



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Angel Rios, Jr.

SUBJECT: SEE BELOW

DATE: December 11, 2017

Approved

Date

12/21/17

COUNCIL DISTRICT: 7

SUBJECT: VIETNAMESE AMERICAN CULTURAL CENTER FEASIBILITY STUDY

RECOMMENDATION

- 1) Accept the report of the feasibility study for the future Vietnamese American Cultural Center (VACC);
- 2) Authorize the Parks, Recreation and Neighborhood Services Department (PRNS) to utilize the entire Shirakawa Community Center for the Interim VACC after the Work2Future program moves out on or before June 30, 2018; and
- 3) Authorize PRNS to move forward with the design and improvements of the Interim VACC at the Shirakawa Community Center as described in Option Shirakawa S-1.

OUTCOME

Approval of the recommendations in this memorandum will allow staff to begin the design of improvements to the Shirakawa Community Center that are necessary to support operation of the Interim VACC, seek opportunities for a permanent VACC location in the Kelley Park Master Plan Update, and develop the fundraising strategy for the development of the interim and permanent VACCs.

EXECUTIVE SUMMARY

A feasibility study has been prepared to identify the development potential and corresponding budgetary requirements for a VACC within Council District 7. Two sites were selected to be evaluated. The first site is the Shirakawa Community Center located on Lucretia Avenue and the second is on the east side of Kelley Park located on Robert Avenue, adjacent to and north of the Vietnamese Cultural Heritage Garden. Table 1 summarizes the options that were analyzed and projected the project costs:

TABLE 1
Summary of Options Evaluated for VACC

Alternative	Site Location / Alternative	Alternative Description	Projected Cost
S-1	Shirakawa S-1	Partial Remodel	± \$6 million
S-2	Shirakawa S-2	Full Remodel	± \$26 million
KP-1	Kelley Park KP-1	New Construction	± \$41 million

Based on feedback from the stakeholders as well as this feasibility study, staff is recommending to pursue an interim VACC at Shirakawa Community Center (S-1) in the near term, while simultaneously looking for opportunities for the more permanent VACC at Kelley Park (KP-1).

BACKGROUND

The Vietnamese American community in San José is the largest in the United States totaling over 100,000 residents and making up more than 10 percent of the city’s population. Many people are first generation residents of the Bay Area and have lived here for 20, 30 and 40 years. It is not uncommon for many residents to have lived longer in the United States than they lived in Vietnam.

Efforts were made more than 10 years ago to establish the beginnings for a VACC. With the down-turn in the economy and the dissolution of the Redevelopment Agency, the initial start was put on hold along with many other projects.

On February 2, 2016, City Council accepted the following recommendation from the Rules and Open Government Committee: 1) Direct the Directors of Parks, Recreation and Neighborhood Services (PRNS) and Public Works (DPW) to prioritize the feasibility study for a Vietnamese Community Center and 2) If the community feedback is supportive, designate a site within Kelley Park for the Vietnamese Community Center.

On March 18, 2016, the Mayor released his March budget message which included \$300,000 in proposed funds to identify a site and commence fundraising for the operation of a VACC.

The interim VACC was opened at the Shirakawa Community Center located at 2072 Lucretia Avenue in Council District 7 in October 2016. PRNS is the lead provider of community programs, and currently shares the Center with the Office of Economic Development’s Work2Future program. The entire Center will become available for the PRNS’ VACC community programs operation when the Work2Future program moves to the Kirk Community Center to consolidate their programs in December 2017.

Since PRNS has activated the VACC, the Department has become a trusted service provider by building the community through culturally relevant recreational services that promotes health,

education, and social connections. The VACC organizes special events that regularly draw over 200 people, provides a range of youth services including summer camp, after school recreational and homework assistance, and multiple senior programs including dance, exercise, and educational programs. The VACC also collaborates with 21 community groups and averages 680 people attending services each week.

The City is updating the existing Kelley Park Master Plan, which was last prepared in 1991 and amended in 2000. Over the last two decades, there has been a variety of visitor attractions developed in the park such as the Japanese Friendship Garden, History San Jose, the Vietnamese Cultural Heritage Garden (Garden), and Happy Hollow Park & Zoo. Other improvements that support visitation are parking facilities, administrative buildings, and smaller attractions like an amphitheater. Even with these developments, the park retains large areas of open space. The Garden is intended to bring the public together to learn and experience the Vietnamese culture. The area adjacent to and north of the Garden was identified as picnic grounds and children's play area in the Kelley Park Master Plan Amendment prepared in 2000. However, it has not been developed. It could be a potential site for the future VACC.

