

CERRI SITE REDEVELOPMENT PROJECT SCHEMATIC DESIGN PROCESS

Focus Group Sessions

April 2016



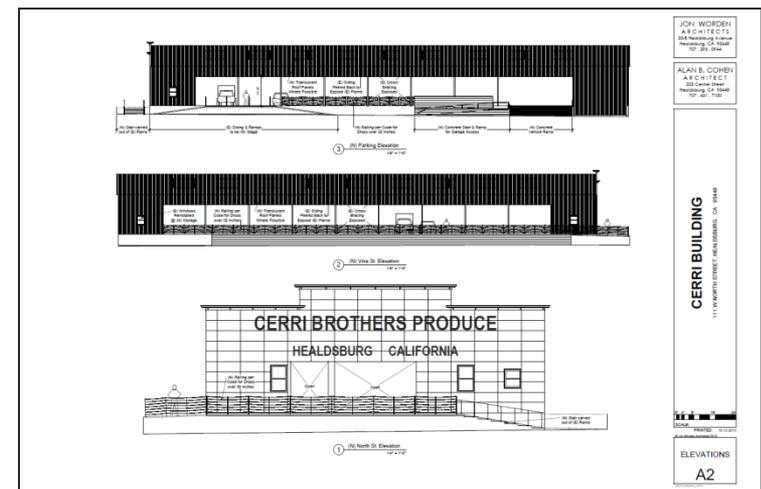
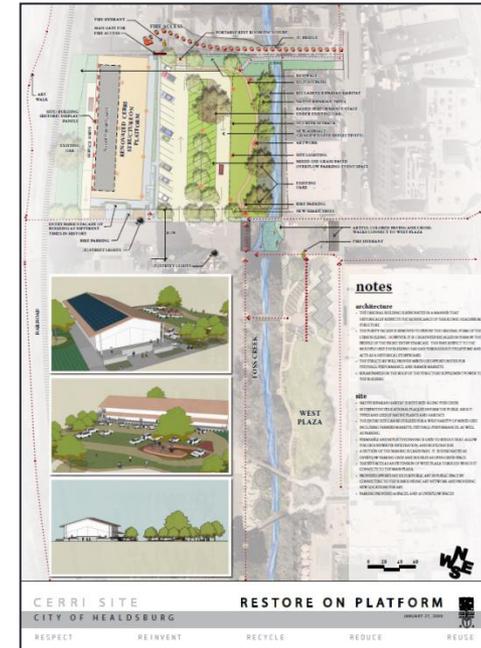
Property History

- 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 fruit and 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



Reuse of the Property

- Many different concepts have been considered (Carducci; Cohen/Worden)
 - Demolition of the existing structure for surface parking
 - Renovating and adapting the structure for multiple uses
- 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



City Council Direction

Council Direction on Reuse of the Property:

- 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
- Return to Council if public process raises ideas that require Council's consideration

