

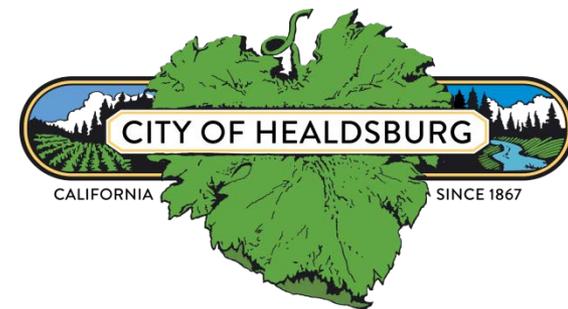
# CITY OF HEALDSBURG

## CERRI SITE REDEVELOPMENT PROJECT

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City Council

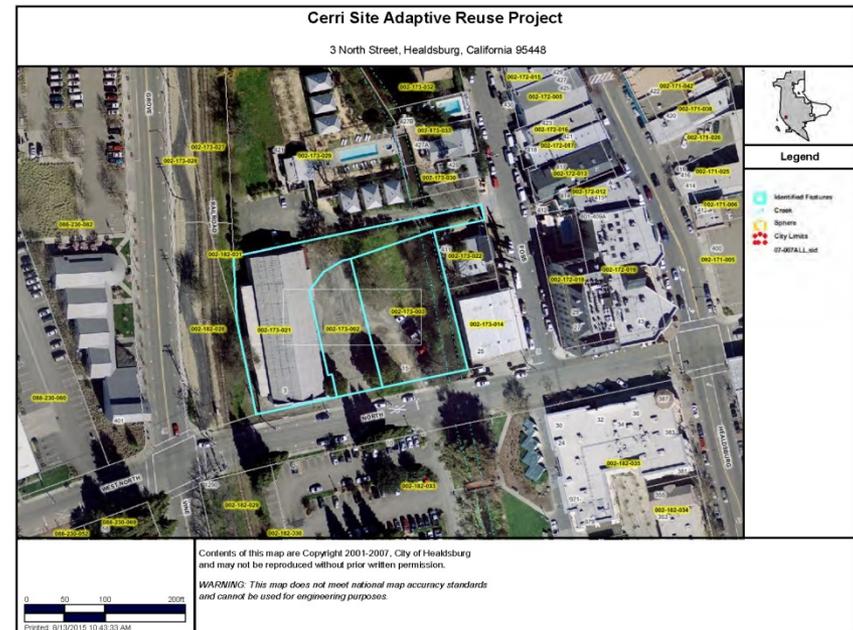
August 15, 2016



# Requested Action

*Consider the design options for the Cerri Site Redevelopment Project and direct staff to proceed with one of the following options:*

1. *Retain and repurpose the existing structure and construct new exterior surface parking lot.*
2. *Remove the structure and construct a new surface parking lot with modern themed shade structure.*
3. *Remove the structure and construct a new surface parking lot with agrarian themed shade structure.*
4. *Remove the structure and construct a new surface parking lot with no shade structure or amenities.*



# Topics

- Property History
- Past Redevelopment Efforts
- Current Redevelopment Project
- Environmental Site Assessment
- Design Options & Cost Estimates
- Farmers Market Position
- Operational Considerations
- Public Input



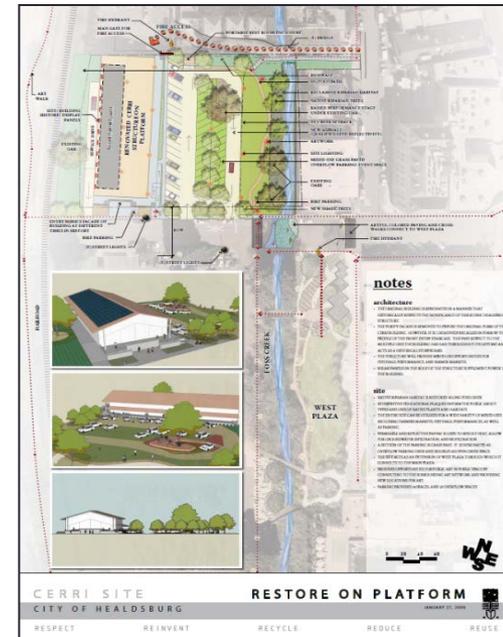
# Property History

- 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: Redevelopment Agency purchased the property for parking under threat of eminent domain



