

# Petaluma Building Form Overlay in Downtown

*June 13th 2023*





# Table of Contents

1. Background
2. Character of Downtown
3. Building Form Overlay Proposal in Downtown
4. An Example of Development

# ***01 Background***





# Purpose of the Study

The work of this study is a result of a collaborative effort in partnership with the Petaluma Planning City Staff. The study has been guided by the vision for the City's General Plan Update and prepared to explore opportunities to encourage new commercial, housing, retail and other projects in downtown Petaluma that have the potential to contribute to the City's vitality and economic health.

One of the most important documents that guides long term planning for the City is the General Plan. The current General Plan 2025 was adopted in 2008. Its land use policies and related zoning to implement those policies tend to favor low density development in what is generally considered the City's "downtown". Conditions in Petaluma and Sonoma County have changed enormously since that time.

The General Plan Update effort began in 2020 with the intent to adopt a new plan in 2025. Among the many thoughts that have been articulated thus far in visioning workshops and meetings are the following:

## General Plan Update Visioning Principles:

- Promote more affordable housing and a diversity of housing options
- Prioritize infill development in appropriate locations
- Encourage economic growth and development
- Enhance historic downtown and preserve historic character
- Expand pedestrian and bicycle access and safety
- Provide public gathering spaces
- Promote a diverse mix of uses





# Study Area

## ***Boundaries***

The area selected to be studied for a Building Form Overlay includes 14 blocks spanning from Washington Street to the north, Petaluma Blvd to the east, D Street to the south and Howard, Liberty and D Streets to the west.

The aerial to the right shows the parcels within the study area as well as whatever buildings, open space or parking lots are found on these sites. The northeast areas along Petaluma Boulevard and Washington Street are more continuously developed with fewer empty or underdeveloped sites than some other areas. Similarly, the residential areas to the southwest can be seen to include more developed lots with landscaping such as trees and lawns.

Areas to the northwest and southeast are among the least developed, with more vacant sites as well as many small buildings on large lots dominated by parking, often along the street frontage. These underdeveloped sites are not conducive to pedestrian activity.

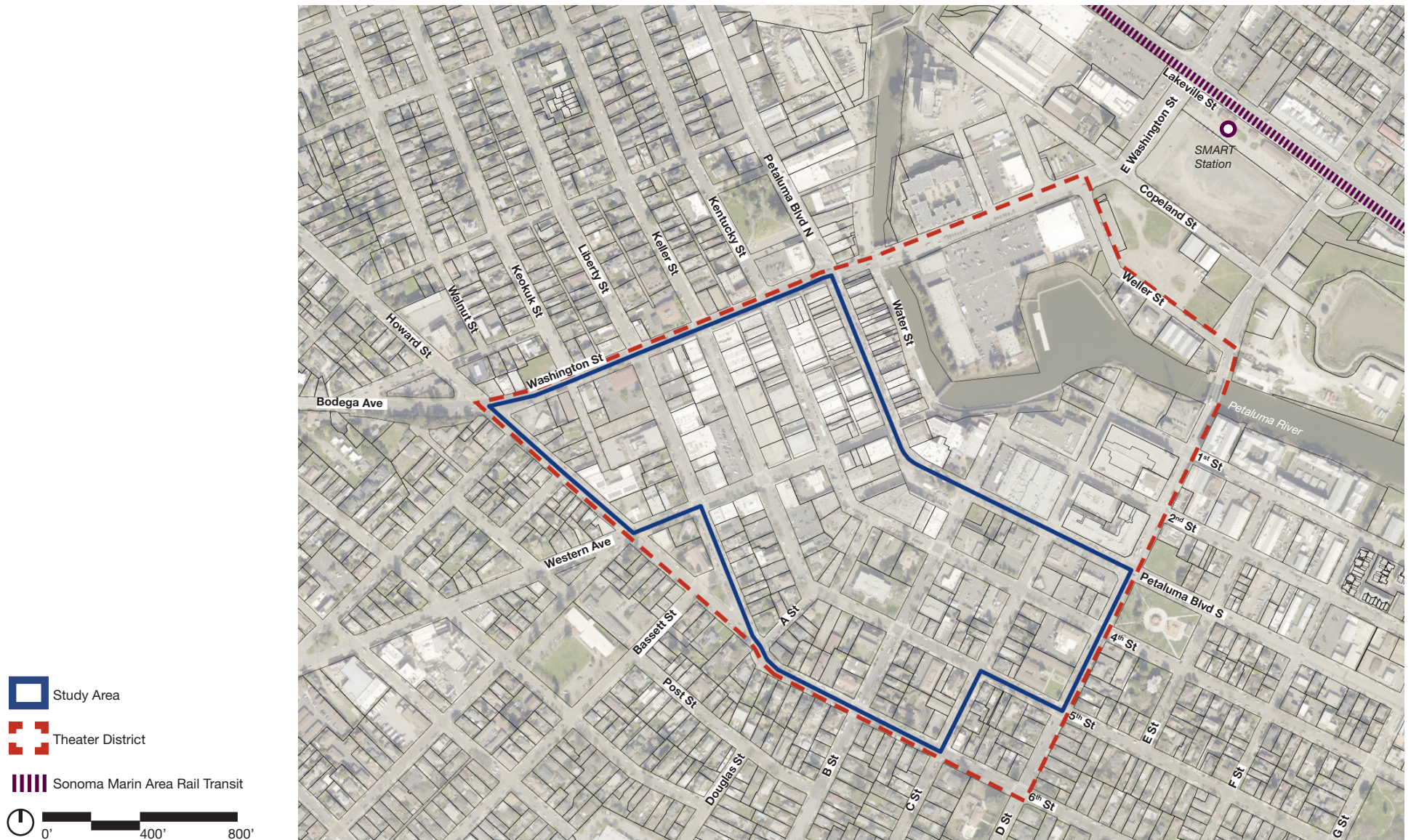
## ***Planning History/Context***

The study area is proposed within the “Downtown Subarea” in the General Plan 2025 where mixed-use and civic facility zoning currently exist. The Theater District Overlay Zoning has predefined a portion of this area, and is anticipated to sunset in August 2023.

Additional documents regulating this area include the 2008 Petaluma General Plan, the Implementing Zoning Ordinance (IZO), and the Central Petaluma Specific Plan, as described in the following pages.



Source for Theater District : <https://cityofpetaluma.org/zoning-map/>





# General Plan - Land Use

The 2025 Petaluma General Plan identifies fifteen guiding principles that define a framework for development. The development of Downtown is guided by four of these principles:

- 7. Enhance Downtown by preserving its historic character, increasing accessibility and residential opportunities, and ensuring a broad range of businesses and activities.*
- 8. Foster and promote economic diversity and opportunities.*
- 9. Expand retail opportunities to meet residents' needs and promote the city's fiscal health, while ensuring that new development is in keeping with Petaluma's character.*
- 10. Continue efforts to achieve a jobs/housing balance, emphasizing opportunities for residents to work locally.*

The General Plan identifies the study area as the Downtown district of Petaluma. It identifies as Goal 2-G-3:

*Advance Downtown Petaluma as a focus of civic and cultural activity in the community, retain a strong pedestrian orientation and scale, preserve and enhance building of historic and architectural importance.*

It also identifies as policies:

*1-P-11 Allow land use intensification at strategic locations along the arterial corridors leading to Downtown and Central Petaluma, including aging commercial and industrial sites.*

*2-P-14: Promote the development and intensification of the Downtown commercial core as both a visitor destination and a neighborhood retail center.*

*2-P-57 Foster connections to the river from surrounding areas and ensure that new development adjacent to the river is oriented toward it.*

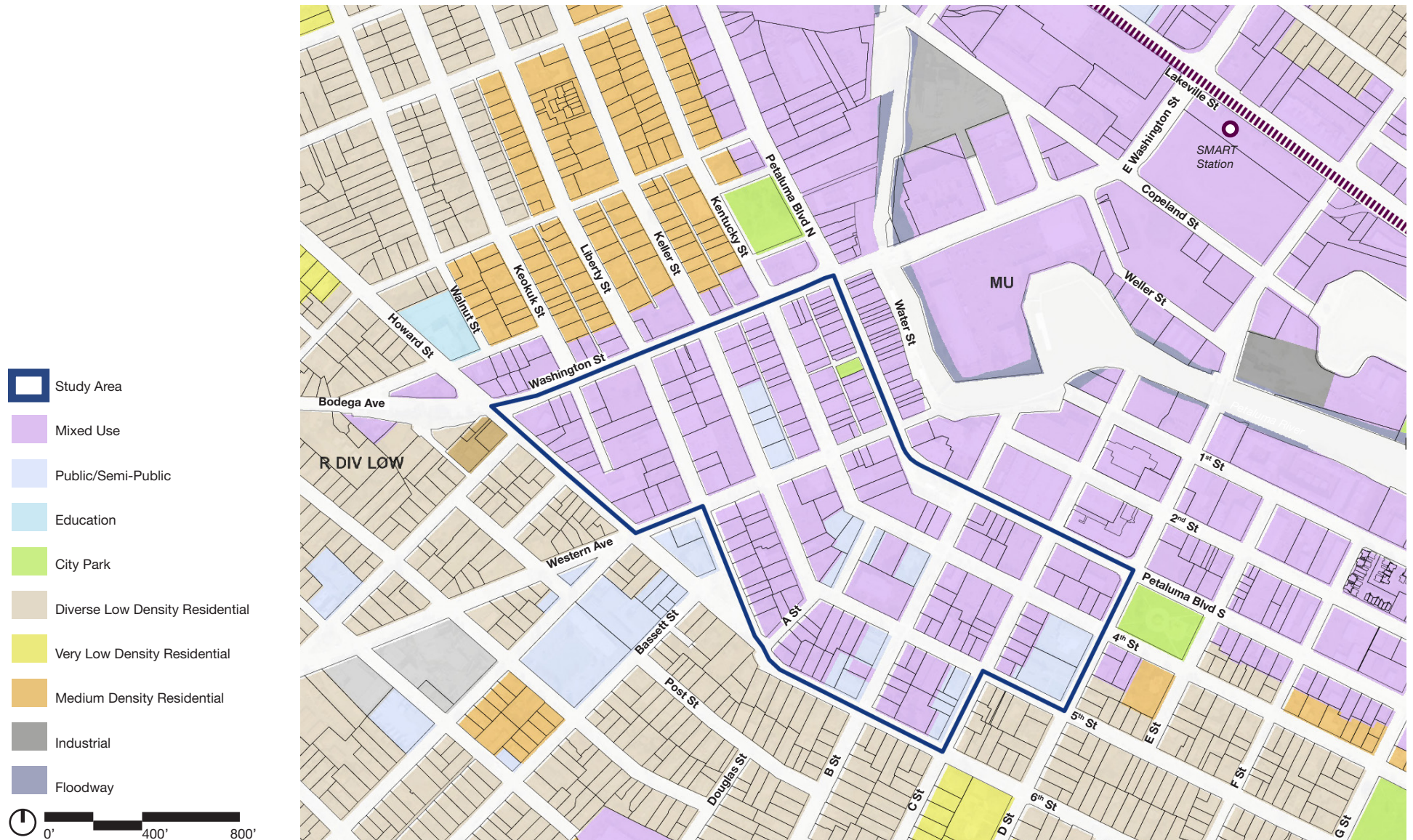
*9-P-12 Maintain and expand Downtown as a hub of commercial and retail activity with residential opportunities.*

*9-P-13 Expand and diversify Petaluma's retail base.*

The General Plan designates the study area as Mixed Use. This designation allows a wide variety of building and site uses as reflected in the businesses and activities currently in the area, including retail, residential, service commercial, and office. It sets a maximum FAR (floor area ratio) at 2.5 and a maximum residential density of 30 dwelling uses per acre.



