



PETALUMA VINTAGE SIGNS GUIDEBOOK



This guidebook is an homage to
Petaluma, America's hometown,
showcasing a sampling of the historic treasures and artistic
gems that contribute to its character and sense of place.

Special thanks to Heather David, Chick City Goods, Petalumans of
Yesteryear, Scott Hess Photography, Maria Do Ceu, Harlan Osborne, Bob
Caruso, Pete Vilmur, and the many who have supported the campaign
to restore Petaluma's iconic neon chick sign. And to the following media
outlets that have helped us spread the word: NBC Bay Area News,
KPIX/CBS News Bay Area, ABC 7, and the Petaluma Argus Courier.

Our glowing appreciation goes to all who are committed to preserving
and maintaining their vintage signs. Their investment benefits us all.

Petaluma Vintage Signs Guidebook

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**GIANT
ORANGE
PRESS**

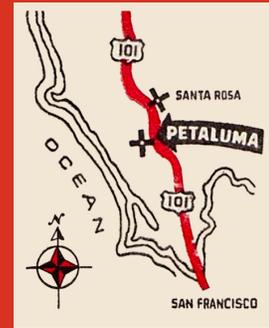
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For more information on saving vintage signs:
petalumasignsproject.org
sfneon.org



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Petaluma wears its history on its sleeve,
and nowhere is that more evident than in its vintage signs.
Look up, and you'll see a vivid chapter of this town's history
written in neon, paint, and weathered metal.

With this 28-page guidebook in hand, we invite you to spend
a day beholding the glory that inspired the founding of the
Petaluma Signs Project—dedicated to preserving historic
signs that enrich this city's unique identity.

Petaluma is easily accessible by SMART and Golden Gate
Transit for those traveling from the north and south, as well
as by car. Once there, you'll find several signs within walking
distance of the downtown core, though you might also
explore by renting a bike from Redwood Bike Share or using
Petaluma's free LumaGo shuttle service.

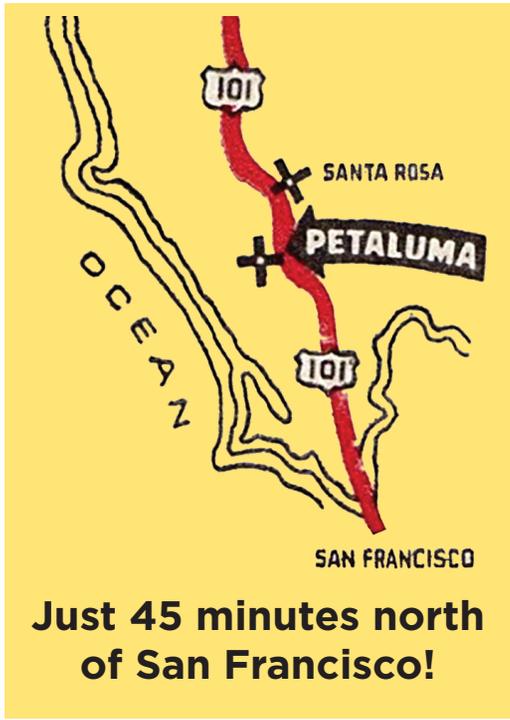
—Katherine, Al, and Randall Ann

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PETALUMA VINTAGE SIGNS



Make it a day trip to Petaluma!



THE HOTTEST SPOTS IN TOWN

Petaluma is known for its vintage stores: **Thread & Soul**, **Buck Lucky**, **The Find**, **Thrifty Hippy**, **Opera House Collective**, and **Abergine Vintage Emporium**.

Don't miss these downtown stores that serve as community hubs: **Copperfield's Bookstore** and **Chick City Goods** for cool Petaluma sweatshirts, hats, and local pride.



Aqus Cafe, **Water Street Bistro**, and **Tea Room Cafe** are locals' favorites for breakfast/lunch. Try **Petaluma Cheese Shop** or **Lombardi's BBQ** for picnic food.

Acme Burger, occupying a former gas station, serves up great burgers, salads, fish & chips. Next door is **Crooked Goat Brewing**.

Dining hot spots: **Mi Pueblo**, **Central Market**, and **Brigitte Bistro** in the old Three Cooks building. **The Shuckery** has patio seating at Hotel Petaluma. **Luma Bar & Eatery** has outdoor seating by the river.

For Thai cuisine try **Chan Chao** in the historic house next door to **The Hatchery** neon chick.



LINCH JEWELRY
10 WESTERN AVE

Photo: Al Barna

LINCH JEWELRY

Arthur and Stella Linch opened Linch Jewelry at 607 Third Street (now Petaluma Blvd. South) in 1946. The following year, Barber Sign Company installed a 12-foot neon sign to identify the storefront. When the business moved to 10 Western Avenue in 1948, the iconic sign went with it. In 2020, Garth Bixler, the current owner of the building, undertook a major restoration of the sign. His efforts earned a Heritage Homes of Petaluma preservation award, the first ever awarded for a sign.



Photo: Collection of Paul Barber



SOUTH CITY MARKET
301 MOUNTAIN VIEW AVE

Photo: Al Barna

Restore
the **NEON CHICK**
of **PETALUMA**



Donate

ON THE GO-FUND-ME SITE FOR
THE ICONIC NEON CHICK
AT THE HATCHERY
620 PETALUMA BLVD NORTH

The neon chick sign at the former Poehlmann Hatchery is celebrating its 90th birthday this year, and the Petaluma Signs Project is seeking your support to bring this iconic piece of Petaluma NEON back to life. The sign has nearly gone dark and is in dire need of a full restoration with replacement of all transformers, wiring, neon tubes, and paint by Neon Works.

Be a sponsor of this neon chick sign with your tax-deductible donation! You can look forward to the time when you feel the glow of pride every time you drive down Petaluma Boulevard and see the chick rust-free and shining away.



Donate online:
gofund.me/7929c975

Or contact us:
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petalumasignsproject.org

PETALUMA SIGNS PROJECT SUPPORTERS