GENERAL PLAN
OUTREACH & RFP

City Council, October 19, 2020

Christina Paul
Principal Policy Planner
GENERAL PLAN PROCESS
TIMELINE

- **2020**: General Plan RFP
- **2021**: General Plan & Housing Element Year 1
- **2022**: General Plan & Housing Element Completion
- **2023**: Zoning + Other Detailed Planning
- **2024**: Corona Road Specific Plan (Potential)
- **2025**: Downtown SMART Plan Update (Potential) & Urban Growth Boundary
KEY DATES

• June 6: Council General Plan Kickoff
• June-Present: City Commission and Committee, Community Member Outreach
• September 22: Urban Land Institute Technical Assistance Panel (ULI TAP) Presentation
• October 2: Open Staff Survey to inform the General Plan RFP
• October 5: Open Community Survey to inform the General Plan RFP
• October 19: Council Review of Community Outreach summary, General Plan Advisory Committee (GPAC) selection methodology, consultant selection approach, and draft General Plan RFP
• October 30: Publish GPAC Application, Close Public Survey
• November 2: Close staff survey
• November 5: Publish General Plan RFP
• November 16: GPAC applications due
• December 7: Council appointment of GPAC, selection of Council members to participate in consultant selection
• December 11: General Plan proposals due to City
• December 18: Proposal review and selection of shortlist of consultants to interview
• Week of January 11: Consultant Interviews
• February 1 or February 15: General Plan contract to Council
ONGOING PLANNING EFFORTS

ULI TAP
PEDESTRIAN AND BICYCLE PLAN
CLIMATE EMERGENCY ACTION FRAMEWORK
PLAN FOR DEVELOPMENT OF THE PETALUMA FAIR GROUNDS
LOS TO VMT
LOCAL HAZARD MITIGATION PLAN
OUTREACH SUMMARY
RFP DEVELOPMENT OUTREACH

Interviews/Groups
- City Council Briefings
- City Commissions and Committees
- City Staff
- Issue Area Focus Groups

Survey
- Public Staff

Website
- PlanPetaluma.org

ULI TAP
Committee and Commission Meeting Dates

- Airport Commission
  - September 3

- Climate Action Commission
  - August 13

- Historic and Cultural Preservation Committee
  - August 11

- Pedestrian and Bicycle Advisory Committee
  - August 5

- Planning Commission
  - July 28

- Public Art Committee
  - July 23, August 27

- Recreation, Music, and Parks Commission
  - July 15

- Senior Advisory Committee
  - July 9, September 10

- Transit Advisory Committee
  - August 6

- Technology Advisory Committee
  - September 28

- Youth Commission
  - August 25
CITY DEPARTMENT MEETINGS

- Leadership Team
- Fire Prevention
- Police Department
- Housing Division
- Development Engineering
- Information Technology
- Economic Development
- Parks and Recreation
- Finance Department
- City Attorney Office
- City Manager Office
- Public Works Department
COMMUNITY GROUPS

- 133 Groups (and Growing!)

<table>
<thead>
<tr>
<th>Community Group Contact List</th>
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<tbody>
<tr>
<td>Name</td>
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The world is changing and we need your collaboration and involvement to shape the future of our city!

Petaluma is embarking on a process to update its long-range plan, called the General Plan, which sets a collective vision and guides how Petaluma will grow and develop as a community into the future.

To begin the General Plan process with our best foot forward, we want your help in shaping the planning effort so that Petaluma can continue to thrive and grow equitably and sustainably in a way that benefits the entire community. Our first step as a city is to identify major themes to cover in the General Plan as we can bring on the right consulting team to provide technical analysis, public facilitation, and draft a plan that reflects Petaluma.

This is where you come in! Please fill out this survey to contribute your perspective on how to make Petaluma even better. Your response will be anonymous and it should take about five minutes to complete. Survey results will help determine the areas of particular focus for this 2+ year-long citywide planning process. Make sure to keep in touch - this is just the beginning of the process!

Thank you for your help in making sure Petaluma continues to be a great place to live, work and play!

-City of Petaluma

- Open October 2 – October 30
- Map-based
- Designed to gather high-level input
- Publicized via press release and City Weekly Update
- 360+ Responses to date
City of Petaluma General Plan - Staff Survey

You are experts in how this City works - help shape the future of Petaluma through the General Plan!

