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11/13

000008		REQUEST FOR COUNCIL ACTION CITY OF SAN DIEGO	1. CERTIFICATE NUMBER (FOR AUDITOR'S USE ONLY)
TO: CITY ATTORNEY	2. FROM (ORIGINATING DEPARTMENT): Councilmember Toni Atkins, Council President Scott Peters and Councilmember Jim Madaffer		3. DATE: September 26, 2007

4. SUBJECT:
FREDRIC J. MAAS DAY

5. PRIMARY CONTACT (NAME, PHONE, & MAIL STA.) Denise Price X66165	6. SECONDARY CONTACT (NAME, PHONE, & MAIL STA.) April Chesebro x67758	7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED <input type="checkbox"/>
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8. COMPLETE FOR ACCOUNTING PURPOSES					9. ADDITIONAL INFORMATION / ESTIMATED COST:
FUND					
DEPT.					
ORGANIZATION					
OBJECT ACCOUNT					
JOB ORDER					
C.I.P. NUMBER					
AMOUNT					

10. ROUTING AND APPROVALS							
ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIG. DEPT	<i>TONI ATKINS</i>		8	DEPUTY CHIEF		
2				9	COO		
3				10	CITY ATTORNEY	<i>Michael Spivak</i>	10/2/07
4	CFO			11	ORIG. DEPT		
5				DOCKET COORD: _____ COUNCIL LIAISON _____			
6				<input checked="" type="checkbox"/> COUNCIL PRESIDENT	<input checked="" type="checkbox"/> SPOB	<input type="checkbox"/> CONSENT	<input type="checkbox"/> ADOPTION
7				<i>ms</i>	<input type="checkbox"/> REFER TO: _____	COUNCIL DATE: 11/13/07	

11. PREPARATION OF: RESOLUTIONS ORDINANCE(S) AGREEMENT(S) DEED(S)

Commend Fredric J. Maas on his commitment to the City of San Diego and congratulate him on The Ranch House at Del Sur.
PROCLAIMING SEPTEMBER 27, 2007 TO BE "FREDRIC J. MAAS DAY" IN THE CITY OF SAN DIEGO.

11A. COUNCIL PRESIDENT RECOMMENDATION:
Approve resolution.

12. SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION.)
COUNCIL DISTRICT(S): ALL
COMMUNITY AREA(S): ALL
ENVIRONMENTAL IMPACT: THIS IS NOT A "PROJECT" FOR THE PURPOSES IF CEQA.
HOUSING IMPACT: N/A
OTHER ISSUES: N/A

Special Order of Business:
 CITY ATTORNEY: Please prepare a Council Resolution to be docketed on Tuesday, November 13, 2007.
 COUNCIL PRESIDENT: Please docket for the City Council meeting on Tuesday, November 13, 2007.

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FREDRIC J. MAAS DAY

Presented by Councilmember Toni Atkins,
Council President Scott Peters and Councilmember Jim Madaffer

WHEREAS, Fredric J. Maas is a *cum laude* graduate of the Syracuse University College of Law and a graduate of Hobart College; and

WHEREAS, during the 1980's, Fredric J. Maas lead the real estate consulting practice of the National Strategies and Marketing Group, a firm specializing in grassroots lobbying, strategic planning, community relations and crisis management; and

WHEREAS, Fredric J. Maas was a Founder and Managing Director of Pacific Gold Communities LLC and Pacific Eco-Communities, which specialized in the development of master-planned sustainable communities; and

WHEREAS, Fredric J. Maas is President and Chief Executive Officer of Black Mountain Ranch LLC, which just opened a 3,000-square-foot information center named The Ranch House at Del Sur; and

WHEREAS, The Ranch House at Del Sur is California's first private-enterprise, new-construction building to receive Platinum certification for Leadership in Energy Environments Design (LEED) and is currently the second-highest rated building of its kind in the United States and one of only twenty-eight such buildings in the world; and

