

**General Plan 2000-2020**  
**Workshop #8 – Wrap-Up 1<sup>st</sup> Phase Visioning**  
**PARTICIPANT IDEA-GATHERING SHEET SUMMARY**

**Saturday, November 3, 2001 – 8:30 AM - 12:30 PM**

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**\*PLEASE NOTE:** Each bullet point represents one participant's comments.

**I. IDENTIFICATION OF TRENDS AND PATTERNS**

***Economic Health & Fiscal Sustainability***

- ▶ Development in open areas are not favored. Build affordable housing. Expand business base – seek “cash cows.” Housing for all income levels. Don't want big retail. Foster environmentally friendly development. No new taxes.
- ▶ No new taxes. Expand businesses – per map summary. Local employment. Housing for all income levels.
- ▶ Don't allow development on open and/or agricultural areas at the City edge. No big box retail. No new taxes. Yes – open space, parks and recreation. Do foster environmentally friendly development. Do reduce in and out commuting. Housing for all income levels. Subsidies and/or financial incentives for desired projects. Green energy resources.
- ▶ City edge and boundary areas not to be developed. In and out commute to be reduced. No new taxes. Advanced communication systems are not important. Big box retail is not wanted. Regional retail/center is not wanted. Housing for all income levels – approved, affordable housing. Infill development generally split.
- ▶ Housing for all income levels. Reduce in/out commuting. Do not subsidize advanced communication system. Strong town center business area.
- ▶ Affordable housing is very important. Find ways to reduce in/out commuting.

- ▶ This was the most confusing exercise and again today our group did not know how to interpret the results. There are many ambiguities, several interpretations of some boxes, and areas grayed out that many thought were missed opportunities. I would like to look at this matrix individually and study it in quiet before making my statements.
- ▶ Reduce in and out commuting. Increase diversity downtown and industrial area. Diversity increased by mixed use. Housing for all. Workforce housing. People strongly against big box stores. People want open space and recreation. Make affordable housing available with strong housing requirements. Protect and increase open space.
- ▶ Nothing specifically addresses the needs of the very low-income population.
- ▶ Want all levels of housing – more infill, density, higher elevation and to change affordable housing requirements. Maintain open space and do not expand the City. Environmentally friendly development. Reduced commuting – desirable but not sure how to achieve, i.e., work from home, light rail, more buses, major carpool incentives, gas tax \$3.00/gallon and use for alternative energy development and public transportation. Incentives for bicycle use. Housing mixed with commercial. Open space, park and recreation. No one addressed needs of very low income. People appear to want things that they don't want to pay for (tax themselves for). Strategies to encourage difficult changes – economic carrot and stick would be incentives and consequences; concept of enlightened self-interest – the public good.
- ▶ Don't allow development on open space/agricultural areas on the City's edge. No big box retail. Build affordable housing. Provide green energy sources. Promote mixed-use jobs and/or retail with housing. No regional destination retail. Strengthen affordable housing requirements. Redevelop using eminent domain.
- ▶ Trend away from agricultural land for big box retail or subsidies. A trend for affordable housing by building, zoning and additional regulations. Trend to reduce commuting by promoting mix housing. Use subsidies to promote green energy and housing away from big box.

- ▶ Housing for all income levels is very important with affordable housing and stronger requirements for affordable housing. No development on City's edge. Big box retail was not popular by a ratio of 3-1. Interesting to note that without new taxes or sales tax revenue, how can the City be fiscally responsible or economically sustainable? Want tourists but have to have some attraction.
- ▶ Housing to all income levels. Against big box retail. Regional destination. No support for development of commercial retail businesses. Support for tourism and downtown activity. Support for energy and housing subsidies. No realization that tourism wanted is attracted by big box and regional retail and provides dollars to pay in other services. Tourism desirable out need activities to attract to them.
- ▶ People are interested in maintaining a small town feeling and controlling growth.
- ▶ Petaluma trolley a project by a local non-profit 501(c)(3) membership corporation will help set design standards, provide community and regional identity and focus development interest in downtown Petaluma and the Redevelopment District.
- ▶ Remain small town. Emphasize downtown. Mixed use downtown – residential/business. Up to four-story density. Twenty-four hour town. Traffic calming as economic force for success in the downtown. Regional tourism is viable economic force useful to Petaluma.
- ▶ Maintain use of Petaluma River as a viable transportation waterway, i.e., heavy materials - carriageway.
- ▶ People want small town atmosphere and physical setting – a real City center. Subsidize cultural and social events to maintain sense of community and develop character and marketability of the City. People may be willing to pay higher taxes to achieve that end.
- ▶ Housing for all without going outside city limits. More dense and mixed-use housing to retain open space. Environmentally friendly development.