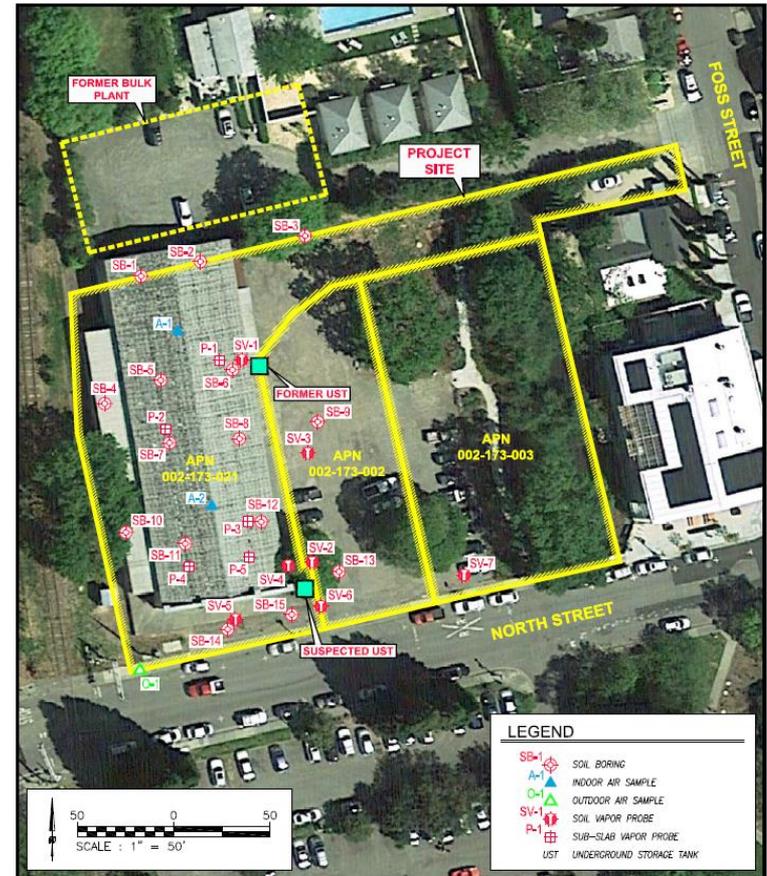


Environmental Site Assessment

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

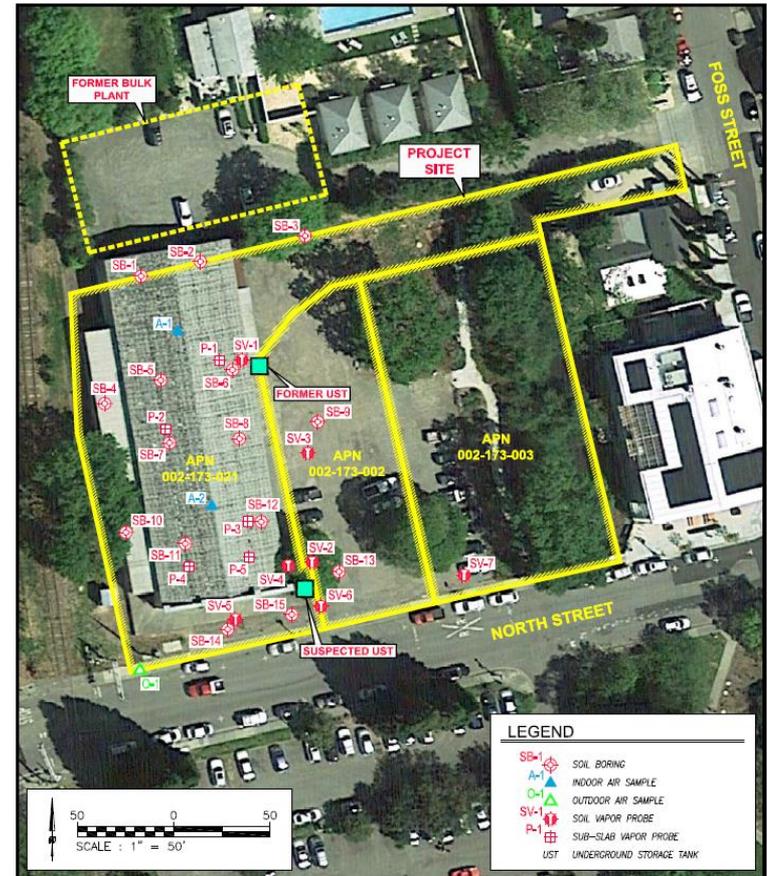
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Environmental Site Assessment

Results (continued):

- Detected tetrachloroethylene (PCE) in soil vapor on SE corner of building. Additional testing did not confirm source - most likely was a single incident on the site years ago. 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.*)
- Detected low levels of PCE from one air monitor inside structure. (Engineering control will be recommended for slab if building is retained.)
- No ground water contamination on the site.



