



CITY OF HEALDSBURG PARKS AND RECREATION COMMISSION REGULAR MEETING – AGENDA

City Hall Council Chambers
401 Grove Street, Healdsburg CA 95448
Phone: 707-431-3301

Meeting Date: July 27, 2016
Time: 6:00 P.M.
Date Posted: July 23, 2016

1. CALL TO ORDER

- a) Roll Call
- b) Pledge of Allegiance
- c) Changes (Deletions) from Agenda
- d) Approval of Minutes: April 13, 2016 and May 11, 2016

2. 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 (Haskell)

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. OLD BUSINESS

- a) Cerri Site Redevelopment Project

5. COMMISSION REPORTS ON MATTERS OF INTEREST OCCURRING SINCE PREVIOUS REGULAR MEETING

- 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

6. INFORMATION AND REPORT OF COMMUNITY SERVICES ACTIVITIES (*Staff, Information Only*)

- a) School District Facility Bond Initiative (Verbal)
- b) Other

SB 343 - DOCUMENTS RELATED TO OPEN SESSION AGENDAS: Any writings or documents provided to a majority of the City Parks and Recreation Commission regarding any item on this agenda after the posting of this agenda and not otherwise exempt from disclosure, will be made available for public review in the Parks and Recreation Office located at 1557 Healdsburg Avenue during normal business hours. If supplemental materials are made available to the members of the Commission at the meeting, a copy will be available for public review at the Parks and Recreation Office located at 1557 Healdsburg Avenue, Healdsburg, CA 95448. These writings will be made available in appropriate alternative formats upon request by a person with a disability, as required by the Americans with Disabilities Act.

DISABLED ACCOMMODATIONS: The City of Healdsburg will make reasonable accommodations for persons having special needs due to disabilities. Please contact Parks and Recreation Office, at 1557 Healdsburg Avenue, Healdsburg, California, 431-3301, at least 72 hours prior to the meeting, to ensure the necessary accommodations are made.

7. FUTURE AGENDA ITEMS

- a) Draft Affiliation Agreement for City-Recognized Associations
- b) Saggio/HCC Master Plan Preliminary Revisions
- c) School District Facility Planning Process
- d) Sonoma County Integrated Parks Plan
- e)
- f)
- g)

8. ADJOURNMENT Next meeting: August 10, 2016 at City Council Chambers (unless otherwise established)



HEALDSBURG PARKS AND RECREATION COMMISSION

2016 Goals and Subcommittee Assignments

2016 Goals

1. 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. Establish a subcommittee process to ensure the Commission is involved in project planning and delivery
 - c. Actively engage in City planning initiatives such as the capital improvement program

2. Provide Leadership for Projects.
 - a. Complete the Parks and Open Space Master Plan Update
 - b. Complete the Fitch Mountain Management Plan
 - c. Complete the Saggio Hills Park design process
 - d. Complete the Community Center Synthetic Turf design process
 - e. Complete the Cerri Site schematic design process
 - f. Participate in the Recreation Park turf replacement planning
 - g. Initiate a conversation about the importance of - and accessibility to - the Russian River for the community

3. 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

Subcommittee Assignments

1. Parks and Facilities Subcommittee (Staff Lead: Mark Themig): Herrod, Tripathi, Widick
 - Saggio Hills Park
 - Community Center Synthetic Turf
 - Recreation Park Outfield Turf Replacement
 - Parks and Open Space Plan
 - Community Center Redevelopment
 - Healdsburg Unified School District

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

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

4. Services and Funding Subcommittee (Staff Lead: Katie Gauntlett): Hernandez, Hyde, Mota
 - Programs and Services
 - Alternative Funding Mechanisms
 - Cost Recovery Model

Senior Citizens Advisory Commission Liaison: Denise Hunt
(Adopted May 11, 2016)

**CITY OF HEALDSBURG
PARKS AND RECREATION COMMISSION
REGULAR MEETING MINUTES**

**April 13, 2016
City Hall Council Chambers
401 Grove Street, Healdsburg, CA 95448**

The Parks and Recreation Commission met in regular session.

1. CALL TO ORDER

Chairperson Mota called the regular meeting to order at 6:00 P.M.

1.a. Roll Call

Present Commissioners: Birdsong, Herrod, Hyde, Mota, Tripathi, Widick

Absent Commissioners: Hernandez

Staff Present: Community Services Director Themig, Facilities and Events Supervisor Haskell, Parks Superintendent Licea, Office Assistant Salas

1.b. Pledge of Allegiance

1.c. Changes (deletions) from Agenda

The agenda was revised to change the order of Item 5.a, Capital Improvement Program to precede item 4.a, 2016 Commission Goals.

The motion carried on consensus.

1.d. Approval of Minutes

Commissioner Hyde asked to have the times in which alcohol was going to be served for each of the special event applications be reflected on the March 16th, 2016 minutes. Commissioner Tripathi asked that under Item 3, Public Comments section it be noted that Glen Schaezlin asked that artificial turf be considered at the Recreation Park field. Commissioner Widick requested that 5.a., Old Business be revised to reflect he inquired about the baseball diamonds at the Badger Park and that the amphitheater type venue for arts and outdoor music at the Villa, not to be confused with Badger park.

On a motion by Commissioner Tripathi, seconded by Commissioner Widick approved the March 16, 2016 regular meeting minutes as amended the with the corrections noted above. The motion carried on a voice vote. (Ayes -6, Noes – 0, Absent – Hernandez).

2. PUBLIC COMMENTS

None

3. SPECIAL EVENT APPLICATIONS

3.a. Healdsburg Chamber Century Bicycle Tour (Haskell)

Haskell addressed Commission regarding the Special Event Application for the 30th Annual Century Bike Ride, on Saturday, April 30th, 2016 taking place at the Healdsburg Community Center field. City staff has reviewed and made a recommendation to City Council to approve the application. Beer and wine will be served from 11:30 A.M to 1:30 P.M in a confined designated area, and estimated attendance will be 300-400 people.

Commissioner Widick inquired if they were tasked with reviewing the application and also the use of alcohol for the event. Haskell provided clarity and mentioned that initially staff reviews all applications, if the applicant is requesting to serve alcohol the Commission is to make a recommendation to Council to approve or deny the application. Tripathi added that Commission is also tasked with reviewing applications that may be contrary to policy. Haskell elaborated and explained the process for application reviews. Commissioners inquired where the event had taken place in previous years; Commissioner Hyde responded that it had taken place at the schools and last year at St. John's Church. She added that it is a major fundraiser for the Chamber of Commerce.

On a motion by Commissioner Tripathi, seconded by Commissioner Birdsong, recommended to City Council that they approve the request to serve alcohol for the Healdsburg Chamber Century Bike Tour, on Saturday, April 30th, 2016 from 11:30 A.M to 1:30 P.M at the Healdsburg Community Center field. The motion carried on a voice vote, with Commissioners Hyde and Widick abstaining. (Ayes – 4, Noes - 0, Absent – Hernandez, Abstained - Hyde, Widick)

4. NEW BUSINESS

4.a. 2016-2021 Capital Improvement Program

Themig provided an overview on the Capital Improvement Program, a 5-year program which looks ahead and plans out funding and expenditures relating to major capital improvements. Projects will be funded through a variety of sources including bonds, proceeds, grants, development and impact fees and the major source being the Transient Occupancy Tax (TOT).

Themig talked about the list of projects that was created from the parks tours by the Commissioners, which was prioritized based on 4 different categories and funding availability; commitments, essential, maintenance, and enhancements. In addition he spoke about assumptions that were made in the plan:

Parks and Recreation Commission Regular Meeting Minutes
April 13, 2016

- \$1M projection of unreserved fund balance was adopted by City Council to move the unrestricted fund balance and move them into the capital improvement and replacement funds.
- Community Services (CS) Department will operate in a positive cash flow and that \$100K can be moved into the CIP fund.
- There will be an increase in TOT Revenue when Saggio Hills and additional hotels open in Healdsburg, a portion of the increase will go directly into the capital improvement fund.

Tripathi inquired whether the monies are able to be transferred to other funds to support other projects that may not be Community Services related. Themig responded that there will be a way to track the items back to the TOT account, and added that a portion of the revenue could go towards administrative overhead that the City provides. Commissioners asked for clarity on how some items are budgeted.

Themig went over the CS projects that the department is working on for the next two years:

- Cerri Site- Approved for fiscal year 2016-2017
- Fitch Mountain Management Plan – Develop a plan that will plan the future use of the mountain
- Fitch Mountain Open Space–Opening the mountain for use
- Synthetic Turf Project – Relocating of the turf from Saggio Hills to the Community Center
- Saggio Hills - Development of the park, a natural based design
- Accessibility Improvements for ADA compliance- \$25K to make improvements each year
- Community Center – Relocation staff out of the lunch room into office space
- Rec Park Netting Fence- To prevent balls form hitting homes/property
- Park and Open Space Master Plan –projected funding from CS fund \$60K
- Continue Rec Park Outfield Turf Replacement

Themig spoke about Future CS Projects:

- 2018 installation of shade structures at playgrounds
- Dog Park Improvements
- Badger Park Renovations
- Gibbs/Railroad Park Renovation in 2019
- Plaza Renovation 2020

Tripathi inquired why Gibbs Park which had very noticeable safety issues was not higher on the project list. Themig asked for feedback from other Commissioners and it was moved up higher on the project list. Birdsong suggested it may be a project for a community group if interested.

Themig conveyed other information in regards to other city-wide projects such as; 5-way intersection, pathway expansion, City Hall expansion, public works and utility projects and other deferred maintenance projects such as Senior Center improvements, and Community Center enhancements.

Spoke about the 2-year budget and provided budget meeting dates, and mentioned that the CIP budget will be adopted on June 6th, 2016.

5. OLD BUSINESS

5.a. 2016 Commission Goals

Commissioner Mota inquired if there are any changes to the Capital Improvement Program (CIP) list and how Commission would like to align the 2016 Goals.

Themig reviewed the 2015 Goals and spoke about the 2016 Goals, some goals from 2015 will roll over into 2016. Tripathi asked that the Commission monitor and advise on the 5-year CIP. Hyde inquired if the City has a process for how the CIP is managed. Themig responded that there is a framework that will guide the Commission. Hyde wanted clarity on what the Commission's role is and what the expectations are from City Council and the City Manager. Widick inquired if there is an outline of other Parks and Rec Commissions and what they are used for in other cities, and their responsibilities. He stated that there has been changes in the past few years and there is confusion on what their role is, and maybe City Council could give them direction. Tripathi agreed that they needed clarity from Council to know what their duties are, and how they can assist, guide and share their expertise. Hyde suggested that they update the ordinance and review their roles. Herrod suggested that when a proposed a change or update occur to the CIP that it be placed on the agenda and formalized so that the Commission is aware of what is occurring.

Themig suggested that any new projects be directed through the CIP process and if a change is made, addition or deletion to the CIP list the Commission would review it and make a recommendation. Commissioners spoke about having a conversation with the appropriate person regarding their roles as Commissioners and asked Themig to set up a meeting. The Director suggested that a subcommittee be formed to discuss their roles and responsibilities. Commissioners spoke about the projects that are taking place and how the community should be involved and what the process has been in the past.

Mota mentioned that he would like to review the Council goals once these are available and know what CIP money is available. Commissioners emphasized that they would like to have an alignment session and would like to have better communication with Council. Hyde added that she would also like to have better communication with the public so that they are aware of what is transpiring. They would also like to review and define the context of the existing ordinance.

6. INFORMATION AND REPORT OF COMMUNITY SERVICES ACTIVITIES (Staff, Information Only)

6.a. Cerri Site Redevelopment Planning Process Update (Verbal)

Themig reported that the Cerri Site project will not be coming back for the Commission to review, the item will be going to City Council on May 16th, a third design concept will be removal of existing structure and installing a shade structure which will be an agrarian look at the direction of the City Manager. Themig will be meeting with event coordinators to discuss usability of the different options. A tentative public open house will take place on Wednesday, May 4th where the different options will be presented. Cost estimates are also being reviewed and the City Council will be making a decision on May 16th.

6.b. Saggio Hills/Community Center Master Plan Update (Verbal)

Revised concepts will be coming forward at public meetings in June, in July it will be reviewed by the Parks and Rec Commission, and City Council will review in August.

Tripathi inquired if Commission or a subcommittee can be part of a conversation with Carducci and Associates for concept design of Saggio Hills like they have been part of in the past with the design of other City parks. Themig mentioned that he is taking direction on the project, and he apologized that Commission is not involved.

A subcommittee was conformed by Commissioners Birdsong, Herrod, and Widick to talk about role of the Commission as it relates to the ordinance, Saggio Hills, Community Center Master Plan and the synthetic turf projects.

6.c. Fitch Mountain Management Plan Process (Verbal)

Licea reported that staff met with PCI Management to go over timelines, schedules and a work plan for Fitch Mountain. Staff will be meeting with both LandPaths and PCI to talk about outreach, stakeholder meetings, and user meetings to discuss the roles and responsibilities. One of the elements that will be discussed will be ADA access. A timeline on the work plan was received and the project should be completed by February of 2017.

7. COMMISSION REPORTS ON MATTERS OF INTEREST OCCURRING SINCE PREVIOUS REGULAR MEETING (Commission, Information Only)

Commissioner Tripathi acclaimed the Parks Staff and Superintendent Licea's work with the cleaning up of graffiti around the City. Widick commented that he liked receiving the blast of information in regards to the graffiti issues. Chairperson Mota inquired if the City website has a feature to make these reports; Themig directed them to the City's website and the Report a Concern feature.

8. FUTURE AGENDA ITEMS

- 8.a. Draft Affiliation Agreement for City-Recognized Associations**
- 8.b. Saggio/HCC Master Plan Preliminary Revisions**
 - 1) Subcommittee report**
- 8.c. School District Facility Planning Process**
- 8.d. Sonoma County Integrated Parks Plan**
- 8.e. Finalize the goals**
- 8.f. Create a subcommittee to review P&R Ordinance**
- 8.g. Explore alternative Funding options**

10. ADJOURNMENT

There being no other business to discuss, on a motion by Commissioner Tripathi, seconded by Commissioner Widick, adjourned the meeting at 8:00 P.M. The motion carried on a voice vote. (Ayes - 5, Noes - 0, Absent -, Hernandez)

The next regular meeting is scheduled for May 11, 2016 at 6:00 PM at the City Hall Council Chambers (unless otherwise established), 401 Grove Street, Healdsburg CA.

APPROVED:

ATTEST:

Juan Mota,
Chairperson

Mark Themig,
Community Services Director

**CITY OF HEALDSBURG
PARKS AND RECREATION COMMISSION
REGULAR MEETING MINUTES**

**May 11, 2016
City Hall Council Chambers
401 Grove Street, Healdsburg, CA 95448**

The Parks and Recreation Commission met in regular session.

1. CALL TO ORDER

Chairperson Mota called the regular meeting to order at 6:02 P.M.

1.a. Roll Call

Present Commissioners: Birdsong, Herrod, Hyde, Mota, Tripathi, Widick

Absent Commissioners: Hernandez

Staff Present: Community Services Director Themig, Parks Superintendent Licea,
Office Assistant Salas

1.b. Pledge of Allegiance

1.c. Changes (deletions) from Agenda

None

2. PUBLIC COMMENTS

None

3. OLD BUSINESS

3.a. Cerri Site Adaptive Reuse Project

Receive an update on the Cerri Site Adaptive Reuse redevelopment project and next steps

Director Themig introduced local architect Alan Cohen who spoke about the design options for the Cerri Site and a change in process will include a recommendation to City Council on one of the three design options. Both Cohen and Themig provided information on work to date, property history, background information, recent direction from City Council as well as information on the environmental site assessment that has been done to the property.

City Council has included funding for this project in the Capital Investment Program (CIP). Council's direction is that the site includes parking, is home to the Farmers Market, and is a space for community events and activities.

The City entered an agreement with EBA Engineering to conduct Phase 1 and 2 environmental assessment tests to the Cerri Site property. A known underground storage tank leak showed contamination in the soil, in addition a new leak was found. There was evidence of PCE tetrachloroethylene in the soil, which is not uncommon in Healdsburg. Cohen added that a voluntary clean-up will remove most of the contamination, no water contamination was found and the clean-up process can be part of the construction project which makes this manageable.

Director Themig and Architect Cohen talked about the three different design options, provided a summary of what those include and talked about feedback which they have been receiving at the meetings.

Option 1:

- Retain the building and repurpose it
- Total parking spaces 57; 24 inside building (one-way entrance), 33 outside
- Cold kitchen (no stove top or hood)
- 4 unisex restrooms
- Storage space
- Solar options limited due to existing structure
- Capacity: 775
- Transparent covered roof

Option 2:

- Removes the building and constructs new parking lot and shade structure
- Modern context - more open structure
- Total parking spaces 77
- Solar
- Catering kitchen
- 4 restrooms
- People area under the oak tree
- Permeable concrete for best management practices for storm drain
- Larger covered area
- Capacity: 1100
- Large opening that will let light and rainfall for a more natural ambiance of the building

Option 3:

- Remove the existing building construct new parking and shade structure
- Replica of the existing building
- Agrarian look
- Total parking spaces 70

- Less solar panels, with a portion of the roof being translucent
- Storage
- 4 restrooms

Feedback Themes

- Downtown parking is a major concern for residents
- The Farmer's Market Board is in favor of removing the building and constructing a new surface parking lot with an agrarian look
- Saving building has limitations for functionality due to set-ups, take-downs, & space
- Saving the building limits expansion opportunities in the future
- Many community members are in favor of Option 1
- Community members are concerned about old buildings being torn down for new construction
- The community supports the Farmer's Market
- Modification of Farmer's Market for better use
- Strong desire to enhance connective and use of the Wetzel garden as part of the project
- There is as strong solar interest
- Public opinion varies, not a unanimous support for any one approach
- Business forum meeting was in favor of keeping the building and repurposing it

Commissioners asked questions about the different design options and Birdsong inquired about what the City will be doing to address the public parking issues. She asked about the outreach to keep the public informed about the site, Themig responded the city web site, social media, e-mail blast, newspaper, banners, neighborhood meetings, etc.

The next steps for the project are:

- Assembling project information
- Cost estimates
- Operating comparison matrix
- Operating costs and revenue
- Complete public feedback
- Summer 2016, date to be determined for Parks and Recreation Commission to review proposal for a recommendation to City Council

Themig commended the work by Alan Cohen and the TLC team for going far and beyond their scope of work.

3.b. 2016 Goals

Review and consider adopting 2016 Goals

Themig provided a copy of the 2016 City Council goals for the Commissioners. Commissioners were asked to review, modify and adopt the Park and Recreation's proposed goals for 2016. Commissioners commended Director Themig for capturing the themes the group has discussed,

the goals were thematic rather than project specific. Hyde inquired on the involvement between the Senior Center and the Community Center's offerings and if there is any overlap between the two Commissions. Themig replied that there may be an opportunity for the subcommittees to work together or at least have a representative from another Commission if it makes sense.

On a motion by Commissioner Widick, seconded by Commissioner Herrod made a motion to adopt the 2016 Parks and Recreation Commission Goals as presented. (Ayes 6 -, Noes- 0, Absent- Hernandez)

4. NEW BUSINESS

4.a. Subcommittees

Establish subcommittees for the Commission

Widick spoke about the budgets which City Council is reviewing and mentioned that this will give the Commission a better sense of their priorities. He spoke about the Measure V monies that are being set aside for the Senior Center kitchen remodel and the Community Center improvements.

Themig spoke about the subcommittees that were formed at the previous meeting for the Saggio Hills and the Community Center. Tripathi requested that the school district be included in the partnership and the parks and facilities subcommittees. Commissioner Hyde asked that the public library be looked as a partnership, and Plaza Park and the Cerri Site be a part of the parks and facility subcommittee. Tripathi added that partnering with the Sonoma County Regional Parks has also been talked about in the past. Themig informed Commission that there will be a training regarding conflict of interest as it relates to certain projects and the proximity of how close Commissioners live, which may preclude them from participating in certain discussions.

The following standing subcommittees were formed:

Parks and Facilities; Tripathi, Widick, Herrod

Open Space: Widick, Herrod, Birdsong

Partnership: Tripathi, Birdsong, Hyde

Services and Funding: Hyde, Mota, Hernandez was assigned

Themig will invite someone from the Senior Citizens Advisory Commission (SCAC) to participate in the subcommittee and will ask whether any participation from the Parks and Recreation would be appreciated in any of the SCAC subcommittees.

4.b. Community Conversation Series

Receive information on the upcoming Community Conversation series

Commission discussed holding neighborhood park and community conversation meetings, and added it could be a city-wide effort in lieu of creating separate meetings. Themig mentioned that there will be three neighborhood meetings and encouraged Commissioners to attend the

upcoming meetings. The Summer's Market meeting will be attended by Commissioners Tripathi, Herrod on May 25th. The meeting on July 14th at the Plaza Park will be attended by Hyde, Mota. Birdsong will attend the September 15th meeting, and Felix will be asked to attend the meeting at Byron Gibbs Park. All meetings will take place at 6pm.

**5. INFORMATION AND REPORT OF COMMUNITY SERVICES ACTIVITIES
(Staff, Information Only)**

5.a. School District Facility Planning Process (Verbal)

Themig reported that he has been participating with Superintendent Licea and Supervisor Gauntlet in the facility planning process at the school district. Staff at the school district will be making a recommendation to their board to establish a ballot measure for a bond in November 2016 this will help fund physical education and make facility improvements such as; sports field, wrestling space, agriculture area, gym & locker room, theater, and additional improvements at the junior high.

5.b. Saggio Hills/Community Center Master Plan Process Update (Verbal)

The director informed that a completed a survey of the community center facility. Carducci is working on the artistic design for Saggio Hills. A user group meeting will be taking place in June as well as an open house. The master plan will be reviewed in July and City Council will make a decision in August.

5.c. Fitch Mountain Management Plan Process (Verbal)

Licea informed Commission that PCI is conducting surveys of the property. Staff is working on creating a stakeholder meeting and a public meeting will be held in June. Licea mentioned that staff is working with a very aggressive timeline. Hyde inquired about the LandPaths steward workshops and the turn out, Licea responded that it depends on who is leading the group and the date of the workshops. He added that it is working well for the City.

5.d. Other

Themig informed Commission that a Children's Concert will be held on Saturday, May 14th at 11 am, at the Healdsburg Community Center.

**6. COMMISSION REPORTS ON MATTERS OF INTEREST OCCURING SINCE
PREVIOUS REGULAR MEETING (Commission, Information Only)**

Tripathi, Mota and Themig met with City Manager Mickaelian, to discuss the Commissions involvement and their feelings about feeling removed from recent matters. They felt that the meeting was productive and candid. They talked about ways that they can contribute and be engaged and felt heard by Mickaelian.

Hyde went to the second open house on the Cerri Site; it was attended by 23 people and received good feedback. She added that she worked the bike tour event and received very good response from the 379 bikers, the event was held at the Community Center.

Commissioners talked about their availability for the June meeting, Themig mentioned that everyone needs to be available for the Cerri Site in June or July, which may be rescheduled as a special meeting. The director mentioned that a year ago today that he started working with the City.

7. FUTURE AGENDA ITEMS

- 7.a. Draft Affiliation Agreement for City-Recognized Associations**
- 7.b. Saggio/HCC Master Plan Preliminary Revisions**
- 7.c. School District Facility Planning Process**
- 7.d. Sonoma County Integrated Parks Plan**
- 7.e. Cerri Site**

8. ADJOURNMENT

There being no other business to discuss, on a motion by Commissioner Widick, seconded by Commissioner Tripathi, adjourned the meeting at 8:01P.M. The motion carried on a voice vote. (Ayes - 6, Noes - 0, Absent -, Hernandez)

The next regular meeting is scheduled for June 8th, 2016 at 6:00 PM at the City Hall Council Chambers (unless otherwise established), 401 Grove Street, Healdsburg CA.

APPROVED:

ATTEST:

Juan Mota,
Chairperson

Mark Themig,
Community Services Director



HEALDSBURG PARKS AND RECREATION COMMISSION

AGENDA ITEM: Special Event Application Review

MEETING DATE: July 27, 2016

PREPARED BY: Elizabeth Haskell, Recreation Supervisor

RECOMMENDED ACTION(S): *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.*

BACKGROUND:

The Boys and Girls Clubs of Central Sonoma County have submitted a special event application for their annual Pinot on the River Wine Tasting Festival to be held in Plaza Park on Sunday, October 23, 2016. City staff in the Police, Fire, Public Works and Community Services Departments reviewed and approved the application. The Parks and Recreation Commission is tasked with reviewing special event applications requesting to serve alcohol and making a recommendation to the City Council to approve or deny the requests.

The Boys and Girls Clubs of Central Sonoma County are requesting to serve wine from 11:00 a.m. – 4:00 p.m. at the annual Wine Tasting Festival. They will fence the Plaza and confine alcohol to the designated event area and meet all event requirements of the Police, Fire, Public Works and Community Services Departments and the California Department of Alcoholic Beverage Control.

The Boys and Girls Clubs of Central Sonoma County will pay the major event fee of \$1,491 and a staff fee of \$240. Community Services staff is scheduled to work the event from 6:00 a.m. – 6:00 p.m. to provide event oversight and assist the organizer as needed.

ATTACHMENT:

- Boys and Girls Clubs of Central Sonoma County Special Event Application

Special Event Application

Event Name: Pinoth on the River Event Date(s): 10/23/16
 Event Location: Please select your event location and corresponding maps. Click on location for supplemental forms/maps.

<input checked="" type="checkbox"/> Plaza Park	<input type="checkbox"/> City Hall Paved or Dirt Lot	<input type="checkbox"/> Badger Park	<input type="checkbox"/> Private Property *
<input type="checkbox"/> Street(s) _____	<input type="checkbox"/> Purity Lot	<input type="checkbox"/> Barbieri Brothers Park	<input type="checkbox"/> HHS Field
<input type="checkbox"/> West Plaza	<input type="checkbox"/> Community Center Lot	<input type="checkbox"/> Byron Gibbs Park	<input type="checkbox"/> Healdsburg Museum
<input type="checkbox"/> Recreation Park	<input type="checkbox"/> Carson Warner Memorial Skate Park	<input type="checkbox"/> Giorgi Park	<input type="checkbox"/> Other _____

* If your event is being held on private property (i.e. a shopping center parking lot, privately owned lot, etc.), please attach a letter from the property owner giving you permission to use the property.

Event Set-Up Date: 10/23/16 Set-Up Time: From: 6 am/pm To: 11 am/pm
 Event Start Date: 10/23/16 Event Hours: From: 11 am/pm To: 4 am/pm
 Event End Date: 10/23/16 Clean-up: From: 4 am/pm To: 6 am/pm

Event Category: (Check all that apply)

<input type="checkbox"/> Sports/Recreation	<input type="checkbox"/> Parade/March	<input checked="" type="checkbox"/> Fair/Festival	<input type="checkbox"/> Race/Walk
<input type="checkbox"/> Concert/Performance	<input type="checkbox"/> Outdoor Market	<input checked="" type="checkbox"/> Nonprofit Organization	<input type="checkbox"/> Other: _____

- Are you a **Healdsburg-based** nonprofit organization (within HUSD boundaries): YES NO
 Federal Non-profit Tax ID Number: 68-0309534
 (If yes, please attach a copy of the IRS 501(c)3 tax exemption letter certifying your current status as tax-exempt nonprofit.)
- Has this event been held in Healdsburg before? YES NO
- How many years have you been holding this event? 13
 Location(s) of previous events: Plaza, Rodney Strong
- Anticipated Number of Employees/Volunteers: Per Day: 200 Total: 200
- Expected Event Attendance: Per Day: 1,000 Total: 1,000

Sponsoring Organization (Applicant)*: Boys & Girls Club of Central Sonoma Co.

*Events may be co-sponsored by more than one organization, but there must be only one organization that serves as the primary sponsor and applicant. The primary sponsor/applicant is responsible for obtaining necessary permits and insurance, ensuring adherence to permit requirements, and paying all applicable fees.

Street Address, City: 1400 N. Outton Ave Santa Rosa 95401

Phone: 707-528-2977 Fax: _____ E-Mail: jasonweisse@bgccsc.org

Event Contact: Jason Weiss Cell Phone: 707-567-1809 Eve Phone: 707-567-1809

Fax: _____ E-Mail: jasonweisse@bgccsc.org

On-Site Manager/Emergency Contact during the event: Jason Weiss Cell Phone: 707-567-1809

Signature of Applicant: [Signature] Date: 5/24/16

*The applicant for the Special Events permit must be the authorized representative of the organization/business conducting the special event and be available to work with the City's Event staff throughout the permitting process.

Applicant Initials JW

General Information

Please mark "YES" or "NO" for each statement.

For additional information, please refer to the City's "Guide to Planning Your Event."

General Information (If "yes", you may be requested to meet with the Special Events Team. This process may include additional permit fees.)

The event will be held on City property (includes parks, streets, etc.) YES NO
 The event will be open to the general public. YES NO

Planning & Building Department (If "yes", you may be requested to meet with the Special Events Team. This process may include additional permit fees.)

The event will be held on Private property (parking lots, vineyards, etc.). YES NO
 The event will be open to the General public. YES NO
 The event is a commercial event (i.e. Christmas tree, pumpkin, sales). YES NO
 The event is "sale" or display of products (i.e. sidewalk or tent sales). YES NO
 Signs, banners, decorations, or special lighting will be used. YES NO

Police Department (If "yes", you may be requested to meet with the Special Events Team. This process may include additional permit fees.)

Alcohol will be sold and/or served at the event. (**Requires Council approval**) YES NO
 Sound amplification will be used. YES NO
 Temporary closure of streets and/or public parking areas will be requested. YES NO
 A circus, carnival, or amusement rides are part of the event. YES NO
 A parade, march, bike ride, or walk/run is part of the event. YES NO
 Vehicles will be parked on unpaved areas. YES NO
 The event will include private security. YES NO
 Animals will be part of the event (i.e. petting zoo, pony rides, parade, etc.) YES NO

Fire Department (If "yes", you may be requested to meet with the Special Events Team. This process may include additional permit fees.)

Tents, canopies, or EZ-Ups will be used. YES NO
 Propane gas or open flames (i.e. BBQs) will be used for cooking/heating. YES NO
 Compressed gas cylinders will be used (i.e. helium, etc.). YES NO
 Temporary stage(s), grandstands, bleachers, or other structures will be used. YES NO
 Open flames (i.e. candles, fire pit) will be used. YES NO
 Pyrotechnics will be used. YES NO
 Fenced or controlled access areas will be used. YES NO

Public Works & Electrical Department (If "yes", you may be requested to meet with the Special Events Team. This process may include additional permit fees.)

City equipment will be requested/rented (i.e. barricades, signs etc.). YES NO
 Electrical power will be required (i.e. temporary electrical wiring or generators). YES NO
 Access to a water source will be required. YES NO
 Disposal of water or other liquids will be needed during or after your event. YES NO
 Temporary closure of streets and/or public parking areas will be requested. YES NO

Parks & Recreation Department (If "yes", you may be requested to meet with the Special Events Team. This process may include additional permit fees.)

Merchandise or services will be sold at the event. YES NO
 The event will include vendors (# _____) YES NO
 Activity booths will be set up (i.e. inflatables, dunk tanks, climbing walls, etc.). YES NO
 Portable restrooms and/or hand washing sinks will be provided. YES NO

County and State Agencies (If "yes", then You will need to consult with the appropriate agencies(s) and all required permits must be issued prior to approval.)

Road closures will be requested in the County & within City limits. YES NO
 Food will be cooked or prepared at the event (including BBQs). YES NO
 Food or beverages will be served or sold to the general public. YES NO

Applicant Initials



Event Criteria

Answering the following questions will help the City determine if your event will be defined as a major or a minor event. If the event meets four or more of the major event criteria, it is considered a major event.

Circle the answers that apply.

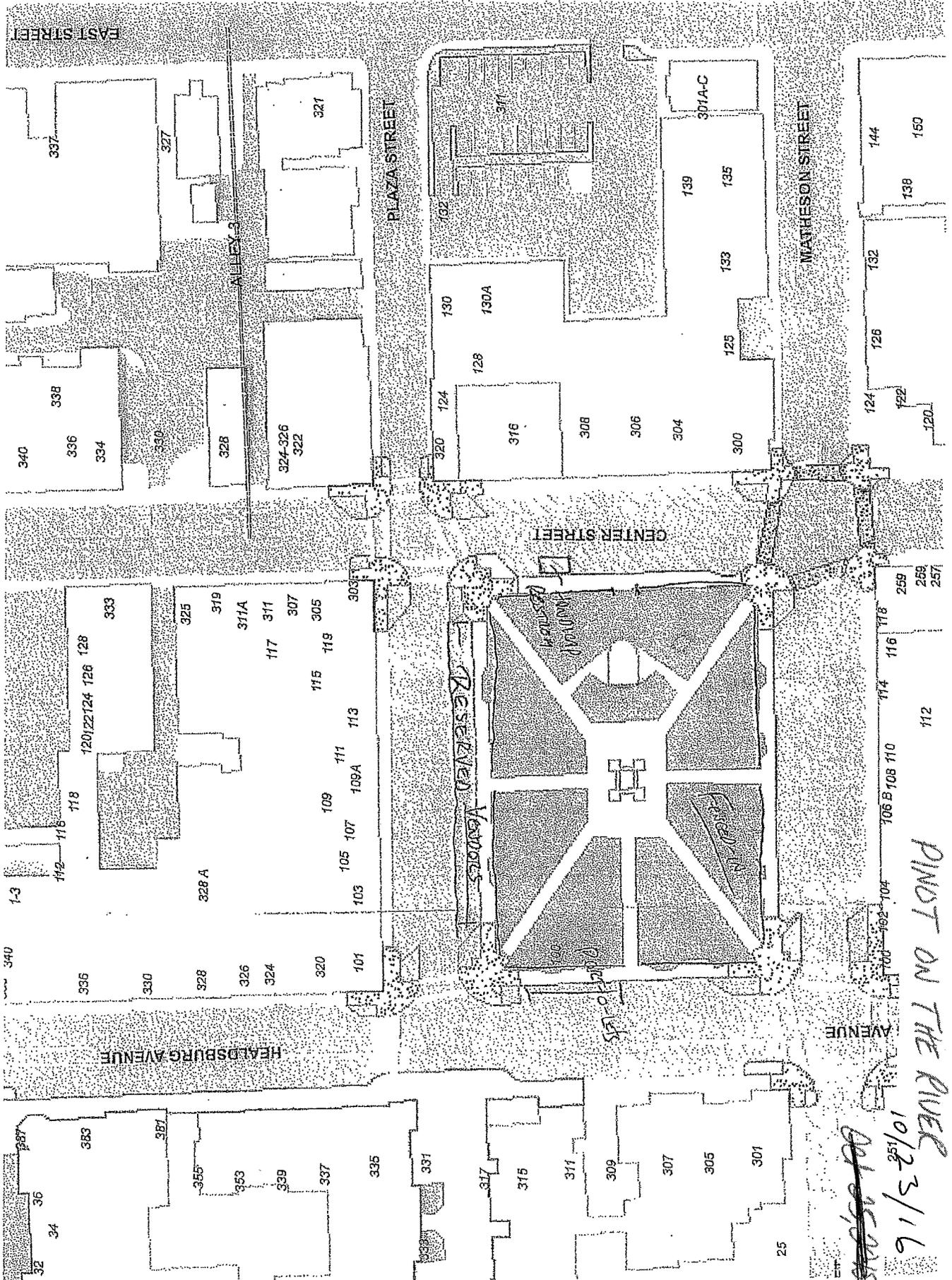
		City Use Only	
1.	How many hours will the event be using city facilities, including set-up, breakdown, & clean up?		
	Under 6 hours <u>6 hours & Over</u>	<input type="checkbox"/> Minor	<input checked="" type="checkbox"/> Major
2.	What percentage of the City facility will be used during the event by booths, vendors, and participants?		
	Under 50% <u>Over 50%</u>	<input type="checkbox"/> Minor	<input checked="" type="checkbox"/> Major
3.	Will anyone be preparing and serving food during the event?		
	No <u>Yes</u>	<input type="checkbox"/> Minor	<input checked="" type="checkbox"/> Major
4.	Will the event have amplified music or announcements and/or require electricity?		
	No <u>Yes</u>	<input type="checkbox"/> Minor	<input checked="" type="checkbox"/> Major
5.	Will the event require use of the City right of way (street closures, sidewalks, parking spaces? How many parking spaces will be needed _____?)		
	No <u>Yes</u>	<input type="checkbox"/> Minor	<input checked="" type="checkbox"/> Major
6.	What is the anticipated attendance at the event?		
	Under 300 <u>Over 300</u>	<input type="checkbox"/> Minor	<input checked="" type="checkbox"/> Major
7.	Will there be alcohol at the event?		
	No <u>Yes</u>	<input type="checkbox"/> Minor	<input checked="" type="checkbox"/> Major
8.	Will the event require access to a water source and/or disposal of water or liquids?		
	No <u>Yes</u>	<input type="checkbox"/> Minor	<input checked="" type="checkbox"/> Major
9.	Will merchandise and/or admission tickets be sold?		
	No <u>Yes</u>	<input type="checkbox"/> Minor	<input checked="" type="checkbox"/> Major

Event Description

Describe the event in detail: (Please add additional pages as needed.)

Wine Festival - 100+ wineries
Silent Auction
Tickets sold online, Attendees check in at
an entrance and are given wristband + glass if
over 21. No one under 21 allowed.
Food Vendors along the park-side of Plaza St.

Applicant Initials GW



PINDT ON THE RIVER

10/23/16

~~01-25-2016~~

251

Street Closure & Parking Area
Supplemental Information

Street Closure: No vehicle traffic is permitted in the event perimeter. No access by vehicle to houses or businesses.

Are you requesting to close a street(s)? YES NO

1. If 'YES', please mark the street closures on the map and attach a letter requesting street closures.

List the proposed street closures:

Name of Street: _____ Date of closure: _____

From: _____ To: _____
Name of street Name of street

Time: From: _____ To: _____

Name of Street: _____ Date of closure: _____

From: _____ To: _____
Name of street Name of street

Time: From: _____ To: _____

Rolling Road Closure: Traffic and pedestrians co-exist as listed on the proposed event map. There will be disruptions to residents and business access.

Are you requesting a rolling road closure(s)? YES NO

If 'YES', please mark the rolling road closures on the map & attach a letter requesting road closures.

List the proposed rolling road closures:

Name of Street: _____ Date of closure: _____

From: _____ To: _____
Name of street Name of street

Time: From: _____ To: _____

Name of Street: _____ Date of closure: _____

From: _____ To: _____
Name of street Name of street

Time: From: _____ To: _____

Parking Spaces: Are you requesting to reserve parking spaces/areas for your event? YES NO

If 'YES', please mark the spaces on the map.

Name of Street/location of parking spaces: Plaza Street - Park. Side

Date: 10/23/16 # of spaces to be reserved: 16 Time: From: 6 am To: 6 pm

Name of Street/location of parking spaces: _____

Date: _____ # of spaces to be reserved: _____ Time: From: _____ To: _____

Will your event necessitate additional/off-site parking? YES NO

If yes, please describe: _____

Will you be using shuttles to transport participants to/from the event? YES NO

If yes, please describe: # of shuttles/buses _____ Name/Number of Company _____

Shuttle/bus parking locations: _____ Shuttle/bus times: _____

Drop off/Pick up zones: _____

Applicant Initials [Signature]

Security Information

All events with alcohol require security. Security may be required for any event based on the Healdsburg Police Department's event review. A City Officer's rate is \$121/hour/officer; Private security guard rates vary per company. Click here for links to the City's approved security providers: V & G Event Services, Weinstein Security, Inc. and Titan Security.

Proposed security plan (Subject to Police Department's review and approval)

What form of security will you be using: (Please check all that apply):

- City of Healdsburg Police Department
- # of officers: _____ Time/ From: _____ To: _____
- Licensed/bonded professional security company;
- # of guards: 10 Time/ From: 10am To: 5pm
- Other: _____

If using a licensed security company, please complete the following:

Name of Company: _____ Address: _____
City: _____ State: _____ Zip: _____
Business Telephone: _____ Fax: _____ Cell: _____
Private Patrol Operators' License Number:
License to carry firearms: YES NO

**A copy of the Security contract must be provided to the City 45 days in advance of your event date.

Marketing / Advertising

NOTE: You may not advertise the event until a City application has been submitted and event date confirmed.

Will this event be advertised or promoted? YES NO

If yes, please describe. List all advertising (radio, web, print publications, etc.):

Internet - Some Radio + Print Publications.

Will there be media coverage at the event? YES NO

If yes, please describe:

Local Newspaper

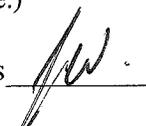
Will flyers, signs, banners, or searchlights be utilized as a source of advertisement? YES NO

If yes, please describe: (Please list locations of all banners to be hung)

Location: _____	Date to be hung: _____	Removed: _____
Location: _____	Date to be hung: _____	Removed: _____
Location: _____	Date to be hung: _____	Removed: _____

You must complete a Banner Application Form and receive approval prior to hanging banners. Posting of flyers, signs, etc. on public facilities or equipment i.e. power poles is not permitted. *Note:* Generally, temporary off-site signs, such as banners, A-frames, or other signage within the public right of way, are not permitted. (Contact the City Planning Department at 707-431-3346 for specific information on signage.)

Applicant Initials _____



Entertainment and Related Activities

Are there any entertainment features related to your event? YES NO

If yes, complete the following or provide an attachment that lists all bands/performers, types of music, announcements, sound checks and performance schedules

Number and size of tents, canopies, booths: _____

*** **Tent Permit Application** (Required for Tent areas in excess of 200 sq. ft.)

Number of tables, chairs: _____

Number of stages: _____

Number of bands/performers: _____

Performer _____ name(s) _____ and _____ types(s):

Will sound checks be conducted prior to the event? YES NO- If yes, Start time: _____ Finish time: _____

Please describe any amplified music or announcements that will take place and the sound equipment that will be used for the event:

Will generators be used: YES NO

If yes, what type: _____ How many: _____ Location(s): _____

NOTE: No amplified sound is allowed in Neighborhood Parks, with the exception of City co-sponsored events.

Food Concessions or Preparation

Will your event involve food concessions, booths, and / or preparation areas? YES NO

If YES, contact the following:

City of Healdsburg Fire Marshal at 707-431-3360 a minimum of 30 days prior to event.

Complete required forms. (Fire Department Cooking Forms.)

Will there be any food vendor(s) in your event: YES NO

If yes, how many: 4 - 6

Food Vendors must obtain a Healdsburg Business License. (Call 707-431-3177 for information.)

Please provide a list of all vendor(s): Business names, addresses, City, State, Zip (Attach additional pages as needed.) The Worst, TR4

The City of Healdsburg encourages special event organizers to employ local food vendors to provide services at events taking place in Healdsburg. Click here for list. (Healdsburg Event Food Vendors).

Will propane gas or open flames (i.e. BBQs) be used for cooking/heating food? YES NO

If yes, you must complete a Cooking Booth Requirements Inspection Form and keep on site for inspection.

Applicant Initials fw.

Alcohol

NOTE: Alcohol at an event requires Parks & Recreation Commission and City Council approval and a license from the State of California Department of Alcoholic Beverage Control. Approval takes a minimum of 60 days.

Does your event involve the use of alcoholic beverages? YES NO

If yes, please check all that apply:

- Free alcohol / host alcohol will be served
- Alcohol sales
- Beer or wine
- Beer and wine
- Beer, wine and mixed drinks

Alcohol will be served from: 11am to 4pm

✓ If 'YES':

2. You must submit a letter with your application, addressed to the City Council, requesting permission to consume alcohol.
3. Provide an Alcoholic Beverage Control (ABC) License: # _____

NOTE: No alcohol is allowed in City Parks without Council approval. Please check the ABC guidelines regarding the type of license needed for your event. Applicant is responsible for making sure that alcohol is not supplied to minors, and that the Responsible Hospitality Guidelines are followed. Alcohol use and consumption is limited to the date and hours approved. The Police Department is empowered to stop any alcohol sales or use not in compliance with the Permit.

Merchandise/Selling of Goods or Services

A Sellers Permit may be required to sell goods and/or services within the City of Healdsburg.

Please describe the goods/services to be sold:

Hat, Shirts, Wine glasses

Please contact the Finance Department at 707-431-3307 for more information. It is the applicant's responsibility to assure that all participants selling goods and services adhere to local requirements.

Applicant Initials *pu*



BOYS & GIRLS CLUBS
OF CENTRAL SONOMA COUNTY

Elizabeth Haskell
City of Healdsburg
Parks and Recreation Department
Healdsburg, CA 95448

Dear Ms. Haskell,

The 13th Annual Pinot on the River Festival is looking forward to using Plaza Park once again as a venue. The Festival is scheduled to be held on Sunday, October 23, 2016.

Boys & Girls Clubs of Central Sonoma County (BGCCSC) would like to request that the City council waive the prohibition of alcohol in Plaza Park so that we may serve alcohol (Pinot Noir Wine) at the Festival during the day from 10 am to 4 pm. In addition we request that the City Council grant us permission to fence in the Plaza area for the event in order to follow ABC regulations.

As usual, the following precautionary steps will be taken:

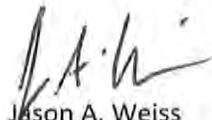
- All entrances to the park will be monitored to insure alcohol does not leave the Plaza area.
- We will contract with a private security firm to assist with control of the entrance gates and ground on the day of the event.
- We will abide by all required conditions for this special event as stipulated on our special Event Permit by the Healdsburg Police, Fire, Public Works and Park and Recreation Departments.
- We will follow all rules defined by the California Department of Alcoholic Beverage Control associated with a daily use permit.

We would also like to request the south parking spots adjacent to the Plaza on Plaza Street between Healdsburg Ave. & Center St. on the day of the event from 7 am to 6 pm in order to accommodate food vendors.

A combination of precautionary measures along with our large volunteer group will insure a safe and fun event for the community.

As you know this event is a significant fundraiser for BGCCSC and we are excited about continuing this event in this ideal location in the City of Healdsburg.

Sincerely



Jason A. Weiss
Director of Government Relations

1400 N. Dutton Avenue Ste. 14 Santa Rosa, CA 95401 | Tel: 707.528.7977 | Fax: 707.528.7933 | www.bgccsc.org

GREAT FUTURES START HERE.

Event Services

Restrooms

For events with an expected attendance of 100 people or more, you may be required to provide portable toilets. Suggested ratio: for every 100 participants, a minimum of 2 portable toilets with sinks: 1 regular and 1 handicap

Will your event provide portable restrooms? YES NO

If yes, please identify the following: Total number of port-a-toilets: 1 x 8

Total number of ADA accessible rest rooms: _____

Total number of hand washing stations: _____

Delivery: Date: 10/23/16 Time: 7am

Pick up: Date: 10/23/16 Time: 4pm

North Bay Portables or Wine Country Portables (or another portables service provider) provides port-a-potty service. Please be advised that your organization is responsible for contacting North Bay Portables, or another portables service provider, to arrange for portable toilet/hand washing facilities.

The North Bay Portables contact number is 888-394-7474; Wine Country Portables is 707-585-5222

If you choose to use another provider, please provide: Name of Company: _____
Day of Event Contact Cell #: _____

Restrooms are available in Community Parks, but may not be serviced during your event.

Garbage & Recycling

For events with an expected attendance of 100 people or more, you may be required to provide garbage and recycling cans.

The City of Healdsburg has an agreement with Redwood Empire Disposal to provide solid waste, recycling, and street cleaning for special events taking place in Healdsburg.

Redwood Empire Disposal requires a **30 day advance notice** for special event services.

Please be advised that your organization is responsible for contacting Redwood Empire Disposal to arrange for the disposal services for your special event. These for-fee services include temporary solid waste and recycling bins, dumpsters, rolling carts, and street sweeping.

The Redwood Empire Disposal Event Services contact number is 707-588-3684.

Will your event require dumpsters and/or garbage/recycling cans? YES NO

If yes, please identify the following: Total number of dumpsters / size: 4

Total number of garbage cans/ size: _____

Total number of recycling cans / size: _____

Delivery Date: 10/23/16 Time: 7am

Pick up: Date: 10/24/16 Time: 10am

Please describe your plan for clean-up and waste removal (including animal waste) during and after the event:

Staff and Volunteers will clean up during & after the event.

Note: The event venue must be restored to its pre-event condition immediately following the event unless other arrangements with the City have been made and approved.

Applicant Initials JW.

Cancellation Information

In the event of inclement weather, please describe your event cancellation plans. Include your method of notification to vendors and the public in the event that your event is cancelled:

N/A

Do you have a phone tree set-up: YES NO
(Major Events are required to have a phone tree.)

Does your event have a Facebook page or website: YES NO

In the event of wet weather, where the park or City property cannot be used as determined by department staff, please contact the City to discuss rescheduling options.

Hold Harmless Clause

The undersigned applicant, who will be in charge of the event, is twenty-one (21) years of age or older. The applicant agrees that she/he will be responsible for the use and care of City property. The applicant further agrees that the character of entertainment and activity at the event will conform with that stated in the application. The applicant agrees to indemnify and hold harmless the City of Healdsburg, its officers, agents and employees against any and all loss, damage, and/or liability that may be suffered or incurred by the City of Healdsburg, its officers, officials, employees, and volunteers, and against any and all claims, demands and causes of action that may be brought against the City of Healdsburg, its officers, officials, employees, and volunteers, caused by, arising out of, or in any way connected with the use by the undersigned of the City of Healdsburg facility or the exercise of the privilege herein granted, except that arising out of the sole negligence of the City.

FEES ARE SUBJECT TO INCREASE WITHOUT NOTICE

I have read and agree to this contract and will conform with the Conditions of Approval attached to this agreement.



Applicant Signature

5/24/16

Date

Applicant Initials JW.

Insurance

As a condition of use of City of Healdsburg facilities or City programs, your organization must provide, at your sole expense, each of the following items as indicated:

Proof of insurance comprised of certificate of Insurance and original Policy Endorsement of **comprehensive general liability insurance** written by one or more responsible insurance companies licensed to do business in California. This coverage must:

1. Name the **City of Healdsburg, its officers, officials, caretakers, employees and volunteers** as additional insured by **endorsement** against liability for injury to persons, damages to property and for the death of a person or persons arising or resulting from any act or omission on the part of your organization, its agents or employees.
2. Include liability coverage for claims made by participants in your event/program. You are advised that any and all **exclusions** pertaining to athletic or recreational event/programs must be disclosed in the endorsement and failure to do so will not necessarily insulate your organization from individual liability for claims made as a result of the use of the facilities and your even/program.
3. Be **PRIMARY** insurance with respect to the additional insured named above. Any other insurance available to **The City of Healdsburg, its officers, officials, caretakers, employees and volunteers** be excess and noncontributing.
4. The comprehensive general liability insurance policy limits of such insurance shall not be less than **\$2,000,000 per occurrence for bodily injury, personal injury and property damage.**
 - a. Any deductible or self-insured retention must be identified and approved by the City. In the event the deductible is deemed to be too great, the City may require you to have your insurer eliminate the deductible or reduce it.
5. You must satisfy these requirements by furnishing the City with certificates of insurance and endorsements affecting the required coverage. The certificate and endorsements are to be on ISO-approved forms. The City will not accept a Certificate of Insurance alone as proof of insurance coverage. The City will not accept the wording listed in the box below in the Description of Operations box on the Certificate. The original endorsement must specifically list the following:

"The City of Healdsburg, its officers, officials, caretakers, employees and volunteers" are additional insured against liability for injury to persons, damages to property and for the death of a person or persons arising or resulting from any act or omission on the part of your organization, its agents or employees.
This insurance is primary with respect to the additional insured named above. Any other insurance available to **The City of Healdsburg, its officers, officials, caretakers, employees and volunteers shall be excess and noncontributing."**

***You are strongly urged to show this Notice of Conditions (including the precise working of these requirements) to your insurance agent or broker. Doing so will help you, your agent, and the City process the proper documents in a timely manner. You must provide the City with the endorsement 45 days prior to the start of your event/program. Each endorsement shall be subject to approval by the City of Healdsburg as to form and as to insurance company.

If you are not able to obtain this insurance, the City, through Hub International may be able to provide you with a quote for this coverage.

Please sign and return this original Notice of Conditions to indicate your receipt and understanding of each of the conditions listed above.

Signature of Designated Official  Dated 5/24/16

Title Dir. of Gov. Relations Organization's Name Boys & Girls Club of Central So. Co

Applicant Initials 



CITY OF HEALDSBURG

Administrative Services

Department

Risk Management

401 Grove Street

Healdsburg, CA 95448-4723

Phone: (707) 431-3184

Fax: (707) 431-3171

Visit us at www.ci.healdsburg.ca.us

Special Event contract supplemental indemnification form

The Event Sponsor agrees to indemnify and hold harmless the City of Healdsburg, its officers, officials, employees, agents and volunteers from and against any injury, damage, claims, actions or suits arising out of the

Plant on the River

List Special Event

including those caused by negligence of the parties being indemnified and/or any dangerous condition of property of the parties being indemnified, and further agrees to defend and indemnify City of Healdsburg, its officers, officials, employees, agents and volunteers from and against an injury, damage, claims, actions or suits arising out of or connect with the event listed above.

I agree to the indemnification clause above and certify that I am an authorized representative for the event listed above:

JAL
Signature, Event Sponsor

5/24/16
Date

City Review & Approval
OFFICE USE ONLY

Complete & Submit City Requirements

The various City Departments will sign-off that their department has been made aware of the request for a Special Event Application, and that the requirements of their department have been met. If a department has any questions and/or the requirements have not been met, it could delay the processing of this application. The departments may suggest or require various steps or conditions concerning but not limited to traffic and parking enforcement, litter control, insurance requirements, and scheduling to avoid conflict with other activities. Only after each department has signed-off will this application process be considered complete.

Boys & Girls Club **Pinot on the River** **10/23/16**
Name of Organization **Event Title** **Event Date** **Permit #**

Department	Approved By	Not Approved	Comments
City Manager	David Mickaelian		
Police	Matt Jenkins		See Attached
Fire	Linda Collister		See Attached
Public Works	Brent Salmi		All parts of the event fencing shall be located within the Plaza Park area and not encroach onto the public sidewalk. A minimum 5 foot wide sidewalk shall be maintained clear at all times where the vendors are located and electric cords or any other item shall not cross or otherwise obstruct the public sidewalk. EH
Administration	Heather Ippoliti		Standard Insurance - EH
Community Services	Jaime Licea Elizabeth Haskell		A mandatory pre-event meeting with city event staff must be held at least 3 weeks prior to event. Call Events Supervisor to schedule 431-3362.

Building and Planning	Name		
Parks & Recreation Commission	Name		
City Council	Name		

Suggestions or requirements are attached to the Permit. The Permit will not be approved without completion of any requirements noted.



HEALDSBURG POLICE DEPARTMENT
238 Center Street
Healdsburg, California 95448
(707) 431-3377
(707) 431-3106 Fax

CHIEF OF POLICE
Kevin Burke

Special Event Conditions

Event: Pinot on the River
Location: Plaza Park
Sponsor: Boys & Girls Club
Date: 10/23/16
Contact: Jason Weiss
Time: 6 AM to 6 PM
Phone: 707-567-1809

The following Police Department Conditions shall apply:

1. All state laws, city ordinances and parking regulations are subject to enforcement.
2. Event must provide for private security as outlined on page 9 of the special event application.
3. Portable toilets and dumpsters shall not block disabled spaces or bus and taxi zones. Locations for such must be posted 24 hours in advance of anticipated delivery with "No-Parking / Tow Away" signs. Signs and barricades may be obtained from police department prior to event.
4. Event staff must post "No-Parking / Tow Away" signs along the Plaza Park side of Plaza Street between Healdsburg Ave. and Center St. a minimum of 24 hours prior to event. Barricades and signs must be in place by 6:00 am on 10/22/16. Signs and barricades may be obtained from the police department prior to the event.
5. Food Vendors must face Plaza Park to prevent event goers from congregating and/or forming lines on Plaza Street.
6. Alcohol sales must be in conjunction with a valid ABC license and a city council waiver must be obtained. (HCO 9.12.170).
7. Persons purchasing or being served alcohol must be 21 or older. Valid identification must be shown. Must have hand stamped or be issued a wristband. No alcohol to be sold or served to intoxicated persons.
8. All alcohol sales and service to stop at 3:45 pm.
9. Perimeter of event area must be delineated and posted with signs indicating no alcohol outside of event area.

Special Event Conditions

Event: Pinot on the River Wine Tasting Festival

Location: Healdsburg Plaza

Sponsoring Organization: Boys and Girls Clubs of Central Sonoma County

Contact Person: Jason Weiss, 707-528-7977, 1400 N. Dutton Ave. Santa Rosa 95401

Event Date(s): October 23, 2016

Date: June 22, 2016

The following Fire Department conditions shall apply:

1. Cooking Booth Requirement Inspection Form: Food vendors must comply with the cooking booth requirements as listed in the attached inspection form. Vendors will be inspected prior to the event.
2. BBQ's must be located 10 ft. away from any combustible materials including tents and canopies.
3. Loading and Unloading: All loading and unloading of merchandise and materials shall not block the roadways around the Plaza for Emergency Vehicle Access.
4. Tents: The tents will require a permit and inspection from Healdsburg Fire Department. No open flame will be allowed under the tent structure. Tents shall be subject to the *Parking, Cooking, No Smoking, and other requirements as identified in T-19 CCR, CFC 3203*. The permit will provide the tent owner/operator of the above listed requirements. The tent permit application can be found online at www.ci.healdsburg.ca.us under Fire Department. Ensure 50 gallon poly drums are clean of chemicals or debris prior to filling.
5. Inspection: Contact the Healdsburg Fire Department Fire Marshal prior to the event for inspections of the vendor booths at (707) 431-3125. A 48-hour inspection notice must be given.



