

The Fairgrounds & Petaluma



A FUTURE FOR ALL PETALUMANS

OUR GOAL:

To have our community discuss and make recommendations for the future of the Fairgrounds regarding:

- Desired experiences
- Activities
- Resources
- Places to meet the needs of Petaluma

Why are we here?

Community input & participation is essential

Current lease is expiring

- Council will need to consider future property management and uses.

General Plan Update is underway

- Opportunity to define the community's vision specific to the Fairgrounds.
- This property is a key centrally located asset for the community.
- City owned so there is great opportunity for the community to shape the future of the Fairgrounds.



City Finances

Fiscal & Org. Sustainability

Passage of Measure U



Land Use & Zoning

General Plan Update



Legal

Bond Funding Not Applicable

No Constraints

Community Outreach & Input Process

Lottery Selected Panel

Community Outreach Methods

- Community Updates
- Social Media Outreach
- Advertising
- Mailers

Survey

Digital Story Board

Community Workshop

Next Steps



The Petaluma Fairgrounds



PLANNING AND LAND USE DISCUSSION



Current Uses

Current Community Benefits

Community Gathering Space

Memorable Events & Experiences

Centrally Located

Emergency Response Resource

Existing Conditions

No City Regulatory Oversight

Many existing Buildings Beyond
Useful Life

Public Access Limited

Much of Property Under-Utilized
Most of the Year

Current Opportunities

General Plan Update

Community Visioning
Process

Petaluma Needs – 1973 vs.
2022 & Beyond

Placemaking—Changing
Community Priorities

Land Use Essentials

Public Safety

Community Needs

Circulation

Context & Neighborhood

Environment

Key Place-Making Principles

The Community is the Expert

Create a Place, not a Design

Look for Partners

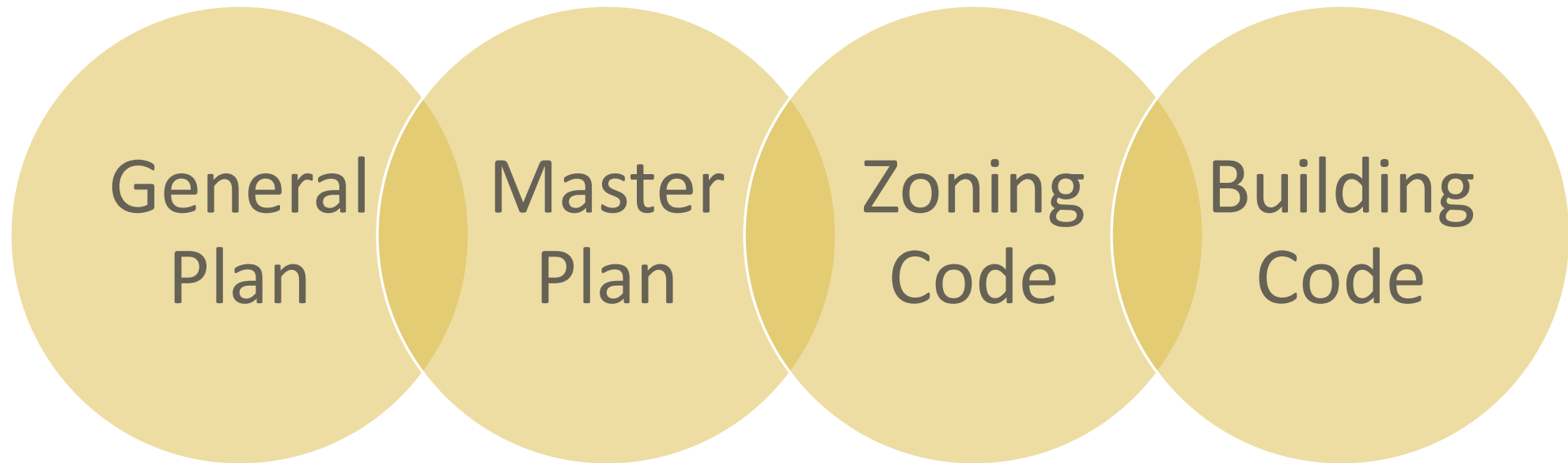
Have a Vision

Form Supports Function

Be Responsive to Changing Needs

Planning for Petaluma's Future

COORDINATING LAYERS



Planning for Petaluma's Future

General Plan

Overarching vision – a 20-year blueprint

Establishes land uses, integrates circulation, creates policy framework

Zoning Code

Implements General Plan vision and policies

Allowable land use types, building heights, setbacks, allowed signs, etc.

