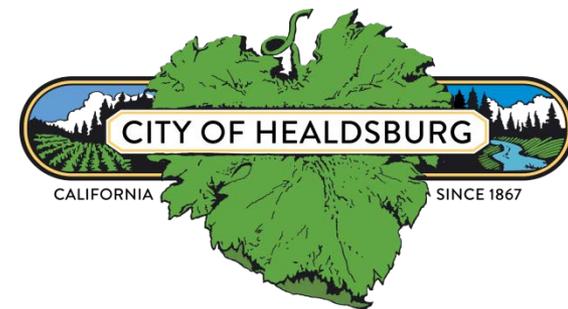


CITY OF HEALDSBURG

Parks and Recreation Commission

July 27, 2016



1. Call to Order

Roll Call

Pledge of Allegiance

Changes (Deletions) from Agenda

Approval of Minutes

April 13, 2016

May 11, 2016



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. Special Event Applications

a. Pinot on the River

Review, comment and by motion, make a recommendation to approve or deny request to serve alcohol from the Boys and Girls Clubs of Central Sonoma County at the annual Pinot on the River Wine Tasting Festival in Plaza Park on Sunday, October 23, 2016.



4.a. Cerri Site

Review, and by motion, make a recommendation to the City Council on the proposed redevelopment of the Cerri Site.



Topics

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



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

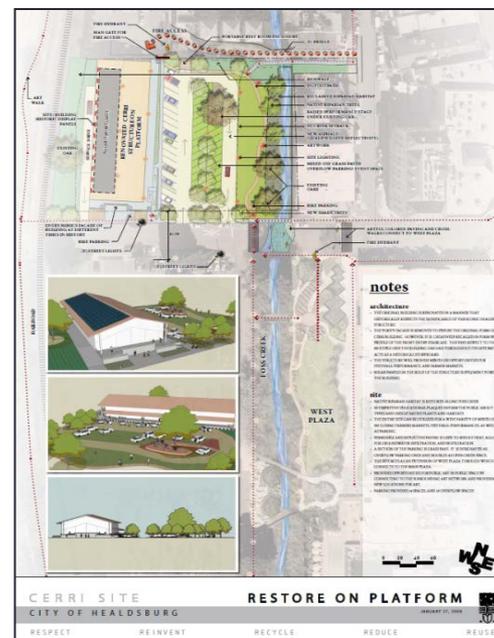


Work to Date

Past Redevelopment Efforts

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

- 2006: RDA Board considered five options; directed additional research
- 2007: RDA Board directed design review process to remove the existing structure, retain the façade (possibly with a shade structure), and construct a public parking lot. (Explore partner with Farmers.)
- 2008: Parks and Recreation Commission public process in response to concerns about an event area to relieve pressure at the Plaza
- 2009: Carducci concepts: Restore on Platform/Restore on Grade.
 - Planning Commission : Neither option supported; preferred elements of historic use
 - City Council: Interim parking; restore on grade preferred; hold on design until funding secured

