



A G E N D A



CITY OF IMPERIAL BEACH DESIGN REVIEW BOARD REGULAR MEETING

THURSDAY, MAY 15TH, 2014 – 4:00 P.M.

**Council Chambers
825 Imperial Beach Blvd.
Imperial Beach, CA 91932**

NOTICE TO THE PUBLIC

SPEAKERS ARE REQUESTED TO COMPLETE A "REQUEST TO SPEAK" FORM PRIOR TO THE COMMENCEMENT OF THE MEETING AND SUBMIT IT TO THE SECRETARY. "REQUEST TO SPEAK" FORMS ARE LOCATED IN THE BACK OF THE COMMUNITY ROOM. PERSONS ADDRESSING THE COMMITTEE ARE LIMITED TO THREE (3) MINUTES.

AMERICANS WITH DISABILITIES ACT

The City of Imperial Beach is endeavoring to be in total compliance with the Americans with Disabilities Act (ADA). If you require assistance or auxiliary aids in order to participate at DRB meetings, please contact Tina Barclay at (619) 628-1356, as far in advance of the meeting as possible.

1.0 CALL TO ORDER

Roll call of members: Nakawatase, Bowman, Lopez, Phelps, Schaaf

2.0 CONSENT CALENDAR

*All matters listed under Consent Calendar are considered to be routine by the Design Review Board, and will be enacted by one motion. There will be no separate discussion of these items, unless a Board member or member of the public requests that particular item(s) be removed from the Consent Calendar and considered separately. **Roll Call Vote Required.***

2.1 MOTION TO APPROVE THE MINUTES OF THE MARCH 20, 2014 MEETING AND APRIL 17, 2014 MEETING

3.0 PUBLIC COMMENTS

The Public may address the Board for up to three (3) minutes on any subject within the Design Review Board's jurisdiction. There will be no discussion, and the Board may only request that an item be placed on a future agenda.

Any writings or documents provided to a majority of the Design Review Board regarding any item on this agenda will be made available for public inspection in the office of the City Clerk located at 825 Imperial Beach Blvd., Imperial Beach, CA 91932 during normal business hours.

4.0 BUSINESS FROM THE COMMUNITY DEVELOPMENT DEPARTMENT

4.1 MABRY/THE LOUNGE (APPLICANT); DESIGN REVIEW (DRC 140028) FOR FAÇADE IMPROVEMENTS AT 995 PALM AVENUE (APN 626-282-22-00). MF 1150.

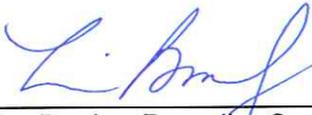
4.2 PALM AVENUE MIXED USE & COMMERCIAL CORRIDOR MASTER PLAN

5.0 INFORMATIONAL ITEMS/REPORTS

6.0 ADJOURNMENT

STATE OF CALIFORNIA)
COUNTY OF SAN DIEGO) ss.
CITY OF IMPERIAL BEACH)

I, Tina Barclay, hereby certify that a notice of this meeting was mailed and posted on Friday, May 9th, 2014. Said meeting to be held at 4:00 p.m., May 15th, 2014, in the Council Chambers, 825 Imperial Beach Blvd., Imperial Beach, California. Said notice was posted at the entrance to the City Council Chamber and inside City Hall.



Tina Barclay, Recording Secretary

DRAFT

MINUTES

**CITY OF IMPERIAL BEACH
DESIGN REVIEW BOARD COMMITTEE**

**REGULAR MEETING OF THE DESIGN REVIEW BOARD OF
THE CITY OF IMPERIAL BEACH
City Council Chambers
825 Imperial Beach Blvd.
Imperial Beach, CA 91932**

THURSDAY, MARCH 20, 2014

4:00 P.M.

In accordance with City policy, all Design Review Board meetings are recorded on tape in their entirety and the tapes are available for review in the City of Imperial Beach, City Clerk's Office. These minutes are a brief summary of action taken.

1.0 CALL TO ORDER

CHAIR NAKAWATASE called the meeting to order at 4:10 p.m.

ROLL CALL

BOARD MEMBERS:

Shirley Nakawatase - Chair
Janet Bowman
Daniel Lopez
Harold Phelps
Tom Schaaf

PRESENT: Nakawatase, Bowman, Lopez, Phelps, Schaaf

ABSENT: None

STAFF PRESENT: Tyler Foltz, Senior Planner
Tina Barclay, Recording Secretary

2.0 CONSENT CALENDAR

VOTE TO APPROVE CONSENT CALENDAR ITEM NO. 2.1.

AYES: Nakawatase, Lopez, Phelps, Schaaf

ABSTAIN: Bowman

NOES: None

ABSENT: None

3.0 BUSINESS FROM THE PUBLIC

None.

ITEM#3.0

4.0 BUSINESS FROM THE COMMUNITY DEVELOPMENT DEPARTMENT

4.1 CORONADO BREWING COMPANY (APPLICANT); DESIGN REVIEW (DRC 140015) FOR FAÇADE IMPROVEMENTS AND OUTDOOR PATIO AT 875 SEACOAST DRIVE (APN 625-273-01-00 & 625-273-02-00). MF 1144

Staff Report:

Staff Foltz gave staff report. Two curb cuts; one on Seacoast Drive, one on Elm Avenue. Façade enhancements. Property shown as of today. Proposing new extended outdoor patio with wood trellis, remove curb cut along Seacoast Drive and will add landscaping buffer. Parking spaces will be relocated. Still 9 parking spaces, don't need to add any, just maintain what you currently have. More landscaping will be added. Do not need to meet 15% requirement. Two parking off of alley, accessible stall best layout. Staff requesting relocating trash enclosure further north and put a parking space in that spot. Furthest away can get it better, applicant ok with this. Design proposes varied amount of materials; metal roof, wood trellis, sliding windows, new signage on wall. Monument sign on Seacoast Drive – not specific design yet, must meet standards. Metal roofing sample shown and logo shown. Staff asks for approval as presented.

Questions to Staff/Applicant:

Bowman: Handicap spaces?

Foltz: Yes, off of alley

Schaaf: Agreed to move trash and increase parking by one?

Foltz: Yes, they will move it but not adding space. Pretty much just swapping spaces.

Lopez: Does City have standard?

Foltz: Masonry wall and gate but doesn't say has to cover.

Phelps: Did EDCO weigh in on this?

Foltz: They would have enough room to cart it out. With new alignment it won't be blocked and can be moved out. Other way someone could park there, couldn't find owner and it would be blocked.

Bowman: Windows – sliding, into patio?

Foltz: Yes

Questions to Staff Closed

Public Comments:

None

Public Comment: Closed

Discussion:

Lopez: Like the design – would like to see more pedestrian oriented that would be my only contention. Building design looks great.

Bowman: I do like they have opened up a walkway off of Seacoast to front but it would be nice to see a designated walk area from Elm.

Lopez: Understand that owner may play factor. Overall take on the patio, knowing the Coronado Brewery, I think it will look good. Win Win.

Staff Foltz: New code requires buildings to be built to street. For this project originally applicant did want to do what you're talking about, but owner took issue with it. This project still has pluses with landscaping and closing off the driveway off of Seacoast Drive.

Motion by Member Lopez to accept project as is, with condition that move trash enclosure as staff has recommended.

