City of Petaluma, California
General Plan 2000-2020
Economic Health and Fiscal Sustainability
Workshop #5 Summary

Paying for "The Goods"	**Economic Sustainability**					**Economic Diversity**			**Sense of Place**					**Choice**					**TOTAL**
	reduced in- and out-commuting	advanced communi-cations systems	foster environ-mentally friendly development	"green" energy resources	other	"living wage"	housing for all income levels	other	open space, parks, recreation	increased downtown activity	visitor attractions, facilities	arts & cultural attractions, programs	other	"big box" retail	regional/ destination retail	nightlife, entertainment	promote smaller, locally-owned businesses	other	
spend public $																			
redevelopment using eminent domain	1		2 [2]XX [1]X [2]XX	3 [1]X	4		5 [2]XX	6	7 [5]XXXXX [2]XX	8 [3]XXX [1]X	9 [1]X	10 [1]X [1]X	11	12 [2]XX [6]XXXXXX	13 [1]X	14 [1]X		15	[16]XXXXXXXXXXXXXXX [7]XXXXXXX [9]XXXXXXXXX
subsidies and/or financial incentives for desired projects	16 [1]X [3]XXX	17 [3]XXX	18 [1]X	19 [4]XXXX [1]X	20 [1]X		21 [4]XXXX [1]X	22	23 [1]X [1]X	24 [1]X [1]X	25 [2]XX [1]X	26 [1]X [2]XX	27	28 [1]X [4]XXXX	29 [2]XX	30 [1]X	31 [4]XXXX [2]XX	32 [1]X	[24]XXXXXXXXXXXXXXXXXXXXXX [11]XXXXXXXXXX [9]XXXXXXXXX
free local transit					33			34		35 [1]X [1]X	36 [1]X	37 [1]X	38					39	[1]X [2]XX [1]X
increase public revenues																			
increase revenue from existing sources		40 [1]X			41 [1]X	42 [3]XXX	43 [3]XXX [2]XX	44	45 [1]X [1]X	46	47	48 [3]XXX [1]X	49			50 [1]X		51	[11]XXXXXXXXXX [4]XXXX [2]XX
enact new taxes		52 [3]XXX	53 [1]X	54 [2]XX [1]X [4]XXXX	55 [1]X	56 [1]X [2]XX	57 [1]X [2]XX	58 [1]X	59 [2]XX [2]XX	60 [1]X	61 [3]XXX	62 [1]X [1]X [2]XX	63			64 [5]XXXXX		65 [1]X	[9]XXXXXXXXX [9]XXXXXXXX [20]XXXXXXXXXXXXXXXXXXX
expand business base/seek fiscal "cash cows"					66	67 [2]XX [1]X [1]X	68 [2]XX	69	70 [1]X	71 [1]X [2]XX	72 [1]X [3]XXX	73 [3]XXX	74 [1]X	75 [4]XXXX [2]XX	76 [4]XXXX [2]XX	77 [1]X		78 [2]XX [1]X	[15]XXXXXXXXXXXXXXX [17]XXXXXXXXXXXXXXXX [2]XX
require or impose private sector costs																			
code enforcement/ beautification					79			80		81 [1]X [2]XX	82 [1]X	83 [1]X	84					85	[3]XXX [2]XX [0]
displacement					86	87 [1]X		88	89 [3]XXX	90	91	92 [1]X	93	94	95	96		97	[3]XXX [2]XX [0]
implement programs																			
improve "look" via stricter design guidelines					98			99		100	101 [3]XXX	102	103					104	[0] [3]XXX [0]
expand market by allowing greater population growth	105 [2]XX [1]X				106	107 [1]X [2]XX		108		109 [2]XX	110	111	112	113 [1]X [1]X	114 [1]X	115	116 [3]XXX [1]X	117	[8]XXXXXXXX [3]XXX [4]XXXX
build affordable housing	118 [2]XX [2]XX				119	120 [9]XXXXXXXXX [1]X		121		122			123					124	[11]XXXXXXXXXX [3]XXX [0]
zoning																			
expand zoning for higher-density housing	125 [2]XX [2]XX		126 [2]XX [4]XXXX		127	128 [5]XXXXX [1]X [1]X	129 [1]X			130			131					132	[9]XXXXXXXXX [7]XXXXXXX [2]XX
strengthen affordable housing requirements	133 [3]XXX [2]XX				134 [1]X	135 [7]XXXXXXX [1]X	136						137					138	[11]XXXXXXXXXX [3]XXX [0]
