



Housing & Economic Opportunity Overlay

Know Before you Grow

Wednesday, July 12, 2023

Presented By:

Andrew Trippel, Planning Manager

Welcome

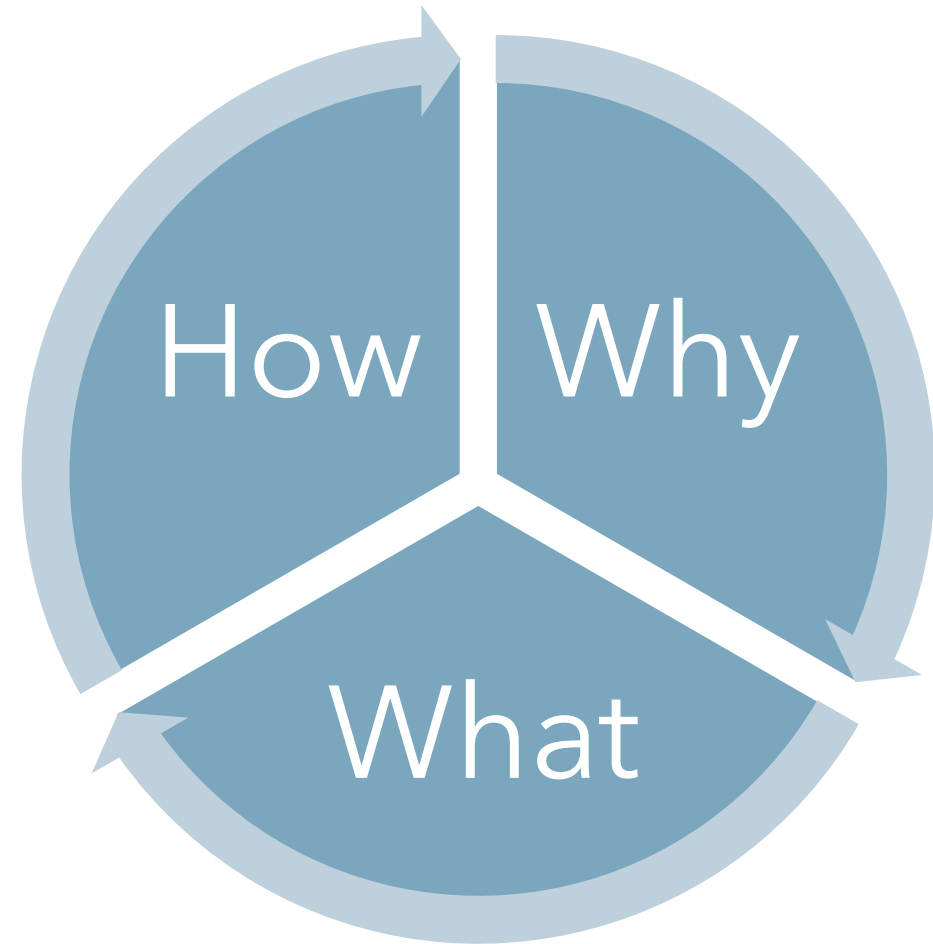
*Brian Oh
Director
Community Development*

Due to file size limitations, the video of Director Oh's welcome comments is available upon request. To request the video file, please email Planning Manager Andrew Trippel at atrippel@cityofpetaluma.org.

Topics

*Eric Danly
City Representative*

*Andrew Trippel
Planning Manager*



Planning Process

- Application received
- **Requirement to review**
- **Gather community input**
- Identify options for review authorities to consider



Context

General Plan 2025

- Mixed Use Land Use Designation
- Downtown Subarea

General Plan Update

- Update in process
- Guiding Principles and Supporting Concepts

Central Petaluma Specific Plan

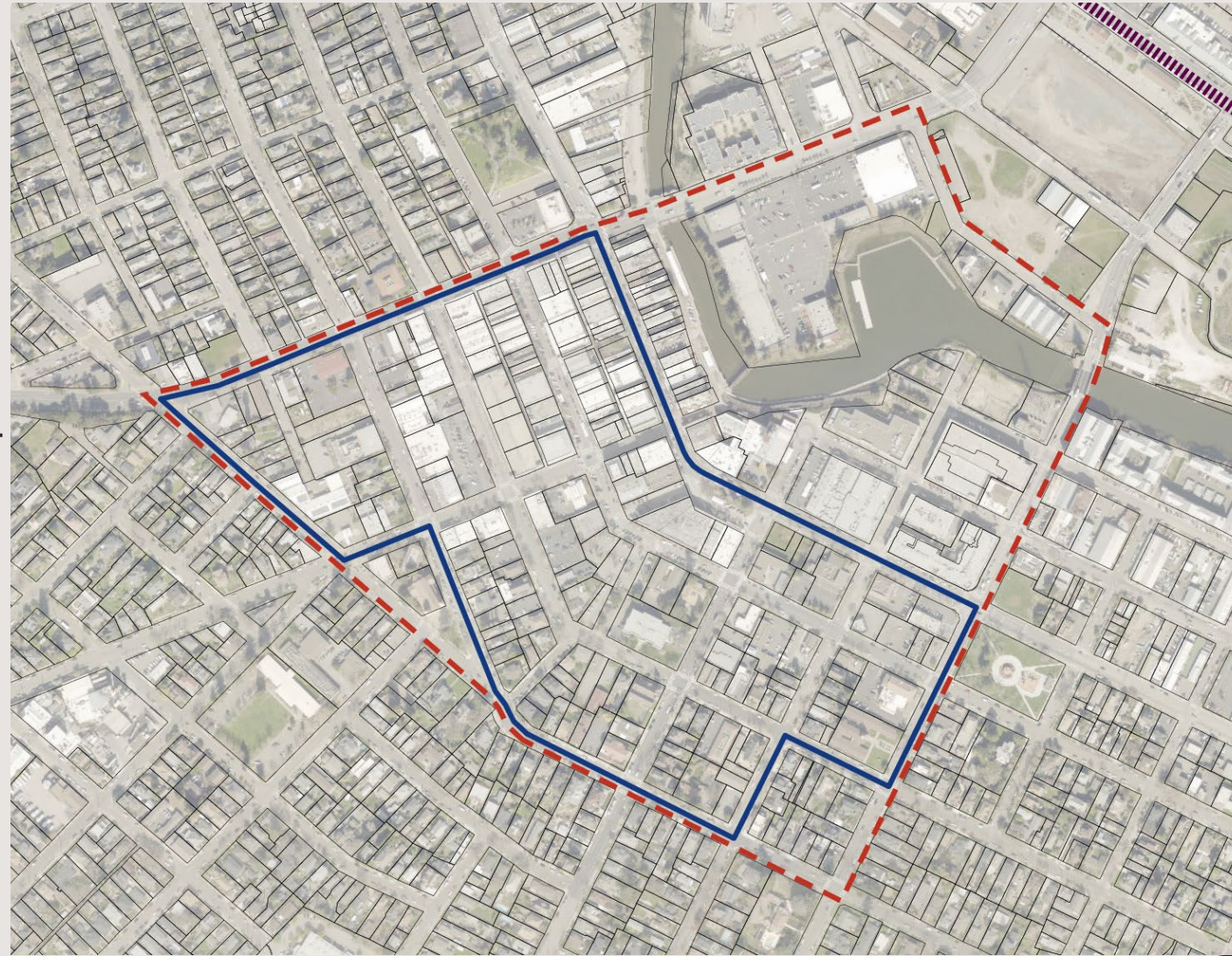
- **SmartCode** (across the street) from Overlay
- Overlay in line with Planning Concepts