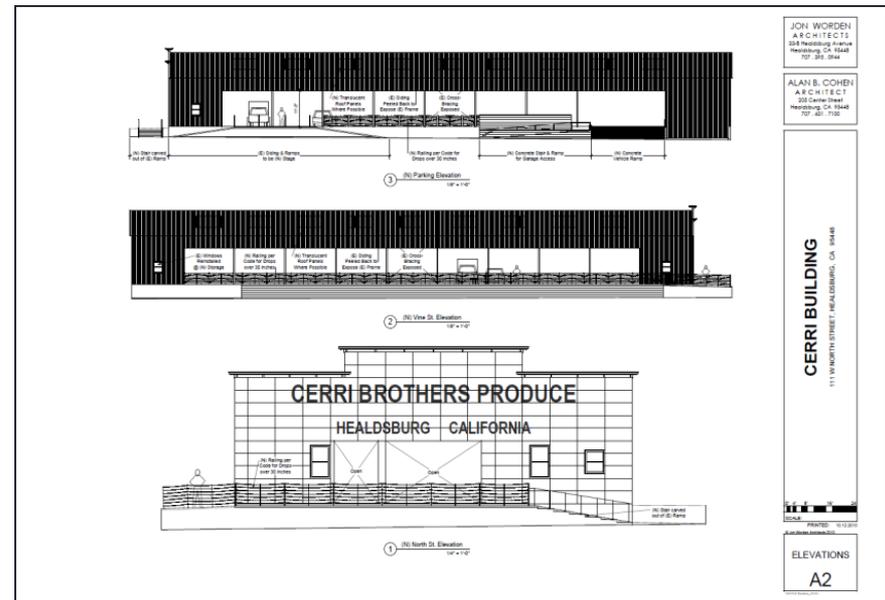
# Past Redevelopment Efforts

- 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: Staff, Public, and Parks & Recreation Commission identified Cerri Site as a potential option to relieve pressure on the Plaza. City retained the services of Carducci and Associates to develop concepts.
- 2009: Carducci concepts presented (Restore on Platform/Restore on Grade)
  - Parks and Recreation Commission supported restore on grade
  - Planning Commission supported neither option; preferred elements of historic use
  - **City Council directed interim parking; restore on grade preferred; hold on design until funding secured**



# Past Redevelopment Efforts

- 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.



# Current Redevelopment Project

## 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
- \$1,527,000 RDA bond proceeds



# Design Team

- Team and prior experience
- TLCD Architects, Santa Rosa
  - Local representation from Architect Alan Cohen
  - Prior experience with community facilities: DeTurk Round Barn
  - Cost estimating by Cromb Associates  
Construction Cost Management



# Current Redevelopment Project

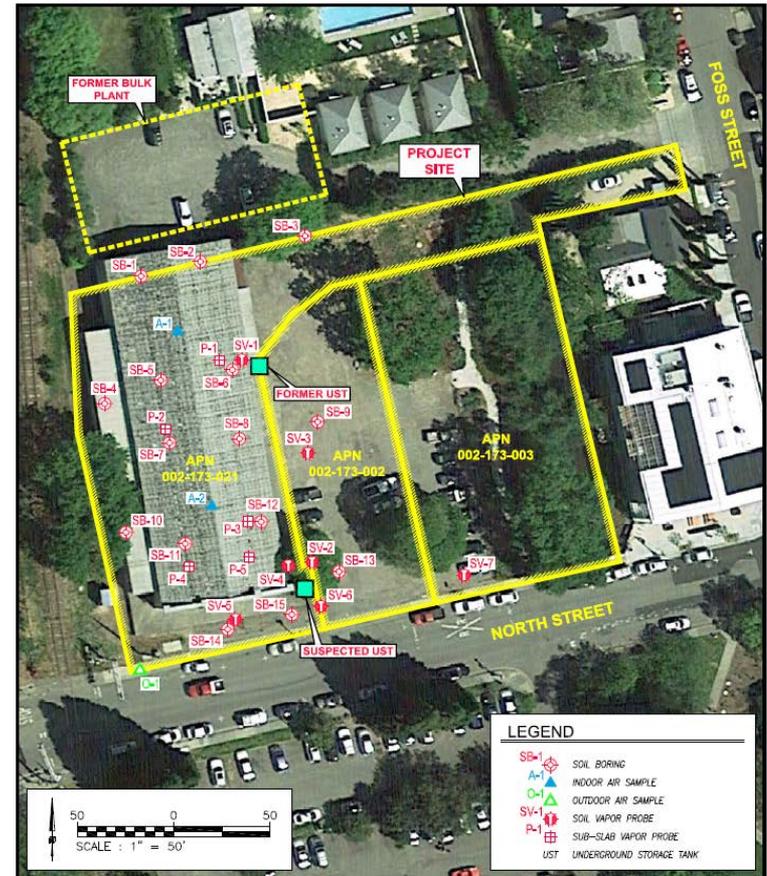
June 2015-Jan 2016	City Council direction on design Environmental Site Assessment Schematic design development City Council Updates
February	Focus Groups <i>Farmers' Market; Friends of the Farmers' Market; Arts; Downtown Businesses</i>
March 3	Public Open House #1
April	Focus Groups <i>Farmers'; Downtown Event Organizers</i>
May 4	Public Open House #2
May 7	Farmers' Market Booth
May 11	Parks & Recreation Commission Update
May 16	City Council Update
July 27	Parks & Recreation Commission
August 6	Farmers' Market Booth
August 15	City Council