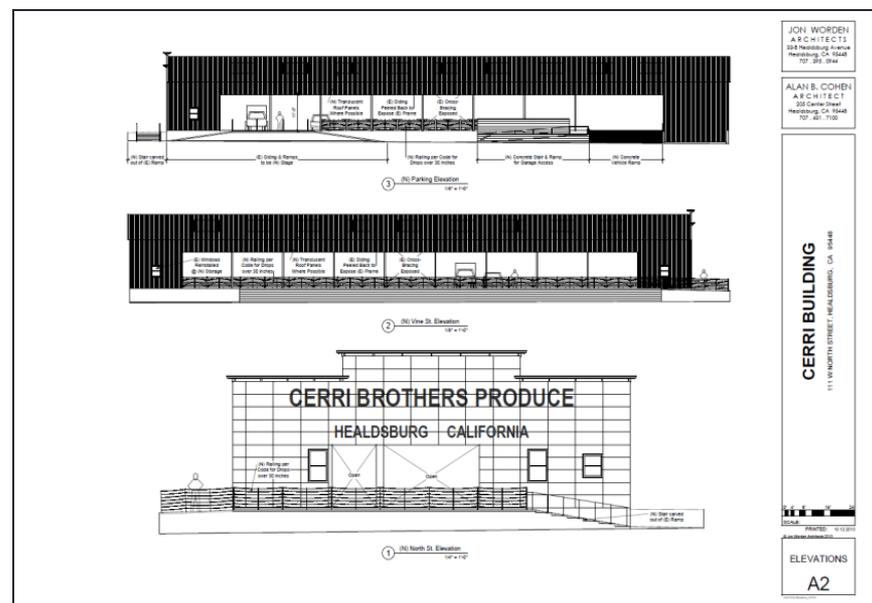


Work to Date

Past Redevelopment Efforts

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

- 2010: Public discussion continued. Cohen-Worden developed revised concept.
- 2011: City Council directed staff to prepare a report and presentation based on Cohen-Worden plan to retain parts of the existing structure to be used for parking and outdoor events.
- 2011: State of California's efforts to dissolve RDA's underway.
- 2012: RDA's dissolved. Property went through screening process to determine if property was used for government purposes. Ultimately transferred to City
- 2011-2014: Work on redeveloping the property ceased.



Work to Date

Current Redevelopment Project

2015-Jan 2016	City Council <i>City Council direction on design</i> <i>City Council direction on ESA</i> <i>City Council Update</i>
February	Focus Groups <i>Farmers Market; Friends of the</i> <i>Farmers Market; Arts;</i> <i>Downtown Businesses</i>
March 3	Public Open House #1
April	Focus Groups <i>Farmers; Downtown Event</i> <i>Organizers</i>
May 4	Public Open House #2
May 11	Parks & Recreation Advisory Commission (update)
May 16	City Council (update)
July 27	Parks & Recreation Coms.
August 15	City Council