WHEREAS, The Ranch House at Del Sur features solar energy, low-emissions windows, EnergyStar appliances, a tankless water heater, dual-flush toilets, low-flow faucets, drought-resistant landscaping and a weather-based irrigation controller which save approximated fifty-seven percent of energy annually and more than one million gallons of water a year; and

WHEREAS, The Ranch House at Del Sur is comprised of more than twenty-five percent reused material, ten percent recycled material, five percent rapidly renewable material and more than eighty-nine percent of construction waste was diverted from local landfills; and

WHEREAS, The Ranch House at Del Sur includes cork, sunflower husks and wheat waste that are used for cabinets, countertops, ceilings and flooring and indoor air sensors to monitor carbon dioxide, temperature, humidity and volatile organics in real-time over the Internet to observe trends and allow for preventative action; and

WHEREAS, Fredric J. Maas is currently Chairman of the Centre City Development Corporation's Board of Directors and the City of San Diego's Redevelopment authority; he is also a founding Director of the San Diego Coalition for Transportation Choices; now, therefore,

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BE IT RESOLVED, by the Mayor and Council of the City of San Diego, that this Council, for and on behalf of the people of San Diego, does hereby commend Fredric J. Maas on his contributions to the City of San Diego and congratulates him on The Ranch House at Del Sur.

BE IT FURTHER RESOLVED, that September 27, 2007 be and is hereby proclaimed to be, "FREDRIC J. MAAS DAY" in the City of San Diego.

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RESOLUTION NUMBER R-_____

DATE OF FINAL PASSAGE _____

WHEREAS, Fredric J. Maas is a cum laude graduate of the Syracuse University College of Law and a graduate of Hobart College; and

WHEREAS, during the 1980's, Fredric J. Maas led the real estate consulting practice of the National Strategies and Marketing Group, a firm specializing in grassroots lobbying, strategic planning, community relations and crisis management; and

WHEREAS, Fredric J. Maas was a Founder and Managing Director of Pacific Gold Communities LLC and Pacific Eco-Communities, which specialized in the development of master-planned sustainable communities; and

WHEREAS, Fredric J. Maas is President and Chief Executive Officer of Black Mountain Ranch LLC, which just opened a 3,000-square-foot information center named The Ranch House at Del Sur; and

WHEREAS, The Ranch House at Del Sur is California's first private-enterprise, new-construction building to receive Platinum certification for Leadership in Energy Environments Design [LEED] and is currently the second-highest-rated building of its kind in the United States and one of only twenty-eight such buildings in the world; and

WHEREAS, The Ranch House at Del Sur features solar energy, low-emissions windows, EnergyStar appliances, a tankless water heater, dual-flush toilets, low-flow faucets, drought-resistant landscaping and a weather-based irrigation controller, which save approximately fifty-seven percent of energy annually and more than one million gallons of water a year; and

WHEREAS, The Ranch House at Del Sur is comprised of more than twenty-five percent reused material, ten percent recycled material, five percent rapidly renewable material and more than eighty-nine percent of construction waste was diverted from local landfills; and

WHEREAS, The Ranch House at Del Sur includes cork, sunflower husks and wheat waste that are used for cabinets, countertops, ceilings and flooring and indoor air sensors to monitor carbon dioxide, temperature, humidity and volatile organics in real-time over the Internet to observe trends and allow for preventative action; and

WHEREAS, Fredric J. Maas is currently Chairman of the Centre City Development Corporation's Board of Directors; he is also a founding Director of the San Diego Coalition for Transportation Choices; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that this Council, for and on behalf of the people of San Diego, does hereby commend Fredric J. Maas for his contributions to the City of San Diego and congratulates him on The Ranch House at Del Sur.

BE IT FURTHER RESOLVED, that September 27, 2007 be and is hereby proclaimed to be, "**FREDRIC J. MAAS DAY**" in the City of San Diego.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By 
Sharon B. Spivak/
Deputy City Attorney

SBS:als
10/01/07
Or.Dept:Council-Atkins, Peters & Madaffer
R-2008-264

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of _____.

ELIZABETH S. MALAND
City Clerk

By _____
Deputy City Clerk

Approved: _____
(date)

JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor