

# AN ECONOMY THAT PROSPERS

Encourage a thriving business environment that results in a strong, diverse, resilient economy and supports community prosperity.

OBJECTIVE 1 – ATTRACT AND RETAIN BUSINESSES THAT GENERATE REVENUES AND PROVIDE JOBS THAT PAY L		LEAD	ASSIST	DATE	STATUS
<b>Workplan Items:</b>					
101	Create and promote business-friendly city operations such as zoning, permitting, and licensing.	EDOG/PLANNING			IN PROGRESS: The City has implemented the use of Open Counter, FACE hours at the counter on Tuesdays and Thursdays, new website, inquiries returned within 24 hours. Business toolkit and other collateral provide guidance for business. SB-2 grant application included request for funds to modify the west wing and create a one stop shop. Continue to explore additional ways to facilitate business friendly operations at City Hall.
102	Update Implementing Zoning Ordinance (IZO) and look for ways to consolidate, simplify, and streamline for more flexibility in reviewing.	PLANNING	CAO/EDOG		IN PROGRESS: Update to Density Bonus ordinance approved by City Council to streamline review and approval of project entitlements associated with Density Bonus applications. Updates to ADU legislation approved by City Council to comply with newly adopted state regs and other internal process improvements to streamline ADU review. Removed FIEA requirement for new hotel uses. Ongoing code updates planned through 2020 to continue to improve and streamline.
103	Prioritize and incentivize sustainable infill development.	PLANNING	EDOG		IN PROGRESS: Actively involved in preliminary discussion with applicants to encourage infill development in proximity to transit. Reviewing rezoning opportunities to prioritize infill sites for housing as possible.
104	Create programs to support start-up businesses by expediting permits and providing in-person permit consultations.	EDOG/BLDG			On Going. Meeting with permit applicants one day a week to expedite smaller projects.
105	Establish City minimum wage ordinance.	EDOG/CAO			COMPLETED: Creating an outreach campaign to support businesses which will include a window cling, a postcard and a webpage that will provide information to the public about the minimum wage.
106	Enhance information on licensing and permitting guidelines to be accessible and understandable to all.	EDOG	PLANNING/BLDG		IN PROGRESS: Actively collaborating with EDOG on updates to website, permitting, and handouts.
107	Work with regional workforce agencies to attract talent for local businesses.	EDOG			ONGOING: Held manufacturing symposium in late 2019 with local manufacturers.
108	Update the City's Economic Development Strategy.	EDOG/CMO			Not yet initiated.
109	Complete Airport re-zoning as a catalyst to new business opportunities.	PW&U/PLANNING			In PROGRESS: Updated Airport Land Use Plan (ALP) and submitted this to the FAA for approval. Once FAA approval is obtained can move ahead with City planning process.  Completed an update of the Airport Planned Community Distric and presented to Airport Commission for positive recommendation. Waiting for FAA approval of draft rezoning document before going before the Planning Commission and City Council for adoption.
110	Retain businesses that support local agriculture (e.g. processing, product development).	EDOG/PLANNING			IN PROGRESS: Text amendments to IZO to include small scale food and beverage production as "artisan/craft product manufacturing" to expand applicability. Planning similar update to SmartCode in 2020. Concept discussion with a variety of local food and beverage manufacturers at weekly Development Review Committee meetings to discuss permitting requirements. Review of small local tasting rooms as Minor Use Permits within flexibility of the IZO. Actively involved in concept discussion with Amy's Kitchen for new headquarters in downtown Petaluma.
111	Incentivize, support, and incubate small, start-up businesses.	EDOG			ONGOING: Continue to improve our internal processes to ensure consistent information and business-friendly procedures, policies, and approaches.
<b>OBJECTIVE 2 – PROMOTE PETALUMA AS A DESTINATION FOR BOTH LOCALS AND VISITORS.</b>					
<b>Workplan Items:</b>					
112	Support tourist-oriented events with police and public works staffing.	CMO/PD/PW&U			Ongoing workplan item, PW&U staff supported Butter & Eggs Day, 4th of July, Veteran's Day parade, Santa's Arrival, American Graffiti, Art & Garden Festival, Antique Fair, and numerous other City festivals. Through our online permitting system which should be implemented in 2021, we are looking at streamlining and centralizing the event permitting process.
113	Facilitate the development of an additional hotels where appropriate.	PLANNING/EDOG			NEARLY COMPLETE: Approved Home 2Suites. Courtyard Marriott under construction. City Council removed FEIA requirement for new hotels in Petaluma.
114	Identify potential parking and transportation alternatives for downtown.	EDOG/PW&U/PLANNING			IN PROGRESS: Working on SCTA supported Bikeshare program for SMART and downtown areas.
115	Support and leverage promotional efforts of the Petaluma Tourism Improvement District.	EDOG/CMO			ONGOING: Developed Fair Wage February to encourage diners and shoppers to support our local businesses; working on getting the Petaluma River dredged, and initiated a pilot program with Downtown Streets Team to clean up Downtown, Lynch Creek Trail, and other Petaluma destinations.

