



1/30 - 1/31 2020  
Petaluma, California



# SONOMA-MARIN FAIRGROUNDS & EVENT CENTER

*Subcommittee Meetings*

## LIMITED PURPOSE OF MEETINGS THIS WEEK

- To determine the best way to engage stakeholders and gather input about how the community envisions the future of the city-owned Fairgrounds property

# OVERVIEW

- Understanding the history/context plus listening to stakeholders and the community
- Exploring ideas and doing a preference survey
- Reporting findings to Fairgrounds Board and Council

## PRINCIPLES

- The process will be transparent and inclusive
- Community engagement will take the form of listening, not recommending or deciding
- Both positive and negative comments will be part of the final report
- In contrast to previous studies, the process will focus on potential uses versus a Master Plan(s)
- This is a restart to the discussion
- The City and the Fairgrounds Board will work in collaboration to find common ground and refine next steps

## GOAL

- The purpose of the process is to gather objective information for decision making. This is a *discovery process* with a summary report of what we learned as the net result.



# TIMELINE

Weeks	March 2020	April 2020	May 2020	June 2020	July 2020
Step 1	<b>UNDERSTANDING THE HISTORY/CONTEXT PLUS LISTENING TO STAKEHOLDERS AND THE COMMUNITY</b> <b>10 Weeks</b>				Fair Dates June 24-28
Step 2				<b>EXPLORING IDEAS &amp; CONDUCTING A PREFERENCE SURVEY</b> <b>6 Weeks</b>	
Step 3					<b>PREPARING A SUMMARY &amp; REPORTING FINDINGS TO THE FAIRGROUNDS BOARD &amp; COUNCIL</b> <b>4 Weeks</b>





**LISTENING**



**Q: HOW DO YOU PLAN FOR EVOLUTION?**

**A: ASK THE COMMUNITY**



**WE'RE HERE  
TO LISTEN**

# WHAT IS A DISCOVERY PROCESS?

## KEY PRINCIPLES:

- Community driven
- Based on stakeholder and community involvement
- Transparent



# STAKEHOLDERS TO INFORM THE PROCESS

- Ag Groups (4-H, FFA, Farm Bureau)
- Adjacent Neighbors
- Arts
- Business Groups — PDA/Chamber/Leads Groups
- City Committees and Commissions
- Current Users/Leaseholders
- Faith-based organizations
- Family groups (i.e., Petaluma Mother's Club)
- Friends of Kenilworth
- Government Agencies (County, Cal OES, etc.)
- Housing Advocates
- Labor
- Nonprofits
- Open Space/Parks and Rec Groups
- Residents at large
- Seniors
- Service Groups — Rotary, Kiwanis, Elks
- Youth





COMMUNITY RECOVERY PLAN  
Wade S. Pennington

COMMUNITY RECOVERY PLAN  
Wade S. Pennington





**This is your  
opportunity to think  
about the future**



# THREE QUESTIONS

- What are the **STRENGTHS** of the Fairgrounds?
- What are the **WEAKNESSES** of the Fairgrounds?
- What are our **OPPORTUNITIES** created by the lease expiring in 2023?
- What are the **THREATS** created by the lease expiring?









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24. Do the **passages or "alleyways"** between the parking lots just off of Main Street and the stores and restaurants along Main Street need improvements? If so, what type of improvements should be prioritized? Check all that apply.

- Lighting
- Public art
- Wayfinding signage
- Seating
- Landscaping
- The passages do not need any improvements
- Other (please specify)

19. How important is the **regulation of architectural style** to Downtown Riverhead? Use the slider to show your level of concern.

Not important at all      Somewhat important      Extremely important

20. Is **traffic** an issue in Downtown Riverhead (primarily along Main Street)? If so, what specific problems exist? Check all that apply.

- Average car speed is too slow
- Average car speed is too fast
- Too many cars during rush hour
- Too many cars during non-rush hours
- There are no traffic issues in Downtown Riverhead
- Other (please specify)

# PREFERENCE ON TYPES OF COMMUNITY ENGAGEMENT ACTIVITIES AND FEEDBACK LOOPS

- Bilingual online surveys
- Bilingual paper surveys at events
- One-on-one interviews
- Small group meetings
- Large group meetings with community feedback
- Anything else?