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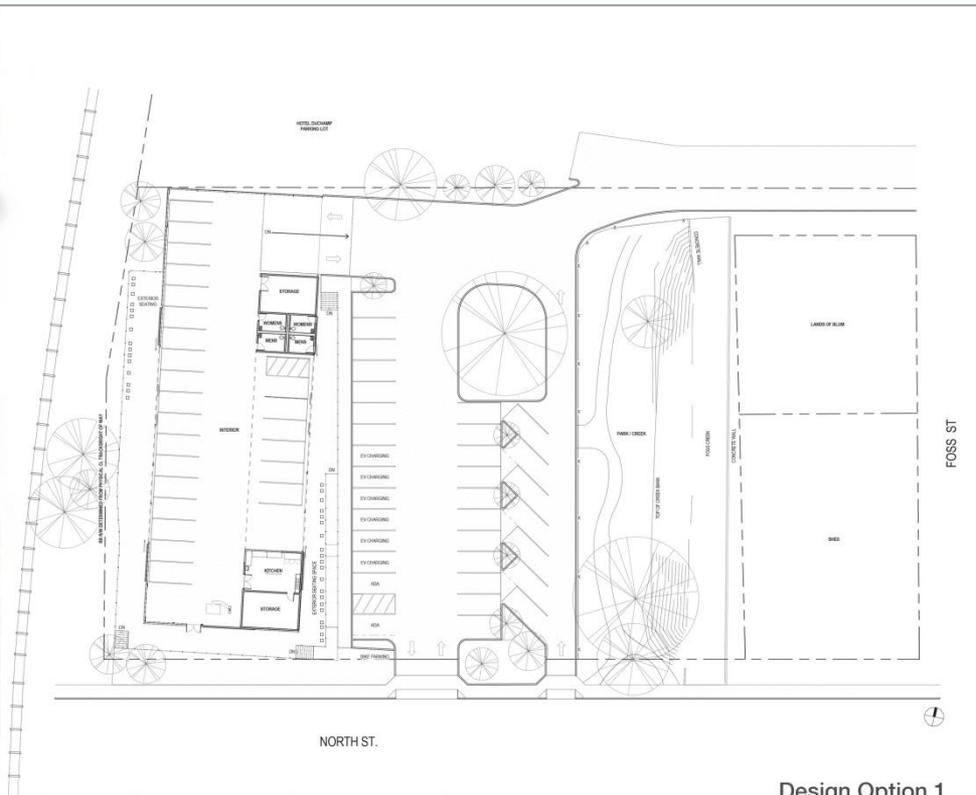
FIGURE

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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