Historic Commercial District

- Three parcels within commercial HD
- Rex Ace Hardware former contributor, existing non-contributor

Study Area

- **Theatre District Overlay**
- **GP Downtown Subarea**



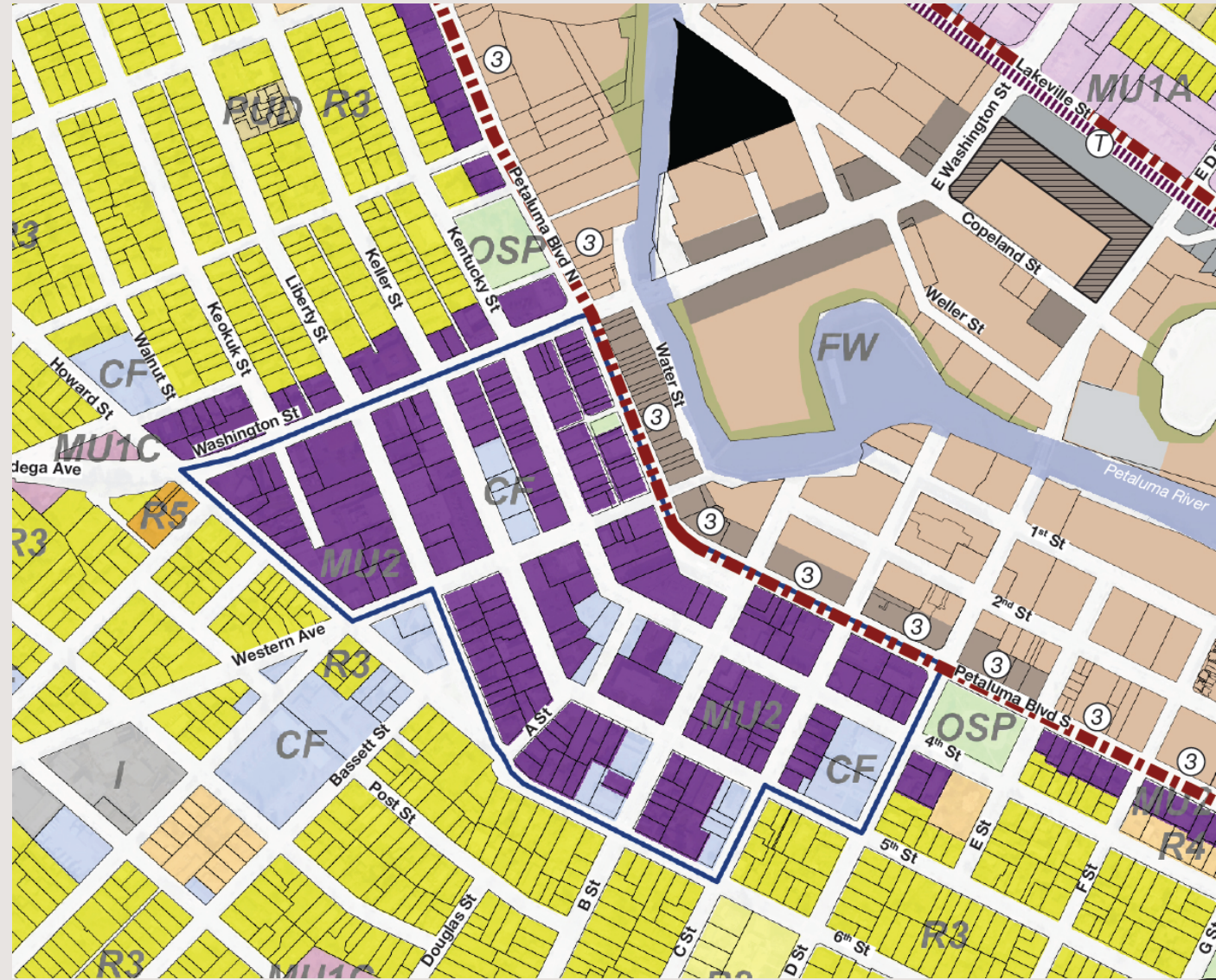
Study Area

- Theatre District Overlay
- GP Downtown Subarea
- Historic Districts



Study Area

- Theatre District Overlay
- GP Downtown Subarea
- Historic Districts
- Current Zoning





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



The American Trust Building and Old Fellows Hall



16 6th Street



600 B Street

Downtown Existing Conditions



Along Kentucky Street



Abandoned Structure at Petaluma Boulevard S and D Street



McNear's Building sidewalk along Kentucky St



Abandoned Structure at 4th Street and C Street



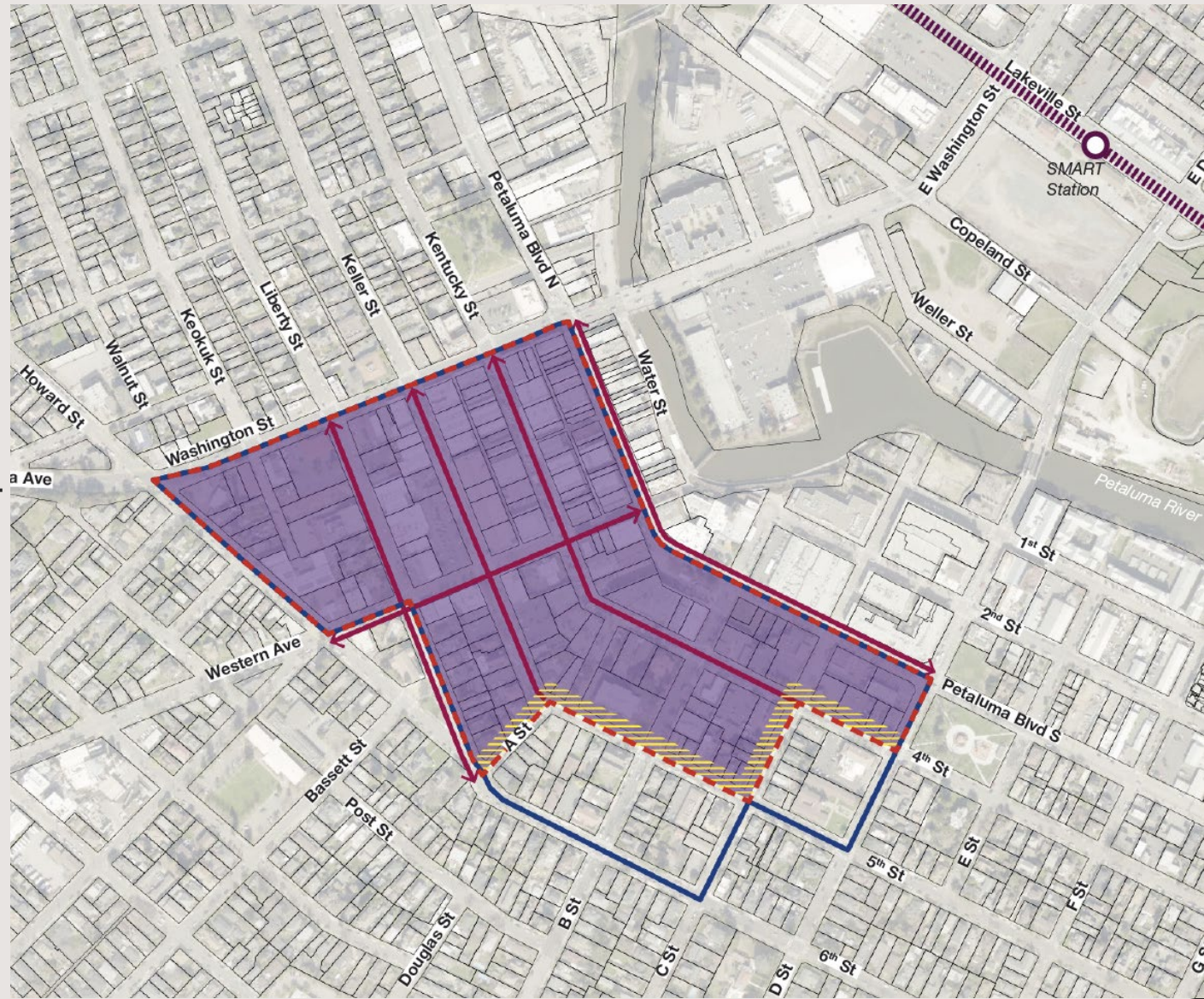
Vacant lot at Petaluma Blvd S and B Street



