Vision for Petaluma Fairgrounds

Daniel Bleakney-Formby
Jupiter Foods
Sonoma County Food Systems Alliance
Former Daily Acts Board Chair
City Center/City Hub

• Multiuse property serving many Petaluma residents and visitors
• Food System and Fiber Shed education center
• Climate Action Hub
• Fair, speedway, conventions, sports events and entertainment venues
• Special event venue for private lease use
• Farmers’ Market, Antique Faire, Car Shows
• Emergency Shelter Services
• Emergency Food Hub
Overview

• City Offices/City Hall
• AgriCultural Center
• Fair Venue
• Special Events Space
• Emergency Services Offices
• Non-Profit Lease Office Spaces
Resilience

- Promote the use of Public Land for Food Production and Community Gardens
- Promote Educational Opportunities with Farms, Ranches and Food Producers
- Sustainable water use and water conservation practices
- Support Public and Private Incentives for Food Production/Distribution
- Create an environment where wild life can flourish
- Tree lined avenues, gardens, parks, urban forests, green roofs and living walls create opportunities to clean the air and cool surfaces
- Combine density with greenery to enhance resilience on an urban scale.
Encourage Resource Management

• Support Agricultural Practices that preserve and increase top soil and soil fertility and enhance riparian corridors
• Work towards sustainable water use and encourage water conservation practices
• Utilize gray water and rainwater catchment technologies
• Support and encourage heirloom livestock, crop and species diversity
• Enhance agricultural potential to mitigate and adapt to climate change
• Promote wild-life friendly design practices to increase biodiversity
• Combine density with greenery to enhance urban resilience.
Redevelopment Opportunities

• City Offices/City Hall
  • Housing City Offices in the center of town rather than west side current location
  • Current location developed into high density housing

• AgriCultural Center
  • Space for agricultural related talks/workshops/seminars
  • Historical references to our agricultural legacy
  • Farmers’ Market/Makers’ Market

• Fair Venue
  • Exhibits, Entertainment, Rides, Locally focused and culturally appropriate food vendors

• Special Events Space
  • Antique Faire, Car Show, Garden Faire - moving these current events away from downtown
  • Combined with raceway/grandstand for more inclusive use of the current space
• Emergency Services Offices
  • Fire and Police Executive Offices
  • 911 command center
  • This would ease current strain on existing stations

• Non-Profit Lease Office Spaces
  • Petaluma People Services/Rebuilding Together/Petaluma Education Foundation/and others
In conclusion

• This is not agriculture vs environment and not business vs community, these are about solutions to make a successful community project with public interest in mind.