Petaluma's Commissions, Committees, and Boards

Advisory bodies to the Council with specific expertise

City Council is the ultimate decision maker

Master Plan

Allows greater specificity for unique areas

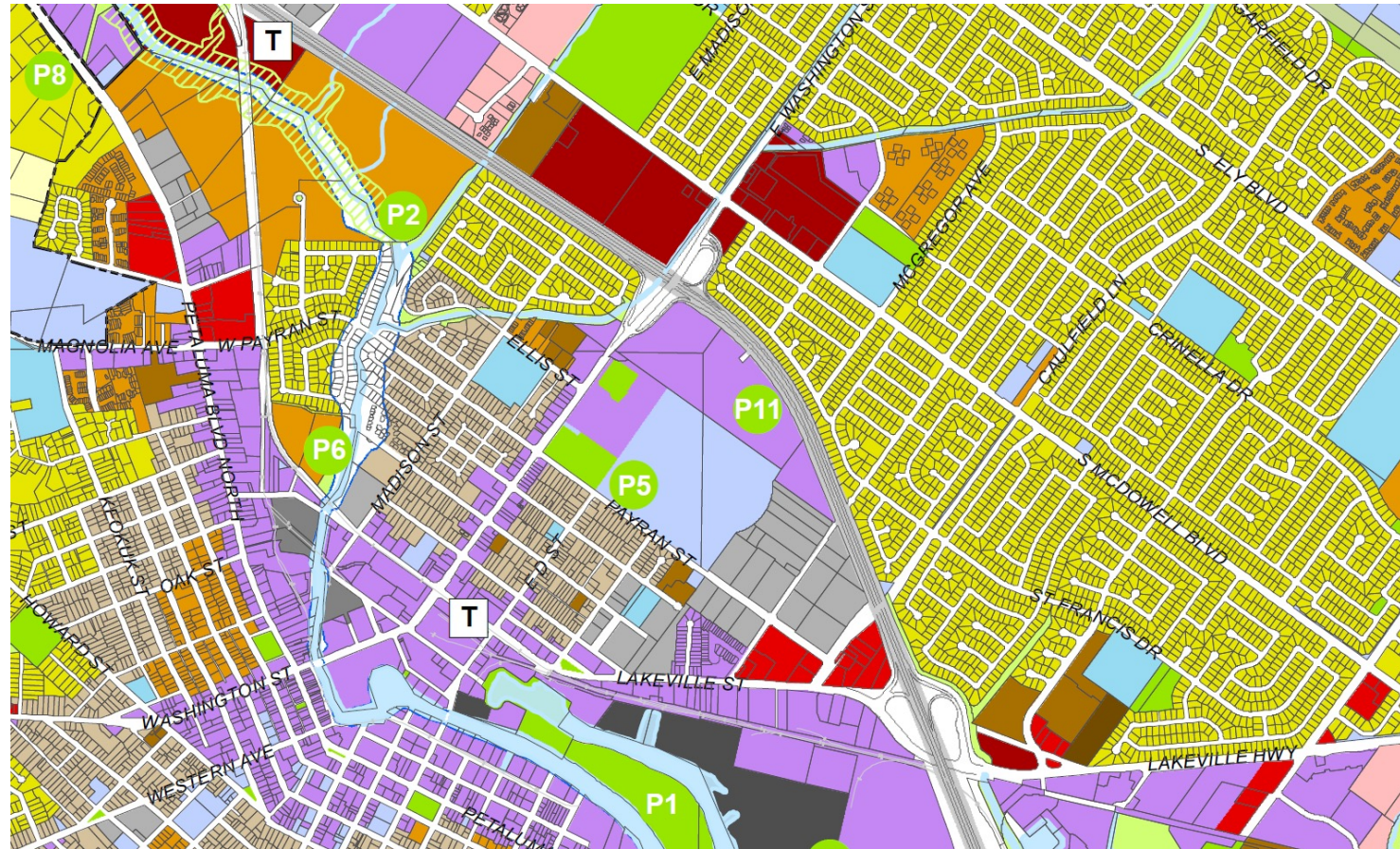
Bridges General Plan and specific place/area visions

Building Code

Construction requirements for safety, equitable access, energy efficiency, etc.

