

Arts and Culture Center for Encinitas Center for Innovation through Art Vision Document for the Pacific View Site February 16, 2022



This site is in the center of a recognized National Trust for Historic Preservation Great American MainStreet

Having an arts and culture center for Encinitas* will define the Cultural life of our community. At the heart of this new development is Art Education for all. We are prioritizing Communal experiences and Cross sector development with a strong need to encourage Innovation by creating a gathering place for both locals and cultural tourists. Help us to help you in activating this much-loved building into a valuable art education resource;

- **Create the economic growth for which the arts are well known.**
- **Add value to our community by celebrating 500 artists and 90 arts organizations willing to contribute their expertise.**
- **Create new jobs for a state-of-the-art facility**
- **Take advantage of state and national funding for the arts as never before.**

* Olivenhain, Leucadia, Cardiff-by-the-Sea, New Encinitas, Old Encinitas



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BACKGROUND

“The aging, former elementary school that city officials have talked for years about transforming into an arts, culture and ecology center is going to require a multimillion-dollar renovation before it can be put to use, a city-hired consultant has found.” As reported in the SD Union Tribune by Barbara Henry on December 11, 2021.

During Fall 2020, the City of Encinitas conducted a survey to gauge opinions regarding the possible property uses of the Pacific View Site (See Appendix A). Out of the 471 participants in the survey, 73.67% agreed with the following statement: “I believe the original plan to use the property as a cultural arts center should be pursued.” Use of the space for performance, arts studios, art/music classrooms and art exhibitions ranked highest.

It is clear that the city must invest in this property, a non-profit on its own cannot activate it. In 2021, Jeff Katz, the architect the city hired to conduct the latest assessment on the Pacific View buildings, offered the following options: All options make this unsafe structure, safe for public use.

Option A – Only renovates the East Building, the smaller of the two main buildings on the site. That building will have one classroom, two small offices, a library, staff area, storage and maintenance rooms, and ADA compliant restrooms that open to the exterior. The Estimated cost is \$3,515,000

Note: Option B, C & D renovate the larger, North Building. That work includes removing the existing canopy.

Option B - Renovates both buildings. The North Building will provide 7 classrooms. The East Building will have one classroom, three small offices, staff area, storage and maintenance rooms, and ADA compliant restrooms that open to the exterior. The Estimated cost is \$7,315,000.

Option C – Renovates both buildings and builds a separate building for ADA restrooms. The North Building will provide 7 classrooms *with operable interior partitions*. The East Building will have one classroom, one, large open office, meeting room, staff area, storage and maintenance rooms, and a small rest room for staff. This option builds a separate building with larger ADA compliant rest rooms on the west edge of the property. The Estimated cost is \$7,881,000.

Option D – Renovates both buildings and builds a separate building for ADA restrooms. The North Building will provide 7 classrooms *with operable interior partitions*. The East Building will have one classroom, meeting room, large open office space, staff area, and a small staff restroom. The ADA compliant rest rooms are larger than in Option C and will be able to accommodate more people. The Estimated cost is \$8,275,000.

Selected Activities based on current existing zoning (See Appendix B)

Educational Institution, Public (education)	Library (arts/ culture)
Theaters and Places of Public Assembly (public gathering)	Museum (arts/ culture)
Outdoor Sales, i.e. Swap Meet/Makers Market	Schools, Technical (education)
Indoor & Outdoor Camps	Fabrication Lab (education)



Signature Page

Imagine a place where seniors pass on skills to the young who in turn help their elders learn about technologies. Where the design of a garden is not only for physical sustenance, but for spiritual joy. Where the discarded trash is given new life. Where diversity is celebrated and healing is non-verbal. Imagine an art center full of these small miracles that bring communities together, defines them, makes them stronger. Imagine such a jewel in the middle of our art district, an ace in the hole for prosperity and growth. This is our vision for the Arts and Culture Center Encinitas as a Center for Innovation through Art.