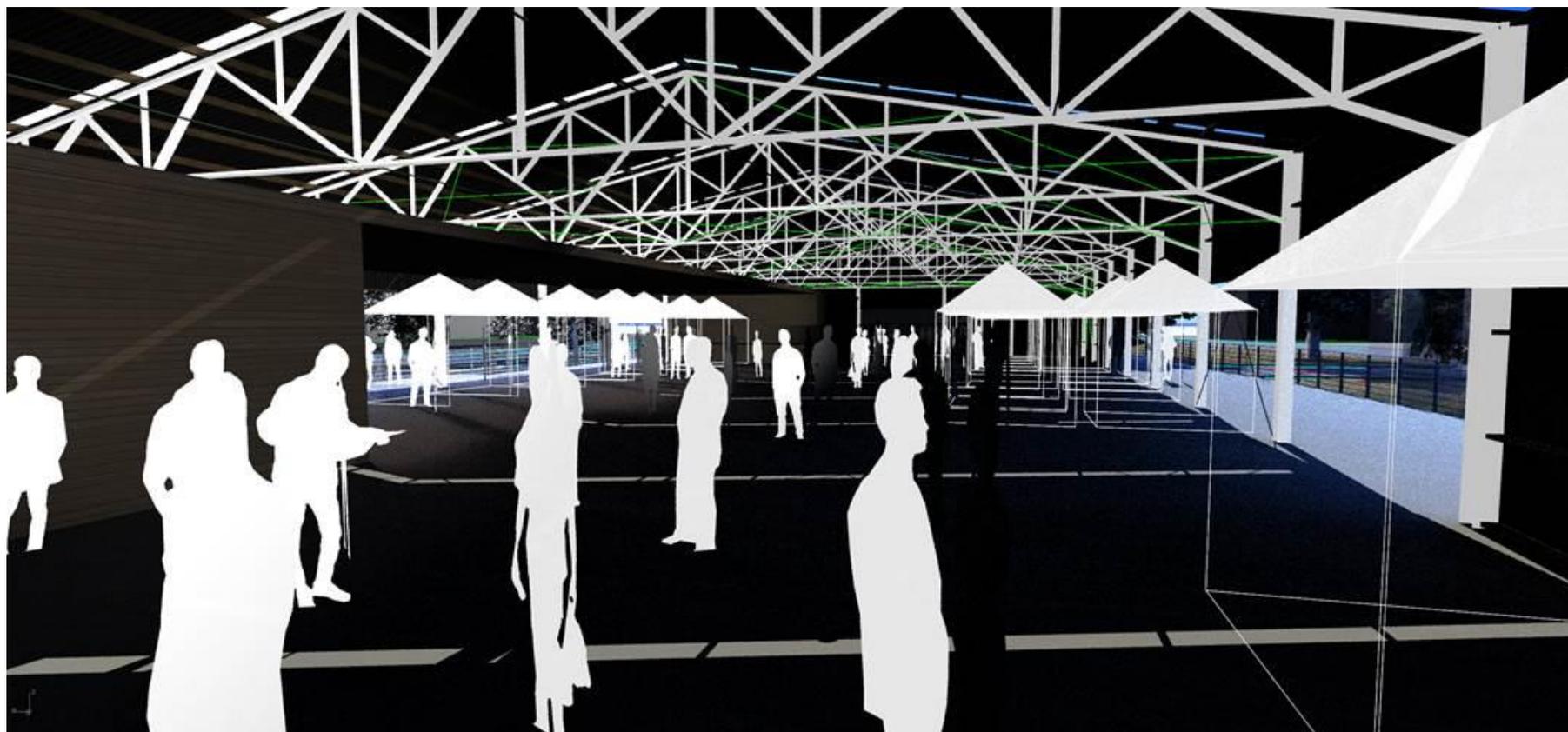


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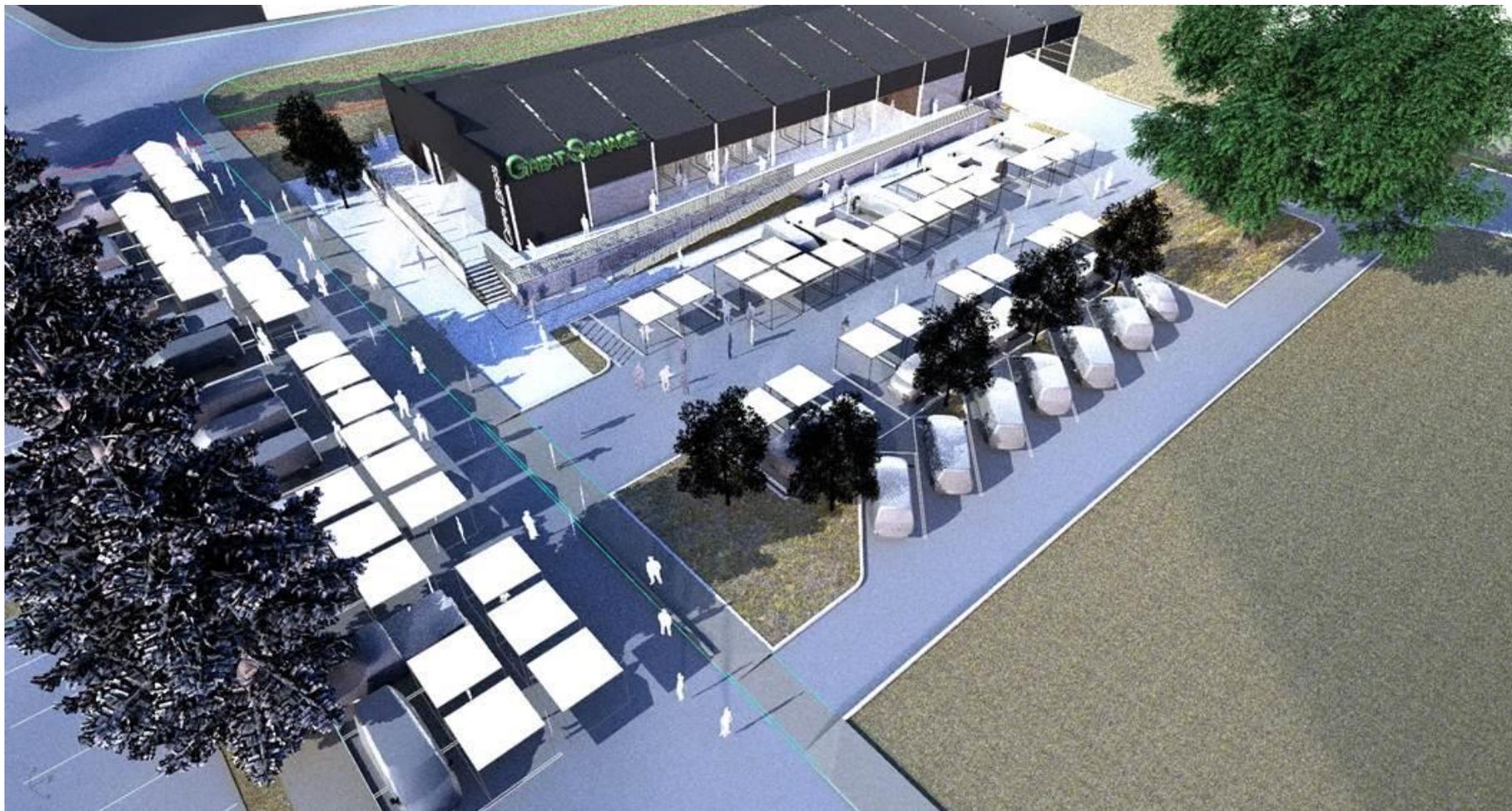


