

500 Hopper Street Project Update June 2023



Overview

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- Review
- Setting
- Vision
- Plan Alternatives



Planning Commission Study Session

January 24, 2023

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In response to Planning Commission comments:

- **Added 245 for-rent apartments, 31 Accessory Dwelling Units (ADUs)**
 - Creating a **total of 475 housing units** instead of 231 as originally planned
- Added **3.5 acres of Community Park** areas
- Added **river access** (dock)
- Removed **134 parking spaces** (15% reduction of all parking)



Incorporating Project Feedback-Creating a Vision ⁴

Petaluma Planning Commission comments:

- Concept/Vision Creation
- Park Space – add 3.5 acres beyond 75-ft river setback
- Affordable Housing – Move Closer to SMART
- More mixed-use components, commercial uses, ADU's, public benefits and community outreach
- Improved Walkability/Bikeability to Downtown

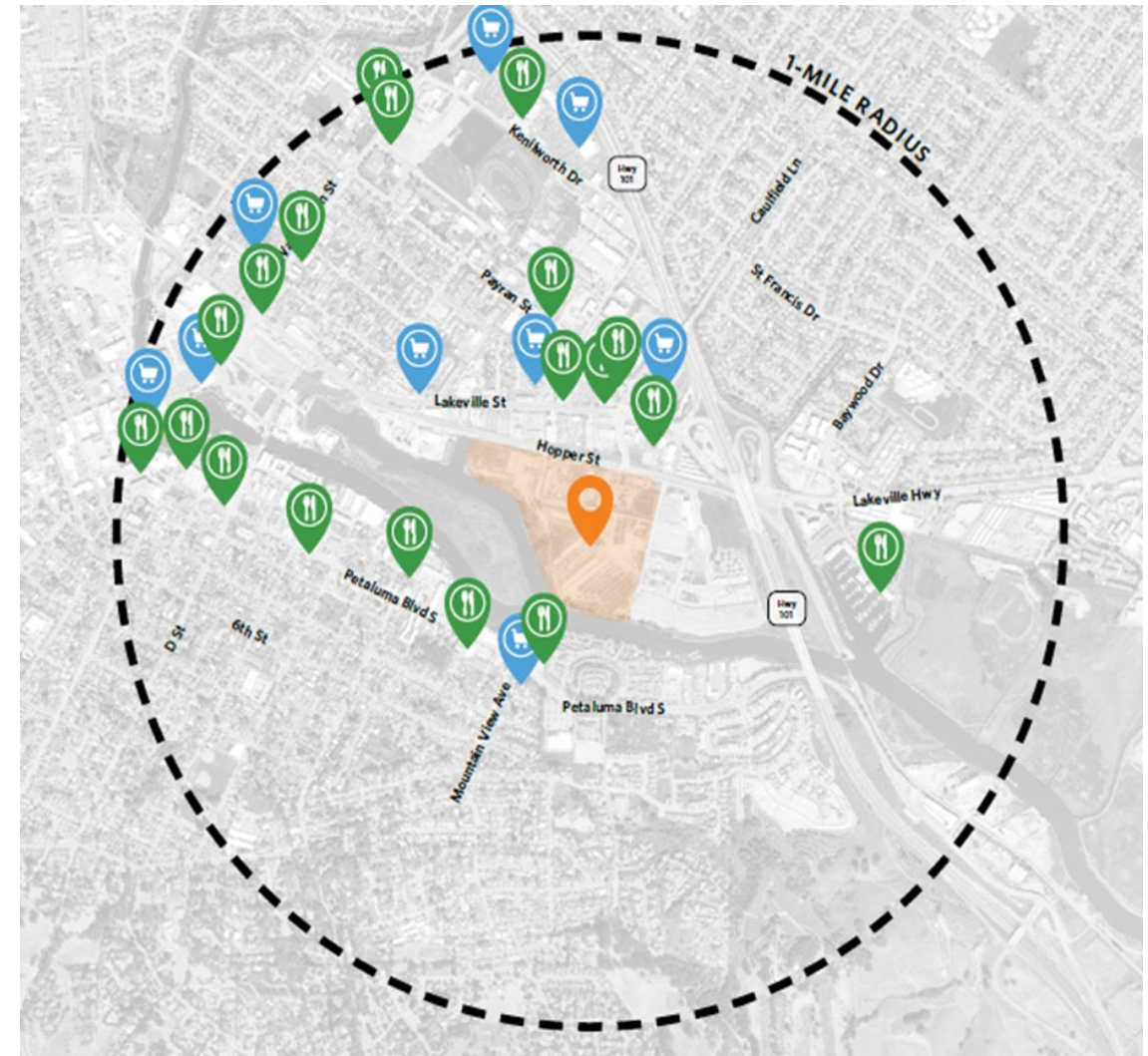
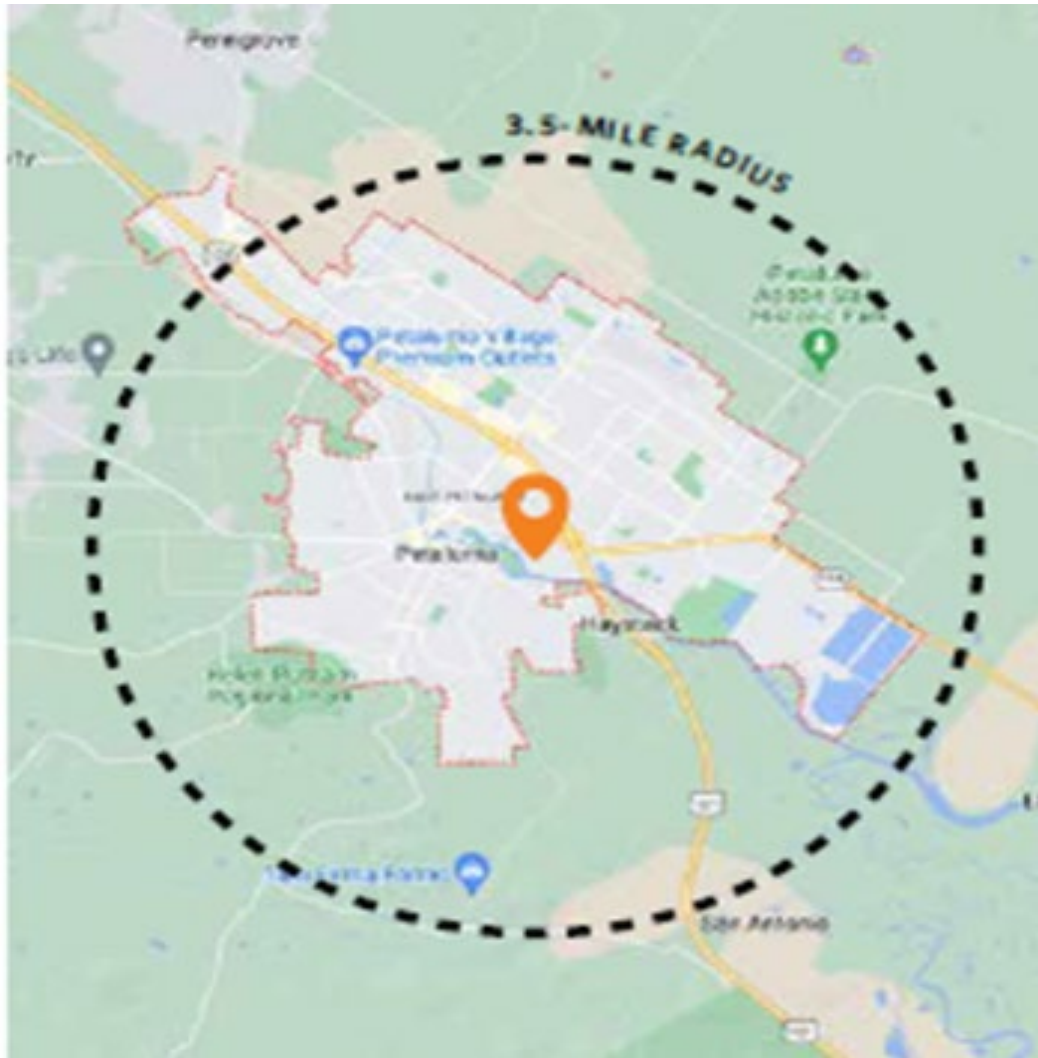


