



February 2022

OYSTER COVE

Petaluma, California

UMD

UDA

- 1. Proponents**
- 2. Setting**
- 3. Steps in the Process**
- 4. Challenges**
- 5. Vision**

OVERVIEW

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Land Owner

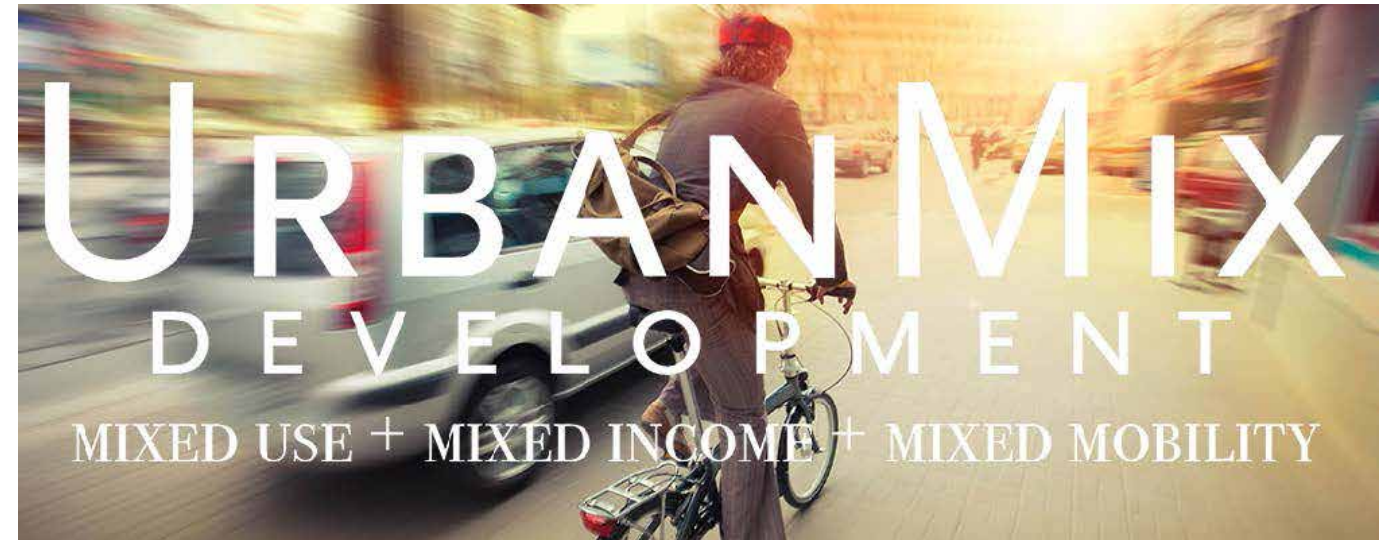
LindMarine



PROPOSERS

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Developer



