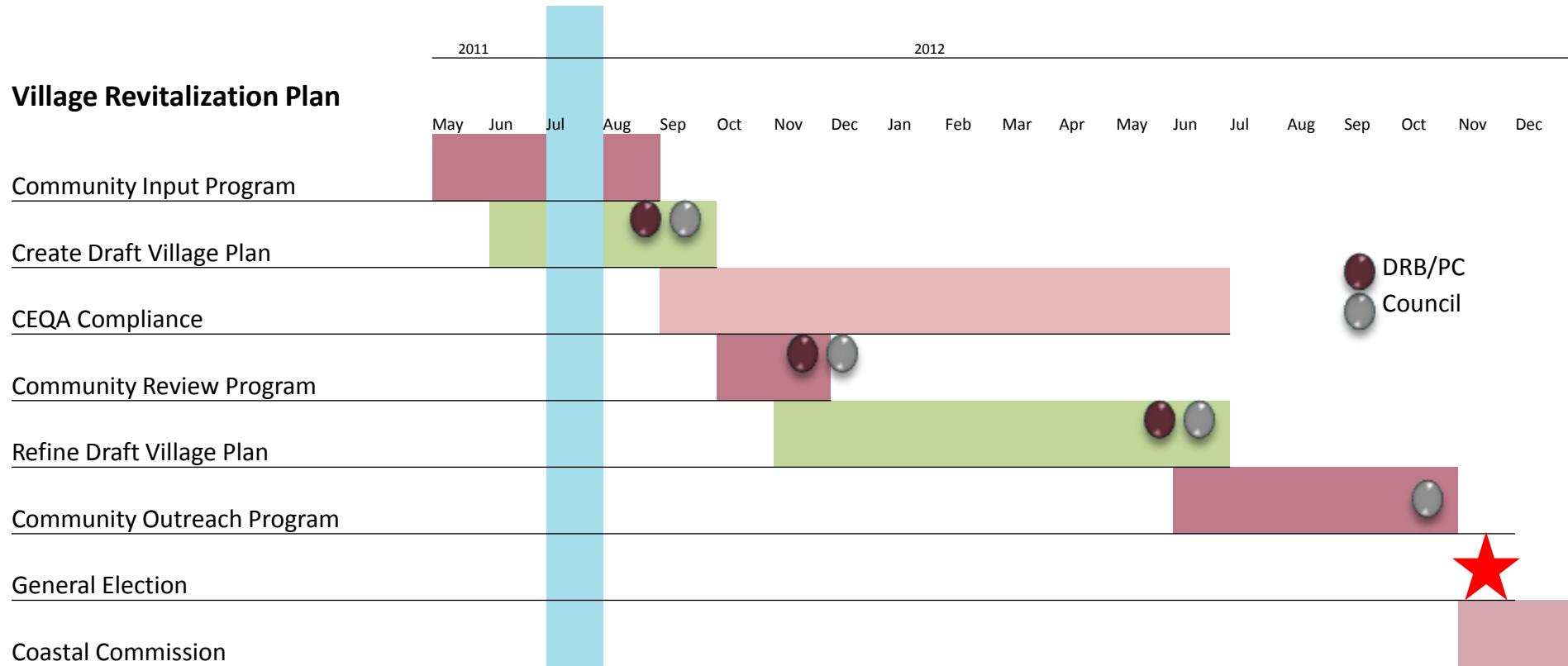


July 11, 2011
City Council Meeting

Progress Report

Village Revitalization

Village Revitalization Schedule



Village Revitalization Underway

- ▶ Initial Phase of Community Participation Conducted
- ▶ Planning Commission on July 12 for Process Recommendations (Specific Plan)
- ▶ Design Review Board on July 27 to initiate process for determining design criteria
- ▶ Draft documentation of Village Revitalization Plan
- ▶ Exploring Alternatives to issues raised in Conversations

Input:


conversations@delmar.ca.us



Options Under Study

- ▶ Alternatives for Camino del Mar Right of Way (Public Realm)
 - ▶ Alternatives for Development sites (Private Realm)
 - ▶ Parking Alternatives & Approaches
 - ▶ Appropriate Land Uses
 - ▶ Appropriate Regulatory Controls
 - ▶ Appropriate Design Criteria
 - ▶ Implementation Measures
- 

Next Steps in Process

- Staff work effort on alternatives, plan elements
 - Council process decision, July 25 – Specific Plan
 - Property & Business Owner conversations in Fall with assessment of Alternatives
 - Open House workshops for Alternatives
 - Conversations & Public meetings in each phase:
 - Planning Commission reviews & recommendation
 - Design Review Board reviews & recommendation
 - City Council updates and hearing
- 

Initiate Discussion – Why Revitalize?

