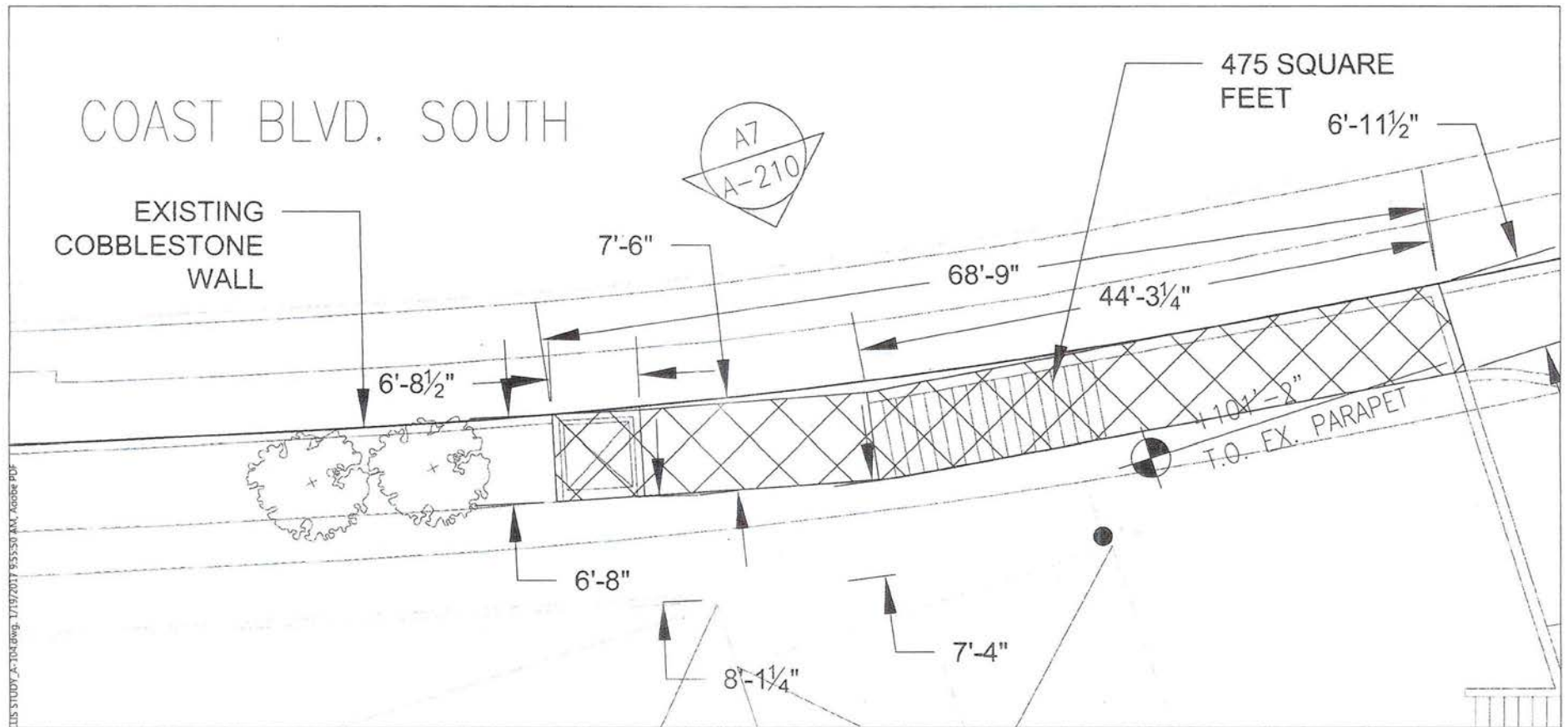
