



This publication is meant to give you the latest and greatest news and information from around the City.

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SECTION 1 PORT ACTIVATION PROGRAM

Port staff presented their Waterfront Activation program to Port Commissioners on Tuesday, December 13. It's designed to bring more community involvement to the waterfront of all Port cities. (Please see [Attachment #1](#) for more information)

Port staff will try to visit City Councils in January to review the program and kick-off discussions for events in 2012 and 2013.

SECTION 2 DECEMBER FIRE SAFETY

Once again another winter is here. National statistics involving injuries and fatalities related to the cold weather seem to have stopped their upward trend. By taking preventative steps like these we can all have the safest December yet.

Winter heating

Use only clean unfinished wood for fire places, never use petroleum products like gasoline, oil and diesel to heat your home. Don't forget you can contact your gas provider to schedule a *free* inspection of gas appliances like furnaces and stoves.

Holiday decorating

Live holiday decorations like Christmas trees can require a gallon of water or more daily, check water levels often. U.S. Fire Departments responded to an estimated average of **250** home structure fires that began with Christmas trees in 2003-2007.

When possible choose decorations that are flame resistant or flame retardant. Candles are a great way to add accent lighting to any room but keep lit candles attended and away from combustibles, remember that flameless candles can be a great alternative.

Holiday lights

Use lights and extension cords that have the label of an independent testing laboratory. Some lights and extension cords are only for indoor and not outdoor use, read the labels carefully. Replace any string of lights or extension cord that has frayed wiring or loose connections.

2010 statistics to consider

362,100 residential fires were reported in the U.S. resulting in 2,555 deaths, 13,275 injuries and 6.6 billion dollars in property losses.

Carbon monoxide

Remember that carbon monoxide detectors are not just a good addition for your home but in some cases they are now required by law. Carbon monoxide detectors are mandatory in homes with a fire place, attached garage or gas appliances.

SECTION 3 OTAY RIVER ESTUARY RESTORATION PROJECT

The US Fish and Wildlife Service is asking for public comments on the scoping for an Environmental Impact Statement (EIS) on the **Otay River Estuary Restoration Project**. The **deadline** for scoping comments is **January 6, 2012**. The US Fish and Wildlife Service will then release a draft EIS for public comment in the spring of 2012 and then finalize the EIS in the fall of 2012.

The project is to restore what was farmland and a former sewage treatment plant site to a functional estuarine habitat. It is located northeast of Pond 20A, west of Interstate 5 and south of the other salt ponds. Funding is provided by the Poseidon Resources Carlsbad Desalination Project to fulfill their mitigation requirement for the desalination plant in Carlsbad.

Additional information can be found at:

<http://www.fws.gov/sandiegorefuges/OtayRP/OtayRP.html>



SECTION 4 9TH AND PALM SHOPPING CENTER

Wednesday night, City Council took major steps toward the development of a new, 46,000 square foot shopping center at the southwestern corner of Palm Avenue and 9th Street.

Council approved the coastal permit, the design concepts, the site plan, the tentative map, and the environmental documents for the center. (For more details, see [Attachment #2](#), PowerPoint Presentation that was given to Council.)

Council also approved a Disposition and Development Agreement with the Sudberry company, a group that has done high quality centers in other cities in San Diego County. This Agreement lays out the terms of what the developer will build on the site, timeframes for development, and the City's contribution toward road improvement costs.

Also, demolition of existing structures on the 9th and Palm site began today. The work should be done by the end of January, 2012.

It takes a host of terrific people and plenty of hard work to get to this stage of development. A big thank you is due to many dedicated people including Rafael Adame, Jim Nakagawa, Tyler Foltz, Elizabeth Cumming, Jerry Selby, Larry Martin, Hank Levien, Greg Wade, and Jennifer Lyon.



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Port of San Diego Waterfront Activation

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Port of San Diego Mission

- Promote commerce, navigation, recreation and fisheries
- Commerce: Promote business activity
- Recreation: Attract visitors and locals to the Tidelands to enjoy activities and amenities

Waterfront Activation

A program of events and interactive opportunities to bring visitors and locals to the Big Bay for a variety of cultural, recreational, and social experiences

Dual Approach to Activation

Business Impact

Promotions
Advertising
Port Sponsored Events:
 Big Bay Boom
 Parade of Lights
 Big Bay Festival of Sail
 Big Bay Whale Days
 Big Bay Balloon Parade

Community Involvement

Bay-wide events
All member city waterfronts
Showcase
 Parks and amenities
 Ecotourism/environmental
 Working Waterfront

Community Involvement

Integrated approach to activation

Relies on partnerships with member cities

Pilot Events to date

Mambo on the Bay

Fall for the Arts Bay-wide events

Proposed Upcoming Events

Bay-wide Pilot Programs: Big Bay Boot Camp
San Diego Bay Night Market
Big Bay Ballroom
Cyclovia

National City 125th Anniversary

Port's 50th Anniversary

National Maritime Day

Staff-Recommended Changes to Port's Marketing Sponsorship Program

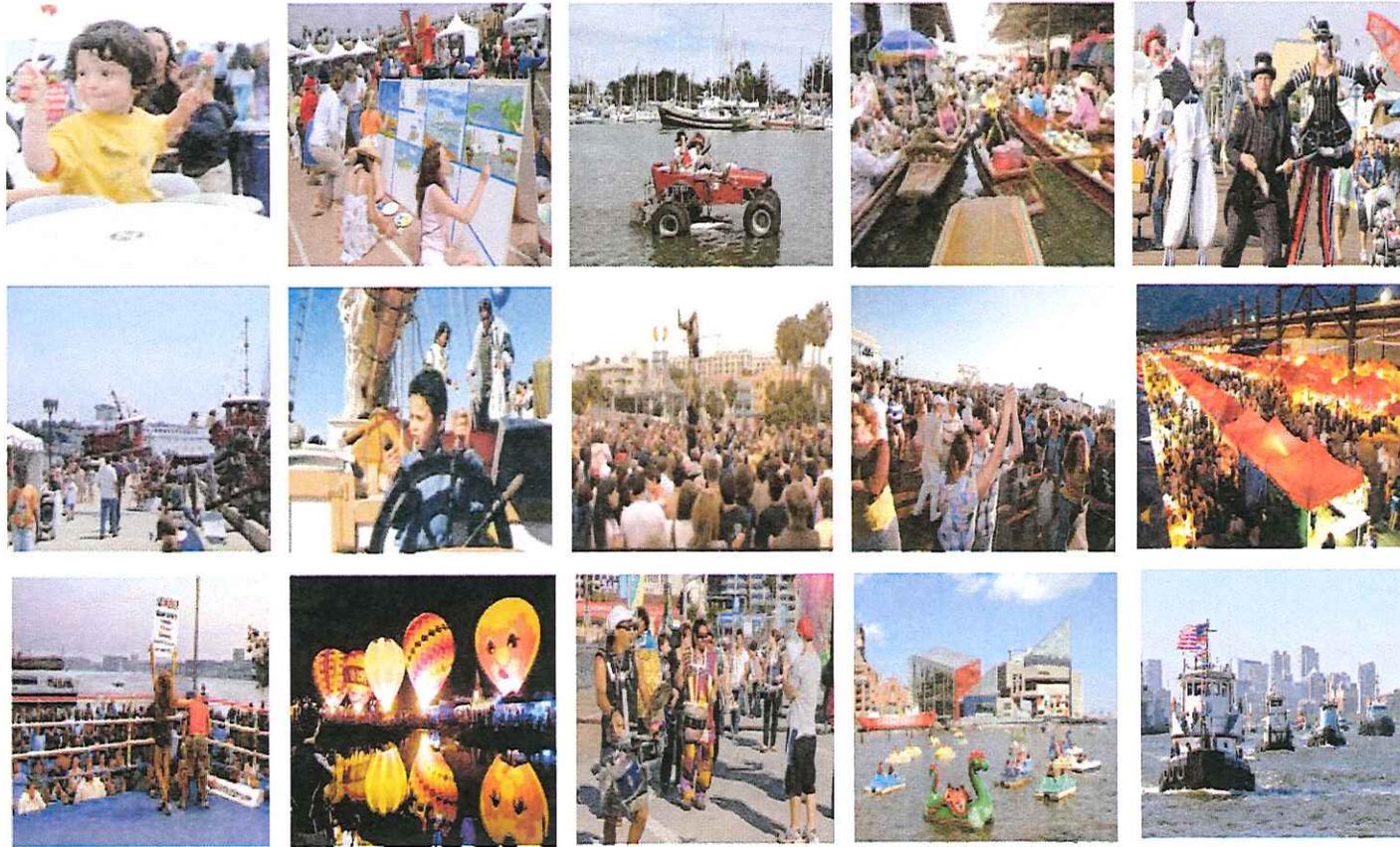
- Institute application process effective 2012 for all manner of events
- Budgets to be established for Fiscal Year 2012-13
- Possible bi-annual application process

Marketing Sponsorship Program

- Objective: Provide direct economic benefit to the Port of San Diego, businesses on Port Tidelands and the greater San Diego region
- Proposals must:
 - Be consistent with Port strategic goals
 - Provide a quantifiable benefit to the Port
 - Generate tenant revenue
 - Educate on Port's mission and industries

Questions & Answers

Attachment A to Agenda Sheet No. 31



Re-Eventing San Diego Bay - A Waterfront Activation Plan

EXECUTIVE SUMMARY: PUBLIC WORKS, INC

EXECUTIVE SUMMARY RE-EVENTING SAN DIEGO BAY—A WATERFRONT ACTIVATION PROGRAM [PUBLIC WORKS, INC.](#)

San Diego Bay has been, and continues to be, a significant cultural, recreational and tourist attraction for the entire region. The hundreds of large and small public and private events taking place around the Big Bay, in the aggregate, contribute to the member cities social and economic well-being and are also beneficial for enhancing their identity and profile regionally, nationally, and internationally.

From The Festival of Sail to The Big Bay Boom, The Holiday Bowl Balloon Parade and the Parade of Lights, it is apparent that San Diego Bay has the capacity and the audiences to sustain a major event program. Outside event producers are attracted to the bay and the tidelands for their events. The iconic Rock and Roll Marathon, San Diego Food and Wine Festival, Art Walk, Red Bull Air Races and America's Cup, among others, all come here because of the Big Bay.

While it is advantageous to the Port and its tenants to create, support and attract these larger events, we also feel (and hear from stakeholders) it is necessary to create other events that are scalable, strategically designed and sustainable throughout member cities, and throughout the calendar year.

With exciting new development plans for the North Embarcadero, the Chula Vista Bayfront and the new Aquatic Center in National City (among other projects) now is the time to develop and implement an activation program that complements the public spaces being developed and foreshadows the desired and potential uses of these new areas.

Transportation initiatives such as The Bayshore Bikeway, Cabrillo Circulator Shuttle and hopefully a more robust Water Taxi and Fast Ferry System will connect seemingly disparate waterfront resources together. This re-connected bayfront can, and should, develop into the region's premier recreational and event destination. With more public space at the water's edge and our member cities' desire to activate their respective waterfronts, it is time to move forward.

Across the events and other activation initiatives developed in the Waterfront Activation Program we hope to highlight the place of San Diego Bay in the everyday life of the people in its surrounding cities and tie together the history, culture and recreation possibilities of the region in a program of events and activities suitable for everyone.

The Waterfront Activation Plan calls for a controlled launch of a variety of event types to provide proof of premise, entice people to come to areas of the bay they haven't visited before or just come more frequently, and to get them involved in a variety of active-living and cultural experiences. This Executive Summary provides a brief outline of program definitions, objectives, outcomes, methodology and a series of initial proposed events.

Our goal is quite simple, namely to **ReEvent** San Diego Bay.

Lewis Siris
President
Public Works Inc.
November 28, 2011

What Is Waterfront Activation?

Waterfront Activation , in the context of event planning, is a program of events and interactive opportunities to bring visitors and locals to the Big Bay for a variety of cultural, recreational, and social experiences. These experiences could be naturally occurring, events produced by others, and events produced or sponsored by the Port District.

Objectives of the Plan

There are six primary objectives that guide the Waterfront Activation Plan;

- To create five city activation.
- To stimulate the increased use of public space by visitors and locals day and night, weekdays and weekends, and impart a sense of place where there is something always going on.
- To reconnect the cities and communities with their waterfronts.
- To support the member cities' hospitality and retail sectors through creating and attracting events that may encourage longer stays or repeat visits and which increase the profile of the area.
- To promote environmental awareness and stewardship.
- To build enduring stakeholder relationships with mayors, city councils, chambers of commerce and community organizations and unite the member cities with each other.

Desired Outcomes

The Waterfront Activation Program could result in the following outcomes:

- Citizens of the region will rediscover the waterfront resources available in each of their communities.
- San Diego Bay will experience an upturn in event-related tourism.
- Increased usage and promotion of San Diego Bay can act as a catalyst for development opportunities , as well as economic benefits . for tenant businesses and attractions.
- The ability to attract and host major events will grow as our success portfolio and event-related infrastructure is developed.

The Port's Role in Activation

There are several roles the Port can take in activation. These four can stand alone or work in combination.

- **Service Provider:** The Port can support existing and proposed events by outside entities by providing a combination of waivers and discounts for site usage fees and other Port services.
- **Promotion Partner:** The Port can support existing events produced by others and those proposed by others through the Big Bay Marketing Program bringing added promotional value to events that meet activation criteria and have a positive impact on Port tenant businesses.
- **Sponsor:** There are, and will be, events where the best role is to provide cash sponsorships, relying on others to produce and manage the events. The “new” marketing/sponsorship program provides a way to align such events with activation goals.
- **Presenter/Producer:** The Port creates and produces its own events, with a combination of staff and consultants.

Power of Partnerships

A successful activation program needs the involvement and investment of a variety of stakeholders. While the Port can act as an initial catalyst and incubator of such programs, partnerships are needed to sustain them.

