



DATE: October 3, 2023

TO: Historic & Cultural Preservation Committee

FROM: Isabel Castellano, Historic Preservation Specialist
Greg Powell, Principal Planner

REVIEWED BY: Andrew Trippel, AICP, Planning Manager

SUBJECT: Recommendation that the Historic and Cultural Preservation Committee conduct a study session to receive information, take public comment, and provide nonbinding feedback on revisions to Subarea A and Subarea B of the proposed zoning overlay district in Downtown Petaluma, File No. PLPJ-2022-0015 (PLGP-2023-0001 and PLZA-2023-0002).

RECOMMENDATION

It is recommended that the Historic and Cultural Preservation Committee (HCPC) conduct a study session to receive information, take public comment, and provide nonbinding feedback on revisions to Subarea A and Subarea B of the proposed zoning overlay district in Downtown Petaluma. No formal action will be taken. The HCPC is asked to provide feedback to inform any further refinements to the overlay prior to bringing the item forward for action at a subsequent public hearing.

BACKGROUND

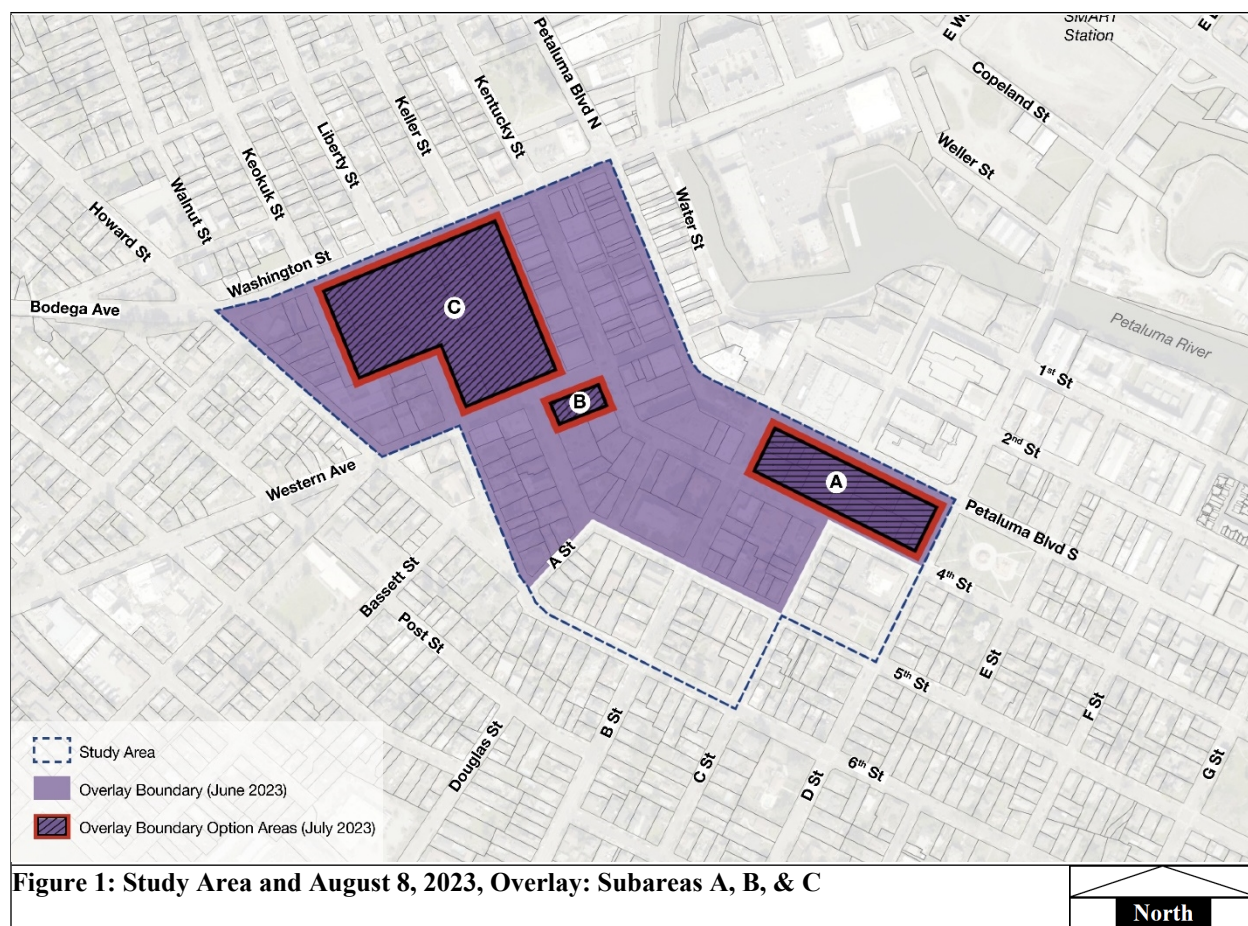
Summary

A joint study session was conducted by the Planning Commission (PC) and HCPC on June 13, 2023, to review the zoning overlay proposal for Downtown Petaluma and the proposed EKN Appellation Hotel, a 93-room hotel at 2 Petaluma Boulevard South. Refer to the June PC and HCPC Study Session Staff Report for information related to the hotel design (Attachment E). In response to direction from the PC and HCPC, going forward, the zoning overlay would be presented for a second study session separate from the EKN Appellation Hotel project.

