

AGENDA REPORT

City Council

MEETING DATE: September 23, 2015

PREPARED BY: Greg Shields, Deputy
City Engineer

DEPT. DIRECTOR: Glenn Pruim

DEPARTMENT: Public Works

CITY MANAGER: Karen P. Brust

SUBJECT:

THE PACIFIC VIEW 90% PRELIMINARY DESIGN REPORT AND LETTERS OF INTEREST

RECOMMENDED ACTION:

Council take the following actions:

1. Accept Westberg+White, Inc.'s 90% draft Preliminary Design Report (PDR) for the rehabilitation of the Pacific View site (WF15A). Provide any direction as to desired modifications to the draft report for incorporation into the final draft; and
2. Accept the Letters of Interest, provide direction regarding the most likely Operating Partner(s) and request a complete proposal based on the criteria listed in the solicitation for Letters of Interest.

STRATEGIC PLAN:

Arts and Culture Focus Area:

Embrace great places to gather that showcase the City's arts and culture, history, and community charm and character.

Goals:

- Expand arts and performance venues that provide more diverse opportunities.
- Partner with groups to expand and leverage opportunities to grow the arts and culture venues.

FISCAL CONSIDERATIONS:

Westberg+White's Project Design Report provides three (3) options with their estimated costs. The cost estimates to restore the Pacific View school buildings and site range from \$3.9 million to \$4.4 million. The cost estimates provided by Westberg+White also provide alternative additions and deductions for review; this information can be found in Appendix F of the report. A copy of the summary of the costs is included as Attachment 4 of this report.

There are no costs associated with the evaluation of the Letters of Interest. Depending on Council direction, the costs associated with the selection of an Operating Partner will be discussed at a future date.

BACKGROUND:

Preliminary Design Report

On April 20, 2015, Westberg+White was selected and contracted to prepare a Preliminary Design Report, including three options, to bring the existing structures to a habitable, code compliant shell, that a future Operating Partner can further improve as necessary to occupy for the intended use(s).

On June 24, 2015, Westberg+White's 50% Draft Pacific View Rehabilitation and Reuse Project Design Report (PDR) was presented to the Pacific View Subcommittee for review and comments were received.

On August 10, 2015, City staff received Westberg+White's 90% PDR for review and comments and it is currently under review by staff. The PDR includes a building rehabilitation assessment for Civil, Architectural, Structural, Mechanical, Electrical and Sustainable Opportunities; together with the scope of work required for each. An estimate of probable costs for each of the three options is also provided. An electronic copy of the 90% Draft PDR is available on the City's website at: <http://encinitasca.gov/modules/showdocument.aspx?documentid=6070>

Letters of Interest

On April 8, 2015, the Subcommittee reported to the Council that the City will consider a wide range of possible arrangements for use of the site 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.

The Subcommittee, working through staff, then published a solicitation on July 10, 2015 that invited 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 of the Pacific View site. It was proposed that the site be identified for use as an Arts, Education and Community Gathering Place with an emphasis on theaters, museums, education, outdoor sales/swap meets and park/recreation space, consistent with uses permitted in the Public/Semi Public zone either by right or with a Minor or Major Use permit.

Staff received and accepted five (5) Letters of Interest. An additional one (1) Letter of Interest was submitted past the deadline established in the solicitation.

ANALYSIS:

Preliminary Design Report

Westberg+White, Inc. have been engaged in the preliminary data accumulation, compilation and analysis necessary for the preparation of the PDR. The completion of the PDR and Westberg+White, Inc.'s return to City Council for the acceptance of the final PDR can occur after incorporating any changes or modifications desired by the City Council.

The PDR included three alternatives for the renovation of the existing buildings and three alternatives for the exterior of the site, along with the associated costs. In addition to the building work described below, each option would require plumbing, electrical, HVAC, ADA and other improvements, the costs of which are included in the estimates. Following is a brief explanation of the alternatives.

Building Option 1 includes minor modifications to the classroom buildings, including upgrading and relocation of the bathrooms. The classroom building would have six tenant spaces and one break room with restrooms. In the administration buildings, most interior walls are removed, the spaces reconfigured and the bathrooms consolidated. There would be three tenant spaces, restrooms and several support offices. The estimated building rehabilitation cost for this option is \$2.22M.

Building Option 2 includes renovation of the classroom building interiors, reconfiguration of bathrooms and offices and the removal of the interior non-load bearing demising walls. This option would result in four tenant spaces, with three of them being rather large. In the administration building, most interior walls are removed and reconfigured and new bathrooms would be constructed. This option would provide one small tenant space and one large tenant space. The estimated building cost for this option is \$2.53M

Building Option 3 includes removing all interior walls in the classroom building and removal of the walled in atrium at the east end of the building. This would result in one very large space that essentially is the size of existing classrooms one through six. The administration building would have most interior walls removed and new offices/bathrooms constructed. There would be one large tenant space generally where the old kindergarten classroom was. The estimated construction cost for this option is \$2.54M.

The three site options include combinations of areas for parking, passive use, walkways, landscaping, public plazas and emergency access for fire vehicles. The costs of these improvements range from \$594,152 to \$738,333. One issue that needs to be addressed in the final PDR is to reflect the incorporation of the existing historic school site into the Pacific View property. The current exhibits show the school site separated from the PV site by vegetation and fencing.

Letters of Interest

The City advertised a solicitation for Letters of Interest to determine how many parties are interested in becoming the Operating Partner for the Pacific View site. In addition to gauging the level of interest, the intent of the solicitation was to perform a high level evaluation of the submittals and develop a short list of Potential Operating Partners. The evaluation was accomplished by rating each letter of interest against the criteria listed in the solicitation letter and assigning a point value for each criteria. The zoning compliance of the proposed uses for the site was excluded from this evaluation as it was done separately.

The evaluation of the Letters of Interest resulted in the conclusion that there are only two Potential Operating Partners, both of which have obstacles with the current zoning. The other three firms submitting Letters of Interest are more appropriate as being a part of the future use of the property.

The consistency with uses permitted in the Public/Semi Public zone, either by right or with a Minor or Major Use permit, is a critical issue for the development of the site. The Public/Semi Public zone includes many uses, including one as an "educational institution." Attachment 3 is a document summarizing the uses allowed in the Public/Semi Public zone. The current zoning of the property does not support the desire for a cultural arts center. None of the proposals submitted meet the criteria established by the zoning designation in place.

Both of the Potential Operating Proposals included instructional/educational components. The Land Use designated as an "educational institution" refers to regular academic instruction at kindergarten, elementary, secondary, collegiate levels including graduate schools, universities, non-profit research institutions, and religious institutions. This analysis does not consider arts classes, dance instruction, ceramics classes, or similar to fit within this definition because they are not regular academic instruction at any of the levels/institutions mentioned.

The two highest ranking Letters of Interest submitted are “The Encinitas Arts, Culture and Ecology Alliance” and “Pacific View Cultural Center.”

The Encinitas Arts, Culture and Ecology Alliance proposal was submitted by Garth Murphy and consists of a large group of individuals, civic entities, foundations and community leaders. Review of the Letter of Interest against the criteria established in the solicitation for Letters of Interest indicated that the plan, as submitted, does not meet the existing zoning. The financial strategy relies on crowd funding, grants, donor solicitations, etc. The Letter of Interest did not include a secured source of funding, but included numerous methods for potentially obtaining funding. This group of foundations and non-profits has individual experience on smaller scale projects, and has shown a willingness to participate in the larger alliance. Detailed information regarding project financing and zoning issues could be developed in a formal partnership process.

The second proposal was submitted by a collaborative of Radlab Designs and Sequoian Investments. This Letter of Interest had the same concerns regarding the inability to meet the current zoning for the site. The proposal states the uses as an outdoor commercial, dining and entertainment venue to showcase local artists, live music events, retail, private events, food trucks and farmer/art markets. Although the proposal showed other similar existing projects that are operating, there is the question of meeting the “character of the neighborhood.” The zoning issues are significant and may require a rezone of the property. This Letter of Interest did provide a letter of intent from Sequoian for \$2.875 Million in project financing. The Potential Operating Partner would need to identify their plans to resolve project zoning issues during a formal partnership solicitation.

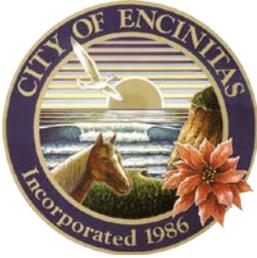
The Potential Operating Partner, or Partners, seen by the City Council as the closest to meeting the desires of the City Council should be requested to furnish a formal proposal that specifically addresses how the organization plans on addressing the zoning issues, the financing capability to bring the site into the habitable structure and also to enable the specific proposal to come to fruition. The formal proposal should also include the organizational structure to show the technically responsible persons for the various disciplines involved in the design, construction, maintenance and operational controls of the site. The formal proposal should also include a financial strategy, not only to rehabilitate the site, but the operation and maintenance of the facilities. The development of a solicitation for the potential partner, preparation of a proposal, and the review of the proposal will likely require 3 to 4 months to complete.

ENVIRONMENTAL CONSIDERATIONS:

There are no environmental considerations associated with this agenda report.

ATTACHMENTS:

1. Solicitation for a Letter of Interest
2. Letters of Interest
3. Public/Semi Public Zone Allowable Uses
4. 90% Draft Preliminary Design Report - Summary of Estimated Rehabilitation Costs



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.

The ENCINITAS ARTS CULTURE AND ECOLOGY ALLIANCE

LETTER OF INTEREST

**To: The City of Encinitas, 505 South Vulcan Avenue, Encinitas CA, 92024
Attn: City Clerk**

**From: Potential Operating Partner (POP): The ENCINITAS ARTS CULTURE AND
ECOLOGY ALLIANCE, a 501c3 corp. (EACEA)**

**Re: Letter of Interest to become the Operating Partner of the Pacific View Site
(PVS) located at 608 Third Street in Encinitas, California, APN 258-151-22-00**

August 3, 2015

**Contact: Garth Murphy
garthmy@gmail.com ph. (760) 402-8360
Jon Humphreys
jon@rlpdistribution.com ph. (760) 846-1902**

The Encinitas Arts Culture and Ecology Alliance

The Encinitas Arts Culture and Ecology Alliance (EACEA), made up of an extended group of local individuals, civic entities and foundations, (see members and advisors list) wish to become the operating partner of a new Pacific View Arts Culture and Ecology Campus on the site of the former Pacific View Elementary School.

We have created an exceptional team of entrepreneurs, craftspeople, artists, business experts and community groups capable of realizing the City's vision of creating a community arts and culture gathering space focused on arts education. Our plan will benefit the economic development of Encinitas and the greater North County coastal region in a manner that is self-sustaining. Rehabilitation and structured community use of the existing grounds and buildings would be the first step toward this goal.

EACEA PVS SITE DESIGN CONCEPT

Including intended uses and users, financial strategy, our governance structure and relevant personnel expertise, qualifications and experience.

- MISSION STATEMENT-

To create a rich and dynamic visual, cultural and intellectual arts and ecology learning experience at the new **Pacific View Campus**; to benefit the community and burnish the image of Encinitas by presenting a sophisticated, meticulously maintained, entertaining and self-sustaining educational venue; to enhance the neighborhood by continually improving the site; and to boost the City's economic development by establishing an outstanding arts resource and coastal culture destination.

- TEN GUIDING PRINCIPLES -

To rebuild, re-populate and effectively operate Pacific View School as a community-created arts campus: a wholesome interactive showcase for continuing arts, culture and ecology education.

To restore life and function to the entirety of this severely blighted learning space.

To beautify the neighborhood; to enhance the charms of our City.

To respect and gracefully earn the respect of neighbors and community.

To rehabilitate the existing classrooms at the minimum cost possible to achieve safety, a handsome finish and maximum flexibility of function; to accommodate the widest diversity of visual and performance arts and science.

To plant and grow sustainable permaculture teaching gardens based on Encinitas' historic landscapes that will define, complement and inform City of Encinitas Urban Agriculture, Urban Forest, water use and CO2-reduction initiatives.

To present and promote a pedestrian, bike and baby-carriage friendly place that will be an arts and education stop along the Coastal Rail Trail and a hot spot on cultural tourism maps.

To practice sustainable, secure, economical and self-sufficient management, with the lowest possible carbon footprint and highest community benefit, featuring all new sustainable technology.

To ensure that this future Encinitas arts education campus is a lively organism; a constantly evolving panorama of fine and folk arts and practical science that will educate, enrich and delight residents and visitors.

To help provide the personal cultural tools, community and sense of purpose to thrive in and positively affect the challenges of the 21st century.