- Arts & cultural organizations
- Business associations/chambers of commerce
- Community-based organizations

- Member cities
- Port tenants
- Public and private schools and educational facilities
- Regional partners and stakeholders

Community Engagement

Community engagement is an essential component of developing and evaluating a successful Waterfront Activation Program throughout the tidelands. It is intended to inform, encourage and activate the variety of stakeholder groups including government, business and community organizations in each of the member cities to achieve buy-in on a number of levels.

By involving representatives from the public and private sectors, the process will help foster partnerships and facilitate networking necessary to insure successful, well regarded and well attended events.

As we begin to conceive, plan, and produce an ongoing series of events (large and small), we will go to the “community” at times during idea development to test our plan, or go to at other times post-event for their well-considered critiques of the events involving a useful set of criteria.

Some events may incorporate ideas and critiques generated through meetings or postings on our website. Others need involvement in all phases for the event to become a sustainable success.

Four Programming Approaches

There are four basic approaches we can undertake in developing the event program.

- **Umbrella Events:** Where feasible and desired by their respective producers, we will explore ways to create promotional and production synergies between events of a similar nature, creating a larger or longer event or promotion.
- **Wraparound Events:** These events could precede or follow regularly scheduled major events (with the cooperation of their respective producers) to extend tourist stays and increase overall economic impact.
- **Series Events:** These will be created for the Port (or sponsored by others) and will include a mix of ongoing music, film, theater, dance and athletic programs on a frequent basis to help establish a brand identity.
- **Signature Events:** These would be events unique to the Port and the venues involved. They typically would be larger productions with significant attendance and tourism potential. They may be formed out of the event types listed above.

Six Core Event Activation Qualities

Whether the Port is planning, partnering or supporting events throughout the tidelands, there are six core qualities related to activation events that we feel should be incorporated into the event design wherever possible.

- **Interactive/Participatory:** Active living, hands-on cultural experiences, and opportunities for the region’s schoolchildren to learn about and enjoy San Diego Bay will be key components of the events created.
- **Multicultural:** The events, whenever possible, should appeal to different cultures and include diversity in the programming and provide opportunities for attendees to experience the cultural richness of the communities around San Diego Bay.
- **Intergenerational:** We need to create opportunities to engage people of all ages as part of an active and vibrant waterfront. Seniors, “tweens” and teens all should be able to experience the Big Bay through relevant programming and age-appropriate activities.
- **Relevant:** The events need to be relevant to the communities they will be staged in, relevant to the desired demographics we wish to attract, relevant to cultural interests and trends, and relevant to the Port’s mission.
- **Scalable:** Each activation event will take place in locations that have built-in opportunities and constraints, so the scale of the event needs to fit venue capacity and not overtax local infrastructure and public safety resources. In addition, due to ever-shifting economic circumstances, they need to be scalable based upon available budget resources and work well in whatever size they need to be.
- **Sustainable:** As the “green port” our events need to meet environmental practices and achieve benchmarks set by the Port and consistent with best-practices in sustainable event production.

Five Thematic Frameworks

Thematic development of event programs is one way to provide an understandable framework and context for the events. While not all events and programs may fit under these general themes, as a first step using such organization frameworks in the activation effort is a valid way to proceed.

■ **Five Cities: One Bay**

Understanding the powerful unifying element of San Diego Bay while recognizing that there are five distinctly different cities surrounding it needs to inform our plans. Creating a series of bay-wide events which unite the member cities in simultaneous (or consecutive) celebration or activities but scaled and appropriate to each set of unique characteristics and community make-up set the stage for other activation efforts and legacy events and programs.

■ **The Port Celebrates**

Major milestones and holidays are a natural centerpiece for celebrations. The Port can take on any or all of the roles previously outlined in support of these anniversaries or other significant moments.

■ **Pick Your Day on the Big Bay**

There are opportunities present every day for people to experience the Big Bay. This promotional and event program is a call to activate in their own way their waterfronts (with a little help from the Port, of course.)

■ **The Working Waterfront**

Every day thousands of choreographed movements of ships, barges, tugs, railcars, trucks, gantry cranes, pallet jacks, forklifts, maritime works and security forces activate the Port. Events to celebrate the businesses and workers who keep the Port vibrant, well-functioning, and a successful economic engine for the region.

■ **Our Green Port**

The Port's (as well as the member cities') green initiatives deserve to be heralded. With increasing interest in positioning the South Bay (particularly Chula Vista) as an eco-tourism destination, the time is right to amplify this message through special events and bay-wide activities that are mindful of the precious ecosystems and natural resources of the tidelands.

PROPOSED EVENT PROGRAMS

2012/13 will bring a number of pilot programs and “test” events to the Big Bay. These programs are (in part) trial runs to test the premise of the event(s), capture useful market research, foster community relationships, and develop tenant involvement and accruing benefits. Dates and suggested locations are subject to change based upon member city interest and schedules, as well as availability of desired program elements and other potential conflicts. Further elaboration of these programs can be found in the full plan.

(FY 2011/12)

Big Bay Boot Camp (March 24/25 May 19/20 2012)

A bay-wide fitness festival with simultaneous activities and classes taking place in all member cities throughout the day. Yoga, Tai Chi, Spinning, Running, Gymnastics, Aerobics, Cross Fit, and Boot Camp style activities, among others, will be conducted by the area’s hottest instructors and gyms. San Diego’s pro teams, military drill instructors, and celebrity trainers will all be approached to participate.

National Maritime Day (May 22, 2012)

An appreciation of the businesses and workers on our Working Waterfront in the form of a special lunchtime party and performance celebrating the essential work that they do and their contribution to the vibrancy of San Diego Bay.

San Diego Bay Night Market (June 20, 2012)

Part bazaar, performance festival, culinary experience, social gathering, and unique shopping festival, the Night Market has the potential to become a unique event destination on the Big Bay. A variety of artisans, performers, chefs, and merchants come together to share their talents in a creatively illuminated and designed site utilizing tents, sea containers, kiosks and push carts.

(FY 2012/13)

Summer Pier on Broadway (4 Tuesdays-July 2012)

A pilot program of weekly concerts, performances, films and workshops takes place at the Broadway Pier and Port Pavilion. Our goal is to present a twelve-week series beginning in the summer of 2013.

Big Bay Ballroom (Five Wednesdays in August 2012)

This live dance party featuring big bands, a giant dance floor, free dance instruction and a contest or two, travels to all our member cities. Swing, salsa, mambo, and other popular styles, make this a multicultural and intergenerational event to be enjoyed by all who love to dance.

Cyclovia: San Diego Bay (Five Saturdays or Sundays, Sept. 2012)

A significant traffic-free event in each member city along waterfront roadways, bike and pedestrian pathways. Cyclovia was developed in Bogota, and is now an international movement to create citywide human-powered and traffic-free events. Successful events are held in San Francisco, New York and other cities and communities.

SDUPD 50th Anniversary Celebration (Dec 31, 2012/Jan 1, 2013)

This celebration marking the creation of the San Diego Unified Port District will take place throughout the year in a variety of ways. We are proposing a special kick-off event with the re-launch of New Year's Eve Fireworks as a pilot project towards it being reinstated as an annual event bringing in visitors and economic benefits to Port Tenants, and rejoining the ranks of major cities who offer fireworks on New Year's Eve to their citizens and visitors.

Kinetic Sculpture Regatta (April 13, 2013)

These all-terrain amphibious human powered animatronic creations provide visual interest, wonder, and bemusement as to how they actually float and even can race. The purpose is to create different forms of water based entertainment on San Diego Bay and attract a broad demographic to the bayfront. Popular kinetic sculpture races take place in Baltimore's Inner Harbor, among other cities, with the national championships in Northern California. Opportunities could exist for colleges and corporations to develop designs and put team together. Each member city could develop a signature entry and join the competition.

Working Waterfront Festival (May 18, 2013)

A celebration of San Diego Bay's maritime heritage, waterfront attractions and commerce taking place around the bay. The event precedes National Maritime Day (May 22). Visitors can enjoy a variety of maritime related activities including tugboat races boat-building demonstrations, sail-making workshops, barge performances, a floating market, sea container art show, and environmental and educational activities.

Other Potential Programs

Big Bay Floating Market (Potentially Spring 2013)

An actual floating market modeled on the iconic Southeast Asian floating markets. Farmers, fisherman and flower vendors deliver and sell by boat and barge. This could become a regional attraction while exploring the viability of markets in locations around the Tidelands. We recommend that this be developed by the Port and Consultants and put out to bid in an RFP or RFQ format for an operator.

Random Acts (When least expected :)

Whether they are called flash mobs, pop-up performances or random acts of culture, these seemingly spontaneous outbursts of culture and creativity are popping up all around the country. We can activate spaces all around the bay at strategically desirable times with events driven by social networking.

Arts All Night (Potentially late 2013/early 2014)

An all-night (or late night) arts event modeled on the Nuit Blanche events that began in Europe and attracts millions of visitors worldwide to these multi-genre/multi-venue festivals. This would need the collaboration and curatorial expertise of the Public Art Department, and could only occur if such an event fits into their own master plan and curatorial strategy.

Program Monitoring and Evaluation

To ensure sustainability of the Waterfront Activation Program we need to determine the overall success of the events produced including value to the community and tenant businesses and attractions, adherence to objectives and outcomes, production values, and operations among other benchmarks.

Evaluation of overall community engagement with the event, satisfaction level and any tangible benefits to the community or tenant businesses as well as potential legacies, would all go into the evaluation.

We can plot the program's impact along a continuum from planning to development, execution, post-event impressions, and any legacies that may come out of the events. The impacts are sometimes direct, but often are more indirect. Sometimes the process of planning and executing an event, especially with community or government partners can yield a more process-related benefit. They can be direct or indirect, process or outcome impacts as well.

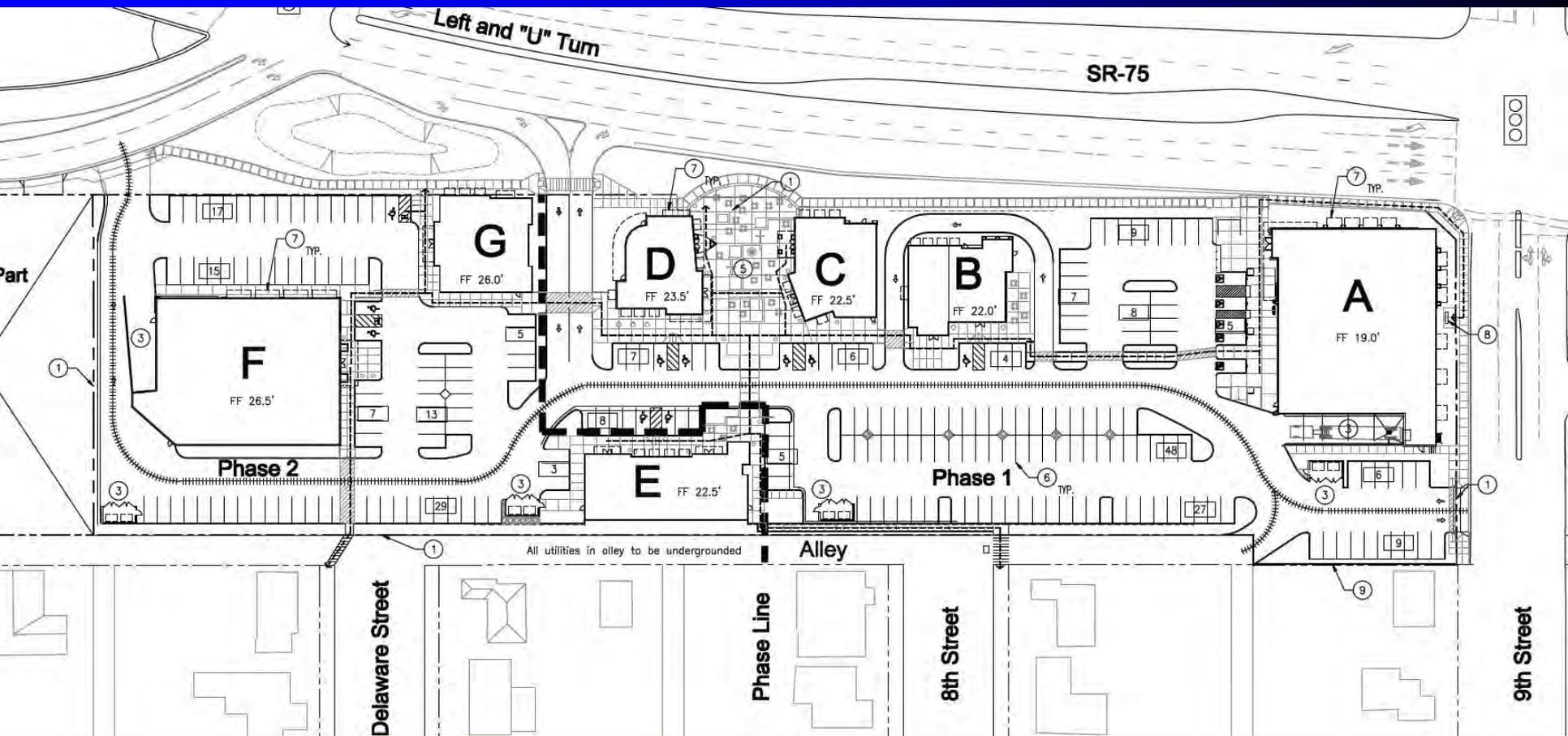
There is also the potential to measure the ripple effect from the immediate communities involved, to regional neighbors who attend, and external communities, i.e. tourists and business travelers who come, or come back .

