

A Blueprint for Action

Implementing the Petaluma River Access and Enhancement Plan

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The Petaluma River—the “jewel” of Petaluma’s crown--has been a shaping force and lifeline for the community of Petaluma, California. An approved Petaluma River Access and Enhancement Plan was crafted in 1996 to protect and enhance the River, and an effort is currently underway to reinvigorate and implement a core section of the Plan – *a three mile reach of the Petaluma River beginning at the planned Water Street North Pedestrian Bridge and extending to the downstream end of Shollenberger Park, including the 0.6-mile reach of the McNear Channel. (Taking into account both sides of the River and McNear Channel the project will encompass a total of approximately 7.5 miles of shoreline.) The primary effort will focus on the Turning Basin to the Marina, with consideration of connectivity to major local Park and recreational resources with nexus to the project area.*

Spearheading this effort is a diverse group of professionals, the P-RAP group, who are calling for a “Blueprint for Action: Implementing the Petaluma River Access and Enhancement Plan.”

Building the Blueprint: An Overview

Step One:

Create a captivating, engaging and compelling updated “picture” of the core working area that utilizes the approved PR Access/Engagement Plan as a framework, but is inclusive of recent acquisitions and proposed projects such as the Small Craft Center and Heritage Center, and connectivity to the town, transit center, etc.

Step Two:

Develop outline/format for one-two day design workshop

- a. Create brand, clear vision, goals and desired outcomes for the design workshop
- b. Develop a design team inclusive of: P-RAP members, volunteers from the northern chapter of the American Society of Landscape Architects, resource experts, and other invited participants.
- c. Designate a workshop committee to orchestrate the specifics of the design workshop, i.e. logistics, agenda development, funding, public involvement at the presentation, etc.

Step Three

Develop an outreach strategy (with tasks and timeline) that engages the public and key partners in the blueprint effort through:

- a. Building awareness/informing about the Petaluma River Access & Enhancement Plan (River Plan): work to date and the current P-RAP effort.
- b. Direct involvement in building the Prose of the Petaluma. (Gathering stories, memories, artifacts that will be fed into the design process.)

Step Four:

Conduct outreach, summarize information/feedback, and collect artifacts to present to design team

Step Five:

Execute the Design Workshop

The following is a preliminary draft outline to be fine—tuned by the workshop committee

Scope: *a three-mile reach of the Petaluma River beginning at the planned Water Street North Pedestrian Bridge and extending to the downstream end of Shollenberger Park, including the 0.6-mile reach of the McNear Channel. The primary effort will focus on the Turning Basin to the Marina, with consideration of connectivity to major local park and recreational resources with nexus to the project area.*

Vision: A river recreational and open space network with access to and along the Petaluma River featuring pedestrian and bicycling trails; launching and landing sites for non-motorized boaters; interpretive and stewardship opportunities; and river related recreational facilities.

Goal: Expanded and enhanced access to and along the Petaluma River promoting physical activity, river heritage education, and community stewardship.

Design Team Objectives: Building from adopted local plans, recent land use changes, and planned projects, create a river access blueprint that communicates a compelling and cohesive vision, with detailed action plans guiding project completion over the next 5, 10, and 15 years. Develop a funding strategy for priority short term projects and ongoing program support.

- a. Design implementable priority projects
 - i. pocket parks (Install the pocket parks, launch sites, and the boardwalk between C and H Streets. *Per River Access Plan*)
 - ii. launching and landing sites (Complete Water Street improvements north of Washington, including the launch site near Friends' office. *Per River Access Plan*)
 - iii. continuous trail along the River with community access points
 - iv. restoration of the trestle
 - v. Site the boathouse between the Turning Basin and the Marina; collaborate with PSC3 in developing specifications for public/private areas of the facility and procurement of public dock permits. Possible locations: Turning Basin, Cal Trans, Riverfront/Pomeroy. *Per General Plan*
 - vi. Add a public bathroom and some kind of a short-term kayak-locking facility at the Turning Basin. Design for a bike rental livery at the Marina and the Turning Basin.
- b. Create a design palette to include: trail specifications (surface, trail cross sections); site furniture concepts and specifications; way finding mechanisms. Create an overall look and feel of the Petaluma River Trail including both land and water based components. rail (Footnote: *Standardize River Trail design specifications so that all future construction accommodates anticipated bicycle and pedestrian traffic, including rush hour traffic for commuters between the Turning Basin and points south and east.
- c. Anthropomorphize the Prose of the Petaluma. Shape the stories, the memories, the images, and artifacts into interpretive themes and site specific locators. Link the interpretive elements to way finding concepts.
- d. Outline funding ideas.
- e. Create brand for Petaluma River Access (recreation and heritage) (including land and water “trails” and other associated recreation amenities.
- f. Consider links to regional efforts such as the Bay, Ridge and SF bay water Trail and how to integrate into promotion of Petaluma River Access as a gateway to these regional recreation opportunities

Other needs? How linked to the design workshop? Are there tasks related to these topics?

✓ Secure easements or redevelopment requirements assuring that future construction along the north and east sides of the Turning Basin includes a waterfront pedestrian esplanade that will never be blocked from river views by future construction. *Per River Access Plan*

✓ Secure easements assuring that an under-freeway bike-pedestrian trail extends upstream of the Marina, to eventually connect to Steamer Landing Park. *Per River Access Plan*

Step Six:

Publish and showcase the results of the Design workshop

- a. Produce a blueprint that identifies priority projects and major action steps
- b. Prioritize and plan “shovel-ready” projects
- c. Engage partners and the community in project delivery.

Step Seven:

Build the Blueprint!

A Timeline?

<u>Step</u>	<u>Date</u>	<u>Who</u>
1 Compelling “Picture” Piece	April, create draft May - present to PRAP	Scott D, ASLA volunteer (Juanita), RTCA
2. Develop format for one-two day design workshop	May	P-RAP
3. Outreach Strategy	April create draft May - present to PRAP	Barbara, Susan, Jessica, others
4. Orchestrate/conduct public outreach, summarize results	May-September (consider how to integrate current planned Petaluma River events(9/12)	
5. Design Workshop	Either pre 9/12 or later in the fall	
6. Publish and Showcase results	Fall	
7. Deliver the blueprint	Fall, future, and ongoing	