The undersigned have contributed and are in support of this vision for the use of the Pacific View property as the Arts and Culture Center for Encinitas: Center for Innovation through Art:

Naimeh Woodward – Encinitas Friends of the Art (EFA), Chairperson
Kathleen Lees – City of Encinitas Arts Commissioner, EFA board member
Deanne Sabeck- EFA board member, artist
Kerry Soori McEachern – EFA board member
Brent Ringoot - EFA board member
Monica Moreland – EFA board member
Angela Jackson – EFA board member, EFA secretary teacher, artist
Cheryl Ehlers – EFA board member
Anne Howard, Esq. – EFA board member, EFA treasurer
Sayat Asatryan, Encinitas Ballet Academy
Brent Ringoot – EFA board member
Patricia Frischer – EFA advisory board member, San Diego Visual Arts Network founder,
North County Arts Network board member
Teresa Barth – EFA advisory board member
Joanne Johnson – EFA advisory board member

Irene Abraham - City of Encinitas Arts Commissioner, Chairperson
Irene de Watteville – Seth Sprague Educational and Charitable Foundation
Rosemary KimBal - artist
John Campbell – Smorgborg CEO



INTRODUCTION

Encinitas Friends of the Arts (EFA) has been working with the community to explore viable near-term actions to begin the transformation of the site from a sad abandoned school to a vibrant community asset. This high-level vision plan has been created to clarify and record the values, vision, mission (purpose), goals, and strategy of the Pacific View Site as an **Arts and Culture Center for Encinitas: Center for Innovation through Art**, while utilizing the existing buildings and open space and maintaining the historic schoolhouse on its current location. EFA is ready to start fundraising for this center as soon as the City Council jumps on board.

MISSION AND VISION

- **Values:** Encinitas Friends of the Arts (EFA), including the three Art Commissioners on the EFA board, has set priorities, stated ambitions, strengthened operations in partnership with the city of Encinitas to ensure that we are working towards common goals while supporting our values of **leadership, integrity, accessibility, inclusiveness and collaboration to help define the cultural life of our community.**
- **Vision:** Pacific View as **Arts and Culture Center (ACC, working title) for Encinitas: Innovation through Art**, enhances the quality of life for the residents of Encinitas, neighboring communities and visitors by providing a **communal experience through community engagement, cultural participation, and cultural tourism utilizing arts education, public art programming, and arts & culture collaborations.**
- **Mission:** Our mission is to foster creative expression and provide artistic and educational opportunities by creating an important brick-and-mortar cultural focal point for the community. We will build cross collaborations with business and non-profit entities as an arts-based community gathering place, making art accessible to every member of the region including people of all ages, incomes and ethnicities.

SCOPE STATEMENT

The Arts and Culture Center continues to be owned by the City of Encinitas and the art center will be run by the City of Encinitas Arts and Culture staff and Encinitas Friends of the Arts board of directors and a special EFA ACC sub-committee. City Funding is necessary, but the center will also be financially supported by EFA's efforts to provide Fabrication Lab membership fees, plus rental fees, grants, and donations. With renovation cost and overheads supplied by the city, ACC programming will be self-supporting.

PROBLEM STATEMENT

- The current Pacific View property is a detriment to the community as it remains unutilized for the purpose for which it was purchased. The property has cost the city over \$2.4 million dollars in interest fees. Residents who worry about parking and noise, are also troubled by an unused, vandalized building in their neighborhood.
- Five hundred local artists and 90 vibrant arts organization do not have a central gathering place.
- The arts are under-utilized as added value to a variety of business and non-profits.
- The community at large and visitors lacks a coherent way to connect with the arts in Encinitas as a cultural destination. The city is not getting its fair share of revenue from cultural tourism. In San Diego County, the arts bring in \$1.1 billion in yearly economic income. Arts and Culture Organizations provide over 35,000 Full-time jobs. Nonprofit Arts and Cultural Organizations spend over \$550 million. Cultural audiences spend about the same. 1.6 million tourists visit Arts and Cultural attractions and businesses yearly. On average, Cultural tourists stay longer and spend more than other tourists.
- State and National Funds are left on the table as we are not yet designated as a Cultural District.

BUSINESS NEEDS/REQUIREMENTS

- Final choice of **Building options** needs to be made including any variances, permits, full architecture blueprints including possible visions for additions in the future, etc. Eco-friendly materials and processes are encouraged.
- A complete **Strategic plan** needs to be developed with coordination from all partners including final choice of a name.
- An **Operating plan** needs to be constructed from 'next steps' to 'finish line' with a time-line for future capacity building and audience development options.
- **Budget** (see budgetary details below)
- **City responsibilities**, to be defined, including staffing, maintenance, security, utilities, insurance, etc.
- **Programming** needs finalization so 'hard' and 'soft costs' for outfitting can be determined.
- **Marketing plan** including dedicated website, emails, and social media, joint marketing with stakeholders, Business/Art reciprocal discount programs.

