



DATE: December 5, 2022

TO: Honorable Mayor and Members of the City Council through City Manager

FROM: Andrew Trippel, Planning Manager

SUBJECT: Introduction of an Ordinance approving a Zoning Text Amendment of Implementing Zoning Ordinance Section 11.040 (Alternatives to On-Site Parking) and associated references in Section 11.030 (Off-Street Parking – General Regulations) and Section 11.065 (Power of the Zoning Administrator (Director) to Modify Requirements) and Finding that this Action is Exempt from CEQA Pursuant to CEQA Guidelines Sections 15305 and 15601(b)(3)

RECOMMENDATION

It is recommended that the City Council adopt the attached Zoning Text Amendment resolution modifying Section 11.040 (Alternatives to On-Site Parking) of the Implementing Zoning Ordinance to allow a reduction to the minimum parking requirements contained in Table 11.1 (Number of Automobiles Required) for all land uses (Tables 4.1 – 4.5 of Chapter 4 – Zone Districts And Allowable Land Uses) through proposed Minor or Major Adjustment processes, subject to certain findings and review authority approval, and to associated references in Section 11.030 and Section 11.065 to clarify and implement these changes and finding that this action is exempt from CEQA pursuant to CEQA Guidelines Sections 15305 and 15601(b)(3).

BACKGROUND

Hampton Inn Hotel Petaluma Expansion project applicant and property owner BPR Properties LLC submitted a Zoning Text Amendment requesting modification to Section 11.040 (Alternatives to On-Site Parking) of the Implementing Zoning Ordinance to allow a reduction to the minimum parking requirement contained in Table 11.1 (Number of Automobiles Required) as part of the project. The project proposes expansion of the existing 19,800 square foot, 75-room Hampton Inn Hotel Petaluma, which resulted from the adaptive re-use of the historic former Silk Mill site. When the proposed project is completed, the hotel facility would total approximately 24,130 square feet, supporting 93 hotel guest rooms with the additional (18) double rooms creating more accommodations for families and responding to market demand. The project requires a 19 percent reduction in the amount of required parking (from 94 spaces to 77 spaces). A parking demand study provided by the applicant indicates that the typical occupancy rate, in addition to

locational factors, results in under-utilized surface parking and that sufficient parking exists to provide for the expanded hotel facility.

At a public hearing held on November 15, 2022, the Historic Cultural & Preservation Committee conditionally approved (HCPC) Historic Site Plan and Architectural Review (HSPAR) subject to City Council adoption of the proposed Zoning Text Amendment.

Planning Commission Consideration

At a at a duly noticed public hearing held during a joint meeting of the Planning Commission and HCPC on November 15, 2022, the Commission considered the proposed amendments and approved Resolution No. 2022-17 (Attachment 3) recommending that the City Council adopt the ordinance, subject to two modifications. The vote was unanimous, with all seven Commissioners in attendance voting yes. As discussed in the public outreach section below, one written comment was received in response to the Notice of Public Hearing, and the same person offered similar oral public comment during the Planning Commission public hearing on the item. The comments were concerned with how the proposed amendments would be applied to the Hampton Inn Expansion and were considered by the Planning Commission prior to their adoption of Resolution No. 2022-017.

Below is a brief summary of changes included in the ZTA. The specific code changes are included in Attachment 2. Additional analysis is included in the Discussion section of this staff report.

