



# PETALUMA

2020-2021 VISITOR MAGAZINE

COME TO  
SONOMA  
COUNTY!



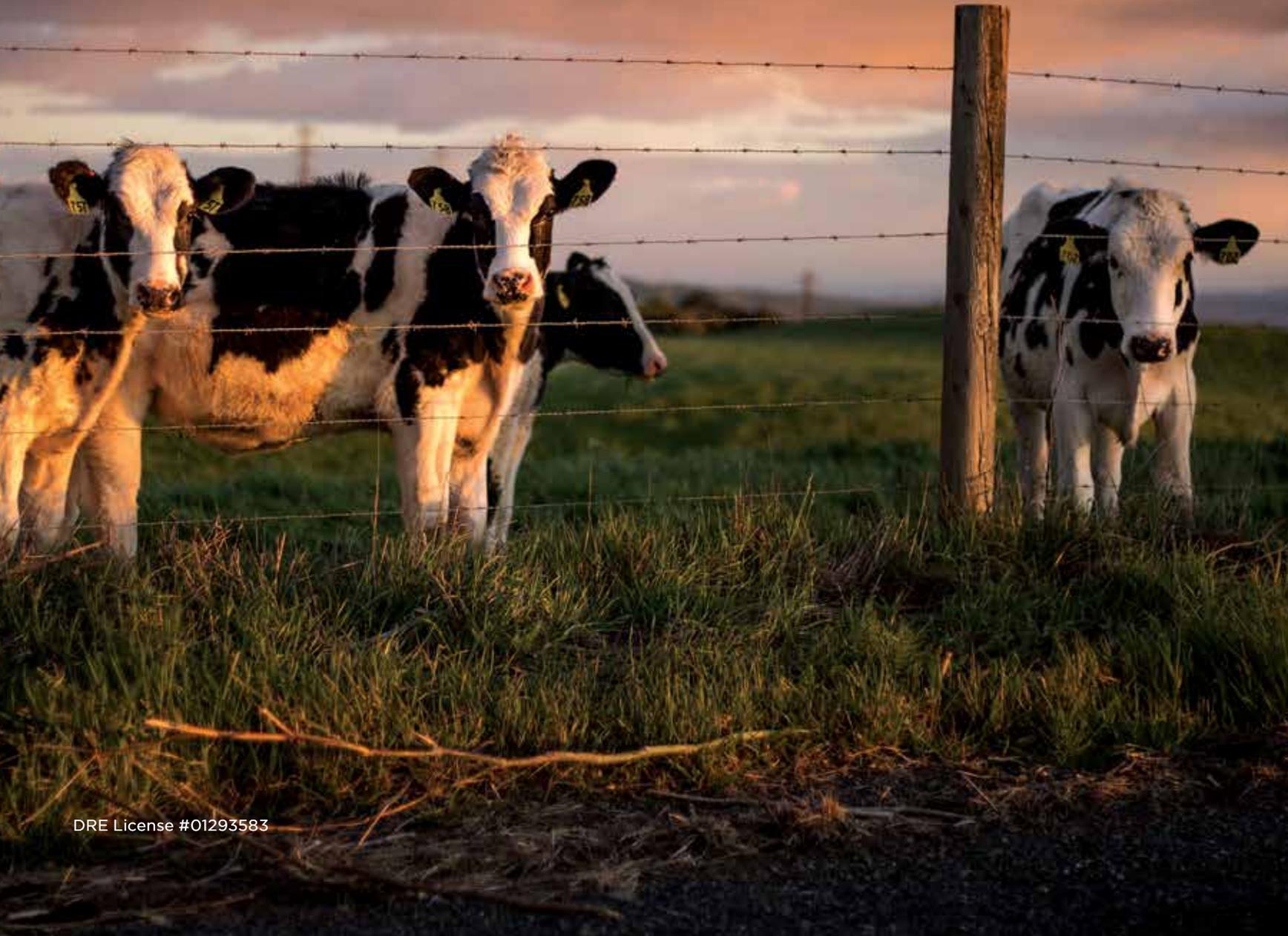
# Century 21 Bundesen

Years of expertise pay off with **Century 21 Bundesen**. The locally owned, 57-year-old real estate firm is also one of the world's five oldest real estate franchises; they joined the then-budding Century 21 system 47 years ago. The firm's team defines full-service in every way — they can guide you through the latest listings for everything from homes and estates to ranches to commercial properties.

Century 21 Bundesen also manages both commercial and residential properties, and has one of the largest property management companies in southern Sonoma County.  
*616 Petaluma Blvd. S.*

[bundesen.com](http://bundesen.com) | [info@bundesen.com](mailto:info@bundesen.com)

  [century21bundesen](#) |  [c21bundesen](#)



A MODERN STAY

# Clad in History



## Hampton Inn

A chic and charming addition to Petaluma's hotel scene, the **Hampton Inn** is set in a historic silk mill built in 1892 in the style of New England's mills. Minutes from downtown, the inn is convenient to restaurants and shops. Hampton Inn is known for its welcoming service and comfortable accommodations, and offers rooms and suites with microwaves, complimentary Wi-Fi, mini fridges and coffee makers, as well as those custom-designed signature Hampton beds. A complimentary breakfast adds to the appeal, along with a fitness center, and a unique courtyard where guests can experience local craft beer and excellent Sonoma County wines.

*450 Jefferson St.*

[hamptonpetaluma.hamptonbyhilton.com](http://hamptonpetaluma.hamptonbyhilton.com)

 [hamptoninnpetaluma](#)

 [petalumasilkmill](#)

# Contents

## 2020 - 2021

### DEPARTMENTS

- 03** **Welcome**
- 08** **Maps**
- 12** **Doggy Destination** Every dog has its day in Petaluma.
- 20** **Stay in Petaluma** Lodging for every style and budget.
- 22** **Petaluma's Past** A timeline of the city's remarkable history.
- 28** **Meet the Makers** Six locals behind P-town's artisanal boom.
- 59** **Art Show** Discover local art.
- 60** **Dance Party** Rock out at the town's popular music venues.
- 62** **Fresh From the Farm** See, sip, and taste the countryside.
- 66** **Raise a Glass** From coffee to craft brews, drink your way all day.
- 70** **The Great Outdoors** Hike, bike, and ride the river in Petaluma.
- 74** **Say Yes to Petaluma** Make your special day one to remember.

### FEATURES

- 15** **Adventure in Every Direction**  
Easy getaways you can launch from Petaluma.
- 30** **Couple's Paradise** Make it a romantic trip for two in Petaluma.
- 42** **Splurge a Little in Downtown**  
Treat yourself in Sonoma County's most vibrant hub.



## Lagunitas Taproom & Beer Sanctuary

There's live local music every day that **Lagunitas Taproom & Beer Sanctuary** is open, and tasty food Wednesday through Sunday. Come by this popular gathering spot in Maker Alley, take a tour of the impressive brewery, hear about the company's scrappy beginnings and countless charitable activities, visit the Schwag Shop, then try the beers that have made Lagunitas a legend. Dogs are welcome on the patio. 1290 N. McDowell Blvd.

[lagunitas.com](http://lagunitas.com)

[f lagunitaspetalumataproom](https://www.facebook.com/lagunitaspetalumataproom)  
[i lagunitasbeer](https://www.instagram.com/lagunitasbeer)



Explore historic downtown Petaluma.



# WELCOME!

## BE ENCHANTED BY CHARMING PETALUMA.

**IN 1833**, when General Mariano Guadalupe Vallejo first surveyed the verdant Petaluma Valley, he described the area as “a land of pure enchantment.”

General Vallejo wasn't the only one to recognize Petaluma's bounty. Lured by the temperate climate, fertile soil, and abundant water, settlers from across the country and the world began populating the valley. They built farms, established businesses, and developed a communal spirit of mutual support. The same welcoming attitude still permeates Petaluma as it has evolved into one of Northern California's premier destinations.

The grand ironfront buildings that line Petaluma Boulevard recall the city's days as the “World's Egg Basket.” The Petaluma River that once channeled timber, grain, livestock, dairy, and produce to the Gold Rush markets in San Francisco now hosts flotillas of weekend kayakers and paddleboarders.

The local grid of charming streets, historic homes, and brick-walled alleys is best experienced on foot, so you can fully savor the stylish boutiques, rustic antique stores, and hip bistros serving dishes made with fresh, locally sourced ingredients.

Petaluma is also dedicated to a sustainable future – a goal that its government, businesses, and residents have taken action to achieve. A cutting-edge wastewater recycling facility, water conservation programs, a ban on polystyrene foam containers, and citywide LED lighting conversions are just a few of the programs already in place.

With its legendary warmth, casual friendliness, and abundant charm, Petaluma serves as the gateway to the best of Sonoma County and beyond.

We hope that just like General Vallejo 185 years ago, you'll find Petaluma to be an enchanting destination.

## FOLLOW US!

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707.769.0429



**CITY OF HISTORY**  
FROM THE GOLD RUSH TO WINE COUNTRY, PETALUMA CONTINUES TO MAKE ITS MARK.

For nearly two centuries, Petaluma has played a large part in shaping a region and a state. The Gold Rush? The city supplied the booming populations of San Francisco and Oakland. The egg incubator? It was invented here. Wine Country? It starts in P-town.

Interested in finding out more? **See page 22** to learn about the fascinating history of the city once called the “World's Egg Basket.” Explore Petaluma's oldest sites, join a guided tour, and discover what makes the gateway of Sonoma County so special.

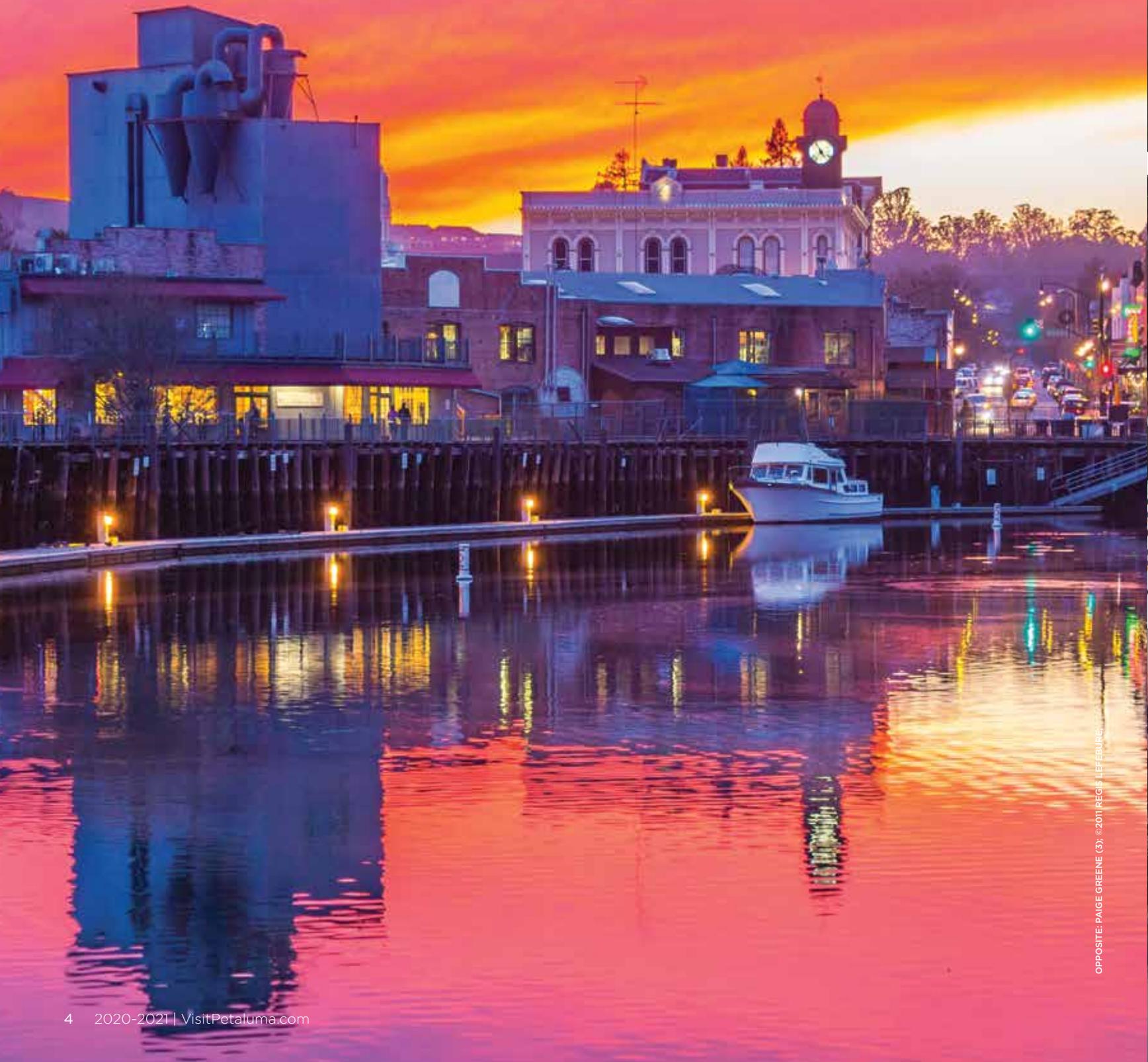


**COVER PHOTO:** Discover 12 elaborately painted pianos around downtown Petaluma, all open for the public to play. Photo by David H. Collier.

# ADOBE ROAD WINERY

AWARD-WINNING WINES FROM A PETALUMA PIONEER

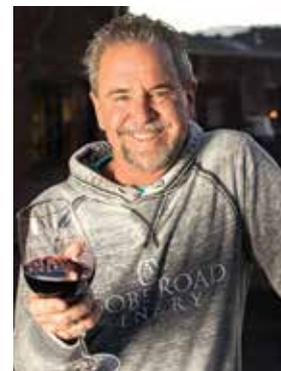
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OPPOSITE: PAIGE GREENE (3); © 2011 REGIS LEFEBURE



Anytime is a great time to visit **Adobe Road Winery** in charming downtown Petaluma. Open daily, the welcoming tasting room is close to just about everything, making Adobe Road the perfect getaway for a fun-filled wine-tasting experience. The small-lot producer is one of the hottest boutique wineries in the industry, crafting award-winning wines from premier vineyards in Sonoma and Napa counties, including the new Petaluma Gap American Viticultural Area. You'll discover a world of



delicious wine as you explore Adobe Road's versatile tasting menu. The Reserve Tasting includes the winery's flagship rich, luxurious cabernet sauvignons — always a highlight.



Petaluma's dynamic culture, cool vibe, historic architecture and old-world charm are within easy reach of San Francisco and Sacramento, making a day trip to the area a breeze. Ride the SMART Train — the depot is just steps away. Adobe Road's roots are firmly planted in Petaluma. Founders Kevin and Debra Buckler are among the city's original wine pioneers. Kevin is a champion race-car driver and his legendary sportscar racing team is located here. Next year, the two worlds will merge into an exciting wine tasting and event center on the vibrant downtown waterfront. *6 Petaluma Blvd. N.*



[adoberoadwines.com](http://adoberoadwines.com)  
[theracingserieswines.com](http://theracingserieswines.com)  
 Facebook Twitter Instagram [adoberoadwines](https://www.instagram.com/adoberoadwines)

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**LAUREN BONNEY** is a Bay Area writer and editor specializing in lifestyle, culture, fitness, and food and drink. She has a soft spot for cheese and is a firm believer in a great cup of coffee. Follow her gastronomic discoveries at [@bonneyeatsworld](https://www.instagram.com/bonneyeatsworld).



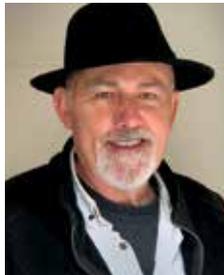
**JESSIE FETTERLING** moved to the Bay Area in 2009, where she turned her love for travel into a career, writing for various publications. She is also the author of the Oakland guidebook, *100 Things to Do in Oakland Before You Die*. [jessiefetterling.com](http://jessiefetterling.com)



**DAVID H. COLLIER** can build a deck, make a decent waffle from scratch, and for some reason, has the same strange accent when reading any character voices to his kids. He also uses a camera from time to time, to the delight of his clients. [davidhcollier.com](http://davidhcollier.com)



**MITCH TOBIAS** is a coffee fanatic. When he isn't at a cafe, he's shooting campaigns and projects for Uber Eats, eBay, Cisco, and McDonald's. You can also find his work in *San Francisco* and *Diablo* magazines. He specializes in fun, stylized lifestyle photography.



**SCOTT HESS** is a commercial and arts photographer based in Petaluma since 1986. Along with historian John Sheehy, Hess is the co-creator of the book *On A River Winding Home*, which pairs contemporary photos with historical stories. [f scott.hess3](https://www.facebook.com/scott.hess3)



**CALI GODLEY** is a freelance photographer based in the Bay Area. She pursues photography to connect with her community and provide creative services to growing organizations, publications, and brands. See her work at [cali-godley.com](http://cali-godley.com) or at [@cali\\_godley](https://www.instagram.com/cali_godley).

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PUBLISHED BY

**DESTINATION  
CREATIVE GROUP**

5710 West Gate City Boulevard, Suite 237,  
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# BAY-TI Modern rustic living at its finest

**Bay-ti** offers handmade, one-of-a-kind Moroccan artifacts, rugs, purses, and large historical doors; modern tabletop items and upcycled, reclaimed tables and lighting are made by its Petaluma artist and owner. A celebration of Moroccan Berber handcraft traditions with their luxurious colors and textures, this Petaluma gem combines old-world tribal designs with a modern aesthetic.  
*14th St.*

[baytihome.com](http://baytihome.com) |   [baytihome](https://www.instagram.com/baytihome)



## GET AROUND



# SAN FRANCISCO BAY AREA

### NEARBY POINTS OF INTEREST

- 1 Armstrong Redwoods State Natural Reserve
- 2 Charles M. Schulz Museum, Snoopy's Home Ice Skating Arena, Children's Museum of Sonoma County
- 3 Sonoma Coast State Beach

- 4 Salmon Creek Beach
- 5 Bodega Bay
- 6 Two Rock Coast Guard Station
- 7 Graton Resort & Casino
- 8 Sonoma State University - Green Music Center
- 9 Sonoma Raceway

- 10 Six Flags Discovery Kingdom
- 11 Muir Woods
- 12 Golden Gate Bridge

### TRANSPORTATION

- A Charles M. Schulz - Sonoma County Airport
- B Petaluma Municipal Airport

- C Larkspur Ferry Terminal (SMART train connection to Golden Gate Ferry with service to San Francisco)
- D Oakland International Airport
- E San Francisco International Airport

- SMART Train Line
- SMART Station
- Regional, State, & National Parks
- Sonoma County Wine Country
- Petaluma Gap Wine Region
- Napa County Wine Region
- Beaches

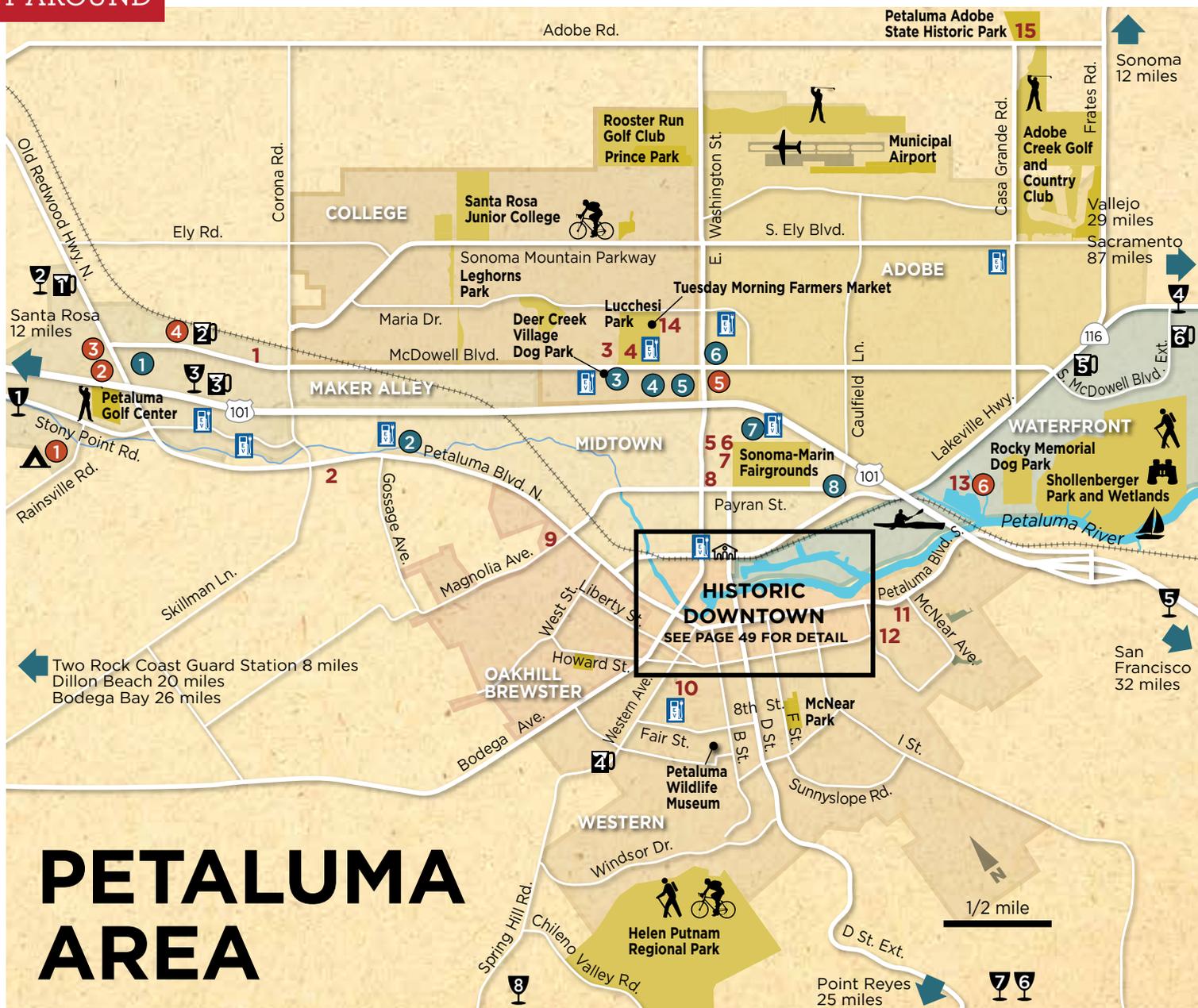
# The **SMART** Way to Travel



All Aboard! Petaluma is one of the top destinations served by the **Sonoma-Marin Area Rail Transit (SMART)** train — the Bay Area’s premier passenger rail service. Its fleet of retro-cool, green-and-silver trains run from northern Santa Rosa (near the Sonoma County Airport) to Larkspur, connecting you to San Francisco via the Larkspur Ferry. Enjoy beautiful views and amenities including free Wi-Fi, comfortable seating with tables, ample luggage space, onboard concessionaires, and local beer and wine. Tickets may be purchased on SMART’s free mobile e-ticketing app, or reloadable Clipper cards. Clipper cards are accepted by other Bay Area transit providers for a seamless connection.