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)
 - Modern and agrarian

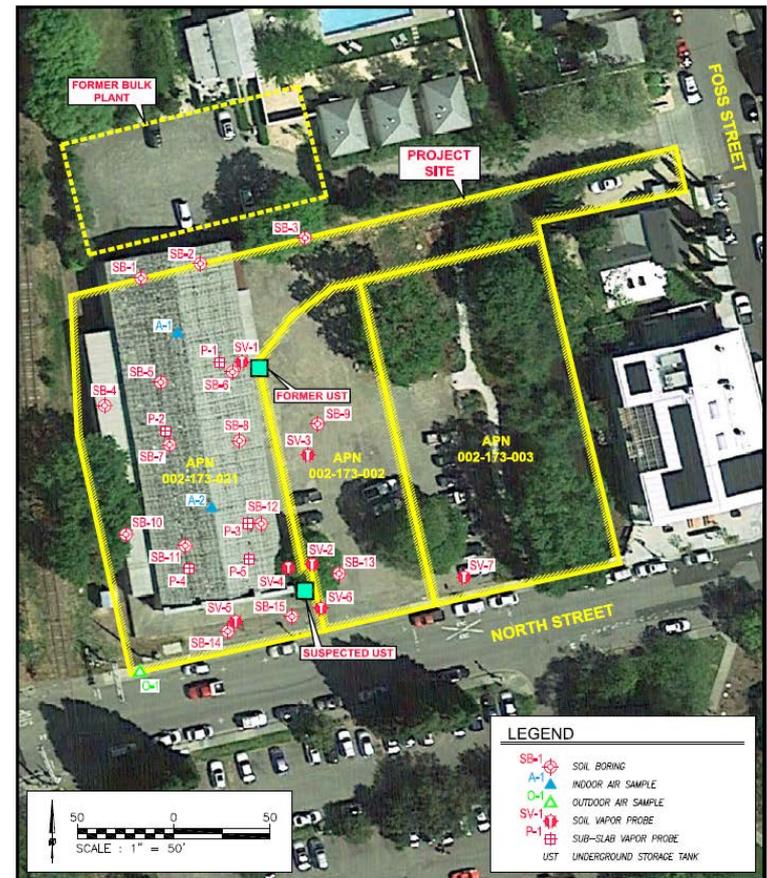


Environmental Site Assessment

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

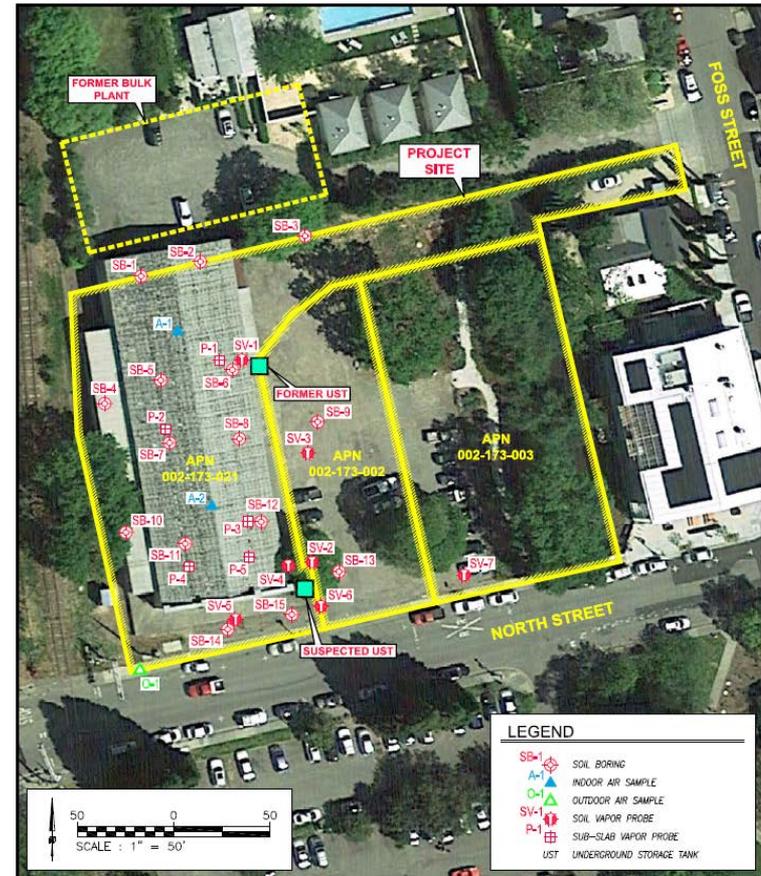
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15-2212

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

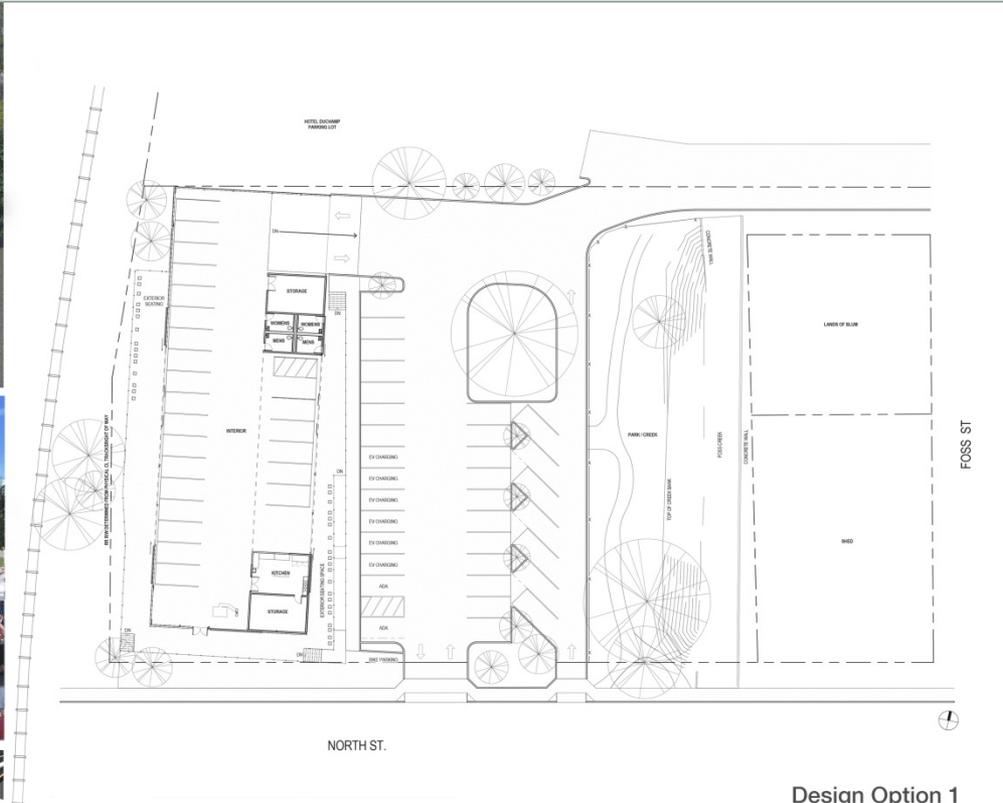


Design Option 1 – Renovate and Repurpose

- 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



NORTH ST.

