



FAIRVIEW GARDENS

A FARM FOR THE FUTURE

PLANTING THE SEEDS FOR GENERATIONS TO COME

A Campaign to Restore this Historic Landmark and Community Resource



Fairview Gardens 1954



Fairview Gardens Today

Our History

For generations, Fairview Gardens farm, one of the longest continuously operated agricultural operations in the Goleta Valley, has fed the urban population that now surrounds it, educated and inspired young people about food and farming, trained numerous successful farmers, and provided a gathering place for music and cultural events.

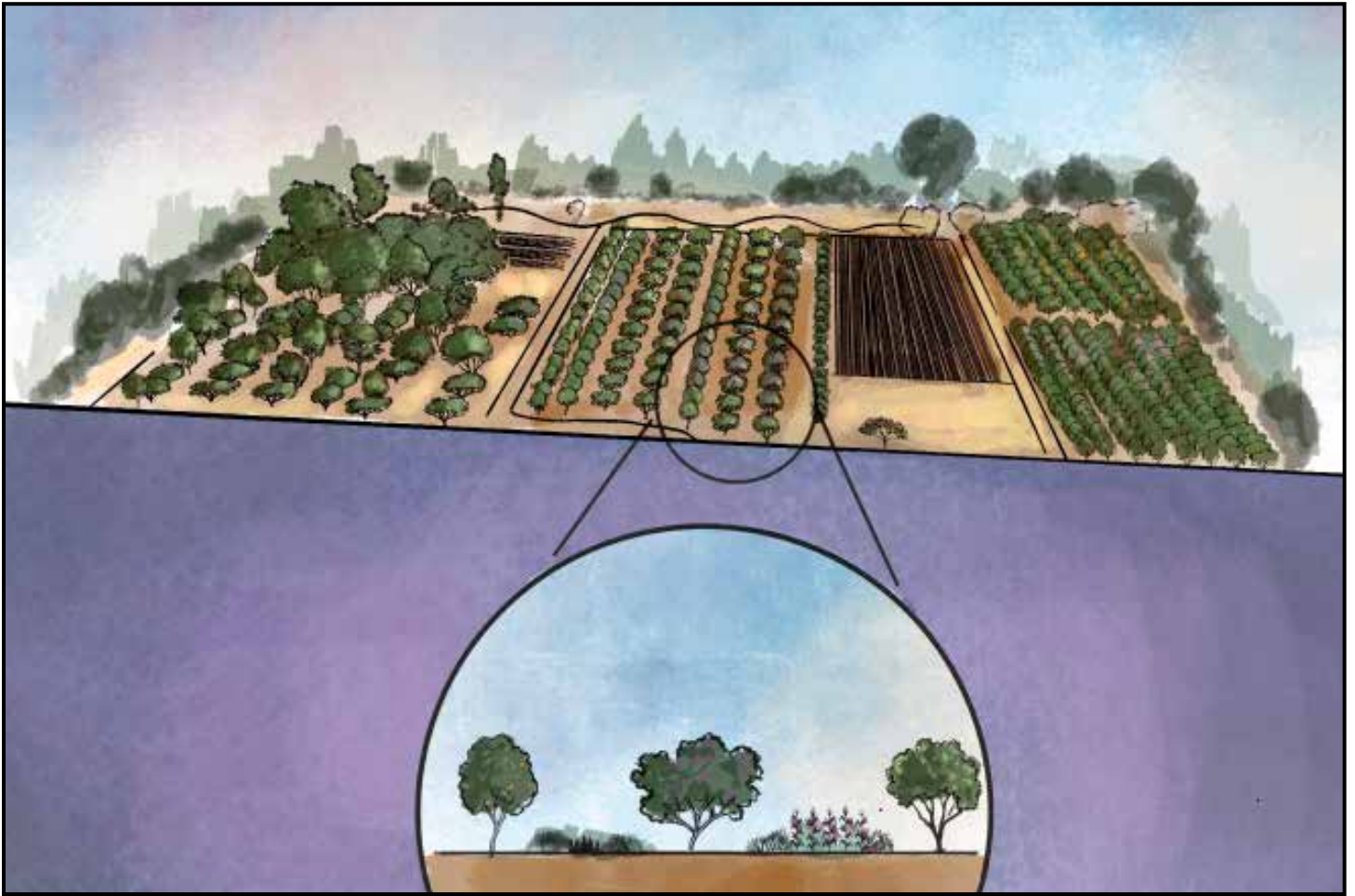
This one hundred and twenty-five year-old farm also galvanized an entire community to save it from development and protect it under one of the country's first active agricultural conservation easements.