Collaborate with Key Stakeholders

- Riverfront and other neighbors in 1,000 ft. radius
- Know Before You Grow
- City Staff
- Planning Commissioners
- City Council
- Petaluma River Park Foundation



15 Minute Neighborhood



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Context – Missing Middle

- Provide for a mix of land uses and variety of “missing middle housing” synergistic with the Riverfront project
 - Interactive with downtown Petaluma, embracing the Riverfront in a unique way
 - Activated riverfront park, miles of trails and added river access opportunities
 - Embrace Smart Growth Principles and include expansive Public Benefits
 - Walkable/bikeable neighborhood




- **Embrace Smart Growth Principles.**

- **Mix of Land Uses**-variety of multi-family, commercial, live work, attached, ADU's, small lot detached housing, affordable housing, recreational uses, waterfront open space/trails.
- **Create a range of housing opportunities/choices**-provides housing for all income levels including ADU's, affordable units and attached missing middle housing
- **Walkable Neighborhood**-with the inclusion of neighborhood commercial and access via pedestrian corridors and bike lanes and a pedestrian bridge to Steamer Landing Park providing connectivity to all Petalumans.
- **Foster distinctive, attractive communities with strong sense of place**-created by embracing the waterfront with trails, access, open space, variety of housing and commercial uses
- **Preserve open space, natural beauty and critical environmental areas**-conversion of a vacant industrial property into a community amenity with trails, open space, removal of deteriorating structures and restoration of the riverbank with creation of wetlands
- **Variety of transportation options**-although the site's walk score is 51 (somewhat walkable) and bike score below 50 (somewhat bikeable) with the addition of a pedestrian/bike bridge there is direct connection to downtown Petaluma.
- **Encourage community and stakeholder collaboration**-engaged via several PC workshops and held several meetings with many other neighborhood groups and Riverfront homeowners.
- **Includes sustainable features**- such as CalGreen Teir 1, 100% electric, permeable paving in alleys, low water use landscaping, EV and E-bike charging stations, pre-wire for garage EV and E-bike charging.

- **Capitalize on the site's unique features and fit into the overall Petaluma Community**
 - +3,000LF adjacent to riverfront
 - Remove manmade structures
 - Restore habitat and Wetland creation
 - Synergistic with the Riverfront community
 - Coordinating with Steamer Landing





Create an Activated waterfront neighborhood,
Connected to the broader Petaluma community,
Sustainably designed.



- A front porch for Petalumans on the river and Gateway to Petaluma River Park. Transforming an industrial riverfront area to a shared amenity.