Second by Member Phelps

AYES: Nakawatase, Bowman, Lopez, Phelps, Schaaf

ABSTAIN: None

NOES: None

ABSENT: None

4.2 COUNTY OF SAN DIEGO (APPLICANT); DESIGN REVIEW (DRC 140013) TO DEMOLISH AN EXISTING LIBRARY AND CONSTRUCT A NEW PUBLIC LIBRARY AT 810 IMPERIAL BEACH BOULEVARD (APN 626-400-54-00), AND NEW PARKING LOT ON A PORTION OF VETERAN'S PARK (APN 626-400-71-00). MF 1067

STAFF REPORT:

Staff Foltz gave staff report. Remove existing library and replace with new library. New parking along 8th street and within Veteran's Park. County owns library. PF – Public Facility Zone. Aerial shown of project site. West – Single Family Residences, North – Veteran's Park and Single Family Residences, East is church and South is City Hall. Slides shown where parking will be. This will be a design build project. Request for Proposals will be sent out and then actual plan will be presented. Today is a concept, which is subject to change and asking for Design Review Board, City Council and Staff Comments to show what they could do.

17 new parking spaces on the street, 21 spaces in Veterans Park. New library would connect to Marina Vista Center. Staff wants design enhancements to match. Previously had ideas to have parking in church parking lot but that didn't work out. Parking along Imperial Beach Blvd. should be screened and made to be inviting.

Landscaping would be used for screening for trash enclosure; one curb cut; a walkway from the parking lot and another off of 8th street.

Slide shown of existing next to new plan. Would remove landscaping in park to put in parking lot but would use turf pavers. Floor plan for project shown. Poets Patio to connect with Marina Vista Center and some enhancement of Marina Vista Center.

Elevations shown.

Staff recommendations:

Entrance and exit on Imperial Beach Blvd. County response would be for one main entrance due to lack of staff. City staff still looking at that.

Provide lighter color tone.

Design integration with Marina Vista Center. Want it to be cohesive

Wall signage on south elevation

Appreciate varied roof line and varied materials – ask to put in their Request For Proposals.

Wall signs should all correspond with each other.

Staff is seeking comments of design. Nothing has been approved. Need Coastal Permit, Site Review. Please give design recommendations and considerations so that staff, Council and County can use

QUESTIONS TO STAFF:

Nakawatase: How many spaces behind Marina Vista Center?

Foltz: 9 – 10 spaces.

Phelps: There's not parking along the backside?

Foltz: No, those are the disabled spots. The parking is part of the environmental analysis. Their review they feel meets any and all requirements. This will be looked at under the formal review.

Phelps: What does our code says?

Foltz: Professionally accepted standards. They provide analysis of other places.

Phelps: We get a lot of walk ups – did they take that into effect? Not basing on square footage?

Foltz: It is part of the study. 21 in parking lot and 8 on street.

Nakawatase: Does this add to the parking bank city wide?

Foltz: No, project specific.

Nakawatase: Could someone pull one from bank?

Foltz: Bank is gone in new code. Still close to a parking lot so would have received a CUP.

PUBLIC COMMENTS:

Jean Hirst (Imperial Beach Resident):

I spend a lot of time at the Senior Center; what is the percentage of seniors in this area because it looks like you're taking away a lot of space for the Senior Center.

Nakawatase: Looks like the Senior Center will remain intact. The Marina Vista Center will be made smaller.

Hirst: The seniors and Women's Club use Marina Vista Center a lot.

Nakawatase: There will be a community room which should be used for community. The Marina Vista Center has always been for us to use, this community room is still being called a community room so I assume it will be used the same way. It would continue to be our room, our community room.

Lopez: You're getting one point of entry to the library and the community room won't have the separation like you do now, still get the usage. Maybe the Poet's Patio that could go in Request for Proposal to be used maybe another space. That could be a way to get extra square footage.

Staff Foltz: Don't want to lose what we have. Haven't gone into detail but don't want to impact the people who currently use it. County wants to meet with the people who use it to make sure.

Nakawatase: The community room (in brown) is the Marina Vista Center. Storage room seems to be where the entry way is. Is the yellow area the existing parking area? The storage room?

Mark Zabonik (San Diego County Library Representative):

It will be added to upper west side. East side will have a serving room for refrigerator and microwave. Will allow if you want to cater in food.

Bowman: Did we lose any square footage?

Foltz: Not sure

Bowman: Important to know, that rooms fills up.

Foltz: Maybe suggest expanding the east wall to give extra square footage.

Lopez: That was what I meant, maybe some kind of doors that could open up into that area to get back lost square footage.

Hirst: Do we lose square footage on the storage because it's 10x20.

Nakawatase: We are just making suggestions, but we can ask to maintain square footage for storage.

Bowman: Made a comment about what a community room is used for by libraries; I think we need to know what your expectations are because we have established uses.

Lopez: The County still has to meet with stakeholders as to what their needs are and incorporate that into project. What I am hearing is that we want to maintain square footage for room and storage, need to meet that criteria and stick to it.

Foltz: There will still need to be joint agreements between County and City as well.

Schaaf: Design portion; also want to have façade match Marina Vista Center. Need to make sure that room is still a functioning room for our community but for the exterior I am looking forward to a new library.

Kay Selke (Imperial Beach Resident):

I have a problem with the parking lot. You come into Imperial Beach and you have strip malls and then parking lots and then you're going to block off the park, the one good looking thing you see. Have enough cars on Imperial Beach Boulevard. Maybe configure it to take it alongside the library instead of blocking our park. It is the jewel of Imperial Beach,

Nancy Dayton (Imperial Beach Resident):

Entry to Marina Vista room, looks like you're changing the entry. So there will be 2 entries? Where is that coming in?

Foltz: The original entrance will still be there and then they will add another new entrance to the library.

Dayton: So we can open the Marina Vista Center without accessing library?

Foltz: Yes

Dayton: Where are we gaining parking on 8th?

Foltz: Capture additional spaces by changing configuration. About 17 spaces. Right now parking stops at Marina Vista Center, new parking will continue all the way down the street.

Lopez: New curb cut which will gain more spaces.

Dayton: When we have Women's Club meetings we come in with big casseroles, etc., there is no place to park. Storage room is a 10x20 room. It has all of our decorations, tables, cabinets, chairs, coffee pots, etc. This we need. We will need access to that even while they are building. Will the room that has two kitchens still have access from Marina Vista Center?

Foltz: Yes

Dayton: Marina Vista room is also a rental room and kitchen. Will that still be a viable income for the City?

Foltz: Library will not impact City's current services but still allow what uses they need from time to time.

Donna Moore (Imperial Beach Resident):

I have a concern regarding doorway from kitchen to Marina Vista Center.

Foltz: Same place, won't change.

Moore: Is door coming in south?

Foltz: Showed speaker where it was. Will not impact you on access.

County Representative Zabonik: Two areas of storage. Will also provide new tables and chairs. Could be dual use. Entry also has access to the library's restrooms, gates won't close off restrooms if having an event. Activities; still working with City. Want to work within fabric of City and groups that use it.

Nakawatase: Parking, change angle. Rather than impede traffic, have a walkway with barrier, so trying to put an exit can only go westbound. How about putting an entrance off 8th st with parking area being horizontal rather than vertical?

Foltz: Staff's intent to keep park intact. The south area not used as much.

Nakawatase: Also thinking about how going to obstruct that view.

Foltz: Trellis work would remain, so still have pedestrian entry through that.

Bowman: But cars will still cross that. Don't know what the solution would be but it would be a shame to take that front part of the park.

Phelps: It would be a shame to lose the park, really not getting enough parking for that.

Foltz: Concern is that with larger library if they don't have a place to park they will park along neighboring home area.

Lopez: Parking makes sense, if you get a new library you will get a lot more usage.

Phelps: How hard did you work with Lutheran Church?

Foltz: Took over two years.

Phelps: Think we should go back to them and ask them.

Foltz: Church doesn't want to lose ability to develop because lease would be 50 years.

Lopez: People not from here are going to drive and need parking. See if there is a way to re-orient the parking. From architectural point of view, good esthetic of what it could look like without it looking like a Von's parking lot.

