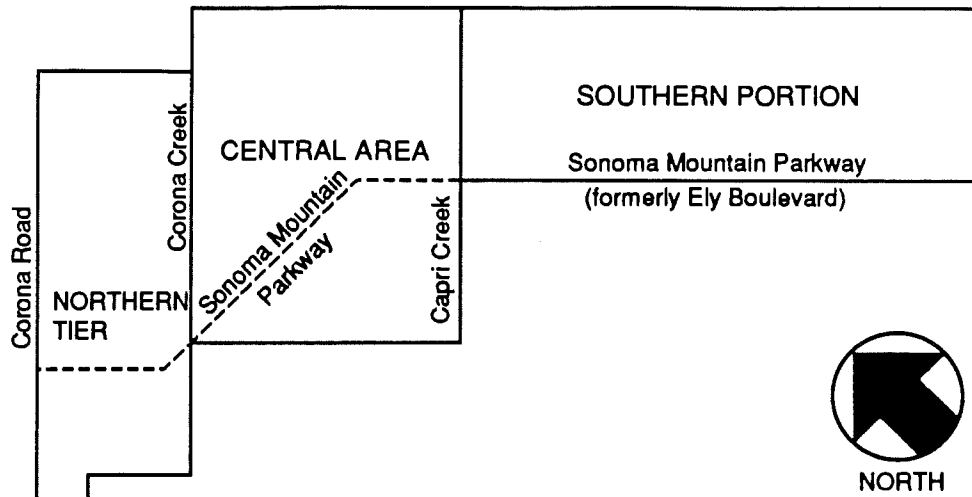
As discussed in the Phase I report, portions of the Specific Plan area are within the “Referral Area” of the Petaluma Municipal Airport and are thus subject to review and approval by the Sonoma County Airport Land Use Commission (ALUC). The ALUC’s review and approval policies are incorporated in the Petaluma General Plan, page 33.

Most of the East Side has reached “build-out,” leaving the Specific Plan area as the city’s remaining principal real estate for new residential development. The most recent subdivisions between Ely and McDowell Boulevards, north of Lynch Creek, offer a variety of street layouts, lot sizes, and housing types not found in earlier residential developments. The City’s General Plan calls for newly developing areas to provide even more variety, and neighborhood identity as well.

Therefore, the goals of this Specific Plan include:

- Goal 1. Provide for a logical balance of land uses in the new area.**
- Goal 2. Give the area a readily discernible and unique identity.**
- Goal 3. Assure a quality of residential architecture and public and private improvements that continues the advances made in recent developments.**
- Goal 4. Assure that new development occurs in a phased and logical manner.**
- Goal 5. Assure that the infrastructure will be in place when needed.**
- Goal 6. Implement the “feathering” policies of the General Plan. (See Appendix 1, Land Use Policy 7 and Program 1.1.)**

To facilitate discussion of the overall land use concept, Figure 1-2, page 5, divides the Specific Plan area into three sub-areas—the “northern tier,” the “central area,” and the “southern portion.” Figure 1-5, following page 12, displays the detailed Land Use Plan.



**Figure 1-2: Diagram of Specific Plan Sub-areas**

### The Central Area, 285 Acres

The Specific Plan, taking advantage of the location of the Junior College, proposes a relatively dense residential and commercial focal point just 500 feet north of the college. A retail center of 9.2 acres would accommodate about 92,000 square feet of retail stores and offices. It would be surrounded by and entered via roads on three sides brought about by the creation of Sonoma Mountain Parkway. (See page 6, "Road Pattern at the Retail Center"; Figure 1-4 on page 10; and Chapter 2, Circulation.) The Parkway breaks the original alignment of Ely Boulevard and establishes a new connection with Corona Road. It is not only the principal thoroughfare of the Corona/Ely area, but also a major design feature of the entire Planning Area.

Across the roads from and generally surrounding the center are five "urban high" density residential areas that will accommodate a maximum of 439 multi-family housing units on 29.2 acres, based on General Plan Land Use designations. Actual development potential will likely be less after right-of-way for streets and other public facilities is dedicated. Another 14.5 acres at "urban diversified" density will accommodate a maximum of 145 dwellings east of the retail center, and east of that will be a 7-acre park.

Ringling the central commercial, housing, and park areas are 137 acres of "urban standard" density on which up to 689 homes can be built. An elementary school of 7 acres and a proposed junior high school of 25 acres are part of this "urban standard"

ring. Outside of the ring to the east is the urban separator; to the south and north are 200-foot-wide bands of streamside open space.

#### The Southern Portion, 229 Acres

South of the central 285 acres beyond Capri Creek are the college and a band of urban standard, urban diversified, and "higher amenity" residential areas, plus a 10-acre elementary school, a 3- and 4-acre park respectively, and two churches. This southern strip, located between Sonoma Mountain Parkway and the urban limit line to the east, totals 229 acres.

#### The Northern Tier, 160 Acres

North of the central 285 acres beyond Corona Creek is a band of urban standard residential which drops off to rural density along Corona Road but climbs to urban diversified and urban high densities to the west toward McDowell Boulevard. West of the railroad right-of-way, on both sides of McDowell, the Specific Plan proposes the continuation of industrial and office uses. This northern tier totals 160 acres.

#### Total Acres, by Land Use

The above three areas total 674 acres. Figure 1-3 on the following three pages lists the acreage for each of the 38 parcels, by land use. Totals are also provided by land use category for each of the three Specific Plan sub-areas—central, south, and north. Unit totals are based on maximum allowable densities and gross acreage. The tables were prepared for traffic and utility capacity analysis, and they are not intended to represent actual development potential.

#### Road Pattern at the Retail Center

The retail center is sited at the intersection of the proposed alignment of Sonoma Mountain Parkway and re-alignment of Ely Road, approximately 3,000 feet south of Corona Road.

Of the two existing cross-freeway connections to the Planning Area—Corona Road and East Washington Street—Corona Road is the least congested. Sonoma Mountain Parkway ties the Specific Plan area and the college directly with the West Side via Corona Road. Thus, besides allowing for the creation of a center for the new community, the new parkway and the re-alignment of Ely Road turn the resulting roads in the directions of desired travel.

**Figure 1-3: Proposed Corona/Ely Land Use**

Map No.	Owner	APN No.	Gross Acres	Land Use	DU/Ac.	Units
<b>Northern Tier</b>			<b>160.37</b>			<b>704</b>
1	Lorenz, J.	048-080-01	5.00	Industrial	0	0
2	Gow, C.	137-060-23	9.27	Industrial	0	0
3	Barber, L.	137-060-24	0.40	Industrial	0	0
4	Corona L & S Club	137-060-12	0.10	Rural	0.5	1
5	Brody, W.	137-060-13	1.14	Rural	0.5	1
			5.98	Urban Diversified	10	60
			17.93	Urban High	15	269
			5.70	Streamside	0	0
			2.00	Park	0	0
<b>5, total</b>			<b>32.75</b>			<b>329</b>
6	Vossen, A.	137-060-10	0.28	Rural	0.5	1
7	Collins, G.	137-060-11	0.93	Rural	0.5	1
8	Colabianchio, M.	137-060-09	2.06	Rural	0.5	1
			12.32	Urban Standard	5	62
			1.72	Urban Diversified	10	17
			0.68	Streamside	0	0
<b>8, total</b>			<b>16.78</b>			<b>80</b>
9	Matelli, J.	137-060-07	4.50	Rural	0.5	2
10	Pickney, P.	137-060-32	0.46	Rural	0.5	1
11	Chiosi, H.	137-060-27	6.08	Rural	0.5	3
12	O'Shea, D.	137-060-04	0.52	Rural	0.5	1
13	Howard, K.	137-060-03	0.55	Rural	0.5	1
14	Liberty Farms	137-060-31	11.21	Urban Standard	5	56
			1.79	Streamside	0	0
<b>14, total</b>			<b>13.00</b>			<b>56</b>
15	Hopkins, M.	137-060-02	0.57	Rural	0.5	1
16 *	Bollinger, A.	137-060-01	7.37	Rural	0.5	4
			17.02	Urban Standard	5	85
			2.18	Streamside	0	0
<b>16, total*</b>			<b>26.57</b>			<b>89</b>
18	Baker, L.	137-070-09	3.22	Rural	0.5	2
			1.78	Urban Standard	5	9
<b>18, total</b>			<b>5.00</b>			<b>11</b>
19	Gray, R.	137-070-08	3.43	Rural	0.5	2
			1.57	Urban Standard	5	8
<b>19, total</b>			<b>5.00</b>			<b>10</b>
20	Gray, R.	137-070-10	10.67	Urban Standard	5	53
			1.33	Streamside	0	0
<b>20, total</b>			<b>12.00</b>			<b>53</b>
22 *	Gray, R.	137-070-07	8.64	Rural	0.5	4
			11.97	Urban Standard	5	60
<b>22, total</b>			<b>20.61</b>			<b>64</b>
<b>Central Area</b>			<b>284.54</b>			<b>1273</b>
16 *	Bollinger, A.	137-060-01	59.44	Urban Standard	5	297
			13.71	Urban High	15	206
			7.00	Elementary School	0	0
			3.97	Streamside	0	0
			3.71	Retail	0	0
<b>16, total*</b>			<b>87.83</b>			<b>503</b>
17	McBail Company	137-060-19	19.26	Urban Standard	5	96
21	Gray, R.	137-070-11	8.01	Urban Standard	5	40
			8.32	Urban High	15	125
			1.67	Streamside	0	0
<b>21, total</b>			<b>18.00</b>			<b>165</b>
22 *	Gray, R.	137-070-07	12.34	Urban Standard	5	62
			4.94	Jr. High School	0	0
			2.11	Streamside	0	0
<b>22, total*</b>			<b>19.39</b>			<b>62</b>
23	Gray, R.	137-070-06	20.06	Jr. High School	0	0
24	Gatti Nursery, Inc.	137-070-16	38.84	Urban Standard	5	194
			14.46	Urban Diversified	10	145
			7.21	Urban High	15	108
			7.00	Elementary School	0	0
			7.00	Park	0	0
			5.49	Retail	0	0
<b>24, total</b>			<b>80.00</b>			<b>447</b>

Figure 1-3: Proposed Corona/Ely Land Use, continued

Map No.	Owner	APN No.	Gross Acres	Land Use	DU/Ac.	Units
Southern Portion			229.00			845
25	Keegan, J.	136-120-01	40.00	Junior College	0	0
26	Sonoma Associates	136-120-15	16.44	Urban Standard	5	82
			14.96	Urban Diversified	10	150
			5.00	Elementary School	0	0
			1.50	Park	0	0
26, total			37.90			232
27	Swan, L.	136-120-24	3.25	Urban Diversified	10	33
28	1st S. Baptist Church	136-120-25	3.25	Church	0	0
29	Cader, A.	136-120-05	7.00	Urban Standard	5	35
			2.06	High Amenity	2.5	5
			5.00	Elementary School	0	0
			1.50	Park	0	0
29, total			15.56			40
30	Quaker Hill Dev. Co.	136-120-21	4.71	Urban Standard	5	24
31	Cader, A.	136-120-22	4.47	Urban Standard	5	22
			7.53	High Amenity	2.5	19
31, total			12.00			41
32	Cader, A.	136-120-23	8.29	Urban Standard	5	41
			24.32	High Amenity	2.5	61
32, total			32.61			102
33	Cader, A.	136-120-18	0.86	Urban Standard	5	4
34	Campbell, C.	136-120-09	3.35	Urban Standard	5	17
			13.36	High Amenity	2.5	33
34, total			16.71			50
35	La Monica, M.	136-120-10	2.62	Urban Standard	5	13
			14.08	High Amenity	2.5	35
35, total			16.70			48
36	Church of Christ, Petaluma	136-120-11	12.16	High Amenity	2.5	30
			4.55	Church	0	0
36, total			16.71			30
37	McDowell, M.	136-080-01	24.23	Urban Standard	5	121
			10.21	High Amenity	2.5	26
			11.56	Streamside	0	0
			4.00	Park	0	0
37, total			50.00			147
38	McDowell, M.	136-080-07	18.74	Urban Standard	5	94
TOTAL ACRES =			673.91	TOTAL UNITS =		2821

NOTE: Units = gross acreage multiplied by the maximum density for each land use designation.

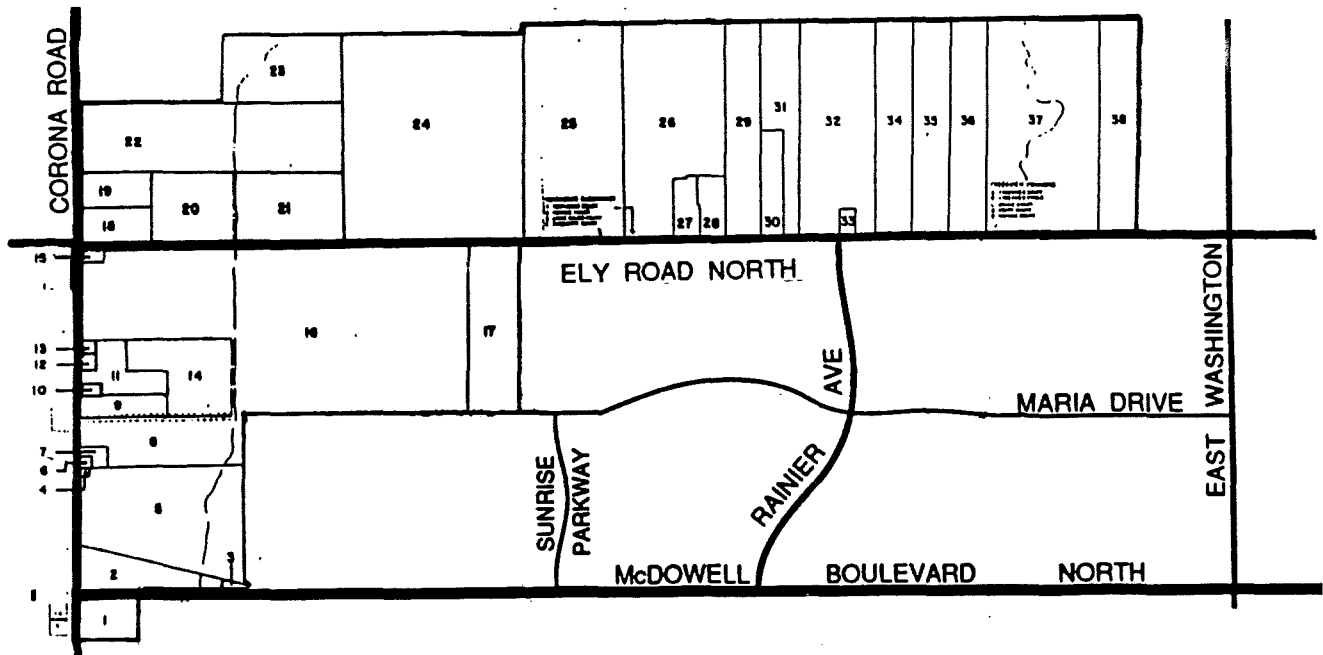
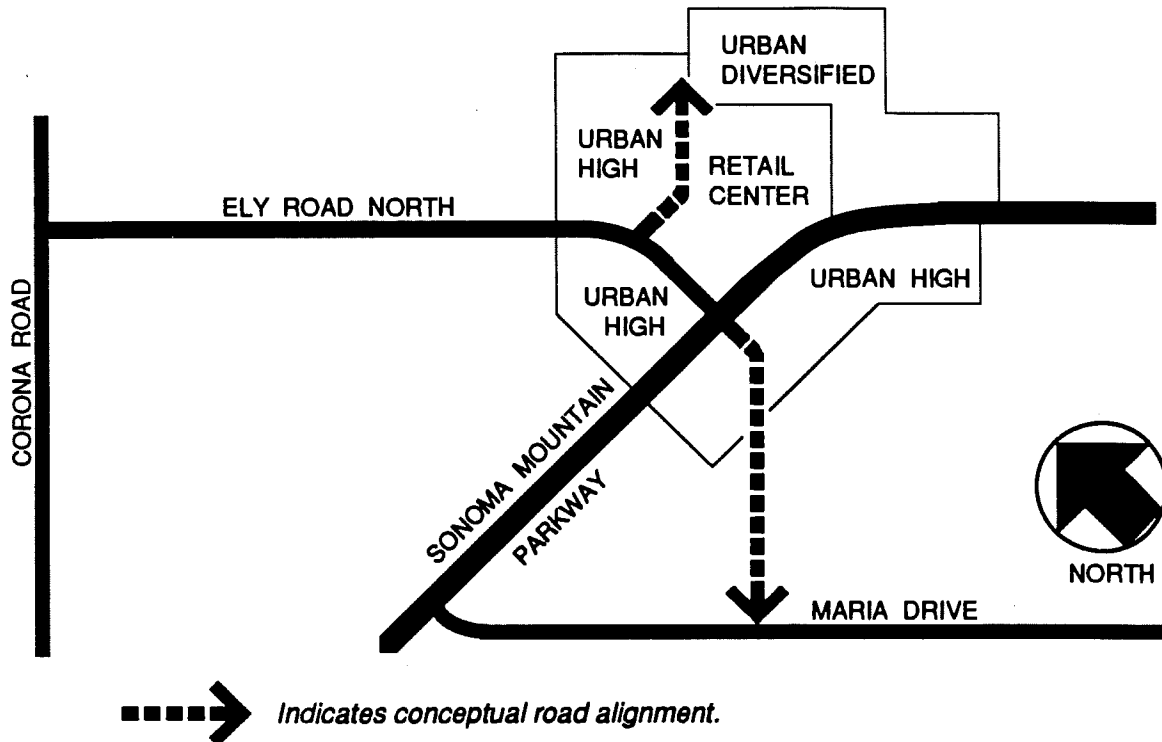


Figure 1-3: Proposed Corona/Ely Land Use, continued

Land Use	Total Acres	Total Units	Northern Tier		Central Area		Southern Portion	
			Total Acres	Total Units	Total Acres	Total Units	Total Acres	Total Units
Rural	39.85	26	39.85	26	0.00	0	0.00	0
High Amenity	83.72	209	0.00	0	0.00	0	83.72	209
Urban Standard	295.14	1476	66.54	333	137.89	689	90.71	454
Urban Diversified	40.37	404	7.70	77	14.46	145	18.21	182
Urban High	47.17	708	17.93	269	29.24	439	0.00	0
Elementary School	24.00		0.00		14.00		10.00	
Junior High School	25.00		0.00		25.00		0.00	
Junior College	40.00		0.00		40.00		0.00	
Public Parks	16.00		2.00		7.00		7.00	
Streamside Open Space	30.99		11.68		7.75		11.56	
Retail Center	9.20		0.00		9.20		0.00	
Churches	7.80		0.00		0.00		7.80	
Industrial	14.67		14.67		0.00		0.00	
<b>Total Residential =</b>	<b>506.25</b>	<b>2822</b>	<b>132.02</b>	<b>705</b>	<b>181.59</b>	<b>1273</b>	<b>192.64</b>	<b>845</b>
<b>Total Non-Residential =</b>	<b>167.66</b>		<b>28.35</b>		<b>102.95</b>		<b>36.36</b>	
<b>TOTAL =</b>	<b>673.91</b>	<b>2822</b>	<b>160.37</b>	<b>705</b>	<b>284.54</b>	<b>1273</b>	<b>229</b>	<b>845</b>

Similarly, the traffic "desire line" on Ely Road (from north of Corona Road) is either toward the south and west, or the reverse—from the east and north. The bend in Ely Road will follow those desire lines, will preclude the use of Ely as a speedway, and will allow Ely to remain a more rural two-lane segment north of the retail center.



**Figure 1-4: Road Pattern at the Retail Center**

## Parks and Open Space

### Park Standards

The City General Plan calls for new neighborhood parks to be created according to a standard of 2 acres per 1,000 population. In an effort to better distribute urban open space, contribute positively to the visual environment, and enhance neighborhood identity, the General Plan suggests that new neighborhood parks be located in areas not necessarily adjacent to schools. A complete list of relevant General Plan objectives, policies, and programs is found in Appendix 1.

### Existing Community Parks

The closest existing community-level recreation facilities to the Planning Area are the 31-acre Lucchesi Park on North McDowell Boulevard between Madison Street and Lynch Creek, and the 100-acre Community Athletic Field complex to the east of the Specific Plan area.



### Existing Neighborhood Parks

Existing neighborhood parks in the northeast quadrant include 7-acre Bond Park, Sunrise Parkway, McDowell Meadows Park in the McDowell Meadows subdivision, and a 3-acre park in the Meadow Park subdivision. Sunrise Park is a 3-acre strip of lawn adjacent to the east side of Capri Creek just north of North McDowell Boulevard. The one-acre McDowell Meadows Park—which includes a tot-lot and lawn area—would be joined by this Specific Plan to a new park on its north.

### Public Parks

The Specific Plan calls for a total of 16 acres of public parks. The Land Use Plan, Figure 1-5, shows the four park sites. On the McDowell and Brody properties are parks of 4 and 2 acres, respectively, located adjacent to Lynch and Corona Creeks. The other two sites, designated by dashed circles, are 7 acres and 3 acres, respectively. The dashed circle denotes that the actual site is not fixed but will be determined by project design; however, it is intended that the 3-acre park straddle the property line of the adjoining Sonoma Associates and Cader parcels.

### Facilities in Public Parks

The recreation facilities provided within public parks should be determined by age, income level, and preferences of the persons the park is intended to serve. If the surrounding area is primarily designed to house families, then it would be wise to include sections within the park that are specifically there to attract children—whether those be tot-lots, areas with extensive playground equipment, or areas for sports activities. However, if the immediately surrounding area is comprised of studios and one- and two-bedroom apartments, one can assume there will be fewer children, and the park should be designed to serve more adult populations. Facilities may then include tennis courts, squash courts, basketball courts, and (for seniors) a bowling green and/or horse-shoe pitching facilities. If additional facilities—particularly playing fields—are found to be needed to support the population in Corona/Ely, this plan recommends that the City's Park and Recreation Commission investigate the possibility of joint-use agreements with the various school districts, or park facility development within the urban separator.

### Open Space

Petaluma's open space is essential to grazing, agriculture, and the dairy industry, but it also has value for recreational and aesthetic reasons, *e.g.*, preserving views of the Sonoma Mountains.

One of the City's objectives is to link open space to activity centers, other open space, and scenic routes in an effort to help define urban form. (See Appendix 1.) The Specific Plan will accomplish this linkage as follows:

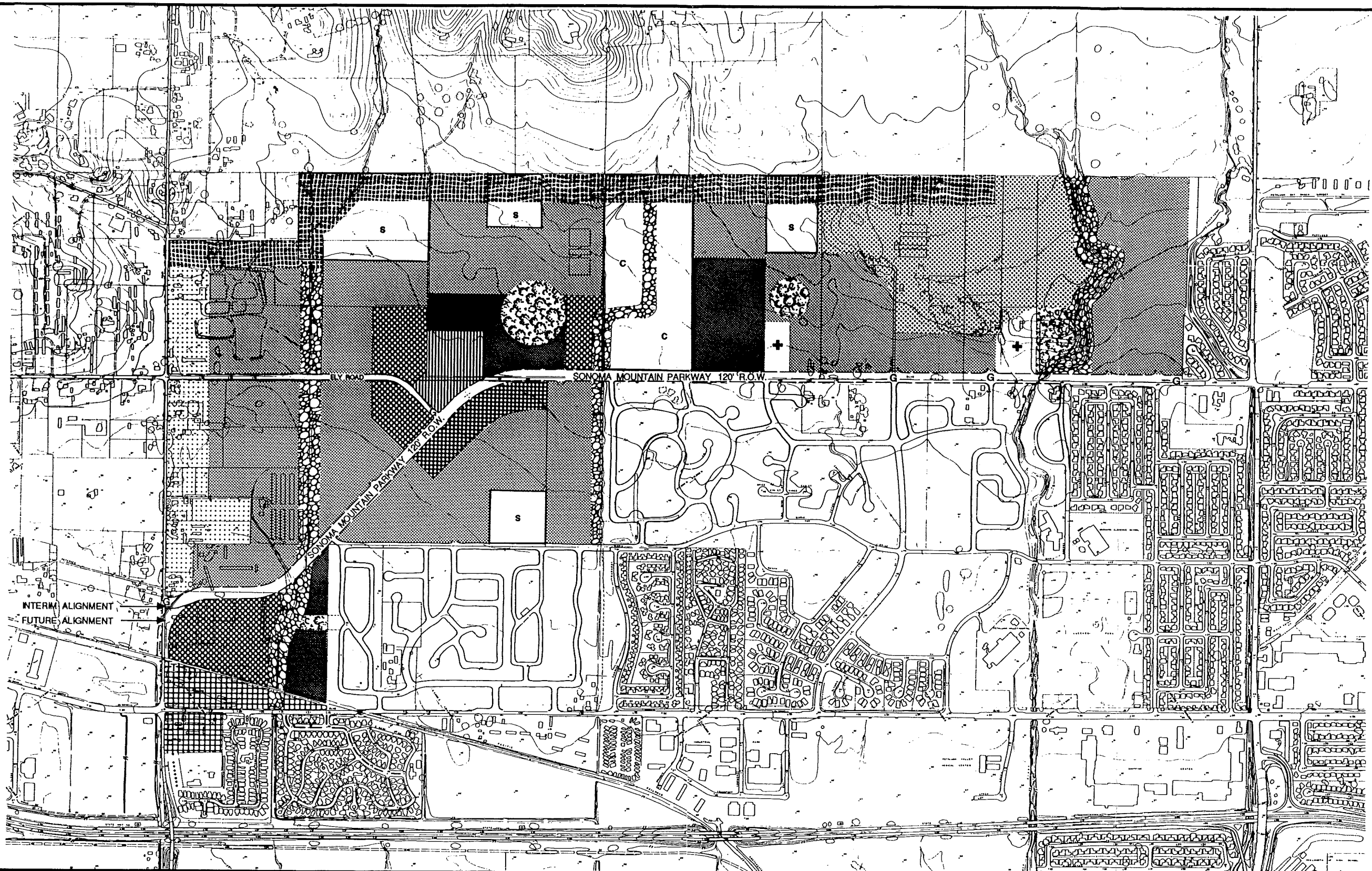
- a. The 2-acre neighborhood park north of McDowell Meadows will connect on its north with a 200-foot-wide band of riparian open space along Corona Creek, which in turn ties into the urban separator.
- b. The 3-acre Sunrise Park will connect on its east to a 4-acre, 100-foot-wide band of open space along the north side of Capri Creek, which in turn will continue east and through the junior college to connect to the urban separator.
- c. The 4-acre park at Lynch Creek will abut the recreation facilities now being developed on the 100-acre city property to the east; and via Lynch Creek's open space, both park areas will connect to Lucchesi Park on the west.

Thus, this Specific Plan will satisfy—for this particular Planning Area—the General Plan's call for the development of a network of trails and pathways throughout the city, including a trail system in or adjacent to the urban separator.