SOLUTION OVERVIEW

- By activating the current site at Pacific View, we will give a much-loved building new life by returning it as a valuable arts education resource. Activity levels will be similar to when the site was used as a school. Outside activities will be limited to weekends and not on a regular basis.
- By creating a gathering place to attract more cultural tourism, we will create economic growth for many of the surrounding businesses. We support the Data Research /Mapping and Dissemination of statistics to show improvement in revenue for Encinitas.
- By insuring educational programs that support innovation, the arts add value to a variety of businesses and non-profits. This happens with collaborations with artists in our area, including many who are known nationally and internationally who can and are willing to contribute their time and experience.
- We create employment opportunities for teachers and entrepreneurs who can take advantage of a state-of-the-art facility
- We will apply for county, state and national funds to have downtown Encinitas designated as a Cultural District, using funds for capital improvements and community enhancement as well as funds to preserve the site as part of the National Trust for Historic Preservation Great American Main Street.

PROGRAM SUMMARY

Programming begins with defining users. The target audience for ACC is residents of the City of Encinitas (young to old, all incomes, all ethnicities, able-bodied and disabled), neighboring cities, short- and long-term visitors, public, private and home-schooled students, artists and crafters, university students, government and corporate employees, and entrepreneurs. Art serves every need, be it an upcycling trash-to-treasures project or a garden design for ecologists. EFA is poised to place a trailer on site for immediate activation of the space.

- **Art Education** is our main focus for the center through a multiple of medium classes
- **Fabrication Laboratory** gives hands on instruction to connect innovation with making. STEAM (Science, Technology, Engineering, Art, Math) learning is vital to create the work force of the 21st Century. Details available on request.
- **After School programs** will be a cornerstone of the center with a safe facility.
- **Visiting professional workshops and talks.**
- **Outreach and transportation programs** to give everyone opportunities.
- **Activating outdoor spaces** such as makers market, sculpture exhibits, art flea markets.
- **Affordable rental spaces** for local artists with Open Studio Tours, sessions.
(See Appendix C for a fuller list of possibilities)



STAKEHOLDERS

Encinitas Friends of the Arts strategically creates deeper relationships and collaborations with academic institutions by offering arts education for ACE. The following well-established arts entities are just a few of those relationships: Oceanside Museum of Art, Institute of Contemporary Art, Boys and Girls Club, Mira Costa College, Encinitas Ballet Academy, Litvak Dance Company, San Diego Visual Arts Network.

- **Encinitas Friends of the Arts (including 3 Encinitas Commissioners for the Arts)** The mission of Encinitas Friends of the Arts is to partner with the City of Encinitas by fundraising and advocating for the cultural arts in Encinitas, and for city-owned arts venues. Established by the Encinitas Commission for the Arts in 2014, EFA works to elevate arts and culture by presenting cultural programs, arts education and public art. EFA is a community based 501(c)(3) nonprofit organization.
- **City of Encinitas, Arts and Culture Staff**
- **Art Partners** for community outreach programs.
- **Community Partners** to support ecology and environmental causes.
- **Renters** for camps for all ages, skill building classes and workshops.

BUDGETARY DETAILS (rough order of magnitude)

- Building Cost Option
- Staffing cost
- Ongoing maintenance, security, utilities
- City Funding possibilities – from multiple departments, city bonds, percentage for the arts.
- EFA Fundraising possibilities – private donors, private foundation grants, government grants, renters.
 - Possible suggested expenses:
 - Architect
 - Professional Fundraising and Grant writing consultants
 - Various permits and licenses, local, county and or state level
 - Insurance
 - Attorney
 - Accountant
 - Office & studio supplies and build outs, such as Fabrication Lab build out
 - Marketing material including building of website
 - Security
 - Maintenance
 - Utilities



ASSUMPTIONS AND SUMMARY

We are assuming that there is a need to further **define the Cultural life of our community. Further, we are prioritizing Communal experiences and Cross sector development as well as a strong need to encourage innovation. The activation of this art and cultures center will:**

- **Create the economic growth for which the arts are well known.**
- **Add value to our community by celebrating 500 artists and 90 arts organizations able to use the space and willing to contribute their expertise.**
- **Create new job opportunities with a state-of-the-art facility**
- **Take advantage of state and national, private and foundation funding for the arts as never before.**

There are very few times as an elected official that you have the opportunity to make a visionary decision that will positively impact your community for many generations. You have such an opportunity now to begin the process to realize such this vision. We recommend that you elect to allocate this space as a amazing place for innovation, creation, and activation by selecting it as a dedicated space for the Arts for the community and setting a deadline to commit funds. You need to choose one of the four options and move forward to start the ball rolling. The EFA is in favor of plan C. Once this choice has been made, we can start our campaign to raise funds to make this art center a reality.