FOSS ST

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 1 – Renovate and Repurpose



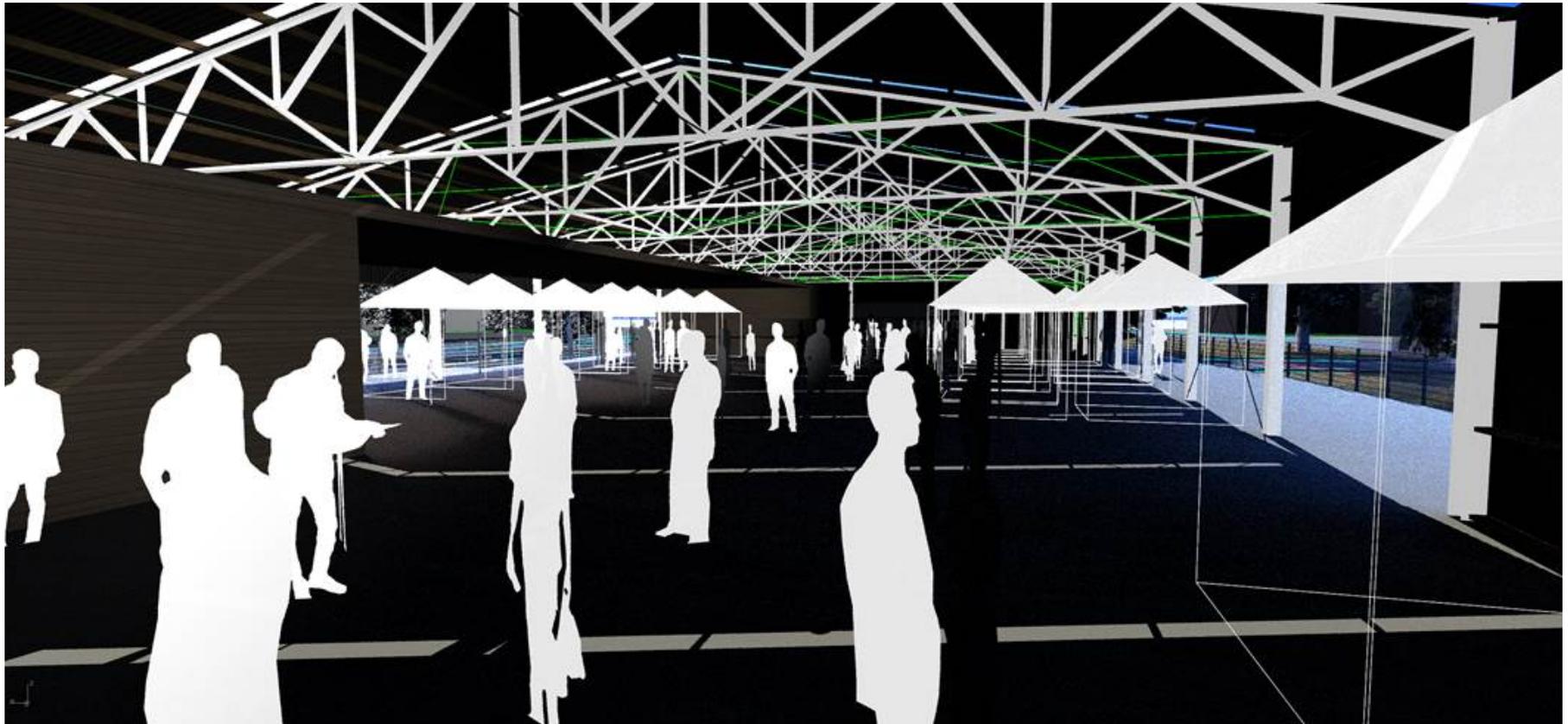


Design Option 1 – Renovate and Repurpose





Design Option 1 – Renovate and Repurpose





Design Option 2 – Remove and Reconstruct (Modern Context)

- Removes existing building, constructs new parking and shade structure
- Parking: 77 (10 in railroad right-of-way)
- 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)