Local requirements may be more restrictive than State Building Code in some areas

General Plan - Current Land Use

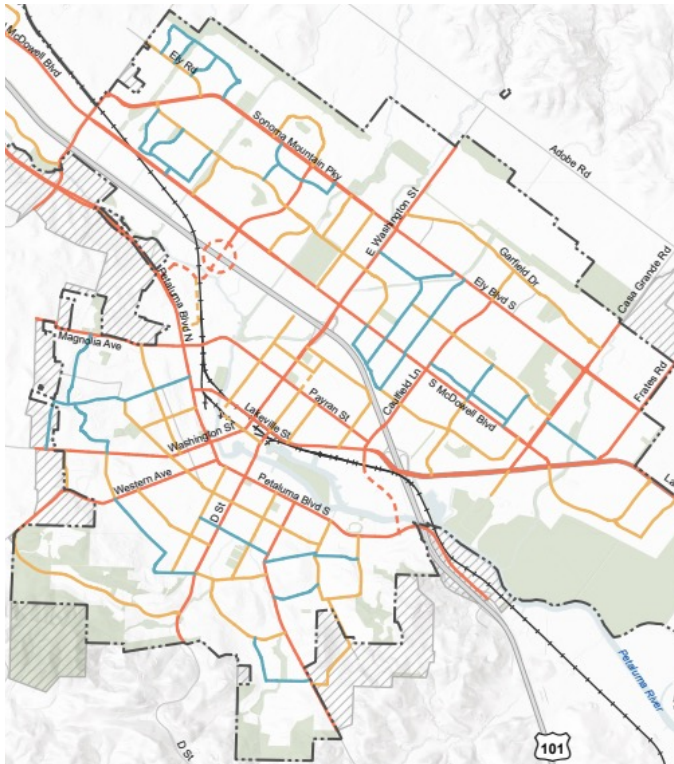


Petaluma General Plan 2025

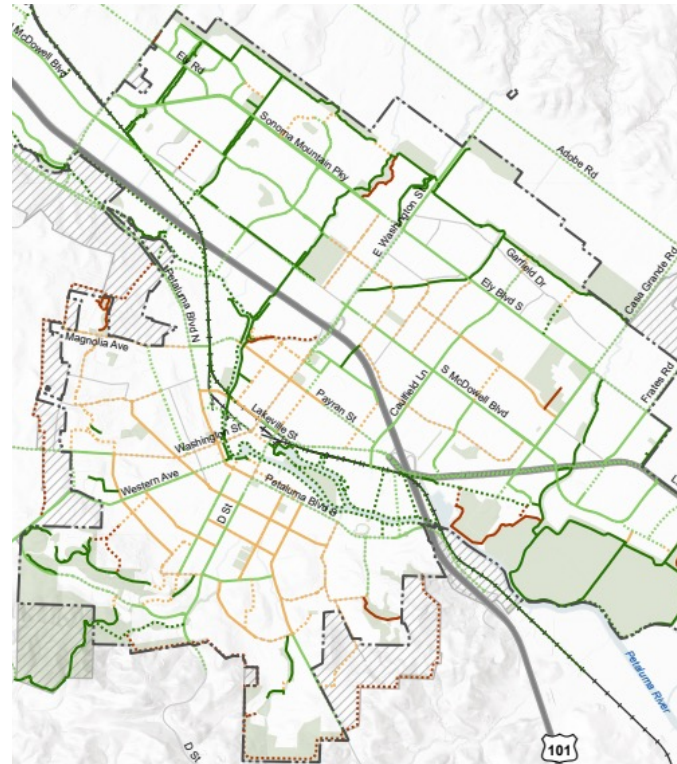
LAND USE CLASSIFICATIONS

- Rural Residential (0.1-0.5 hu/ac)
- Very Low Density Residential (0.6-2.0 hu/ac)
- Low Density Residential (2.1-8.0 hu/ac)
- Diverse Low Density Residential (6.1-12.0 hu/ac)
- Medium Density Residential (8.1-18.0 hu/ac)
- High Density Residential (18.1-30.0 hu/ac)
- Mobile Homes (8.0-18.0 hu/ac)
- Neighborhood Commercial
- Community Commercial
- Mixed Use
- Business Park
- Public/Semi-Public
- Education
- Industrial
- Agriculture Support Industrial (CPSP)
- River Dependent Industrial (CPSP)
- Agriculture
- City Park
- P1 Proposed City Park