reduce parking reqs. as zoning incentive for desired projects			139 [1]X	140	141	142 [1]X [1]X	143		144	145 [1]X	146	147	148 [3]XXX	149 [1]X [1]X	150 [1]X			151	[1]X [3]XXX [6]XXXXXX
increase height limit as zoning incentive for desired projects			152 [2]XX		153 [2]XX			154		155 [1]X	156 [1]X		157			158 [1]X		159	[7]XXXXXXX [0] [0]
rezone some sites for employment uses	160 [1]X [4]XXXX		161 [1]X		162			163		164 [1]X			165					166	[2]XX [5]XXXXX
expand available land supply																			
promote mixed use (jobs and/or retail with housing)	167 [5]XXXXX [3]XXX [1]X		168 [3]XXX [1]X		169 [2]XX	170 [3]XXX [1]X		171		172 [1]X	173		174					175	[14]XXXXXXXXXXXXX [5]XXXXX [1]X
acquire central sites for redevelopment			176 [1]X [2]XX		177	178 [1]X [1]X	179			180 [1]X	181 [2]XX	182 [1]X	183			184		185	[6]XXXXXX [3]XXX [0]
allow development on large open infill parcels within developed area			186 [5]XXXXX		187	188 [1]X [1]X	189				190 [1]X	191	192	193 [3]XXX [1]X [5]XXXXX	194 [2]XX [3]XXX	195		196	[12]XXXXXXXXXXXX [2]XX [8]XXXXXXXX
allow development on open and/or ag areas at city edge			197 [4]XXXX [5]XXXXX		198			199					200	201 [12]XXXXXXXX XXXX	202 [10]XXXXXXXX XX			203	[4]XXXX [0] [27]XXXXXXXXXXXXXXXXXXXXXXXXX
TOTAL	[16]XXXXXXXX XXXXXXXX [16]XXXXXXXX XXXXXXXX [2]XX	[1]X [0] [6]XXXXXX	[21]XXXXXXXXX XXXXXXXXXX [10]XXXXXXXX X [8]XXXXXXXX	[6]XXXXXX [3]XXX [4]XXXX	[7]XXXXXXX [1]X [0]	[6]XXXXXX [3]XXX [1]X	[37]XXXXXXX XXXXXXXXX XXXXXXXXX XXXXXX [9]XXXXXXXX [7]XXXXXX	[0] [0] [2]XX	[13]XXXXXXX XXXXX [6]XXXXX [0]	[10]XXXXXXX XX [8]XXXXXXX [3]XXX	[9]XXXXXXX [9]XXXXXXX [4]XXXX	[9]XXXXXXX [9]XXXXXXX [2]XX	[0] [1]X [0]	[11]XXXXXXX XXX [3]XXX [31]XXXXXXX XXXXXXXXX XXXXXXXXX X	[10]XXXXXXX XX [3]XXX [14]XXXXXXX XXXXXX	[1] [3]XXX [7]XXXXXX	[7]XXXXXX [3]XXX [0]	[3]XXX [1]X [1]X	

LEGEND

X	Indicates a cell that in a participant's judgment exhibits a strongly advantageous combination of a "good" and a way of "paying" for that good (each participant provided with 6 stars).
X	Indicates a cell that in a participant's judgment exhibits an intersection between a "good" and a way of "paying" for that good that the participant thinks would be advantageous or acceptable, but does not feel as strongly about as above (each participant provided with 4 stars).
X	Indicates a cell in which a participant feels strongly that the resource in the left column should<u>not</u> be applied to paying for a particular good (each participant provided with 4 stars).

*** The above matrix provides a summary of citizen input from the "Economic and Fiscal Sustainability Workshop" held on October 4, 2001 as part of the first phase in the development of Petaluma's General Plan 2000 - 2020. The data above represents only input collected from the facilitated table-top matrix exercise; additional comments were collected and will be presented as part of a complete summary report to be released in early 2002.**