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Vision

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- Existing conditions: a vacant, historical riverfront industrial use with many deteriorating man-made structures



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- Re-envisioned with the extension of riverfront trails and connections to Petaluma River Park, SMART, downtown and adjacent neighborhoods



Vision

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- Key Link to Connectivity via a pedestrian bridge to Petaluma River Park and miles of trails



- Existing conditions-across from Petaluma River Park and adjacent to Shamrock Materials



Vision

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- Sustainably embrace the River's edge with wetland creation, habitat restoration and additional native species and activate the experience with a variety of uses including trails, picnic areas and tot lots.

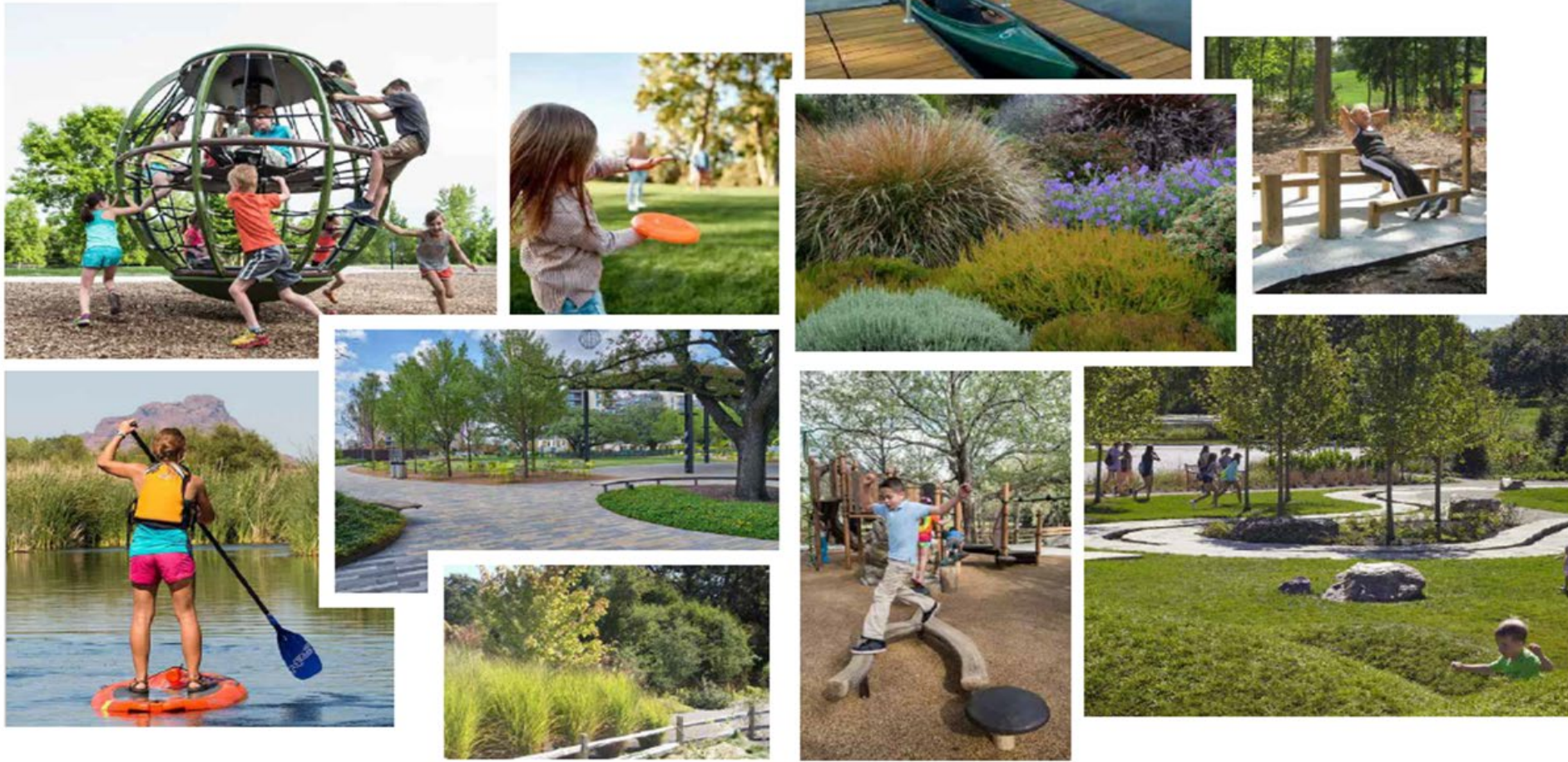


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Park Perspectives

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Architectural character

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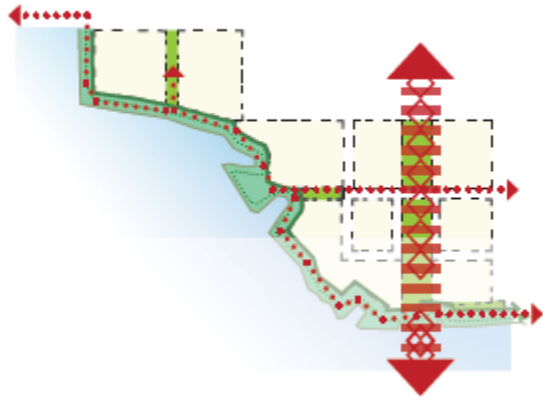


