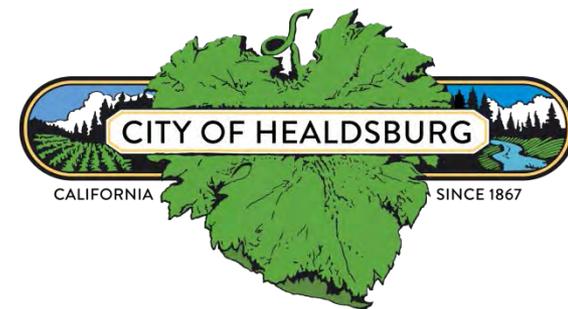


CITY OF HEALDSBURG

Parks and Recreation Commission

May 11, 2016



1. Call to Order

Roll Call

Pledge of Allegiance

Changes (Deletions) from Agenda



2. Public Comments

Receive Public Comments

This time is set aside to receive comments from the public regarding matters of general interest not on the agenda, but related to Commission business. Pursuant to the Brown Act, however, the Commission cannot consider any issues or take action on any requests during this comment period.



3.a. Cerri Site

Receive an update on the Cerri Site Adaptive Reuse redevelopment project and next steps



Topics

- Work to Date
- Property History
- Background on the project and recent City Council direction
- Environmental Site Assessment
- Three Design Options
- Next Steps
- Comments, Q & A



Work to Date

Historical

Redevelopment has been considered by the City Council since shortly after the site was acquired in 2004:

- February 2007: Remove the existing structure, retain the façade (possibly with a shade structure), and construct a public parking lot.
- August 2009: Remove the existing structure and implement the Carducci & Associates plan to construct a shade structure with public parking.
- May 2011: Implement the Cohen-Worden plan to retain parts of the existing structure to be used for parking and outdoor events.

Public opinion about retaining the structure prompted reconsideration of the 2007 proposal, while the dissolution of Redevelopment Agency by the State ultimately brought the project to a standstill in 2012.



Recent

2015-Jan 2016

City Council

*City Council direction on design
City Council direction on ESA
City Council Update*

February

Focus Groups

*Farmers Market; Friends of the
Farmers Market; Arts;
Downtown Businesses*

March 3

Public Open House #1

April

Focus Groups

*Farmers; Downtown Event
Organizers*

May 4

Public Open House #2

May 11

Parks & Recreation Advisory Commission (update)

May 16

City Council (update)

Summer (TBD)

Parks & Recreation Cms, City Council

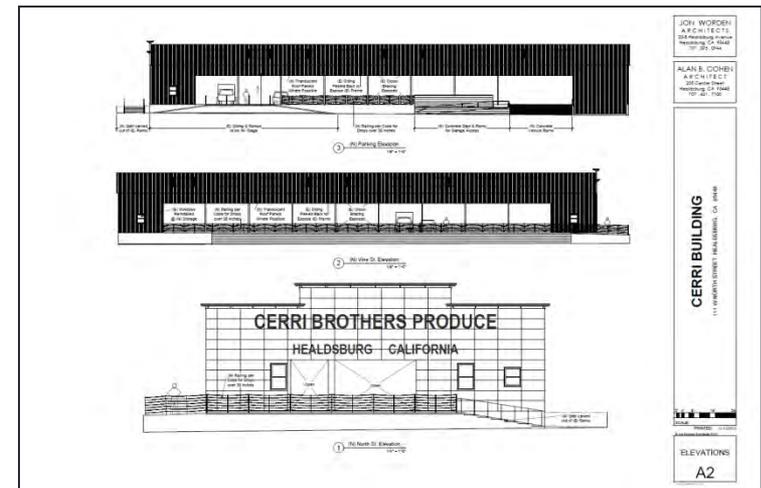
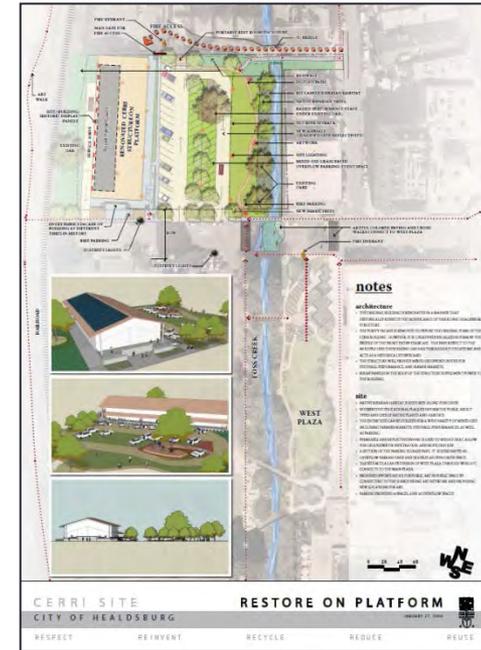
Property History

