



PACIFIC BEACH PARK PLAN CONCEPT STUDY

April 1, 2012

Prepared for:

Chris Olson, Pacific Beach Planning Group
Ad Hoc Pacific Beach Park Plan Committee

Prepared by:

Hilary Lowe, M.Arch., NCARB
David McCullough, McCullough Landscape Architecture, Inc.
Paul Ross, PB Consulting
Kristen Victor, Sustainability Matters
Matthew Winter AIA, Davis Davis Architects

Table of Contents

Executive Summary	Page 3
Project information	Page 4
Improvements	Page 5
Stakeholders	Page 6
Required Permits and Approvals	Page 7
Drawings	Page 8
Culture and Existing Conditions	
Design Inspiration	
Pacific Beach Park Conceptual Plan	
Appendix A: Conceptual Cost Estimate	
Appendix B: Existing Parking Conditions	
Appendix C: Letters of Support	

Executive Summary

Overview

The Pacific Beach Planning Group has identified the opportunity to complete improvements to the most precious section of the Pacific Beach oceanfront. The 1998 EIR documents for the Boardwalk Widening through Mission Beach and Pacific Beach refer to this neglected area as Pacific Beach Park- between Grand Ave and Pacific Beach Drive. Improvements from those studies remain incomplete.

The project, currently in the conceptual phase, focuses on a 4 block area constrained by a congested mix of pedestrians, cyclists, joggers, skaters and street performers. Roadways, sidewalk, bike paths and the seawall are in desperate need of repair or improvement.

The Pacific Beach Community Plan & Local Coastal Program provides the goals which support this project to improve parks, pedestrian and bicycle access, and other mobility needs along public rights of way, to serve residents, visitors, shoppers and businesses.

The improvements anticipated by the project would include widening and completing the oceanfront boardwalk and changes to the connecting roadways including Mission Blvd, Strandway, PB Drive, Oliver Ave, Reed Ave, Thomas Ave and Grand Ave.

The improvements may be accomplished in four main phases: Mission Blvd. Improvements, Strandway and East/West Street Improvements, Primary Interest Areas Improvements, and Seawall/Boardwalk Improvements.

A Feasibility Study is required for this project Potential traffic and parking impacts that would be created with this project needs identification. Traffic and parking alternates need further review. Required approvals, permits and technical studies need identification. A conceptual construction phasing plan need to be developed. Continued coordination with the various stakeholder agencies, including the City of San Diego, City of San Diego Parks Department, and the California Coastal Commission needs to be conducted.

Project Information

Where

- Pacific Beach Drive north to Grand Avenue
- The Boardwalk east to Mission Blvd

What

- Urban Revitalization of the public areas, integrating parks, art and culture based on PB historical culture.
- Create ADA, bike, skate and pedestrian friendly access to Mission Blvd and Boardwalk
- Create community spaces supported by local activities, art and culture
- Collaborate with private land owners in their redevelopment plans
- Support a MAD (Maintenance Assessment District) for PB community
- Engage and embrace all aspects of the PB community including history, traditions, culture, advisory groups, community residents, visitors, business and property owners in the redevelopment plan.
- Create an environment that uniquely speaks Pacific Beach
- Holistically Integrate and Showcase Sustainability in the Urban Beach Life Style

When

- PB Planning Group, Sub-Committee meets monthly, the next meeting will be Monday February 13th, 5:30-7:30 at the Discover PB office. Anyone is welcome.
- Design Charrette process initiated with PB community in December 2011
- Design opportunities diagram presented to the PB community in January 2012
- Presentations for further community input to PB advisory groups for support and collaboration in February and March 2012.

How

- Creation of a Maintenance Assessment District to support Pacific Beach Park
- Investigate all possible funding sources for required Technical Studies and Investigations

Improvements

Congestion Relief

- Roadway realignment
- Sidewalk widening
- Median installations and curb pop-outs for pedestrian safety and left turn movements
- Traffic signal interconnection for smoother traffic flow with roadway realignment
- Promote transportation linkages
- Improve beach drop-off areas
- Improve public parking

Maintenance and Non-Congestion Relief

- Enhance safety for pedestrians mixed with wheeled movement, bikes, skates, etc.
- Increase pedestrian and bicycle volume to benefit more people and businesses
- Drainage improvements with flood protection systems due to rain and ocean storms
- Simplify maintenance
- Beautify and enhance ocean views
- Improve public bathrooms and showers
- Underground utility conversion

Additional Improvements

- Improve protection and access to fire-safety and Lifeguard facilities
- Opportunities for sustainable solutions
- Activate commercial investment and private re-development
- Preserve elements of beach-culture
- Organize signage to be more useful and less cluttered
- Provide space for special service vendors and entertainment
- Link pocket parks
- Enhance lighting and streetscape design for police visibility and public safety
- Better ADA accessibility along shore, local streets and commercial frontages
- Create accessible refuge areas along sidewalks for ADA safety and viewing space

Stakeholders

Citizens

- Adjacent Property Owners and Business Owners
- Pacific Beach Property and Business Owners
- Pacific Beach Residents
- Pacific Beach Visitors

Citizen Groups

- Pacific Beach Planning Group
- Pacific Beach Town Council
- Discover Pacific Beach

Public Agencies

- City of San Diego
- City of San Diego Parks and Recreation Department
- City of San Diego Police Department
- City of San Diego Fire Department

Required Approvals, Permits and Technical Studies

Federal Permits/Approvals

- Federal Highway Administration
- Air Quality Conformance

State Permits/Approvals

- California Coastal Commission
- California Regional Water Quality Control Board
- California Department of Transportation
- California State Office of Historic Preservation
- California State Lands Commission

Local Permit/Approvals

- County of San Diego Hazardous Materials Management Division
- City of San Diego Development Services Department
- City of San Diego Parks and Recreation Department
- City of San Diego Engineering and Capitol Projects Department
- City of San Diego City Council

Permits

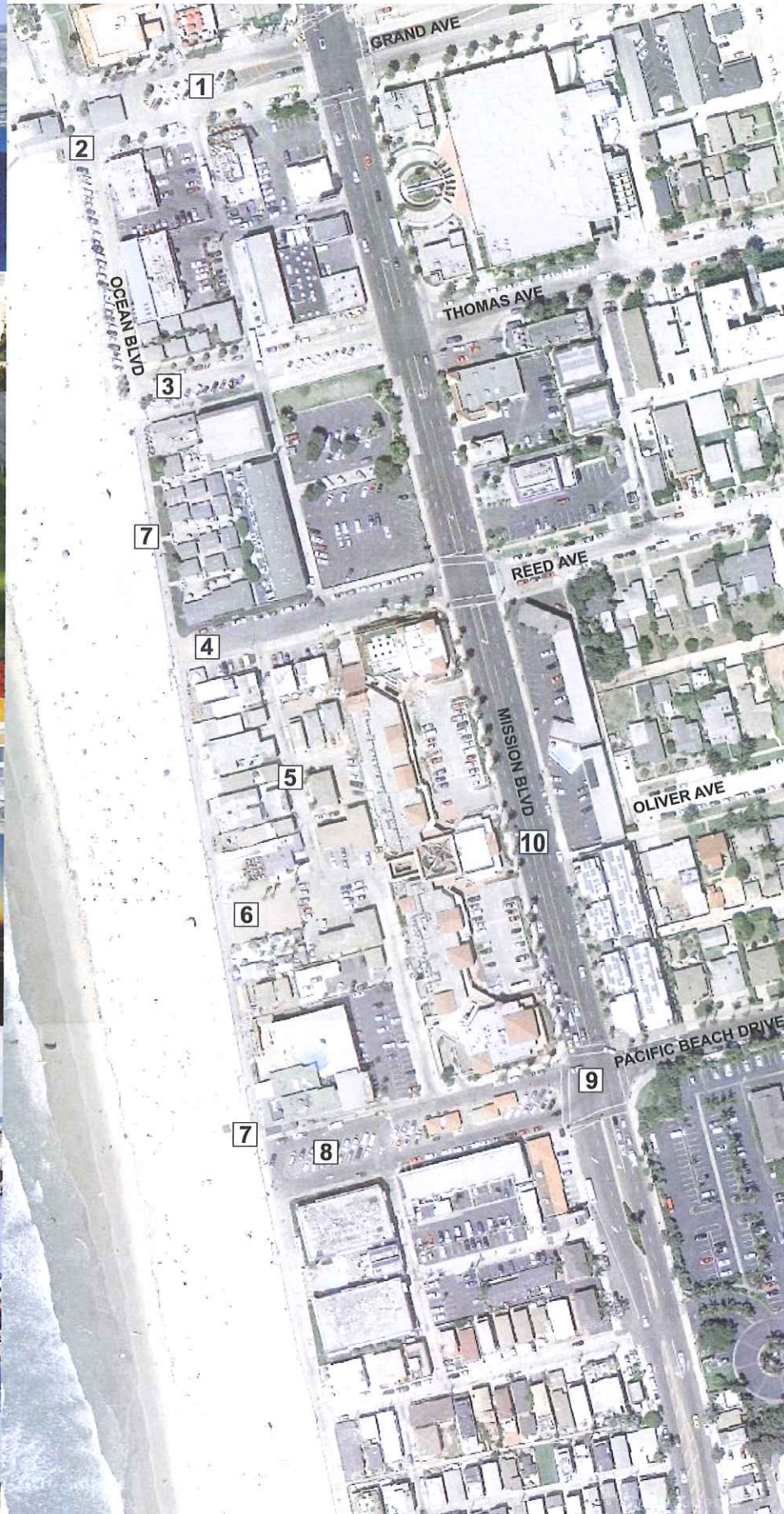
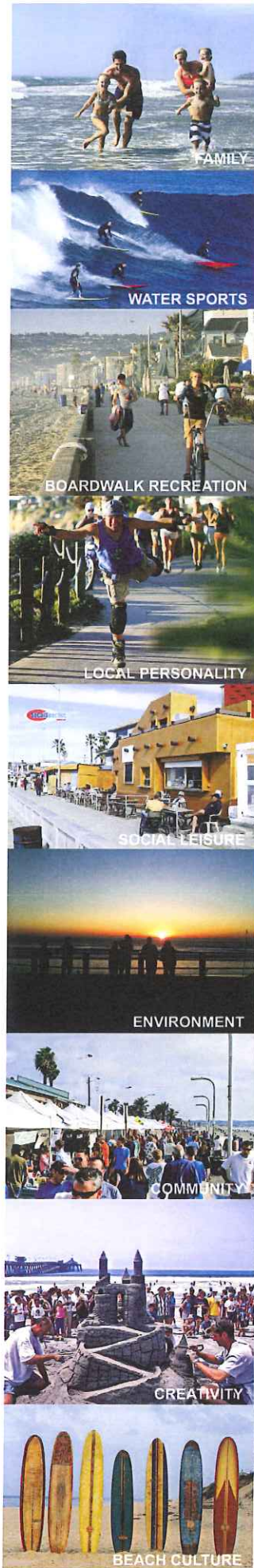
- City of San Diego Development Permit
- City of San Diego Building Permit
- City of San Diego Engineering Permit
- City of San Diego Parks and Recreation Permit

