



---

DATE: October 24, 2022

TO: Honorable Mayor and Members of the City Council through City Manager

FROM: Peggy Flynn, City Manager  
Ingrid Alverde, Director of Economic Development and Open Government  
Aaron Zavala, Senior Management Analyst

SUBJECT: Design Charrette Presentation from the Lottery Selected Panel for the Future of the Fairgrounds

---

### **RECOMMENDATION**

Receive the presentation from the lottery-selected panel created to discuss and provide recommendations regarding the future of the fairgrounds.

### **BACKGROUND**

On [February 28, 2022](#)<sup>1</sup>, the City Council approved a proposal from the nonprofit, Healthy Democracy, to facilitate a lottery-selected panel to help gather broad and diverse community input about the future of the City-owned fairgrounds property. The Panel met over 4 weekends to develop final recommendations. Those recommendations were presented to the City Council on [July 11, 2022](#)<sup>2</sup>.

Since that presentation, the Panel organized a charrette event October 2, 2022 to develop illustrated visualizations of their recommendations utilizing local architects and moderators. These visualizations can be viewed in Attachment 1. A video regarding the Panel process will be presented at the October 24 meeting and can be viewed [here](#)<sup>3</sup>.

### **DISCUSSION**

The Panel members came up with the idea to host a Charrette to provide more context to the “Vision” statements created by the entire panel within the Third Report: Final Recommendations. The report includes their visions and ideas for site use options within each vision.

---

<sup>1</sup> <https://cityofpetaluma.primegov.com/Portal/viewer?id=9496&type=2>

<sup>2</sup> <https://cityofpetaluma.primegov.com/Portal/viewer?id=9933&type=2>

<sup>3</sup> <https://www.youtube.com/watch?v=a2lR8oIeUYE>

The Panel conducted the Charrette to draw their visions onto paper with the guidance and support of an architect. They wanted a focused session to collaborate on the true meaning behind each vision and to see what it could look like if they were applied directly onto the fairgrounds site map.

A Panel subcommittee was empowered to coordinate the event and was able to have approximately 20 panelists participate along with 6 architects (one of them a landscape architect) and 3 moderators participate in the event. The event took place at the Community Center in Petaluma on October 2, 2022.

Panelist were split up into 5 tables, Vision 1 had two tables, Vision 2 was originally 2 tables and decided to combine into 1, and lastly Vision 3 had two tables. One moderator was assigned to each Vision to help folks stay on track since we had to accomplish this big feat in 2 hours. An architect was assigned to each table and since Vision 2 decided to merge, it had two architects supporting that specific drawing.

Each table had copies of their vision and the Third Report to help guide decision-making and we were able to put some great ideas onto the fairgrounds site.

In the words of the Panel, “Each vision was represented well! We kept in mind that these were going to be shown as “examples” of ways to realize these visions, so folks creatively demonstrated their visions.” The drawings with a brief narrative of each drawing under their respective vision are included as Attachment 1.

## **PUBLIC OUTREACH**

Central to the City’s public engagement effort for the fairgrounds was a lottery-selected panel designed and coordinated by Healthy Democracy, a nonprofit, nonpartisan organization with experience in designing and coordinating innovative deliberative democracy programs. The approach included selecting panelists through a democratic lottery to achieve diverse demographic representation and help to ensure that most panelists were not frequent participants in previous public decision-making processes. This new kind of collaborative policymaking provided plentiful time for a representative group of community members to learn about, curate, and deliberate on the possible options for the future of the City owned Fairgrounds property.

## **COUNCIL GOAL ALIGNMENT**

The City Council selected the outreach, recommendations, and framework for the future of the Fairgrounds as 1 of its 10 top priorities.

## **CLIMATE ACTION/SUSTAINABILITY EFFORTS**

Although the Fairgrounds site has not been discussed specifically in any of the programs and strategies in the City’s adopted Climate Emergency Framework (CEF), the Fairgrounds property has the potential to support various initiatives related to the City’s Climate Action and Adaption

plan (CAAP), which is being prepared as part of the City's General Plan update process and in response to the CEF. For example, the Fairgrounds property could provide locations for solar installations to power the City Pool, Library, or other facilities on site, and provide a location for charging electric vehicles, and host urban forest development. Goals identified in the CEF that may be implemented in the CAAP and that relate to considerations about future Fairgrounds property uses and programs include: under the Equity and Climate Justice section of the CEF, maximizing opportunities for all residents to live in clean and healthy environments that protect against the impacts of climate change and environmental pollutants, including equitable access to parks and open space; and under the Adaptation and Climate Resilience section of the CEF, assessing anticipated climate impacts and informing City decisions and investments in infrastructure, land use planning and city form to ameliorate those impacts.

### **ATTACHMENTS**

1. Charrette Outcome
2. Final Report