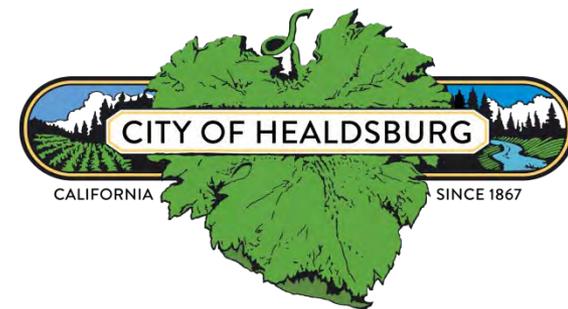


CITY OF HEALDSBURG

Parks and Recreation Commission

April 12, 2017



1. Call to Order

Roll Call

Pledge of Allegiance

Changes (Deletions) from Agenda

Approval of Minutes:
March 8, 2017



2. Public Comments

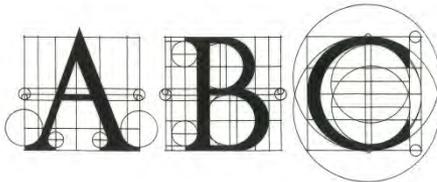
Receive Public Comments

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 ADAPTIVE REUSE & REDEVELOPMENT PROJECT

SCHEMATIC DESIGN PROCESS



Overview of Roles

- Park and Recreation Commission: functionality of the project
 - Usability
 - Operational aspects
- Planning Commission: design review and CEQA
 - Materials
 - Landscaping
 - Appearance
 - Etc





Design Process

Concept

Explores different approaches for the project
(Completed in August 2016)



Schematic

Focus on one design approach; maintains flexibility to make changes
(Currently underway)



Design Development

Design elements finalized: appearance, materials, colors, dimensions, landscaping
(Design Review and CEQA Phase)



Plans, Specifications, Construction Documents

Blueprints, specifications
(Bidding and Construction Phase)

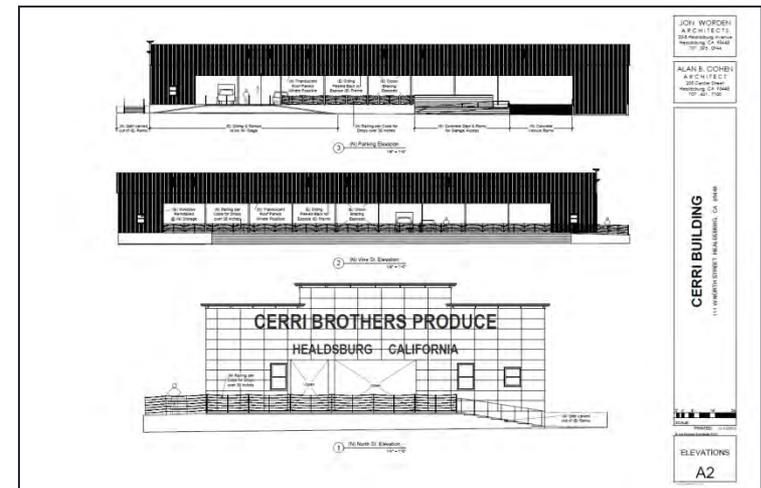
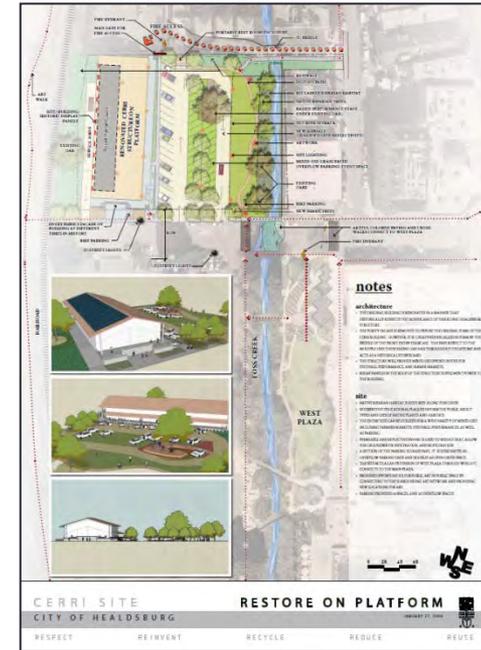
Property History

- 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 included \$1,527,000 for redevelopment design and construction
 - City retained TLCD Architects with representation from local architect Alan Cohen



