3. LAND USE

Existing Land Use

Central Petaluma contains a range of commercial and industrial uses that reflect the city’s growth as an agricultural and industrial services center oriented to the river and rail, and later to the highway. Much of the land area is vacant or underutilized, which is particularly unusual for an area that is located adjacent to a downtown and within the geographic heart of the city. The longevity of many uses and the relatively unchanged nature of the area are also characteristic features of land uses within Central Petaluma. Several large industrial operations have been in place for many years, and some lands have served support and warehousing functions since the turn of the century.

Four specific districts with similar groupings of land use characterize Central Petaluma. These include the North River area, the Turning Basin area, the Riverfront Warehouse District, and the Lower Reach. The North River area contains a significant concentration of large agricultural industrial businesses, specifically Hunt and Behren’s, Dairymen’s Feed and Supply Cooperative, and the Clover-Stornetta creamery (which is outside the study area, but relevant in terms of context). Both Hunt and Behren’s and Dairymen’s Feed are grain milling operations that serve agricultural industries and have long been established in Petaluma; Hunt and Behren’s was established in 1921, and Dairymen’s Feed has been in its current location since 1959. Both operations receive grain shipments by rail and truck, process the grain into feed, and distribute the product by truck. Hunt and Behren’s has a retail facility onsite, but Dairymen’s Feed does not; they distribute feed to their cooperative owners. Much of the receiving and distribution activity takes place in the early morning hours. There are also significant manufacturing uses within the North River area, including Spectrum Naturals, served by existing rail spurs. Presently, activities include the pressing and bottling of cooking oils and the manufacturing of ceramics and water purification products. Other large users include the Long’s and Kragen’s shopping center oriented to East Washington Street.

Petaluma Boulevard North is primarily dedicated to retail uses, many of which provide automotive services. Retail uses in the immediate vicinity of the Petaluma Boulevard North and Washington Street intersection are a transitional link between the historic downtown Petaluma area on the south side of Washington Street and the more automotive service-oriented uses further north along Petaluma Boulevard North. The turn-of-the-century buildings, which are relat-
tively large in area, primarily contain dining, drinking and entertainment uses (i.e., billiard hall, batting cages, night club), home furnishing stores, and antique and thrift shops. The remainder of the Petaluma Boulevard North corridor in this area is primarily dedicated to automotive services.

The Turning Basin, bounded by East Washington, Lakeville Street, D Street and the river lies at the heart of the study area as well as the city as a whole. Much of this area is vacant or underutilized property undergoing transition. The currently vacant Petaluma train depot is located on an undeveloped city block traversed by several track lines, including a drill line that diverges from the main line at Jefferson Street, crosses East Washington and the Petaluma River in the vicinity of Copeland Street, and rejoins the main line north of the study area. Moving west toward the river, the next block is also largely vacant, with the exception of a small parking area associated with the adjacent Golden Eagle Shopping Center and Riverhouse Restaurant, and a refrigeration equipment business in a structure facing Copeland Street.

Across Weller Street along the riverfront, most of the land area is dedicated to the Golden Eagle Shopping Center, which is oriented to East Washington Street. This center contains approximately 70,000 square feet of buildings on a 7.3-acre site. Originally constructed in 1974 on the site of the historic Golden Eagle Mill, the Golden Eagle Shopping Center is developed in a U-shaped configuration oriented to East Washington Street and away from the riverfront. The center has become more successful since construction of the pedestrian bridge to the downtown and re-orientation of the back buildings (Dempsey’s and J. M. Rosen’s Waterfront Grill) to the river. These buildings were formerly difficult to lease, as they had difficulty drawing shoppers back from the main anchor and parking area. The remainder of the riverfront along Weller Street is occupied by the recently renovated Riverhouse Restaurant and Inn, which is a relocated Victorian structure used for the past decade or so as a restaurant, warehouse structures near D Street, and a woodworking shop.

