

A person with long hair, wearing a white shirt with a red pattern and blue jeans, stands in a field of tall green grass and numerous small yellow wildflowers. The person is positioned on the left side of the frame, looking towards the right. The background is a dense field of these flowers, extending to the top of the image. The overall scene is bright and natural, suggesting a park or a natural area.

PETALUMA RIVER PARK

Petaluma Fairground Panel
Sunday, May 15, 2022

Presented by Seair Lorentz (she/her)
Executive Director & Co-Founder, Petaluma River Park Foundation

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Marge Limbert
Development Director

Seair Lorentz
Executive Director &
Co-Founder



» Petaluma River Park Foundation is a nonprofit organization founded by locals.

We are building a public park on 24 «
acres of wild waterfront property in
the heart of our city.

» Our mission is to meet our vital need for shared space that connects people, art, and nature.

»» **WILL YOU
JOIN US?**

Opportunity of a lifetime

The McNear Peninsula is 24 acres of wild waterfront property located in the heart of town.

The Opportunity:

- Zoned for parks and recreation
- Central location in community
- Access to public transportation
- Revitalize and protect crucial wetland habitat
- Create a world-class park for Petaluma and our visitors





Petaluma Fairgrounds

PETALUMA
RIVER
PARK

Public Transportation

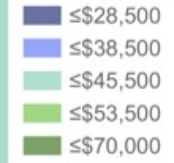


Petaluma River Park

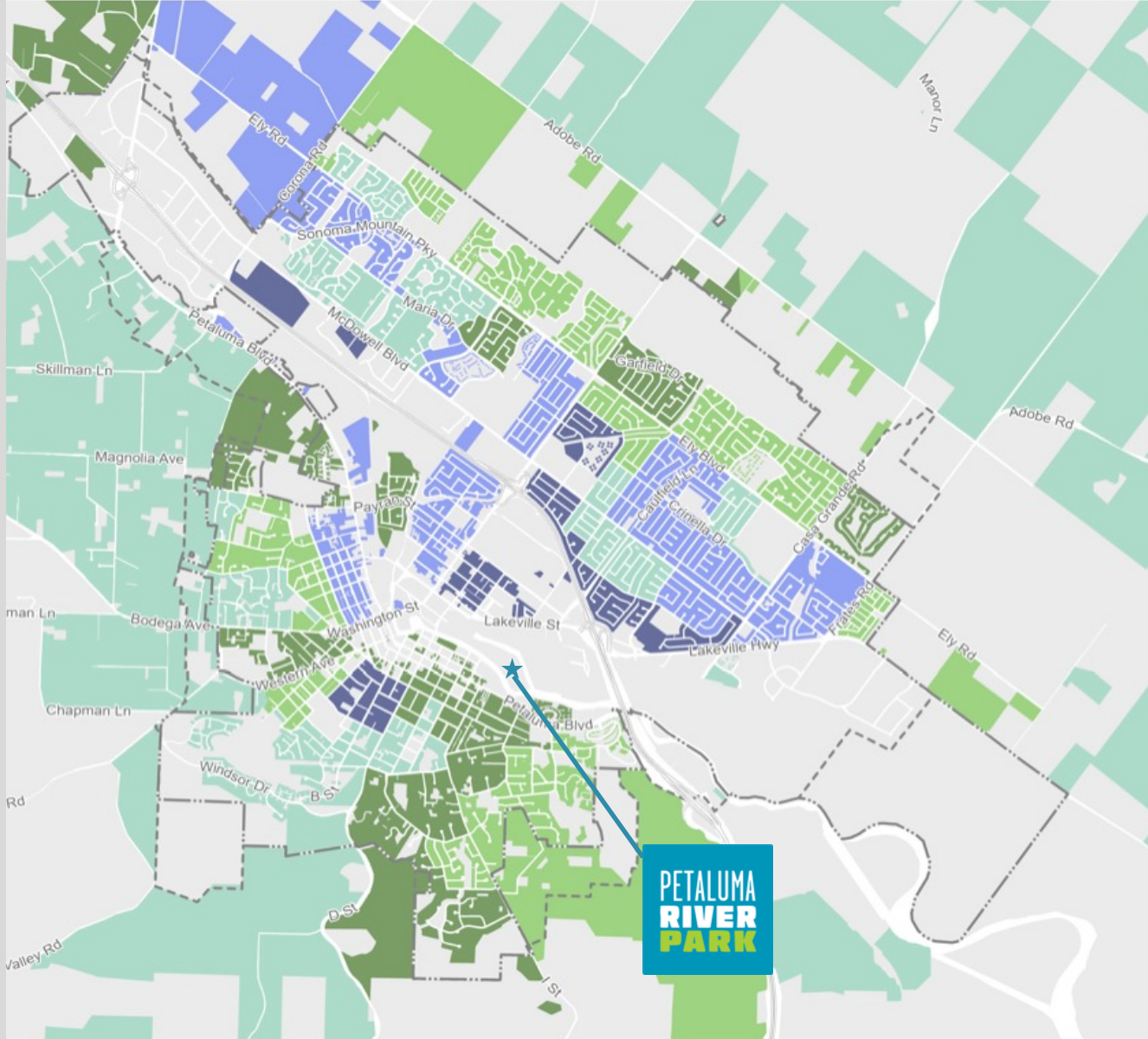
PETALUMA GENERAL PLAN UPDATE

INCOME

Income per Capita by Block Group, 2017




Note: Population characteristics are limited to residential parcels.



PETALUMA RIVER PARK

Boundaries

-  City Limit
-  Urban Growth Boundary

Source: Sonoma County Residential Parcel by American Community Survey 2017 5-Year Estimates, Per capita income in the past 12 months (in 2017 inflation-adjusted dollars), Table B19301



PETALUMA GENERAL PLAN UPDATE

ETHNICITY

Race

1 Dot = 1 Person

- White
- Black or African American
- Asian
- Hispanic or Latino
- American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, Some Other Race, Two Or More Races

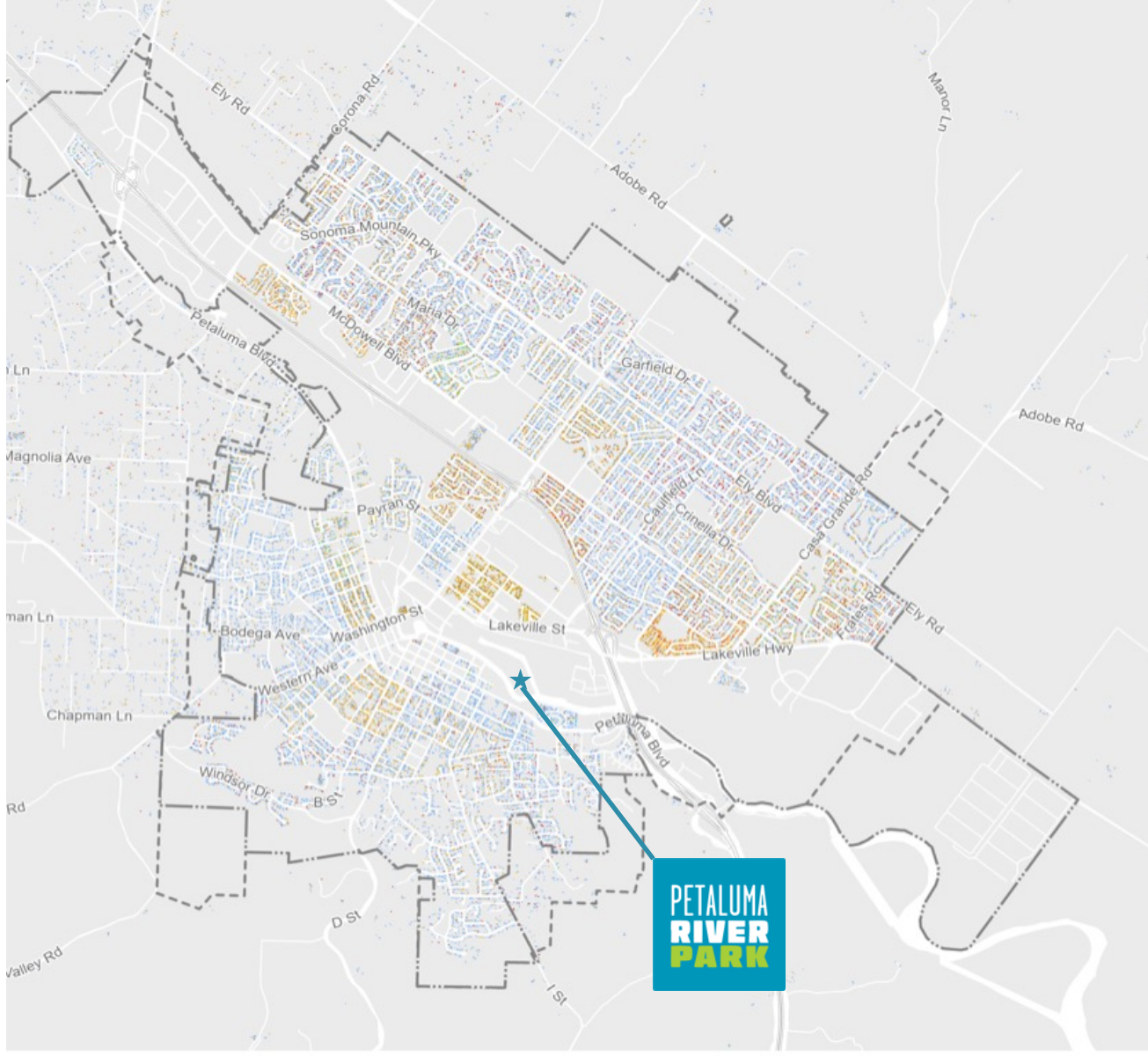
Note: Population characteristics are limited to residential parcels. Dots are randomly distributed inside the corresponding census block and are not specific to a person's exact residence.