Outdoor dining along Water Street

Initial Overlay

- Theatre District Overlay
- GP Downtown Subarea
- Historic Districts
- Current Zoning
- Opportunity Areas



Why?

- **Support our Downtown**
- Thriving businesses
- Exciting place
- Inviting space



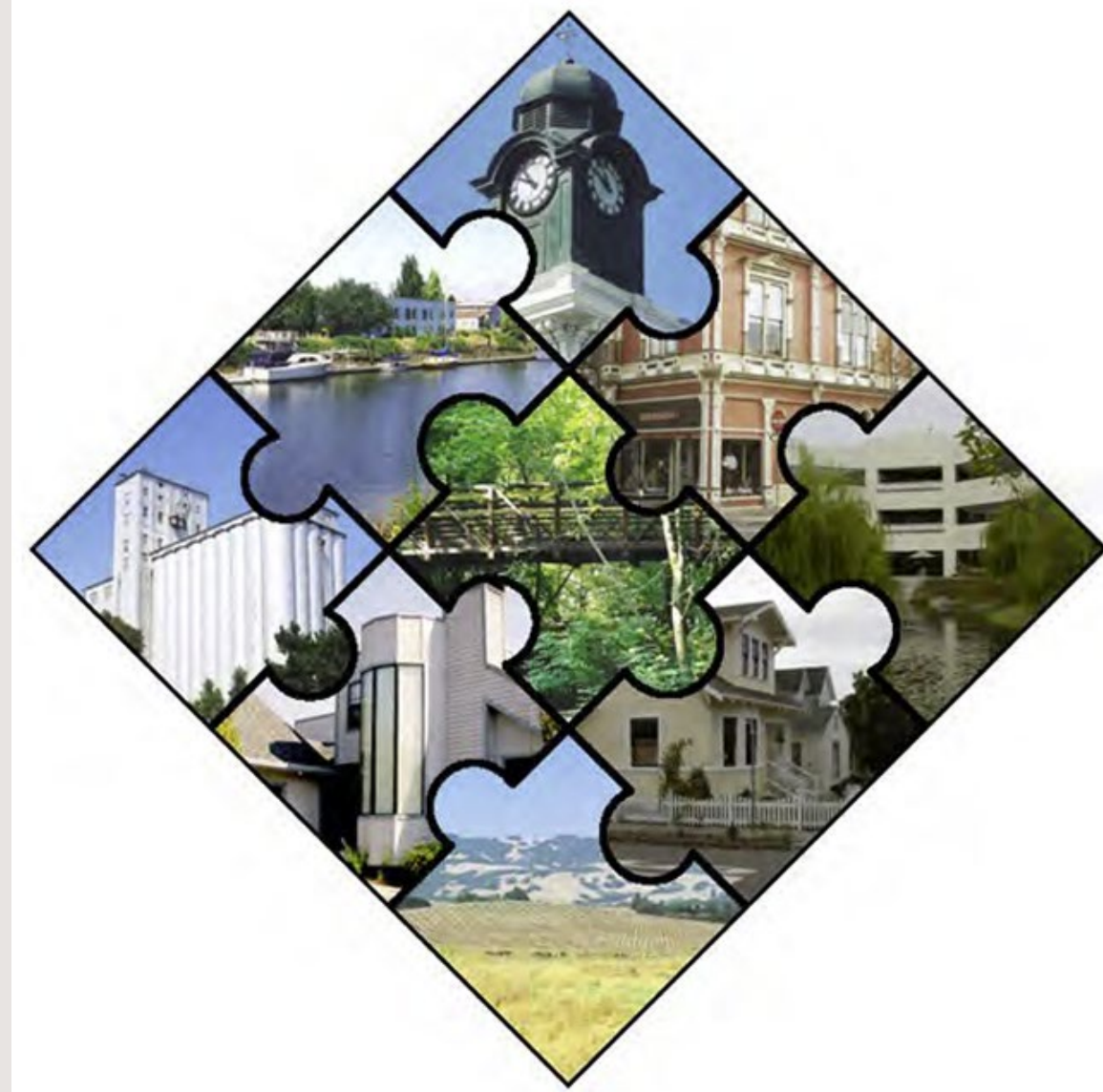
Why?

- **Support our City**
- Invest in opportunities
- Advance our goals



General Plan

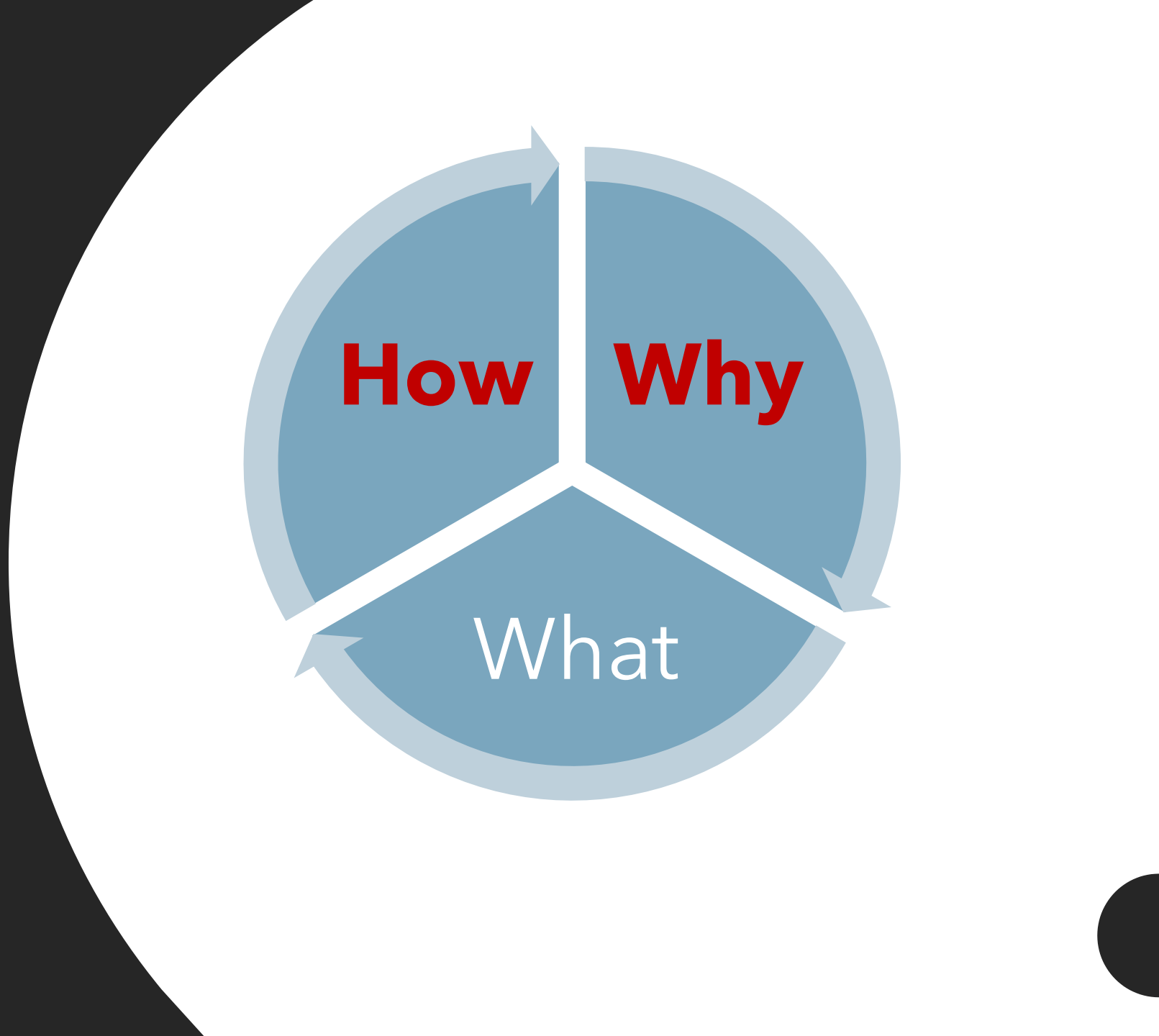
- Encourage economic growth
- Support Central City Housing Development
- Prioritize infill development @ higher density and intensity
- Enhance the historic downtown and preserve historic character
- Provide public gathering spaces