There is a creative spirit in all of us that works to nourish our humanity and enrich our society. We believe the Arts and Culture Center in Encinitas will engage the community by encouraging open participation in the creative processes of a working art center. In partnership with the City of Encinitas, we will create a broad and expanding range of workshops, classes, events, exhibitions, and outreach programs. We look forward to having a significant role in the activation of this amazing space which indisputably will be the most important development related to the Arts in the City of Encinitas.

If we continue to wait for the future to make decisions about the Pacific View property, cost will rise. We will gain no experience which is essential to grow and improve the facility. We trust that the input from all stake holders will make this a sustainable and valuable resource for the city.

We urge you to move forward, select a plan and start the process of creating the **Arts and Culture Center for Encinitas** as mandated by the public survey.

Thank you for your consideration.

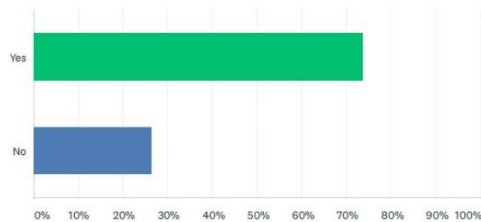
Appendix A- City of Encinitas Pacific View Property Use Survey

- More than 73% of respondents want the property used as an art center
- More than 40% would be interested in renting the space for classes and meetings
- More than half thought that a non-profit should be involved in the space
- More than half the respondents would volunteer for the space.

City of Encinitas Pacific View Property Use Survey

Q1 I believe the original plan to use the property as a cultural arts center should be pursued.

Answered: 471 Skipped: 0

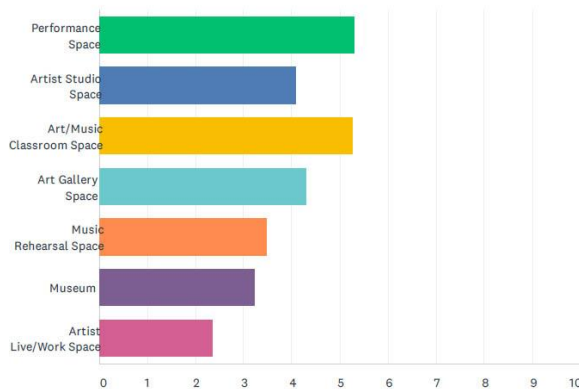


ANSWER CHOICES	RESPONSES
Yes	73.67% 347
No	26.33% 124
TOTAL	471

City of Encinitas Pacific View Property Use Survey

Q2 If the property becomes a cultural arts center, my priorities for uses within the center are as follows: (please rank in order. If any of your priorities are not listed, please complete this answer and provide additional information in Question 4)

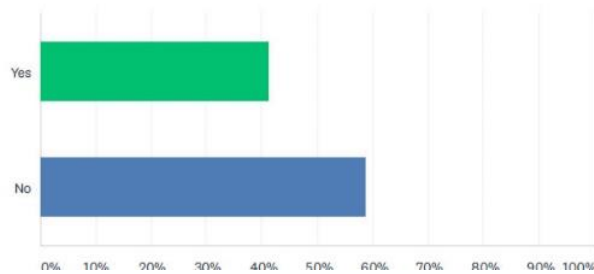
Answered: 471 Skipped: 0



City of Encinitas Pacific View Property Use Survey

Q4 If the property had rental space available for groups or organizations to hold activities i.e. classes or meetings, would you be interested in renting space?

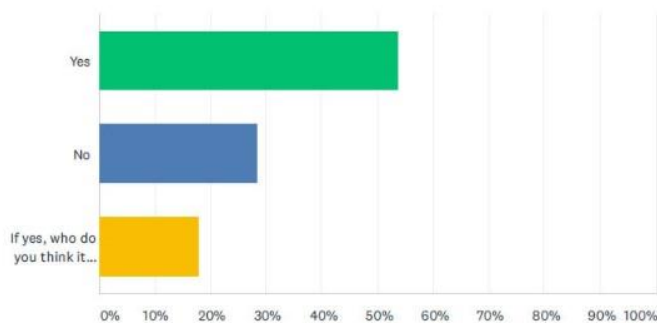
Answered: 471 Skipped: 0



City of Encinitas Pacific View Property Use Survey

Q5 Should the City consider seeking additional proposals from non-profit and/ or private parties to assist with activating the property?