Technical Studies

- Environmental Impact Report
- Parking Studies
- Transportation/Circulation Studies
- Historical Resource Study
- Noise Study
- Drainage, Hydrology Study
- Geotechnical Study
- Air Quality Study
- Public Safety Analysis

Drawings

PACIFIC BEACH PARK URBAN REVITALIZATION: CULTURE & EXISTING CONDITIONS



Pacific Beach to Grand

February 15th, 2012

San Diego, CA



1. END OF GRAND AVE

ISSUES: PRIME SPACE LOST TO PARKING
MISSED OPPORTUNITY FOR PUBLIC PARK SPACE
BEACH DROP-OFF AREA
PUBLIC OPEN SPACE
ICONIC ENTRY TO THE BEACH AREA

POTENTIAL:



2. PARKING AT OCEAN BLVD

ISSUES: PARKING/CARS ARE HAZARDOUS TO PEDESTRIANS
LACK OF SEAWALL REQUIRES UNSIGHTLY SAND MOUND & BARRICADES
PARK AND LANDSCAPED AREA
SPACE TO PROMOTE LOCAL EVENTS AND PERFORMANCE
IMPROVED BEACH ACCESS & BOARDWALK

POTENTIAL:



3. END OF THOMAS AVE

ISSUES: AWKWARD TRANSITION TO NARROW BOARDWALK
NO SEAWALL
PARK SPACE CONNECTING TO END OF GRAND AVE

POTENTIAL:



4. END OF REED AVE

ISSUES: UNUSED, INACCESSIBLE SPACE
POTENTIAL: PUBLIC PARK SPACE



5. ALLEYWAYS

ISSUES: UNINVITING & DISCONNECTED FROM SURROUNDING SPACES
POTENTIAL: ALTERNATIVE ROUTE FOR BICYCLES
COMMERCIAL PROMENADE WITH CAFES & SHOPS



6. END OF OLIVER AVE

ISSUES: UNATTRACTIVE & UNUSED PUBLIC SPACE
POTENTIAL: PUBLIC PIATZA OR COURT WITH SEATING AND COMMERCIAL PERIMETER
MEETING, GATHERING, & RESTING AREA
SPACE FOR VENDORS



7. THE BOARDWALK

ISSUES: DANGEROUSLY NARROW
SEAWALL NEEDS IMPROVEMENTS/UPDATING
SAFE, FAMILY FRIENDLY ENVIRONMENT
IMPROVED BEACH ACCESS
DIVERSE SPACES & EXPERIENCE

POTENTIAL:



8. END OF PB DRIVE

ISSUES: AWKWARD NARROWING OF BOARDWALK
POTENTIAL: BEACH DROP-OFF AREA
PERFORMANCE AND GATHERING SPACE



9. PB DRIVE & MISSION BLVD

ISSUES: LARGE INTERSECTION FOR THE AMOUNT OF TRAFFIC
UNSAFE FOR PEDESTRIANS & CYCLISTS
REDUCE SCALE
BULB-OUT STREET CORNERS
CREATE PEDESTRIAN FRIENDLY TRANSITION FROM
BEACH AREA TO COMMERCIAL STRIP AND POSSIBLE TO THE BAY

POTENTIAL:

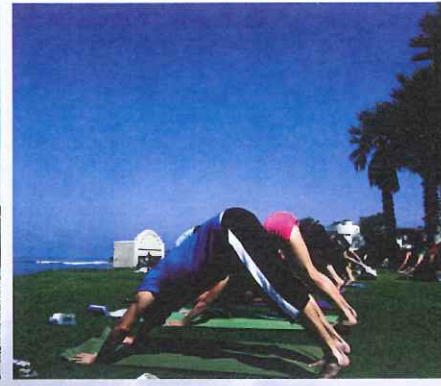
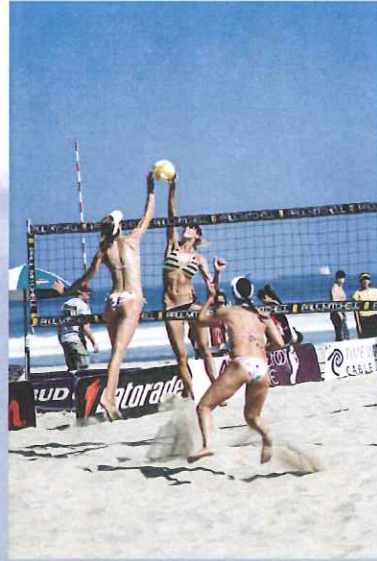


