



**Contact:** Alex Doniach  
**Phone:** 415.227.9700  
**Cell:** 415.806.8566  
**Email:** [alex@singersf.com](mailto:alex@singersf.com)

## **\*\*MEDIA UPDATE\*\***

# **Demolition of 320 Esplanade Ave. Confirmed for Saturday, March 12 at 9am**

*City to Brief Media on Demolition Activities at 8 a.m. Saturday,  
March 12 in City Council Chambers, 2212 Beach Blvd*

**Schedule:** **Saturday, March 12, 2016, 8:00 am:** City representatives will provide a media briefing regarding the demolition of 320 Esplanade at 8 a.m. on Saturday, March 12, prior to the start of demolition.

**Saturday, March 12, 2016, 9:00 am:** Demolition of 320 Esplanade begins and will take 4-5 days. Saturday-Tuesday will provide the best camera visuals.

**Where:** **MEDIA BRIEFING:** Pacifica City Hall Chambers, 2212 Beach Boulevard, Pacifica  
**DEMOLITION:** 320 Esplanade, Pacifica

**What:** The demolition of 320 Esplanade is confirmed to begin on Saturday, March 12 starting at 9 a.m. Representatives from the City will be available at the City Council chambers at 8 a.m. to provide a media briefing on the planned demolition activities.

On Tuesday, crews began abating the building for lead, asbestos and other hazardous materials prior to demolition. Due to erosion of the adjacent bluffs, the building has been vacant since 2010 and is now at risk of crumbling over the eroding cliff and threatening public safety.

**Who:** City of Pacifica officials

**Background:** The City of Pacifica is closely monitoring conditions closely as El Nino storms continue to batter the California coast and accelerate coastal erosion along the Pacifica bluffs. On Friday, Jan. 22, City Manager Lorie Tinfow, Director of Emergency Management, declared a state of local emergency due to the significant damage sustained by City infrastructure. The City has requested assistance from both State and Federal government to help cover the \$3.5 million it will cost to repair damaged City structures. Grant applications have been filed and are under consideration.

On Jan. 25, 2016, the City of Pacifica determined the apartments at 310 Esplanade Avenue uninhabitable due to coastal erosion. Pacifica Chief Building Official Mike Cully “yellow-tagged” the apartments and several private residences, meaning residents were allowed to access buildings only to remove belongings. The City has worked tirelessly to provide assistance to residents as they transition to other housing.