



AGENDA ITEM NO. 6.6

**STAFF REPORT
CITY OF IMPERIAL BEACH**

TO: HONORABLE MAYOR AND CITY COUNCIL
FROM: GARY BROWN, CITY MANAGER
MEETING DATE: AUGUST 15, 2012
ORIGINATING DEPT.: COMMUNITY DEVELOPMENT DEPARTMENT
GREG WADE, ASSISTANT CITY MANAGER/COMMUNITY
DEVELOPMENT DIRECTOR *GW*
SUBJECT: VISUAL SIMULATIONS FOR SEACOAST DRIVE

BACKGROUND:

Over the past several months, the City Council has discussed ways in which the City could best position itself to take advantage of the impending completion of the Seacoast Inn. Specifically, it has been suggested that the City should be pursuing both near- and long-term opportunities to create the most attractive and conducive environment within which the new hotel will be able to provide the most optimal economic return to the City and its owner/operator. During these discussions, it was suggested that visual simulations illustrating the development potential of Seacoast Drive would greatly benefit the City both as a marketing tool and in planning for both the near- and long-term improvement on the City's beachfront.

In response to this objective, staff initiated discussions with the San Diego Association of Government's (SANDAG's) Service Bureau to discuss the possibility of securing professional consulting services to provide the requested visual simulations. Advised that the Service Bureau had such on-call consultants, staff began negotiating a scope of services to prepare these visual simulations as a tool to illustrate the development potential along Seacoast Drive adjacent to the new hotel and the City's beachfront.

On March 26, 2012, the City entered into a contract with SANDAG, acting through its Service Bureau, to provide the requested services through one of its on-call visual simulation consultants.

DISCUSSION:

Staff has been working with The Planning Center/DC&E staff, the on-call consultant selected by the Service Bureau, to prepare the visual simulations. Two base photograph views were selected to best illustrate the development potential along Seacoast Drive in and around a newly-constructed Seacoast Inn. The multi-stepped, photo-realistic series of images have been designed to demonstrate both the near-term streetscape improvements currently being constructed as well as possible long-term, infill development that might also occur along

Seacoast Drive. One of the visual simulation series also includes a night-time view to illustrate the development potential of a night-time or "twenty-four hour" atmosphere along the City's beachfront. Finishing touches are still being incorporated into the visual simulations. Attached to this staff report are the visual simulations. A night-time view is included in one of the series of images. Staff will also present them at the City Council meeting on August 15th.

FISCAL ANALYSIS:

The City of Imperial Beach contracted with SANDAG, acting through its Service Bureau, in an amount not to exceed \$14,999 for the preparation of the visual simulations.

ENVIRONMENTAL REVIEW

None required with this report.

DEPARTMENT RECOMMENDATION:

That the City Council receives the report on the Seacoast Drive Visual Simulations and provide comment and input as necessary.

CITY MANAGER'S RECOMMENDATION

Approve Department recommendation.



Gary Brown, City Manager

Attachments:

1. Seacoast Drive Visual Simulations