Source: "City of Petaluma: General Plan 2025", 2008, May 2021 Revision





# Study Area Existing Land Use

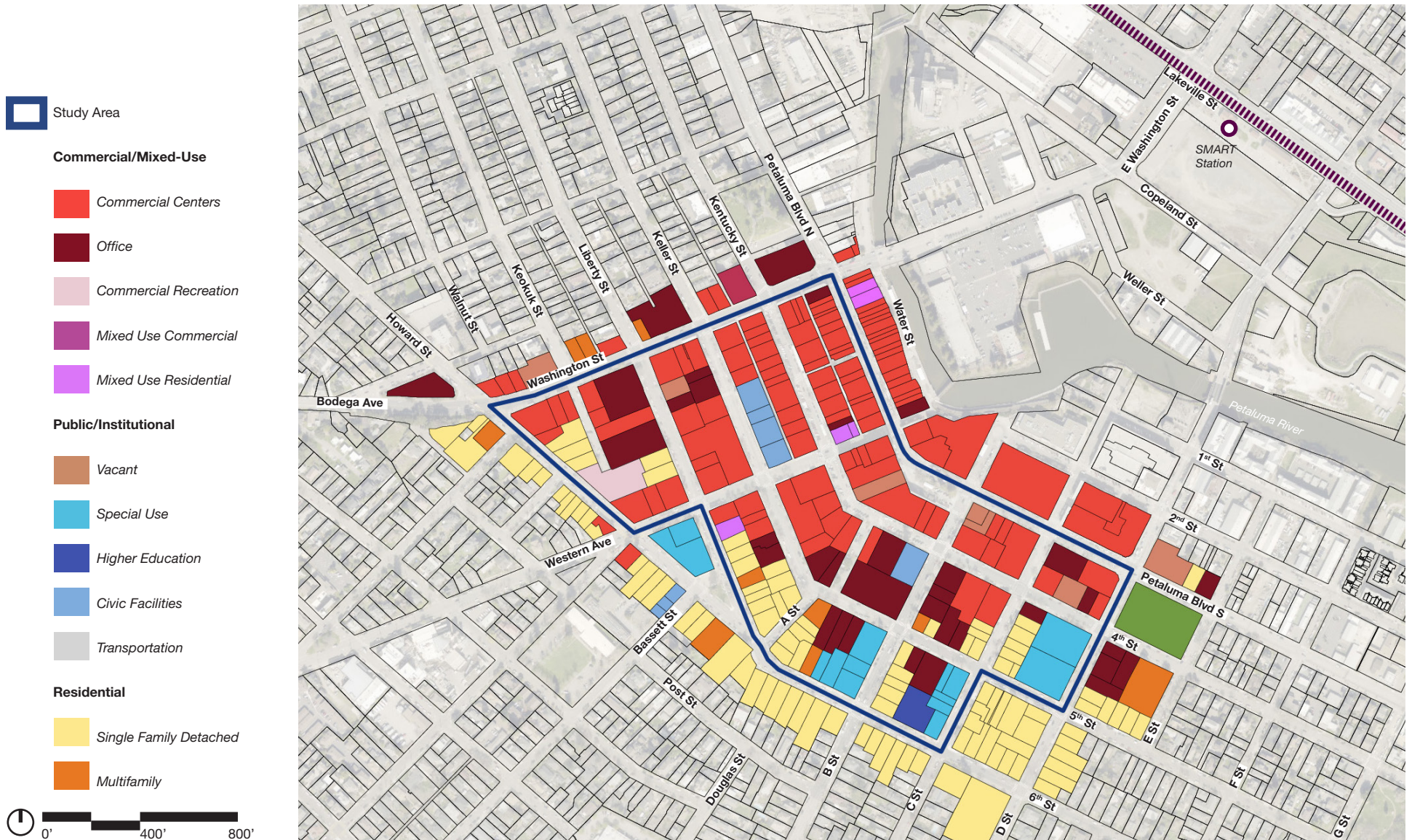
Currently, the distribution of land uses in the study area are mostly commercial, office and civic use. Most of the residential uses are concentrated towards southern boundary of the study area along Howard St.

The predominant types of commercial use are retail services, business parks, auto shops, and other professional services. Most of the retail activity clustered in the study area includes a variety of boutique shops (e.g., restaurants, cafes, bars, clothing stores, and antique shops) on a walkable street grid. Commercial uses along the Washington Street and Petaluma Boulevard corridors are a mix of strip malls, auto-oriented shopping centers, and some freestanding retail.

The public/institutional uses in the study area includes a broad range of community-serving uses, including schools, civic buildings, religious centers, parking and transportation facilities, and utilities, among others.

A mix of both low- and higher-density housing (e.g., multiplexes and apartments) can be found in the study area, with a concentration of single family homes along Howard St/6th St, with some along A, B and C streets.

Source: "City of Petaluma General Plan Update: Existing Conditions Overview", October 2021





# Zoning

Parcels in the study area are predominantly zoned MU-2 under the City of Petaluma Implementing Zoning Ordinance (IZO) with a limited number zoned Civic Facility/ Civic Use. The IZO carries out the policies of the Petaluma General Plan by classifying and regulating the uses of land and structures within the City, consistent with the General Plan.

The City has two Mixed Use zones, MU-1 and MU-2. The MU-2 district allows uses to be somewhat taller and denser than the MU-1 district, which is largely found across the Petaluma River beyond. The MU-2 district allows a wide variety of uses and is consistent with and implements the mixed-use land use classification of the General Plan. The district designation as defined in the IZO guides building form as well as allowable uses.

The Public/Semi-Public use designation is intended for civic facilities as well as religious or educational sites.

Adjacent to the study area, north of Petaluma Boulevard and extending to Lakeville St, parcels are governed by a SMART Code under the Central Petaluma Specific Plan (CPSP) which was adopted in 2003. A Specific Plan provides a vehicle to examine specific areas and districts in greater detail than would be possible in a General Plan. The SMART Code provides a “kit of parts” for building a pedestrian-oriented urban district with a focus on the scale and character of new development and its relationship to the public realm.

Per the CPSP Zoning Map and Downtown Regulating Plan, most of the parcels are zoned for development up to 5-stories tall and parcels along the Washington Street corridor are zoned for development that is up to 6-stories tall.



Study Area

#### Implementing Zoning Ordinance

- MU1A (Mixed Use 1A)
- MU2 (Mixed Use 2)
- OSP (Open Space-Park)
- CF (Civic Facility)
- R2 (Residential 2)
- R3 (Residential 3)

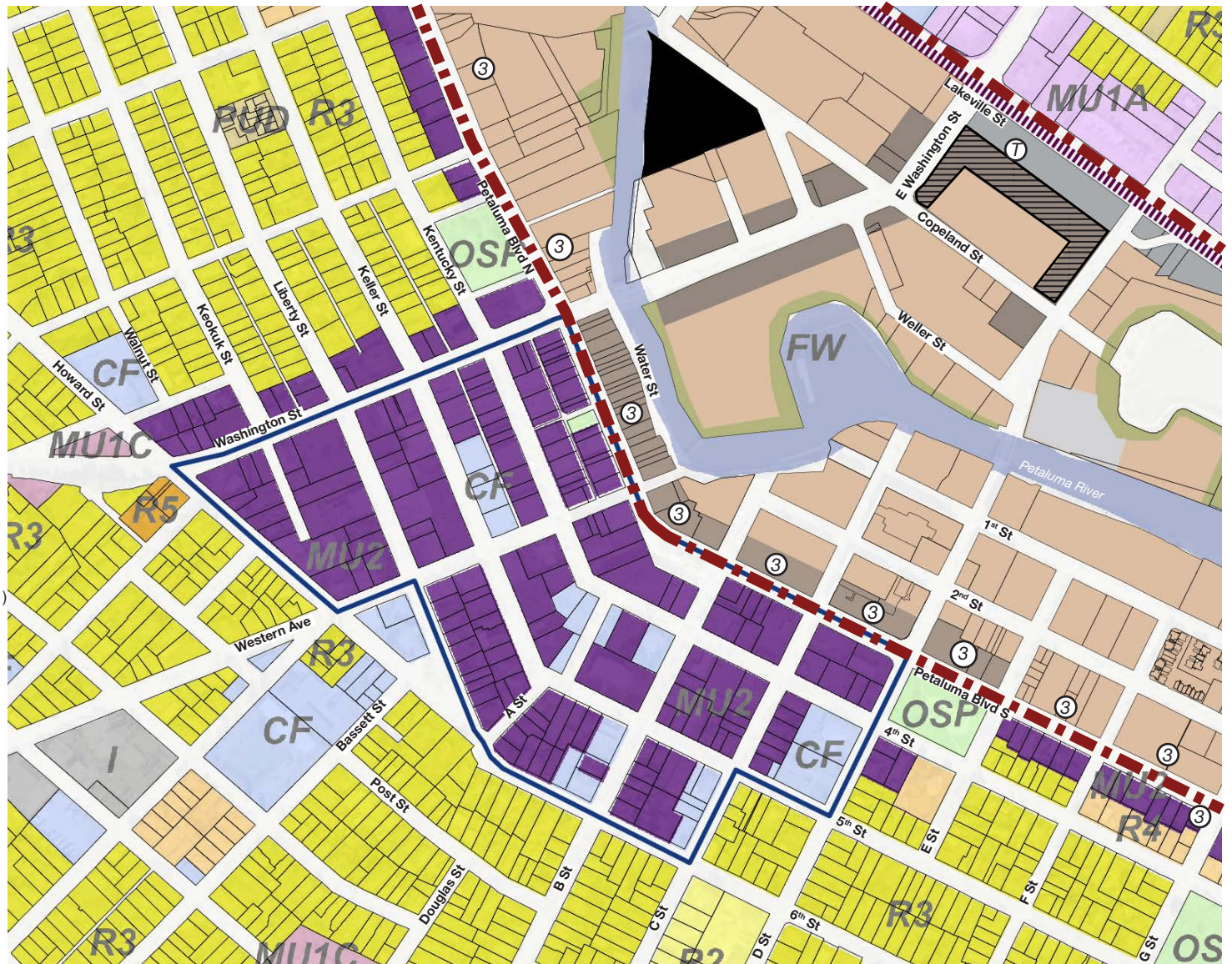


#### Central Petaluma SMART Plan

- FW (Floodway)
- Urban Core (T6)
- Urban Core - Open (T6-O)
- Urban Center (T5)
- Historic Agricultural Services District (D1)
- Railroad District (D2)
- River Dependent Industrial District (D3)
- Thoroughfare District (D4)
- Civic Space (CS)
- Maximum Allowed Height
- Transit Stop



Sources: "City of Petaluma: General Plan 2025", 2008, May 2021 Revision, "Central Petaluma Specific Plan, June 2003





# Historic Districts

The study area includes portions of two of the City's historic combining districts - the Historic Commercial District, and the 'A' Street Historic District. The Oakhill-Brewster Historic District lies across Washington Street to the north.

