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

- **JULY 11**
  - Panel Recommendations

- **MAY - AUG**
  - Community Wide Input

- **OCTOBER**
  - Council Workshop
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

- General Plan
- Master Plan
- Zoning Code
- Building Code
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
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

- 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 designations.
- Can more accurately reflect today's needs, goals, and values.
The Petaluma Fairgrounds

PROPERTY OWNERSHIP AND LEGAL CONSIDERATIONS
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

Bonds

Title

Park Use
### $20K in Bond Funding

<table>
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<th>1910 – voters approved bond funding to purchase Fairgrounds land.</th>
<th>Bond indenture did not restrict the use of the land.</th>
<th>The City repaid the bond purchasers long ago.</th>
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**Bonds**
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. |
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.
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:

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<th>Property Management</th>
<th>Use &amp; Building Approvals</th>
<th>All Events</th>
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<td>• Leasing/Licensing</td>
<td>• General Plan Policies and Zoning</td>
<td>• Fair</td>
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<td>• Site and Building Maintenance</td>
<td>• Development approval</td>
<td>• Rodeos</td>
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<td>• All operations</td>
<td>• Code Compliance</td>
<td>• Festivals</td>
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<td>• Risk Management</td>
<td>• Use Permits</td>
<td>• Tradeshows</td>
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<td>• Public and Private Events</td>
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Some Potential Fairgrounds Oversight Scenarios Include:

- City Owns Land and Leases or Licenses Directly to Program Partners
- City Owns Land and Managers 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.