- Initial development of the property occurred prior to 1920 – residential
- Early 1920's: Cerri Family purchased the site, moved the residence, and constructed the existing structure for use as a produce distribution warehouse
- 1930's: Cerri family went bankrupt and building was purchased for fruit and nut packing and distribution
 - Rosenberg Brothers & Company
 - Del Monte
- 1970's: Purity Chemical Products purchased the warehouse for fertilizers, herbicides, and pesticides
- 2004: City purchased the property



Prior Work by City

- Initial focus for site: demolition of building for parking
- Public concern about demolishing the building
 - Different concepts were considered (Carducci; Cohen/Worden; others)
- The project stalled in the late 2000's due to the recession and the subsequent dissolution of the Redevelopment Agency
- FY15/16 City CIP includes \$1,527,000 for redevelopment design and construction



Current City Council Direction

- Parking
- Home of the Farmers Market
- Space for Community Events and Activities
- Schematic Design Option 1: Retain Existing Building and Repurpose
- Schematic Design Option 2: Remove Existing Building Reconstruct Parking with Shade Structure(s)
 - **NEW:** Two options, modern and agrarian

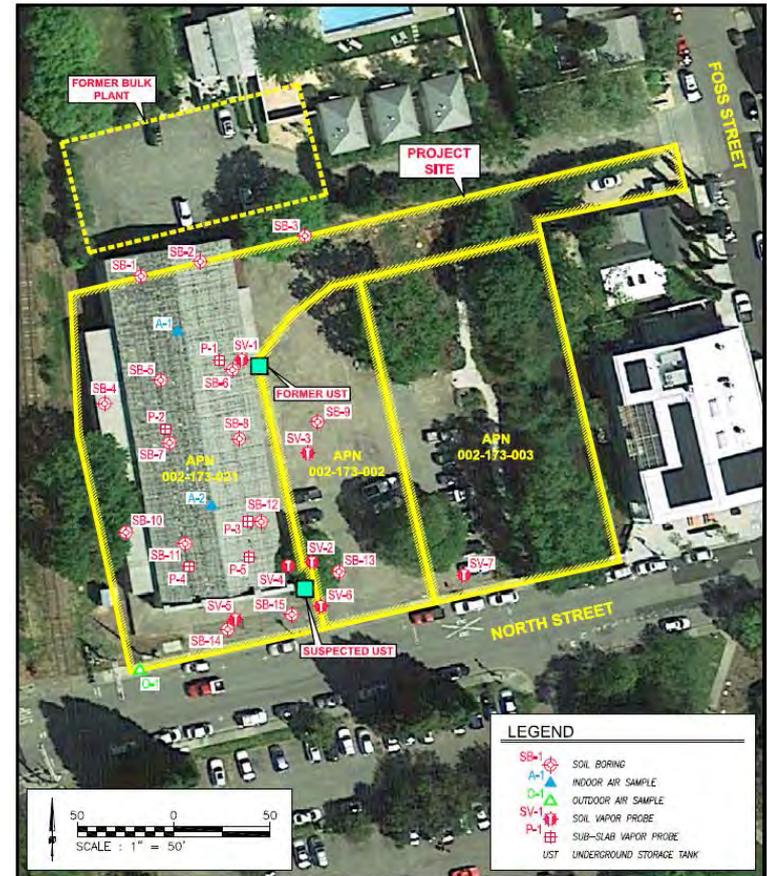


Environmental Site Assessment

City entered into agreement with EBA Engineering to conduct Phase 1 and Phase 2 Environmental Site Assessments

Results are relatively good:

- Previously documented underground storage tank leak on NE corner of building; majority of site cleaned (*Leave as is if building remains.*)
- Discovered new underground storage tank leak on SE corner of building. (*Relatively small area; voluntary cleanup proposed.*)
- Low levels of copper and lead on concrete slab inside building. (*Can be mitigated through cleaning and design engineering.*)



