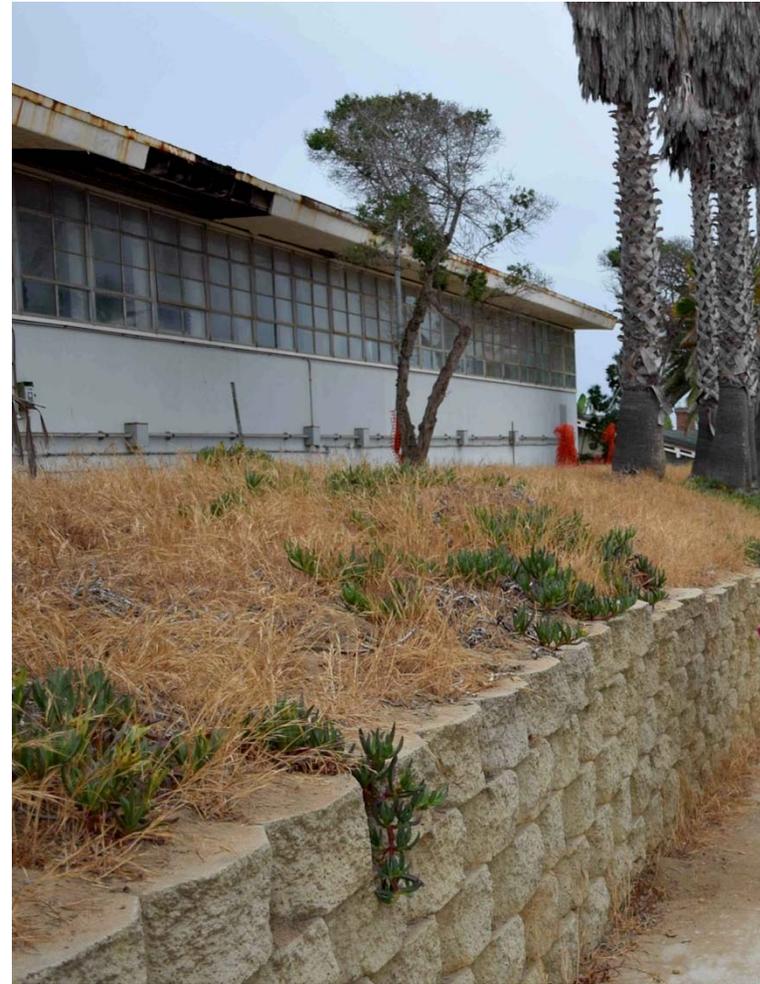


# Pacific View Site Activation March 3, 2015 Subcommittee



# Subcommittee Meeting Goals



- Update public on progress to date
- Share ideas on how to select “Operating Partner”
- Gather input for report to full Council in early April

**Today is NOT a decision-making meeting.**

Decisions on the selection process and ultimately on the Operating Partner will be made by the full City Council.

# Previous Council Direction:

## **1. Scope of interim uses**

- Arts, Education and Community Gathering Place with an emphasis on Theaters, Museums, Education, Outdoor Sales/Swap meets and park/recreation space

## **2. Direct staff to evaluate usability of existing buildings**

- Done

## **3. Hire architectural consultant to develop plans for bringing buildings into code compliance**

- RFP issued; selection in early April

# The proposed process



# Initial Use Proposal

- \* One entity would manage facility construction, tenant improvements, and utilization through Public-Private Partnership
  - Guidelines for utilization based on CDP, zoning, desire to serve as many community groups as feasible; shared spaces
- \* Passive use of outdoor space
  - Can we rule out swap meets?
- \* CDP required for any new use; special events maybe allowed with appropriate permit
- \* No change in historic schoolhouse location at this time

## While Architect Process is Underway

- Subcommittee works with staff and community to develop proposal guidelines for public-private partnership
  - Rehab the buildings
  - Clean up the open space
  - Create, activate and manage the site
  - Engage community volunteers
- Council approves selection process, selects final partnership plan and associated budget