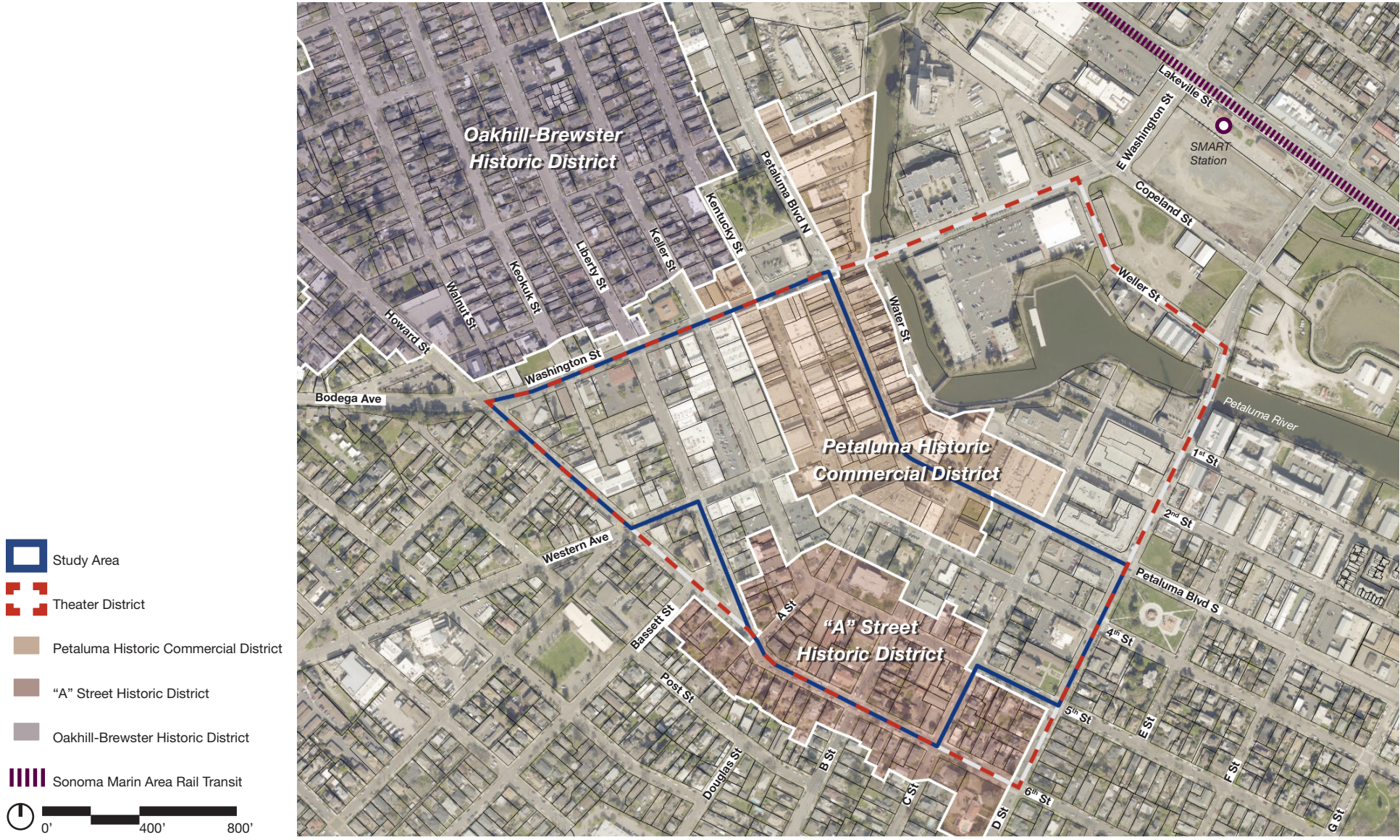
The commercial district includes representatives of late 19th and early 20th century design, with many buildings being from the Victorian era. Building range in size from simple one- or two-story commercial buildings to much taller and more ornate structures.

The "A" Street Historic District contains an eclectic mix of residences, churches, and apartments nearly all built before 1925, illustrating a cross-section of architectural history over the 65-year period of the neighborhood's development from 1860 to 1925. In general, except towers and steeples, buildings in the district are one- or two-stories in height.

Contributing buildings in these historic districts help define the unique character of the urban environment in Petaluma and establish key relationships between the private and public realm, especially at street level. Most structures meet both the front and side lot lines, forming a continuous street façade.

Guidelines for New Construction in the Petaluma Historic Commercial District Design Guidelines encourage new construction on vacant lots, but with attention to good design and consideration of the design of neighboring structures.

The Building Form Overlay is intended to be applied over the existing historic districts. This additional layer of development standards would support the historic district guidelines to work with the district's character and not against it.





## *Contributing Buildings in the Historic Commercial District*

The Petaluma Historic Commercial District is an area of approximately 23 acres and supports historic resources, identified as contributing, non-contributing, and local landmarks. The district is listed on the National Register of Historic Places and is also listed as a local historic district. The district is representative of the City's commercial development from the mid-nineteenth century to the Second World War and contains a mix of diverse commercial architecture not found anywhere else in Sonoma County.

The historic significance of the district is based not only on its uniqueness, but also on its high degree of integrity and architectural and functional cohesiveness, which helped the district remain a functional vibrant downtown. Contributing factors include:

- Originally recorded with 63 contributing structures out of 96
- Compared to non-contributing buildings, contributing buildings are larger and more prominent
- Contributing buildings, in general, share two important characteristics: complete lot coverage (extending to the sides and front of the parcel) and storefronts with recessed entrances and flanking windows. These characteristics are also shared by many non-contributing buildings, which enhances the overall cohesiveness of the district.
- Since streets have maintained their original uses, patterns and, in some cases, their widths, all buildings face a street and today's user experience of the district is closely comparable to the post-WWII era (when the youngest contributing buildings were completed).
- Contributing buildings are consistent in use, including commercial, services and office and mixed-use (including apartments)
- Prominent contributing buildings rise to three or four stories.

### City And National Landmarks/Places

1. Old Petaluma Opera House
2. Free Public Library of Petaluma
3. U.S. Post Office

### Local Historic Landmarks

4. Coca-Cola Sign on Mutual Relief Building
5. Andersen Building
6. W.C.T.U. Drinking Fountain
7. Great Petaluma Mill
8. Old Post Office Building
9. McNear Building
10. 119 Howard St
11. Lee Residence
12. River Cafe Building (Farrell House)
13. Burdell Building

### National Register Of Historic Places

14. Philip Swede House

 Study Area

### National Register District

 Petaluma Historic Commercial District

 Contributing Building - Two or More Stories

 Contributing Building - Under Two Stories

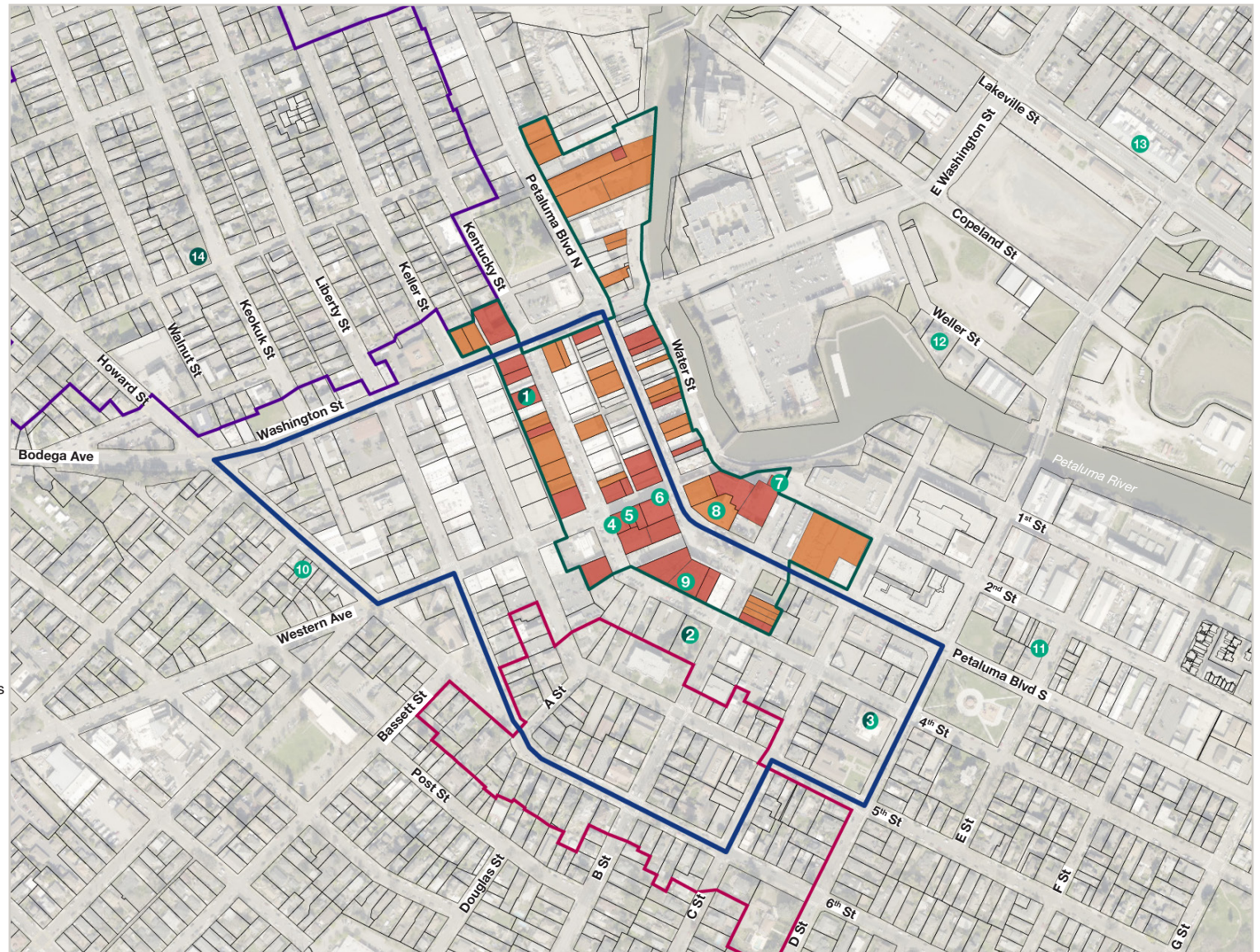
### Locally Designated Districts

 Oakhill-Brewster District

 "A" Street Historic District



Sources:  
National Register of Historic Places Registration Form for the Petaluma Historic District, 1994  
Petaluma Historic Commercial District Design Guidelines, City of Petaluma, 1999  
<https://cityofpetaluma.org/zoning-map/>





# Contributing Buildings in the Historic Commercial District



A view looking northeast along Western Ave shows the Mutual Relief Building and Masonic Building



The American Trust Building and Old Fellows Hall



Masonic Building on Petaluma Boulevard N



The McNear's Mystic Theater on Petaluma Blvd



Petaluma Seed Bank



Old Petaluma Opera House



## *Building Character in the “A” Street Historic District*



8 Keller Street



2 Liberty Street



9 6th Street



16 6th Street



600 B Street



423 A Street



## ***02 District Character Today***

# Building Heights and Character

To better understand the character of the study area, building heights were studied. Approximate heights were determined using digital information from Google Earth and visual surveys from site visits.

Building heights in the study area vary widely. Single story buildings, often surrounded by surface parking lots, occur throughout the area, even along Petaluma Boulevard as well as further west. At the same time many taller historic buildings are clustered along Petaluma Boulevard, especially between Washington Street south to B Street. Taller buildings also occur along Washington Street from Petaluma Boulevard. Many buildings within the study, including historic buildings are 60' or taller.

In general building heights generally decline from east to west, with one- and two-story residential buildings dominating close to Howard, Liberty and 6th Street.

The diagram on p. 22 represents the approximate height of buildings along Petaluma Blvd between C Street and Washington Street. This street wall assessment shows that most facades along Petaluma Blvd are between 38' and 52' in height.



Along Petaluma Blvd





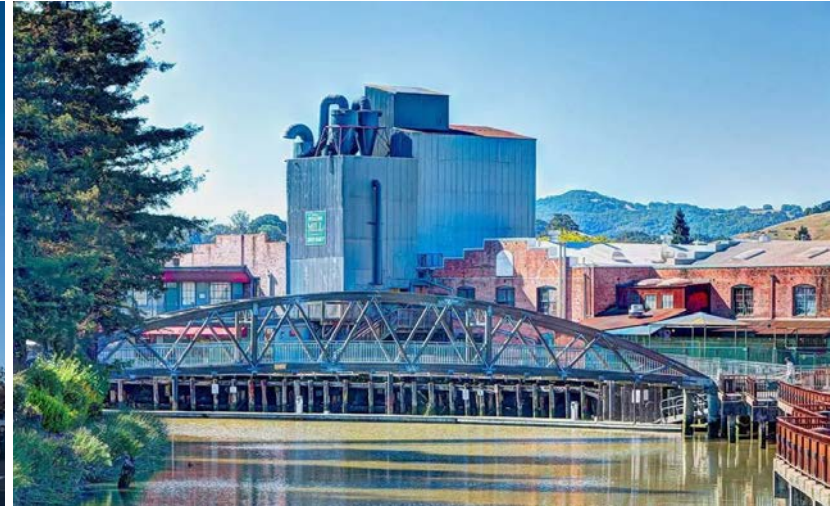
## Looking North and Southeast from Study Area

Several tall historic landmarks are located in proximity of the study area, including:

- Hotel Petaluma, 53'
- The Great Petaluma Mill, 60'
- St. Vincent de Paul Catholic Church, 91'
- Petaluma Grain Tower, 171'



Hotel Petaluma



The Great Petaluma Mill



St. Vincent de Paul Catholic Church



Petaluma Grain Tower







## *Looking South and Southwest along Washington St.*

In this portion of the study area, building heights are heterogeneous, with a mix of tall and short buildings. Heights range from 40' to 75'.



