

## **MEDIA RELEASE**

**SUBJECT: Laytonville Design Fair**

**FROM: Laytonville Area Municipal Advisory Council**

**DATE: April 23, 2007**

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The Laytonville Area Municipal Advisory Council (LAMAC) will host a Design Fair May 19 – 24 to envision the future of Laytonville. The Design Fair will rely heavily on community participation to address some of the transportation and safety concerns in Laytonville. At the end of the Design Fair, there will be a conceptual plan that “calms” traffic, improves pedestrian and vehicle safety, beautifies downtown Laytonville, improves the economic climate for local businesses, and addresses future land uses such as housing and community gathering spaces. Funding sources to implement the vision will be identified in the plan.

Everyone – including business-owners, youth, elders and the Tribal community -- is invited to come share their vision for the future of Laytonville. The plan will be based on community input shared during the Design Fair. Let your voice be heard!

The Design Fair will kick off Saturday May 19<sup>th</sup> with a presentation and a free burrito bar sponsored by Gravier’s Chevron and Geiger’s Long Valley Market. The burrito bar will be prepared by Marcela Lopez and music provided by the Laytonville High School Rock Band. The evening begins at 6:00 pm with a presentation on “Envisioning the Future of Laytonville”.

On Sunday, May 20, the public is invited to meet in front of the Post Office at 9:00 am to take a 1 ½ hour walk through downtown and discuss the area. Hot drinks will be donated by The Good Food Store. At 11 am, a Citizens’ Design Studio will convene at Harwood Hall with a light lunch sponsored by the Long Valley Road House. The Design Studio will be facilitated by a team of planners, architects and engineers from Design, Community and Environment ([www.dceplanning.com](http://www.dceplanning.com)) who will utilize the “charrette” model of participatory planning. A charrette is a highly participatory workshop during which design professionals ask the experts – the people who live and work in a community – to brainstorm solutions and opportunities for a given area.

The Design Fair will wrap up on Thursday, May 24<sup>th</sup> at 6:30 pm with a presentation of the proposed plan, potluck dinner and music by Ray and the Reveliers at the Rodeo Grounds. This is a time to review findings and recommendations that resulted from the community’s efforts.

The event is co-sponsored by Laytonville Healthy Start, Laytonville Rodeo Association and Harwood Memorial Park Association in cooperation with Mendocino Council of Governments, the Mendocino County Department of Planning and Building, and Mendocino County Department of Transportation. The project is funded by Caltrans through the Community-Based Transportation Planning Grant program.

Contributions from area businesses including Gravier’s Chevron, Geiger’s Long Valley Market, Coastal Mountain Mortgage, Albert’s, Peace and Love Café, The Biofuel Station, Long Valley Feed and Supply, The Good Food Store, and Sacred Treasure House are also helping to make this event possible.

While the event is funded through the Caltrans grant, local matching funds are required to support the food and entertainment. To make a cash or in-kind contribution toward the event, or to volunteer to help set up or clean up, please contact Alison Pernell at [alison@lgc.org](mailto:alison@lgc.org).

The grant application was cooperatively submitted by the LAMAC, Mendocino Council of Governments and the non-profit Local Government Commission. The project builds on the Community Action Plan (1999), Downtown Development Plan (2001) and the LAMAC-endorsed community planning principles (2004). For years, community members and business owners have been asking for sidewalks, shade trees, a public restroom, community gathering spaces, equestrian and pedestrian trails, and a solution to the waste-water treatment issue. This is the opportunity for all voices to be heard and the ideas integrated into a comprehensive plan. This project is a unique partnership involving many agencies and community organizations, business owners, youth, and the Tribal community the likelihood that this plan – thus strengthening the likelihood that the plan will be funded and implemented.