Additional funding of \$500,000 is budgeted for future design costs related to the development of the VACC in the 2017-2021 Adopted Capital Improvement Program.

ANALYSIS

City staff has been working with the design consultant IBI Group Architects and Planners (Consultant) to identify the development potential and corresponding budgetary requirements for the future VACC. Two sites were selected to be evaluated. Both sites are owned by the City of San José. The first site, the Shirakawa Community Center, is located on Lucretia Avenue and the second site, Kelley Park, is located on Roberts Avenue. The Kelley Park site is more specifically located adjacent to and north of the Vietnamese Cultural Heritage Garden. The feasibility study also evaluated potential options to reuse all or part of the existing Shirakawa facility, remodel a portion of the facility or develop an entirely new facility.

The study takes steps to identify the space requirements necessary to support San José's ever-growing Vietnamese society and create a new cultural center for the use of all the residents of San José. An important part of this study was soliciting public input, collecting/expanding on their ideas and developing recommendations. In June 2016, the City initiated a process to select Steering Committee Members and established the Steering Committee to assist with the feasibility study. In September 2016, two community meetings were held to investigate what was needed for the community center. The community expressed space needs for children/youth activities, a gathering place for the Vietnamese community on the weekends, a place for performances, senior meals and social activities, and language and computer classes. In addition, a large gathering space which could accommodate 600 to 1,000 people for dining is much needed for the Vietnamese community.

The following three concepts represent the options evaluated for both the Shirakawa and the Kelley Park sites. The options include reuse, partial remodel, full remodel, and building an entirely new facility. While preliminary in nature, they are intended to give a sense of possibilities and illustrate the related costs.

Options	Size	Parking	Cost
<p>Shirakawa S-1 (Partial remodel)</p> <ul style="list-style-type: none"> • Enlarge the existing larger multipurpose room (200 person dining and 420 person assembly) • New commercial kitchen addition • Outdoor stage addition facing existing large lawn to the east • Small stage addition at the existing interior courtyard • New entry gateway • New electronic sign • ADA upgrade to one set of restrooms 	14,000 SF	62 spaces	± \$6 million (Year 2020)
<p>Shirakawa S-2 (Full remodel)</p> <p>In addition to what are included in S-1,</p> <ul style="list-style-type: none"> • Remove North wing and replace with a new larger multipurpose room (280 person dining and 600 person assembly) and stage • Renovate entire facility, including all ADA accessible • Change exterior character to Vietnamese style 	18,000 SF	62 spaces	± \$26 million (Year 2022)
<p>Kelley Park KP-1</p> <ul style="list-style-type: none"> • Completely new facility similar to other City community centers with a larger multipurpose room • Huge multipurpose room with convention center dividers (400 person dining and 875 person assembly) and stage • Multipurpose space can expand into lobby and outdoor patio with operable glass walls to accommodate additional 200 to 400 people • Flexible meeting/activities rooms for adults, youth, and children • Direct connection to the Vietnamese Cultural Heritage Garden 	24,000 SF	79 spaces + (over 500 spaces in Kelley Park)	± \$41 million (Year 2022)

The interim VACC at the Shirakawa Community Center has been heavily used since it opened in October 2016. As stated early, an average of 680 people and 21 community groups use the Center every week. Many community members have expressed appreciation for the existence of the interim VACC and would continue to use it. Since the entire Shirakawa Community Center will soon become available, it would be the best to have the interim VACC continue to operate at this location. Some improvements to the center as described above as Option Shirakawa S-1 would be needed to support the operations.

The biggest constraint for the Shirakawa site is parking. Currently only 62 on-site parking spaces are provided for the center. With the limited land at Shirakawa, it confines the opportunities for future expansion and adding additional parking to fully meet the needs of the permanent VACC. It is also farther away from the Vietnamese town center and Vietnamese Cultural Heritage Garden (Garden) compared with the Kelley Park site. Therefore, staff would not recommend to have the permanent VACC at the Shirakawa site. In terms of an investment on the interim Center, Option S-1 is more reasonable and feasible than Option S-2. On the other hand, the Kelley Park site is deemed to be a better location for the permanent VACC. It has a great potential to enhance the Garden and make the whole area a cultural destination for the residents of and visitors to San José in Kelley Park. More than 500 existing parking spaces in Kelley Park would also help to support the VACC activities.

Based on feedback from the stakeholders as well as this feasibility study, staff is recommending to pursue an interim VACC at Shirakawa Community Center (S-1) in the near term, while simultaneously looking for opportunities for the more permanent VACC at Kelley Park (KP-1).