PROPOSED USES

(To realize these mission goals under current P/SP zoning.)

1. Arts Talent Exhibition, arts workshops, expert residencies (museum, education), Teaching Garden, sustainable ecology and historic landscape (museum, education, park), Rehearsal Theater (theater), Encinitas History Museum (museum) and Cafe and Gift Shop (ancillary) will define the uses at this Cultural Arts showcase where art curation and education, entertainment and sustainable ecology interact in a manner that engages the entire community across all ages.
2. Programs will be designed to facilitate moderate but consistent daily student and visitor flow.
3. In conjunction with the City of Encinitas, a few daytime special events will be held each year. Open hours: 8 a.m. to 8 p.m. summer and winter.

DETAILED DESIGN CONCEPTS

(Envisioned to accomplish our mission goals.)

4. Power will be provided by the sun and wind, taking full advantage of this south-facing perch on the edge of the Pacific Ocean using clean, site-produced electricity. No fossil fuels.
5. Fifty-two dedicated parking spaces will be located onsite in the current towing lot at the SE corner. (Serving planned uses including an 800 square-foot cafe and 300 square-foot gift shop)
6. The 1953 Classroom Building, a mid-century International-Style classic with a tall glass wall facing south, will be restored, lit by the sun, passively heated, cooled by ocean breezes and powered by roof-top photovoltaics.
7. The six open Classrooms, each about 900 square feet, will be home to the vital interior spaces: the central two joined to become the principal showcase, gallery, mini-theater and performance space. The other four rooms will be dedicated to revolving arts exhibitions, practice, seminars and education. Appropriate soundproofing will muffle high-noise activities.
8. A Reception/Cafe will welcome visitors at the Third and E Street entrance.
9. The east/west-facing buildings will function as administration offices, restrooms, storage and as a business incubator for emerging arts and community groups, both profit and non-profit.

10. The existing 1883 Schoolhouse will be fenced into the compound to seal the southwest corner at F and 4th Street, acting as an historic museum, initial gift shop and reception for the F Street vehicle and pedestrian entry. A half-acre intensive teaching garden with pervious pathways, tables, benches and small, open, shaded pavilions, will surround the Schoolhouse, shield it from the parking lot and create an attractive, welcoming entrance. Sculpture will adorn the landscape.
11. The grounds and surrounds will be landscaped to represent the historic botanic ecology of Encinitas. We will showcase organic permaculture, employing soil-regenerative agronomy principles, integrating native plants, trees and grasses with Encinitas' historic orchard crops: avocados, oranges, lemons, grapefruit, figs, peaches, persimmon, dates grapes and olives. Partially shaded flower and vegetable garden beds will complete this sweet smelling, bird and bee-friendly, edible history garden, with places to meet, relax and enjoy it.
12. Rainwater will be harvested from rooftops and open-ground runoff and stored in tanks and swale; filtered grey water separated, providing water-saving gravity-fed irrigation.
13. The enterprise of this Arts Culture and Ecology center will operate on sustainable economic principles, an efficiently connected, productive ecosystem where nothing is disconnected or wasted, everything recycled, the whole greater than the sum of its parts.
14. It will be financially independent, supported by its own enterprise; partnering with local businesses and nonprofits to create on-site arts and ecology education and outreach programs for both adults and youth, during and after school; hosting visiting artists and culture icons and garnering private donations.

FINANCIAL STRATEGY

The Encinitas Arts Culture and Ecology Alliance (EACEA) is composed of a group of foundations and non-profits with fund raising and grant application expertise, as well as individuals with private funds and connections to donors, both corporate and private. There is also experience in crowdfunding. Other members have experience in building, building restoration and architecture, landscape architecture, green building (LEEDS Certifications), solar power systems and certification, waste recycling and water collection. We have members with business and financial-planning skills, arts-center development experience and business-incubation expertise as well as international sales' experience.

The financial plan includes establishing a first-year timeline with financial and achievement markers, using a variety of fundraising strategies to meet those goals. These strategies would include crowdfunding, grant solicitations, donor solicitations, private and corporate sponsorships, public and private events, and sales of memberships to raise the initial funding to rehabilitate the buildings and install the teaching gardens.

Once up and running, operating cash flow for the Campus would be derived from hourly, daily and weekly rentals of the six showroom/exhibit room/classrooms. Other income would be generated from the cafe and gift shop, memberships, public admissions as well as continuing-education program grants and outreach programs offered to schools, hospitals and other organizations. We will create community and private events, inviting corporate sponsorships and private donations. Rent of the garden pavilions for passive use, meetings, teaching and arts showcases would augment the building-rental income.

The formal teaching-garden we will install in the half-acre around the old Schoolhouse will be modeled after The Ecology Center of San Juan Capistrano and capable of generating an independent revenue stream for the site.

GOVERNANCE STRUCTURE

The EACEA governance plan is based on modern corporate structures, using an ecosystem management model, geared to adaptive management. The Executive Board and Board Members will be composed of experienced Encinitas community leaders with diverse and complimentary skill sets. Work time is required. Department Teams are composed of experts who will contribute in specific areas. There will be an Executive Director.

The Executives, Board Members and Department Teams are mostly composed of people with multiple overlapping skills. The Executive Director will oversee and facilitate interconnectivity among all elements for efficiency, maximum sustainable productivity, and to minimize costs and stress on individuals in a complex project ecosystem.

The Executive Team will include finance, fundraising and business expertise, which will be fully activated immediately upon OP declaration and City lease approval. In conjunction, the Construction Team will oversee the master plan for design and rehabilitation of the buildings, prepare a budget and engage with materials suppliers and contractors for the onset of funded construction.

Site cleanup and construction will be coordinated with the operations and maintenance teams as sections are finished. This will transition to full Operations and Maintenance Team activation on opening to artists and the public.

Landscape Team and operations would remain a priority throughout and have its own goal markers to meet. Key components range from soil preparation and regeneration to planting, water collection/distribution systems, and maintenance, working in harmony with nature, funding and the other construction activities.

We consider the City of Encinitas, all departments, especially Arts Administration, Engineering, Planning, City Manager and City Council, to be an active partner in this enterprise. We acknowledge the City's considerable investment in the PVS site, and thank them for courageously taking the lead on this farsighted project. We are confident we can deliver a healthy financial, ecological and social return on this investment.

EACEA PERSONNEL AND ADVISORS (Expertise, qualifications and experience.)

Carolyn Cope, President Encinitas Historical Society.

Jon Humphrey, CEO RLP Distribution LLC.

Chad Butler, Switchfoot Bro Am Foundation.

Jon Foreman, Switchfoot Bro Am Foundation.

Tim Foreman, Switchfoot Bro Am Foundation.

Garth Murphy, historic-building restoration, author, musician.

Evan Marks, The Ecology Center, Executive Director.

Drew Hubbell, Hubbell and Hubbell Architects, Ilan Lael Foundation.

Joy Lyndes, Landscape Architect, Community Parks Alliance.

Danny Salzhandler, Arts Alive/101 Artists' Colony.

Thora Guthrie, Executive Director, Encinitas 101.
Steve Barilotti, EACEA, editor, filmmaker, media, crowdfunding.
Jessica Toth, Solana Recyclers.
Liz Taylor, Engage Encinitas, Encinitas Community Garden.
Bob Bonde, City of Encinitas Inc. founder, Encinitas Taxpayers Association.
Tom Cozens, 5th-generation Encinitas native, the Boat Houses.
John DeWald, Pacific Station developer, Encinitas 101 President.
Bob Gatinella, contractor, Encinitas Chamber of Commerce.
Will Marre, writer, motivational speaker, ecologist.
Francine Filsinger, film director, president, San Diego Filmmakers.
Diana Crawford, CFO, RLP Distribution LLC.
Novalena Betancourt, Life For Benefit.
Jeremy Nichele, Silicon Surf.
Steve Garcia, arts educator, Grossmont College, construction, management.
Paul Beeson, solar Installation; electrician; California State certified inspector.
Dana Donatelli, VP, Encinitas Historical Society
Gigi Lopatriello, Sun Coast Landscape Design
Tom Powers, Black Mountain Productions, arts educator and organizer,
Ashley Mazanec, UCSD Masters Fellow in environmental policy, recording artist.
Chris Cote, publisher, Encinitas Magazine.
Jane Schmauss, California Surf Museum.
Tak Sugimoto, Encinitas farming family, city father.
Kay Colvin, Gallery Director, Arts Alive/101 Artists Colony.
Marsha Lindsay, 101 Artists' Colony Board of Directors.
Norma Salzhandler, Secretary, 101 Artists' Colony.
Linda Bergen, 101 Artists' Colony Board of Directors.
Naomi Nussbaum, Synergy Arts Foundation
Jax Meyers, Paint Encinitas and Leitchtag Foundation.
Ryan Burch, master surfboard shaper.
Angela Scheibe, architect, LEED AP, green design.
Brad Roth, Cottonwood Creek Conservancy.
Russell Levan, Groundwork Coffee.
Ryan Leo Goldsmith, sustainable agriculture.
Kathleen Lees, community activist.
Art Wolfson, marine ecologist.
Nicole Sokol, yoga instructor.
Andrew Hewitt, Game Changers 500.
Dave Algren, Ecofest.
Chandra Conway, grantwriter, communications consultant.

We are allied in our will to enact this plan and determined to make our partnership with the city and community of Encinitas a lasting and profitable affair.

Respectfully,

EACEAlliance 

(Three attachments: Artists list, site plan concept and classrooms south elevation.)

ANEX I:

ARTIST CATEGORIES AND USERS

Providing An Encinitas Cultural Arts Exposition And Education In:

- Advertising; Architecture/Landscape Architecture; Art Therapy/healing arts
- Ceramics/Mosaics; Comedy; Culinary Arts
- Dance; Digital Arts
- Folk arts: sewing, knitting, weaving, basketry, furniture etc.; Fashion
- Film, Video, Animation Production, taught and practised. Films presentation.
- Music, Singing (Music Recording)
- Painting; Photography
- Sculpture: Surfboard sculpting/shaping
- Theatre, Acting, Ballet, Opera, Performance
- All Writing, Poetry, Literature, Song.