10. MISSION BLVD

ISSUES: UNSAFE FOR PEDESTRIANS & CYCLISTS
LACK OF FOOT TRAFFIC HURTS BUSINESSES IN THIS AREA
ADD DIAGONAL PARKING TO OFFSET SPACES REMOVED
ADD BIKE LANE
ADD MEDIAN LANDSCAPING
CREATE SAFE AND ACCESSIBLE CROSSINGS FOR PEDESTRIANS

POTENTIAL:

INSPIRATION



RECREATION



VIEWS



ACCESS

ART

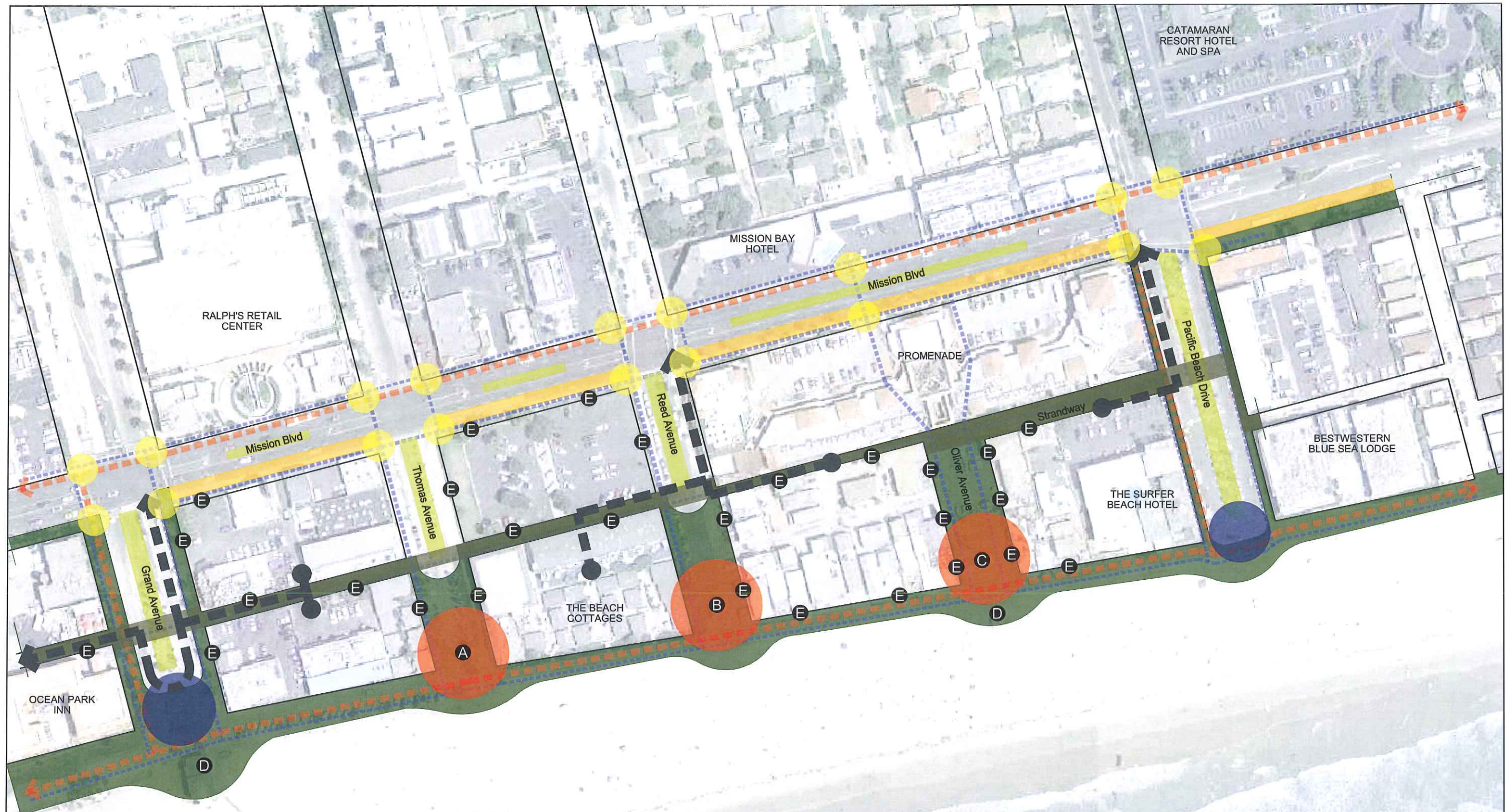


SAFETY



PUBLIC SPACE





LEGEND

- A COMMUNITY PASSIVE OPEN SPACE PARK SITE
- B COMMUNITY ACTIVE PARK SITE (PLAYGROUND)
- C COMMUNITY PLAZA (PIAZZA)
- D EXPANDED BOARDWALK (PROMENADE)
- E POTENTIAL NEW RETAIL/DINING ESTABLISHMENT