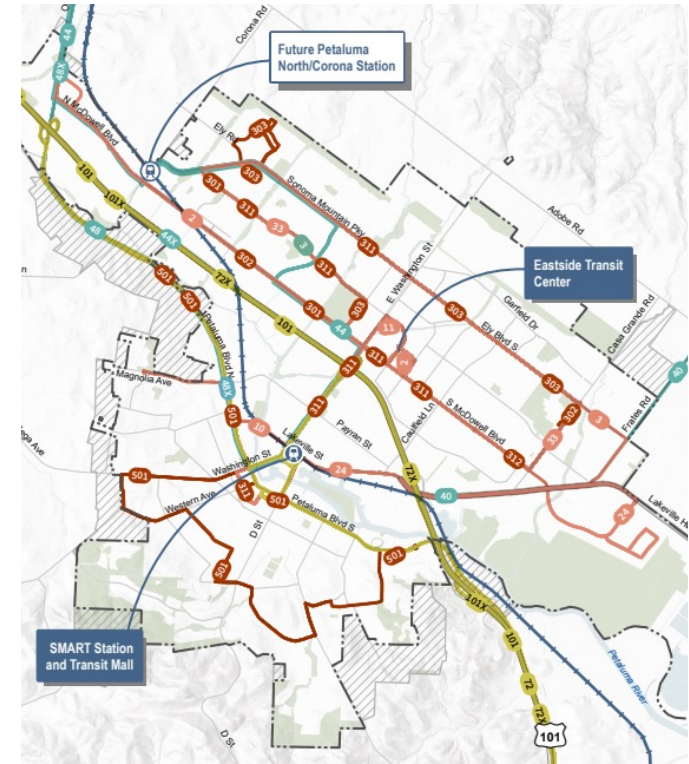
General Plan - Mobility



Existing Roadway Network



Existing Bicycle/Ped Network



Existing Transit Options

Current General Plan

General Plan 2025

- Public-Semi Public/Mixed Use/Open Space land use designations.
- Established Washington Core Sub Area.
- Proposed Park 20-acre active park.
- "Explore opportunities to achieve a joint-use agreement and/or year-around use of open space/green field areas of the fairgrounds for public access and/or recreational activities."
- "Ensure that any future redevelopment of the Fairgrounds property maintains a public, pedestrian, and active face along East Washington Street, and provides civic and ceremonial spaces with links to the Library and other uses."

General Plan Update

General Plan Update

- Panel recommendations to inform vision for next 20 years.
- Goals and Policies can recognize potential and support renewed approach.
- Not constrained by existing planning or land use land use designations.
- Can more accurately reflect today's needs, goals, and values.

The Petaluma Fairgrounds



PROPERTY OWNERSHIP AND LEGAL CONSIDERATIONS

History

City Acquired the Fairgrounds property for use as a public park in 1911 with \$20,000 from a voter-approved bond issuance

Initial features of Kenilworth Park included a campground, horse track, picnic area and playground

Sonoma-Marin Fair relocated to the current site from its former location at Fair Street (the Petaluma High school site) in about 1936

The 4th DAA has leased the site for \$1 a year since at least 1947

The existing lease will expire December 31, 2023

How the City Acquired the Fairgrounds Does Not Constrain Future Uses



The diagram consists of three identical, horizontally aligned, overlapping rectangular boxes. Each box has a thick, solid gold-colored top-left corner and a thin, rounded gold-colored border. The interior of each box is a light cream color. The boxes are positioned such that the right side of the first box overlaps the left side of the second box, and the right side of the second box overlaps the left side of the third box. The text 'Bonds', 'Title', and 'Park Use' is centered within each box, respectively.

Bonds

Title

Park Use

DRAFT

Bonds

\$20K in Bond Funding

1910 –
voters
approved
bond funding
to purchase
Fairgrounds
land.

Bond
indenture
did not
restrict the
use of the
land.

The City
repaid the
bond
purchasers
long ago.

DRAFT

Latest Title Report Shows:

The City owns
the property
in fee.

No other
parties have
ownership
interests in
the property,
except for
easement
holders.

The City's
title to the
land is not
restricted as
to use – there
are no deed
restrictions.

Title

DRAFT

Park Use

State laws regulating use and abandonment of general law cities do not apply.

The City purchased the property with its own funds, not by dedication.

Petaluma is a charter city and changing park use is a municipal affair under the City's home rule power.

DRAFT

What will happen if the lease to the 4th DAA is permitted to expire?

• The 4th DAA's property control will cease.

• Current City zoning and regulations will once again apply to the property.

• The agreements granting use rights to others will terminate.

• The 4th DAA will cease to own the improvements.

• The 4th DAA may remove the improvements up to 6 months after termination.

Decisions Regarding the Fairgrounds

The City Council, as the City's legislative body, has ultimate authority regarding disposition of all City property.

City advisory bodies would play their normal advisory role regarding City Council decisions on the Fairgrounds.

City Council Oversight Would Include:

Property Management

- Leasing/Licensing
- Site and Building Maintenance
- All operations
- Risk Management

Use & Building Approvals

- General Plan Policies and Zoning
- Development approval
- Code Compliance
- Use Permits

All Events

- Fair
- Rodeos
- Festivals
- Tradeshows
- Public and Private Events

Some Potential Fairgrounds Oversight Scenarios Include:

DRAFT

City Owns Land and Leases or Licenses Directly to Program Partners

City Owns Land and Manages Facilities and Events as at Other City Facilities

City Contracts with Management and/or Operations Partners

City Enters Public/Private Partnership Agreements

City Enters Disposition and Development Type Agreements

This is not an exclusive list and none of these options are mutually exclusive.