Q&A

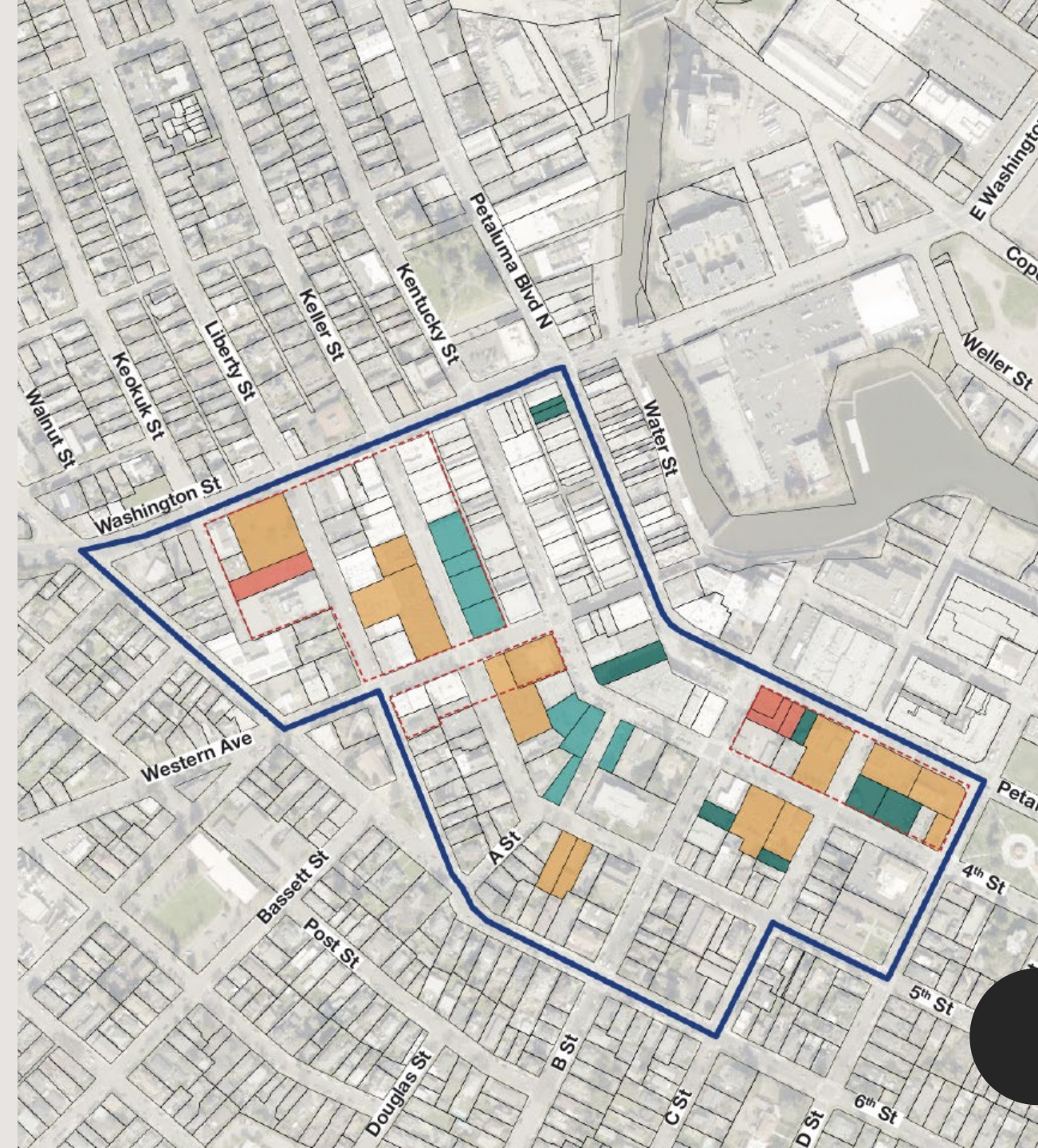
KBYG Representatives

*Andrew Trippel
Planning Manager*



Revisioning Process

- Community Input
- Study Area
- Public Parking
- Other Parking
- Vacant
- Underutilized