**COOKING BOOTH REQUIREMENTS
INSPECTION FORM**

PERSON IN CHARGE: _____ BOOTH NUMBER: _____

DOING BUSINESS AS: _____ PHONE NUMBER: _____

EXTINGUISHERS:

- Fire extinguisher needs one-year servicing.
- Provide a minimum of one 2-A: 10-B: C fire extinguisher for booth.
- Provide one 2-A: 10-B: C fire extinguisher for cooking area outside booth & near generator.
- Provide a Class K Extinguisher for deep fryer operations.

CLEARANCE:

- Provide 36-inch clearance around any heat source.
- Maintain one 36-inch aisle way out of the booth for exiting purposes.
- Move any cooking appliance that emits grease-laden vapors at least 18 inches to the exterior of the booth.

PROPANE, FUEL, AND POWER:

- Chain and secure any fuel or high-pressure bottles to a stationary object. Fuel or high-pressure bottles must be stored in an upright position.
- Fuel, gasoline powered generators, or high-pressure bottles shall be stored at least 10 feet from a membrane structure (unless approved by the Chief)
- High-pressure bottles, in excess of 5-gallons, must have a pressure regulator.
- Provide for safe conditions of fuel lines. Fuel lines and connections must be tested (soap) to ensure safety.
- Provide for proper safety of electrical connections and uses.

PARKING:

- Parking shall be prohibited within 20 feet of a regulated tent or canopy.
- Parking shall be prohibited within 10 feet of a cooking booth and outside appliances.
- Fire lanes shall be kept clear at all times.

GENERAL:

- Remove hazardous conditions or situations immediately.
- Remove trash accumulations regularly.
- Every cooking fire shall be attended by a competent adult and shall be completely extinguished before being left alone.
- Other: _____

Failure to comply with one or more of the fire safety regulations may result in increase inspection fees and/or the closure of your booth.

MANAGER (print)

MANAGER'S SIGNATURE

DATE & TIME

INSPECTOR'S NAME (print)

INSPECTOR'S SIGNATURE

DATE & TIME

Event Fee Summary

Event Name: Boys + Girls Club Pinot on the River Event Date(s): 10/23/16

OFFICE USE ONLY

4. PAY FEES

Fee Description	Fees	Amount Due	Date Due	Date Paid	Receipt Number	Comments
Non-Refundable App Fee:	\$82	\$82	With application	6/1/16	3506	
Minor Event (0-2 hours) Fee:	\$166					
Minor Event (2-4 hours) Fee:	\$275					
Minor Event (4+ hours) Fee:	\$497					
Minor Event Deposit:	\$400					
Major Event Deposit:	\$1,250	\$1,250				
Major Event Fee:	\$1,491	\$1,491				
Parking Lot Fee	\$82					
Insurance Fee:						
Police Fee:						
Fire Fee:						
Public Works Fee:						
Electric Fee:						
Planning & Building Fee:						
Parks & Recreation Fee:		\$240				See Fee Schedule
Other Fees:						
REFUND AMOUNT:						

90 Day lead-time is required

Application Approved:	Yes	No **	Date:
Insurance Certificate Approved:	Yes	No	Date:
Alcohol Waiver Approved:	Yes	No	Date:
Street Closure Approved:	Yes	No	Date:
Parking Plan Approved:	Yes	No	Not Required:

**** Reason for Denial:**

NOTES:

- There is an \$82 non-refundable application fee.
- The event use fee must be paid upon approval of the application. The fee is not refundable.
- The major event damage deposit is \$1,250 and must be paid no later than 15 days before the date of the event. The minor event damage deposit is \$400 and must be paid no later than 15 days before the date of the event. All or part of the damage deposit may be refunded, based upon the condition of City property after the event. Notification of damage will take place within five – ten days after the event, and refunds will be issued within 6-8 weeks.
- There will be at least one vacant weekend between all major events.
- In the event of scheduling conflicts, preference for use of City Property shall be given to Healdsburg-based nonprofit organizations, whose principle service area corresponds to the boundaries of the Healdsburg Unified High School District. If more than one application is received for the same date, the Parks & Recreation Commission will make a determination, with preference given to organizations with fewer applications.

Applicant Initials *[Signature]*

SPECIAL EVENT FEES
BY DEPARTMENT
Schedule of Fees, Deposits and Charges

Event Organization: Boys and Girls Club of Sonoma County
Event: Pinot On The River - 6:00 am - 6:00 pm
Event Date(s): Sunday, Oct. 23, 2016
Time(s): 6AM - 6PM

POLICE DEPARTMENT FEES:	Unit Cost	# of Units	Amount
Application Review:			
Event Planning Time			
Event Hours (per officer/per hour)	\$130		
Barricade Costs (\$5/barricade)			
Other:			
(Acct. # 101-0000-370-20-02)			POLICE SUBTOTAL =
			TOTAL POLICE CHARGES DUE =

FIRE DEPARTMENT FEES:	Unit Cost	# of Units	Amount
Application Review:			
Based on total staff time in hours			
Expedited Approval (5 days before event)			
Duration: plus per hours Overtime Rate			
Inspections: (Rate per hour)	\$134		
After hours/weekends	\$201		
Tent Fee	\$204		
(Acct. #)			FIRE SUBTOTAL =
			TOTAL FIRE CHARGES DUE =

PUBLIC WORKS DEPARTMENT FEES:	Unit Cost	# of Units	Amount
Application Review: \$99/hour			
Based on total staff time in hours	\$99		
Inspections: \$69/hour			
Based on total staff time in hours (2 hour min call-out)	\$69		
(Acct. # 511-0000-371-01-00)			ENGINEERING SUBTOTAL =

OTHER CHARGES:	Unit Cost	# of Units	Amount
Sewer Disposal (Acct. # 530-0000-370.20-01)	\$100		
Equipment Rental			
Water Meter Deposit (Deposit Acct. # 530-0000-370.20-01)	\$450		
			OTHER SUBTOTAL =
			TOTAL PUBLIC WORKS CHARGES DUE =

ELECTRIC DEPARTMENT FEES	Unit Cost	# of Units	Amount
	\$150		
			OTHER SUBTOTAL =
			TOTAL ELECTRIC CHARGES DUE =

PLANNING & BUILDING DEPARTMENT FEES:	Unit Cost	# of Units	Amount
Application Review:			
Based on total staff time in hours	\$75		
Field Staff			
Based on total staff time in hours (2 hour min call-out)	\$80		
(Acct. # 511-0000-371-01-00)			PLANNING & BUILDING SUBTOTAL =
			TOTAL PLANNING & BUILDING CHARGES DUE =

PARKS & RECREATION DEPARTMENT FEES:	Unit Cost	# of Units	Amount
Application Review:			
Based on total staff time in hours			
Event Staff: 6AM - 6PM			
Based on total staff time in hours (2 hour min call-out)	\$20	12	\$240.00
Other -Banner Hanging- Acct 530 0000-370-20.01			
(Acct. # 585-0000-)			PARKS & RECREATION SUBTOTAL =
			TOTAL PARKS & RECREATION CHARGES DUE =

OTHER CHARGES:	Unit Cost	# of Units	Amount
Banner hanging (Acct. # 530-0000-370.20-01)	\$10		
			OTHER SUBTOTAL =
			TOTAL EVENT CHARGES FOR ALL DEPARTMENTS=

\$240.00

City Post Event Review

OFFICE USE ONLY

The various City Departments will sign-off that the requirements of their department were met during the event and that any City equipment which was borrowed or rented has been returned. If a department's requirements were not met, the event deposit may be withheld. If the City's requirements were not met, the City may not issue an event permit to your organization in future years. Only after each department has signed-off after the event will the deposit refund be issued.

Boys & Girls Clubs
Name of Organization

PINOT ON THE RIVER
Event Title

10/23/16
Event Date

Permit #

Department	Refund Approved By	Refund Not Approved	Post Event Comments
City Manager			
Police			City equipment returned: _____
Fire			
Public Works			City equipment returned: _____
Administrative Services			
Planning & Building			
Community Services			City equipment returned: _____



HEALDSBURG PARKS AND RECREATION COMMISSION

AGENDA ITEM:	Cerri Site Redevelopment Project
MEETING DATE:	July 27, 2016
PREPARED BY:	Mark Themig, Community Services Director
REQUESTED ACTION:	<i>Review, and by motion, make a recommendation to the City Council on the proposed redevelopment of the Cerri Site.</i>

BACKGROUND:

The City purchased the former Purity Chemical Products property in 2004 through the Redevelopment Agency to help meet parking needs in the downtown area. The purchase price was \$1.2 million. Purity continued to use the property under a lease agreement until September 2006 when they moved into their new facility on Grove Street.

Past Redevelopment Efforts

2006

The City's Redevelopment Agency first considered redeveloping the property in September 2006. At that meeting several options were considered:

- Mixed use project (private sector informal proposal: parking, affordable housing, boutique hotel, retail shop)
- Public parking lot
- Renovate the building for Farmers' Market and parking
- Renovate the building for public/quasi-public uses and parking
- Convert the building to a parking shade structure (Davis Farmers' Market concept)

The RDA Board directed staff to investigate issues/constraints for potential redevelopment including potential historic status, seismic/structural issues, Foss Creek setbacks/floodplain, contamination, etc.

2007

The City's Redevelopment Agency next considered the property in February 2007. At that meeting staff provided an overview of seven issues:

1. Building Condition: The building's truss system was found to be structurally sound for the current weight load, but the roofing, siding, and flooring would need renovation, and ADA access would need to be established if the building were to be reused.
2. Foss Creek Setback/Floodplain: The property contains floodplain for Foss Creek.
3. Tree Removal: Three Privets are non-native and could be removed; protection of the oak tree is desirable although it was not a heritage tree.
4. Historic/Cultural Review: No significant archeological resources were found on the site. The building is eligible for inclusion on the California Register of Historical Places because it is linked historically to the fruit industry in Healdsburg and prominent Healdsburg merchant families, as well

as a good example of the type of simple architecture for industrial buildings in the early part of the 20th Century.

5. Building/Soils Contamination: A prior petroleum underground storage tank leak on the northeast side of the building was partially cleaned up in the 1990's. If the building were to be removed additional cleanup would need to occur under the building's foundation. No other environmental analysis was performed.
6. Use of the Property: The intended purchase of the property was for parking. The following five uses were reviewed:
 - Mixed use project (private sector informal proposal: parking, affordable housing, boutique hotel, retail shop)
 - Public parking lot
 - Renovate the building for Farmers' Market and parking
 - Renovate the building for public/quasi-public uses and parking
 - Convert the building to a parking shade structure (Davis Farmers' Market concept)

After considerable discussion, the Agency Board directed staff to:

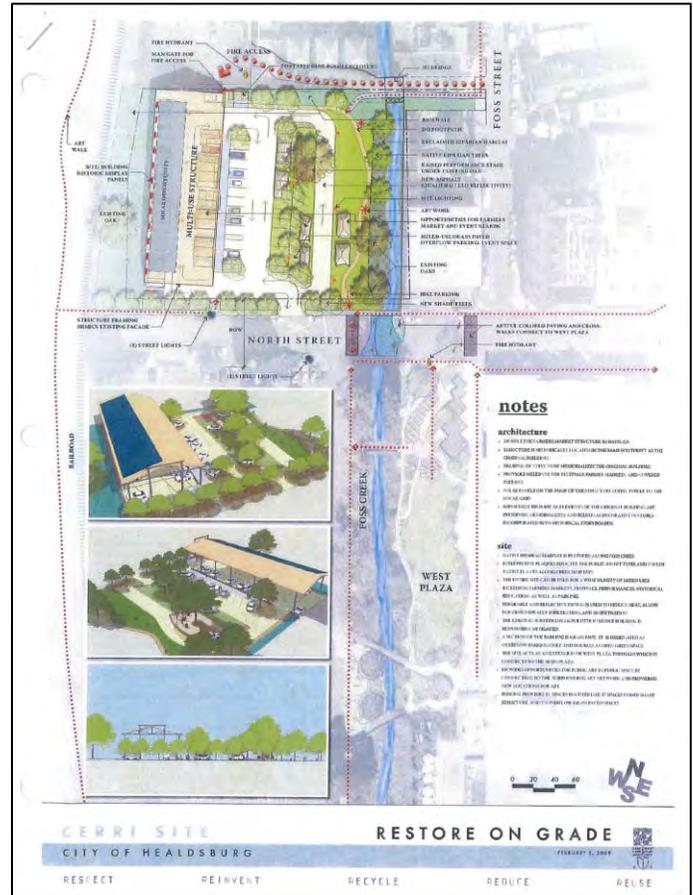
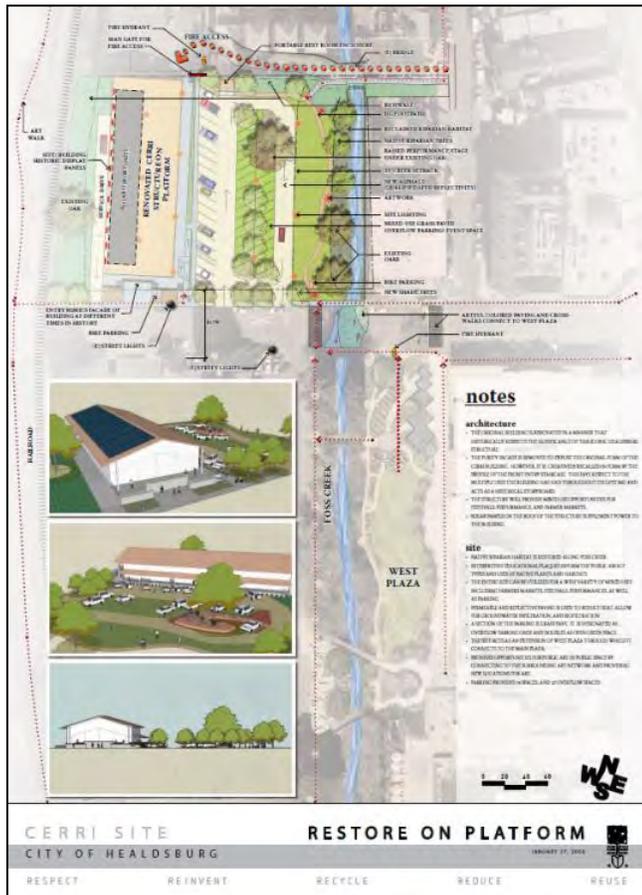
- Initiate environmental and design review process with the Planning Commission for removal of the building, possible preservation of the façade attached to a shade structure, installation of a public parking lot, and a 35' Foss Creek restoration project.
- Negotiate with the Farmers' Market regarding future needs at the site and feasibility of relocating to this site at a future date.
- Explore permeable parking surface if feasible.
- Explore the feasibility to modify the building to provide permanent meeting or office space without losing parking spaces, following the existing rooflines to preserve the look and attaching it to a shade structure, while at the same time maximizing the number of parking spaces.

2008

In September 2008, the City, through the Parks and Recreation Commission, initiated a process in response to the Commission's and the public's concerns about an event area to relieve pressure from the Plaza, and to find a permanent home for the Farmers' Market. Staff identified the Cerri site as a potential event site and the concept of a covered area somewhat similar to the City of Davis' Farmers' Market was discussed. The City contracted with Carducci and Associates to conduct a series of public meetings and create conceptual drawings and cost estimates based on staff and public input.

2009

In March 2009 the Parks and Recreation Commission considered two Carducci conceptual designs: (1) a restore on platform concept similar to Napa's Oxbow Market, and (2) a restore on grade shade structure similar to the Davis Farmers' Market. (See images below.) The Commission recommended the second option to City Council, an on-grade shade structure. In March 2009 the City Council adopted redevelopment of the Cerri Site as one of their goals and called for additional work including additional meetings for public input, securing funding, and proceeding with construction.

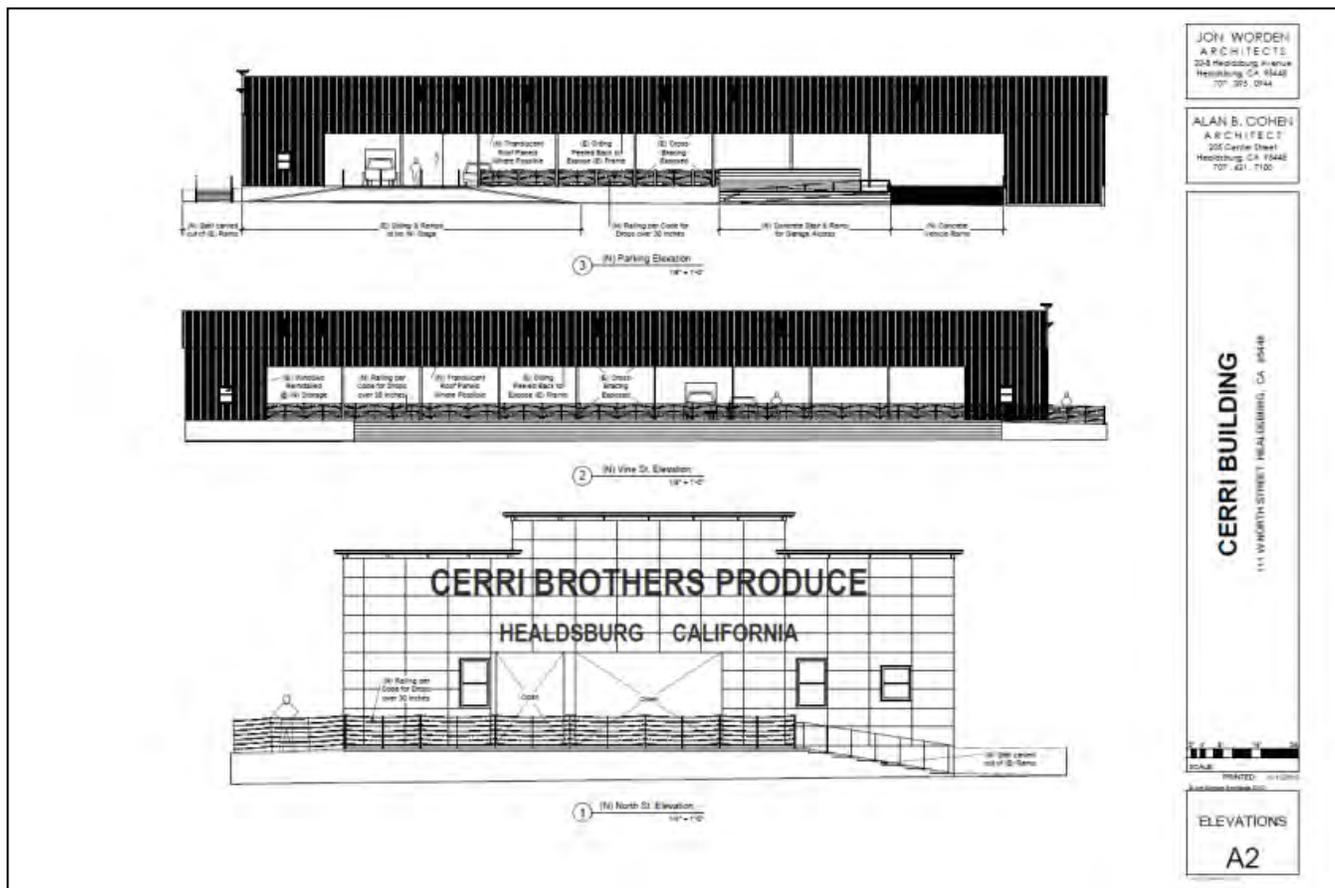


In August 2009 staff presented the two Carducci conceptual plans to the Planning Commission. The Planning Commission's consensus was that they didn't like either option and asked staff to come up with a different approach for redevelopment that considers elements of the historic use and the long-term future of North Street.

Following the Planning Commission's review, staff presented the Carducci concept design options to the City Council for direction. City Council directed (1) to proceed with making interim improvements so parking and the Farmers' Market can occur on the site, (2) that the preferred project is the second option (removal of the building, new on-grade shade structure, and retaining the front façade), and (3) hold on any further design work until funding is obtained.

2010

There was considerable discussion that continued into 2010 on the design, at which time local architects Alan Cohen and John Worden developed a revised concept. This concept retained the existing truss system and front façade, opened up the sides, and replaced the roofing and other building components. It was envisioned that the facility would provide parking, be available for the Farmers' Market as well as special events, and contain support facilities like a small kitchen and restrooms. Staff presented the Cohen-Worden concept to the Planning Commission in November 2010, and there was consensus support for this concept.



2011-2014

In May 2011 the City Council directed staff to prepare a report and presentation based on the Cohen Worden concept plan. At the same time, the State of California's efforts to dissolve redevelopment agencies were underway, which created some uncertainty about the future of the property. With the subsequent official dissolution of the Redevelopment Agency in February 2012, the property had to go through a screening process to determine if the property was used for governmental purpose. Ultimately, the City received ownership primarily due to the improvements related to the Wetzel Native Plant Garden. Work on redeveloping the property ceased during this period.

Current Redevelopment Project (2015-2016)

In 2015, the City Council included funding in the FY15/16 Capital Improvement Program to initiate design work for redeveloping the former Cerri Site, also known as the Purity Building. Last summer, the City entered into an agreement with TLCD Architects out of Santa Rosa to lead the schematic design

process with local representation from Architect Alan Cohen. In addition, the City commissioned a Phase 1 and Phase 2 Environmental Site Assessment in the fall to study any potential contamination issues.

The City Council provided the following direction for the schematic design process:

- The site must contain parking
- The site will be the home of the Farmers’ Market
- The design options should consider space for community events
- The process should study two design options*:
 - a. Option 1: Retain the existing building, renovate the structure, and construct new parking
 - b. Option 2: Remove the existing building and redevelop the site with a new surface parking lot and shade structure

*As a result of public feedback on the modern context of the shade structure proposed for Option 2, the City commissioned a third design option for an agrarian themed shade structure, which resulted in three options.

The environmental study started in early fall 2015 and continued through early winter 2016. During that time, TLCD/Alan Cohen developed the two schematic design options.

Staff initiated a public engagement process early in 2016 to introduce the design options that included focus groups and public meetings:

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 7	Farmers’ Market Booth
May 11	Parks & Recreation Advisory Commission Project Overview
May 16	City Council Update
March 4 – July 15:	Web Site Feedback Form Available

DISCUSSION:

Design Options

There are three schematic design options developed for the project (**Exhibit A**), one that renovates the existing building and two that remove the building and replace it with new shade structures. All three options include the following amenities: restrooms, cold kitchen (catering kitchen), and storage. There is also a fourth alternative that involves parking only - no structure or support facilities.

Option 1: Retain, Renovate, and Repurpose



Option 1 retains the existing building, renovates the structure, and repurposes the building's use to be a combination parking/event space. Primary design components include a new exterior shell, a wrap-around patio area, sliding translucent panel barn doors, translucent roof openings for natural light, catering kitchen, restrooms, and storage. Option 1 would provide up to 24 parking spaces inside the building to be used at the discretion of the City, and 33 general parking spaces outside. Option 1 does not include solar on the existing building due to structural limitations, but solar could be added as a stand-alone feature over portions of the exterior parking areas.

This option is the most conducive to serving as a site for events as it provides an enclosed (although non-heated/air conditioned) space for winter events and can be fully opened during the warmer spring, summer, and winter months. Capacity at an assembly type gathering is estimated at approximately 774 people. Although the design includes restrooms, larger events would still need to bring in portable restroom service.

Managing events and the weekly Farmers' Market and parking inside the building could be challenging due to cleanliness of the facility, unauthorized parking during scheduled events, etc. Parking controls (e.g. parking gates) could be considered for the structure and the exterior parking area as an overall management tool (see parking section below). Finally, a concern raised during the public input process was the potential for homeless taking shelter inside the structure, which could require securing the building in the evenings.

Schematic Design Option 2: Remove and Reconstruct (Modern Context)



Option 2 removes the existing building, levels the site, and constructs a new surface parking lot with shade structures to be used as a dual parking and event facility. Primary design components include a new surface parking lot, large overhead shade structures using a modern design, catering kitchen, restrooms, and storage. Option 2 provides up to 77 general parking spaces, and up to 16,600 square feet of solar capacity.

Option 2 would provide large covered areas for events but no side protection unless temporary fabric drop-down panels were included in the design. Capacity at an assembly type gathering is estimated at approximately 1,100 people. Although Option 2 design includes restrooms, larger events would need to bring in portable restroom service.

Since the base design is essentially a parking lot exposed to the elements, the condition of the parking area would be typical of other parking lots. Managing parking with events would face similar challenges as Options 1 and 2 with the potential for unauthorized parking during scheduled events. Putting in parking controls (e.g. parking gates) could be considered with this option as a management tool.

Option 2 strives to enhance the Wetzel Native Plant Garden by extending the natural area out around the oak tree.

Schematic Design Option 3: Remove and Reconstruct (Agrarian Context)



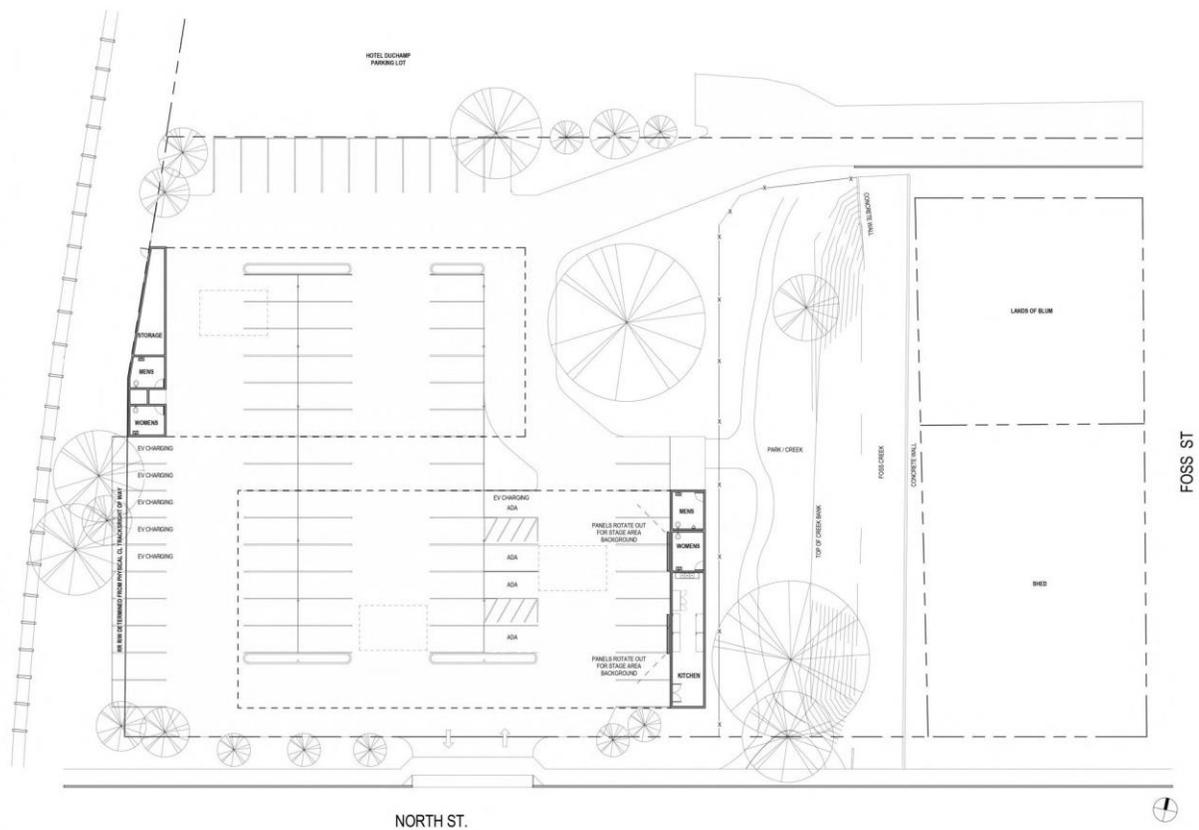
Option 3 also removes the existing building, levels the site, and constructs a new parking facility with shade structure to be used as a dual parking and event facility. Primary design components include a new surface parking lot, large overhead shade structures with a more agrarian theme, catering kitchen, restrooms, and storage. Option 3 provides up to 70 general parking spaces, and approximately 4,050 square of solar capacity.

Option 3 would also provide a large covered area for events but no side protection unless temporary fabric drop-down options were included in the design. Capacity at an assembly type gathering is estimated at approximately 867 people. Although Option 3 design includes restrooms, larger events would need to bring in portable restroom service.

Similar to Option 2, the base design is essentially a parking lot exposed to the elements, and the condition of the parking area would be typical of other parking lots. Managing parking with events would face similar challenges as Option 1 with the potential for unauthorized parking during scheduled events. Putting in parking controls (e.g. parking gates) could be considered with this option as a management tool.

Similar to Option 2, Option 3 strives to enhance the Wetzel Native Plant Garden by extending the natural area out around the oak tree. This option opens up the structure to the garden for better flow and access.

Alternative Approach: Remove Existing Structure and Construct Parking with No Other Improvements



Cerri Site Parking Only Configuration

Note: This is an illustrative image based on Schematic Design Option 2 to show how parking can be maximized on the site with 77 spaces. A detailed “parking lot only” schematic design was not part of the scope of work for the design architects.

As part of the cost estimating process the City requested an estimate for an alternative approach that would remove the existing structure and construct parking. This alternative approach was requested due to the high costs that were coming in for the three options. While a specific schematic design was not commissioned for this approach, the estimating was based on a similar parking configuration to Option 2 that maximizes parking potential.

Operation of this site would be very similar to West Plaza parking lot where the lot is closed during the Farmers’ Market. Parking controls (e.g. parking gates) could be considered with this option as a management tool. There are no restrooms or support facilities included in the cost estimate for this option.

As with Options 2 and 3, this concept could enhance the native plant garden.

Construction Cost Estimates

The architects subcontracted the cost estimating to an outside firm, Cromb Associates Construction Cost Management. The cost estimates (**Exhibit B**) were commissioned after the three schematic design options were developed, and the City received the final cost estimates in June 2016. The cost estimates are comprehensive and include an allowance for design, design review and permitting, construction, and a contingency.

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

The budget for this project is \$1,527,000.

Alternative Funding Sources

Staff has not pursued alternative funding sources such as grants or private contributions for this project.

Farmers' Market

City Council's direction in 2015 was that the site would be the permanent home of the Farmers' Market. As a result, the Farmers' Market Board has been an integral part of the planning process.

The Market currently utilizes a portion of West Plaza parking lot on Saturday mornings until noon and the existing gravel Cerri parking lot on Wednesday evenings. Although these sites functions for the market, they are less than ideal for a long-term home due to the logistics of locating in a non-controlled parking lot and the overall visibility of the market.

Exhibit C, "An Exploration of Permanent Farmers' Market Structures" is a case study from the City of Northampton (NJ) Office of Planning & Sustainability on Farmers' Markets. This report provides a comprehensive study of successful permanent Farmers' Markets, their strengths and the systems that support them. It includes several case studies on different communities' efforts to create a permanent home for their Farmers' Markets.

In considering each of the design options, the Farmers' Market felt that Option 1 would not function well for their regular market due to the parking configuration inside the structure and the single ingress/egress to the building. In addition, the inside of the building could not accommodate all of the farmers so their market would essentially be split into two locations, one group inside and another outside.

Through the public process several different design and operational ideas came up in response to these concerns, including a stadium step type entrance to the elevated platform from the parking area, possibly shortening the building to provide additional spaces to the rear, and expanding the market into the street. (Expanding into the street would require a traffic analysis to determine impact, an operational plan that minimizes City staff impact for the regular street closures, and ultimately City Council approval.) The image below shows the street market concept.



After careful consideration of all the design options, the Farmers' Market felt that retaining and incorporating the existing building into their operation would not meet their current and planned long term needs. The Farmers' Market's preferred option is #3, and they have provided a letter of support for this option (**Exhibit D**).

Community/Special Event Use

Staff identified 34 current and former events that *could* utilize the site throughout the year, with an estimated total attendance of approximately 31,000 participants (**Exhibit E**). Each of the design options, including the alternative approach of parking only, have the potential to provide event space, but they do it in different manners:

Options 1, Retain and Repurpose

This option has the greatest potential for serving as a community/special event space due to the structure itself. As proposed in the concept plan, the structure can both be enclosed for use during the winter months, as well as opened up for spring/summer/fall use. This concept includes limited support facilities to facilitate events including the cold kitchen, restroom, and storage. However, a full heating and cooling system is not proposed in this concept so events would be subject to the outside weather, although temporary heating/cooling could be utilized by event organizers.

Options 2 & 3, Remove and Reconstruct

These options are similar in context as they are essentially an open air shade structure. Spring, summer, and fall uses could be accommodated and would be subject to existing weather conditions. Winter use could be slightly more challenging since there would be no way to enclose the sheltered area unless some type of fabric panels were part of the design (currently not included). These options include support facilities for events similar to Option 1.

Alternative Approach, Remove and Parking Only

The alternative approach of removing the building and constructing a surface parking lot with no structure would function similar to existing surface parking lots where users bring in temporary tents/canopies. There could be components incorporated into the design such as permanent anchor attachments for large festival tents, as well as enhanced landscaping and hard-scape treatments (e.g. colored walkways, etc.). However, these items may reduce the parking capacity.

Parking

Each of the options incorporates parking:

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

With the site proposed to be multi-use including parking, special events, and home of the Farmers’ Market, developing a plan to manage the parking component will be important. Currently when the Farmers’ Market or a special events occur in one of our parking facilities it requires resources to put up temporary signage for the lot, and regularly requires police involvement for towing vehicles that do not adhere to the temporary no parking requirements.

As noted previously, utilizing a gate system could help manage this process, and there may be other tools that could be implemented such as display screens informing parkers of any upcoming events. If special events are a goal of the project, the design should work to minimize the resources it takes to manage parking. Additional research should be conducted on parking management during development of plans and specifications for whichever option is pursued.

Operating Costs and Revenue

Special Event Expenditures and Fees

The City’s practice for a non-city special event is to recover the actual costs of the service being provided through fees. The following are the City’s FY17 special event fees:

Non-Refundable App Fee:	\$86
Minor Event (0-2 hours) Fee:	\$174
Minor Event (2-4 hours) Fee:	\$289
Minor Event (4+ hours) Fee:	\$522
Minor Event Deposit:	\$400
Major Event Deposit:	\$1,250
Major Event Fee:	\$1,568
Parking Lot Fee	\$86

New fees may need to be developed depending on which project moves forward. For example, retaining and renovating the existing building would create a different type of rental facility than a parking lot only configuration. In addition, if the alternative “parking only” approach is taken the fee could be different if amenities for events are included in the design.

In addition, the City charges fees for required services including insurance, Police, Fire, Public Works, Electric, Planning, and Community Services. These fees are determined based on the event type and services required/provided, with the City's costs recovered through the assigned fee. For example, Community Services provides staff to work all special events, and the costs for those staff are charged to the event. Similarly, if Police is required to staff an event, those charges are assigned to the event.

Farmers' Market Fees

The Farmers' Market has a specific arrangement with the City where their fees are based on a percentage of prior-year sales. The fee for the 2016 season for both the Saturday and Wednesday market is \$2,464.88.

Parking Fees

Parking fees could be considered with any of the options, and leased space could be considered should parking be desired inside the building. Parking fees would need to be studied further.

Ongoing Operating Costs

With non-city special event expenditures covered by event fees, the balance of the operating costs for any of the options would be related to the general upkeep, utilities, and long-term replacement costs. These costs would fall under the City's existing operations.

Public Opinion (Exhibit F)

As with past efforts, public opinion about the project is diverse. The following are general themes from the feedback process:

- Parking is a major concern and needs to be a core function of the site. Options 2, 3 and the alternative approach maximize parking. However, some noted that there could be a point in time when parking is not as critical, such as self-driving vehicles reducing the need for parking in a downtown core area.
- The majority of public comment favors saving the existing building and repurposing the structure. However, due to the cost estimates and anticipated ongoing operating costs, some members of the public feel that removing the building and constructing parking only is preferred.
- The Farmers' Market is in favor of removing the building and constructing a surface parking lot with agrarian shade structure. The Farmers' Market feels that the existing building would have limitations on the functionality of the current farmers market due to setup, takedown, and space limitations, as well as expansion opportunities in the future.
- The community has strong support for the Farmers' Market. Several individuals talked about ways to modify Option 1 to support the Farmers' Market, such as stadium style seating between the elevation of the existing building and the surface parking lot and closing North Street during the Farmers' Market for additional space.
- If maximizing solar capacity is a goal of the City, removing the existing building and replacing it with a flat roofed structure would achieve this goal. However, very few individuals found Option 2, a modern shade structure, appealing. As a result, the City commissioned Option 3, an agrarian shade structure.
- All three options can provide community event space. However, the context of that space changes with each option.
- Enhancing the connectivity and use of the Wentzel Garden should be a part of this project.

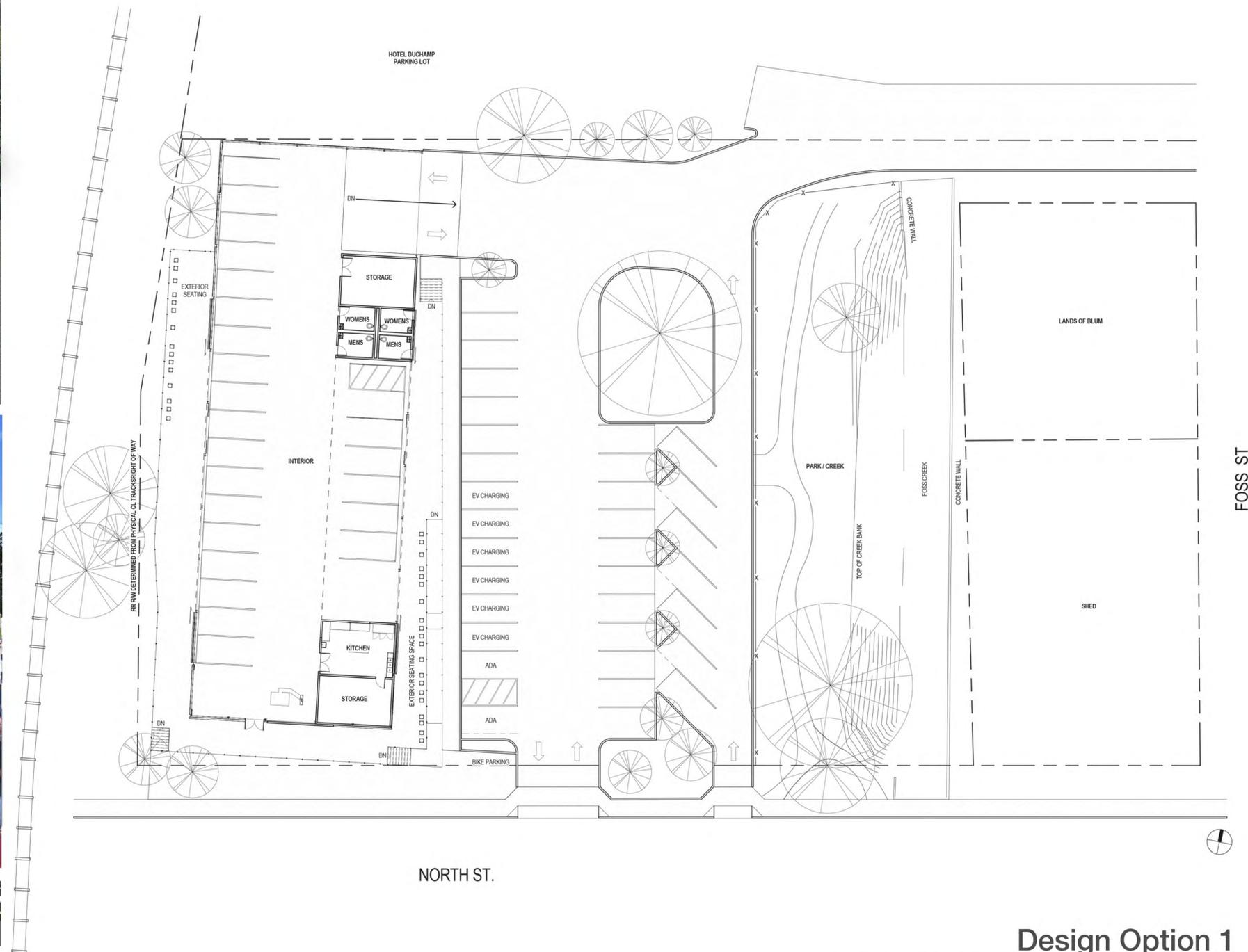
Staff has developed a comprehensive web site on the project and encourages the Commission and public to review the site prior to Wednesday's meeting: <http://www.ci.healdsburg.ca.us/696/Cerri-Site-Purity-Building>. Staff will provide a detailed presentation on Wednesday.

ATTACHMENTS:

- Exhibit A Schematic Design Options**
- Exhibit B Construction Cost Estimates**
- Exhibit C "An Exploration of Permanent Farmers' Market Structures"**
- Exhibit D Farmers' Market Position Statement**
- Exhibit E Potential Special Event User Groups**
- Exhibit F Public Input**
 - Open House #1, March 3, 2016**
 - Open House #2, May 4, 2016**
 - Farmer Market Booth, May 7, 2016**
 - Web Site Feedback Form, March 4-July 15, 2016**
 - Emails**

Exhibit A

Schematic Design Options



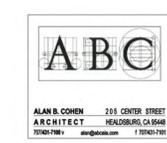
NORTH ST.

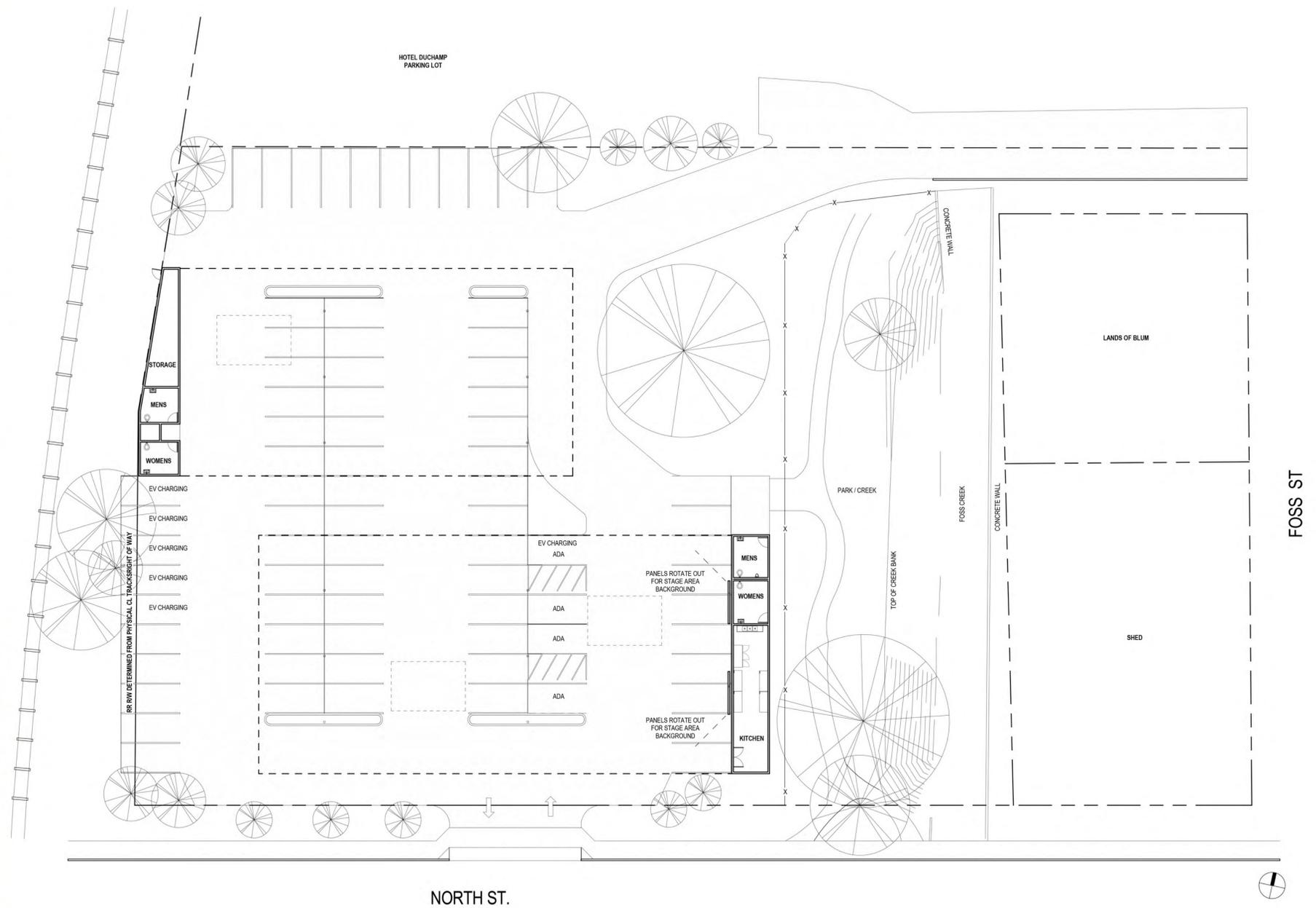
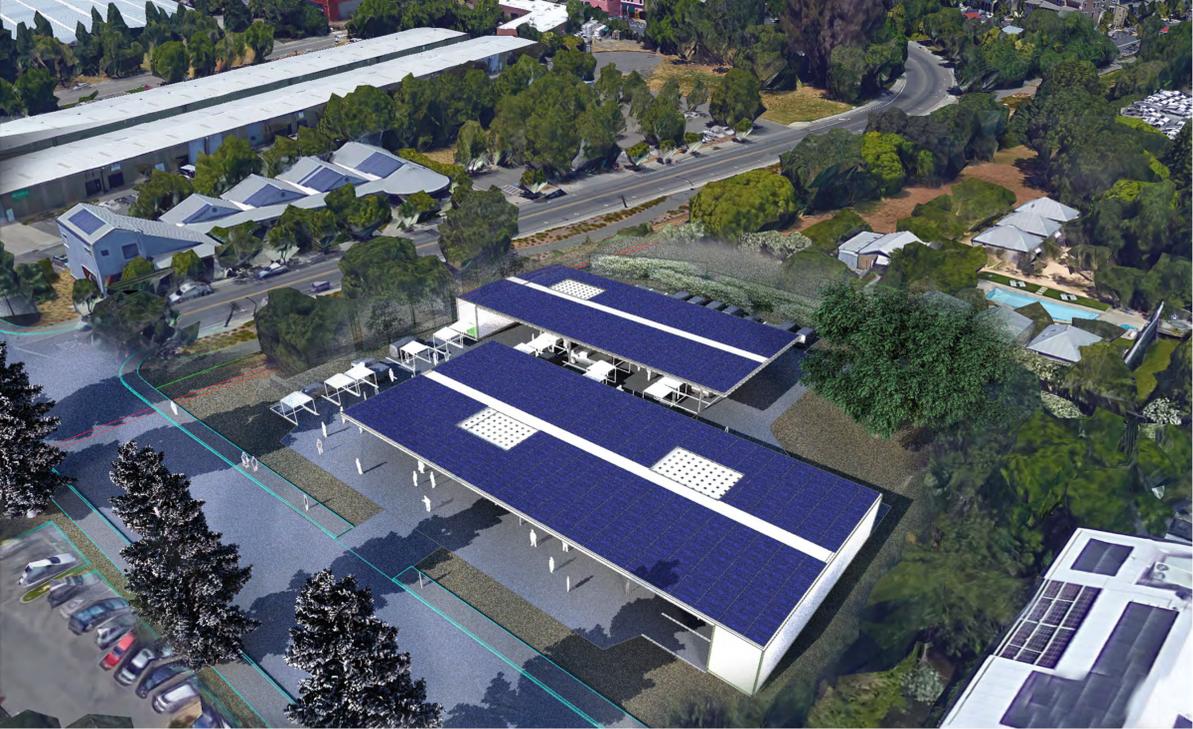
FOSS ST

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)





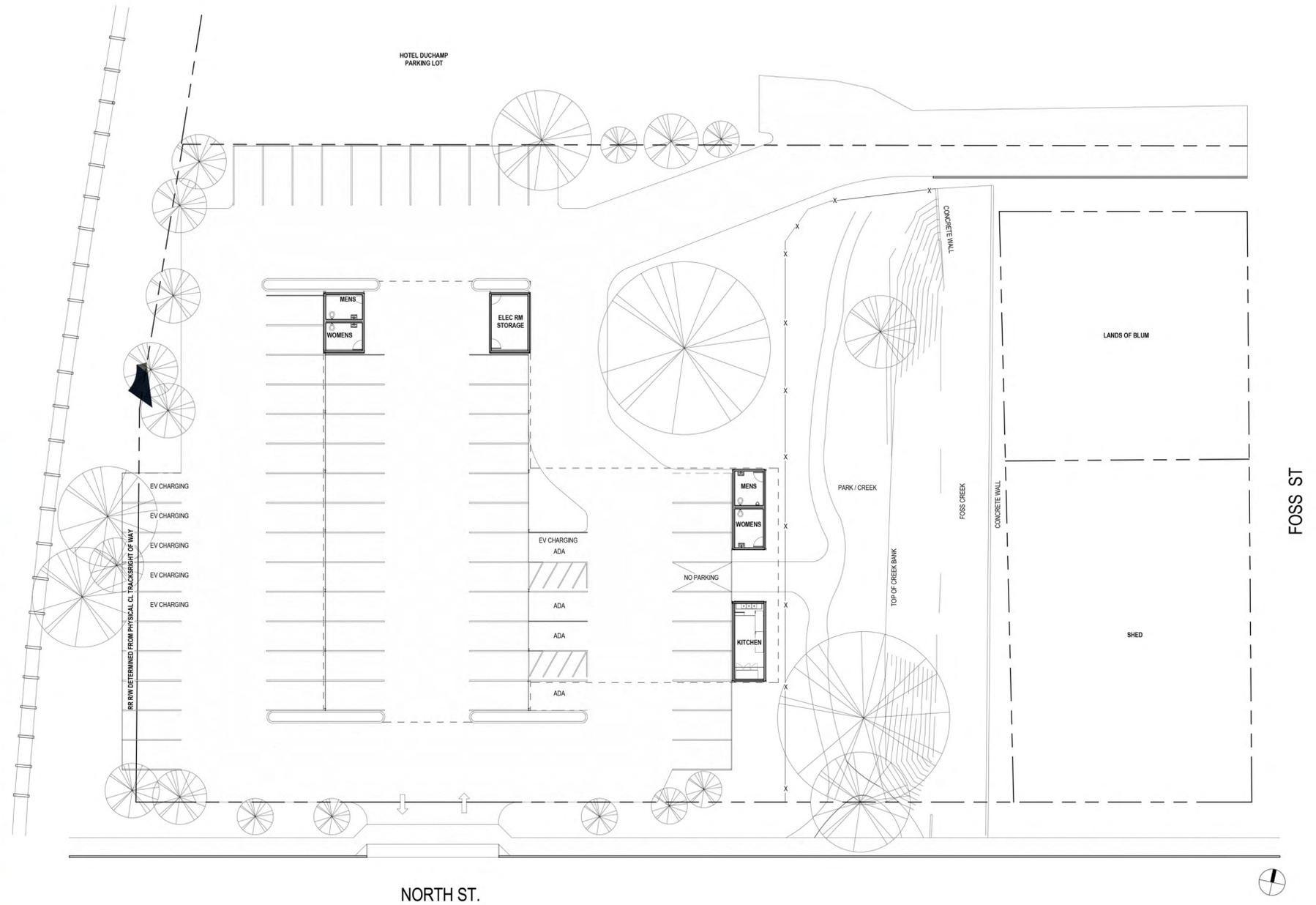
Design Option 2
New Construction

- 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)



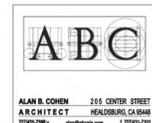
ALAN B. COHEN 305 CENTER STREET
ARCHITECT HEALINGBURG, CA 95046
707.942.7887 abc@abc.com 1 707.942.7101





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)



ALAN B. COHEN 315 CENTER STREET
ARCHITECT HEALINGBURG, CA 94640
7082-7887 alan@abc.com 1 7082-7101



Exhibit B
Construction Cost Estimates

**Cerri Building and Site Improvements
Healdsburg, CA 95448**

**CONCEPTUAL DESIGN
6/4/2016**



**CERRI BUILDING AND SITE IMPROVEMENTS
CITY OF HEALDSBURG
111 W. NORTH STREET
HEALDSBURG, CA 95448**

CONCEPTUAL COST OPINION

June 04, 2016.

**COST CONSULTANT
CROMB ASSOCIATES
51 BAY VISTA DRIVE
MILL VALLEY, CA 94941.
(415) 388 1994.**

**ARCHITECT
TLCD ARCHITECTURE
111 SANTA ROSA AVENUE, #300
SANTA ROSA, CA 95404**

**ALAN B. COHEN
205 CENTER STREET
HEALDSBURG, CA 95448**

CONTENTS

INTRODUCTION - 3

MAIN SUMMARY - 4

OPTION 1 SUMMARY - 5-6
OPTION 1 QUANTITY TAKEOFF - 7-15

OPTION 2 SUMMARY - 16-17
OPTION 2 QUANTITY TAKEOFF - 18-25

OPTION 3 SUMMARY - 26-27
OPTION 3 QUANTITY TAKEOFF - 28-35

PARKING LOT SUMMARY - 36-37
PARKING LOT QUANTITY TAKEOFF - 38

DRAWINGS - 43

INTRODUCTION

THIS OPINION OF COST IS BASED ON THE FOLLOWING INFORMATION:

Plans showing proposed site layout, elevations, and roof plan, Option 1, Option 2 and Option 3 (3 sheets each) prepared by TLCD and Alan B. Cohen Architects. Undated.

No Civil, Architectural, Structural, Mechanical, Plumbing, Electrical or Specifications were available.

Discussions and emails from the design team.

No site visit took place.

THE FOLLOWING ITEMS HAVE BEEN EXCLUDED FROM THIS ESTIMATE:

Escalation. Pricing is in today's dollars.

Photo voltaic system.

Electric charging stations

Increased thickness of paving for fire access.

City sidewalk at West North Street.

Phasing, assumes work can be completed in one phase

Fireproofing to structural steel.

Loose Furniture, Fixtures and Equipment, with the exception of kitchen equipment.

Construction Contingency.

Professional fees, testing, permits, and inspection costs.

THE FOLLOWING ASSUMPTIONS HAVE BEEN MADE IN THE PREPARATION OF THIS ESTIMATE:

The existing structure in Option 1 only required minimal upgrading.

Metal cladding to walls and roof in Option 1 is simple corrugated sheets attached to existing framing with no sheathing or structural upgrade.

The Contractor will be given a reasonable time to construct the project, with no substantial liquidated damages.

The project will go out to open bid with at least four complete bids received.

GENERAL:

This estimate is based on the measurement and pricing of quantities where possible, where measurement was not possible, reasonable allowances have been made to cover the probable scope of work. It is recommended that the design team examine any allowances in order to confirm that the assumed scope is appropriate. Items with a lump sum (LS) are generally allowances.

The information contained herein is based on professional judgment made by experts familiar with the construction industry. Due to the myriad of outside factors that may affect any construction cost, including the status of the economy, and the number of interested bidders, Cromb Associates does not guarantee that the final cost will not vary from that specified in this opinion of probable cost.

Please address all questions and comments to:

CROMB ASSOCIATES
ATT: David Cromb
51 BAY VISTA DRIVE
MILL VALLEY, CA 94941.