Summary of Proposed Section 11.040.D Amendment

- **Minor Adjustment.** A minor adjustment to required onsite parking of 20 percent or less may be approved at the discretion of the Director or the review authority for associated project entitlements if it is determined that the reduction is consistent with required findings.
- **Major Adjustment.** A reduction to required onsite parking greater than 20 percent may be granted through Conditional Use Permit approval if it is determined that the reduction is consistent with required findings.
- **Required Findings.** The review authority may, as a condition of project approval, approve an increase or decrease in parking spaces after first making the following findings:
 - a. A parking demand analysis (for Minor Adjustment) or parking demand study (for Major Adjustment), provided by the Applicant, demonstrates that the proposed use will generate parking demand different from the standards specified in Table 11.1 due to one or more of the following factors:
 - i. Adequate off-site parking availability;
 - ii. Underutilization of existing on-site parking as a result of specific land use characteristics;
 - iii. Access to alternative transportation modes, including proximity to public transit; or

- iv. Access to and use of alternative transportation programs (such as bike-share, carshare, electric bikes, electric scooters, or local crosstown connector service).
- b. The number of parking spaces approved, excluding on-street parking spaces, will be sufficient for the safe, convenient, and efficient operation of the use.
- c. Overall project characteristics, such as location, access to alternative transportation modes, and incorporation of alternate transportation programs, support reduced onsite parking and associated City goals, policies, and initiatives related to climate action, enhanced connectivity, economic vitality, and community character.

Planning Commission requested two changes to the proposed ZTA language:

1. Modify the threshold for differentiating between a Minor and Major Adjustment from 25 percent to 20 percent. This modification has been incorporated into this staff report and the draft redline ordinance provided in Attachment 2.
2. Insert the clause “excluding on-street parking spaces” into Finding (b) so that on-street parking continues to be prioritized for use by existing adjacent property owners, including residential land uses.

DISCUSSION

Given the scope of the ZTA, the City retains broad discretion, and the application is subject to the following standards of review:

- Petaluma General Plan
- Implementing Zoning Ordinance (IZO)
 - IZO Chapter 25 (Amendments)

Below is analysis of the proposed ZTA. Additional sections, including Environmental Review Citywide Goals & Priorities are provided.

Zoning Text Amendment

On March 28, 2022, the City Council held a joint study session with the Planning Commission and Pedestrian and Bicycle Advisory Committee to discuss holistic changes to the City’s existing parking standards adopted with the IZO. After presentation and discussion, the City Council provided unanimous feedback to staff to explore aggressive changes to local parking regulations such as eliminating minimum parking standards, adopting maximum parking standards, and increasing requirements for parking to facilitate active transportation alternatives. While a holistic code update is anticipated to be developed for adoption in 2024, the proposed ZTA provides an interim solution to allow consideration of reduced parking as part of the entitlement process.

In Spring of 2019, Petaluma’s City Council declared a climate emergency to address the adverse effects of climate change and to reduce greenhouse gas emissions, to the highest extent possible,

in future years. Following this declaration, the City adopted an aggressive goal of achieving carbon neutrality by the year 2030 via an adopted Climate Emergency Framework and corresponding Climate Ready 2030 initiative. The framework recognizes that one of the City's largest and increasing contributors to greenhouse gas emissions is transportation, and the carbon-neutral goal is to initiate a massive local economic impulse and model 21st-century green architecture, landscape design, and engineering to restore ecological balance and economic stability. Additionally, two goals of the City's 2025 General Plan seek to minimize the contribution of greenhouse gases from new construction and expand and improve transit and shared mobility services to be more accessible and attractive than single occupancy-vehicle use. Carbon neutrality continues to be one of the City's highest-ranked goals. To help achieve this goal, the City must continue to reduce its dependence on automobiles by disincentivizing single occupancy-vehicle use and encouraging modal shift to alternative transportation modes and programs.

To address statewide climate and housing challenges, the State has adopted parking reform mandates. Over the past few years, certain Bay Area cities have eliminated minimum parking requirements for designated areas of their communities, and others such as San Francisco, Alameda, Emeryville, and Berkeley, have eliminated minimum parking requirements citywide.

