

**City of Petaluma, California**  
**City Board, Commission, and Committee Application**

City Clerk's Office  
11 English Street • Petaluma, CA 94952 • 707.778.4360 • [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org)

Instructions: Use this form to apply to serve on any of the City of Petaluma, California's Boards, Commissions, or Committees. Please fill out the form completely. If a question does not apply, type N/A in the space provided. All applications are reviewed by the City Council. If you have questions about this form, please contact the City Clerk's Office.

<b>Name:</b>	
Alan Coldiron	
<b>Home Address, City, State and Zip Code:</b>	
[REDACTED] Petaluma, CA 94952	
<b>Phone:</b> [REDACTED]	<b>E-Mail:</b> [REDACTED]
(If appointed, do you want this to be available to the public?) <b>No</b>	(If appointed, do you want this to be available to the public?) <b>No</b>
<b>Do you live within the Petaluma City limits?</b>	<b>If so, for how long?</b>
Yes	Since 1990
<b>Are you applying for a Youth Position?</b>	<b>If yes, what grade are you in?</b>
No	N/A
<b>Board, Commission, or Committee, of Interest:</b> <i>Note: Five (5) members of the Senior Advisory Committee, must be at least 55 years of age; Two (2) members may be 18 or over.</i>	<b>If not appointed to your first choice, are you willing to serve on another City Board, Commission, or Committee? Please indicate ONE additional choice.</b>
Planning Commission	Tree Advisory Committee
<b>Have you attended a meeting of this or other City bodies?</b>	<b>Have you served on or applied for this or other City bodies previously?</b>
Yes	No
<b>Present Employer:</b>	
Keegan & Coppin	
<b>Job Title:</b>	
Real Estate Advisor	

**Previous Governmental Bodies/Elective Offices you have served, Position/Office Held and Dates:**

No governmental experience although I was elected to the Board of the Sacramento Ballet when I lived there, and the Board of the Petaluma Boys and Girls Club, and the Board of Petaluma National Little League.

**Civic or Charitable Organization to which you have belonged, Position/Office Held, and Dates:**

The Petaluma Rotary Club, the Petaluma Boys & Girls Club, and Kiwanis, from 1990 to 2010 as a member, and a Rotary Foundation member. When I worked in Windsor I was an active member of the Chamber of Commerce, 2006-2008 approximately.

**What Special Interests/Skills/Talents would you bring to this Board, Commission, or Committee?**

I would be able to bring a knowledge of what successful projects look like from an architectural position as well as a financial perspective. When I lived in Sacramento, I developed the first passive solar condominium project in downtown.

**College, Professional, Vocational Schools Attended (Major Subject, Dates, Degree/Date):**

BS Degree in business from California State University Sacramento 1978, attended UC Davis,

**Special Awards of Recognition Received:**

My partner and I received an award for our passive solar condominium project in Sacramento. I have received numerous awards throughout my career for high performance levels while assisting clients achieve their goals. Additionally, I am a Navy Veteran.

**Please state reasons why you want to become a member of this Board, Commission, or Committee, including what specific objectives you would be working toward as a member of this advisory body:**

I am applying to fill in the vacancy due to the unfortunate passing of Planning Commissioner Kelly. I have no specific objectives other than taking a comprehensive approach to any planning decisions before the Commission. As a long-time resident, I would welcome the opportunity to serve and give back to the Community.

<b>Is there any other information that you feel would be useful to the City Council in reviewing your application?</b>	
My wife Cheryl is a member of the Petaluma Public Art Committee. They have been successful in bringing new public art to town, including the Swim Center murals, the David Best arch, the upcoming Woven Stories installation at Kenilworth Junior High School, and current planning at Kenilworth Park near the Fairgrounds.	
<b>Are you associated with any Organization/Employer that might be deemed a conflict of interest in performing your duties if appointed to this position?</b>	
No	
<b>If so, please state name of Organization/Employer:</b>	
N/A	
<b>City policy directs all appointed advisory body members not to vote on matters where there exists a potential conflict of interest. Would you be willing to abstain from voting if such conflict arises?</b>	
Yes	
<b>How did you hear about this opening?</b>	
By email	
<b>Applicant's Signature (or type name)</b>	<b>Date</b>
<b>Electronic signature</b>  Alan Coldiron	2023-10-08



## ***City of Petaluma, California***

### **Supplemental Questionnaire for Planning Commission Applicants**

*Please return completed questionnaire along with your application to the Office of the City Clerk, 11 English Street, Petaluma, CA 94952.*

Name:	
Home address, City, State, Zip:	
Home Phone:	Work Phone:
Cell Phone:	Email:
<i>Please print or type your answers to the following questions and submit to the City Clerk's Office. You may submit additional sheets, if necessary, to complete your answers.</i>	
Have you attended any meetings of the Planning Commission?	Yes
If so, date:	Some of the Red Barn Davidson meetings and others in past years.
What do you think qualifies you to serve on the Planning Commission?	

I have a commercial real estate background that includes developing (and selling) apartments and multi-family properties. Because of this background, I have experience in what makes a desirable project for renters and the community. Additionally, I have financial experience as a registered investment advisor.

What do you see as the best solutions, both long and short term, for economic development in Petaluma?

The best solution would be to consider a comprehensive approach to economic development. To be successful you need a balance between employment, housing, retail and services type businesses.

Imagine yourself as a visitor to Petaluma. What do you see physically, economically, and environmentally as you walk around town?

Petaluma is a City that has lots of historical charm, including the many older homes near the core downtown. The downtown core needs more economically viable business and sustainable companies. Amy's locating downtown will be good for business and provide jobs for their employees while using an existing building by giving it a refresh. Petaluma and most residents are very much aware of the importance of environmental goals and concerns.

The General Plan (Plan) is the guiding document and vision for the City. How would you interpret the policies and goals articulated in the plan? How flexible would you be and would you feel comfortable not approving specific land uses allowed in the Plan?

The GP is the guiding document for planning. I prefer to look at land use through a lens of what will work best for the community. If a specific use was allowed but would be potentially bad for the community I would not be uncomfortable in giving it a vote of non approval.

The growth management system has been an element of the development process in Petaluma since 1972, and an Urban Growth Boundary was adopted in 1998 to control the physical growth of Petaluma. With these two major policies in mind, and given the pressure for ongoing growth during the next decade or so, what two or three policies and programs would you promote to protect the historic, cultural, and physical aspects of Petaluma?

A comprehensive plan would work best in my opinion. I would want to consider the historic, cultural and physical aspects of Petaluma in any decision regarding planning. The UGB has served Petaluma well to avoid the sprawl that has plagued other cities. Quality infill projects that will foster business development, provide needed housing, retail and restaurants, and enhance the vibrancy of our town should be welcomed.

How would you address current and future flooding issues for Petaluma?

I would carefully consider the opinion of the engineers and experts regarding future flooding issues.



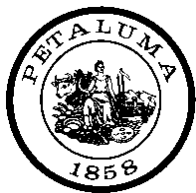
How would you address current and future traffic congestion in Petaluma?

Petaluma has historical charm, culture and an exciting vibe that should be protected. Traffic congestion can and does take away from the attractiveness of a city or town. Because Petaluma has a river/bridge and a downtown boulevard, future development should be carefully planned to compliment the physical aspects that exist in our downtown. Developments outside of downtown can be looked at through a different lens due to the differences in physical streets and land available.

What infill policies do you think should be adopted in light of the Urban Growth Boundary passed by the voters?

Infill policies should be centered around a comprehensive approach that will provide needed jobs, housing, and retail services like restaurants and shops. If people can live close to where they work and close to shopping and restaurants there is a much higher connection to the community. Just focusing on housing with no jobs, or retail with no housing, or jobs with no nearby restaurants - these decrease the walkability and would require transportation.