- public open space
- primary interest node
- new diagonal parking
- beach drop-off
- expanded street corners (bulbs-outs)
- proposed median landscape islands
- pedestrian market promenade
- primary bicycle traffic
- primary pedestrian traffic
- service vehicle traffic and drop-off

— NORTH

Pacific Beach Park

San Diego, CA

MARCH 15, 2012

Appendix One: Conceptual Cost Estimate



www.ccorpUSA.com

**Pacific Beach Park
Pacific Beach, CA**

**Concept Estimate
CCORP # 12-00000.00**

Prepared for Davis & Davis Architects
March 19, 2012

INTRODUCTION

Project Description

Urban Revitalisation of public areas between Pacific Beach Drive and Grand Avenue
SF: 346,513 Approx

Basis of Estimate

This statement is based on the following preliminary scope information:

A Pacific Beach Park Project Info dated 2/15/12

Basis for Quantities

Wherever possible, this estimate has been based upon the actual measurement of the project documents. For the remaining items, we referred to the owner program where no design detail was provided.

Design Contingency

An allowance of 10.0% for undeveloped design details has been included in the summary of this estimate.

Items Affecting the Cost Estimate

Items which may change the estimated construction cost include, but are not limited to:

- Modifications to the scope of work included in this estimate.
- Restrictive specifications or excessive contract conditions.
- Any specified item of equipment, material, or product that cannot be obtained from at least 3 different sources.

Statement of Probable Cost

Cumming has no control over the cost of labor and materials, the general contractor's or any subcontractor's method of determining prices, or competitive bidding and market conditions. This opinion of the probable cost of construction is made on the basis of the experience, qualifications, and best judgment of a professional consultant familiar with the construction industry. Cumming, however, cannot and does not guarantee that proposals, bids, or actual construction costs will not vary from this or subsequent cost estimates.

Cumming's staff of professional cost consultants has prepared this estimate in accordance with generally accepted principles and practices, and are available to discuss its contents with any interested party.

INTRODUCTION

Recommendations for Cost Control

Cumming recommends that the Owner and the Architect carefully review this entire document to insure that it reflects their design intent. Requests for modifications of any apparent errors or omissions to this document must be made to Cumming within ten days of receipt of this estimate. Otherwise, it will be understood that the contents have been concurred with and accepted. If the project is over budget, or there are unresolved budgeting issues, alternate systems/schemes should be evaluated before proceeding into further design phases.

It is recommended that there are preparations of further cost estimates throughout design by Cumming to determine overall cost changes since the preparation of this preliminary estimate. These future estimates will have detailed breakdowns indicating materials by type, kind, and size, priced by their respective units of measure.

PROJECT COSTS

PROJECT COST SUMMARY

Element	Area	Total
1.0 CONSTRUCTION COSTS		\$9,177,819
2.0 DESIGN FEES	7.0%	\$642,447
3.0 PROJECT MANAGEMENT FEES	2.0%	\$183,556
4.0 FF&E ALLOWANCE	Allow	\$250,000
5.0 PERMITS/PLAN CHECK FEES	1.5%	\$137,667
TOTAL ESTIMATED PROJECT COST		\$10,391,490

Costs above exclude any working capital, and any financial or legal fees
Costs above include a 10% design contingency

CONSTRUCTION COSTS

CONSTRUCTION COST SUMMARY

Element	Area	Cost / SF	Total
1.0 Mission Boulevard Improvements			\$1,600,417
Mission Boulevard Improvements	46,056 SF	\$34.75	\$1,600,417
2.0 Strandway and East/West Street Improvements			\$401,348
Strandway and East/West Street Improvements	79,744 SF	\$5.03	\$401,348
3.0 Primary Interest Areas/ Nodes Improvements			\$3,369,327
Primary Interest Areas/ Nodes Improvements	137,467 SF	\$24.51	\$3,369,327
4.0 Seawall/Boardwalk Improvements			\$3,806,728
Seawall/Boardwalk Improvements	83,246 SF	\$45.73	\$3,806,728
TOTAL ESTIMATED CONSTRUCTION COST	346,513 SF	\$26.49 / SF	\$9,177,819