A second joint study session with the HCPC and the PC was scheduled for August 8, 2023, and a staff report was released to the HCPC and the PC (and made available to the public). Later, because there would not be a quorum of the HCPC, the HCPC portion of the study session was canceled. For information related to the initial round of revisions to the overlay proposal please refer to the

Staff Report dated August 8, 2023, (Attachment F). This study session with the HCPC will facilitate the discussion on the revised overlay proposal, including further refinements made in response to PC feedback.

At the August study session, the PC reviewed the Downtown Housing & Economic Opportunity Overlay, which proposed a zoning overlay to apply three subareas within the Downtown (refer to Figure 1, below). The PC was supportive of the extent and configuration of the three subareas and that each subarea may have different characteristics for consideration in the overlay's development standards. The general consensus was that additional survey and parcel analysis was needed for a comprehensive evaluation for each subarea (this survey and parcel analysis is discussed later in this report). The video and minutes for this meeting are available [online](#).

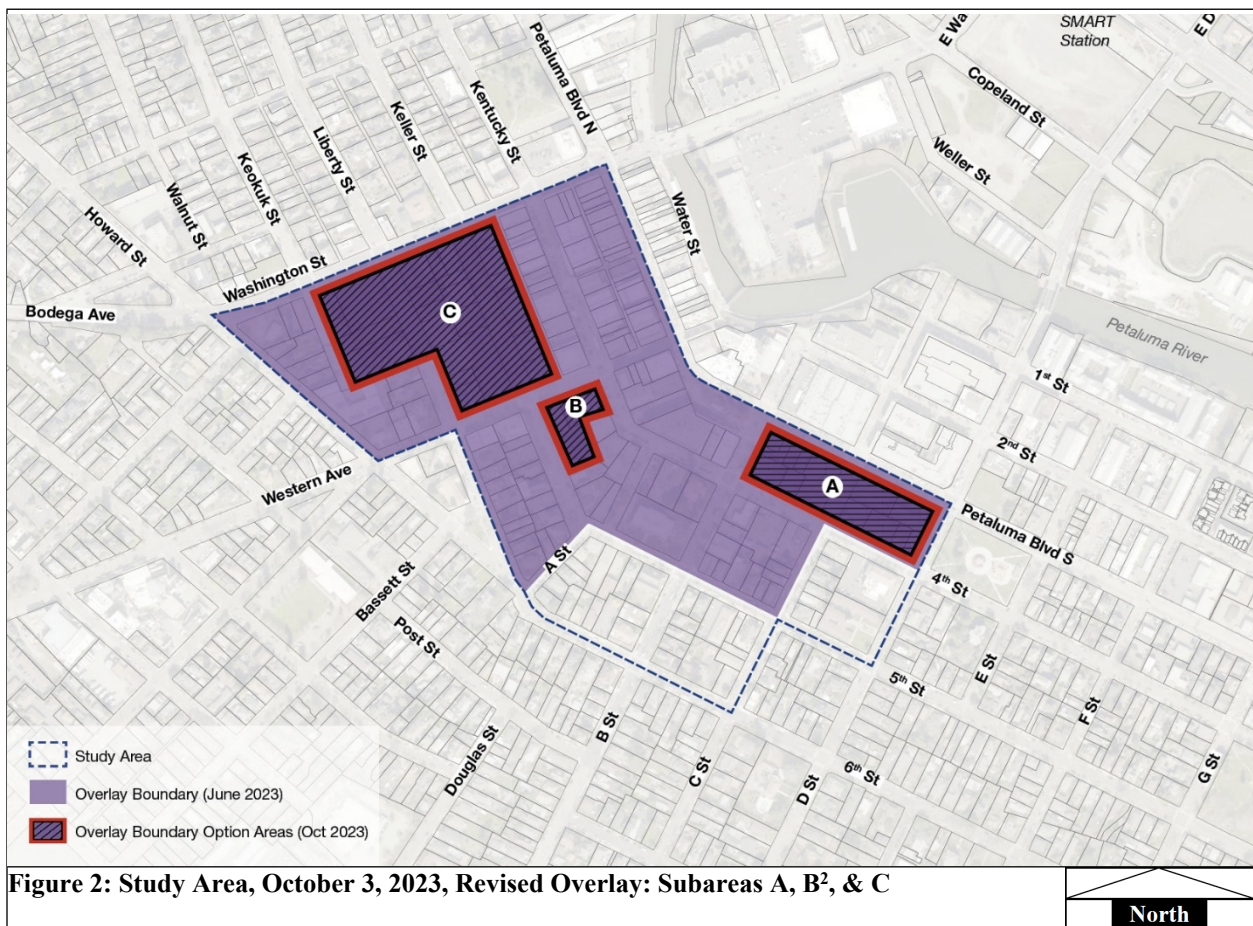


Following the August study session, the Planning Commission requested additional information regarding the following:

- Clearly describe how the proposed overlay aligns with the General Plan.
- Maintain analysis of all three subareas but define the character of each.
- Focus on Subarea B and C for housing development.
- Consider unique development standards for each subarea as appropriate to maintain unique character.
- Provide photographs for subarea orientation and gather parcel data.