Signature	Date
Alan Coldiron	2023-10-08



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<b>Name:</b>	
Jessica Mozes	
<b>Home Address, City, State and Zip Code:</b>	
[REDACTED] Petaluma, CA 94954	
<b>Phone:</b> [REDACTED]	<b>E-Mail:</b> [REDACTED]
(If appointed, do you want this to be available to the public?) <b>No</b>	(If appointed, do you want this to be available to the public?) <b>Yes</b>
<b>Do you live within the Petaluma City limits?</b>	<b>If so, for how long?</b>
Yes	3.5 years
<b>Are you applying for a Youth Position?</b>	<b>If yes, what grade are you in?</b>
No	N/A
<b>Board, Commission, or Committee, of Interest:</b> <i>Note: Five (5) members of the Senior Advisory Committee, must be at least 55 years of age; Two (2) members may be 18 or over.</i>	<b>If not appointed to your first choice, are you willing to serve on another City Board, Commission, or Committee? Please indicate <i>ONE</i> additional choice.</b>
Planning Commission	
<b>Have you attended a meeting of this or other City bodies?</b>	<b>Have you served on or applied for this or other City bodies previously?</b>
Yes	Yes
<b>Present Employer:</b>	
Blonde Medicine	
<b>Job Title:</b>	
Executive Producer	

**Previous Governmental Bodies/Elective Offices you have served, Position/Office Held and Dates:**

N/A

**Civic or Charitable Organization to which you have belonged, Position/Office Held, and Dates:**

Member of the Democratic Club of Southern Sonoma County, 2023 Member of Congregation Ner Shalom, 2023

**What Special Interests/Skills/Talents would you bring to this Board, Commission, or Committee?**

With over 15 years of experience producing live events, developing entertainment projects and managing talent, I have spent a lot of time thinking about experiences. As such, when I review a staff report or developer proposal, I do my best to envision, and subsequently nit-pick, how it would look and feel once actualized. As a long-time project manager, I am constantly thinking through problems and peering around corners for the next one. Additionally, I am a naturally curious researcher and as a consultant at the Gerson Lehrman Group, I was often immersing myself in a new topic and reaching out to a variety of experts to help further wrap my arms around the subject. I'm a quick study and through attending numerous Committee, Commission and Council meetings (usually toting a crochet project) I've developed a keen interest in the inner workings of Petaluma and our future. I'm excited about the opportunities to showcase and reinvigorate our town.

**College, Professional, Vocational Schools Attended (Major Subject, Dates, Degree/Date):**

Northeastern University, Psychology, 2006-2010, Bachelor of Science degree received Spring 2010 UC Berkeley  
Advanced Media Institute, Podcast Bootcamp, Fall 2019, Certification

**Special Awards of Recognition Received:**

Dean's Scholarship, Dean's List, National Society of Collegiate Scholars. Active in Council for University Programs,  
Student Government Association and Hillel.

**Please state reasons why you want to become a member of this Board, Commission, or Committee, including what specific objectives you would be working toward as a member of this advisory body:**

As I've observed projects go through Planning Commission and City Council, the conversation often becomes change versus existing conditions. Unfortunately, the status quo is not an option. Cities are constantly changing as community members come in or move away, are born, and die. As a Planning Commissioner, I would seek to balance short term/low stakes discomfort – be it traffic headaches and noise due to construction or a change to the skyline – with the brighter, sustainable future we are building for subsequent generations of Petalumans. We need to champion density and increase our variety of housing stock. We need to adapt to and slow down the effects of climate change. We need to bolster our infrastructure on both the East and West Sides and shore up the economic viability of our vibrant amenities. We have history worth celebrating here in Petaluma, as well as some gaps to fill, and I am eager to serve.

<b>Is there any other information that you feel would be useful to the City Council in reviewing your application?</b>	
<p>I am a quick study and voracious researcher. I've been delving into the Institute for Local Government's Planning Commissioner Handbook and am seeking out coursework and mentorship to bolster my relevant knowledge areas such as CEQA, community development and architecture principals.</p>	
<b>Are you associated with any Organization/Employer that might be deemed a conflict of interest in performing your duties if appointed to this position?</b>	
<p>No</p>	
<b>If so, please state name of Organization/Employer:</b>	
<p>N/A</p>	
<b>City policy directs all appointed advisory body members not to vote on matters where there exists a potential conflict of interest. Would you be willing to abstain from voting if such conflict arises?</b>	
<p>Yes</p>	
<b>How did you hear about this opening?</b>	
<p>City Council Meeting, City of Petaluma Facebook post</p>	
<b>Applicant's Signature (or type name)</b>	<b>Date</b>
<b>Electronic signature</b>  Jessica B. Mozes	2023-10-09



## *City of Petaluma, California*

### **Supplemental Questionnaire for Planning Commission Applicants**

Please return completed questionnaire along with your application to the Office of the City Clerk, 11 English Street, Petaluma, CA 94952.

Name:	
Home address, City, State, Zip:	
Home Phone:	Work Phone:
Cell Phone:	Email:
<i>Please print or type your answers to the following questions and submit to the City Clerk's Office. You may submit additional sheets, if necessary, to complete your answers.</i>	
Have you attended any meetings of the Planning Commission?	Yes
If so, date:	6/27/23, 7/11/23, 7/25/23, 8/8/23, 8/22/23, 9/12/23, 9/26/23, 10/10/23
What do you think qualifies you to serve on the Planning Commission?	

For the past year, I have spent many hours at City Hall observing and participating in City Council, Planning Commission and Pedestrian & Bicycle Advisory Committee meetings. I have chimed in at workshops regarding the proposed Downtown Overlay, the Active Transportation Plan, Trestle rehabilitation and development projects such as Scannell and Spirit Living. Additionally, I have stayed attuned to public discourse across social media, my office at Keller Street CoWork and local news coverage. I wish to serve on the Planning Commission so I may offer my curiosity, empathy and optimistic scrutiny to the important work of zoning and development in our city.

What do you see as the best solutions, both long and short term, for economic development in Petaluma?

A vibrant Petaluma economy must attract both local and visiting consumers. We're lucky to have a downtown full of enticing shops and restaurants which make for a fun destination for out-of-towners, while still providing accessible brick-and-mortar amenities for Petalumans. For the short term, maintaining this dual audience means cultivating a supportive environment for entrepreneurs to provide goods and services without getting bogged down in bureaucracy, while also maintaining our high standards of livability. For long term development we must be thoughtful about how all of the pieces fit together – look and feel of our commercial districts, infrastructure across residential neighborhoods, housing affordability, climate resiliency and much much more. I am enthusiastic about the Midtown and East Side opportunities to create economic pockets which will support more cohesive, walkable neighborhoods. Our focus on celebrating the Petaluma River and improving access to it will support long term economic outcomes. There are many priorities and voices to consider, and I believe a holistic assessment which balances showcasing our unique city traits with the growth and adaptation necessary to thrive will serve to uplift the city's economy and all its community members.

Imagine yourself as a visitor to Petaluma. What do you see physically, economically, and environmentally as you walk around town?



I've been lucky to do a fair bit of traveling around the world, and I often find myself evaluating places with a personalized rubric which ranks: Interactions, Charm, and Something Special. Petaluma earns top scores across the board. The people in our community make for a wonderful visitors' experience whether it's dining out, shopping for antiques or having a chat while enjoying a playground. On Charm, we are lucky to have both lovely historic buildings and majestic natural scenes of wine country. And on Something Special, we wow visitors with our unique traits as a river town in close proximity to the bustling Bay Area. Though we consistently impress and draw in repeat visitors, Petaluma certainly has some room for improvement. Some opportunity areas include: filling redevelopment gaps to unite the charming downtown experience through to Theatre Square, reinvigorating and improving usability on both banks of the riverfront, and bolstering the economic zones and mobility network on the East Side.