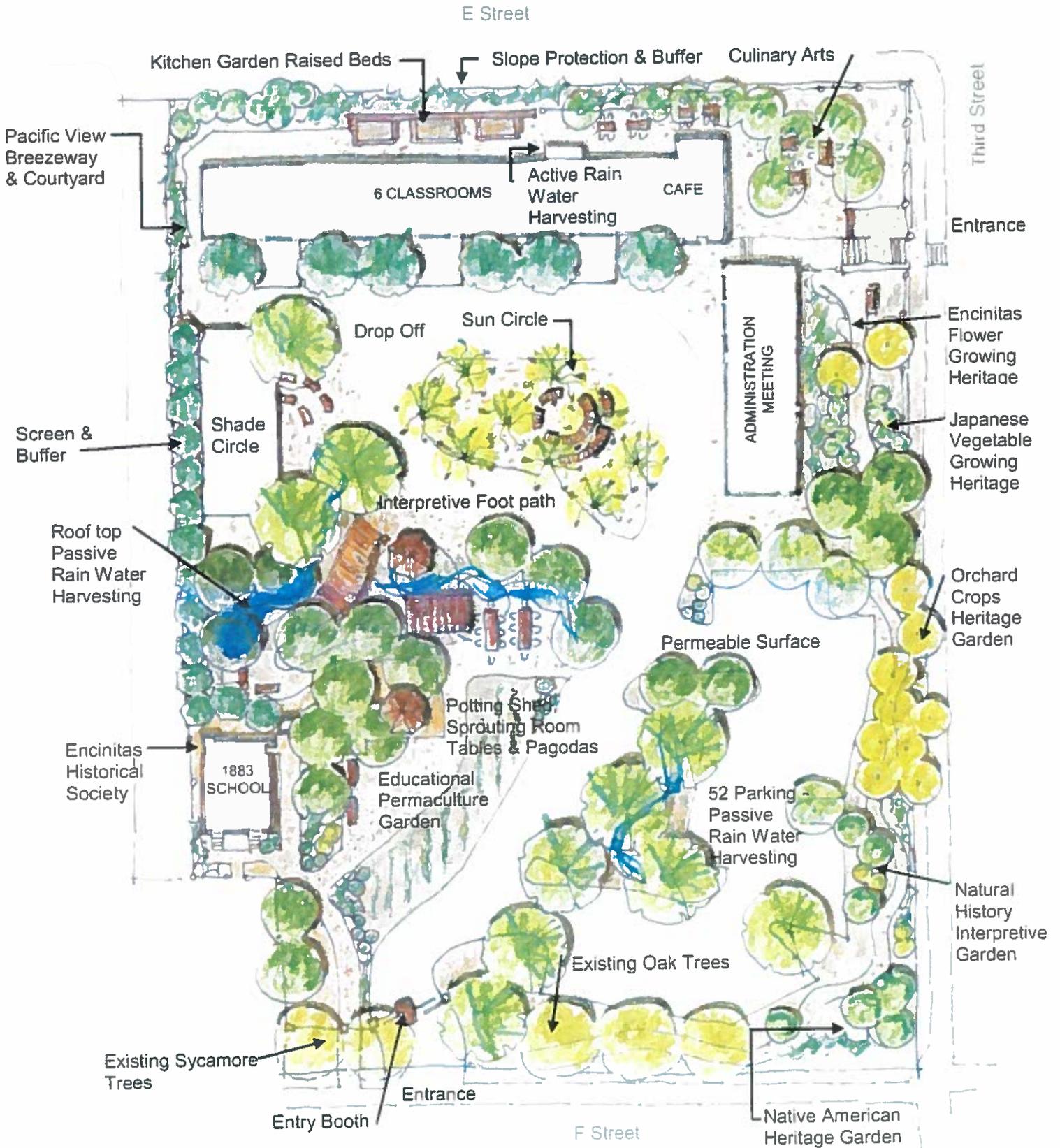
Cultural Arts and Ecology

- Experts' teaching workshops and seminars in all arts categories.
- Physical mind/body control and coordination arts: Circus art skills, Yoga, Tai Chi, Meditation
- Encinitas history: Arts, Culture and Ecology. 1815 to 2015; Museum/ gift shop.
- A Teaching/Learning landscape, Organic garden, Edible urban forest, Permaculture Park, grey water and rainwater harvesting, recycling everything.
- Reception Cafe: Teas and coffee, nutritious organic snacks, no pesticides, chemicals or antibiotics;
Culinary arts, special event farm to table feasts, fermentation arts (kombucha, sauerkraut etc.)
- All sustainable living traditions/technic, modernized, integrated with 21st century science and technology
- Start up for benefit arts business incubator (profit and nonprofit)
- Makers: fine wood, plastics and metal work, crafts, clean electric power systems, digital arts, robots, printing, 3D printing, innovative software and hardware.

The users of the Pacific View Cultural Arts Campus would be artists and their patrons, followers, fans, friends, neighbors, the local community, tourists and visitors, of all ages.

ANEX II: SITE PLAN

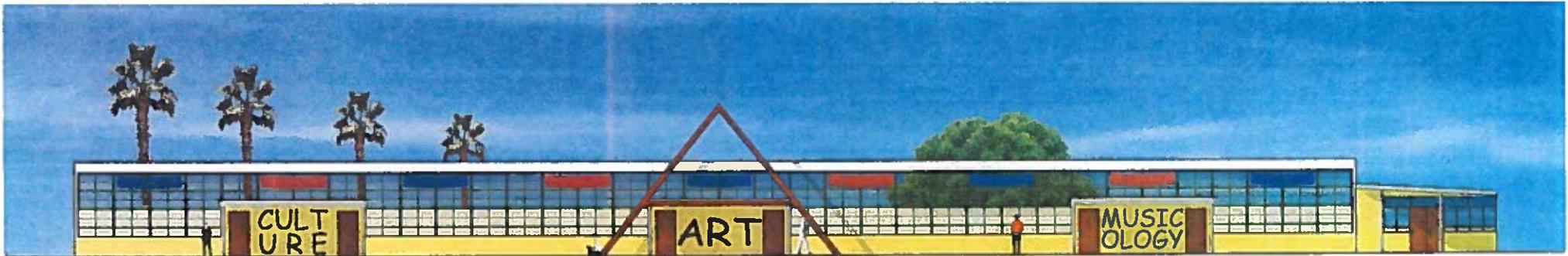
ANEX III: CLASSROOMS BUILDING SOUTH ELEVATION



Pacific View Arts, Culture & Ecology Campus Concept

July 2015





CLASSROOMS BUILDING - SOUTH ELEVATION

PACIFIC VIEWARTS CULTURE AND ECOLOGY CAMPUS
ENCINITAS, CALIFORNIA



2015 AUG -3 PM 12:01

City OF Encinitas



505 S. VULCAN Ave. Enc CA
92024

Notice OF

Letter OF interest.

Aug 3rd; 2015
Due Time 2:00pm

Prospectus:

Gregg T. Mills - President
Speed Queen(s) - Till 12-31-2015.

1106 2nd St #504
Enc CA 92024.

Dear Committee Member;

Governance structure Me in charge running speed queen(s)
And Eco-systems (structure) FOR Ladies washing sheets (only) A
hanging them up to dry And Approx 160 children and Adults A
week Using the 7 rooms on the Counter west North side Adjacent
To (E) street with a child to be named Selling or Distributing Tee-shi-
rts From the North/southwest corner

Qualifications: Scout Troop 777 Leadership Roles under Jack.
Filanc, Herb Seaton, MA Monzeglio. Parent- Juanita Mills Dist.
Secretary For 25 years district school experience, 24 ECE. Units OF
College And Stage hnd; art student (clay) For Emotional Therapy
Research. College PHD. study For Psychological studies.

This project intends to write a book on Emotional Wellbeing studies Research using Arts and Speed Queen(s) as basis this site with privacy issues controlled to provide a model of community development for emotional wellbeing/use purposes, for other individuals and communities to model. with the City of Encinitas as Revenue Partner for/and if book sales.

I. We have the ability to work with lots of other people with a direction to planning organizing goals and accomplishing our hiking goals under the direct tutelage of Jack Filanc, Scoutmaster. And an ability to direct art performance directives for personal or competitive use.

This site will be funded by me. \$11,530⁰⁰ - 30,000 start-up costs. ^{with disaster (Total loss due to fire) Insurance covered to \$70,000 cost override} by me. For a duration of 10 years. with 5 years and 5 years as an extension to provide the City with maximum chances

For renovation changes. it will use All the property - 2.8 Ac-
Res. You will be proud of the quality of Life when we
Are done

X 11:05 AM X 7-30-31-2015

Questions: (619) 849-0031.

X Gregory J. Mills

* PROPOSAL -

8/2/2015
Plans for 608 East Third St.

To whom it may concern;

As all great business people, musicians, artist, visionaries and leaders do; "I have a dream". All sincerity I had a dream several years ago I was to purchase an abandoned warehouse on the coast of California and begin a school. Not just be any school, but grounds were people will visit from around the world to partake in the teachings of the greatest thought leaders and influencers from around the world. Why Encinitas? Probably the same reason Yogananda ended up building his first establishment here. Explain that one haha

Sure you could tear the building down and throw up more shopping, attractions, etc., however I believe Encinitas has an opportunity to raise the bar not only in California but in this country. There are very few places left that overlook a cliff and have the simplistic, wholesome community setting as Encinitas. I believe this is a standard that other cities need to begin modeling in their own areas. Currently the United States is experiencing a huge emergence of external influence from other countries to the new generation of America. And the way the messages are being received is through the World Wide Web. This is what we should capitalize on for the utilization of 608 East Third Street. Bringing these thought leaders and community together will create an experiential education for people to learn how to get back to the basics of human movement (Ido portal - <http://www.idoport.com/watch>) , Nutrition (IIN - <http://www.integrativenutrition.com/>) and the building blocks of finances and healthy relationships. To paint a vision I see something like "La Costa" with a small community vibe and having no attachment or bias to a religious overtone.

Within the school campus would be a health food store focusing on smoothies, balanced meal plans and weekly food preparations; also several other healthy boutique restaurants (similar to a healthy food court). I know several successful models to be subcontracted in to absorb the overhead cost. Also food plans will be available on line to purchase for an entire family. Lodging will be available for people to attend much like a retreat space. A handful of rooms will be available to groups who will rent the campus for a period of time and also summer camps for children.

We also will have other retail spaces available on the campus like Lululemon, Lorna Jane, etc. These businesses will absorb overhead cost and bring global awareness to our school. This idea may seem small but it has the "boutique" business model much as you will see in Malibu,CA where things are protected but tons of expendable income flow in and out daily. Also this type of model capitalizes on the already surging tourism market in Encinitas.

Depending upon the growth of the school I would want it to stay local community size so we would be limiting the usage and time where people could come in and use the facility. Once classes far surpassed our ability to house and maintain a proper balance of people to accommodation ration we will begin offering our classes and workshops on line for other gym and cities to utilize and use as a daily tool for

success. IIN is an amazing business model of this idea. They host many on campus students however the majority of their income is from their presence on line.

Depending upon the frame work of the building we may be capable of providing the building with a face lift and simple remodel the existing structure. As for the outside area, I believe that will be ideal of a functional fitness training studio; basically an outdoor gym without any weights. To paint a further vision this would be like an adult playground or an outdoor gymnastics and climbing studio

My experience with this type of venture stems from my childhood. I have been in an entrepreneurial family since birth. And before my birth my grandparents pioneered many operations in this country. My first successful business was a New York style delicatessen. The deli was highly revered by several hundred thousand people. Unfortunately I could not sleep at night knowing the devastation I was doing to their bodies and minds by severing such high calorie low nutrient foods. So I decided to close the restaurant and pursue a journey of optimal health. I now host retreats, workshops and privately train clients all over the country. My girlfriend is a holistic health counselor and my brother a retired Army veteran with a master's degree in business and sports administration will be assisting with the planning and operation of the business.

To see an in-depth business model contact me at joshtarnofsky@gmail.com or call 760-421-2431 to set an appointment.

Thank you for your time,

Josh Tarnofsky

PACIFIC VIEW CULTURAL CENTER

A COLLABORATIVE OF RADLAB DESIGNS
AND SEQUOIAN INVESTMENTS

2 papers
attached

2:15 AUG - 3 PM 1:56
CITY OF ENCINITAS
CITY CLERK

OVERVIEW

A short-term lease for the site located at 6083 3rd Avenue, Encinitas. The site will be activated with uses an outdoor commercial, dining and entertainment venue to showcase local artists, live music events, retail, private events, food trucks and farmers/art markets.

INTRODUCTION

RAD Lab Designs and Sequoian Investments are both San Diego based companies focusing on cutting edge sustainable design and development within both the public and private realm. The team seeks opportunity on collaboration by experimenting through tactical urbanism, place making, and community based settings.

EXPERIENCE

The team's most recent collaborative project, Quartyard, designed to redevelop an empty City owned lot on the corner of 11th and Market in the East Village of downtown. Quartyard acts as an emerging model of urban planning that demonstrates how repurposing vacant land can quickly activate an empty lot into a thriving Urban Park.

The chosen lot of Quartyard is located in San Diego's East Village on the block of Park and Market Street which has been empty for a number of years, gathering nothing but trash, blight, and vagrancy. The team had adopted the challenge to temporarily occupy the space with: retail, restaurants, art galleries, garden, and community-based uses that provide an urban park with a sense of place.

The project employs recycled and retrofitted shipping containers that act as the core building blocks of the project and will serve as a temporary placeholder for future permanent development.

This temporary project serves as the city's courtyard, allowing an underused that has quickly become a vibrant focal point that the residents are proud of.

Currently, the team is working on a new concept in Barrio Logan called the Barrio Art Park. Similar to Quartyard in that they will be using shipping containers, the venue will be set up as mini art studio's/galleries for artist to showcase their work. This project will be providing art workshops for local artists and students who want to learn more about the arts.

By temporarily filling vacant land with unique architecture, small businesses, and vibrant outdoor spaces, the Quartyard offers a dynamic, interactive, and immersive experience with a core drive towards community engagement.

SUMMARY

The proposed project is to develop the 608 3rd Avenue, Encinitas. The new development will be focused on the arts while integrating a variety of user interests including using the existing structures on the site and introducing recycled and repurposed shipping containers to expand the possibilities. Accessory uses will include arts instruction, office space, onsite management, a cafe, museum shop, theatre performance space, upscale farmers market, independent film, children's day care, retail, yoga, and art galleries with an attached coffee shop.

PHASED IMPLEMENTATION

The construction of the shipping container development and rehabilitation of the existing structures will consist of four phases: Pre-construction, construction, operation, and end of life.

PROJECT DRIVERS

RAD Lab Designs and Sequoian projects are driven solely for the community, to help create a walkable, pedestrian friendly area. The Pacific View location offers an opportunity to provide local businesses to participate in the Shipping Container Pop-Up Marketplace Projects.