- ▶ Housing for all income levels. Increased downtown activity. Environmentally friendly development and reduced commuting are strongly advocated. Big box development mixed. Use zoning as a means to encourage housing and to avoid big boxes. Emphasize mixed use. Use arts and culture to encourage economic sustainability.
- ▶ A high trend is to reduce in and out commuting by building affordable housing, but says nothing about increasing jobs. Everyone wants more affordable housing but only one person was willing to say out loud “Not In My Backyard.” Where will we put all this housing and how will we pay for it? Promote mixed use is well shown, but who will build it? When we tried to get residential over at the Gatti Shopping Center the developer wouldn't go for it. This sheet is really ambiguous.
- ▶ Trend - mixed-use development (and redevelopment) is the key. Hub is best example and also downtown, Fairgrounds, Railroad Square, Lakeville and Redwood Business Park. Should be “new urbanism” design standards vs. block zoning. Promote eco-tourism via Lafferty Ranch Park, Petaluma Marsh, Arts and Culture, and community supported agriculture on the suburban fringe. Farms and Art Trails. Agriculture tourism featuring our dairy and poultry and community supported agriculture.

### **Land Use & the Built Environment**

- ▶ No growth in flood plain. No growth outside of the City. Downtown development favored. Downtown special places – keep it preserved. Develop the Fairgrounds.
- ▶ Discourage growth in the flood plains. No retail development in open space. Maintain open space. Environmentally friendly development.
- ▶ Don't develop at City edge. Do develop downtown. Don't develop in flood plain.
- ▶ The downtown area and the river front are both special but also should be developed. Do not develop the upper river/flood plain area. Do not develop the City boundary area.

- ▶ Preserve Petaluma River area. Develop Hub for growth. Downtown area is a special place. Preserve Urban Growth Boundary (UGB). Preserve area outside. Strongly support recreation at McNear Peninsula and Lafferty Ranch Park. More parks are needed.
- ▶ Keep growth centered downtown plus infill where appropriate. Conserve town character. Conserve natural open space and natural features like the river and creeks.
- ▶ City should consider expanding the Sphere of Influence beyond the UGB. Lots of controversy is represented with red and blue dots in the same area. Major trends indicate preservation of the existing flood plain and preservation of urban growth limit. Everywhere there has been a proposal for development, there are people in opposition. All existing potential parks are valued as open space. Fairgrounds/Kentucky looks good for redevelopment, so we should make it high density. It is a rare opportunity for growth at a highly visible location that has little opposition.
- ▶ Strong cluster of growth downtown near the animal shelter. Special places are the parks and downtown. Preservation of Corona Reach area. Preserve area North of Corona Reach near the freeway. Expansion of Helen Putnam Park. Desire to expand Shollenberger Park.
- ▶ Stars/Dots are ambiguous indicators and sometimes seem very personal and subjective. Have to look for consensus groupings. Expansion of Helen Putnam and Shollenberger Parks. People will only change if there is negative economic consequence or a positive economic incentive. Voluntary sacrifices don't come easily and must have "enlightened self interest."
- ▶ Growth focused on central area, river and hub with infill options scattered throughout the West side. Areas of conflict (red and blue dots overlapping), which is likely to lead to local conflicts. No more building in the floodplain – protect open space West of Rainier (possible catchments for excess winter water?). Ideas – expand Helen Putnam to create large contiguous open space; expand Shollenberger – larger wild areas attract more wildlife. Cluster housing (like village housing in Davis) to protect land and remaining vacant residential areas to reduce conflict.