	CORE AND SHELL	T.I.	TOTAL
OPTION 1 - REMODEL (E) STRUCTURE	\$ 2,172,383	\$ 917,208	\$ 3,089,591
OPTION 2 - TWO NEW SEPARATE CONOPY BUILDINGS	\$ 4,556,083	\$ 747,916	\$ 5,303,999
OPTION 3 - NEW L-SHAPED CANOPY BUILDING	\$ 4,458,745	\$ 607,505	\$ 5,066,250
DEMOLISH, CLEAR SITE AND REPAVE	\$ 1,618,513		\$ 1,618,513

ELEMENT	AMOUNT SHELL	TOTAL COST SHELL	AMOUNT T.I.	TOTAL COST T.I.	GRAND TOTAL	COST / G.F.A.	%
01 DEMOLITION		75,394		0	75,394	11,585 sf 6.51	2.83
011 STANDARD DEMO.	36,894		0				
012 SPECIAL DEMO. (Asbestos, etc.)	38,500		0				
02 FOUNDATIONS		199,689		0	199,689	17.24	7.51
021 STANDARD FOUNDATIONS	199,689		0				
03 SUPERSTRUCTURE		247,625		42,000	289,625	25.00	10.89
031 FL., WL. & RF. CONSTRUCTION	247,625		42,000				
033 STAIR CONSTRUCTION	0		0				
04 EXTERIOR CLOSURE		55,220		177,000	232,220	20.04	8.73
041 EXTERIOR WALLS	55,220		177,000				
042 EXTERIOR DOORS&GLAZING	0		0				
05 ROOFING	138,560	138,560	0	0	138,560	11.96	5.21
06 INTERIOR CONSTRUCTION		0		140,535	140,535	12.13	5.28
061 PARTNS & DOORS	0		29,170				
062 FINISHES	0		99,865				
063 CASEWORK & SPECS.	0		11,500				
07 CONVEYING SYSTEMS .	0	0	0	0	0	0.00	0.00
08 MECHANICAL		10,000		83,755	93,755	8.09	3.52
081 PLUMBING	5,000		25,075				
082 H.V.A.C.	0		14,000				
083 FIRE PROTECTION	5,000		44,680				
09 ELECTRICAL	25,610	25,610	94,595	94,595	120,205	10.38	4.52
10 EQUIPMENT	0	0	75,000	75,000	75,000	6.47	2.82
SUBTOTAL		752,097		612,885	1,364,982	117.82	51.31

ELEMENT	AMOUNT SHELL	TOTAL COST SHELL	AMOUNT T.I.	TOTAL COST T.I.	GRAND TOTAL	COST / G.F.A.	%
						11,585	sf
11 GENERAL CONDITIONS, and OVERHEAD (10%)		75,210		61,289	136,498	11.78	5.13
11 PROFIT (3.5%)		28,956		23,596	52,552	4.54	1.98
11 BONDS, INSURANCE (1.5%)		12,844		10,467	23,310	2.01	0.88
NET BUILDING COST \$		869,106		708,236	1,577,343	136.15	59.29
12 SITE WORK.		655,086			655,086	56.55	24.62
121 SITE PREPARATION	61,331						
122 SITE IMPROVEMENTS	463,755						
123 SITE UTILITIES	130,000						
SUBTOTAL.		655,086			655,086	56.55	24.62
11 GENERAL CONDITIONS (ON 12) (8%)		52,407			52,407	4.52	1.97
11 PROFIT (ON 12) (3%)		21,225			21,225	1.83	0.80
11 BONDS, INSURANCE (1%)		7,287			7,287	0.63	0.27
NET SITEWORK COST \$		736,005			736,005	63.53	27.67
NET CONSTRUCTION COST \$		1,605,111		708,236	2,313,347	199.68	86.96
13 CONTINGENCIES							
131 DESIGN (15%)		240,767		106,235	347,002	29.95	13.04
132 ESCALATION - None Today's \$.		0		0	0	0.00	0.00
SUB TOTAL HARDCOSTS		\$ 1,845,878		\$ 814,472	\$ 2,660,350	229.64	100.00
SOFT COSTS (Allowance)		\$ 326,505		\$ 102,737	\$ 429,242		
TOTAL		\$ 2,172,383		\$ 917,208	\$ 3,089,591		

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
1	<u>STANDARD DEMOLITION</u>						
2							
3	Demolish and remove off site (e):						
4	Lean to building	1,900	sf	5.00	9,500		
5	Metal siding	6,848	sf	0.70	4,794		
6	Roof covering	12,600	sf	1.00	12,600		
7	Miscellaneous demolition	1	ls	10,000.00	10,000		\$ 36,894
8							
9	<u>SPECIAL DEMOLITION</u>						
10	Hazmat cleanup	1	ls	38,500.00	38,500		
11							
12	<u>DEMOLITION TOTAL</u>				75,394		
13							
14	<u>FOUNDATIONS</u>						
15	Allow for minor foundation upgrade to strengthen (e) structure	11,170	gsa	5.00	55,850		
17	Slab on grade (5" thick) on top of (e) slab	11,170	gsa				
18	Prepare pad	11,170	sf	0.50	5,585		
19	Vapor intrusion barrier	11,170	sf	4.20	46,914		
20	Reinforcing (#4@16"OC EW)	22,340	lbs	1.05	23,457		
21	Concrete	207	cy	250.00	51,713		
22	Float finish	11,170	sf	1.00	11,170		\$ 133,254
23	Miscellaneous						
24	Mechanical pads, curbs, etc	1	ls	5,000.00	5,000		
25							
26	<u>FOUNDATIONS TOTAL</u>				199,689		

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
27							
28	SUPERSTRUCTURE						
29							
30	Entry ramp						
	Concrete ramp complete with footing at stem walls, import fill, mat slab	1,200	sf	75.00	90,000		
31							
32	Structure						
33	Allow for limited structural upgrades to framing	11,170	gsa	7.00	78,190		
34	Repair / replace wood roofing members	11,170	gsa	3.00	33,510		
35	TS Headers and columns to door openings	14	ea	3,000.00		42,000	
36	Roof framing						
37	Shear ply	12,600	sf	-	-		Not required
38	Vertical framing						
39	Metal stud framing, exterior walls						
40	6" 16 ga steel studs @ 24" oc	4,638	sf	-	-		Not required
41	Sheathing	4,638	sf	-	-		Not required
42	Metal stud framing, interior walls						
43	6" 18 ga steel studs @ 24" oc, reg partitions	3,700	sf	9.00	33,300		
44	Sheathing	500	sf	2.25	1,125		
45	Miscellaneous metals	1	ls	1,500.00	1,500		\$ 35,925
46	Miscellaneous						
47	Slab and concrete wall repairs	1	ls	10,000.00	10,000		\$ 10,000
48							
49	SUPERSTRUCTURE TOTAL				247,625	42,000	

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
50	EXTERIOR CLOSURE						
51							
52	Solid Walls						
53	Corrugated metal panel, attached to (e) framing	4,638	sf	10.00	46,380		
54	Exterior doors						
55	Doors complete with frames and hardware						
56	Barn doors w/ translucent finish (16'x9')	12	ea	11,000.00		132,000	
57	Barn doors w/ translucent finish (21'x9')	1	ea	15,000.00		15,000	
58	Coiling door at ramp (32'x9')	1	ea	20,000.00		20,000	
59	Hollow metal door	2	ea	2,000.00		4,000	
60	Replace (e) entry door (pair w/ clearstory)	1	ls	6,000.00		6,000	\$ 177,000
61	Miscellaneous						
62	Paint (e) South wall	1,170	sf	2.00	2,340		
63	Painting ext exposed columns	26	ea	250.00	6,500		
64							
65	EXTERIOR CLOSURE TOTAL				<u>55,220</u>	<u>177,000</u>	
66							
67	ROOFING						
68	Roof covering	<u>12,600</u>	sf				
69	Corrugated metal panel, attached to (e) framing	12,600	sf	7.00	88,200		
70	Miscellaneous						
71	Translucent roof panels (extra over)	3,780	sf	12.00	45,360		
72	Flashings, downspouts	1	ls	5,000.00	5,000		
73							
74	ROOFING TOTAL				<u>138,560</u>		
75							
76	INTERIOR PARTITIONS, DOORS, AND GLAZING						
77	Partitions	<u>370</u>	lf				
78	Gypboard (Framing taken w/ Structure)	7,400	sf	1.35		9,990	
79	Insulation	3,700	sf	1.00		3,700	
80	Sealant, caulking	1,480	lf	1.00		1,480	\$ 15,170
81	Doors						
82	Doors complete with frames and hardware						
83	Hollow metal - double	2	ea	4,000.00		8,000	
84	Hollow metal - single	3	ea	2,000.00		6,000	\$ 14,000
85	INTERIOR PARTITIONS, DOORS, AND GLAZING					<u>29,170</u>	

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
86							
87	<u>FINISHES.</u>						
88							
89	Ceilings						
90	Gypboard ceiling, incl framing	970	sf	20.00		19,400	
91	Paint trusses and underside of roof	12,600	sf	3.00		37,800	Hazmat NIC
92	Paint gypboard	970	sf	1.50		1,455	
93	Floors						
94	Polished concrete, sealed	10,200	sf	2.00		20,400	
95	Ceramic tile	400	sf	15.00		6,000	
96	Vinyl	170	sf	5.00		850	
97	Base						
98	Ceramic tile	130	lf	10.00		1,300	
99	Vinyl	600	lf	2.00		1,200	
100	Walls						
101	Paint steel exposed columns and brace frames	1	ls	3,000.00		3,000	
102	Paint gypboard	7,400	sf	0.90		6,660	
103	Miscellaneous						
104	Paint doors and frames	6	ea	300.00		1,800	
105							
106	<u>FINISHES</u>					<u>99,865</u>	
107							
108	<u>CASEWORK</u>						
109							
110	No work						
111							
112	<u>CASEWORK</u>						

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
113							
114	<u>SPECIALTIES</u>						
115							
116	Shelving system	1	ls	2,500.00		2,500	
117	Fire extinguishers	1	ls	2,000.00		2,000	
118	Signage	1	ls	5,000.00		5,000	
119	Miscellaneous specialties	1	ls	2,000.00		2,000	
120							
121	<u>SPECIALTIES</u>					<u>11,500</u>	
122							
123							
124	<u>CONVEYING SYSTEMS</u>						
125							
126	No Work						
127							
128	<u>CONVEYING SYSTEMS</u>				<u>-</u>		
129							
130							
131	<u>PLUMBING</u>						
132							
133	Equipment						
134	Water-heater-electric/storage 20gal	1	Ea	2,200.00		2,200	
135	Pump-DHW recirc.	1	Ea	1,600.00		1,600	
136	Tank-expansion	1	Ea	550.00		550	
137	Fixtures, drains						
138	Water closet-wal/ADA	4	Ea	1,900.00		7,600	
139	Lavatory-van./ADA	4	Ea	1,500.00		6,000	
140	Floor-drain	5	Ea	425.00		2,125	
141	Piping / valves / misc	1	Ls	10,000.00	5000	5,000	
142							
143	<u>PLUMBING-TOTAL</u>				<u>5,000</u>	<u>25,075</u>	
144							

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
145	<u>HVAC</u>						
146							
147	Equipment						
148	Exhaust fans, complete	4	Ea	2,000.00		8,000	
149	Heating - limited	1	Ls	6,000.00		6,000	
150							
151	<u>HVAC-TOTAL</u>					14,000	
152							
153	<u>FIRE PROTECTION</u>						
154							
155	FIRE PROTECTION SYSTEMS						
156	Fire protection-wet sprinkler	11,170	sf	4.00		44,680	
157	Misc. valves & accs.	1	ea	5,000.00	5,000		
158							
159	<u>FIRE PROTECTION-TOTAL</u>				5,000	44,680	
160							
161							
162	<u>ELECTRICAL</u>						
163							
164	Distribution						
165	Upgrade (e) electrical panel	1	ea	7,500.00	7,500		
166	Power for electrical improvements	1	ea	10,000.00	10,000		
167	Power to meter by PG&E or City	1	ls	-	-		
168	Devices	1	ea	9,500.00		9,500	
169	Lighting	11,585	gsa	7.00		81,095	
170	Equipment	1	ls	2,000.00		2,000	
171	Special Systems, communication, etc	1	ls	2,000.00		2,000	
172	Fire Alarm	11,585	gsa	0.70	8,110		
173							
174	<u>ELECTRICAL</u>				25,610	94,595	
175							
176							
177	<u>EQUIPMENT</u>						
178	Kitchen equipment	1	ls	75,000.00		75,000	
179	Farmers market temporary tenting	1	ls	-		-	NIC
180							
181	<u>EQUIPMENT - TOTAL</u>					75,000	
182					\$ 752,097	\$ 612,885	

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
183							
184							
185	<u>SITE PREPARATION</u>						
186							
187	Demolition and remove existing:						
188	Concrete slab, wall and foundation for ramps	1	ls	15,000.00	15,000		
189	Asphalt paving and base	17,000	sf	1.50	25,500		
190	Curbs	1	ls	4,000.00	4,000		
191	Landscape area's, trees, etc	6,330	sf	0.50	3,165		
192	Protect (e) building and utilities	1	ls	2,000.00	2,000		
193	Rough grading						
194	Clear and grub, stockpile TS, rough grade	23,330	sf	0.20	4,666		
195	Protection						
196	Temporary fencing	1	ls	2,000.00	2,000		
197	Storm water protection, wattles, bails, clean up, wash out	1	ls	5,000.00	5,000		
198							
199	SITE PREPARATION - TOTAL				61,331		
200							
201	<u>SITE IMPROVEMENTS</u>						
202							
203	Paving / Flatwork						
204	3" AC paving w/ 6" AB (parking)	18,300	sf	5.00	91,500		
205	AC Slurry coat at (e) entry road	4,000	sf	2.00	8,000		
206	Concrete paving 5" PCC over AB (walks)	1,030	sf	13.00	13,390		\$ 112,890
207	Patio flatwork						
208	Concrete patio, 5" PCC over (e)	4,400	sf	10.00	44,000		
209	Extra for color and acid wash	4,400	sf	2.00	8,800		
210	Vehicle entry ramps (@ St)	500	sf	20.00	10,000		
211	ADA Curb ramps	4	ea	1,200.00	4,800		\$ 67,600
212	ADA Entry ramp						
213	Foundations	420	sf	25.00	10,500		
214	Stem walls	200	lf	100.00	20,000		
215	Backfill	420	sf	20.00	8,400		
216	Concrete ramp, 5" PCC	420	sf	25.00	10,500		
217	Railings	1	ls	30,000.00	30,000		
218	Stairs	2	ea	4,000.00	8,000		\$ 87,400

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
219	Concrete curbs						
220	Curb and gutter, 2'6" wide	330	lf	40.00	13,200		
221	6" Vertical curb	300	lf	24.00	7,200		
222	Flush curb	250	lf	20.00	5,000		
223	ADA tactiles	1	ls	4,000.00	4,000		
224	Striping	1	ls	8,000.00	8,000		\$ 37,400
225							
226	Miscellaneous						
227	Bicycle rack,waste receptacles	1	ls	5,000.00	5,000		
228	Concrete wheel stops	33	ea	120.00	3,960		
229	Trash enclosure	1	ls	7,500.00	7,500		
230	Signage	1	ls	10,000.00	10,000		
231	Railings	430	lf	200.00	86,000		\$ 112,460
232							
233	Bioretention Swales	1	ls	20,000.00	20,000		
234							
235	Landscape						
236	Trees						
237	15 Gal	12	ea	250.00	3,000		
238	24" Box	5	ea	600.00	3,000		
239	Shrubs						
240	Shrubs, ground cover, soil import and prep	500	sf	20.00	10,000		
241	Irrigation	1	ls	7,500.00	7,500		
242	Shrubs, ground cover, mulch	501	sf	5.00	2,505		\$ 26,005
243							
244	Site lighting						
245	Taken with Electrical						
246							
247	SITE IMPROVEMENTS - TOTAL				463,755		

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
248							
249	<u>SITE UTILITIES</u>						
250	Storm						
251	Storm pipe, drain inlets, etc	1	ls	40,000.00	40,000		
252	Sanitary Sewer						
253	Sewer line, clean outs, connections, etc	1	ls	15,000.00	15,000		
254	Domestic / Fire / Irrigation water						
255	Water line, valves, backflow, etc	1	ls	35,000.00	35,000		
256	Electrical						
257	Electrical Service, trenching, feeders,etc	1	ls	10,000.00	10,000		
258	Site Lighting	1	ls	30,000.00	30,000		
259							
260	<u>SITE UTILITIES-TOTAL</u>				130,000		\$ 655,086
261							
262	<u>SOFT COSTS</u>						
263	Professional Fees	1	ls	319,241.94	221,505	97,737	12% of hard cost
264	City Fees	1	ls	15,000.00	10,000	5,000	
265	Environmental Review Studies	1	ls	25,000.00	25,000		
266	Environmental Consultant	1	ls	50,000.00	50,000		
267	EBA Environmental Fees	1	ls	15,000.00	15,000		
268	Agency Fees Cleanup	1	ls	5,000.00	5,000		
269							
270	<u>SOFT COSTS-TOTAL</u>				326,505	102,737	

ELEMENT	AMOUNT SHELL	TOTAL COST SHELL	AMOUNT T.I.	TOTAL COST T.I.	GRAND TOTAL	COST / G.F.A.	%
01 DEMOLITION		332,898		0	332,898	17.25	7.19
011 STANDARD DEMO.	271,298		0				
012 SPECIAL DEMO. (Asbestos, etc.)	61,600		0				
02 FOUNDATIONS		736,004		0	736,004	38.13	15.90
021 STANDARD FOUNDATIONS	736,004		0				
021 SPECIAL FOUNDATIONS							
03 SUPERSTRUCTURE		770,645		0	770,645	39.93	16.65
031 FL., WL. & RF. CONSTRUCTION	770,645		0				
033 STAIR CONSTRUCTION	0		0				
04 EXTERIOR CLOSURE		61,925		0	61,925	3.21	1.34
041 EXTERIOR WALLS	61,925		0				
042 EXTERIOR DOORS&GLAZING	0		0				
05 ROOFING	372,750	372,750	0	0	372,750	19.31	8.05
06 INTERIOR CONSTRUCTION		0		122,493	122,493	6.35	2.65
061 PARTNS & DOORS	0		5,723				
062 FINISHES	0		105,270				
063 CASEWORK & SPECS.	0		11,500				
07 CONVEYING SYSTEMS .	0	0	0	0	0	0.00	0.00
08 MECHANICAL		10,000		125,050	135,050	7.00	2.92
081 PLUMBING	5,000		29,850				
082 H.V.A.C.	0		18,000				
083 FIRE PROTECTION	5,000		77,200				
09 ELECTRICAL	38,510	38,510	151,600	151,600	190,110	9.85	4.11
10 EQUIPMENT	0	0	100,000	100,000	100,000	5.18	2.16

ELEMENT	AMOUNT SHELL	TOTAL COST SHELL	AMOUNT T.I.	TOTAL COST T.I.	GRAND TOTAL	COST / G.F.A.	%
						19,300 sf	
SUBTOTAL		2,322,732		499,143	2,821,874	146.21	60.95
11 GENERAL CONDITIONS, and OVERHEAD (10%)		232,273		49,914	282,187	14.62	6.10
11 PROFIT (3.5%)		89,425		19,217	108,642	5.63	2.35
11 BONDS, INSURANCE (1.5%)		39,666		8,524	48,191	2.50	1.04
NET BUILDING COST \$		2,684,097		576,798	3,260,895	168.96	70.44
12 SITE WORK.		680,649			680,649	35.27	14.70
121 SITE PREPARATION	60,604						
122 SITE IMPROVEMENTS	440,045						
123 SITE UTILITIES	180,000						
SUBTOTAL.		680,649			680,649	35.27	14.70
11 GENERAL CONDITIONS (ON 12) (8%)		54,452			54,452	2.82	1.18
11 PROFIT (ON 12) (3%)		22,053			22,053	1.14	0.48
11 BONDS, INSURANCE (1%)		7,572			7,572	0.39	0.16
NET SITEWORK COST \$		764,725			764,725	39.62	16.52
NET CONSTRUCTION COST \$		3,448,822		576,798	4,025,620	208.58	86.96
13 CONTINGENCIES							
131 DESIGN (15%)		517,323		86,520	603,843	31.29	13.04
132 ESCALATION - None Todays \$.		0		0	0	0.00	0.00
SUB TOTAL HARDCOSTS		\$ 3,966,146		\$ 663,318	\$ 4,629,463	239.87	100.00
SOFT COSTS (Allowance)		\$ 589,937		\$ 84,598	\$ 674,536		
TOTAL		\$ 4,556,083		\$ 747,916	\$ 5,303,999		

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
1	<u>STANDARD DEMOLITION</u>						
2							
3	Demolish and remove off site (e):						
4	Main building and lean to	13,079	sf	5.00	65,395		
5	SOG	16,970	sf	3.00	50,910		
6	Retaining walls, foundations	570	lf	100.00	57,000		
7	Underslab fill	2,514	cy	35.00	87,993		
8	Miscellaneous demolition	1	ls	10,000.00	10,000		\$ 271,298
9							
10	<u>SPECIAL DEMOLITION</u>						
11	Removal of contaminated soil, etc.	1	ls	61,600.00	61,600		
12							
13	<u>DEMOLITION TOTAL</u>				332,898		
14							
15	<u>STANDARD FOUNDATIONS</u>						
16	Spread footings, GB's, etc	19,300	gsa	7.00	135,100		
17	Slab on grade (5" thick) on top of (e) slab	1,360	gsa				@ rooms only
18	Prepare pad	1,360	sf	0.50	680		
19	Vapor intrusion barrier	1,360	sf	4.20	5,712		
20	Reinforcing (#4@16"OC EW)	2,720	lbs	1.05	2,856		
21	Concrete	25	cy	250.00	6,296		
22	Float finish	1,360	sf	1.00	1,360		\$ 16,224
23	Miscellaneous						
24	Mechanical pads, curbs, etc	1	ls	5,000.00	5,000		\$ 157,004
25							
26	<u>SPECIAL FOUNDATIONS</u>						
27	Piers or the like to bearing soil	19,300	gsa	30.00	579,000		
28							
29	<u>FOUNDATIONS TOTAL</u>				736,004		

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
30							
31	<u>SUPERSTRUCTURE</u>						
32							
33	Structure						
34	Structural steel members (allow 14 lbs/sf)	135	tn	3,700.00	499,870		
35	Brace frames	1	ls	140,000.00	140,000		
36	Roof						
37	Decking	19,300	sf	4.00	77,200		
38	Vertical framing						
39	Metal stud framing, exterior walls						
40	6" 16 ga steel studs @ 24" oc	2,025	sf	15.00	30,375		
41	Sheathing	2,025	sf	3.00	6,075		
42	Metal stud framing, interior walls						
43	6" 18 ga steel studs @ 24" oc, reg partitions	500	sf	9.00	4,500		
44	Sheathing	500	sf	2.25	1,125		
45	Miscellaneous metals	1	ls	1,500.00	1,500		\$ 43,575
46	Miscellaneous						
47	Curbs, pads, etc	1	ls	10,000.00	10,000		\$ 10,000
48							
49	<u>SUPERSTRUCTURE TOTAL</u>				770,645	-	

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
50	<u>EXTERIOR CLOSURE</u>						
51							
52	Solid Walls						
53	Metal panel	2,025	sf	17.00	34,425		
54	Exterior doors						
55	Doors complete with frames and hardware						
56	Hollow metal door	7	ea	2,500.00	17,500		
57	Miscellaneous						
58	Paint (e) columns and walls	1	ls	10,000.00	10,000		
59							
60	<u>EXTERIOR CLOSURE TOTAL</u>				<u>61,925</u>	<u>-</u>	
61							
62	<u>ROOFING</u>						
63	Roof covering	<u>19,300</u>	<u>sf</u>				
64	Metal panel	19,300	sf	15.00	289,500		
65	Open light well with framing	1,050	sf	65.00	68,250		
66	Miscellaneous						
67	Flashings, downspouts	1	ls	15,000.00	15,000		
68							
69	<u>ROOFING TOTAL</u>				<u>372,750</u>		
70							
71	<u>INTERIOR PARTITIONS, DOORS, AND GLAZING</u>						
72	<u>Partitions</u>						
73	Gypboard (Framing taken w/ Structure)	2,350	sf	1.35		3,173	
74	Insulation	1,850	sf	1.00		1,850	
75	Sealant, caulking	700	lf	1.00		700	\$ 5,723
76	Doors						None. All Exterior
77	<u>INTERIOR PARTITIONS, DOORS, AND GLAZING</u>					<u>5,723</u>	

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
78							
79	<u>FINISHES.</u>						
80							
81	Ceilings						
82	Gypboard ceiling, incl framing	970	sf	20.00		19,400	
83	Paint steel and underside of roof	19,300	sf	3.00		57,900	
84	Paint gypboard	970	sf	1.50		1,455	
85	Floors						
86	General area, asphalt	17,940	sf	-		-	W/ Parking.
87	Ceramic tile	1,360	sf	15.00		20,400	
88	Vinyl	300	sf	5.00		1,500	
89	Base						
90	Ceramic tile, vinyl	1	ls	2,500.00		2,500	
91	Walls						
92	Paint gypboard	2,350	sf	0.90		2,115	
93							
94	<u>FINISHES</u>					105,270	
95							
96	<u>CASEWORK</u>						
97							
98	No work						
99							
100	<u>CASEWORK</u>						

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal	
101	<u>SPECIALTIES</u>							
102								
103								
104		Shelving system	1	ls	2,500.00		2,500	
105		Fire extinguishers	1	ls	2,000.00		2,000	
106		Signage	1	ls	5,000.00		5,000	
107		Miscellaneous specialties	1	ls	2,000.00		2,000	
108								
109	<u>SPECIALTIES</u>					<u>11,500</u>		
110								
111	<u>CONVEYING SYSTEMS</u>							
112								
113								
114		No Work						
115								
116	<u>CONVEYING SYSTEMS</u>				<u>-</u>			
117								
118	<u>PLUMBING</u>							
119								
120								
121		Equipment						
122		Water-heater-electric/storage 20gal	2	Ea	2,200.00		4,400	
123		Pump-DHW recirc.	2	Ea	1,600.00		3,200	
124		Tank-expansion	2	Ea	550.00		1,100	
125		Fixtures, drains						
126		Water closet-wal/ADA	4	Ea	1,900.00		7,600	
127		Lavatory-van./ADA	4	Ea	1,500.00		6,000	
128	Floor-drain	6	Ea	425.00		2,550		
129	Piping / valves / misc	1	Ls	10,000.00	5000	5,000		
130								
131	<u>PLUMBING-TOTAL</u>				<u>5,000</u>	<u>29,850</u>		
132								

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
133	<u>HVAC</u>						
134							
135	Equipment						
136	Exhaust fans, complete	4	Ea	2,000.00		8,000	
137	Heating - limited	1	Ls	10,000.00		10,000	
138							
139	<u>HVAC-TOTAL</u>					18,000	
140							
141	<u>FIRE PROTECTION</u>						
142							
143	FIRE PROTECTION SYSTEMS						
144	Fire protection-wet sprinkler	19,300	sf	4.00		77,200	
145	Misc. valves & accs.	1	ea	5,000.00	5,000		
146							
147	<u>FIRE PROTECTION-TOTAL</u>				5,000	77,200	
148							
149							
150	<u>ELECTRICAL</u>						
151							
152	Distribution						
153	Power for electrical improvements	1	ea	25,000.00	25,000		
154	Power to meter by PG&E or City	1	ls	-	-		
155	Devices	1	ea	9,500.00		9,500	
156	Lighting	19,300	gsa	7.00		135,100	
157	Equipment	1	ls	3,000.00		3,000	
158	Special Systems, communication, etc	1	ls	4,000.00		4,000	
159	Fire Alarm	19,300	gsa	0.70	13,510		
160							
161	<u>ELECTRICAL</u>				38,510	151,600	
162							
163							
164	<u>EQUIPMENT</u>						
165	Kitchen equipment	1	ls	100,000.00		100,000	
166	Farmers market temporary tenting	1	ls	-		-	NIC
167							
168	<u>EQUIPMENT - TOTAL</u>					100,000	
169					\$ 2,322,732	\$ 499,143	

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
170							
171	<u>SITE PREPARATION</u>						
172							
173	Demolition and remove existing:						
174	Asphalt paving and base	17,000	sf	1.50	25,500		
175	Curbs	1	ls	4,000.00	4,000		
176	Landscape area's, trees, etc.	23,300	sf	0.50	11,650		
177	Protect (e) utilities	1	ls	1,000.00	1,000		
178	Rough grading						
179	Clear and grub, stockpile TS, rough grade	57,270	sf	0.20	11,454		
180	Protection						
181	Temporary fencing	1	ls	2,000.00	2,000		
182	Storm water protection, wattles, bails, clean up, wash out	1	ls	5,000.00	5,000		
183							
184	SITE PREPARATION - TOTAL				60,604		
185							
186	<u>SITE IMPROVEMENTS</u>						
187							
188	Paving / Flatwork						
189	3" AC paving w/ 6" AB (parking)	35,270	sf	5.00	176,350		
190	AC Slurry coat at (e) entry road	4,000	sf	2.00	8,000		
191	Concrete paving 5" PCC over AB (walks)	1,030	sf	13.00	13,390		
192	Vehicle entry ramps (@ St)	500	sf	20.00	10,000		
193	ADA Curb ramps	4	ea	1,200.00	4,800		
194	Concrete curbs						
195	Curb and gutter, 2'6" wide	500	lf	40.00	20,000		
196	6" Vertical curb	600	lf	24.00	14,400		
197	Flush curb	300	lf	20.00	6,000		
198	ADA tactiles	1	ls	4,000.00	4,000		
199	Striping	1	ls	12,000.00	12,000		
200							
201	Miscellaneous						
202	Bicycle rack,waste receptacles	1	ls	5,000.00	5,000		
203	Concrete wheel stops	55	ea	120.00	6,600		
204	Trash enclosure	1	ls	7,500.00	7,500		
205	Signage	1	ls	10,000.00	10,000		
206							

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
207	Bioretention Swales	1	ls	20,000.00	20,000		
208							
209	Landscape						
210	Trees						
211	15 Gal	24	ea	250.00	6,000		
212	24" Box	10	ea	600.00	6,000		
213	Shrubs						
214	Shrubs, ground cover, soil import and prep	1,000	sf	20.00	20,000		
215	Irrigation	1	ls	15,000.00	15,000		
216	Shrubs, ground cover, mulch	1,001	sf	5.00	5,005		
217							
218	Site lighting	1	ls	70,000.00	70,000		
219							
220	SITE IMPROVEMENTS - TOTAL				440,045		
221							
222	<u>SITE UTILITIES</u>						
223	Strom						
224	Storm pipe, drain inlets, etc.	1	ls	85,000.00	85,000		
225	Fire / Irrigation water						
226	Water line, valves, backflow, etc.	1	ls	50,000.00	50,000		
227	Electrical						
228	Electrical Service, trenching, feeders,etc	1	ls	45,000.00	45,000		
229							
230	<u>SITE UTILITIES-TOTAL</u>				180,000		
231							
232	<u>SOFT COSTS</u>						
233	Professional Fees	1	ls	555,535.57	475,937	79,598	12% of hard cost
234	City Fees	1	ls	15,000.00	10,000	5,000	
235	Environmental Review Studies	1	ls	25,000.00	25,000		
236	Environmental Consultant	1	ls	50,000.00	50,000		
237	EBA Environmental Fees	1	ls	24,000.00	24,000		
238	Agency Fees Cleanup	1	ls	5,000.00	5,000		
239							
240	<u>SOFT COSTS-TOTAL</u>				589,937	84,598	

ELEMENT	AMOUNT SHELL	TOTAL COST SHELL	AMOUNT T.I.	TOTAL COST T.I.	GRAND TOTAL	COST / G.F.A.	%
01 DEMOLITION		332,898		0	332,898	25.03	7.54
011 STANDARD DEMO.	271,298		0				
012 SPECIAL DEMO. (Asbestos, etc.)	61,600		0				
02 FOUNDATIONS		509,281		0	509,281	38.29	11.53
021 STANDARD FOUNDATIONS	509,281		0				
021 SPECIAL FOUNDATIONS							
03 SUPERSTRUCTURE		892,295		0	892,295	67.09	20.20
031 FL., WL. & RF. CONSTRUCTION	892,295		0				
033 STAIR CONSTRUCTION	0		0				
04 EXTERIOR CLOSURE		93,800		0	93,800	7.05	2.12
041 EXTERIOR WALLS	93,800		0				
042 EXTERIOR DOORS&GLAZING	0		0				
05 ROOFING	384,750	384,750	0	0	384,750	28.93	8.71
06 INTERIOR CONSTRUCTION		0		114,155	114,155	8.58	2.58
061 PARTNS & DOORS	0		7,550				
062 FINISHES	0		95,105				
063 CASEWORK & SPECS.	0		11,500				
07 CONVEYING SYSTEMS .	0	0	0	0	0	0.00	0.00
08 MECHANICAL		10,000		101,050	111,050	8.35	2.51
081 PLUMBING	5,000		29,850				
082 H.V.A.C.	0		18,000				
083 FIRE PROTECTION	5,000		53,200				
09 ELECTRICAL	34,310	34,310	109,600	109,600	143,910	10.82	3.26
10 EQUIPMENT	0	0	80,000	80,000	80,000	6.02	1.81

ELEMENT	AMOUNT SHELL	TOTAL COST SHELL	AMOUNT T.I.	TOTAL COST T.I.	GRAND TOTAL	COST / G.F.A.	%
						13,300 sf	
SUBTOTAL		2,257,334		404,805	2,662,139	200.16	60.27
11 GENERAL CONDITIONS, and OVERHEAD (10%)		225,733		40,481	266,214	20.02	6.03
11 PROFIT (3.5%)		86,907		15,585	102,492	7.71	2.32
11 BONDS, INSURANCE (1.5%)		38,550		6,913	45,463	3.42	1.03
NET BUILDING COST \$		2,608,524		467,784	3,076,308	231.30	69.64
12 SITE WORK.		680,649			680,649	51.18	15.41
121 SITE PREPARATION	60,604						
122 SITE IMPROVEMENTS	440,045						
123 SITE UTILITIES	180,000						
SUBTOTAL.		680,649			680,649	51.18	15.41
11 GENERAL CONDITIONS (ON 12) (8%)		54,452			54,452	4.09	1.23
11 PROFIT (ON 12) (3%)		22,053			22,053	1.66	0.50
11 BONDS, INSURANCE (1%)		7,572			7,572	0.57	0.17
NET SITEWORK COST \$		764,725			764,725	57.50	17.31
NET CONSTRUCTION COST \$		3,373,249		467,784	3,841,033	288.80	86.96
13 CONTINGENCIES							
131 DESIGN (15%)		505,987		70,168	576,155	43.32	13.04
132 ESCALATION - None Todays \$.		0		0	0	0.00	0.00
SUB TOTAL HARDCOSTS		\$ 3,879,237		\$ 537,951	\$ 4,417,188	332.12	100.00
SOFT COSTS (Allowance)		\$ 579,508		\$ 69,554	\$ 649,063		
TOTAL		\$ 4,458,745		\$ 607,505	\$ 5,066,250		

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
1	<u>STANDARD DEMOLITION</u>						
2							
3	Demolish and remove off site (e):						
4	Main building and lean to	13,079	sf	5.00	65,395		
5	SOG	16,970	sf	3.00	50,910		
6	Retaining walls, foundations	570	lf	100.00	57,000		
7	Underslab fill	2,514	cy	35.00	87,993		
8	Miscellaneous demolition	1	ls	10,000.00	10,000		\$ 271,298
9							
10	<u>SPECIAL DEMOLITION</u>						
11	Removal of contaminated soil, etc.	1	ls	61,600.00	61,600		
12							
13	<u>DEMOLITION TOTAL</u>				332,898		
14							
15	<u>STANDARD FOUNDATIONS</u>						
16	Spread footings, GB's, etc	13,300	gsa	7.00	93,100		
17	Slab on grade (5" thick) on top of (e) slab	980	gsa				@ rooms only
18	Prepare pad	980	sf	0.50	490		
19	Vapor intrusion barrier	980	sf	4.20	4,116		
20	Reinforcing (#4@16"OC EW)	1,960	lbs	1.05	2,058		
21	Concrete	18	cy	250.00	4,537		
22	Float finish	980	sf	1.00	980		\$ 11,691
23	Miscellaneous						
24	Mechanical pads, curbs, etc	1	ls	5,000.00	5,000		\$ 110,281
25							
26	<u>SPECIAL FOUNDATIONS</u>						
27	Piers or the like to bearing soil	13,300	gsa	30.00	399,000		
28							
29	<u>FOUNDATIONS TOTAL</u>				509,281		

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
30							
31	<u>SUPERSTRUCTURE</u>						
32							
33	Structure						
34	Structural steel members (allow 14 lbs/sf)	93	tn	3,700.00	344,470		
35	Brace frames	1	ls	100,000.00	100,000		
	Extra for open truss	1	ls	110,000.00	110,000		
	Extra for raised cupola	1,000	sf	200.00	200,000		
38	Roof						
39	Decking	13,300	sf	4.00	53,200		
40	Vertical framing						
41	Metal stud framing, exterior walls						
42	6" 16 ga steel studs @ 24" oc	3,900	sf	15.00	58,500		
43	Sheathing	3,900	sf	3.00	11,700		
44	Metal stud framing, interior walls						
45	6" 18 ga steel studs @ 24" oc, reg partitions	200	sf	9.00	1,800		
46	Sheathing	500	sf	2.25	1,125		
47	Miscellaneous metals	1	ls	1,500.00	1,500		\$ 74,625
48	Miscellaneous						
49	Curbs, pads, etc	1	ls	10,000.00	10,000		\$ 10,000
50							
51	<u>SUPERSTRUCTURE TOTAL</u>				892,295	-	

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
52	<u>EXTERIOR CLOSURE</u>						
53							
54	Solid Walls						
55	Metal panel	3,900	sf	17.00	66,300		
56	Exterior doors						
57	Doors complete with frames and hardware						
58	Hollow metal door	7	ea	2,500.00	17,500		
59	Miscellaneous						
60	Paint (e) columns and walls	1	ls	10,000.00	10,000		
61							
62	<u>EXTERIOR CLOSURE TOTAL</u>				<u>93,800</u>	<u>-</u>	
63							
64	<u>ROOFING</u>						
65	Roof covering	13,300	sf				
66	Metal panel	13,300	sf	15.00	199,500		
	Translucent roofing	3,400	sf	40.00	136,000		
68	Cupola grill	450	sf	65.00	29,250		
69	Miscellaneous						
70	Flashings, downspouts	1	ls	20,000.00	20,000		
71							
72	<u>ROOFING TOTAL</u>				<u>384,750</u>		
73							
74	<u>INTERIOR PARTITIONS, DOORS, AND GLAZING</u>						
75	<u>Partitions</u>						
76	Gypboard (Framing taken w/ Structure)	3,000	sf	1.35		4,050	
77	Insulation	2,800	sf	1.00		2,800	
78	Sealant, caulking	700	lf	1.00		700	\$ 7,550
79	Doors						None. All Exterior
80	<u>INTERIOR PARTITIONS, DOORS, AND GLAZING</u>					<u>7,550</u>	

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
81							
82	<u>FINISHES.</u>						
83							
84	Ceilings						
85	Gypboard ceiling, incl framing	970	sf	20.00		19,400	
86	Paint steel truss and underside of roof	13,300	sf	4.00		53,200	
87	Paint gypboard	970	sf	1.50		1,455	
88	Floors						
89	General area, asphalt	12,320	sf	-		-	W/ Parking.
90	Ceramic tile	980	sf	15.00		14,700	
91	Vinyl	230	sf	5.00		1,150	
92	Base						
93	Ceramic tile, vinyl	1	ls	2,500.00		2,500	
94	Walls						
95	Paint gypboard	3,000	sf	0.90		2,700	
96							
97	<u>FINISHES</u>					95,105	
98							
99	<u>CASEWORK</u>						
100							
101	No work						
102							
103	<u>CASEWORK</u>						

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
104							
105	<u>SPECIALTIES</u>						
106							
107	Shelving system	1	ls	2,500.00		2,500	
108	Fire extinguishers	1	ls	2,000.00		2,000	
109	Signage	1	ls	5,000.00		5,000	
110	Miscellaneous specialties	1	ls	2,000.00		2,000	
111							
112	<u>SPECIALTIES</u>					<u>11,500</u>	
113							
114							
115	<u>CONVEYING SYSTEMS</u>						
116							
117	No Work						
118							
119	<u>CONVEYING SYSTEMS</u>				<u>-</u>		
120							
121							
122	<u>PLUMBING</u>						
123							
124	Equipment						
125	Water-heater-electric/storage 20gal	2	Ea	2,200.00		4,400	
126	Pump-DHW recirc.	2	Ea	1,600.00		3,200	
127	Tank-expansion	2	Ea	550.00		1,100	
128	Fixtures, drains						
129	Water closet-wal/ADA	4	Ea	1,900.00		7,600	
130	Lavatory-van./ADA	4	Ea	1,500.00		6,000	
131	Floor-drain	6	Ea	425.00		2,550	
132	Piping / valves / misc	1	Ls	10,000.00	5000	5,000	
133							
134	<u>PLUMBING-TOTAL</u>				<u>5,000</u>	<u>29,850</u>	
135							

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
136	<u>HVAC</u>						
137							
138	Equipment						
139	Exhaust fans, complete	4	Ea	2,000.00		8,000	
140	Heating - limited	1	Ls	10,000.00		10,000	
141							
142	<u>HVAC-TOTAL</u>					18,000	
143							
144	<u>FIRE PROTECTION</u>						
145							
146	FIRE PROTECTION SYSTEMS						
147	Fire protection-wet sprinkler	13,300	sf	4.00		53,200	
148	Misc. valves & accs.	1	ea	5,000.00	5,000		
149							
150	<u>FIRE PROTECTION-TOTAL</u>				5,000	53,200	
151							
152							
153	<u>ELECTRICAL</u>						
154							
155	Distribution						
156	Power for electrical improvements	1	ea	25,000.00	25,000		
157	Power to meter by PG&E or City	1	ls	-	-		
158	Devices	1	ea	9,500.00		9,500	
159	Lighting	13,300	gsa	7.00		93,100	
160	Equipment	1	ls	3,000.00		3,000	
161	Special Systems, communication, etc	1	ls	4,000.00		4,000	
162	Fire Alarm	13,300	gsa	0.70	9,310		
163							
164	<u>ELECTRICAL</u>				34,310	109,600	
165							
166							
167	<u>EQUIPMENT</u>						
168	Kitchen equipment	1	ls	80,000.00		80,000	
169	Farmers market temporary tenting	1	ls	-		-	NIC
170							
171	<u>EQUIPMENT - TOTAL</u>					80,000	
172					\$ 2,257,334	\$ 404,805	

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
173							
174	<u>SITE PREPARATION</u>						
175							
176	Demolition and remove existing:						
177	Asphalt paving and base	17,000	sf	1.50	25,500		
178	Curbs	1	ls	4,000.00	4,000		
179	Landscape area's, trees, etc.	23,300	sf	0.50	11,650		
180	Protect (e) utilities	1	ls	1,000.00	1,000		
181	Rough grading						
182	Clear and grub, stockpile TS, rough grade	57,270	sf	0.20	11,454		
183	Protection						
184	Temporary fencing	1	ls	2,000.00	2,000		
185	Storm water protection, wattles, bails, clean up, wash out	1	ls	5,000.00	5,000		
186							
187	SITE PREPARATION - TOTAL				60,604		
188							
189	<u>SITE IMPROVEMENTS</u>						
190							
191	Paving / Flatwork						
192	3" AC paving w/ 6" AB (parking)	35,270	sf	5.00	176,350		
193	AC Slurry coat at (e) entry road	4,000	sf	2.00	8,000		
194	Concrete paving 5" PCC over AB (walks)	1,030	sf	13.00	13,390		
195	Vehicle entry ramps (@ St)	500	sf	20.00	10,000		
196	ADA Curb ramps	4	ea	1,200.00	4,800		
197	Concrete curbs						
198	Curb and gutter, 2'6" wide	500	lf	40.00	20,000		
199	6" Vertical curb	600	lf	24.00	14,400		
200	Flush curb	300	lf	20.00	6,000		
201	ADA tactiles	1	ls	4,000.00	4,000		
202	Striping	1	ls	12,000.00	12,000		
203							
204	Miscellaneous						
205	Bicycle rack,waste receptacles	1	ls	5,000.00	5,000		
206	Concrete wheel stops	55	ea	120.00	6,600		
207	Trash enclosure	1	ls	7,500.00	7,500		
208	Signage	1	ls	10,000.00	10,000		
209							

	Description	Quantity	Unit	rate	Total Shell	Total T.I.	Comments / subtotal
210	Bioretention Swales	1	ls	20,000.00	20,000		
211							
212	Landscape						
213	Trees						
214	15 Gal	24	ea	250.00	6,000		
215	24" Box	10	ea	600.00	6,000		
216	Shrubs						
217	Shrubs, ground cover, soil import and prep	1,000	sf	20.00	20,000		
218	Irrigation	1	ls	15,000.00	15,000		
219	Shrubs, ground cover, mulch	1,001	sf	5.00	5,005		
220							
221	Site lighting	1	ls	70,000.00	70,000		
222							
223	SITE IMPROVEMENTS - TOTAL				440,045		
224							
225	<u>SITE UTILITIES</u>						
226	Strom						
227	Storm pipe, drain inlets, etc.	1	ls	85,000.00	85,000		
228	Fire / Irrigation water						
229	Water line, valves, backflow, etc.	1	ls	50,000.00	50,000		
230	Electrical						
231	Electrical Service, trenching, feeders,etc	1	ls	45,000.00	45,000		
232							
233	<u>SITE UTILITIES-TOTAL</u>				180,000		
234							
235	<u>SOFT COSTS</u>						
236	Professional Fees	1	ls	530,062.55	465,508	64,554	12% of hard cost
237	City Fees	1	ls	15,000.00	10,000	5,000	
238	Environmental Review Studies	1	ls	25,000.00	25,000		
239	Environmental Consultant	1	ls	50,000.00	50,000		
240	EBA Environmental Fees	1	ls	24,000.00	24,000		
241	Agency Fees Cleanup	1	ls	5,000.00	5,000		
242							
243	<u>SOFT COSTS-TOTAL</u>				579,508	69,554	

ELEMENT	AMOUNT	TOTAL COST	%	NOTES
01 DEMOLITION		332,898	24.86	
011 STANDARD DEMO.	271,298			
012 SPECIAL DEMO. (Asbestos, etc.)	61,600			
02 FOUNDATIONS		0	-	
021 STANDARD FOUNDATIONS	0			
03 SUPERSTRUCTURE		0	0.00	
031 FL., WL. & RF. CONSTRUCTION	0			
033 STAIR CONSTRUCTION	0			
04 EXTERIOR CLOSURE		0	0.00	
041 EXTERIOR WALLS	0			
042 EXTERIOR DOORS&GLAZING	0			
05 ROOFING	0	0	0.00	
06 INTERIOR CONSTRUCTION		0	0.00	
061 PARTNS & DOORS	0			
062 FINISHES	0			
063 CASEWORK & SPECS.	0			
07 CONVEYING SYSTEMS .	0	0	0.00	
08 MECHANICAL		0	0.00	
081 PLUMBING	0			
082 H.V.A.C.	0			
083 FIRE PROTECTION	0			
09 ELECTRICAL	0	0	0.00	
10 EQUIPMENT	0	0	0.00	
		332,898	24.86	
	SUBTOTAL			

ELEMENT	AMOUNT	TOTAL COST	%	NOTES
11 GENERAL CONDITIONS, and OVERHEAD (10%)		33,290	2.49	
11 PROFIT (3.5%)		12,817	0.96	
11 BONDS, INSURANCE (1.5%)		5,685	0.42	
NET BUILDING COST \$		384,689	28.73	
12 SITE WORK.		650,649	48.60	
121 SITE PREPARATION	60,604			
122 SITE IMPROVEMENTS	440,045			
123 SITE UTILITIES	150,000			
SUBTOTAL.		650,649	48.60	
11 GENERAL CONDITIONS (ON 12) (8%)		52,052	3.89	
11 PROFIT (ON 12) (3%)		21,081	1.57	
11 BONDS, INSURANCE (1%)		7,238	0.54	
NET SITEWORK COST \$		731,020	54.60	
NET CONSTRUCTION COST \$		1,115,709	83.33	
13 CONTINGENCIES				
131 DESIGN (20%)		223,142	16.67	
132 ESCALATION - None Todays \$.		0	0.00	
SUB TOTAL HARDCOSTS		\$ 1,338,850	100.00	
SOFT COSTS (Allowance)		\$ 279,662		
TOTAL		\$ 1,618,513		

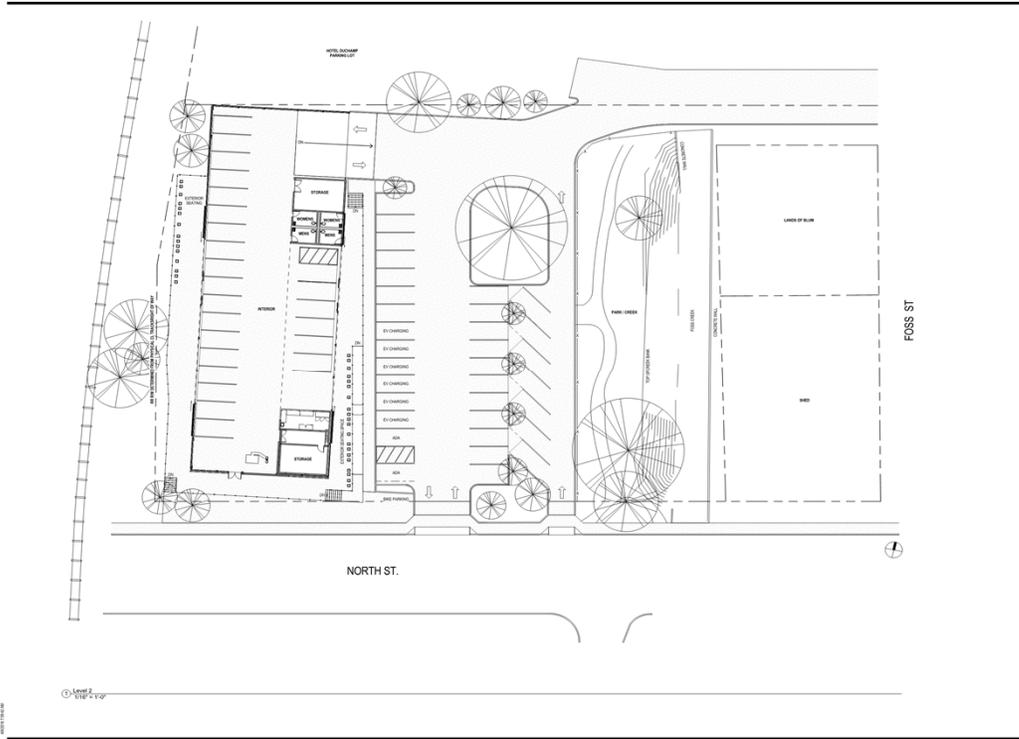
	Description	Quantity	Unit	rate	total	Comments / subtotal
1	<u>STANDARD DEMOLITION</u>					
2						
3	Demolish and remove off site (e):					
4	Main building and lean to	13,079	sf	5.00	65,395	
5	SOG	16,970	sf	3.00	50,910	
6	Retaining walls, foundations	570	lf	100.00	57,000	
	Underslab fill	2,514	cy	35.00	87,993	
8	Miscellaneous demolition	1	ls	10,000.00	10,000	\$ 271,298
9						
10	<u>SPECIAL DEMOLITION</u>					
11	Removal of contaminated soil, etc.	1	ls	61,600.00	61,600	
12						
13	<u>DEMOLITION TOTAL</u>				332,898	
14						
15	<u>FOUNDATIONS</u>					
16	No work					
17						
18	<u>FOUNDATIONS TOTAL</u>				-	
19						
20	<u>SUPERSTRUCTURE</u>					
21	No work					
22						
23	<u>SUPERSTRUCTURE TOTAL</u>				-	
24	<u>EXTERIOR CLOSURE</u>					
25	No work					
26						
27	<u>EXTERIOR CLOSURE TOTAL</u>				-	
28						
29	<u>ROOFING</u>					
30	No work					
31						
32	<u>ROOFING TOTAL</u>				-	
33						

		Description	Quantity	Unit	rate	total	Comments / subtotal
34		<u>INTERIOR PARTITIONS, DOORS, AND GLAZING</u>					
35		<u>Partitions</u>					
36		No work					
37		<u>INTERIOR PARTITIONS, DOORS, AND GLAZING</u>				-	
38							
39		<u>FINISHES.</u>					
40		No work					
41							
42		<u>FINISHES</u>				-	
43							
44		<u>CASEWORK</u>					
45		No work					
46							
47		<u>CASEWORK</u>				-	
48							
49		<u>SPECIALTIES</u>					
50		No work					
51							
52		<u>SPECIALTIES</u>				-	
53							
54							
55		<u>CONVEYING SYSTEMS</u>					
56		No work					
57							
58		<u>CONVEYING SYSTEMS</u>				-	
59							
60							
61		<u>PLUMBING</u>					
62		No work					
63							
64		<u>PLUMBING-TOTAL</u>				-	
65							

		Description	Quantity	Unit	rate	total	Comments / subtotal
66		<u>HVAC</u>					
67		No work					
68							
69		<u>HVAC-TOTAL</u>				_____ -	
70							
71		<u>FIRE PROTECTION</u>					
72		No work					
73							
74		<u>FIRE PROTECTION-TOTAL</u>				_____ -	
75							
76		<u>ELECTRICAL</u>					
77		No work					
78							
79							
80		<u>ELECTRICAL</u>				_____ -	
81							
82		<u>EQUIPMENT</u>					
83		No work					
84							
85							
86		<u>EQUIPMENT - TOTAL</u>				_____ -	
87						332,898	

	Description	Quantity	Unit	rate	total	Comments / subtotal
88						
89						
90	<u>SITE PREPARATION</u>					
91						
92	Demolition and remove existing:					
93	Asphalt paving and base	17,000	sf	1.50	25,500	
94	Curbs	1	ls	4,000.00	4,000	
95	Landscape area's, trees, etc.	23,300	sf	0.50	11,650	
96	Protect (e) utilities	1	ls	1,000.00	1,000	
97	Rough grading					
98	Clear and grub, stockpile TS, rough grade	57,270	sf	0.20	11,454	
99	Protection					
100	Temporary fencing	1	ls	2,000.00	2,000	
101	Storm water protection, wattles, bails, clean up, wash out	1	ls	5,000.00	5,000	
102						
103	SITE PREPARATION - TOTAL				60,604	
104						
105	<u>SITE IMPROVEMENTS</u>					
106						
107	Paving / Flatwork					
108	3" AC paving w/ 6" AB (parking)	35,270	sf	5.00	176,350	
109	AC Slurry coat at (e) entry road	4,000	sf	2.00	8,000	
110	Concrete paving 5" PCC over AB (walks)	1,030	sf	13.00	13,390	\$ 197,740
111	Vehicle entry ramps (@ St)	500	sf	20.00	10,000	
112	ADA Curb ramps	4	ea	1,200.00	4,800	\$ 14,800
113	Concrete curbs					
114	Curb and gutter, 2'6" wide	500	lf	40.00	20,000	
115	6" Vertical curb	600	lf	24.00	14,400	
116	Flush curb	300	lf	20.00	6,000	
117	ADA tactiles	1	ls	4,000.00	4,000	
118	Striping	1	ls	12,000.00	12,000	\$ 56,400
119						
120	Miscellaneous					
121	Bicycle rack,waste receptacles	1	ls	5,000.00	5,000	
122	Concrete wheel stops	55	ea	120.00	6,600	
123	Trash enclosure	1	ls	7,500.00	7,500	
124	Signage	1	ls	10,000.00	10,000	

	Description	Quantity	Unit	rate	total	Comments / subtotal
125						
126	Bioretention Swales	1	ls	20,000.00	20,000	
127						
128	Landscape					
129	Trees					
130	15 Gal	24	ea	250.00	6,000	
131	24" Box	10	ea	600.00	6,000	
132	Shrubs					
133	Shrubs, ground cover, soil import and prep	1,000	sf	20.00	20,000	
134	Irrigation	1	ls	15,000.00	15,000	
135	Shrubs, ground cover, mulch	1,001	sf	5.00	5,005	\$ 52,005
136						
137	Site lighting	1	ls	70,000.00	70,000	
138						
139	SITE IMPROVEMENTS - TOTAL				440,045	
140						
141	<u>SITE UTILITIES</u>					
142	Strom					
143	Storm pipe, drain inlets, etc.	1	ls	85,000.00	85,000	
144	Fire / Irrigation water					
145	Water line, valves, backflow, etc.	1	ls	35,000.00	35,000	
146	Electrical					
147	Electrical Service, trenching, feeders,etc	1	ls	30,000.00	30,000	
148						
149	<u>SITE UTILITIES-TOTAL</u>				150,000	
150						
151	<u>SOFT COSTS</u>					
152	Professional Fees	1	ls	160,662.06	160,662	
153	City Fees	1	ls	15,000.00	15,000	
154	Environmental Review Studies	1	ls	25,000.00	25,000	
155	Environmental Consultant	1	ls	50,000.00	50,000	
156	EBA Environmental Fees	1	ls	24,000.00	24,000	
157	Agency Fees Cleanup	1	ls	5,000.00	5,000	
158						
159	<u>SOFT COSTS-TOTAL</u>				279,662	



TLOD ARCHITECTURE
 111 SANDY RIDGE AVENUE, #100
 SAN RAFAEL, CA 94901
 TEL: 415.452.5600
 FAX: 415.452.5610
 WWW.TLOD.COM

ABC

ALAN S. COHEN 233 CENTER STREET
 ARCHITECT HEALDSBURG, CALIFORNIA
 95922 TEL: 707.335.5811 FAX: 707.335.5810

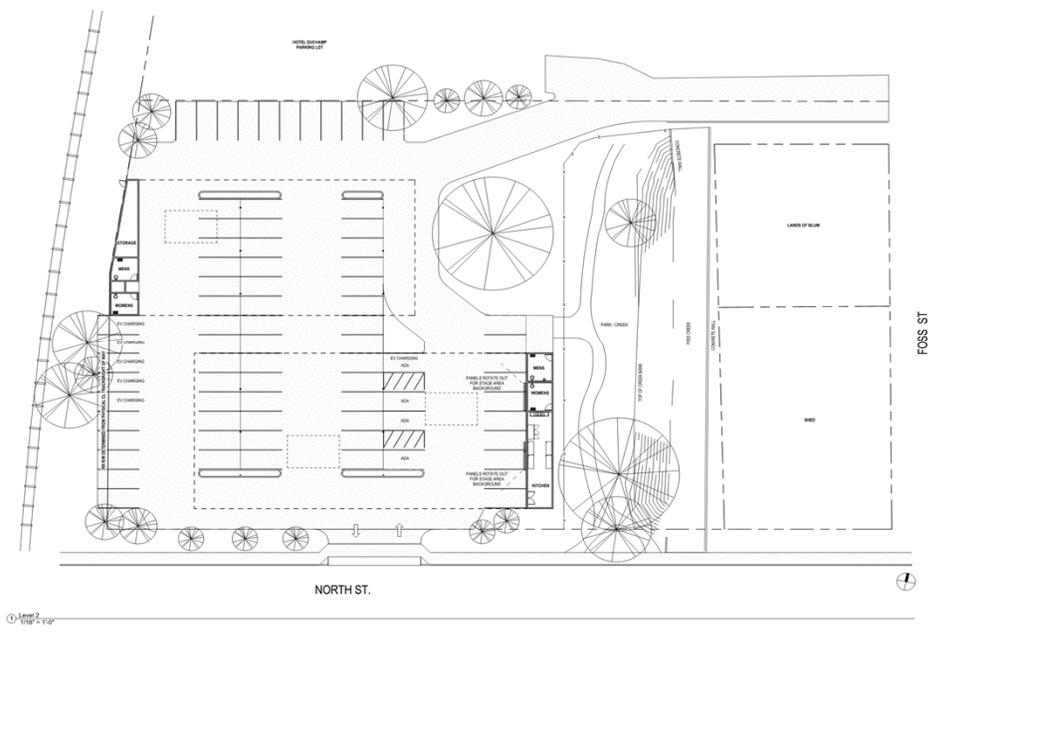
SCHEMATIC DESIGN

CERRI SITE
 000.000.000

CITY OF HEALDSBURG

NO.	DESCRIPTION	DATE

FLOOR PLAN OPT 1
A123



TLOD ARCHITECTURE
 111 SANDY RIDGE AVENUE, #100
 SAN RAFAEL, CA 94901
 TEL: 415.452.5600
 FAX: 415.452.5610
 WWW.TLOD.COM

ABC

ALAN S. COHEN 233 CENTER STREET
 ARCHITECT HEALDSBURG, CALIFORNIA
 95922 TEL: 707.335.5811 FAX: 707.335.5810

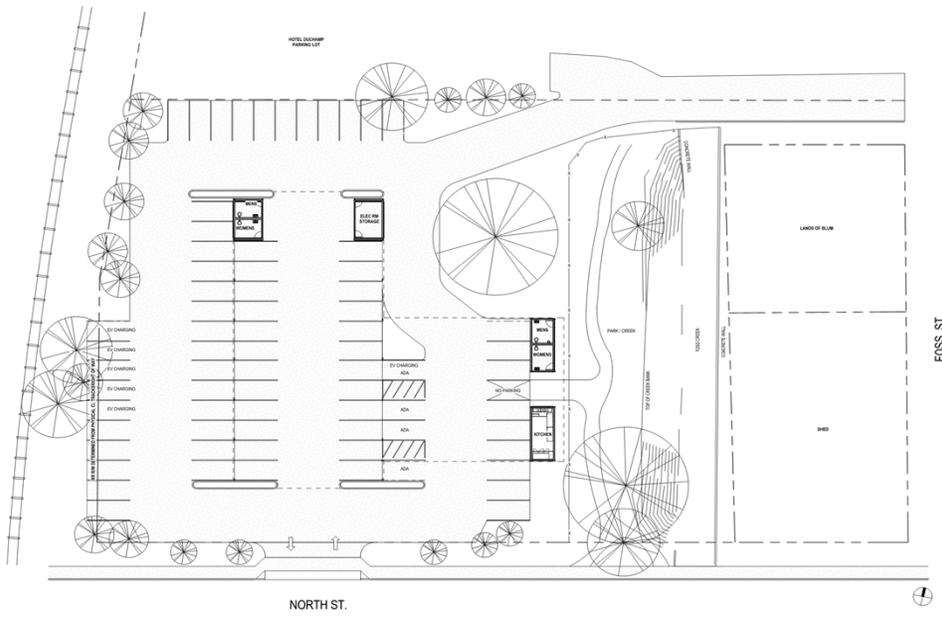
SCHEMATIC DESIGN

CERRI SITE
 000.000.000

CITY OF HEALDSBURG

NO.	DESCRIPTION	DATE

FLOOR PLAN OPT 2
A123



Level 2
 1/18/2018

TLCD ARCHITECTURE
 111 SANDRIDGE AVENUE #100
 SANTA ROSA, CA 95404
 TEL: 707.235.5600
 FAX: 707.235.5616
 WWW.TLCD.COM

ABC
 ALAN B. CROMB ARCHITECT
 211 CENTER STREET
 HEALDSBURG, CA 95448
 TEL: 707.438.1111
 FAX: 707.438.1112

SCHEMATIC DESIGN

CERRI SITE
 000.000.000

CITY OF HEALDSBURG

NO. 1 DESCRIPTION DATE

FLOOR PLAN OPTS
A123

Exhibit C

“An Exploration of Permanent Farmers’
Market Structures”

An Exploration of Permanent Farmers' Market Structures

A comprehensive study of successful permanent farmers' markets, their strengths and the systems that support them.