QUALITY ASSURANCE

The team's quality will be at the highest level and will be responsible for the documentation of the new site's organizational structure, functionality, levels of authority, and lines of communications for the ongoing activities.

GOVERNANCE

All construction, including the retrofitting of containers will include City of Encinitas and State of California certified permits. All building permits for site work will be through the City of Encinitas along with any other Governance needed for the projects.

ECONOMIC BENEFITS

Overall community outreach to help bring the community of Encinitas together in a fun, collaborative, local environment. This proposed project will create a walkable pedestrian friendly downtown that contributes to the area's vitality and its economic success, and allows residents to easily experience art, education, and culture. Providing attractive color, design, and architectural aesthetics throughout the project, while bringing local sustainable food and market businesses to the project. All new structures on site will be State Certified Recycled Shipping Containers. Please see attached proforma for economic breakdown.

PROPOSED LEASE TERMS

Lessee: RAD LAB Designs, Inc. or Assignee to be named.

Lessor: The City of Encinitas.

Premises: 6083 3rd Avenue, Encinitas.

Term: Five (5) years from the Commencement Date.

Extension Options: Two (2) three (3) year extensions at Lessor's sole discretion with six (6) month's notice of Lessee's request to extend the lease. Thereafter lease may be extended on a year-to-year basis at Lessor's sole discretion. All extensions shall be on the same terms and conditions as the original lease.

Commencement Date: Upon Lessee's receipt of a Conditional Use Permit.

Base Rent: \$1/Year NNN

Percentage Rent: In addition to base rent:

1) Rent during the construction period and during the start up period before the project begins to generate positive NOI will be \$0

2) After the project begins generating positive NOI the rent will be 5% of NOI until sufficient NOI, after rent payments, has been generated to repay the initial investment (capital contribution plus any additional capital paid in to cover losses in the initial months of operation).

3) After sufficient NOI has been generated to repay the initial investment, rent will increase to 25% of NOI.

Permits and Approvals: Lessee will be responsible for all permits and approvals, for both initial construction and ongoing operations

Lessee's Improvements: Lessee will be responsible for all improvements at Lessee's sole cost and expense; Lessee shall retain ownership of improvements at lease termination and shall have both the right and obligation to remove all improvements except underground utilities. Lessee shall turn over the site to Lessor at the end of the lease in substantially the same condition as at Lease Commencement.

Subleasing: An overall concept for the use of the site will be approved by Lessor as an attachment to the Lease. Lessee

shall have the right to sublease portions of the project without Landlord approval as long as the uses conform to the project concept.

Option to purchase: When Lessor is ready to sell the site, Lessee shall have first right of refusal to purchase the property at market rate value.

Insurance: (1) Commercial General Liability Insurance with limits of at least \$1,000,000 per occurrence, subject to an annual aggregate of at least \$2,000,000; (2) Liquor Liability coverage in the amount of not less than \$5,000,000; (3) Workers' Compensation Insurance, as required by the laws of the State of California for all of lessee's employees who are subject to this Lease, with Employers' Liability coverage with a limit of at least \$1,000,000.

Access: Lessee shall have access to the site per Right of Entry Agreements for planning and testing activities related to Lessee's proposed improvements. Lessee will be responsible for repairing any damage to the site.

This letter is intended to support discussions on a potential lease of the property and does not bid any party to an agreement. Only a formal lease, fully executed by Lessee and Lessor can bind.

RE:START

christchurch, new zealand
2011



The Re:START container mall was born from the need to breathe new life into the Christchurch central city, following the devastating earthquake in 2011 and has become a cornerstone of the city.

PROXY

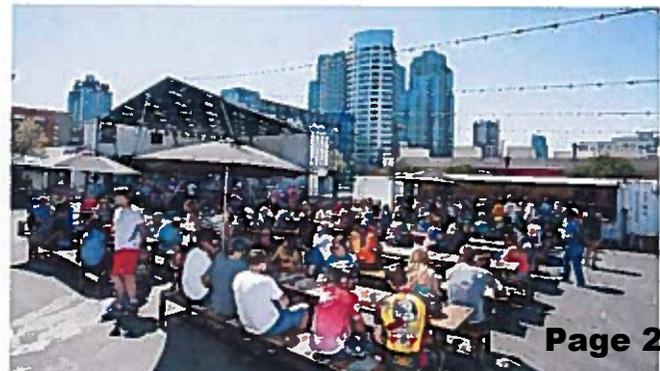
san francisco, california
2011



PROXY is a response and solution to the ever changing urban lifecycle, existing as a temporary placeholder and an instigator of evolving cultural curiosities in art, food, retail and events.

QUARTYARD

san diego, california
2015



What was once a vacant lot is now an eco-friendly outdoor community space, home to a coffee shop, restaurant, dog park, beer garden, music venue, a rotating assortment of food trucks, farmers markets & other cultural events.

GREEN BRONX MACH FREIGHT FARM

south bronx, new york
2010

boston, massachusetts
2010

SMARTS FARMS

san diego, california
2011



Dedicated to cultivating minds and harvesting hope, our school-based model using urban agriculture aligned to key school performance indicators grows healthy students and healthy schools to transform communities.



Freight Farm was founded to facilitate the development of products and services that would allow urban agriculture to become a more competitive industry in food production, and from this shared vision Freight Farms and the very first 'Leafy Green Machine' emerged.



SMARTS Farm offers the youth of our community the opportunity to dig in dirt and watch things grow. Our goal is to help young people to develop respect for nature and the environment.



9/23/2015



Item #10E



Page 28

MAC

portland, oregon
1973

The Multnomah Arts Center (MAC) provides excellent arts education in the visual and performing arts to students of all ages. Programs include music, dance, theater, woodshop, literary arts, metal arts, mixed media, painting, photography, ceramics, sculpture, and more.



PRATT

seattle, washington
1976

Pratt Fine Art Center is the only facility in the North-West where absolute beginners and established professional artists work side-by-side creating art in glass, sculpture, jewelry & metalsmithing, painting, drawing and printmaking. "Pratt is The Place to Make Art."



SEDONA

sedona, arizona
1961

A group of local artists recognized the need for a place where artists could work, teach, and learn together. It serves as an educational institution that nurtures creative discovery and learning through arts education and artistic development.



SPACE 4 ART

san diego, california
2009



9/23/2015

Concerned citizens took part in a series of community meetings, focused on the difficulties many artists in San Diego face including a shortage of affordable work studios & work/live spaces, a lack of venues for emerging artists to perform and show their work, & a general disconnect between artists & their communities.

SANDBOX SUITES

san francisco, california
2011



Item #10E

A shared workspace created specifically for freelancers, small business owners and independent professionals. While working by yourself can be liberating, a couch is no place to build an empire. Enter Sandbox.

DEAVOR

nashville, tennessee
2014



Co-working is a style of work that involves a shared working environment, often an office, and independent activity. These co-working are usually not employed by the same organization, thus providing a large amount of synergy to take place among the group.

Page 30

NORTH WING

cooking classes
farm-to-table cafe
history focused gallery
coffee shop

EAST WING

administrative offices
city/staff offices
children's education center
restrooms

EDU. FARM

educational farm area
produce market
nursery

ART BLOCK

music and art studios
work shops
studio space
surfboard shaping studios
cultural center

RETAIL BLOCK

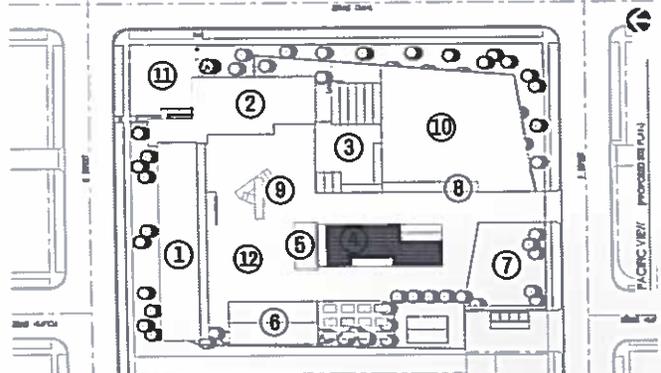
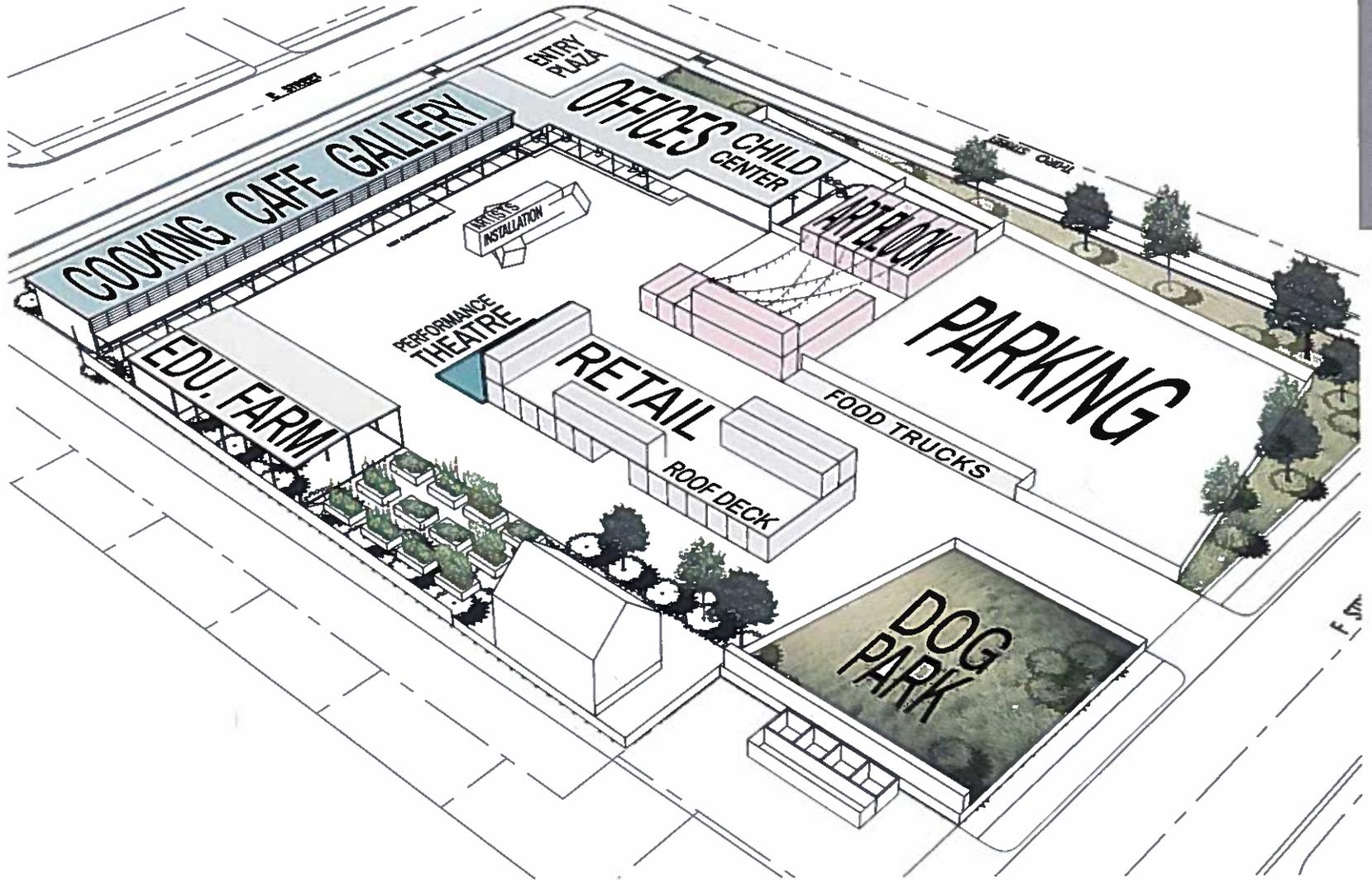
local makers shops
rooftop deck
performance theatre
events screen