Recommendations (partial listing)

- Focus on events which can travel to each Member City or be staged concurrently in each Member City.
- Create events around, in and even under, the Bay.
- Make events as intergenerational, educational, multicultural, creative and accessible as possible.
- Explore and develop partnerships with a variety of public, private and non-profit entities.
- Explore possible synergies and economies of scale between certain events for positive benefits.
- Develop robust event transportation systems to increase access, reduce congestion and lack of parking in some areas.
- Facilitate a comprehensive calendar of events in all the Member Cities and throughout San Diego County to help coordinate scheduling, traffic plans and public safety resources.
- Develop a sponsor acquisition program to reduce the Port's cash investment in events.
- Utilize all the Port's marketing channels, especially social media and networking in promoting the events, as well as getting audience feedback.
- Develop or utilize standard practice evaluation and assessment methods and metrics to determine the events impact.

Lewis Siris, President
Public Works Inc.
November 28, 2011

MF 1062 9th & Palm



**City Council
December 14, 2011**

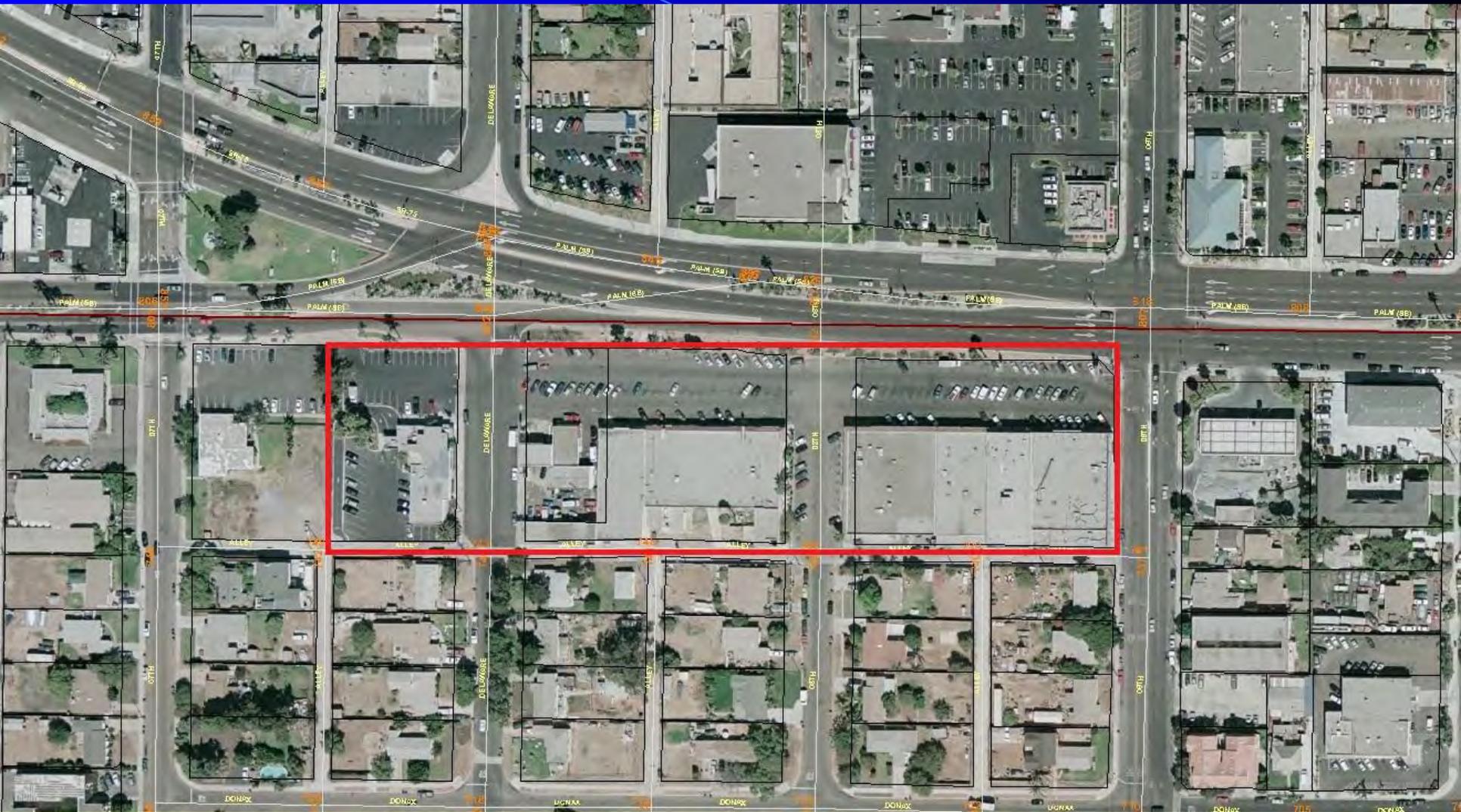
MF 1062 9th & Palm

Project Description:

- Administrative Coastal Permit (ACP 110024), Design Review Case (DRC 110025), Site Plan Review (SPR 110026), Tentative Map (TM 110027), and Mitigated Negative Declaration (EIA 110028 and SCH #201111018) for a new commercial shopping center (“Breakwater”) at 9th Street & Palm Avenue.
- Six new lots and construction of seven new commercial buildings with 46,200 square feet of commercial space composed of a market, retail shops, and a financial institution.
- Vacation of portions of 8th Street and Delaware Street traversing the project site.
- C-1 (General Commercial) Zone
- Applicant: Sudberry-Palm, LLC

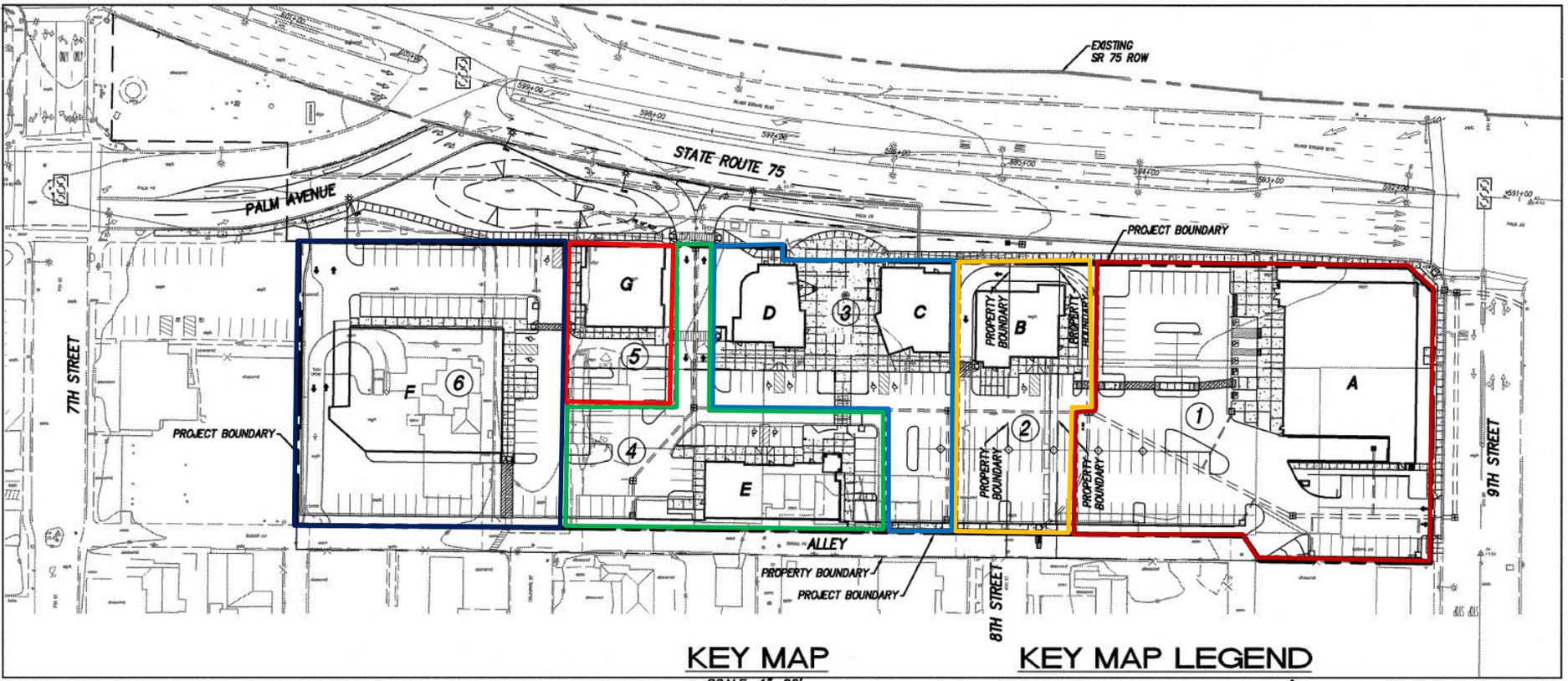


MF 1062 9th & Palm



Aerial

MF 1062 9th & Palm

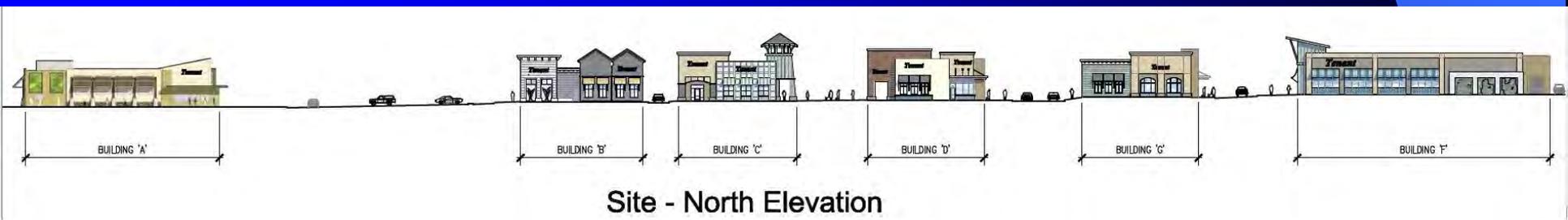
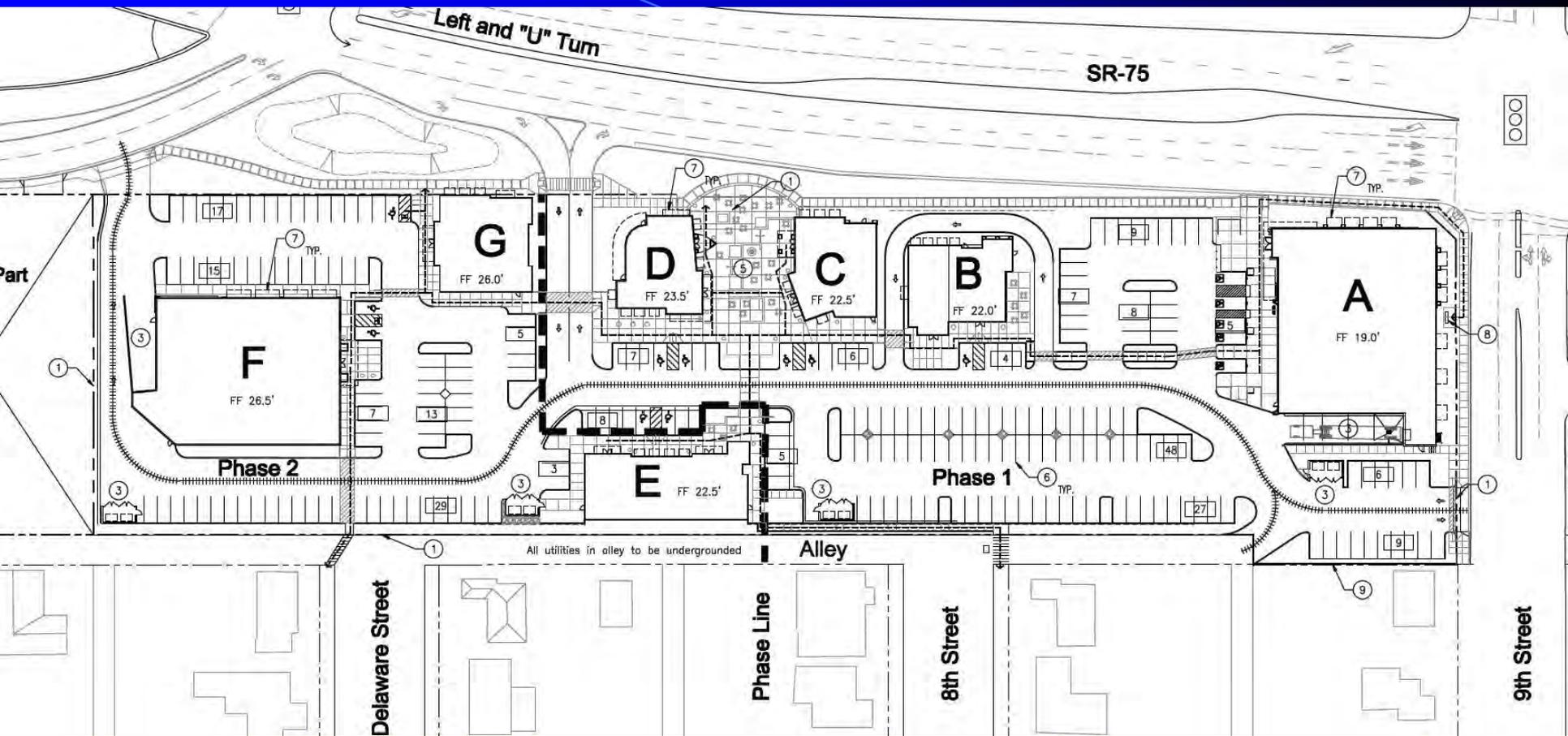


KEY MAP
SCALE: 1"=60'