*Looking down Keller Street towards Western Ave (Phoenix Theater on the right in image)*



*Looking northwest on Washington Street (Petaluma Hotel on the right in image)*

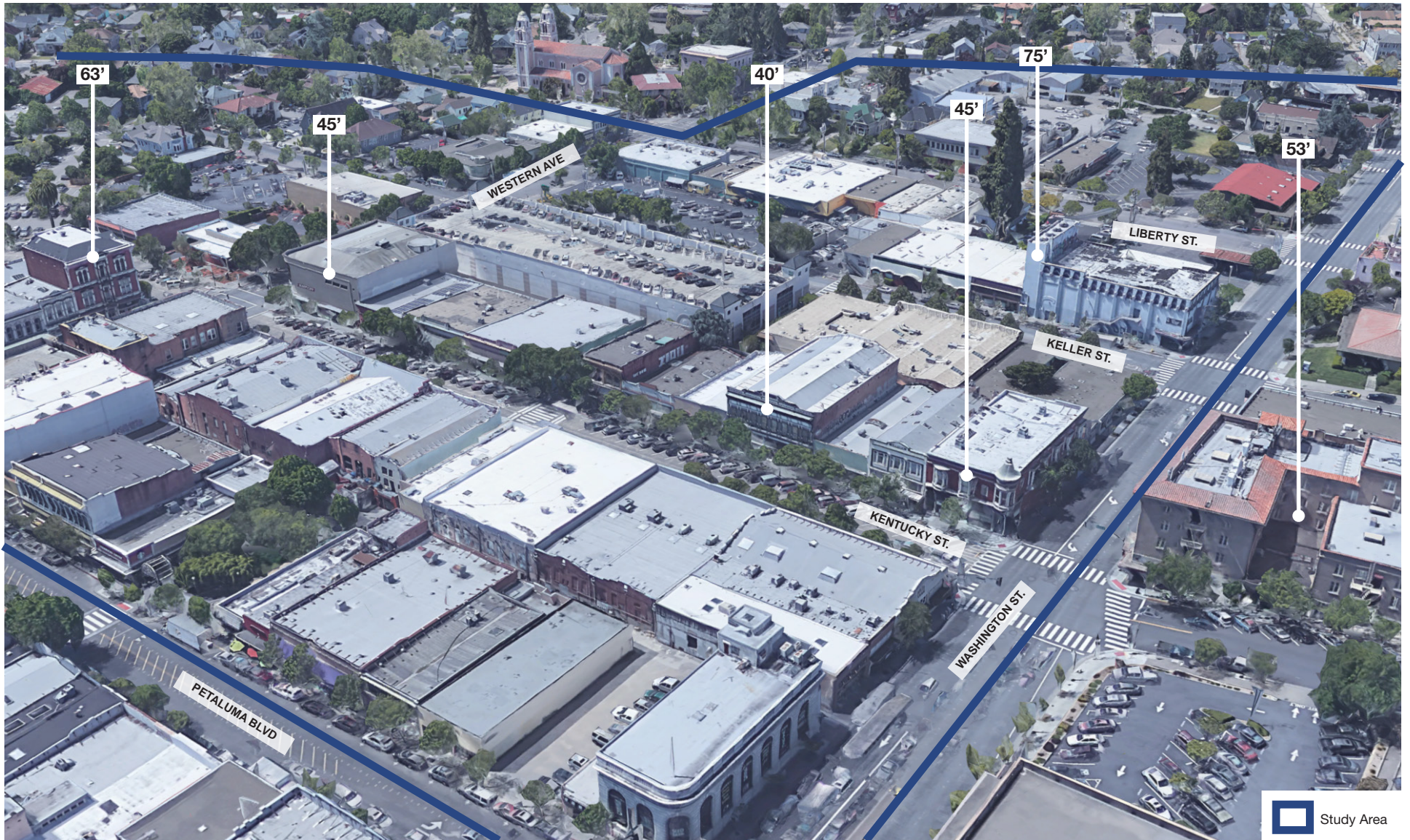


*Looking north towards the river on Western Ave (Mutual Relief Buildings on the right in image)*



*Looking north on Kentucky Street*





 Study Area



## *Looking Northwest and Southwest along Petaluma Blvd and D St.*

A mix of tall and short buildings can be observed also looking Northwest and southwest along Petaluma Blvd and D St. Residential buildings are shorter, around 25', while civic uses are taller, including:

- Old Post Office Building, 35'
- Petaluma Historic Library and Museum, 48'
- United Methodist Church, 58'
- Unitarian Universalists of Petaluma Church, 73'



*On 5th Street looking northwest (North Bay Revival Center on the left in image)*



*Looking south down A Street*



*Lower density 1-2 storey commercial and residential structures along 5th Street*



*Looking north towards the river along B Street*





 Study Area



# Opportunity Sites

Vacant sites and parking lots present opportunities to add density and a diverse mix of uses in the form of infill development in the downtown area. Opportunity sites include vacant lots, abandoned structures, and underutilized parking areas.

Truly “vacant” sites are few. These parcels are infill sites that have no development or improvements on them and are not currently not dedicated to any use (e.g. parking).

There are a few abandoned structures throughout the study area. These are not identified as historic resources, are unoccupied and have fallen into severe disrepair. The revitalization of these parcels is an important opportunity to provide new amenities to downtown.

Surface parking lots are found throughout the study area. These include parking lots associated with low scale, one-story office or other commercial uses, such as the 7-Eleven at D Street. With typically little to no landscaping, these parcels tend to break up the urban form of a block and offer no pedestrian amenities. Driveways also often pose a hazard to pedestrians and in some cases are located too close to an adjoining intersection for safety.

The area also includes public parking lots and a parking structures. Although the structure is underutilized, it is well-located only a block away from Petaluma Blvd. It has the potential of being a district amenity as vacant or underutilized lots are developed.



### *Vacant Lots*



*Vacant lot at Petaluma Blvd S and B Street*

### *Abandoned Structures*

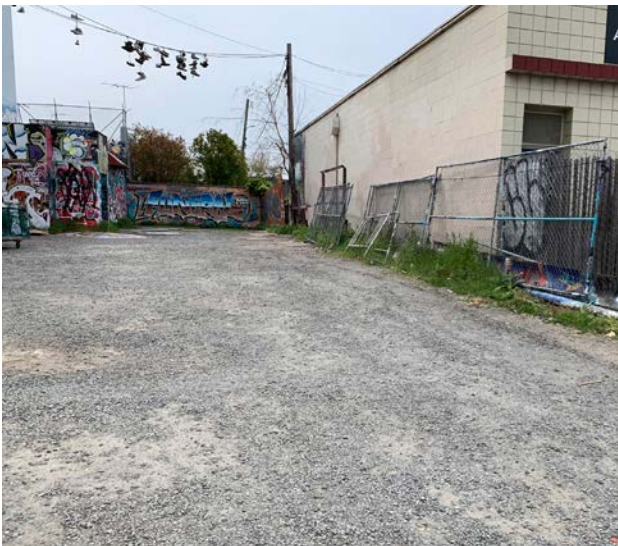


*Abandoned Structure at Petaluma Blvd S and D Street*

### *Underutilized Parking Areas*



*Parking lot along Keller Street between Western Ave and A Street (looking northwest)*



*Vacant lot on Washington Street and Keller Street*



*Abandoned Structure at 4th Street and C Street*



*Parking lot between Washington Street and Court Street*



# Pedestrian and Open Space Opportunities

A vital and successful downtown also has a pleasant and active pedestrian environment that encourages walking and shopping. Today Petaluma's downtown is characterized by modest sidewalks with street trees and only scattered pedestrian amenities such as seating. Two parks lie just outside the district – Penry Park to the north across Washington Street and Walnut Park adjoining D Street.

The downtown should have a more robust and complete open space and pedestrian environment. A few odd parcels and leftover spaces suggest how some improvements might occur:

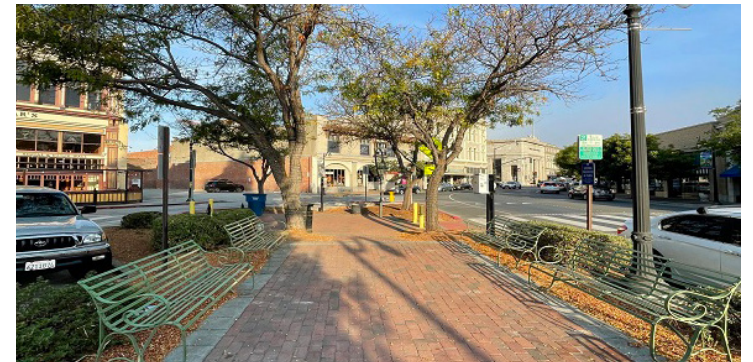
- Create network of small-scale plazas, pocket parks and squares that connect from Water Street along the Petaluma River to local landmarks like the Petaluma Market to the southwest and to developments across the Petaluma River to the northeast of downtown via the footbridge
- Explore other opportunities as other sites redevelop to continue this network of connections extending from or near Petaluma Boulevard to the west, linking commercial uses with residential areas
- Develop new on street parking and sidewalk standards and identify opportunities to expand sidewalk space through bulb-outs and widening for seating and public art through either public investments or development activities
- Encourage ground floor setbacks along sidewalks where café seating, plantings or other amenities can add to street life and activity
- Smaller Parking lots in the downtown core present opportunities for improved open spaces like pocket parks, plazas, squares and pedestrian pathways that connect activity along the river to the neighborhoods through downtown



On Petaluma Blvd N, looking towards Water St



Putnam Plaza Park

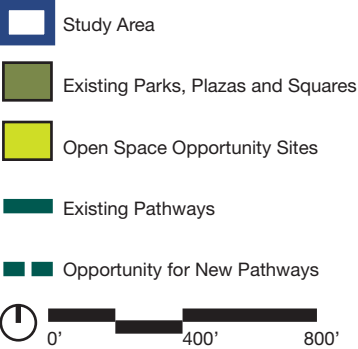


Center Park





Alley between Putnam Plaza Park and Kentucky Street





## Existing



Sidewalk along Petaluma Blvd N



Single bay parking lot on 5th Street and A Street intersection, view looking northeast



On-street parking along Kentucky Street



Public parking lot on Petaluma Blvd N, adjacent to the McNear's Mystic Theater, view looking southeast



On Kentucky Street looking southwest towards Keller Street



Public parking lot on 4th Street, across the McNear's Mystic Theater, view looking south



# Precedent Images



Active building edges define the boundary of an urban plaza that can be programmed for community events or for use as a recreational/social gathering space.



A food hall/market spills out into a central open space with a splash pad and movable furniture, used for informal and formal activities such as picnics, festivals, concerts, etc.



Temporary pop-up parks with shade, seating and landscape elements can help support and expand City-wide events such as the Egg and Butter Festival and Annual Antique Faire.



An activating ground floor use brings interest to an internal alley through the creative use of color, shade, vegetation and an indoor-outdoor connection through transparency in the façade.



Alley activation through murals, artworks, lighting and sculptural exhibits.



Programming of an internal alley with shaded restaurant/café seating and artwork makes it a destination for locals and visitors.



# ***03 Building Form Overlay Proposal in Downtown***



# Building Form Overlay

## ***Goals and Principles***

The proposed Building Form Overlay intends to provide additional development standards for parcels within its boundary without changing the underlying IZO.

The quantitative development standards and qualitative design guidelines for the Downtown Overlay District are guided by a set of goals. These are directed towards-

1. Encourage higher density, mixed-use infill developments that prioritize additional housing in the downtown core.
2. Acknowledge, reflect, and compliment the downtown's historic context and its historic resources.
3. Activate and encourage neighborhood and cultural tourism-oriented uses.
4. Spur economic growth by creating attractive development opportunities in downtown.
5. Enhance the pedestrian experience with high quality streetscapes that include primary entrances that face the street, links towards the Petaluma River with access and visibility, and context sensitive building designs.
6. Improving quality of life in the downtown and around the Petaluma River.

## ***Boundaries***

The study determined that the boundaries of the Building Form Overlay should exclude three blocks in the south east portion of the study area. These blocks have in fact a more residential and civic character, distinct from the rest of Downtown. The proposal suggests that these remain MU-2 as zoned under the IZO.