# 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; cleanup if building removed*
- Discovered new underground storage tank leak on SE corner of building\
  - *Relatively small area; voluntary cleanup proposed*



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

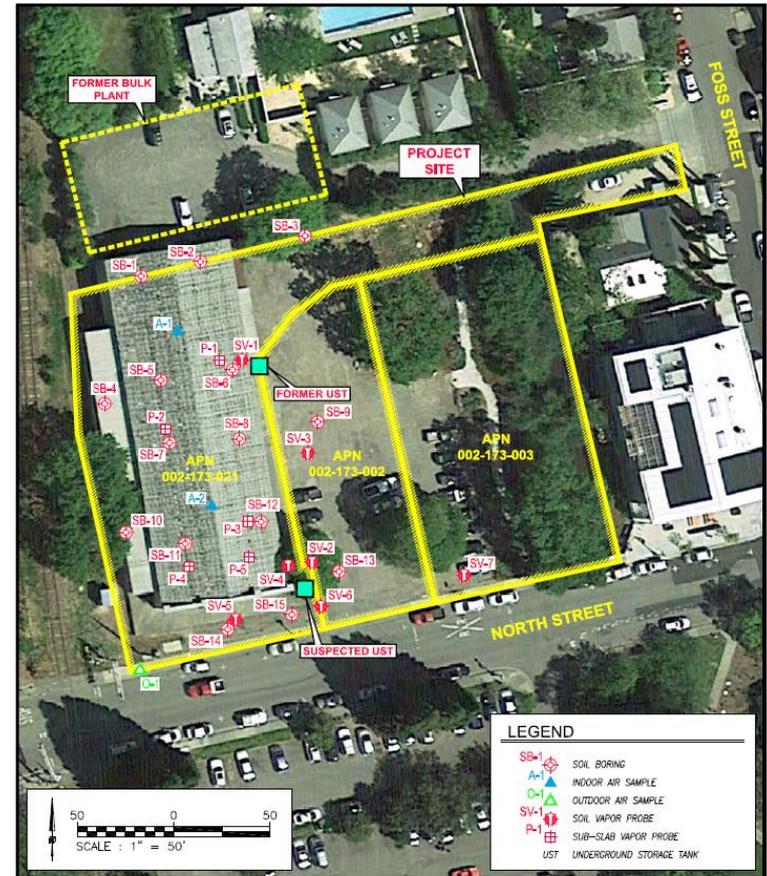
FIGURE

4

15-2212

# Environmental Site Assessment

- Low levels of copper and lead on concrete slab inside building
  - *Can be mitigated through cleaning and design engineering*
- 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



# Schematic Design Options

1. Retains existing building, renovates, and repurposes; constructs new exterior surface parking
2. Removes existing building; constructs new surface parking and shade structure (modern context)
3. Removes existing building, constructs new surface parking and shade structure (agrarian context)
4. Removes existing building, constructs new surface parking with no amenities