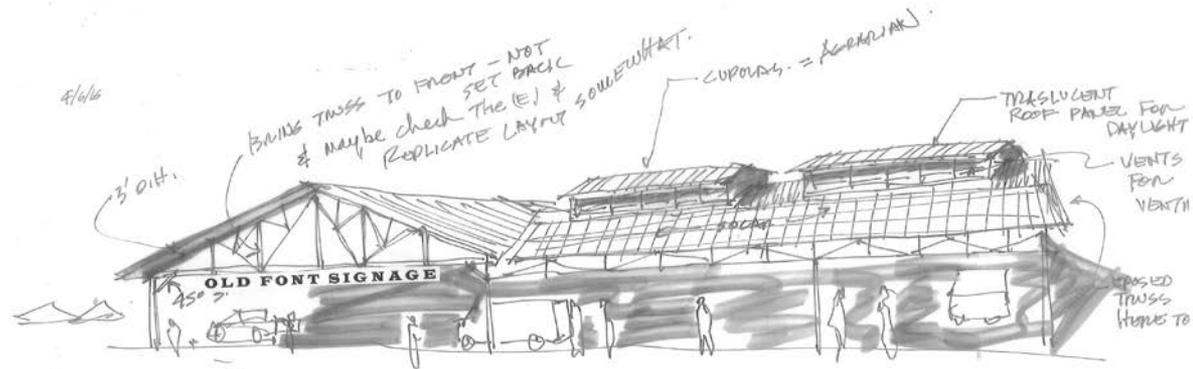
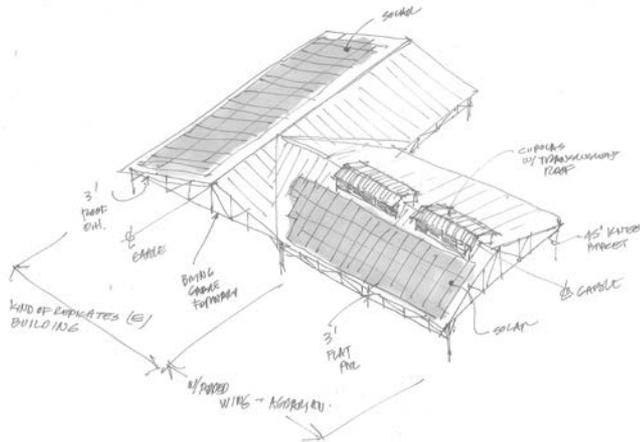


Design Option 3 – Remove and Reconstruct (Agrarian Context)

- Removes existing building, constructs new parking and shade structure
- Parking: 70 (10 in railroad right-of-way)
- Solar: some (~4,050 sq feet)
- Amenities
 - Catering kitchen
 - Restrooms
 - Storage
- Capacity: ~870 people

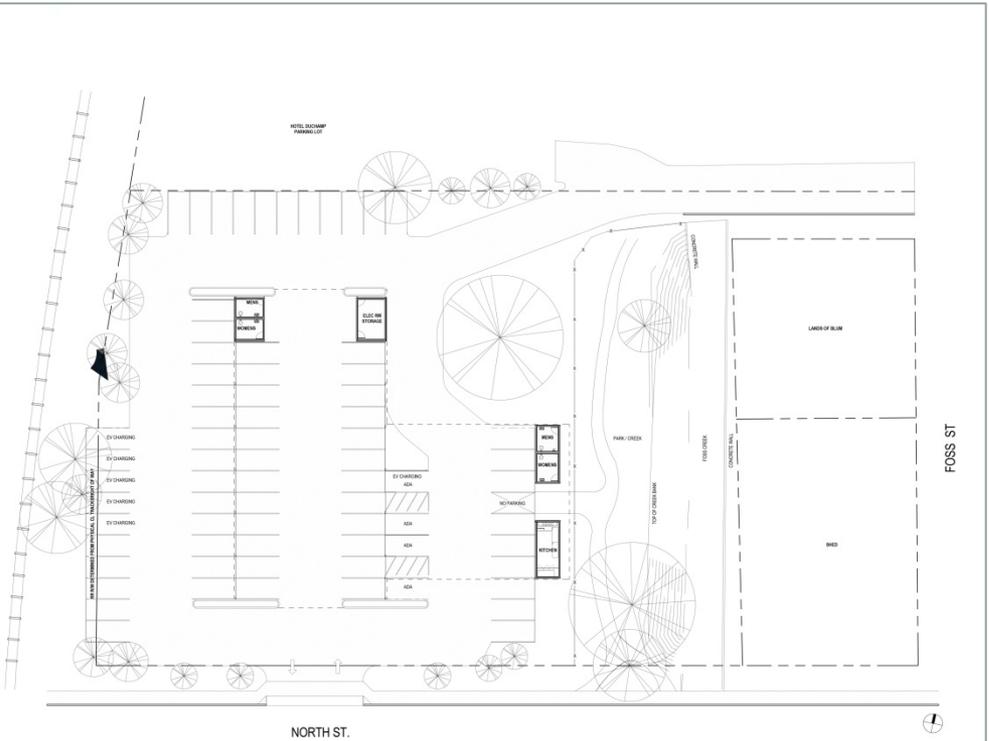


Design Option 3 – Remove and Reconstruct (Agrarian Context)