Consultants



UDA

Engagement Specialists, Planners



cbg

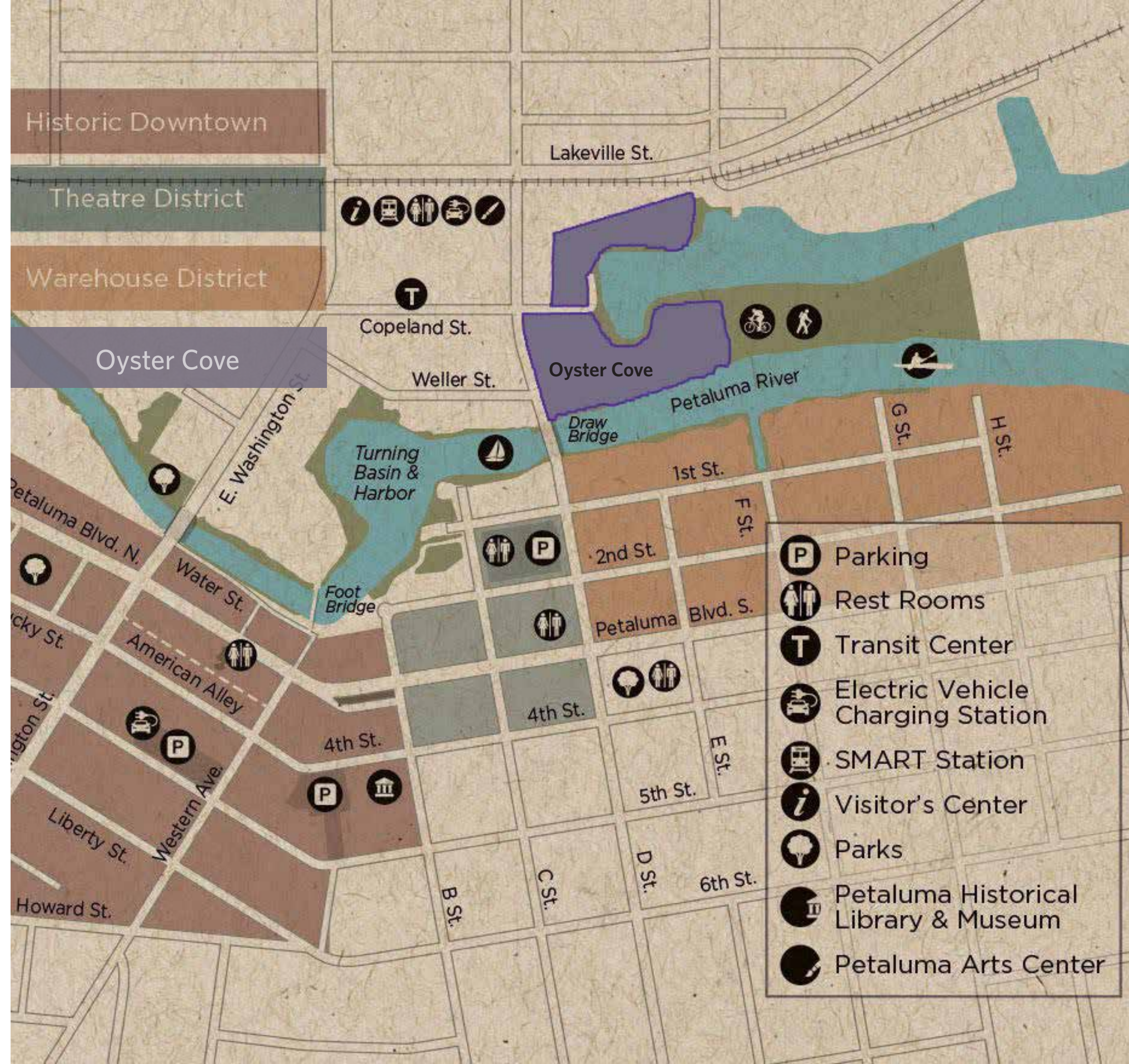
Civil Engineers



Ripley Design

Landscape Architects

- Across the drawbridge from the Warehouse District
- Bordering the Petaluma River, McNear Canal, and D Street
- Adjacent to parks
- Accessed via the Copland Street extension