DOG PARK

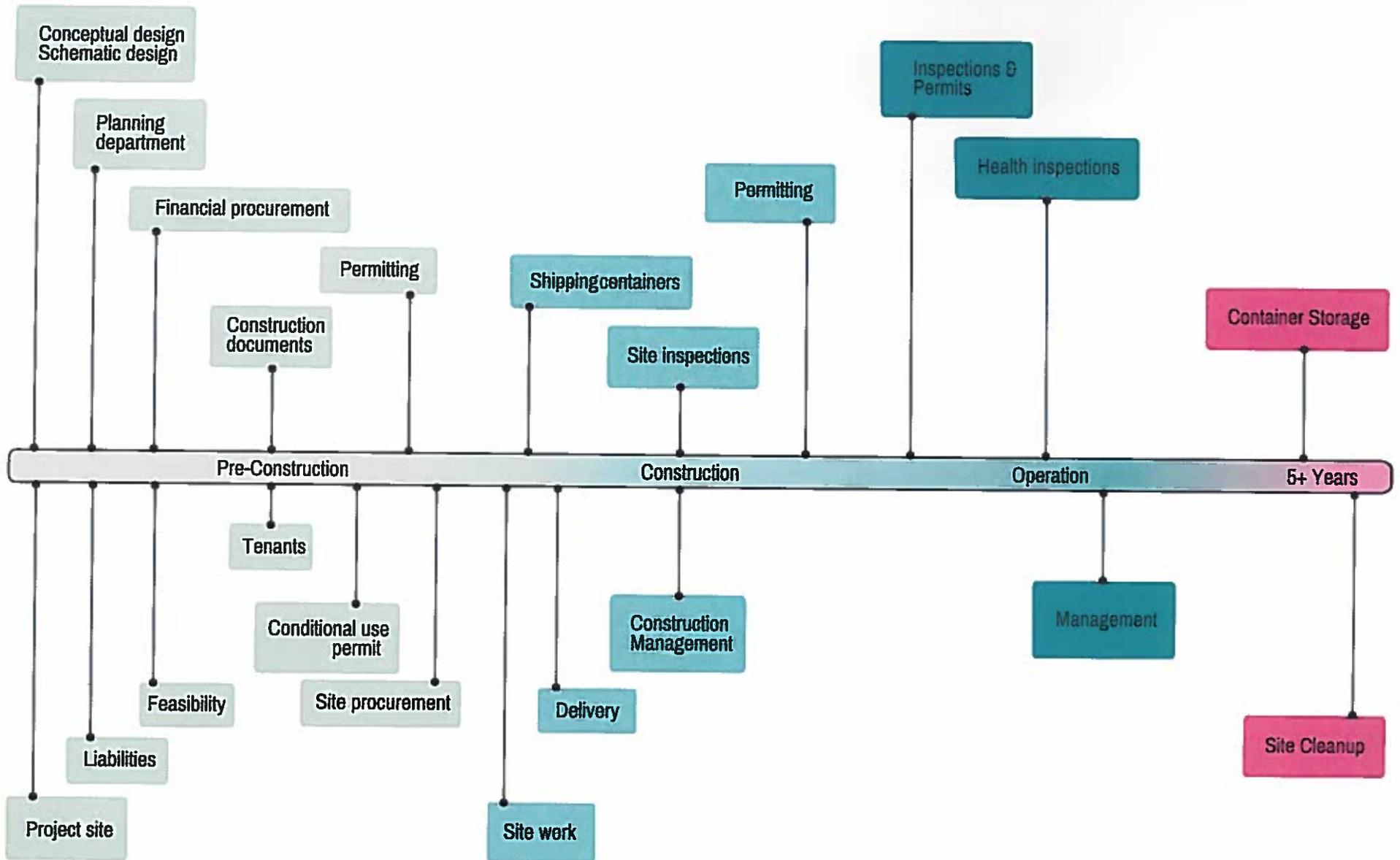
enclosed off the leash dog area

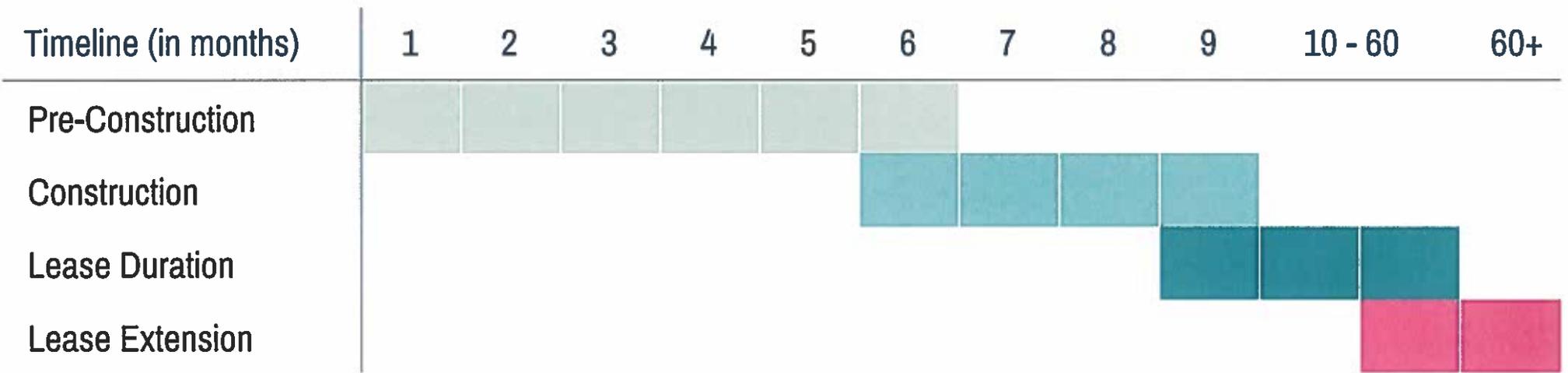
COMMUNITY SPACE

farmers/makers' markets
community gathering areas



- ① north wing (existing)
- ② east wing (existing)
- ③ art block
- ④ retail block
- ⑤ performance stage/
event screen
- ⑥ educational farm (existing)
- ⑦ dog park
- ⑧ food truck area
- ⑨ sculpture
- ⑩ parking
- ⑪ entry plaza
- ⑫ flexible community area





The following gantt chart represents a conceptual estimate of the typical project lifecycle for the shipping container pop-up marketplace.

TIMELINE

PROJECT NAME

Pre-Construction

Conceptual design

- Define program
- Team charrette
- Research area demographics, architecture, etc.
- Special studies

Schematic design

Project site

- Site selection
- Site procurement

Permitting

- Planning department
- Special studies, state container approvals
- Conditional use permit
- Building department
- Electric, right of way, traffic

Feasibility

- Feasibility studies
- Tenants
- Proforma
- Suppliers

Financial procurement

- Investors
- Crowd-sourced funding

Construction documents

- Engineered documents

Liabilities

- Legal services
- Insurance; Liability, builders, risk, etc.
- Bookkeeping

Miscellaneous

- Contract documents

Construction

Site work

- Site utilities
- Excavations
- Foundations
- Waste management
- Temporary or permanent structures
- Runoff management, mitigation

Shipping containers

- Fabrication (or modification)
- Certifications and state approvals
- Quality assurance, quality control for containers
- Transport and delivery
- Crane; Rental, mobilization, frequency

Site inspections

Delivery

- Lay down plan
- Ingress, egress plan
- Site delivery route plan and schedule

Permitting

- Occupancy permit
- Miscellaneous permits

Construction Management

Miscellaneous

Operation

Inspections & Permits

- Health inspections
- Health department

Management

- Venue management
- Social media
- Security
- Cleaning and maintenance
- Trash service
- Rent and accounts receivable

Liabilities

- Insurance
- Legal services
- Taxes

Miscellaneous

North Building: 6,621 sq. ft.

- Tenant Space 1: (Farm to Table Restaurant): 2660 sq. ft.
- Tenant Space 2: (Historic / Artist Gallery / Indoor Event Space): 2660 sq. ft.
- Tenant Space 3: (Coffee Shop): 800 sq.ft.

East Building: 2,666 sq. ft.

- Restrooms + Utilities: 870 sq. ft.
- Administrative / City Staff Office Space: 415 sq. ft.
- Children's Educational Arts Center: 4,500 sq. ft.
- Indoor Space: 1,330 sq. ft.
- Outdoor Space: 3,169 sq. ft.

Art Block: 7, 150 sq. ft.

- Indoor Container Studio Space: 3,360 sq. ft. (11 studios)
- Outdoor Yard Space: 3,000 sq. ft.

Retail Block: 6,000 sq. ft.

- Indoor Container Retail Space: 3,840 sq. ft. (12 Shops)
- Performance Theatre Space: 1,640 sq. ft.
- Back of House: 320 sq. ft.
- Covered Container Stage: 320 sq. ft.
- Outdoor Stage / Platform: 1,000 sq. ft.
- Upper Deck: 3,840 sq. ft.
- Café: 640 sq. ft.

Educational / Smart Farm: 6,800 sq. ft.

- Service Space: 1,000 sq. ft.
- Covered Area: 2,600 sq. ft.
- Outdoor Area: 3,150 sq. ft.

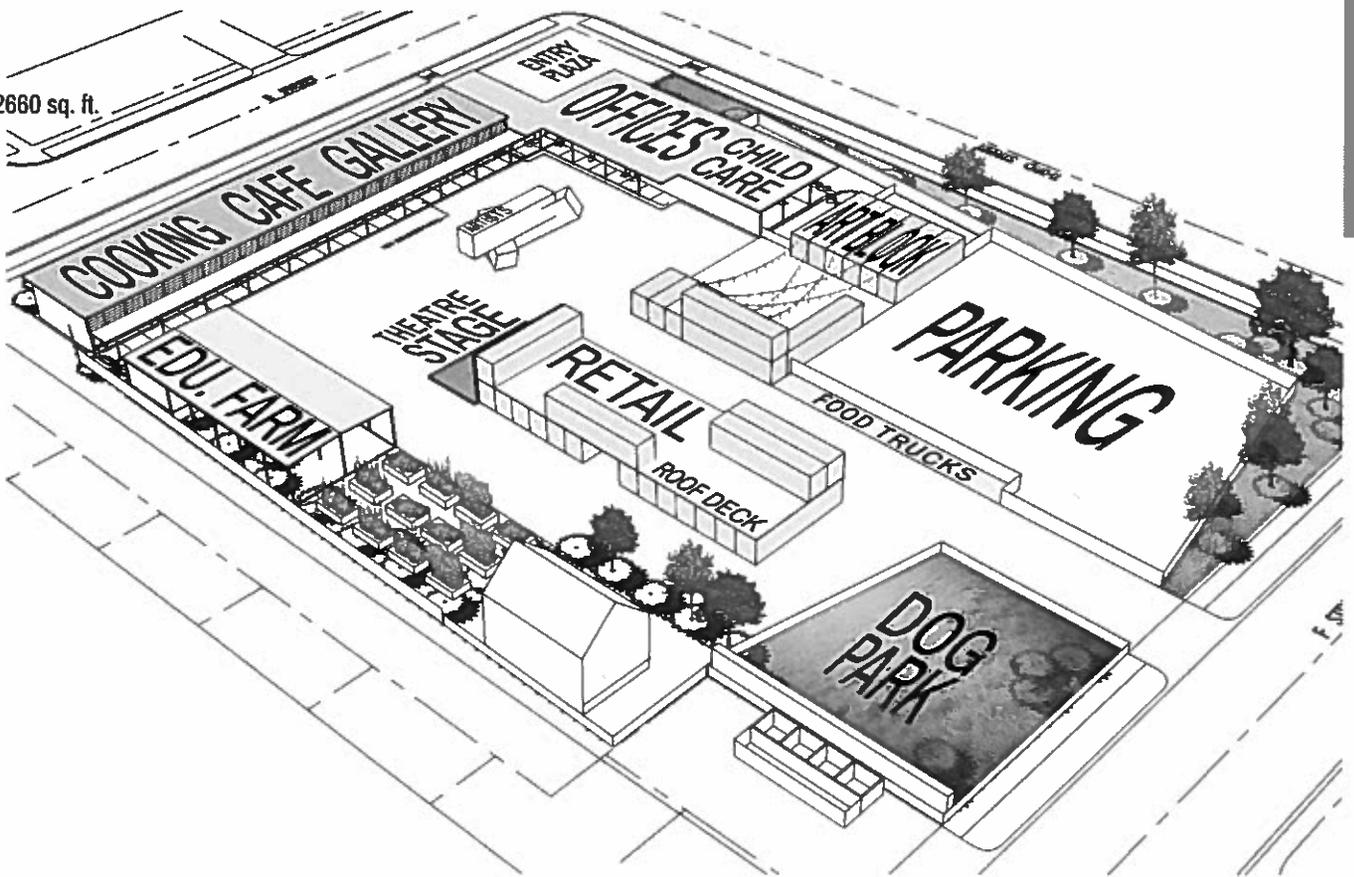
Off-Lease Community Dog Park: 6,300 sq. ft.

Public Parking Lot: 15,482 sq. ft.

Entry Plaza: 5,400 sq. ft.

Passive Area/Flex Space: 20,000 sq. ft.

