

San Diego Unified Port District

Date: July 27, 2007

To: Board of Port Commissioners

INFORMATION

From: M. CHRISTINE ANDERSON
Vice President, Operations

JUL 27 2007

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Subject: NEVP JPA Meeting -- Broadway Pier Plans

The North Embarcadero Visionary Plan JPA met yesterday. They asked for an update on the plans for Broadway pier which Rita Vandergaw presented. While plans have not been prepared, Rita informed the authority members that the building will be a prefabricated building utilizing the existing platform in the center of the pier. She also showed a concept for creating a false front that would enhance the aesthetics of the building view from Harbor Drive. One concept, which was shown at the meeting, is to replicate the historical look of the original pier building. Pictures of the original building and possible concept are attached.

One citizen commented on the concept and felt it was not appropriate for the foot of Broadway. Following the meeting, Bill Anderson the City's Director of City Planning and Community Investment approached staff and indicated significant concern about placing a prefabricated building at the foot of Broadway. Staff advised him that we were working within a budget and timeline set by Carnival. Also, he was advised that the intent is to provide the false front for aesthetic purposes. He implied that the building should be iconic at the foot of Broadway and that he believed the Mayor would be objecting to our plans.

The Broadway Pier is not part of the North Embarcadero Visionary Plan improvements. Improvements on the pier are a separate project under the jurisdiction of the Port. The proposed plans are consistent with the NEVP EIR. However, you may hear from the City or others on this issue.

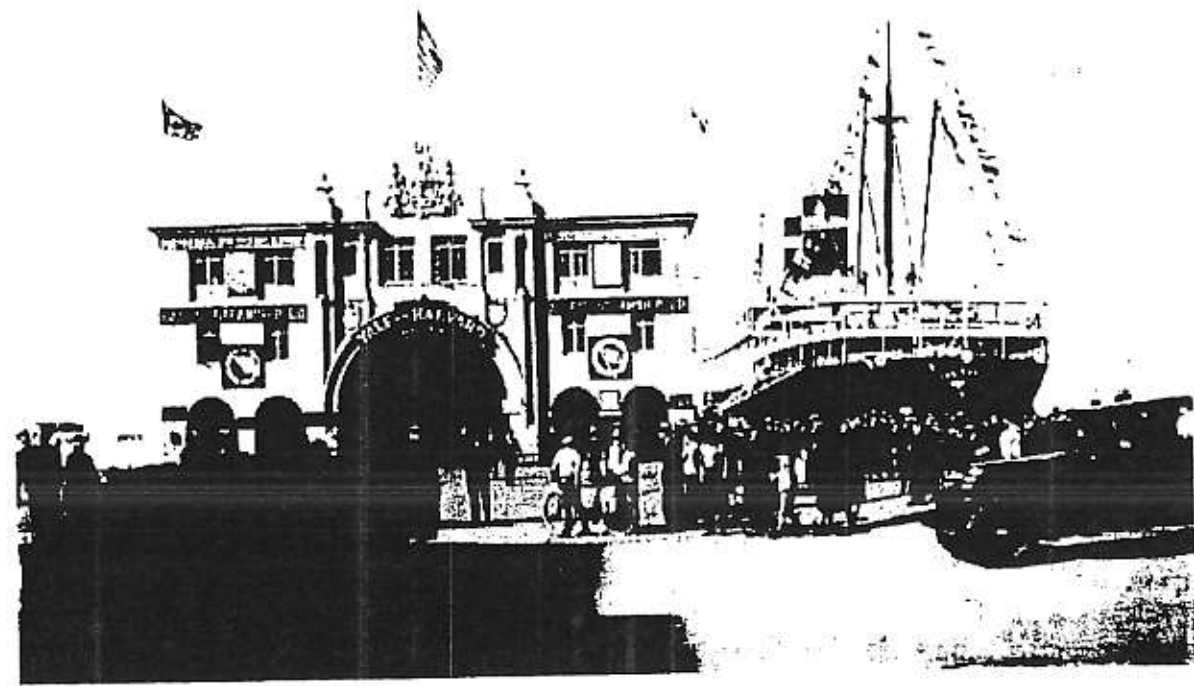
Staff will keep you informed as construction plans are developed and concepts for the building façade are prepared. If you have any questions, please call me or Rita Vandergaw.