Nakawatase: Comments I heard at a prior conceptual meeting, removal of open space. This is a great park. Have you been able to summarize what the public has said?

Zabonik: Biggest issue is parking and what everyone will like. Went to the church and asked, it's a challenge.

Nak: Our next comments on the exterior, landscaping and design itself.

Bowman: One area, may even be historic, the Senior Center, Spanish with tile, would be nice to maintain some connection. Doesn't fit with concept. Go along with our pedestrian/bike friendly, lots of bike racks.

Nakawatase: I like the design and proposed new colors. I like it.

Phelps: Should see a full site plan next time – and site elevation – see Senior Center and relationship to those and architectural differences.

Zabonik: Want to develop it – welcome all the comments as the community wants as a style. Want as much input as we can.

Phelps: We should recommend maintenance of pedestrian entry point within the splash patio.

Zabonik: That is a security issue

Phelps: We want to stay pedestrian friendly.

Bowman: Splash patio? Intent?

Zabonik: Fenced outside area for kids. Not a wet zone.

DISCUSSION CLOSED

5.0 INFORMATIONAL ITEMS/REPORTS

9th & Palm: What is the status?

Foltz: Approved by State and now working with developer and hopefully construction documents.

Tapatio?

Foltz: Just got approval to move forward.

6.0 NEW BUSINESS

7.0 ADJOURNMENT

Chair Shirley Nakawatase adjourned the meeting at 5:25 p.m. on, March 20, 2014.

Approved

Shirley Nakawatase, DRB Chairperson

Attest

Tina Barclay, Recording Secretary

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DRAFT

**CITY OF IMPERIAL BEACH
DESIGN REVIEW BOARD COMMITTEE**

**REGULAR MEETING OF THE DESIGN REVIEW BOARD OF
THE CITY OF IMPERIAL BEACH
City Council Chambers
825 Imperial Beach Blvd.
Imperial Beach, CA 91932**

THURSDAY, APRIL 17, 2014

4:00 P.M.

In accordance with City policy, all Design Review Board meetings are recorded on tape in their entirety and the tapes are available for review in the City of Imperial Beach, City Clerk's Office. These minutes are a brief summary of action taken.

1.0 CALL TO ORDER

CHAIR NAKAWATASE called the meeting to order at 4:06 p.m.

ROLL CALL

BOARD MEMBERS:

Shirley Nakawatase - Chair
Janet Bowman
Daniel Lopez
Harold Phelps
Tom Schaaf

PRESENT: Nakawatase, Lopez, Schaaf

ABSENT: Bowman, Phelps

STAFF PRESENT: Tyler Foltz, Senior Planner
Tina Barclay, Recording Secretary

2.0 CONSENT CALENDAR

VOTE TO APPROVE MINUTES FROM MARCH 20TH, 2014 held over to next meeting due to lack of quorum on Item # 4.1.

AYES:

ABSTAIN:

NOES:

ABSENT:

ITEM#2.0

3.0 BUSINESS FROM THE PUBLIC

None

4.0 BUSINESS FROM THE COMMUNITY DEVELOPMENT DEPARTMENT

4.1 AT&T (APPLICANT); DESIGN REVIEW CASE (DRC 130062) TO CONSTRUCT A NEW FREESTANDING WIRELESS TELECOMMUNICATIONS FACILITY AND EQUIPMENT SHELTER AT 772 13TH STREET (APN 626-312-11-00) IN THE C/MU-1 (GENERAL COMMERCIAL & MIXED USE) ZONE. MF 1135

Staff Report:

Staff Foltz gave report for a new freestanding wireless telecommunications facility and equipment shelter at 772 13th Street. Florence & 13th Streets. Aerial shown of site. 12 antennas and 24 remote radio units. Equipment shelter attached to existing building, painted and textured to match existing. 290 sq ft landscaping removed but 130 sq ft relocated and 160 of asphalt will be replaced with permeable pavers. Cannot co-locate with existing tree off of Florence – need extra height and limited area. No rooftop design due to structural limitations and height issues.

Site plan shown. Existing parking space will be replaced with permeable pavers. Landscape areas shown. Existing vs proposed shown. Shelter would be popped out closer to parking spaces. “Tree” will be 40 feet. Cohesive design for equipment area.

Three design options shown. Mono pine. Eucalyptus tree. Broadleaf tree. No palm tree because cannot fit 12 antennae without exposure. Examples of built out “trees” shown. Broadleaf tree shown on Florence of existing tree.

Staff recommends consider design of project and 3 options of tree and recommend approval with tree design and any other conditions.

Questions to Staff:

Nakawatase: Does it impede parking?

Foltz: No

Lopez: Like it.

Public Comments:

None

**Public Comment:
Closed**

Discussion:

Lopez: Like Broadleaf.

Motion by Chair Nakawatase to accept project as presented with broadleaf tree.

Second by: Member Schaaf

Discussion: None

AYES: Nakawatase, Lopez, Schaaf

ABSTAIN: None

NOES: None

ABSENT: Bowman, Phelps

5.0 INFORMATIONAL ITEMS/REPORTS

9th & Palm – no updates

Library: Council heard last night. After the DRB meeting was encouraged to speak with church for parking – agreement for 20 year shared parking. Council went with recommendations from DRB and Women’s Club and doesn’t want entrance on IB Blvd.

Special Meeting – probably not next week, but will know by Monday. May 1st still held for possible special meeting.

6.0 ADJOURNMENT

Chair Shirley Nakawatase adjourned the meeting at 4:18p.m.

Approved

Shirley Nakawatase, DRB Chairperson

Attest

Tina Barclay, Recording Secretary

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**STAFF REPORT
CITY OF IMPERIAL BEACH**

TO: DESIGN REVIEW BOARD
FROM: COMMUNITY DEVELOPMENT DEPARTMENT

MEETING DATE: MAY 15, 2014
ORIGINATING DEPT.: COMMUNITY DEVELOPMENT DEPARTMENT
GREG WADE, ASSISTANT CITY MANAGER/COMMUNITY DEVELOPMENT DIRECTOR
JIM NAKAGAWA, AICP, CITY PLANNER
TYLER FOLTZ, SENIOR PLANNER

SUBJECT: MABRY/THE LOUNGE (APPLICANT); DESIGN REVIEW (DRC 140028) FOR FAÇADE IMPROVEMENTS AT 995 PALM AVENUE (APN 626-282-22-00). MF 1150.

PROJECT DESCRIPTION/BACKGROUND:

This is an application (MF 1150) for a Design Review Case (DRC 140028) and Site Plan Review (SPR 140029) for façade improvements at 995 Palm Avenue (APN 626-282-22-00), which is located in the C/MU-1 (General Commercial & Mixed-Use) Zone. The project is subject to design review by the Design Review Board because it proposes façade alterations on the Palm Avenue design corridor (Imperial Beach Municipal Code (IBMC) 19.83.020).



PROJECT EVALUATION/DISCUSSION:

The project site consists of one lot totaling approximately 1,790 square feet fronting Palm Avenue and 10th Street (southwest corner of Palm Avenue and 10th Street) in the C/MU-1 Zone. The surrounding land uses to the north, south, east, and west are commercial in character.



DESIGN REVIEW: This site fronts along Palm Avenue and 10th Street. The project proposes various improvements to an existing building, which would include new paint, new stacked stone on a portion of the façade, new the doors and windows, new signage, new outdoor patio area with a wrought iron fence, and various interior improvements.

New buildings fronting Palm Avenue would be required to comply with various development/design standards; however, the building already exists and the applicant is only proposing façade alterations, interior improvements, and an outdoor patio on the north elevation. According to the applicant, the property provides enough space for an outdoor patio without

encroaching into the Caltrans right-of-way, though this would need to be verified before a patio could be provided. In addition, the applicant would be required to obtain separate approvals from the Department of Alcoholic Beverage Control and City of Imperial Beach (i.e. new live entertainment permit) before constructing the outdoor patio.