KEY MAP LEGEND
BUILDING IDENTIFICATION A
LOT NUMBER ①

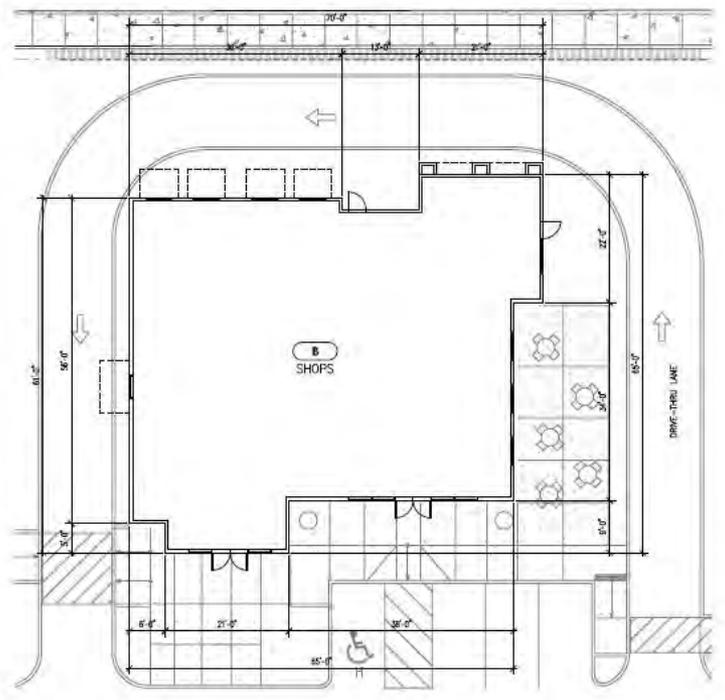
Tentative Map

MF 1062 9th & Palm

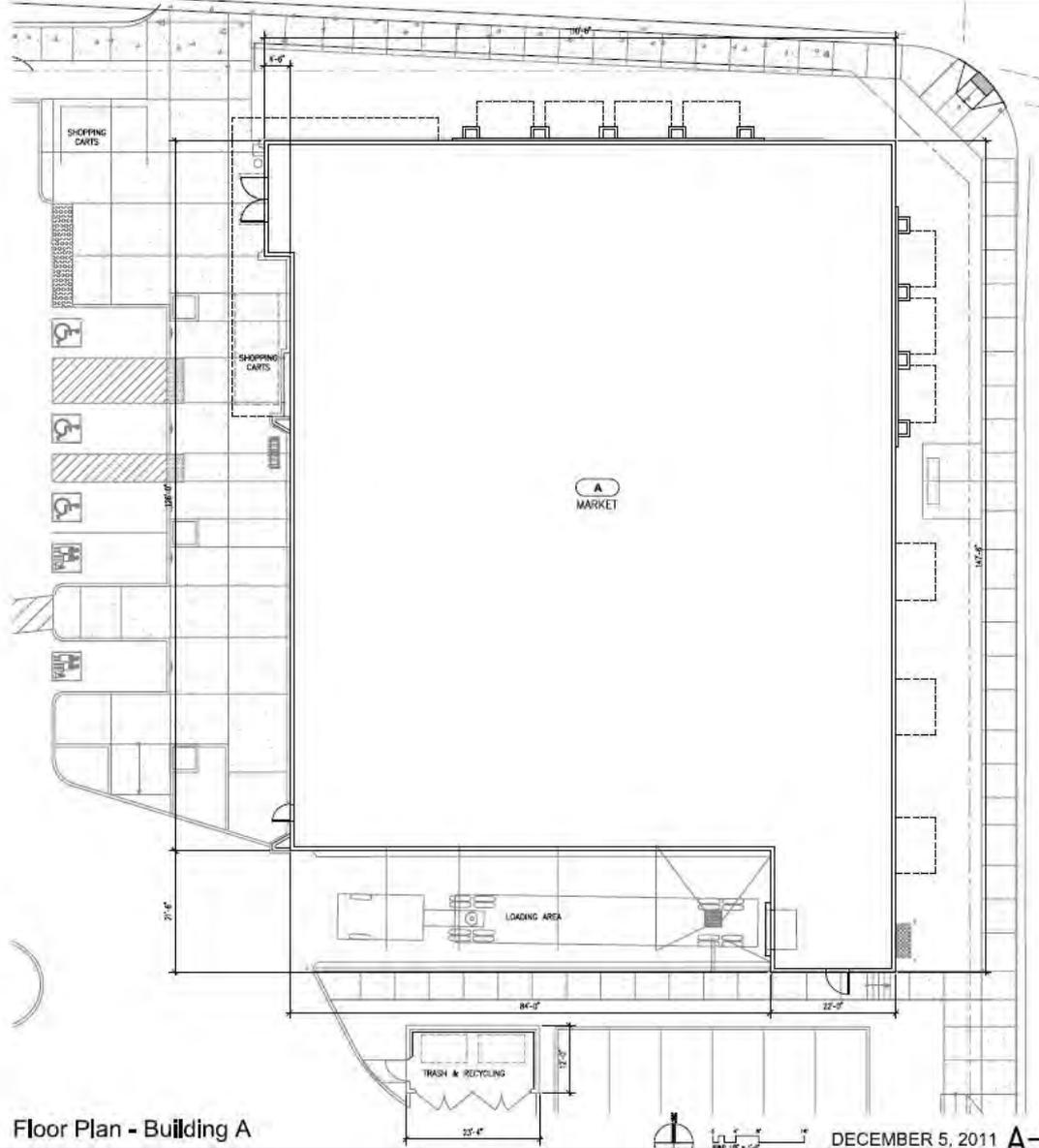


Site - North Elevation

MF 1062 9th & Palm

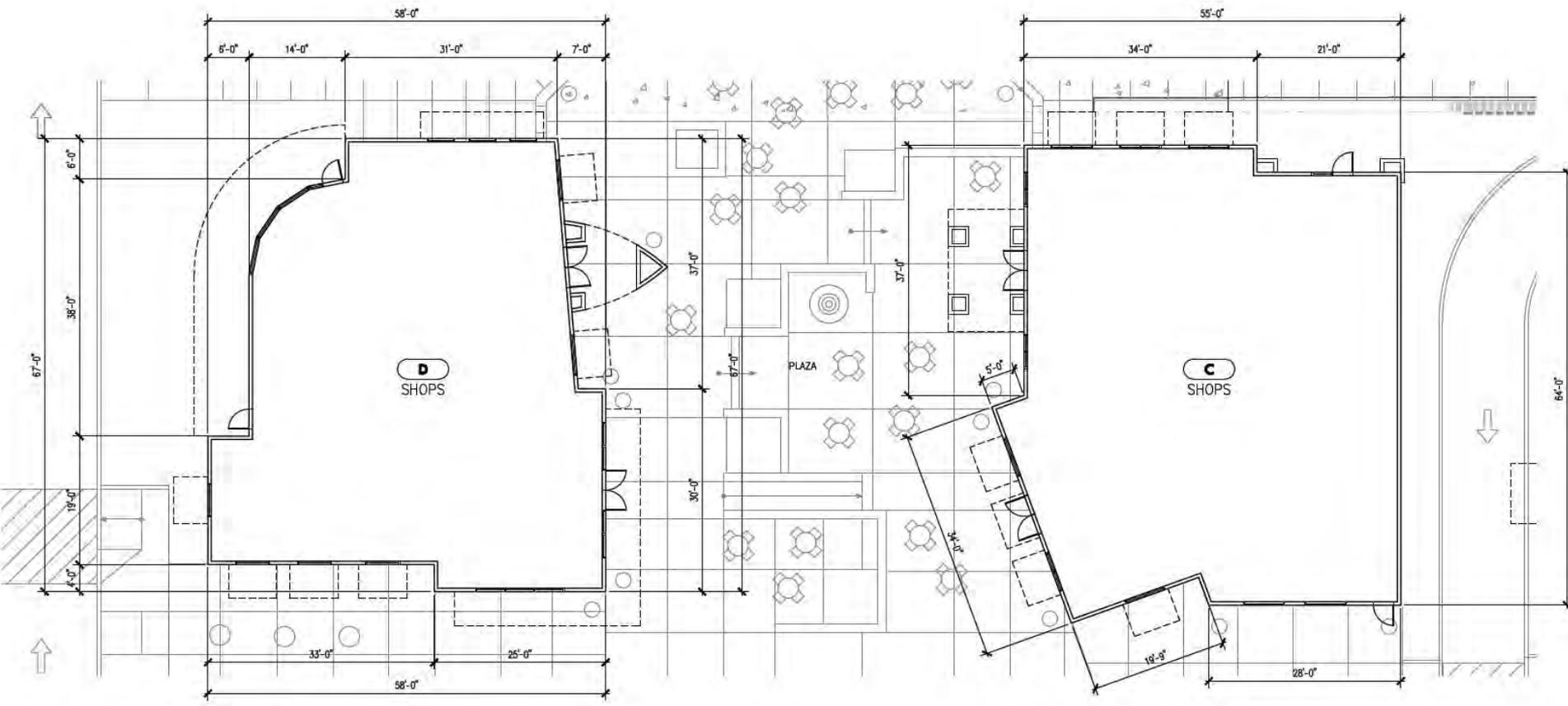


Floor Plan - Building B



Floor Plan - Building A

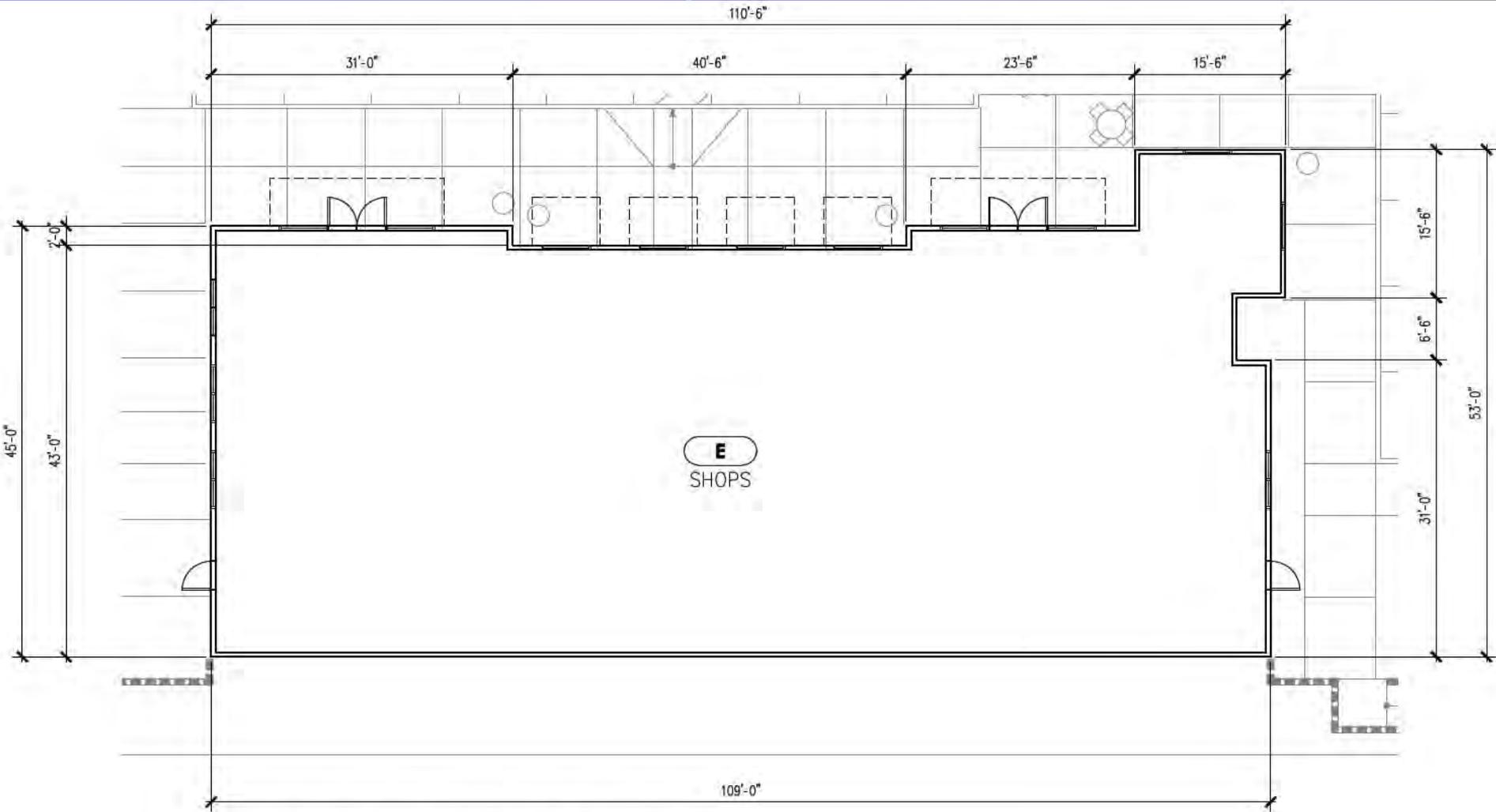
MF 1062 9th & Palm



Floor Plan - Building D

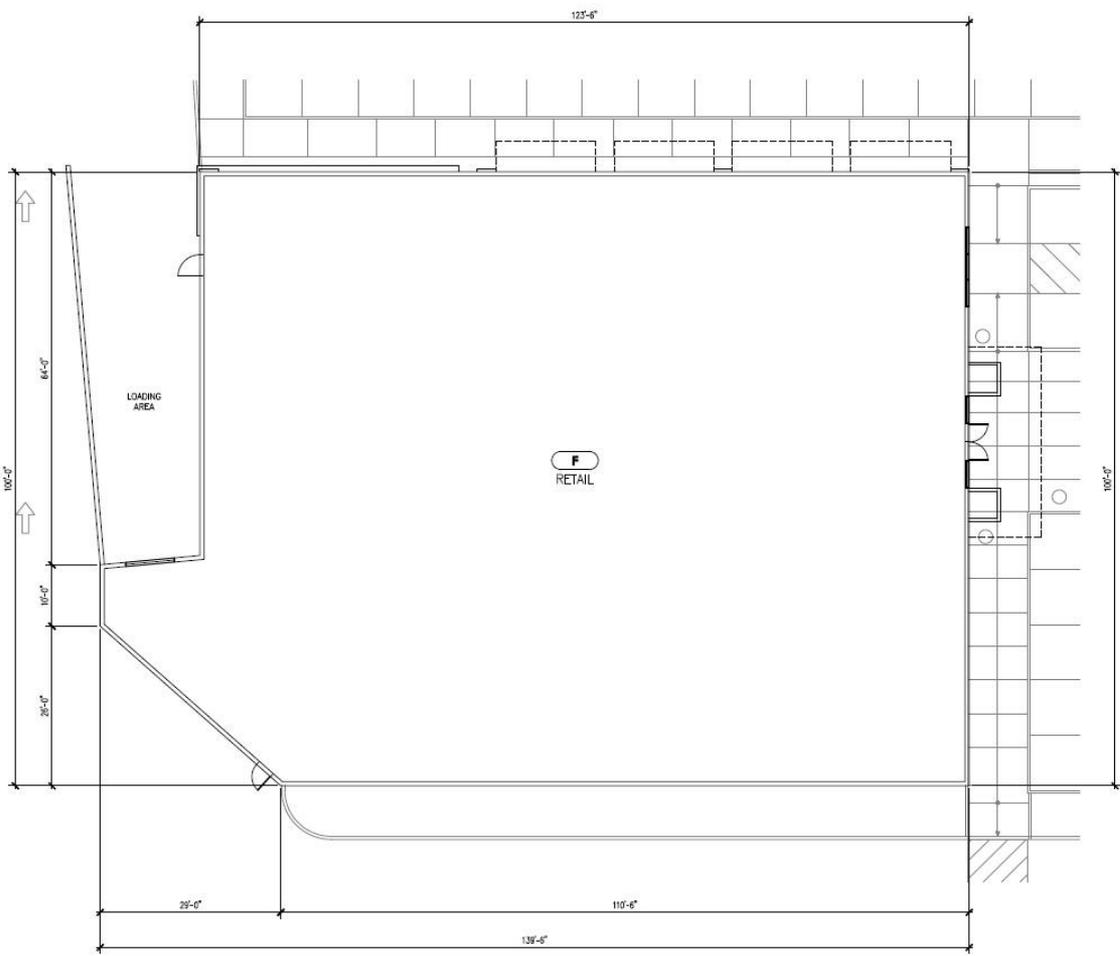
Floor Plan - Building C

MF 1062 9th & Palm

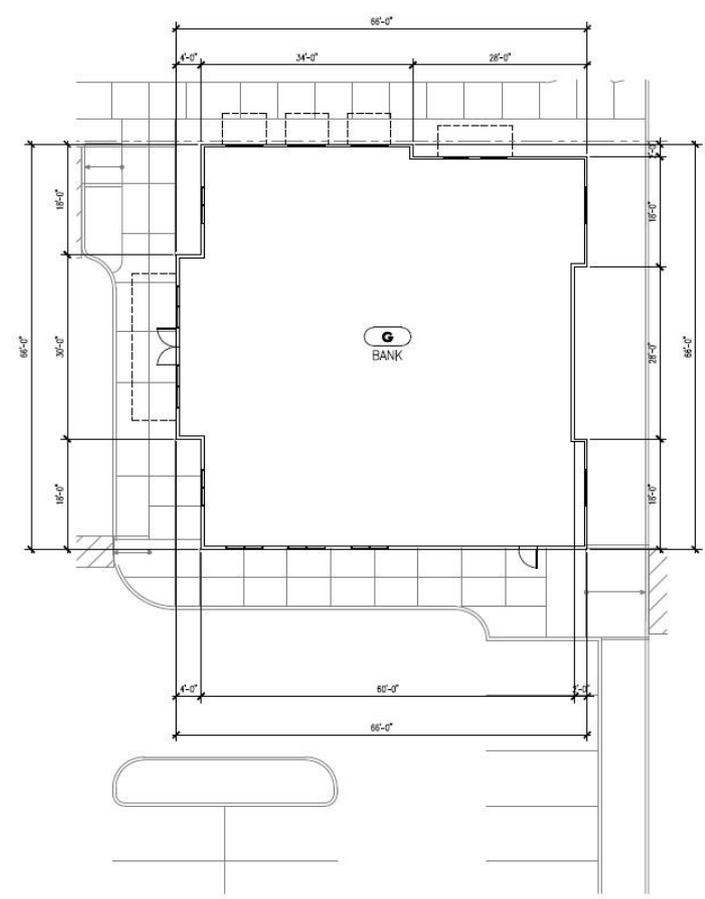


Floor Plan - Building E