- ▶ No building outside of town. No building in flood plain. Major interest in developing downtown. Big interest in developing Lakeville, Highway 101, Petaluma River property and current Fairgrounds/ Kenilworth. Expand down river of Shollenberger Park. Don't build on Varnhagen property.
- ▶ Opposition to building in the flood plain North of Payran. Downtown strong interest in developing a central corridor. Strong support for our parks and fairgrounds. Opposition to developments on Varnhagen properties and hillsides on the Westside.
- ▶ Growth areas overwhelming in downtown, Pomeroy and Fairgrounds locations. No growth along river upstream from Payran Street. The downtown area is a popular for a "favorite place." Existing recreation areas are very popular. Residential areas are shown as preservation areas (conflict with chart showing need for housing).
- ▶ Strong support for preservation of the river. Downtown (old town) and restaurant support. No support for development along the river in the flood plain areas up the river from Payran. Support for development of Kenilworth site. Little support for growth development on the Western side and preservation of the views of the foothills. Lots of support for existing destinations on the West side downtown area.
- ▶ As a native Petaluman, it's hard to see all the growth that's happened and predicted to happen. I personally like the old railroad depot just the way it is now with empty lots. I think development of that area will cause major traffic problems. I also heard talk of a new connector from Caulfield Lane to Petaluma Boulevard South and I would not like to have that.
- ▶ Build up the downtown. Provide pedestrian and bike access throughout separate from streets and roads as much as possible. Focus on river as the town square.
- ▶ Increase residential density. Preserve open space. Use a holistic approach to traffic and focus on fact that traffic delivers money and commerce. Make wholesale changes as necessary.

- ▶ Discourage development in flood plain/open space. Develop the downtown area, hub, area East of floodway and West of Lakeville. Blue dots for growth did not distinguish between residential or commercial growth. Expansion of existing parks, i.e., Helen Putnam and Shollenberger Park. No development outside City limits on perimeter.
- ▶ Areas especially desirable for land use are the downtown, hub area and the area beyond the Southern approach to the City. Land use discouraged for flooding area. Comment was made that East side is devoid of “special places.” Lafferty Ranch Park opening was strongly advocated. No growth outside the UGB. Magnolia Park, Lafferty Ranch Park, McNear Peninsula and Lynch Creek to marsh area near Shollenberger developed into algae ponds.
- ▶ Blue shows growth but does not differentiate between housing, commercial, density and retail, etc. No growth is obvious, it incorporates all of the above.
- ▶ Support for Lafferty Ranch Park. Creeks should be cherished. Development in City center tied to economic health. Mixed use. High priorities are: Lafferty Ranch Park, Magnolia Hill, Corona Reach, Lynch Creek and the McNear Peninsula.

### **Recreation & Open Space**

- ▶ Walking/Biking or riding trails. No golf courses. Ribbon of open space along the Petaluma River. Town square.
- ▶ The open space area is not to include golf courses. Open space is encouraged in regional areas outside the City.
- ▶ No golf courses. Support for walking, etc. trails. Support for ribbons of space along river and creeks. Support for town square or public garden.
- ▶ No more golf courses. Non-accessible open space preserves – not acceptable. More public use properties for sport and recreation.