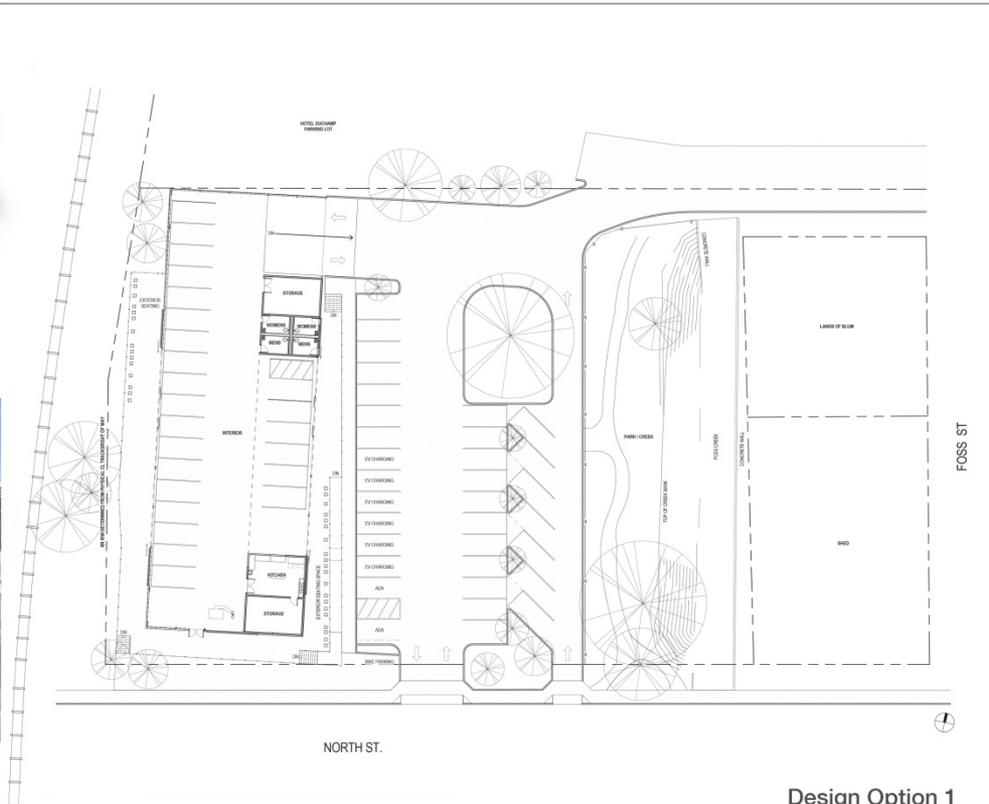


## Design Option 1 – Renovate and Repurpose

- 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
- \$3,098,591



# 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 1 – Renovate and Repurpose



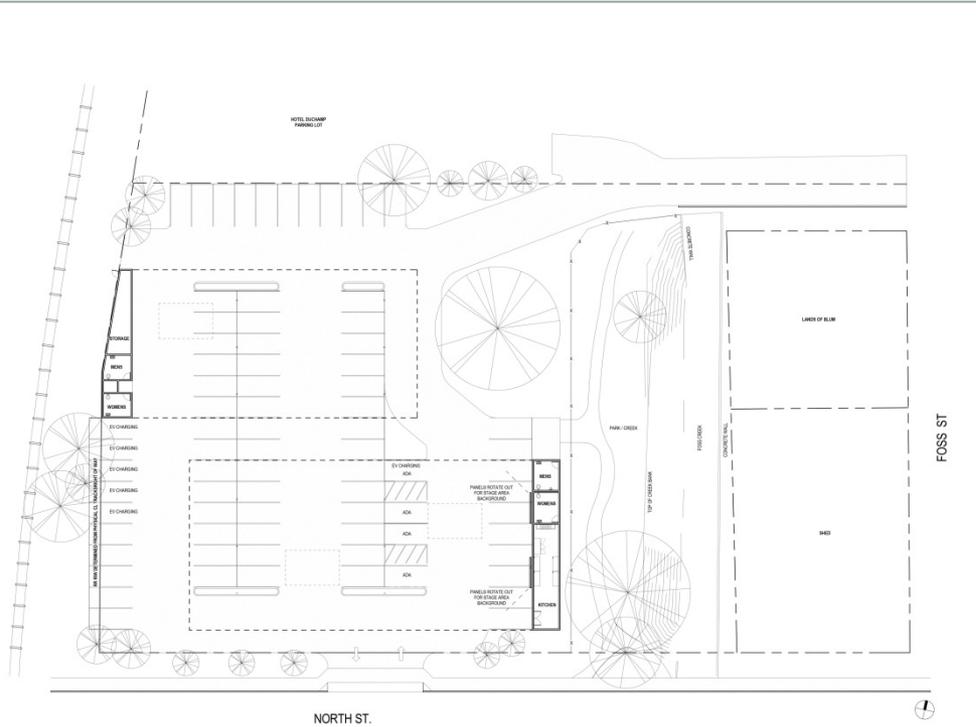
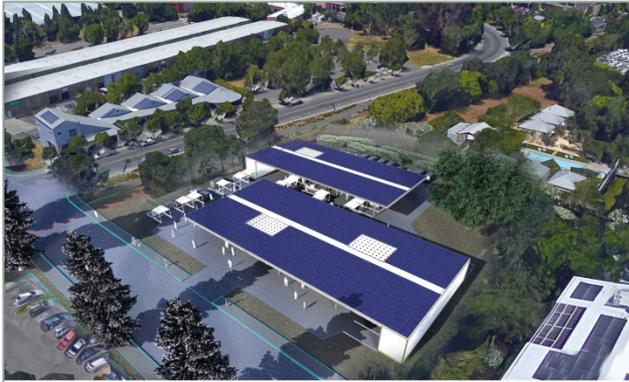