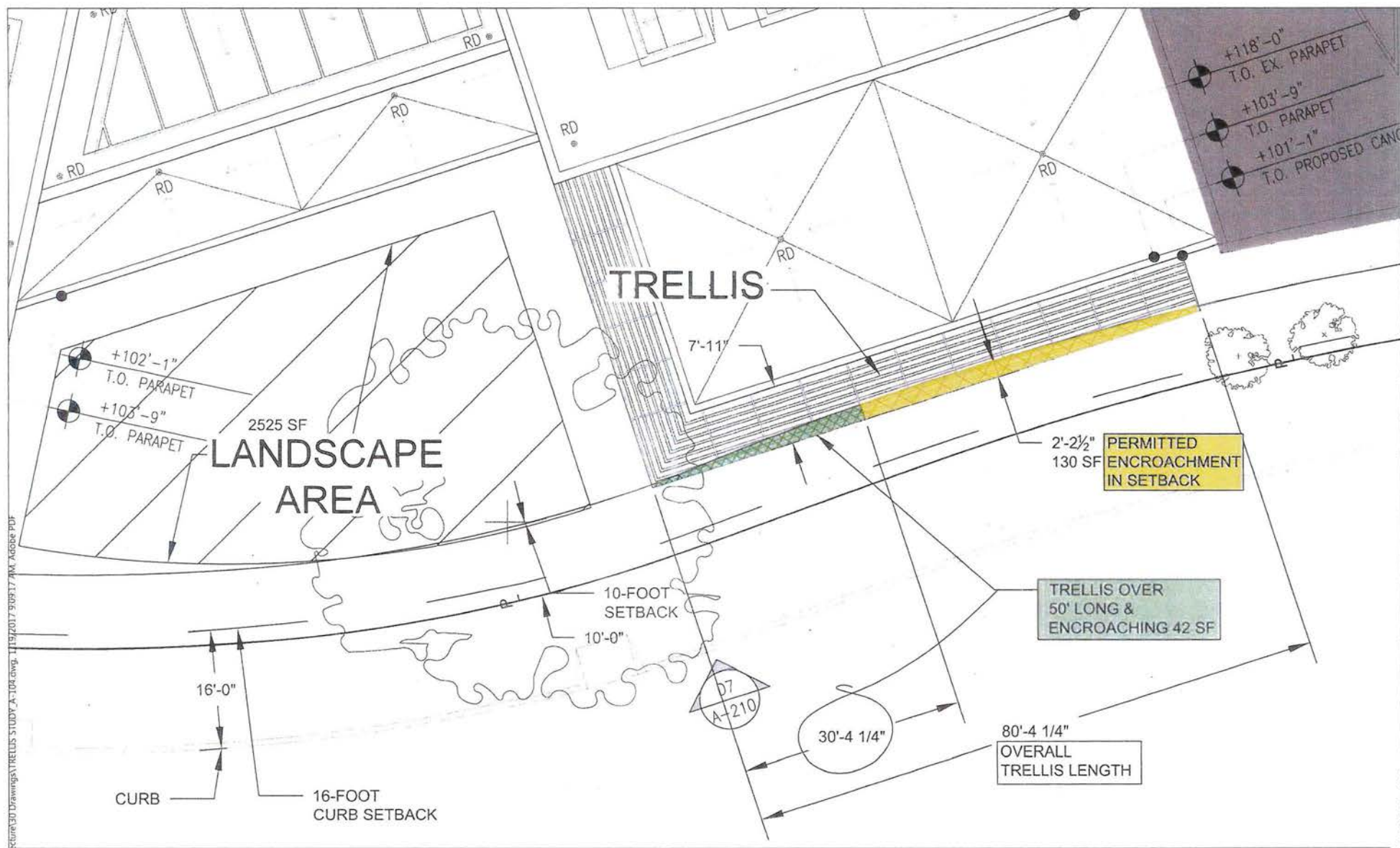