Emily Barbour, Anne Alexander Hunter,
Julia Jones & Julia Whiting with Dr. Paul Wetzel

Smith College, May 2014

Contemporary Permanent Farmers' Markets:

A comprehensive study of successful permanent farmers' markets, their strengths and the systems that support them.



May 2014

Authors

Emily Barbour, Anne Hunter,
Julia Jones & Julia Whiting

In collaboration with Dr. Paul Wetzel of the Smith College Center
for the Environment, Ecological Design and Sustainability

This report was developed for the City of Northampton's Office of
Planning & Sustainability and incorporates information gathered by
the *Keep Farming Northampton*® Citizens Group. The authors of
this report are very appreciative of their work.

Table of Contents

Executive Summary	1
 Introduction.....	3
Background Research.....	5
 Market Organization	5
 Market Structure	6
 Social Importance	10
 Economic Impact	12
 Farmers' Market Budgets.....	15
Start-Up Costs.....	15
Operational Costs.....	16
Administrative Revenue & Funding	17
Federal Grant Programs	18
 Farmers' Market Failures.....	19
Case Studies.....	21
 Profile of the City of Northampton	21
 Ithaca Farmers' Market.....	23
 South Kingstown Wintertime Farmers' Market	26
 Pavilion Farmers' Markets	30
Columbia Farmers' Market.....	30
Durham Farmers' Market	32
 Fairground Farmers' Markets	35
Marshfield Farmers' Market.....	35
Green Harvest Organic Farmers' Market	37
Conclusion	40
References.....	42
 Interviews.....	43
 Graphic References.....	43
Appendix & Summary of Case Studies.....	45



Executive Summary

This report explores one recommendation that came out of a four year study of the Northampton, MA food system, conducted by Keep Farming Northampton, a citizens' working group, in collaboration with the Sustainable Foods Concentration at Smith College. That study recommended that a permanent farmers' market location would strengthen the local food economy. Northampton businesses, consumers, and farmers all feel that a permanent farmers market would positively impact not only their own businesses, but the entire community. This report examines a variety of permanent farmers' markets, predominantly in New England, in order to learn about the potential costs and benefits that a permanent farmers' market could bring to Northampton.

Seven farmers' markets are examined closely in this report: the Ithaca Farmers' Market in Ithaca, NY; South Kingstown Farmers' Market in South Kingstown, RI; Marshfield Farmers' Market in Marshfield, MA; Green Harvest Organic Farmers' Market and Artisans' Fair in Falmouth, MA; Putnam Farmers' Market in Putnam, CT; Durham Farmers' Market in Durham, NC; and the Columbia

Farmers' Market in Columbia, MO. The startup and operational costs, physical and organizational structure, social and economic impacts, and relationship to the town of the markets, are all considered. Additional research expands on each of these topics.

Permanent farmers' market structures serve as sources of community and economic development. The markets create reliable sources of vendor income that can be depended upon year-round and are crucial to their business. In addition, the economic benefits of farmers' markets extend to the surrounding business community, because permanent farmers' markets tend to synergistically share and create a customer base for and with local business ventures, increasing sales for all parties. Permanent farmers markets can also revitalize the areas in which they are built, as can be seen in South Kingston—not only did the Wintertime Farmers' Market rescue the mill complex in which it is located, but it also serves as a small business incubator for the area. The Ithaca Farmers' Market serves a similar purpose for its community, and has also generated a thriving agricultural tourism trade.

The organizational and physical structures of the markets vary greatly. Markets predominantly have small organizational staffs of one manager and up to two employees, and occasionally a board of directors, a common organizational model for larger markets. Labor is generally provided on a volunteer basis, from employees or the vendors themselves. The three most common structures found are pavilions, which are rarely truly year-round structures and can be expensive construction projects, converted mills and industrial buildings, and structures on fairgrounds. Renovated buildings provide low construction costs and can help revitalize an area of a town, and fairgrounds can supply ample space for both vendors and parking. Fairgrounds, however, tend to be less centrally located in cities. Across the board, market managers generally prefer easily adaptable buildings that can be closed and heated in the winter, and opened up in the summer.

Sources for initial funding vary as much as the organizing and physical structures of the markets. These sources include state and federal grants and funding for agricultural projects, community fundraising efforts, previous years' vendor fees, and support from a nonprofit organization that runs the market. The majority of markets studied have little to no formal relationship with the town government in their location. Even in the case of a formal relationship between the municipalities, financial help is rarely involved from town government.

Common to all the markets studied, regardless of financial status, organization, and structure, are the economic and community building effects of permanent farmers' market structures. All exist in communities with strong commitments to local food, which Northampton has, and every market has created new business or community opportunities, from which Northampton can profit.



Introduction

This study is the continuation of years of research into the food system of Northampton, MA. Keep Farming Northampton (KFM), a citizen's group, conducted a 4-year study in order to better understand the strengths and weaknesses of the local food system. Four surveys—of the producers (farmers), consumers, institutions, and restaurants in Northampton—and a synthesis of all findings were produced and submitted to the city Agricultural Commission. The study was completed through collaboration with students in the Sustainable Foods Concentration at Smith College. Students conducted the final survey of Northampton institutions and wrote the synthesis report of all surveys. An integral part of this synthesis was a list of recommendations intended to address barriers to local food use identified by KFM.

One recommendation to come out of the synthesis report was to build a permanent farmers' market structure in Northampton. A group of four Smith College students, in conjunction with Wayne Feiden, Northampton Director of Planning and Sustainability, researched farmer's markets to help inform any future plans for a permanent structure in the city. Specifically, this study focused on the capital and operation costs, organization, maintenance, and economic effect of permanent farmer's markets in cities about the same size as Northampton. It also explored the partnership between city government and farmers' market organizations, as well as the diversity of permanent farmers' market structures and their physical design.

Seven farmers' markets were examined closely for this study: the Ithaca Farmers' Market in Ithaca, NY; South Kingstown Farmers' Market in South Kingstown, RI; Marshfield Farmers' Market in Marshfield, MA; Green Harvest Organic Farmers' Market and Artisans' Fair in Falmouth, MA; Putnam Farmers' Market in Putnam, CT; Durham Farmers' Market in Durham, NC; and the Columbia Farmers' Market in Columbia, MO. Four of these markets have pavilion structures, two are located on city fairgrounds, and one is housed in an old mill building. Research was primarily conducted in the form of personal interviews with market managers, vendors, and city officials. Information was also collected from farmers' market websites, and from scholarly work in the field. Researchers conducted site visits in Ithaca, South Kingstown, and Marshfield. In this paper, four case studies address the particulars of the markets, focusing on fairgrounds structures, pavilion structures, and on the markets of Ithaca and South Kingston. Sections on funding, social impacts of farmers' markets, organization of markets, and winterized structures help expand and illuminate the information presented in the case studies. Finally, a conclusion summarizes the main lessons taken from the study.

Background Research

Market Organization

While most farmers' markets look the same from the outside, the organizational structure within differs greatly. One common model is that of an association of producers with a board of directors. Boards of directors take on a range of responsibilities with markets—some function as a final authoritative body for the market, while others take a more advisory approach (Stephenson, Lev, and Brewer 2007). They handle major regulatory infractions and set the rules of the market, or choose to focus on the long-term goals of the markets. Boards are often elected by the members of the market association, as is done at the Durham Farmers' Market. The board also hires a market manager, a figure of utmost importance to farmers' markets.

An alternative to a board-of-directors model is a municipally run market. City economic planning boards, chambers of commerce, parks departments, and similar municipal government branches can choose to begin a farmers' market. In these cases, market manager's report directly to the city. In some of these arrangements, such as in Putnam, CT, the city government only gets involved in market operations when logistical support is needed; they do not provide direct financial support. In these cases, the ultimate authority in operations is the market manager. For some markets, such as the Green Harvest Organic Farmers' Market & Artisans Fair, there is only a market manager, without a board of directors or formal relationship with municipal authority. Another model, used by both the South Kingstown Wintertime Farmers' Market and Green Harvest Market, is that of solely volunteer labor. Married couples, interestingly, organize both these markets, with little outside help. In the case of the Green Harvest Market, a close working relationship with the fairgrounds that house the market make up for the small size of the market management.

Overall, the figure of the market manager is crucial to farmers' markets. They supervise staff, manage budgets, enforce rules, collect vendor fees, liaise with city officials, plan and coordinate advertising, and plan special events, just to list a few duties (Stephenson, Lev, and Brewer 2007). These duties increase as market size increases. The method of employment of market managers varies among markets. In a 1998 study of New Jersey farmers' markets, Govindasamy et al (1998) found that 29.2% of market managers were volunteers. Most managers, however, are paid at least some level of compensation for their time. The majority of market managers are present during market selling hours. A manager's performance is critical to the performance of the market. If a manager does not follow

through on administrative tasks, the vendors may not have a market to sell at.

Key to a market manager's success is clear market rules for them to follow and enforce. Market size is strongly related to what type of rule-format is used. Smaller markets tend to just have written rules, while the prevalence of market bylaws and boards of directors increases with market size (Stephenson, Lev, and Brewer 2007). This is clearly the case with the markets in Durham, Columbia, and Ithaca. All are large markets, and have boards of directors that function as the authoritative body of the market. The other markets in this study are smaller than Durham, Columbia, and Ithaca, and only have a market manager.

Market Structure

The type and style of the structure chosen to house a Farmers' Market has the potential to have a large impact on many aspects of the market, such as size, accessibility, atmosphere, and relationship with the town and customers. It is therefore important to consider first what you want the market to be like and then choose a building that supports these goals. This is especially true of winter markets, which require very different characteristics than a summer market would.

When thinking about what sort of structure is best for a permanent Farmers' Market, one important consideration to keep in mind is the season of operation. In the summer, customers enjoy more open areas that allow them to enjoy the nice weather. These areas also generally give vendors easier access to their booths for set up and break down and allow for more vendors because of increased space. On the other hand, in the winter customers and vendors prefer enclosed spaces that stay warm enough to shop and sell comfortably. The majority of Farmers' Markets investigated in this report started originally as summer markets and expanded to include a winter season later on. Because of this, these markets have structures that are more suited to summer conditions. Generally, the markets have adopted one of two strategies: adapting the summer space to accommodate a winter market or renting a separate space for the winter market.

An example of a market that adapted their summer structure is the Marshfield Farmers' Market in Marshfield, MA. This market started as a summer market in 2006 and in 2010 they made the decision to extend their season with a winter market that runs November through May. The market was already held in and around a barn that could be sealed, so the winter market was held in the same building. Market managers have adapted the barns for winter use by using things like two kerosene heaters to warm the building, a sheet of plastic to cover the main door to keep as much cold air out as

possible and rugs for vendors to stand on to help them stay warmer for the hours they stand at their booths (See Fairgrounds Case Study for more information).

The Ithaca Farmers' Market in Ithaca, New York is a good example of a market that has rented a separate space for the winter market. The summer market structure is a beautiful, wooden, open pavilion on the waterfront, built more than 30 years ago by an amazing volunteer community effort. Because the structure was built for the sole purpose of housing the market there are many features that would normally not be present in a repurposed building; vendors were even able to customize their booths during construction. However, the structure was not designed to be winterized, so when the market expanded its season they chose to rent a building from the local food co-op. This building is small and limits the number of vendors able to participate, but is well sealed and heated and serves the small winter market well (See Ithaca Farmers' Market Case Study for more information).

There are some structure characteristics, however, that are generally desirable for any type of structure or season. For example, accessibility is an important issue. This encompasses both the ability of farmers to easily pull up to the structure to load and unload their goods, as well as the ability of customers to easily navigate the building, including making it handicap and stroller accessible. In both seasons size is a constraint to consider if there are a large number of vendors that wish to participate in the market. Another interesting idea that was brought forward by the Baltimore Farmers' Market was the consideration of the layout of the building and how it affects the vendors. For example, if the vendor is in the back of a long building fewer people will go past them than a vendor who is right by the door. The Baltimore Market is located in a round building with several entrances, which eliminates these placement issues and creates an egalitarian space, much like King Arthur's Round Table, created to give equal importance to each of his knights.

With all of these considerations in mind there are still a variety of building types that can serve as great structures to permanently house winter farmers' markets. The following is a list of common types of buildings/structures discussed in this report, some real life examples of these structures in use, and pros and cons that go along with the structures.

Fairgrounds:

Several farmers' markets have taken advantage of the fairgrounds many New England towns have that are left empty for the majority of the year. Fairground structures have the benefit of large doors that can be opened in the summer to allow airflow, but can be closed in the winter. They are also usually adjacent to open areas that can be used for parking, as well as to expand the area of the

markets in the summer if booths are added outdoors. Buildings on fairgrounds are also often already equipped with or laid out in a way to benefit vendors. One downfall of fairgrounds as sites for permanent Farmers' Markets is that they tend to be removed from the center of town and so receive less foot traffic and require more marketing to attract customers.



Permanent farmers market in fairgrounds building in Reading, PA.

Those markets that were located on fairground sites had close relationships with the fairgrounds, which provided financial and practical support to the market. In these cases the fairgrounds organization acted as the town might in a town-supported market, providing funding for the start-up costs, the space (usually rent free), insurance, and basic maintenance support (such as plowing and trash removal), which the market organization paid for using vendor fees.

Retrofitted mill buildings:

Another common structure for winterized markets is a privately owned, renovated building, such as an old mill or freight shed. The Pawtucket Wintertime Market is housed in the Hope Artiste Village, a converted mill building that now contains a variety of businesses, yoga studios and art studios. Bath Freight Shed Alliance is a non-profit alliance made up of volunteers from the community of Bath, ME dedicated to preserving and adapting a historic, waterfront freight shed built in the 19th century. The Bath Winter Farmers' Market moved to this location in 2012, allowing it to extend its season. The market now runs all year. South County, Rhode Island supports two winter markets hosted in retrofitted mill buildings, the Coastal Growers/Winter Farmers' Market in North Kingstown at the Lafayette Mill Complex and the South Kingstown Indoor Winter Farmers' Market in the Peace Dale Mill Complex. The Lafayette Mill Complex is a converted mill that now leases office space by the day, week or month. The Peace Dale Mill Complex is a revitalized mill that now provides working space for local artists and businesses, as well as fitness studios, recreational facilities and other retail

spaces.

One benefit of retrofitted buildings is the lower cost of construction. Tearing down old buildings no longer in use can often be more expensive than converting them, while using a pre existing building is usually less expensive than building a new structure. Developing a farmer's market in these buildings can breath new life into currently underutilized areas of town. The mill buildings have larger spaces with high ceilings and wider walkways and tend to be more centrally located than fairgrounds and are more walkable. . Reuse of existing structures is also much more environmentally friendly, by saving building materials and the waste produced by tearing down the old building. A study done by the Preservation Green Lab and the National Trust for Historic Preservation in 2011 found that reuse of an existing building almost always has less impact on the environment than constructing a new building of similar size and functionality. Additionally, while energy efficiency in new buildings has made great strides, they found that reusing buildings with average levels of energy performance creates immediate climate change impact reductions (The Greenest Building, 2011).

Both of these structure types have been proven to be successful as winter market buildings (see South Kingstown Market and Fairgrounds Markets Case Studies). While pavilions can create wonderful spaces for summer markets and community spaces, they are not ideal for winter markets and, if used for that purpose, should be designed carefully to allow them to easily adapt to winter conditions. Whatever structure is chosen, the goals of the market should always be kept in mind in the designing process to ensure the best possible space is created for the market.



Pawtucket Farmers' Market in a retrofitted mill building.

Social Importance of Market

Of the many market managers and members of city government interviewed for this report, most of them mentioned the fact that their Farmers' Market was a vital source of regular community engagement. Almost every farmer's market has some sort of special activity planned for each weekend market day. Often there is live music, prepared food, face painting and other activities aimed specifically at children. This is an important social aspect of the market because it provides the community with a family-friendly gathering place where people can have fun and get their grocery shopping out of the way at the same time. The most important aspect of any market is, of course, the consumer base that is necessary to support it. When markets have special activities such as music or prepared food, people feel comfortable taking their time and enjoying the market because they are able to integrate their shopping with relaxed and fun socializing. If consumers can count on a festive atmosphere, they will make the effort to come to a farmers' market because it offers something a grocery store cannot. This sense of festivity seems to be key to success and is one of the many benefits that come along with a reliable and well organized market. The Ithaca market has live music, cooking competitions and an annual "rutabega curling" competition and has selected a beautiful waterfront location that draws hundreds of people to the city every weekend in the summer.

This being said, there are some farmers who decry the addition of prepared food, crafts and even musicians. Many farmers do not want to see the market become "diluted" by vendors who are not farmers. These "purist" farmers worry that the market will devolve into a tacky tourist trap and lose its original intention of supplying fresh produce and meat as an alternative to industrial, grocery store food. These concerns are legitimate but as of yet there is not proof of this happening. Many markets maintain a certain ratio of crafts to produce to meat products in order to maintain the integrity of their original motivation. Some markets also limit the amount of value added product that can be sold by vendors and maintain the balance in that way.

The popularity of a city or town's Farmers' Market can also be very directly linked the amount of agricultural tourism an area gets. The idea of agri-tourism is relatively new but already it has made a significant difference in towns such as Ithaca, New York where a hundreds of people flock to the market every weekend in order to experience the products of local craft-people, musicians and farmers. There are often tour buses in Ithaca that are parked by the market on their way between sightseeing ventures and even wine tastings. Because the market is located so close to downtown,

many market visitors also frequent restaurants and shops along the commons. A recent study of the benefits of farmers' markets to Upstate New York communities conducted by the Farmers' Market Federation of New York cites the fact that most farmers' market shoppers often spend \$9-17 dollars in the downtown area where the market is held. In some of the larger, better established markets, that could mean up to \$17,000 per market day in revenue for the local restaurants and shops located near farmers' markets. The beautiful waterfront of Cayuga Lake, where the IFM is located, provides a fun destination for many boaters, wind surfers and kayakers. The market acts as a huge tourist draw and helps boost the local economy while maintaining its original position as a small business incubator and fresh, local produce market.

Since Farmers' Markets mostly require empty yet covered spaces, many markets are able to revitalize old, often industrial spaces for their purposes. In the case of the Pawtucket and Kingston markets in Rhode Island, abandoned mill buildings provide office space and winterized market space year-round. While the summer markets are hosted outside in various pavilions and parks, the winter market is possible only because of the re-vitalization of the old mills. The building has since experienced tremendous success as yoga studios, insurance companies, gyms and other businesses move into the renovated space. In Rhode Island, the Pawtucket Farmers' Market brings crowds of roughly 1600 people into the building every week in the winter. The exposure that the businesses get through that alone makes a huge difference. In the case of the Ithaca market, the lakeside plot where the pavilion currently stands was once an industrial waste dump lot. Now the city earns money in the form of lease payments on a once lost industrial space. The market has since restored the space into a beautifully landscaped lakefront that draws thousands of visitors every summer.

Many towns have old industrial sites that are too expensive to completely overhaul for new industry and instead sit unused, posing potential health issues as well as property devaluation. Historically significant spaces often face the same fate due to lack of funds and are lost to decay or vandalism. As such, these sites sit unused while valuable space is taken up by new buildings. Farmers' Markets are an affordable and effective way to begin the rehabilitation of old industrial spaces. There is a company that works closely with Farmers' Markets as well as other businesses to find and rehabilitate old industrial spaces for multiple uses. The company, Urban Smart Growth, helped the Pawtucket market find space in the mill building they are currently in and they have been there happily for four years. The decision to invest in an old site also preserves a historical site and keeps a piece of the town's history alive. They hope to expand their office and storage space to allow for more prepared food and winter market vendors.

Economic Impact

Throughout New England's agricultural history, public farmers' markets have emerged as an important outlet for local meats, produce and fibers. These markets provide farmers with the opportunity to sidestep wholesalers, distributors and retailers to market their goods directly to their customers, allowing them to sell at prices that are mutually beneficial to them and their customers. According to a survey conducted by Keep Farming Northampton in 2010, 30% of Northampton farmers sell some or all of their goods at farmers' markets or farm stands. (Keep Farming Northampton, 2010). Similarly, of the Ithaca Farmers' Market farmers, 25% say their farm business would be substantially smaller without the farmers' market, while 35% say their farms would not exist at all if not for the farmers' market. Permanent farmers' markets structures like the Ithaca Farmers' market pavilion can enhance sales potential by providing consistency in location from year to year, maintaining accessibility for people of all abilities and ages while offering comfortable shopping conditions rain or shine.

Spillover Effects

In addition to being an important source of farm revenues, farmers' markets serve as powerful engines of economic activity and growth for communities as a whole. As such, markets have become an excellent tool for rural development, drawing people into downtown business districts where local dollars circulate in a synergistic fashion. (Hilchey, 1995) A study commissioned by the Northampton Office of Planning and Sustainability explored the purchasing habits of visitors to the City's farmers' markets and found that the "majority of respondents also shop at nearby businesses when they shop at farmers' markets frequently (47%) or sometimes (40%)." (Northampton Farmers' Market Customer Survey, 2010)

This multiplier effect has been repeatedly observed in other towns and cities across the country where farmers' markets serve as a bridge to downtown business districts (Lee, 2013). In a Project for Public Spaces study lead by the State of New York, "60% of customers surveyed said they had or would visit other stores in the market area, and 60% of those customers said they only visit those stores on market day." (Farmers' Market Federation of New York, 2006). Respondents visiting the Syracuse Downtown Farmers' Market and Warwick Valley Farmers' Market reported spending an additional \$9 and \$17 downtown respectively." (Farmers' Market Federation of New York, 2006). Visitors to the Davis, California farmers' market reportedly spend an additional \$21 on average at local businesses when they come into the city for market (Lee, 2013).

The spillover effects of farmers' markets illustrated by an increase in consumer spending at local businesses extend into the labor market, where the introduction of farmers' markets has been linked to job creation. While farmers' market organizations may maintain a rather lean in-house staff (usually one to two market managers), these markets require a whole range of services, including facility maintenance, trash removal, plowing, advertising and construction work. Eastern Market of Detroit has fueled tremendous job growth as food processors, co-packers, distributors and restaurateurs opened businesses surrounding the market, which has become one of the City's foremost portals of fresh foods. In order to understand the connection between job growth and farmers' markets, the State of Arizona conducted a county-by-county study in 1994. Researchers "found that [on average] direct farm marketing supported 41 jobs at farm outlets and an additional 27 jobs elsewhere in the county's economy" (Gale, 1997).

Small Business Incubators

Farmers' markets have traditionally been an important resource for food and farming entrepreneurs as they grow and develop their enterprise. With vendor fees ranging from \$15-\$35 per week, Farmers' markets provide a flexible, low cost, low risk venue where new caterers, chefs, small farms and artisans can begin marketing their goods. "Vendors at farmers' markets can avoid exacting grading and packing standards common in many wholesale markets, and farmers' markets often eliminate non-local competition (Feenstra and Lewis 1999)." The South Kingstown Wintertime Farmers' market has a strong reputation as a small business incubator, providing a space for farmers like Roberta and Bill Browning who stayed connected with local customers as they transitioned their multi-generational dairy farm over to meat production in 2010. When the Brownings chose to transition their product line from dairy to meat, the market provided them with the public interaction and repeated exposure necessary to promote their high quality products, generating enough demand to double their head count and expand into lamb and pork in just four years.

Agricultural Tourism

The idea of agrotourism is relatively new but already it has made a significant difference in towns such as Ithaca, New York where a huge number of people flock to the market in order to experience the agricultural connections and buy local products. There are often tour buses in Ithaca that are parked by the market on their way between sightseeing ventures and even wine tastings. Because the market is located so close to downtown, many market visitors also frequent restaurants and shops along the commons. Located on the waterfront of Cayuga Lake, the market also provides a fun destination for many boaters, wind surfers and kayakers. The market acts as a huge tourist draw

and helps boost the local economy while maintaining its original position as a small business incubator and fresh, local produce market.

Fred Gale is an economist with the USDA's Economic Research Service and conducts research through the Food and Rural Economics Division. Gale stresses the development potential connected with agricultural tourism. "By adding a recreational component to food consumption, many direct-marketing enterprises draw urban people to farm communities, where they may spend additional dollars on restaurant meals, shopping, or other services," he argues (Gale, 1997). The volume of economic activity generated by agricultural tourism was captured and quantified in a 1994 study conducted by the State of Arizona, which found that "agricultural tourists spent \$1 million per year, which led to additional economic activity of \$900,000 throughout the local economy (of each county studied)." (Gale, 1997) The city of Syracuse has used their farmers' market facilities to capitalize on the opportunity to attract agricultural tourists through "The Taste of Syracuse," a culinary festival that celebrates local farms and regional cuisine.

The Massachusetts Department of Agricultural Resources acknowledged the development potential associated with agrotourism and the range of "activities" that "merge the world of travel with experiences of food and farming production." (MDAR, 2014) To support the growth of agrotourism, MDAR has partnered with the University of Massachusetts Cooperative Extension and Massachusetts Office of Travel and Tourism (MOTT) to offer seminars for farmers interested in engaging in agrotourism. While these seminars are designed for farmers, the agencies that run them represent valuable resources for city government officials or market committees interested in using their farmers' market as a channel through which to expand agrotourism. As part of the MassGrown Program, MDAR has published an online guide to agricultural activities taking place across the state, including an interactive map identifying pick-your-own operations, farmers' markets, fairs and food festivals. According to this map, Northampton sits in the center of a dense cluster of small businesses, farms, restaurants and organizations offering agrotourism activities. By establishing a permanent farmers' market structure, the City has the potential to brand Northampton as a local food destination, while strengthening agrotourism and harnessing it as a tool for economic development.

Farmers' Market Budgets

Start-Up Costs

Start up costs varied dramatically across the markets studied and depended mostly on market infrastructure. For the South Kingstown, Marshfield and Falmouth Farmers' Markets renting space in existing mill or fairgrounds enabled them to get their operation up and running with very little up-front investments or grant funding. Start-up costs were far greater for the Ithaca and Columbia farmers' markets, which run out of pavilions constructed by their respective market organizations. The Ithaca Farmers' Market required considerable support from the State of New York in the form of a \$50,000 grant (matched by vendor labor hours) that financed the construction of their pavilion. The Durham Farmers' Market pavilion cost considerably more to build, with construction costs nearing \$1 million. Of this amount, \$700,000 was dedicated to the construction of the main structure and \$200,000 spent on bathroom facilities, site work, power and lighting. These hefty construction budgets dwarf the modest \$1,000 grant used for promotional purposes when South Kingstown Wintertime Farmers' Market opened at the Peacedale Mill Complex. This drastic variation in start-up costs highlights the considerable investments that are necessary for a newly constructed market pavilion, as well as the low-cost and ease of entry associated with markets held in privately owned spaces.

Operational Costs

The operating costs associated with running a public farmers' market vary greatly depending on market infrastructure, size, climate, organizational structure, location and the extent of the public-private partnership. For year-round permanent farmers' markets in the Northeast, expenses can include management salaries, rent or lease payments, insurance, maintenance and upkeep of market infrastructure, utilities and plowing services. While operating budgets differ in size and allocation, it is important to highlight the fact that the farmers' market organizations studied in this report are successfully operating without the financial support of the municipality.

Market Managers

- In 2002 the State of Oregon's Cooperative Extension conducted a study of 50 markets throughout the state (Stephenson, 2002). Researchers found that "the range of manager salaries in 2002 was \$650 to \$35,000" with four managers earning "less than \$1,500, placing them close to volunteer status," and the same number earning \$20,000 to \$35,000." Researchers at the USDA found that, like the South Kingstown, Green Harvest and Marshfield Markets, many markets (especially smaller markets) successfully operate under the leadership of a non-profit, volunteer manager or coordinator, avoiding the cost of salaried employees

altogether.

Upkeep & Maintenance

- For farmers' markets like the Ithaca Farmers' Market, that are independently responsible for their own facility, up-keep and maintenance costs are important to consider. In order to maintain their market pavilion in a cost-effective way, the Ithaca Farmers Market requires vendors to complete work hours as part of their membership in the organization, instead of hiring contractors, carpenters, maintenance personnel, landscapers or public relations staff. Alternatively, upkeep and maintenance costs were surprisingly lean for the South Kingstown, Marshfield and Falmouth markets, which benefit from up-keep, plowing, waste removal, and janitorial services as part of their lease agreements (heating oil is paid for by the markets, averaging roughly \$36 per day).

Insurance

- By operating under the insurance "umbrella" of another non-profit, business or municipality, farmers' markets can avoid the fees and deductibles associated with holding their own insurance policy. For those markets renting or leasing commercial space from a private business or non-profit, insurance coverage is often provided as part of their lease agreement. Examples of this type of arrangement include the Marshfield and Falmouth markets, which pay for their use of the fairgrounds according to a consignment agreement that includes insurance coverage. While the South Kingstown Wintertime Market falls under the umbrella of the Peacedale Mill Complex insurance policy, they do hold an additional, modest insurance policy on their own. Alternately, operating costs are greater for markets that own and operate their own facility, like the Ithaca Farmers' Market (IFM), which holds its own (costly) insurance policy, which remains independent of the City of Ithaca.

Rent

- Across each of the markets studied in this report, rental costs and lease payments represented the most significant operational expense. The South Kingstown Wintertime Farmers' Market pays \$500 in rent each week for their use of the Peacedale Mill Complex in an agreement that does not require they pay when winter storms prevent them from opening. Their rental agreement includes access to bathrooms, water, heat, electricity, and maintenance services. The Ithaca Farmers' Market makes an annual lump sum lease payment of \$30,000 (roughly \$575 per week) to the City of Ithaca for their use of the Steamboat Landing property. This figure is dramatically higher than the rental payments made by the Durham Farmers' Market,

which pays the Department of City Parks just \$250 per month (just over \$60 per week) for their use of a market pavilion. Alternatively, the Green Harvest market operates on a consignment agreement with the owners of the Cape Cod Fairgrounds, in which vendor fees (usually totaling \$800-\$900/month) are split between both entities.

Administrative Revenue & Funding

Vendor fees are a strong source of revenue for operating and maintaining a farmers' market. However, vendors may not be in a position to provide all of the funding necessary to cover start-up costs associated with opening a farmers' market, especially those housed in their own pavilion like the Ithaca and Durham farmers' markets. In these cases, grants, donations, loans and fundraising initiatives are necessary to break ground. In order to finance the \$700,000 in construction costs associated with the Durham Farmers' Market pavilion, market leaders applied for and received \$300,000 in federal grant funding. In order to make up the difference, each column of the pavilion was "sold" for \$10,000. Local developers also offered considerable financial support to get the market up and running. In order to begin construction on their pavilion project, the Ithaca Farmers Market receiving a \$50,000 matching grant from the City of Ithaca. On a smaller scale, the South Kingstown Wintertime Farmers Market received grant funding on a micro scale from their local Historical Association, which offered \$1,000 to cover a promotional campaign designed to kick-start market traffic.

While grants and fundraising is key to starting a new market, operational expenses are typically supported through administrative revenues generated by vendor fees. Researchers at the State of Oregon's Cooperative Extension found that vendor fees ranged from \$0-\$35 across all 50 markets surveyed, with vendor fees depending heavily on market size (Stephenson, 2002). They found that "80 percent of markets in the large market size category (56-90 vendors) and 75 percent of markets in the Medium market size category (31-55 vendors) charge \$13 to \$35 per stall. Conversely, 88 percent of markets in the Micro market size category (5-8 vendors) and 65 percent of markets in the Small market size category (9-30 vendors) charge \$0 to \$12 per stall." (Stephenson, 2002) Administrative revenues ranged from \$0 to \$111,000 with 24% operating on \$1,000-\$4,999 and the majority (86%) operating on less than \$50,000 per year.¹ In some cases these administrative revenues are supplemented by donations, special events, grants and/or municipal support. It is essential to note that each of the farmers' markets studied in this report is financially independent and self-sustaining.

Federal Grant Programs

While financial independence and economic sustainability are strong indicators of a healthy organization, grants can play a transformative role in the growth and development of a vibrant Farmers' Market, especially at the outset. Although the organizations analyzed in this report, with the exception of the Ithaca Farmers' Market, relied on relatively minimal grant funding from private and public sources at the local and state level, federal grant programs should not be overlooked. The United States Department of Agriculture (USDA) offers a number of federal grant opportunities through the Agricultural Marketing Service (AMS), Economic Development Administration and the Rural Development Department. The following programs are certainly worth consideration by city planners, Farmers' Market organizations or agriculturally oriented non-profits interested in establishing a permanent home for their community Farmers' Market.

Department of Rural Development: Rural Business Enterprise Grant (RBEG)

- In 2013, “six recipients in four states received funding for farmers’ market projects with an average grant amount of \$38,853” through the Rural Business Enterprise Grant Program. These grants provided funding for structural updates designed to improve handicap accessibility, building renovations, as well as new construction projects. Through this innovative grant program, the City of Trenton, Missouri received a \$25,000 RBEG for the construction of a Farmers' Market pavilion in the heart of their downtown. These grants do not require matching investments or fundraising efforts on behalf of the recipient and are an ideal source of funding for up-front capital investments in physical infrastructure. Furthermore, grant recipients are eligible to reapply for funding.

Department of Commerce & Economic Development Administration: Public Works and Economic Assistance Programs

- The Economic Development Administration [EDA] offers cooperative agreement grants to city, county and state governments, non-profits and Native American tribal governments working to further the economic development and vitality of their community or region. According to the EDA, “grants made under these programs will leverage regional assets to support the implementation of regional economic development strategies designed to create jobs, leverage private capital, encourage economic development, and strengthen America's ability to compete in the global marketplace.”(Economic Development Administration, 2014) These grants require a cost sharing or matching contribution by partnering organizations or governments and can be used for projects (construction and non-construction) designed to support public

infrastructure. “While local and regional food systems development has not been an explicit focus in the past,” Farm Aid argues that the Administration “has made investments in rural food and agriculture infrastructure projects before, and...is interested in *any* proposal with significant job-creating potential, and with a focus on sustainable development.” (Farm Aid, 2014)

Agricultural Marketing Service: Farmers' Market Promotion Program (FMPP):

- Introduced in 2002 as an amendment to the 1976 Farmer to Consumer Direct Marketing Act, the FMPP saw its funding triple with the passage of the 2014 Farm Bill, making \$30 million dollars in non-construction grants that “target improvements and expansion of domestic farmers’ markets, roadside stands, community-supported agriculture programs, agrotourism activities, and other direct producer to consumer market opportunities.” According to the USDA website, agricultural cooperatives, economic development corporations, local governments, non-profit organizations, producer associations and producer networks, public benefit corporations, regional Farmers' Market authorities, and Tribal governments are all eligible to apply for up to \$100,000 in funding for “market start-up, expansion and strategic planning” as well as “advertising and market promotion” through the Agricultural Marketing Service (USDA 2013).

Farmers’ Market Failures

While this report focuses on several highly successful farmers markets, it is important to acknowledge the fact that not all farmers markets succeed in building a strong, sustainable market that remains viable over the long-term. Indeed, the Durham Farmers Market failed in its first attempt at raising funds through fundraising and municipal bonds to build a pavilion. By examining these types of market failures, shortcomings and struggles more closely, it becomes easier to evaluate the feasibility of establishing a new farmers market in your own community.

In 2006, researchers at Oregon State University completed a multiple-year study of fifty farmers markets in the state of Oregon in order to explore the successes and failures that accompanied the boom in new markets during the late 1990’s and early 2000’s. According to Larry Lev, a marketing economist in the Department of Agricultural and Resource and one of the researchers involved in the study, “farmers’ markets are a great success story for Oregon Agriculture. They connect consumers with farmers and increases local food security. But underneath that success is the hidden story that says for every two markets that opened during the study period, one closed.”(Brown,

2007) While older markets did close during the relevant time period, researchers found that newer markets were more likely to fail. “Of the 32 markets that closed, 15 markets (nearly 47 percent) did so following their first season,” the study reports.

While this study does not focus solely on permanent farmers markets, Lev and his colleagues do identify a number of characteristics associated with market failure that are valuable for planners interested in starting up their own market, regardless of the prospective facility. In order to isolate the factors that might lead to market closure, researchers examined 9 of the initial markets that closed between 2001 and 2005, looking for commonalities between them. They identified five factors connected to market vulnerability and closure. These included: small size (few vendors), a lack of farm products and product variety, insufficient administrative revenue (insufficient vendor fees), poor management salaries and high manager turnover. All of the markets that failed between 2001 and 2005 had between 5-30 vendors and indicated a need for more fruits and vegetables. “Five of the seven markets that participated in the survey collected less than \$3,400 per year in administrative revenue.” (Stephenson, 2006) Of the seven failed markets lead by managers, “four were volunteers or were paid low wages.” (Stephenson, 2006) This discouragingly low compensation may be linked to the high rate of management turnover observed in this study, which revealed “all 9 markets experienced 12 manager changes during the 5-year period [and] five of the nine markets changed managers the majority of the years they operated.” (Stephenson, 2006)



Profile of the City of Northampton

For the sake of comparison, the following provides information on the city of Northampton with regard to the business, customer, and vendor climates in the city. Finally there are general findings that can be applied to Northampton with regard to farmers' markets and local food in general. The information below has been synthesized using four surveys conducted by the Northampton Farmers' Market Committee in 2011. The committee conducted three studies on local businesses, market vendors and market customers and synthesized these results into a list of recommendations and findings. For the purposes of this paper, only the most pertinent findings have been included.

Business Profile

Overall the businesses of downtown Northampton either feel a positive effect from the farmers market, especially the Saturday market, or no effect at all. Just under half of all businesses surveyed said that the Saturday market positively impacted their business. It is also important to note that the majority of businesses downtown believed that fewer farmer markets would *not* help their business. The general consensus is that businesses in Northampton are not at all worried about any negative effects of increased farmer's market hours and think of the market as a positive addition to the town.

Customer Profile

Farmers' market customers reported that they shop at the markets in order to eat fresh and local food and that the two most well-attended markets occur in downtown Northampton on Tuesday and Saturday each week. The customers are interested in seeing more vendors as well as more dairy options at all of the markets. In general, customers reported shopping at other vendors frequently after farmers markets because they can combine grocery and other shopping downtown. Most consumers in Northampton actively seek out local food and almost half shop at farmers markets.

Vendor Profile

Vendors appear to be satisfied with the markets in Northampton with the majority wanting to expand hours, space, and product diversity at markets. The two most popular markets for the vendors were the Saturday and Tuesday markets as well and most of the vendors sold vegetables, fruits, and/or other grown products like flowers and transplants.

General Findings

The average consumer of local food (and therefore farmers' market products) is a middle aged, college educated, woman, living in Northampton who earns roughly \$76,000 a year. Of this group, 70% go out of their way to purchase local food of any kind including local produce, eggs, and meat and they actively seek out local food at the markets. In general, 42% of Northampton residents that responded to the survey said that they shopped at farmers markets.

The importance of a permanent location for a farmer's market is that it will provide a stable and reliable location that consumers can rely on for their products. Nearly a third (30%) of consumers in Northampton feel it is difficult to access local food and that they would buy more food were it easier to access. This problem could be ameliorated by the addition of a permanent market space that consumers could rely on as a shopping location. It is also important to note that roughly 30% of Northampton farmers use the markets to sell either all or some of their agricultural products. By supporting local farmers we ensure that Northampton's own producers are protected and supported and that the city's food system is somewhat secure.



Entrance to the Ithaca Farmers' Market pavilion

Fresh baked bread for sale at the Ithaca winter market



Case Study: Ithaca Farmers' Markets

Ithaca, New York

The Ithaca Farmers' Market (IFM) in Ithaca, New York is one of the most well known markets in the northeast. Located on the waterfront of Cayuga Lake in the Finger Lakes region of upstate New York, over 80 vendors sell their wares under an open sided pavilion made of rough sawn lumber. Meat, dairy, organic and non-organic vegetables, fiber, fruits, wine and beer are just a few of the many products that are available from farms within only 30 miles of the city. Customers can sit at picnic tables or on the dock and enjoy the views of Cayuga Lake while eating lunch made by one of the many vendors selling prepared foods. The surrounding city acts as a creative mecca for artists and musicians, a number of whom are vendors at the weekend market. The pavilion in which the summer market takes place is accessible by boat, bike and car, though parking has become an issue as the market continues to grow in popularity. The market has a large parking lot that surrounds half the structure but there are still those who have to find alternative parking along the entrance road to the grounds.

The structure was built entirely by volunteer labor on land leased from the city and paid for by a \$50,000 matching

grant from the state of New York. Aaron Munzer, the IFM co-manager explains, “[t]hat’s the kind of direct government intervention that you need to start that engine of commerce. That \$50,000 turned into millions of dollars that come into this area every year, that stay in this area, that build jobs and a vibrant economy in this area.” The lease for Steamboat Landing, as the market property is now called, was negotiated in 1992 and renewed in 2013 after a bid from a hotel development company was dismissed. The market pays \$35,000 a year in taxes and brings in hundreds of thousands of tourist dollars each year. Tour buses, summer season lake residents, college parents, college students- all of these people frequent the market and consequently support the town as a whole.

“That \$50,000 turned into millions of dollars that come into this area every year, that stay in this area, that build jobs and a vibrant economy in this area.”

During the summer season (May through October), the market is open Saturdays and Sundays under the pavilion and on Dewitt Street downtown Tuesdays and Thursdays. November through March there is only one market a week on Saturdays in The Space at the Greenstar market, an indoor venue that accommodates roughly 30 vendors. The market is a producer only market and there is almost always a waiting list for vendors who wish to sell at Saturday and Sunday markets. Vendors pay a \$28 daily stall fee for each market day as well as a reserved stall fee if they are allotted a reserved stall. There is also a small fee, roughly \$2, for electricity and running water if vendors need those amenities. Vendors are required to complete around 16 (the number varies depending on how many markets each vendor attends) work hours per year on projects such as structure maintenance, landscaping, filing, site cleanup after market days and website upkeep. The market also offsets costs by renting their pavilion for weddings and other large celebratory events. This added income helps the market offset costs for larger maintenance or ground projects and provides a pleasing alternative public space for events.

The most unique feature of the IFM is that from the beginning it was intended to be a small business incubator. The fact that the market is not limited to produce and meat means that startup businesses have an opportunity to earn money and field-test their products on a large audience without the risk of investing heavily in any start-up infrastructure. This frustrates many “purists” because they feel that the market should contain only vendors selling produce, meat and some raw dairy. Munzer elaborates on this issue by saying, “The IFM is primarily an agricultural market – it’s pretty critical to have a lot of things to offer people. We’ve become a tourist attraction and you can’t say enough about

that. And there are some challenges that come along with that but overall it's an incredible benefit to become this destination." A key aspect of the market's roots is that farmers have always been the ones driving the market forward. From the beginning 35 years ago, local farmers have been orchestrating the development of the market. There has been no involvement of the city government in the planning or executing process of the market other than to obtain building permits, lease agreements and local grants.

One success story that can be attributed to the small business incubator model is the Piggery Butcher Shop that exists in downtown Ithaca. The owners of the butcher business wanted to expand and began selling at the markets on weekends, than on weekdays and finally had enough money and enough of a customer base that they could move into a store in downtown where they are currently a thriving business.



Findings:

- 1 The market is an important economic and social asset to the city.
- 2 Work hours and volunteer labor cover the market's day-to-day maintenance and landscaping needs.
- 3 The market is unique in its organizational structure and provides a useful example of a functioning, board-heavy organization.
- 4 The market provides a stable source of income to local farmers and small businesses, thus encouraging and enabling them to grow.

Ithaca, NY	
Town Population	30,331
Median Income	\$29,985
Area (square miles)	6.1
Name of market	Ithaca Farmers' Market
Type of structure	Pavilion
Distance from town center	1 mile
Winterized	No, rents separate building in winter
Number of winter/summer vendors	35/85-90
Organization of market	Board of Directors (12)
Relationship with town	City Governance Liaison
Source of initial funding	Vendor fees, New York State grant
Source of maintenance cost	Vendor fees





Case Study: South Kingstown Wintertime Farmers' Market

South Kingstown, RI

Founded in November of 2009 by Pat and Steve Gardiner, the South Kingstown Wintertime Farmers' Market (SKWFM) is a fantastic community market located in the refurbished Peace Dale Mill Complex. The market is open Saturdays from 10 a.m.–2 p.m. November to April, offering a broad selection of fresh produce, meats, seafood, prepared foods and artisanal goods produced by over 35 vendors growing, cooking or crafting their products within 400 miles of South Kingstown. While the wintertime market is relatively new, South Kingstown's vibrant, summer outdoor Farmers' Market is entering its 32nd year, the longest continually operated market in Rhode Island.

Unlike many Farmers' Markets led by a paid market manager, the South Kingstown Wintertime Farmers' Market is led entirely by volunteers. As farmers themselves, the Gardiners saw the value of maintaining a relationship with their customers through the winter months and were willing to dedicate some of their time and energy to growing and managing a winter market in their own community. The Gardiners, along with a treasurer and public relations manager, work together in an unusually small team to keep the market running smoothly. By maintaining such a lean leadership team, the SKWFM minimizes overhead costs and avoids the bureaucratic complexities of board-heavy organizational structures.

The South Kingstown Wintertime Farmers' Market operates



as a registered non-profit built off the creative Farmers' Market model established by Farm Fresh Rhode Island. Once a thriving textile operation, the newly repurposed Peace Dale Mill Complex is privately owned and operated. The Gardiners pool vendor fees to pay \$500 in rent each week in an agreement that does not require they pay when winter storms prevent them from opening. The Complex features a large parking lot maintained by the owner, handicap accessible entrances and

bathrooms, onsite storage space and convenient loading and unloading points for vendors. The Complex provides all water, heat, electricity, garbage disposal, janitorial services, and plowing.

While the SKWFM has been an excellent source of income for the Complex, its value as a generator of economic activity goes well beyond rent. When the market opened for business five years ago, the Complex was nearly vacant, waiting to be sold off in a tough recessionary market. This picture was dramatically transformed once the market entered its second and third years, attracting approximately 2-3,000 people to the Complex each weekend; expanding the building's commercial potential. Gardiner explains that "since this market has been in here [the owner] has been able to rent almost this entire mill out because of the exposure from the Farmers' Market." Today this historic 1800's building has become a hub for local businesses, including a tool sharpener, caterer, airsoft arena, distillery, personal fitness studio and indoor soccer facility. Even the basement has been leased for antique car storage. Customers pass from their weekend workout at the crossfit training gym into the market across the hall for groceries where families pick up lunch before their child's soccer game. This synergetic relationship between the Farmers' Market and these small businesses has been a fantastic way of developing a stronger local economy, while protecting and revitalizing an important part of South Kingstown's history.





“Since this market has been in here [the owner] has been able to rent almost this entire mill out because of the exposure from the Farmers' Market.” – Pat Gardiner, Founder & Manager SKWFM

Pat and Steve Gardiner, founders and managers of the South Kingstown Wintertime Farmers Market

Findings

- 1 Repurposed buildings, including industrial spaces or historical buildings, are optimal for use by year-round farmers markets
- 2 Farmers markets can provide considerable public exposure to underused commercial spaces, creating synergistic opportunities for small businesses and property owners.
- 3 By maintaining a lean, volunteer driven leadership team, farmers markets can minimize overhead costs and avoid the bureaucratic complexities of board-heavy organizational structures.

South Kingstown, RI	
Town Population	8,468
Median Income	\$50,313
Area (square miles)	5.1
Name of market	South Kingstown Wintertime Farmers' Market
Type of structure	Converted mill building
Distance from town center	5 miles
Winterized	Yes
Number of winter vendors	34
Organization of market	One market manager, no other employees
Relationship with town	None
Source of initial funding	Non-profit organization
Administrative Revenue Source	Vendor fees



Durham, NC Farmers' Market

Source:
durhamcentralpark.org



Putnam, CT Farmers' Market

Source:
putnamfarmersmarket.org

Case Study: Pavilion Farmers' Markets

Columbia Farmers' Market, Durham Farmers' Market, Putnam Farmers' Market

A recent trend among farmers' markets is to build a pavilion structure. These buildings are not winterized, and provide some protection for the elements and a centering force for communities. The Durham Farmers' Market, of Durham, North Carolina, and Columbia Farmers' Market, of Columbia, Missouri, are two markets that recently embarked on projects to build pavilions. The Durham Farmers' Market benefitted greatly from pavilion erected in the Durham Central Park in 2007, just 9 years after the market was initiated. In Columbia, the market is just waiting on additional funding to begin construction on their "shovel ready" pavilion.

Columbia Farmers' Market

Gaining the funding for a pavilion project can be difficult. This is especially true in Columbia, where the construction of a market pavilion was the sole responsibility of Sustainable Farms and Communities (SF&C), a group started expressly for this purpose. The city council of Columbia decided not to lease the property that the pavilion will stand on to the Farmers' Market Association. Although officially deemed a non-profit, the market association was considered to be a for profit entity, as the producers sell at the market to make money. Founding SF&C also allowed the farmers to focus their



Sketch of the planned pavilion in Columbia, MO

Source: farmersmarketpavilion.org

energies on their own businesses. SF&C works closely with the city of Columbia and is even considered to be a quasi-public arm of city council. This is not by accident, as the board itself, the city council, and the Columbia Farmers' Market appoint SF&C's board of directors jointly. Despite such a high level of directorial involvement, the city government provides no financial assistance to the pavilion project.

SF&C is currently engaged in a third attempt to secure funding for the pavilion. In 2005, bond issues failed to raise requisite funds. Since that failure, \$300,000 was raised to finance architectural drawings and a professional fund raising expert's assistance. About half of those funds were raised from several private donors, and the rest came from

small events and personal donations. Kenneth Figg, director of SF&C, credits the recession for playing a role in the difficulty the group is having in finding funding sources. Despite such obstacles, SF&C are continuing their efforts through organized events, sales of coffee, corn, and t-shirts, pledges from individuals as well as organizations in the city, and grants from outside organizations.

Although the pavilion is still on hold, SF&C currently works as an intermediary between the city and the Market Association, allowing the market to continue operating on the same property. SF&C leases the property from the city for \$2100 annually, and in turn charges the market association \$3100. The differential in charge covers the lease fee as well as requisite insurance costs.



Left: Durham, NC
Pavilion
Source:

Challenges arise between differing objectives of city officials, pavilion planners, and market vendors. The city imagines the pavilion as a multipurpose space, which can cause tensions, as the vendors understand the pavilion as a project for them. SF&C often finds itself caught in the middle of these variant goals. As the market uses the space of the city's old fairgrounds--the original buildings of which have been demolished-- which is leased from public land, it is likely that the city's aims will carry weight when the project finally breaks ground.

The market itself is enormously successful. The market currently is comprised of 84 members, with a waiting list of 25, and weekend visitor counts during the high season can reach 4000. The market is producer-only, and vendors must live within 50 miles of the city of Columbia. The market's authoritative body is the Board of Directors, which hires two separate managers to handle the market's business. The Senior Market Manager's duties include writing grants for funding and coordinating advertising, taking on a more administrative role than the Market Manager, who oversees the daily running of the market. Markets are held on Wednesday, Thursday, and Saturday in the summer, but only on Saturdays in the winter.

Findings

- 1 The construction of a pavilion structure is an expensive undertaking, and is most effective with diversified funding sources.
- 2 Building projects involve many different stakeholders, who often hold a range of priorities. Coordinating differing opinions and goals may be time consuming, but offers rich space for coalition.
- 3 While all three pavilion projects are closely connected with city government, this connection need not be financial in order to be successful.
- 4 A permanent market structure helps *create* demand for farmers' markets.

Every Saturday a different band provides live music. The Columbia Farmers' Market is a community hub, and will no doubt continue to be so once the pavilion is built.

Durham Farmers' Market

The market of Durham, North Carolina, similarly serves as a gathering point for the community. Housed under a pavilion in Durham Central Park (DCP), the Durham Farmers' Market (DFM) seeks to provide community education, as well as local, quality food. Program series such as *Quick Dinners* from the Market bring in local chefs to demonstrate a quick, simple meal made exclusively from ingredients available that day at the market. Annual competitions between local chefs further strengthen the relationship between the Durham Farmers' market and local restaurants, and many buy their ingredients from the market. The DFM brings in crowds that are good for the surrounding businesses, as well as the vendors. The market has incredibly strong ties to the community, and market manager Erin Kauffman cites community support, as well as the relationship between the market and the DCP, as the greatest assets of the market. The market is producer-only, featuring 70 vendors all from no more than 70 miles away from Durham city center. Some vendors sell crafts and prepared food as well as produce. Like the CFM, the market in Durham operates on city owned land. The DCP



Durham Farmers' Market

Source: commons.wikimedia.org

Putnam Farmers' Market

Source:
putnamfarmermarket.org



owns the pavilion and leases it out to the DFM for \$250 per month.