- Identify potential impacts on historic districts, whether within designated districts or adjacent to resources.
- Provide and Review the Overlay’s Historic Cultural Resource Report.

As currently proposed and revised since the HCPC last considered the overlay, the overlay would now apply to three subareas in the downtown core (refer to Figure 2, below). Portions of two of the subareas, Subarea A (three parcels) and Subarea B (one parcel), are within the boundaries of the Commercial Historic District boundary, while Subarea C abuts the Commercial Historic District boundary but does not extend into the District. In addition, the overlay continues to include development standards to guide new development when adjacent to historic resources¹ such as height, stepbacks, and design.



Project Description

The Downtown Housing & Economic Opportunity Overlay proposes to support housing and mixed-use development in a portion of the Downtown area with modifications to requirements

¹ “Historic resources” refer to historic districts, contributing structures within a historic district, designated landmarks, and eligible historic resources (which are resources that qualify for designation at a national, state, or local register but have not yet been formally designated).

² The extent of Subarea B was expanded after the August Planning Commission study session to include the entire parcel occupied by the Wells Fargo bank at 125 Western Avenue and not just the portion of the lot occupied by the bank building.

associated with Floor Area Ratio (FAR), building height, and lot coverage maximums, including development and design controls for properties within the proposed Overlay.

The revised overlay continues to exhibit consistency with goals and policies of the 2025 General Plan by:

1. Encouraging higher density, mixed-use infill developments that prioritize additional housing and economic opportunities in the Downtown core on underutilized sites.
2. Acknowledging, reflecting, and complementing Downtown's historic context and its historic resources.
3. Activating and encouraging neighborhood and cultural tourism-oriented uses.
4. Spurring economic growth by creating attractive development opportunities in Downtown.
5. Enhancing the pedestrian experience with high-quality streetscapes that include primary entrances that face the street, links towards the Petaluma River with access and visibility, and context-sensitive building designs.
6. Improving the quality of life in the Downtown and around the Petaluma River.

See Exhibit 6 for more information regarding the application of the General Plan to the overlay.

Revisions to the Overlay

HCPC is directed to review the August 8, 2023, staff report for information related to the overlay development (Attachment F). In response to PC feedback, additions and modifications to the proposed overlay district were made and are presented to the HCPC for consideration and discussion. The primary modifications to the proposed overlay include:

1. Modification 1: Expanded boundary of Subarea B. The boundaries of Subarea B were expanded to include the entire parcel occupied by the Wells Fargo bank at 125 Western Avenue and not just the portion of the lot occupied by the bank building. Any exhibit that depicted the extent of Subarea B was modified to reflect this change.
2. Modification 2: Pedestrian/Facade Activation & Ground Floor Residential Uses. Staff surveyed the abutting and confronting parcels that surround each subarea to develop new maps to indicate opportunities for *Pedestrian/Façade Activation Zones* and *Ground Floor Residential Zones* to apply new land use and design controls for any new building within Subarea A, B or C. This effort of identifying “zones” within the subareas was intended to continue the land uses and forms established by the parcels that abut or confront each subarea and to allow for specific land uses and the design of new buildings to reflect the characteristics and the context of each subarea. The zones identified below are intended to enhance the pedestrian experience via land use and design controls to ensure that new buildings are occupied by pedestrian-oriented uses and that they present attractive building facades in specific locations to ‘mirror’ the land use pattern and vibrancy of active pedestrian-oriented streets established in the historic core of the downtown. Areas not designated would also allow more land use flexibility as described below. The exact mapping, land uses, and design controls are still being refined. Please refer to Exhibit 14 for more information.

Exhibits

As the proposed overlay continues to be refined in response to feedback from the PC and HCPC, public comments, and project initiatives, the exhibits provided in this staff report (Attachment A) reflect the current project information, associated development standards and other supporting information/documentation. The exhibits were presented to the HCPC and PC in August, and as indicated below, were updated to reflect the current state of the overlay (all exhibits are provided within Attachment A of this report):

1. Overlay Opportunity Sites and Subareas – Updated October 2023
2. Subareas, Historic Districts & Residential Properties – Updated October 2023
3. Modification to Maximum Allowable Building Heights
 - 3.1. Building Height “By-Right” – 45 Feet
 - 3.2. Building Height with CUP – 60 Feet
 - 3.3. Building Height with CUP + Benefits – 75 Feet
4. Development Standards – Updated October 2023
 - 4.1. Overlay Proposed Development Standards
 - 4.2. Table 1 Illustrated Setbacks-Stepbacks General
 - 4.3. Table 2 Illustrated Confronting Residential Buildings
 - 4.4. Table 3 Illustrated Adjacent to a Historic Resource
5. Line-of-Sight/Section Drawings ****New****
 - 5.1. Section Line-of-Sight Petaluma Boulevard South
 - 5.2. Section Line-of-Sight Kentucky and Keller Street
6. General Plan 2025 Consistency
7. General Plan 2025 Subareas
8. General Plan 2025 Land Use
9. IZO & Zoning Maps
10. IZO Overlays
11. Historic Context
12. Historic Design Guidelines
13. Public R-O-W Width – Subareas A, B, & C – Updated October 2023
14. Pedestrian/Facade Activation & Ground Floor Residential Uses ****New****