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Concept Alternatives

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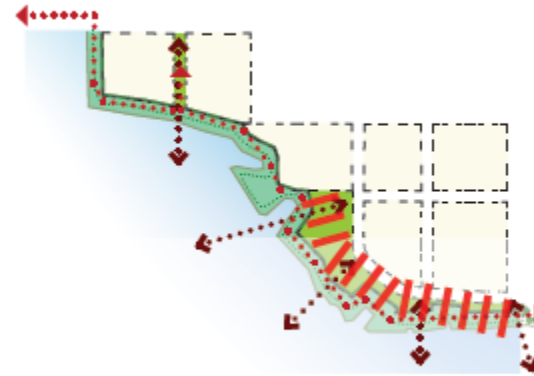
Concept 1

PROMENADE



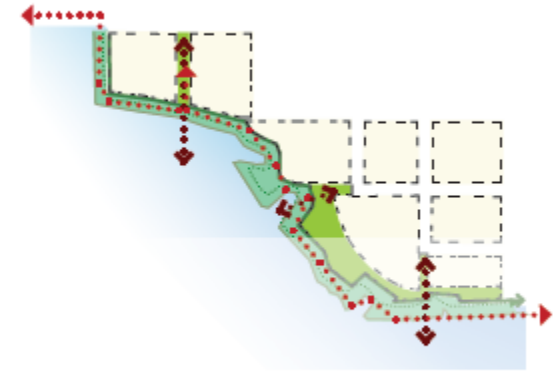
Concept 2

CENTRAL PARK



Concept 3

RIVERS EDGE #1



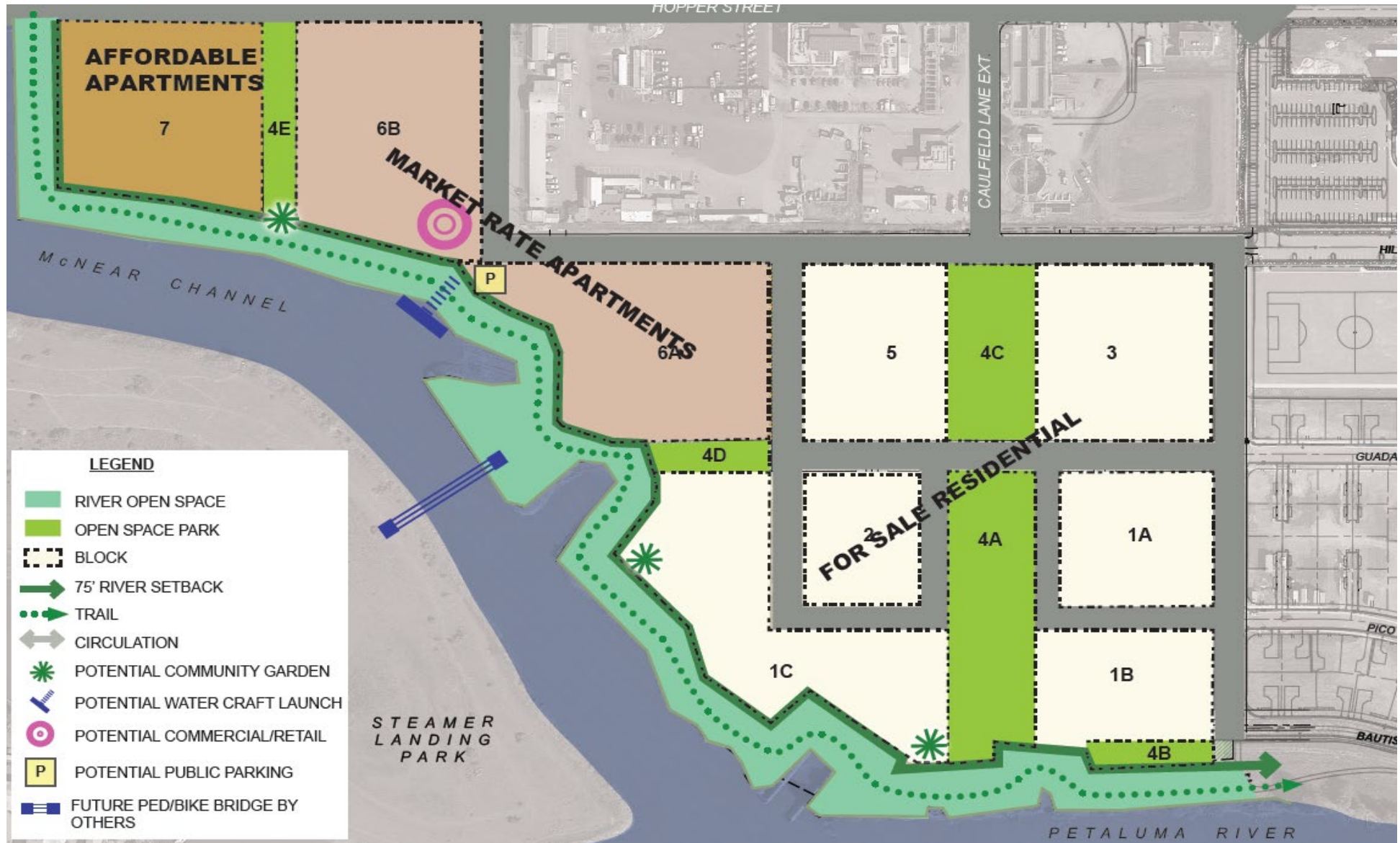
Concept 4

RIVERS EDGE #2

All concepts emphasize wellness for existing and future residents and guest with a 14' wide river trail;
and climate resiliency around Sea Level Rise with river enhancements.

