

ASSOCIATION OF BAY AREA GOVERNMENTS

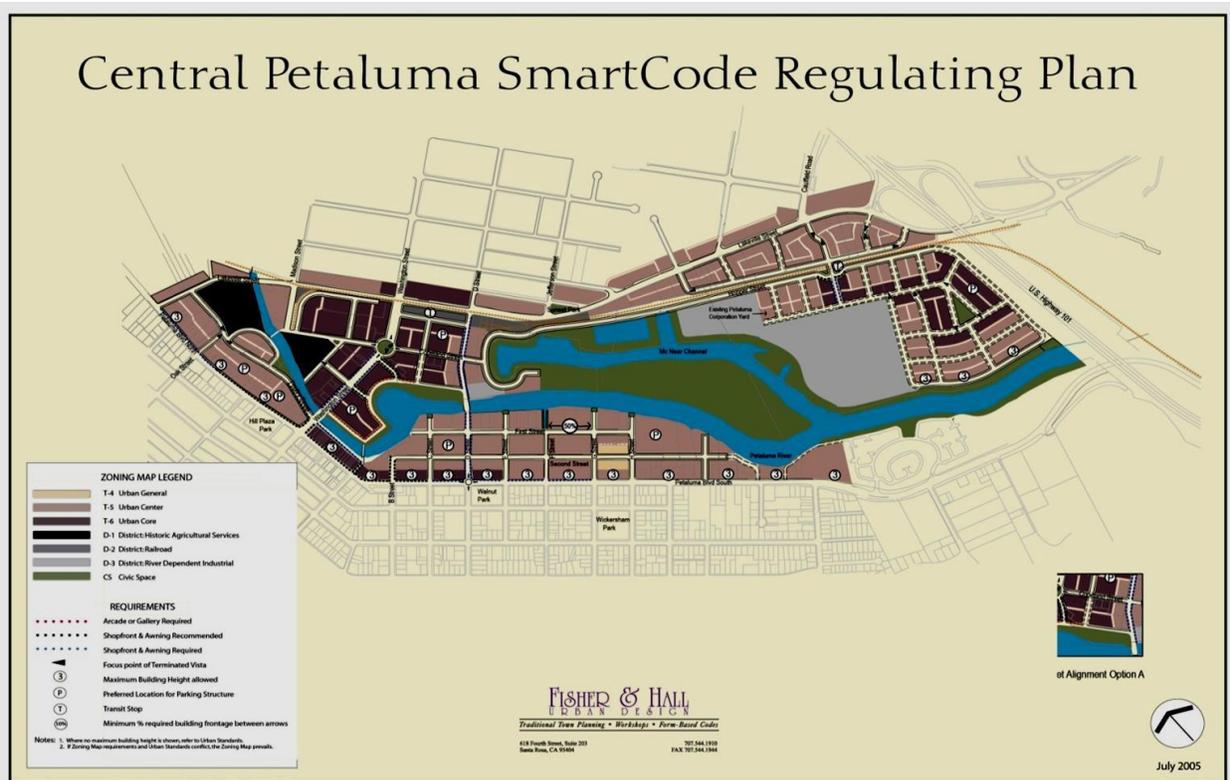
Representing City and County Governments of the San Francisco Bay Area



Date: September 5, 2014
To: ABAG Executive Board
From: Duane Bay
Research and Planning Deputy Director
Subject: **Priority Development Area Implementation Showcase—City of Petaluma**

Executive Summary

David Rabbitt, Supervisor for Sonoma County's Second District and ABAG Vice President, will highlight the use of a form-based 'SmartCode' in the city's Priority Development Area (PDA). Petaluma's renowned SmartCode was instrumental in creating a walkable, mixed-use theatre district alongside the city's historical downtown and will help guide future development in the area.



PDA Implementation Showcase—City of Petaluma

September 5, 2014

2

The SmartCode is part of the Central Petaluma Specific Plan, which provides land use and development regulations for nearly 400 acres in the city's core. The SmartCode provides a template for both planning and urban design, ensuring that all new buildings and their uses comply with each other and the surrounding area. It regulates building frontages, heights, and footprints in order to create coordinated aesthetics that build upon Petaluma's architectural heritage, along with a planned street layout and open space designations to enhance the area's connections to the Petaluma River.

Using transect zones—which capture the nature of development that should occur moving from the city core to the periphery—to frame this presentation, Supervisor Rabbitt will talk about the creation of Petaluma's Theatre District adjacent to the city's downtown on what was formerly underutilized industrial and vacant land. The development—which opened in the mid-2000s—is host to a mix of uses including office, commercial, and residential space.



Before



After

As cities around the Bay Area plan for mixed-use development in PDAs, it is becoming increasingly apparent that urban design principles can be used to encourage pedestrian activity and establish placemaking identity. This presentation highlights the ways in which form-based codes can be utilized to achieve these goals by creating guidelines for property owners and developers.

Recommended Action

Information.