- ▶ Walking, biking and riding along the Petaluma River and Lafferty Ranch Park. Open space ribbons along the creek. Town square and public garden. Sports areas and parks in the flood plains. No more golf courses.
- ▶ Strong desire for “passive recreation” opportunities and publicly accessible natural open space, both in town (i.e., along the river) and outside at Lafferty Ranch Park. Smaller but significant demand for ball fields and aquatic centers. No more golf courses.
- ▶ Move industry and other potential uses to urban fringe or elsewhere to allow for parks and recreation opportunities in the river area. Develop stream trail connections to the river on both sides. Build pedestrian and bicycle bridges.
- ▶ Strong support for bicycle and horse trails. Ribbons of open space along the river. More public spaces. Gymnasium and teen center. Town square and public garden. Soccer and softball. Development of pedestrian river walks. Central Petaluma Specific Plan.
- ▶ Kentucky Street as pedestrian area. Depot area as Town Square. Golden Eagle connects to downtown. Investigate within school system whether elementary school fields and play equipment could be more available after school areas. Invest in a few recreational supervisors to be at school sites in late afternoon or evening on a regular basis for kids and teens recreational resource.
- ▶ Increase in walking, hiking, and biking trails especially along the river. Desire for more public spaces outside for people to gather. Sports complex for young people and adults. Put town square/public garden in depot area with mixed use. Idea – develop small open park space along the River in Golden Gate Shopping area or between the River House and Golden Eagle Shopping Center; Make 4<sup>th</sup> Street and Kentucky Street pedestrian only from “B” Street to Washington Street and add improvements to make attractive with benches, plants and wider walkways for outdoor shopping. Explore closer coordination between the City and schools to maximize round the clock or extended usage rather than building new facilities.
- ▶ Strong support for hiking, riding and bicycling. Strong support for trails along rivers and creeks. Town square or center.

- ▶ McNear Peninsula supported for recreational, development (what kind?) and preservation. People want access to recreational acreage the City owns. Extremely strong support for walking and bicycling. Area of possible location along the riverfront. Flood plain area suitable for walk, bike, public garden, native vegetation, demonstration garden or interpretation. Multi-cultural Center, depot area, movie theater, cultural arts, gymnasium and recreation center.
- ▶ Open all watercourse creeks (Water Agency) areas to pedestrian and bike access. Petaluma River is the focus historically, and it should be the focus of recreational and business development. There is a regional park need. It is an urban facility. We need to buy open space.
- ▶ Create downtown plaza – open public space for public and buses. Think about subterrain garage (waterproof to protect from water table – many examples in European Cities). Use of river area for public focus - downtown - river area a locale for town center. Use of wetlands as locals and tourist interest. Local Chamber of Commerce to market future creation of cultural and arts for locals and tourists.
- ▶ Maintain and use open space for specific use. Create real playing fields with parking and roads to support use. Think holistic.
- ▶ Bike trails and walking especially along the river town square concept. Close off Kentucky Street/4<sup>th</sup> Street to cars, at least on the weekends (between East Washington and “B” Streets. Are school gyms and playing fields 100% utilized, i.e., is there a need for more gyms and playing fields? Cluster housing (new developments) surrounded by open space.
- ▶ Biking and walking areas desirable overall City wide especially paths or throughways connecting East and West and North and South corridors. Using the river as an allocation for paths appears obvious. Creek areas have potential for recreational and bike/walk paths. We need to have more ribbons of open space and no golf courses.

- ▶ Accessing areas across town without a car is extremely difficult. Open space areas within town are very important. Using the creeks and river as open space is sensible – currently these places occur happenstance without a clear plan – entries and exits are not always obvious or safe. Connecting in-town and edge of town open spaces makes the spaces more valuable and useful.
- ▶ The trend is to maintain and build a “small town” atmosphere by keeping Petaluma pedestrian friendly. Surprising how the West side” has so many “special places” – stars in the residential neighborhoods and the East side is totally void of “special place” stars.
- ▶ Synergy between transportation (utility) and recreation aspects of walking and biking. Ability to get to and from major destinations (i.e., parks, field and recreation) by bike or foot. Clear link between and support for walking, hiking, cycling for continuous ribbons on park trails and open space. Open Lafferty Ranch Park!!

### ***Transportation/Circulation***

- ▶ East Washington Street a pedestrian and bike hot spot – main artery around town. Enjoy walking along the river. Petaluma Boulevard North is dangerous to pedestrians and bikes. Corona Road. Downtown a mixture of concerns and favorable. Favorite walking spots – Lynch Creek, River and Shollenberger Park. McDowell Boulevard and East Washington Street are hot spots. “D” Street/Lakeville.
- ▶ Core arterials are pedestrian hotspots. Bicycle routes are of concern as well. Petaluma River. Washington Street. Petaluma Boulevard. Circulation impacts are crucial outside the City. Petaluma Boulevard. Adobe Road. Redwood Highway. Frates Road.
- ▶ Hot spots for pedestrians and bicyclists: Petaluma Boulevard, McDowell Boulevard and Washington Street. Favorite walking: Lynch Creek, river and parks.