City Council Direction - 2015

- Parking
- Home of the Farmers Market
- Space for Community Events and Activities
- Two Concept Designs:
 - Option 1: Retain Existing Building and Repurpose
 - Option 2: Remove Existing Building Reconstruct Parking with Shade Structure(s)



City Council Direction - 2016

- August 15, 2016: City Council considered three concept designs
- Directed staff to proceed with schematic design that:
 - Maximizes parking
 - Preserves the façade and a portion of the building
 - Includes bathrooms and a kitchen
 - Can be implemented in phases
 - Uses an ecologically friendly surface for the parking lot surface
- City added Landscape Architect Andrea Cochran to design team

1



2



3



Proposed Schematic Design

- 55 parking spaces
- Repurposing the existing structure
 - ~5,200 square feet of covered space for events and activities
 - ~6,100 square feet of multi-purpose parking and "open air" event space
- A catering kitchen and restrooms
- Secondary unloading and loading area on the west side of the site for staging events and activities
- Single vehicle entry point to minimize potential pedestrian/vehicle conflicts
- Emergency vehicle access to Foss Street



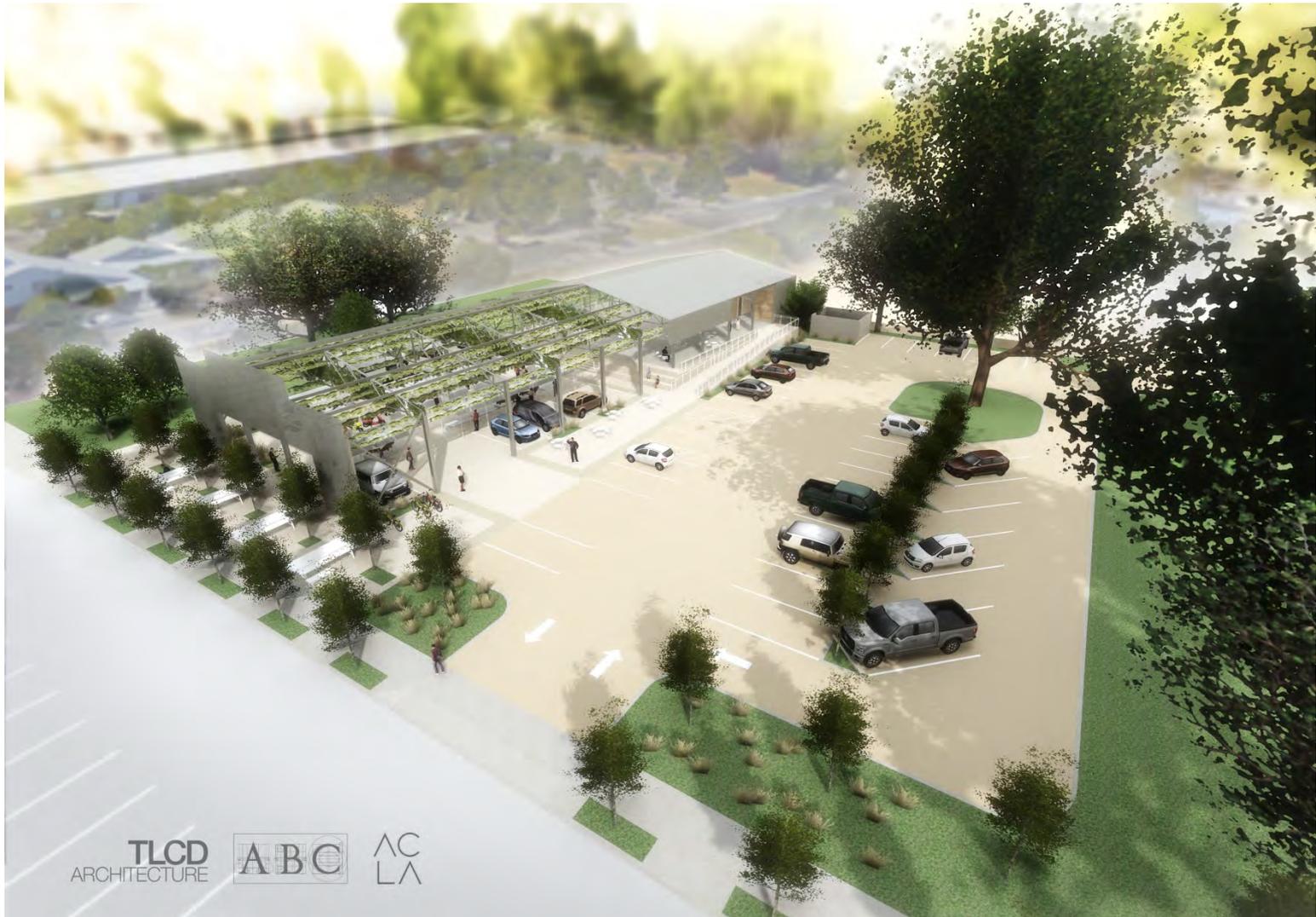
Proposed Schematic Design



SITE LAYOUT PLAN

CERRI SITE MEETING
02/02/2017

Proposed Schematic Design



Proposed Schematic Design



Proposed Schematic Design



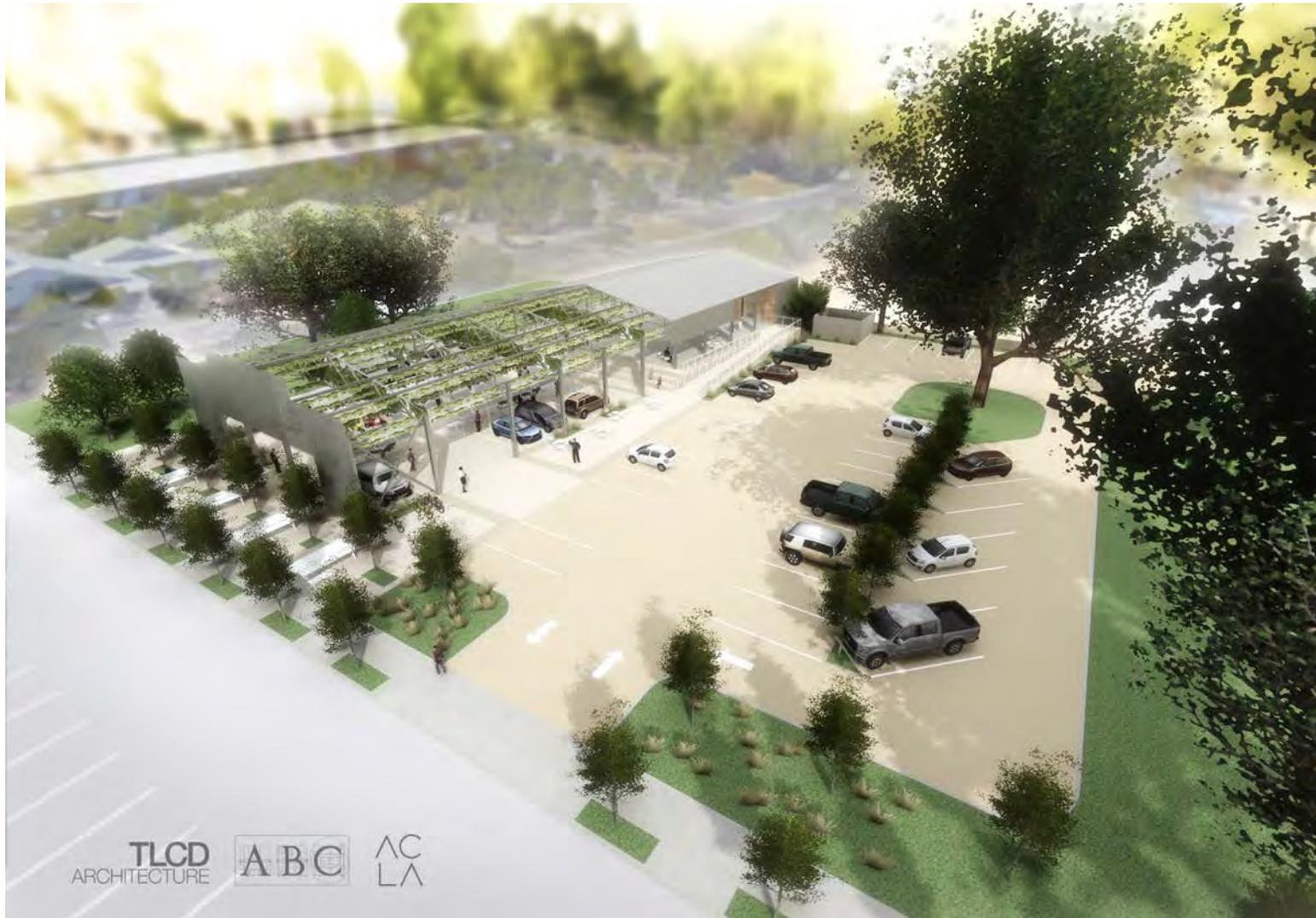
Proposed Schematic Design



PRECEDENT IMAGES

CERRI SITE MEETING
02/02/2017

3-D Model



Feedback Themes – Focus Groups

Farmers: Support Design

- Storage for market
- Hours of operation for the market and staging for events
- Visual display of agriculture history
- Signage
- General configuration of site for market (e.g. food serving, entertainment, etc.)