### **Land Use Plan**

Figure 1-5 (the fold-out map following this page) presents the Land Use Plan which is an adopted part of this Specific Plan. The Plan carries out the General Plan's policies for "feathering"—which means gradually reducing residential densities as development moves from the center of the community toward Petaluma's "urban limit line." The Specific Plan does this by designating outlying ("edge") lands as lower density residential, while permitting higher density land uses nearer the center of the community.

In addition, within each land use category along the eastern edge of the Specific Plan area, development review procedures based on policies in this Specific Plan, will require larger lots (lower density) at the eastern edge of the Planning Area. Details are provided in Chapter 4 of this Plan. □



CITY OF PETALUMA  
COUNTY OF SONOMA

ADOPTED BY CITY COUNCIL  
Date 5-1-87 Resolution No. 87-124

AMENDED BY CITY COUNCIL  
Date Resolution No.

William Salinas 5-1-87  
City Manager

John DeMott 5-1-89  
City Manager

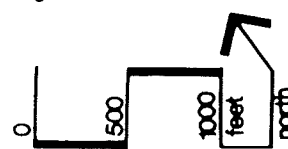
#### RESIDENTIAL MAXIMUM DENSITIES

- RURAL  
Up to 0.5 DU/Acre
- SUBURBAN—HIGH AMENITY AREA  
Up to 2.5 DU/Acre
- URBAN STANDARD  
Up to 5.0 DU/Acre
- URBAN DIVERSIFIED  
Up to 10.0 DU/Acre

- URBAN HIGH  
Up to 15.0 DU/Acre
- PUBLIC PARK
- URBAN SEPARATOR
- OTHER OPEN SPACE
- RETAIL CENTER

- PUBLIC SCHOOLS AND COLLEGES
- CHURCHES
- INDUSTRIAL
- TRANSIT STATION
- GATEWAY

Naphtali H. Knox & Associates  
Wagstaff and Associates



## CORONA · ELY SPECIFIC PLAN

CITY OF PETALUMA, CALIFORNIA

Figure 1 - 5  
**Land Use Plan**

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## 2. CIRCULATION

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To analyze the impacts of the Corona/Ely Specific Plan, future traffic volumes were projected and compared to existing and General Plan future traffic volumes. Roadway improvements needed due to implementation of the Specific Plan were determined both for roadway segments and critical intersections.

### **Traffic Model**

To assist in the determination of impacts of the Specific Plan and other city-wide and county-wide growth, a traffic model was used. The traffic model was developed as part of the Petaluma General Plan update. In this study, a computerized modeling system called Microcomputer Urban Transportation Package ("MINUTP") was used to simulate existing and projected future traffic conditions in Petaluma. The system was developed from the Federal Highway Administration's Urban Transportation Planning System ("UTPS") for large mainframe computers. The "MINUTP" model employs a gravity technique to assign traffic to a street system using existing or future land uses and vehicle travel times.

The "MINUTP" system is one of the more sophisticated transportation planning software systems currently available for a microcomputer. The system operates on an IBM personal computer or IBM compatible computer and adapts many of the programming options and sophistication previously only available on programs for mainframe computers.

### **Roadway Network**

To determine the impact of the Specific Plan on the future roadway network, it was necessary to assume that the roadway improvements specified in the City's General Plan would be implemented. The roadway improvements proposed in The General Plan included:

1. Old Redwood Highway: Widen to four lanes in the study area.
2. McDowell Boulevard: Completed improvement to four lanes from Washington Street to Old Redwood Highway.
3. Ely Boulevard: Widen to four lanes. (Note: The Specific Plan proposes a re-configuration of Ely Boulevard to be called Sonoma Mountain Parkway.)

4. U.S. 101: Widen to six lanes in the study area.
5. Maria Drive: Extend from its current terminus to the new Sonoma Mountain Parkway.
6. Corona Road: Widen to four lanes from Petaluma Boulevard North to just west of the Northwestern Pacific Railroad crossing. (The North McDowell assessment district will include widening Corona Road east of McDowell to four lanes. The four lanes will be reduced to two lanes approximately 200 feet west of the railroad crossing. Corona will then continue as a two lane road.)

Figure 2-1 (page 15) shows the assumed roadway network and number of lanes used in the Level of Service analysis for the Specific Plan conditions.

As part of the project analysis, two alternative roadway networks are examined by this plan:

1. No new interchanges with U.S. 101.
2. A new interchange on U.S. 101 at Rainier Avenue and extension of Rainier Avenue from McDowell Boulevard to Petaluma Boulevard North.

### **Background Condition**

The "background" future traffic conditions were assumed to be the "build-out" of the existing General Plan. The determination of the background condition is necessary to show traffic impacts of the existing General Plan and to provide a baseline from which additional traffic impacts (due to the development of the Specific Plan) could be measured.

In the study, both the General Plan and Specific Plan traffic impacts were analyzed for the same time period (build-out) and the same roadway network conditions. This provided an adequate data base to evaluate the traffic impacts of both plans on a comparable level.

### **Specific Plan Description**

The Specific Plan area consists of approximately 675 acres in the northeast quadrant of the City in the area south of the intersection of North Ely and Corona Roads, as shown on Figure 1-1 on page 1. The larger traffic study area is shown on Figure 2-9 on page 26.

The Specific Plan proposes several changes to the current existing roadway network. The Recommended Future Roadway Network is shown on Figure 2-8 on page 25.



## Trip Generation

Model study area "trip generation" is based on the types and quantities of land use within a traffic zone multiplied by a standard "trip generation rate." The land use quantities could be acres, square feet, number of employees, dwelling units, income levels, or any quantity that can be linked with a trip generation rate. For this study, number of acres, number of employees, square footage, number of dwelling units, number of rooms, and number of students were used.

The trip generation rates used for the study are those given in *Trip Generation*, Fourth Edition, prepared by the Institute of Transportation Engineers, and other sources. (See Figure 2-2, page 17.)

## Trip Distribution

To determine the interaction of travel within and between zones and cordon stations, the "MINUTP" system utilizes a standard gravity distribution model. Each trip has one "production end" (or origin—often a home, but not always), and one "attraction end" (destination). In concept, the gravity model assumes that closer destinations requiring less travel time for a specific trip purpose have more "attraction forces" than do alternative destinations that are farther away but serve the same trip purpose. The strength of the attraction force is a function of the size of the attraction and of the difference in travel time to competing (attraction) destinations. The balancing of trip productions and attractions within the study area and immediate region (as determined by external traffic at cordon locations) determines the total net trip generation for the study area.

In calculating the distribution of traffic within and through the study area, several parameters needed to be provided to develop the traffic model. The first was to divide all trips among three trip categories: "home-work," "home-other," and "non-home based." Data on percentages of production trips in each of the home-based trip categories were obtained from the *Transportation and Traffic Engineers Handbook*, Institute of Transportation Engineers (ITE). The second was to determine the "internal-to-internal" and "internal-to-external" distribution for the three trip categories for all trips.

*Internal-internal trips* are those that have both ends of a trip within the study area—for example, a trip that is generated from a home in Petaluma to a job in Petaluma.

*Internal-external trips* have one end of the trip outside the study area. Examples include a person who lives in Petaluma but works outside of the study area, or someone who lives outside of the study area but drives to Petaluma to work or shop.

**Figure 2-2: Trip Generation Analysis**

<u>LAND USE TYPE</u>	<u>USE AND QUANTITY</u>	<u>DAILY TRIP-END GENERATION RATE</u>	<u>TOTAL TRIP-ENDS GENERATED</u>
Single-Family	2,115 DU	10.0 TE/DU	21,150
Multi-Family	708 DU	7.0 TE/DU	4,956
Industrial	99.5 KSF	5.5 TE/KSF	547
Neighborhood Commercial	9.2 AC	750 TE/AC	6,900
Elementary School (3)	600 ST	1.1 TE/ST	1,980
Jr. High School	800 ST	1.1 TE/ST	880
Junior College	5,000 ST	1.6 TE/ST	8,000
Church	7.8 AC	2.0 TE/AC	16
Park/Open Space	46.9 AC	2.0 TE/AC	94
<b>TOTAL</b>			<b>44,523</b>

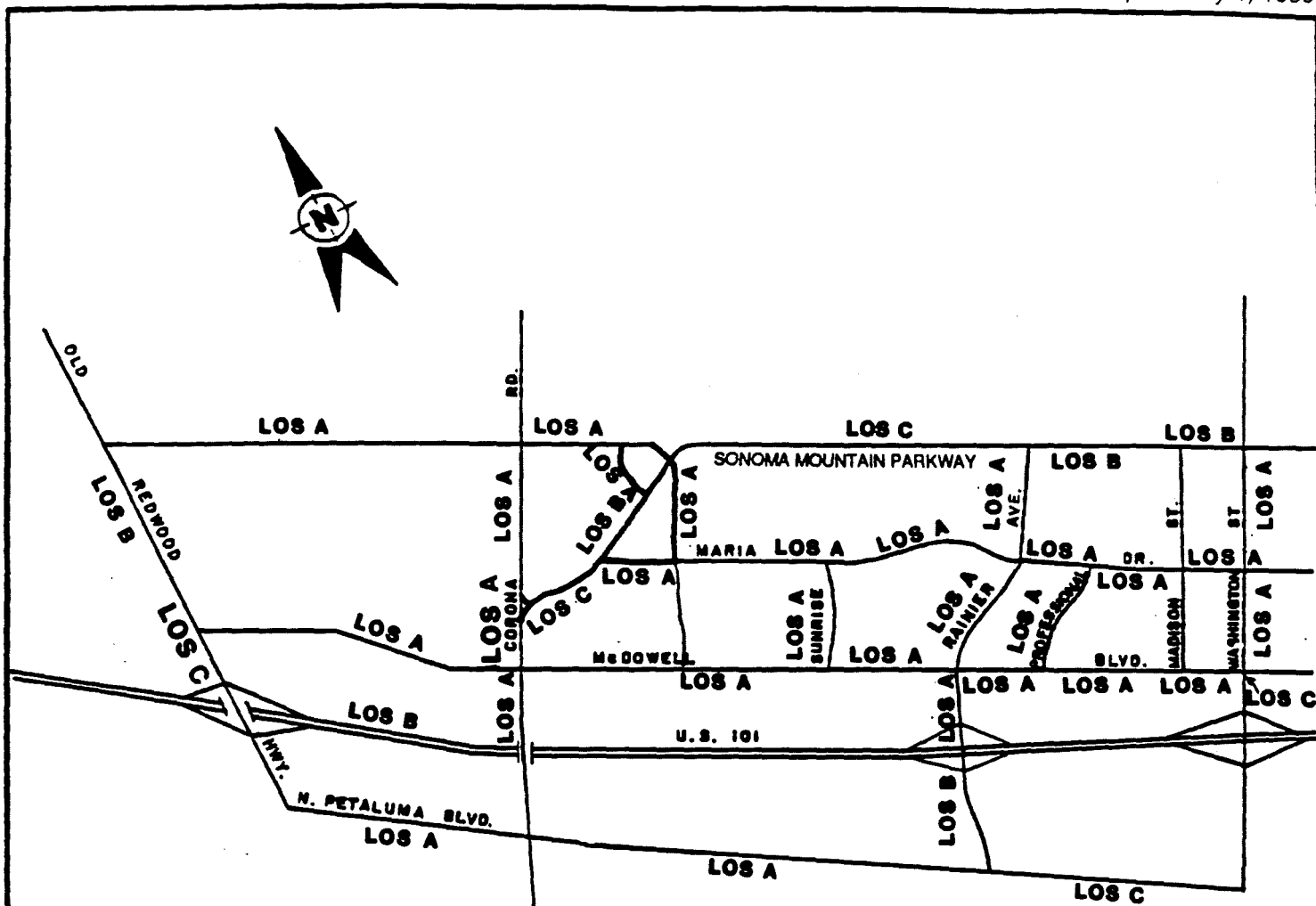
**NOTES:** AC = Acres  
 DU = Dwelling Units  
 KSF = 1,000 Square Feet  
 ST = Students  
 TE = Trip Ends (defined as either the origin or the destination of a trip. Each trip has two trip ends.)

### **Traffic Impacts: Roadway Segments**

Based on the Specific Plan land uses and the circulation networks defined earlier, the city-wide traffic model was used to calculate the future daily traffic volumes on roadway segments in the study area. A Level of Service (LOS) analysis was performed based on Specific Plan build-out. The results with the Rainier Interchange and other recommended improvements are shown on Figure 2-3 on page 18.

In brief, the results of the analysis show that at least one new interchange with U.S. 101 is necessary to achieve a satisfactory Level of Service on both the Old Redwood Highway and Washington Street near U.S. 101. Without any new interchanges, Corona Road east of McDowell Boulevard, and McDowell Boulevard north of Washington Street will have unacceptable Levels of Service. This is because traffic will want to reach either Washington Street or Petaluma Boulevard.





### LEGEND

**LOS    LEVEL OF SERVICE**

## CORONA/ELY SPECIFIC PLAN

**FUTURE ROADWAY LEVEL OF SERVICE  
SPECIFIC PLAN IMPROVEMENTS -  
RAINIER INTERCHANGE**

PREPARED BY  
**JKM**

**FIGURE  
2-3**

The construction of the Rainier Avenue extension and U.S. 101 interchange will reduce the traffic impacts on Washington Street to an acceptable Level of Service (LOS), but Old Redwood Highway will still be at an unacceptable LOS without the improvements specified later in this chapter. This is because the new Rainier Avenue interchange will be too far south to provide satisfactory relief for traffic using Old Redwood Highway.

Without the creation of Sonoma Mountain Parkway, the Specific Plan would impact the Corona Road corridor more heavily. This is because the roadway network and land uses in the Specific Plan would be, quite naturally, oriented toward Corona Road. The shifting of the major traffic from the already overcrowded Washington Street corridor to the presently undeveloped Corona corridor is significant and beneficial because the Washington Street corridor is already built-out, restricting the ability to make necessary capacity improvements. However, the Parkway will be able to handle this shift and allow Corona to remain as a two lane, predominantly rural road.

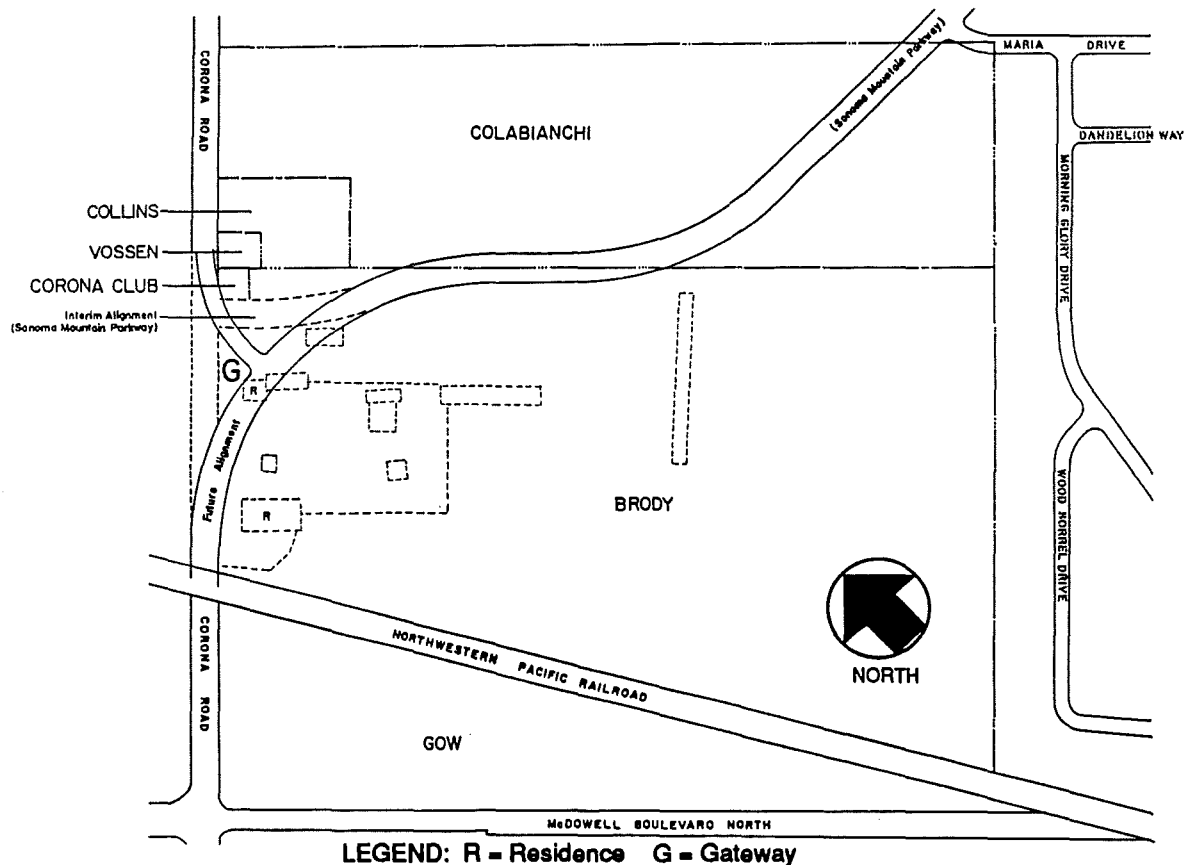
### **Sonoma Mountain Parkway**

The Specific Plan calls for the creation of a new arterial called Sonoma Mountain Parkway. It consists of an existing segment of Ely Boulevard North extending approximately 750 feet north of East Washington Street and then proceeds in a northwesterly direction across the Bollinger, Colabianchi, and Brody properties to its terminus at Corona Road. Principal features of the parkway include two travel lanes, bicycle lanes in each direction, landscaped median, turn pockets at intersections, and a landscape zone on each side extending approximately 25 feet from the edge of the roadway. (See Figure 4-3, page 49 for typical Parkway cross-section.)

Sonoma Mountain Parkway was created for two reasons. First, it is intended to be a major design feature of the Specific Plan not only with its extensive landscaping and the attention paid to signage and lighting, but also because it breaks the typical grid pattern of major East Side thoroughfares. Secondly, it will move traffic off of Corona Road which will allow Corona to remain in its current two-lane configuration. Traffic analysis discussed later in this chapter shows that traffic Levels of Service fall well within the General Plan policy of LOS "C" or better at the major intersections and roadway links within the Specific Plan area when the Parkway and other recommended improvements are implemented (see Figures 2-5 and 2-6 on pages 22 and 23).

Figure 2-4 (page 20) shows two alignments for Sonoma Mountain Parkway: a future alignment which crosses the Brody property diagonally before flowing into the existing right-of-way of Corona Road just above the Northwestern Pacific Railroad tracks; and an interim alignment which crosses the Brody property near its eastern property line and joins Corona Road to for a "T" intersection. The future alignment is the ultimate configuration of the parkway, and its realization is essential to the achievement of the

circulation and urban design intentions of the Specific Plan. However, an interim alignment was established as a short-term mitigation measure in order to allow the residential and business activities existing on the Brody property at the time the Specific Plan was adopted to continue without the significant impacts on alignment. When future development of the Brody property occurs, as provided for under the land use recommendations of the Specific Plan, the interim alignment will be eliminated and the future alignment constructed.



**Figure 2-4: Alignment for Sonoma Mountain Parkway**

A principal objective of this plan is to construct Sonoma Mountain Parkway in its entirety, rather than allow it to be constructed incrementally as the various properties along its frontage develop. To this end, the Corona/Ely Financing Plan has recommended the creation of an assessment district to provide the funds necessary to complete the roadway and associated improvements. The Financing Plan would fund parkway construction based on the interim connection with Corona Road. The eventual replacement of this interim parkway alignment with the last segment of the proposed future parkway alignment, would be a required condition of approval for any future development of the Brody property.

The following policies relate to Sonoma Mountain Parkway:

Policy 1. *Sonoma Mountain Parkway shall be a two lane road with a landscaped median island, turn lanes at intersections, and related improvements. However, the City shall acquire a full 120 feet of right-of-way (through dedication) sufficient to add one additional travel lane in each direction should future traffic conditions warrant the additional lanes.*

Policy 2. *An assessment district, as recommended by the Corona/Ely Financing Plan, shall be created to cover the cost of purchasing necessary right-of-way and constructing the roadway segment of Sonoma Mountain Parkway (i.e., two travel lanes, median island, bicycle lanes, curb, gutter) and related utility improvements that would normally be put in with the road (sewer and water mains, storm drainage, gas, electric, cable TV) from East Washington Street to the interim connection with Corona Road. The remainder of the 120 foot right-of-way shall be dedicated to the City and improved according to the Specific Plan as adjoining properties develop.*

Policy 3. *Upon development of the Brody property in accordance with the Specific Plan, the owner/developer shall be responsible for the costs and improvements associated with:*

- a) Removing the interim alignment of Sonoma Mountain Parkway and any related interim improvements to Corona Road, subject to the approval of City staff.*
- b) Dedicating the right-of-way for and constructing the so-called future alignment of Sonoma Mountain Parkway including its connections to Corona Road.*
- c) Acquiring, if necessary, and dedicating to the City the area between the future alignment of Sonoma Mountain Parkway and where Corona Road intersects the Parkway and designated as Gateway on the land use map. Appropriate Gateway improvements and alternate access for affected properties on the north side of Corona Road shall also be required.*

Policy 4. *To the extent feasible, the actual alignment of Sonoma Mountain Parkway will be designed to be a reasonable distance from existing residential areas so as not to create significant noise or safety problems for those residents.*

### **Traffic Impacts at Intersections**

Critical intersections in the Specific Plan area are listed in Figures 2-5 and 2-6 on pages 22 and 23, respectively. All of the intersections were evaluated for the Specific Plan build-out for the existing roadway network and recommended network improvements. The analysis is for the p.m. peak hour (4 to 6 p.m.). Results of the analysis, comparing present conditions with future build-out conditions on the existing road network and on the road network with a U.S. 101/Rainier Interchange, are shown in Figure 2-5, page 22. The results indicate the Level of Service for the current intersection geometrics with no improvements or additional lanes. Figure 2-6 on page 23 compares build-out on the improved network and on that same network with the U.S. 101/Rainier interchange.

From Figure 2-5 it can be seen that significant improvements are necessary to reduce the traffic impacts of additional development to a "less than significant" level. However, Figure 2-6, on the following page, shows how dramatic the recommended improvements are in bringing Levels of Service within General Plan policy guidelines.

**Figure 2-5: Level of Service Analysis Existing Network\***

INTERCHANGE INTERSECTION	PRESENT CONDITION		AT SPECIFIC PLAN "BUILD-OUT"			
	(1987)		EXISTING NETWORK		WITH RAINIER	
	<u>LOS</u>	<u>V/C</u>	<u>LOS</u>	<u>V/C</u>	<u>LOS</u>	<u>V/C</u>
Old Redwood/Ely Road	C	0.73	E	0.92	E	0.92
Old Redwood/McDowell	B	0.66	F	1.42	F	1.32
Pet. Blvd./US 101 NB	A	0.47	E	1.00	E	0.99
Pet. Blvd./US 101 SB	A	0.51	F	1.17	D	0.88
Pet. Blvd./Corona	A	0.58	D	0.84	B	0.62
McDowell/Corona	A	0.52	F	1.49	F	1.18
Ely Road/Corona	A	0.30	B	0.63	B	0.63
Sonoma Mtn Pkwy/Rainier	A	0.22	F	1.12	E	0.99
Maria/Rainier	A	0.27	B	0.68	B	0.69
McDowell/Madison	A	0.41	F	1.39	F	1.14
Sonoma Mtn Pkwy/Madison	A	0.19	A	0.60	A	0.59
Maria/Washington	A	0.50	B	0.66	B	0.64
McDowell/Washington	E	0.98	F	1.48	E	0.97
US 101 NB/Washington	F	1.11	E	0.94	B	0.69
US 101 SB/Washington	F	1.09	F	1.13	D	0.88

\* Existing intersection geometrics and improvements.