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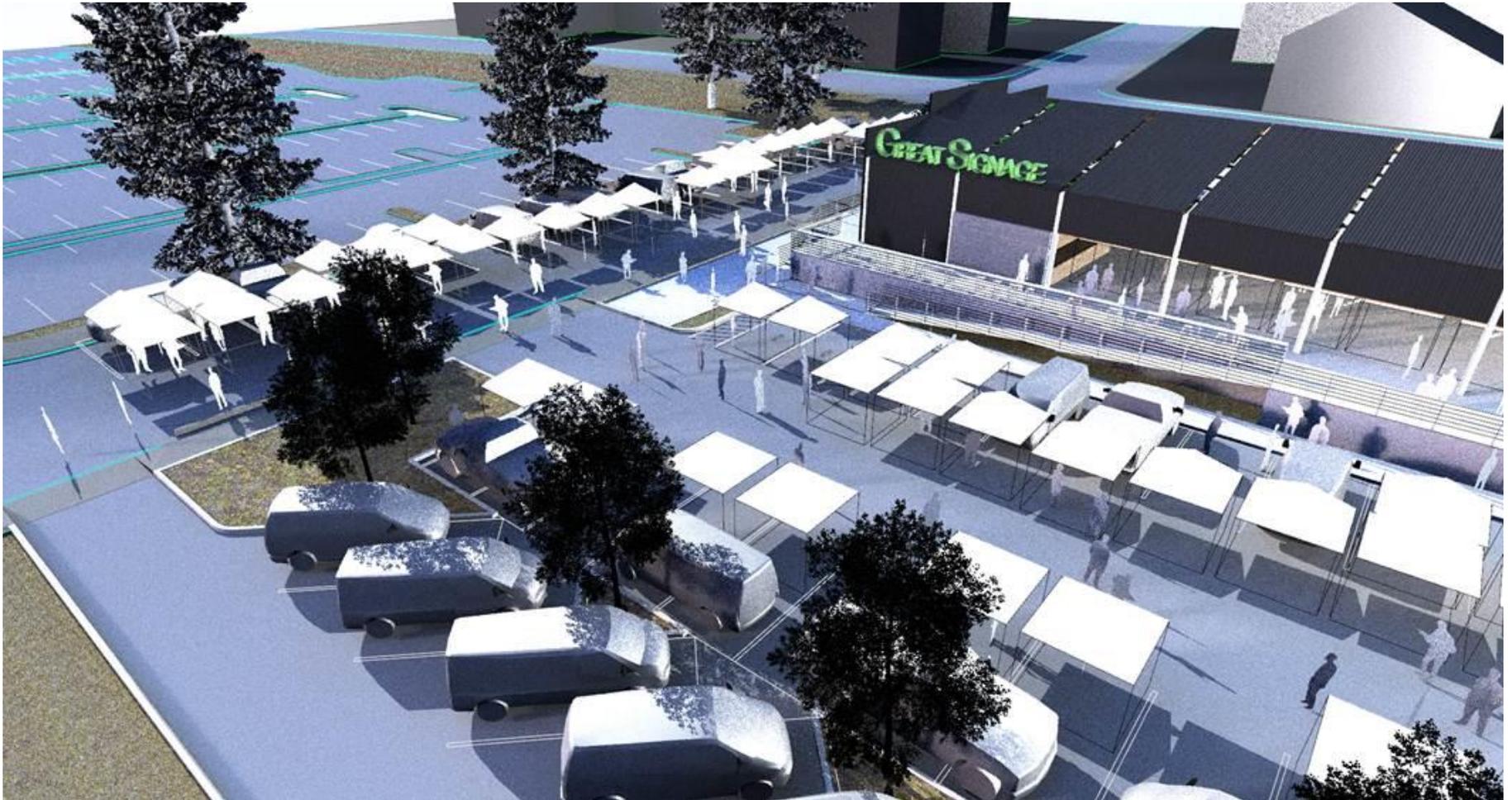