LOCATION



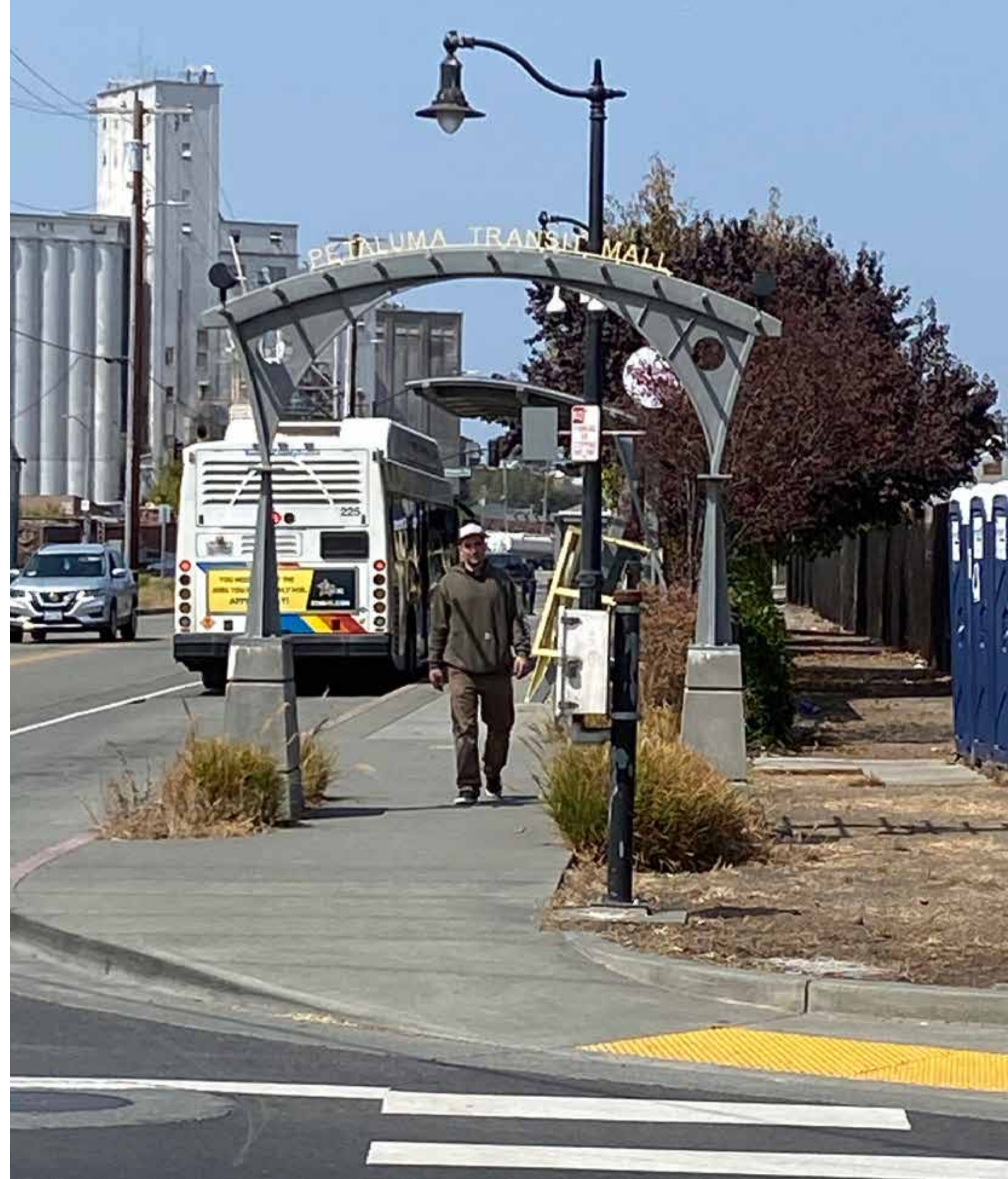
LANDFORM

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THE SITE

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TRANSIT MALL & SMART STATION

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URBAN DESIGN ASSOCIATES

HERITAGE CENTER & STEAMER LANDING PARK

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NORTH WEST SITE



NORTH EAST SITE



SOUTH EAST SITE

PETALUMA RIVER PARK

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- This area has its own form-based zoning – the *Central Petaluma Specific Plan and Smart Code*
- Traditional zoning focuses on the type of use allowed on the land
- Form-Based Zoning focuses on building form as it relates to streetscape and adjacent uses (3D planning)