The Riverfront Warehouse District comprises the west side of the river, from D Street to McNear Hill. It is bordered on the east by the river, on the north by D Street, on the west by Petaluma Boulevard South, and on the south by McNear Hill. In the area between D Street and Foundry Wharf, the grid of local streets provides the basic organizing structure for an unusually high mixture of industrial, commercial and residential land uses. Currently, about 50 percent of this area is in light industrial or warehouse
retail use, contained primarily within the large buildings that mark the river’s edge with a bold, repeating pattern south of the D Street Bridge. While primarily concentrated along the river, some type of industrial use occurs on all but one of the district’s blocks. Single-family residential uses, mostly clustered on three blocks at the southern end, occupy another 20 percent of the land. About half of the remaining 30 percent consists of currently vacant parcels, located primarily in the central part of the district. The other 15 percent is composed of assorted office, retail, restaurant, service and lodging uses scattered along Petaluma Boulevard South and at Foundry Wharf. Between Foundry Wharf and McNear Hill, land uses are larger in scale, and are composed of a combination of industrial and service commercial uses oriented to Petaluma Boulevard South.

Foundry Wharf is a project that initiated a change in the perception of the area by introducing mixed uses within a rehabilitated stove factory with smaller new buildings overlooking the river. Maintaining a genuine diversity of uses within an eclectic group of structures has served to enhance, rather than dilute, the district’s unique character, and has provided a successful example of nontraditional, mixed-use office and industrial space. Other changes are likely to occur within the area, particularly immediately adjacent to the river. The Lower Reach contains the majority of land focused around the lower reach of the Petaluma River. The area is bounded by the Petaluma River, Lakeville Street, and Highway 101 and is traversed by the railroad, which divides the area into two distinct areas: the riverfront, and the Lakeville Street corridor.

The riverfront in this area is utilized by three large industrial enterprises associated with the construction industry: Jerico Products, Shamrock Materials, and Pomeroy Corporation. These uses are much different in character than the agricultural industrial uses north of Washington Street; they are larger in terms of land area, many of their operations are conducted outside, and as a result, they generate more noise and dust than uses conducted inside buildings. These industries are primarily water dependent and rely in varying degrees on the supply of raw materials by barge. As a result, they form an important part of the economic justification for periodic dredging of the river by the United States Army Corps of Engineers. Transportation linkages by truck and to the nearby rail tracks are also important to these industries. In addition to significant land resources, these three businesses also own portions of the McNear Channel, which is used for barging material to these sites.
The McNear Peninsula south of Jerico Products comprises approximately 28 acres of undeveloped land owned by the City of Petaluma, Jerico, Miller McNear, and the Pomeroy Corporation. This area is designated as a city park site in the Petaluma General Plan. The City of Petaluma wastewater treatment facility, corporation yard, and animal shelter are located on approximately 11 acres adjacent to the Pomeroy site. Along the Lakeville Street corridor, auto-oriented retail uses predominate. Many of the uses are service commercial in nature, including storage lockers, storage yards, automotive services and repair, as well as general retail.

**Market Overview**

Sonoma County was one of the fastest growing areas of Northern California during the 1980s, and Petaluma participated in this growth. During this period of fairly rapid growth, the Petaluma economy experienced a steady transition away from its agricultural heritage of poultry and egg production to providing housing and services for residents who worked in San Francisco and Marin County, and even as far as the East Bay. As the economy changed, so did the industrial sector, which was historically dependent upon the processing and distribution of agricultural products. However, Petaluma still boasts a very viable and important agricultural industrial sector that supports an equally viable agricultural community in the nearby unincorporated areas of southern Sonoma and western Marin counties.

The recession of the early 1990s, which severely affected most of California, slowed growth in Sonoma County and Petaluma. However, the dislocation caused by that recession also accelerated the pace of structural change in the Northern California economy. After economic recovery occurred first on the national level and then more recently on the state level, high-technology firms stepped up their search for locations outside of “Silicon Valley”. The out-migration from Santa Clara County was caused by a scarcity of industrial land and high labor costs because of strong job growth and little new affordable housing construction. Many Northern California communities have captured some of this Silicon Valley spillover, and communities offering a high quality of living are particularly attractive to these highly skilled entrepreneurs and employees. Throughout this period, Petaluma and other areas of Sonoma County have seen the development and continuing evolution of “Telecom Valley”, the design and manufacture of telecommunications systems and software, as well as growth in the bio-tech sector of the economy. In the Central Petaluma area, there is the potential to accommodate the expansion, relocation, consoli-
dation, and modernization of Petaluma’s existing industrial and distribution firms, as well as to develop a new high-image and prestigious technology park, taking advantage of the river as an amenity.