Compliance with current landscaping and parking requirements are not necessary because the project does not require a site plan review by the City Council per IBMC Section 19.28.020.D, provided that existing landscaping and parking are not reduced beyond what exists (IBMC Sections 19.48.020.A and 19.50.031). The property does not provide any landscaped areas or on-site parking, and no parking is provided in the adjacent public right-of-way on 10th Street because the right-of-way has never been improved. Typically, the applicant would be required to provide right-of-way improvements if the remodel/construction valuation exceeded \$50,000 worth of improvements. However, the applicant is proposing to remain under the \$50,000 threshold. As such, the right-of-way would remain unimproved until the adjacent property(ies) provide \$50,000 worth of improvements, or if the improvements are provided by a property owner or the City at a later date.



Due to the limited space on-site, the applicant proposes to construct a trash and recycling enclosure on the adjacent property to the south. Construction of the enclosure would require a permanent easement/agreement with the property owners that would allow for access to the enclosure for use and maintenance. A site plan and design has not yet been provided for the trash and recycling enclosure, though it would be constructed of masonry walls six feet in height, located in an area that would not obstruct pedestrian or vehicular access, and would be accessible to the local waste management company.

The applicant's design provides varied building materials and colors providing design interest beyond what currently exists, and it is staff's opinion that the proposed design conforms to the intent and purpose of the design standards outlined in IBMC Section 19.83.010.

GENERAL PLAN/ ZONING CONSISTENCY: The proposed development is subject to C/MU-1 (General Commercial & Mixed-Use) zoning requirements. The purpose of the C/MU-1 zone is to provide areas for mixed-use development, multiple-family dwellings, and for businesses to meet the local demand for commercial goods and services. It is intended that the dominant type of commercial activity in the C/MU-1 zone will be community and neighborhood serving retail and office uses. The proposed project would provide facade improvements to an existing building and would provide restaurant services, meeting the intent of the land use designation.

STANDARDS	PROVIDED/PROPOSED
Commercial landscaping: Landscaping requirements are only observed for commercial projects requiring site plan review by the City Council, as identified in subsection 19.27.020.B, provided that the amount of existing and new landscaping shall be permanently maintained (Section 19.27.040.A).	A Site Plan Review by the City Council is not required as described in IBMC Section 19.27.020.B. Therefore, the project is required to maintain the existing amount of landscaping. The site does not provide any landscaped areas, and additional landscaping would not be required since the site is built-out.
Required parking spaces for establishments for the sale and consumption on the premises of food and beverages: One space for each 75 square feet of net floor area, plus one space per two employees at the largest work shift: (Section 19.48.050.F.1). However, commercial parking requirements shall be observed only for proposed commercial uses or developments requiring site plan review by the City Council... provided that in no case shall the number of existing parking spaces be reduced (Section 19.48.020).	A Site Plan Review by the City Council is not required as described in IBMC Section 19.27.020.B. Therefore, the project is required to maintain the existing amount of parking spaces. The property currently provides no parking spaces, and additional parking would not be required since the site is built-out.

Surrounding Land Use and Zoning

Surrounding Areas	Surrounding Zoning	Surrounding Land Use
North	C/MU-1 (General Comm. & Mixed-Use)	Commercial
South	C/MU-1 (General Comm. & Mixed-Use)	Commercial
East	C/MU-1 (General Comm. & Mixed-Use)	Commercial
West	C/MU-1 (General Comm. & Mixed-Use)	Commercial

Signage

The project proposes one wall sign on the north elevation, one wall sign on the east elevation, and one wall sign on the west elevation. The wall sign on the north elevation would read "The Lounge @ 10th & Palm" with 12" stainless steel channel letters with back lighting. The wall signs on the east and west elevations would read "The Lounge @ 10th & Palm" with painted letters in dark brown coloring. The painted signs would be lit with down-lit gooseneck lights. The proposed signage would be required to comply with the signage requirements, which would limit signage to one square foot of signage per one lineal foot of wall face.

The proposed scope of work also includes painting and re-facing the existing roof sign. However, staff is recommending that the roof sign be removed since roof signs are prohibited by the Municipal Code (IBMC 19.52.230).

ENVIRONMENTAL IMPACT:

This project may be categorically exempted from the requirements of the California Environmental Quality Act (CEQA) as a Class 1 project pursuant to CEQA Guidelines Section 15301a (Interior or Exterior Alterations).

COASTAL JURISDICTION:

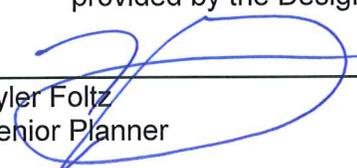
The project is located in the Coastal Zone; however, exterior and interior improvements may be exempt from a coastal permit per IBMC 19.87.040B.

FISCAL ANALYSIS:

The applicant has deposited \$700.00 in Project Account Number (140028) to fund the processing of this application.

DEPARTMENT RECOMMENDATION:

1. Consider the design of the project.
2. Consider staff's recommendation to remove the roof sign.
3. Recommend conditional approval of project as presented with recommendations provided by the Design Review Board to City Staff for Design Review (DRC 140028).


Tyler Foltz
Senior Planner

Attachments:

1. Improvement proposal/plans
2. Picture of existing building

c: file MF 1150

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City of Imperial Beach

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Design Review Board Packet

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The Lounge @ 10th & Palm

Project name: The Lounge @ 10th & Palm

Project Address: 995 Palm Ave, Imperial Beach, CA 91932

Project Description: Remodel old run down Crystal Cove Cocktails building and turn it into a Lounge. A place where people can come to relax, enjoy a drink with friends and experience a new type of venue with live acoustic music on the weekends and/or watch their favorite sporting events.

It is the intent of the owner to revitalize this building to match all of the infrastructure recently built as well as the new infrastructure scheduled to be built in the City of Imperial Beach all while maintaining a conscience effort to design a public building that works with the City of Imperial Beach's Master Plan.