PROCESS:

1. Implement Goal of Community Plan (1976 & 1985):

Goal 4: *“Focus major retail and office activity into one economically viable, pedestrian oriented and attractive area that serves the needs of both Del Mar residents and visitors and is well integrated into the residential fabric of the community”*

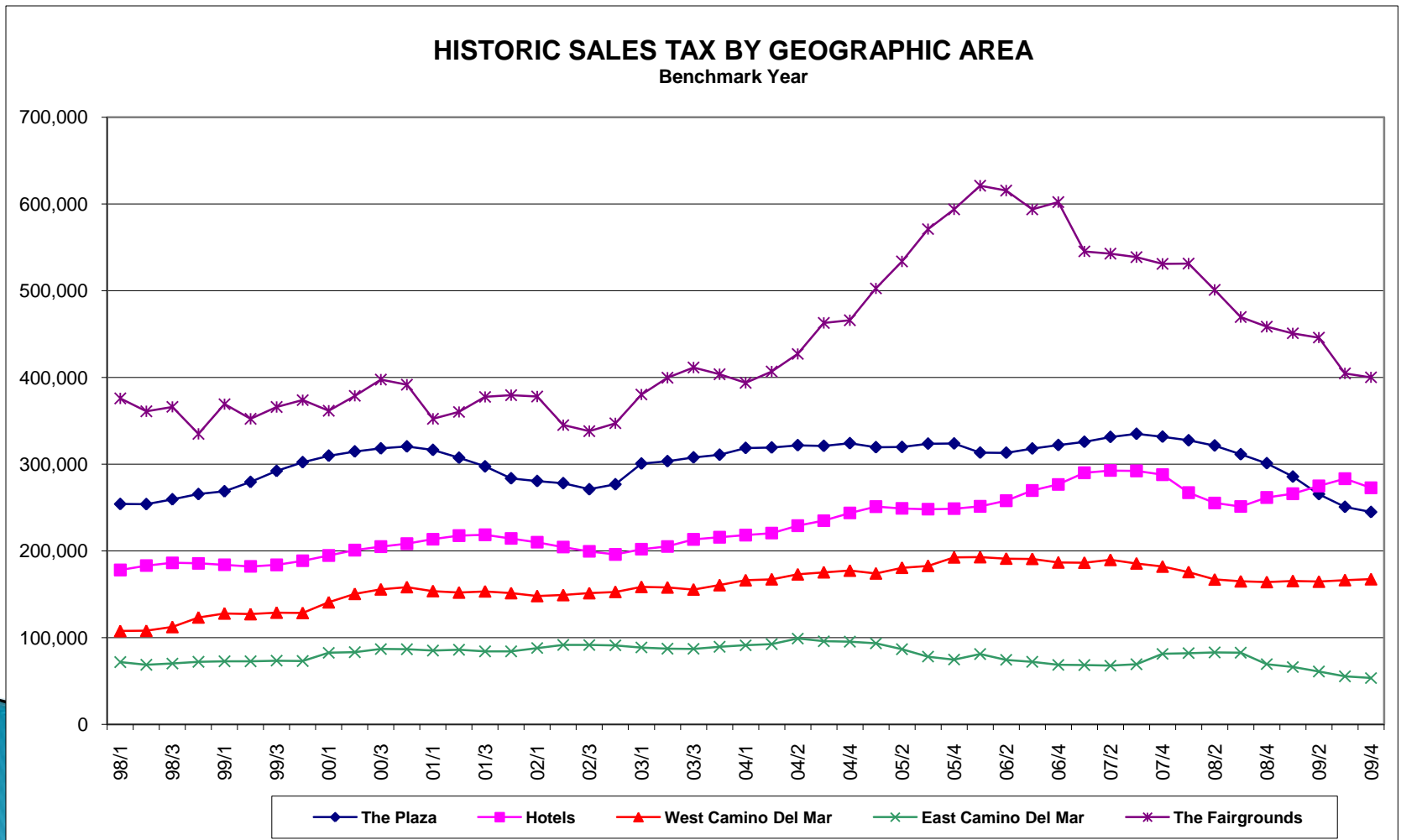
2. Develop the Implementation tools for other studies' recommendations:

- 2000 Parking Study
- Vision 2020
- Clue Report (2007 Kennedy Smith)
- Streetscape Master Plan
- Ad-Hoc Form Based Code Advisory Committee

Why Revitalize?

FISCAL RESPONSIBILITY:

- Sales Tax decline



Why Revitalize?

COMMUNITY RESPONSIBILITY:

- Fix identified problems comprehensively
 - Parking issues
 - Lack of continuous sidewalk
 - Reduce carbon emissions
 - “Green street/Complete Street”
- Preparing for the next Investment Cycle
 - Proactive rather than Reactive

Next Actions

- July 25 City Council Meeting
 - Recommendation to prepare a Specific Plan
 - EIR and Special Study consultants
 - Continued discussion on “Why Revitalize”
 - Detailed analysis of issues and alternatives
 - Continuation with Outreach
- 