Central Petaluma could also become a very desirable mixed use area of neighborhood, enjoying proximity to the downtown and river. The plan’s development regulations greatly expand the range of principally permitted uses in the area beyond those currently found in the City’s Zoning Ordinance. These new regulations support expanded retail, office, dining and lodging opportunities throughout the Specific Plan area and simplify the entitlement process.

An entertainment/cinema complex would provide considerable synergy to the restaurants and specialty shops that currently exist in the downtown. An entertainment retail/cinema complex that is integrated with restaurants, shops and public parking, developed around a waterfront promenade and/or open space surrounding a newly improved Turning Basin area, could prove to be highly successful. Such a “centerpiece” project would expand the trade area served by Central Petaluma. In addition, the demand for hotel rooms in Petaluma is expected to increase by 280 to 290 rooms and could be accommodated within Central Petaluma, if quality sites are available.

**Conceptual Approach**

The extent of vacant and underutilized land within the heart of the city creates the opportunity to complete a fragmented urban pattern, intensify activities, and create stronger linkages with surrounding neighborhoods and the downtown. In pursuing these opportunities, the land use recommendations of the Specific Plan place a greater value on mix and intensity than on limiting activities to single-purpose functions within specific locations. Allowances for new types and arrangements of activities are encouraged within buildings that can be adapted for different purposes and evolve over time.

Each area of Central Petaluma has its own characteristic mix of land uses, and it is important that these unique identities are reinforced. At the same time, there are some common elements and activities that assert themselves throughout the recommended land use program. First, the plan is aimed at supporting existing viable industrial uses, from the feed mills in the northern reaches to the small-scale manufacturers and craftspersons in the Riverfront Warehouse District, to the large-scale construction industries on the east side of the river from D Street to the freeway. Compatibility of new uses with these existing
industrial uses is a priority. The plan incorporates policies to minimize potentially negative impacts associated with noise, light and glare, and truck traffic, and policies to promote positive environmental impacts via amenities and incentives which encourage walking and bicycling within the entire area. It requires that new uses recognize the potential impacts through disclosure statements and other such methods. The Specific Plan gives a greater priority to industrial use and the existing agricultural support uses than is currently reflected in the City’s General Plan, which, for example, designates both Hunt and Behren’s and Dairymen’s Feed for mixed use. In addition, the Specific Plan provides for lands currently zoned for industrial use to be transformed into an employment use in the southern portion of the area, but only along with careful consideration of issues related to continued dredging of the Petaluma River.

The Specific Plan encourages land use flexibility, recognizing that Central Petaluma is different from other parts of the city, and that a clear distinction between living and working environments is less important than intensity and character. The opportunity to build new, more flexible building prototypes that allow mixed uses within a single structure or which foster live/work environments is well suited to this part of the city and is encouraged in this plan. Furthermore, the ability to build more intensely is also advocated by this plan through recommendations for greater densities, mixed use incentives, and the development of structured parking facilities.

Ground floor retail use is added to the mix of uses encouraged within the area. Priority is placed on retail adjacent to the Turning Basin, where entertainment, dining and complementary retail uses will enliven the riverfront and support the adjacent downtown. Much of the Turning Basin is already in retail use associated with the Golden Eagle Shopping Center. The plan recommends that these uses be reconfigured to create a much stronger orientation to the river and a more public-spirited sense of place. Retail uses in this location would be oriented to entertainment and dining, creating a more extroverted and lively edge along the riverfront. On the east side of the river, entertainment, dining and lodging uses are allowed, along with office uses that are also oriented to the river. Cinemas, theaters, lodging, nightclubs, restaurants, cafes, a brew pub and fresh produce markets are all examples of the types of activities that can be attracted to this area. On both the west and east sides of the Turning Basin, the intensification of retail uses and the creation of a pedestrian/bicycle environment depends upon the provision of facilities that provide secure parking for
vehicles and bicycles, and safe and direct routes that serve the shared needs of new uses. The implementation of plans for a heritage trolley operation on the P. &S.R. trackage could act as a highly visible catalyst, stimulating a broad range of uses in the North of Washington Street, Turning Basin and Riverfront Warehouse Districts.