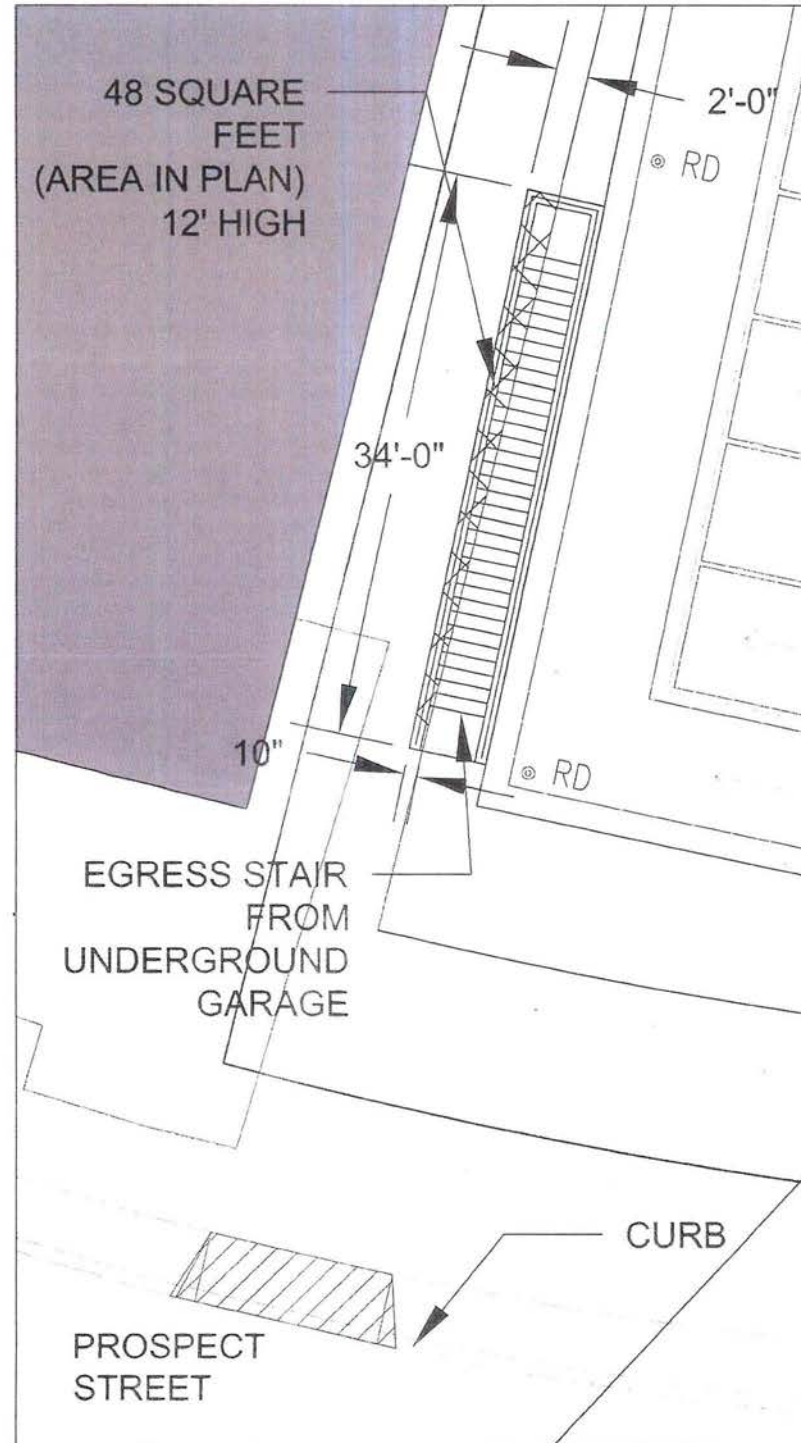
DEVIATIONS	
1	ACCESSIBLE LIFT AND STAIR ON COAST BLVD.
2	EXISTING TRELLIS ON PROSPECT STREET
3	HEIGHT OF PROPOSED GALLERY BUILDING
4	EGRESS STAIR ON SOUTH END OF PROPOSED GALLERY BUILDING
LEGEND	
	EXISTING NOT IN FUTURE
	PROPERTY LINE
	SETBACK LINE
	LINE OF VIEW COR.
	5'-0" OFFSET