[sonomamarintrain.org](http://sonomamarintrain.org)

  [sonomamarintrain](#) |  [SMARTtrain](#)



# PETALUMA AREA

**POINTS OF INTEREST**

- 1. Post Office
- 2. Cinnabar Theater
- 3. Petaluma Valley Hospital
- 4. Community Center
- 5. Petaluma Swim Center
- 6. Skateboard Park
- 7. Airport Shuttle
- 8. Public Library
- 9. Police Station
- 10. City Hall
- 11. Veterans Memorial Building

- 12. AMF Boulevard Lanes Bowling
- 13. Petaluma Marina
- 14. Year-round Farmers Market
- 15. Petaluma Adobe State Historic Park

**WINE & SPIRITS**

- Karah Estate Vineyards
- Denman Ranch (Denman Ranch Wines and Pansey Wines)
- Griffo Distillery
- Keller Estates
- Parum Leo Winery

- McEvoy Ranch
- Stubbs Vineyard
- Azari Vineyards

**CRAFT BEER, CIDER, BREWERIES, & TAPROOMS**

- Denman Ranch (Acre & Spade Cider and Brewer's Beer Barn)
- Lagunitas Brewing Company
- HenHouse Brewing
- Ray's Deli and Tavern
- Pub Republic
- Ernie's Tin Bar

**LODGING**

- 1. Kampgrounds of America San Francisco North/Petaluma KOA
- 2. Petaluma Valley Inn
- 3. Quality Inn Petaluma-Sonoma
- 4. Motel 6
- 5. Best Western Petaluma Inn
- 6. Sheraton Sonoma Wine Country

See page 20 for a full listing of lodging in Petaluma.

**SHOPPING CENTERS**

- 1. Redwood Gateway
- 2. Petaluma Village Premium Outlets
- 3. Deer Creek Village
- 4. Plaza North
- 5. Petaluma Plaza
- 6. Washington Square
- 7. East Washington Place
- 8. Gateway Plaza

- Electric Vehicle Charging
- SMART Station

SEE PAGE 49 FOR DOWNTOWN POINTS OF INTEREST, LODGING, WINE AND SPIRITS, AND CRAFT BEER.



## Petaluma KOA

One of California's top-rated campgrounds is ideally located only 34 miles north of San Francisco, at the gateway to Wine Country and just outside the delightful small town of Petaluma. The 70-acre grounds feature 312 sites, from high-end RV sites with patios to camping cabins and cozy lodges stocked with comforts from linens to wine glasses. **Petaluma KOA** offers Wi-Fi, cable TV, a playground, a rec hall, kitchens, a hot tub, and pool (open May–October), along with a host of activities from hayrides to horseshoes. All sites have firepits — the perfect way to relax under the night sky and gaze at the stars.  
*20 Rainsville Rd.*

[petalumakoa.com](http://petalumakoa.com)

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## Who Let the Dogs Out!

PETALUMA + POCHES = BEST INSTAGRAM PHOTOS EVER. TAG @VISITPETALUMA ON POSTS OF YOUR PUP AROUND TOWN.



**PETALUMA SHOPPING**  
@thelabsand.co



**LAKEVILLE ST.**  
@thelabsand.co



**PETALUMA PET CO.**  
@thelabsand.co



**ACRE COFFEE**  
@thelabsand.co



**BREWSTERS**  
@carsonfieldd



**PUTNAM PARK**  
@myty8

# DOGGY DESTINATION

GIVE YOUR DOG SOME WELL-DESERVED R&R IN PETALUMA.

Petaluma offers plenty of fun for the pups! **Rocky Memorial Dog Park** is a local favorite, with nearly eight acres of open space to let your pooch roam free. The 1.5-acre **Deer Creek Village Dog Park**, which sits adjacent to a large shopping center, makes a convenient stop for those looking to do a little shopping after letting their

dogs run and play.

Looking for a night on the town? There are several dog-friendly spots in the area to grab a bite and a drink, including **Brewsters Beer Garden**, **Dempsey's Restaurant & Brewery**, **Fourth & Sea**, **Petaluma Pie Company**, **Taps Beer Co. & Kitchen**, and **Lagunitas Brewing Company**. ❖

## UGLY DOG CONTEST



**Scamp the Tramp**, 2019 World's Ugliest Dog® winner

Move over, Westminster Kennel Club. The best dog competition can be found at the **Sonoma-Marin Fair**, home to the World's Ugliest Dog® Contest on **Friday, June 26**.

The crazy K-9 competition has been a highlight of the fair for more than 25 years. Judges for the contest will carefully score mismatched ears and underbites to select the homeliest and most loveable of hounds.



COMPASS

## The Cozza Team— Making a Difference

**The Cozza Team** does it differently for their clients. Their VIP buyer program is designed to get the perfect home for you and ensures that you know about that off-market property or hard-to-get competitive listing. They even guarantee that you'll love your new home or they'll sell it for free. Giving back to the community is at the core of what they do. They donate a portion of their commission from every sale to Mentor Me, a local children's nonprofit organization.

Learn how the Cozza Team does it differently for you with their VIP Buyer and VIP Seller Programs.

COZZA TEAM | POWERED BY COMPASS

**STEVEN COZZA** | **JEANETTE RC**  
DRE#01915699 | DRE#01521384

[scozza@cozzahomes.com](mailto:scozza@cozzahomes.com) | [cozzateam.com](http://cozzateam.com)



COMPASS

# Welcome Home to Petaluma

Make your home in Petaluma, the Gateway to Wine Country and the Sonoma/Marin Coast. With the recent merger between Pacific Union Real Estate and **Compass**, we continue to be your real-estate specialists offering local knowledge, expertise, and experience.

*127 4th St.*

**ELLEN LESHER**

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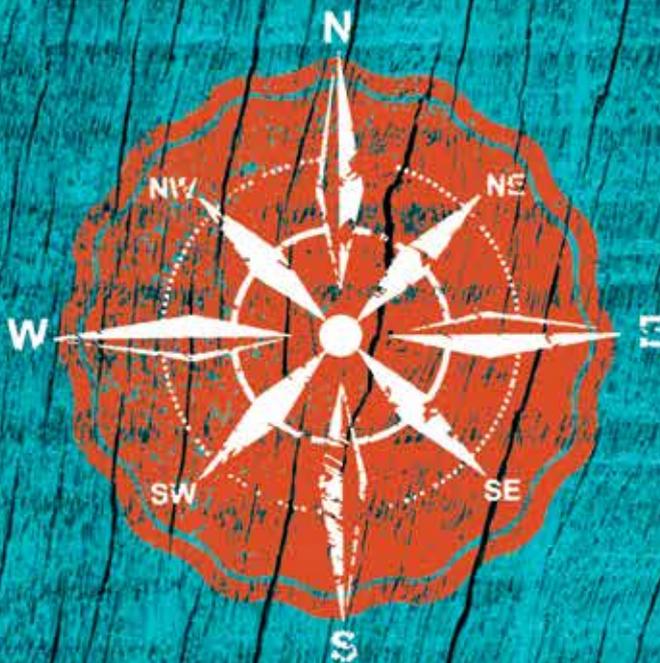
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**livingonsonomamarincoast.com**

A STAY IN PETALUMA MEANS

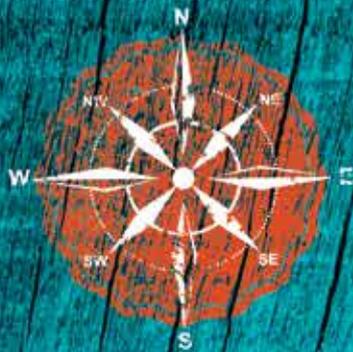
# ADVENTURE



## IN EVERY DIRECTION

MAKE PETALUMA YOUR HOME BASE AND EXPERIENCE  
THE BEST OF THE BAY AREA.

BY COLLEEN RUSTAD



**D**raw a bull's-eye on a map of northern California and you'll find Petaluma in the center — a highway, railway, and waterway hub for 185 years.

For today's traveler, Petaluma's central location means that when you make P-Town your home base, you're perfectly positioned to explore the best of Sonoma County and the Bay Area.

There's a myriad of memorable day trips within easy reach from charming and affordable Petaluma. Head north to the majestic redwoods, south to San Francisco, east to world-class Wine Country, or west to the rugged Sonoma coastline. Whichever direction you choose, adventure awaits — all less than an hour away.



## NORTH: THE GREAT OUTDOORS

The natural beauty of northwestern Sonoma County offers both surf and turf activities. Make your first stop at rustic Guerneville on the Russian River. Nearby Johnson's Beach is a favorite summertime destination; rent kayaks and inner tubes from the boathouse for a leisurely day on the water. There's no rushing on this river as you gently float along in true Wine Country style.

If you're more of a hiker than a paddler, three miles north of Guerneville is the spectacular 805-acre Armstrong Redwoods State Natural Reserve. Meander through serene groves on self-guided nature trails (including an ADA accessible trail), where old and young alike will be in awe of the towering redwoods — the tallest living things on earth!



4

# SOUTH: TO THE CITY BY THE BAY

Stay in Petaluma and experience spectacular San Francisco minus big city hotel prices, traffic congestion, and expensive parking. Getting to San Francisco from Petaluma is half the fun, thanks to the new SMART train connection, timed to coordinate with the Larkspur Ferry. Sit back and relax — the views of the Marin County wetlands and San Francisco Bay are even better knowing that you're sharing in sustainable travel.

Your trip to the city starts by boarding the SMART train at the platform conveniently located next to the Visitors Center. When you arrive in Larkspur, make the short walk to Golden Gate Transit's Larkspur Ferry, and then it's smooth sailing to the landmark Ferry Building in San Francisco, a vibrant marketplace of artisan goods and diverse eateries.

Enjoy lunch while watching the seagulls swoop above the pier. From the Ferry Building, it's a scenic half-mile stroll to the Exploratorium on Pier 15. Designed to see where curiosity takes you, the museum will make everyone feel like a child again as they explore the 650 hands-on exhibits.



5

**1:** Walk among giants at Armstrong Redwoods State Natural Reserve; **2:** Paddle along the scenic Russian River; **3:** Have a fun day on the water with the family; **4:** Venture across the gorgeous Golden Gate Bridge by foot or by car; **5:** Take a (day) trip to San Francisco; **6:** Shop, dine, and sip at the Ferry Building in San Francisco — just a short ferry ride away.



6

# EAST: WINE COUNTRY GETAWAY

Petaluma is the gateway to a delicious experience. To the east, world-class wine regions fan out in front of you, each of them beckoning you to savor their distinctive characteristics, from buttery chardonnays to fruit-forward pinot noirs.

Drive through pastoral rolling hillsides toward Sonoma Valley, and in about 20 minutes, you'll arrive at Cornerstone, a delightful collection of tasting rooms, eclectic shops, and art-inspired gardens. From there, it's just five miles to the

heart of Sonoma — a picturesque plaza bordered by more than a dozen tasting rooms and home to the last mission built in California. Want a vineyard vista experience? The Visitors Center on the square will be happy to help you narrow down the options from the 100 wineries in Sonoma Valley.

If your trip to Wine Country isn't complete without a visit to Napa Valley — arguably the most famous wine region in all of North America — Petaluma is

an ideal starting point for the scenic 45-minute drive. Whether your ultimate destination is St. Helena, Calistoga, or the town of Napa, you can taste award-winning wines and still make it back to Petaluma in time for dinner and a nightcap.

- 
- 1:** Explore bucolic Wine Country in Sonoma County, only a 20-minute drive from Petaluma;
  - 2:** Take in gorgeous views of the Pacific Ocean along the Sonoma Coast.





2

## WEST: COASTAL DELIGHTS

A day trip to the coast from Petaluma is a (sea) breeze. Head due west; a half hour later, you're in Bodega Bay savoring steaming clam chowder. Or explore Bodega Head, a rocky peninsula with bluffs that offer incredible vistas of the Pacific Ocean, easy trails, beach access, and even whale watching.

Four miles inland, you'll find the village of Bodega, where movie buffs will recognize the old Potter Schoolhouse and church spire from the 1963 Alfred Hitchcock thriller *The Birds*. Snap a selfie with the life-size statue of the famous director that stands watch outside Bodega Country Store. You'll still have plenty of time to check out the quirky mix of shops and galleries along the breathtaking coastal highway before stopping for oysters at one of Bodega's friendly roadhouses.

STOCKSY

## WHAT'S NEAR



**FUN IN EVERY DIRECTION**  
EXPERIENCE SOME OF THE REGION'S MOST EXCITING AND MEMORABLE HIGHLIGHTS, JUST MINUTES AWAY FROM PETALUMA.

### 23 MINUTES NORTH

**Charles M. Schulz Museum & Children's Museum of Sonoma County**  
Make it a playday in Santa Rosa at these two neighboring attractions. Learn the inside story of the *Peanuts* characters and the iconic strip's creator, then let your kids be kids with fun hands-on exhibits.

### 38 MINUTES SOUTH

**Walt Disney Family Museum**  
It's an easy drive to the Walt Disney Family Museum in San Francisco's historic Presidio. Relive your childhood as you experience the story of one of the 20th century's greatest visionaries and creative geniuses.

### 20 MINUTES EAST

**Sonoma Raceway**  
Hold on tight, because when 11,000 horsepower fires up for NHRA drag racing, you feel it down to your toes. Want to take a drive on the track? The new Sears Point Racing Experience gives drivers of all skill levels access to the 2.52-mile course.

### 29 MINUTES WEST

**Point Reyes National Seashore**  
Explore more than 150 miles of trails and 70,000 acres of wilderness at this national preserve. At the western tip of the peninsula, descend to the recently restored 1870 lighthouse for winter whale watching.

STAY HERE

# STAY IN PETALUMA

Petaluma's central location makes it the ultimate home base to experience all that Sonoma County and the Bay Area have to offer. From hotels in historic properties to glamping with room to spread out, Petaluma has you covered with accommodations for every style and budget.

## BEST WESTERN PETALUMA INN

This family favorite is pet-friendly with a pool and complimentary hot breakfast. Dine at the onsite Palms Grill.

**200 S. McDowell Blvd. • 707.763.0994**  
[bestwestern.com/petalumainn](http://bestwestern.com/petalumainn)

## HAMPTON INN PETALUMA

Housed in a historic silk mill, the Hampton Inn Petaluma offers high-end comfort. Enjoy complimentary breakfast and relax by the firepit with a glass of wine or beer.

**450 Jefferson St. • 707.397.0000**  
[hamptonpetaluma.hamptonbyhilton.com](http://hamptonpetaluma.hamptonbyhilton.com)

## HOTEL PETALUMA

Built in 1923 in the heart of downtown, this boutique hotel is steps away from shopping, restaurants, and more. Off the lobby, you'll find wine tasting and fine dining.

**205 Kentucky St. • 707.559.3393**  
[hotelpetaluma.com](http://hotelpetaluma.com)

## KAMPGROUNDS OF AMERICA SAN FRANCISCO NORTH/PETALUMA KOA

Go camping, from rustic to refined — RV sites with patios, cabins, and glamping, plus a dog park and tons of fun activities.

**20 Rainsville Rd. • 707.763.1492**  
[petalumakoa.com](http://petalumakoa.com)

## METRO HOTEL

The French-inspired boutique hotel features rooms with 65-inch smart TVs and claw-foot tubs. Enjoy the in-house cafe with free coffee, crepes, and wine tasting.

**508 Petaluma Blvd. S. • 707.773.4900**  
[metrolodging.com](http://metrolodging.com)

## MOTEL 6

Located within walking distance of Lagunitas Brewing Company, the motel offers free Wi-Fi and truck and RV parking.

**1368 N. McDowell Blvd. • 707.765.0333**  
[motel6.com](http://motel6.com)

## PETALUMA VALLEY INN

This hotel is just minutes from several breweries. Rooms include a microwave, fridge, and free Wi-Fi. Enjoy complimentary breakfast and seasonal pool.

**5135 Montero Way • 707.795.9000**  
[petalumavalleyinnca.com](http://petalumavalleyinnca.com)

## QUALITY INN PETALUMA-SONOMA

Just a half mile from Lagunitas Brewing Company, the inn offers free Wi-Fi, a fitness center, complimentary breakfast, and seasonal pool.

**5100 Montero Way • 707.664.1155**  
[winecountryqi.com](http://winecountryqi.com)

## SHERATON SONOMA WINE COUNTRY

Petaluma's premier full-service hotel is set at the gateway to Wine Country, making it the perfect location to explore Sonoma, Napa, San Francisco, and the coast. Its restaurant/lounge serves breakfast, lunch, and dinner.

**745 Baywood Dr. • 707.283.2888**  
[sheratonsonoma.com](http://sheratonsonoma.com) ❖



## QUALITY INN PETALUMA-SONOMA

Make charming **Quality Inn Petaluma-Sonoma** — just off Hwy 101 — your base for exploring beaches, Wine Country, shopping, and adventure. The rooms have great amenities and you can enjoy a complimentary breakfast on the patio.  
*5100 Montero Way*

[winecountryqi.com](http://winecountryqi.com)

[f quality inn petaluma-sonoma](https://www.facebook.com/qualityinnpetaluma-sonoma)

# Washington Square Shopping Center

At one of Petaluma's busiest intersections, East Washington and South McDowell boulevards, **Washington Square Shopping Center** has been Petaluma's go-to retail center since 1973. You'll find just about anything you could possibly want here, from countless restaurants to a Safeway supermarket, banks, a veterinary office, a travel agency, jewelers, and dry cleaners. Washington Square truly has something for everyone. Come here for a cell phone, a new hairdo, or a mani-pedi. You'll love the convenience. *301 S. McDowell Blvd.*

[fulcrumproperty.com/retail/washington-square](http://fulcrumproperty.com/retail/washington-square)



## WASHINGTON SQUARE SHOPPING CENTER STORES

**Alfredo's Italian Restaurant**

**AT&T Wireless**

**Bank of America-ATM**

**Coldstone Creamery**

**Comcast**

**Expedia Cruise ShipCenters**

**Fusion Nails and Spa**

**Game Stop**

**Gold Rush Jewelers**

**Hallmark Creations**

**London Pride Cleaners**

**Lucchesi's Deli**

**Noah's NY Bagels**

**Ohana Hawaiian BBQ**

**Panda Express**

**Party City**

**Peet's Coffee & Tea**

**Pet Food Express**

**Planet Fitness**

**Round Table Pizza**

**Safeway**

**See's Candies**

**Staples**

**Supercuts**

**Washington Square Veterinary**

**Wells Fargo Bank**

**Westamerica Bank**

# Petaluma's Past

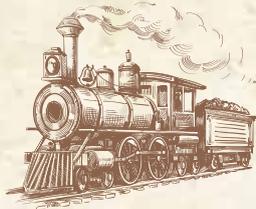
A LOCAL HISTORIAN SHARES HIGHLIGHTS OF THE CITY'S HISTORY.

BY KATHERINE J. RINEHART



## 1858

On April 8, the State Legislature approves the act to incorporate the town of Petaluma.



## 1871

Peter Donahue initiates regular service on his newly constructed San Francisco and North Pacific Railroad line from the bay steamboat terminals in Marin to Santa Rosa. The railroad secures Petaluma's position as the commercial hub of Sonoma County.

## 1885

Some of Petaluma's most ornate and elaborate buildings are constructed, featuring cast-iron facades and Italianate detailing. Examples can be found throughout downtown, but some of the most notable are located on Western Avenue between Petaluma Boulevard and Kentucky Streets.

The Carlson-Currier Silk Mill



## 1892

The Carlson-Currier Silk Mill Company builds a mill in the city's new Factory District. The building reopened in 2018 as a **Hampton Inn**.

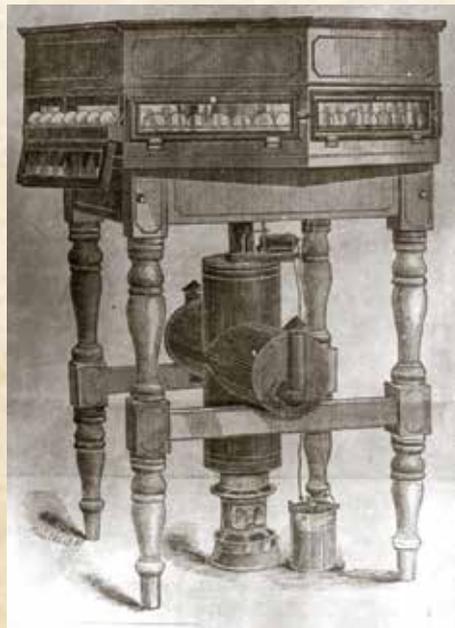


## 1864

Grain merchant and banker John A. McNear and his brother, George, erect a brick warehouse on what would later be the site of the Golden Eagle Milling Company.