In the areas surrounding the Turning Basin, new uses are proposed that will require reconfiguration of infrastructure for improved access and orientation to the river. On these adjacent parcels, efforts will be required to focus the energies of individual property owners to realize development of a more intensive nature than elsewhere in the city. Densities and development standards are more urban than suburban in character. Incentives will be required to stimulate investment in more innovative building forms. The City can demonstrate its commitment to the area through the improvement of streets, open spaces and shared parking facilities.

South of D Street, on the east side of the river, a somewhat different land use approach is taken. Along Lakeville Street, the commercial orientation would remain, but the focus would be on attracting smaller national chains and creating a shopping corridor that serves the broader community. Two new transit centers are envisioned as catalysts to help establish a new role for Lakeville Street and reorient the commercial uses within the area. In the southern portion of the planning area, new employment uses are planned on a site that has not been in active industrial use for years.

The Land Use Map

Except for designated Industrial areas, the plan establishes a single Mixed Use land use designation that represents the overall mix of land uses envisioned for the entire planning area. The appropriate mix of uses for each planning area is based on the existing character and future development potential for each. The intent of a single Mixed Use land use designation is to emphasize the Plan’s central theme of promoting mixed use throughout the Specific Plan area and to insure that new development and redevelopment is consistent with that theme. Instead of a more traditional land use map with multiple land use designations and related definitions, this plan uses the “smart code” found in Appendix “A” to address the details of new development and redevelopment potential and to provide maximum flexibility for future development consistent with the policies of the Specific Plan. It is the intent of this Specific Plan that designated industrial lands, recognized by the Specific Plan as important to the character of the area and the local economy (the feed mills, raw materials processors, manu-
facturers, etc.), shall remain as designated and that any use of those properties in the future must be of a similar river-dependent or agricultural support use as those that presently occupy those sites. The purpose of this intent is to insure to the greatest extent possible that those uses that are so vital to the local economy and important to the character of the area continue to have the potential to operate in conformance with City land use regulations and to support subsequent use of those sites only for businesses that continue the long tradition of agricultural support and commercial river traffic.

**Mixed Use:**

This designation allows for a variety of residential, commercial office, retail and industrial uses consistent with the respective development regulations established within the Central Petaluma Specific Plan area. The intent of this designation is to promote mixed use throughout the area and, depending on the parcel and its surroundings, vertical mixed use (i.e., a mix of uses within the same structure) wherever possible.

**River-Dependent Industrial:**

Heavy industrial manufacturing, raw material processing and related uses that require river access as an integral part of daily operations for the purpose of regularly shipping or receiving raw materials and finished products by water transport. Businesses that locate on properties with this designation shall be dependent on the Petaluma River for transporting a significant portion of its goods and materials.

**Agricultural Support Industrial:**

Food processing, feed mills and related industrial uses which provide direct support to agricultural uses located in the Petaluma area. Agricultural uses include traditional dairy and poultry operations, but may also include organic farming and food processing and any other related uses that in the determination of City decision-makers are consistent with supporting local agricultural production.

**Land Use Goals**

**Goal 1: Support existing viable uses, and provide for new uses that complement and complete the urban fabric.**

There are a number of existing viable industrial uses within Central Petaluma that contribute substantially to the identity of the area and the economy of the city and region. New development within Central Petaluma should not be at the expense of these existing businesses. Rather, compatibility of new uses with these long-established uses
should be emphasized.