MF 1062 9th & Palm

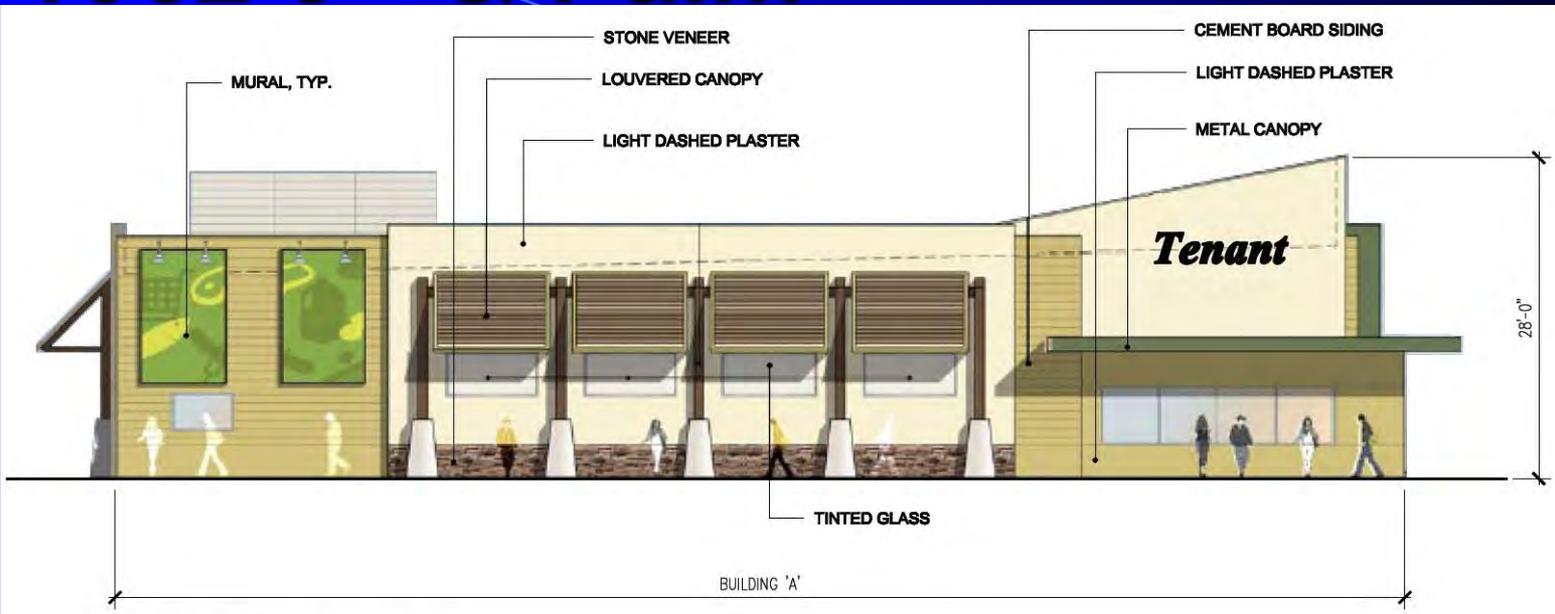


Floor Plan - Building F



Floor Plan - Building G

MF 1062 9th & Palm

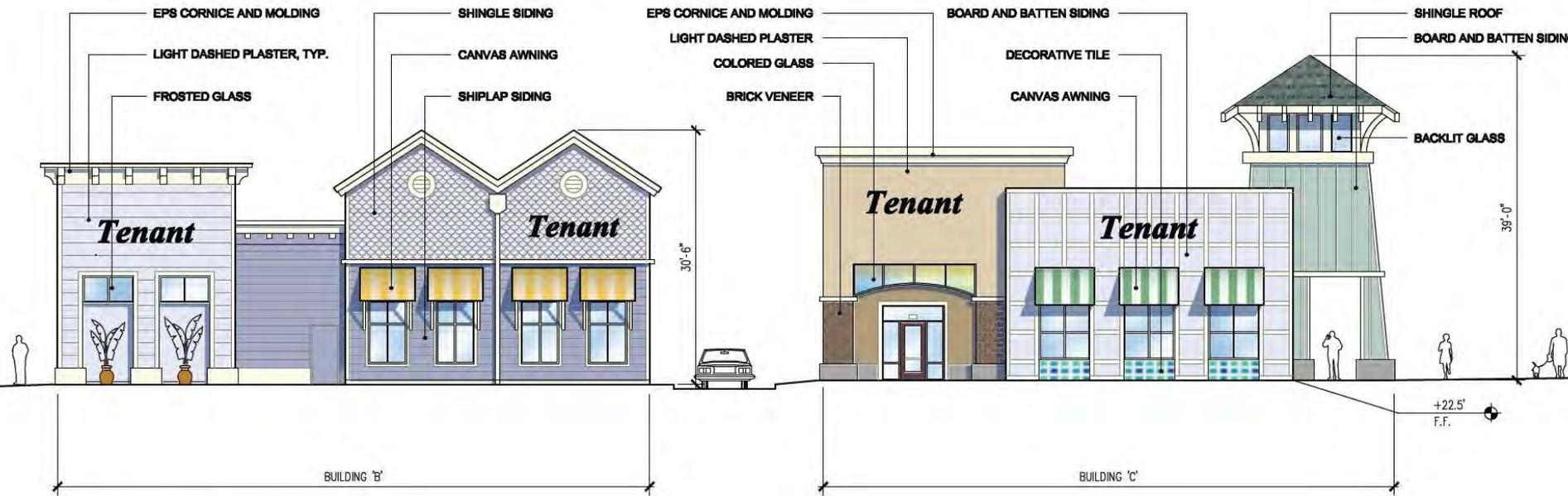


North Elevation



East Elevation

MF 1062 9th & Palm



North Elevation



North Elevation

BUILDING 'D'

MF 1062 9th & Palm

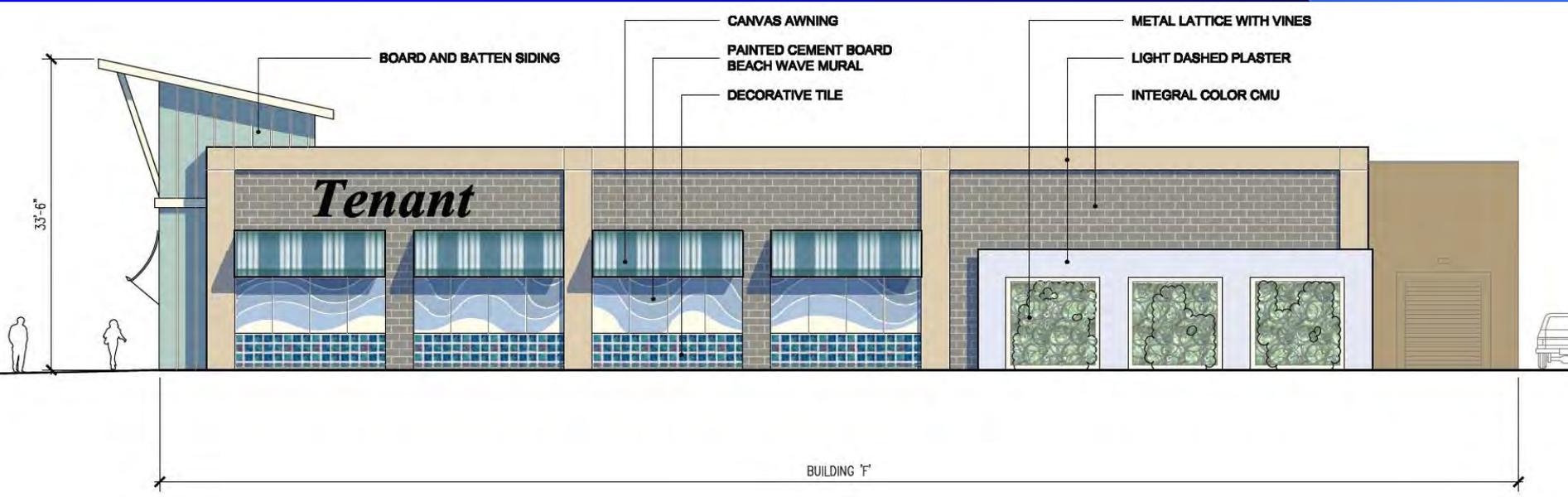


North Elevation - Building E

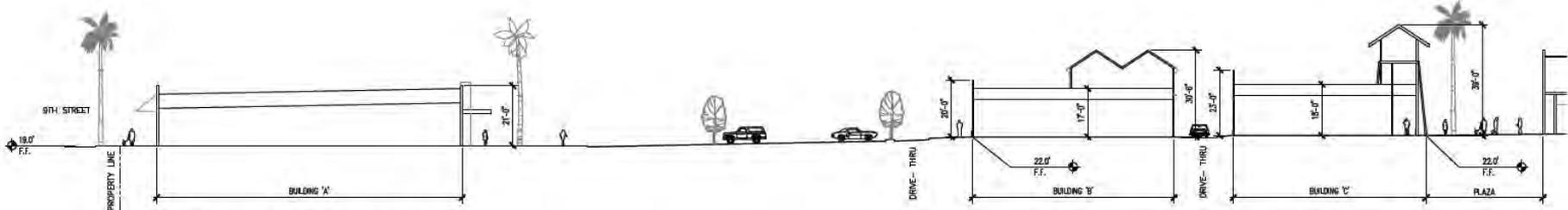
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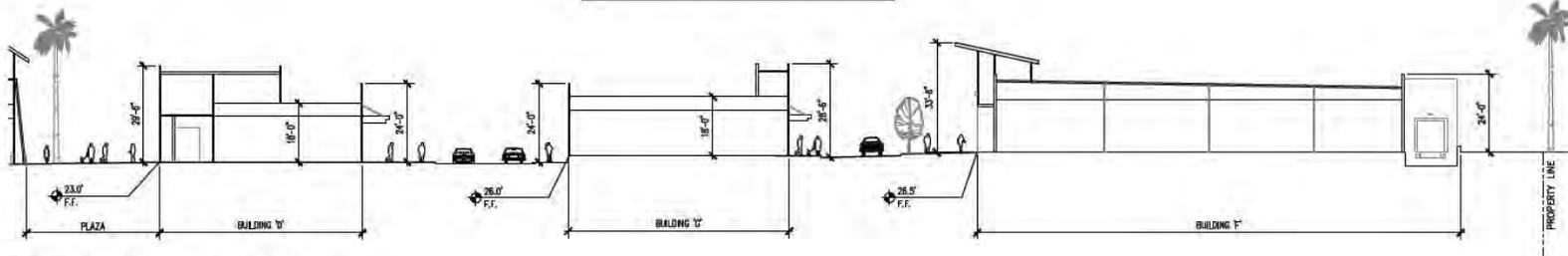
North Elevation