California Minimum Parking Mandates

To address statewide climate and housing challenges, the State has acted to reform parking by adopting the following mandates:

- Assembly Bill 744 (2015), which limits the maximum parking requirement for affordable housing developments within ½ mile of a major transit stop to .5 parking spaces per bedroom;
- Senate Bill 1069 (2016) and Assembly Bill 2299, which eliminate off-street parking requirements for ADUs under specific conditions, including within a half-mile radius of transit and within designated historic districts.
- Assembly Bill 1401 (2021) prohibits a public agency with a population of 75,000 to 600,000 from imposing minimum parking requirements on residential or commercial development within ¼ mile of public transit.
- Assembly Bill 2097 (2022), which precludes a city from imposing or enforcing minimum parking requirements on all residential and most commercial development projects within ½ mile of a major transit stop. Instead, jurisdictions are instructed to allow the market to determine the optimal number of parking spots needed in each project, as defined by Govt. Code Section 65863.2(e)(6). This bill allows cities to impose minimum parking requirements if, within 30 days of the completed application, the city makes specific findings about the negative effects of not having parking. However, this exception cannot be made if the proposed project includes at least 20% affordable units, or if the development is less than 20 units. AB 2097 does not apply to hotels unless a hotel includes a certain percentage of affordable dwelling units.

These parking reform mandates demonstrate that the State sees that minimum parking requirements result in less efficient land use patterns that can have direct impacts on higher intensity development patterns that incentivize modal shift to alternative transportation modes, housing affordability, and may adversely affect the ability to construct affordable housing. Eliminating minimum parking standards, not only disincentivizes people to drive and own vehicles

which contributes to carbon neutrality goals, but it reduces barriers to the production of all housing types, including affordable housing.

Neighboring Bay Area Minimum Parking Mandate Modifications

Over the past few years, certain Bay Area cities have eliminated minimum parking requirements for designated areas of their communities, and others such as San Francisco, Alameda, Emeryville, and Berkeley, have eliminated minimum parking requirements citywide. Below is a summary of modifications to parking requirements in local city mandates.

- San Francisco: No minimum parking mandates for any land use except mortuary. Parking maximums are applied to most uses.
- Alameda: Minimum parking requirements were eliminated citywide and parking maximums were implemented.
- Oakland: No minimum required parking in the city center; however, there is a parking maximum requirement.
- Emeryville: No parking minimum parking requirement for any use.
- Berkeley: No parking requirement for new residential development of any size, except for new developments on certain narrow streets in the hills, and parking maximums for new residential uses.
- Santa Rosa: Eliminated minimum parking requirements for any land use within the Downtown Station Area boundary through the adoption of a new Downtown Station Area Specific Plan.
- Healdsburg: In the city's downtown area, there are no minimum or maximum parking requirements for non-residential uses in developments less than 15,000 square feet.
- San Jose: In June 2022, San Jose City Council voted to create a policy to eliminate the city's minimum parking requirements for new developments which is intended to be implemented by the end of 2022.

Zoning text amendments are governed by Chapter 25 of the Implementing Zoning Ordinance. Chapter 25 provides for City Council to amend the IZO after finding that the proposed amendment is in conformance with the City's General Plan and any applicable plans, and that the public necessity, convenience, and general welfare require or clearly permit the adoption of the proposed amendment. (IZO Section 25.070)

Current Parking Ordinance

The purpose of IZO [Chapter 11 Parking and Loading Facilities, Off-Street](#) is to “establish regulations to reduce street congestion and traffic hazards in the city of Petaluma by incorporating safe, adequate, attractively designed facilities for off-street parking and loading as an integral part of every use of land in the city.” The primary regulatory tool used to implement this purpose is the establishment of land use-based minimum parking requirements as described in IZO Table 11.1 where parking requirements are based on size and intensity of uses as measured various factors such as a building's gross floor area (commercial and industrial land uses), number of dwelling units (residential), number of patron seats for a business (restaurants, salons), number of employees, or other primary factor that may generate demand for parking. Alternatives to

providing required off-street parking are provided in [§11.040 Alternatives to On-Site Parking](#). They include:

- A. Providing required parking up to 600 feet from the site of the use being served and required bicycle parking up to 100 feet from the site.
- B. For multi-use sites, permanently allocating the requisite number of spaces for each use in a common parking facility, located not farther than 300 feet from the site of any such participating use.
- C. Providing valet parking at an approved parking facility more than 300 feet from the facility served, together with a developer or occupant-provided valet service, subject to certain standards.
- D. Sites within the Parking Assessment District.