- **Permits** – for Museum Use, require only Coastal Development Permit
  - Special events may require additional permits
- **Parking** -- 40 spaces proposed; more than required for museum, even with café and shop **as accessory uses**
- **Funding**
  - Goal is to be as cost-effective as possible; no specific amount of funding set aside for PV beyond architect study and maintenance costs
  - **PV activation funding will have to compete with other city priorities** (need at least 3 Council members to authorize funding)
  - Welcome and encourage volunteers and pro bono offers

# The Grander 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 conflict with Council and community vision
- Use initial activities to build interest and support for the future

# Brief Update from Staff

- On-going Maintenance
- Request for Proposals – Architectural Services
  - Mandatory Field Meeting – March 5, 2015 on-site
  - Proposal submittal - March 19, 2015 at noon
  - City Council Proposed Award of Contract – April 8, 2015

# Proposed Partnership Process

The role of the Operating Partner (OP) is to:

- **Design** the space
- **Construct** the space (code compliance and tenant improvements)
- **Schedule and manage** the space

“SPACE” means the buildings and the open space, i.e., the entire site.



# Starting Assumptions

- Operating Partner can be a for-profit or not-for-profit organization
- We expect the Operating Partner to have a coalition of organizations involved
  - City would not define the organizational structure (ie, partnership, subcontractors, new entity, etc.)
- The City will be reviewing proposals for technical qualifications
- There is no guarantee of City funding for the construction or operation of the facility.

# DESIGN

- Input from architect contract – construction drawings for code-compliant habitable shell
- OP design should address what capacity will be provided for:
  - Music (e.g., soundproofing)
  - Theater/performance (e.g., lighting, stage)
  - Visual arts (e.g., natural light; individual studios)
  - Ecological education (landscape, green building attributes)
  - Storage
  - Other?
- To fit within “museum” zoning, consider how the public will observe and learn about the activities being undertaken

# Building

- Operating Partner will have to show professional expertise in construction and timeline for completion of the work.

# Scheduling and Managing Site

- Demonstrate how site operation will comply with zoning and other requirements/constraints, e.g.,
  - Museum as primary use , e.g.,
    - Require public access to artisans at work
    - Include educational signage on all spaces
    - Include periodic public presentations/exhibits as part of use agreements
- Should evaluation give preference for:
  - Encinitas residents/organizations
  - Diversity of users – ensuring different elements of the community have access
  - Exclusive or shared space options?
  - How fast can site be activated
- What are expectations for outdoor space?
  - Passive use
  - Ecological education
  - Temporary uses

# Finances



- No funds set aside for PV
  - \$500k in unallocated General Fund balance **NOT** earmarked
- Activation proposals will have to compete with other projects
  - 3 City Council votes needed to approve authorization
- **OP will have to demonstrate financial viability**
- What's the best strategy?
  - Require matching funds?
  - Require cost-sharing of any profits?
- No requirement to cover full financing cost (\$700k)
  - Preference for OP to cover operating costs (\$20k+/year)

# How Can City Help in Creating Collaborations

- City website for easy access to PV information and potential partners
  - Post your interest and capabilities
  - Find potential partners
- Public meeting to facilitate matchmaking
  - Pending Council approval of overall strategy
- Other?

# Proposed Review Process

- Committee of technical staff and outside expert(s)
  - No Council members
  - No local entities with potential conflict of interest
- Final selection by Council
- How much time do you need to prepare proposals?

# Summary of Proposed Evaluation Criteria

(in random order)

1. Financial viability of organization
2. Technical competence
3. Local involvement (Encinitas residents/organization)
4. Consistency with relevant zoning
5. Initial cost to the City
6. Serving diversity of users and types of uses
7. Design and innovation
8. Green/sustainability
9. Revenue-earning potential