Costs for the construction of the pavilion totaled just under \$1 million—around \$700,000 for the main structure and \$200,000 for bathroom, site work, power and lighting. Of the total cost, \$300,000 of the funds came from a federal grant. The rest came from various local developers, and each column of the pavilion was “sold” for \$10,000. The pavilion officially opened in 2007, just 9 years after the Durham Farmers’ Market was founded. The DFM needed a home, and the community was invested in the success of the market. Because the DCP is committed to community growth, partnership with the DFM was particularly attractive, and added an incentive for the project. Local Durham architect and longtime DCP board member Ellen Cassilly designed the pavilion. Unlike in Columbia, DFM has no administrative role in the DCP board. The members of the market—the vendors, elect the market board. The market board of directors hires a market manager. The DCP is a separate entity that has its own



management agreement with the city.

Putnam Farmers' Market

The need to shelter vendors and customers, as well as a stable, central location, drove the construction of a pavilion in Putnam, CT. Originally built as a space for the Northeast Connecticut Farmers’ Coop in 2009, the space soon housed other possibilities. In 2011, the Putnam Farmers’ Market was founded by the Economic and Community Development Department of the city of Putnam, because the city

did not have its own market, yet had a pavilion. After an initial grant, the market is run exclusively off of vendor fees. There are currently 10 farmers and 3 artisan vendors, and the market is operating near to the capacity of their space. The market is currently seeking to expand their vendor diversity to include more protein vendors, as there is a marked demand for local meat. The Putnam Farmers' Market has earned a good reputation among vendors, and more vendors are would like to join the market. Attendance of the market is also on the rise, averaging around 350 people each market day. This is an achievement given that the market is barely 3 years old, and having survived some early administrative hiccups. The pavilion has enabled solid growth for the Putnam Farmers' Market, which also receives support from the town. The market manager works mainly by herself in the day-to-day running of the market and advertising, but the town steps in to assist with official endeavors, such as obtaining a machine to process SNAP benefits. Located near several other markets, the Putnam Farmers' Market demonstrates that a pavilion or other permanent structure can *create* more business, as well as support existing market business.

	Columbia, MO	Durham, NC
Town Population	113,225	233,252
Median Income	\$33,729	\$47,394
Area (square miles)	60.4	94.9
Name of market	Columbia's Farmers' Market	The Durham Farmers' Market
Type of structure of market	Pavilion (in process)	Pavilion
Distance from town center	2.4 miles	0.7 mile
Winterized	No	No
Number of winter vendors	40	~45
Organization of market	Board of Directors	Board of Directors
Relationship with town	Supportive but non-financial	Minimal
Source of initial funding	Non-profit organization/fundraising	Non-profit organization
Source of maintenance cost	Vendor fees	Vendor fees



Top picture:
Marshfield winter
farmers' market, held
in the barn at the
Marshfield
Fairgrounds.
Bottom picture:
Green Harvest
Organic winter
farmers' market held
in the sheep barn at
the Cape Cod
Fairgrounds.

Case Study: Fairground Farmers' Markets

Marshfield Farmers Market Green Harvest Organic Farmers' Market

The Marshfield Farmers' Market is located in Marshfield, MA. It was started as a summer market in 2006, and expanded to include a winter season in 2010. The market runs every Saturday during the summer and the third Saturday of every month through the winter. Running only once a month is key to supporting the winter market; the market manager reports 200-400 people shop at the market per day if they only run once a month, but if they ran every week during the winter they would only get about 100 people each day.

The Marshfield Fairgrounds are located on Main Street, about a mile from the town center. The market is held here all year round, except for the few weeks in the summer the fair is running, when the market is held on the town green so shoppers don't have to pay the \$10 entrance fee to the fair. While the fairground location provides ample parking and a good building for the market, it is out of the way and creates issues with attracting customers. They have a marquee sign on site, where they post the dates of the next market in the winter so customers can keep it in mind while shopping. They also post signs downtown a few days before the market to remind old customers and draw in new customers. Because it is in the same location as the

summer market, a good way to draw more customers is to make sure summer shoppers know that it is open for the winter season as well, with limited dates.

The market runs year-round out of a single, large barn that has been owned by the fairgrounds since 1867. The market provides each vendor with a 10-foot long booth. The building has several big double doors that can be opened during the summer to allow airflow. In the summer vendors also set up outdoors around the building, allowing more vendors to participate. When the doors are open farmers located in the building can open the doors and pull right up to their booths to set up. In the winter they must park in the parking lot and carry their things in, though they can pull up to the back door at the end of the market to pack up. In the winter, all doors are kept shut except the front door, which is covered with plastic to keep the heat in while people move in and out. The building is heated during the winter by two kerosene heaters, and the vendors are encouraged to bring rugs to stand on to help them stay warm. The building is handicap and stroller accessible, with wide aisles and no stairs. There is ample parking in the field next to the market.

The Marshfield Market has a total of 65 vendors during the summer season that rotate, with around 50 vendors present every week. In the winter season space is limited because all vendors must be in the building, which can only



A vendor with a customer at the Marshfield winter market.

support 35 vendors. During the winter they have a waiting list, usually 4 or 5 vendors long. The market includes a mixture of farmers, prepared food vendors and craft vendors. Generally in the winter they have 7 or 8 smaller farms and 2 large farms. The market tries to limit products sold to local, high quality products made from natural materials. In the winter the market also hosts kid's activities to draw in families looking for something to do on a Saturday morning.

A non-profit group started in 1867 called The Marshfield Agricultural and Horticultural Society (MAHS) owns the fairgrounds. In 2006 Karen Biagini, then MAHS director, started the market pursuant to their goal of promoting agriculture. A board of directors runs the non-profit, one of whom helps with organization of the market. Otherwise, the market is run by one manager, currently Lorrie Dahlen. Volunteers do the rest of the labor. Because the market is a non-profit, volunteer hours can be granted for work,

and the market has a relationship with the local high school for volunteers.

The market has no formal relationship with the town. During the operation of the fair in the summer the market must gain permission to relocate to the town green, but it is not a town regulated market and the town has put no money into the market. The Board of Health of Marshfield has been involved with the certification of vendors. The market instead relies on its relationship with the fairgrounds, which bought the heaters for the winter market, and provides insurance, clean up and plowing. The market uses vendor fees to pay for heating and bathrooms.

Green Harvest Organic Farmers' Market & Artisans Fair

The Green Harvest Organic Farmers' Market and Artisans Fair, located in Falmouth, Massachusetts, has been running since the summer of 2011 with two seasons of operation. In the summer (June-mid October) it is open once a week on Tuesdays, 12 to 4 p.m., and in the autumn (mid-October to mid-December) it is open Sundays, and 12 to 3 p.m.

The Cape Cod Fairgrounds are located on Route 151 on the Falmouth/Mashpee city line. This location is 5 miles from downtown Falmouth, but is connected to town by a bike path. During the summer another market is held

on Thursdays in downtown Falmouth and in a local garden center during the winter. While the location of this market is more central, the market manager of Green Harvest Market, Terrell, feels that locals are hesitant to go downtown during the summer because it's so crowded by tourists.

These tourists are generally only looking for a few items they can easily carry away with them (such as berries, artisan items or pastries), and do very little "grocery shopping". He feels that his location outside of town attracts locals from Falmouth, Mashpee and Sandwich who are shopping for the week and will buy more, while still drawing some tourists with the inclusion of artisan goods.



The summer outdoor (above) and autumn/winter indoor (below).

This market has three options for location throughout the year. In the summer and fall when the weather is nice the market is held outdoors on the fairgrounds. Under rainy conditions, the market is moved to an indoor/outdoor sheep barn with open sides that allow airflow but a roof that keeps the vendors and customers dry. In cold weather the market moves indoors to an enclosed exhibit hall, heated by 2 kerosene heaters. All of these locations are part of the fairgrounds' property. There is also ample parking for vendors and customers in empty fields at the fairgrounds.

The market generally includes 20-22 vendors. All of the products sold at the farmers' market are organic, though not all are sourced from the Cape. In the fall the market concentrates on local handmade crafted items, such as wool sweaters, wool scarves, beauty products, and arts and crafts. The market also features fishcakes, jams and jellies, soups and pizza (made in a trailer brick oven), and hopes to bring in food trucks next season. There is live music every week. Terrell encourages the participation of all different types of vendors, including 'mom and pop' vendors, even those bringing produce from their backyard garden. This

method has proven very successful for the vendors; Terrell told a story of an older woman who brought several large fruit tarts and sold out well before the market ended.

Stanton Terrell and his wife run the market on a volunteer basis as a certified non-profit. They also own the "Falmouth Visitor," a publication that provides advertising for businesses all over the Cape. Terrell was inspired to start the market because he noticed message boards online were often filled with visitors asking where they could buy organic goods. He focuses on keeping the organization of the market simple, with no board of directors, employee, or formal relationship with the town of Falmouth.

While this market operates independently of

	Falmouth, MA	Marshfield, MA
Town Population	32,660	24,324
Median Income	\$31,868	\$65,731
Area (square miles)	54.4	31.7
Name of market	Green Harvest Organic Farmers' Market & Artisans Fair	Marshfield Farmers' Market
Type of structure of market	Barn/Fairgrounds	Barn/Fairgrounds
Distance from town center	5 miles	1 mile
Winterized	Minimally (enclosed, kerosene heaters)	Minimally (enclosed, kerosene heaters)
Number of winter vendors	20-22	35
Organization of market	One market manager, no other employees	One market manager, one other employee
Relationship with town	None	None
Source of initial funding	Non-profit organization	Non-profit organization
Source of maintenance cost	Vendor fees	Vendor fees

the municipality, it benefits from a strong business relationship with the Cape Cod Fairgrounds. Maintenance, trash removal, generators, plowing, insurance, commercial certifications, parking, electricity, water, stage for performances, advertisement and 120 acres of land are all provided by the fairgrounds. Terrell also runs advertisements in local newspapers, his own publication, and the local calendar of events, which is organized by the Falmouth Chamber of Commerce. All revenue is derived from vendor fees, which is split 50/50 by the market and the fairgrounds. Vendors are charged \$20 a day and can choose to come on a week-to-week or regular basis. This generates an average of \$800-900 a month, or \$400-450 for the market, which is reinvested in the business for incidentals, marketing and supplies. There are no employees, so the only additional cost is heating, which Terrell estimated to be \$280 upfront for the two heaters and \$36 a day for fuel. If the Farmers' Market needs to be cancelled for any reason the fairgrounds does not charge.

Findings:

Provided by Lorrie Dahlen

Saturday is the best day for a market

- 1 The best location is a busy site that people can see driving by. If not, signage is key.
- 2 Accessibility is important- there should be minimal or no stairs and walkways should be broad and
- 3 Heating is important. Rugs under the booths are also very helpful for keeping vendors warmer, especially on cement floors.
- 4 It is helpful to tie the market to a tourist attraction or coordinate with tourist advertisement.
- 5 SNAP and debit machines are a good way to increase sales for vendors.
- 6 Having prepared food brings more people into the market, and farmers will get more total sales. Vendors shouldn't be separated by type; mixing them makes shoppers walk past all.
- 7 Switching vendors' spots every 6 months or so forces customers to walk around the market again and discover new vendors.
- 8 Having more than one person to run the market. One employee per task: overseeing employees, marketing and advertising, onsite manager, budgeting, and vendor manager.



Conclusion

Permanent farmers markets offer a consistent location for local produce, prepared food and crafts that customers know they can rely upon year-round, rain or shine. This creates a more stable customer base that farmers and other vendors can count on, as well as numerous social and economic benefits for the town. However, there are many different considerations that go into creating a successful permanent farmers' market. While some of these considerations are site specific or vary depending on the desired type of market, much can be learned from the study of existing successful and unsuccessful permanent farmers' market models.

The majority of markets investigated for this study had no formal relationship with and received minimal to no financial support from the town in which they were located. Sources for the initial funding included state and federal funding for agricultural ventures, community fundraising, vendor fees from previous years, and support from the non-profit running the market. Most of these markets are able to cover the cost of rent and any building maintenance fees solely with money earned through vendor fees. Organization structure varied some, but was generally kept small, with one market manager and 0 to 2 employees, occasionally with a moderately sized board of directors. The most variable aspect in the cases studied was the type of structure that housed the market. The three most common structures were pavilions, which generally cannot support winter markets; converted mill or industrial buildings; and barns or other structures at local fairgrounds. Each of these structure types had their own strengths and weaknesses, but overall market managers expressed a preference for buildings that could be entirely enclosed and heated in the winter, but could still be opened up in the summer.

Once established, these markets have had tremendous impacts on their communities, as well

as on the income of farmers and vendors. Many of the farmers and vendors interviewed said the farmers' market made up the majority or all of their sales. The markets have also supported both existing businesses nearby and new businesses by drawing additional customers and increasing revenue on market days and supplying a low risk venue to begin marketing new products. Some markets have even turned their town into a local agricultural tourism destination, drawing additional customers from around the state and region for the market itself and for other businesses downtown. They have also served as important meeting and socializing locations for the town, as well as for local farmers. These findings show that, if planned carefully and implemented properly, a permanent farmers' market can be a powerful tool for increasing the stability of the local food community within a town, as well as increasing revenue of nearby businesses and providing a local center for socialization and recreation.

References

- Brown, Aimee. 23, July 2007. "Farmers' markets growing in popularity but not all succeed." Oregon State University. Corvallis, OR. Oregon State Extension Service
- Durham Central Park, "The Pavilion," *Visit the Park*, 2014, <http://durhamcentralpark.org/visit/>.
- Durham Farmers' Market, "Pavilion," *About Us*, accessed 28 April 2014, <http://www.durhamfarmersmarket.com/about.html>.
- Farm Aid, 2014. "Family Farmers and Economic Stimulus: Funding Opportunities". http://www.farmaid.org/site/c.qII5IhNVJsEb.6060101/k.9D0B/Funding_Opps.htm
- Farmers' Market Federation of New York, "The Value of Farmers' Markets to New York's Communities" November 2006.
- Feenstra, G., and C. Lewis. 1999. "Farmers' markets offer new business opportunities for farmers." *California Agriculture* 53 (November-December): 25–29.
- Gale, F. 1997. "Direct farm marketing as a rural development tool." *Rural Development Perspectives* 12 (2): 19–25.
- Gillespie, Jr., Gilbert, Duncan L. Hilchey, Claire Hinrichs, Gail Feenstra. 2005. *Farmers' Markets as keystones in Rebuilding Local and Regional Food Systems*. Presented at joint annual meets of the Agriculture, Food and Human Values Society and the Association for the Study of Food and Society.
- Govindasamy, Ramu; Zurbriggen, Marta; Italia, John; Nitzche, Peter; and Van Vranken, Richard. 1998. "Farmers Markets: Managers Characteristics and Factors Affecting Market Organization." New Brunswick, New Jersey: Rutgers University New Jersey Agricultural Experiment Station.
- Hilchey, D., T. Lyson, and G. W. Gillespie Jr. 1995. *Farmers' Markets and Rural Economic Development: Entrepreneurship, Business Incubation, and Job Creation in the Northeast*. Community Agriculture Development Series Bulletin. Farming Alternatives Program, Rural Sociology. Ithaca ny: College of Agriculture and Life Sciences, Cornell University.
- Hilchey, Duncan L., Thomas Lyson, PhD., Gilbert W. Gillespie, Jr., PhD., *Farmers' Markets and Rural Economic Development*. Cornell University. Community Agriculture Development Series. 1995.
- Ildar Sagdejev, "Durham Farmers' Market," Wikimedia Commons, 26 July 2008, http://commons.wikimedia.org/wiki/File:2008-07-26_Durham_Farmers_Market.jpg.
- Lee, Mike. "Farmers Markets: Love at First Bite." YouTube, 29 Jan. 2013. Web. 03 Apr. 2014.
- Northampton Farmers' Market Customer Survey, 2010.
- Northampton Farmers' Market Vendor Survey, 2011.
- Payne, Tim. 2002. *U.S. Farmers Markets—2000, A Study of Emerging Trends*. Washington, DC: U.S. Department of Agriculture, Agriculture Marketing Service, Transportation and Marketing Division, Marketing Services Branch.
- Stephenson, Garry, Larry Lev, and Linda J. Brewer. 2006b. *When Things Don't Work: Some Insights into Why Farmers' Markets Close*. Special Report 1073. Oregon State University Extension Service. <http://extension.oregonstate.edu/catalog/pdf/sr/sr1073.pdf>
- Stephenson, Gary; Lev, Larry; and Brewer, Linda. 2007. "Understanding the Link Between Farmers' Market Size and Management Organization." Oregon State University Extension Service, Special Report Number 1082-E.
- Sustainable Farms and Communities, "Pavilion Plans," *Pavilion*, accessed 28 April 2014, <http://farmersmarketpavilion.org/pavilion/>.
- Keep Farming Northampton, "Strengthening Local Agriculture in Northampton"

January 2014.

The Preservation Green Lab and National Trust for Historic Preservation. "The Greenest Building: Quantifying the Environmental Value of Building Reuse" (2011).

Interviews

Aaron Munzer, interview by Julia Jones, 8 March 2014.

Ann Alexander, e-mail message to Julia Whiting, 14 March 2014.

Carolyn Peterson, interview by Julia Whiting, 8 February 2014.

Ellen Cassilly, e-mail message to Julia Whiting, 4 March 2014.

Erin Kaufman, e-mail message to Julia Whiting, 27 March 2014

Jan Rhodes, interview by Anne Hunter, 8 March 2014.

Kenneth Pigg, e-mail message to Julia Whiting, 1 March 2014.

Laurie Dahlen, interview by Emily Barbour, 24 February 2014, transcript.

Maryrose Livingston, interview by Anne Hunter, 20 February 2014

Molly Bledsoe, interview by Anne Hunter, 26 March 2014.

Monika Roth, interview by Emily Barbour and Julia Whiting, 8 March 2014.

Pat Gardiner, interview by Julia Jones, 22 February 2014

Renee Lasko, interview by Julia Whiting, 4 March 2014, transcript.

Graphic References

Fairgrounds Farmers' Market [Photograph]. Retrieved April 28, 2014 from http://www.tripadvisor.com/Restaurant_Review-g53518-d3365893-Reviews-Fairground_Farmer_s_Market-Reading_Pennsylvania.html

Fairgrounds Farmers' Market (2)

[Photograph]. Retrieved April 28, 2014 from <https://plus.google.com/104832196599506350321/about>

Duvivier, E. (2014). *Pawtucket Farmers' Market* [Photograph]. Retrieved April 28, 2014 from

<http://www.provylove.com/2014/01/a-cut-above-the-rest/>

Farmers' Market Online. (2013). *Marshfield Farmers' Market* [Photograph]. Retrieved April 28, 2014 from

<http://www.farmersmarketonline.com/fm/MarshfieldFarmersMarketMA.html>

Putnam Farmers' Market, "Pictures from the 2013 Market," *Gallery*, 2013,

<http://www.putnamfarmersmarket.org/gallery.html>.

(2012). *Green Harvest Organic Farmers' Market at Barnstable County Fairgrounds* [Photograph]. Retrieved April 28, 2014 from <https://www.facebook.com/photo.php?fbid=491566770883275&set=pb.216865348353420.-2207520000.1398706279.&type=3&theater>

Waddell, M. (2011). *Vendor with Customer* [Photograph]. Retrieved April 28, 2014 from <http://www.rakeandpalette.com/marshfield-farmers-market-public-secret/>

(2013). *Outdoor Market, Green Harvest Organic Farmers' Market* [Photograph]. Retrieved April 28, 2014 from

<https://www.facebook.com/photo.php?fbid=609536365752981&set=pb.216865348353420.-2207520000.1398706243.&type=3&theater>

(2012). *Indoors Market, Green Harvest*

Organic Farmers' Market [Photograph].

Retrieved April 28, 2014 from

<https://www.facebook.com/photo.php?fbid=491567834216502&set=pb.216865348353420.-2207520000.1398706279.&type=3&theater>

Northampton's Farmers' Market. Retrieved April 29, 2014 from

https://www.google.com/search?q=pictures+of+northampton+farms&es_sm=119&source=lnms&tbn=isch&sa=X&ei=5fFfU8b9A8mrsQSPyYG4AQ&ved=0CAgQ_AUoAQ&biw=1236&bih=954#facrc=_&imgdii=_&imgrc=fEcMTiftMwBI5M%253A%3BFMDERRg7BHHzM%3Bhttp%253A%252F%252Fwww.gazettenet.com%252Fsaturnday-farmers-market-one-of-the-first-in-the-state-celebrates%3B801%3B595

Summary Table of Case Studies

	Falmouth, MA	Marshfield, MA	South Kingston, RI	Columbia, MO	Durham, NC	Ithaca, NY
Population	32660	24324	8468	113225	233252	30331
Median Income	31868	65731	50313	\$33729	\$47394	\$29985
Area (sq miles)	54.4	31.7	5.1	60.4	94.9	6.1
Type of structure	Barn	Barn	Mill Building	Pavilion (in process)	Pavilion	Pavillion
Winterized?	Minimally-kerosene heaters, enclosed	Minimally-kerosene heaters, enclosed	Yes	No	No	No, separate rental space for winter market
Number of vendors (winter)	20-22	35	34	40	~45	Summer-80-90 winter- 35
Number of customers-estimated (winter)	Unknown	200-400	1000-2000	3000	Unknown	Unknown
Board of directors?	No	No	No	Yes	Yes	Yes
Number of employees	0	1	0	2	1	1 full time & 1 part time
Sell produce?	Yes	Yes	Yes	Yes	Yes	yes
Prepared food?	Yes	Yes	Yes	Yes (vendor produced only)	Yes	yes
Arts/crafts?	Yes	Yes	Yes	Yes	Yes	yes
Source of initial funding?	Non-profit	Non-profit	Non-Profit	Non-Profit/fundraising		Grants, vendor fees
Source of Administrative Revenue	Vendor fees	Vendor fees	Vendor Fees	Vendor Fees		volunteer labor
Relationship with town?	None	None	None	Supportive but non-financial	Very small	City Govt Liason

Exhibit D
Farmers' Market Position Statement

Mark Themig

From: lousmusings@gmail.com on behalf of Lou Preston <lou@lousmusings.com>
Sent: Sunday, July 17, 2016 2:15 PM
To: David Mickaelian; Mark Themig
Cc: Yael Bernier; Deborah Owen Family Farm; David Pew; Rod Surber; Mindy Kiff; Mathew Humphrey; Kenny Lowe; Rebecca Richards
Subject: Healdsburg Farmers Market's Position on Cerri Building Site

July 16, 2016

Mr. David Mickaelian, City Manager

Mark Themig, Community Services Director

City of Healdsburg

Gentlemen:

The Board of Directors of the Healdsburg Certified Farmers Market, on behalf of its farmer/vendor members, wishes to express its position regarding the various options under consideration by the City of Healdsburg for the future home of the Farmers Market and the use of the "Cerri Building" property.

Our choice comes down to the importance of maximizing parking, both for the vendors of the market and for our customers. Of secondary importance is the flexibility of use of the space plus ingress and egress, and finally its suitability to farming-related community events. We feel that budget constraints are not an issue for us but we offer comments on the relative advantage of the more expensive options.

With these criteria in mind, the Board offers the following judgements.

Option 1, keeping and repurposing the Cerri Building as an indoor market, is the least acceptable to us. It presents the fewest parking spaces and the least flexibility of operation, ingress and egress.

Options 2 and 3, the removal of the Cerri Building and its replacement with two different models of shade structure, are both functionally acceptable, both offer approximately comparable increased parking, and each provides some community event amenities. Of these option 3 featuring an agrarian-styled structure is our clear preference for its aesthetic appropriateness.

Option 4, the simple replacement of the Cerri Building with an open parking lot, is acceptable to its use for the Farmers Market although it is less desirable than option 3. We understand that budget constraints may point to this as the most practical immediate decision. However we feel that in the long run the City of Healdsburg may be losing a good bet by not conceiving and dedicating resources to a world-class market venue.

Option 5, the do-nothing choice, is really kicking the can down the road. Some commitment to upgrading the North Street parcel will eventually have to be made.

So, our preference is for Option 3. But more than just a decision to invest City funds in a suitable infrastructure for the farmers market, we feel that this reflects an acknowledgement of the importance of the Farmers Market

and a commitment by the City to its future success. We are more than a collaborative of farmers selling our goods to local citizens and visitors; we are the embodiment of the agrarian traditions and farming culture of the Healdsburg region. We hope to have the City's support to further that role.

Sincerely yours,

Healdsburg Certified Farmers Market

(Signed) Lou Preston, Board Member

(For) Board Members: Yael Bernier, Co-Chair; Deb Owens, Co-Chair; Dave Pew; Rod Serber; Mindy Kiff; Mat Humphrey

Cc: Kenny Lowe, Market Manager; Rebecca Richards, Community Representative

--

With iPhone thumbs akimbo

lp

Exhibit E
Potential Special Event User Groups

**POTENTIAL SPECIAL EVENT USAGE
CERRI SITE**

ORGANIZATION / EVENT	MONTH / DAY	DURATION	MAJOR / MINOR	ATTENDANCE	ALCOHOL	FOOD / TYPE	ENTERTAINMENT
Rio Lindo MLK Service Day	January / weekday	1 day	Minor	400	no	no	no
Chrysler Car Show	February / weekend	2 days	Minor	1000	yes	yes / snacks	no
Steelhead Festival	February / weekend	2 days	Major	2500	no	yes / easy to eat	yes
Healdsburg Running Co / Run	February / weekend	1 day	Minor	250	no	yes / snacks	no
HHS-Earth Day	April / weekend	1 day	Major	250	no	yes / easy to eat	yes - band
Saturday Farmers Market	May - November wknd	1 day		600	no	no	yes - music
Fleet Feet - Mother's Day Run	May / weekend AM	1 day	Minor	300	no	yes / snacks	no
Green Dog Rescue-Art for Paws	May / weekend	1 day	Minor	250	no	no	no
Healdsburg Museum-Antique Fair	June / weekend	1 day	Major	300	no	no	no
Hbg Jazz Festival	June / weekday PM	1 day	Major	1800	yes	yes / easy to eat	yes -band
Hldbg Comm Band concert	June / weekend	1 day	Minor	200	no	no	yes - band
Wednesday Farmers Market	June - October wknd	1 day		300	no	no	yes - music
Kiwanis Foot Race	June / weekend	1 day	Minor	400	no	yes / snacks	yes - band
Sunrise Rotary 4th of July	July / holiday	1 day	Major	2,000	no	yes / easy to eat	yes - band
Wine Road Festival	July / weekend	1 day	Major	1,500	yes	yes / easy to eat	yes - band
So Co Traveling Fair	July / weekday	1 day	Minor	500	no	no	no
Crones & Colitis Fundraiser	July / weekend	1 day	Major	1,500	no	yes/ catered dinner	yes - speakers, music

**POTENTIAL SPECIAL EVENT USAGE
CERRI SITE**

ORGANIZATION / EVENT	MONTH / DAY	DURATION	MAJOR / MINOR	ATTENDANCE	ALCOHOL	FOOD / TYPE	ENTERTAINMENT
Hbg Firefighters Car Show	August / weekend	1 day	Major	1,500	yes	yes / easy to eat	yes - music
Healdsburg Museum-Antique Fair	August / weekend	1 day	Major	300	no	no	no
Green Dog Rescue-Art for Paws	August / weekend	1 day	Minor	250	no	no	no
Soroptimist Beer Festival	September / weekend	1 day	Major	1,200	yes	yes / easy to eat	yes - band
Hldg Chamber-Bus Showcase	September / weekday PM	1 day	Major	1500	yes	yes / snacks	yes - music
Foss Creek Clean-up	September / weekday AM	1 day	Minor	150	no	yes / snacks	no
Hbg Center for the Arts Festival	September / weekend	2 days	Major	4,000	yes	yes / easy to eat	yes - band
Events with Sole Half Marathon	October / weekend	1 day	Major	1,500	yes	yes / easy to eat	yes - music
SoFi Employee Event	October / weekday	1 day	Minor	500	no	yes / easy to eat	yes - music
Boys & Girls Club Pinot On The River	October / weekend	1 day	Major	1,000	yes	yes / snacks	no
COH Community Conversation	October / weekday PM	1 day	Minor	100	no	yes / snacks	no
H-Town Haunted House	October / weekends	2 weeks	Minor	2,000	no	yes / snacks	no
Hbg Animal Shelter Animal Parade	October / weekend	1 day	Minor	500	no	no	no
Banshee Wines Festival	October / weekend	1 day	Major	500	yes	yes / easy to eat	yes - band
Kiwanis Club Xmas Tree Lot	November - January	8 weeks	Minor	1200	no	no	no
Healdsburg Running Co. Run	November / holiday	1 day	Major	500	no	yes / snacks	no
Bulldogs - Good Will Drive	December / weekend	1 day	Minor	50	no	no	no
ATTENDANCE TOTAL				30,800			

Exhibit F
Public Input

Cerri Site Open House #1

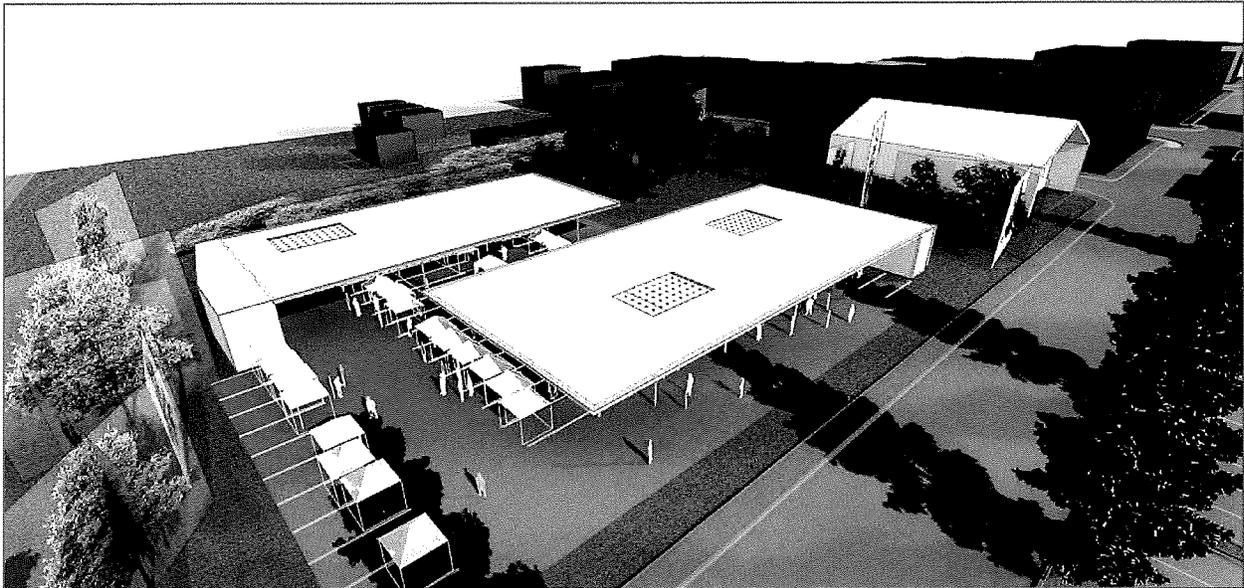
March 3, 2016

_____ Option 1: Retain and Repurpose Existing Structure



Comments: _____

_____ Option 2: Remove Existing Structure and Create New



Comments: I am part of the FM. The council's goal of accommodating parking and the FM is only accomplished by option 2.

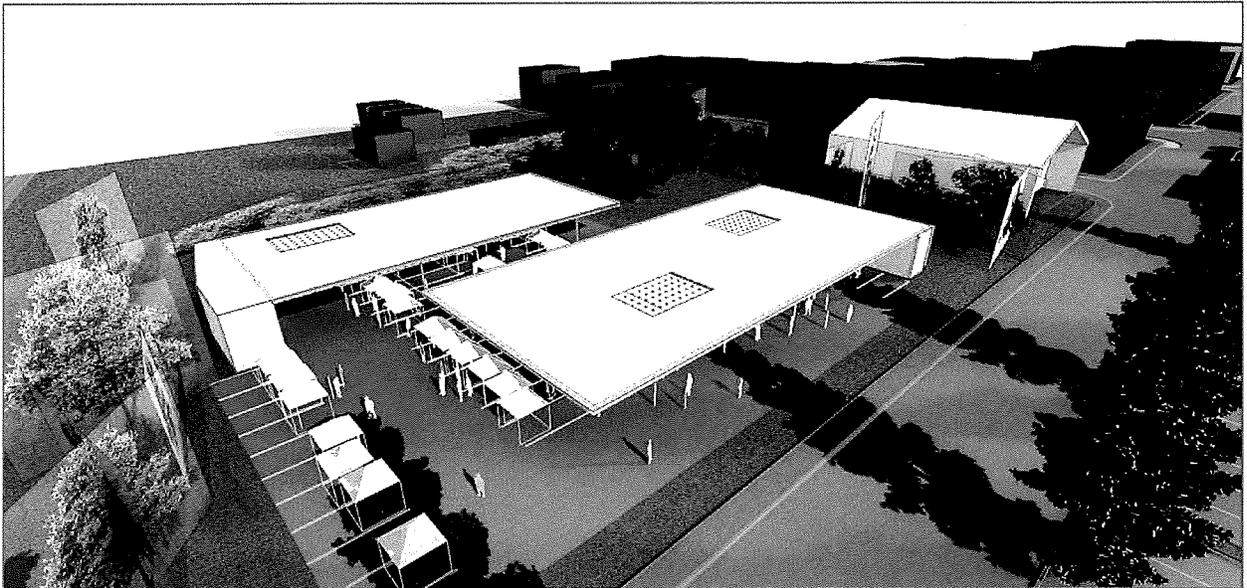
(use back for additional comments)

Option 1: Retain and Repurpose Existing Structure



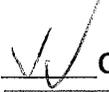
Comments: _____

 Option 2: Remove Existing Structure and Create New

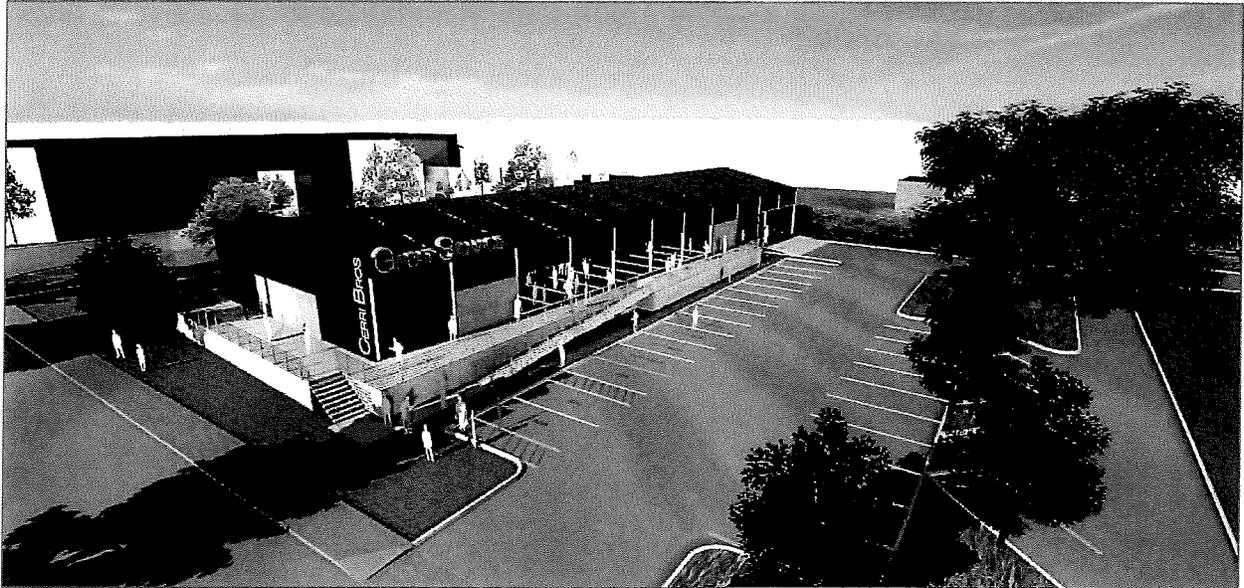


Comments: _____

(use back for additional comments)

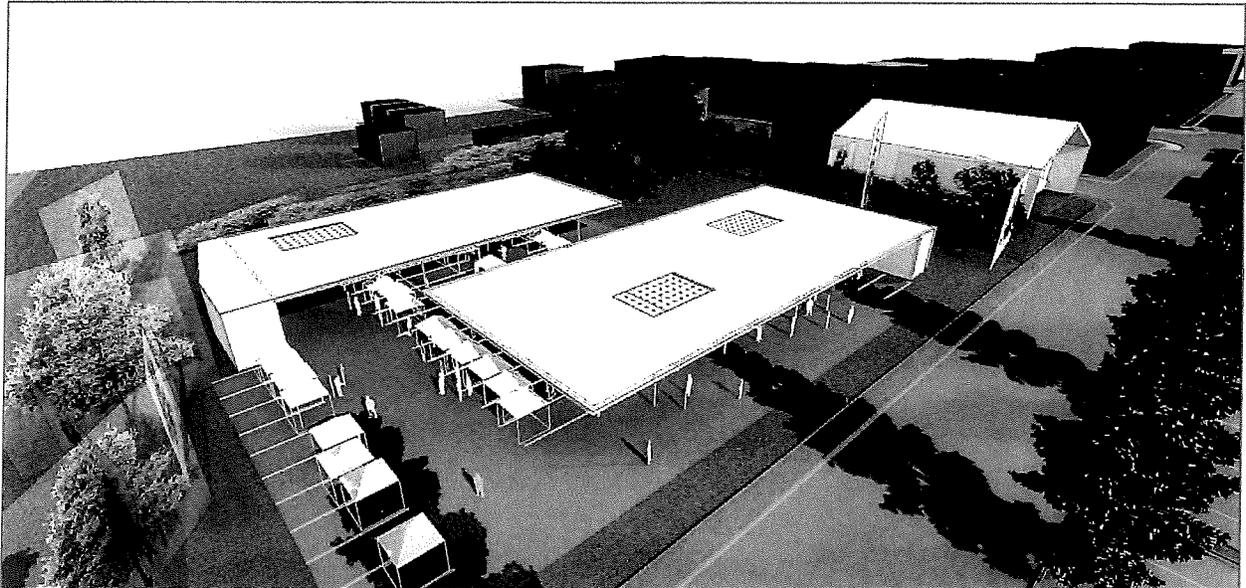


Option 1: Retain and Repurpose Existing Structure



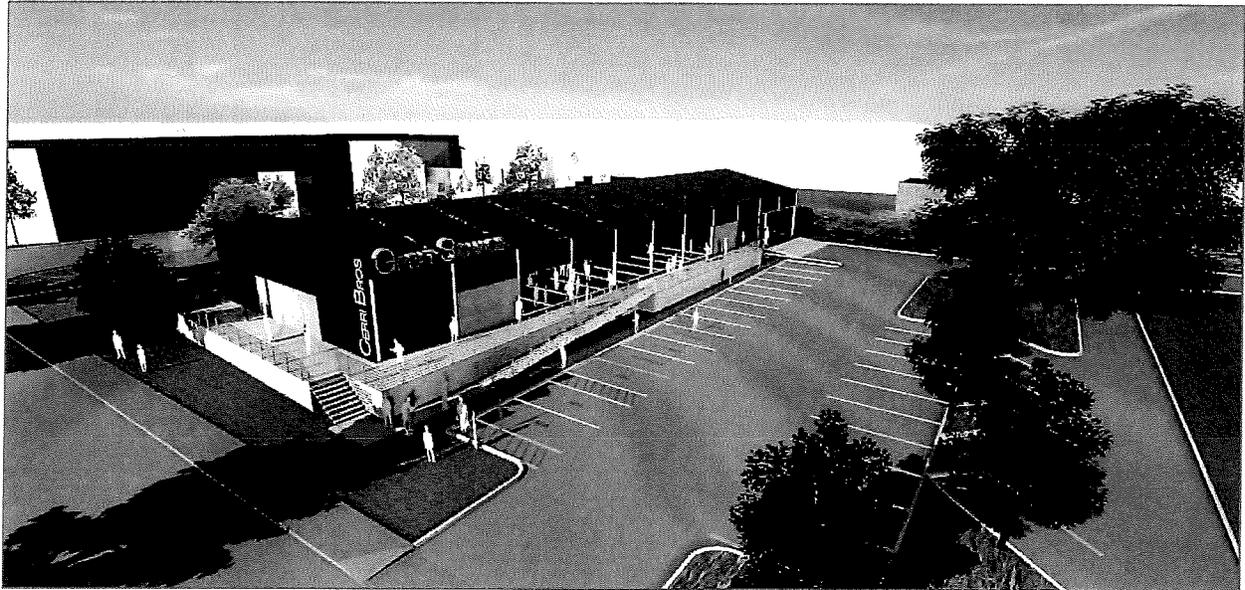
Comments: *this design gives the City a much more vital center for community events and it's farmers market. Please do not use a contemporary color/material scheme - keep the architectural, turn of the 20th century look*

Option 2: Remove Existing Structure and Create New

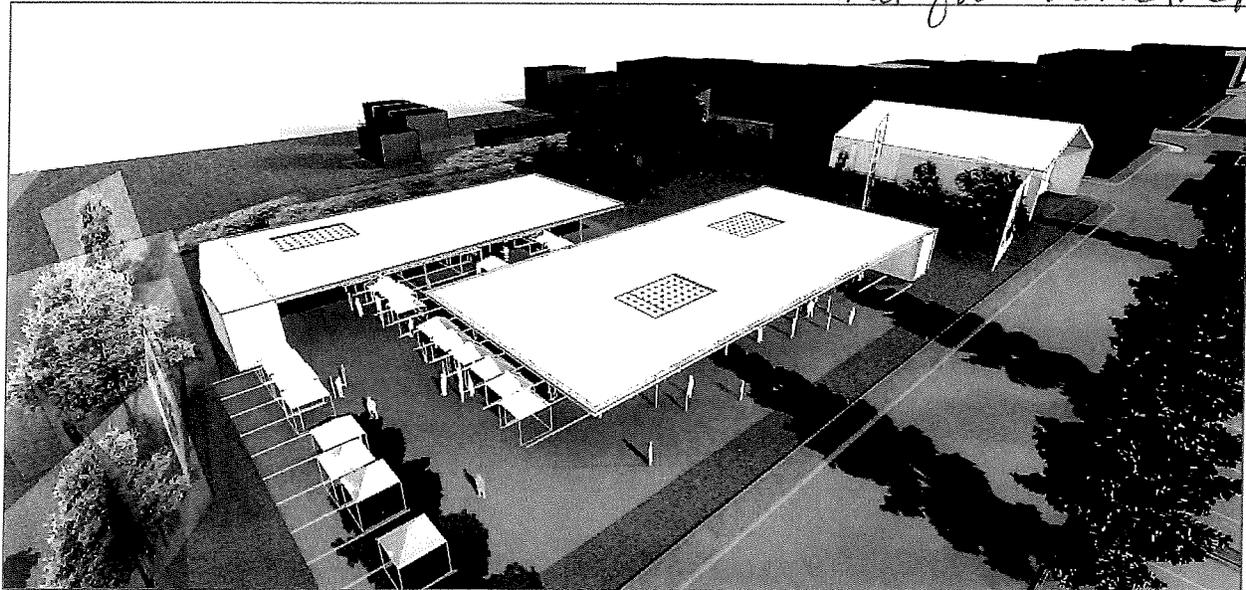


Comments: *Does not fit well with character of our town - could be in any town*

Option 1: Retain and Repurpose Existing Structure



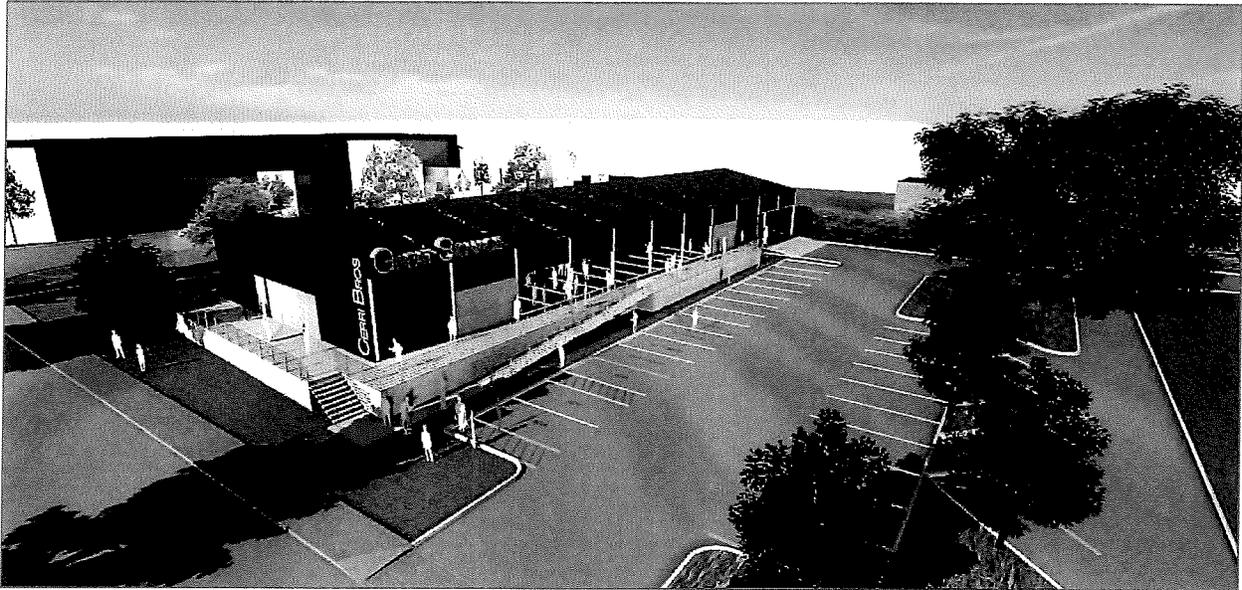
Comments: Support this concept. I do not like the contemporary color scheme. Would prefer a look that connotes some of the beautiful old barns that we have in the area. Overhangs & shade is also critical in the heat of the summer. I and I love closing off the street to cars & we should consider Option 2: Remove Existing Structure and Create New that for around the plaza.



Comments: Strongly oppose this approach & design & putting added parking in this location lets focus on keeping parking outside of town such as close to the Smart & Trash Station. How about a cool shuttle from outside parking into town?

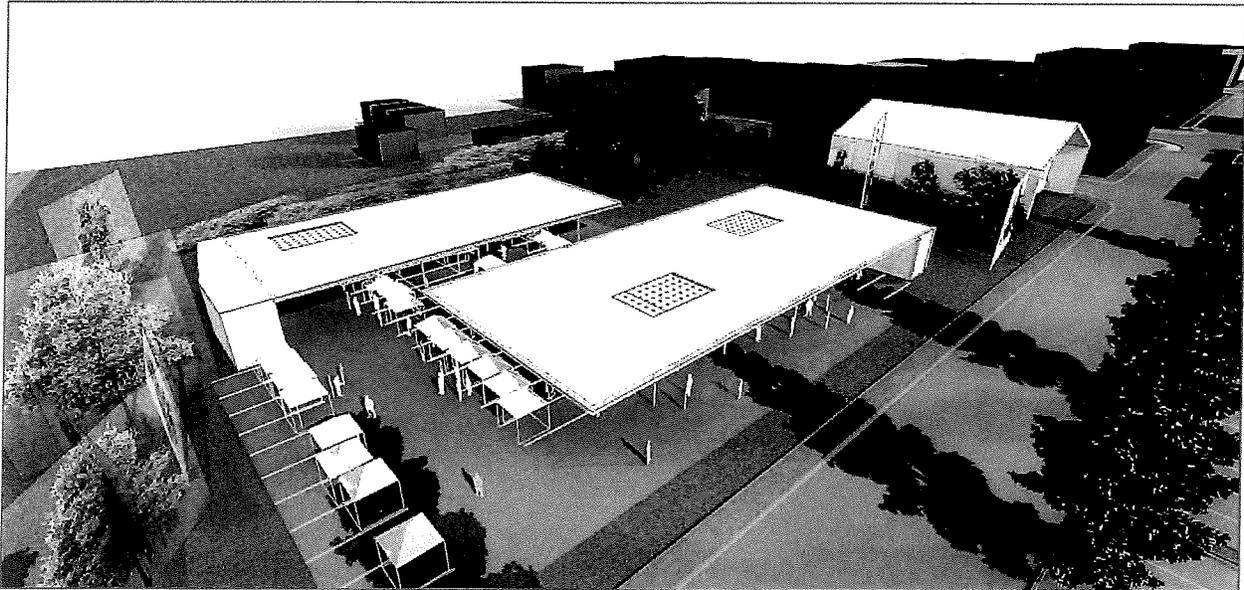
(use back for additional comments)

✓ Option 1: Retain and Repurpose Existing Structure



Comments: I like the idea of bringing more natural light from above - perhaps white translucent panels?

Option 2: Remove Existing Structure and Create New



Comments: _____

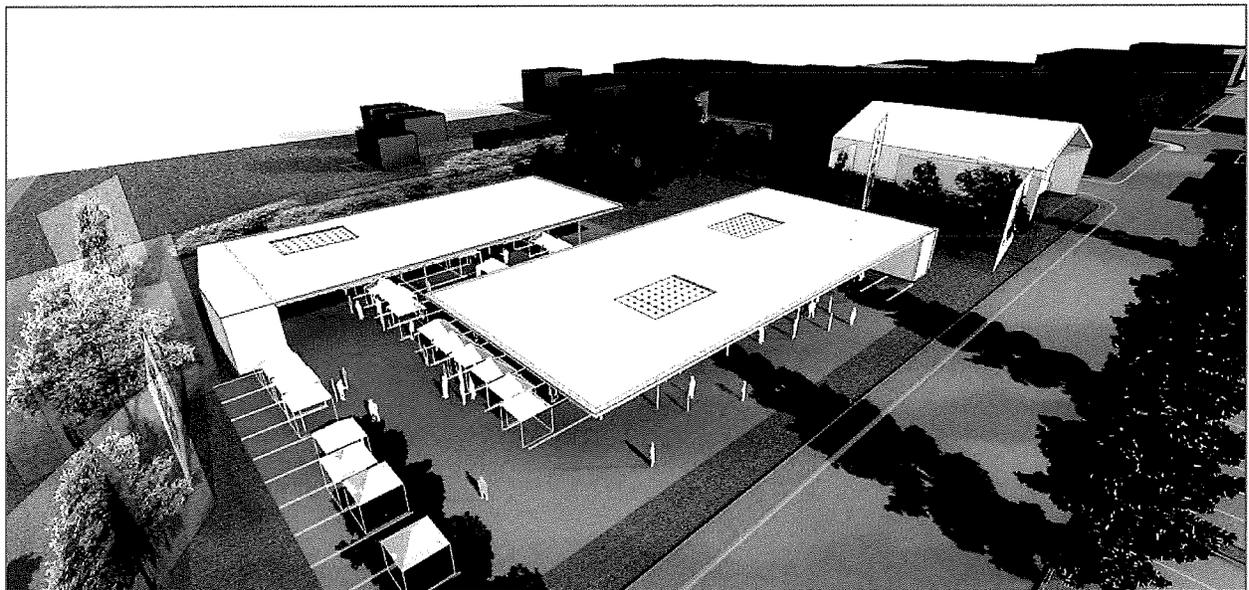
(use back for additional comments)

Option 1: Retain and Repurpose Existing Structure



Comments: Keep the current "look".
Can you put a solar panel covering on the right side

Option 2: Remove Existing Structure and Create New



Comments: _____

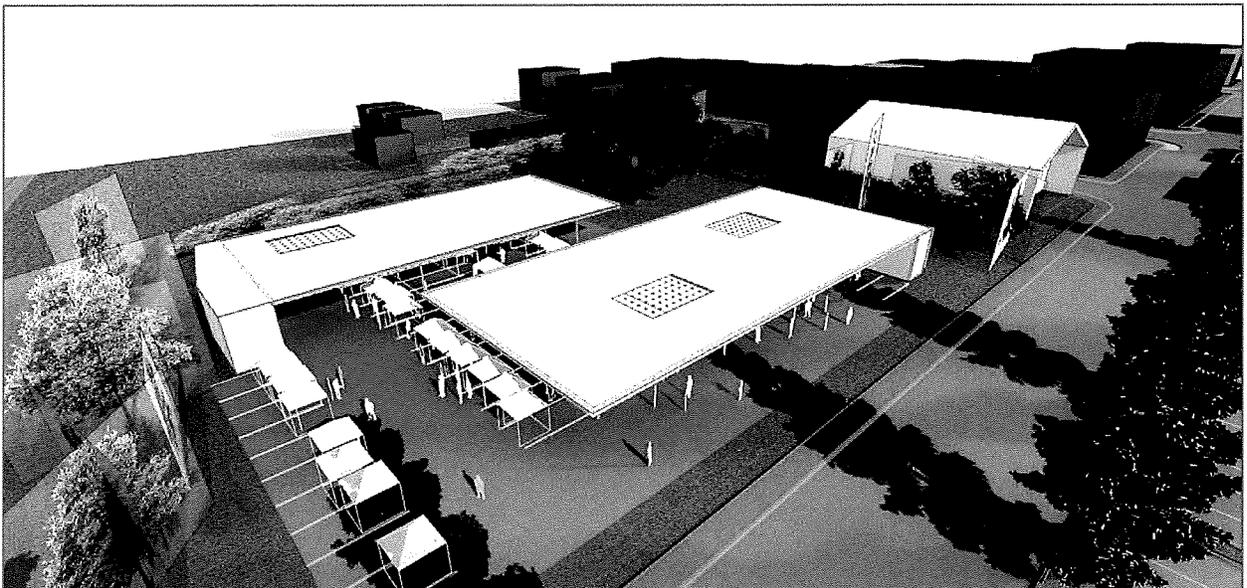
(use back for additional comments)

Option 1: Retain and Repurpose Existing Structure



Comments: Like #1. GET rid of BIG
CERRI BLUES sign - NOT Newburg
FLAVOR

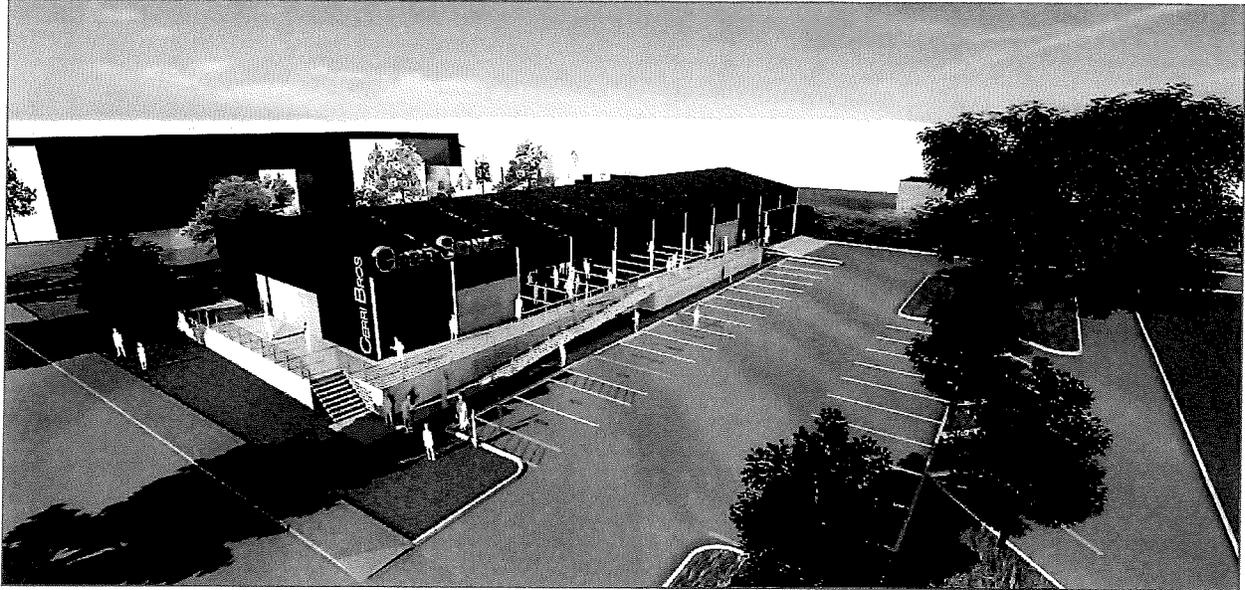
Option 2: Remove Existing Structure and Create New



Comments:

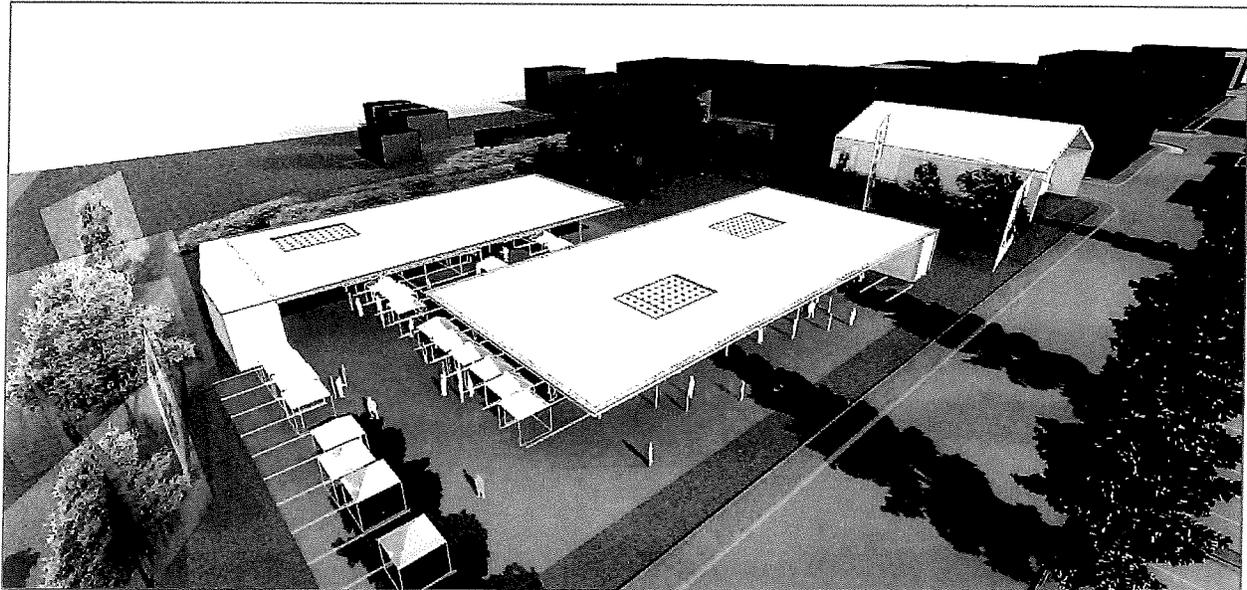
(use back for additional comments)

XI Option 1: Retain and Repurpose Existing Structure



Comments: How about solar panels on roof for energy efficiency? Also charging station for electric cars and DEDICATED parking for this facility, not other businesses like SOFT

Option 2: Remove Existing Structure and Create New



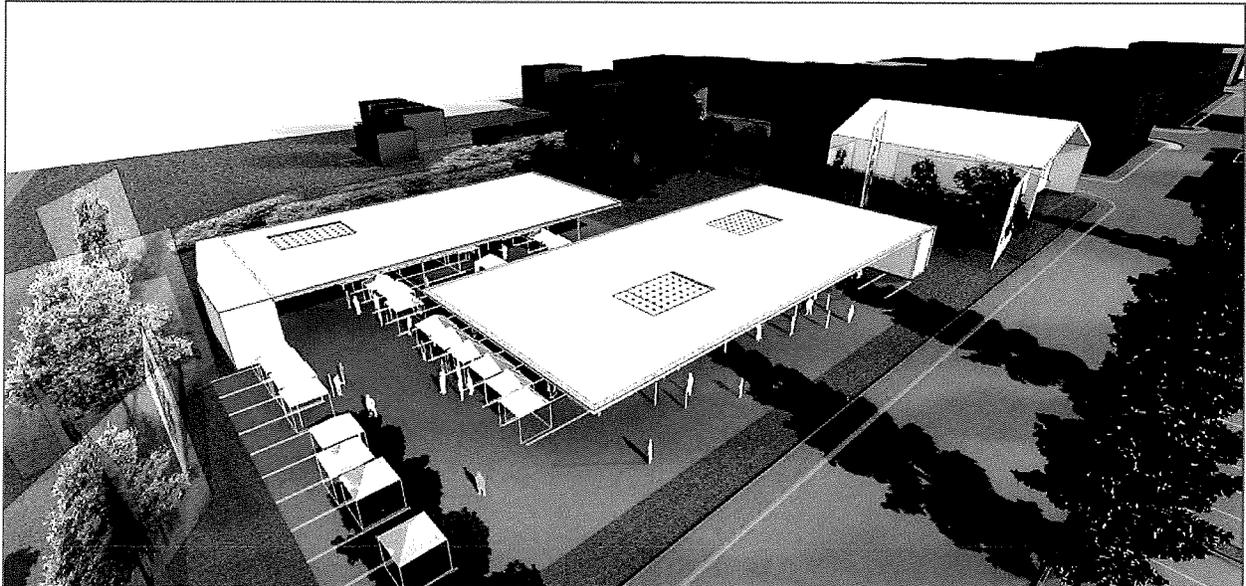
Comments: no way Jose. Sorry, but I love the existing structure

X Option 1: Retain and Repurpose Existing Structure



Comments: NICE!