These alternatives do not reduce the number of parking spaces required; instead, they simply allow vehicular parking to be located elsewhere.

Rather than ensuring that the minimum number of parking spaces is provided in some format, the proposed text amendment seeks to recognize that there may be a reduced demand for parking based on special circumstances such as proximity to transit or pedestrian and bicycle infrastructure, changing transportation needs due to innovations such as ride-hailing car services, or to align current parking development standards to broader citywide and statewide carbon neutrality goals.

Currently, modifications to Petaluma's parking requirements are allowed in only three scenarios as provided by [Section 11.065 Power of the Zoning Administrator \(Director\) to Modify Requirements](#):

- 1. When compact spaces are proposed, subject to Planning Commission review and approval;
- 2. When elderly housing or retirement homeland uses are proposed and can demonstrate that vehicle use or ownership is significantly lower than for other dwelling types, a parking reduction may be approved at the Community Development Director's discretion; and
- 3. When a common off-street parking facility, located within 300 feet of the uses served, will provide 20 or more parking spaces, a parking requirement may be reduced by Conditional Use Permit approval, subject to findings and certain conditions of approval.

Outside of these three scenarios, a request for a reduction in the number of required parking spaces is made through a variance application subject to review by the Planning Commission. The challenge with this approach is that the state mandated findings necessary to approve a variance are not based upon transportation, land use, location, or use and operational factors that uniquely affect demand for parking. Therefore, it is generally impractical to approve parking reductions through the variance process. unable to recommend approval of a request for variance to reduce the number of required parking spaces.

The City's SmartCode offers a more flexible policy approach to establishing minimum parking requirements for projects. [SmartCode Section 6.10.030 Reduction of Parking Requirements](#) allows for greater flexibility for modifications to reduce parking requirements. This includes agreements with the City to have alternative parking requirements, sharing on-site parking with neighboring properties, providing off-site parking or valet parking, or parking waivers supported by quantitative information that documents the need for reduced parking or adequate parking in the vicinity. However, these modifications are limited to the areas covered by the SmartCode, only.

The approach of the proposed ZTA is a more robust approach that could be applied citywide and to all land uses.

Parking Reform

On March 28, 2022, the City of Petaluma with hired consultant Nelson\Nygaard, held a study session at a City Council hearing to discuss how parking and associated parking regulations shape the character and behavior of Petaluma and best practices and tools to guide the development of new off-street parking policies to meet the City's General Plan and the Climate Ready 2030 goal of reducing Petaluma's car dependency and achieving carbon neutrality by 2030. The study session discussed the existing zoning framework that guides the city's parking regulations and the benefits and trade-offs of policies implemented in other cities. A robust study of existing street parking conditions is forthcoming in addition to another workshop at City Council. Nelson\Nygaard's study will feed into updates to the City's Implementing Zoning Ordinance and new parking rules for development projects in Petaluma.

On March 30, 2022, a Zoning Text Amendment application was received by Arris Studio Architects on behalf of BPR Properties LLC requesting to modify the required parking requirement for the Hampton Inn Petaluma Expansion project to support their HSPAR application proposing to expand the hotel by 18 guest rooms while maintaining the existing number of parking spaces. Their request for a reduced parking requirement cites underutilization of existing surface parking spaces, the prevalence of ride-hailing services available to guests, and access to other modes of transit used by guests. The applicant team also provided a parking study summarizing their parking utilization at peak times of the week and the availability of on-street parking within a block of their hotel site. Planning staff recognized that AB 2097 may be applicable to the project and waited for its adoption. However, the new legislation does not eliminate minimum parking requirements for hotel land uses except for affordable housing hotels and is, therefore, not applicable to the Hampton Inn Petaluma Expansion HSPAR application.