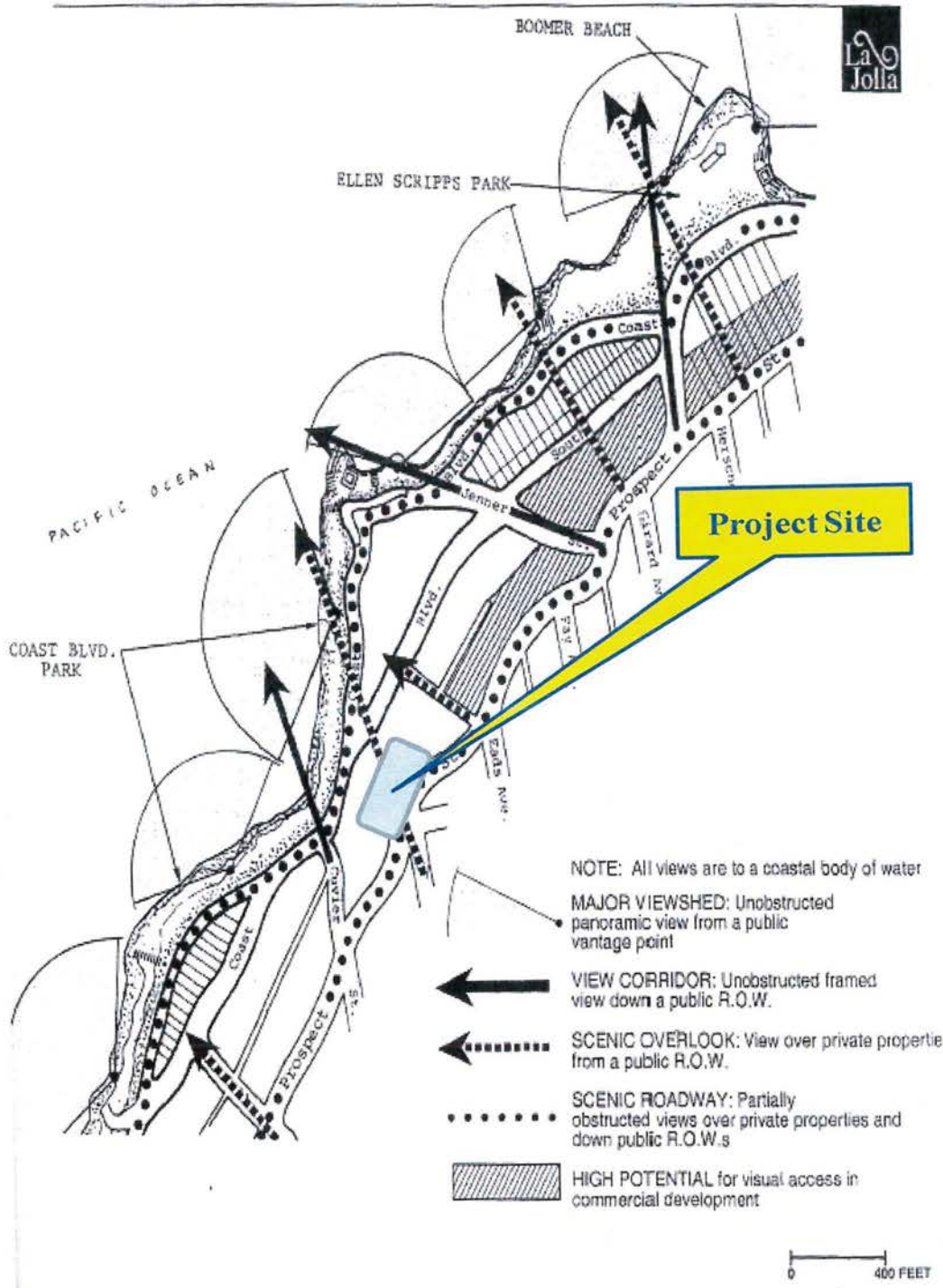
DEVIATION 2 - STAIR AND ACCESSIBLE LIFT AREA OF ENCROACHMENT





DEVIATION 4 - GARAGE EGRESS STAIR





Visual Access

MCASD EXPANSION - 700 PROSPECT STREET
PROJECT NO. 405930



Subarea E: Coast Boulevard - Visual Access


 **La Jolla Community Plan**
City of San Diego - Planning Department

Figure E

**PARKING MANAGEMENT PLAN
OF THE
MUSEUM OF CONTEMPORARY ART SAN DIEGO**

December 15, 2016

In accordance with the applicable conditions of the Coastal Development Permit and Site Development Permit in Project Number 405930, this Parking Management Plan of the Museum of Contemporary Art is adopted.

The Museum is committed to continuing to be a good neighbor to the community through the implementation of this Parking Management Plan and through affirmative steps that will improve the quality of life in the La Jolla community and manage the use of vehicles and transportation in the area. This parking management plan conforms to the La Jolla Community Plan and was developed through comments by the City of San Diego and the California Coastal Commission in its review of the proposed Museum Expansion.

Scale of Events at the Museum

The number of visitors to the Museum was analyzed both by the Museum and further in the July 14, 2015 report by Fehr & Peers. The range in attendance at the Museum varies greatly, from a typical day when there is no specific program or event, when a maximum of 100 people will visit throughout the entire day, usually averaging a 2-hour visit. This typical day presently occurs 313 days per year. Once a month and on a few other days each year, the Museum offers free admission, which increases the attendance to 180 persons for those days.

The number of full time employees is 29 plus some seasonal employees that average roughly 15 per day over the course of the year. The work assignments for these seasonal employees range from installing new exhibits or working on other short-term projects, and their working schedule frequently includes work at later shifts or at the Museum site and at the Museum shop and storage facility. Although these employees will not necessarily be present at the same time, it is true that some of these employees either park in the street or at an offsite location provided by the Museum when they are at this site.