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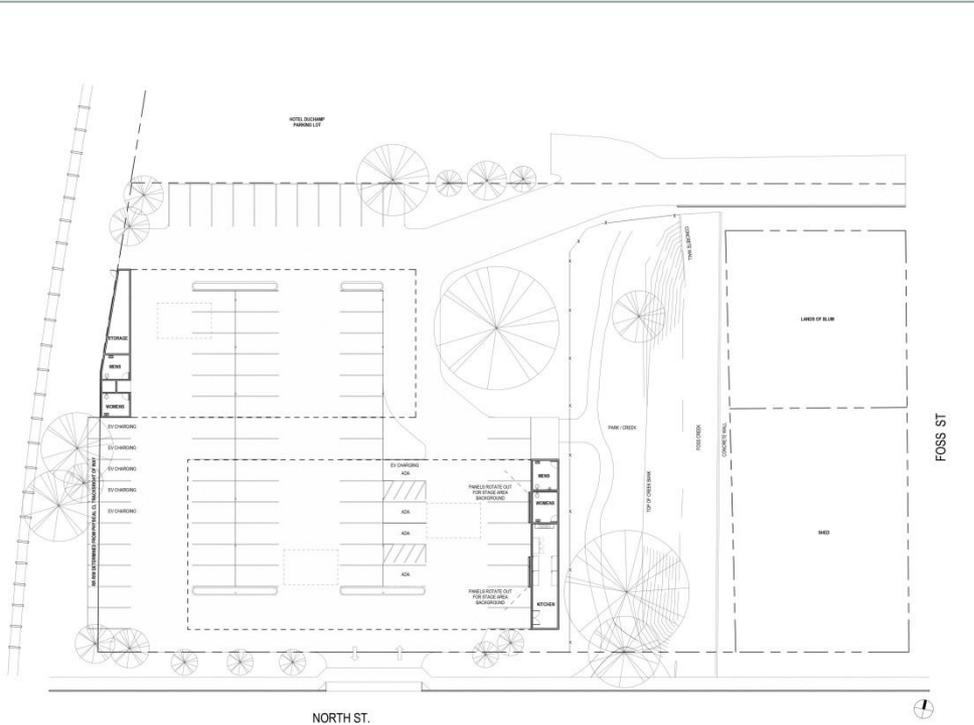


Design Option 1 – Renovate and Repurpose





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)



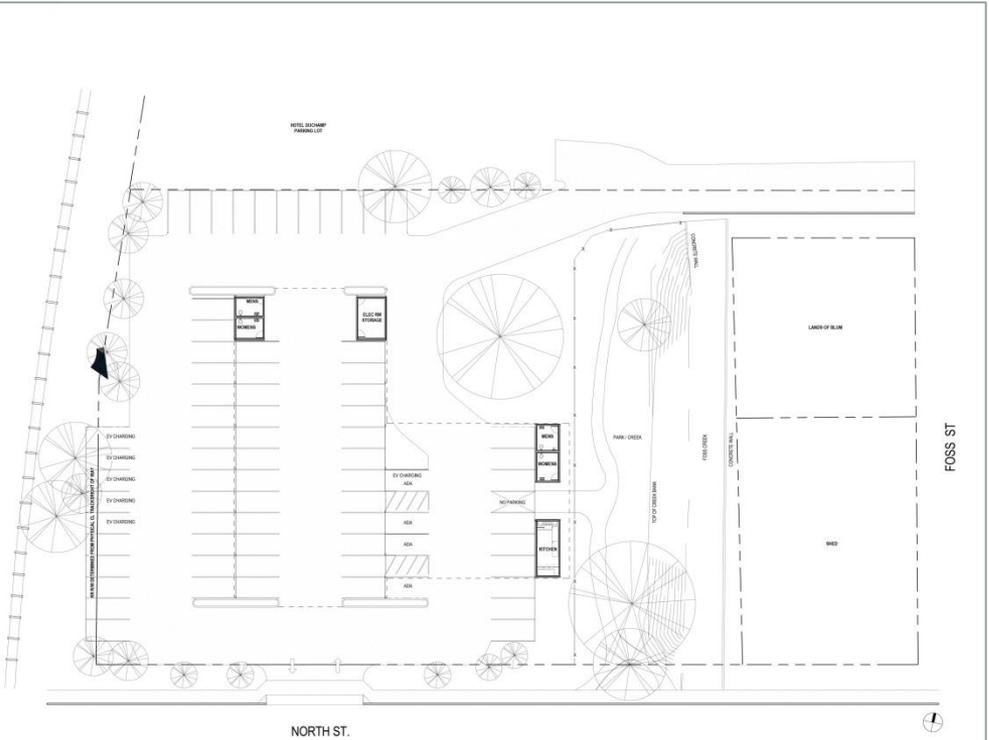


Design Option 2 – Remove and Reconstruct (Modern Context)