## 1879

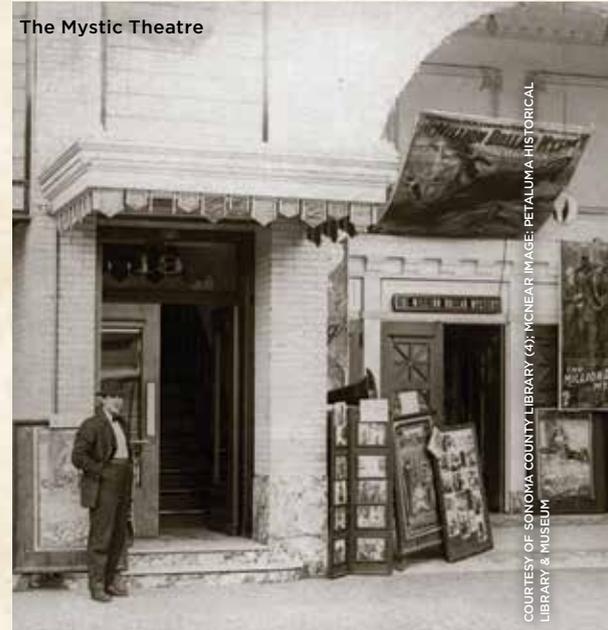
The first practical egg incubator is invented by Petaluma residents Lyman Byce and Isaac Dias, setting the stage for the city's economic boom.



## 1886

McNear erects **McNear's Saloon & Dining House**. The adjacent **Mystic Theatre** is built in 1911, showcasing silent films and weekend vaudeville acts.

The Mystic Theatre



COURTESY OF SONOMA COUNTY LIBRARY (4); MCKNEAR IMAGE; PETALUMA HISTORICAL LIBRARY & MUSEUM

Experience the Past

**FREE DOWNTOWN WALKING TOURS**  
EXPERIENCE HISTORY WITH THE PETALUMANS OF YESTERYEAR.

Courtesy of the **Petaluma Historical Library & Museum**, costumed docents lead you on a free guided tour of downtown. Tours meet on the museum steps at 10:30 a.m. on most Saturdays, May through October.

**NOW ON DISPLAY**  
EXPLORE EXHIBITS AT THE PETALUMA HISTORICAL LIBRARY & MUSEUM.

**April 4-May 17:** *Local Girl Takes Flight; The Chicken Rancher's Daughter Gets Her Wings!* Enjoy a retrospective of the Powder Puff Derby racing pilots.

**Aug. 26- Nov. 2:** *Petaluma's Participation in the Women's Suffrage Movement: A Celebration of Democracy*

**Sept. 4-Dec. 20:** *The Imaginative Carvings of William Caldwell*

**MORE TO DISCOVER**  
Brochures of historic sites are available at the **Visitors Center** or for download at [visitpetaluma.com](http://visitpetaluma.com).

1914

The Northwestern Pacific Railroad Depot and park are dedicated on April 24. The Mission Revival-style depot was designed by D.J. Patterson, an in-house architect for the Southern Pacific Railroad. It reopened as the **Visitors Center** in 2005.



Egg Day Parade, 1918

1918

Bert Kerrigan of the Chamber of Commerce proclaims Petaluma as "The World's Egg Basket" and establishes the first Egg Day Parade — a tradition that continues today at the **Butter & Egg Parade and Festival**.



1995

Downtown Petaluma is formally listed on the National Register of Historic Places.

1924

**Hotel Petaluma** is dedicated on April 10. The five-story, Mediterranean-style building was designed by Frederick Whitton.

1975

Skip Sommer begins a major rehabilitation of **The Great Petaluma Mill**, a complex of stone, brick, and wood buildings that was originally used as a meat warehouse for hunters who came to Petaluma in the 19th century.



1940

Petaluma lives up to its reputation as a major producer of eggs, as the city's chicken industry supplies 32 percent of California's eggs.



The original Great Petaluma Mill



COURTESY OF SONOMA COUNTY LIBRARY

# The Petaluma Experts



Whether you're looking for a vintage downtown bungalow or a house in the country, a sweat-equity dream project or a luxury turnkey estate, **Margaret Schrock** and **Dino Wilson** can help you from start to finish. Working with them, you'll experience local market expertise, elevated concierge service, and outside-the-box creativity. They deliver the integrity, transparency, and tenacity you expect.  
*101 H St., Ste. K*



## Margaret Schrock

Margaret Schrock knows Petaluma. As a property specialist and 26-year resident who has worked and raised her children in the community, she has the knowledge, track record, and creative mindset to get the job done, even in a challenging market or situation. As a top-producing agent in Sonoma County, Margaret's sales speak for themselves.

**MARGARET SCHROCK | CORCORAN GLOBAL LIVING**

margaretschrock.com | maggieschrock1@gmail.com |  margaretschrock  
Lic#01949703

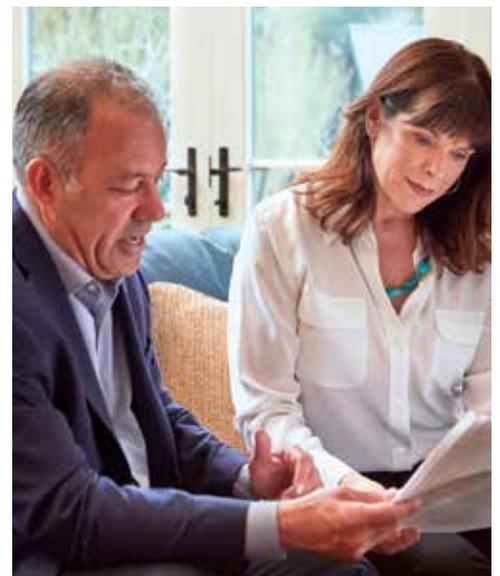


## Dino Wilson

As a top producer in Marin and Sonoma counties, Dino Wilson draws on his past experience as a sales executive and small-business owner to deliver a pragmatic, hands-on approach. His loyal following of clients and referrals is a strong testament to his integrity. Dino's personal experience in real estate investing and remodeling gives him firsthand understanding of the complexities involved in each and every transaction.

**DINO WILSON | CORCORAN GLOBAL LIVING**

dinowilson.com | dino.wilson@corcorangl.com |  dinowilsonrealtor  
Lic#01451397



# The Capurro Group

LUXURY SERVICE. IN EVERY PRICE RANGE. SINCE 1993.



SONOMA | MARIN | NAPA

[thecapurrogroup.com](http://thecapurrogroup.com)



Lisa Capurro's extensive real estate career spans over 25 years in the North Bay offering expertise in residential, country, coastal, historical, and income properties. From first-time home buyers to the most seasoned investors, Lisa's team is with you every step of the way.

**TRAVIS FOX | LISA CAPURRO | NICOLE FOX**  
COMPASS

[lisa.capurro@compass.com](mailto:lisa.capurro@compass.com)  
DRE#01152229

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COMPASS  
**HOMES BY GAEL**

**Gael Grove** has been helping customers buy and sell real estate in Petaluma for more than 40 years. As a top producer, Gael has earned the highest accolades from her peers, including Petaluma's Realtor of the Year award. Clients have praised her professionalism, integrity, and uncanny ability to make the home buying and selling process easier to handle.

Let Gael Grove make your real estate dreams come true!

**GAEL GROVE**  
 Realtor | Lic#:00702158  
 gaelg@homesbygael.com

**homesbygael.com**



**DOUG HECKER—REALTOR,  
 COLDWELL BANKER**

Known for its distinctly charming and historic downtown, Petaluma is a close-knit community with convenient access to Wine Country, the redwoods, and the coast. **Doug Hecker of Coldwell Banker** can connect you to the perfect home.

#LoveWhereYouLive  
 165 1st St.

**doughecker.com | doug@doughecker.com**

doug.m.hecker | cbcalfornia | cb\_california



**CUNHA + CLARKE GROUP | REALTORS**

Opening doors in Sonoma County and Marin since 2004, they're your trusted top-producing real estate team.

127 4th St.

**MARNI CUNHA + SALLYANN CLARKE**

Amy Bridges + Christian Clarke

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**ccgroupre.com**

cunhaclarkegroup | livnlovnso.compass

# MAKERS MARKET

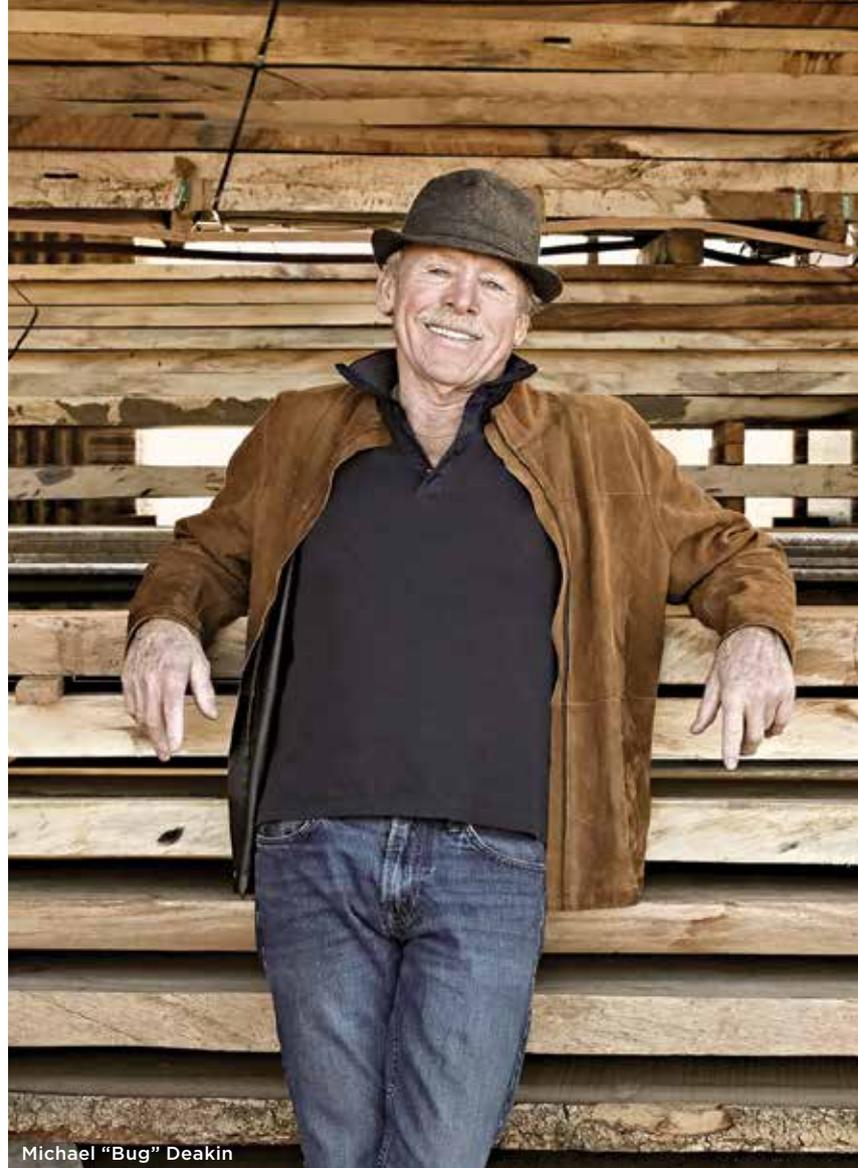
MEET SIX CREATORS BEHIND PETALUMA'S ARTISAN RENAISSANCE.

BY JESSIE FETTERLING

Petaluma is a magical place that boasts an abundance of creative talent. Wander around town, and you'll find makers busy at their craft: chefs cooking up delicious jams, zesty BBQ sauces, or aromatic spice mixes; designers creating richly detailed jewelry, clothing, and accessories; and a craftsman who turned his love for recycled materials into a popular TV show. So, take a walk — and meet the passionate and brilliant folks behind the goods.

## MICHAEL "BUG" DEAKIN Heritage Salvage

Finding beauty in old pieces of barnwood or beams gathered from fallen structures, Michael "Bug" Deakin turns trash into practical treasures — think sliding barn doors, custom tables, and even flooring. His passion for wood craftsmanship began in the 1970s, when he built a residence out of reclaimed materials on the mudflats in Vancouver, Canada. In 2000, he brought his reuse philosophy to Petaluma and opened Heritage Salvage, selling restored materials for building houses, business showrooms, restaurants, and more. He's since published a book and created a show, *Heritage Hunters*, for DIY Network.



Michael "Bug" Deakin

**Favorite Local Artisans:** Ricky Watts and Ryan Petersen, artists; you can find their murals around downtown.



Robindira Unsworth

## ROBINDIRA UNSWORTH Jewelry Designer

For Robindira Unsworth, every piece of jewelry she designs tells a story. The world-renowned jeweler has been crafting dazzling adornments for 20 years, but she initially found her passion for design by sewing handbags for local boutiques. Now, she and her husband run a lifestyle store, Robindira Unsworth, where you can peruse

her unique jewelry — inset with unusual stones she personally selects — as well as clothing, handmade shoes, Italian leather bags, and home decor.

**Favorite Local Restaurant:** Della Fattoria

TOP: MITCH TOBIAS; BOTTOM: COURTESY OF ROBINDIRA UNSWORTH



Chuck Ross

**CHUCK  
ROSS**  
**F.A. Nino's  
Artisan  
Products**

The F.A. Nino's team cooks up their handcrafted pepper-

based sauces, BBQ sauces, and dry rubs with love. Owner Chuck Ross's affinity for good food started early in the kitchens of his grandmother and mother, where he learned old-school Mexican and Irish cooking techniques. He then worked in the restaurant biz before venturing off on his own. "What makes Petaluma a great place for makers is not just the variety but the makers themselves," he says. "From a chef's standpoint, you can pretty much find the highest quality of anything here — cheese, meat, produce, music, art, coffee, beer, wine, and of course, hot sauces."

**Favorite Local Shop:** Petaluma Coffee & Tea Co.



Leslie Goodrich

**LESLIE GOODRICH**  
**Lala's Jam Bar and Urban Farmstand**

Lala's Jam Bar may be the only jam shop in all of Sonoma County — but it's so much more than that. Leslie Goodrich came out of retirement simply to make and sell jam, but when she opened her retail store, it quickly became a destination for foodies looking for not only delicious, organic jams but also other local artisanal goods. Having a shop in Petaluma makes it



Tony and Desiree Rickwood

easy, as residents "love to shop locally, so the demand is here to make something unique," Goodrich says. Plus, she believes the locals are more neighborly and have an affinity to gather with friends over a great meal made with local ingredients.

**Where to Buy:** Oliver's Markets in Sonoma County, Jackson Family Wines, Marin French Cheese

**TONY AND DESIREE RICKWOOD**  
**Petaluma Textile & Design**

Opened in 2006, Petaluma Textile & Design is the resource for designer fabrics, window treatments, bedding, slipcovers, and upholstery in Petaluma — but customers come from as far as San Francisco to get custom designs made here. The business was conceived out of Desiree Rickwood's love of design and sewing and husband Tony's ability to fabricate her "sometimes seemingly impossible ideas into reality," she says. Large demand encouraged the husband-wife team to move into the larger space on Western Avenue that they occupy today.

**Favorite Local Shop:** Good Gray

**WIND MCALISTER**  
**Sonoma Spice Queen**

Sonoma Spice Queen is known for its handmade organic spice mixes, BBQ rubs, salts, and hot chocolates. What started as Wind McAlister's love for learning about how different cultures and people relate to each other turned into a passion for spices. She chose Petaluma to set up shop because it's "filled with adventurous people who want to buy things that are produced locally," she says. "They care about the environment, organics, and where their food is being sourced."

**Favorite Local Company:** Petaluma Toffee Company



Wind McAlister

Catch tunes played by  
the virtuoso himself, John  
"Petaluma Pete" Maher.



# COUPLES' PARADISE

WINE TASTING, FINE DINING, FRESH AIR — WHEN IT COMES TO THE PERFECT ROMANTIC GETAWAY, PETALUMA HAS IT ALL.

BY LOUIE CHRISTENSEN

We needed to escape the predictable lines of the city, to get away from the red taillights and the glow of computer screens. We wanted to find something more heartfelt. The decision to stay in Petaluma was an easy one to make when my wife, Maggie, showed me **Hotel Petaluma**. The building was striking, and it was walking distance from dozens of restaurants with hundreds of great reviews.

We hopped in the car and made our escape.

#### AMONG THE VINES

The fog had just lifted from the grapevines when we pulled onto the **McEvoy Ranch** property, revealing the beautiful rolling hills of the Petaluma Gap AVA. The tasting consisted of chardonnay, pinot noir, and olive oil. Thanks to the cooler microclimate of the Petaluma Gap, the pinot and chardonnay had a freshness not often found in other regions — and the winemakers at McEvoy Ranch were crafting some special wines. Lured in by



1

Maybe it was the welcoming storefronts, the ornately designed historic ironfront buildings, or the tree-lined streets, but there was something so comforting, so “American Heartland,” about Petaluma.

the aroma of the estate-harvested ODE lavender lotion, we stopped in the winery’s store to peruse the selection of organic beauty products before heading to our next destination.

With Petaluma settled in the heart of Wine Country, we felt like the whole of Sonoma County and Napa Valley were within reach. The drive out to **Bodega** — where Alfred Hitchcock’s *The Birds* was filmed — was as beautiful as we imagined it would be. Being a Hitchcock fan, I couldn’t help but indulge in some sightseeing. When we (read: my wife) had had enough, we swung by Sonoma Coast Vineyards for a seaside tasting.

Our trip to the coast complete, we headed back to town for dinner.



2



3

### HOMETOWN HEART

We set out on foot to see what restaurant would grab our attention along Petaluma’s charming streets. Maybe it was the welcoming storefronts, the ornately designed historic ironfront buildings, or the tree-lined streets, but there was something so comforting, so “American Heartland,” about Petaluma.

We came across **Sugo Trattoria** and were immediately drawn in. With a delicious menu of modern and classic Italian cuisine, Sugo rose to the occasion and truly impressed us — as did my pistachio-crusted salmon and my wife’s ricotta gnocchi.



4

1-2: CALI GODLEY; 3: COURTESY OF SONOMA COUNTY TOURISM; 4: KELLER ESTATE WINERY

# Mind the Petaluma Gap

EXPLORE WINE COUNTRY'S NEWEST AMERICAN VITICULTURAL AREA.



Long known as the "Gateway to Wine Country," Petaluma is fast becoming a must-visit for wine lovers. Sonoma County's most recent American Viticultural Area (AVA), the **Petaluma Gap AVA** has produced dozens of 90-plus point wines that are bringing in the awards and visitors.

Start your wine-tasting journey in downtown Petaluma. **Adobe Road Winery** offers a welcoming setting as you sip, while **Barber Cellars** serves up small-batch wines at Hotel Petaluma. Pinot noir fans will love **Black Knight Vineyards'** selection of reds. Fancy ports over pinots? Visit **Sonoma Portworks** to sample dessert wines, grappa, and port.

Head out to the countryside for a picnic and a bottle of wine at **Karah Estate Vineyard**. The 35-acre winery specializes in estate-grown Burgundy-style pinot noir and smaller-batch estate chardonnay.

**Parum Leo Winery** has long provided the first sighting of grapevines for visitors heading north to Petaluma. Stop by the tasting room off Highway 101 for tastings, tours, or a scenic picnic.

Overlooking the Petaluma River, **Keller Estate Winery** offers one-hour tastings and tours of the estate's wine cave.

**Azari Vineyards** proprietors Kamal and Parichehr Azari's wine-making approach is steeped in their Persian heritage, producing distinctive vinos such as the earthy, Persian-style shiraz.



5



6

Both of us were ready to grab our dessert right then and there, but we decided to venture out for a new spot. After a short walk through the quaint downtown, we came upon **Whisper Sisters**, a cocktail bar with a small assorted menu. I ordered myself a drink from the cocktail menu while Maggie opted for a lush chocolate mousse.

## FURTHER OUT

After a restful night's sleep, we headed out for some life-giving breakfast at **Della Fattoria**. We sat in the eclectic dining room

**1 & 2:** Bites and sips at Whisper Sisters; **3:** Explore a piece of cinematic history in Bodega, where Alfred Hitchcock's *The Birds* was filmed; **4:** Keller Estate Winery; **5:** Downtown Petaluma; **6:** Hotel Petaluma.

and enjoyed our coffee and hearty fare.

By now, the doors of **Adobe Road Winery** had opened. We weren't the first group there — a good sign if you ask me. Located on charming Petaluma Boulevard, Adobe Road had the largest selection of varietals we came across, from zesty sauvignon blanc to bold cabernets.

Before I could ask Maggie if she was interested in lunch, she had already pulled up directions for our next culinary adventure.

The Swedish-inspired menu at **Stock-home** was so playful and unique that we couldn't help but take some pictures for our Instagram feeds. We ordered a few plates to split and were honestly wowed. Every plate was laid out like a painting on a canvas — bursting with color, texture, and creativity.

### WOULDN'T BE COMPLETE

We had always told ourselves we'd stop at **Keller Estate Winery** on our way into Sonoma. Now that we were in Petaluma, we decided to finally pay it a visit.

The tasting lineup consisted of pinot noir and chardonnay; the lovely staff



**1:** Breakfast salad and toast at Della Fattoria; **2:** Adobe Road Winery; **3:** Wagyu beef burger at Rosen's 256 North.

walked us through how each microclimate affects the vines, the fruit, and the wine. Petaluma Gap AVA is California's newest regional designation, so it was nice to learn more about this emerging wine destination.

Our wine tasting now over, we swung by Petaluma's world-famous brewery — **Lagunitas Brewing Company**. Our fridge back home usually holds at least one of Lagunitas's offerings, so we couldn't pass on the chance to experience the taproom firsthand. We ordered ourselves the sweet

potato and mushroom flatbread, sipped on some IPAs, and enjoyed the live music.

We had a hard time fighting the urge to stay for a laid-back meal, but we had a table reserved at **Rosen's 256 North**. We were impressed by the refined elegance of the bar and lounge and the menu of gourmet burgers, tender steaks, and sophisticated pasta entrees. After dinner, we wandered over the footbridge that crosses the Petaluma River to soak in the small town's peaceful vibes. ❖

## MORE THAN WINE COUNTRY

My wife and I have made countless trips to Napa and Sonoma, but nothing could compare to our unforgettable weekend getaway in Petaluma. The vineyards were full of

soft breezes, scenic views, and birds chirping, while the city played host to some truly spectacular purveyors of food and drink. Every vista we visited was jaw-dropping;

every cocktail and entree was delicious.

Petaluma isn't somewhere you visit just once; it isn't a destination to check off your bucket list and move on.

Petaluma is a place where you come to recharge after an overfilled season, and revisit whenever you need a breath of fresh air ... and a glass of pinot noir.



Catch a romantic  
vineyard sunset!