- ▶ Hot spots for walking and bicycles along the major roads in the City. Washington Street. Bodega Avenue. Petaluma Boulevard North. Corona Road. Western Avenue extension. Favorite walking: upper river area and Lynch Creek. Vehicle hot spots are at Washington Street and McDowell Boulevard, "D" Street and Lakeville, Petaluma Boulevard and Washington Street, Old Redwood Highway and North McDowell Boulevard.
- ▶ Better facilities for pedestrians and bikes. Washington Street. Petaluma Boulevard. More bike paths. River Taxi. Hotspots: City streets linking to County Roads to bypass Petaluma. Need bus loops by the Junior College and Junior High School so you can get somewhere without traffic congestion. Railroad transit stations: Corona Road – downtown, Haystack Landing but also Lakeville Industrial. Adobe Road transit.
- ▶ Main arteries, especially crosstown, must be more pedestrian and bicycle friendly.
- ▶ More crossing of river and freeway. Make bicycling safer for school routes, recreational riding and general transportation. More crosstown connections are needed. More bicycle lanes are needed. Signage to direct bicycles to existing routes would help. Lighting is important for evening commutes and uses. Shopping centers need bicycle racks and low landscaping to improve visibility. School buses should be free. Public buses need to alter routes to allow better loops and direct up/down. Washington Street, McDowell Boulevard and Petaluma Boulevard travel separately so riders don't all have to go downtown or transfer. Improve bus transportation to and from Junior College. Locate a rail transportation hub with commuter parking on North end of town in addition to historical rail terminal. Get trucks off of urban and residential streets. Make loop roads.
- ▶ Heaviest pedestrian traffic downtown is at McDowell Boulevard and Washington Street. Favorite pedestrian spots surrounding downtown parks. Bicycle hotspots are Washington Street and freeway. Need for crosstown shuttle. Need for more parks and ride. Need for trolley East/West and North/South. Dress up and publicize City buses. Too many cars/congestion at Washington Street/McDowell Boulevard and downtown "D" Street. Need for more transit at train depot – transit hub sprinkled around town.

- ▶ Seems very logical to put emphasis on the Central Petaluma Specific Plan. The river bridges are in place - the concentration of interest and charm in downtown can naturally spread to areas directly across the river.
- ▶ Downtown – try to develop on East side of the river to create more of a town center with less congestion. Create more parking on the edge of downtown (or add layer to parking garage). Crosstown trolley – need a staging area, a turning area and a bus stop. Encourage bus use – market idea to keep change perceptions about bus use. Need frequency of buses. If you use a car you wait longer at lights – this will encourage people to walk, use public transit or bike. Maximize traffic synergy and planning – “best practices in traffic.” Create and educate people about alternate traffic routes, especially for through traffic.
- ▶ Conflict in downtown/Kentucky Street. Washington Street is a hot spot. Lynch Creek is a favorite – support and use. Downtown is a vehicle hot spot. East Washington is a problem.
- ▶ Contradiction between hot spots and favorite walking areas in the downtown. Washington Street is not good for bicycles or pedestrians. Corona Road and North Petaluma Boulevard is not good for pedestrians or bikes. Washington Street and McDowell Boulevard is a difficult auto location. Actually, there are very few vehicular hot spots. Map shows that there are not really that many vehicular hot spots. Maybe traffic isn't as bad as people think. Noted some good bike and pedestrian paths.
- ▶ Downtown is an area with conflict between different users i.e., walkers vs. bikers. Bodega Avenue is bad for pedestrians and walkers. Freeway overcrossing is bad for cyclists and walkers. Lynch Creek and lots of support for and use of the creek trails. Hookup from new subdivisions on Victoria to developed area of the City is poor. Hot spots heavily noted old downtown – Washington Street, McDowell Boulevard and “D” Street Bridge area. Old Adobe hot spot may indicate high use of Old Adobe as alternative to Highway 101. Lots of accidents, vehicles and deers on a one-lane road. Minimal transit problems outside the central area. A thorough re-examination of the bus service schedule to industrial areas to the North and the airport and Casa Grande.
- ▶ Traffic calming is a very attractive solution to speeding and cut-through on residential streets.

