

# Arts, Culture, and Creativity Policy Framework

Draft for Public Review

*February 2024*

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# Overview

This Public Draft Policy Framework was prepared for review by the Petaluma community. The first two sections provide important context and are identical in each of the draft policy frameworks. The “Introduction” section briefly explains general plans, Petaluma’s General Plan Update project, policy frameworks, project next steps, and key terminology. The “Policy Framework Foundations” section summarizes the analysis and community input that informed this policy framework.

The remaining sections are the core of this document that the City would like the community to review. The first of these sections, “Summary of Framework Approach,” summarizes the overall approach to the topic addressed by this framework. Next is the main body of the framework, the “Goals, Policies, and Actions” section, which is organized into several goals. Each goal, in turn, has several related policies. And many policies have actions that implement those policies.

## Introduction

### General Plans

State law requires that each city “adopt a comprehensive, long-term general plan for the physical development of the county or city.” This general plan must contain an “integrated, internally consistent and compatible statement of policies” that appropriately responds to local conditions and circumstances. General plans are organized into different “elements,” or chapters, like conservation, housing, and land use. There is no required time interval at which jurisdictions must update their general plans, though Housing Elements must be updated every eight years.

State law stipulates that capital improvements and certain other planning policies, such as specific plans, zoning actions, development agreements, and subdivisions, must be consistent with the general plan. The general plan also includes policies that relate to a wide variety of matters under local jurisdiction, which can guide future decision-making.

### Petaluma’s General Plan Update

The current Petaluma General Plan was adopted in 2008 and last updated in 2012, and it accounts for a planning period through 2025. Petaluma has experienced a great deal of change since then, so the City initiated an update to the General Plan internally in 2020, and brought a consultant team on to assist with the project in 2021.

Petaluma’s updated General Plan will address many topics, including: natural environment, hazard mitigation, historic preservation, land use, urban design, housing, mobility, parks, facilities, the arts, economic development, and environmental justice. To meet State deadlines, the Housing Element was completed, adopted, and certified by the State in early 2023. Concurrently with the General Plan Update, the City is also developing a Climate Action Plan, the “Blueprint for Carbon Neutrality” (Blueprint); the team has worked to align the two concurrent efforts and will continue to align greenhouse gas reduction strategies with the General Plan elements as the Blueprint moves through the adoption process.

For more information about General Plans and Petaluma’s General Plan Update process, go to <https://www.planpetaluma.org/>.

# Policy Frameworks

## Purpose and Structure

Policy frameworks such as this one outline the proposed General Plan goals, policies, and implementation actions for each topic addressed by the General Plan. They were developed based on:

- The existing General Plan (<https://cityofpetaluma.org/general-plan/>)
- Key findings from the Existing Conditions Reports (see the “Policy Framework Foundations” section below)
- State requirements and guidance
- Related technical, policy, and programmatic resources
- Extensive community input (<https://www.planpetaluma.org/getinvolved>)
- The Vision, Pillars, and Guiding Principles developed based on community input (see the “Policy Framework Foundations” section below)
- Input from the General Plan Advisory Committee (GPAC) (<https://www.planpetaluma.org/gpac-page>)
- Input from City committees, boards, and commissions, and
- Guidance from City staff and consultants.

## Topics Covered

There is a draft Policy Framework for each of the following topics<sup>1</sup>:

- Natural Environment
- Safety
- Flood Resilience
- Land Use & Community Character
- Transportation
- Infrastructure & Utilities
- Public Facilities
- Parks & Recreation
- Historic Resources
- Arts, Culture, and Creativity
- Economic Development
- Noise
- Health Equity and Environmental Justice
- Implementation & Governance.

There are many connections among the topics covered in different frameworks. Generally, the following topics are addressed as follows. This list includes overarching topics and subtopics, and then lists the frameworks that address this topic in brackets. This is not a comprehensive list of topics covered or of intersections among frameworks:

### Climate Change

- Greenhouse gas reduction (Blueprint for Carbon Neutrality, Parks & Recreation, Transportation, Infrastructure & Utilities)
- Mode shift, active transportation, EV charging, vehicle miles traveled (VMT) (Transportation)
- Green building<sup>2</sup> (Land Use & Community Character, Public Facilities, Infrastructure & Utilities)
- Low impact development<sup>3</sup> (Natural Environment, Infrastructure & Utilities)
- Climate adaptation (Safety, Flood Resilience, Land Use & Community Character, Health Equity & Environmental Justice)
- Just transition<sup>4</sup> (Economic Development)