Design Option 3 – Remove and Reconstruct (Agrarian Context)



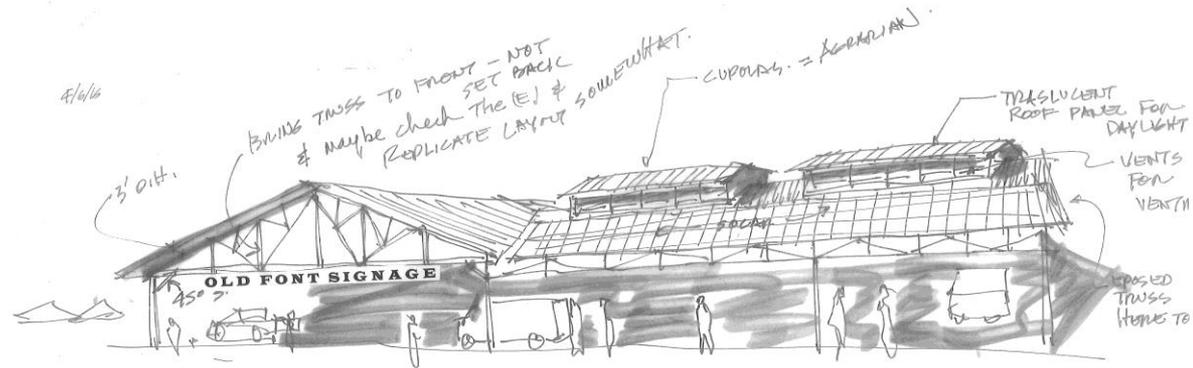
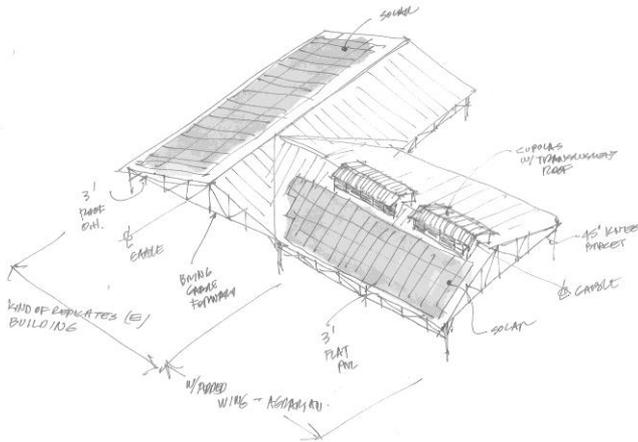
Design option 3
New Construction

- 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)