# DESTINATION DELICIOUS

FROM DOWN-HOME PUB FARE TO AUTHENTIC ETHNIC EATS TO FINE DINING, EVERY MEAL IN PETALUMA IS GUARANTEED TO SATISFY.



## WILD GOAT BISTRO

Enjoy casual, upscale European bistro-style dining. Well known as a local favorite offering healthy gluten-free and vegan options, plus amazing desserts, **Wild Goat Bistro** also has a friendly, knowledgeable staff and a well-curated wine and beer list. *6 Petaluma Blvd. N.*

[wildgoatbistro.com](http://wildgoatbistro.com) |  [wild-goat-bistro](https://www.facebook.com/wild-goat-bistro)



## STOCKHOME

Nordic flavor meets Mediterranean flair in downtown Petaluma. **Stockhome** serves a delicious variety of contemporary and traditional Swedish cuisine alongside Middle Eastern favorites. Pita and kebab plates, Swedish meatballs, big salads, and classic gravlax are among the tasty options. The family-friendly food and atmosphere guarantee an enjoyable and relaxing dining experience. *220 Western Ave.*

[stockhomerestaurant.com](http://stockhomerestaurant.com)

  [stockhomepetaluma](https://www.instagram.com/stockhomepetaluma)



## ROSEN'S 256 NORTH

This rustic restaurant features craft cocktails, house-brewed beer, and the largest bar in Sonoma County. Enjoy fresh seafood, prime beef, their famous pot pie, and slow-roasted prime rib. Bonus: live music on the weekends and happy hour six days a week. And for dessert, J.M. Rosen's Cheesecake.  
*256 Petaluma Blvd. N.*

[256north.com](http://256north.com)

 [rosens256.north](https://www.facebook.com/rosens256.north)



## CUCINA PARADISO

Local family-owned **Cucina Paradiso** is an elegantly traditional slice of Italy, with old-school waiters and an excellent wine list from Italy and Sonoma County. Chef-owner Dennis Hernandez creates everything from scratch, including homemade pastas, desserts, and bread using only the finest ingredients.  
*114 Petaluma Blvd. N.*

[cucinaparadisopetaluma.com](http://cucinaparadisopetaluma.com)

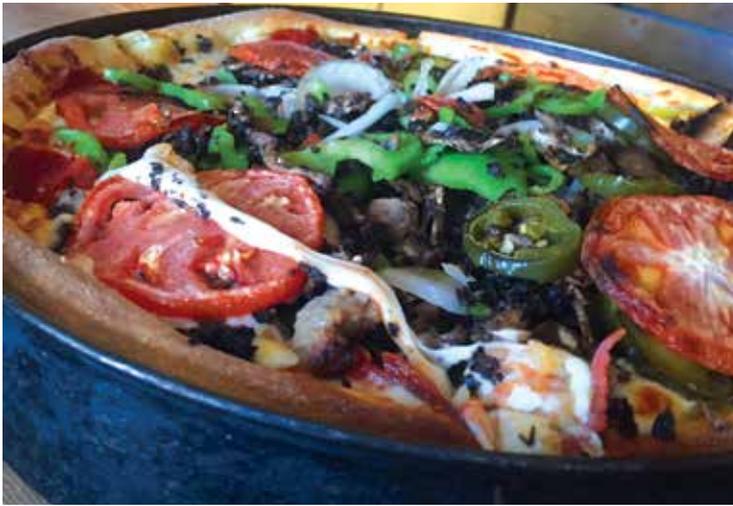


## AYAWASKA RESTO BAR

Serving authentic Peruvian cuisine with a modern twist, **Ayawaska RestoBar** brings a world-class dining experience to Petaluma. The Dagnino family of restaurateurs indulges your senses in the rich and vibrant tastes of Peru with exotic shared plates, luscious entrées and a cocktail list fit for paradise. Buen provecho (Bon appetite)!  
*101 2nd St. #190*

[ayawaskasf.com](http://ayawaskasf.com)

  [ayawaskasf](https://www.instagram.com/ayawaskasf)

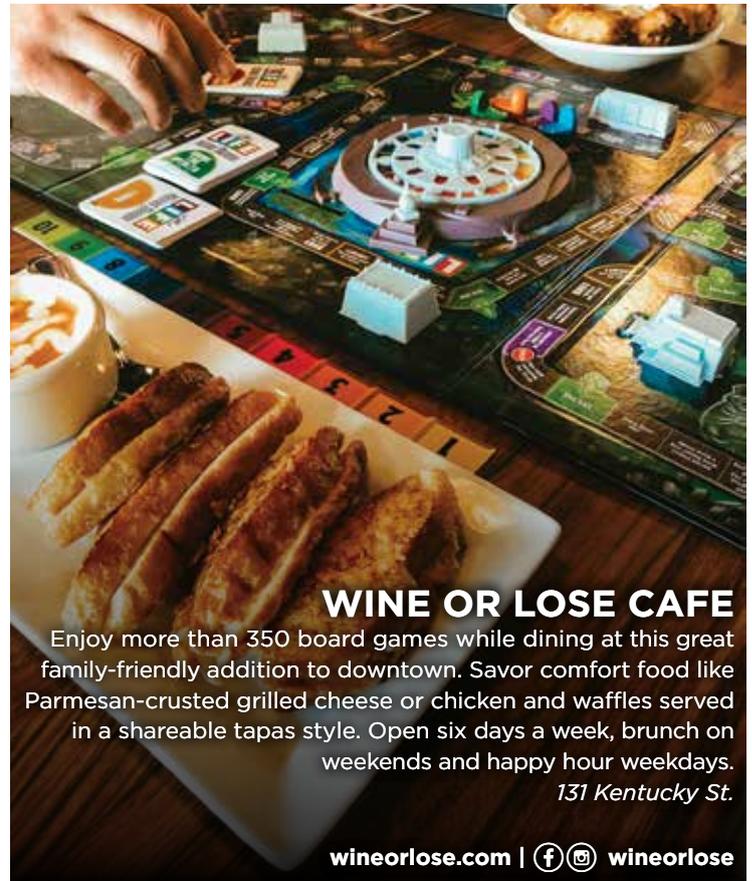


## OLD CHICAGO PIZZA

See why **Old Chicago Pizza** has been winner of the “Best of Petaluma” award for pizza 14 years running. Enjoy the views from their eatery in historic downtown. Their second location on North McDowell offers delivery and pick-up, with sit-down availability.  
*41 Petaluma Blvd. N.  
 1390 N. McDowell*

[oldchgo.com](http://oldchgo.com)

[oldchgo](#) | [old-chicago-pizza](#)



## WINE OR LOSE CAFE

Enjoy more than 350 board games while dining at this great family-friendly addition to downtown. Savor comfort food like Parmesan-crusting grilled cheese or chicken and waffles served in a shareable tapas style. Open six days a week, brunch on weekends and happy hour weekdays.  
*131 Kentucky St.*

[wineorlose.com](http://wineorlose.com) | [wineorlose](#)



## PUB REPUBLIC

Modern, urban, but warmed by rustic stone, wood, and chalkboard menus, **Pub Republic** is at once family-friendly and perfect for a date or business meeting. This welcoming neighborhood gastropub has TVs for catching the games, an outdoor patio and beer garden with heaters for chilly nights, California wines, and rotating craft beers. Pub Republic is known for its fresh, high quality, locally sourced produce, and a menu offering salads, burgers, steaks, and seafood at reasonable prices — but they’re downright famous for their Brussels sprout tacos. On Friday or Saturday nights, come for the live music.  
*3120-A Lakeville Hwy.*

[pubrepublicusa.com](http://pubrepublicusa.com)

[pubrepublicpetaluma](#)  
[pubrepublic](#)



**HANK'S**

The newest entry to Theatre District Square's dining scene, **Hank's** is already a hit. Come for the wood-fired artisan pies cooked to perfection and pasta such as Grandma Gina's Gnocchi. Pair with an Italian red, white, or sparkling vino, or a selection from one of the 18 hand-crafted taps. Dine outdoors on the patio, and don't miss happy hour Wednesday through Sunday.

*151 Petaluma Blvd. S.*

  [hankspetaluma](#)

**PETALUMA  
PIE COMPANY**

Whether your mood is for savory or sweet, **Petaluma Pie Company** has something to please your palate. Local couple Angelo Sacerdote and Lina Hoshino use seasonal and organic ingredients, and they can make pies for your wedding or welcome your dog to their patio in the heart of downtown. *125 Petaluma Blvd. N.*

[petalumapie.com](#)  
 [petalumapiecompany](#)  
  [petalumapie](#)





## THE BAGEL MILL

The Bagel Mill specializes in organic East Coast inspired bagels with a West Coast twist.

212 Western Ave.

[thebagelmill.com](http://thebagelmill.com)

[f](#) [i](#) [thebagelmillpetaluma](#) | [t](#) [thebagelmill](#)



## CENTRAL MARKET

Mediterranean-inspired farm-to-table fare gets paired with expertly curated wines in the heart of historic downtown.

42 Petaluma Blvd. N.

[centralmarketpetaluma.com](http://centralmarketpetaluma.com)



## SIMPLY STRUDELS

Petaluma chef Jarret Dennis is known for his handmade strudels with delightful sweet and savory fillings. Perfect as a gift, or treat yourself.

[simplystrudels.com](http://simplystrudels.com)

[f](#) [strudelguy](#)  
[t](#) [simplystrudels](#)



## THE SHUCKERY

Enjoy seafood how it's meant to be — fresh, seasonal, and playful. Savor **The Shuckery's** raw oysters and a selection of artfully crafted, ocean-inspired dishes. Much more than an oyster bar, The Shuckery is a culinary experience that stands for warm hospitality and food that comforts and excites.

100 Washington St.

[theshuckeryca.com](http://theshuckeryca.com)

[f](#) [i](#) [theshuckery](#)

## BREWSTERS BEER GARDEN

Come for the beer, stay for the party. Enjoy locally sourced Northern California cuisine inspired by backyard BBQ with an excellent selection of craft beers and classic cocktails. Hang out for a game of bocce ball while the kids tackle the play area in a family-friendly atmosphere. Live music and large firepit warm up the scene in a spacious historic downtown Petaluma setting, perfect for large groups or that special event. *229 Water St. N.*

[brewstersbeergarden.com](http://brewstersbeergarden.com)  
  **brewstersbeergarden**



## NICK'S COVE

Located just 20 minutes west of Petaluma, **Nick's Cove** is a beautiful and nostalgic destination known for its homegrown farm-to-table cuisine on the pristine shores of Tomales Bay. The menu is sourced from their on-site garden as well as local farms, fishermen, and cheesemakers. Dine on fresh oysters, sip on a craft cocktail, and soak in the beauty of West Marin. *23240 Hwy. 1, Marshall*

[nickscope.com](http://nickscope.com) |    **nickscope**



DIANA HAVEN

# 10 WAYS TO SPLURGE IN DOWNTOWN

HERE ARE TEN REASONS WHY PETALUMA'S HISTORIC HUB IS THE PLACE TO TREAT YOURSELF.

BY FRANCES RIVETTI

PHOTOGRAPHY BY CALI GODLEY & MITCH TOBIAS

**W**hen it comes to foodie-centric menus, shopping sprees, and melt-in-the-moment spa sessions, you simply can't go wrong in downtown Petaluma. Discover why folks just can't get enough of this walkable boutique and dining district with its supersized charm.

## **1** BREAKFAST (AND BRUNCH) OF CHAMPIONS *Start your mornings right at these spectacular breakfast spots.*

Zagat-rated **Water Street Bistro** delights visitors with French-inspired fare. Order house-made quiche, toast with smoked salmon, or freshly baked pastries.

**Della Fattoria** draws a dedicated morning crowd of locals, and for good reason. Try the rosemary Meyer lemon toast or a bowl of hot oatmeal brûlée with cream. Brunch is served in this celebrated European-style cafe every Saturday and Sunday.

American breakfast classics abound at **Hallie's Diner**. Get here early — there's always a line — to sample hearty blueberry and cornmeal pancakes or savory plates of bacon, eggs, and muffins. Or tuck into crab Benedict, biscuits and gravy, or rib eye and eggs at 1950s-throwback **Sax's Joint**.

Bite into organic, house-made bagels at **The Bagel Mill**. Choose from a selection of classic flavors made with freshly milled whole wheat, and wash it down with an espresso.

## **2** GLOBAL CUISINE *Taste the best of world cuisines, all from the comfort of Petaluma.*

Sample authentic Japanese cuisine at sophisticated **Sake 107**. Try the "Dancing Calamari" — delicious calamari sauteed with spinach and fresh mushroom — or a fire-cracker roll with deep-fried spicy hamachi topped with garlic eggplant and spicy sauce.

If you're in the mood for great Mexican food, popular **Mi Pueblo** serves up savory

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**1:** Brian's Comics; **2:** Savor delicious octopus at Ayawaska RestoBar; **3:** Fashion finds at Obsessed; **4:** Unique household goods at Boho Bungalow; **5:** Relax at one of Petaluma's tranquil day spas; **6:** Start the day right with breakfast at Hallie's Diner.





specials including carne asada, street tacos, and a big ol' tostada raspada, plus margaritas as big as your head! For ceviche and other contemporary Peruvian eats, head to **Ayawaska RestoBar**. Dine by the Petaluma River and enjoy a pisco sour with a wide range of tasty dishes made for sharing.

Dinner and a movie? Across the street from the movie theater, **Pho Sonoma** serves up bowls of the flavorful Vietnamese staple, as well as savory BBQ pork and avocado smoothies.

Reservations are recommended at the Zagat-rated **Risibisi**, where Petalumans pack the dining room and bar for seasonal Italian cuisine. Pair the wild boar gnocchi and crispy duck salad with a pinot noir.



1

PETALUMA'S  
PHO-REAL!



2



3

Taste traditional Turkish cuisine at **Real Doner**, with standouts such as chicken doner, shish kebabs with hummus, and baba ghanoush. How about a morning of Israeli cuisine at cozy **Pearl Petaluma**? Try the Israeli Breakfast — za'atar pita, labneh, and yellow split pea puree served with a beet and cabbage salad.

Family-friendly **Stockhome** celebrates the vibrant flavors of its namesake city in fusion-style fashion — think Swedish favorites with a Middle Eastern influence. Casual, original, and fun.



4

1: LISE AILEEN PHOTOGRAPHY; 2: MITCH TOBIAS; 3: COURTESY OF OOH LA LUXE; 4: STEVE RUSTAD



5



6



7

**3 FASHION STATEMENT** Make your look effortless with the latest and greatest in global and local fashion.

Find trendy pieces at affordable prices at **Threads A Boutique**, or go eco-friendly with the curated selection of handcrafted clothing at **Indigenous**. For the refined shopper, **Obsessed** is a slice of fashion paradise, while **J. Fermi** can help you pick out the perfect outfit for work or play.

Nail the Wine Country boho vibe at **Ooh La Luxe**, owned and operated by twin sisters Cristina Wilson Hudlin and Michelle Wilson Bien. **Vicki's Secret Designer Consignments** draws dedicated customers from far and wide thanks to its collection of vintage couture labels, including Armani, Chanel, and Prada.

Finish off your outfit at **Passeggiata**

**Shoes**, where you'll find the best in luxury footwear brands, plus handbags, socks, and other accessories.

If you spot a stellar pair of glasses around town, chances are it was purchased at **Uber Optics**. The cutesy optical shop has built up a cultlike following with its rock-and-roll vibes and independently designed frames.

Shop for the boys at **Louis Thomas**, which has serviced well-dressed dudes looking for stylish gentlemen's apparel since 1946. Work, play, and formal occasions are all covered in this gem of a store.

**4 ARTISANAL GOODS** In Petaluma, "handmade" isn't just a description of the goods — it's a way of life.

**Field Works** makes souvenir shopping easy with unique gift items including sta-

In Petaluma, "handmade" isn't just a description of the goods — it's a way of life.

tionery, bath and body products, items for the home, and more — all produced locally. **Splendid Little Shoppe** is as charming as its name suggests thanks to its curated collection of jewelry, easy-to-wear fashions and accessories.

Peruse specially crafted jewelry at **Hollingsworth Jewelers**, where you'll be treated to friendly service from owners Mike and Tammy Hollingsworth and their dog, Buhler.

Shop for upscale jewelry and carryalls at **In The Making** — all handcrafted by talented craftspeople Jenn Conner and Siri Hansdotter.

Looking to liven up your home? **The Boho Bungalow** is a hit with locals and visitors with its hand-selected assortment of goods, while **Bay-ti** (Arabic for "my house") offers designer furniture, home decor, and more sourced from owner Rachid Ameziane Hassani's native Morocco.

**5 ANTIQUE TREASURES** With more than 20 antique stores — plus antique fairs every spring and fall — Petaluma is a haven for collectors.

Explore three floors of antique furnishings, jewelry, art, and more at **Sienna Antiques**, located inside one of the city's original ironfront buildings.

Known for its sumptuous seasonal displays, **Chelsea Antiques** houses more than 25 independent dealers selling a variety of household items, artworks, and other unique artifacts from around the world.

Wander through a delightful maze

1: Stockhome; 2: Mussels at Pearl Petaluma; 3: Cristina Wilson Hudlin and Michelle Wilson Bien of Ooh La Luxe; 4: Bay-ti; 5: Uber Optics; 6: The Shuckery; 7: Louis Thomas.



of treasure-filled nooks and crannies — including an original bank vault — at **Vintage Bank Antiques**. This elegant space is crammed with vintage jewelry, fine furniture, and world-class art.

Rebuild your home’s personality at **Yankee Girl Antiques**, with its selection of American and European furnishings. For rustic and whimsical vintage decor, **Summer Cottage Antiques** is the place to go.

Variety is the spice of life — and that’s exactly what you’ll find with **The Find’s** wide selection of antiques and local art.

**6** **UNIQUE DISCOVERIES**  
There’s no end to the treasures you’ll discover in Petaluma.

**Heebe Jeebe General Store** is packed to the rafters with quirky toys, art, souvenir mugs, and much more. Capture the moment with a strip of four black-and-white snapshots from the photo booth, and say hello to the shop’s sweet pup, Rheya.

**Brian’s Comics** may be easy to miss, but inside you’ll find an incredible stash of popular comics alongside rare and original issues. The beloved **Copperfield’s Books** is a literary haven, with a remarkable selection of new, used, and hard-to-find books.

Filled with rare and vintage military paraphernalia, **Military Antiques & Museum** is the spot for history buffs. Not hankering for Civil War-era pins or

musket balls from the Napoleonic War? You don’t have to be an avid collector to enjoy the hourlong tour at Petaluma’s most unique shopping emporium-meets-museum.

Whether you’re an amateur gardener or an expert green thumb, **Petaluma Seed Bank** is a must-visit. With more than 1,200 varieties of vegetables, flowers, and herbs, the world-famous seed emporium boasts one of the largest catalog of heirloom seed packets in the world.

**1:** Summer Cottage Antiques; **2:** Get literary at Copperfield’s Books; **3:** Brinx Pizzeria; **4:** Petaluma Seed Bank; **5:** Wild Goat Bistro; **6:** Taps Beer Co. & Kitchen.



4



5



6

Sip your way through a rotating tap of 30-plus craft brews, local wines, and a full range of cocktails.

**7 ON TAP**

Whether you're into craft beers, wines, or cocktails, Petaluma has the perfect libation for you.

Grab a seat at the historic **McNear's Saloon & Dining House**. Next door to the **Mystic Theatre**, it's ideal for a drink or two before catching a show. And coming soon is a new banquet room, perfect for a party or special event.

Overlooking the river, **Taps Beer Co. & Kitchen** is an intimate gastropub and beer garden with a superb selection of international ales, plus must-try chicken wings and Korean short ribs. Dogs are welcome in the beer garden.

**Brewsters Beer Garden** is the place to be on a warm evening. Sip your way through a rotating tap of 30-plus craft brews, local wines, and a full range of cocktails. The dog-friendly space also features a firepit, kids' play area, and bocce ball.

Famous for its *Cheers*-like atmosphere, **Brixx Pizzeria** pairs a menu of beer, wines, and cocktails with 20-plus specialty pizzas.

**8 FOODIE PARADISE**

Come hungry for Petaluma's world-class restaurants and eateries.

**Wild Goat Bistro** will win you over with its friendly vibe, seasonal salads, and tasty Neapolitan-style pizzas. For fresh-shucked



GROW YOUR GARDEN AT THE SEED BANK

4 & 6: CALLY CODLEY, 5: MITCH TOBIAS

## Outside of Downtown

Just five minutes north of downtown, **Petaluma Village Premium Outlets** is a locus of popular designer brands. With more than 30 name-brand stores including Saks OFF 5th, Kate Spade New York, Adidas, and Michael Kors Outlet, you're likely to walk away with something good.

You can also support a good cause! Shop at **PETaluma PET Pals Great Stuff Thrift Store**; proceeds support local pet rescue efforts.



### BITES AROUND TOWN

Downtown isn't the only place to stop for a bite. Settle in for old-school breakfast at **Two Niner Diner** or **Palms Grill**; spring for burgers and beer at **Butcher Crown Roadhouse** or **Chili Joe's**; or order fish and chips at **Pub Republic** or **Beyond the Glory**. Tour Asian cuisine with stops at **Gohan**, **Lemongrass Thai Cuisine**, **Simmer Vietnamese Kitchen**, and **Soban Korean Cuisine**. For fusion flavors, try the Thai-American eats at **Pongo's Kitchen & Tap**. Craving comfort food? **Alfredo's Italian Restaurant** serves up pasta, seafood, and more.



1



oysters and pan-seared fish, grab a table at **The Shuckery**.

Feeling like Italian? **Hank's** has made a name for itself with its wood-fired pizzas and homemade meatballs. For traditional dining, you can't

beat **Cucina Paradiso** and its made-from-scratch pasta dishes. At **Trattoria Roma**, you'll find a menu that's equal parts comfort food and fine dining.

**Street Social** is garnering rave reviews as the new kid on the fine-dining block, serving up delicacies such as grilled coulotte with kohlrabi, confit potatoes, and broccoli and arugula rabi.

And don't forget to treat Fido, too! Pick up a treat for your furry friend at **Petaluma Pet Company**.

### 9 SWEET TREATS

Satisfy your sweet tooth at downtown's ice cream parlors, candy shops, and bakeries.