## **Ecosystems**

- Habitats, wildlife corridors, & open space (Natural Environment, Parks & Recreation, Transportation)
- Urban forestry<sup>5</sup> (Parks & Recreation, Health Equity and Environmental Justice)

## **Petaluma River and Tributaries**

- Ecology, habitats, & wildlife corridors (Natural Environment)
- Flooding (Safety, Flood Resilience)
- Adjacent land uses (Land Use & Community Character, Parks & Recreation, Historic Resources)
- Trails and transportation (Transportation)
- River Access and Enhancement Plan (Parks & Recreation, Flood Resilience)

## **Stormwater, Water Supply, and Wastewater**

- Watershed and river protection (Natural Environment)
- Flood control (Flood Resilience, Parks & Recreation, Safety)
- Public water, water conservation, drought, & wastewater systems (Infrastructure & Utilities, Safety)

## **Transportation**

- Mobility network<sup>6</sup>, accessibility<sup>7</sup>, safety, and VMT (Transportation, Parks & Recreation, Economic Development, Safety)
- Public realm<sup>8</sup> (Land Use & Community Character, Noise)

## **15-Minute Neighborhoods**

- Types, locations, and characteristics (Land Use & Community Character)
- Mobility networks, design, and safety (Transportation)

## **Equity (in addition to the Health Equity and Environmental Justice Framework)**

- Tribal collaboration<sup>9</sup> (Natural Environment, Historic Resources)
- Equitable transportation (Transportation)
- Park and public facilities access (Parks & Recreation, Public Facilities)
- Recreation program access (Parks & Recreation)
- Cultural equity (Arts, Culture, & Creativity)
- Economic justice<sup>10</sup> (Economic Development)
- Community engagement (Parks & Recreation, Implementation & Governance).

## **Next Steps**

The Public Draft Policy Frameworks will be reviewed by the public, Petaluma committees and commissions, the GPAC, and the City Council. Community input and related direction from the City will inform the Draft General Plan, which will also be reviewed by the community before it is presented to the City Council for adoption. A Program Environmental Impact Report (EIR) will be prepared and approved along with the updated General Plan. For the most up-to-date project information and schedule, go to <https://www.planpetaluma.org/>.

## Key Definitions

When reviewing the Policy Frameworks, keep in mind these definitions:

- **Goal:** a general statement that expresses the outcomes towards which planning efforts are directed; often a topic-specific component of the Vision
- **Policy:** a statement of intent or direction that contributes toward achieving a goal and that guides decision-making
- **Action:** a specific activity, procedure, program, or project aimed at implementing a policy.



# Policy Framework Foundations

## Existing Conditions Key Findings

The Existing Conditions Reports for Petaluma’s General Plan Update serve as the technical analysis of diverse dimensions of the city’s status as evaluated in 2021. They provide a detailed analysis of current conditions and provide a data-based foundation for policymaking. The nineteen Existing Conditions Reports as well as a summary presentation can be downloaded from the “Plan Documents” section of the project website: <https://www.planpetaluma.org/documents#ecr-final>.

## Current Role of the City

The City government has a longstanding but limited role in arts and culture, primarily through its public art program and Parks and Recreation program offerings.

## Public Art Program

The longstanding public art program has created a range of artworks for the city. Identified next steps for the program include enhancing community engagement, expanding the diversity of types of artworks in the collection, increasing the diversity of artists, streamlining the decision-making process, and enhancing coordination with other City functions. This may be accomplished through the GPU or a separate public art planning process.

## Petaluma’s Cultural Assets

Petaluma has a vital and diverse collection of cultural assets.<sup>11</sup> These include 34 nonprofit arts and cultural organizations, the public art collection numbering at least 28 works throughout the city, and more than 200 creative businesses, which are arts-related businesses in many different industries.<sup>12</sup> These are supplemented by the many artists, creative professionals, artisans, makers, and creative entrepreneurs who live and/or work in the city.

## Creative Identity

Petaluma’s creative identity is defined by its diverse arts scene, music scene, and its established professional artists and young emerging artists. Artists, creatives, makers, and artisans span a broad range of disciplines, with careers in the fine as well as commercial arts. These include major artists with national and international careers, a community of creative professionals, and highly individualistic creative entrepreneurs starting new businesses in Petaluma. Culture is broadly defined to include the holistic experience of living in Petaluma and the arts are often integrated into community events. Cultural diversity is reflected in organizations and events produced by groups rooted in communities of color. The nonprofit arts and cultural community are vital but primarily smaller and often community-based.