PROJECT SUMMARY - Pacific Beach Park

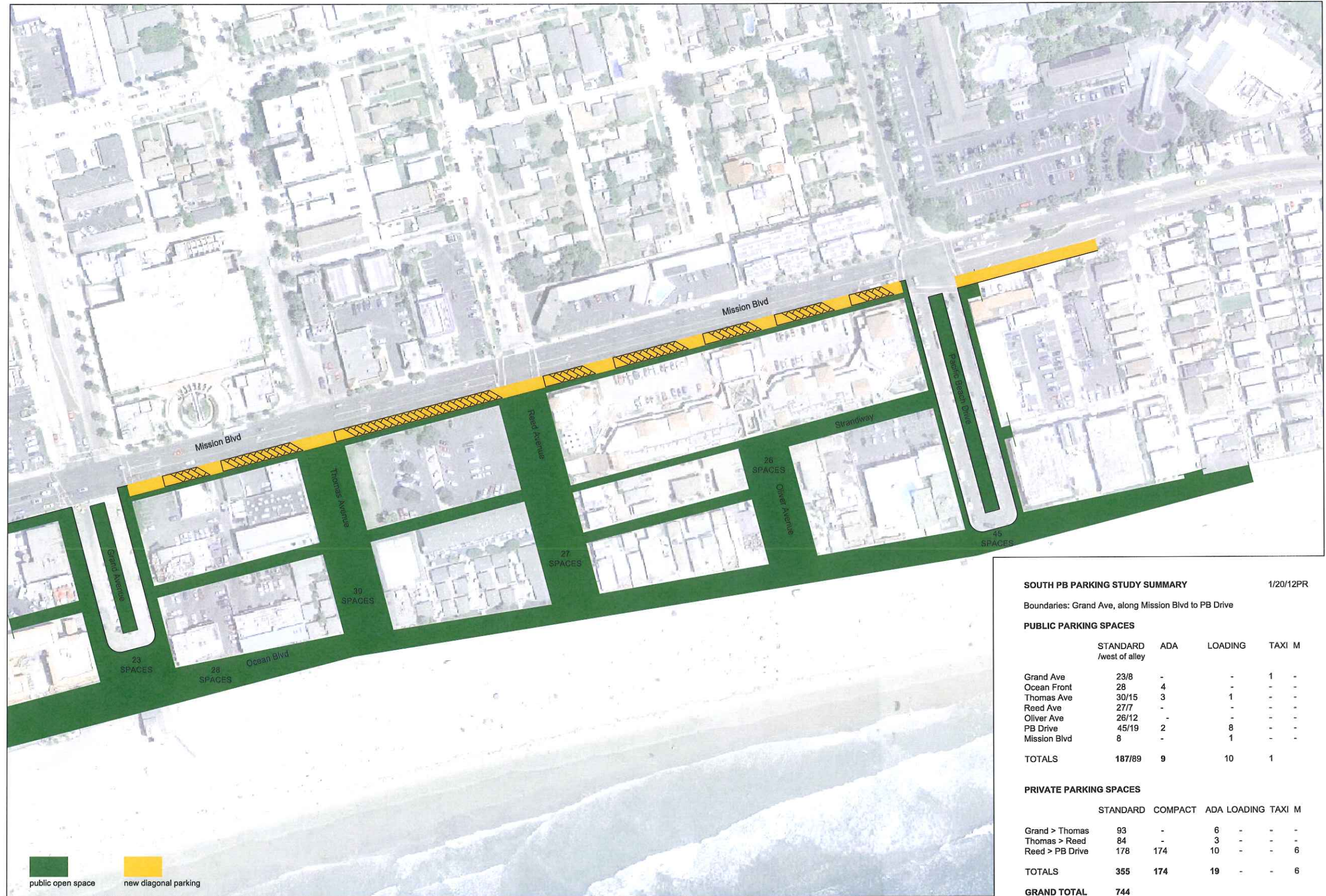
Element	Total	Cost / SF
1 Mission Boulevard Improvements	\$1,269,940	\$4.02
2 Strandway and East/West Street Improvements	\$318,472	\$1.01
3 Primary Interest Areas/ Nodes Improvements	\$2,673,580	\$8.46
4 Seawall/Boardwalk Improvements	\$3,020,660	\$9.55
Subtotal	\$7,282,652	\$23.03
General Conditions 8.0%	\$582,612	
Subtotal	\$7,865,264	\$24.88
Bonds & Insurance 2.0%	\$157,305	
Subtotal	\$8,022,569	\$25.37
General Contractor Fee 4.0%	\$320,903	
Subtotal	\$8,343,472	\$26.39
Design Contingency 10.0%	\$834,347	
TOTAL ESTIMATED CONSTRUCTION COST	<u>\$9,177,819</u>	\$29.03