**Goal 2: Provide for a mix of new uses.**

New uses should be encouraged on vacant and underutilized parcels and on properties that are key in reorienting this area to the river. A broad spectrum of uses is envisioned, including those that are nontraditional, unique and unusual in nature, and which can contribute to the role of this area as the focal point of the community.

**Goal 3: Encourage intensification appropriate to the area’s central location.**

The urban infill of lands within Central Petaluma is a priority, with future development having an intensity that is higher than elsewhere in the city in order to create a greater focus within the area, support the investment in transit facilities, and provide for pedestrian and bicycle-oriented activities that are linked with the surrounding neighborhoods and districts.

**Goal 4: Encourage flexibility in building form and in the nature of activities to allow for innovation and the ability to change over time.**

The land use plan objectives and policies are intended to provide a broader framework for a variety of activities in the future. Large areas devoted to specialized or single-purpose functions are discouraged in favor of a mix of uses. Variations of the mix of uses set forth in the “smart code” would be supported to the extent that they are consistent with the larger objectives set forth for the planning area. Building forms that are capable of being used for a variety of uses over time are encouraged.

**Goal 5: Orient activities to the Petaluma River.**

Land use patterns should be oriented to the Petaluma River, focusing development toward the edge and providing for continuity of activities along it. Water-oriented, water-dependent and water-related uses should be given the highest priority along the riverfront, and the future navigability of the river to the Balshaw Bridge should not be compromised by development.

**District Objectives and Policies**

**North River Area**

The area to the north of East Washington Street contains agricultural industrial uses that are dependent on both rail and truck access, and which form landmarks within the city along the river. There are auto-oriented retail uses along East Washington Street, and restaurant, antique and service-oriented retail uses occur along Petaluma Boulevard North.
OBJECTIVE 1: Provide for a mixture of industrial, office, retail, and compatible residential development.

The plan calls for increasing the intensity and mix of land uses in this area to create a vital mixed-use zone that is linked to the downtown and the nearby planned transit center. New development will be focused along East Washington Street, which is envisioned as a tree-lined boulevard that is attractive to pedestrians and bicyclists. Residential development is designated along the river behind Petaluma Boulevard North. While new residential uses are proposed within the area, the plan seeks to maintain the existing viable industries and minimize potential incompatibilities between uses.

Policy 1.1: Support the existing industrial uses.

The plan places a priority on supporting the existing industries, which are well established and economically viable. The introduction of new uses into this area is predicated on the understanding that the industrial operations will remain, and new uses need to be carefully considered to ensure their compatibility with the ongoing industrial activities.

Policy 1.2: Provide for a significant component of new housing within the area.

Another key land use objective of the Central Petaluma Specific Plan is to establish a significant component of new housing near the downtown and the proposed transit center. In addition to providing needed housing, residential development can add vitality and interest to this area by introducing activity during both daytime and nighttime hours. New residents within this area would also support downtown retail businesses, and residential uses foster the highest transit usage of all land uses. Within this area, there are undeveloped contiguous parcels that are large and have river frontage, which can add amenity to the new residential development. It is anticipated that residential development will occur in a mixed-use configuration with retail and/or office uses.

Policy 1.3: Provide for residential housing types that are compatible with the existing industrial businesses.

New higher density housing is allowed within this area to complement the downtown and the future transit center and to create an environment that is active during both daytime and nighttime hours. However, new housing should be sited and designed in consideration of the existing industrial and rail operations within the area. Appropriate housing types such as live/work housing, which has precedent in industrial areas,
are encouraged as well as townhouses and courtyard housing. In addition, site planning and design mechanisms, such as noise insulation, setbacks, screen walls, and orienting buildings away from industrial uses, should be provided to minimize impacts and land use conflicts between new residential uses and industrial operations. Appropriate studies (i.e., noise, odors, toxics) should be undertaken on a site-by-site basis as new development is proposed.

Policy 1.5: Allow new office development.

Office development is permitted in this area, and is particularly encouraged near the transit station in order to provide the opportunity for employees and office patrons to use rail or bus transit.

Policy 1.6: Encourage pedestrian oriented land use.