Now, Fairview Gardens is re-imagining itself again and launching a campaign to re-build its aging infrastructure.



Campaign Goals

- Create a Climate Resilient Agricultural Model
- Model Net-Zero Energy Consumption
- Restore the Historic Farmhouse
- Construct a Service Barn
- Rebuild the Roadside Retail Store
- Develop a Teaching Garden for Urban/Suburban Residents
- Build a Dynamic Interactive Kids Garden
- Restore the Farm's Watershed
- Create a Long-Range Sustainability Plan
- Create an Endowment Fund



Create a climate resilient agricultural model that addresses the urgent need to grow food with dwindling water and energy resources. In spite of this past winter's rains, California is still facing dramatic water shortages and a continued cycle of climate extremes such as drought, fire, and flooding.

According to a Washington Post analysis of more than a century of temperature data, Santa Barbara and Ventura Counties are warming at nearly twice the rate of any other regions in the continental US.

Following on Fairview Garden's long history of modeling innovative agricultural practices, well before it was popular to do so, we are re-designing the farm to focus on deep rooted perennials and on dry-farmed annuals that require little if any water.



Model net-zero energy consumption and reduced external crop inputs.

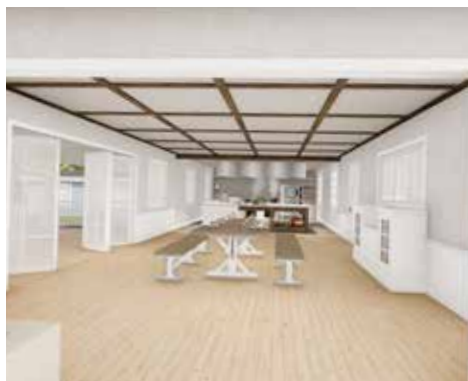
We plan to rebuild the farm's infrastructure to demonstrate a net-zero consumption of energy through the installation of a large solar array, replacement of fossil fuel dependent machinery with electric technology, and reduce external crop inputs. Utilizing some of the best research and innovative thinking in these fields, we aim to demonstrate that agriculture in California and beyond can respond creatively and effectively to a rapidly changing climate.





Restore the historic farmhouse.

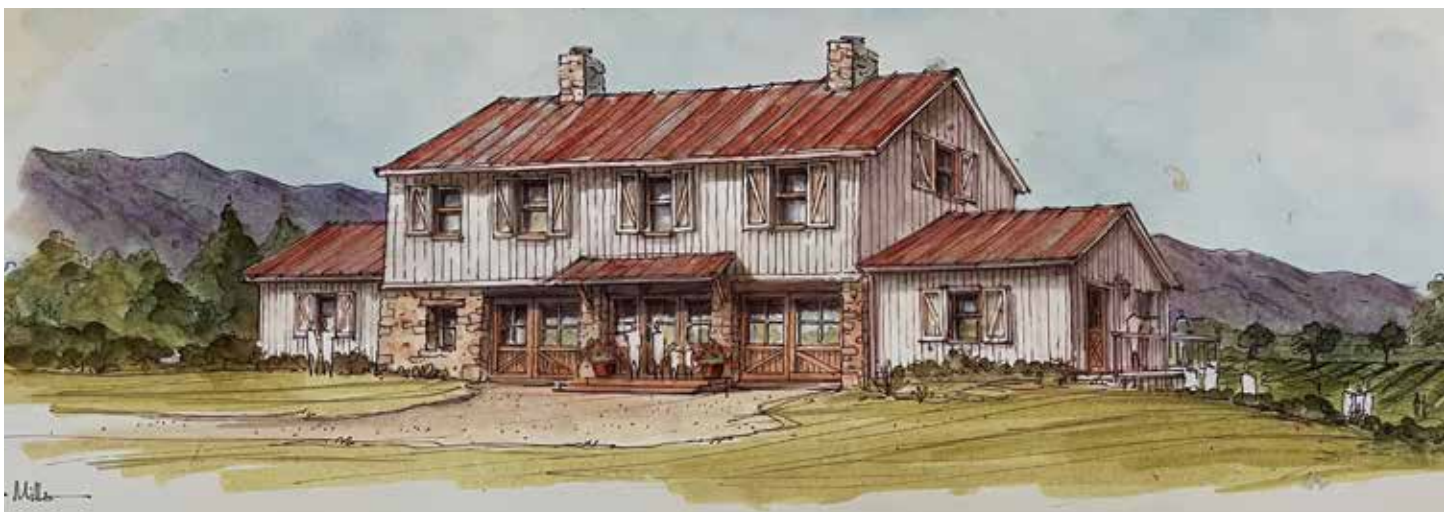
The structure, built in 1895, is situated in the heart of the farm. It will be restored as our main gathering place with a commercial kitchen, indoor/outdoor dining and meeting areas, and offices. We will retain the building's historic character while upgrading to accommodate current program needs.