Total Area: 316,189 SF

DETAIL ELEMENTS - Pacific Beach Park

Element	Quantity	Unit	Unit Cost	Total
1 Mission Boulevard Improvements				
Upgraded road way, park area	30,324	sf	\$15.00	\$454,860
Utility relocation work allowance	1	ls	\$25,000.00	\$25,000
Bulb outs at Mission Blvd	18	ea	\$12,000.00	\$216,000
Median landscape at PB drive, Mission, and Grand	15,732	sf	\$15.00	\$235,980
Stoplight reconfiguration	1	ls	\$200,000.00	\$200,000
Mission Blvd restriping	1,381	lf	\$100.00	\$138,100
Total - Mission Boulevard Improvements				<u>\$1,269,940</u>
2 Strandway and East/West Street Improvements				
Strandway Improvements				
Misc demo of existing	30,324	sf	\$0.50	\$15,162
East Of Strandway				
Misc demo of existing	49,420	sf	\$0.50	\$24,710
Utility relocation work allowance	1	ls	\$25,000.00	\$25,000
Site Lighting allowance	1	ls	\$50,000.00	\$50,000
Site Lighting allowance	1	ls	\$50,000.00	\$50,000
Allowance for Bollards at Strandway	12	ea	\$300.00	\$3,600
Seating allowance, overall	1	ls	\$150,000.00	\$150,000
Total - Strandway and East/West Street Improvements				<u>\$318,472</u>
3 Primary Interest Areas/ Nodes Improvements				
West of Strandway				
Misc demo of existing	23,683	sf	\$0.50	\$11,842
Park area (30% Landscape/70% Hardscape mix)	23,683	sf	\$22.00	\$521,026
Utility relocation work allowance	1	ls	\$25,000.00	\$25,000
Site Lighting allowance	1	ls	\$50,000.00	\$50,000
End of Thomas Avenue				
Open Space Park Site	12,105	sf	\$20.00	\$242,100
Improvements to Grand incl beach drop off	38,306	sf	\$12.50	\$478,825
Improvements to PB Drive incl drop off	39,163	sf	\$12.50	\$489,538
End of Reed Avenue				
Community Active Park Site - Playground	12,105	sf	\$20.00	\$242,100
Playground equip allowance	1	ls	\$150,000.00	\$150,000
End of Oliver Avenue				
Community Plaza	12,105	sf	\$30.00	\$363,150
Water feature allowance	1	ls	\$100,000.00	\$100,000
Total - Primary Interest Areas/ Nodes Improvements				<u>\$2,673,580</u>
4 Seawall/Boardwalk Improvements				
Area at Seawall-Park, landscape	83,246	sf	\$10.00	\$832,460
Expand walkway at Seawall from 8' to 16'	12,504	sf	\$25.00	\$312,600
Seawall Allowance	1,563	lf	\$1,200.00	\$1,875,600
Total - Seawall/Boardwalk Improvements				<u>\$3,020,660</u>

Appendix Two: Existing Parking Conditions



SOUTH PB PARKING STUDY SUMMARY 1/20/12PR

Boundaries: Grand Ave, along Mission Blvd to PB Drive

PUBLIC PARKING SPACES

	STANDARD /west of alley	ADA	LOADING	TAXI	M
Grand Ave	23/8	-	-	1	-
Ocean Front	28	4	-	-	-
Thomas Ave	30/15	3	1	-	-
Reed Ave	27/7	-	-	-	-
Oliver Ave	26/12	-	-	-	-
PB Drive	45/19	2	8	-	-
Mission Blvd	8	-	1	-	-
TOTALS	187/89	9	10	1	

PRIVATE PARKING SPACES

	STANDARD	COMPACT	ADA	LOADING	TAXI	M
Grand > Thomas	93	-	6	-	-	-
Thomas > Reed	84	-	3	-	-	-
Reed > PB Drive	178	174	10	-	-	6
TOTALS	355	174	19	-	-	6
GRAND TOTAL	744					

Pacific Beach Park

San Diego, CA

February 15th, 2012

Appendix B

Appendix Three: Letters of Support

DATE: April 20, 2012

TO: Jerry Sanders, Mayor, City of San Diego, Kevin Faulconer, Councilman, Dist 2, City of San Diego
Pam Slater, Supervisor, Dist 3, County of San Diego, Greg Cox, Supervisor, Dist 1, County of San Diego
Ron Roberts, Supervisor, Dist 4, County of San Diego, Toni Atkins, CA Assembly Dist 76,
Christine Kehoe, CA Senate Dist 39, Brian Bilbray, US Rep. Dist 50
Diane Feinstein, US Senate, CA, Barbara Boxer, US Senate, CA

FROM: John Shannon, Chairperson, Pacific Beach Planning Group

RE: **Pacific Beach Parks Project**

The Pacific Beach Planning Group (PBPG) has identified the opportunity to complete improvements to the most precious section of the Pacific Beach oceanfront and we are asking for your support. The 1998 EIR documents for the Boardwalk Widening through Mission Beach and Pacific Beach refer to this neglected area as **Pacific Beach Park**- between Grand Ave and Pacific Beach Drive. Improvements from those studies remain incomplete.

The project, currently in the conceptual phase, focuses on a 4 block area constrained by a congested mix of pedestrians, cyclists, joggers, skaters and street performers. Roadways, sidewalk, bike paths and the seawall are in desperate need of repair or improvement.

The Pacific Beach Community Plan & Local Coastal Program provides the goals which support this project to improve parks, pedestrian and bicycle access, and other mobility needs along public rights of way, to serve residents, visitors, shoppers and businesses.