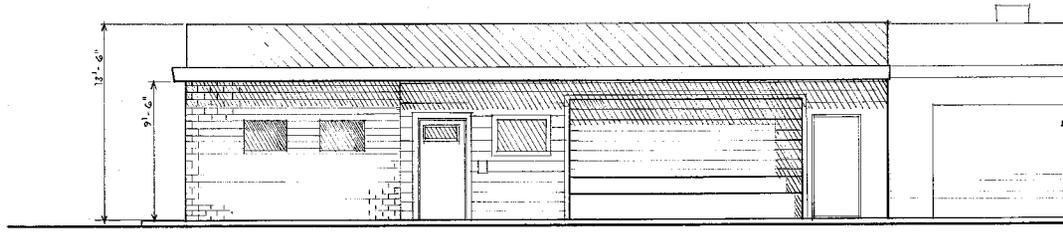
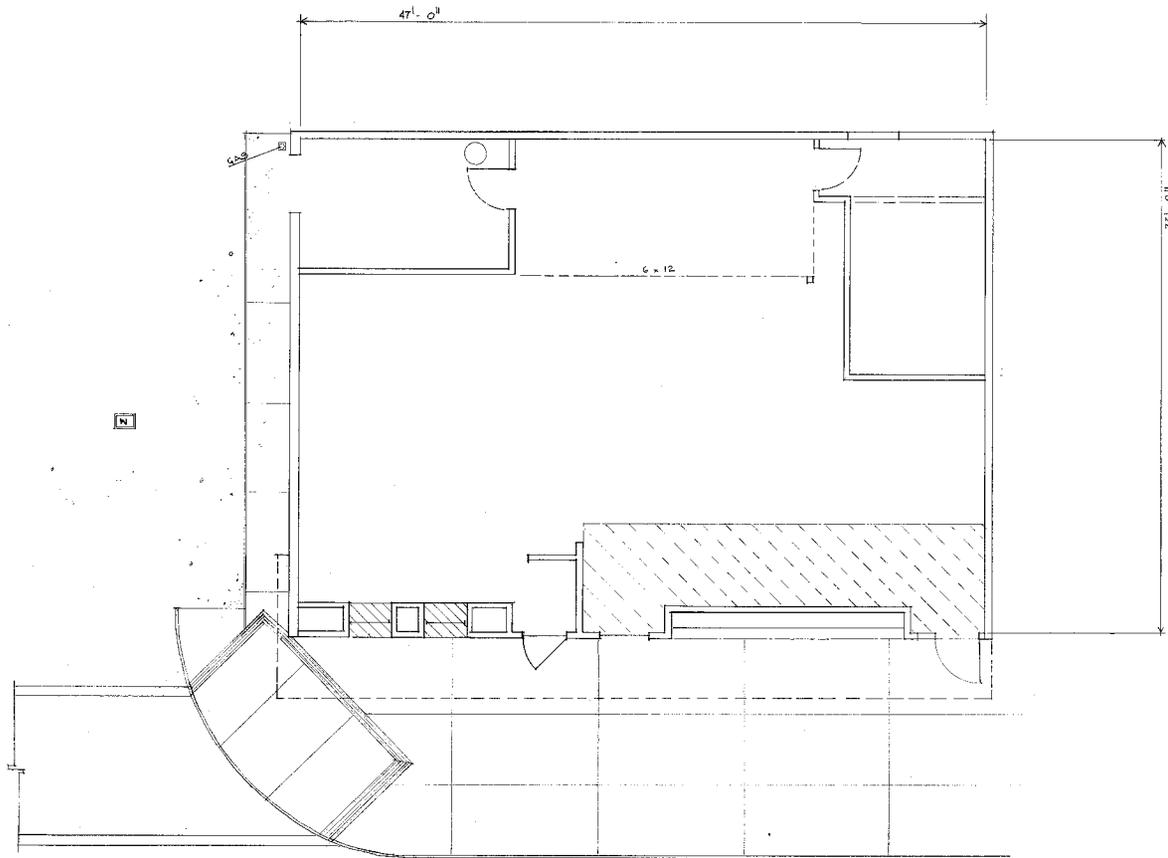
Scope of Work:

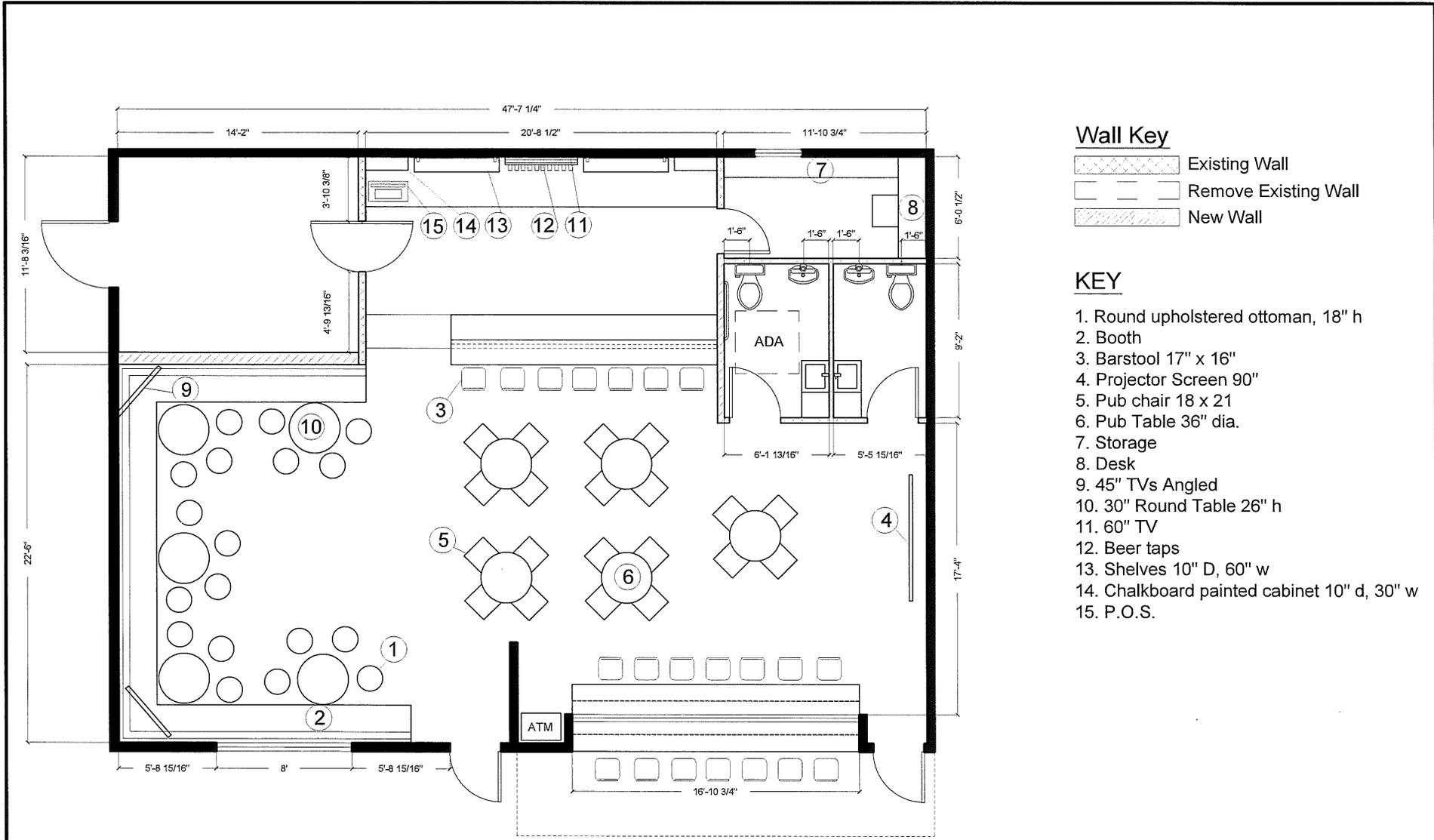
Exterior:

- a) Paint all items currently blue with dark brown paint (Valspar 2006-7A La Fonda Santa Fe Brown).
- b) Paint all items currently grey with cream paint (Valspar 6006-1C Ivory Brown).
- c) Replace the three fluorescent light fixtures with recessed LED lights.
- d) Paint frame of roof top sign dark brown.
- e) Replace both doors with solid wood panel doors.
- f) Replace all windows with dual pane low-e glass.
- g) Replace panels on roof top sign with new company logo.
- h) Remove old existing non-operable HVAC unit on roof and replace with a new energy efficient unit.
- i) Remove all brick and replace with stacked stone (Floor and Décor – Autumn Slate).
- j) Install black wrought iron fence approximately 42” in height with bars running vertically (see diagram).
- k) Install outward opening gate in front of emergency door.
- l) Install two gas heaters under overhang (see diagram for placement).
- m) Paint logo on East and West sides of building and install gooseneck lights.
- n) Install 12” stainless steel letters on dark brown upper roof level with back lighting (see diagram).
- o) Install bi-folding glass window panels in previous recessed opening (approximately 4’ in height).