Concept #1 – Promenade

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Concept #2 – Central Park

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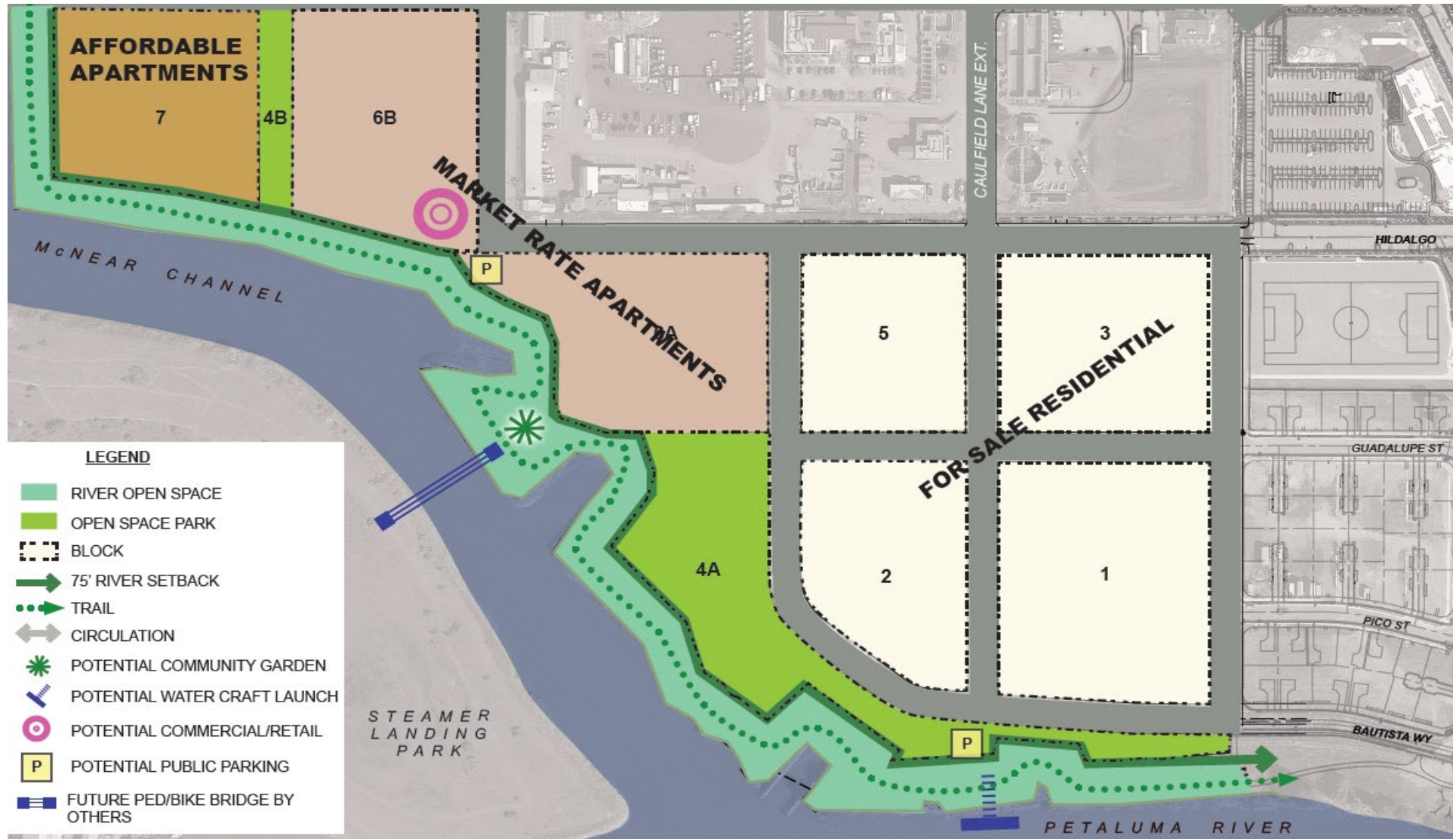


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Concept #3 – Rivers Edge Alt 1