## Design Option 2 – Remove and Reconstruct (Modern Context)

- 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
- \$5,303,999



# Design Option 2 – Remove and Reconstruct (Modern Context)



**Design Option 2**  
New Construction

Shaded Area 16,500sf (7,200sf and 9,300 sf)  
 Parking Totals 77 Stalls 10 in Railroad Right of Way  
 E.V. Charging Stations (6)  
 Potential PV Area 16,600sf  
 Cold Kitchen Area 250sf  
 Restrooms (4)





## Design Option 2 – Remove and Reconstruct (Modern Context)



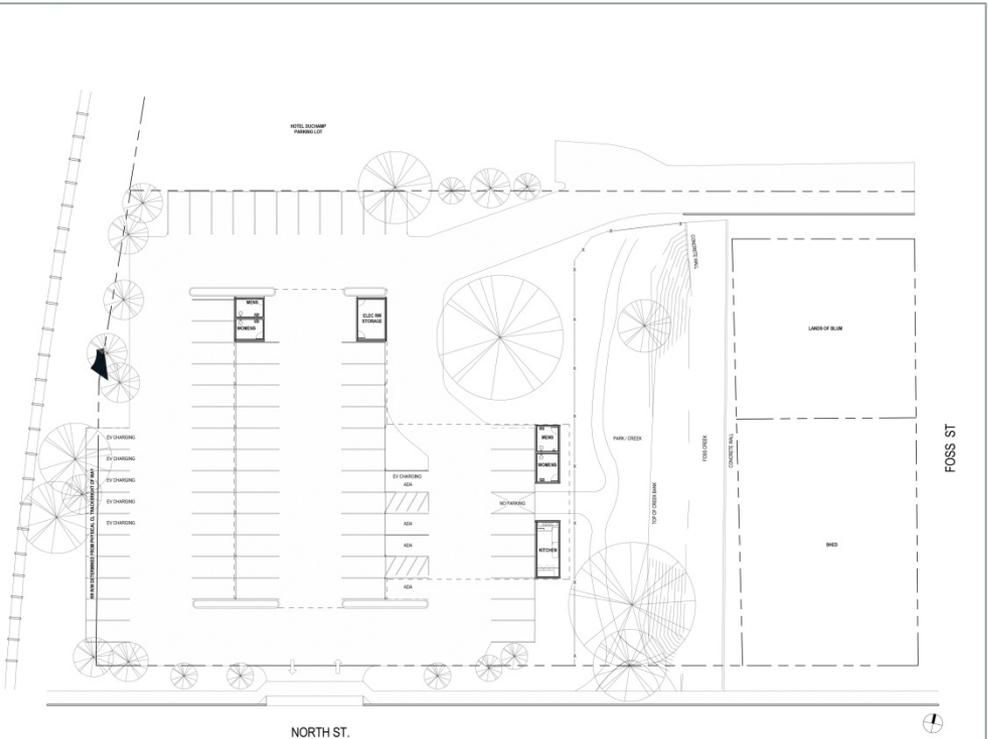