Furthermore, the proposal suggests the delineation of a special condition zone along these blocks outlined in the following pages that buffers existing homes from the visual impact of new developments.

Similarly, the proposal suggests the application of a special condition when new development abuts a historic resource.

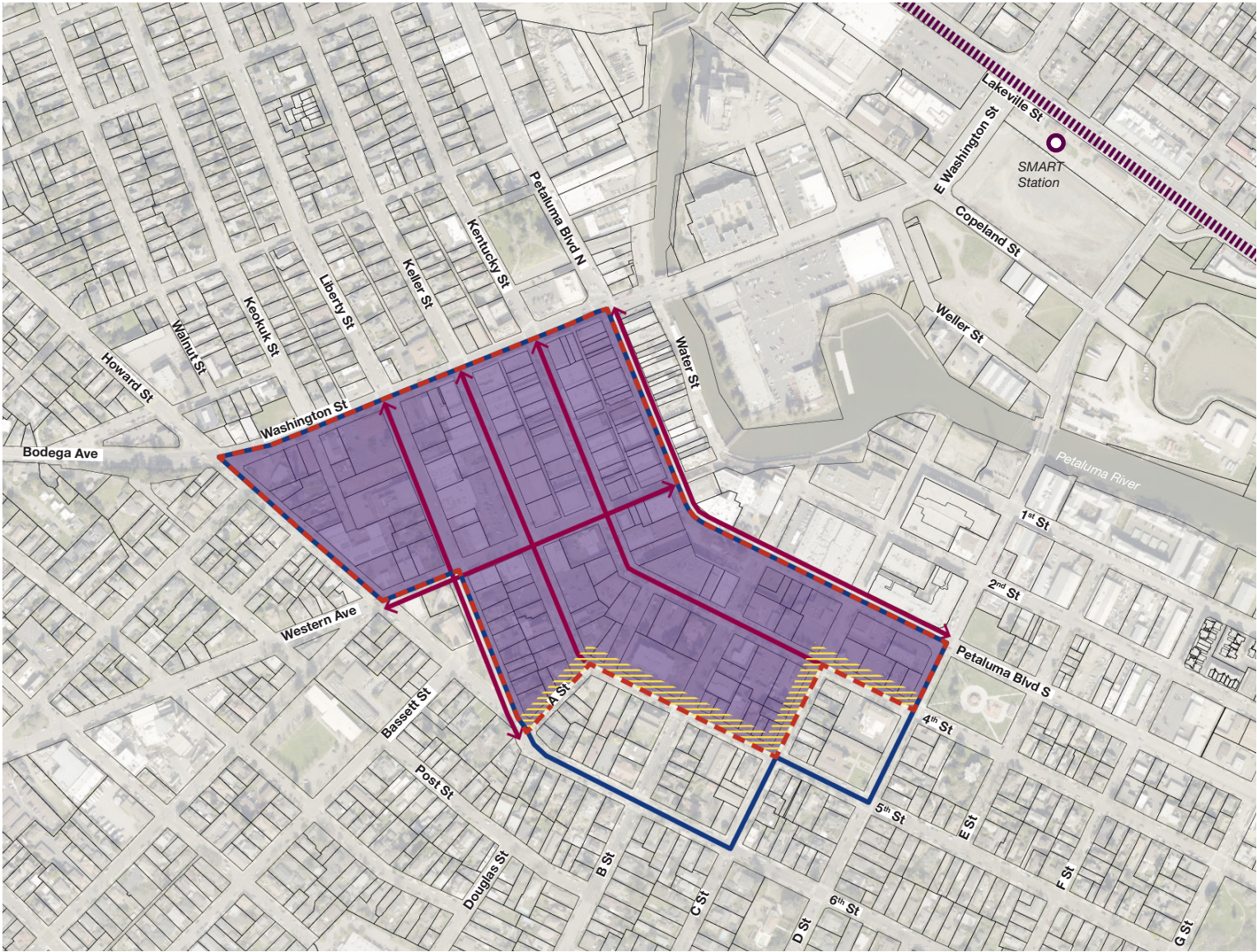
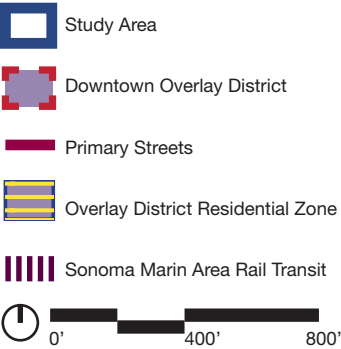
## ***Building Form***

The Building Form Overlay as proposed allows for a building height of 60' by-right and up to 75' when the defined approval criteria is met. Additional stepback requirements and approval criteria for discretionary review are outlined in the following pages.





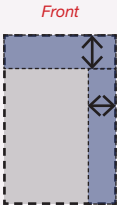
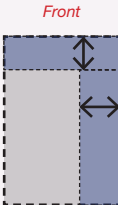

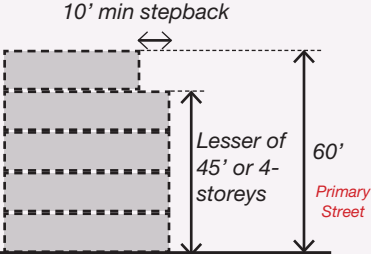
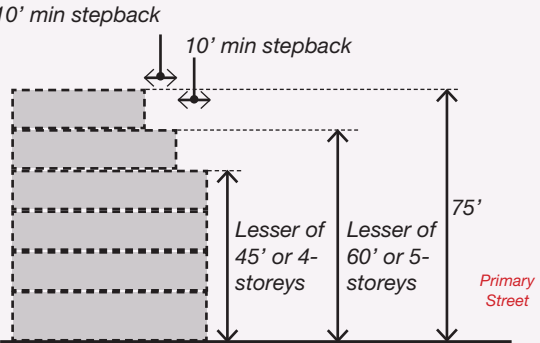


*Absolute Maximum Height of Occupiable Envelope in Overlay District:*

*60 ft by-right and up to 75' with discretionary review. No exceptions for mechanical equipment, screening, elevator shaft or vertical other projections.*



# Illustrative Development Standards

	MU-2 (Existing)	Overlay (By-Right)	Overlay (Discretionary Review)
LOT COVERAGE (NTS)	 <p>Minimum lot size - 2,000 sf</p>  <p>2.5 FAR 80% lot coverage</p>	 <p>Minimum lot size - 2,000 sf</p>  <p>Up to 6 FAR 100% lot coverage</p>	<p><b>Additional Height Approval Criteria (3/5 to be met)</b></p> <ol style="list-style-type: none"> <li>1. Provide a public facing ground floor use in mixed-use or nonresidential building types such as retail, F&amp;B service, personal care service or trade having transparency along at least 60% of their facades. Windows, when provided to remain 100% transparent and unblocked by shelving (unless a display) or partitions for at least 15' from the interior face of the exterior window wall.</li> <li>2. Provide a public benefit with an aim to improve the existing streetscape through widened sidewalks, street trees, mid-block walkways/ paseos, public plazas, parks, etc.</li> <li>3. Provide publicly accessible private space i.e. rooftop deck.</li> <li>4. Massing to express existing datum line of street wall or adjacent historic resource, if established.</li> <li>5. Minimum height of ground floor to be 14-feet.</li> </ol>
SETBACKS (NTS)	 <p>Maximum setback front and side - 10'</p>  <p>Abutting an R district - 15' plus 1' of additional setback for each foot of building height over 20'</p>	 <p>No setbacks</p>	
HEIGHT AND STEPBACK (NTS)	<p>Principal Building Maximum Height</p>	 <p>Principal Building Maximum Height</p>	 <p>Principal Building Maximum Height</p>

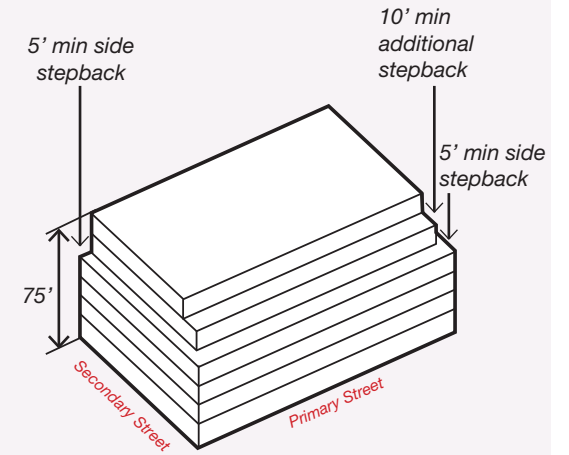
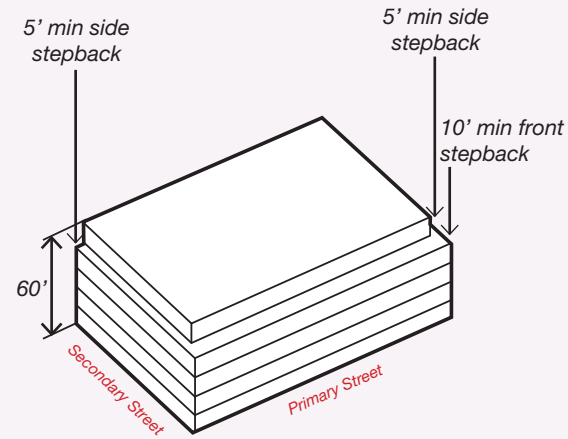
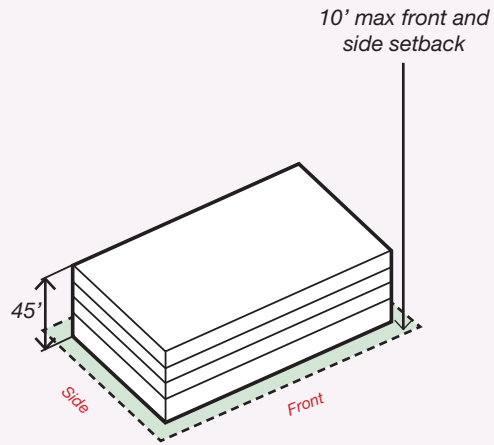


## MU-2 (Existing)

## Overlay (By-Right)

## Overlay (Discretionary Review)

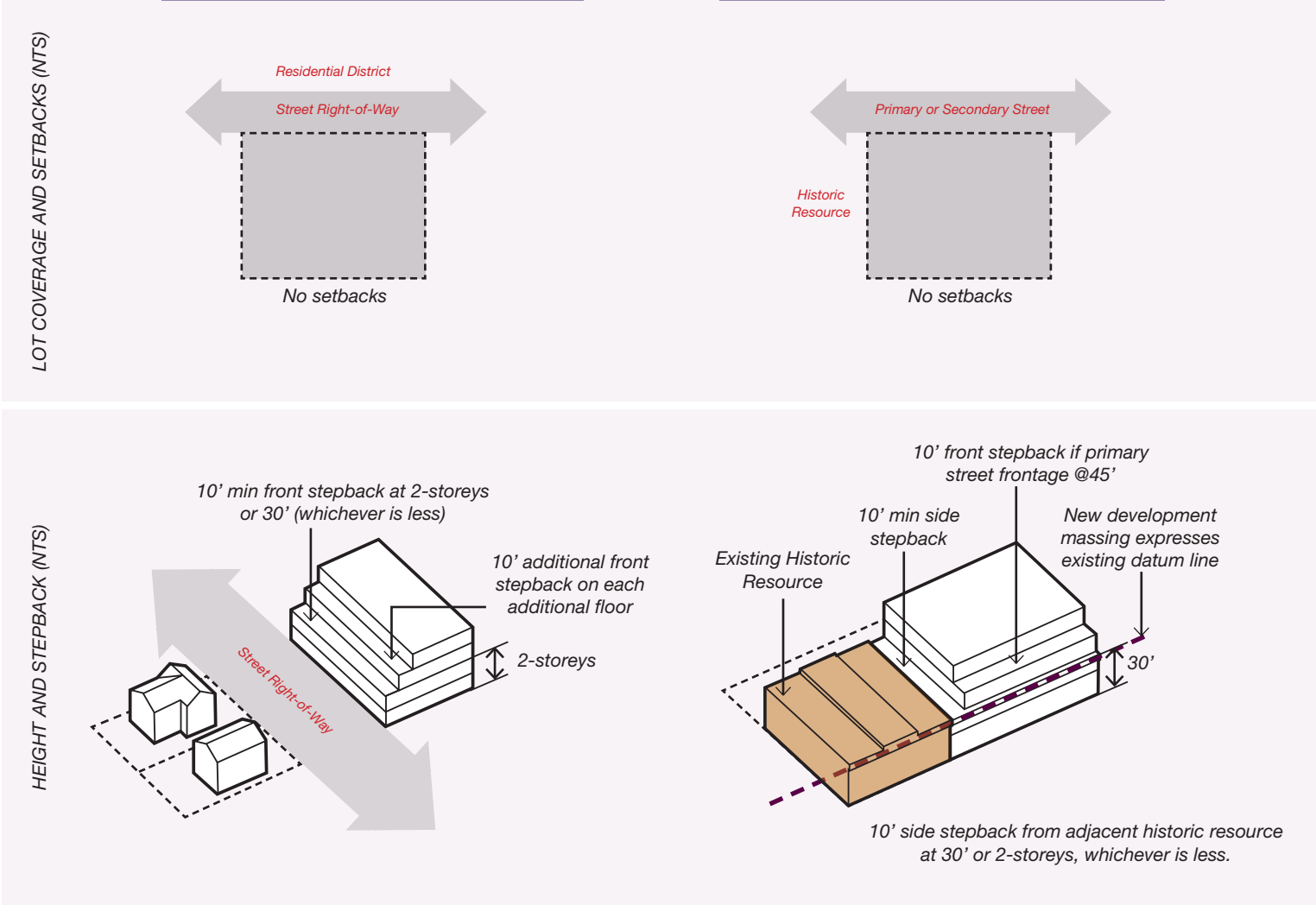
DEVELOPMENT ENVELOPE (NTS)



