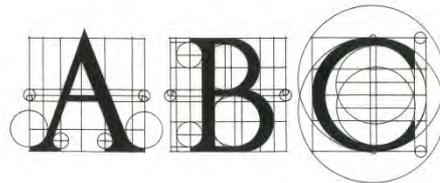


# CERRI SITE ADAPTIVE REUSE & REDEVELOPMENT PROJECT

## SCHEMATIC DESIGN

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City Council, May 15, 2017



# Requested Action

*By motion, provide direction to staff regarding the design for the Cerri Site Adaptive Reuse Redevelopment Project and if appropriate direct staff to proceed with the design review phase*





# 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)

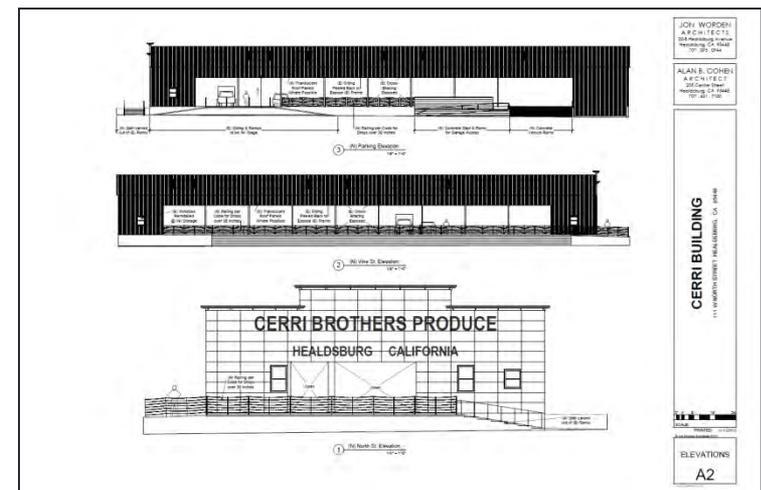
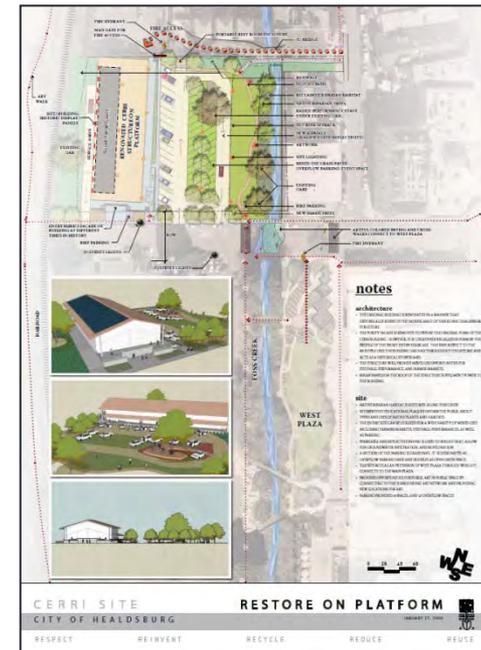
# Property History

- 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 for parking



# 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
- Three Concept Designs:
  - Option 1: Retain Existing Building and Repurpose
  - Option 2: Remove Existing Building Reconstruct Parking with Shade Structure
  - Option 3: Remove; Parking Only