Interior:

- a) Remove old filthy carpet and stain the concrete floor giving the building a more contemporary look.
- b) Relocate the bar to a more central location with a view of the entire establishment.
- c) Resize and remodel both bathrooms (one of which will be ADA compliant).
- d) Resize old office space and use for a walk-in refrigeration unit.
- e) Resize old store room and build out a new kitchen according to specifications approved by the San Diego County Health Department.
- f) Replace all of the old wiring and above ground plumbing throughout the building.
- g) Replace the old antiquated security system and replace with a new live monitored security system.
- h) Bring in all new furnishings and artwork to complete the relaxed lounge atmosphere.





Wall Key

- Existing Wall
- Remove Existing Wall
- New Wall

KEY

1. Round upholstered ottoman, 18" h
2. Booth
3. Barstool 17" x 16"
4. Projector Screen 90"
5. Pub chair 18 x 21
6. Pub Table 36" dia.
7. Storage
8. Desk
9. 45" TVs Angled
10. 30" Round Table 26" h
11. 60" TV
12. Beer taps
13. Shelves 10" D, 60" w
14. Chalkboard painted cabinet 10" d, 30" w
15. P.O.S.

1 1st Floor Plan
Scale: 1/8" = 1'-0"

A-1	Revisions Date No.	Simply Stunning Spaces 724 11th Ave, San Diego, CA 92101 Phone: 888.998.STUNNING	The Lounge @ 10th & Palm	Simply Stunning Spaces
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The Lounge @ 10th & Palm





The Lounge @
10th & Palm

The Lounge @ 10th & Palm

The Lounge @
10th & Palm



The Lounge @

**The Lounge @
10th & Palm**



The Lounge @
10th & Palm

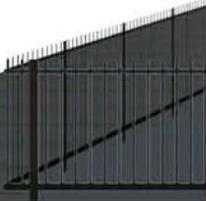
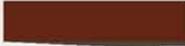
The Lounge @ 10th & Palm

The Lounge @
10th & Palm

The Lounge @



**The Lounge @
10th & Palm**



The Lounge @ 10th & Palm - Materials Board

All items currently grey will be painted
(Valspar 6006-1C Ivory Brown)



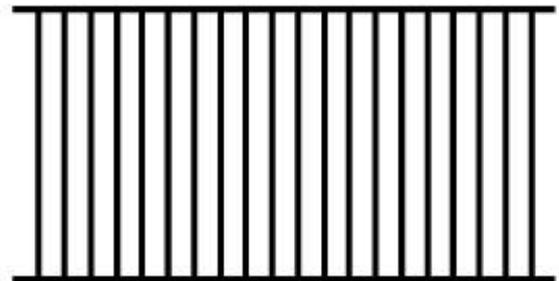
All items currently blue will be painted
(Valspar 2006-7A La Fonda Santa Fe Brown)



Remove all current brick facade and
replace with stacked stone
(Floor and Decor - Autumn Slate)



Install black wrought iron perimeter fence
with operable gate in front of door on right
hand side of building



Install brushed aluminum dimensional LED
backlit lettering on front of building
(Each letter to be 12" high)



Install gooseneck lighting on East and West
side of building to illuminate painted logo
(Three lights per side)





*Simply Stunning
Spaces*

www.simplystunningspaces.net



THE LOUNGE

*Simply Stunning
Spaces*

www.simplystunningspaces.net





**STAFF REPORT
CITY OF IMPERIAL BEACH**

TO: DESIGN REVIEW BOARD

FROM: GREG WADE, ASSISTANT CITY MANAGER/COMMUNITY DEVELOPMENT DIRECTOR

MEETING DATE: MAY 15, 2014

SUBJECT: PALM AVENUE MIXED USE & COMMERCIAL CORRIDOR MASTER PLAN

EXECUTIVE SUMMARY:

Staff and its consultant team, headed by Project Design Consultants (PDC) recently initiated the next phase of the Palm Avenue Mixed Use & Commercial Corridor Master Plan (Master Plan) which is being funded primarily by a San Diego Association of Governments (SANDAG) Smart Growth Incentive Grant. A key component of this project includes a significant public outreach effort. On April 16th, staff provided the first City Council briefing for this phase of the Master Plan project which focused on the community outreach and engagement efforts. On April 29, 2014, the first community workshop was held in the Community Room at City Hall. The intent of this report to the Design Review Board (DRB) is to reaffirm and validate the recommendations from the approved Master Plan Study and to seek additional comments from the DRB as part of the outreach effort.

BACKGROUND:

In April 2004, the City Council directed staff to proceed with the development of the Palm Avenue Mixed Use & Commercial Corridor Master Plan (Master Plan) Study. In October 2005, staff submitted an application for a California Department of Transportation (Caltrans) Community-Based Transportation Planning Grant and in May 2006, the City of Imperial Beach was notified that Caltrans approved the application and also allocated \$50,000 towards preparation of the Master Plan Study. In May 2007, a request for proposals/qualifications was issued for a consultant team to carry out the Master Plan Study and in September 2007, the City entered into an Agreement with Moore Iacofano Goltsman, Incorporated (MIG) for the project.

The project study area encompassed the entire length of the Palm Avenue/State Route (SR) 75 corridor, as well as the one block area north and south of Palm Avenue/SR 75. The purpose of the Master Plan Study was to propose streetscape improvements and urban design strategies that support the common goal of creating a vibrant, safe, pedestrian-friendly and bicycle-friendly commercial hub along Palm Avenue. Priorities of this effort include transforming the six-lane highway to a "Main Street" environment based on Caltrans' Main Street Design Guidelines, creating a desirable environment in which to promote new

mixed-use and transit oriented developments providing amenities and services to the community, improving connections to surrounding residential neighborhoods and enhancing alternative transit opportunities while reinforcing the small-scale, beach-town feel of the area. To accomplish this, modifications were proposed to existing motor vehicle travel lanes, parking areas, medians, landscaping, sidewalks, crosswalks, curbs and gutters, and traffic signalization.

On February 19, 2009, the City Council approved the Master Plan Study which proposed right-of-way improvements for the Palm Avenue/SR 75 corridor focused on improving pedestrian safety and walkability, enhancing the corridor's overall aesthetics and appearance, and improving functionality of the vehicular corridor while maintaining acceptable traffic levels of service all in an effort to create a "main street" environment. The final draft of the Master Plan Study included suggested revisions in response to comments and recommendations from the City Council and Design Review Board from a meeting held on October 8, 2008. The final draft of the Master Plan Study also included a Traffic Impact Analysis of the proposed improvements within the Palm Avenue/SR 75 Corridor.

Smart Growth Incentive Program Grant Funding

On January 18, 2013, staff submitted an application to the San Diego Association of Governments (SANDAG) for Fiscal Year 2013 Smart Growth Incentive Program (SGIP) funding which allocated funding for local transportation-related infrastructure and planning efforts that support smart growth development in the region. The funding was available for two types of projects: capital and planning. On January 23, 2013, the City Council adopted Resolution Number 2013-7294, authorizing and supporting the submittal of a SGIP planning grant application in the amount of \$400,000. The City Council also authorized City matching funds in the amount of \$50,000 and up to \$45,000 in in-kind contributions (staff expenses).

On June 28, 2013, the SANDAG Board of Directors approved the SGIP Fiscal Year 2013 projects for funding. Among the projects awarded full funding was Imperial Beach's Palm Avenue Mixed Use & Commercial Corridor Master Plan. On July 15, 2013, the City received a Notice of Award from SANDAG for \$400,000 of SGIP planning grant funding. On August 21, 2013, the City Council authorized issuance of the RFQ/P to solicit civil engineering, landscape architecture, urban design and environmental planning consultant services, with the City intending to utilize its on-call traffic engineering consultant, KOA Corporation, for this effort.