EVALUATION AND FOLLOW-UP

Approval of this recommendation will enable the VACC project to move forward into the design phase. Staff will report back to Council to request approval for additional actions needed to develop the VACC, such as reporting on fundraising status and awarding the construction contract.

PUBLIC OUTREACH

In June 2016, the City initiated a process to select Steering Committee Members and establish the Steering Committee to assist on the feasibility study. Three (3) Committee meetings and one (1) tour of four of the City's existing community centers were held through the feasibility study process. The tour included discussion with the City staff about the operation and the use of each facility. It was extremely beneficial and aided in the Steering Committee's understanding and visualization of similar spaces.

In September 2016, two community meetings were held to investigate what was needed for the community center before the Interim VACC was opened in October 2016.

On August 12, 2017, a community meeting was held to present the VACC Feasibility Study and solicit input from the community. The meeting was delivered primarily in Vietnamese with translations made by way of head phones in English and Spanish. Three options as described above were presented with potential project costs and a comparison of the costs to other San José Community Centers. After the formal large group presentation, City staff, the Consultant, and Steering Committee members led small group discussions. Six small groups were formed for the discussions. Five out of six groups expressed interested in continuing to utilize the Shirakawa Community Center and suggested the City pursue Option S-1 in the near future and spend \$6 million to improve Shirakawa. They would like to see Option Kelley Park KP-1 be the final goal in the long run. The last group would like to pursue Option S-1 like all others and check with the City if they could afford to do Option KP-1.

This memorandum will be posted on the City's Council Agenda website for the December 19, 2017 Council Meeting.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office, the City Manager's Office, the Planning, Building and Code Enforcement Department, and Public Works.

COMMISSION RECOMMENDATION/INPUT

This Feasibility Study was reported to the Parks and Recreation Commission on November 1, 2017. The Commission accepted the report and staff's recommendations and would review the future VACC location at Kelley Park in the Kelley Park Master Plan Update process.

COST SUMMARY/IMPLICATIONS

1. AMOUNT OF RECOMMENDATION/COST OF OPTION SHIRAKAWA S-1:
\$6,000,000

Project Delivery	\$1,515,000
Construction	\$3,900,000
Contingency 15%	\$585,000
TOTAL PROJECT COST	\$6,000,000

2. SOURCE OF FUNDING:
385 – Construction Tax and Property Conveyance Tax Fund: \$500,000

The initial design costs for the selected option are already budgeted at \$500,000. The budgeted \$500,000 will be enough for the design work up to 50 percent Construction Documents package. No funding is identified for implementation of the selected option. In addition to the \$500,000, \$230,000 is remaining of the original \$300,000 budgeted for future VACC fundraising and development. City staff is currently developing the scope of services for hiring a fundraiser. Our goal is to raise \$6 million to implement the recommended Option Shirakawa S-1 in the next three years and develop a long term fundraising strategy for Option Kelley Park KP-1.

While fundraising for the VACC begins, there is expectation for services currently being offered to the community at the Shirakawa Community Center continue. In the current 2017-2018 Adopted Budget, PRNS has \$114,000 appropriated for staff costs (1.0 FTE Recreation Specialist, 1.0 FTE Sr. Rec Leader, and 2.0 FTE Rec Leader hours) funded only through December 31, 2017. Currently PRNS has issued a Request for Qualifications for a possible Lead and/or Program Service Operator(s). Completion of this process is targeted for Spring 2018. Regardless of the outcome of the RFQ, PRNS is moving forward with a mid-year budget request to maintain existing VACC staff so that the community does not experience a reduction of services and ensures an appropriate transition if a qualified lead provider is identified.

BUDGET REFERENCE

The table below identifies the current funds and appropriations for the VACC.

Fund #	Appn #	Appn. Name	Total Appn	Remaining Amount
385	4793	Vietnamese-American Community Center Feasibility Study	\$200,000	\$68,000
385	405I	Vietnamese-American Community Center Design	\$500,000	\$500,000
001	7904	Vietnamese-American Community Center Planning and Fundraising	\$300,000	\$230,000
Total Funding for the VACC to date			\$1,000,000	

HONORABLE MAYOR AND CITY COUNCIL

December 11, 2017

Subject: VACC Feasibility Study

Page 8

CEQA

Statutorily Exempt, File No. PP17-001, CEQA Guidelines Section 15262, Feasibility, and Planning Studies.

/s/

ANGEL RIOS, JR.