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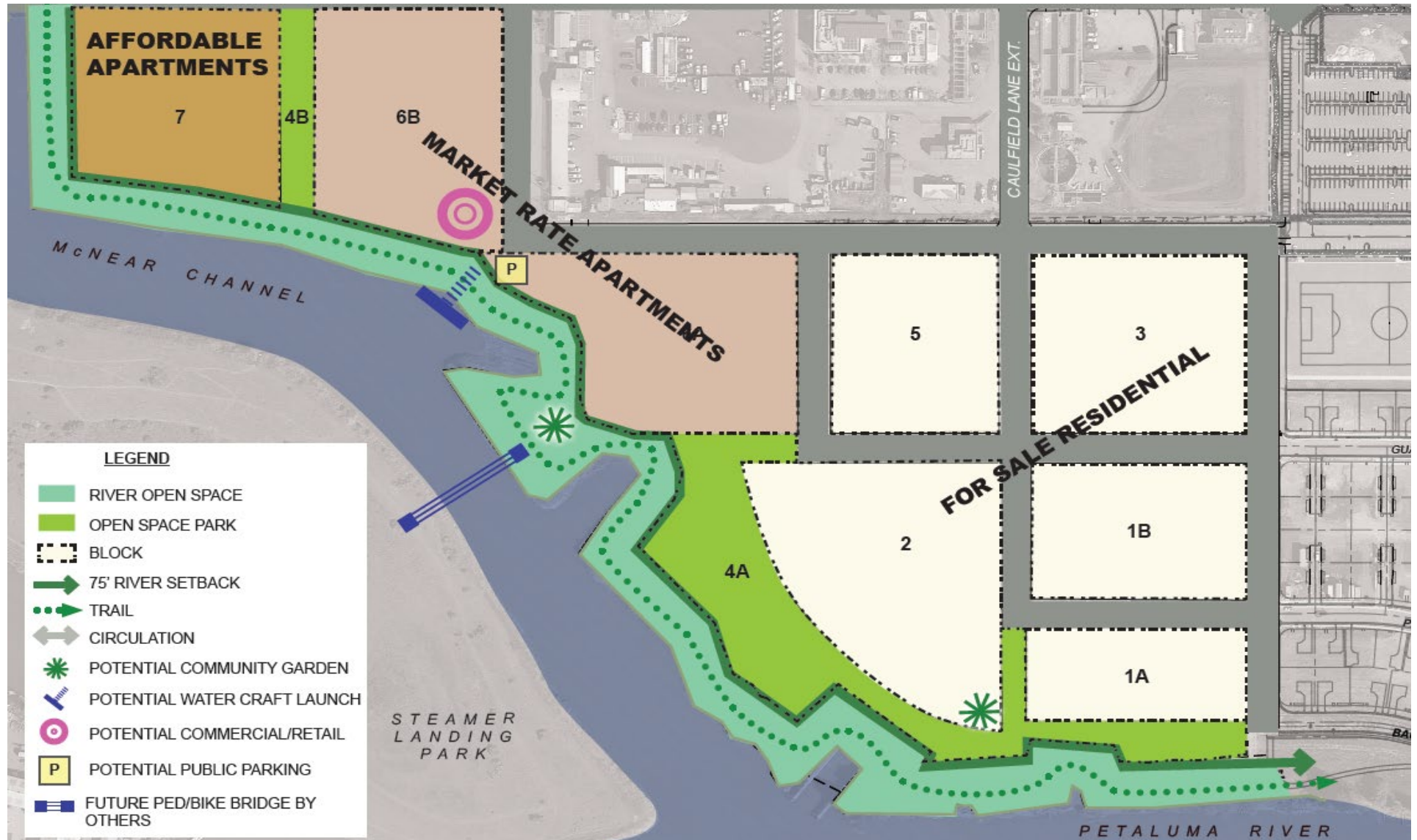


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Concept #4 – Rivers Edge Alt 2

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Comparison Land Use Table

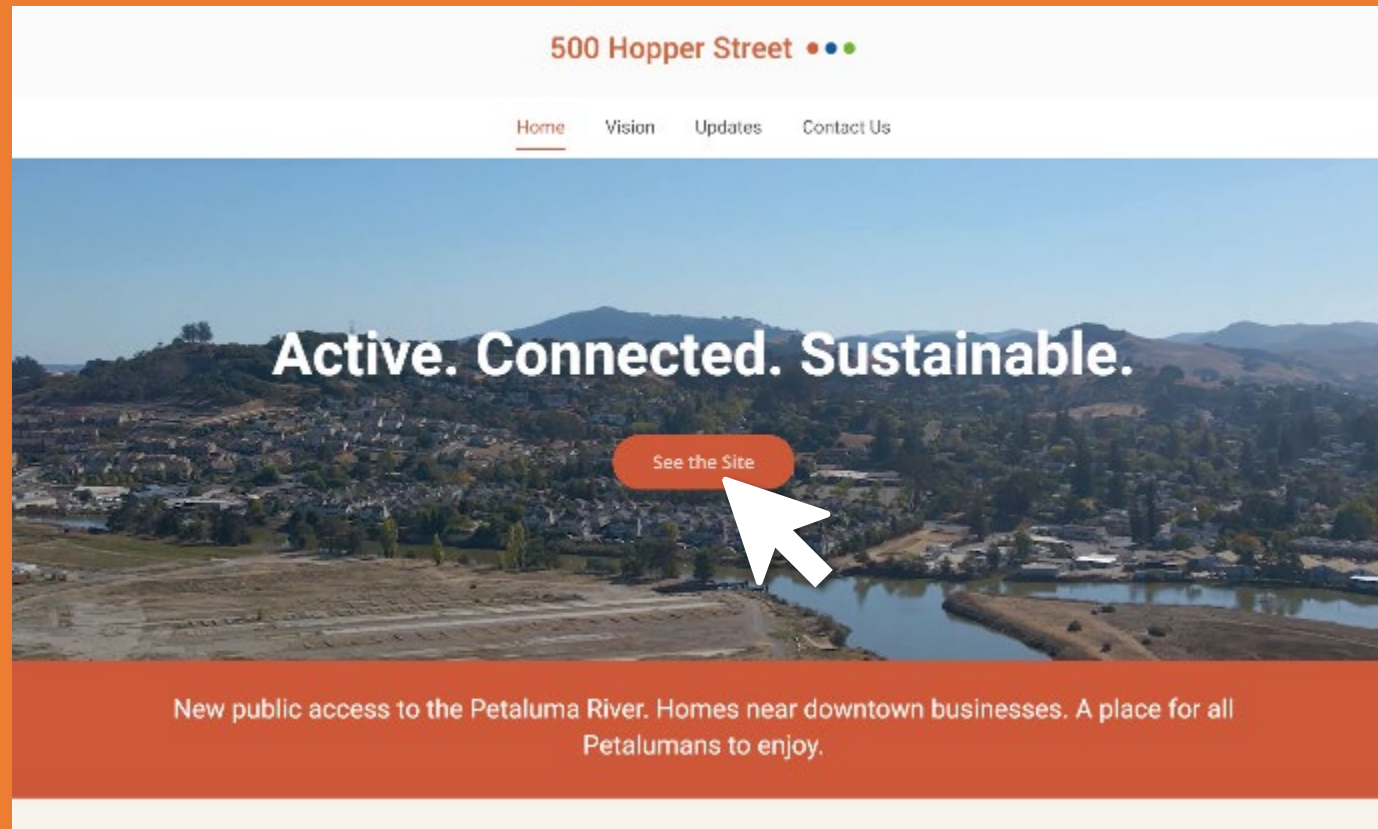
Land Use	Area (Acres)				
	January Plan	Concept #1	Concept #2	Concept #3	Concept #4
Multi-Family (Affordable)	2.64	2.66	2.66	2.66	2.66
Multi-Family (Market-Rate)	6.30	6.09	6.09	6.09	6.09
Single Family For Sale	13.20	11.76	11.53	10.86	12.04
Park Space	3.56	3.50	3.55	3.50	3.50
River Setback and Water	6.20	8.46	8.46	8.46	8.46
Roadways / ROW	7.30	6.69	6.87	7.59	6.41
Total Gross Acres	39.2	39.2	39.2	39.2	39.2
Total Net Developable	22.1	20.5	20.3	19.6	20.8