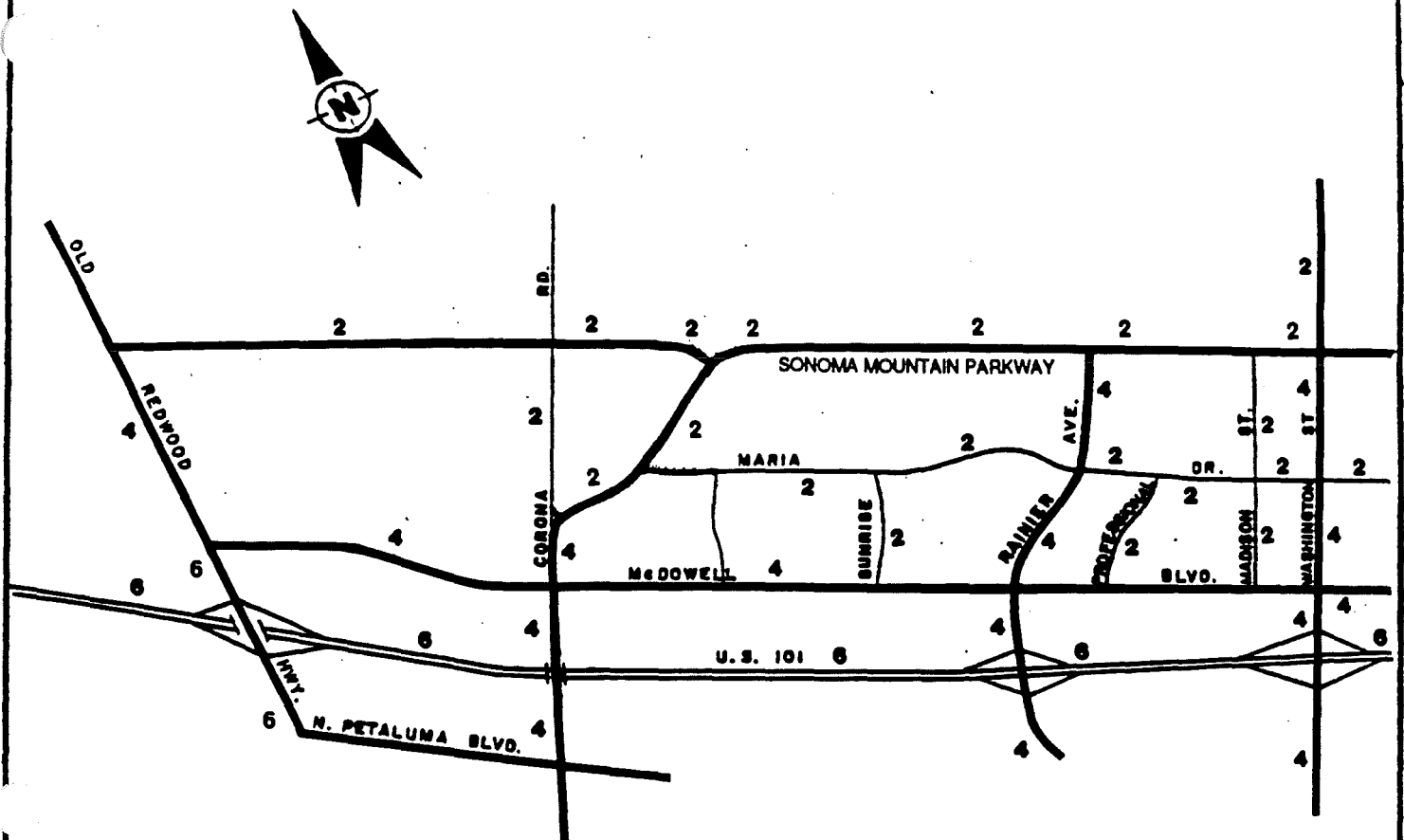
**Figure 2-6: Level of Service Analysis Recommended Network Improvements**

<u>INTERSECTION</u>	<u>SPECIFIC PLAN BUILD-OUT</u>			
	<u>IMPROVED NETWORK LOS</u>	<u>V/C</u>	<u>WITH RAINIER LOS</u>	<u>V/C</u>
Old Redwood/Ely	A	0.55	A	0.55
Old Redwood/McDowell	C	0.77	C	0.72
Petaluma Blvd./US 101 NB	A	0.57	A	0.57
Petaluma Blvd./US 101 SB	C	0.80	B	0.62
Petaluma Blvd./Corona	NA		NA	
McDowell/Corona	B	0.66	A	0.57
Ely/Corona	A	0.35	A	0.35
Sonoma Mountain Parkway/Rainier	B	0.66	A	0.54
Maria/Rainier	A	0.52	A	0.41
McDowell/Rainier	A	0.18	B	0.69
McDowell/Madison	D	0.84	B	0.68
Sonoma Mountain Parkway/Madison	A	0.33	A	0.31
Sonoma Mountain Parkway/Washington	A	0.46	A	0.46
Maria/Washington	A	0.52	A	0.49
McDowell/Washington	C	0.75	A	0.58
US 101 NB/Washington	C	0.75	NA	
US 101 SB/Washington	C	0.80	NA	
Rainier/US 101 NB	NA		C	0.73
Rainier/US 101 SB	NA		A	0.57
Sonoma Mountain Parkway/Corona (future)	A	0.57	A	0.47
Sonoma Mountain Parkway/Corona (interim)	C	0.75		

**Figure 2-7: Signal Warrant Analysis**

	<u>EXISTING</u>	<u>WITH RAINIER INTERCHANGE</u>
Old Redwood/Ely	NO	NO
Petaluma/US 101 NB	YES	YES
Petaluma/US 101 SB	YES	YES
McDowell/Corona	YES	YES
Ely/Corona	NO	NO
Sonoma Mtn Pkwy/Rainier	YES	YES
Maria/Rainier	NO	NO
McDowell/Rainier	NO	YES
Sonoma Mtn Pkwy/Madison	NO	NO
Sonoma Mtn Pkwy/Washington	NO	NO
Rainier/US 101 NB	--	YES
Rainier/US 101 SB	--	YES

**SOURCE:** Caltrans Traffic Signal Warrants, ADT Method.



### LEGEND

-  REGIONAL CORRIDOR
-  SUBREGIONAL & COMMUNITY ARTERIAL
-  LOCAL COLLECTOR
- 4** NUMBER OF TRAVEL LANES

## CORONA/ELY SPECIFIC PLAN

RECOMMENDED SPECIFIC PLAN  
FUTURE ROADWAY NETWORK  
AND CLASSIFICATION

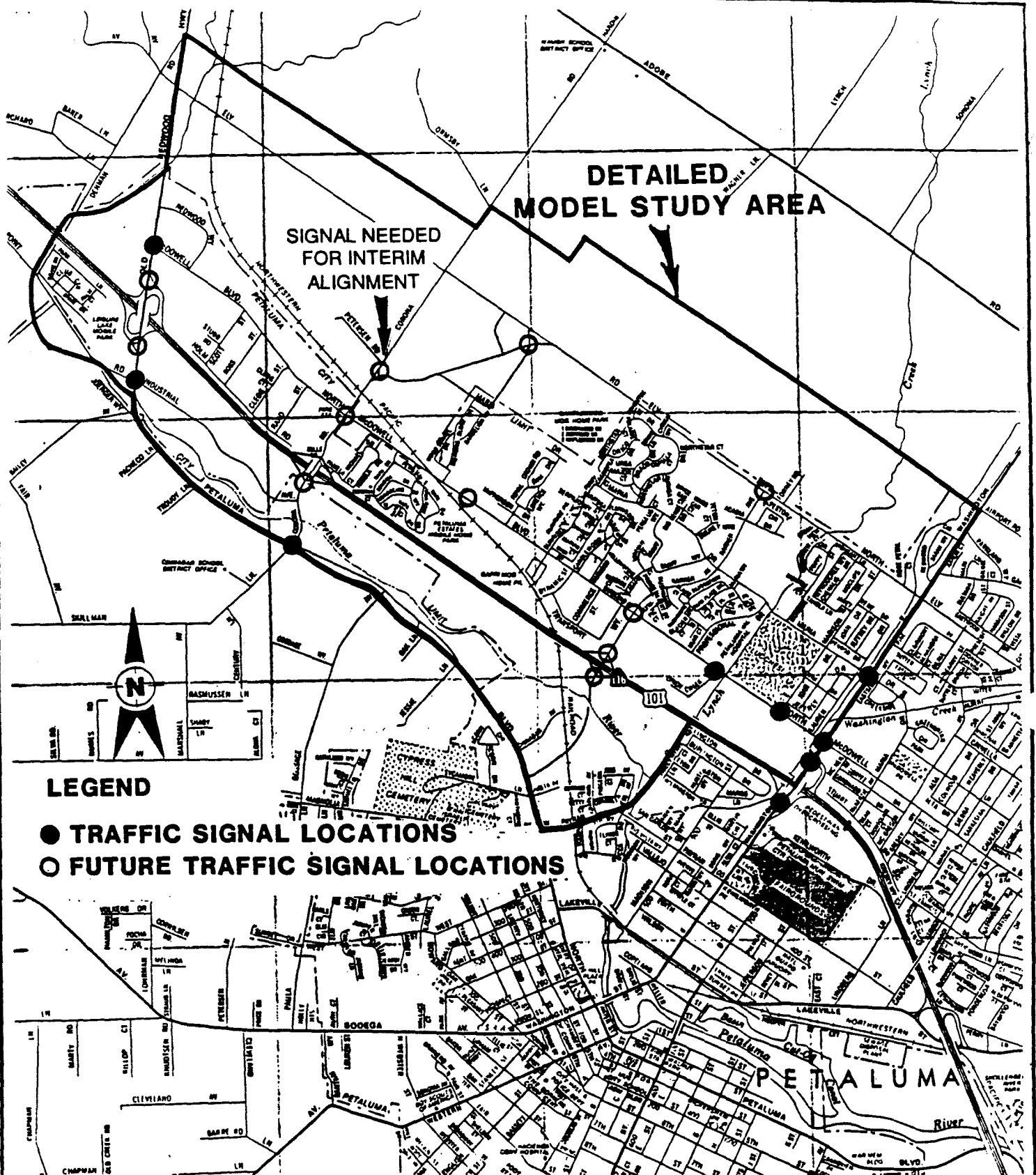
PREPARED BY



FIGURE

2-8





# CORONA/ELY SPECIFIC PLAN

**TRAFFIC SIGNAL LOCATIONS**

PREPARED BY

**JKM**

**FIGURE**

**2-9**

### **Traffic Signal Warrant Evaluation**

A determination was made of the need for traffic signals at each of the critical intersections for the Specific Plan for all four network options. Daily (24 hour) traffic turning movement volumes at each of the critical intersections were determined from the city-wide traffic model.

Using the volumes and the Caltrans estimated Average Daily Traffic signal warrant method, the need for future traffic signals was determined. Results of this evaluation are shown in Figure 2-7 on page 24.

### **Recommended Road Network Improvements**

To reduce the impacts of the Specific Plan to an acceptable level of service as directed by the General Plan, the following road network improvements are needed. Included are preliminary cost estimates for each of the improvements, not including the cost of right-of-way acquisition.

#### ***Figure 2-10: Recommended Traffic Improvements Within the Specific Plan Area***

- |    |  |             |
|----|--|-------------|
| 1. | Sonoma Mountain Parkway (2 travel lanes, turn lanes at all intersections, and landscaped median) . . . . . | \$5,094,000 |
| 2. | Maria Drive (2-lane collector to Sonoma Mountain Parkway) . . . . .  | \$600,000   |
| 3. | Ely Road North (2-lane collector from Corona Road to Sonoma Mountain Parkway) . . . . .                    | \$1,136,000 |
| 4. | Traffic Signal (Sonoma Mountain Parkway at Ely Road North) . . . .   | \$100,000   |
| 5. | Traffic Signal (Rainier Avenue at Sonoma Mountain Parkway) . . . .   | \$100,000   |

*Source: City of Petaluma, MacKay & Somps, 1989.*

Policy 5. *Developments in the Corona/Ely Specific Plan area shall contribute to the following improvements based on the share of traffic each development adds:*

**Figure 2-11: Recommended Traffic Improvements Outside of the Specific Plan Area**

	<u>Project</u>	<u>Estimated Total Cost</u>	<u>Estimated Corona/Ely Contribution<sup>1</sup></u>
a.	Rainier Avenue Overcrossing & Interchange	\$15,910,000	\$4,932,000
b.	Old Redwood Highway Overcrossing & Interchange (6 lane bridge + 2 signals)	11,460,000	1,519,000
c.	Corona Road Overcrossing (4 lane bridge)	2,000,000	442,000
d.	Widening McDowell Blvd. from Corona Road to Lynch Creek Way (includes widening the McDowell/Corona Inter- section, plus 2 signals)	3,600,000	756,000 <sup>2</sup>
e.	Washington/McDowell Intersection	1,620,000	95,000
f.	Intersection & signals improvements at Old Redwood/McDowell & Petaluma Boulevard/Corona	200,000	30,900 <sup>3</sup>

*Source: City of Petaluma, Caltrans, 1989.*

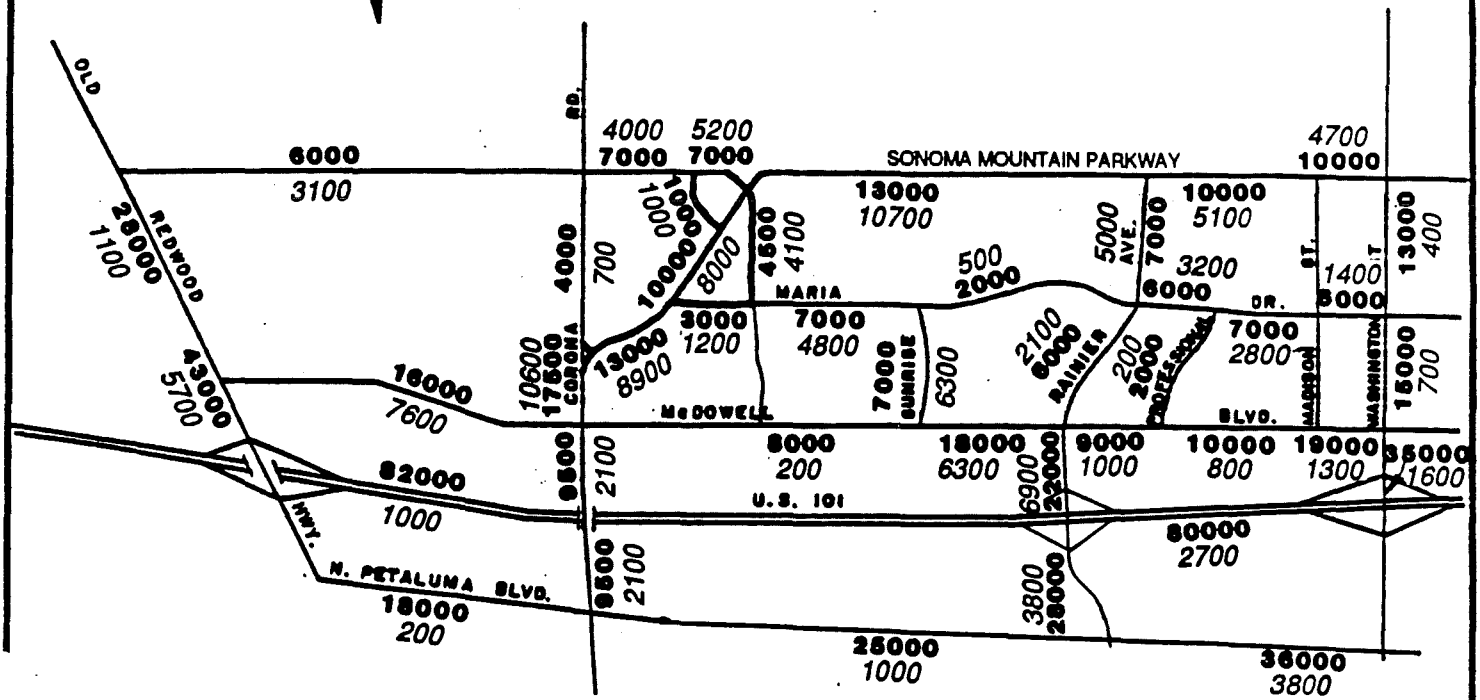
Implementation of the above measures is expected to reduce the traffic impacts of the Specific Plan and the study area build-out to an acceptable level for all roadways and intersections in the study area.

<sup>1</sup> Estimated contribution is determined by the following formula:

"Project-only" trips ÷ total trips x estimated total cost. (See Figure 2-12 for trip data.)

<sup>2</sup> This figure does not account for the creation of the North McDowell Assessment District, which may reduce the contribution required of Corona/Ely.

<sup>3</sup> Each intersection calculated separately and then totalled (Petaluma Blvd./Corona = \$8,400 and Old Redwood/McDowell = \$22,500.)

**LEGEND****10000 DAILY TRAFFIC VOLUME****2100 SPECIFIC PLAN ONLY TRAFFIC****CORONA/ELY SPECIFIC PLAN**

SPECIFIC PLAN CONTRIBUTION TO DAILY TRAFFIC  
VOLUMES AT SPECIFIC PLAN BUILDOUT

PREPARED BY

**FIGURE****2-12**



## Transit

The Specific Plan area is served by Petaluma Transit, Sonoma County Transit, and Golden Gate Transit.

*Policy 6. Opportunities for making more effective use of available transit services shall be encouraged through the following efforts:*

- a. Transit system input during individual project review to ensure that appropriate facilities (bus stops, bus turnouts, shelters, park and ride lots, etc.) are provided for potential riders.
- b. Coordinating schedules and services in the Corona/Ely area.
- c. Ensuring that major destinations in the Specific Plan area are properly served by transit (e.g., Junior College, Retail Center, and park sites).
- d. Ensuring that sufficient space and facilities are provided at the designated transit station along the Northwestern Pacific Railroad right-of-way in the event that that portion of the right-of-way becomes a regional light rail or exclusive bus/transit-way.
- e. Continuing public information programs to attract potential new ridership.

## Bicycles

The General Plan establishes a network of bicycle routes throughout the city to connect residential areas with recreational, commercial, and workplace activities. Routes already designated by the General Plan in the Specific Plan area include those along the urban separator; Lynch, Corona, and Capri Creeks; Maria Drive; Corona Road; and Ely Road.

*Policy 7. Sonoma Mountain Parkway shall provide bike lanes in each direction.*

*Policy 8. Other road improvements associated with the development of the Specific Plan—e.g., Rainier Avenue Overcrossing, and widening the Corona Road and Old Redwood Highway overcrossings—shall provide for bike lanes to the extent feasible.*

*Policy 9. In addition, as facilities are developed at the high school and park sites, adequate bicycle parking and safe access for bicyclists shall be provided. Such features shall be reviewed during the project approval process. □*

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### 3. MUNICIPAL SERVICES

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#### Storm Drainage

Storm drainage improvements are needed to accommodate growth in the Specific Plan area. This section discusses general drainage patterns and the effect of development on storm drainage flows, anticipates how development is likely to affect flood potential, recommends on-site and off-site improvements, and estimates the costs of needed facilities.

#### Background

The Specific Plan area represents approximately 0.75 percent of and is located in the center of the Petaluma River watershed, which generally flows in a southwesterly direction. Elevations vary from about 30 feet to 100 feet. The mean annual precipitation is 25 inches, with maximum precipitation for the 10-, 25-, and 100-year frequency, 24-hour storms equal to 3.4, 4.1, and 5.1 inches respectively.

The Petaluma River watershed has been subjected to significant flooding, particularly during the 1980s. Widespread flooding has occurred downstream of the Specific Plan area, although no major flooding has occurred within the Specific Plan area.

The Sonoma County Water Agency (SCWA) has authority to oversee storm drainage improvements in Zone 2A, which includes the Specific Plan area. All facilities in the area must meet SCWA criteria. Existing on-site improvements are limited to ditches, with pipes and concrete culverts to carry flow under driveways and roads. Capri and Lower Corona Creeks have been straightened, but remain earth channels. SCWA-proposed on-site improvements include (1) straightening sections of Lynch Creek and (2) providing underground pipes for sections of lower Corona and Capri Creeks and of tributaries to Lynch Creek. Regional improvements to alleviate downstream flooding include flood diversions, storage elements, and channel enlargements.

Although there is no major flooding in the Specific Plan area, there are related planning implications downstream. Any development in the area will cause some increase in downstream peak flows in the capacity-limited Payran reach. Detention basins have been proposed, but the Master Drainage Plan suggests that detention basins may actually increase peak flows, thus eliminating them as a mitigation

measure. Local preference is to maintain drainage channels in a natural condition in order to preserve the rural character of the Petaluma area.

### General Drainage Patterns

The majority of the Specific Plan area lies within three major drainage basins—the Lynch, Capri, and Corona Creek basins. The Corona Creek drainage basin includes a major tributary south of Corona Creek that joins the main stream just east of Highway 101. Figure 3-1 (following this page) shows the existing drainage patterns and relationship between the sub-basins. Small portions of the Specific Plan area in the northernmost and southernmost sections drain toward North Corona and Washington Creeks, respectively.

### Effect of Development on Flows

Specific Plan area development will cause some increases in drainage flows due to an increase in impervious surface area. Lynch Creek, having the largest tributary area, will receive the smallest relative impact (1%) from development as demonstrated in Figure 3-2, below. Conversely, Corona and Capri Creeks will receive the largest relative impact (13% and 10% respectively). Lynch and Capri Creeks have adequate capacity to carry the additional drainage flows. Corona Creek, however, will need to be enlarged as discussed below.

**Figure 3-2: Effect of Development on Storm Flows**

<u>Creek</u>	<u>Tributary Area, Acres</u>	<u>Storm Flows, cfs<sup>1</sup></u>	
		<u>Existing</u>	<u>"Build-out"</u>
Lower Corona at North McDowell	960	310	350
Capri at Sonoma Mountain Parkway	310	94	105
Lynch Creek at Sonoma Mountain Pkwy.	2700	1320	1335

### On-site Drainage Improvements

A combination of on-site drainage improvements is needed to serve new development in the Planning Area. Improvements primarily include underground pipes, open channel enlargements, and slope protection. Figure 3-3 (following Figure 3-1) presents preliminary proposed storm drainage improvements based on the proposed road layout. *(Note: The final size and location of drainage facilities can only be determined after the grading plans and street layouts within each development area)*

<sup>1</sup> Storm flows for Lower Corona, Capri, and Lynch Creek are for the 25-, 10-, and 100-year events, respectively, in cubic feet per second.



are complete. Also, Figure 3-3 includes only the *major* facilities that are anticipated for the Specific Plan area.)

Policy 1. *New developments should maintain natural drainage patterns when possible. Underground pipe should generally be located in street right-of-way for ease of construction and maintenance.*

Policy 2. *Open channels should be maintained in their "natural" state.*

Within the Planning Area, Corona Creek should be widened to provide for additional capacity but should remain an earth channel with sides sloped at horizontal-to-vertical ratios between 3:1 and 6:1. Natural grasses and shrubs should be planted on channel slopes to improve appearance.

Consideration should be given to not straightening the meandering section of Lynch Creek within the Planning Area. (Slope protection along Lynch Creek will be needed, however, to prevent erosion and land loss.)

Plans have been made to route Capri Creek through the proposed Santa Rosa Junior College to make this open channel a positive feature of the campus. In this regard, there should be no problem in coordinating the overall aesthetic objectives of the planning area with drainage requirements.

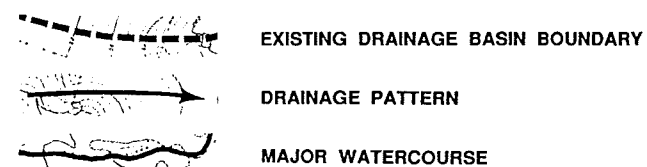
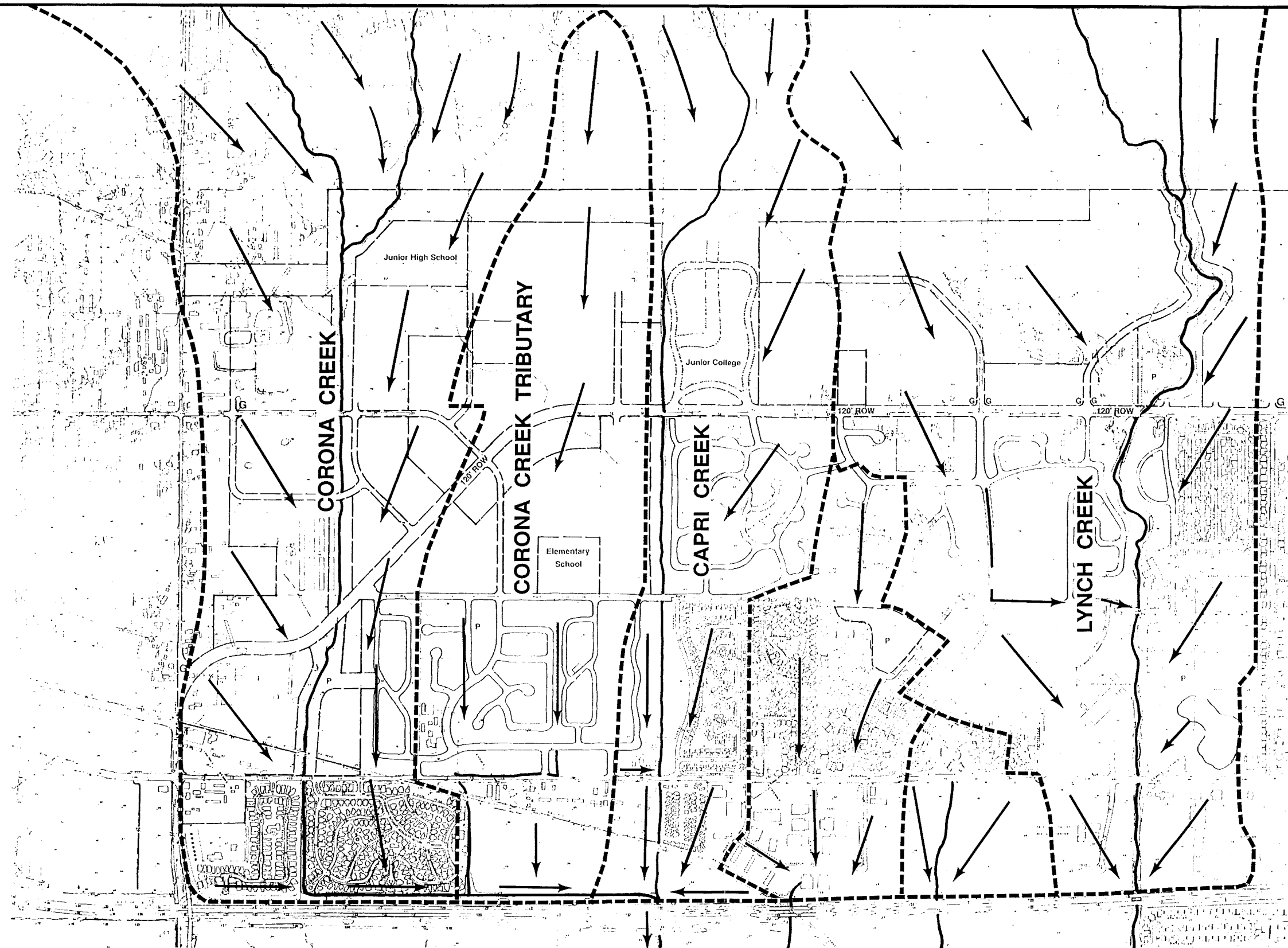
Policy 3. *It is strongly recommended that 200 feet of open space be maintained along the centerline of all creeks to provide adequate cross sections for flood control.*

In some instances, it may be possible to reduce the total flood-way cross-section to 140 feet. These smaller cross-sections should be allowed only after, and based on, the recommendations of a thorough hydrological study.

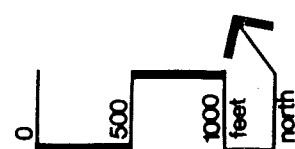
#### Off-site Drainage Improvements

Specific Plan area development will have some impact on downstream drainage facilities. Development will specifically affect facilities on North McDowell Boulevard just north of Capri Creek. Care must be exercised where new underground storm drainage systems connect to existing underground systems. These connections occur at the intersection of Sonoma Mountain Parkway and Rainier Avenue (48-inch pipe) and on Maria Drive just north of Capri Creek (24-inch pipe).

Off-site impacts must also be mitigated if Planning Area drainage is allowed to enter the existing off-site open channel just north of the intersection of Rainier Avenue and Sonoma Mountain Parkway.