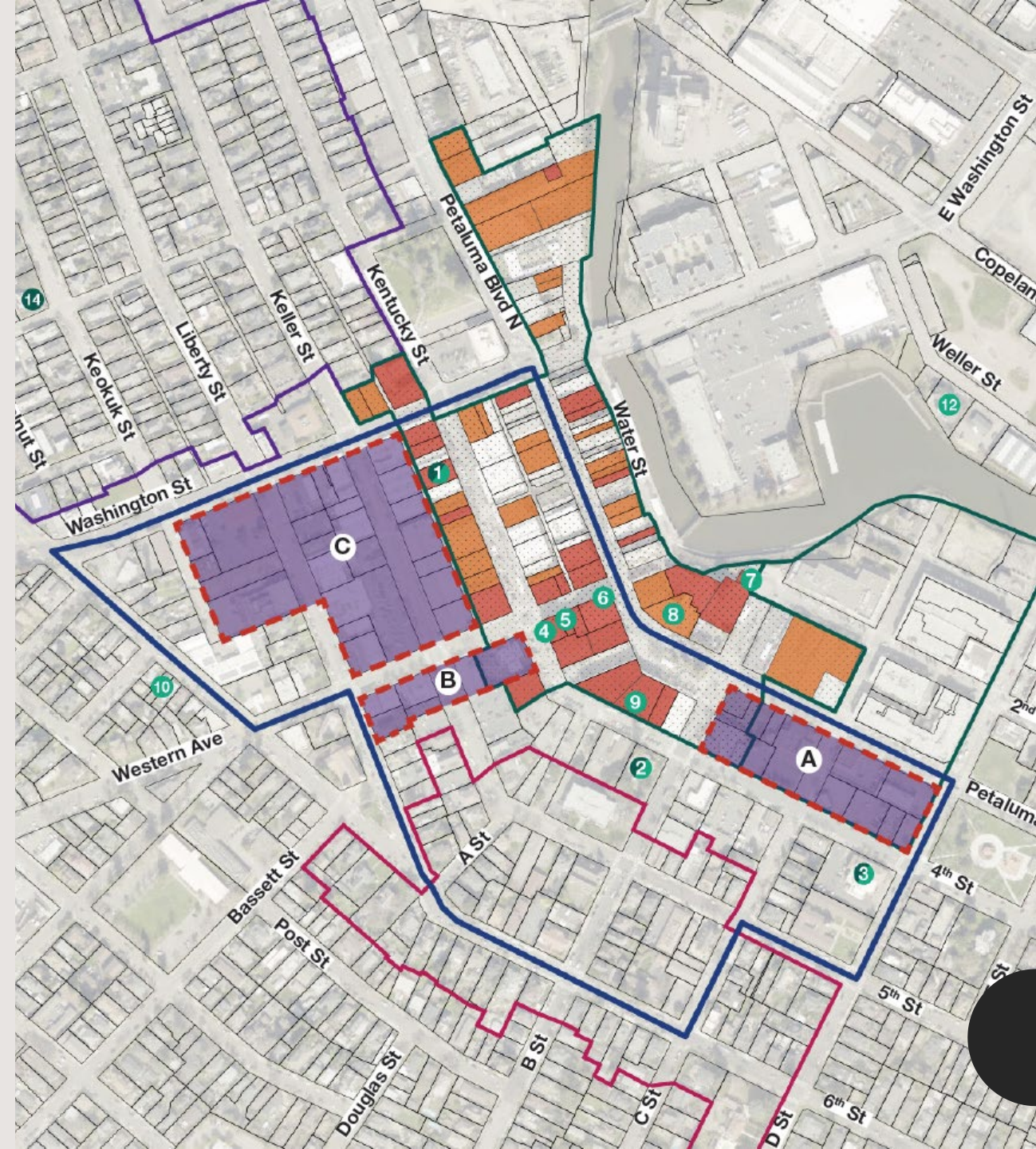
Study Area

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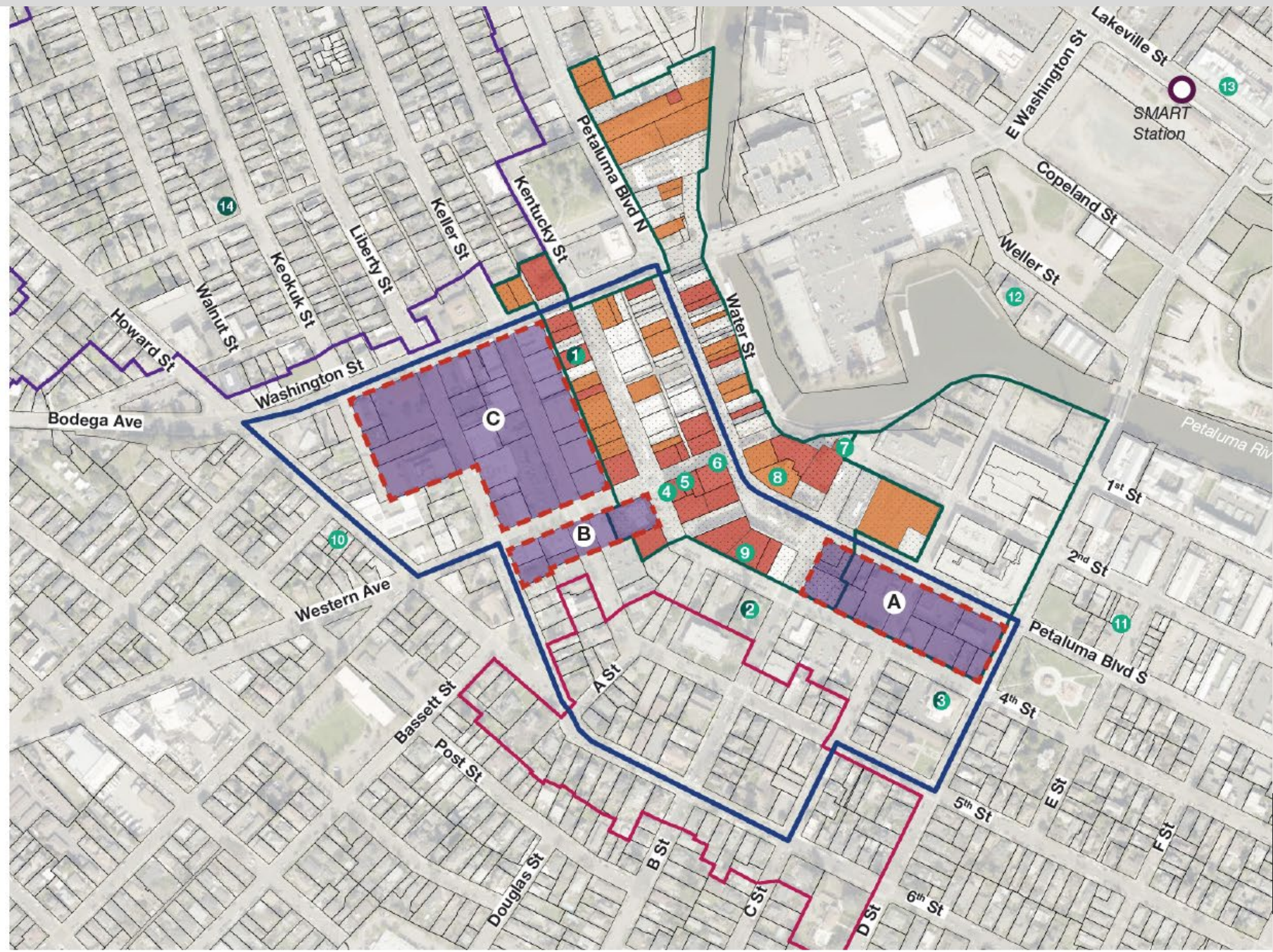
Revisioning Process


- Community Input
- Study Area
- Sub-Areas A, B, and C



Revised Overlay Options

-  **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**
 -  Downtown Historic District
 -  Oakhill-Brewster District
 -  "A" Street Historic District
 -  Building Form Overlay Proposal (comprises of areas A, B & C)