Museum patrons currently park in the on-street spaces surrounding the site including over 150 spaces in front of the site including those on: Prospect Street (from Cuvier Street to Eads Avenue), on Draper Avenue (from Silverado/Prospect Street to Kline Street), and on Silverado Street (from Prospect Street/Draper Avenue to Eads Avenue). Depending on the day of the week and time of day, additional

spaces are available on the back side of the museum on Coast Boulevard and Coast Boulevard South in both directions.

When there is a specific program or event, such as an artist's presentation, private party, special invitation event, or other similar event, the attendance will increase.

The smaller of these specific programs or events that are typically attended by a maximum of 100 persons, occur roughly 32 days per year, and this will be unchanged with this project. From there, the next step is the medium-size events, which are attended by up to 320 people, occurring roughly 12 days per year, and this will be unchanged with this project. Note that events of this size have not made use of the auditorium that will be removed in this project, so these are events that will be continuing with the new project. Attendance at these specific programs or events, in the range from 100 to 320 attendees, are for special invitation exhibitions, private parties, and artist's presentations, which are frequently attended by school and interest groups, convention groups, as well as by the general public. Note that many of these groups arrange their own group transportation, such as a bus from a hotel or convention or a school group.

Finally, the largest events at the Museum will have over 320 attendees, and these occur a maximum of 3 or 4 days per year. For these events, the Museum will provide valet services with off-street parking as a condition of the permit, with designated vehicle drop off and pickup areas, and the Museum will make it possible that vans, limousine services, and group buses may be used by the attendees to simplify their arrival and departure.

Parking Management for Visitors

When the Museum utilizes valet parking, it contracts primarily with two valet companies—Preferred Valet and Sunset Parking. Both companies use parking garages within a five-block radius of the Museum. Preferred Valet utilizes the Remax building at 1010 Prospect for parking. This garage is accessed from South Coast Boulevard and provides plenty of parking on evenings and weekends. Sunset Parking uses two parking garages on Fay Avenue and on occasion works with Bishop's School, which allows parking in their parking structure on a per event basis.

Note that the number of the large events may be less, as Sherwood Auditorium is presently a significant attraction for almost all of the larger events, for groups as large as 500 people. The Sherwood Auditorium space will be repurposed in this project to exhibition space, and will no longer serve such large numbers of attendees. In any event, the number of events on the order of 500 attendees will continue to be limited to a maximum of 3 or 4 events each year. Further, these largest events may be subject to a Special Event Permit issued by the City of San Diego if it is desired to close parking lanes or otherwise encroach into the public right-of-way.

Summary of Events

To summarize the change in the size of events at the Museum, the following summary is offered:

EVENT SIZE by NUMBER ATTENDING	PRESENT – WITH AUDITORIUM	FUTURE
100 per day	313 days per year	313 days per year

180 per day – free admission	12 days per year	12 days per year
130 per day – weekend days	104 days per year	104 days per year
Up to 100 attending – specific program or event	32 days per year	32 days per year
100 to 320 attending – specific program or event	12 days per year	12 days per year
320 to 500 attending – specific program or event	3 to 4 days per year	3 to 4 days per year

NOTE: The number of days will total more than a year because some of the specific programs or events will occur on a day when the museum is also open to general visitors.

Multiple-purpose visitors

MCASD is positioned in the middle of La Jolla's vibrant cultural district, and the visitors to the Museum are not single-trip visitors. Surveys by the Museum, including one as recent as the summer of 2015, indicate that one quarter of visitors consider a trip to the Museum to be part of a larger excursion to the La Jolla area. These trips typically include a visit to the Museum, which is usually on the order of 2 hours, combined with a visit to the park and beach fronting the coast, and a visit to shop or take dinner or lunch elsewhere in La Jolla. This kind of visit is ideal and the intended use of the on-street or other area parking, and is consistent with the parking demand recommendations in the report by Fehr & Peers. In fact, in Fiscal Year 2015, almost 48,000 people visited MCASD's galleries. Compare that to the impressive number of visitors to the MCASD campus, which total just under 132,000. These additional visits were to the café and the garden, in addition to admission to events or exhibits at the Museum. This data points to MCASD as a community resource and a vital member of the cultural district, not just a gallery space.

These visits are consistent with the designation of the Museum of Contemporary Art as a Cultural Resource, both in the La Jolla Community Plan and the La Jolla Shores Planned District Ordinance, which are also a part of the Certified Local Coastal Program.

