



* **Item 10-B
Pacific View:
proposed
activation
plan**

Encinitas City Council
Sept. 17, 2014

* Complete the site assessment

Give direction to Staff - hiring experts as needed, finalize site assessment and develop specifications:

- * what space is available
- * in what condition (options - minimum needed to make it safe; recommendations to make it attractive to possible users)
- * include structures and open space
- * possibilities for portable structures.

* Establish City Council subcommittee

- * Representatives from Arts, Parks & Rec, Environment, Youth, and Senior Commissions and the Economic Development team, as well as real estate broker(s).
- * Work with staff to develop solicitation. Analysis should include
 - * Specifications defining what is available for lease
 - * Zoning restrictions
 - * Comparable rents for comparable uses
 - * Prospective users in Encinitas who have already expressed interest

- * After Council review of solicitation, distribute as broadly as possible, with 90-day response time.
 - * Use eTownHall and other City communications outlets.
- * Subcommittee review of proposals and recommendations to Council.

Solicitation should include explicit evaluation criteria, such as

- *Financial viability of enterprise
- *Revenue stream for City
- *Public benefit - will proposed use meet an identified need; will the benefits be enjoyed by Encinitas residents
- *Diversity - will multiple interests be served by the combination of proposed uses rather than the whole facility being used for one group



Council
subcommittee
would develop
plan for Pacific
View long-term
visioning
process