 Option 2: Remove Existing Structure and Create New

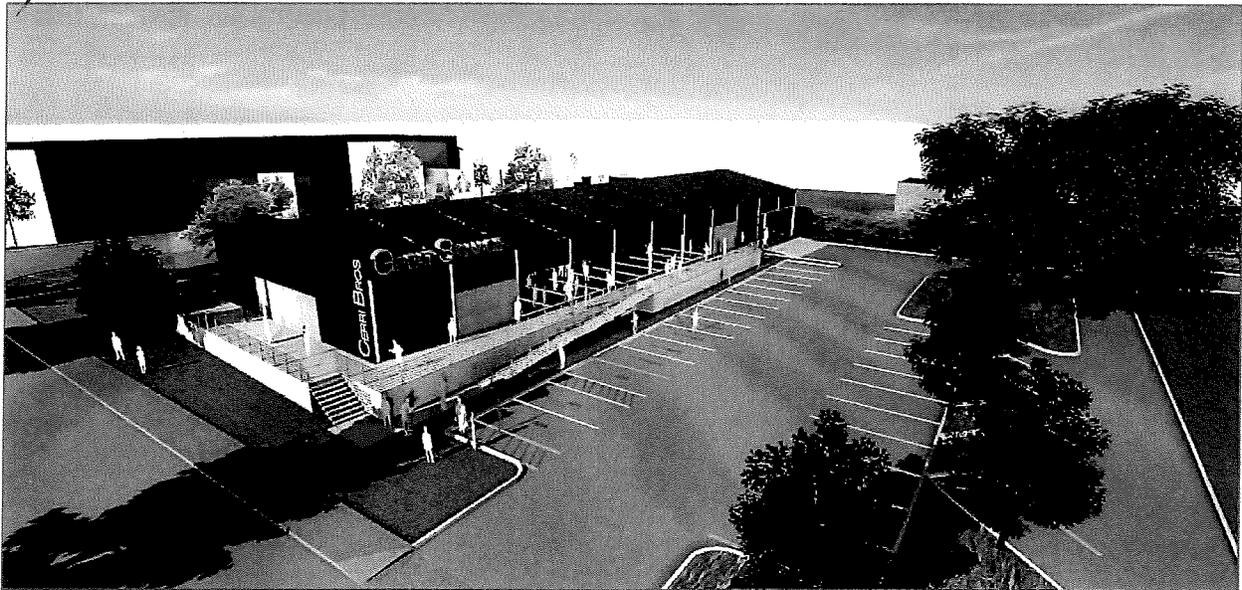


Comments: _____

(use back for additional comments)

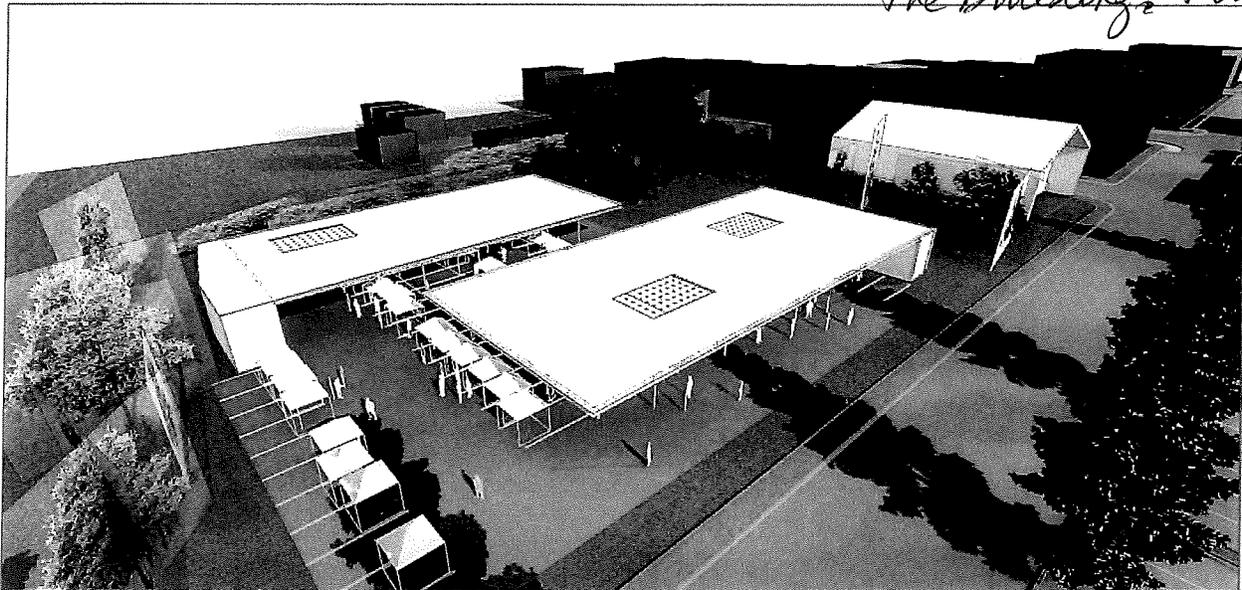


Option 1: Retain and Repurpose Existing Structure



Comments: Really well done design - it's very important to me to retain a piece of Healdsburg's ag history. Please use the style of the Barlow in Sebastopol as an architectural reference. I suggest putting storage, bathrooms a kitchen all together at the front of the building. I would

Option 2: Remove Existing Structure and Create New



Comments: _____

also like to see a classroom in here.

I agree that getting natural light into the space will be critical.

(use back for additional comments)

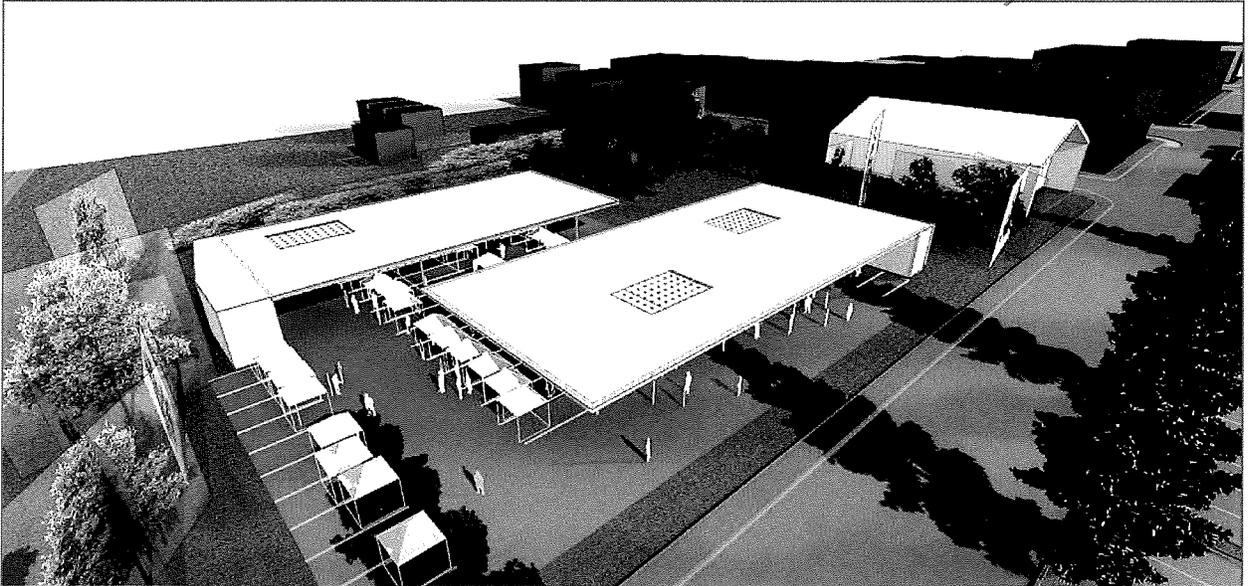
(OVER) →

Option 1: Retain and Repurpose Existing Structure



Comments: 1) Retain Resource for now + future - eg permanent farmer's mkt.
like Ferry Bldg or Oxbow
2) Best place to incorporate future train station!
3) Should retain current look or variant think of windows for
daylighting & could incorporate parking area (or parking access
the street) as multi-level

Option 2: Remove Existing Structure and Create New



parking
structure

Comments: _____

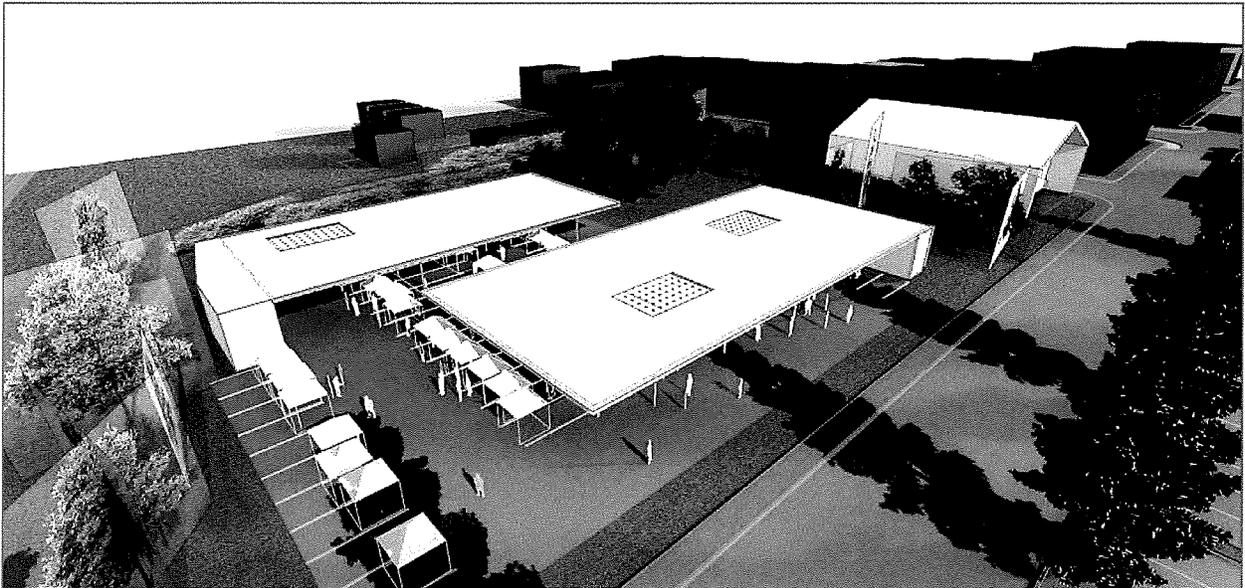
(use back for additional comments)

Option 1: Retain and Repurpose Existing Structure



Comments: Love this concept HATE the idea of blocking off North Street for EXTRA Parking Market Area.

Option 2: Remove Existing Structure and Create New



Comments: HATE.

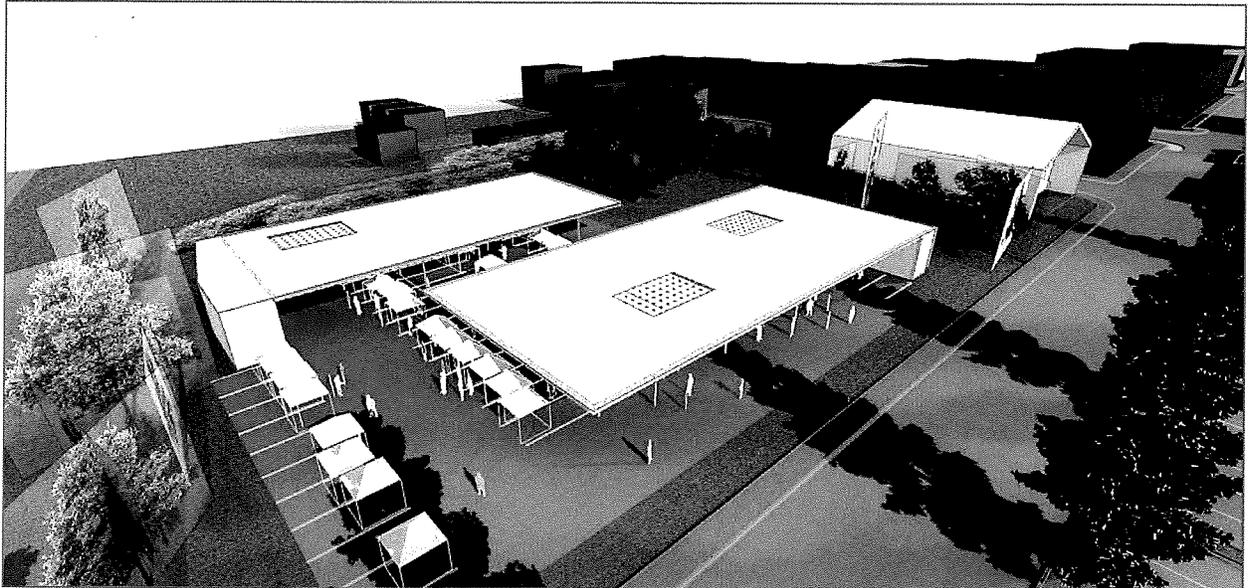
(use back for additional comments)

Option 1: Retain and Repurpose Existing Structure



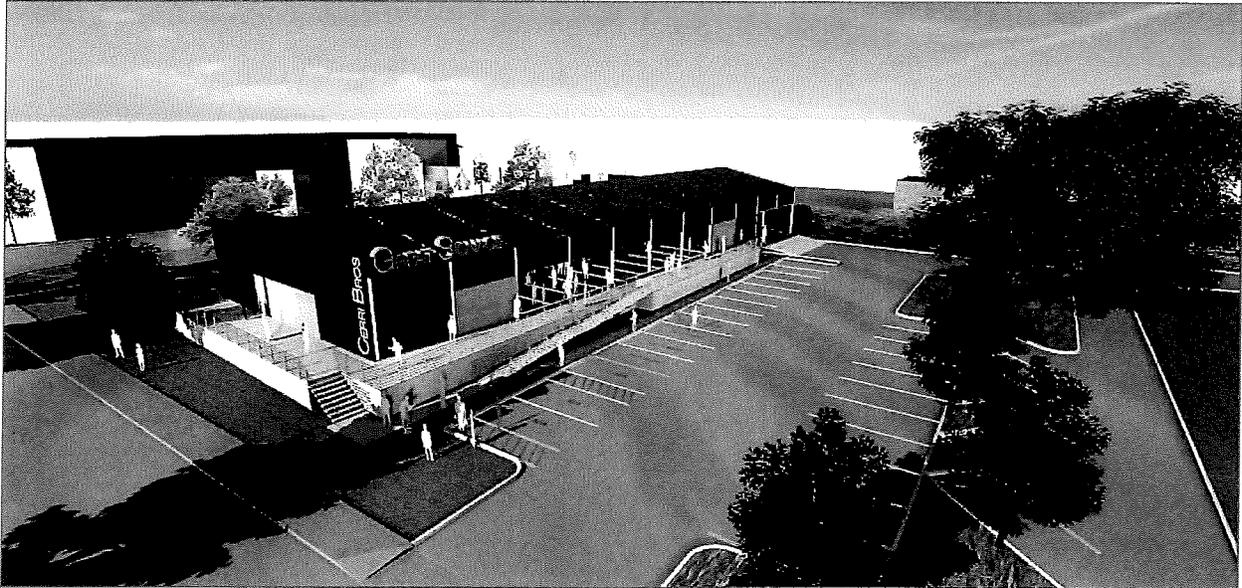
Comments: Love this concept.
would be great if its called
Cerri / "purity building"

Option 2: Remove Existing Structure and Create New



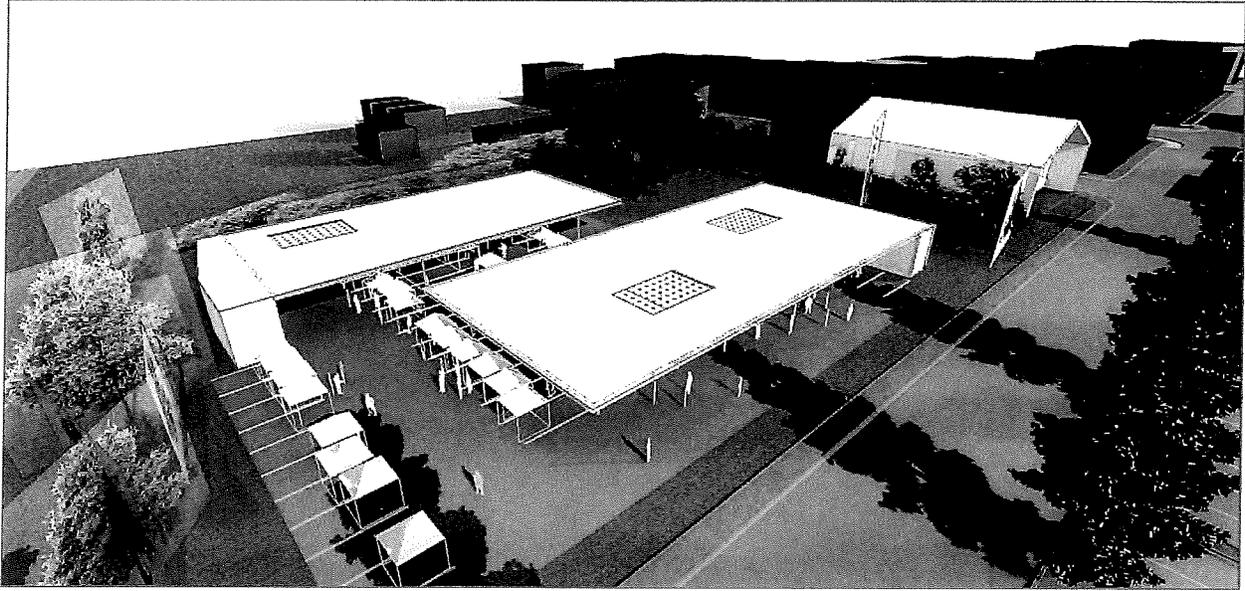
Comments: HATE

Option 1: Retain and Repurpose Existing Structure



Comments: This option relies entirely upon the acceptance of closing North St to a special event, especially for the farmers market.

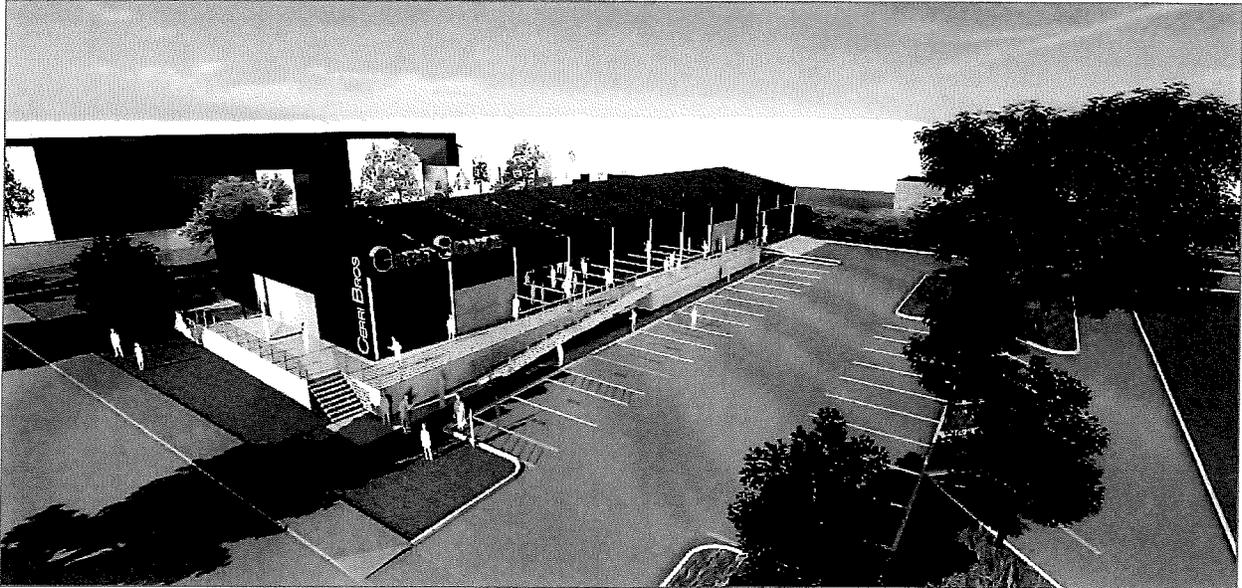
Option 2: Remove Existing Structure and Create New



Comments: _____

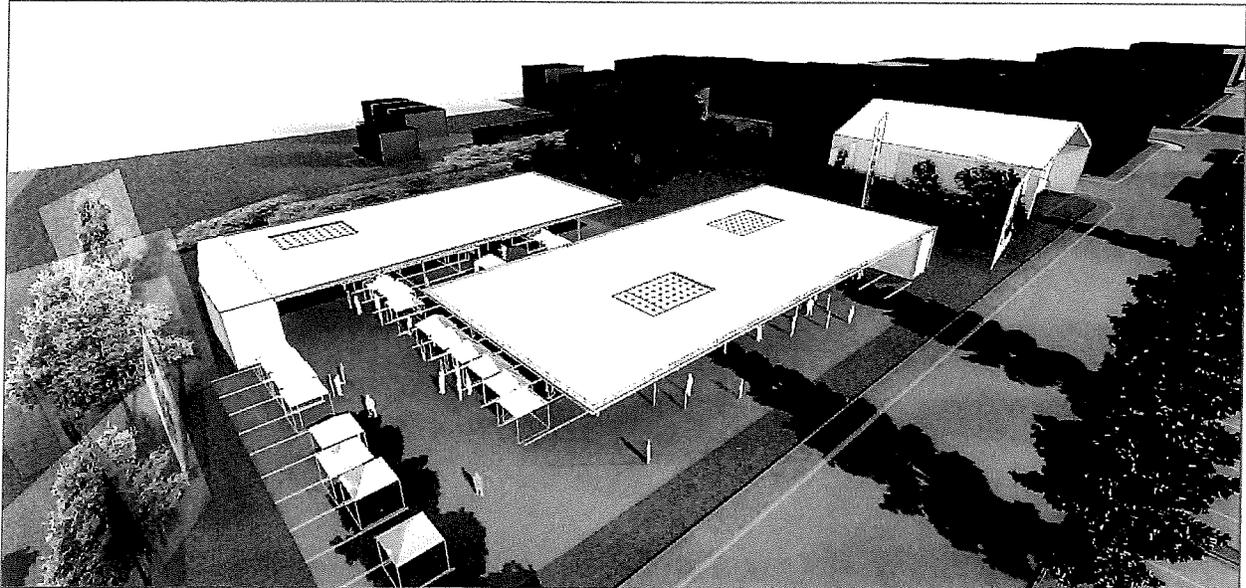


Option 1: Retain and Repurpose Existing Structure



Comments: *Haldoburn is such a desired destination for weddings & events. This building would be ideal for those types of events. So Eventful is an event planning company in town - ask their opinion.*

Option 2: Remove Existing Structure and Create New



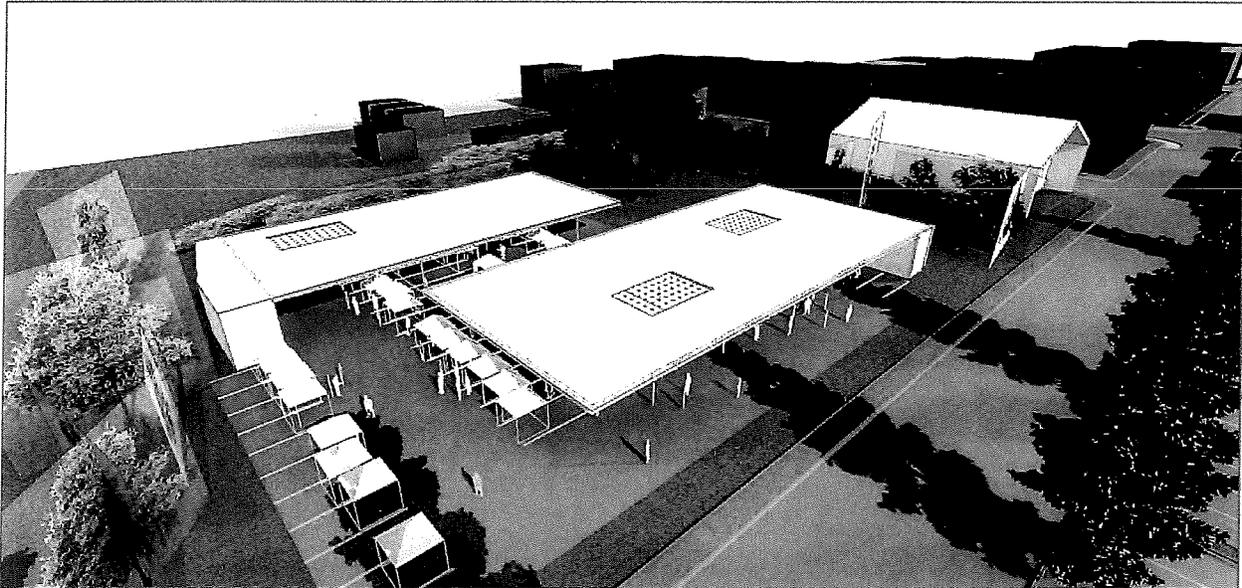
Comments: *Keep the building - you do not gain much more parking with removing the structure.*

~~X~~ Option 1: Retain and Repurpose Existing Structure



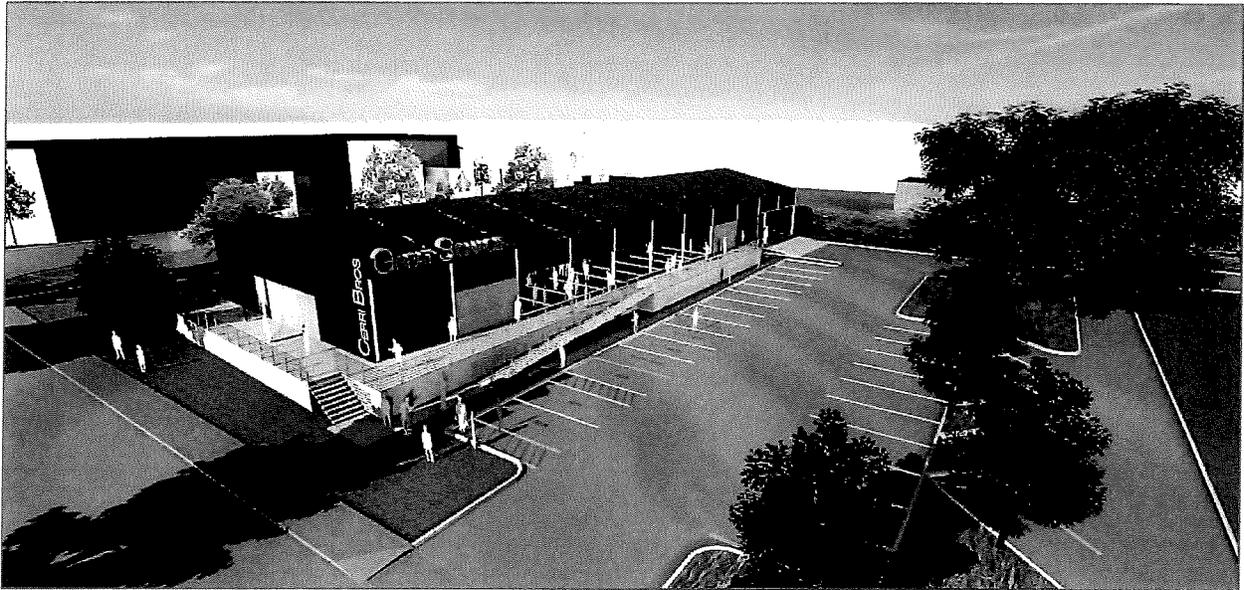
Comments: _____

Option 2: Remove Existing Structure and Create New



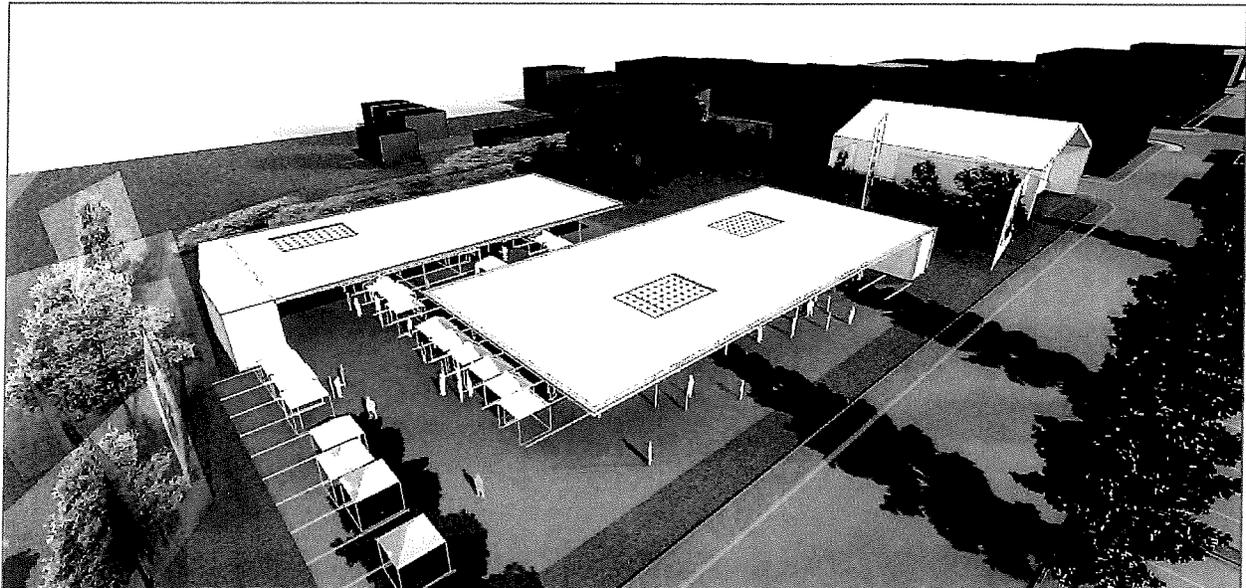
Comments: _____

Yes Option 1: Retain and Repurpose Existing Structure



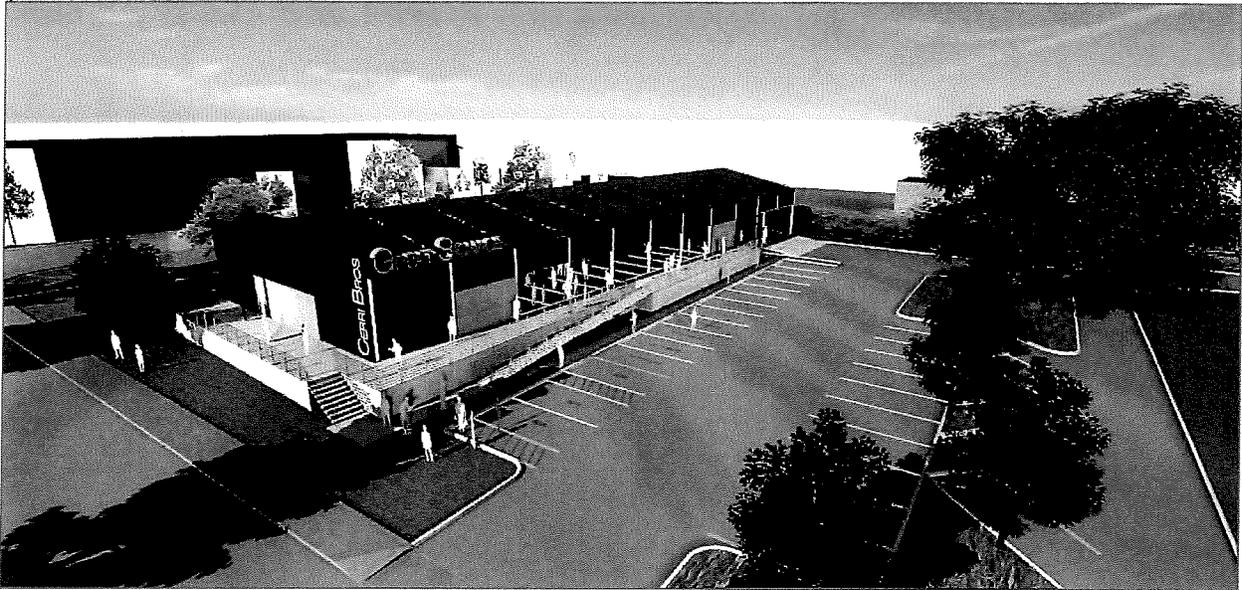
Comments: REPURPOSE REUSE AND REFURBISH THIS
BLG THAT IS A PART OF HBG HISTORY. DOING SO
WILL BRING MORE COMMERCE AND PARKING.
NO ~~QUESTION~~ QUESTION.

No Option 2: Remove Existing Structure and Create New

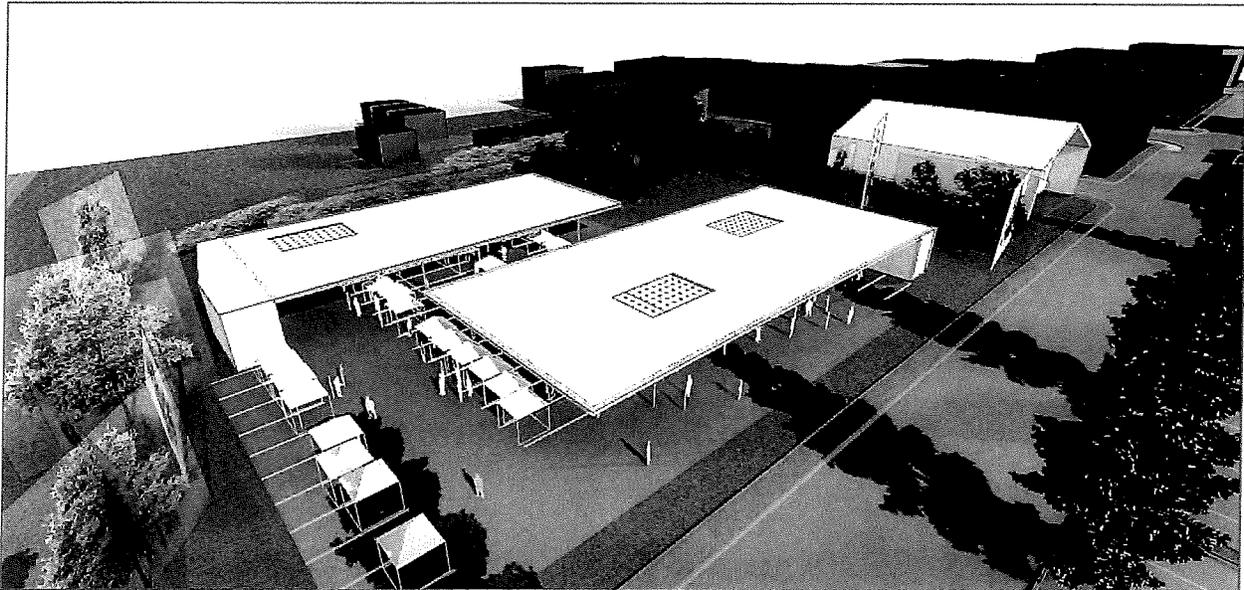


Comments: THIS LOOKS LIKE THE WELLS FARGO
CENTER FOR THE ARTS, WHICH HAS NO
DESIGN SAVVY OR COMMUNAL OR HISTORICAL
HERITAGE.

Option 1: Retain and Repurpose Existing Structure

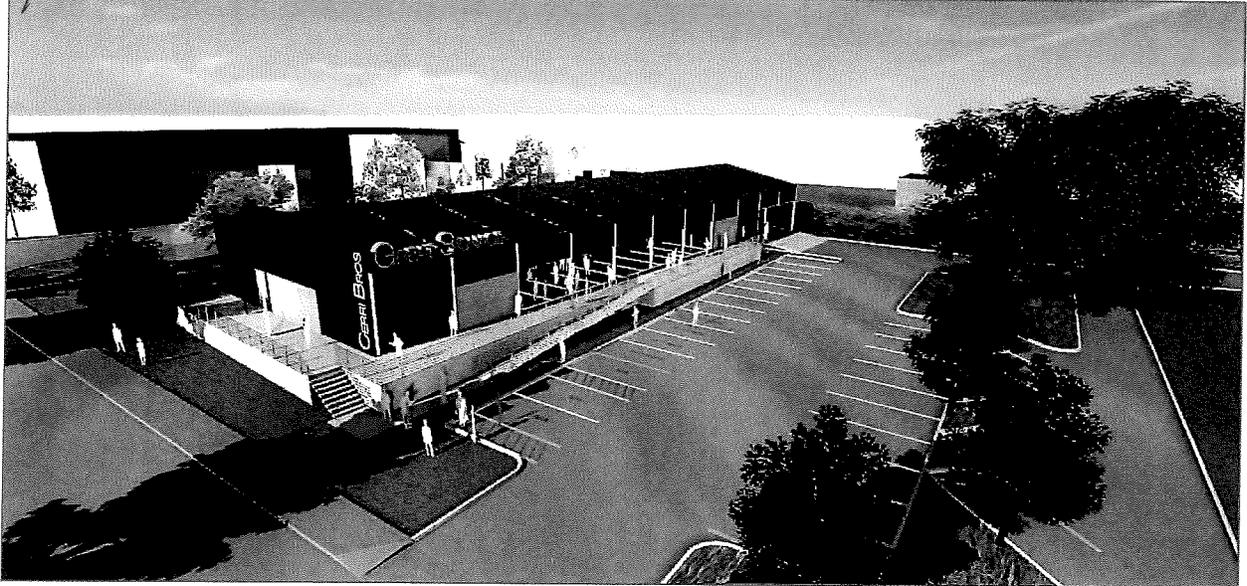


Comments: This option keeps with the historical feel of the town.
* We need to address the problem of parking. We
need a multistory parking lot across the street
in the ~~additional~~ existing parking lot, or this event
space will create more problems than it solves.
Option 2: Remove Existing Structure and Create New



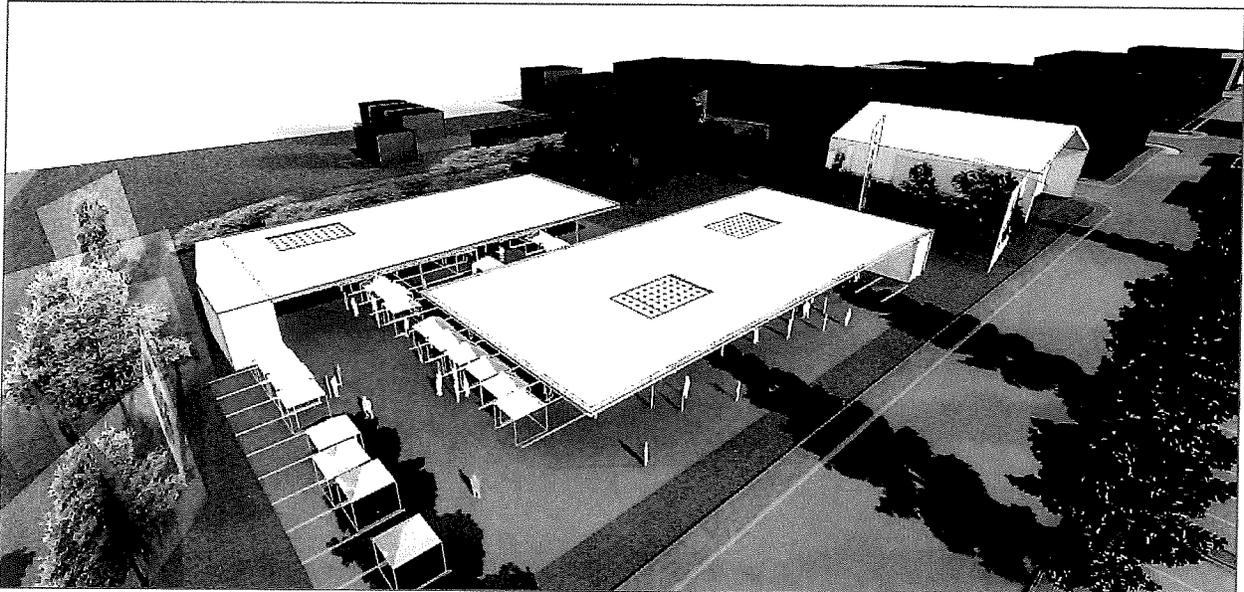
Comments: _____

Yes Option 1: Retain and Repurpose Existing Structure



Comments: Pro: A contemporary look } good combo of both
An old look } love the black & signs
Con: Any new ideas for the front facade? Have never liked it.
STED is great looking & this look is in keeping with it.

NO Option 2: Remove Existing Structure and Create New



Cont.:

Comments: Someone just mentioned liking look of gracie in
plaza. Please do not give us any more of
that folksy look. Let's look new & contemporary,
but not too sleek - would not fit.

Thank you for
your efforts & a chance for us to comment.

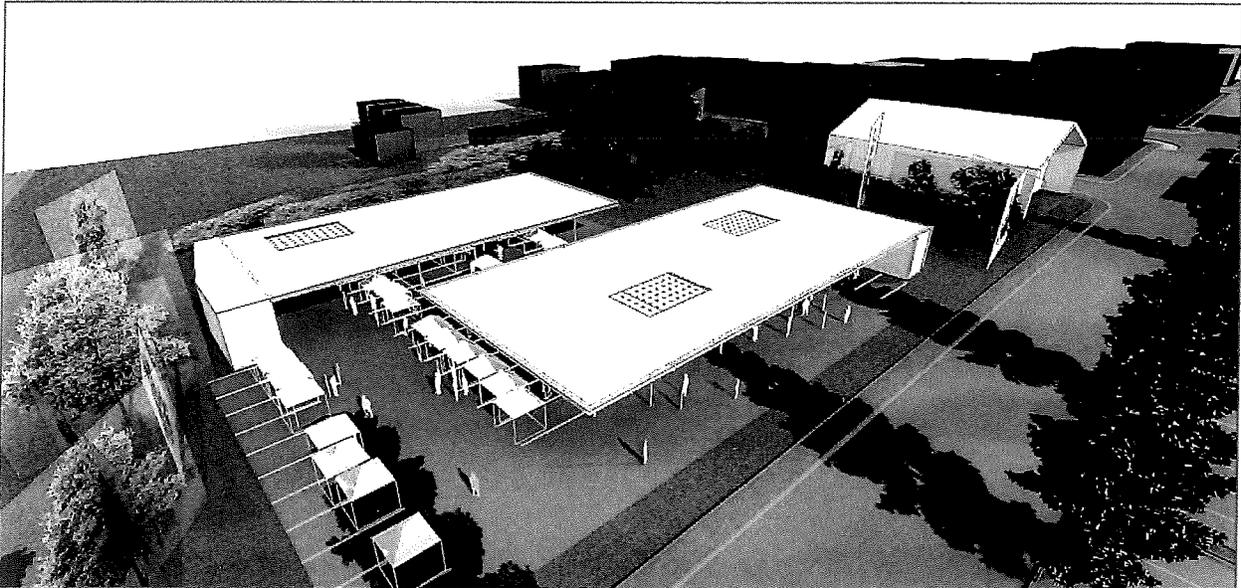
(use back for additional comments)

Option 1: Retain and Repurpose Existing Structure



Comments: Yes!

 Option 2: Remove Existing Structure and Create New

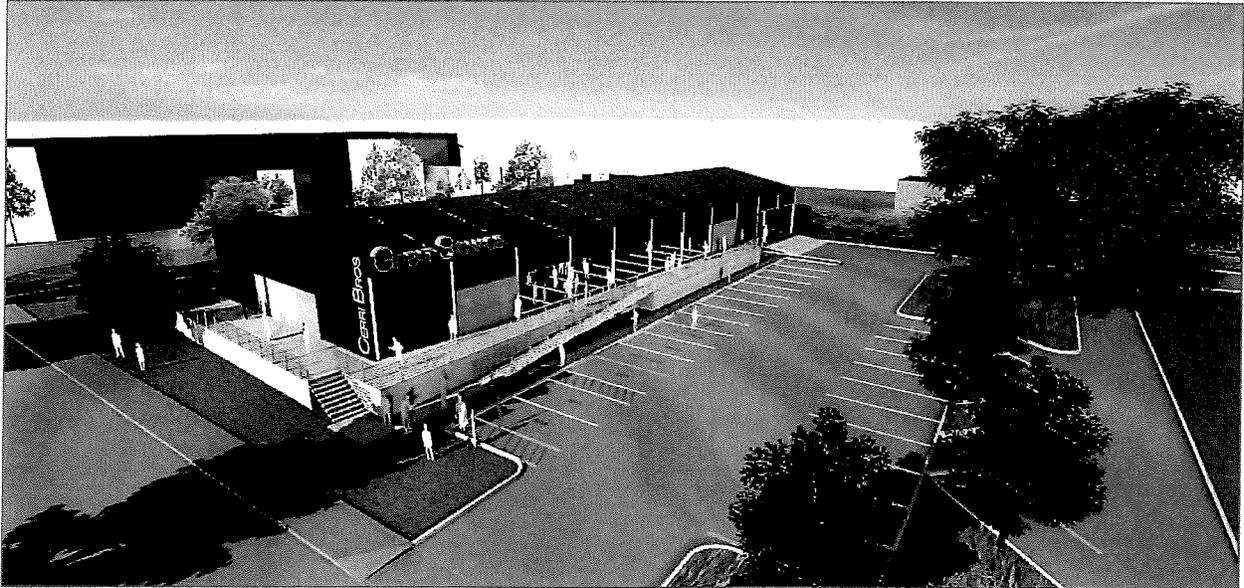


Comments: No!

(use back for additional comments)

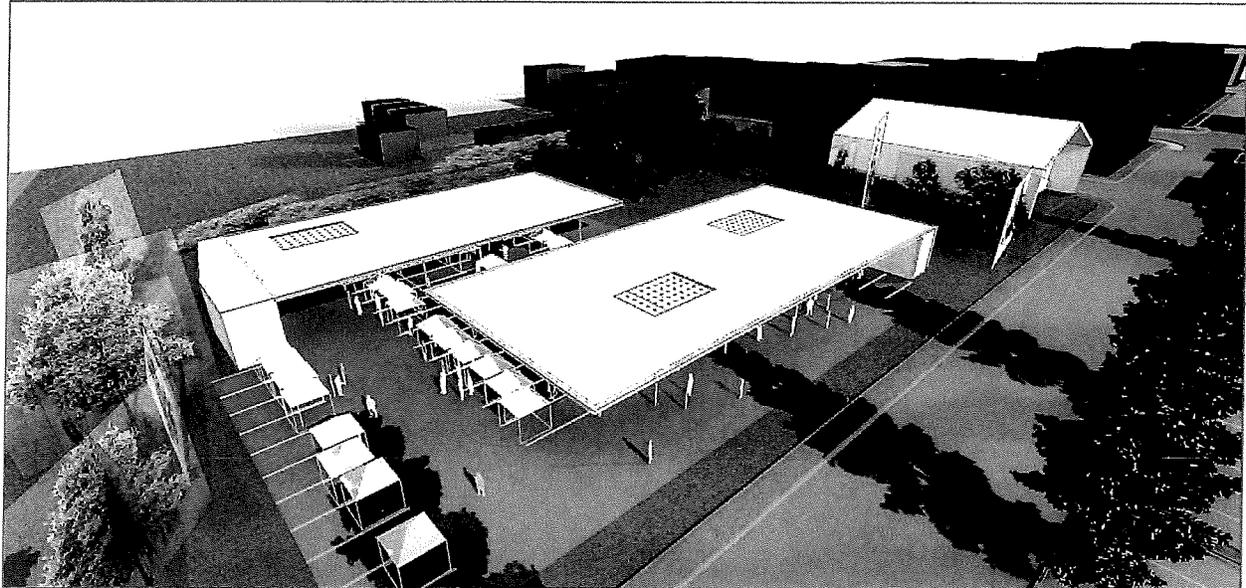


Option 1: Retain and Repurpose Existing Structure



Comments: Has the space been considered for the future train depot? This seems like the most important plan for the town going forward.

Option 2: Remove Existing Structure and Create New



Comments: _____

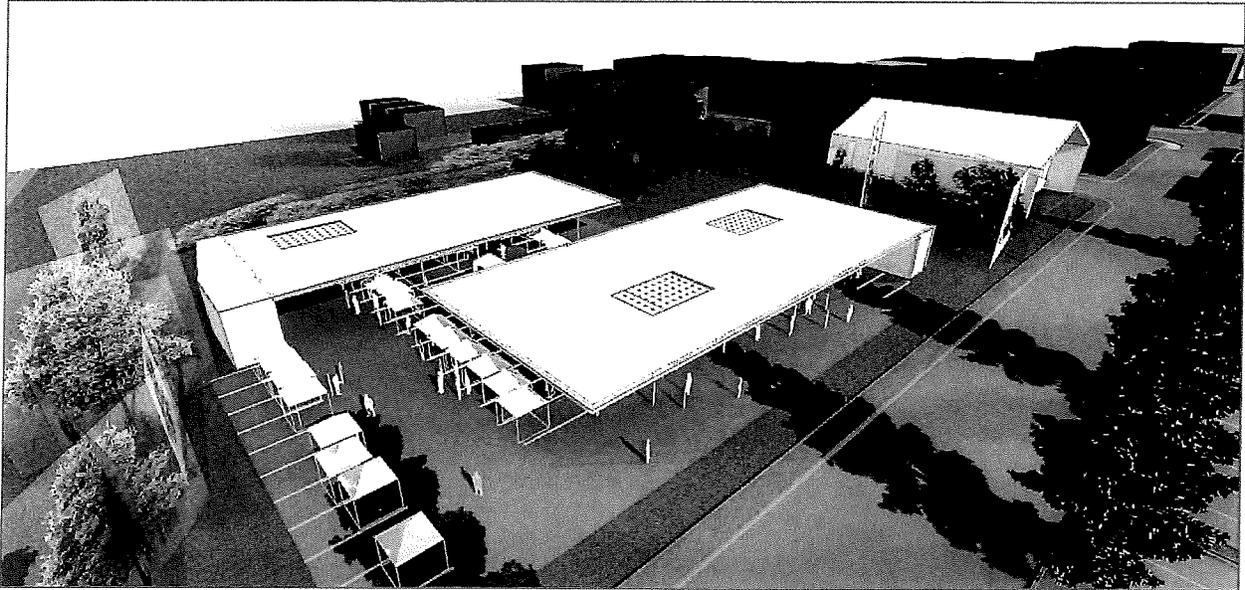
(use back for additional comments)

X Option 1: Retain and Repurpose Existing Structure



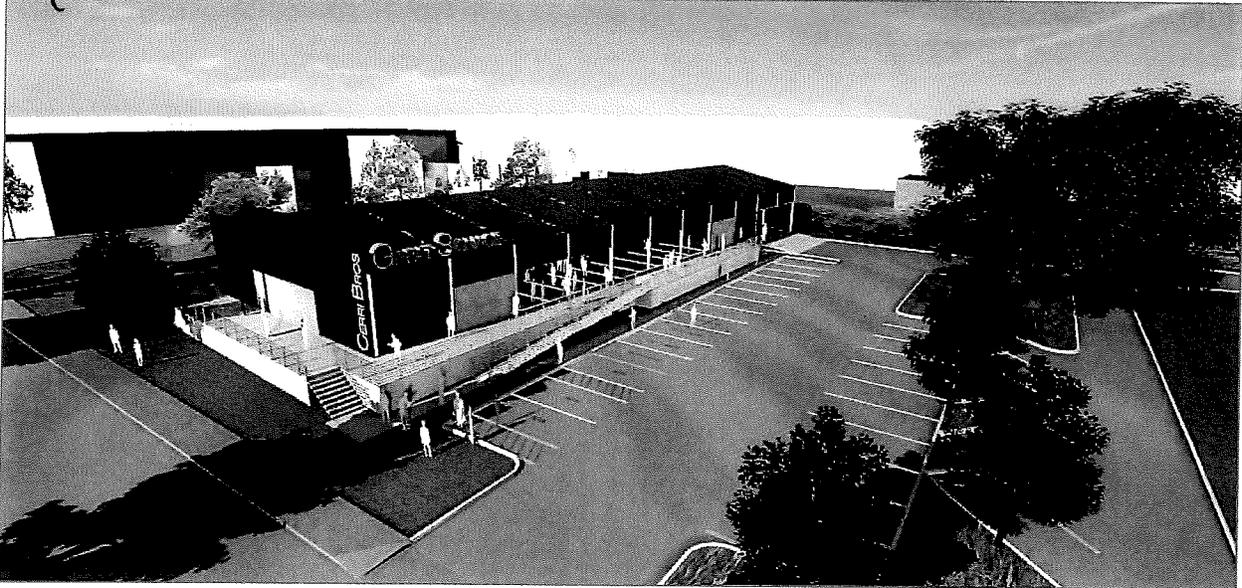
Comments: Don't forget about the train.
Include train stop/depot in the plan, it's the
future of Healdsburg.