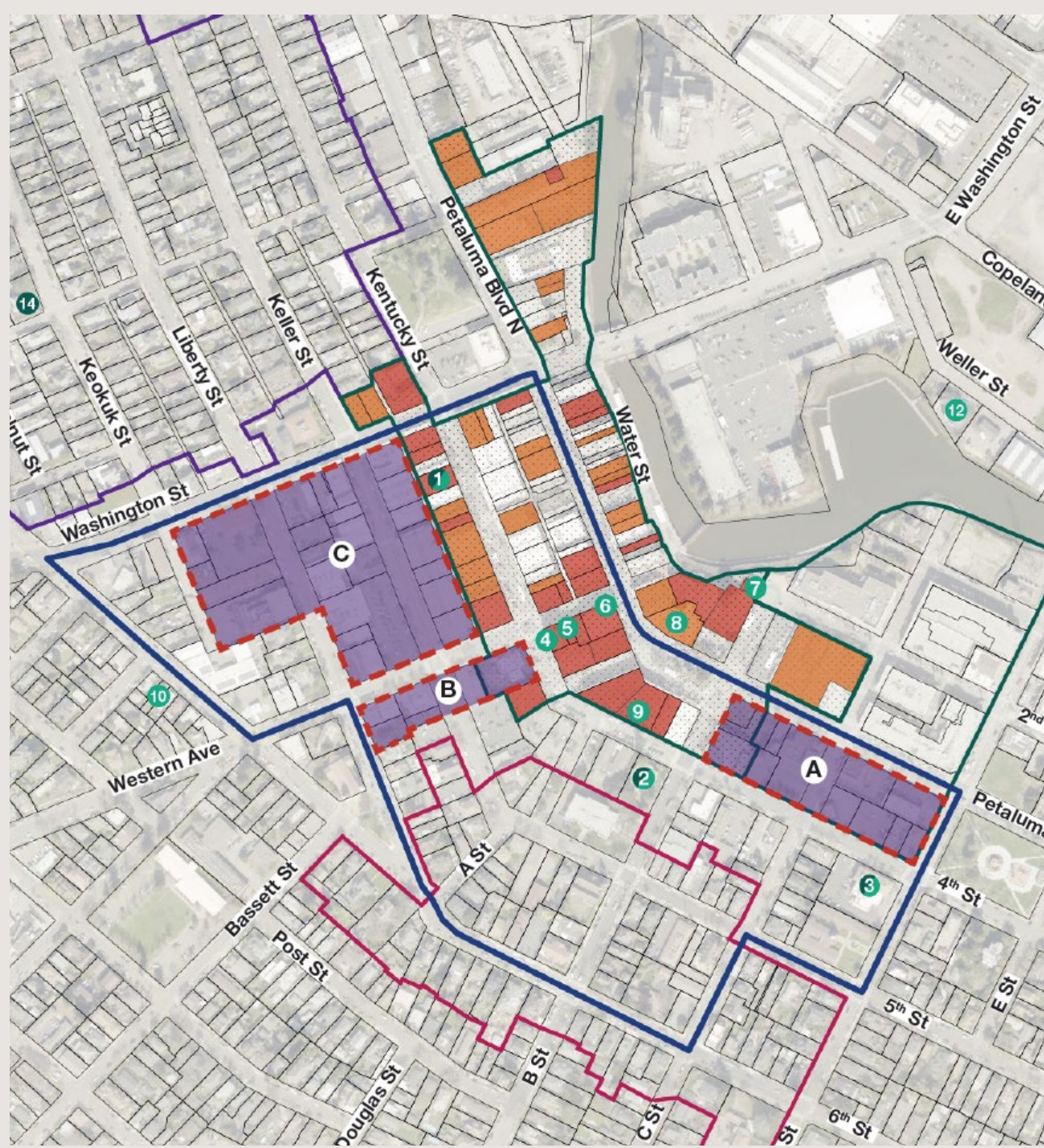


 1" = 200'


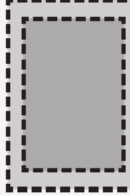


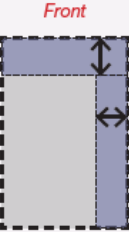
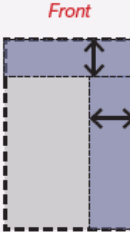

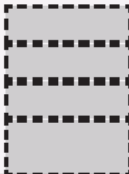
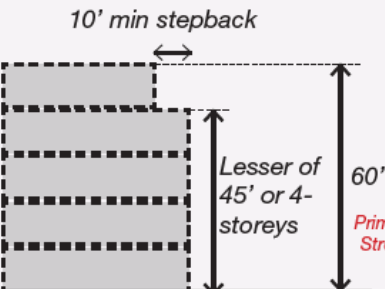
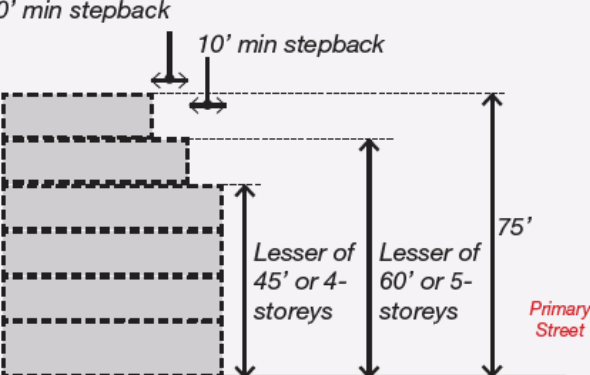
Current MU2 Development Standards

Development Feature	Requirement by Zone	
	MU1 Mixed Use 1	MU Mixed Use 2
Structure		
Front	Not Permitted	Not Permitted
Side – Interior (each)	4 ft	4 ft
Side – Street	10 ft	10 ft
Rear	5 ft	5 ft
Rear – Accessory dwelling	4 ft	4 ft
Site coverage Maximum coverage ²	<i>Floor Area Ratio. The gross floor area of all buildings on a lot divided by the building site area.</i>	<i>Site Coverage. The percent of the total site area covered by structures, open or enclosed, excluding uncovered steps, patios and terraces.</i>
	2.5 floor area ratio	80% 100% for structured parking
Height limit Maximum height	<i>Maximum allowable height of structures. See Glossary for height measurement requirements, and Chapter 12 for height limit modifications.</i>	
	Principal building	45 ft
	Accessory structure	20 ft
Usable open space	30 sf/unit ²	30 sf/unit ²

Current MU2 Development Standards



Illustrative Development Standards

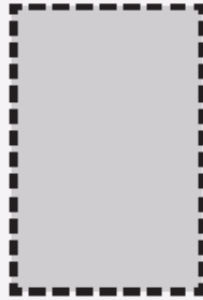
	MU-2 (Existing)	Overlay (By-Right)	Overlay (Discretionary Review)
LOT COVERAGE (NTS)	 <p>Minimum lot size - 2,000 sf</p>  <p>2.5 FAR 80% lot coverage</p>	 <p>Minimum lot size - 2,000 sf</p>  <p>Up to 6 FAR 100% lot coverage</p>	<p>Additional Height Approval Criteria (3/5 to be met)</p> <ol style="list-style-type: none"> 1. Provide a public facing ground floor use in mixed-use or nonresidential building types such as retail, F&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. 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. 3. Provide publicly accessible private space i.e. rooftop deck. 4. Massing to express existing datum line of street wall or adjacent historic resource, if established. 5. Minimum height of ground floor to be 14-feet.
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 45'</p>	 <p>Principal Building Maximum Height Lesser of 45' or 4-storeys 60' Primary Street</p>	 <p>Principal Building Maximum Height 10' min stepback 10' min stepback 75' Primary Street</p>

Illustrative Development Standards

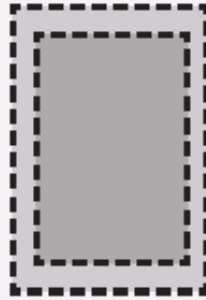
MU-2 (Existing)

Overlay (By-Right)

LOT COVERAGE (NTS)