Proposed Zoning Text Amendment

The proposed Zoning Text Amendment would be applicable to all land uses as described in Tables 4.1 – 4.5 of Chapter 4 – Zone Districts And Allowable Land Uses. This broad scope would allow the City the greatest degree of flexibility when establishing minimum parking requirements and would allow the IZO to continue to be responsive to evolving multi-modal transportation patterns, evolving development patterns and community needs, and City goals, and it would provide for continuous alignment with local and state parking reform mandates, regardless of other changes in the future.

The proposed amendment to IZO Section 11.040, would grant designated review authorities the discretion to reduce a project's minimum parking requirement in cases where the project can demonstrate that demand for parking would be less than that required by the Table 11.1 and where the review authority can make certain additional findings in order to approve such a request.

The proposed amendment outlines two processes through which required parking can be adjusted:

1. **Minor Adjustment.** A reduction to required onsite parking of 20 percent or less to be approved at the discretion of the Director or the review authority for associated project entitlements if certain findings are met.

2. **Major Adjustment.** A reduction to required onsite parking greater than 20 percent may be granted through Conditional Use Permit approval if it is determined that the reduction is consistent with certain findings.

This approach provides the City with a policy that is flexible and adaptive to unique project characteristics. It recognizes that a project's location within the City, proximity to transit facilities or other alternative transportation infrastructure, or evolving local policies may result in reduced demand for parking. At the same time, it continues to recognize that parking is primarily a function of land use in that it requires conditional use permit approval for reductions greater than 20 percent of the minimum parking required.

To ensure that the City continues to regulate parking as a means to reduce street congestion and traffic hazards in the city of Petaluma, review authorities are required as a condition of project approval, to first make certain findings in order to approve an increase or decrease in parking spaces:

- a. A parking demand analysis or parking study prepared by a qualified professional, provided by the Applicant, demonstrates that the proposed use will generate parking demand different from the standards specified in Table 11.1 due to one or more of the following factors:
 - v. Adequate off-site parking availability;
 - vi. Underutilization of existing on-site parking as a result of specific land use characteristics;
 - vii. Access to alternative transportation modes, including proximity to public transit; or
 - viii. Access to and use of alternative transportation programs (such as but not limited to bike-share, carshare, electric bikes, electric scooters, or local crosstown connector service).
- b. The number of parking spaces approved, excluding on-street parking spaces, will be sufficient for the safe, convenient, and efficient operation of the use.
- c. Overall project characteristics, such as location, access to alternative transportation modes, and incorporation of alternate transportation programs, support reduced onsite parking and associated City goals, policies, and initiatives related to climate action, enhanced connectivity, economic vitality, and community character.

Each of these processes would require that the applicant provide either a parking demand analysis (for Minor Adjustment) or parking demand study (for Major Adjustment) that adequately demonstrates that the number of parking spaces approved will be sufficient for the safe, convenient, and efficient operation of the proposed use.

Amendments are also proposed to align Section 11.030 and Section 11.065 with the proposed amendment to Section 11.040. These amendments to associated references include:

- Section 11.030(C) – add “unless modified by Section 11.040 (Alternatives to On-site Parking)”

- Section 11.065 – add “D. When a request for reduction in on-site parking has been submitted and approved pursuant to Section 11.040(D), the number of parking spaces may be modified without further action by the zoning administrator (director).”

(See Attachment 2 – Draft Redline of Proposed Amendments to IZO Chapter 11.)

General Plan Consistency

The General Plan establishes density and intensity standards for each type of land use and designates the location, distribution, and extent of the land uses in the City. The proposed Zoning Text Amendment is in general conformity with the Petaluma General Plan 2025 goals and policies in that the amendment does not change the general character of current zoning regulations. The current zoning regulations would continue to regulate parking by requiring a minimum number of parking spaces, but the proposed ZTA would allow for a new review process of proposed reductions to minimum parking requirements, which creates greater flexibility in achieving parking compliance for a variety of land uses throughout Petaluma.