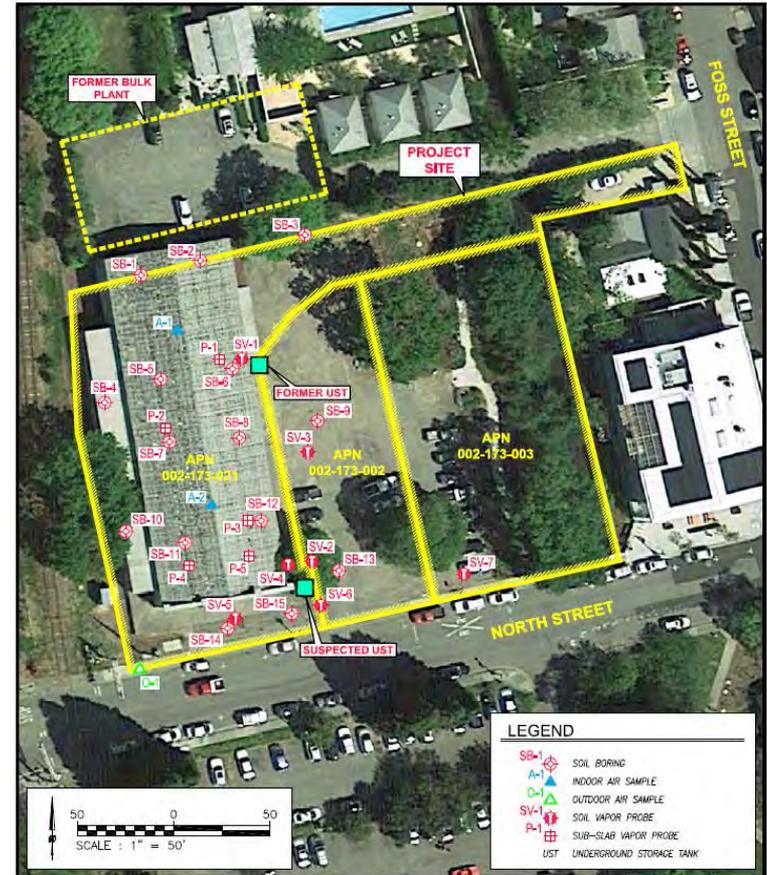
SITE MAP
 CERRI SITE
 3, 9 & 15 NORTH STREET
 HEALDSBURG, CALIFORNIA

FIGURE
4
 15-2212

Environmental Site Assessment

Results (continued):

- Detected tetrachloroethylene (PCE) in soil vapor on SE corner of building. Not uncommon in Healdsburg. (*Underground storage tank cleanup will remove most of the PCE vapor source. Engineering control will be recommended for slab if building is retained.*)
- No ground water contamination on the site.



SITE MAP
CERRI SITE
3, 9 & 15 NORTH STREET
HEALDSBURG, CALIFORNIA

FIGURE

4

15-2212



Design Option 1 – Renovate and Repurpose

- Retains existing building, renovates, and repurposes; constructs new exterior parking
- Parking: 33 outside, 24 inside (at discretion of City); total 57
- Solar: limited due to load capability of existing structure
- Amenities
 - Catering kitchen
 - Restrooms
 - Storage
- Capacity: ~775 people