2



3

Stop by **The Sweet Zone** to sample house-made fudge and ice cream and peruse hundreds of different candies. For more dairy goodness, family-owned **Lala's Creamery** crafts handmade ice creams, offering traditional and modern flavors.

Part sweet, part savory — all delicious. **Petaluma Pie Company** bakes up scrumptious pies made with local ingredients.

### 10 SPA DAY

Indulge yourself with a premium spa experience.

**Soft Shell Day Spa** is downtown Petaluma's go-to spot for massages, facials, body treatment, and expert waxing services. For more intensive treatment, stop by **Destination Massage & Bodyworks**, where former gymnast and certified massage therapist Rosemarie Van Akin provides a choice of deep tissue, therapeutic, and sports massages.

Pamper yourself at **Sensational Skin**. Settle in for clinical treatments, facials, waxing, and more. Planning a night out? The spa does makeup, too.

Finish your look at **For All Salon & Spa**, which specializes in full-service hair treatments as well as facials infused with CBD. ❖

1: Soft Shell Day Spa; 2 & 3: Petaluma Pie Company.

# HISTORIC DOWNTOWN PETALUMA



## SHOPPING

- Downtown District
- 1 River Plaza
- 2 Lan Mart Building
- 3 Theatre District

## LODGING

- 1 Hotel Petaluma
- 2 Metro Hotel
- 3 Hampton Inn Petaluma

See page 20 for a full list of lodgings

## ATTRACTIONS

- A Military Antiques & Museum
- B Petaluma Trolley Railway Museum
- C Petaluma Arts Center
- D Petaluma Historical Library & Museum
- E David Yearsley River Heritage Center

## POINTS OF INTEREST

1. Phoenix Theater
2. Visitors Center & Downtown Association
3. St. Vincent de Paul Church
4. Mystic Theatre/McNear's Saloon & Dining House
5. Chamber of Commerce
6. Petaluma Yacht Club
7. Boulevard Cinema
8. Wednesday Evening Farmers Market (June-Aug.)
9. Post Office
10. Saturday Afternoon Farmers Market (May-Nov.)

## WINE, SPIRITS, & TASTING ROOMS

- Barber Cellars
- Barber Lee Spirits

- Vine & Barrel Wine & Tapas Bar
- Black Knight Vineyards
- Incavo Wine Lounge
- Adobe Road Winery
- La Dolce Vita Wine Bar
- Sonoma Portworks

## BREWERIES & TAPROOMS

- Rosen's 256 North
- Brewsters Beer Garden
- The Block Petaluma
- Taps Beer Co. & Kitchen
- Dempsey's Restaurant & Brewery



## PETALUMA VILLAGE PREMIUM OUTLETS

Just 45 minutes north of San Francisco, **Petaluma Village Premium Outlets** offers exclusive savings to VIP Shopper Club Members. Sign up for free and download the Digital VIP Coupon Book at [premiumoutlets.com/vip](http://premiumoutlets.com/vip).  
2200 Petaluma Blvd. N.

# DO IT ALL IN DOWNTOWN

SHOP, SIP, SAVOR, AND SEE THE SIGHTS IN PETALUMA'S CHARMING HISTORIC DISTRICT.



## FIELD WORKS

Shop an eclectic mix of goods and an array of Petaluma and Sonoma County merchandise.

316 B St.

[fieldworksshop.com](http://fieldworksshop.com)

[f](#) [i](#) [fieldworkspetaluma](#)



## PETALUMA PET COMPANY

Bring your dog! **Petaluma Pet Company** carries a carefully curated selection of quality provisions for cats and dogs. Come in for their unique selection of USA-made treats, fun toys, helpful harnesses, cozy beds, and more. Bring your dog!

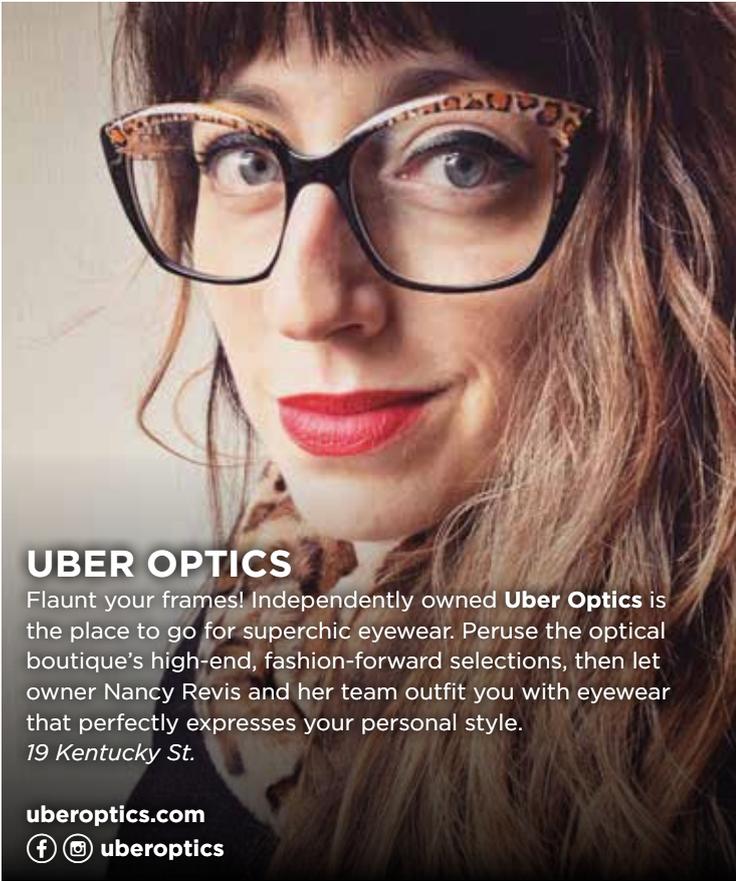
144 Petaluma Blvd. N.

[petalumapet.com](http://petalumapet.com)

[f](#) [petalumapet](#)

[i](#) [petalumapetcompany](#)

TOP LEFT: DEBORAH GARBNER



### UBER OPTICS

Flaunt your frames! Independently owned **Uber Optics** is the place to go for superchic eyewear. Peruse the optical boutique's high-end, fashion-forward selections, then let owner Nancy Revis and her team outfit you with eyewear that perfectly expresses your personal style.  
*19 Kentucky St.*

[uberoptics.com](http://uberoptics.com)  
f @uberoptics



### PASSEGGIATA SHOES

Let's take a stroll! Discover one of Sonoma County's best selections of shoes and leather goods sourced from around the world. Just say "pass-a-jotta" for women's and men's styles by Camper, Chie Mihara, AS 98, Cydwoq, Frye, El Naturalista, and more.  
*7 Western Ave. (between Kentucky and The Blvd.)*

f @passeggiatashoes



### GALLERY ONE

Multiple award-winning **Gallery One** offers an exciting range of emerging and established contemporary fine artists, as well as the highest quality handcrafted works from ceramics to glass-work to jewelry, all from the U.S. and Canada. Check for special solo and group exhibitions.  
*209 Western Ave.*

[petalumagalleryone.com](http://petalumagalleryone.com)  
f @gallery-one-petaluma



### THREADS A BOUTIQUE

Located on Kentucky Street, **Threads A Boutique** has your day-to-day chic style covered. From business to casual, and everything in between, including a wide variety of shoes and accessories.  
*117 Kentucky St.*

[threadsaboutique.com](http://threadsaboutique.com)  
f @threadsaboutique | @threadsaboutique

## FOR ALL SALON + SPA

Sonoma County's first lifestyle salon gives clients the chance to enhance their experience with premium CBD-enriched products. Nurture mind, body, and spirit with a full range of hair and spa services.  
*18 Petaluma Blvd. N.*

[forallsalon.com](http://forallsalon.com) |  [for\\_allsalon](https://www.instagram.com/for_allsalon)



## HOLLINGSWORTH JEWELERS GALLERY

This family-owned business makes diamond dreams come true with a unique collection of engagement rings and fine jewelry along with personalized service.  
*5 Petaluma Blvd. N.*

[hollingsworthjewelers.com](http://hollingsworthjewelers.com)

  [hollingsworthjewelers](https://www.instagram.com/hollingsworthjewelers)



## OOH LA LUXE

A trip to Petaluma wouldn't be complete without a stop at **Ooh La Luxe**. This local favorite turned global brand offers unique, on-trend women's fashions and gifts at their flagship boutique in the heart of historic downtown. Be sure to follow [@oohlaluxe](https://www.instagram.com/oohlaluxe) on Instagram for their latest styles and collaborations with today's top influencers. Happy shopping!  
*109 Petaluma Blvd. N.*

[oohlaluxe.com](http://oohlaluxe.com)

 [oohlaluxeboutique](https://www.facebook.com/oohlaluxeboutique)

  [oohlaluxe](https://www.instagram.com/oohlaluxe)

# Salvage Europe

**Salvage Europe** travels the world in search of distinctive architectural gems that blend seamlessly in a modern context. Owner and operator James Ruig brings decades of refined taste and experience to curate a selection of uniquely stunning products, each with its own deep history and flawless provenance. Their stock of tables, built from reclaimed or old-growth fifteenth- and sixteenth-century French oak, reflects the feeling of luxury and timeless design that has been a cornerstone of the brand.

Visit Salvage Europe's classic barn-style gallery and warehouse space near the historic Foundry Wharf, and enjoy a glass of wine while exploring the full range of products and chatting with their friendly and knowledgeable team.

425 1st St.

[salvageeurope.com](http://salvageeurope.com)

 [salvageeuropeglobal](#)

 [salvage\\_europe](#)





## WORK PETALUMA

Started in 2012 by a Petaluma couple seeking an alternative to commuting that didn't leave them at home all day, **WORK Petaluma** allows locals to work (and shop!) in town, and offers visitors hourly desks or meeting rooms when they need them. Named "Winner, Best Coworking Space" in *San Francisco Magazine*. 10 4th St.

[workpetaluma.com](http://workpetaluma.com)

[f workinpetaluma](#) | [i workpetaluma](#)



## VICKI'S SECRET DESIGNER CONSIGNMENTS

Find Chanel, Prada, Gucci, Louis Vuitton, and more current high fashion on consignment at well below retail, along with personalized service at this chic downtown Petaluma boutique. 108 Petaluma Blvd. N.

[vickisecret.com](http://vickisecret.com) | [i vickisecretconsignments](#)



## TOY B VILLE

Calling all toy lovers! Spend a while inside **Toy B Ville** and find unique toys, books, and educational products that stimulate a child's creativity and imagination, have lasting value, and foster a lifetime of learning. The shop's helpful staff is ready to offer recommendations, and be sure to ask about complimentary gift wrapping.

136 Petaluma Blvd. N.

[toybville.com](http://toybville.com) | [f toybville](#)



## LALA'S CREAMERY

Try this old-fashioned, family-run spot for house-made ice cream using local and organic ingredients, with vegan and gluten-free options.

134 Petaluma Blvd. N.

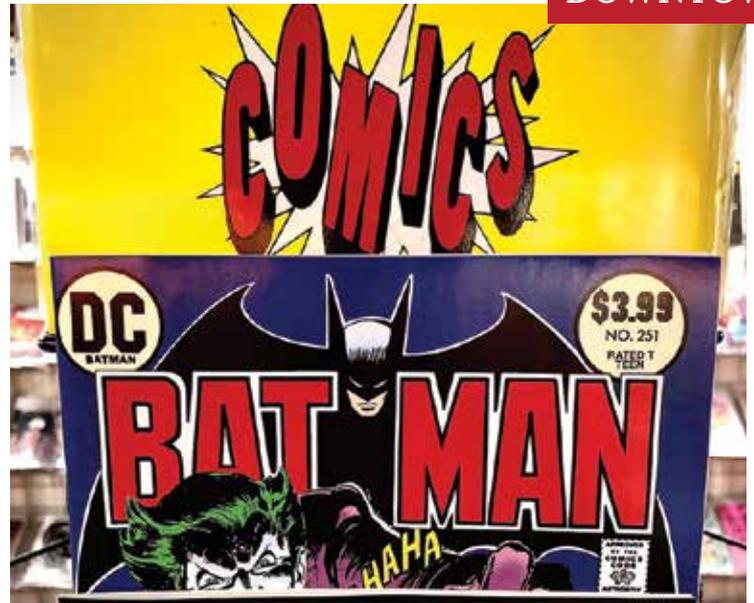
[lalascreamery.com](http://lalascreamery.com) | [i lalas\\_creamery](#)



### SOFT SHELL

Relax and rejuvenate with a massage or deluxe skin care service. The day spa also features a boutique offering aromatherapy and natural bath and body products that soothe body and soul.  
18 Kentucky St.

[softshellpetaluma.com](http://softshellpetaluma.com) | [softshellpetaluma](https://www.facebook.com/softshellpetaluma)



### BRIAN'S COMICS

Whether you're an experienced reader or new, whether you're eight or 80 years old, this cool downtown store fosters a love of comic books for all "fankind."  
1 4th St. Suite B

[brianscomics.com](http://brianscomics.com) | [brianscomics](https://www.facebook.com/brianscomics) | [brians\\_comics](https://www.instagram.com/brians_comics)



### OPERA HOUSE COLLECTIVE

Find a curation of vintage, retro, and chic fashions plus gifts, oddities, and antiques. Open daily.  
145 Kentucky St.

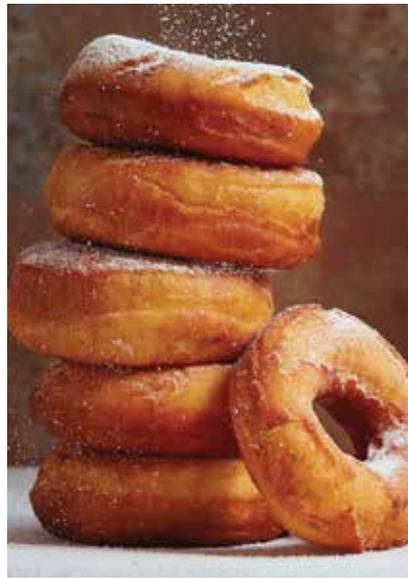
[operahousecollective](https://www.instagram.com/operahousecollective) | [auberginevintage](https://www.instagram.com/auberginevintage)  
 [zoes\\_clothing\\_exchange](https://www.instagram.com/zoes_clothing_exchange)



### ETHICAL CLOTHING

Effortlessly stylish and mindfully manufactured clothing, shoes, and accessories. The clothes you reach for every time you open your closet.  
122 Kentucky St.

[ethicalclothing-petaluma.com](http://ethicalclothing-petaluma.com)  
 [ethicalclothingpetaluma](https://www.facebook.com/ethicalclothingpetaluma) | [ethicalclothing](https://www.instagram.com/ethicalclothing)



# RIVER PLAZA SHOPPING CENTER

PARK AND WALK ALONG THE RIVER IN THE CENTER OF PETALUMA.

Centrally located on the Petaluma River and across from the lively Theatre District, **River Plaza Shopping Center** is the ideal spot for both fine and casual dining. Enjoy such popular restaurants as Taps, Dempsey's, Paradise Sushi, and Everest Indian. Located just a mile from Interstate 101, River Plaza also offers retail and more, all within a pedestrian-friendly environment that offers abundant parking.

## RIVER PLAZA SHOPPING CENTER DINING AND SERVICES

Baskin-Robbins  
Dempsey's Restaurant & Brewery  
Everest Indian  
Diomy's Salon  
Dr. Gordon M. Wong OD

Grocery Outlet  
Lemus Insurance  
Cricket  
Paradise Sushi  
Petaluma Nail Salon

Sunrise Donuts  
Taps Brewing Co. & Kitchen  
Unlimited PCS  
Merle Norman Cosmetics

# PETALUMA'S GATHERING SPOT

THERE'S AN EXCITING PLACE TO GET TOGETHER IN **PETALUMA'S THEATRE DISTRICT**.

**PETALUMA'S HOTTEST** new destination for shopping, open-air dining, and entertainment is **Theatre Square**, on the historic, scenic Petaluma River in downtown's Theatre District. There's plenty of convenient, free parking and something going on every day. [theatre-district.com](http://theatre-district.com)



**1 LA DOLCE VITA WINE LOUNGE**  
Wines and small plates indoors or on the patio. [ldvwine.com](http://ldvwine.com)

**2 FLOWER CASITA**  
Flowers, workshops, and a sense of community. [flowercasita.com](http://flowercasita.com)

**3 SOLE DESIRE**  
Funky, fashionable, and comfortable shoes from top brands. [soledesire.com](http://soledesire.com)

**4 BODYROK**  
Feel good with Pilates-inspired strength training. [bodyrok.com/studio/petaluma](http://bodyrok.com/studio/petaluma)

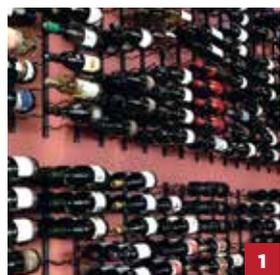
**5 SUGO TRATTORIA**  
Handcrafted pastas and wine meets casual dining. [sugotrattoria.com](http://sugotrattoria.com)

**6 THE SWEET ZONE**  
Indulge at the largest candy store north of San Francisco. [thesweetzone.com](http://thesweetzone.com)

**7 PHO SONOMA**  
Traditional southern Vietnamese fare.

**URBANELEMENTS**  
Transform your look or freshen up your style. [urbanelementssalon.com](http://urbanelementssalon.com)

**STEFANO'S PIZZA**  
Pizza and more from this solar-powered pizzeria. [stefanosolarpizza.com](http://stefanosolarpizza.com)





## Petaluma Seed Bank

Even if you're only a little interested in gardening, a visit to the **Petaluma Seed Bank** is like hitting the jackpot. The shop's 1,000-plus varieties of open-pollinated, non-GMO seeds from Baker Creek Heirloom Seeds offer an intriguing selection of everything from tomatoes to flowers, as well as gardening products (including tools for kids) and sustainable living items ranging from bamboo utensils to cloth produce bags. The company has always supported the community by carrying local products. Find honey, spring veggie starts, pressed flower cards — even owl boxes — among other items. All this, and friendly, expert gardening advice. *110 Petaluma Blvd. N.*

[rareseeds.com/petaluma-seed-bank](https://rareseeds.com/petaluma-seed-bank)

  [petalumaseedbank](https://www.instagram.com/petalumaseedbank)

# ART SHOW

FROM STREET CORNERS TO CAFES, CREATIVITY IS ON DISPLAY IN PETALUMA. **BY COLLEEN RUSTAD**



**R-EVOLUTION**  
@deanneonfire



**PLUGGED IN**  
@ursageezer



**UTILITY BOX**  
@crustad



Petaluma  
Arts Center

## ART EXHIBITIONS

Catch the latest exhibits at Petaluma Arts Center.

**April 11–26:** *Paint Petaluma: A Regional Juried Exhibition*

**May 9–30:** *Art Shapes the World: 7th Annual Youth Arts Exhibit*

**July 4–Sept. 5:** *Talking Chairs: Honoring the Centennial of Women's Suffrage*

**Nov. 14–Jan. 1:** *Petaluma to the Playa Revisited: Art of Burning Man*

Petaluma is often described as a magical place — a reputation that can be traced to the community's visual and performing arts scene. Stroll downtown and see a mural of a giant rainbow-tailed rooster, discover the work of local artists at a cafe, or meander through an intriguing exhibit. Experience Petaluma's arts scene and make some magic for yourself.

## ON EXHIBIT

The galleries of **Petaluma Arts Center**, adjacent to the Visitors Center, feature rotating exhibits showcasing a variety of mediums and works by influential artists and architects. Classes and events are also a part of this hub for artistic expression.

## ART IN THE HEART OF DOWNTOWN

Art is on almost every corner, inside historic buildings, and adorning exterior walls. Go hunting for murals

or explore galleries, antique stores, and even a bistro or two displaying works by artists of local and international renown. **Gallery One** features fine art alongside handmade jewelry, ceramics, and other delightful creations, while the impressive **Riverfront Art Gallery** displays rotating works by more than 20 local artists, so there's always something new to discover.

**"Petaluma is an artists' haven where individuals flourish."**

— Lance Kuehne, landscape photographer

## TRANSFORMATIVE ART

Creativity transforms everyday objects around town into works of art. Artists commissioned by the **Petaluma Downtown Association** have painted ten of the city's utility boxes in a variety of unique styles. See if you can find all of them on corners throughout town. ❖



## FEEL THE BURN

ARTIST KEVIN CLARK BUILDS LARGER-THAN-LIFE CREATIONS.

At the edge of downtown, fantastical sights loom over a barb-wired fence: a massive metal Medusa, a 70-foot tall "Flower Tower," a rhinoceros on wheels.

These are the works of Reared in Steel, an art studio operated by artist Kevin Clark. For two decades, Clark has constructed large-scale metal sculptures for the Burning Man festival.

"It's the grandness of the event," he says. "It's the most beautiful canvas, because there's nothing else around it."

Raised in Petaluma, Clark grew up with a knack for building — "furniture, backbars, all kinds of things." He put it all together in 2000, collaborating with fellow Petaluman and artist David Best on an installation for the festival.

"I wanted to do things big," says Clark. "Burning Man gave me that opportunity."

While the art studio isn't open to the public, it's still worth seeing what's lurking in front.

As for Clark, he's busy crafting his next masterpiece. "I'm just building more and more," he says.

Revel at the Petaluma Music Festival.



WHERE TO GET DOWN IN P-TOWN!

While it might look like a quaint eatery, **Aqus Cafe** is actually a gathering space for everything from flamenco dancing to folk music to songwriting competitions.

### DANCING IN THE MOONLIGHT

**There's music in the air in Petaluma, where you can enjoy tunes outdoors.**

Every Sunday during the summer, Theatre Square turns up the volume with its popular **Live! Summer Music Series**. Catch local bands and tasty food and drinks.

With an expansive deck on the Petaluma River, **River Front Cafe** pairs lovely views with tunes. It's a delightful spot to settle down by the water.

**Brewsters Beer Garden** has it all for a night under the stars: a massive firepit, bocce ball, and an outdoor music stage for top local acts.

Hankering for some Latin flair? **Ayawaska RestoBar** satisfies with Latin-style beats on the patio.