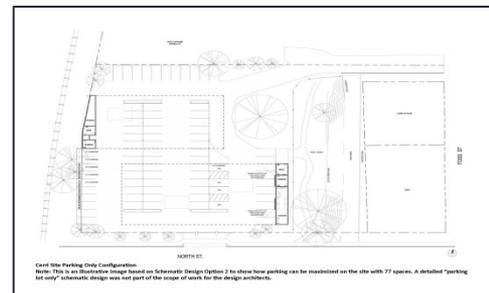
1



2



3



# City Council Direction - 2016

- 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



# 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



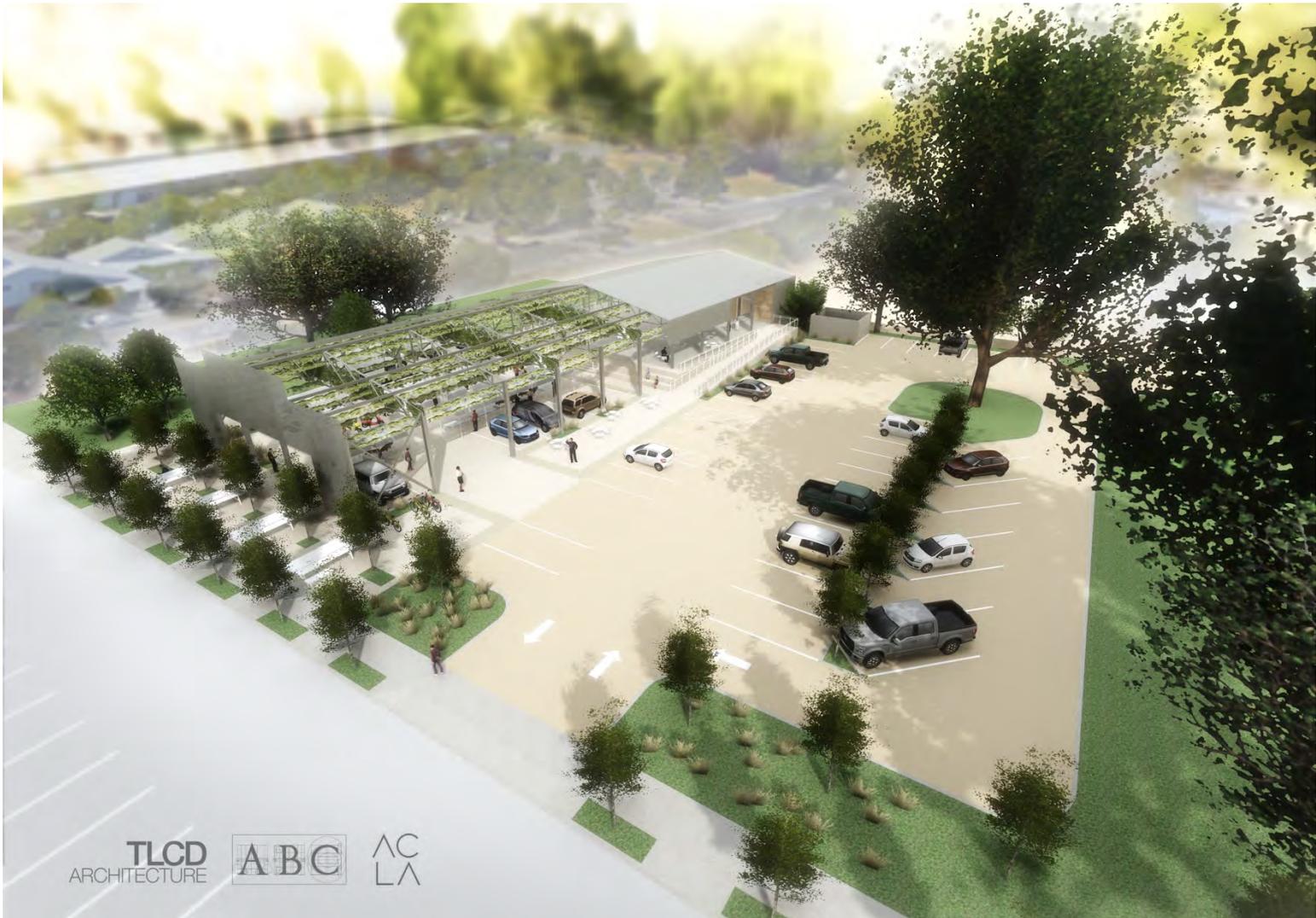
# Proposed Schematic Design



## SITE LAYOUT PLAN

CERRI SITE MEETING  
02/02/2017

# Proposed Schematic Design



# Proposed Schematic Design



# Proposed Schematic Design

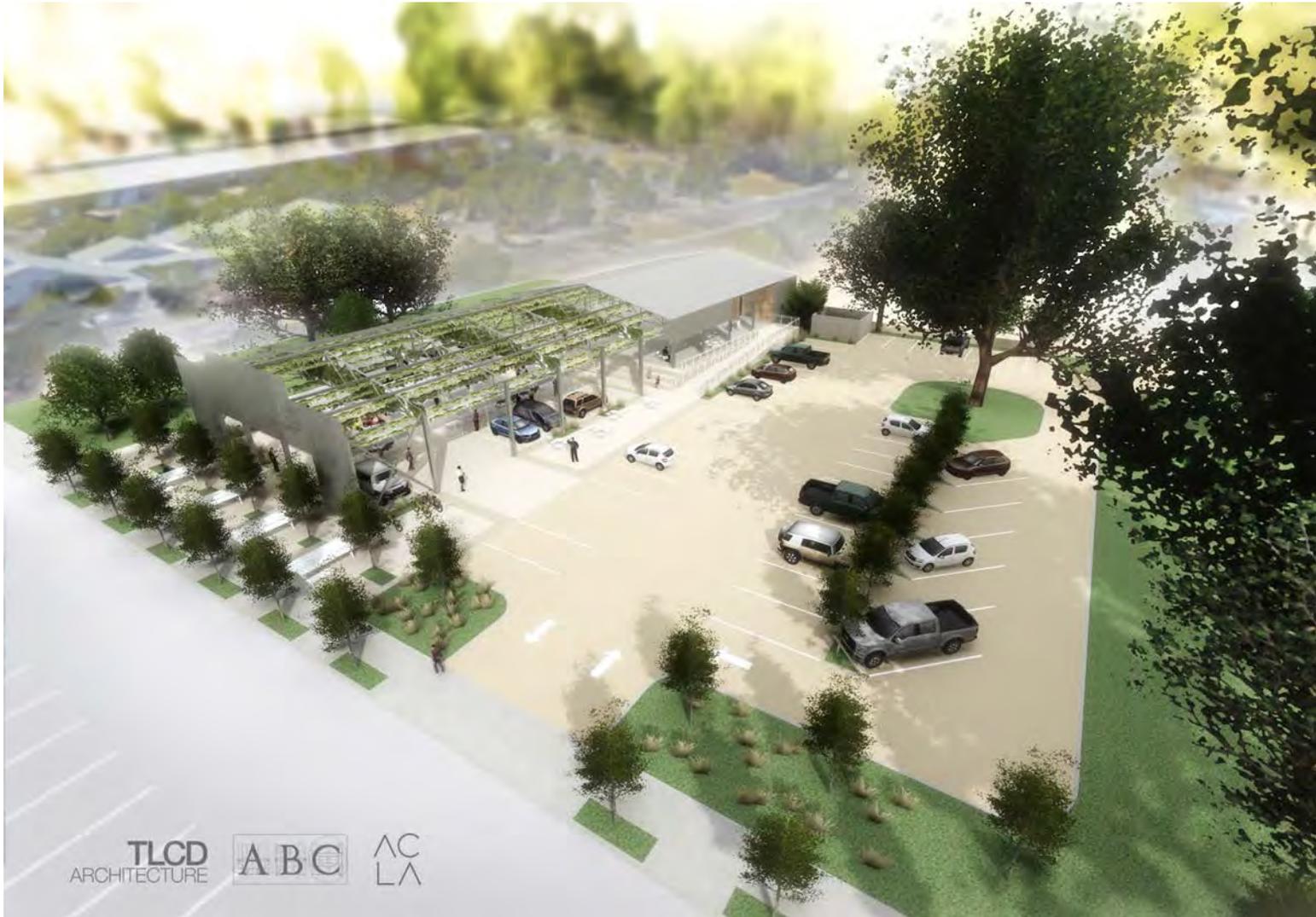


# Proposed Schematic Design



PRECEDENT IMAGES

# 3-D Model



# Feedback Themes

Farmers  
 Event Planners  
 Public Open House  
 Parks and Recreation Commission  
 Staff

- Overall support for the concept
- Winter use considerations
- Signage
- Size of program space
- Historical interpretive component
- Storage
- Managing vine system and rodent control
- Long-term maintenance and upkeep
- Event coordination and logistics
- Façade

(Feedback included as attachment  
 to staff report)