Boundaries

-  City Limit
-  Urban Growth Boundary

Source: Building Footprint on Sonoma County Residential Parcel by Census Block Group, American Community Survey 2017 5-Year Estimates, Race, Table B03002

0 0.25 0.5 0.75 1 Miles



**PETALUMA
RIVER
PARK**

An aerial photograph of a city area, likely Petaluma, California, showing a river winding through the center. Several large, irregularly shaped areas are outlined in yellow, indicating planned development sites. The surrounding area is densely packed with residential and commercial buildings, streets, and greenery. The river is a prominent feature, flowing from the top left towards the bottom right.

PETALUMA RIVER PARK

close to 1000 new housing units
approved or in planning

PETALUMA GENERAL PLAN UPDATE

PARKS AND OPEN SPACE



- Park Type**
- Park
 - Open Space
 - River Trail
 - Golf Course
 - Urban Separator
 - Park/Open Space - School Joint Use

- Undeveloped Open Space**
- Open Space
 - River Trail
 - Urban Separator
 - Urban Separator Path

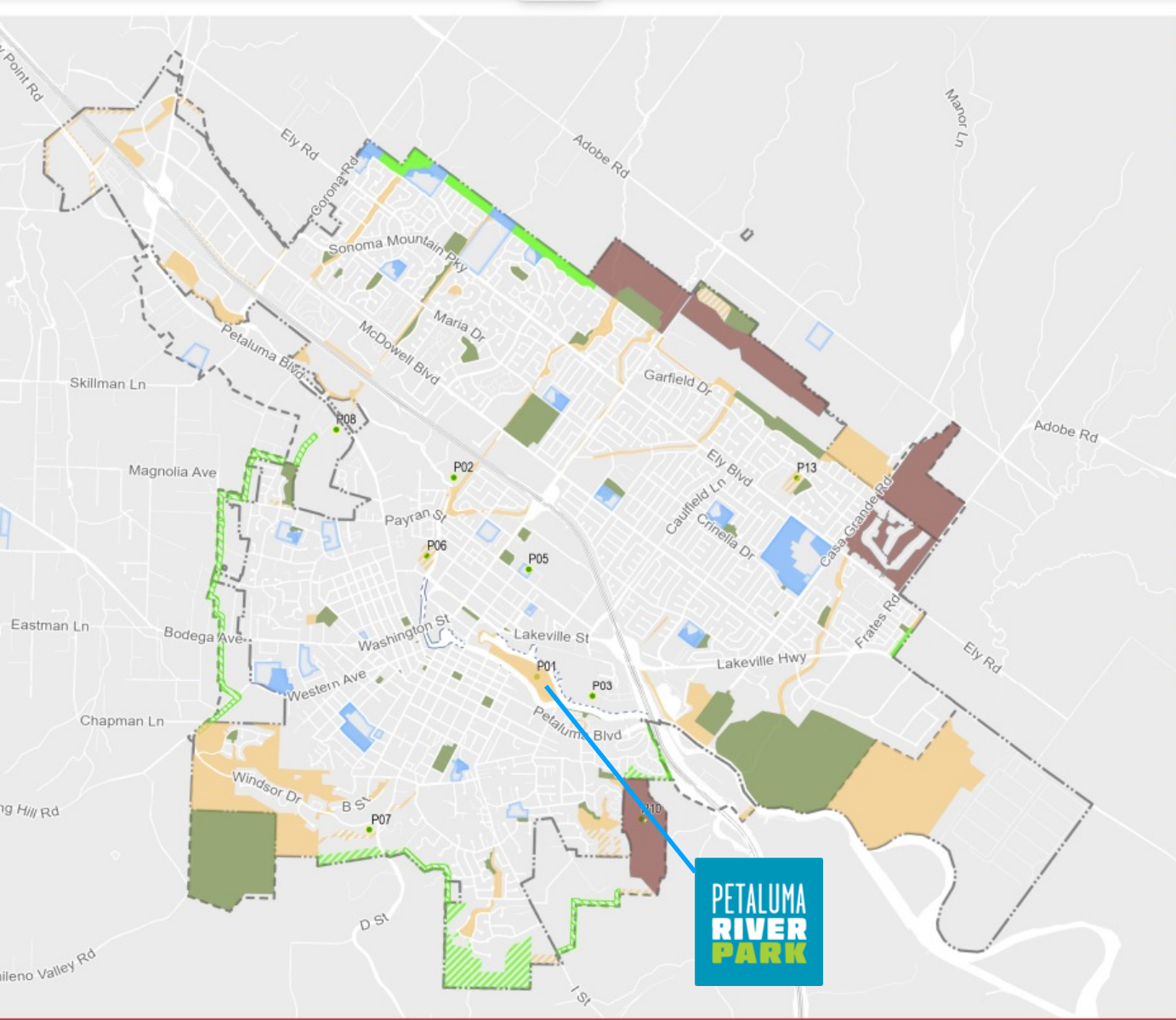
Schools

Proposed Parks from 2008 General Plan

P	NAME
P01	Steamer Landing
P02	Johnson
P03	Riverfront
P05	Fairgrounds
P06	Holmberg
P07	UoP Property / Davidson
P08	Jessie Lane
P10	Petaluma Golf and Country Club
P13	Arroyo Park Expansion

- Boundaries**
- City Limit
 - Urban Growth Boundary

Source: Parks, Schools - City of Petaluma



The Vision



**PETALUMA
RIVER
PARK**



**PETALUMA
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The Mission

To meet our vital need for shared space that connects people, art, and nature.

Connect with art.



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Connect with nature.

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**PETALUMA
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Connect with each other.

A wide-angle photograph of a field of wildflowers, including purple and white blossoms, under a clear blue sky. The sun is low on the horizon, creating a warm, golden glow and lens flare. In the distance, a city skyline is visible against the horizon line.