- (Performance Theatre Seating Area/ Recreational Area/ Artist Installation Area)
- (Event / Restaurant Seating Area)
- (Craft Market / Farmers Market Area)



PROGRAM BREAKDOWN

Total lot size: 120,700 sq.ft



Pacific View – Letter of Intent

July 30, 2015

RJ Brooks
A SHIP IN THE WOODS
a vessel for cultural capital
co-founder / executive director
1660 Lugano Lane
Del Mar, CA 92014
p. 619-218-2737
rj@shipinthewoods.com
www.shipinthewoods.com

Re: Letter of Intent to Lease at Pacific View
608 3rd Ave. Encinitas CA 92024

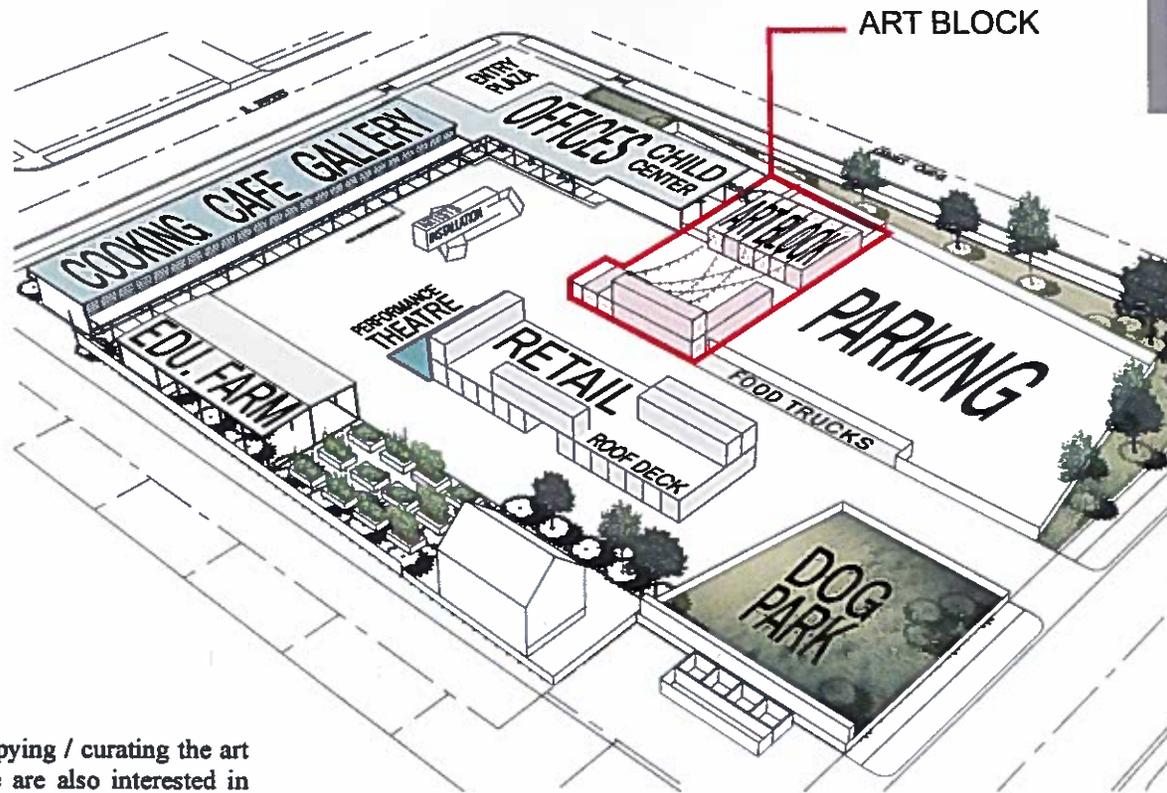
Dear RAD Lab Designs,

A SHIP IN THE WOODS 501(c)3 art nonprofit would be interested in occupying / curating the art component to this proposal or operating a space within the art block. We are also interested in facilitating a live/work artist residency program at this location. A SHIP IN THE WOODS supports elevated dialogues in art, science and culture through its artist residency and diverse programming of events throughout southern California.

This Letter of Intent shall serve as a non-binding interest for the potential lease of space at the Pacific View, 608 3rd ave Encinitas CA. This proposal does not constitute a binding agreement between any parties. It only evidences the company's interest to be a part of RAD Lab Designs proposal for a future project at Pacific View.

Very truly yours,

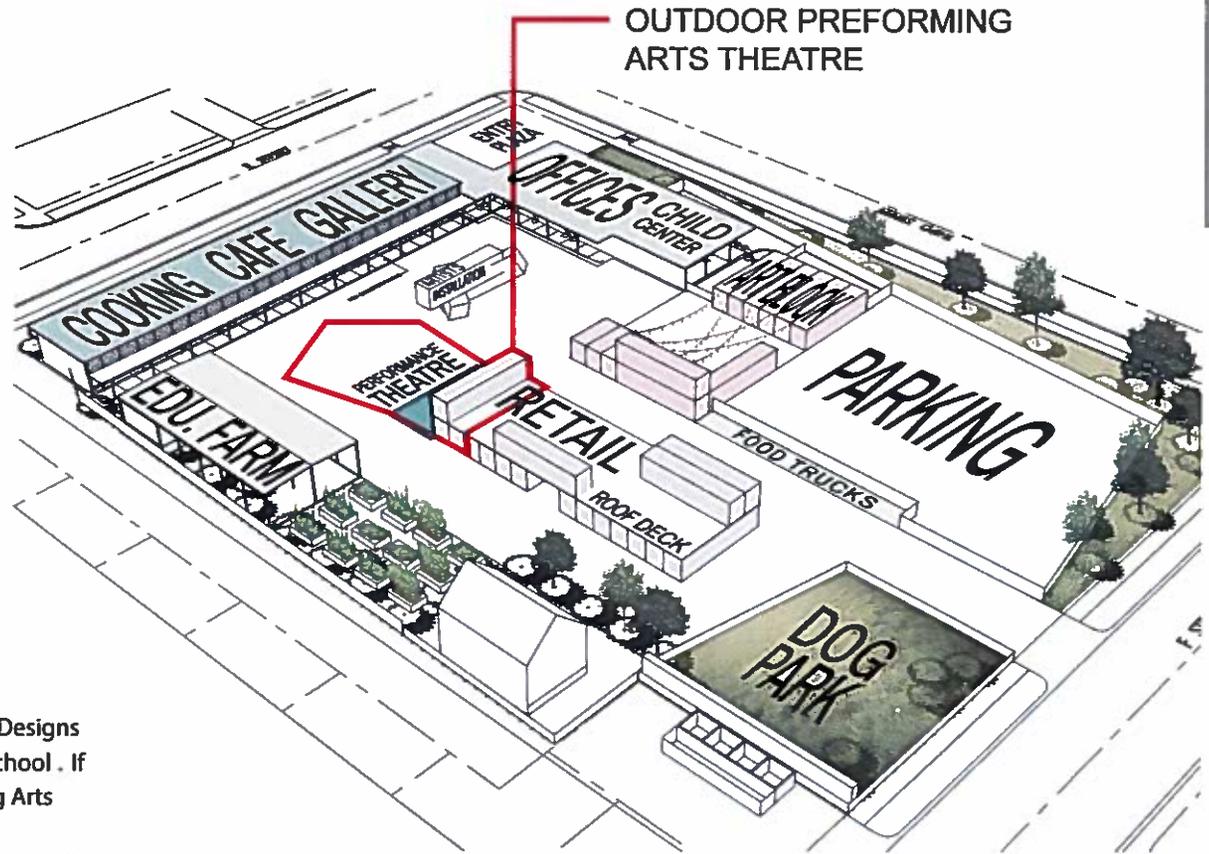
RJ Brooks





Performing Arts Workshop

www.dancepaw.com



OUTDOOR PREFORMING
ARTS THEATRE

Emily Miller
Director
Performing Arts Workshop
681 Encinitas Blvd. Suite #309
Encinitas, CA 92024
www.dancepaw.com

7/30/15

To whom it may concern:

I am writing in endorsement of the proposal set forth by RAD Lab Designs for the community repurposing of the former Pacific View Elementary School. If a theater space were developed as part of the new complex, Performing Arts Workshop (dba. Firebird Productions LLC) would be interested in hosting performances annually and renting space in such a facility. Please let me know if there are any questions.

Best,
Emily Miller
C. 760 -815-8366
W. 760 -753-2671
Emily.rb.miller@gmail.com

CREATIVE PRIORITY

⁴ Prepared for Quartyard San Diego; Creative Priority Brand Management would potentially have the ability to place the following brands in a curated retail space (please note: the brands listed below are all brands that Creative Priority currently represents directly and outwardly in the retail markets; the reach and network of the agency extends much further should this list need to convey more options) :

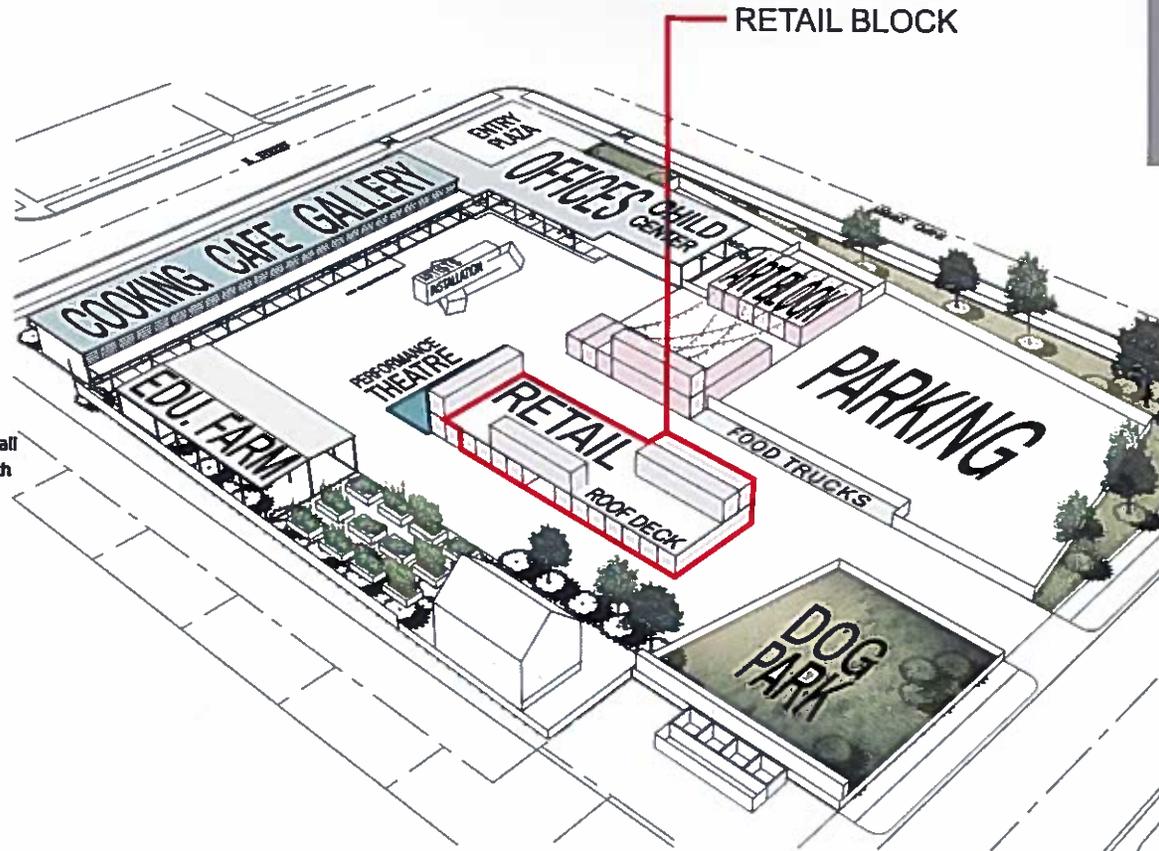
Softgoods/Hardgoods:

- Blundstone Boots (Australian Manufacturers)
- Indosole Footwear (Indonesian Cobblers)
- Oli13 Footwear (Spanish Cobblers)
- Vivobarefoot (English Manufacturers)
- Sunskis Eyewear
- Capital Eyewear
- REVO Sunglasses
- United By Blue Apparel
- Arbor Collective Hard Goods & Apparel
- Nau Apparel
- FITS Socks
- Bureo Skate Boards
- Sno Planks Snowboards
- AtreIBUTES Apparel
- Boutonne
- Elm Company

Food/Bev:

