



# *City of Encinitas*

505 S. Vulcan Avenue, Encinitas, CA 92024

## **NOTICE FOR LETTER OF INTEREST**

July 10, 2015:

### **Notice inviting Letters of Interest to be the Operating Partner of the Pacific View site at 608 Third Street, Encinitas CA**

**To be considered for future selection as the Operating Partner, a Letter of Interest must be submitted no later than 2:00 PM on Monday, August 3, 2015 to: City of Encinitas, Attn: City Clerk, 505 S. Vulcan Avenue, Encinitas, CA 92024.**

The City is inviting organizations to submit Letters of Interest for the purpose of becoming the Operating Partner, responsible for the design, rehabilitation, scheduling, maintenance and management of the buildings and grounds known as the Pacific View site at 608 Third Street, Encinitas CA. (APN 258-151-22-00).

#### BACKGROUND:

In December 2014 the City of Encinitas closed escrow on its purchase of the Pacific View property, a 2.8-acre site downtown that used to be home to an elementary school. The property also houses the historic schoolhouse from 1883, which is maintained by the Encinitas Historical Society. The City obtained the services of the architectural firm of Westberg+White to prepare a preliminary design report and cost estimates for rehabilitation and re-use of the former elementary school buildings. Preliminary analysis from the Westberg+White study was presented at a Pacific View subcommittee meeting on June 29 2015 and is available on the City's website at <http://encinitasca.gov/index.aspx?page=404>, along with the preliminary analysis, additional information pertaining to the City's vision and objectives for the site in reports from the PV Site Activation Subcommittee and City Council reports.

#### PARTNERSHIP INFORMATION:

The City seeks to enter into contract with one entity (Operating Partner) that will take responsibility for the operation and management (O&M) of the site. The O&M responsibilities include, but are not limited to, the design and rehabilitation/renovation of the buildings and grounds, incorporating the historic schoolhouse into the site, schedule and manage activities on the site consistent with the underlying Public/Semipublic zoning, for uses within the scope of arts, education, and community gathering places.

The Subcommittee recommended, and the Council approved, the following evaluation criteria in the ultimate selection of an Operating Partner (in no particular order):

- Financial viability of organization
- Initial cost to the City
- Revenue-earning potential
- Investment by proposer (resources OP brings to the City)

- Technical competence (relevant experience in design, construction, site management, arts administration)
- Governance model; relationship with City Arts Administration
- Local involvement (Encinitas residents/organization)
- Consistency with relevant zoning
- Serving diversity of users and types of uses
- Design and innovation, including compatibility with local ecosystem and community character and site heritage
- Green/sustainability attributes
- Unique need for this space (i.e., no comparable alternative sites readily available)

As indicated in the April 8 Subcommittee report to the Council, the City will consider a wide range of possible arrangements so as not to constrain the creativity of prospective Operating Partners. Financial considerations will be one, but not the only criterion for selecting the partner. There is no guarantee of City funding for the construction or operation of the facility. Organizations that are invited to submit full proposals will be expected to provide a detailed operations plan as part of the proposal.

LETTER OF INTEREST:

A Letter of Interest MUST be submitted to the City in order to participate in future Operating Partner solicitation processes. Quoting from the April 8 subcommittee report, the fundamental criterion for selection will be the benefits to the community relative to the cost to the City. The Letter of Interest should be no longer than five (5) pages, not including attached illustrations/exhibits, and should include a brief description of the following:

- Intended uses and users (indoors and out)
- High-level financial strategy
- Governance structure (who's in charge; relevant expertise and qualifications to be the Operating Partner)
- High-level design concept
- Experience with similar projects

Letters of Interest will be reviewed in light of the above criteria and organizations with concepts that are deemed viable will be invited to submit a full proposal according to a schedule that has yet to be determined. The City will respect markings of confidentiality, but encourages proposers to authorize release of information from the Letters of Interest to further enable collaboration within the community.

Collaboration Workshop:

In order to facilitate collaboration between prospective Operating Partners and prospective tenants of the space, the City will convene a collaboration workshop on July 20, 2015 in the Poinsettia Room at the Encinitas City Hall from 10:00am to 12:00pm.