SPECIFIC PLAN AND SMARTCODE

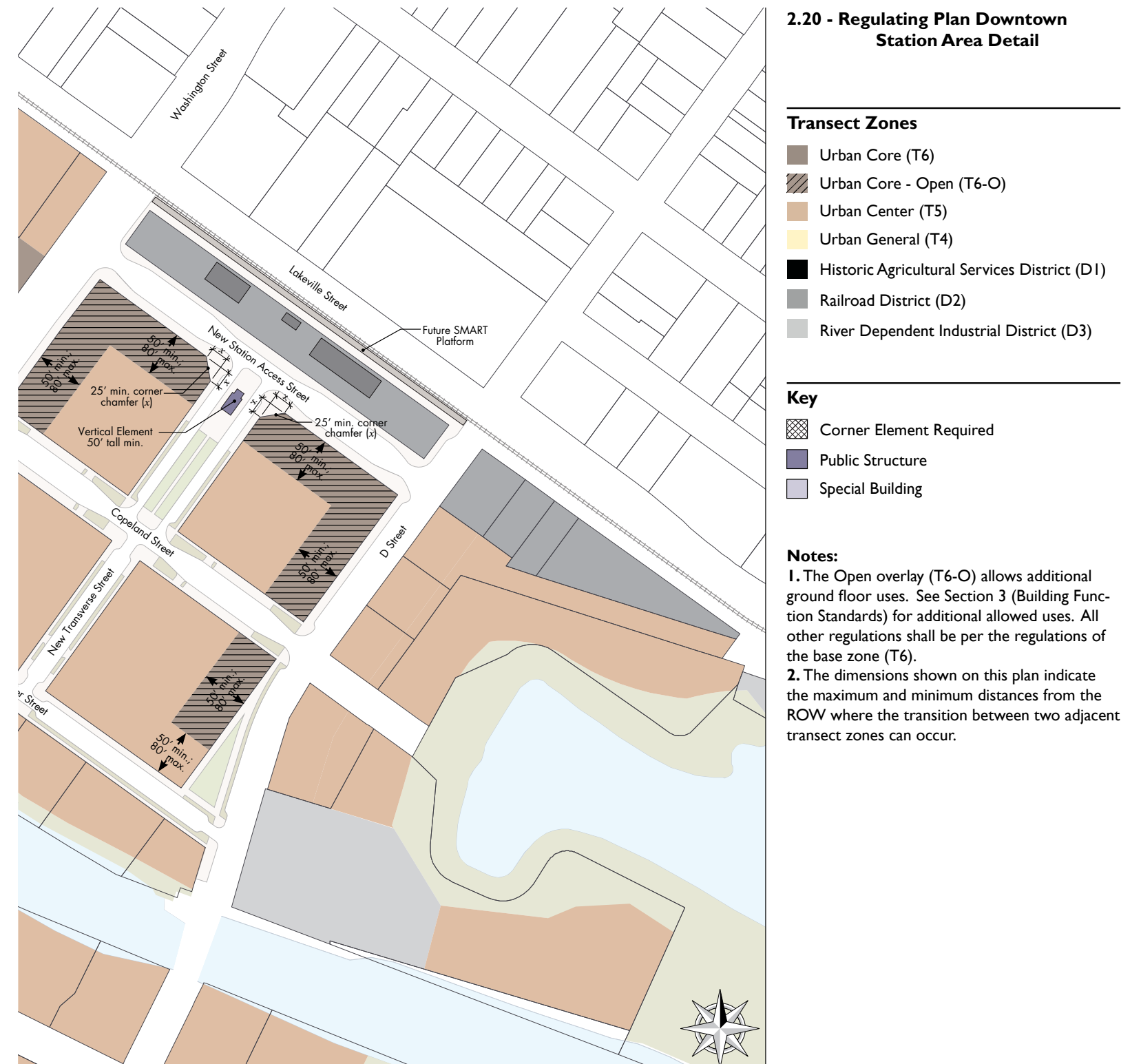


- Obtaining the right to build is a two-step process:
 - Step 1: Planning to include a Zone Change and Tentative Map
 - Step 2: Architecture and the City's SPAR process



STEPS IN THE PLANNING PROCESS

- Replace the existing River Dependent Industrial zoning with T5 zoning per the SmartCode
- Commission technical studies
- Prepare a Tentative Map
- Develop landscape and building character, but not architecture