## Design Option 3 – Remove and Reconstruct (Agrarian Context)

- 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
- \$5,066,250



# 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)





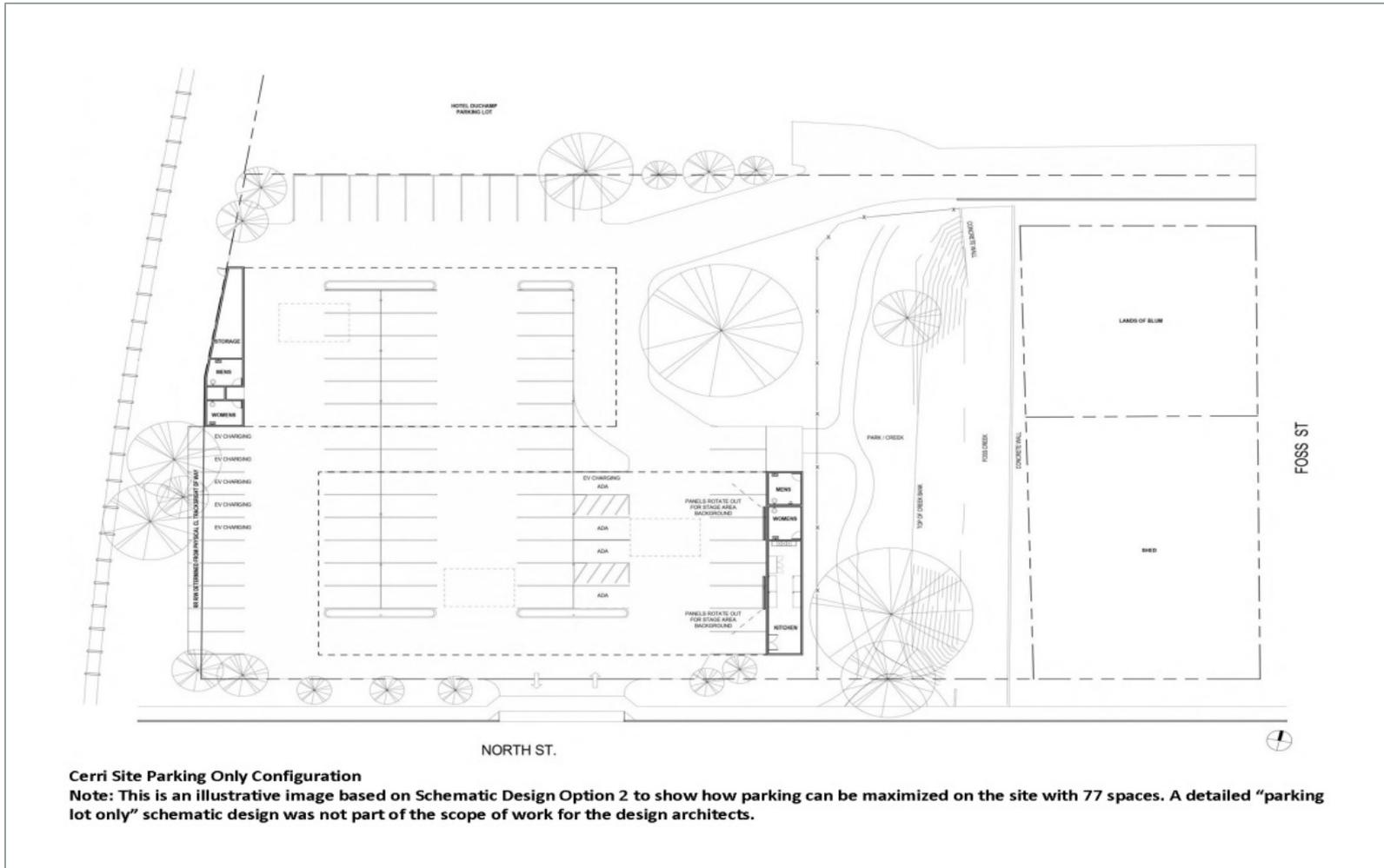
## Design Option 4 – Remove and Construct (Parking Only; No Structure or Amenities)

- Cost estimate was requested due to high costs that were coming in for Options 1-3
- Removes existing building, constructs new parking (no structure or amenities)
- Parking similar to Option 2: 77 (10 in railroad right-of-way)
- Solar: TBD
- Amenities: None
- \$1,618,513