A food truck emporium, **The Block Petaluma** offers live music entertainment that's best enjoyed with food and beer.

### FESTIVAL SEASON

**Rock out to live bluegrass, old-school jazz, and indie funk at this annual event.**

Every August, the **Petaluma Music Festival** brings together music lovers at the **Sonoma-Marin Fairgrounds** for a daylong concert featuring top local and international talent, plus Lagunitas brews and local bites. Past acts include Galactic, Nahko and Medicine for the People, and more.

Sonoma County sunshine and the **Art & Garden Festival** make for a perfect summer Sunday in July. It's a downtown block party with live music, artisans and vendors, local fare, and the best brews and wines. ❖

**"Petaluma is a fertile breeding ground for musicians in Northern California, with an active community and lots of venues."**

— Charles Cowles, owner of Tall Toad Music

# DANCE PARTY

FIND A VENUE FOR EVERY MUSICAL GENRE IN PETALUMA, FROM ROCK AND REGGAE TO OLD COUNTRY AND INDIE POP. **BY LAUREN BONNEY**

### THE PLAY'S NOT THE ONLY THING

**With the abundance of stages and theaters in town, all you need to worry about is what you want to hear next.**

Once home to vaudeville, the **Mystic Theatre** is the area's premier music venue. In 1992, it was renovated into a music hall, complete with a full bar and restaurant.

Founded in 1970 by international opera singer Marvin Klebe, **Cinnabar Theater** is a performance space for theater troupes and visiting musicians playing an eclectic array of genres including Indian raga, Celtic folk, and classical Russian tunes.

From opera house to rock venue, the **Phoenix Theater** has certainly risen from the ashes a number of times. Once graced with the magical presence of Harry Houdini, the theater now features the likes of Blue Öyster Cult, Santana, and Shaggy.

### BARs WITH BANDS

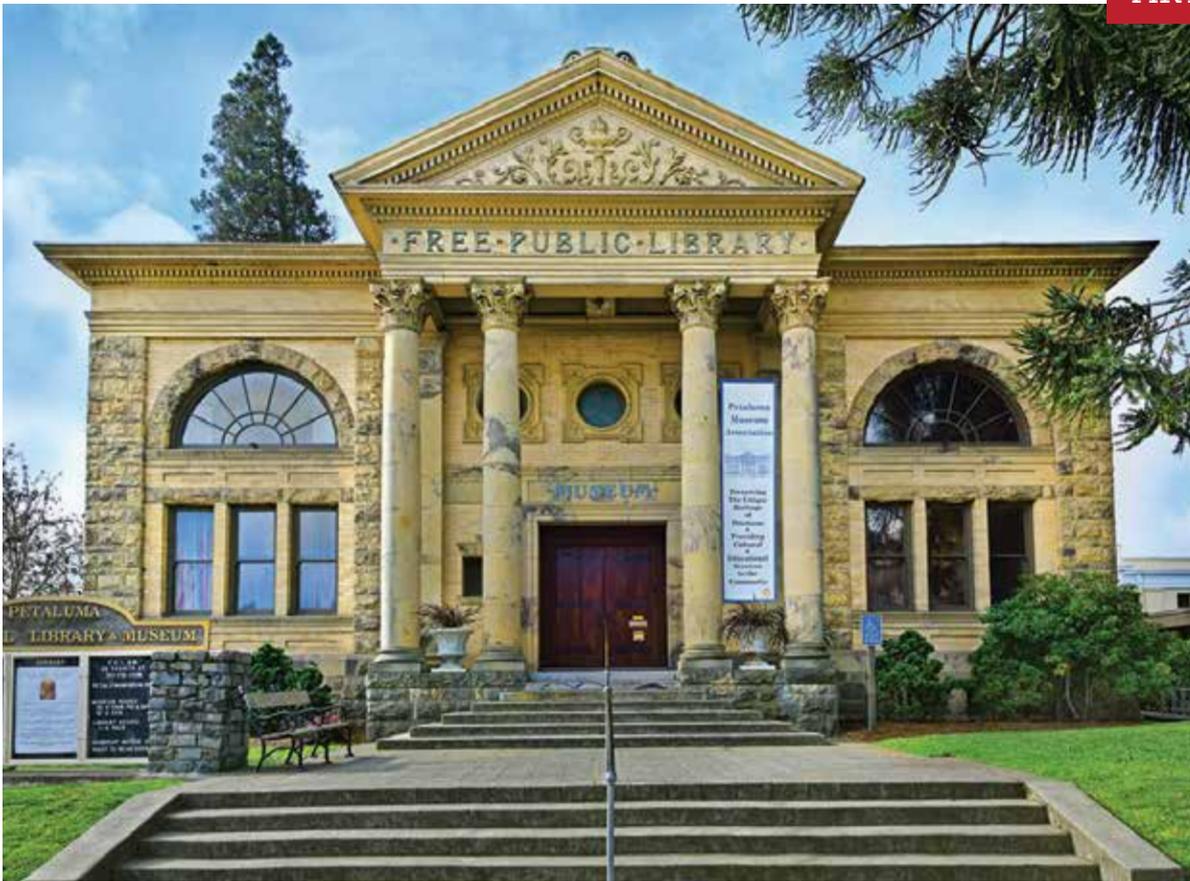
**These watering holes are great for a drink and some serious sounds.**

Ideal for a summer's day with a pint or two, **Lagunitas Brewing Company's** amphitheater showcases killer music every summer and fall. Stay tuned for the brewery's summer lineup later this year.

For brews and tunes overlooking the river, head to **Taps Beer Co. & Restaurant**. The bar's acoustic accompaniments will have your worries floating away.

From rock 'n' roll to dancehall EDM, **Jamison's Roaring Donkey** plays it all. Between the live music, weekly trivia nights, and open mics, there's no shortage of entertainment at this neighborhood bar.

Slated as an underground nightclub, **The Big Easy** pumps out the jams six nights a week.



## PETALUMA HISTORICAL LIBRARY & MUSEUM

Don't miss downtown's history museum, with its stunning neoclassical architecture and stained glass dome. Go for concerts, lectures, walking tours, or view artifacts ranging from the native Miwok tribe to *American Graffiti*.  
20 4th St.

[petalumamuseum.com](http://petalumamuseum.com)  
  [petalumamuseum](https://www.instagram.com/petalumamuseum)



## PETALUMA ARTS CENTER

Since 2008, the center has been building community through art by offering innovative exhibitions, educational opportunities for all ages, and an inclusive space for community gatherings.  
230 Lakeville St.

[petalumaartscenter.org](http://petalumaartscenter.org)  
  [petalumaartscenter](https://www.instagram.com/petalumaartscenter) |  [petalumaartsctr](https://twitter.com/petalumaartsctr)



## PETALUMA SHAKESPEARE COMPANY

Performing Shakespeare's works and more! It's fun for the entire family. Check out the current season at [petalumashakespeare.org](http://petalumashakespeare.org).

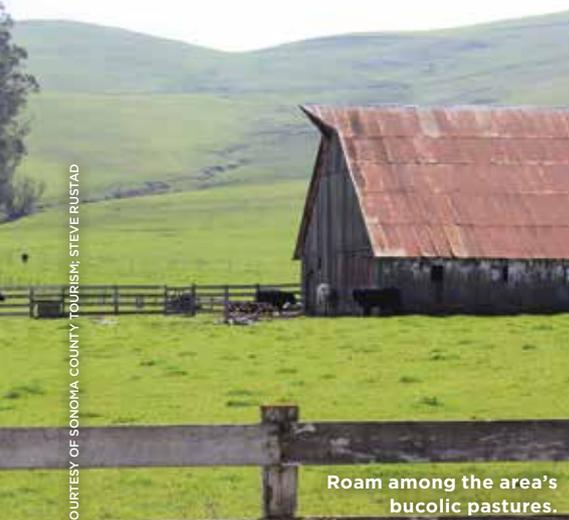
 [petalumashakespeare](https://www.facebook.com/petalumashakespeare)

Find delicious produce at  
Petaluma's farmers markets.





Meet and greet lively livestock with the tykes.



Roam among the area's bucolic pastures.



Petaluma's harvest will give you plenty of reasons to smile.

# FRESH FROM THE FARM

DELIGHT IN PETALUMA'S BOUNTY AT LOCAL FARMS AND RANCHES.

BY FRANCES RIVETTI

Petaluma's countryside is renowned for its unparalleled fresh fruits and vegetables, meats, and cheeses. It's a reputation that stretches back to the mid-1800s, when settlers planted verdant farmland to supply Northern California during the Gold Rush.

Here you'll find rustic breads, raw local honey, farm-fresh produce, and homemade ice cream, making Petaluma the "tastiest little place on Earth." Best of all, many farmers, artisan producers, and cheesemakers are opening their (barn) doors to visitors hoping to sample the most authentic tastes of the land.

## HOME ON THE RANGE

Farm meets table at Petaluma's rustic farmsteads, where you can pet farm animals, explore the land, and sample delicious food.

Just a five-minute drive from Petaluma, **Tara Firma Farms** straddles the border between Marin and Sonoma Counties, and boasts more than 250 acres of fields open for picnicking, hiking, and fishing. Visitors can join free tours showing off the farm's free-range cows, chickens, turkeys, and pigs.

East of Petaluma, **Green String Farm's** quirky environs offer seasonal bounty in the tin-roofed marketplace. Inside, you'll find shelves stocked with nuts, honey, and jams, as well as vintage fridges filled with cheeses and pasture-raised meats.

Cute calves and Petaluma's rich dairy farm history come together at **McClelland's Dairy**, which provides a range of hands-on experiences. Reserve a spot on the hour-

and-a-half tour, where you'll hear the story of the dairy farm while petting cows.

Taste award-winning olive oil and estate-grown **Petaluma Gap AVA** wines at **McEvoy Ranch**. The farm was the home of the late Nan McEvoy, who transformed the former dairy ranch into a Tuscan-style olive grove. Weekend morning tours take visitors around the grounds, and seated one-hour tastings treat guests to wine, seasonal bites, and olive oil paired with local cheeses.

From May through October, the five-acre **Garden Valley Ranch** is a must-see. The rose farm cultivates more than 6,000 varieties of antique, climber, hybrid, and tea breeds. Admire the fairy-tale setting as you wander under rose-covered pergolas and arches. The nursery and garden are open by appointment only, but roses are available for purchase year-round.





## Meet a Cheese “Mapper”

**VIVIEN STRAUS**  
CREATOR OF THE  
CHEESE TRAIL

Visit a cheesemaker, and you're joining a spirited cheesemaking community. That's the goal of Vivien Straus, who created the California Cheese Trail to highlight cheesemakers across the state, including her home of Petaluma.

While working at her brother's Straus Family Creamery, Strauss created the Sonoma-Marin Cheese Trail Map in 2010. A few years later, she developed the Cheese Trail app.

“Only a couple farms were open in 2010,” says Straus. “Now, more keep coming on board. Going direct is fun for the customer.”



**1:** The market at Green String Farm; **2:** Find Bellwether Farms cheeses at local markets.

The family-owned **Lavender Bee Farm** buzzes with a collection of more than 5,000 lavender plants and numerous beehives. The farm offers a variety of aromatic products for the home, but the star is the all-natural lavender honey. Prized by locals, Lavender Bee's honey sells out fast.

### SAY CHEESE!

Thanks to California's famous **Cheese Trail**, it's easier than ever to visit cheesemakers at their farmsteads. Pick up a California Cheese Trail Map at the Visitors Center, or download the California Cheese Trail app.

A few blocks from downtown, **Petaluma Creamery** produces a variety of tasty dairy products in an historic 1913 building. The friendly Creamery Store serves up espresso drinks, sandwiches, and pastries alongside popular cheeses such as the Spring Hill Jersey Cheese and Petaluma Gold, as well as some of the best homemade ice cream around.

Founded in 1865 by cheese pioneer Jefferson Thompson, **Marin French Cheese** is the oldest operating cheese company in the U.S. Take in the rolling pastures of Hicks Valley as you enjoy free tastings of Marin French's award-winning French-style cheeses like Petite Breakfast, Petite Crème, and Triple Crème Brie with Truffles.

At **Achadinha Cheese Company**, owners Jim and Donna Pacheco churn up amazing blended goat- and cow-milk cheeses, including the nutty Capricious goat cheese and the Broncha, a mild, Portuguese-style cheese. For something more hands-on, take a cheesemaking class. You'll get a tour of the ranch, sample cheeses, and work a vat of curds and whey before sitting down for lunch in the rustic family room.

No two farm tours at **Two Rock Valley Goat Cheese** are alike. Owner Bonnie DeBernardi guides guests through the lovely ranch, where you'll have a chance to visit the lively herd of 40-plus Nubian goats.

You can also find plenty of Petaluma-made cheeses in local markets, including products from popular **Bellwether Farms** and **Clover Sonoma**. Vegans can join in the fun, too — Petaluma-based **Miyoko's Kitchen** creates award-winning cheeses with all of the taste and none of the lactose. ❖

## Sustainable Tourism: Organic Eats

Whether you eat out or pack a picnic, you'll enjoy the best of sustainable organic dining, thanks to the wealth of hyperlocal ingredients available from Petaluma's local farms.





### SONOMA SPICE QUEEN

Started by spice enthusiast Wind McAlister, this 100 percent certified organic spice company specializes in small-batch, handcrafted spice mixes. Savory and sweet blends and rubs are sure to enhance your culinary experience.  
407 C St.

[sonomaspicequeen.com](http://sonomaspicequeen.com)  
 [sonomaspicequeen](https://www.facebook.com/sonomaspicequeen)



### LALA'S JAM BAR & URBAN FARMSTAND

Sonoma County's only jam store makes **LALA's** a must-stop destination. Sample small-batch artisan jams or take part in a jam-making class. LALA's carries only "Made in Sonoma" food products and unique gift items.  
720 E. Washington St.

[lalsjams.com](http://lalsjams.com)



### MARIN FRENCH CHEESE

Founded in 1865 — it's the oldest continually operating creamery in the country — **Marin French Cheese** specializes in soft-ripened cheese varieties such as classic brie, triple crème brie, Camembert, and Schloss. Their award-winning cheese is handcrafted on-site, with fresh milk from dairies located within 20 miles.

The creamery and its store and cafe, set on the privately owned and protected Hicks Valley Ranch, is a short drive southwest from Petaluma and just a few miles from the coast. Marin French Cheese is open daily for visitors to sample and stock up on cheese, pick up a snack, and picnic by the pond.  
7510 Pt. Reyes Rd., Novato

[marinfrenchcheese.com](http://marinfrenchcheese.com)  
 [marinfrenchcheesecompany](https://www.facebook.com/marinfrenchcheesecompany)  
 [marinfrenchcheese](https://www.instagram.com/marinfrenchcheese)

SIP ALL  
DAY IN  
PETALUMA!



“As a long-time resident of Petaluma, I’ve seen it grow from an historic, sleepy suburb to a trendy location for libations. From famed beer producers to locally produced wines and spirits, P-town is the town to discover when it comes to drinks.”

– Leslie Sbrocco, author and host of the PBS series *Check, Please!*

More than 30 years after opening, **Petaluma Coffee & Tea Co.** is still the go-to place for a cozy cup of joe, offering fair-trade Arabica coffee and premium teas.

After erecting a store out of scrap lumber nine years ago, **Acre Coffee** has grown to be a fixture in the community (with three Petaluma locations alone). The bright spaces feature all the classics, including Acre Dream – a nitro cold brew infused with house-made chicory syrup.

To counteract the java jitters, stop by **Tea Room Cafe**. The counter-service eatery whips up delicious drinks, such as a yerba mate latte and white chocolate mocha, and beckons guests to stay awhile and meander over its impressive breakfast, brunch, and lunch menus.

### SPIRITED AWAY

Fancying “the hard stuff”? Petaluma’s craft distillers are putting their own spin on spirits.

Across the street from Lagunitas is **Griffo Distillery**, a family-run operation that creates small-batch spirits made with California-grown ingredients. Stop in for a tour and tasting.

Operating out of a new retail location, **FloraLuna Apothecary & Trading Co.** produces traditional bitters made with wild roots, barks, herbs, and spices. Using ingredients sourced from her own garden

# Raise a Glass

FROM CAFFEINE BOOSTS TO TANTALIZING TIPPLES, PETALUMA HAS EXACTLY WHAT YOU NEED TO QUENCH YOUR THIRST.

BY LAUREN BONNEY

### HOPPY TRAILS

For exceptional craft beers, hit up these local spots for a good time.

Burgers and brewskies abound at **Dempsey’s Restaurant and Brewery**. Brewing everything from lagers and ales to pilsners and porters, thirsty beer lovers will surely be in sudsy paradise at Dempsey’s.

The unique barrel-aged beers at **HenHouse Brewing Company** make for a clucking good time. The upstart brewery releases an IPA every week, ensuring

there’s always something new to try.

One of the most popular craft breweries in America, the Petaluma-based **Lagunitas Brewing Company** is a fun time all year long. With multiple seating areas, a dog-friendly policy, and live music, the taproom is the perfect spot to sample a flight or sip a pint of the latest limited release.

### START THE DAY RIGHT

Coffee and tea lovers rejoice thanks to the bounty of morning and afternoon pick-me-ups in Petaluma.

1



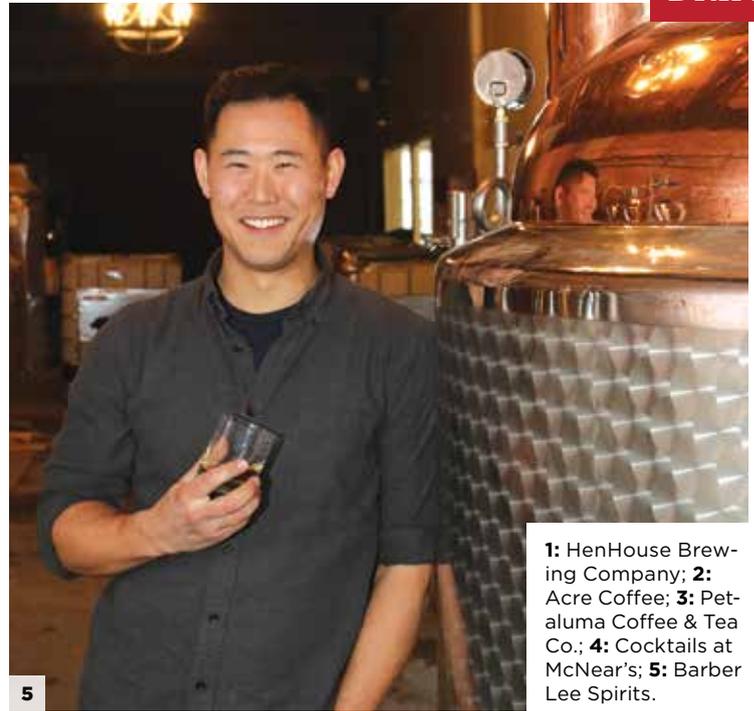
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1: HenHouse Brewing Company; 2: Acre Coffee; 3: Petaluma Coffee & Tea Co.; 4: Cocktails at McNear's; 5: Barber Lee Spirits.

as well as local farms, Erin Elizabeth Hines of **Bitter Girl Bitters** brews up bitters featuring wonderfully seasonal flavors; you can purchase them online or at local distilleries.

Once you enter the rustic red-brick tasting room of **Barber Lee Spirits**, you're in for a treat. The new distillery combines the talents of Michael and Lorraine Barber — who also run a wine-tasting room, **Barber Cellars** — with those of entrepreneur and whiskey lover Aaron Lee to cook up spirits that celebrate California's rye renaissance.

The latest addition to the cocktail scene, **Whisper Sisters** harkens back to the Prohibition era (the name alludes to women who ran speakeasies) with exquisite cocktails both modern and classic.

**IN VINO VERITAS**

When in doubt, wine it out at Petaluma's outstanding wine-tasting rooms.

Right along Petaluma's riverfront is the exceptional **Adobe Road Winery**; partake in sips of high-quality, expressive wines. Opening later this year, **Black Knight Vineyards** is perfect for lovers of pinot noir, produced from fruit grown on the 140-year-old estate.

For something a little different, **Sonoma Portworks** is the only winery in Sonoma County that specializes in

ports and after-dinner wines. Pop into the tasting room to experience a flight of the cellar's finest wines and grappa, as well as delectable wine and food pairings. At **Wine or Lose Board Game Cafe**, it's all fun and board games (more than 300 of them) as you sample some local vinos and delicious bites.

Or explore the best of local and international wines at Petaluma's tasting rooms. **La Dolce Vita Wine Lounge** features an extensive international wine list while serving up a tasty menu of paninis and pizzas in its cozy bar and lounge. **Vine & Barrel** is sure to dazzle even the most discerning of wine aficionados with its massive

collection of more than 600 wine bottles on display. Purchase a bottle, then bring it to the back room to pair it with some tantalizing tapas. ❖

**KARAH ESTATE VINEYARD**

**Karah Estate's** chardonnay and award-winning pinot noirs reveal the unique character of the Petaluma Gap's legendary wind-blown hills. Come for a free tasting and enjoy the expansive views from the relaxing patio. Open Friday-Sunday. 1010 W. Railroad Ave., Cotati

[karahestatevineyard.com](http://karahestatevineyard.com)

[f](#) [@karahestate](#)



2: MITCH TOBIAS; 3: STEVE RUSTAD; 4: COURTESY OF HENHOUSE BREWING COMPANY; 5: COURTESY OF BARBER LEE SPIRITS

# Taste the Petaluma Gap

Defined by wind that cascades over these vineyards, the **Petaluma Gap AVA** — California's newest American Viticultural Area — is a unique microclimate, responsible for producing more than 100 award-winning, 90-plus point pinot noirs and chardonnays. Come taste these exquisite wind-driven, complex, and balanced wines at members' tasting rooms, or look for Petaluma Gap on wine labels at your favorite wine retailer.