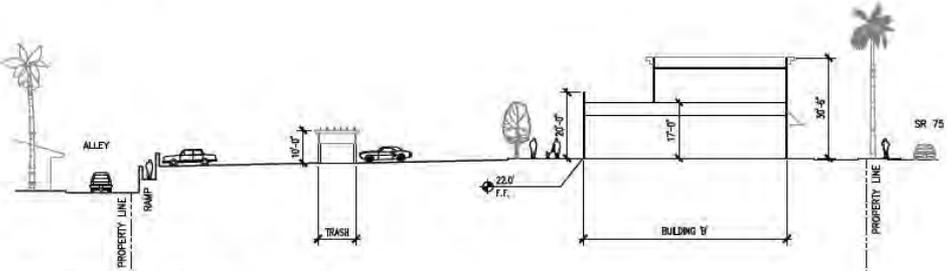
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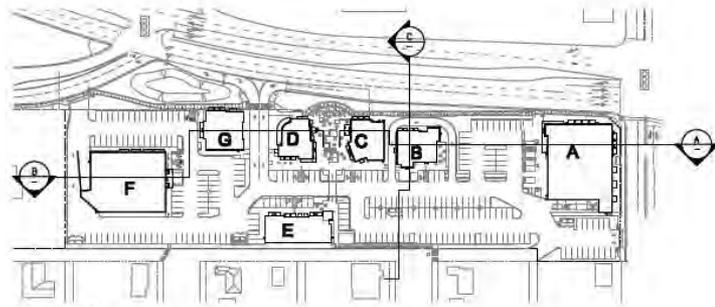
Section A West - East



Section B West - East



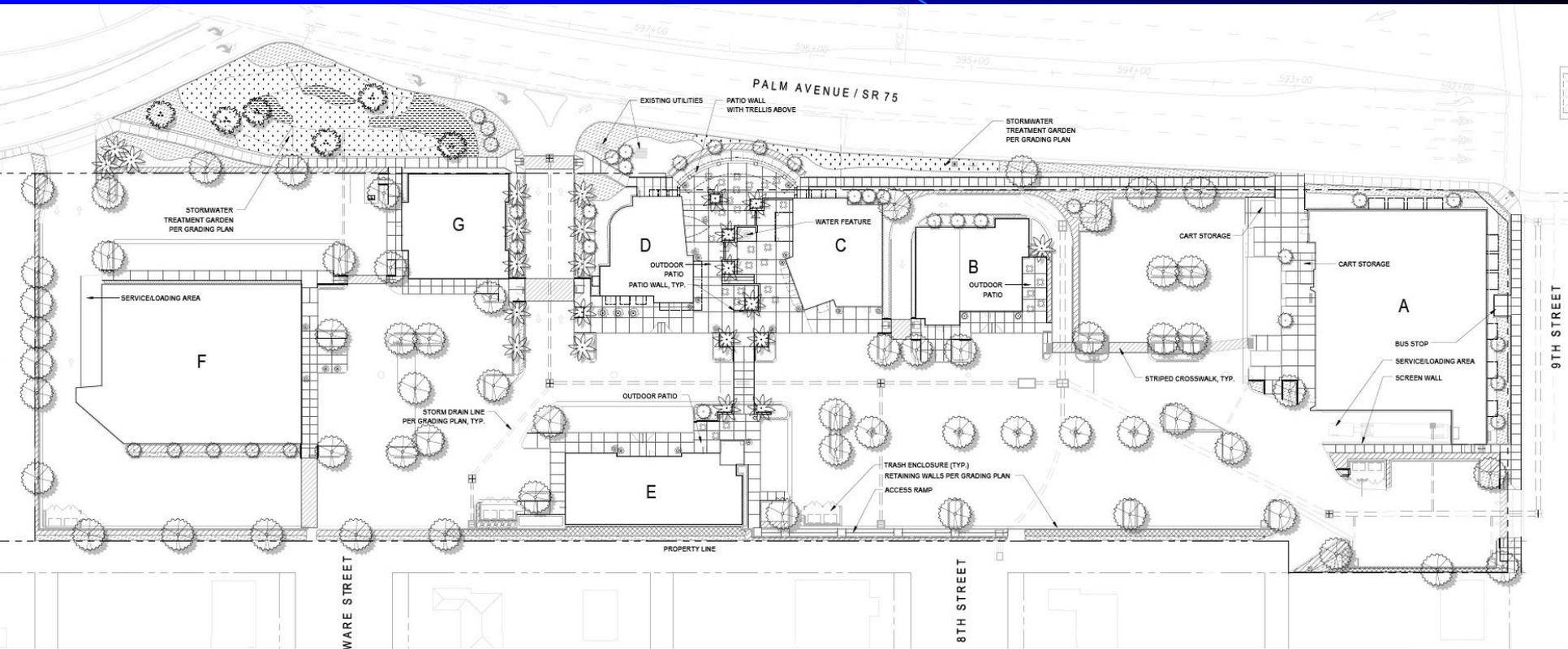
Section C North - South



Key Plan

Section Plan

MF 1062 9th & Palm



Landscape Plan

MF 1062 9th & Palm

SHRUBS:



bird of paradise



yeddo hawthorn



natal plum



new zealand flax



foxtail agave



blue pickle



lomandra 'breeze'



calandrinia



tuscan blue rosemary



california meadow sedge



daylily



iceberg rose



spreading lantana

MF 1062 9th & Palm

TREES:



medjool date palm



new zealand christmas tree



california sycamore



queen palm



bronze loquat



dragon tree



pink melaleuca



strawberry tree

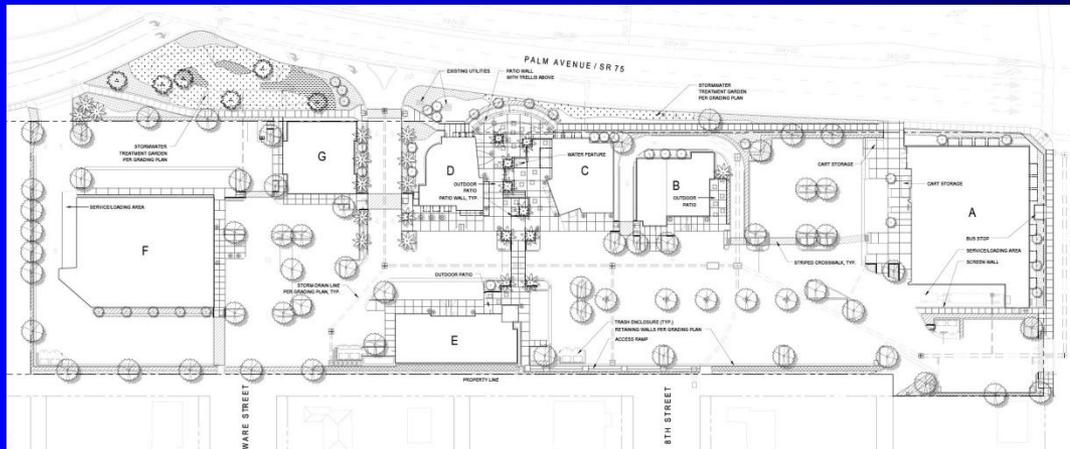


giant bird of paradise

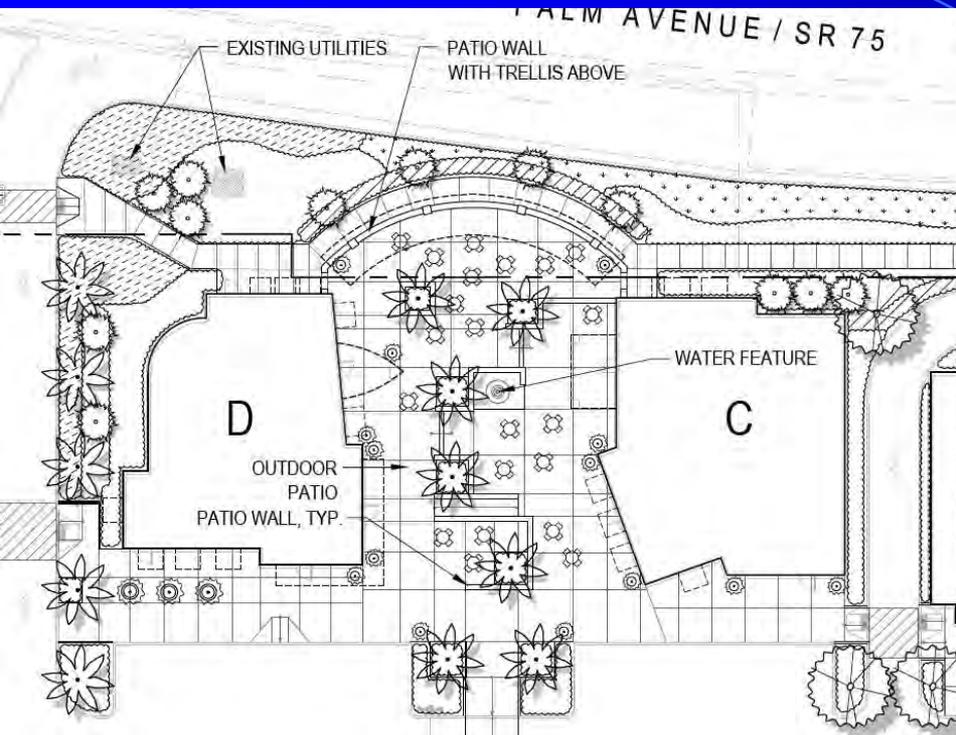
MF 1062 9th & Palm

Landscaping comments:

- Project site totals 206,910 square feet for the six proposed lots, which would require 31,037 square feet of landscaping (15%).
- Applicant proposes 21,255 square feet of landscaping on the project site (10.27%), and proposed to use 13,965 square feet of landscaping on City property north of the project site toward the landscape requirement (stormwater treatment garden, catch basin, and miscellaneous trees, shrubs, and ground cover).
- If this request is approved, the project would provide approximately 35,220 square feet of total landscaped area for 220,875 square feet of total site area (206,910 square feet for the six private lots, and 13,965 square feet of City-owned property), which would total approximately 15.95% of landscaping.
- Staff recommends approval of this request because the off-site landscaped area provides a stormwater treatment amenity that also serves as a community benefit.
- Staff further recommends that all landscaping including that proposed in the City right-of-way be permanently maintained by the applicant.



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- Courtyard would extend into public right-of-way and would be maintained by the Developer.



Courtyard Plan

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Signage:

- Applicant has proposed a Comprehensive Sign Plan with various design and construction requirements, which would allow for a 25% increase in the maximum total sign area.
- Would allow for 1.25 square feet of signage per lineal foot of wall face for building signs and 50 square feet of signage per freestanding sign on each lot frontage (7 lot frontages = 350 sq. ft. of allowed freestanding signage area).
- Four aluminum framed, two-faced freestanding tenant identification monument signs are proposed with a total of 343 square feet of signage (2 freestanding monument signs at 10'x 7.17' with 287 square feet of signage; 2 freestanding monument at 5'x4' with 56 square feet of signage) .
- The applicant is requesting that a 25% adjustment be provided for the height of the two larger monument signs, which would allow them to be 10' instead of 8' in height.
- Because the intent of the Comprehensive Signage Plan is to improve the overall aesthetic of a commercial center while providing sufficient signage, it is staff's recommendation that the 25% increase in signage height for the two monument signs be provided.
- This would assist in allowing the applicant to meet the required maximum total sign area allowed while limiting the amount of freestanding monument signs on the project site (4 instead of 7).

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The following types of construction will be allowed:

- Acrylic face channel letters (see photo 1)
- Through face and halo channel letters (see photo 2)
- Reverse pan channel letters (see photo 3)
- Open pan channel letters (Only in an artistic letter style/font) (see photo 4)
- Push thru letters and logos in aluminum cabinets (see photo 5)
- Flat cut out dimensional shapes and accents (see photo 6)
- Exposed skeleton neon accents (see photo 7)
- Logo modules to be clouded (contoured copy) (see photo 8)

The idea of using dissimilar materials and creating signs with varying colors, layers, and textures will create an exciting and appealing retail environment.