Design Option 1 – Renovate and Repurpose





Design Option 1 – Renovate and Repurpose



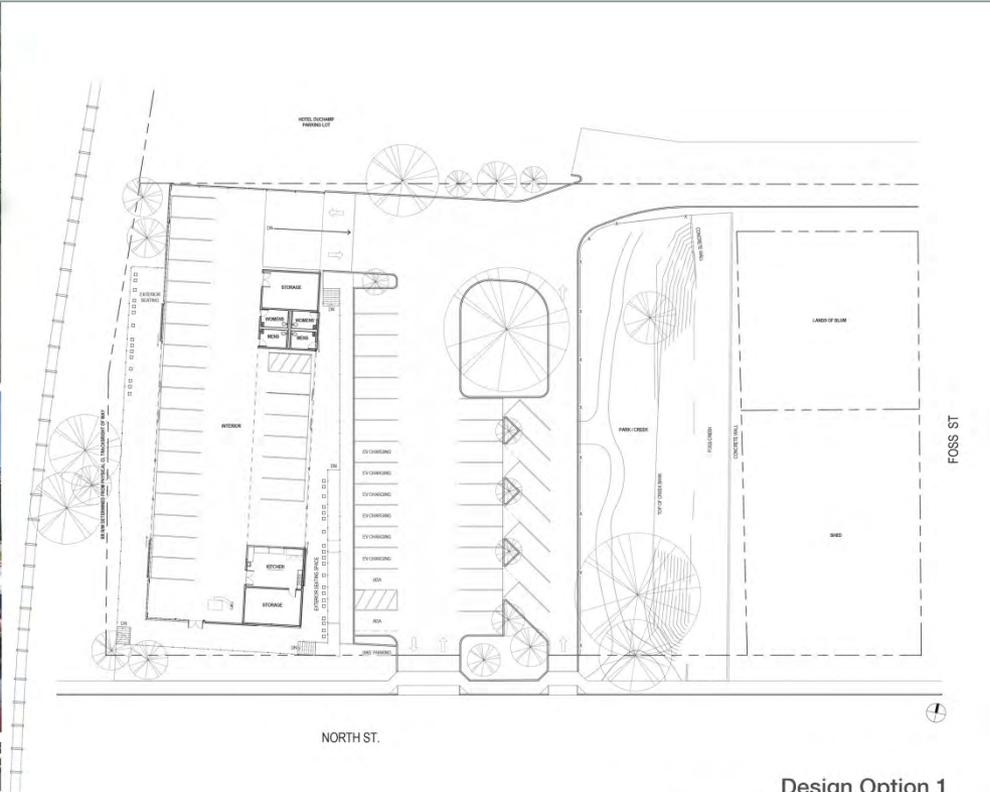


Design Option 1 – Renovate and Repurpose





Design Option 1 – Renovate and Repurpose



Design Option 1

Adaptive Reuse Construction of 1920's Era Building

- Building Area 11,600sf Interior 2,400sf Exterior
- Parking Totals 33 Outside 24 inside
- E.V. Charging Stations (6)
- Potential PV Area N/A
- Cold Kitchen Area 400sf
- Restrooms (4)