Summary

- **Create an Activated waterfront neighborhood, Connected to the broader Petaluma community, Sustainably designed.**
 - Request from Planning Commission:
 - **Direction on which Concept is preferred**
 - **Mix of Housing Typology**
 - ***NEXT STEPS***
 - ***Preparation of detailed Site Plan***
 - ***Continue CEQA analysis***
 - ***Public Hearings***

Questions?

Contact our team at 707-674-6850 or info@500hopper.com and sign up to receive project updates at 500hopper.com.



Design Charette – Key Takeaways (use as talking points)

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- Large majority preferred the Edge Plan Alt#2
- Loved the River Park providing added open space, embracing the river with plenty of green space, trails and easy accessibility
- Appreciated the removal of old structures (beautification) and restoration of the riverfront with natural habitat
- All participants want some detached housing to balance the density adjacent to Riverfront
- Against increased density over January 2023 plan to impact property values and neighborhood traffic
- Commuter location, need adequate off street parking
- Mixed feedback on the road along the River
- Like location of commercial component, fronting the river

Public Benefits-send to Emanuel to include in staff report

- Activation of a vacant infill site key to the CPSP
- Health and Safety required removal of significant deteriorating structures, (health and safety issues) restoration of natural bank conditions and wetland creation according to the River Access and Enhancement Plan : \$4M
- Improved access Caulfield Lane Extension Road: \$1.5M
- Riverfront Park 3.5 Acre Community Park: \$3.9M
- Riverfront Multi-Use Trail Extension: \$1.5M
- Construct Ped/bike bridge to Steamer Landing Park: \$2M
- Mobility choices-bicycle parking locations, EV chargers, e-bike chargers \$250k
- Increased affordability-low and extremely low units. (city ordinance is low and moderate) site dedication valued at \$6.8M
- Commercial uses at the rivers edge with dedicated parking
- Live Work-units along Hidalgo Street
- Development Impact Fees-estimated at \$14.7M
- Missing Middle Housing



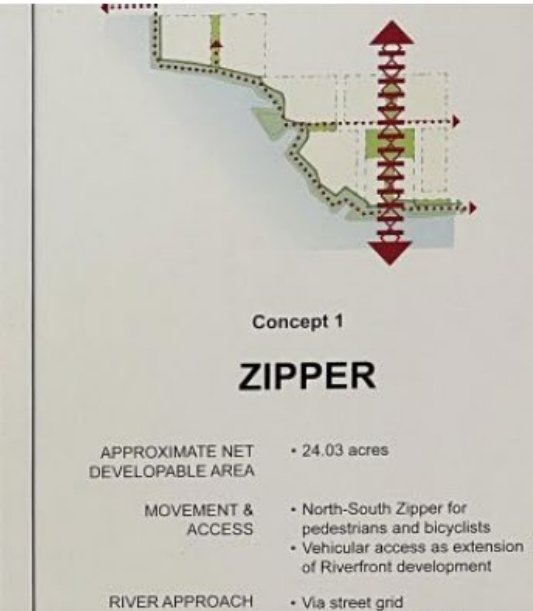
Maintaining Affordable Housing

- Eden Housing is proposing **72 affordable homes with a range of unit sizes from one to three bedrooms**. This may grow to 80 – 90 units after further site/building design is completed.
- The affordable component **will serve a range of households from 30 percent to 60 percent of the Area Median Income (AMI)** in a series of two-and three-story walkup and apartment homes designed to accommodate families.



Charette Feedback – Concept #1

Concept 1: Zipper



Green

- Like idea of central park for public; Like no road along river; better for walking, biking; Model central park after Leghorn Park
- Like Caulfield park and strips between low-income houses.
- Appreciate open spaces is spread out.

Yellow

- Too disjointed looking; traffic flow and parking seems dense.
- This feels most disconnected to Riverfront. We don't want to enjoy public space surrounded by houses.