The General Plan (Plan) is the guiding document and vision for the City. How would you interpret the policies and goals articulated in the plan? How flexible would you be and would you feel comfortable not approving specific land uses allowed in the Plan?

I have been very excited about what I've seen so far of the new General Plan and appreciate all the hard work being put in to crafting it. That said, when a specific project, with a specific address and a specific design comes forward, I am open to evaluating the land use proposal in its current context. If a proposal is not right for our community, especially if the needs or environmental understanding have evolved since the Plan's passing, we should be nimble and evaluate within the actual reality. We also must be careful of evading the Plan's guidance because we are afraid of the changes its policies and goals entail. What I want to avoid is getting to the next round of general planning in a dozen years and finding ourselves even further behind important targets, particularly those for housing and climate.

The growth management system has been an element of the development process in Petaluma since 1972, and an Urban Growth Boundary was adopted in 1998 to control the physical growth of Petaluma. With these two major policies in mind, and given the pressure for ongoing growth during the next decade or so, what two or three policies and programs would you promote to protect the historic, cultural, and physical aspects of Petaluma?

1) Increase density, particularly downtown and near the SMART stations. In order to protect the Urban Growth Boundary, we must pursue infilling. By building in and near infrastructure-rich areas, we can provide much needed (and state-mandated) housing stock for a variety of residents who seek diverse housing options at affordable prices while preserving our beautiful natural surroundings. 2) Consider a vacancy tax to spur redevelopment. Shuttered businesses and empty lots are eyesores across our community and can spell danger for the economic and cultural health of a city. We need a robust toolbox of carrots and sticks to encourage developers to invest in our town, and keep their properties operational and vibrant for residents and visitors. 3) Work on communications and public relations to demystify the Planning Department/Commission's processes, goals and project timelines. A public outreach subcommittee was recently established and I am encouraged by their mission to help citizens better understand zoning and planning. Further, I hope to "translate" for those less fluent in jargon and help reorient those wary of change. Like any evolution (and a city is constantly evolving), a better future may require some period of discomfort. The Planning team, along with community groups and city staff, could do a better job outlining the positive outcomes and important progress that land use projects will bring forth.

How would you address current and future flooding issues for Petaluma?

First and foremost, we must respect the floodplain. It is far easier to prevent disaster than it is to clean up, so building smart in delicate areas susceptible to sea level rise will save us from expensive and traumatizing repairs in the future. Further, I would continue to research innovative building techniques/mitigation efforts and look to the expertise offered by the sustainability, conservation and engineering communities.



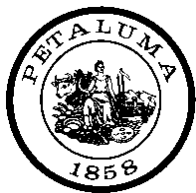
How would you address current and future traffic congestion in Petaluma?

As a single car household, I utilize carpooling or my bicycle for my ~3 mile commute to downtown. Additionally, when I first moved to Petaluma in the spring of 2020 (what a time!) I explored my neighborhood by foot, and have been delighted to find a variety of charming lanes, welcoming neighborhoods, and wooded paths. I am a frequent participant at PBAC meetings and am bullish on Petaluma's mobility network improvements and the eventual traffic easing which will come about when active transportation is safe and accessible for all ages and abilities. Quick builds, education and activations like International Walk & Roll to School Day can help hasten that arc of change. Additionally, as an East Side resident, I am closely following the Caulfield bridge plan and am looking forward to the connectivity it will bring. While the Rainier Crosstown Connector occasionally bubbles up in conversation, it is clear to me that it is not enough bang for the tax payers' buck and has been appropriately put down. Given the negligible traffic relief it would provide and the potential environmental impacts tied to further upriver development, Rainier is not the answer.

What infill policies do you think should be adopted in light of the Urban Growth Boundary passed by the voters?

Infill is crucial to our housing, climate and economic development goals. A delicate balance must be struck to incentivize developers to propose projects while the city upholds a process that allows for transparency without over-burdening and continues to push for amenities current and future residents need. I'm hopeful that objective design standards and the freshly minted General Plan will streamline the planning process for good projects and make discretionary review more effective overall. Petaluma is in serious need of more diverse housing stock so citizens across the income spectrum can access housing that is appropriate for their families' needs, at a price they can afford. I'm interested in seeing more quads, ADUs and tiny homes particularly in infrastructure-rich areas near transit. In keeping with the theme of balance, I would try to be cognizant of overdoing it on market rate housing when many are in need of affordable units.

Signature	Date
Jessica B. Mozes	2023-10-09



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<b>Name:</b>	
kevin ford	
<b>Home Address, City, State and Zip Code:</b>	
[REDACTED] petaluma, CA 94952	
<b>Phone:</b> [REDACTED]	<b>E-Mail:</b> [REDACTED]
(If appointed, do you want this to be available to the public?) <b>No</b>	(If appointed, do you want this to be available to the public?)
<b>Do you live within the Petaluma City limits?</b>	<b>If so, for how long?</b>
Yes	14 years
<b>Are you applying for a Youth Position?</b>	<b>If yes, what grade are you in?</b>
No	N/A
<b>Board, Commission, or Committee, of Interest:</b> <i>Note: Five (5) members of the Senior Advisory Committee, must be at least 55 years of age; Two (2) members may be 18 or over.</i>	<b>If not appointed to your first choice, are you willing to serve on another City Board, Commission, or Committee? Please indicate <i>ONE</i> additional choice.</b>
Planning Commission	City Council
<b>Have you attended a meeting of this or other City bodies?</b>	<b>Have you served on or applied for this or other City bodies previously?</b>
Yes	No
<b>Present Employer:</b>	
Retired	
<b>Job Title:</b>	
Attorney	

<b>Previous Governmental Bodies/Elective Offices you have served, Position/Office Held and Dates:</b>
none
<b>Civic or Charitable Organization to which you have belonged, Position/Office Held, and Dates:</b>
none
<b>What Special Interests/Skills/Talents would you bring to this Board, Commission, or Committee?</b>
I hope what I have written in this application shows i have the knowledge and understanding to keep Petaluma what it is today: Vital, functioning and desirable.

<b>College, Professional, Vocational Schools Attended (Major Subject, Dates, Degree/Date):</b>
Kansas City Arty Institute, the 80's University of San Francisco, the 90's Kennedy School of Law, the 90's
<b>Special Awards of Recognition Received:</b>
none
<b>Please state reasons why you want to become a member of this Board, Commission, or Committee, including what specific objectives you would be working toward as a member of this advisory body:</b>
Please review my writings herein. There lay just about all i can say about why working for a better Petaluma makes sense to me, and hopefully these revieweres of my application.

<b>Is there any other information that you feel would be useful to the City Council in reviewing your application?</b>	
No.	
<b>Are you associated with any Organization/Employer that might be deemed a conflict of interest in performing your duties if appointed to this position?</b>	
No	
<b>If so, please state name of Organization/Employer:</b>	
N/A	
<b>City policy directs all appointed advisory body members not to vote on matters where there exists a potential conflict of interest. Would you be willing to abstain from voting if such conflict arises?</b>	
Yes	
<b>How did you hear about this opening?</b>	
I keep in touch with our local Boards and various openings.	
<b>Applicant's Signature (or type name)</b>	<b>Date</b>
<b>Electronic signature</b>  kevin ford	2023-10-08





## *City of Petaluma, California*

### **Supplemental Questionnaire for Planning Commission Applicants**

Please return completed questionnaire along with your application to the Office of the City Clerk, 11 English Street, Petaluma, CA 94952.