DISCUSSION

Project Context

The consideration of the proposed Overlay is guided by the Goals and Policies contained in the [General Plan 2025](#), and the ultimate adoption of a Zoning Amendment to implement the Overlay will require a determination that the proposed amendments are in general conformity with the General Plan. General Plan Goals and Policies supported by the adoption of the Overlay are outlined in Exhibit 6 - General Plan 2025 Consistency. The study area is within an area designated by the [2025 General Plan](#) as the Downtown Subarea, which is described in Exhibit 7 - General Plan 2025 Subareas. The General Plan Land Use Classifications for the parcels within the study area include Mixed Use, Public/Semi-Public and Park, each of which are described in Exhibit 8 - General Plan 2025 Land Use.

The Zoning designations for the parcels within the study area include MU2, Civic Facility (CF) and Open Space and Park (OSP), as further described in Exhibit 9 - Implementing Zoning Ordinance. [IZO Chapter 5](#) established several Overlay Zones, and within the study area, there are two historic district overlays and the former Theater District Overlay, as described in Exhibit 10 - IZO Overlays.

The overlay study area included parcels within the [Petaluma Historic Commercial District](#) and the [A-Street Historic District](#). Based on public discussion, the proposed boundary was revised to address concerns about historic preservation and significantly reduced the proposed footprint of the overlay to the three subarea boundaries referenced above. Exhibit 11 - Historic Context, provides a description of the historic setting in Downtown, and Exhibit 12 - Petaluma Commercial Historic Design Guidelines, provides context on how the Petaluma Commercial Historic Design Guidelines address new buildings in relation to setback and lot coverage.

Parcel Inventory Draft

During the PC overlay study session held on August 8, 2023, various questions were asked regarding individual structures and familiarity within the subareas. City Staff acknowledged the need for additional photographs and information regarding the parcels, completing an on-site survey, developing a parcel inventory, and the need for analysis-driven findings. The purpose of completing a parcel inventory for the proposed overlay is to provide thorough background information on the conditions of the parcels and developments in the three subareas as they currently exist. The analysis is intended to compare the existing developments to the allowed structures and uses outlined in the City of Petaluma's IZO.

The Parcel Inventory report will present the existing parcels located within the proposed Downtown Housing & Economic Opportunity Overlay within Petaluma's Downtown area and discuss its potential development. The methodology used to collect, analyze, and present findings of the parcels within the proposed subareas included the development of an inventory and a scoring matrix to identify (a) land use optimization, (b) land use mixes, and (c) lot coverage of the parcels as they currently exist. Data collected for the inventory is intended to summarize and analyze the existing conditions of the parcels and the state of development within the three subareas of Downtown Petaluma. The report will assist in identifying opportunities to inform the development of the proposed overlay. The Parcel Inventory will be provided when the draft is complete.

Historic and Cultural Resource Report

In addition to the overlay project and historic context presented to the Planning Commission in August, the Historic and Cultural Resource Report (HCRR), dated September 22, 2023, completed by Diana Painter, Painter Preservation, consultant to EKN Development, is now available for review (Attachment G). The HCRR presents an overview of Petaluma's downtown historic resources as well as presenting all three overlay subareas in a comparative manner. The report is structured with an (a) introduction, (b) identification of policies and regulations, plans, studies, and special districts in Petaluma, (c) overview of the Historic Downtown Commercial District and its historic context, (d) research and analysis of the overlay subareas, (e) and a conclusion with recommendations. Figures within the report include Sanborn Fire Insurance Maps, aerial images, parcel maps, and archived and existing photographs of selected structures within the subareas.

The HCRR's historic overview, research, and analysis of the proposed subareas leads to the primary recommendation of completing a reconnaissance-level survey of the overlay subareas to

better review and address potential impacts to historic properties within the overlay. The HCRR's preliminary investigation of the parcels within the subareas provides the initial information on parcel data within the subareas. A reconnaissance-level survey would provide an in-depth level of information and identify eligible historic resource(s), determine significance(s), and evaluate integrity per each structure and/or site. As also noted by the HCRR, Historic Resource Evaluations (HREs) or intensive-level surveys should be prepared for properties that are targeted for redevelopment or rehabilitation, as well as adjacent properties when relevant. Future development review for individual projects would still review for and evaluate eligible historic resources as they would be identified and addressed accordingly through the CEQA review procedures and through the discretionary review via Site Plan and Architectural Review (SPAR) or a Historic Site Plan and Architectural Review (H-SPAR).