WEST ELEVATION (BUILDING "A") SCALE 1/16" = 1'-0"



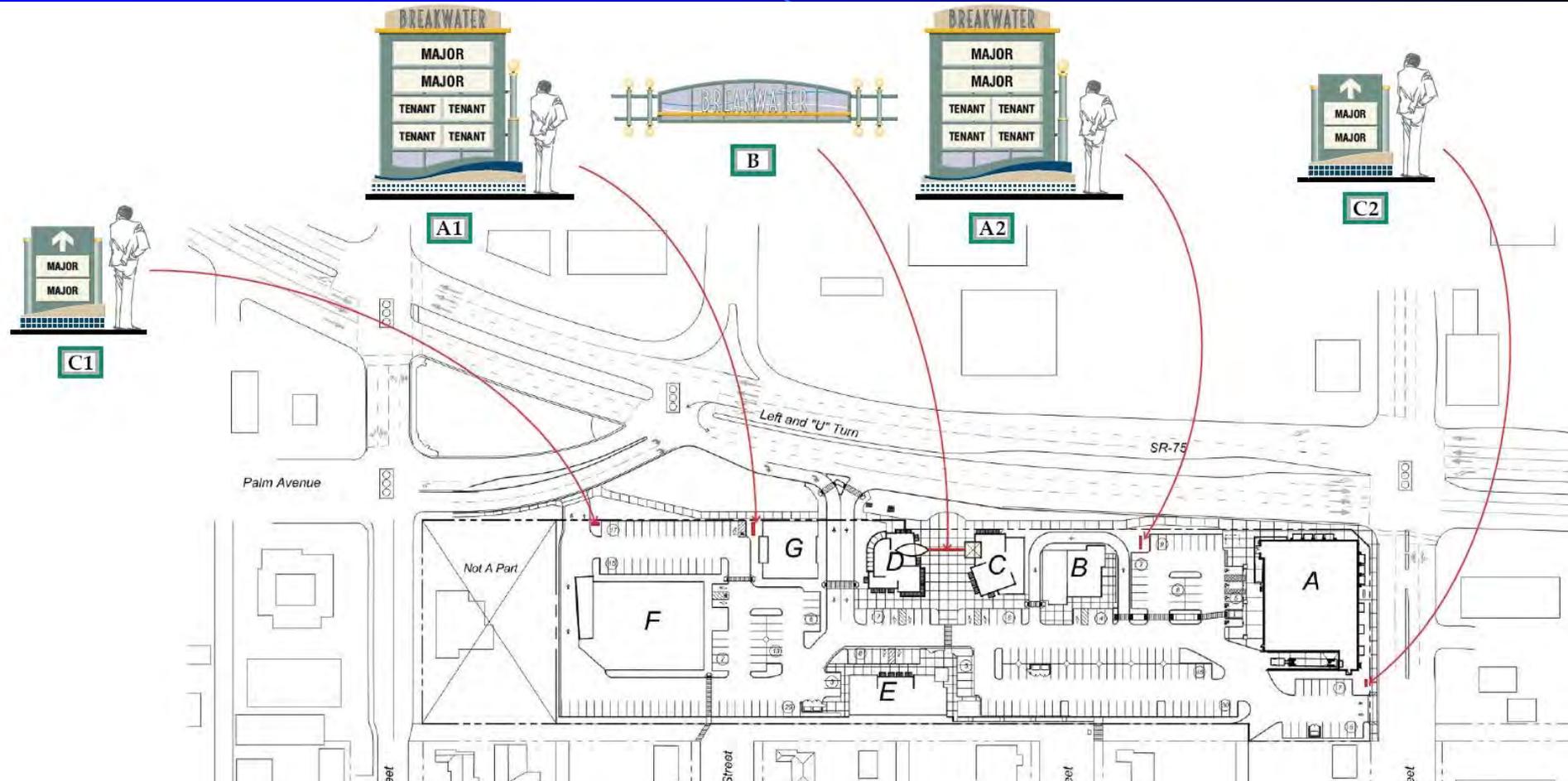
TYPICAL MAJOR TENANT ELEVATION SCALE 1/16" = 1'-0"



TYPICAL SHOP TENANT ELEVATION SCALE 1/16" = 1'-0"

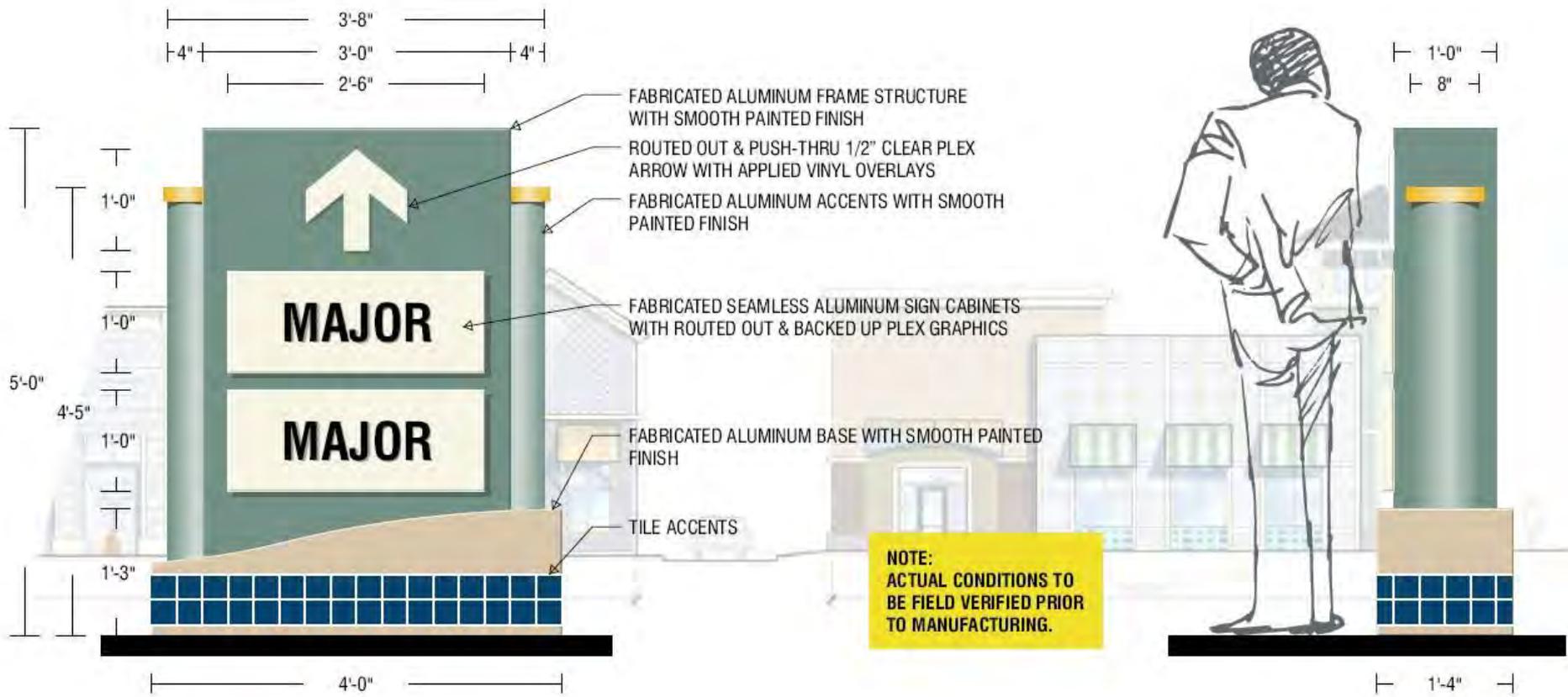
Building Signs

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Sign Plan

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C1 **C2**

NEW SINGLE FACED DIRECTIONAL SIGN

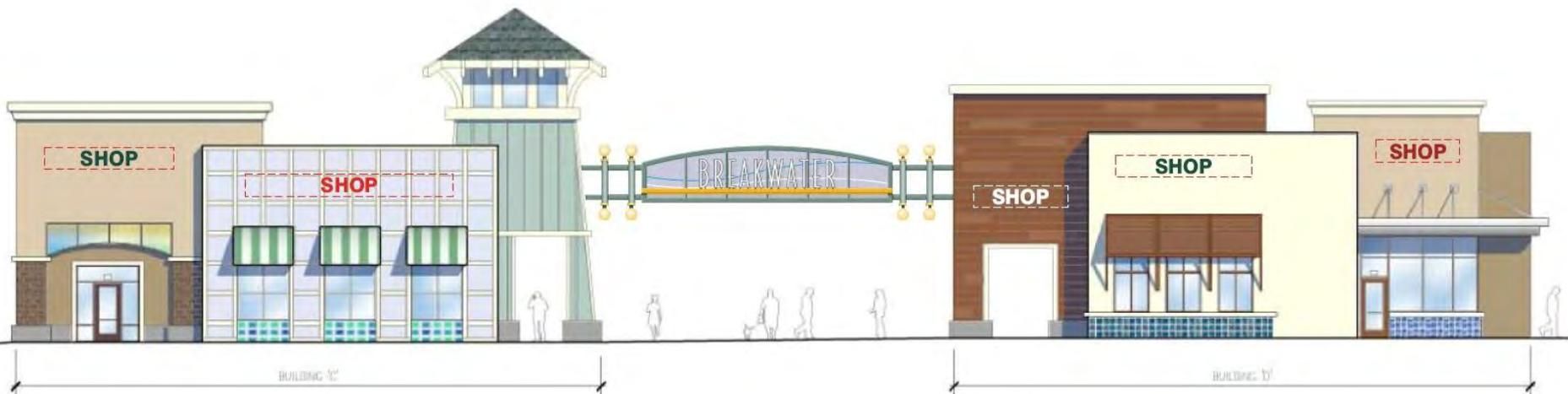
SCALE: 3/4" = 1'-0"

Monument Signs

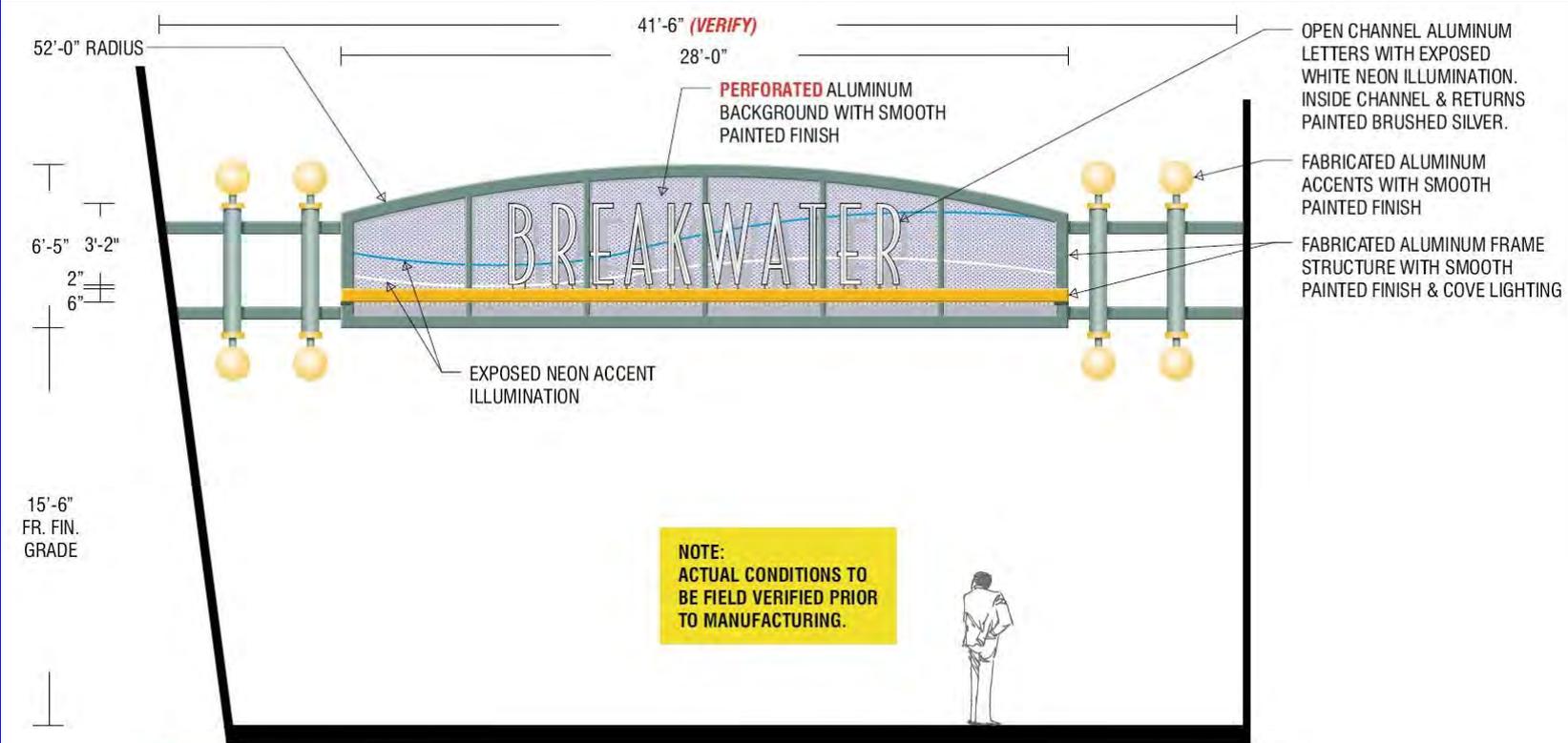
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Gateway Display:

- Project proposes a “Breakwater” gateway display that would span above the open courtyard between buildings C and D.
- It is staff’s recommendation that the gateway display be treated as an architectural feature and not considered signage because no commercial message for the commercial tenants would be provided.
- If the City Council prefers to consider the gateway display as signage, then it should be considered a building sign because it would be attached to two separate buildings
- The actual signage portion of the display reading “Breakwater” measures 89 square feet, and the applicant would have to allocate 89 square feet of total sign area from the overall building signage allowance, which is well within the maximum allowable sign area.