# Design Option 4 – Remove and Construct (Parking Only; No Structure or Amenities)



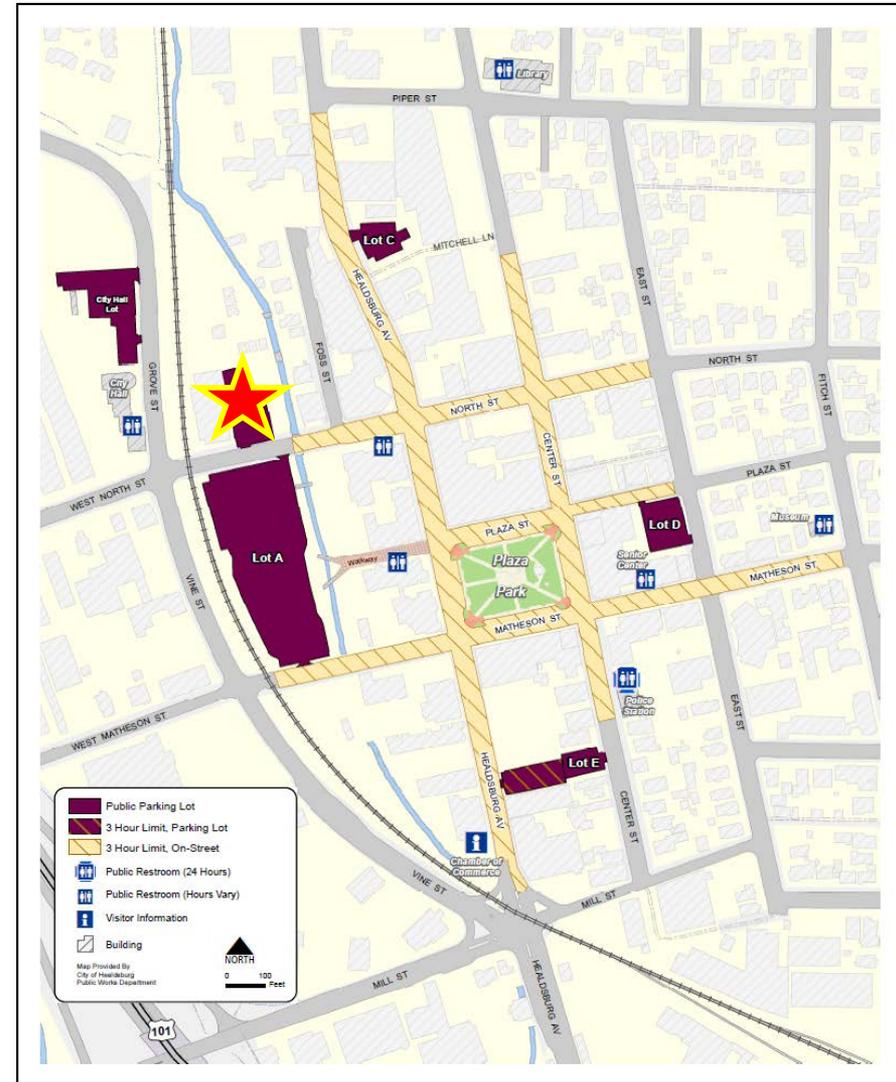
# Farmers' Market

- Council direction: permanent home of the Farmers' Market
- Integral part of the planning process
- Farmers' Market prefers Option 3, remove and reconstruct surface parking with agrarian shade structure



# Parking

Option	Spaces	Net Increase
Existing Conditions	~40	0
1	57	17
2	77	37
3	70	30
4	77	37





# Operational Considerations – Events & Parking

## Community Events

- All four options provide potential event space, but do so differently
- Potential relief site for Plaza
- Each option provides different opportunities for special events

## Parking Management

- Should consider 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 / Funding

## Special Events

- Special event fees cover costs
- Potential charge rental fees to recover cost if building is retained and repurposed

## Farmers' Market Fees

- 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 Input

- Parking is a major concern for the downtown area and needs to be a core function of the site
- Public comments gravitated toward, although not unanimous: Option 1
- The Farmer's Market: Option 3
  - Maximize parking for venders and customers
  - Flexibility of use of space plus ingress/egress
  - Suitability to farming-related community events
  - Not opposed to Option 4, surface parking only
  - Encourages City to look long-term



# Public Opinion

- 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
- 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
- Arts community is interested in exploring a long-term solution for performance, visual arts, instruction

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