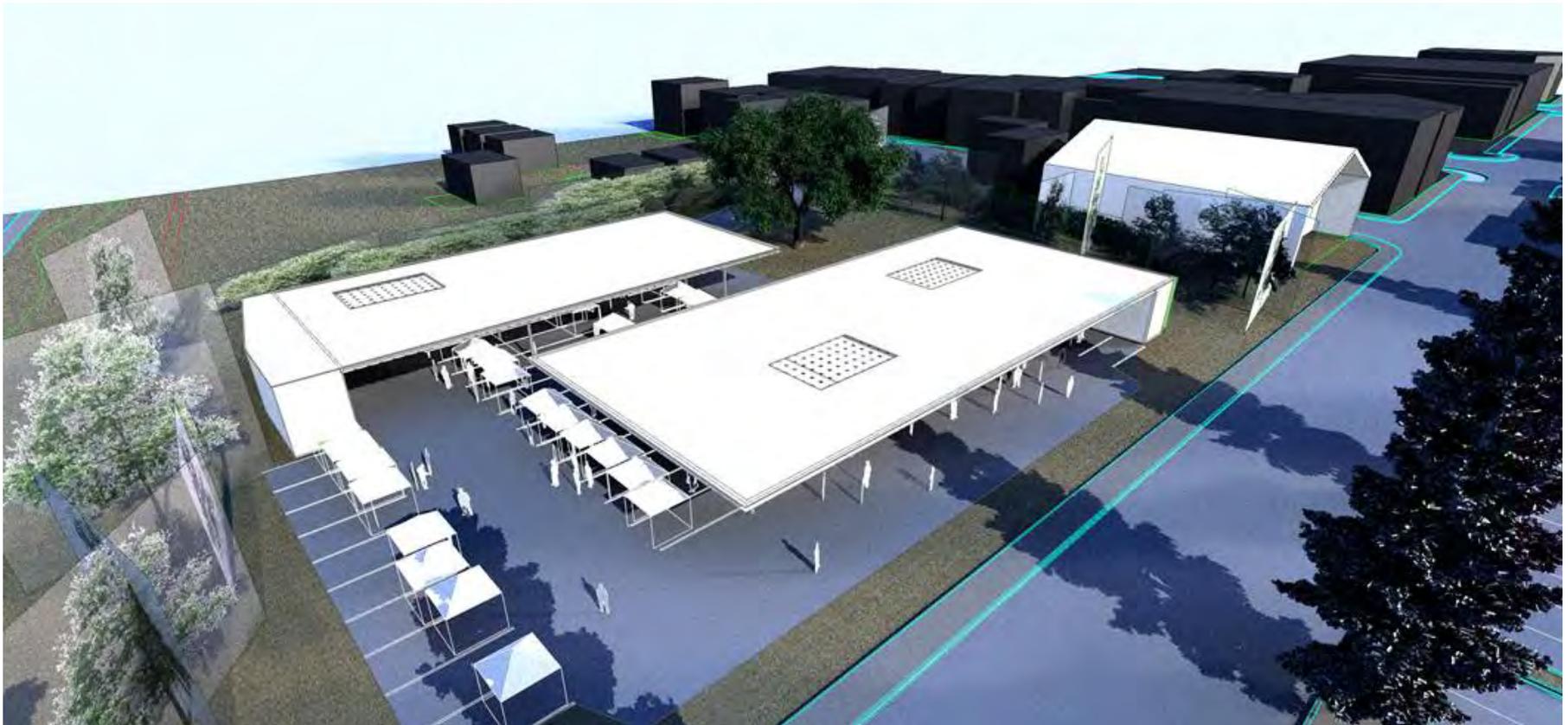


Design Option 2 – Remove and Reconstruct (Modern Context)

- Removes existing building, constructs new parking and shade structure
- Parking: 77
- Solar: maximizes (~16,600 sq feet)
- Amenities
 - Catering kitchen
 - Restrooms
 - Storage
- Capacity: ~1,100 people



Design Option 2 – Remove and Reconstruct (Modern Context)





Design Option 2 – Remove and Reconstruct (Modern Context)