Name:	
Home address, City, State, Zip:	
Home Phone:	Work Phone:
Cell Phone:	Email:
<i>Please print or type your answers to the following questions and submit to the City Clerk's Office. You may submit additional sheets, if necessary, to complete your answers.</i>	
Have you attended any meetings of the Planning Commission?	Yes
If so, date:	I view the meetings on line, and have attended in person on several occasions the dates of which have escaped
What do you think qualifies you to serve on the Planning Commission?	

I am an attorney with experience in California Procedures Act, Subdivision Map Act, Robert's Rules of Order, planning and governing Statutes and Case law, and the mechanisms of governing within the local, state and federal laws. I have a B.S. in Applied Economics a Juris Doctorate.

What do you see as the best solutions, both long and short term, for economic development in Petaluma?

Growth is going to happen. There is no stopping Petaluma from growing its population, and by extension growing its need for adequate, affordable housing. Petaluma must have a thriving downtown as well if its citizens are going to live and work locally. Economic viability is essential for Petaluma to continue supporting its citizen communities and their needs. Local businesses form an anchor to downtown viability. They service our citizens and help with reasonable local taxes being kept and spent locally. Petaluma must support viable, useful and productive old and new businesses by fostering a favorable business environment. City services must be available, dependable, and affordable. The Petaluma River is a town crown jewel and should be treated with all due respect that it deserves as a functioning slough that provides wetland and opportunity for wildlife to coexist with Petaluma and its growing citizenry. So, growth at a reasonable cost intended to benefit and serve our long current residents, as well as giving consideration to those who will be joining us as new Petalumans.

Imagine yourself as a visitor to Petaluma. What do you see physically, economically, and environmentally as you walk around town?

Vitality. Petaluma is a functioning, moving, growing Big Town/Small City. It is filled with giving, caring people founded on its broad reach of acceptance laid open to its many different communities. To visit Petaluma is to realize planning actually works. Visitors see people on the street out and about doing regular activities of daily living. Petaluma is a place I want to live is what many people leave our city saying to themselves and others. Connectedness. Any visitor will see right away as they interact with business and town folk that Petalumans LIKE each other and act that way. We are a place that fosters generosity of spirit, and it shows everywhere a visitor or local may look.

The General Plan (Plan) is the guiding document and vision for the City. How would you interpret the policies and goals articulated in the plan? How flexible would you be and would you feel comfortable not approving specific land uses allowed in the Plan?

I have experience with land use through my former law practice. I am able to interpret the laws as they apply locally, and understand how even basic decisions can have wide effects. Land use is resource use. Resources are limited. Specific land use issues are interconnected and are not isolated decisions made in private without thought to how any new decision affects any earlier decisions now in place. Valuation. Balance. Reasonability. Those are needed to make useful land use decisions.

The growth management system has been an element of the development process in Petaluma since 1972, and an Urban Growth Boundary was adopted in 1998 to control the physical growth of Petaluma. With these two major policies in mind, and given the pressure for ongoing growth during the next decade or so, what two or three policies and programs would you promote to protect the historic, cultural, and physical aspects of Petaluma?

Environmental easements help promote historic, cultural and physical attributes most citizens find useful and easy to live with. Reasonable growth with reasonable usage limits help direct expectations of what makes Petaluma livable. Petaluma must not forget its agricultural vineyards, or the ranching and farming communities. Growth of city limits comes at a cost to the outdoors, and can wildly infringe on our open spaces, both public and private. As stated earlier, Petaluma is growing and planning now for the future makes for a better future.

How would you address current and future flooding issues for Petaluma?

We live on a living moving slough. It has its own idea of where it can flow. To a certain extent, we abide by its rules when it overflows. The link attached leads to Petaluma's Wetland Alliance and sets out boundaries and different water flows over time. It shows where planning is needed. Our job is to find the proper plan to preserve and protect against rising tides.  
<https://petalumawetlands.org/flooding/#:~:text=Tributaries%20of%20the%20Petaluma%20River,occur%20between%20December%20and%20March.>



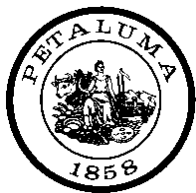
How would you address current and future traffic congestion in Petaluma?

Tough question. But, we are growing. That means more traffic. It is bothersome to Petalumans who remember crossing town in short order with no thought about the quickest route to our destination. Traffic flow is now a thing in Petaluma that most of us need to consider if our travels require crossing E. Washington or The Blvd. There is no room for more roads in Petaluma. That by definition means the existing roads and stop signs and electric signals must be coordinated. It takes a traffic study. The current state of The South Blvd and its bike lanes, traffic parking in the middle of the road, and just plain confusion is NOT how to do it. So, we know what not to do, and by learning from that mistake should help traffic in general.

What infill policies do you think should be adopted in light of the Urban Growth Boundary passed by the voters?

Loosening rules on lot infill and ADU's makes solid social policy. More available ADU's houses more people. That is the point where land use meets modern usage needs. Things change. Housing development and adaptation of existing structures keeps Petaluma growing without destructive over-growth.

Signature	Date
kevin ford	2023-10-08



***City of Petaluma, California***  
**City Board, Commission, and Committee Application**

City Clerk's Office  
11 English Street • Petaluma, CA 94952 • 707.778.4360 • [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org)

Instructions: Use this form to apply to serve on any of the City of Petaluma, California's Boards, Commissions, or Committees. Please fill out the form completely. If a question does not apply, type N/A in the space provided. All applications are reviewed by the City Council. If you have questions about this form, please contact the City Clerk's Office.

<b>Name:</b>	
Lydia Asselin	
<b>Home Address, City, State and Zip Code:</b>	
[REDACTED] Petaluma, CA 94954	
<b>Phone:</b> [REDACTED]	<b>E-Mail:</b> [REDACTED]
(If appointed, do you want this to be available to the public?) <b>No</b>	(If appointed, do you want this to be available to the public?) <b>No</b>
<b>Do you live within the Petaluma City limits?</b>	<b>If so, for how long?</b>
Yes	7 years; since July 2016
<b>Are you applying for a Youth Position?</b>	<b>If yes, what grade are you in?</b>
No	N/A
<b>Board, Commission, or Committee, of Interest:</b> <i>Note: Five (5) members of the Senior Advisory Committee, must be at least 55 years of age; Two (2) members may be 18 or over.</i>	<b>If not appointed to your first choice, are you willing to serve on another City Board, Commission, or Committee? Please indicate <i>ONE</i> additional choice.</b>
Planning Commission	
<b>Have you attended a meeting of this or other City bodies?</b>	<b>Have you served on or applied for this or other City bodies previously?</b>
Yes	No
<b>Present Employer:</b>	
Retired architect	
<b>Job Title:</b>	

<b>Previous Governmental Bodies/Elective Offices you have served, Position/Office Held and Dates:</b>
n/a
<b>Civic or Charitable Organization to which you have belonged, Position/Office Held, and Dates:</b>
Petaluma Arts Center: Education Committee Member 2020-present; Visual Thinking Strategies Docent 2017-present Rice University Alumni Association: Board Member 1990-1993; National President 1993-1994
<b>What Special Interests/Skills/Talents would you bring to this Board, Commission, or Committee?</b>
I'm skilled in problem-solving, data analysis, and clear communication of issues. I thrive when I am "down in the weeds" chasing issues, asking questions, and scrutinizing data. It gives me the basis for challenging assumptions where necessary.



