



CERRI SITE

Adaptive Reuse Design Process

Background

- City has been considering options for the former Cerri Site (also known as the Purity Building) since the site was acquired in 2004
 - ▣ Initially purchased for a surface parking lot
- Many different concepts have been considered
 - ▣ Demolition of the existing structure for surface parking
 - ▣ Renovating and adapting the structure for multiple uses
 - Carducci concept
 - Cohen/Worden concept
- The project stalled in the late 2000's due to the recession and the subsequent dissolution of the Redevelopment Agency
- Draft FY15/16 includes \$1,527,000 for design and construction of adaptive reuse

Cerri Site Photo Tour



Cerri Site Photo Tour



Cerri Site Photo Tour



Cerri Site Photo Tour



Cerri Site Photo Tour



Cerri Site Photo Tour



Cerri Site Photo Tour



Cerri Site Photo Tour



Cerri Site Photo Tour



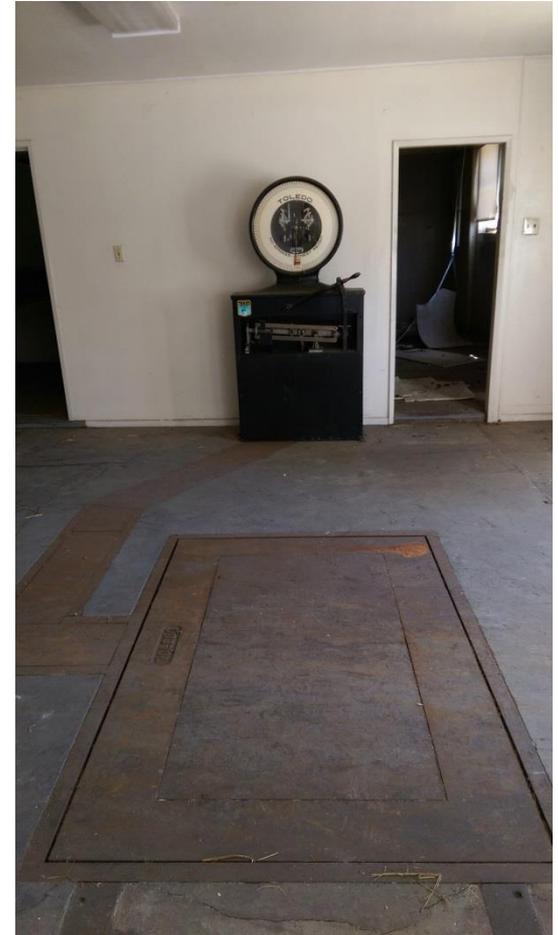
Cerri Site Photo Tour



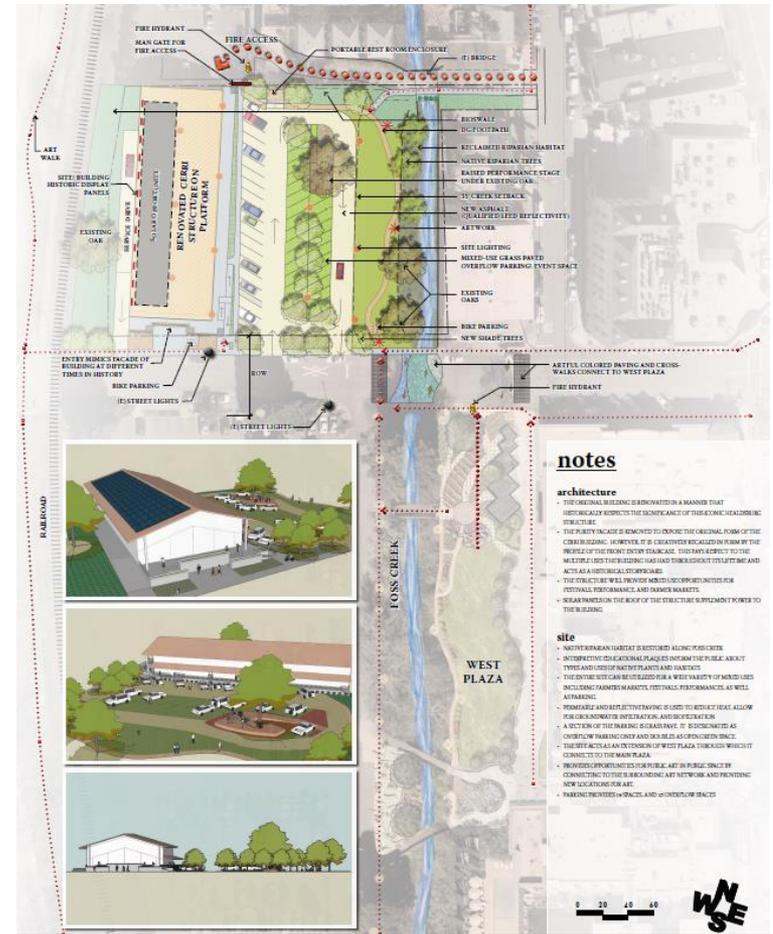
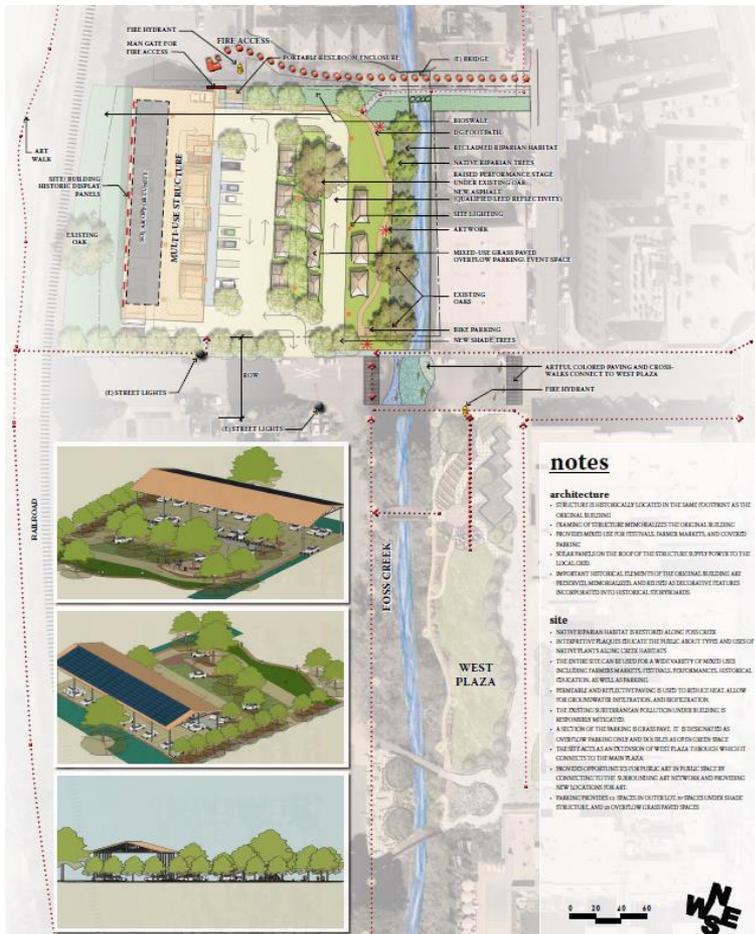
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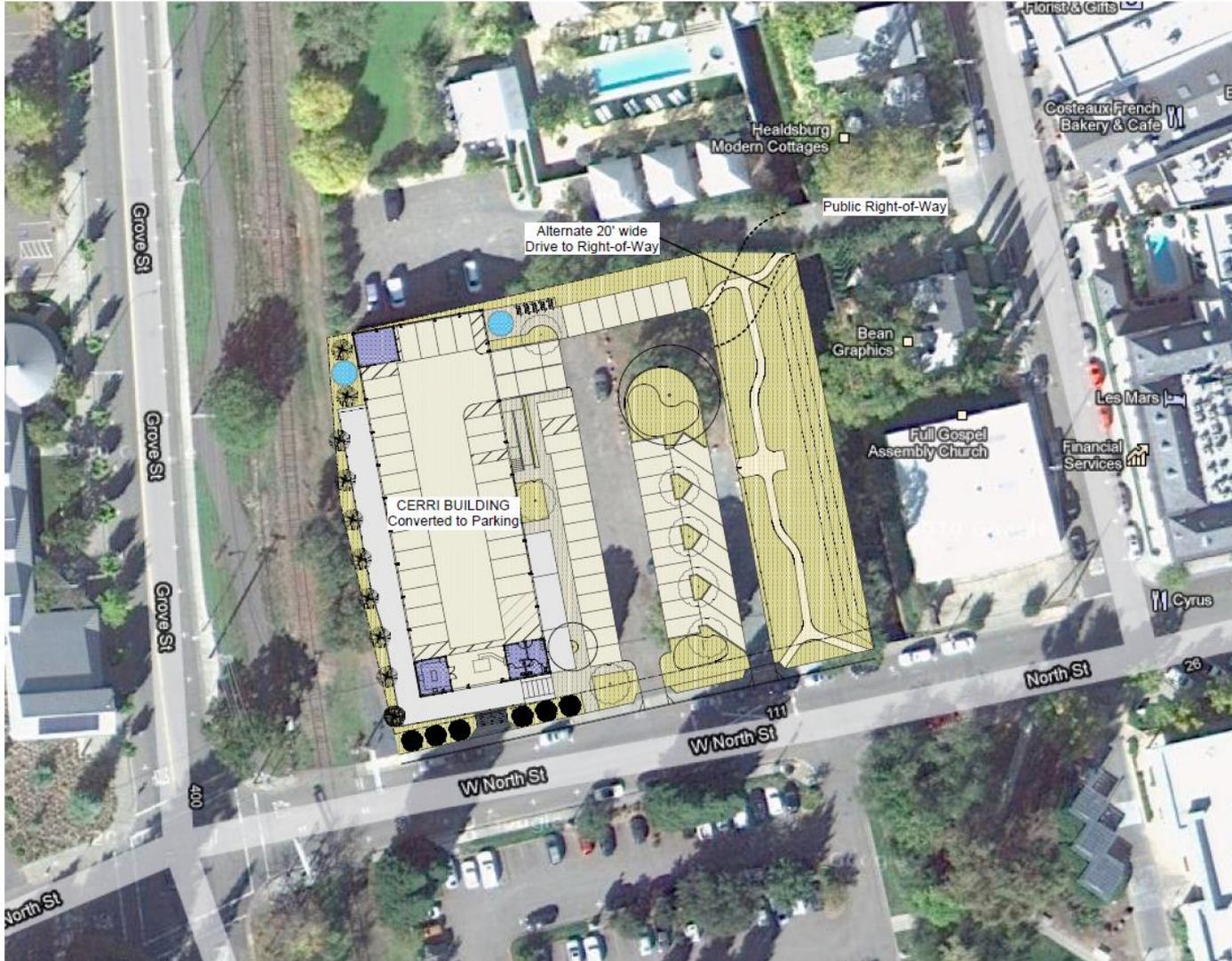
Cerri Site Photo Tour