## Creative Economy

Petaluma has over 3,000 creative jobs in the city, which represents approximately 10% of all employment. Creative jobs are those based primarily on creative skills.<sup>13</sup> In Petaluma, the top creative sector occupations are: 1) software developers, 2) writers and authors, 3) musicians and singers, 4) photographers, 5) graphic designers, and 6) fine artists (including painters, sculptors, and illustrators).

Creative industries are defined as those combining the creation, production, and commercialization of products that are intangible and cultural in nature, often protected by copyright.<sup>14</sup> In Petaluma, the top creative industries reported are: 1) breweries, 2) independent artists, writers, and performers, 3) software publishers, 4) graphic design services, 5) commercial photography, and 6) motion picture/video production.<sup>15</sup>

Petaluma has more than 200 creative businesses. They span a range from design services – architecture, graphic design, photography, and advertising – to retail – book and music stores, art galleries, jewelry – to wineries and brewing, recording studios, and more.

## Market for Arts and Culture

Petaluma's consumer demand for arts and cultural activities is very strong across multiple areas and population segments. Within a 10-minute drive of downtown Petaluma, household indexes are exceptionally high for visual arts/museums, performing arts, lifelong learning, and literary arts (more than 20% above the national average). Demand is also high within the region, defined as a 30-minute drive time. This suggests the potential for meeting community demand through strategic targeting of activities and audience segments, both through City programs and venues, as well as through private and community efforts.

## Related Vision, Pillars, and Guiding Principles

The Vision Statement, Pillars, Guiding Principles, and Supporting Concepts reflect community engagement input that occurred during the Visioning Phase of the General Plan Update in 2021. On February 17, 2022, the GPAC voted unanimously to recommend that the City Council accept these Vision materials as the guidance for the ongoing General Plan Update planning process, and the City Council accepted them on March 21, 2022.

- The Vision Statement describes the desired future conditions and characteristics of the city.
- The Pillars are the core community values.
- The Guiding Principles and Supporting Concepts provide the broad direction and pathways to achieve the vision and honor community values, with a focus on the community's specific challenges and opportunities.

The Vision Statement, Pillars, and Guiding Principles and Supporting Concepts can be downloaded from the “Plan Documents” section of the project website:

<https://www.planpetaluma.org/documents#gpuvision>. Together, the Vision Statement, Pillars, and Guiding Principles and Supporting Concepts provide the basis for the goals, policies, and programs included in the General Plan Public Draft Policy Frameworks.

The following verbatim excerpts from the Vision Statement, Pillars, and Guiding Principles informed the preparation of this policy framework:

## Vision

**Petaluma is a vibrant river town rooted in the relationship between our people and the land.** We acknowledge that Petaluma is the traditional territory and unceded lands of the Coast Miwok peoples. We appreciate that our name springs from those tribes who first called this land home. Our identity also evolves from our deep agricultural roots, historic downtown, living river, and preserved open spaces.

- Artists, creativity, and culture can play a role in celebrating and acknowledging indigenous peoples, river and agricultural heritage, and environmental issues. Creative businesses and the arts are already a vital part of downtown and can contribute even more to its vibrancy and to other areas of the city.

**We are caring and connected.** We celebrate our differences by providing inclusive community spaces for the diverse people that form Petaluma and by cultivating a sense of belonging.

- The arts and creativity are a powerful tool for fostering equity and inclusion in a community and creating a sense of belonging in community spaces.

**We relish our spirited, distinctive neighborhoods where we live, work, and play.** We enjoy active, animated communities throughout our city along with an energetic historic downtown.

- The arts and creativity can help establish or reinforce the unique characteristics of an area and increase their vibrancy and appeal.

**We are creative.** Our community is filled with art in a variety of colors, textures, materials, and forms. We build an environment that promotes beauty, resilient architecture, and inventive design citywide, where art, crafts, design, and economic innovation thrive. The arts bring meaning, whimsy, and imagination to our lives.

- Petaluma is already a creative city with a population of artists and creative people. There is potential to celebrate and engage this creativity further, and to enhance the quality of life throughout all areas of the city. The public art program has great potential to fulfill this vision.