**College, Professional, Vocational Schools Attended (Major Subject, Dates, Degree/Date):**

Rice University / Houston TX School of Architecture Bachelor of Arts 1979; Bachelor of Architecture 1981

**Special Awards of Recognition Received:**

Rice University Meritorious Service Award 1997

**Please state reasons why you want to become a member of this Board, Commission, or Committee, including what specific objectives you would be working toward as a member of this advisory body:**

As a fairly recent resident, I have a fresh set of eyes coupled with a healthy respect for Petaluma's history. Planning issues are important to a broad range of Petalumans and I would aspire to being a keen listener and a collaborative communicator, as well as a decision-maker. Major Planning issues need to be transparent and easily understandable to the community, not so complicated that citizens throw their hands up and feel they do not have a voice.

<b>Is there any other information that you feel would be useful to the City Council in reviewing your application?</b>	
I'm happy to provide you with my resume / CV if you need more info on my professional background. (also willing to share photos of my watercolors and our cats)	
<b>Are you associated with any Organization/Employer that might be deemed a conflict of interest in performing your duties if appointed to this position?</b>	
No	
<b>If so, please state name of Organization/Employer:</b>	
N/A	
<b>City policy directs all appointed advisory body members not to vote on matters where there exists a potential conflict of interest. Would you be willing to abstain from voting if such conflict arises?</b>	
Yes	
<b>How did you hear about this opening?</b>	
Public posting on the city's website; KBYG newsletter, urging of members of the community.	
<b>Applicant's Signature (or type name)</b>	<b>Date</b>
Electronic signature  Lydia Asselin	2023-10-07



## City of Petaluma, California

### Supplemental Questionnaire for Planning Commission Applicants

Please return completed questionnaire along with your application to the Office of the City Clerk, 11 English Street, Petaluma, CA 94952.

Name:	
Lydia Asselin	
Home address, City, State, Zip:	
<div>██████████ ██████████ ██████████</div>	
Home Phone:	Work Phone:
<div>██████████</div>	<div></div>
Cell Phone:	Email:
<div>██████████</div>	<div>██████████</div>
<i>Please print or type your answers to the following questions and submit to the City Clerk's Office. You may submit additional sheets, if necessary, to complete your answers.</i>	
Have you attended any meetings of the Planning Commission?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If so, date:	4/25/23, 5/9/23, 6/13/23, 7/25/23, 8/8/23
What do you think qualifies you to serve on the Planning Commission?	
<p>I have been a California Licensed architect for over 40 years and have just retired. My focus in the profession during most of that span was project management and construction management for large-scale commercial clients, with specific expertise in the retail design and construction sector. I have a strong track record in problem-solving, strategic planning, and cost and schedule analysis--all of which I feel would be beneficial in analyzing projects that come before the Planning commission.</p>	

What do you see as the best solutions, both long and short term, for economic development in Petaluma?

A balance between commercial growth (i.e., similar the tech / biotech / health / light industrial in the Lakeville area); infill development rather than sprawl, be it housing or other use; and possibly tourism. Given all the new hotel development in the past several years, I don't believe more hotels are the answer. I'd like to understand how full our hotels are currently—weekend vs. weekday—before committing to more hotels.

Imagine yourself as a visitor to Petaluma. What do you see physically, economically, and environmentally as you walk around town?

I guess it depends on what you mean by "around town". East side suburbia? West side ag? The Fairgrounds? Arriving from the north into car dealer utopia? Arriving from the south along the river? Which side of the SMART tracks?

One doesn't just get teleported into downtown, nor is downtown the entirety of Petaluma. I see a small city grappling with the pressures of growth and economic inequity, yet lacking a physical vision (pictures, not words) to market to the public, tourists, or our own residents...

I see vibrancy, but also plenty of opportunity for improvement. I see two Petalumas—east side and west side. They feel like two different places. The opportunity to equally enjoy both sides of Petaluma requires a car.

The General Plan (Plan) is the guiding document and vision for the City. How would you interpret the policies and goals articulated in the plan? How flexible would you be and would you feel comfortable not approving specific land uses allowed in the Plan?

The General Plan is an aspirational document. What was being aspired to in 2008 is almost identical to what is being aspired to today. How much have we moved the needle? The General Plan is a roadmap, but not a straightjacket. Yes, absolutely I would feel comfortable not approving particular projects even if allowed. I would hope to vote my conscience for what is best for Petaluma, but I am not afraid to ask difficult questions. The Planning Commission should not be a rubber stamp for the City Council.

The growth management system has been an element of the development process in Petaluma since 1972, and an Urban Growth Boundary was adopted in 1998 to control the physical growth of Petaluma. With these two major policies in mind, and given the pressure for ongoing growth during the next decade or so, what two or three policies and programs would you promote to protect the historic, cultural, and physical aspects of Petaluma?

I live hard against the current UGB and love the surrounding open space. I don't think the answer is continuing annexation and housing sprawl. Fifteen minute neighborhoods sound great, but I would worry that walking and biking could shut out many of our senior population. My current "15-minute neighborhood" gets me to the PG&E substation and not much else—this concept seems so aspirational that I feel it may not happen in my lifetime. Protecting Historic Downtown seems critical to holding dear what makes Petaluma special from other communities. Cautious growth downtown that will not overshadow the historic building we have. Use of pop-up functions in the short-term to activate under-utilized parcels until measured growth becomes a reality.

How would you address current and future flooding issues for Petaluma?

At present, I do not know enough about this issue or potential solutions to have an answer.

How would you address current and future traffic congestion in Petaluma?

While I acknowledge there are traffic congestion problems and traffic choke points due to Petaluma's unique geography, I am not a traffic engineer, so would have to have more information and data to weigh in. With growth comes traffic, no matter how much emphasis is put on bicycling and walking. If the emphasis is on housing growth, we are going to see more cars, full-stop, especially if all the new residents are working outside of Petaluma. From where I live, sometimes it's easier to get to the West side by getting on the freeway.

What infill policies do you think should be adopted in light of the Urban Growth Boundary passed by the voters?

For small infill areas (what I would call missing teeth parcels) keep to the same height limits of the surrounding area. For larger urban infill areas (adjacent to Smart Train), go higher. Create concrete, short-term opportunities to activate empty spaces that may involve public/private partnering—until long term solutions can be economically developed.

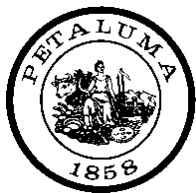
Signature

Date



10/7/23

May 4, 2017



***City of Petaluma, California***  
**City Board, Commission, and Committee Application**

City Clerk's Office  
11 English Street • Petaluma, CA 94952 • 707.778.4360 • [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org)

Instructions: Use this form to apply to serve on any of the City of Petaluma, California's Boards, Commissions, or Committees. Please fill out the form completely. If a question does not apply, type N/A in the space provided. All applications are reviewed by the City Council. If you have questions about this form, please contact the City Clerk's Office.

