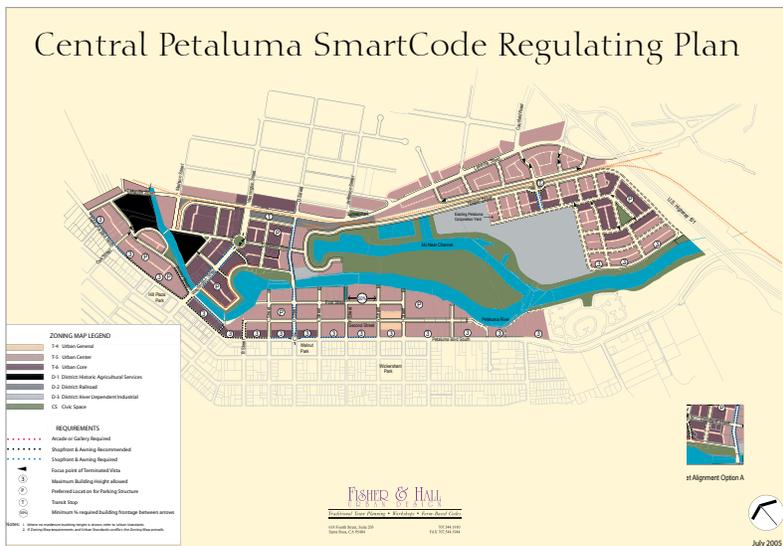


# Central Petaluma SmartCode



Location: Petaluma, California  
 Type: Infill SmartCode  
 Designed: 2002  
 Status: Adopted June 2003  
 Size: 400 acres  
 Contact: David Glass, Former Mayor of Petaluma (707) 763-7610

## Description:

This master plan and SmartCode (a type of form-based coding) were designed by a team led by Fisher & Hall Urban Design, with Lois Fisher as Director of Design, through a community process during which the Central Petaluma Advisory Committee and other members of the public identified their interests for this area. These included river- and pedestrian-oriented development, a mix of architectural styles, and lively public spaces. Within 2 years of the SmartCode's adoption, over \$100 million of new development was entitled, including a riverfront plaza, 200 dwelling units, a 12-screen cinema, a 3-story parking garage and 94,000 sq. ft. of commercial space. The team included Crawford, Multari & Clark Associates, Sargent Town Planning, Siegman & Associates and CharretteCenter.com.



*C Street at 1st looking east (before & after)*



*C Street at 1st looking west (before & after)*