## Pillars

**Geographic Context and Sense of Place.** The General Plan must preserve Petaluma’s distinctive sense of place.

- The arts and creativity are key elements in making a place distinctive.

**Equity, Justice and Demographic Changes.** Current demographic trends indicate that Petaluma will have an older, more diverse population well into the future. Petaluma commits to advancing social and economic justice to create an inclusive and equitable city in which all can thrive.

- As noted above, the arts, creativity and culture are a powerful tool for fostering equity, inclusion and justice in a community.

## Guiding Principles

There are a total of sixteen Guiding Principles, each with multiple, lettered Supporting Concepts. The following Guiding Principles and Supporting Concepts informed this policy framework:

4. Promote social and economic justice to address structural social and economic inequities and racism.
5. Ensure the health and wellness of all residents.
6. Physically and psychologically integrate and connect the East and West sides of town.
7. Create a welcoming, affordable, accessible, and age- and family-friendly city.

10. Enhance Petaluma's historic downtown by preserving its historic character, expanding pedestrian and bicycle access and safety, providing public gathering spaces, and promoting a diverse mix of uses.
11. Honor, celebrate, and preserve Petaluma's heritage and historic character and its place in the modern city.
14. Advance Petaluma as a hub for the arts, creativity, and innovation.
15. Advance a forward-looking economic development strategy that focuses on diversity, opportunity, innovation, and resilience.
16. Be a leader in advancing these guiding principles within the region and beyond.

# Summary of Framework Approach

The Arts, Culture, and Creativity Policy Framework advances strategies to expand City and community arts and creative resources. This framework identifies focuses on the utilization of artists in City programs (Goal 1), strong City arts programs (Goal 2) and Public Art Program (Goal 3), and ensuring the accessibility of public art (Goal 4). The Framework also lays out strategies for supporting the creative business sector (Goal 5), boosting the City's creative identity (Goal 6), and ensuring the supply of art venues (Goal 7).

## Goals, Policies, and Actions

### Goal AC-1: Artists in City Programs and Processes

The City utilizes and models the use of artists and creatives in the work of City government and incorporates them into other elements of the General Plan.

#### Policy AC-1.1: Integrate arts into City projects

Establish a plan and protocols for cross-departmental creative partnerships and integration of the arts into City projects.

**Action AC-1.1.1:** Develop an opportunities list for initiatives such as:

- Economic Development
  - Ensure new or existing Economic Development materials and initiatives (such as Business Toolkit and Shop Local campaigns) incorporate information about and/or unique to the arts/creative sector.
  - Partner with Small Business Development Center, Creative Sonoma, & Petaluma Downtown Association to help artists, musicians, and other creatives operate successful businesses.
- City Arts Programs and Communications:
  - Engage artists to create public awareness campaigns and educational communications about City projects and initiatives (climate change, transportation, etc.).
  - Pursue sponsorship of public mural projects that inspire and encourage diversity, equity, and inclusivity (like the Black Lives Matter Project and Pride crosswalk) in which artists are encouraged to participate in the creation of a public mural relating to a theme important to the community/City.
  - Support Annual or Bi-annual art exhibits.
- Parks and Recreation:
  - Enhance Parks programming with creativity and the arts including interactive experiences, functional art in parks, and renovations and revitalization projects (e.g., the railroad trestle as a public art project).
- Public Safety:
  - Using artists to create active partnerships between City staff and community support by engaging City staff in creative activities that promote relationship building in the community.
- Public Works:

- Enhancing infrastructure through public art.

### **Policy AC-1.2: Encourage community artmaking**

Develop or work towards the creation of an Art Park and/or spaces and programs that focus on and encourage community artmaking.

**Action AC-1.2.1:** Explore or commission a study to develop an Arts Park for Petaluma.

**Action AC-1.2.2:** Support amateur and informal arts by community members of all ages.

**Action AC-1.2.3:** Activate existing spaces for classes, exhibitions, and other programs for community artmaking. Consider partnerships with existing programs in the community and/or expansion of recreation activities.

**Action AC-1.2.4:** Provide project grants to support such programs.

**Action AC-1.2.5:** Sponsor or develop showcases of community creativity, such as art exhibits, performances, and competitions.

### **Policy AC-1.3: Establish an Artist in Residency Program**

Establish an Artist(s) in Residency Program for the City and the community.