Minimum lot size - 2,000 sf



2.5 FAR
80% lot coverage

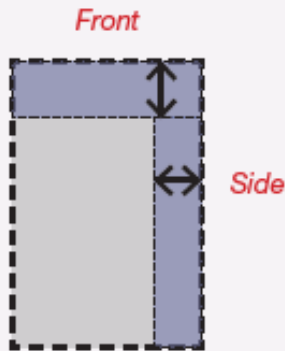


Minimum lot size - 2,000 sf

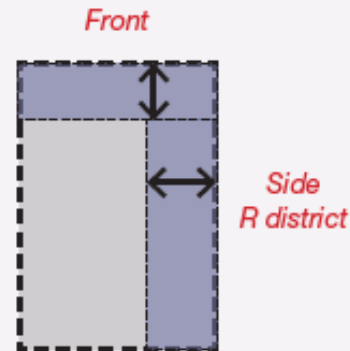


Up to 6 FAR
100% lot coverage

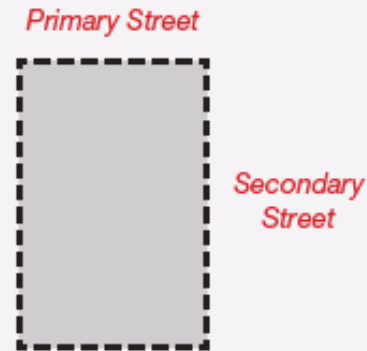
SETBACKS (NTS)



Maximum setback front and side - 10'

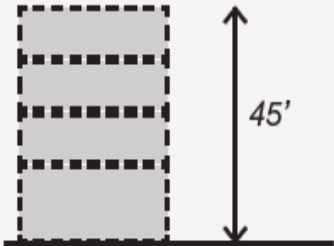
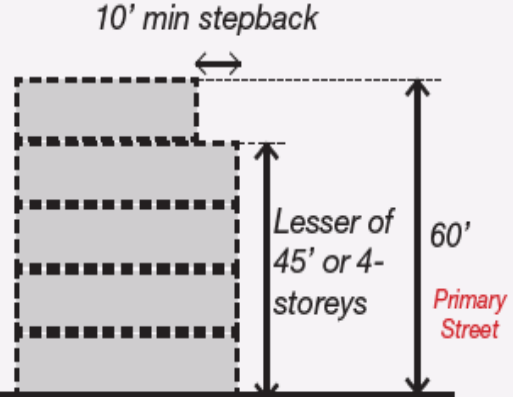
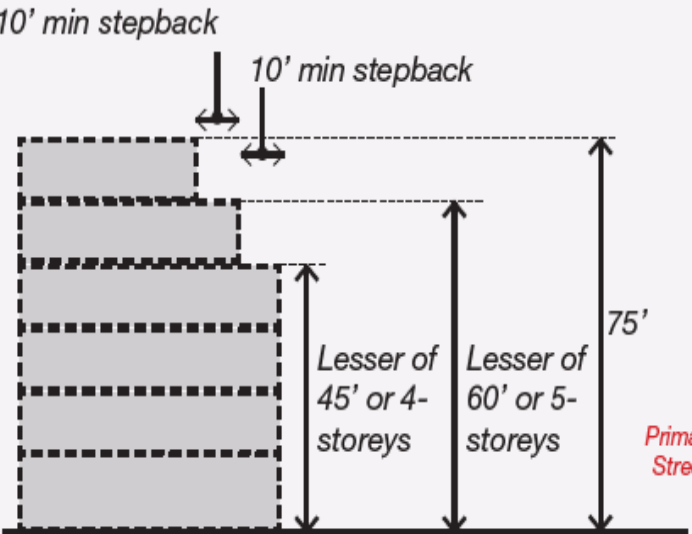


Abutting an R district - 15' plus 1' of additional setback for each foot of building height over 20'



No setbacks

Illustrative Development Standards

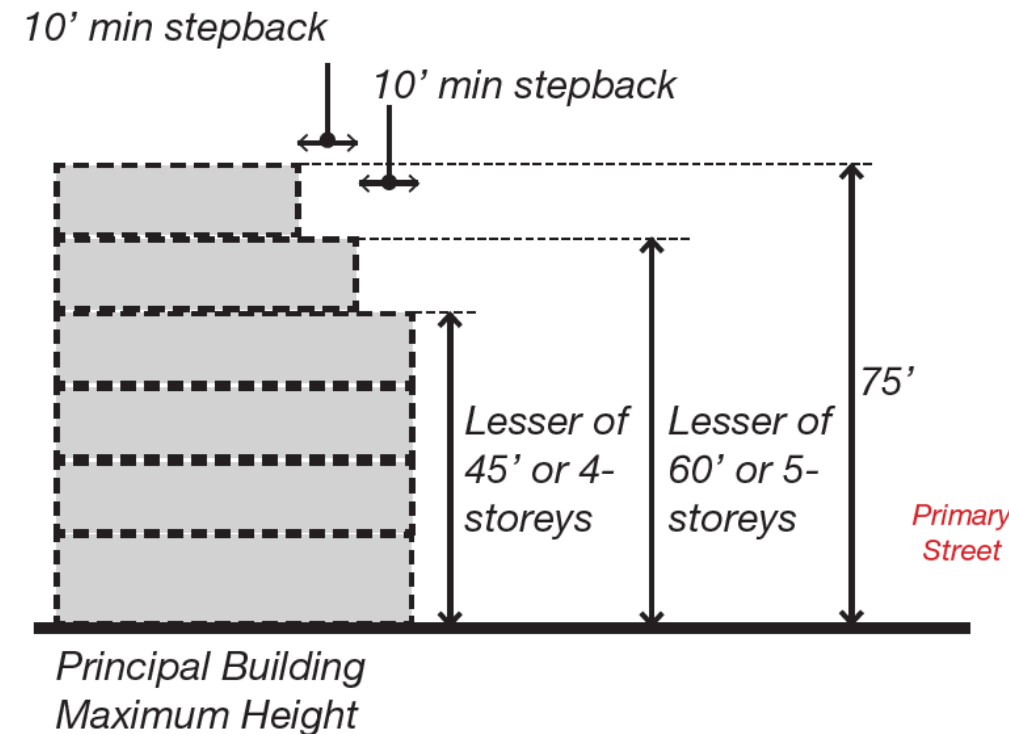
MU-2 (Existing)	Overlay (By-Right)	Overlay (Discretionary Review)
<p data-bbox="191 535 229 1006">HEIGHT AND STEPBACK (NTS)</p>  <p data-bbox="338 1028 573 1099">Principal Building Maximum Height</p>	 <p data-bbox="1146 1021 1375 1092">Principal Building Maximum Height</p>	 <p data-bbox="1809 1021 2038 1092">Principal Building Maximum Height</p>

Overlay (*Discretionary Review*)

Additional Height Approval Criteria (3/5 to be met)