Director, of Parks,

Recreation and Neighborhood Services

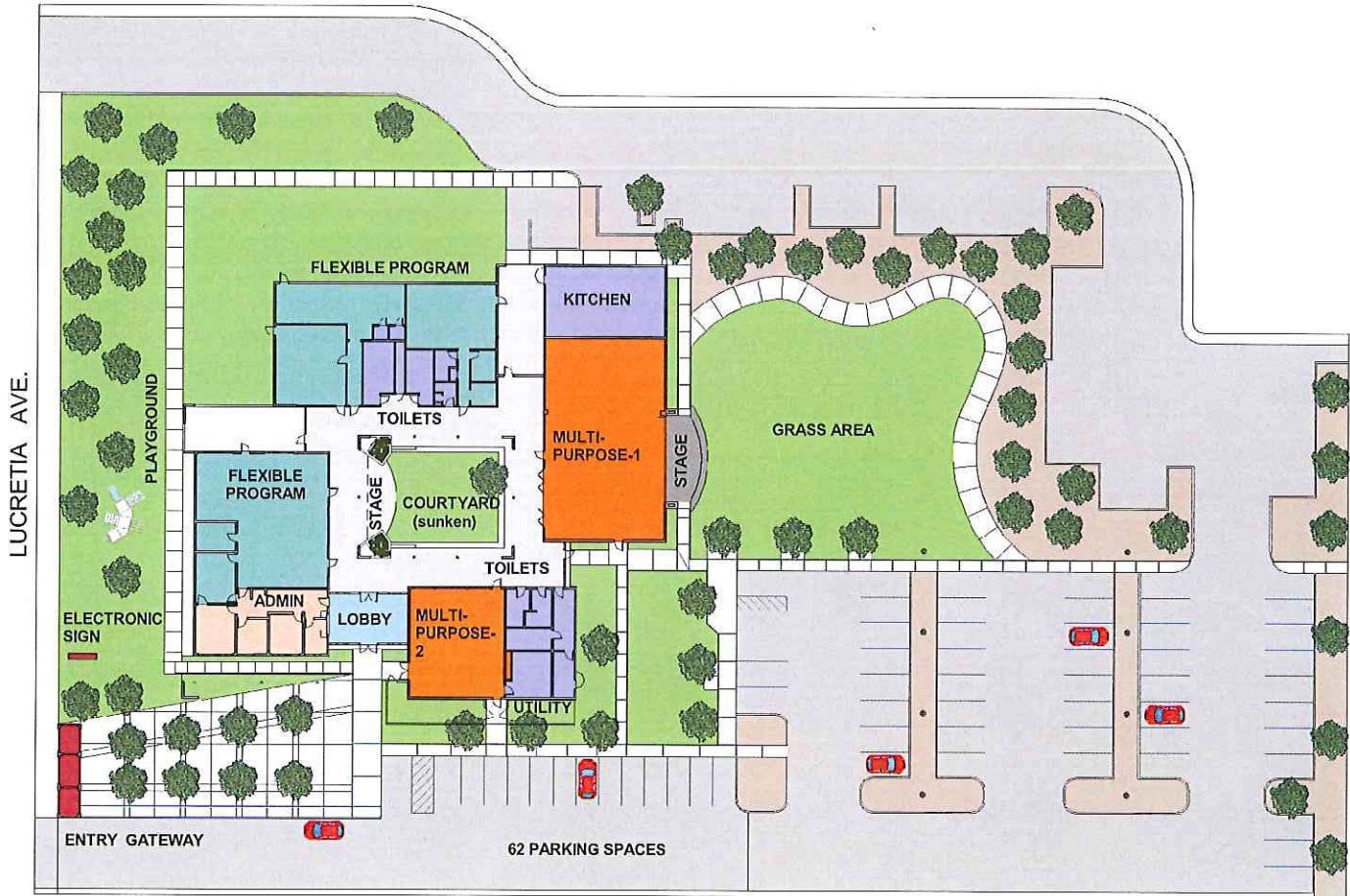
For questions, please contact Nicolle Burnham, Deputy Director, at (408) 793-5514.

Attachment: VACC Feasibility Study Options

The draft VACC Feasibility Study report can be found at:

<http://sanjoseca.gov/Facilities/Facility/Details/Vietnamese-Community-Center-553>

Vietnamese-American Community Center Shirakawa Site S-1 Interim Center Improvements



Renovate and enlarge existing multipurpose, add kitchen and outdoor stage, entry gateway and electronic sign, ADA restroom upgrade.