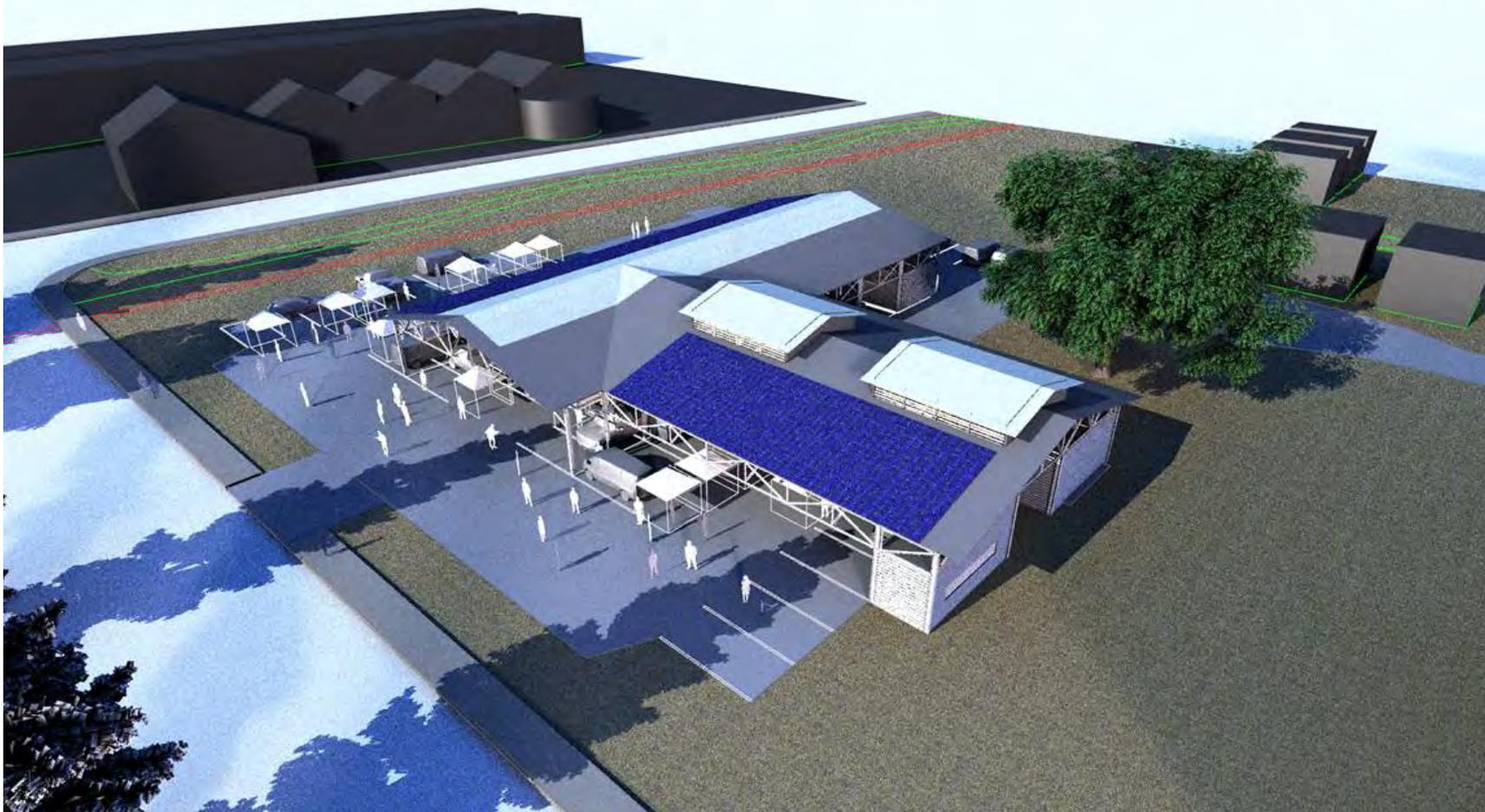


Design Option 3 – Remove and Reconstruct (Agrarian Context)

- Removes existing building, constructs new parking and shade structure
- Parking: 70
- Solar: some (~4,050 sq feet)
- Amenities
 - Catering kitchen
 - Restrooms
 - Storage
- Capacity: ~870 people



Design Option 3 – Remove and Reconstruct (Agrarian Context)