Event Planners: Support Design

- Need space for ~400 people capacity
- Winter use and design considerations
- Size of kitchen, catering kitchen v. full kitchen; catering needs
- Availability of tables/chairs/equipment
- Valet service
- Number of bathrooms
- Cleanliness of parking area
- Event security or fencing
- Access to audio connections and power
- Events could offset operational costs



Feedback Themes – Public Open House

- Sound system and conduit runs
- Access to power
- Access to hand washing stations
- Love the idea of Ice skating events
- Storage for Farmer's needs
- Bike parking areas
- Event security/fencing for events; rental?
- Stage for performances: Front? Back?
- Vehicle circulation in's and out's? Right turn issues?
- Outdoor handwashing and drinking fountains
- Bike share space integrated in the design
- Private events offset budget sooner
- Façade original, faux, or none at all?
- Parking spaces or surface designation for 9' vs 10' for Farmer's Market
- Offset fees for non-profits use of space
- Can't use the building in winter...heat?
- Phasing project; what items could be removed and not sacrifice the overall design?



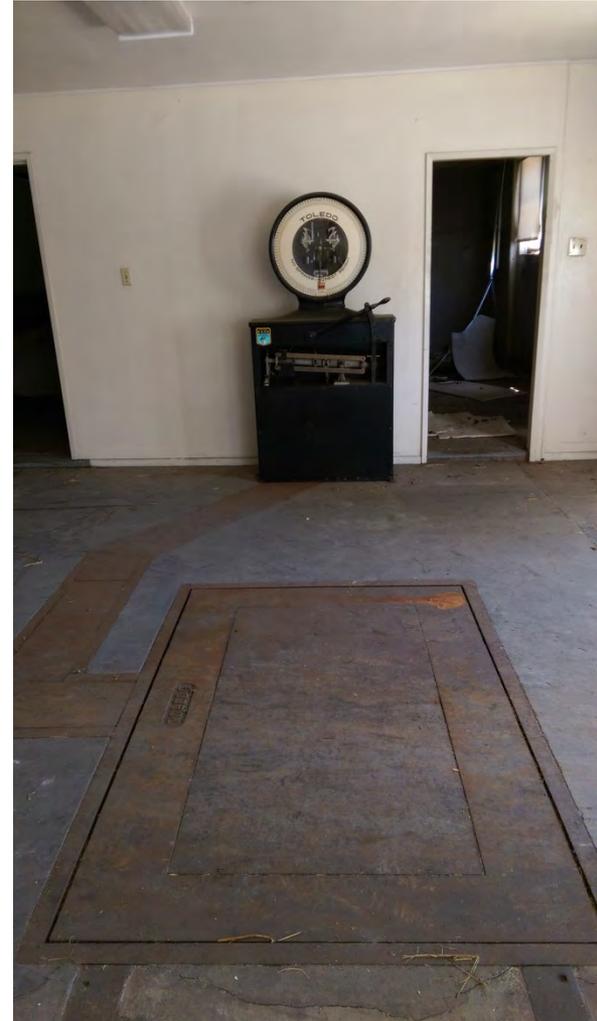
Timeline

April Parks & Recreation Advisory
Commission Review

Cost Estimating and
Phasing Options

May 15 City Council Consideration

Future Design Review/CEQA
Construction Plans & Specs
Bidding and Construction





Discussion and Recommendation



More Information and Updates:
<http://www.cityofhealdsburg.org/696/Cerri-Site-Purity-Building>

3.b. Parks and Recreation Commission Goals and Subcommittee Assignments

Adopt 2017 Goals and consider the addition of an Arts Subcommittee





2017 Goals

1. Develop Sustainable Funding Options.
 - a. Explore and analyze alternative funding mechanisms.
 - b. Develop a cost recovery model for services.
2. Provide Leadership for Projects.
 - a. Support the progress of projects identified in the Capital Improvement Program.
 - b. Continue and enhance community engagement in project planning and long-term planning.
3. Initiate a conversation about the importance of - and accessibility to - the Russian River for the community.
 - a. Participate in the Veterans Memorial Beach Master Planning process
 - b. Incorporate Badger Park, Railroad Park, and Fish and Wildlife property (Kennedy Lane) in conversation
4. 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~~
 - c. Assess needs and focus service improvements on meeting these needs
5. 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. Actively engage in City planning initiatives such as the capital improvement program