The ZTA aligns with many of the City’s land use policies that meet the long-term needs of the community, including:

- | | |
|---------------|--|
| Policy 1-P-6 | Encourage mixed-use development, which includes opportunities for increased transit access; |
| Policy 1-P-7 | Encourage flexibility in building form and in the nature of activities to allow for innovation and the ability to change over time; |
| Policy 1-P-11 | Allow land use intensification at strategic locations along the arterial corridors leading to Downtown and Central Petaluma, including aging commercial and industrial sites; |
| Policy 1-P-12 | Encourage reuse of under-utilized sites along East Washington Street and Petaluma Boulevard as multi-use residential/commercial corridors, allowing ground-floor retail and residential and/or commercial/office uses on upper floors; and |
| Policy 1-P-27 | Encourage innovative site and building design to address parking solutions such as shared, structured, and/or underground facilities. |

Additionally, the ZTA supports the City’s focus on protecting and enhancing the City’s identity and increasing connectivity:

- | | |
|---------------|--|
| Policy 2-P-5 | Strengthen the visual and aesthetic character of major arterial corridors by intensification via infilling, the orientation of façades toward the street, appropriate building height, and interior parking lot configuration on the parcel; |
| Policy 2-P-11 | Encourage and support the rehabilitation and development of buildings and structures reflective of the history of Petaluma’s rich agricultural and river-oriented industrial past and present; |
| Policy 2-P-14 | Promote the development and intensification of the Downtown commercial core as both a visitor destination and a neighborhood retail center; |

- Policy 2-P-20 Allow a greater diversity and intensity of activities while strongly supporting the continuation of traditional river-dependent, agricultural support and other industries;
- Policy 2-P-23 Facilitate development patterns that provide an urban edge along East Washington Street, providing visual continuity and cohesiveness, and increased safety;
- Policy 2-P-27 Enable opportunities for a variety of synergistic and compatible uses adjacent to the Petaluma Marina;
- Policy 2-P-28 Support infill and intensification of business park/light industrial uses at the eastern end of the subarea;
- Policy 2-P-29 Encourage reuse and intensification of sites west of Casa Grande Road by permitting a diverse range of uses (including residential) at moderate to high intensities;
- Policy 2-P-30 Encourage new development between the Marina and Lakeville Highway to be compatible and synergistic with the Marina complex;
- Policy 2-P-49 Encourage the development of small-scale Neighborhood Commercial uses at the Corona/ Skillman/Petaluma Boulevard North corners;
- Policy 2-P-54 Reinforce existing Neighborhood Commercial uses at West Payran Street encourage intensification and expansion of the existing center to provide a wider range of products to meet the needs of the surrounding neighborhoods;
- Policy 2-P-55 Encourage development of the area south of Payran Street as an urban corridor, with a mix of uses comparable to those of the Central Petaluma Specific Plan, increasing in intensity approaching Downtown;
- Policy 2-P-75 Allow development and redevelopment to intensify the land uses while preserving the quality and character of the Old East D Street neighborhood;
- Policy 2-P-76 Develop the area with a diverse range of commercial and residential uses with intensity and character appropriate to a central urban neighborhood;
- Policy 2-P-78 Foster intensification and redevelopment of existing Neighborhood Commercial centers in the McDowell Boulevard corridor;
- Policy 2-P-80 Encourage intensification of the Petaluma Plaza and Plaza North sites with a diverse range of Community Commercial uses;
- Policy 2-P-107 Encourage the development/redevelopment of small neighborhood serving commercial; and
- Policy 2-P-108 Encourage intensification/redevelopment of the existing Neighborhood Commercial uses at Casa Grande Road/McDowell Boulevard South.