As part of the HCRR conclusion, the following considerations were provided for discussion purposes only:

- Consider an amendment to the *Central Petaluma Specific Plan* that includes the two-block Overlay A that is being considered as part of the *Downtown Housing and Economic Opportunity Overlay*, rather than adopting this overlay as a freestanding overlay area. The ensuing development standards could be crafted to be consistent with the vision presented for the *Downtown Housing and Economic Opportunity Overlay*, distinct from the present standards for other subareas in the CPSP. This could have the advantage of 1) incorporating the type of standards found in this document that have been vetted by the public; 2) incorporating the measures to protect historic resources that are present in the SmartCode in *Chapter 7: Historic Resource Conservation & Preservation*; and 3) would require that new development in the proposed overlay be subject to a Certificate of Appropriateness (COA), as stipulated in the SmartCode.
- Consider requiring compliance with the *Petaluma Historic Commercial District Design Guidelines*, including the Secretary of Interior's Standards, for any redevelopment projects proposed in the *Downtown Housing and Economic Opportunity Overlay* area. This would have the advantage of ensuring that redevelopment adjacent to the Downtown Commercial Historic District is subject to the same protective measures that properties in the historic district are.
- Require a viewshed analysis of views from historic resources to redevelopment projects in the *Downtown Housing and Economic Opportunity Overlay* area as part of the permitting process. Note that this can already be done in conjunction with redevelopment but should be carefully defined on a case-by-case basis to take into account views from individually designated historic properties on adjacent or nearby parcels and key points in surrounding historic districts to any redevelopment proposal.
- The demolition ordinance should be amended to apply to properties 45 years old or older and that may be historic resources, rather than resources that were constructed in 1945 or earlier. This is consistent with CEQA's definition of age-eligibility for potential historic resources, with the exception that an additional five years has been added to the standard 50 years or older to account for the time it takes for a redevelopment project to be realized.
- The *Historic Resources Background Report* for the *General Plan Update* has suggested that "Additional historic resources surveys should occur prior to adopted an updated housing site inventory or identifying specific sites for increased densities to ensure that

there is a clear understanding of how these policy decisions may impact eligible historic resources.” This has been recommended as part of this HCRR.

Peer review of the HCRR is underway by a firm chosen by the City and the results of this peer review will be presented to the HCPC prior to the next public hearing regarding the overlay.

Proposed Overlay Development Standards and Potential Impacts

The HCRR report states that development projects within the overlay maintain consistency with best practices and California Environmental Quality Act (CEQA) requirements when addressing parcels and/or structures within a historic district. The proposed overlay does not alter the CEQA review process requirements. Therefore, all discretionary projects proposed within the overlay subareas will continue to be subject to review under CEQA.

As previously noted in this staff report and supporting exhibits, there are currently four parcels within the proposed overlay (three in Subarea A, and one in Subarea B) that are within the designated Historic Commercial District. Even though these parcels are located within the Historic Commercial District, they have been included within the subareas due to their high development potential as non-contributors to the historic district. These four parcels are non-contributing parcels due to being vacant parcels or new reconstruction. The Rex Ace Hardware store is identified in the HCRR report as non-contributing due to its reconstruction. This structure was not rebuilt as an exact replica, however, emits its original visual appearance within its storefront design, form, massing, and height. Its reconstruction and continued use as a hardware store are relevant to the historic district. Any future development proposed on these four parcels would continue to be subject to the proposed development standards in addition to the existing regulations, policies, and zoning. This includes IZO Chapter 15 Historic Preservation, historic district design guidelines, and the Secretary of the Interior Standards for the Treatment of Historic Buildings. Any new development on these parcels has potential impacts for review and determination, whether the existing zoning or the proposed overlay development standards are applied. Additional eligible historic resources may exist within other Subareas and would be preliminarily determined through a Reconnaissance level survey.

The primary intention of the proposed development standards included in the revised overlay proposal is to minimize potential impacts to historic resources in the downtown core. The proposed development standards applicable when a property is adjacent to a historic resource include the following:

- Minimum 10-foot setback from adjacent historic resources at 30 feet or 2-stories, whichever is less;
- Minimum 8-foot setback at a height of 45 feet;
- Expressing an existing datum line (refer to Figure 4 or Exhibit 4.4); and
- New development in Subarea C, adjacent to Telephone Alley, would be required to have an 8-foot setback at 30 feet or 2-stories in height (refer to Figure 5 or Exhibit 5.2)

The general concerns received through study sessions and public comments have been related to the aesthetic and visual impacts of new development in and adjacent to the Historic Commercial District. As the proposed overlay development standards are applied to the existing policies, regulations, and zoning, the development would continue to be processed through the discretionary review of a HSPAR for the four parcels located within the boundaries of the historic district. Future

development proposals on these four parcels would be reviewed for consistency with the historic district design guidelines and would be presented for review and discretionary action by the HCPC.