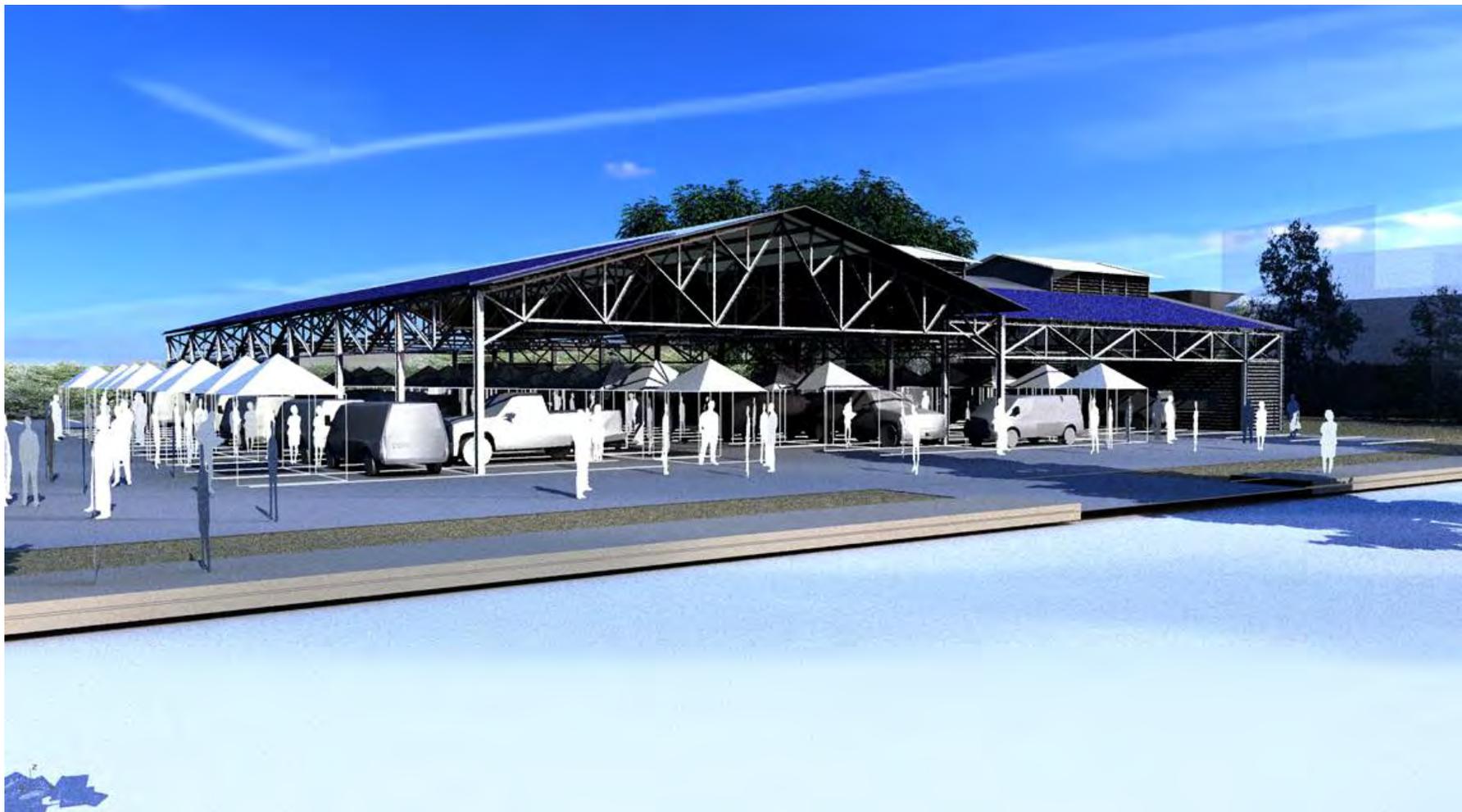


Design Option 3 – Remove and Reconstruct (Agrarian Context)



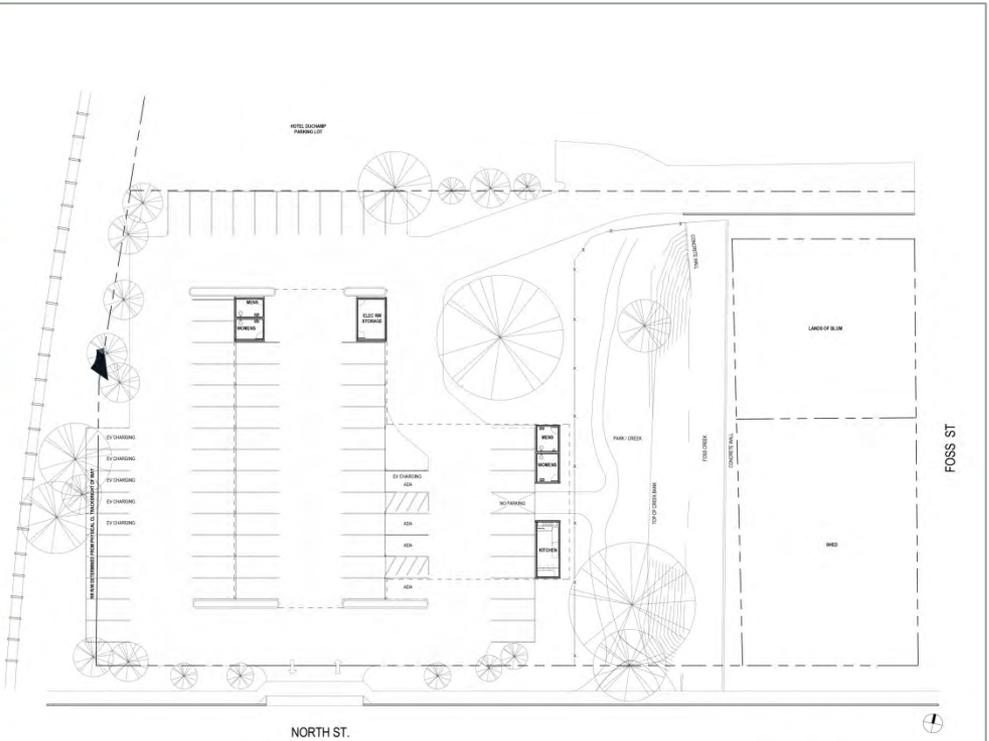


Design Option 3 – Remove and Reconstruct (Agrarian Context)





Design Option 3 – Remove and Reconstruct (Agrarian Context)



Design option 3
New Construction

- Shaded Area 13,000sf
- Parking Totals 70 Stalls 10 in Railroad Right of Way
- E.V. Charging Stations (6)
- Potential PV Area 4,050sf
- Cold Kitchen Area 200sf
- Restrooms (4)





Feedback Themes

- Parking is a major concern for the downtown area and needs to be a core function of the site.
- The Farmers Market is in favor of removing the building and constructing a new surface parking lot with agrarian shade structure (option 3).
 - Saving the building has limitations for the functionality of the market due to setup, takedown, and space limitations inside the building, as well as providing the smallest parking configuration overall.
 - Saving the building limits expansion opportunities for the Market in the future.