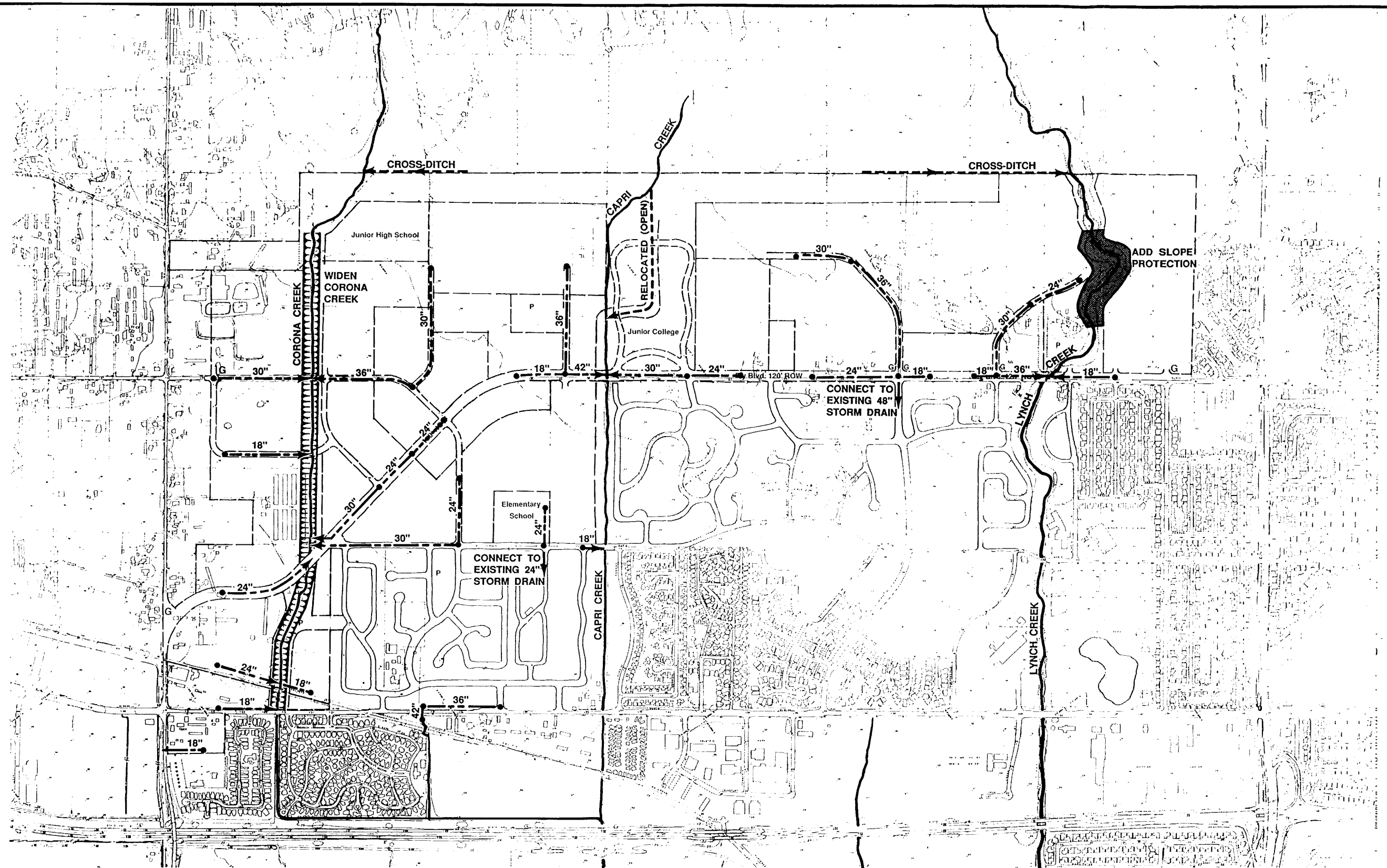
Naphtali H. Knox & Assoc.



# CORONA · ELY SPECIFIC PLAN

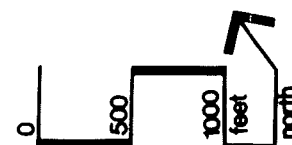
CITY OF PETALUMA, CALIFORNIA

Figure 3 - 1  
Existing Drainage Patterns  
and Sub-basins



18" INDICATES DIAMETER OF CONCRETE PIPE

Naphtali H. Knox & Assoc.



# CORONA · ELY SPECIFIC PLAN

CITY OF PETALUMA, CALIFORNIA

Figure 3 - 3

Required Storm Drainage Improvements, On- and Off-Site

***Policy 4.** Since all Planning Area development will add to the flow on the Petaluma river, special drainage (or flood mitigation) fees should be collected from planning area development to contribute to construction funds for regional storm drainage and flood control improvements for the Petaluma River.*

The Specific Plan area represents less than one percent of the area of the entire Petaluma River Watershed. As the Specific Plan area develops, its contribution to Petaluma River flooding may increase to approximately two percent; however, this contributory share needs to be quantified as precisely as possible. Based on the quantification, the Specific Plan area should contribute its fair share to the cost of public works needed to solve flooding along the river.

One possible way to obtain fair share contributions toward flood control is for the City to negotiate special Flood Mitigation Fees with developers in the Specific Plan area. The fees would be based on future detailed engineering studies, on the overall cost of the public works needed, on the quantified share or contribution from the Specific Plan area, and on the likely availability of Federal, State, and/or City funds for the drainage and flood control projects.

#### Drainage Improvement Costs

Figure 3-4 (on the next two pages) shows the costs to design, construct, and inspect on-site and off-site storm drainage improvements. These costs are based primarily on the Petaluma River Watershed Master Drainage Plan, prepared by the Sonoma County Water Agency.

#### **Figure 3-4: On-site Storm Drainage Improvements**

##### **I. Lynch Creek Sub-basin**

##### **A. Location A (southernmost improvements)**

1. Lynch Creek slope protection (1300')	\$357,000
2. 18-inch pipe (640'+300' =940')	57,000
24-inch pipe (600')	45,000
30-inch pipe (900')	86,000
36-inch pipe (580')	71,000
3. Cross-ditch (2200')	<u>66,000</u>
	<b>\$682,000</b>

##### **B. Location B (northernmost improvements)**

1. 18-inch pipe (400')	\$24,000
24-inch pipe (1000')	75,000
30-inch pipe (600')	57,000
36-inch pipe (1050')	<u>128,000</u>
	<b>\$284,000</b>

**II. Capri Creek Sub-basin**

A. 18-inch pipe (550')	\$33,000
24-inch pipe (580')	44,000
30-inch pipe (800')	76,000
36-inch pipe (1100')	134,000
42-inch pipe (440')	<u>63,000</u>
	<b>\$350,000</b>

**III. Corona Creek Tributary (south of Corona Creek)**

A. 24-inch pipe (400')	<b>\$30,000</b>
------------------------	-----------------

**IV. Corona Creek Sub-basin**

A. Corona Creek widening (5200')	<b>\$390,000</b>
----------------------------------	------------------

B. Location A (eastern section)	
30-inch pipe (1300'+1000' = 2300')	\$220,000
36-inch pipe (1100')	<u>130,000</u>
	<b>\$350,000</b>

C. Location B (central section)	
18-inch pipe (870')	\$53,000
24-inch pipe (1050'+1000'+700' = 2750')	210,000
30-inch pipe (1550')	<u>150,000</u>
	<b>\$413,000</b>

D. Location C (western section)	
18-inch pipe (350'+650'+350' = 1350')	\$81,000
24-inch pipe (680')	<u>51,000</u>
	<b>\$132,000</b>

**TOTAL, I through IV: \$2,631,000**

**Off-site Storm Drainage Improvements**

A. North McDowell Blvd.	
36-inch pipe (800')	\$98,000
42-inch pipe (250')	<u>36,000</u>
	<b>\$134,000</b>

## **Water**

In 1985, the City (with consulting engineers Brown and Caldwell) completed a water system capacity study which addressed existing water system conditions and needs in the City's Sphere of Influence. The study recommended system improvements, described a staged capital improvement program, and listed related cost estimates.

### Capacity and Distribution

Water supply capacity is adequate until at least the year 2010 and is not currently an issue.

The City's existing water distribution system is divided into three pressure zones. The lower parts of the planning area are located in Pressure Zone I, which encompasses the central business district on the west side of the freeway, the entire area east of the freeway, and all of the city's major industrial areas. Ground elevations in the pressure zone range from sea level *up to a maximum service elevation of 60 feet*.

At present, no water transmission lines extend north on Corona Road beyond the SCWA Aqueduct (which runs parallel to the N.W. Pacific Railroad tracks) or along Ely Boulevard west of Cygnus.

### Planned Local Improvements

Current improvement plans for the Corona/Ely vicinity call for the extension of the 12-inch transmission line in Ely Boulevard west to Corona Road, and extension of a 12-inch line from the Corona Turnout north along Corona Road. A 1.5-million-gallon storage tank has been proposed to serve Zone I from somewhere in the Planning Area vicinity, to be built sometime between 1992 and 1998.

The Corona/Ely Planning Area ranges in elevation from 27 to 84 feet above sea level, and more than half of the land to be developed lies above the 60-foot contour. A new Pressure Zone IV will be needed to serve this and other areas on the eastern edge of the city that are above the 60-foot elevation limit for Zone I, to elevations up to 160 feet.

### Water Service Policies

The Planning Area will need a common water system, including a transmission main along Sonoma Mountain Parkway and secondary loops. **The goal is to have a water system that provides for peak use, fire flow, and emergency reserve**

**needs throughout the Planning Area.** Accordingly, the following policies are adopted as part of this Specific Plan:

*Policy 5. Allow development in the Planning Area only to the degree the City is able to supply water adequate to meet the area's needs.*

*Policy 6. Establish a new Pressure Zone IV, and complete the improvements necessary to serve those parts of the Planning Area above the 60-foot contour.*

*Policy 7. Complete all off-site improvements necessary to deliver water to those parts of the Planning Area below the 60-foot contour.*

*Policy 8. Provide loops as necessary to ensure continuous service and reliability of fire flow in the event of a rupture in the mains or other interruption in service.*

*Policy 9. Install mains and laterals so as to provide completed loops, these increments to be financed by the property owners and developers in the areas benefitting from the installation in accordance with the Financing Plan.*

*Policy 10. Amend the 1985 Water System Capacity Study as may be necessary to implement a water system for the Planning Area adequate to meet the user, fire, and emergency needs associated with the land use designations in this Specific Plan. Assure that all needed improvements are included in the Financing Plan.*

*Policy 11. Condition all development approvals on the completion of water mains and connections, and on the availability of supply.*

## **Sewer Service**

In 1981, the City (with consulting engineers Brown and Caldwell) completed a sewer system capacity study that divided the city into seven sanitary service basins. The Corona/Ely Planning Area is located primarily in the North Basin, with a small area south of Lynch Creek located in the Northeast Basin.

## **Sewage Treatment and Capacity**

Petaluma's wastewater is treated at the City-owned wastewater treatment plant, located along Lakeville Highway south of town. The plant currently provides advanced secondary treatment. A plan to rehabilitate the facility and increase its capacity to serve future demand is now being developed by the City.

### Collection System Needs

There currently is no sewer service within the Planning Area. The main collectors in the North Basin consist of 21- and 24-inch vitrified clay pipe (VCP) sewer mains along U.S. 101, and 12- and 14-inch trunk sewers that serve the industrial area adjacent to Corona Road and the residential areas along North McDowell Boulevard.

North and Northeast Basin improvements needed to accommodate future growth in the Planning Area include replacing existing trunk sewers along U.S. 101 with 24-inch lines (1992-98), adding a pump to the Wilmington Drive Pumping Station (now underway), expanding or replacing the pumping station by 1991, and replacing a section of 15-inch line along Madison Street between U.S. 101 and Wilmington Drive.

In addition, existing trunk lines will have to be extended into the Planning Area.

*Policy 12. The necessary trunk line extensions should be constructed and financed by private development and then turned over to the City for operation and maintenance. They include:*

- a. Rainier Avenue: 2,500 feet of 10-inch pipe extending east across Sonoma Mountain Parkway and into the Planning Area just north of Forney Road;
- b. Corona Road: 2,800 feet of 12-inch pipe extending east from the N.W.P.R.R. tracks to Sonoma Mountain Parkway; and
- c. North Ely Road: 4,000 feet of 10-inch pipe extending south along Sonoma Mountain Parkway to Capri Creek.

### Sewer Service Policies

To ensure adequate sewer service, the following policies should be applied to all development in the Planning Area:

*Policy 13. Amend the 1985 Sewer System Capacity Study as may be necessary to establish an integrated system of City sewer mains in the Planning Area. The system should be sized to accommodate full build-out of this Specific Plan, and should be designed to be constructed in phases, segment by segment, in harmony with the actual sequence of development and/or as envisioned in the Financing Plan.*

*Policy 14. Sewer mains should be installed in the sizes called for by full build-out, by the Sewer System Capacity Study, as amended, and by the Financing Plan, in increments as required by the phasing of development.*



*Policy 15.* *Require that all new development in the Planning Area, with the exception of those areas designated for "rural residential" (primarily along Corona Road), be connected to the City sewer system.*

*Policy 16.* *Condition the approval of all developments on the provision, by the applicant, of required sewer improvements as set forth in the Sewer System Capacity Study, as amended, and the Financing Plan.*

*Policy 17.* *In the interest of cost efficiency, install sewer mains and laterals as roadways are built. Consider locating sewers in shoulder areas, under sidewalks, or in special easements (but not under planting strips).*

### **Fire Protection**

Fire and emergency services in the unincorporated Planning Area are currently provided by the Penngrove Fire District. Once annexed to the city, the Planning Area will be served by the City of Petaluma Fire Department. Station 2—located on North McDowell Boulevard near Corona Road, and thus the closest station to the Planning Area—can respond to the Planning Area well within the City's adopted standard of 4 minutes. Paramedics, however, are outside the 4-minute response.

*Policy 18.* *The City should establish a station for paramedics on the East Side in order to serve the developing CoronalEly area. Station 1, located on "D" Street between 1st and 2nd Streets, would provide back-up.*

### **Police**

Police services in the Planning Area are currently provided by the Sonoma County Sheriff's Department with mutual aid provided in emergency situations by the City of Petaluma Police Department. Once the Planning Area is incorporated into the city, primary responsibility for police services will belong to the Petaluma Police Department. The Petaluma Police Department currently provides criminal and traffic control services to the city from one station located at 969 Petaluma Boulevard North. No additional facilities are expected to be needed in the near future. □



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## **4. LAND USE AND DESIGN**

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### **Background**

Since Corona/Ely will be the city's principal residential expansion area over the next two decades, the city's evolving image will be determined in large part by the character of future development in the Corona/Ely area. In addition, the area offers a combination of visual values, landscape features, and other amenities that warrants special consideration in the planning process.

With these factors in mind, the planning commission and city council have indicated that this Specific Plan should place particular emphasis on the formulation of urban design policies that will visually distinguish the Corona/Ely area. Therefore, this chapter of the Specific Plan sets forth land use, visual, and urban design policies and guidelines which respond to the City's objectives (as contained in the General Plan) and to the special attributes of the Planning Area. The land use and urban design goals, policies, and guidelines in this chapter expand upon those established in the Petaluma General Plan for the Corona/Ely area; they do not change, invalidate, or replace existing regulations and guidelines currently in effect citywide.

The provisions which follow relate to local conditions which cannot be addressed fully by the City's existing zoning ordinance and site plan/architectural review guidelines. Whereas existing zoning regulations and design review guidelines are intended for broad application throughout the city, this chapter of the Specific Plan has been written to address those particular features and conditions which distinguish the Corona/Ely area. The policies and guidelines established here are also intended to benefit developers and landowners in the Planning Area by ensuring that a consistent level of design quality and visual compatibility will be maintained in the Corona/Ely area over time. As in preceding chapters, the land use and design goals and policies—which are the basic regulatory standards on which all projects in the Corona/Ely area will be evaluated—are printed here in different typeface to distinguish them from the explanatory text of each section. In addition, the City may also apply zoning ordinance provisions or site plan and architectural review guidelines when applicable.

### **General Design Considerations**

The development of Corona/Ely Specific Plan design policies has been influenced by the following factors:

### Community-wide Perceptions and Expectations

The General Plan points out that residents of Petaluma share a strong appreciation for the city's distinctive rural atmosphere—an image derived from its agricultural heritage and the rural landscapes which surround the community. Because the Corona/Ely area is expected to be the city's principal residential growth area over the next decade, there is a strong desire to establish a sense of identity for the area and make it a source of community pride. The General Plan calls for establishing a unique identity for the East Side, enhancing the diversity of East Side residential areas, and creating distinct, identifiable neighborhoods. The General Plan also states that the City seeks to avoid monotony and sameness and to promote architectural diversity and neighborhood identity in the design of new development.

The Corona/Ely area presents the challenge of designing new East Side neighborhoods with visual attributes that can compete with the city's West Side, yet will also complement existing East Side neighborhoods. In addition, the location of the Corona/Ely area at the edge of the city's designated "urban limit" presents an unparalleled opportunity to establish an appropriate visual transition between town and country—the creation of an urban edge that will interface sensitively with adjoining rural landscapes to the east.

### Existing Special Features

The Corona/Ely area has a subtle landscape. There is no one predominant physical feature within the area itself to suggest a design theme. Instead, the character of the area is determined primarily by its general rural landscape and its views of the Sonoma Mountains which rise dramatically on the east. These mountain views, more than any element in the local landscape, distinguish the area and suggest a design emphasis.

In addition to the views, however, a number of individual features located throughout the Planning Area contribute to its special character and represent opportunities to add interest and meaning to the design of new development. These include:

- Lynch Creek, a prominent, meandering, natural-appearing channel with a lush canopy of riparian vegetation;

- Capri and Corona creeks, although much less prominent and devoid of riparian vegetation;

- The tree canopy and older country homes along Corona Road;

- Four classic windrows of eucalyptus, pine, and Monterey cypress;

Scattered stands of native and other distinctive tree clusters; and

The rural fencing along many of the roads in the area.

A number of these visual attributes are concentrated in the southeastern portion of the Planning Area east of Sonoma Mountain Parkway and north of Lynch Creek. This "high amenity area" has been designated in the Land Use Plan as a location for "estate" or "executive" homes. The area benefits from (1) being located adjacent to Lynch Creek and its riparian vegetation, (2) possessing a more varied and interesting topography than the rest of the Planning Area, and (3) being located on the eastern edge of the city with direct views into rural areas and the Sonoma Mountains beyond.

### Land Use Map Designations

Each of the six sections below corresponds to designations on the Land Use Plan (Figure 1-5, following page 12) and describes those aspects of the designations that warrant special attention in terms of land use or design policies and guidelines.

#### *THE SONOMA MOUNTAIN PARKWAY CORRIDOR*

The Sonoma Mountain Parkway is the Planning Area's central axis and principal identity element. This parkway corridor includes lands immediately abutting this proposed principal arterial. These abutting lands are designated in the Land Use Plan for a combination of residential, commercial, institutional, and public uses. The design of the route is intended to accomplish two important objectives:

- (1) To direct the traffic generated by new residential, commercial, and junior college development away from the eastern, more rural area of Corona Road, thereby preserving Corona Road's valued character—a General Plan objective; and
- (2) To create one major thoroughfare that spans and links the entire Planning Area, provides an interesting travel experience, and unifies the area through distinct and cohesive street design.

Two Sonoma Mountain Parkway design aspects will combine to create a distinctive travel corridor and identity element:

- (1) The design character of the roadway itself, including streetside and median landscaping, pedestrian paths and crosswalks, lighting, and signage; and

- (2) The design character of the principal land use elements along the route. In particular, the commercial center, adjacent higher-density residential, and the junior college will become principal identifying features along the corridor.

In addition, the General Plan calls for public and private landscaping along all major streets and for construction of new arterial streets to improved standards. The General Plan specifically calls for deeper setbacks and/or special landscaping, and requires landscaped medians along all arterials.

#### *THE CREEK CORRIDORS*

These include the adjacent lands on either side of Lynch, Capri, and Corona Creeks which are designated on the Land Use Plan map as park and/or open space. **It is the goal of the open space designation to preserve the lush vegetation along Lynch Creek and to reintroduce a more natural appearance to the drainage channels that are Capri and Corona Creeks.** These creek corridors, which carry runoff from the Sonoma Mountains westward through the Planning Area, provide further opportunities to create a distinctive community identity as well as to introduce important design elements within individual neighborhoods.

#### *THE CORONA ROAD CORRIDOR*

This corridor includes Corona Road itself and the lands immediately adjacent to the route east of its intersection with Sonoma Mountain Parkway. The corridor is locally valued for its picturesque, country qualities. The route also provides a scenic transition between country and town. The narrow road is lined with distinctive, overhanging rows of California live oak and other specimen trees. Behind the trees are scattered country homes and farmsteads. **It is a goal of this Specific Plan to preserve the existing trees and the overall rural feeling of the Corona Road.**

#### *THE INTERNAL RESIDENTIAL AREAS*

The residential designations on the Corona/Ely Land Use Plan map are expected to accommodate at least one-third and possibly a majority of the city's growth over the next two decades. Thus, perceptions of the quality of life and overall future image of Petaluma will be determined in large part by the character of development in the area. The General Plan sets a number of objectives for these new residential areas: It calls for or encourages (1) residential developments to be well-designed and in harmony with the setting and the city's

image; (2) preservation of meaningful amounts of usable urban open space in and between developments; (3) the provision of privately-owned open space in developments of 15 units or more where warranted by project density or design, or by lack of proximity to parks and open space; (4) preservation of views and designated view corridors in residential site planning; (5) street scales comfortable to the pedestrian; (6) the creation of narrower, tree-lined local streets on the East Side; (7) public and private landscaping along all major streets; (8) construction of new arterial streets to improved aesthetic standards; and (9) street beautification in general.

The General Plan also calls for encouraging interaction and involvement among neighbors through project design techniques, and for using parks and other elements to create visible and functional neighborhood centers.

#### *THE RETAIL CENTER*

A retail commercial center is designated on the Land Use Plan map for a prominent site at the southeasterly of the two bends in Sonoma Mountain Parkway. The center will be surrounded by higher-density residential development. **It is a goal of this Plan that the retail center become a focus of activity and one of the principal identity elements in the new community.** Its design character will have a particularly significant bearing on the overall image of the Planning Area.

#### *THE JUNIOR COLLEGE CENTER*

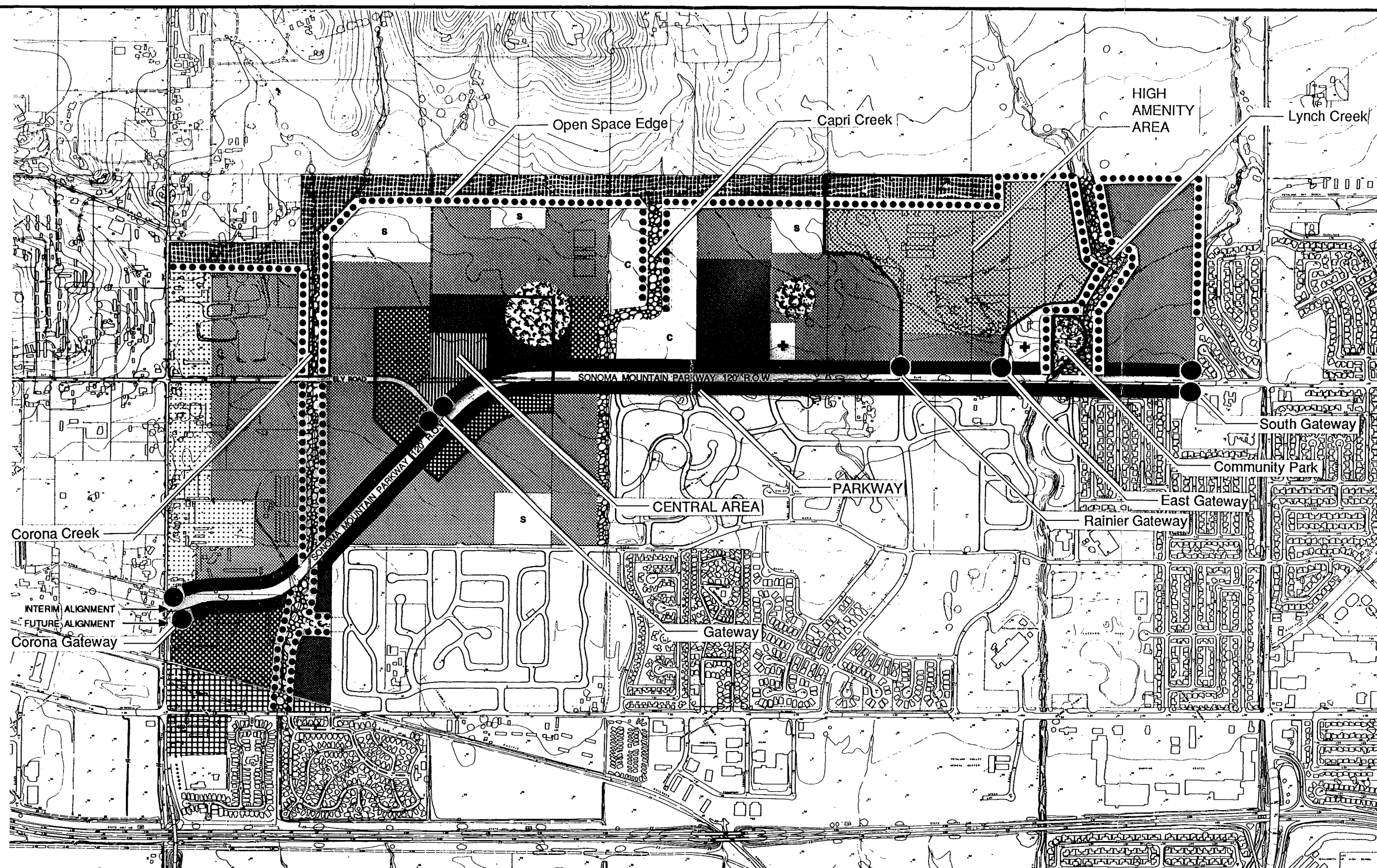
Similarly, the proposed junior college center will be a significant identifying element in the Corona/Ely area. The preliminary master plan for the center includes a campus of high-mass, institutional structures up to four stories tall, separated by prominent open space components—the “front lawn,” “quads,” creek corridor, *etc.* The final master plan for this college center will have a major effect on the character and image of the Corona/Ely area.