<b>Name:</b>	
PETER STRZEBNIOK	
<b>Home Address, City, State and Zip Code:</b>	
[REDACTED] CA 94952	
<b>Phone:</b> [REDACTED]	<b>E-Mail:</b> [REDACTED]
(If appointed, do you want this to be available to the public?) <b>No</b>	(If appointed, do you want this to be available to the public?) <b>Yes</b>
<b>Do you live within the Petaluma City limits?</b>	<b>If so, for how long?</b>
Yes	4 years
<b>Are you applying for a Youth Position?</b>	<b>If yes, what grade are you in?</b>
No	N/A
<b>Board, Commission, or Committee, of Interest:</b> <i>Note: Five (5) members of the Senior Advisory Committee, must be at least 55 years of age; Two (2) members may be 18 or over.</i>	<b>If not appointed to your first choice, are you willing to serve on another City Board, Commission, or Committee? Please indicate <i>ONE</i> additional choice.</b>
Planning Commission	
<b>Have you attended a meeting of this or other City bodies?</b>	<b>Have you served on or applied for this or other City bodies previously?</b>
Yes	No
<b>Present Employer:</b>	
nottoscale / self-employed	
<b>Job Title:</b>	
Owner / Architect	



**Previous Governmental Bodies/Elective Offices you have served, Position/Office Held and Dates:**

None

**Civic or Charitable Organization to which you have belonged, Position/Office Held, and Dates:**

I have worked with several NGO's on a number of pro-bono projects in Africa and am currently working with Global Partners for Development - which is based in Petaluma – on a project in Homa Bay, Kenya.

**What Special Interests/Skills/Talents would you bring to this Board, Commission, or Committee?**

One of the main and probably most valuable skills I can bring to the commission is that I am a trained and licensed architect, meaning that I am very familiar with various planning concepts and guidelines. In addition to that I have lived and worked in numerous cities and countries, which in turn has exposed me to a variety of environments. This experience has given me a broad and unique perspective that I believe will be a valuable addition to help envisioning the future development of Petaluma.

**College, Professional, Vocational Schools Attended (Major Subject, Dates, Degree/Date):**

Diploma in Architecture, TU Berlin Germany 1997 Master of Architecture, Ball State University, Muncie Indiana 1997  
CA Architecture license C-31714 2008

**Special Awards of Recognition Received:**

Studienstiftung des Deutschen Volkes Several Competition Awards as well as numerous national and international publications

**Please state reasons why you want to become a member of this Board, Commission, or Committee, including what specific objectives you would be working toward as a member of this advisory body:**

As a resident, father and practicing architect I deeply care for the environment that I live in and would therefore like to contribute to the future development of Petaluma in order to help making this city a thriving and desirable place to live in.

**Is there any other information that you feel would be useful to the City Council in reviewing your application?**

Please visit my website at [www.nottoscale.com](http://www.nottoscale.com) in order to get a better sense of the range of my work. In addition, I would be happy to send you my CV for a further review of my past experiences or answer any questions you may have.

**Are you associated with any Organization/Employer that might be deemed a conflict of interest in performing your duties if appointed to this position?**

No

**If so, please state name of Organization/Employer:**

N/A

**City policy directs all appointed advisory body members not to vote on matters where there exists a potential conflict of interest. Would you be willing to abstain from voting if such conflict arises?**

Yes

**How did you hear about this opening?**

My neighbor Veronica - knowing that I am an architect - told me about the opening in the planning commission and put me in touch with Darren Racusen with whom I have since met in order to discuss the specifics of and my qualifications for said position.

**Applicant's Signature (or type name)**

**Date**

**Electronic signature**

Peter I. Strzebnik

2023-10-09



## *City of Petaluma, California*

### **Supplemental Questionnaire for Planning Commission Applicants**

Please return completed questionnaire along with your application to the Office of the City Clerk, 11 English Street, Petaluma, CA 94952.

Name:	
Home address, City, State, Zip:	
Home Phone:	Work Phone:
Cell Phone:	Email:
<i>Please print or type your answers to the following questions and submit to the City Clerk's Office. You may submit additional sheets, if necessary, to complete your answers.</i>	
Have you attended any meetings of the Planning Commission?	Yes
If so, date:	06/13/23 (in-person) and 02/14 (online recording)
What do you think qualifies you to serve on the Planning Commission?	

Being a practicing architect in Petaluma with a Master's Degree in architecture and a diverse background both personally and professionally – I am originally from Germany, have lived and worked in numerous cities on three continents and worked on some of the most prestigious projects in SF (Jewish Museum SF with Daniel Libeskind and California Academy of Sciences with Renzo Piano Building Workshop) - I feel that I have a unique and wide range of experiences that can contribute a unique perspective to help envision the future development of Petaluma.

What do you see as the best solutions, both long and short term, for economic development in Petaluma?

First and foremost I think that it is imperative for Petaluma to maintain and further develop its unique character in order to attract both more visitors and businesses that fit within this environment. Downtown Healdsburg and Sonoma, as well as the Ferry Building in San Francisco have – in my opinion – done great jobs to distill the local genius loci and used that as a guideline for any future development to create a site specific environment which is one of the major aspects of their successes.

Imagine yourself as a visitor to Petaluma. What do you see physically, economically, and environmentally as you walk around town?

When I first arrived in Petaluma I remember being taken by the breathtaking beauty of the landscapes surrounding the city as well as the charm and integrity of the lively city center and its surrounding neighborhoods. However, I was also surprised about the two distinct sides of Petaluma and the largely underutilized riverfront which has tremendous potential to make Petaluma an even better place.

The General Plan (Plan) is the guiding document and vision for the City. How would you interpret the policies and goals articulated in the plan? How flexible would you be and would you feel comfortable not approving specific land uses allowed in the Plan?

This is something that I cannot comment on in the abstract as any reply should be based on a case-by-case basis and requires further research.

The growth management system has been an element of the development process in Petaluma since 1972, and an Urban Growth Boundary was adopted in 1998 to control the physical growth of Petaluma. With these two major policies in mind, and given the pressure for ongoing growth during the next decade or so, what two or three policies and programs would you promote to protect the historic, cultural, and physical aspects of Petaluma?

Given that I see the impact of urban sprawl rather critical both from a urban and sustainable perspective I would – after obviously researching the specifics in greater detail – analyze the areas of the city that could be earmarked for redensification and possibly organize architectural competitions to gather a wide array of ideas that help with the visualization of future developments.

How would you address current and future flooding issues for Petaluma?

This is a highly technical question that I am not sure I can answer without first understanding the current approach and doing further research.

How would you address current and future traffic congestion in Petaluma?

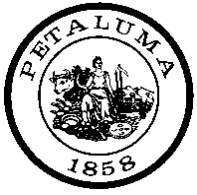
In general I would minimize further urban sprawl, increase density, review how the 15 min neighborhood approach could be implemented in different areas of Petaluma and improve sidewalks, bike lanes as well as the public transportation system.

What infill policies do you think should be adopted in light of the Urban Growth Boundary passed by the voters?

This has to be decided on a case-by-case basis but in general I think that any infill or redensification should be harmonious with the existing surroundings. This does not mean that new projects should mimic the old but that they should carefully respond to existing parameters such as massing and materiality.



Signature	Date
Peter I. Strzebniok	2023-10-09



***City of Petaluma, California***  
**City Board, Commission, and Committee Application**

City Clerk's Office  
11 English Street • Petaluma, CA 94952 • 707.778.4360 • [cityclerk@cityofpetaluma.org](mailto:cityclerk@cityofpetaluma.org)

Instructions: Use this form to apply to serve on any of the City of Petaluma, California's Boards, Commissions, or Committees. Please fill out the form completely. If a question does not apply, type N/A in the space provided. All applications are reviewed by the City Council. If you have questions about this form, please contact the City Clerk's Office.

