

County Fair Mall Redevelopment Charrette



City of Woodland +

Congress for the
New Urbanism

CNU
CALIFORNIA

The Charrette, a multi-day, community-engaged, intensive design forum, is led by a team of professionals, from architects, urban designers, planners, and engineers, to housing, retail and development experts. Why the County Fair Mall? It faces a rapidly contracting retail market that adversely impacts conventional malls and strip centers and favors walkable, mixed use shopping.

With your help, we will produce a phased redevelopment plan, design standards and investment strategies for the Mall to enable its conversion, over time, into a community asset of neighborhood-serving stores, townhomes, flats, and workspaces along tree-lined streets, with a distinctive civic plaza, parking and transit access.

The all-volunteer, Congress for the New Urbanism Charrette Team and City Staff, supported by the Yolo County Transit District, welcomes participation of the County Housing Authority, the Sacramento Council of Governments (SACOG), the Chamber of Commerce, the Mall owners and tenants. Woodland's Citizens are encouraged to participate as much as they like. The Charrette Studio, in the former Gottschalks store at the Mall, will be open to the public 9:00 AM to 6:00 PM Saturday, Sunday, Monday and Tuesday until noon. Please note the special events at right.

For more information, contact:

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Friday September 29th

5:30 PM – 7:00 PM

Opening Event / Introduction

James Corless, SACOG + Team

City Hall Council Chambers

300 First Street, Woodland

Saturday September 30th

9:00 AM – 10:00 AM

County Fair Mall Walking Tour

**Meet at the Charrette Studio by the
former Gottschalks store**

10:30 AM – 11:30 AM

Forecast: Malls, Centers & Corridors

Panel of Statewide Development Experts

City Hall Council Chambers

6:00 PM – 7:00 PM

New Urban Film Festival

City Hall Council Chambers

Monday October 2nd

5:30 PM – 7:00 PM

The Future of Retail

Steve Lawton

City Hall Council Chambers

Tuesday October 3rd

6:00 PM – 7:00 PM

Redevelopment Plan Presentation

CNU-CA Charrette Team

City Hall Council Chambers



Saturday, Sunday, and Monday, bring your thoughts, ideas and concerns to the Charrette Design Studio. Speak with a team member or City staff and sketch your ideas.

Each day, the Team will pinup their concepts and scheme and yours for critique and brainstorming. The core CNU CA principles driving the design are: Make it walkable, bike and transit-accessible, mixed-use, attractive and implementable with spaces for local entrepreneurs and services. Plan at a neighborhood scale with smaller increments of redevelopment that create less risk and greater adaptability for developers and investors.

Reuse and repurpose vacant spaces or rebuild with missing uses like housing for millennials and seniors. Convert underused parking fields into new building sites and design storefronts that line sidewalks for window shopping.



COUNTY FAIR FASHION MALL