# Special Conditions

## Residential Zone

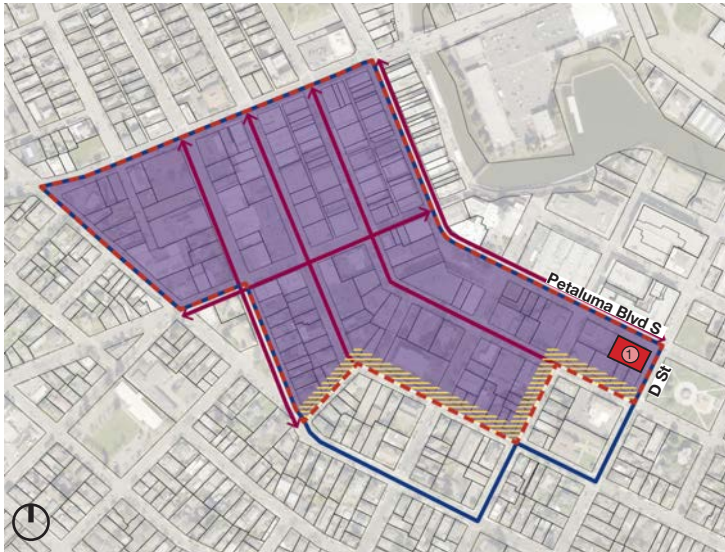
## Abutting a Historic Resource





# Development Study on Sample Sites

## Site 1

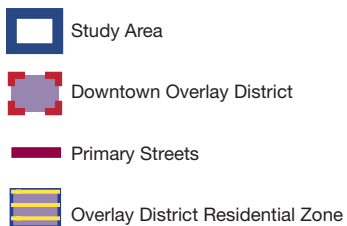


### Site 1 Description

Lot Size: 100' x 150'

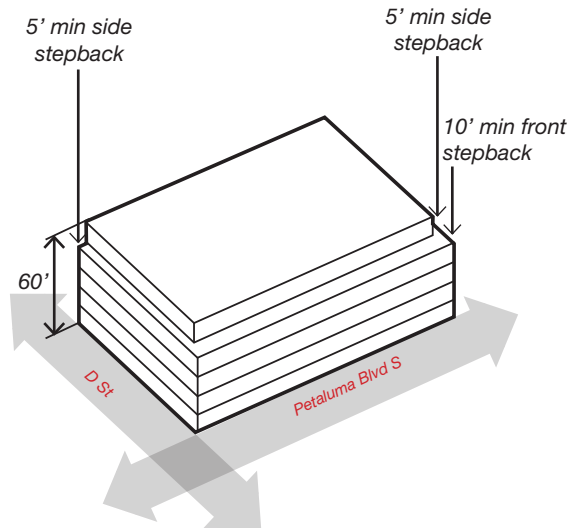
Location: corner Petaluma Blvd S and D St

Current Use: Convenience store with parking



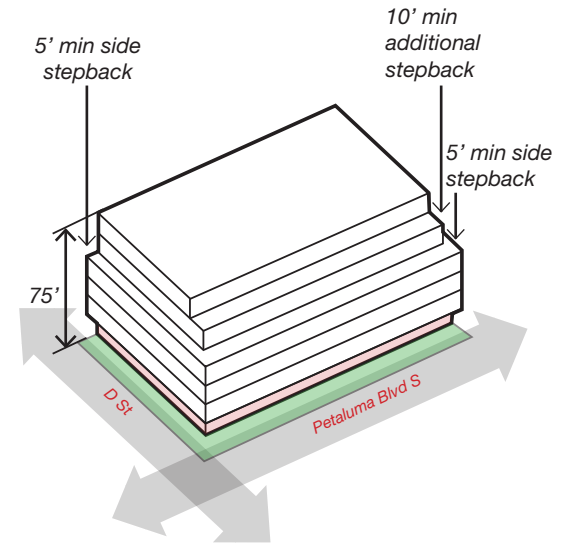
### Overlay (By-Right)

#### Development Envelope



### Overlay (Discretionary Review)

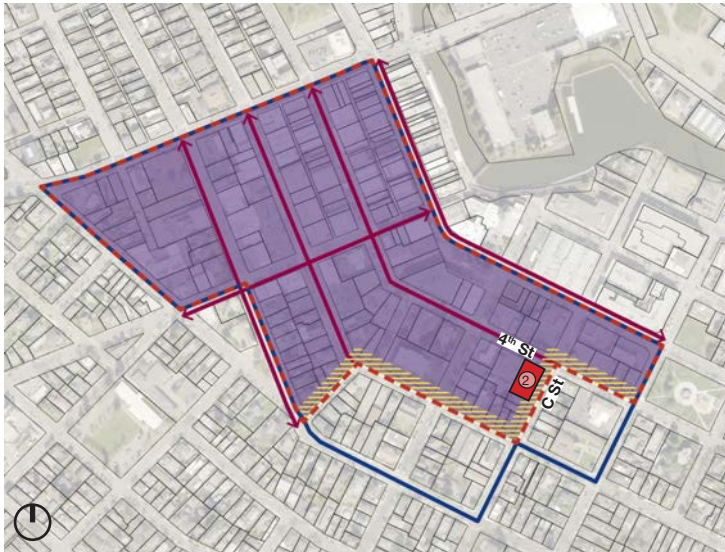
#### Development Envelope



### Additional Height Approval Criteria satisfied:

- Ground Floor Activating Use
- Public Benefit (widened sidewalks and streetscape improvements)
- Ground Floor Height - 14'

## Site 2



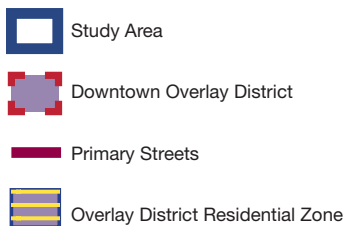
### Site 2 Description

Lot Size: 90' x 130'

Location: corner of C Street and 4th St

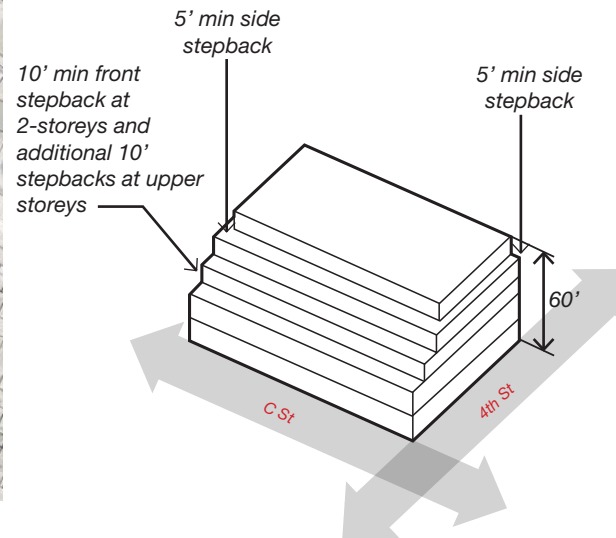
Current Use: Petaluma Mail Depot

Special Condition: Overlay District Residential Zone



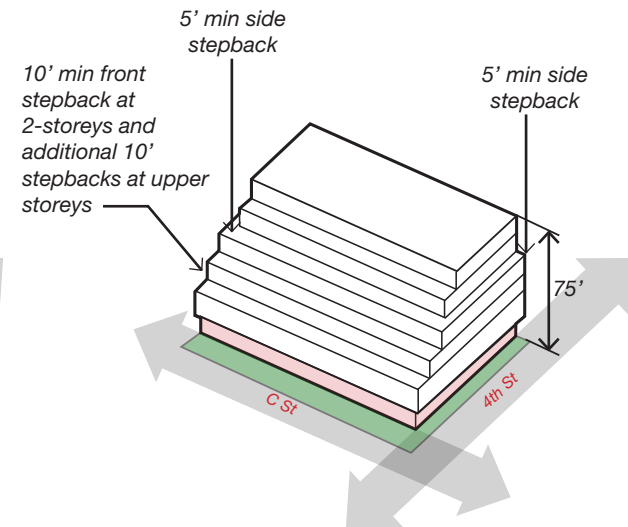
### Overlay (By-Right)

#### Development Envelope



### Overlay (Discretionary Review)

#### Development Envelope

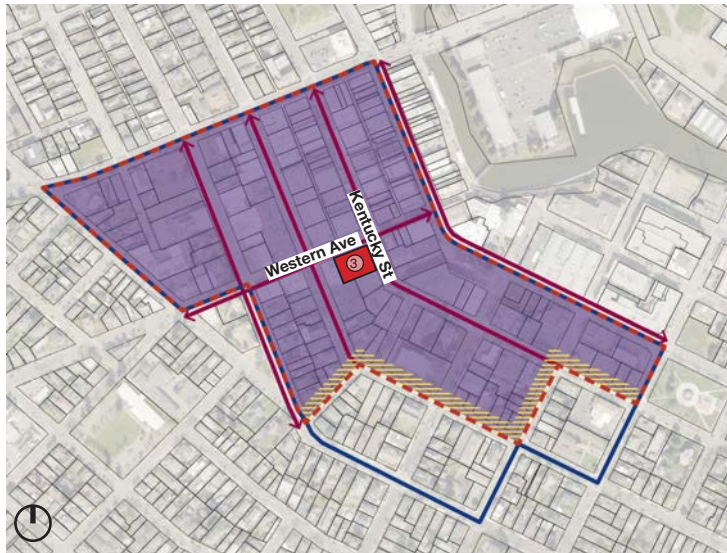


### Additional Height Approval Criteria satisfied:

- Ground Floor Activating Use
- Public Benefit (widened sidewalks and streetscape improvements)
- Ground Floor Height - 14'



## Site 3







### Site 3 Description

Lot Size: 110' x 130'