- ▶ Petaluma should accept traffic levels D and F for short periods of time at selected intersections to avoid having to turn Petaluma into a street with a town attached as opposed to being a town served by its streets. Note: Addition in economic health and fiscal sustainability.
- ▶ Automobile is a failure of mass transportation. We want the luxury of choice to be able to walk, bicycle, or bus to our destinations. Petaluma is presently a “Level C” town. Acceptance of lower levels of intersection service (D or F) should be acceptable once good intersection design has been accomplished (built).
- ▶ Encourage youth and their families to use feet, bikes and buses for going to and from school. Delay the time teenagers must feel that they need a car. Find alternate local traffic routes including use of one-way streets. Make Corona Road with freeway access to handle Northeast side of the City buildout. Commit to Caulfield/river crossing as part of future redevelopment of City corporation/sewer plant area.
- ▶ Think holistic and make wholesale changes as necessary to get traffic moved from some areas and onto real arterial roads.
- ▶ Close off 4<sup>th</sup> and Kentucky Streets to car traffic between Washington and “B” Street – no one is happy now – cars, pedestrians and/or bike riders. Educate citizens to be patient at vehicle hot spots.
- ▶ Bicycle lanes needed on crosstown connectors. Pedestrian paths needed to cross safely over East Washington Street and some areas downtown. Cars, etc. have their biggest congestion around East Washington Street and Petaluma Boulevard, East “D” Street and Lakeville. One big problem I see is the transportation workshop I attended identified “D” Street, “B” Street and all areas around schools as transportation problems, but the map didn’t reflect this at all – what happened to traffic problems in the neighborhoods, especially “D” Street?
- ▶ Our crosstown connectors don’t function well for anyone but are appalling for pedestrians and bicyclists. It is impossible to walk or bike down Lakeville towards Kaiser – how did that happen? The buses don’t work well as the routes aren’t efficient.

- ▶ Rainier and a Southern crossing are needed. The auto stars are self evident and as expected by the Traffic Model. The bike/pedestrian hot spots would only be known by the same and are very enlightening.
- ▶ Cycling alternatives around East Washington Street. Make three lanes on Petaluma Boulevard from Magnolia to Mountain View (2+ turning lane) Use extra lane space to make cycle lanes. Bike trails on river and railway. Open Kenilworth bike crossing 24/7. City online database and electronic bulletin board (real time) for ridesharing with appropriate security qualifications, etc. (new not map related). City schools – partnership for: “safe routes to schools” which requires some traffic-calming measures along routes and transit values education.

## 2. **IDENTIFICATION OF CONNECTIONS AND COMMON THREADS**

### ***Connections & Common Threads***

- ▶ Infrastructure is not kept up with rapid development of past 10 years. No further development in the flood plain and open space.
- ▶ Infrastructure must be developed before growth continues. Infrastructure is always behind and never caught up. No further building in the flood plain.
- ▶ City infrastructure has not kept up with the population growth. The City budget has not kept up with the transportation needs. The City center, Petaluma Boulevard from Washington Street to “D” Street, should be walking and bike friendly.
- ▶ Historical downtown. Petaluma River. More recreation and cultural activities. Public spaces. Community gardens.
- ▶ We need a vibrant downtown, a beautiful river area and walkable/bikeable City and surrounding open space. We need public spaces for recreation (mostly natural spaces) for gathering in community events and cultural events, etc.