Encourage pedestrian oriented land use by allowing low parking to floor area ratios, emphasizing pedestrian and bicycle access and orientation toward the river and the proposed heritage trolley on the P. & S. R. tracks.

Turning Basin East

This area lies at the geographic heart of the city, bounded by East Washington Street, Lakeville Street, D Street, and the Petaluma River. The geometry of the river is the most distinct characteristic of this area. At this location, the river bends northward, and the channel has been widened to allow vessels to change direction in the river channel. The historic Petaluma Train Depot is another noteworthy feature in this area. Overall, this area has relatively few property owners and several significant vacant or underutilized parcels that are strategically located with respect to the Petaluma River, the downtown and the train depot. The depot block is undeveloped, as is much of the adjoining block between Weller and Copeland.

OBJECTIVE 2: Create an intense mixed-use district oriented to the river and the proposed transit station.

This area, generally located east of the Turning Basin, has enormous potential to become a new river-oriented public gathering place in Petaluma. Toward this end, the plan calls for a mixture of retail, office, residential and transit uses developed at higher densities in order to promote a lively pedestrian and transit environment. It is envisioned that the Petaluma riverfront will become a significant public activity center within the planning area and the community as a whole and a car will not be seen as a necessity.
Policy 2.1: Create an active, publicly oriented commercial center at the riverfront.

Through the redevelopment and reconfiguration of this area, a new public gathering place will be created at the riverfront, where Petalumans can enjoy the river and special activities and events can be accommodated. Active, publicly oriented uses (i.e., ground-level retail) should be encouraged along the riverfront to enliven the planned open space areas.

Policy 2.2: Preserve and rehabilitate the Petaluma Train Depot as the city’s primary transit center.

The Petaluma Train Depot, an important civic landmark, is generally closed to public use. With the proposed future passenger rail service along this line and the eventual relocation of the city’s bus transit hub to the station, the plan proposes to use these buildings and the site once again as a passenger terminal. In addition to passenger waiting areas, restrooms, and information and ticketing services, concessions such as a cafe, newspaper stand and bank teller machines should be sought to provide services to transit passengers. Bicycle parking, as well as bicycle related services (rental, repair, etc.) and bicycle taxis should also be provided in proximity to the station.

Policy 2.3: Provide for more intense retail uses oriented to the river.

The primary objective of the plan in this area is to create a new focus of activity at the water’s edge that involves the interplay of retail and public space that are oriented to the water’s edge. In order to achieve this objective, the plan envisions providing for a greater intensity of retail development in the Golden Eagle/Weller Street area and reorienting development to take advantage of the waterfront setting. At the ground level, the riverfront should be lined with active shops, restaurants, entertainment, and possibly public/cultural uses that are pedestrian-intensive. Offices, multi-family residential uses and loft spaces are encouraged in the upper stories of retail buildings.

Policy 2.4: Promote mixed-use office development around the transit station.

The Petaluma Depot is planned as the primary intermodal transit station in Petaluma, and as a major destination within Sonoma County. The plan calls for the development of an employment-oriented mixed-use center, including offices and ground-level retail development, particularly leading toward the river. Upper floor residential development is also encouraged.
Policy 2.5: Encourage residential development on upper floors of commercial buildings.

Residential development is encouraged to be developed within this area in order to create an active daytime and nighttime environment. New residents would benefit from proximity to shopping, transit and recreational amenities.

Policy 2.6: Provide for the development of parking facilities.

Structured parking will be necessary in order to create an intense pedestrian oriented district, as envisioned in this plan. Ground floor uses that hide parking and create a vibrant street atmosphere shall be incorporated into the design of any new parking facility.

Turning Basin West

This area is a transitional area between the downtown and the Riverfront Warehouse District. The area is bounded by East Washington Street, Petaluma Boulevard, D Street and the Petaluma River, and includes a portion of the downtown and the area between B and D streets. The plan focuses on the area between B and D streets, which contains underutilized parcels currently used for car sales and services as well as parking and storage functions. The City maintains a fire station at the corner of D and Second streets, and there is a PG&E substation where D Street meets the river.