A photograph of a dense forest of tall evergreen trees, likely spruce or fir, under a clear sky. Several birds are captured in flight, scattered across the upper portion of the frame. A bright blue horizontal bar is overlaid on the right side of the image, containing the word "EXPLORING" in white, bold, uppercase letters.

**EXPLORING**



# TENANTS/USES

## CURRENT FAIRGROUNDS TENANTS/USERS

- Airport Express
- Auction Company
- Food Truck
- Goodwill Drop
- Java Hut
- Live Oak Charter School
- Parking
- Play Dog Play
- Playland Paintball
- Preschool
- Rebuilding Together Petaluma
- Speedway
- Emergency Staging & Sheltering Area
- Special Events

## FAIR COVERED USES

- Administration
- Beef Cattle Barn
- Cattle Judging
- Chef Tent
- Community Building
- Concert Stage
- Dairy Cattle Barn
- Exhibit Hall
- First Aid
- Goat Barn
- Grandstand
- Herzog Hall
- Milking Parlor
- Police
- Rabbit Barn
- Security
- Sheep Barn
- Showcase Building
- Swine Barn
- Theme Exhibit
- Wine & Flower Garden

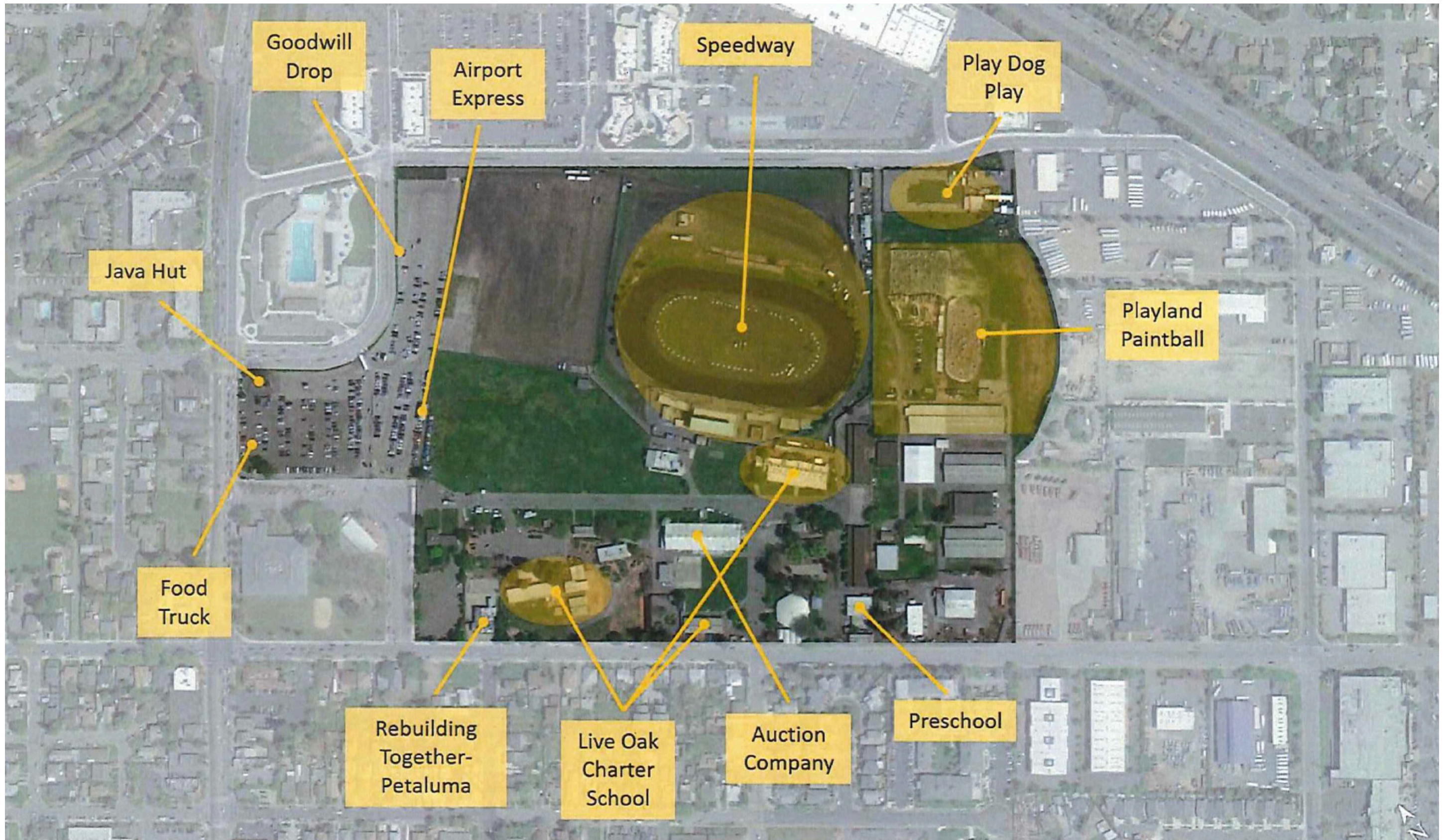
## FAIR OUTDOOR USES

- Administration Parking
- Behrens Park Picnic Area
- Carnival
- Entrance
- Food Booths
- Horse Arena
- Kid's Park
- Kiddie Carnival
- Kiwanis Park Stage
- Livestock Exhibitor Trailer Parking
- Livestock Plaza
- Main Entrance
- Main Parking Lot
- Parking Lot B
- Petting Zoo
- Pig Races
- Race Track
- Trailer Parking

## POTENTIAL USES

- All current uses — Fair, Speedway, Paintball, Dog Boarding, Animal Stalls, Event Spaces, School, Preschool
- Housing
- Hospitality
- Event Center/Space
- Commercial Uses
- Open Space/Park Uses
- Sports Fields
- Civic Center
- Safe Parking/Outdoor Shelter
- Emergency Staging & Sheltering Area







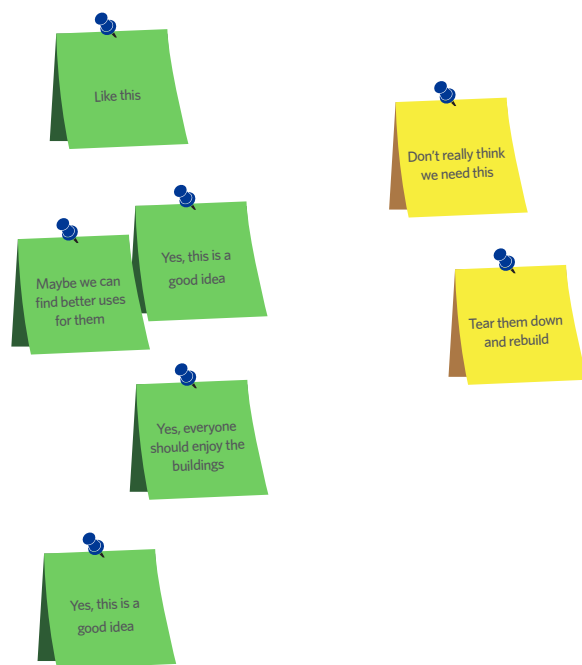
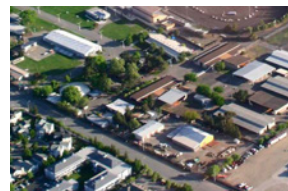
# PUBLIC ENGAGEMENT/PREFERENCE SURVEY



## Renovation of Agricultural Buildings

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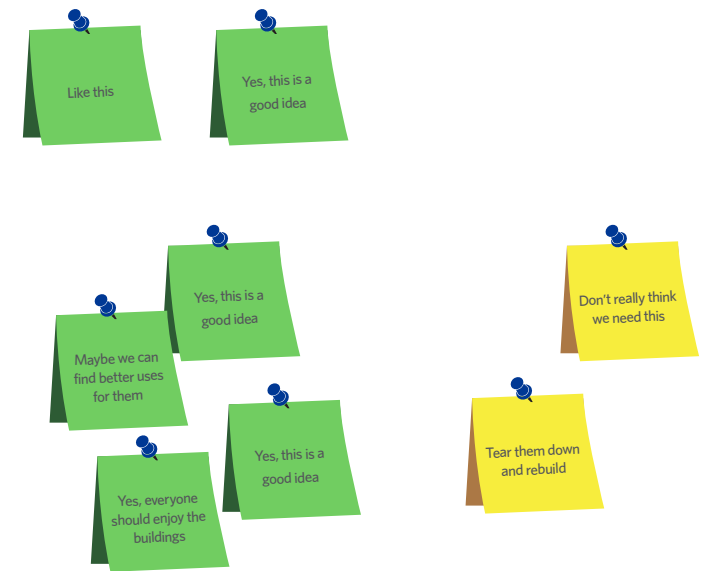
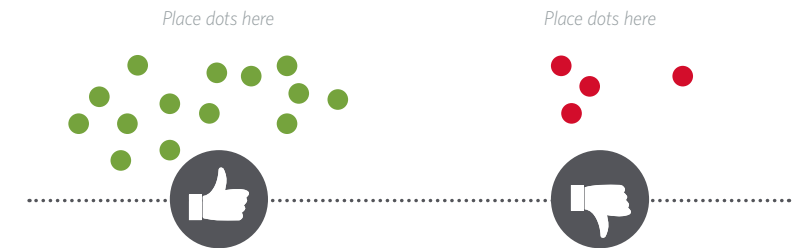


