

**PARKS AND RECREATION COMMISSION  
AGENDA REPORT**

---

August 8, 2019  
Item 7

**TITLE: REVIEW AND DISCUSS CENTURY HOUSE HISTORICAL USAGE AND  
FUTURE PROJECTIONS FOR THE SPACE**

**SUMMARY**

The Pleasanton Century House, located at 2401 Santa Rita Road, has been closed to public use since 2014 due to numerous building and life safety code deficiencies. The City of Pleasanton retained the services of Jeff Katz Architecture (JKA) to provide a comprehensive analysis of the building and determine structural, mechanical, plumbing, electrical, and Americans with Disabilities Act (ADA) issues.

At the April 11, 2019 Parks and Recreation Commission meeting the report from Jeff Katz Architecture was shared with the commission and public comment was received. The commissioners asked for more information on the history of the usage and revenue received for the Century House.

Staff has collected operational information from the last several years for the Century House. This information was then used to help project possible programs and rental uses.

**RECOMMENDATION**

Review and discuss Century House historical usage and future projected usage for the space.

**FINANCIAL STATEMENT**

There is no fiscal impact.

## BACKGROUND

At the April 11, 2019 Parks and Recreation Commission meeting, staff presented the report from Jeff Katz Architecture and discussed strategies that could be utilized to reopen the facility.

At this meeting, the commissioners asked for program and rental information for the Century House. Below is a chart showing the past few years the Century House was operational. The chart includes the year, the type of use (rental or program) the revenue, and the types of programs that were offered:

Year	Type of Use	Revenue	Types of Programs
2010	Rentals	\$11,046	
2010	Classes	***	Drama, Chess, Yoga, Music, Painting
	<b>TOTAL REVENUE</b>	***	<i>Data has been purged from system as system is no longer being supported</i>
2011	Rentals	\$16,263	
2011	Classes	\$19,343	Yoga, Chess
	<b>TOTAL REVENUE</b>	<b>\$35,606</b>	
2012	Rentals	\$13,634	
2012	Classes	\$47,286	Yoga, Art, Chess, Babysitting
	<b>TOTAL REVENUE</b>	<b>\$60,920</b>	
2013	Rentals	\$22,231	
2013	Classes	\$50,609	Yoga, Film, Art, Chess, Science, Babysitting, Game Design, Debate
	<b>TOTAL REVENUE</b>	<b>\$72,840</b>	
2014	Rentals	\$20,273	
2014	Classes	\$23,197	Yoga, Debate, Tai Chi, Chess, Science, Lego
	<b>TOTAL REVENUE</b>	<b>\$43,470</b>	<b>**NOTE: Programming stopped mid-year due to status of building</b>

Upon closure of the Century House, many of these classes were relocated to other locations. However, not all could be accommodated due to already overcrowded facilities. Chess, babysitting and a few of the art classes no longer are being offered because there is not appropriate or available facility space. The lost revenue from these classes equates to about \$5,000 a year.

As there was also some discussion on the types of rentals at the Century House, the information below highlights the different types and the quantity of rentals at the Century House between the years of 2010-2014.

The most popular rental type in the Century House during this time period was a 'party', this includes birthdays, and bridal and wedding showers. 103 were held both indoors and outdoors at the house during this time. The chart below articulates the other types of rentals that occurred at the house between this same period.

Type of Rental	# of Occurrences between 2010-2014
Parties	103
Weddings	23
Memorials	22
*Special Uses	22
Meetings	17
Dinners	5

\* 'Special Uses' was used when a renter didn't designate the type of use during the application process

## DISCUSSION

In order to reopen the Century House several options were discussed at the April 11 meeting. One of the options discussed was:

- Correct identified issues on both the first and second floors to allow access and use similar to the past. This would require installation of an elevator outside the current building envelope. Cost estimate \$3.0 million.

This option was one of the more favored options of the commissioners. With this option programming and rental opportunities would be similar to what was being offered prior to the closure.

Restoring the current floor plan would allow small classes once again to be held inside the Century House. Some of the classes that could not be accommodated after the closure could be offered in the space to recoup the approximately \$5,000 in lost revenue.