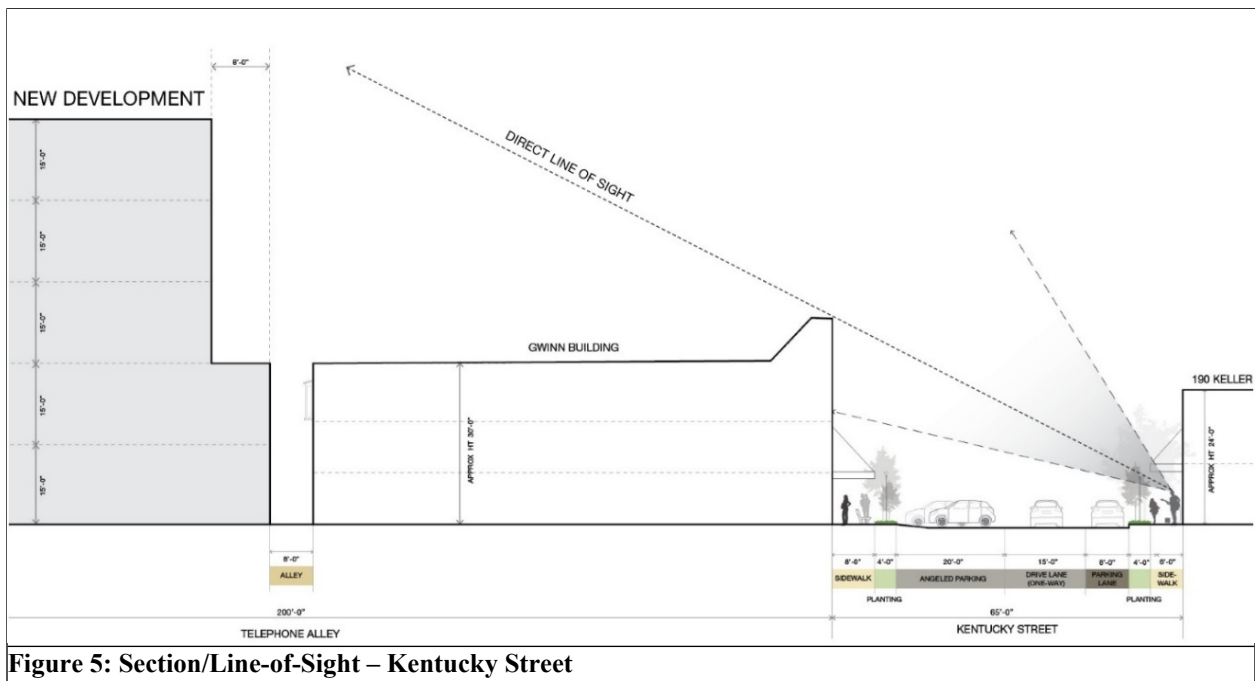
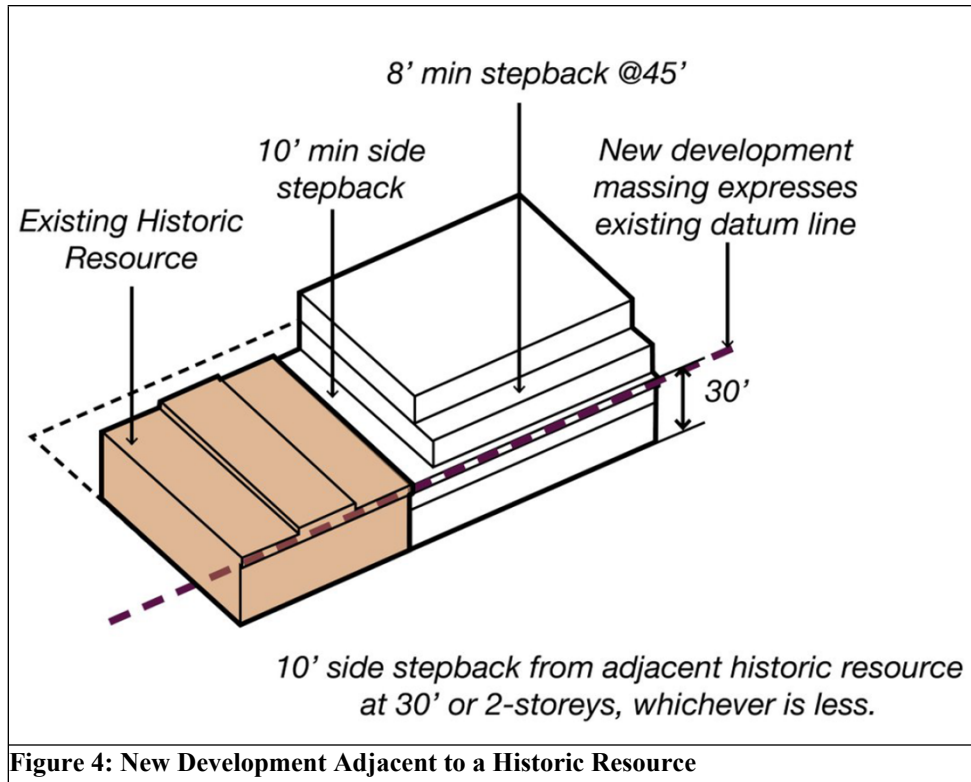
As part of HCPC's feedback on the original EKN Hotel proposal (formerly called Hotel Weaver) at a study session on January 10, 2023 (refer to review process recorded within Attachment E), committee members requested the following documentation in order to better understand the proposal's potential impact on and interaction with the historic district:

- A viewshed analysis of the National Register District and proposed hotel;
- Renderings from the opposite side of the building, from 4th Street and around the corner; and
- Other studies related to height.

