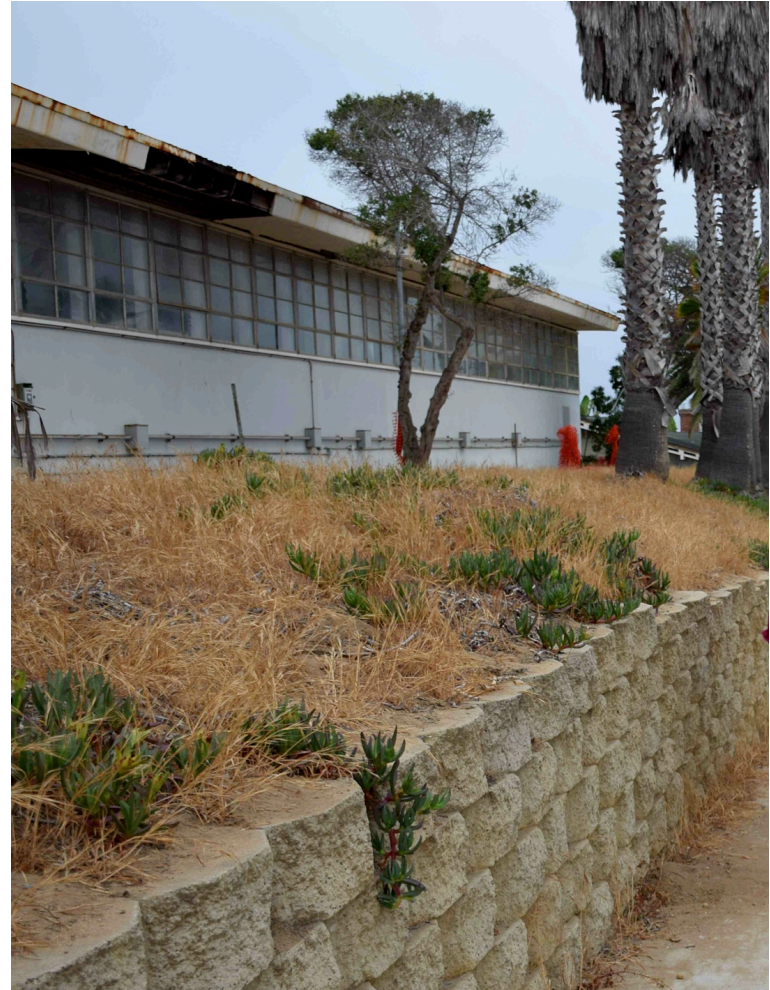


Pacific View Site Activation Plan Subcommittee

January 13,
2015



Agenda

- Welcome, Introductions
- Public comments
- Update on current status
- Review of draft report
- Additional public comments
- Adjourn

What we recommended and Council agreed

1. Use taxable bond financing

- Escrow has closed; the property belongs to the City

2. Agree on scope of interim and ultimate uses

- Arts, Education and Community Gathering Place with an emphasis on Theaters, Museums, Education, Outdoor Sales/Swap meets and park/recreation space
- Updated scope to be discussed today.

3. Direct staff to evaluate usability of existing buildings

- Assessment has progressed. We will hear an update today.

Current Status

- Subcommittee members have reviewed input from meetings, other submissions, and informal consultations
- We have a proposed approach for interim uses
- City staff and consultants have been evaluating existing structures
- Six-month lease agreements in place for Encinitas Glass and Towing company.
- Arts Master Plan is being developed, currently scheduled for completion in early 2016

Facilities Update

Pacific View Museum of Art, History, Culture, and the Environment

Philosophy: do what is feasible in near-term that moves us toward a grander ultimate plan; make the most of the funding available

- Museum is a use allowed by right in P/SP
- Within museums, one could find galleries, classrooms, gift shop, café, artists-in-residence
- Traffic and parking would be dispersed throughout the day/week
- Honors the history of the site; incorporates the old schoolhouse in a more prominent location

Open Space/Passive Use

- Clean up and enhance open space to accommodate
 - Parking
 - Recreation
 - Temporary structures
 - And More ...

Getting the most for our money

- Partner with qualified organization or coalition that would
 - Oversee the renovation and take responsibility for meeting building codes and safety standards
 - Enter into multi-year agreement to manage the space within City guidelines on a cost-sharing basis to be determined
- Subject to full Council approval of this concept, City would invite expressions of interest, select a qualified partner, and develop an agreement.

The Grand Plan

- To be determined in light of the Arts Master Plan and a vigorous and inclusive public process
- Don't chase short-term revenues that might constrain future options
- Use initial activities to build interest and support for the future

Next Steps

- Tentatively scheduled for 1/28 Council meeting
 - Report on progress
 - Seek Council agreement with proposed museum concept
 - Seek Council agreement on proposed partnership approach