Design Option 3 – Remove and Reconstruct (Agrarian Context)



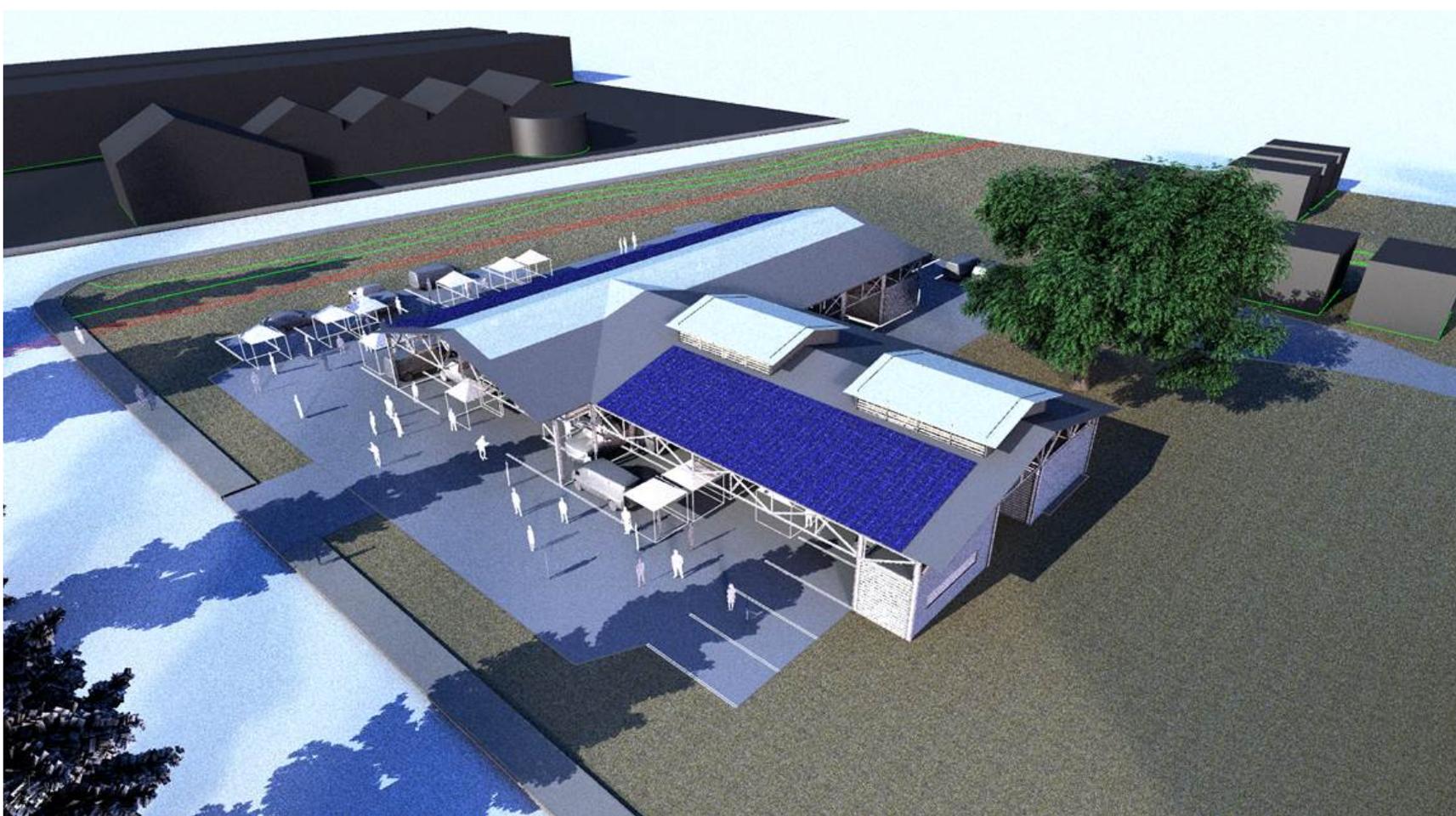
Design option 3
New Construction

- 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)





Design Option 3 – Remove and Reconstruct (Agrarian Context)