# Cost Estimates and Phasing - Proposed

## Proposed in Cost Estimate

Phase 1, Parking: \$1,150,085\*

Phase 2, Open Air Event  
Space/Parking: \$1,984,24\*

Phase 3, Pavilion Demolition and  
Renovation: \$2,186,478\*

Total: \$5,320,809\*

\*Includes soft costs and contingency



# Cost Estimates and Phasing - Alternative

## Alternative Approach: Two Phase Project

- Construct Phase 1
- Demo portion of the building that's proposed to be removed; cap remaining structure
- Construct temporary asphalt parking in Phase 2 area that would maximize parking
- Complete Phase 2 and 3 in future when funding is obtained
- +/- \$2,000,000

Would return to City Council with more detailed design analysis, costs and funding options



# Timeline

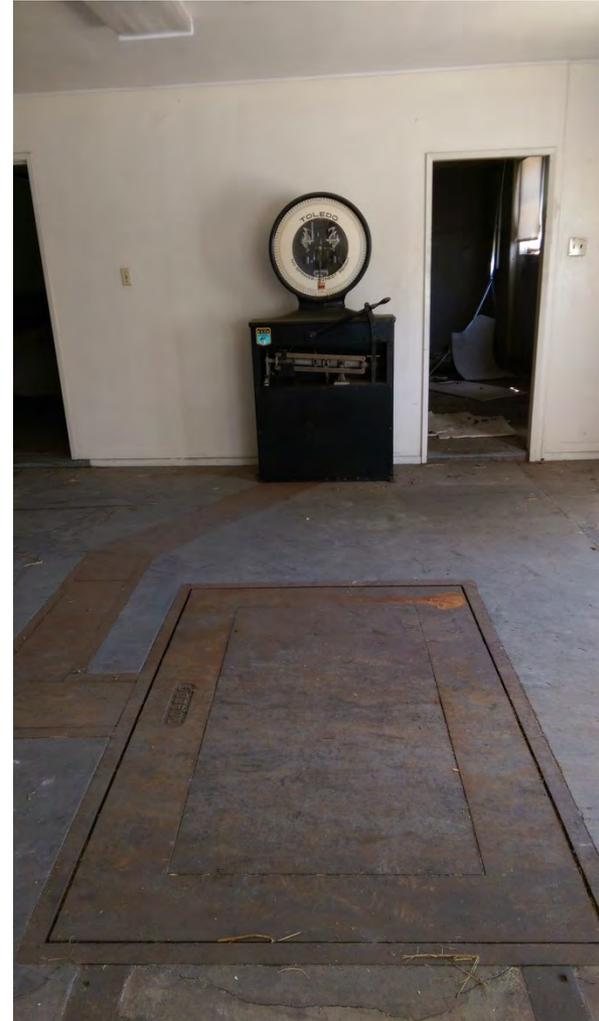
May 15: City Council Consideration

June – December 2017: Design review and CEQA

January – August 2018: Plans, specifications, bidding

Fall 2018: Construction begins

2019: Construction complete



# Requested Action

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