**Action AC-1.3.1:** Through a cross-departmental program, identify current City projects for artistic integration (may be a community business partnership or in City departments).

**Action AC-1.3.2:** Define program parameters and guidelines including timeframe, residency location, theme(s), number of artists, funding, qualifications, selection process, etc. (see Resources).

### **Policy AC-1.4: Incorporate creative placemaking into area planning**

Integrate creative placemaking (*a vital and practical way to create successful, resilient places, empowered residents, and more connected communities*)<sup>16</sup> as a part of all area planning.

**Action AC-1.4.1:** Identify current and future land use and City planning projects where creative placemaking would enhance the project and/or place.

**Action AC-1.4.2:** Activate public spaces in downtown with creative activities and elements to encourage greater downtown visitation.

### **Policy AC-1.5: Incorporate a creative arts component into City development projects**

Require a creative arts component in all development RFQs/RFPs for City-owned sites/buildings, etc.

**Action AC-1.5.1:** Working with input from the Public Art Committee and other City Departments on how this might be done, ensure there is a flexible requirement for public art (integrated, functional, etc.), creative space(s), or other art component as part of all City development projects.

## **Goal AC-2: Strong City Arts and Culture Programs**

City support of arts and culture programs is strong and sustainable.

### **Policy AC-2.1: Align the Public Art Committee with City goals and decision-making**

Reimagine the enabling legislation/scope and discretion of the Public Art Committee to align with City goals and inform decision-making.

**Action AC-2.1.1:** Reevaluate the authority and role of the Public Art Committee and arts portfolio of the Recreation, Music, and Arts Commission and consider restructuring or consolidation to create greater effectiveness and reflect a broader City role in arts and cultural leadership.

### **Policy AC-2.2: Establish public and private funding options**

Establish options for funding arts, culture, and creative economy.

**Action AC-2.2.1:** Develop partnerships with the private sector and organizations to encourage monetary and non-monetary support for the arts.

**Action AC-2.2.2:** Explore innovative public and private funding opportunities for arts and culture, and for public art (see resources).

## **Goal AC-3: Strong Public Art Program**

Petaluma's Public Art Program continues to be strong and aligned with national standards.

### **Policy AC-3.1: Review and Update the Public Art Plan**

Update the Public Art Plan and Complete a Review of the Ordinance.

**Action AC-3.1.1:** Conduct a public art master plan process building on the previous master plan, including the development of an updated community vision for public art, comprehensive review of policies and guidelines, consideration of specific challenges faced by the Public Art Committee, increasing equitable distribution of public art funds, identification of potential sites for public artwork, and other relevant elements.

**Action AC-3.1.2:** As part of the public art master plan process, consider an increase in the percent of development costs for art for private development projects and City capital improvement projects.

**Action AC-3.1.3:** As part of the public art master plan process, consider expanding the application of the ordinance to include affordable housing, infrastructure, below-ground projects, etc., which are now excluded.

**Action AC-3.1.4:** As part of the public art master plan process, consider the removal of the requirement for new parks and other public facilities to pay into the public art fund and the incorporation of other ways to facilitate art displays or opportunities in parks.

### **Policy AC-3.2: Diversify and expand the City's public artwork collection**

Strengthen the diversity and increase the distribution of public art in Petaluma and expand the City's collection of public artworks.

**Action AC-3.2.1:** Develop nominations protocol to diversify the membership of the Public Art Committee and sub-committees to represent the full diversity of Petaluma’s population.

**Action AC-3.2.2:** Utilize selection panels to enhance the diversity of panels and community representation in the public art selection process.

**Action AC-3.2.3:** Develop and share a toolkit of ways Petaluma residents can initiate art projects in their communities.

**Action AC-3.2.4:** Identify a more inclusive and broader range of locations for public art throughout the community.

**Action AC-3.2.5:** Design a community arts competition to add artwork to the City’s bus stops.

**Action AC-3.2.6:** Expand rotating exhibitions of public art in City facilities.

## **Goal AC-4: Equitable and Accessible Public Art**

Public art, placemaking, and programming are equitable and accessible for all residents in Petaluma.

### **Policy AC-4.1: Create relevant and accessible arts programming**

Ensure arts programming is more relevant and accessible for all residents across the city.

**Action AC-4.1.1:** Conduct community engagement in neighborhoods when developing programming choices, ensuring programming is culturally relevant.