The City of Petaluma is beginning the process to update its General Plan. The current General Plan is a comprehensive long-term plan for Petaluma that was adopted in 2008. We are in the initial stage of shaping the process for the General Plan update through community outreach and technical analysis.

As part of this initial stage, we are asking city staff to tell us about themselves, how they use the existing General Plan, and what changes to the document would help them do their job. This survey will take less than 10 minutes to complete and will help lay the foundation for a successful General Plan update.

• Open October 8 – November 6
• Google Form
• Challenge and Opportunity-Focused
• All Email Users
LAND USE

• Many of the committees discussed the need to consider increased residential densities (more units per acre) because of the region’s need for more housing, the importance of transportation the relies on more people in a smaller area, and the lack of available land inside Petaluma’s Urban Growth Boundary for new development. While higher density was cited as an opportunity and priority, several challenges posed by high density development were also identified, such as the historical pattern of low-density development in Petaluma, the built-out nature of the City, public perception and opposition to higher density developments, and inconsistencies between existing General Plan densities and established residential neighborhoods.

• Other priorities related to land use include focusing on more home-based industries, importance of providing opportunities for different uses into predominantly residential neighborhoods to allow for small community hubs and decrease vehicle miles traveled, preserving commercial and retail spaces, establishing more river orientated uses, updating policy and implementation documents to define mixed-use and transit-oriented development, and focusing on attracting jobs that allow more people to both live and work in the City.
CONSERVATION AND OPEN SPACE

• A major topic related to open space and conservation discussed during the outreach process was maintenance and improvement of existing facilities throughout the City. Input received also indicated a desire for greater diversity in the quantity and type of recreation facilities provided in the City, such as dog parks, pocket parks, and separated paths and trails.

• Many participants noted the importance of the Petaluma River and riparian area throughout the city as crucial for recreation and conservation.
ENVIRONMENTAL JUSTICE AND EQUITABLE AND RESILIENT COMMUNITIES

- Environmental Justice is the newest element in OPR’s General Plan requirements. This element requires local jurisdictions to address pollution, service access, and climate change’s effects on health and public safety, and where disadvantaged communities may be disproportionately impacted. The importance of addressing equity and social justice through the updated General Plan, calling for the need to plan for all community members and their different needs, was a reoccurring theme in outreach discussions. Additionally, the parallel between environmental justice and social justice was emphasized. The community emphasized the need to provide broadband access to all community members and bridge the digital divide.
CIRCULATION

- Transportation/circulation challenges, including the lack of bicycle and pedestrian infrastructure, challenges of safely accommodating bicyclists on shared roadways, the car-centric design of the City (specifically on the east side), the impact of traffic on the reliability of transit services, and the difficulty in expanding transit services in a distributed, low-density urban condition, were priorities identified for the General Plan update. Additional priorities identified include increasing safety of bicycle and pedestrian facilities, network improvements that account for a multi-modal system, cross-agency coordination, bridging last-mile transportation gaps, increasing safety on urban trails, and increased multi-modal east-west access and access to amenities throughout the City.
SAFETY, NOISE, AND AIR QUALITY

• Major themes around safety in the community include wildfire prevention and concerns surrounding development in the floodplain. More efficient and effective disaster preparedness was also identified as a priority for the General Plan. Staff recognized the recent development of the Local Hazard Mitigation Plan. In addition, pedestrian and bicycle safety focusing on the lack of adequate lighting on Lynch Creek Trail and streets in general were identified as a priority for the community.
HOUSING

• Petaluma, as with many communities in California, is experiencing a housing crisis. Housing priorities identified through the outreach process include the development of affordable housing, increasing the diversity of housing types including housing affordable to middle-income households, congregate care for the elderly population, and support for the homeless population. Significant challenges facing the development of housing in the City include the difficulty of securing financing by developers and the City, difficulty balancing environmental protection and climate change mitigation and the need for increased housing density, and concerns over increased traffic.
Several of the committee and commission members identified public health as a priority for the General Plan. Specific comments included needs for healthy food systems, locally sourced food, teen support groups (especially related to identity, mental and emotional health), more community events that are not grounded in the sale of alcohol, more senior health and wellness programs that focus on promoting independence, and providing preventative care that reduces the need for emergency medical services.
ECONOMIC DEVELOPMENT

