

## COMMUNITY BENEFITS

Excerpts from Village Specific Plan, Executive Summary & Chapters III and X (adopted August 6, 2012)

There are many community benefits that are derived from the implementation of the Village Specific Plan, including those that enhance the quality of life, improve the economic well-being of the community and lessen the impact on the environment. These are fully described in Chapter III, Community Resources - Section 3.9 and a system for tracking the progress towards achieving the benefits is described in Chapter X, Implementation - Section 10.5, Measures of Success.

### Key community benefits include:

- More than 200 additional public parking stalls and a citywide parking management plan to reduce neighborhood parking impacts.
- Additional capacity on Camino del Mar to reduce congestion and reduce the desire to divert onto neighborhood streets.
- Increased traffic and pedestrian safety.
- Wider sidewalks that facilitate landscaping, sidewalk cafés and other desired pedestrian-oriented improvements.
- Additional revenue from business properties for public programs and city services.
- Reduced water, noise and air pollution with drainage and traffic improvements along Camino del Mar.

**Table III-I, Community Benefits and Quality of Life Benefits** (page III-21 of Village Specific Plan)

<i><b>Economic Benefits</b></i>	<i><b>Impact of Benefit</b></i>	<i><b>Assessment Criteria</b></i>
Increased City revenue from sales tax increase from additional retail and restaurant sales; estimated to be \$131,334 annually at build-out.	Revenue provides for City services, including maintenance and operations	Additional tax revenue will provide for City services
Increased City revenue from increase in Transient Occupancy Tax (TOT) from additional lodging; estimated to be \$216,591 annually at build-out.	Revenue provides for City services, including maintenance and operations	Additional tax revenue will provide for City services
Increased Property Tax from private improvements; estimated to be \$179,889 annually at build-out.	Revenue provides for City services, including maintenance and operations	Additional tax revenue will provide for City services
Increased probability of and eligibility for grant funding from governmental sources	Grant funding can supplement City's General Fund for improvements, and reduce need to use General Fund dollars.	Public projects that address smart growth principles and walkability are candidates for various funding programs.
Increased opportunity and incentives for providing affordable housing, as mandated by State of California	The City is required to provide areas suitable for affordable housing to meet State mandate.	The required residential density is 20 units per acre to meet State mandate.
Implementation of Community Plan Goals for a pedestrian-oriented, economically viable downtown and a Village Center Specific Plan	Fulfills community objectives established in 1975	Implement goals of the Community Plan
<i><b>Quality of Life Benefits</b></i>	<i><b>Impact of Benefit</b></i>	<i><b>Assessment Criteria</b></i>
Addition of public parking throughout the Village	Additional public parking will reduce the attractiveness of overflow parking in residential neighborhoods	Village parking utilization should target <91% average occupancy
Additional on-street public parking along Camino del Mar	30 additional public parking spaces will provide convenient access and reduce the attractiveness of overflow parking in residential neighborhoods	On street Village parking should target <91% average occupancy
Additional bicycle and motorcycle parking areas	60 additional bicycle racks and motorcycle parking spaces will provide alternative parking	Private development will increase supply of bicycle racks and alternative vehicle parking

<b>Quality of Life Benefits</b>	<b>Impact of Benefit</b>	<b>Assessment Criteria</b>
Parking Management Plan to address employee parking and parking management issues	A systematic approach to continually address parking issues will adapt solutions to current problems and minimize impacts on surrounding neighborhoods	Parking is managed at <91% average occupancy
Increased traffic safety along Camino del Mar	Roundabouts have a lower accident rate than standard intersections (8 points of potential accidents as opposed to 28+ points with standard intersections).	Traffic is moving at a slower, continuous speed and there is a reduction of accident rates
Additional capacity on Camino del Mar reduces the potential for traffic diverting into neighborhoods to avoid congestion	Camino del Mar increases its capacity from 15,500 daily trips to 25,000 daily trips, reducing congestion and minimizing overflow impacts on surrounding neighborhoods	Neighborhoods are not impacted by diversion traffic
Continuous pedestrian sidewalks throughout Village	Increase in walkability; implements a goal of the Community Plan	Provision of public sidewalks throughout downtown
Increased pedestrian safety along Camino del Mar and at crosswalks	Roundabouts have a lower pedestrian accident rate than standard intersections (8 points of potential accidents as opposed to 28+ points with standard intersections), plus a much shorter (4 second) crossing distance	Reduction in pedestrian accident rates
Increased preservation of character and historic buildings	Incentives to preserve character buildings that provide Del Mar charm and village character	Maintain the historic and architectural heritage of Del Mar
Increased vitality of Village with additional residences utilizing commercial area	Additional residences will provide more customers for retail without dependency on automobile or need for additional parking	More retail success without the impact of parking or traffic
Increased housing choices	Additional types of housing available as either rental or for purchase	Ability for residents to remain in Del Mar with additional housing types.
Potential for more resident-serving businesses with an increase in retail areas	Additional market provides for more opportunity for specialty retail and other resident serving retail	Increased opportunities for residents to shop in Del Mar
Public ocean views along the side street corridors are enhanced	Wider view corridors through building setbacks and setbacks	Increased public view sheds
Higher standards for sustainable buildings	Reduction in greenhouse gas emissions and water use, improves air and water quality	Cal-Green Tier 1 is required, Tier 2 is incentivized
Structural storm water treatment designed into Camino del Mar street redesign	Cleanse storm water through low impact design methods to reduce sediment and bacterial discharges	Improved water quality
Noise reductions from traffic operations on Camino del Mar	Noise levels caused by traffic decreases with roundabouts instead of stop signs/signals	Noise level is more conducive to outdoor dining and less impact on nearby residential
Reduction in exhaust emissions and brake copper discharge from cars and trucks continually stopping along Camino del Mar	Reductions of stops and starts from four-way stop signs reduces greenhouse gas emissions	Improved air and water quality

The above text is excerpted from the Village Specific Plan. For a complete discussion of the Community Benefits, strategies and regulations please see the adopted Village Specific Plan document located at: <http://www.delmar.ca.us/Government/Pages/VillageRevitalization.aspx>