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

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<td><strong>Workplan Items:</strong></td>
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<td>Create and promote business-friendly city operations such as zoning, permitting, and licensing.</td>
<td>EDOG/PLANNING</td>
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<tr>
<td>Update Implementing Zoning Ordinance (IZO) and look for ways to consolidate, simplify, and streamline for more flexibility in reviewing.</td>
<td>PLANNING CAO/EDOG</td>
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<td>Prioritize and incentivize sustainable infill development.</td>
<td>PLANNING EDOG</td>
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<td>Create programs to support start-up businesses by expediting permits and providing in-person permit consultations.</td>
<td>EDOG/BLDG</td>
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<td>Establish City minimum wage ordinance.</td>
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<tr>
<td>Enhance information on licensing and permitting guidelines to be accessible and understandable to all.</td>
<td>EDOG PLANNING/BLDG</td>
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<td>Work with regional workforce agencies to attract talent for local businesses.</td>
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<tr>
<td>Update the City’s Economic Development Strategy.</td>
<td>EDOG/EMO</td>
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<td>PLAN yet invested.</td>
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<td>Complete Airport re-zoning as a catalyst to new business opportunities.</td>
<td>PW&amp;B/PLANNING</td>
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<td>Retain businesses that support local agriculture (e.g. processing, product development).</td>
<td>EDOG/PLANNING</td>
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<td>Incentive, support, and incubate small, start-up businesses.</td>
<td>EDOG</td>
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### OBJECTIVE 2 – PROMOTE PETALUMA AS A DESTINATION FOR BOTH LOCALS AND VISITORS.

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<td>Support tourist-oriented events with police and public works staffing.</td>
<td>CMO/PD/PW&amp;B</td>
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<td>Facilitate the development of an additional hotels where appropriate.</td>
<td>PLANNING EDOG</td>
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<td>Identify potential parking and transportation alternatives for downtown.</td>
<td>EDOG/PW&amp;B/PLANNING</td>
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<td>Support and leverage promotional efforts of the Petaluma Tourism Improvement District.</td>
<td>EDOG/CMO</td>
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<td>ONGOING</td>
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For more information, please refer to the City's Economic Development Strategy and the Implementing Zoning Ordinance (IZO) updates.
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

OBJECTIVE 3 - RE-ESTABLISH THE PETALUMA RIVER AS A CLEAN AND ACCESSIBLE WATERWAY OPEN TO COMMUNITY USE

Workplan Items:

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<td>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 and Shollenberger Park.</td>
<td>PWB&amp;U/CMO</td>
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<td>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 20 years, covering future dredging events.</td>
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<td>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.</td>
<td>PWB&amp;U/CMO</td>
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<td>IN PROGRESS: Carried out measures in the Shollenberger 3A 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 beneficial re-use of dredge material.</td>
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<td>Establish bicycle and walking paths and other river access amenities along the Petaluma River as identified in the River Access and Enhancement Plan.</td>
<td>PWB&amp;U/PLANNING</td>
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<td>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 Quality Receiving approval allowed the City to obtain more property along the Riverfront on North Water Street and upcoming Benefit Assessment District review by City Council will include bike and pedestrian improvements to connect the Copeland Street Bridge and Washington Street, connecting the Lynch Creek Trail into Downtown Petaluma. First construction elements of the Flood 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 at the De Rosa Beach phase 4 project.</td>
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