The ZTA aligns with the General Plan goals related to improving air quality and addressing transportation needs, including:

- Policy 4-P-7 Reduce motor vehicle-related air pollution;

- Policy 4-P-11 Promote ridesharing and car-sharing programs; and
- Policy 5-P-43 Support efforts for transit-oriented development around the Petaluma Depot and along Washington Street, Petaluma Boulevard, McDowell Boulevard, Lakeville Street, and other transit corridors.

The ZTA also supports the City’s policies regarding economic vitality and opportunity:

- Policy 9-P-1 Retain and attract ‘basic’ economic activities that bring dollars into the local economy by exporting products and services;
- Policy 9-P-10 Encourage economic development that will enhance job opportunities for existing City residents by providing incentives for proposals that: Provide jobs that match the skills (occupations) of unemployed or underemployed workers who live in Petaluma, and/or commit to first-source hiring for workers who live in Petaluma, and/or Pay wages that enable workers to live in Petaluma;
- Policy 9-P-12 Maintain and expand Downtown as a hub of commercial and retail activity with residential opportunities;
- Policy 9-P-14 Plan and locate retail use appropriately to their types and the sites available;
- Policy 9-P-16 Strengthen existing retail concentrations.

Findings

The proposed Zoning Text Amendment is in general conformity with the General Plan 2025 in that the amendment does not change the general character of current zoning regulations. The current zoning regulations would continue to regulate parking by requiring a minimum number of parking spaces, but the proposed ZTA would allow for a new review process of proposed reductions to minimum parking requirements, which creates greater flexibility in achieving parking compliance for a variety of land uses throughout Petaluma. The ZTA aligns with and would implement numerous General Plan goals and policies intended to meet the long-term needs of the community, that focus on protecting and enhancing the City’s identity and increasing connectivity, are related to improving air quality and addressing transportation needs, and that support economic vitality and opportunity.

The proposed Zoning Text Amendment is consistent with the public necessity, convenience, and welfare in that it will provide greater flexibility for the City to consider parking adjustments as part of project consideration in order to reduce vehicle-related air pollution, increase utilization of non-vehicular transportation modes, and reduce auto dependent design, all of which support policies of the General Plan.

PUBLIC OUTREACH

This agenda item appeared on the City’s tentative agenda document on November 21, 2022, which was a publicly-noticed meeting. Public notice of this item was published as a 1/8-page ad in the Argus-Courier on November 25, 2022.

On July 12, 2022, a study session was held with the Historic & Cultural Preservation Committee to discuss and provide feedback on the architectural design of the proposed Hampton Inn Petaluma Expansion including the preservation of the canary palm tree, the activation and enhancement of

the amenity spaces, and the potential impacts of a reduction in parking. Public Notice of the study session was mailed to property owners and tenants within 1,000 feet of the project site and was published in the Argus Courier on July 1, 2022.

On October 24, 2022, the applicant mailed notices to property owners and tenants within 1,000 feet of the Hampton Inn Petaluma, to inform them of a virtual neighborhood meeting on November 3, 2022, to discuss and solicit feedback on the project proposal. At the meeting, members of the Applicant team Perry Patel and Adriana Cook, and City Planning Manager Andrew Trippel were in attendance. No members of the public joined the meeting, and no public comments were submitted prior to or during the neighborhood public meeting. The meeting was opened at 5:50 PM, a project presentation by the Applicant team began at 6:00 PM, and Planning Manager Trippel concluded the meeting at 6:30 PM.

Public Notice of the November 15, 2022, joint Planning Commission and the Historic & Cultural Preservation Committee meeting regarding the Zoning Text Amendment and HSPAR and Landmark Tree Designation applications was posted in compliance with the Brown Act and to solicit initial public comments. Public notice of this item was mailed to property owners and tenants within 1,000 feet of the project site and was published as a 1/8-page ad in the Argus-Courier on November 4, 2022.