### **Major Design Policies**

The following policies have been formulated in response to the principal design considerations described above:

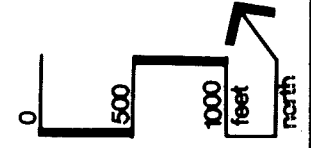
#### Overall Emphasis on Design Quality

***Policy 1.** A high level of design quality shall be consistently required of all residential, commercial, and institutional development in the Planning Area in order to create a pleasant*



RESIDENTIAL MAXIMUM DENSITIES		
	RURAL	Up to 0.5 DU/Acre
	SUBURBAN—HIGH AMENITY AREA	Up to 2.5 DU/Acre
	URBAN STANDARD	Up to 5.0 DU/Acre
	URBAN DIVERSIFIED	Up to 10.0 DU/Acre
	URBAN HIGH	Up to 15.0 DU/Acre
	PUBLIC PARK	
	URBAN SEPARATOR	
	OTHER OPEN SPACE	
	RETAIL CENTER	
	PUBLIC SCHOOLS AND COLLEGES	
	CHURCHES	
	INDUSTRIAL	
	TRANSIT STATION	
	GATEWAY	
	CREEK & OPEN SPACE EDGES	
	SONOMA MOUNTAIN PARKWAY	

Naphtali H. Knox & Associates  
Wagstaff and Associates



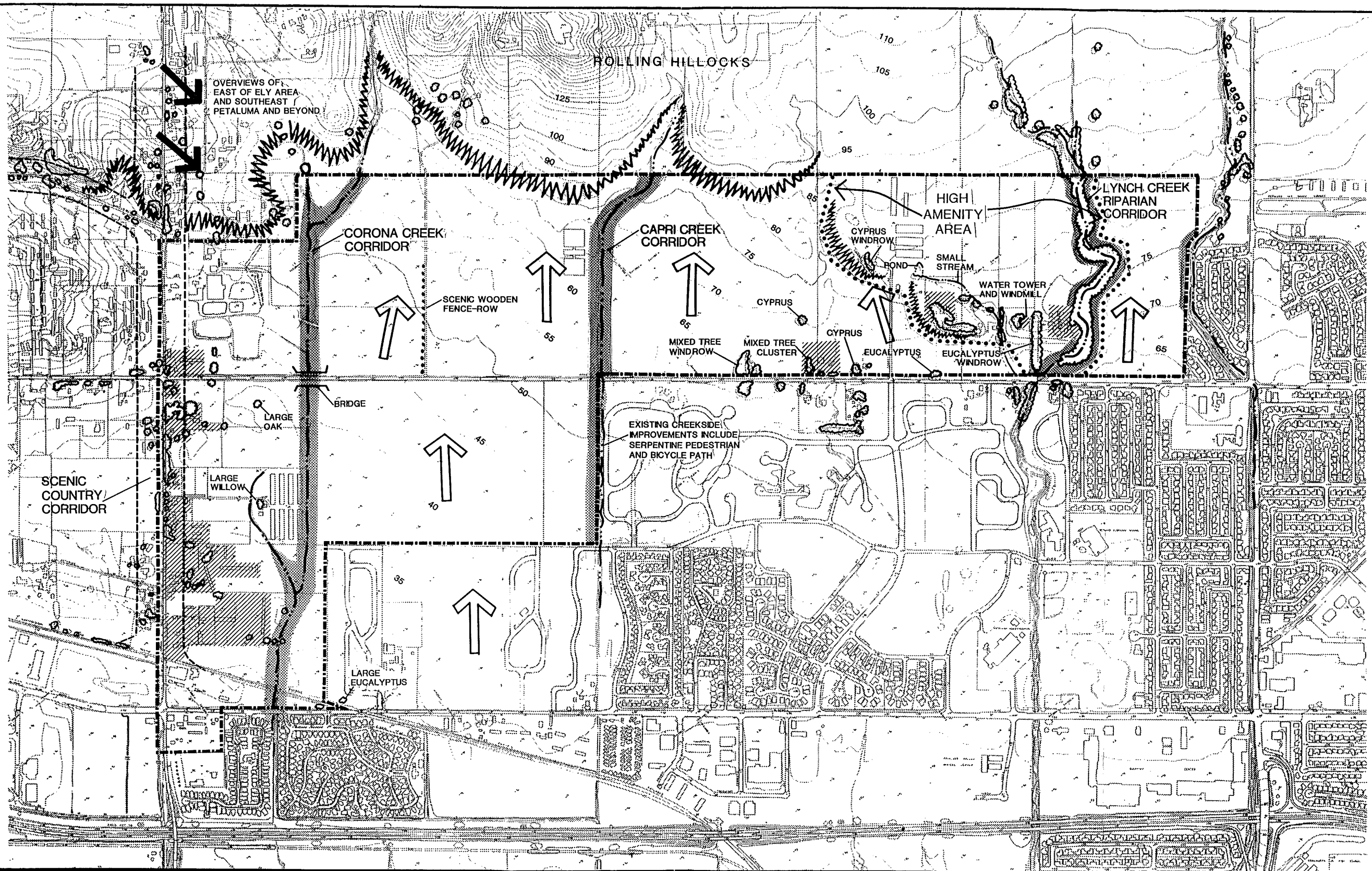
# CORONA · ELY SPECIFIC PLAN



CITY OF PETALUMA, CALIFORNIA




Figure 4 - 1  
**Key Design Elements**

CITY OF PETALUMA COUNTY OF SONOMA	
ADOPTED BY CITY COUNCIL	
Date	Resolution No.
AMENDED BY CITY COUNCIL	
Date	Resolution No.
Community Development & Planning Director	
City Clerk	Date

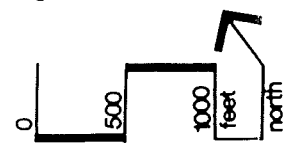




-  DISTINCTIVE COUNTRY HOMES AND FARMSTEADS
-  CREEK CORRIDOR FOR PROTECTION AND/OR ENHANCEMENT

-  MATURE TREES
-  VIEWS TO ROLLING HILLOCKS AND SONOMA MOUNTAIN BACKDROP
-  HILLOCK EDGE

Naphtali H. Knox & Associates  
Wagstaff and Associates



# CORONA · ELY SPECIFIC PLAN

CITY OF PETALUMA, CALIFORNIA

Figure 4 - 2  
Scenic and Special Features

*living environment, establish a distinctive image and sense of identity for the area, and create a source of community pride.*

#### Area-wide Identity and Unification

***Policy 2.** Consistent design themes for the area's key activity centers and principal common elements should be formulated—through use of consistent landscaping, building design, signage, street lighting, and other design standards and elements—to visually distinguish and unify the area.*

Key activity centers and common elements to be included in the design themes are the Sonoma Mountain Parkway, the retail center and adjacent higher-density residential areas, the junior college center, the creek corridors, internal collector roadways, neighborhood parks, the urban separator, and the junior high and elementary schools.

#### Sonoma Mountain Views

***Policy 3.** In planning the development of Corona/Ely lands, special efforts shall be made to preserve and take advantage of views of the Sonoma Mountains wherever possible.*

#### Special Features

***Policy 4.** The design and construction of future development in the Corona/Ely area shall incorporate and capitalize upon the area's special existing landscape features, visual attributes, and historic values whenever possible.*

#### Lynch Creek

***Policy 5.** The permanent open space corridor shown on the Land Use Plan map along Lynch Creek shall be treated as a principal design and identity element for the area. In particular, riparian elements nearest the Sonoma Mountain Parkway shall be preserved, enhanced, and incorporated into a park.*

#### Capri and Corona Creeks

***Policy 6.** Development of parcels traversed by Capri and Corona Creeks shall incorporate consistent linear park-like treatments—including natural-appearing drainage and landscaping along these channels specifically to tie together the various neighborhoods.*

#### High Amenity Area

***Policy 7.** The special topographic, vegetative, and view features of the "high amenity area" should be capitalized upon to create one of the city's most desirable residential areas.*

### Internal Residential Areas

**The primary design goals for these residential areas are to encourage development of distinct neighborhoods, a strong sense of neighborhood identity, and a high-quality living environment, and thereby generate a strong sense of neighborhood and community pride.**

*Policy 8. Where a particular property or portion of the Specific Plan area contains adjoining residential land use designations of differing maximum densities, a developer may provide, through project design, an intermediate gradation in density in order to create an appropriate transition from the lower to higher density designation or vice versa. The extent of this "transition area" shall be determined at the time of project review. Intermediate densities should be combined with site design and architectural features, roadway layout, natural characteristics of the property and other appropriate measures to achieve the transition effect as efficiently as possible. A project design that attempts to blend the higher and lower densities to achieve a particular overall density shall not be considered an appropriate response to this situation and will not be acceptable to the City.*

It is the intent of this policy to allow some flexibility in determining where one land use designation begins and another ends. However, this flexibility should not be interpreted as a means to dilute the intent and direction of the Plan to provide housing diversity and neighborhood distinctiveness particularly at the high-density core focused along Sonoma Mountain Parkway around the Retail Center and the High Amenity Area east of the parkway and north of Lynch Creek. Both of these areas are essential elements of the overall character and appearance of Corona/Ely and the transition from the adjoining land use designation will be a critical factor in maintaining the integrity of these areas.

### The Retail Center

**The primary design goal with respect to the retail center is to create a distinctive, high-quality commercial cluster which is visually harmonious with the design character of surrounding residential neighborhoods and with the overall design image sought for the Corona/Ely area.**

*Policy 9. The Retail Center shall be master-planned; un-planned piecemeal development on the individual properties covered by the retail designation will not be allowed. Once a master plan is completed, however, incremental development of that plan may occur on individual properties.*

### The Junior College Center

**A principal design goal of this Specific Plan is to encourage the Santa Rosa Junior College District to make a concerted effort, beginning with retention of highly qualified architects and landscape architects, to prepare a final master plan that fully reflects the important role the facility will play in establishing the character of the Corona/Ely area. The scale and community importance of this facility demand an exceptional master scheme and excellent architectural design.**

*Policy 10. The revised Junior College Center master plan should make more creative use of open space elements within the campus to compliment and unify the large building masses and to visually link these elements to one another and to Sonoma Mountain Parkway.*

*Policy 11. The central east-west creek corridor should be designed to create a more visually continuous concourse linking various open space and building components with the Sonoma Mountain Parkway.*

*Policy 12. Principal parking areas should be located farther from the Parkway, reserving prominent frontage for key buildings and open space.*

### **Principal Travel Corridors and Gateways**

#### Sonoma Mountain Parkway

**Establishing and maintaining a highly distinctive character for the Sonoma Mountain Parkway corridor is a major goal of this Specific Plan. The parkway route will provide the vantage point from which most people will view—and form their primary and most lasting impressions of—the Corona/Ely community. The design character of the parkway and of future development fronting on the route is perhaps the most significant visual concern addressed in this Plan.**

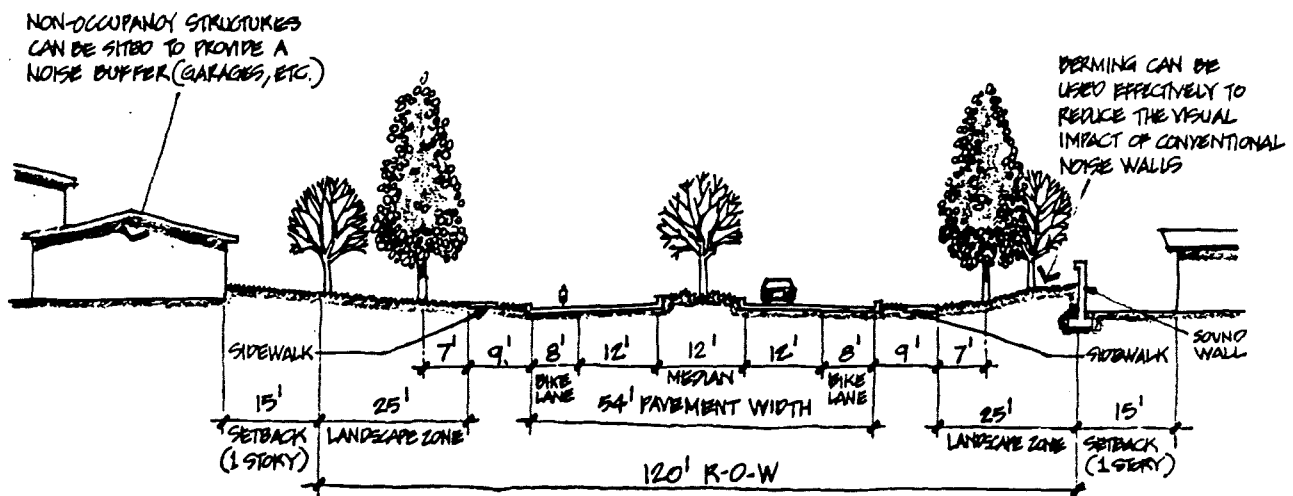
*Policy 13. Sonoma Mountain Parkway shall be designed to establish a strong and positive image and personality for the area.*

*Policy 14. The Sonoma Mountain Parkway corridor shall convey a sense of high quality design, cohesiveness, and unique identity.*

*Policy 15. The Corona Road and East Washington Street ends of the parkway, as well as the Rainier Avenue intersection, shall each contribute a distinct sense of entry into the new community as denoted by the Gateway designations on the Land Use map.*

**STREET DESIGN SPECIFICATIONS**

The preparation of detailed improvement plans for "common" (areawide) infrastructure components will be a necessary Specific Plan implementation step. "Common" infrastructure components are those which benefit a number of Planning Area landowners, and include those recommended in this Specific Plan for the Sonoma Mountain Parkway Right-of-Way as shown in the "typical" cross-section, below.



**Figure 4-3: Typical Cross-Section, Sonoma Mountain Parkway**

As explained in Chapter 5, Implementation, such area-serving capital improvements are in most cases prerequisites to development and must be financed on an areawide basis. Preparation of detailed construction specifications for these common right-of-way improvements will be required.

**Policy 16.** *In order to achieve the goals and objectives set forth in this chapter for Sonoma Mountain Parkway, construction details for the parkway shall include a set of parkway design specifications prepared by a qualified landscape architect, detailing surface improvements to be made within the public right-of-way. These right-of-way design specifications shall include:*

- (1) *Detailed design specifications for construction of the street, including pedestrian walkways, planting strips, curb and gutter, bike lanes, driving lanes, median strip, transit pull-offs, transit shelters, traffic signal hardware, and other street furniture (benches, trash receptacles, kiosks, etc.);*
- (2) *An associated detailed planting plan and set of planting specifications (trees, shrubs, and ground covers, including related preparation and planting instructions) for the "median" and "landscape zones" ;*
- (3) *A detailed irrigation plan and related construction specifications;*
- (4) *A detailed signage plan and related construction specifications; and*
- (5) *A detailed street lighting plan, including designs or specifications for the light standards to be used, and related installation specifications.*

**Policy 17.** *The parkway design specifications shall specify roadside and median landscaping that will create visual continuity along the corridor and establish the route's status as the primary arterial through the new community.*

The specifications should achieve these objectives through use of a consistent palette of street trees, other plant materials, street signage, street lighting, street furniture, pavement surfaces, planters, and transit shelters. The use of a common palette will unify the variety of land uses and architectural forms which will come to exist along the corridor frontage.

**Policy 18.** *The parkway design specifications shall also provide for a continuous system of pedestrian and bicycle paths along the corridor.*

Every attempt should be made to provide a more visually attractive sidewalk design than the traditional monolithic sidewalk/curb-and-gutter configuration typified by recent development in the city.

**Policy 19.** *Pedestrian walks shall be located at least several feet away from the curb and roadway paving.*

**Policy 20.** *The parkway design specifications shall coordinate street tree planting in the median and in the "landscape zones" and along both sides of and for the entire length of the roadway right-of-way, with special attention given to differentiating the roadway from others in the city and identifying and accenting the major intersections.*

The planting palette should emphasize low-maintenance and/or native species which can survive with minimal irrigation and maintenance; nonetheless, the plan must include an automatic irrigation system for all planting areas within the public right-of-way.

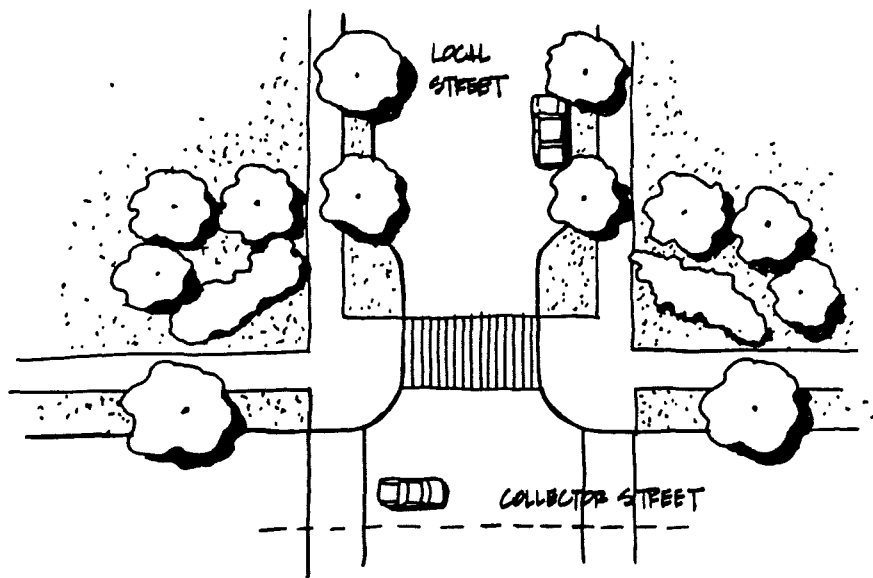
A suggested cross-section for the parkway is shown in Figure 4-3 on page 49. The diagram indicates recommended public and private landscape setbacks, related landscape treatments, and pedestrian/bike provisions.

The parkway design specifications should identify specific road construction and landscaping specifications for all areas within the public right-of-way, as well as guidelines for the private landscape setbacks required on each side of the right-of-way. The specifications can then be used to guide construction of the parkway and associated landscaping improvements to produce a unified design.

***Policy 21.*** *The following specific considerations shall be reflected in the parkway design specifications:*

- (1) Street and median trees, as indicated in the diagram Figure 4-3 on page 49, shall be of a limited combination of species, to create a strong edge and a sense of continuity. Underplantings of shrubs and groundcover shall be used for erosion control and ornamental accent. The list of plant materials specified in the plan should be kept brief in order to ensure the consistency necessary to create a strong visual impression.*
- (2) In selecting plant materials, emphasis shall be given to native and other drought-tolerant species and low-maintenance species (i.e., structurally strong, insect and disease resistant, limited pruning requirements, etc.).*
- (3) In the interest of public safety, trees shall be planted not less than 25 feet from the beginning of curb returns at intersections, and 10 feet from street lights and fire hydrants. Trees should be planted a minimum of 2.5 feet behind curbs, and lower branches should be kept trimmed to a minimum height of 6 feet above grade to ensure adequate sight lines for vehicles. This implies the use of specimen trees of a sufficient height to allow the trimming of lower branches soon after planting.*
- (4) An automated irrigation system shall be installed in all landscaped areas in the public right-of-way to ensure adequate watering and minimal water demand.*

- (5) Existing windrows and specimen eucalyptus and cyprus along the corridor shall be preserved to the extent possible.
- (6) All roadway signs along the parkway shall be of a single distinctive format to enhance the unified appearance desired.
- (7) Special attention shall be given to the design of a distinctive, yet subdued street lighting system. Like street trees, the luminaire design will have a significant bearing on the character of the parkway during both day and nighttime hours. At night, the color, intensity, and throw of the street lights will be the principal factor in establishing the ambience of the corridor.
- (8) Special, more intensive landscape treatments at parkway intersections are recommended to create greater visual interest and identification (see Figure 4-4, "Neighborhood Entrance Treatment").



**Figure 4-4: Neighborhood Entrance Treatment**

#### **PARKWAY VIEWS OF THE SONOMA MOUNTAINS**

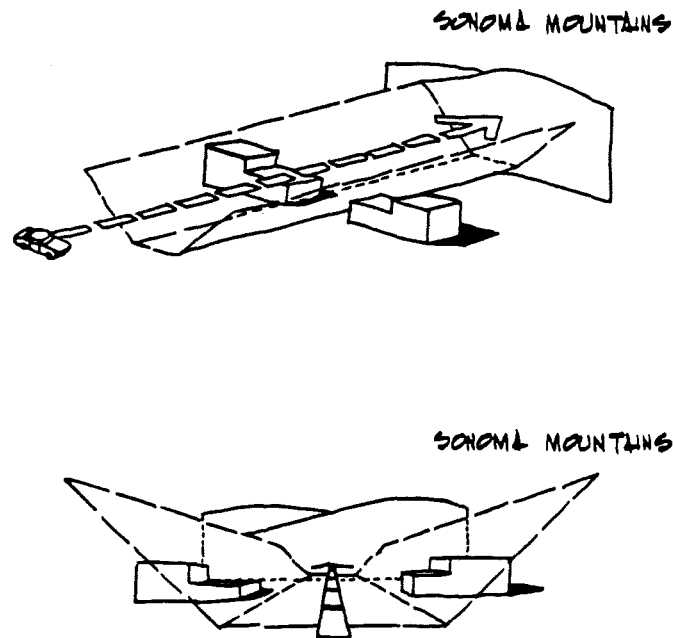
Because of the flat topography of the area and the alignment of the Sonoma Mountain Parkway parallel to the mountain range, opportunities for establishing and maintaining permanent "through-views" from the parkway toward the Sonoma Mountains, although critical to establishing an image for the area, will be limited to a few key locations.



**Policy 22.** *Permanent view corridors shall be established at the following locations:*

- (1) *The Corona Creek open space corridor;*
- (2) *The principal eastbound collector route intersections with the parkway;*
- (3) *The Capri Creek corridor through the junior college center site (especially if the preliminary creek alignment currently proposed can be modified to provide a more direct viewing path eastward through the new campus); and*
- (4) *The park adjacent to Lynch Creek.*

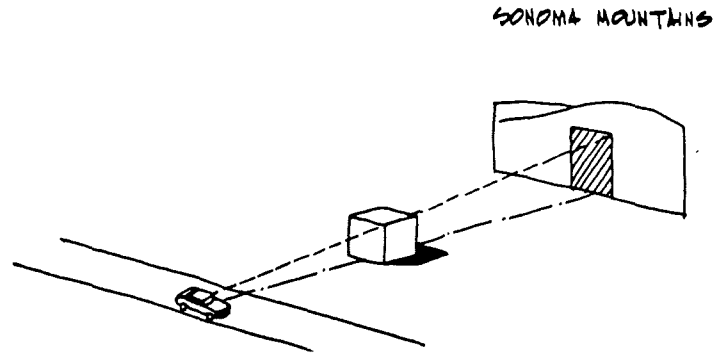
*The design of the east-west park and road corridors shall incorporate measures to protect and enhance easterly views toward the Sonoma Mountains. Tree planting patterns along these corridors and road segments shall be designed to frame rather than obstruct the through-views.*



**Figure 4-5: View Corridors**

In addition to the through-views, Figure 4-6 below indicates how building height and setback limitations along the parkway will allow views over rooftops toward the upper slopes of the Sonoma Mountains—if trees don't get in the way.

**Policy 23.** *Street tree planting shall allow for occasional views of the mountains over foreground rooftops.*



**Figure 4-6: View Corridor**

#### **PRIMARY GATEWAYS**

There are three principal entrance points (or gateways) to the Specific Plan area along the Sonoma Mountain Parkway. The three gateways are shown on Figure 1-5, the Land Use Plan, following page 12, and on Figure 4-1, the Key Design Elements map, following page 46. They include:

- (1) *The South Gateway*, which is the southern entry point and terminus of the Sonoma Mountain Parkway near East Washington Street;
- (2) *The Corona Gateway*, which is the northwest parkway entry point and terminus; and
- (3) *The Rainier Gateway*, at the intersection of Rainier Avenue and the parkway—an entrance which will increase significantly in importance when the Rainier Avenue/U.S. 101 interchange is constructed.

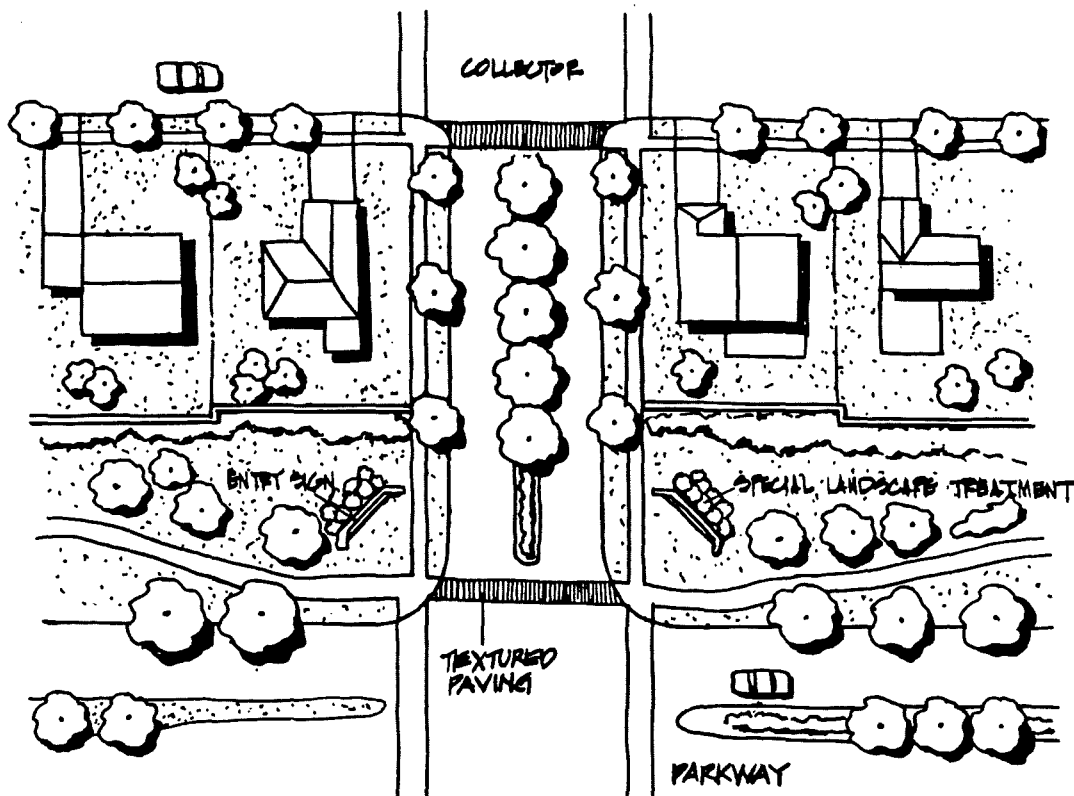
Two other but more minor gateways are also recommended by this Specific Plan:

- (4) Along Ely Road, south of Corona Road; and
- (5) Along the new Sonoma Mountain Parkway, between the Rainier and South Gateways, at the south entrance to the "high amenity area."

A suggested design for a typical gateway is illustrated in Figure 4-7. The goal is for each gateway to identify the community and create a strong initial sense of arrival and place.

**Policy 24.** Gateways shall receive special attention in the parkway design specifications so that they will create a formal sense of entry.

Such impressions can be achieved through the use of special monuments and/or signs, separation of the entry lane by a landscaped median, special lighting, special planting, street furniture, berms, low walls, changes in pavement type, sculpture, etc.



**Figure 4-7: Typical Gateway Treatment**

#### DESIGN REVIEW

**Policy 25.** Design review shall be mandatory for all development proposals involving properties contiguous to the Sonoma Mountain Parkway right-of-way. The policies set forth in this chapter shall be used in that process as a design review checklist.

**BUILDING DESIGN ALONG THE PARKWAY**

**Policy 26.** *The following criteria shall be applied to buildings designed for any and all properties that abut the Sonoma Mountain Parkway:*

(1) **General.** *Building elements exposed to direct public view from the parkway, including components of the Retail Center, multi-family housing complexes, and the junior college center, shall be made visually compatible, through incorporation of design parameters described in this chapter. Blank walls, parking areas, loading zones, service areas, outdoor storage, etc., shall be avoided entirely or screened from view.*

(2) **Building Mass.** *Variations in building mass shall be incorporated into the designs of any large-scale buildings or building complexes along the parkway in order to provide greater visual interest while maintaining a human scale. Large commercial and multi-family structures, particularly those in direct public view from the parkway, shall be separated into smaller components or shapes to decrease perceived bulk and create more human building scales.*

This can be achieved by creating building insets or projections along the parkway, stepping back upper floors, or varying the silhouette of rooflines.