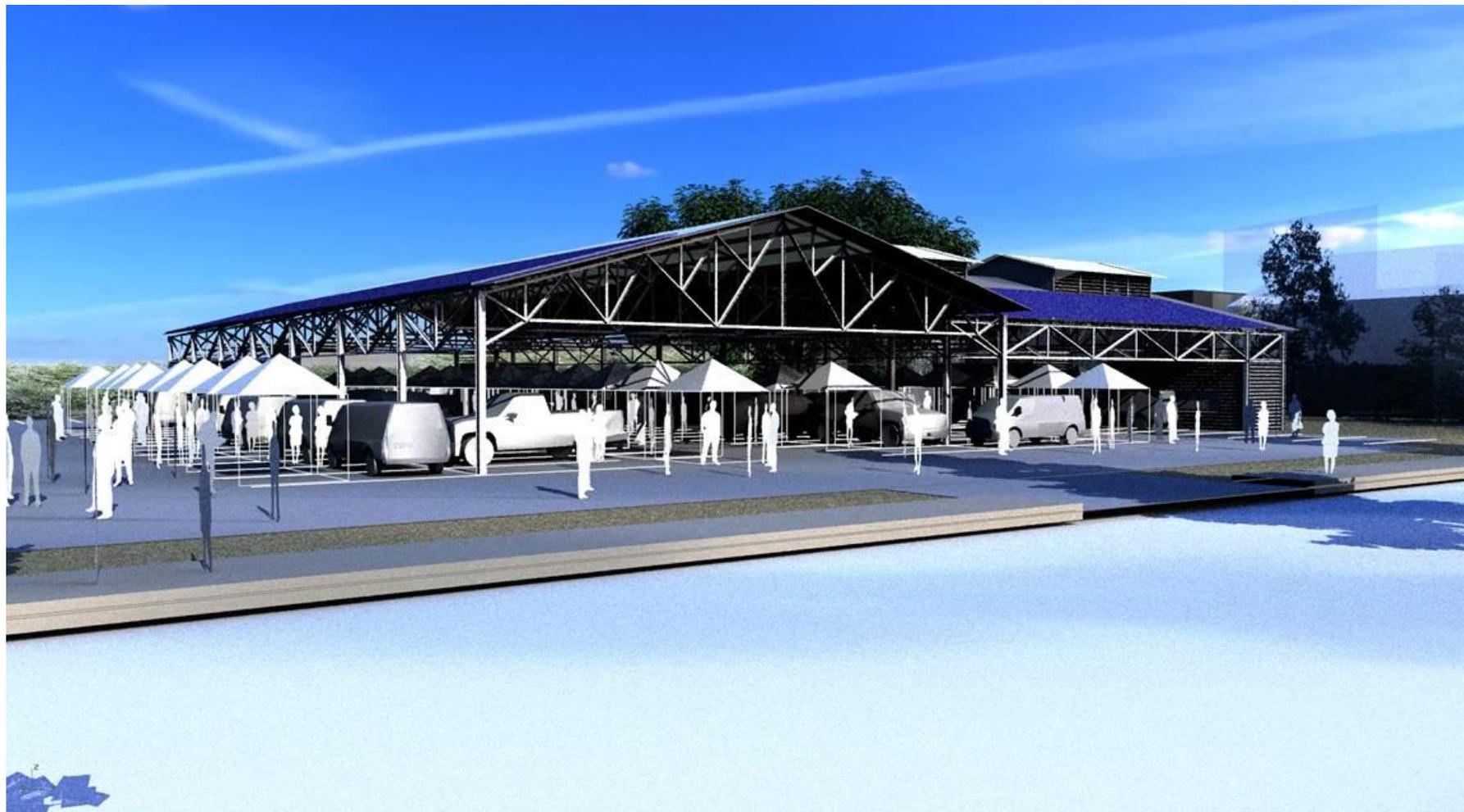


Design Option 3 – Remove and Reconstruct (Agrarian Context)





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Schematic Design Revised Timeline

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

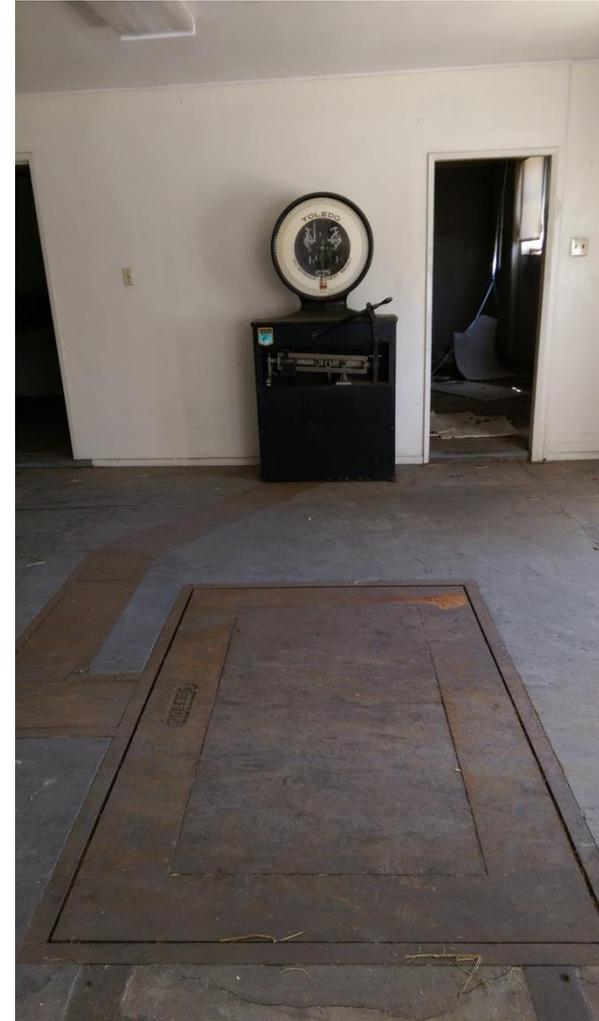
Parks & Recreation Advisory Commission

June*

City Council

Consideration of preferred design option and authorization to move ahead with design review

**Tentative*





Questions/Comments/More Information

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