Rebuild our roadside retail store. This well-loved high-profile community store will be re-constructed to accommodate the demand for our fresh fruits and vegetables. The store, our most prominent face to the community, is one of the only remaining “on-farm” retail stores in a valley that was once the home of many farms and farm stands. The farm stand not only distributes thousands of pounds of fresh fruits and vegetables annually to our regional neighbors, it also is where we tell our story, educate and connect eaters to new ideas about food and farming, and inform the community about programs and events on the farm.

Construct a service barn to provide much needed storage for equipment and tools, maintenance workshops, and essential housing for staff. Currently the farm has no indoor space for the maintenance and repair of facilities and equipment, and the post-harvest processing and storage of crops. The building will contain a processing facility to add value and stability to perishable crops and offer those services to other local growers. This two-story, eight-thousand square foot building will also provide bathroom facilities and a huge indoor/outdoor protected gathering space for larger public programming.





Design and build a relatable and easily replicable home garden model.

Surrounding the farmhouse, the demonstration teaching garden will model high density food production growing methods and systems as an alternative to lawns and traditional landscaping.

Fairview Gardens is an agricultural island floating in a suburban community. Our hope is to empower urban and suburban dwellers with the tools, visible examples, and training to give them greater self-sufficiency and food security, improve nutrition, reduce water and fertilizer use, and limit the use of fossil fuels that are required to manage lawns.

“As an immediate neighbor of the farm, I can look out my window at fertile fields waiting to be planted with a new vision. The education programs, the incredible fresh food, the protected open space, and the deep history of this permanently protected space make it one of Goleta’s most treasured gifts.”

Dr. Karina Garcia — Neighbor



Create a dynamic interactive kids' garden. Fairview Gardens has a long and productive history of providing exceptional educational opportunities for children. It is rare to find any local family who has not been touched by the incredible programming the farm has offered for young people over the last fifty years. As part of our re-design, we are working with a team of landscape architects and educators to create a one-acre child's world within the farm that can provide the opportunity for children to immerse themselves within a dynamic multi-dimensional edible sensory landscape.



*"When I was a child, the farm had a huge impact on me, it was my only refuge.
I loved to be outside with plants and animals, climbing trees and playing in the creek.*

Thank you for offering this magical space to me."

Jenny Day — Former Children's Program Participant



Restore the ecological integrity of the watershed that traverses the property.

The seasonal creek that runs through the farm is a laser straight ditch developed with pipe and wire revetment when the land around us was developed. We plan to remove the pipe and wire and re-establish a meandering creek zone complete with rocks and native plant vegetation along its full length. The current ditch floods on a regular basis, with this restoration we hope to slow the velocity of the flow and allow the water to spread and sink supporting water table recharge and reducing downstream flooding. These improvements will also provide much needed native plant habitat for creatures large and small.