Location: corner of Kentucky Street and Western Ave

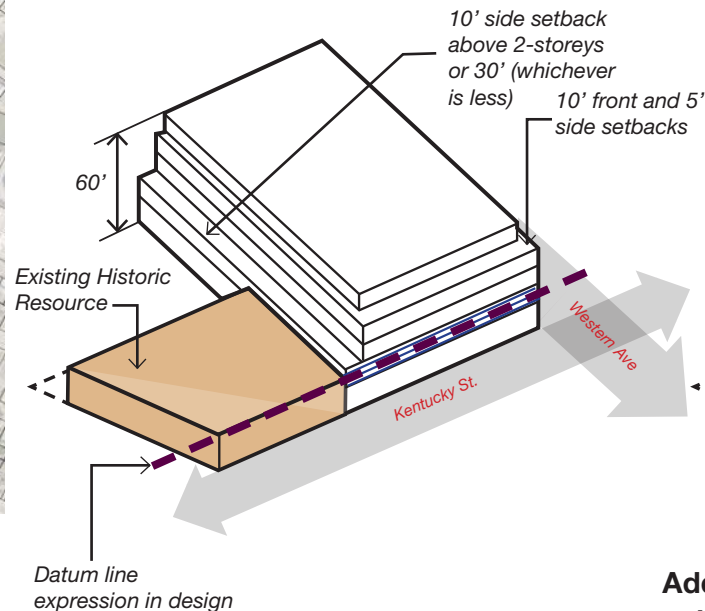
Current Use: Bank

Special Conditions: Abutting a historic resource

-  Study Area
-  Downtown Overlay District
-  Primary Streets
-  Overlay District Residential Zone

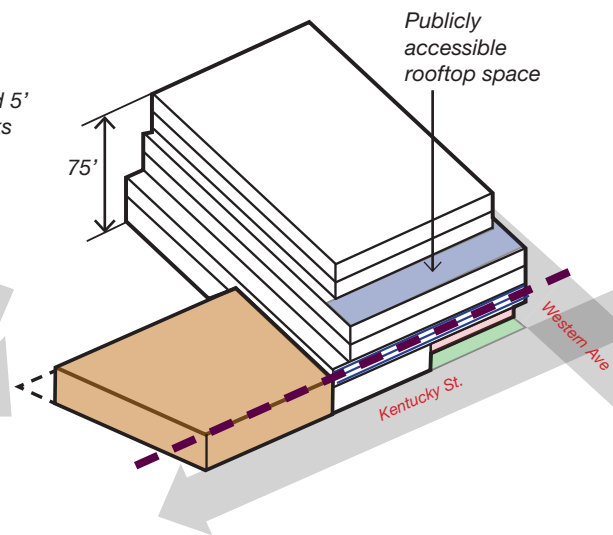
### Overlay (By-Right)

#### Development Envelope



### Overlay (Discretionary Review)

#### Development Envelope



### Additional Height Approval Criteria satisfied:

- Ground Floor Activating Use
- Public Benefit (widened sidewalks and streetscape improvements)
- Publicly Accessible Rooftop Space
- Ground Floor Height - 14'

# Design Opportunities

## *Site and Building*

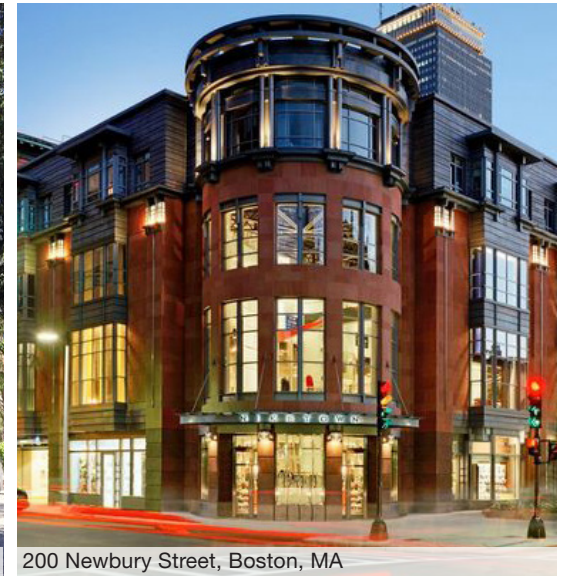
Downtown Petaluma is characterized by buildings that have strong relationships to the streets accentuated with elements that bring a sense of vibrancy to the outdoor areas. Buildings should be designed to enhance the quality of the public realm in the downtown core.

### **Guidelines:**

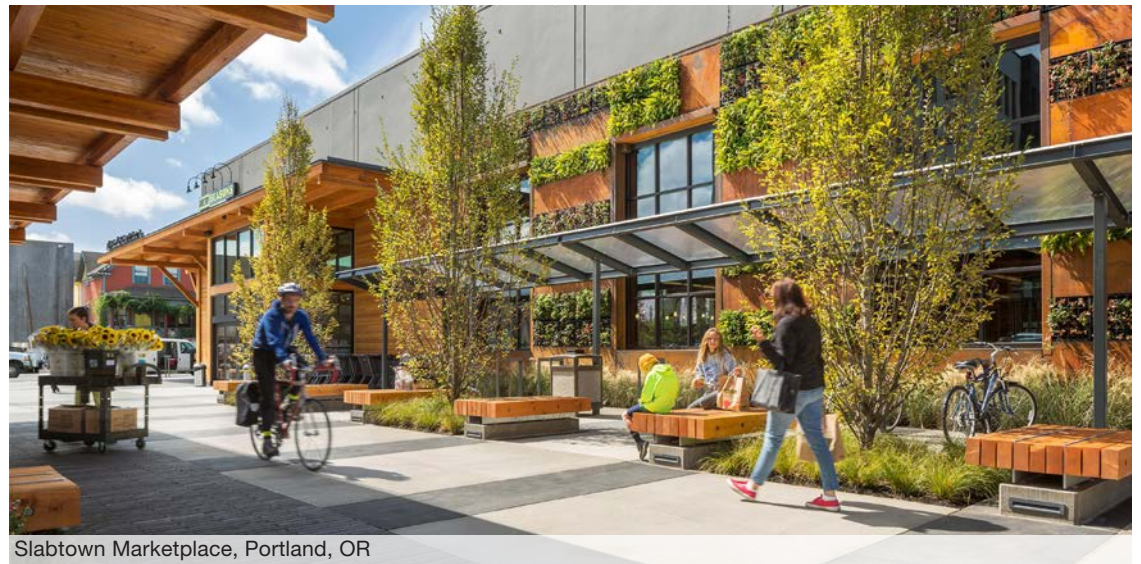
- Orient buildings so that primary façades and key pedestrian entries face major streets or plazas.
- Locate entrances such that they are easy to find and appropriately scaled based on the prominence of function and amount of use.
- Locate ground-floor commercial uses on street corners at key intersections.
- Accentuate corners with height, articulation and unique roof silhouettes to emphasize their presence.
- Locate semi-private open spaces such as common courtyards to face major streets, activating the street corridor.
- Encourage pedestrian passages that enable through-block pedestrian circulation.
- Locate private parking lots, driveways and loading areas behind buildings, with access from side or rear streets to facilitate active pedestrian edges along building frontages



Street in Santana Row, San Jose, CA



200 Newbury Street, Boston, MA



Slabtown Marketplace, Portland, OR



## Massing and Scale

Typical block sizes in downtown Petaluma are approximately 200'x300', 300'x300', 200'x600' and a few atypical block sizes as the parcels adjust to the change in direction of the street grid towards the river.

The facades of existing historic buildings in the downtown core establish a rhythm and pedestrian friendly scale along the streets. This pattern is characteristic of the area and should be retained whenever possible.

### Guidelines:

- Encourage new development to reflect the rhythm of facades that characterize Downtown, with sensitivity to the traditional building size and storefronts.
- Express facade components in ways that will help pedestrians establish a sense of scale with relation to the building.
- Break up the mass of large-scale buildings with articulation through changes in wall planes, upper-story building stepbacks and/or projecting or recessed elements, architectural details, and changes in materials and colors.
- Align horizontal building elements with others in the block face.
- Transitions to adjacent lower-scale residential development can be made by varying the massing within a development by stepping back upper stories.
- On important corner parcels, encourage new developments to incorporate special features such as cut corners, inviting entrances, roof features, special base designs.
- Encourage open spaces, walkways and alleys to break up building mass, allow access through developments and to create visual breaks.
- Encourage larger developments that group retail, hotel, multi-unit residential and/or office buildings to shape distinct and memorable open space(s), that are accessible to the public.



Downtown, Boston, MA



LL Hawkins, Portland, OR

## Heights and Stepbacks

While the allowable height limits in the overlay district range from 45-feet to 75-feet, many existing buildings (particularly buildings with historic character) have facades of a smaller scale.

New buildings and building additions should reinforce the historic pattern with heights, setbacks and upper-level stepbacks oriented to the many existing two- and three-story buildings.

### Guidelines:

- Retain pedestrian scale with design strategies such as upper story stepbacks.
- Activate upper story stepback areas with balconies or roof gardens.
- Take into consideration the potential shading impacts of new developments.
- Configure building heights such that a comfortable human scale is established along the edges of properties and views to significant landmarks are provided while allowing the appropriate density for an area.



Soho House, Brooklyn, NYC



Ketchum Commercial, Ketchum, Idaho



Columbia Square, Los Angeles, CA



Broken Shaker at Freehand, Los Angeles, CA



## Building Setbacks

Setbacks and overall building form should maintain the human scale of downtown with emphasis on creating an active street edge.

### Guidelines:

- Utilize building setbacks and arcaded spaces as an extension of the sidewalk to provide adequate space for pedestrian movement and activity. This space can be used for outdoor seating, street furniture, landscaping and public art.
- When setback is provided, a public outdoor amenity space should be included in the design.
- If a street wall pattern is clearly established, buildings should have the same setback as surrounding buildings to maintain a sense of scale.
- Utilize front setbacks and side setbacks appropriate to the pattern of development when abutting existing residential neighborhoods.
- Landscaping should be planned and scaled to complement the existing adjacent landscaping and building forms.



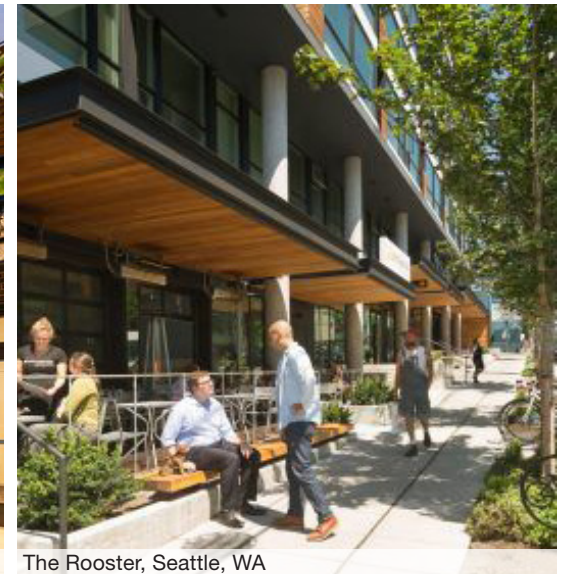
Beaver Barracks Community Housing, Ottawa, Canada



