

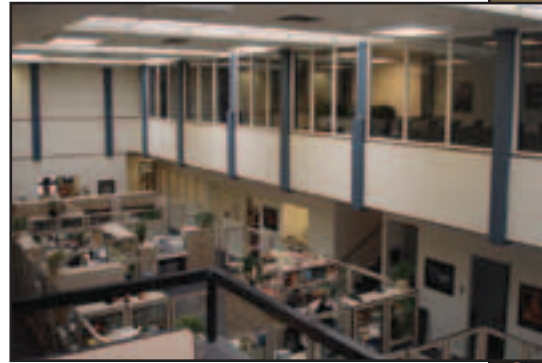
# 307 Main Street Remodel Draws Companies to Old Town



By Kelley  
Carpenter  
Communications  
Director at Wald,  
Rubnke & Dost  
Architects

When Salinas business owner Jim Gattis purchased the structure at 307 Main Street, built in 1932, he acquired a piece of local history that served as home for some of Old Town's businesses over the years. It began with the venerable Porter & Irvine department store made famous in Steinbeck's East of Eden. Ford's Department Store came next, followed by the Paragon night club. The building underwent an extensive renovation in the mid-1980s to serve as the backdrop for club-goers.

After the Paragon, First National Bank located a branch and administra-



tive offices at 307 Main Street, and the bank's account holders have been doing business there for more than 20 years. When First National Bank merged with Santa Barbara Bank & Trust, the bank wanted to retain its presence at 307 Main Street but make the branch more visible by moving its location in the back of the building to one facing the street. That's when Gattis seriously



considered remodeling the building for this and other tenants. As a native of Salinas, he knew what it would take to appeal to area businesses.

"Here was a building that was

structurally very sound, but its prior use had left it in a configuration that would be hard to lease in the current market. I wanted to re-design the

*Continued on page 21*

## DIPLOMAT SPOTLIGHT *Nadine Pedersen*

Nadine Pedersen (formerly Rodriguez) was born and raised in Salinas and is the eldest of 5 children. She attended local schools, graduated from Salinas High School in 1994 and attended Hartnell College.

In 2004, Nadine realized one of her callings was to help her community and began working with people on a more personal level when she became the resident liaison for the CreekBridge Luxury Apartments. Nadine quickly became the "go to" person and helped to keep occupancy for the community above 98%. She was in charge of planning all resident and community events and functions for CreekBridge, including the Haunted House fundraiser that helped raise over \$6,000 for our local schools. She also worked diligently and successfully as the Marketing Assistant to Elena Lightbown, CreekBridge's Community Manager.

Nadine married Justin Pedersen in Nov 2007. They welcomed their first son, Devin, in Feb 2008. Thankfully Nadine's very supportive family has allowed her to be so involved with the SVCC and the community.

Nadine returned to work for CreekBridge in November 2008 and was promoted to the Assistant Manager. In May of 2009 she was promoted to her current position as Community Manager.

Nadine became a SVCC diplomat in 2008, attending chamber functions, ribbon cutting and mixers representing the Chamber, as well as becoming more involved in Monterey county and Salinas area groups and organizations. For the past three years Nadine has been part of the SVCC Community Expo committee, Salinas Jaycees, and co-chaired the Haunted House hosted by CreekBridge and benefiting Peacock Acres. She also volunteers for Relay for life, California Rodeo and Old Town's Passport to Cherry's committee.

Being involved with the Chamber has not only been a great asset to her business, but has helped build wonderful and lasting relationships with friends and colleagues. Nadine is greatly involved in promoting Salinas and the surrounding area as a great place to live and play!



## A Farmer's Perspective, *continued from front page*

not necessarily work on every ranch. That's why we need to invest in research and technology. One size does not fit all.

While many in our Central Coast communities are not directly involved in farming, we all benefit from preserving the ability for farmers to keep doing what they are doing – whether it's because farming drives the economic engine of a community or you simply enjoy the open space and green fields it provides. In his letter to the RWQCB, Congressman Sam Farr, summarizes it best. "The paramount link between the economic viability

of agriculture and the landscape of the Central Coast cannot be ignored ... I urge the RWQCB to base its (recommendation) on the collaborative success of the past decade with the goal of achieving steady, consistent and demonstrable water quality improvements on the Central Coast."

We couldn't agree more. Through agriculture's alternative proposal our communities will continue to see sustained and demonstrable improvement that will preserve our waterways and the environment for future generations.

## Members of the Month, *continued from front page*

beverage, entertainment, education, government and nonprofit.

N + A joined the Chamber in 2010, and frequently recommends membership to their clients, as well as actively utilizing the marketing materials the Chamber produces for its members. N+A is in the process of moving to 295 Main Street, Suite 230 in Oldtown Salinas.

Not content with running a full time business, Karen Nardozza and her family, friends and associates also founded the Salinas Valley Half Marathon, a world-class event now in

its second year. Expanded to 150% capacity from last year, the race is drawing runners from Japan and Luxembourg as well as all over the United States in 2011. Karen is also involved with the Rotary Club of Salinas and other community projects. According to Karen, "I enjoy giving back to our community by volunteering time and donating professional services to local causes dear to me. When I'm not working, you might see me out and about sipping wine, walking the dog, running a few miles or hiking the Ft. Ord hills with friends."

# Lunch Local

June 22, 2011

Turf Club Catering  
216 John Street, Salinas

*Shabram Farahmand, our host, made the afternoon a delight with wonderful Mediterranean cuisine, warm sunshine, good fellowship and networking to boot!*



**Don't forget your business cards! Help support our local businesses! Network, join and grow.**



## 307 Main Street Remodel, *continued from page 4*

interior and create additional smaller spaces for people to lease, which is reflective of the way people do business today," said Gattis. This approach also supported Old Town's revitalization and economic development efforts by increasing the building's capacity and allowing more businesses to locate downtown. At present it's more of a trend to remodel than construct new buildings in Old Town.

To accomplish this goal, Gattis contacted local firm Wald, Ruhnke & Dost Architects, who collaborated with Jim on a light-filled, efficient solution to make room for more tenants: transform a two-story atrium into a three-story atrium in the building's center and surround it with an increased number of offices on all four sides.

"It's really great to work with a client like Jim Gattis who was committed to redeveloping a building from the 1930s and making it meet modern-day needs. As a result of that commitment, we've developed a project that is not only aesthetically attractive, but has managed to attract quality tenants during a challenging economic environment," said Henry Ruhnke of Wald, Ruhnke & Dost Architects.

The year-long renovation involved bringing the building up to current accessibility codes and upgrading the

electrical, plumbing and mechanical systems. The basement-level ceiling was removed to create an enlarged atrium and bring natural light into offices on the basement level, making them more desirable for leasing purposes. The resulting space is functional as well as beautiful, and is now home to a group of tenants: *Santa Barbara Bank & Trust; Central Coast Audiology; Hearing Choice; Davidson Enterprises; Andrew Ging Liu, Esq.; Ameriprise Financial; TMD Creative; BBR, LLP; First National Bank; Central Coast Audiology; Hearing Choice; Davidson Enterprises; Andrew Liu, Esq.; Ameriprise; TMD Creative; BBR CPAs; Steinbeck Mortgage; Steinbeck Real Estate; and Short Sale Accommodators, Inc.*

"The remodel and interior design increased the building's appeal and met our goal of attracting new tenants. We're pleased with the leasing progress and know that the design added value for our tenants," said Gattis.

At this writing, there are four remaining suites available for lease. This process can serve as a model and option for local property owners who are looking for ways to maximize their properties and business opportunities in a redeveloped Old Town.