Option 2: Remove Existing Structure and Create New



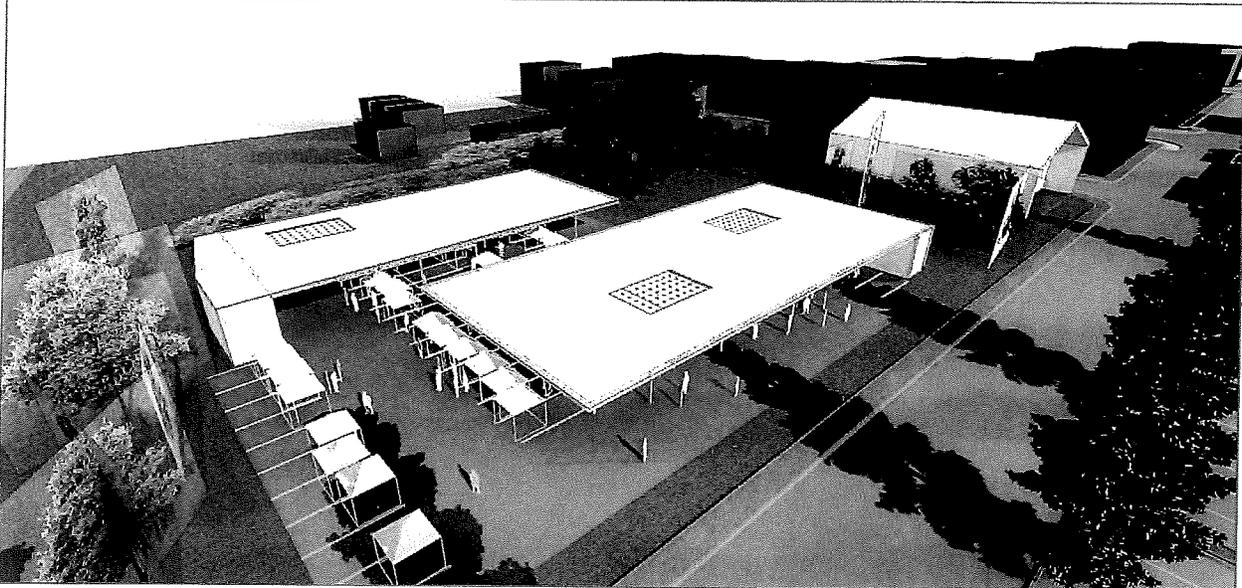
Comments: _____

Option 1: Retain and Repurpose Existing Structure



Comments: _____

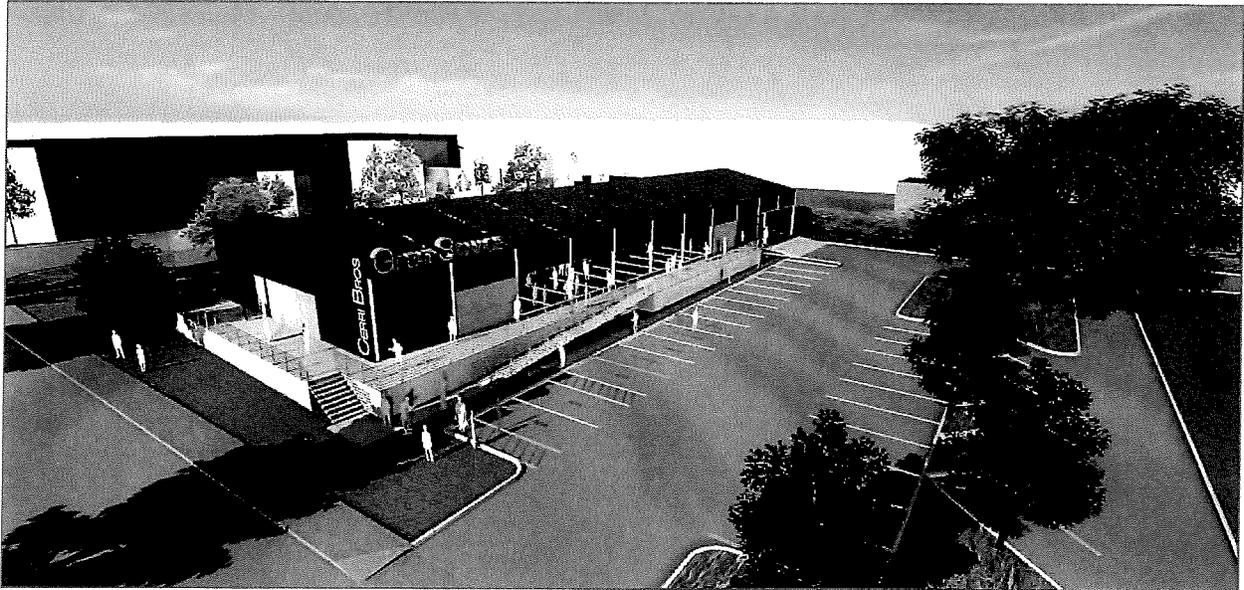
 Option 2: Remove Existing Structure and Create New



Comments: _____

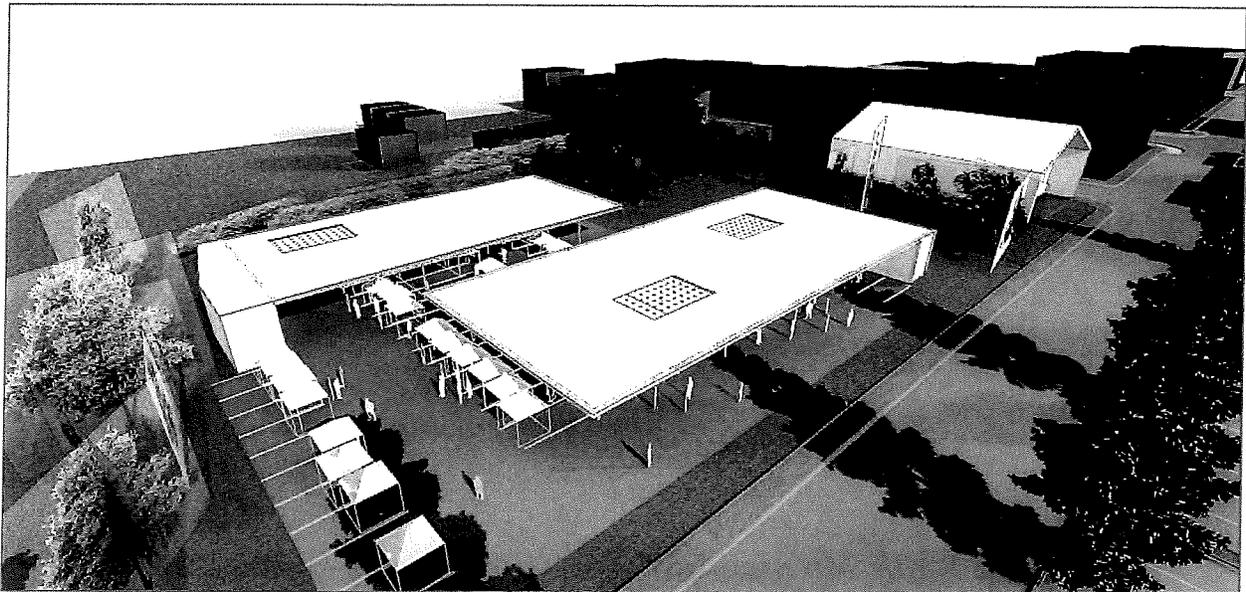
(use back for additional comments)

Option 1: Retain and Repurpose Existing Structure



Comments: GREAT OPTION - MAKE SURE THERE IS PROPER
LOADING AND UNLOADING SCHEMES FOR FARMERS
AND EVENTS.

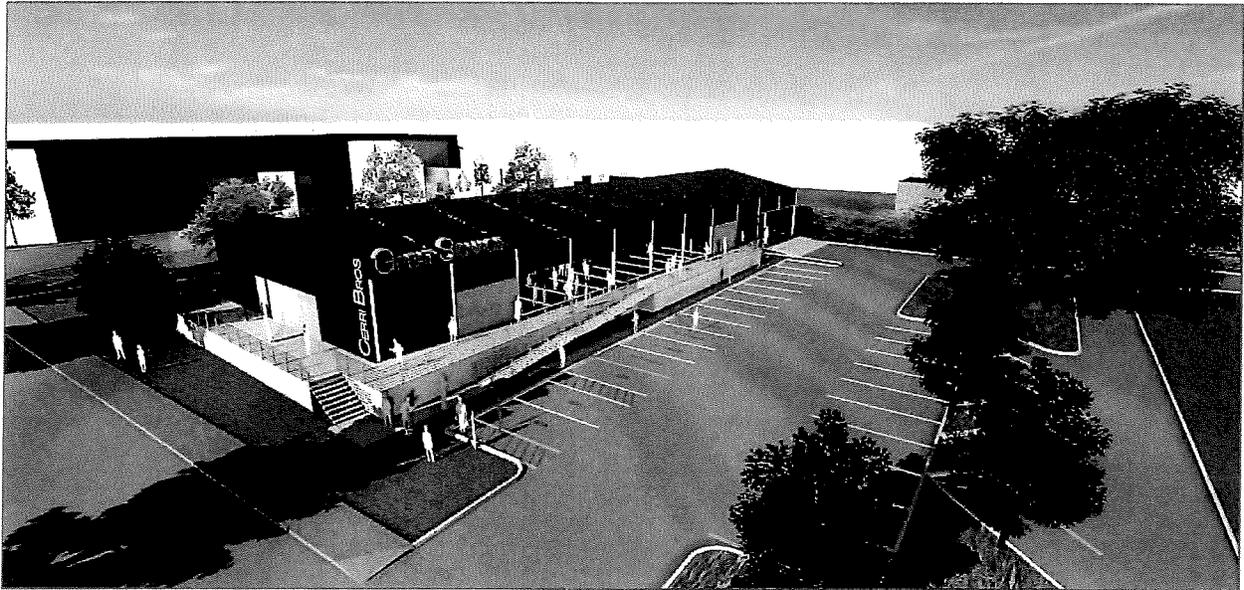
Option 2: Remove Existing Structure and Create New



Comments: _____

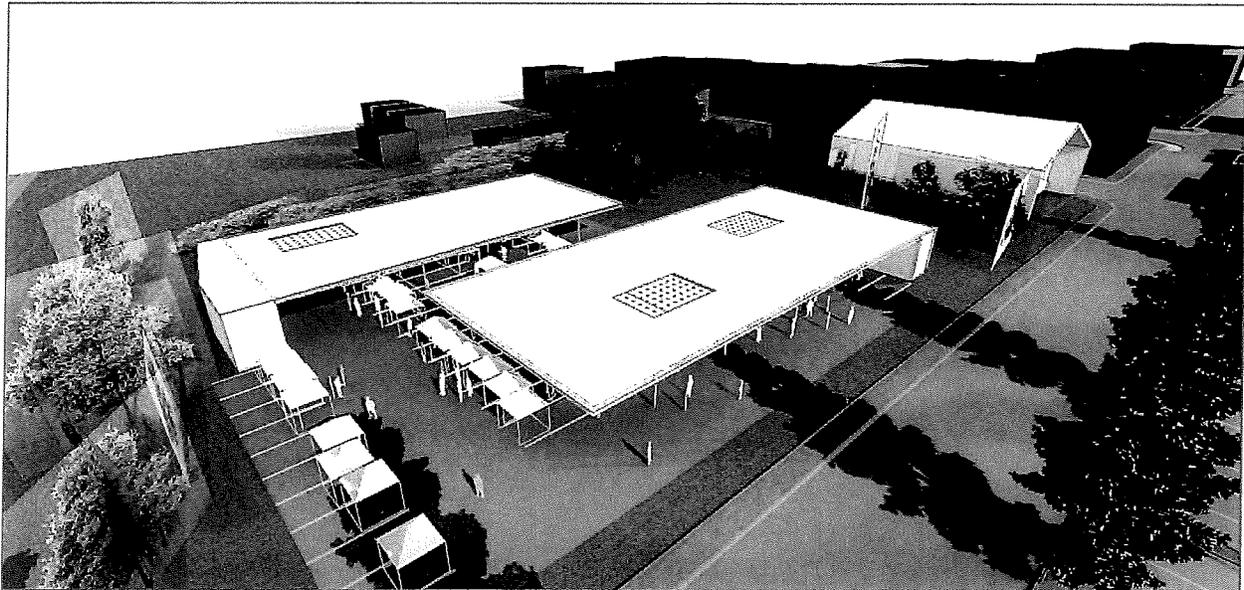
(use back for additional comments)

Option 1: Retain and Repurpose Existing Structure



Comments: Preferred design

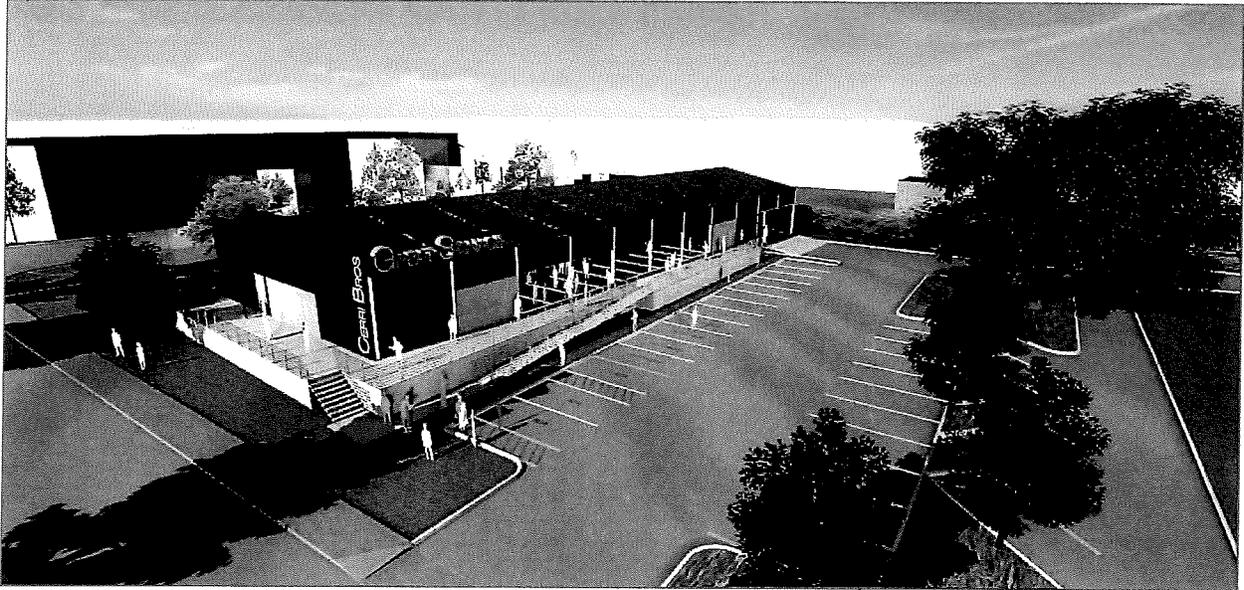
Option 2: Remove Existing Structure and Create New



Comments: _____

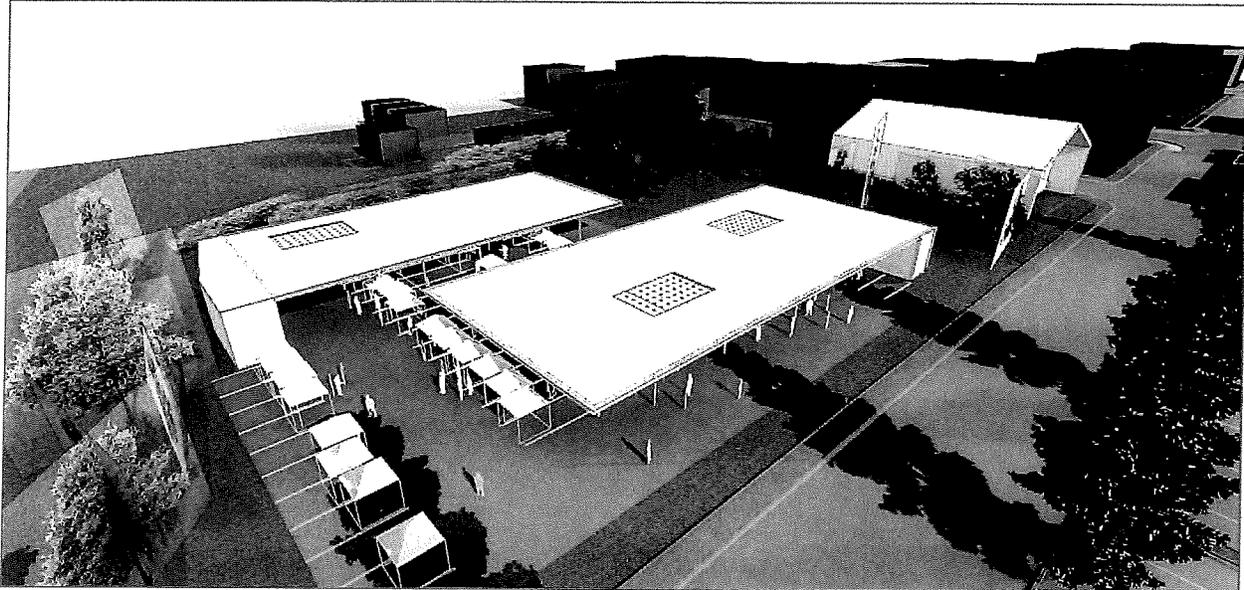
(use back for additional comments)

X Option 1: Retain and Repurpose Existing Structure



Comments: *More options - saving history*
More Flexible

Option 2: Remove Existing Structure and Create New



Comments: _____

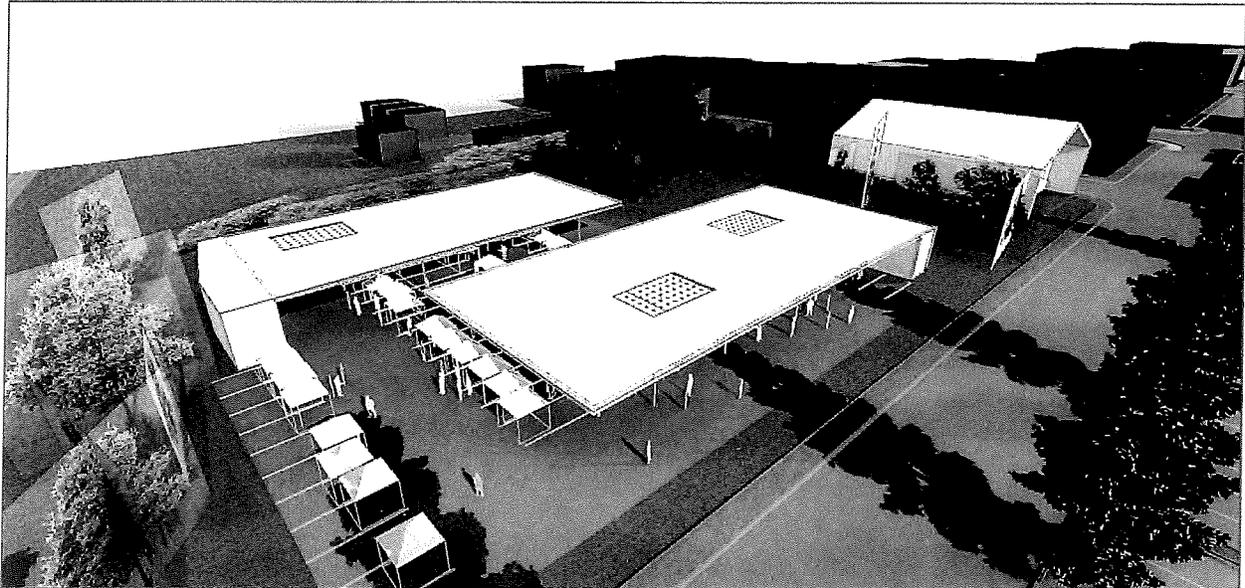
(use back for additional comments)

X Option 1: Retain and Repurpose Existing Structure



Comments: Prefer option one retaining an existing historic building for special events, community meetings, gathering spot for natural disasters. Less concerned with parking. Relieves The Plaza from existing overuse. Let's keep the historic rustic feel.

Option 2: Remove Existing Structure and Create New



Comments: I worry about the openness and if it'll draw scotter, hoverboards, camping, etc.; with option 2. This new is too narrowly focused also. Focus seems to be all on farmers market. Many locals I've met with, don't even go to farmers market.

(use back for additional comments)

every

Thank you!

✓+ Option 1: Retain and Repurpose Existing Structure

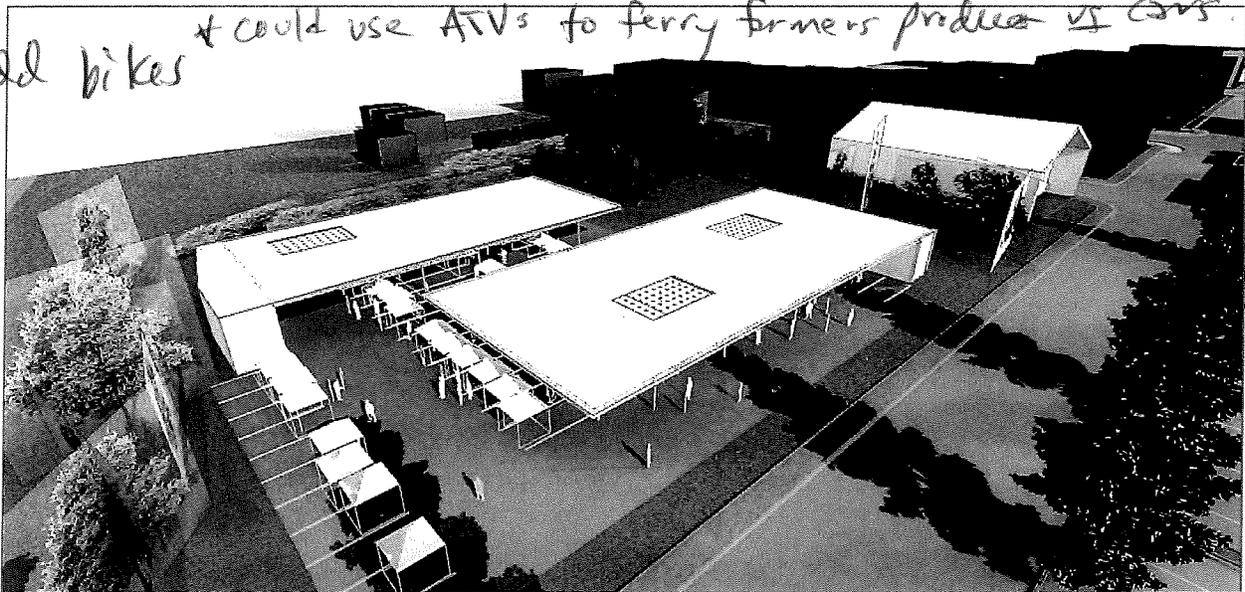


Comments: * Well done - enthusiast for this.
* would like to understand what types of events could be hosted (inside) - [seems much more flexible]
* Fans? Air flow?
* Like raised seating area
* consider translucent roof (current is dark)

* integrate park.

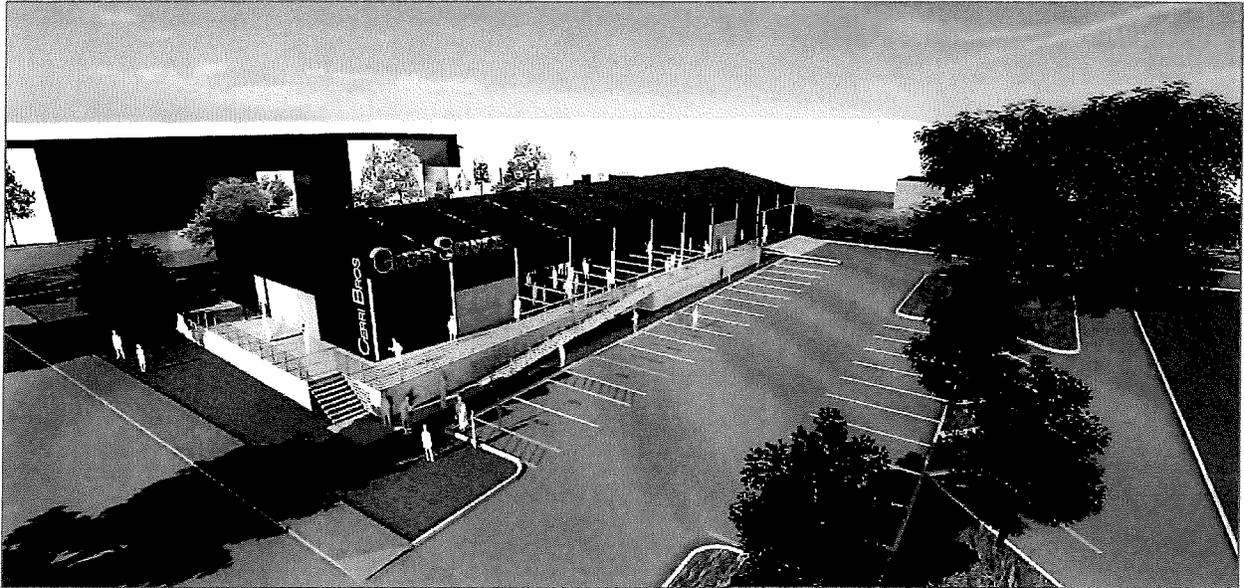
* Add bikes

Option 2: Remove Existing Structure and Create New



Comments: * seems ordinary compared to repurpose option 1
* UBER + SMART TRAIL should help alleviate parking needs + self-driving cars/wide share
* Like making North St pedestrian (pay) (use back for additional comments)
* extra parking not worth it - dock/deck across the street if needed

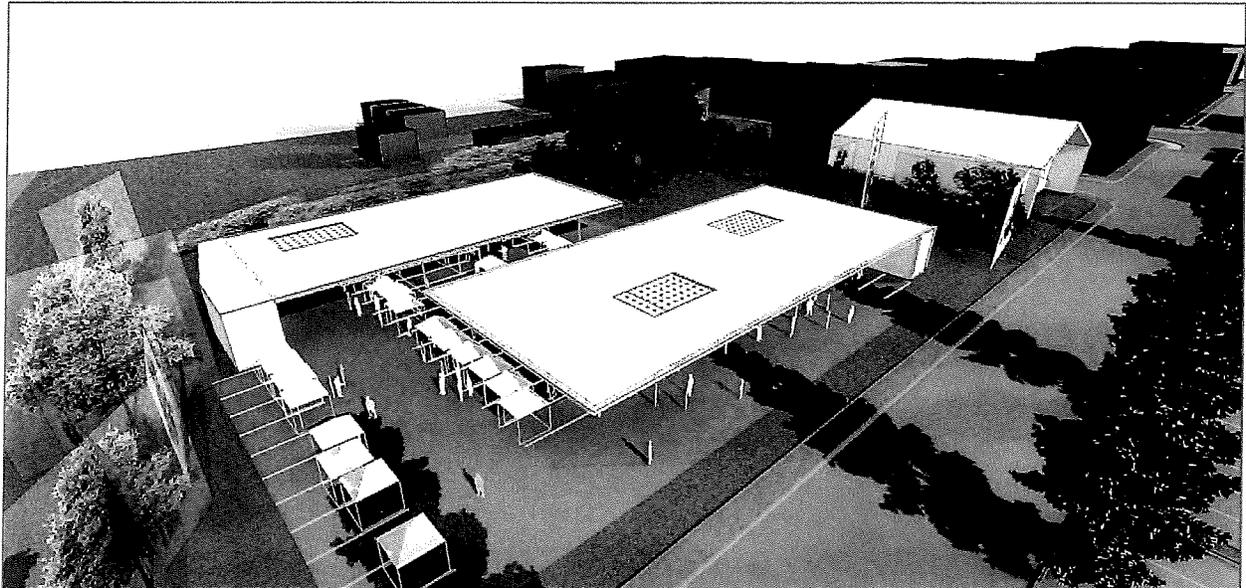
Option 1: Retain and Repurpose Existing Structure



Comments:

Yes / but make the building more friendly to evening events, exhibitions, plays, art classes.

Option 2: Remove Existing Structure and Create New



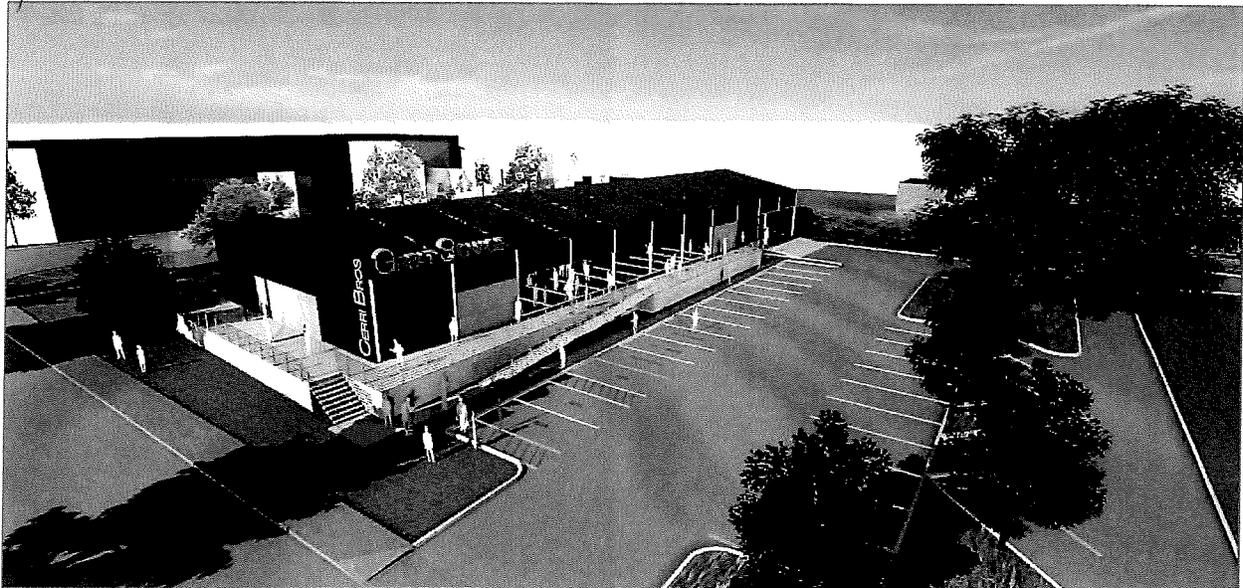
Comments:

NO! If you want just parking
build a multi-story building
and make better use of the space

(use back for additional comments)

Yes Option 1: Retain and Repurpose Existing Structure

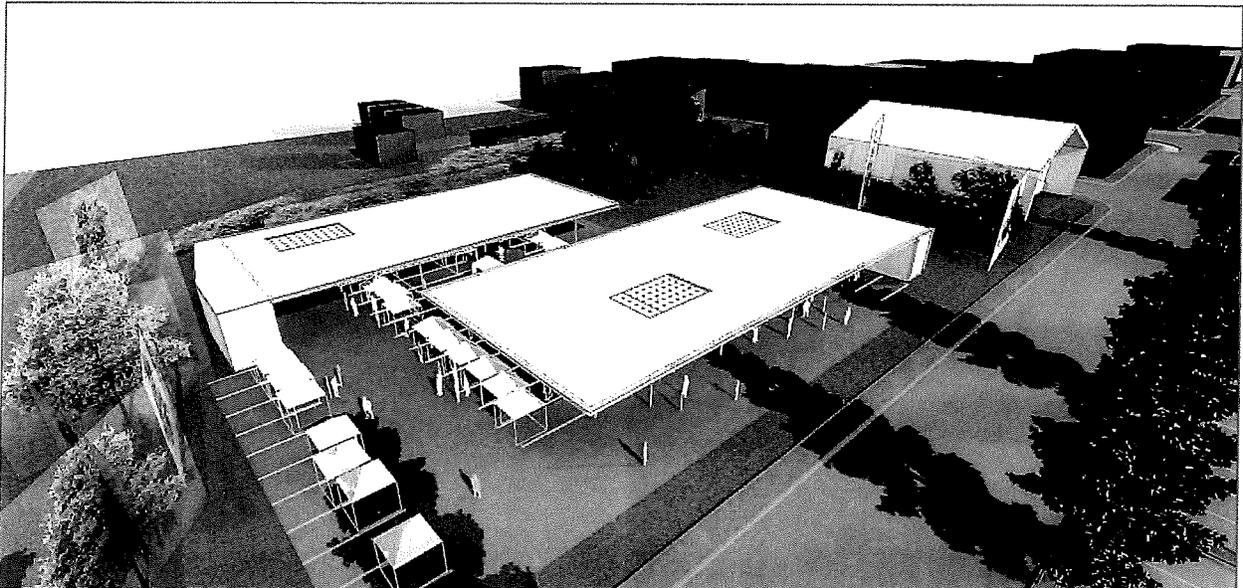
The market will work in
30 + 25 = 50



spaces
Not
off
loading

Comments: Thank you for great presentation - Keep the buildings,
Keep agricultural heritage ~~heritage~~ and character as much
as poss: ble. Make Farmers' Market the priority

Option 2: Remove Existing Structure and Create New



Comments: _____

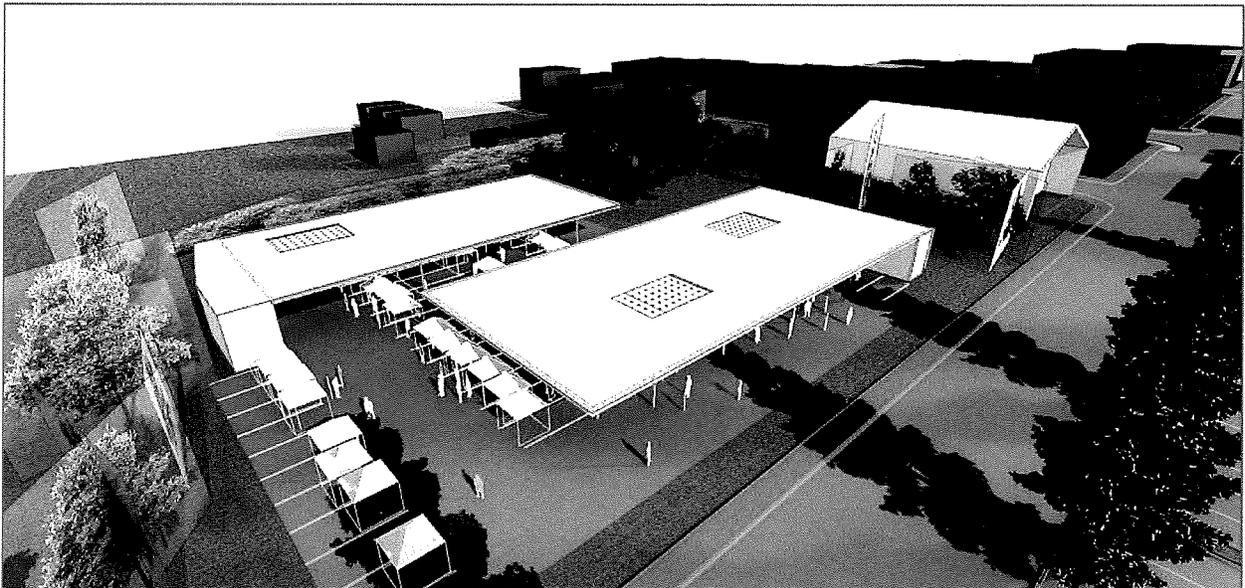
(use back for additional comments)

✓ Option 1: Retain and Repurpose Existing Structure



Comments: _____

Option 2: Remove Existing Structure and Create New



Comments: _____

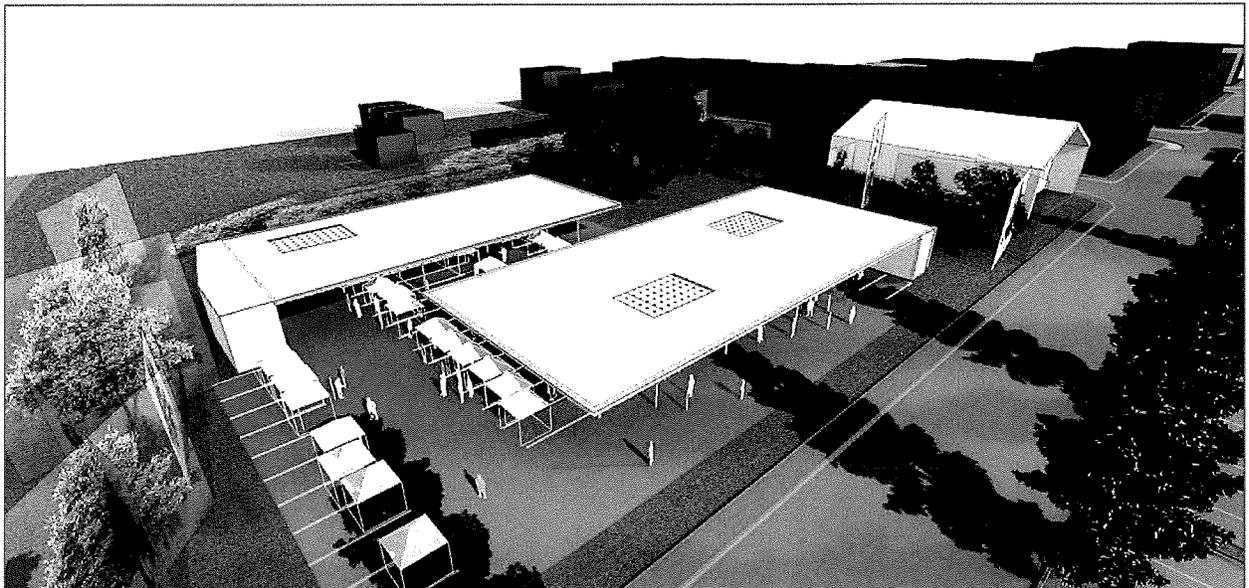
(use back for additional comments)

X Option 1: Retain and Repurpose Existing Structure



Comments: Great !!
Put parking
BB SB where

Option 2: Remove Existing Structure and Create New



Comments: Very
unattractive
more parking
but at more
loss

(use back for additional comments)

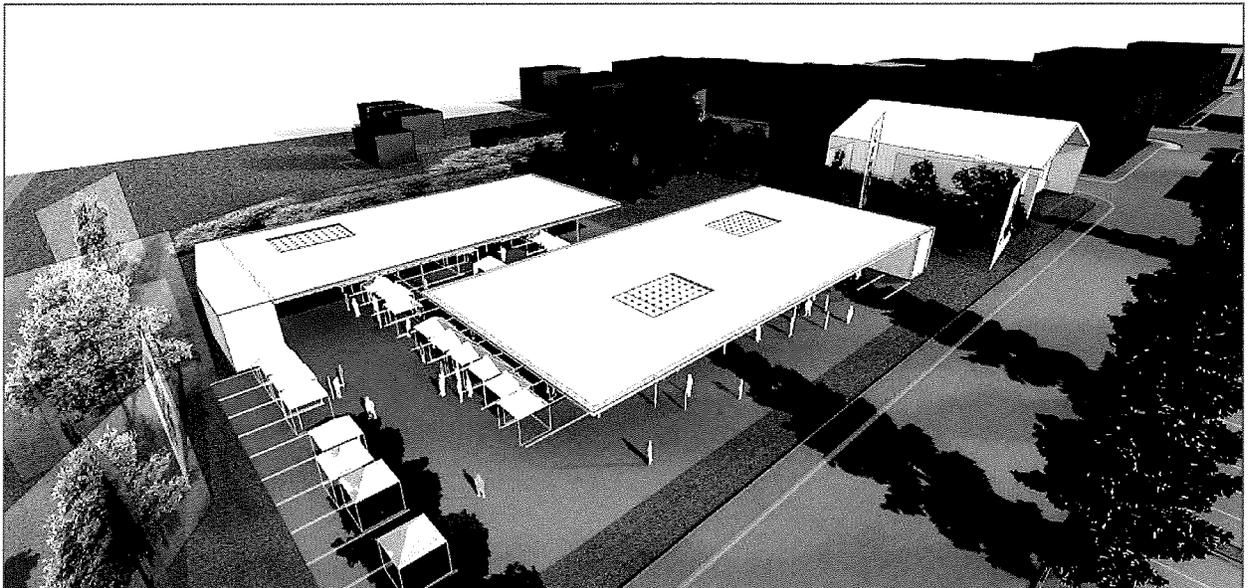


Option 1: Retain and Repurpose Existing Structure



Comments: Though I very much want to see our Farmer's
Mkt returned, let's be careful not to have the tail wag
the dog. This option retains a cool bldg. + also
allows us to create a venue for all sorts of activities.

Option 2: Remove Existing Structure and Create New



Comments: _____

(use back for additional comments)

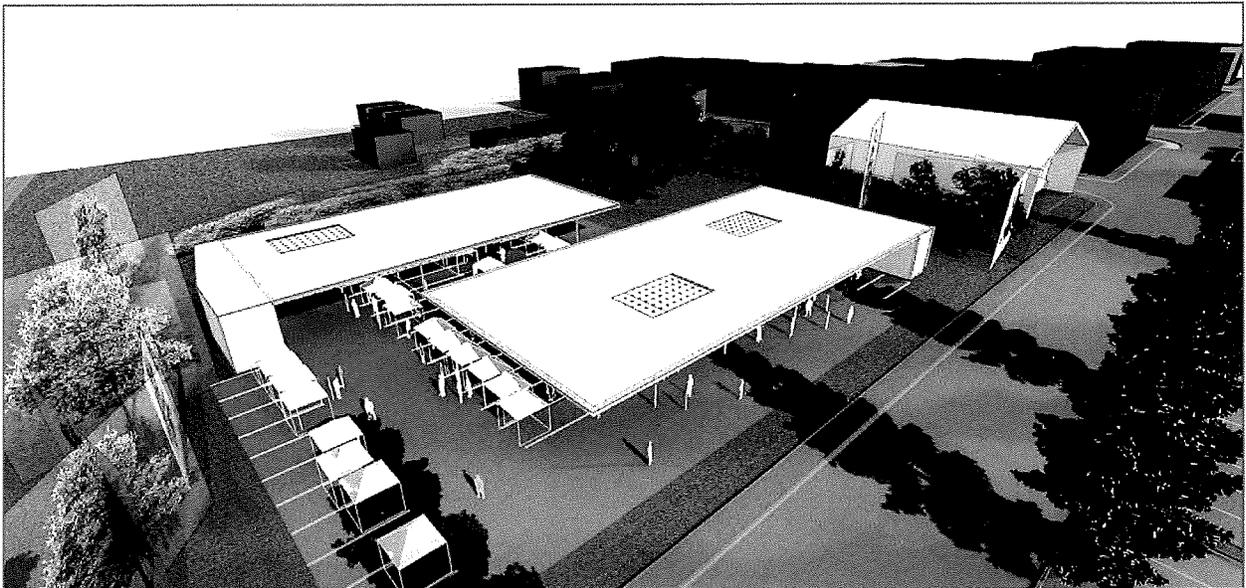


Option 1: Retain and Repurpose Existing Structure



Comments: Love the, historic building, facade, & metal trusses. Also like the sliding doors. Would like to see skylights added. Think it's important to preserve historic buildings, but make them relevant for today.

Option 2: Remove Existing Structure and Create New



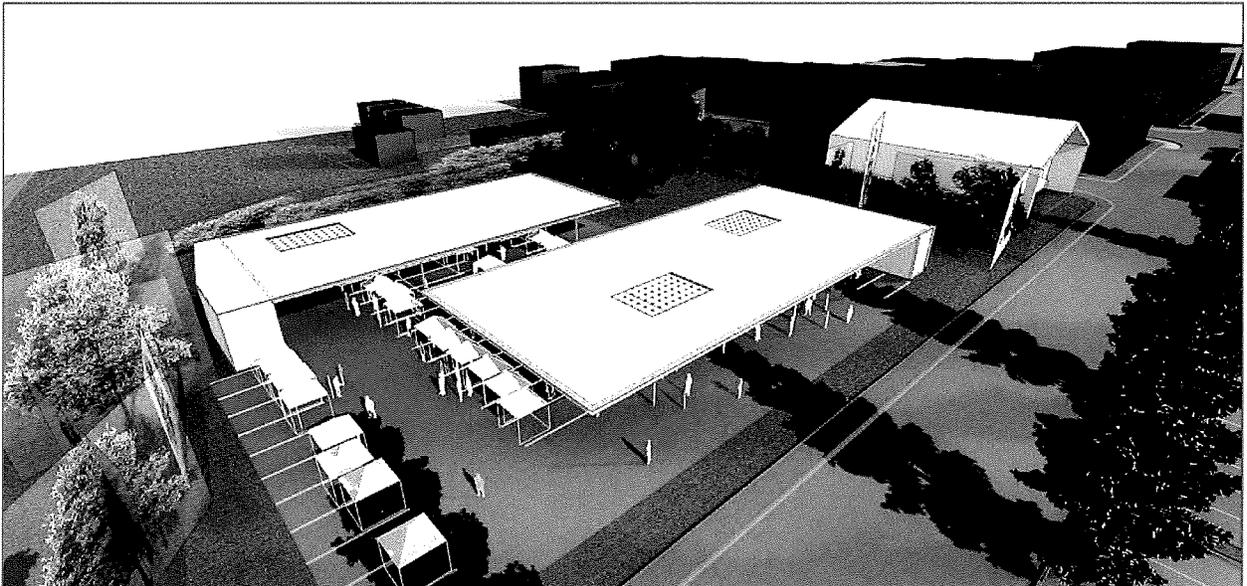
Comments: Do not like the look of flat structures. Too contemporary. Look ugly and out of place.

Option 1: Retain and Repurpose Existing Structure



Comments: *Option one is by far the best. It will provide a real multi-use capability and will have visual appeal. Option 2 is really just a parking lot & to use this key space will not solve or have any real impact on the long term parking problem*

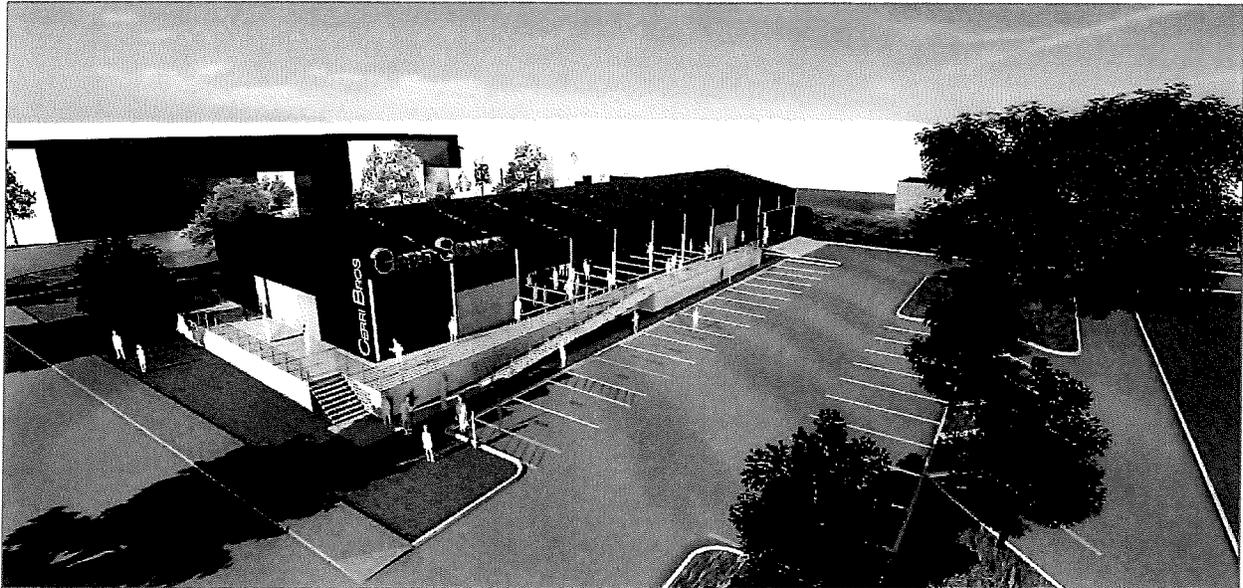
Option 2: Remove Existing Structure and Create New



Comments: _____

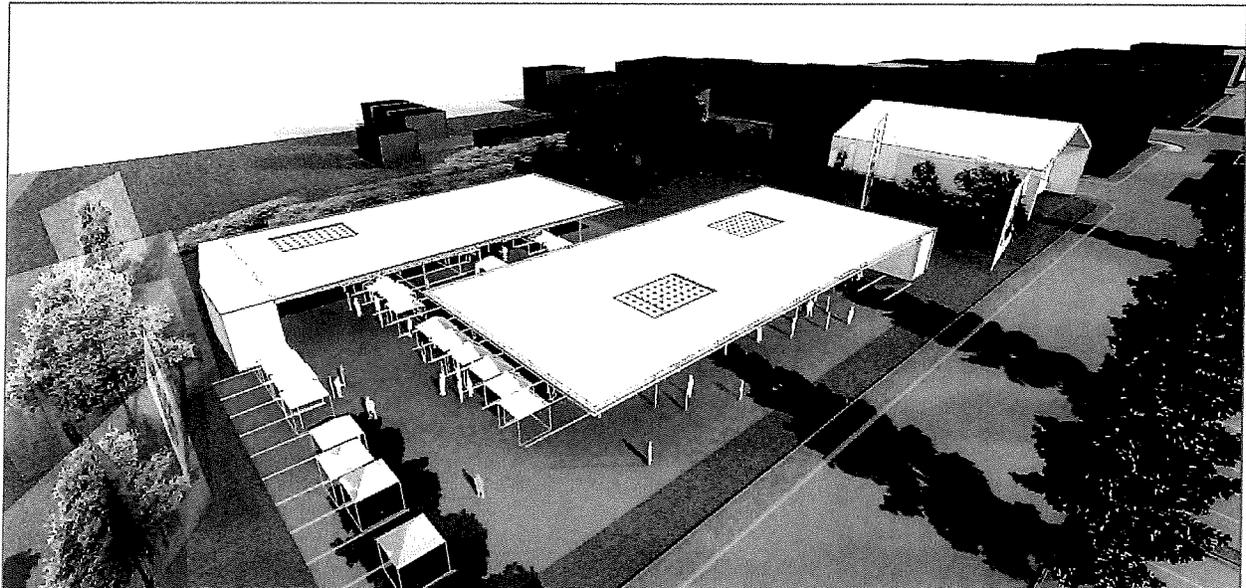
(use back for additional comments)

✓ Option 1: Retain and Repurpose Existing Structure



Comments: *But needs better design of a signage. Would love to see the building design keeping the original charm and details, but pairing with a minimal, modern & clean addition.*

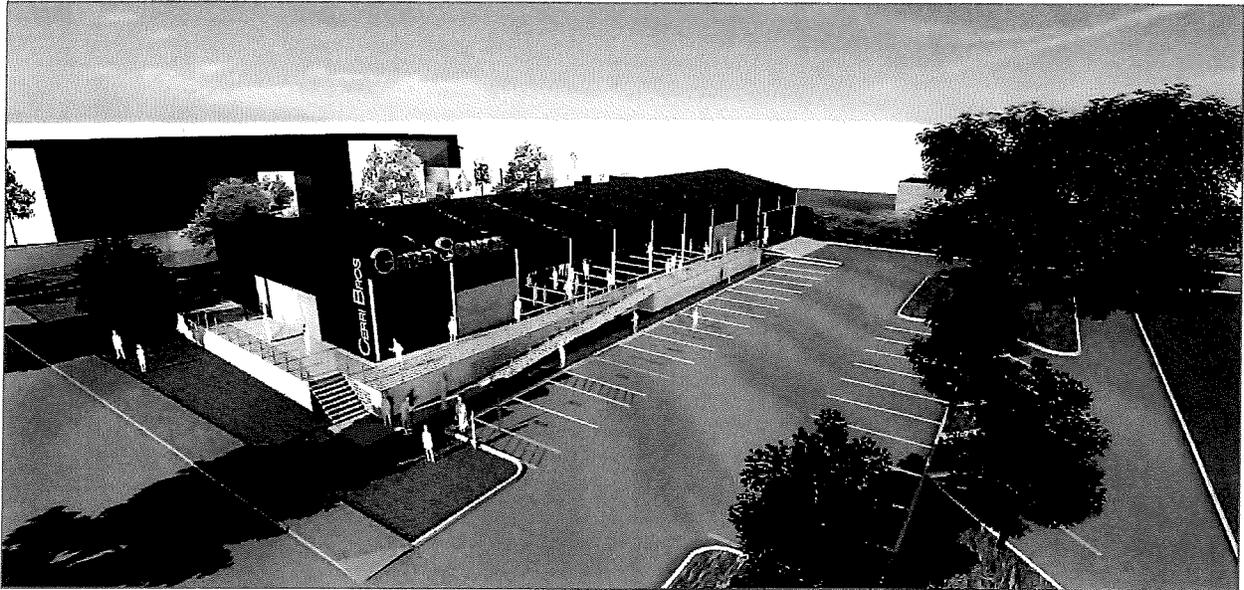
Option 2: Remove Existing Structure and Create New



Comments: _____

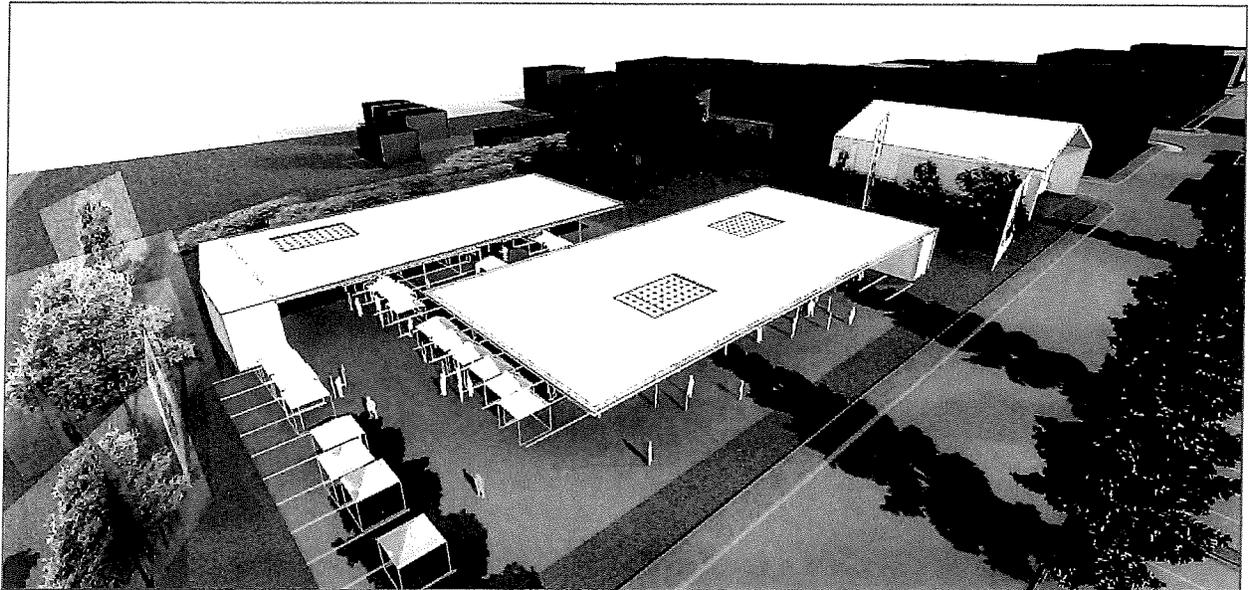
(use back for additional comments)

X Option 1: Retain and Repurpose Existing Structure



Comments: Would like to see a design that
has more of the original look. This feels like
it overlaps with the shed with the vertical
type on the sign.

Option 2: Remove Existing Structure and Create New



Comments: _____

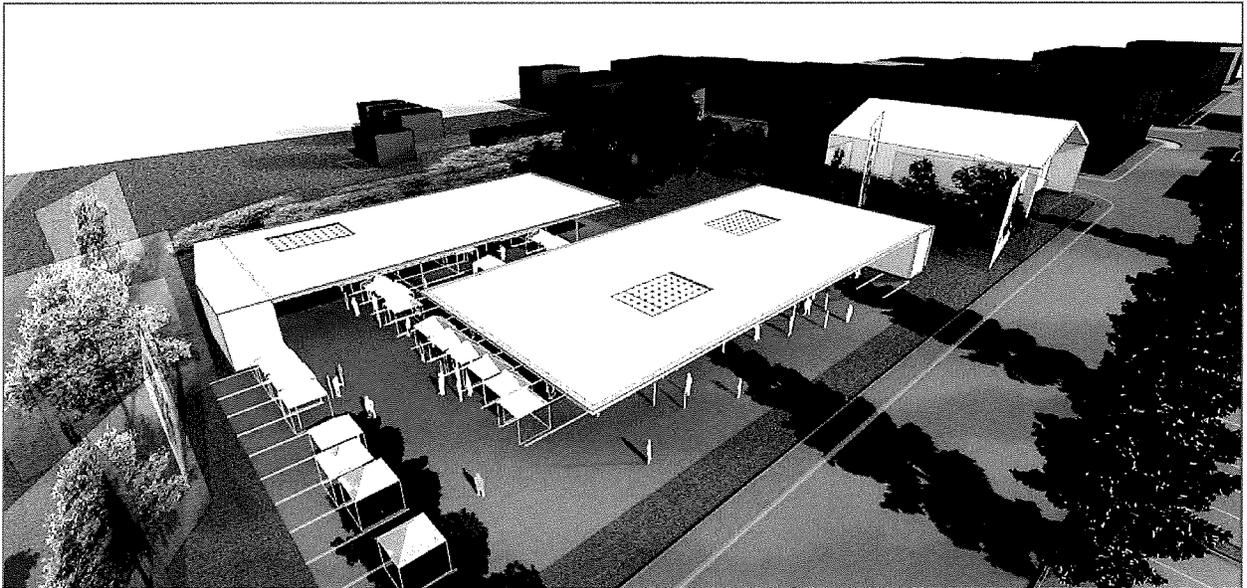
(use back for additional comments)

Option 1: Retain and Repurpose Existing Structure



Comments: CONSIDER USE OF TRADITIONAL GALV CORRUGATED SIDING — NOT THE MORE CONTEMPORARY LOOK, TRANSLUCENT PANELS ON ROOF ARE GOOD. ROLL UP DOORS — GOOD, POROUS PAVING — GOOD

Option 2: Remove Existing Structure and Create New



Comments: _____

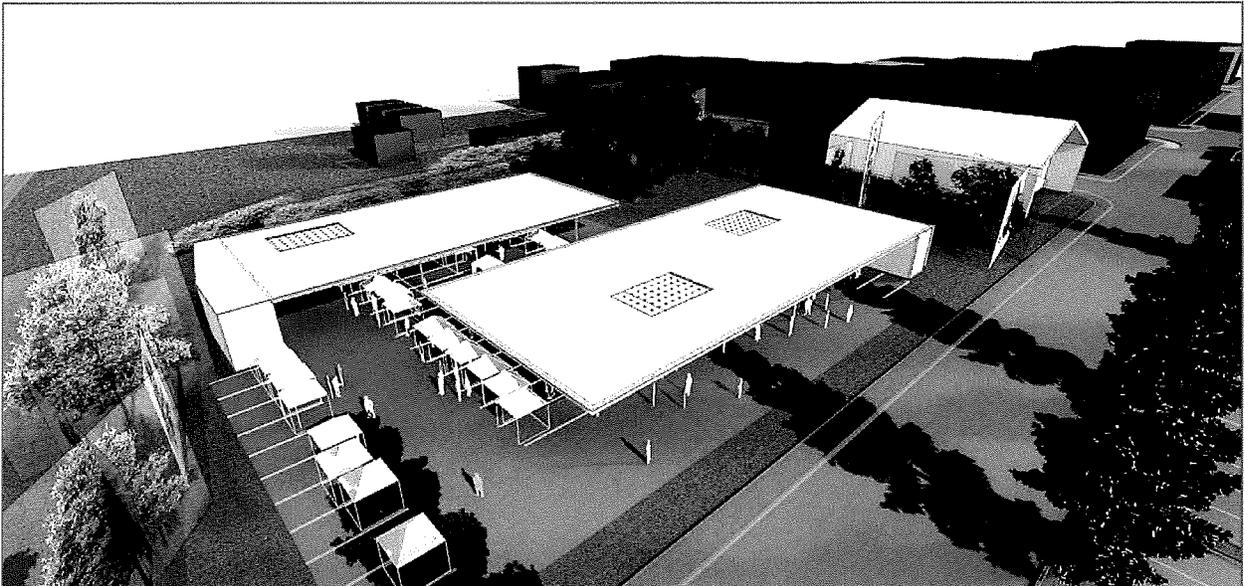
(use back for additional comments)

Option 1: Retain and Repurpose Existing Structure



Comments: Looks good to me!
Community space would be wonderful
for our town.