- Up Mountain Switchel
- Lawless Beef Jerky
- Picky Bars

Creative Priority Brand Management, LLC is a full service creative agency. Based in San Diego, California, we offer expert support in sales, retail consultancy, design, brand strategy and manufacturing. www.CreativePriorityBrand.com



Summary

Development COSTS	MONTH 1-6	MONTH 7-12	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Legal Fees	\$ 15,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00
Conditional Use Permit	\$ 12,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,000.00
Lease Negotiations	\$ 25,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,000.00
Permit Fee: Building Permit Fees	\$ 60,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 60,000.00
Architectural // Project Management	\$ 100,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00
Submittal Fees (Health, State)	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00
Engineer Fee: Civil	\$ 50,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50,000.00
Engineer Fee: Geotech	\$ 8,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,000.00
Engineer Fee: Acoustic	\$ 4,200.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,200.00
Insurance Liability	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00
Insurance: Auto	\$ 300.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300.00
Insurance: Builders (6 Months)	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00
	\$ 291,500.00						\$ 291,500.00

Construction COSTS	MONTH 1-6	MONTH 7-12	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Repairs to Existing Buildings	\$ 439,350.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 439,350.00
Retail Block - Containers	\$ 544,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 544,000.00
Art Block - Containers	\$ 352,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 352,000.00
Structural Engineering	\$ 42,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 42,000.00
Stage	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00
Master Site Plan // Site Improvements	\$ 1,500,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500,000.00
Visual & Audio	\$ 80,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 80,000.00
Camera Security System	\$ 15,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00
Site Network	\$ 15,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00
Site Furniture // Trees	\$ 30,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30,000.00
Crane Rental (Container Placement)	\$ 14,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 14,000.00
Canopy // Shade Devices	\$ 20,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00
Contingence	\$ 300,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300,000.00
	\$ 3,361,350.00						\$ 3,361,350.00

Total Development & Construction Costs	\$ 3,652,850.00
Retail Tenant Reimbursement	\$ (816,000.00)
Total	\$ 2,836,850.00

Operational Forecasting

REVENUE/SALES	MONTH 1-6	MONTH 7-12	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Rent: Market Tent Space (60% occupancy)	\$ 32,400.00	\$ 32,400.00	\$ 64,800.00	\$ 64,800.00	\$ 64,800.00	\$ 64,800.00	\$ 324,000.00
Rent: Food Truck Spaces (50% occupancy)	\$ 100,800.00	\$ 100,800.00	\$ 201,600.00	\$ 201,600.00	\$ 201,600.00	\$ 201,600.00	\$ 1,008,000.00
Rent: Existing Building Tenants	\$ 263,610.00	\$ 263,610.00	\$ 527,220.00	\$ 527,220.00	\$ 527,220.00	\$ 527,220.00	\$ 2,636,100.00
Rent: Retail Block	\$ 97,920.00	\$ 97,920.00	\$ 195,840.00	\$ 195,840.00	\$ 195,840.00	\$ 195,840.00	\$ 979,200.00
Rent: Art Block	\$ 63,360.00	\$ 63,360.00	\$ 126,720.00	\$ 126,720.00	\$ 126,720.00	\$ 126,720.00	\$ 633,600.00
Rent: Farm	\$ 12,000.00	\$ 12,000.00	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00	\$ 120,000.00
Tenant Reimbursement (Split Operating Expense)	\$ 66,772.80	\$ 67,522.80	\$ 148,845.60	\$ 148,845.60	\$ 148,845.60	\$ 148,845.60	\$ 729,678.00
	\$ 636,862.80	\$ 637,612.80	\$ 1,289,025.60	\$ 1,289,025.60	\$ 1,289,025.60	\$ 1,289,025.60	\$ 6,430,578.00

OPERATING EXPENSES	Split Expense	MONTH 1-6	MONTH 7-12	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Cleaning & Maintained	x	\$ 4,500.00	\$ 4,500.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 45,000.00
Monthly Cleaning service	x	\$ 6,000.00	\$ 6,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 60,000.00
Weekly Power Washing/Month	x	\$ 7,200.00	\$ 7,200.00	\$ 14,400.00	\$ 14,400.00	\$ 14,400.00	\$ 14,400.00	\$ 72,000.00
Trash Service	x	\$ 1,800.00	\$ 1,800.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 18,000.00
Electric Bill	x	\$ 4,500.00	\$ 4,500.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 9,000.00	\$ 45,000.00
Water Bill	x	\$ 2,400.00	\$ 2,400.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 24,000.00
Insurance		\$ 9,000.00	\$ 9,000.00	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00	\$ 90,000.00
Management (Base Salary)		\$ 12,000.00	\$ 12,000.00	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00	\$ 120,000.00
Legal Fees		\$ 9,000.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 16,500.00
Office Supplies		\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 15,000.00
Security	x	\$ 34,372.80	\$ 34,372.80	\$ 68,745.60	\$ 68,745.60	\$ 68,745.60	\$ 68,745.60	\$ 343,728.00
Printing	x	\$ 3,000.00	\$ 3,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 30,000.00
Tax on Improvements	x	\$ 2,250.00	\$ 2,250.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 22,500.00
Internet/Phone Bill	x	\$ 750.00	\$ 1,500.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 14,250.00
		\$ 98,272.80	\$ 91,522.80	\$ 219,345.60	\$ 219,345.60	\$ 219,345.60	\$ 219,345.60	\$ 1,067,178.00

Net Op. Income =	\$ 538,590.00	\$ 546,090.00	\$ 1,069,680.00	\$ 1,069,680.00	\$ 1,069,680.00	\$ 1,069,680.00	\$ 5,363,400.00
Monthly	\$ 89,765.00	\$ 91,015.00	\$ 89,140.00	\$ 89,140.00	\$ 89,140.00	\$ 89,140.00	

Investment Return

Profit Share	MONTH 1-6	MONTH 7-12	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
City of Encinitas	\$ 26,929.50	\$ 27,304.50	\$ 53,484.00	\$ 53,484.00	\$ 267,420.00	\$ 267,420.00	\$ 696,042.00
RAD Lab Designs Inc. or Other Assignee to be named	\$ 511,660.50	\$ 518,785.50	\$ 1,016,196.00	\$ 1,016,196.00	\$ 802,260.00	\$ 802,260.00	\$ 4,667,358.00

Investor Project Return on Investment (ROI)	MONTH 1-6	MONTH 7-12	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
	18%	18%	36%	36%	28%	28%	165%



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Account Holder:

RadLab Designs Inc.
1102 Market St
San Diego CA 92101

Contact Us:

Sequoian Investments

Available by Phone Mon. thru Friday 9:30am- 5:30pm
Office Number: 619-961-4100 ext 1403
Office Fax: 858-724-0266

Mailing Address:
750 B St #3300
San Diego CA 92101

Account Statement For:
8/01/15 – 8/31/15

Account Summary:

Account Number: SQ0523

Account Balance:	\$2,875,000.00
Fees Associated with Account:	\$10,000.00

Total Funds Available: \$2,885,000.00

Funds can be immediate wired to the designated escrow office upon receipt of wiring instruction from escrow officer.

Important Account Information:

- This account may be combined with others by the same Account Holder, to reach the maximum \$3,000,000 limit allowable by Sequoian Investments Increases to the limit may be allowable at the discretion of Sequoian management.

- Funding, of any deal subject to final underwriting guidelines, appraisal and other conditions.



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8/3/2015

TO: Pacific View Review Committee and Encinitas City Counsel

RE: 608 3rd Street, Encinitas Ca. 92024. Pacific View Elementary Repurposing Project

This letter is intended to act as a Letter of Intent from Sequoian Investments Inc., A California Corporation, to RadLab Designs Inc., A California Corporation, for the Capitalization of the repurposing and redevelopment of 608 3rd Street, Encinitas Ca. 92024 otherwise known as Pacific View Elementary. The amount of consideration offered to RadLab Design Inc. will be no greater than \$2,875,000. The terms and conditions of this proposal will be determined at a later date, after an agreement can be made between RadLab Designs Inc. and the City of Encinitas. This letter will be accompanied by a proof of funds.

Alexander C. Pellegrino

President

Sequoian Investments Inc.

Steve Garcia
116 Quail Gardens Drive #133
Encinitas,CA 92024
619-564-4179
stevegarciaaz@hotmail.com

7/27/2015

City of Encinitas, Attn: City Clerk
505 S. Vulcan Avenue,
Encinitas, CA 92024

Dear Operating Partner of the Pacific View Subcommittee:

This letter is to inform you of my interest in being included in the any capacity including entering an operating partnership being a tenant or being considered as an operating tenant of the Pacific View Project at 608 Third Street, Encinitas CA.

I was approached and informed of this project by longtime colleague, friend and fellow Encinitas resident David Pirl . David is also an instructor at Grossmont college. We are both knowledgeable, experienced, degreed and excited about the possibilities for the pacific View property and its use as a community arts center.

I am currently a tenured Art Professor at Grossmont College in El Cajon, Ca. We are the largest and arguably the best arts program in San Diego County. I have 28 years of full time teaching experience, and am proud to have taught at every level of education, from elementary, middle school, high school, community college, and major university. I have also owned and operated my own private school, gallery and co-op as well as have set up and ran a community based arts program. I have also have training and have run at risk programs , work closely with returned veterans and have been EL endorsed. I feel all of these experiences is important to the success of Pacific View Project due to the fact that I have an understanding and expertise in working with all age levels, socio-economic backgrounds and people who need accommodations to meet their special circumstances.

Along with my teaching background I have degrees in elementary education, K-12 art specialist endorsements, Art education course work and a Master of Fine Arts degree from Arizona State University. I have studied all major art mediums. My art work exhibits nationally, internationally and appears in many books and publications worldwide.

For the last couple years I have served on the Grossmont College Facilities Committee which oversees all things that happen facility wise on the Grossmont Campus. These things include remodels, rebuilds, relocations, energy use, health and safety issues, sustainability and a myriad of other matters. I was involved in a recent remodel of the Ceramics and Drawing and Painting buildings and surrounding facility and am now one of the main members of a group that includes architects, engineers, energy experts as well as select Arts (visual and performance) Professors. These new buildings, facilities and all equipment was funded by Prop V bond dollars. Most of the facility was based on my suggestions and rough layouts due to the way I addressed and isolated health and safety issues, possibilities for growth, multi-use space inclusion, student flow, proper storage, and making sure that we are a "green" program. The ceramics department is considered the "greenest" program on campus as we recycle about 90% of what we use and we have dropped fuel consumption by 70% during my tenure.

Intended Use: As part of an Operating Partnership, operating tenant or tenant, I would help or create a community based art facility that includes a diverse range of art mediums (visual and performance), age groups, ability levels housed in multi-purpose designed art spaces. An example would be, you could have several drawing and painting classes and have a black box theater in constructed in the same room. This would serve both the visual and performing arts while building for the future. These spaces would be designed to be cost efficient , safe, and be refurbished while keeping options for program growth and continued diversity of community offerings open and flexible. I would work with a partner to refurbish the inside of the buildings first while taking care of any safety issues(broken windows, electrical, storage, clutter) first to get programs up and running fairly quickly and cost effectively to prove viability, worth, and community ownership of programs. I feel that community ownership, participation, and inclusion in the arts center can and will break down many barriers and skepticism when moving forward to a possible second phase of refurbishing, remodeling, and redesigning current buildings to bring a better visual aesthetic to the exterior buildings while also keeping all historical buildings intact.

I see the vast outdoor area also being redesigned with a multi-use format that could possibly include an outdoor stage that could be utilized for open air acoustic based music performance, open air theater and a landscaped public gathering area where the community could bring or rent blankets and chairs and watch performances, meet for lunch, yoga etc. The community use possibilities are endless and will create community "buy in". The outdoor area could also be used for visual arts mediums too. Drawing and painting would utilize natural space and lighting, as well as use the propose small stage area for still life's and possible models for life drawing.

The Pacific View property would be a work in progress. Get it safe and get it running. If classroom and outdoor spaces are designed for multi-purpose use, any construction or refurbishing could be done concurrently while a limited range of classes or activities are being offered.

I would also suggest that there be a possibility for some designated be used as an artist co-op where several artist can rent space at a pre -determined fee. An example of a co-op I was part of was 10 artist rented one room. Each paid 250\$ a month and set up schedules so we could optimize the space and work peacefully without all ten artist in the room at the same time. That generated 2500\$ a month instantly for the co-op room. Many of the artist that rented space also, taught community classes and helped expand programs depending on demand and need. 250\$ is just an example and should be looked at as just a baseline for possible instant income.