[petalumagap.com](http://petalumagap.com) |    [petalumagap](#)



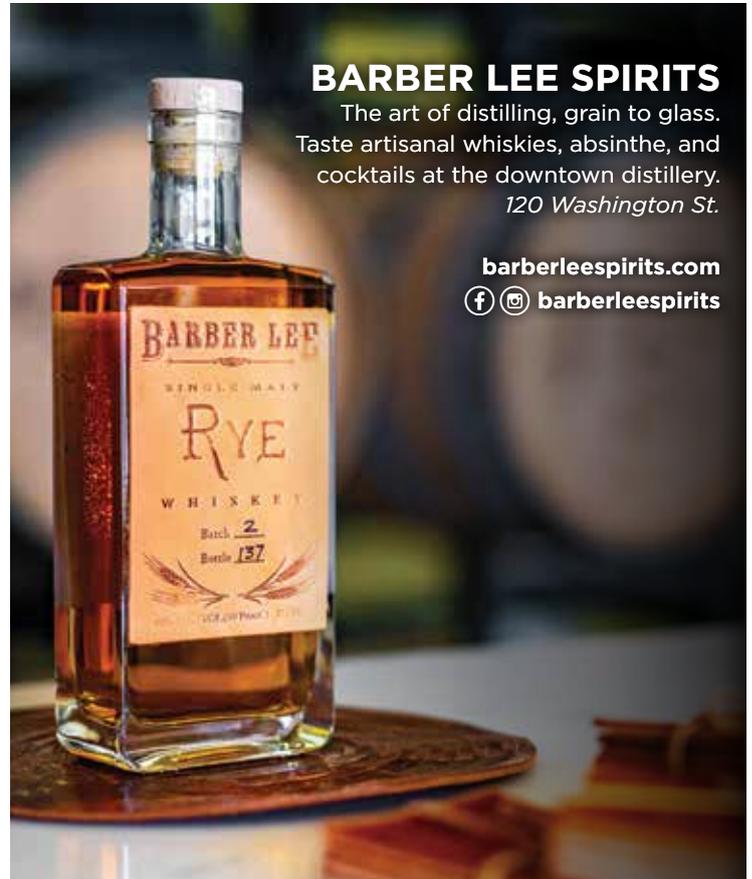
PHOTO COURTESY OF JOHN FLYNN, VIEW FROM GRIFFIN'S LAIR, LAKEVILLE



## PETALUMA COFFEE + TEA

Stop at this independently owned roastery and cafe, where all the locals meet for a cup. Check out the full cafe along with more than 40 coffee varieties and 100 teas for purchase by the pound. Open Monday-Saturday, roasting daily.  
*212 2nd St.*

[petalumacoffee.com](http://petalumacoffee.com)  
  [petalumacoffee](#)



## BARBER LEE SPIRITS

The art of distilling, grain to glass. Taste artisanal whiskies, absinthe, and cocktails at the downtown distillery.  
*120 Washington St.*

[barberleespirits.com](http://barberleespirits.com)  
  [barberleespirits](#)



### SONOMA PORTWORKS

This acclaimed and unique winery specializes in ports and after-dinner wines. Open Thursday–Monday. 613 2nd St.

portworks.com  
 f svportworks  
 i sonomaportworks



### BLACK KNIGHT VINEYARDS TASTING ROOM

Sample estate wines from this family-owned winery’s new downtown bubbles bar and wine tasting room. Open late on weekends. 155 Petaluma Blvd. N.

blackknightvineyards.com  
 f i blackknightvineyards



### BARBER CELLARS

Enjoy the Barber family’s wines alongside delicious local cheeses in their tasting room downtown. 112 Washington St.

barbercellars.com  
 f barbercellars  
 i barber\_cellars



### GRIFFO DISTILLERY

Family-owned and operated, **Griffo Distillery** is the premier grain-to-glass production distillery in Sonoma County. Sip on a cocktail, take a tour, and enjoy a tasting! 1320 Scott St.

griffodistillery.com  
 f griffo.distilling  
 t griffodistill  
 i griffodistillery



### TAPS RESTAURANT AND TASTING ROOM

Good vibes meets great brews at **Taps Restaurant and Tasting Room**. This family-friendly establishment offers a tantalizing variety of craft beers, including independently crafted selections. Plenty of indoor and outdoor seating on the riverside patio and a satisfying menu of pub food favorites make Taps a great place to enjoy the downtown Petaluma atmosphere. 54 E. Washington St.

f i tapspetaluma



EXPERIENCE  
NATURE  
UP CLOSE!

1

# WELCOME TO THE GREAT OUTDOORS

WHETHER YOU'RE INTO HIKING, BIKING, OR GETTING ON THE WATER, EXPERIENCE THE WILD SIDE OF PETALUMA. **BY MARTINE BURY**

Long, warm summers and crisp, blue-skied winters. Sonoma County boasts nearly year-round temperate weather, with Petaluma right in the sweet spot. Surrounded by oak tree-dotted hills, swaths of farmland, and wineries, the city has a backdrop built for an active lifestyle.

## GO OFF THE BEATEN PATH

Hiking is one of the best ways to take in the scenery — and Petaluma's many parks offer a choice of terrain for every level of fitness and experience. Less than three miles from downtown and ideal for short, breezy hikes, the 216-acre **Helen Putnam Regional Park** delivers six miles of trails framed by views of Sonoma and Marin counties.

Winding through a 165-acre wetlands park, the **Shollenberger Park Loop** is an easy-to-moderate 4.3-mile trail, flanked by Adobe Creek and the Petaluma River. The park also offers 15 more hiking paths and is a hot spot for birders wanting to catch a glimpse of migratory birds, waterfowl, and songbirds. Adventure on your own, or join bimonthly guided tours led by **Petaluma Wetlands Alliance**. (Tip: The organization's new Petaluma Wetlands Field Guide is a must for nature lovers looking to explore the region's flora and fauna.)

SHUTTERSTOCK



**INSIDER'S TIP:**  
**PETALUMA RIVER**  
 LET YOUR CARES  
 FLOAT AWAY AS YOU  
 EXPLORE THE TOWN'S  
 TRANQUIL WATERWAY.

“It’s a lucky community that can claim a river in its backyard, and we view the Petaluma River as one of our largest, most beautiful, and most important open spaces — a linear park in the heart of our community. Well-established local outrigger canoe clubs like the North Bay Rowing Club, River Town Racers, He’e Nalu, and Lokahi provide myriad opportunities to get on the water, and businesses such as **Clavey Paddlesports** offer affordable boat and board rentals and sales for you and the family. Meanwhile, organizations such as the **Petaluma Small Craft Center** (PSCC) and **Friends of the Petaluma River** are working hard to improve access to this unique resource and make this great river town of ours that much better.”

– Greg Sabourin,  
 Executive Director,  
 Petaluma Small Craft  
 Center

**The Petaluma Trailhead** is a great spot to kick off exploration of Santa Rosa’s stunning, 1,100-acre **Taylor Mountain Regional Park and Open Space Preserve**, or stick to its 2.1-mile loop. The entrance is located off Petaluma Hill Road and Yolanda Avenue, and has parking and amenities. Most of these trails are dog- and horse-friendly. Local stables offer classes, tours, and horses for a relaxing ride.

Petaluma also serves as a gateway to the area’s other epic hikes, including Alamere Falls, by way of the Coast Trail from Palomarin Trailhead at **Point Reyes National Seashore**, and **Hood Mountain Regional State Park** in Sonoma.

Need to gear up? Head to **Athletic Soles** and peruse a top-line selection of athletic footwear, apparel, accessories, and more.

**RIDE ON**

While many of the state parks make great grounds for mountain bikers, road cyclists will enjoy the scenic routes that wind through Petaluma and surrounding cities. Starting from Petaluma Boulevard, head out on easy loops that range from 10 to 20 miles, like the locally beloved **Spring Hill-Chileno Loop**. Experienced cyclists can zip along more challenging courses to Occidental or Sebastopol. Don’t forget to grab a cycling map at the **Visitors Center**.

**ROLL ON THE RIVER**

From kayaking to guided tours, the **Petaluma River’s** serene surface gives active adventurers plenty of reasons to cruise at their preferred speed. Soak up the sun, enjoy the quiet marshlands, or join one of the annual races. **Clavey Paddlesports**, **Petaluma Stand Up Paddle**, and **Floathouse Small Craft**



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3



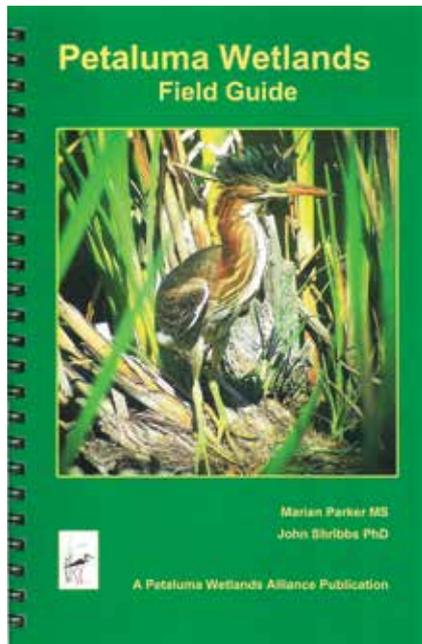
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1: Escape to the outdoors at one of Petaluma’s many parks; 2: Explore the area on two wheels in biker-friendly Petaluma; 3: Helen Putnam Regional Park offers several scenic hiking trails; 4: Go paddleboarding on the Petaluma River.

**Rental Center** (opening later this year) rent SUP boards, kayaks, rafts, and supplies and offer tours and classes. On most Sundays from 10 a.m. to 1 p.m., small vessels of all stripes set sail via **Friends of the Petaluma River’s Boating at the Barn**. The program supplies canoes, rowboats, kayaks, and a sailboat — all free to use after a brief safety demonstration. ❖

**Sustainable Tourism:  
 Bikeshare**

Coming this year to Petaluma, environmentally friendly bikeshare stations will make it easy for you to get around town with a clean (and green) conscience.



## PETALUMA WETLANDS FIELD GUIDE

Produced by the Petaluma Wetlands Alliance, this handy guide highlights the “who, what, and where” of the area’s valuable ecosystem. Find it at the Petaluma Visitors Center or [petalumawetlands.org](http://petalumawetlands.org).



## LIFESTYLE PILATES PETALUMA

**Lifestyle Pilates Petaluma** is more than a locally owned and operated studio. It’s a community. Blending classical and contemporary Pilates for the last 12 years, Lifestyle’s classes include group, private, and online privates. All ages and beginners welcome.

353 E. Washington St.

[lifestylepilatespetaluma.com](http://lifestylepilatespetaluma.com)

[f](#) [i](#) [lifestylepilatespetaluma](#)

## ROOSTER RUN GOLF CLUB

Gentle hills, sprawling oaks, lakes, and an island green — the only one of its kind in the area — offer enjoyable challenge, with plenty of variety between holes. Stock up at the pro shop, and stop by Rooster Run Café for post-round refreshments. The on-site event center’s lovely indoor and outdoor spaces are the backdrop for memorable events.  
2301 E. Washington St.

[roosterrun.com](http://roosterrun.com)

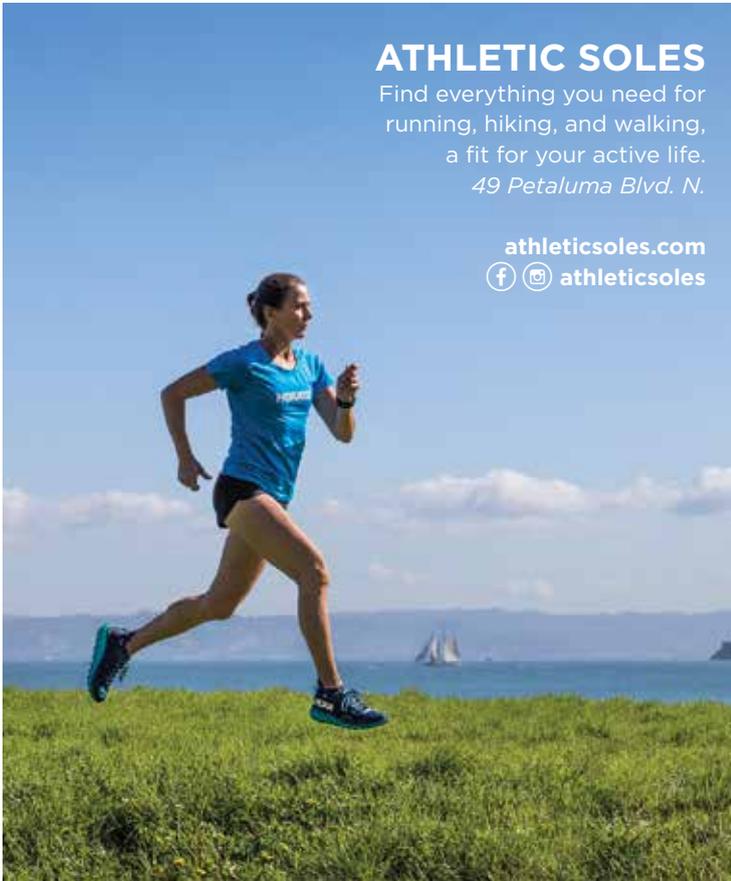
[f](#) [roosterrun](#)



## ATHLETIC SOLES

Find everything you need for running, hiking, and walking, a fit for your active life.  
49 Petaluma Blvd. N.

athleticsoles.com  
  athleticsoles

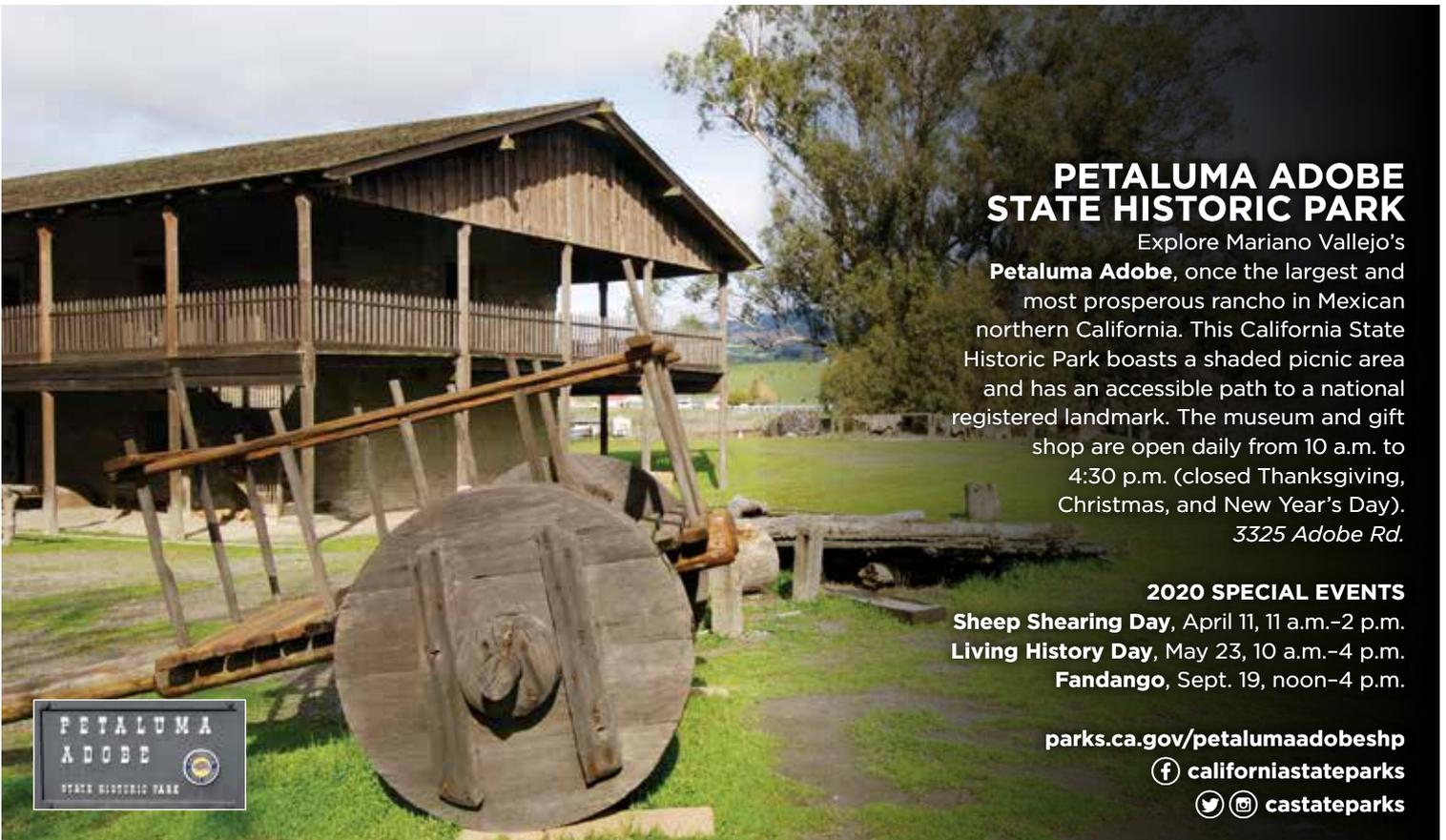


## ARTFUL ARRANGEMENTS

Experience the beauty and history of a 1915 working homestead on a private grounds tour. Children feed the chickens, learn about farm animals, and you help them plant a plant to nurture at home together.

205 Orchard Lane, Penngrove

artfularrangements.org | artfulweddingarrangements.com  
 artfulorg |  artfulweddingarrangements



## PETALUMA ADOBE STATE HISTORIC PARK

Explore Mariano Vallejo's **Petaluma Adobe**, once the largest and most prosperous rancho in Mexican northern California. This California State Historic Park boasts a shaded picnic area and has an accessible path to a national registered landmark. The museum and gift shop are open daily from 10 a.m. to 4:30 p.m. (closed Thanksgiving, Christmas, and New Year's Day).  
3325 Adobe Rd.

### 2020 SPECIAL EVENTS

**Sheep Shearing Day**, April 11, 11 a.m.–2 p.m.  
**Living History Day**, May 23, 10 a.m.–4 p.m.  
**Fandango**, Sept. 19, noon–4 p.m.

parks.ca.gov/petalumaadobeshp  
 californiastateparks  
  castateparks





1

# SAY YES TO PETALUMA

TOP FIVE REASONS WHY YOU SHOULD MAKE  
PETALUMA YOUR WEDDING DESTINATION.  
BY COLLEEN RUSTAD

**P**icture-perfect Petaluma is the best place to tie the knot. Whether you're planning an intimate ceremony for just the immediate family or an over-the-top party for 200 guests, begin your happily ever after in Petaluma.

## #1: ROMANTIC RUSTIC-CHIC VENUES

Barn weddings are the latest trend among couples looking to make their special day one to remember. And no wonder — there's nothing more magical than being surrounded by the authentic character of a repurposed barn when you say "I do."

Set on 33 acres, **Flying Cloud** specializes in taking the stress out of your special day with an on-site wedding coordinator. Imagine exchanging vows as the sun sets behind the vineyard, or for a winter wedding, the romance of a candlelit barrel room.

Dare to dream big at **Rosewood Events**. The venue can host up to 250 guests, has 360-degree views of spectacular countryside, and offers an abundance of luxurious amenities. **Chileno Valley Ranch** features a 600-acre landscape of rolling hills and babbling brooks for the ceremony of your dreams. **Olympia's Valley Estate** blends rustic charm with sophisticated styling on the 2,000-acre working farm; you and your spouse-to-be will love dancing the night away in the 150-year-old barn. Looking for flexibility? **Green Acres Petaluma** has multiple spaces to suit your style.

MAKE IT  
A DAY TO  
REMEMBER!



1 & 2: Chileno Valley Ranch; 3: Hotel Petaluma; 4: Get married among the flowers at Garden Valley Ranch.

**#2: MAKE HISTORY AT YOUR RECEPTION**

Elegant, historic venues abound in the heart of downtown. Take your first dance in the spacious **Petaluma Masonic Hall** or the charming **Petaluma Woman's Club**. A grand day deserves a grand setting; toast your new life together in the Goldman Ballroom at **Hotel Petaluma**.

A few miles from town, romance is in the air at historic landmark **Garden Valley Ranch**, where Victorian architecture and 6,000 rosebushes create an enchanting venue. Affordable and pastoral **Artful Arrangements** is a 1915 working homestead that makes for an unforgettable backdrop.

**#3: PLAN THE PERFECT PARTY**

Wine Country cuisine will make the food as memorable as the setting. For more than 25 years, **Preferred Sonoma Caterers** has created mouth-watering menus using ingredients grown at nearby farms. Want something extraordinary for your reception? Invite **The Oyster Girls** to bring its traveling oyster, shrimp, and caviar bar.

When it's time to toast the newlyweds, options abound — choose from dozens and dozens of wineries located in one of the world's best wine regions. If you prefer pilsner over pinot, order a

keg from **Lagunitas Brewing Company** or **Hen-House Brewing Company**, just to name a couple of Petaluma's outstanding craft breweries.

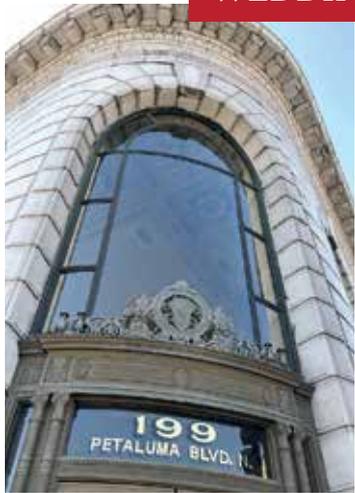
**In Petaluma, life is a little simpler — and a lot less stressful for the bride-to-be.**

**#4: NOT TOO BIG, NOT TOO SMALL**

In Petaluma, life is a little simpler — and a lot less stressful for the bride-to-be. For out-of-town guests, there are hotel options to satisfy every style and budget, plus superb boutiques in Petaluma to outfit the entire wedding party. **Bliss Bridal & Black Tie** and **Louis Thomas Formal Wear** are premier retailers offering selections usually only found in big city bridal salons.