The collage consists of several elements:

- Top Left:** A map section showing a green river area labeled 'MONEAR CHANNEL' and adjacent brown and green zones. A yellow sticky note reads: "Public Parking limited to 1 area should have additional options towards 4B and surface to have park (natural feel)".
- Top Center:** A map section showing a grey area labeled 'HOPPER STREET' and a green area labeled 'CAUSEWAY LANE EXT'. A yellow sticky note reads: "Create parking lot".
- Top Right:** A small inset map titled 'Concept 2 HEART' showing a red heart shape on a map. A yellow sticky note reads: "Get rid of the access to the river - that's not the point - the point is to have a river walk access".
- Bottom Left:** A green sticky note with handwritten text: "Have Centralized Open space. Create area for walking next to river".
- Bottom Center:** A map section showing a green river area labeled 'PETALUMA RIVER' and adjacent yellow and green zones. A yellow sticky note reads: "Have Centralized Open space. Create area for walking next to river".
- Bottom Right:** A yellow sticky note with handwritten text: "Create parking garage under building".

The main map is titled 'SITE PLAN - CONCEPT 2' and includes a scale bar and a north arrow. The text 'COMMUNITY MEETING MARCH 2, 2023' is visible at the bottom left.

- Love centralized open space; Include area for seating next to river.
- Concept 2 has best transition between developments.
- Likes residents to have river walk access; Nice building facades along river; No road along river: peaceful for walking.
- Like smaller housing areas

- Public parking limited to one area. Should have additional option towards 4B for visitors to River front (natural trail).
- Green Space wasted.
- Do not like traffic flow and split up park; fire evacuation major concern with dense housing and increased population.
- Get rid of Bautista access.
- Create Parking garage under buildings.

Charette Feedback – Concept #3

Concept 3: Edge

Green

- I like this plan.
- Like the River Park the most.
- Larger Park area by river.
- Open space by River! Traffic routed to bridge via Bautista is more direct.
- This is my favorite: it feels most connect to Riverfront; Like the extra green space. Also roads are less confusing to navigate. Would like retail space in 6A instead so it can be against green space, nice views, etc.
- Love park access.
- [Park] better protected from public with street between.
- Best use of space for park; better for public to be along the river.
- Glad 75' setback from river with ability to walk the frontage.
- Better buffer; house more uniform.



Yellow

- No native plants! Exotic foreign botanical garden instead please! (said jokingly)
- Need detached houses to balance the density; one ingress + one egress is a danger.
- Thinking the poor don't have vehicles is a ridiculous concept. Need more parking for apartments + low cost housing.
- Need detached homes to feel cohesive with Riverfront.
- Need detached housing; decrease housing density.
- Do not like road along river; Do not like the green space along river.
- Housing needs to be consistent with Riverfront; otherwise will look crowded and not uniform.
- Attached housing in white areas (blocks); limited parking/no guest parking; busy traffic flow to proposed Caulfield Bridge.
- Want Less parking

Affordable Housing Site Plan



Unit Details*	# of Units
1 Bedroom	32
2 Bedroom	19
3 Bedroom	20
Manager's unit	1
Total	72
Extremely Low-Income Units @ 30% AMI	11
Very Low-Income Units @ 45% AMI	20
Very Low-Income Units @ 50% AMI	20
Very Low-Income Units @ 60% AMI	20
Manager's Unit	1
Total	72

*Details subject to change based on financing but will be 60%AMI and below.

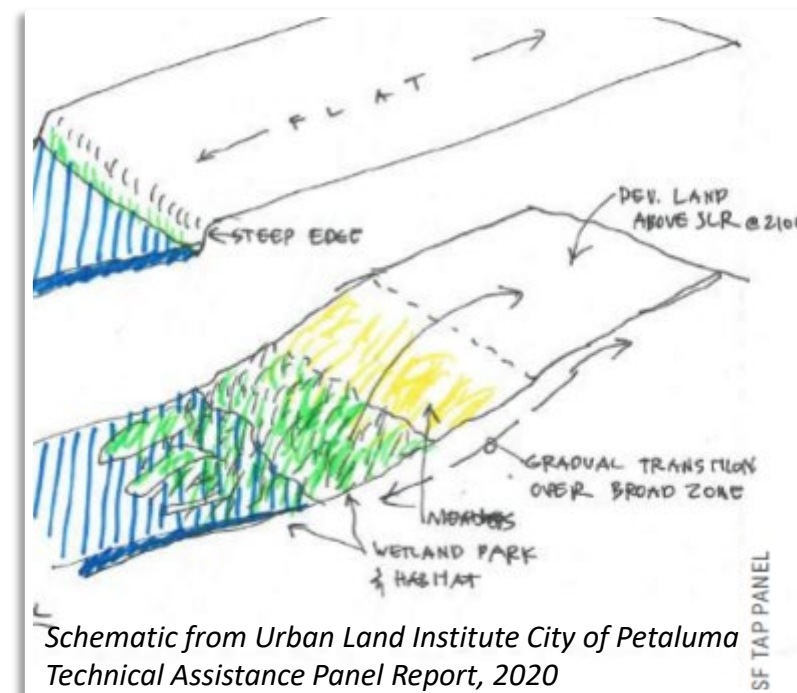
Accounting for Sea Level Rise



- The site will not create an increased potential for inundation due to sea level rise.
- We are basing our residential development on a **6.5ft. Pad level increase by the year 2080 simultaneous to the 100-year storm.** All our residential finished floors are 1 foot above that elevation.

Riverfront Restoration & Open Space

- **Our project will invest over \$4 Million** to restore and stabilize bank conditions across the entire site's river frontage.
- Public trail, **continuing public access along McNear Channel and the Petaluma River.**
- The project bolsters more over an acre of **restored riverfront, wetlands and habitat, addition of 69 native oak trees.**
- The **added trail is more than 3,000 feet long**, continuing miles of existing trails along the riverfront.



Traffic Patterns

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