High-level financial strategy:

Buildings and arts equipment are not free. That being said, if started small or on a grassroots model and allowed to grow organically, financial opportunities will open. I have seen and worked in the "build it and they will come" model and it rarely works. Great community arts programs evolve and grow over time.

As an Art Professor, I have had to generate fund for my program through the grant process many times this usually helps attain smaller equipment. Bigger ticket items usually have to go out for bid. There are also ways to attain used equipment to get a program started. I am experienced in these matters.

I feel that we would need financial experts that the city possible already employs and hopefully a grant writer. There are many sources and donors for the arts nationwide. A professional grant writer could explore the many possibilities available.

Fee based classes and programs as well as aforementioned co-op space can generate instant income to offset any operation cost but in the end I am not a financial expert and I always believe that to get the best result use the professionals in their area of expertise. We should work collaboratively to develop an overall business and financial plan looks at the present and future possibilities and needs of this facility and possible programs.

Governance structure:

In the infancy of this project; with my vast background in the arts and arts education I could oversee much of the Pacific View program in conjunction with my colleague David Piri. I feel that as the community offering expand and the facility grows it would be wise to have a very open, transparent above all a collaborative effort that could serve the

widest community base and opportunities while using teammates and partners in their areas of expertise to continually improve and evolve to the ever changing needs of community interest and needs. I could oversee most if not all of the programs and day to day operations, but to maximize the potential and expand the reach of this facility I feel it would take a team or committee of differing visual and performing arts as well as a diverse range of voices and professions to let this facility and program offering grow, thrive and prosper. Each art medium and form are often very different from one another therefore I do not believe one person should act in an absolute role of power. From past and current experience I can advise you that that kind of governance structure doesn't work well with artist, students or community members. I suggest that if not immediately, then when we start seeing success and potential for growth we select or elect a committee to have direct and indirect input in to all areas of the facility. If this program is for the community, then voices from the community must be involved and informed.

High-level design concept:

This another area which would have to be a collaborative effort. While attending the PV Collaboration Workshop Meeting, I noticed there were many highly qualified architectural firms in attendance. I also work with many architects and designers while planning the current Grossmont College arts rebuild. I have found that for the most part, artist and architects need each other to create this kind of community space. While one group looks at the building aesthetics and flow, the other group is worried about what is going on inside the building and how it's going to work filled with people, supplies and props. Every art form and medium has it's on group of specialized needs, some basic and some more extravagant depending on the medium or form. I did a rough design for the Grossmont College rebuild explaining in a verbal and visual manner what were the basic needs for classroom success and to take care of and isolate all possible safety issues. from there I worked with the architects over many months moving, redesigning and relocating spaces. It was an interesting and exhausting effort, but it was worth it to get a facility everyone can be proud of and inspired by. I believe we need to let the deferring areas pro's do their thing, each contributing to the overall design, functionality and safety of the building. Where an architect may see a wall an artist may see a window that provides natural lighting. Arts are many time built as an afterthought and that creates financial difficulties. By designing for art use from the beginning and including artist in the planning many problems will be alleviated form the start. We need many voices (including the surrounding neighborhoods) to get this right. Collaborate from the beginning.

Experience with similar projects :

I have stated much of my experiential background in my opening paragraphs so I will just list in review.

- * Member/consultant Grossmont College Ceramics, Drawing and Painting re-model.
- * Member Arts Task Force in charge of entire demolition, relocation, redesign of visual and performance arts buildings and facilities at Grossmont College.
- * Re-invent and rebuild ceramics program at several high schools in Phoenix area.
- * Implemented and taught a community arts program.
- * Owner/operator Cave Creek Ceramic Arts (gallery, workspace, school, multi-purpose facility)
- * Professor of Art Grossmont College.
- * 28 years full time, certificated, endorsed and terminal degreed teaching experience at every level of education (elementary-major university)
- * Experience At-Risk coordinator.
- * Public arts board member Phoenix, AZ
- * Experience working with returned veterans.
- * Experience working with a wide base of age groups, ethnicities, cultural and religious backgrounds, socio-economic backgrounds and those with accommodation needs.
- * Experience in writing proposals and smaller grants.
- * Experience scheduling, delegating and overseeing art programs.
- * National, International exhibiting and published artist.

In closing, I would like to be part of any operating group, operating tenant, or as a tenant and can serve in many capacities . I was raised a block from a community art center and know the importance and impact this kind of facility has on individuals and community members as the community center I attended as a youth provided an outlet and opportunity for me to grow, thrive, be mentored and lead to my profession. I think if planning, collaboration and implementation is thought out thoroughly, collaboratively and transparently the Pacific View Community project will be a welcome and cherished addition to an already great city. I believe in this age of technology, many many people are again searching for ways to express themselves, find their soul and interact in real time with other members of this great community. If done right it will not fail and will be a landmark for generation to come.

Thank You for your support of the arts and the community for which it will serve

Sincerely,
Steve Garcia
Encinitas Resident
Professor of Art, Grossmont College

Pacific View Site

Zone: Downtown Encinitas Specific Plan, Public/Semi-Public (D-P/SP)

The D-P/SP Zone is intended to provide for activities operated by the City, county or other governmental agencies such as the Encinitas Fire Protection District, school districts, water districts, and sewer districts. Other semi-public and private uses, such as hospitals and recreational facilities, are also allowed.

The D-P/SP Zone references Chapter 30.28 for allowed uses and development standards. Please see below for a listing of the uses permitted in the D-P/SP Zone by right, with a minor use permit, or with a major use permit. Uses permitted by right but not located within an enclosed building require a minor use permit. Design Review may also be required.

Additionally, there may be uses that are similar to the uses listed below that are not expressly permitted in the D-P/SP Zone. If the Planning Commission is able to make a positive Determination of Allowable Use for uses similar to the uses listed below, those similar uses could be allowed and regulated in the same manner as the use(s) to which it is similar. However, and importantly, use types that are otherwise listed as prohibited in the P/SP cannot be found to be allowable as a primary use through the Determination of Allowable Use process.

Following the list of uses are definitions for the uses in ***bold italic***.

Uses Permitted by Right

Ambulance Service (private)
 Athletic Field (*public gathering*)
 Auditorium (*public gathering*)
Educational Institution, Public (education)
 Fire Station
 Library (*arts/culture*)
 Medical/Dental Office
Museum (arts/culture)
 Parks and Recreational Areas (*recreation*)
 Police/Sheriff Station/Jail
 Post Office
 Public Utilities, Office
Recreational Facilities, Public (recreation)
Schools, Public (K-12) (education)
 Sewage Treatment Plant
 Theaters and Places of Public Assembly (*public gathering*)

Uses Permitted with a Minor Use Permit

Courts, Commercial (Badminton, Tennis, Racquetball, Other) (*recreation*)
 Fish Hatchery
 Hazardous Household Materials Collection Center (see EMC Ch. 30.57)
 Hiring Hall
 Outdoor Sales

Surf Shop, Retail, with or without manufacturing
Swap Meet

Uses Permitted with a Major Use Permit

Animal Shelter
Camps
Cemetery
Church/Temple/Religious Institution
Convent and Monastery
Educational Institution, Private
Electrical Distribution Substation
Electrical Transmission Substation
Equestrian Establishment
Fleet Storage
Garage, Public Parking
Golf Driving Range (*recreation*)
Horses, Raising
Hospital
Hospital, Convalescent
Hospital, Nursing
Hospital, Mental
Medical Complex
Observatory (*arts/culture*)
Open Air Theater (*public gathering*)
Public Utility Service Yard
Recycling Facilities
Residential Care, General (7 or more)
Schools, Private (K-12) (education)
Schools, Technical (*education*)
Stable, Commercial
Stadium (*public gathering*)
Storage of Sand, Gravel, Etc.
Terminals and Stations (Taxi, Bus, Limousine, etc.)
Towing/Impounding of Vehicles
Transient Habitation

Definitions

EDUCATIONAL INSTITUTION shall mean an institution conducting regular academic instruction at kindergarten, elementary, secondary, collegiate levels and including graduate schools, universities, non profit research institutions, and religious institutions.

FLEET STORAGE shall mean storage or parking of one or more vehicles used regularly in business operations. Excluded from this use type are automotive and equipment; sales/rentals; and the incidental parking of vehicles as an accessory use to a permitted use on the same premise. Typical uses include taxi fleets, mobile catering, truck storage or delivery truck fleets.

HOSPITAL shall mean an institution for the diagnosis, care, and treatment of human illness, including surgery and primary treatment.

MEDICAL COMPLEX shall mean a development including several medical services under one, integrated complex typically with a medical hospital as the most significant principal use; other principal uses may include doctors' offices, laboratories, medical research facilities, out-patient clinics, pharmacies, and other out-patient services. All uses are integrated functionally on the single complex with shared parking, ingress/egress, building design and landscaping.

MUSEUM shall mean a non-profit institution displaying or preserving objects of artistic, scientific, cultural or historic value, and optionally creating objects with these values for the purpose of display on site.

RECYCLING FACILITY shall mean a center for the collection and/or processing of recyclable material.

RECREATIONAL FACILITIES, PUBLIC AND SEMI PUBLIC shall mean swimming pools, tennis courts, paddle tennis courts, and other similar uses as determined by the Planning and Building Director, which are available for use by persons who do not reside in the project (includes membership clubs.)

SCHOOL shall mean any institution of learning for minors, whether public or private, offering instruction in those courses of study required by the California Education Code and/or which is maintained pursuant to standards set by the Board of Education of the State of California. This definition includes a nursery school, kindergarten, elementary school, middle or junior high school, senior high school, or any special institution of education under the jurisdiction of the California Department of Education. For the purposes of this Section, "school" does not include a vocational or professional institution of higher education, including a community or junior college, college, or university.



15.020 Pacific View Elementary School Rehabilitation and Re-Use Study
 City of Encinitas
 Rough Order of Magnitude Cost Estimate

Bid Schedule
 VER: 1.1
 18 August 2015

Pay Item Number	Description	Unit of Measure	Quantity	Unit Cost	Total Cost
1	Option 1				\$ 2,726,644
	Administration Building	SF	2,953	236.20	\$ 697,507
	Classroom Building	SF	6,722	213.48	\$ 1,434,985
	Plaza Sitework	SF	4,884	121.65	\$ 594,152
2	Option 2				\$ 3,032,093
	Administration Building	SF	2,953	321.26	\$ 948,681
	Classroom Building	SF	6,722	221.55	\$ 1,489,260
	Plaza Sitework	SF	4,884	121.65	\$ 594,152
3	Option 3				\$ 3,187,483
	Administration Building	SF	2,953	338.18	\$ 998,654
	Classroom Building	SF	5,817	249.35	\$ 1,450,496
	Plaza Sitework, Including Building Demolition	SF	5,968	123.72	\$ 738,333
4	Sitework Option 1 (No Plaza)	SF	91,914	13.40	\$ 1,231,516
	Main Yard and Parking	SF	81,577	14.11	\$ 1,151,201
	North Option	SF	6,490	7.63	\$ 49,490
	East Option	SF	3,847	8.01	\$ 30,824
5	Sitework Option 2 (No Plaza)	SF	91,256	13.65	\$ 1,245,931
	Main Yard and Parking	SF	80,919	14.41	\$ 1,166,286
	North Option	SF	6,490	7.56	\$ 49,078
	East Option	SF	3,847	7.95	\$ 30,567
6	Sitework Option 3 (No Plaza)	SF	92,696	12.52	\$ 1,160,271
	Main Yard and Parking	SF	82,359	13.12	\$ 1,080,626
	North Option	SF	6,490	7.56	\$ 49,078
	East Option	SF	3,847	7.95	\$ 30,567

Alternates

Deductive Alt 1 Option 3 Strengthen existing shear wall in lieu of moment frame	\$	(51,066)
Deductive Alt 2 Options 1, 2, & 3 Delete Canopy	\$	(290,901)
Deductive Alt 3 Site Options 1 & 2 Use DG at Yard instead of turf and irrigation	\$	(287,000)
Additive Alt 1 Rainwater reclamation and storage, barrels	\$	24,000
Additive Alt 2 Photovoltaic array, roof mounted (30kW)	\$	194,000
Additive Alt 3 Roof ventilation units	\$	26,000



15.020 Pacific View Elementary School Rehabilitation and Re-Use Study
City of Encinitas
Rough Order of Magnitude Cost Estimate

Bid Schedule
VER: 1.1
18 August 2015

Pay Item Number	Description	Unit of Measure	Quantity	Unit Cost	Total Cost
Additive Alt 4	Solar tube skylights			\$	41,000
Additive Alt 5	Circulation fans			\$	32,000