OBJECTIVE 3: Promote the development of retail, entertainment and related attractions that will establish a strong center focused on the Turning Basin and reinforce downtown businesses and new residential uses.

Within this area, there is an opportunity to establish new uses that can revitalize this segment of the waterfront and reinforce the downtown businesses. Opening up the riverfront for public enjoyment between the Petaluma Mill and the PG&E substation is also a key objective for this area.

Policy 3.1: Encourage the development of new entertainment uses, including a cinema.

The size of the existing blocks and the adjacency to performance venues elsewhere in the downtown make this area attractive as a location for entertainment uses. A cinema could become a major draw, attracting people to the larger downtown area at night and throughout the day. Other appropriate entertainment uses could include a jazz club, dance club, theater, and other types of entertainment uses. In order to attract a cinema and other entertainment uses to a downtown location, the City should consider incentives such as providing
parking and prohibiting the development of a new cinema complex within the city along the freeway.

**Policy 3.2: Encourage the development of visitor lodging.**

A small hotel or inn is another commercial use that would create a new focus of activity along the river and support the downtown retail district by attracting visitors to the area. A hotel or inn in this area could build on the amenity of the riverfront and the proximity of Petaluma’s historic downtown.

**Policy 3.3: Provide for office uses.**

Office uses are permitted in the area, and are encouraged in order to provide additional activity and daytime patronage for downtown retail businesses.

**Policy 3.4: Provide for support retail uses.**

In addition to the Petaluma Mill and the existing downtown, intensive, small scale retail, including restaurants and small shops is encouraged in this area.

**Policy 3.5: Provide for the development of parking facilities to serve the downtown and new uses.**

Structured parking will be necessary in order to create an intense pedestrian oriented district, as envisioned in this plan. Ground floor uses that hide parking and create a vibrant street atmosphere shall be incorporated into the design of any new parking facility.

**Policy 3.6: Encourage the development of heritage trolley service.**

Trolley service along the west side of the Turning Basin (which includes the trestle and Water Street segments of the historic trolley tracks) will enhance the waterfront experience in this area and provide a potential transit link between this area and the River Warehouse area to the south and the North River area across Washington Street.

**Riverfront Warehouse District**

The Riverfront Warehouse District is noteworthy for its distinctive mix of warehousing and industrial uses that co-exist with a small colony of residential bungalows and homes. Foundry Wharf, located at Second and F streets, is a mixed-use office and light industrial development that has combined adaptive reuse of old structures and development of new buildings in an exemplary way. Between Foundry Wharf and McNear Hill, there is a combination of traditional industrial uses and highway-oriented commercial uses.

**OBJECTIVE 4: Provide for a mix of compatible light industrial, office, retail and residential uses that main-**
The plan seeks to maintain the unique character and mix of uses in the Riverfront Warehouse District while allowing for new uses and activities. During the past several years, proposals for both new employment and new housing development in the Riverfront Warehouse District have been presented to the City. Consistent with these indications of the market for the area, the plan proposes to continue the well-established patterns of living and working in the area.

**Policy 4.1: Allow office, research and development, and light industrial uses that are consistent and compatible with the existing use, scale and character of the area.**

It is anticipated that the Riverfront Warehouse District would attract new office and employment uses that are drawn to the amenity of the riverfront and the unique character of the area. The area is expected to accommodate office and light industrial businesses within new or rehabilitated buildings.

**Policy 4.2: Support existing river-dependent and agricultural support industrial uses.**

The plan places a high priority on maintaining the existing industrial uses in Central Petaluma. In contrast to the agricultural and construction-related activities in other portions of the study area, industrial uses in this area are smaller in scale and are generally conducted within a building. Within the Riverfront Warehouse District, existing industrial users will maintain their status as legal conforming uses and be allowed to continue and expand if desired by the business owners. The introduction of new uses within this area is predicated on the understanding that the industrial operations will remain, and any new use must be compatible with the ongoing industrial activities. However, this area is also an historic residential area, as well. Therefore, new industrial uses must have business practices that are compatible with the existing residential character of the area.