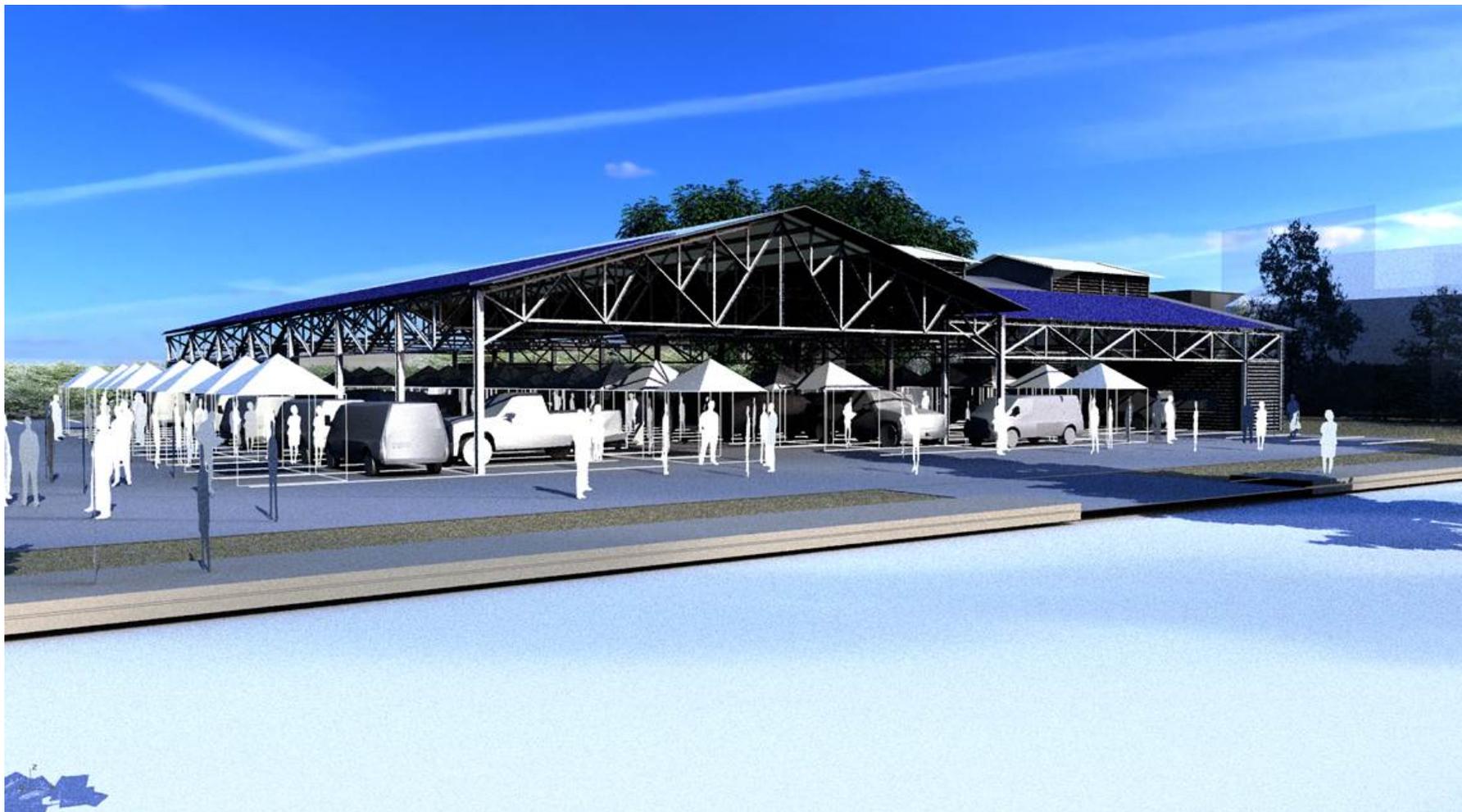


Design Option 3 – Remove and Reconstruct (Agrarian Context)