<b>Name:</b>	
Susan Kirks	
<b>Home Address, City, State and Zip Code:</b>	
[REDACTED] Petaluma, CA 94952	
<b>Phone:</b> [REDACTED]	<b>E-Mail:</b> [REDACTED]
(If appointed, do you want this to be available to the public?) <b>No</b>	(If appointed, do you want this to be available to the public?) <b>No</b>
<b>Do you live within the Petaluma City limits?</b>	<b>If so, for how long?</b>
Yes	10
<b>Are you applying for a Youth Position?</b>	<b>If yes, what grade are you in?</b>
No	N/A
<b>Board, Commission, or Committee, of Interest:</b> <i>Note: Five (5) members of the Senior Advisory Committee, must be at least 55 years of age; Two (2) members may be 18 or over.</i>	<b>If not appointed to your first choice, are you willing to serve on another City Board, Commission, or Committee? Please indicate <i>ONE</i> additional choice.</b>
Planning Commission	Measure U Oversight Committee
<b>Have you attended a meeting of this or other City bodies?</b>	<b>Have you served on or applied for this or other City bodies previously?</b>
Yes	Yes
<b>Present Employer:</b>	
Self - Communication Specialist - Conservationist	
<b>Job Title:</b>	

**Previous Governmental Bodies/Elective Offices you have served, Position/Office Held and Dates:**

City of Petaluma Measure U Citizens Oversight Committee, January 2023 to June 2023.

**Civic or Charitable Organization to which you have belonged, Position/Office Held, and Dates:**

Co-founder, Naturalist with Paula Lane Action Network (PLAN), 2001 to present. Madrone Audubon Society, Sonoma County, 2008-Present. Various Board positions. Currently President. Co-Chair Renewable Energy Subcommittee of Conservation. Rebuilding Together Petaluma, Board of Directors, 2010-2014 Friends of Tolay, small advocacy group to support Cardoza Ranch sale to become Tolay Lake Regional Park, 2004 -2005 Statewide Wildlife Corridor Work Group, 2015-present Member, Policy Committee, Together Bay Area, 2021-2023

**What Special Interests/Skills/Talents would you bring to this Board, Commission, or Committee?**

Extensive environmental review with CEQA and NEPA. 20+ years of land use decisions along with development project decisions in the City of Petaluma. Combined residential living experience just outside City limits at the Urban Growth Boundary as well as within City limits. Deep appreciation for honoring and protecting the Petaluma environment. Engagement with and participation in climate change impacts, policies and actions. A perspective that includes local, regional and state issues pertaining to Petaluma and our community. Familiarity with the current General Plan and the General Plan update process. Familiarity with the current topics of the Planning Commission. Naturalist with expertise in California for special status mammal, American Badger. Author of wildlife corridors and crossings mapping project in process for Sonoma and Marin Counties.

**College, Professional, Vocational Schools Attended (Major Subject, Dates, Degree/Date):**

Completion of Inaugural Leadership Academy, Center for Ecoliteracy, Berkeley, 2014. Master of Science degree, Emperor's College of Traditional Oriental Medicine, Santa Monica, 2000, Summa cum laude (Lic. Acupuncturist, Calif. 2000-2014) Master of Science degree, Communication, Syracuse University, 1977. (Teaching Assistantship) Bachelor of Arts degree, Communication, NC State University, 1976 (Honors, Outstanding Senior Woman, Student Commencement Speaker)

**Special Awards of Recognition Received:**

Nominated as Environmentalist of the Year, Sonoma County Conservation Council. Bowen Award for Outstanding Service, Madrone Audubon Society.

**Please state reasons why you want to become a member of this Board, Commission, or Committee, including what specific objectives you would be working toward as a member of this advisory body:**

I was approached by several residents, requesting that I submit an application. My broad general background in Petaluma, including familiarity with land use decisions over the past 20+ years, could support the Petaluma Planning Commission in effective and optimal decisions for the greater community.

<b>Is there any other information that you feel would be useful to the City Council in reviewing your application?</b>	
<p>I have a long view of Petaluma's planning process, being engaged in land use policy and decisions since 2000. I am not affiliated with Urban Chat or Know Before You Grow, although I am familiar with the entities and their influence on Petaluma's planning processes. I bring a local and regional viewpoint to our city and community and have in-depth experience in all areas of Petaluma. I am not affiliated with any particular political group, but of course am aware of the political groups and influences in Petaluma. I bring familiarity and participation in the current General Plan and the General Plan Update process. I have been a candidate for City Council as well as a candidate for Petaluma Mayor, and my general community knowledge is likely considered fairly deep. I would be pleased to serve in this role, to contribute to the best planning decisions possible with the Planning Commissioners for the benefit of the greater Petaluma community and equally for Petaluma's environment. My educational background includes: 2014 - Completed Inaugural Leadership Academy with Center for Ecoliteracy in Berkeley. Degrees: Master of Science, Emperor's College of Traditional Oriental Medicine, Santa Monica. (Lic. Acupuncturist, California 2000-2014) Master of Science, Communication, Newhouse School, Syracuse University (Teaching Assistantship) Bachelor of Arts, Communication, NC State University (Honors, Summa cum laude, Outstanding Senior Woman) Community service in Petaluma includes leading the effort to acquire and conserve Paula Lane open space with a \$1,000,050 public funds grant; serving as a Petaluma Wetlands Docent; serving as President of Madrone Audubon along with other Board positions for 15 years; serving on the Board of Rebuilding Together Petaluma for four years; and participating in a statewide Wildlife Corridor Work Group for the last several years.</p>	
<b>Are you associated with any Organization/Employer that might be deemed a conflict of interest in performing your duties if appointed to this position?</b>	
No	
<b>If so, please state name of Organization/Employer:</b>	
N/A	
<b>City policy directs all appointed advisory body members not to vote on matters where there exists a potential conflict of interest. Would you be willing to abstain from voting if such conflict arises?</b>	
Yes	
<b>How did you hear about this opening?</b>	
I learned of the opening via City of Petaluma public meetings, and several individuals in Petaluma reached out and asked me to apply.	
<b>Applicant's Signature (or type name)</b>	<b>Date</b>
<b>Electronic signature</b>  Susan Kirks	2023-10-09



## City of Petaluma, California

### Supplemental Questionnaire for Planning Commission Applicants

Please return completed questionnaire along with your application to the Office of the City Clerk, 11 English Street, Petaluma, CA 94952.

Name:	
Susan Kirks	
Home address, City, State, Zip:	
[REDACTED]	
Home Phone:	Work Phone:
N/A	N/A
Cell Phone:	Email:
[REDACTED]	[REDACTED]
Please print or type your answers to the following questions and submit to the City Clerk's Office. You may submit additional sheets, if necessary, to complete your answers.	
Have you attended any meetings of the Planning Commission?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If so, date:	All regular meetings except for two since 2010.
What do you think qualifies you to serve on the Planning Commission?	
<ul style="list-style-type: none"><li>-Experience with land use policy and decisions related to residential and commercial development in the City of Petaluma.</li><li>-Extensive CEQA and NEPA review experience.</li><li>-Deep experience in Petaluma's General Plan set to expire as well as the current General Plan update process. Understanding of priorities of the General Plan update process.</li><li>-Understanding of Petaluma Zoning Map, Zoning Ordinance, and interface with various Codes and Standards.</li><li>-Dedication to best decisions for siting and constructing sustainable housing within the context of strongest environmental protections and lifting up the natural areas of Petaluma to be protected, appreciated, restored and enhanced. This directly relates to a Planning Commissioner's ability to review environmental documentation and give input on issues such as Biological Resources.</li><li>-Participation in the NGO community in conservation, climate change, climate change impacts, and pathways to address climate change in the local, regional, state, national and global efforts.</li><li>-Understanding of the need to attract and sustain innovative, creative developers for the areas that can be developed, with an emphasis on changes in zoning and already impacted areas.</li><li>-Participation in Petaluma and County Government issues to address quality of life and environmental protection.</li></ul>	



What do you see as the best solutions, both long and short term, for economic development in Petaluma?

