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

<table>
<thead>
<tr>
<th>Weeks</th>
<th>March 2020</th>
<th>April 2020</th>
<th>May 2020</th>
<th>June 2020</th>
<th>July 2020</th>
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</thead>
<tbody>
<tr>
<td>Step 1</td>
<td><strong>UNDERSTANDING THE HISTORY/CONTEXT PLUS LISTENING TO STAKEHOLDERS AND THE COMMUNITY</strong> 10 Weeks</td>
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<td><strong>Fair Dates June 24-28</strong></td>
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<td>Step 2</td>
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<td><strong>EXPLORING IDEAS &amp; CONDUCTING A PREFERENCE SURVEY</strong> 6 Weeks</td>
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<td>Step 3</td>
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<td><strong>PREPARING A SUMMARY &amp; REPORTING FINDINGS TO THE FAIRGROUNDS BOARD &amp; COUNCIL</strong> 4 Weeks</td>
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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
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?
19. How important is the regulation of architectural style to Downtown Riverhead? Use the slider to show your level of concern.

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?
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
Renovation of Agricultural Buildings

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New Event Center/Space

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**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 WIdland building code. It could also anchor the revitalization of downtown.

- **Appendix / Recovery Project Boards 113**
- **Resident Data from the April 18 Community Meeting**
  - 180
- **Resident Data from the May 22 Community Meeting**
  - 58
- **Other Data from the May 22 Community Meeting**
  - 16
- **Feedback from Online Survey**

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

- Only if $ do not take up other $ cause those buildings did not burn
- This new fire was历史上 a disaster after the fire, hence the hardening facility — don’t waste it with generic civic design
- Keep the public involved in all steps of design and planning
- Love this idea!
- Should also — talk to Craig Memorial Church who has property adjoining the train park
- Ground up emergency bunker that will withstand all disasters
- Include Chamber of Commerce in the center
- Great for the community, however need to think about parking

**Resident Comments**

- Wonderful idea to create a community gathering area as well as improving safety
- Wonderful idea but would like to see this project developed after water, electricity, and safety issues are established
- Parking for employees and operational facilities?
- What about event parking?
- Parking structure too big — small parking space is needed
- What’s the fire resistant? Paradise was gold mining town — maintain the old buildings
- Ugly, looks like every other city and new town happening, simpler more functional

**Resident Comments**

- Would increase taxes or will this be paid through funding (federal, state $)
- Why this for the community? Let’s move on to other places, but is too critical
- I like it for the common center but more parking
- This is a choice, basically the streets and evacuation are priority
- Needs additional parking; do this great idea; maybe parking structure with 3rd floor police and shopping
- This was Paradise’s historic downtown after railroad arrived c. 1905; leverage that history — don’t erase it with generic civic design
- Love this ideas!
- Good idea — talk to Craig Memorial Church who has property adjoining the train park
- Ground up emergency bunker that will withstand all disasters
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**Other Comments**

- Will this increase taxes or will this be paid through funding (federal, state $)
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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
Creating a sense of place through collaboration, context, and community.