- ▶ Save historical downtown. Save river and flood plain. Use it for recreation not housing, commercial or industrial. Improve transportation on all levels. We have very few opportunities for development. People want more cultural activities/areas and a greater variety of recreation and entertainment (teens, seniors and amusement, etc.) public spaces. It looks as though there will continue to be controversy over any and all development.
- ▶ Cultural arts and multi-use Civic Center complex located at Old Petaluma Train Depot area. Keep option of Regional rail transit – it could bring people into gateway to Petaluma. Would combine theater, exhibition, event and meeting space with general recreation and open space along picturesque riverfront walkways and bike paths.
- ▶ People want to preserve the culture and beauty of the town while making adjustments for greater population. More affordable housing and mixed-use building could provide a healthy lifestyle while encouraging working at home or within the City, i.e., less in/out commuting. Build in accordance with transit lines. Encourage healthy business development – there will likely be gentrification as water area is improved, increasing the tax base. Heavier use of bicycles across town and more awareness of paths that exist.
- ▶ Emphasize Petaluma as a "River Town." Petaluma as a community. Maintain a village center. Goals and directions are clear – the means are more problematic. Many of the goals and changes supported by the envisioners will require sacrifices and life style changes from the population. Need careful strategies and educational efforts to reach the larger public and appeal to enlightened self-interest.
- ▶ Many of the desired changes will require a different mindset. Needs to be outreach and education about being a community and what that requires – trade offs are inevitable. Cultural regeneration of town center. Close off downtown area to vehicular traffic with nearby surrounding parking. Coordinate development with transportation. Build along corridors. Add bus stops. Bicycle path planning to increase bike use for in-town commuting and published bike path map. Educate people about fewer trips and cluster tasks.

- ▶ Strong move for bicycling, hiking and riding trails. Opportunity for recreation along flood plain. Support for town center/public garden.
- ▶ Depot area to be developed as a multi-use location. Downtown river front development for economic opportunities and provide easy access for pedestrian and bikes.
- ▶ Small town atmosphere. Sustainability – ecological. Limit and control growth.
- ▶ Pedestrian, bicycle and public transportation orientation should permeate all development in Petaluma. If you want a successful urban downtown, the pedestrian must come first. All business customers are pedestrians when they walk in the door.
- ▶ Small town atmosphere, character and physical size. Develop cultural, artistic and social interaction in order to define and develop Petaluma as a community. Respect the UGB.
- ▶ Need for public gatherings of all kinds. To achieve our goals, there will need to be recognized tradeoffs/sacrifices (i.e., more dense housing vs. Not In My Back Yard (NIMBY). Would education help, media involvement? Cluster transit and dense housing.
- ▶ There is direction to make the town more connected in terms of bicycling and walking, etc. There is a big emphasis on keeping the small town feel even as the City grows. Redevelopment can be useful if equal emphasis is put on sustainability and thoughtful planning. We want to maintain our communal area of downtown. Develop river front as parks, recreation and public areas. Create perimeter roads around the City. Develop hub and Haystack Landing areas. Traffic calming. Citizen participation in public services. Cultural center centrally located. Sustainable growth only. Housing that accommodates extended families.
- ▶ The title “Connections and Common Threads” sums up my idea as the existing connections/crosstown roads and rivers don’t work well and this break affects community function. Clearly strengthening and improving these connections is critical. They should be pedestrian and bike friendly and lined with trees. This framework should connect to the framework of parks, neighborhoods and City centers. This City could also do more to support community activity. Staff dedicated to community interaction exists in other Cities.

- ▶ “Small town.”
- ▶ Synergy between mixed-use, new and redevelopment, affordable housing, vibrant downtown and reduced ecological impact and increased sense of community.

### 3. **IDENTIFICATION OF ADDITIONAL NEEDS**

#### **Additional Needs**

- ▶ Make contractors more responsible financially for roads and parks, etc. Growth limitation.
- ▶ General Plan Workshops must address all impacts that take place beyond the City boundary as a result of continued growth by the City of Petaluma (i.e., traffic, ground water, aqua duct, noise). Only a very small percentage of the public participated in these meetings – less than 1%. Workshop results may not reflect a true public consensus. Public is not skilled in growth management, traffic circulation and needed water supplies.
- ▶ Nonhuman-accessible nature preserves. Limiting growth. No further development or building in the flood plain. By eminent domain, condemning all buildings and development in all flood plains and turning them into nonhuman-accessible nature preserves.
- ▶ Wider, better maintained streets. Bike and walking paths for crosstown. Develop the downtown areas yet keep walking areas around the river. Make future developers provide adequate roads, walking paths and bike paths. Our resources, including financial, water, and transportation must be proven first before future development. Limit growth for keeping within our present resources. Regional impacts of the City planning needs to be accounted.
- ▶ Neighborhood specific. Petaluma Fairgrounds demo farm. Youth activities beyond sports (i.e., agriculture, jobs and leadership opportunities). Eliminate single zones – residential ok everywhere.
- ▶ Community gardens. Central Town Square.

