

SUITABILITY TO INCORPORATE NEW RETAIL

The retail cluster sites identified in **Figure 2.2** include:

- Downtown Petaluma West
- Golden Eagle & Station RDA Site
- Kenilworth/Fairgrounds Site
- Petaluma Plazas
- Washington Square
- DSL/Ranier Site
- Petaluma Village Factory Outlets
- Redwood Center

Table 2.2 Evaluates the “retail suitability” and attractiveness of each site for development or redevelopment with new retail uses that are not currently available in Petaluma. This evaluation considers 15 individual retail site criteria in equal weighting. Out of a total best possible score of 75, site suitability scores ranged from 45 to 63. Highlights of this analysis suggest the following:

- The **Petaluma Plazas** (85%) site rated as the best overall site for additional retail potential closely followed by a tie between the **Kenilworth Fairgrounds** and **Redwood Center** (84%) sites, which also scored high.
- The **Golden Eagle/Station RDA** (76%) and **Washington Square** (75%) ranked the next strongest for adding new retail functions.
- **Downtown Petaluma West** (60%) & the **DSL/Ranier Site** (60%) ranked in the middle of the range.
- The weakest site was the **Petaluma Village Factory Outlets** (47%) site.

TABLE 2.2

RETAIL SUITABILITY EVALUATION OF POTENTIAL DEVELOPMENT & REDEVELOPMENT SITES

| SITE CHARACTERISTIC 1 = WEAKEST SCORE 2 = STRONGEST SCORE | Downtown Petaluma West | Golden Eagle Plaza & Station Redevelopment Area | Kenilworth/Fairgrounds | Petaluma Plazas | Washington Square | DSL/Ranier Site | Petaluma Village Factory Outlets | Redwood Center |
|--|-------------------------------|--|-------------------------------|------------------------|--------------------------|------------------------|---|-----------------------|
| VISIBILITY & EXPOSURE | | | | | | | | |
| Local | 5 | 5 | 5 | 5 | 4 | 3 | 1 | 4 |
| Regional | 2 | 2 | 5 | 5 | 4 | 5 | 5 | 5 |
| ACCESSIBILITY: | | | | | | | | |
| Local Access | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 |
| Regional Access | 1 | 3 | 5 | 5 | 5 | 1 | 1 | 5 |
| Access to Transit | 5 | 5 | 5 | 5 | 5 | 3 | 1 | 3 |
| LOCATION: | | | | | | | | |
| Location | | | | | | | | |
| Proximity to Major Arterial Road | 4 | 5 | 3 | 5 | 5 | 2 | 2 | 4 |
| Proximity to Hwy Interchange | 1 | 2 | 5 | 5 | 4 | 1 | 1 | 5 |
| LAND USE ADJACENCIES: | | | | | | | | |
| Proximity to Retail | 5 | 4 | 4 | 5 | 4 | 1 | 1 | 3 |
| Proximity to Employment | 4 | 3 | 3 | 3 | 2 | 4 | 1 | 5 |
| Proximity to Residential | 4 | 4 | 2 | 4 | 5 | 3 | 1 | 3 |
| SITE CONFIGURATION: | | | | | | | | |
| Site Size | 1 | 5 | 5 | 5 | 4 | 3 | 5 | 3 |
| Site Shape | 2 | 4 | 5 | 5 | 4 | 3 | 2 | 5 |
| Site Frontage | 5 | 4 | 3 | 5 | 4 | 2 | 1 | 4 |
| REDEVELOPMENT AVAILABILITY: | | | | | | | | |
| Flexibility of Tenure | 1 | 3 | 4 | 1 | 1 | 5 | 5 | 5 |
| Immediate Availability for Development/Redevelopment | 1 | 3 | 4 | 1 | 1 | 5 | 5 | 5 |
| TOTAL SCORE | 45 | 57 | 63 | 64 | 56 | 45 | 35 | 63 |
| PERCENTAGE OF 75 | 60% | 76% | 84% | 85% | 75% | 60% | 47% | 84% |
| RANKING OF SITES | 5 | 3 | 2 | 1 | 4 | 5 | 6 | 2 |