Small parties and small weddings were able to use the indoor space previously and could use the space once again; however, most weddings and large parties would need to use the outdoor space.

An elevator would provide needed access to the two rooms upstairs. These rooms could be used for meetings or for bridal suites as they had been used previously.

With a fresh look to the property, while maintaining the same floor plan, staff predicts that much of the same programming and rental opportunities could be once again offered. As rental rates would need to be adjusted to comparable facilities, revenue could slightly more than year 2013 and 2014, when the facility was highly utilized.

Many community members and visitors to Pleasanton appreciate the Century House and the historic feel. This option would provide an opportunity to restore the Century House back to its previous operations.

Another option discussed:

- Correct identified issues on both the first and second floors, while at the same time relocating walls, stairs, etc. within the existing building to increase programming opportunities and to allow a wider range of activities. In this scenario the stairs would be relocated, and an elevator installed within the existing building. (\$3.5 million)

In this option, the exterior of the building would be rehabilitated and continue to maintain the historic look and feel. The interior of the building would provide a large open space on the main floor, approximately 800-1,000 square feet. There would also be an accessible bathroom and small catering re-heating kitchen.

The second floor could have two, well-appointed, meeting rooms 300-450 square feet each.

Projected programs and rentals under this scenario would include many of the same programs and rentals that occurred prior to the closure, plus some new, innovative programs. With improved facilities, possibly increased parking and heightened marketing, the revenue accrued in 2013 (\$72,840) could be conservatively increased to \$90,000-\$100,000.

Specialty contract classes have historically been a strong source of revenue for the Recreation Division. In the last few years, the revenue for specialty contract classes has been averaging about \$730,000 a year. Currently, the Recreation Division is at-capacity for offering any additional classes, as there is no more programmable space available. However, there is a very strong demand by contractors and residents to offer more. A large open space at the Century House could provide an opportunity to offer the following combination of new and old programs:

- Additional Lego classes, one of the most popular classes offered and frequently sold out.
- eSports Programming – A growing trend for youth and young adults where players compete against each other in a variety of electronic games.
- Low Impact Exercise Classes – both the indoor and outdoor space could be used to offer barre exercise classes (not currently being offered), interval training (not currently being offered), additional yoga classes and possibly even animal yoga classes, (not currently being offered).
- Enrichment classes, especially during the summer months, are highly popular and could easily use the Century House for their programs. Art courses of all types are in demand. It is predicted that \$10,000 alone could be gained from simply offering one week-long summer camp for 8 weeks during the summer. During the remainder of the year contract classes could be offered during the week after-school and on weekends.

Parties were the most frequent rental usage and it is predicted that they would continue to be the most popular usage; however, it is also predicted that weddings, memorials, and meetings would increase in popularity.

Historic sites and properties are highly desirable for rent. Ravenswood Historic Site in Livermore is only available for rent weekends, November-March and is consistently booked. Ardenwood Historic Farm in Fremont is only available for rent April-October and currently only has 5 days available through 2020.

With two well-appointed meeting rooms upstairs, local businesses and community groups could host meetings upstairs.

In 2014 rental rates were \$200 per hour with a 6-hour minimum for 100 people in the Century House. Currently, Ravenswood Historic Site has a maximum capacity of 150 people and rents for \$285 per hour. A comparative study would be done to determine what today's rental rates are before deciding on a new rate for the Century House but even if the rate was adjusted to meet the rate at Ravenswood, we would see increased revenue.

Staff believes that rehabilitating the exterior of the Century House and providing modern, open spaces inside, would provide the community with a much-needed asset, a variety of programming and rental possibilities, and increased revenue.

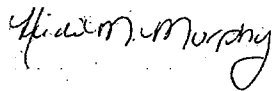
#### **NEXT STEPS**

Staff will return to a Parks and Recreation Commission meeting in the near future to discuss potential site planning changes and parking options.

#### **ALTERNATIVE ACTION**

Any other action as determined by the Parks and Recreation Commission.

Submitted by:



Heidi Murphy  
Director of Library and Recreation