On November 2, 2022, the Applicant also installed three on-site signs along the street frontages (Lakeville Highway, Johnson Street, and Wilson Street) of the Hampton Inn Petaluma in compliance with IZO Section 24.100(B).

At the duly noticed required project public hearing held on November 15, 2022, to consider the Zoning Text Amendment, HSPAR, and Landmark Tree Designation applications, an adjacent industrial property owner opposed the ZTA stating that the Hampton Inn Petaluma would require more parking, not less, based on the property owner's calculations and observations. These comments reflected similar comments submitted by the same person to Planning Commissioners prior to the public hearing.

COUNCIL GOAL ALIGNMENT

The proposed Zoning Text Amendment supports overarching City Council Goals including protecting Petaluma's built environment for future generations by encouraging sustainable development and reducing greenhouse emissions. Specifically, the project is consistent with the following adopted City Council Goals:

- Goal #42 Find ways for City operations to reduce greenhouse gas emissions, conserve water, decrease waste, and minimize the use of fossil fuels and investigate and pursue options for carbon sequestration.
- Goal #57 Improve integration of Transit in planning and land-use-related processes and decision-making.
- Goal #102 Update Implementing Zoning Ordinance (IZO) and look for ways to consolidate, simplify, and streamline for more flexibility in reviewing.
- Goal #103 Prioritize and incentivize sustainable infill development.
- Goal #113 Facilitate the development of additional hotels where appropriate.

- Goal #114 Identify potential parking and transportation alternatives for downtown.
- Goal #121 Identify and prioritize projects to upgrade and improve the Downtown, alleyways, and public spaces.
- Goal #140 Expand the use of Transit Oriented Development (TOD) principles in new development, including greater massing allowances to facilitate thoughtful infill development proximate to TODs.

CLIMATE ACTION/SUSTAINABILITY EFFORTS

The Hampton Inn expansion project supports the City's carbon neutrality goal by minimizing the contribution of greenhouse gas emissions through maintaining the current amount of available parking, which reduces the dependence on single occupancy-vehicle use. Additionally, the proposed addition will be required to be all electric, consistent with the City's all-electric ordinance in order to limit increased reliance on natural gas. The proposed Zoning Text Amendment supports the City's carbon neutrality goal by minimizing the contribution of greenhouse gas emissions through right-sizing parking supply with demand for parking, reducing parking as a convenience for single-occupancy vehicle users, encourage modal shift to alternative transportation modes, and it would reduce stormwater run-off and heat island effects resulting from paved parking surfaces. The ZTA provides flexibility from historically suburban parking standards adopted in the IZO while the City is undergoing a more holistic update to parking regulations city wide and as discussed by the City Council in a workshop in March 2022.

ENVIRONMENTAL REVIEW

The proposed Zoning Text Amendment is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3), which states that CEQA applies only to projects which have the potential for causing a significant effect on the environment. The proposed amendment only modifies the parking requirements for allowable land use and CEQA does not consider parking an environmental impact. Additionally, the proposed amendment will encourage walking, biking, and public transit and reduce vehicle miles travelled which will reduce environmental impacts on future projects. Therefore, it can be seen with certainty the proposed amendment would not cause a direct or indirect significant effect on the environment. The Zoning Text Amendment is also categorically exempt pursuant to CEQA Guidelines Section 15305 (minor alterations to land use limitations). Moreover, any application of the ordinance on future projects will require their own analysis with CEQA.

FINANCIAL IMPACTS

This item is an applicant-initiated Zoning Text Amendment. All costs associated with the preparation and processing of this application are born by the associated cost recovery account. The City would not experience future financial impacts as a result of adoption of this Zoning Text Amendment.

ALTERNATIVES

No alternatives are proposed.

ATTACHMENTS

1. Draft City Council Ordinance
2. Draft Redline of Proposed Amendments to IZO Chapter 11
3. Joint Planning Commission and HCPC Staff Report dated November 15, 2022
4. Planning Commission Resolution No. 2022-17 dated November 15, 2022