Place sticky notes here



## New Event Center/Space

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Place sticky notes here







**Evacuation Routes**

This poster features five icons at the top: a fire flame, a house, a staircase, a checkmark, and a trash can. Below the icons is a map of a town with various colored dots and lines indicating evacuation routes. Several yellow sticky notes are attached to the top left of the poster.

**Removing Burned Trees on Property**

This poster features five icons at the top: a fire flame, a house, a staircase, a checkmark, and a trash can. Below the icons is a map of a town with various colored dots and lines indicating areas for tree removal. Several yellow sticky notes are attached to the poster.

**PID Water System**

This poster features five icons at the top: a fire flame, a house, a staircase, a checkmark, and a trash can. Below the icons is a map of a town with various colored dots and lines indicating the PID water system. The poster includes the text "PID Serving since 1916" and a photo of a water treatment facility. Several yellow sticky notes are attached to the poster.







## New Civic Center

Recovery Priority  
Tier 3

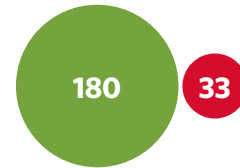


### Description

Town Hall should be co-located with police/fire in a hardened facility. Creating a hardened civic center in the heart of the town would increase safety and bring these critical facilities into conformance with the Wildland building code. It could also anchor the revitalization of downtown.



Resident Dots from the April 18 Community Meeting



Resident Dots from the May 22 Community Meeting



Feedback from Online Survey



Other Dots from the May 22 Community Meeting

Resident Comments\* from the April 18 Community Meeting

- Only if \$ do not take up other \$ cause those buildings did not burn
- This was Paradise's historic downtown after railroad arrived c. 1905; leverage that history — don't erase it with generic civic design
- Keep the public involved @ all steps of design and planning
- Love this ideas!
- Good idea — talk to Craig Memorial Church who has property adjoining the train park
- Ground zero emergency bunker that will withstand all disasters
- Include Chamber of Commerce in the center
- Great for the community; however, need to think about parking
- Wonderful idea to create a community gathering area as well as improving safety
- Wonderful idea but would like to see this developed after water, electric, street, and safety issues are established
- Parking for employees and operational facilities?
- What about event parking?
- Parking structure here too — walkways and streets in central network
- What's the theme/style? Paradise was gold mining/mountain town — maintain the best version building sustainable right with style
- Ugly, looks like every other city and new town happening; maybe more frontier

- Needs additional parking; ditto; great idea; maybe parking structure with 2nd level police and shopping; yes!
- Make sure buildings are accessible and definitely green models for fire resistant building
- Love it! Should be built by a responsible union carpenter/general contractor
- Need to put in a modern EOC for the whole county; seek federal funding
- No! This isn't the Paradise we had!
- Too much top buildings now; can't afford more "town structure"

Resident Comments\* from the May 22 Community Meeting

- Town Hall is fine where it is; spend the money on other things like clean water
- Paradise is a rural town, don't make it urban
- Spend money elsewhere; no new town hall!
- Stop wasting our dollars
- Town Hall doesn't deserve new facility for a bad job; new high school not new town hall
- It is a choice financially; the streets and evacuation are priority

Other Comments\* from the May 22 Community Meeting

- Will this increase taxes or will this be paid through funding (federal, state \$)
- I like it for the sheer convenience that everything is in one place, but its too city
- No, no, no! no to this; keep town government where they are