**Policy 4.3: Allow new housing within this area.**

New housing that is complementary to the existing scale and character of the area is encouraged. In this area, a combination of townhouses and live/work lofts could be developed in new structures or through the rehabilitation of existing buildings. (CDD, 3/02) Housing would be most appropriately developed in the area between D and H streets, which is close to the downtown and recreational amenities such as Walnut Park and the river, or in the vicinity of McNear Hill.
Policy 4.4: Encourage development of heritage trolley service.

First Street between “C” and “H” Streets provides a unique opportunity to encourage land uses consistent with pedestrian, bicycle, street rail and automotive access. The existing historic rail features are a positive link between past and future intensive land uses in the Riverfront Warehouse District.

Policy 4.5: Expand the Riverfront Warehouse District.

South of Foundry Wharf, land between Petaluma Boulevard South and the river is designated as “Industrial” and “Thoroughfare Commercial” in the City’s General Plan. The plan calls for expanding the mixed-use Riverfront Warehouse designation to include this area in order to provide for a more flexible mix of land uses in the area.

Lower Reach Area

The Lower Reach area includes the area on the east side of the river from D Street south to Highway 101. This area is the largest in the study area, comprising approximately 163 acres of land. The majority of the land area, utilizing all of the riverfront, accommodates three large industrial operations associated with the construction industry: Jerico Products, located on 8.3 acres at the head of the McNear Channel; Shamrock Materials, located on 4.6 acres between the McNear Channel and the railroad right-of-way; and Pomeroy Corporation, located on approximately 140 acres south of the Shamrock operations. On the west side of the railroad tracks, the City maintains approximately 11 acres of land, which are used for the wastewater treatment plant, city corporation yard and animal shelter.

OBJECTIVE 5: Expand the Lower Reach area as a center of employment, mixed use and region-serving commercial activity consistent with maintaining river-dependent industrial uses.

The Lower Reach area offers the greatest potential for redevelopment over the life of the Specific Plan. The plan accommodates the existing river-dependent industrial uses in the area, but also anticipates significant changes to the Lakeville Street corridor and at the southern end of the “Pomeroy property”. Mixed Use and River-Dependent Industrial are the primary land use designations (this area also includes the proposed McNear Peninsula park designation).

Policy 5.1: Provide for continuation of the existing river-dependent industrial uses.
The Specific Plan provides for continuation of the existing large, river-dependent industrial users in this area and requires a similar type of subsequent use that is dependent on the river for transport of goods and materials.

**Policy 5.2: Locate a transit station in the vicinity of the Caulfield Lane extension.**

In the southern portion of the planning area, a new passenger transit station has been proposed by the City and the Sonoma-Marin Transportation and Land Use Study conducted by the Sonoma County Transportation Authority and the Marin Countywide Planning Agency. It is assumed that this station would include approximately 200 parking spaces for transit patrons. The station would be located adjacent to the railroad tracks and provide access via the proposed Caulfield Road extension.

**Policy 5.3: Allow for an intense Mixed Use development on land not utilized for industrial purposes.**

The southernmost 30 acres of the Pomeroy Corporation property have not been used by the company, and may be considered for new development. The plan allows for the redevelopment of this site consistent with the “smart code” regulations. Mixed use in this location would be an easy bicycle ride from many Petaluma neighborhoods, and could be accessible by the proposed passenger rail transit service. An employment destination at this location could capitalize on the amenity of the riverfront, incorporating public riverfront trails with restored riparian and/or wetland habitats. The plan encourages incorporating housing, restaurants, cafes, banking facilities, child care services, and showers and lockers and related services. Transportation alternatives are discussed in the Circulation element.

**Policy 5.4: Provide for the continuation of thoroughfare-oriented retail uses along the west side of Lakeville Street from Lindberg Lane to the Highway 101 interchange.**

Due to its location near a major freeway interchange, the plan provides for the continuation of thoroughfare-oriented commercial uses along the west side Lakeville Street in the vicinity of the Highway 101 interchange.