The improvements anticipated by the project would include widening and completing the oceanfront boardwalk and changes to the connecting roadways including Mission Blvd, Strandway, PB Drive, Oliver Ave, Reed Ave, Thomas Ave and Grand Ave for:

Congestion Relief

- roadway realignment
- sidewalk widening
- median installations and curb pop-outs for pedestrian safety and left turn movements
- traffic signal interconnection for smoother traffic flow with roadway realignment
- promote transportation linkages
- improve beach drop-off areas
- improve public parking

Maintenance and Non-Congestion Relief

- enhance safety for pedestrians mixed with wheeled movement, bikes, skates, etc.
- increase pedestrian and bicycle volume to benefit more people and businesses
- drainage improvements with flood protection systems due to rain and ocean storms
- simplify maintenance
- beautify and enhance ocean views
- improve public bathrooms and showers
- underground utility conversion

Additional Improvements

- improve protection and access to fire-safety and Lifeguard facilities
- opportunities for sustainable solutions
- activate commercial investment and private re-development
- preserve elements of beach-culture
- organize signage to be more useful and less cluttered
- provide space for special service vendors and entertainment
- link pocket parks
- enhance lighting and streetscape design for police visibility and public safety
- better ADA accessibility along shore, local streets and commercial frontages
- create accessible refuge areas along sidewalks for ADA safety and viewing space

The PBPG would appreciate your support for a feasibility study or any other type assistance you deem appropriate for this project and we look forward to a successful **Pacific Beach Park Project** through collaboration, compromise and commitment to this vision to better the Pacific Beach community.

Chris Olson is the PBPG member coordinating this project, Contact information: Mobile: (858) 336-9605 or E-mail SURFEROLY@att.net



Pacific Beach Town Council

1706 Garnet Avenue
San Diego, California 92109
www.pbtowncouncil.org

858 483•6666
FAX 858 272•7282
general@pbtowncouncil.org

April 27, 2012

To Whom it may concern regarding the **South Pacific Beach Ocean Front Project**

The Pacific Beach Community Planning Group has been working for over a year on this project for our precious oceanfront in Pacific Beach. The PBPG has conducted monthly meetings focused on the urban revitalization of public areas within this project, integrating open spaces, parks, culture and art unique to Pacific Beach and its' history. Members of Pacific Beach Town Council and a Town Council Board Member have been participating in this process

At the PB Town Council general meeting on February 15, 2012, the **South Pacific Beach Ocean Front Project** conceptual design was presented and persons in the audience gave feedback and comments related to the project. **The Board members of the PB Town Council have voted to write this letter of support for the proposed conceptual framework of this project.** We encourage the PBPG with our support as it continues with the necessary public outreach to residents, community members, businesses and property owners thru open forums for public input and continued development of this project.

The project is consistent and supportive of the goals of the Pacific Beach Town Council, its members and the community.

Thank you for working with the PB Community in support of this project and we look forward to a successful **South Pacific Beach Ocean Front Project** through collaboration, compromise and commitment to this vision to better the Pacific Beach community.

Sincerely,

Joe Wilding

Joe Wilding, President
PBTC



**B u s i n e s s
I m p r o v e m e n t
D i s t r i c t**

1503 Garnet Ave.
Pacific Beach, CA 92109
Tel: 858-273-3303
Fax: 858-581-6748
www.pacificbeach.org

2010 – 2011
Board of Directors

Mike McNeill, President
Prudential Financial

Todd Brown, Vice President
Bub's Dive Bar

Eric Lingenfelder, Secretary
Verant Group

Graham Duck, Treasurer
U.S. Bank

Laura Ambrose
Woodstock's Pizza, Inc.

Jim Chester
Catamaran Resort

Keith Cunningham
Vavi Sport and Social Club

Diane Faulds
Pacific Postal Service

Monica Green
Century 21 First Choice Pacific

Tanya Ho
Classic Green Light Insurance

Paulette Loper
Albertsons

Mark Mitchell
Mark Mitchell Architecture
& Planning

Eddie Okino
Turquoise Coffee

Doug Sodomowicz
Pacific Beach Shore Club
Pacific Beach Fish Shop

Pat Walsh
Stay Classy Inc.

STAFF
Andy Hanshaw
Executive Director

STAFF
Andy Hanshaw
Executive Director

Mission Statement
To Revitalize and Promote
the Pacific Beach Community
Physically and Economically.

TO: Pacific Beach Planning Group

RE: Pacific Beach Park Project

April 5, 2012

On behalf of the Board of Directors of Discover Pacific Beach I am writing this letter in support of the PB Park Project. The conceptual project was presented to the Discover PB Board of Directors on March 2nd and the Design and Improvement Subcommittee on March 13, 2012.

Discover PB has provided a venue for public meetings over the last several months and we have participated in the process. The monthly meetings focused on the urban revitalization of public areas within this project that will integrate open spaces, parks, culture and art unique to Pacific Beach and its' history. The scope of the project includes the public right of ways from PB Drive to Grand Ave and from Mission Blvd to the Ocean. The improvements anticipated by the project would include widening and completing the oceanfront boardwalk and changes to the connecting roadways including Mission Blvd, Strandway, PB Drive, Oliver Ave, Reed Ave, Thomas Ave and Grand Ave.

This letter confirms our support and continued involvement with the understanding that this project was presented as an overall concept and there will be the ongoing necessary public outreach to residents, community members, businesses and property owners with open forums for public input and continued development of this project.

Sincerely,

A handwritten signature in black ink, appearing to read "Eric Lingenfelder", written over a horizontal line.

Eric Lingenfelder, President
Discover Pacific Beach