Feedback Themes

- Many community members are in favor of Option 1.
 - Concern about the number of old buildings that have been demolished for new construction.
- Overall, the community has strong support for the Farmers Market.
 - Ways to modify the design to work better for the Farmers Market?
 - Stadium style steps between the building and the parking lot?
Closing North Street during the Farmers Market for additional space.



Feedback Themes

- There is a strong desire to enhance the connectivity and use of the Wentzel Garden as part of this project.
- There is a strong interest in incorporating solar into the project.

*There is not unanimous support for any one approach.
Public opinion is varied.*



Next Steps

- Assembling Project Information
 - Cost estimates
 - Operating comparison matrix
 - Operating costs and revenue
 - Complete public feedback record
- Future Action (Summer 2016, Date TBD)
 - Parks and Recreation Commission Recommendation
 - City Council decision/direction



Questions/Comments/More Information

<http://www.cityofhealdsburg.org/696/Cerri-Site-Purity-Building>



3.b. 2016 Commission Proposed Goals

Commission discussed goals
in March and April

Requested City Council goals
for review

Modify and adopt proposed
goals

1. **Ensure Relevancy**
 - a. Review the Commission's charge, discuss roles and responsibilities with the Council, and update the ordinance that established the commission as needed
 - b. Establish a subcommittee process to ensure the Commission is involved in project planning and delivery
 - c. Actively engage in City planning initiatives such as the capital improvement program

2. **Provide Leadership for Projects**
 - a. Complete the Parks and Open Space Master Plan Update
 - b. Complete the Fitch Mountain Management Plan
 - c. Complete the Saggio Hills Park design process
 - d. Complete the Community Center Synthetic Turf design process
 - e. Complete the Cerri Site schematic design process
 - f. Participate in the Recreation Park turf replacement planning
 - g. Initiate a conversation about the importance of - and accessibility to - the Russian River for the community

3. **Foster and Enhance our Community Services**
 - a. Study, propose, and implement service changes and enhancements
 - b. Work to enhance our partnerships
 - c. Develop a cost recovery model
 - d. Explore alternative funding options



4.a. Subcommittees

Commission has historically used subcommittees to work on projects

Request to reestablish subcommittees

Staff suggests a slightly different approach – standing subcommittees

No more than three members

Meetings more informal; frequency TBD

Staff liaisons



Parks and Facilities Subcommittee (Staff Lead: Mark Themig)*

Saggio Hills Park
 Community Center Synthetic Turf
 Recreation Park Outfield Turf Replacement
 Parks and Open Space Plan
 Community Center Redevelopment
 Healdsburg Unified School District

Open Space Subcommittee (Staff Lead: Jaime Licea)*

Fitch Mountain Management Plan
 Fitch Mountain Development
 Healdsburg Ridge Transfer (if needed)

Partnership Subcommittee (Staff Lead: Elizabeth Haskell)

Tayman Group (Villa Chanticleer and Golf Course)
 Healdsburg Center for the Arts/Arts Programs (future?)
 Other Partnerships?

Services and Funding Subcommittee (Staff Lead: Katie Gauntlett)

Programs and Services
 Alternative Funding Mechanisms
 Cost Recovery Model

**Could combine subcommittees*

4.b. Community Conversations

Commission discussed holding neighborhood park meetings

City has been holding community conversations for the past year; many are held at parks

Team up with City-wide effort in lieu of creating separate meetings?



Wednesday, February 24

River Communities (80 residents attended)

Wednesday, May 25, 6pm

Summer's Market, Neighborhoods in Area #3

Thursday, July 14, 6pm

The Plaza, Neighborhoods in Area #4

Thursday, September 15, 6pm

Byron Gibbs Park, Neighborhoods in Area #2

5. Information and Report of Community Service Activities

School District Facility Planning
Process

Saggio Hills/Community Center
Master Plan Process Update

Fitch Mountain Management Plan
Process

Other

Information only



6. Commission Reports on Matters of Interest

Information only



7. Future Agenda Items

Affiliation Agreement

Saggio/HCC Master Plan

School District Facility Planning
Process

Sonoma County Integrated Parks
Plan

Discussion and Direction



8. Adjourn

