

A draft proposal from the Pacific View Site Activation Subcommittee
Councilmembers Kranz and Shaffer
Dec. 22, 2014

The Pacific View Site Activation Subcommittee of the Encinitas City Council has been working with the community and city staff to explore viable near-term actions to begin the transformation of the site from a blighted abandoned school to a vibrant community asset. To this end, technical evaluation of the structures is underway, temporary structures were removed by the school district prior to the close of escrow, and a concept for initial use has been defined for Council consideration.

The Subcommittee proposes an initial plan to utilize the existing buildings and open space, and possible relocation of the historic schoolhouse to the northeastern corner of the property. Development of more ambitious plans and pursuit of significant private resources should, in the view of the Subcommittee, await completion of the updated Arts Master Plan. We need to consider the full range of possible venues in our community to meet the needs that the Arts Master Plan will identify in order to make the best choices about how to proceed with improvements on the Pacific View (PV) site.

The Subcommittee has considered proposals and concepts shared by the Encinitas Taxpayers Association, Envision the View, Encinitas 101 Main Street, and the Encinitas Preservation Association, as well as the many individuals who have communicated with the Council through email and public testimony. Taking all these ideas into account, we propose to create a museum of art, history, culture, and the environment. The museum would be housed in refurbished existing classroom and administration buildings and would include relocating the historic schoolhouse to the corner of 3rd and E Streets. The goals of the PV Museum should be to serve our community by providing a space for gathering, learning and inspiration.

The museum at PV could include education, exhibit, and possibly limited performance uses. The open space would be cleaned up, and renovated as well, so that it could accommodate temporary structures and outdoor activities on a limited basis, and could also provide the required parking. The City's 2014/15 budget includes approximately \$500k for Pacific View for initial site activation, and the Subcommittee proposes to partner with a qualified organization to use those funds for refurbishment, site cleanup, and initial operations, with the expectation of a revenue stream from interim site use within a specified period of time.

When the Arts Master Plan is completed, the Council can decide if/how to make further investments in the PV site to meet identified needs of the arts community. We will have had a period of time and experience with the site re-activated as a museum, and we will have generated some revenues. The Subcommittee believes that it would be premature to try to define any more elaborate plans now, but is mindful not to preclude such possibilities as we move forward with the proposed art and history museum concept.

The Subcommittee recommends that, if the Council agrees with this concept, the City should solicit brief expressions of interest for a collaborative arrangement from qualified partner organizations that could oversee the renovation and interact with local groups interested in occupying and activating PV. The details would be worked out based on proposals received. Possible arrangements could include:

- City provides the Partner with an agreed budget for the renovations in exchange for Partner assuming responsibility to bring the facilities up to code
- Partner would have a multi-year agreement to manage the space in accordance with an agreed upon mission statement, with a requirement to return to the City a substantial portion of revenues received through leasing to local user organizations

If the Council agrees, the PV Site Activation Subcommittee would work with City staff to prepare a solicitation and would organize an ad hoc review team including community members, facilities experts, and city staff and possibly Council members to evaluate potential partners and make a recommendation to the full Council.

Next Steps: The Subcommittee will present this draft for review and consideration at a public Subcommittee meeting in January. An updated version of the draft will then be presented at the next available Council meeting for Council consideration and direction. Specific questions for the Council include:

1. Does the Council agree with the concept of using the existing buildings for a history and art museum as an interim plan? If so,
2. Does the Council agree with the proposed activation plan to invite expressions of interest from qualified Partners? If so,
3. Which Council members should serve on the review committee for proposals?