"I've had a long relationship with this land and with many of the people who have passed through here. We need to honor this place, but we also need to honor all those whose hands helped plant, cultivate, and harvest, and all those who worked to protect it. I was part of the past here, but I'm especially happy to help rebuild Fairview Gardens for the future."

Cesar Gomez — Farmworker



Create a long-range sustainability plan.

This detailed long-term plan will encompass crops, infrastructure, operations, and programming. It will include a farm management manual and monitoring mechanisms to provide a solid roadmap for the future.

Create an endowment fund.

In order to provide a buffer to the economic fluctuations of farming, educational programming, and annual fundraising, we have included an endowment fund in the broader campaign to help stabilize the organization's programs and activities. Reflecting on our long history providing unique farm and food programming for Southern California and beyond, we have realized the critical importance of creating a fund that will insure greater financial resilience for the organization. The interest generated from this fund is not intended as a replacement for farm and program income, but it will provide real concrete economic insurance for the organization going forward.

"A revitalized Fairview Gardens provides the rare opportunity to learn from the past, improve on the present and dream for the future."

Judy Stapelmann — Campaign Co-Chair

Who We Are

Campaign Chairs

Jeff & Susan Bridges
Judy Stapelmann

Board of Directors

Peter Schuyler
Geoff Green
Bill Terre

Advisory Board

Yvon Chouinard
Alice Waters
Wes Jackson
Anthony Rodale
Jeff Bridges

Founder & Interim Executive Director

Michael Ableman

Endorsers



"It is a privilege and an honor to be back on land that I farmed for over two decades. The agricultural model we created so many years ago was an early inspiration for the new agrarian movement that is taking hold today. Now we have the opportunity to create a new vision; one that addresses some of the most pressing challenges of our time."

Michael Ableman — Farmer, Author, Founder of the Center for Urban Agriculture at Fairview Gardens



Campaign Goals & Funding Needs

A Climate Resilient Agricultural Model	\$875,000
Model Net-Zero Energy Consumption	\$200,000
Restore the Historic Farmhouse	\$2,750,000
Construct a Service Barn	\$3,500,000
Rebuild the Roadside Retail Store	\$1,250,000
Develop a Teaching Garden for Urban/Suburban Residents	\$50,000
Build a Dynamic Interactive Kids Garden	\$275,000
Restore the Farm's Watershed	\$250,000
Create a Long-Range Sustainability Plan	\$50,000
Create an Endowment Fund	\$5,800,000
Total Campaign Goal	\$15,000,000



How You Can Help

To make or pledge a donation, schedule an in-person meeting and tour of the farm, or to connect us with someone else in your network who would have the interest and ability to donate, please contact Taylor Herren at 661-303-4263 or taylor@fairviewgardens.org

Mailing Address: 598 N Fairview Ave., Goleta CA, 93117

The Center For Urban Agriculture at Fairview Gardens (CUAFG) is a 501 C3 non profit organization.

Tax ID: 93-1213893

Naming Opportunities

We are offering the opportunity for major donors to attach a family or other name to any of the buildings or components of our plan by pledging a significant donation to that element of the plan.

"Fairview Gardens has been at the forefront, leading the way for five decades. The farm, as a world-class model, is a Santa Barbara County icon, so critical to our future that its latest forward-thinking vision deserves all of our support"

Jeff Bridges — Actor, Campaign Co-Chair



Projected Timeline

Conditional Use Permit Issuance • Summer 2024

Building Permits Issuance • Spring 2025

Climate Resilient Farm Planting • Spring 2025

Energy Installations • Spring 2026

Teaching Garden Installation • Spring 2026

Interactive Kids Garden Installation • Spring 2026

Service Barn Construction Complete • Summer 2026

Retail Store Construction Complete • Summer 2026

Capital Campaign Completed • Fall 2026

Watershed Restoration • Fall 2026

Restoration of Historic Farmhouse Complete • Fall 2027



FAIRVIEW GARDENS

A FARM FOR THE FUTURE



*"Fairview Gardens farm is a landmark, a source of comfort
to all of us who love good farming and good food."*

Wendell Berry — Author, Farmer, Poet, Essayist