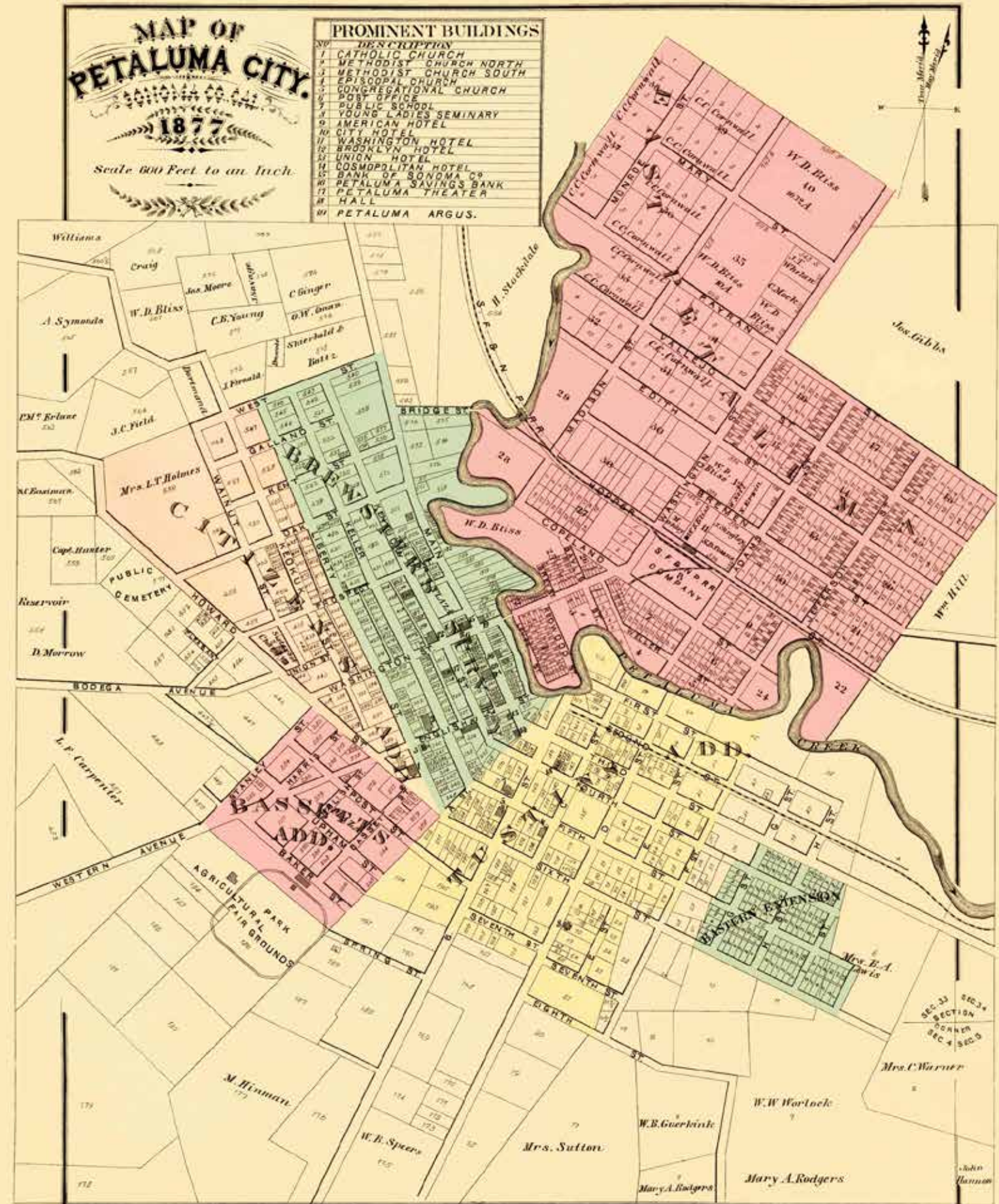
STEP 1

- Step 2, Architecture design and approval will follow as a separate process, with its own public meetings



STEP 2

- Some of the challenges to building in the Central Riverfront:
 - Walkability and bikeability
 - The desire to activate D Street with shopfronts
 - Vehicle congestion along D Street
 - Adapting to sea level rise
 - The integration of affordable housing
 - Access to:
 - Riverfront
 - Steamer Landing Park
 - Petaluma River Park
 - And so on...



CHALLENGES



So what's the design solution?