19th & Mercer, Seattle, WA



Bogtown Flats, Seattle, WA



The Rooster, Seattle, WA



# Precedent Images



Chophouse Row, Pike/Pine Neighborhood, Seattle, WA



Nightingale Housing, Brunswick, Australia



Chophouse Row, Pike/Pine Neighborhood, Seattle, WA



Sugar Square, Downtown Denver, CO



Pearl Brewery District, San Antonio, TX

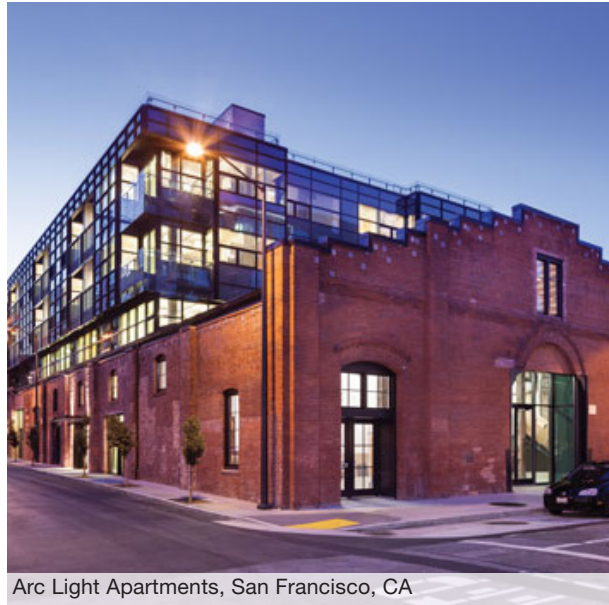


"Big Ideas for Small Lots"  
Competition Finalist, NYC





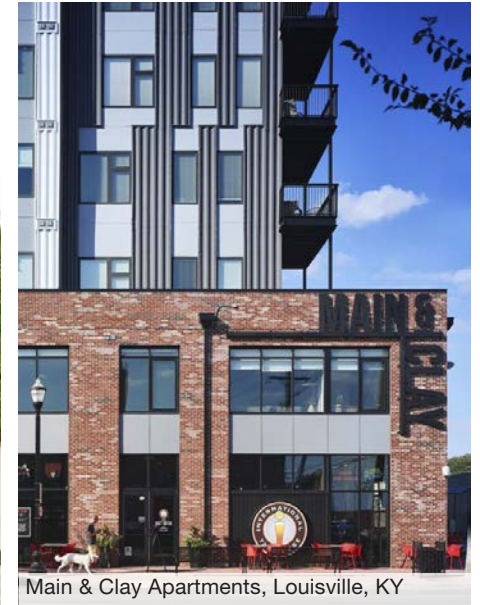
Halcyon Hotel, Denver, CO



Arc Light Apartments, San Francisco, CA



Zella Apartments, Seattle, WA



Main & Clay Apartments, Louisville, KY



Kolstrand Building, Ballard - Seattle, WA



Halcyon Hotel, Denver, CO



Woodie Fisher Kitchen & Bar, Denver, CO

## ***04 Example of a Development***



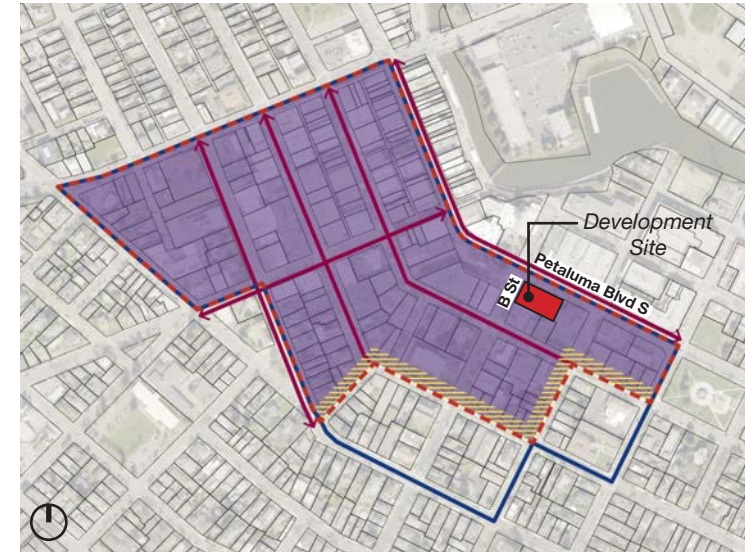
# Appellation Petaluma Hotel

A new development proposed in the heart of Petaluma's historic downtown offers to bring a vibrancy of new uses to this area which includes a 93-key hotel, a food and beverage service restaurant and a publicly accessible rooftop terrace and bar.

At the ground floor, the development is setback to create a widened sidewalk along Petaluma Blvd S (primary street) and proposes a restaurant facing Petaluma Blvd S with an outdoor seating component at the corner of Petaluma Blvd S and B-Street, creating an active and transparent ground floor use which enhances the pedestrian experience along these streets.

Drawing inspiration from the historic context, the building steps back 10' at the 5th floor along Petaluma Blvd S to emphasize the continuation of a well established street wall along this important corridor. Additionally, the massing steps back further at the corner of Petaluma Blvd S and B Street on the 5th floor to reduce the visual impact of height at this intersection.

The development steps back further on the 6th floor along Petaluma Blvd S and B Street to create a seating area for the publicly accessible rooftop space that is oriented to capture views along the Petaluma River and the historic downtown beyond.

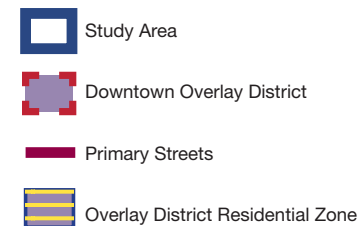


## Site Description

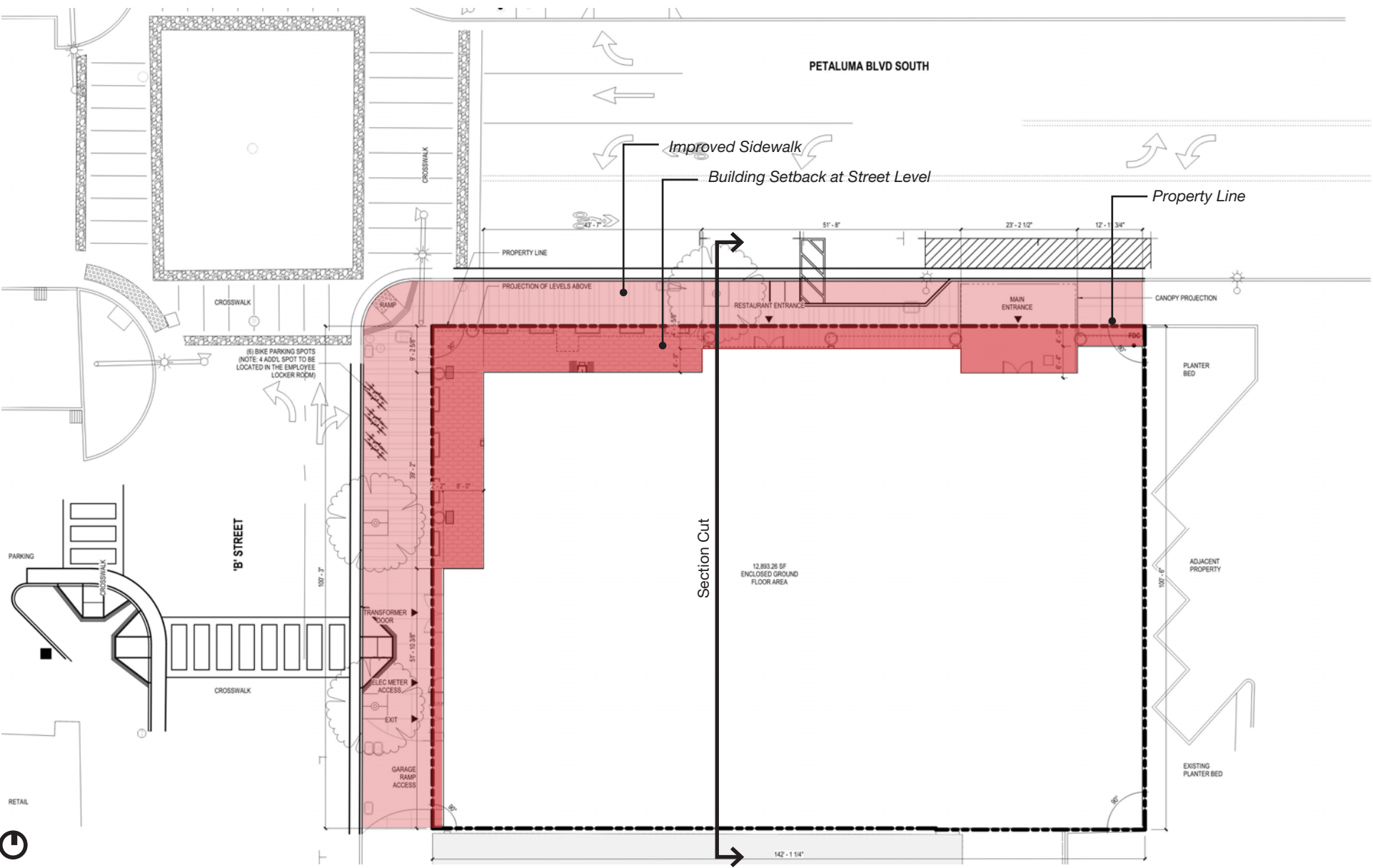
Lot Size: 100'-3" x 142'-2"

Location: corner of B Street and Petaluma Blvd S

Current Use: Vacant



Site Plan

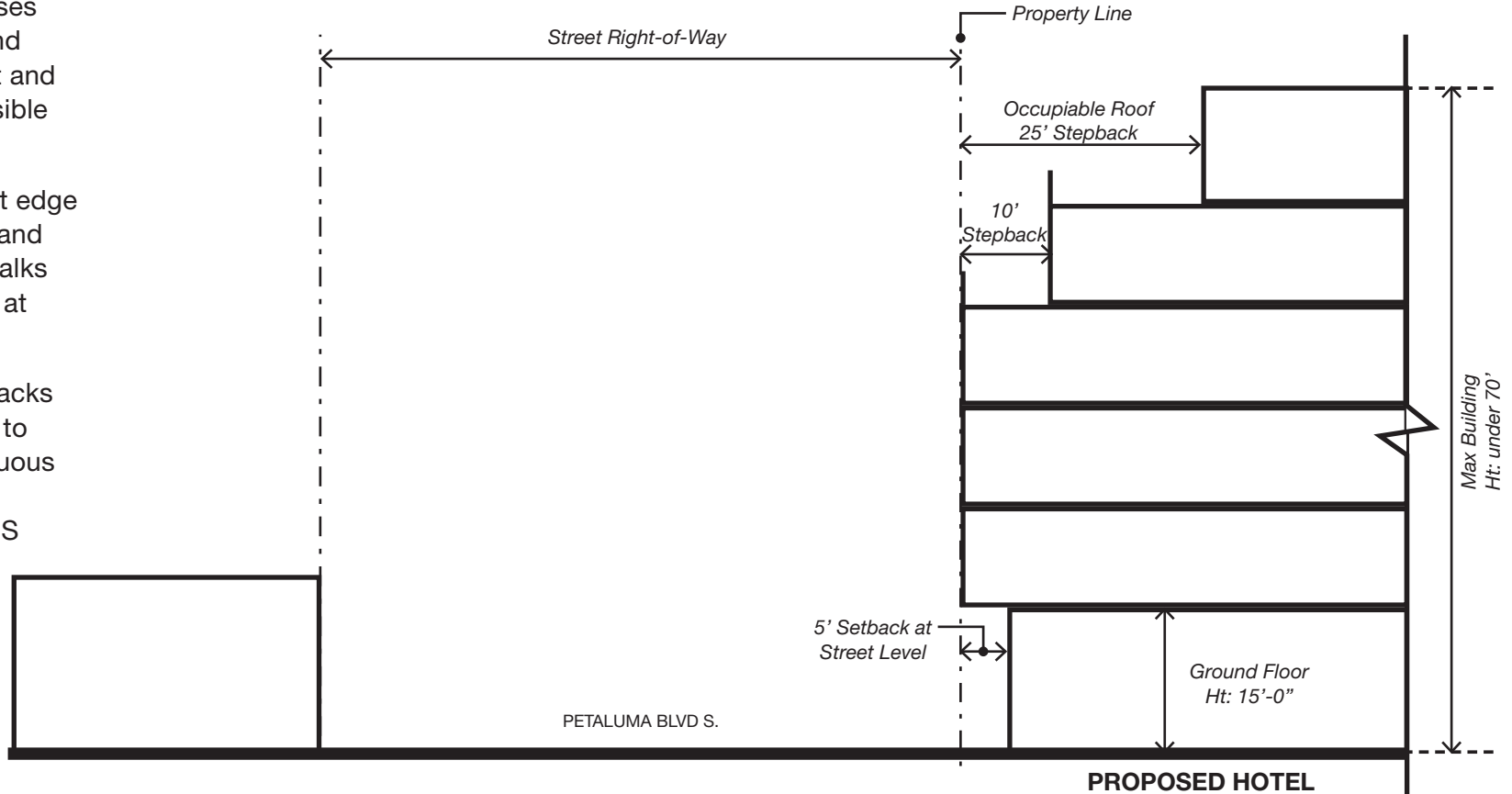




## N-S Building Section

### Development Summary

- 93 key hotel on vacant site at Petaluma Blvd S and B Street
- Infill development with a mix of uses including ground floor restaurant and publicly accessible rooftop area
- Activated street edge with improved and widened sidewalks and landscape at ground level
- Massing stepbacks at upper levels to express continuous street wall at Petaluma Blvd S



# Building Heights Study Along Petaluma Blvd