• We learned that there is a tension between the goal of keeping an active downtown with changing retail models that rely on internet shopping. Maintaining commercial and retail spaces in Petaluma was cited as a priority so as not to remove these activities and associated jobs from the City. Multiple stakeholders suggested that they would like to see flexible options so they can adapt as businesses change the ways they use brick and mortar spaces. Additionally, residents would like to see the Plan consider more options for working at home.
CLIMATE CHANGE

Outreach participants were especially concerned about how climate change will affect Petaluma—especially in relation to flooding and wildfire risks. They acknowledged that climate change is a broad topic and that the City’s sphere of influence is sometimes limited. They also realize that it will be difficult to balance environmental impacts with the need to accommodate our growing community. Participants suggested that we look at different ways to assess how sea level rise will affect future development, we further prohibit development in the floodplain and that we include a climate action plan into the General Plan. Climate change and associated environmental policy was one of the most common themes throughout the initial outreach effort. Climate change challenges specific to Petaluma include increased risk and number of flood events and increased risk of wildfire. Petaluma is dedicated to addressing climate change. Stakeholders acknowledged existing challenges to combating climate change such as existing floodplain-related policies, limited purview to deny projects based on environmental concerns, and the rapid nature of climate change paired with the need to balance development and decreasing climate impact. Priorities identified in the outreach process include developing a different methodology for assessing sea-level rise and flooding impacts, prohibiting development in the floodplain, and incorporating the Climate Action Plan as part of the General Plan.
WEBSITE

- General Plan Background
- General Plan Process
- Mapping
- Current Events
- Food for Thoughts
- Background Plans
- FAQ
- General Comment Invitation
- Email Sign Up
- City Website Integration
ULI TAP

• First opportunity for thought leadership on housing
• Interviews and community presentation
• Awaiting full report
REQUEST FOR PROPOSALS
GENERAL PLAN ADVISORY COMMITTEE

- Advisory Committee to the City Council
- All community members will be able to apply for membership
- Will inform and provide input into the General Plan Process
- Will be demographically representative of Petaluma
- Will include representatives of city neighborhoods/areas
- Will include members with a range of interests and expertise
- Limited to 12 members (approximately)
GENERAL PLAN REQUIREMENTS

• Long-term vision for the City
• Legal foundation for land use decisions

• Required Elements
  1. Land Use
  2. Conservation
  3. Noise
  4. Environmental Justice
  5. Circulation
  6. Open Space
  7. Safety
  8. Air Quality
  9. Housing
GENERAL PLAN REQUIREMENTS (CONT’D)

• No required planning period
• Cities choose when to update
  • Sacramento: every 5 years
  • Pacifica: 1980-2020
  • Average: 15-20 years
• Planning periods are estimates of buildout
• Development period varies by city
GENERAL PLAN CONSISTENCY

“**No policy conflicts**, either textual or diagrammatic, can exist between the components of an otherwise complete and adequate general plan such as internally referenced external documents like a climate action plan or a local energy assurance plan” -OPR

- All elements of the general plan have equal legal status
- All elements of a general plan, whether mandatory or optional, must be consistent with one another
- Each element’s data, analyses, goals, policies, and implementation programs must be consistent with and complement one another
- All principles, goals, objectives, policies, and plan proposals set forth in an area or community plan must be consistent with the overall general plan
PETALUMA GENERAL PLAN 2025

- Adopted in 2008
- Plan development spanned 7 years
  - Extensive outreach
- Plan Development Context
  - Great Recession
  - No SMART Service
  - Increasing Climate Emergency (2020)
  - Increasing Housing Crisis (2020)
Elements

1. Land Use, Growth Management, and the Built Environment
2. Community Design, Character, and Green Building
3. Historic Preservation
4. The Natural Environment
5. Mobility
6. Recreation, Music, Parks, & the Arts
7. Community Facilities, Services and Education
8. Water Resources
9. Economic Health & Sustainability
10. Health & Safety
11. Housing
CURRENT CITY GOALS AND PRIORITIES

• 2019 Outreach Effort to identify Goals and Priorities

• February 2020 Update Forum

OUR GOALS - FISCAL YEARS 2019 - 2021

Goal: A CITY THAT WORKS FOR EVERYONE
Ensure a fiscally and organizationally sustainable City that is innovative and efficient; provides valued services promptly and professionally; engages the community, and proactively funds, designs, installs and maintains City infrastructure that is safe, functional, and sustainable and serves the needs of our residents.