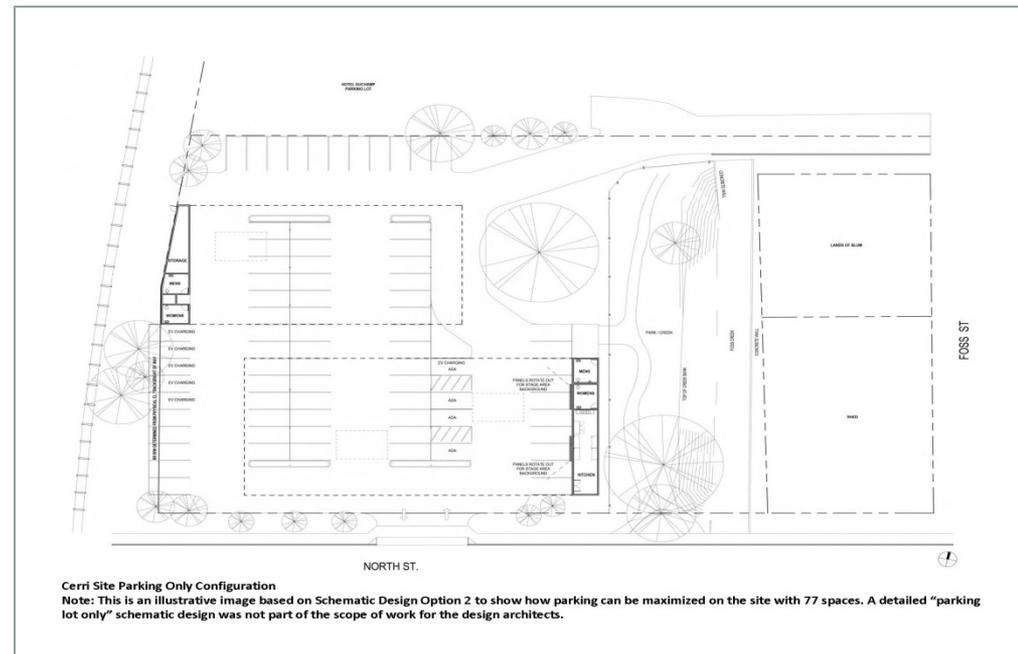
Design Option 3 – Remove and Reconstruct (Agrarian Context)





Alternative Approach – Remove and Construct Parking Only (no structure or amenities)

- Developed as part of the cost estimating
- Removes existing building, constructs new parking
- Parking similar to Option 2: 77 (10 in railroad right-of-way)
- Solar: TBD
- Amenities: None





Cost Estimates and Budget

Comprehensive Construction Estimates

- Option 1, Retain and Repurpose: \$3,089,591
- Option 2, Remove and Reconstruct (modern): \$5,303,999
- Option 3, Remove and Reconstruct (agrarian): \$5,066,250
- Alternative, Remove and Surface Parking Only: \$1,618,513

Project Budget

- FY15/16 CIP \$1,527,000



Operational Considerations – Farmers Market

Farmer's Market

- Permanent home
- Integral part of the planning process
- Currently uses West Plaza parking lot
- Evaluation of Options:
 - Conducting a market with existing structure on site poses challenges
 - Capacity
 - Single ingress/egress
 - Split location/elevation
- Prefer Option 3, agrarian themed structure



Operational Considerations – Parking

Parking Capacity

- Option 1, Retain and Repurpose: 33 surface, 24 inside structure
- Option 2, Remove and Reconstruct (modern): 77 surface (10 in ROW)
- Option 3, Remove and Reconstruct (agrarian): 70 surface (10 in ROW)
- Alternative, Remove and Surface Parking: Similar to Option 2

Parking Management

- Need to develop a management system if site is going to be used for events (all options)
- Parking gates/displays/other options?

Maintenance and Upkeep

- Option 1 with parking inside structure could pose unique challenges
- Other options = surface parking lot



Operational Considerations – Ongoing Costs/Revenue

Special Event Expenditures and Fees

- Would fall under existing special event program
- Fees cover City costs; generally no facility rental fee
- Special fee for facility use if building were retained?

Farmers Market Fees

- Special Agreement
- 5% of total revenue from previous year (\$2,464.88 for 2016)

Parking Fees(?)

- Would require more study

Ongoing Operating Costs

- Upkeep, utilities, long-term replacement costs would fall under the City's existing operations



Public Opinion

- Parking is a major concern for the downtown area and needs to be a core function of the site.
- The Farmer's Market:
 - Maximize parking for venders and customers
 - Flexibility of use of space plus ingress/egress
 - Suitability to farming-related community events
 - Prefer Option 3, agrarian shade structure
 - Not opposed to alternative approach, surface parking only
 - Encourage City to look long-term



Public Opinion

- 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?



Public Opinion

- There is a strong desire to enhance the connectivity and use of the Wetzel 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.*



Requested Action

Review, and by motion, make a recommendation to the City Council on the proposed redevelopment of the Cerri Site.

5. Commission Reports

a. Subcommittee Reports

- i. Parks and Facilities (Herrod, Tripathi, Widick)
- ii. Open Space (Birdsong, Herrod, Widick)
- iii. Partnership (Birdsong, Hyde, Tripathi)
- iv. Services and Funding (Hernandez, Hyde, Mota)

b) Other

Information only



6. Community Services Reports

School District Athletic Facility Bond

Other

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