(3) **Frontage Setbacks.** *For all properties abutting the parkway, buildings shall have a 30-foot minimum setback from the right-of-way, and structures shall not exceed one story or 15 feet at this setback line. An additional one foot of building height should be permitted for each added foot of setback. However, the total height of any buildings on any properties abutting the parkway shall not exceed 30 feet.*

Exceptions should only be allowed under stringent design review and use permit procedures. (It is intended that rooftop heating, cooling, other equipment, and related visual screening be included within these height restrictions.)

(4) **Rooflines.** *Building rooflines, styles, materials, and colors in direct view of the parkway shall be compatible with other roofs in the parkway view. All roof-mounted equipment shall be screened from view of the parkway. Roof-mounted stacks, vents, and ducts shall be located out of direct view from the parkway, and/or integrated into the roof design.*

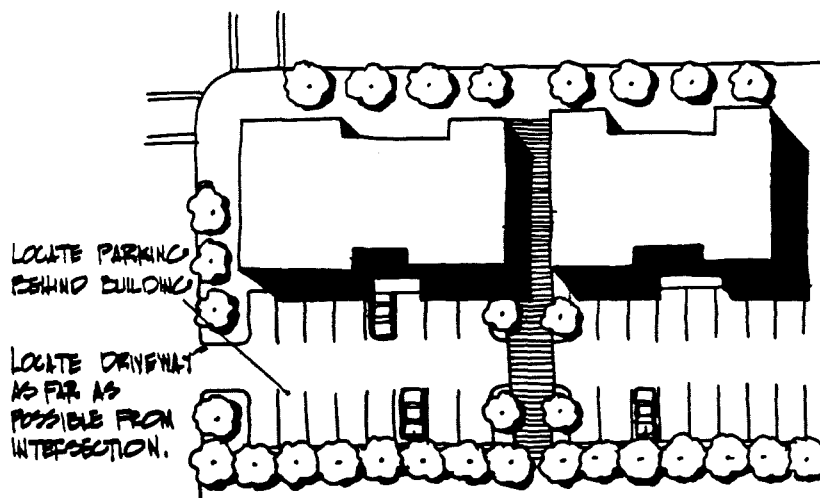
(5) **Materials.** *The number and type of exterior building materials in direct view from the parkway shall be limited in number.*

(6) **Color.** *Building color palettes along the parkway shall be compatible, complimentary, and subdued, rather than competitive and garish. Primary and bright colors shall be used sparingly. The palette for building materials and colors may be selected by the City in advance, or the palette may be set by the first buildings proposed and approved.*

#### PARKING LOT LOCATIONS

**Policy 27.** *Parking areas shall not be located adjacent to the parkway frontage. Rather, parking areas shall be placed behind or alongside the buildings they serve.*

**Policy 28.** *Access to parking areas shall be from secondary roads—not from driveways that lead directly onto the parkway.*



**Figure 4-8: Placement Of Parking Behind Buildings**

#### NOISE BARRIERS

**Policy 29.** *Conventional, fully-exposed masonry noise barriers shall be avoided along the parkway. Alternatives to be encouraged include:*

- (1) Combinations of walls and berms, which will reduce the apparent height—and thus the visual impact—of the wall (see the example cross-section, Figure 4-3 on page 49), and
- (2) The critical placement of non-occupancy structures, such as garages or accessory structures, between the parkway and noise-sensitive structures (residences, open space areas, etc.).

## Corona Road

The principal goal for Corona Road is to preserve the valued rural character of this important link between country and town. Design guidelines for preservation of the route's rural character include:

### LIMITED IMPROVEMENTS

*Policy 30. The "country road" feeling of the route shall be preserved by maintaining the current two-lane rural design standard of the roadway (no curb and gutter, and no street lights except at intersections with designated arterials) and by retaining existing open drainage ditches along the roadside.*

### TREE PRESERVATION

*Policy 31. The existing tree canopy of specimen California live oaks and other mature roadside trees on both sides of the route shall be protected against future removal or disturbance.*

*Policy 32. Aged or diseased trees shall be replaced as necessary and in kind to preserve and enhance the character of the route over the long term.*

### RETENTION OF RURAL DETAILS

*Policy 33. To the degree feasible, typical rural features along Corona Road shall be retained, and future development along the route should repeat those features.*

For example, future fence construction along the route shall be confined to open designs; solid fences should be avoided.

*Policy 34. Paved driveways are not required in the city and shall also be discouraged along Corona Road.*

## **Central Area**

The Land Use Map designates a concentration of high intensity residential development adjacent to a community commercial center at the southeasterly bend in the Sonoma Mountain Parkway. The combination of these high intensity land uses at this prominent location invites development of an integrated residential-commercial center—in effect, a "Central Area" for the northeast quadrant of the city. The design character of this Central Area will be a major factor in establishing the image and identity of the Corona/Ely community. In that light, particularly stringent design

review is warranted for future development within this Central Area in the context of the Specific Plan area as well as citywide.

### General Design Objectives

#### GENERAL DESIGN QUALITY AND COMPATIBILITY

*Policy 34. Development plans for both the commercial center and the adjacent "urban high" residential component shall reflect a high standard of design quality and shall be made harmonious with the local parkway setting by incorporating the Central Area design parameters which follow.*

#### DESIGN INTEGRATION

*Policy 35. The design of the commercial center and "urban high" residential complex shall be directly coordinated to establish visual compatibility and avoid nuisance impacts such as scale incongruities, shadow impacts, noise or light intrusion, invasion of privacy, traffic problems, and so on. If the property is subdivided, owners of adjoining commercial and residential properties shall develop coordinated and/or shared design elements and facilities, such as driveways, parking areas, view corridors, pedestrian ways, planting palettes, and other landscape treatments.*

Such design integration could be implemented through preparation of a coordinated master plan for the entire property prior to subdivision, and through incorporation of the master plan provisions and guidelines in CC&Rs (conditions, covenants, and restrictions) for the subdivided parcels.

#### VISUAL SCREENING

*Policy 36. The commercial component shall not create unattractive direct views for neighboring residential development, such as direct views of parking lots, loading zones, illuminated signs, and so on. Parking, loading, and other service areas, trash facilities, outdoor storage, mechanical equipment, utility meters, etc., shall be screened from public view. Wherever possible, buildings shall be sited to provide such visual screening. Visual screening of these areas shall be integrated into the overall architectural and landscape design of the complex.*

## Central Area Building Design Policies

### ARCHITECTURAL TREATMENT

*Policy 37. All individual structures shall be designed to be harmonious with the local setting and with neighboring developments. Building designs shall reflect a high standard of architectural quality and shall be coordinated and unified through the use of complimentary forms, materials, colors, and other architectural treatments.*

Central Area structures should feature strong architectural and spatial continuity. Individual building designs should avoid sharp contrasts with adjacent buildings.

*Policy 38. All building surfaces in direct public view shall receive integrated design treatment (including rear and side elevations exposed to view from the parkway or adjacent buildings). On corner sites, in particular, front facade treatments shall extend around the building corner.*

### BUILDING FORM AND SITING

*Policy 39. The design and siting of the 9.2-acre commercial component shall emphasize creation of a perceived "complex" of buildings rather than two or three large, individual, separate structures.*

Variations in building massing will provide visual interest and better human scale relationships.

*Policy 40. Spaces between buildings shall be used to create interior pedestrian plazas, courtyards, outdoor eating areas, view corridors toward the Sonoma Mountains, etc.*

For maximum sun exposure, south and west orientations are preferred for outdoor gathering areas.

*Policy 41. Outdoor gathering areas that may be subject to substantial late afternoon and evening use shall also include provisions for wind protection.*

*Policy 42. The height and shape of each building shall be compatible with adjacent and nearby buildings in the Central Area.*

Undesirable contrasts in building height and bulk can be avoided through coordinated use of ground level and upper floor step-backs, insets, projections, etc.



**BUILDING HEIGHT**

Policy 43. *No Central Area structure shall exceed 25 feet in height at required setback lines. For each additional foot of setback inside the required setback line, an additional 6 inches in building height should be allowed up to the maximum height permitted in the zone. Additional height may be permitted under stringent variance procedures only. Heating, cooling, other rooftop equipment, and related screening shall be included in these building height restrictions.*

**BUILDING MASSING**

Policy 44. *Large-scale commercial and multi-unit residential buildings or building complexes shall be broken or articulated into smaller shapes to minimize perceived bulk and ensure appropriate human scale relationships.*

This can be achieved by creating building insets or projections, stepping back upper floors, and varying rooflines.

**BUILDING FACADES**

Building elevations exposed to direct view from local streets, parking areas, or adjacent residential areas should be of high architectural quality and visually compatible with nearby buildings.

Policy 45. *Large building facades shall be "articulated" to provide visual variety and human scale. Long, straight facades without changes in wall planes or distinct openings shall be avoided.*

Policy 46. *Building facade detailing shall be integral to the building design.*

Design elements which can be used to articulate building facades, create visual interest, and relate structures to pedestrian areas include entry insets, bays, eaves and overhangs, awnings, windows, balconies, trellises, small signs, etc.

**NO "STANDARD-PRODUCTION" DESIGNS**

Policy 47. *Standard production designs which are typically used by corporate commercial chains for convenience stores, fast-food restaurants, gas stations, etc., shall be prohibited.*

**BUILDING MATERIALS**

**The goal is to achieve design harmony and cohesiveness.**

*Policy 48. The number and type of exterior materials used in the Central Area should be limited in number.*

*Policy 49. Materials shall be genuine rather than simulated (e.g., real Spanish tile should be used rather than concrete or plastic roof tiles that imitate Spanish tile), and shall be reflective of materials used in surrounding development.*

**BUILDING COLOR**

*Policy 50. Color palettes used on the various individual buildings in the center shall be complimentary and subdued, rather than competitive and garish.*

Primary and bright colors can be used effectively, but sparingly, as visual accents and unifiers.

**BUILDING ROOFS**

**The goal is to use the character of building roofs in the Central Area to visually integrate the buildings.**

*Policy 51. Rooflines, styles, materials, and colors shall be compatible with other roofs in the complex and in the vicinity, and shall be consistent in character from various vantage points.*

*Policy 52. Applied roof forms (e.g., fake Mansards, etc.) shall be avoided.*

*Policy 53. Rooftop vents, ducts, antennae, and other equipment shall be located out of direct view and/or integrated into the roof design.*

**MECHANICAL EQUIPMENT**

*Policy 54. All rooftop and other outdoor mechanical equipment shall be fully screened from ground view in a manner that is architecturally integrated with related structures.*

#### AWNINGS

**The goal is for awnings to be used to accent and unify the community retail complex and create strong pedestrian relationships.**

*Policy 55. Awning forms, heights, materials, colors, and graphics on each structure shall be carefully coordinated with other awnings in the Central Area.*

#### MISCELLANEOUS COMPONENTS

Other building components may also warrant special design consideration and control on a project-by-project basis.

### Central Area Landscaping

#### GENERAL

**The goal is to have a set of "Central Area landscaping specifications" formulated by the developer(s) of the Central Area to organize and unify it. These specifications will be required by the City as part of the development plan submittal.**

*Policy 56. A detailed combination of planting, lighting, signage, street furniture, berms, and fencing shall describe how the Central Area project design will enhance pedestrian spaces, soften typical commercial paved areas, link the various components, and screen unsightly elements.*

The Central Area landscaping specifications shall incorporate policies 57 through 69.

#### LANDSCAPING MATERIALS

**The goal is to use a limited planting palette to create a cohesive and distinctive Central Area.**

*Policy 57. Native and low-maintenance plant species shall be emphasized.*

*Policy 58. Plant materials shall be selected and installed in a manner which achieves most of the desired visual and screening effects within two years of planting.*

Policy 59. *Ground covers shall consist primarily of plant materials—and not loose materials such as gravel, wood chips, and bark.*

#### IRRIGATION

Policy 60. *All planted areas shall have automated irrigation systems.*

#### STREET TREES

Policy 61. *The Central Area landscaping specifications shall provide for street trees along all street frontages.*

Policy 62. *Species and planting details shall be consistent with guidelines and specifications established in the Sonoma Mountain Parkway design specifications (pages 48 through 54).*

#### PAVING DESIGN

Policy 63. *The Central Area landscaping specifications shall include paving treatments which add visual interest and human scale, and which serve to organize and unify the area.*

Policy 64. *Attractive but subdued combinations of paving materials, patterns, and colors shall be used to direct pedestrian movements, identify pedestrian crossings, and break up large areas of pavement.*

#### OUTDOOR FURNITURE

Policy 65. *The Central Area landscaping specifications shall provide for the use of outdoor furniture to encourage pedestrian activity and create a sense of place.*

Outdoor furniture should include benches, other fixed or movable seating, kiosks, trash receptacles, drinking fountains, newspaper racks, pay telephones, informational directories, signage, seat walls, etc.

#### OUTDOOR LIGHTING

Policy 66. *Exterior lighting shall be designed and located in a manner which identifies and accents pedestrian areas, avoids light intrusion into adjacent residential areas, and does not exceed the amount of illumination required.*

Policy 67. *Overly bright or flat and even lighting over large areas (e.g., parking lots) shall be avoided.*

Policy 68. *In general, area lighting shall be directed downward, and light sources shall be kept as low to the ground as possible in the Central Area.*

Policy 69. *Luminaires over 10 feet in height shall include light shields to prevent direct view of the light source from off-site vantage points.*

### Central Area Signage

**The goal is to produce simple, attractive, easy-to-read signs, compatible and complimentary with the desired character of the center and the overall parkway corridor.**

Policy 70. *Central Area development shall include detailed signage specifications.*

Policy 71. *Signs shall be used in the Central Area only to identify the center itself and the various businesses located within the Central Area.*

Policy 72. *Signs shall not be used as advertisements.*

Policy 73. *Individual messages shall be limited to the name of the business and/or the business logo.*

### **SIGN STYLE**

Policy 74. *Central Area signage shall be designed to conform to the character of the center's architecture.*

Policy 75. *Free-standing signs shall be low-profile monument style, not more than five feet (5') above the sidewalk.*

Policy 76. *All signs in the center shall be coordinated in terms of size, shape, materials, height, lettering type, graphic style, and lighting, so that they are complimentary to the overall center design and are not competitive with other signs in the complex.*

**Wall-mounted signs which are integrated into the design of building facades are preferred.**

Policy 77. *Corporate signing which does not relate to building architecture or which conflicts with the design theme of the Central Area and Sonoma Mountain Parkway shall be prohibited.*

## MISCELLANEOUS

Policy 78. Any permitted free-standing signs shall include the name of the shopping center component only—not the name of every tenant.

Policy 79. Central Area signage shall be subtle and unobtrusive.

Policy 80. Sign illumination shall conform to the provisions of the City Zoning Ordinance, but in any event shall not be unnecessarily bright or harsh.

Policy 81. Sign area shall be limited to the minimum amount necessary to clearly identify each business.

The use of a number of smaller signs in lieu of one large sign is encouraged.

Policy 82. Signs on the inside of windows of Central area developments are prohibited.

Policy 83. Sign regulations set forth in the City's Zoning Ordinance which are in addition to or more restrictive than those set forth in policies 70 through 83 shall also apply.

Central Area Parking

## GENERAL

**The goal is to reinforce the quality image of Corona/Ely's Central Area by de-emphasizing the physical prominence of parking facilities.**

Policy 84. Parking areas shall be separated into smaller components, and shall be located behind buildings whenever possible.

Policy 85. The conventional practice of placing most parking between the street and the buildings shall be avoided. (See Figure 4-8, page 57.)

Policy 86. Central Area off-street parking areas shall not be located in direct view of the Sonoma Mountain Parkway; rather, they shall be located behind or along the sides of buildings.

## SECONDARY FRONTAGES

Policy 87. Off-site parking areas located adjacent to a secondary street frontage shall have a minimum landscaped setback between the sidewalk and the parking

*area in accordance with the City's zoning ordinance but shall be not less than 10 feet in width. The setback shall be used to visually screen the parking area from view through a combination of earth berms, planting, and low walls of sufficient height to screen the headlights of a typical full-sized automobile. Such treatments shall be carefully detailed in the Central Area landscaping specifications.*

#### PARKING AREA LANDSCAPING

*Policy 88. Parking area landscaping shall include perimeter and interior planting to soften parking area appearances, to link parking with other components in the center, and to provide shade.*

*Policy 89. A minimum of one 15-gallon tree per every four parking spaces shall be required. Species should be broad-canopied and high-branching.*

*Policy 90. Curbed or protected planting strips and tree wells shall be incorporated in the parking area design to accommodate trees, shrubs, and ground cover.*

#### PARKING AREA LIGHTING

*Policy 91. Illumination shall be concentrated on pedestrian ways and specific areas where cars will be parked.*

Bright, overall lighting of Central Area parking should be avoided.

#### Mixed-Use

**It is a goal of this Specific Plan to encourage the preparers of the master development plan for the Central Area to apply "mixed-use" planning principles in designing the designated residential and commercial components.** The term "mixed-use" refers to the visual and functional integration of diverse but mutually supportive land uses—in this case residential and commercial—in one development plan. Many of the prerequisites to a successful mixed-use project are present at the Central Area site, including sufficient land area and a prominent location.<sup>1</sup> Under a mixed-use scheme, possible mutually supportive components within the "urban high" residential and retail commercial classifications may include eating and drinking (outdoor and indoor), commercial recreation (health club, swimming and tennis facilities, *etc.*), a day care center, health clinic, public library branch, community meeting facility, *etc.*

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<sup>1</sup> Mixed-use commercial/residential complexes are typically greater than five acres in size, according to the Urban Land Institute.

## Residential Neighborhoods

The following land use and design policies apply to all residential land use designations in the Planning Area. **The goal is to encourage the development of distinct neighborhoods, high quality living environments, and an overall sense of community identity for the Corona/Ely area.**

### Streets

Street layouts and design standards will play a key role in establishing the character of new Corona/Ely neighborhoods. Street design standards and the overall street layout establish the basic structural organization and visual character of a neighborhood. In addition, a well designed street system can add needed visual variety and interest to a residential development. The General Plan encourages comfortable street scales and street beautification. The General Plan also specifically calls for the creation of narrower, tree-lined streets on the East Side.

#### STREET LAYOUTS

***Policy 92.** Local streets shall emphasize curvilinear alignments, short loop streets, and cul-de-sacs to create neighborhood unity and visual interest, reduce traffic speeds, and discourage through traffic.*

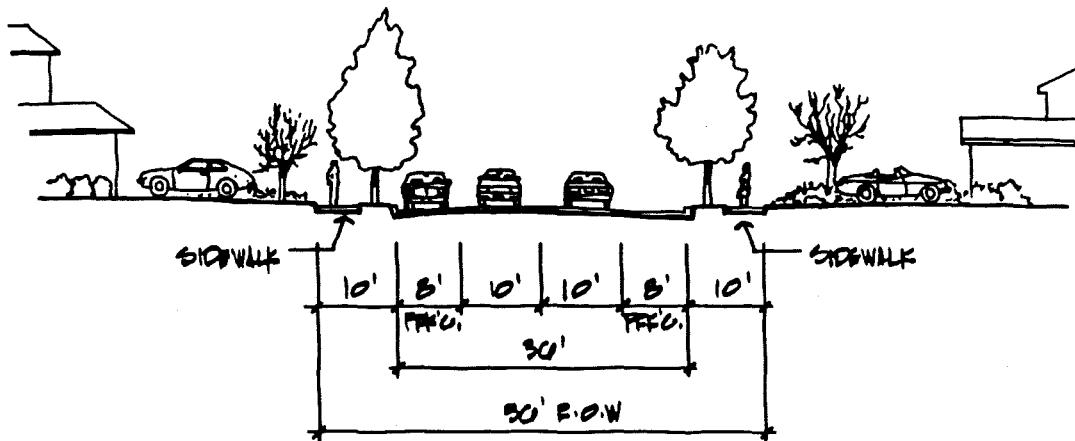
Street layouts should emphasize northeast-southwest orientations wherever possible to create view corridors toward the Sonoma Mountains.

In the "high amenity area," neighborhood streets should follow the natural contours to the extent possible and thereby enhance the area's topographic features.

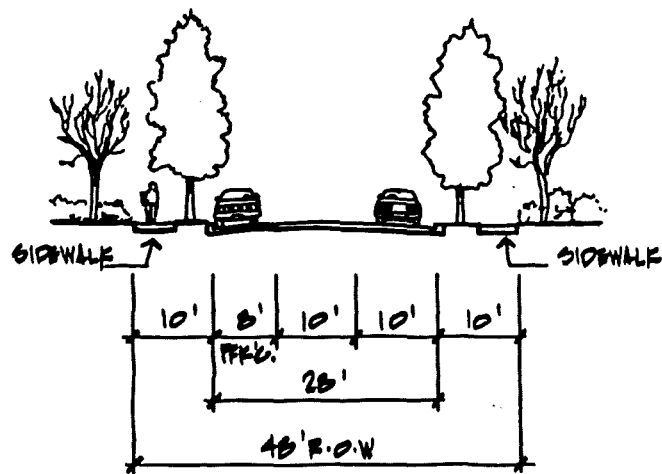
#### STREET CROSS-SECTIONS

Chapter 2 (Circulation) establishes a local street classification system (Figure 2-8, page 25). Design suggestions for residential street cross-sections are illustrated on this and the following page. **The goal is to create an intimate and pleasing character for Corona/Ely neighborhoods, while adequately meeting circulation objectives.**

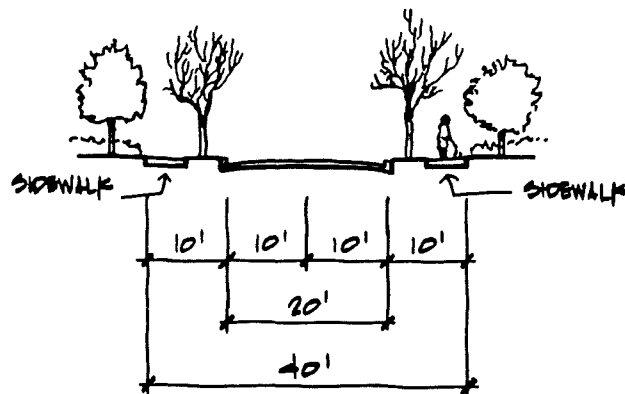




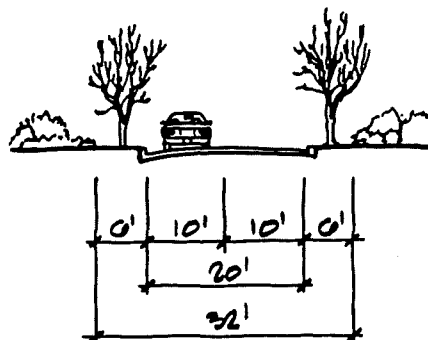
**Figure 4-9: Local Street, Parking on Both Sides**



**Figure 4-10: Local Street, Parking on One Side Only**



**Figure 4-11: Minor Residential Street or Cul-de-Sac, With Sidewalks and No On-Street Parking**



**Figure 4-12: Minor Residential Street or Cul-de-Sac, With No Sidewalk and No On-Street Parking**

Policy 93. *In general, residential street rights-of-way shall be 50 feet, but pavement widths should be less than 30 feet curb-to-curb.*

**The goal is to increase residential setbacks from the curb to reinforce a country estate image.** Narrower roads will also reduce traffic speeds through neighborhoods.

#### ON-STREET PARKING

Policy 94. *On-street parking shall be prohibited on Sonoma Mountain Parkway.*

This prohibition serves both visual and functional ends. The schematic cross-sections for internal residential streets, Figures 4-9 through 4-12 on the preceding pages, illustrate the following on-street parking choices.

- (1) **Curbside Parking—Both Sides.** This approach would be appropriate for internal collector streets in areas of single-family detached homes where the City determines that individual project characteristics (density, off street parking limitations, etc.) require curbside parking on both sides of the street. A minimum street width (curb-to-curb) of 36 feet would be required.
- (2) **Curbside Parking—One Side Only.** This scheme, which is suggested by the General Plan, would result in a narrower, more intimate residential street (28 feet curb-to-curb). A variation is the one-way loop street, with parking on one side (18 feet curb-to-curb). Both of these configurations may require occasional parking bays or clustered off-street parking where the City determines that such additional parking is warranted.
- (3) **No Curbside Parking.** Two schemes are illustrated which would create a desirable rural or country estate feeling and would allow greater front yard setbacks. The narrow street width (20 feet curb-to-curb) would be appropriate for neighborhoods where on-street parking is deemed by the City to be unnecessary, based on review of individual project density and off-street parking provisions.

#### STREET PLANTING

Policy 90. *All Corona/Ely residential streets shall have 4- to 5-foot planting strips within the right-of-way on both sides of the street between the curb and sidewalk, rather than having the sidewalk adjacent to the street.*

Within this planting strip, there would be a coordinated program of street tree and other planting.

All subdivision applications are required to include a landscaping plan for these planting strips and adjacent landscaping easements. The landscaping plan should include specific construction, planting, and irrigation details, as well as long-term maintenance provisions for the planting strips and adjacent easements.

Where curbside parking is allowed, planting strip landscaping should provide for convenient pedestrian movement between parked vehicles and sidewalks. The cost of landscaping within the street right-of-way and related continuing maintenance should be included in the capital improvement planning and financing for the Planning Area. Permanent, on-going maintenance responsibilities should be clearly assigned to neighborhood homes associations and/or assessment districts.

The selection and placement of street trees and other plants should unify and clarify the neighborhood layout. For example, the suggested cross-sections, Figures 4-9 through 4-12, indicate use of taller, broader-canopied trees along collector streets, and smaller scale varieties along minor streets and cul-de-sacs.

The spacing of street trees should vary with the species. As a general rule, the maximum separation for visual effectiveness should not exceed twice the diameter of the average canopy when the tree has matured. If shade is desired, tree spacing should be slightly less than the mature average canopy diameter in order to achieve an unbroken canopy. A City standard already requires a minimum container size of 15 gallons for new street trees, and that each tree be double-staked when planted.

#### **STREET LANDSCAPE PLAN**

There should be an approved *Street Landscape Plan* for each individual subdivision, establishing design details, construction specifications, and maintenance responsibilities for common landscaping within the street right-of-way and adjacent landscaping easements.

**Policy 96.** *The Street Landscape Plan shall specify planting, irrigation, pedestrian, street signage, street lighting, underground utility, and mailbox details.*

**SIDEWALKS**

Unless otherwise warranted for safety or operational purposes, sidewalks should be discouraged in residential developments with average lot sizes in excess of 10,000 square feet, to reinforce the desired rural or country estate image.

**BICYCLES**

As shown in Figure 4-3 on page 49, bicycle lanes are suggested in both directions for Sonoma Mountain Parkway. Separate bicycle lanes are not warranted for local residential streets.