### Short-term

Where a Planning Commissioner would be concerned, ensuring detailed and complete review of any development proposal, changes in or updating zoning codes, coordination among Departments to ensure climate-action related decisions are incorporated into Departmental activities and services, seating the citizens oversight committee for the Police Department to support equity and a feeling of safety for new residents who may want to move to Petaluma as well as residents who currently live in Petaluma, re-establishing the Technology Advisory Committee to support modernizing and serving the Petaluma community via the Petaluma City Government, and strengthening the Economic Development future plan via the General Plan update process. These are just a few "current snapshots" of my opinions related to "short-term" engagement in economic development.

Long-term, I would recommend a substantive expansion of the economic development function within City government. The current function appears to describe economic development and open government. The government within the City of Petaluma is not open and residents in the community are well aware of this. Compared to the last City Management team, institutional communication has been implemented. But, to build in strong economic development for a mid-sized City of over 60,000, I would support movement from a provincial approach to a more comprehensive approach that includes our environmental amenities -- to highlight and protect the natural surroundings of Petaluma, lift these up, and attract businesses, tourists and residents. The 15-minute neighborhoods concept is appropriate for Petaluma - to provide amenities in areas throughout Petaluma and to focus on sections of Petaluma, not just the downtown often referred to as our "town." The historic character of downtown Petaluma is certainly a plus and attracts visitors

Imagine yourself as a visitor to Petaluma. What do you see physically, economically, and environmentally as you walk around town?

This question assumes that I am a person who is able to walk around various areas. The question is not exactly one that is inclusive of special abilities or challenges. The question also, to me, represents what I described above as the provincial view of Petaluma as being in the "town."

The town is actually the downtown area of Petaluma. This is an area beloved by many and does attract visitors to Petaluma. Petaluma, however, is a mid-sized City of over 60,000. I agree and support the downtown area of Petaluma. The proximity to the SMART station has become more of an attraction for visitors. Recreation via the new floathouse and offerings by the floathouse will continue to be attractive to visitors.

Many visitors come to Petaluma as they come through Petaluma, going to the Sonoma County coast or to various social activities in other areas of Sonoma County. The Petaluma River is a central feature that is connected to the downtown, further south to the wetlands and marshes, and northward to an area of North Petaluma that needs to remain as wild and open naturally as possible. I would not know this as a visitor to Petaluma, but know this via my engagement in and living in our environment here in Petaluma.

I might see the Visitors Center as I move around Petaluma in whatever way is best for me to move. I believe our Visitors Center could benefit from expanding appealing information to include environmental features such as the Petaluma Wetlands, emphasis on special status species like the American Badger, my area of expertise, and visitor packages with various hotels that could include certain types of environmentally based activities or visits to animal or wildlife sanctuaries and rescue centers.



The General Plan (Plan) is the guiding document and vision for the City. How would you interpret the policies and goals articulated in the plan? How flexible would you be and would you feel comfortable not approving specific land uses allowed in the Plan?

I would interpret policies and goals articulated in the General Plan in the way the policies and goals are intended to be interpreted.

The Planning Commission's role is to consider proposals within the context of the General Plan.

It seems relevant and important to participate in the Housing Element as well as designated land uses for the General Plan update to ensure flexibility of uses and to prioritize environmental protection and appreciation, equity, and the amenities here in Petaluma we all desire.

I would bring an approach to assessment and review to support a best decision and outcome for particular proposals or projects, to contribute to the greater community and benefits for Petaluma.

Objective design standards are important to establish along with tools to support Planning Commissioners in review and recommendations. The community has expressed concern about ministerial reviews along with the consultant status of the City's Planning Department. I believe awareness of these realities are important, and at the same time my role as a Planning Commissioner would be to, with other Commissioners, review, ask questions, express concerns, apply policies and procedures, to make decisions that are environmentally and fiscally sound, to help build the Petaluma community and provide recommendations to elected officials that can be both supported and about which we can feel positively.

The growth management system has been an element of the development process in Petaluma since 1972, and an Urban Growth Boundary was adopted in 1998 to control the physical growth of Petaluma. With these two major policies in mind, and given the pressure for ongoing growth during the next decade or so, what two or three policies and programs would you promote to protect the historic, cultural, and physical aspects of Petaluma?

I have lived for 12 years at the Urban Growth Boundary, leading a very long effort to save open space and conserve habitat and species in Petaluma, and I have lived for over 10 years within Petaluma City limits. The Urban Growth Boundary is very important and I am intimately familiar with all areas of the Urban Growth Boundary around Petaluma. The UGB should be maintained.

Decisions about the #s of housing units need to be made in a way that protects our environment and enhances it. There are several areas in Petaluma that can be potentially rezoned for mixed use and housing, already impacted or built areas that can be re-envisioned and re-created.



How would you address current and future flooding issues for Petaluma?

With the Planning Commission, utilize updated documents related to flood mapping and the flood plain, to identify and protect/conservate lands that may and will flood, and to not build in those areas. I disagree with the City's actions to construct housing near the Petaluma Riverbanks. I believe this was a mistake, and sea level rise in combination with the negative environmental impacts to species relying upon areas along the river, in the wetlands and marshes, and the riparian corridor north of downtown indicate that we should not be approving residential or commercial building proposals in these areas. The Central Petaluma Specific Plan does not, in my view, contain sufficient environmental supportive documentation that would make decisions and recommendations more inclusive of environmental protection. The Planning Commission would necessarily utilize all current mapping and predictions related to flooding to make the most responsible decisions for the safety of Petaluma's residents and non-human relatives.

How would you address current and future traffic congestion in Petaluma?

The Caulfield Connector is underway, at last.  
The Rainier crosstown connector should be shelved.  
We need to prioritize street maintenance and fund street repairs and have a more robust and quickly completed street maintenance program in Petaluma.  
Support a micro-transit system with free transportation for residents in small SUVs or vehicles at designated times or via a scheduling service to go to and from multiple amenities in Petaluma.  
Maintain trails and complete trail connectivity - however, the trails in Petaluma need to consider surrounding environmental features, including species, and not negatively impact the areas in which trails for human access may be implemented. Again, this refers back to my environmental in-depth experience, to be able to request this and participate in it as a priority.  
Support Safe Streets, appreciating this advocacy program.  
Provide for E-scooters, bicycles, wheelchairs, and pedestrian movement.  
Support the 15-minute neighborhood concepts to become reality - interfacing with the types of development proposals, along with redevelopment and environmental enhancement, we can provide for our residents.  
Support infrastructure for pedestrian and other modalities that need electric charging and parking.

What infill policies do you think should be adopted in light of the Urban Growth Boundary passed by the voters?

Infill is already a priority in Petaluma, to construct more high density development in proximity to transportation hubs or transit hubs. Petaluma unfortunately has an over-abundance of single family residential residences and many of those are considered high income areas. Evaluating ADU possibilities in all areas of Petaluma, including tiny homes, is a potential pathway to support housing. The infill, higher density developments should include community garden spaces, play spaces, open spaces, and environmental enhancements for the residents and species. Identifying already built areas in west, central, east and northeast Petaluma for rezoning and housing possibilities will support best decisions for housing and nearby amenities. With the General Plan update, I have advocated for, but have not yet been successful, for an assessment of Petaluma areas to identify existing and potential open space areas, environmental features, and how we can best protect these areas - and what housing exists there - what could exist and how it would be developed - and how we can connect open spaces where possible to support habitat connectivity. In other words, as we think about the UGB and infill development for people, the environmental review process and honoring our natural features, which will contribute to all of our well being, is exceptionally important - and necessary in the context of both the climate crisis and in the rather low level of environmental review that has been accepted here in Petaluma for years.

Signature

Date

Susan Kirks

Oct. 10, 2023

May 4, 2017