Goal: OUR ENVIRONMENTAL LEGACY
Preserve and protect Petaluma’s environment for future generations and become a municipal leader in sustainability by protecting our river and open space; reducing and drawing down greenhouse gas emissions; and encouraging sustainable development.

Goal: A SAFE COMMUNITY THAT THRIVES
Support facilities and design programs that create a healthy, resilient, and engaged community that is prepared, safe, and housed.

Goal: AN ECONOMY THAT PROSPERS
Encourage a thriving business environment that results in a strong, diverse, resilient economy and supports community prosperity.

Goal: SPACES AND PLACES THAT INSPIRE
Create inviting natural and built places and spaces for contemplation, play, arts, and connection while celebrating our history and encouraging community pride.
IDENTIFIED FOCAL AREAS

Affordable Housing Crisis  Infill Housing Development  Climate Emergency  Public Health  Equity  Ecological Sustainability

New FEMA Mapping  City Fiscal Sustainability  Economic Strength
HOUSING ELEMENT

ELEMENT OF THE GENERAL PLAN

UPDATED EVERY 8 YEARS PER STATE LAW

SCHEDULE TIED TO ABAG’S REGIONAL TRANSPORTATION PLAN/SUSTAINABLE COMMUNITIES STRATEGY, PLAN BAY AREA

MUST PLAN TO ACCOMMODATE REGIONAL HOUSING NEEDS ALLOCATION (RHNA) LOCAL ALLOCATION
WHAT'S NEW FOR THIS HOUSING ELEMENT CYCLE?

- Greater emphasis on social equity
- Higher expected total regional housing need
- Expanded HCD oversight on methodology & allocations
- More factors to consider in allocations (overpayment, overcrowding, greenhouse gas target, jobs-housing fit)
- New requirements for identifying eligible sites for Housing Elements
RHNA/HOUSING ELEMENT PROCESS OVERVIEW

PUBLIC COMMENT OPPORTUNITIES THROUGHOUT
RHNA ALLOCATION: CURRENT STATUS

- ABAG has reported a draft Bay Area allocation of approximately 234% of 5th cycle
  - 187,990 → 441,000

- Petaluma’s 2014-2022 RHNA is 745
  - 234% = 1,800 housing units*
  - Allocation may be higher!
  - * Petaluma has not yet received a draft allocation (expected Spring 2021)

- Sonoma County’s allocation projected to increase slightly to 5% of total
<table>
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<th>Income Level</th>
<th>2015-2019 Develop'mnt Permits</th>
<th>Pipeline Projects</th>
<th>Potential Affordable Projects</th>
<th>Total</th>
<th>RHNA</th>
<th>% RHNA</th>
<th>% RHNA w/ Pipeline</th>
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<tr>
<td>Very Low</td>
<td>9</td>
<td>126</td>
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<tr>
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<td>2,628</td>
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<td>Total Units</td>
<td>925</td>
<td>2,122</td>
<td>13</td>
<td>3,060</td>
<td>745</td>
<td>124%</td>
<td>243%</td>
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6th Cycle RHNA: Housing Element Impacts

- New Considerations
  - Accommodating a larger RHNA allocation
  - New requirements for site identification, qualification
  - Outreach and equity requirements
- Likely zoning changes
- Likely significant land use changes
- New planned housing locations may impact surrounding uses

Petaluma seeks solutions to housing crisis

Mary Stompe, the executive director of PEP Housing, at the nonprofit builder's offices on Petaluma Boulevard, where it hopes to develop apartments for low-income senior citizens. (CRISSY PASCUAL/Petaluma Argus-Courier)

HANNAH BEAUSANG
ARGUS-COURIER STAFF
September 28, 2017
ENVIRONMENTAL JUSTICE ELEMENT

‘Disadvantaged communities’ means an area identified by the California Environmental Protection Agency OR an area that is a low-income area that is disproportionately affected by environmental pollution and other hazards that can lead to negative health effects, exposure, or environmental degradation

- Identify disadvantaged areas within the area covered by the general plan
- Identify objectives and policies to reduce exposure to pollution- including improving air quality in disadvantaged communities
- Identify objectives and policies to promote public facilities in disadvantaged communities
- Identify objectives and policies to promote food access in disadvantaged communities
- Identify objectives and policies to promote safe and sanitary homes in disadvantaged communities
- Identify objectives and policies to promote physical activity in disadvantaged communities
- Identify objectives and policies to reduce any unique or compounded health risks in disadvantaged communities not otherwise addressed above
- Identify objectives and policies to promote civil engagement in the public decision making process in disadvantaged communities
- Identify objectives and policies that prioritize improvements and programs that address the needs of disadvantaged communities
EQUITABLE & RESILIENT COMMUNITIES