**Action AC-4.1.2:** Encourage collaboration with Parks and Recreation to increase the use of parks and other public venues for arts and cultural programming.

**Action AC-4.1.3:** Encourage partnerships and grants to engage youth in arts and culture, utilizing youth organizations and spaces (i.e., Petaluma Regional Library, Phoenix Theater).

**Action AC-4.1.4:** Employ culturally relevant planning for future public spaces and parks.

**Action AC-4.1.5:** Provide City support for existing and new cultural events with funding, in-kind services, free use of space, and facilitation.

### **Policy AC-4.2: Use art to connect the East and West side neighborhoods**

Utilize art as a connector for the East and West side neighborhoods.

**Action AC-4.2.1:** Ensure public art and space activations are included in plans to connect the neighborhoods.

**Action AC-4.2.2:** Identify opportunities for public art projects that connect the East and West sides of the city.

### **Policy AC-4.3: Maximize arts and creative opportunities**

Maximize arts and creative opportunities throughout the city.



**Action AC-4.3.1:** Encourage partnerships with the public, private, and nonprofit sectors to engage in creative placemaking projects.

**Action AC-4.3.2:** Support affordable cultural spaces in neighborhoods where they are accessible to a broad range of people and where they can help activate the public realm.

### **Policy AC-4.4: Partner with local organizations to connect and amplify arts resources**

Develop an ongoing partnership of the City arts program and local organizations to better connect arts resources in the community.

**Action AC-4.4.1:** Create opportunities for the City to support other arts organizations working towards like-minded goals.

**Action AC-4.4.2:** Make available a directory of Petaluma artists, arts and cultural organizations, and creative professionals qualified to provide arts education services to schools.

**Action AC-4.4.3:** Facilitate connections and opportunities for artists, arts and cultural organizations, and creative professionals to provide arts education services

**Action AC-4.4.4:** Seek additional public and private funding sources for arts education programming.

**Action AC-4.4.5:** Seek opportunities to celebrate and display community artworks.

**Action AC-4.4.6:** Develop relationships with regional and other arts education resources.

### **Policy AC-4.5: Support multicultural arts programming**

Support multicultural arts programming that reflects the diversity of lived experiences of residents of Petaluma.

**Action AC-4.5.1:** Partner with local non-profit organizations, foundations, and other stakeholders to establish a multicultural and multigenerational center that can provide physical space for a variety of arts, culture, and recreational programming.

## **Goal AC-5: Thriving Creative Businesses**

Petaluma's creative businesses are thriving and contributing to positive economic development.

### **Policy AC-5.1: Expand the arts, cultural, and creative sectors**

Formally recognize and expand the arts, cultural, and creative sectors.

**Action AC-5.1.1:** Recognize creative businesses as a subsector of the local economy, and monitor and promote its growth alongside other industry subsectors.

**Action AC-5.1.2:** Encourage collaboration across the spectrum of traditional and creative economy businesses, especially businesses that are unique to Petaluma.

**Action AC-5.1.3:** Develop or facilitate access to small business support including technical assistance, financing, and shared marketing.

**Action AC-5.1.4:** Ensure the City's business license processes and information technology infrastructure capture data and provide analytical tools to support this goal.

### **Policy AC-5.2: Enable creative businesses**

Ensure City permitting, zoning, and other codes and policies are creative sector business-friendly.

**Action AC-5.2.1:** In consultation with creative business leaders, understand the unique needs and barriers with current City policies, permits, and codes, and update as appropriate.

**Action AC-5.2.2:** Work with commercial property owners and leasing agents to identify opportunities for bringing new creative uses to specific sites.

## **Goal AC-6: Regional Creative Center**

Petaluma is recognized as the innovative, creative arts center of the region.

### **Policy AC-6.1: Integrate creativity into City brand identity**

Align the creative identity of Petaluma with the City brand identity to encourage cultural tourism (visitation motivated in whole or in part by arts and culture interests).<sup>17</sup>

**Action AC-6.1.1:** In partnership with Visit Petaluma and Economic Development, promote and market events that support and encourage cultural tourism. Partner with creative businesses, local artists, and nonprofits.

### **Policy AC-6.2: Showcase local arts and culture**

Recognize and celebrate the community's history and current cultures through arts and culture initiatives.

**Action AC-6.2.1:** Increase awareness of the full breadth and depth of the community's history.

**Action AC-6.2.2:** Build events, programs, and public art projects with curatorial frameworks highlighting the history and the people of the community, especially those whose contributions have been underrepresented in the past.