*The solution is the integration of
Smart Growth principles as we create
an activated waterfront destination.*

VISION

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Walk/Roll



Bike



Bus/Commuter Rail



Personal Vehicle



Scooter/Skate



Shuttle

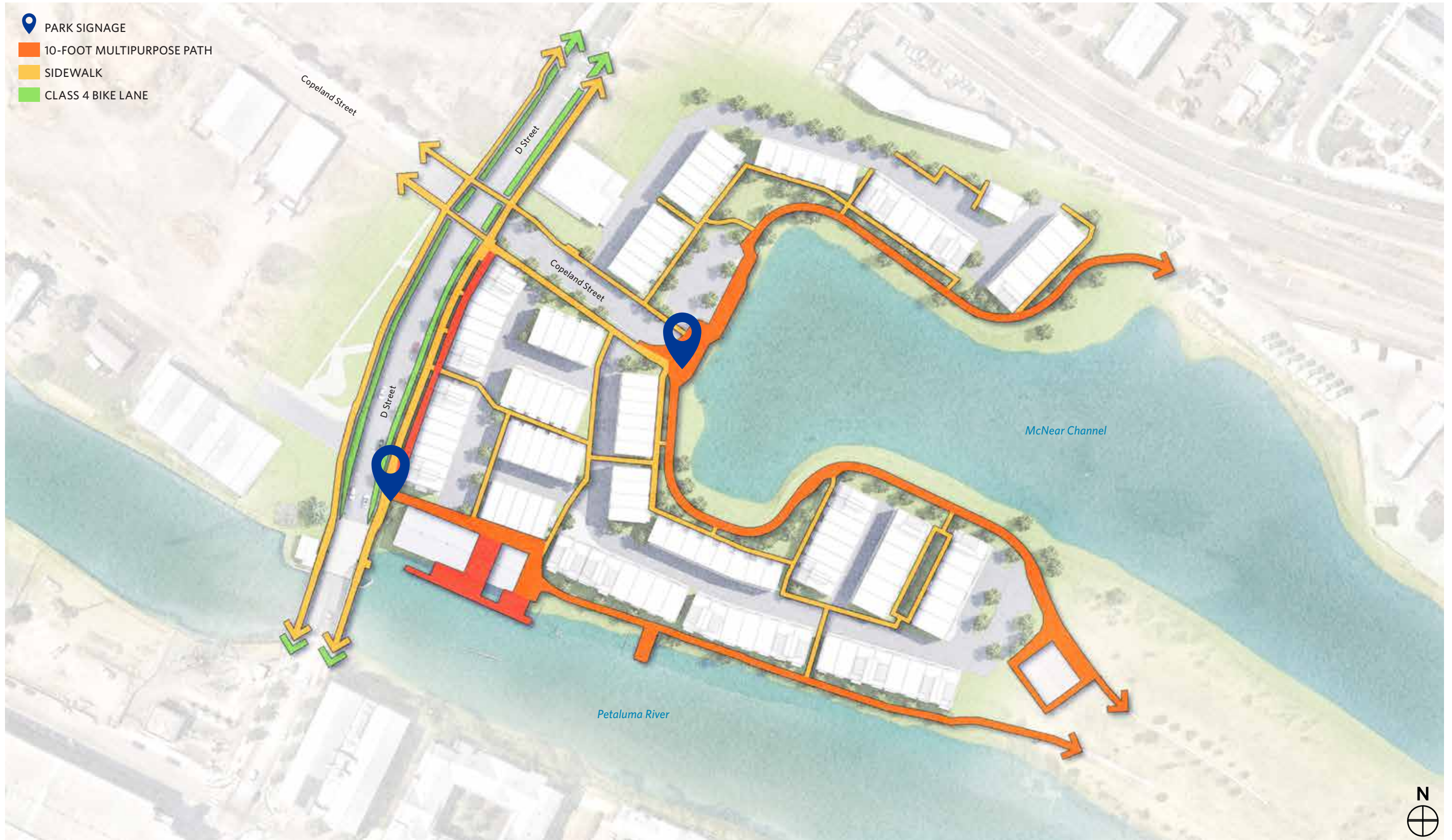


Ride-Hailing/Taxi

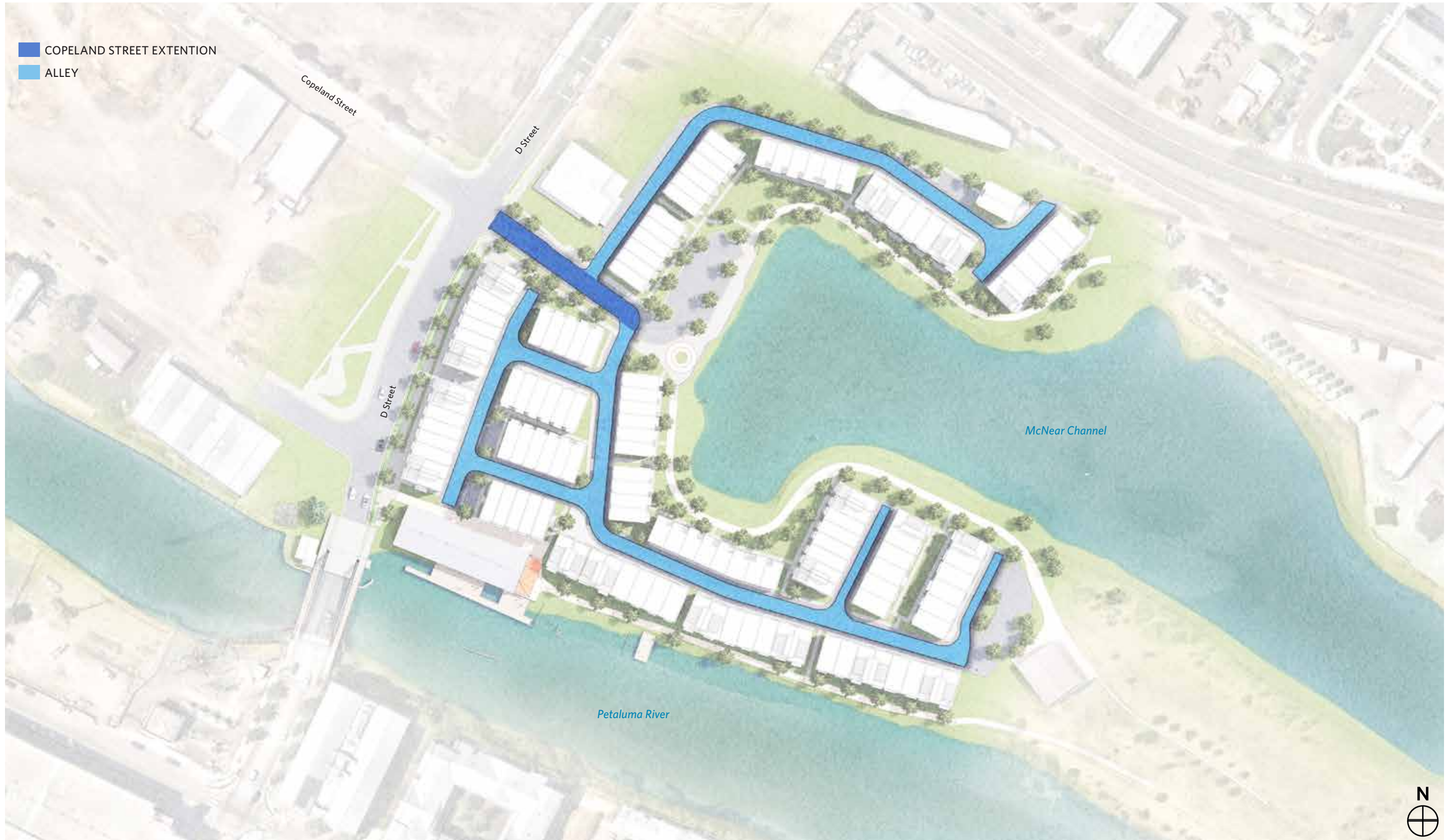


IT ALL STARTS WITH MOBILITY...