Option 2: Remove Existing Structure and Create New



Comments: AWFUL!

(use back for additional comments)

Cerri Site Redevelopment Schematic Design
Design Option Feedback

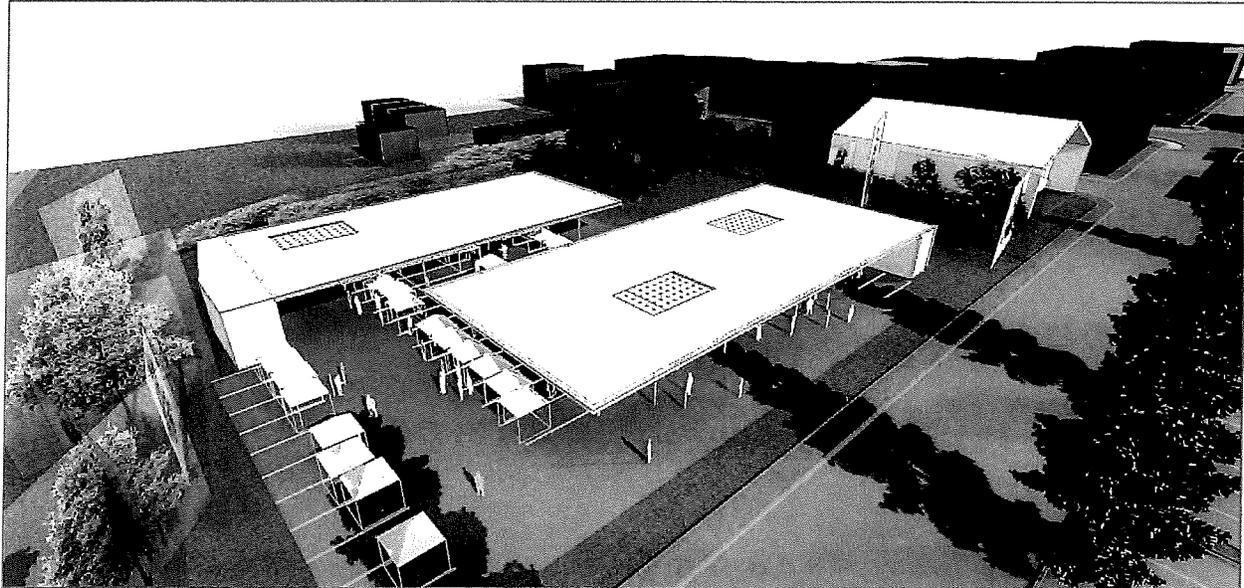


Option 1: Retain and Repurpose Existing Structure



Comments: Can Farmer's Market stay where it is and use space in option 1, not using inside space.

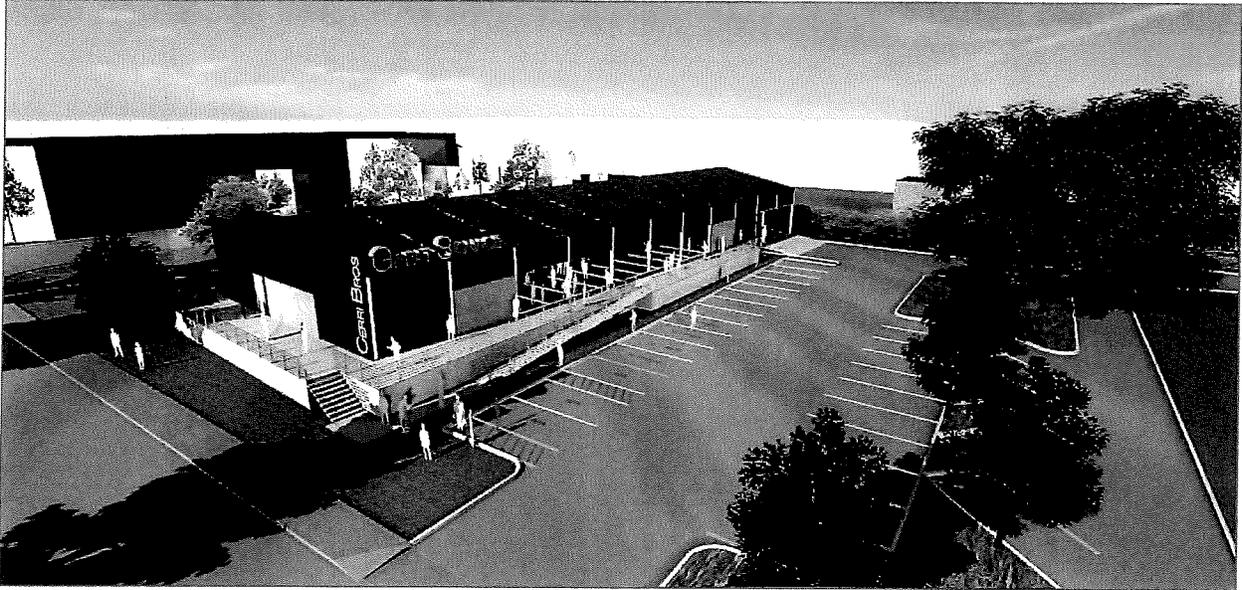
Option 2: Remove Existing Structure and Create New



Comments: _____

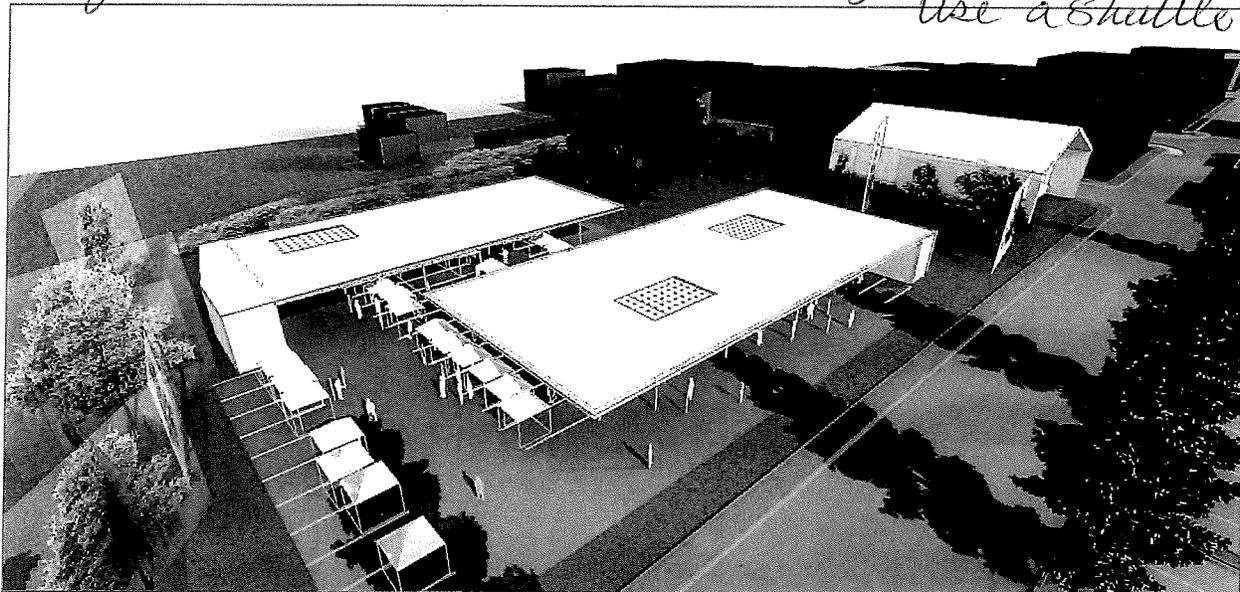
(use back for additional comments)

Option 1: Retain and Repurpose Existing Structure



Comments: I understand the level of schematics but this blk version is about as unappealing as could imagine, signage, colors, lines love this bldg & prefer repurposing to tearing down. prefer as much multi use as possible, bring up the roof or do free standing solar - rather NOT use for parking, lots get creative & use a shuttle & better city trans- portation

Option 2: Remove Existing Structure and Create New



Comments: Nice to have a blank canvas to work with. Prob. better for Farmers Market but very much prefer retaining the old building.

Cerri Site Open House #2

May 4, 2016



Option 1: Retain and Repurpose Existing Structure



Comments: BEST DESIGN FOR MULTIPLE USES,
NOT JUST FARMERS MARKET.

Option 2: Remove Existing Structure and Create New (Modern)



Comments: _____

Option 3: Remove Existing Structure and Create New (Agrarian)



Comments: _____

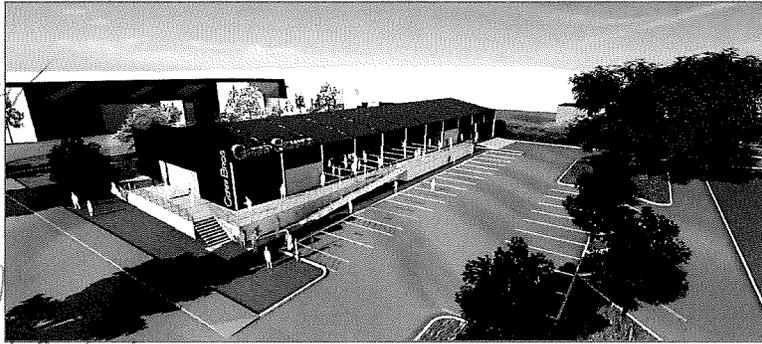
"They paved paradise, and put up a parking lot." J.M.

Cerri Site Redevelopment Schematic Design
Design Option Feedback

Public Open House #2

Best! Option 1: Retain and Repurpose Existing Structure

- Smaller maintains character
- More aesthetic!
- No need to park inside!
- Great for special events. DANCE HALL!

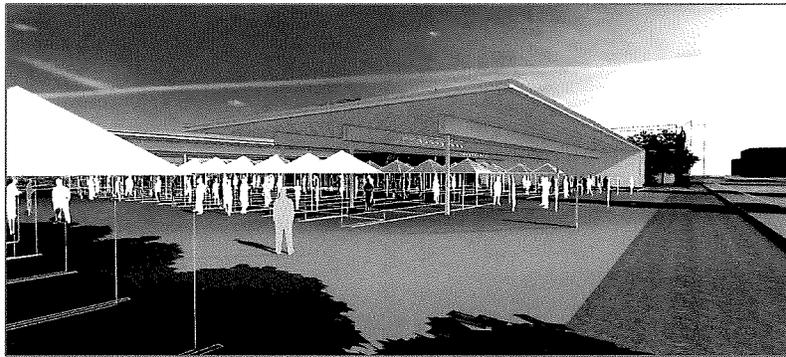


- Shorten back good idea!
- Add steps great idea!
- Creatively incorporate solar externally
- North St closed for market GREAT!

Comments: Repurposing is a respectful approach
Love the permeable surface

Not Aesthetic at all

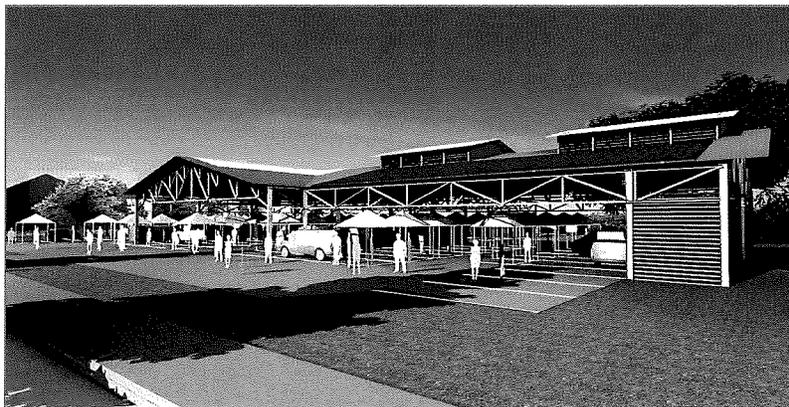
Option 2: Remove Existing Structure and Create New (Modern)



Comments: Don't like the vibe or the aesthetic
It's all about CARS!

Better than 2

Option 3: Remove Existing Structure and Create New (Agrarian)



GREAT FOR SOME OTHER CITY

Comments: This is nice - functional - but not optimal

X

Option 1: Retain and Repurpose Existing Structure



Comments:

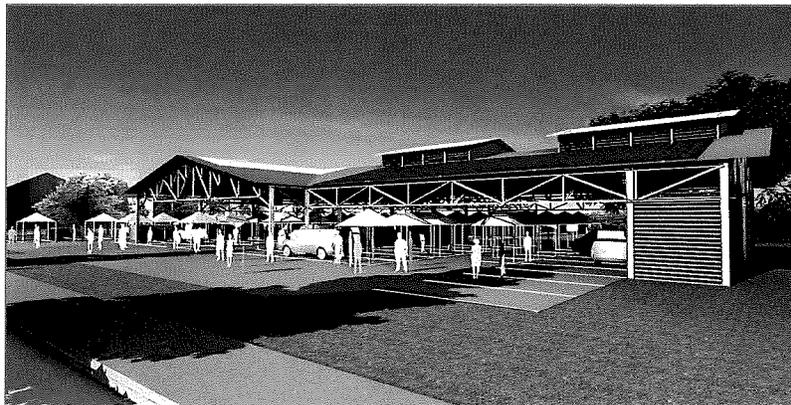
Prefer this option it serves more purposes year round!

Option 2: Remove Existing Structure and Create New (Modern)



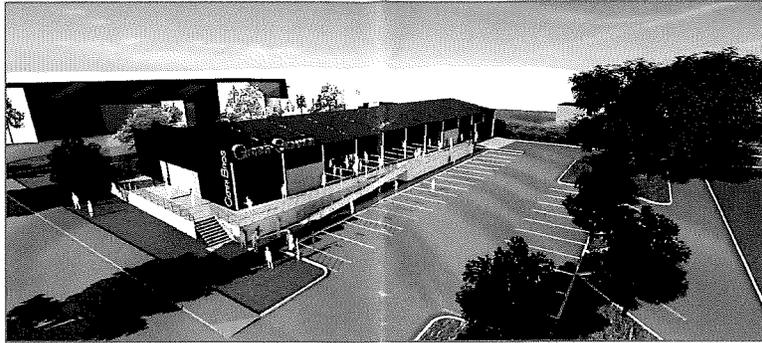
Comments:

Option 3: Remove Existing Structure and Create New (Agrarian)



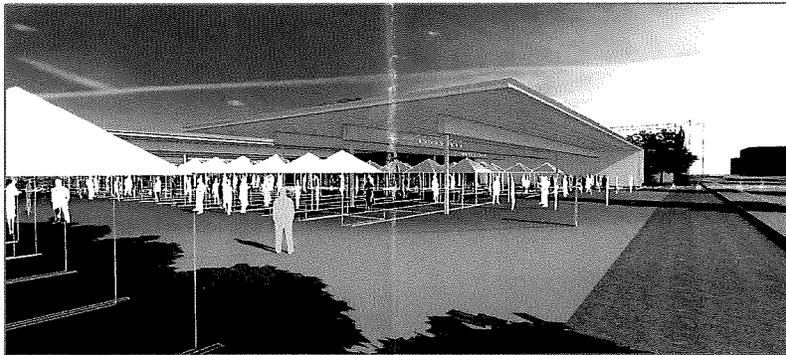
Comments:

~~X~~ Option 1: Retain and Repurpose Existing Structure



Comments: WE NEED COMMUNITY EVENT SPACE YEAR ROUND

Option 2: Remove Existing Structure and Create New (Modern)



Comments: _____

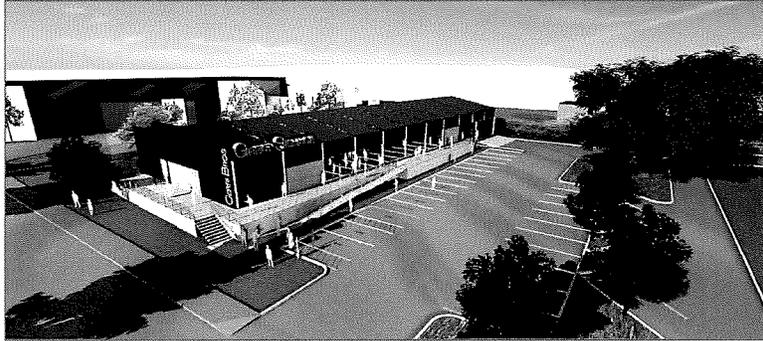
Option 3: Remove Existing Structure and Create New (Agrarian)



Comments: _____

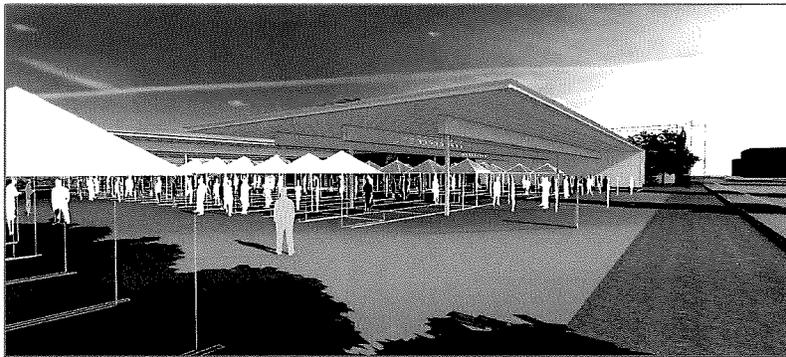
Holly Hood

~~X~~ Option 1: Retain and Repurpose Existing Structure



Comments: Want to repurpose and reuse historic building

Option 2: Remove Existing Structure and Create New (Modern)



Comments: No way

Option 3: Remove Existing Structure and Create New (Agrarian)

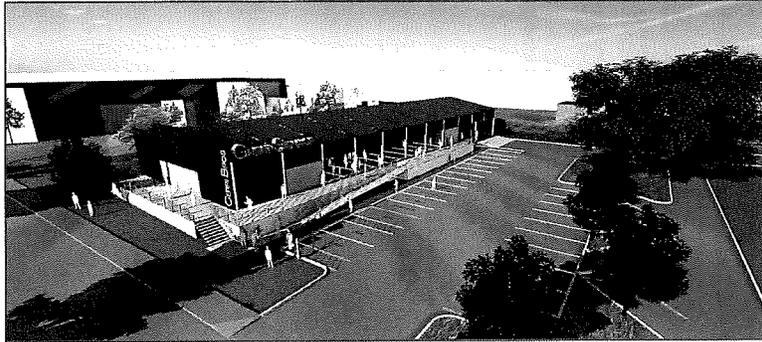


Comments: NOT BAD

Cerri Site Farmers Market Booth

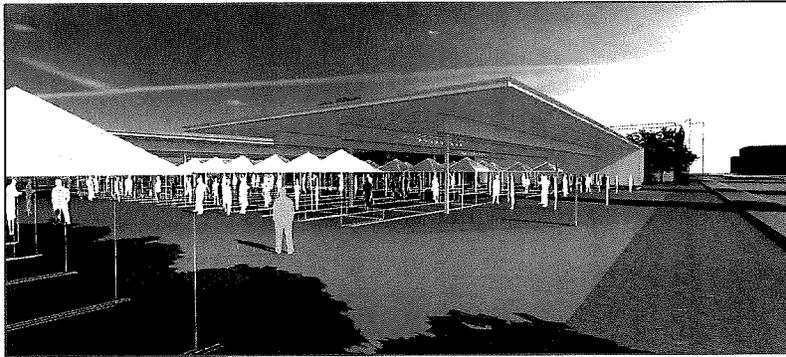
May 7, 2016

Option 1: Retain and Repurpose Existing Structure



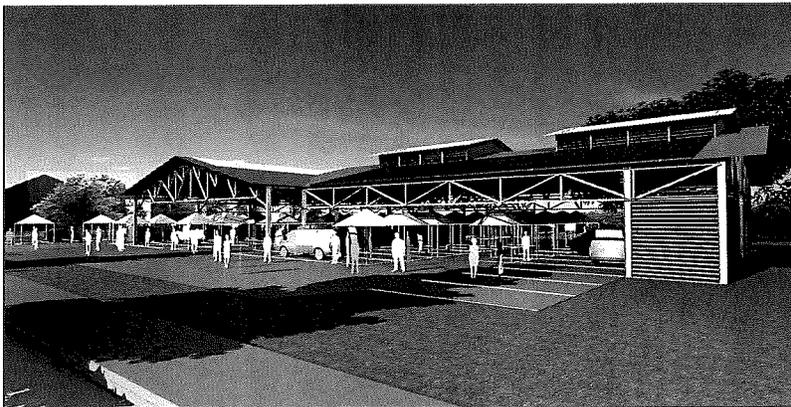
Comments: Why not

Option 2: Remove Existing Structure and Create New (Modern)



Comments: _____

Option 3: Remove Existing Structure and Create New (Agrarian)



Comments: _____

Option 1: Retain and Repurpose Existing Structure



Comments: *But. Venetile*

Option 2: Remove Existing Structure and Create New (Modern)



Comments: _____

Option 3: Remove Existing Structure and Create New (Agrarian)



Comments: _____

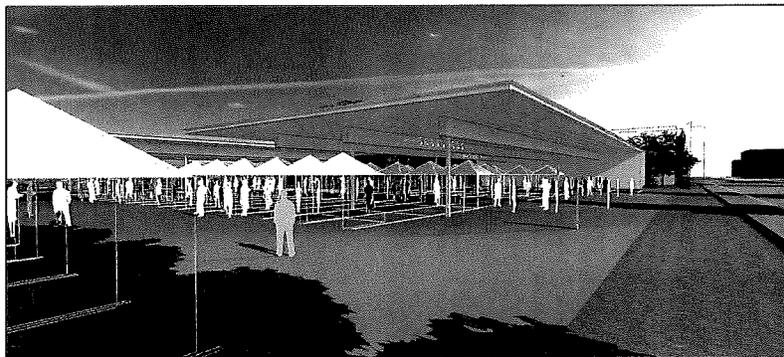


Option 1: Retain and Repurpose Existing Structure



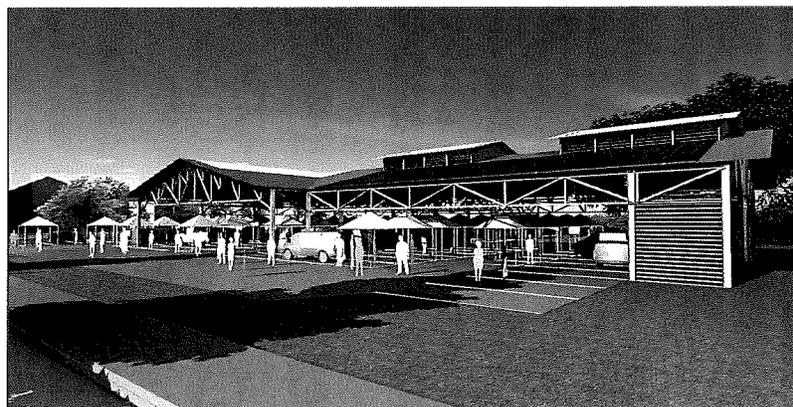
Comments: I'm most interested in saving the facade of historic structure

Option 2: Remove Existing Structure and Create New (Modern)



Comments: _____

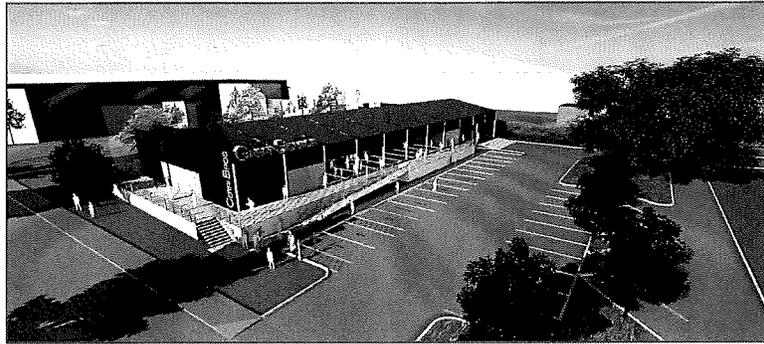
Option 3: Remove Existing Structure and Create New (Agrarian)



Comments: _____

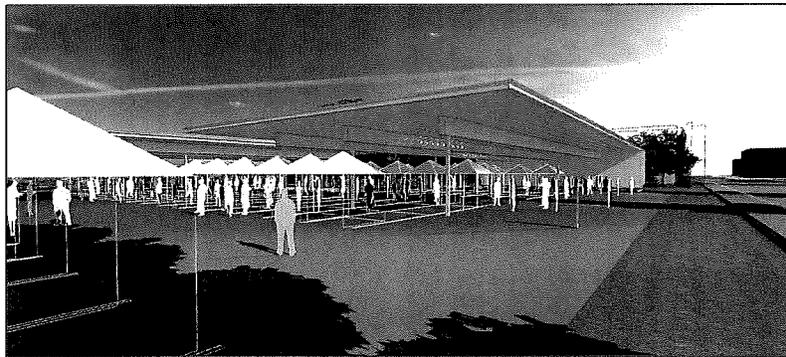


Option 1: Retain and Repurpose Existing Structure



Comments: _____

Option 2: Remove Existing Structure and Create New (Modern)



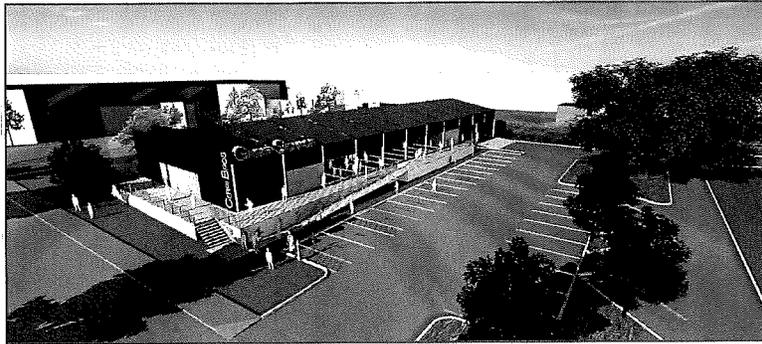
Comments: _____

Option 3: Remove Existing Structure and Create New (Agrarian)



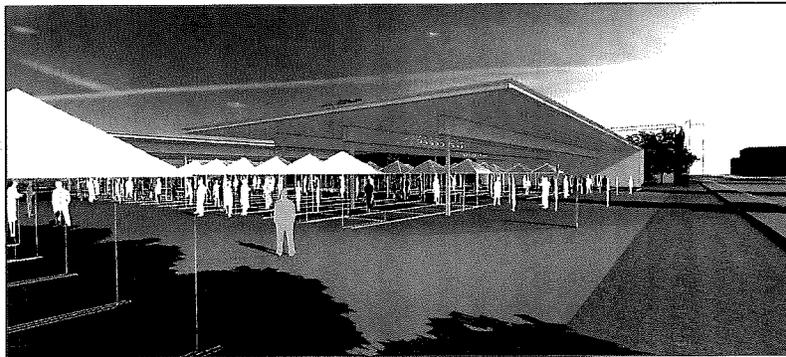
Comments: _____

Option 1: Retain and Repurpose Existing Structure



Comments: _____

Option 2: Remove Existing Structure and Create New (Modern)



Comments: _____

 Option 3: Remove Existing Structure and Create New (Agrarian)



Comments: _____

(use back for additional comments)

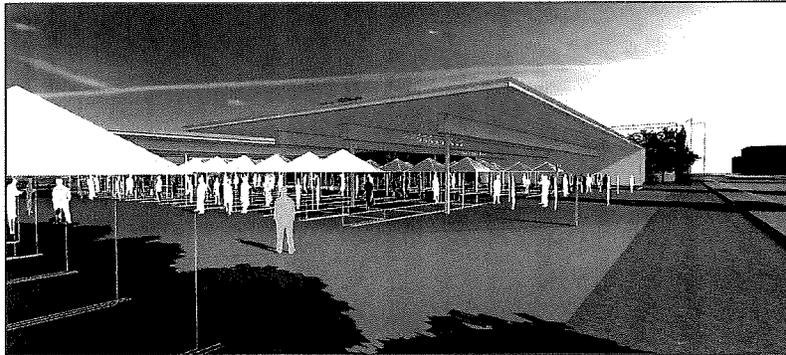
_____ Option 1: Retain and Repurpose Existing Structure



Comments: _____



_____ Option 2: Remove Existing Structure and Create New (Modern)



Comments: MOST SHADE

_____ Option 3: Remove Existing Structure and Create New (Agrarian)



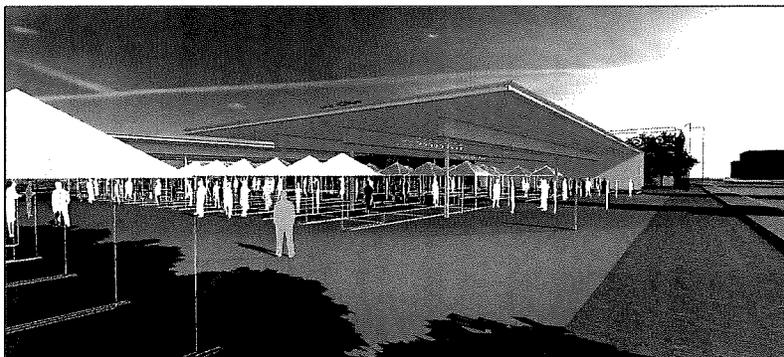
Comments: _____

Option 1: Retain and Repurpose Existing Structure



Comments: _____

 Option 2: Remove Existing Structure and Create New (Modern)



Comments: _____

Option 3: Remove Existing Structure and Create New (Agrarian)



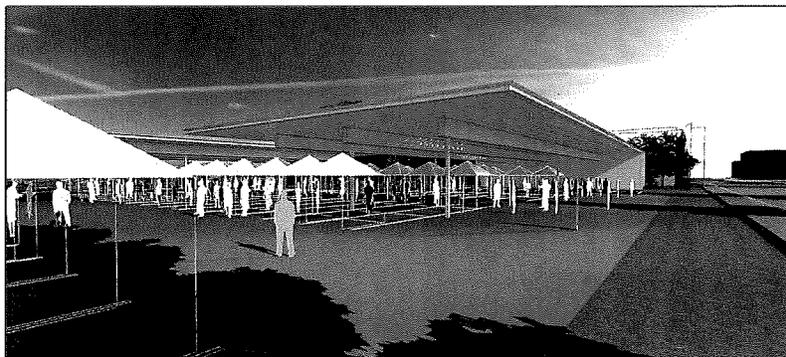
Comments: _____

Option 1: Retain and Repurpose Existing Structure



Comments: _____

 Option 2: Remove Existing Structure and Create New (Modern)



Comments: _____



 Option 3: Remove Existing Structure and Create New (Agrarian)



Comments: Thank you for asking us.

Option 1: Retain and Repurpose Existing Structure

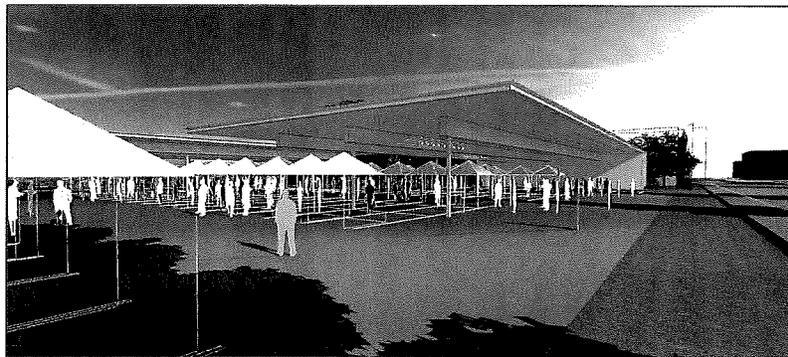
OK



Comments: ~~The existing structure is not nice enough to worry~~

Option 2: Remove Existing Structure and Create New (Modern)

No way



Comments: Look ugly - Does Not blend in with town

Option 3: Remove Existing Structure and Create New (Agrarian)

1st choice



Comments: Strongly favor #3 much more attractive open & more versatile & flexible as to use

(use back for additional comments)

Cerri Site Web Site Feedback Form

March 4 – July 15



FORM CENTER

[VIEW SITE](#)

Search SUB

[MAIN](#)
[FIELD SETS](#)
[LEGACY FORMS](#)
[PROPERTIES](#)

[BACK](#)
[▶ VIEW OPTIONS](#)
[▶ BULK ACTIONS](#)
[▶ EXPORT](#)
[▶ PRINT](#)

Showing all submissions.

[All](#)
[Last 90 Days](#)
[Last 30 Days](#)
[Last 7 Days](#)

Cerri Site (Purity Building) Redevelopment Project

[ACTIONS](#)

[SUBMISSIONS](#)
[ANALYTICS](#)

<input type="checkbox"/>	▼ ID	Submission Date	Schematic Design Options	Comments	First Name	Last Name	Address1	City	State	Zip
<input type="checkbox"/>	262	3/7/2016	Unavailable	Unavailable	Test Test Test	Mark	Themig			
<input checked="" type="checkbox"/>	263	3/7/2016	Schematic Design Option 2: Remove existing building and construct new exterior parking lot with shade structures, accommodations for the Healdsburg Farmers Market, and community gather space.	Unavailable Make sure they're *solar-paneled shade structures, and you've got my vote. Our city desperately needs more parking.	Jocelyn	Coltrin	426 North St. #17	Healdsburg	CA	95448
<input checked="" type="checkbox"/>	264	3/7/2016	Schematic Design Option 1: Retain, renovate, and repurpose existing building with new exterior and interior parking, accommodations for the Healdsburg Farmers Market, and community gathering space.	Unavailable	Chelsea	Evans	Po box 642	Healdsburg	Ca	95448
<input checked="" type="checkbox"/>	265	3/8/2016	Schematic Design Option 2: Remove existing building and construct new exterior parking lot with shade structures, accommodations for the Healdsburg Farmers Market, and community gather space.	Healdsburg could use more parking and more housing. It seems that the site could best be used as a public parking structure due to its location. Depending on funding sources and ultimate costs, it would be interesting	Nancy	Madarus	1033 Maxwell Street	Healdsburg	California	95448

											
					to investigate a combination low income housing and public parking structure. The downtown location lends itself to both.						
<input checked="" type="checkbox"/>	271	5/6/2016	Schematic Design	Option 1: Retain, renovate, and repurpose existing building with new exterior and interior parking, accommodations for the Healdsburg Farmers Market, and community event space.	Dear Sirs - Reviewing your proposed plans for the Purity Lot across from Healdsburg City Hall, I request that you take a preference for Option 1, though I am disappointed will all the choices. More importantly - I am on the Board of Directors for the Sonoma County Bicycle Coalition, and I note that not a single one of the schematics has a provision for bike parking. There are fine grain details in the design, where restrooms will go, where shade umbrellas are to be built. There are specifically designated spots - 6- for Electric Vehicle parking, and planning has noted detailed things such as where the design encroaches on the railroad ROW such that negotiations with SMART will have to take place and a plan to move out of the ROW if train service begins. Bike parking should not be treated with any less priority than any of these items. Electric vehicles and solar panels being put in under the guise of being green, while completely	John	Murphy	1184 Limerick Lane	Healdsburg Ca		95448

		DISPOSITION		DATE		ACTION	Comments	First Name	Last Name	Address1	City	State	Zip
--	--	-------------	--	------	--	--------	----------	------------	-----------	----------	------	-------	-----

							<p>ignoring the most green transport option - an option very popular in Healdsburg - is very poor planning. Healdsburg went to great lengths to acquire League of American Bicyclists Bike Friendly Community Status - but it looks like this is mostly window dressing and does not imply a change in mindset. Architects and planners have a very poor track record of thinking they can just jam bike racks in whenever - racks are just little pieces of metal we can "just put over there". In Healdsburg that has tended to mean "by the dumpster" (Shelton's Market) or "Too close to the building to be usable" (Bear Republic) or "Not affixed to the ground" (Healdsburg Hotel, Big John's Market, Oakville Grocery). There are also good examples, I really like the bike racks at SHED as they are a good design and are in a prominent, convenient spot, near the outdoor seating where cyclists can watch their bikes. Bike racks should be sited properly as part of design, not as an afterthought. They should be placed as a priority no different than automobiles. Since</p>						
--	--	--	--	--	--	--	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	--	--	--	--	--



[Home](#)
[Submissions](#)
[View](#)
[Add New](#)
[Schematic Design Options](#)

Comments

First Name

Last Name

Address1



City

State

Zip

				<p>part of this design is for "long term" parking I would prevail upon you to include pay per use bike lockers, which allow users to securely park their bikes and then leave the area with less concern for theft, and without carrying a heavy bike lock. Best practice would involve dedicating one of the automobile spots for bike lockers - note that one car spot can accommodate 6 or more bike lockers. These can often be acquired for low cost through various government or private grants. Thank You John Murphy - Healdsburg</p>					
<input checked="" type="checkbox"/>	272	5/6/2016	<p>Schematic Design Option 1: Retain, renovate, and repurpose existing building with new exterior and interior parking, accommodations for the Healdsburg Farmers Market, and community event space.</p>	<p>The Schematic Design option 1 is best for Healdsburg, There are a few small changes that should be Looked Into 1. the disable Ramp is to long and on a to High of a slope. may have to shorten it with a curve at the top. 2. To Many Electric Car stations that take up Valuable Event Parking / Booth space. the should be moved to an area that does not interfere with any events that may need the extra booth space. 3. for in door parking, the Health Dept. may not allow due to the fact of Idling Vechicles and even with the doors open</p>	Cathy	waterbury	302 Piper St #1	healdsburg ca	95448

					Comments	First Name	Last Name	Address1		State	Zip
					to much fumes. 4. the doors should roll up not open.						
<input checked="" type="checkbox"/>	273	5/9/2016	Schematic Design	Option 3: Remove existing building, construct new parking lot with shade structure (agrarian design), accommodations for the Healdsburg Farmers Market, and community event space.	Agrarian design seems most appropriate for the location, following the design of Shed right next door. The old building should definitely be removed. It's an eyesore! Parking is important so the addition of 70 stalls would be very beneficial.	Nancy	Combs	222 First Street	Healdsburg	CA	95448
<input checked="" type="checkbox"/>	274	5/16/2016	Schematic Design	Option 3: Remove existing building, construct new parking lot with shade structure (agrarian design), accommodations for the Healdsburg Farmers Market, and community event space.	I was delighted to listen to the Park & Rec meeting of last week. The city needs to publicize the Cerri Project more, through flyers, newspaper articles, outreach speakers at community meetings i.e. Kiwanis, Rotary, et. - the City Manager should mention the projects status and request feedback in of his column for the Tribune.	Beth	Sawatzkyt	325 Grandview Ct	Healdsburg	CA	95448
<input checked="" type="checkbox"/>	275	5/16/2016	Schematic Design	Option 1: Retain, renovate, and repurpose existing building with new exterior and interior parking, accommodations for the Healdsburg Farmers Market, and community event space.	Sent comment earlier in the day. Not sure why but from what I got in my email, it looks like I picked Option 3. That is not correct. resending with Option 1	Beth	Sawatzky	325 Grandview Ct	Healdsburg	CA	95448
<input checked="" type="checkbox"/>	276	5/19/2016	Schematic Design	Option 3: Remove existing building, construct new parking lot with shade structure (agrarian design), accommodations for the Healdsburg Farmers		Briana	Herrod	573 badger St	Healdsburg	CA	95448

					Comments	First Name	Last Name	Address1		State	Zip
					Market, and community event space.						
<input checked="" type="checkbox"/>	277	5/19/2016	Schematic Design	Option 1: Retain, renovate, and repurpose existing building with new exterior and interior parking, accommodations for the Healdsburg Farmers Market, and community event space.	Please make accommodation for bike lockers when you are siting your utilities. 6 bike lockers can fit in one car space and will encourage cyclists to stay longer if their expensive bikes are safely out of sight. Bike racks are not sufficient	Carla	Howell	406 Sherman St	Healdsburg	CA	95448
<input checked="" type="checkbox"/>	278	5/21/2016	Schematic Design	Option 1: Retain, renovate, and repurpose existing building with new exterior and interior parking, accommodations for the Healdsburg Farmers Market, and community event space.	Please use the free plas from Jon/Alan best way to move this project	Jack	Neureuter	1410 Geysers Rd	Geyserville	CA	95441
<input checked="" type="checkbox"/>	279	5/23/2016	Schematic Design	Option 1: Retain, renovate, and repurpose existing building with new exterior and interior parking, accommodations for the Healdsburg Farmers Market, and community event space.	I think the existing building has a lot of character that should be retained and improved upon	Denise	Matlow	337 Mountain View Dr	Healdsburg	CALIFORNIA	95448
<input checked="" type="checkbox"/>	280	5/23/2016	Schematic Design	Option 3: Remove existing building, construct new parking lot with shade structure (agrarian design), accommodations for the Healdsburg Farmers Market, and community event space.	Hello. I'd like to see the original tin facade of the building preserved for historical context, and new structure built behind for modern functionality. This architectural technique works extremely well in both big cities and small towns.	Stu	Matlow	337 Mountain View Drive	Healdsburg	California	95448
<input checked="" type="checkbox"/>	281	5/25/2016	Schematic Design	Option 3: Remove	please plant trees for shade in parking	elizabeth	reilly	2177 mill creek rd	healdsburg	ca	95448

					Comments	First Name	Last Name	Address1		State	Zip	
					existing building, construct new parking lot with shade structure (agrarian design), accommodations for the Healdsburg Farmers Market, and community event space.	lot, and use permeable paving. why not make it beautiful and simple, using the right materials and graceful proportions. obie bowman is good at this, and local.						
<input checked="" type="checkbox"/>	282	5/26/2016	Schematic Design	Option 3: Remove existing building, construct new parking lot with shade structure (agrarian design), accommodations for the Healdsburg Farmers Market, and community event space.	Any of these would be acceptable to me. Cost would be the main consideration and I did not see that addressed.	Carolyn	Moore	315 Sherman Street	Healdsburg	CA	95448	
<input checked="" type="checkbox"/>	284	7/8/2016	Schematic Design	Option 3: Remove existing building, construct new parking lot with shade structure (agrarian design), accommodations for the Healdsburg Farmers Market, and community event space.		Julie	St John	571 Fieldcrest Dr	Healdsburg	California	95448	
<input checked="" type="checkbox"/>	285	7/8/2016	Schematic Design	Option 1: Retain, renovate, and repurpose existing building with new exterior and interior parking, accommodations for the Healdsburg Farmers Market, and community event space.		Julie	Gross	324 Grandview Court	Healdsburg	California	95448	

Cerri Site Feedback Emails

Mark Themig

From: John Lloyd <john.lloyd@bigjohnsmarket.com>
Sent: Thursday, March 03, 2016 8:27 PM
To: Parks; David Mickaelian
Cc: Josie Gay (forwarding); Jerry Eddinger; Nancy Madarus
(nancymadarus@eddingers.com)
Subject: Cerri site building

Please mark me down as supporting option #2.

Just because something exists or has been around over time doesn't mean it should live forever. The building is a teardown and has been for all of the 24 years I've been in Healdsburg. For a considerable amount of time it was a repository for chemicals of all kinds.

Please allow common sense and reason to make this decision and not just public sentiment.

John Lloyd

Mark Themig

From: Jerry Eddinger <jerry@eddingers.com>
Sent: Friday, March 04, 2016 7:29 AM
To: Mark Themig
Cc: Marylou Eddinger; Nancy Madarus
Subject: RE: Cerri site building

Mark

I was not able to be at the meeting last night but would like to comment regarding the Cerri building anyway. I do not believe there is any historical significance attached to that building, it is just an old dilapidated building. (By the way I worked there sorting prunes and apples as a kid) It is a great spot for a covered parking lot that could have additional uses from time to time if needed. The farmers market serves a very small part of our community and as you know parking is at a premium. We have worked very hard over the last 20 years to make Healdsburg what it is today, a very vibrant place to be, we have many studies showing a need for parking and as you know that is why the city purchased the property

Jerry Eddinger

Eddinger Enterprises, Inc.

62 W. North Street
Healdsburg, CA 95448
(707) 433-5113
www.eddingers.com

Mark Themig

From: Jerry Eddinger <jerry@eddingers.com>
Sent: Monday, March 07, 2016 2:49 PM
To: Mark Themig
Cc: Marylou Eddinger
Subject: RE: Cerri site building

Marc

Thank you for the information, option 2 makes the most sense to me as parking is what we need. Knowing the estimates would also be helpful.

Thanks

Jerry

Jerry Eddinger

Eddinger Enterprises, Inc.

62 W. North Street
Healdsburg, CA 95448
(707) 433-5113
www.eddingers.com

From: Mark Themig [<mailto:mthemig@ci.healdsburg.ca.us>]
Sent: Monday, March 07, 2016 2:36 PM
To: Jerry Eddinger
Cc: Marylou Eddinger; Nancy Madarus
Subject: RE: Cerri site building

Thank you Jerry for providing your comments. I will include them with the information that goes to City Council later this spring. Lots of history on that site for sure.

Just an FYI: the farmers market board is interested in seeing the existing building removed and a new shade structure parking area constructed. Most of the public comment we received on Thursday was in favor of retaining and repurposing the building. We have put both options on the City's web site: <http://www.ci.healdsburg.ca.us/696/Cerri-Site-Purity-Building>

Thanks again!

Mark

MARK THEMIG | Community Services Director
City of Healdsburg
1557 Healdsburg Ave. Healdsburg, CA 95448
707.431.3116 | healdsburgparksandrec.org

[Click Here to Register for Classes](#)

[Facebook](#) | [Twitter](#)

From: Jerry Eddinger [<mailto:jerry@eddingers.com>]
Sent: Friday, March 04, 2016 7:29 AM
To: Mark Themig

Mark Themig

From: Elizabeth Pembroke <liz@pembrokestudios.com>
Sent: Friday, March 04, 2016 2:49 PM
To: Brigitte Mansell (Forwarding); Tom Chambers; Gary Plass; Shaun McCaffery; Eric Ziedrich (Forwarding)
Cc: Rich Pembroke; Ray Holley
Subject: Cerri Bros. building!

Hi City Council members,

I just wanted to let you know Rich and I attended the presentation last night and overwhelmingly - everyone who attended/spoke (@80 people) wanted to restore the building - EXCEPT - the farmers market representatives who attended.

We strongly feel there are good alternatives to tearing down the building to accommodate the Farmers Market. There has to be a middle ground.

We need to preserve as much history as we can, there are way too many historic houses being torn down right now. We were surprised none of you were there. (Sorry if we missed you if you were there.) I just wanted to pass on the community feedback.

Thank you for your consideration, Liz & Rich Pembroke

Mark Themig

From: Barbara Nelson
Sent: Friday, March 04, 2016 6:12 PM
To: Mark Goff
Cc: Mark Themig
Subject: RE: Regarding the Cerri Building

Hi Mark,

Thanks you for your email. As there is no project in the Planning and Building Department at the present time, I will forward your email to Mark Themig, Community Services Director, who is working with the community on the concept for the Cerri property.

Best Regards,
Barbara

From: Mark Goff [<mailto:mark@goffengel.com>]
Sent: Friday, March 04, 2016 12:44 PM
To: Barbara Nelson
Subject: Regarding the Cerri Building

Dear Barbara

I am writing today in support of the restoration of the Cerri building.

I have read the information on the city website, toured the building, and attended last nights meeting.

The restoration option is brilliant, and adds to the graciousness of our city.

This proposed space **goes beyond the needs of the farmers market**, to become a much needed multi use space, to be enjoyed by all.

There has obviously been much care and thought put into the restoration design, which in turn saves part of Healdsburg's history.

In my humble opinion, the teardown option is not gracious, and visually presents itself as a 1970's used car lot.

The vast majority of citizens who attended last nights meeting, myself included, are in support of the **restoration** of the building.

Need we continue to tear down our history and pave it over as a parking lot?

Should we not be saving our history and adding character and charm into our city?

My main reason for writing to you today is to be one of the many, many voices in support of the restoration of the Cerri building.

My best and thanks
Mark Goff
227 North Street

Mark Goff
Healdsburg, California 95448
707-395-0237

Mark Themig

From: Maria Curiel
Sent: Monday, March 07, 2016 8:41 AM
To: David Mickaelian; Mark Themig
Subject: FW: old purity building

FYI

From: Leisa [<mailto:leisademostene@gmail.com>]
Sent: Sunday, March 06, 2016 7:28 PM
To: Maria Curiel
Subject: old purity building

we need parking!!!! that's a great place for the biggest ugliest parking lot we can get! the city council has neglected the lack of parking spaces for far too long. every new business has increased the need. let's be smart about this issue, please.

Mark Themig

From: kpower0@aol.com
Sent: Tuesday, March 22, 2016 12:37 PM
To: Mark Themig
Subject: cerri warehouse facade

Mark - Thank you for the recent tour of the Cerri Warehouse. The sculpted facade appears to me to be the building's most distinctive feature and I believe it offers a compromise between the city's renovate or demolish options for the property. The facade/false front could be supported and preserved in place as an historical marker for the demolished warehouse. The original signage, "Cerri Bros. Warehouse," could be restored in the manner of the successful Sam Meyer project on Healdsburg Avenue.

The false front would continue to project the old farm town look as reflected in the finish of City Hall to the West and Healdsburg's newest grange, the steel-built Shed, to the East. The three structures would create an interesting backdrop to a North Street neighborhood consisting largely of parking lots.

The facade with its concrete loading apron could serve as a public information station, telling the story of Romeo Cerri's warehouse in the Prohibition era and offering other stories and displays of Healdsburg in the old days. - Keith Power 473-0543

Mark Themig

From: Peter Witter <pwitter5@comcast.net>
Sent: Monday, April 18, 2016 3:10 PM
To: Mark Themig
Subject: Re: Petanque

Got it and appreciate the update.

A few comments on the schematics apart from the petanque consideration :

- It seems that the requirement for a second egress from the parking is not cost effective with the bridge, etc. nor would it be used. The exit from Foss Street adds little and is always congested.
- Retaining the existing building and platform also makes little sense to me in that both would probably have to be rebuilt at considerable extra expenst. It also severely implacts the design options on the site.
- Although I understand the political call to maximize parking, some flexibility here would also increase the design options and would make little overall difference in parking impact.
- And from an urban design standpoint, I would think that it would make sense to have a the building closest to SHED to front North Street in response to SHED and to emphasize the entrance to the market
- Therefore, it seems to me to call for a Design Option 4.

Peter

On Apr 18, 2016, at 1:38 PM, Mark Themig <mthemig@ci.healdsburg.ca.us> wrote:

Hi Pete – thanks for the phone call over the weekend. Here is the latest information on the Cerri Site. You can select the “Schematic” design link to view the three different proposals. <http://www.ci.healdsburg.ca.us/696/Cerri-Site-Purity-Building>

As I mentioned, all three of the proposals attempt to maximize parking on the site, so I’m waiting to hear back from the architects on whether the remaining space under the oak tree would be suitable for a petanque court. I’ll let you know as soon as I hear. They do preserve the area around the oaks so maybe it’s possible? We are having a public open house on Wednesday, May 4 for the Cerri Site too. <http://www.ci.healdsburg.ca.us/Calendar.aspx?EID=345>

Also, we are working on completing a concept plan update for the Saggio Hills park site. I’ve asked the designer to include petanque as an option in that plan. I’ll get the plan to you to review as soon as I receive it – hopefully later this month or early May.

Mark

MARK THEMIG | Community Services Director
City of Healdsburg
1557 Healdsburg Ave. Healdsburg, CA 95448
707.431.3116 | healdsburgparksandrec.org

Mark Themig

From: sawbeth2@comcast.net
Sent: Thursday, May 05, 2016 8:37 AM
Subject: Save the Purity Building from being turned into a parking lot..

Hi Healdsburg Friends & Neighbors

The decision on what will be done with the Purity Building will be made this summer by the City Council. If you have not had a chance to see the building inside nor looked at the options, below are several links about the Purity Building/Cerri Property project. I hope you will take the time to look them over. It is important that as many people as possible who live, have businesses or work in Healdsburg have this information.

The first link is the Schematic Designs of the 3 options... <http://www.ci.healdsburg.ca.us/699/Schematic-Design>

This is the link to the presentation made last night after the open house...<http://www.ci.healdsburg.ca.us/DocumentCenter/Home/View/6330>

If you would like to support option 1 - here is a link to an online petition...
<https://www.change.org/p/mark-goff-save-the-purity-building-from-being-turned-into-a-parking-lot>

Respectfully,
Beth Sawatzky

Mark Themig

From: sawbeth2@comcast.net
Sent: Friday, July 08, 2016 11:17 AM
To: bsawatzky@comcast.net
Subject: It is Not to late to give your feedback...Cerri Site Redevelopment Project

Hi my Healdsburg Residents contacts

As you know I am very concerned that the Cerri Site (Purity Building) will be torn down to please a minority of our population. I am a great supporter of the Farmers' Market and certainly recognize we need parking. I believe most people do not want to walk more than two blocks to anything and that the retaining the building means another year round venue that can be used by more than just the Farmers' Market. What ever you opinions are on the tearing down of the Purity Building...If you have not already looked at the Cerri site info (link below) or filled out a feedback form (link below) form only available until 15th. **NOW IS THE TIME!**

If you can make it ...see you at the meeting on the 27th.

Cerri Site (Purity Building) Redevelopment Project

Park & Rec Advisory Commission

Wednesday, July 27, 6PM Council Chambers

Provide Your Feedback - Form available only until July 15 th

It's not too late to get involved! After reviewing the information on this project, provide your feedback through our [online feedback form](#). The form will be available until July 15 and responses will be included in the Parks and Recreation Advisory Commission and City Council meeting packets.

In addition, you can share your feedback directly with the Parks and Recreation Advisory Commission and City Council at their upcoming meetings during the public input segment for this agenda item.

Wednesday, July 27: Parks and Recreation Advisory Commission

The Parks and Recreation Advisory Commission will be reviewing the project at a special meeting on July 27, 2016, at which time they are expected to make a recommendation to City Council on the schematic design options.

Monday, August 15: City Council

City Council is expected to take action on the project at their August 15, 2016 meeting.

Link to the three options and feedback request page...

<http://www.ci.healdsburg.ca.us/706/Leave-Feedback>The Cerri Site (Purity Building)

Redevelopment Project link... <http://www.ci.healdsburg.ca.us/696/Cerri-Site-Purity-Building>

Mark Themig

From: Dennis Drowty <drowty@comcast.net>
Sent: Wednesday, July 13, 2016 4:18 PM
To: Mark Themig
Subject: Cerri Site Feedback Form

Hi Mark,

In my attempt to complete subject form, I discovered responders are restricted to selecting 1 of the 3 schematic design options, i.e. without selecting one of these options, one could not submit the form and thus their comments. Since, at this time, my preference is for the entire site to be converted to public parking, I am sending to you the comment I tried to submit on the form.

I look forward to reviewing the project's cost/benefit analysis including capital cost, annual revenue and operating cost projections. I envision the Farmers' Market would continue to operate on this lot in the same manner as it currently does every Wednesday. This seems equitable to the Market, the City and the citizenry given consideration of all factors. Thank you for keeping me informed.

Denny