The request for a viewshed analysis was reiterated during the joint study session by the PC and HCPC held on June 13, 2023, when discussing the zoning overlay proposal and the proposed EKN Appellation Hotel. These types of visuals, which primarily include viewshed analysis, renderings, sections, and line-of-site drawings provide visual and data representations of the proposed development within its context, and illustrate adjacent structures, landscape, materials, lighting, etc. These visuals may be developed using a variety of on-site documentation, digital software, and artistic interpretation. They are also recognized as standard, technical, and efficient methods for representing and reviewing proposed developments in relation to their surrounding and existing context. Advances in technology to provide visual representation as outlined above provide alternatives to options such as scaffolding or "story-poles" to provide onsite representation of massing.

As recommended by the HCCR report, a viewshed analysis should be required for new development within the proposed overlay to complement the existing review process for HSPAR. The viewshed analysis would be part of the review for any building to be constructed that would be above the existing 45-foot height limit, as part one of the required findings to approve the conditional use permit (for reference, please refer to Exhibit 3.2). Specific views would be requested and will be defined on a case-by-case basis to respond to the scope and context of each project. Viewshed analysis provides a graphic representation of what is/can be visible from one or more locations and can quantify visual quality. This type of analysis can also represent "visibility" based on an observer's parameters, such as location, height, and cone of vision (typically within a public right-of-way, at an average height of 6 feet, and within 60 degrees). It is recognized as a 3D and geospatial technique. Additional tools when creating and reviewing a viewshed analysis may involve multiple locations, line-of-sights, angles, and radii³.

³ Technical information describing the tools and methods to develop and interpret viewshed analysis are available online and on various digital and spatial programs. Two examples include (1) the [ArcGIS Desktop Arc Map](#) describing the use of viewshed and observer points for visibility analysis and (2) the [Esri ArcGIS Pro](#) webpage with an illustration, usage, and parameter overview.



Review Authorities

As previously presented during the PC Study session in August, adoption of the proposed Zoning Overlay District will require the approval of amendments to both the General Plan and the Implementing Zoning Ordinance. These amendments require review and recommendation by the PC and ultimate adoption by the City Council. Because subareas A and B of the proposed overlay extend into the boundaries of the Historic Commercial District, the HCPC will be asked to make a recommendation to the PC regarding the zoning map amendment. These amendments require adoption of findings, to include that the amendment is in conformance with the Petaluma General Plan and consistent with the public necessity, convenience, and general welfare, and the HCPC, the PC, and the City Council would each need to make this finding. Amendments to the General Plan or the Implementing Zoning Ordinance are a discretionary action and the adoption of the Amendment for this Overlay is subject to review under the California Environmental Quality Act (CEQA).

Review Process to Date

On June 13, 2023, the building form overlay came before PC and HCPC as a study session and the PC and HCPC were asked to provide non-binding comments and direction regarding the building form overlay. Additionally, regarding the proposed hotel, the PC and HCPC were asked to provide feedback on the overall design, scale, and architectural compatibility and proximity to Petaluma's Downtown and riverfront.

On August 8, 2023, the revised overlay proposal came before the PC as a study session to provide additional feedback and non-binding comments and direction regarding the revised overlay and subareas. This study session was intended as a joint meeting with the HCPC, however, the inability to maintain a quorum of the HCPC on August 8, 2023, required that a separate study session of the proposed overlay be presented to the HCPC.

This HCPC study session would facilitate the discussion with HCPC on the proposed overlay and its revisions since August 8, 2023.

Responses to Frequently Asked Questions

To manage and offer a consolidated response to various questions and comments offered by the PC, HCPC, and the community, in August staff published a "Frequently Asked Questions" document. This FAQ is available as **Attachment B** to the staff report and is published on the [Overlay](#) project webpage.

1. What is a Zoning Overlay?
2. Why is a Zoning Overlay being reviewed?
3. Why discuss the proposed overlay through a study session?
4. Is the overlay document the applicant's or the City's?
5. Why can an applicant request a change to the General Plan or Implementing Zoning Ordinance?
6. Why now, before the General Plan Update?
7. How does the timeline for the General Plan Update relate to the timeline for this Overlay's review?
8. Why not apply for a Variance instead?
9. Why not rezone the hotel project site to a Planned Unit Development (PUD)?