### **Policy AC-6.3: Explore the creation of an arts district**

Explore options to establish an arts district, cultural district, or similar for downtown and other mixed-use nodes in the city.

**Action AC-6.3.1:** Access resources and work with California Cultural Districts  
<https://www.caculturaldistricts.org/>.

**Action AC-6.3.2:** Determine the role of the City in engaging with local arts organizations to support work, events, opportunities, and formation of new arts and cultural districts.

## Goal AC-7: Sufficient Supply of Arts Venues

Petaluma has a sufficient supply of affordable publicly and privately owned spaces and venues for artists, and arts and creative activities.

### Policy AC-7.1: Identify space constraints and opportunities for arts and creative activities

Research and document current space constraints and opportunities for the creative sector.

**Action AC-7.1.1:** Identify available public, private, and institutional spaces, such as parks, community centers, schools, studios, venues, schools, and other City-owned places for arts and culture uses such as performances, exhibits, rehearsal, studio, education, administration, and other such activities.

### Policy AC-7.2: Encourage live-work spaces

Promote live-work space for artists and creatives.

**Action AC-7.2.1:** Create incentives to preserve or expand space for artists, arts organizations, and other cultural uses.

**Action AC-7.2.2:** Encourage flex/live-work spaces and promote live-work units in affordable housing developments to provide housing options to artists and others who could benefit from such units.

**Action AC-7.2.3:** Explore opportunities for partnerships for sites for artists and creatives.

**Action AC-7.2.4:** Identify neighborhoods and/or areas to co-locate artists' live/work and other art spaces to reinforce their use and the creative identity of the place, and enact regulations to manage gentrification.

# Notes

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<sup>1</sup> The Flood Resilience and Land Use policy frameworks will be released after the other frameworks. These Frameworks relied on the development of a comprehensive update to the City’s floodplain model, which was completed in late 2023.

<sup>2</sup> Environmentally responsible and resource-efficient planning, design, construction, operation, maintenance, renovation, and demolition of buildings

<sup>3</sup> Techniques to increase water infiltration, reduce runoff, and improve water quality

<sup>4</sup> The protection of workers’ rights and livelihoods while economies are shifting to sustainable production, combating climate change, and protecting biodiversity

<sup>5</sup> The management of trees in urban settings

<sup>6</sup> The system of streets, walkways, trails, and railroads used to move goods and people

<sup>7</sup> The ease of reaching destinations by people of all abilities

<sup>8</sup> Public space that is open and accessible to the general public, including roads, trails, public squares, and parks

<sup>9</sup> Communication and coordination among local government and Native American Tribes

<sup>10</sup> Creating opportunities for every person to have a dignified, productive, and creative life

<sup>11</sup> Cultural assets are the tangible and intangible elements most important to community life that should be preserved and built upon. They include organizations, places and people: arts and cultural institutions, venues, events, heritage buildings and sites, creative businesses, artworks, artists and other creatives. <https://www.policylink.org/our-work/community/arts-culture/plan>

<sup>12</sup> Creative businesses are facility, input, production, and distribution businesses in arts, design, culture, and innovation industries (upstartco-lab.org).

<sup>13</sup> Creative occupations are occupations that utilize creative thinking, problem-solving, and/or provide services with artistic merit. These occupations are solely creative and can also be described as being core to the creative workforce. For example, graphic designers, architects, and radio announcers are all considered “creative occupations.” Creative Vitality Suite (<https://cvsuite.org/help-center/new-to-cvsuite/#:~:text=Creative%20occupation%20jobs%20are%20the,also%20plays%20in%20a%20band>)

<sup>14</sup> The creative industries include advertising, architecture, arts, design, craft businesses, fashion, film, video, photography, music, performing arts, publishing, research & development, software, computer games, electronic publishing, and TV/radio They are considered an important source of commercial and cultural value (<https://unctad.org/>).

<sup>15</sup> Creative economy measures are provided in part by Creative Vitality™ Suite, an industry standard data solution for measuring the for-profit and nonprofit arts, culture, and creative sectors provided by Western States Arts Federation.

<sup>16</sup> <https://www.placemaking.education/>

<sup>17</sup> Cultural Tourism is a type of tourism activity in which the visitor’s essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions” (<https://www.unwto.org/tourism-and-culture>).