**#5: LOCATION, LOCATION, LOCATION**

Petaluma is easy to get to — right off of Highway 101, just 32 miles from San Francisco — yet the pastoral setting will make you feel like you're in Tuscany. After the festivities, your guests will be perfectly positioned for mini-vacations exploring Bodega Bay, Wine Country, or the redwoods. ❖



**THE BANK**

This community hub combines agriculture, food, drink, art, retail, and live music inside a city landmark. Open for rental and small events.  
*199 Petaluma Blvd. N.*

[thebankhub.com](http://thebankhub.com)  
f thebankhub



**SMITTEN**

Simply festive! This boutique event company's specialty is luxe surprise picnics set in curated spaces throughout Sonoma and Marin counties.  
*415 Denman Rd., Penngrove*

[smitteninsonoma@gmail.com](mailto:smitteninsonoma@gmail.com)  
f picnics\_by\_smitten

2: KRISTEN WOOD; 3: DEVIN BRUCE PHOTOGRAPHY; 4: DAVID KIM PHOTOGRAPHY



## See what's on at the Fairgrounds!

Petaluma's heart shines at the **Sonoma-Marin Fairgrounds & Event Center**, the favorite gathering place for hometown events. In late June, it's the Sonoma-Marin Fair with its live entertainment, games, animals, and fabulous food. In August, the fundraiser Petaluma Music Festival hosts indie rock. In September, the Lagunitas Beer Circus is a dizzying array of sideshow performances, music, carnival rides, and beer. March through October, it's the Petaluma Speedway. The rest of the year, count on fireworks, concerts, cultural events, and educational programs. Plan your visit, then check to see what's on at the Fairgrounds! *175 Fairgrounds Dr.*

[sonoma-marinfair.org](http://sonoma-marinfair.org)

[f sonoma.marinfair](https://www.facebook.com/sonoma.marinfair) | [t sonomamarinfair](https://twitter.com/sonomamarinfair)

**DUE TO THE COVID-19 CRISIS, ALL EVENTS ARE SUBJECT TO CHANGE. CHECK EVENT WEBSITES FOR UP-TO-DATE INFO.**

# 2020–2021 Calendar

## Save the Date

COME AND SHARE IN OUR ABUNDANT COMMUNITY SPIRIT AT FAIRS, FESTIVALS, HOLIDAY CELEBRATIONS, BIKE RACES, FUN RUNS, AND FILM FESTS. WE'D LOVE TO SEE YOU HERE.



Catch one of two annual Antique Faires.

### APRIL 2020

**18 & 19** PETALUMA RIVER CRUISES  
Learn about history and wildlife as you cruise through the wetlands.  
[dolphinscharters.com](http://dolphinscharters.com)

### MAY 2020

**2** FILM FEST PETALUMA  
Watch the best new short films from around the world with filmmakers in conversation.  
[petalumafilmmalliance.org](http://petalumafilmmalliance.org)

**2 & 3** FARM TRAILS SPRING TOUR  
Go on an agrarian adventure at farms throughout Sonoma County.  
[farmtrails.org](http://farmtrails.org)

**9** DOWN HOME DAY  
Enjoy affordable family fun with a BBQ fundraiser, games, activities, and live music.  
[artfularrangements.org](http://artfularrangements.org)

**16** TRANSHUMANCE FESTIVAL  
Shining a light on grassland culture, Friends of the Petaluma River brings this old-world tradition to Petaluma with seasonal food, music, and activities for all.  
[friendsofthepetalumariver.org](http://friendsofthepetalumariver.org)

**16 & 17** PETALUMA DRINKS  
A weekend tasting experience; sample beer, wine, spirits, and cider throughout Petaluma and beyond.  
[petalumadrinks.com](http://petalumadrinks.com)

**16 & 17** PETALUMA RIVER CRUISES  
Learn about history and wildlife as you cruise through the wetlands.  
[dolphinscharters.com](http://dolphinscharters.com)

**17** BLOOMIN' BACKYARDS TOUR  
Take a self-guided tour of six unique Petaluma home gardens owned by Sonoma County Master Gardeners.  
[sonomamg.ucanr.edu](http://sonomamg.ucanr.edu)

**23** PETALUMA ADOBE LIVING HISTORY DAY  
Return to 1830 Mexican California at Rancho de Petaluma as vaqueros, traders, cooks, weavers, and craftspeople perform their daily routines.  
[parks.ca.gov/petalumaadobeshp](http://parks.ca.gov/petalumaadobeshp)

### JUNE 2020

**24–28** SONOMA-MARIN FAIR  
Carnival rides, exhibits, and concerts make this a family-friendly bargain that includes the World's Ugliest Dog® Contest.  
[sonoma-marinfair.org](http://sonoma-marinfair.org)

**26** WORLD'S UGLIEST DOG® CONTEST  
The world-renowned event celebrates the imperfections that make all dogs lovable.  
[sonoma-marinfair.org](http://sonoma-marinfair.org)

### JULY 2020

**4** FOURTH OF JULY BELL-RINGING CEREMONY  
Celebrate America's birthday with a flag ceremony, mayoral proclamation, and refreshments.  
[petalumamuseum.com](http://petalumamuseum.com)

**4** FOURTH OF JULY FIREWORKS FESTIVAL  
Ring in Independence Day with food, fun, and fireworks at the Sonoma-Marin Fairgrounds & Event Center.  
[cityofpetaluma.org/departments/parks-recreation](http://cityofpetaluma.org/departments/parks-recreation)

**12** ART & GARDEN FESTIVAL – 19TH ANNUAL  
Shop for artwork and gardening items and enjoy bands, food, beer, and wine tasting.  
[petalumadowntown.com](http://petalumadowntown.com)



## Regular Happenings

**DOCENT-LED NATURE & BIRD WALKS** Oct.–June, Free walks every second Saturday at Shollenberger Park and fourth Saturday at Ellis Creek Water Recycling Facility. [petalumawetlands.org](http://petalumawetlands.org)

**DOCENT-LED WALKING TOURS OF HISTORIC DOWNTOWN** May–Oct., free tours start from the Petaluma Historical Library & Museum at 10:30 a.m. on most Saturdays. [petalumamuseum.com](http://petalumamuseum.com)

**FARMERS MARKETS**

- Tuesday mornings, year-round, 10 a.m.–1:30 p.m., Lucchesi Park
- Saturday afternoons, May–Nov., 2 p.m.–5 p.m., Walnut Park
- Wednesday evenings, June–Aug., 4:30 p.m.–8 p.m., Theatre District, 2nd & C St.

[lovefarmersmarkets.org](http://lovefarmersmarkets.org)

**FOURTH & SEA SUNDAY CRUISE IN** June–Sept., monthly classic car show that's fun for the entire family. [fourthandsea.com](http://fourthandsea.com)

**MOVIES IN THE PARK** July–Oct., free monthly movies at Lucchesi Park. [cityofpetaluma.org/parks-recreation-special-events](http://cityofpetaluma.org/parks-recreation-special-events)

**PETALUMA MUNICIPAL AIRPORT DISPLAY DAYS** March–Oct., see aircraft up close every third Saturday; free. [papapetaluma.org](http://papapetaluma.org)

**SUNDAY BOATING AT THE BARN** Year-round, try a canoe, kayak, or rowboat on the Petaluma River; free. Low tide cancels. [friendsofthepetalumariver.org](http://friendsofthepetalumariver.org)

**WEDNESDAY EVENING CINEMA SERIES** Feb.–May and Sept.–Dec., film screenings at Santa Rosa Junior College's Petaluma campus. [petalumafilmalliance.org](http://petalumafilmalliance.org)

**WEST SIDE STORIES** Every first Wednesday, enjoy an evening of storytelling at Hotel Petaluma. [davepokornypresents.com](http://davepokornypresents.com)

**18 RIVERTOWN REVIVAL** Celebrate “The Greatest Slough on Earth” with live music, interactive art, boats, \$5 weddings, children’s activities, and more. [rivertownrevival.com](http://rivertownrevival.com)

**23-25 DOWNTOWN MERCHANTS SIDEWALK SALE** Score bargains galore for the whole family. [petalumadowntown.com](http://petalumadowntown.com)

### AUGUST 2020

**1 PETALUMA MUSIC FESTIVAL** Rock out to 14 bands on four stages at a daylong concert benefiting music-education programs. [petalumamusicfestival.org](http://petalumamusicfestival.org)

### SEPTEMBER 2020

**TBD BUTTER & EGG DAYS OPENING CEREMONY** Kick off History Week and celebrate the “Good Egg” and “Grand Marshal” recipients. [petalumadowntown.com](http://petalumadowntown.com)

**TBD 39TH ANNUAL BUTTER & EGG DAYS PARADE AND FESTIVAL** The city’s largest festival celebrates Petaluma’s agricultural heritage. The parade begins at noon. [petalumadowntown.com](http://petalumadowntown.com)

**12 PETALUMA RIVER CRAFT BEER FESTIVAL** Enjoy beer from 20-plus regional craft breweries, local food, and live music. [petalumarivercraftbeerfest.org](http://petalumarivercraftbeerfest.org)

**13 3RD ANNUAL PETALUMA PETE HONKY-TONK PIANO COMPETITION** Enjoy this family-friendly fundraiser featuring artist-painted pianos played by gifted kids

and grown-ups competing for prizes and bragging rights. [Petaluma River Promenade](http://petalumariverpromenade.com)

**13 62ND ANNUAL ART IN THE PARK** Check out the talents of fine artists working in a variety of media at Walnut Park. [petalumaarts.org](http://petalumaarts.org)

**19 PETALUMA ADOBE FANDANGO** Welcome autumn’s arrival with the dance and music of California in the 1840s. [parks.ca.gov/petalumaadobeshp](http://parks.ca.gov/petalumaadobeshp)

**20 CLO-COW HALF MARATHON, 10K, & 5K** Race on a challenging and beautiful course through the Sonoma County countryside. [clocowhalf.com](http://clocowhalf.com)

**26 SONOMA COUNTY BACKROAD CHALLENGE** Four scenic cycling events — Half Metric Century, Training Ride, Metric Century, or Full Century. [backroadchallenge.com](http://backroadchallenge.com)

**26 ALL HALLOW’S ART FEST** Shop for the best in Halloween art and collectibles. [All Hallows Art Fest](http://allhallowartfest.com)

**27 33RD ANNUAL FALL ANTIQUE FAIRE** Pick up the perfect treasure in the perfect historic downtown setting. [petalumadowntown.com](http://petalumadowntown.com)

### OCTOBER 2020

**3 RIP CITY RIDERS CHILLY BILLY FUN RUN, HOT ROD, AND MOTORCYCLE SHOW** Revel with a motorcycle run, car show, vendors, BBQ, live music, and raffle. [ripacity](http://ripacity.com)

**riders.org**  
**3 WHISKERINO** Cheer on contestants competing for the best ‘stache, beard, and all lengths in between. [petalumawhiskerino.com](http://petalumawhiskerino.com)

**4 EL DIA DE LOS MUERTOS PETALUMA OPENING DAY** Aztec dancers, Ballet Folclorico, food vendors, a health fair, and more. [El Dia de los Muertos Petaluma](http://eldiadelosmuertospetaluma.com)

**10 & 11 WEEKEND ALONG THE FARM TRAILS** Enjoy a behind-the-scenes peek at life on the farm during harvest season. [farmtrails.org](http://farmtrails.org)

**10-11 & 17-18 SONOMA COUNTY ART TRAILS** Sonoma County artists open their studios for tours and demonstrations. [sonomacountyarttrails.org](http://sonomacountyarttrails.org)



**10-11 & 17-18 TOLAY FALL FESTIVAL** Family fun including games, hay rides, a pumpkin patch, and more. [parks.sonomacounty.ca.gov/Play/Tolay-Fall-Festival](http://parks.sonomacounty.ca.gov/Play/Tolay-Fall-Festival)

**17 LUMAFEST 2020 - COMMUNITY OPEN HOUSE/ EDUCATION FAIR** Join in the all-weather, Dia de los Muertos-themed fun at SRJC Petaluma. [lumafest](http://lumafest.com).

2021  
EVENTS



Butter & Egg Days Parade

[santarosa.edu](http://santarosa.edu)

**23-25 RIVER HERITAGE DAYS**  
Celebrate the history of the Petaluma River with live music, dancing, and seasonal food. [friendsofthepetalumariver.org](http://friendsofthepetalumariver.org)

**24 & 25 PETALUMA RIVER CRUISES**  
Learn about history and wildlife as you cruise through the wetlands. [dolphincharTERS.com](http://dolphincharTERS.com)

**31 DOWNTOWN TRICK-OR-TREAT TRAIL**  
Bring the little ghosts and goblins downtown for trick or treating. [petalumadowntown.com](http://petalumadowntown.com)



Petaluma Pete  
Honky-Tonk  
Piano Competition

NOVEMBER 2020

**1 EL DIA DE LOS MUERTOS PETALUMA CANDLELIGHT PROCESSION WITH GIANT PUPPETS**  
Festivities include live music, Ballet Folklorico, Aztec dancers, food, art, and much more. 📍 [El Dia de los Muertos Petaluma](http://ElDiaDeLosMuertosPetaluma.com)

**7 HOLIDAY ART FEST**  
Shop for handcrafted folk art, vintage holiday items, gifts, jewelry, and fall and Christmas decor. 📍 [Holiday Art Fest](http://HolidayArtFest.com)

**11 32ND ANNUAL VETERANS DAY PARADE & FLYOVER**  
The largest Veterans Day parade in Northern California makes its way through downtown, beginning at 1 p.m. [petalumaveteransparade.com](http://petalumaveteransparade.com)

**NOV. 14-JAN. 1, 2021 HOLIDAYS ALONG THE FARM TRAILS**  
Showcasing special offerings from Sonoma County farms including agriculture-centric gifts and holiday decor. [farmtrails.org](http://farmtrails.org)

**22 GIVING THANKS AT THE GARDENS**  
Free family fun, community repast and libations, guided tours, plant-a-plant, and feed the chickens. [artfularrangements.org](http://artfularrangements.org)

**28 SANTA'S RIVERBOAT ARRIVAL & SMALL BUSINESS SATURDAY**  
Santa and Mrs. Claus arrive by tugboat and then stay for photos. Shop Small at downtown merchants. [visitpetaluma.com](http://visitpetaluma.com)

**29 HOLIDAY CRAFTERINO**  
Peruse more than 70 local vendors for handmade gifts and treats. [holidaycrafterino.com](http://holidaycrafterino.com)



Holiday Open House

DECEMBER 2020

**1-26 CITY OF LIGHTS DRIVING TOUR**  
Enjoy a self-guided tour of beautifully decorated homes and businesses. [visitpetaluma.com](http://visitpetaluma.com)

**4 & 5 FESTIVAL OF TREES AT HOTEL PETALUMA**  
Bid on magical trees decorated by local businesses and shop at the holiday marketplace, plus treats. [thefabulouswomen.org](http://thefabulouswomen.org)

**5 DOWNTOWN MERCHANTS' HOLIDAY OPEN HOUSE**  
Celebrate the holiday season with family activities, treats, and great shopping deals. [petalumadowntown.com](http://petalumadowntown.com)

**11-13 5TH ANNUAL GINGERBREAD HOUSE SHOWCASE & COMPETITION**  
See festive gingerbread houses on display at Hotel Petaluma. [hotelpetaluma.com](http://hotelpetaluma.com)

**31 NEW YEAR'S EVE GALA CONCERT**  
San Francisco Symphony musicians join pianist Elizabeth Walter for a magical evening. [petalumamuseum.com](http://petalumamuseum.com)

**JANUARY 2021**  
**30 LumaCON 2021! A Youth Comic Convention**  
Explore comics, graphic novels, and fan-doms at this free event celebrating creativity and literacy for all. [lumacon.net](http://lumacon.net)

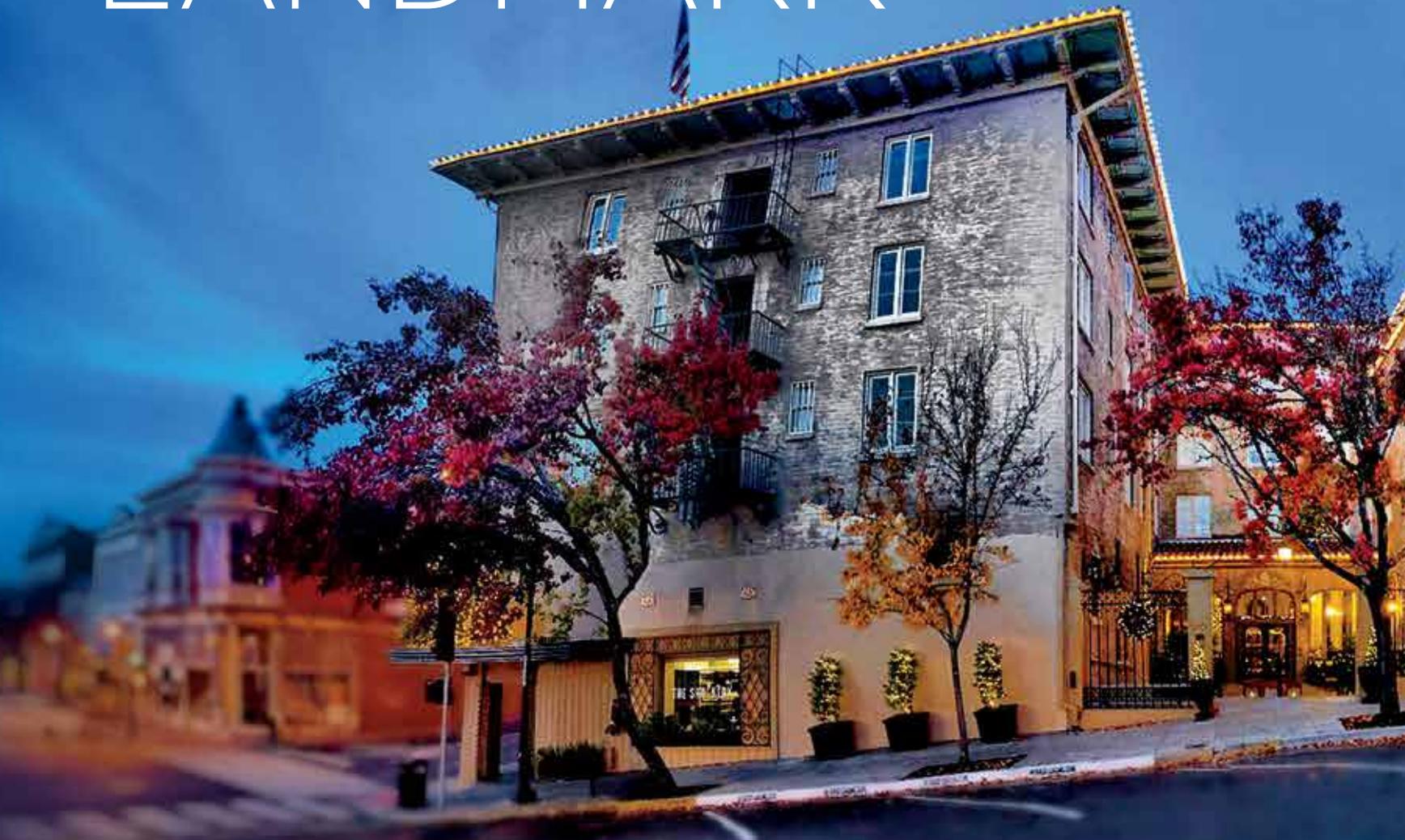
**APRIL 2021**  
**24 40th Annual Butter & Egg Days Parade**  
The city's largest festival celebrates Petaluma's agricultural heritage. The parade kicks off at noon. [petalumadowntown.com](http://petalumadowntown.com)

**25 35th Spring Antique Faire**  
Find the perfect treasure in the perfect historic downtown setting. [petalumadowntown.com](http://petalumadowntown.com)

**JULY 2021**  
**11 20th Annual Art & Garden Festival**  
Shop for art and gardening paraphernalia and enjoy bands, food, beer, and wine tasting at this family-friendly event. [petalumadowntown.com](http://petalumadowntown.com)



# A Downtown LANDMARK



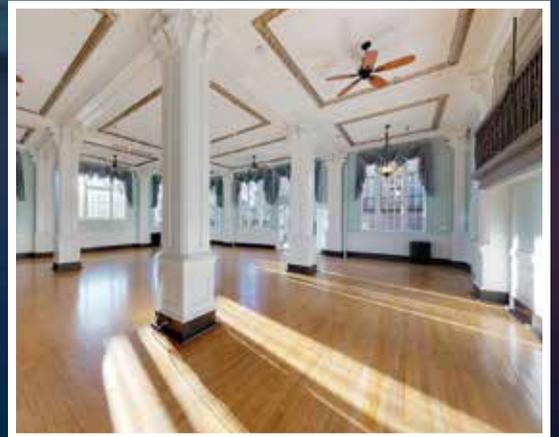
THE SHUCKERY | [theshuckeryca.com](http://theshuckeryca.com)

📍 📷 [theshuckery](#)



BARBER CELLARS | [barbercellars.com](http://barbercellars.com)

📍 📷 [barbercellars](#) | [barber\\_cellars](#)



Walk into **Hotel Petaluma** and you're transported by the stunning restoration of the lobby's 1923 Spanish colonial architecture. Have an evening beer or wine from The Shuckery Parlor in the lobby and sit before the roaring fire, admiring the intricate carving on the surround. Upstairs, you'll find serenely modern rooms with wood floors, classic plantation shutters, comfortable pillow-top beds, coffee makers — and guests can access their personal streaming apps on the 4K TVs. Carrera-marbled bathrooms are stocked with signature amenities. Off the lobby, the spacious Ballroom has views of the beautiful courtyard entrance and a separate entry through French doors. It's perfect for an elegant downtown wedding.

This historic boutique hotel is in the heart of downtown, within walking distance of just about everything. Right off the lobby find excellent seafood and shellfish at **The Shuckery**, the tasting room of acclaimed boutique winery **Barber Cellars**, and a first-rate shave and grooming services at **The Hi-Side Barber**.



## A Perfect Stay

Conveniently located right off Highway 101 and a five-minute drive from downtown Petaluma, the 74-room **Best Western Petaluma Inn** is the perfect home-away-from-home for exploring the region, from Wine Country to the stunning coast — and it's a mere 40-minute drive from San Francisco. Supermarkets, banks, pharmacies, and 15 restaurants are within walking distance, but the wonderful Palms Grill is right on the property. All this, and Petaluma's historic downtown is home to top-rated restaurants, boutiques, and antiques and vintage shops. The welcoming inn is known for its clean, inviting rooms, warm personal service, and a high-rated complimentary breakfast. You can't go wrong here.

*200 S. McDowell Blvd.*

**bestwestern.com**