The purpose of the SGIP grant will be to develop the prior Master Plan concepts into engineering drawings sufficient to also prepare and process the corresponding environmental review document. In order to carry out this project, City staff prepared a Request for Qualifications and Proposals (RFQ/P) to select a consultant team with the required expertise to prepare the drawings and environmental review document with a key component of this effort to include public outreach and engagement to ensure that community input continues to be included in the project. On December 18, 2013, after a competitive RFQ/P process, the City Council authorized the execution of a professional services agreement with Project Design Consultants (PDC) as the lead civil engineering consultant of the consultant team including MIG (urban design, landscape architecture & lighting), Katz & Associates (public engagement & outreach), RECON (environmental review), SCS Engineers (environmental site assessment), and GEOCON (geotechnical engineering).

On January 24, 2014, a fully executed copy of the SGIP Grant Agreement between the City and SANDAG was delivered to staff along with a Notice to Proceed with the project.

ANALYSIS:

Since the issuance of the Notice to Proceed, City staff and the consultant team have carefully reviewed the Master Plan Study and have prepared concept drawings based on the Master Plan recommendations as a key component of the project will be to reaffirm the Master Plan Study recommendations and to fully assess them for application and implementation within the Palm Avenue/SR 75 corridor. Another key component of this next phase of the Master Plan, as mandated by the grant program and also a practice of the City's for all such efforts, is the implementation of a comprehensive Community Engagement effort to obtain public input and participation in the development and implementation of the Master Plan. To that end, the consultant team's Outreach & Engagement Consultant, Katz & Associates (Katz), has prepared a detailed Community Engagement Strategy (see Attachment 1). Specific objectives of this strategy are to:

- Increase the community's knowledge and understanding of the project's needs and benefits
- Share project information and studies
- Report on the team's work-in-progress and decisions made throughout the project
- Solicit feedback, questions, and comments to inform and shape the design process
- Respond to stakeholder questions and concerns
- Fully implement public involvement requirements per CEQA

To date, a dedicated webpage has been established on the City's website (www.ImperialBeachCA.gov/PalmMasterPlan) and a contact email address has been established (PalmMasterPlan@imperialbeachca.gov) to receive comments from interested parties and to request inclusion on email correspondence on the project. The webpage will be routinely updated with project information, key milestones and announcements on engagement opportunities. The first community workshop was held on Tuesday, April 29th at 7:00 PM in the Community Room at City Hall. The Workshop was well-attended and the information presented during the DRB meeting is the same information provided at the Workshop. Those in attendance were generally supportive of the concepts and proposals presented but also expressed some concerns. The Consultant Team is currently assembling the information gathered at the Workshop which included, written comments, oral comments and marked up drawings.

Staff has also scheduled a similar presentation to the Chamber of Commerce on May 22, 2014, at their regular Chamber breakfast meeting and is attempting to schedule a presentation to the Business Improvement District (BID) either at their meeting on May 27, 2014, or at another date and time.

ENVIRONMENTAL DETERMINATION:

The prior phase of the Master Plan was exempt from CEQA pursuant to CEQA Guidelines Sections 15262 and 15306. This phase of the Palm Avenue Mixed Use and Commercial Corridor Master Plan will include the preparation of the required environmental documents to analyze the proposed project. This may result in an amendment to the City's General Plan/Local Coastal Plan along with a coastal development permit, site plan review, and design review for the proposed capital improvements.

FISCAL IMPACT:

The City has been awarded \$400,000 in Smart Growth Incentive Program planning grant funding. The City has authorized a City match of \$50,000 and up to \$45,000 in in-kind City services. It is expected that the City's \$50,000 matching funds will come from one-time general fund reserves. However, 2010 Tax Allocation Bond Proceeds may also be available for this purpose pursuant to the issuance of a Finding of Completion from the State Department of Finance.

RECOMMENDATION:

That the Design Review Board receives this report supports and provides comment and input on the proposed recommendations.

Attachments:

1. Community Engagement Strategy



Katz & Associates, Inc.
 4250 Executive Square, Suite 670
 San Diego, CA 92037
 Phone: (858) 452-0031

Date: April 2, 2014
To: Greg Wade, City of Imperial Beach
 Greg Shields, PDC
From: Joan Isaacson and Natalia Clark Hentschel, Katz & Associates
Subject: Palm Ave Streetscape Design and CEQA Review
 Community Engagement Strategy Memo

I. Objectives for Community Engagement

The Community Engagement Strategy establishes a program for engaging stakeholders, community members, and the general public in the Palm Avenue Mixed Use and Commercial Corridor Master Plan Project. The project includes the preparation of civil engineering and landscape design plans along with the preparation of environmental documentation per the California Environmental Quality Act (CEQA) to advance implementation of the streetscape improvements identified in the February 2009 Palm Avenue Commercial Corridor Master Plan Study. The vision established as part of the study reflects the outcome of a well-vetted consensus process; therefore, this strategy centers on a community engagement process that builds on that vision and sets the stage for project implementation.

Specific objectives for the community engagement strategy are to:

- Increase the community's knowledge and understanding of the project's needs and benefits
- Share project information and studies
- Report on the team's work-in-progress and decisions made throughout the project
- Solicit feedback, questions, and comments to inform and shape the design process
- Respond to stakeholder questions and concerns
- Fully implement public involvement requirements per CEQA

II. Stakeholders and Participants

Area stakeholders, including residents, property owners, business owners, civic organizations, and other community members were successfully involved in formulating the vision for the Palm Avenue street improvements. Outreach efforts to these stakeholder groups will continue to extend into the design and implementation phase and expand to include, residents of adjacent neighborhoods, local transit agencies, commuters, project area developers, and civic groups.

A stakeholder contact database will be developed using existing contact databases developed by the City for similar projects. Background documents from the recent commercial and mixed-use zoning project will be reviewed to identify additional stakeholders and individuals with a potential interest in the project. The database will serve as a tool for distributing project information and announcements, including e-blasts, a project fact sheet, and public workshop

invitations. The database will be periodically updated and expanded as additional stakeholders and interested members of the public are identified throughout the project.

III. Important Points to Communicate

- For many years the City of Imperial Beach has worked on plans to transform Palm Avenue into a vibrant, mixed-use “Main Street” that is attractive and pedestrian-friendly and promote and enhances Imperial Beach as “Classic Southern California.”
- The intent is to facilitate development of a commercial corridor that generates new economic development, creates a safe pedestrian and bicycling environment, more effectively manages traffic, and improves the overall appearance and urban design of the area.
- This vision for the Palm Avenue corridor was formulated by Imperial Beach residents, business owners, and other stakeholders in both the 2000 “Imperial Beach: The Big Picture” and the 2009 Palm Avenue Commercial Corridor Master Plan Study.
- The current work program underway by the City and a consultant team focuses on the roadway improvements identified in the 2009 Master Plan Study and includes the engineering, landscape design, urban design and environmental review tasks that must be completed before construction of the roadway improvements can occur.
- For environmental review per CEQA, an Initial Study/Mitigated Negative Declaration (IS/MND) will be prepared to identify potential environmental impacts and mitigation measures.
- Throughout the design and CEQA process, a variety of community engagement opportunities will be available to the public, allowing for increased public knowledge and the collection of community feedback on potential design concepts.
- The project is primarily funded by a SANDAG Smart Growth Incentive Grant.

IV. Community Engagement Overview

The overall process for conducting the Palm Avenue Mixed Use and Commercial Corridor Master Plan Project is shown in Figure 1. The community engagement process is synchronized with the design process, allowing for each phase to be meaningfully informed and shaped by the community’s input.