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B GATEWAY SIGN DISPLAY

SCALE: 3/16" = 1'-0"



NIGHT TIME VIEW SCALE: 3/32" = 1'-0"

Gateway Display

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Design Review Board:

The Design Review Board recommended approval of the project with a vote of 5-0 with the following recommendations:

- Soften the elevation of the northeast corner of Building A, address public space usage and architectural statement and examine pedestrian access at this location.
- Pedestrian crosswalk between Buildings D & G should be moved south so that the sidewalk/pathway follows continuous/straight path.
- Look at alternative pedestrian pathway at southeast entrance, formerly alley access.
- Soften west vehicular entrance.
- Requested that staff provide an update to the Design Review Board if significant alterations for the project were proposed.

Staff comments:

- Staff requested that the applicant study and/or implement all the above-listed recommendations.
- Developer has revised plans to address the pedestrian crosswalk between Buildings D & G and has softened the west vehicular entrance.
- Additional design enhancements were requested by staff as conditions of approval for the project.

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Staff recommended design conditions of approval:

- Design of corner element at southwest corner of 9th Street and Palm Avenue should provide a more distinctive and attractive focal point of the project (e.g. vertical and horizontal articulation, glass or other materials, varied façade, etc.).
- All building façades fronting/facing public street should be pedestrian-friendly and incorporate clear glass, awnings, display cases, and other architectural treatment.
- Blank walls should be avoided on all building façades.



North Elevation



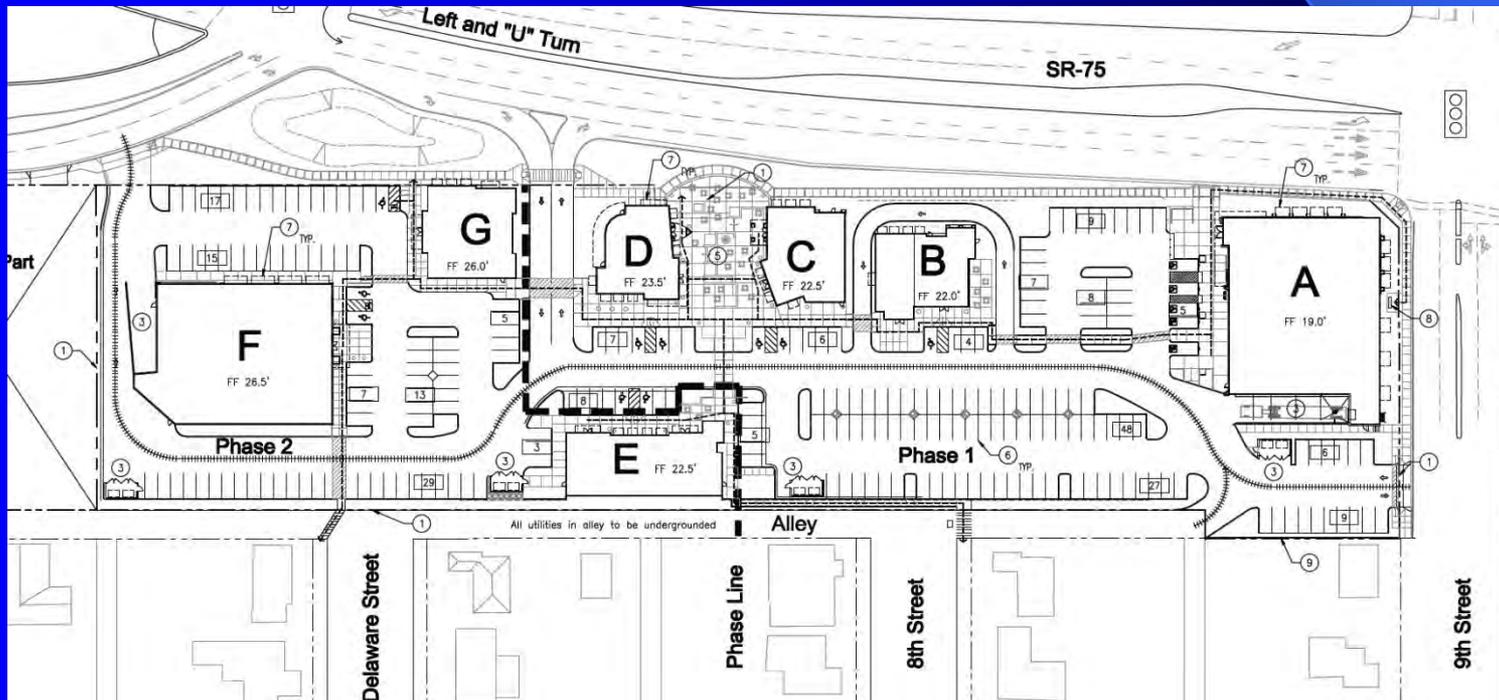
East Elevation



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Staff recommended design conditions of approval (cont.):

- Developer should pursue the design and installation of a median refuge in the western crosswalk within Palm Avenue/State Route 75 at 9th Street.
- Pedestrian crosswalk at the main vehicular access to and from Palm Avenue/State Route 75 should be relocated to provide a straight and continuous path of travel.
- Developer should consider adding sidewalks adjacent to the vehicular drive aisle from Palm Avenue/State Route 75 which would connect the sidewalk along the northern property line to the proposed crosswalk internal to the site.
- Developer should consider and/or incorporate a pedestrian access/sidewalk to allow for safe pedestrian access at the southeast corner of the site.



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Pubic Use Easement Vacation:

- As part of the project, a tentative map is proposed to subdivide the property into six new lots. Various title reports have demonstrated conflicting information whether the City has public use easements on the streets commonly known as 8th Street (formerly 12th Street) and Delaware Street (formerly 13th Street) that run through the project.
- A court order associated with these streets does not specifically state that the public use easements were vacated.
- Staff recommends that the City Council vacate any and all rights to any public use easements that it may have to make sure that the vacation of the public use dedication of these two streets is clear in the title history so that the project may proceed.

Quiet Title Action:

- During title research it was discovered that Davies Motors, Inc. has an adverse claim to the property based on a prior deed.
- In order to proceed with the redevelopment of this site, the City must clear title to these sections of the project site. Therefore, the City filed a quiet title action so that the City may obtain a court order vacating any interest in the property that Davies Motors, Inc. may have.
- It is expected that this quiet title action will be resolved early next year.

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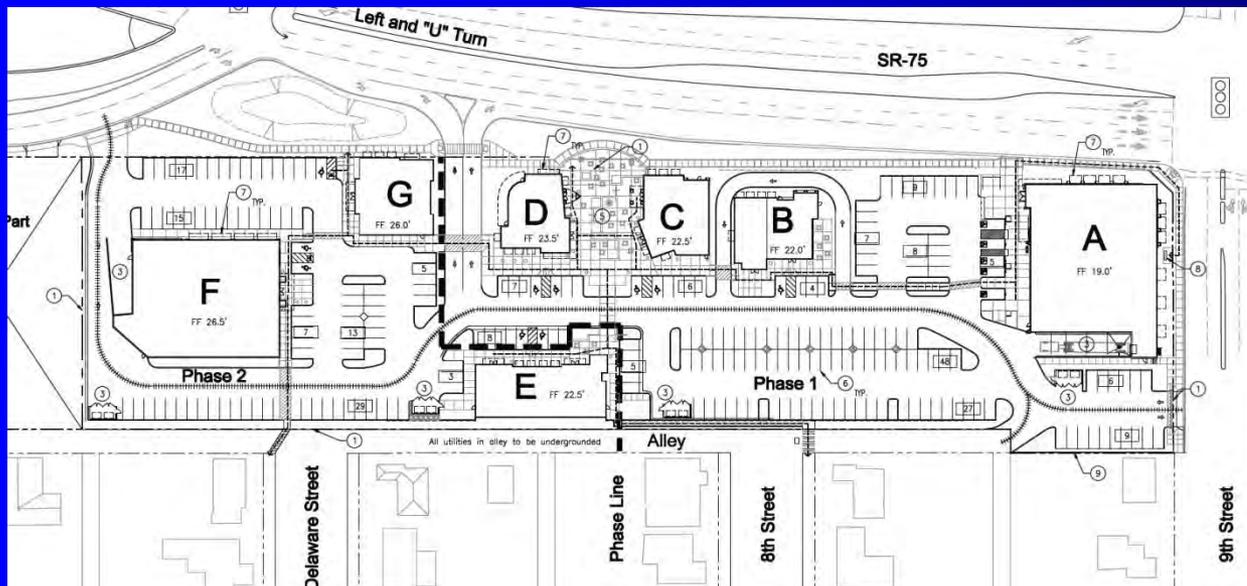
Environmental:

- The City conducted an Environmental Initial Study (IS) that determined the proposed project could have a potentially significant environmental effect in the following areas: Aesthetics, Biological Resources, Cultural Resources, Geology and Soils, Hazards and Hazardous Materials, Hydrology /Water Quality, Noise, and Transportation/Traffic.
- A Mitigated Negative Declaration (MND) was prepared to comply with the requirements of the California Environmental Quality Act (CEQA) .
- Routed for public review from November 7, 2011 to December 7, 2011 and submitted to the State Clearinghouse (SCH #2011111018) for agency review.
- Comments from three agencies were received and have been responded to as part of the Final MND.
- The Final MND and Monitoring and Reporting Program (MMRP) prepared for the MND identifies mitigation measures that will avoid or reduce all potentially significant environmental effects to below a level of significance.

MF 1062 9th & Palm

Staff Recommendation:

- Consider public testimony at the advertised public hearing.
- Adopt Resolution No. 2011-7131 with the revisions provided in the last minute Agenda item, approving Administrative Coastal Permit (ACP 110024), Design Review Case (DRC 110025), Site Plan Review (SPR 110026), Tentative Map (TM 110027), and Mitigated Negative Declaration (EIA 110028 and SCH #2011111018) and Mitigation Monitoring and Reporting Program which makes the necessary findings and provides conditions of approval in compliance with local and state requirements.
- Adopt Resolution No. 2011-7133 which makes the necessary findings to vacate a portion of 8th Street and Delaware Street so that the properties no longer constitute a street, highway, or public service easement.



CITY OF IMPERIAL BEACH

News



RELEASE: Immediate

CONTACT: Suzanne Anderson
(858) 689-9909
Suzanne@jsimmsagency.com

CITY HALL OFFICES WILL BE CLOSED DURING EMPLOYEE FURLOUGH

-- Emergency and Public Works Services Still Available --

Imperial Beach City offices will be closed during the annual city employee furlough starting Friday, Dec. 23. City offices will reopen Tuesday, Jan. 3, 2012. City services will not be available during this period, except for, Public Safety, Fire, and designated Public Works Department services. Also, during the furlough licensed contractors can make emergency repairs on commercial or residential water, gas, or electric components and/or systems as long as a permit is obtained on Jan. 3. In an emergency situation, call the Building Inspection Request Line (619) 628-1360 and indicate the address, type of repair being performed and contact information. Only a licensed contractor can perform emergency repairs on building, electrical, mechanical and plumbing components or systems.

Designated public works and stand-by crews are available for sewer, public facility and emergency street services. During the furlough period, call (619) 628-1369 for Public Works services. For public safety emergencies call 911. For non-emergency services (including Public

Works issues) the public may also call the Sheriff's 24 hour line at (858) 565-5200. To report graffiti, call the Graffiti Hotline at (619) 575-3745.

During the holiday, the Administrative Services Department will have a deposit drop-off box for business license payments at the southeastern, rear entrance to the Civic Center. Payments dropped off during this period will be certified when normal hours resume Jan. 3.

For more information, contact the Imperial Beach city offices at (619) 423-8300 or visit, www.cityofib.com.

#

Cursive Club



Children are invited to practice their cursive handwriting while decorating greeting cards for local hospital patients.



Every Tuesday @ 3:30 pm



FREE Couponing Class!

@ Imperial Branch Library
Saturday, February 4, Noon

Save \$\$\$ Couponing is for everyone!

Here's what you'll learn:

- How to save 60-100% off regular retail!
- How to avoid paying full price for anything ever again!
 - Where to find Coupons! and.....most importantly...
- How to organize them! You'll love the organization! (No binders or baseball card holders mentioned in this class!)
 - How to use a website that will do all the work for you!
 - How to shop so you're not that CRAZY Couponer at checkout!
- AND...you'll be able to sign up for DISCOUNTED Sunday newspapers, the #1 source for coupons!

The class is taught by Eleonor Young, who is passionate about saving money. She has been able to slash her grocery bill by 60%, and use some of her couponing finds to help various charities.

Today, with her family of 3, she spends no more than \$300 a month for groceries & household items.

Bring a friend!



CyberSmart CyberSafety for Parents



Free program presented by
Brian Scott Archibald,
The CyberSafe Guy of
SafeFamilyOnline.com.



Wednesday, March 14, 2012

6:00 pm



sandiegocountylibrary

Imperial Beach Branch

810 Imperial Beach Blvd.

Imperial Beach, CA 91932

619-424-6981





CyberSmart **CyberSafety** **for Parents**

*A Seminar Presented by Brian Scott Archibald
The CyberSafe Guy™ of SafeFamilyOnline.com*

- Do you really know who is online with your child?
- Do you routinely check your child's browser history?
- Do you have an XBox with Internet connectivity?
- Does your child have his or her own laptop?
- Does your child have a SmartPhone?
- Is your child being CyberBullied?
- Can you locate your child at a moment's notice?
- Do you login to your child's social networking accounts?
- Do you check your parental control software logs and notices on a daily or weekly basis?
- Do you even have parental control software?
- **Is your family CyberSafe?**

The CyberSafe Guy™ will help you with the answers to and ramifications of these and other fundamental questions during this highly relevant and engaging 1-hour seminar on CyberSafety.

For more information, contact
TheCyberSafeGuy@SafeFamilyOnline.com
at 855.292.7233 - **855.CYB.SAFE**