2017 Subcommittee Assignments

1. Parks and Facilities Subcommittee (Staff Lead: Mark Themig): Herrod, Kelley, Tripathi
 - Saggio Hills Park / Community Center Synthetic Turf
 - Recreation Park Outfield Turf Replacement
 - Parks and Open Space Plan

2. Open Space Subcommittee (Staff Lead: Jaime Licea): Birdsong, Doble, Herrod
 - Fitch Mountain Management Plan
 - Fitch Mountain Development
 - Healdsburg Ridge Transfer (if needed)

3. Partnership Subcommittee (Staff Lead: _____): Birdsong, Lambert, Tripathi
 - Tayman Group (Villa Chanticleer and Golf Course)
 - ~~Healdsburg Center for the Arts/Arts Programs~~
 - Other Partnerships?

4. Services and Funding Subcommittee (Staff Lead: _____): Lambert, Kelley, Mota
 - Programs and Services
 - Alternative Funding Mechanisms

5. Arts Subcommittee (Staff Lead: _____):
 - Develop arts criteria
 - Affirm City's role in arts
 - Explore arts programs/partnerships

4.a. Foss Creek Pathway Art Installation



Review a proposal from the Voigt Foundation for the installation of two sculptures for the Foss Creek Pathway



4.a. Foss Creek Pathway Art Installation

- City approached by Healdsburg homeowner Kerry Francis to receive a donation of two sculpture pieces: Curly and Cool Blue
- Artwork belonged to Ms. Francis's father Merrill Francis
- Donation intended for the Foss Creek Pathway



4.a. Foss Creek Pathway Art Installation

- Staff met with Ms. Francis and conducted a site walk of the trail
- Staff engaged Commissioner Birdsong in review of proposal
- Identified two location on Pathway
- Proposing installation along detention basin between Grove Street and Grant Street





Foss Creek Art Proposed Installation Location





Foss Creek Art Proposed Installation Location



4.a. Foss Creek Pathway Art Installation

- Original proposal: donate to the City
- Staff's opinion: Foundation better suited to receive and maintain sculptures than City
- Ms. Francis agreed to donate to Voigt Foundation



4.a. Foss Creek Pathway Art Installation

- Voigt Foundation has provided proposals for both Curly and Cool Blue
- Staff's opinion: proposals meet the intent of the Public Art Policy and would be worthwhile additions to the Pathway
- If Commission concurs, City Council would consider installations on May 1
- Donation could be commemorated as part of Skate Park art event on May 20



5. Staff Reports

a. Staffing Update

- Departures:
 - Elizabeth Haskell, Facilities and Event Supervisor, March 24
 - Lea Black, Senior Center Coordinator, April 28

- Additions:
 - Grace Guerrero: After School Coordinator (PT)
 - Leslie Burke: ECE Coordinator (PT)

- Transfers
 - Dave Jahns: Facilities and Events Supervisor (FT)

- In Process
 - Active Adult and Senior Services Supervisor (FT)
 - Recreation Supervisor (FT)
 - Summer staff (PT)

Information only

5. Staff Reports

b. Other

- April 2: Comunidad Unida y Segura (Safe and United Community) Event at St. John's Church
- April 15: Jr. Giants program registration (through May 15)
- April 17: Marie Sparks Awards (City Council followed by reception at Senior Center)
- Lea Black Recognition
 - April 17: City Council
 - April 28: Reception, 4pm-5:30pm Senior Center
- April 22: St. Joseph's Mobile Health Clinic at Community Center every 4th Wednesday of the month from 3:00pm – 6:00pm
- May 13: Vamos a Nadar and Outreach Event @ Swim Center
- May 20: Skate Park Art Event
- Tuesday Concert Series planning underway
- Phase 2 of ADA assessment underway
- Fitch Mountain: Management plan in CEQA
- Rain Rain Rain

Information only

6. Commission Reports

Information only



Future Agenda Items and Next Meeting

- a) Recognition of Outgoing Commissioners – May
- b) Sorrento Square Park Art Installation – May
- c) Healdsburg High School Athletic Boosters Presentation – May
- d) June Meeting Date?

Discussion



8. Adjourn