Parking

Total number of spaces **62**

Estimated Cost

Year 2020 **+/- \$6 million**

Building Area

Total building area **14,000 SF**

Multi-purpose 1

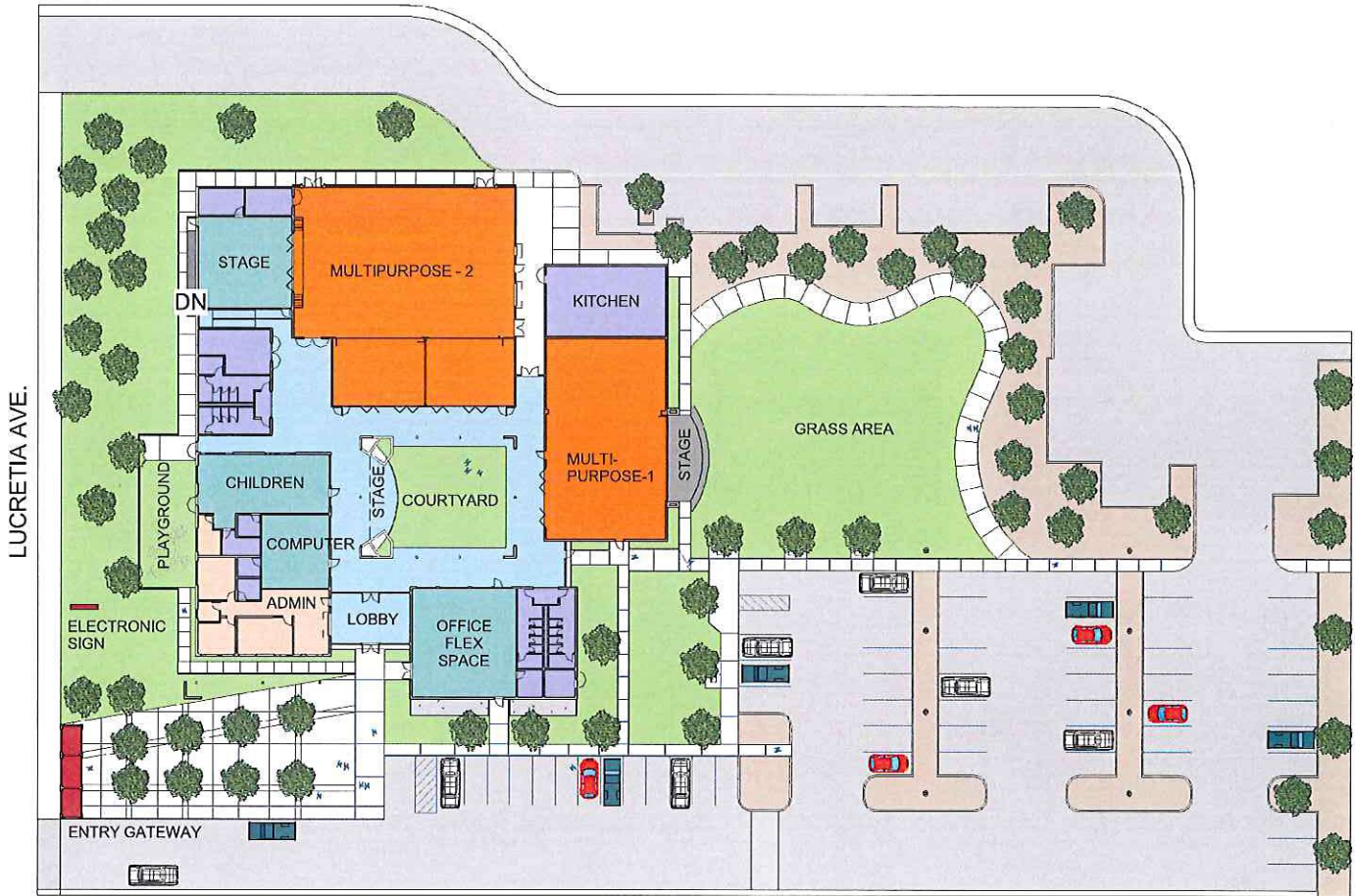
Assembly **420 people**
Dining **200 people**

Multi-purpose 2

Assembly **180 people**
Dining **80 people**

Vietnamese-American Community Center

Shirakawa Site S-2 Town Hall Plan



Add new larger multipurpose, renovate entire facility, add kitchen and outdoor stage, entry gateway, change exterior character of building.

Parking

Total number of spaces 62

Estimated Cost

Year 2022 +/- \$26 million

Building Area

Total building area 18,000 SF

Multi-purpose 1

Assembly 420 people
Dining 200 people

Multi-purpose 2

Assembly 600 people
Dining 280 people