When we succeed, Petaluma River Park will be a vibrant, welcoming place that fosters a love of nature, sparks creativity, and unifies our community for generations to come.

Our Vision

**PETALUMA
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Community Engagement

- 2021 Community Partner Coalition
 - 14 mission-aligned nonprofits engaged
 - Created a Community Engagement Blueprint to guide how we will involve the community in the Park's design
- 2022-24 Focus on implementation



PROJECT TIMELINE

2019: A Dream is Born

A group of Petalumans form the Petaluma River Park Foundation (PRPF), a nonprofit 501c3

2021: Park Opens, \$1M County Grant, & Critical Planning Work

Petaluma River Park is opened to the public! PRPF receives \$1M Grant from Sonoma County Ag & Open Space, completes Strategic Plan and convenes coalition of 14 community partners to draft Community Engagement Blueprint

2022-23: Community Engagement

Engage the community in designing the park: focus groups, events, tabling, surveys, etc. to understand what Petaluma needs from its new River Park

2024: Break Ground

Our goal is to begin the first phase of development in 2024, always leaving a portion of the River Park open during construction

2020: Park Property Acquired

With support from over 400 community members, PRPF raises \$1.3 million to acquire the 24-acre Park property & launch project

2022: Diversification & Expansion

PRPF expands Board of Directors to achieve 50% representation of People of Color; hires first staff

2022-24: Get People on the Land

We're improving the one-mile loop trail, installing artworks, and inviting partners to conduct programming at the Park so the community can start using the River Park ASAP

2025/26: Master Plan Complete

Current estimated capital investment needed to complete the project and establish reserve is \$10m from public and private sources

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COMING SOON

A PARK FOR PEOPLE, ART AND NATURE

www.PetalumaRiverPark.org



* THIS IS A CONCEPT DRAWING ONLY AND DOES NOT REPRESENT FINAL DESIGN