10. Why not focus the amendment on just the Mixed Use Classification set by the General Plan and Mixed Use 2 development standards set by the IZO?
11. Why not amend Chapter 12 to allow greater FAR instead of using the Overlay?
12. How will parking be addressed?
13. Will the City require traffic and parking studies?
14. Portions of the Overlay would apply to parcels within the City Parking Assessment District. Would the hotel, or other new developments within the District contribute to the assessment district?
15. How has Petaluma's Downtown evolved and how has it continued to preserve the integrity of its Historic Resources?
16. Would the Overlay preserve Historic Resources?
17. Would the Overlay preserve existing residential buildings?
18. Does the City require story poles for new construction?
19. What are the economic benefits of the Overlay?

Public Outreach and Public Comment

Refer to **Attachments E and F** for public outreach and public comments related to the project's previous study sessions.

On or before September 23, 2023, the applicant installed two signs on-site to inform the public of the upcoming meeting with the HCPC. Pursuant to [IZO Section 24.100.B](#), each sign was at least 12 square feet in area and placed in a position most visible to the public along the Petaluma Boulevard South and B Street frontages.

On or before Friday September 22, 2023, a notice of a public hearing was published in the Argus-Courier and mailed to all property owners and occupants in the study area and within 1,000 feet of the perimeter of the study area.

Public notice of the October 3, 2023, Study Session with the HCPC was posted in compliance with the Brown Act and to solicit initial public comments.

Public comments received prior to September 28, 2023, (the date of publishing this staff report), may be viewed in **Attachment C**.

HCPC Guidance and Direction Requested

As previously requested to the Planning Commission on August 8, 2023, staff also requests feedback from the HCPC on the following topics:

- Would a specific subarea or subareas be preferred? In consideration of the higher concentration of vacant parcels, vacant buildings, and surface parking present in Subarea A and in response to many of the public concerns about the extent and impact of the original district boundaries, the review authorities may wish to consider reducing the scope or extent of the applicable area of the proposed zoning overlay to Subarea A. Focusing on Subarea A would also allow new development to complement the developments that have occurred across Petaluma Boulevard South, within the boundaries of the Central Petaluma Specific Plan and its SmartCode regulating plan as well as accommodate the plans for the proposed EKN Appellation Hotel.
- Should height be allowed over 45 feet as described above, or should a building over 60 feet only be permitted via a height exception when a building has a roof-activating use?

- Are the setbacks and horizontal datums proposed by the Overlay adequate to preserve the integrity of adjacent historic resources and/or residential uses?
- Are there opportunities to further incentivize new housing, such as eliminating the prohibition on ground-floor residential care facilities to be consistent with the recently adopted Housing Element recommendation?

In addition, staff also request the following feedback from HCPC:

- Does the HCRR, dated September 22, 2023 (Attachment G) provide sufficient documentation, recommendations, and considerations to guide the discretionary HSPAR review process within Subarea A and B?
- Are the existing Historic Commercial Design Guidelines (Attachment H) along with the proposed overlay development standards for development abutting a historic resource sufficient for guiding the discretionary HSPAR review process for Subarea A and B?

CASE STUDIES

No case studies are provided as part of this staff report.

ENVIRONMENTAL REVIEW

This is a discussion item only. No action will be taken on this item; therefore, no finding under the California Environmental Quality Act (CEQA) is required to be made for this meeting item.

Public and Committee comments received at this meeting that relate to environmental impacts will be considered and addressed as part of the environmental analysis. Once complete, the CEQA document will be made available for public review and comment in accordance with City and State notification and publication procedures.

CITYWIDE GOALS & PRIORITIES

The proposed Overlay is a commercial, mixed-use, and activity-driven project within the City's historic Downtown core, which supports and cross-references two out of five categories of City Council Goals, for an economy that prospers and spaces and places that inspire⁴. The proposed Overlay supports new development standards and guidelines to achieve a desired height of up to 75 feet when certain design standards are met, providing for compatible and appropriate development in the Downtown area.

Specifically, the Overlay is consistent with the following adopted City Council Goals:

- 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.

⁴ City of Petaluma. *Goals and Priorities - Fiscal Years 2021-2023*. Five goals include (1) a city that works, (2) a safe community that thrives, (3) an economy that prospers, (4) our environmental legacy, and (5) spaces and places that inspire. Ongoing workplan available to review at: <https://cityofpetaluma.org/departments/city-goals-priorities/>

- Goal #120 Robust focus on the riverfront and river-oriented development, including redevelopment potential of the Golden Eagle Shopping Center and Water Street.
- Goal #135 Encourage temporary art installations and other types of public arts celebrations and partnerships with other arts and community organizations.

FURTHER RECOMMENDATION

No further recommendations are provided as part of this staff report.

ATTACHMENTS

- Attachment A Exhibits 1-14
- Attachment B Frequently Asked Questions, published on August 2, 2023
- Attachment C Public Comments, received prior to September 28, 2023
- Attachment D June Building Form Overlay, received on May 17, 2023
- Attachment E June 13, 2023, PC/HCPC Staff Report
- Attachment F August 8, 2023, PC/HCPC Staff Report
- Attachment G Historic Cultural Resource Report, Painter Preservation, received and dated September 22, 2023
- Attachment H Historic Commercial District Design Guidelines