Transportation and Parking Demand Measures

The following numbered items are offered as incentives for employees and Museum visitors to use alternative transportation, and will be conditions of the Coastal Development Permit:

1. The Museum will continue to coordinate events with Bishops School and La Jolla Music Society.
2. Visitors to the Museum will receive half-off admission when they show their MTS pass or receipt for that day, or ride their bicycle to the Museum.
3. The Museum will make use of valet and/or limousine and shuttle services for all meetings or events in which more than 320 attendees are expected.
4. Museum employees will receive incentives to carpool, bicycle to work, and use public transportation. For vehicles used by carpooling employees, there will be one of the four designated carpool parking spaces onsite for the employee's carpool vehicle. The incentive for carpooling will be the use of one of the four designated carpool spaces or \$5 per day for each of the carpooling drivers, up to a maximum of \$50 per month. For employees who bicycle to work

or use public transportation, the incentive will be \$5 per day for each employee who bicycles to work or uses public transportation, up to a maximum of \$50 per month.

5. The Museum shall provide 10 short-term bicycle spaces, 2 long-term bicycle spaces, and 2 motorcycle parking spaces for visitors and Museum employees onsite and as shown in Exhibit A.
6. The Museum will maintain an information resource to provide physical and electronic information to Museum attendees to encourage alternative transportation to the Museum, including referral to alternative transportation and identification of nearby off-street public parking.
7. The Museum will work with UCSD to investigate and explore alternative transportation in the La Jolla area to launch a shuttle service to transport visitors to the various organizations in the Cultural Zone of the La Jolla Community Plan.
8. This parking management plan will be on file and available to view on request at the Museum business office during normal business hours. This parking management plan will be maintained in a current and usable form, which from time to time will be reviewed and updated to adapt to new conditions and the operations of the Museum, satisfactory to the Development Services Department.

Summary

The Museum believes these efforts will minimize the parking impact to the area and ensure continued operation of all organizations affected by these changes and the La Jolla community in general. Specific incentives and facilities are provided to enhance the opportunities to take advantage of alternative transportation.

The planning and management of parking for the Museum has taken into account the range of attendance that the Museum experiences at its various events, as well as the range of options that the Museum has to meet those varying demands. For the larger events, the Museum will continue to use resources that it has in the past.

These measures to reduce the parking demand in the area and the parking demand calculations by Fehr & Peers as well as the City of San Diego standards are designed to adequately meet the parking demand for this new Museum facility.