Unified Port
of San Diego



Broadway Pier

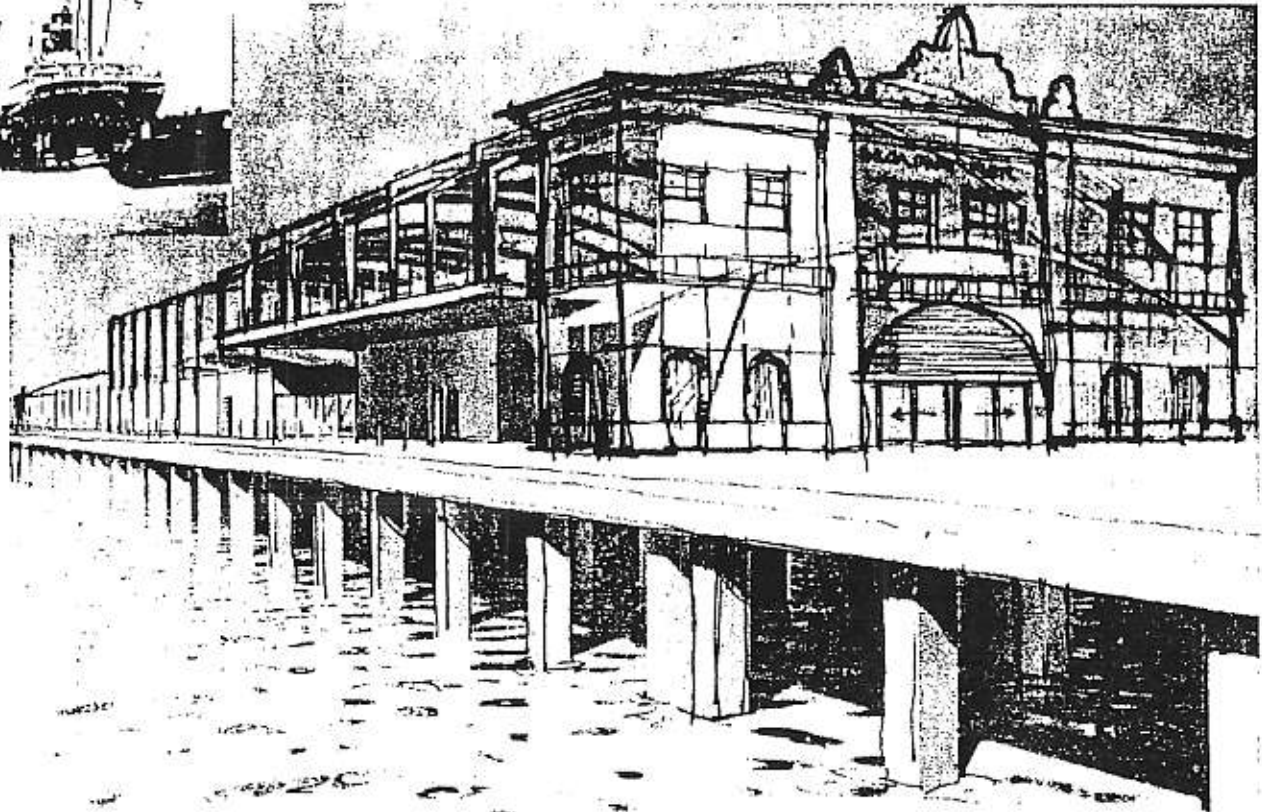
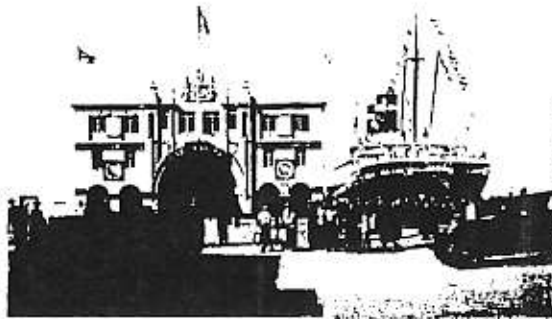


Long Cruise Passenger History

BAYLAND PARKS



Proposed Broadway Pier Concept



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