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116	Maximize use of current parks and recreation infrastructure, and other City-owned facilities and properties for the hosting of recreational, sports, cultural and entertainment events that attract visitors to Petaluma.	PARKS & REC/EDOG			<p>ONGOING: Recreation Services coordinates local and regional tournaments throughout the year in large part due to the construction of four all weather, synthetic turf soccer and lacrosse fields. Tournaments include two annual State Cup Soccer Tournaments hosted by NorCal Premier (40-50 teams per event), Humboldt State Soccer Regional Tournament (20-25 regional teams) in March 2020. Autumn Classic Annual Soccer Tournament (15-20 teams in September). Briceno Soccer Annual Showcase (15-20 Petaluma Resident teams – June). 101 Lacrosse Goldrush Tournament (30 teams in December) and the Grapevine Classic (40-50 teams in June). All-West Lacrosse 7x7 Icebreaker (20 teams – February) All West Lacrosse Turkey Shoot Out (40 teams – November). PYSL, Youth Soccer Picture Day and Jamboree, PCSF (30-40 teams, September). PVL, Youth Lacrosse Tournament (15-20 teams, late February) NCJLA Play Date Showcases – two separate events (20-25 teams per event – February, March). Adrenaline Lacrosse Bay Area Summer Showcase (30-40 teams – June). Baseball and Softball tournaments include the All World Softball and Baseball Tournaments hosted by Athletic Edge and the Petaluma Leghorns at Prince, Wiseman, and Leghorns Park (10-15 teams – September – November). PGSA Annual Father’s Day Tournament – Prince Park (40 teams – in June). Law Enforcement Charity Tournament – Prince Park (12 teams – July). Adult Softball Tournaments, Prince Park (five tournaments hosting 5-12 teams per event – August, September, October, November).</p> <p>Movies in the Park hosted at Lucchesi Park adjacent to the Petaluma Community Center. Friday nights, one night a month July through October. Attendance 150-300 people.</p> <p>4th of July Fireworks Display – Sonoma Marin Fairgrounds. Kids activities, live music, food and beverage vendors, public fireworks display. Attendance 2,000-5,000 people.</p> <p>Live on the Lawn – family outdoor live music event, kids activities, food vendors. (October)</p> <p>Petaluma Turkey Trot and Food Drive – Canned food drive, fun run/trot hosted at the Ellis Creek Waste Water treatment plant and Shollenberger Park.</p>
<b>OBJECTIVE 3 – RE-ESTABLISH THE PETALUMA RIVER AS A CLEAN AND ACCESSIBLE WATERWAY OPEN TO COMMUNITY USE</b>		<b>LEAD</b>	<b>ASSIST</b>	<b>DATE</b>	<b>STATUS</b>
<b>Workplan Items:</b>					
117	Identify short and long-term funding solutions for dredging of the Turning Basin and federal channel by coordinating with other dredging efforts in the Bay Area; dredge the City Marina coordinate with Bay Area wide dredging efforts.	PW&U/CMO			IN PROGRESS: Council approved funding for environmental, planning, permitting, and development of bidding documents for dredging the Marina and Petaluma River. Permitting and development of bidding documents are on track for dredging in the summer/fall of 2020. Permits will be valid for 10 years, covering future dredging events. Partnered with Ducks Unlimited in application for Measure AA funds for dredge material to be used a beneficial re-use site. Long term planning efforts continue looking at regional partnerships with other stakeholder agencies of the shallow channels of the North Bay, and partnerships within the Petaluma Watershed with the intention of applying for a grant from Measure AA for long term planning of beneficial re-use of dredge material.
118	Support Federal dredging efforts of the river channel by maintaining a viable dredge disposal site option at Shollenberger and explore sustainable long-term beneficial reuse sites for disposal.	PW&U/CMO			IN PROGRESS: Carried out measures in the Shollenberger 3M plan to maintain the site as a viable dredge disposal site. Working with Regional Water Quality Control Board to ensure Water Discharge Requirements are in place and valid for dredging event. Long term planning efforts continue looking at regional partnerships with other stakeholder agencies of the shallow channels of the North Bay, and partnerships within the Petaluma Watershed with the intention of applying for a grant from Measure AA for long term planning of beneficial re-use of dredge material.
119	Establish bicycle and walking paths and other river access amenities along the Petaluma River as identified in the River Access and Enhancement Plan.	PW&U/PLANNING			IN PROGRESS: This is a long term item. Compliance with General Plan, Bike and Ped MasterPlan, and River Access and Enhancement Plan continues to be part of all development review analysis. Water Street Rezoning approval allowed the City to obtain more property along the River frontage on North Water Street and upcoming Benefit Assessment District review by City Council will include bike and ped improvement to connect the Copeland Street Bridge and Washington Street, connecting the Lynch Creek Trail into Downtown Petaluma. First construction elements of the Float House in the Turning Basin completed in 2019. Submitted a \$2.15 million Recreational Trails and Greenways grant application to the California Natural Resources Agency for additional river trail from Riverfront to the Marina. Completed construction of additional walking trails as part of the Denman Reach phase 4 project.
120	Robust focus on the riverfront and river-oriented development, including redevelopment potential of the Golden Eagle Shopping Center and Water Street.	PLANNING/EDOG			IN PROGRESS: Water Street Benefit Assessment District to be considered by the City Council in early 2020. Expect construction of North Water Street to begin in fall 2020