- ▶ Left out of the wrap-up was discussion on storm water infrastructure and flooding. Land use needs a more neighborhood specific way for the “needs” to be addressed. What do we do with the Fairgrounds when the State lease is up? Discuss how mixed development can work and where to put it. General Plan should identify what the private development segment will not automatically provide for us through market demand. We should then identify how, where and when to accomplish it. When considering affordable housing, it should come in all types and should target workforce moderate income as well as low.
- ▶ No discussion in this session of homelessness or social services. Need to build community involvement in government – encourage more participation in government.
- ▶ Housing for all – what about the homeless? Leadership from City staff and Councilmembers toward forward-looking new practices i.e., sustainability, traffic issues and some more visionary leadership. More involvement is needed from the general public. Need to have General Plan public meetings shown on PCA. Education about how individuals can make a difference. More education about economics of general planning for the City – where money comes from, how much is discretionary and what are the options.
- ▶ More competitive (big box retail) shopping opportunities so Petaluma residents do not have to travel to other communities and add to Highway 101 and vehicle pollution.
- ▶ Develop cultural center at the depot site with multi-use, i.e., live theater, movies and cultural displays. Continue making river area North and South available to walkers and cyclists. McNear Peninsula – play fields, demonstration gardens, herbs and medicinal and kitchen and shrubs. Landscaping that requires little water. Realty for tourism by providing shopping, i.e., destination retail to produce revenue. Avoid major East/West corridor for bicycle and develop path on adjacent streets.
- ▶ Petaluma is a river town and it also has been a serious railroad town. Petaluma trolley will enhance community identity with 1904 original equipment, historic reference, transportation education facility and economic benefit through regional visibility tourism and paid for with Federal grants (TEA-21) – good payback with minimal local match.

- ▶ If sales tax revenue from lack of big box development, think of alternate tax revenue, i.e., local tax of 0.5% on business annual sales of companies that don't generate sales tax revenues. Companies selling services, selling technical products with sales tax exemption. Concept already in use with Hotel bed tax.
- ▶ Make transit system functional. Create real arterial roads. Reorient and refocus zoning to accommodate and support future rail or other mass high-speed transportation. Need a vision of 2020-2050.
- ▶ Homelessness and social services. Money to pay for all this.
- ▶ My own concern regarding "D" Street and "B" Street is the traffic in- and out-bound to Petaluma/Pt. Reyes Roads is dangerous and overlooked. Use field space around Petaluma High School during daytime hours. Create pocket parks throughout the City. Traffic calming.
- ▶ Support for neighborhoods/citizens making improvements. Way to express non-physical needs and desires. Safety and pleasures - special places as defined which is places used daily (vital to community functioning).
- ▶ Rainier overcrossing. Southern crossing. A ring road from Kastania to Denman flats.
- ▶ Fresh look at existing amenities and framework, especially river and creeks. Building neighborhoods around parks – traffic calmed "safe routes to schools." Coffee shop at school and parks. Economic activity. Pocket parks in designated areas – buying 2-4 lots and tearing them down. Housing – granny units on existing lots. Expensive housing downtown. Foster self-organization in neighborhoods (allocate part of park development funds to neighborhood organizations. Ecological footprint – have community goals tied to reducing it. Need to tie into established indicators (i.e., vehicle miles traveled) and make it a matter of community pride to bring it down. Invite General Plan mailing list to view Petaluma from the Lafferty Ranch Park

\*PLEASE NOTE: Personal comments regarding City officials were not included.