**FRONTAGE LANDSCAPING**

Policy 97. *Frontage landscaping shall emphasize vegetation.*

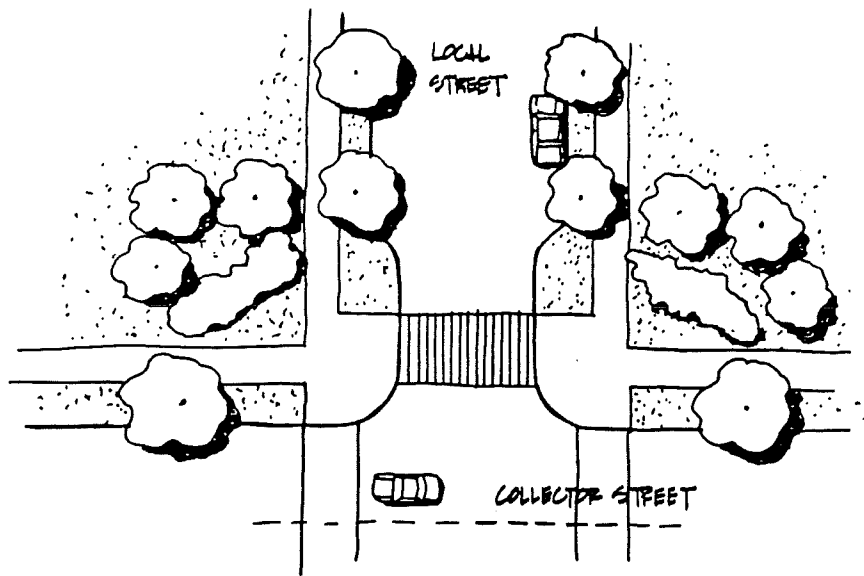
Policy 98. *Use of loose materials, such as gravel, rock gardens, wood chips, and bark, shall be discouraged.*

**STREET LIGHTING**

Policy 99. *Street luminaires shall be of a high quality design which contributes to the special quality and character of the neighborhood day or night.*

**INTERSECTION "CHOKERS"**

Neighborhood streets can be narrowed at intersections and at appropriate internal locations to create a sense of entry and to reduce traffic speeds, as illustrated below. Special landscaping should be introduced at these points to reinforce the sense of entrance.



**Figure 4-13: Neighborhood Entrance Treatment**

### House Design

#### **DESIGN VARIATION**

Architectural monotony is generally caused by excessive repetition in the massing of structures (the shape and size of the houses), equal distances between houses, and the lack of variation in street facades. Policy 16 and Program 22.1 of Chapter 3 of the General Plan require 10 percent of the housing units to be significantly different from the remaining units in architectural style, but it will be up to the Site Planning and Architectural Review Committee (SPARC) to determine whether the intent of the policy has been attained in a particular development. General Plan Program 23 requires the City to establish strict standards, procedures, and review guidelines for SPARC; therefore, when a proposed development does not offer the desired variety, the 10 percent standard will be enforced.

The 10 percent rule should be considered early in the design development process, since lot configuration often dictates house orientation and can limit opportunities for differentiation. Building massing should be varied. Elements which can be changed to avoid architectural monotony include entrance and garage locations, roof design and materials, siding materials, window design, colors, and other architectural details.

**"OLD AND NEW IDEAS"**

Planning Area residential projects are encouraged to incorporate designs which differ from the typical East Side house styles of the recent past. Corona/Ely residential design should consider incorporation of elements from, or variations upon, historic West Side residential designs, such as large front porches or "verandas" as a dominant design element. Atypical contemporary designs are also encouraged.

**BUILDING HEIGHT, MASSING, AND SETBACKS**

***Policy 100.** To avoid monotonous repetition, residential development plans shall emphasize variation in building massing, setbacks, and height. Front yard setbacks should be varied from lot to lot or unit to unit. As a rule, adjacent front yard setbacks should vary by at least 3 feet. Side yard setbacks should also be varied to avoid repetitive patterns and preserve views.*

**DRIVEWAYS AND GARAGES**

***Policy 101.** The placement and configuration of residential driveways and garages shall be varied to increase visual interest and avoid monotonous repetition.*

**INTEGRAL DESIGN DETAILS**

Architectural design motifs should continue around all sides of Planning Area homes.

**Neighborhood Parks and Open Space**

Common open space in Planning Area residential neighborhoods (neighborhood parks, mini-parks, greenbelts, etc.) should be centrally located and used to visually unify individual neighborhoods, to tie separate neighborhoods together, and to provide an internal pedestrian circulation network.

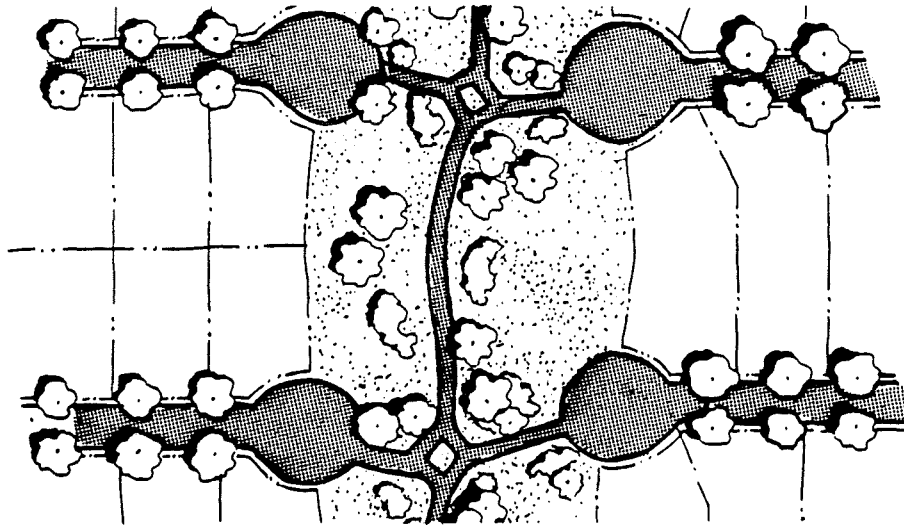
**VIEWS**

***Policy 102.** Neighborhood parks and common open areas shall be located and configured to take maximum advantage of Sonoma Mountain views.*

***Policy 103.** Wherever possible, open space areas shall be oriented on a northeast-southwest axis to maximize views of the mountains.*

**PEDESTRIAN CONNECTIONS**

Where creek open space corridors and other open space elements provide such opportunities, neighborhood cul-de-sacs should be connected by pedestrian/bike paths to provide off-street circulation between neighborhoods. (See Figure 4-14, below.)



**Figure 4-14: Pedestrian Connections Between Cul-de-Sacs**

**MINI-PARKS**

**Policy 104.** *Smaller recreation areas such as tot lots, tennis courts, basketball courts, and volleyball courts, shall be encouraged in individual neighborhood plans. Such facilities could be provided by project homeowners' associations or by the City.*

**The "High Amenity" Residential Area**

The combination of topographic, vegetative, and Sonoma Mountain view opportunities in the designated "high amenity area" warrant creation of an enhanced residential environment. **The goal is to make the "high amenity area" one of the city's most desirable neighborhoods.** The following design policies and guidelines are set forth to meet this objective.

**DESIGN CONTROLS**

**The goal is to create a distinctive residential setting.** Development plans for this area should therefore incorporate more stringent design controls on



building design and landscaping. Such design controls could be permanently implemented through City zoning requirements, private CC&R provisions, and homes association enforcement.

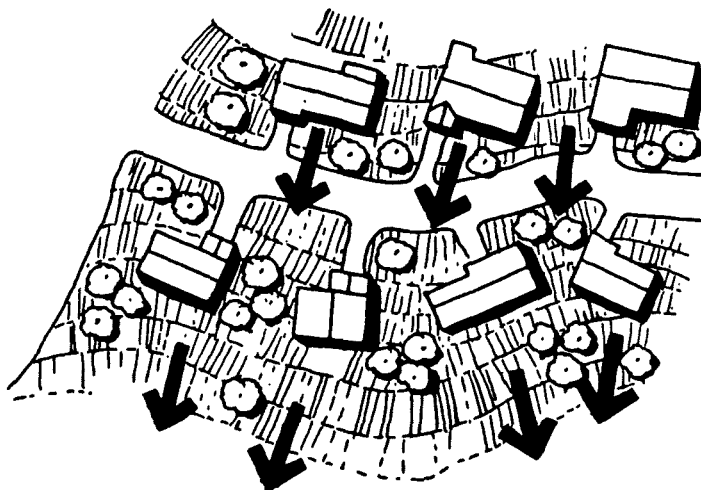
#### TOPOGRAPHY

The slightly rolling topography distinguishes this area from the generally flat East Side. It is important that development plans for sites which have some slope variation take advantage of this amenity.

***Policy 105.*** *Rolling or hilly sites in the high amenity area shall not be graded; rather, house placement shall follow contours to reinforce the topography and provide better views. Roads should parallel land contours wherever possible, or cross contours at right angles.*

#### MOUNTAIN VIEWS

***Policy 106.*** *Each high amenity area subdivision shall be designed to maximize views toward the Sonoma Mountains for each lot. Special building setback and height control provisions in CC&Rs may be warranted to maximize view protection.*



**Figure 4-15: Development Plans Should Consider Topography and Mountain Views**

#### LYNCH CREEK

The goal is to reinforce Lynch Creek's value as a distinctive neighborhood element.

Policy 107. *The scenic riparian corridor along Lynch Creek shall be emphasized as a design focal point in development plans for this area.*

Policy 108. *Single-loaded road segments shall be aligned along the creek corridor edge to maximize views of the creek from the road and from front yards.*

#### CUSTOM HOMES

Policy 109. *Development plans for this area shall place maximum emphasis on custom homes in order to encourage a variety of architectural styles and designs.*

(In this regard, see Petaluma General Plan, Chapter 3, policy 16.) "Custom" means either single units built on lots sold to individuals, or production homes that provide a wide-variety of exterior features and treatments so as to appear sufficiently different from each other.

#### STREET WIDTHS

Policy 110. *Street cross-sections without on-street parking similar to Figure 4-12 (page 70) shall be used in the high amenity area to minimize street widths, maximize yard areas, create a "country estate" feeling, discourage on-street parking, reduce vehicular speeds, and generally reduce the visual prominence of the road.*

#### VARIED FRONT YARD SETBACKS

Policy 111. *On straight street segments, front yard setbacks shall be varied on adjacent lots by a minimum of 5 feet.*

#### SIDE YARD SETBACKS

Policy 112. *Side yard setbacks on at least one side of each home in the "high amenity area" shall be maximized to open up view corridors and increase usable yard areas.*

#### ROOF DESIGN

Policy 113. *The form and texture of building roofs in the "high amenity area" shall be an integral part of the building design, and shall be compatible with the natural and manmade setting.*

*Policy 114.* *Roof designs in the "high amenity area" shall include forms, materials, and colors which are compatible with other structures in the subarea and which are subdued in appearance; brightly colored or reflective roof materials shall be prohibited.*

*Policy 115.* *Roof appurtenances, such as roof-mounted stacks, vents, jacks, mechanical equipment, and antennae, but excluding chimneys, shall be located and designed to be screened from view from the public street.*

#### TWO-STORY UNITS

*Policy 116.* *Concentrations of adjacent two-story buildings shall be avoided.*

Generally, not more than two two-story buildings should be placed side-by-side, unless two-story forms are an essential means of maintaining views between structures towards the Sonoma Mountains.

#### URBAN SEPARATOR FRONTAGE

*Policy 117.* *A single-loaded street shall be encouraged along the urban separator.*

The urban separator, as shown on the Land Use Map, Figure 1-5 following page 12, does not extend across the southern three parcels in the "high amenity area."

Where the residential land use designation is adjacent to the separator edge, opportunities exist for private direct access. Where the rural edge is to remain as permanent open space with no significant public improvement (*i.e.*, a playing field, stormwater detention facility, *etc.*), the separator edge should be treated as if it were a waterfront—*i.e.*, the living areas of homes along this edge should be oriented towards the adjacent open space.

*Policy 118.* *Landscape treatments along the urban edge shall avoid obstruction of mountain views.*

*Policy 119.* *Low and transparent fence designs shall be encouraged.*

#### SELF-REGULATION

All residential developments should be encouraged to establish homeowners associations empowered to implement and enforce CC&Rs with respect to architectural and landscape design, home maintenance, home modifications, tree removal, recreational vehicle storage, machinery and equipment storage, antennae, clotheslines, off-street parking, keeping of animals, and other nuisance activities.

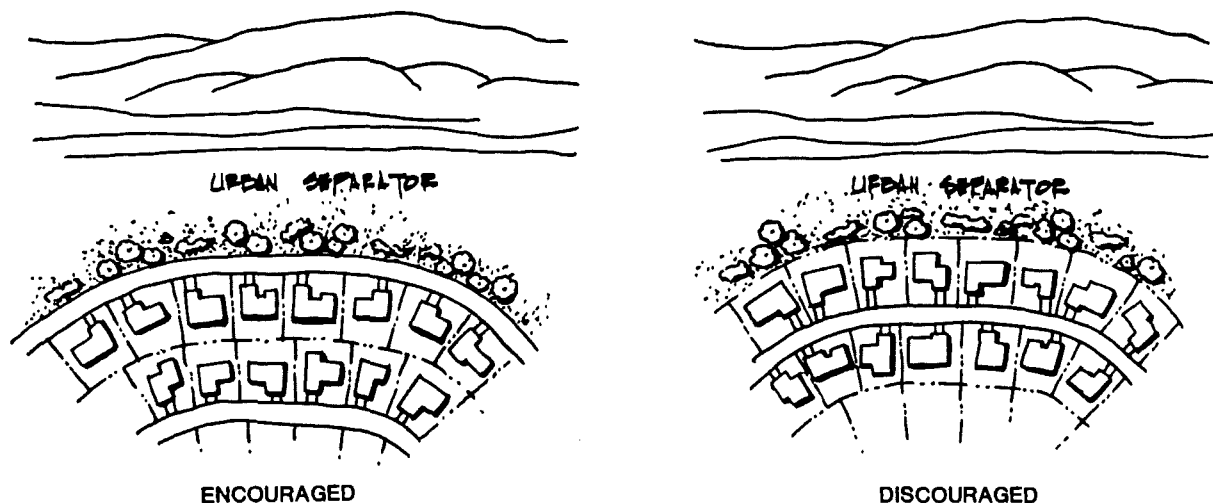
## Urban Separator

### Street Layouts

**Policy 120.** Residential development layouts adjacent to the urban separator shall maximize public visual and physical access and shall avoid creating a wall of private development along the separator.

**Policy 121.** The undeveloped side of single-loaded streets, rather than rear lot lines, shall be encouraged along the separator.

As suggested in the General Plan, such road configurations will maximize visual access to eastern rural areas and the Sonoma Mountains (see Figures 4-16 and 4-17, page 80). To the extent possible, the street alignment along the separator should be irregular (e.g., serpentine or undulating, rather than straight) to create more visual interest and reduce traffic speeds. Streets that run toward the separator should emphasize a northeast-southwest orientation to create additional view corridors towards the Sonoma Mountains.

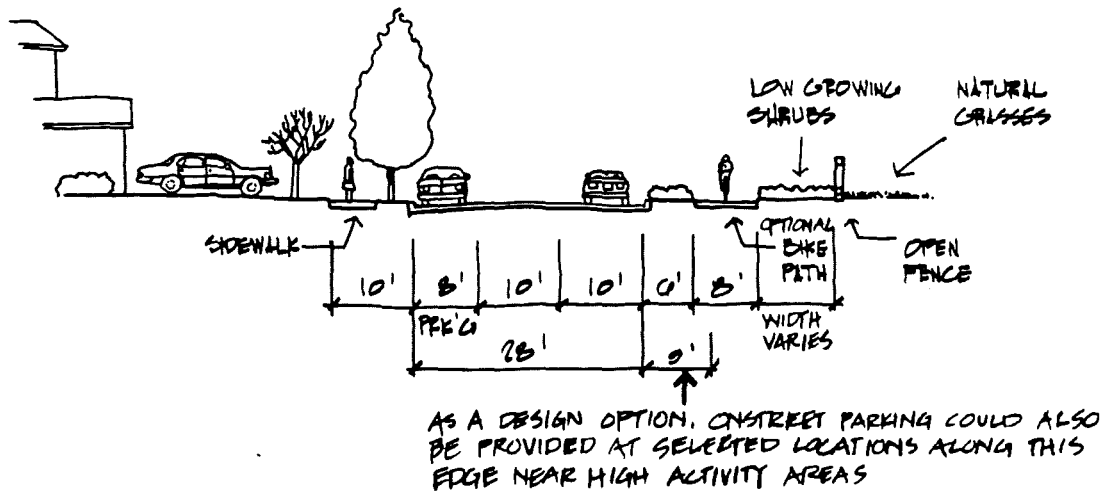


**Figure 4-16: Urban Separator Edge**

### Transitional Landscaping

**Policy 122.** The City shall require that the development plan submittal for properties abutting the urban separator include a landscape plan and related specifications for the transitional area along this urban/rural edge.

A landscape architect should be retained by the developers to prepare landscape details. A recommended cross-section for this transitional strip is shown in Figure 4-17, below.



**Figure 4-17: Urban Separator Edge, Typical Cross-Section**

**The individual landscape specifications for properties along this edge should include design and construction details for all landscaping aspects of this strip, including planting, a continuous pedestrian/bike path, fencing, and irrigation.**

**Policy 123.** *The specified transitional landscape improvements shall be constructed as part of the adjacent public street construction for each development project abutting the separator.*

**Policy 124.** *The separator edge landscaping details shall be designed to unify the neighborhood along the separator.*

The width of the broader landscaped strip on the separator side of the street (see Figure 4-17) should vary in order to create a more interesting and natural appearing transition. The variation should achieve an *average* overall width between curb and fence of 25 feet.

The landscaping within the transitional strip should include low-growing, low-maintenance shrubs to enhance the edge and control access to the separator without obstructing views (see Figure 4-17).

**Policy 125.** *Fencing shall be designed to prevent vehicular access to the separator. The fencing shall be less than 3 feet high and shall feature an open or “transparent” design.*

In lieu of the post-and-cable solution normally constructed for this purpose in Petaluma, this Specific Plan recommends using a more visually pleasing barrier

such as timber post and rail, inter-locking timbers, chamfered wood rails on low concrete pilasters, etc.

### Housing Color

*Policy 126. Planning Area homes within 300 feet of the urban separator shall use natural woods or be painted in earth tones (subtle tones of beige, sand, taupe, grey, etc., and their compliments) to minimize the contrast between urban and rural environments.*

### Density Transfer

Policy 13 of the Land Use and Growth Management Chapter of the General Plan permits the transfer of potential residential units (otherwise lost to the urban separator) to the adjacent developable portion of the property. The intent of the policy is to make dedication of the separator less onerous to the developer by providing an opportunity to recapture those units elsewhere on the site.

**It is a goal of this Specific Plan to achieve greater flexibility in overall project design and to help accomplish a more desirable feathering pattern.** Therefore, the Specific Plan permits the units transferred from the separator to go to designations other than those abutting the separator. Accordingly, the following policies shall apply to properties in the Corona/Ely area:

*Policy 127. The number of units transferable from the urban separator shall be calculated on the basis of the adjoining land use designation. For example, if the designation on the affected property abutting the separator is Urban Standard (up to 5 du/ac) and there is four (4) acres of urban separator on the property, then a maximum of 20 units could be transferred from the separator.*

*Policy 128. The transferable units from the urban separator may be utilized in any residential land use designation on the same property as long as consistency with the intent of that designation is maintained.*

### **Creeks**

#### Creek Corridor Landscape Plan

##### LYNCH CREEK

*Policy 129. The design and construction of the park along Lynch Creek shall be treated as an area-serving infrastructure improvement to be financed on an area-wide basis. (See Chapter 5, Implementation.)*

Preparation of design and construction specifications for the Lynch Creek Park should include a detailed landscaping plan for the entire creek corridor segment between the Sonoma Mountain Parkway and the Planning Area boundary. Creek corridor landscaping plan requirements (preparation and content) are described below.

#### CAPRI CREEK

***Policy 130.** The residential development plan submitted for the property which abuts the Capri Creek open space corridor shall include a detailed landscaping plan for the adjacent creek corridor.*

The stretch of Capri Creek east of the Sonoma Mountain Parkway falls within the proposed junior college and is addressed in the master plan for that facility. Landscaping plan preparation and content requirements are described below.

#### CORONA CREEK

***Policy 131.** The first residential development plan to be submitted for a property which abuts the designated Corona Creek open space corridor shall include a detailed landscaping plan for the entire corridor between the eastern and western boundaries of the Planning Area. Creek corridor landscaping plan requirements are described below.*

#### CREEK CORRIDOR LANDSCAPE PLAN PREPARATION AND CONTENT

***Policy 132.** The developer-prepared creek corridor landscape plans required above shall each be prepared by a qualified landscape architect.*

The plans should specify in detail a high quality design for these corridors, including ground forms, plantings, pedestrian and bicycle pathway systems, benches, drinking fountains, trash receptacles, lighting, etc. Each new development constructed adjacent to the corridor will then be responsible for making all improvements specified in the corridor landscape plans for the corridor segment contiguous to that project.

#### Creek Channel Enhancement

**The goal is to protect against channel erosion, while allowing vegetation to establish itself and achieve a more natural appearance. Concrete rip-rap along the banks may serve this purpose.**

Policy 133. *To the extent possible, Capri and Corona creek channel improvements necessary for flood control purposes shall be designed to convey a natural appearance. The alignment of the improved creek channels should be serpentine to meet this objective.*

Policy 134. *Open space areas along the creeks shall feature the creek as the dominant design element.*

### Creek Corridor Views

The location and orientation of Corona and Capri Creeks offer opportunities for establishing permanent view corridors toward the Sonoma Mountains.

Policy 135. *Planting and other landscaping details within the Corona and Capri Creek corridors shall be designed to frame rather than obstruct mountain views.*

### Building Orientation

Policy 136. *Homes along creek open space corridors shall be sited to face rather than back onto the open space.*

### Street Layouts

Policy 137. *Residential developments along creek corridors shall maximize public access (physical and visual) to the corridor, and shall avoid creating walls of private development backing onto the corridor.*

Policy 138. *Similar to policies herein for the urban separator, the location of single-loaded streets shall be encouraged along the edges of the Corona and Lynch Creek corridors in lieu of rear lot lines.*

Such road configurations will provide maximum visual and physical access to the creek corridors. To the extent possible, creek corridor street alignments should be irregular (serpentine or undulating), rather than straight, to create more visual interest and to reduce traffic speeds.

### Auto Bridges

Policy 139. *Planning Area streets, including local streets as well as Sonoma Mountain Parkway, should be designed to span the creeks using bridges, as opposed to culverts, in order to emphasize the stream channels as important community design elements. Open bridges featuring wood construction details are encouraged.*



*Policy 140. If concrete culverts must be used, rectangular "box" or "bridge" culverts shall be employed rather than conventional arched or rounded culverts.*

### Pedestrian Bridges

Similarly, wooden pedestrian/bicycle bridges are encouraged across the creeks as neighborhood connectors and special design elements.

### **Other Special Planning Area Features**

*Policy 141. Public improvement and private development plans for the Corona/Ely area shall be designed to avoid removal of or harm to significant vegetative features mapped on Figure 4-2 (fold-out map following Figure 4-1)*

Wherever possible, development plans should use these features as key design elements, and should indicate specifically how such features are to be protected and incorporated into the development scheme.

### Specific Preservation Concerns

*Policy 142. The following specific measures shall be taken to preserve and capitalize upon existing special features in the Planning Area:*

- The classic windrow of Eucalyptus on the McDowell property immediately north of Lynch Creek shall be incorporated as a key feature in the park development and program.*
- Mature tree clusters and the water tower and windmill on the Church of Christ property shall be preserved and incorporated into plans for the future church facility, to the extent possible.*
- Roadside Monterey cypress, locust, and other mature tree clusters and windrows on the LaMonica, Cader, Swan, and Sonoma Associates properties shall be protected and featured in Planning Area improvement plans, to the extent possible.*

### Park Sites

*Policy 143. Public park sites located on the Gatti and Sonoma Associates/Quaker Hill properties are conceptual locations and shall actually be located and configured during the project design and approval stage.*

It is the intent of the Specific Plan that the area of the 3-acre park on the Sonoma Associates/Quaker Hill properties fall equally on each property.

### School Sites

*Policy 144. School sites incorporated into the urban separator (not including the Santa Rosa Junior College site) shall be designed in conjunction with the development projects on the properties on which the sites are designated.*

The intent of placing the school sites adjacent to the separator is to allow the schools to place as much of their playground, playfield, and open space areas in the separator as possible.

*Policy 145. School buildings and parking shall not be located within the separator. The sites need not be rectangular, as shown on the land use map, but may be configured in any way that provides for efficient use of the land and an effective school design.*

### Agriculture

*Policy 146. Agricultural operations in the rural area along Corona Road will be encouraged to remain.*

Recognizing that agricultural activities can change from time-to-time, the City will promote a good neighbor policy between agricultural and non-agricultural land uses. Developers and realtors will be required to advise home buyers about the agricultural operations along and across Corona Road, and of the potential problems associated with proximity to agricultural operations (e.g., sounds, odors, dust and chemicals). □

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## 5. IMPLEMENTATION

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The ability of the City to carry out the recommendations and policy directives contained in the Specific Plan depends on the coordination of existing City review procedures and fee structures along with those developed especially for the Corona/Ely area. This chapter is intended to briefly describe the major implementation techniques for the Specific Plan area; however, for additional detail on financing major improvements within Corona/Ely and contribution to off-site improvements, the reader is directed to the Corona/Ely Financing Plan. It should be noted that this list is not intended to be all-inclusive, and that over the life of the Specific Plan, new or different methods of paying for or providing essential services and facilities may be implemented.

In general, implementation measures fall into two categories: regulatory procedures (zoning, growth management, *etc.*) and financing mechanisms. These may be applied in varying combinations depending on the nature of the project.

### **Regulatory Procedures**

All of the regulations discussed in this section apply to development projects throughout the city—not just Corona/Ely.

#### Zoning Ordinance

Upon annexation into the City of Petaluma, all property within the Specific Plan area will be regulated by the City's zoning ordinance. The function of the zoning ordinance is to establish specific standards for such development considerations as uses, lot sizes, lot coverage, parking, height limitations, and so forth. The ordinance also contains administrative procedures for review of conditional use permits, variances, and non-conforming uses. Under the revised zoning ordinance, development in Corona/Ely will be able to create specific zoning regulations on a project-by-project basis. This is intended to encourage diversity among projects and recognize that newly developing areas should not necessarily be subject to the same zoning requirements as already established parts of the City.

#### Growth Management

Petaluma's growth management system limits certain types of residential development by granting a specific number of so-called allocations to applicable projects in a given year. An allocation gives a prospective developer the right to apply for tentative map

approval or other City development approvals (in the case of apartment projects); and upon receipt of allocations for that project, the developer must secure the necessary approvals within a given time period or forfeit the allocations.