\* Information has not been fact-checked by the Town of Paradise

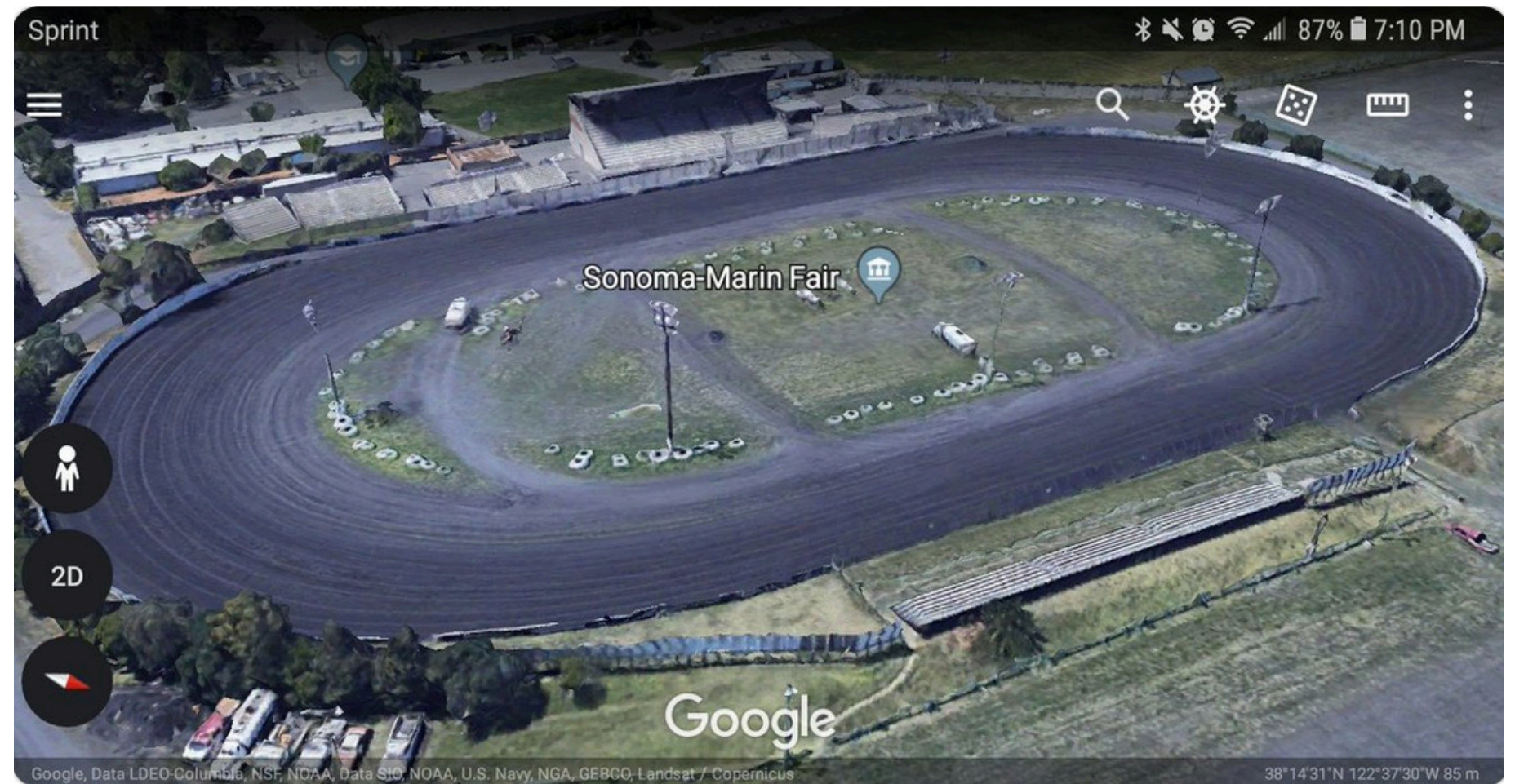
# MARKET ANALYSIS/FINANCIAL MODELING





# ADDITIONAL ASSESSMENTS

- Environmental
- Legal
- Infrastructure
- Historical
- Other?



Petaluma Speedway





# REPORTING









*Discovery Process Summary Presented to the  
Fairgrounds Board and Council for Consideration*



# NEXT STEPS

- City and Fairgrounds staff, with UDA, will synthesize this approach into a robust community engagement process for each subcommittee to take back to their respective boards



UDA

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