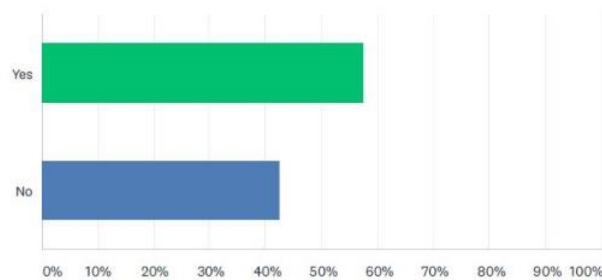
Answered: 471 Skipped: 0



City of Encinitas Pacific View Property Use Survey

Q6 If there were volunteer opportunities at the property, would you be willing to volunteer your time?

Answered: 471 Skipped: 0





Appendix B- Zoning for Pacific View Site

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

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

The D- P/ SP Zone references Chapter 30.28 for allowed uses and development standards. Please

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

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

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

Uses Permitted by Right

Ambulance Service (private)

Athletic Field (public gathering)

Auditorium (public gathering)

Educational Institution, Public (education)

Fire Station

Library (arts/ culture)

Medical/ Dental Office

Museum (arts/ culture)

Parks and Recreational Areas (recreation)

Police/ Sheriff Station/ Jail

Post Office

Public Utilities, Office

Recreational Facilities, Public (recreation)

Schools, Public (K-12) (education)

Sewage Treatment Plant

Theaters and Places of Public Assembly (public gathering)



Uses Permitted with a Minor Use Permit

Courts, Commercial (Badminton, Tennis, Racquetball, Other) (recreation)

Fish Hatchery

Hazardous Household Materials Collection Center (see EMC Ch. 30. 57)

Hiring Hall

Outdoor Sales

Surf Shop, Retail, with or without manufacturing

Swap Meet

Uses Permitted with a Major Use Permit

Animal Shelter

Camps

Cemetery

Church/ Temple/ Religious Institution

Convent and Monastery

Educational Institution, Private

Electrical Distribution Substation

Electrical Transmission Substation

Equestrian Establishment

Fleet Storage

Garage, Public Parking

Golf Driving Range (recreation)

Horses, Raising

Hospital

Hospital, Convalescent

Hospital, Nursing

Hospital, Mental

Medical Complex

Observatory (arts/ culture)

Open Air Theater (public gathering)

Public Utility Service Yard

Recycling Facilities

Residential Care, General (7 or more)

Schools, Private (K-12) (education)

Schools, Technical (education)

Stable, Commercial

Stadium (public gathering)

Storage of Sand, Gravel, Etc.

Terminals and Stations (Taxi, Bus, Limousine, etc.)

Towing/ Impounding of Vehicles

Transient Habitation



Definitions

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

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

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

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

Appendix C: Additional Arts and Culture Programming Samples. Some of these programs need extensive equipment (1-9), others are relatively low cost. The EFA will engage in fundraising effort for selected programs.

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. FAB (Fabrication) Lab for 3-d printing and 2-d and 3-d milling 2. Printmaking 3. Ceramic Studio 4. Glass kiln work, Stained glass 5. Sculpture - metal, wood carving, stone 6. Jewelry design and fabrication, Lapidary 7. Woodworking craft 8. Music of all kinds – instruments and voice 9. Fashion design and sewing 10. Upcycling Trash to Treasures 11. Gardening Design course 12. Digital Art and Photography 13. Computer animation 14. Video/Film making 15. Textile and fiber art– knitting, embroidery, weaving, etc. 16. Studio courses in drawing, painting (collage, encaustic, oil, watercolor, | <ol style="list-style-type: none"> acrylic etc.) 17. Mural making 18. Graphic design and illustration 19. Interior design 20. Puppet making 21. Paper, book making courses and calligraphy 22. Pavement Chalk art 23. Dance classes – classic, modern and contemporary 24. Theatre Arts 25. Writing and story telling 26. Aerial Circus 27. Art and Architecture lectures 28. Art Tours to Galleries and Artist Studios 29. Seniors teaching youngsters studio art and youngsters teaching senior tech skills 30. Pop-up Art events 31. Raw Cooking as art |
|--|--|



Sad, Sad,_Sad



Fantasy digital rendering of a Yarn Bombed Pacific View School. by Patricia Frischer