



P E T A L U M A T O M O R R O W

Taking to the Streets

Focusing on our goal of Responsible Growth, Petaluma Tomorrow recently conducted a workshop with representatives from seven neighborhood groups, many of which are being adversely affected by proposed irresponsible development. Neighborhood leaders attended from Adobe del Oro Action Group, Committee for Magnolia Park, PANTS, Paula Lane Action Network, Payran-McKinley Action Network, Sandalwood Mobile Home Park, and Royal Oaks Mobile Home Park.

These leaders discussed the various developments in their neighborhoods and charted the irresponsible growth characteristics of each development project. On reviewing the common charted elements, the disastrous cumulative impacts of these poorly planned developments became readily apparent.

A powerful planning and testing tool is Petaluma's new computer Traffic Model. It is part of a \$1.2 million traffic study prepared by a traffic consulting firm for the city. The new computer Traffic Model demonstrated to the City Council that if the city follows its current General Plan, total gridlock will be assured! To date, none of the projected developments has been tested against the new computer Traffic Model. The city is waiting to get updated population figures before employing the Model. Updated figures will assuredly show that things are worse, not better, than we figured. Just three of the developments currently in the pipeline would add approximately 30,000 additional car trips to Petaluma's streets — each day!

Another powerful planning tool is Petaluma's New General Plan. It will permit a more sophisticated overview of the cumulative effects of individual development projects on neighborhoods and the city. Currently, development projects come up for approval in isolation, without adequate consideration given to their cumulative effects on total developmental build-out. It's what might be called "tunnel vision" development, or more harshly, planning and building negligence.

A third planning tool is the Central Petaluma Specific Plan, soon to be adopted by the City Council. Its boundaries are approximately: Payran on the North, Petaluma Blvd on the West, Highway 101 on the South, and Lakeville Highway on

the East. Taken together with the Petaluma River Enhancement Plan, another planning document, it focuses development in the area of the city that clearly needs it the most.

Neighborhood leaders at the Petaluma Tomorrow workshop saw considerable merit in placing all development projects, that are outside of the Petaluma Central Specific Plan boundaries, in an Interim Study District, until the new General Plan is completed. The information for intelligently judging a development's cumulative impact will then be available, and knowledgeable

decisions by the City Council can then be made.

Approving projects without the necessary cumulative impact data is gambling that major future neighborhood and city-wide disfunctions will not occur. The cities of Los Angeles and Santa Clara Counties took those gambles and lost. The results of irresponsible growth are irreversible. Just ask the people who have to live there.

Those council members who support developers' sacred rights to build, anytime, anywhere, will undoubtedly oppose an Interim Study District.

Other City Council members will view this as a important opportunity to focus development

within the Petaluma Central Specific Plan boundaries, where it belongs and is so desperately needed. This would be a major shift from current city developments which call for paving over Petaluma's floodplain, or annexing new problems around Petaluma's city limits.

Petaluma Tomorrow welcomes all like minded people to become members. We encourage the formation of local neighborhood associations, and are prepared to assist and advise when called upon. We can provide speakers, slide presentations, workshops, and discussion leaders. We may be able to put your neighborhood in touch with other neighborhoods that have similar problems. Together we can enhance the quality of our lives. Join us. Call us. Sign our contact sheet, and leave your e-mail address, so that we can keep in touch. And most important, talk "responsible growth" and "open government" and "sustainable watershed management" to your neighbors.

**We're Working
Hard Today
For a Better
Petaluma
Tomorrow.**

What is Petaluma Tomorrow?

Petaluma Tomorrow is a group of politically active individuals who care about the quality of life for all Petaluma area citizens and insist that local government act in the public's best interest.

The mission of Petaluma Tomorrow is to work for open government, responsible development and sustainable watershed management and to support candidates who best represent these ideals and are responsive to the community. Our activities include citizen advocacy, raising public awareness, neighborhood organizing and campaigning.


Petaluma Tomorrow is working to improve the direction of politics in our city. We are working to create positive alternatives to irresponsible development, detrimental environmental practices, and the influence of special interest groups. This will protect our quality of life for future generations.

To accomplish this, we need the help of an informed public that has a greater understanding of candidates, office holders and issues that confront our city. Therefore, educating our community is one of the primary goals of Petaluma Tomorrow. We recognize that it is important for the public to be kept informed of issues and how our elected officials address them, not only at election time, but year around. Our goal is to provide this information in a clear and timely manner. We use print and broadcast media, direct mail and neighborhood meetings to

provide a broader understanding of how our community is being affected by the decisions of our elected officials. These activities, along with our newsletter, are meant to encourage and enable the public to take a more active role. Petaluma Tomorrow is a resource for information and advice as well as a forum for people to engage more easily in the political arena.

Another area we focus on is active participation in the public meetings of local agencies such as the Petaluma City Council, Sonoma County Board of Supervisors and the Sonoma County Water Agency. We monitor the actions and agendas of these agencies and advocate strongly for the public's interest when items of importance to our members come before them. We have been successful in restoring Petaluma's General Plan process, reducing gravel mining in the Russian River and reforming Petaluma's campaign finance practices. Our visibility and participation in city and county meetings, as well as our public relations activities, create an atmosphere in which we are taken seriously by, and can work effectively with local officials.

We are working today for a better Petaluma tomorrow. We welcome all people interested in improving the quality of life in our community and invite you to help us work for an open government, responsible development and sustainable watershed management. To learn more about Petaluma Tomorrow please see the story from the Argues Courier on the back side of this flyer, fill out the form below and join today!



P E T A L U M A T O M O R R O W

Become a Member of Petaluma Tomorrow!

YES! I Want to Join Petaluma Tomorrow!

Enclosed is my check for:

Individual \$20

Family \$30

Silver \$50

Gold \$100

Name(s): _____

Address: _____

Phone: (_____) _____ Fax: (_____) _____

YES! Add me to the Petaluma Tomorrow! email list. Email Address: _____

Please list three easy ways you can help: _____

Please have someone contact me

THANK YOU!

Petaluma Tomorrow, 1557 Mauro Pietro Drive, Petaluma, CA 94954

Phone: (707) 782-1038 • Fax: (707) 658-1882