Carducci Concept



Cohen/Worden Concept



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CERRI BUILDING
111 W NORTH STREET, HEALDSBURG, CA 95448

0' 5' 10' 20' 30'
SCALE:

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SITE PLAN
A0

Cohen/Worden Concept



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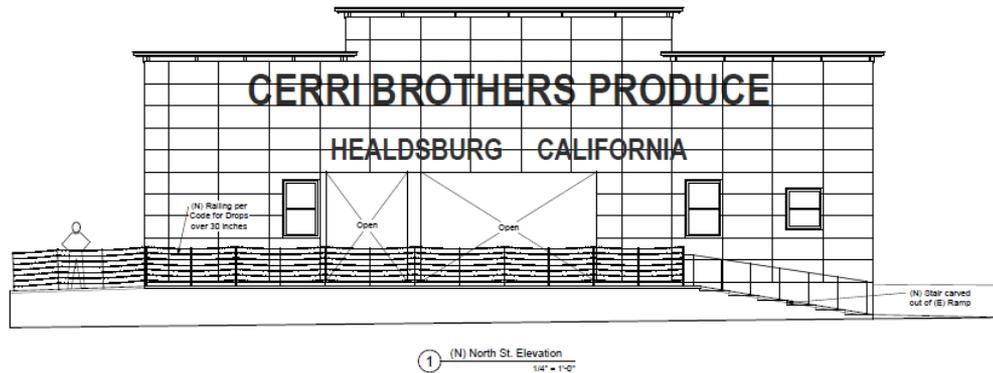
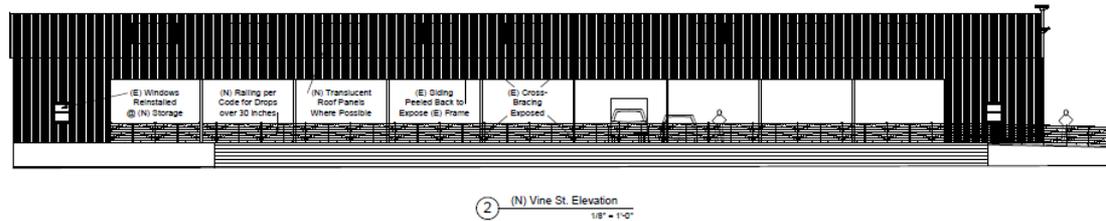
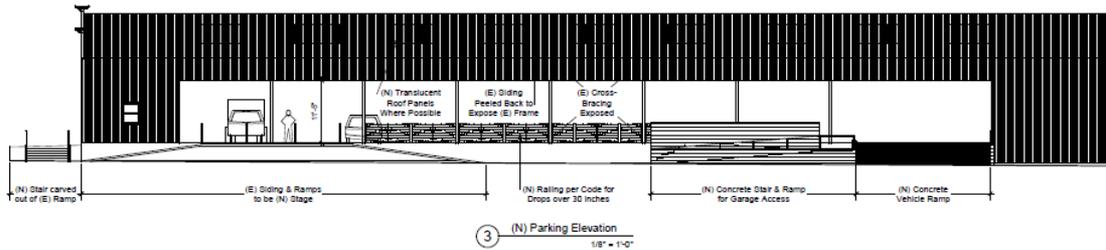
0' 5' 10' 20' 30'

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SITE PLAN
A1

Cohen/Worden Concept



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ELEVATIONS
A2

Discussion

- Three alternatives to move the project forward in the Schematic Design stage:

Alternative 1: Implement Cohen/Worden concept design by working with TLCD Architecture

- ▣ Meet with Farmers Market for programmatic needs input
- ▣ Public Forum to present schematic design
- ▣ City Commissions and City Council

Discussion

- Three alternatives to move the project forward in the Schematic Design stage:

Alternative 2: Two Tracks (TLCD Architecture)

- ▣ Track 1: Schematic Design using Cohen/Worden concept
- ▣ Track 2: More robust community engagement process to compare and contrast other opportunities – *could* result in different schematic design

Discussion

- Three alternatives to move the project forward in the Schematic Design stage:

Alternative 3: Issue open RFP/RFQ process

- ▣ Would reopen the entire process and start over at the beginning

Recommendation

- Alternative 2: Two Tracks (TLCD Architecture)
 - ▣ Track 1: Schematic Design using Cohen/Worden concept
 - ▣ Track 2: More robust community engagement process to compare and contrast other opportunities
- Significant public input occurred in 2000's – don't need to be redundant
- Five years has passed; allows us to check back in with the community to deliver highest and best adaptive reuse

Questions/Direction