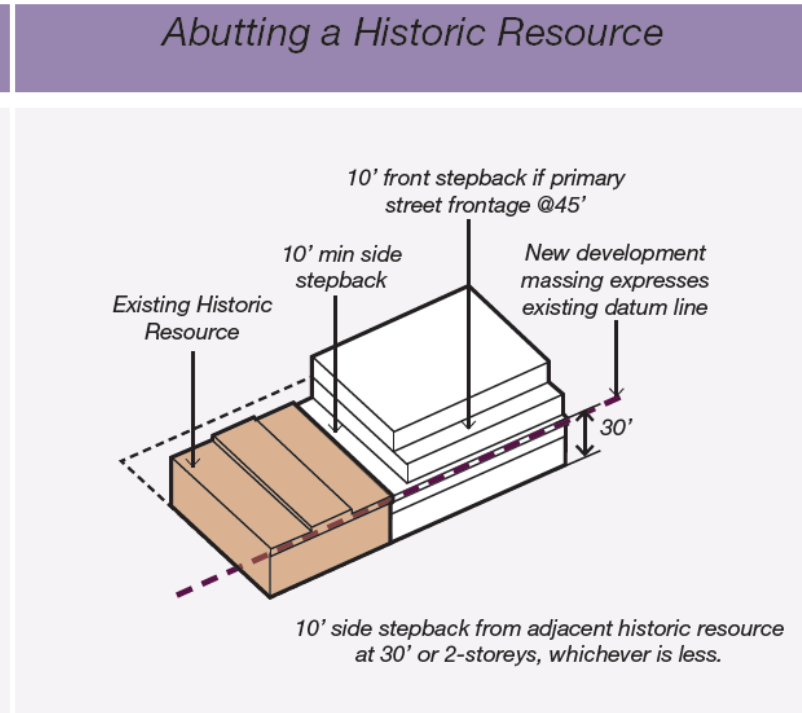
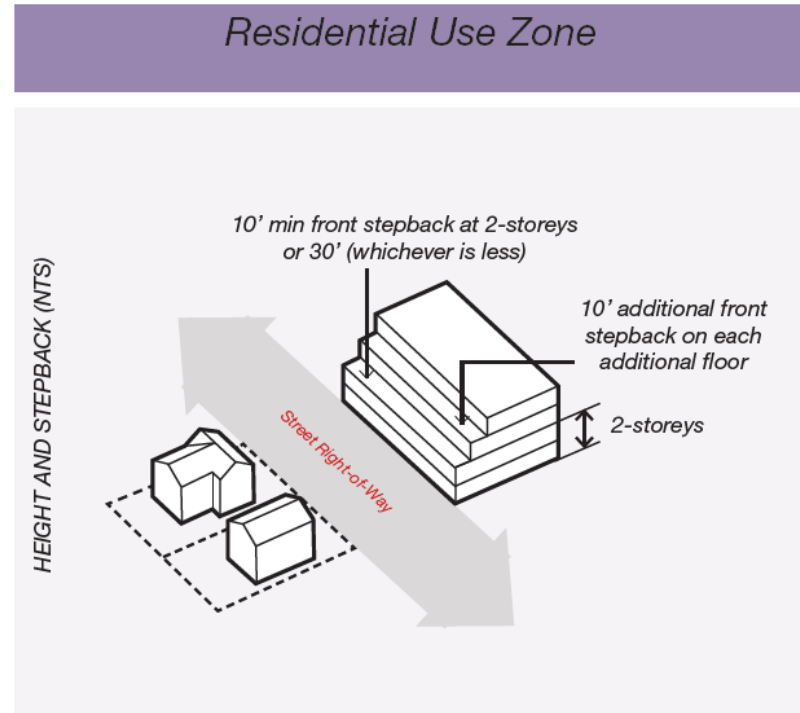
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- 5. Minimum height of ground floor to be 14-feet.*

- Provide a **public facing ground floor use** in mixed-use or nonresidential building types such as retail, F&B service, personal care service or trade having transparency along at least 60% of their facades.
- 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.
- Provide **publicly accessible private space** i.e. rooftop deck.
- Massing to **express existing datum line of street wall** or adjacent historic resource, if established.
- Minimum **height of ground floor** to be **14-feet**.

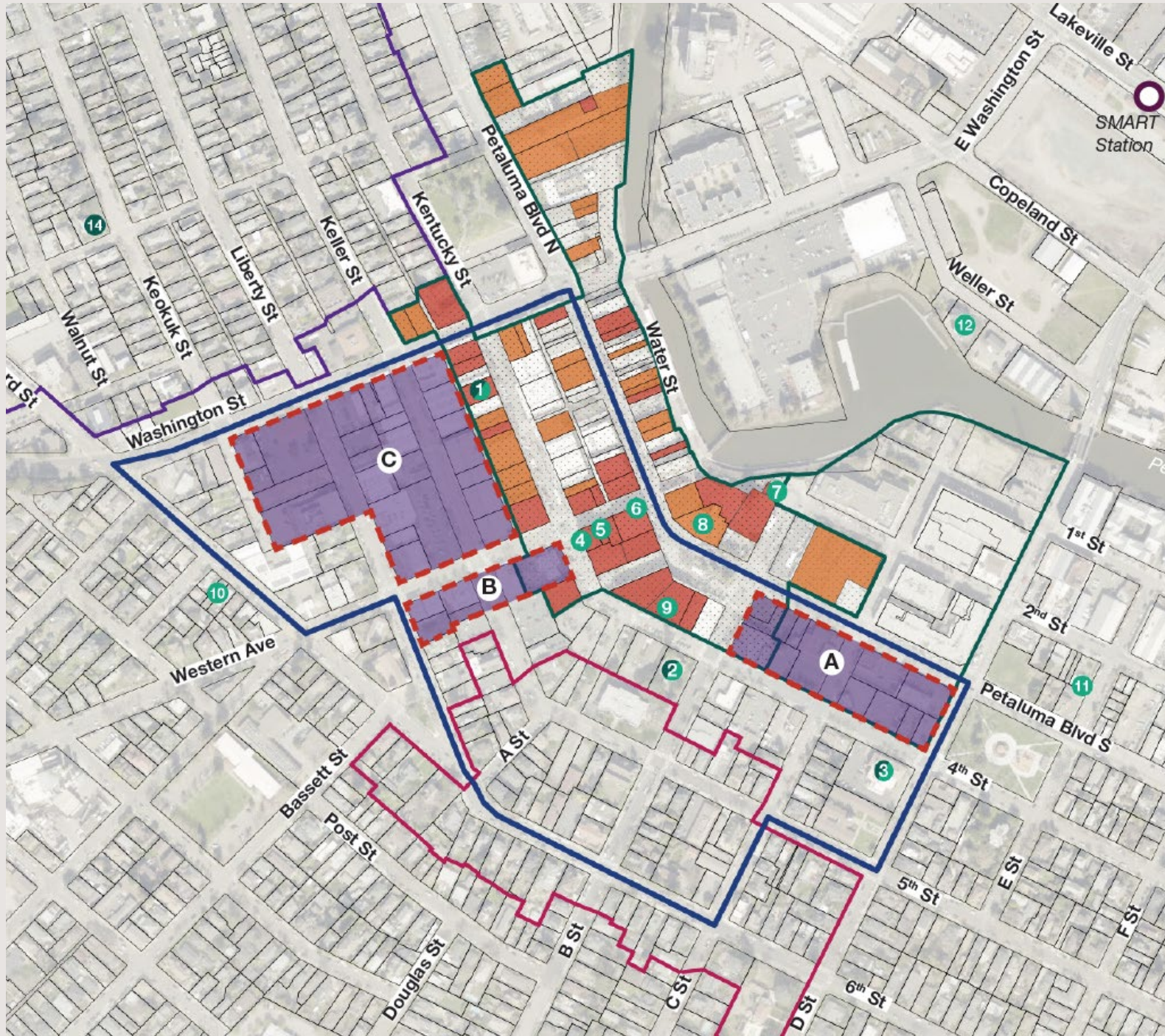


Special Conditions


- Additional standards would apply in conditions such as adjoining an historic resource or facing lower scale residential development.



Illustrative Development Standards



Recommended Discussion Topics

- **Overlay Boundary**
 - **Development Standards**
 - **Other Community Benefits**
 - **Other Incentives**
 - **MU2 Allowable Land Uses**
- 

Questions?

Contact:

Brian Oh, Community Development Director
boh@cityofpetaluma.org

Andrew Trippel, Planning Manager
atrippel@cityofpetaluma.org

Thank you for your time and feedback.