The number of allocations available in any year is set by the City Council and may not exceed the limits set by the General Plan: an average of 500 allocations per year; no more than 1,000 allocations in any one year; and no more than 1,500 allocations over three years. In years when demand for allocations exceeds the available number of allocations, the City Council may borrow up to two years ahead from the available allocation pool, or they may grant a percentage of each project's allocation request based on that project's ability to satisfy the development objectives set by the Council for that year. The details of the Residential Growth Management System may be found in Chapter 17.26 of the *Petaluma Municipal Code*.

The Growth Management system is a more significant factor in Corona/Ely because of a need to balance the financing of public improvements with the timing of development. While it is not the intent of the Plan to place unreasonable financial burdens on property owners, the City does not want to exceed the limits established by the growth management system. Therefore, the Corona/Ely Financing Plan has recommended a program that will provide for developers to receive a fixed number of allocations over a given period of time in return for their participation in an assessment district that will construct Sonoma Mountain Parkway and related improvements. The Financing Plan proposes that a total of 300 allocations be committed to the five property owners who have agreed to participate in the assessment district over a period of time to be fixed by development agreement. Property owners not included in the assessment district will have to compete city-wide for the remaining allocations available for a given year.

### Annexation

All of the Specific Plan area is presently outside the Petaluma City Limits and must be annexed in order for urban development to occur. Traditionally the City has used annexation as a means to control growth and inhibit sprawl. In Corona/Ely, however, the annexation process must be considered in light of the growth management system and the financing of improvements. That is, properties supporting some type of assessment must have some development potential, but development potential throughout the area must not threaten to overwhelm the provisions of the growth management system. The *Financing Plan* recommends a method to satisfactorily balance development phasing and financing in light of growth management, so that annexation may occur in a logical manner.

### Development Review

To assure compliance with all applicable standards and regulations of the Specific Plan, all projects shall be subject to City of Petaluma development review processing procedures and requirements, including Planning Commission, SPARC (Site Plan and Architectural Review Committee), and/or City Council review as applicable. Applications are subject to review of items such as, but not limited to—locations of buildings; off-street parking; entrance and exit facilities; dedication of streets in accord with master plan requirements; drainage; off-site recommendations; compatibility with surrounding areas; architectural design and landscaping as required by this Specific Plan, the City of Petaluma's Zoning Ordinance and design guidelines; and other specific conditions affecting the health, safety, and general welfare of the public.

### Environmental Review

Accompanying this Specific Plan is a *Master Environmental Impact Report* intended to identify potential environmental impacts associated with development of the Corona/Ely area and the measures necessary to mitigate those impacts. The purpose of the Master EIR is to eliminate the need for project-specific environmental review in the first years of development under the recommendations of the Plan. This will result in faster processing as long as the project under review is consistent with the Plan and with the growth management system and satisfies the mitigations identified in the EIR.

A Master EIR only has a limited time of effectiveness—in Petaluma this has tended to be about five years. After that, circumstances change sufficiently to possibly make it necessary to update information and reassess impacts as well as mitigation measures. Since the Corona/Ely area expects to build-out over a 12–15 year period, it is likely that additional specific environmental review, on a project-by-project basis, may be necessary in the later stages of the build-out period. This could include focused studies on one or more identified environmental concerns (such as traffic or noise) or a full EIR. These determinations will be made in accordance with the City's environmental guidelines, and mitigation measures will be incorporated into the development approval process.

### **Funding Sources**

In order for the Corona/Ely area to develop in a manner consistent with the Specific Plan, means must be found to fund area-serving facilities such as major roads, sewer, water, and drainage facilities. These and other improvements are needed to serve future development within the planning area and, in most cases, are a prerequisite for such development. The Corona/Ely Financing Plan has outlined a program that will provide backbone improvements through the construction of Sonoma Mountain

Parkway, including sewer and water mains, storm drainage and gas, electricity, and cable TV extensions. In addition, the Plan describes how other on-site, off-site, and off-site remote improvements will be provided.

### Assessment Districts

California law authorizes a variety of assessment procedures which can be employed to pay for development of major capital expenditures. Through the assessment district, financing is arranged from the sale of bonds. Obligation for payment of the financing is shared by those within the assessment district. Approval of the assessment district requires a substantial majority of property owners to agree to the formation of the district. This system works best for projects of limited scope and purpose. The advantage of this financing mechanism is that it provides for a means to complete an overall expansion of a project at one time, thus assuring logical development and the efficiency of completing the project in one time-period.

An assessment district is the means by which Sonoma Mountain Parkway and related improvements will be financed. Five property owners, representing approximately 365 acres, have agreed to participate in the district in return for the City's commitment of 300 allocations per year to be divided among the five participants.

### Benefit Fee District

Those properties not participating in the assessment district will be placed in a benefit fee district. Since all properties in the Specific Plan area will ultimately benefit from the improvements put in place by the assessment district, they shall be required to pay a fee at the time of development equal to what their share of the costs of the Parkway improvements would have been had all properties joined the assessment district. The actual fee will be determined at the time the assessment district is created plus an inflation factor, added over time. Payment of these fees will go directly to those who initially participated in the assessment district.

### Development Fees

Petaluma now requires certain projects to pay development fees of various types in order to carry out City policies and provide needed public facilities or improvements. These fees include:

- a. Sewer Connection (hook-up to the City sewer system);

- b. Water Connection (hook-up to the City water system);
- c. Community Facilities Development (for construction of major public improvements borne by those developments that generate the need for the improvements);
- d. Storm Drainage Impact (based on an increase in normal runoff);
- e. Park and Recreation Land Improvements (for acquisition, development, and improvement of neighborhood and community park and recreation facilities);
- f. In-Lieu Housing (an option for developers to meet the Housing Chapter policies of the Petaluma General Plan for provision of very low and low-income housing); and
- g. Traffic Mitigation (for construction of major roadway and traffic improvements and based on established trip generation rates for types of uses).

Local school districts also charge fees for providing sites and/or financing interim school facilities necessitated by new residential development.

The above is not an all-inclusive list of fees that may apply to a particular project, nor does it cover building and planning processing fees.

#### Maintenance Districts

The City has recently started using *landscape maintenance districts* as a way to provide a continuing source of revenue to maintain and replace landscaping in public rights-of-way such as medians, cul-de-sac bulbs, landscaped traffic islands, and parkway planting strips. With the strong emphasis on design in Corona/Ely, this type of financing will probably play an important role in the types of areas mentioned above, as well as in the *gateways* called for in the plan. Maintenance districts can include large areas of multiple ownerships and can establish an annual assessment to be paid by the property owners of the district toward necessary maintenance. The Corona/Ely Financing Plan recommends the use of a landscape maintenance assessment district for the so-called landscape zone along Sonoma Mountain Parkway as well as the medians and other public areas. □

## Appendix 1: Relevant General Plan Objectives, Policies, and Programs

Statements in the Petaluma General Plan that apply to the Corona/Ely Specific Plan are excerpted below.

### **(From Chapter 4, Land Use)**

#### **a. Boundaries of Urban Development**

*Objective (a): Maintain well-defined boundaries at the edge of urban development.*

**Policy 1:** *Every effort shall be made to keep the visual separation that now exists between communities, outside the urban limit line.*

**Policy 7:** *For properties adjoining the urban limit line, it is the intent of the City that projects developed in the City or requesting City services shall be of limited density (as shown on the General Plan Land Use Map), and shall be designed to preserve the visual and physical openness and preserve the aesthetic and natural features of that portion of the property proximate to the rural areas outside of the designated urban limit line.*

The effect of this policy is to cause a gradual and deliberate lessening of development intensity at the urban edge and within the urban limit line.

**Program (1.1)** *...[A]ssure that the density of new residential development gradually and logically lessens as it approaches the urban edge.*

**Program (3)** *Institute a "Transfer of Development Rights" (TDR) program.*

*Objective (i): Continue to require dedication of open space lands in the urban separator as a condition of (a) development within City limits, (b) annexation to the City, or (c) extension of City service.*

**Policy 12:** *The urban separator shall continue to serve its function as a continuous chain of open space on the East Side ...*

**Policy 13:** *On residentially designated properties, the urban separator shall function as an overlay, the intent of which is to provide property owners with the opportunity to transfer the development potential of land designated as urban separator to another portion of the same site.*

In carrying out this policy, the City intends that the density resulting from the transfer will not exceed the mapped density permitted by the residential land use designation on the portion of the property adjoining the urban separator. Also, the transferable density for any given site may be less than the maximum if the City determines that the land is incapable of accommodating the maximum density because of slope, geologic hazard, or other environmental factors.



**Policy 15:** *Where applied, the urban separator designation shall follow property lines. The outermost edge of the separator shall coincide with the urban limit line.*

**Policy 17:** *The City shall establish public scenic or overlook areas in appropriate locations within the urban separator in concert with project design.*

**Program (6)** *Require owners of lands with the urban separator designation to fulfill the requirements of that designation as a condition of approval of any of the following: annexation to the City, extension of City water or sewer, or development within City limits.*

**Program (9)** *The growth management system will adhere to a specified maximum annual growth rate of 500 units per year.*

b. **Residential Area Improvements**

**Objective (j):** *Promote architectural and socio-economic diversity within residential areas.*

**Policy 23:** *Convenience shopping in proximity to residential shall be encouraged.*

**Program (13)** *Zone for convenience shopping in proximity to residential.*

Include neighborhood-serving convenience shopping within large and otherwise homogeneous residential areas in order to reduce the distance residents must travel...

**Objective (n) :** *Plan long-range for needed roads and infrastructure.*

**Program (18)** *Develop a 5-year capital improvements program (CIP) for public facilities and utilities; pre-plan and require major infrastructure concurrent with development.*

**Policy 21:** *The City does not guarantee that any individual project will be able to achieve the maximum densities shown on the Land Use Map.*

c. **Petaluma Municipal Airport**

**Policy 25:** *Future land use in the airport area is to be compatible with airport use. Specifically: Selected development applications for projects within the horizontal and conical zones, and development applications for all projects in the area designated as the Primary Referral Area Boundary, shall be referred to the Airport Land Use Commission of Sonoma County, to the City's Airport Advisory Commission, and to the California Department of Transportation, Division of Aeronautics, for review and comment.*

**(From Chapter 10, Transportation)**

a. General Objectives:

- (a) *Improve traffic flow.*
- (b) *Provide easy and convenient access to all areas of the community.*
- (c) *Improve connections between the East and West Sides, and provide both sides with better access to U.S. 101.*

b. Level of Service:

**Policy 1:** *On city streets where Level of Service (LOS) is currently at "C" or better, LOS shall not deteriorate below level "C." Where 1985 LOS was "D" or "E," LOS shall not deteriorate to the next lower level.*

**Policy 2:** *Traffic improvements shall be made to arterials and collectors to provide LOS "C" or better, where feasible.*

c. Street Layout and Design:

As new areas develop, four-way (rather than "T") intersections, should be created where collectors intersect arterials. This would produce fewer turning movements and require fewer traffic signals.

**Policy 5:** *New single-family residences shall not front on arterials.*

**Policy 6:** *Driveways onto arterials will be strictly limited and controlled.*

**Policy 8:** *Landscaped medians and islands shall be used wherever possible to direct and channel traffic.*

**Program (8)** *Limit and control the number and locations of driveways onto arterials.*

**Program (9)** *Revise street standards to provide medians where appropriate; appropriate landscaping; and to preclude houses from fronting on arterials.*

**Program (18)** *For new streets, and for existing streets where possible, establish and adopt a hierarchy of streets by function, and limit streets to their assigned purpose(s).*

**Program (20)** *Modify residential street design (cross-section and route) in order to discourage through traffic.*

**Program (21)** *Create uniform, continuous (rather than segmented) arterials and collector streets.*

Continuous arterials and collectors will help maintain the speed and capacity that these streets need in order to function efficiently. Access to arterials should only be from collectors and local streets (not from driveways).

***Program (22)*** Segment local residential streets so that all traffic flows onto collectors or arterials.

To reduce the use of residential streets as major traffic carriers, new residential streets should be designed to be non-continuous or circuitous routes with the use of *cul-de-sacs* whenever possible. These streets should be designed to be narrower than collector streets.

d. Land Use Impacts:

**Policy 9:** Land use decisions shall take into consideration potential traffic impacts.

e. Financing Needed Improvements:

**Policy 10:** New development shall be required to pay a pro-rata share of needed traffic improvements.

**Policy 11:** The City shall see that sufficient funds are accumulated to pay for all anticipated traffic improvements.

**Policy 12:** In newly developing areas, the City shall establish plan lines for streets and shall create assessment districts where necessary, before development occurs.

***Program (6)*** Create assessment districts where appropriate, and/or charge for needed transportation improvements (e.g., additional lanes, bus shelters, traffic signals) on the basis of dollars needed per square foot of developed floor space.

***Program (7)*** Identify on a priority basis those arterials and collectors that need medians. Schedule and fund in the Capital Improvements Program.

f. Noise Control:

***Objective (g):*** Reduce noise caused by through-traffic in residential areas.

**Policy 19:** The City shall make every effort to assure that through-traffic is diverted from residential streets to arterials.

g. Public Transportation:

***Program (24)*** Provide adequate transit facilities (bus stops, transfer stations, etc.).

**Program (26)** *Provide for park-and-ride facilities at major transit stops.*

h. Bicycle Facilities:

*Objectives:*

(i) *Construct a comprehensive bikeway system throughout the city to connect major activity centers and scenic areas.*

(j) *Connect Petaluma's bikeways to the County bikeways network.*

(k) *Provide for the maximum safety of each bicycle rider.*

**Policy 24:** *The bikeway system shall connect major activity centers in Petaluma and link them with scenic areas.*

**Policy 25:** *The bikeway system shall connect to the County network of bike routes.*

**Policy 28:** *Major new roadways shall be required to include a bicycle lane in each direction.*

**Policy 29:** *The City shall work with Santa Rosa Junior College to establish bicycle routes between the new campus, activity centers, and regional bike routes.*

**Program (30)** *Develop and implement a system of off-road bike paths.*

**Program (31)** *Expand and improve bicycle routes, and connect them to each other and to major destinations.*

**Program (33)** *Require new development and redevelopment to include bicycle routes and parking facilities.*

**Program (36)** *The design of the bikeway system shall minimize the number of freestanding bike signs.*

**(From Chapter 11, Community Health and Safety)**

a. Flooding

*Objectives:*

- (d) Protect the community from risk of flood damage.*
- (e) Continue to preclude new developments from compounding or impacting the potential for flooding in developed areas.*
- (f) Further reduce the potential for flooding along the Petaluma River and along its tributaries.*

**Policy 7:** *The City shall regulate land uses in flood-prone areas and should allow development in those areas only with appropriate mitigation.*

**Policy 10:** *The City shall continue to require fees, standards, and other measures to mitigate downstream impacts associated with new development.*

**Policy 10.1:** *The City shall periodically review and adjust flood mitigation fees for new construction.*

b. Erosion Control and Drainage Improvements

**Program (4)** *Enforce measures to minimize soil erosion and volume and velocity of surface runoff both during and after construction.*

**Program (5)** *Improve drainage channel capacity in ways that will preserve the natural character of the waterways.*

**Policy 35:** *The City shall preserve adequate vegetative cover and prevent development which increases erosion and sedimentation potential along streams or in unstable soil areas.*

**Policy 38:** *Runoff-induced flooding, erosion, sedimentation, and pollution resulting from new development and from agricultural areas should be reduced.*

**Program (36)** *Enforce Chapter 70 of the Uniform Building Code to prevent erosion and sedimentation.*

**Program (37)** *Adopt an ordinance to control, monitor, and enforce strict erosion control procedures for any development involving soil displacement.*

c. Water and Sewer Services

*Objective (o): Anticipate new or peak demand for water and develop adequate supplies.*

**Program (28)** Construct storage reservoirs, especially in areas where new development at higher elevations will require increased water pressure.

d. Fire and Police Services

*Objective (i): Maintain safety services at an approved level.*

**Program (17)** Periodically update fire protection requirements for new construction and remodeled buildings to reduce the impact of planned growth on fire department capabilities.

**(From Chapter 3, Visual and Urban Design)**

**a. Preservation of Natural Features**

**Policy 2:** *Within the context that growth will occur, every effort shall be made to preserve and enhance the views of surrounding lands, hills, and ridges.*

**Policy 6:** *Well-designed developments that will be harmonious with their setting and/or enhance the city's image shall be encouraged.*

**Objective (o):** *Preserve meaningful amounts of usable urban open space in and between developments.*

**Policy 27:** *The City shall require provision of privately-owned open space in residential developments of more than 15 units where made necessary by project density or design, or lack of proximity to public parks or open space.*

**b. Street Beautification**

**Program (2)** *Through the development review process, site (or prohibit) buildings so that views and designated view corridors are not blocked.*

**Policy 8:** *The City will make every effort to beautify its streets and build them at a scale comfortable to pedestrians.*

**Policy 9:** *The amount of paving and the apparent width of streets shall be reduced physically and visually.*

**Policy 10:** *The City shall encourage public and private landscaping along or in all major streets.*

**Policy 11:** *A city-wide pattern of healthy street trees shall be sought.*

**Program (8)** *Construct new arterials to improved aesthetic standards. New residential streets will be narrower; new industrial streets will have paved sidewalks and/or pedestrian/bicycle pathways away from the street.*

**Program (9)** *Require planter strips and street trees in all new developments.*

... [In] areas of the East Side still open to development, there is an opportunity to create narrower, tree-lined streets. Residential access streets need not be wider than 36 feet (8 feet for parking lanes and 10 feet for travel lanes). The remaining fourteen feet of a 50-foot right-of-way can provide five-foot-wide sidewalks on both sides of the street and a four-foot planter strip on one side. Another possibility is a 28-foot street (one 8-foot parking lane and 10-foot travel lanes in each direction) with a remainder of 11 feet on each side (5 feet for a sidewalk and 6 feet for a planter strip). In general, public improvement standards should be flexible enough to be modified on a project-by-project basis.

**Program (10)** *Establish deeper building setbacks and/or require special landscaping along all arterials.*

**Program (11)** *Require and construct landscaped medians in major arterials.*

Installation of medians can be costly, but would be helpful in breaking up the wide expanse of pavement on . . . Ely Boulevard. . . [A]dditional planting on each side of the streets also is needed.

**Program (15)** *Give priority under the street tree planting program to those streets that physically or visually link open spaces and activity centers.*

**Program (16.1)** *Develop various themes for landscaping parts of Petaluma.*

c. **Nature and Character of Development**

*Objectives:*

*(g) Establish an identity for, and enhance the diversity of residential areas on the East Side.*

*(h) Create distinct, identifiable neighborhoods.*

**Policy 16:** *New single-family detached residential developments of 16 or more units, excluding affordable housing for very low- and low-income households, shall be designed such that 10% of the total units are significantly different from the remaining units in architectural style and detail and are interspersed throughout the project.*

The intent of this policy is to promote architectural diversity in new neighborhoods. In general, the City seeks to avoid monotony and sameness and to promote architectural diversity and neighborhood identity in the design of new developments.

**Policy 23:** *Define and separate new neighborhoods (and existing neighborhoods, where feasible) by identifiable boundaries.*

**Policy 24:** *Encourage interaction and involvement among neighbors through careful project design.*

**Program (20)** *Prepare Specific Plans for appropriate areas (e.g., Corona-Ely) to promote quality and diversity in well-planned developments.*

. . . [E]ncourage better planning and design and neighborhood identity in newly developing areas (like Corona/Ely). The Specific Plan is a vehicle for careful urban design at a level of detail not possible in the General Plan. It can focus on a particular area to lay out roads, walks, and paths, set street design standards, architectural standards, mix of development, phasing, zoning, financing, etc.



**Program (21)** *Create neighborhoods with visible and functional centers (e.g., parks).*

**Program (22)** *Create neighborhood gateways by using entrance pillars, landscape features, or special walls or sculpture.*

**Objective (j):** *Preserve Petaluma's architectural heritage.*

**Policy 17:** All development and re-development shall add to, not detract from, existing significant, City-identified architectural landmarks, buildings, and areas.

**Program (24)** *Formally identify significant historic buildings and areas.*

**Appendix 2: "Transfer of Development Rights" (TDR) Program<sup>1</sup>**

To own land means to own a "bundle of rights" including "development rights."<sup>2</sup> Land preservation removes the development rights, for which there is market demand.

The City can preserve specific lands by brokering the sale of development rights in "sending" areas to buyers who will use them in "receiving" areas to gain extra units. Sellers of the rights could use the cash to maintain their agricultural use. Transactions would be handled privately but recorded publicly.

Prices of TDRs are market-driven and fluctuate with interest rates and the structure of the program. A feasibility study that addresses both the market and the structure is necessary to set the price of a development right.

It is possible for the sending areas to be in unincorporated (county) areas and for the receiving areas to be located in the city. A "joint powers authority" would enable a cooperative venture between the County and the City. The receiving areas must be well sited, and infrastructure should be in place. The increased densities that will result from TDR must be sufficiently high to be attractive to developers. Developers also must be assured of the integrity of the process, so that if they pay for development rights, they can count on being able to build to the promised higher densities.

Prohibitions on development in the sending areas must be firm. In the receiving areas, permitted density must be low enough to both allow for and encourage the use of TDRs to increase density. Regulations should be simple and easy to understand.

For TDRs to work in Petaluma, the City and County should establish a Joint Powers Authority. The County should identify the sending areas and restrict development on them. A TDR task force should be appointed jointly by the City and County to establish the structure, define the individual development right that may be bought and sold (in terms of densities at the sending and receiving ends), develop sales and recording procedures, map and zone the sending and the receiving areas, and provide information to land owners, developers, and realtors regarding the program.

An estimated 25 units could be transferred from selected County areas (based on zoning designations in the 1978 approved Sonoma Mountain Specific Plan, for unincorporated areas west of Old Adobe Road between Casa Grande Road and Lynch Road).

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<sup>1</sup> NOTE: The first 6 paragraphs are excerpted from the Petaluma General Plan, 1987-2005, page 31.

<sup>2</sup> "Development rights" represent the difference between the existing and the potential use of the parcel.

### Appendix 3: Preparation of a Specific Plan

#### Article 8. Specific Plans

(Article 8 [commencing with Section 65450] repealed and added by Stats. 1984, Ch. 1009.)

##### Preparation of specific plan

**65450.** After the legislative body has adopted a general plan, the planning agency may, or if so directed by the legislative body, shall, prepare specific plans for the systematic implementation of the general plan for all or part of the area covered by the general plan.

(Repealed and added by Stats. 1984, Ch. 1009.)

(Section 65450.1 repealed by Stats. 1984, Ch. 1009.)

##### Content of specific plan

**65451.** (a) A specific plan shall include a text and a diagram or diagrams \*\*\* which specify all of the following in detail:

(1) The distribution, location, and extent of the uses of land, including open space, within the area covered by the plan.

(2) The proposed distribution, location, and extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan.

(3) Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural resources, where applicable.

(4) A program of implementation measures including regulations, programs, public works projects, and financing measures necessary to carry out paragraphs (1), (2), and (3).

(b) The specific plan shall include a statement of the relationship of the specific plan to the general plan.

(Repealed and added by Stats. 1984, Ch. 1009; Amended by Stats. 1985, Ch. 1199.)

##### Implementation measures

**65452.** The specific plan may address any other subjects which in the judgment of the planning agency are necessary or desirable for implementation of the general plan.

(Repealed and added by Stats. 1984, Ch. 1009.)

##### Adoption/amendment procedure

**65453.** (a) A specific plan shall be prepared, adopted, and amended in the same manner as a general plan, except that a specific plan may be adopted by resolution or by ordinance and may be amended as often as deemed necessary by the legislative body.

Appendix 3

Consistency with  
general plan

(b) A specific plan may be repealed in the same manner as it is required to be amended.

(Repealed and added by Stats. 1984, Ch. 1009; Amended by Stats. 1985, Ch. 1199.)

65454. No specific plan may be adopted or amended unless the proposed plan or amendment is consistent with the general plan.

(Added by Stats. 1984, Ch. 1009.)

Public works project  
consistency with  
specific plan

65455. No local public works project may be approved, no tentative map or parcel map for which a tentative map was not required may be approved, and no zoning ordinance may be adopted or amended within an area covered by a specific plan unless it is consistent with the adopted specific plan.

(Added by Stats. 1984, Ch. 1009.)

Fees and charges

65456. (a) The legislative body, after adopting a specific plan, may impose a specific plan fee upon persons seeking governmental approvals which are required to be consistent with the specific plan. The fees shall be established so that, in the aggregate, they defray but as estimated do not exceed, the cost of preparation, adoption, and administration of the specific plan, including costs incurred pursuant to Division 13 (commencing with Section 21000) of the Public Resources Code. As nearly as can be estimated, the fee charged shall be a prorated amount in accordance with the applicant's relative benefit derived from the specific plan. It is the intent of the Legislature in providing for such fees to charge persons who benefit from specific plans for the costs of developing those specific plans which result in savings to them by reducing the cost of documenting environmental consequences and advocating changed land uses which may be authorized pursuant to the specific plan.

(b) Notwithstanding Section 54992, a city or county may require a person who requests adoption, ~~amendment, or repeal~~ \*\*\* of a specific plan to deposit with the planning agency an amount equal to the estimated cost of preparing the plan, ~~amendment, or repeal~~ \*\*\* prior to its preparation by the planning agency.

(c) Copies of the documents adopting or amending the specific plan, including the diagrams and text, \*\*\* shall be made available to local agencies and shall be made available to the general public as follows:

(1) Within one working day following the date of adoption, the clerk of the legislative body shall make the documents adopting or amending the plan, including the diagrams and text, available to the public for inspection.

(2) Within two working days after receipt of a request for a copy of the documents adopting or amending the plan, including the diagrams and text, accompanied by payment for the reasonable cost of copying, the clerk shall furnish the requested copy to the person making the request.

(d) A city or county may charge a fee for a copy of a specific plan or amendments to a specific plan in an amount that is reasonably related to the cost of providing that document.

(Added by Stats. 1984, Ch. 1009; Amended by Stats. 1985, Ch. 338 and Ch. 1199.)

CEQA exemption

65457. (a) Any residential development project, including any subdivision, or any zoning change that is undertaken to implement and is consistent with a specific plan for which an environmental impact report has been certified after January 1, 1980, is exempt from the requirements of Division 13 (commencing with Section 21000) of the Public Resources Code. However, if after adoption of the specific plan, an event as specified in Section 21166 of the Public Resources Code occurs, the exemption provided by this subdivision does not apply unless and until a supplemental environmental impact report for the specific plan is prepared and certified in accordance with the provisions of Division 13 (commencing with Section 21000) of the Public Resources Code. After a supplemental environmental impact report is certified, the exemption specified in this subdivision applies to projects undertaken pursuant to the specific plan.

(b) An action or proceeding alleging that a public agency has approved a project pursuant to a specific plan without having previously certified a supplemental environmental impact report for the specific plan, where required by subdivision (a), shall be commenced within 30 days of the public agency's decision to carry out or approve the project.

(c) This section does not supersede but provides an alternative procedure to Section 21080.7 of the Public Resources Code.

(Added by Stats. 1984, Ch. 1009.)