• Equity: The expansion of opportunities for betterment that are available to those communities most in need, creating more choices for those who have few
• Resilience: The ability of a community to respond, recover, and adapt, and do so dynamically
• Considering distribution of and access to resources within a community may help provide
• improved services and opportunities to thrive
• Community Engagement
• Data Analysis

HEALTHY COMMUNITIES

• Health: A complete state of physical, mental, and social well-being, and not merely the absence of disease
• Many opportunities already aligned with requirements for incorporating complete streets, addressing climate change, and considering environmental justice
• Promote walking and biking, access to healthy food, healthy housing, violence-free communities, and educational and economic opportunities for all
• Community Engagement
• Partnerships with Public Health/Hospitals
• Data Analysis
ECONOMIC DEVELOPMENT AND THE GENERAL PLAN

• Economy both shapes and is shaped by its physical development

• Economic health and sustainable funding for public services for current and future residents

• Thriving business environment, job growth and retention

• Community Engagement

• Market Research

CLIMATE CHANGE

• OPR: “Impacts and policies will affect the ways cities and counties function in almost every aspect”

• Respond to climate change both through policies that promote adaptation and resilience and by significantly reducing greenhouse gas (GHG) emissions

• Focused on GHG reductions
ULI TAP

• Virtual Technical Advisory Panel
• Informing our thinking on Housing
• September 17 – 22
• September 22 Planning Commission Meeting Report-Out
PEDESTRIAN AND BICYCLE PLAN

• RFP was issued for consultant proposals to update the plan
• The City received 4 proposals
• 3 Consultant teams were interviewed
• Staff is looking for budget opportunities to proceed with award
CLIMATE EMERGENCY ACTION FRAMEWORK

• Climate Action Commission currently developing/refining the draft framework
  ▪ Purpose: Outline proposed principles, strategies, and actions Petaluma can take to successfully realize a shared vision of a healthy, stable, and equitable community
  ▪ Equity and Climate Justice
  ▪ Mitigation and Sequestration
  ▪ Community Engagement
  ▪ Adaptation and Social Resilience

• Expect to be synergies and overlap with General Plan Update

• Ongoing Community Survey

• Climate Action Town Hall Event Complete

• More information at https://cityofpetaluma.org/climate-action-commission/
CLIMATE EMERGENCY ACTION FRAMEWORK
TIMELINE

July–Aug.
Publish and receive comment on draft Framework document July – August

July–Aug.
Community Survey July – August

November
Presentation of Framework document to City Council

25 July
Climate Action Town Hall meeting July 25 from Noon to 2 PM

September
Climate Action Commission to incorporate comments and finalize Framework
• City is at the beginning of public discussion about vision for future of fairgrounds property
LOS TO VMT

• Considering OPR’s recommended 15% below average threshold, or more restrictive

• Interest in understanding what VMT threshold would realize the City’s Climate Emergency objective of net zero emission before 2045

• Discussing implication of thresholds on housing development

• Late Sept will consider draft VMT Guidelines and provide feedback

• VMT Guidelines will be considered by PC (in Oct) and CC in Nov
LOCAL HAZARD MITIGATION PLAN 2020

- Draft Submitted to State Office of Emergency Services
- Focused on managing and mitigating:
  - Dam Incidents
  - Drought
  - Cyber Threats
  - Earthquake
  - Flooding
  - Hazardous Material Releases
  - Sea Level Rise
  - Severe Weather
  - Wildfire
  - Multi-Hazard
DISCUSSION

• What are the aspects of Petaluma’s senior programs and opportunities that as a Committee member you are most proud of?

• What are the most significant challenges facing the City’s senior programs and opportunities?

• What do you see as the current priorities for elderly individuals around the City?

• Looking towards the next 20 years, how do you think opportunities and challenges for the City’s elderly population may shift, and how would you like to see the City and other programs evolve?

• Are there other General Plan-related topics you would like to see the consultant put a particular emphasis on understanding and planning for?

• Do you have any recommendations for senior-related community outreach leading up to the issuance of the RFP, and during the following two-year planning process?
GENERAL PLAN UPDATE

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