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WALKABILITY IS THE KEY



ACCESS AND FIRE PROTECTION

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RANGE OF HOUSING OPPORTUNITIES/AFFORDABILITY

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ADAPTABILITY

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MIXED USE

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D STREET LIVE/WORK

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UNIQUE SENSE OF PLACE

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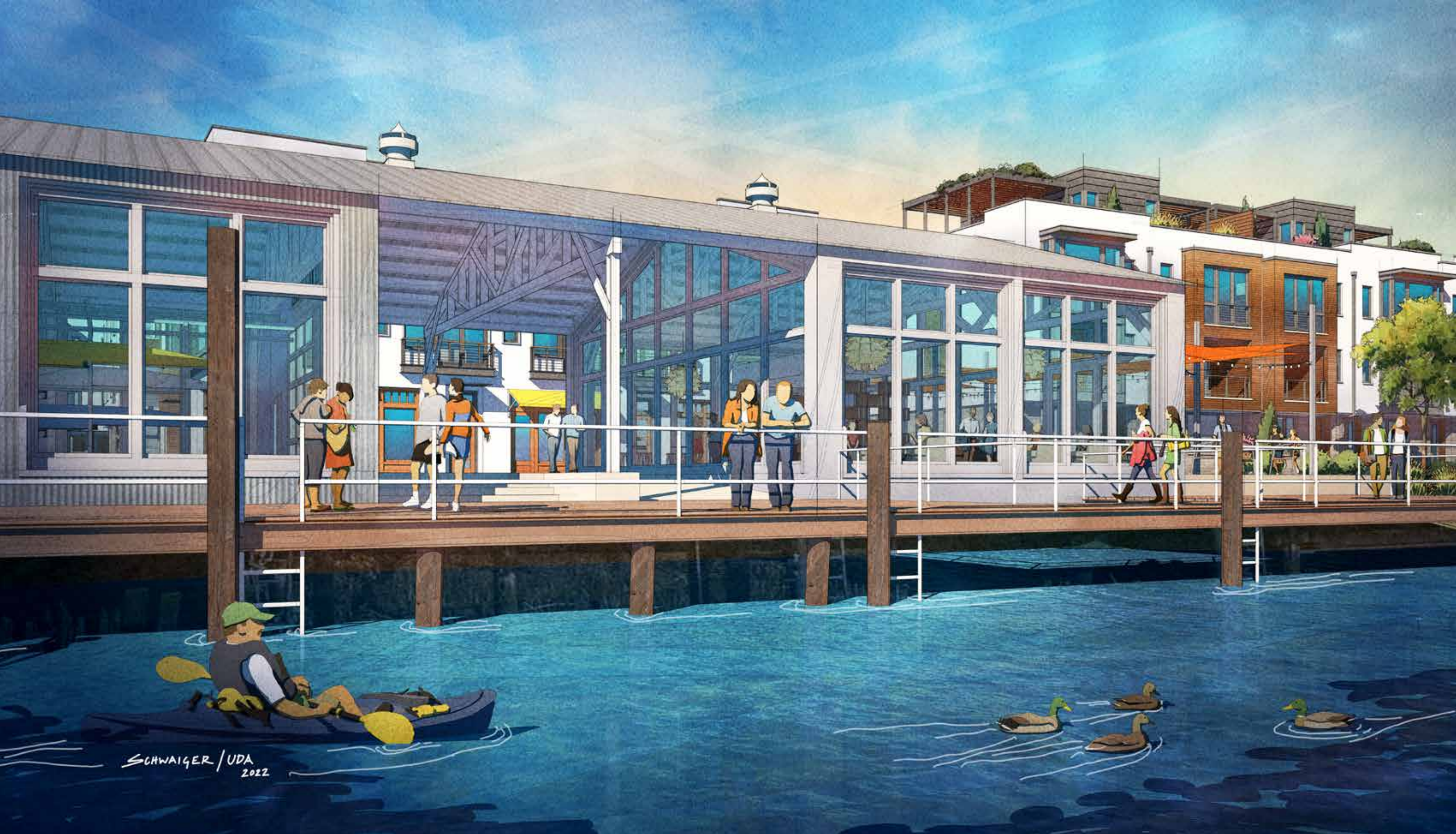
MCNEAR CANAL VISTA

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ADAPTIVE REUSE

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RIVERFRONT ACTIVATION

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RESTORATION OF CRITICAL ENVIRONMENTAL AREAS

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THE QUAY

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1. CalGreen Tier 1
2. Recycling of metal warehouse buildings
3. 100% electric
4. Permeable paving for lanes and plazas
5. Low water use/maintenance landscaping
6. EV charging stations in each garage
7. Bike racks in each garage
8. Energy efficiency and mobility education for residents

ENVIRONMENTAL SUSTAINABILITY

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CONCLUSION

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URBAN DESIGN ASSOCIATES

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Creating a sense of place through collaboration, context, and community.