Figure 1. Community Engagement Process and Timeline

		2014										2015	
		MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	
		PHASE I <i>Project Launch</i>				PHASE II <i>30% Design</i>			PHASE III <i>MND Public Review</i>		PHASE IV <i>MND Public Hearing</i>		
Project Activities		Research & Data Collection Mapping Landscape Concept Plans				Preliminary 30% Civil Design Plan			Design Concept Review Draft IS/MND		Design Concept Review Final IS/MND		
Community Engagement Activities		Website Launch Project Info Sheet Stakeholder Database Development Initial Email Update *Community Organization Briefing City Council Briefing 1 Workshop 1 Notification Email Update *Outreach to Corridor Businesses Workshop 1 City Council Briefing 2 City Council Briefing 3				Website Updates Workshop 2 Notification Email Update *Community Event Information Booth *Community Organization Briefing *Outreach to Corridor Businesses City Council Briefing 4 Workshop 2 City Council Presentation 1			Website Updates Email Update Draft IS/MND Public Comment Period *Community Event Information Booth *Community Organization Briefing City Council Briefing (as needed)		Website Updates Email Update City Council Briefing (as needed) City Council Hearing		

*Optional outreach item to be completed by City staff

V. Activities

Notifications and Project Updates

Timing: Phase I Project Launch, Phase II 30% Design, Phase III Draft IS/MND Public Review, and Phase IV Final MND Public Hearing

Primary Responsibility: City of Imperial Beach

Description: Prior to the launch of outreach activities, the following alerts may be used to inform the community about engagement opportunities, project milestones, and availability of draft documents for review:

- **Media: Media advisories targeting both regional and local print and online publications as well a radio and television outlets**
Media outreach is important for information dissemination to the general public. Regional and local print and online publications include, but are not limited to, the Union Tribune, Eagle & Times, Imperial Beach Patch, and eCoronado. Media advisories will be distributed to identified media outlets prior to all community workshops and at project milestones.
- **Social Media: Postings on City of Imperial Beach Facebook and Twitter accounts**
Social media can serve to reach additional members of the public who follow the City's Facebook and Twitter account feeds. Notifications will be posted to the City's accounts to invite the public to outreach activities and provide project updates. Social media posts will also encourage the public to review the project webpage to obtain additional information.
- **Project Webpage: Postings on the project webpage including copies of meeting materials and draft documents**
A project website will serve as an introduction to the project and an online library of project information, project documents, and information on community involvement opportunities. The project website will be updated periodically to report on the team's work-in-progress and post workshop and pop-up outreach event details.
- **Electronic Project Updates: Email updates distributed to the stakeholder contact database**
Email updates will be distributed at project milestones using the stakeholder contact database to keep people informed about community engagement opportunities, project milestones, and the availability of draft documents for public review.
All community members and stakeholders interested in participating in the project can register their contact information on the stakeholder contact database via the project website at www.ImperialBeachCA.gov/PalmMasterPlan or contact Greg Wade at PalmMasterPlan@imperialbeachca.gov in order to receive project alerts. All project notifications will be made available in Spanish upon request.

Project Information Sheet

Timing: Phase I Project Launch

Primary Responsibility: Project Design Consultants

Description: An information sheet will be prepared to supply the public with an overview of the project. The document will include information necessary to respond to frequently asked questions and address topic areas of interest.

Suggested topics to cover in the project info sheet include:

- Background on the Palm Avenue Commercial Corridor Master Plan Study, including vision and goals
- Project description, including needs and benefits
- Reference to the City of Imperial Beach vision plan and how the project relates
- Process and timeline
- Community engagement opportunities
- Project web page and project team contact information
- CEQA Review/MND information

The project information sheet will be posted on the project webpage, emailed to the contact database and distributed at the community workshops and pop-up outreach events. The project information sheet will be available in Spanish upon request.

Community Workshops

Timing: Phase I Project Launch and Phase II 30% Design

Primary Responsibility: Katz & Associates

Description: Community workshops will offer the public an opportunity to learn about the project, speak one-on-one with project team members, discuss ideas with fellow community members, and provide input. A total of two community workshops are planned. The community workshops will be professionally facilitated and will follow the sequencing provided below.

- The first workshop will take place early in the process to update the community about the project, explain the work plan for the current phase and its relationship to the established vision. As part of this meeting, project team members will share a variety of streetscape/landscape design concept considerations with participants and request their feedback.
- The second workshop will serve as an opportunity for the design team to share the proposed design concept and hear community feedback before advancing concepts into more detailed stages of design and environmental review.

For each workshop, a one-page logistics memo will be drafted to include details about the venue, as well as the meeting format, agenda, and necessary staffing and materials. The logistics plan will also include an outline for publicizing the workshops, including methods and schedule. A workshop summary will be developed after each meeting and posted on the project webpage along with all workshop materials.

Spanish interpretation will be available at the workshops, as needed.

Focused Stakeholder Outreach and/or Pop-up Outreach

Timing: Phase I Project Launch, Phase II 30% Design, and Phase III Draft IS/MND Public Review

Primary Responsibility: City of Imperial Beach

Description: Focused stakeholder and pop-up outreach will serve to expand community outreach opportunities and inform the public about the project and invite them to participate in the two community workshops and public hearing.

Suggested outreach activities include:

- **Project Information Booths:** Information booths are set up at area community events. The booths feature a family-friendly interactive activity to attract participants to the booth where they are able to obtain project information and speak one-one-one with project team members.
 - Potential community events include:
 - Imperial Beach Farmers Market (Fridays, 12 – 7:30 p.m.)
 - Sun and Sea festival (July 19, 2014)
 - St. Charles Catholic Church Bazaar (May – June, 2014)
 - Family Movie Night at the library or other library events
 - Surf Town Triathlon and Decathlon (August 24, 2014)
 - Potential interactive activities include:
 - “I Love Palm Avenue” photo booth – Participants write what they love about the Palm Avenue corridor on a white board and have their photo taken holding up the board
 - Interactive Game
 - Coloring station for kids – provide a black and white version of a potential design concept for a street segment in the corridor for children to color
- **Outreach to Corridor Businesses:** Project information and workshop fliers are distributed in person to businesses located in the corridor allowing project members to provide an in-person invitation to the workshops and the opportunity to respond to any questions or concerns.
- **Briefings with Community Organizations:** Project team members provide briefings and workshop announcements at pre-scheduled community organization meetings. Target community organizations may include the Chamber of Commerce, the Business Improvement District, bike and pedestrian advocacy groups, and youth community clubs or school organizations (i.e. student clubs, parent associations). Names and contact information for community organizations will be provided in the project contact database.

City Council Briefings

Timing: Phase I Project Launch, Phase II 30% Design, Phase III Draft IS/MND Public Review, and Phase IV Final MND Public Hearing

Primary Responsibility: City of Imperial Beach

Description: City Council briefings will give City officials an opportunity to provide feedback incrementally during the process. The briefings will cover both project and community engagement updates. The briefings are also another opportunity for the public to stay informed about project progress and make comments.

Briefings are planned for the following project milestones:

- Before the first community workshop (scheduled for April 16, 2014)
- After each community workshop
- Beginning of draft IS/MND review period

In addition, the City Council will conduct a public hearing when considering certification of the Final MND.

Environmental Review

Timing: Phase III Draft IS/MND Public Review and Phase IV Final MND Public Hearing

Primary Responsibility: RECON/City of Imperial Beach

Notice of Intent to Adopt and Public Review Period: A Notice of Intent to adopt the draft IS/MND and the draft IS/MND will be circulated for a public review period of 30 days, providing an opportunity for the public to comment on the impact conclusions and mitigation. All public noticing requirements per CEQA will be followed. Though not required under CEQA, the City will send an eBlast reminder to project stakeholders in advance of the close of the comment period.

Public Hearing: The City Council will consider adoption of the final MND in a public hearing. Members of the public will have the opportunity to provide comments before the Council takes action. All public noticing requirements per CEQA will be followed. The public will also be informed of the hearing by various means such as eBlast, media advisory, social media posts on Facebook and Twitter, as well as announcements posted on the project web page.