Adopted by the

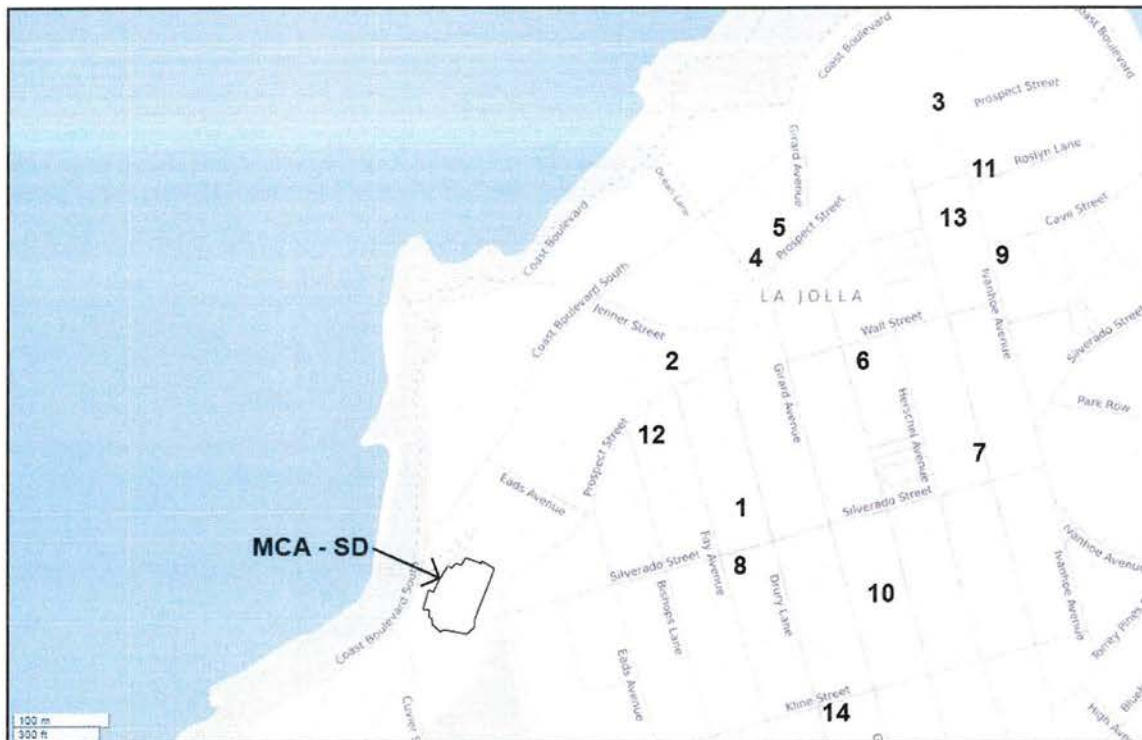
Museum of Contemporary Art San Diego

Charles Castle

Parking Garage Locations

Valet Service to MCA - SD

KEY	ADDRESS	NAME OR DESCRIPTION
1	7825 Fay	Former Hard Rock Café
2	888 Prospect	Laz Garage
3	1200 Prospect	La Jolla Financial Building
4	1010 Prospect	Living Room Building
5	1020 Prospect	
6	1055 Wall Street	Brooks Brothers
7	7818 Herschel	Union Bank lot
8	7777 Fay	Laz Garage
9	7877 Ivanhoe	Lot
10	7733 Girard	Lot
11	7979 Ivanhoe	Manchester Financial
12	875 Prospect	Roppongi building
13	7946 Ivanhoe	El Patio Building
14	955 Kline	Bank of America garage



Contract Parking locations within the vicinity of the Museum. The valet service will be able to select from these as a part of the Museum permit for large events



La Jolla Community Planning Association

Date: August 9, 2015

Subject: Museum of Contemporary Art, San Diego (MCASD) Expansion: 405930

RE: "Amendments to the Land Development Code and the City's Local Coastal Program - Spectrum Act Wireless Communications Facilities".

On August 6th 2015 at the Regular Meeting of The La Jolla Community Planning Association (LJCPA) Trustees reviewed **MCASD Expansion, 700 Prospect Street** as an Action Item.

Request: Process 4 Coastal Development Permit and La Jolla Planned District Special Use Permit (processed as a CUP), to demolish an existing residence and construct a museum addition/remodel, including underground parking facilities, totaling 53,469 square feet on a 110,983 square foot property. The project site is located at 700 Prospect Avenue (Museum of Contemporary Art San Diego) in the LJPD-6A and 5A zones of the La Jolla Planned District, Coastal Overlay Zone (Appealable), Coastal Height Limitation, Parking Impact, Residential Tandem Overlay Zones in the La Jolla Community Plan Area.

Approved Motion: That the findings can be made for a Process 4 CDP and La Jolla Planned District Special Use Permit (processed as a CUP) to demolish an existing residence and construct a museum addition/remodel, including underground parking facilities, totaling 53,469 square feet on a 110,983 square foot property located at 700 Prospect Avenue (Museum of Contemporary Art San Diego) with the following four deviations: 1) Accessible lift and stair encroachment within the Rear Yard Setback fronting Coast Boulevard; 2) Eighty foot trellis encroachment over entrance fronting Prospect; 3) Interior Height exceeding the 30-foot Zoning Height limit and 4) Egress stair on the southeast portion of the site, within the Side Yard Setback, leading to Prospect Street.

Vote Count of La Jolla CPA Trustees: 11-1-1 (Chair Abstains).

Sincerely,

Cindy Greatrex

Chair

858-456-7900



City of San Diego
Development Services
1222 First Ave., MS-302
San Diego, CA 92101
(619) 446-5000

Ownership Disclosure Statement

Approval Type: Check appropriate box for type of approval (s) requested: ☐ Neighborhood Use Permit ☒ Coastal Development Permit
☐ Neighborhood Development Permit ☒ Site Development Permit ☒ Planned Development Permit ☐ Conditional Use Permit
☐ Variance ☐ Tentative Map ☐ Vesting Tentative Map ☐ Map Waiver ☐ Land Use Plan Amendment • ☐ Other _____

Project Title

MCASD Expansion

Project No. For City Use Only

Project Address:

700 Prospect Street, La Jolla CA 92037

Part I - To be completed when property is held by Individual(s)

By signing the Ownership Disclosure Statement, the owner(s) acknowledge that an application for a permit, map or other matter, as identified above, will be filed with the City of San Diego on the subject property, with the intent to record an encumbrance against the property. Please list below the owner(s) and tenant(s) (if applicable) of the above referenced property. The list must include the names and addresses of all persons who have an interest in the property, recorded or otherwise, and state the type of property interest (e.g., tenants who will benefit from the permit, all individuals who own the property). A signature is required of at least one of the property owners. Attach additional pages if needed. A signature from the Assistant Executive Director of the San Diego Redevelopment Agency shall be required for all project parcels for which a Disposition and Development Agreement (DDA) has been approved / executed by the City Council. Note: The applicant is responsible for notifying the Project Manager of any changes in ownership during the time the application is being processed or considered. Changes in ownership are to be given to the Project Manager at least thirty days prior to any public hearing on the subject property. Failure to provide accurate and current ownership information could result in a delay in the hearing process.

Additional pages attached ☐ Yes ☒ No

Name of Individual (type or print):

☐ Owner ☐ Tenant/Lessee ☐ Redevelopment Agency

Street Address:

City/State/Zip:

Phone No:

Fax No:

Signature :

Date:

Name of Individual (type or print):

☐ Owner ☐ Tenant/Lessee ☐ Redevelopment Agency

Street Address:

City/State/Zip:

Phone No:

Fax No:

Signature :

Date:

Name of Individual (type or print):

☐ Owner ☐ Tenant/Lessee ☐ Redevelopment Agency

Street Address:

City/State/Zip:

Phone No:

Fax No:

Signature :

Date:

Name of Individual (type or print):

☐ Owner ☐ Tenant/Lessee ☐ Redevelopment Agency

Street Address:

City/State/Zip:

Phone No:

Fax No:

Signature :

Date:


Project Title: MCASD Expansion	Project No. (For City Use Only) 405930
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Part II - To be completed when property is held by a corporation or partnership

Legal Status (please check):

☒ Corporation ☐ Limited Liability -or- ☐ General) What State? _____ Corporate Identification No. _____
☐ Partnership **FEDERAL TAX ID: 95-1855690**

By signing the Ownership Disclosure Statement, the owner(s) acknowledge that an application for a permit, map or other matter, as identified above, will be filed with the City of San Diego on the subject property with the intent to record an encumbrance against the property.. Please list below the names, titles and addresses of all persons who have an interest in the property, recorded or otherwise, and state the type of property interest (e.g., tenants who will benefit from the permit, all corporate officers, and all partners in a partnership who own the property). A signature is required of at least one of the corporate officers or partners who own the property. Attach additional pages if needed. **Note:** The applicant is responsible for notifying the Project Manager of any changes in ownership during the time the application is being processed or considered. Changes in ownership are to be given to the Project Manager at least thirty days prior to any public hearing on the subject property. Failure to provide accurate and current ownership information could result in a delay in the hearing process. Additional pages attached ☐ Yes ☒ No

Corporate/Partnership Name (type or print): Museum of Contemporary Art San Diego <input checked="" type="checkbox"/> Owner <input type="checkbox"/> Tenant/Lessee Street Address: 700 Prospect Street City/State/Zip: La Jolla, California 92037 Phone No: (858) 454-3541 Fax No: (858) 454-6985 Name of Corporate Officer/Partner (type or print): Charles E. Castle Title (type or print): Deputy Director and CEO Signature:  Date: 1/14/15	Corporate/Partnership Name (type or print): <input type="checkbox"/> Owner <input type="checkbox"/> Tenant/Lessee Street Address: City/State/Zip: Phone No: Fax No: Name of Corporate Officer/Partner (type or print): Title (type or print): Signature : Date:
Corporate/Partnership Name (type or print): <input type="checkbox"/> Owner <input type="checkbox"/> Tenant/Lessee Street Address: City/State/Zip: Phone No: Fax No: Name of Corporate Officer/Partner (type or print): Title (type or print): Signature : Date:	Corporate/Partnership Name (type or print): <input type="checkbox"/> Owner <input type="checkbox"/> Tenant/Lessee Street Address: City/State/Zip: Phone No: Fax No: Name of Corporate Officer/Partner (type or print): Title (type or print): Signature : Date:
Corporate/Partnership Name (type or print): <input type="checkbox"/> Owner <input type="checkbox"/> Tenant/Lessee Street Address: City/State/Zip: Phone No: Fax No: Name of Corporate Officer/Partner (type or print): Title (type or print): Signature : Date:	Corporate/Partnership Name (type or print): <input type="checkbox"/> Owner <input type="checkbox"/> Tenant/Lessee Street Address: City/State/Zip: Phone No: Fax No: Name of Corporate Officer/Partner (type or print): Title (type or print): Signature : Date: